

BUTTERBALL®



BUTTERBALL *Togetherness* **REPORT™**

Thanksgiving Outlook September 2026

INTRODUCTION

Every year ahead of Thanksgiving, Butterball, the most recognized and loved* turkey brand in the U.S., serves up its annual Togetherness Report to understand how potential hosts and guests are shopping, cooking and celebrating. Our 2026 survey, conducted this summer, uncovered what people have on their plates this holiday and what traditions keep bringing everyone back to the table.

85% of people plan to celebrate Thanksgiving this year



THIS YEAR'S REPORT OFFERS THREE KEY INSIGHTS SHAPING THANKSGIVING 2026:

1. THE GATHERINGS CONTINUE

Even with rising prices, most are planning to preserve their Thanksgiving traditions they know and love.

2. HOSTING IS A BALANCING ACT

Hosts juggle a lot and most are happy to accept help, especially when they don't have to ask for it.

3. TURKEY DEFINES THANKSGIVING

Turkey remains the favorite dish on the holiday table. The vast majority of hosts plan to plate up the traditional centerpiece.

Survey Methodology: Butterball partnered with Circana to commission an online survey among a nationally representative sample of 1,374 U.S. adults. The survey was fielded by Circana in July 2026. *Source: Kantar Brand Health Tracking Study December 2025 N=400 National Sample

THE GATHERINGS CONTINUE

Hosts and guests alike are holding on to the Thanksgiving experience they know and love. Overwhelmingly, most are working hard to protect their Thanksgiving traditions, with the majority of hosts saying that even **higher costs** won't change how they celebrate.

WHO'S AT YOUR TABLE?

THE AVERAGE GUEST LIST HAS

10 PEOPLE

THAT'S A LOT OF PLACE SETTINGS!

WHAT ARE PEOPLE MOST LOOKING FORWARD TO AT Thanksgiving



SPENDING TIME WITH FAMILY

64%



THE FOOD

53%



THE RELAXATION

34%



HOSTING IS A BALANCING ACT

Between cooking, cleaning and juggling all the details, there's a lot on a host's plate. Help is always welcome, but **1 IN 3 HOSTS** don't want to inconvenience a guest by asking. So, consider giving your host a hand this year!

A LITTLE HELP GOES A LONG WAY

Most hosts are hesitant to ask, but a kitchen assist is appreciated!

85%

of hosts want guests to pitch in

38%

actually ask for help

THE CLEANEST WAY TO HELP

Want to help a busy host? Post-dinner clean-up is the way to go!

65%

would love cleanup help at the push of a button

49%

say final cleanup is when they need the most help

BUTTERBALL® TURKEY-TALK® LINE TIP:

Getting the turkey just right can be tricky. **21% OF HOSTS STRUGGLE** with over or undercooking their turkey. That's where Butterball comes in, with expert advice and support to help hosts tackle Thanksgiving like a pro.

The Butterball Turkey Talk-Line is celebrating **45 YEARS OF HELPING** new and seasoned hosts take on Thanksgiving with confidence. With more than 50 culinary experts ready to answer questions in English and Spanish, you can get trusted advice by phone, text, social media or at Butterball.com.



To connect with the Butterball Turkey Talk-Line, visit Butterball.com or call

1-800-BUTTERBALL (1-800-288-8372)

or text us at

(844) 877-3456



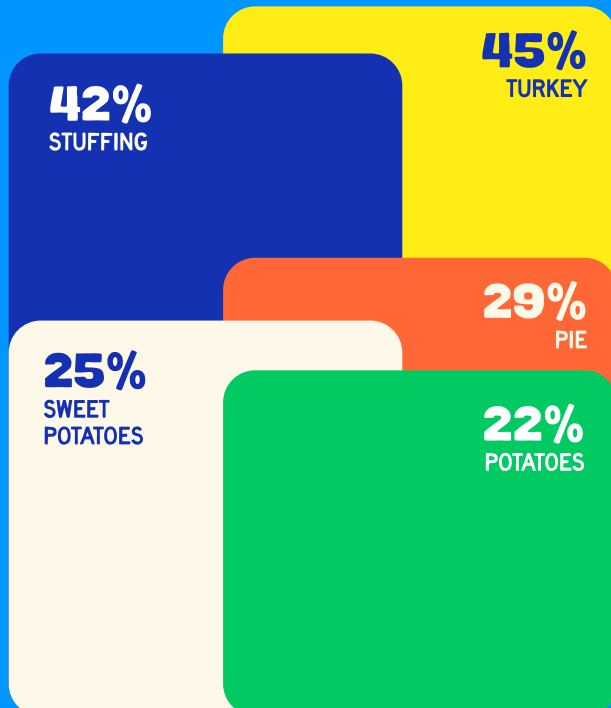
TURKEY DEFINES THANKSGIVING

Everyone has their Thanksgiving favorites, but turkey remains central to the celebration.

84% OF HOSTS plan to serve turkey at their celebration this year. As for the centerpiece itself, nearly half of hosts are going frozen, while **1 IN 5** plan to purchase a fresh turkey. But no matter which one makes it into the shopping cart, turkey isn't giving up its seat at the table anytime soon.

WHAT'S YOUR FAVORITE PART OF THE Thanksgiving meal?

(Respondents could choose more than one favorite)



THE BIG Takeaways

Thanksgiving continues to bring people together, highlight traditions and serve up plenty of turkey.

1. Thanksgiving remains a gathering ritual with friends, family and food.
2. Hosting is a balancing act between enjoying the moment and managing every detail.
3. Turkey continues to define the Thanksgiving table.