

# Holidays & Occasions

Thanksgiving

July 2021



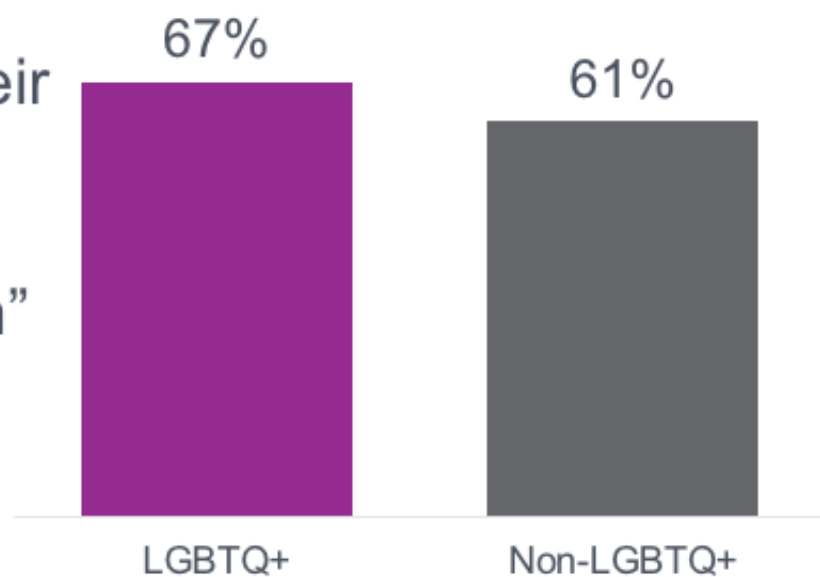


# Most Americans' Thanksgiving Menus Include Items They Consider Non-Traditional "American" Foods

LGBTQ+ People Are More Likely than Their Non-LGBTQ+ Peers to Step outside the "Food" Norm

# 61%

of Americans say their Thanksgiving meal includes more than traditional "American" foods

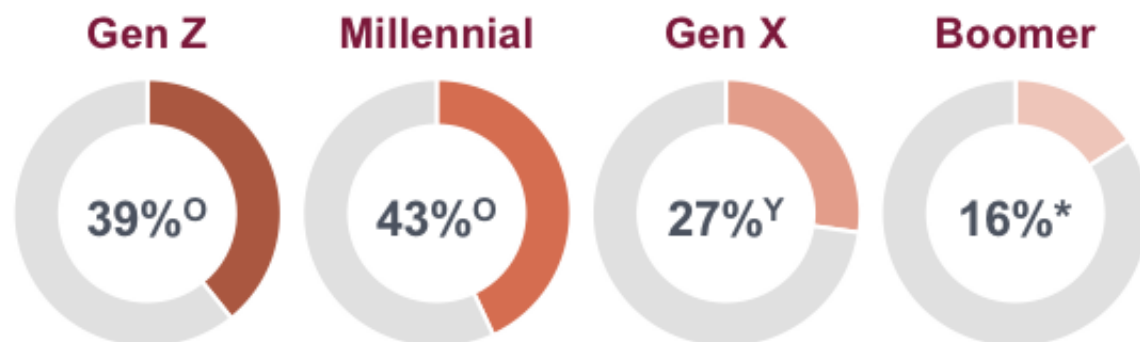


# Two in Five Gen Z and Millennial Americans Participate in “Friendsgiving” Celebrations

Boomers Are Much Less Likely to Report Celebrating this Variation of Thanksgiving

# 31%

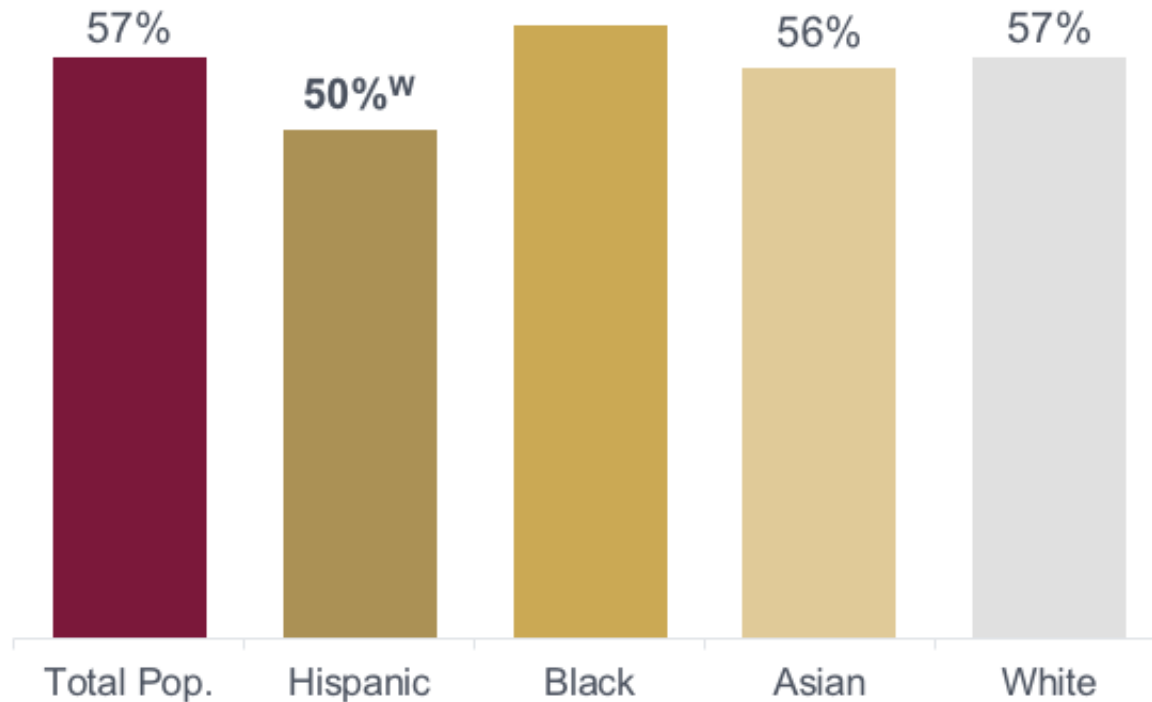
of Americans celebrate “Friendsgiving”



# About a Quarter of Americans Expect to Travel for Thanksgiving in 2021

## Hispanic Americans Are Most Likely to Have Thanksgiving Travel Plans

Are you expecting to travel for **Thanksgiving** at some point within the next year?





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## CONTACT US

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