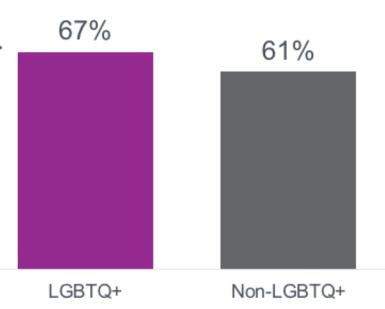
# Holidays & Occasions Thanksgiving July 2021

## 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





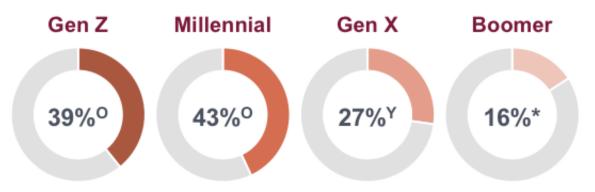


# Two in Five Gen Z and Millennial Americans Participate in "Friendsgiving" Celebrations

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

31%

of Americans celebrate "Friendsgiving"







Source: Collage Group Holidays & Occasions Survey, May 2021 (13-75 population) % agree

<sup>\*</sup> Indicates statistically significant difference (p > 0.95) from all other generations

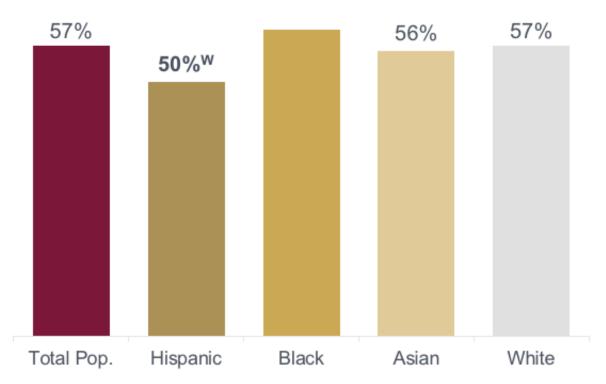
Y Indicates statistically significant difference (p > 0.95) from both younger generations (Gen Z and Millennial)

O Indicates statistically significant difference (p > 0.95) from both older generations (Gen X and Boomer)

# 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?







Source: Collage Group Holidays & Occasions Survey, May 2021 (18-75 population) Multiselect answer option

<sup>\*</sup> Indicates statistically significant difference (p > 0.95) from all other racial/ethnic segments

W Indicates statistically significant difference (p > 0.95) from non-Hispanic White respondents

H Indicates statistically significant difference (p > 0.95) from all other Hispanic Acculturation segments



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