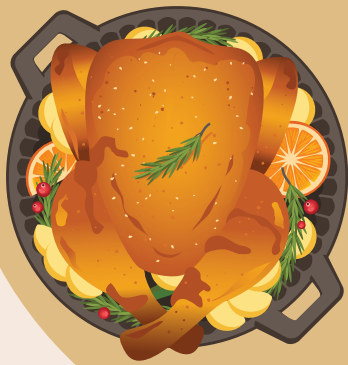


BY THE NUMBERS



# Happy Thanksgiving



**46+**  
**MILLION**

Turkeys eaten on Thanksgiving.

**\$48.91**

Average cost of Thanksgiving dinner for 10.



**88%**

of Americans eat turkey on Thanksgiving. The average time spent cooking is **7 hours**. The average time spent eating is **16 minutes**.

## HOW MANY PEOPLE ARE USUALLY AT YOUR TABLE?

Less than 4: **16%** • 4 to 8: **31%**  
8 to 12: **25%** • More than 12: **28%**



**5 billion**

pounds of pumpkin are grown in the U.S. each year. The average weighs between 6 and 18 pounds.



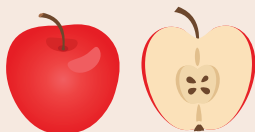
## WHERE PEOPLE CELEBRATE

At home: **57%**  
At a relative's home: **38%**  
At a friend's home: **16%**  
Don't know: **6%**  
At a parade: **5%**  
At a restaurant: **4%**  
Not celebrating: **4%**  
Helping out at a homeless shelter: **2%**  
Other: **1%**



**100,000**

Turkey-related questions answered by the Butterball Turkey Talk-Line each November and December. Connect with the Talk-Line through social media, live chat, texting — even Amazon Alexa. Or call 800-BUTTERBALL (800-288-8372).



## WHERE MEALS ARE COOKED BY GENERATION

### BABY BOOMERS (AGES 55-73)

Entire meal cooked at home: **87%**  
Some dishes purchased fully cooked: **11%**

### GENERATION X (AGES 39-54)

Entire meal cooked at home: **85%**  
Some dishes purchased fully cooked: **12%**

### MILLENNIALS (AGES 23-38)

Entire meal cooked at home: **78%**  
Some dishes purchased fully cooked: **19%**

### GENERATION Z (AGES 18-22)

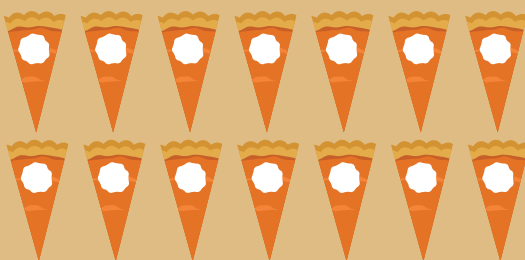
Entire meal cooked at home: **81%**  
Some dishes purchased fully cooked: **18%**



**4,500 calories**

in an average Thanksgiving meal with appetizers and dessert.

This is equivalent to 14 pieces of pumpkin pie.



## THANKSGIVING MEAL TIMES

Noon to 1 p.m.: **12%**  
1 to 3 p.m.: **42%**  
4 to 5 p.m.: **29%**  
5 to 7 p.m.: **14%**  
8 p.m. or later: **4%**

GRAPHIC BY ABBY RHOAD | STAFF

SOURCES: STATISTA, CALORIE CONTROL COUNCIL, NATIONAL TURKEY FEDERATION, AMERICAN FARM BUREAU FEDERATION, BUTTERBALL