

# THANKSGIVING BY THE NUMBERS



The first Thanksgiving was a 3-DAY harvest feast held by the founders of the PLYMOUTH COLONY IN 1621.

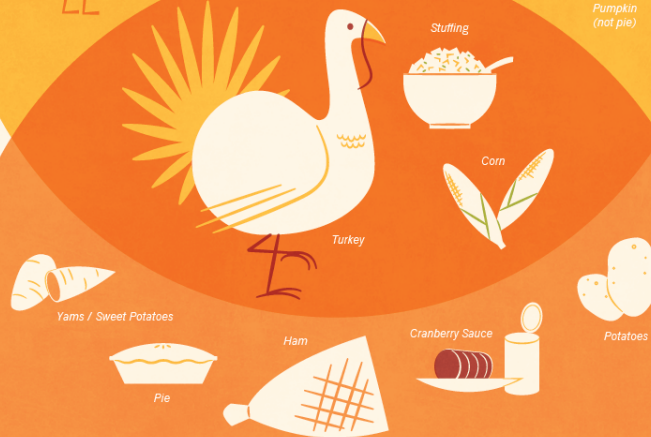
Governor William Bradford SENT 4 MEN TO HUNT BIRDS for the feast, and the Wampanoag contributed 5 deer.

It was attended by 53 COLONISTS AND 90 WAMPANOAG.

THEN



NOW



Americans eat an average of 13.3 POUNDS OF TURKEY PER YEAR.

Close to 46 MILLION TURKEYS ARE EATEN AT THANKSGIVING, compared to 22 million at Christmas and 19 million at Easter.

NEARLY 88% OF AMERICANS eat turkey at Thanksgiving.



## MACY'S THANKSGIVING DAY PARADE

Started in 1924 by Macy's employees, the parade once featured live animals such as camels, goats, donkeys, lions, elephants, bears and tigers. Giant helium balloons replaced this menagerie in 1927.

MORE THAN 3.5 MILLION SPECTATORS watch the parade in person, and OVER 50 MILLION VIEWERS WATCH ON TELEVISION.



Blowing up the parade's 15 large balloons takes nearly 300,000 CUBIC FEET OF HELIUM. That's the volume of 3.4 OLYMPIC-SIZED SWIMMING POOLS.



## SUPER STORE

### BLACK FRIDAY

In 2011, some 226 million people went shopping on Black Friday weekend, spending \$52 billion.

THE AVERAGE SHOPPER SPENT NEARLY \$400.

NEARLY 25% OF BLACK FRIDAY SHOPPERS hit the stores by midnight.

OVER 120 MILLION AMERICANS now shop online on CYBER MONDAY.



SOURCES: U.S. Census Bureau, Plimoth Plantation, National Turkey Federation, Encyclopaedia Britannica, U.S. National Archives, National Retail Federation, Macy's, American History: The Early Years to 1877, Richard Broussard, McGraw-Hill, A History of Us: From Colonies to Country, Joy Hakim, Oxford University Press, America The Story of Us: An Illustrated History, Kevin Baker, Melcher Media.