IT’S THAT TIME OF THE YEAR AGAIN WHEN THE GREAT THANKSGIVING FEAST CAPTIVATES home cooks. From tried-and-true favorites to innovations on a plate, they search the Internet for inspiration and instructions to prepare this special meal. In this year’s Thanksgiving Measuring Cup Report, we look at how the next generation of home cooks is adding their own unique spin on Thanksgiving. As true digital natives and the most culturally diverse generation yet, millennials are rethinking the standards and tools used for planning, shopping for, cooking, and celebrating this iconic meal. For millennials, Thanksgiving is about friends and neighbors, practicality and budget consciousness, creative twists on traditional dishes, ethnic cooking flavors, and, of course, a passion for social media.

**TOP 10 THANKSGIVING SEARCHES**

1 / Yummy Sweet Potato Casserole 4.5 stars 2K reviews

2 / Grandma’s Green Bean Casserole 4.5 stars 2K reviews

3 / Apple Pie by Grandma Ople 4.5 stars 7K reviews

4 / Grandma’s Corn Bread Dressing 4.5 stars 332 reviews

5 / Sweet Potato Pie I 4.5 stars 1721 reviews

6 / Candied Yams 4.5 stars 413 reviews

7 / Turkey Brine 4.5 stars 760 reviews

8 / Simple Roasted Butternut Squash 4.5 stars 310 reviews

9 / Perfect Turkey 4.5 stars 1086 reviews

10 / Slow Cooker Stuffing 4.5 stars 1196 reviews

Based on page views November 1-27, 2014
INSIGHT #1  Yes, You Can Go Home Again

True to tradition, Thanksgiving is all about gathering with those we cherish most to share a special meal. Sixty-two percent of total survey respondents say they plan to cook and host a meal at home for their family. For millennials, the notion of family more likely extends to include friends, neighbors, and relatives. Allrecipes’ annual 2015 Thanksgiving survey results show this generation is nearly twice as likely to celebrate Thanksgiving meals with friends (37%) as compared to older cooks (21%). How do they get it all done and still have room for pie? Easy, they enjoy Thanksgiving more often; 63% of Millennials will attend two or more Thanksgiving events this year.

How will you celebrate Thanksgiving this year?

- Hosting a meal at my home and cooking for family: 62%
- Hosting a meal at my home and cooking for friends: 23%
- Go to dinner at my parents'/relatives' home: 36%
- Go to dinner at a friend’s house: 14%
- Dine at a restaurant: 4%
- Not preparing or attending Thanksgiving festivities this year: 1%

63% of millennials will attend two or more Thanksgiving events this year

INSIGHT #2  Socially Inspired

More than any other holiday, Thanksgiving is about pleasing everyone at the table. With this in mind, most cooks look first to past favorites when selecting dishes. For those who want to stir things up, the next top resource is recipe sites such as Allrecipes—no doubt due to the abundance of peer-based reviews, how-to videos, and photos that reduce the risk associated with trying new dishes. Millennials are the most likely group to lean into digital networks of family and friends to inform their choices—with one in four tapping into social sites such as Pinterest, Facebook, and YouTube for inspiration.

Where will you look for Thanksgiving recipes this year?

- Will re-use past recipes: 54%
- Recipe websites: 45%
- Family members: 29%
- Pinterest: 26%
- Facebook: 22%
- YouTube: 19%
- Food blogs: 9%
- Twitter: 4%

Allrecipes.com Measuring Cup

November 2015 / 2015 Thanksgiving Trends 2
INSIGHT #3  
**Trendspotting: Friendsgiving**

A new Thanksgiving tradition is trending with the next generation of home cooks: Friendsgiving. For time-pressed millennials and city dwellers who live far from their families and don’t want to trek home for the big meal, gathering friends around their own Thanksgiving tables is preferred. Less traditional and formal, Friendsgiving offers options. Whether it’s an informal potluck planned in advance, or a gathering where everyone shares cooking tasks, the peer dynamic drives the occasion. Allrecipes’ survey respondents testify to this trend: 54% of millennials are planning to host or attend their own Friendsgiving, compared with 31% of non-millennials.

---

**Bread Pudding II**
“This bread pudding turned out fabulous! Now I’m making it again for a Friendsgiving meal! I’ve already got requests to make two!” - ashleyf808

**Sweet Potato Casserole II**
“I brought this to a 12-person Friendsgiving dinner and everyone loved it! Will do it again.” - NewEats

**Sweet Potato Pie I**
“I made this pie for Friendsgiving, so it had to stand up to a whole array of pies that others had brought.” - ookate2oo

**Yummy Sweet Potato Casserole**
“I’m used to candied yams during the holidays... you know the ones... canned yams and marshmallows. This year, I decided to make something a little different for our Friendsgiving. Wow. This dish was amazing!!” - Nikki Barnett

**Chef John’s Roast Turkey and Gravy**
“This recipe would get 10 stars from me if I could! I hosted a Friendsgiving the weekend after Thanksgiving so I was in charge of the turkey. The turkey was picture perfect when it came out of the oven!” - Wendy

---

**Allrecipes’ Most Popular Friendsgiving Recipes**

- **Yummy Sweet Potato Casserole**
  1.8M page views
  - Nikki Barnett

- **Sweet Potato Pie I**
  737K page views
  - ookate2oo

- **Sweet Potato Casserole II**
  125K page views
  - NewEats

- **Apple Pie by Grandma Ople**
  637K page views
  - Allrecipes

- **Chef John’s Roast Turkey and Gravy**
  119K page views
  - Chef John

- **Gourmet Sweet Potato Classic**
  255K page views
  - Allrecipes

- **Giblet Gravy II**
  83 reviews

Selection based on Friendsgiving mentions in recipe reviews, November 2014
INSIGHT #4  Ask Mr. Google How

Millennials are most likely to reach out to mom and dad first when they hit a snag with their Thanksgiving cooking or baking, but the Internet is a close second as a resource for help. This younger generation is also more likely to ask friends for advice and watch cooking videos on recipe sites or YouTube™ to solve their immediate cooking questions.

When looking for cooking/baking help while cooking, which resources will you use?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Millennials</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>72%</td>
<td>44%</td>
</tr>
<tr>
<td>Internet</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Friends</td>
<td>47%</td>
<td>37%</td>
</tr>
<tr>
<td>Cookbook</td>
<td>42%</td>
<td>45%</td>
</tr>
<tr>
<td>YouTube video</td>
<td>41%</td>
<td>24%</td>
</tr>
<tr>
<td>Spouse</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Food site video</td>
<td>28%</td>
<td>19%</td>
</tr>
<tr>
<td>TV show</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Drink more wine</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

INSIGHT #5  Nobody Cooks Alone

Just as the first Thanksgiving feast was the result of the Plymouth Pilgrims and Wampanoag Native Americans combining their ingredients and cooking skills to create a shared meal, today’s cooks continue to rely on the ‘wisdom of the crowd’ to guide their holiday feasts. Four out of five cooks will use social media to gather answers to their cooking questions from friends, family, peers, culinary experts, and celebrities. Millennials are 50 percent more likely than their older counterparts to use social media to post their questions to solicit information.

How will you use social media to answer your cooking questions?

<table>
<thead>
<tr>
<th>Social Media Use</th>
<th>Millennials</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look at recipe sites, trusted brands, experts</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Post questions on social media to family and friends</td>
<td>42%</td>
<td>28%</td>
</tr>
<tr>
<td>Look at my newsfeed for ideas or help</td>
<td>32%</td>
<td>23%</td>
</tr>
</tbody>
</table>
So many recipes, so little time. The pressure is on when it comes to preparing Thanksgiving dinner. Overall, home cooks, particularly millennials, stress about the size of their kitchens and refrigerators—they’re not big enough—the cost of ingredients, and timing the meal. When it comes to cooking skills needed to prepare the meal, the top two sources of anxiety for everyone are pie baking (51%) and turkey roasting (31%).

**Allrecipes’ Most Popular Turkey Recipes**

- **Homestyle Turkey, the Michigander Way**
  - 1K reviews
- **Perfect Turkey**
  - 1K reviews
- **Turkey Brine**
  - 760 reviews
- **Rosemary Roasted Turkey**
  - 682 reviews

When it comes to pulling off huge Thanksgiving feasts, a well-equipped kitchen is a cook’s best friend. Unfortunately, due to limited storage space, small budgets, and/or culinary-constrained roommates, most millennials lack the equipment needed to make it easy to mash potatoes, roast a turkey, and chop vegetables. In response to these challenges, we note the rising popularity of clever kitchen “hacks” being shared as short videos and photos across social channels. Solutions such as whipping cream in a Mason jar, making stuffing in a muffin tray, or building a roasting rack with aluminum foil, all have strong appeal and fulfill millennials’ desires for creativity and practicality.
**INSIGHT #8  Photo Finish**

Millennial cooks are redefining what it means to “share” a Thanksgiving meal. For centuries, sharing has meant passing the potatoes to grandma or cutting up the pie to make sure there are enough slices for everyone. Fast-forward to 2015, where for 53% of millennials “sharing” now refers to snapping photos of the dishes they’ve cooked to share across social sites such as Allrecipes, Facebook, Instagram, Blogs, and Pinterest to gain recognition and bragging rights among their social graph.

---

**INSIGHT #8  How will you use social media this Thanksgiving?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Millennials</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post photos of food I cooked</td>
<td>53%</td>
<td>33%</td>
</tr>
<tr>
<td>Find inspiration from others’ posts &amp; photos</td>
<td>46%</td>
<td>34%</td>
</tr>
<tr>
<td>Gather and save recipes</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Share recipes</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Find inspiration from recipes others share</td>
<td>27%</td>
<td>24%</td>
</tr>
</tbody>
</table>

---

**BONUS  Guess Who’s Coming to Dinner?**

When asked who they would most like to have as a fantasy dinner guest(s) at their Thanksgiving table, survey panelists' answers spanned the political spectrum.
Methodology
Data cited in this Measuring Cup Report is derived from an external independent panel fielded in October 2015, and consisting of 1,532 U.S.-based participants (61% female/39% male) with a 20% breakdown among five age groups between 18-54 years-old.

About Allrecipes
Allrecipes, the world's largest food-focused social network, receives more than one billion visits annually from family-focused home cooks who connect and inspire one another through photos, reviews, collections, profiles, and videos. Since its launch in 1997, the Seattle-based social site has served as a dynamic, indispensable resource for cooks of all skill levels seeking trusted recipes, entertaining ideas, every day and holiday meal solutions and practical cooking tips. Allrecipes is a global, multi-platform brand with 19 sites, three mobile apps, and 15 eBooks serving 24 countries in 13 languages. In November 2013, Allrecipes magazine launched nationwide with six bi-monthly issues.

About Meredith Corporation
Meredith Corporation (NYSE:MDP; www.meredith.com) is the leading media and marketing company serving American women. Meredith features multiple well-known national brands—including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Fitness, American Baby and EveryDay with Rachael Ray—along with local television brands in fast-growing markets. Meredith is the industry leader in creating content in key consumer interest areas such as home, family, food, health and wellness and self-development. Meredith uses multiple distribution platforms—including print, television, digital, mobile, tablets, and video—to give consumers content they desire and to deliver the messages of its advertising and marketing partners.