



Macy's
Thanksgiving
Day Parade

Date	Net	HH Rtg AA			HHs w/A18-49			HHs w/A25-54		
		Live	Live + SD	Live + 1	Live	Live+SD	Live+1	Live	Live+SD	Live + 1
11/27/2025	NBC									
11/28/2024	NBC	13.4 (12,430,527)	14.3 (13,263,109)	14.3 (13,274,825)	13.3 (7,203,054)	14.2 (7,721,924)	14.3 (7,729,369)	13.3 (7,448,481)	14.2 (7,984,885)	14.2 (7,992,498)
11/23/2023	NBC	11.5 (11,121,227)	12.4 (12,005,135)	12.4 (12,019,296)	11.3 (6,837,136)	12.2 (7,420,927)	12.3 (7,430,327)	11.3 (6,919,318)	12.3 (7,507,298)	12.3 (7,516,741)
11/24/2022	NBC	12.0 (11,539,237)	13.3 (12,726,140)	13.3 (12,749,255)	11.7 (6,956,731)	13.0 (7,729,062)	13.0 (7,744,542)	11.7 (7,050,812)	13.0 (7,829,334)	13.0 (7,844,945)
11/25/2021	NBC	11.5 (10,928,058)	12.5 (11,960,997)	12.6 (11,980,137)	11.1 (6,605,213)	12.2 (7,273,900)	12.2 (7,286,496)	11.1 (6,698,656)	12.2 (7,374,414)	12.2 (7,387,160)
11/26/2020	NBC	10.2 (10,960,193)	11.3 (12,138,896)	11.4 (12,146,191)	10.2 (6,862,124)	11.4 (7,626,978)	11.4 (7,632,019)	10.2 (6,919,379)	11.3 (7,686,776)	11.3 (7,691,880)
11/28/2019	NBC	9.8 (10,531,741)	10.7 (11,491,633)	10.7 (11,500,857)	9.7 (6,492,901)	10.6 (7,116,701)	10.6 (7,123,078)	9.7 (6,564,249)	10.6 (7,192,939)	10.6 (7,199,260)
11/22/2018	NBC	9.6 (10,574,874)	10.6 (11,733,603)	10.7 (11,745,077)	9.4 (6,483,493)	10.5 (7,247,523)	10.5 (7,255,544)	9.4 (6,571,141)	10.5 (7,339,688)	10.5 (7,347,656)
11/23/2017	NBC	9.3 (10,446,138)	10.2 (11,469,849)	10.2 (11,481,785)	9.2 (6,441,198)	10.2 (7,132,851)	10.2 (7,141,448)	9.2 (6,536,001)	10.2 (7,227,924)	10.2 (7,236,338)
11/24/2016	NBC	10.3 (11,775,259)	11.1 (12,786,241)	11.2 (12,796,912)	10.2 (7,264,947)	11.2 (7,968,408)	11.2 (7,976,678)	10.2 (7,375,651)	11.2 (8,077,297)	11.2 (8,085,309)

Source:
Comscore

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Character Balloon Introductions

11/27/2025	NBC	
11/28/2024	NBC	Dora (2nd), Elf on the Shelf & Noorah (2nd), Gabby & Pandy, Goku (2nd), Marshall, Minnie Mouse, Spider-Man (3rd)
11/23/2023	NBC	Beagle Scout Snoopy, Blue Cat & Chugs, Kung Fu Panda's Po, Leo, Monkey D. Luffy, The Pillsbury Doughboy, Uncle Dan
11/24/2022	NBC	Bluey, Diary of a Wimpy Kid (3rd version), Stuart the Minion, Sinclair's Dino and Baby Dino (3rd version for Dino)
11/25/2021	NBC	Ada Twist, Scientist, Funko Pop!-Inspired Grogu, Ronald McDonald (5th version), Pikachu and Eevee (4th version for Pikachu)
11/26/2020	NBC	Red Titan from Ryan's World, The Boss Baby
11/28/2019	NBC	Astronaut Snoopy (8th version), Green Eggs and Ham, SpongeBob SquarePants (3rd version) with Gary
11/22/2018	NBC	Goku from Dragon Ball
11/23/2017	NBC	Olaf, Jett from Super Wings, Chase from PAW Patrol, Dr. Seuss' The Grinch (2nd version, first time as a Balloon)
11/24/2016	NBC	Charlie Brown (2nd version), Diary of a Wimpy Kid (2nd version) Trolls

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Comscore