



Macy's
Thanksgiving
Day Parade

Network

		HHLd US AA % ('000)			A18-49 US AA % ('000)			A25-54 US AA % ('000)		
		<u>Live</u>	<u>Live + SD</u>	<u>Live + 1</u>	<u>Live</u>	<u>Live+SD</u>	<u>Live+1</u>	<u>Live</u>	<u>Live+SD</u>	<u>Live + 1</u>
11/27/2025	NBC									
11/28/2024	NBC	9.2 (11,623)	10.1 (12,646)	10.1 (12,671)	4.9 (6,618)	5.4 (7,237)	5.4 (7,256)	5.9 (7,328)	6.5 (7,998)	6.5 (8,019)
11/23/2023	NBC	8.7 (10,838)	9.4 (11,784)	9.4 (11,804)	4.8 (6,343)	5.3 (6,992)	5.3 (7,012)	5.7 (6,898)	6.3 (7,590)	6.3 (7,609)
11/24/2022	NBC	8.3 (10,234)	9.6 (11,826)	9.6 (11,849)	4.5 (5,899)	5.2 (6,829)	5.2 (6,839)	5.3 (6,464)	6.2 (7,501)	6.2 (7,513)
11/25/2021	NBC	8.6 (10,484)	9.7 (11,930)	9.8 (11,987)	4.7 (6,187)	5.6 (7,259)	5.6 (7,293)	5.5 (6,663)	6.5 (7,861)	6.5 (7,896)
11/26/2020	NBC	9.3 (11,264)	10.4 (12,531)	10.4 (12,582)	5.0 (6,500)	5.8 (7,507)	5.8 (7,537)	6.0 (7,295)	6.9 (8,340)	6.9 (8,368)
11/28/2019	NBC	9.6 (11,600)	10.6 (12,837)	10.7 (12,881)	4.9 (6,286)	5.5 (7,132)	5.5 (7,161)	5.9 (7,145)	6.7 (8,091)	6.7 (8,120)
11/22/2018	NBC	10.2 (12,260)	11.3 (13,497)	11.3 (13,539)	5.3 (6,778)	6.0 (7,720)	6.0 (7,738)	6.5 (7,832)	7.3 (8,861)	7.4 (8,882)
11/23/2017	NBC	10.1 (12,080)	11.3 (13,547)	11.4 (13,600)	5.4 (6,975)	6.4 (8,267)	6.4 (8,293)	6.4 (7,702)	7.5 (9,048)	7.5 (9,083)
11/24/2016	NBC	11.0 (12,982)	12.0 (14,177)	12.0 (14,209)	6.0 (7,657)	6.8 (8,766)	6.8 (8,779)	7.0 (8,448)	8.0 (9,591)	8.0 (9,619)
11/26/2015	NBC	10.4 (12,111)	11.2 (13,064)	11.3 (13,106)	5.3 (6,706)	6.0 (7,632)	6.1 (7,667)	6.3 (7,536)	7.1 (8,452)	7.1 (8,489)
11/27/2014	NBC	10.4 (12,114)	11.2 (13,067)	11.3 (13,129)	5.6 (7,056)	6.2 (7,847)	6.2 (7,896)	6.5 (7,730)	7.1 (8,513)	7.2 (8,576)
11/28/2013	NBC	12.0 (13,850)	12.8 (14,801)	12.8 (14,834)	5.9 (7,501)	6.6 (8,328)	6.6 (8,355)	7.1 (8,485)	7.8 (9,334)	7.8 (9,362)
11/22/2012	NBC	10.7 (12,219)	11.4 (12,976)	11.4 (12,997)	5.8 (7,397)	6.5 (8,214)	6.5 (8,229)	6.8 (8,119)	7.5 (8,950)	7.5 (8,996)
11/24/2011	NBC	11.1 (12,699)	11.7 (13,433)	11.7 (13,468)	5.6 (7,136)	6.2 (7,878)	6.2 (7,907)	6.6 (8,013)	7.3 (8,797)	7.3 (8,820)
11/25/2010	NBC	11.0 (12,769)	11.4 (13,184)	11.4 (13,194)	5.5 (7,270)	5.9 (7,704)	5.9 (7,707)	6.6 (8,259)	7.0 (8,709)	7.0 (8,712)
11/26/2009	NBC	11.1 (12,795)	11.5 (13,250)	11.5 (13,255)	6.1 (8,049)	6.5 (8,576)	6.5 (8,588)	7.2 (8,978)	7.6 (9,494)	7.6 (9,506)
11/27/2008	NBC	10.8 (12,341)	11.1 (12,771)	11.2 (12,803)	5.8 (7,597)	6.1 (8,083)	6.1 (8,114)	6.8 (8,412)	7.2 (8,900)	7.2 (8,931)
11/22/2007	NBC	10.6 (11,907)	10.7 (12,088)	10.7 (12,091)	5.8 (7,572)	5.9 (7,754)	5.9 (7,756)	6.7 (8,326)	6.9 (8,514)	6.9 (8,516)
11/23/2006	NBC	11.4 (12,681)	11.5 (12,794)		5.9 (7,748)	6.0 (7,884)		6.7 (8,192)	6.8 (8,296)	
11/24/2005	NBC	11.8 (13,048)			6.3 (8,216)			7.3 (8,916)		
11/25/2004	NBC	12.0 (13,134)			6.7 (8,736)			7.7 (9,323)		
11/27/2003	NBC	12.1 (13,127)			6.6 (8,564)			7.6 (9,142)		
11/28/2002	NBC	12.8 (13,629)			7.0 (9,022)			7.8 (9,376)		
11/22/2001	NBC	13.2 (13,902)			7.2 (9,139)			8.2 (9,907)		

Source:

The Nielsen
Company

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Character Balloon Introductions

11/27/2025	
11/28/2024	Dora (2nd), Elf on the Shelf & Noorah (2nd), Gabby & Pandy, Goku (2nd), Marshall, Minnie Mouse, Spider-Man (3rd)
11/23/2023	Beagle Scout Snoopy, Blue Cat & Chugs, Kung Fu Panda's Po, Leo, Monkey D. Luffy, The Pillsbury Doughboy, Uncle Dan
11/24/2022	Bluey, Diary of a Wimpy Kid (3rd version), Stuart the Minion, Sinclair's Dino and Baby Dino (3rd version for Dino)
11/25/2021	Ada Twist, Scientist, Funko Pop!-Inspired Grogu, Ronald McDonald (5th version), Pikachu and Eevee (4th version for Pikachu)
11/26/2020	Red Titan from Ryan's World, The Boss Baby
11/28/2019	Astronaut Snoopy (8th version), Green Eggs and Ham, SpongeBob SquarePants (3rd version) with Gary
11/22/2018	Goku from Dragon Ball
11/23/2017	Olaf, Jett from Super Wings, Chase from PAW Patrol, Dr. Seuss' The Grinch (2nd version, first time as a Balloon)
11/24/2016	Charlie Brown (2nd version), Diary of a Wimpy Kid (2nd version) Trolls
11/26/2015	Ice Age's Scrat and his Acorn, Ronald McDonald (4th version), Angry Birds' Red, Dino (2nd version)
11/27/2014	Thomas-Tank Engine, Paddington, Red MMPR, Skylanders' Eruptor, Pikachu (3rd version), Pillsbury Doughboy (2nd version)
11/28/2013	Snoopy & Woodstock, SpongeBob SquarePants (2nd version), Toothless, Finn & Jake, The Wizard of Oz Hot Air Balloon
11/22/2012	Hello Kitty (2nd version), Papa Smurf, The Elf on the Shelf
11/24/2011	Sonic the Hedgehog (2nd version), Julius
11/25/2010	Diary of a Wimpy Kid, Po from Kung Fu Panda
11/26/2009	Spider-Man (2nd version), Ronald McDonald (3rd version), Sailor Mickey (4th version), Pillsbury Doughboy
11/27/2008	Smurf, Buzz Lightyear, Horton the Elephant
11/22/2007	Abby Cadabby, Super Cute Hello Kitty, Shrek
11/23/2006	Snoopy as the Flying Ace (6th version), Pikachu with Poke Ball (2nd version)
11/24/2005	Scooby-Doo, Dora the Explorer, Mr. Potato Head, JoJo's Circus
11/25/2004	Chicken Little, M&M's Red and Yellow Brighten the Holidays, SpongeBob SquarePants
11/27/2003	"Strike Up the Band" Barney (2nd version), Super Grover, Garfield (2nd version)
11/28/2002	Charlie Brown and the Elusive Football, Little Bill, Mr. Monopoly, Kermit the Frog (2nd version)
11/22/2001	Curious George, Pikachu, Big Bird (2nd version), Jimmy Neutron, Cheesaurus Rex (first balloon w/light-up feature)