



<u>Macy's Thanksgiving Day Parade</u>	<u>Network</u>	<u>HHL D</u>		<u>A18-49</u>		<u>A25-54</u>	
		<u>Live US AA %</u>	<u>Live+SD US AA %</u>	<u>Live US AA %</u>	<u>Live+SD US AA %</u>	<u>Live US AA %</u>	<u>Live+SD US AA %</u>
11/28/2018	NBC	10.2	11.3	5.3	6.0	6.5	7.3
11/23/2017	NBC	10.1	11.3	5.4	6.4	6.4	7.5
11/24/2016	NBC	11.0	12.0	6.0	6.8	7.0	8.0
11/26/2015	NBC	10.4	11.2	5.3	6.0	6.3	7.1
11/27/2014	NBC	10.4	11.2	5.6	6.2	6.5	7.1
11/28/2013	NBC	12.0	12.8	5.9	6.6	7.1	7.8
11/22/2012	NBC	10.7	11.4	5.8	6.5	6.8	7.5
11/24/2011	NBC	11.1	11.7	5.6	6.2	6.6	7.3
11/25/2010	NBC	11.0	11.4	5.5	5.9	6.6	7.0
11/26/2009	NBC	11.1	11.5	6.1	6.5	7.2	7.6
11/27/2008	NBC	10.8	11.2	5.8	6.1	6.8	7.2
11/22/2007	NBC	10.6	10.7	5.8	5.9	6.7	6.9
11/23/2006	NBC	11.4	11.5	5.9	6.0	6.7	6.8
11/24/2005	NBC	11.8		6.3		7.3	
11/25/2004	NBC	12.0		6.7		7.7	
11/27/2003	NBC	12.1		6.6		7.5	
11/28/2002	NBC	12.8		7.0		7.8	
11/22/2001	NBC	13.2		7.1		8.1	
11/23/2000	NBC	12.2		6.4		7.7	

Source: The Nielsen Company



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Balloon Introductions

11/28/2018	Goku from Dragon Ball, Americana Spheres (2nd), Netflix's <i>The Christmas Chronicles</i> , Nutcracker, Sunny the Snowpal
11/23/2017	Frozen's Olaf, Macy's Blue Stars, Super Wings' Jett, PAW Patrol's Chase, Harold the Baseball Player, The Grinch (2nd), Gold Snow-Star
11/24/2016	Charlie Brown (2nd), Trixie the Dog, Diary of a Wimpy Kid (2nd), DreamWork's Trolls, Felix the Cat (2nd)
11/26/2015	Scrat and his Acorn, Ronald McDonald (4th), Angry Birds' Red, Dino (2nd)
11/27/2014	Pikachu Holiday (3rd), Thomas the Tank Engine, Paddington Bear, Skylanders, Red Power Ranger
11/28/2013	Snoopy w/Woodstock (7th), <i>The Wizard of Oz 75th Anniversary</i> , Finn & Jake, SpongeBob SquarePants (2nd), Toothless, Happy Hippo (2nd)
11/22/2012	Hello Kitty (2nd), Papa Smurf, The Elf on the Shelf, <i>Kaws's "Companion"</i> , Happy Dragon (2nd), Novelty pumpkins (2nd)
11/24/2011	Sonic the Hedgehog (2nd), Paul Frank's "Julius The Sock Monkey", Tim Burton's " <i>B</i> "
11/25/2010	Greg Heffley, Po from Kung Fu Panda, Virginia O'Hanlon, <i>Takashi Murakami's "Kaikai and Kiki"</i>
11/26/2009	Pillsbury Doughboy, Sailor Mickey Mouse (4th), Ronald McDonald (3rd), Spider-Man (2nd)
11/27/2008	Horton the Elephant, Buzz Lightyear, Smurf, <i>Keith Haring's "Figure with Heart"</i>
11/22/2007	Shrek, Hello Kitty, Abby Cadabby, Novelty pumpkins, <i>Jeff Koon's "Rabbit"</i>
11/23/2006	Pikachu with Poke Ball (2nd), Energizer Bunny, Flying Ace Snoopy (6th)
11/24/2005	Dora the Explorer, Scooby-Doo, Healthy Mr. Potato Head, JoJo, <i>Tom Otterness's "Humpty Dumpty"</i>
11/25/2004	SpongeBob SquarePants, M&M's, Chicken Little
11/27/2003	(Strike Up the Band) Barney (2nd), Super Grover, Garfield (2nd)
11/28/2002	Kermit the Frog (2nd), Little Bill, Rich Uncle Pennybags, Charlie Brown
11/22/2001	Curious George, Big Bird (2nd), Jimmy Neutron, Pikachu, Cheesasaurus Rex
11/23/2000	Bandleader Mickey Mouse (3rd), Ronald McDonald (2nd), Jeeves, Cassie Dragon Tales

Source: The Nielsen Company

Italics indicate entries in the Blue Sky Gallery, the third and most recent balloon introduction type, behind novelty balloons (smaller, some can actually fit on performer'e head) and full-size (most famous). Blue Sky Gallery is where the works of contemporary artists are transformed into full-size balloons.