

Seventy-Five Percent of Americans Choose to Cook Thanksgiving to Avoid Family

More Than Half Start Sipping Wine While the Turkey Cooks - Some Before Noon!

REDWOOD CITY, Calif. -- Nov. 9, 2017 -- Thanksgiving is a time to gather loved ones, give thanks, ...and reward yourself with a glass of wine and some solo time while prepping the big meal. According to a survey by [Shopkick](#), the fun and easy way to earn free gift cards while you shop, three in four respondents choose to cook the Thanksgiving meal to avoid their family for a few hours, with the majority (54 percent) opting for grapes before cranberries, enjoying a glass of wine before the meal.

Recipes for Thanksgiving Success

In addition to a few rewards for the cook, there are some serious trends among Shopkickers:

- **Thrifty Turkey:** Thanksgiving doesn't need to break the bank; half of those surveyed plan to spend less than \$100 on the meal, even with 68 percent taking two to four trips to the grocery store!
- **Only a Few Fryers:** Traditional turkey reigns supreme; four in five will roast their bird, and only 10 percent will deep fry this year.
- **Why Whip?** More than half make pies from scratch (53 percent), but take a shortcut on the whipped cream. Four out of five people will use store-bought, with Cool Whip taking more of the pie than Reddi Whip.
- **The Right Stuff:** Every state's favorite side is stuffing - except in Arizona, where they prefer mashed potatoes.

In the days after Thanksgiving, people start to emerge from the safety of their kitchen, with a full 86 percent planning on holiday shopping that weekend. Despite the growth in ecommerce, if forced to choose, more consumers like to shop in-person on Black Friday (29 percent) versus online on Cyber Monday (20 percent). The most popular plan is to shop on both days (37 percent).

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product visits, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, GSK, Georgia Pacific, Hotels.com, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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