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***Today's Thanksgiving Table is Changing as Family Cooking Responsibilities
Expand and More Men Get Involved***

Survey Fact Sheet

The 2013 Butterball survey shows that the majority of U.S. adults play a role in helping to prepare for the celebrated Thanksgiving meal, but that there are notable differences in how men and women contribute to the holiday dinner.

Key Survey Findings:

- ***Expand Your Thanksgiving Cooking Crew:*** Whether it's helping to organize the meal, preparing side dishes or cooking the turkey, 84% of men are involved in some aspect of holiday meal preparation for Thanksgiving.
- ***Today's Modern Kitchen:*** One in four men say their household responsibilities are shifting, and that they are helping out more in the kitchen now than they were two to three years ago. Additionally, 58% of men say they are primarily responsible for providing meals for their family throughout the year.
- ***Men Take on the Turkey:*** Nearly half of men are taking on turkey duty in their households, with 42% saying they take on the coveted responsibility of either preparing or cooking the main dish for the Thanksgiving meal.
- ***Men and Women Share the Apron:*** When it comes to food preparation, a majority of adults would turn to a man for advice on grilling or smoking (51%), are less likely to do so when it comes to cooking (33%) and meal preparation (31%).
- ***Who Says Men Don't Ask For Directions?:*** Men are more likely than women to say they would consult their significant other or spouse when seeking cooking advice for Thanksgiving (52% vs. 33%).
- ***Turkey Know How:*** From thawing to carving, when preparing the Thanksgiving meal, the questions can be endless. More than half of adults say they turn to experts, cookbooks or cooking magazines (52%), and 49% rely on online searches for websites and videos as helpful resources for meal prep.
- ***Man Tested, Men Approved:*** In general, men are more likely than women to say they'd go to another man for advice on cooking (38% vs. 29%).

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