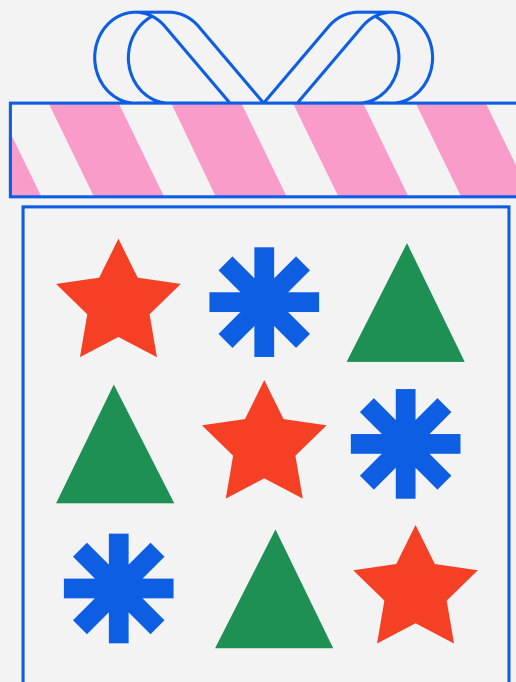


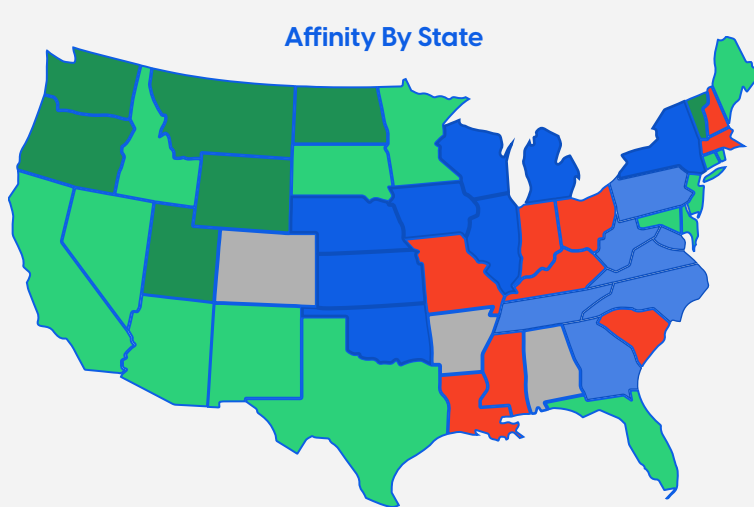
Christmas & Holiday Shoppers

Meet the Christmas and Holiday Shoppers: the people who make the season feel magical. They're on a mission to find the perfect gifts for their families, whether it's essentials for the little ones, festive outfits, or the latest tech. Affluent shoppers dive into luxury experiences, premium travel, and exclusive brands. It's not just about gifts; it's about creating unforgettable moments—decorating the home, hosting gourmet dinners, and bringing people together. Plus, they give back, supporting causes close to their hearts. With a mix of ages and a touch of tradition, they make the holidays truly special for everyone.



Over index in the South, Northeast, and Midwest

0.26 0.42



Nearly evenly split, with both men and women excited to join the holiday fun

- 50% Male
- 50% Female

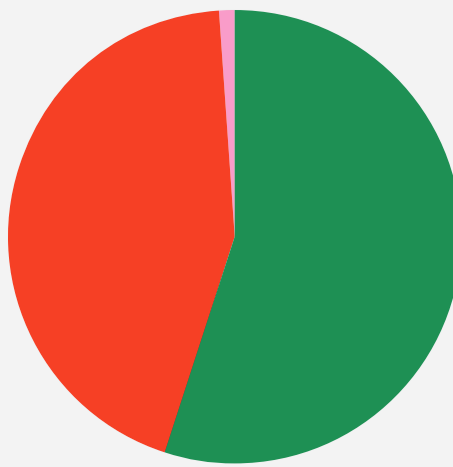
Gender Breakdown



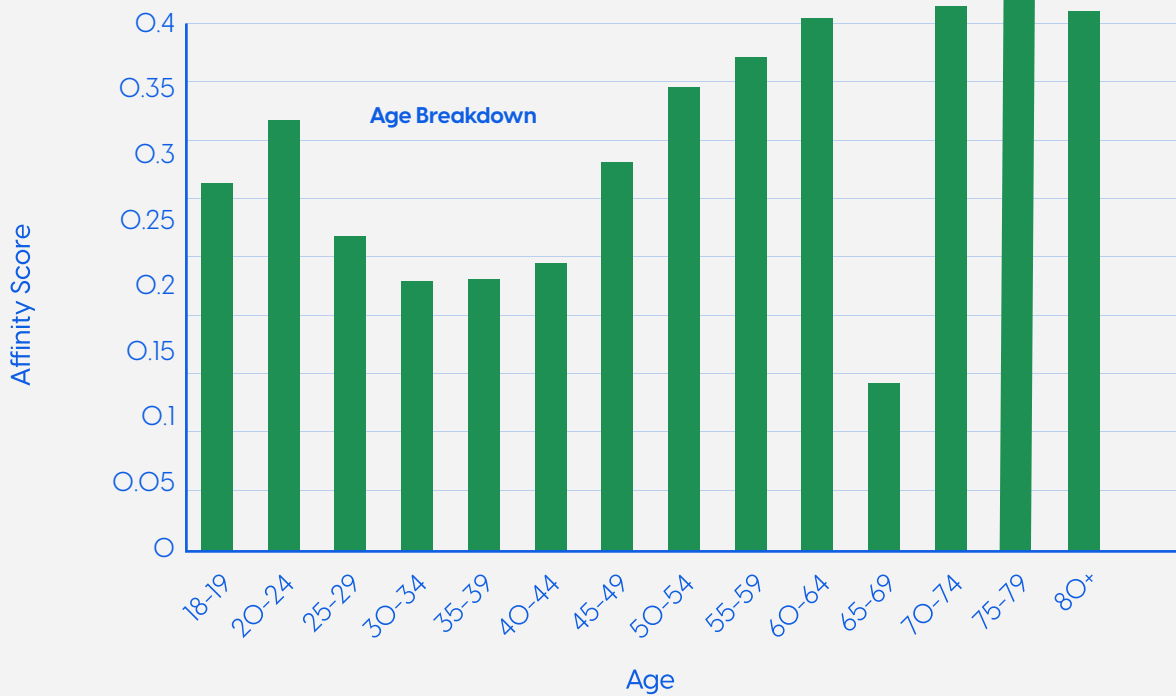
Holiday shoppers skew toward Democrats

- 55% Democrat
- 44% Republican
- 01% Independent

Political Party Breakdown



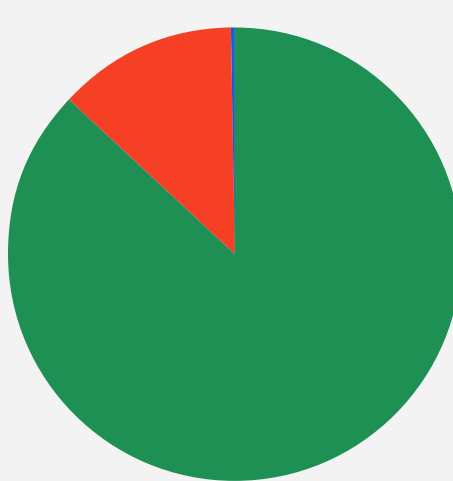
While holiday shopping appeals to all ages, there is a noticeable skew toward shoppers aged 50 and older, with a notable decline around retirement age



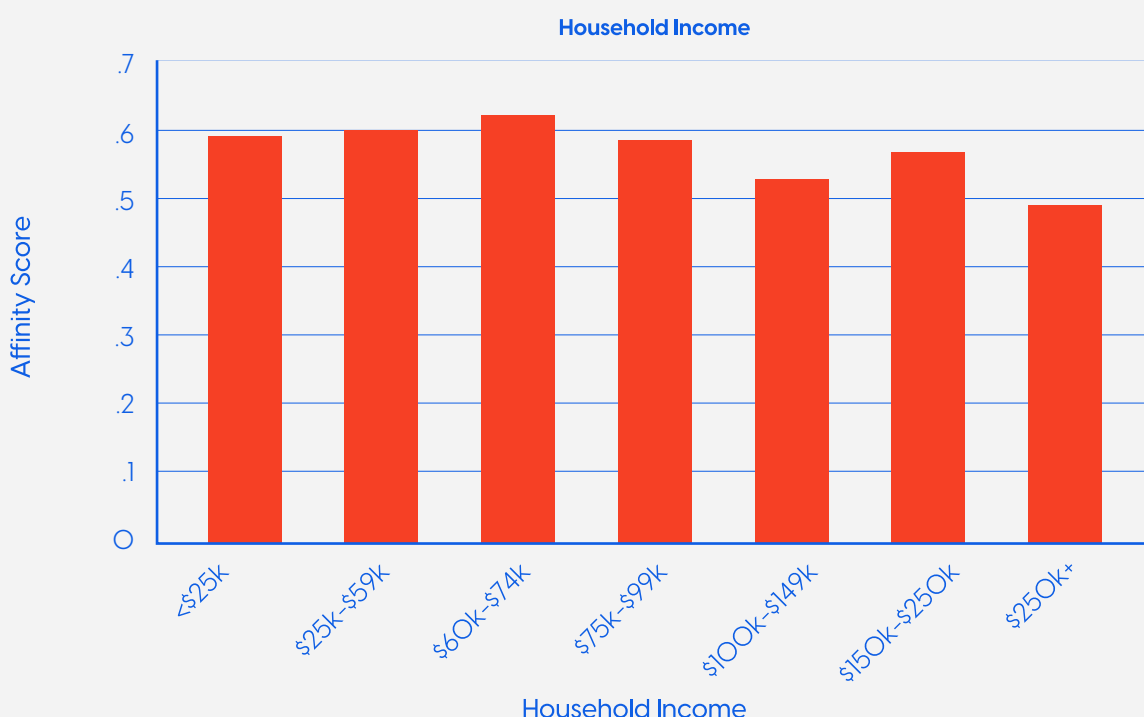
The majority of holiday shoppers are married, making it a season of shared celebrations for many households

- 86.34% Married
- 13.64% Single
- .01% Divorced
- .01% Engaged
- 00% In a Relationship
- 00% Widowed

Marital Status Breakdown



Balanced income distribution among holiday shoppers, with a slight skew toward lower and middle-income households



Their affinities range from soccer to decorating and from art to gaming

Top Affinities for Christmas and Holiday Shoppers

- Reading
- Theater
- Avid Photographers
- Sewing
- Soccer Spectator
- Collectors, Art
- Antiques
- Automobiles
- Snow Skier

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