

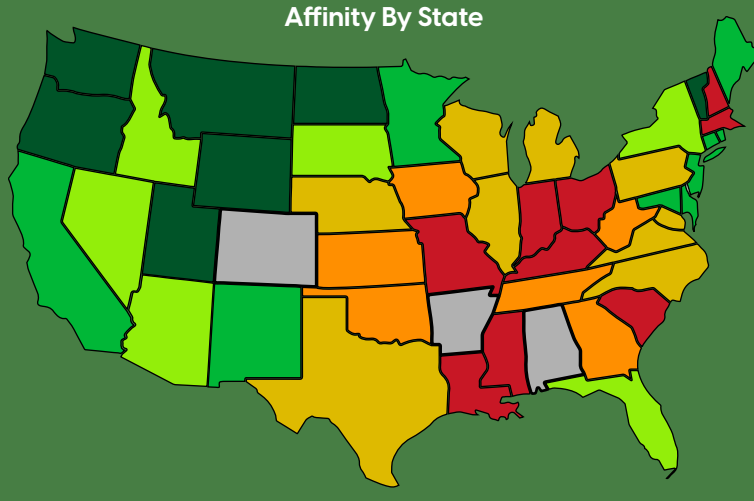
Thanksgiving Shoppers

As Thanksgiving approaches, shoppers from various backgrounds come together to prepare for the holiday season. Whether shopping for large family feasts or intimate gatherings, they eagerly seek out seasonal ingredients and holiday essentials to create memorable celebrations. This day brings a unique sense of connection and tradition, as shoppers prepare themselves for a day of gratitude, shared meals, and quality time with loved ones.



Thanksgiving shoppers tend to reside on the east coast to middle of the country

0.26 0.42



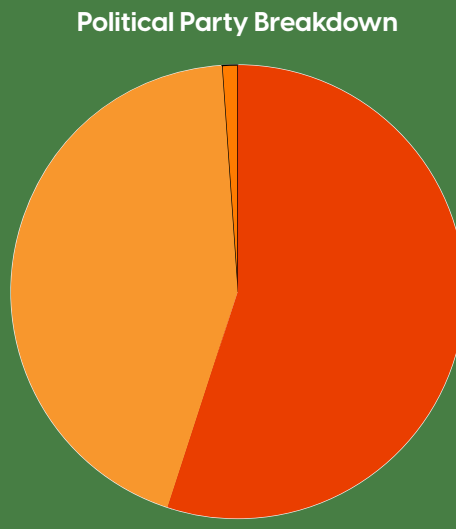
Thanksgiving shoppers are nearly evenly split between men and women, with both genders equally engaged in preparing for the holiday's traditions and celebrations

- 50% Male
- 50% Female



Both political parties are represented, although slanted toward democrats

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

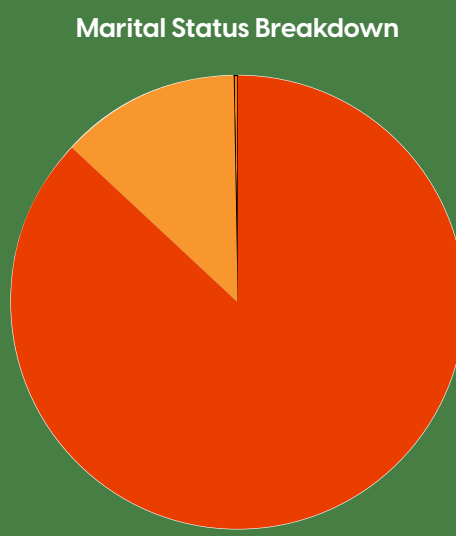


Slanted toward aged 70 and above, with older shoppers leading the way in preparing for Thanksgiving gatherings and continuing cherished traditions

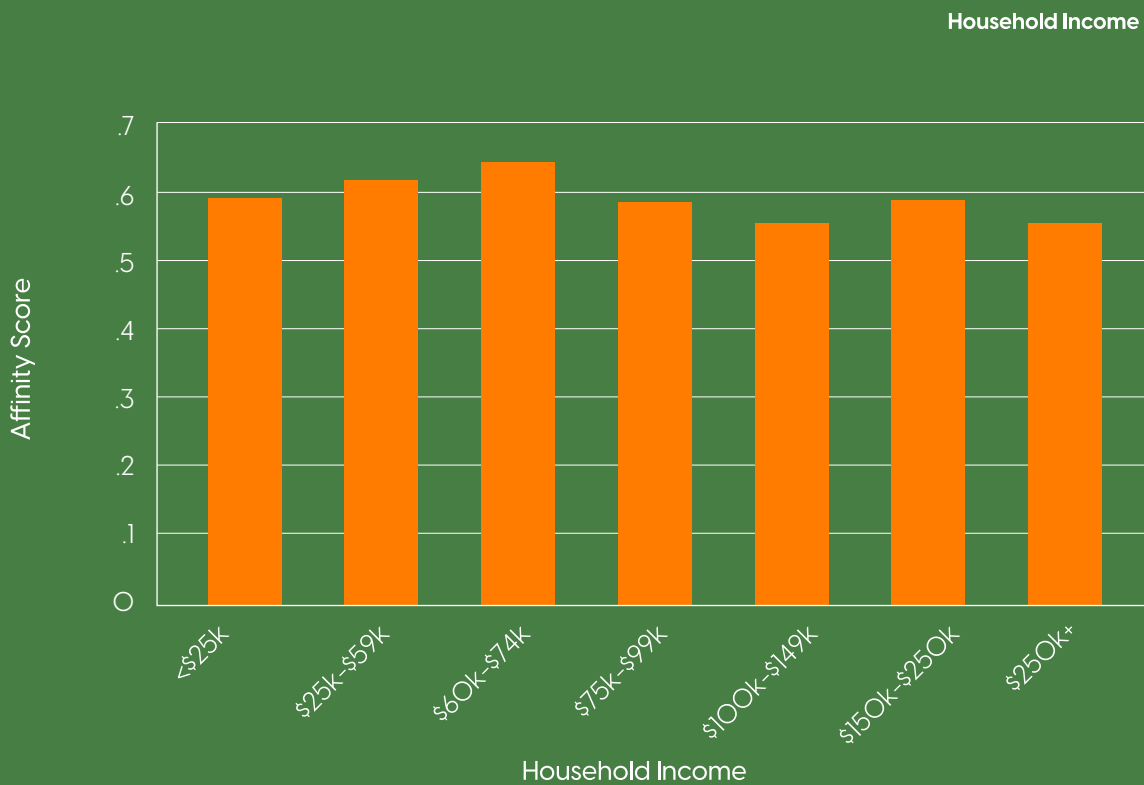


Mostly married people

- 85.79% Married
- 14.18% Single
- .01% Divorced
- .01% Engaged
- 00% In a Relationship
- 00% Widowed



Balanced between various household incomes



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

Top Affinities for Thanksgiving Shoppers

- Soccer Spectator
- TV, Cable
- Home Furnishings
- Religion
- Outdoor Enthusiasts
- Games, Video
- Coin Collectors
- Reading
- Artistic Living

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