



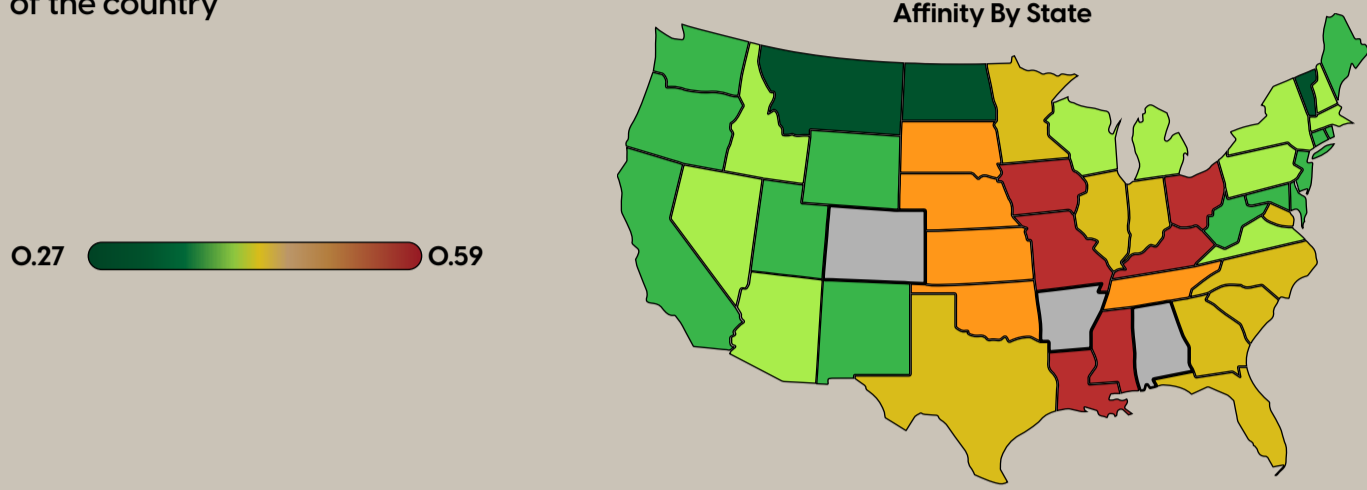
Skydeo Audience Report

Halloween Shoppers

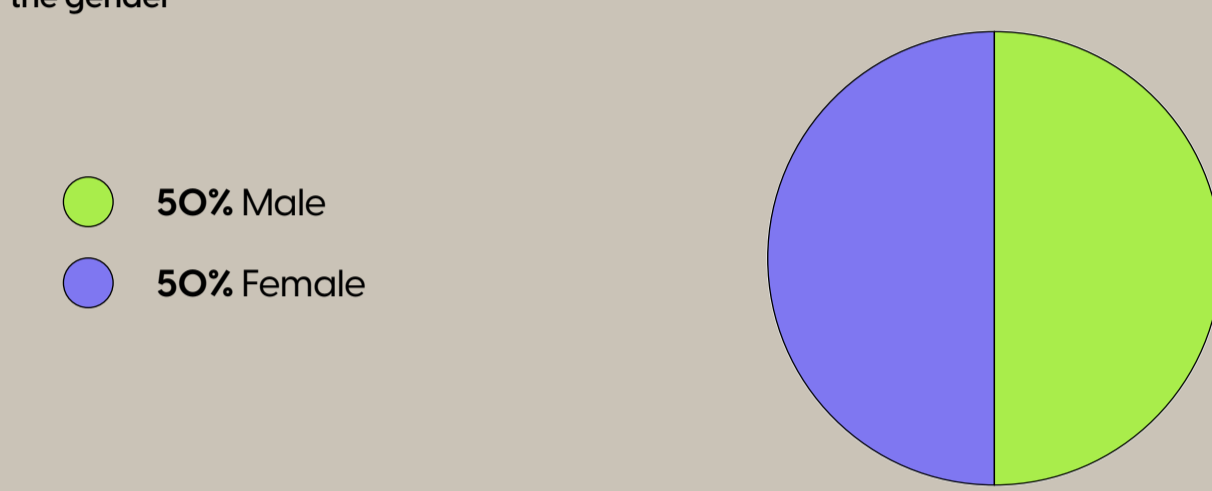
The Halloween Shoppers are festive, family-oriented individuals who enthusiastically celebrate the spooky season. These parents and children enjoy dressing up, decorating, and indulging in treats. They visit stores for costumes, decorations, and candy while also preparing for back-to-school. Active year-round, they engage in sports and outdoor activities. Well-informed and tech-savvy, they are frequent travelers who stay current with world events.



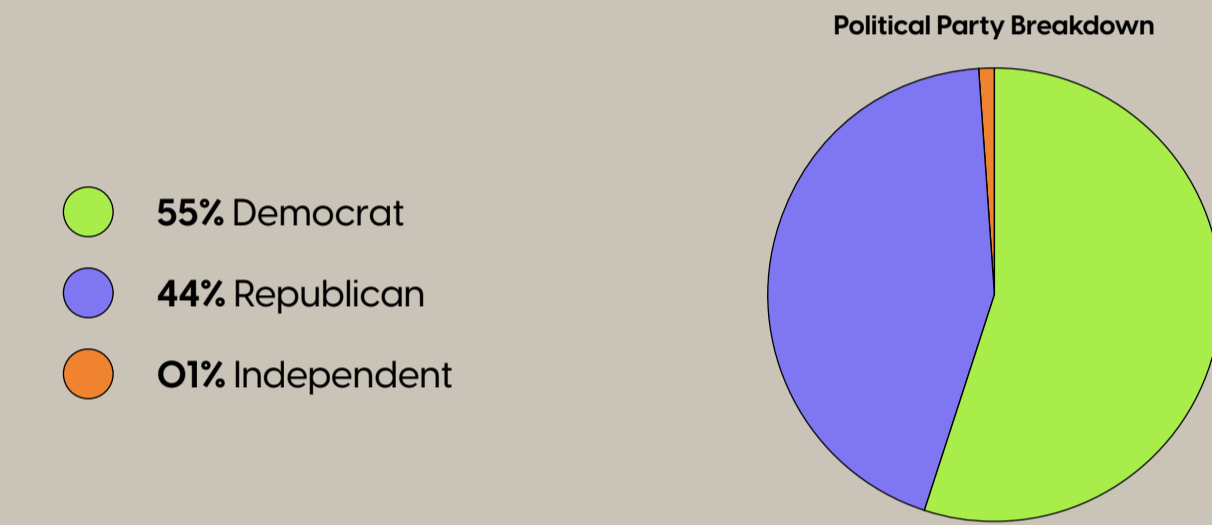
They are most prevalent in the heart of the country



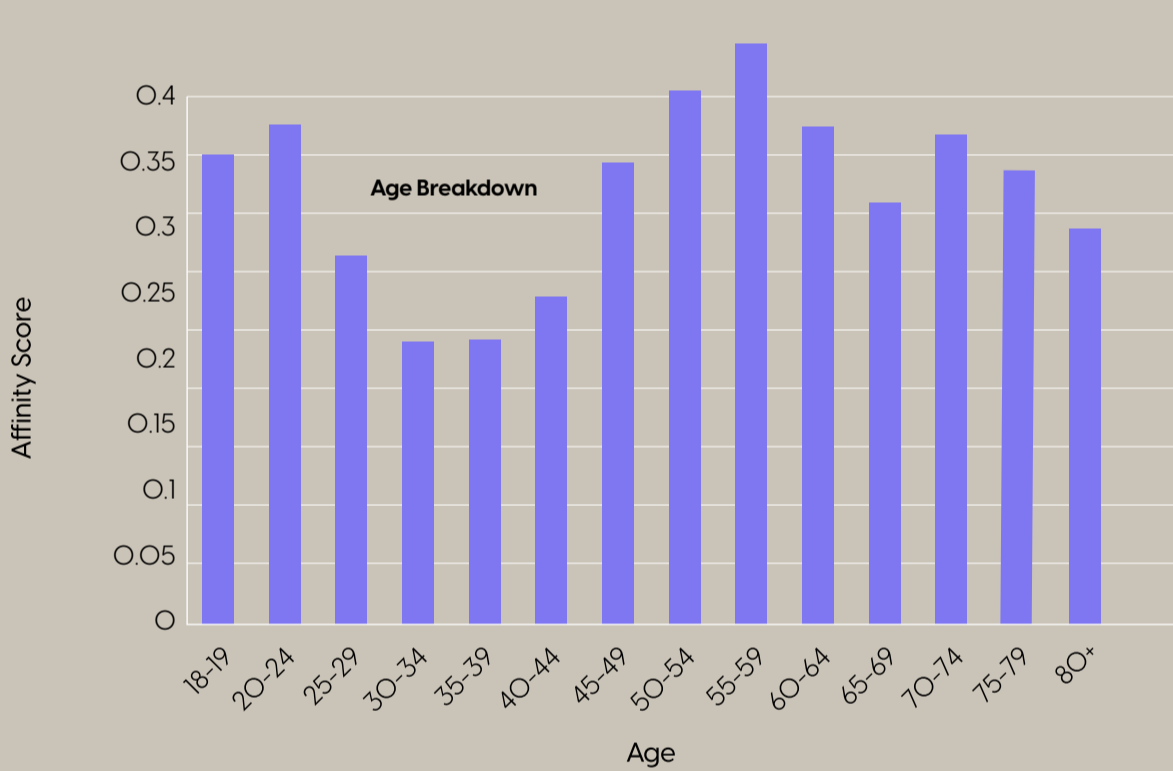
Halloween shopping is for everyone, no matter the gender



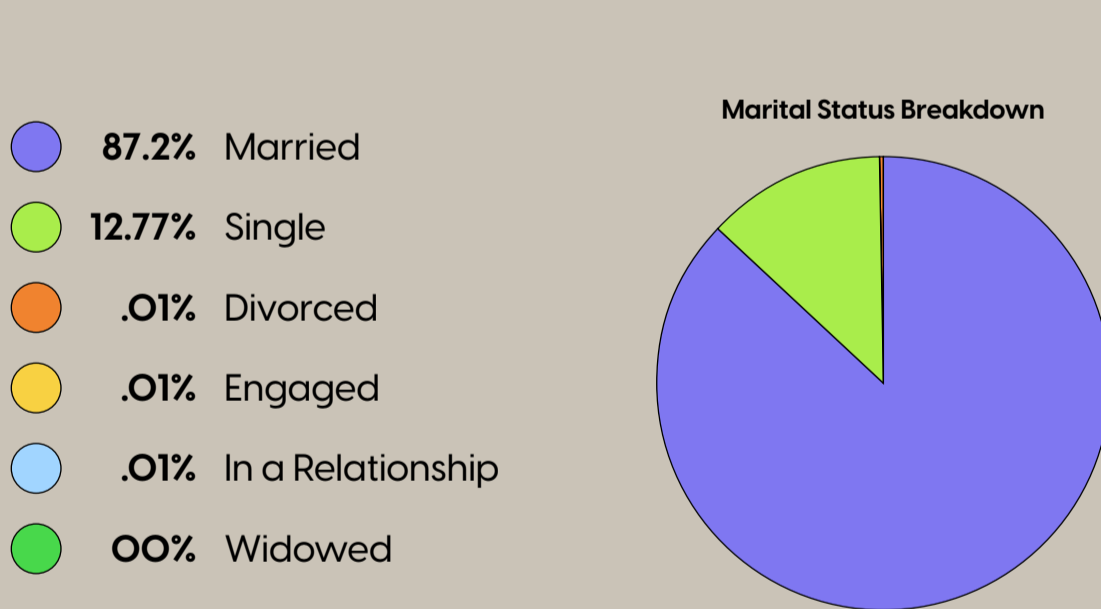
They consist of slightly more democrats



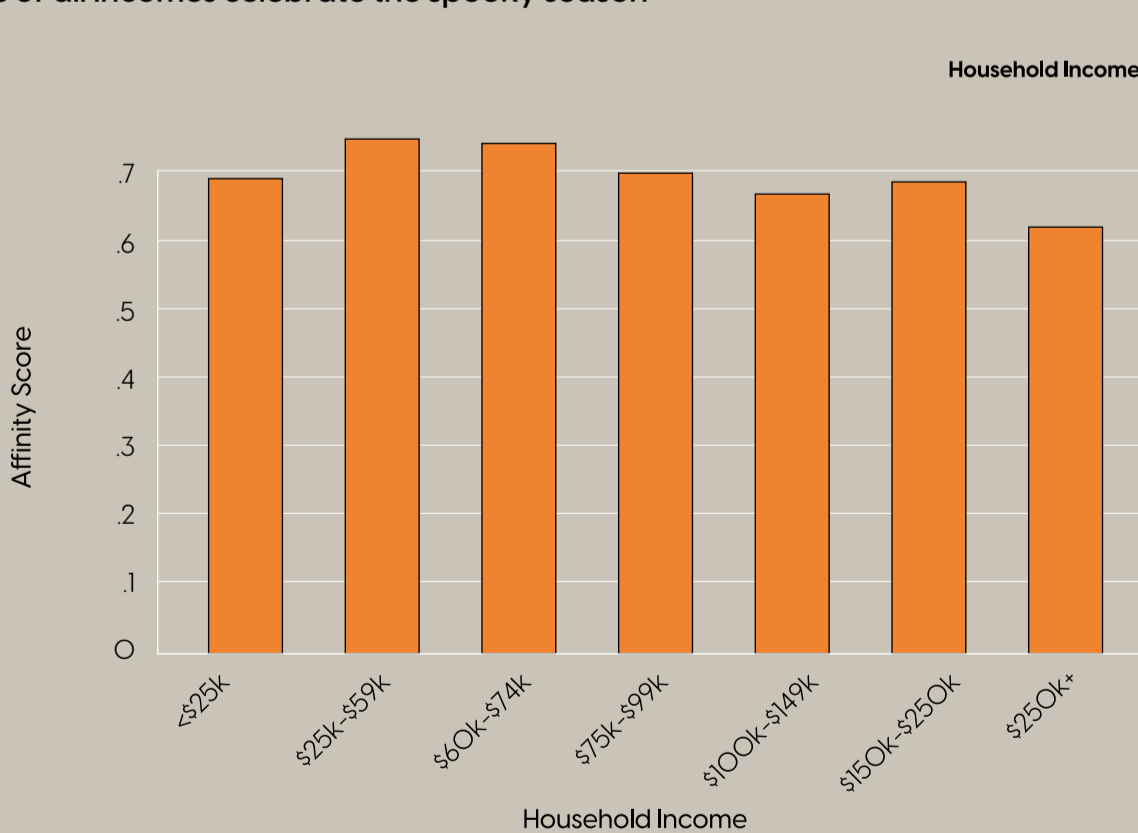
Shopping is most popular among young adults and middle-aged parents



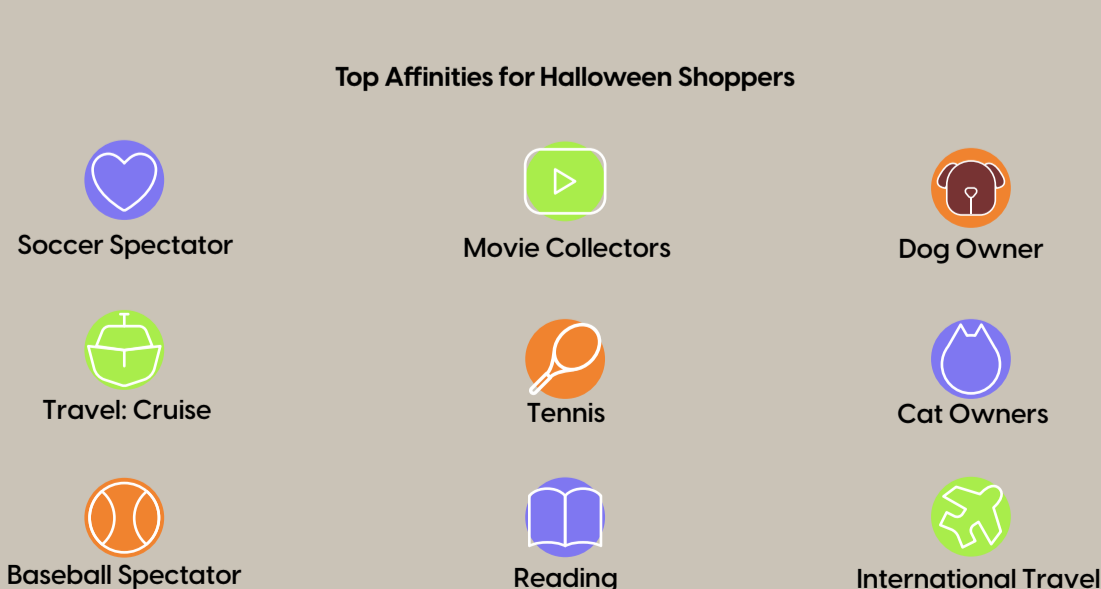
The festivities attract more married individuals



Individuals of all incomes celebrate the spooky season



They possess a very specific set of top affinities, from spooky cat owners to horror movie lovers



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