

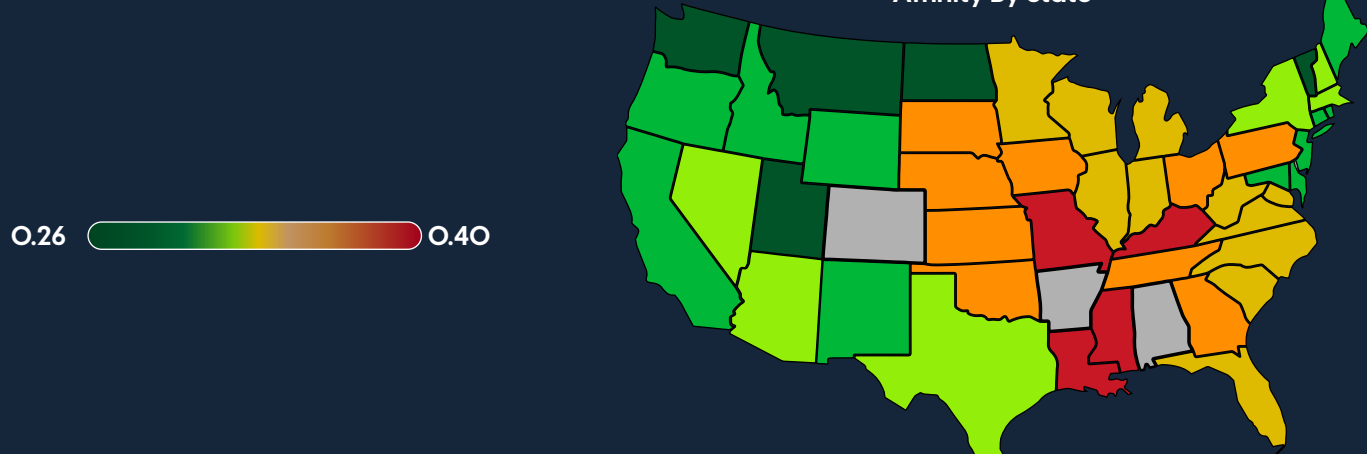


Cyber Monday Shoppers

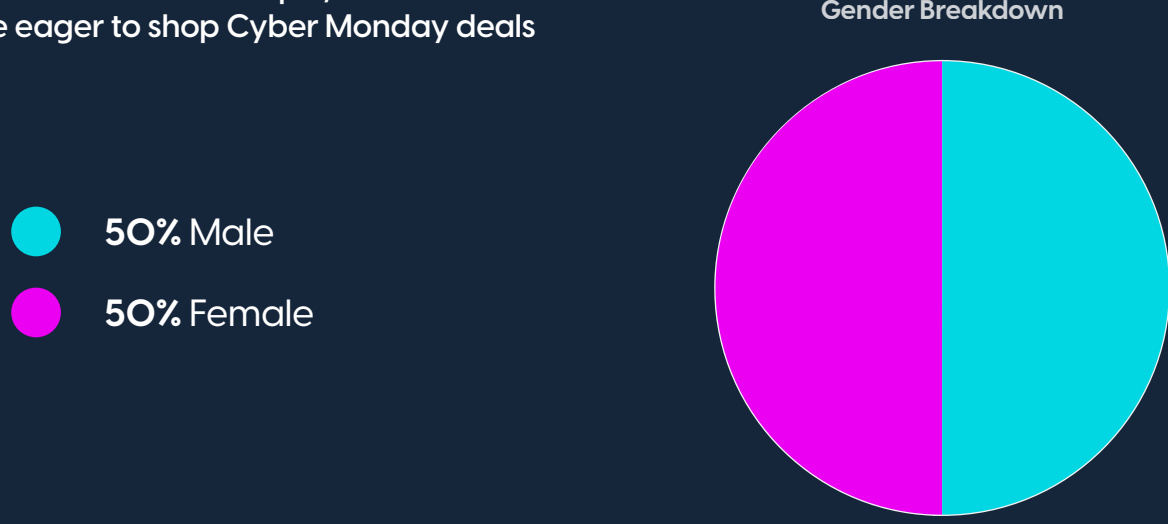
With Cyber Monday just around the corner, the digital aisles will be packed with savvy shoppers on a mission! For many, these online discounts offer a convenient escape from the frenzy of crowded stores, making it easier to snag those coveted bargains. This crowd consists of technology enthusiasts eager to discover the latest gadgets and bargain hunters always on the lookout for unbeatable prices. As avid shoppers for their loved ones, Cyber Monday is the perfect opportunity for them to maximize savings while spreading joy during the holiday season.



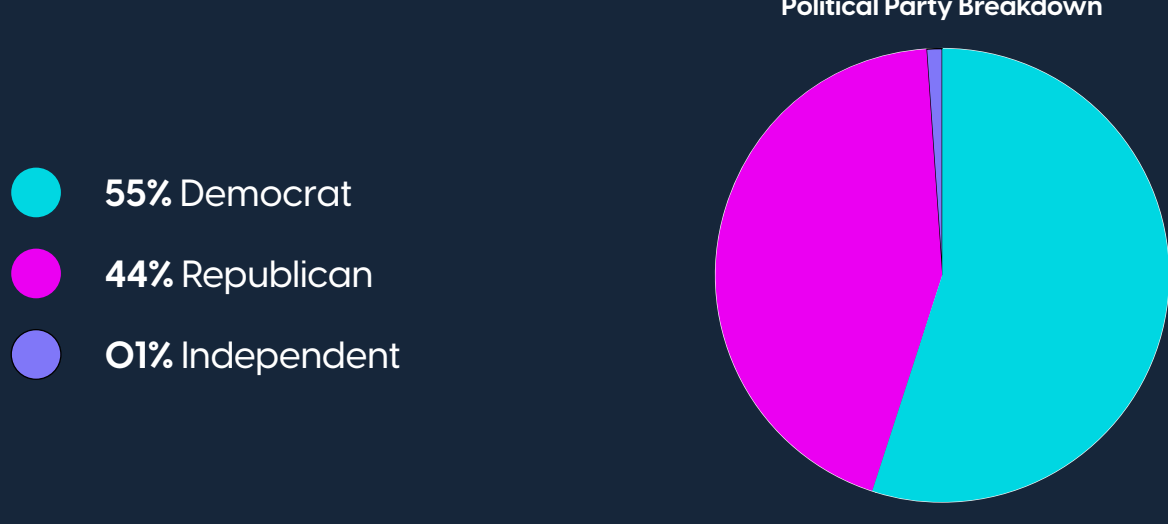
Over index in midwestern and southern states



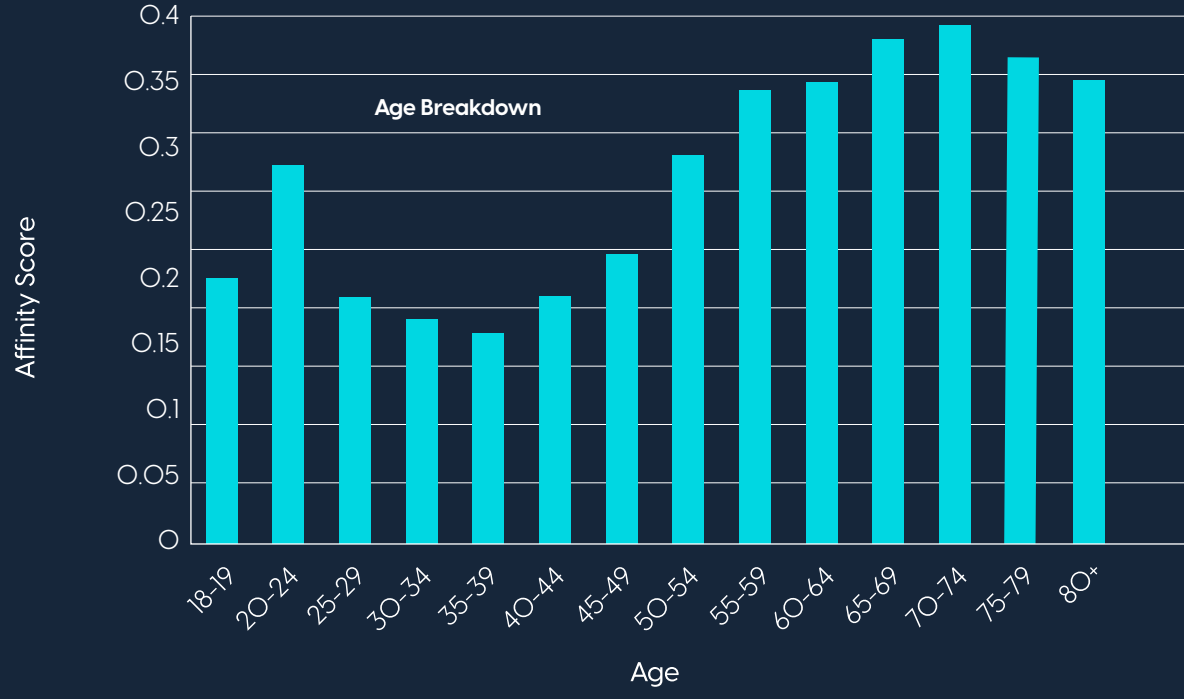
With an almost even split, both men and women are eager to shop Cyber Monday deals



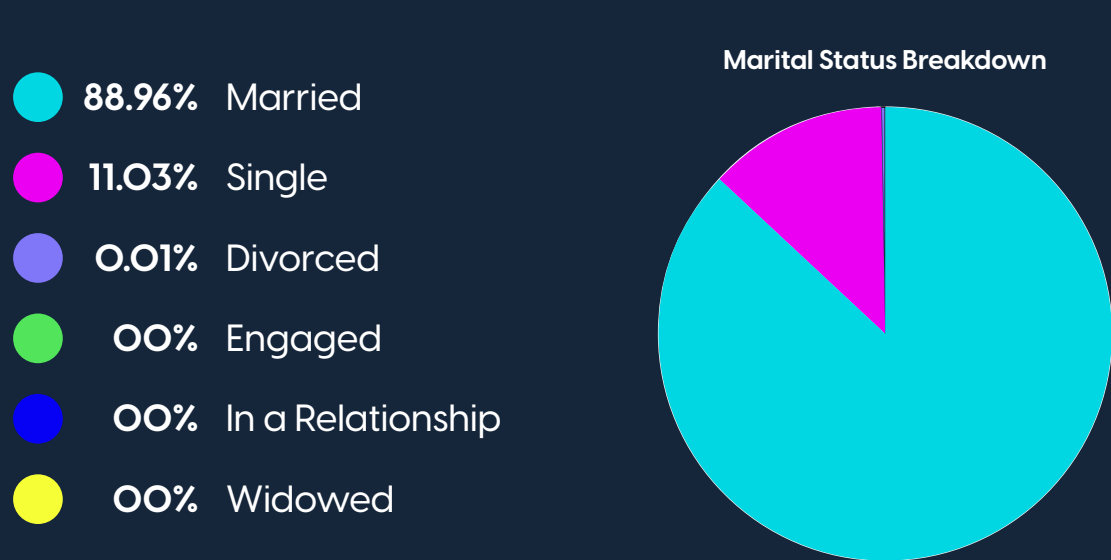
Slanted democrat



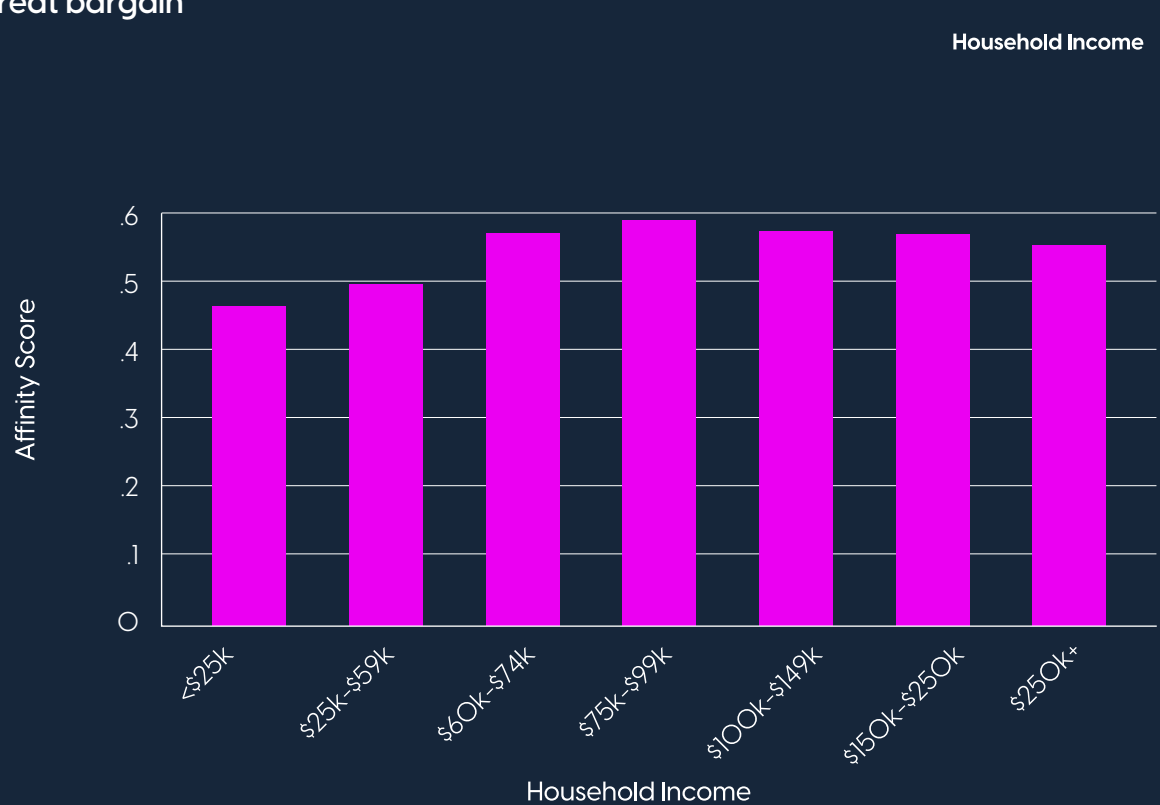
Older shoppers (50+) lead the way for Cyber Monday, showing a greater tendency to score these deals



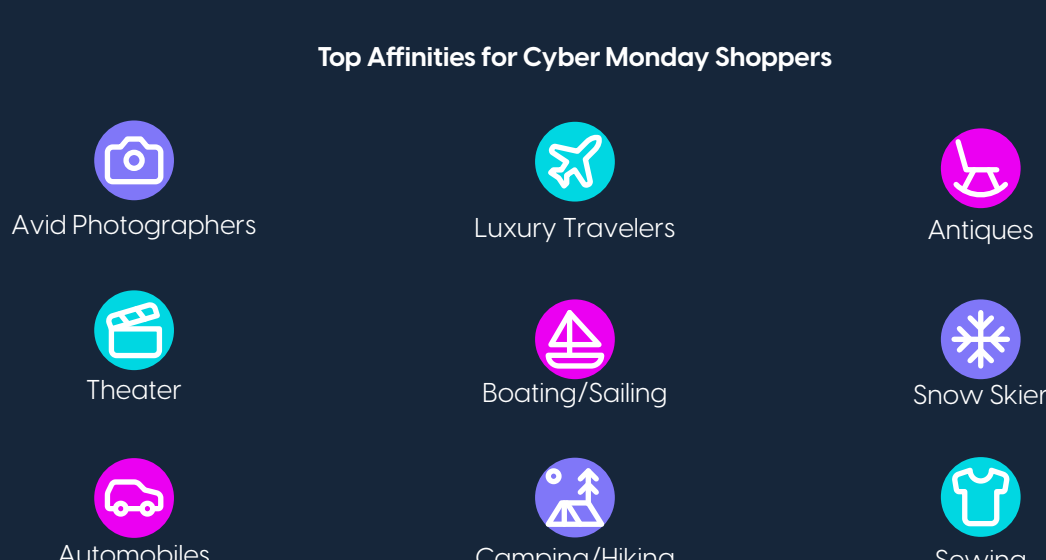
Slanted toward married people, with couples taking advantage of holiday sales



Spread evenly across household incomes, with everyone loving a great bargain



They possess a very specific set of top affinities, from snow skiing to photography to antiques



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