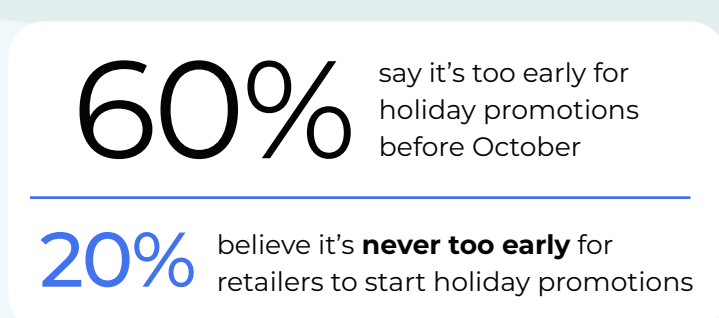
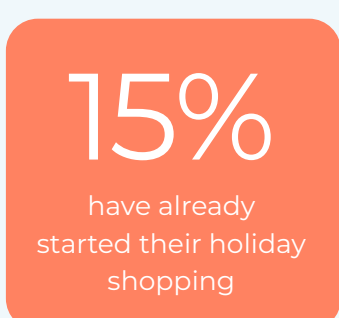


Uncovering seasonal shopping habits

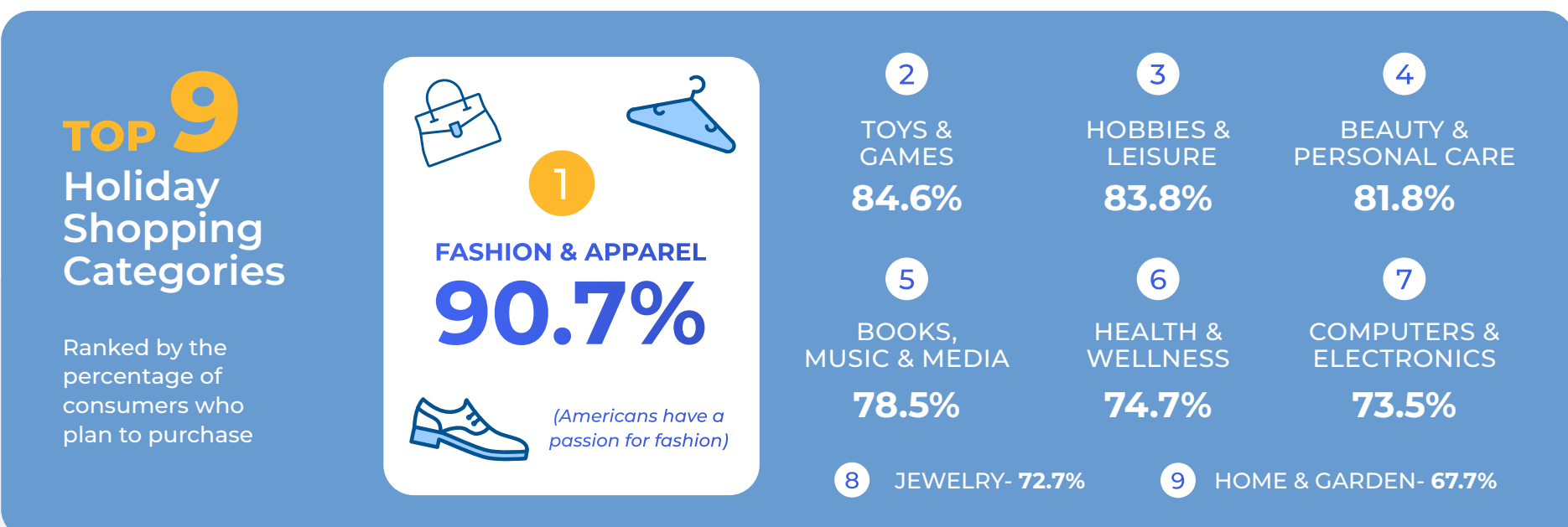
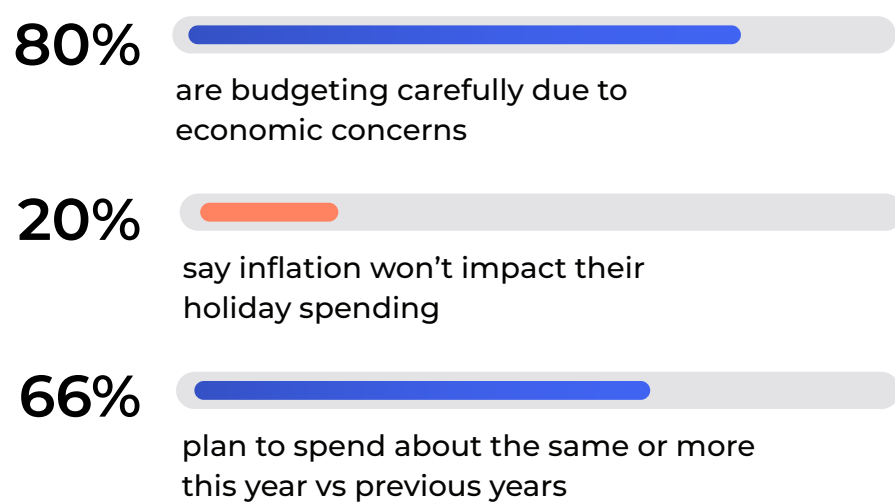
Skai surveyed 1,000 U.S. consumers to gauge their holiday spending plans for the 2024 season.



TOP 3 HOLIDAY SEASON FRUSTRATIONS:



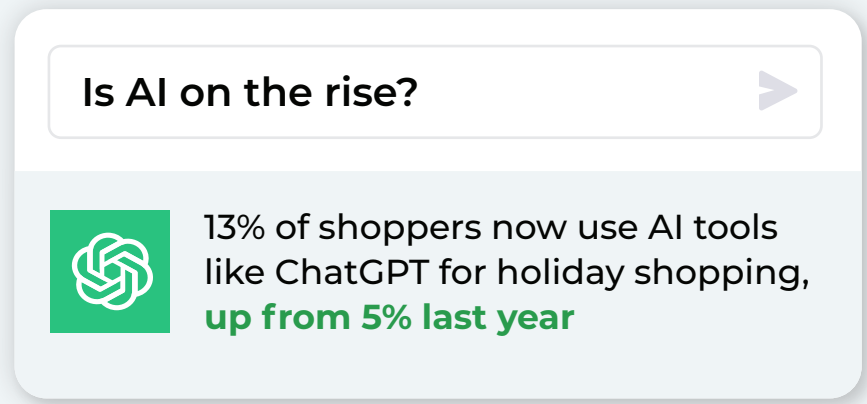
'Tis the season for **MINDFUL SPENDING**



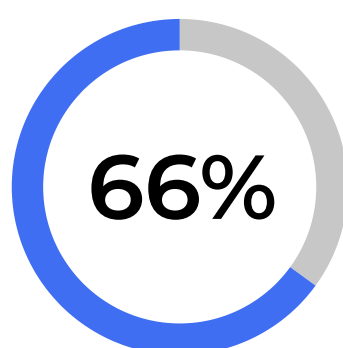
'Tis the season for **SMART RESEARCH**



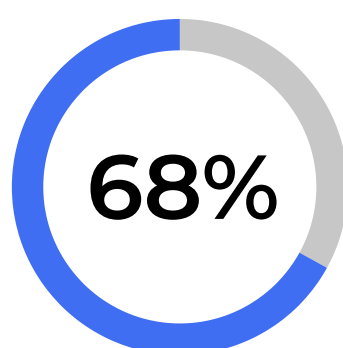
Retailer research happens more online



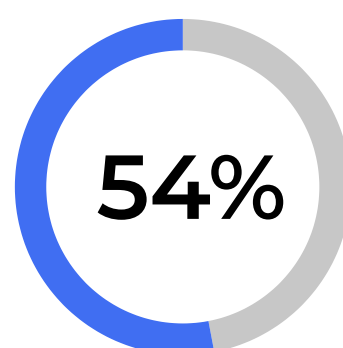
'Tis the season for **BIG HOLIDAY SHOPPING EVENTS**



plan to spend up to half of their holiday budget between Thanksgiving & Cyber Monday



plan to shop during Amazon's October Prime Day



say Prime Day spending will reduce their Cyber 5 budget

KEY DATES

(% who say important or very important)

