

# Holiday 2024

PERSPECTIVES

## WHAT & WHO CHANGED SINCE LAST YEAR... SORT OF



For this year's holiday report, we provided some "friends" with a sneak peek at the 2024 data and asked them to share what they believe are the most interesting this year along with any relevant year-over-year highlights. In the spirit of change, we thought we'd share the response we received from a financially successful businessperson who knows a thing or two about change. Maybe. But before we do, we wanted to wish everyone the happiest of holidays from your friends here at Atomik Research.

*The following represent the expressed opinions of the guest author and do not represent the opinions whatsoever of those of any member of Atomik Research in part or in full. The only portion (thank goodness) that is correct and representative regarding Atomik Research is the data itself.*

*From the desk of Ebenezer Scrooge*

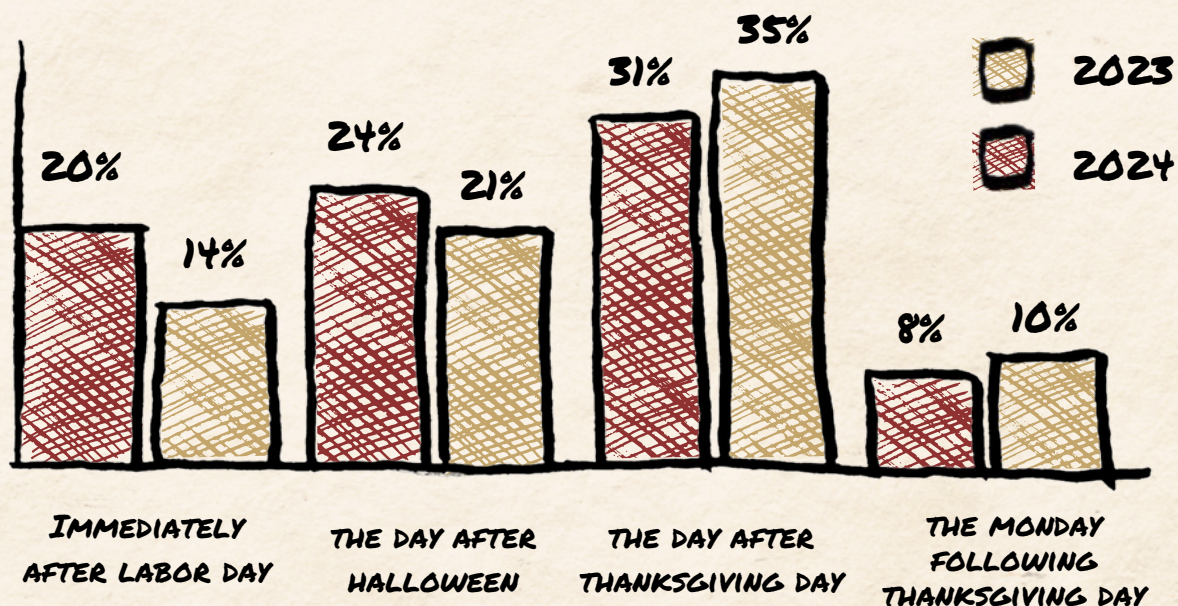
Dearest Atomik Research,

I recently received an advance copy of your latest holiday report, which was quite timely as I commence strategizing for this holiday season, which will be fast upon us once more and quite earlier it seems. Nonetheless, and as I continue to think positively about the "holidays" after the dreadful fright I endured the past holiday – an endeavor that I dare say is losing its grip on me – I wanted to share a few of the points I found in your report to be most interesting. I've included charts where I thought best – those charts rendered actually by my clerk, Mr. Cratchit, who is also taking dictation for this typed letter in exchange for yet another coal for the fire, a benefit I provide to all whom I employ. Let us begin with perceptions as to when the holidays begin.



# The Perceived Commencement of the Holiday Season and of Associated Holiday Shopping

As per my earlier point, it seems the holiday season comes upon us earlier as each year passes, but data from the holiday 2024 survey suggests that – as was the case the year prior – a little over 3 in 10 U.S. adults say **the official start to the holiday season remains the day after Thanksgiving Day** (a holiday that is not celebrated here in London, of course, but that’s another story entirely). That day is termed Black Friday, which of course would represent a favorite day of mine in particular and a busy one for Bob in his accounting duties. But I also took note of the slight increase in those that say it starts the day after Halloween, a most ghostly of all days, typically, or the day immediately after Labor Day (yet another American holiday).



The official start of the holiday season could mean the commencement of the holiday shopping season as well, which I hope to be a crucial aspect of emptying the warehouse that still bares my name and that of Marley, my long-departed business partner. For 2024, just over one-quarter of U.S. adults say that they shop year-round, so they don’t have to worry about it. I say that one doesn’t have to worry about it if one simply foregoes shopping in the first place, but I’ve digressed. I must endeavor to remain of positive mind. The following table lists when those that shop for the holidays plan to commence such, which I would share with friends, if I dare had any.



"I SHOP ALL YEAR, SO I DON'T HAVE TO WORRY ABOUT IT"	27%
"I START AS SOON AS I START SEEING HOLIDAY DÉCOR IN STORES"	21%
"I WAIT UNTIL BLACK FRIDAY (THE DAY AFTER THANKSGIVING) TO START"	21%
"I DON'T START UNTIL CYBER MONDAY (THE MONDAY AFTER THANKSGIVING DAY)"	8%
I WAIT UNTIL THE LAST MINUTE	18%

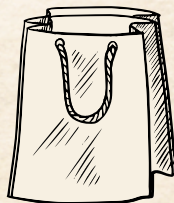
Regarding the 2024 holiday season starting the day after Thanksgiving Day, my business acumen has led me to note that this comes later than is typical this year (November 29), leaving myself and others in business short a full week in efforts to get into the black in our balance books. Shocking, so it is! In my experienced opinion, this fact makes those Black Friday shoppers and year-round shoppers even more important, to which I've included some notes from my perusal of the data from your report immediately hereafter.

## **Year-Round Shoppers 2024**

**More women** cite that they **shop year-round** than men:



**23%**  
**MALE**



**31%**  
**FEMALE**



By generation, year-round shopping is fairly even, including those referred to as Gen Z adults.

GEN Z (18-27)	MILLENNIALS (18-27)	GEN X (44-59)	BABY BOOMERS (60-78)	SILENT GENERATION (79+)
26%	28%	28%	26%	21%

### **Black Friday Shoppers 2024**

Slightly more men (23%) than women (20%) indicate that they commence their holiday shopping endeavors on Black Friday, which I remind you once again, comes late this year (November 29).

By generation, fewer of those known as Gen X – to which my nephew belongs and thinks so highly of Christmas – cite Black Friday as when they commence holiday shopping. For comparison, I've noted the others as follows:

**25%** GEN Z ADULTS



**22%** BABY BOOMERS

**24%** MILLENNIALS

**19%** GEN X

By your definition, I suppose I am part of this so called “boomer” generation, to which I assure you I am not in the percentage of those boomers commencing holiday shopping on Black Friday. Instead, I assure you, with great accuracy, that I shall not shop at all, but I shall sell.

So, it appears we know when U.S. adults believe the holiday season commences and when they should be expected to commence their holiday shopping. Who or what sways them in those efforts?




# Holiday Shoppers: How They're Swayed and What They're Shopping For



Nearly 40% of U.S. adults cite “a TV segment I watched” as what sways them when it comes to holiday shopping, making TV a powerful choice for reaching said holiday shoppers. Not surprisingly – although I have no use for such – social media posts seen by Gen Z adults and the opinions of social media influencers that they follow sway Gen Z adults most assuredly compared to other media. Likewise, more men than women should be expected to be swayed by an article they have read. I’ve included other comparisons in the table below to glean more insights from, but I think the most important overarching point to consider here is that a mix of channels – **an integrated campaign**, as my old business partner Marley would decry – **makes the most sense for reaching holiday shoppers.**

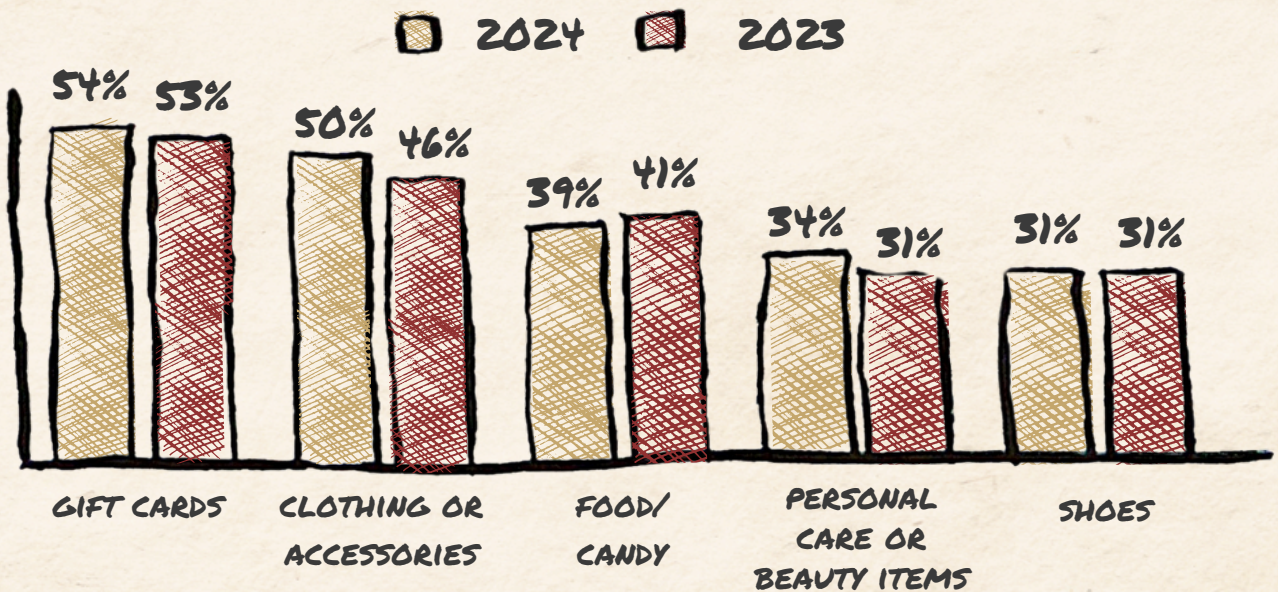
**Finish the following statement based on the options in the list below:**  
**"When it comes to holiday shopping, I am swayed by \_\_\_\_\_."**

	TOTAL	MALE	FEMALE	GEN Z ADULTS	MILLENNIALS	GEN X	BABY BOOMERS
A TV SEGMENT I WATCHED 	38%	38%	38%	35%	33%	44%	39%
A POST I SAW ON SOCIAL MEDIA	30%	33%	28%	51%	41%	30%	12%
AN ARTICLE I READ	23%	27%	19%	28%	24%	20%	24%
THE OPINIONS OF A SOCIAL MEDIA INFLUENCER I FOLLOW	18%	19%	17%	34%	24%	17%	5%
A RADIO OR PODCAST INTERVIEW I HEARD	11%	13%	10%	17%	19%	9%	4%

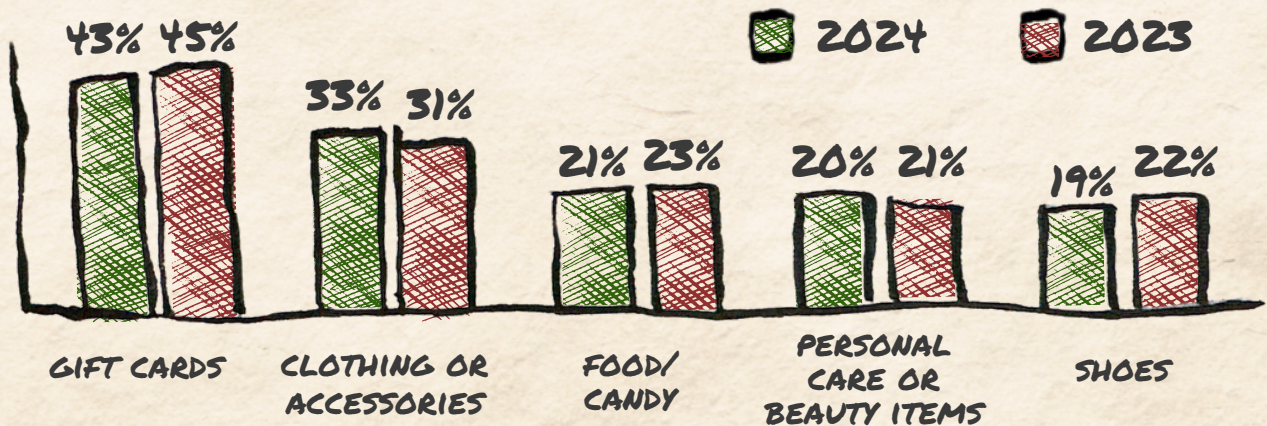


Equally important to when shoppers will shop in earnest is knowing what they will be shopping for. As those surveyed are all of adult age, it is common sense, in my opinion, that one should not expect that the same categories of goods from which they should purchase gifts be the same as those that they should ask for gifts from. After all, what manner of adult should I happen upon who plays with toys? I shall certainly employ this data in replenishing the warehouse presently. For the sake of brevity, I've asked Bob to simply include individual charts for categories of intent to purchase gifts from and to ask for gifts from. Represented here are the top five categories for each with comparisons for 2024 and 2023.

**Top 5 Categories U.S. adults intend to purchase gifts from**



**Top 5 Categories U.S. adults intend to ask for gifts from**





Gift cards remain the leading choice among U.S. adults, both in terms of categories shopped for and in asking for. Perhaps it's the freedom of choosing one's gift for oneself that motivates them. I know that for me, I enjoy giving gifts to me. For what value it may bring one, books came in sixth at 16% of U.S. adults for 2024 in terms of categories from which they plan to ask for gifts from. I am of the opinion that nothing surpasses the enjoyment of a good book, especially one with a good plot twist, but I could forego spectres and the moral stance. What really is there to learn from such drivel?

The following point appears to very clearly indicate that more people are like me than they would likely care to admit with regard to gift cards and getting what they want.

***"Please indicate which best describes your response to the following statement: 'Gift cards are my favorite gift to receive for the holidays because I can choose what I want to get with those cards.'"***

**TRUE OF WHAT I BELIEVE...**

**2024: 68%**



**2023: 67%**

The 2024 data when viewed by generation follows suit with the total, with the highest being with Gen X, which doesn't surprise me, of course. After all, isn't it always all about Gen X? Fred would quite agree.



GEN Z ADULTS	MILLENNIALS	GEN X	BABY BOOMERS
66%	68%	73%	65%



While I certainly see the allure of gift cards, I remain a steadfast enthusiast of money. Cold, hard cash in hand. Anyone who knows me *even in the slightest* can attest to this fact that nothing should bring a smile to my old face as does the joy of counting all my money. But I have digressed once again.

While not exactly the same as cash – but close, I suppose – person-to-person money transfer or payment apps appear to be a viable gifting option for many. Nearly 7 in 10 U.S. adults (up from 2023) are open to receiving a holiday gift in that way (I must look into this immediately).

***“Please indicate which best describes your response to the following statement: ‘I would be fine with receiving a holiday gift of money via a person-to-person payment app (e.g. Venmo, Zelle, Cash App, Apple Pay Cash, etc.)’”***

### TRUE OF WHAT I BELIEVE...



The 2024 data also indicates that from Gen Z adults to boomers, the majority of generations appear to be open to receiving holiday gifts of money via a person-to-person payment app. Intriguing!

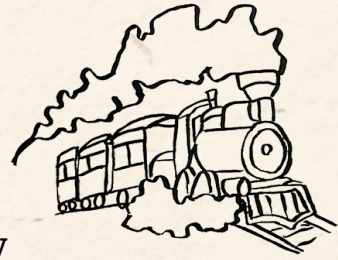
GEN Z ADULTS	MILLENNIALS	GEN X	BABY BOOMERS
79%	79%	70%	52%



Could this increase in the openness to receiving gifts via payment apps be a sign of the current economic times where “cash in hand” is more important than gifts of other kinds? It’s certainly plausible, but there remains one other holiday consideration to ponder: that of holiday travel.



# Holiday Travel Planning



Although it may not be of direct benefit to me regarding the myriad wares of which I offer, holiday travel planning could benefit my business – and that of others, of course (let's not be completely stingy, after all. Possibly. Maybe.) – in that some holiday travelers may need to make purchases for such travels. Nonetheless, for those with direct commercial interest in travel modes, there exist direct business gains. On the topic of holiday travel, I found the following points most interesting because, after all, **the majority of U.S. adults (51%) indicate that they will make plans for holiday travel purchases this year.** Let us begin with when.

## When do you plan to start making holiday travel-related purchases?

	TOTAL	MALE	FEMALE
BEFORE LABOR DAY	8%	10%	6%
AT SOME POINT BETWEEN LABOR DAY AND OCTOBER 1	15%	17%	14%
PROBABLY SOMETIME BETWEEN NOVEMBER 1 AND THE DAY BEFORE THANKSGIVING DAY (NOVEMBER 28)	17%	18%	17%
AT SOME POINT BETWEEN NOVEMBER 29 AND DECEMBER 23	10%	11%	8%
I'M NOT TRAVELING FOR THE HOLIDAYS THIS YEAR	14%	14%	15%
I DON'T NORMALLY TRAVEL FOR THE HOLIDAYS	34%	29%	39%

Interestingly, over one-third of U.S. adults indicate that they don't normally travel for the holidays, and this includes myself, as I have no desire to spend any time cooped up with others. While I do my best to feign a jovial

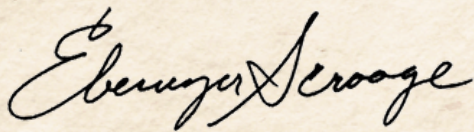


attitude or indulge in a feast of turkey and trimmings or partake in the exchange of gifts or to otherwise rebel against my own true nature, which I had spent the better part of the year since Christmas last attempting to do just that following visits from ghosts and other visions. Why should I...

*Hello, I – Mr. Cratchit – couldn't keep up with the ranting of Mr. Scrooge, but I assure you the rest was unnecessary and quite off topic. Mr. Scrooge has been under quite some degree of pressure this year and has deviated greatly from what we had all hoped would be a path to him becoming a new man. He's often going on like this. With regard to the rest of his thoughts ...*

This holiday season, as was the case in the last and shall be the case hereafter, as revelers roam from shop to shop in search of all manner of fineries, I shall revel in counting stacks upon piles of money from their endeavors! Of course, there exist numerous important holidays in the late autumn through winter of each year, to which, in my assumption, be celebrated in a myriad of ways. As for Christmas, I should say that you keep it in your own way and that I shall keep it in mine, which is to say I shall leave it alone. Humbug!

Cordially,



Ebenezer Scrooge, Proprietor

**Methodology:** Atomik Research, an independent creative research agency, conducted a nationally representative survey of 1,005 adults throughout the United States. The margin of error is +/- 3 percentage points with a confidence level of 95 percent. Field work was conducted August 16-20, 2024.

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