



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Holiday Shopping Study

July 2025

METHODOLOGY

DATES OF FIELDING: July 29-31, 2025

N=1000 holiday shopper intenders

Demos: Men/Women 25-54

Ethnic: 63% White/Asian/Other, 22% Black, 15% Hispanic

Holiday Consumers are Spending More and Earlier This Year

62%

Of holiday shoppers
say they have started
already or will start
shopping before
November

Nearly
9 in 10

agree they'd like to
make big holiday
purchases before tariffs
raise prices.

93%

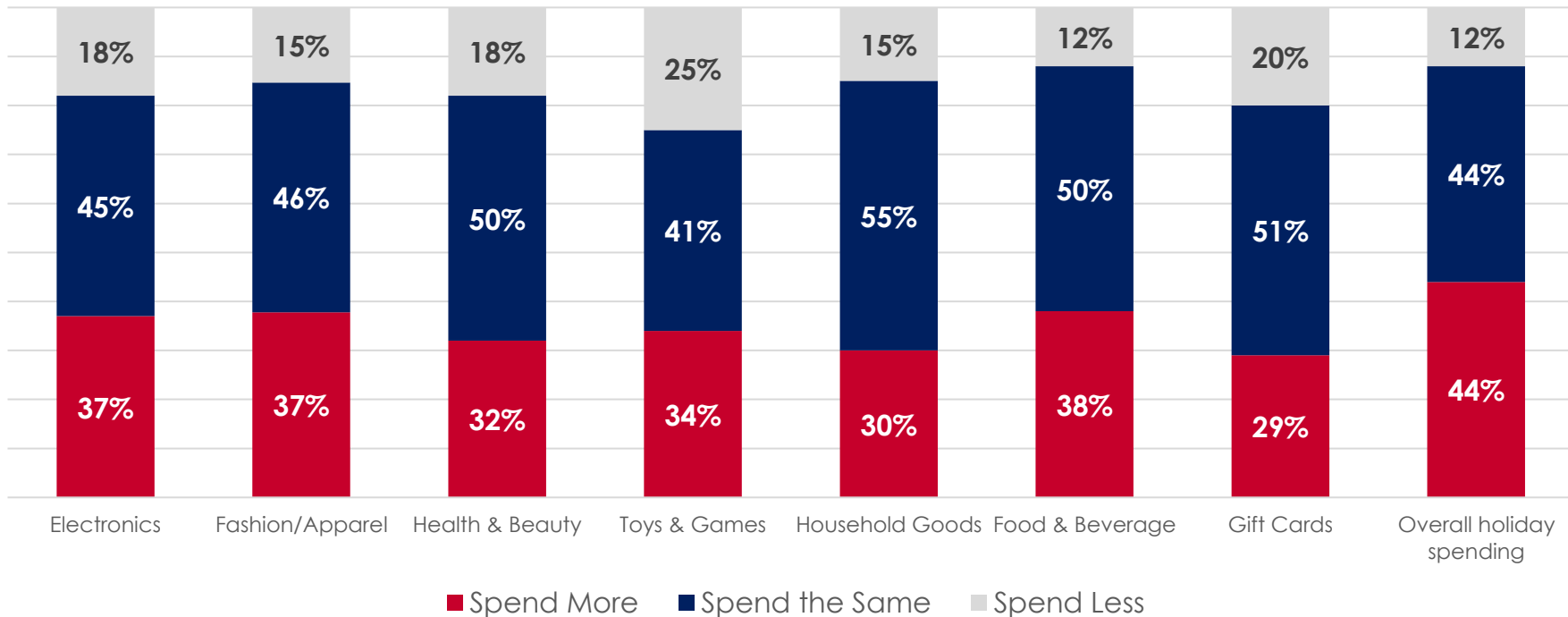
say they'd go out of their
way to take advantage
of a great holiday
shopping deal

Nearly
9 in 10

Anticipate they will SPEND
MORE or THE SAME this
holiday season

Robust Spending is Anticipated Across Categories

Compared to last year's holiday shopping season, do you expect to spend more, the same, or less on the following categories of gifts?



Saving Money and Buying Something off a Loved one's Wishlist is Most Important when it Comes to Holiday Shopping

When it comes to holiday shopping, what is MOST important to you?



Audio Ads Are Critical for In-Store and Online Holiday Shopping



90% of shoppers say they tell friends/family about great deals after hearing radio/podcast ads



88% of shoppers say they start noticing a store/brand more after they hear a radio/podcast ad for it



9 in 10 shoppers say they start noticing a store/brand more **ONLINE** after hearing an ad on radio/podcast for it