

# Seasonal Audiences

The Seasonal Audiences category consists of segments of people like back to school shoppers, winter travelers, and New Year's resolution makers. These segments are powered by AudienceScience's leading audience targeting technology.

<b>Bts</b> Back-To-School Clothing & Supplies	<b>Blf</b> Black Friday Shoppers	<b>Fs</b> Fall Clothing Shoppers
<b>Hg</b> Holiday Gadget Shoppers	<b>Ny</b> New Years Resolution Makers	<b>Sp</b> Spring Seasonal Shoppers
<b>Su</b> Summer Seasonal Shoppers	<b>Sr</b> Summer Travelers	<b>Thx</b> Thanksgiving Enthusiasts
<b>WS</b> Winter Clothing Shoppers	<b>Wv</b> Winter Sports Vacationers	<b>Wt</b> Winter Travelers





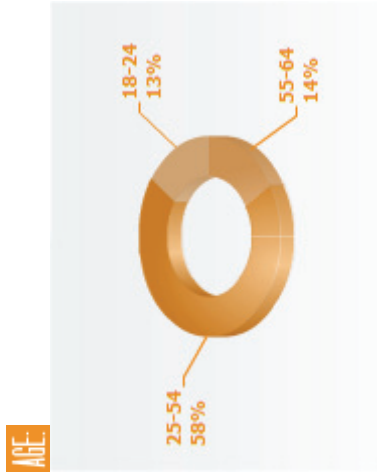
Black Friday shoppers are eager to seek out the best post-Thanksgiving bargains. They are on top of their holiday shopping, and are interested in events, coupons, sales and online deals that will help them cross everyone off their list. They are heavily motivated to purchase through timed incentives, and have indicated their interest in holiday shopping specials.

**More Information Coming Soon**



**MALE: 34%**  
**FEMALE: 66%**

Fall means it's time to go back to school and that means new clothes and school supplies for kids. These shoppers view popular parenting magazines to get a sense of fashions and necessary supplies. They're also influenced by their kids who visit teen fashion magazine sites.



**HHI:**



**SEGMENT AUDIENCES:**

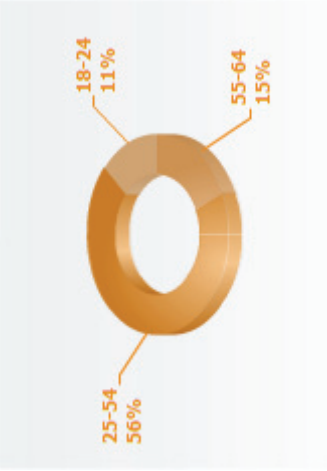
- 1.90x more likely to visit 'Directories/Resources - Shipping' sites than the average internet user
- 2.04x more likely to visit 'Retail - Consumer Goods' sites than the average internet user
- 2.35x more likely to visit 'Community - Pets' sites than the average internet user

Fall clothing shoppers often peruse fall fashions on news sites—and that means updating their wardrobes with cooler weather apparel.

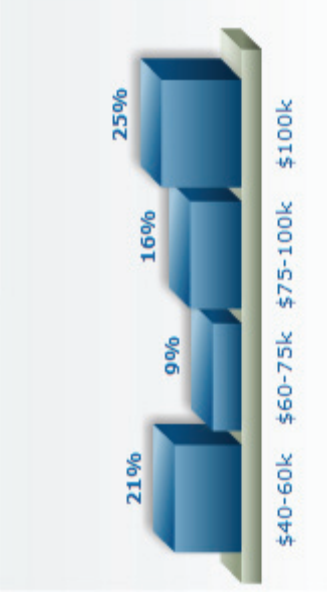
**Fs**  
Fall Clothing Shoppers

♂ MALE: 38%  
♀ FEMALE: 62%

**AGE:**



**HHI:**



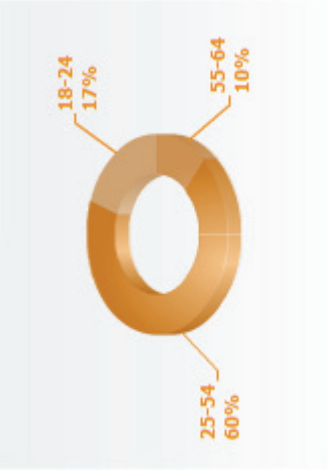
**SEGMENT AUDIENCES:**

- 3.09x more likely to visit 'Retail - Jewelry/Luxury Goods/Accessories' sites than the average internet user
- 3.02x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 2.77x more likely to visit 'Health - Pharmacy' sites than the average internet user

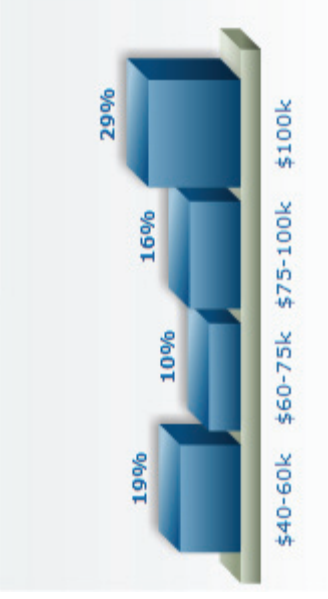
**Hg**  
Holiday Gadget Shoppers

♂ MALE: 54%  
♀ FEMALE: 46%

**AGE:**



**HHI:**



**SEGMENT AUDIENCES:**

- 4.17x more likely to visit 'News/Information - Politics' sites than the average internet user
- 2.65x more likely to visit 'Retail - Music' sites than the average internet user
- 2.53x more likely to visit 'Retail - Consumer Electronics' sites than the average internet user

Holiday gadget shoppers focus on purchasing gadgets for friends and family as gifts. They may be gadget lovers themselves or they may be shopping for a gadget lover—but whatever the case, they often search for new gadgets on news and technology sites.

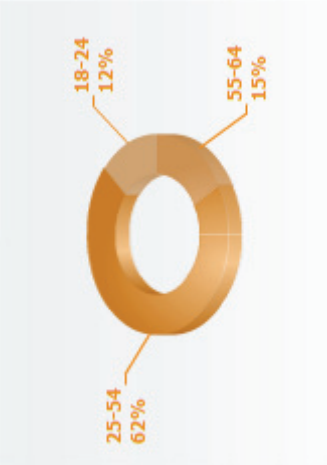


MALE: 43%

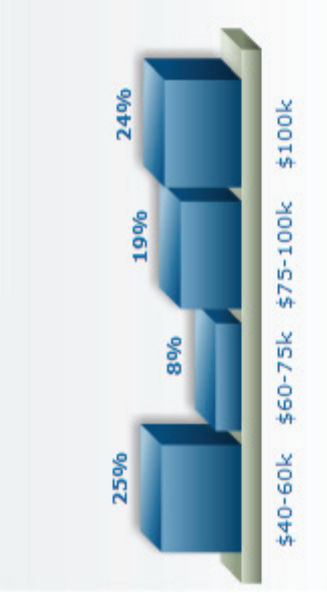
FEMALE: 57%

New Year's resolution makers descend on the Internet every January to seek out information about their resolutions. They tend to view articles about resolutions and how to keep them, as well as looking for information on topics such as weight loss, getting more exercise, and quitting smoking.

AGE:



HHI:



SEGMENT AUDIENCES:

- 2.90x more likely to visit 'Community - Green' sites than the average internet user
- 2.85x more likely to visit 'News/Information - Politics' sites than the average internet user
- 2.51x more likely to visit 'Community - Religion/Spirituality' sites than the average internet user

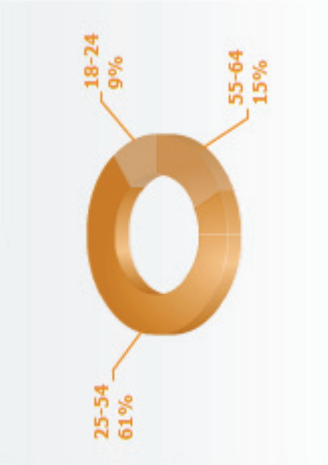


MALE: 51%

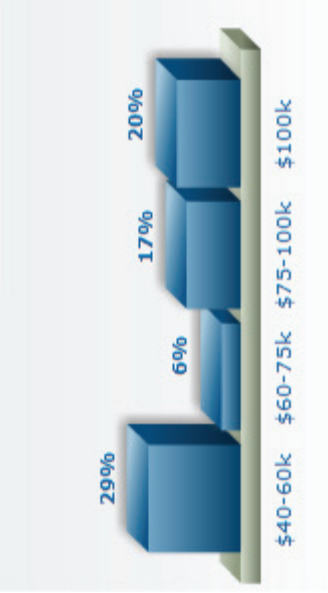
FEMALE: 49%

Spring seasonal shoppers are looking for products that bespeak the revitalizing nature of the season. They are interested in spring gifts and services, and often frequent family managing sites, where they pore over spring holiday sections.

AGE:



HHI:



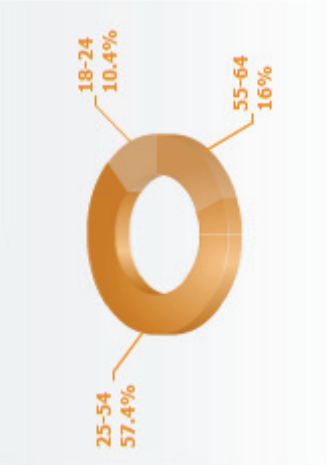
SEGMENT AUDIENCES:

- 3.32x more likely to visit 'Retail - Sports/Outdoor' sites than the average internet user
- 2.64x more likely to visit 'Retail - Home Furnishings' sites than the average internet user
- 2.62x more likely to visit 'News/Information - Politics' sites than the average internet user

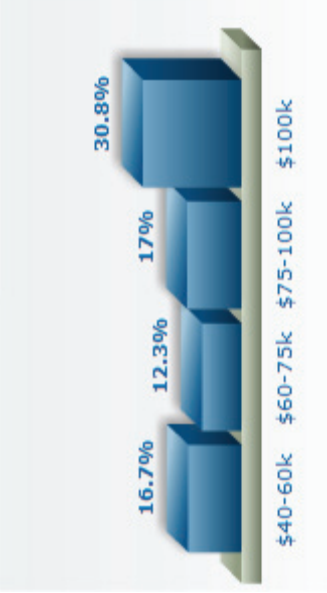
**Su**  
Summer Seasonal Shoppers

♂ MALE: 40.47%  
♀ FEMALE: 59.53%

AGE:



HHI:



SEGMENT AUDIENCES:

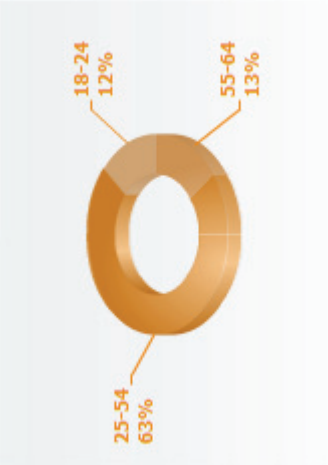
- 2.83x more likely to visit 'Retail - Sports/Outdoor' sites than the average internet user
- 2.79x more likely to visit 'Retail - Home Furnishings' sites than the average internet user
- 2.10x more likely to visit 'Retail - Mall' sites than the average internet user

Summer seasonal shoppers search across online shopping sites to purchase the goods necessary for summer—like swimsuits and hot weather shoes and apparel.

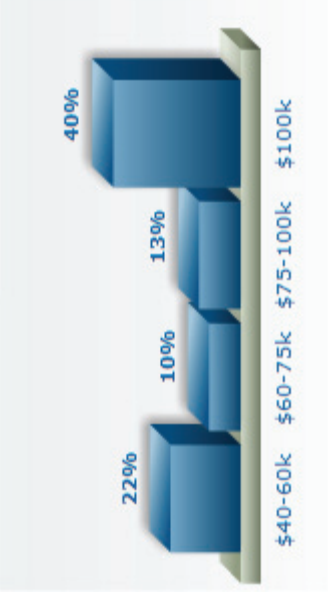
**Sr**  
Summer Travelers

♂ MALE: 54%  
♀ FEMALE: 46%

AGE:



HHI:



SEGMENT AUDIENCES:

- 5.22x more likely to visit 'Travel - Ground/Cruise' sites than the average internet user
- 5.25x more likely to visit 'Travel - Airlines' sites than the average internet user
- 4.50x more likely to visit 'News/Information - Politics' sites than the average internet user

Summer travelers are often academics or families with school-aged children whose best time for extended trips is during the free summer months. They are interested in leisure travel, luxury vacations, and summer rentals, along with hotels, rental cars, and airfares.



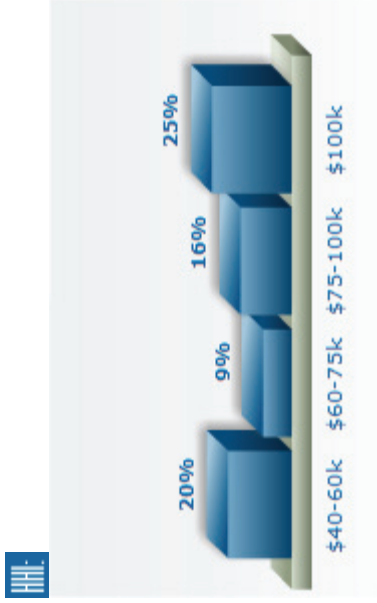
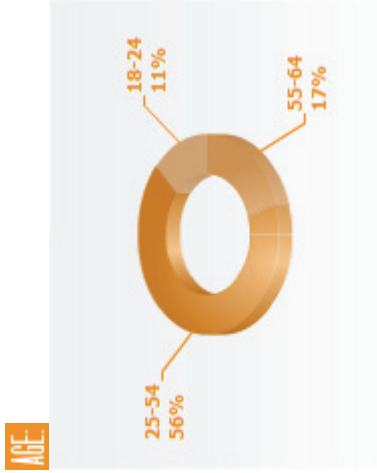
These fans of Thanksgiving are planning and anticipating a fall feast. They are users who are reading about Thanksgiving recipes; from the best way to roast a turkey to preparing filling for the pumpkin pie. Some are exploring their travel options and researching the best Thanksgiving weekend deals. Others are seeking out Thanksgiving Day related items across shopping sites.

**More Information Coming Soon**



**MALE: 40%**  
**FEMALE: 60%**

Winter clothing shoppers are searching for cold weather clothing and accessories for themselves and/or their children such as wool coats, parkas and rain jackets, snow and rain boots, hats, scarves, gloves and mittens. They may also search for sweaters, blazers and other heavier weight but work appropriate wardrobe items.



**SEGMENT AUDIENCES:**

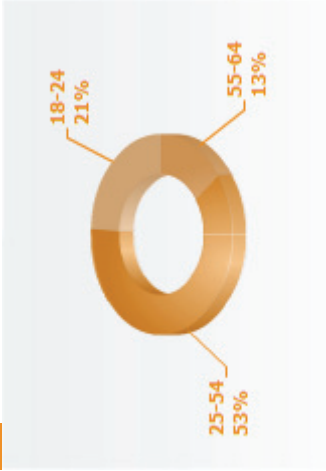
- 3.14x more likely to visit 'Retail - Jewelry/Luxury Goods/Accessories' sites than the average internet user
- 3.45x more likely to visit 'Retail - Fragrances/Cosmetics' sites than the average internet user
- 3.11x more likely to visit 'Retail - Mall' sites than the average internet user



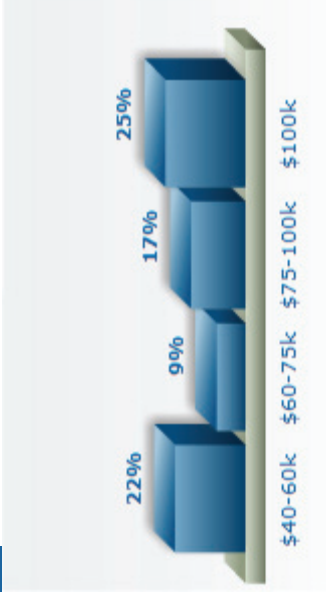
MALE: 42%  
FEMALE: 58%

Winter sports vacationers are often interested in vacation rentals and hotels for a winter getaway. Whether they are planning to travel to a colder climate or a sunny spot, they will research locations and fares online. They will also shop for travel accessories such as luggage, and wardrobes appropriate to their destination, be it resort-wear or a down-filled snow jacket.

**AGE:**



**IHI:**



**SEGMENT AUDIENCES:**

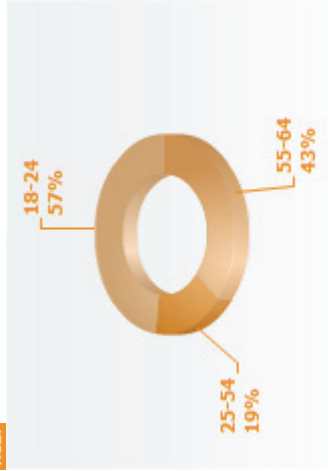
- 2.24x more likely to visit 'Career Services and Development - Training and Education' sites than the average internet user
- 2.19x more likely to visit 'Community - Green' sites than the average internet user
- 9.19x more likely to visit 'Community - Lifestyles' sites than the average internet user



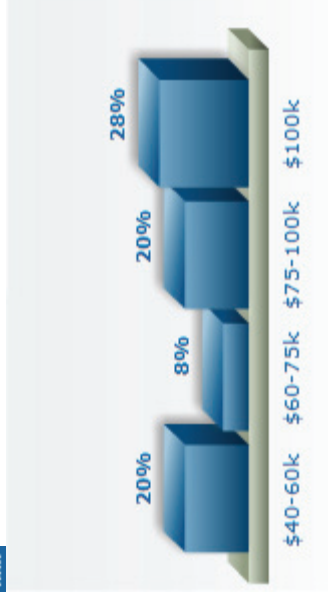
MALE: 43%  
FEMALE: 57%

Winter travelers are often interested in vacation rentals for a winter getaway. They research locations and fares online.

**AGE:**



**IHI:**



**SEGMENT AUDIENCES:**

- 3.12x more likely to visit 'Travel - Ground/Cruise' sites than the average internet user
- 2.69x more likely to visit 'Travel - Airlines' sites than the average internet user
- 2.26x more likely to visit 'Business/Finance - Online Trading' sites than the average internet user