WHITE PAPER

Locked Out for the Holidays

Lockouts Peak When People Are on the Move: What the Data Shows and How to Be Prepared

A nationwide analysis of holiday lockout trends, based on more than 50,000 KeyMe Locksmiths lockout requests, with simple steps to help you stay prepared.

Executive Summary

KeyMe Locksmiths analyzed 50,278 lockout requests created between November 18, 2024 and November 17, 2026, covering vehicle, residential, and commercial lockouts across 51 states and districts, to understand how Americans' lockout behavior changes during the holiday season. The analysis compares Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve, and New Year's Day, and the weekends around them, against ordinary days, adjusting for day of the week and the time of year.

The headline is reassuring and practical. The holidays themselves are quiet, and the season as a whole is not a lockout rush. The peaks come when many people are likely to be out and about, shopping, visiting, and traveling: the weekend after Thanksgiving, and the weekends in early December. Those are the best moments to take a few minutes to be prepared.

+17%	+21%	+12%	-51%
Thanksgiving Friday–Sunday vs. a normal weekend	Sunday after Thanksgiving vs. a normal Sunday	First two December weekends vs. expected*	Christmas Day vs. a normal day

**Exploratory: this comparison was defined after reviewing the data.*

Key Findings

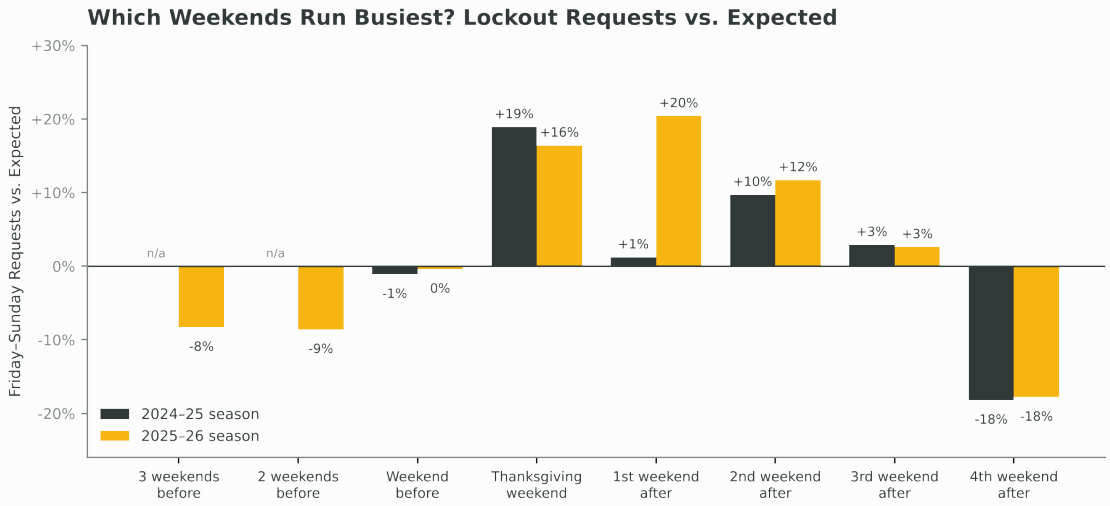
- **Thanksgiving weekend is the season's biggest peak.** Lockout requests from Friday through Sunday after Thanksgiving ran about 17% above a normal weekend (95% CI: 5% to 30% higher), with both years above normal. The Sunday after Thanksgiving, a common return-travel day, ran about 21% above normal (95% CI: 1% to 45%).
- **Early December weekends are also busier than expected.** The first two weekends after Thanksgiving weekend ran about 12% above expected (95% CI: 4% to 22%). This comparison was defined after reviewing the data and is exploratory.
- **Weekends carry the peaks.** Across both seasons, Friday through Sunday averaged about 79 requests a day versus about 57 on Monday through Thursday, and 19 of the 20 busiest days were a Friday, Saturday, or Sunday. The busiest single days were the Saturday after Thanksgiving in 2024 (107) and the Sunday after Thanksgiving in 2025 (101).
- **The holidays themselves, and the week after Christmas, are quiet.** Christmas Day was the quietest day of the season, with lockout requests about 51% below a normal day (95% CI: 34% to 63% lower). Thanksgiving Day ran 26% below normal and New Year's Day 31% below; December 26 through 30 ran about 13% below normal (exploratory). Christmas Eve and New Year's Eve were statistically indistinguishable from an ordinary day.
- **Even the peaks are modest.** Across the whole season, daily lockout requests ran about 4% to 5% below the rest of the year, and the busiest stretches ran roughly 10% to 20% above normal. Vehicle lockouts make up 94% to 97% of holiday-season requests.

Scope note: one complete holiday season (November 1, 2025 to January 1, 2026) and one partial season (from November 18, 2024) are covered, with all five holiday days observed twice. Findings are two years of evidence, not a long-run average. See Methodology.

Holiday Weekends and Periods

Period	2024 vs. expected	2025 vs. expected	Pooled change (95% CI)	Significant?
Thanksgiving Fri–Sun	+19%	+16%	+17% (+5% to +30%)	Yes
Thanksgiving Wed–Sun (whole weekend)	+3%	+9%	+6% (-4% to +16%)	No
First two December weekends*	+5%	+16%	+12% (+4% to +22%)	Yes
Christmas Dec 24–26	-22%	-19%	-20% (-30% to -8%)	Yes
Dec 26–30, post-Christmas lull*	-16%	-11%	-13% (-22% to -4%)	Yes
New Year's Dec 31–Jan 1	-13%	-10%	-11% (-25% to +5%)	No

**These comparisons were defined after reviewing the data (post hoc) and should be treated as exploratory. Year columns compare observed requests with the model's expected total for a normal day. The first two December weekends are the two Friday–Sunday weekends after Thanksgiving weekend.*



Thanksgiving weekend is the biggest peak. Friday, Saturday, and Sunday after Thanksgiving ran 19% above expected in 2024 and 16% above in 2025, and the Sunday alone ran about 21% above normal. Taken as a whole, the five-day span from the Wednesday before through Sunday is only about 6% above normal, because Thanksgiving Day itself is so quiet. **Early December weekends follow:** the first two weekends after Thanksgiving ran about 12% above expected on average, though the first of them was about 1% above in 2024 and 20% above in 2025. **Then things slow:** December 24 through 26 ran about 20% below normal in both years, and the lull continued through December 30.

> *"The surge comes after the turkey, not on Thanksgiving Day itself. Friday through Sunday, people are shopping, visiting, and driving home, and requests run about 17 percent above a normal weekend."*
>
> **KEYME LOCKSMITHS PRODUCT LEAD**

When to Be Ready: A Holiday Peak Calendar

Putting the findings together, here is where lockouts run busier or quieter during the holiday season, and a simple way to be ready for each stretch. Travel itself is not measured in the data; the peaks line up with times when many people are likely to be shopping, visiting, and on the road.

When	What the data shows	A simple way to be ready
Thanksgiving Day	Quiet: about 26% below a normal day	Set up your spare plan before the day arrives
Thanksgiving Fri–Sun	**Peak:** about 17% above a normal weekend; the Sunday about 21% above	Keys in hand before doors and trunks close; keep a spare reachable on the trip home
First two December weekends	Busier: about 12% above expected (exploratory)	Shopping and gatherings: keep keys on you, not on a seat or in a bag
Christmas Eve	About normal	Check keys and fobs before you head out
Christmas Day	Quietest: about 51% below a normal day	Have a trusted person holding a spare, and a service number saved
Dec 26–30	Slower: about 13% below normal (exploratory)	Post-holiday errands and trips: the same habits still apply
New Year's Eve and Day	Eve about normal; Day about 31% below	Keep keys with you before you head out for the evening

A reassuring note: most holiday days are quieter than a normal day, and even the busiest stretches run only about 10% to 20% above normal. The goal is not to worry, just to pick a few easy habits for the moments when people are most likely to be out and about.

> *“Everyone expects the holidays to be a lockout rush. In our data it's more nuanced: the days that matter most to people are quiet, and the busy stretches are when people are on the move, which is exactly the right time to get prepared.”*
>
> **KEYME LOCKSMITHS ANALYST**

Be Prepared: A Simple Holiday Lockout Plan

A lockout is rarely more than an inconvenience, but during the holidays it can derail travel, family plans, and a good mood, and it is an unplanned detour and expense you can avoid. The good news is that a few small habits go a long way.

Before you travel or shop

- **Share or stash a spare.** Give a spare key to someone you trust or keep one in a secure lockbox, and make sure it actually works.
- **Check your key fob.** Replace weak batteries and test your spare fob before a trip.
- **Save the numbers.** Keep a trusted locksmith or roadside-assistance number in your phone, and check whether your insurance or auto club covers lockouts.

During the peak stretches (Thanksgiving weekend and early December weekends)

- **Pause before you close the door or trunk.** Keys, phone, and wallet in hand, especially when loading shopping bags or luggage.
- **Keep keys on you, not in the car.** Avoid setting keys on a seat or in a bag you might close inside the vehicle.
- **Add a tracker.** A key finder on your key ring makes keys easier to find and harder to leave behind.
- **Plan for the trip home.** The Sunday after Thanksgiving ran above normal, so make sure your spare plan travels with you.

On the quiet holidays

- **Plan ahead.** Thanksgiving Day, Christmas Day, and New Year's Day are quieter than normal, which makes them easy days to forget about. It is easier to prevent a problem than to solve one, so set up your spare plan before the day.

If it happens anyway

- **Stay calm and stay safe.** Move to a well-lit, safe spot and keep your phone charged.
- **Have the details ready.** Your location, vehicle make, model, and year, and your ID make a call to a licensed provider quicker.
- **Check your options.** Your vehicle's app or roadside plan may be able to unlock the door.

> *“A spare key held by someone you trust, or a few seconds checking your pockets before you close the door, turns a holiday-ruining lockout into a non-event.”*
>
> **KEYME LOCKSMITHS ANALYST**

Frequently Asked Questions

When are lockouts most likely during the holidays?

The Friday through Sunday after Thanksgiving, which ran about 17% above a normal weekend (95% CI: 5% to 30% higher) in both years, with the Sunday itself about 21% above normal. The first two weekends of December also ran about 12% above expected (exploratory).

Are lockouts more common when people travel?

The data does not measure travel, but the peaks line up with times when many people are likely to be shopping, visiting, and on the road, such as Thanksgiving weekend and the return-trip Sunday. The holidays themselves are quieter than normal.

Do lockouts spike during the holidays?

Not across the season as a whole. In KeyMe Locksmiths' data, the holiday season ran about 4% to 5% below the rest of the year, and the major holidays themselves were quiet. The exceptions are the busier weekend stretches above.

What is the quietest day of the holiday season for lockouts?

Christmas Day. Lockout requests fell about 51% below a normal day, with 29 requests in 2024 and 26 in 2025.

Which type of lockout is most common during the holidays?

Vehicle lockouts, at 94% to 97% of holiday-season requests. Residential lockouts were roughly 3% to 5% and commercial lockouts about 0.3% to 0.8%, depending on the season.

How many holiday seasons does this cover?

One complete season (2025–26) and one partial season starting November 18, 2024. All five holiday days are observed in both years.

Methodology and Limitations

Data. This analysis uses KeyMe Locksmiths job-level lockout data (Vehicle, Residential, and Commercial lockout categories only; key duplication, rekeying, and installation are not in the file). The workbook contained two sheets that differ by 49 rows (50,361 vs. 50,312); the sheet with state and city detail was used (the 49-row difference is about 0.1% of records). Two isolated 2022 records and 32 sparse records from November 6–17, 2024 (before consistent data begins) were excluded, leaving 50,278 requests across 730 consecutive days, November 18, 2024 through November 17, 2026, with no missing days.

What is counted. "Lockout requests" are jobs by their created date, regardless of final status (about two-thirds completed and one-third canceled). This measures demand for KeyMe Locksmiths' network, not all lockouts nationwide, and is influenced by service coverage and availability. Dates have no time component, so time-of-day analysis is not possible. Vehicle lockouts were 94.1% of requests in the 2024–25 season window (2,767 of 2,942) and 96.9% in 2025–26 (3,966 of 4,092); residential and commercial requests together were between 3% and 6%.

Seasons covered. The data supports one complete holiday season (November 1, 2025 to January 1, 2026) and one partial season (November 18, 2024 to January 1, 2025, which still contains all five analyzed holiday days). The November 2026 data ends on November 17 and contains no holiday days. The analysis therefore does not cover three complete seasons.

Statistical approach. Daily request counts were modeled with negative binomial regression including day-of-week effects, three annual seasonal harmonics, a linear trend, a control for other holidays (Memorial Day, July 4, Labor Day), and indicators for each analyzed holiday. Results are shown as percent change versus the model's expected normal day with 95% confidence intervals. The Dec 26–30 comparison was specified after viewing the data and is exploratory. With two observations per holiday, single-day estimates carry wide uncertainty.

Weekend and peak analysis. Weekend averages are simple averages over the 45-day (2024–25) and 62-day (2025–26) seasons: Friday through Sunday averaged 78.8 requests per day in both seasons versus 56.4 and 56.8 for Monday through Thursday. The first-two-December-weekends comparison (Dec 6–8 and 13–15, 2024; Dec 5–7 and 12–14, 2025) was defined after viewing the data and is exploratory; when it is estimated alongside the Thanksgiving weekend, the Thanksgiving Friday–Sunday estimate is about +19%, consistent with the main estimate of +17%. The Thanksgiving Sunday estimate (+21%, 95% CI 1% to 45%) comes from the day-level model; it was about +7% in 2024 and about +30% in 2025. Travel is not measured in the data.

Not used. The completion rate rose from roughly 55% to about 82% beginning in early 2026, indicating an operational or reporting change, so completion and cancellation rates were not compared across seasons. The residential share of requests declined throughout the dataset, and regional mix showed no consistent holiday shift across the two seasons, so neither is reported as a holiday effect.

Interpretation. Explanations for why demand rises or falls on particular days, such as travel, shopping, and time at home, are reasonable interpretations consistent with the data, not findings verified through customer records. The preparedness tips are general guidance. Suggested citation: KeyMe Locksmiths, "Locked Out for the Holidays: A Nationwide Analysis of Holiday Lockout Trends."