



2022 CONSUMER SURVEY REPORT

Memorial Day



We asked 1,200 people about their upcoming Memorial Day plans.

Numerator's 2022 Memorial Day survey was fielded between Thursday 4/28 and Monday 5/2 to 1,646 individuals, 75% of whom plan on celebrating Memorial Day

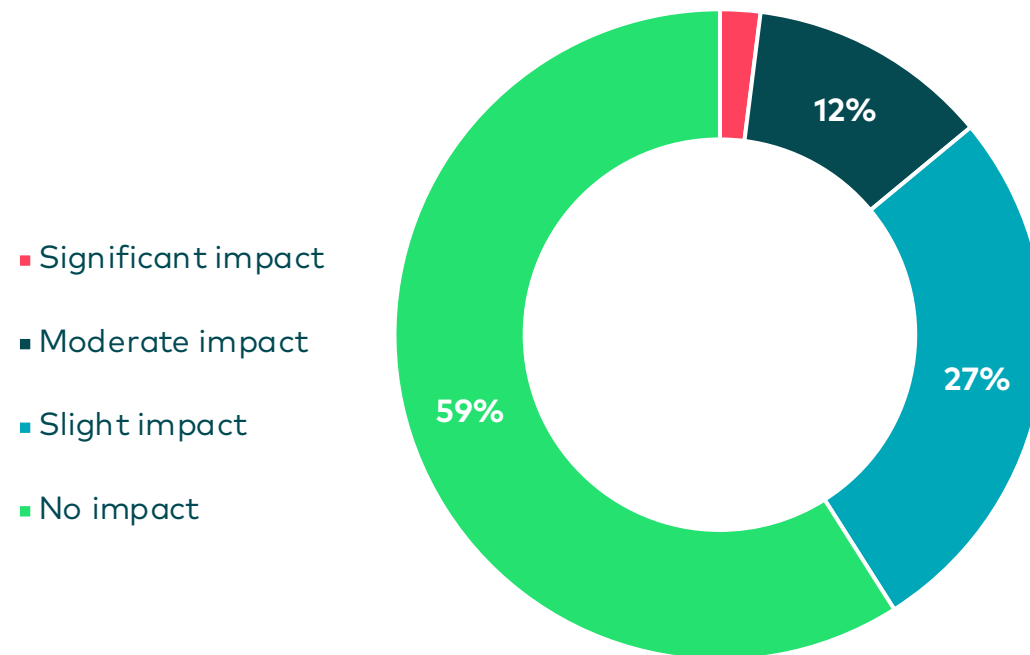


Memorial Day celebrants are eager to leave pandemic worries behind.

As the summer months approach, COVID impact continues to shrink. 3 in 5 do not expect any lingering pandemic effect on their Memorial Day celebrations.

Midwestern (**index 109**) and Southern (**103**) consumers are even more likely to expect no impact on their plans.

EXPECTED COVID-19 IMPACT

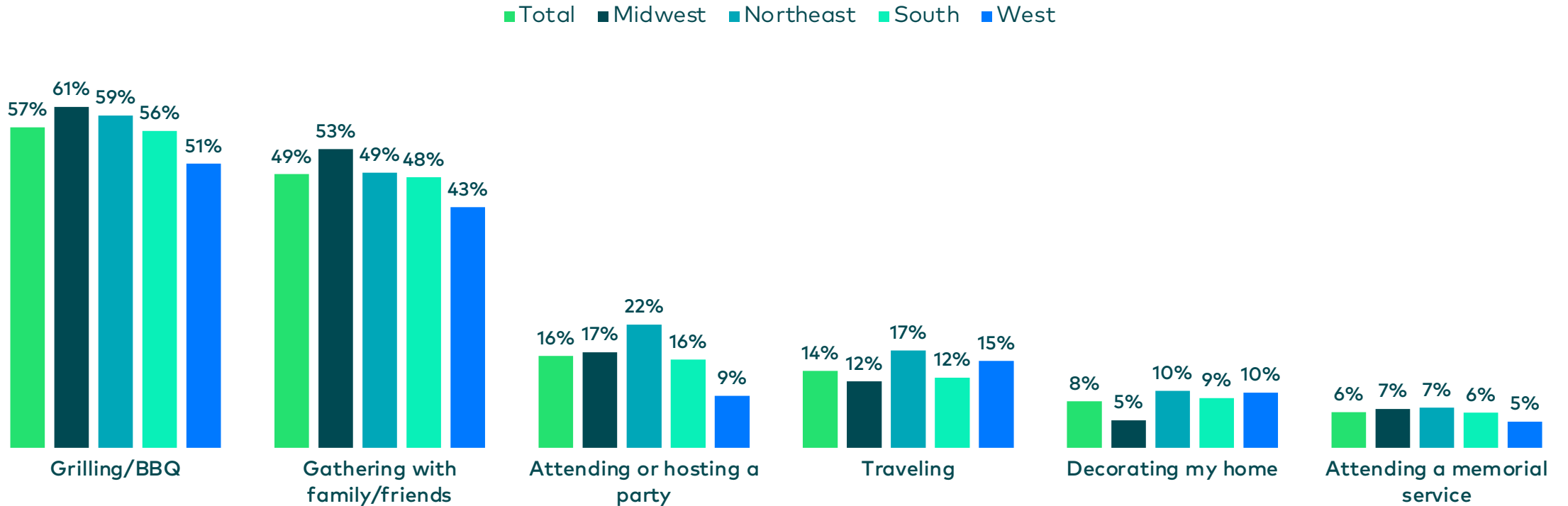


Memorial Day plans will look different across the country.

While activities such as grilling and gathering with family / friends will be the plans for roughly half of all celebrators, both will be especially popular in the Midwest. Northeastern consumers will be more likely to travel or attend / host a party. Southern consumers will be more likely to decorate their home.

MEMORIAL DAY CELEBRATION PLANS

By Region

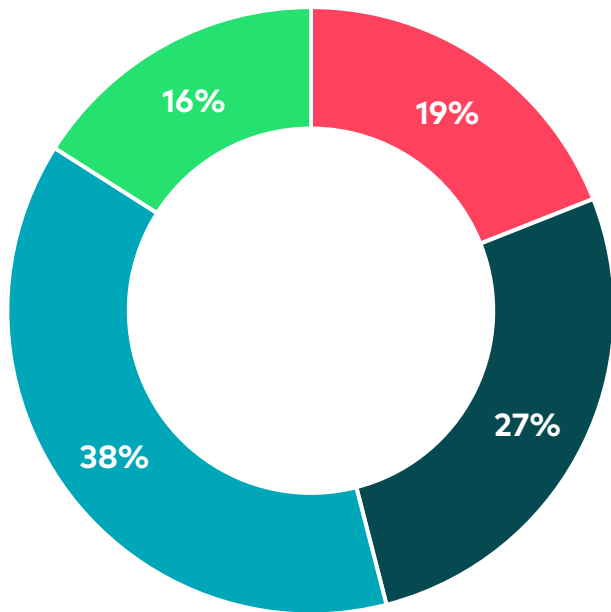


Inflation could have consumers split on how much they plan to spend.

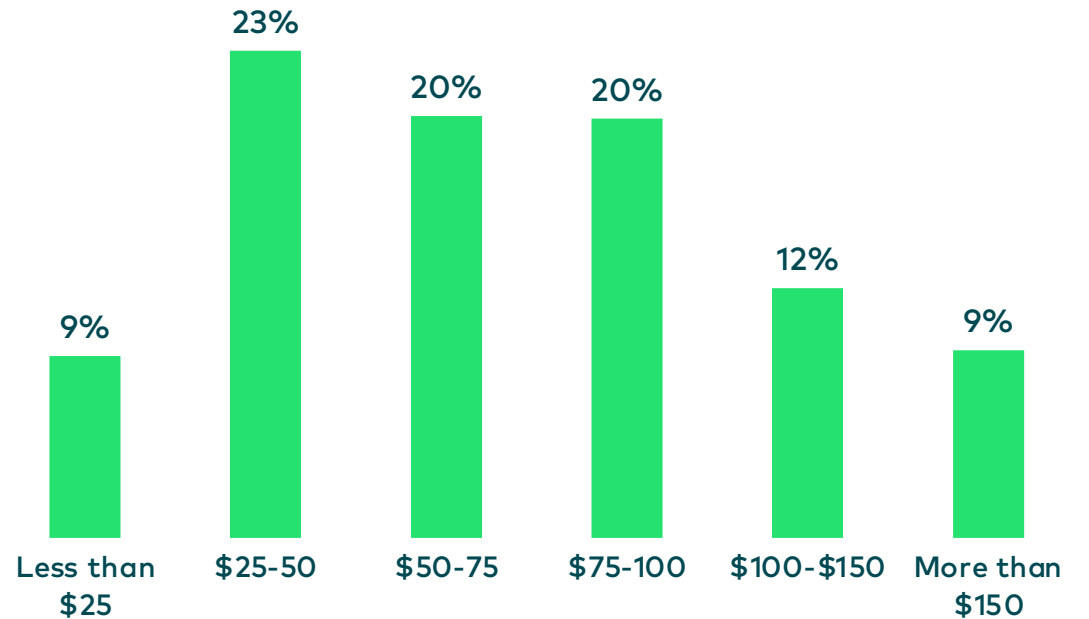
84% of celebrants are expecting inflation impact on their Memorial Day shopping, with 1 in 5 expecting it to be significant. And, while a third expect to keep their holiday spending below \$50, over 1 in 5 plan to spend north of \$100.

EXPECTED INFLATION IMPACT

- Significant impact
- Moderate impact
- Slight impact
- No impact



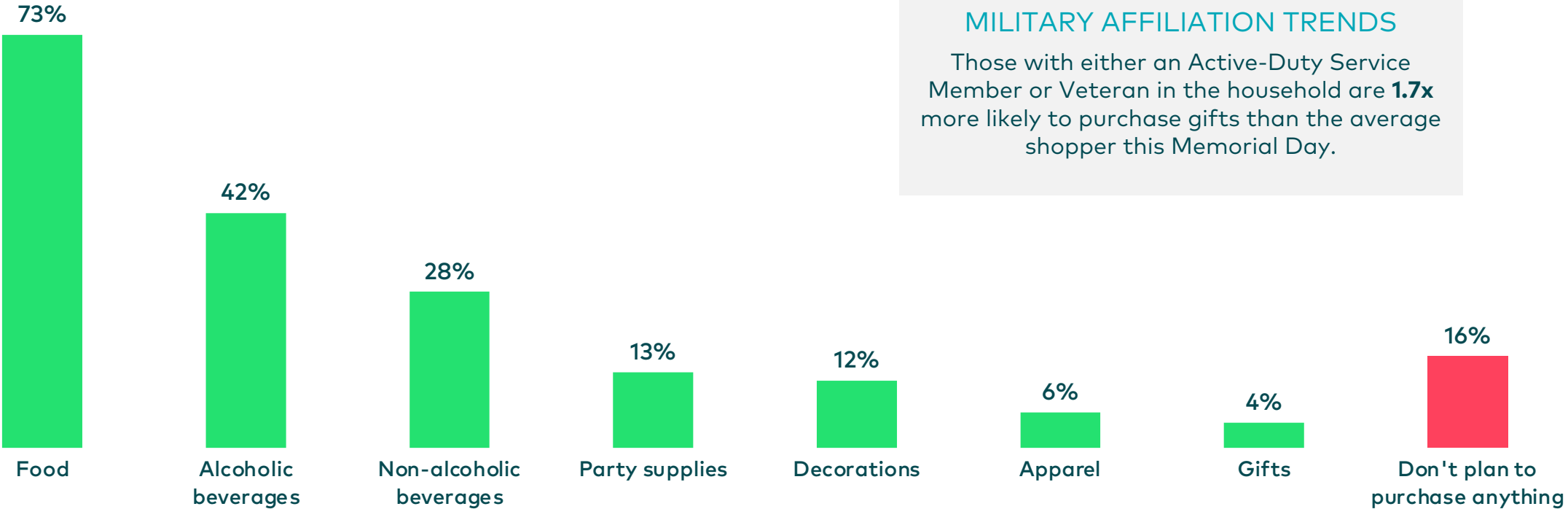
EXPECTED MEMORIAL DAY SPENDING



Rising prices won't stop consumers from filling their plates this Memorial Day.

While not everyone will shop for Memorial Day, 84% celebrators do plan to purchase something. Roughly 3 in 4 plan to purchase food and 2 in 5 will purchase alcoholic beverages. Those with military affiliations are more likely to purchase gifts.

PLANNED MEMORIAL DAY PURCHASES

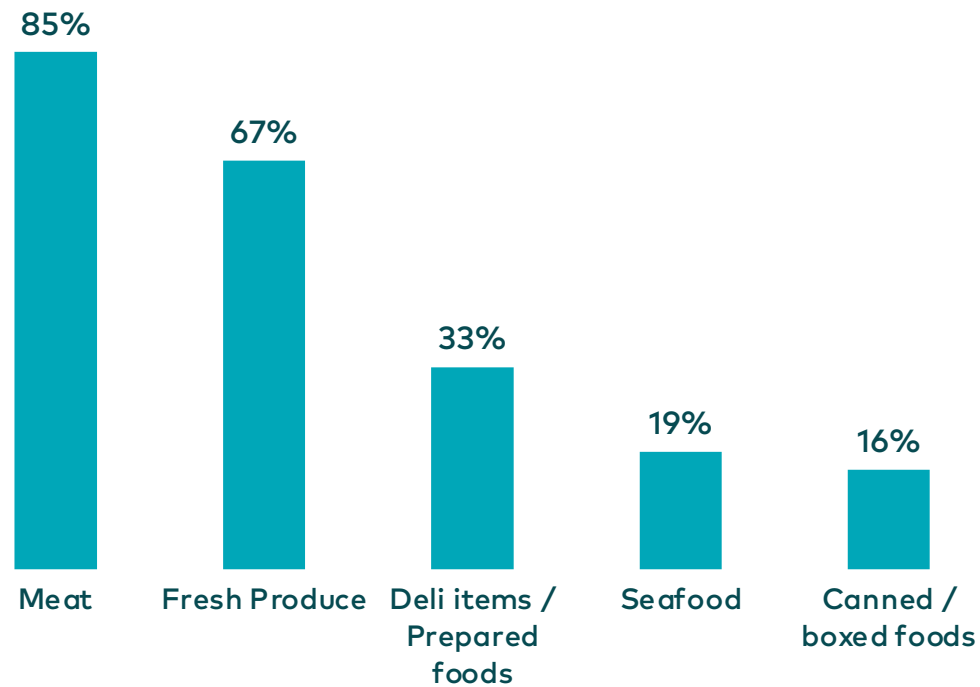


Celebrants will be shopping to stock their grills and beer coolers.

Of those planning to shop food and alcohol, at least 3 in 4 plan to buy meat and beer. Seafood is more popular in the Northeast (**index 128**) and South (**124**). Northeast consumers will also be more partial to wine (**114**) and hard seltzers (**110**).

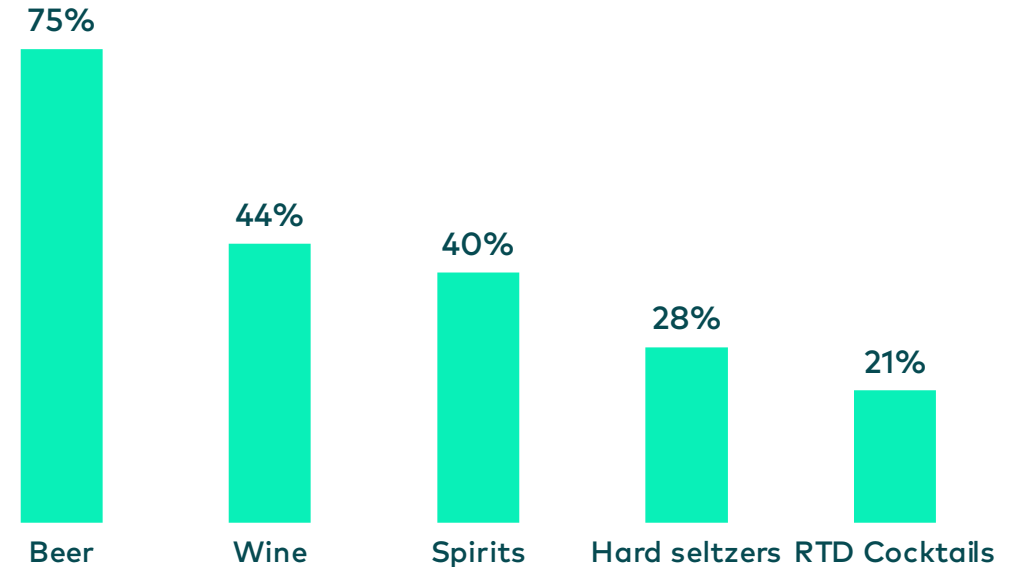
TOP FOOD CATEGORIES

Among those who intend to purchase food



TOP ALCOHOL CATEGORIES

Among those who intend to purchase alcoholic beverages



Memorial Day shopping will be an in-store endeavor for almost all shoppers.

With food and beverages leading the way from a category view, channels such as grocery and mass stand to dominate Memorial Day spending. Less than 1 in 5 shoppers will be browsing the web to make their purchases.

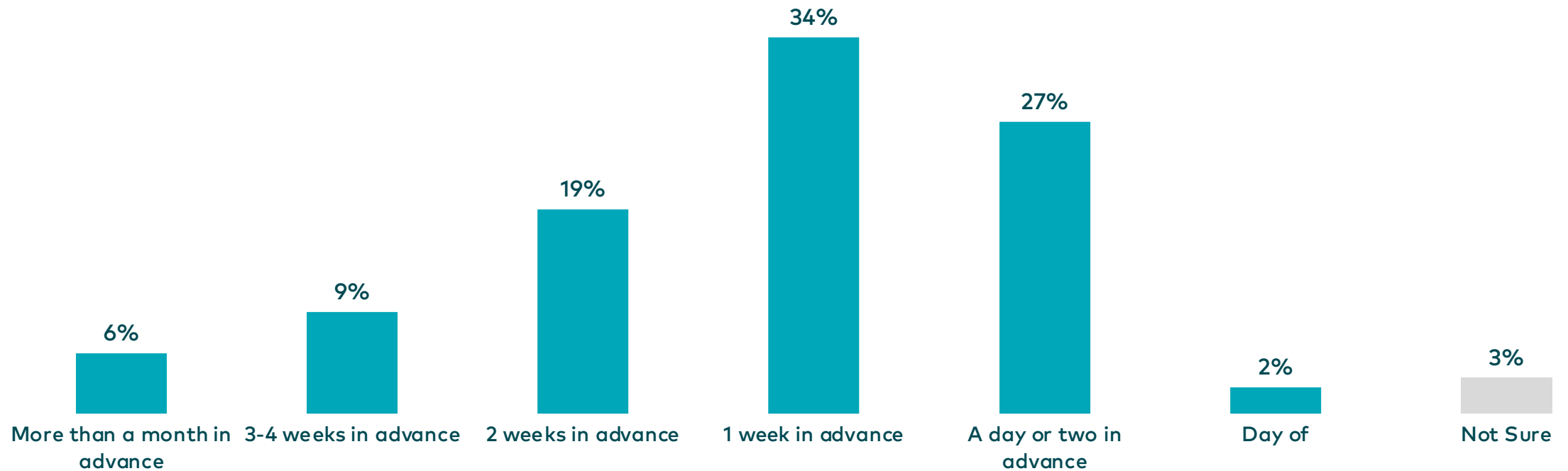
PLANNED MEMORIAL DAY SHOPPING LOCATIONS



Celebrators will keep stores busy throughout the month of May.

While almost 1 in 3 will get their shopping done within the days leading up to the holiday, most plan to stock up a week or more in advance of their holiday celebrations. 15% of shoppers will go the extra mile and plan to shop 3+ weeks ahead.

PLANNED MEMORIAL DAY SHOPPING TIMING





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