



2022 CONSUMER SURVEY REPORT

Independence Day



We asked 1,100 people about their upcoming Independence Day plans.

Numerator's 2022 Independence Day survey was fielded between Tuesday 6/7 and Saturday 6/11 to 1,259 individuals, 84% of whom plan on celebrating Independence Day. The report showcases overall consumer plans with additional highlights by US region, generation, and ethnicity

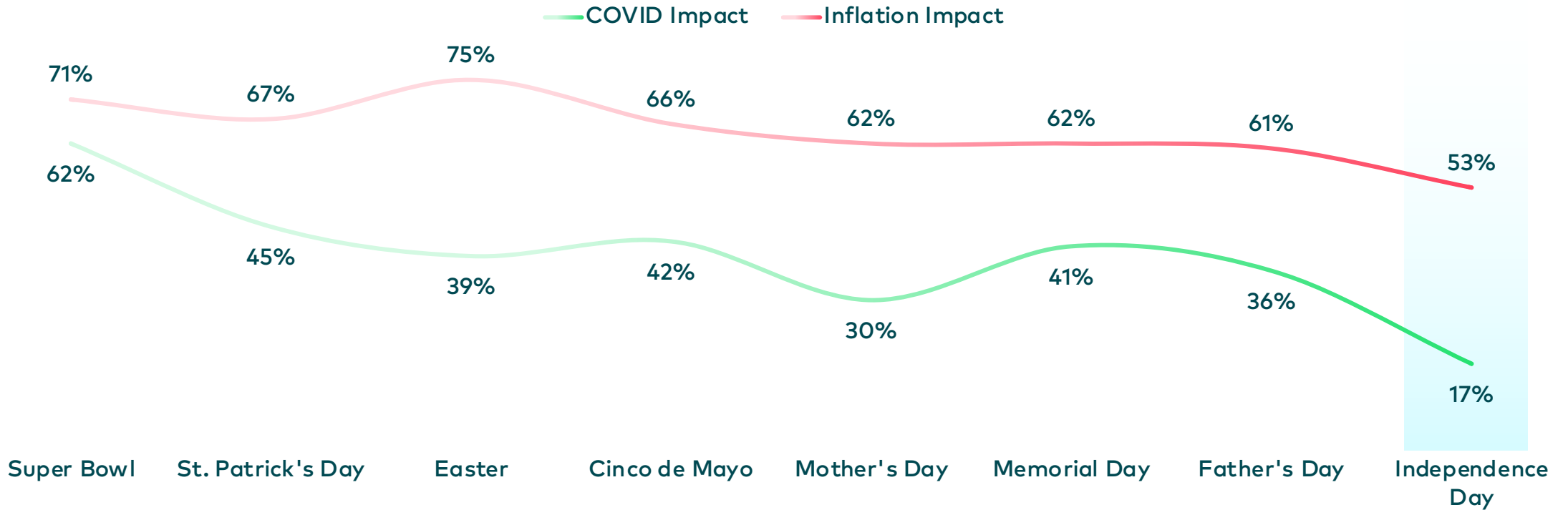


COVID concern is at a record holiday low as most still have inflation worries.

Less than 1 in 5 holiday celebrators are now concerned about COVID. Pandemic stress is even lower in the Midwest (index 69) and the Northeast (index 81). Inflation impact has declined but remains a concern for 53% of holiday celebrants.

EXPECTED COVID & INFLATION IMPACT

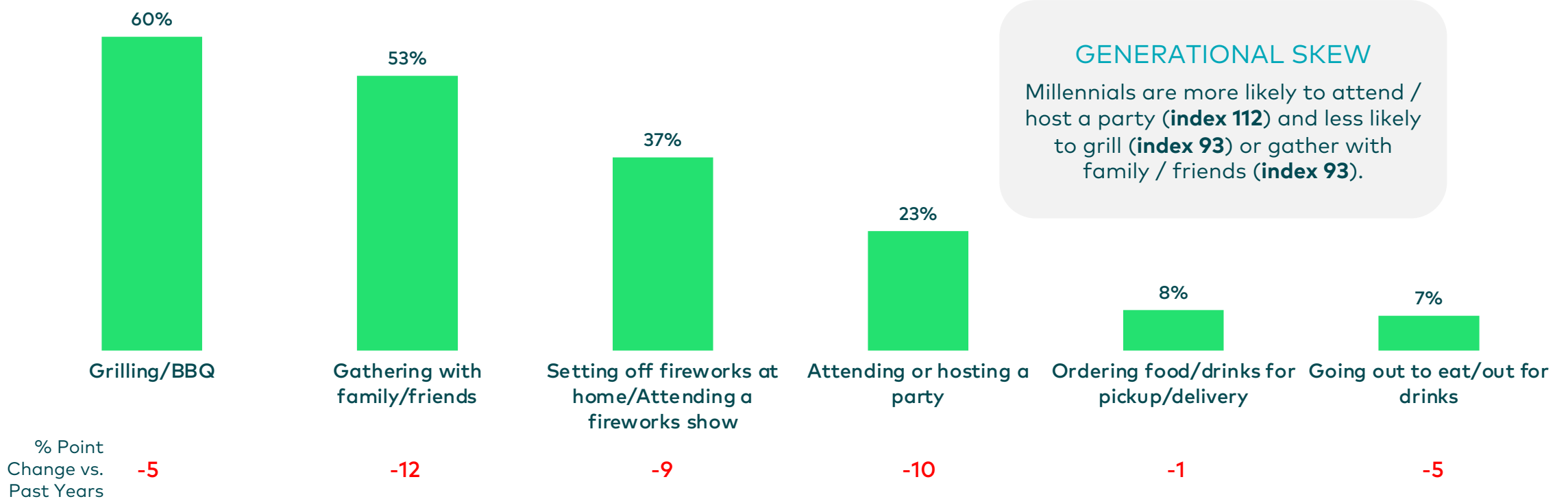
% who expect significant or moderate impact



Celebrators still plan to cut back on some traditional celebration styles.

Even with shrinking concern, certain activities are less popular than they were during last year's summer celebration spike. Still, most plan to grill or gather with friends and family. Over a third plan to set off or watch fireworks.

INDEPENDENCE DAY CELEBRATION PLANS



The drop in celebrations could be attached to expected spending cutbacks.

Celebrators will look to tighten their budgets across activities and categories. The most popular areas of spending cutbacks include dining out and fireworks.

Boomers+ are even more keen to spend less on both dining out (**index 109**) and meat or seafood (**index 107**). Millennials are less likely to make cutbacks in these areas.

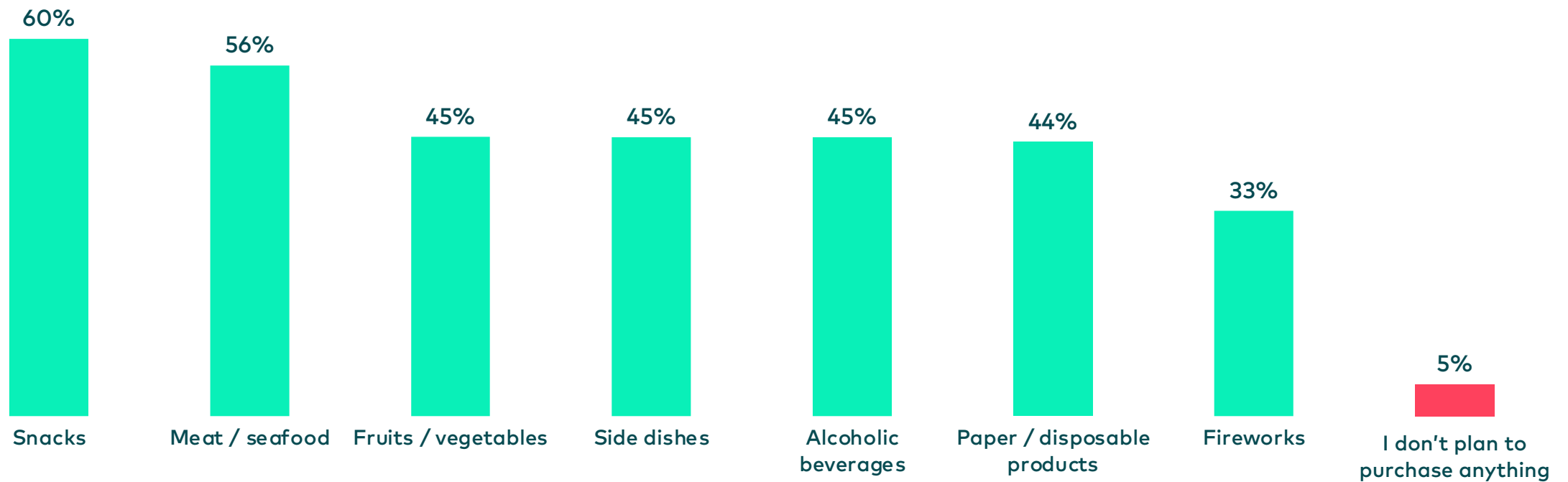
PLANNED SPENDING CUTBACKS



Grocery baskets will be full of variety this 4th of July.

Almost all celebrators plan to purchase something for their holiday. Most of these purchases will be of the edible variety, as over half plan to purchase snacks or meat and seafood. 1 in 3 plan to shop for fireworks, higher among Millennials (**index 111**).

PLANNED INDEPENDENCE DAY PURCHASES

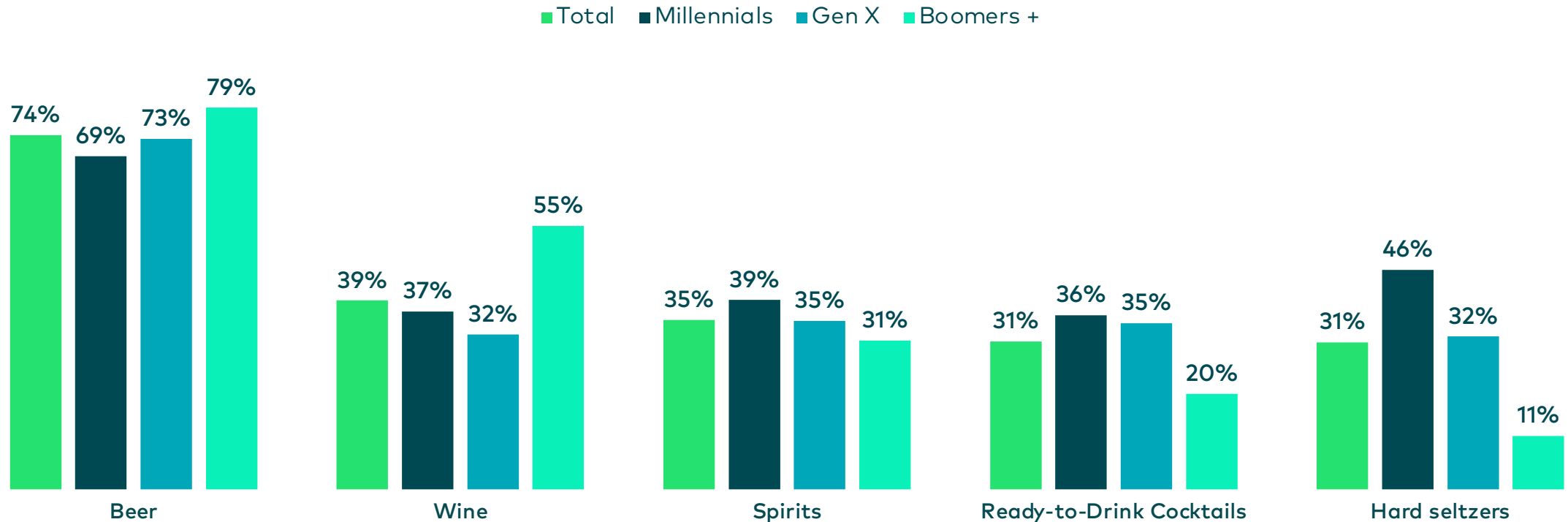


The drink cooler will look different across generations.

While beer is the popular choice regardless of age, the rest of the cooler isn't likely to look the same across age groups. Boomers+ heavily over-index with wine while younger shoppers are more likely to opt for hard seltzers and RTD cocktails.

TOP ALCOHOL CATEGORIES

Among those who intend to purchase alcoholic beverages



Hard seltzers and ready-to-drink cocktails will be a 4th of July staple for some.

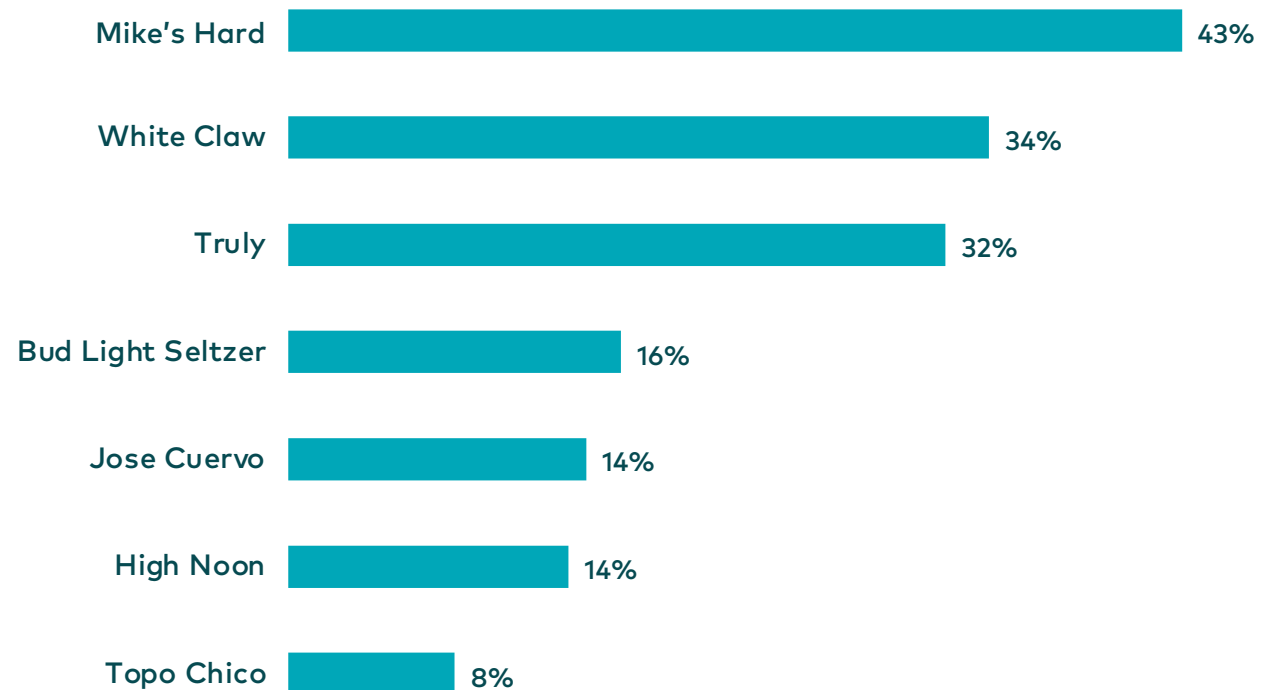
Of those who plan to shop these categories, over 2 in 5 plan to buy Mike's Hard products.

Gen X celebrants are more likely to reach for brands such as Bud Light Seltzer (**index 121**) and Jose Cuervo (**index 111**)

Millennials have more of a taste for Topo Chico (**index 166**) and Truly (**index 145**)

PLANNED HARD SELTZER / RTD PURCHASES

Among those who intend to purchase these categories



Independence Day celebrators will be heavy shoppers in the grocery channel.

Considering the food focus of many celebrants' shopping lists, grocery retailers will be the most popular destination for over 2 in 3. Online shopping is expected to be low but is on par with the likes of Memorial Day.

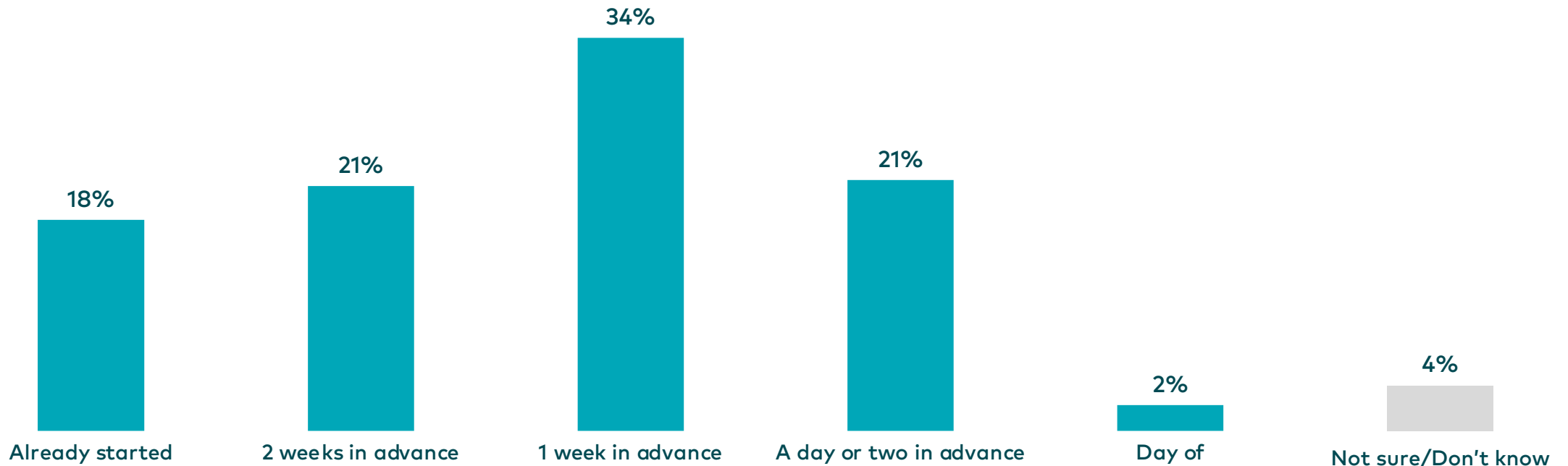
PLANNED INDEPENDENCE DAY SHOPPING LOCATIONS



Most shoppers will be checking off their shopping list during the holiday week.

Considering the heavy lean to groceries, it's no surprise that over half plan to get their shopping done a week or less in advance. However, almost 1 in 5 have already begun making their purchases more than 2 weeks out.

PLANNED INDEPENDENCE DAY SHOPPING TIMING



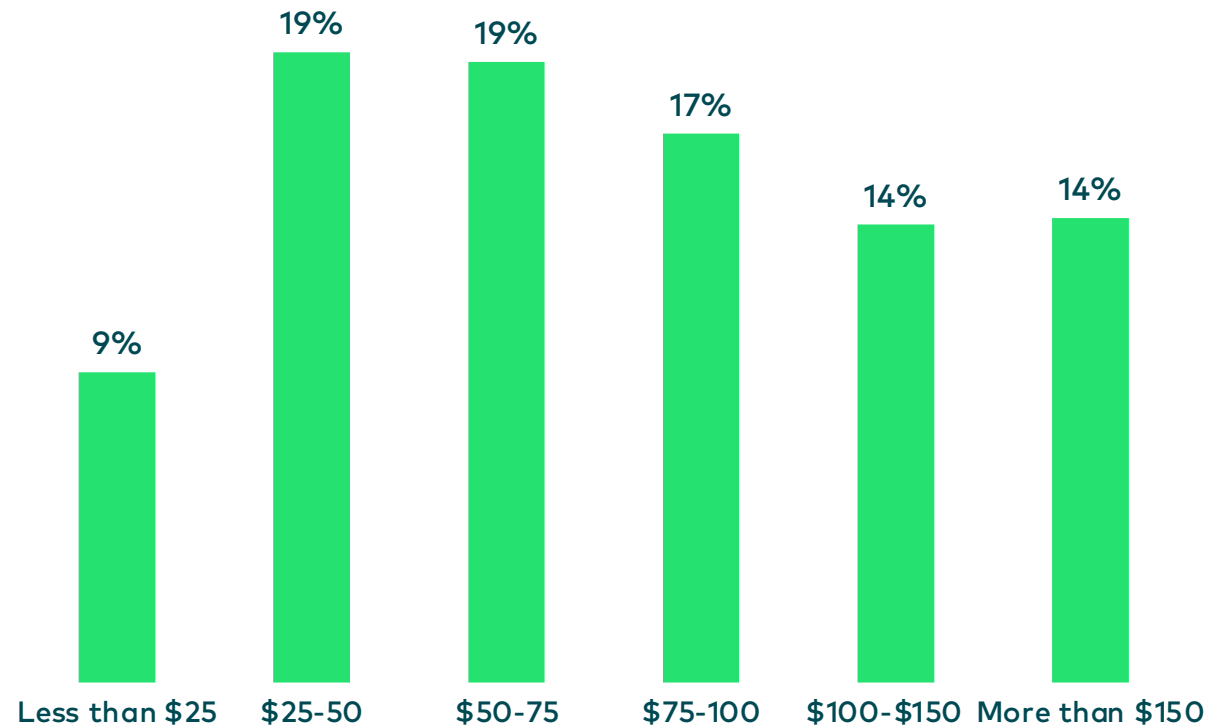
Spend will be split evenly across all levels as most consumers look to save more.

Almost 2 in 5 will curb their spending to \$75 or less while over 1 in 4 could see their basket total climb to north of \$100. Gen X is likely to fall into the high spend group (**index 117**).

INFLATION EFFECT

Over half of all celebrators are expecting to **spend less** this 4th of July (**58%**) compared to previous years. This figure is higher among older shoppers (**Boomers+ index 107**).

EXPECTED INDEPENDENCE DAY SPENDING

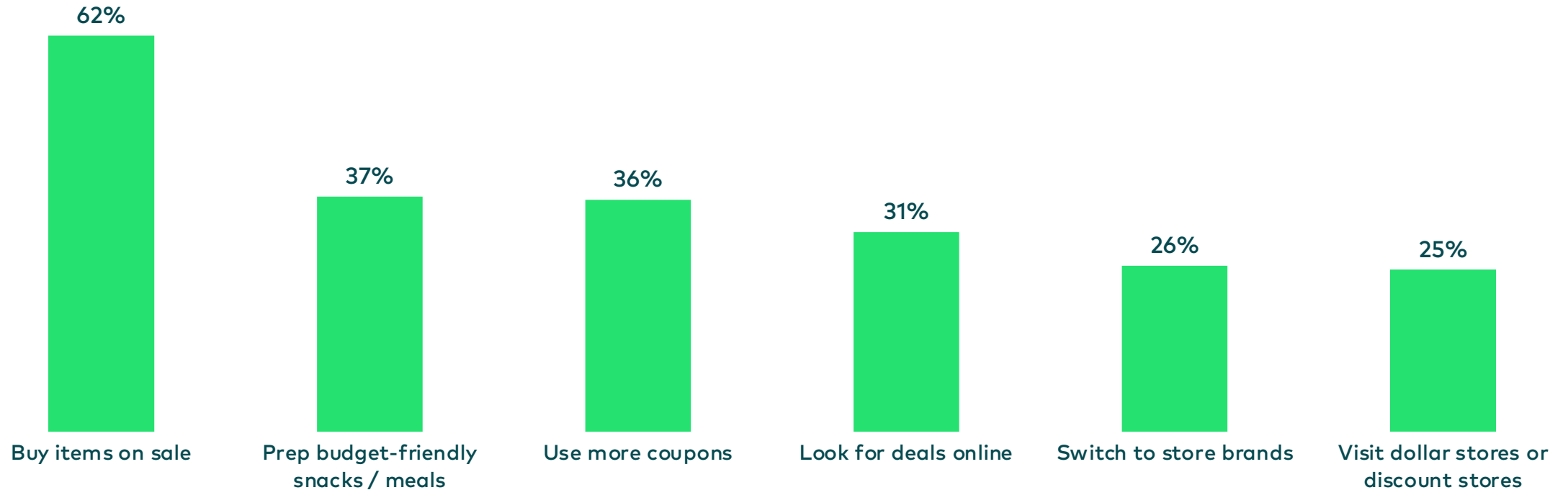


No matter their planned spend, celebrators will get creative to save money.

Almost 2 in 3 will be looking intently for sale items as they shop. 1 in 3 plan to make use of coupons and online deal-searching. Looking for online deals will be even more popular with Millennial celebrators (**index 119**).

PLANNED SHOPPING CHANGES

Due to inflation





Celebrate with more summer holiday insights.

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