



2023 Q2 Holiday Intentions Preview

CONSUMER SURVEY REPORT





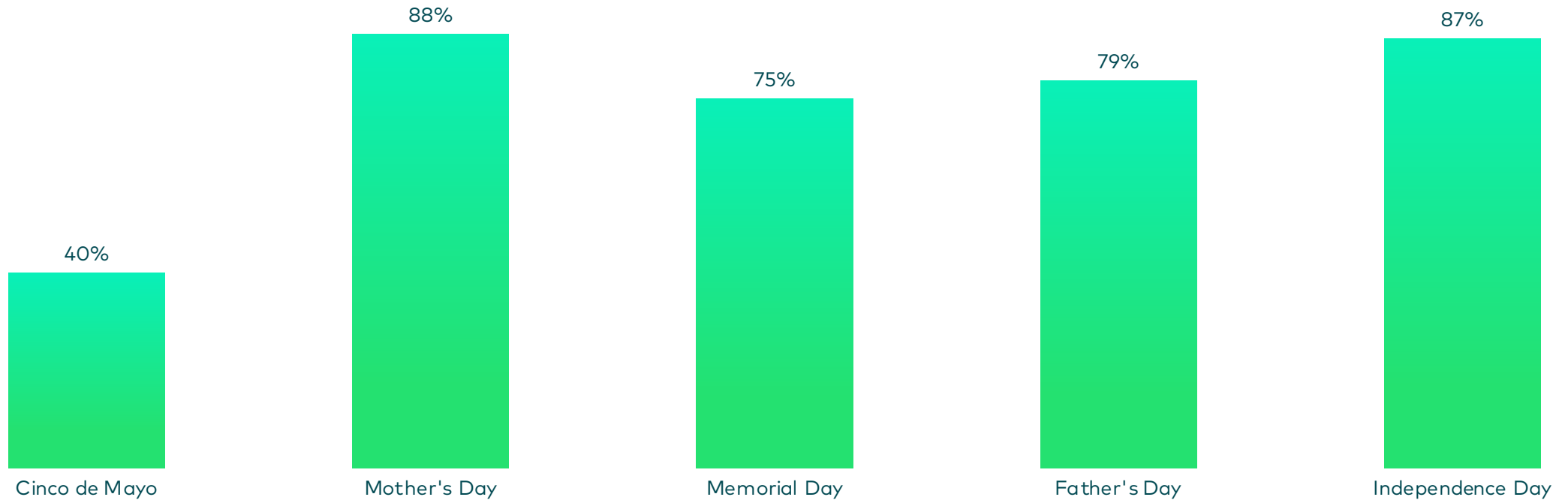
We asked 2,650 consumers about their Q2 2023 holiday plans.

Numerator's 2023 Q2 Holiday Preview survey was fielded to 2,650 consumers in April 2023, and highlights consumers' celebration, shopping and spending plans for Cinco de Mayo, Mother's Day, Memorial Day, Father's Day, and Independence Day.

Setting the Stage

CELEBRATION INTENTIONS

% of US consumers planning to celebrate



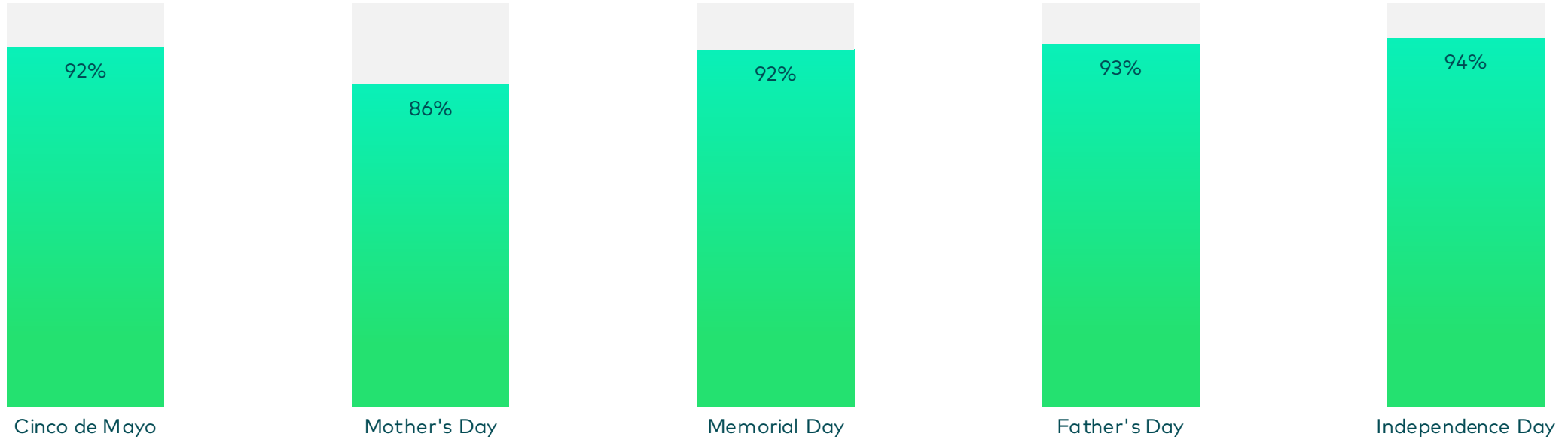
Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=2,650) | Do you expect to celebrate the following 2023 holidays? "Definitely" or "Probably" shown

Nearly all consumers say they'll buy something for Q2 holiday celebrations.

Over four-fifths of celebrators will purchase something for Q2 2023 holidays. Purchase intentions are lowest for Mother's Day and highest for Independence Day.

PURCHASE INTENTIONS

% of intended celebrators who expect to buy something



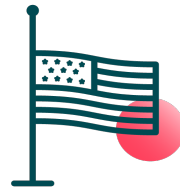
A closer look at Q2 holidays:



CINCO DE MAYO



MOTHER'S DAY



MEMORIAL DAY



FATHER'S DAY



INDEPENDENCE DAY

Cinco de Mayo





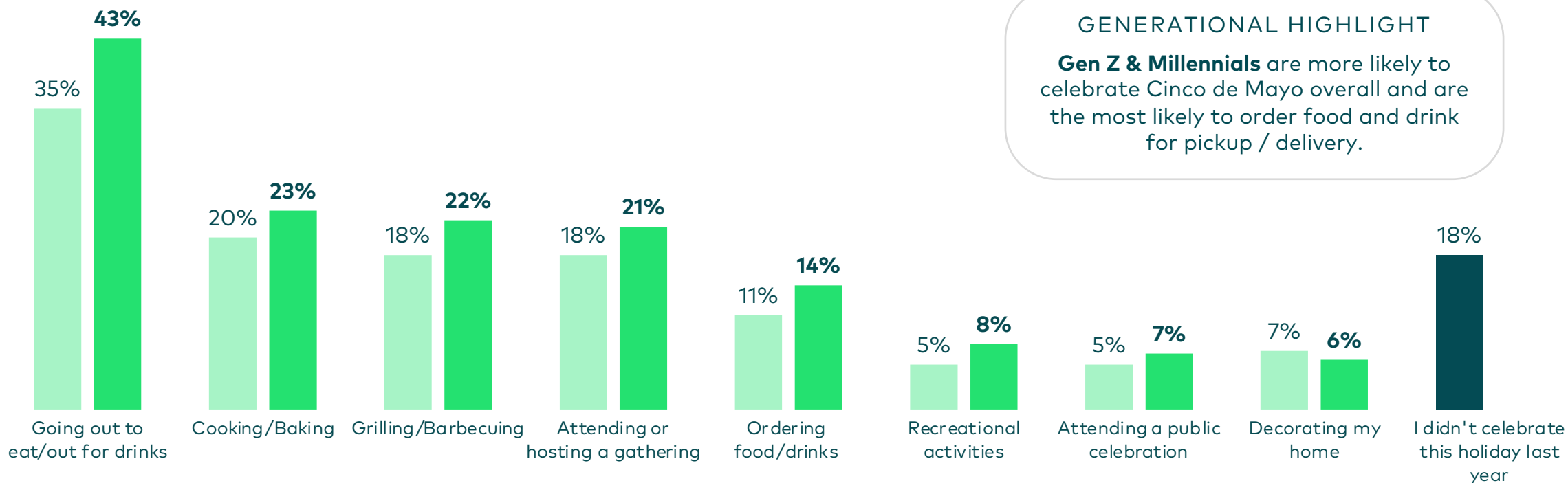
More consumers will go out for food and drinks this Cinco de Mayo.

Among the 40% of consumers who plan to celebrate Cinco de Mayo, going out for food or drinks and cooking/baking at home will be top activities, followed by grilling/barbecuing. Nearly a fifth of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators

■ Last Year ■ This Year (2023)



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=532)

How did you celebrate [holiday] last year? | How do you intend to celebrate [holiday] this year?

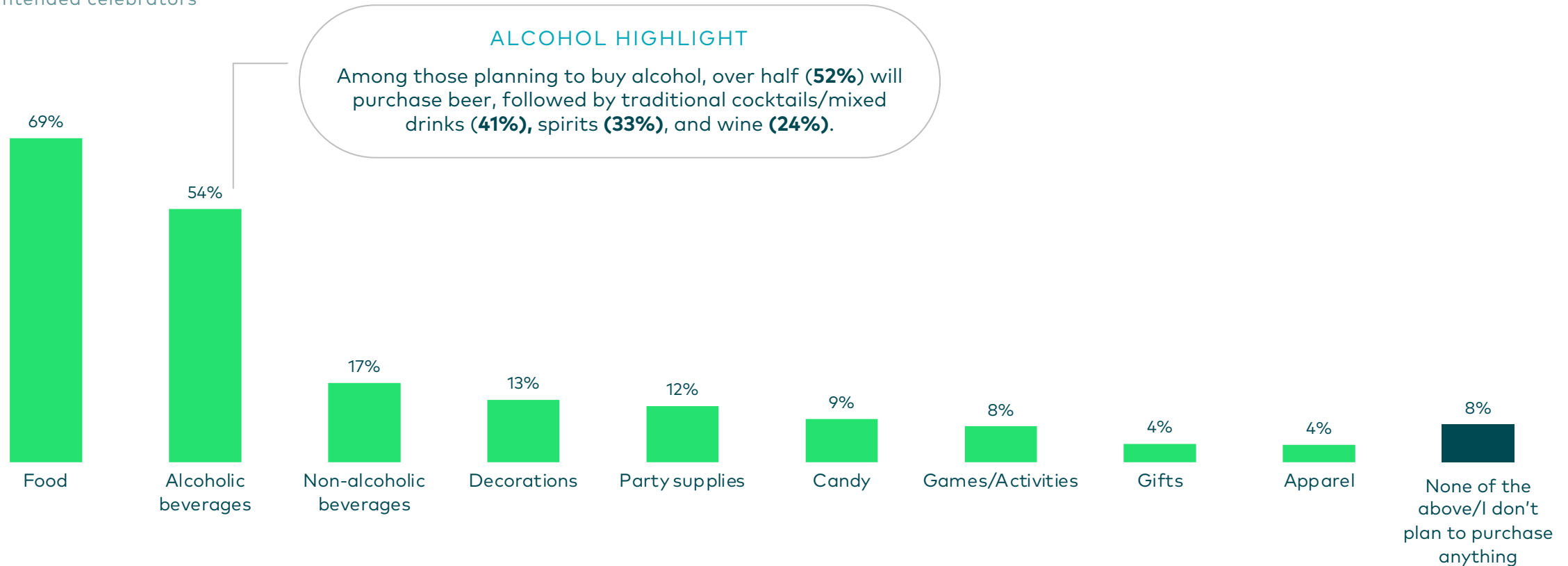


Food and alcohol are at the top of Cinco de Mayo shoppers' lists.

Over three fifths of Cinco de Mayo shoppers expect to buy food this year, and over half will purchase alcohol. Beer and traditional cocktails/mixed drinks are the most popular alcohol for Cinco de Mayo shoppers.

PURCHASE INTENTIONS

% of intended celebrators



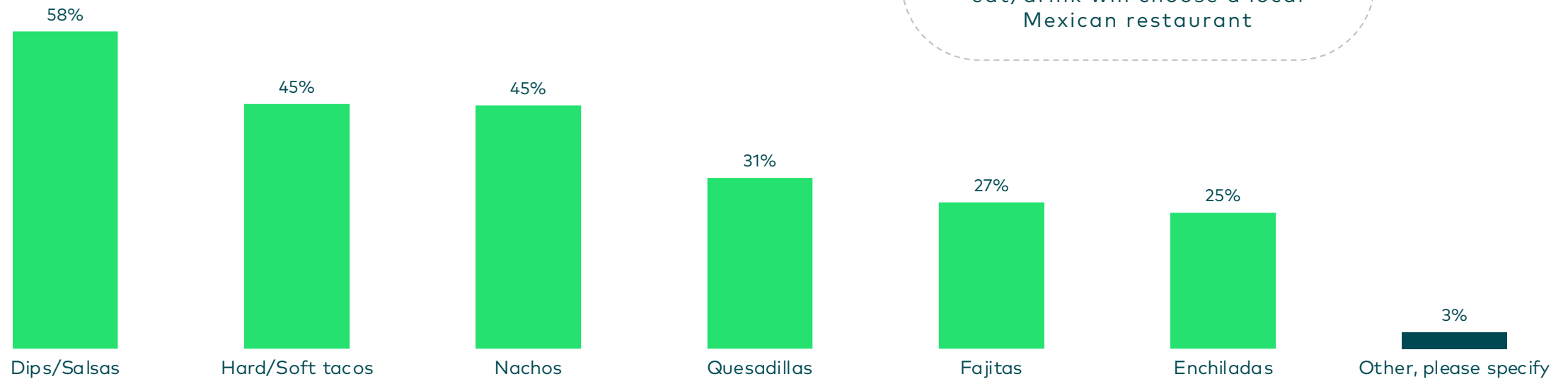


Traditional favorites will be top menu picks this Cinco de Mayo.

Dips and salsas will be top choice for over half of Cinco de Mayo celebrators followed by tacos and nachos. Over four fifths of those going out to eat and drink will visit a local Mexican restaurant.

FOOD CONSUMPTION INTENTIONS

% of intended celebrators



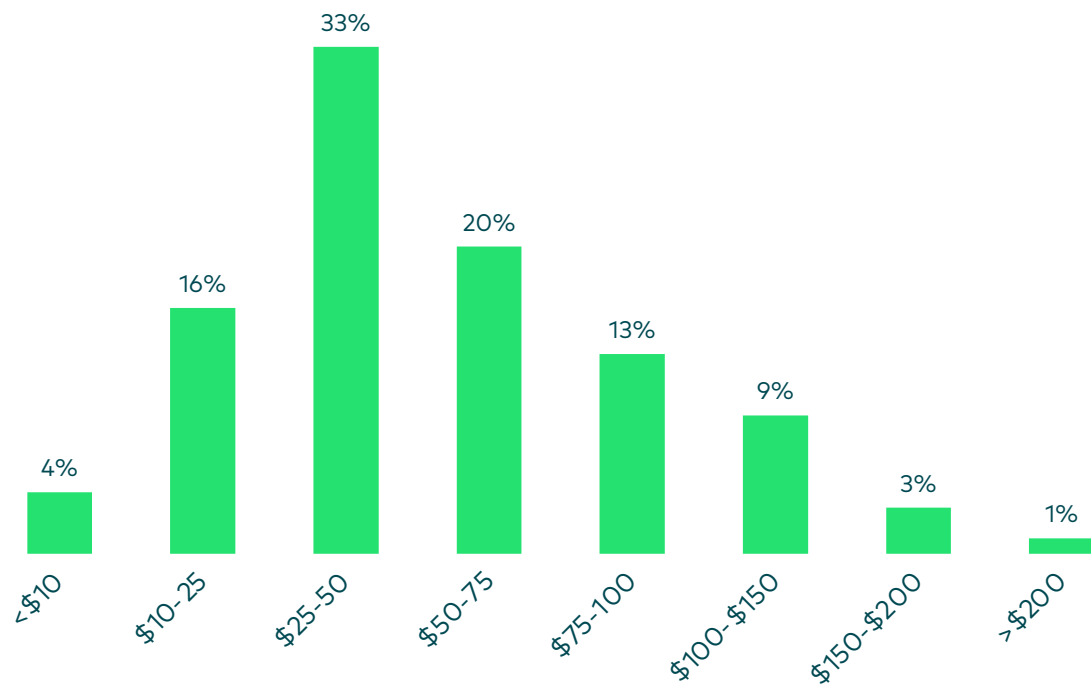


Cinco de Mayo shoppers expect to spend the same this year compared to 2022.

Most Cinco de Mayo shoppers expect to spend between \$25 and \$75 on their holiday celebrations this year. Two thirds those who celebrated last year plan to spend the same amount this year, but nearly one fifth say they will spend less.

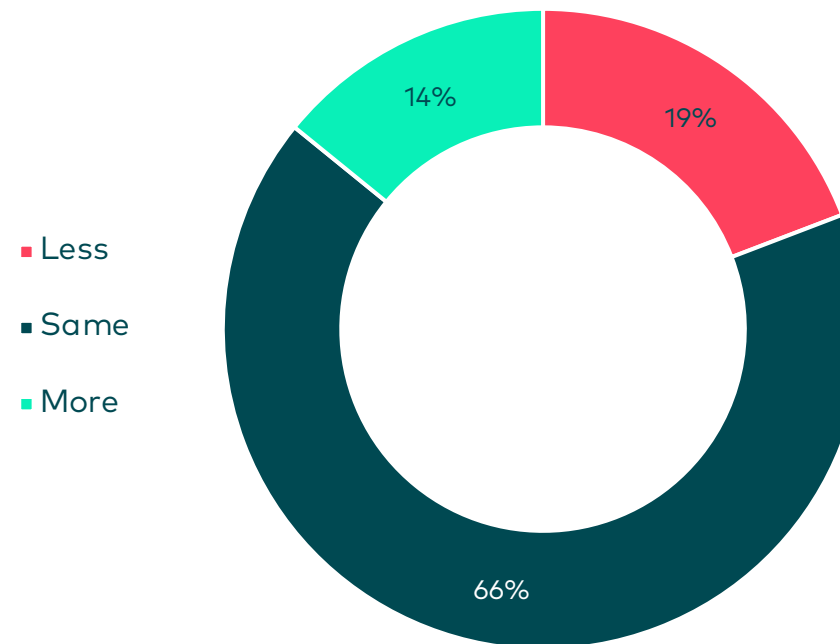
EXPECTED SPENDING

% of Cinco de Mayo shoppers



SPENDING VS. LAST YEAR

% of Cinco de Mayo shoppers



Source: Numerator 2023 Q2 Holiday Survey 04/06/2023 (n=532) | How much do you expect to spend on items for [holiday]?
How much did you spend on items for [holiday] last year?

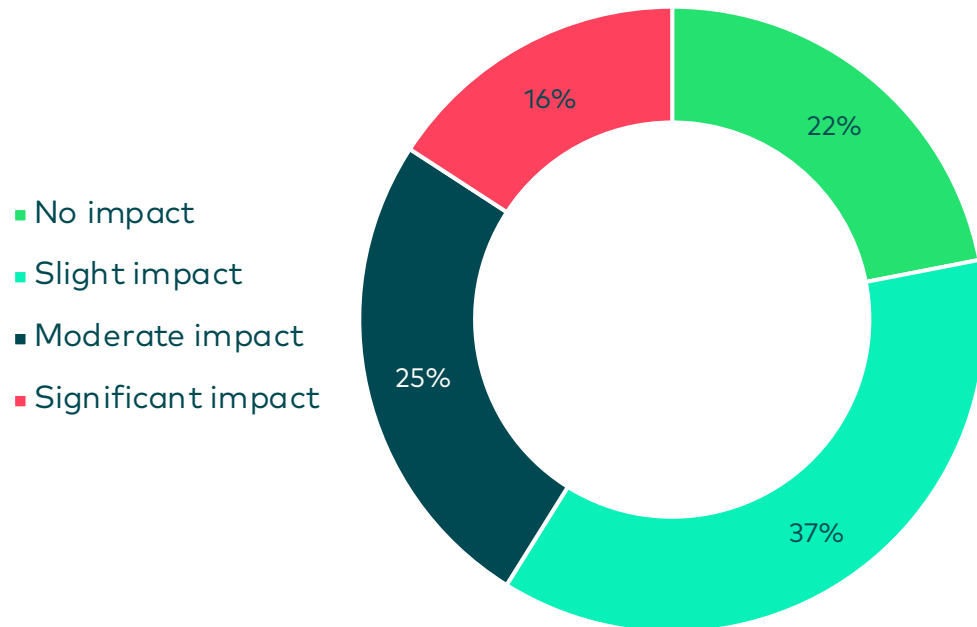


Few consumers expect economic hardships to impact their Cinco de Mayo.

Less than half of consumers expect inflation or a potential economic slowdown to impact their 2023 Cinco de Mayo celebrations and shopping. Even so, two-fifths of shoppers say they'll buy items on sale in order to save money.

INFLATION & ECONOMIC IMPACT

% of holiday celebrators



MONEY SAVING MEASURES

% of holiday celebrators who will...



Source: Numerator 2023 Q2 Holiday Survey 04/06/2023 (n=532) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your [holiday] celebrations and shopping? Which measures, if any, will you take to save money on your [holiday] celebrations and shopping?

Mother's Day



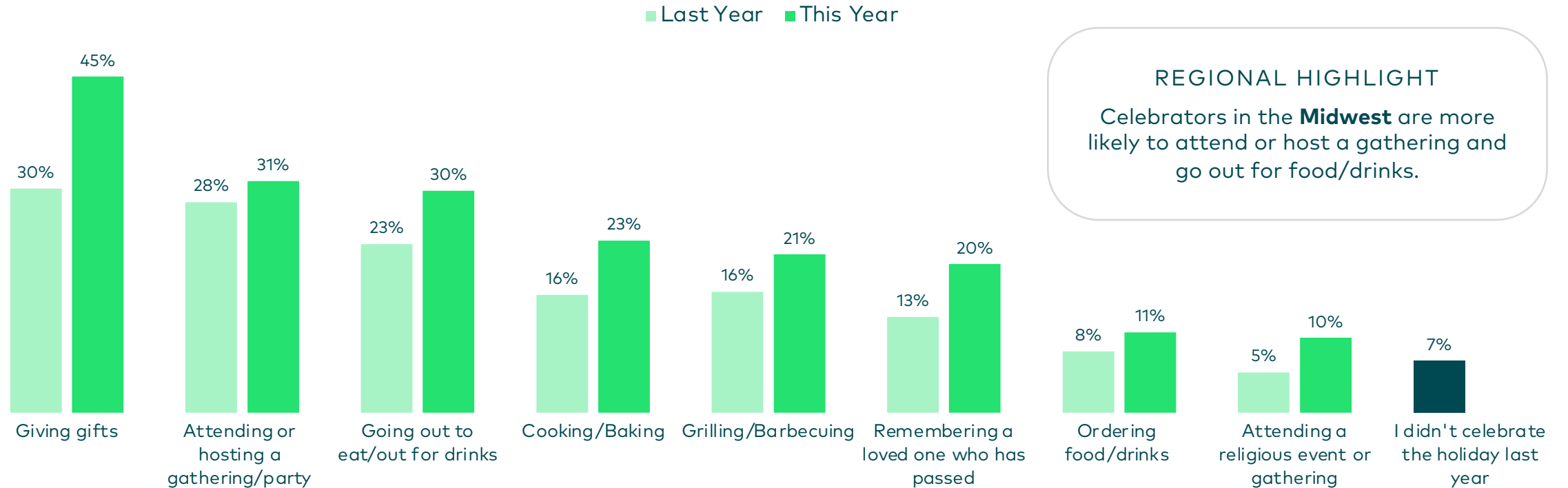


More consumers expect to give gifts this Mother's Day.

Among the 88% of consumers who plan to celebrate Mother's Day, giving gifts or attending/hosting a gathering will be the top activities. Nearly a tenth of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n= 534) | How do you intend to celebrate [holiday] this year? How did you celebrate [holiday] last year?



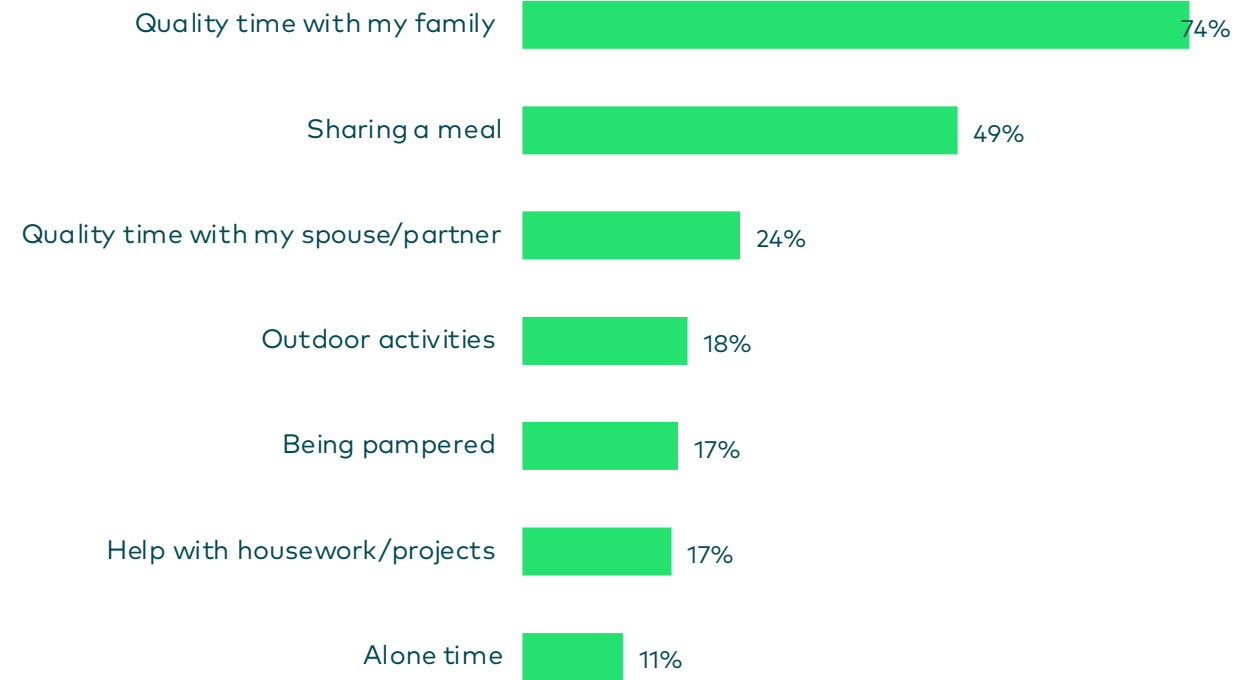
Quality time is the preferred celebration by mothers and mother-figures.

Three-fifths of consumers surveyed plan to be celebrated this Mother's Day as either a mother or a mother-figure. Quality time and sharing a meal are top preferred ways to be celebrated, with a tenth preferring alone time.

74%
of consumers surveyed identify as a mother or mother-figure

PREFERRED CELEBRATION

% of those expected to be celebrated



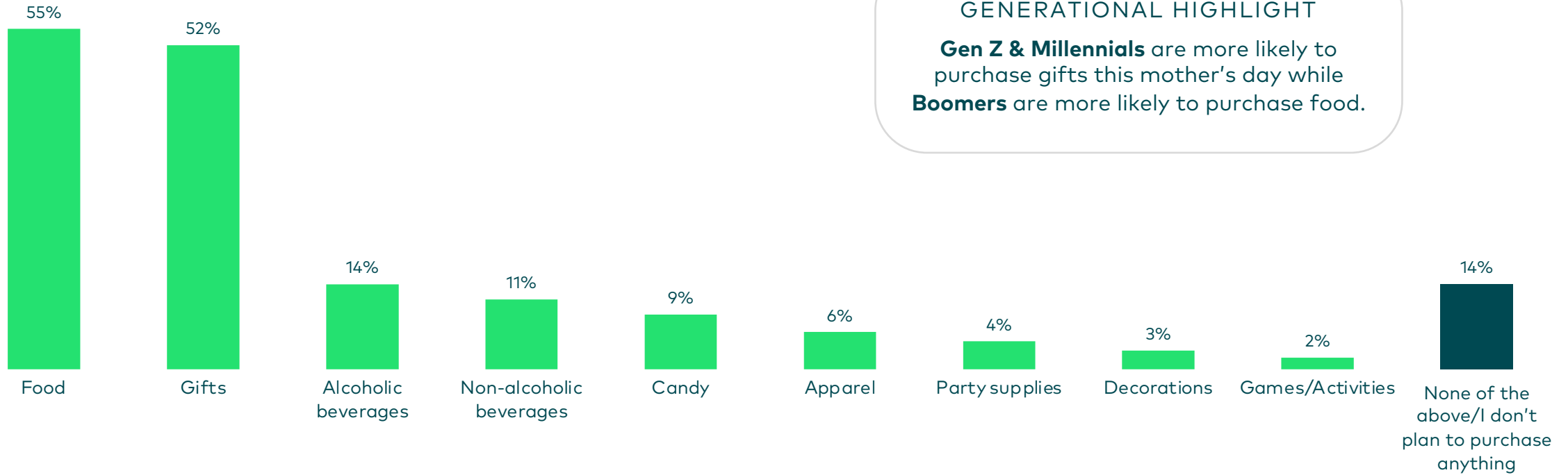


Food and gifts will account for most Mother's Day spending.

Over half of Mother's Day shoppers expect to buy food and gifts this year, with over a tenth of celebrators planning to not purchase anything .

PURCHASE INTENTIONS

% of intended celebrators



GENERATIONAL HIGHLIGHT
Gen Z & Millennials are more likely to purchase gifts this mother's day while **Boomers** are more likely to purchase food.

Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=534) | What items, if any, do you expect to purchase for [Holiday] this year?

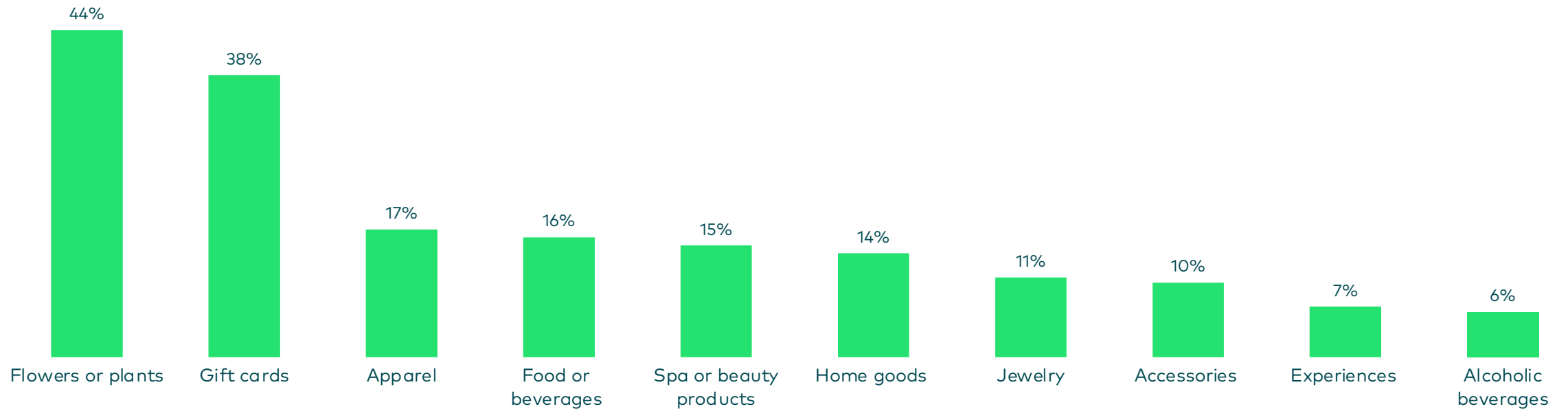


Most consumers will give flowers or gift cards this Mother's Day.

Nearly half of those intending to purchase gifts for Mother's Day will choose flowers/plants. Gift cards will be also be a top pick with apparel and food/beverages making the list as well.

GIFTING INTENTIONS

% of intended gift buyers



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=278 gift buyers) | What gifts do you expect to purchase for [Holiday] this year?

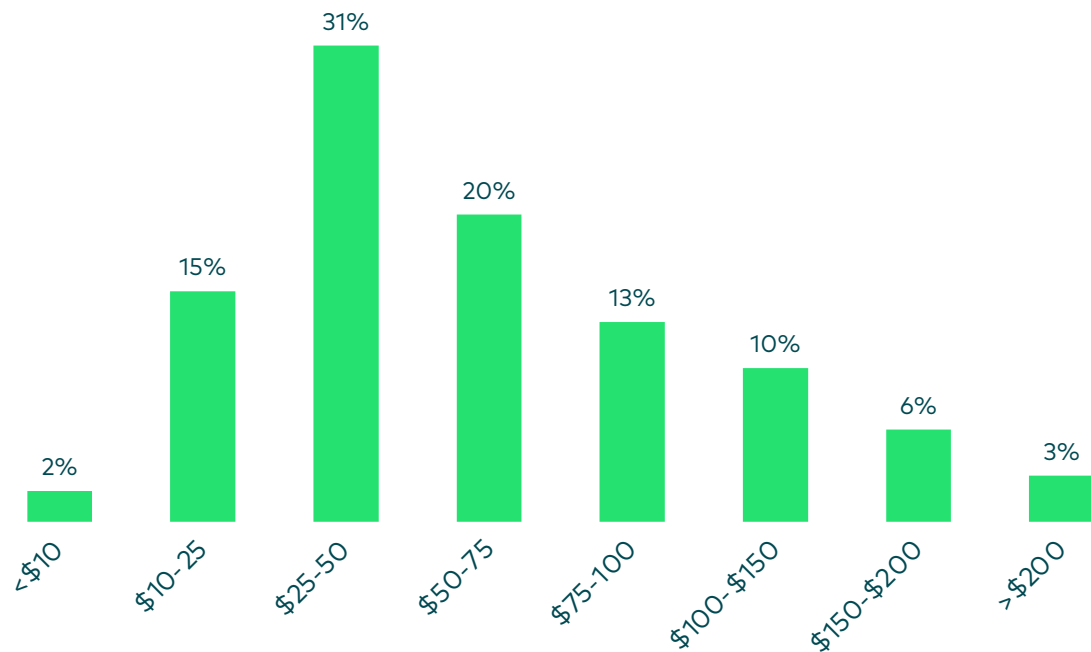


Mother's Day shoppers expect to spend the same this year compared to 2022.

Most Mother's Day shoppers expect to spend between \$25 and \$75 on their holiday celebrations this year. Over three-fourths of those who celebrated last year plan to spend the same amount this year, but almost a fifth say they will spend less.

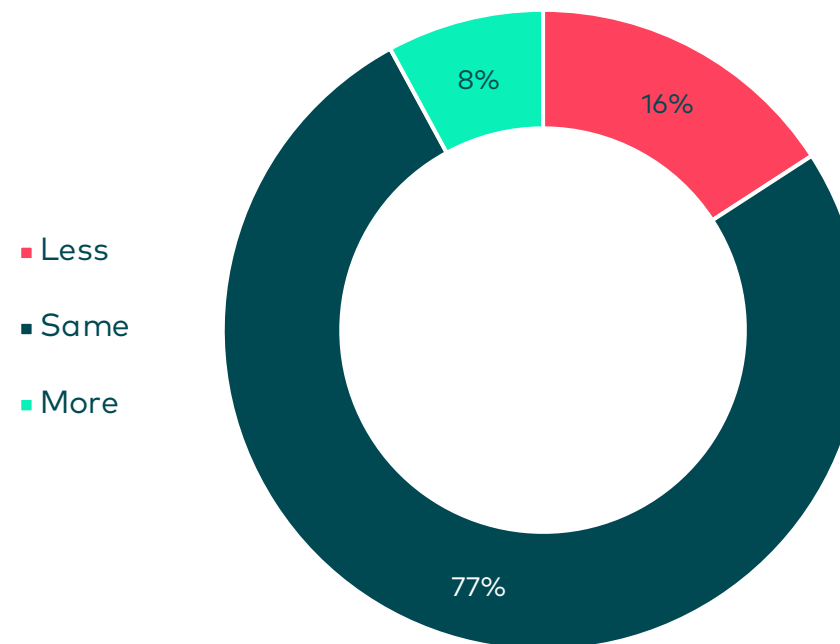
EXPECTED SPENDING

% of Mother's Day shoppers



SPENDING VS. LAST YEAR

% of Mother's Day shoppers



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=534) | How much do you expect to spend on items for [holiday]?

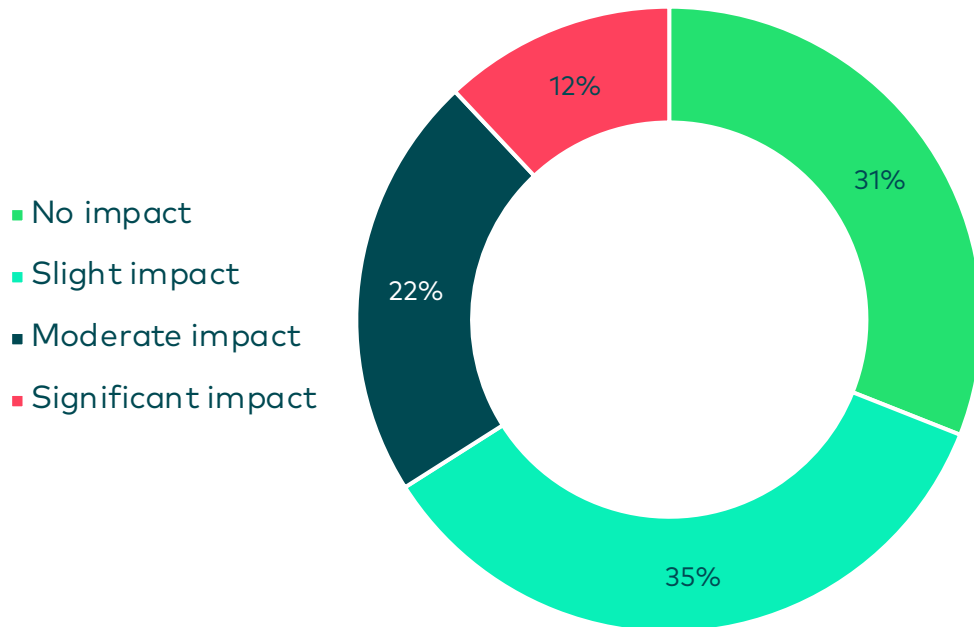


Few consumers expect economic hardships to impact their Mother's Day.

Less than half of consumers expect inflation or a potential economic slowdown to impact their 2023 Mother's Day celebrations and shopping. To save money, two-fifths of shoppers say they'll buy items on sale.

INFLATION & ECONOMIC IMPACT

% of holiday celebrators



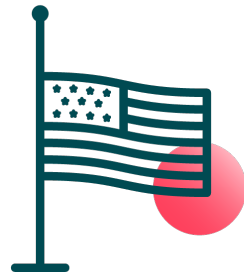
MONEY SAVING MEASURES

% of holiday celebrators who will...



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=534) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your [holiday] celebrations and shopping? Which measures, if any, will you take to save money on your [holiday] celebrations and shopping?

Memorial Day





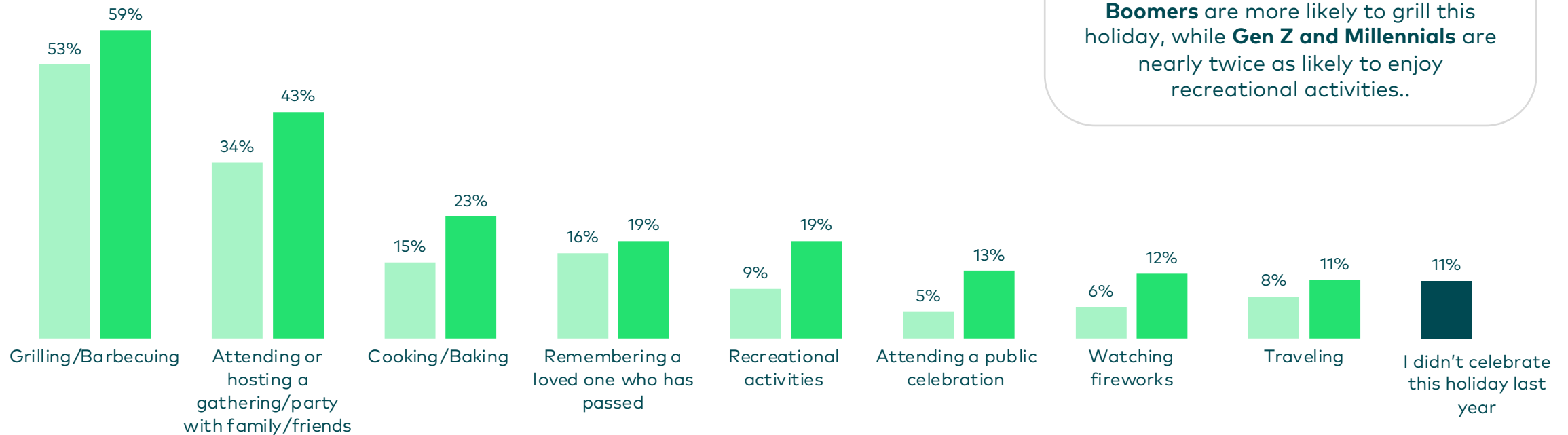
Memorial Day gatherings and meals are expected to grow this year.

Among the 75% of consumers who plan to celebrate Memorial Day, grilling/barbecuing will be the top way to celebrate, followed by gathering with family & friends. A tenth of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators

■ Last Year ■ This Year



GENERATIONAL HIGHLIGHT
Boomers are more likely to grill this holiday, while **Gen Z and Millennials** are nearly twice as likely to enjoy recreational activities..

Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=509) | How do you intend to celebrate [holiday] this year? How did you celebrate [holiday] last year?

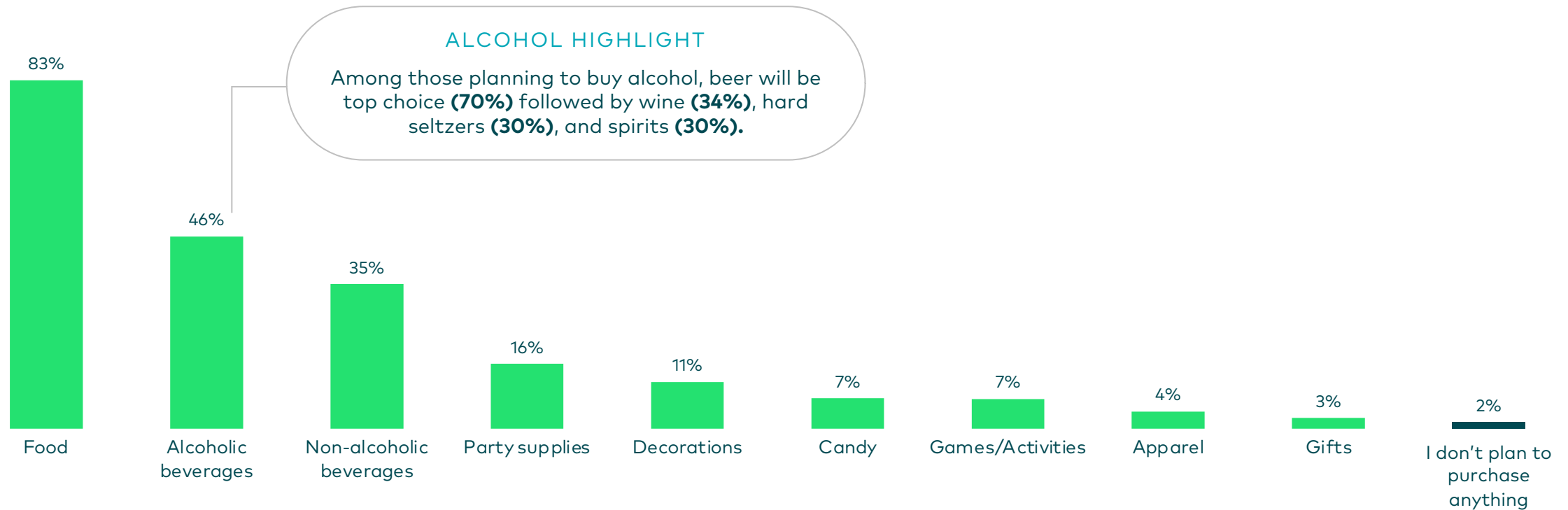


Most Memorial Day shoppers will purchase food and alcoholic beverages.

Over four-fifths of Memorial Day shoppers expect to buy food this year, while nearly half will buy alcoholic beverages. Non-alcoholic beverages and party supplies will also be top picks for holiday celebrations.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=509) | What items, if any, do you expect to purchase for [Holiday] this year?

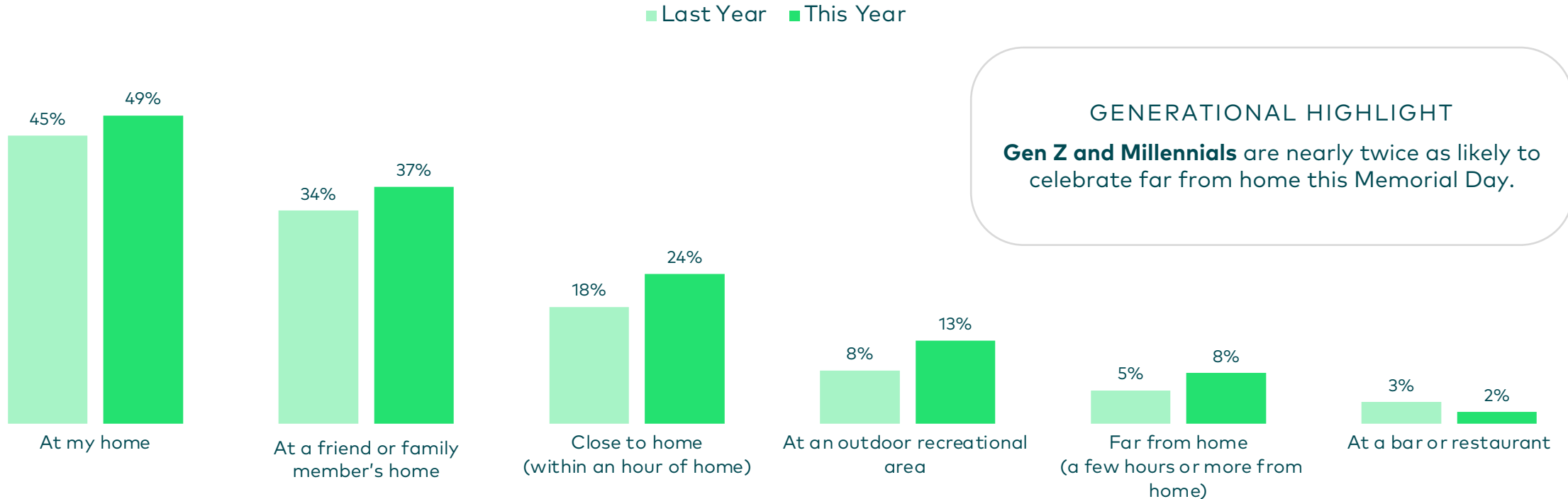


Consumers are staying close to home this Memorial Day.

Nearly half of consumers who plan to celebrate Memorial Day will do so at home while almost two-fifths will celebrate at a friend or family member's home. Over a tenth of consumers plan to celebrate at an outdoor recreational area.

CELEBRATION LOCATION INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=509) | Where do you intend to celebrate [holiday] this year?
Where did you celebrate [holiday] this year?

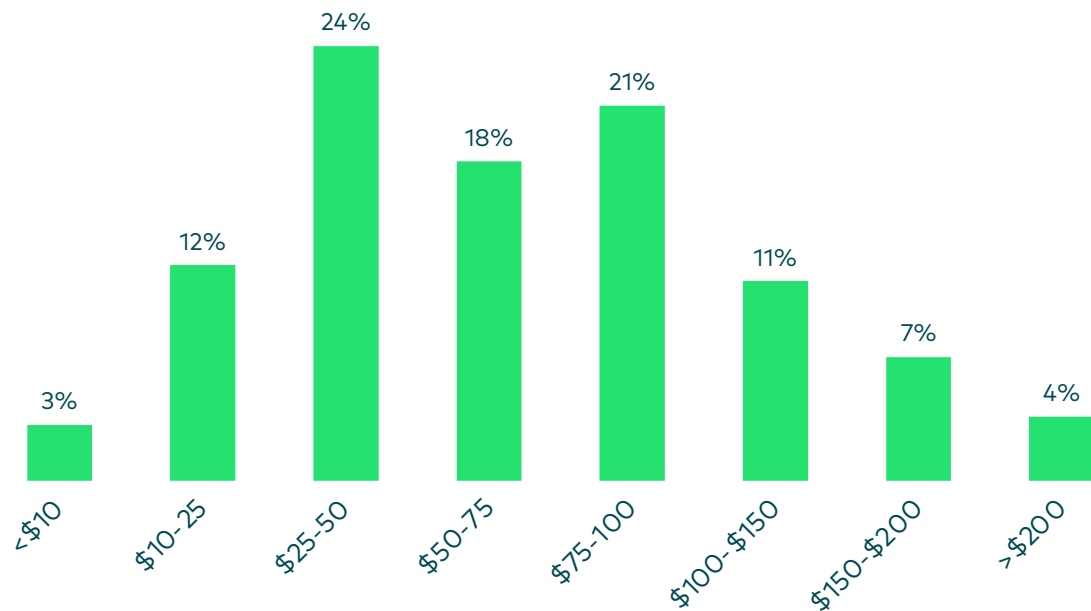


Memorial Day shoppers expect to spend the same this year compared to 2022.

Most Memorial Day shoppers expect to spend between \$25 and \$50 or \$75 and \$100 on their holiday celebrations this year. Two thirds of those who celebrated last year plan to spend the same amount this year, but a fifth say they will spend less.

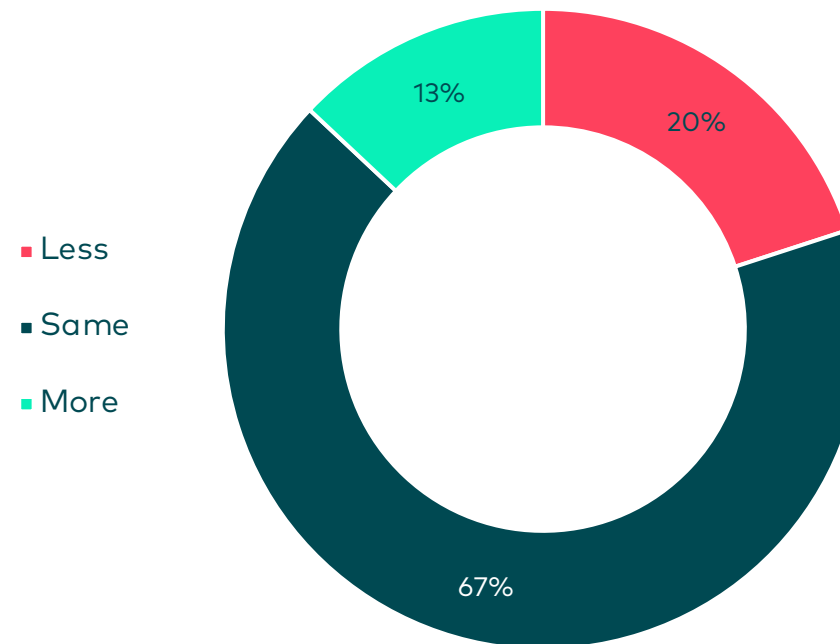
EXPECTED SPENDING

% of Memorial Day shoppers



SPENDING VS. LAST YEAR

% of Memorial Day shoppers



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=509) | How much do you expect to spend on items for [holiday]?

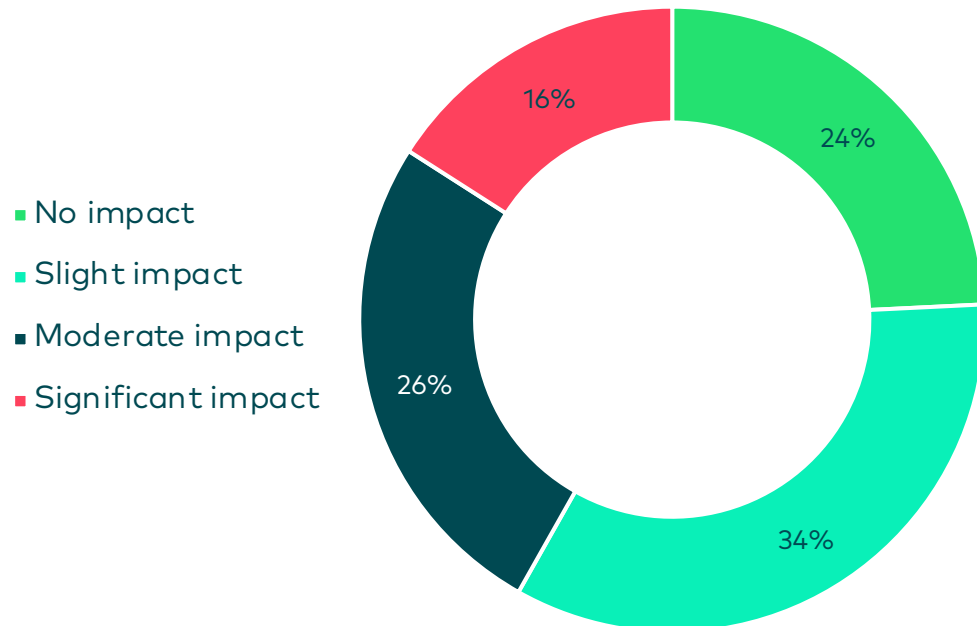


Few consumers expect economic hardships to impact their Memorial Day.

Over half of consumers expect inflation or a potential economic slowdown to impact their 2023 Memorial Day celebrations and shopping. A little over half of shoppers say they'll buy items on sale— the highest of any 2023 spring & summer holidays.

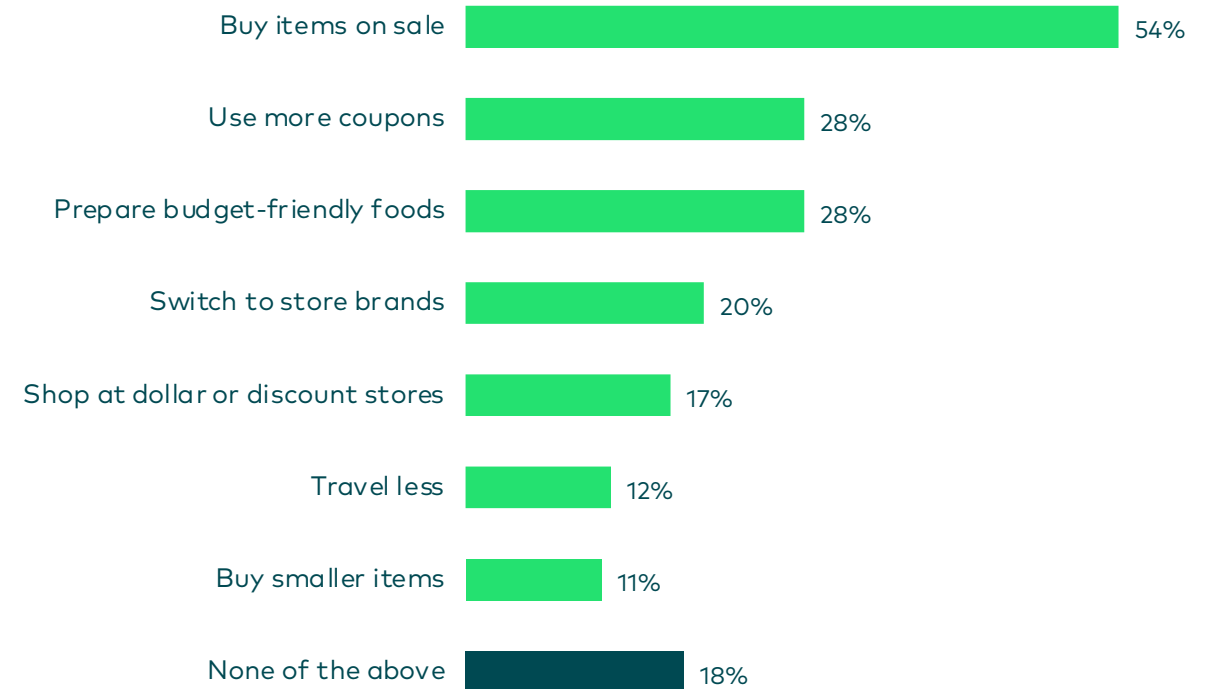
INFLATION & ECONOMIC IMPACT

% of holiday celebrators



MONEY SAVING MEASURES

% of holiday celebrators who will...



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=509) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your [holiday] celebrations and shopping? Which measures, if any, will you take to save money on your [holiday] celebrations and shopping?

Father's Day



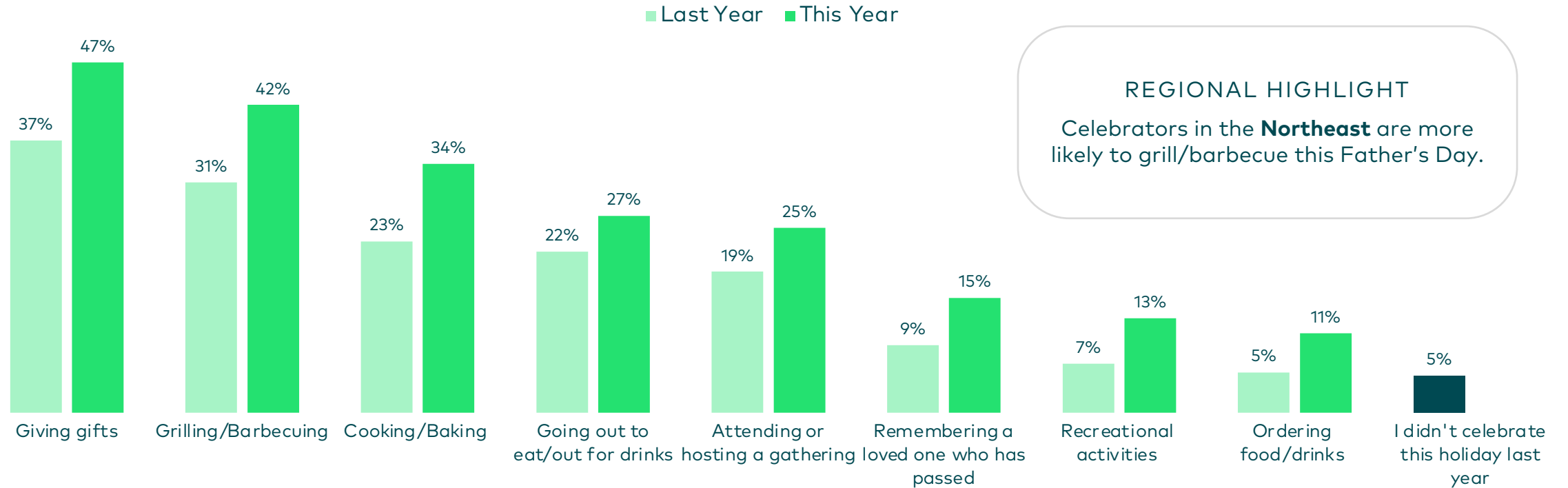


More consumers expect to give gifts and grill out this Father's Day.

Among the 79% of consumers who plan to celebrate Father's Day, giving gifts or grilling/barbecuing will be the top activities. Only 5% of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=542) | How do you intend to celebrate [holiday] this year?
How did you celebrate [holiday] last year?



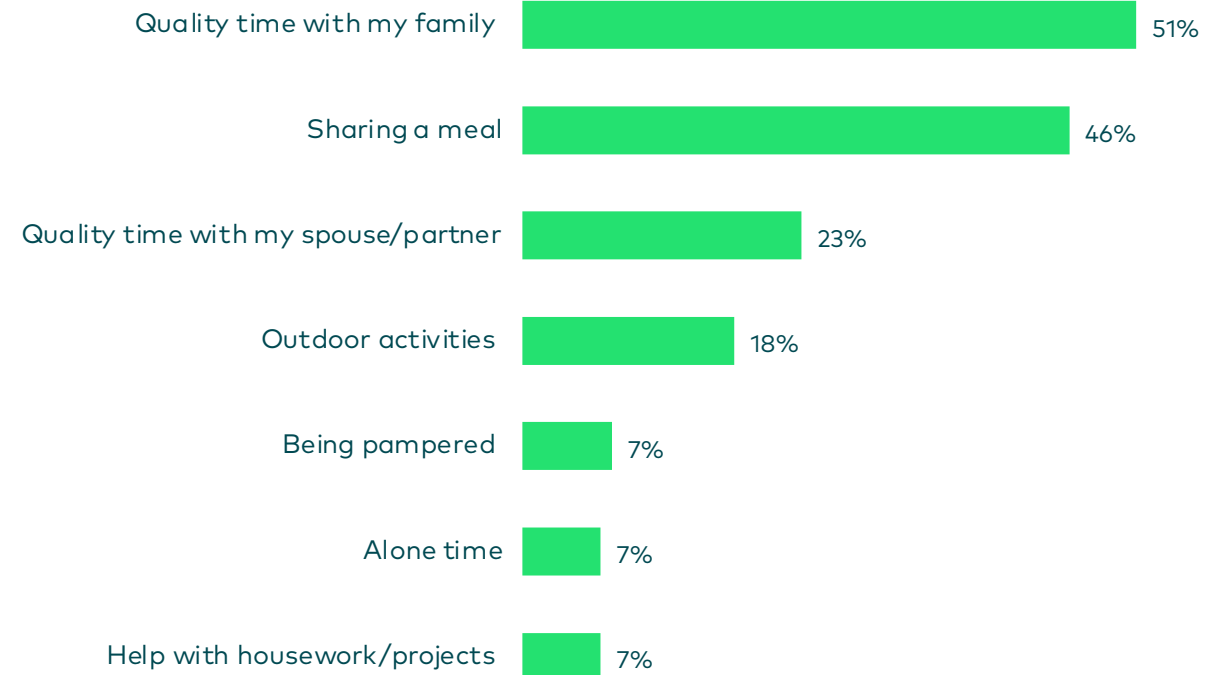
Quality time and sharing a meal preferred celebrations by fathers.

This Father's Day, half of those being celebrated as a father or father figure will prefer quality time as a celebration. Sharing a meal and quality time with a spouse/partner will also be top picks.

19%
of consumers surveyed identify as a father or father-figure

PREFERRED CELEBRATION

% of those expected to be celebrated



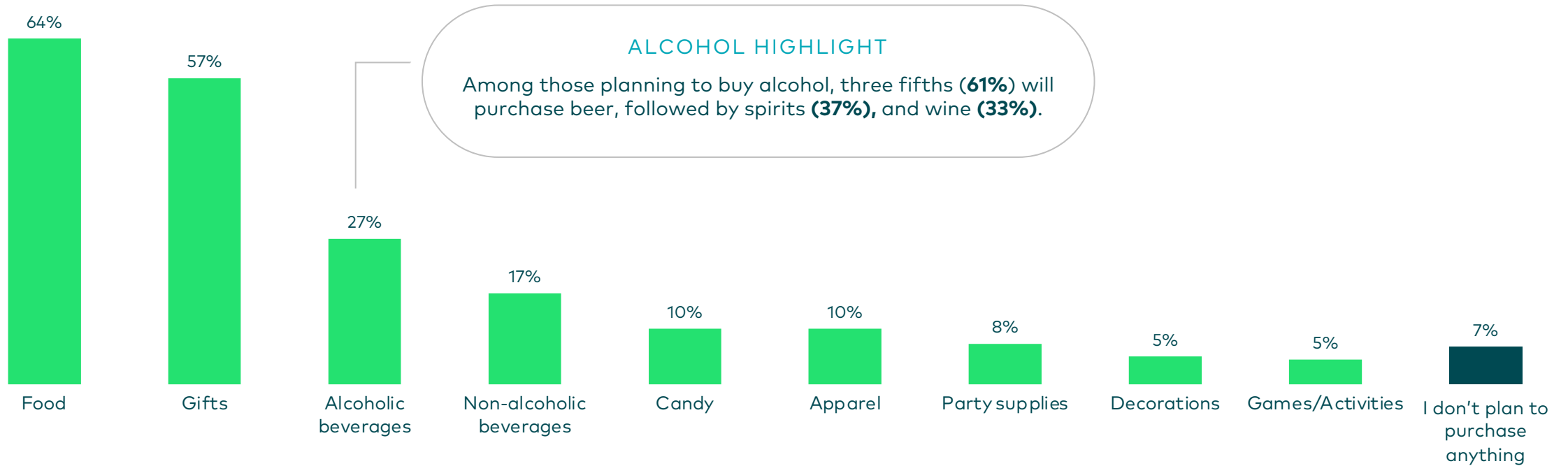


Food and gifts will account for most Father's Day spending.

Over three fifths of Father's Day shoppers expect to buy food this year while over a half will purchase gifts, with 7% of celebrators planning to not purchase anything .

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=542) | What items, if any, do you expect to purchase for [Holiday] this year?

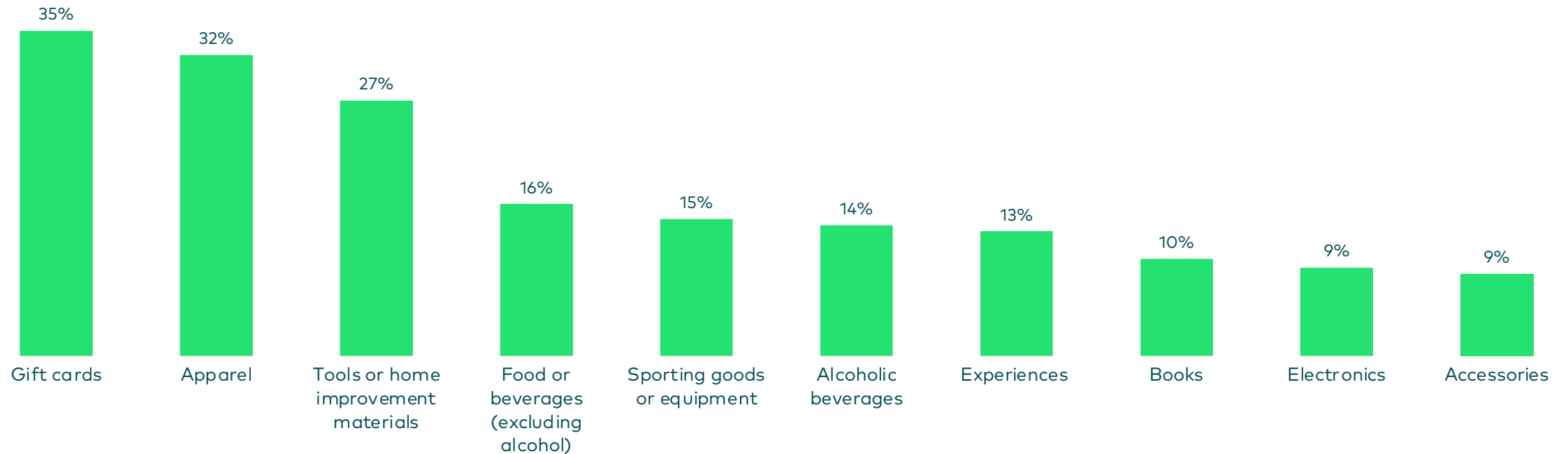


Most consumers will give gift cards and apparel this Father's Day.

A third of those intending to purchase gifts for Father's Day will choose gift cards or apparel. Tools or home improvement materials will also be a top choice along with food or beverages.

GIFTING INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=309) | What gifts do you expect to purchase for [Holiday] this year?

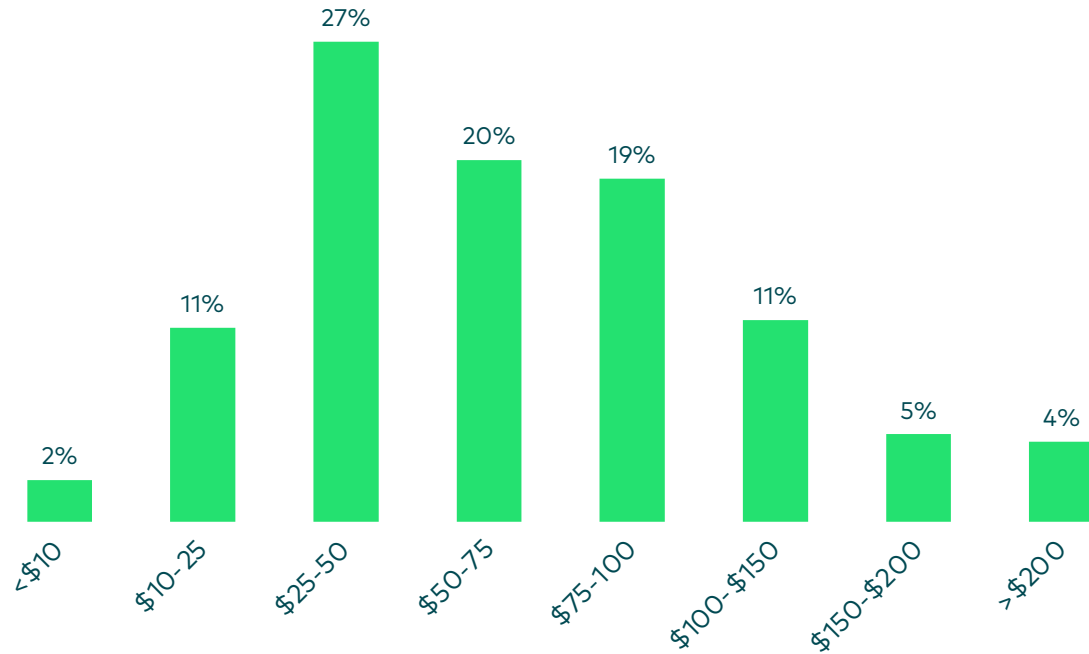


Father's Day shoppers expect to spend the same this year compared to 2022.

Most Father's Day shoppers expect to spend between \$25 and \$75 on their holiday celebrations this year. Over three fifths of those who celebrated last year plan to spend the same amount this year, with only 13% spending less.

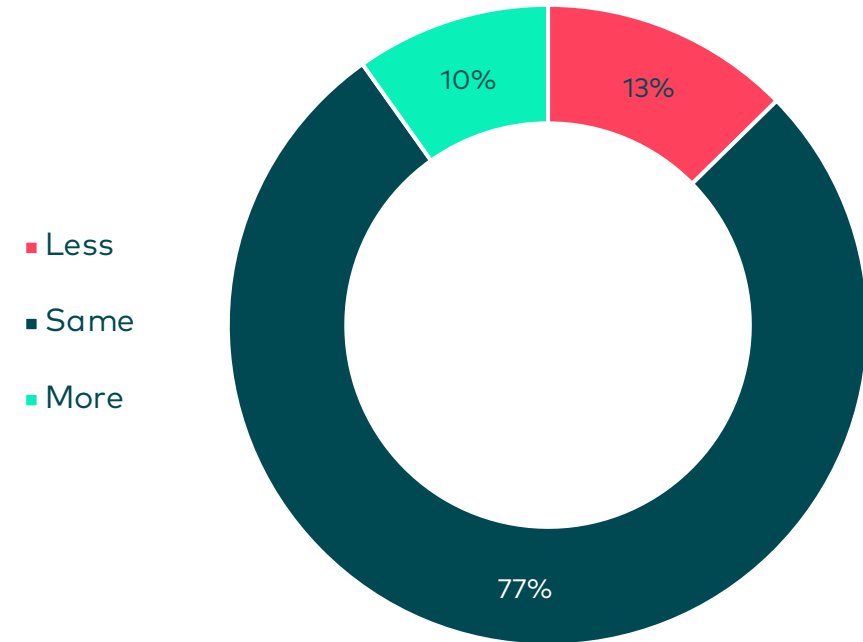
EXPECTED SPENDING

% of Father's Day shoppers



SPENDING VS. LAST YEAR

% of Father's Day shoppers



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=542) | How much do you expect to spend on items for [holiday]?

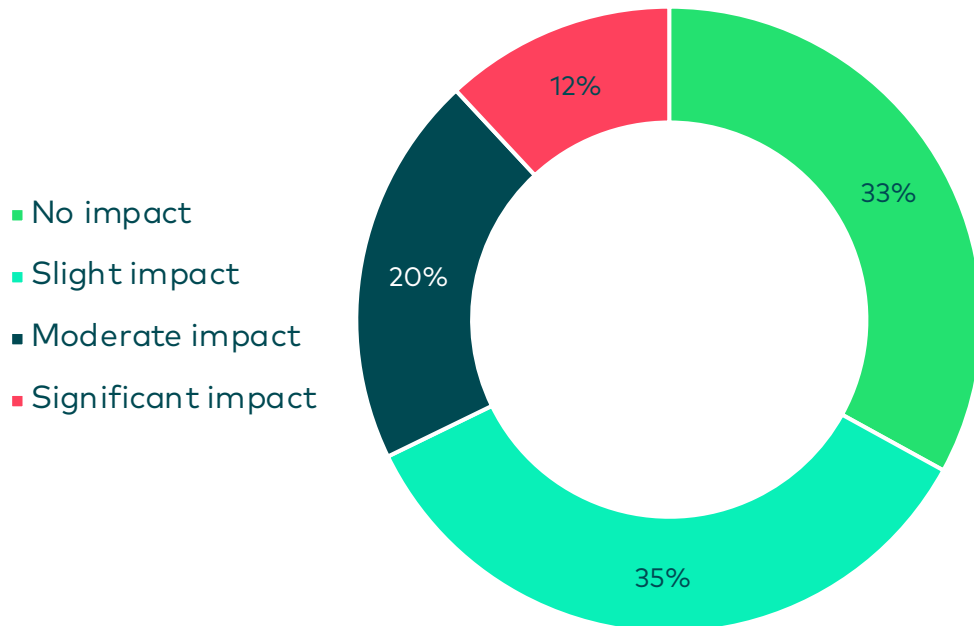


Few consumers expect economic hardships to impact their Father's Day.

Only a third of consumers expect inflation or a potential economic slowdown to impact their Father's Day celebrations and shopping. To save money, two fifths of shoppers say they will buy items on sale.

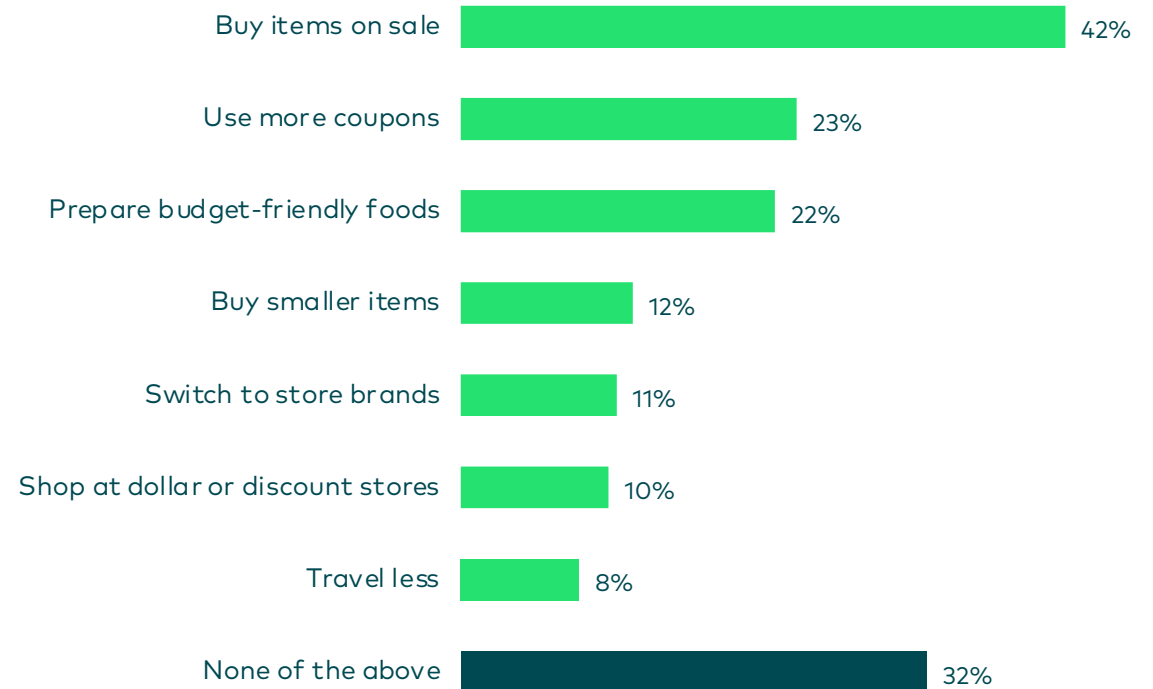
INFLATION & ECONOMIC IMPACT

% of holiday celebrators



MONEY SAVING MEASURES

% of holiday celebrators who will...



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=542) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your [holiday] celebrations and shopping? Which measures, if any, will you take to save money on your [holiday] celebrations and shopping?

Independence Day



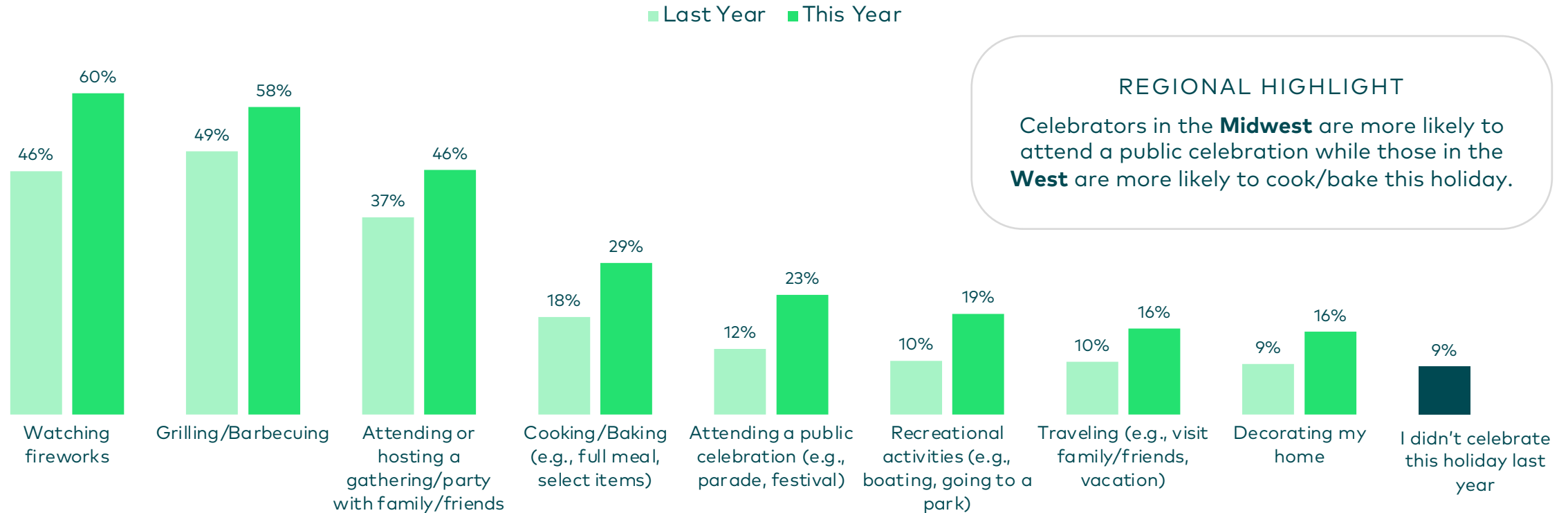


More consumers plan to watch fireworks and grill out this Independence Day.

Among the 87% of consumers who plan to celebrate Independence Day, watching fireworks and grilling/barbecuing will be the top way to celebrate. Nearly a tenth of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=533) | How do you intend to celebrate [holiday] this year?
How did you celebrate [holiday] last year?

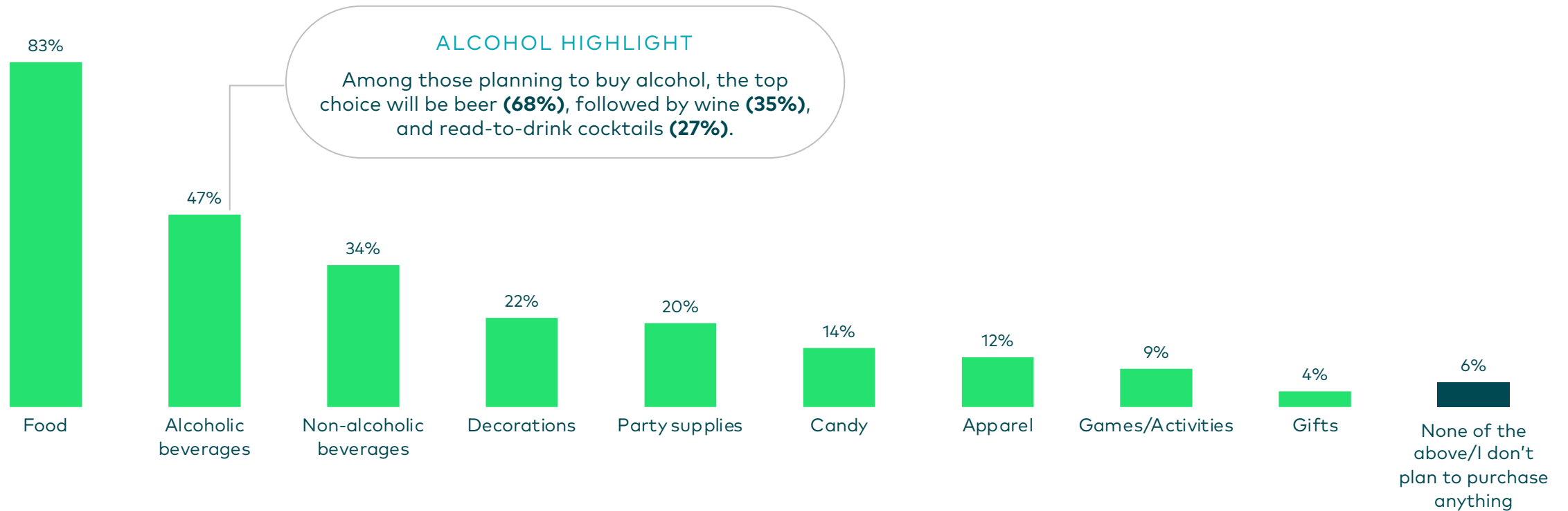


Food will account for most Independence Day spending this year.

Over four-fifths of Independence Day shoppers expect to buy food this year and with nearly a half will purchase alcoholic beverages. Beer will be the preferred alcoholic beverage this holiday followed by wine.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=533) | What items, if any, do you expect to purchase for [Holiday] this year?

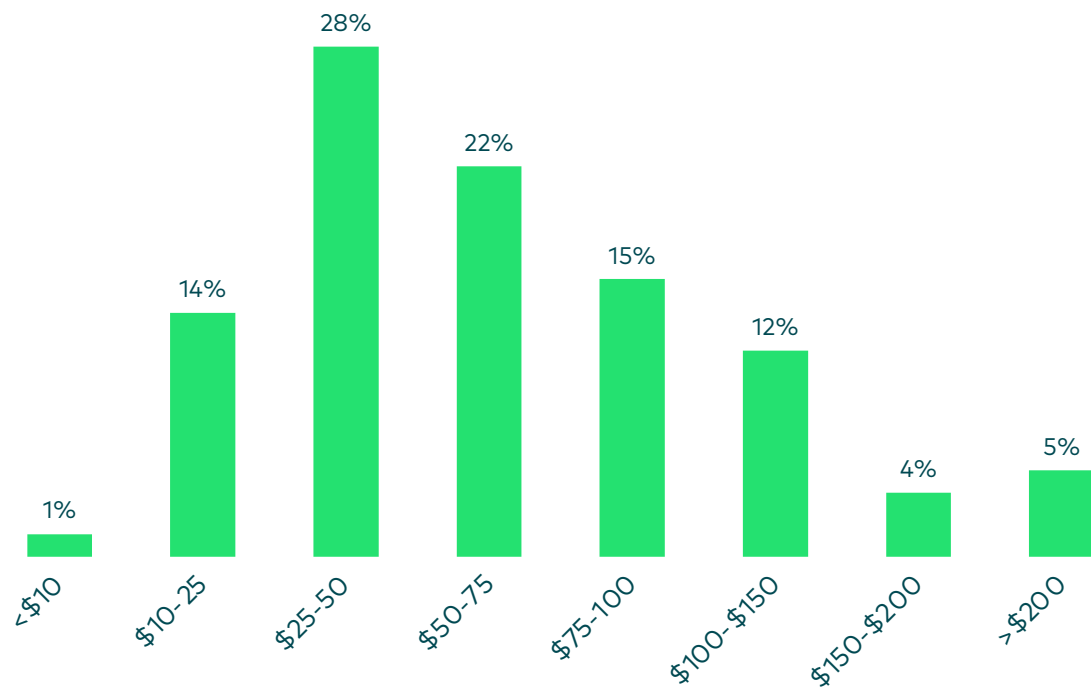


Independence Day shoppers expect to spend the same this year compared to 2022.

Most Independence Day shoppers expect to spend between \$25 and \$75 on their holiday celebrations this year. Two thirds of those who celebrated last year plan to spend the same amount this year, but nearly a fifth say they will spend less.

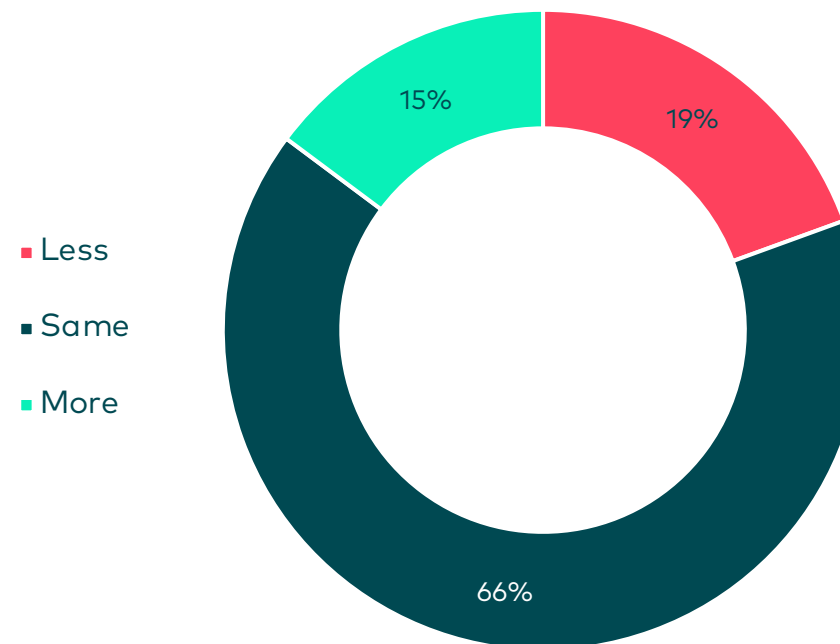
EXPECTED SPENDING

% of Independence Day shoppers



SPENDING VS. LAST YEAR

% of Independence Day shoppers



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=533) | How much do you expect to spend on items for [holiday]?

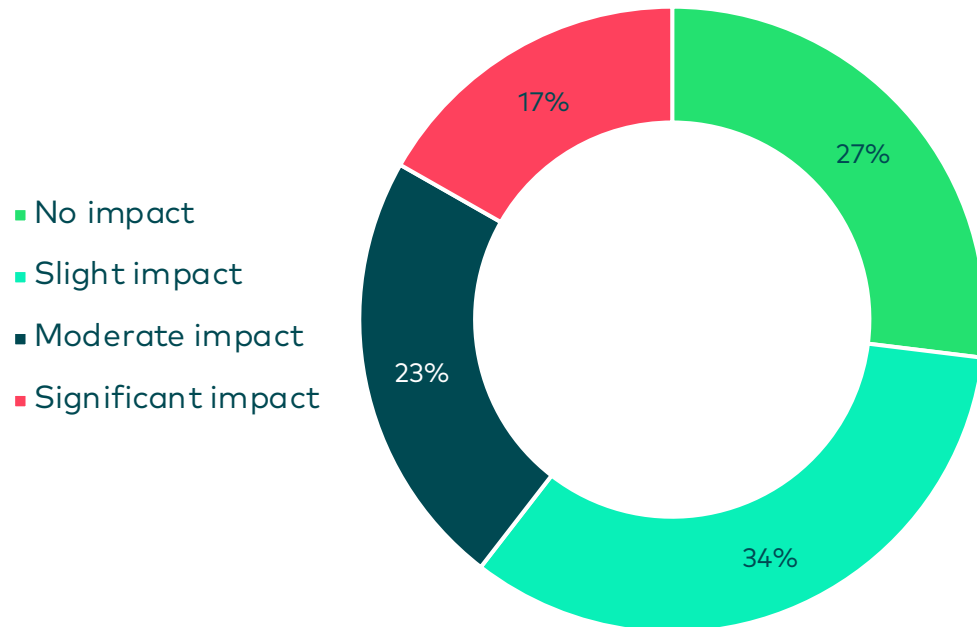


Few consumers expect Independence Day plans to be impacted by economic hardships.

Two fifths of consumers expect inflation or a potential economic slowdown to impact their 2023 Independence Day celebrations and shopping. Over half of shoppers say they'll buy items on sale while nearly a third will prepare budget-friendly foods.

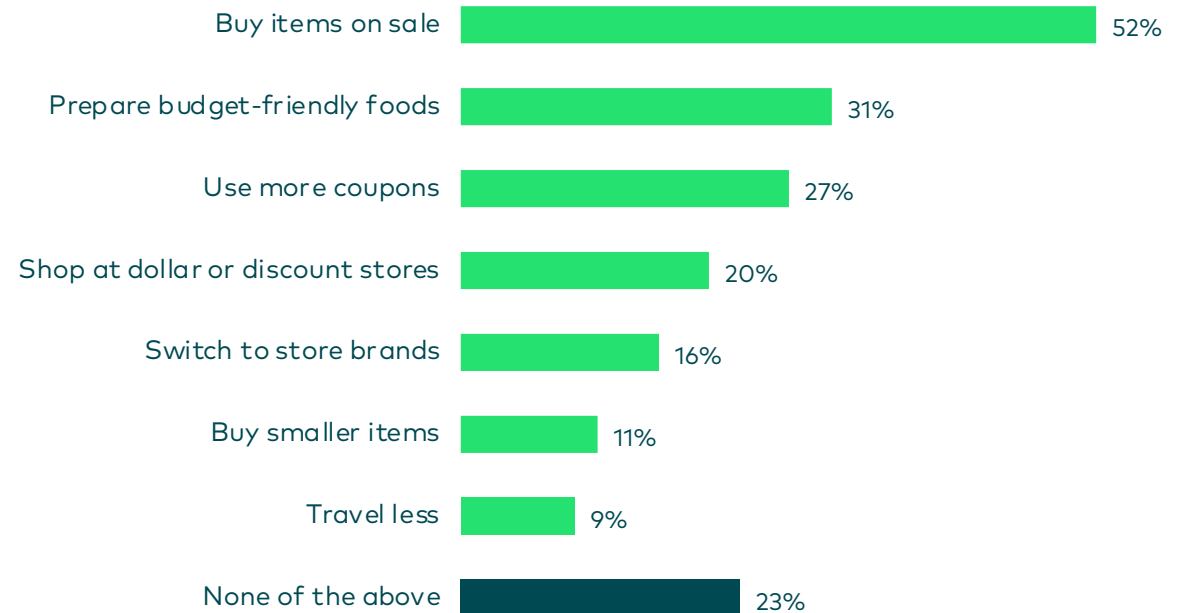
INFLATION & ECONOMIC IMPACT

% of holiday celebrators



MONEY SAVING MEASURES

% of holiday celebrators who will...



Source: Numerator 2023 Q2 Holiday Preview 4/06/2023 (n=533) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your [holiday] celebrations and shopping? Which measures, if any, will you take to save money on your [holiday] celebrations and shopping?



Let **Numerator** help you with your holiday insights.

To dive deeper into the data outlined in this report, reach out to your Numerator representative or contact us at hello@numerator.com.