



2022 CONSUMER SURVEY REPORT

Cinco de Mayo



We asked 1,000 people about their upcoming Cinco de Mayo plans.

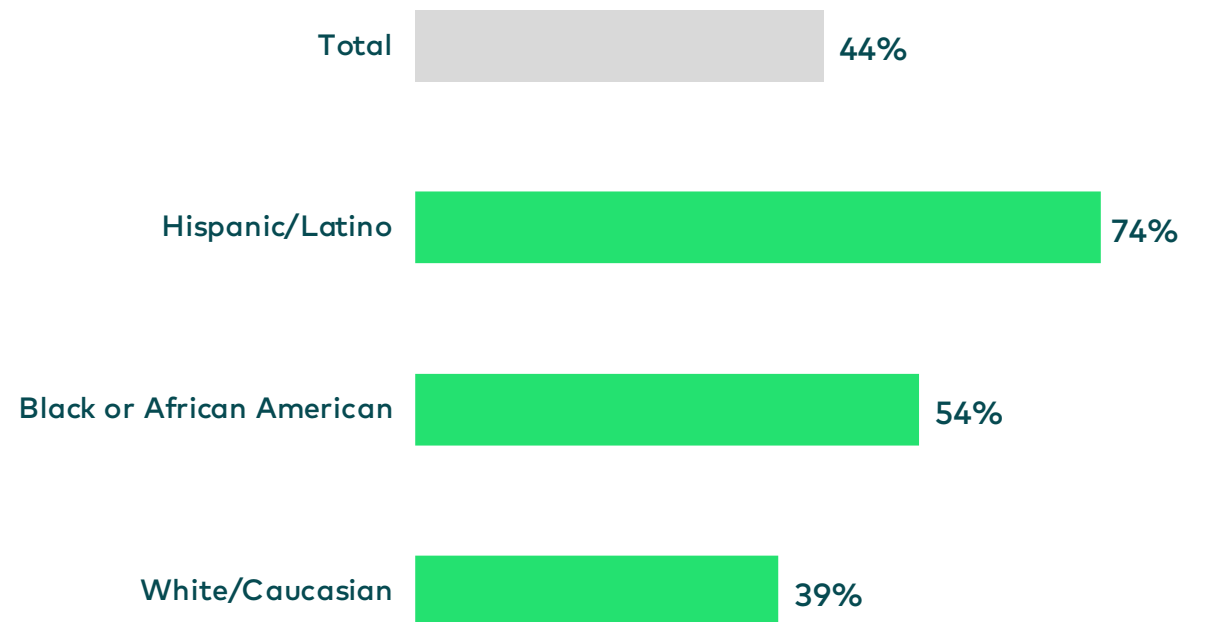
Numerator's 2022 Cinco de Mayo survey was fielded between Thursday 4/7 and Tuesday 4/12 to 2,131 individuals, 44% of whom plan on celebrating Cinco de Mayo



Cultural connections tie heavily with Cinco de Mayo celebration intentions.

Hispanic / Latino consumers are significantly more likely to celebrate Cinco de Mayo than the average shopper (index 169 vs. total) and are almost twice as likely to celebrate compared to non-Hispanic White consumers.

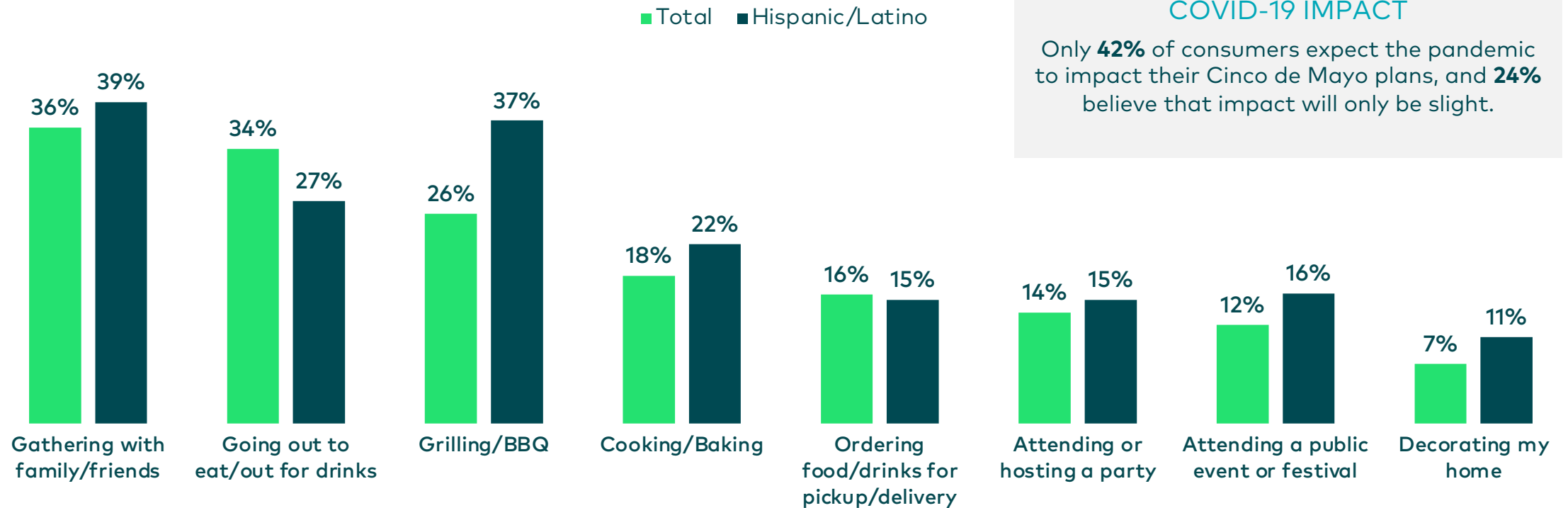
PLANNED CINCO DE MAYO CELEBRANTS By Ethnicity



The effects of COVID-19 continue to dwindle for early 2022 holidays.

Following Easter, Cinco de Mayo will be the second consecutive holiday where most celebrants expect no pandemic impact on their plans. Hispanic / Latino consumers are more likely to celebrate by preparing their own foods vs. going out to eat.

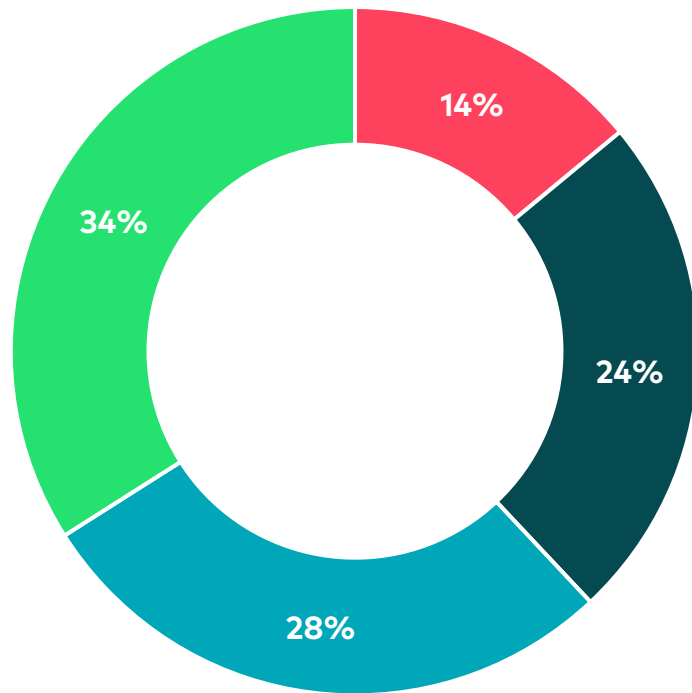
CINCO DE MAYO CELEBRATION PLANS



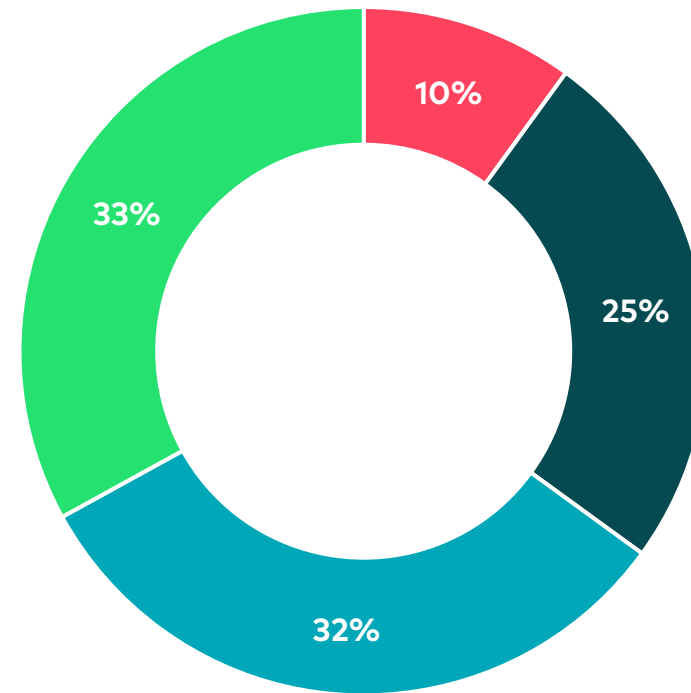
While festive spirits climb, so do inflation and product shortage concerns.

67% of consumers expect inflation to impact their Cinco de Mayo celebrations and shopping this year. 69% expect the same of product shortages. Hispanic / Latino consumers are much more likely to cite their expected impact as significant.

EXPECTED INFLATION IMPACT



EXPECTED PRODUCT SHORTAGE IMPACT

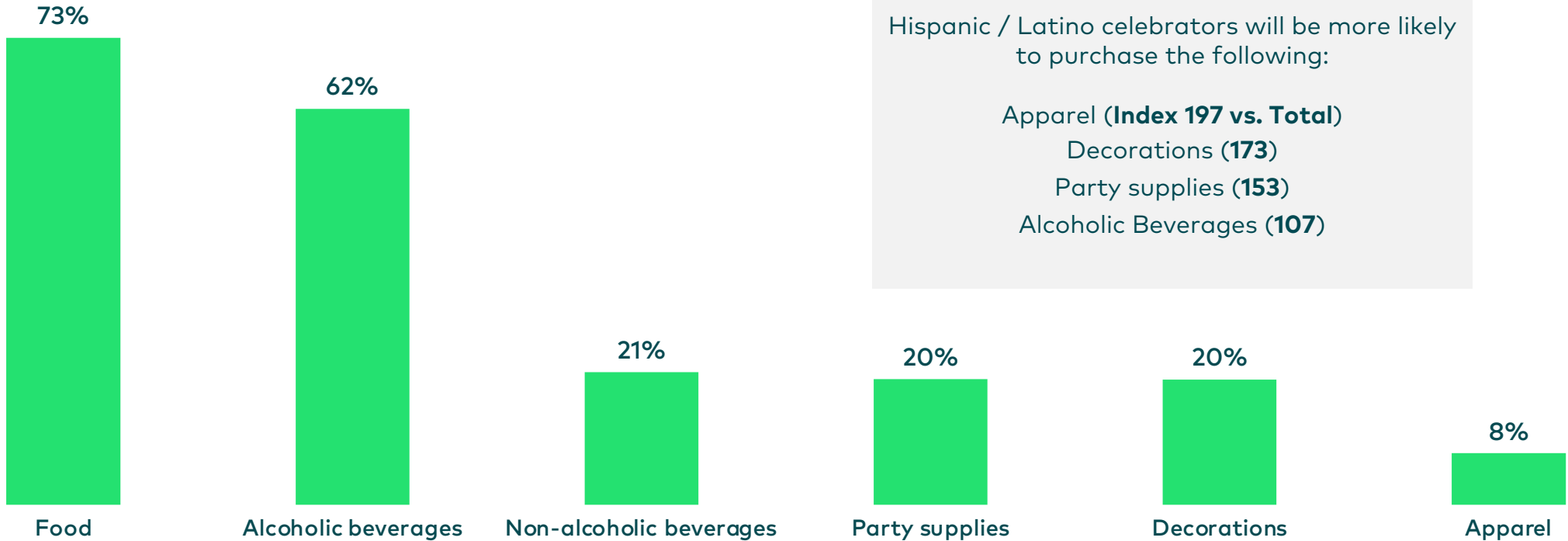


- Significant impact
- Moderate impact
- Slight impact
- No impact

Despite inflation, celebrators will fill their stomachs and their coolers.

Almost 3 in 4 will purchase food and roughly 3 in 5 will purchase alcohol. Hispanic shoppers are more likely to purchase general merchandise categories such as apparel, decorations and party supplies compared to non-Hispanic shoppers.

PLANNED CINCO DE MAYO PURCHASES

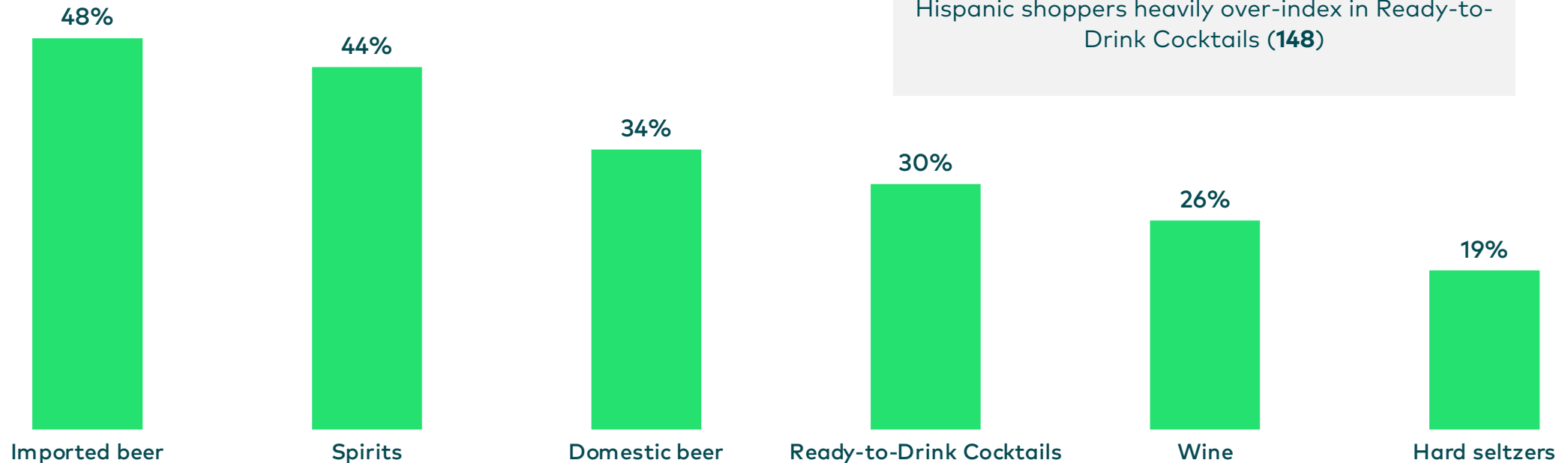


A variety of alcoholic beverages will accompany Cinco de Mayo celebrations.

Of those who plan to purchase alcohol, imported beer and spirits are at the top of the list. Hispanic / Latino shoppers will be more likely to purchase beer– both imported & domestic– as well as ready-to-drink-cocktails.

PLANNED ALCOHOL PURCHASES

Among those who intend to purchase alcohol



DEMOGRAPHIC TRENDS

Imported beer is more popular with Millennial (index 106 vs. total) and Hispanic (109) shoppers.

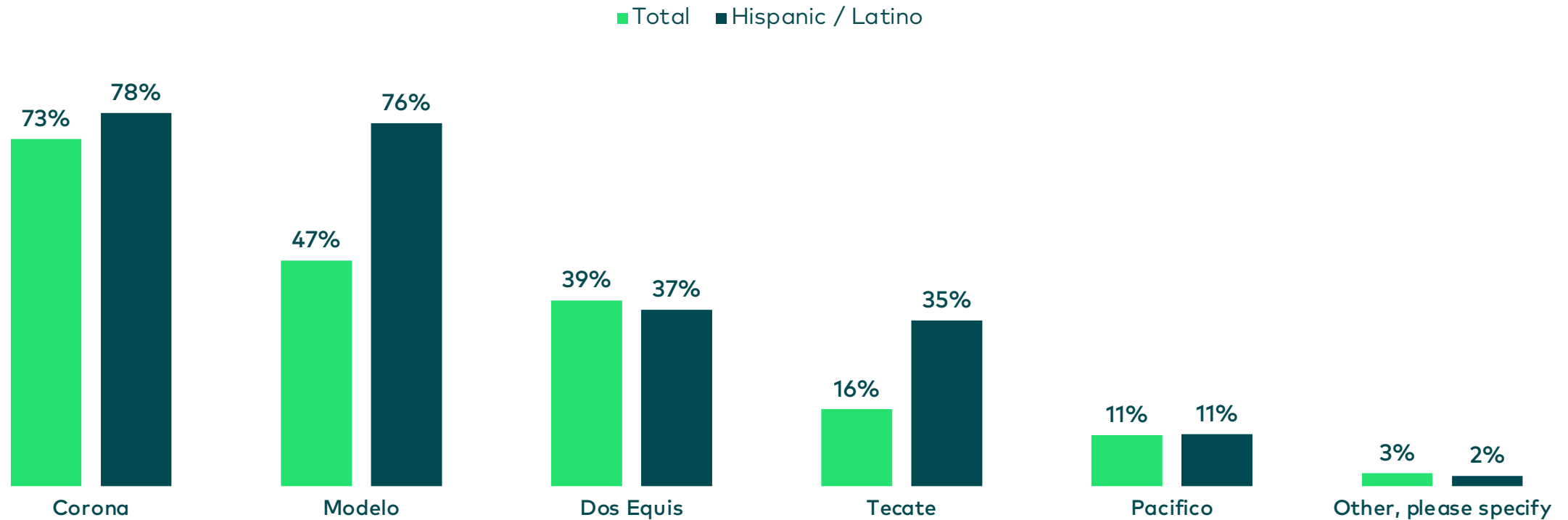
Hispanic shoppers heavily over-index in Ready-to-Drink Cocktails (148)

Certain imported beer brands will join the party for more Hispanic consumers.

While Corona will be the imported beer of choice for most consumers this Cinco de Mayo, Modelo is just as important for Hispanic consumers. These Hispanic consumers are also more than twice as likely to purchase Tecate vs. other shoppers.

IMPORTED BEER BRANDS

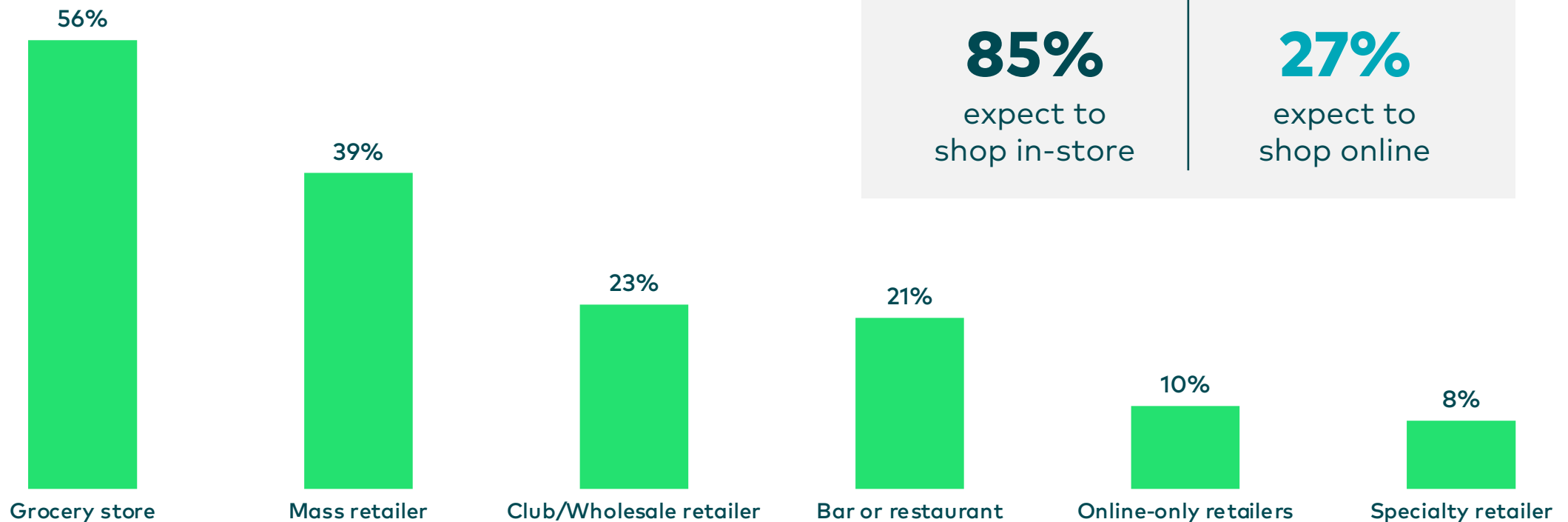
Among those who intend to purchase imported beers



In-store grocery shopping will be the top option for a majority of shoppers.

Considering the heavy lean towards food and alcohol, it's no surprise that grocery stores will be the shopping destination for most Cinco de Mayo celebrants. A subset of over 1 in 4 do expect to shop online.

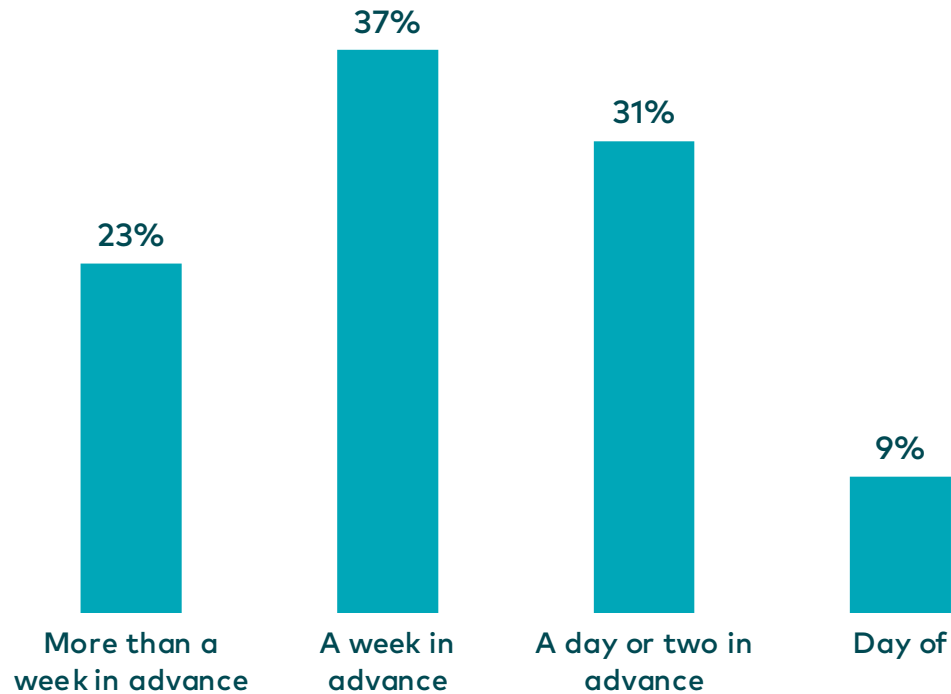
PLANNED CINCO DE MAYO SHOPPING LOCATIONS



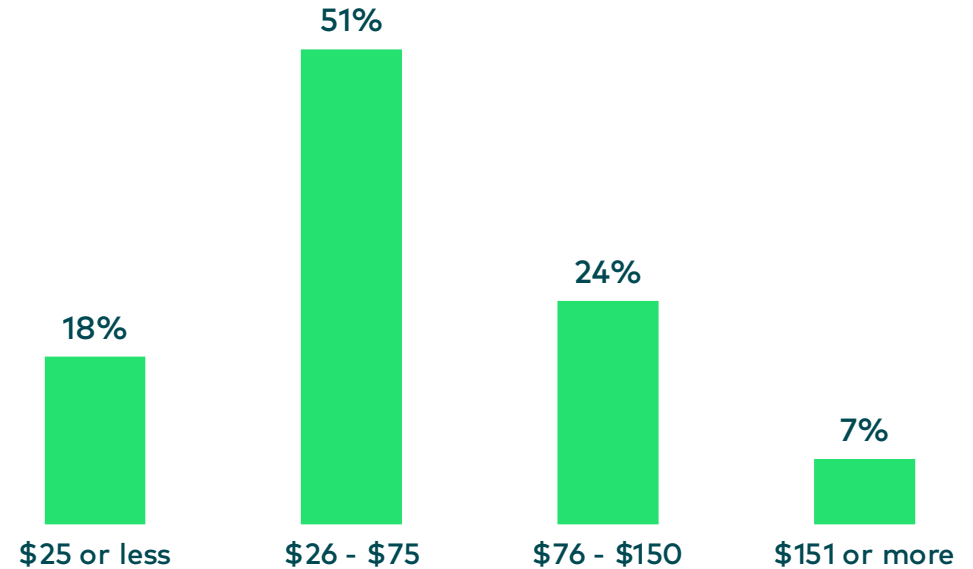
Cinco de Mayo celebrants won't wait for the namesake day to do their shopping.

Over half of all celebrators will make their purchases a week or more in advance. About half expect to spend between \$26 - \$75, while Hispanic consumers expect to spend even more— 46% say they'll spend over \$75, compared to 30% of all shoppers.

PLANNED CINCO DE MAYO SHOPPING TIMING



EXPECTED CINCO DE MAYO SPENDING





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