



2022 CONSUMER SURVEY REPORT

Labor Day Weekend



We asked 1,000 shoppers about their upcoming Labor Day Weekend plans.

Numerator's 2022 Labor Day survey was fielded to 1,054 individuals between 8/4 and 8/6, **75%** of whom plan on celebrating Labor Day Weekend. The report showcases consumer **celebration plans** with additional insights into **Labor Day Weekend sales events**.

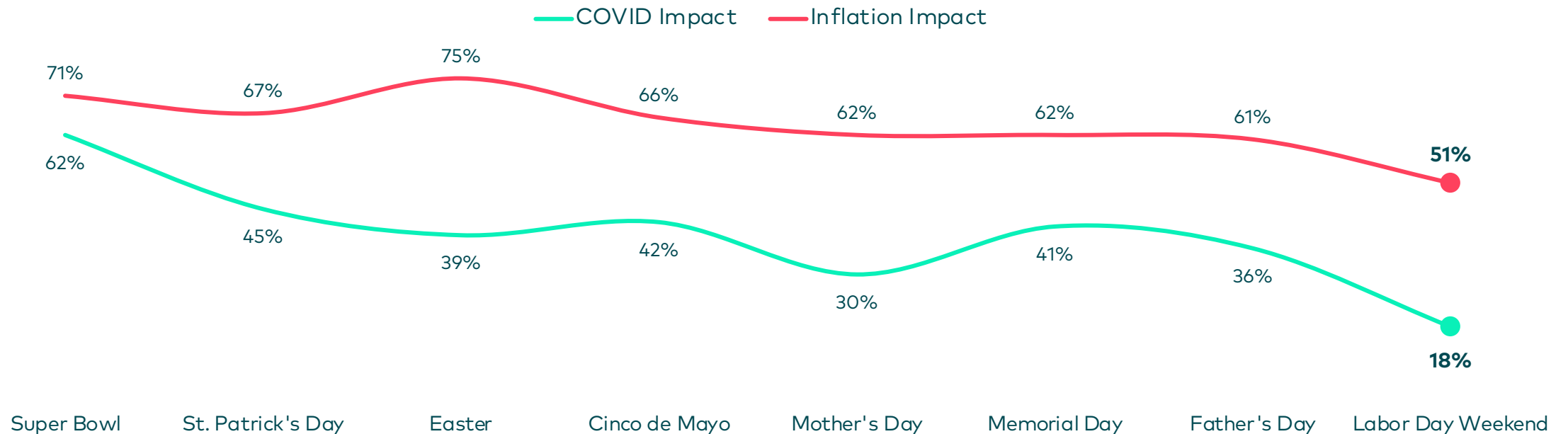


Shoppers expect little impact from COVID or Inflation this Labor Day.

Expected impact from inflation & COVID-19 this Labor Day Weekend are at their lowest points to-date. Only half of consumers expect inflation to impact their Labor Day shopping & celebration plans, while 17% expect impacts from COVID-19.

EXPECTED COVID & INFLATION IMPACT

% who expect moderate or significant impact



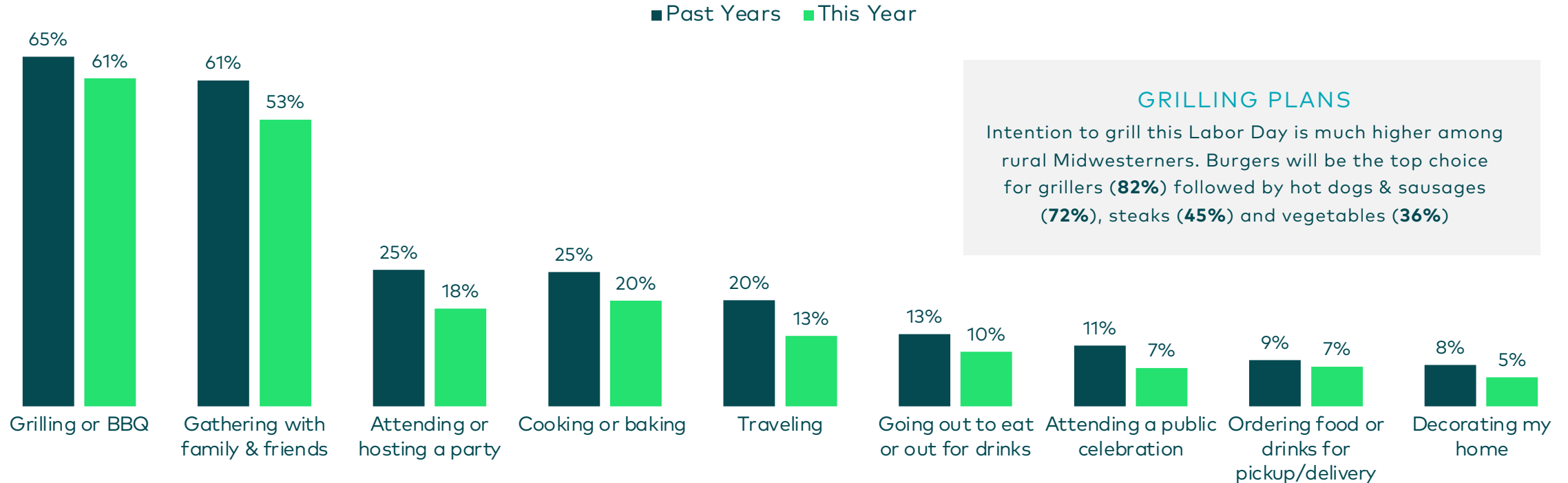
Source: Numerator Labor Day 2022 Survey (n= 1,054) To what extent- if any- do you expect inflation / COVID to impact your [holiday] plans?

Grilling and gathering remain the top choices for Labor Day celebrations.

Though all expected celebration plans are down slightly from past years, over half of Labor Day Weekend celebrators still plan to grill or gather with family & friends to commemorate the holiday weekend.

CELEBRATION PLANS

% of Labor Day Weekend celebrators



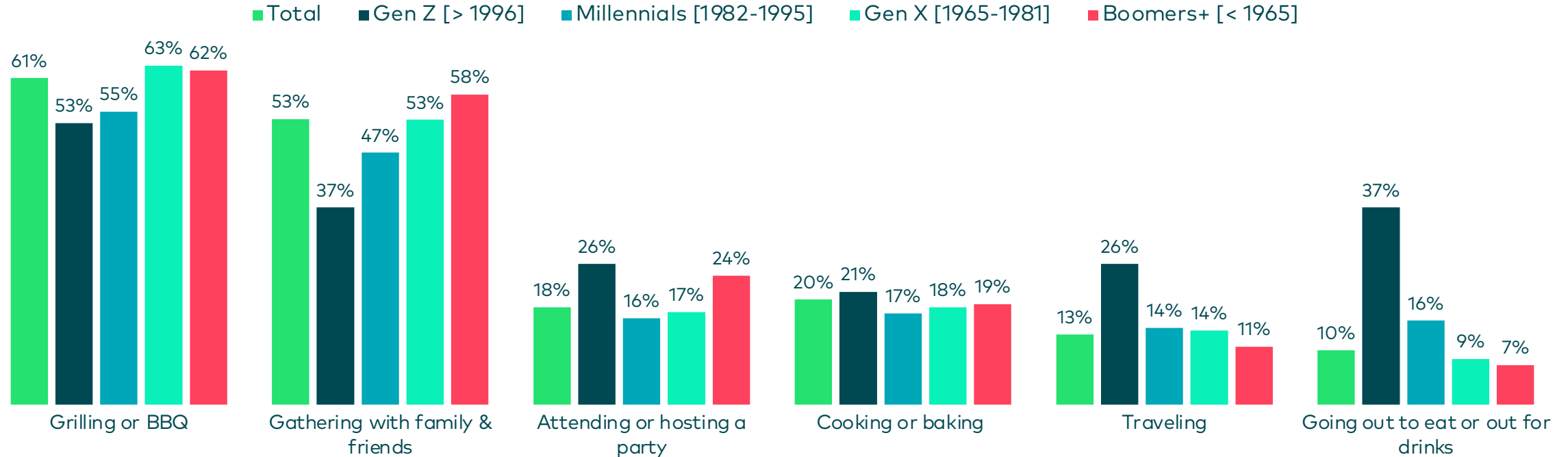
Source: Numerator Labor Day 2022 Survey (n= 1,054) How do you plan to celebrate Labor Day Weekend this year? How have you typically celebrated Labor Day Weekend in past years? What food item(s) do you plan to grill?

Generational Spotlight: Labor Day Weekend Celebrations

While Gen Z shoppers are less likely to grill or gather with friends & family this Labor Day Weekend, they're significantly more likely to attend or host a party, to travel, and to go out to eat or for drinks.

CELEBRATION PLANS

% of Labor Day Weekend celebrators



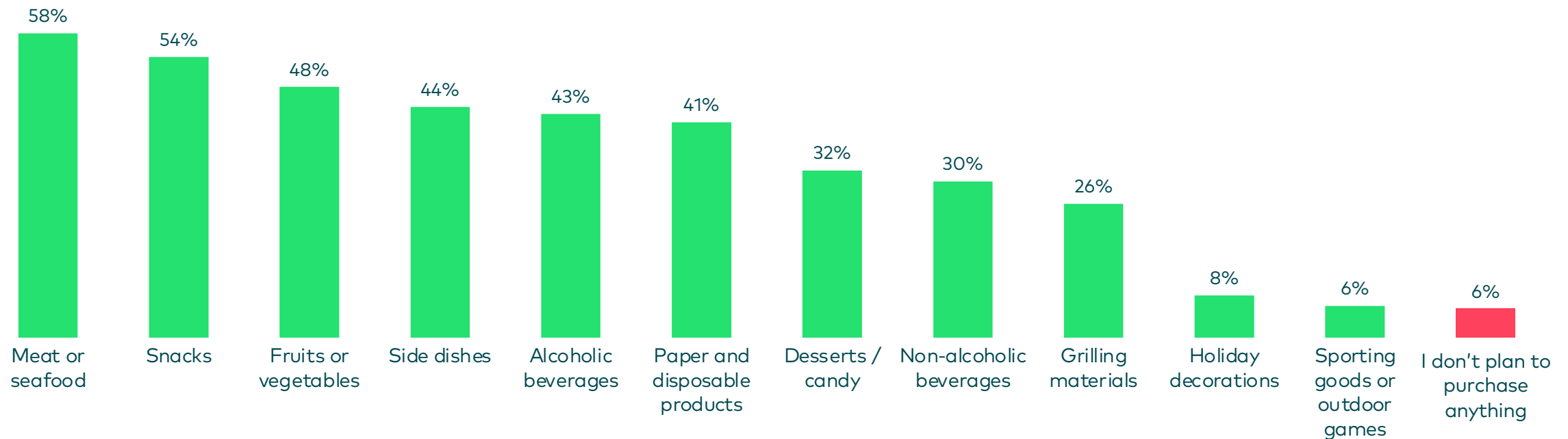
Source: Numerator Labor Day 2022 Survey (n= 1,054) How do you plan to celebrate Labor Day Weekend this year?

Labor Day Weekend shopping will be food-focused.

The majority of Labor Day Weekend celebrators expect to make some sort of purchase for their celebrations, with most planning to buy grocery items like meat, seafood, snacks, fruits & vegetables and sides.

PURCHASE PLANS

% of Labor Day Weekend celebrators



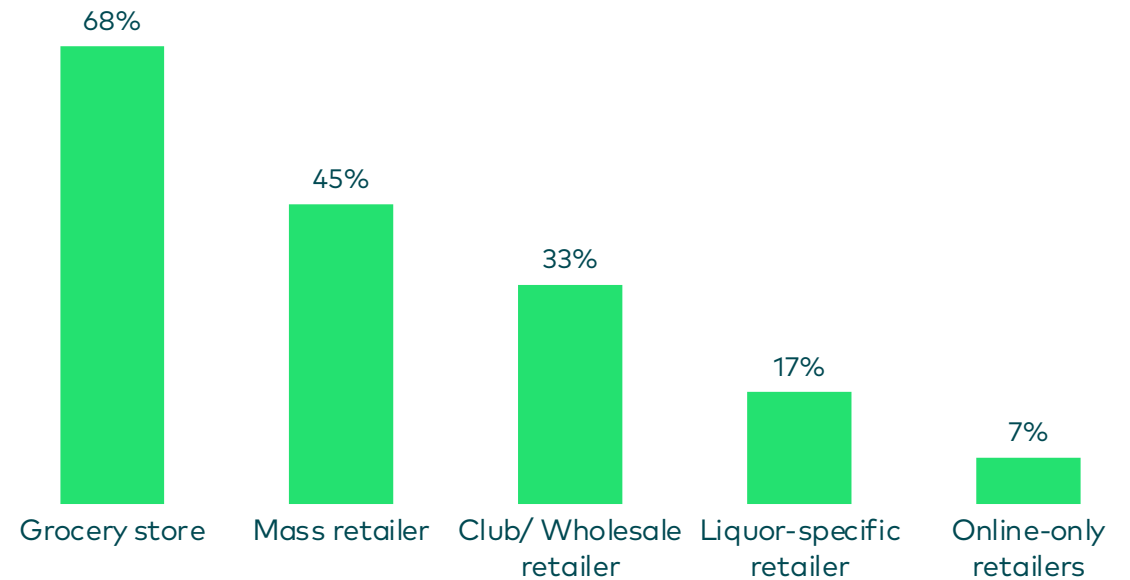
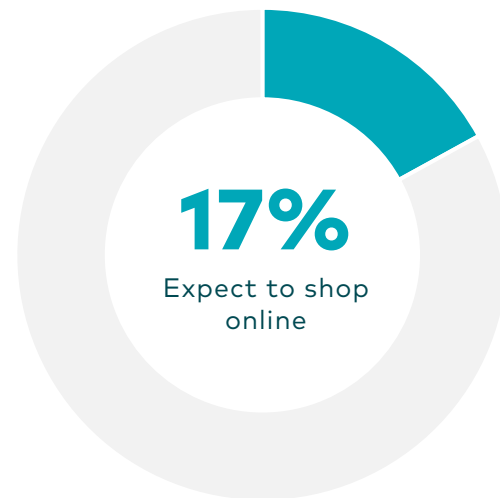
Source: Numerator Labor Day 2022 Survey (n= 1,054) What item(s), if any, will you purchase for Labor Day Weekend this year?

Grocery & mass retailers will be the top choices for Labor Day shopping.

The majority (88%) of Labor Day Weekend shoppers expect to make their purchases in-person, while fewer than 1 in 5 (17%) plan to shop online. Grocery stores will be the most popular shopping destination for the food-focused holiday weekend.

PURCHASE LOCATIONS

% of Labor Day Weekend shoppers



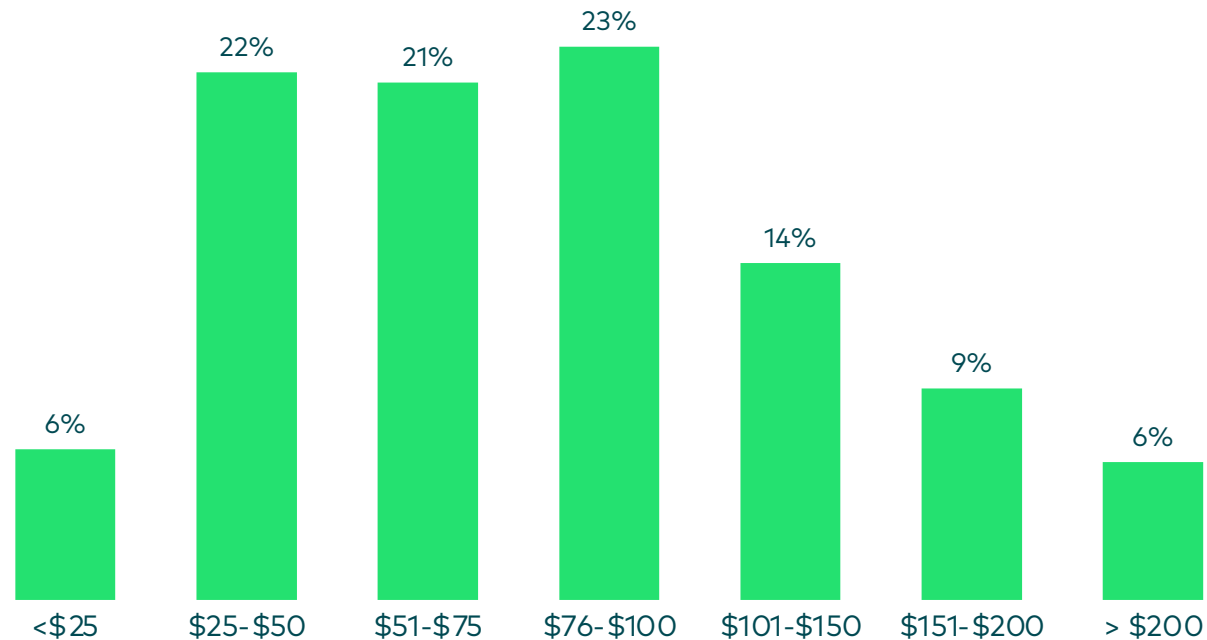
Source: Numerator Labor Day 2022 Survey (n= 1,054) How will you shop for labor Day Weekend ?
Where do you plan to purchase items for Labor Day Weekend?

Labor Day spending expected to hold steady versus past years.

Half of shoppers say they'll spend the same amount on their celebrations this Labor Day Weekend as they have in the past. Most shoppers plan to spend between \$50 and \$100, with older consumers expecting to spend more than younger consumers.

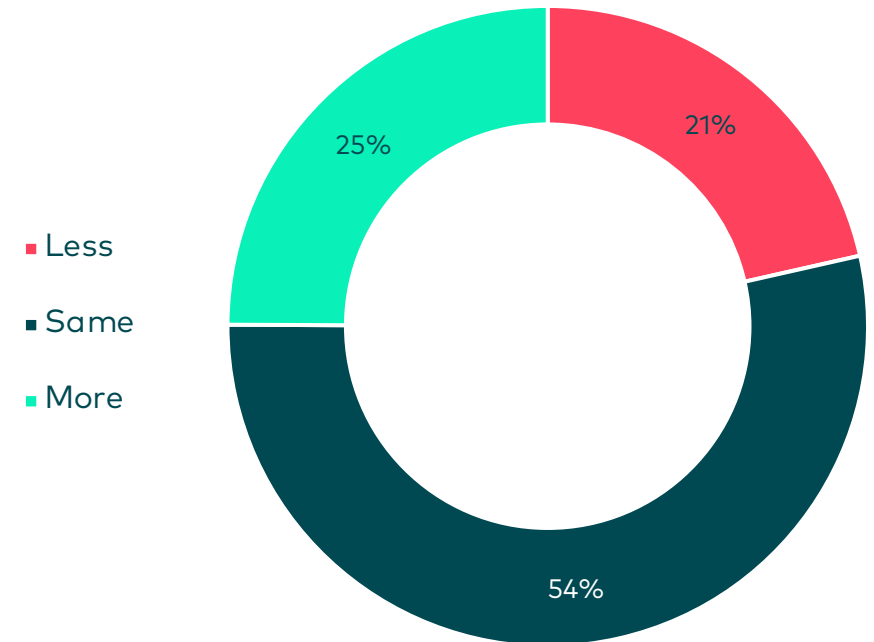
EXPECTED SPENDING

% Labor Day Weekend Shoppers



SPENDING VS. PAST YEARS

% of Labor Day Weekend Shoppers



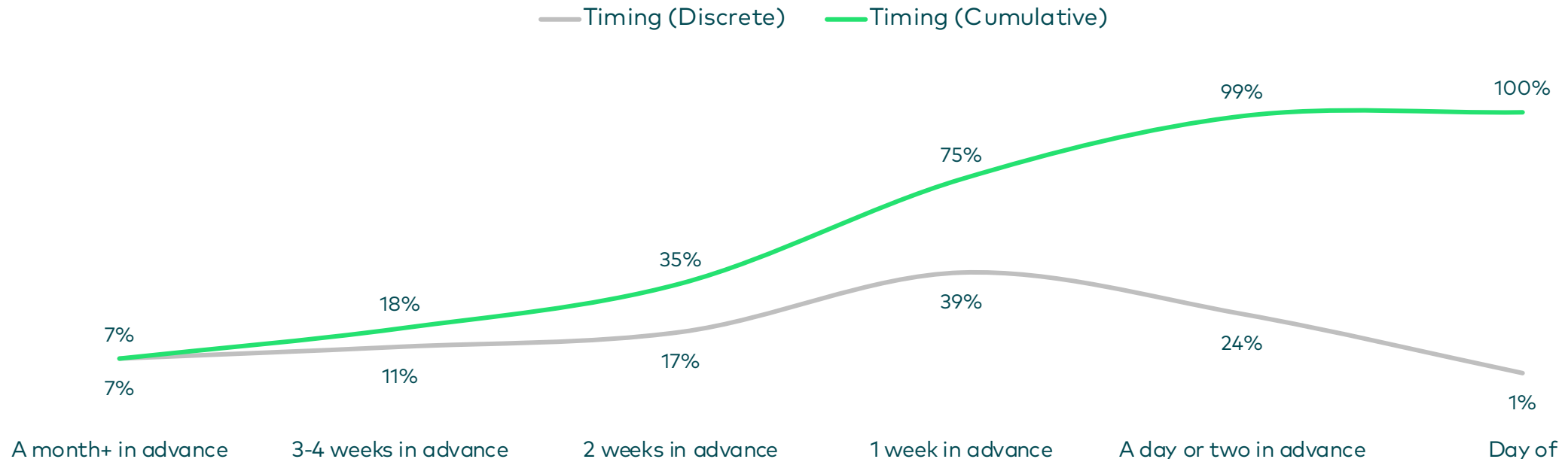
Source: Numerator Labor Day 2022 Survey (n= 1,054) How much do you expect to spend on your Labor Day Weekend celebrations? How will your spending differ from past Labor Day Weekend celebrations?

Most shoppers will make their Labor Day purchases one week in advance.

About a third of Labor Day Weekend shoppers expect to start their shopping more than two weeks in advance, but the majority will shop the week prior or a few days in advance.

EXPECTED SHOPPING TIMING

% of Labor Day Weekend Shoppers



Source: Numerator Labor Day 2022 Survey (n= 1,054) How far in advance did you/do you plan to shop for Labor Day Weekend?

Inflation is expected to interfere with Labor Day travel plans.

A third of shoppers say rising gas prices will push them to travel less this year, while a fifth say they won't travel at all. When it comes to shopping, half of Labor Day Weekend shoppers say they will search for sales and a third will look for coupons to save.

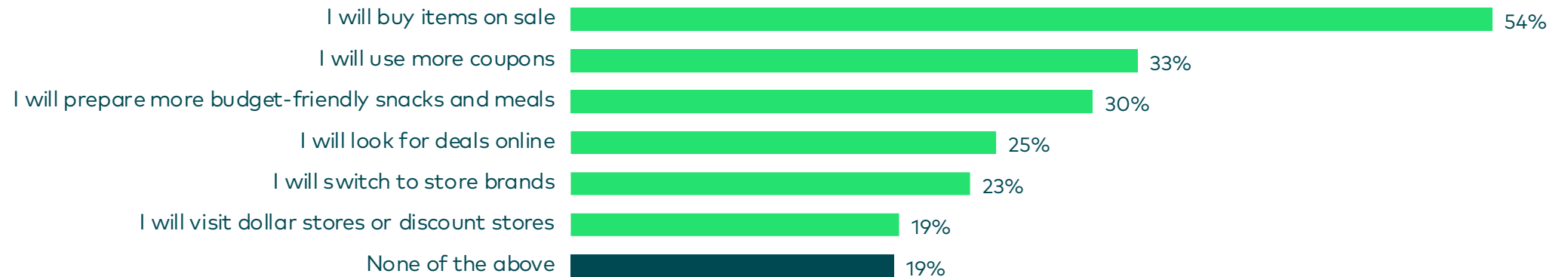
INFLATION IMPACT

% of Labor Day Weekend Celebrators (top) / % of Shoppers (bottom)

ON PLANS



ON SHOPPING



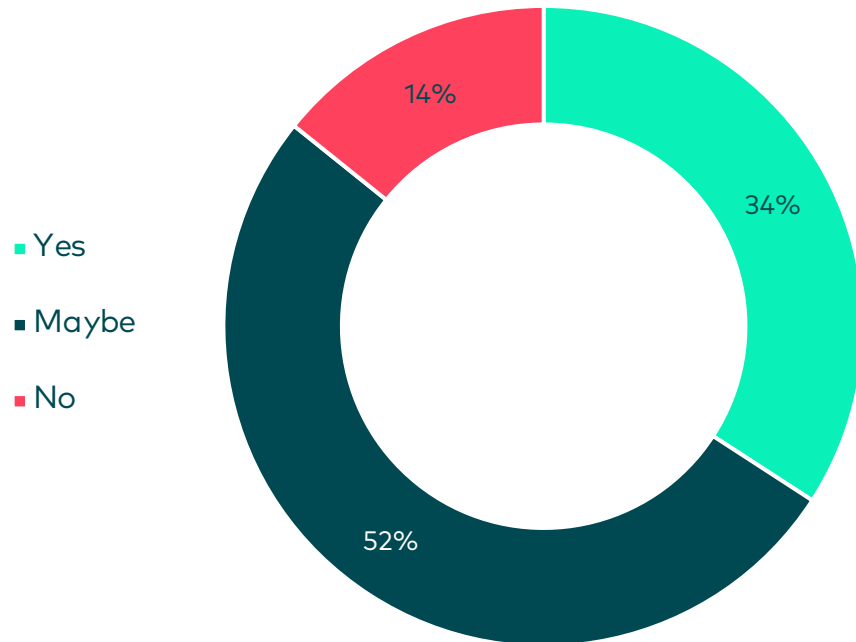
Source: Numerator Labor Day 2022 Survey (n= 1,054) How, if at all, will inflation impact your Labor Day Weekend plans this year?
Which measures—if any— will you take to save on your Labor Day Weekend shopping due to inflation?

Sales Spotlight: Over half of consumers may shop at Labor Day sales events.

A third of consumers plan to shop at Labor Day Weekend sales events this year, with another 52% considering it. Inflation will impact many of these shoppers' decisions; a third say they will stock up on sale items or pass up good deals on non-necessities.

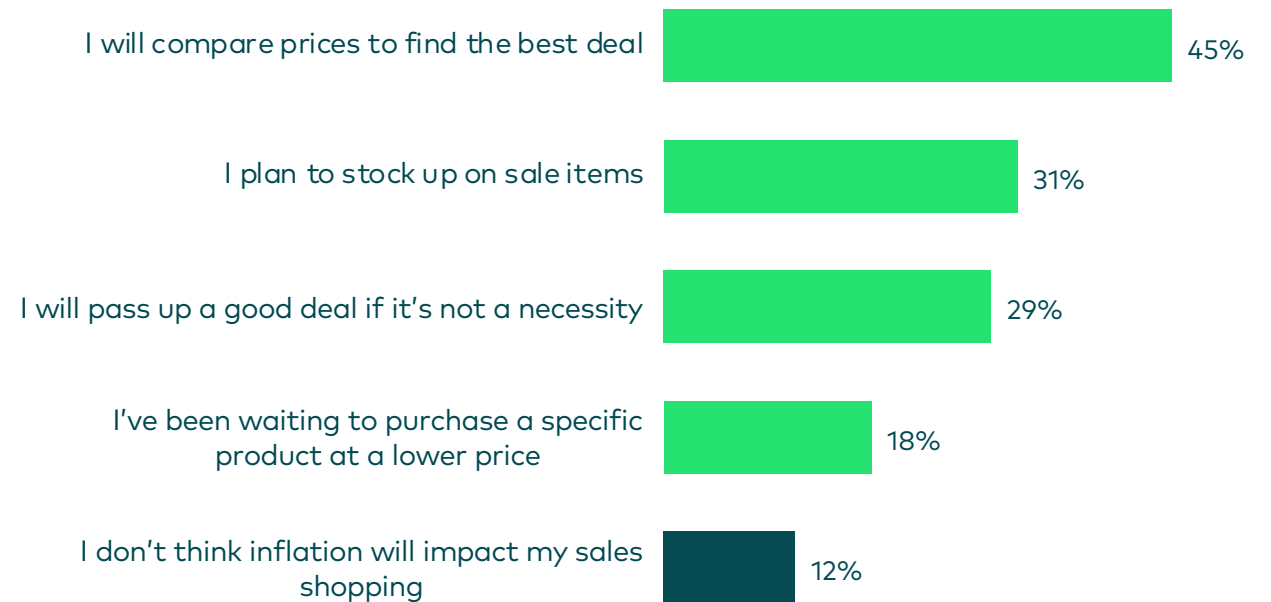
SALE PARTICIPATION

% of Labor Day Weekend celebrators



INFLATION IMPACT

% of shoppers who will or might shop Labor Day sales



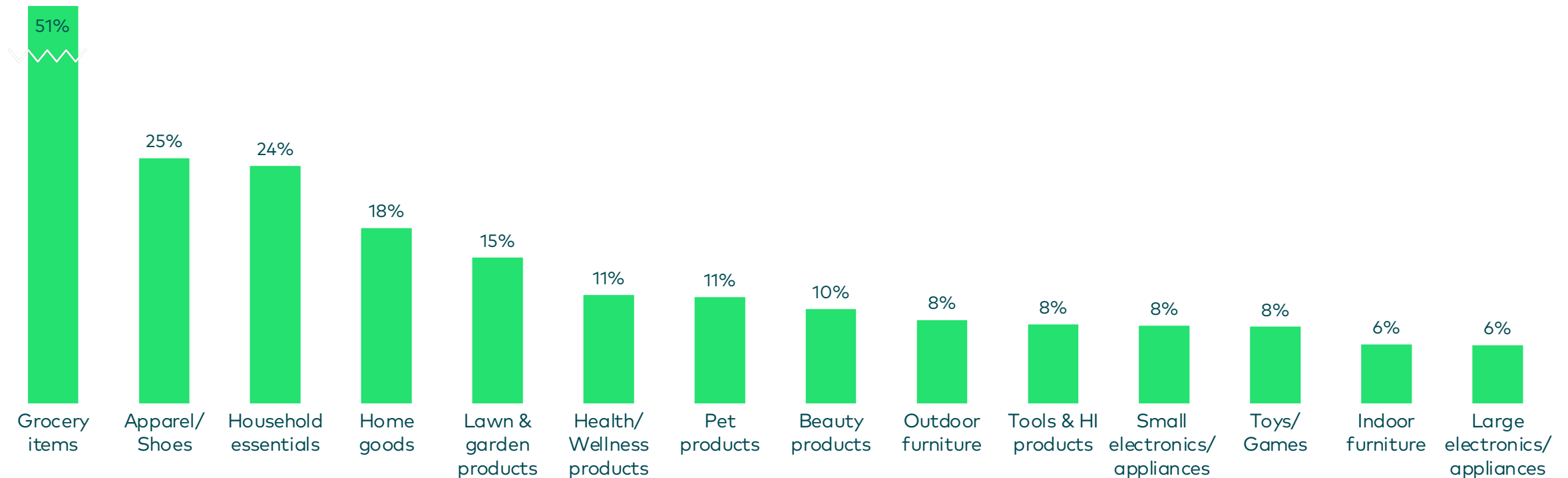
Source: Numerator Labor Day 2022 Survey (n= 1,054) Do you expect to shop at any Labor Day Weekend sales this year? How, if at all, do you think inflation will impact your shopping at Labor Day Weekend sales?

Sales Spotlight: Consumers plan to shop for a variety of sale products.

Among those considering shopping at Labor Day Weekend sales events, the top products they're seeking will be grocery items. Other general merchandise categories like apparel, home goods and lawn & garden products are also top contenders.

PURCHASE PLANS

% of Labor Day Weekend celebrators



Source: Numerator Labor Day 2022 Survey (n= 1,054 What products do you think you'll purchase during Labor Day Weekend sales this year?)



Holiday insights don't stop at Labor Day.

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