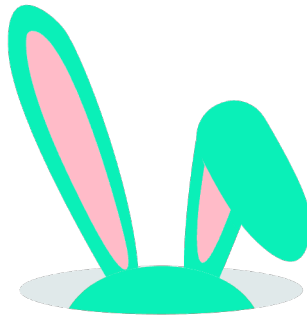




CONSUMER SURVEY REPORT

2022 Easter Preview





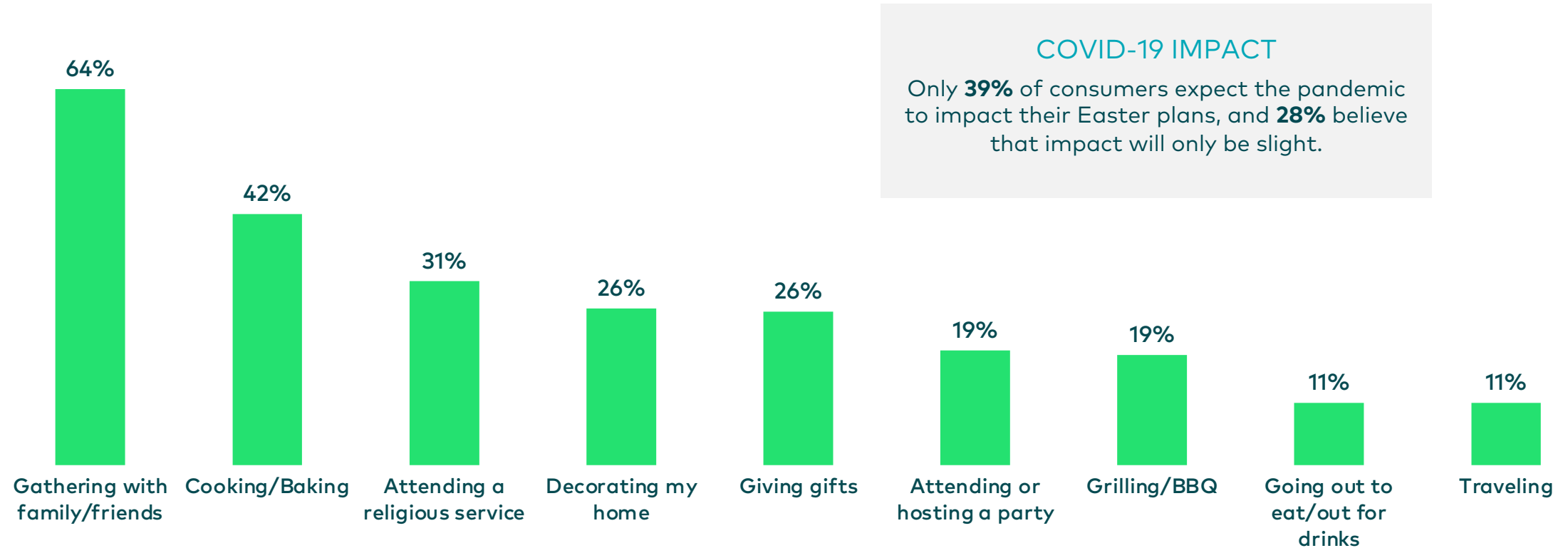
We asked 1,100 Easter celebrators about their upcoming plans.

Numerator's 2022 Easter survey was fielded between Friday 3/25 and Tuesday 3/29 to **1,272** individuals, **84%** of whom plan to celebrate this upcoming Easter. At the time of fielding, **74%** of intended celebrators had already started planning their festivities.

The lingering pandemic will not deter Easter celebrators from gathering.

This Easter will be the first major holiday since the onset of the pandemic where over half (61%) of consumers do not expect COVID-19 to impact their celebrations. The top celebration intention by far is to gather with friends & family.

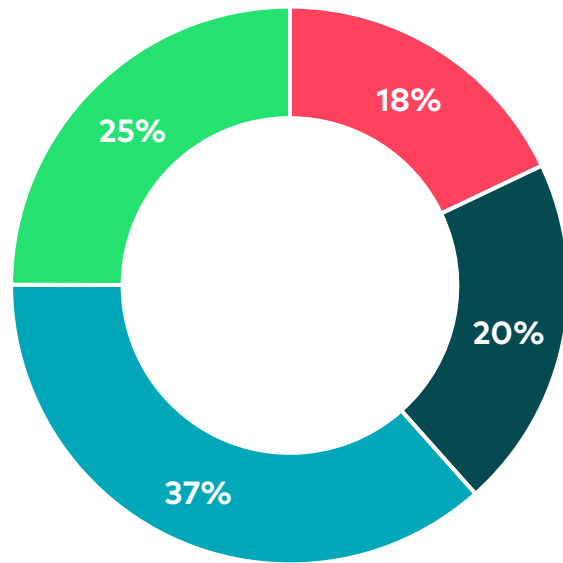
EASTER CELEBRATION PLANS



Inflation will replace COVID-19 concerns and complicate Easter basket building.

75% of consumers expect inflation to impact their Easter shopping this year. Most of these consumers anticipate adjusting how they shop to account for rising prices, seeking out sales and cutting back on the amount they plan to purchase.

EXPECTED INFLATION IMPACT



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

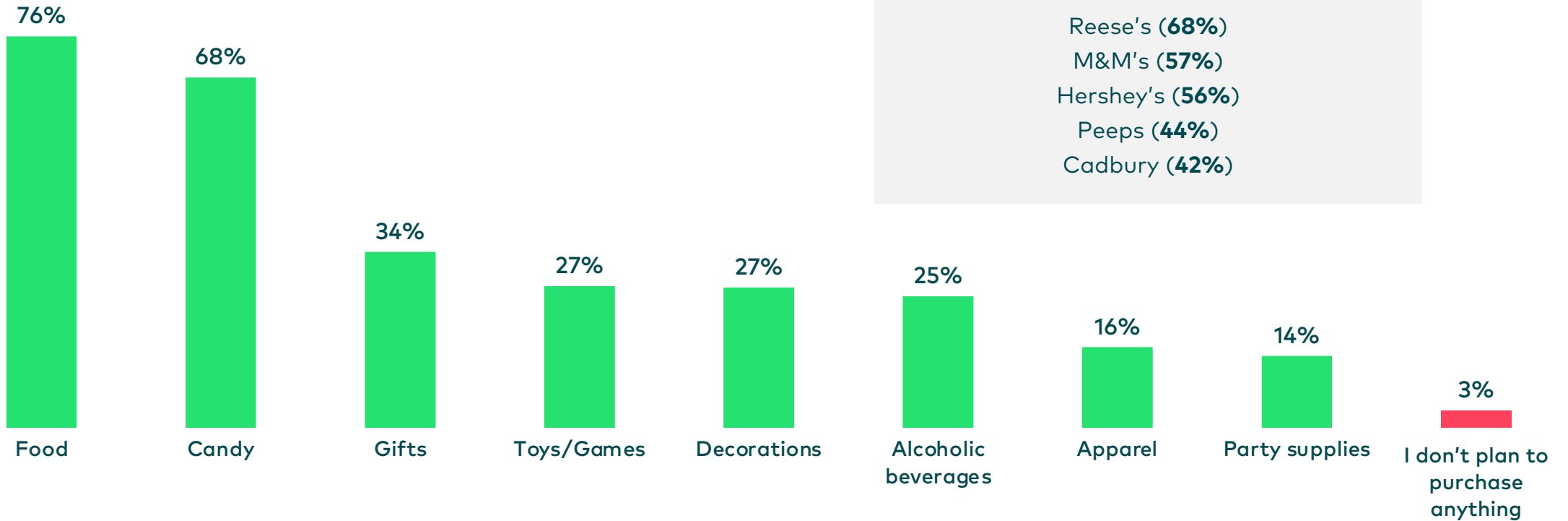
INFLATIONARY SHOPPING ADJUSTMENTS



Despite inflation, Easter celebrators still plan to shop a variety of categories.

Food and candy will be the top categories purchased by Easter shoppers. For candy specifically, Reese's, M&M's, and Hershey's brands top the list; over half (55%) of Easter candy shoppers also expect to stock up on jellybeans.

PLANNED EASTER PURCHASES



TOP BRANDS FOR CANDY BUYERS

- Reese's (68%)
- M&M's (57%)
- Hershey's (56%)
- Peeps (44%)
- Cadbury (42%)

In-store mass and grocery retailers will be the main destinations for shoppers.

The vast majority of consumers expect to do their Easter shopping in-person, but about a third plan to make at least some of their purchases online. Mass & grocery retailers are by far the most popular locations among Easter shoppers.

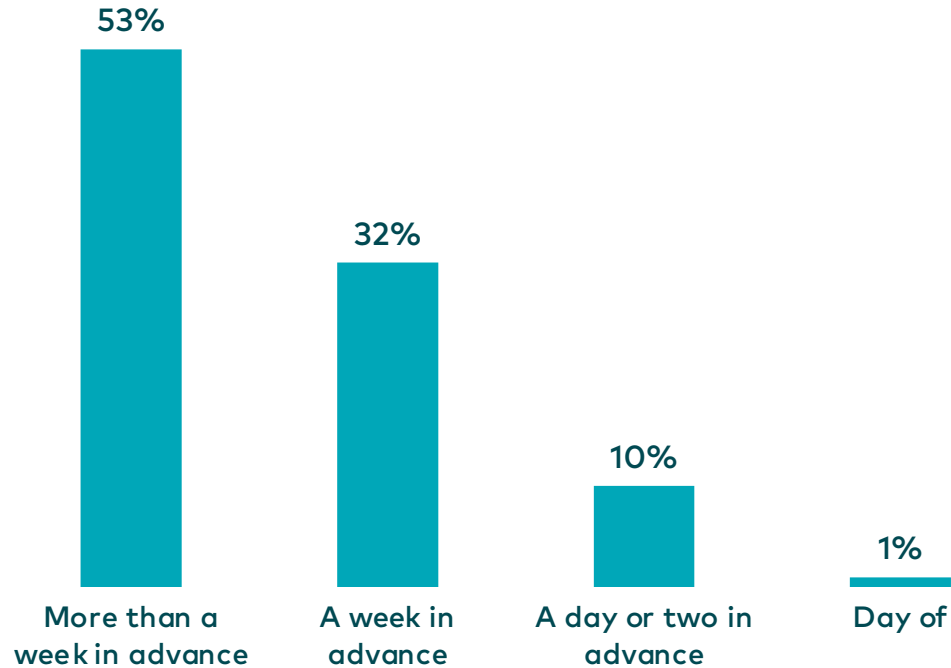
PLANNED EASTER SHOPPING LOCATIONS



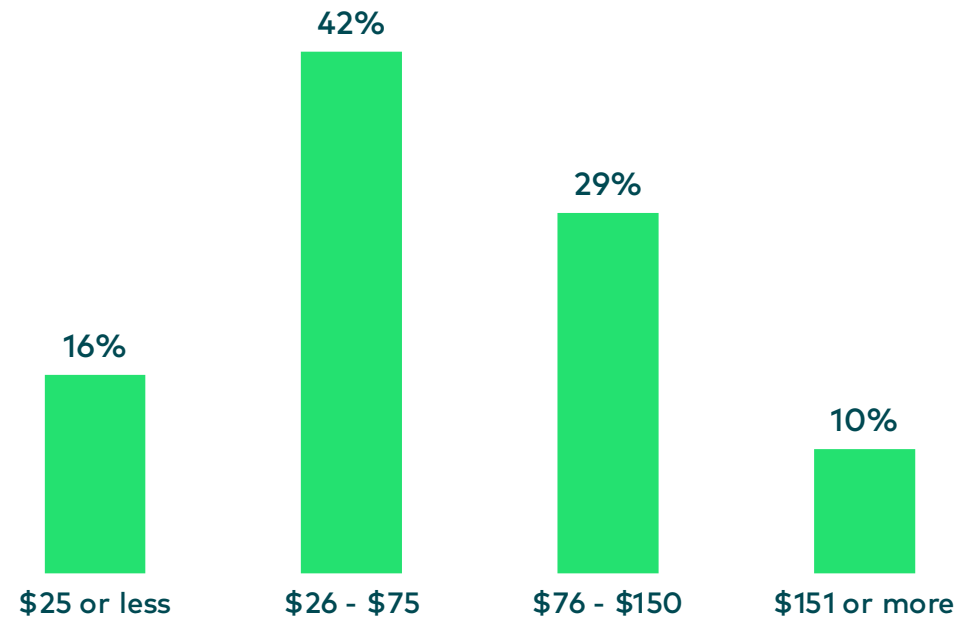
Easter shoppers will hop on their shopping early and spend freely.

Over half of Easter shoppers will make their purchases more than a week in advance of the holiday, with another third planning to shop about a week ahead of time. The majority expect to spend between \$26 and \$75 on their Easter goodies.

PLANNED EASTER SHOPPING TIMING



EXPECTED EASTER SPENDING



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