



2022 CONSUMER SURVEY REPORT

Christmas & New Year's Eve





We asked 1,500 consumers about their upcoming December holiday plans.

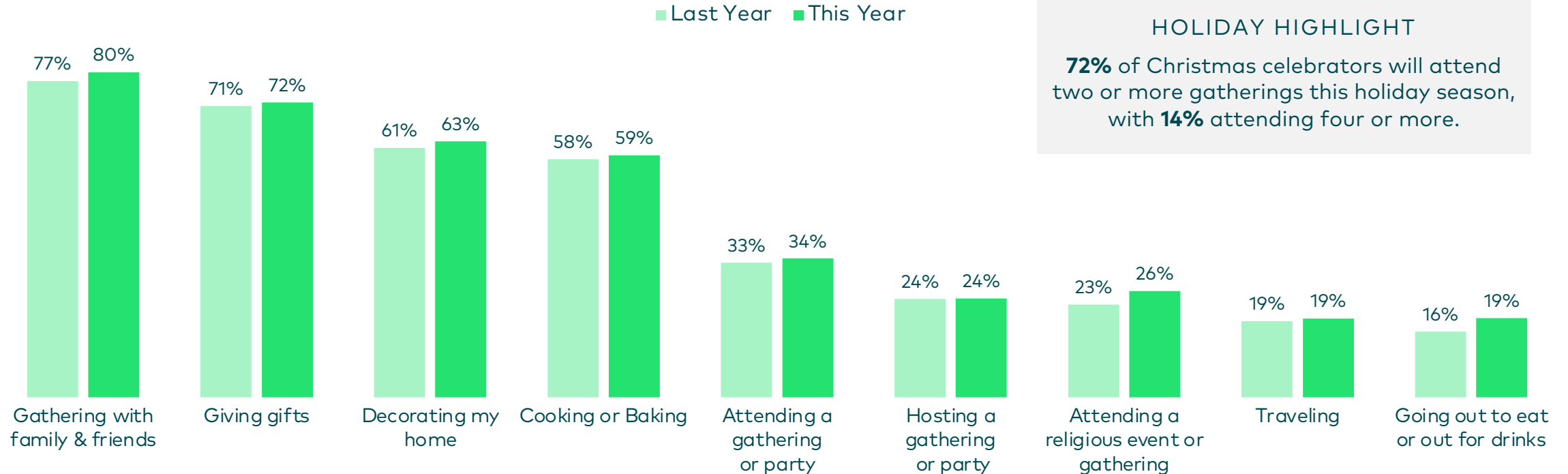
Numerator's 2022 December Holiday survey was fielded to 1,510 consumers between 12/01/22 and 12/03/22 and asked about **Christmas** and **New Year's Eve** plans. The report showcases consumer celebration and shopping plans for each holiday with added spotlights on generational differences and inflation impacts.

Individuals will gather & give more freely this Christmas season.

As pandemic concerns continue to subside, more consumers expect to gather with family and friends to celebrate Christmas. Most celebration types will see a slight lift this Christmas versus last, particularly gathering and going out to eat. Nearly three in four shoppers expect to attend multiple celebrations & gatherings throughout the holiday season.

CELEBRATION PLANS

% of Christmas celebrators



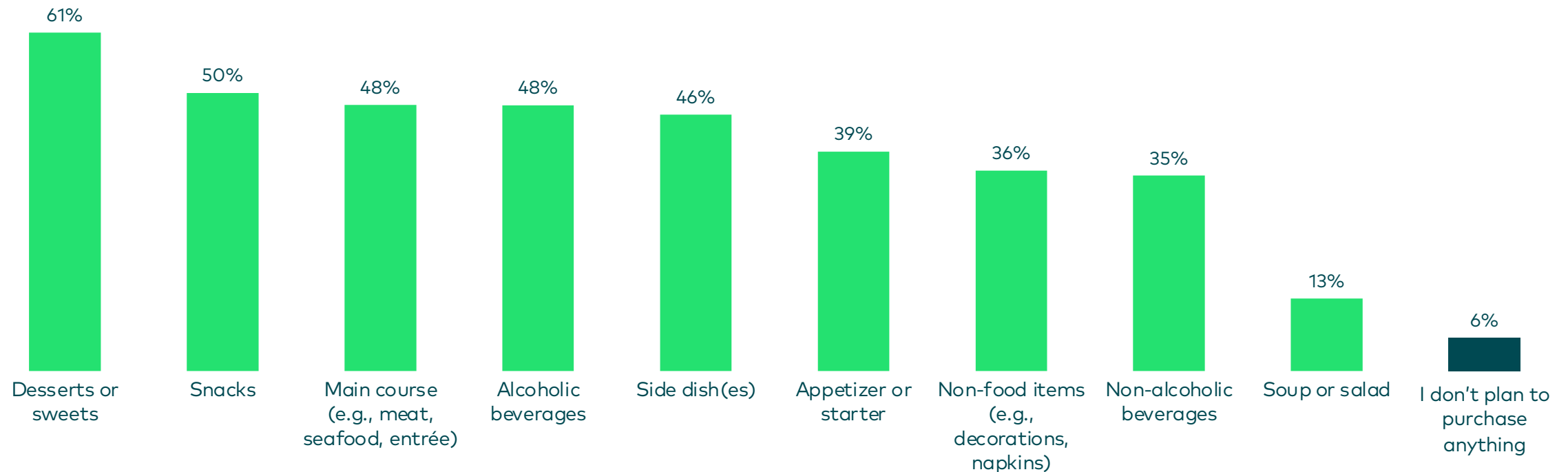
Source: Numerator December Holiday 2022 Survey (n= 1,510) How did you celebrate Christmas last year? How do you plan to celebrate this year?

Shoppers will stock up on sweets and snacks for their Christmas gatherings.

Over nine-in-ten Christmas celebrators expect to purchase items like food, beverages and party supplies for their celebrations, with desserts & sweets topping the list. Older generations are the most likely to purchase food & supplies for these gatherings compared to younger shoppers, particularly main courses and side dishes.

PURCHASE PLANS

% of Christmas celebrators, excludes gift purchasing



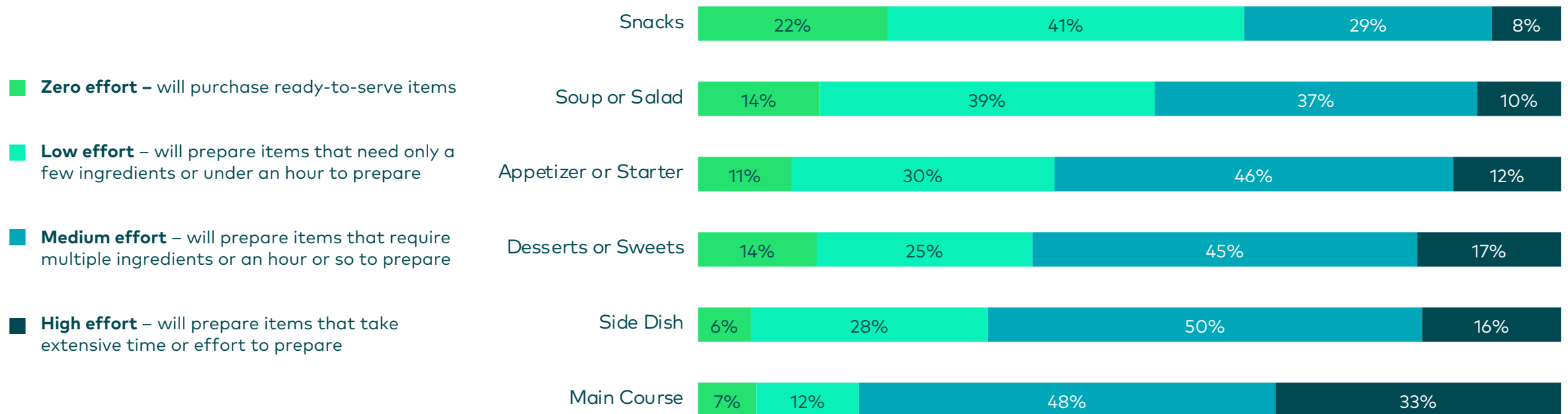
Source: Numerator December Holiday 2022 Survey (n= 1,510) What items will you purchase for your Christmas celebration(s) this year, excluding gifts?

Many shoppers will be looking for easy-to-prepare food items for Christmas.

While shoppers are willing to put more work into main courses and side dishes, over half prefer to purchase snacks and salads that require little-to-no preparation. A third of those supplying the main course for their celebrations expect to prepare items that take extensive time or effort to pull together, while a fifth are looking for low-lift main dishes.

PREPARATION EFFORT

% of product buyers



Source: Numerator December Holiday 2022 Survey (n= 1,510) How much effort do you expect to put into preparing each item for your celebrations?

Shoppers expect to spend slightly less on their 2022 Christmas celebrations.

Despite increased intentions to gather, over a fourth of shoppers say they'll spend less on Christmas celebrations this year. Most expect to spend between \$50 and \$150 on their Christmas purchases this year, with 18% saying they'll spend \$300+.

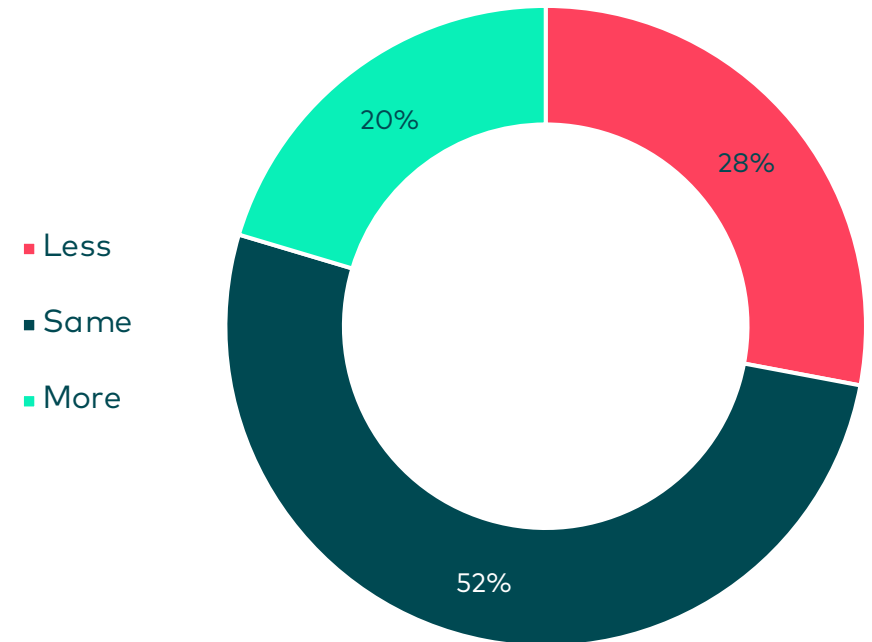
EXPECTED SPENDING

% Christmas Shoppers, excludes gifts



SPENDING VS. PAST YEARS

% of Christmas Shoppers, excludes gifts



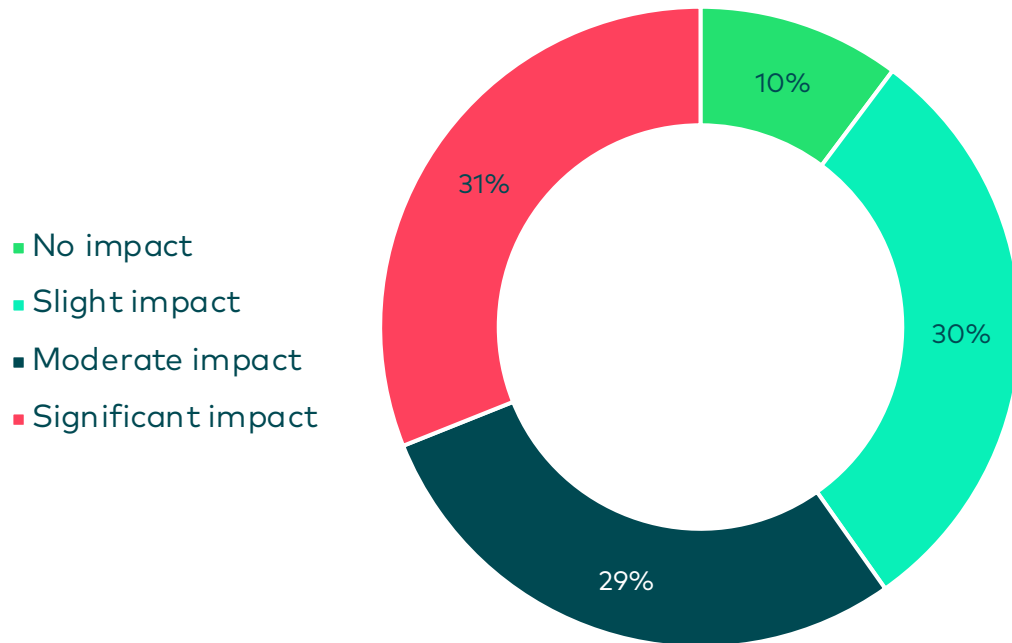
Source: Numerator December Holiday 2022 Survey (n= 1,510) How much do you expect to spend on your Christmas celebrations (excluding gifts)? How will your spending differ from past Christmas celebrations?

Most consumers expect inflation to impact their Christmas shopping.

A third of consumers believe inflation will significantly impact their Christmases, and they plan to take measures to offset rising prices. Two-thirds will look for ways to save on the items they buy, and a third will celebrate on a smaller scale this year. On the flip side, some shoppers plan to increase their budgets to account for rising prices without having to cut back.

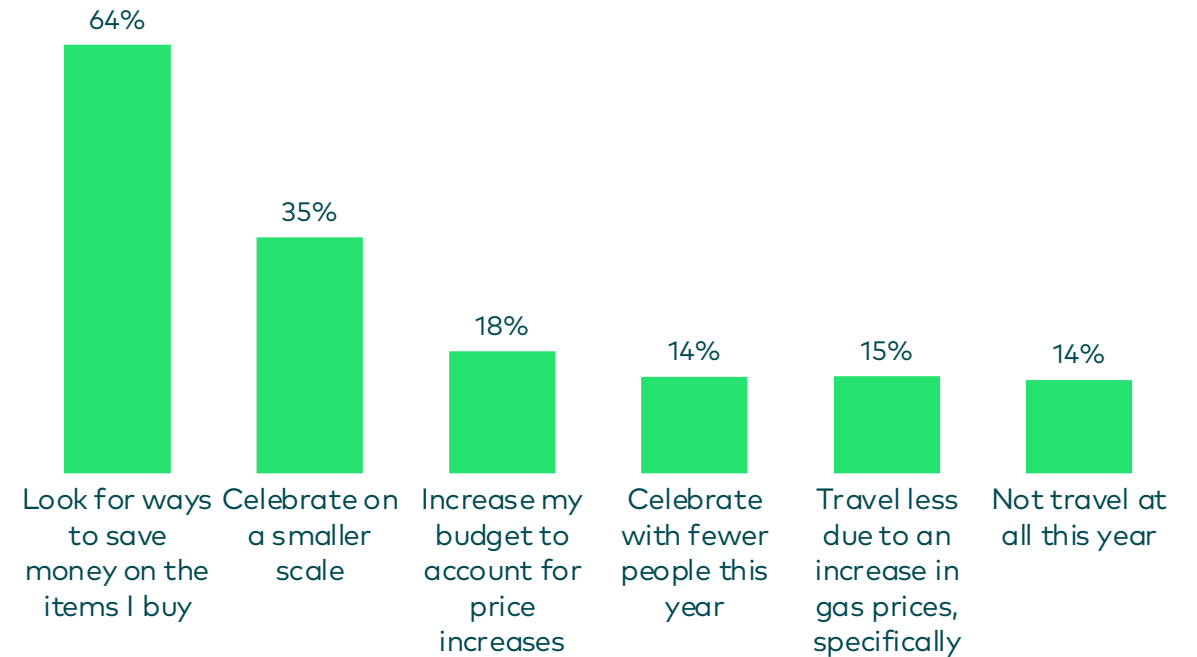
EXPECTED INFLATION IMPACT

% of Christmas Celebrators



INFLATION ADJUSTMENTS

% of group who say they will...



Source: Numerator December Holiday 2022 Survey (n= 1,510) To what extent, if any, do you expect inflation/rising prices to impact your 2022 Christmas plans or shopping? How will inflation impact your Christmas plans or shopping?

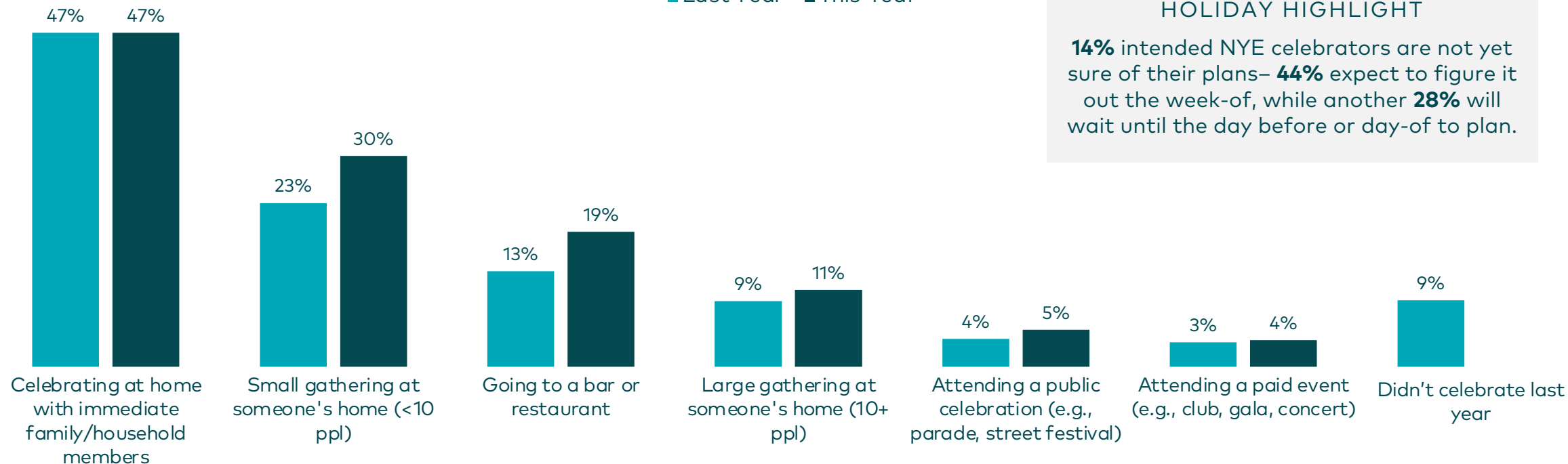
Shoppers also plan to step up their New Year's Eve celebrations this year.

While celebrating at home with immediate family remains the top way to celebrate, house parties, bars and restaurants will all see increased activity this year. NYE remains a more spontaneous holiday for some, over one-in-ten still evaluating plans.

CELEBRATION PLANS

% of NYE celebrators

■ Last Year ■ This Year



HOLIDAY HIGHLIGHT

14% intended NYE celebrators are not yet sure of their plans— **44%** expect to figure it out the week-of, while another **28%** will wait until the day before or day-of to plan.

Source: Numerator December Holiday 2022 Survey (n= 1,510) How did you celebrate NYE last year? How do you plan to celebrate this year?

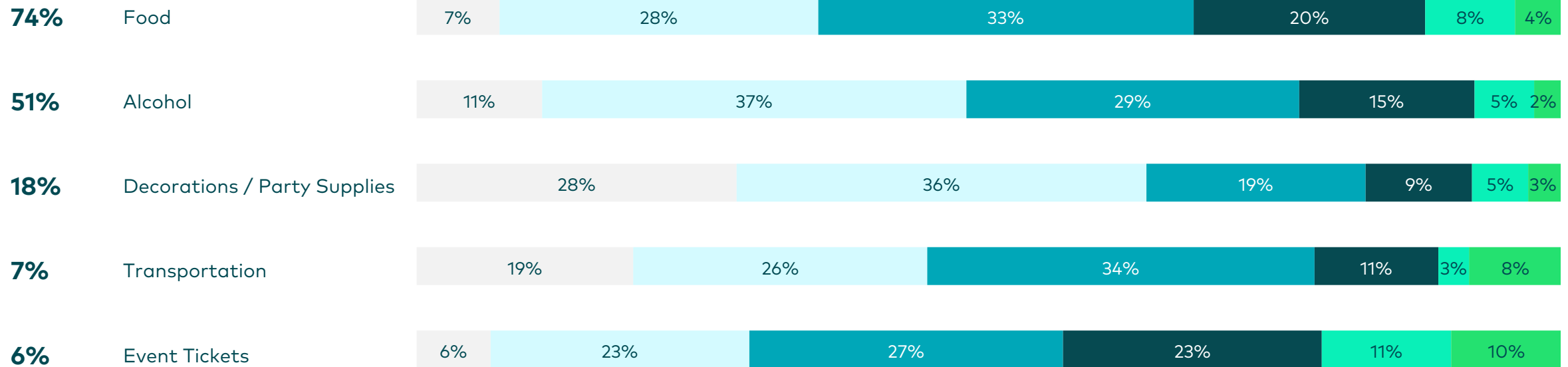
Food and alcohol will be the top ticket items this New Year's Eve.

Three-fourths of NYE celebrators plan to fill up on food, while half will pour a glass of something stronger. Intended spending on both categories is likely to remain under \$100. Those attending out of home, ticketed events are prepared to spend more.

PURCHASE PLANS & SPENDING

% who will buy | spending breakdown among buyers

■ Under \$20 ■ \$20-\$49 ■ \$50-\$99 ■ \$100-\$149 ■ \$150-\$199 ■ \$200 or more



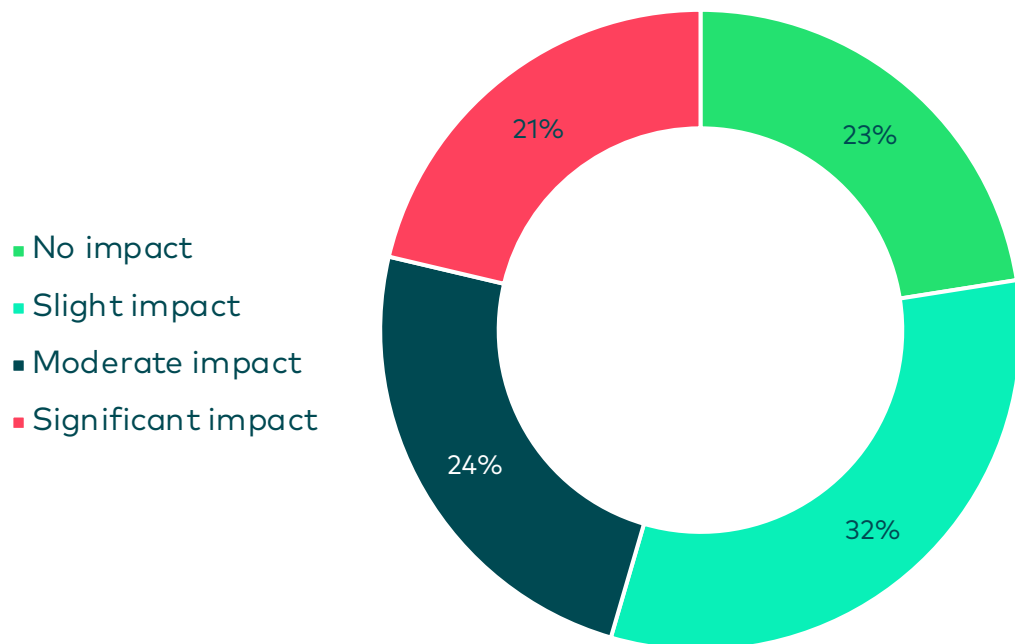
Source: Numerator December Holiday 2022 Survey (n= 1,510) What item(s), if any, do you expect to spend money on this New Year's Eve? How much do you expect to spend on each?

New Year's Eve shoppers expect to spend the same despite inflation.

While expected inflationary impact for NYE is lower than Christmas, nearly half still expect it to impact their plans to some extent. Like Christmas, an increase in New Year's Eve celebrations won't necessarily translate to an increase in spending, with over half of celebrators expecting to spend the same as they did last year, and a quarter expecting to spend less.

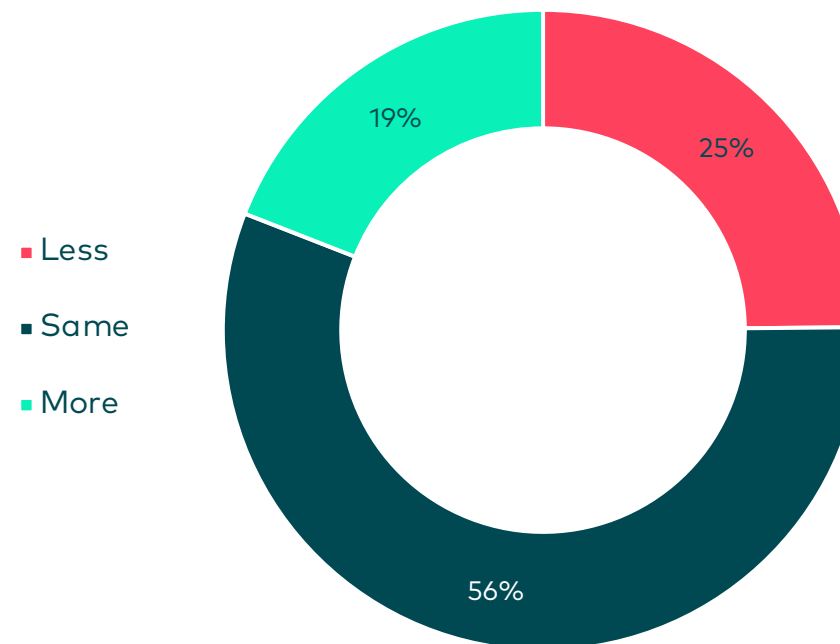
EXPECTED INFLATION IMPACT

% of NYE Celebrators



SPENDING VS. PAST YEARS

% of NYE Shoppers



Source: Numerator Thanksgiving 2022 Survey (n= 1,032) To what extent, if any, do you expect inflation/rising prices to impact your 2022 NYE plans or shopping? How will your spending differ from past NYE celebrations?

Holiday spirits will be a highlight for many shoppers.

New Year's Eve celebrators are slightly more likely to purchase alcohol than those shopping for Christmas (51% vs. 43%), but preferred beverages differ by holiday— while wine will win on Christmas, beer will be the top choice on NYE. Those ringing in the new year also expect to indulge in more champagne and spirits than their Christmas counterparts.

TOP ALCOHOL TYPES

% of celebrators



Source: Numerator December Holiday 2022 Survey (n= 1,510) How did you celebrate NYE last year? How do you plan to celebrate this year?



More **merry insights** can be yours this holiday season.

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