



Labor Day Intentions Preview

CONSUMER SURVEY REPORT





We asked over 500 consumers about their Labor Day 2023 plans.

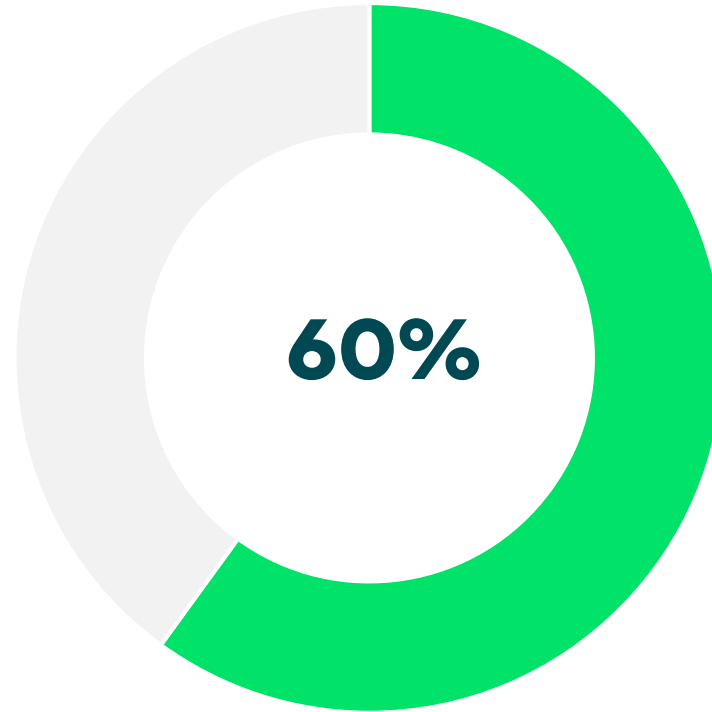
Numerator's Labor Day Preview survey was fielded to 518 consumers in August 2023, and highlights consumers' celebration, shopping and spending plans for the holiday.

Three-fifths of consumers will celebrate Labor Day this year.

CELEBRATION INTENTIONS

% of consumers who will "definitely" or "probably" celebrate

LABOR DAY



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "Do you expect to celebrate Labor Day 2023?"

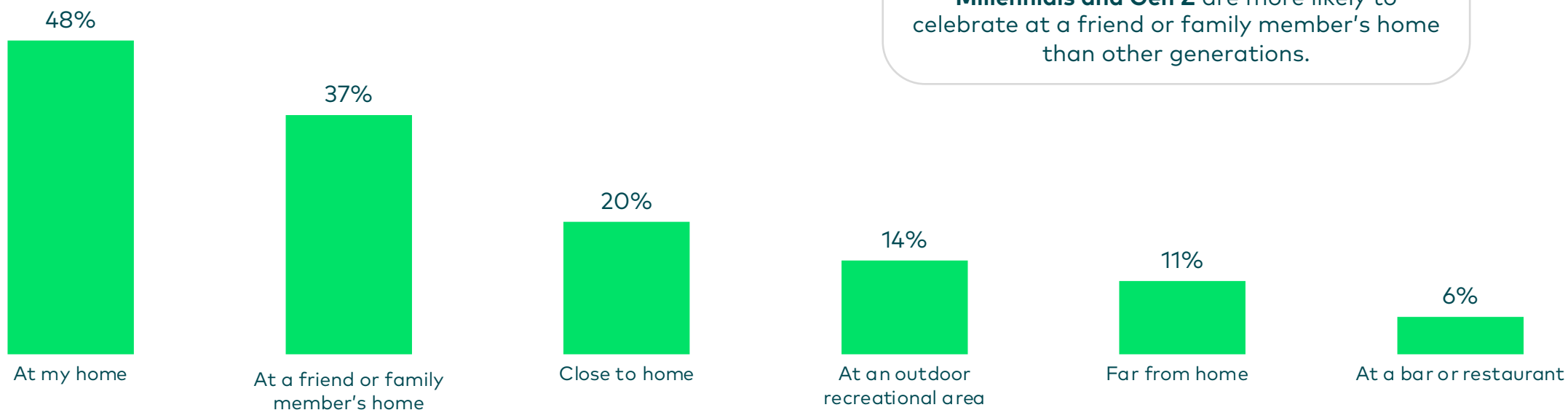


Celebrators will choose to stay home or visit a loved one for Labor Day.

About half (48%) of consumers will celebrate the holiday at their own home, and nearly two-fifths will celebrate at a friend or family member's home . Only a tenth of celebrators will travel far from home this holiday.

CELEBRATION LOCATION

% of intended celebrators



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "Where will you celebrate Labor Day this year?"



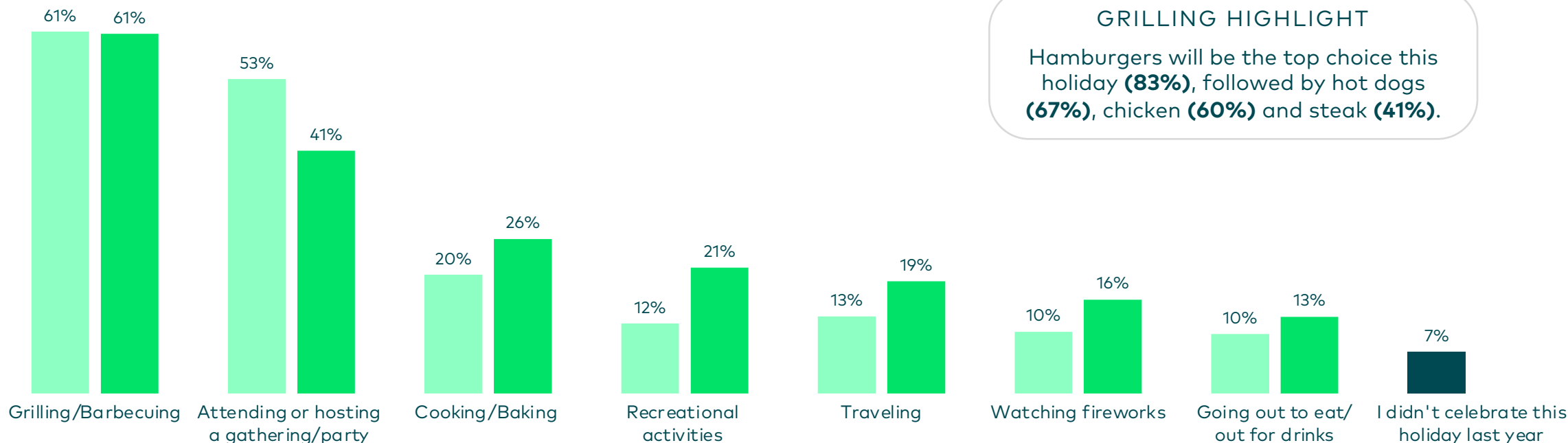
Grilling out remains the preferred activity for Labor Day.

Among the 60% of consumers who plan to celebrate Labor Day, grilling/barbecuing and attending a gathering will be the top activities, followed by cooking/baking. Only 7% of intended celebrators this year did not celebrate last year.

CELEBRATION INTENTIONS

% of intended celebrators

■ Last Year ■ This Year



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "How do you intend to celebrate Labor Day this year?"
Numerator Labor Day Preview 2022 (n= 1000) | "How do you intend to celebrate Labor Day this year?"

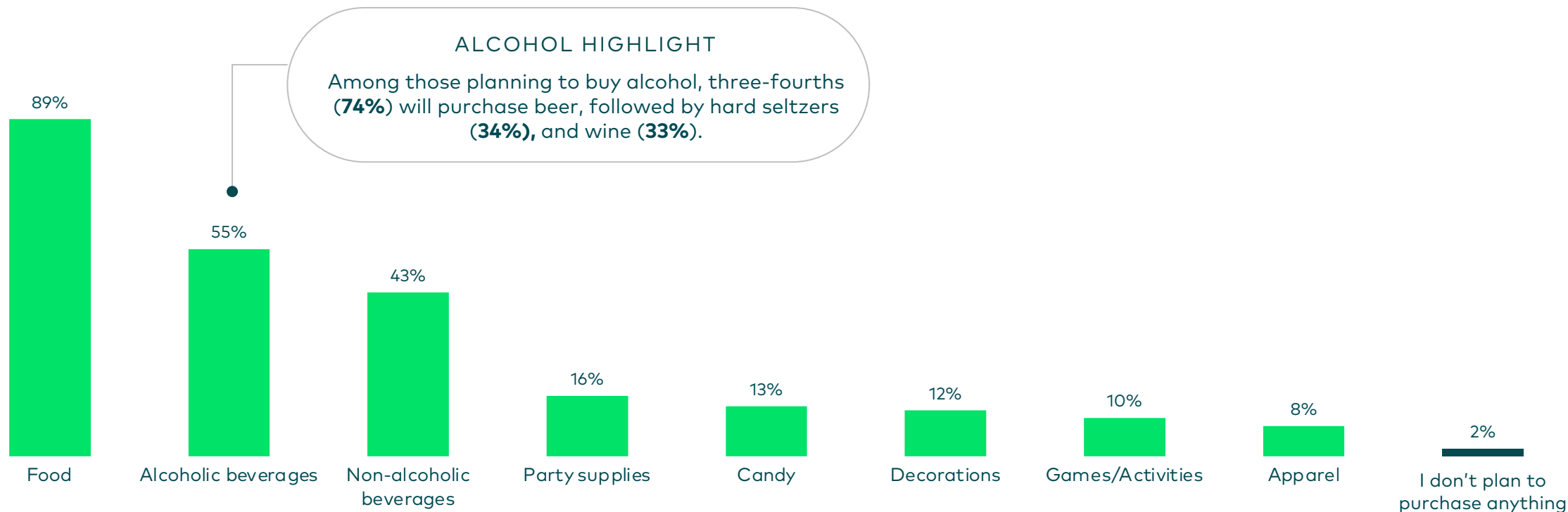


Labor day shopping lists reflect food-focused intentions.

Whether grilling or not, nearly all celebrators expect to buy food, with more than half expecting to purchase alcohol, and two-fifths purchasing non-alcoholic beverages. Beer is by far the most popular alcohol choice for Labor Day celebrations.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "What items do you intend to purchase this Labor Day?"

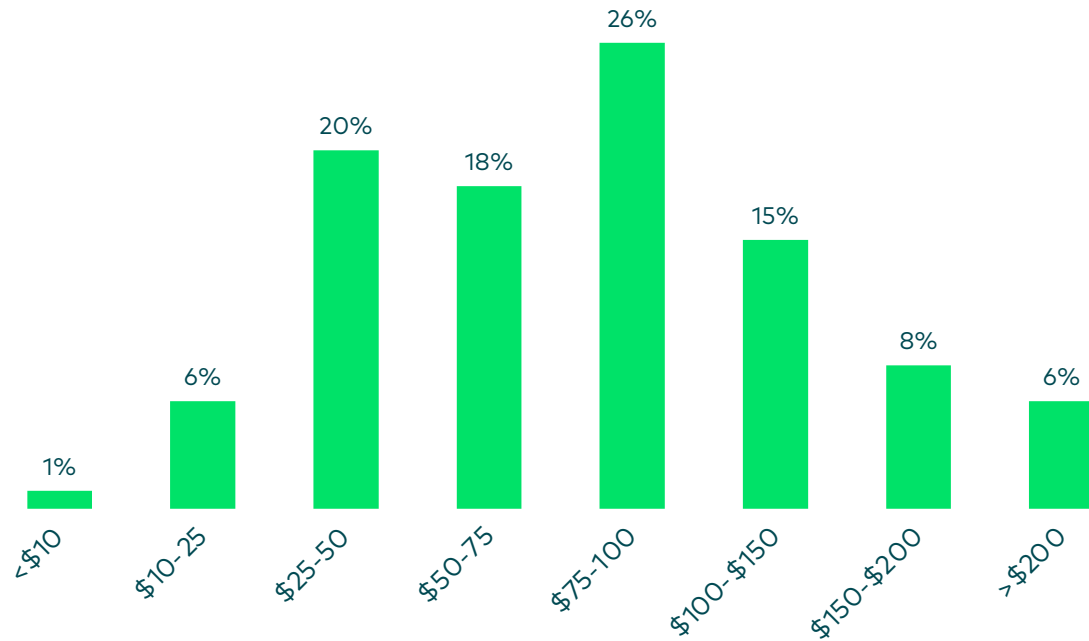


Labor Day shoppers expect to spend the same this year compared to 2022.

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

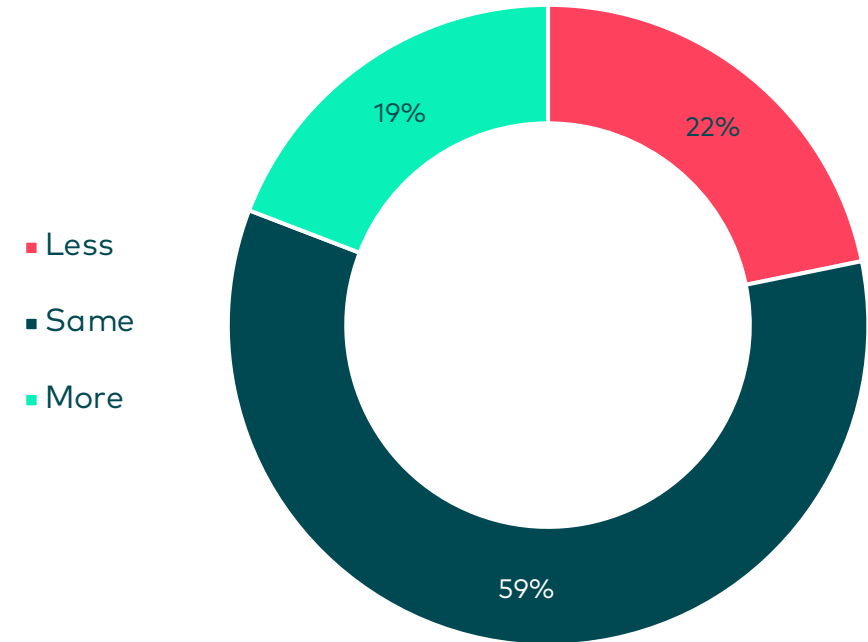
EXPECTED SPENDING

% of Labor Day shoppers



SPENDING VS. LAST YEAR

% of Labor Day shoppers



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "How much do you expect to spend this Labor Day"
"How do you expect your spending to be compared to last year?"

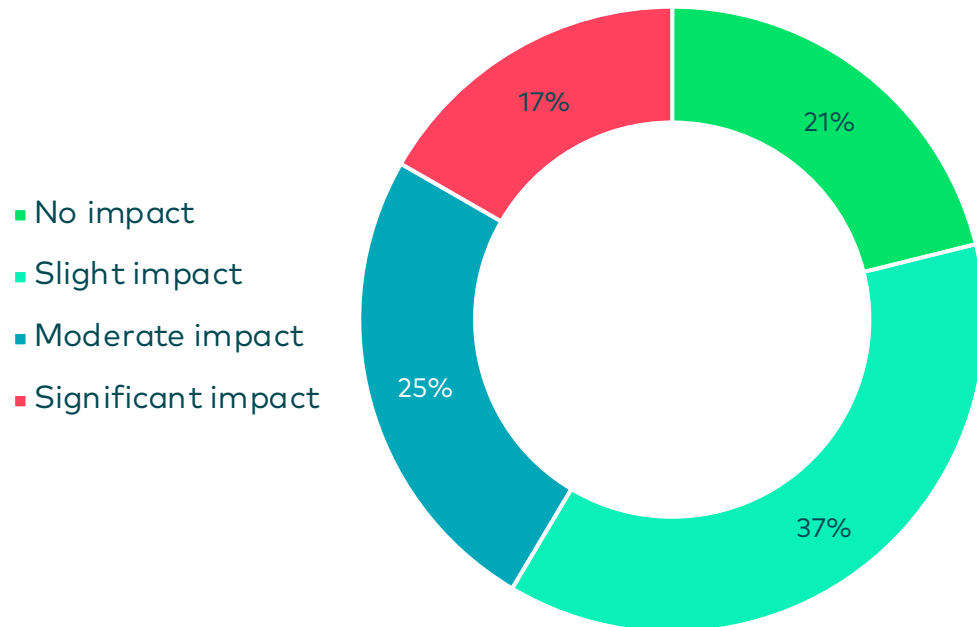


Few consumers expect economic hardships to impact their Labor Day.

Less than half of consumers expect inflation or a potential economic slowdown to impact their 2023 Labor Day celebrations and shopping. Even so, shoppers will buy items on sale or prepare budget-friendly meals to save money.

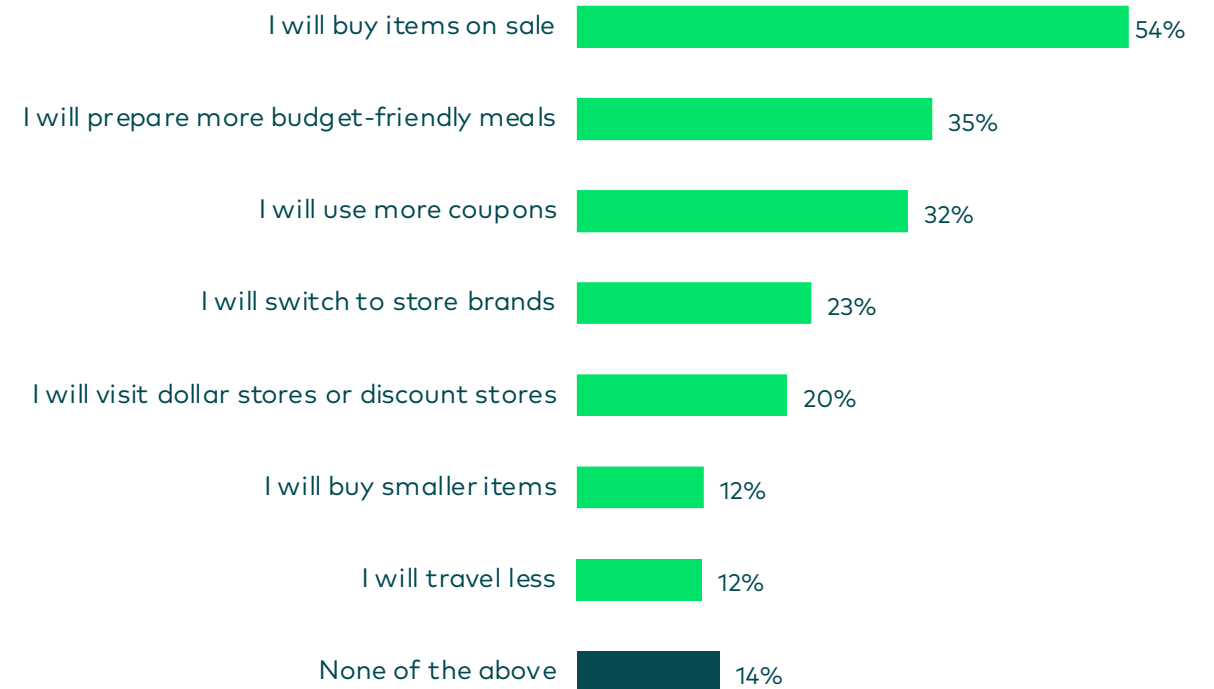
INFLATION & ECONOMIC IMPACT

% of Labor Day celebrators

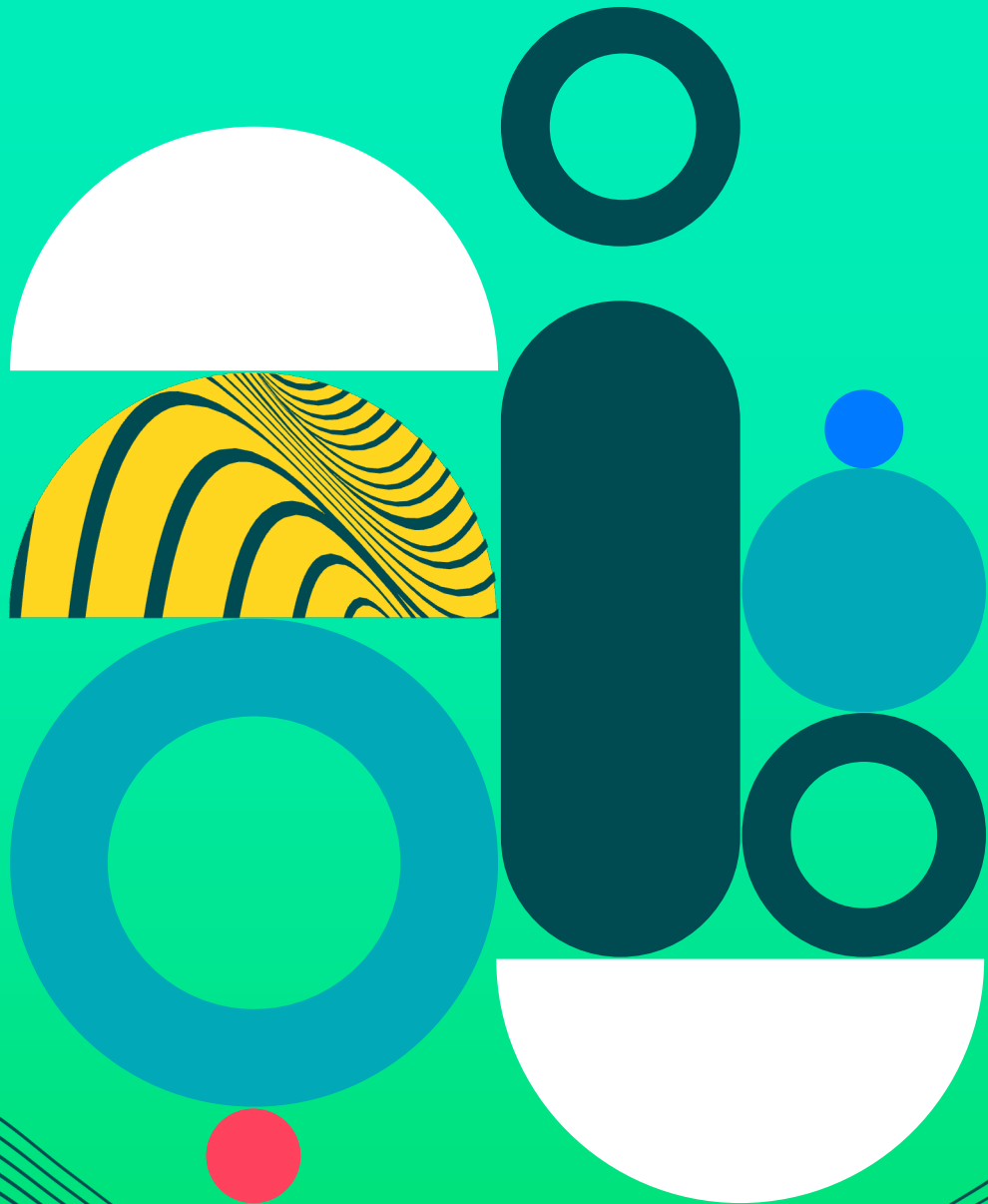


MONEY SAVING MEASURES

% of Labor Day celebrators who will...



Source: Numerator Labor Day Preview 8/8/2023 (n=501) | "What impact will inflation have on your Labor Day shopping?"
"What cost saving measures will you use to save money?"



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.