



CONSUMER SURVEY

2022 Holiday Preview

2022 HOLIDAY PREVIEW

Numerator's 2022 Holiday Preview leverages survey intel from over 11,000 consumers gathered in late January 2022. It highlights celebration, shopping and spending plans for 14 key holidays through the end of the year.



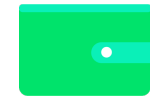
Celebrating

Which 2022 holidays are consumers planning to celebrate, and what are their plans for celebrating?



Shopping

What will consumers purchase for their 2022 holiday celebrations and where will they do their shopping?



Spending

How much will be spent on holiday 2022 celebrations and how might inflation impact that spending?



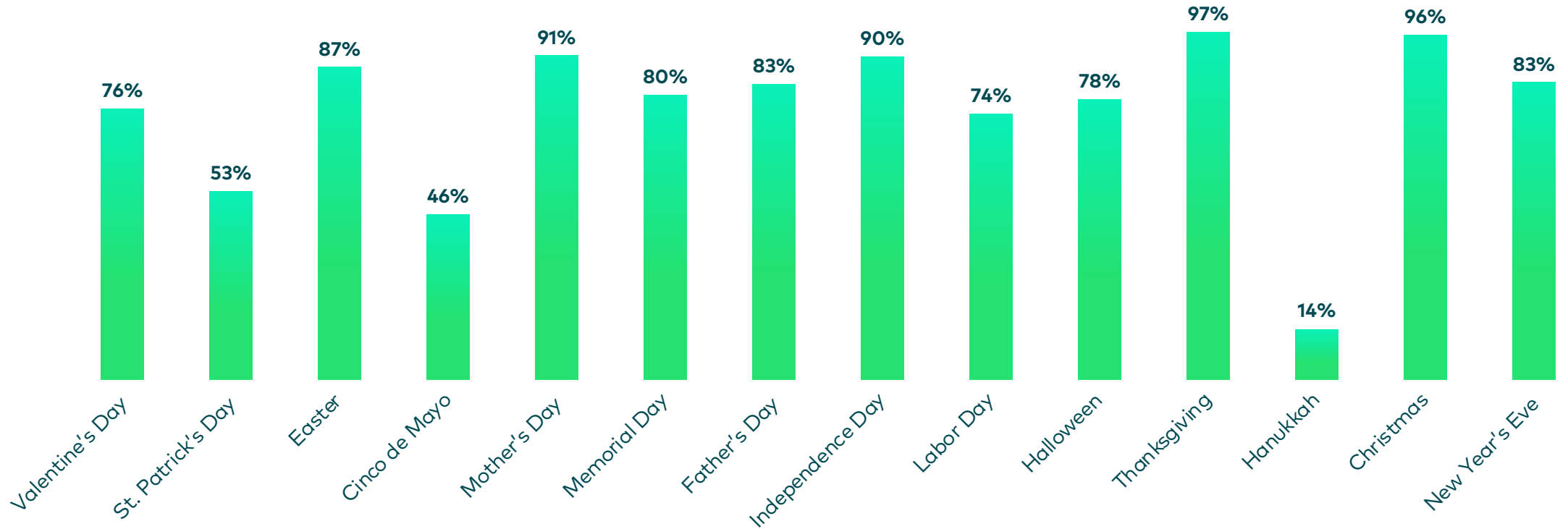
Celebrating.

Which 2022 holidays are consumers planning to celebrate, and what are their plans for celebrating?

Celebration Intentions

The majority of consumers expect to celebrate multiple holidays in 2022, with Thanksgiving the most-celebrated holiday across the country, followed by Christmas, Mother's Day and Independence Day.

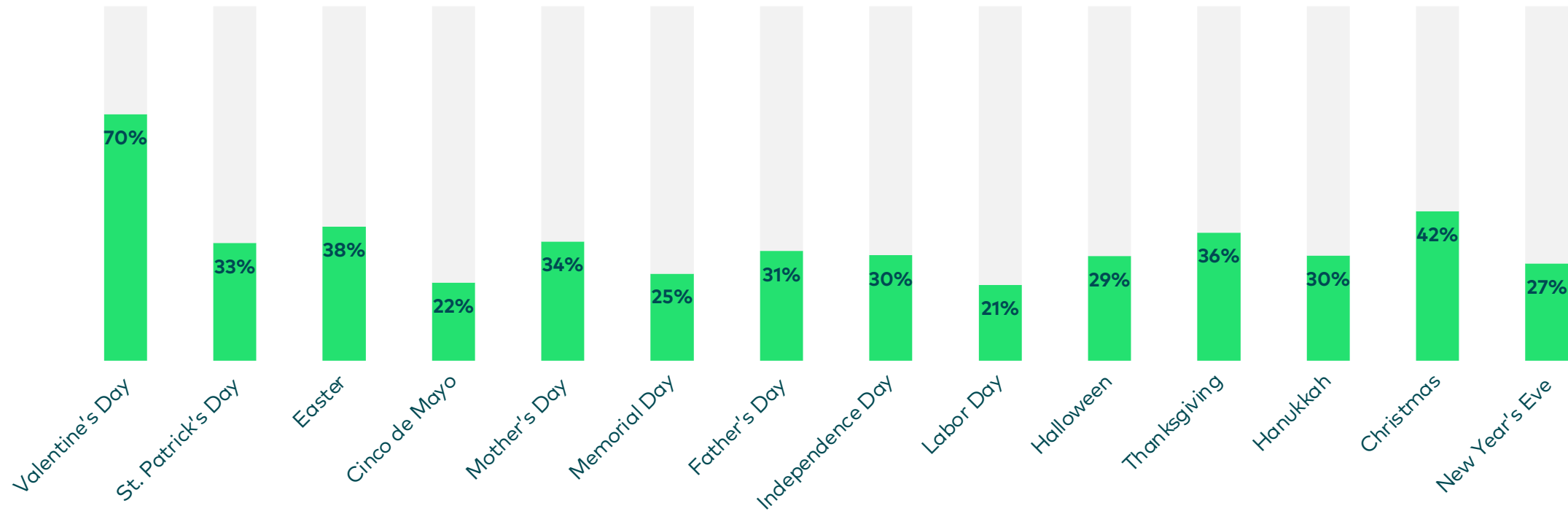
DEFINITELY OR PROBABLY WILL CELEBRATE



Advanced Planning

While most consumers expect to celebrate a variety of holidays throughout the year, only about a third are thinking beyond February for their holiday planning at this time. Christmas, Easter and Thanksgiving have the highest likelihood of advanced planning, with nearly a fifth of consumers already thinking through their plans as of late January.

STARTED PLANNING?



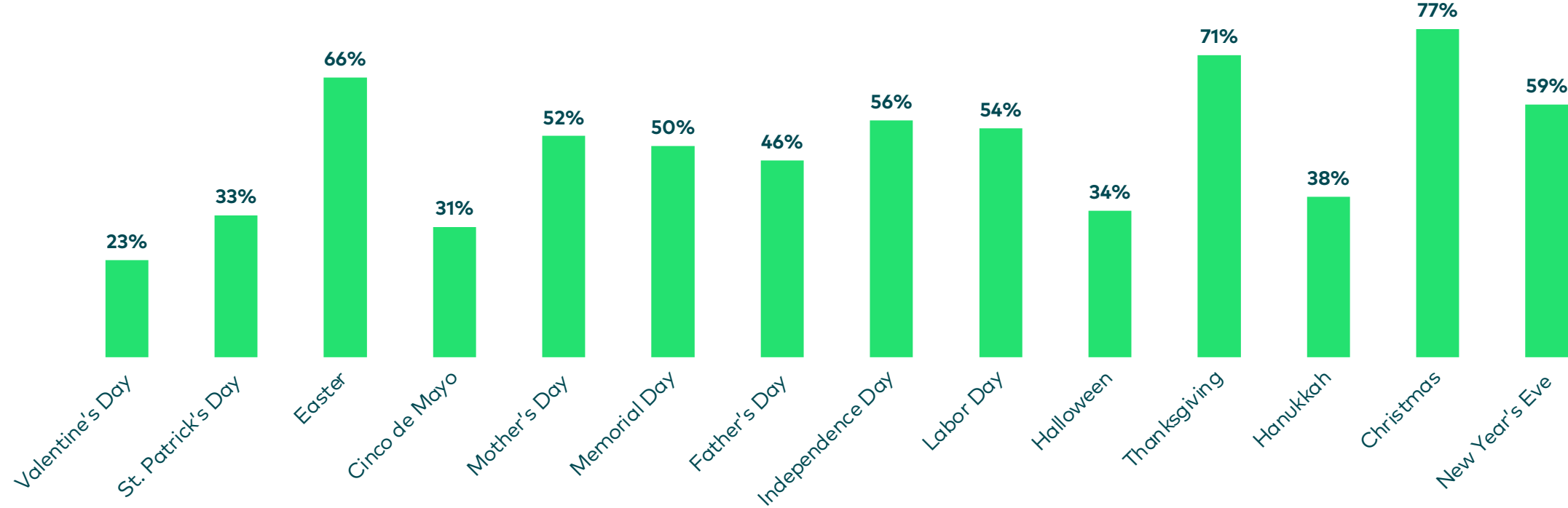
Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)

Have you started planning for / thinking about how you will celebrate the following 2022 holidays? (*only shown to those will celebrate)

Celebration Intentions: Gathering

Gathering with family and friends is the most popular way to celebrate holidays across the board, with half (49%) of consumers planning to gather for any given holiday. The top holidays for gathering are Christmas (77%), Thanksgiving (21%) and Easter (66%).

GATHERING WITH FAMILY / FRIENDS

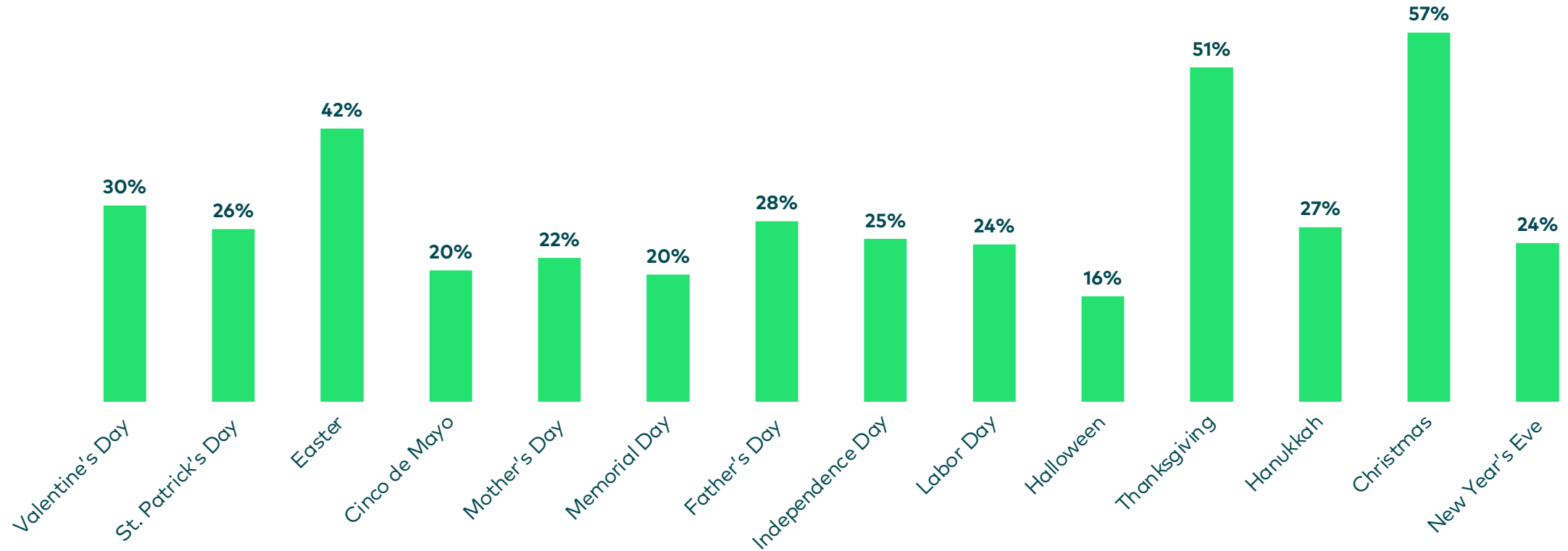


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
How do you plan to celebrate [holiday] this year?

Celebration Intentions: Cooking & Baking

Consumers turn to cooking & baking on a variety of holidays, but Christmas (57%), Thanksgiving (51%) and Easter (42%) are by far the most cooking-centric holidays.

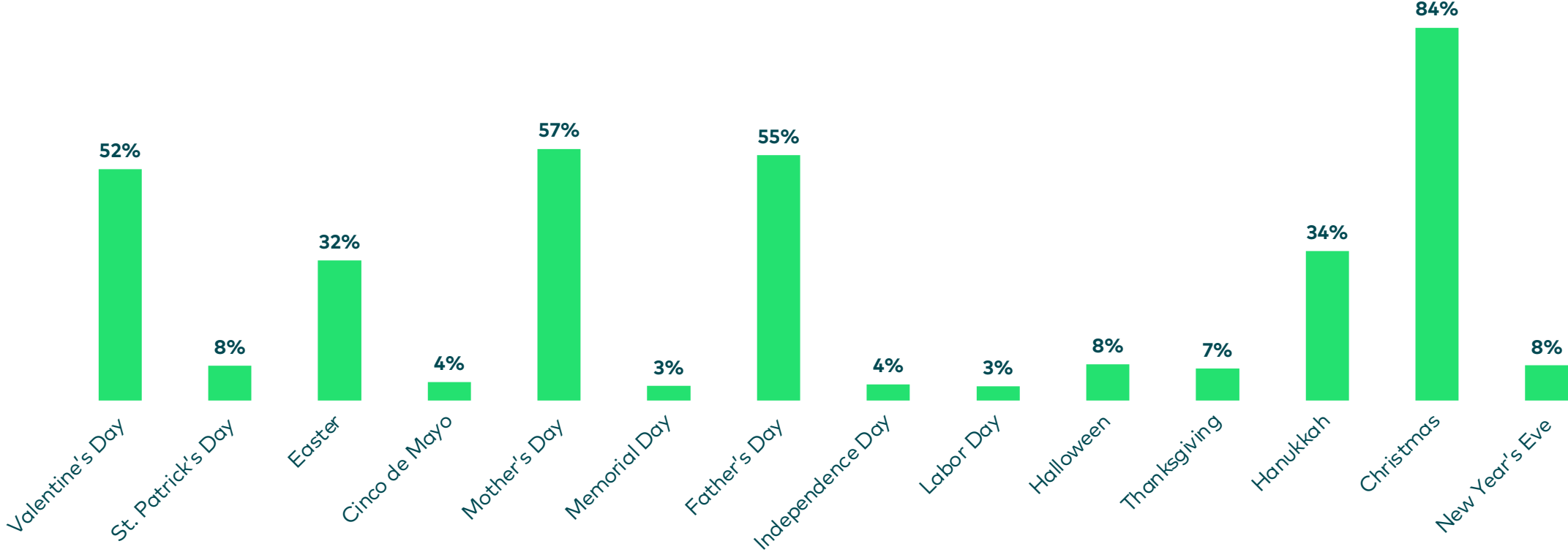
COOKING / BAKING



Celebration Intentions: Gifting

Giving Gifts is a specific celebration type concentrated around key holidays such as Christmas (84%) and Valentine's Day (52%). It is also a popular option for Father's Day (55%) and Mother's Day (57%).

GIVING GIFTS

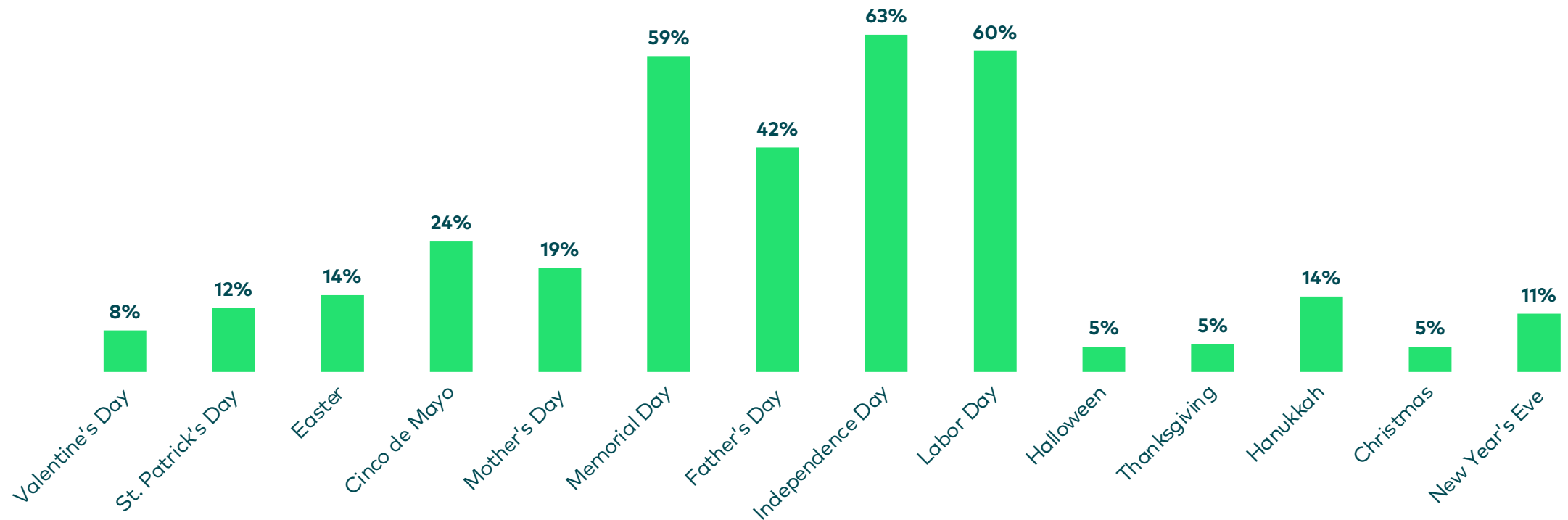


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
How do you plan to celebrate [holiday] this year?

Celebration Intentions: Grilling

Grilling & barbecuing noticeably pops around summer holidays such as Independence Day (63%), Labor Day (60%), Memorial Day (59%) and Father's Day (42%).

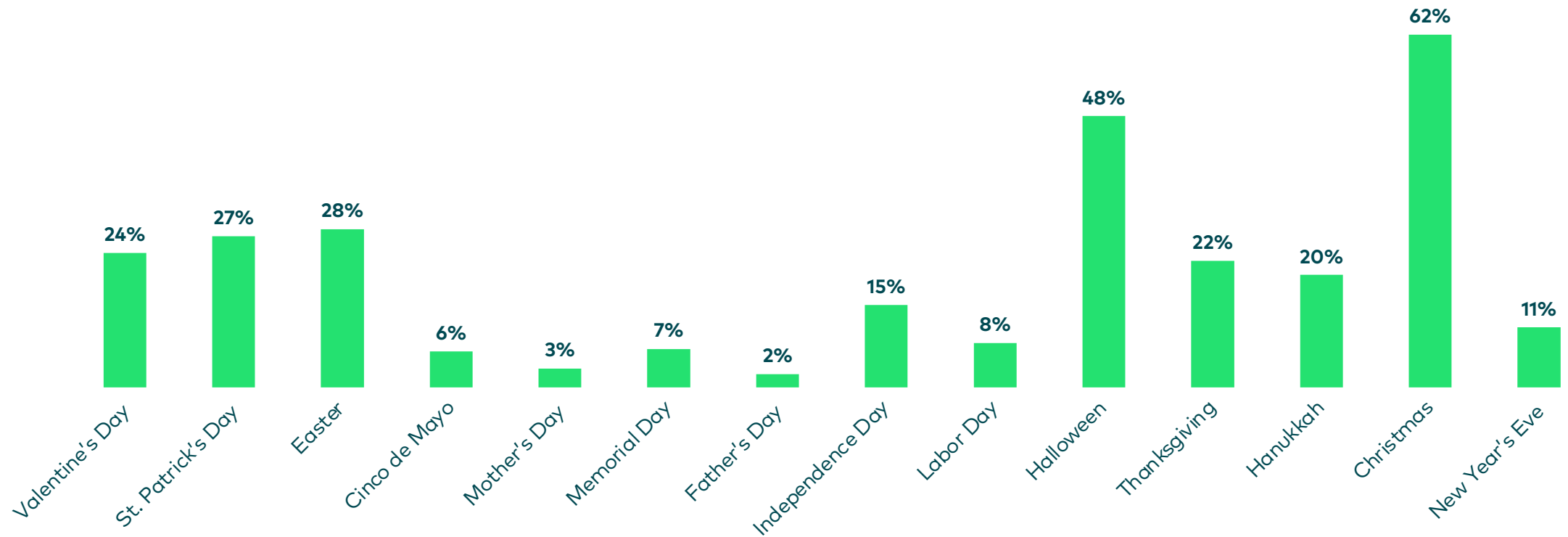
GRILLING / BBQ-ING



Celebration Intentions: Decorating

Christmas and Halloween are by far the most popular holidays for decorating the house (62%, 48%) though about a quarter do so for Easter (28%), St. Patrick's Day (27%) and Valentine's Day (24%) as well.

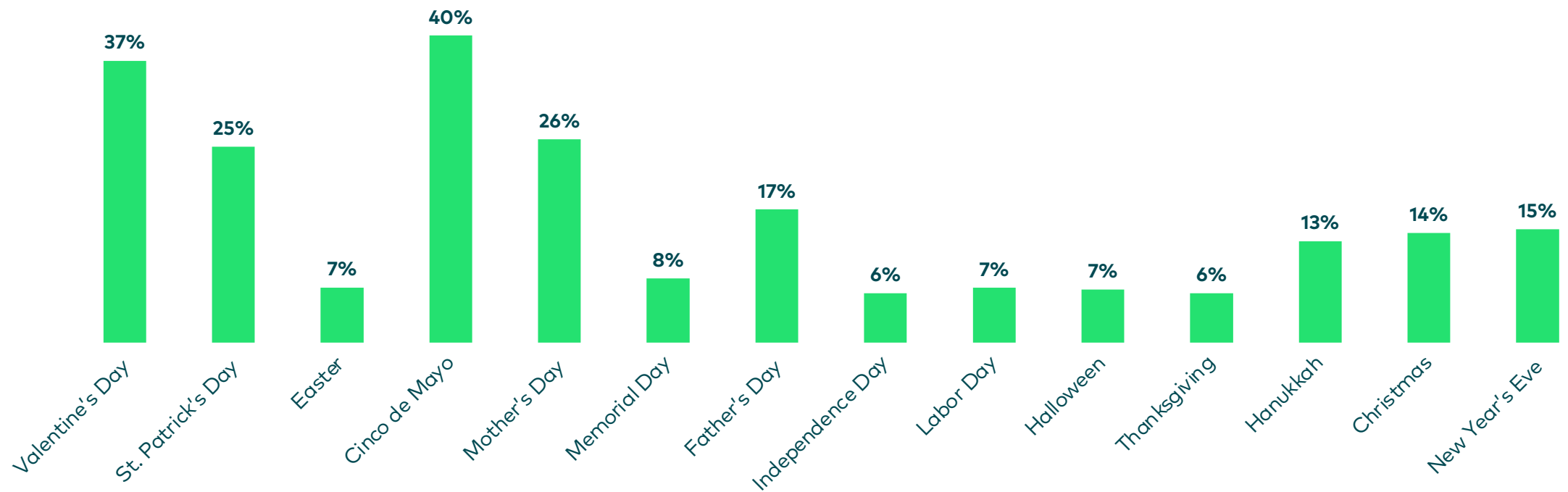
DECORATING



Celebration Intentions: Eating Out

Going out to eat or for drinks isn't a top choice on holidays centered on larger gatherings but is a key celebration method for smaller holidays such as Cinco de Mayo (40%), Valentine's Day (37%), Mother's Day (26%) and St. Patrick's Day (25%).

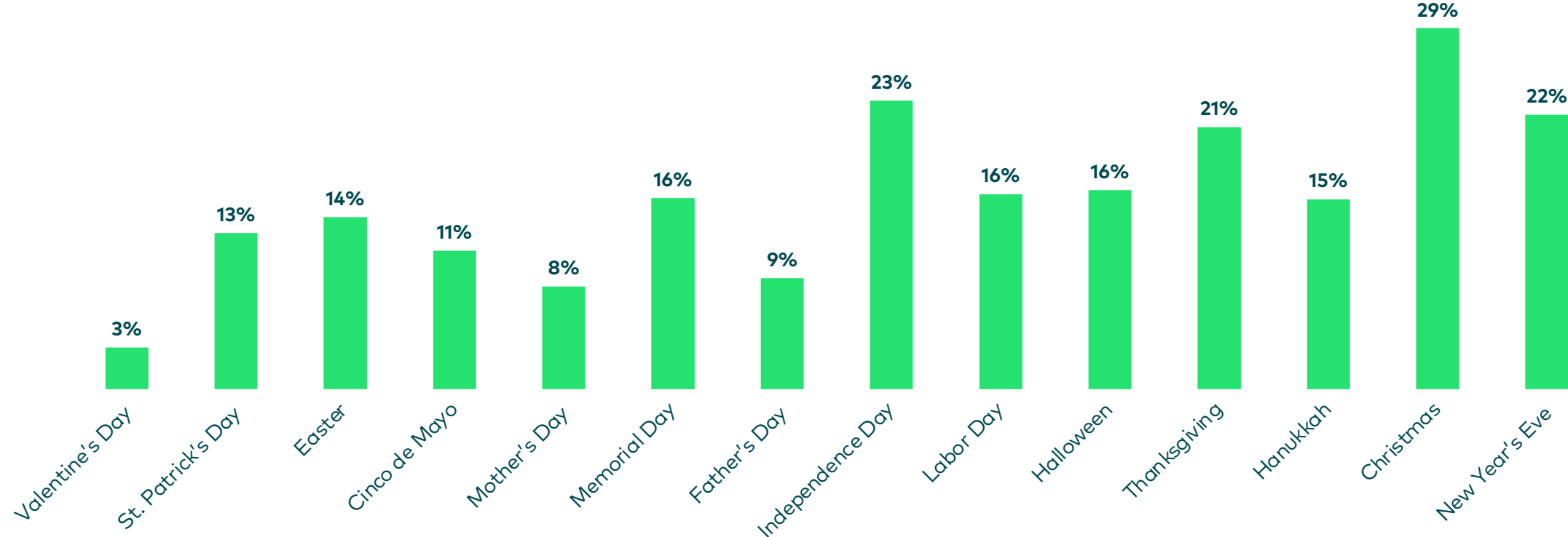
GOING OUT (TO EAT / FOR DRINKS)



Celebration Intentions: Parties

Consumers are most likely to attend or host a party for particularly celebratory holidays such as Christmas (29%), Independence Day (23%) and New Year's Eve (22%).

ATTENDING / HOSTING A PARTY

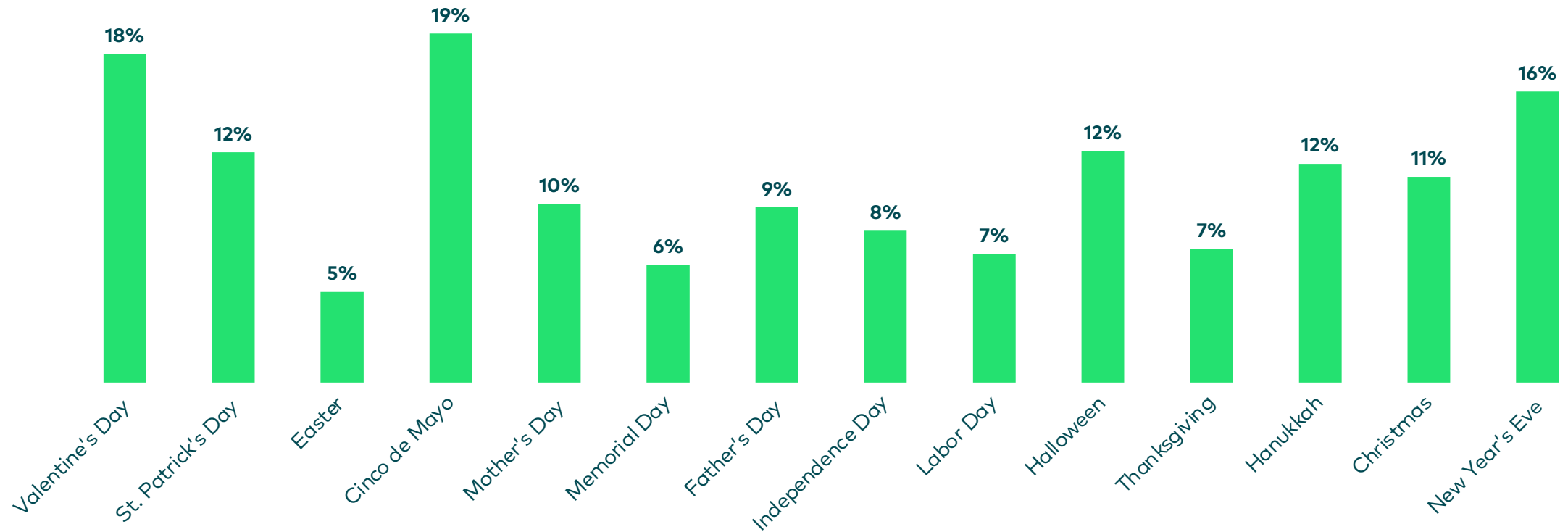


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
How do you plan to celebrate [holiday] this year?

Celebration Intentions: Takeout & Delivery

Ordering food & drinks for pickup or delivery coincides most closely with holidays where consumers might otherwise opt to go out, such as Cinco de Mayo (19%) and Valentine's Day (2/14).

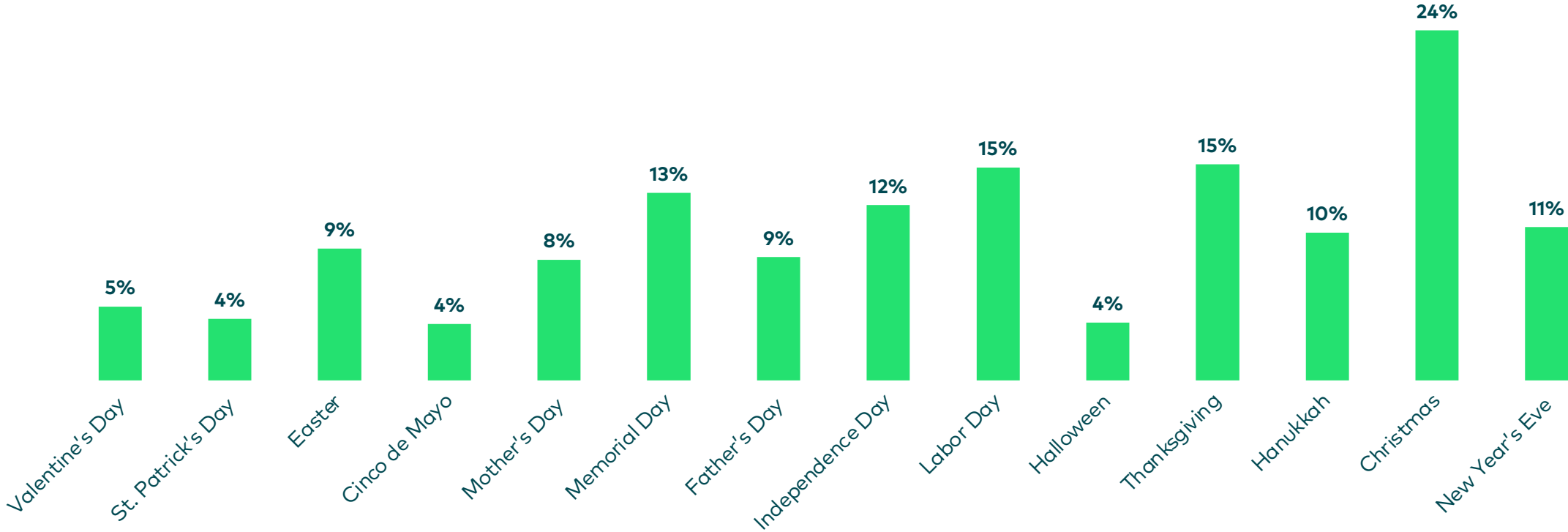
ORDERING TAKEOUT / DELIVERY



Celebration Intentions: Travel

Consumers are most likely to travel for Christmas (24%), followed by Thanksgiving (15%) and Labor Day (15%).

TRAVELING



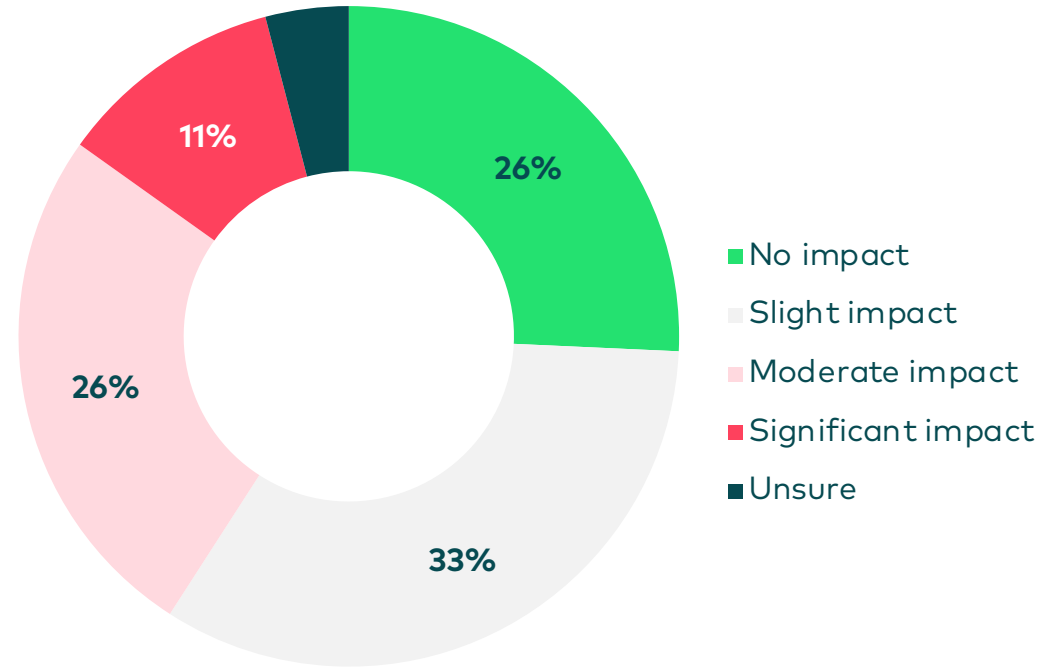
Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
How do you plan to celebrate [holiday] this year?

CELEBRATION INTENTIONS

COVID-19 Impact

Nearly three-fourths (73%) of consumers expect COVID-19 to have an impact on their 2022 holiday celebrations, with 38% expecting the impact to be moderate or significant.

EXPECTED IMPACT





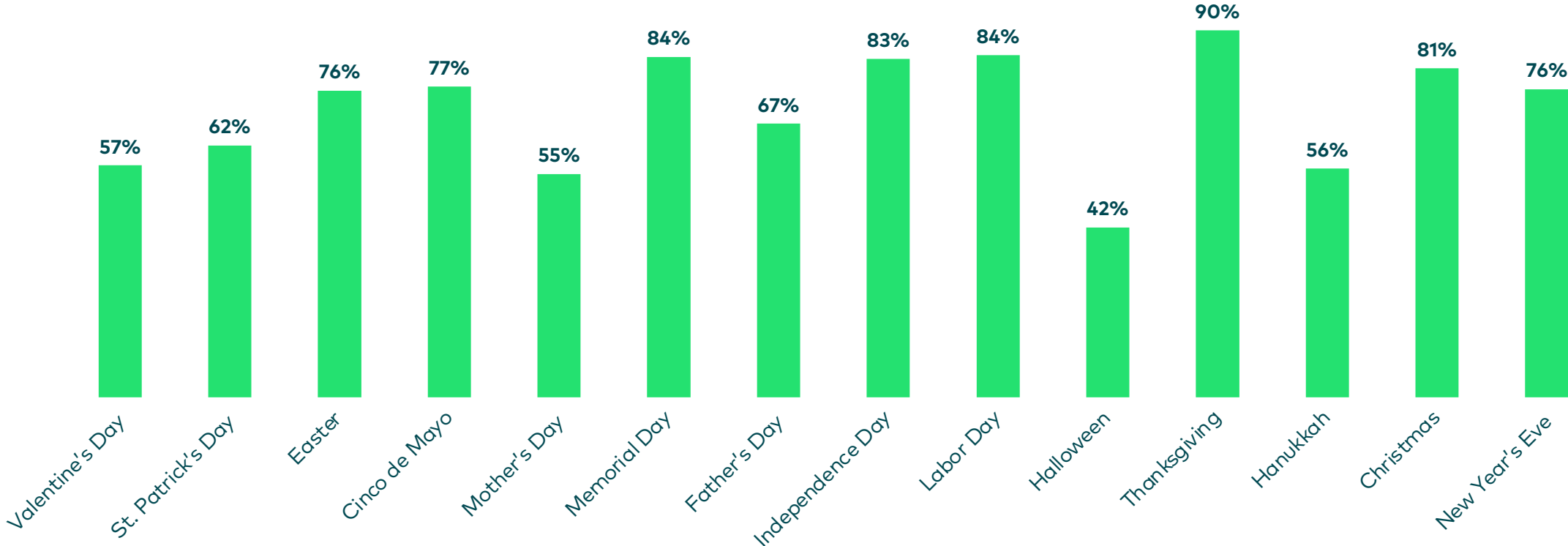
Shopping.

What will consumers purchase for their 2022 holiday celebrations and where will they do their shopping?

Purchase Intentions: Food

Nearly three-quarters (71%) of consumers purchase food for their holiday celebrations, though holidays such as Thanksgiving (90%), Labor Day (84%) and Memorial Day (84%) top the list.

FOOD

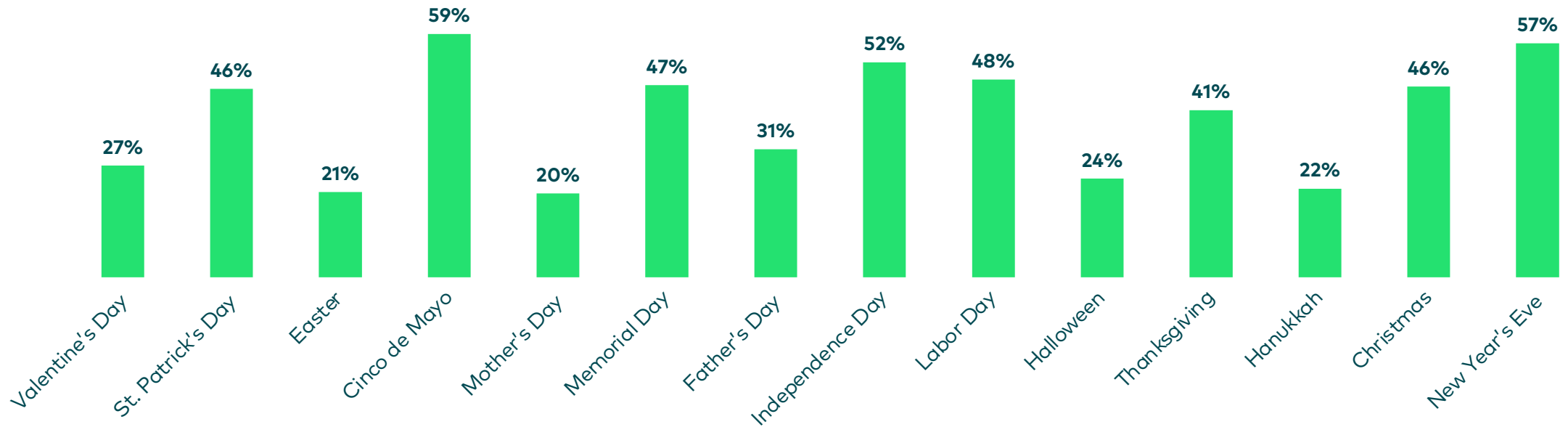


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Alcohol

Cinco de Mayo is the top holiday for alcohol purchases (59%) followed closely by New Year's Eve (57%). Summer holidays are also a top time for alcohol- Independence Day (52%), Labor Day (48%) and Memorial Day (47%) round out the top five.

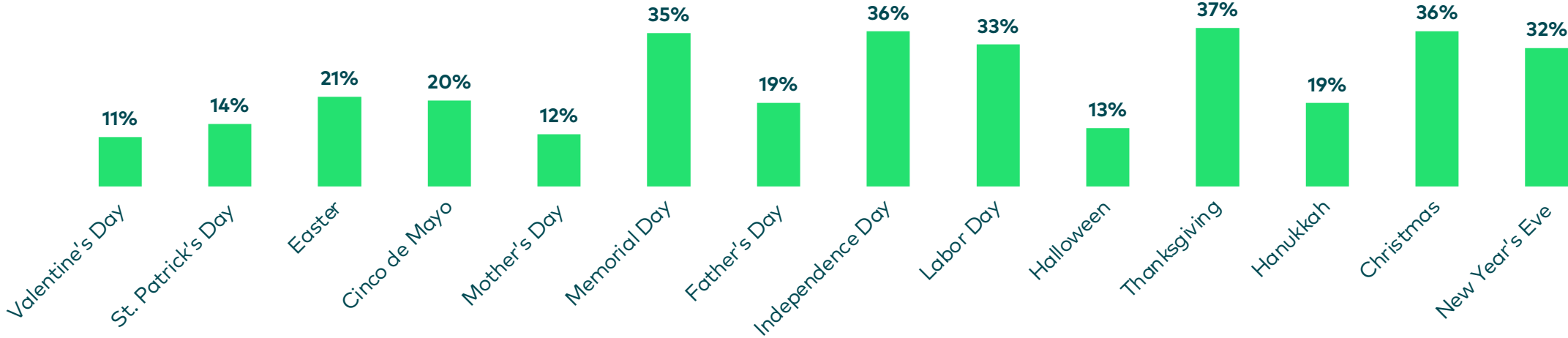
ALCOHOL



Purchase Intentions: Beverages

Non-alcoholic beverage purchases are most likely on Thanksgiving (37%), Christmas (36%) and Independence Day (36%).

NON-ALCOHOLIC BEVERAGES

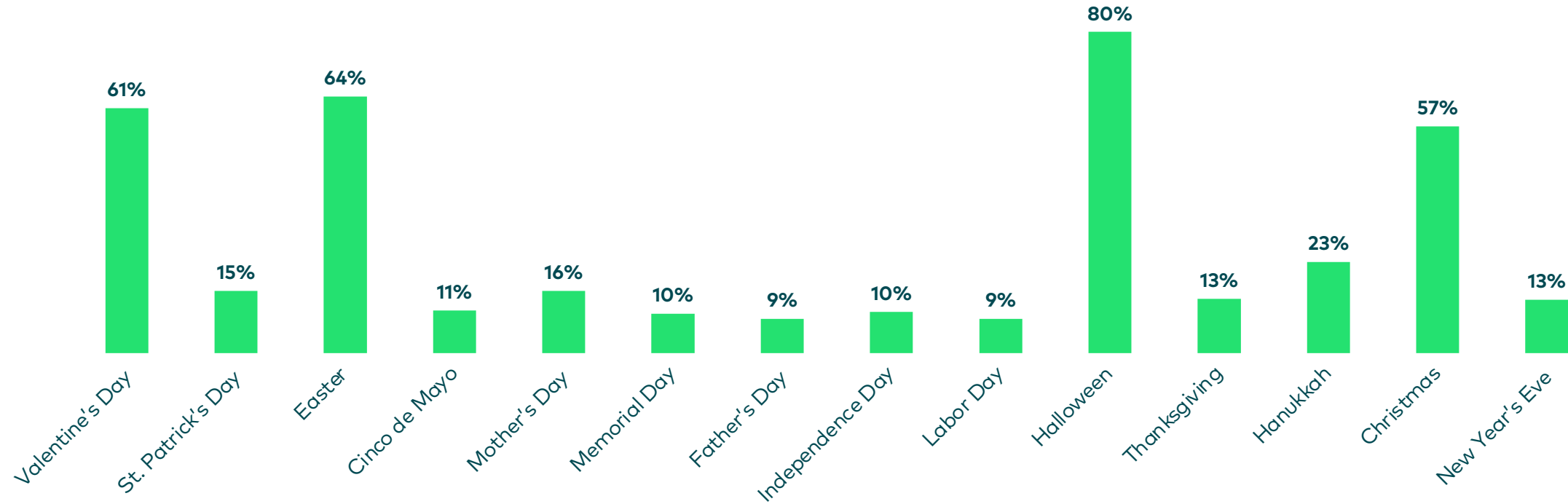


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Candy

Candy is a hot-ticket item for a select few holidays including Halloween (80%), Easter (64%), Valentine's Day (61%) and Christmas (57%).

CANDY

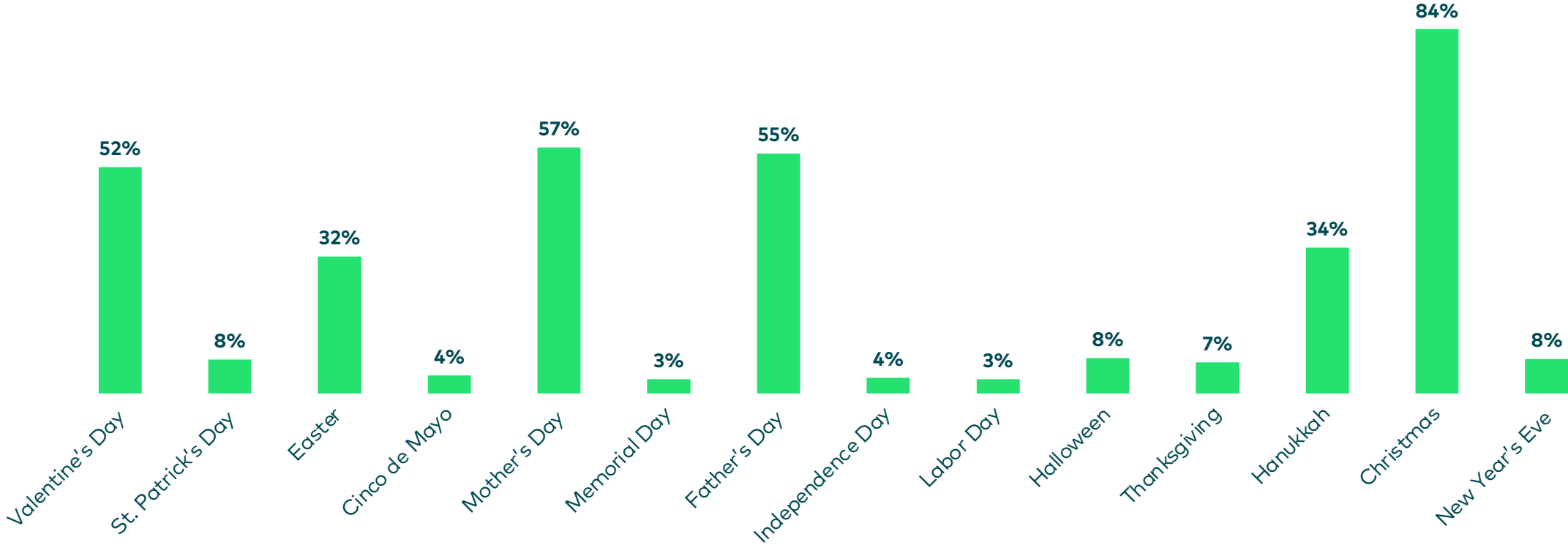


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Gifts

Top holidays for buying gifts include Christmas (84%), Mother's Day (57%), Father's Day (55%).

GIFTS

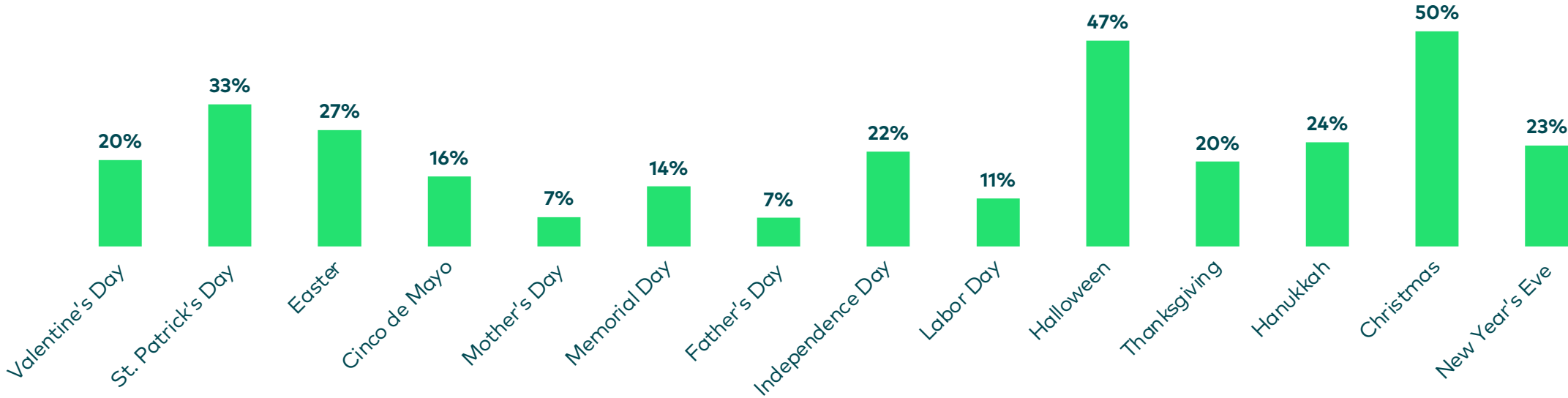


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Decorations

Top holidays for buying decorations include Christmas (50%), Halloween (47%), St. Patrick's Day (33%).

DECORATIONS

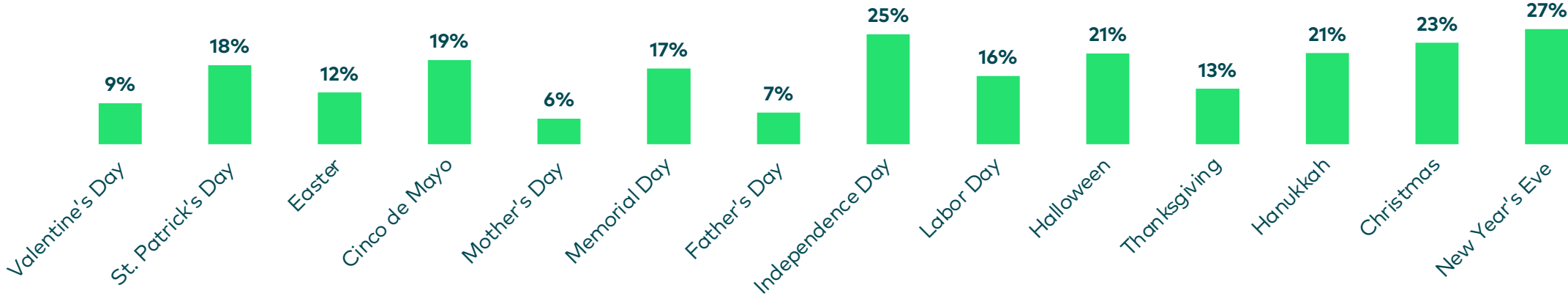


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Party Supplies

Top holidays for buying party supplies include New Year's Eve (27%), Independence Day (25%), Christmas (23%).

PARTY SUPPLIES

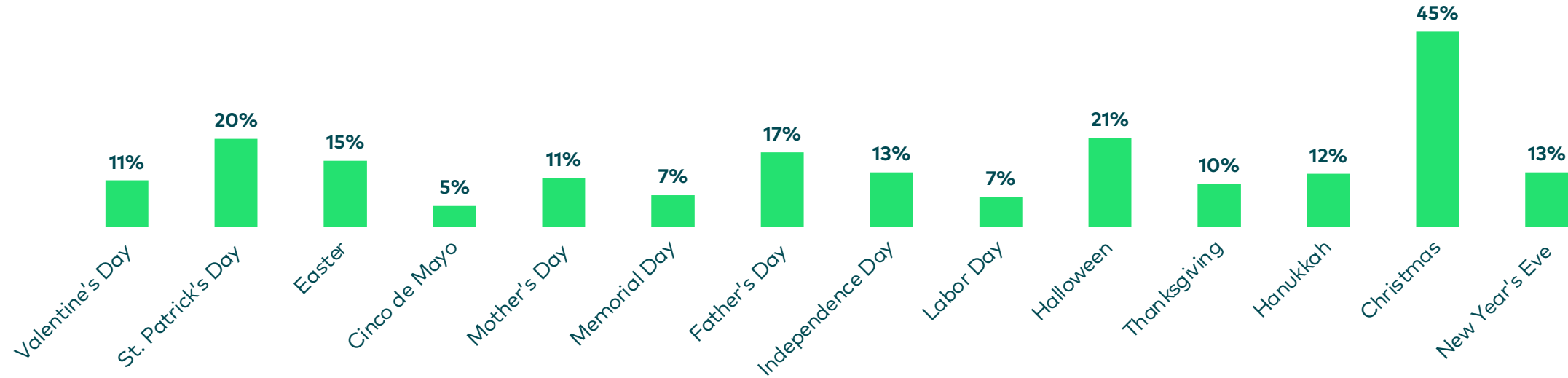


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Apparel

Top holidays for buying apparel include Christmas (45%), Halloween (21% also Costumes 46%), St. Patrick's Day (20%).

APPAREL

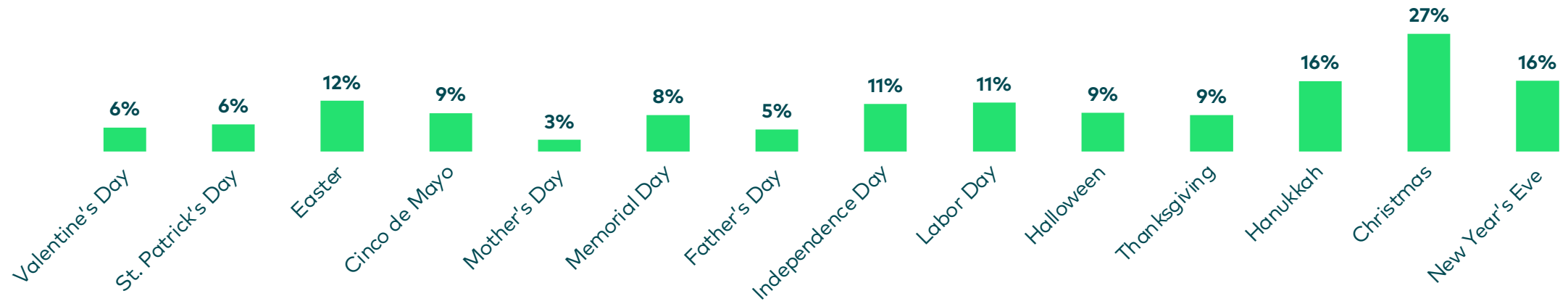


Numerator 2022 Holiday Preview Survey 1/26/22 (n=11,578)
What items- if any- will you purchase for [holiday] this year?

Purchase Intentions: Games & Activities

Top holidays for buying games or activities include Christmas (45%), New Year's Eve (16%), Hanukkah (16%).

GAMES / ACTIVITIES



Shopping Channels

Grocery & Mass retailers are the top two locations consumers plan to shop for all major holidays, with food-focused holidays leaning grocery and gift-focused holidays leaning mass. Club retailers, bars & restaurants, and specialty retailers such as craft and costume stores round out the top five places consumers intend to purchase holiday goods.

CHANNELS

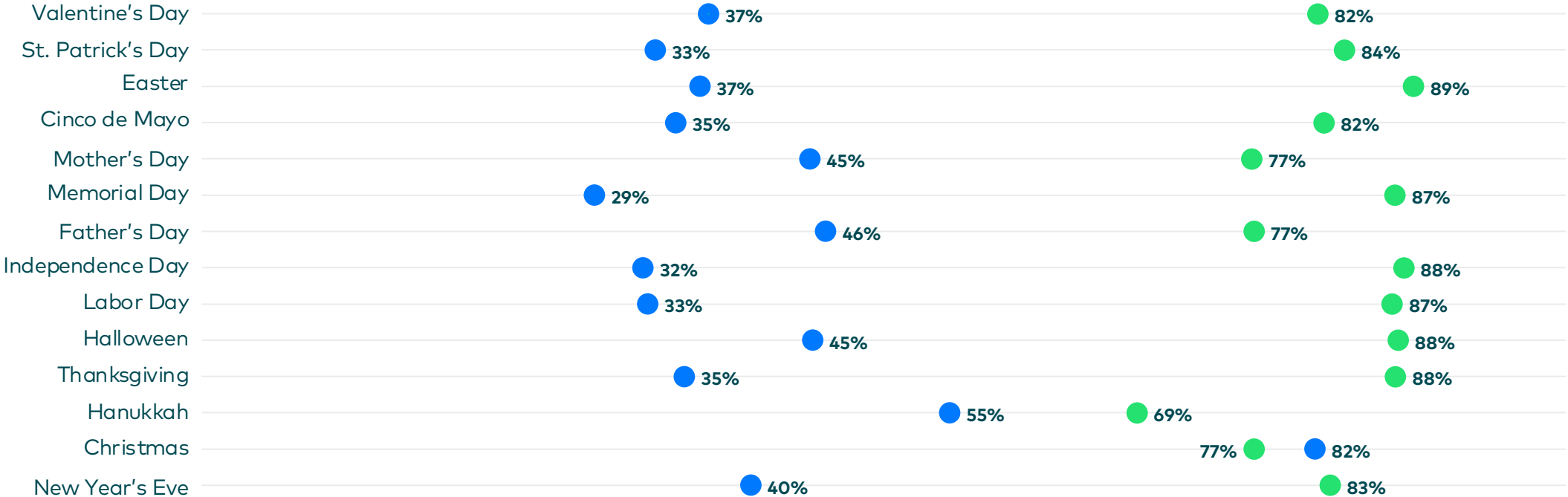
	Valentine's Day	St. Patrick's Day	Easter	Cinco de Mayo	Mother's Day	Memorial Day	Father's Day	Independence Day	Labor Day	Halloween	Thanksgiving	Hanukkah	Christmas	New Year's Eve
Grocery Store	47%	52%	65%	55%	44%	69%	50%	69%	69%	51%	81%	51%	64%	64%
Mass Retailer	54%	49%	64%	39%	53%	52%	55%	59%	52%	70%	48%	42%	79%	52%
Club / Wholesale Retailer	18%	20%	27%	27%	20%	34%	27%	35%	35%	27%	37%	27%	46%	32%
Bar or Restaurant	19%	19%	4%	28%	14%	6%	13%	3%	6%	4%	4%	10%	13%	12%
Specialty Retailer (craft, costume, etc.)	13%	12%	13%	11%	16%	7%	8%	9%	6%	25%	9%	22%	32%	12%
Drug Store	20%	12%	15%	7%	8%	6%	6%	5%	6%	17%	7%	15%	27%	9%
Delivery Service	7%	4%	3%	6%	5%	4%	4%	4%	3%	4%	5%	11%	8%	6%
Gas or Convenience Store	3%	2%	1%	3%	2%	4%	2%	4%	4%	2%	3%	8%	6%	3%

Shopping Method: In-store vs. Online

In-store shopping is the most popular option for all holidays except Christmas, which has a slight skew towards online. Consumers have a higher intention to shop online in general for gift-giving holidays like Christmas, Mother's & Father's Day.

AT STORES IN PERSON

ONLINE

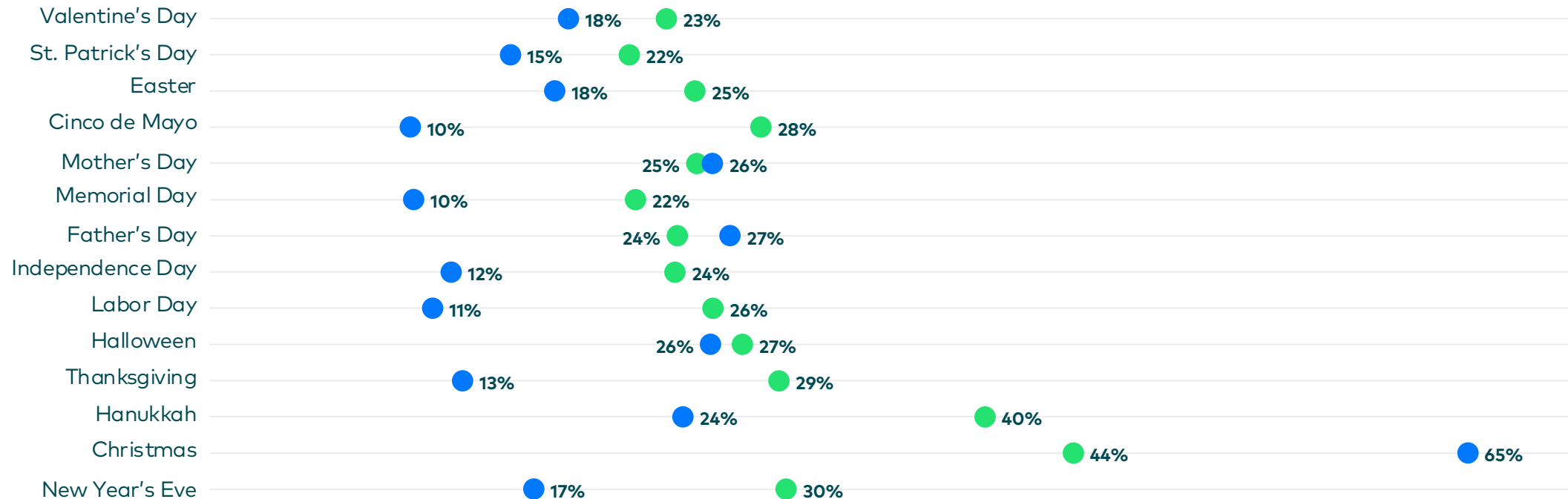


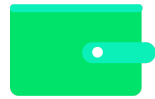
Shopping Method: Online Fulfillment

When it comes to fulfillment methods, consumers that order online favor pick-up services rather than delivery for most holidays. However, for gift-giving holidays like Christmas, Mother's Day and Father's day delivery is the preferred method.

PICK-UP

DELIVERY





Spending.

How much will be spent on holiday 2022 celebrations and how might inflation impact that spending?

Spending Intentions

For most holidays, the largest segment of consumers expect to spend \$25-50 on their purchases. Shoppers think they'll spend \$100-150 on Thanksgiving purchases and significantly more on Christmas, with over half (59%) thinking they'll spend more than \$200 in 2022.

SPENDING

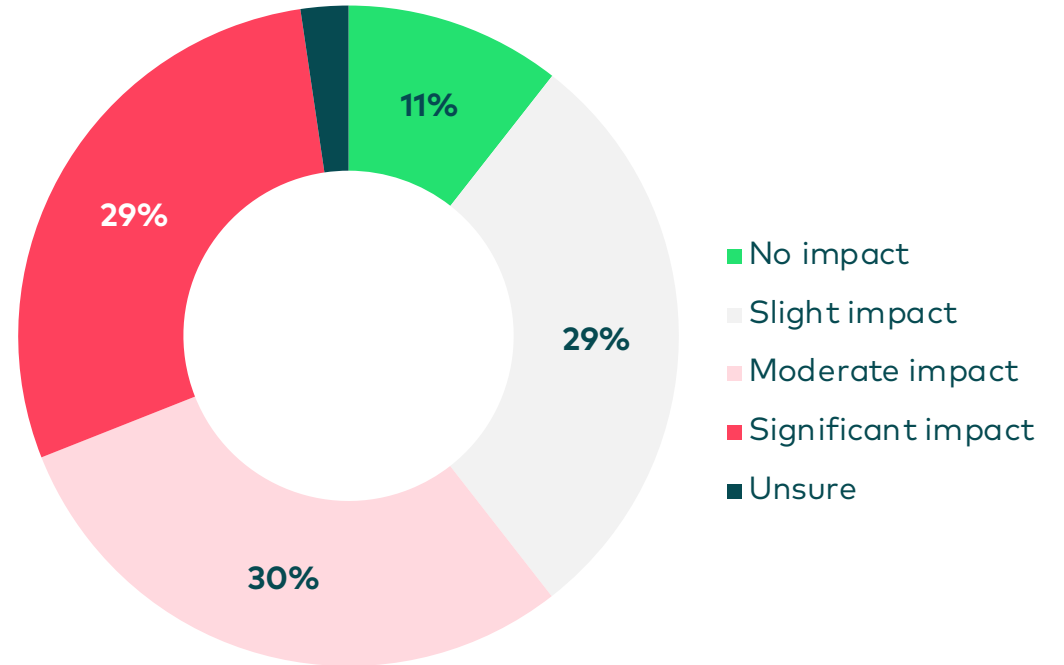
Expected Spending	Valentine's Day	St. Patrick's Day	Easter	Cinco de Mayo	Mother's Day	Memorial Day	Father's Day	Independence Day	Labor Day	Halloween	Thanksgiving	Hanukkah	Christmas	New Year's Eve
Less than \$10	4%	4%	1%	2%	3%	1%	1%	2%	1%	3%	0%	5%	1%	1%
\$10-25	17%	19%	8%	16%	10%	10%	7%	10%	8%	18%	4%	15%	3%	9%
\$25-50	29%	32%	22%	34%	27%	23%	23%	20%	22%	27%	14%	22%	8%	20%
\$50-75	18%	21%	22%	20%	22%	21%	21%	22%	22%	16%	19%	16%	5%	21%
\$75-100	16%	14%	20%	15%	19%	21%	22%	20%	22%	14%	20%	14%	5%	20%
\$100-\$150	10%	6%	17%	7%	11%	14%	13%	14%	16%	12%	22%	12%	8%	16%
\$150-\$200	5%	2%	6%	4%	5%	6%	8%	7%	7%	7%	11%	8%	12%	8%
More than \$200	3%	1%	4%	2%	4%	3%	5%	5%	2%	4%	10%	8%	59%	5%

SPENDING INTENTIONS

Inflation Impact

Nearly 9 in 10 (89%) of consumers expect inflation to have an impact on their 2022 holiday shopping & spending, with 59% expecting that the impact will be moderate or significant.

EXPECTED IMPACT



The background is a dark teal color decorated with festive elements. At the top, there are two strings of bunting flags in shades of green and blue. Scattered throughout the background are small, colorful rectangular pieces of confetti in green, blue, yellow, and red.

Know more about all things **holiday.**

Reach out to us at hello@numerator.com
or visit our website for the latest research.