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# 2024 US Q2 Holiday Preview

CONSUMER SURVEY REPORT





## **We asked 5,500 consumers about their 2024 spring & summer holiday plans.**

Numerator's Q2 2024 Holiday Preview survey was fielded to 5,577 consumers in April 2024 and highlights consumers' celebration, shopping and spending plans for five key holidays in the coming months: Cinco de Mayo, Mother's Day, Memorial Day, Father's Day and Independence Day.

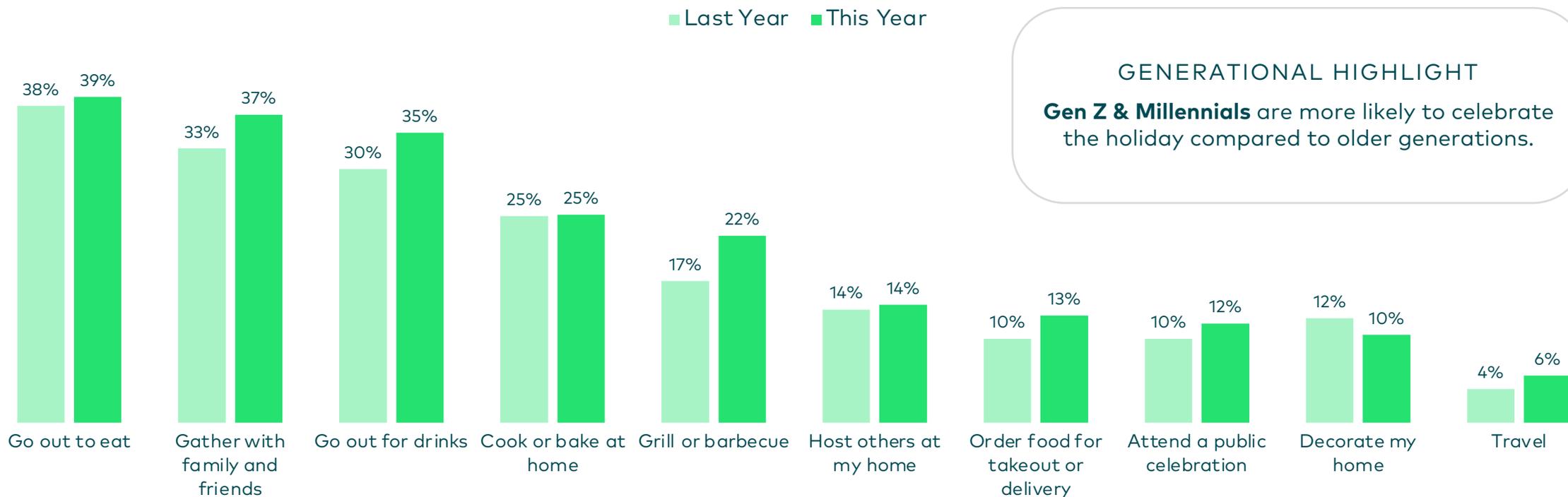
# Consumers plan to dine out this Cinco de Mayo.



Among the 20% of consumers who plan to celebrate Cinco de Mayo this year, over a third plan to go out to eat or out for drinks to celebrate. Most celebration intentions are up this year versus last.

## CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,030 Cinco de Mayo celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

# Food and alcohol are Cinco de Mayo staples.



More than half of Cinco de Mayo celebrants will purchase food or alcohol for their celebrations. Millennial celebrators are more likely to purchase party supplies and candy compared to other generations.

## PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,030 Cinco de Mayo celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

# Shoppers will get their Cinco de Mayo supplies from grocery stores.



Nearly half of shoppers will visit grocery stores for Cinco de Mayo goods, followed by liquor stores and big box stores. Nearly a third of celebrators plan to visit bars or restaurants.

## SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,030 Cinco de Mayo celebrators) | Where do you expect to purchase items for [Holiday]?

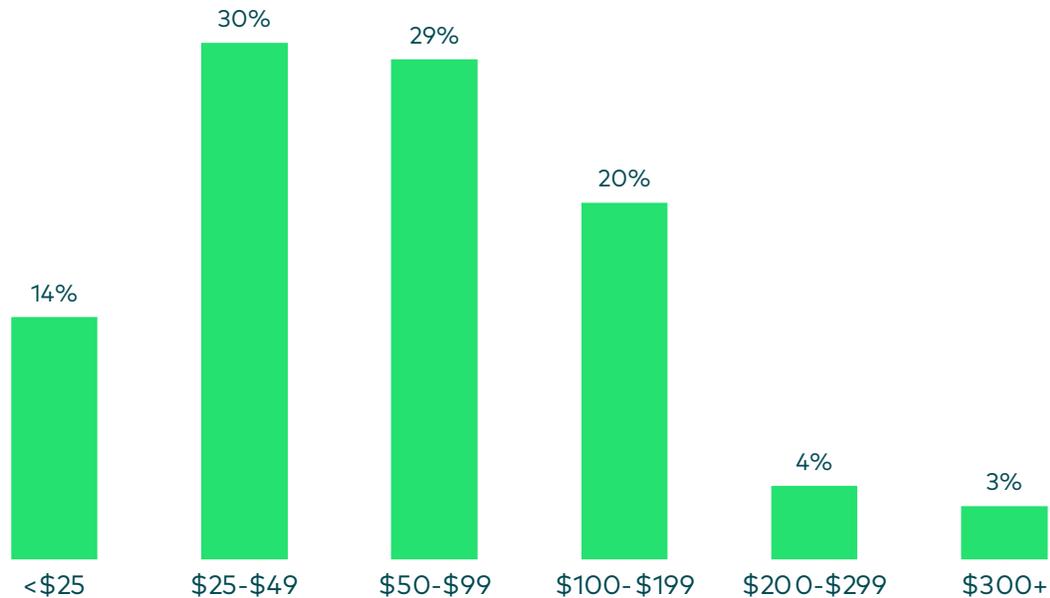


# Cinco de Mayo spending may be up slightly this year.

Celebrators plan to spend between \$25 and \$100 on their Cinco de Mayo food, drinks and supplies. A quarter of celebrators expect to spend more this Cinco de Mayo versus last, while half will spend the same amount.

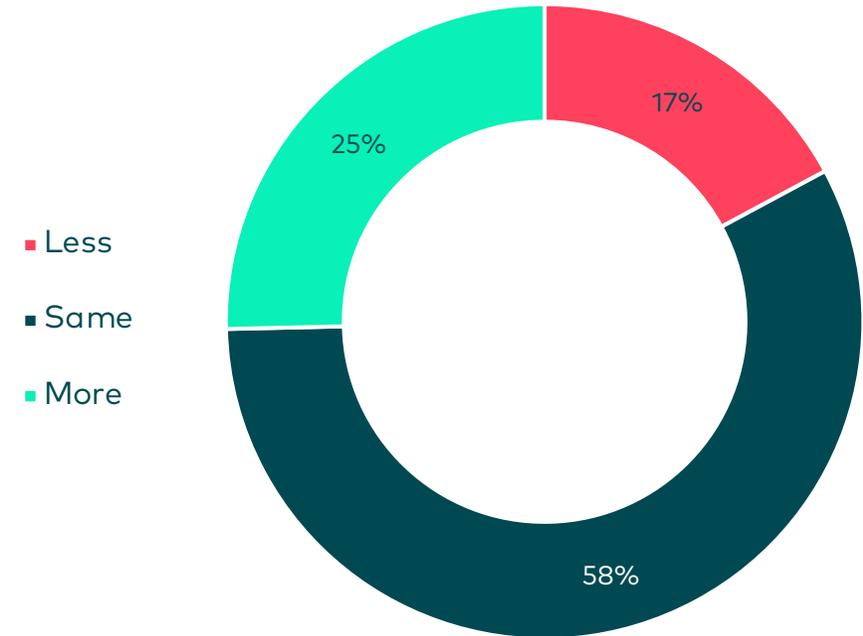
## EXPECTED SPENDING

% of holiday shoppers



## SPENDING VS. LAST YEAR

% of holiday shoppers



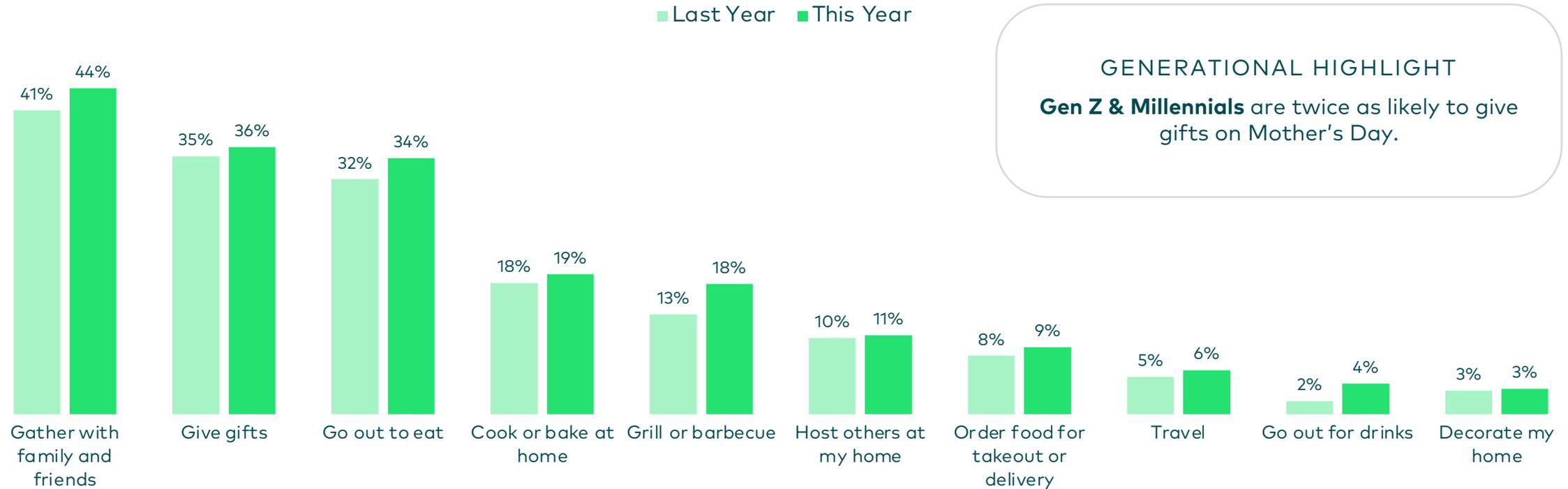


# Mother's Day is a family affair with food and gifts.

Over three-quarters (78%) of consumers plan to celebrate Mother's Day, and the top activities will be gathering with family and friends, giving gifts, and going out to eat.

## CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,000 Mother's Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?



# Gifts and food will be the top items purchased for Mother's Day.

Over half of celebrators expect to purchase one or the other. Among intended gift buyers, the top items they expect to give are flowers (48%), gift cards (39%), jewelry (18%), apparel (18%) and spa/beauty products (17%).

## PURCHASE INTENTIONS

% of intended celebrators





# Big box and online retailers will capture the most Mother's Day spend.

A third of Mother's Day shoppers plan to make their purchases from big box stores, followed by online retailers and grocery stores. A quarter will purchase from local or small businesses, higher than any other spring/summer holiday.

## SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,000 Mother's Day celebrators) | Where do you expect to purchase items for [Holiday]?

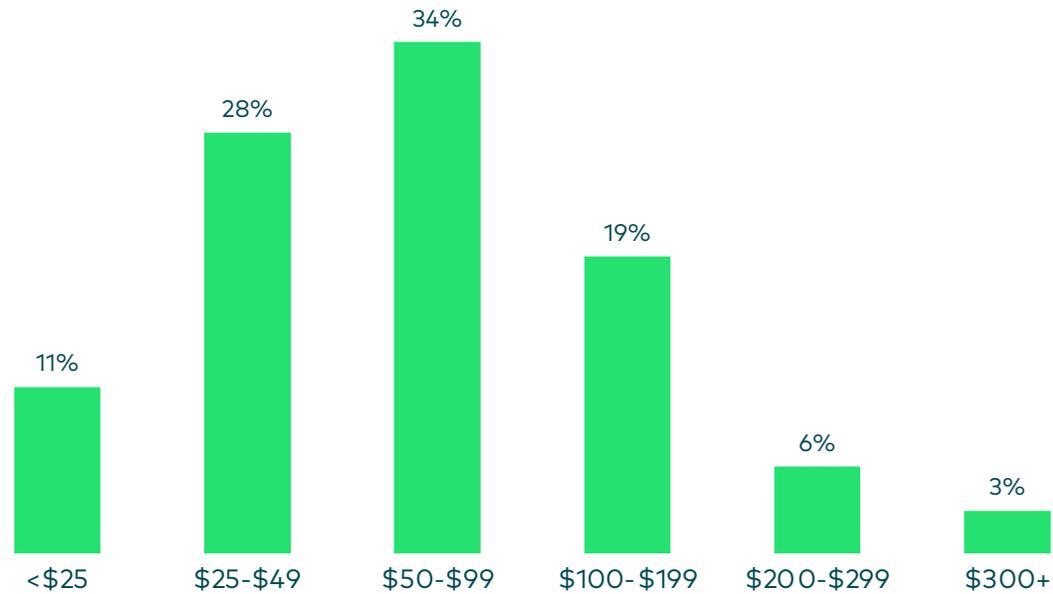


# Mother's Day spending will mirror last year.

Most shoppers expect to spend the same this Mother's Day versus last, with spending ranging from \$25 to \$200.

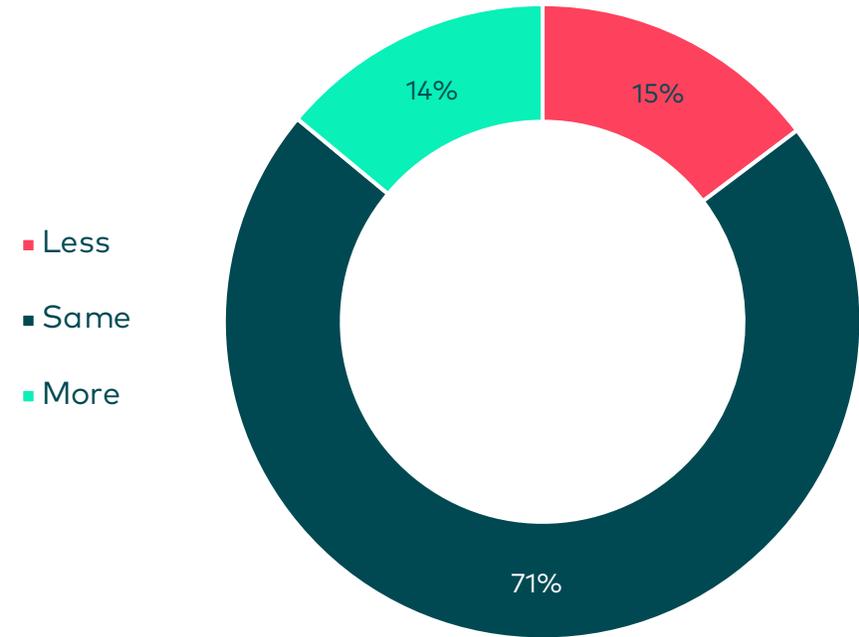
## EXPECTED SPENDING

% of holiday shoppers



## SPENDING VS. LAST YEAR

% of holiday shoppers



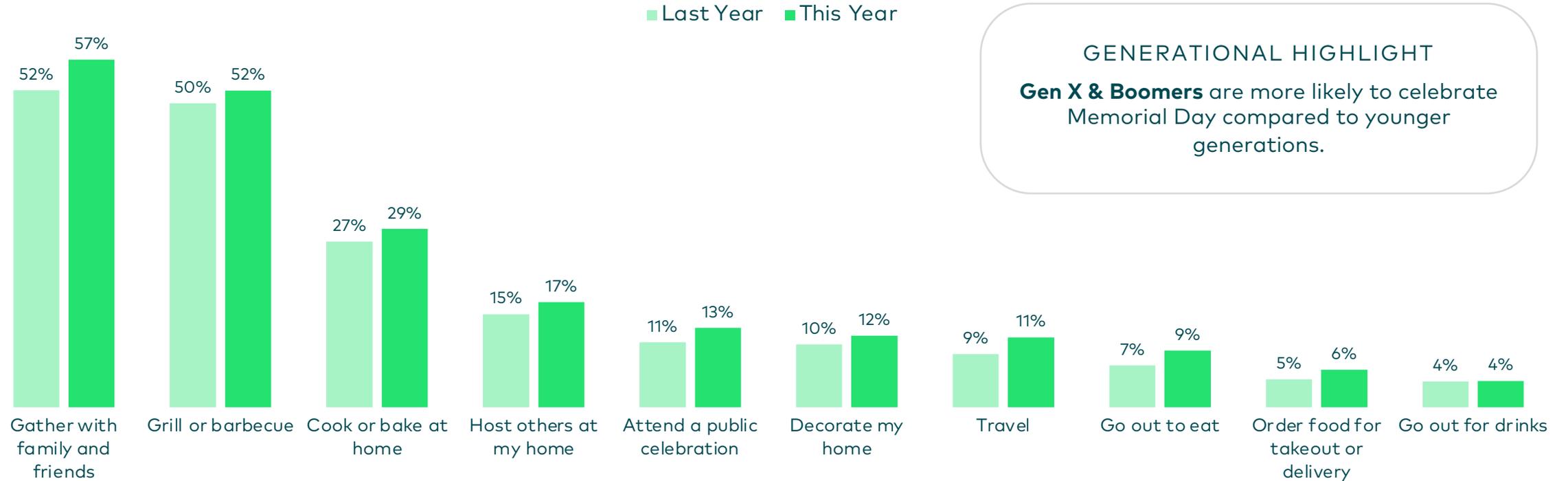


# Shoppers will gather and grill for Memorial Day.

Among the 57% of consumers who plan to celebrate Memorial Day, the top celebrations will be gathering with friends and family and grilling or barbecuing. All celebration intentions are up slightly this year versus last.

## CELEBRATION INTENTIONS

% of intended celebrators



**GENERATIONAL HIGHLIGHT**  
**Gen X & Boomers** are more likely to celebrate Memorial Day compared to younger generations.

Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,024 Memorial Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

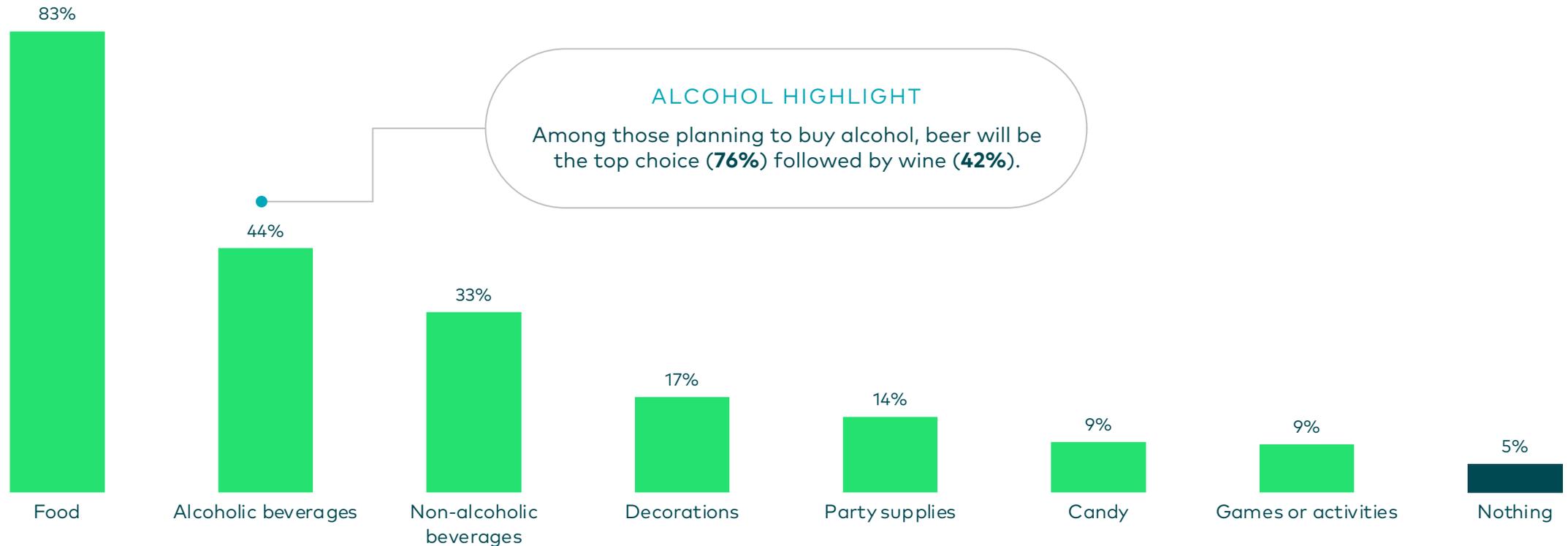


# Memorial Day shoppers expect to fill baskets with food and alcohol.

Four in five celebrators will purchase food for Memorial Day and two in five will buy alcohol. Millennials are twice as likely as other generations to say they'll buy games or activities for their celebrations.

## PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,024 Memorial Day celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

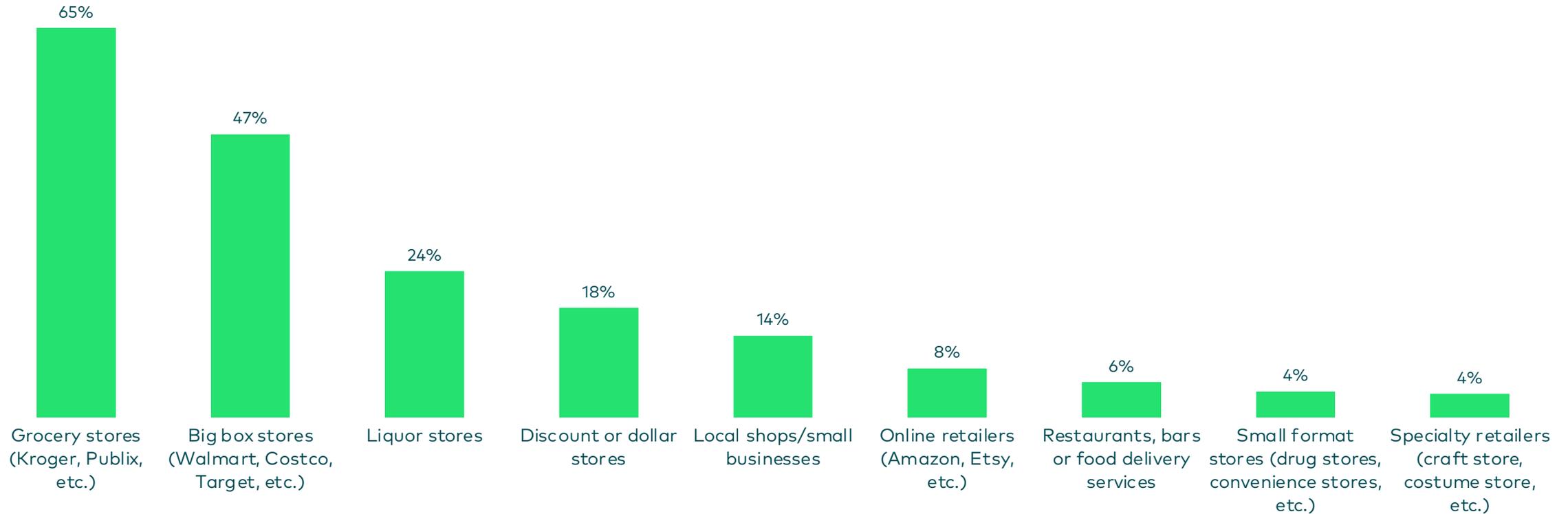


# Grocery stores will see the most Memorial Day shopping trips.

Two-thirds of Memorial Day shoppers plan to visit grocery stores while about half will shop at big box stores.

## SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,024 Memorial Day celebrators) | Where do you expect to purchase items for [Holiday]?

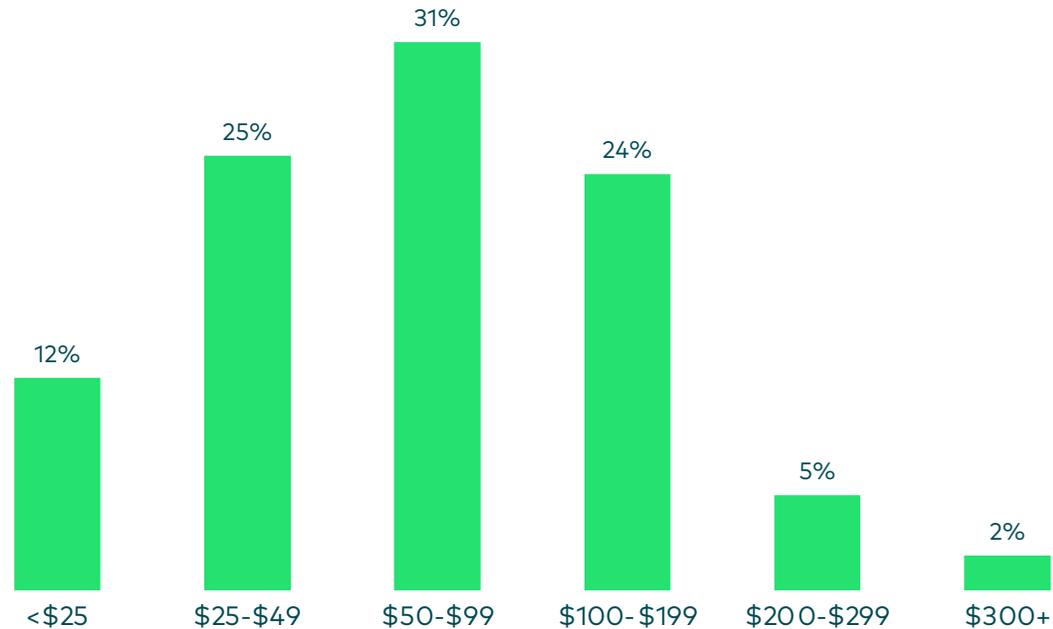


# Memorial Day could see slightly higher spending this year.

Most Memorial Day shoppers will spend under \$100 on their holiday supplies. Nearly a quarter expect to spend more this year than they did last Memorial Day.

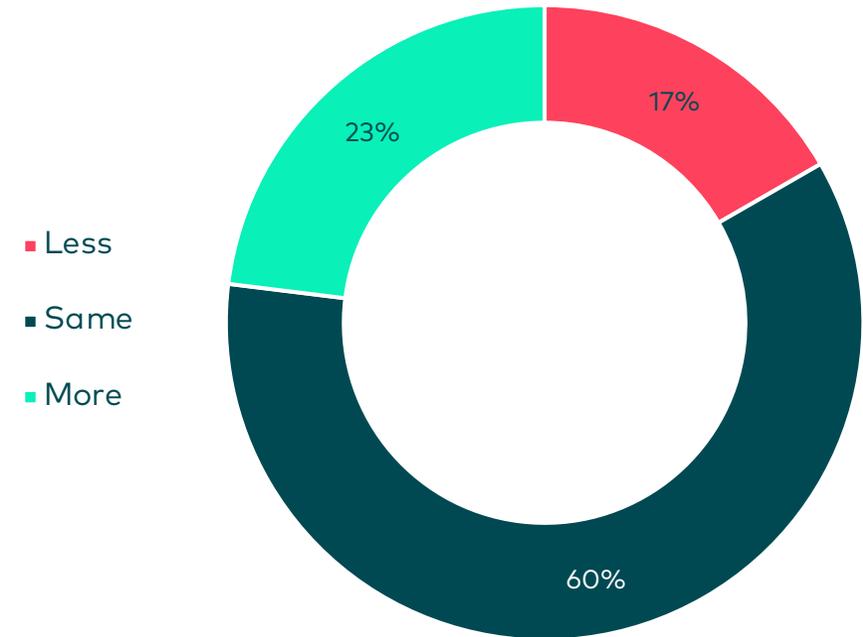
## EXPECTED SPENDING

% of holiday shoppers



## SPENDING VS. LAST YEAR

% of holiday shoppers



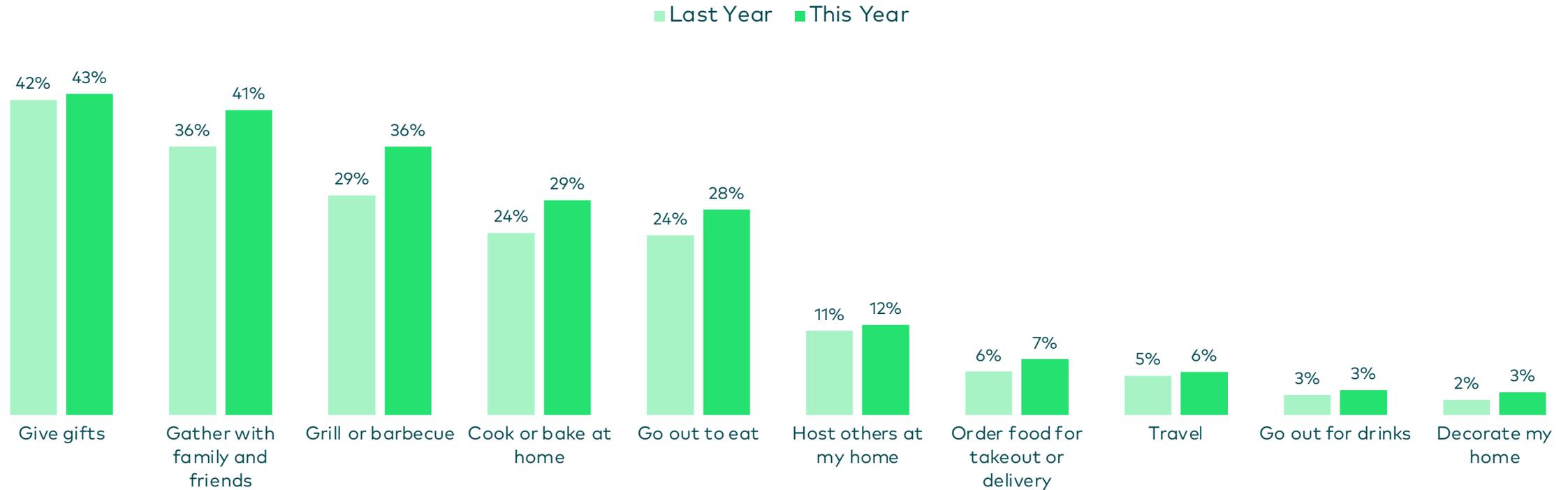
# Father's Day celebrations include gifts, gatherings and grilling.



Two-thirds (65%) of consumers expect to celebrate Father's Day this year. Most consumers expect to celebrate by giving gifts, gathering with family & friends, or grilling.

## CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,017 Father's Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

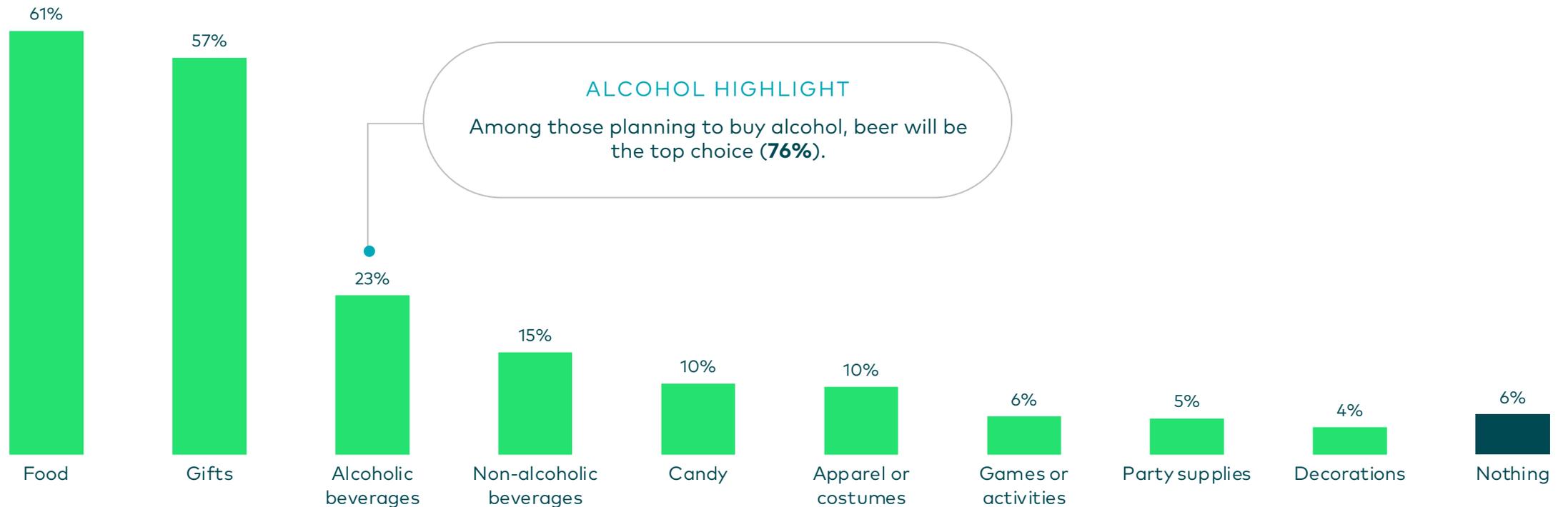


# Food and gifts are the top Father's Day purchases.

Over half of Father's Day celebrators expect to purchase food or gifts. Intended gift buyers say they're most likely to purchase gift cards (38%), apparel (37%), tools/home improvement materials (24%), food & beverages (17%) or sporting goods (11%).

## PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,017 Father's Day celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

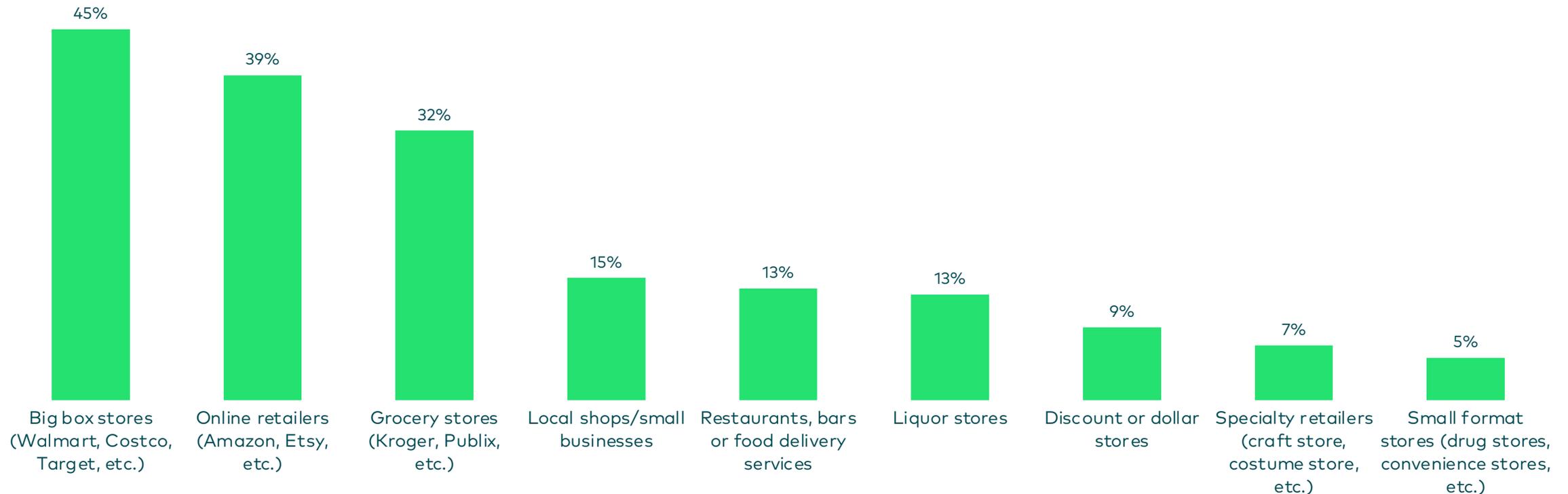
# Big box and online retailers will be top Father's Day destinations.



Nearly half of celebrators will do their Father's Day shopping at big box retailers, while a third will go online or to grocery stores.

## SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,017 Father's Day celebrators) | Where do you expect to purchase items for [Holiday]?



# Consumers expect consistent spending this Father's Day.

A third of shoppers will spend between \$50 and \$99 on their Father's Day items, in line with last year.

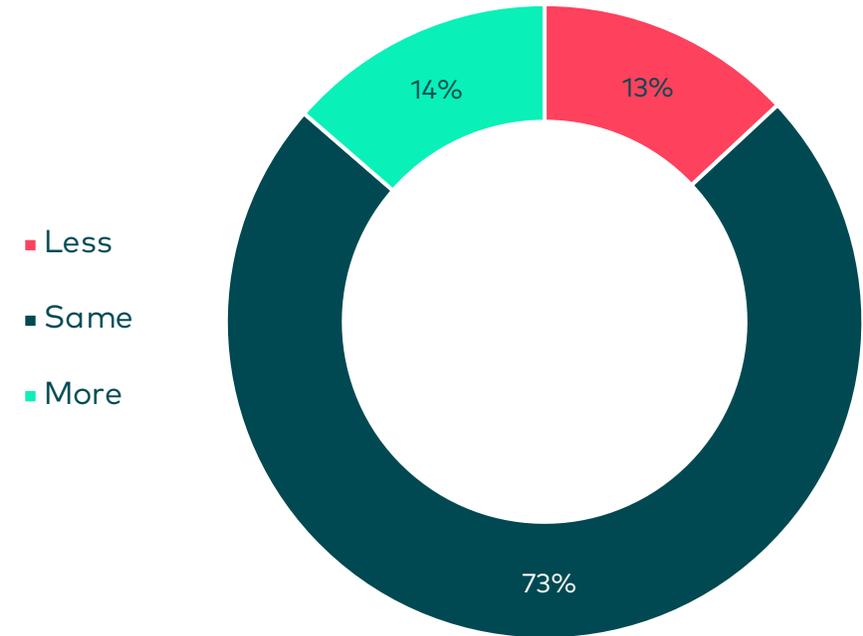
## EXPECTED SPENDING

% of holiday shoppers



## SPENDING VS. LAST YEAR

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,017 Father's Day celebrators) | How much do you expect to spend on items for [holiday]?

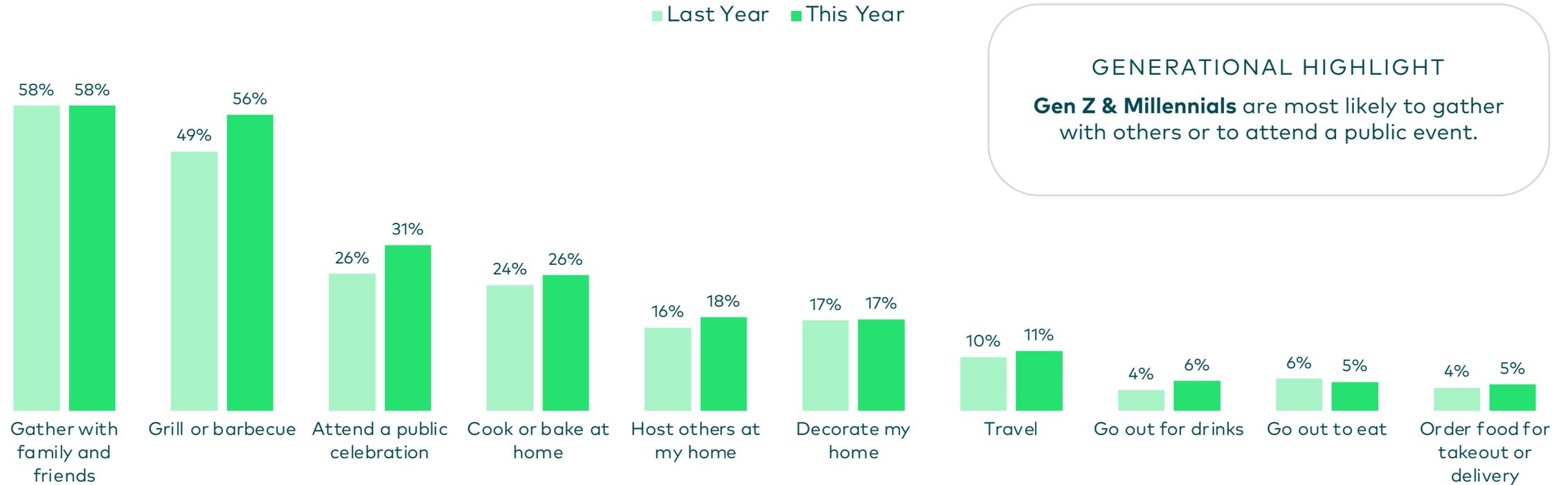


# Gathering and grilling will be the top Independence Day activities.

Among the 73% of consumers who plan to celebrate Independence Day, over half will gather with family and friends or grill. A third will attend a public celebration like fireworks.

## CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,026 Independence Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

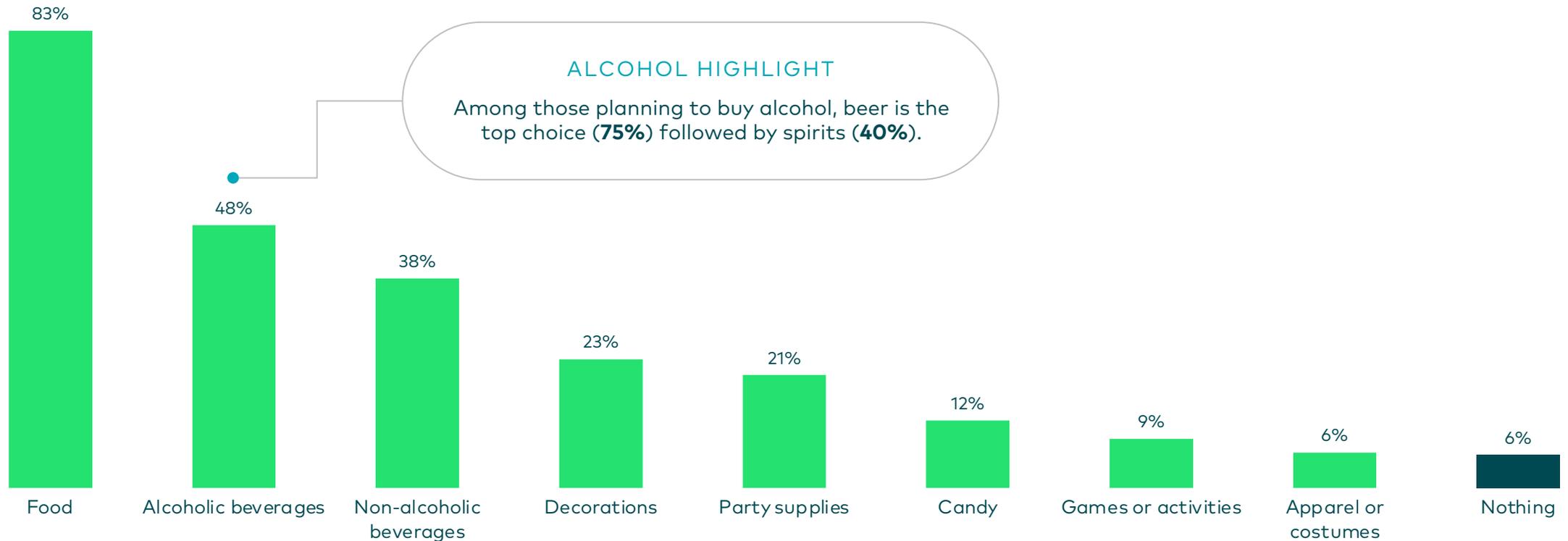


# Food and alcohol will fuel Fourth of July celebrations.

Four-fifths of shoppers expect to purchase food for their Independence Day celebrations, while half will purchase alcohol. Non-alcoholic beverages, decorations and party supplies will also make many shopping lists for the summer celebration.

## PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,026 Independence Day celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

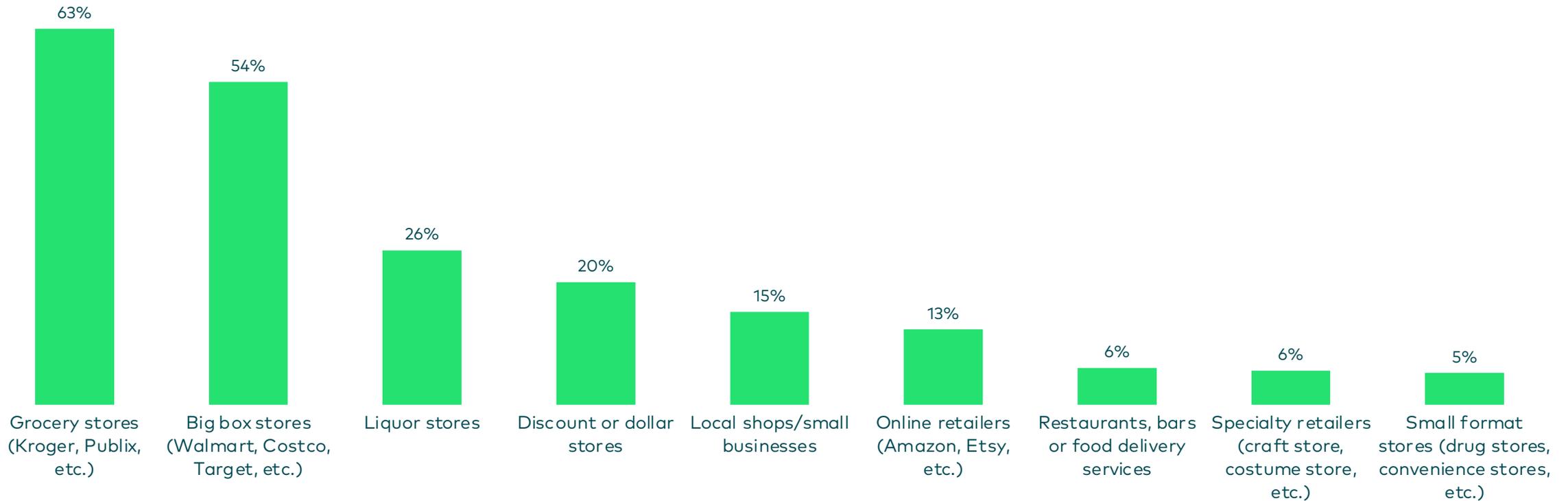


# Grocery stores and big box retailers will lead Independence Day sales.

Over half of holiday shoppers expect to purchase their Independence Day supplies from one of these two channels.

## SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,026 Independence Day celebrators) | Where do you expect to purchase items for [Holiday]?

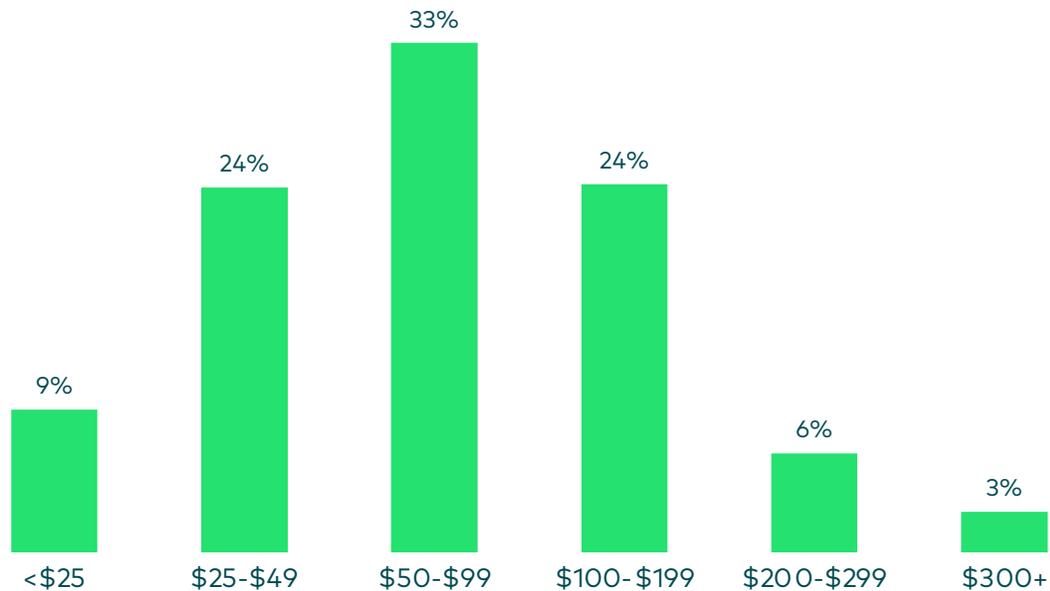


# Fourth of July spending will likely be flat or slightly up.

Independence Day shoppers expect to spend anywhere from \$25 to \$200 on their celebrations. While most shoppers think they'll spend the same amount this year versus last, about a fifth say they'll spend more.

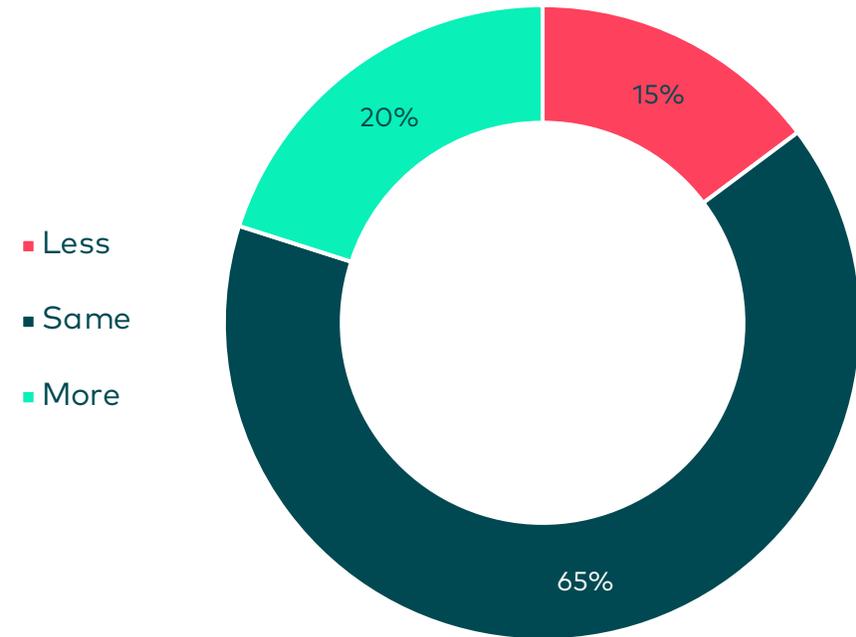
## EXPECTED SPENDING

% of holiday shoppers



## SPENDING VS. LAST YEAR

% of holiday shoppers



Source: Numerator Q2 2024 Holiday Preview 4/18/2024 (n=1,026 Independence Day celebrators) | How much do you expect to spend on items for [holiday]?



# 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](mailto:hello@numerator.com).