



# 2024 Labor Day Intentions Preview

CONSUMER SURVEY REPORT





## **We asked 1,000 consumers about their 2024 Labor Day plans.**

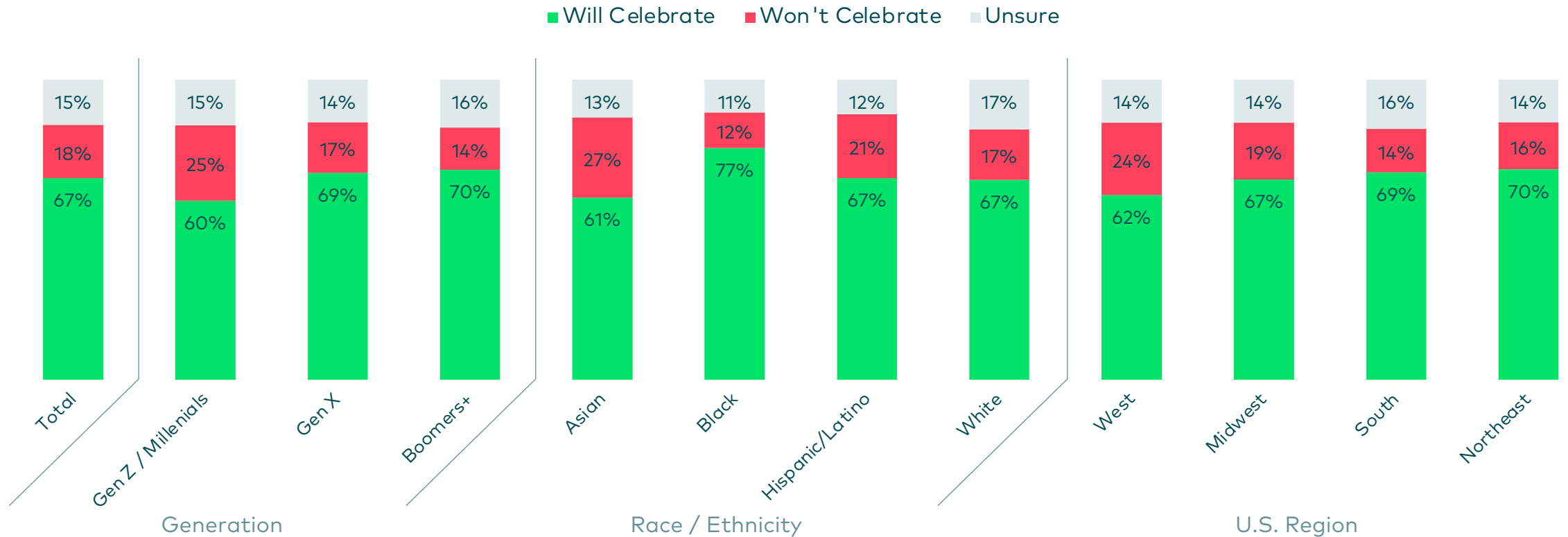
Numerator's Labor Day Preview survey was fielded to 1,059 consumers in August 2024 and highlights consumers' celebration, shopping and spending plans for the holiday.

# Two-thirds of consumers will celebrate Labor Day this year.

Overall, 67% of U.S. consumers say they'll celebrate Labor Day 2024, with another 15% unsure of plans. Celebration intentions are highest among Black Americans, Boomers+, and consumers in the Northeast; intentions are lowest among Gen Z & Millennials.

## LABOR DAY CELEBRATION INTENTIONS

% of U.S. consumers



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059) | Do you expect to celebrate Labor Day this year?

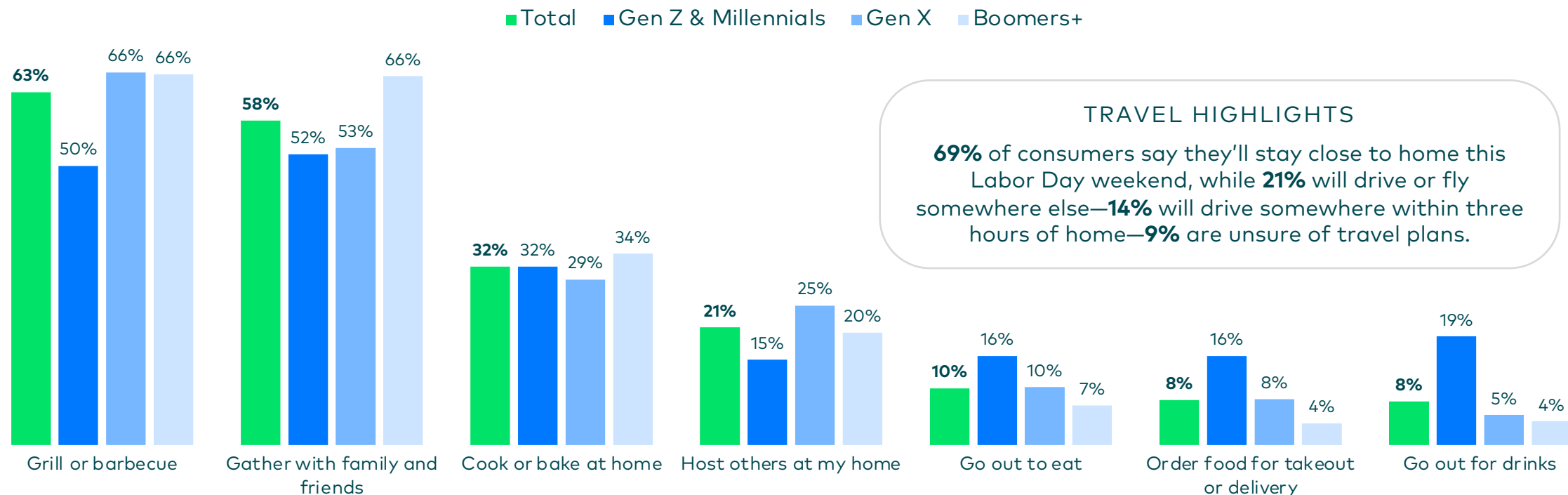


# Grilling remains the preferred activity for Labor Day.

Among the 67% of consumers who plan to celebrate Labor Day, grilling/barbecuing and gathering with family and friends will be the top activities. Gen Z and Millennial celebrators are more likely to venture away from home for non-traditional celebrations

## CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059) | What do you expect to do for Labor Day this year?

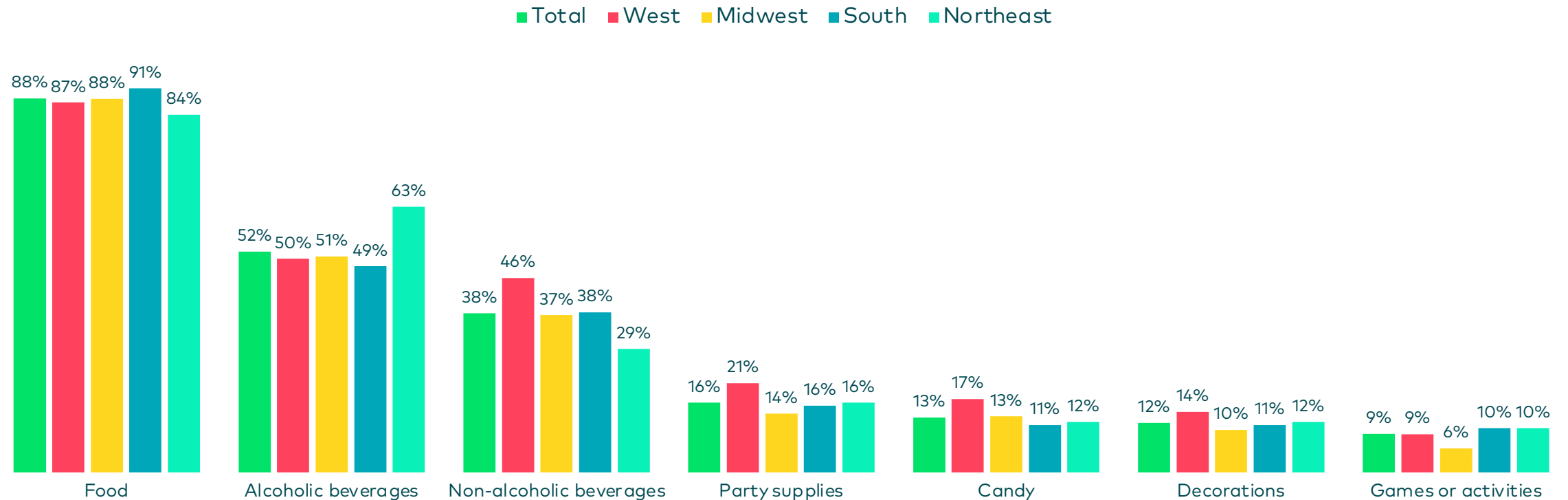


# Food and alcohol top Labor Day shopping lists across consumer groups.

Roughly nine-in-ten shoppers will purchase food for their Labor Day celebrations and over half will grab alcohol. Alcohol purchase intentions are highest in the Northeast, while non-alcoholic beverage purchase intentions peak in the West.

## PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059) | What items do you expect to purchase for Labor Day this year?

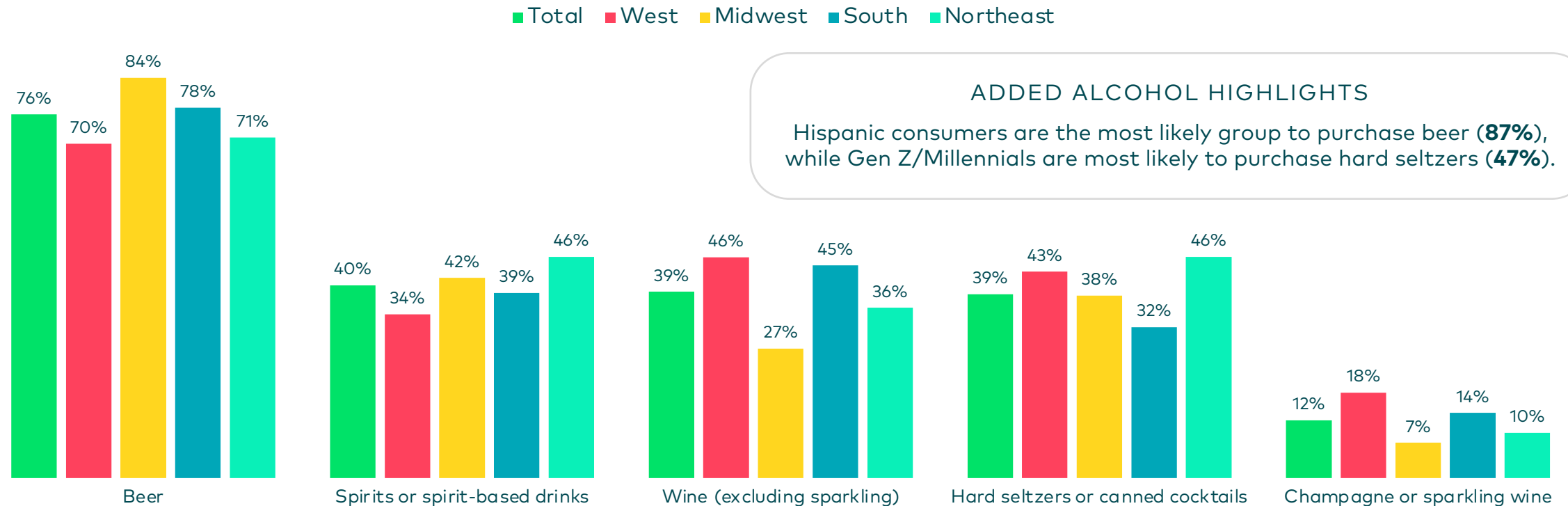


# Beer is the top choice for Labor Day alcohol buyers.

Spirits, wine, and hard seltzers show similar popularity among intended Labor Day alcohol buyers. Midwest consumers are the most likely to purchase beer, while Northeasterners are most likely to purchase hard seltzers and spirit-based drinks.

## ALCOHOL PURCHASE INTENTIONS

% of intended alcohol buyers



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059) | What alcoholic beverage(s) will you purchase for Labor Day this year?

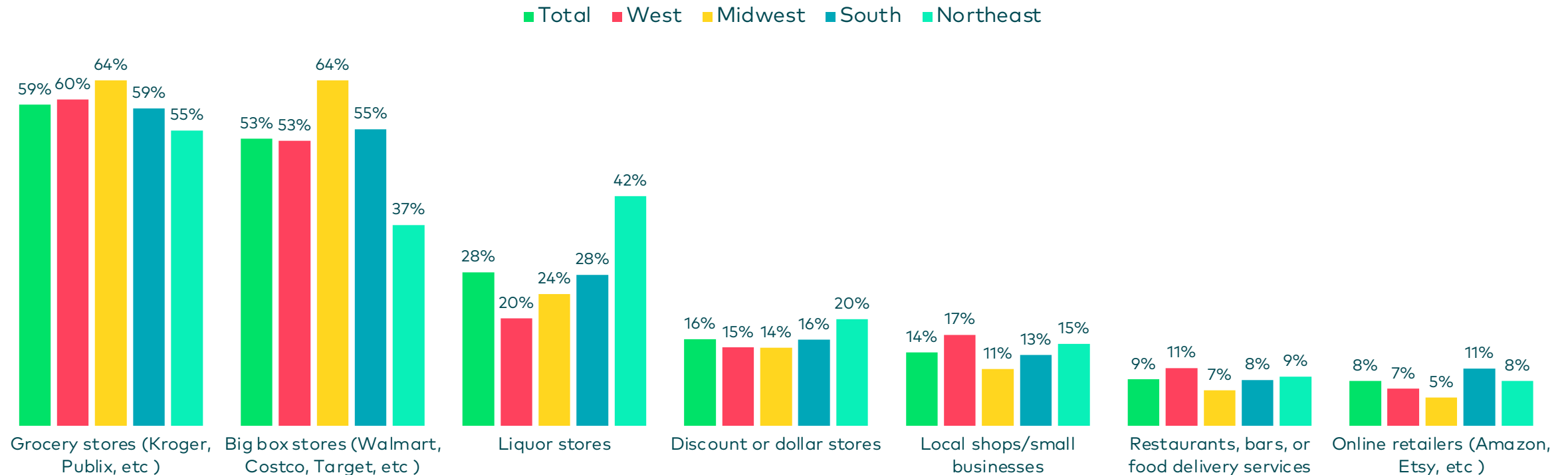


# Grocery and big box stores will be top Labor Day shopping destinations.

Most Labor Day shoppers will make their purchases from grocery or big box stores, especially Midwesterners. In line with their high alcohol purchase intentions, Northeasterners are most likely to shop at liquor stores.

## SHOPPING LOCATIONS

% of Labor Day shoppers



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059)| Where do you expect to purchase items for Labor Day?

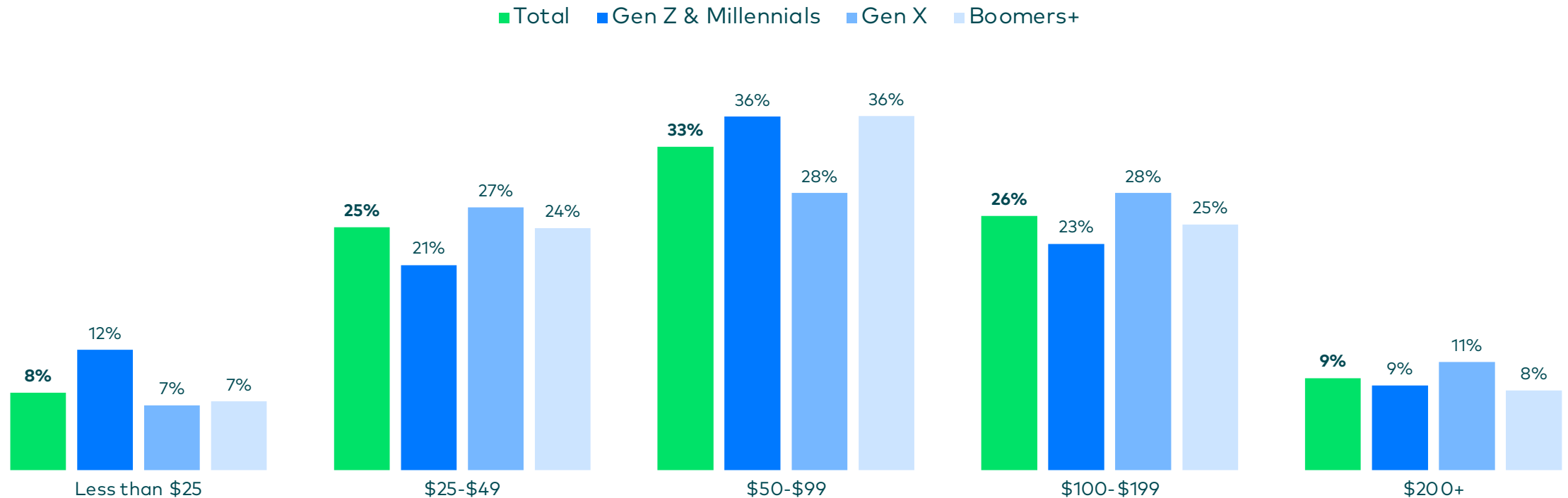


# Most Labor Day shoppers will spend under \$100 on supplies.

Only a third of Labor Day shoppers plan on spending more than \$100, and those who do are more likely to be Gen X or Boomers+.

## EXPECTED SPENDING

% of Labor Day shoppers



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059)| How much do you think you'll spend on items for Labor Day? Your best estimate is fine.

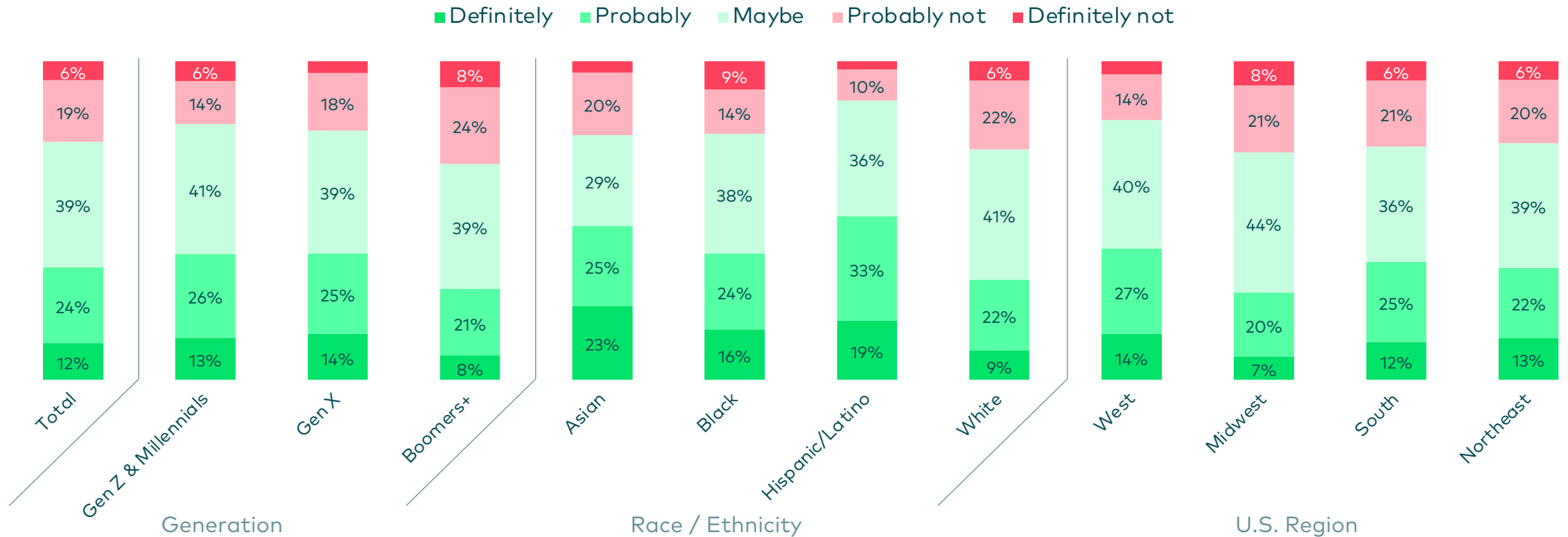


# Added Insights: Labor Day Weekend Sales

A third of U.S. consumers expect to shop during this year's Labor Day Sales—this is highest among Hispanic consumers (51%) and lowest among Midwestern consumers. Online sales will be slightly more favorable than in-store sales (36% vs. 28%).

## LABOR DAY SALE PARTICIPATION

% of U.S. consumers



Source: Numerator Labor Day Preview 8/9/2024 (n=1,059) | Do you expect to shop at any online or in-store Labor Day Sales this year?



## 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).