

General

Holidays

Labor Day Insights: More Americans Shopping Sales This Year, But Reducing Their Intended Spending

Image Credit: Getty Images via Unsplash



Sara Shriber sshriber@civicscience.com Published: August 27, 2024

SHARE



This is just a sneak peek at the thousands of consumer insights available to CivicScience clients. [Discover more data.](#)

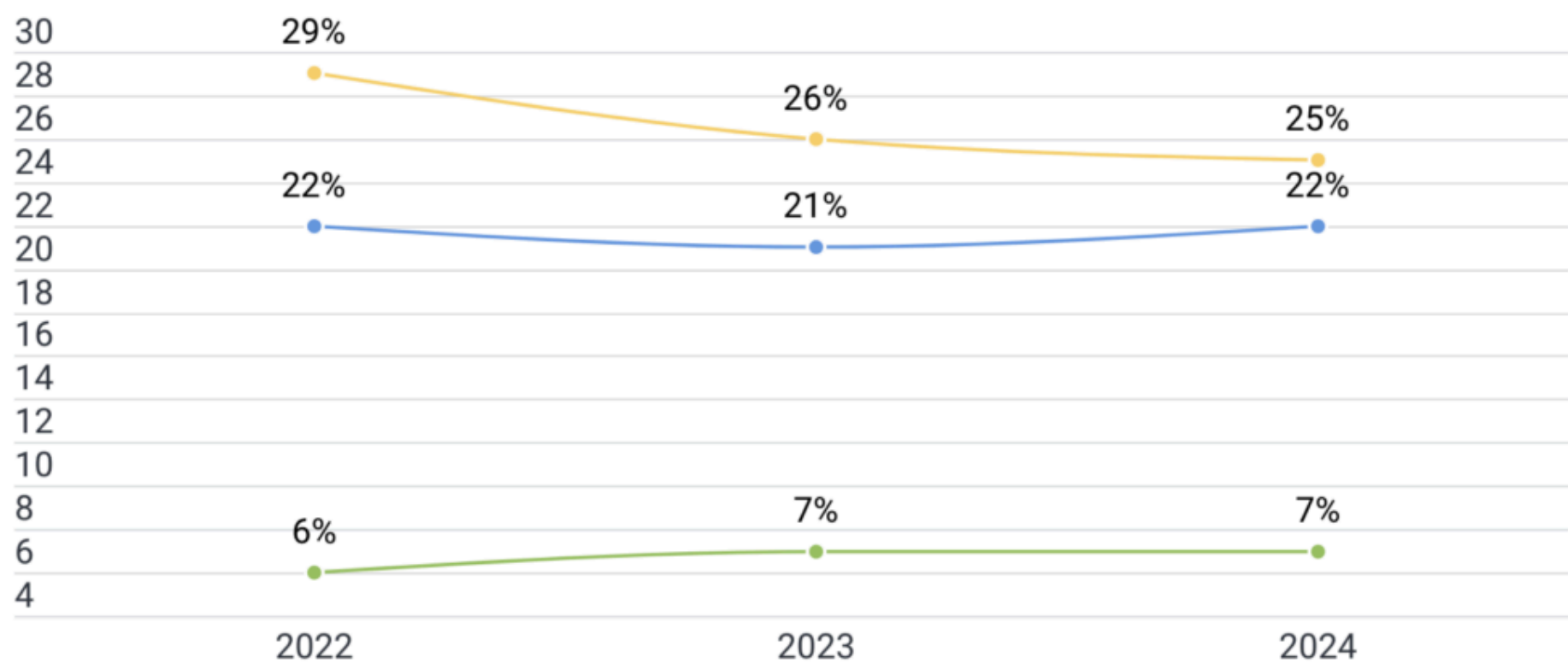
With Labor Day just around the corner, CivicScience data reveal that many are getting ready for the holiday. Whether it's parades, cookouts, or shopping sales, here's a glimpse of what's ahead:

Answer our Polls: [What are your plans for Labor Day?](#)

Travel Plans are down from 2022, but hold strong among Ozempic users/intenders.

This year, 22% of U.S. adults plan to attend or host a cookout, 25% are traveling, and 7% are attending a parade over Labor Day weekend. While intent to watch parades or attend cookouts remains consistent with previous years, travel plans have notably decreased from two years ago. The percentage of those traveling by plane or car has fallen slightly by one percentage point from 2023 and by four percentage points from 2022.

Labor Day Plans:



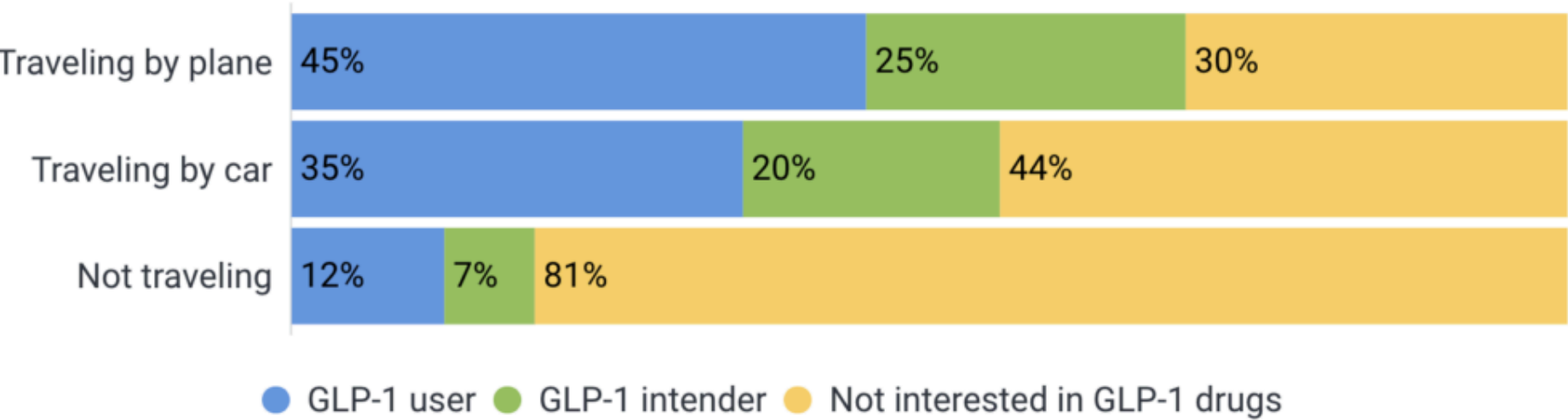
Miss our Prime Day Webinar? Watch the Recording

Cookout: 8,793 responses from 8/19/2022 to 8/26/2024
Parade: 8,953 responses from 8/19/2022 to 8/26/2024
Traveling: 9,877 responses from 8/19/2022 to 8/26/2024 (among those with definite plans)
Percentage doing each Labor Day activity
Weighted by U.S. Census 18+
© CivicScience 2024



CivicScience’s database of over 500K crossable questions shows a strong association between those who plan to travel over Labor Day weekend, particularly via plane, and Ozempic usage. Data indicate that over half of those traveling over Labor Day are either GLP-1 users or intend to use it. For more Ozempic and other GLP-1 insights, access the full report [here](#).

Will you be traveling over Labor Day weekend? by GLP-1 drug experience



1,204 responses from 08/21/2024 to 08/26/2024
Weighted by U.S. Census 18+
© CivicScience 2024



A growing number of Americans plan to shop Labor Day sales this year, but intended spend is down.

As brands roll out holiday weekend sales – with many [starting early this year](#) – CivicScience data show that nearly a quarter of U.S. adults with definite plans intend to shop the sales (23%). This marks an increase from 17% in 2023 and 16% in 2022. Shoppers are most interested in buying apparel (30%), followed by electronics and tech (22%) and furniture, mattresses, or home goods (17%).

Despite the uptick in shoppers, intended spending is down. This year, 69% of shoppers plan to spend under \$100, a six-point increase from last year, while fewer plan to spend over \$100.

Additionally, most Labor Day sale shopping will occur online this year. Thirty-five percent say they will shop in-store only, down from [40% last year](#).

Labor Day Shopping Plans



Shopping Intent

Twenty-three percent intend to shop Labor Day sales, up from 17% in 2023 and 16% in 2022.



Categories

Shoppers are most interested in buying apparel (30%), followed by electronics and tech (22%), and furniture (17%).



Intended Spend

This year, 69% of shoppers plan to spend under \$100, a six-point increase from last year, while fewer plan to spend over \$100.



In-Store vs. Online

Thirty-five percent say they're shopping in-store only, down from 40% last year.

756+ responses from 08/21/2024 to 08/26/2024
Among Labor Day intended shoppers
Weighted by U.S. Census 18+
© CivicScience 2024



Cast Your Vote: [On Labor Day weekend, would you rather...](#)

While traditional activities like cookouts and parades continue to garner interest, travel plans have declined compared to previous years, with a notable connection to Ozempic usage among those traveling. Meanwhile, interest in shopping Labor Day sales is rising, but shoppers expect they'll be more conservative with their spending this year. Overall, the data reflect the evolving ways Americans are likely to celebrate Labor Day in the years ahead and how trends like GLP-1 impact consumer behavior.

Attitudes change before behaviors do. CivicScience helps clients stay ahead of the curve by uncovering the hidden consumer trends that lead to winning market strategies. See what we can do for your brand.

Get In Touch

START ANSWERING QUESTIONS



Are you going to a Labor Day picnic?

☐ Yes

☐ No

☐ Not sure

NEXT

Popular Posts



Economic Sentiment Index

Economic Sentiment Declines Alongside a Decrease in Overall Economic Confidence



General

Infographic: Measuring Americans’ Belief in the Paranormal and Supernatural



Food & Beverage

The Popularity of Plant-Based Milk Explained



General

Summer Paralympics Could Draw More Than 1-in-2 Olympics Viewers, Para Swimming Is the Main Attraction

Keep me up to date on new Insights

Hello, my name is Your Name and I am interested in getting updates on new insights that you publish. I work at Company Name . I can be

reached by email at Your Email Address .

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

Sign me up

Subscribe to receive weekly insights delivered to your mailbox.

EXPLORE

Home

Media Mentions

Contact

COMPANY


About Us

Careers

Podcast

Methodology

Press Kit



Enter Your Email

Subscribe

☐

I'm not a robot

reCAPTCHA
Privacy - Terms

