



## TOPLINE & METHODOLOGY

### One in five Americans enjoy drinking Pumpkin Spice Lattes Midwesterners are most excited to decorate their houses for Halloween

**Washington, DC, September 15, 2021** – A recent Ipsos poll finds that only one in five Americans enjoy drinking pumpkin spice lattes at least occasionally throughout the fall, while just under half refuse to try one. The fall activity Americans are most likely to participate in is decorating their house for Halloween while going to a haunted house or corn maze is the least likely. Overall Midwesterners are the most excited to participate in fall activities and are also the most likely to enjoy fall foods such as pumpkin pies, or pumpkin spice lattes. The poll also finds that people’s exercise habits have not changed since early in the pandemic and that just over half of all Americans took or planned to take a vacation this summer.

#### Detailed Findings

1. One in five Americans enjoy drinking Pumpkin Spice Lattes at least occasionally throughout the fall, while just under half refuse to try one.
  - Three percent of all Americans regularly drink Pumpkin Spice lattes when available. Twenty-one percent would be open to trying one, but just under half (46%) have never had one and say they do not want to. Northeasterners are most likely to refuse to try the drink (53%). Other pumpkin foods are more popular treats, particularly pumpkin pie (62%) and pumpkin bread (49%). One in five Americans (22%) say they don't enjoy any pumpkin foods.
  - Midwesterners are the least likely to not like any pumpkin foods at all (14%), and roughly two in five Midwesterners enjoy eating most sweet pumpkin treats. On the other hand, Southerners and Northeasterners are the most likely to not enjoy pumpkin foods (25% and 29%, respectively).
2. The fall activity Americans are most likely to participate in is decorating their house for Halloween (42%). On the other hand, they are least likely to go to a haunted house/haunted trail or corn maze (11% for both).
  - Other fall activities that are less popular include going apple picking or camping (12% for both).
  - Similar to pumpkin food preferences, the participation in fall activities also has some regional differences. Midwesterners are the most likely to decorate their houses (50%), followed by Westerners (43%). Southerners and Northeasterners are less likely to partake in this activity (38% and 39%, respectively). Overall, Midwesterners are the most likely to participate in the most common fall activities such as going on a fall hike (36%) or carving pumpkins (34%).
3. Exercise habits have not changed significantly since early in the pandemic.
  - One in five Americans says they take long walks or hikes at least once per week (21%), relatively unchanged from April 2020 (25%).
  - Following taking a walk or hike, about one in ten Americans now say they run, swim, ride a bike, or lift weights at least once per week (13% for both). As with taking walks or hikes, these other exercise habits have also not changed significantly from early in the pandemic (17% and 16%, respectively in April 2020).





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4. Just over half of all Americans took or planned to take a vacation this summer.
  - Forty-three percent of Americans ended up taking their vacations, while 11% had planned one but had to cancel it. Millennials are the most likely to have taken a vacation (51%) and Baby Boomers are the least likely to have taken one (36%).
  - The most popular vacation plans included travelling to another state (54%), going to the beach, and taking a road trip (32% each). Only one in ten Americans say they travelled or planned to travel out of the country this summer (9%).

*These are the findings of an Ipsos poll conducted between September 10-13, 2021. For this study, a sample of 1,018 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.4 percentage points for all respondents.*



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### Ipsos Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**

*Interview dates: September 10 – September 13, 2021*

*Number of interviews: 1,018*

*Number of Northeast interviews: 182*

*Number of Midwest interviews: 223*

*Number of South interviews: 360*

*Number of West interviews: 253*

*Number of Gen Z interviews: 95*

*Number of Millennial interviews: 214*

*Number of Gen X interviews: 270*

*Number of Baby Boomer interviews: 439*

*Margin of error: +/- 3.4 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.*

*NOTE: \* = less than 0.5%, - = no respondents*

#### Annotated Questionnaire:

1. Do you intend to do any of the following in the upcoming months? Select all that apply

	<b>Total (N=1,018)</b>	<b>Northeast (N=182)</b>	<b>Midwest (N=223)</b>	<b>South (N=360)</b>	<b>West (N=253)</b>
Decorate your home for Halloween	42%	39%	50%	38%	43%
Go on a fall hike	29%	35%	36%	21%	32%
Carve pumpkins	27%	30%	34%	19%	31%
Have a bonfire	22%	21%	37%	17%	16%
Go to a pumpkin patch	19%	23%	23%	14%	21%
Go apple picking	12%	24%	17%	7%	9%
Go camping	12%	7%	13%	11%	15%
Go to a corn maze	11%	10%	16%	9%	10%
Go to a haunted house/haunted trail	11%	17%	13%	9%	10%
Skipped	29%	24%	22%	36%	29%





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2. How often, if ever, do you drink Pumpkin Spice Lattes?

	Total	Northeast	Midwest	South	West
I have them regularly when available	3%	2%	3%	4%	4%
I have them occasionally throughout the fall	18%	15%	22%	17%	18%
I've tried one before but will not drink it again	12%	14%	11%	9%	16%
I've never had a Pumpkin Spice Latte but would be open to trying one	21%	16%	21%	22%	21%
I've never had a Pumpkin Spice Latte and do not want to	46%	53%	43%	47%	40%
Skipped	1%	-	2%	1%	*

3. Do you enjoy eating any of the foods listed below? Select all the apply.

	Total	Northeast	Midwest	South	West
Pumpkin pie	62%	54%	73%	57%	66%
Pumpkin bread	49%	44%	60%	43%	52%
Pumpkin muffins	38%	38%	45%	32%	40%
Pumpkin cheesecake	32%	28%	35%	28%	38%
Pumpkin donuts	31%	40%	39%	26%	25%
Pumpkin soup	13%	17%	14%	10%	13%
Other	4%	3%	3%	4%	5%
I don't like any pumpkin foods	22%	29%	14%	25%	17%
Skipped	1%	-	1%	2%	-

4. In the last month, how often if at all, have you done the following activities?

Total More than once a week Summary

	Total September 2021 (N=1,018)	Total April 2020* (N=1,005)
Take long walks or hikes	21%	25%
Run, ride a bicycle (or stationary bike), or swim	13%	17%
Lift weights or strength train	13%	16%
Meditate or practice mindfulness	11%	15%
Circuit training, high-intensity interval training, or calisthenics	7%	8%
Practice yoga, Pilates or barre	4%	8%
Talk with a spiritual advisor, counselor, or therapist	4%	6%
Play formal or informal organized sports	3%	6%
Attend organized exercise or wellness classes	3%	6%
Meet with a support group	2%	4%

\*April 2020 survey was conducted on Ipsos Omnibus online panel using "river" sampling.



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September 2021 Data; Total More than once a week Summary

	Total (N=1,018)	Gen Z (N=95)	Millennial (N=214)	Gen X (N=270)	Baby Boomer (N=439)
Take long walks or hikes	21%	15%	20%	18%	25%
Run, ride a bicycle (or stationary bike), or swim	13%	14%	13%	15%	12%
Lift weights or strength train	13%	18%	15%	13%	11%
Meditate or practice mindfulness	11%	19%	9%	8%	12%
Circuit training, high-intensity interval training, or calisthenics	7%	6%	9%	10%	4%
Practice yoga, Pilates or barre	4%	3%	6%	4%	4%
Talk with a spiritual advisor, counselor, or therapist	4%	7%	5%	3%	2%
Play formal or informal organized sports	3%	2%	3%	3%	4%
Attend organized exercise or wellness classes	3%	5%	3%	4%	3%
Meet with a support group	2%	1%	3%	2%	2%

a. Take long walks or hikes

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	7%	4%	4%	9%	10%
Several times a week	13%	12%	16%	10%	15%
About once a week	11%	16%	13%	12%	6%
Several times a month	9%	7%	12%	7%	8%
Only occasionally	34%	46%	30%	40%	28%
Never	26%	14%	24%	22%	34%
Skipped	*	1%	1%	-	-
<i>More than once a week (net)</i>	<i>21%</i>	<i>15%</i>	<i>20%</i>	<i>18%</i>	<i>25%</i>
<i>Occasionally / Never (net)</i>	<i>60%</i>	<i>60%</i>	<i>54%</i>	<i>62%</i>	<i>62%</i>

b. Run, ride a bicycle (or stationary bike), or swim

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	5%	7%	5%	6%	4%
Several times a week	8%	7%	8%	9%	8%
About once a week	8%	8%	11%	7%	7%
Several times a month	7%	6%	9%	10%	5%
Only occasionally	23%	36%	20%	25%	20%
Never	48%	35%	47%	44%	57%
Skipped	1%	1%	1%	*	*
<i>More than once a week (net)</i>	<i>13%</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>	<i>12%</i>
<i>Occasionally / Never (net)</i>	<i>71%</i>	<i>71%</i>	<i>66%</i>	<i>68%</i>	<i>77%</i>



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### c. Play formal or informal organized sports

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	-	1%	2%	1%
Several times a week	2%	2%	2%	1%	3%
About once a week	2%	5%	4%	2%	1%
Several times a month	3%	6%	3%	4%	2%
Only occasionally	15%	23%	17%	17%	10%
Never	75%	64%	72%	74%	82%
Skipped	1%	-	1%	*	1%
<i>More than once a week (net)</i>	<i>3%</i>	<i>2%</i>	<i>3%</i>	<i>3%</i>	<i>4%</i>
<i>Occasionally / Never (net)</i>	<i>90%</i>	<i>88%</i>	<i>89%</i>	<i>90%</i>	<i>92%</i>

### d. Lift weights or strength train

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	3%	3%	3%	5%	2%
Several times a week	10%	15%	13%	8%	9%
About once a week	5%	7%	6%	5%	3%
Several times a month	6%	9%	8%	7%	5%
Only occasionally	20%	28%	18%	19%	18%
Never	55%	37%	52%	57%	63%
Skipped	1%	1%	1%	-	1%
<i>More than once a week (net)</i>	<i>13%</i>	<i>18%</i>	<i>15%</i>	<i>13%</i>	<i>11%</i>
<i>Occasionally / Never (net)</i>	<i>75%</i>	<i>66%</i>	<i>70%</i>	<i>76%</i>	<i>81%</i>

### e. Circuit training, high-intensity interval training, or calisthenics

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	2%	-	2%	4%	1%
Several times a week	5%	6%	7%	6%	3%
About once a week	3%	4%	5%	3%	2%
Several times a month	4%	10%	6%	5%	1%
Only occasionally	14%	17%	14%	17%	11%
Never	71%	63%	66%	64%	82%
Skipped	1%	1%	1%	-	1%
<i>More than once a week (net)</i>	<i>7%</i>	<i>6%</i>	<i>9%</i>	<i>10%</i>	<i>4%</i>
<i>Occasionally / Never (net)</i>	<i>85%</i>	<i>80%</i>	<i>80%</i>	<i>82%</i>	<i>92%</i>

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### f. Practice yoga, Pilates or barre

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	2%	1%	2%	2%	2%
Several times a week	3%	3%	4%	2%	2%
About once a week	3%	4%	5%	3%	2%
Several times a month	3%	10%	2%	6%	1%
Only occasionally	13%	15%	16%	17%	8%
Never	76%	68%	70%	70%	85%
Skipped	*	-	1%	-	*
<i>More than once a week (net)</i>	4%	3%	6%	4%	4%
<i>Occasionally / Never (net)</i>	89%	83%	86%	87%	93%

### g. Attend organized exercise or wellness classes

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	-	1%	2%	1%
Several times a week	2%	5%	2%	2%	2%
About once a week	2%	4%	3%	1%	1%
Several times a month	2%	2%	4%	2%	2%
Only occasionally	9%	14%	8%	10%	8%
Never	83%	76%	80%	82%	86%
Skipped	1%	-	2%	*	1%
<i>More than once a week (net)</i>	3%	5%	3%	4%	3%
<i>Occasionally / Never (net)</i>	92%	90%	89%	92%	94%

### h. Meditate or practice mindfulness

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	5%	8%	3%	4%	6%
Several times a week	6%	12%	6%	4%	5%
About once a week	3%	4%	4%	3%	2%
Several times a month	7%	10%	10%	6%	5%
Only occasionally	19%	14%	16%	24%	18%
Never	60%	53%	61%	58%	63%
Skipped	*	-	1%	*	*
<i>More than once a week (net)</i>	11%	19%	9%	8%	12%
<i>Occasionally / Never (net)</i>	78%	67%	77%	82%	81%

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### i. Talk with a spiritual advisor, counselor, or therapist

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	2%	1%	2%	1%
Several times a week	2%	5%	4%	2%	1%
About once a week	3%	9%	2%	3%	2%
Several times a month	5%	6%	7%	6%	3%
Only occasionally	12%	15%	16%	13%	9%
Never	76%	63%	70%	75%	85%
Skipped	*	-	1%	1%	*
<i>More than once a week (net)</i>	4%	7%	5%	3%	2%
<i>Occasionally / Never (net)</i>	88%	78%	86%	87%	94%

### j. Meet with a support group

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Almost every day	1%	-	2%	1%	1%
Several times a week	1%	1%	1%	1%	1%
About once a week	2%	5%	2%	1%	2%
Several times a month	2%	5%	2%	1%	1%
Only occasionally	5%	4%	7%	6%	3%
Never	89%	86%	86%	89%	92%
Skipped	*	-	1%	*	-
<i>More than once a week (net)</i>	2%	1%	3%	2%	2%
<i>Occasionally / Never (net)</i>	94%	90%	93%	95%	96%

### 5. Did you take a vacation this summer?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	43%	38%	51%	47%	36%
No, I had planned one but cancelled it	11%	15%	9%	8%	12%
No, I did not plan or take a vacation	46%	45%	39%	45%	52%
Skipped	1%	2%	1%	-	-





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6. [Q5 ≠ No, I did not plan or take a vacation] How did you spend or plan to spend your vacation?  
Select all that apply.

	<b>Total (N=545)</b>	<b>Gen Z (N=49)</b>	<b>Millennial (N=134)</b>	<b>Gen X (N=150)</b>	<b>Baby Boomer (N=212)</b>
Travelled to another state	54%	50%	54%	54%	56%
Went to the beach	32%	31%	31%	40%	28%
Took a road trip	32%	31%	38%	31%	30%
Went to a family event (wedding, family reunion, etc.)	16%	18%	19%	11%	17%
Went camping	14%	17%	16%	12%	15%
Staycation – I just relaxed at home	13%	24%	12%	9%	11%
Travelled out of the country	9%	7%	10%	10%	8%
Other	6%	6%	7%	3%	7%
None of the above	4%	9%	6%	1%	2%
Skipped	-	-	-	-	-



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### About the Study

This Ipsos poll was conducted September 10 – 13, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,018 general population adults age 18 or older. The sample includes 182 Northeasterners, 223 Midwesterners, 360 Southerners, 253 Westerners, 95 Gen Zers, 214 Millennials, 270 Gen Xers, and 439 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.19. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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