

HOW AMERICANS ARE CREATING (SAFE) SUMMERTIME JOY IN 2020

By Ipsos | June 2020



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GAME CHANGERS



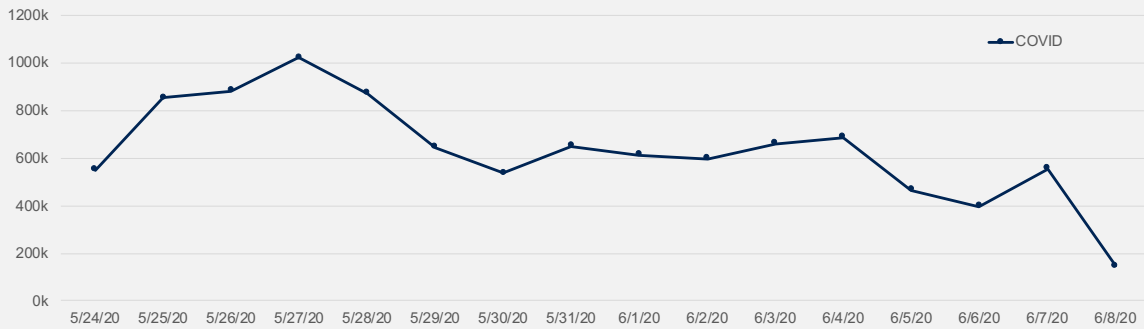
HOW AMERICANS ARE CREATING (SAFE) SUMMERTIME JOY IN 2020

With the fourth month of quarantine underway for much of the country, Americans find themselves heading into a summer season full of uncertainty and conflicting emotions. As restrictions continue to be lifted, several states are experiencing a rise in new infections, leading forecasters to believe that the crisis is [far from over](#). According to the latest [Axios-Ipsos Coronavirus Index](#), even while Americans are increasingly engaging with

each other outside of the home, concerns about a second wave and perceived risks of regular activities are on the rise.

So what are the implications for consumer behavior this summer? Recent conversations across social media and our syndicated U.S. online community reveal a few emerging themes that help paint a picture of how the season may be shaping up – with glimmers of hope and cautious optimism that are helping to drive creative, albeit unconventional, plans to enjoy the warmer months.

Daily Conversation Volume



Source: Synthesio 5/25-6/8/20, specific mentions relevant to COVID-19/Coronavirus in U.S., English only

HOPE VS. FEAR AS STATES REOPEN

A steady decline in social conversation on COVID indicates Americans are fatigued by the pandemic, and

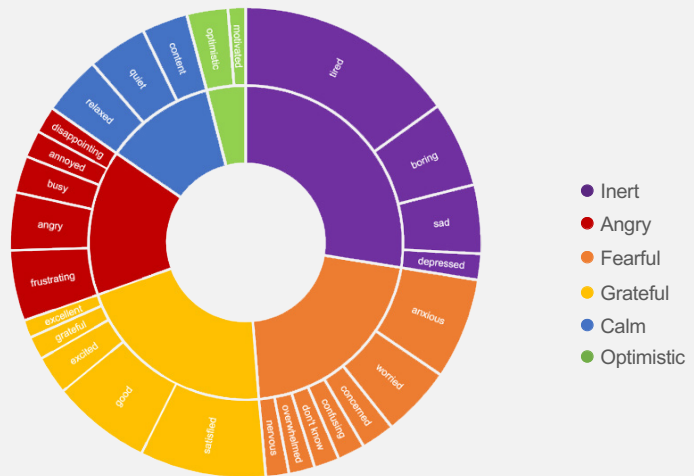
no longer making direct references to the virus. At the same time, while anger, fear, and boredom dominate the emotional spectrum, many are also expressing feelings of hope and optimism tied to various stages of reopening across different states.

“Since I have been back to work and my life mostly returned to normal, I am more hopeful that we can finally get the virus behind us.”

– Resident of Open State with No Restrictions

“[I am feeling] relieved because we are finally getting back to normal after having everything shut down due to the Coronavirus.”

– Resident of Closed State in Anticipation of Opening



Source: Ipsos Syndicated Online Community Qualitative Tracker 6/11-6/15/20 (n = 825)

Fear still remains very real, however – and for many, stems from the lack of trust in other people following proper safety precautions – especially as stay-at-home orders begin to lift and large crowds gather for the ([albeit widely supported](#)) social justice protests taking place across the country.

“I still don’t want to touch stuff after other people. I can do everything right, or within suggested guidelines, and that doesn’t mean that the person who went through the vegetable bin at the store in front of me has and that makes me not want to go out.”

– Ipsos Community Member

“COVID-19 hasn’t gone away and there are large gatherings of people all over the country not really making any attempt at social distancing. It is very likely to spike in the next month leading to more illness, death, and economic damage.”

– Ipsos Community Member

Finances also remain a significant concern. According to the latest wave of the Ipsos Coronavirus Consumer Tracker, 28% of Americans rank the economic downturn as the #1 threat to the well-being of themselves and their families, topping health threats related to COVID-19. For many, surviving the economic impact means reprioritizing personal spending with a focus on paying down debt.

“I will pay off credit cards and set a budget. When I start working again I will spend less.”

– Ipsos Community Member

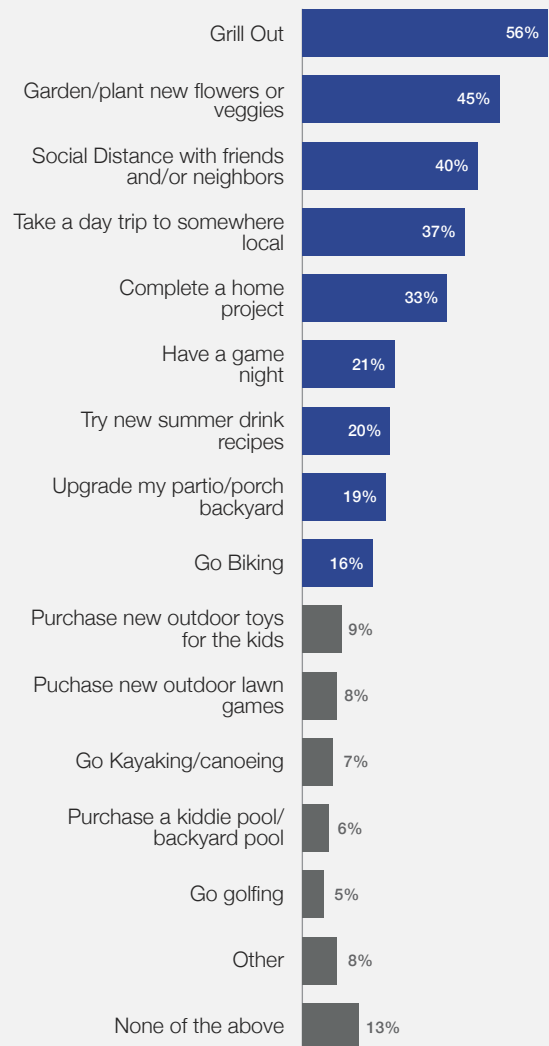
Sources: Ipsos Coronavirus Consumer Tracker, 6/8-6/9/20 (n=1113); Ipsos Syndicated Online Community Qualitative Tracker 5/21-5/26/20, 6/4-6/8/20



THE PUSH TO CREATE (SAFE) JOY

As people continue to balance safety guidelines and other COVID-related disruptions with the desire to regain normalcy, the idea of creating ‘safe’ joy takes center stage for summer activities in 2020. From staying healthy to traveling to maintaining connections with friends and family, we see summertime plans reflect a desire to creatively adapt to the ‘new abnormal,’ with implications across a wide range of activities and behaviors.

How People Have or Plan to Create Joy This Summer



Source: Ipsos Syndicated Online Community Qualitative Tracker 5/29-6/1 (n = 807)

“If we can’t travel to New Orleans then we bring Nawlins to our backyard! Good jazz, great company & a delicious Crawfish Boil is all we needed to feel like we traveled to NOLA this weekend.”
 – Social Media User

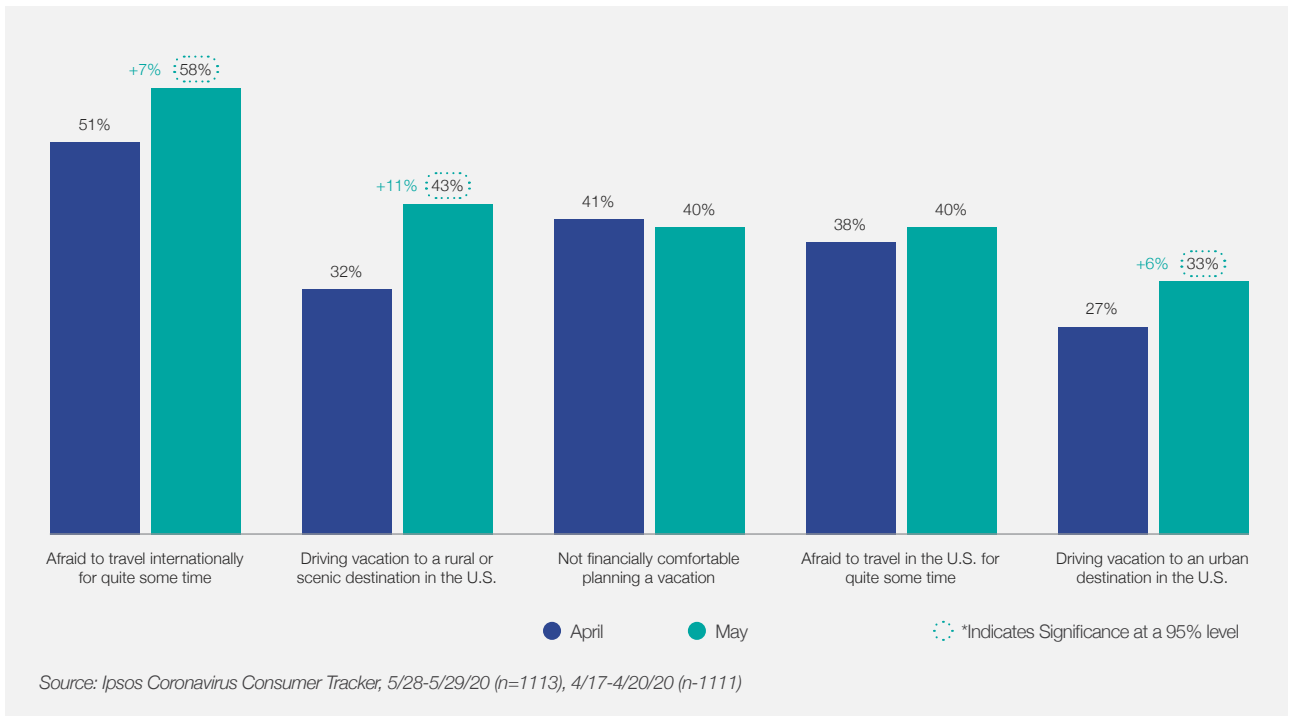


Source: Synthesio 5/11-5/24/20, specific mentions relevant to summer within the Home Life & Family category, U.S. English only

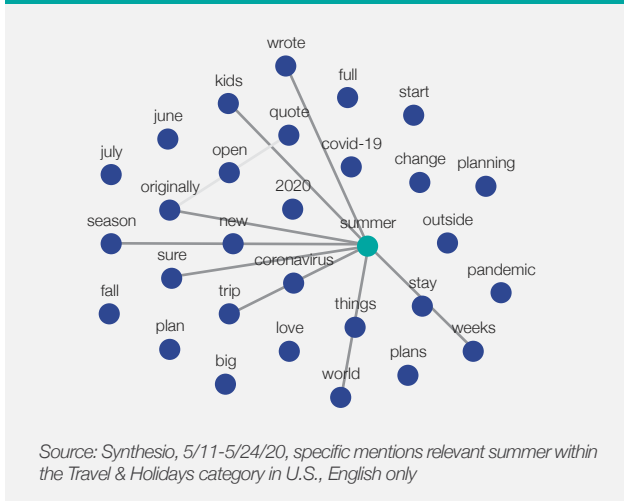
ROAD TRIPPING TO LOCAL DESTINATIONS

Fear is driving summer travel plans this year, and those who do plan to travel will likely go closer and feel safer taking a car than a plane. From April to May, plans for driving within the US increased, in parallel with increased fear of international travel.

Family plans are also evolving as restrictions lift. Top words in social conversation indicate originally scheduled plans are changing, causing many to stay home. Those who are making summer plans are focused around safety and togetherness.



Top 30 Words: Summer Travel



DO YOU HAVE PLANS FOR YOUR FAMILY THIS SUMMER?



YES, MY PLANS ARE...

...to spend time at the beach with family and enjoy our beach house.

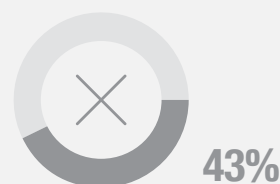
...to enjoy staycation time and use my beautiful home and backyard which includes a pool, jacuzzi, and gardens of flowers and veggies.



NO, I DO NOT HAVE PLANS YET BUT...

...would like to take my family camping at a private campground for a few days.

...will go day by day to see how the restrictions are lifted.



NO, I AM NOT MAKING PLANS FOR THE SUMMER BECAUSE...

...of the virus will wait and see and decided if we do anything safety first.

...it's hard to plan when we don't know what's going to happen with the pandemic.

Source: Ipsos Syndicated Online Community Qualitative Tracker 5/29-6/1 (n = 807)

Social Topics to Watch Going into Summer 2020

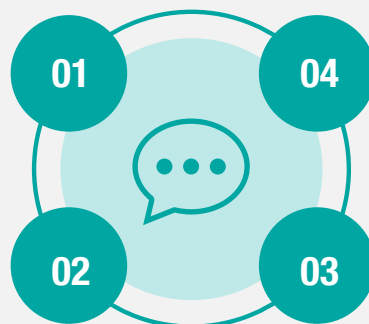
As we continue to live through the collective turbulence and uncertainty brought on by COVID-19, here at Ipsos we will be keeping a close eye on the key topics and trends bubbling to the top of consumer conversations to help illuminate their ongoing impact on people and brands this summer.

REOPENINGS

The term is growing as the country reopens – how quick will the uptake be?

ECONOMIC IMPACT

What will the impact be for people struggling to make ends meet through the summer?



PROTESTS

Protests continue to take place across the country – how will this impact summer plans?

HEALTH AND WELLNESS

Indulgence as a coping mechanism had a rise during quarantine, will it come back with continued anxiety?

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