



A Socially Distanced Summer

One of the most anticipated times of the year is the summer. After all, it is the time work slows down and the kids are home from school. Day trips, vacations, visiting family and friends, enjoying barbeques and basking in the sunshine are all favorite pastimes. Unfortunately, this summer was unlike any other summer because of the coronavirus pandemic. Health and safety measures, including social distancing and limited occupancy at venues, meant there were few options for people to partake in. New Ipsos data from our **End of Summer** study shows this impacted how Americans felt about their summer. 60% said it was worse than expected, while only 40% described it as better than anticipated given the restrictions due to the pandemic. Our results indicated those households with children and/or in the Northeast felt more favorable (49%) about the summer being better than expected.

Statement best describes feelings about this summer:

Better than expected (net)	40%
Much better than expected	7%
Somewhat better	33%
Worse than expected (net)	60%
Somewhat worse	39%
Much worse	21%

Although Covid-19 had a negative impact on many summer industries, such as theme parks, hospitality, travel and tourism, a few managed to flourish. In the sports and leisure areas, Ipsos found boats, RV's and outdoor living experienced substantial growth due to the unprecedented demand. *Boating Industry News* reported as many as 70% of dealerships were left with no inventory after significant sales during the month of May. Meanwhile, in hopes of transforming their backyards into a vacation spot, many Americans looked to enhance their current space by adding items like a pool, grill and outdoor kitchen, outdoor furniture, deck, firepit, playset, swings and trampoline. Once again, we discovered households with children were much more likely to buy these items this year, encouraging backyard summer fun.

Another unusual aspect of this coronavirus summer was the lack of activities for kids to be enrolled in. Many parents rely on camps, leagues, lessons and classes to keep their children occupied. Since parents had to fill this time, they looked to purchase bikes, camping and/or exercise equipment, kayaks/canoes and playsets to help battle boredom and create new memories. This pressure to keep everyone busy and happy is undoubtedly the reason households with children are likelier to admit to spending more money this summer than in previous summers as compared to households without children.

This summer's spending compared to previous summer:

	Households		
	Total	w/ kids'	w/o kids
Spent more this summer	15%	26%	11%
About the same	33%	28%	35%
Spent less this summer	52%	46%	54%





Back to (Home) School

The end of summer signals back to school for kids across the country. However, due to the pandemic, homeschooling will continue for many students, at least part of the time. Typically, parents would be purchasing new clothes, supplies and gadgets to prepare their kids for the school year. With this shift to homeschooling, we see an impact on back-to-school spending. New Ipsos data reveals households with school aged children have not spent as much on back-to-school shopping as they have in past years. A gender difference was uncovered as men (27%) were more likely than women (9%) to indicate they spent more this year getting ready for the new school year.

Compared to typical back to school spending:	Total
Spent less this year	56%
Spent about the same	25%
Spent more this year	19%

Great (Fall & Winter) Expectations

As we enter the third season of living with the pandemic, Americans anticipate this fall season will be the most difficult for them to deal with, personally. The ongoing restrictions and an unease about a possible second wave of the virus, which would bring more restrictions, has led to uncertainty which is weighing on Americans. With the holiday season approaching, many are unsure what to expect for celebrations. 58%, indicate they will celebrate this winter holiday season differently due to the pandemic. Those in households making under \$50K are most likely to celebrate as usual (49%) while higher income households (\$100K+) say their holidays will be celebrated differently. This means they are less likely to travel to see family or take a vacation. These altered plans will have a ripple effect on the travel and tourism industry. However, even plans to make a home or entertainment purchase for the holiday season are being put on hold for many.

Plan to make home or entertainment purchases for upcoming holidays?	Total
No	51%
Depends on coronavirus restrictions	26%
Yes	23%

Why Ipsos eNation Omnibus?

One of the most important aspects of marketing is knowing your audience. The Ipsos eNation Omnibus is the ideal marketing tool because it can quickly measure public opinion and consumer attitudes about any topic, anytime. Our rapid response research is affordable, efficient, accurate, flexible and includes overnight and custom study options. These actionable Ipsos insights can be incorporated into your marketing strategy immediately. This **End of Summer** Study provides details on how Americans made the best of the Covid-19 summer along with their anticipated fall and winter behavior. This valuable information allows you to optimize your messaging or identify growth with potential product extensions. If you would like complimentary access to this **End of Summer** Study or to learn more about eNation Omnibus, please contact us today.

Ipsos U.S. eNation Omnibus completes five national surveys, weekly. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1005 American adults, 18 and older, conducted September 2-3, 2020.

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