

# BEACHES, SPORTS & HITTING THE ROAD

## PARENTS' SENTIMENTS ON OUTDOOR SEASON

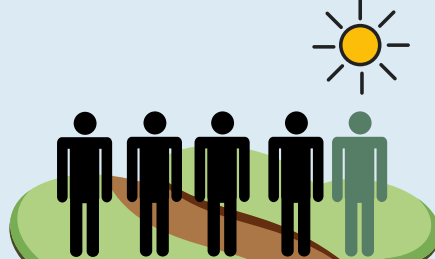


For parents, outdoor season means getting the kids out of the house for extracurricular activities and packing into the family ride to hit the open road. Funyuns, anyone?

### But first, how does warmer weather make parents feel?



87% say they **feel more alive** when spending time outdoors.



84% say they are **happiest** when they are outside in warm weather.

The 19th century American diplomat and writer John Hay said, "Friends are the sunshine of life" (hey, you have to have something to read on road trips). Parents in the 21st century agree.

**9 in 10 parents are inspired to spend more time with friends/relatives during warmer months.**

Happy: check. Feeling alive: check. So, where are we taking all that positivity?

### Parents say they typically travel each spring or summer for...

**Beaches: 50%**

**Camping: 31%**

**Fishing: 29%**

**Or perhaps leaving town for the kids' baseball or soccer tournaments...**

46% of parents anticipate taking time off work due to their kids' out-of-town sporting events.



## WATER, WHEELS & HOOPS GET KIDS OUTSIDE

Sports help get the kids outside for some fresh air when at home. Parents say **the only thing that motivates their kid(s) to get out of the house is...**

**Swimming (34%)**

**Bicycling (22%)**

**Basketball (20%)**

Kids' sports commitments get parents out of the house as well...



48% of parents **spend 1-6 hours per week watching their kids play sports** in the warmer months.

And parents appreciate warmer weather for taking their kids' eyes off those screens...



3 in 4 parents say a bonus of warmer weather is their **kids spending less time on tech devices.**



## QUIET TIME FOR MOMS & DADS

While parents enjoy watching their kids play sports outdoors, many – especially fathers – also appreciate the outdoor season for giving them a break from their parental responsibilities. Here's just one point worth noting:

**"The money spent for my kid(s) to go to camp(s) is worth it to get them out of my hair for a while."**

**All parents: 50%**

**Fathers: 63%**

**Mothers: 42%**



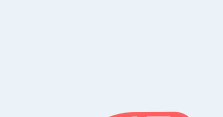
## FUEL UP & WASH THE TRUSTY FAMILY RIDE... THEN TRASH IT.

Of course, all these sports and family trips mean the family ride is going to be put to some serious use and maybe a little abuse. Here's what parents say...

70% **spend more on gas** for their vehicle in the warmer months.



43% **wash their vehicle at least once a week** in the warmer months.



50% cite that their **vehicle takes a beating** in the warmer months.

36% indicate that **their kids' sporting activities** are the **main source of wear and tear** on their vehicle.

Anyone know a good mechanic?

With all this active living outdoors, what does warmer weather mean for our health and skincare? We'll tackle that in our next Outdoor Season installment coming soon. Hey, we need to go out and play, right? Oh, and any tips on getting the smell of Funyuns out of the car?

**Getting started is simple.** Contact your current 4media group account representative or **contact us** to learn more about **surveys and other communications strategy-focused services** from Atomik Research.



**Methodology:** Atomik Research conducted an online survey of 2,004 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between February 15 and February 20, 2024. Atomik Research is an independent, creative market research agency.