

# TOO MUCH SUMMER?

Back to School Signals End to Heated Time for U.S. Parents



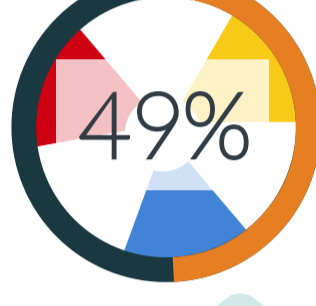
Ah, summer... A time when kids break free of the grueling labor that is K-12 education and play outside all day, college students return home to lend a helping hand with the laundry and other household chores, summer camps are so affordable that everyone gets to go and those all-American family vacations are completely stress free...

Great times, right? In a perfect world, yes. But the reality for many parents differs greatly. **A survey of parents sheds some light on the good and the bad regarding the struggles of summer as they yearn for some relief with the start of a new school year.** Sometimes there's just too much summer.

## TOO MUCH STRESS?

Parents shared insights into how they've felt during summer as they figured out how to juggle work, the kids at home and other commitments. Even with a return to normal, the stress continued.

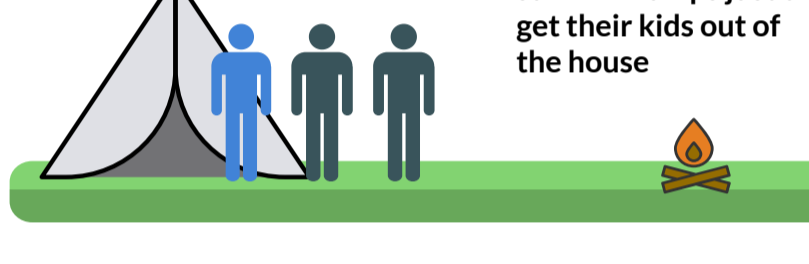
**76%** of parents expect summer 2023 to be the most "normal" summer since the pandemic



Almost half of parents say the summer is more stressful than the school year because the kids have too much free time



Keeping the kids occupied constructively came with a price both in terms of planning and cost as parents looked for alternatives to screens to occupy kids' time. In fact, 3 in 4 parents say video games and screentime are **no substitute for summer camps**.



The forecasted spend on summer camp for 2023 suggests that parents are willing to pay to keep the kids busy during summer. According to Statista, the summer camp sector experienced an estimated 19% growth rate since 2021, reaching a forecast of \$3.56 billion for 2023. Summer camp is just one solution parents sought out for summer childcare during inflation, with increased costs likely adding to stress levels.

## TOO MUCH FUN?

On the bright side, some shining positives exist, yet still other findings suggest that too much fun, too much togetherness might simply be...well, too much.

### AMONG PARENTS...

**48%** say their work/life balance is better during the summer when compared to other seasons



**63%** say the best part about summer is less traffic and fewer school buses

**90%** look forward to making more memories with their children during the summer

**62%** feel like they need a vacation after the summer family vacation

Overall, things aren't so bad, and there's always next summer.

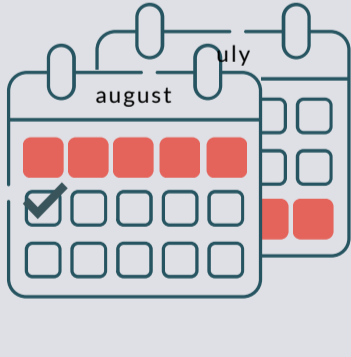
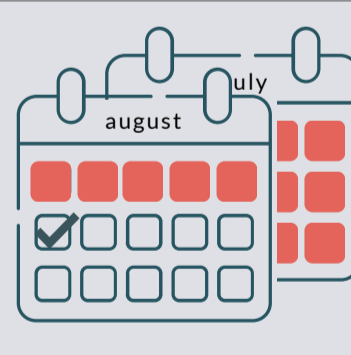
## TOO MUCH EXCITEMENT?

As the last weeks of summer approach, **parents' excitement shifts to a new season** – not one of autumn leaves and fall holidays per se, but a holiday of sorts nonetheless:

# BACK. TO. SCHOOL!

For brands looking to **drive parents to purchase**, the last few weeks of summer are crucial.

**40%** of parents say the sweet spot for back-to-school shopping is **3-4 weeks in advance** of the first day of school



**20%** of parents shop **1-2 weeks ahead** of the first day of school

Local tax-free weekends – where offered – tend to be timed within this period as well, helping to drive purchases even more so.



## (NOT) TOO MUCH MORE TO SAY

Ah, back-to-school season. A time for summer stress to drift away like autumn leaves, yellow buses to crowd the streets, young minds to expand and learn, no more doing the laundry for college students (nope), they didn't lend a hand - with anything, and a little **more free time for just parents**. So, parents, raise one last cold summer brew or a glass of the last of the summer spirits and find something else to do. You'll figure it out.

### TOO MUCH FUN FOR PARENTS?

Compared to other seasons, among parents...

**46%** say they **consume more alcohol** during the summer

**47%** admit that they have an **increased libido** during the summer



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 May 30 and June 4, 2023. Atomik Research is an independent, creative market research agency.

GET STARTED INTERESTED IN CONDUCTING YOUR OWN RESEARCH? Contact Atomik Research at [hello@atomikresearch.com](mailto:hello@atomikresearch.com) to get started.