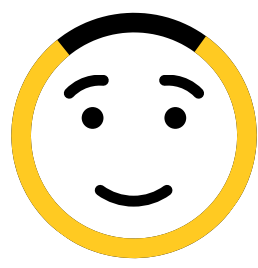


THE SUN IS SHININ', C'MON GET HAPPY



Hibernation is over. Spring has sprung (in many places anyway). With warmer temperatures ahead, it's that time of the year to get outdoors. This also means feeling happy and alive! C'mon, Grumpy Bear: smile!



79%
feel happiest when they're **outside** in warm weather

4 in 5 (83%) feel more alive when spending time **outdoors**

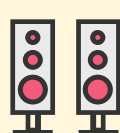


Let's go outside and play! After a round or two of "What do you want to do? I don't know. What do you want to do?", here's what the data told us:

Adults say their favorite kinds of outdoor events to attend are...



A bonfire/backyard party (26%)



A musical concert (13%)



A sporting event (13%)

Of course, sometimes feeling good can cost money. **So how are we going to pay for all this outdoor fun?**



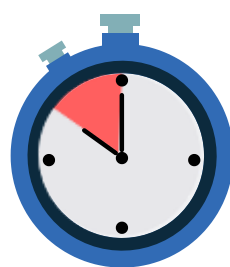
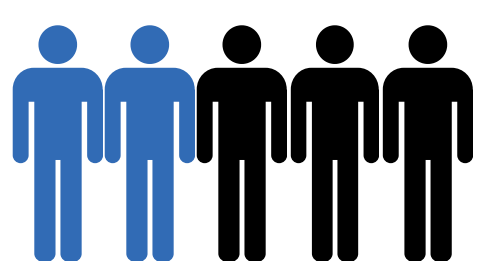
42% are most likely to pay for their outdoor activities by using their **credit card**



"NOTHING'S CERTAIN EXCEPT HAPPINESS & TAXES"

As the weather warms in many places, America's ready to get outside **but first must pay the tax man**. Most of us pay – or more exactly, file and then cross our fingers – sooner rather than later.

2 in 5 U.S. adults file their taxes as early as possible



1 in 6

procrastinate and wait until the last minute.

What will we do with all the scratch from the tax man, assuming we get a tax refund?

46% plan to use it to pay bills



40% plan to put it in a savings account (Slackers!)



MILLENNIALS & GEN Z PLANNING FOR THE FUTURE, GEN X STILL LIVIN' ON THE EDGE

More millennials (68%) and Gen Z (71%) say they **plan to use their tax refunds to build** an emergency fund for unexpected expenses, compared to Gen X (50%).

Gen Z, millennial and baby boomers (65% each):

"I **already have** an emergency fund set aside for unexpected expenses."



Gen X (50%):

"Take a chill pill, people."



We're paraphrasing but apparently Gen X is also still stuck in the '80s (just don't ask them about New Coke). Nevertheless, **only 49% of Gen Xers have a stash of cash in the event of crises needing immediate action.**

For parents, outdoor season also means getting the kids out of the house for extracurricular activities and packing into the family car/van/truck to hit the open road. **Where are we going? What are we doing?** All of that and **more in our next installment coming soon!**



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.