



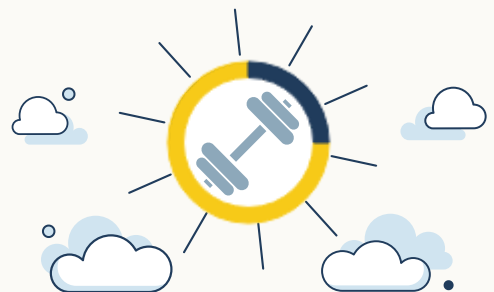
# SUMMER'S GLOW - LET'S GO!

As those sunrays intensify, it's the perfect chance to shower some love on your skin, health and mood! Embrace the warmth and zest of this lively season. C'mon, brighten up that face – this is the mood-boosting weather we've been waiting for!

## **Exercise? Meh... Not Necessarily**

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Nearly three-quarters of U.S. adults (73%) say that warm weather makes it easier to exercise more frequently.



“Exercise?” Depends on what you mean, but just taking a walk outside helps. You heard it here - a nice little jaunt outside is practically a magical cure-all for the cooped-up blues.



Experiencing a bit of cabin fever or feeling cranky lately? Here's the remedy the data prescribes based on feedback on the **benefits of taking a walk outdoors:**



**67%**

say it **clears their mind**  
(no more mental fog!)



**65%**

feel it **relieves stress**  
(so long, tension!)



**60%**

report it **boosts their mood**  
(hello, sunny disposition!)



Those stale, indoor vibes weighing you down? A dose of fresh air and a change of scenery may be just what the doctor ordered to get your pep back. Lace up those kicks and let Mother Nature work her rejuvenating magic. *Need a destination?*

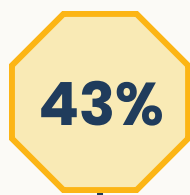
Sometimes a trip down memory lane is the perfect antidote to modern-day stress. Think back to the carefree days of summer, when helmets were optional, and sunscreen was an afterthought. Believe it or not, some of the things we did back then would raise more than a few eyebrows today.

# Did They Really Do That?

Let's take a nostalgic look at some summertime antics that would surprise many people now. Those surveyed shared some of the **things they or their friends/family used to do in summertime's past would shock or surprise some people now.**



Here's what they said:



**Riding a bike without a helmet**  
(Who needs helmets when you have wind in your hair, right?)



**Riding in the back of a pickup truck**  
(The original open-air Uber!)



**Taking summer road trips in a car without wearing seatbelts** (Seatbelts? We preferred living on the edge!)



**Avoiding sunscreen**  
(Who needs SPF when you're chasing that crispy, sun-kissed glow? Okay, see our point on sunscreen and sunburns again...)





## Summer Bod Mods



A fair share of folks are turning to pharmaceutical reinforcements to ensure they're looking trim and toned on the sandy shores this summer. A little chemically boosted shortcut may be just the kickstart some choose for their summer shred journey.

**When it comes to slimming down for beach season:**



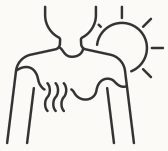
**26%**



**are looking into taking medications like Ozempic, Wegovy and Semaglutide**

Summertime bod mods often include getting that “healthy” glow in the form of tans, but sometimes that glow goes crispy. Remember that earlier point on avoiding sunscreen? Alarmingly, **35% feel the outdoor season doesn't start until they get their first sunburn of the year.** Ouch.





## When it comes to sun safety and sunburn skincare advice...

**54%** rely on **healthcare professionals** for sunburn advice

**39%** look to **digital content platforms** for sunburn information

And, yes, there is some good news for most people under the sun.

**51% wear sunblock always or at least most of the time when outside in warm and sunny weather**



Ready? Grab some sunscreen and let's go outside and have some fun. But where are we going now that summer is here? Find out in our other report in this series, [Beaches, Sports & Hitting The Road: Parents' Sentiments On Outdoor Season.](#)



### **Want Insights? Getting started is simple.**

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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 15-20, 2024. Atomik Research is an independent, creative market research agency.