Americans are adapting to summer during a pandemic. In this new world, we see a renewed focus on the home and family (including pets), enthusiasm for cooking & grilling, cautious travel and home upgrades.

ON THE ROAD AGAIN

According to more than 800 Reader’s Digest online visitors, road trips are viewed as a safer way to travel and RVs are gaining popularity. Searches for “RVs” increased 90% in the last three months according to Google Trends.

68%
Had Travel Plans This Year

Among those with travel plans
25%
Considered van camping or have no plans to travel side
21%
Considered booking a hotel or vacation rental
19%
Considered a day trip
15%
Skip all travel plans

38%
Planned to change travel plans due to pandemic

63%
Expecting to travel this year (to see a loved one, join a trip, for travel)

Source: ICYMI Summer Travel Plans Poll, June 23 - June 25, 2020

GONE GRILLING

More home cooking means more outdoor cooking, especially in the summer months.

81%
Say they will cook outdoors more frequently

Favorite Barbecue foods
- Grilled Chicken (57%)
- Burgers (42%)
- Ribs (38%)
- Hamburger (42%)
- Hot Dog (36%)
- Corn on the Cob (61%)
- Salad (56%)
- Baked Beans (44%)
- Potato Salad (37%)
- Macaroni Salad (36%)

Source: ICYMI Summer Grillout Recipes Poll, June 24 - June 26, 2020

PETS & THE PANDEMIC

Families are bonding more with their pets. Pet adoption rates by 66% in March and April. Erika like Pathfinder saw record traffic this Spring, up 146% in April vs the prior year.

According to the Trusted Media Brand’s Inner Circle*

1 in 2
Pet owners obtained their current family pet from a shelter or rescue organization

20%
of those age 44 adopted a pet during the pandemic

“MY dog has gotten very used to having the family home. He has been in his glory with all the attention he’s getting. He gets walked a lot more now.”
—Inner Circle Member

“My dog loves all the new walks and I think my cat is mad of me always being around.”
—Inner Circle Member

HOME-CENTRIC SPENDING

The pandemic has spurred families to invest in and improve their homes. A July survey among Inner Circle members** reveals:

86%
Considered their home to be the most important investment

28%
“Since the pandemic, I’m more willing to invest in things for my home today.”

“Have considered upgrades to their homes because of circumstances related to the pandemic (e.g. working from home)

1 in 5
Top Home Projects Right Now

- Bathroom Upgrade
- Gardening
- Painting
- Move/ Closet Organization

* Trusted Media Brands’ Inner Circle is an informal network of more than 2,000 editors and writers across 11 brands. Data of 516 adults.
** Trusted Media Brands’ Inner Circle is an informal network of more than 2,000 editors and writers across 11 brands. Data of 866 adults.

Source: ICYMI Summer Grillout Recipes Poll, June 24 - June 26, 2020
These past months of staying home have accelerated a trend that was already emerging, the rise of home cooking. Taste of Home traffic surged during this time, reaching 32mm monthly UV’s in April. Despite the country re-opening, the home cooking phenomenon appears to be holding, presenting an ongoing opportunity for brands to inspire and attract new customers.

STILL COOKING & EATING AT HOME

According to a May Inner Circle survey* of 400 respondents, habits around cooking and shopping are still being maintained. Despite the re-opening:

- 62% said they are more likely to eat at home as much as possible
- 66% report no change in number of grocery shopping trips
- 19% say they are still shopping up on household and pantry items

STILL STOCKING UP

The security of a stocked pantry and freezer is still top of mind:

- 60% say they are still stocking up on household and pantry items

BACK TO BASICS

Taste of Home’s most-visited recipes in June also reflect the desire for basic comfort foods and popular ethnic meals:

- Homemade Tortillas
- Homemade Vanilla Ice Cream
- Basic Bread
- Florentine Chicken Patties
- Apple Pie

BAKERS BY THE DOZENS

If you haven’t baked bread, you surely baked something in the past few months. With 10mm visits since its inception, Taste of Home’s Facebook Group “Bakeable,” a community for baking enthusiasts, is seeing participation rate at a high, with May and June challenges at peak popularity:

JUNE’S CHALLENGE

- Cannoli Cake

MAY’S CHALLENGE

- Best-Bever Banana Bread

DIET WATCH

Along with the interest in comfort foods there is the evidence of more snacking and a concern around eating habits, according to Taste of Home Inner Circle members.*

- 42% have changed their diet
- 19% are cooking more healthy meals
- 26% are snacking more

RECIPE INSPIRATION

Print is the go-to source for recipe inspiration:

- 69% Magazines
- 65% Cookbooks
- 60% Cooking Websites
- 34% Pinterest
- 27% Blogs

*Taste of Home Media Brands Inner Circle is an online insights community of more than 2,000 editors and editors of family handbooks, Readers Digest, and Taste of Home. Through regular interactions, members provide insight through discussion boards, surveys and more.

“Ready, set, bake!”
—Jeneret G."I am a stress baker.
I bake during times of high stress or anxiety. Needless to say, the last seven weeks have been a nonstop baking marathon!”
—Bakeable Member

“Vote! for the next Bakeable Challenge here”

“My family and I have been trying new recipes each week. We’ve enjoyed cooking through cookbooks I hadn’t reviewed in years.”
—Inner Circle Member

“Taste of Home has been my go-to resource for recipes that my family loves.”
—Reader Signer