



Hot Takes on Summer Consumer Trends



On our platform, we've seen ticket sales for live events on the rise as of March 2021. Further, our recent survey of our members revealed that the majority are excited to resume going to the **movies (66%)**, **concerts (61%)** and/or **live sporting events (54%)**.



Avid concertgoers and sports fans are willing to travel some distance to see a concert or sporting event:

Two-thirds of those who are "very" eager to attend a concert or a live sporting event are willing to travel at least 50 miles.



Will they make a weekend of it?

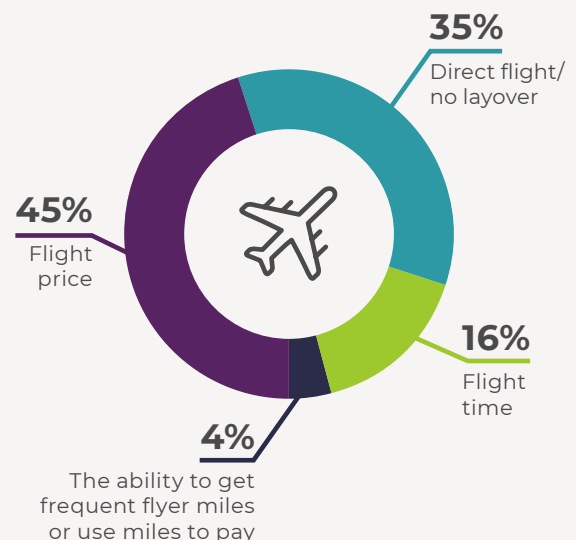
86% of those willing to travel 50+ miles to attend a concert or sporting event are "very" or "somewhat" likely to plan a trip around a live event that will include an overnight stay in a hotel or vacation rental.

In the past 3 months, **48%** have either taken or booked a trip.

In the coming 3 months...

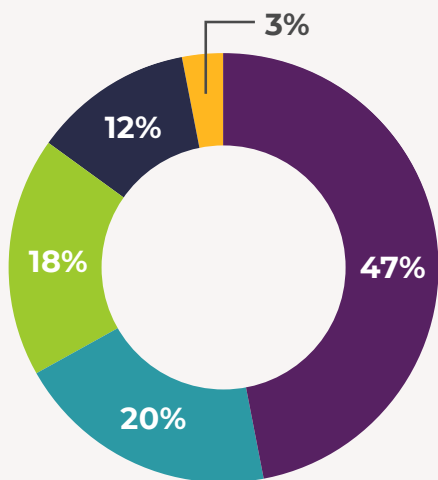
- **73%** are likely to take a road trip
- **54%** are likely to book or stay in a hotel for pleasure
- **36%** are likely to book or take a domestic flight

Factors deemed most important when booking a recent flight:

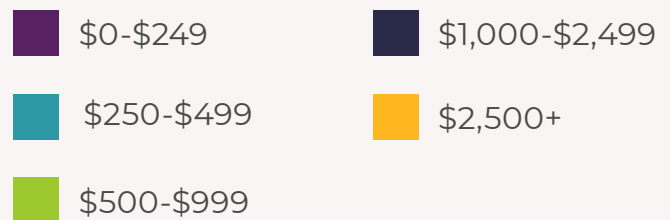


Smart Devices are Becoming More of a Necessity Than a “Nice to Have”

Our recent survey of Americans reveals that **over six-in-ten own at least one smart/connected home device that isn't a smartphone**, with smart speakers & smart watches the most common. **In the past 12 months, the majority of smart device owners have spent at least \$250** on these devices. When considering devices they don't yet own, smart technology adopters show good interest in purchasing smart doorbells/cameras, “Robotic” home cleaning devices, smart thermostats and smart home security systems in the next six months.



Approximate Spend on Smart/Connected Devices in Past Year:



1/3 of Pet Owners

Have spent more money on **pet food/supplies** in recent months

