

34% are not letting restrictions stop them from having a great summer



Summer Plans

51% Planning long overdue get-togethers with friends and family

65% Planning / booked a staycation in Ireland

46% Keeping an eye on the news about what restrictions will be eased and take it from there

40% Booking annual leave from work

40% Researching activities and things to do locally

22% I am optimistic we will be able to take part in foreign travel this summer, even if it is to fewer destinations

23% I am prepared to forgo a holiday abroad this year but I'm already planning to make up for it with a dream holiday next year!

1 in 5



are planning on treating themselves instead of going on their usual holiday!

The work.shop.play community are treating themselves to...

"Big holiday next year"

"New bathroom"

"New BBQ"

"Playstation 5"

"Perfume"

"I bought myself a Horse!"

"Garden Furniture"

"Planning family time that is not in our house"

"Renovating My bedroom"

"Having a baby in July."





People are most excited about going to

Coffee shops, cafes, pubs and restaurants	78%
Culture and performance (e.g. music gigs, the theatre etc.)	50%
Parks and gardens (including theme parks)	41%
Going shopping – and we don't mean to the supermarket!	41%
Community based events (e.g. markets, fetes, fairs etc.)	34%



57% Send a heatwave my way and I'll be happy to summer at home



The best things about summer

- Getting break from work
- Longer days, more time to be out and about
- Eating out, Sun and friends
- GAA Matches
- Sense of freedom, fun outdoor events
- Time off work and chores. Change of scenery. New places and adventures!

We will be sipping on



Beer



Chilled Rose



Iced coffee



Strawberry Daiquiri



Lemonade

And eating



Ice Cream Desserts and Milkshakes



Nice BBQ surf and turf



Barbecue food- burgers, chicken wings, sausages



Chicken, avocado and mango salad



Fresh seafood



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We conducted this survey with the 7,755 strong work.shop.play urban audience panel during May 2021. This is just a snapshot of what our audience told us.

These insights relate to ROI respondents, results for all island or NI are also available.

Want to hear more?

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