

## SUMMER HANG



**3 OUT OF 4**  
ADULTS BRING SNACKS  
TO SUMMER EVENTS



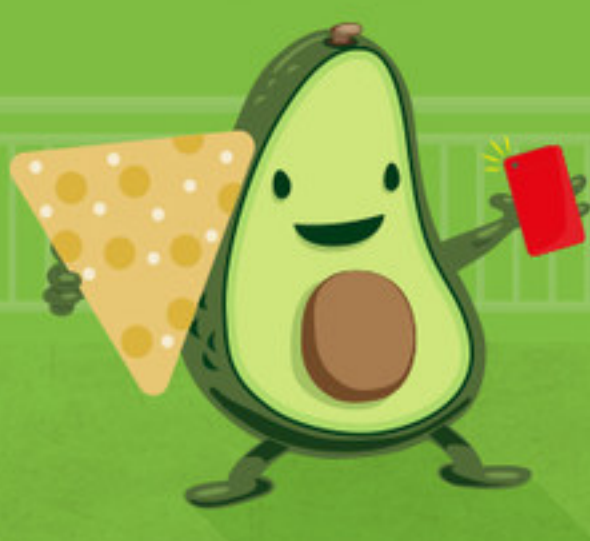
FOR COOKOUTS  
(OR PICNICS)



**51%**

OF AMERICANS  
CHOOSE TO  
BRING CHIPS

ROOFTOP GATHERERS FIND  
CORN/TORTILLA CHIPS THE MOST  
PHOTO-WORTHY



## SUMMER TRAVEL

CAMPING IS ON THE RISE  
WITH MILLENNIAL PARENTS

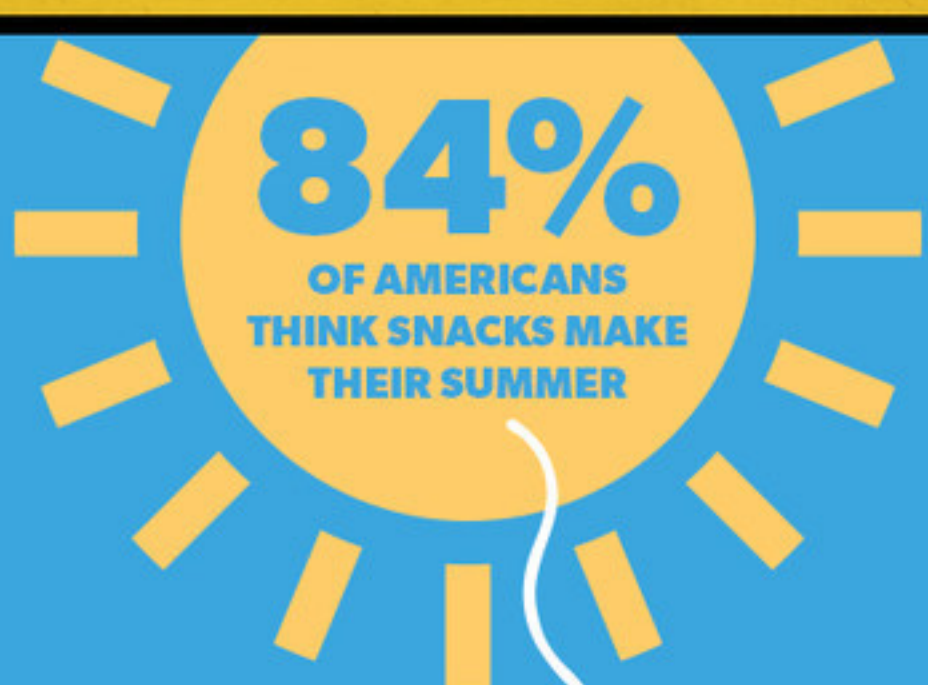


**80%** OF PARENT TRAVELERS  
MAKE SNACKS A TRIP PRIORITY

92% OF SNACKERS SAY  
**CONVENIENCE**  
IS THE MOST IMPORTANT  
FACTOR WHEN TRAVELING



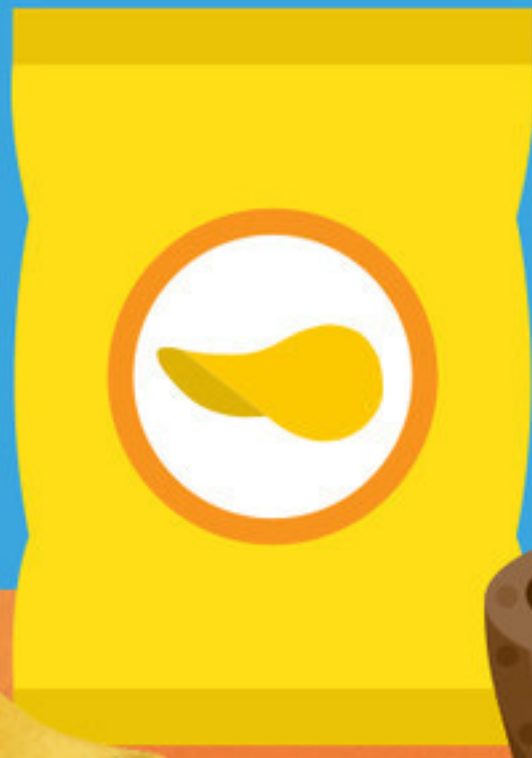
## SUMMER ENTERTAINMENT



**84%**

OF AMERICANS  
THINK SNACKS MAKE  
THEIR SUMMER

POTATO CHIPS AND  
TORTILLA CHIPS ARE  
THEIR TOP PICKS



Survey was conducted by Morning Consult in partnership with Frito-Lay. This poll was conducted from January 8-9, 2019, among a national sample of more than 2200 adults. The interviews were conducted online and the data were weighted to approximate a target sample based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.