

ACTIVITIES TO CONTINUE

Post COVID-19 Pandemic

This week's insights were collected Friday, April 23 – Monday, April 26 among a general population of n=300 U.S. consumers age 21+.

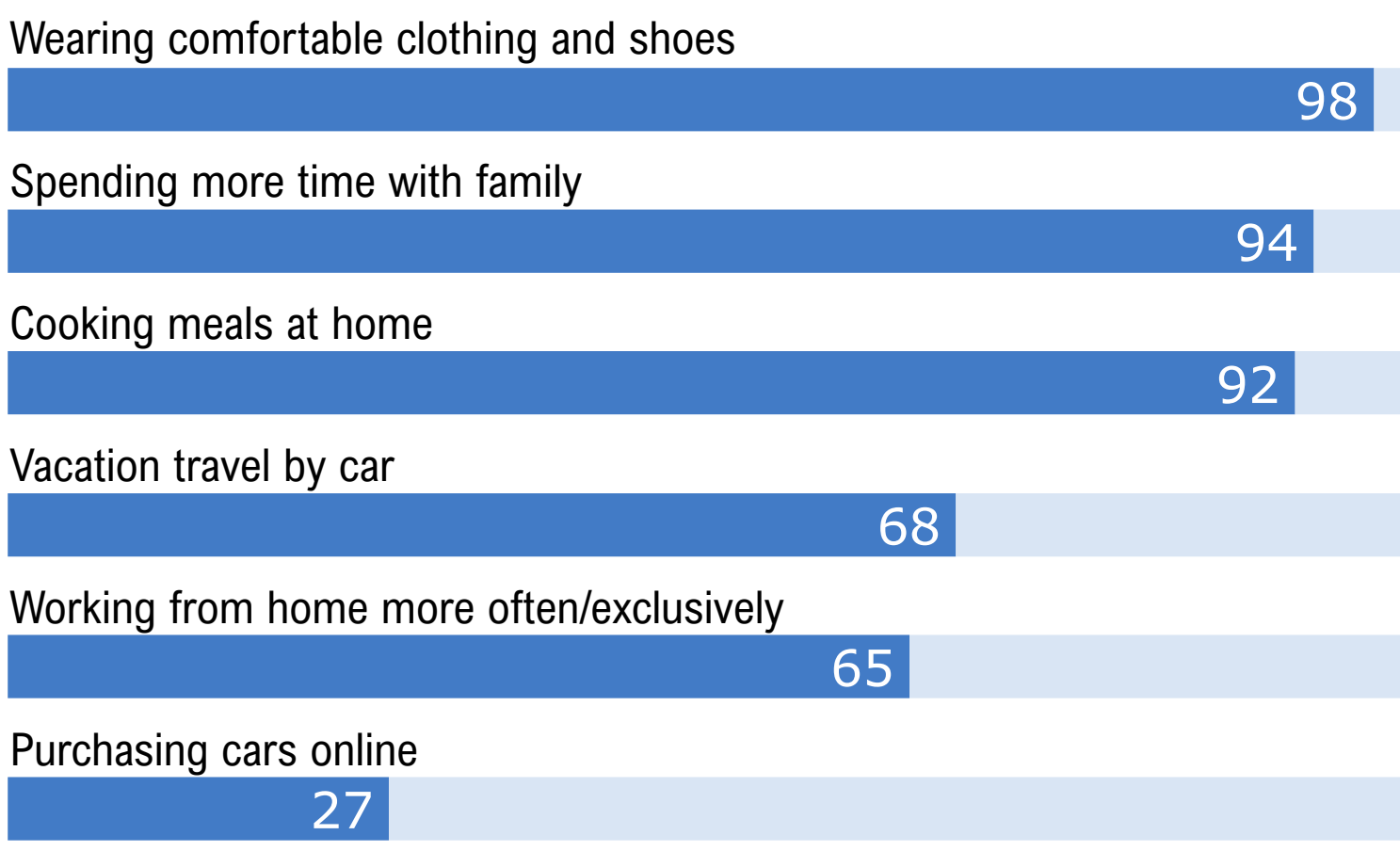
Creature Comforts, Outdoor Seating, and Conveniences Should Continue. Clearly Americans have enjoyed some of the changes that came about as a result of the COVID-19 pandemic. Comfortable clothing, time with family, and home cooked meals are top to remain. Other successes with intent to continue include outdoor seating at bars/restaurants, shopping local independent stores, and more online purchases (beyond groceries). Many other activities that were introduced or broadened for safety reasons are also convenient and many Americans would like them to remain as well.

Activities Want to Continue

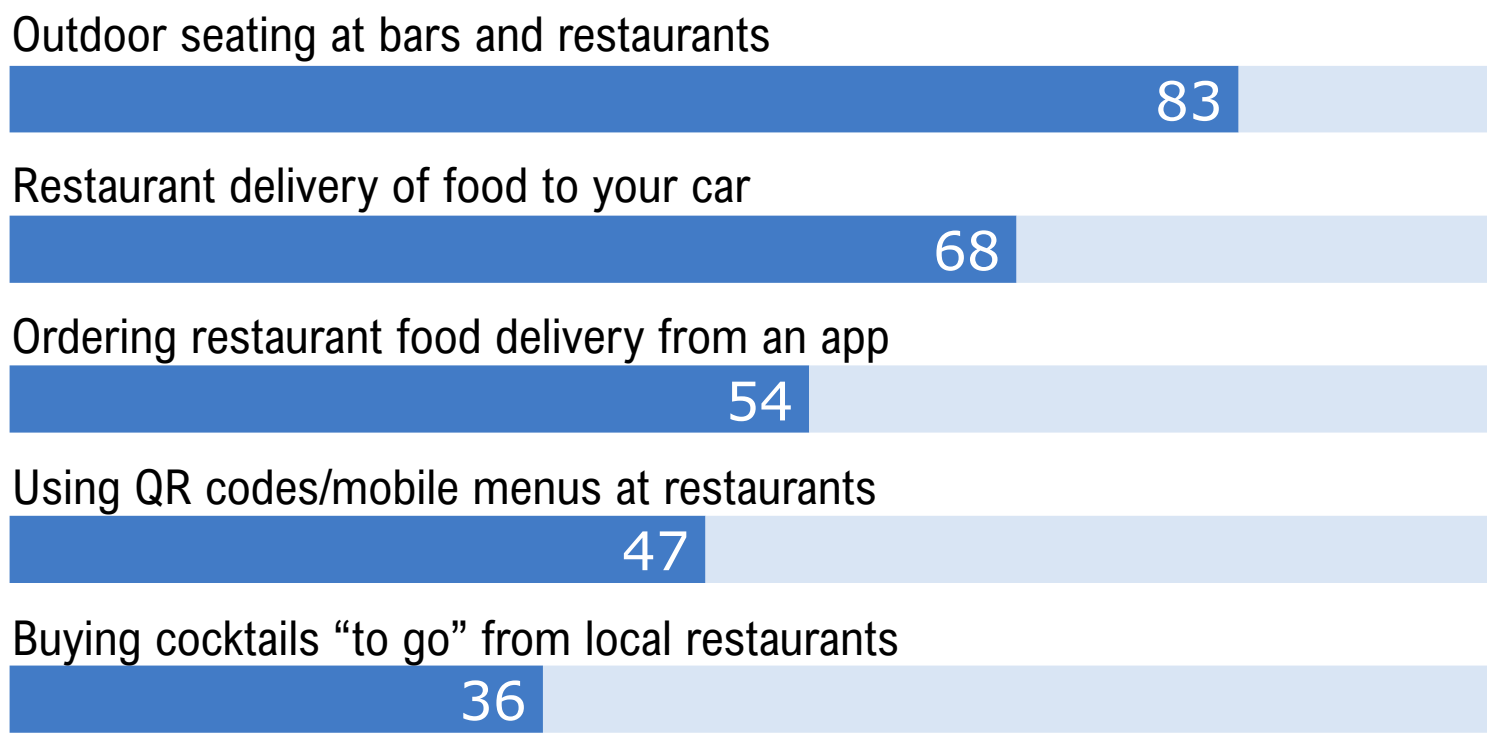
% of Total Respondents



LIFESTYLE



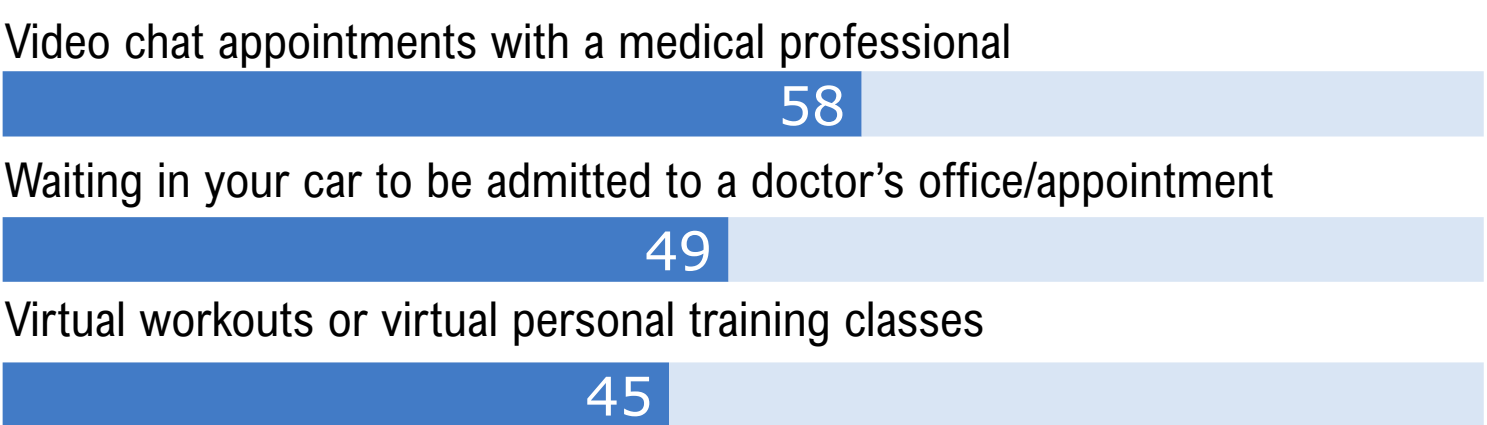
DINING



SHOPPING



HEALTH



Base: Total (n=300)
Q1: Would you like the following to continue (or even increase) in the future?