

# SUMMER ACTIVITIES

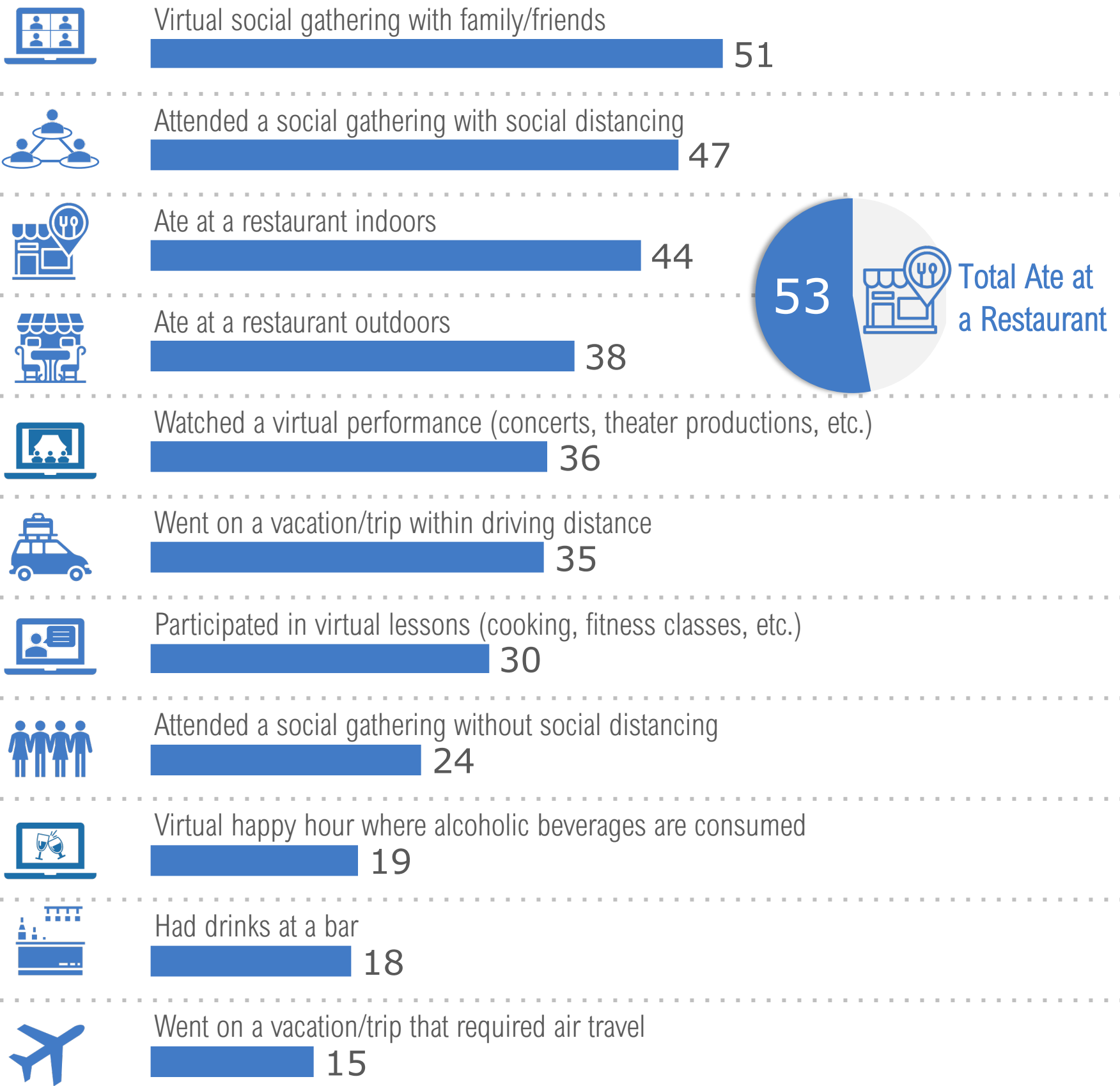
During the COVID-19 Pandemic

This week's insights were collected Friday, July 24 – Sunday, July 26 among a general population of n=300 U.S. consumers age 21+.

**Virtual activities and social distancing are popular this summer.** Summer get togethers look a bit different in 2020 with virtual and socially distanced gatherings high on the list of activities. More than half have ventured out to a restaurant, mostly indoors. And, while most are staying in touch with close family, the pandemic is negatively impacting the ability to stay in touch with friends and extended family over the summer.

## What We've Done This Summer

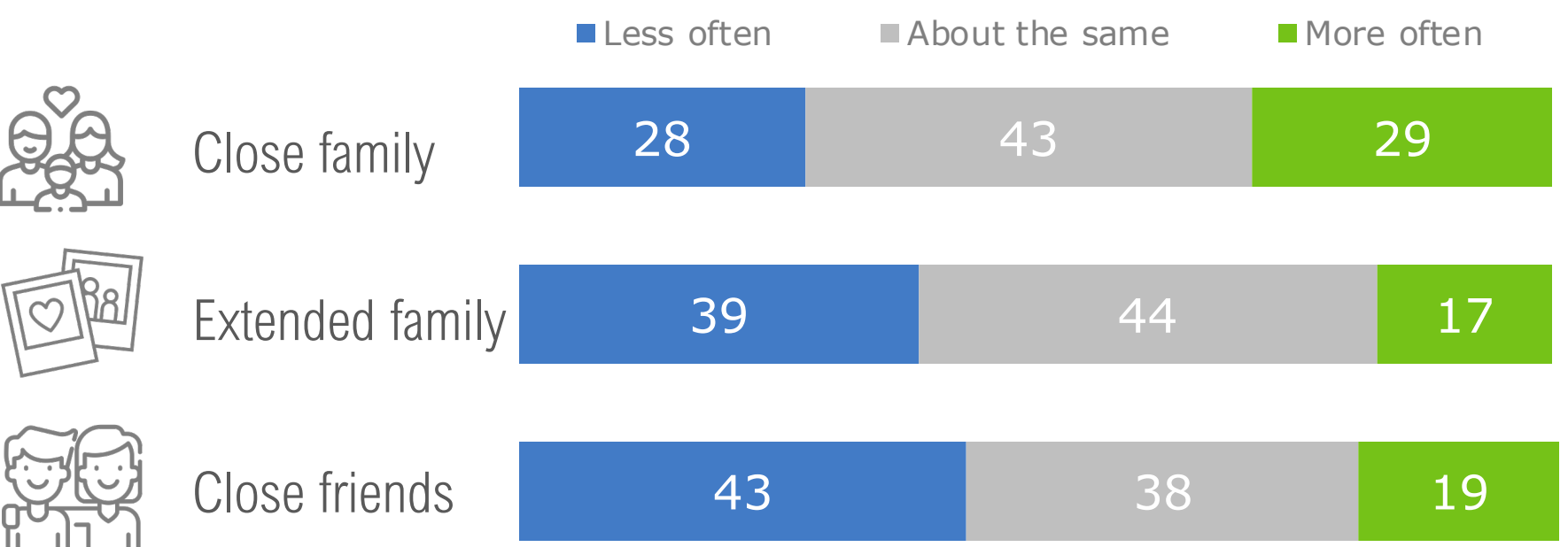
% of Total Respondents



## How Connections Changed

(Compared to Last Summer)

% of Total Respondents



Base: Total (N=300)  
 Q1: First, please indicate if you have or have not done any of the following activities over the summer.  
 Q2: Compared to last summer, would you say you are connecting virtually OR in person more often, about the same, or less often with...