ACTIVITIES TO CONTINUE





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

Wearing comfortable clothing and shoes

Spending more time with family

Cooking meals at home

Vacation travel by car

Working from home more often/exclusively

65

68

Purchasing cars online



DINING

Outdoor seating at bars and restaurants

83

Restaurant delivery of food to your car

68

Ordering restaurant food delivery from an app

Using QR codes/mobile menus at restaurants

Buying cocktails "to go" from local restaurants

36



SHOPPING

Shopping at more local independent stores

79

Buying more of the products you need online (not just groceries)

Fewer but larger trips to the grocery store

Grocery items offered in large packages/bulk to cut down on trips

68

Curbside/Parking lot delivery of goods from non-food retailers

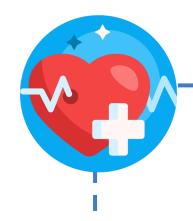
65

Curbside/Parking lot delivery of groceries

62

Home delivery of groceries

50



Video chat appointments with a medical professional

Waiting in your car to be admitted to a doctor's office/appointment

49

Virtual workouts or virtual personal training classes

45

Base: Total (n=300)

Q1: Would you like the following to continue (or even increase) in the future?