## **SUMMER ACTIVITIES**





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.

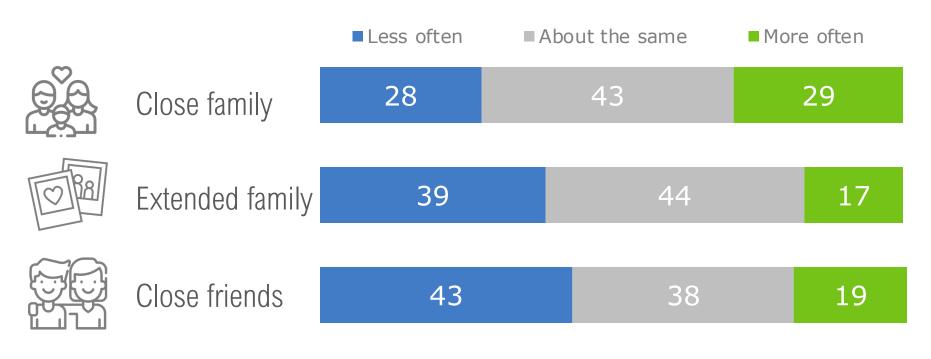
## What We've Done This Summer

% of Total Respondents

	Virtual social gathering with family/friends 51
	Attended a social gathering with social distancing 47
	Ate at a restaurant indoors  44
	Ate at a restaurant outdoors  38  Total Ate at a Restaurant
	Watched a virtual performance (concerts, theater productions, etc.)  36
	Went on a vacation/trip within driving distance 35
	Participated in virtual lessons (cooking, fitness classes, etc.)  30
	Attended a social gathering without social distancing  24
	Virtual happy hour where alcoholic beverages are consumed  19
<u> </u>	Had drinks at a bar 18
7	Went on a vacation/trip that required air travel  15

## **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...