## HOLIDAY WEEKEND ACTIVITY During COVID-19



This week's insights were collected Friday, May 22 - Sunday, May 24 among a general population of n=300 U.S. consumers age 21+.

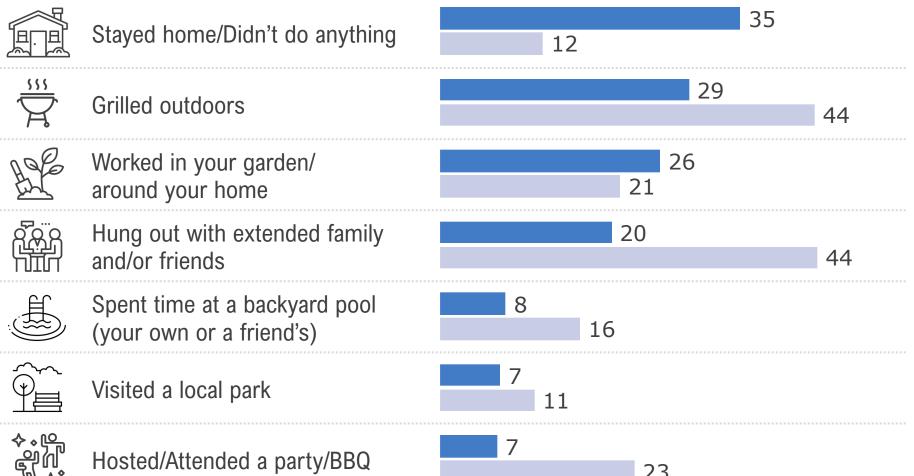
## Fewer activities taking place during a COVID-19 holiday weekend.

In 2020, top Memorial Day activities were centered around the home (staying in, grilling, and working in the garden), while in 2019 Americans participated in a wider variety of social activities.



## Memorial Day Weekend Activities This Year and Last Year

■ % 2020 ■ % 2019



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	Visited a cemetery or memorial for those who died in service	5 5
	Went to a restaurant	5 21
	Spent time on or near the water – ocean/lake/beach	5 11
	Took a road trip	4 11
	Went shopping at a shopping mall or other shopping area	3 18
	Went to a bar	2 8
	Stayed in a hotel/motel/Airbnb	1 6
	Went to the movies	0 9
R.	Watched or participated in a parade	0 9

Base: Total (N=300)

Q1: First, we'd like you to think back to Memorial Day weekend last year. Please select all the activities you can remember doing.

Q2: Now, please tell us what you are doing this year for Memorial Day weekend. Will or did you...

Q3: Did any of your plans for this Memorial Day weekend need to change or were they canceled because of the COVID-19 pandemic?

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