

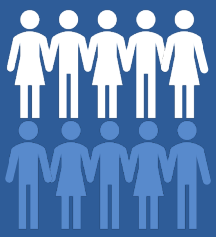
HOLIDAY WEEKEND ACTIVITY

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.

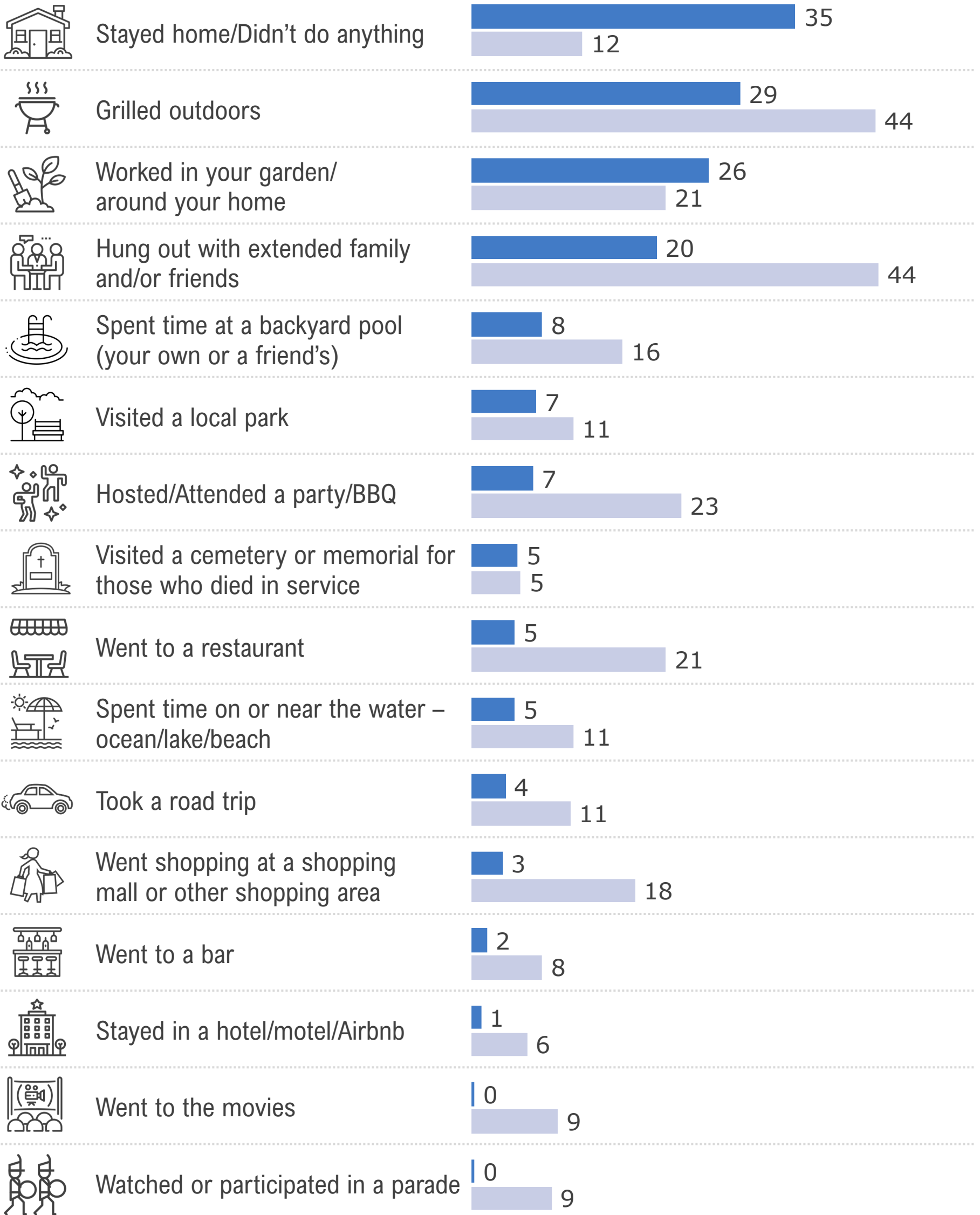


50%

Of consumers changed (33%) or cancelled (17%) Memorial Day Weekend Plans due to COVID-19

Memorial Day Weekend Activities This Year and Last Year

■ % 2020 ■ % 2019



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?