



Audience Insider

The Unlocking of Lockdown

How have the Nation been feeling and behaving following the easing of restrictions on 12th April?

Introduction

- The latest edition of Global's Audience Insider reveals a sense of normality is returning to the UK
- As lockdown eases we are getting out more, meeting up more ... and spending more
- Big opportunity for brands as people look to reconnect with all the things they love



Introduction

Our latest report reveals the nation is feeling happier and more relaxed, with people looking forward to getting back to doing the things they love the most.

Audience Insider - previously Voice of the Nation - is a unique weekly tracker helping to identify how people are behaving, what they are feeling and the issues most important to them.

With the first significant restrictions of lockdown easing last month (w/c 12 April), our research identified a turning point in the mood of the nation.

Increasingly able to get out and meet up once again with family and friends, people's basic human needs of security and connection are being satisfied once again.

Now thoughts are turning to the things that give our life meaning - the much-loved activities and experiences that we have largely missed out on during lockdown. And this shift represents a huge opportunity for brands in the weeks and months ahead.



A nation in transition and ready for a treat

With the progressive lifting of lockdown restrictions, the nation's mood is beginning to lift. People are feeling happier, less apprehensive and more relaxed as a sense of normality begins to return.

Making the most of our greater freedom - particularly among families and young people - time spent outside was up 13% month-on-month and is set to increase further and faster.

At the same time people are feeling more confident about spending money (up almost a quarter since March) with fashion dominating the

excitement to get back to the high street.

People are keen to indulge themselves after the unprecedented uncertainty of the last 15 months. Now is the time for brands to excite customers with the activities and experiences they have been missing during lockdown.



The return to retail

The biggest change is that people are now able to get out and about and for many that means going to the shops. Leading up to the re-opening of non-essential shops and other outlets last month, social media conversations about shopping were up 120%.

Londoners even prioritised going to the shops (35%) over seeing friends and family (28%) with employees booking time off especially for the hair and beauty treatments they've been craving during lockdown.

Going shopping is also seen as an opportunity to spend time with others and satisfies our

need for connection, many of us (more than 60%) making the trip with family and friends.

The love of local which developed during lockdown remains, with a third of us walking to the shops and half of us shopping on our local high street. Unlike younger people, and despite the vaccination programme, over-65s do not yet feel fully comfortable being out and about.



Spend, spend, spend

Driven by 18-34-year-olds, fashion dominated the excitement to get back to the high street, particularly when visiting retailers without an online shop.

A third of people went back to the shops when lockdown restrictions eased, with two in five Capital listeners saying they indulged in retail therapy.

Of those people who did go shopping, 76% made at least one purchase with nearly two-thirds (65%) spending more than they did the previous week and one in five spending more than £80.

Keen to indulge ourselves post-lockdown, nearly half of us (44%) bought ourselves a

treat, with 37% of us spending some of the money we saved during the pandemic. Confidence in spending is up 24% compared to March.

Not only are we more likely to spend now our well-being has improved, research has also shown that we're more likely to remember advertising when we're happy.

Excitement is now building for the next stage of restrictions easing - going out more, spending more time with our friends and family and going on holiday at the top of the list of the things people are most looking forward to next.



To find out more...

- To see the full presentation and talk to us about insights to help your brand make the most of restrictions easing contact ailsa.mackenzie@global.com
- Look out for our next report **Shining a Spotlight on Summer (coming soon)**

