



This is definitely not life as we know it

We asked 340 members of
the public* how COVID-19 is
impacting their lives.

* UK & Ireland

INSIGHTS ISSUE No1

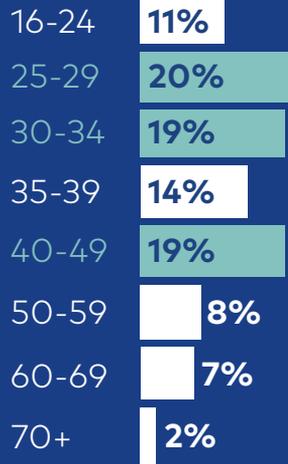
www.theyardcreative.com

WHO?

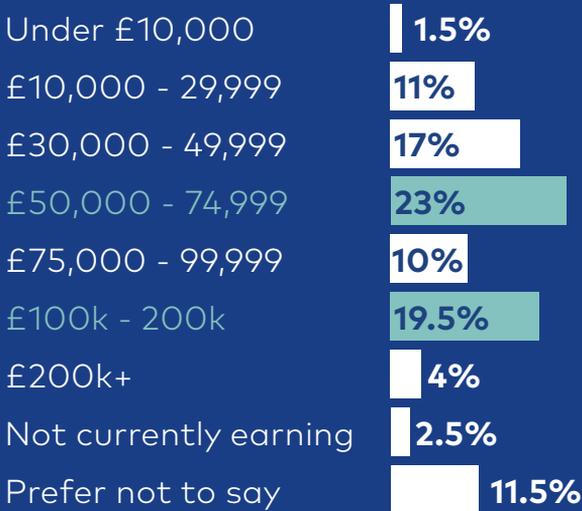


*0.5% Prefer not to say
0.5% Prefer to self-describe

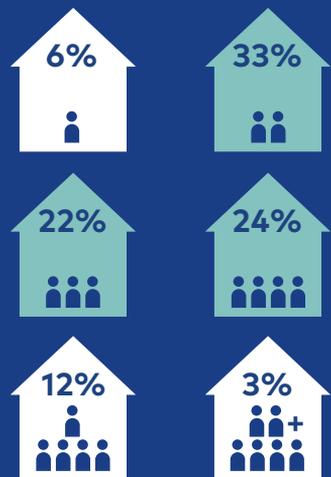
Age



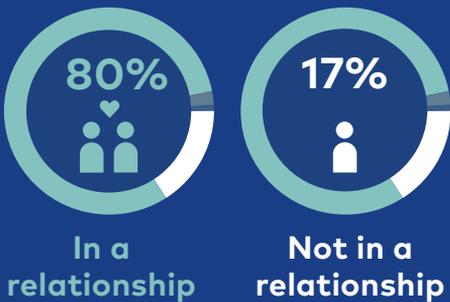
Household income



Household size

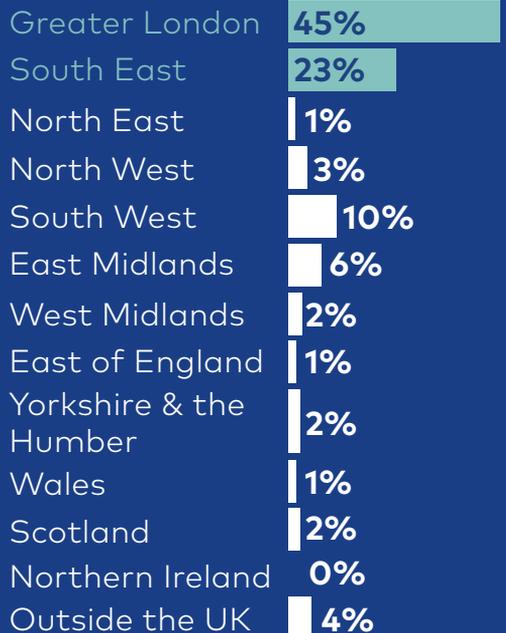


Relationship status*

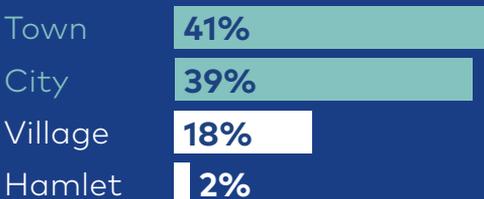


*2% Prefer not to say
1% Other

Region



Location Type



WHO?

Our respondents are mostly:



FEMALE



**GEN X &
MILLENNIALS**



**IN A
RELATIONSHIP**



**COMFORTABLE
EARNERS**



**94% LIVING WITH
AT LEAST ONE
OTHER PERSON**



**LOCATED IN
LONDON AND THE
SOUTH EAST**



VIRTUAL CONNECTIONS

Respondents are clearly **craving connection** with others, particularly those outside of their household. Digital devices provide an on-demand, convenient way of doing this but ultimately, they are being used to fulfil a very **human need - to connect.**



51%
messaging
e.g text,
WhatsApp, email

36%
using social
media

79%
video chats*
with friends and
family

* The top answer

31%
virtual
socialising
e.g.
virtual pubs

We asked:
After social distancing ends, what's the first thing you'll do?

29%
meet with
friends/family
(out of the
home)



30%
meet with
friends/family
(in their home/
my home)

OUR VIEW

Increasing numbers of consumers have had a taste of the advantages of connecting virtually. Whilst it won't replace IRL interactions totally, brands need to evaluate and update their analogue and digital worlds - and the bridge between them.

EXAMPLE

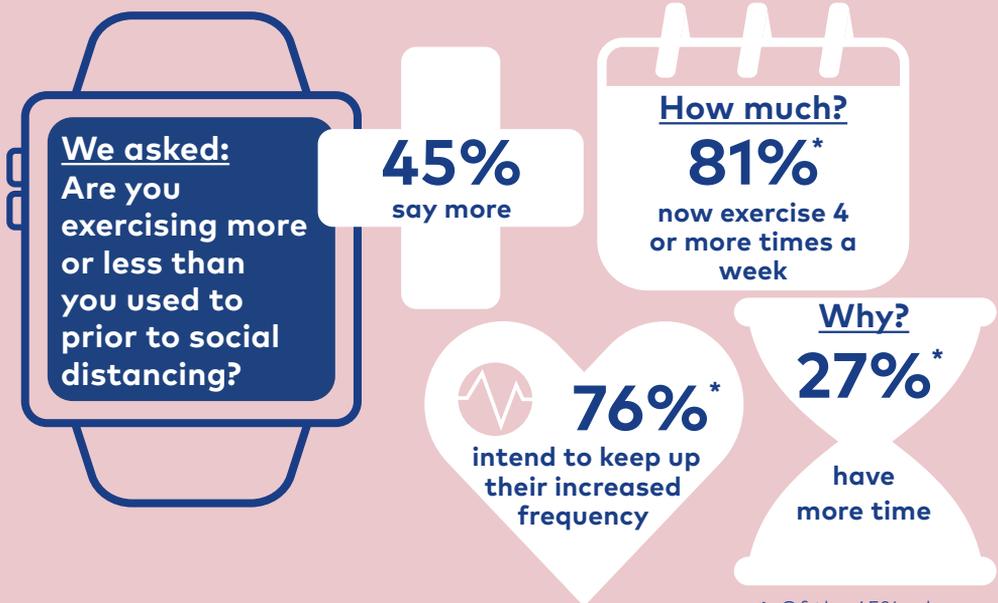
Used by thousands of retailers worldwide, **HERO®** is the world's leading conversational commerce app. It enables customers to video call, text and chat with retail associates in nearby stores, such as Harvey Nichols and Adidas, helping to enhance the unified commerce purchasing journey.

THE CHALLENGE

How can you balance offering convenience with creating meaningful connections?

TIME TO TRAIN

As expected, a significant number of people are exercising more. However, respondents have acknowledged that, whilst this is beneficial for mental well-being, having **more time** is a key factor in enabling **increased exercise** during this period of social distancing.



We asked :
What would help you maintain this frequency of exercise after social distancing ends?

55%*
changing priorities



35%*
finishing work on time

* Of the 76% who intend to keep up their increased frequency

OUR VIEW

We predict that consumers will be loyal to those that will help them to maintain their new exercise regime. Whether it's an employer offering flexible working, a gym with a crèche or a banking app that saves them time managing their finances, consumers will value brands and organisations that help them balance their busy lifestyle.

EXAMPLE

Mirror is the nearly invisible interactive home gym, that in 2019 was selling \$1 million worth of units per month. It offers workouts in over 20+ genres at a number of fitness levels. Live courses every week enable members to get real-time feedback and connect with other members, helping to motivate them.

THE CHALLENGE

How can you empower & support consumers to keep up their new training regime post-COVID-19?

SPENDING AWARENESS

This period of social distancing has prompted **reflection on spending**, with many respondents wanting to **save more** going forwards.

We asked:

Which statement best reflects how you feel about spending since social distancing?

14%

"I'm more cautious with my spending"

21%

"I used to spend too much prior to social distancing"

24%

"I want to save more"

Since social distancing...



78%

say they spend less

After social distancing...



51%

will aim to save more than they were prior to social distancing

OUR VIEW

Whilst we are likely to observe a significant shift in spending habits and priorities, we anticipate that consumers will still want to treat themselves; take, for instance, the boom in the affordable F&B sector following the 2008 recession. We may well see a notable trend in **'freedom spending'** too. Brands that manage to create products or services that are 'treat worthy' without being costly, will flourish.

EXAMPLE

Chip is a clever app powered by AI that helps users save money in a seamless and supportive way. It tracks spending and automatically puts that money aside. The average user saves £1,800 a year and, to date, there's been over 250,000 app downloads.

THE CHALLENGE

What can you offer, or how can you reposition, so that you are deemed a 'priority product'?

Are you ready for a post-COVID-19 world?

Get in touch for tailored
insights on how your brand
can adapt & thrive
post-COVID-19.

Click [here](#) to request
the full report.

insight@theyardcreative.com
www.theyardcreative.com

RESEARCH • STRATEGY • DESIGN

Branding - Physical Space - Front End Digital

