

# Lockdown's Local Boost

What the UK public want to do when lockdown lifts

Research by Message House

June 2020

# Six ways the lockdown may change life in the UK

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1

**A different attitude to family time** – meeting with and hugging family and friends is by far the most important thing people want to do. Families and family time feel likely to be more important post lockdown

2

**Shop local, stay local** – there's a lot of love felt towards local shops and places to visit which is likely to continue after the lockdown is lifted. More say they want to holiday in the UK than overseas

3

**New attitudes to work** – lots of people said they didn't want to give up the flexibility about how they work, especially those worried about the commute or wanting to maintain the close family ties at home

4

**Go outdoors** – blessed with amazing weather, the lockdown has helped people get out and reconnect with their local area. There's a desire to continue to explore and to maintain new exercise regimes

5

**Mental health's a greater priority** – it's clear the lockdown has taken its toll on mental health and many are looking for a chance to reconnect with loved ones and regain some perspective on their lives

6

**Time for a night out** – despite concerns about social distancing, many want to return to their local pub or treat themselves to a meal out more than anything else. And before going out, lots of us want a haircut!

# Research Methodology

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Message House asked 2,085 members of the British public two questions:

1. As the lockdown is lifted over the next two months, what's the first thing you would want to do and why?
2. What aspects of your life under the lockdown would you want to continue once the lockdown has been lifted and why?

Fieldwork took place online from 26<sup>th</sup>-28<sup>th</sup> May 2020 among a nationally representative sample of the British public.

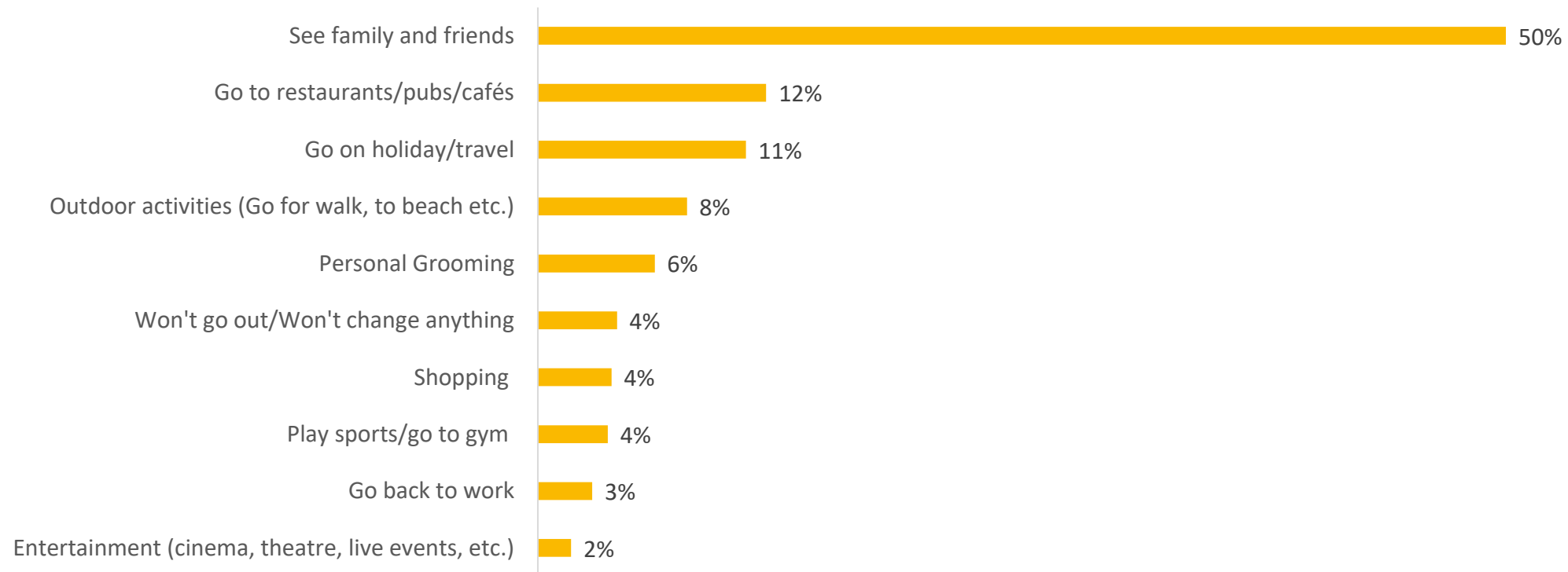
Where we show quotations, we've colour-coded responses:

Q1. Things we want  
to do first

Q2. Things we want  
to continue doing

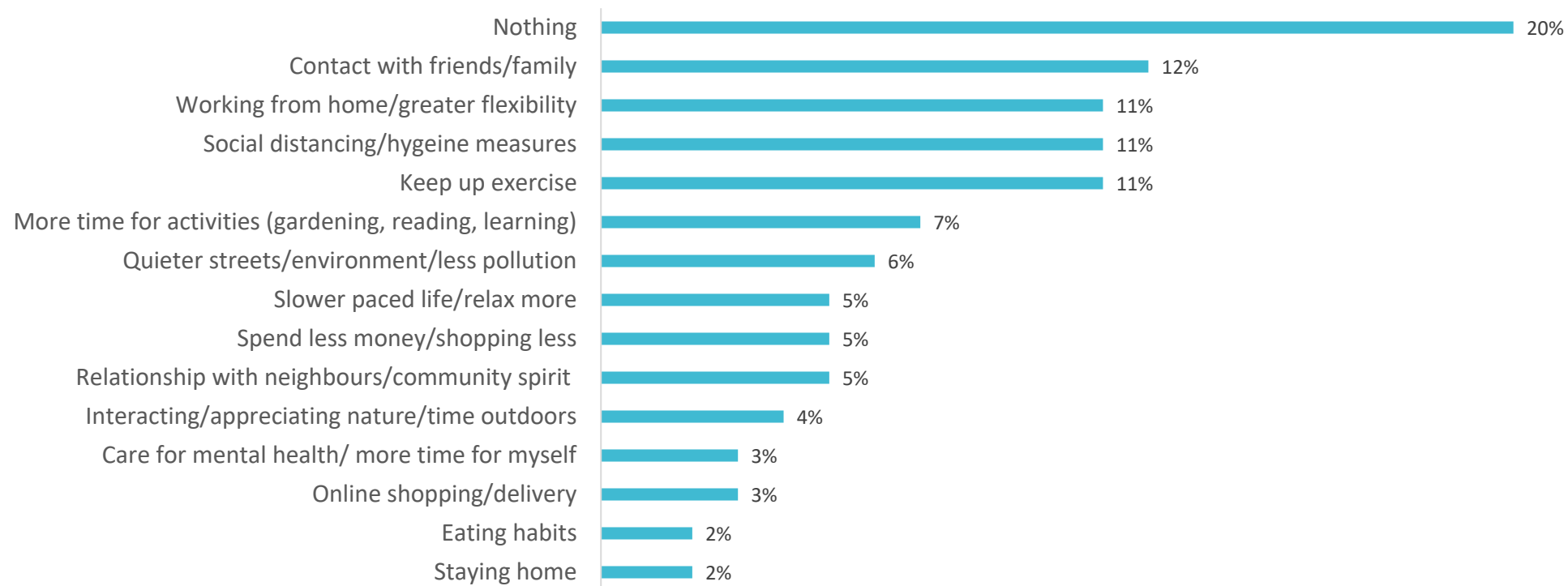
# Once the lockdown is lifted, half the population say they want to see family and friends before anything else

- Many want a night out, others want a holiday or to get away the most
- Expect a queue at the hairdressers as 6% of the UK are heading there first



# Most people see aspects of their lives under lockdown that they want to continue – just one in five said ‘nothing’

- Time with family/calls with relatives, working from home and new exercise regimes have proved popular for many during the lockdown
- Some want the stricter social distancing protections to continue too



# Not being with family and friends has been hard for everyone

- Before anything else 50% of us want to be able to see family – usually for a hug

Hug my children and their partners, I've sooooo missed not being able to

Go to see and hug my mum, because family matters

Go and see my children as I have not seen them in person since the lockdown. We all need a hug

- Despite the distance, for many people the extra digital contact during lockdown with friends and family is something they'll continue

Facetiming friends more and being more in contact through social media than we are normally despite not usually seeing each other much anyway

More family time, family dinners and family quizzes have been fun. It's been nice to spend time with the family which we normally would not have done

The increased contact I feel I've had with family and friends I haven't been able to see. I feel that through Skype and WhatsApp I'm more connected with them than ever

# 'Local' has become more important during the lockdown

- Many are motivated to shop or buy local when lockdown is lifted
- Others want to continue supporting local businesses, buying British, and helping local communities

Eat out in a restaurant that has a level of social distancing to help local businesses out

I will also carry on as much as possible using local shops and small independent businesses locally that have carried on online and have been brilliant

Go to local cafes and shops that have been closed because I miss the food and products, also, it will help them recover from the crisis

I would want to continue to buy local, British products, perhaps making use of the delivery services on offer to cut down on traffic

Go and have a drink in a local pub. This would not only support the pub & the pub trade, but it's also good for social cohesion and people's general well-being

People using local shops and supporting everything made in the UK and eating food grown here to support farmers

# 'Local' includes UK holidays – of those who mentioned a holiday, more mentioned holidaying at home than abroad

Be able to research and book a UK holiday when I deem it safe to do so

I'd want to visit other parts of the UK and travel as much as possible

I quite enjoy spending more time at home and am not looking to travel abroad for any holidays any time soon

- Many people will also be looking to holiday in the UK this year
- 11% said the first thing they want is a holiday
- Of those, more than a third specified the UK, compared to a quarter who said overseas - the rest didn't specify

I would like to go abroad on holiday, relax on a beach, find new cultures and food

A holiday to Tenerife as is badly needed

I'd love to go abroad for the blue seas and lovely weather



# The lockdown has changed how many people see their work, with lots wanting to keep the flexibility and freedom of remote working

Go back to work as working from home is a living hell and impossible. Also I feel like I've not left the house and am always working

I want to get back to work and live a more normal life

I will go back to work to have contact with my friends and customers

- For a few, getting back to work was the thing they wanted to do first
- Yet for 11% of the public, continuing to work at home was important for them, their family and the environment
- Some hope businesses will change how they see remote working

Be able to work from home as this gives me flexibility to achieve a work-family life balance

More people working from home because it's good for the environment

I would like to continue to work from home, my company does not allow it but a number of us have proved it can and does work

Working from home - no problems in doing so and have a much better work life balance and mental wellbeing as a result

Working from home more often. Not having to commute to work on a daily basis has been really pleasant

Having more time not at work to enjoy life outside of work. I feel I live to work. Be nice to afford to have more time to do things I enjoy

# Lockdown has encouraged more people to get outdoors for exercise, a routine that many want to keep

- Going outdoors to explore, exercise or enjoy the countryside is something people want to continue
- Daily exercise has enabled people to reconnect with their local area as well as stay fit

I have been taking longer walks as exercise and in doing so become more relaxed with time to think more clearly. This is something that has been beneficial so I will continue

More connection with nature - the daily walks have become such an amazing part of every day and I really feel like I've been in tune with the changing of the seasons

Regular exercise, volunteering, reading, sitting in the sunshine...all of these things helped me to enjoy lockdown and look after myself

Using more of my time to do exercise such as taking walks with my family and exercising at home as this would be good for both my physical and mental health

I have walked more than ever before and spent more time outside in nature. This has helped my mental wellbeing as well as my physical health

I am really enjoying the amount of time I have to put into my own fitness, I would like to keep the amount of exercise I do at home up

# There's many who have found lockdown very difficult – mental health featured frequently across the responses

- 20% said they wanted nothing about the lockdown to continue
- More than anything they are looking for the lockdown to end to provide some mental release
- Others need certainty to return to their lives

I would take the children to the beach because my boy is struggling with his mental health and he could try release some stress while at beach

I would like to travel to beauty spots to walk or exercise. Going to new places would help my mental wellbeing and provide relief from the very monotonous routine I have had at home

See friends. I live alone and have been on a mental roller-coaster. I don't feel I have an issue with mental health but it's hard to spend such a long time by yourself without human interaction. I'm a social person

To be honest, I don't really want any of the aspects of my life under lockdown to continue - I have been stuck at home, lost 4 months of my college education I'll never get back, cancelled holidays, cancelled college trips abroad, my sister has developed severe anorexia again after she had beaten it because of the lockdown effect, I cannot even catch up with my friends while I'm at home, I have been on screens too much, nothing left to do now - I really just want life to go back to normal!!!

I hate being a prisoner in my own home. I want to be able to go out and feel safe. There is nothing that I would want to continue

# Others want the lockdown to continue and will be slow to go out

There is nothing I would like to do over the next 2 months than to make sure and be reassured that it is safe to return to normality

Continue telling my family to keep up safety measures, sit tight as the cases will increase. Do not travel on public transport. Keep with just using click and collect or delivery shopping. Do not change anything as they are too vulnerable

I still will not be venturing out and spending money like they are pushing people to do until I am satisfied it is safe to do so

Social distancing in shops, as it seems an effective way of stopping the spread of a 2nd wave

Distancing in shops as feel people get too close to others in queues etc. and makes me feel uncomfortable

- 11% want social distancing measures to continue
- They are looking for the reassurance that being in a public space won't provide a risk before they venture out

# Many want a night out to see family and friends whether meeting them for a drink or a meal or visiting their homes

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Go for a meal with my friend. I miss her so much and eating out was one of our favourite things

I would like to take my family out to a restaurant to celebrate my son finishing his degree

Go for a drink in the pub and a meal at a nice restaurant. These are things I have missed not being able to do recently

- For many, the appeal of eating out and socialising outweighs ongoing fears
- For others, having friends around or eating in, getting deliveries or home cooking will feel safer and more popular

Spend time with family in our home i.e. invite them round for a meal

Have a BBQ/House Party with Friends and Family to celebrate being able to socialise again

Visit select friends in their houses without worrying about social distancing

# 6% of the public said the first thing they wanted after lockdown was to sort out their looks

- One perhaps surprising side-effect of the lockdown is the anxiety about personal grooming
- For Beauticians, barbers and Botox clinics, it seems likely they will have a busy few months ahead

Get my hair cut, it's a total mess

Get a hair cut my hair has not been this long for over 40 years

I've been cutting and dyeing my own hair and I may well continue as it looks quite good and saves money

Hairdressers as my hair affects how I feel. It may sound shallow but if I feel good then my mental health is so much better

Have a pedicure, my toenails desperately need a trim

Get my Botox and fillers to make me look and feel better

Visit the Hairdresser!

Have a haircut, a necessity for me as I am unable to do it myself and my wife daren't attempt it

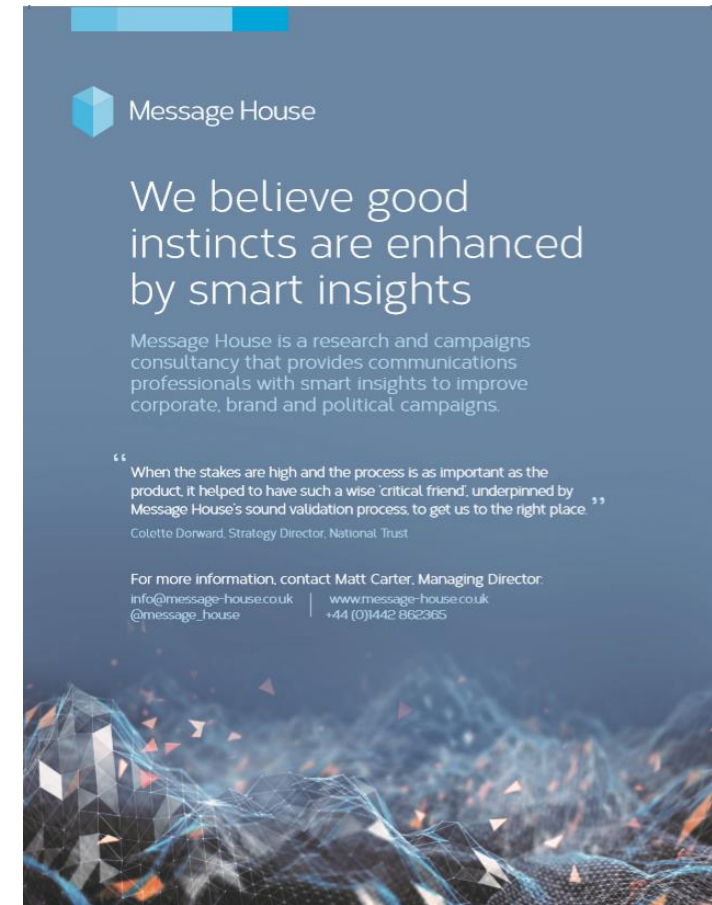
My home attempts with my daughter are not bad but my hairdresser has more skills to get the best results for my hair

# About Message House

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## We use smart insights to help clients create winning brand, corporate and political campaigns

- Message House was created in 2013
- We're a UK based team who've conducted qualitative and quantitative research with audiences around the world, including across Europe, Asia, North Africa and North and South America
- We work across sectors including utilities, energy, technology, pharmaceuticals and healthcare, transport, FMCG, financial services, media and politics
- We work flexibly to deliver quality at speed





# For more information

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