



Week

5 big insights from this week's 'Life on Lockdown'

Week Seven in Life on Lockdown and we're taking responsibility for our own safety

Prepared by B&A

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The buck stops here



- As we move into the next phase and start opening up (slightly), we're thinking about **how we'll manage our own personal risk**.
- In planning our returns to work and life, we're rethinking some of our long standing habits. Like getting that **bike out of the shed** so we can avoid public transport. Or bringing food and flasks to work to swerve kitchens and canteens
- In a more general sense, **taking responsibility** for our health strikes us as suddenly very important. Prior to the Covid-19 crisis, the young(ish) and healthy were guilty of taking all this for granted.
- Now we're realising that exercising, taking the right supplements, losing a few pounds could be the difference between, if not life and death, **getting off lightly and serious illness**.
- Some of us are even thinking ahead to getting a **general health check** as soon as that's feasible.
- However, at the same time we know that personal responsibility is only one factor. Keeping Covid at bay **is a collective effort**. In many ways, it was easier when we all 'battened down the hatches', but as we come out of lockdown we'll have to contend with other people's assessment of risk as well as our own. How will we cope with co-workers who aren't the best at social distancing? Or who expose themselves to greater risk than ourselves? It sounds like a bit of a nightmare, but how we cope remains to be seen.

The class of 2020



- As the plans for the 2020 Leaving Cert were finally announced, we realise (again) that **certainty is the thing we value most**.
- It's been tough on the kids keeping them waiting for so long, but **the stress (and studying) are finally over**.
- Is it the best solution? Who knows? For all that it favours steady workers at high ranking schools, **total 'fairness' probably isn't an achievable goal**.
- Most students and their parents seem happy, at least for the moment. Let's see if that changes when the teacher assessed grades come in. We don't envy whoever's heading up the appeals process!
- It's interesting that despite the very significant role digital solutions have played for us in this crisis, there are **some situations where old-school, face-to-face experiences just can't be replaced**.
- For the students, the relief is palpable. But at the same time, the highs, lows, intensity, rituals, celebrations and trips to Ibiza that they've been anticipating all year **have been replaced with ... nothing**. The next four months stretch out aimlessly in front of them (with Electric Picnic cancelled too, the final kick in the teeth).
- While we've all been affected by the crisis in a various ways, the class of 2020 have been coping with the disruption of a huge milestone and a lot of stress. We'd love to make it up to them, somehow, at some point ...

Home is where ... everything is



- Our experience of the Lockdown period has been hugely shaped **by our own four walls**.
- Our homes have had to up their game considerably, now **multi-functioning as offices, schools, creches, canteens, playgrounds**, even bars and spas – often all at the same time.
- Consciously or unconsciously we've been **organising our home space more carefully** to make it work better for us. Spare rooms pressed into service, ironing boards redeployed as desks, the kitchen table as the focal point of the house and the 'hub' where home schooling, home working, cooking, eating all come chaotically together.
- Those of us influenced by late 2010's trends, with smaller homes in central locations and open plan layouts, may be regretting their life choices. The **limitations of flats and apartments become starkly obvious**.
- But those with the means for large gardens, home office space and teenage dens are really feeling those benefits now. Have we missed the Aldi hot tub offer?
- We're also witnessing colleagues and acquaintances **in their home environments** to a much greater degree. The need to 'curate' Zoom backgrounds is an unexpected feature of lockdown life. Be careful of controversial books on the bookshelves.
- And while we're excited to get out of the house more as Lockdown eases, the home looks set **to have heightened importance** in our lives for a while to come. Whether we view it more as a sanctuary or a cage, in a world where lockdown may be instigated again at little notice, our reliance on our homes has skyrocketed.

Treating ourselves

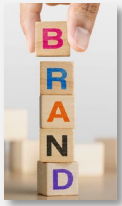


- The Covid-19 crisis has robbed us of much of the **rewards and high points** that kept us going. Holidays, weekends away, nights out, drinks in the pub, shopping sprees, matches, meals out.
- Without these **treats on the horizon**, life feels very flat. There's little to look forward to and motivate us, we're missing the endorphin rushes these activities delivered. And this can't be doing our mental health any good in the long run.
- Online shopping is filling the gap to some degree. **The arrival of the post man is the high point in the day**, sad as that sounds. However, there's a limit to how much stuff we need right now. What's the point of buying lots of new clothes with no one to show them off to? Zoom parties just don't do a new outfit justice.
- We're looking for **new treats to look forward to** (beyond just chocolate and alcohol). We're sorely missing a bit of 'fun' in our lives, something to motivate us as we trudge through work, home schooling, endless cooking and washing up through the week.
- As lockdown lifts slightly, opportunities emerge. **Friday night takeaway** is becoming an established ritual for some. It marks a division between the work week and the weekend, which is very important at the minute as the days melt into each other.
- But beyond pizza, we're searching for inspiration and new occasions to deliver these dopamine hits.

National treasures

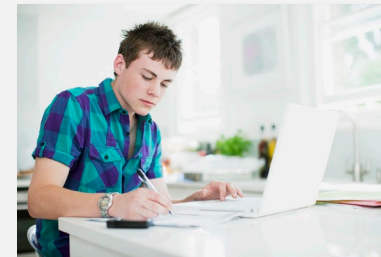


- One of the things this emergency has brought home is our **failure to appreciate the good things** we had in life.
- We swear now we'll rectify this in the future. That we'll **learn to treasure** what we have. This may or may not be true, but it's a comforting thought right now.
- One of the things we are thinking about right now are **holidays**. As the sun comes out, we'd normally be counting down the weeks until we pack our bags and go.
- We're nostalgic for the missed opportunities of 2020. But interestingly its **holidays within Ireland** that we're most focused on and **most looking forward to renewing**.
- We feel more than ever **the beauty on our own doorstep**, most of which is slightly out of reach until the end of July at least
- We can't wait to revisit our favourite domestic holiday spots and experiences. And we're sure we'll get more out of these holidays in the future when **we know they can't be taken for granted any more**.
- Travelling abroad is much less appealing right now. We don't know when it will be possible, what restrictions will apply, the very thought of planes and airports at the minute is anxiety inducing.
- So it's Wexford, Cork, Kerry, Galway for the foreseeable. We'll pack our raincoats!



Implications for brands

- As people start to take more responsibility for their own health and safety, there will be lots of **opportunities for brands to support them** in this. There are specific opportunities when it comes to protecting ourselves from Covid-19, but people are thinking about their health in much broader terms too so the scope is significant.
- **Diet, fitness, supplementation, screening, checks** will all be on consumers' minds. Plus, there will be pent up demand for appointments for non-critical health issues that have been put on the back burner during the crisis.
- For brands that deliver strongly to teens/young adults, now is a **great time to engage with the Leaving Cert cohort**. There are a range of needs to deliver to here, from celebrating that it's all over, to replacing the rituals that they'll miss, to setting goals and challenges to keep them occupied in the coming months.
- For brands in the **home and interiors space**, now is the time to help and inspire customers as they seek to repurpose their home for more multi-functional use. Thinking more deeply about what homes need to deliver now would be of great benefit to consumers.
- **Treats and rewards** offer big opportunity area for brands who can deliver here. **What new social occasions will open up** as restrictions lift? How can they be delivered to? Takeaway coffee and donuts? Picnics in the park? Fancy desserts for Sunday dinners? Cocktail kits for garden get togethers? What occasion can you deliver to and own?
- We're not sure how much of a domestic holiday season there can be this year, but if it can be delivered, **the demand will be there**. It's also worth reminding consumers of the beauty of their own country, now that they're in a frame of mind to really appreciate it.
- Bonus points for operators who keep their pricing fair as business gets up and running again.



About B&A

- B&A is Ireland's largest and most experienced independently owned research company.
- We pride ourselves on having the most experienced director team in Ireland.
- Established over 30 years ago, Behaviour and Attitudes provides a full range of market research services, ranging from CAPI, CATI, online and of course qualitative.
- Specialist sectors include: Retail & Shopper, Technology & Telecoms, Media, Financial, Political & Social, Automotive, Healthcare and Public Sector & Utilities.

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B&A research services during Covid-19



B&A Online Omnibus Survey

A twice monthly omnibus survey amongst a representative sample of 1,000 adults aged 16 years plus. Surveys costed on a per Question Unit basis.



Virtual Focus groups

Focus groups conducted via an online platform that respondents log on to. Fully audio and visually enabled allowing us to moderate via camera, interact with respondents in real time, show all manner of stimulus and interactive tools and observe their responses at first hand.



B&A online Acumen Panel service

Access to the full breadth of ad hoc quantitative research applications, via our online panel of 30,000 + consumers. From fully representative nationwide surveys, to smaller surveys amongst niche markets and audiences.



Online Forums

Collaborative virtual discussion space where we interact with participants over a 3-5 day period. Respondents can be shown stimulus, asked to comment on various topics and material and probed on their answers. Respondents can comment on each other's answers and react, build, question.



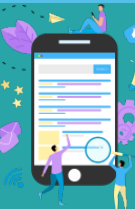
B&A Online Client/Customer Surveys

Gauge accurate and timely feedback from your own customer base by way of carefully designed CEX, Communications, Client needs etc surveys. All conducted to the highest levels of GDPR compliance.



Online digital ethnography

Respondents use mobile devices to answer our questions and show us their world. We have our own digital ethnography app for this purpose, allowing respondents to capture answers to our questions in the form of video, photos and text responses. Our moderators are on hand to follow up 24/7, probing for more info, clarifying points and setting new challenges.



B&A CATI Unit

B&A continues to provide a full suite of Consumer and Business to Business Telephone research applications through our panel of CATI-At-Home interviewers across the country.



Virtual depth interviews

In depth interviews with research participants, conducted in the comfort of own homes. We use a variety of platforms such as Skype, Zoom, Teams to talk to participants easily, watch their non verbal response, show stimulus and interact on a personal level.



For further information contact any of our senior research team:

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