



Activities and alcohol in our 'new normal'

We surveyed 340 people across the UK to find out how lockdown is affecting their daily activities.

INSIGHTS ISSUE NO.2

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GENDERED EXPERIENCES

Although there are some similarities in our day-to-day, we aren't all having the same experience during social distancing. In fact, there are some marked differences with how men and women are responding; and even a return to traditional gender roles and activities.

WE ASKED:

Have you started or increased the frequency of any of the 23 activities listed?*

	DIY	HOME COOKING	VIDEO CHATS	RELAXATION TECHNIQUES
MEN	32%	42%	73%	11%
WOMEN	20%	58%	84%	22%

There are differences in how men and women feel since social distancing began.

 50%  30%

feel either anxious, cautious or stressed.

 3%  12%

feel no change since the start of social distancing.

* Excludes exercise

OUR VIEW

We believe that there's a link between women having higher levels of anxiety / stress and their use of video chats and relaxation techniques; they use these activities to manage their mental wellbeing. Brands that provide simple, yet effective, means for consumers to re-charge and connect will find this a successful way to engage the female market post-COVID-19 too.

EXAMPLE

Networks and communities to connect women have long-been popular; so too has celebrating female wellbeing and empowerment. Sweaty Betty combines the two by creating a community on and offline, through activities such as podcasts, user-generated content, SB Live and #iamasweatybetty.

THE CHALLENGE

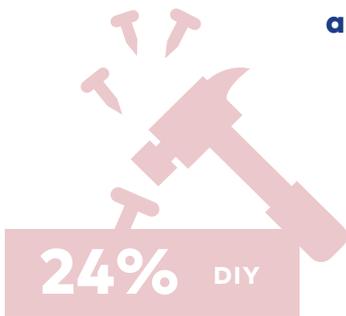
How can you help women feel relaxed, supported and connected even in times of stress?

HOME RETREAT

With more time spent at home, consumers are increasingly using this as an opportunity to make home improvements. On the one hand, this could be because they now have the time to do tasks they had been putting off, but it's also likely that this is part of a pre-COVID-19 trend, driven by influences including Pinterest and flexible working.

WE ASKED:

Have you started or increased the frequency of any of the 23 activities listed?*



'A sense of accomplishment' and 'relaxed' were the top ways to describe how gardening and / or DIY made them feel.

* Excludes exercise

As expected, those engaged in home improvements are likely to be homeowners, suggested by age and location.

	IN LONDON	OUTSIDE LONDON	GEN Z & MILLENNIALS	GEN X & BABY BOOMERS
GARDENING*	27%	42%	28%	48%
DIY*	20%	28%	19%	33%

* Have started or increased frequency of

OUR VIEW

As the DIY market continues to grow and the home leisure market is set to boom post-COVID-19, enjoying home improvements needs to be made easier and open to all, including non-homeowners. We predict that this presents an opportunity for brands that provide a way for renters and those in multiple occupancies to adapt their surroundings whilst also keeping landlords or other house sharers happy.

EXAMPLE

TemPaint provides an innovative solution for renters and those living in accommodation where re-painting isn't usually allowed, e.g. dorms and house shares. Through peel and stick paint, consumers are able to make their space their own with less mess, and at a fraction of the cost, wherever they may live.

THE CHALLENGE

How can you extend the joy of home to everyone?

ALCOHOL & MENTAL HEALTH

There doesn't appear to be a clear, causal link between anxiety and increased alcohol consumption, as we had predicted. However, we believe that increased exercise and alcohol consumption are both being used as coping mechanisms, with increased exercise balancing out — and even masking — the potential negative effects of increased alcohol consumption.

WE ASKED:

People to describe their alcohol consumption during the social distancing period.

	MUCH MORE & MORE	NO CHANGE	MUCH LESS & LESS	I DON'T DRINK
GEN X & BABY BOOMERS	32%	46%*	8%	14%
GEN Z & MILLENNIALS	38%	27%	27%	8%
EVERYONE: ALL 340 PEOPLE SURVEYED	36%	34%	20%	10%
Since social distancing, I have been feeling anxious...**	20% OF THOSE WHO SAY 'MUCH MORE' & 'MORE'	17% OF THOSE WHO SAY 'NO CHANGE'	15% OF THOSE WHO SAY 'MUCH LESS' & 'LESS'	21% OF THOSE WHO SAY 'I DON'T DRINK'

* This could be due to Gen X and Baby Boomers already drinking higher levels of alcohol pre-COVID-19

** Chosen from 16 options

Those who are now **drinking more**, are now also **exercising more** and doing so for their **mental health**.

Those who drink more vs Those who drink less



* Of those who stated they are exercising more since social distancing began

OUR VIEW

Post-lockdown, as people return to normality and are faced with potential economic uncertainty, we predict that it will be easier for them to maintain their lockdown drinking, rather than exercise, habits. As a result, we may well see a rise in alcoholism. Brands that can help to realign consumers' relationship with alcohol have the potential to do well.

EXAMPLE

BrewDog has world's first alcohol-free bar. Dispelling the myth that alcohol-free is taste free, the BrewDog AF Bar, creates an original and inclusive way for craft beer and spirits to be enjoyed in a social setting.

THE CHALLENGE

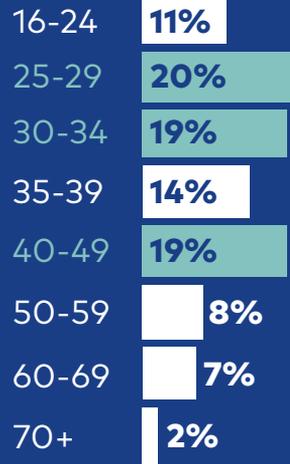
How can you help to realign consumers' relationship with alcohol?

WHO?



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

Age



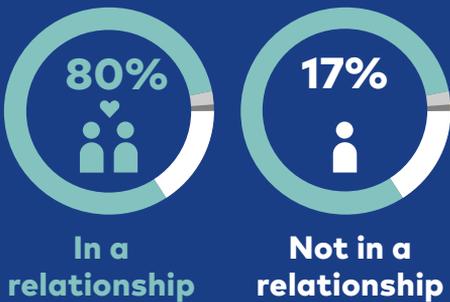
Household income



Household size



Relationship status*

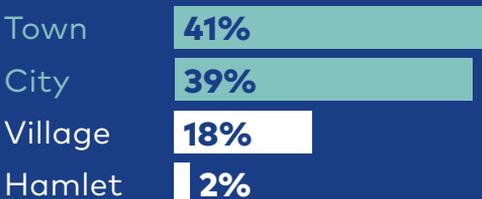


* 2% Prefer not to say / 1% Other

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**



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