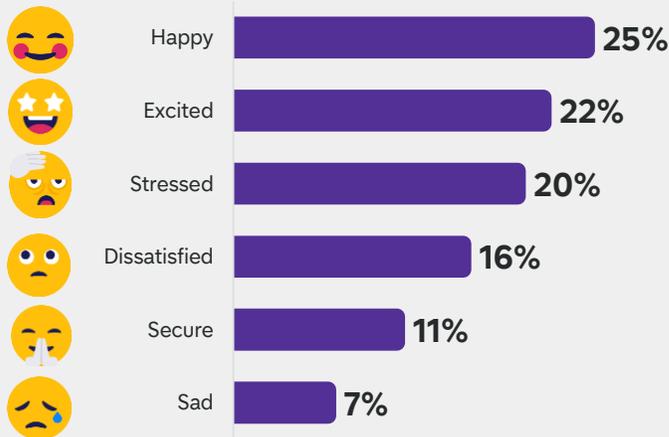




# THE UK RESPONSE: LOCKDOWN ROADMAP

Following Boris Johnson's Roadmap announcement on Monday the 22<sup>nd</sup> of February, we spoke to over 500 adults to see how they felt.

## HOW THE UK ARE FEELING:



### How are you feeling about yesterday's announcement for Lockdown easing?

The majority are feeling hopeful and positive following the announcement as it has given them a sense of relief & hope. However, there is still an air of caution around what the future will hold, until each stage is met.

"Excited; optimistic; gives everyone something to look forward to."

"Anxious that the roadmap will be extended because people don't follow the rules."



## HOW THE UK ARE PLANNING FOR THE FUTURE:

### Thinking about each of the steps; we'd love to know if you're going to be making any plans?

The main priority for those making plans was to catch up with family and friends when each stage allowed them to do so, with some mentioning they had celebrations to catch up on. A small amount discussed holiday plans they want to make for the summer, in fact, they plan on going on holiday more regularly vs. before the lockdown begun. They're now 31% more likely to say they'll regularly go on holiday compared to before the lockdown. Many discussed anxiety they had around making plans in case the proposed dates are amended, a small amount are waiting to have their vaccination before they make official plans.

"I already have a holiday booked for June so I'm hoping that can go ahead as well as spending sunny warm evenings with friends and eventually being able to hug my mum."

### TOP 5 LOCKDOWN RESTRICTIONS

#### THEY'RE MOST EXCITED TO FULLY RETURN:

- 1). Travel in the UK
- 2). Travel abroad
- 3). Hair salons to reopen
- 4). Pubs to reopen
- 5). Restaurants to reopen

## WHAT THIS MEANS FOR BRANDS:

### THE UK ARE HOPEFUL FOR THE FUTURE & HAVE USED LOCKDOWN AS AN EXCUSE TO SAVE MONEY:



### What type of message would you like to see in brands advertising once the lockdown ends?

There's three key messages the UK would like in brands advertising:

1. **PRIORITISING HEALTH & SAFETY:**  
They expressed how they'd like brands to ensure that health and safety was prioritised. Many felt brands could lead in this space and spread this message, preventing surges in coronavirus cases. They also would like brands to explain what the protocols and expectations would be when visiting them, what would be expected of the customer.
2. **POSITIVE VIBES:**  
Given that many felt hopeful about the year ahead following the announcement, many also wanted brands to reflect this message in their advertising. Some suggested that they'd like brands to celebrate with them and spread the positivity too. A few spoke about how they'd also like to see 'welcome back' messages in brands advertising.
3. **FINANCIAL SUPPORT:**  
A smaller amount spoke about how they'd like to understand how brands can support them. Some spoke about brands potentially offering 'welcome back' offers and discounts to support their customers.

