



## British consumers put work ahead of friends in lockdown list of things most missed

**London, April 2, 2020** – New research has revealed that locked down British consumers are more keen to get back to work than to spend time with their friends.

The *Covid-19 Consumer Confidence Report*, published by Mapp Digital, has revealed that the most frequently used words in response to the question “What is the first thing you will do as soon as the isolation is over?” are “family”, followed by “work” and “friends”.

The British public also placed “pub” as the fifth most-missed thing, above “food” and “grandchildren”.

The top ten of most-missed things are:

1. Family
2. Work
3. Friends
4. Shop
5. Pub
6. Food
7. Grandchildren
8. Hug
9. Walk
10. Celebrate

Comments to the survey included: “Have family and friends round like its Christmas Day, have a big dinner/lunch together”; “Take my wife out for a meal”; “See friends and family to hug and show them love”; and “Go relief shopping”.

The report also revealed that 41% of UK consumers are delaying major purchasing decisions due to the current situation.

The most likely products to be delayed are white goods (15%), followed by cars (9%) and properties (6%).

Forty percent of consumers plan to spend as little as possible for the coming months. Indeed, 47% of UK consumers believe that the Coronavirus crisis will have a significant impact on their spending habits over the next 12 months.

Furthermore, 37% have revealed that they are visiting e-commerce sites a lot less than usual; and 60% admit that they are more careful with what they spend their money on.

One consumer commented: “I hope things go back to normal, but I fear that things will just get more expensive as shops try to recover lost revenue.”

52% of consumers expect to be in isolation for up to three months.

**Ricardas Montvila, Senior Director, Global Strategy, Mapp Digital**, comments: “It is heart-warming to see how people are pulling together in these difficult times and placing family at the top of the list of things that people miss. But it’s also interesting to note that the workaholic Brits are more keen to get back to their workplace than to see their friends.

This report was produced to help UK brands to align their strategies in priorities in line with consumer confidence in the short-term during the isolation as well as in the long-term post Coronavirus.



Mapp surveyed 1,194 UK consumers between 23<sup>rd</sup> and 24<sup>th</sup> March, 2020.

To access to the full report brands can complete a quick 10 question survey about Covid-19 impact on their company:

<https://mapp-survey.typeform.com/to/ks67co?source=pr>

### **About Mapp**

Marketers and data specialists should be able to focus on what will make a difference for their business, instead of spending all their time taming the technology behind it. With the insight-led customer engagement platform Mapp Cloud, they can focus on what really counts – and the exciting insights that come with it. Thanks to customer intelligence and marketing analytics, companies can easily and effectively gain data-driven customer insights across all channels in order to trigger highly personalized marketing activities. Customers benefit from AI-supported forecasting models that enable targeted and self-optimizing cross-channel campaigns. Automated messages are sent via the most suitable marketing channel, at the right time, with the optimal contact frequency. Thanks to advanced one-to-one personalization, the highest levels of engagement and long-term customer loyalty are achieved.

Mapp has global offices in six countries. Mapp's digital marketing platform helps more than 3,000 companies break away from the pack by uncovering missed opportunities, including Xerox, PepsiCo, LG, Qantas, Flixbus, MyToys, ING, Infinity and Lloyds Banking Group.

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