

'We will meet again'

Information has never been so powerful

On Sunday evening we heard the Queens speech on staying strong and sticking together as a nation. We will certainly meet again, but until then we wanted to stay in touch through sharing with you our latest insights during this period.

Community Spirit Barometer:

National community spirit has only got stronger with over two thirds rating it 7 or above this week. Local community spirit has remained more static with this weeks 7 and above ratings seeing a slight decrease (62% vs. 60%)



National

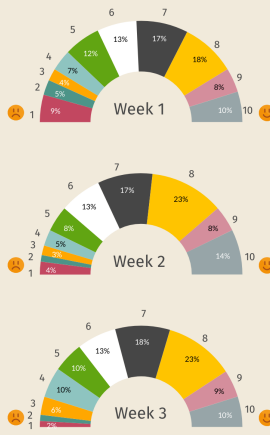
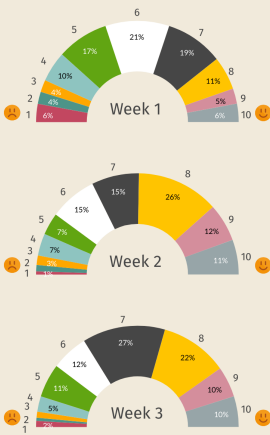


Local

VS

We asked people to score national community spirit on a scale of 1 to 10, with 1 being 'none' and 10 being 'a lot'...

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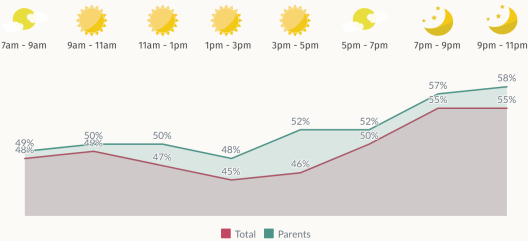


It's no surprise that these unprecedented times have had an impact on families around the nation. Below are some of the changes we are seeing in households during the lockdown...



Household contentment

Only half of people score their contentment levels at 8 or higher on a scale of 1-10 across the day with parents more content overall...



Top 5 buys

We asked people what they were likely to buy during Lockdown...

- 1 Video Games 18%
- 2 Puzzles 16%
- 3 Board games 14%
- 4 Colouring books 14%
- 5 Creative/craft sets 13%

The family household

Here are some changes Covid-19 has brought about...

4 out of 10

Parents have tried to find screen time alternatives to keep their kids entertained

Over a third

of people prefer games that more than one person can play during lockdown



28%

of parents have used toys and games to supplement their kids at home education



A fifth

of parents have purchased new toys and games for entertainment during lockdown

