



# Out of Home

---

May 2020



The one thing everyone can agree on with Covid-19 is that human behaviour will have changed forever. How we travel, work, shop and play is going to change as result of this pandemic. And following the pandemic, it is unlikely that our behaviour will revert back to the status quo. In some ways we simply won't be able to, and in other ways we simply won't want to.

At PML Group we want to help clients navigate this changing behaviour, changing infrastructure and changing attitudes.

**Now, Near, Next** is a collection of thought leadership pieces, research studies and insights from our team and the OOH market to ensure that brands can communicate and engage with their customers most effectively now, in the near future and in the more distant future, however that might look.

This release from our Now, Near, Next series is a piece of research we simply call **Out of Home.**



# Out of Home

Thinking of the future, what are you looking forward to doing when the restrictions that the government have put in place due to Corona Virus/Covid-19 are lifted and lockdown is over?



1

Eating out with family/friends is the activity people are most looking forward to

72%

# All Adult Response



# Eating Out



81% among 25-34s



Higher among females than males **75% v 69%**

Highest among Tesco customers v other supermarkets **76%**

Higher among South Dublin v North **75% v 72%**



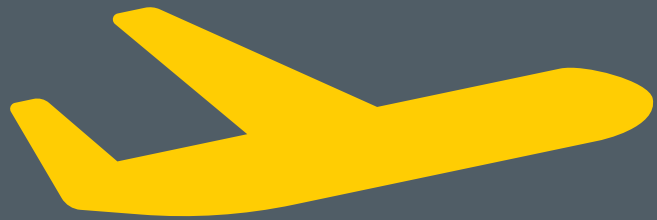
# Travel Abroad

---

**70%** among AB social class

Slightly higher for males **58%** v **55%**

Highest among 25-34s **66%**



# Outdoor Entertainment



**58%** among C2 social class

Higher among females than males **53% v 46%**

Higher among single people v married **52% v 46%**

Higher among South Dublin v North **55% v 46%**





# Some Highlights



Major male bias in terms of sports/exercise **49% v 30%**



**67%** of SuperValu customers looking forward to resuming indoor entertainment such as cinema



**46% v 11%** Major female bias in terms of hair/beauty treatment



High Street shopping quite evenly split male/female but malls more of an attraction for females post-lockdown





**For more information and further breakdowns:**

**[info@pmlgroup.ie](mailto:info@pmlgroup.ie) / 01 668 2900**

# Thank you

---