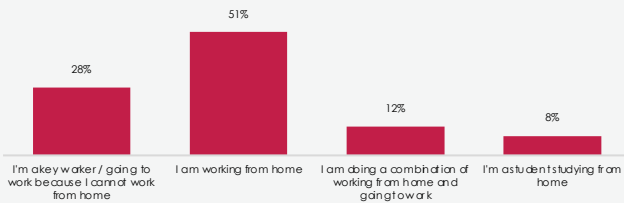


Living Local

In **February 2021**, during a period of the tightest Covid restrictions, our online community shared their thoughts on Living Local. There's no doubt the ongoing pandemic has altered all aspects of life. One particular area of change is the fact our travel habits and patterns have changed, with many of us working, shopping and playing closer to where we live. Here's a snapshot of what our Urbanites told us about their new routines during the pandemic and lives in their local area...

Current Working Status:

Whilst the majority of Urbanites are working / studying at home (**59%**), a **third** are key workers, or cannot work from home, and over **1 in 10** are doing a hybrid of WFH and going to work.



Appreciation for Local

65%

Are making a conscious effort to **shop locally** and close to home

29%

Are paying more attention to what is **happening in their local area** these days

36%

Say the pandemic has made them realise the **importance of their local area**

Distanced Travelled to Amenities:

Grocery Shop
33% are making a 5-10 min drive to grocery shop with a **fifth** driving 10+ mins

Top-Up Shop
72% are travelling less than a 5 min drive from their home to top-up shop

Takeaway
Over half are driving 5+ mins to pick up takeaway food with **1 in 5** travelling 10+ mins

Other Essentials
59% are staying local for other essentials such as medicine, by travelling less than 5 mins

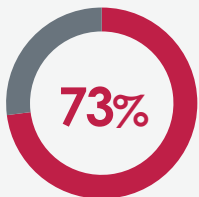
Time Spent Locally

82%

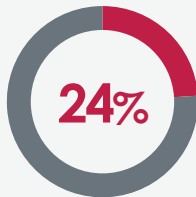
Are **spending more time** in their local area and closer to home nowadays with the main reason to prevent the spread of coronavirus.



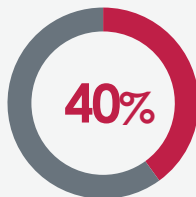
Getting Physical!



Are **walking** in their local area more nowadays



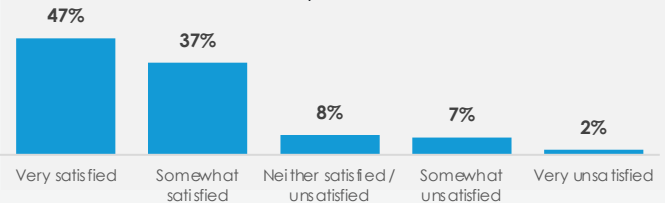
Are **cycling / jogging** in their local area more nowadays



Prefer to walk to shops and amenities close to where they live

Local Amenity Satisfaction:

84% of urbanites are satisfied that their local area has amenities to meet their basic needs – almost **half** are very satisfied!



SUPPORT FOR SUBURBAN & URBAN

36% Say it's important to support local areas but we can't forget about our City Centres

LONG LIVE LOVE FOR LOCAL

51% Plan to keep supporting local businesses once the pandemic is over

CRAVING THE CITY CENTRE

49% Can't wait to return to working, shopping and socialising in City Centres

For more insights and opinions visit:

workshopplay.ie/opinions