



New ways of working. New ways of connecting.

Helping brands forge
meaningful connections
in a working from
home world.

On 5th February, the Office for National Statistics reported that *'The proportion of adults working from home at some point in the past seven days is the highest since June 2020'*. Almost half of working adults (46%) are currently working from home, either full or part-time, because of the coronavirus (COVID-19) pandemic.

But who are these people who can work from home? Do they have any value for advertisers? And if they do, how can brands reach this audience?

This research answers these questions.

The study.

Helping brands forge meaningful connections in a working from home world.

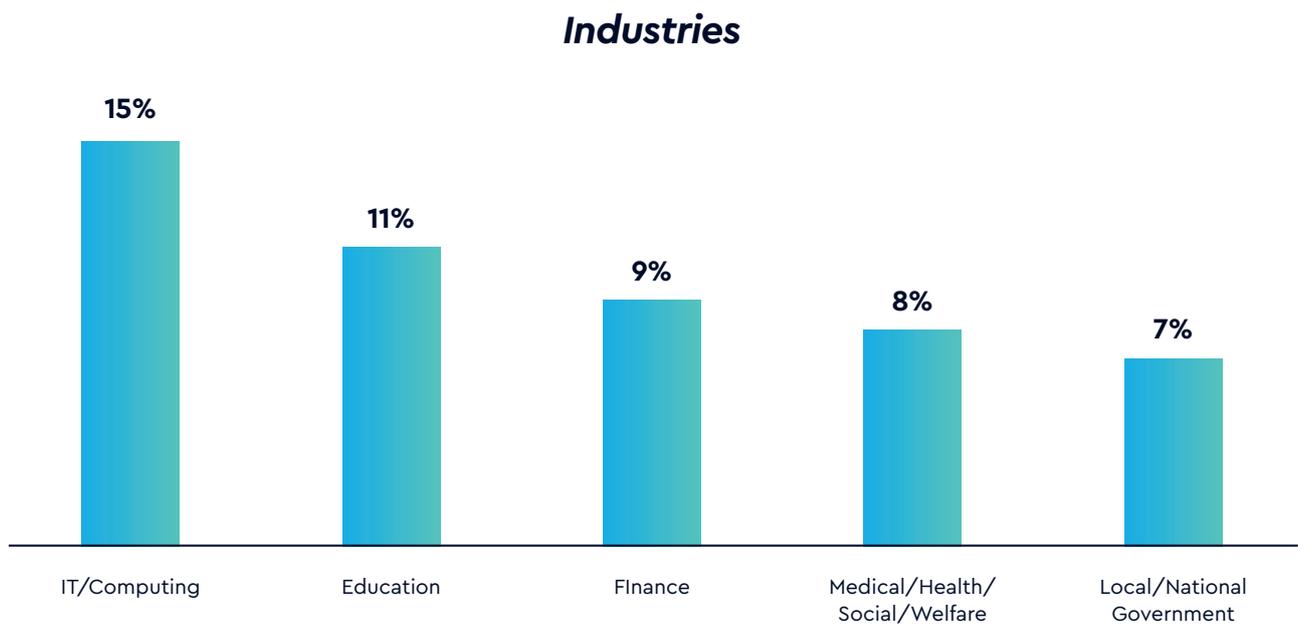
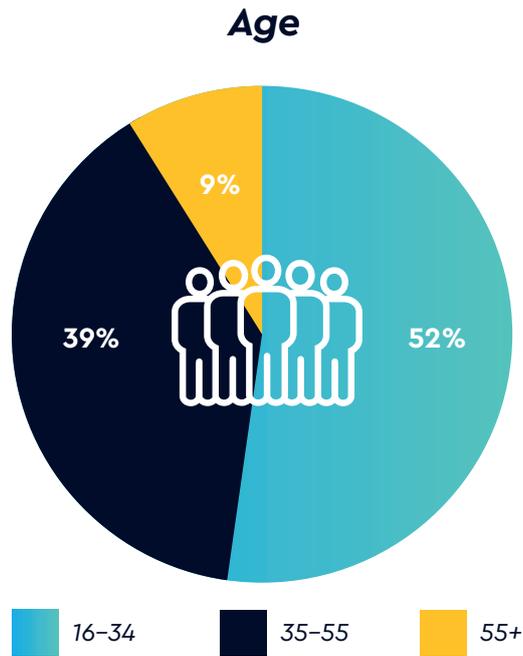
Fieldwork : Fri 29th Jan – Tues 2nd Feb 2021

Sample : 2,219 adults (16+) Nationally representative

Conducted by : DRG Global

The Working from Home Audience.

This audience is valuable. It's made up of young/middle-aged professionals who own their own homes and who have much higher than average household incomes.



The Working from Home Audience.

Social grade



84%

are ABC1

Management, professional or clerical roles,
often at a senior level

Home ownership



63%

Own or part-own their homes

Household income



The WFH audience has a household income

45%

greater than the national average

**Connecting with the
Working From Home
audience.**



Radio listening habits.



56%

of the WFH audience are commercial
radio listeners

New listening habits have been established.

% of WFH listeners consuming more radio than
before lockdown 1.0



April 2020
Lockdown 1.0

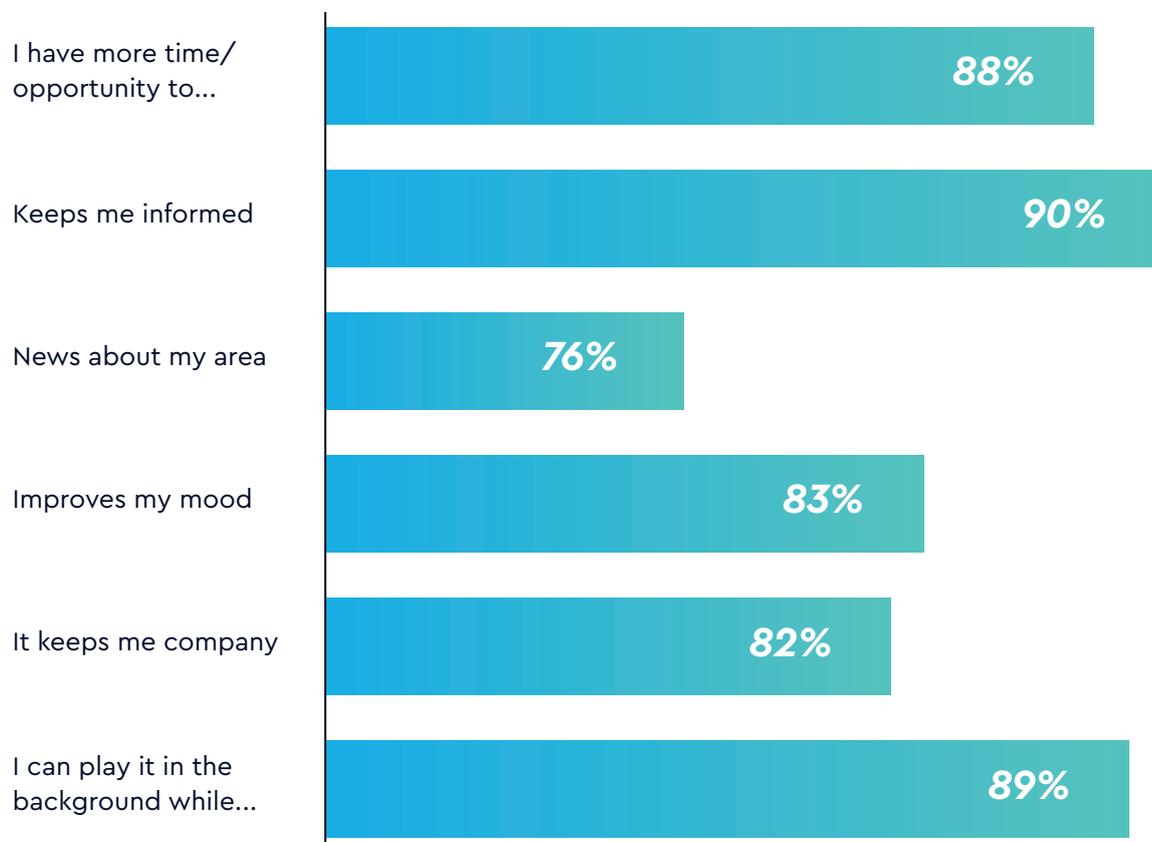


January 2021
Current lockdown

In a listener survey we conducted in April 2020, we found that 45% of commercial radio listeners who were working from home were listening to more radio than they were before the COVID-19 pandemic. This is now 50%.

There was a strong shift towards increased radio listening as we changed the ways we consume our media, and these new radio listening habits have become entrenched.

Radio accompanies listeners as they work.



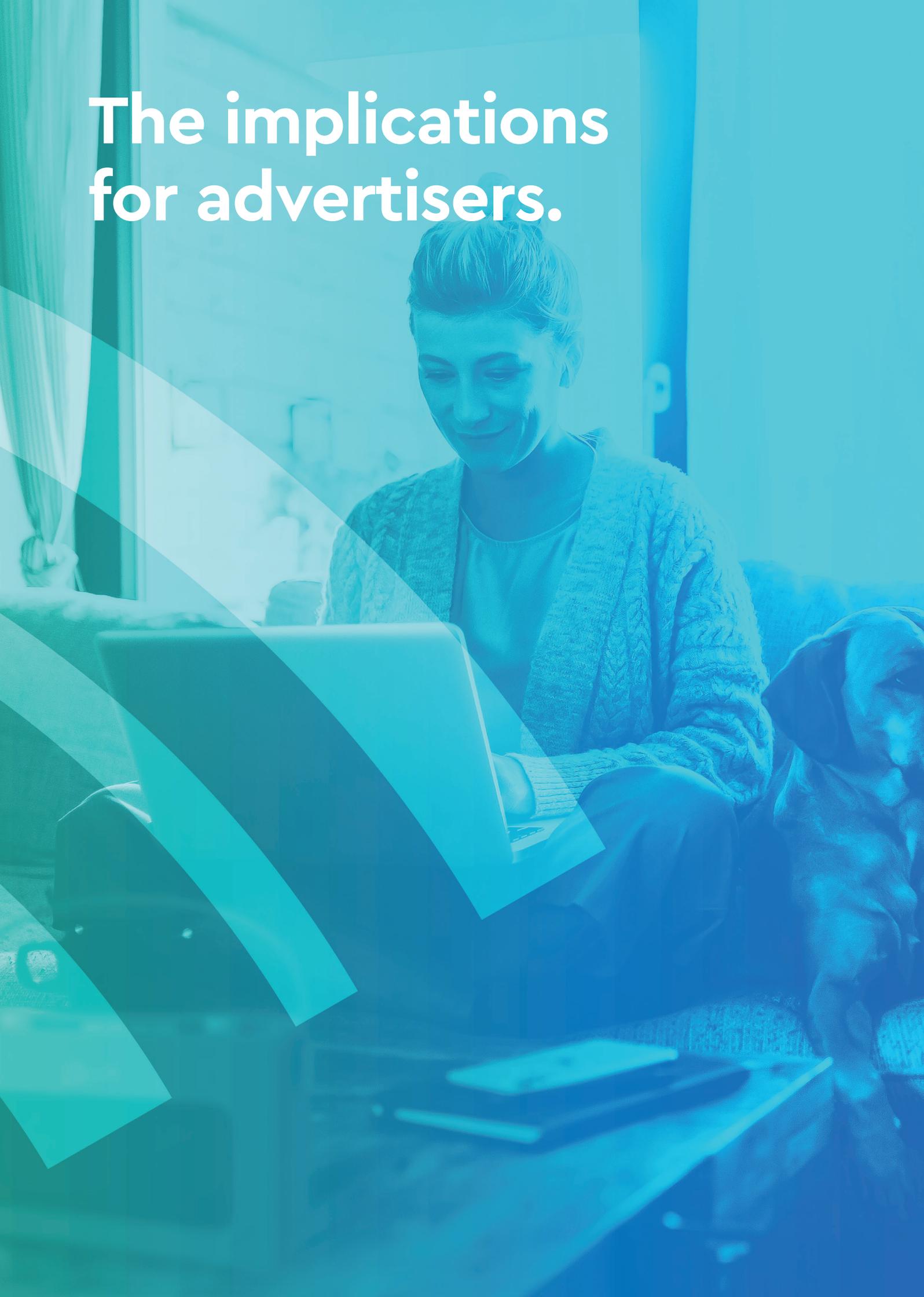
It's easy to see why this audience of people working from home full time is listening to more radio when you explore the reasons behind it.

The most obvious reason for the working from home group listening to more radio is simply that they have more time/opportunity than they had before lockdown.

Other reasons include news updates, especially local ones, which of course are important at a time when COVID developments can be very localised. Radio acts as a mood enhancer and, at a time where levels of social isolation are high, radio provides company.

But the big benefit that radio has is that it can be listened to whilst people are working. In fact it is. 89% of commercial radio listeners working from home say so. This suggests that commercial radio listeners working from home are listening to the radio during the daytime, at times of day they may have been unlikely to listen previously.

The implications for advertisers.



An audience receptive to advertising.

The good news is, this is an audience receptive to advertising. Over half of commercial radio listeners who work full time from home agree that when they hear something advertised on the radio they will often look it up online. Providing a huge opportunity to engage with this previously difficult to reach audience.

When I hear something on the radio, I will often look it up online



52%

% agree/strongly agree

Savings.

The COVID-19 pandemic has had an impact on savings too, with 63% of this group having saved money since the pandemic began.

So not only is this group likely to have a higher household income than the national average, many of them have been saving money too.

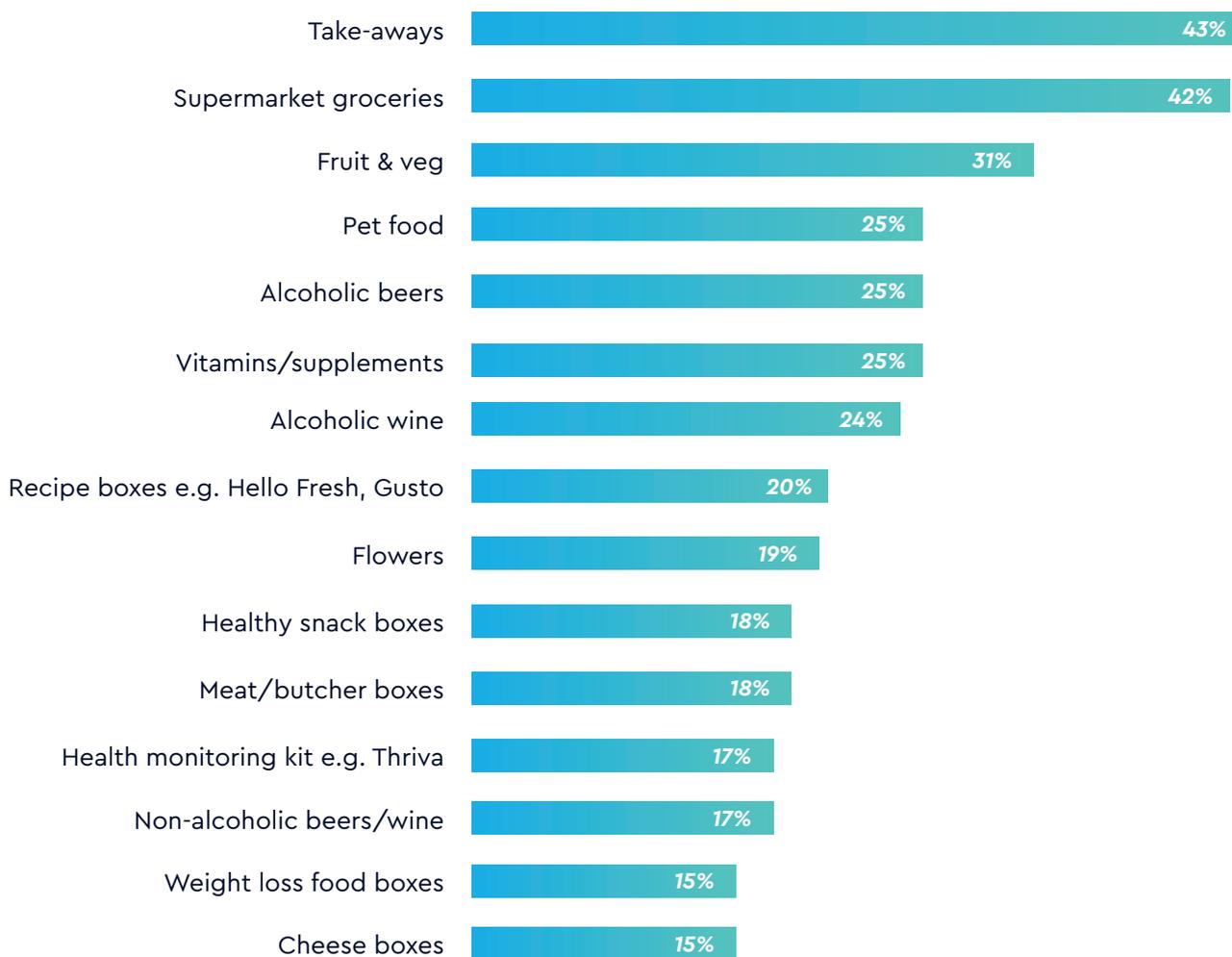
I have saved money since the Coronavirus (COVID-19) pandemic began



63%

% agree/strongly agree

Home deliveries – provisions.



% regularly getting home deliveries

So they have money in their pockets. And it's burning a hole. Whilst the range of spending opportunities at out-of-home outlets may have reduced, those working from home have satisfied their shopping urges by getting home deliveries.

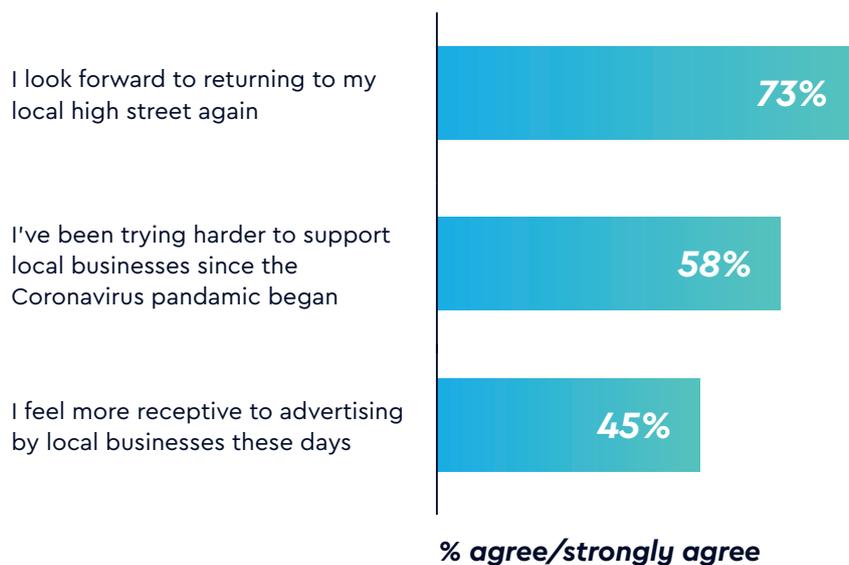
They're spending their money on a wide range of home deliveries. Takeaways and groceries top the list, with over 40% spending money on these, but purchases range from food and necessities to indulgences.

Supporting the local economy.

In addition to online shopping, there has been a move towards more localised shopping too.

In the Radiocentre study *Radio and the Road to Recovery*, we found that the WFH group was the group most likely to be spending more money in their local areas than they were before lockdown, perhaps unsurprisingly given the extra time they were spending at home/in their local areas.

We found the same to be true in this study, with a new appreciation of the importance of what's close to home and with this group citing an urge to return to their local highstreets and a move towards supporting local businesses.



The spending intentions of the Working from Home audience.





'As restrictions lift, people are expected to return to spending and socialising.

But how quickly and how much?

Two reasons lead me to expect the turn in sentiment, spending and the economy to be rapid – a light-switch being flicked rather than a dimmer-switch being turned.'

Andy Haldane

Chief Economist at the Bank of England (12th Feb 2021)

- 1. Household finances**
- 2. Household psychology**

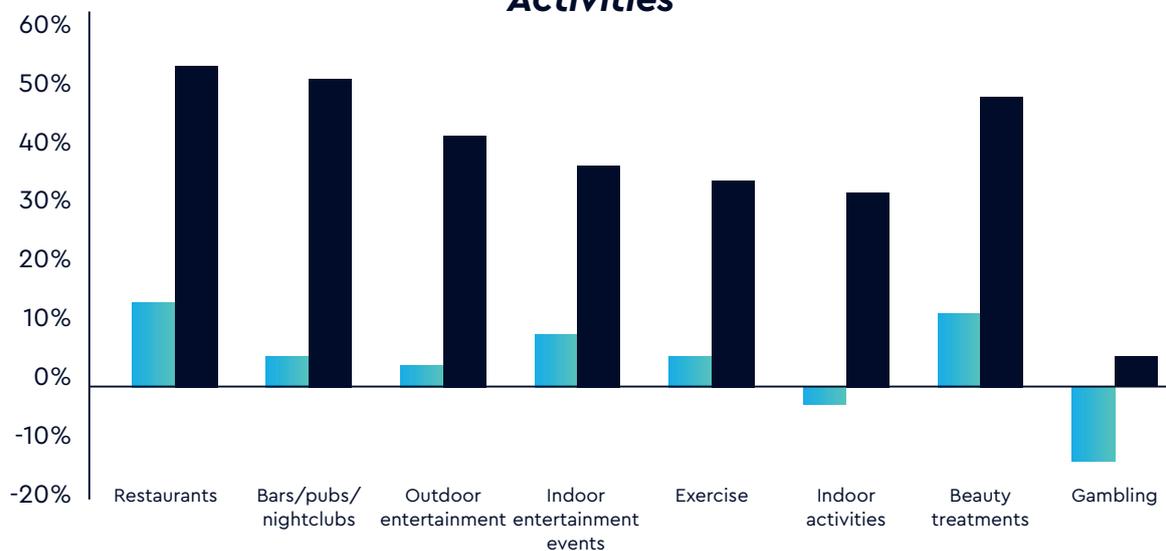
Increased motivation to spend on activities after lockdown.

In May 2020 for Radiocentre study *Bounce-back & Beyond*, we asked commercial radio listeners who work from home to tell us what they intended to increase their spend on upon the initial lockdown relaxation that very month. What we have found when we compare the data from 2020 to our most recent study in 2021 is that this group is itching to spend its money, with much higher projected spend increases versus what we found in 2020.

Of note is the move towards increasing spend on activities and travel versus what we saw last year. The WFH group want their social lives back, and they're willing to increase their spend!



Activities

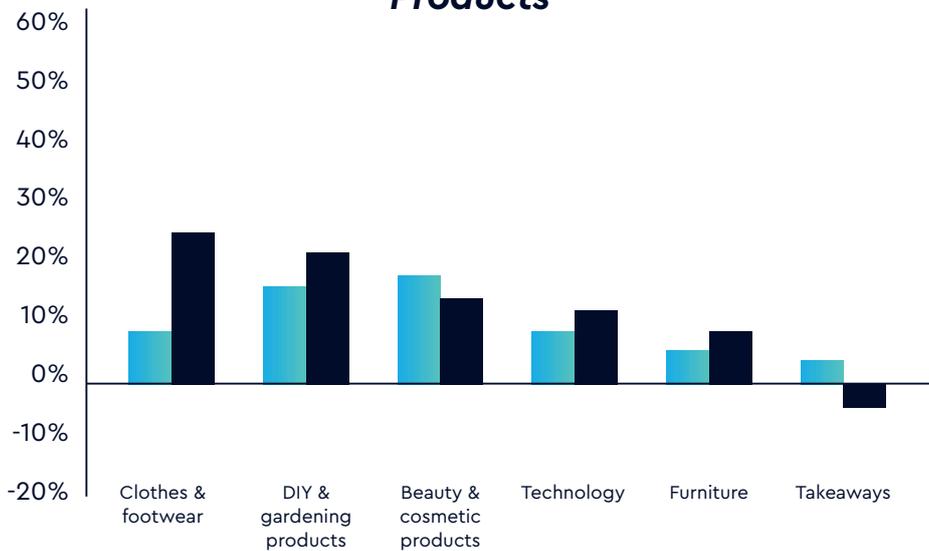


■ May 2020 ■ Jan 2021

% net difference in planning to spend more vs. less after all coronavirus restrictions have been lifted



Products

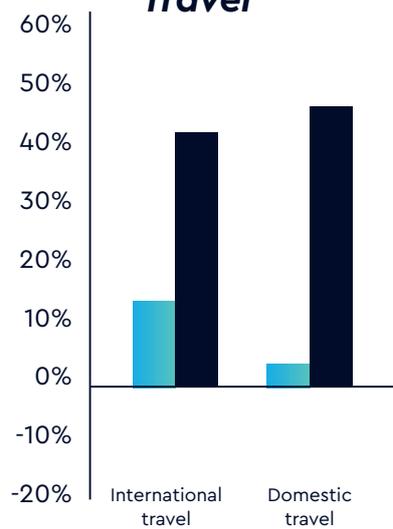


■ May 2020 ■ Jan 2021

% net difference in planning to spend more vs. less after all coronavirus restrictions have been lifted



Travel



■ May 2020 ■ Jan 2021

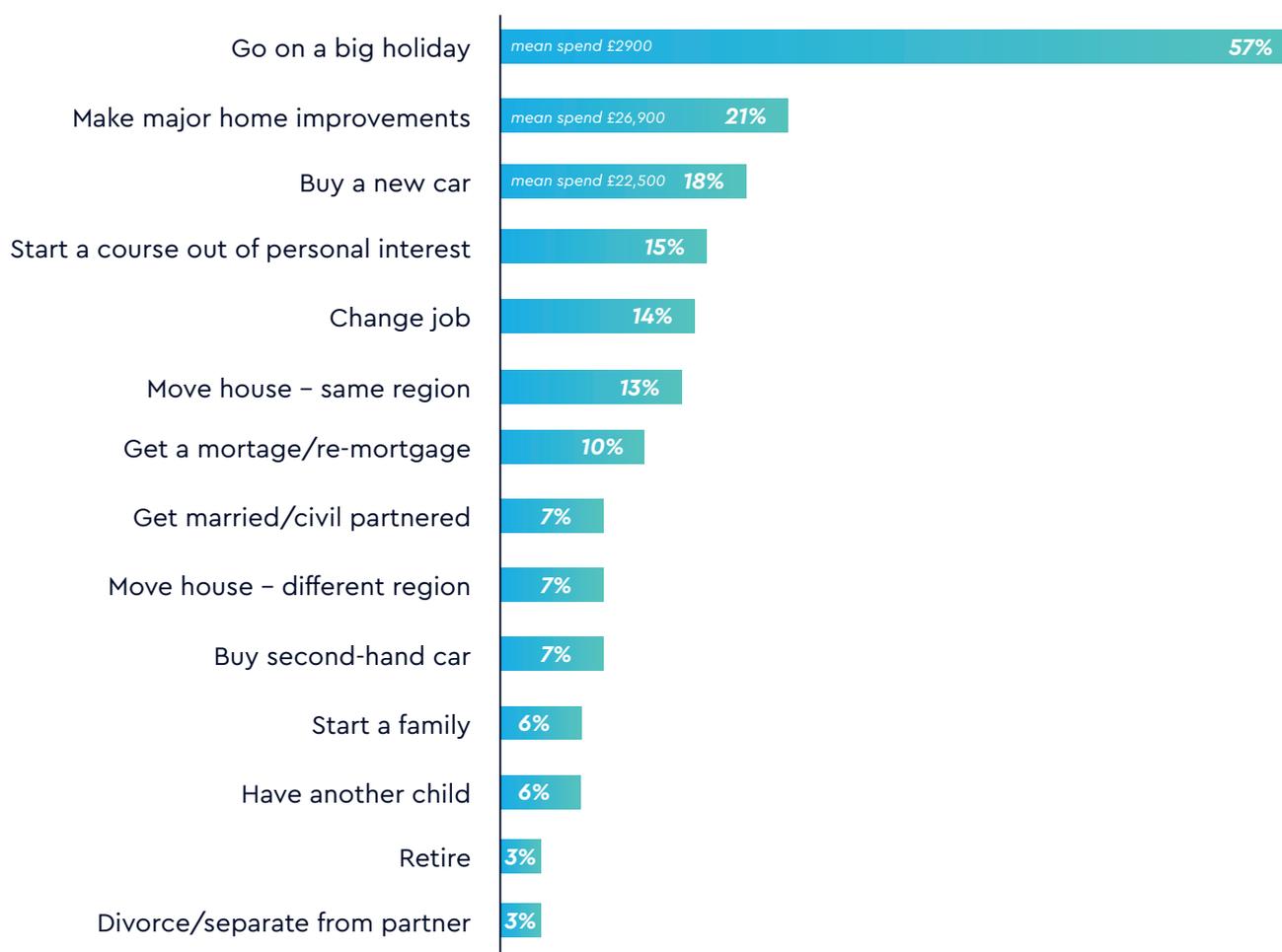
% net difference in planning to spend more vs. less after all coronavirus restrictions have been lifted

Significant life events.

The pandemic has given us time to reflect on life priorities. Not only are WFH listeners reflecting on their work/life balance (74%) but many of them are planning significant life events (85%).

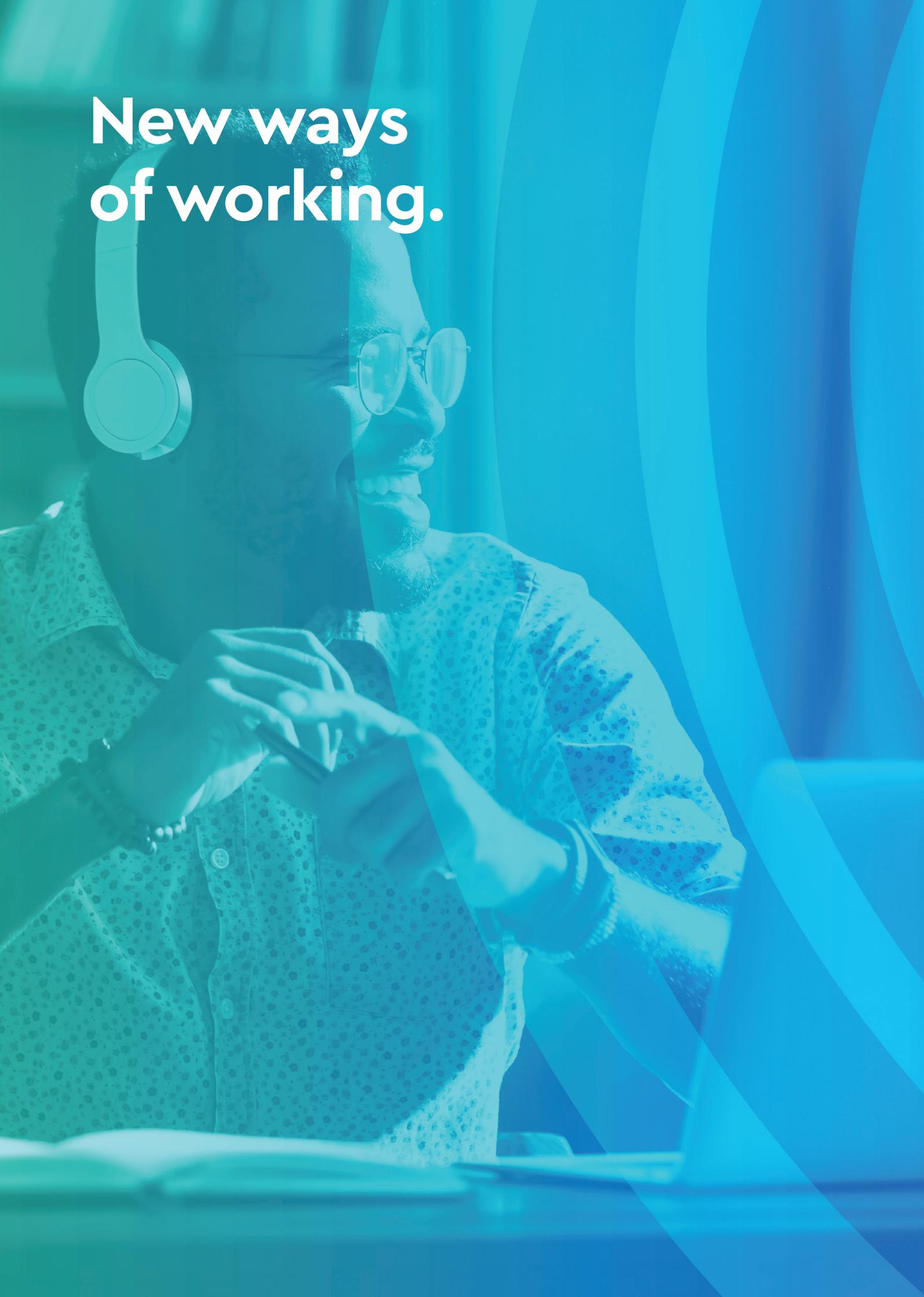
These events range from holidays to moving house to having another child.

Over half of this group intend on going on a big holiday within 6 months of lockdown restrictions being lifted. Making major home improvements and buying a new car score highly too. Another great opportunity for advertisers.



% planning a major life event within 6 months of lockdown restrictions being lifted

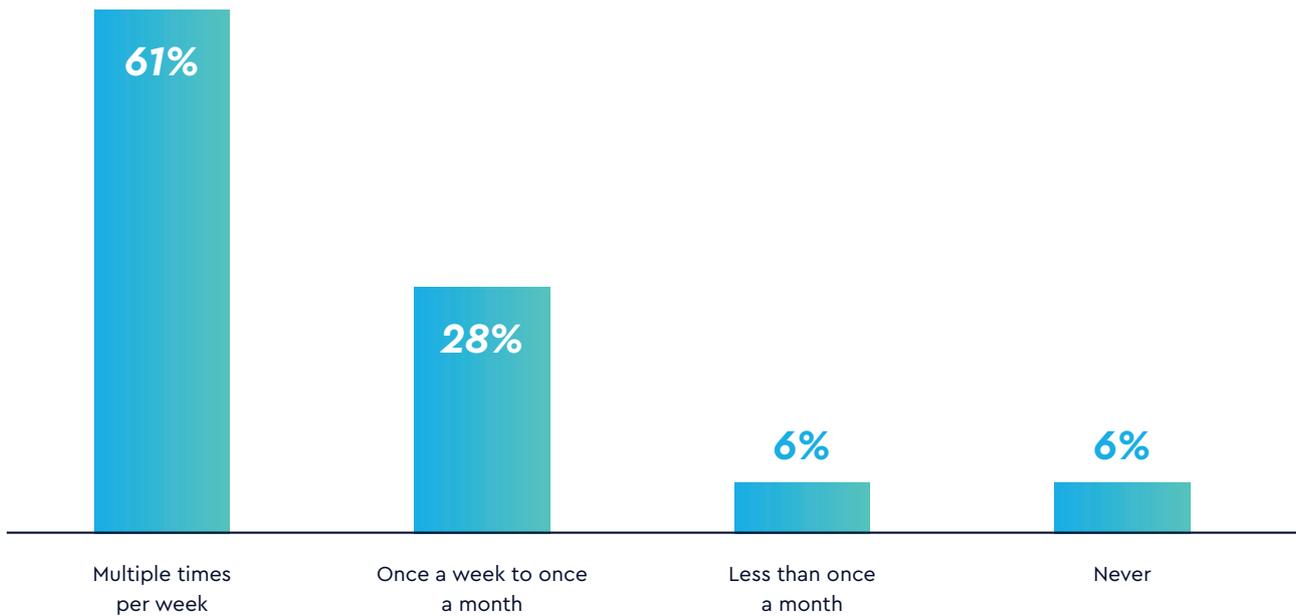
**New ways
of working.**



The development of new working habits.

And what about the future? Will we all return to the office five days a week once the pandemic is over? Our research suggests not. Those working from home have re-calibrated their thinking.

Our research strongly suggests that working from home is likely to become much more commonplace amongst this comparatively well-off group of workers. Indeed, 61% will seek to work from home more than once a week.





News ways of working, new ways of connecting.

Helping brands forge meaningful connections in a working from home world

A new, valuable audience has emerged

- Nearly half of working adults are currently working from home, 56% of them are commercial radio listeners.

New listening habits have become established

- 50% of this group is listening more than pre-lockdown... and they're listening as they work.

This is an audience itching to spend its money

- They regularly receive home deliveries, support their local economies and have increased projected spend vs. May 2020.

New working habits are here to stay

- 61% of this audience is seeking to work from home multiple times a week post-lockdown.

