

Before the coronavirus pandemic...

45% mostly purchased in shops but sometimes online

27% shopped every couple of months

There isn't much change in these particular results pre and post coronavirus pandemic.

When we 'return to normal'...

47% think they will mostly purchase in shops but sometimes online

25% think they will shop every couple of months

There's also a fairly even split between purchasing every couple of months, several times a month, and once a month. Although, most are shopping every couple of months.



When ordering online...

Before the coronavirus pandemic...

58% shopped mostly from non local businesses

30% an equal combination of local and non local businesses

11% mostly from local businesses

Currently, during the coronavirus pandemic...

39% are still purchasing, and all these purchases are online

81% are mostly from non local businesses

14% are an equal combination of local and non local ↓ **53%** reduction

3% are mostly from local businesses ↓ **73%** reduction

37% currently don't need anything, and, positively **19%** are waiting for things to reopen

38% are currently purchasing once a month which shows an increase in purchasing frequency ↑ **52%** increase

Once we 'return to normal'...

47% will mostly purchase from non local businesses

37% a equal combination of local and non local ↑ **23%** increase

15% from mostly local businesses ↑ **36%** increase

67% of consumers feel that the coronavirus pandemic is impacting what clothing/ footwear they are currently purchasing...

Less-clothes **Relaxed-style**
More-casual
Sportswear Less-work-attire

42% think the coronavirus pandemic will impact what clothing/footwear they will purchase in the future...

Less-money-to-spend **'Make-do'** **Less-office-attire**
Not-buy-'unnecessary-items' **Less-going-out-attire**
Buy-local Think-before-buy



56% are likely to reduce their clothing/footwear spending or delay purchases given the economic uncertainty

71% agree or strongly agree in valuing the experience of a physical shop

45% think that clothing/footwear retailers customer service/experience has improved during the coronavirus pandemic...

Delivery **Offering-online** **Better-customer-service** **Efficient**
Personalised-service **Updating-customers** **More-attentive**
Added-value-advice/tutorials/blogs **Quicker-responses** **Extending-returns**

“ Offering online where they didn't before, free delivery etc ”

“ Advice, blogs, updates, assisted shopping and stylists being made available, plus discounts and increased return periods for online purchases ”

“ Quicker response and greater attention to customers ”



With regards to consumers using changing rooms in the future...

37% will use them once the lockdown has lifted

31% will not use them initially, however, will use them in the future

8% wont use them again

22% didn't use them anyway