InSite

Using InSite for location intelligence in a post lockdown world

Discover how to re-engage the new consumer

CACI | DO AMAZING THINGS WITH DATA

Introduction:
Post-lockdown insight that matters to you

Over the last 18 months, CACI has been monitoring lockdown trends using our InSite platform powered by a revealing blend of datasets.

We've seen trends emerging and declining rapidly and understood surprising differences in different regions and locations - for consumer behaviour, spending and travel.

All these variables have a big impact, if you're operating a business that serves consumers in these areas. Catchments have changed. Lifestyles and habits have changed. Disposable incomes have changed. Being in the know is the key to success, so you can adapt and thrive.

In this mini-report, we explain how our lockdown location intelligence reveals insight that explains and fuels your organisation's current and future performance.

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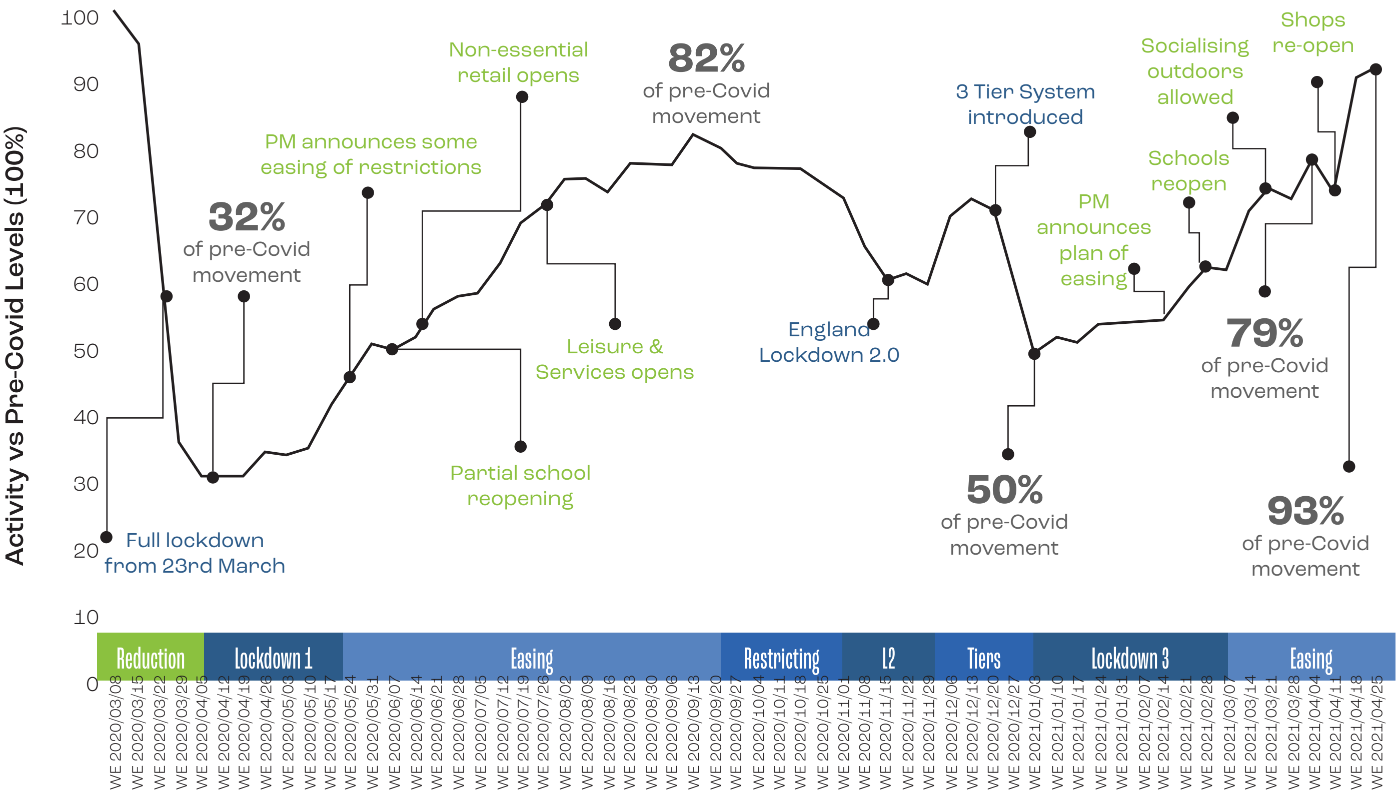
Movement patterns have been transformed



32%

First Lockdown saw the least movement of people across the country

82%

Movement peaked at the end of September

Data enablement:
Trust and relevance

To act on insight, you need to trust it. Our location intelligence is forged from advanced InSite analysis of leading data that answers key questions about retail and service locations, and about their customers and potential customers.

Who?

consumer demographics, income, household type

Where?

location catchments and consumer households and workplaces

So what?

disposable income, how catchments are growing or shrinking, the competition, how far people travel, the demand for services...

Individual datasets tend to shed light on just one aspect of the catchment. There's much more actionable value when we blend datasets. For our lockdown location intelligence reports, we combined consumer, market and site data to build a clear and complete picture of market realities and trends. When you add third party data to your own performance and customer data, you unleash powerful, unique insight to support accurate and intelligent data driven decisions in your organisation.

Blended data intelligence is essential for strategy, investment, marketing and operations:

- Performance benchmarking: benchmark your outlets and locations against other comparable sites and see how you are performing against competitors in different catchments
- Customer insight: understand what your customers value and avoid and spot emerging demands and constraints as the local and consumer landscape changes
- Location planning: rank potential new sites for profitability and assess existing sites for investment or to adapt the proposition to meet local needs
- Geographic visualisation: view locations, competitors, customers, transport links and retail centres in context, with clear visual representations of opportunities and constraints

Overview:
Pandemic insights from location intelligence

CACI's research and reporting on the impact of Covid tracks consumer footfall and spending trends as they happen:

May 2020
Steady growth in consumer movement continued with further unlocking and increasing confidence

August 2020
Eat Out to Help Out did help out, but holiday season movement and spending was the main driver for more consumer spending

June 2021
Demographic groups and locations adapted differently to the gradual easing – footfall movement varied across the UK

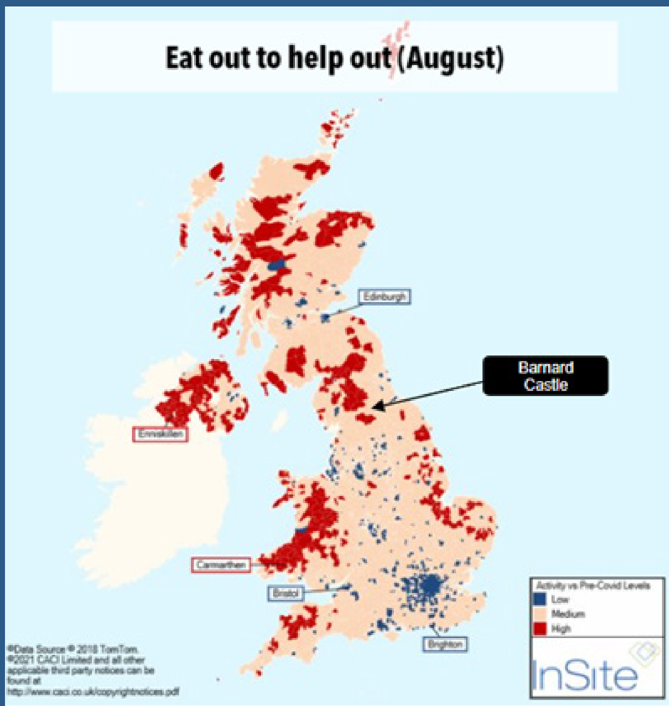
Using Acorn to display movement on a national scale

Increased mobility during the summer was given a helping hand from the 'Eat Out to Help Out' scheme

All Acorn Groups showed a significant increase in movement but some more than others when compared with pre-Covid levels

The young affluent City Sophisticates had the lowest movement, as people continued to stay local and avoid public transport where possible

The most rural Countryside Communities showed the highest movement. Older groups also began to venture out as shielding relaxed



The data we use to reveal these trends is:

- Acorn consumer classification
- Retail Footprint retail centre catchments
- Mobile App Data that tracks anonymised Acorn coded mobile phones
- Attitudinal surveys to track changing attitudes

Evidence for action:

Using data to recover after lockdown

What do these emerging trends, evidenced by data, mean for business and network operators?

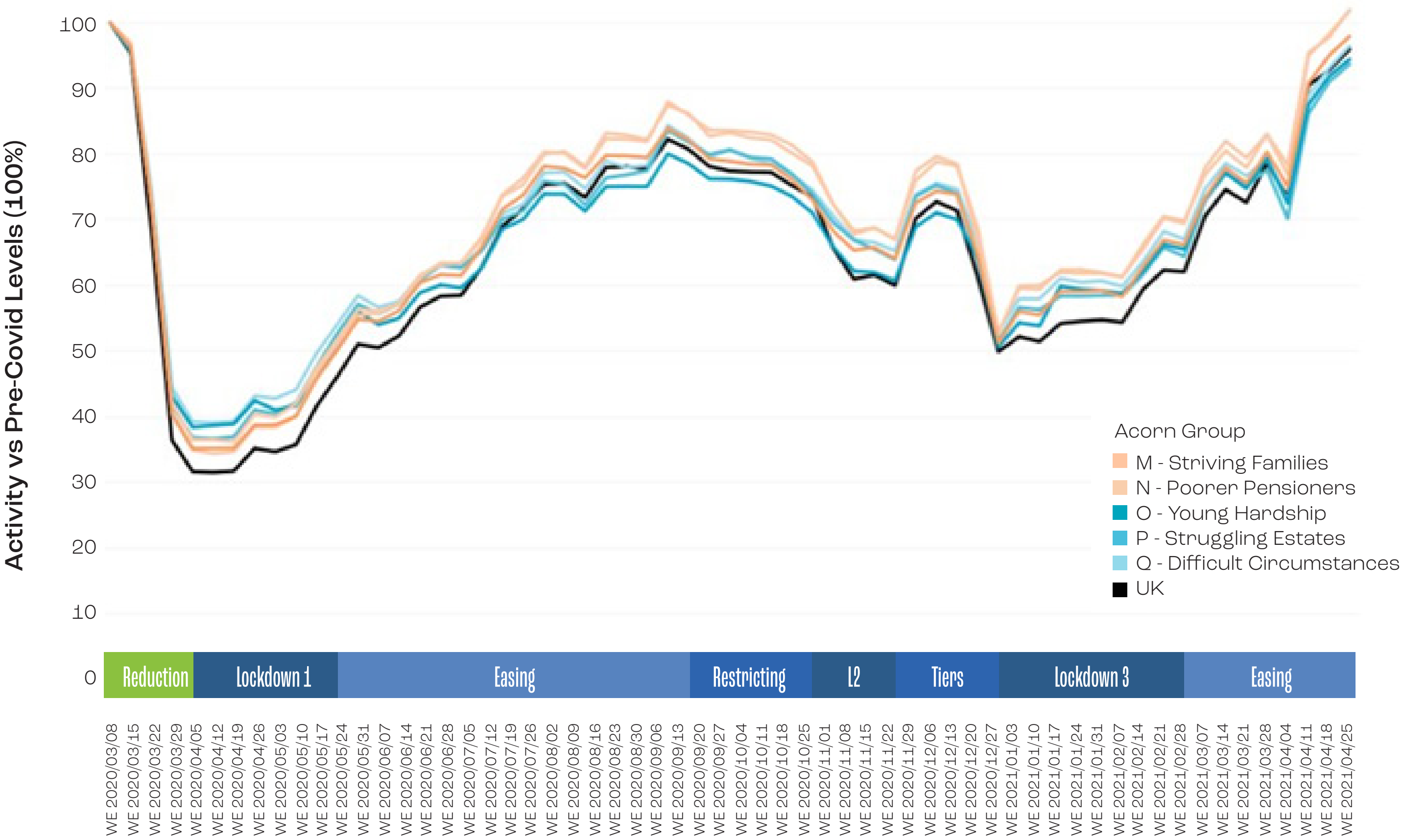
Everyone knows that the pandemic has changed markets and communities. The key question is how your business should respond effectively to the specific changes that affect its catchment and performance.

Looking at location intelligence in context gives evidence for action and optimisation in your network and regions. This type of insight can help you understand current site performance, identify opportunities to refresh your formats, propositions or communication and help you track recovery.

The impact of Covid-19 restrictions has not been the same for every consumer

In first lockdown, consumer movement reduced to 32% of pre-Covid levels. In September 2020 it was back up to 82%. More recently, movement has recovered to 93% of pre-Covid levels. But this isn't equal in every area. The dominant demographics and household types determine the situation in different communities.

Movement patterns have been transformed



Lower income groups face greater exposure to the virus as they consistently maintain higher levels of movement. All groups find their level in each stage. Only now are the older and affluent starting to move.

Lower income groups faced greater exposure to the virus as they maintained higher levels of movement. Working age adults in these groups were likely to be employed in jobs that couldn't be done from home. In areas dominated by older and more affluent households, people were slower to move around because they didn't tend to need to leave home for work.

There have been clear signs of localism

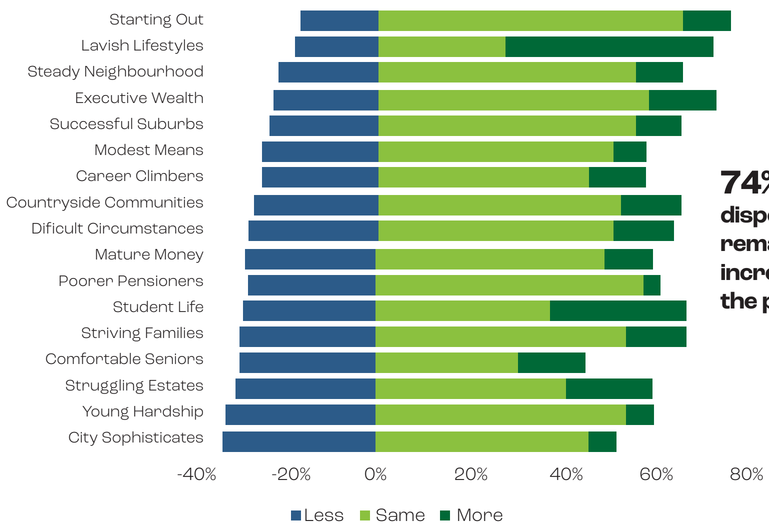
In the latter stages of the pandemic, city centres, regional malls and transport hubs have been hit hardest, with lower levels of consumer movement. Lower levels of public transport usage, in line with government advice in lockdown, means people have got out of the habit of taking the train or bus to the shops. Rural towns and town centres have seen much more movement and trade. That's because more people are working, exercising and shopping close to home.

Safety matters to a majority, and 55% think that new safety measures will endure for ever

Out of town retail parks have seen a resurgence of footfall. Many consumers perceive them to be more Covid-safe destinations, because they are generally spacious and modern in design. Retail parks have plenty of parking, so it's easy for car-owners to travel there safely and independently. This could continue, with an ongoing perception that shopping in this airy environment is more responsible in a post-pandemic world.

Financial inequalities have emerged

What is the financial outlook across Acorn?



74% of consumers' disposable income has remained the same or increased as a result of the pandemic

Acorn Groups ranked by least reduction in disposable income

Lavish Lifestyles increased the most

City Sophisticates reduced the most

Despite alarmist news headlines during lockdown, the data shows that household income was not hugely affected nationally – 74% of households had the same or more disposable income during the pandemic. There were opportunities for retailers and outlets to serve customers remotely or from their premises, where permitted. In catchments where the other 26% of the population make up a majority of the customer base, the opportunity was considerably reduced

Understanding demand as it changes

A snapshot of location data insight has value by itself. But understanding continuing change in a dynamic situation holds the key to successful ongoing planning and operations.

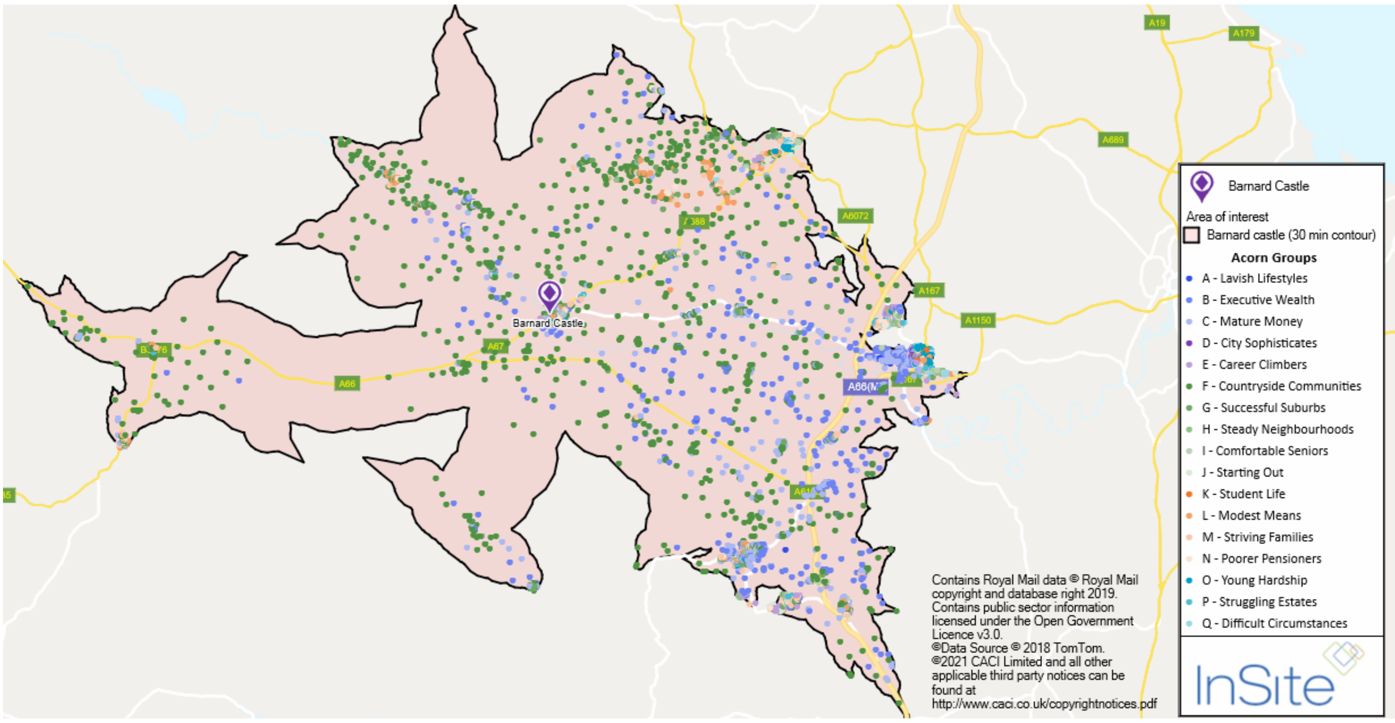
Comparing key metrics over time helps us to assess likely demand and spot opportunities and threats as or before they emerge.

Dynamic data: The change from the first lockdown to the summer lockdown

Using InSite, we looked at the demographic groups in different areas to see how much movement was happening in the first lockdown. Lower income householders had to go out to work in lockdown, while more affluent demographics could frequently work from home.

Analysing data during the Eat out to Help Out scheme revealed that in countryside areas, movement levels greatly increased. This wasn't the case in some young, city sophisticate areas where householders don't need to go far to eat out. In rural areas, car usage is common, whereas more affluent city residents were still avoiding public transport that could have carried them further afield.

This kind of analysis shows differences in household types and behaviours by comparing specific catchments and regions to the national average. We can also see where the size of certain catchments has increase, because car owners are prepared to drive further to where they perceive they can eat out, shop or spend leisure time safely.



Insight in action: bringing local visitors back to London

We worked with Westminster Council to target their See the West End like never before campaign. Insight identified that there had been a disproportionate drop in the number of visitors to London from the Home Counties. With a clear picture of the target audience's preference, behaviours and priorities, Westminster Council ran a successful communication campaign across a range of selected channels to encourage the consumers back into London safely after lockdown.

Conclusion:

Vital insight to fuel growth beyond the pandemic

Covid-19 is still with us, there's no guarantee that market conditions and consumer confidence will return to a smooth pattern. Consumer preferences and behaviours are always changing, driven by global, national and local events and circumstances. Information and understanding of these are vital for meeting customer needs. You need continuous, accessible and relevant data insight to keep your organisation on track for success.

InSite makes it easy to combine layers of data and show you multi-dimensional trends that build up to a picture of everyday behaviour and catchment evolution.

You might decide to switch your marketing focus to a different catchment or demographic, adapt your trading hours or launch home delivery and collection services. You might launch a campaign that emphasises a safe and spacious environment or target special offers at a catchment sector that's been slower to recover footfall.

InSite and our leading range of datasets will continue to inform and guide location and proposition strategy for smart businesses in a fast-changing post-Covid world.

Book a demo and we'll show you exactly how we overlay a blend of different datasets in your business locations, to show trends and changes. You'll see how the data is brought to life in a visual format on a map.

Talk to us about the right blend of location data to inform your strategic and operational decisions - both now, and into a future that's full of opportunity.

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