

How coronavirus has changed day-to-day living in UK cities

DIY, baking and watching TV grow in popularity

People in cities across the UK are finding different ways to spend their time during the pandemic, according to analysis of data by Leeds Building Society.

Over 2,500 people in different UK cities were asked how their lives had changed as they adapted to spending more time in their homes during the pandemic. The data was part of a national survey by TLF Research*.

Growing vegetables is taking up more of time for people in Edinburgh (20%), Glasgow (18%) and Belfast (18%). Baking and home cooking has also seen a rise in popularity in Belfast (44%), Leeds (43%), Southampton, Bristol and Cardiff (all 39%), Edinburgh (38%), Norwich (34%) and Glasgow (32%).

Notably, young people are spending more time in the kitchen, with 43% of 18-24 year olds doing more cooking and baking - higher than any other age group, according to the findings.

The pandemic has made us all think about how we can improve our homes. DIY and painting and decorating proved popular in Liverpool (62%), Belfast and Sheffield (both 56%), Leeds (54%) and London (53%). Other key findings from the survey:

- People in Cardiff (46%), Leeds (45%), Sheffield (43%), Norwich, Glasgow, Nottingham (all 42%) said they are shopping online more. The biggest increase was among 18-24 year olds (47%) and over 65-year-olds (47%).
- In Manchester (72%), Leeds (67%), Liverpool (65%), Bristol (62%), Cardiff (61%) and Belfast (60%) respondents said they were watching more TV and films. Those aged 18-24 (75%) reported the highest rise; meanwhile the lowest was in the over-65s (52%).
- While, people in London and Bristol (both 31%) and Southampton (27%) have all devoted more time to keeping fit.
- In Leeds (24%), Glasgow (19%) and Belfast (18%), people said they were indulging in more home comforts like nice meals and buying more loungewear.

“It’s interesting to see how improvements around the house have become a priority for so many people across the country and how we are all adapting,” says Jaedon Green, Chief Customer Officer at Leeds Building Society.

“Lockdown gave us a chance to pause and think about our immediate and long-term goals, and for many of us this included making our home more comfortable and relaxing as we adapted to new ways of living.

For further information please contact:
Julie Hemmings PR Manager Telephone: 0113 225 7903 Out of Hours: 07769 675330 Email: jhemmings@leedsbuildingsociety.co.uk

“As people’s priorities shift it looks like more of us will be making changes to ensure we have the homes and lifestyles we want,” he adds.

Ends

Notes to Editors

*Data from the TLF Research Omnibus Survey, November 2020

TLF Research specialises in customer experience research and measurement. www.tlfresearch.com

The Society operates throughout the UK and had assets of £20.5bn at 30 June 2020 (£20.7bn at 30 June 2019). The UK’s fifth-largest mutual has its head office in the centre of Leeds, where it has been based since 1886.

The Society won the title of Best Shared Ownership Mortgage Lender in the 2020 What Mortgage Awards, its fifth consecutive year of success in this category. It also received a Gold Ribbon from Fairer Finance for savings accounts for the third year running, based on customer happiness and trust, along with the ability to explain things clearly.