



What do the current government COVID guidelines mean for Out-of-Home audiences?

On 22 September, the Government announced new guidelines for England aimed to help combat the spread of COVID-19. These restrictions are very different from the message delivered on 23 March.

Although they will have some impact on how we live our lives such as wearing masks and working from home where possible, they enable the public to continue to shop, eat out, go to school, use public transport and mix with other households.

WHAT WAS SAID?

23 MAR

“You must stay at home”

22 SEP

“Wear a mask, pubs curfew, work from home if you can”

WHAT'S DIFFERENT?

23 MAR

- ✗ Retail
- ✗ Hospitality
- ✗ Schools
- ✗ Socialising
- ✗ Public transport

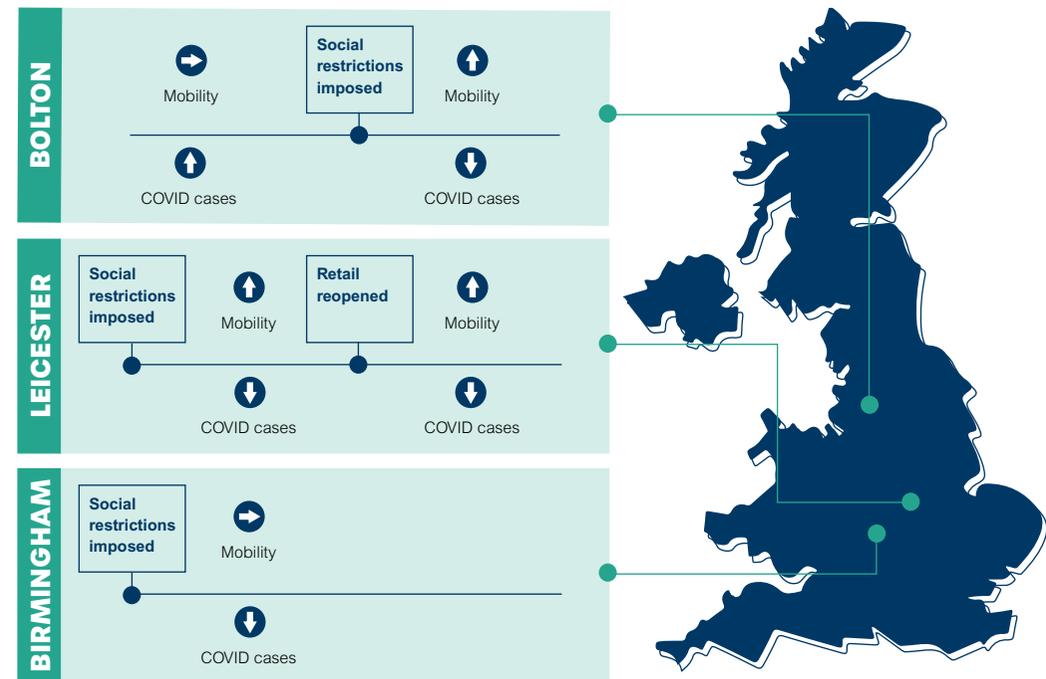
22 SEP

- ✓ Retail
- ✓ Hospitality (10pm curfew)
- ✓ Schools
- ✓ Socialising (Rule of 6)
- ✓ Masks

Over the past 6 months we have used our Mobile Audience Tracker to understand the effect that COVID restrictions have on mobility. Our data and analysis suggests that the current restrictions, which only limit social interaction, will have minimal impact on OOH audiences.

Retail is a key driver for audience mobility. We saw our biggest spike in audiences when shops reopened on 15 June.

Local areas where social restrictions have been imposed over the past few months, show that social limitations do not have an impact on the mobility of OOH audiences – but still help reduce COVID cases.



Current national guidelines are not directing people to stay at home, they are limiting social interaction, while retail and other key mobility drivers remain open and accessible, so are unlikely to have a significant impact on OOH audiences.

Visit our [Back to Business Hub](#) for the latest audience data.

Source: Location Sciences, X-Mode, JCDecaux Mobile Audience Tracker, GOV.UK - Coronavirus (COVID-19) in the UK