

# NAB SPECIAL CONSUMER INSIGHT REPORT

## VICTORIA: EMERGING FROM LOCKDOWN - WHAT WILL VICTORIANS PRIORITISE WHEN LOCKDOWN ENDS?

*NAB Behavioural & Industry Economics*



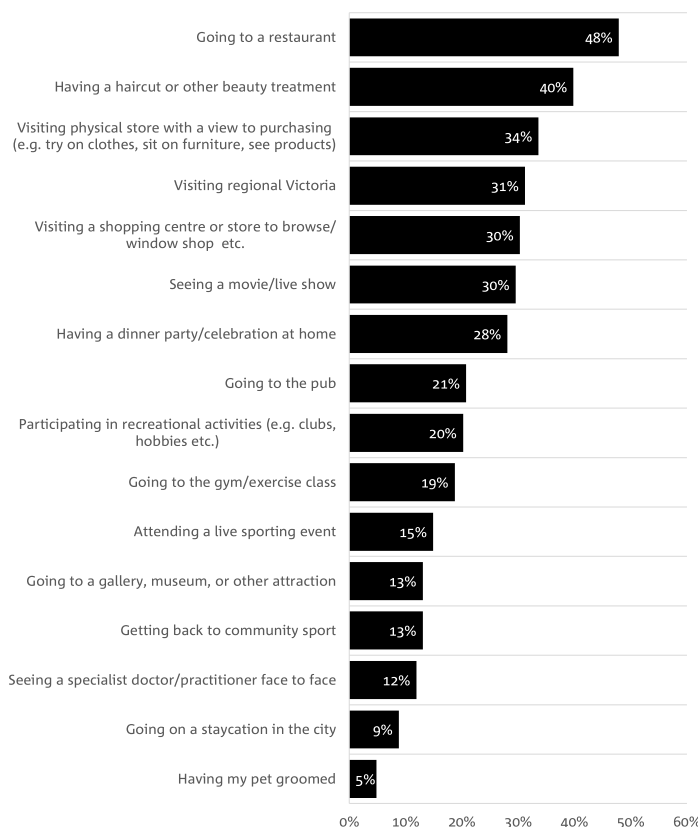
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### RESTAURANTS, HAIRCUTS AND SHOPS ARE THE TOP PRIORITIES FOR VICTORIANS POST LOCKDOWN. 2 IN 3 ALSO PLANNING TO “SPLURGE” ONCE LOCKDOWN ENDS.

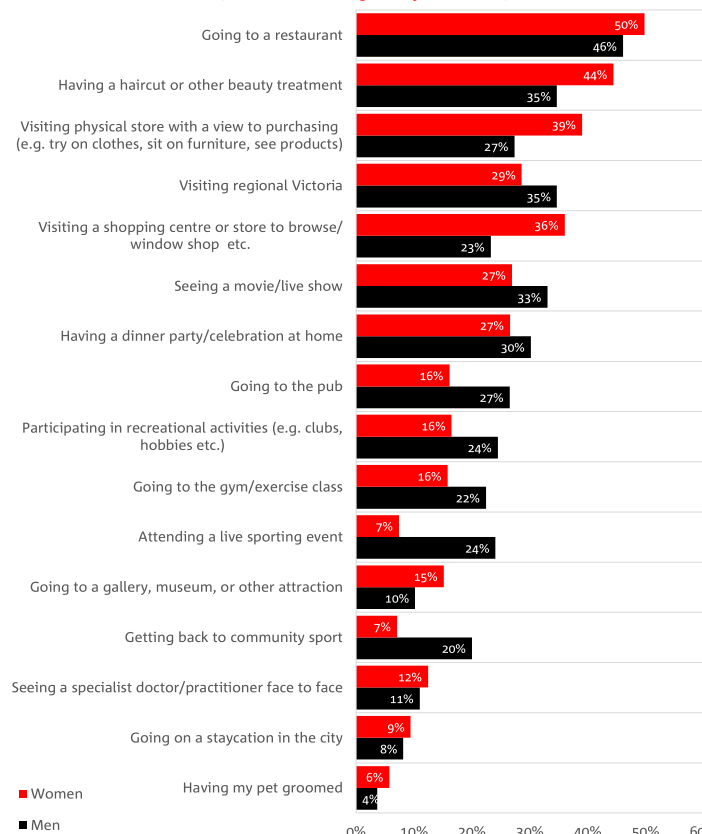
With vaccination rates continuing to climb and edge ever so close to target levels, Victorians are finally set to emerge from their sixth lockdown. So, what are they planning to do with this newfound freedom? In this special report, we asked around 550 Victorians to share their top priorities outside of visiting family and friends. Topping the list (for 1 in 2 people), is going to a restaurant, followed by haircuts or other beauty treatments, visiting a physical store to make a purchase, visiting regional Victoria, a shopping centre or store to browse or window shop, seeing a movie or a live show and having a dinner party or celebration at home. Having a haircut or other beauty treatment is much more important for women than men, as is visiting a physical store or shopping centre, a gallery, museum or other attraction. For men, priorities are more focussed on attending live sporting events, participating in community sports and recreational events and going to the pub and gym.

With many Victorians having been in lockdown longer than anywhere else in the world, it's no surprise that around 2 in 3 are going to splurge once lockdown ends - welcome news for many struggling small businesses. Women plan to spoil themselves most at restaurants or physical stores, and on haircuts or other beauty treatments. Men also plan to splurge at restaurants, but also in regional Victoria, physical stores and having a dinner party or celebration at home. Significantly more men also plan to splurge at the pub and on live sporting events. The survey was conducted between 12-14 October 2021.

#### TOP PRIORITIES FOR WHEN LOCKDOWN ENDS: OVERALL (outside of visiting family & friends)



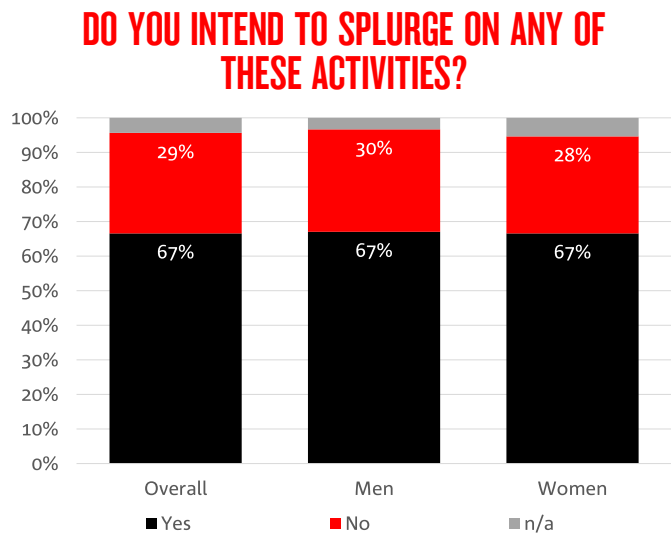
#### TOP PRIORITIES FOR WHEN LOCKDOWN ENDS: GENDER (outside of visiting family & friends)



The NAB survey asked around 550 Victorians to select their top 5 priorities (apart from visiting family and friends) for when lockdown ends. The top priorities according to around 1 in 2 (48%) Victorians was going to a restaurant, while 4 in 10 (40%) said they would prioritise having a haircut or other beauty treatment. Other key priorities included visiting a physical store with the view to making a purchase (34%), visiting regional Victoria (31%), visiting a shopping centre or store to browse or window shop (30%), seeing a movie or a live show (30%) and having a dinner party or celebration at home (28%).

Around 1 in 5 Victorians said they were most keen to go to a pub (21%), participate in recreational activities such as clubs and hobbies (20%) and go to the gym or exercise classes (20%). Attending a live sporting event was key for 15% of Victorians, followed by going to a gallery museum or other attraction (13%), returning to community sport (13%) and seeing a specialist doctor or practitioner face-to face (12%). Around 1 in 10 (9%) wanted to enjoy a staycation in the city and 1 in 20 (5%) have their pet groomed.

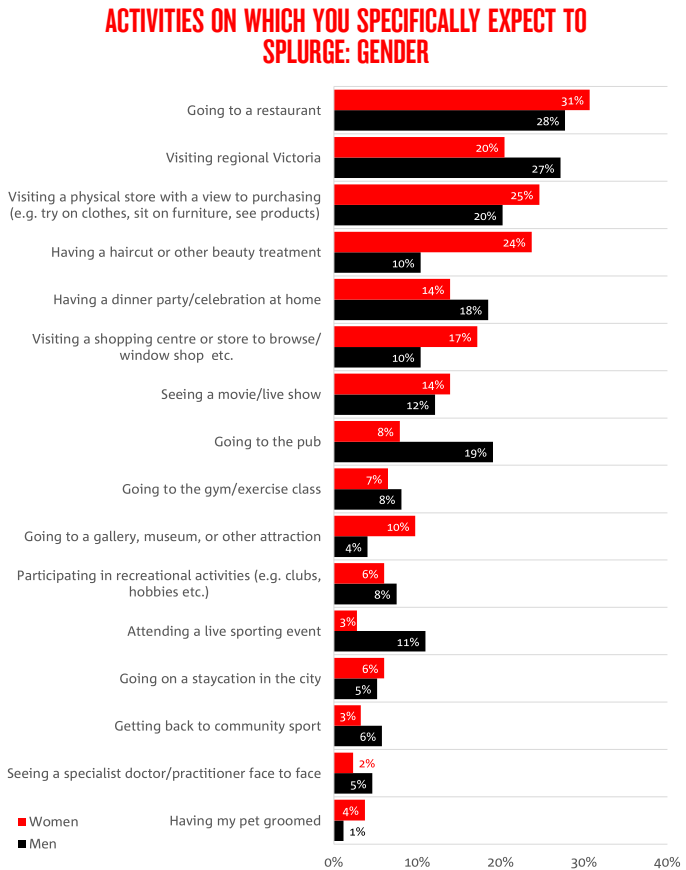
But priorities did vary distinctly for men and women. While going to a restaurant featured most prominently for both, it was a priority for slightly more women (50%) than men (46%). Having a haircut or other beauty treatment was however much more important for women (44%) than men (35%), as was visiting a physical store with a view to purchasing (39% women; 27% men), visiting a shopping centre or store to browse or window shop (36% women; 23% men) and going to a gallery, museum or other attraction (15% women; 10% men).



Around 2 in 3 women and men also indicated that they intended to splurge specifically on some of these activities when they emerged from lockdown.

But which ones?

Key for women was splurging on going to a restaurant (31%) and visiting a physical store with a view to purchasing (25%). More than twice as many women (24%) than men (10%) also intended to splurge on having a haircut or other beauty treatment.



Other areas where women most intended to splurge included visiting regional Victoria (20%), visiting a shopping centre or store to browse or window shop (17%), having a dinner party or celebration at home (14%) and seeing a movie or a live show (14%).

Most men also said they would splurge on going to a restaurant (28%). Many also intend to splurge on visiting regional Victoria (27%), visit a physical store with a view to purchasing (25%) and having a dinner party or celebration at home (18%).

There were two areas where significantly more men intended to splurge than women - going to the pub (19% men; 8% women) and attending a live sporting event (11% men; 3% women).

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