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## **‘Lockdown savers’ won’t kick the savings habit after restrictions ease**

- More than 80% of people who started saving, or saved more during lockdown plan to continue
- Going for a daily walk, exercising and saving were all set to continue after lockdown lifts

A new cohort of regular savers, who have been putting money aside during the pandemic, are set to keep the savings habit post lockdown, research from Coventry Building Society has found.

More than 80% of ‘lockdown savers’ - those who had started saving or saved more since the first lockdown was announced - say they intend to continue the habit of regularly putting money aside.

Keeping up with regular exercise (84%), daily walks (81%) and saving money (81%) were the top three habits that people were most likely to stick to as the lockdown is lifted.

**Jeremy Cox, Head of Strategy at Coventry Building Society, said:** “During the last year around one in every three people have been able to gradually build up their savings and develop some financial resilience for the future. While many are likely to be heading back to pubs, shops and restaurants to spend some of their lockdown savings, it’s great to see that most people who have started a healthy savings habit are now hooked. Saving money should be seen as a gift to your future self – so keep on being generous and save regularly even after lockdown ends.”

**--Ends--**

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## Notes for Editors

Research carried out on behalf of Coventry Building Society via survey of 2,000 people

Which, if any, of the following habits have you done more of, or started doing, since the first lockdown was announced? Select all that apply.		% of respondents
Going for a daily walk	928	46.4%
Exercising regularly	663	33.2%
Cooking meals from scratch	793	39.7%
Saving money regularly	728	36.4%
Baking	456	22.8%
Talking to neighbours	432	21.6%
Shopping locally	649	32.5%
Reading	592	29.6%
Gardening	566	28.3%
None of these	185	9.3%
Total	2,000	

Which of these habits do you plan to keep doing more of once restrictions ease? Select all that apply.		% of those answering previous question
Going for a daily walk	749	80.71%
Exercising regularly	559	84.31%
Cooking meals from scratch	611	77.05%
Saving money regularly	588	80.77%
Baking	302	66.23%
Talking to neighbours	335	77.55%
Shopping locally	512	78.89%
Reading	454	76.69%
Gardening	456	80.57%
None of these	40	21.62%
Total	1,815	

## Coventry Building Society

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider.

# | News release



Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry's savings accounts with similar products across the whole of the market.