

Your Journey

We kick started a new year of opinion sharing with a survey focusing on our Northern Ireland Urbanites' daily journeys and regular travel habits. Things like modes of transport, frequency and time spent travelling, types of journeys made, changing travel patterns and even outdoor advertising exposure during these journeys. Here's a snapshot of what they told us...

Weekly journeys made by type



Travel pattern changes post-pandemic

52%

say their travel habits have returned to the same as before the pandemic with 12% saying their travel habits never changed

16%

work flexibly and avoid travelling during 'traditional' commuting times with 25% making fewer journeys due to working from home

15%

say they are using their car a lot less nowadays with **27%** intending to use public transport more frequently in 2023

Future travel changes in 2023



45%

will walk / cycle more to enhance and better their health



13%

will use their car or motorbike less often to help the environment



30%

will use their car or motorbike less often to save money on fuel



7%

will use invest in an electric or hybrid vehicle in 2023

Outdoor poster visibility



of our NI audience say they are likely, or very likely, to notice outdoor posters when making journeys outside of their homes



Travel frequency by transport type



use their car at least once a week with 52% doing so on a daily basis



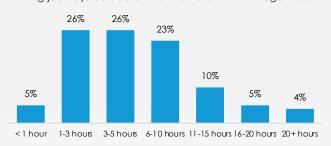
Use public transport weekly with only 14% never using public transport



walk / travel on foot at least once a week with **44%** doing so daily

Weekly journey times

Our NI audience estimated how much time they spend making journeys outside of their home on an average week...



PUBLIC TRANSPORT DAILY HABITS

60%

travel by public transport in the morning making it the most popular time

CAR / MOTORBIKE DAILY HABITS

77%

travel by car or motorcycle in the morning making it the most popular time

PEDESTRIANDAILY HABITS

57%

travel on foot midday on Saturdays & Sunday (55%), making these the most popular times.

For more insights and opinions visit: