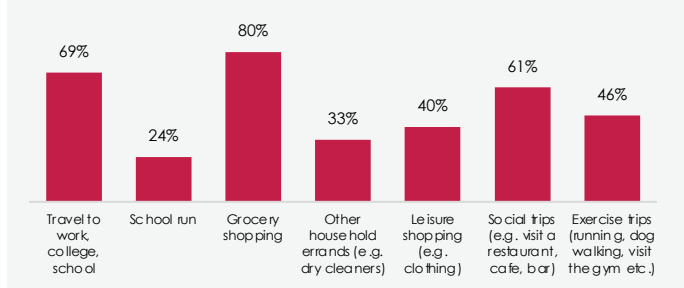


Your Journey

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...

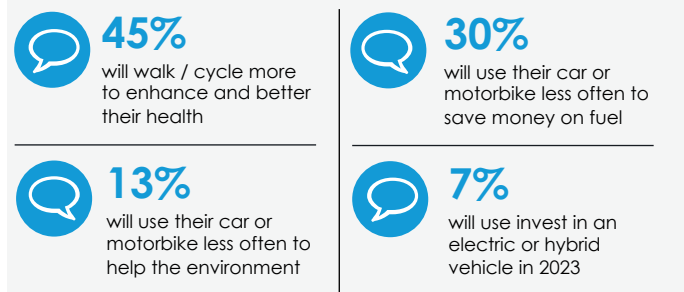
Weekly journeys made by type



Travel pattern changes post-pandemic



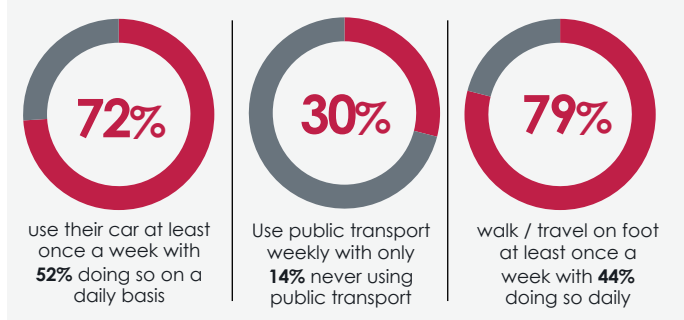
Future travel changes in 2023



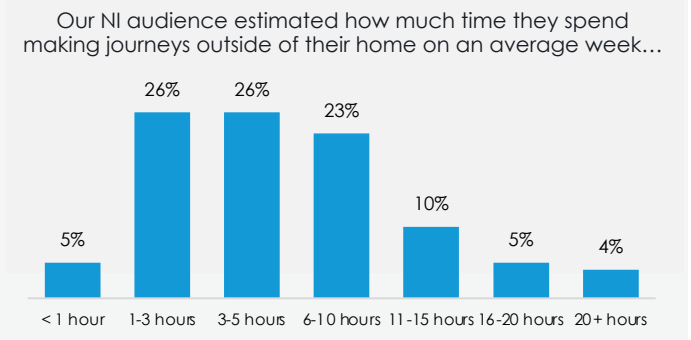
Outdoor poster visibility



Travel frequency by transport type



Weekly journey times



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

PEDESTRIAN DAILY HABITS

57% travel on foot midday on Saturdays & Sunday (55%), making these the most popular times.

For more insights and opinions visit:

workshopplay.ie/opinions