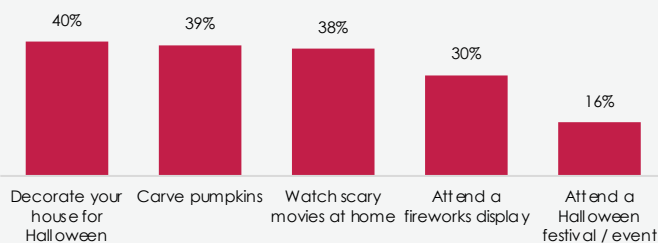


Thoughts on Three

As we move away from summer, we turned our attention to seasonal holidays and occasions taking place throughout the rest of the year. In our September survey we explored three different topics covering Halloween, Black Friday and Christmas! Here's a snapshot of what our Northern Ireland Urbanites told us...

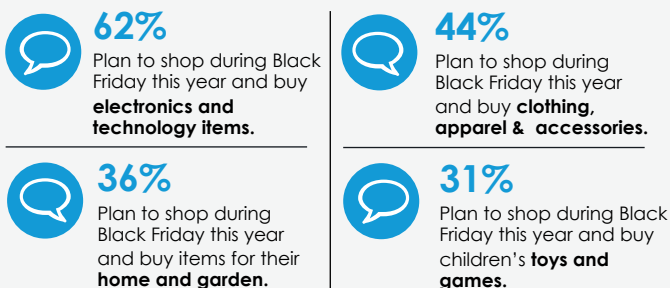
Top 5 Halloween activities



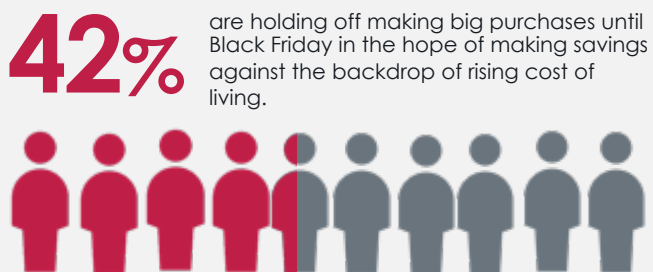
Spooky statements



Black Friday top buys



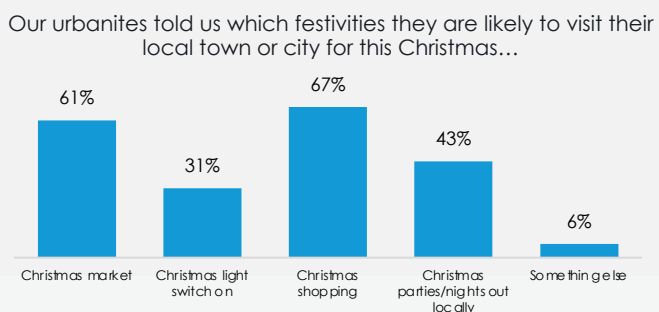
Black Friday cost of living savings



Belfast City Christmas festivities



Christmas festivities locally



A 'NORMAL' NOEL

78% Are expecting Christmas to be more like 'normal' this year without fear of COVID restrictions

TIS THE SEASON TO SPEND

18% despite rising cost of living, almost **1 in 5** expect to spend more on Christmas this year than last

ONLINE VS OFFLINE

68% will shop for Christmas gifts online this year whilst **78%** will opt to shop in-store for Christmas groceries

For more insights and opinions visit:

workshopplay.ie/opinions