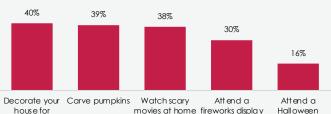
work.shop.play. The Urban

on Three houghts

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 ou Northern Ireland Urbanites told us...

Top 5 Halloween activities



movies at home fireworks display house for Halloween

Black Friday top buys

36%



62% Plan to shop during Black Friday this year and buy electronics and technology items.

Plan to shop during

home and garden.

Black Friday this year

and buy items for their



44% Plan to shop during Black Friday this year and buy clothing, apparel & accessories.

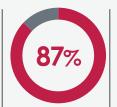
festival / event



Belfast City Christmas festivities



Will visit Belfast City Centre this Christmas to attend the Christmas Market



Will visit Belfast City Centre this Christmas to ao Christmas shopping



Will visit Belfast City Centre this Christmas to attend Christmas parties and niahts out

Spooky statements

58%

sav Belfast's new 2022 City Centrebased Halloween event is great for the City with 32% saying it would encourage them to visit the City.

will buy Halloween items this year including; 71% buying sweets & chocolate, 53% buying pumpkins, and 36% buying decorations.

86%

28%

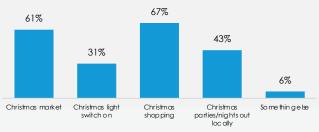
will buy a locally sourced pumpkin and 20% will avoid single use plastic for parties and trick or treating to be more sustainable

Black Friday cost of living savings

are holding off making big purchases until Black Friday in the hope of making savings against the backdrop of rising cost of living.

Christmas festivities locally

Our urbanites told us which festivities they are likely to visit their local town or city for this Christmas...



ONLINE VS

'NORMAL' NOEL



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

TIS THE SEASON TO SPEND

despite rising cost of living, almost 1in5 expect to spend more on Christmas this year than last



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