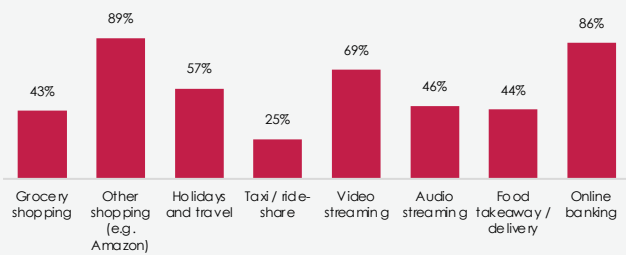


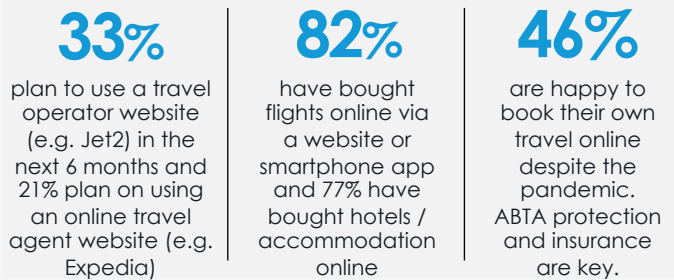
Online purchasing

In April 2022, we explored our Northern Ireland urbanites' opinions on the theme of 'online purchasing'. We're all spending more time online than ever before, whether that's shopping, gaming, banking, streaming TV shows or even ordering food! Perhaps it's to save money, for convenience or simply for enjoyment, either way this time online is converting to spending! Here's a snapshot of what our Northern Ireland Urbanites told us...

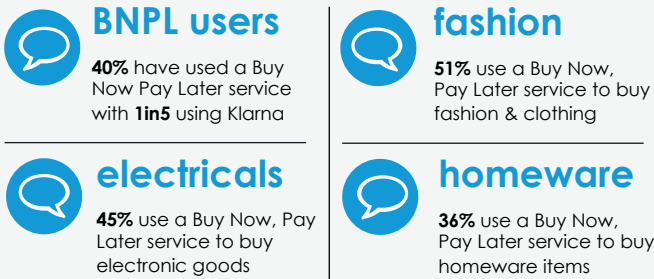
Online purchasing website / app usage



Online travel purchasing



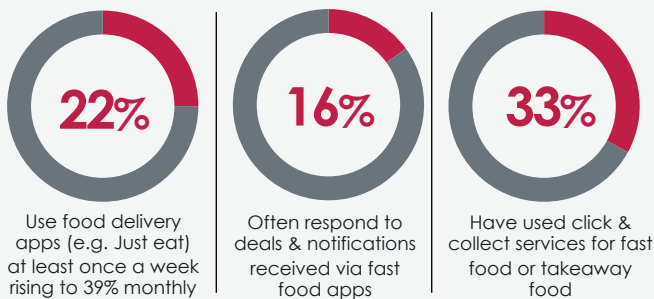
Buy Now Pay Later (BNPL) services



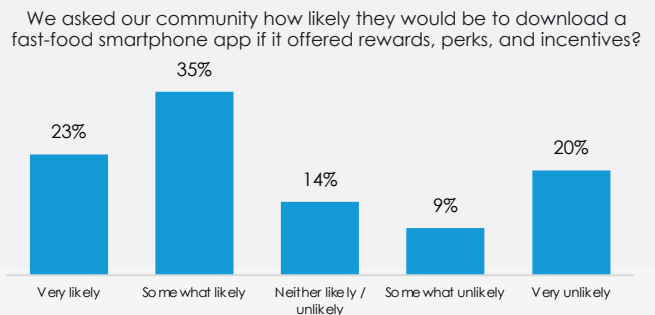
Digital bank account ownership



Food online



Fast food smartphone app rewards



OUTDOOR IGNITES ACTION

44% Say they would visit a brand's website / social media after seeing an outdoor ad

OUTDOOR SUPPORTS SEARCH

70% Would use a search engine to find a brand's website after seeing an outdoor ad

OUTDOOR QUICK RESPONSE

16% Would scan a QR Code to visit a brand's website after seeing an outdoor ad

For more insights and opinions visit:

workshopplay.ie/opinions