

Online & Offline Spending Habits



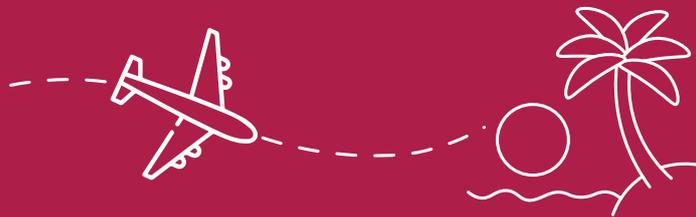
Food

- 75%** order takeaway online or through apps
- 69%** are likely to download a food app that offers rewards & incentives
- 48%** have at least 2-3 supermarket or food delivery apps on their phone



Travel & Holidays

- 87%** have or plan to use airline websites or app to purchase flights.
- 64%** have used these in the last 6 months



Top Travel & Holiday Online Purchases:

- 89%** Flights
- 84%** Accommodation
- 65%** Leapcard Top-up
- 54%** Train tickets
- 49%** Excursions & attractions



Developing Pictures

- 24%** use online sites that develop and deliver
- 17%** get their photos developed in-store
- 3%** did not know about online and would try it





Your Savings

- 65%** of respondents save with traditional banks
- 37%** have direct debits set up for regular savings
- 29%** have an online credit union account
- 28%** use digital bank savings tools



Digital Banks

- 74%** are aware of digital banks
- 61%** have a digital bank account
- 47%** think they are a good idea and provide more consumer choice
- 40%** consider them trustworthy & safe
- 21%** have security concerns



Insurance

- 46%** use comparison websites
- 27%** prefer broker websites instead of phoning
- 20%** buy direct from insurance provider



Linking Outdoor & Online

We asked what outdoor ads you have seen in the past week...

- 86%** Bus advertising
- 54%** Outdoor ads on the side of roads
- 32%** Digital retail advertising

Outdoor advertising seen:

- 57%** are likely to use their phone to visit the website/social media account of a brand they are interested in via
- 62%** Search engine
- 15%** Direct to site
- 6%** Search to social
- 5%** Scan QR code



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We conducted this survey with 4,263 strong work.shop.play urban audience panel during April 2022. This is just a snapshot of what our audience told us.

These insights relate to ROI respondents, results for all island or NI are also available.

Want to hear more?

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