



# Digital Retail insights Northern Ireland

To find out more about our digital retail audience and how they interact with ads on our screens we conducted a study in three of our newest centres, Fairhill, Forestside and Foyleside. Some of the key findings are summarised below.

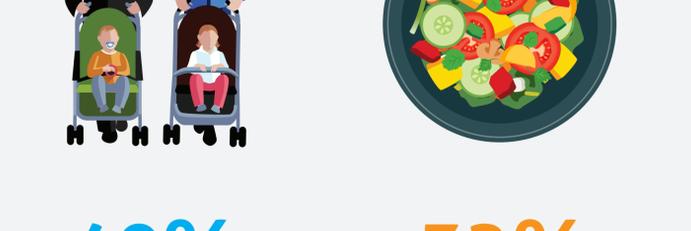
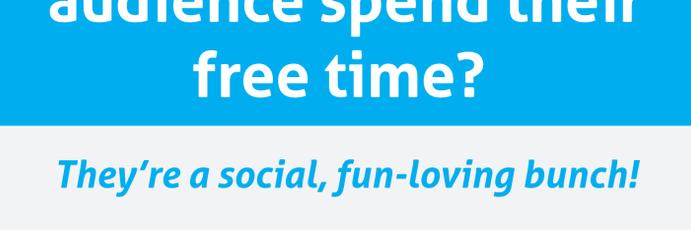
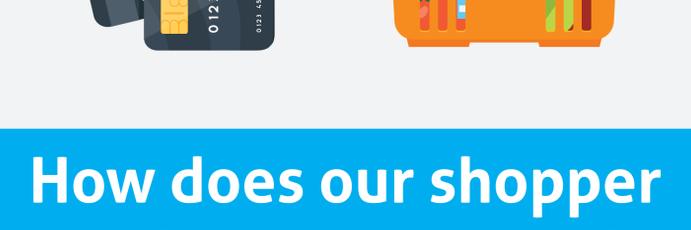
## Our Retail audience

*Young, affluent shoppers*



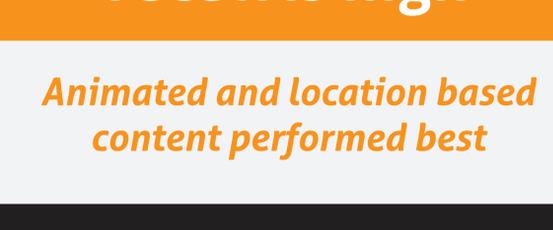
## Value of local shopping centres highlighted in research

*Destination locations with a captive audience in a shopping frame of mind*



## How does our shopper audience spend their free time?

*They're a social, fun-loving bunch!*



## What do they do when they visit their shopping centre?

*Spend time and money!*



## Advertising recall is high

*Animated and location based content performed best*

