



## 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 42%

**Female** 



58%

45% 16-44 Years



47%



73%





## shopping centres highlighted in research Destination locations with a captive audience in a shopping frame of mind

visit centre at



1 hour **Average stay** 

least once a week



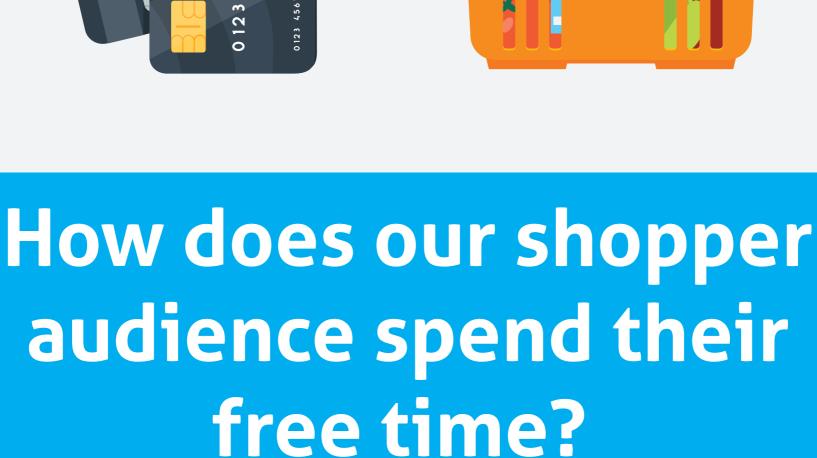




50%

**Eating out** 

Typical weekly



They're a social, fun-loving bunch!



55%

**Fashion** 

54%

Socialising



23%

Cafes &

Restaurants

Advertising

recall is high

Animated and location based

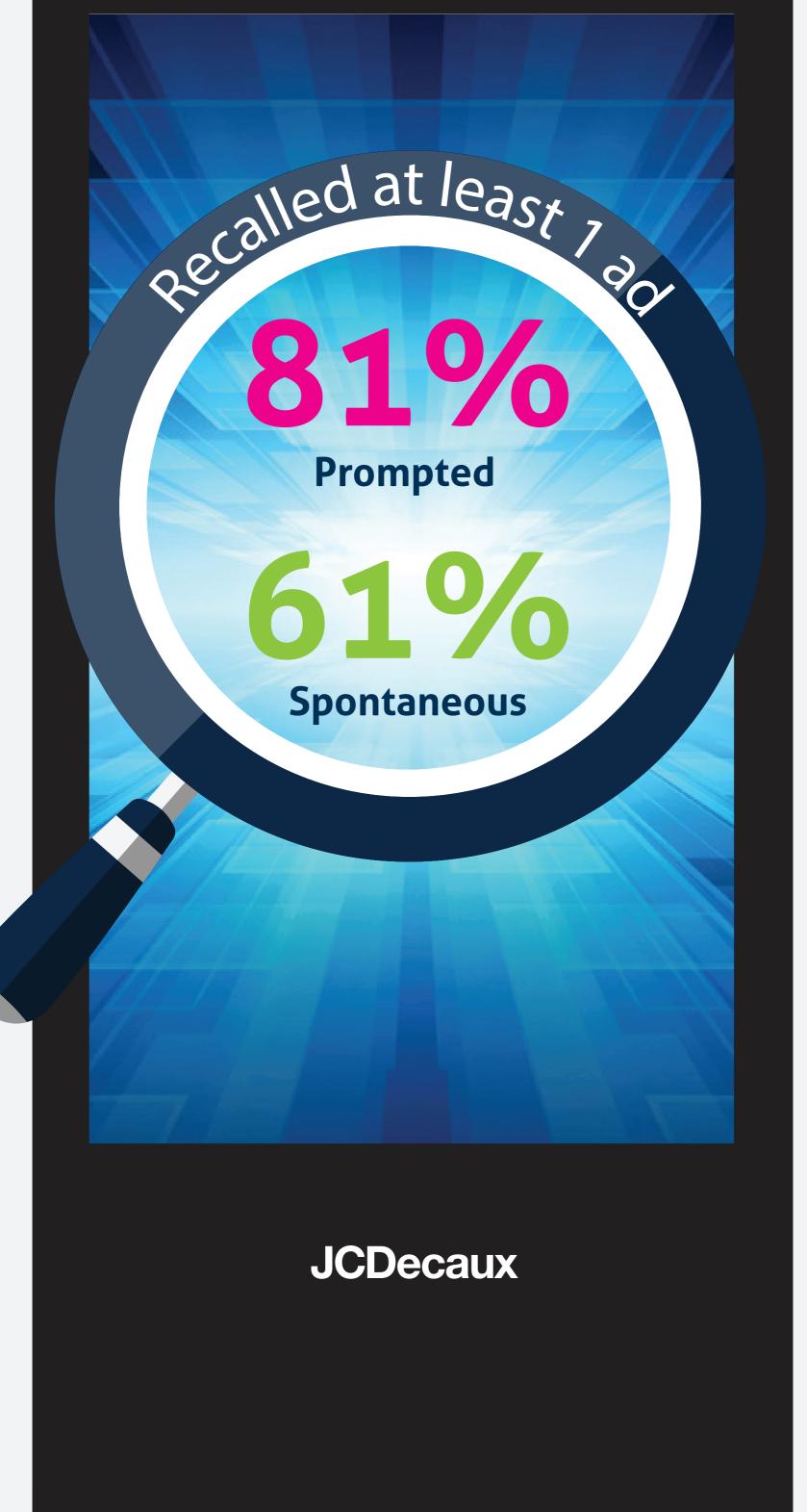
content performed best

shopping centre?

Spend time and money!

37%

**Groceries** 



Behaviour & Attitudes 2018 Methodology

Source

Behaviour & Attitudes conducted 451 face-to-face exit interviews in three shopping centres: Foyleside Shopping Centre, Derry/Londonderry; Fairhill Shopping Centre, Ballymena; and Forestside Shopping Centre, Belfast.

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