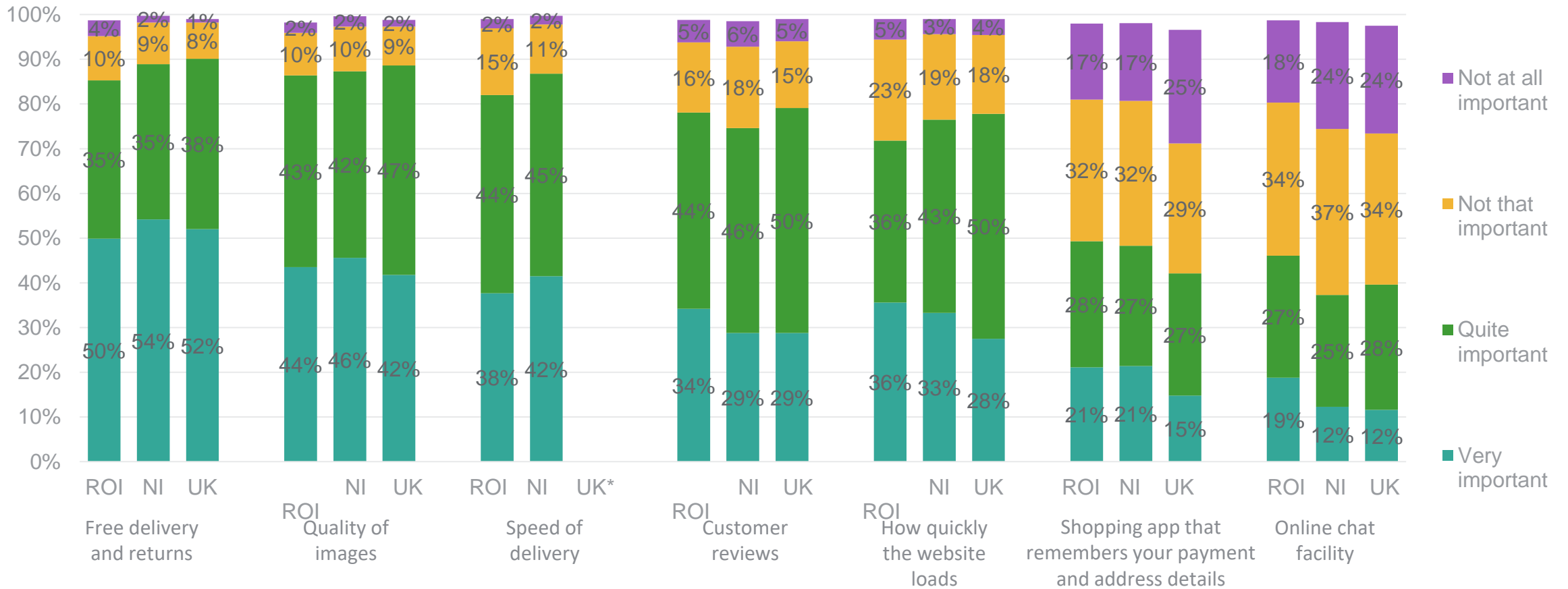


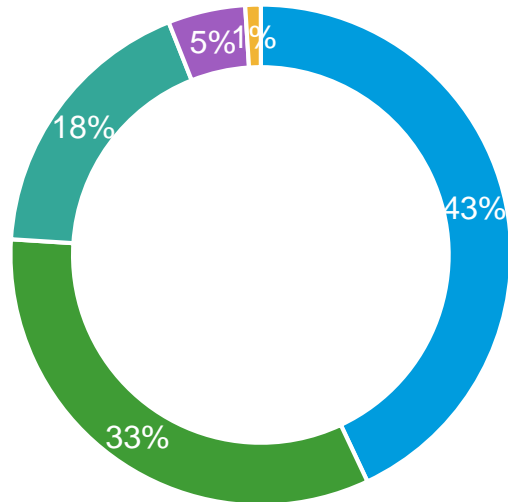
RSM SURVEY COMPARES CONSUMER SPENDING INTENTIONS ACROSS ROI, NI AND THE UK FOR 2019

When shopping online, how important are the following to you?



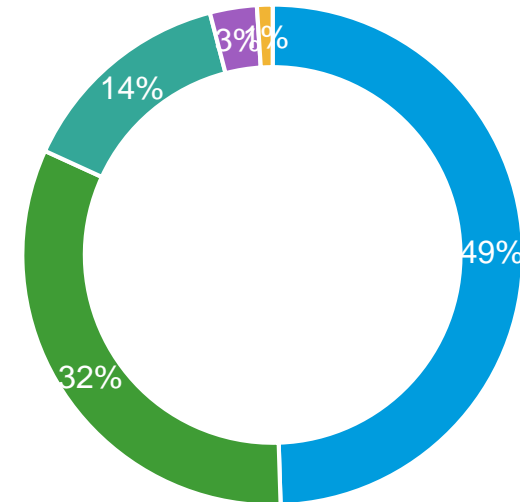
If an item is cheaper online than in store I will always buy online

ROI



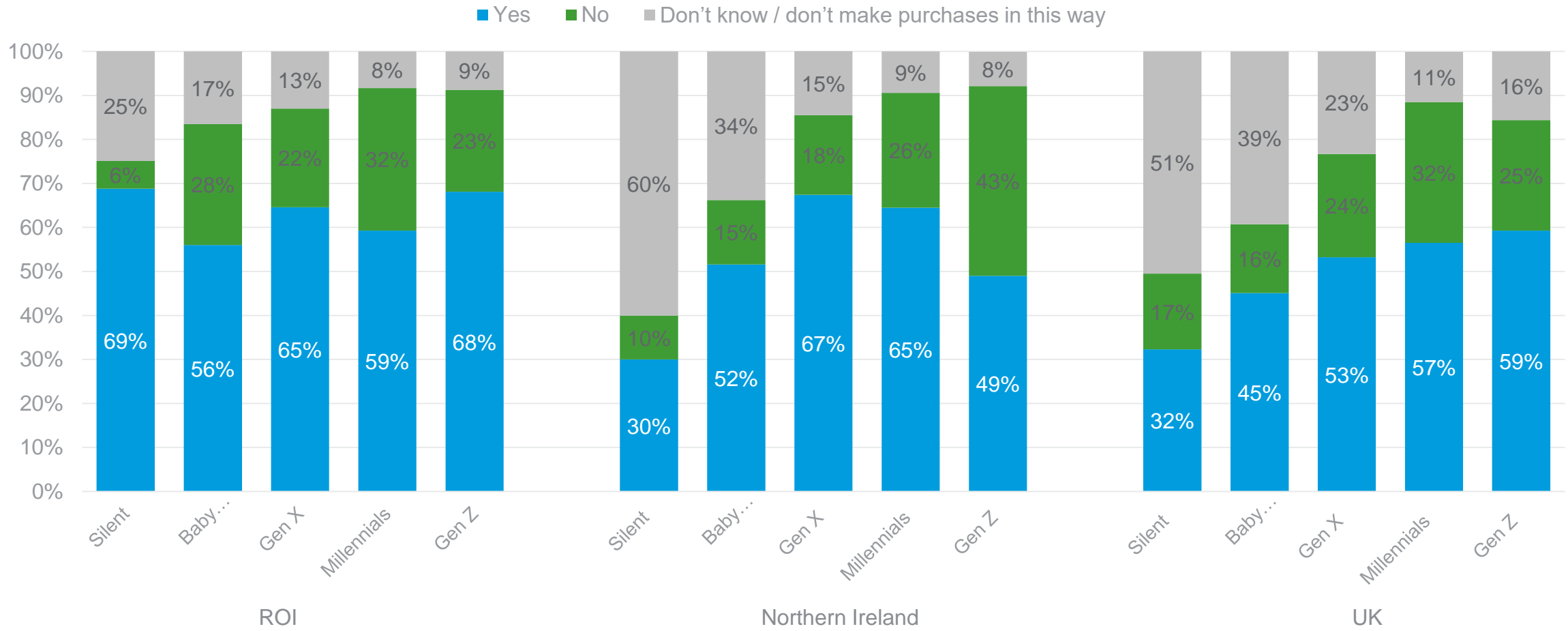
- Strongly Agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

NI



- Strongly Agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree
- Strongly disagree

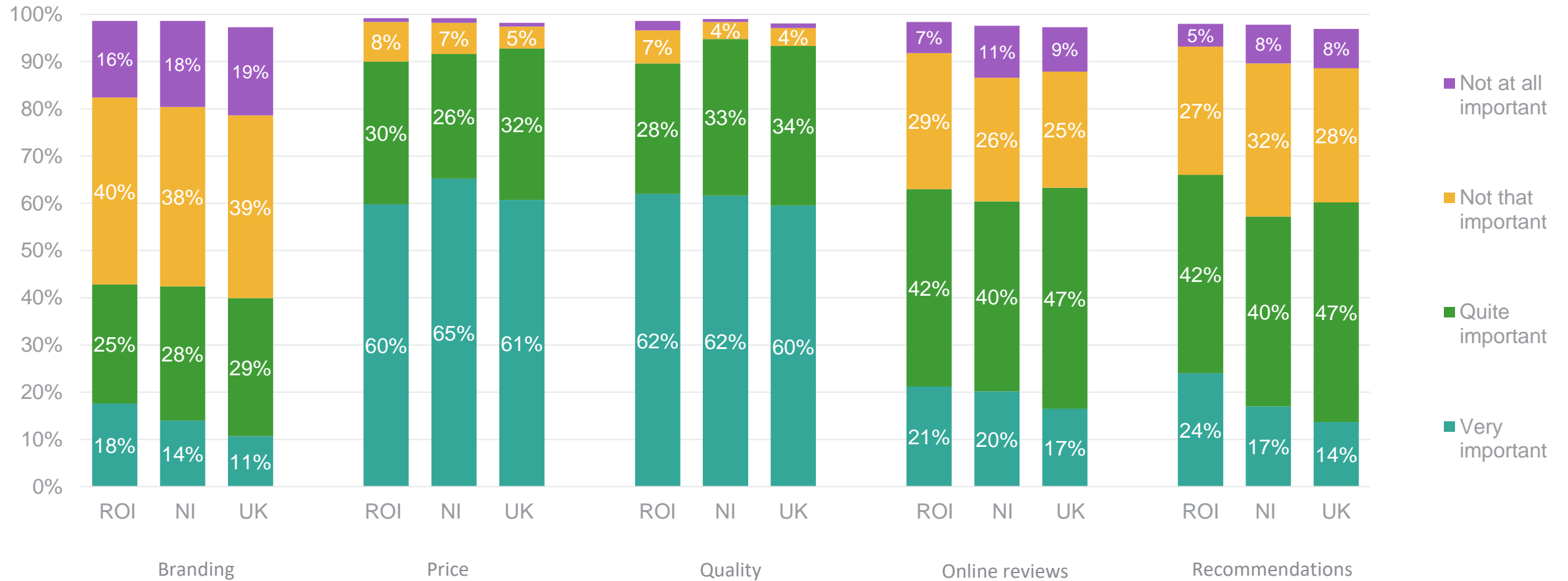
Do you consider the risk of fraud when making cashless payments for purchases in each of these ways?



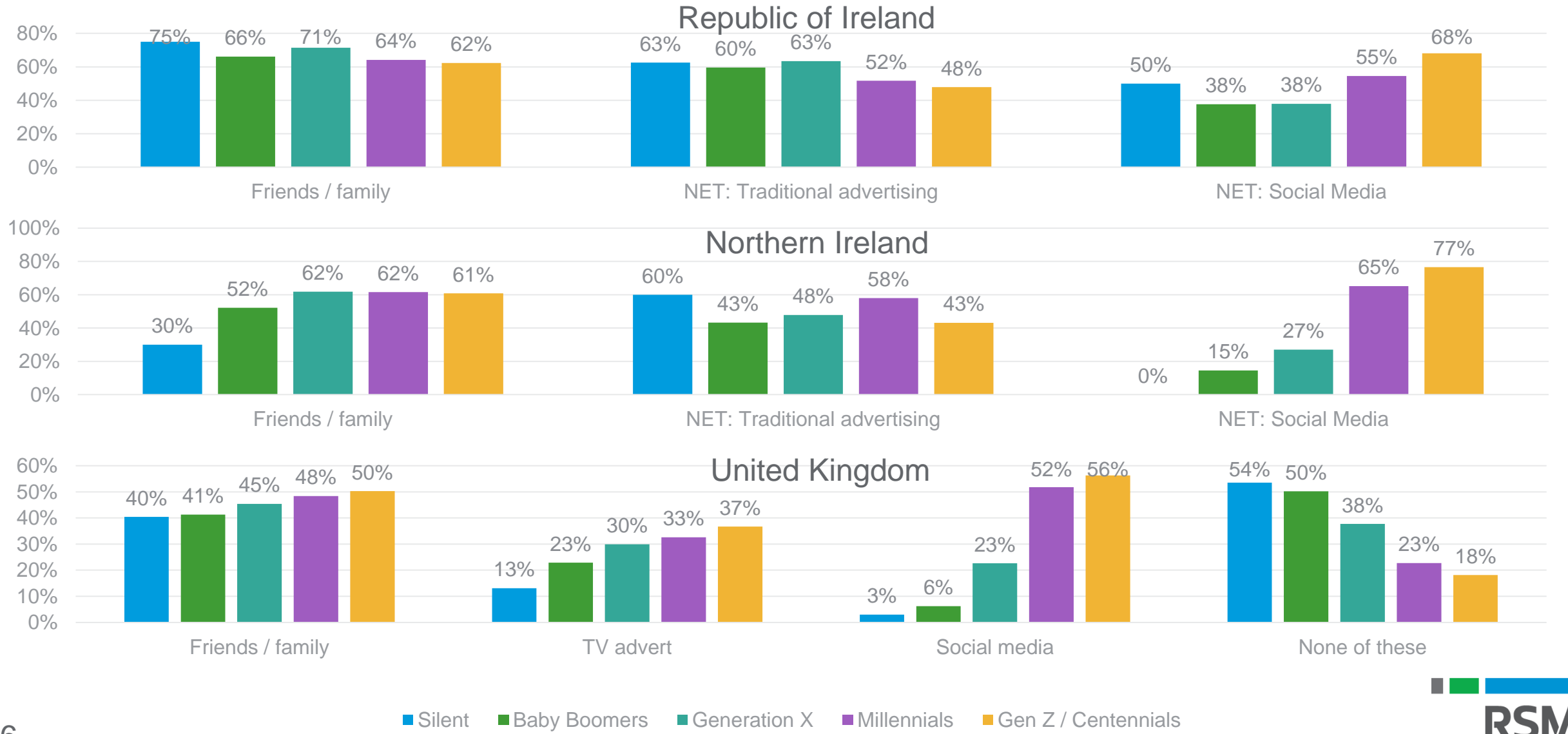
Do you consider the risk of fraud when making cashless payments for purchases in each of these ways?

	Republic of Ireland				Northern Ireland				UK			
	% purchase this way	Base <i>(rebased on those that purchase in this way)</i>	% Yes	% No	% purchase this way	Base <i>(rebased on those that purchase in this way)</i>	% Yes	% No	% purchase this way	Base <i>(rebased on those that purchase in this way)</i>	% Yes	% No
Physically in a store or restaurant	95%	473	44%	56%	92%	460	47%	53%	89%	1789	48%	52%
Computer	93%	466	71%	29%	89%	446	72%	28%	89%	1773	68%	32%
Contactless payment	87%	435	58%	42%	85%	423	64%	36%	79%	1589	62%	38%
Online via mobile or tablet	88%	439	70%	30%	81%	403	73%	27%	74%	1474	69%	31%
On the telephone	84%	419	75%	26%	80%	400	75%	25%	73%	1463	71%	29%
Apple/android pay	70%	349	57%	43%	65%	325	62%	39%	50%	993	61%	39%

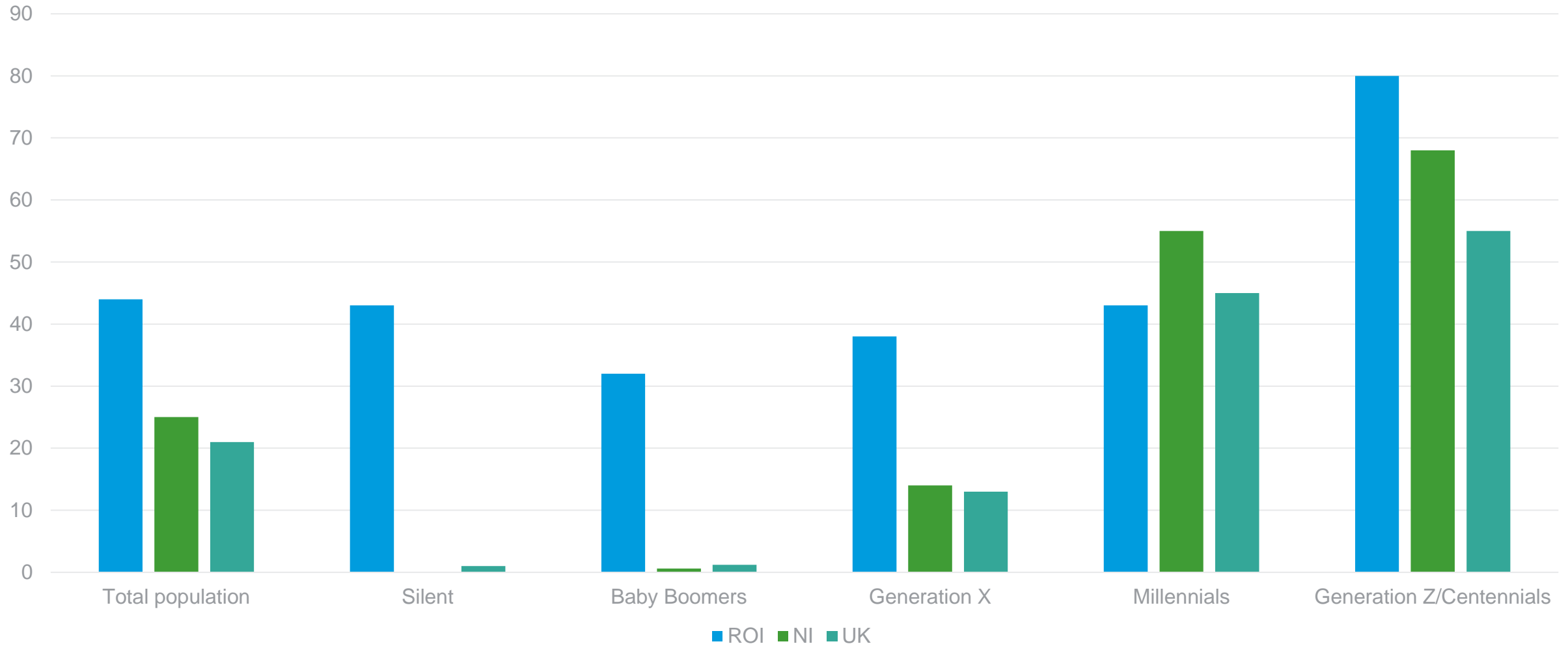
When shopping how important are each of the following to you?



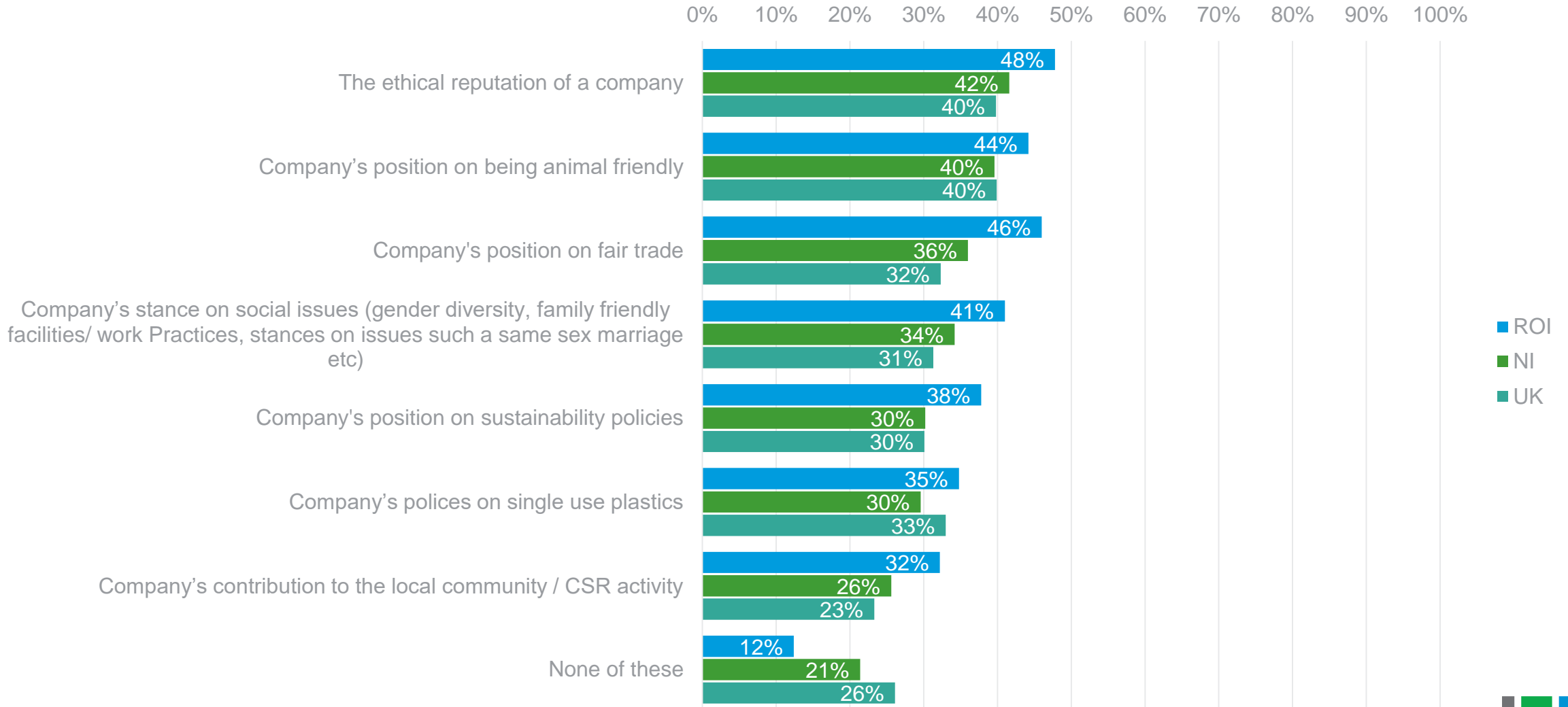
Which of these factors, if any, are important to you when you are purchasing products or experiences? - ROI



Have you ever bought a product because of an Instagram influencer, blogger or celebrity endorsement?



Which of these factors, if any, are important to you when you are purchasing products or experiences?



Which of these factors, if any, are important to you when you are purchasing products or experiences?



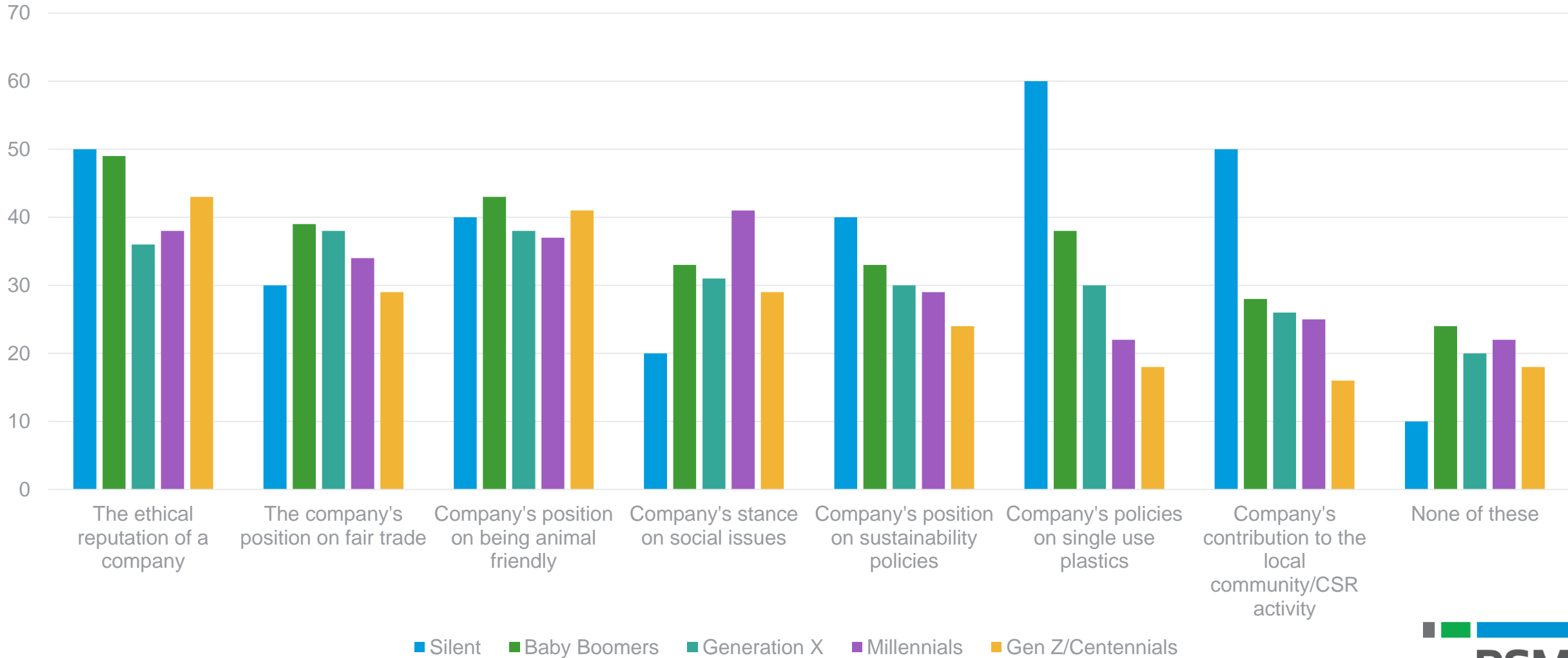
Which of these factors, if any, are important to you when you are purchasing products or experiences? - ROI

Republic of Ireland



Which of these factors, if any, are important to you when you are purchasing products or experiences? – NI

Northern Ireland

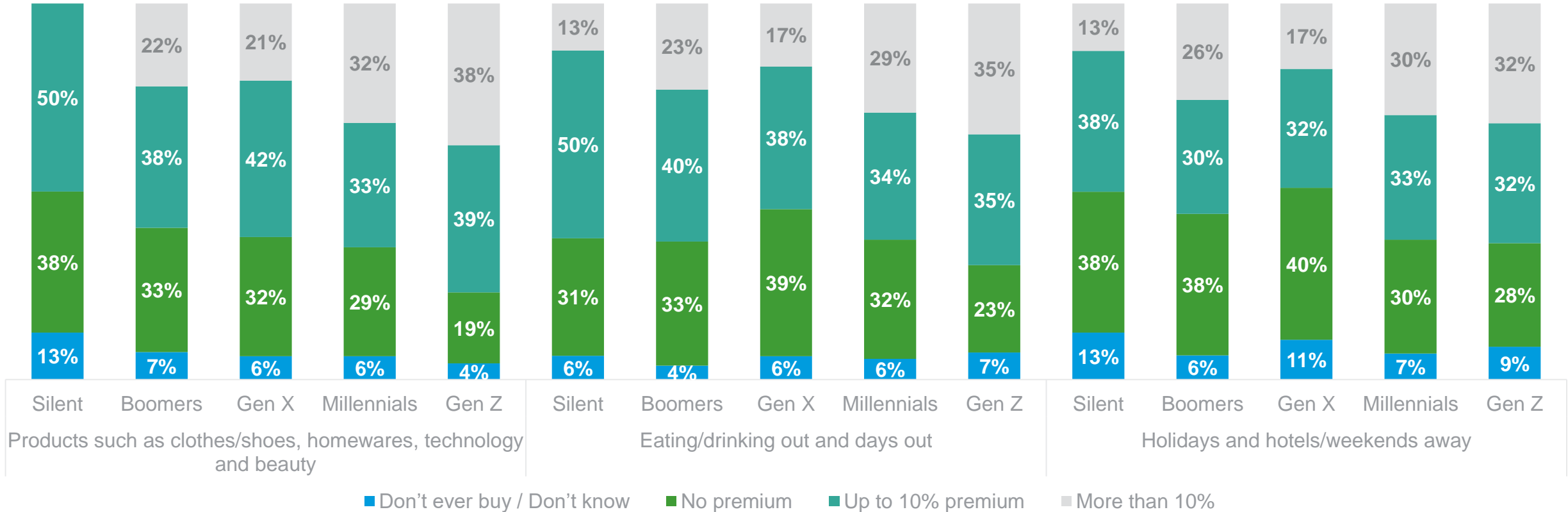


Which of these factors, if any, are important to you when you are purchasing products or experiences? – UK

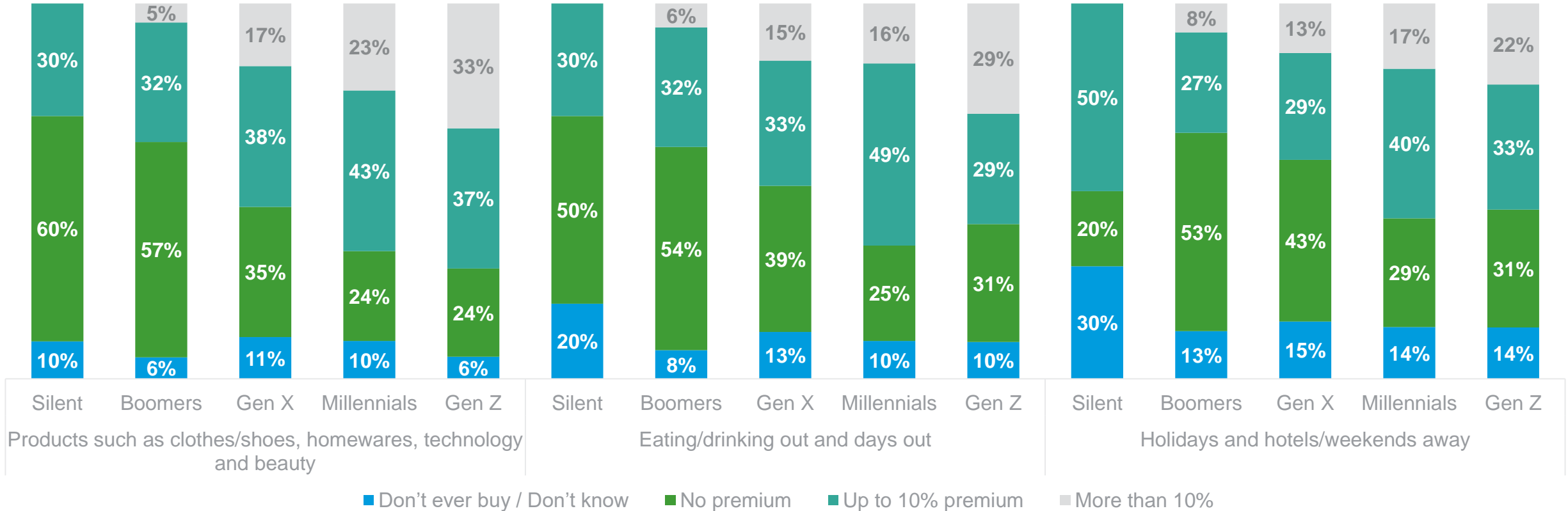
United Kingdom



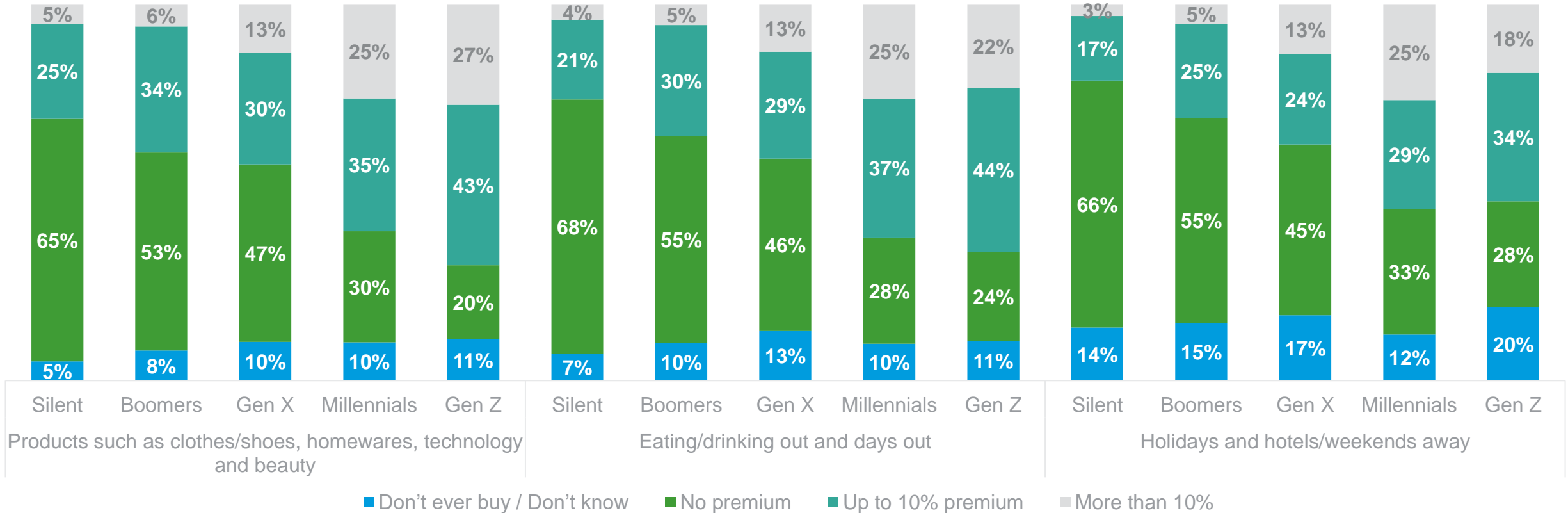
How much of a premium would you pay for ethical/environmentally responsible/fairtrade for each of these? – ROI



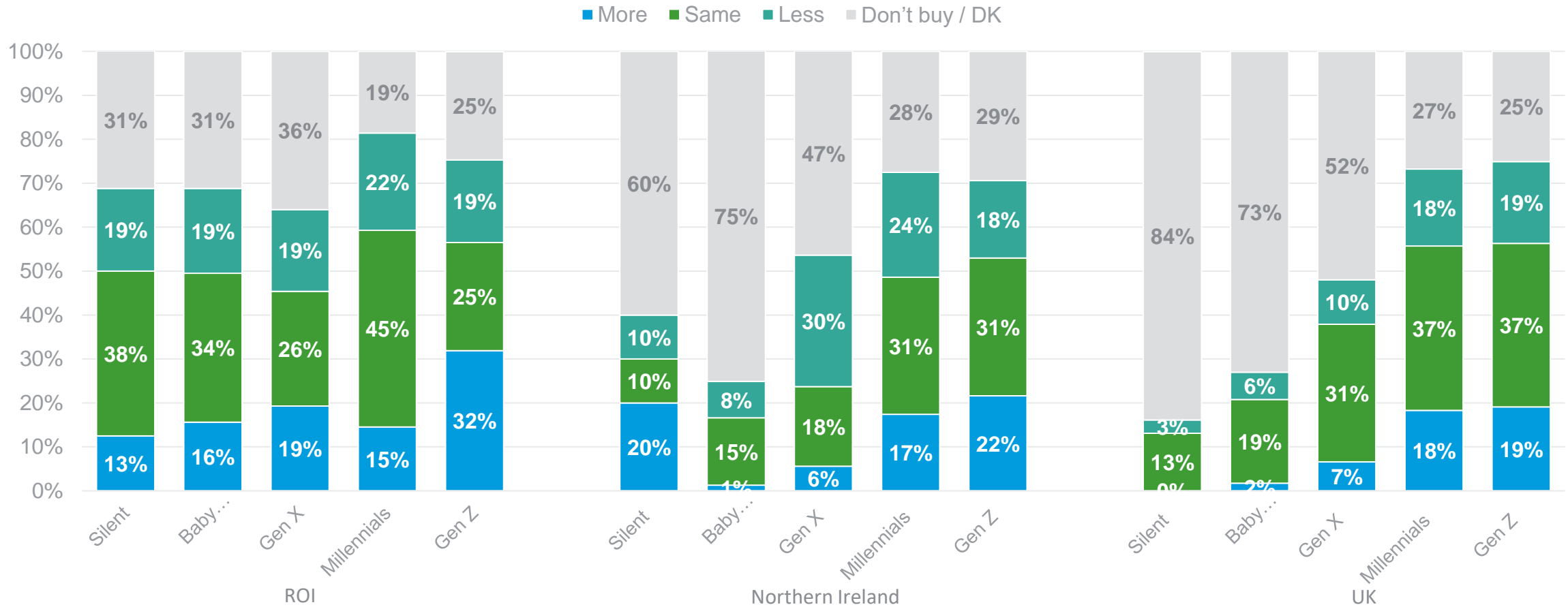
How much of a premium would you pay for ethical/environmentally responsible/fairtrade for each of these? – NI



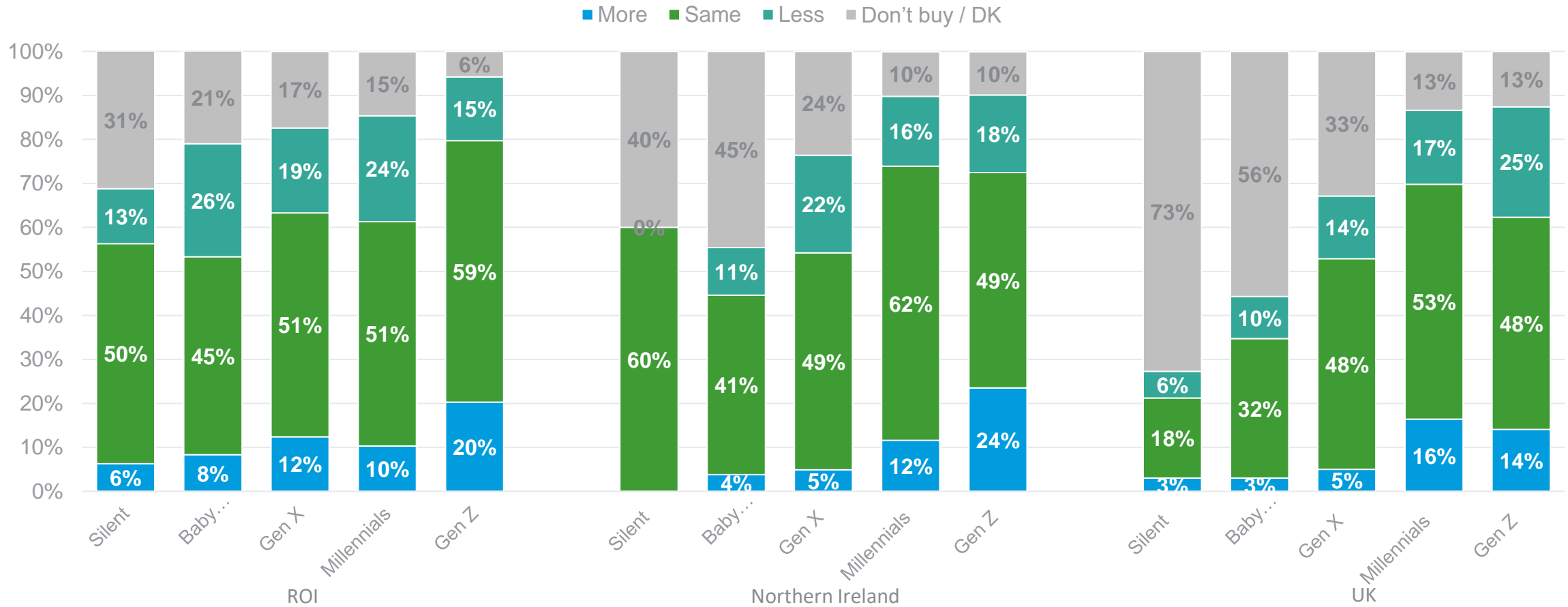
How much of a premium would you pay for ethical/environmentally responsible/fairtrade for each of these? – UK



Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following? – gym membership

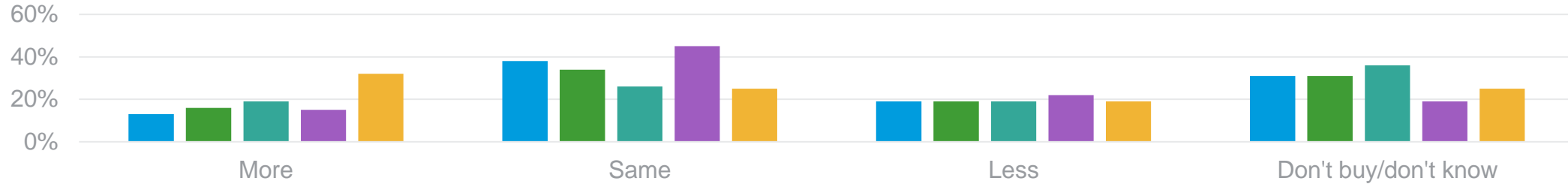


Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following? – subscription services e.g. Netflix

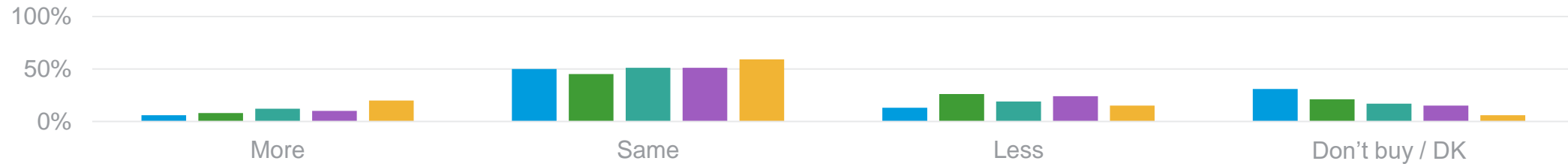


Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following?

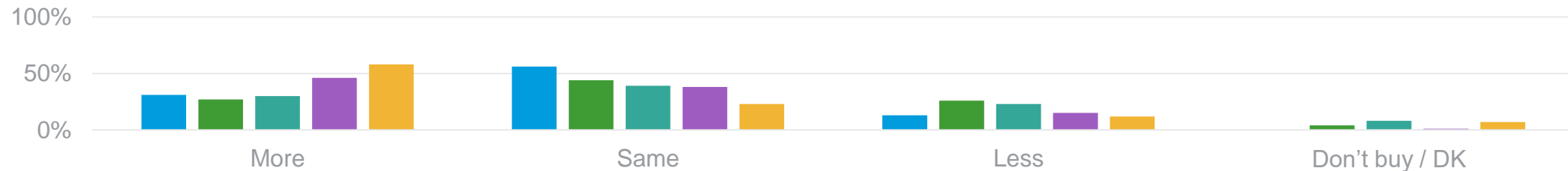
Gym membership - ROI



Subscription services like Netflix- ROI



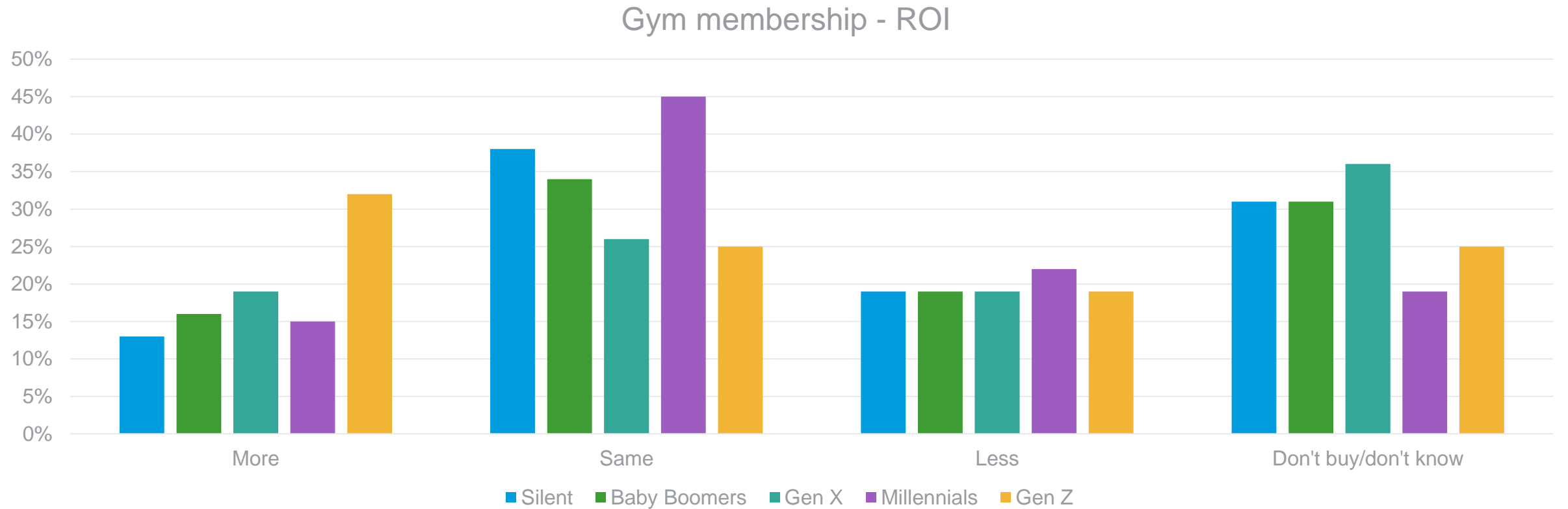
Saving - ROI



■ Silent ■ Baby Boomers ■ Gen X ■ Millennials ■ Gen Z

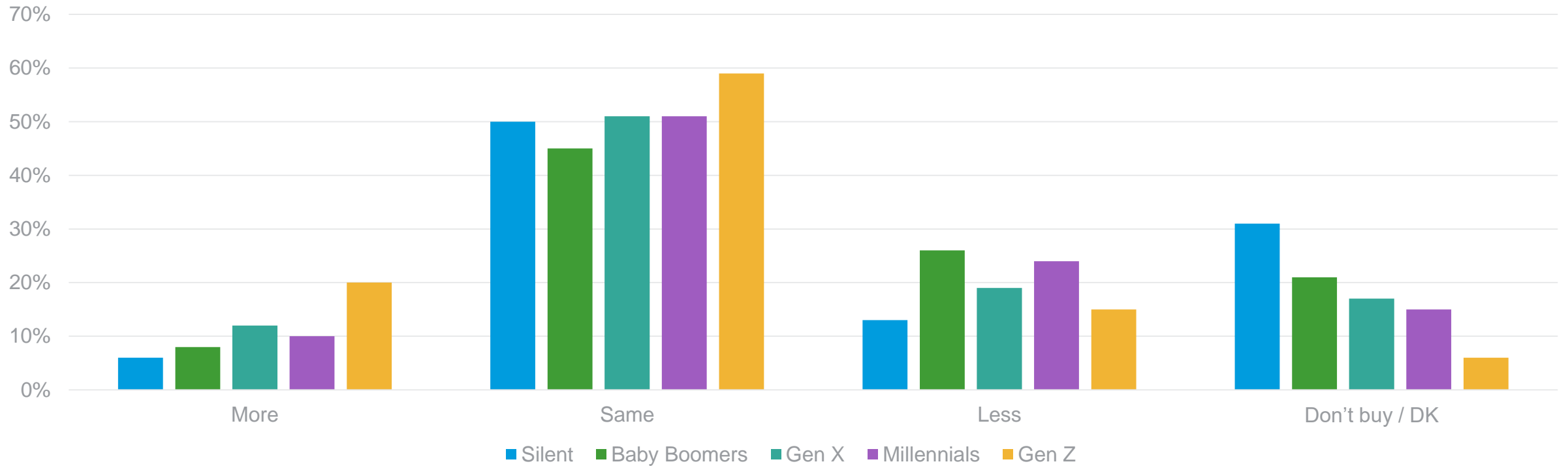


Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following?

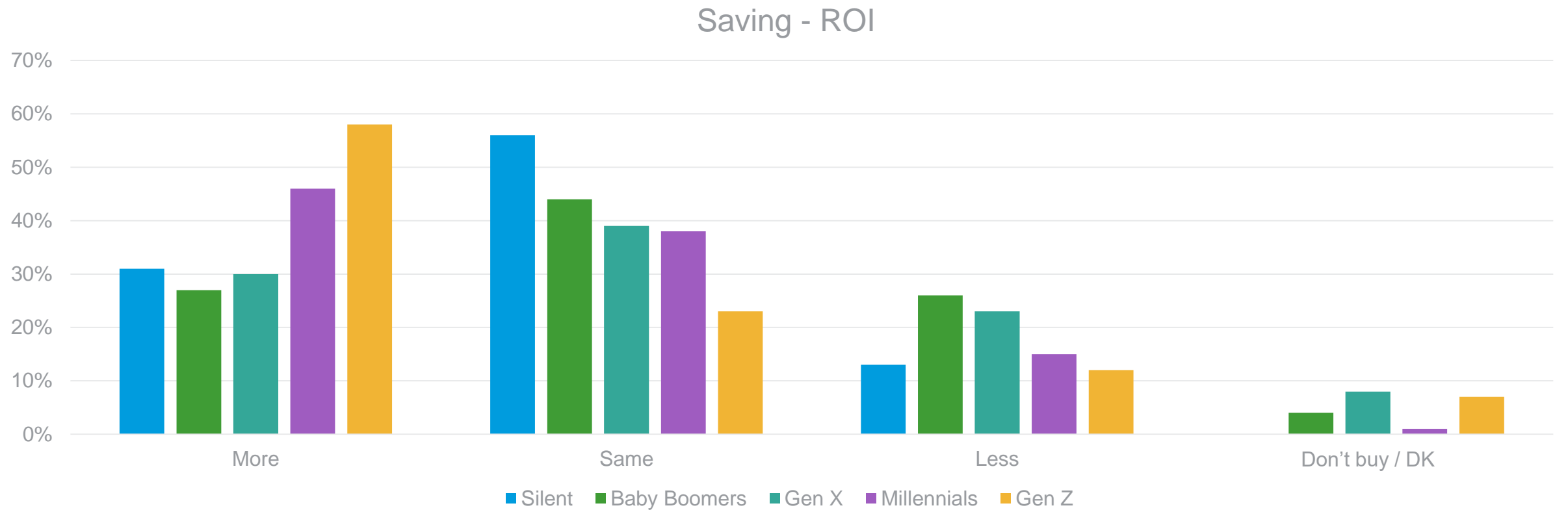


Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following?

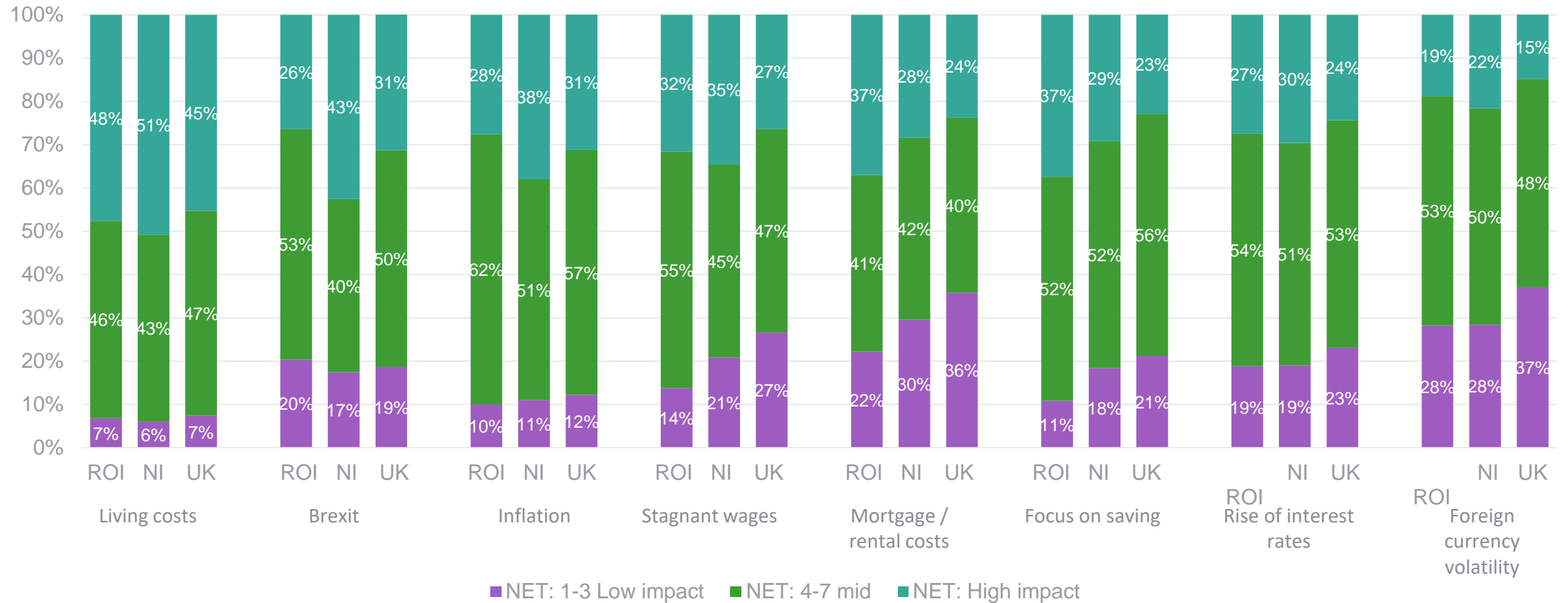
Subscription services like Netflix- ROI



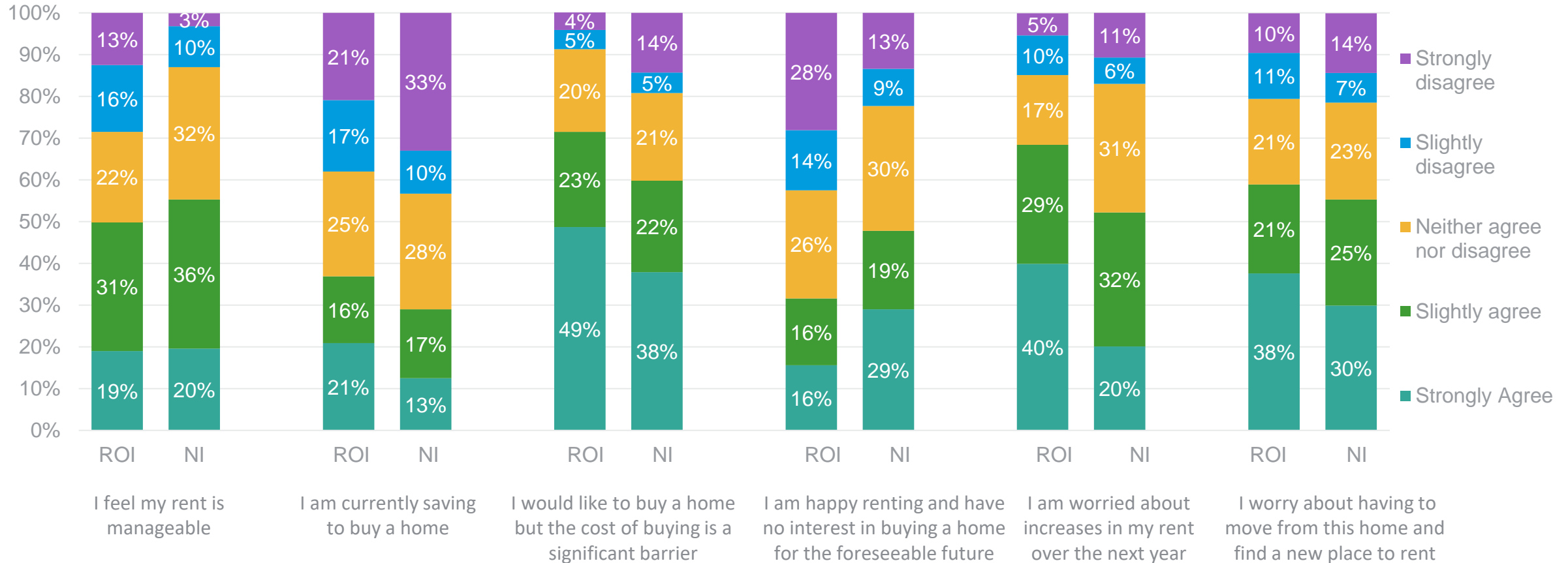
Thinking about the next 12 months, do you think you will spend more, the same or less than the last 12 months on the following?



On a scale of 1 to 10, 1 being low impact, how much do you see each of the following having an impact on your disposable income over the next 12 months?



How much do you agree, or disagree, with each of these statements? – renting a house or apartment or making financial contribution for those living with parents



How much do you agree, or disagree, with each of these statements? – own a house or apartment

