Research Report

All human Digital Pulse 2022

The current state of online shopping habits and behaviours in Ireland.

Introduction

Sarah Lachapelle, Digital Performance Principal, All human

John Mitchell, CEO, All human

Is it too early to sound the death knell for brick and mortars? Yes, for the moment. However, we are seeing some permanent and significant shifts towards eCommerce post-pandemic, which are beyond our expectations.

While eCommerce isn't new, COVID, and the subsequent lock-downs and social distancing restrictions irrevocably changed the retail landscape. Almost overnight we witnessed unprecedented levels of digital transformation as businesses rushed to digitise their operations. Ireland was no exception. By the end of 2020 new .ie registrations were up 56% from the previous year, and in 2021, the Irish eCommerce market was valued at €3.7 billion.

It is estimated that we will continue to see growth rates similar to the global average of 6% in the coming years. This is good news for businesses across Ireland.

However, what is not such good news is that so much of the spend goes to companies outside of Ireland. Research by PayPal shows that 88% of Irish consumers who shop online bought something from a website outside of Ireland over the last year. What can Irish businesses do to stop this? Start by having a better understanding of the sentiment and behaviour of the online shopper in Ireland.

Our goal with Digital Pulse 2022 is to provide information about online shopping habits and behaviours in Ireland. We collected responses from 1,000 people all across Ireland and conducted an in-depth analysis of the data.

We hope you find our study and our insights valuable and help you capture, or recapture, the Irish eCommerce market.

Sarah Lachapelle, Digital Performance Principal
John Mitchell, CEO, All human

"Our research shows that the demand for online shopping has never been greater and that many people are eager to support the local businesses they know and love. Irish retailers are known for the quality of their products, and currently there's a huge opportunity to attract more customers and grow sales – especially as consumers, both at home and abroad, seek out more choice and convenience in a post-Brexit world. However, in order to take full advantage, **it's essential that businesses fully embrace the digital commerce revolution.**"

— Joachim Goyvaerts, PayPal

Key trends in 2022

This year, All human surveyed 1,000 people in Ireland to capture the mood and behaviour of digital shoppers.

THREE KEY TRENDS

1 Frictionless Experience

People are looking for a frictionless straightforward online shopping experience.

2 Brand Reputation

Brand reputation matters as shoppers seek more of a personal connection as part of the shopping experience.

3 Social Disruption

With the evolution of social commerce, the online marketplace is growing beyond Google and traditional search platforms.

From the data we collected, a picture is emerging of a new paradigm where the shopping experience is transforming into a **social and collaborative transaction**. One where consumers look to their social channels, their friends, and family for information and inspiration.

We are seeing a dramatic **shift away from Google** and traditional search engine behaviour. This should sound alarm bells for those brands not actively promoting themselves on platforms such as Instagram, Facebook, and TikTok. While currently, these platforms attract a younger audience, these are the consumers who will dictate brand relevance in the coming years.

Overwhelmingly people are shopping on their mobile phones which further emphasises the on-demand nature and instant gratification pressure pushing brands towards the **24/7, always-on phenomenon**.

Selected findings

From our research, we know that underestimating the online shopper is a colossal mistake.

The All human Digital Pulse 2022 report offers brands invaluable and timely business insights and guidance for future planning and strategies throughout the year.

65%
have increased the frequency of their shopping online since the pandemic

89%
of whom plan to continue this increase post pandemic

9/10
consumers will continue to shop online

Price, Returns & Next-day Delivery
are the biggest factors that contribute to making a purchase

14%
are very happy with the level of online customer service

Pop-ups, Custom Fees & Unclear Returns Policy
are biggest blockers to a purchase

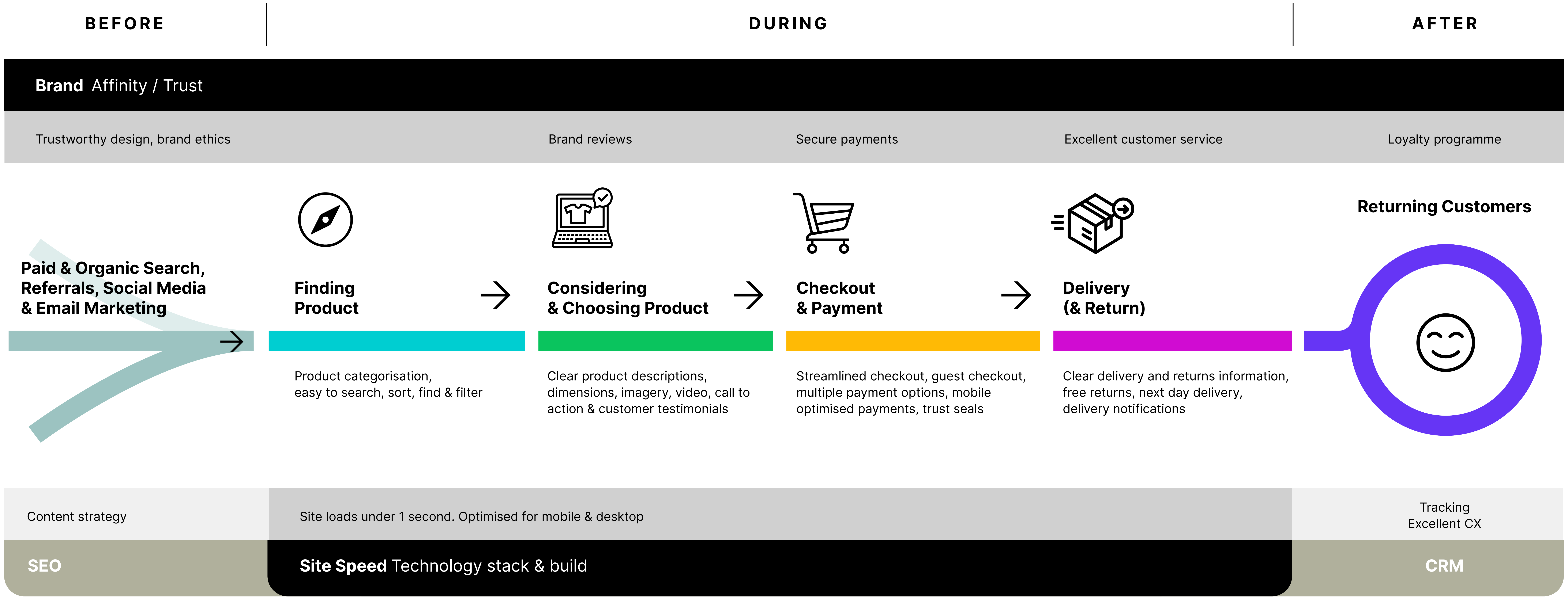
57%
have bought a product/ service from a social platform

58%
consider the enviromental/ sustainability and ethical impact of shipping

Total customer experience

The customer journey is a multifaceted process that encompasses various touchpoints and technologies. From search engine optimisation (SEO) and site speed through to delivery and return processes, there are many opportunities for brands to influence the customer experience.

This survey honed in on specific steps in the online shopping experience.



Trend 1

Frictionless digital shopping experiences will be the winners

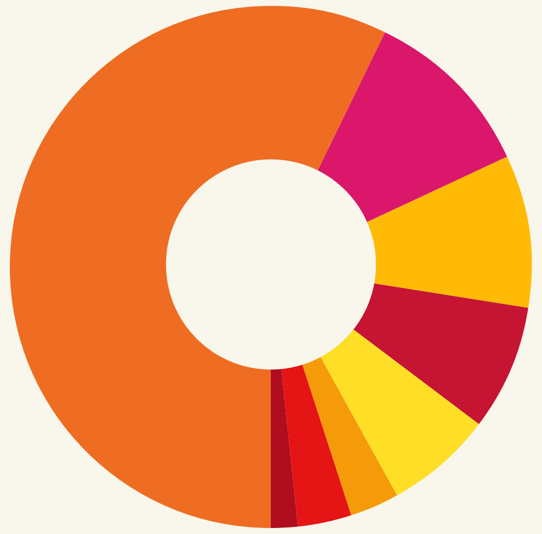
"If you think good design is expensive, you should look at the cost of bad design".

— Dr. Ralf Speth
CEO, Jaguar Land Rover

After price, online shoppers value service the most

Online shopping is a very process-driven experience. In the absence of a salesperson assisting the buyer at each step of the journey, there is a buying process that is prescribed by the website or app that directs the transaction.

What our data reveals is that online shoppers want this experience to be seamless, with minimal interruptions, that all elements from delivery to returning an item are transparent, and any directions are easy to understand.



Q20. When purchasing online, which, if any, of the following contribute most to your decision? Please select the factor that carries the most weight:

Price	**57.38%**
Ease of returns	10.78%
Next day delivery promise	9.56%
Online customer service	7.73%
Brand awareness	6.51%
Website / app design	3.26%
Digital experience with the brand	3.26%
None of the above	1.53%

According to consumers in Ireland the following factors are priorities in their purchase decision:

Price	**57%**
Ease of returns	**11%**
Next day delivery promise	**10%**
Online customer service	**8%**

After price, the areas that impact a buying decision present brands with a considerable opportunity to implement measures that ensure customers enjoy a satisfying experience. Brands must be **upfront and clear** about their returns policy and inform buyers when they can expect to receive their purchase.

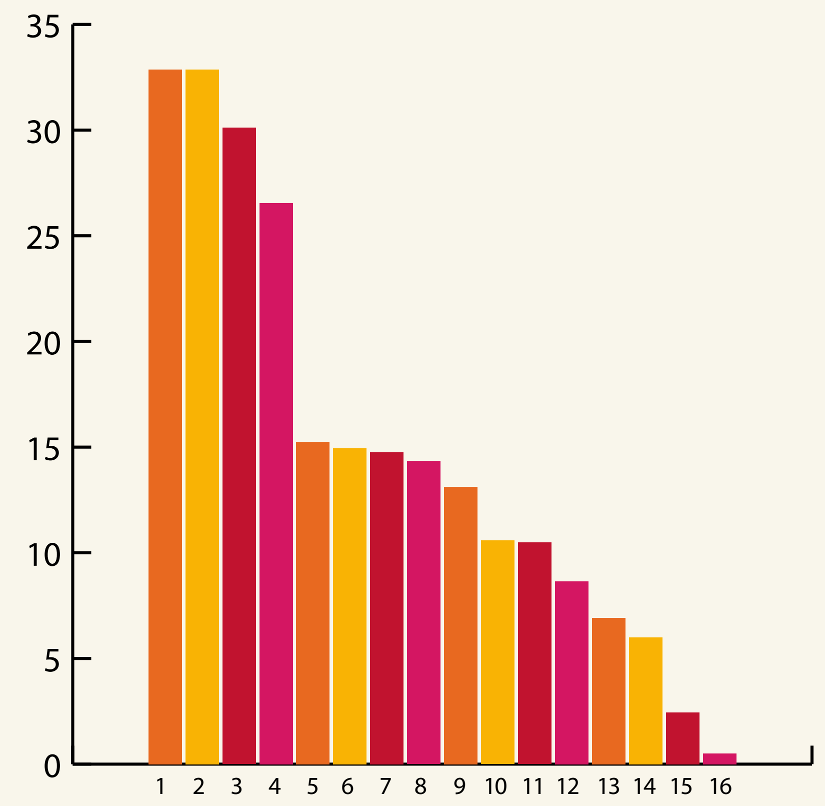
Transparency is key for online shoppers

Consumers want an accessible purchasing process. The overlap between the factors contributing to purchase and what prevents one is stark. The message, though, is quite clear consumers want clarity around when they can expect their purchases, how much it will cost to get them and how easy it will be to return items.

The top irritants are:

Pop-ups	**33%**
Sites with unclear customer charges e.g. pricing, taxation or shipping	**33%**
Unclear returns process	**30%**
Vague delivery/fulfilment timelines	**27%**
Poor mobile experience	**15%**

Pop-ups disrupt and irritate most of us. Ideally, remove and look for more integrated design solutions that don't require a pop-up.



Q4. What, if anything, is your biggest frustration with online shopping? Tick up to 3

1	Pop-ups	32.86%
2	Site with unclear customer charges e.g. pricing, taxation or shipping	32.86%
3	Unclear returns process	30.11%
4	Vague delivery / fulfilment timelines	26.55%
5	Poor mobile experience	15.26%
6	No guest check-out option	14.95%
7	Lack of security	14.75%
8	Sites that have no search function	14.34%
9	Privacy / cookie settings	13.12%
10	Complex navigation	10.58%
11	Lack of peer reviews e.g. Trustpilot	10.48%
12	Chat / AI tools	8.65%
13	Marketing preferences	6.92%
14	I don't have any particular frustrations	6.00%
15	Other - please specify	2.44%
16	Not sure	0.51%

Tips to eliminate online shopping irritants

1. State upfront what costs will be and how consumers can pay. As a result of Brexit, Irish consumers now face additional import tax on products ordered from the UK. In many cases, this has increased the number of companies looking for suppliers in the European Union

2. State in easy-to-understand language what a customer can expect if they want to return a purchase. Conduct an audit to understand the reasons for returns and look to resolve those issues to maximise customer loyalty

3. Clearly state your delivery costs (in particular free delivery thresholds), and delivery timelines, preferably in the header of your site, on product detail pages, in the cart, and throughout checkout

4. 67% of respondents conduct their online shopping using their mobile phone. It is imperative to adopt a mobile-first design approach

Make online customer service a key differentiator

Despite a general satisfaction with the level of online customer service, there is ample opportunity for brands to examine how they are providing online shoppers with optimal assistance.

Current levels of online customer service fail to impress

Although, overall, 63% of consumers are satisfied with the current level of customer service provided when purchasing online, **only 14% are very happy.**

—

When asked how brands could improve their online customer service, respondents told us:

Chatbot/Instant Messaging/live chat	**24%**
Visible accessible user reviews	**20%**
More videos or demonstrations	**17%**
FAQ section	**13%**

Are chatbots/AI tools the key to better online customer service?

We asked respondents, do digital tools such as chatbots/AI agents create good or a bad customer experience when purchasing online?

Said chatbots created a good experience	**41%**

—

While many brands have already introduced these digital tools, the response is mixed and depends on the demographic:

Of the 55+ cohort have used a chatbot	**80%**
16 to 24-year-olds found it a positive experience	**47%**

Tips to improve online customer service

- If the target audience is older, add FAQs, videos and user reviews
- If the target is a younger audience, add a chatbot/messaging/live chat platform. Leverage social media to engage with customers
- Get a list of the most frequently asked questions from the Customer Support team, and add content that addresses each issue to your site and social channels
- Show customer reviews and key product features on your product pages to help in the decision-making process and reduce the need to contact customer service
- Have service agents for customers to speak directly with a staff member. Or set up a WhatsApp messaging system

Shoppers respond positively to personalisation

Q26. Do you ever make additional purchases online based on the recommendations and/or promotions selected for you?

Yes, often	17.19%
Yes, sometimes	**54.02%**
No	25.43%
I never see recommendations and/or promotions selected for me	3.36%

Thanks in huge part to Amazon and Netflix, we are all familiar with the concept of personalisation and the idea that a supplier has carefully selected items they believe match the individual's preferences. These recommendations contribute towards the buying journey as shoppers respond positively to the perception of personal service.

71%

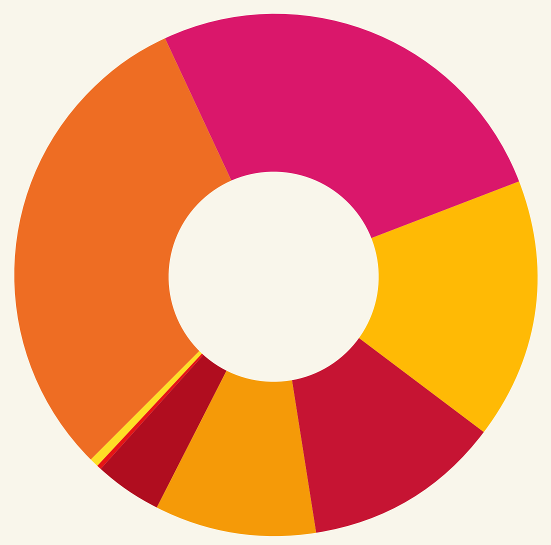
of respondents say they make additional purchases based on the recommendations or promotions selected for them.

76%

of 16 to 24-year-olds make additional purchases based on the recommendations or promotions selected for them, whereas 52% of the 55+ group do.

> "Having personalised recommendations on your eCommerce shop is essential if your target audience includes under 25s"
>
> — Sarah Lachapelle, Digital Performance Principal, All human

Offering multiple payment methods increases sales



Q11. What, if anything is your preferred method of payment usually when purchasing online? Tick one

PayPal	**30.62%**
Debit card	26.14%
Revolut	16.28%
Credit card	12.21%
Apple pay	9.77%
Google pay	4.27%
No preference	0.41%
Other - please specify	0.31%

How we exchange goods and services has come a long way from when we bartered with skulls and salt. Today's online shopper values choice when it comes to how they will pay. Brands that limit the payment options face unhappy customers and cart abandonment.

> "People want to have a frictionless commerce experience at the point when they want to transact. And that's not just at the point-of-sale; it's across the entire experience."
>
> — Bob Cortopassi
> President, Global Payments Integrate

Tips on how to convert buyers at checkout

1. Know your customer base. Different demographics have differing preferences:
   - 16 to 24-year-olds are as likely to use Apple Pay (21%), Debit card (21%), PayPal (19%) or Revolut (19%)
   - 45+ year-olds are highly likely to use PayPal over other methods

2.
   - Offer a guest checkout option - being able to checkout without creating an account encourages peopleto complete the action
   - Limit the amount of steps to complete the checkout transaction
   - Add trust seals to demonstrate that payment is secure

Trend 2

Online, brand reputation matters more than ever

"A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another."

— Seth Godin

Online shoppers favour brands they trust

Capturing and becoming synonymous with an industry sector or product is the goal of most brands. (Think Hoover for vacuum cleaner). Ideally, a brand wants to be associated with values that match its mission statement.

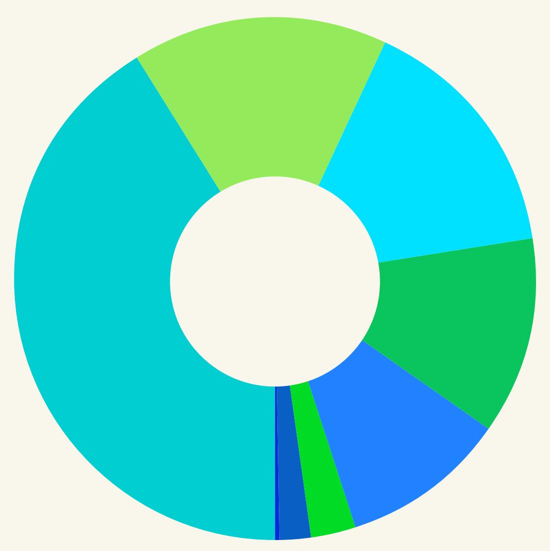
However, establishing this reputation takes time and effort. Online it also takes offering user-generated content, especially reviews, and highlighting your environmental social and governance (ESG) efforts.

94%

of consumers will read content such as reviews and guides before making an online purchase or subscription. It is evident that consumers both value and appreciate this type of content when deciding on a purchase.

92%

of those who read such content said online reviews impacted their purchasing decisions. It is not an understatement to say that online reviews can make or break your company's success.



Q17. When considering a product or service online, what, if any, content do you find most valuable?

Reviews from other customers	**41.30%**
Videos showing the product/ service in use	15.77%
Images of the product	15.67%
Third party reviews- Trustpilot etc	12.21%
Existing customers' content	10.27%
No particular content	2.75%
Company blog	1.93%
Other, please specify	0.10%

Tips on how to leverage user-generated content to boost performance

- Invest time and resources into gathering customer reviews and adding them to your site.
- In addition to user-generated content, create videos and add multiple product images to your site.
- Keep the target audience in focus:
  - For 16 to 24-year-olds customer reviews (29%), product images (23%) and video (19%) hold almost equal importance compared to other age groups.
  - 25+ year-olds value reviews from other customers above all else

Online shoppers are very active and vocal consumers

Elements of the collaborative aspect of online shopping are demonstrated in the propensity for buyers to leave a review and express their opinions about a product or service.

Q9. Have you contributed a review of a product or service that you purchased online?

Yes	**72.27%**
No	27.73%

72%

of consumers have left a review of a product or service that they had purchased online. Most consumers will leave a review via the site they purchased from.

Of the 72% that replied yes, here is a breakdown of their responses.

On the site you purchased it from	**36%**
Facebook	**34%**
Instagram	**32%**
TikTok	**18%**
YouTube	**13%**
Twitter	**9%**

Tips to increase customer engagement by demographic

1. Women are more likely to leave a review on the site they purchased from (41% vs. 29%) or Instagram (36% vs. 27%)
2. While men are more likely to leave a review on Youtube (22% vs. 6%) or Twitter (14% vs. 4%)
3. 35 to 44-year-olds have a higher preference for Facebook (49%), especially compared to 16 to 24-year-olds (17%)
4. 45 to 54-year-olds have a higher preference for Instagram (46%), especially compared to 55+ year olds (11%)
5. Unsurprisingly 16 to 24-year-olds were more likely to review on TikTok (29%) than any other age group

Online shoppers are concerned about the wider impact of shipping

Q18. To what extent do you agree or disagree with the following statement: I consider the environmental/sustainability/ethical impact of shipping when making a purchase online.

Strongly agree	16.07%
Somewhat agree	**42.22%**
Neither agree nor disagree	28.28%
Somewhat disagree	9.16%
Strongly agree	4.27%

Issues like sustainability and environmental impact resonate with buyers in Ireland:

58%

of respondents consider the environmental, sustainability and ethical impact of shipping when making a purchase online.

78%

of those who do consider the impact, research where the item is being shipped from.

"Plenty of brands have been built on the back of their sustainability efforts. TOMS Shoes comes to mind, with its positive environmental practices and the strong social impact it has by donating shoes to those in need for every pair sold. For other brands, a sustainability policy may not be as in-your-face as that, but a good policy can often be the difference between a client selecting you over a competitor."

— Scott Schoeneberger
Bluewater Technologies Group, Inc

Tips for how brands can use their sustainability initiatives to align with consumer values

This is the ideal opportunity to promote the brand's ESG efforts and initiatives. Showcase what steps you are taking to reduce carbon footprints and highlight on your site the location of warehouses, your employment ethos, your environmental impact statement, and last mile shipping policies.

Consider taking the following actions:

1. Offer a delivery option that offsets the carbon footprint
2. Businesses in Ireland can maximise their location and speak directly to the advantages of buying local and reducing carbon emissions
3. Online organisations can also highlight employment protection policies or relevant statements

Brands must take a stance around social issues

Q21. How often, if ever, do you consider a brand's social activism and philosophy before making a purchase?

Always	7.20%
Often	14.70%
Sometimes	**34.40%**
Rarely	25.90%
Never	14.60%
Not applicable	3.20%

56% claim to consider a brand's social activism and philosophy before making a purchase. However, only 7% do so always.

Online shoppers in Ireland are checking to see whether a brand is active around social issues, making it clear that brands must actively participate in social discourse to resonate and connect with their customers.

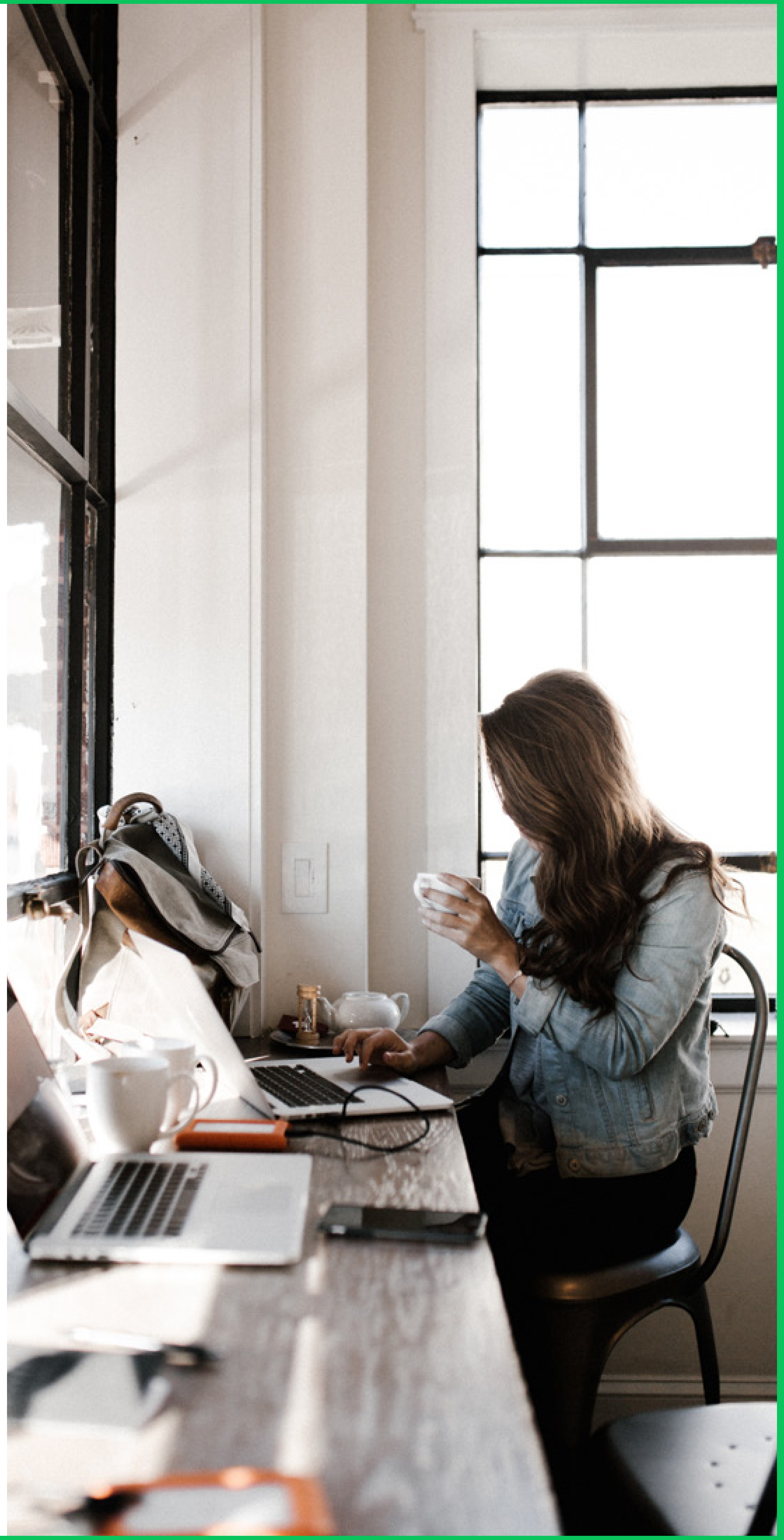
41%

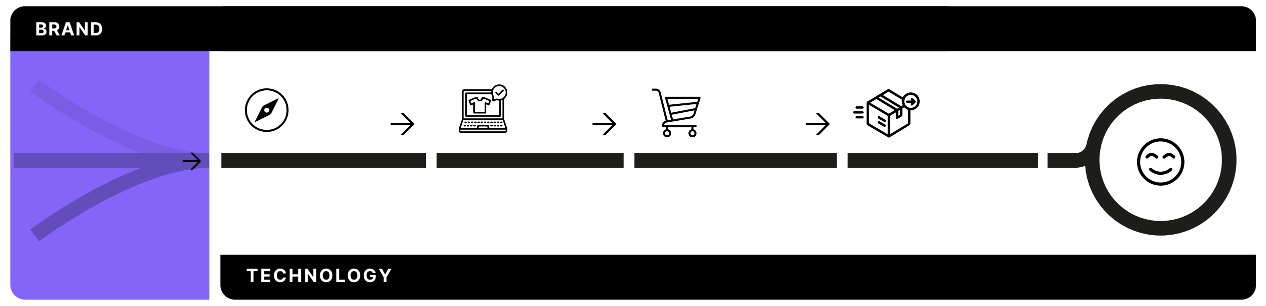
of online shoppers conduct their own research when it comes to a brand's social activism.

From the brand's website	32%
From the brand's social media channels	32%
Do not educate themselves in any way	15%

"There are lots of ways to connect your customer to your brand's values. Offer your consumers a way to donate to certain charities at the checkout stage and use your social media platform to highlight causes that align with your company's values and mission."

— Niamh Healy-Moore, UX Principal, All human





Trend 3

Social is evolving and market is expanding

"It's word of mouth on steroids."

— Sandie Hawkins, GM, TikTok
(when talking about the impact of social commerce)

Social media is threatening Google's dominance

"Just Google it" has become so embedded in our conversations that it is now part of the modern lexicon. And while Google's dominance on the web is unlikely to end anytime soon, it's time to recognize there are some **new kids on the block.**

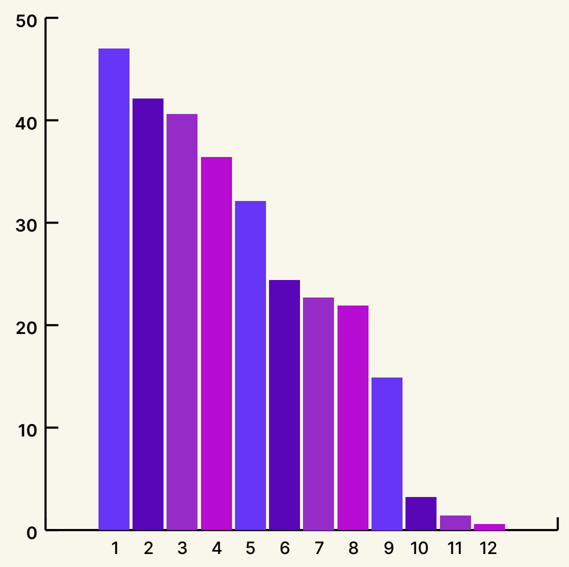
As shoppers move online, several interesting trends are coming to the forefront. Just as people globally share videos, people are also sharing shopping advice and making it a collaborative effort. The unstoppable force that is **social media has infiltrated both search and shopping.** The power of user-generated content continues to rocket as people look to the experience and opinions of others before making a purchase.

"In our studies, something like almost 40% of young people, when they're looking for a place for lunch, they don't go to Google Maps or Search. They go to TikTok or Instagram."

— Prabhakar Raghavan, Senior Vice President, Google*

*Based on internal research | Source: TechCrunch

Social platforms are the new shopping centres



Q6. How or where, if anywhere, do you find out about new products /services in general?

1 Google search	**47%**
2 Instagram	42%
3 Family / friend referral	41%
4 Word of mouth	36%
5 TikTok	32%
6 Brand familiarity	24%
7 YouTube	23%
8 Independent research	22%
9 Marketing alerts	15%
10 No particular place	3%
11 Other - please specify	1%
12 Not sure	0.60%

57%

of consumers in Ireland have bought a product/ service from a social platform

Top 5 social media platforms for online purchases are:

Instagram	**53%**
Facebook	42%
TikTok	27%
YouTube	13%
Twitter	2%

The trend is even more prevalent in the younger demographic. Two-thirds of shoppers (67%) aged between 16-24 have bought a product from a social platform.

"While Google is still very much a go-to source, Instagram and TikTok are growing exponentially as search engines. These platforms present a big opportunity for brands given their potential for developing and building a new customer base. Retailers can gain greatly from TikTok's impressive algorithm and its large market for young people in terms of product promotion and boosting brand awareness."

— Fergal Lawler,
Experience Design Director, All human

Target your customer base by meeting them on the relevant platform

1. Women are more likely to purchase on Instagram (65% vs. 38%)
2. Men are more likely to purchase on YouTube (22% vs. 7%) or Twitter (10% vs. 1%)
3. 35 to 55+ year-olds have a higher preference for Facebook (over 50%)
4. 16 to 24-year-olds have a higher preference for TikTok (47%) and YouTube (19%)
5. 55+ year-olds also have a similar preference for YouTube (18%) to 16 to 24-year-olds

Brands can benefit from online shopper interest in becoming influencers

Brands implement several policies to promote and build customer loyalty from club cards and discounted prices to invite-only events.

However, having customers serve as brand ambassadors is almost like finding the holy grail, and for some organisations will drive awareness and ultimately sales.

Q28. Have you ever considered becoming a customer advocate/influencer and acting as a champion or spokesperson for that brand's products or services?

Yes	**34.90%**
No	65.10%

What our survey shows is that there is an appetite, albeit somewhat small, for representing a brand.

35%

considered becoming a customer advocate or influencer.

47%

of those aged 16-24 having considered becoming an influencer. This cohort is the most active on social media and has great exposure to such influencers, so there is a very real business potential here.

Tips on how to attract brand champions

While there is reluctance among Irish consumers to become an influencer, there is still opportunity.

1. Businesses should evaluate potential candidates and approach them to see if they would consider becoming social brand ambassadors. As most people don't know what's involved or how to begin, the business must establish a clear roadmap and set goals around expectations for both the brand and the influencer
2. Deliver a seamless frictionless journey from your social media platforms to your site
3. Build specific landing pages to direct social media traffic, giving visitors a tailored, distraction-free experience of your product or service. Facebook, LinkedIn, or Instagram ads can all be directed to different landing pages with creative, enticing and witty content that speaks directly to your customer or demographic

A brand's online shopping experience will determine its future

The importance of delivering a consistent experience across all your channels is borne out by industry consultant Gartner who claims that by 2025, organisations offering a unified commerce experience by frictionlessly moving customers through journeys will see at least a 20% uplift in total revenue.

In the longer term, brands must also stay alert and informed about nascent trends such as direct-to-the-customer (D2C) and the use of virtual reality (VR) and augmented reality (AR) for enhancing the digital shopping experience. In the immediate future, the rising cost of living and the ongoing war in Ukraine will impact how much consumers have to spend and, therefore, where they will shop. What will separate the wheat from the chaff, the winners from the losers, will be determined by how customer-centric a brand's digital strategy is and how successfully they continue to deliver an online shopping experience that meets consumer expectations.

> "Online shoppers should be wowed by a digital shopping experience that lets them place an order, get product help, confirm a package delivery or process a return with ease. Efficient, personalised customer service will motivate customers to return again and again."
>
> — Forbes

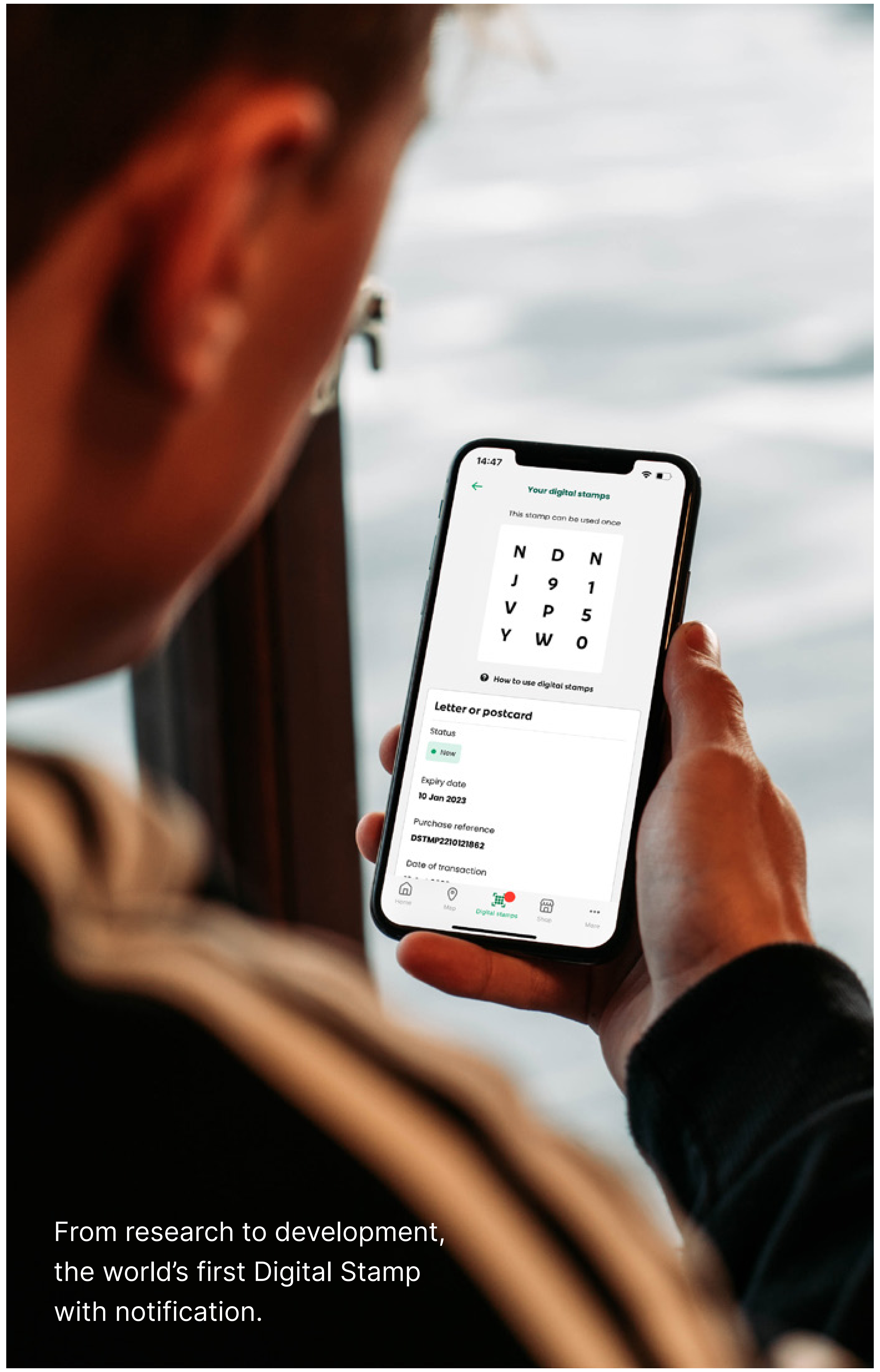
About All human

We create experiences that people love

All human is an award-winning end-to-end digital agency. We are a team of experienced designers, developers, business analysts, digital strategists, and market researchers who all share a passion for understanding human behaviour and creating experiences that people love.

As the digital performance experts, we are recognised for conducting extensive research and analysis into how people behave online. We apply these insights to optimise the digital customer experience, convert interest into action, accelerate business growth, and increase revenues.

Organisations we partner with include An Post, for whom we recently created the Digital Stamp, Fáilte Ireland, Irish Life Group, Bank of Ireland, Irish Rail and Bord Bía.



From research to development, the world's first Digital Stamp with notification.

Survey Methodology

In June 2022, All human commissioned a proprietary survey conducted on its behalf by international market research consultancy Censuswide. A total sample of 1,000 nationwide consumers was achieved with quotas set on gender, age, social class and region to achieve a sample aligned with the national population. The survey distribution date commenced on the 15th of June 2022 and concluded on the 22nd of June 2022.

Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

Age breakdown of the 1000 survey respondents

16-24	288
25-34	250
35-44	281
45-55	145
55+	96

Appendix

Q1. Has the frequency of your online shopping increased or decreased since the pandemic started?

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	1000			470		530		228		250		281		145		96		129		557		260		54		123		560		148		106		63
Increased	64.90%	649	59.15%	278	70.00%	371	74.12%	169	69.60%	174	65.12%	183	54.48%	79	45.83%	44	62.79%	81	67.15%	374	62.69%	163	57.41%	31	62.60%	77	66.61%	373	63.51%	94	55.66%	59	73.02%	46
Decreased	10.70%	107	8.72%	41	12.45%	66	10.09%	23	12.40%	31	10.68%	30	11.03%	16	7.29%	7	12.40%	16	9.52%	53	11.92%	31	12.96%	7	11.38%	14	9.46%	53	13.51%	20	14.15%	15	7.94%	5
Stayed the same	22.70%	227	29.57%	139	16.60%	88	12.72%	29	17.20%	43	23.13%	65	33.79%	49	42.71%	41	23.26%	30	21.90%	122	23.46%	61	25.93%	14	23.58%	29	22.50%	126	20.95%	31	27.36%	29	19.05%	12
I have never done online shopping	1.70%	17	2.55%	12	0.94%	5	3.07%	7	0.80%	2	1.07%	3	0.69%	1	4.17%	4	1.55%	2	1.44%	8	1.92%	5	3.70%	2	2.44%	3	1.43%	8	2.03%	3	2.83%	3	0.00%	0

Q2. If it increased, do you expect this increase to continue or stop post-pandemic?

*Those whose online shopping increased since the pandemic started

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	649			278		371		169		174		183		79		44		81		374		163		31		77		373		94		59		46
Continue (Net)	89.37%	580	88.13%	245	90.30%	335	85.21%	144	92.53%	161	90.71%	166	89.87%	71	86.36%	38	93.83%	76	87.97%	329	91.41%	149	83.87%	26	92.21%	71	87.67%	327	95.74%	90	86.44%	51	89.13%	41
Continue significantly	22.80%	148	25.54%	71	20.75%	77	25.44%	43	22.99%	40	22.95%	42	21.52%	17	13.64%	6	27.16%	22	22.73%	85	23.93%	39	6.45%	2	27.27%	21	21.98%	82	24.47%	23	22.03%	13	19.57%	9
Continue somewhat	66.56%	432	62.59%	174	69.54%	258	59.76%	101	69.54%	121	67.76%	124	68.35%	54	72.73%	32	66.67%	54	65.24%	244	67.48%	110	77.42%	24	64.94%	50	65.68%	245	71.28%	67	64.41%	38	69.57%	32
Stop	6.63%	43	7.91%	22	5.66%	21	9.47%	16	4.60%	8	6.01%	11	7.59%	6	4.55%	2	3.70%	3	7.49%	28	5.52%	9	9.68%	3	6.49%	5	7.77%	29	2.13%	2	6.78%	4	6.52%	3
Not sure	4.01%	26	3.96%	11	4.04%	15	5.33%	9	2.87%	5	3.28%	6	2.53%	2	9.09%	4	2.47%	2	4.55%	17	3.07%	5	6.45%	2	1.30%	1	4.56%	17	2.13%	2	6.78%	4	4.35%	2

Q3. If you expect this increase to stop, what, if anything is the reason for that? Tick all that apply

*Those whose online shopping increased since the pandemic started

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	43			22		21		16		8		11		6		2		3		28		9		3		5		29		2		4		3
I don't have enough money to shop online	39.53%	17	27.27%	6	52.38%	11	12.50%	2	62.50%	5	45.45%	5	66.67%	4	50.00%	1	33.33%	1	39.29%	11	55.56%	5	0.00%	0	80.00%	4	31.03%	9	50.00%	1	25.00%	1	66.67%	2
I returned to brick and mortar stores	37.21%	16	36.36%	8	38.10%	8	25.00%	4	37.50%	3	45.45%	5	50.00%	3	50.00%	1	0.00%	0	35.71%	10	33.33%	3	100.00%	3	20.00%	1	41.38%	12	0.00%	0	25.00%	1	66.67%	2
I don't like online shopping	18.60%	8	22.73%	5	14.29%	3	31.25%	5	12.50%	1	0.00%	0	0.00%	0	100.00%	2	33.33%	1	17.86%	5	11.11%	1	33.33%	1	0.00%	0	20.69%	6	50.00%	1	25.00%	1	0.00%	0
I don't have enough time to shop online	16.28%	7	27.27%	6	4.76%	1	31.25%	5	0.00%	0	9.09%	1	0.00%	0	50.00%	1	33.33%	1	17.86%	5	11.11%	1	0.00%	0	0.00%	0	20.69%	6	0.00%	0	25.00%	1	0.00%	0
No particular reason	6.98%	3	9.09%	2	4.76%	1	12.50%	2	0.00%	0	9.09%	1	0.00%	0	0.00%	0	0.00%	0	7.14%	2	11.11%	1	0.00%	0	0.00%	0	6.90%	2	0.00%	0	25.00%	1	0.00%	0
Not sure	2.33%	1	4.55%	1	0.00%	0	6.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	3.57%	1	0.00%	0	0.00%	0	0.00%	0	3.45%	1	0.00%	0	0.00%	0	0.00%	0
Other, please specify	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

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Q4. What, if anything, is your biggest frustration with online shopping? Tick up to 3

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Pop Ups	32.86%	323	33.19%	152	32.57%	171	27.60%	61	34.27%	85	30.94%	86	37.50%	54	40.22%	37	35.43%	45	32.60%	179	31.76%	81	34.62%	18	25.00%	30	33.33%	184	32.41%	47	36.89%	38	38.10%	24
Sites with unclear customer charges e.g. pricing, taxation or shipping	32.86%	323	27.73%	127	37.33%	196	34.39%	76	32.66%	81	28.78%	80	36.81%	53	35.87%	33	28.35%	36	34.61%	190	29.02%	74	44.23%	23	26.67%	32	34.60%	191	31.03%	45	33.98%	35	31.75%	20
Unclear returns process	30.11%	296	25.33%	116	34.29%	180	28.96%	64	29.84%	74	33.45%	93	31.25%	45	21.74%	20	29.92%	38	28.78%	158	32.16%	82	34.62%	18	32.50%	39	29.53%	163	30.34%	44	29.13%	30	31.75%	20
Vague Delivery / fulfilment timelines	26.55%	261	24.67%	113	28.19%	148	24.43%	54	25.81%	64	29.50%	82	23.61%	34	29.35%	27	26.77%	34	28.05%	154	22.35%	57	30.77%	16	22.50%	27	28.80%	159	27.59%	40	24.27%	25	15.87%	10
Poor mobile experience	15.26%	150	16.81%	77	13.90%	73	19.46%	43	18.95%	47	13.67%	38	11.81%	17	5.43%	5	16.54%	21	14.94%	82	15.69%	40	13.46%	7	14.17%	17	15.76%	87	13.79%	20	11.65%	12	22.22%	14
No guest check-out option	14.95%	147	13.32%	61	16.38%	86	14.93%	33	12.50%	31	16.19%	45	13.89%	20	19.57%	18	8.66%	11	17.12%	94	14.90%	38	7.69%	4	15.00%	18	15.58%	86	10.34%	15	16.50%	17	17.46%	11
Lack of security	14.75%	145	18.12%	83	11.81%	62	12.22%	27	12.50%	31	12.59%	35	21.53%	31	22.83%	21	11.02%	14	15.48%	85	12.55%	32	26.92%	14	15.83%	19	15.76%	87	11.72%	17	14.56%	15	11.11%	7
Sites that have no search function	14.34%	141	16.59%	76	12.38%	65	15.84%	35	15.73%	39	12.95%	36	13.19%	19	13.04%	12	12.60%	16	14.75%	81	14.90%	38	11.54%	6	17.50%	21	14.67%	81	13.10%	19	14.56%	15	7.94%	5
Privacy/cookie settings	13.12%	129	13.32%	61	12.95%	68	11.76%	26	12.90%	32	13.31%	37	13.19%	19	16.30%	15	14.96%	19	12.75%	70	12.16%	31	17.31%	9	17.50%	21	13.04%	72	13.79%	20	7.77%	8	12.70%	8
Complex navigation	10.58%	104	11.57%	53	9.71%	51	11.76%	26	9.27%	23	10.79%	30	8.33%	12	14.13%	13	7.87%	10	11.29%	62	11.37%	29	5.77%	3	13.33%	16	11.05%	61	7.59%	11	12.62%	13	4.76%	3
Lack of peer reviews e.g. Trustpilot	10.48%	103	8.30%	38	12.38%	65	15.38%	34	11.29%	28	7.91%	22	7.64%	11	8.70%	8	11.02%	14	10.56%	58	10.20%	26	9.62%	5	8.33%	10	11.23%	62	9.66%	14	7.77%	8	14.29%	9
Chat / AI tools	8.65%	85	11.57%	53	6.10%	32	9.05%	20	8.47%	21	8.63%	24	8.33%	12	8.70%	8	7.87%	10	8.38%	46	10.59%	27	3.85%	2	15.00%	18	8.15%	45	6.90%	10	7.77%	8	6.35%	4
Marketing preferences	6.92%	68	9.17%	42	4.95%	26	7.69%	17	7.66%	19	7.19%	20	6.25%	9	3.26%	3	7.09%	9	6.92%	38	6.67%	17	7.69%	4	8.33%	10	7.43%	41	6.21%	9	5.83%	6	3.17%	2
I don't have any particular frustrations	6.00%	59	5.24%	24	6.67%	35	5.88%	13	5.24%	13	6.12%	17	4.86%	7	9.78%	9	7.87%	10	5.65%	31	6.67%	17	1.92%	1	5.83%	7	5.07%	28	7.59%	11	8.74%	9	6.35%	4
Other - please specify	2.44%	24	2.62%	12	2.29%	12	0.90%	2	1.61%	4	3.24%	9	2.08%	3	6.52%	6	2.36%	3	2.00%	11	3.92%	10	0.00%	0	5.00%	6	1.99%	11	2.07%	3	1.94%	2	3.17%	2
Not sure	0.51%	5	0.22%	1	0.76%	4	0.90%	2	0.81%	2	0.00%	0	0.00%	0	1.09%	1	0.00%	0	0.36%	2	0.78%	2	1.92%	1	0.83%	1	0.36%	2	0.00%	0	0.97%	1	1.59%	1

Q5. Where, if anywhere, do you conduct most of your online shopping? Please check the answer that is most applicable.

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Mobile	67.04%	659	56.11%	257	76.57%	402	68.78%	152	75.40%	187	72.30%	201	60.42%	87	34.78%	32	70.08%	89	65.94%	362	68.63%	175	63.46%	33	69.17%	83	65.94%	364	68.28%	99	66.02%	68	71.43%	45
Laptop	16.99%	167	19.65%	90	14.67%	77	14.93%	33	14.92%	37	12.59%	35	21.53%	31	33.70%	31	18.11%	23	16.76%	92	16.08%	41	21.15%	11	15.00%	18	16.85%	93	18.62%	27	18.45%	19	15.87%	10
Desktop computer	5.90%	58	10.26%	47	2.10%	11	4.52%	10	2.42%	6	6.12%	17	7.64%	11	15.22%	14	3.15%	4	7.47%	41	4.31%	11	3.85%	2	5.00%	6	7.43%	41	2.76%	4	4.85%	5	3.17%	2
Tablet	4.37%	43	5.24%	24	3.62%	19	3.62%	8	2.02%	5	3.60%	10	5.56%	8	13.04%	12	4.72%	6	4.74%	26	2.75%	7	7.69%	4	3.33%	4	4.89%	27	5.52%	8	2.91%	3	1.59%	1
Multi-device	3.56%	35	5.46%	25	1.90%	10	3.62%	8	3.63%	9	3.96%	11	2.78%	4	3.26%	3	3.94%	5	3.28%	18	4.31%	11	1.92%	1	3.33%	4	3.08%	17	4.83%	7	3.88%	4	4.76%	3
Smart TV	1.83%	18	2.84%	13	0.95%	5	3.62%	8	1.61%	4	1.44%	4	1.39%	2	0.00%	0	0.00%	0	1.64%	9	3.53%	9	0.00%	0	3.33%	4	1.45%	8	0.00%	0	3.88%	4	3.17%	2
No place in particular	0.31%	3	0.44%	2	0.19%	1	0.90%	2	0.00%	0	0.00%	0	0.69%	1	0.00%	0	0.00%	0	0.18%	1	0.39%	1	1.92%	1	0.83%	1	0.36%	2	0.00%	0	0.00%	0	0.00%	0
Other- please specify	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

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Q6. How or where, if anywhere, do you find out about new products /services in general? Tick all that apply

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	1000			470		530		228		250		281		145		96		129		557		260		54		123		560		148		106		63
Google Search	47.00%	470	50.64%	238	43.77%	232	32.89%	75	44.80%	112	52.31%	147	53.10%	77	61.46%	59	48.06%	62	49.91%	278	43.08%	112	33.33%	18	49.59%	61	49.46%	277	45.95%	68	39.62%	42	34.92%	22
Instagram	42.10%	421	27.23%	128	55.28%	293	56.58%	129	47.20%	118	36.65%	103	36.55%	53	18.75%	18	35.66%	46	43.63%	243	41.92%	109	42.59%	23	39.84%	49	44.64%	250	34.46%	51	45.28%	48	36.51%	23
Family / friend referral	40.60%	406	32.13%	151	48.11%	255	35.53%	81	40.40%	101	38.43%	108	43.45%	63	55.21%	53	39.53%	51	42.19%	235	39.62%	103	31.48%	17	38.21%	47	42.50%	238	37.84%	56	40.57%	43	34.92%	22
Word of mouth	36.40%	364	36.17%	170	36.60%	194	33.33%	76	32.80%	82	36.30%	102	41.38%	60	45.83%	44	28.68%	37	38.78%	216	35.77%	93	33.33%	18	32.52%	40	39.29%	220	28.38%	42	36.79%	39	36.51%	23
TikTok	32.10%	321	26.60%	125	36.98%	196	58.77%	134	39.60%	99	20.28%	57	16.55%	24	7.29%	7	25.58%	33	33.93%	189	31.15%	81	33.33%	18	32.52%	40	34.82%	195	25.68%	38	29.25%	31	26.98%	17
Brand familiarity	24.40%	244	20.85%	98	27.55%	146	21.93%	50	26.40%	66	22.06%	62	28.28%	41	26.04%	25	22.48%	29	26.03%	145	21.54%	56	25.93%	14	25.20%	31	26.07%	146	22.30%	33	19.81%	21	20.63%	13
YouTube	22.70%	227	31.28%	147	15.09%	80	33.77%	77	22.40%	56	20.28%	57	15.17%	22	15.63%	15	22.48%	29	22.98%	128	22.31%	58	22.22%	12	26.02%	32	24.11%	135	19.59%	29	17.92%	19	19.05%	12
Independent research	21.90%	219	23.19%	109	20.75%	110	14.91%	34	23.20%	58	23.84%	67	22.07%	32	29.17%	28	20.93%	27	24.60%	137	18.85%	49	11.11%	6	20.33%	25	22.50%	126	23.65%	35	16.98%	18	23.81%	15
Marketing alerts	14.90%	149	15.74%	74	14.15%	75	16.67%	38	16.00%	40	12.46%	35	10.34%	15	21.88%	21	8.53%	11	17.06%	95	13.85%	36	12.96%	7	13.82%	17	17.86%	100	8.78%	13	9.43%	10	14.29%	9
No particular place	3.20%	32	3.19%	15	3.21%	17	2.19%	5	0.80%	2	3.56%	10	4.83%	7	8.33%	8	2.33%	3	3.41%	19	2.31%	6	7.41%	4	0.81%	1	3.75%	21	2.70%	4	2.83%	3	4.76%	3
Other- please specify	1.40%	14	1.28%	6	1.51%	8	0.44%	1	1.20%	3	1.07%	3	2.07%	3	4.17%	4	3.88%	5	0.90%	5	1.54%	4	0.00%	0	0.81%	1	0.89%	5	3.38%	5	2.83%	3	0.00%	0
Not sure	0.60%	6	0.64%	3	0.57%	3	0.00%	0	0.40%	1	1.42%	4	0.00%	0	1.04%	1	0.00%	0	0.54%	3	0.38%	1	3.70%	2	1.63%	2	0.54%	3	0.68%	1	0.00%	0	0.00%	0

Q7. Have you ever bought a product or service from a social platform?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Yes	56.87%	559	50.66%	232	62.29%	327	66.97%	148	61.29%	152	58.63%	163	47.22%	68	30.43%	28	52.76%	67	57.01%	313	59.22%	151	53.85%	28	58.33%	70	56.70%	313	52.41%	76	58.25%	60	63.49%	40
No	43.13%	424	49.34%	226	37.71%	198	33.03%	73	38.71%	96	41.37%	115	52.78%	76	69.57%	64	47.24%	60	42.99%	236	40.78%	104	46.15%	24	41.67%	50	43.30%	239	47.59%	69	41.75%	43	36.51%	23

Q8. If yes, from where have you bought a product or service before? Please check all that apply

*Those who have done online shopping and bought a product or service from a social platform

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	559			232		327		148		152		163		68		28		67		313		151		28		70		313		76		60		40
Instagram	53.49%	299	37.50%	87	64.83%	212	57.43%	85	58.55%	89	48.47%	79	50.00%	34	42.86%	12	38.81%	26	55.59%	174	58.28%	88	39.29%	11	65.71%	46	54.31%	170	38.16%	29	56.67%	34	50.00%	20
Facebook	41.86%	234	41.81%	97	41.90%	137	20.27%	30	39.47%	60	53.37%	87	58.82%	40	60.71%	17	44.78%	30	41.53%	130	39.74%	60	50.00%	14	38.57%	27	40.26%	126	48.68%	37	43.33%	26	45.00%	18
TikTok	26.65%	149	28.02%	65	25.69%	84	47.30%	70	24.34%	37	19.02%	31	13.24%	9	7.14%	2	25.37%	17	26.84%	84	26.49%	40	28.57%	8	31.43%	22	27.48%	86	26.32%	20	21.67%	13	20.00%	8
YouTube	13.24%	74	22.41%	52	6.73%	22	18.92%	28	10.53%	16	12.27%	20	7.35%	5	17.86%	5	13.43%	9	14.70%	46	10.60%	16	10.71%	3	14.29%	10	15.97%	50	9.21%	7	3.33%	2	12.50%	5
Twitter	4.83%	27	9.91%	23	1.22%	4	7.43%	11	2.63%	4	5.52%	9	4.41%	3	0.00%	0	1.49%	1	5.75%	18	5.30%	8	0.00%	0	4.29%	3	4.79%	15	2.63%	2	3.33%	2	12.50%	5
Other, please specify	1.07%	6	1.72%	4	0.61%	2	0.68%	1	0.66%	1	0.61%	1	1.47%	1	7.14%	2	2.99%	2	0.64%	2	1.32%	2	0.00%	0	0.00%	0	0.64%	2	1.32%	1	3.33%	2	2.50%	1

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Q9. Have you contributed a review of a product or service that you purchased online?

*Those who have done online shopping and bought a product or service from a social platform

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	559			232		327		148		152		163		68		28		67		313		151		28		70		313		76		60		40
Yes	72.27%	404	78.02%	181	68.20%	223	69.59%	103	74.34%	113	71.17%	116	79.41%	54	64.29%	18	77.61%	52	70.61%	221	73.51%	111	71.43%	20	74.29%	52	70.29%	220	76.32%	58	75.00%	45	72.50%	29
No	27.73%	155	21.98%	51	31.80%	104	30.41%	45	25.66%	39	28.83%	47	20.59%	14	35.71%	10	22.39%	15	29.39%	92	26.49%	40	28.57%	8	25.71%	18	29.71%	93	23.68%	18	25.00%	15	27.50%	11

Q10. If yes, on what social media platform? Please check all that apply

*Those who have done online shopping and contributed a review of a product or service that they purchased online

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	404			181		223		103		113		116		54		18		52		221		111		20		52		220		58		45		29
On the site you purchased it from	35.89%	145	29.28%	53	41.26%	92	40.78%	42	40.71%	46	29.31%	34	31.48%	17	33.33%	6	46.15%	24	34.39%	76	33.33%	37	40.00%	8	30.77%	16	34.55%	76	50.00%	29	31.11%	14	34.48%	10
Facebook	33.66%	136	35.91%	65	31.84%	71	16.50%	17	30.09%	34	49.14%	57	38.89%	21	38.89%	7	34.62%	18	34.84%	77	30.63%	34	35.00%	7	25.00%	13	33.18%	73	31.03%	18	37.78%	17	51.72%	15
Instagram	32.18%	130	27.07%	49	36.32%	81	34.95%	36	30.97%	35	27.59%	32	46.30%	25	11.11%	2	15.38%	8	33.94%	75	37.84%	42	25.00%	5	40.38%	21	35.45%	78	13.79%	8	33.33%	15	27.59%	8
TikTok	17.82%	72	18.23%	33	17.49%	39	29.13%	30	15.93%	18	14.66%	17	12.96%	7	0.00%	0	15.38%	8	19.46%	43	16.22%	18	15.00%	3	21.15%	11	18.64%	41	17.24%	10	11.11%	5	17.24%	5
YouTube	12.87%	52	21.55%	39	5.83%	13	12.62%	13	12.39%	14	14.66%	17	9.26%	5	16.67%	3	9.62%	5	12.22%	27	15.32%	17	15.00%	3	23.08%	12	14.09%	31	5.17%	3	6.67%	3	10.34%	3
Twitter	8.66%	35	14.36%	26	4.04%	9	11.65%	12	5.31%	6	13.79%	16	1.85%	1	0.00%	0	5.77%	3	9.50%	21	8.11%	9	10.00%	2	7.69%	4	10.00%	22	3.45%	2	11.11%	5	6.90%	2
Other, please specify	3.47%	14	2.21%	4	4.48%	10	0.97%	1	2.65%	3	3.45%	4	5.56%	3	16.67%	3	5.77%	3	4.52%	10	0.90%	1	0.00%	0	0.00%	0	4.55%	10	3.45%	2	4.44%	2	0.00%	0

Q11. What, if anything, is your preferred method of payment usually when purchasing online? Tick one

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
PayPal	30.62%	301	28.82%	132	32.19%	169	19.00%	42	23.79%	59	33.45%	93	45.83%	66	44.57%	41	35.43%	45	29.69%	163	29.80%	76	32.69%	17	31.67%	38	28.80%	159	37.24%	54	33.98%	35	23.81%	15
Debit card	26.14%	257	26.64%	122	25.71%	135	21.27%	47	33.06%	82	25.54%	71	20.83%	30	29.35%	27	28.35%	36	25.14%	138	26.27%	67	30.77%	16	24.17%	29	25.00%	138	28.28%	41	25.24%	26	36.51%	23
Revolut	16.28%	160	14.85%	68	17.52%	92	19.00%	42	18.15%	45	16.19%	45	15.97%	23	5.43%	5	14.17%	18	18.03%	99	14.51%	37	11.54%	6	15.83%	19	17.57%	97	13.10%	19	10.68%	11	22.22%	14
Credit Card	12.21%	120	16.16%	74	8.76%	46	14.48%	32	9.68%	24	11.51%	32	11.11%	16	17.39%	16	7.87%	10	11.66%	64	14.51%	37	17.31%	9	14.17%	17	12.68%	70	9.66%	14	13.59%	14	7.94%	5
Apple Pay	9.77%	96	8.08%	37	11.24%	59	20.81%	46	11.69%	29	6.47%	18	2.08%	3	0.00%	0	8.66%	11	10.75%	59	9.41%	24	3.85%	2	8.33%	10	10.51%	58	8.28%	12	12.62%	13	4.76%	3
Google Pay	4.27%	42	4.80%	22	3.81%	20	4.07%	9	3.63%	9	6.12%	17	3.47%	5	2.17%	2	5.51%	7	3.83%	21	5.10%	13	1.92%	1	5.00%	6	4.35%	24	3.45%	5	3.88%	4	4.76%	3
No preference	0.41%	4	0.22%	1	0.57%	3	0.90%	2	0.00%	0	0.36%	1	0.00%	0	1.09%	1	0.00%	0	0.55%	3	0.00%	0	1.92%	1	0.00%	0	0.72%	4	0.00%	0	0.00%	0	0.00%	0
Other- please specify.	0.31%	3	0.44%	2	0.19%	1	0.45%	1	0.00%	0	0.36%	1	0.69%	1	0.00%	0	0.00%	0	0.36%	2	0.39%	1	0.00%	0	0.83%	1	0.36%	2	0.00%	0	0.00%	0	0.00%	0

Q12. Do you have a subscription to an online store or subscription service?

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	1000			470		530		228		250		281		145		96		129		557		260		54		123		560		148		106		63
Yes	44.90%	449	52.55%	247	38.11%	202	53.51%	122	47.60%	119	46.26%	130	37.24%	54	25.00%	24	41.09%	53	46.14%	257	44.23%	115	44.44%	24	46.34%	57	46.25%	259	41.89%	62	43.40%	46	39.68%	25
No	55.10%	551	47.45%	223	61.89%	328	46.49%	106	52.40%	131	53.74%	151	62.76%	91	75.00%	72	58.91%	76	53.86%	300	55.77%	145	55.56%	30	53.66%	66	53.75%	301	58.11%	86	56.60%	60	60.32%	38

Q13. If yes, what industry or sector? Please check all that apply

*Those who have subscription to an online store or subscription service

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	449			247		202		122		119		130		54		24		53		257		115		24		57		259		62		46		25
Media Entertainment e.g. Netflix, Apple+, Disney+, Sky	57.68%	259	55.47%	137	60.40%	122	51.64%	63	57.14%	68	60.00%	78	62.96%	34	66.67%	16	62.26%	33	58.75%	151	54.78%	63	50.00%	12	47.37%	27	58.30%	151	59.68%	37	67.39%	31	52.00%	13
Music e.g. Amazon, Spotify	47.22%	212	42.51%	105	52.97%	107	48.36%	59	51.26%	61	45.38%	59	40.74%	22	45.83%	11	41.51%	22	50.19%	129	44.35%	51	41.67%	10	50.88%	29	48.65%	126	43.55%	27	41.30%	19	44.00%	11
Online storage and tools e.g. Google Photos, dropbox	18.71%	84	16.60%	41	21.29%	43	17.21%	21	16.81%	20	22.31%	29	18.52%	10	16.67%	4	11.32%	6	21.40%	55	19.13%	22	4.17%	1	19.30%	11	20.08%	52	11.29%	7	21.74%	10	16.00%	4
Books e.g. Audible, The Book Centre, The Book Resort	13.14%	59	11.74%	29	14.85%	30	13.93%	17	17.65%	21	12.31%	16	5.56%	3	8.33%	2	11.32%	6	14.01%	36	12.17%	14	12.50%	3	14.04%	8	15.06%	39	9.68%	6	6.52%	3	12.00%	3
Cosmetics e.g Birchbox, GLOSSYBOX,	10.47%	47	8.10%	20	13.37%	27	9.02%	11	14.29%	17	10.77%	14	7.41%	4	4.17%	1	9.43%	5	11.28%	29	10.43%	12	4.17%	1	12.28%	7	10.81%	28	8.06%	5	13.04%	6	4.00%	1
Health and fitness e.g. New3Fit, myprotein.ie	9.80%	44	11.74%	29	7.43%	15	13.93%	17	9.24%	11	8.46%	11	9.26%	5	0.00%	0	11.32%	6	9.34%	24	8.70%	10	16.67%	4	8.77%	5	10.42%	27	9.68%	6	6.52%	3	12.00%	3
Groceries e.g. gourmetfuel, Eatstro	9.80%	44	9.72%	24	9.90%	20	4.92%	6	10.92%	13	12.31%	16	12.96%	7	8.33%	2	9.43%	5	10.51%	27	7.83%	9	12.50%	3	12.28%	7	10.42%	27	8.06%	5	4.35%	2	12.00%	3
Newspaper / Media e.g. ePapers or delivery of magazines	9.58%	43	9.72%	24	9.41%	19	7.38%	9	8.40%	10	8.46%	11	20.37%	11	8.33%	2	7.55%	4	11.28%	29	6.96%	8	8.33%	2	7.02%	4	11.58%	30	9.68%	6	6.52%	3	0.00%	0
Apparel e.g. lootcrate, sockfancy	8.91%	40	6.88%	17	11.39%	23	13.11%	16	8.40%	10	9.23%	12	1.85%	1	4.17%	1	3.77%	2	10.12%	26	9.57%	11	4.17%	1	14.04%	8	9.65%	25	4.84%	3	2.17%	1	12.00%	3
Footwear e.g. JustFab	8.02%	36	8.91%	22	6.93%	14	13.93%	17	5.88%	7	6.15%	8	5.56%	3	4.17%	1	3.77%	2	8.17%	21	7.83%	9	16.67%	4	8.77%	5	9.27%	24	6.45%	4	4.35%	2	4.00%	1
Gifting e.g. &Open, Etsy	6.46%	29	7.69%	19	4.95%	10	9.84%	12	4.20%	5	7.69%	10	1.85%	1	4.17%	1	5.66%	3	4.67%	12	9.57%	11	12.50%	3	14.04%	8	5.41%	14	8.06%	5	4.35%	2	0.00%	0
Alcohol e.g. GinBox, WineLab	3.56%	16	2.43%	6	4.95%	10	4.92%	6	3.36%	4	3.85%	5	1.85%	1	0.00%	0	3.77%	2	3.11%	8	5.22%	6	0.00%	0	3.51%	2	3.09%	8	3.23%	2	8.70%	4	0.00%	0
Other - please specify	3.12%	14	2.83%	7	3.47%	7	3.28%	4	2.52%	3	2.31%	3	1.85%	1	12.50%	3	1.89%	1	2.72%	7	5.22%	6	0.00%	0	3.51%	2	2.70%	7	1.61%	1	8.70%	4	0.00%	0

Q14. If not, would you consider joining one in the future?

*Those who don't have subscription to an online store or subscription service

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	551			223		328		106		131		151		91		72		76		300		145		30		66		301		86		60		38
Yes (Net)	65.15%	359	61.43%	137	67.68%	222	68.87%	73	70.99%	93	72.19%	109	56.04%	51	45.83%	33	68.42%	52	66.67%	200	58.62%	85	73.33%	22	51.52%	34	67.77%	204	67.44%	58	60.00%	36	71.05%	27
Yes, definitely	8.35%	46	6.28%	14	9.76%	32	16.04%	17	6.87%	9	5.30%	8	7.69%	7	6.94%	5	3.95%	3	9.33%	28	7.59%	11	13.33%	4	7.58%	5	10.63%	32	3.49%	3	5.00%	3	7.89%	3
Yes, maybe	56.81%	313	55.16%	123	57.93%	190	52.83%	56	64.12%	84	66.89%	101	48.35%	44	38.89%	28	64.47%	49	57.33%	172	51.03%	74	60.00%	18	43.94%	29	57.14%	172	63.95%	55	55.00%	33	63.16%	24
No	17.06%	94	19.73%	44	15.24%	50	15.09%	16	16.03%	21	21.19%	32	15.38%	14	15.28%	11	15.79%	12	15.00%	45	24.14%	35	6.67%	2	27.27%	18	13.95%	42	15.12%	13	23.33%	14	18.42%	7
Not sure	17.79%	98	18.83%	42	17.07%	56	16.04%	17	12.98%	17	6.62%	10	28.57%	26	38.89%	28	15.79%	12	18.33%	55	17.24%	25	20.00%	6	21.21%	14	18.27%	55	17.44%	15	16.67%	10	10.53%	4

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Q15. Before making an online purchase or subscription, do you ever read content such as reviews, guides created by other users of the product or service?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Yes (Net)	94.20%	926	92.79%	425	95.43%	501	92.76%	205	95.56%	237	93.88%	261	94.44%	136	94.57%	87	92.91%	118	95.08%	522	93.33%	238	92.31%	48	95.00%	114	95.29%	526	91.03%	132	91.26%	94	95.24%	60
Yes, always	47.81%	470	49.34%	226	46.48%	244	54.30%	120	51.21%	127	47.84%	133	45.83%	66	26.09%	24	50.39%	64	48.63%	267	47.06%	120	36.54%	19	50.83%	61	47.46%	262	48.97%	71	40.78%	42	53.97%	34
Yes, sometimes	46.39%	456	43.45%	199	48.95%	257	38.46%	85	44.35%	110	46.04%	128	48.61%	70	68.48%	63	42.52%	54	46.45%	255	46.27%	118	55.77%	29	44.17%	53	47.83%	264	42.07%	61	50.49%	52	41.27%	26
No	5.80%	57	7.21%	33	4.57%	24	7.24%	16	4.44%	11	6.12%	17	5.56%	8	5.43%	5	7.09%	9	4.92%	27	6.67%	17	7.69%	4	5.00%	6	4.71%	26	8.97%	13	8.74%	9	4.76%	3

Q16. If yes, how much, if at all, does it impact your decision to complete the transaction?

*Those who read content such as reviews, guides created by other users of the product or service before making an online purchase or subscription

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	926			425		501		205		237		261		136		87		118		522		238		48		114		526		132		94		60
Very much	37.47%	347	36.00%	153	38.72%	194	38.05%	78	40.08%	95	40.23%	105	38.24%	52	19.54%	17	43.22%	51	36.59%	191	39.08%	93	25.00%	12	42.11%	48	34.22%	180	43.18%	57	38.30%	36	43.33%	26
Somewhat	54.43%	504	51.76%	220	56.69%	284	50.73%	104	56.12%	133	52.11%	136	52.94%	72	67.82%	59	53.39%	63	54.79%	286	53.36%	127	58.33%	28	50.88%	58	56.84%	299	52.27%	69	51.06%	48	50.00%	30
Not very much	7.02%	65	10.59%	45	3.99%	20	8.78%	18	3.38%	8	6.51%	17	8.82%	12	11.49%	10	2.54%	3	7.47%	39	7.14%	17	12.50%	6	6.14%	7	7.60%	40	3.79%	5	10.64%	10	5.00%	3
Not at all	1.08%	10	1.65%	7	0.60%	3	2.44%	5	0.42%	1	1.15%	3	0.00%	0	1.15%	1	0.85%	1	1.15%	6	0.42%	1	4.17%	2	0.88%	1	1.33%	7	0.76%	1	0.00%	0	1.67%	1

Q17. When considering a product or service online, what, if any, content do you find most valuable? Tick one

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Reviews from other customers	41.30%	406	35.15%	161	46.67%	245	28.51%	63	44.76%	111	44.24%	123	47.92%	69	43.48%	40	48.03%	61	38.98%	214	41.57%	106	48.08%	25	45.00%	54	39.31%	217	46.21%	67	39.81%	41	42.86%	27
Videos showing the product/service in use	15.77%	155	18.56%	85	13.33%	70	19.46%	43	14.92%	37	14.75%	41	13.19%	19	16.30%	15	14.96%	19	16.94%	93	14.51%	37	11.54%	6	12.50%	15	17.21%	95	14.48%	21	14.56%	15	14.29%	9
Images of the product	15.67%	154	15.94%	73	15.43%	81	22.62%	50	14.52%	36	12.23%	34	13.19%	19	16.30%	15	15.75%	20	14.57%	80	18.82%	48	11.54%	6	20.00%	24	14.67%	81	15.17%	22	17.48%	18	14.29%	9
Third party reviews- Trustpilot etc	12.21%	120	12.01%	55	12.38%	65	9.05%	20	12.90%	32	15.47%	43	10.42%	15	10.87%	10	13.39%	17	13.11%	72	9.80%	25	11.54%	6	8.33%	10	12.86%	71	14.48%	21	11.65%	12	9.52%	6
Existing customers' content	10.27%	101	12.23%	56	8.57%	45	14.03%	31	8.87%	22	8.99%	25	10.42%	15	8.70%	8	7.09%	9	11.11%	61	10.59%	27	7.69%	4	9.17%	11	10.14%	56	8.28%	12	12.62%	13	14.29%	9
No particular content	2.75%	27	3.28%	15	2.29%	12	2.71%	6	2.02%	5	2.52%	7	4.17%	6	3.26%	3	0.00%	0	2.73%	15	3.53%	9	5.77%	3	4.17%	5	2.72%	15	0.69%	1	2.91%	3	4.76%	3
Company blog	1.93%	19	2.62%	12	1.33%	7	3.62%	8	2.02%	5	1.80%	5	0.69%	1	0.00%	0	0.79%	1	2.37%	13	1.18%	3	3.85%	2	0.83%	1	2.90%	16	0.69%	1	0.97%	1	0.00%	0
Other, please specify	0.10%	1	0.22%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.09%	1	0.00%	0	0.18%	1	0.00%	0	0.00%	0	0.00%	0	0.18%	1	0.00%	0	0.00%	0	0.00%	0

Q18. To what extent do you agree or disagree with the following statement: I consider the environmental/sustainability/ethical impact of shipping when making a purchase online.

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Agree (Net)	58.29%	573	58.73%	269	57.90%	304	62.90%	139	61.29%	152	58.27%	162	50.00%	72	52.17%	48	54.33%	69	60.84%	334	54.90%	140	57.69%	30	55.00%	66	61.23%	338	52.41%	76	57.28%	59	53.97%	34
Strongly agree	16.07%	158	18.12%	83	14.29%	75	19.00%	42	18.15%	45	14.03%	39	13.19%	19	14.13%	13	18.11%	23	16.76%	92	14.90%	38	9.62%	5	23.33%	28	16.30%	90	17.24%	25	9.71%	10	7.94%	5
Somewhat agree	42.22%	415	40.61%	186	43.62%	229	43.89%	97	43.15%	107	44.24%	123	36.81%	53	38.04%	35	36.22%	46	44.08%	242	40.00%	102	48.08%	25	31.67%	38	44.93%	248	35.17%	51	47.57%	49	46.03%	29
Neither agree nor disagree	28.28%	278	26.86%	123	29.52%	155	24.43%	54	25.40%	63	28.06%	78	33.33%	48	38.04%	35	33.07%	42	24.77%	136	32.16%	82	34.62%	18	31.67%	38	25.72%	142	33.79%	49	30.10%	31	28.57%	18
Somewhat disagree	9.16%	90	8.95%	41	9.33%	49	8.14%	18	10.89%	27	7.91%	22	11.81%	17	6.52%	6	8.66%	11	10.38%	57	8.63%	22	0.00%	0	8.33%	10	9.78%	54	7.59%	11	9.71%	10	7.94%	5
Strongly disagree	4.27%	42	5.46%	25	3.24%	17	4.52%	10	2.42%	6	5.76%	16	4.86%	7	3.26%	3	3.94%	5	4.01%	22	4.31%	11	7.69%	4	5.00%	6	3.26%	18	6.21%	9	2.91%	3	9.52%	6
Disagree (Net)	13.43%	132	14.41%	66	12.57%	66	12.67%	28	13.31%	33	13.67%	38	16.67%	24	9.78%	9	12.60%	16	14.39%	79	12.94%	33	7.69%	4	13.33%	16	13.04%	72	13.79%	20	12.62%	13	17.46%	11

Q19. If you agree, do you ever look at where the item is shipped from and then make your decision?

*Those who have done online shopping, and somewhat of strongly agree with the following statement: I consider the environmental/sustainability/ethical impact of shipping when making a purchase online.

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	573			269		304		139		152		162		72		48		69		334		140		30		66		338		76		59		34
Yes	77.66%	445	80.67%	217	75.00%	228	69.06%	96	78.29%	119	80.86%	131	86.11%	62	77.08%	37	73.91%	51	77.54%	259	80.00%	112	76.67%	23	89.39%	59	77.22%	261	72.37%	55	72.88%	43	79.41%	27
No	22.34%	128	19.33%	52	25.00%	76	30.94%	43	21.71%	33	19.14%	31	13.89%	10	22.92%	11	26.09%	18	22.46%	75	20.00%	28	23.33%	7	10.61%	7	22.78%	77	27.63%	21	27.12%	16	20.59%	7

Q20. When purchasing online, which, if any, of the following contribute most to your decision? Please select the factor that carries the most weight.

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Price	57.38%	564	56.11%	257	58.48%	307	54.75%	121	56.85%	141	55.40%	154	64.58%	93	59.78%	55	58.27%	74	55.74%	306	60.00%	153	59.62%	31	57.50%	69	55.62%	307	57.93%	84	66.99%	69	55.56%	35
Ease of returns	10.78%	106	6.11%	28	14.86%	78	10.86%	24	9.27%	23	11.51%	32	13.89%	20	7.61%	7	12.60%	16	9.84%	54	12.94%	33	5.77%	3	10.00%	12	9.42%	52	11.03%	16	13.59%	14	19.05%	12
Next day delivery promise	9.56%	94	10.04%	46	9.14%	48	10.41%	23	10.89%	27	11.87%	33	3.47%	5	6.52%	6	11.02%	14	10.38%	57	7.45%	19	7.69%	4	10.00%	12	10.33%	57	11.72%	17	2.91%	3	7.94%	5
Online Customer Service	7.73%	76	8.73%	40	6.86%	36	7.69%	17	7.26%	18	6.12%	17	7.64%	11	14.13%	13	9.45%	12	7.10%	39	8.63%	22	5.77%	3	9.17%	11	7.61%	42	8.28%	12	8.74%	9	3.17%	2
Brand awareness	6.51%	64	8.30%	38	4.95%	26	6.79%	15	4.44%	11	8.27%	23	6.25%	9	6.52%	6	2.36%	3	8.74%	48	4.31%	11	3.85%	2	5.83%	7	7.79%	43	4.14%	6	2.91%	3	7.94%	5
Website / app design	3.26%	32	5.02%	23	1.71%	9	3.17%	7	4.44%	11	3.60%	10	2.78%	4	0.00%	0	3.94%	5	2.91%	16	3.14%	8	5.77%	3	3.33%	4	3.08%	17	4.14%	6	2.91%	3	3.17%	2
Digital experience with the brand	3.26%	32	4.15%	19	2.48%	13	4.52%	10	4.84%	12	2.16%	6	0.69%	1	3.26%	3	2.36%	3	3.46%	19	2.75%	7	5.77%	3	3.33%	4	3.99%	22	2.07%	3	0.97%	1	3.17%	2
None of the above	1.53%	15	1.53%	7	1.52%	8	1.81%	4	2.02%	5	1.08%	3	0.69%	1	2.17%	2	0.00%	0	1.82%	10	0.78%	2	5.77%	3	0.83%	1	2.17%	12	0.69%	1	0.97%	1	0.00%	0

Q21. How often, if ever, do you consider a brand's social activism and philosophy before making a purchase?

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	1000			470		530		228		250		281		145		96		129		557		260		54		123		560		148		106		63
Always	7.20%	72	9.79%	46	4.91%	26	7.46%	17	8.80%	22	7.12%	20	6.90%	10	3.13%	3	8.53%	11	7.54%	42	6.15%	16	5.56%	3	7.32%	9	7.68%	43	6.76%	10	3.77%	4	9.52%	6
Often	14.70%	147	17.02%	80	12.64%	67	17.98%	41	17.60%	44	15.66%	44	8.28%	12	6.25%	6	11.63%	15	14.00%	78	16.15%	42	22.22%	12	13.82%	17	15.00%	84	13.51%	20	16.98%	18	12.70%	8
Sometimes	34.40%	344	31.06%	146	37.36%	198	32.89%	75	32.40%	81	37.01%	104	32.41%	47	38.54%	37	34.11%	44	36.45%	203	33.08%	86	20.37%	11	36.59%	45	36.96%	207	31.08%	46	31.13%	33	20.63%	13
Rarely	25.90%	259	22.13%	104	29.25%	155	27.19%	62	24.80%	62	21.35%	60	28.97%	42	34.38%	33	20.16%	26	25.49%	142	27.69%	72	35.19%	19	21.95%	27	25.36%	142	23.65%	35	33.96%	36	30.16%	19
Never	14.60%	146	16.38%	77	13.02%	69	11.40%	26	12.00%	30	16.01%	45	21.38%	31	14.58%	14	19.38%	25	14.00%	78	14.23%	37	11.11%	6	17.07%	21	12.32%	69	19.59%	29	11.32%	12	23.81%	15
Not applicable	3.20%	32	3.62%	17	2.83%	15	3.07%	7	4.40%	11	2.85%	8	2.07%	3	3.13%	3	6.20%	8	2.51%	14	2.69%	7	5.56%	3	3.25%	4	2.68%	15	5.41%	8	2.83%	3	3.17%	2

Q22. How, if in any way, do you educate yourself about a brand's social activism? Tick all that apply

*Those who consider a brand's social activism and philosophy before making a purchase

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	822			376		446		195		209		228		111		79		96		465		216		45		98		476		111		91		46
I conduct my own research	41.24%	339	44.41%	167	38.57%	172	44.10%	86	40.67%	85	39.47%	90	39.64%	44	43.04%	34	38.54%	37	42.80%	199	38.89%	84	42.22%	19	41.84%	41	43.70%	208	38.74%	43	29.67%	27	43.48%	20
On their website	32.24%	265	36.44%	137	28.70%	128	36.41%	71	32.06%	67	27.63%	63	30.63%	34	37.97%	30	34.38%	33	32.90%	153	28.70%	62	37.78%	17	29.59%	29	33.40%	159	35.14%	39	29.67%	27	23.91%	11
From their social media platforms	32.24%	265	28.99%	109	34.98%	156	40.00%	78	34.45%	72	30.70%	70	28.83%	32	16.46%	13	36.46%	35	30.75%	143	33.33%	72	33.33%	15	37.76%	37	31.93%	152	28.83%	32	27.47%	25	41.30%	19
I do not educate myself in any way	15.21%	125	11.17%	42	18.61%	83	7.18%	14	13.88%	29	18.42%	42	21.62%	24	20.25%	16	12.50%	12	15.05%	70	17.13%	37	13.33%	6	14.29%	14	13.66%	65	17.12%	19	23.08%	21	13.04%	6
Other, please specify	0.24%	2	0.27%	1	0.22%	1	0.51%	1	0.48%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.22%	1	0.46%	1	0.00%	0	0.00%	0	0.21%	1	0.00%	0	1.10%	1	0.00%	0

Q23. In general, how happy or unhappy are you with the level of customer service provided when purchasing online?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Happy (Net)	63.48%	624	59.39%	272	67.05%	352	57.01%	126	66.53%	165	63.67%	177	64.58%	93	68.48%	63	66.14%	84	64.30%	353	60.39%	154	63.46%	33	63.33%	76	64.13%	354	64.83%	94	62.14%	64	57.14%	36
Very happy	14.24%	140	16.38%	75	12.38%	65	14.48%	32	14.11%	35	14.39%	40	11.11%	16	18.48%	17	18.90%	24	13.48%	74	13.33%	34	15.38%	8	15.83%	19	12.50%	69	18.62%	27	11.65%	12	20.63%	13
Somewhat happy	49.24%	484	43.01%	197	54.67%	287	42.53%	94	52.42%	130	49.28%	137	53.47%	77	50.00%	46	47.24%	60	50.82%	279	47.06%	120	48.08%	25	47.50%	57	51.63%	285	46.21%	67	50.49%	52	36.51%	23
Neutral	29.40%	289	31.44%	144	27.62%	145	36.20%	80	27.02%	67	27.70%	77	29.86%	43	23.91%	22	25.98%	33	27.69%	152	34.51%	88	30.77%	16	30.83%	37	28.08%	155	27.59%	40	33.98%	35	34.92%	22
Somewhat unhappy	4.78%	47	5.02%	23	4.57%	24	5.43%	12	4.44%	11	5.04%	14	3.47%	5	5.43%	5	3.94%	5	5.83%	32	3.53%	9	1.92%	1	4.17%	5	5.43%	30	4.14%	6	2.91%	3	4.76%	3
Very unhappy	1.22%	12	1.97%	9	0.57%	3	0.45%	1	1.61%	4	1.80%	5	0.69%	1	1.09%	1	1.57%	2	1.28%	7	0.39%	1	3.85%	2	0.00%	0	1.27%	7	2.07%	3	0.97%	1	1.59%	1
Unhappy (Net)	6.00%	59	6.99%	32	5.14%	27	5.88%	13	6.05%	15	6.83%	19	4.17%	6	6.52%	6	5.51%	7	7.10%	39	3.92%	10	5.77%	3	4.17%	5	6.70%	37	6.21%	9	3.88%	4	6.35%	4
Not sure	1.12%	11	2.18%	10	0.19%	1	0.90%	2	0.40%	1	1.80%	5	1.39%	2	1.09%	1	2.36%	3	0.91%	5	1.18%	3	0.00%	0	1.67%	2	1.09%	6	1.38%	2	0.00%	0	1.59%	1

Q24. Do digital tools such as chatbots / AI agents help to create a good or bad customer experience when purchasing online?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Good (Net)	41.10%	404	37.55%	172	44.19%	232	46.61%	103	48.79%	121	39.93%	111	34.03%	49	21.74%	20	34.65%	44	41.89%	230	42.75%	109	40.38%	21	45.00%	54	41.85%	231	35.17%	51	40.78%	42	41.27%	26
Very good	9.36%	92	9.83%	45	8.95%	47	11.31%	25	13.31%	33	6.83%	19	8.33%	12	3.26%	3	3.94%	5	8.74%	48	12.94%	33	11.54%	6	13.33%	16	8.51%	47	4.14%	6	15.53%	16	11.11%	7
Somewhat good	31.74%	312	27.73%	127	35.24%	185	35.29%	78	35.48%	88	33.09%	92	25.69%	37	18.48%	17	30.71%	39	33.15%	182	29.80%	76	28.85%	15	31.67%	38	33.33%	184	31.03%	45	25.24%	26	30.16%	19
Neutral	28.69%	282	31.66%	145	26.10%	137	26.24%	58	27.82%	69	28.42%	79	29.86%	43	35.87%	33	32.28%	41	27.87%	153	27.06%	69	36.54%	19	24.17%	29	29.17%	161	31.72%	46	30.10%	31	23.81%	15
Somewhat bad	16.68%	164	15.94%	73	17.33%	91	15.38%	34	14.11%	35	17.99%	50	19.44%	28	18.48%	17	16.54%	21	18.40%	101	15.29%	39	5.77%	3	15.83%	19	17.57%	97	15.86%	23	15.53%	16	14.29%	9
Very bad	6.71%	66	8.08%	37	5.52%	29	6.79%	15	5.24%	13	8.27%	23	7.64%	11	4.35%	4	6.30%	8	6.38%	35	7.84%	20	5.77%	3	9.17%	11	5.98%	33	7.59%	11	5.83%	6	7.94%	5
Bad (Net)	23.40%	230	24.02%	110	22.86%	120	22.17%	49	19.35%	48	26.26%	73	27.08%	39	22.83%	21	22.83%	29	24.77%	136	23.14%	59	11.54%	6	25.00%	30	23.55%	130	23.45%	34	21.36%	22	22.22%	14
I never interacted with chatbots/AI agents	6.82%	67	6.77%	31	6.86%	36	4.98%	11	4.03%	10	5.40%	15	9.03%	13	19.57%	18	10.24%	13	5.46%	30	7.06%	18	11.54%	6	5.83%	7	5.43%	30	9.66%	14	7.77%	8	12.70%	8

Q25. What, if anything, is the main area where online customer service could be improved when purchasing online?

*Those who have done online shoppingmaking a purchase

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Chatbot/Instant messaging/Live chat	23.50%	231	17.25%	79	28.95%	152	20.81%	46	25.81%	64	24.82%	69	28.47%	41	11.96%	11	24.41%	31	24.59%	135	21.18%	54	21.15%	11	20.83%	25	24.82%	137	25.52%	37	17.48%	18	22.22%	14
Visible accessible user reviews	20.35%	200	20.09%	92	20.57%	108	20.36%	45	18.55%	46	21.22%	59	22.92%	33	18.48%	17	22.05%	28	20.40%	112	20.00%	51	17.31%	9	19.17%	23	20.83%	115	23.45%	34	22.33%	23	7.94%	5
More videos of products or demonstrations	17.09%	168	18.78%	86	15.62%	82	16.29%	36	17.34%	43	18.71%	52	14.58%	21	17.39%	16	15.75%	20	17.12%	94	17.65%	45	17.31%	9	16.67%	20	16.85%	93	15.86%	23	21.36%	22	15.87%	10
FAQ section available	12.82%	126	13.97%	64	11.81%	62	14.93%	33	12.50%	31	11.87%	33	6.94%	10	20.65%	19	12.60%	16	13.30%	73	10.59%	27	19.23%	10	16.67%	20	13.59%	75	12.41%	18	7.77%	8	7.94%	5
No particular area	10.38%	102	13.10%	60	8.00%	42	10.86%	24	9.68%	24	11.15%	31	10.42%	15	8.70%	8	8.66%	11	10.20%	56	12.55%	32	5.77%	3	10.00%	12	9.60%	53	7.59%	11	13.59%	14	19.05%	12
Social media presence	9.77%	96	12.01%	55	7.81%	41	14.93%	33	11.29%	28	7.55%	21	6.25%	9	5.43%	5	11.02%	14	9.47%	52	10.59%	27	5.77%	3	10.83%	13	9.42%	52	8.28%	12	8.74%	9	15.87%	10
Not sure	6.10%	60	4.80%	22	7.24%	38	1.81%	4	4.84%	12	4.68%	13	10.42%	15	17.39%	16	5.51%	7	4.92%	27	7.45%	19	13.46%	7	5.83%	7	4.89%	27	6.90%	10	8.74%	9	11.11%	7

Q26. Do you ever make additional purchases online based on the recommendations and/or promotions selected for you?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
Yes (Net)	71.21%	700	67.69%	310	74.29%	390	76.02%	168	79.44%	197	70.50%	196	63.19%	91	52.17%	48	70.08%	89	71.95%	395	70.98%	181	67.31%	35	70.00%	84	71.74%	396	68.97%	100	72.82%	75	71.43%	45
Yes, often	17.19%	169	16.59%	76	17.71%	93	23.98%	53	20.16%	50	16.19%	45	11.81%	17	4.35%	4	13.39%	17	18.94%	104	16.47%	42	11.54%	6	20.83%	25	17.93%	99	14.48%	21	12.62%	13	17.46%	11
Yes, sometimes	54.02%	531	51.09%	234	56.57%	297	52.04%	115	59.27%	147	54.32%	151	51.39%	74	47.83%	44	56.69%	72	53.01%	291	54.51%	139	55.77%	29	49.17%	59	53.80%	297	54.48%	79	60.19%	62	53.97%	34
No	25.43%	250	26.20%	120	24.76%	130	18.55%	41	18.15%	45	28.06%	78	31.94%	46	43.48%	40	25.98%	33	25.87%	142	23.92%	61	26.92%	14	25.83%	31	25.72%	142	27.59%	40	20.39%	21	25.40%	16
I never see recommendations and/or promotions selected for me	3.36%	33	6.11%	28	0.95%	5	5.43%	12	2.42%	6	1.44%	4	4.86%	7	4.35%	4	3.94%	5	2.19%	12	5.10%	13	5.77%	3	4.17%	5	2.54%	14	3.45%	5	6.80%	7	3.17%	2

Q27. Would you like to see more or less recommendations for you based on current online purchasing habits?

*Those who have done online shopping

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	983			458		525		221		248		278		144		92		127		549		255		52		120		552		145		103		63
More	21.26%	209	22.71%	104	20.00%	105	22.62%	50	22.18%	55	20.14%	56	21.53%	31	18.48%	17	18.90%	24	22.59%	124	21.18%	54	13.46%	7	21.67%	26	22.10%	122	17.24%	25	17.48%	18	28.57%	18
Less	19.33%	190	18.56%	85	20.00%	105	22.17%	49	18.15%	45	22.66%	63	16.67%	24	9.78%	9	19.69%	25	19.85%	109	17.65%	45	21.15%	11	14.17%	17	19.75%	109	20.00%	29	23.30%	24	17.46%	11
The same	45.47%	447	41.92%	192	48.57%	255	44.34%	98	49.19%	122	42.45%	118	43.75%	63	50.00%	46	46.46%	59	42.81%	235	50.20%	128	48.08%	25	50.00%	60	44.02%	243	46.21%	67	46.60%	48	46.03%	29
I wouldn't like to see any at all	9.36%	92	11.35%	52	7.62%	40	7.24%	16	7.26%	18	11.15%	31	11.81%	17	10.87%	10	9.45%	12	10.20%	56	7.45%	19	9.62%	5	10.00%	12	9.42%	52	11.03%	16	7.77%	8	6.35%	4
Not sure	4.58%	45	5.46%	25	3.81%	20	3.62%	8	3.23%	8	3.60%	10	6.25%	9	10.87%	10	5.51%	7	4.55%	25	3.53%	9	7.69%	4	4.17%	5	4.71%	26	5.52%	8	4.85%	5	1.59%	1

Q28. Have you ever considered becoming a customer advocate/influencer and acting as a champion or spokesperson for that brand's products or services?

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	1000			470		530		228		250		281		145		96		129		557		260		54		123		560		148		106		63
Yes	34.90%	349	38.30%	180	31.89%	169	47.37%	108	42.00%	105	31.67%	89	22.07%	32	15.63%	15	33.33%	43	36.27%	202	32.69%	85	35.19%	19	34.15%	42	37.14%	208	31.08%	46	30.19%	32	33.33%	21
No	65.10%	651	61.70%	290	68.11%	361	52.63%	120	58.00%	145	68.33%	192	77.93%	113	84.38%	81	66.67%	86	63.73%	355	67.31%	175	64.81%	35	65.85%	81	62.86%	352	68.92%	102	69.81%	74	66.67%	42

Q29. If yes, what, if any, actions are you happy to take to become a customer advocate/influencer?

*Those who have considered becoming a customer advocate/influencer and acting as a champion or spokesperson for that brand's products or services

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	349			180		169		108		105		89		32		15		43		202		85		19		42		208		46		32		21
Please specify	18.62%	65	16.11%	29	21.30%	36	12.04%	13	20.95%	22	20.22%	18	25.00%	8	26.67%	4	27.91%	12	17.82%	36	18.82%	16	5.26%	1	23.81%	10	17.79%	37	23.91%	11	6.25%	2	23.81%	5
No particular actions	59.03%	206	58.89%	106	59.17%	100	65.74%	71	59.05%	62	56.18%	50	59.38%	19	26.67%	4	46.51%	20	59.41%	120	63.53%	54	63.16%	12	61.90%	26	57.69%	120	52.17%	24	65.63%	21	71.43%	15
Not sure	22.35%	78	25.00%	45	19.53%	33	22.22%	24	20.00%	21	23.60%	21	15.63%	5	46.67%	7	25.58%	11	22.77%	46	17.65%	15	31.58%	6	14.29%	6	24.52%	51	23.91%	11	28.13%	9	4.76%	1

Q30. If not, would you ever consider it in the future?

*Those who haven't considered becoming a customer advocate/influencer and acting as a champion or spokesperson for that brand's products or services

			Gender				Age										Region								City									
			Male		Female		16-24		25-34		35-44		45-54		55+		Connaught		Leinster		Munster		Ulster (Eire)		Cork		Dublin		Galway		Limerick		Waterford	
	All	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count
N	349			180		169		108		105		89		32		15		43		202		85		19		42		208		46		32		21
Please specify	18.62%	65	16.11%	29	21.30%	36	12.04%	13	20.95%	22	20.22%	18	25.00%	8	26.67%	4	27.91%	12	17.82%	36	18.82%	16	5.26%	1	23.81%	10	17.79%	37	23.91%	11	6.25%	2	23.81%	5
No particular actions	59.03%	206	58.89%	106	59.17%	100	65.74%	71	59.05%	62	56.18%	50	59.38%	19	26.67%	4	46.51%	20	59.41%	120	63.53%	54	63.16%	12	61.90%	26	57.69%	120	52.17%	24	65.63%	21	71.43%	15
Not sure	22.35%	78	25.00%	45	19.53%	33	22.22%	24	20.00%	21	23.60%	21	15.63%	5	46.67%	7	25.58%	11	22.77%	46	17.65%	15	31.58%	6	14.29%	6	24.52%	51	23.91%	11	28.13%	9	4.76%	1


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