

# EURO 2016

## HOW THE ECONOMY SCORED...

A snapshot of the effect that the Ireland – Sweden match had on AIB debit cardholders' consumer behaviour.

**SPEND IN PUBS UP 88%**  
ON RECENT WORKING MONDAYS



BUT NOT AS HIGH AS BANK HOLIDAYS IN **MAY AND JUNE**



**AN EXTRA SLICE!**  
SPEND ON PIZZA **UP 10%**

**TAXI TRIPS UP 13%**

**SPEND IN ELECTRICAL GOODS STORES UP 27%**



POSSIBLY REFLECTING INCREASED DEMAND FOR NEW TELEVISIONS?



**102,000** WERE MADE BY AIB CUSTOMERS ON MATCH DAY

**UP FROM 7,000 IN 2013** THE LAST TIME THESE TEAMS PLAYED

“Ireland’s participation in the 2016 UEFA European Championships is expected to have a discernible impact on consumer spending behaviour. This snapshot of spending by AIB debit cardholders on the day of Ireland’s opening game against Sweden provides an insight into spending patterns and their impact on the economy.”

David Ward, Retail & Leisure Sector Team,  
AIB Corporate & Business Banking.

**MONDAY  
13 JUNE**  
**IRELAND V SWEDEN**  
**2016**