

BLACK FRIDAY

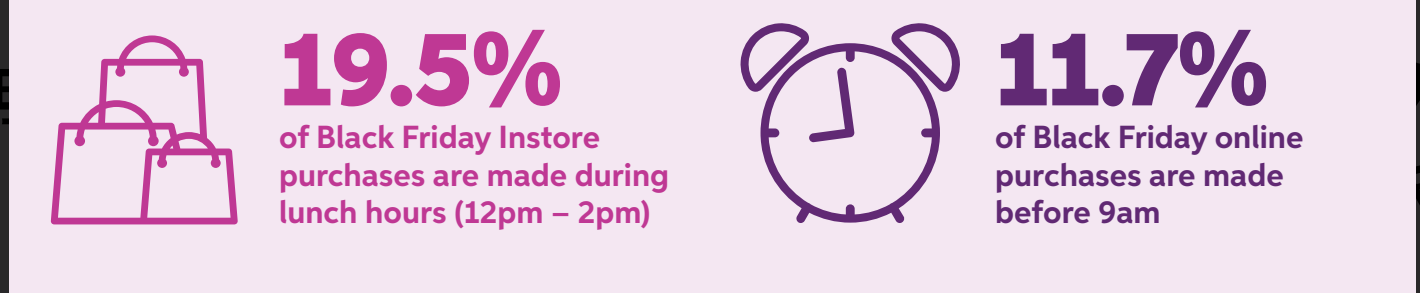
A REPORT ON OUR SHOPPING HABITS



HOW ARE PEOPLE SHOPPING?

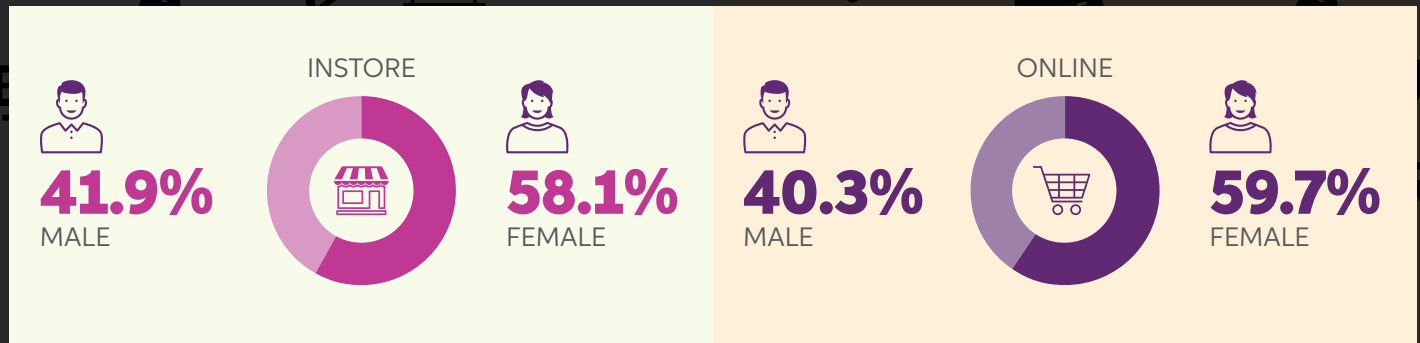


WHEN ARE THEY SHOPPING?



WHO'S SHOPPING WHERE?

Demographics

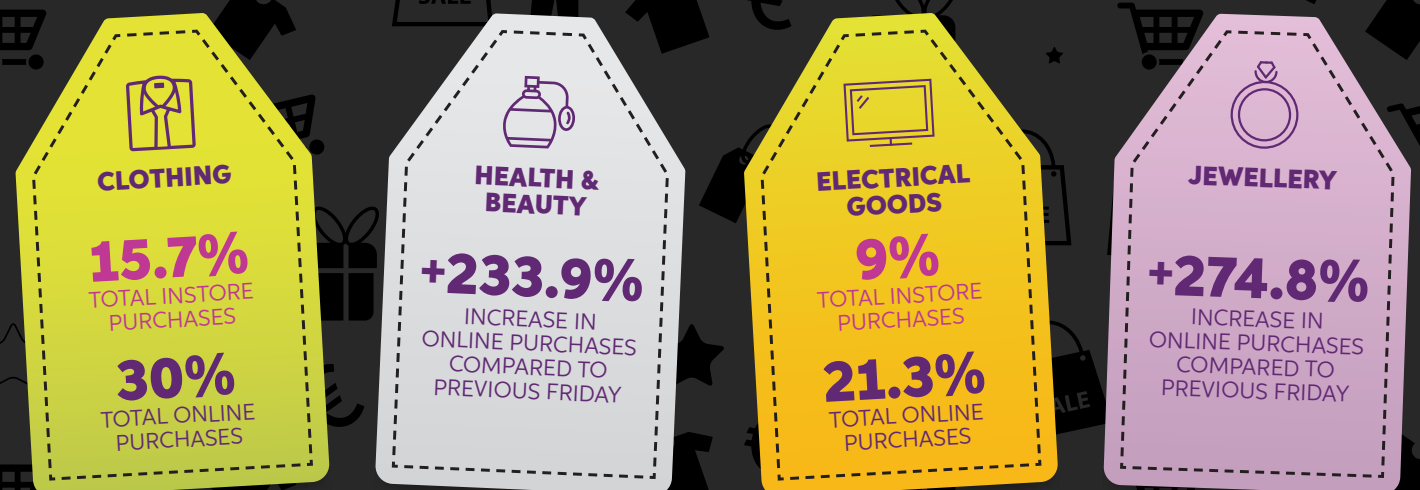


HOW ARE PEOPLE PAYING?

Digital Payment Type – Instore Only



WHAT ARE THE BIG MOVERS?



Source: AIB debit card spend – Black Friday 2018
Allied Irish Banks, p.l.c. is regulated by the Central Bank of Ireland.