



Digital  
Business  
Ireland



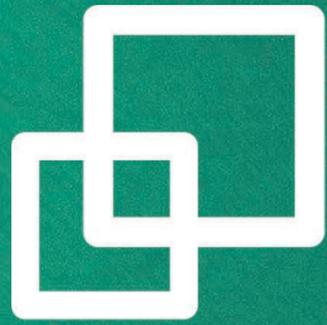
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Ireland online

# Digital Insights Series

Online Behaviour  
January 2022

conducted by

*Ireland  
Thinks.*



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## Question:

When shopping online how often would you make an effort to purchase from Irish websites?

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**Lorraine Higgins**

Secretary General, Digital Business Ireland



**“The research issued today shows that now, more than ever, we need to tap back into that patriotic spirit that was so prominent at the start of the Covid-19 pandemic”**

**The findings in this report highlight the departure from the patriotic purchasing patterns of the Covid-19 pandemic, where consumers flocked in their droves to buy goods and products from Irish websites.**

On the issue of age in particular, we see a significant disparity between younger and older generations, the latter of which are making a consistent effort to purchase from Irish websites. Our research showed that, in 2022, only 10% of those aged between 18-24 always try to buy Irish online. This figure is largely indicative of the fact that young people are increasingly tempted by the efficiency, convenience and affordability that is associated with purchasing goods from large international retailers.

When it comes to gender, there is once again a considerable gap between the spending habits of men and women - while 35% of women always try to buy from Irish websites online, just 19% of men reported same. This is particularly noteworthy, given that our previous report on online spending in 2022 found that men tend to outspend women online - particularly on luxury items. Collectively, this demonstrates that men generally feel more comfortable buying from global, renowned brands when making a high-ticket purchase, and are apprehensive about buying online from Irish SMEs.

Empowering SMEs to enhance their digital functionality forms the core of our work at Digital Business Ireland. Last year, we proposed the Backing Business campaign, which awarded digital transformation packages to five businesses, to the value of €100,000. We also launched our 'Click Green Buy Nearby' initiative which was a targeted national campaign, aimed at motivating consumers to buy their goods from Irish retailers, during the festive season.

The research issued today shows that now, more than ever, we need to tap back into that patriotic spirit that was so prominent at the start of the Covid-19 pandemic, and encourage consumers throughout the country to buy from Irish websites. We need to collectively accelerate our efforts to digitalise and provide retailers and SMEs with the resources to build a functional, efficient, creative website, so that they can actively compete with some of the largest global brands. This will safe-guard jobs and ultimately deliver real benefits to the Exchequer



**Oonagh McCutcheon**

Corporate Communications Manager, .IE



**Irish SMEs have some undeniable advantages. Consumers value their reliability and their ability to quickly deliver goods and services.**

**While we do see some consumers make a conscious effort to purchase from Irish websites, it is important to note that making an effort to purchase does not necessarily translate into actually making a purchase.**

Recent .IE research showed that despite a surge of solidarity in the early months of the pandemic that briefly tilted the balance of online consumer spending in favour of Irish SMEs, many customers have since done most of their online shopping with international retailers.

Despite making frequent efforts to shop Irish, the majority of consumers, used to highly functional, seamless online shopping experiences with larger multinational retailers, quickly lose patience with local SMEs that don't get the basics right.

At the very least, an Irish business needs a website that clearly describes its service, opening hours, location, and contact information. Those selling a physical product should integrate e-commerce directly into their website or, alternatively, sell via a third-party platform. Most of the tools required to make a professional-looking, revenue-generating website are inexpensive. They are an extremely worthwhile investment.

Irish SMEs have some undeniable advantages. Consumers value their reliability and their ability to quickly deliver goods and services. Business owners who invest in these USPs, perhaps by choosing a faster courier or sending a follow-up 'thank you' email to customers, will reap the rewards and hold their own against larger retailers.



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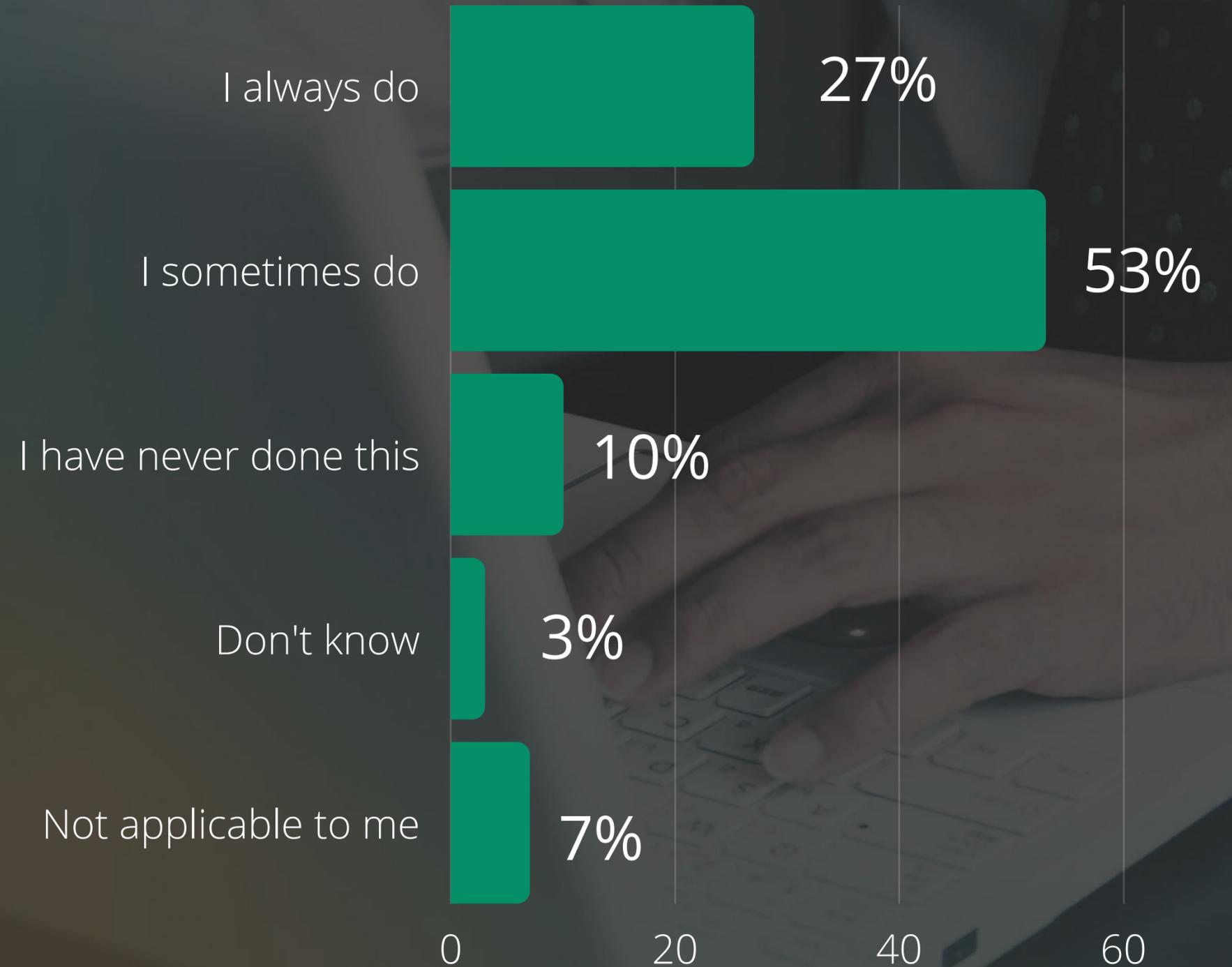
# Overall Result

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# OVERALL

## 27% OF CONSUMERS SAY THEY ALWAYS MAKE AN EFFORT TO PURCHASE FROM IRISH WEBSITES

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



Source: Ireland Thinks • The poll was conducted on Friday 7th of January 2022.

A nationally representative sample of 1,369 responses was carefully selected from a larger group of over 30,000 panellists. The results were tuned by a weighting procedure all to ensure that the poll was exactly representative in terms of age, gender, region, educational attainment, religious adherence, housing status, and past voting behaviour. Methodologically this is overseen by statisticians.



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# Age Group

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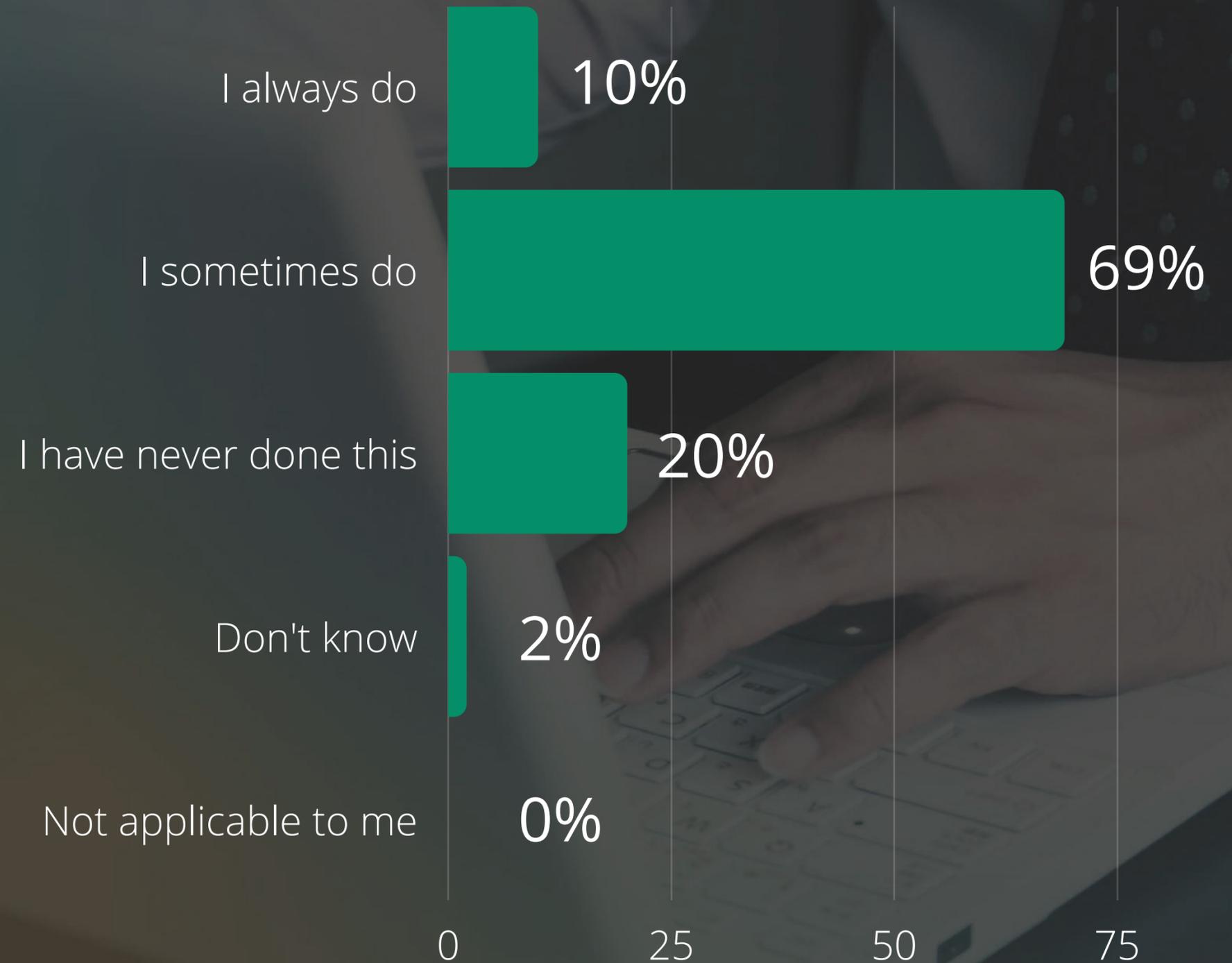
# Age Group

18-24 Age Group Responses

**JUST 10% OF 18-24 YEAR OLDS ALWAYS MAKE AN EFFORT TO PURCHASE FROM IRISH WEBSITES**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"

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# Age Group

25-34 Age Group Responses

**87% OF 25-34  
YEAR OLDS EITHER  
SOMETIMES OR  
ALWAYS TRY TO  
PURCHASE FROM  
IRISH WEBSITES**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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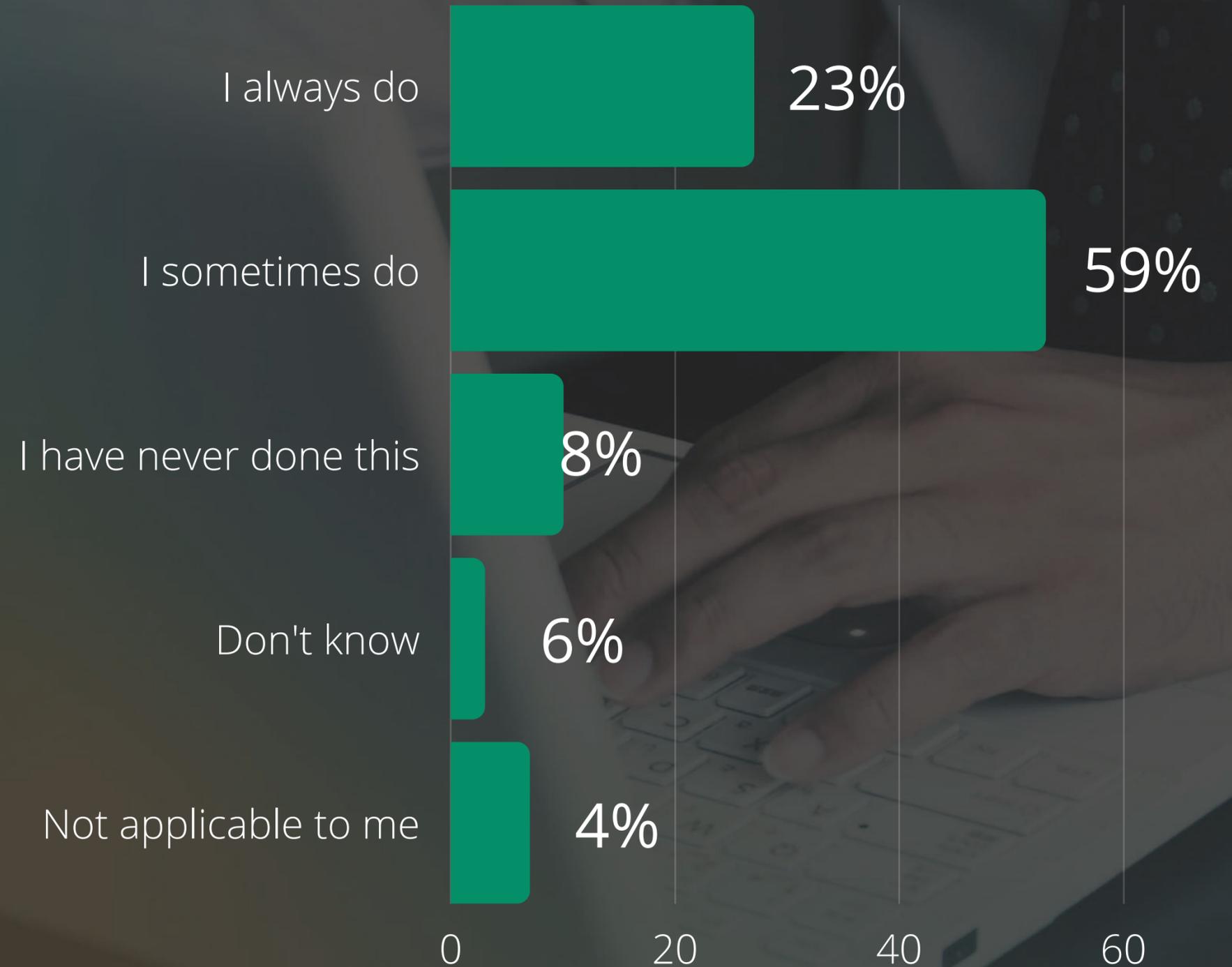
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# Age Group

35-44 Age Group Responses

**23% OF CONSUMERS  
AGED BETWEEN 35-44  
ALWAYS MAKE AN  
EFFORT TO PURCHASE  
FROM IRISH  
WEBSITES ONLINE**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



Source: Ireland Thinks • The poll was conducted on Friday 7th of January 2022.

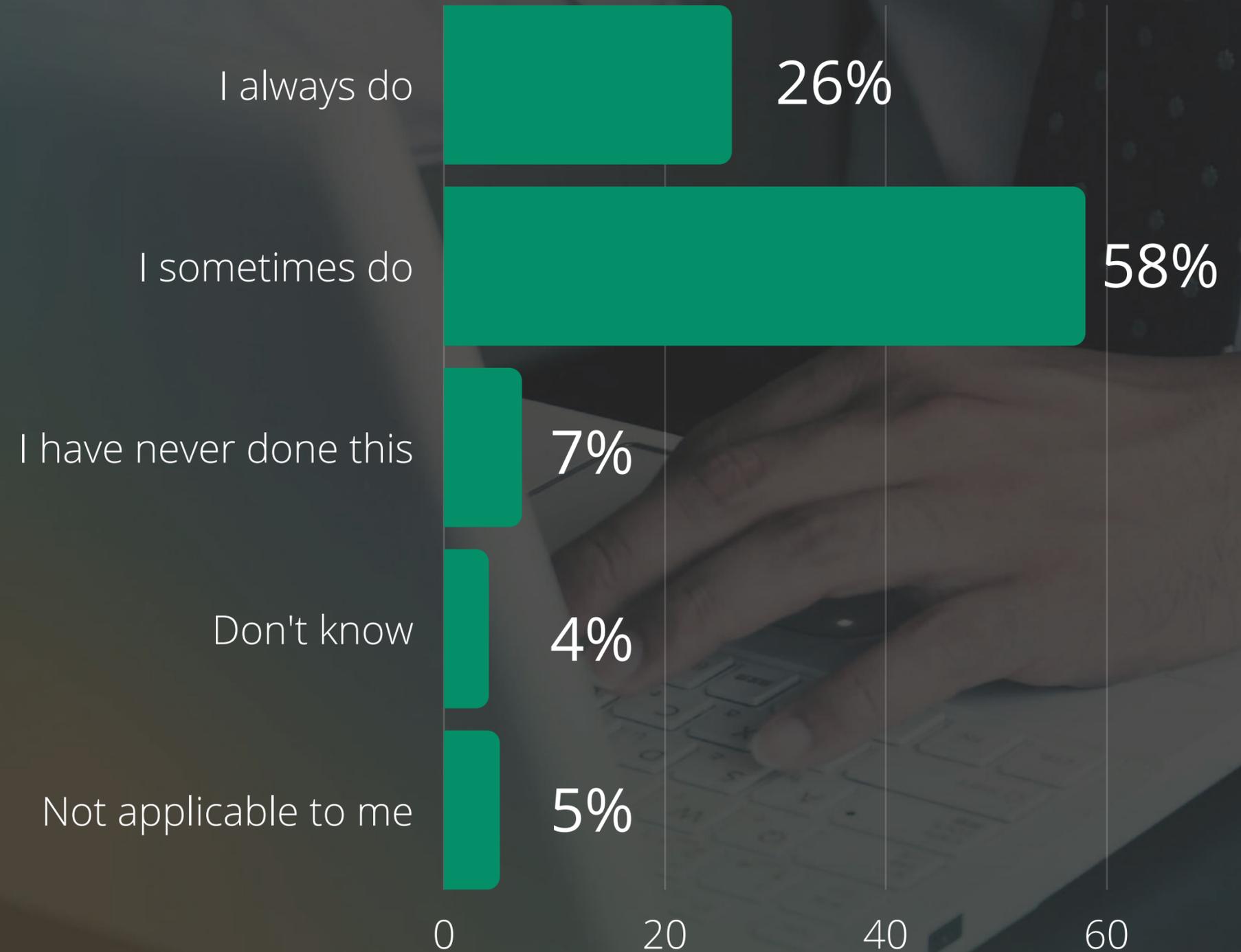
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# Age Group

45-54 Age Group Responses

**84% OF 45 - 54 YEARS OLD EITHER SOMETIMES OR ALWAYS MAKE AN EFFORT TO BUY IRISH ONLINE**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



Source: Ireland Thinks • The poll was conducted on Friday 7th of January 2022.

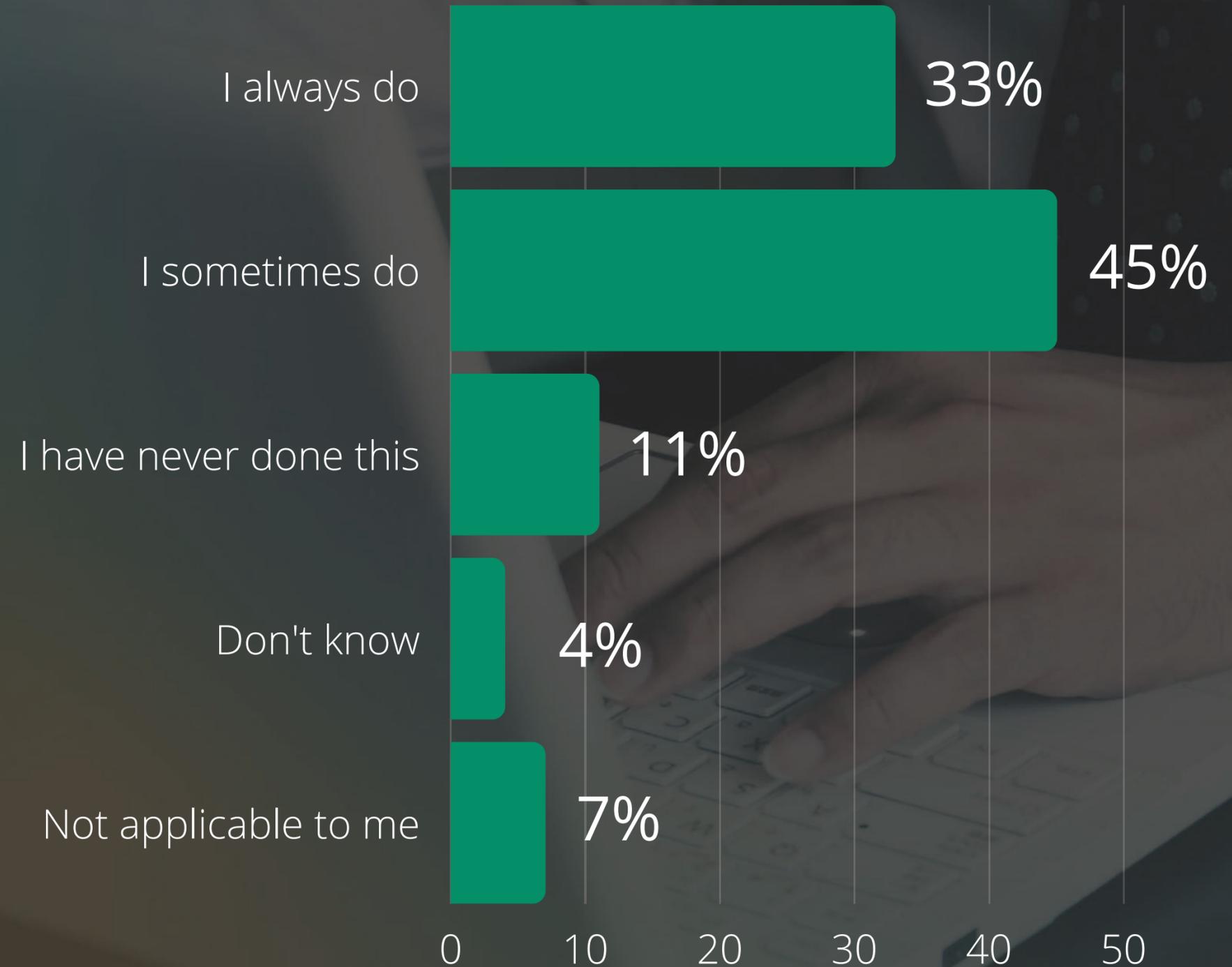
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# Age Group

55-64 Age Group Responses

## A THIRD OF THOSE AGED 55 - 64 ALWAYS MAKE A CONSCIOUS EFFORT TO PURCHASE FROM IRISH WEBSITES

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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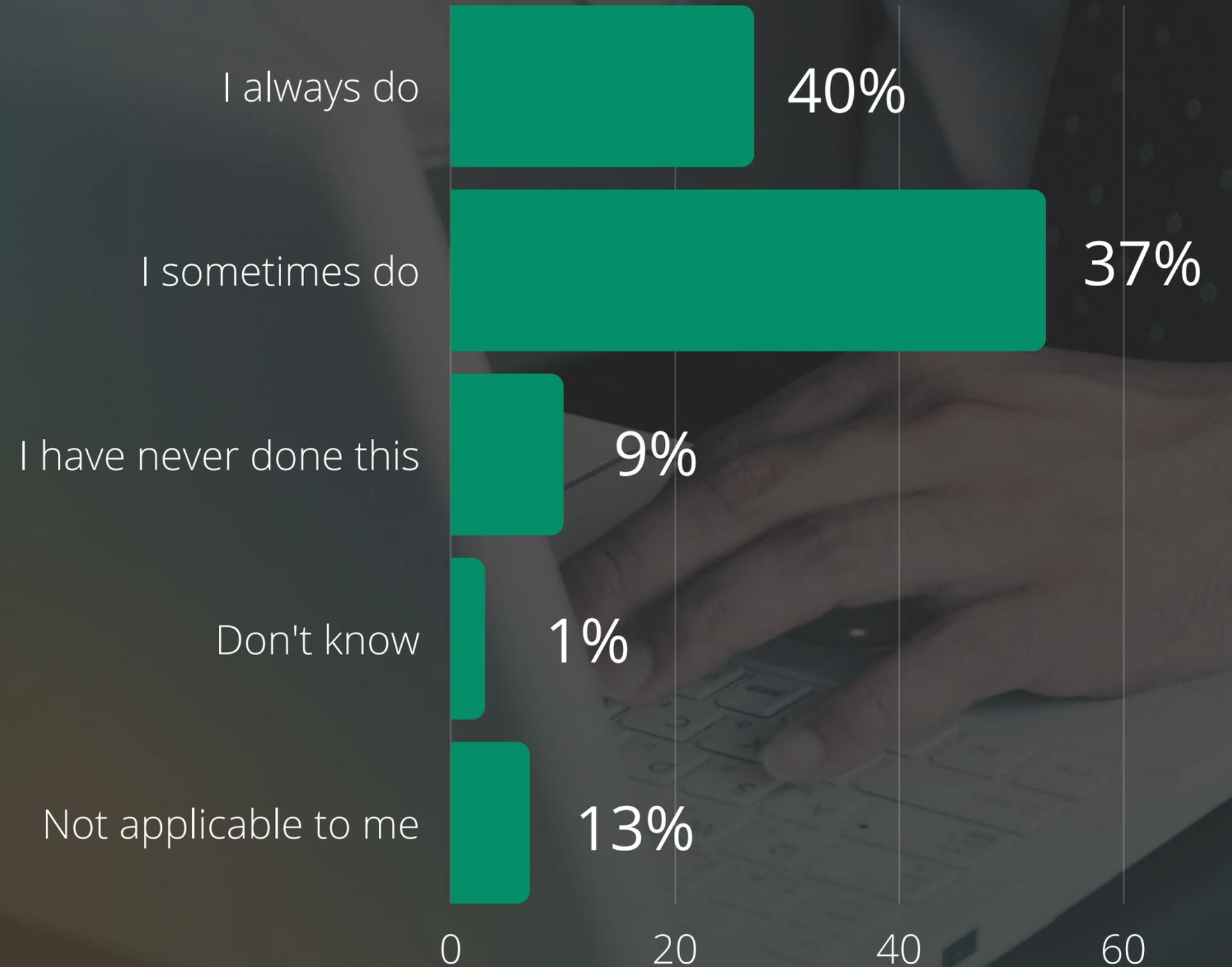
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# Age Group

65+ Age Group Responses

**40% OF CONSUMERS AGED 65+ ALWAYS TRY TO BUY FROM IRISH WEBSITES**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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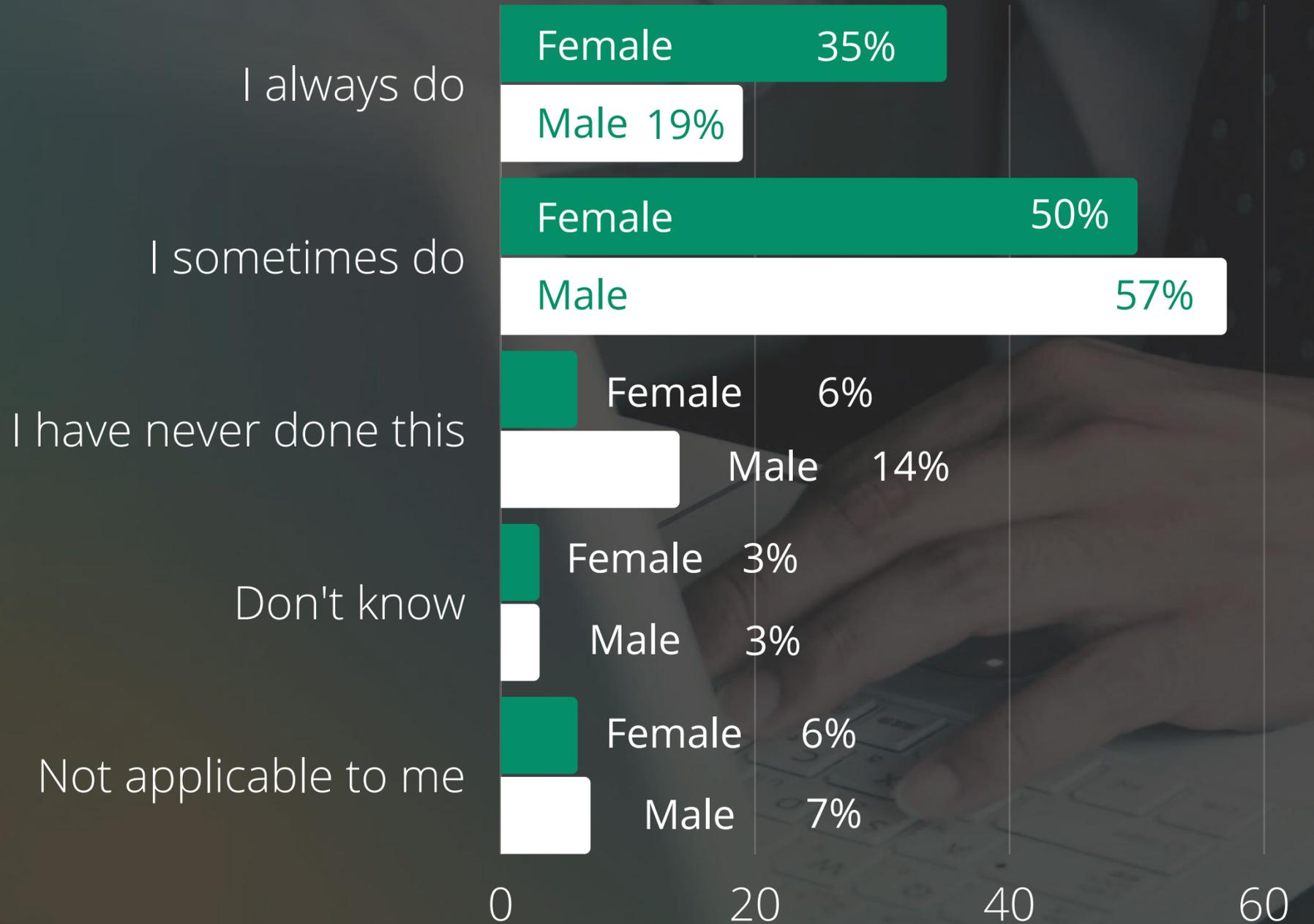
# Gender

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## Gender Responses

# WOMEN LEAD THE CHARGE AS MORE THAN A THIRD ALWAYS MAKE AN EFFORT TO BUY IRISH ONLINE

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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# Income Breakdown

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# Income Breakdown

€5k-20k

**MORE THAN HALF OF THOSE EARNING BETWEEN 5-20K ALWAYS OR SOMETIMES MAKE AN EFFORT TO BUY IRISH ONLINE**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



Source: Ireland Thinks • The poll was conducted on Friday 7th of January 2022.

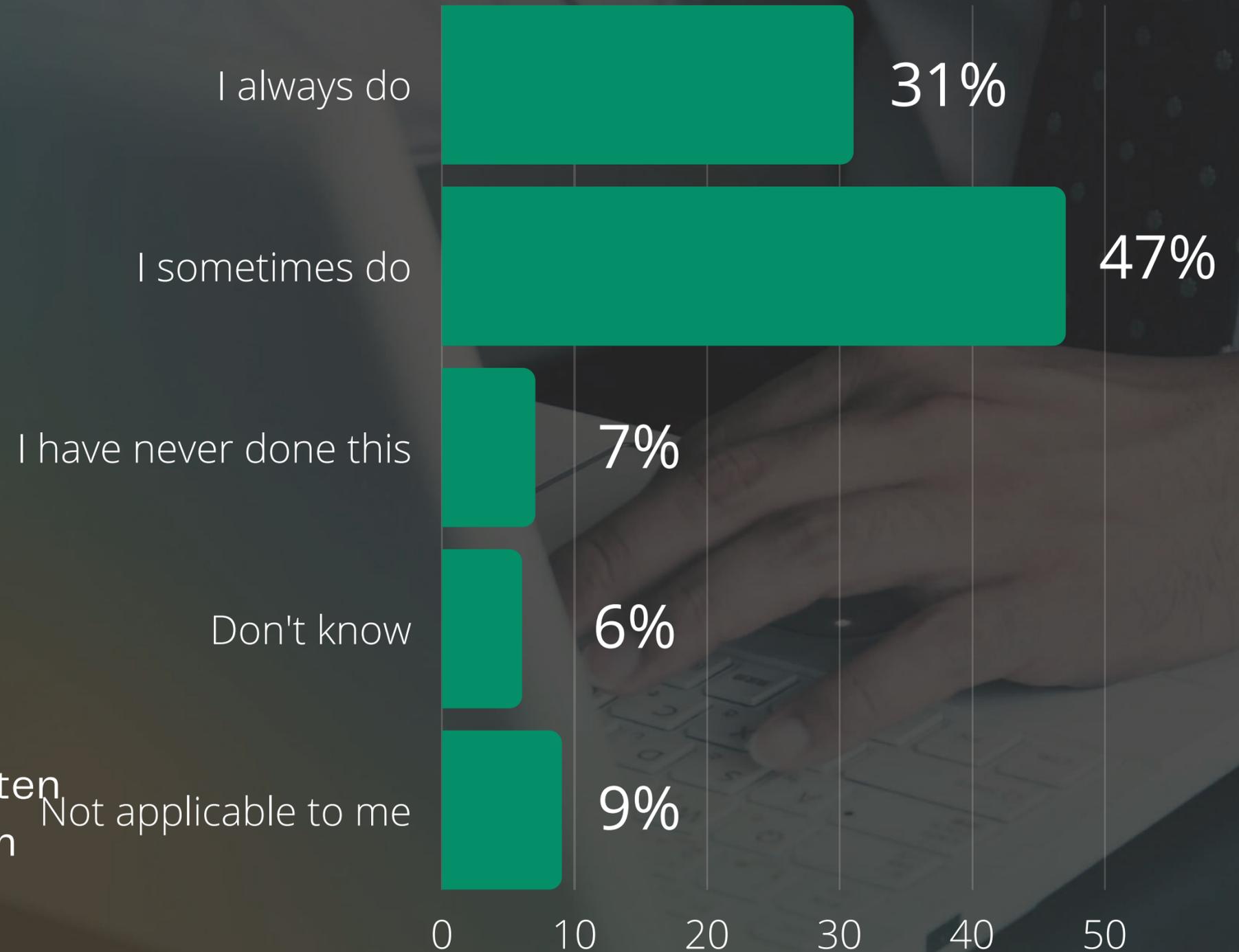
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# Income Breakdown

€20k-30k

**NEARLY A THIRD OF THOSE EARNING BETWEEN 20-30K ALWAYS MAKE A CONSCIOUS EFFORT TO BUY IRISH ONLINE**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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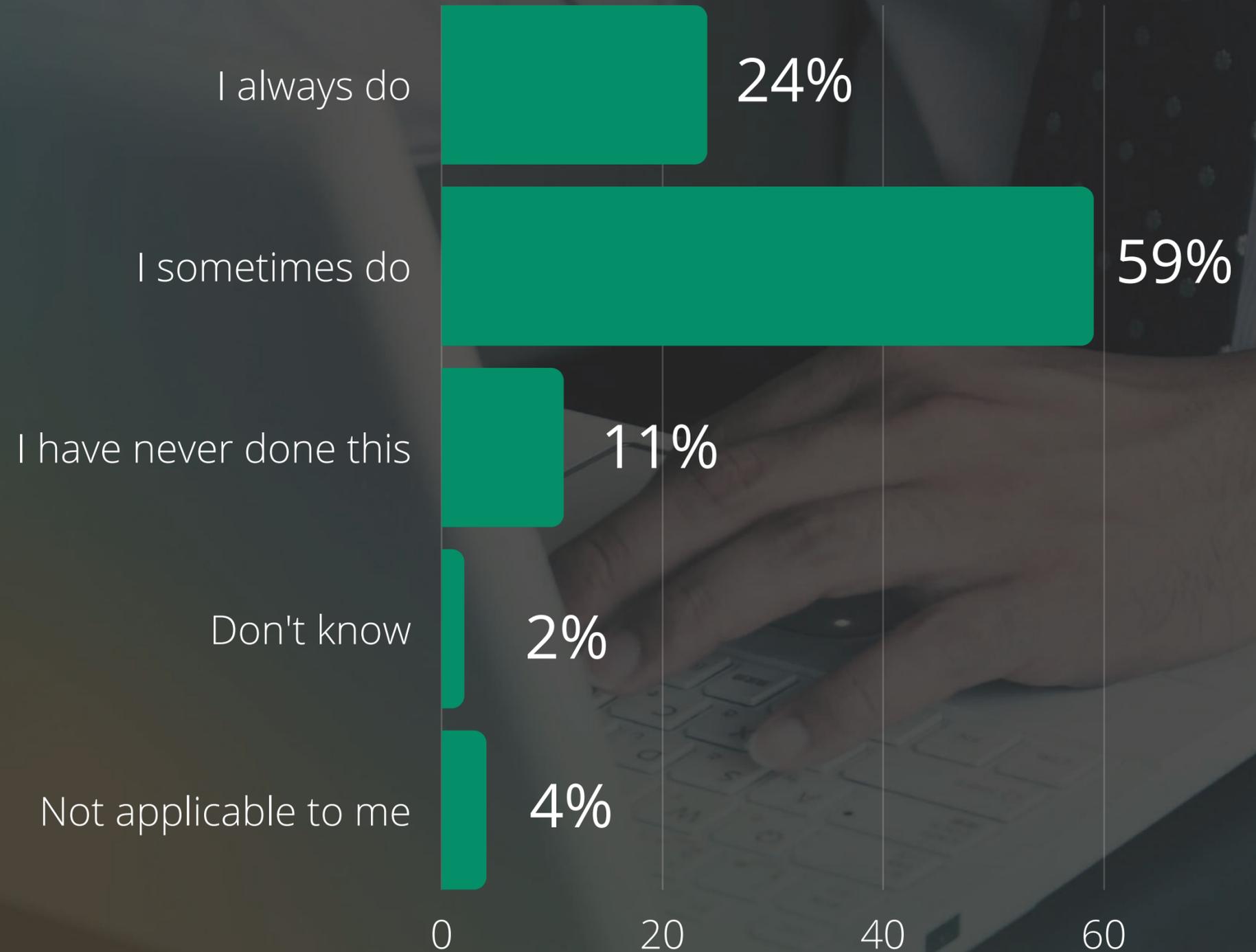
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# Income Breakdown

€30k-50k

**11% OF MIDDLE INCOME EARNERS SAY THEY HAVE NEVER MADE AN EFFORT TO PURCHASE FROM IRISH WEBSITES**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



Source: Ireland Thinks • The poll was conducted on Friday 7th of January 2022.

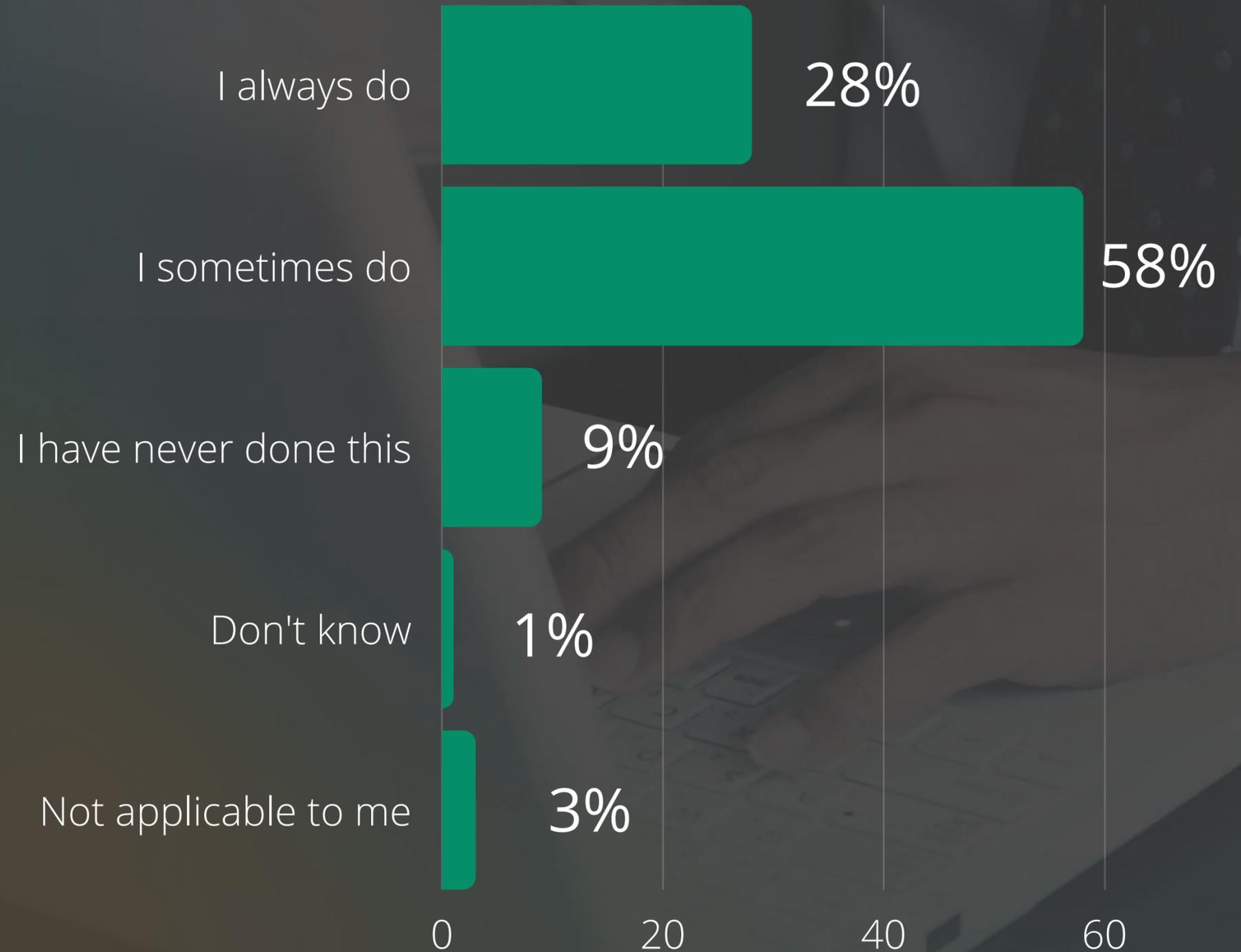
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# Income Breakdown

€50k-80k

**86% OF THOSE EARNING BETWEEN 50-80K ALWAYS MAKE AN EFFORT TO PURCHASE FROM IRISH WEBSITES**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



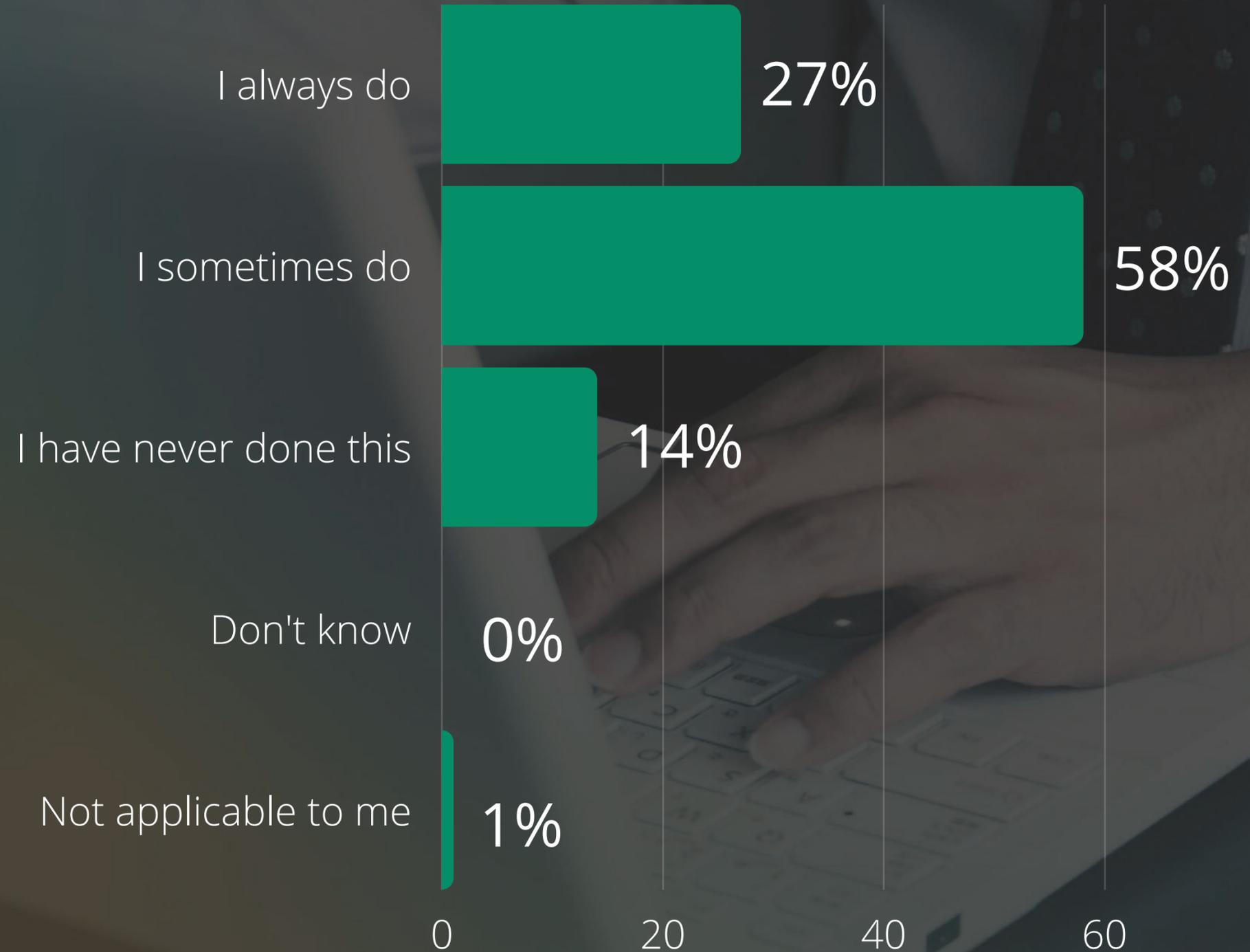
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# Income Breakdown

more than €80k

**14% OF HIGH INCOME EARNERS SAY THAT THEY HAVE NEVER MADE AN EFFORT TO BUY IRISH ONLINE**

QUESTION: "When shopping online how often would you make an effort to purchase from Irish websites?"



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