

# Snapshots

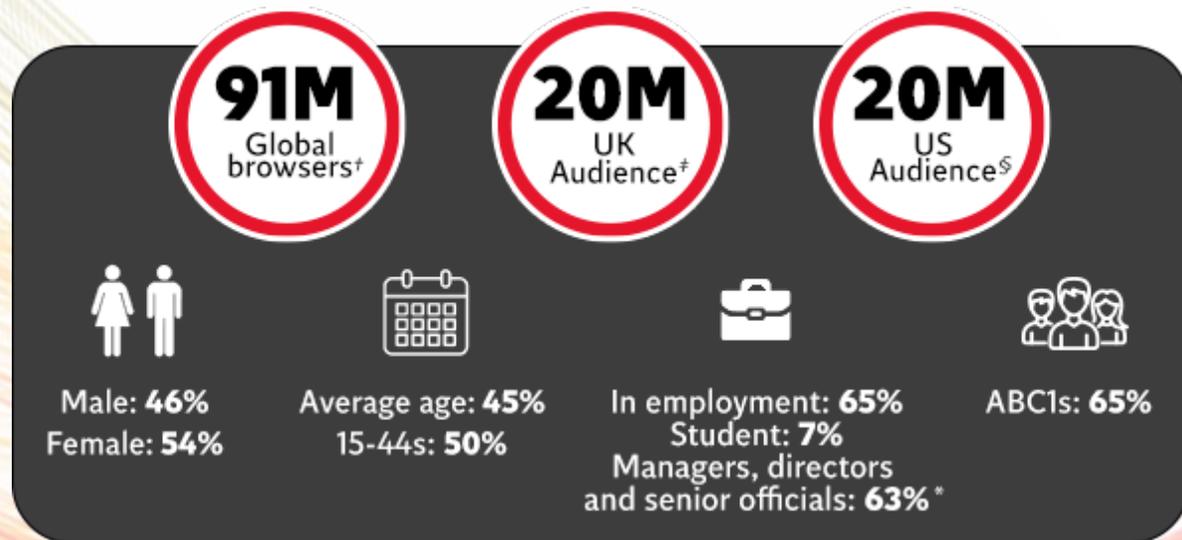
# Snapshots

## Shopping for Halloween 2021

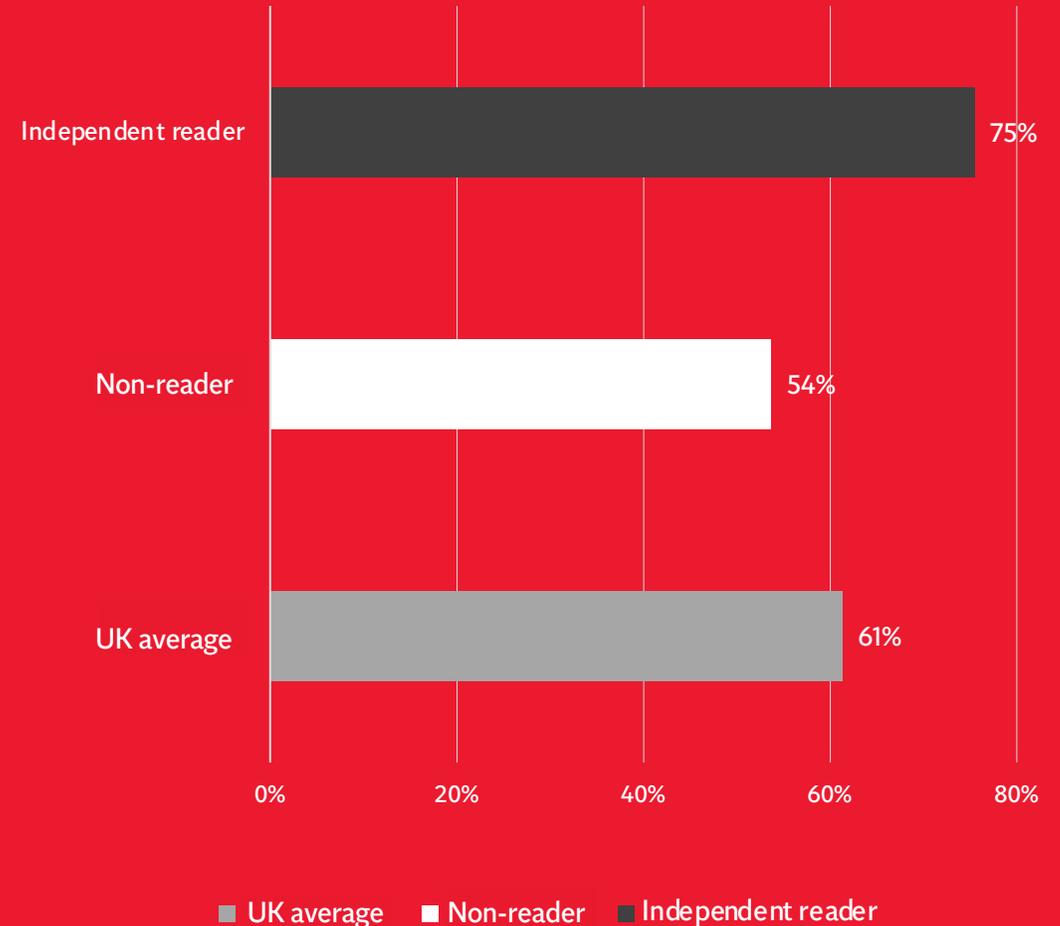
According to PamCo, The Independent reaches more parents with school aged children than any other digital quality news brand.

A OnePulse study of 501 parents shows that Independent-readers are far more likely to be buying for Halloween.

Three out of every four Independent reading parents were planning to purchase sweets, costumes, decorations or food to celebrate Halloween with their children, compared to only 54% of non-readers.



## Shopping for special items to celebrate Halloween? (Sweets / costumes / decorations / food) % Profile



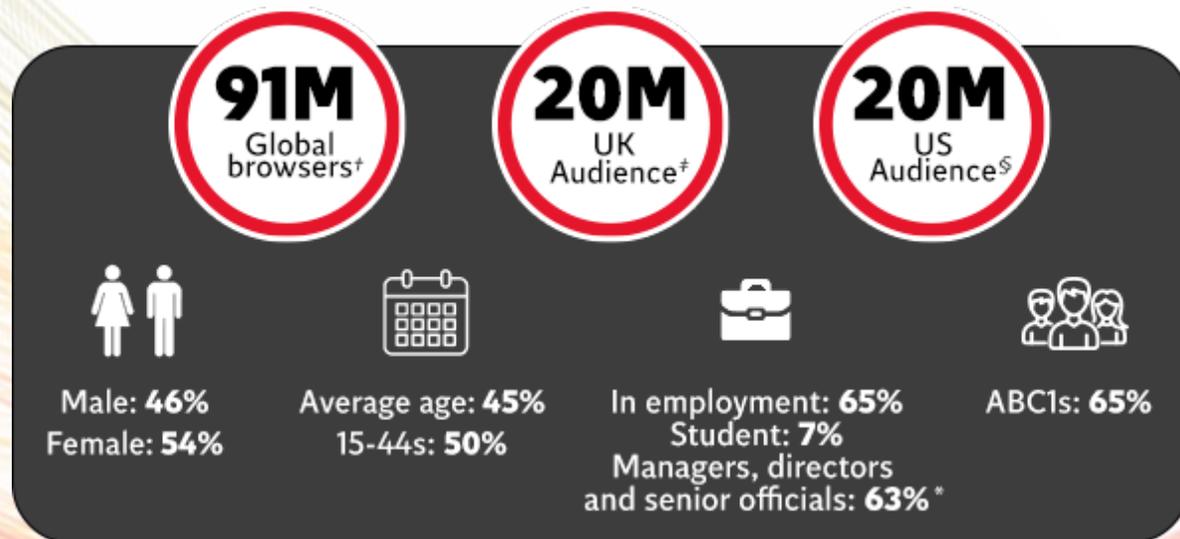
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## Shopping for Black Friday 2021

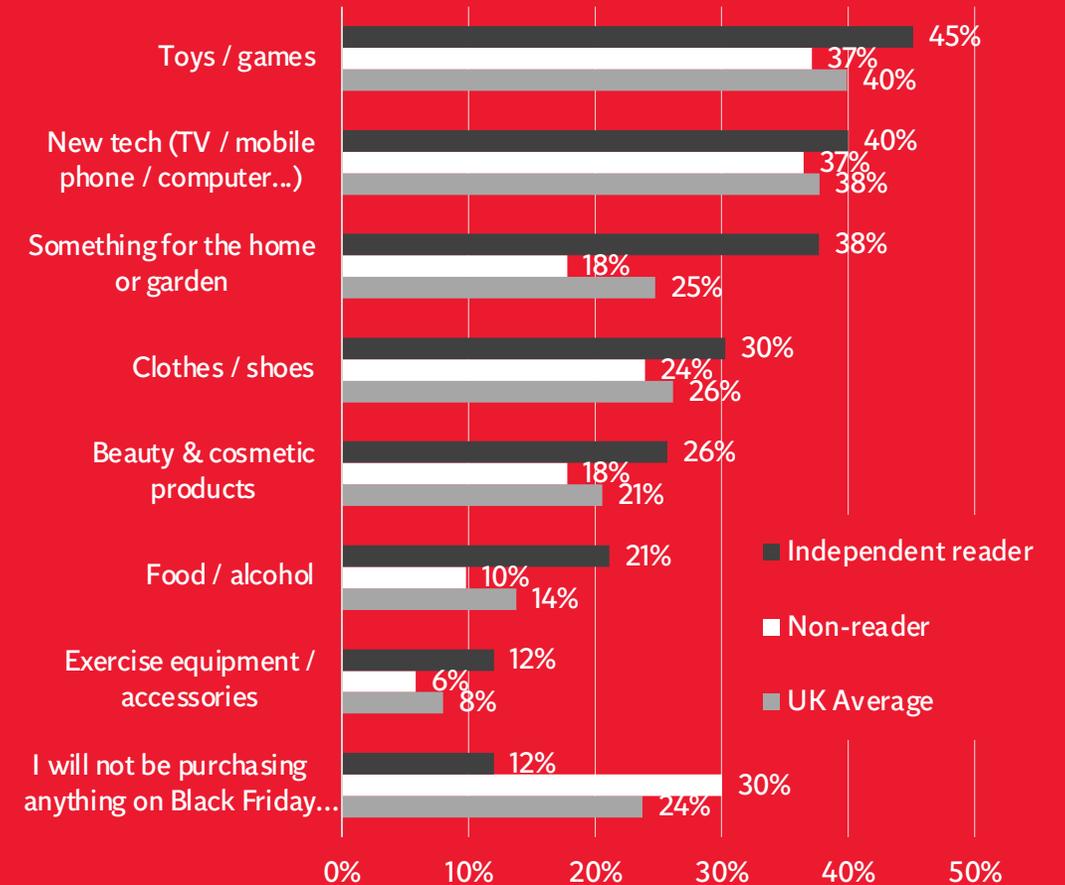
This year's Black Friday sales are eagerly awaited by UK shoppers.

A OnePulse study of 501 parents and guardians shows that Independent readers are far more likely to be looking for bargains in the Black Friday sales than non-readers.

Whilst 88% of readers will be participating, the most popular items among the parents were toys, with 45% looking to buy, and technology with 40% planning a purchase.



## What will you be shopping for on Black Friday 2021?

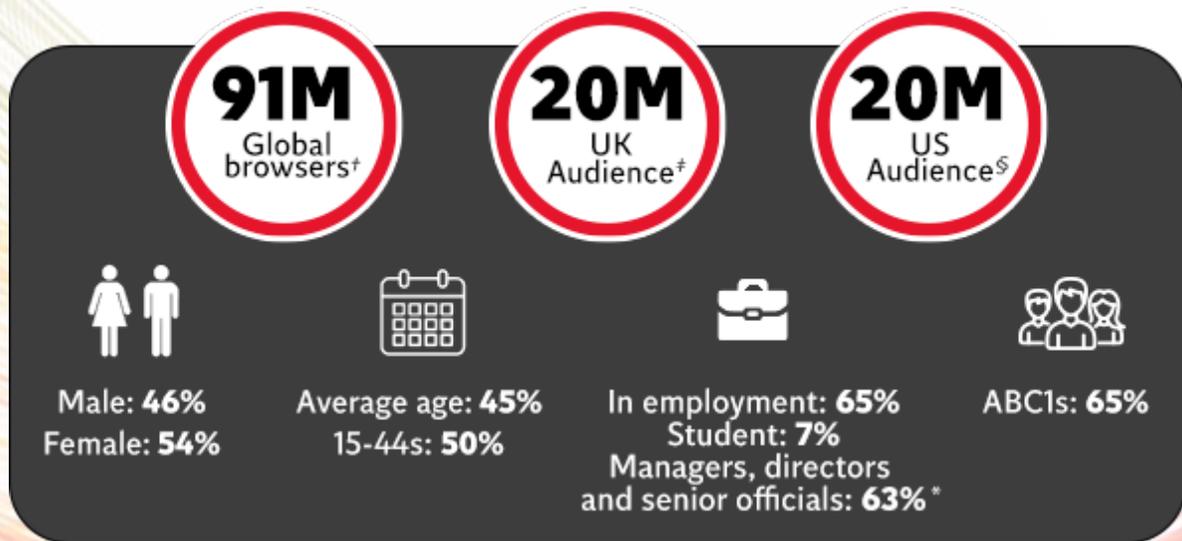


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## Last minute shopping for ‘back to school’

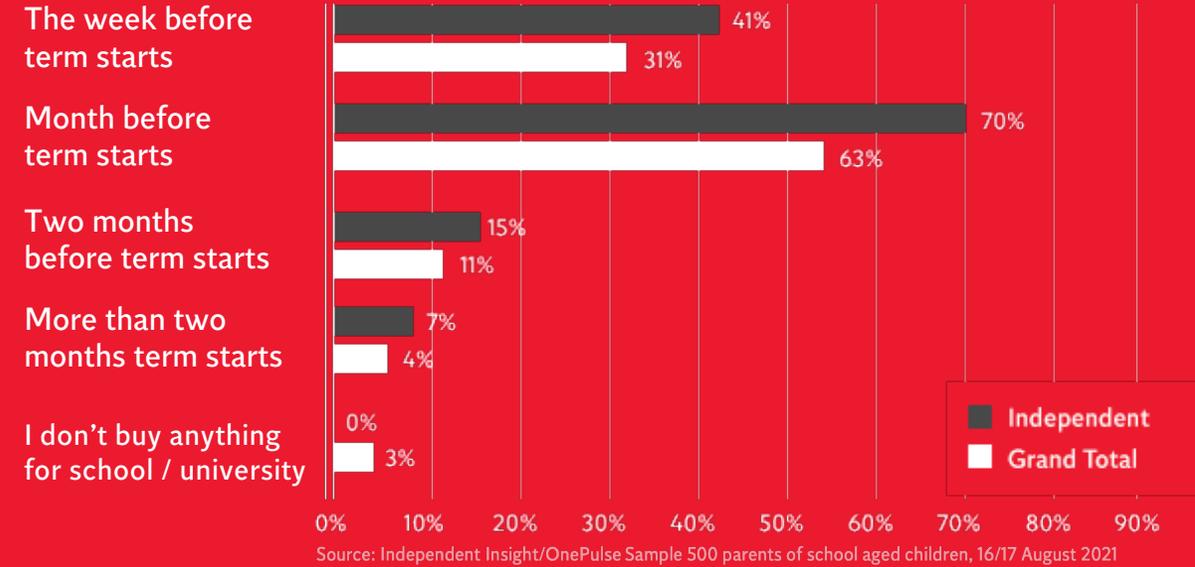
According to PamCo, The Independent reaches more parents and guardians with school aged children than any other digital quality news brand.

A OnePulse study of parents with school and university aged children shows that they are still looking to complete their back to school shopping over the next couple of weeks – with the greatest number looking at clothing and shoe retail shops, supermarkets and online. Independent readers are far more likely to be last minute shoppers, with 41% of parents stating that they leave at least some of the back-to-school shop until the last week before term.

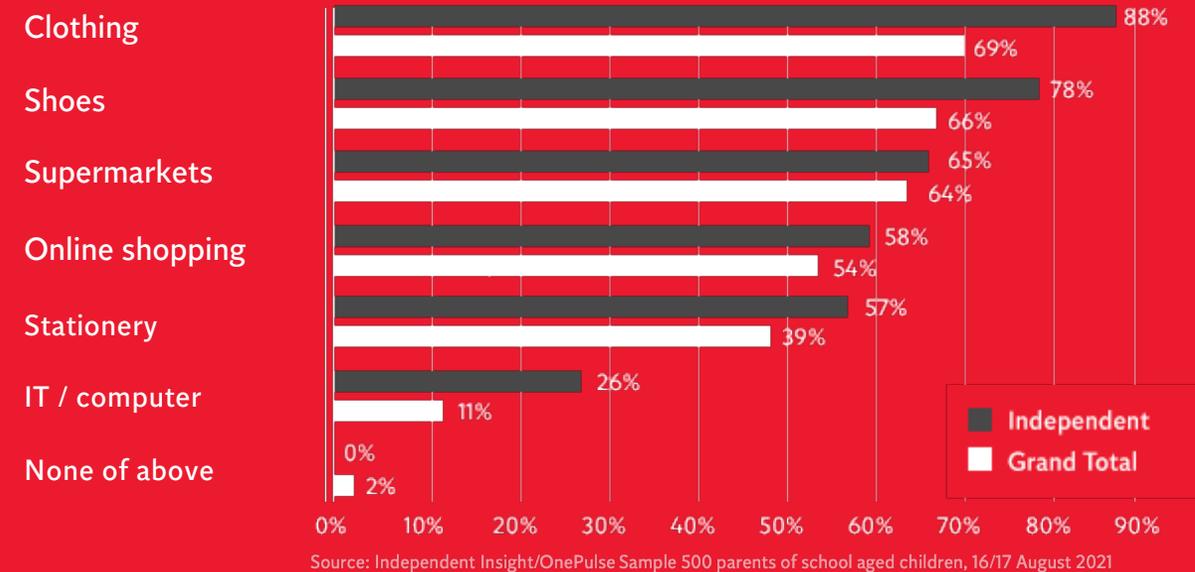


Source: \*PamCo 1 2021 | † Adobe Analytics August 2021  
‡ Ipsos Iris July 2021 | § Comscore US July 2021

## When do you usually do your back to school / university shopping?



## What shops will you use for your child's return to education?



# Snapshots

## Still planning to get away

Independent readers are keen to get back to travelling.

Although half are wanting to have a UK holiday, many are still looking for trips to European beach resorts (31%), European city breaks (30%) and travelling further afield.

In a survey using the OnePulse panel, Independent readers were far more likely to be supportive of travel now that vaccinations are widespread and many are also planning to spend more than ever this year.



**91M**  
Global  
browsers<sup>†</sup>



**20M**  
UK  
Audience<sup>‡</sup>



**20M**  
US  
Audience<sup>§</sup>

Male: 46%  
Female: 54%

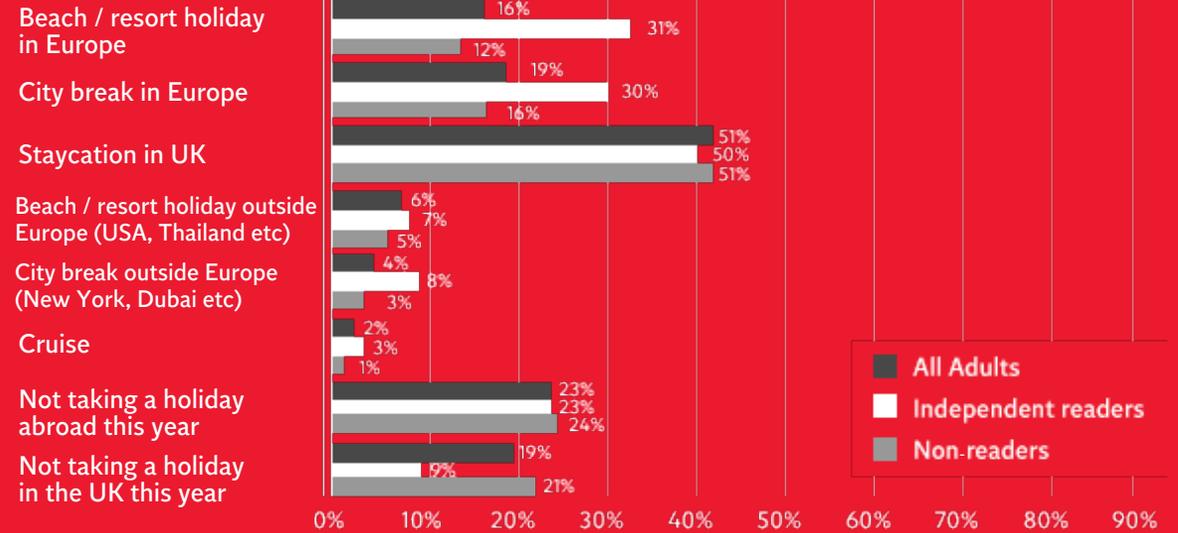
Average age: 45%  
15-44s: 50%

In employment: 65%  
Student: 7%  
Managers, directors  
and senior officials: 63%\*

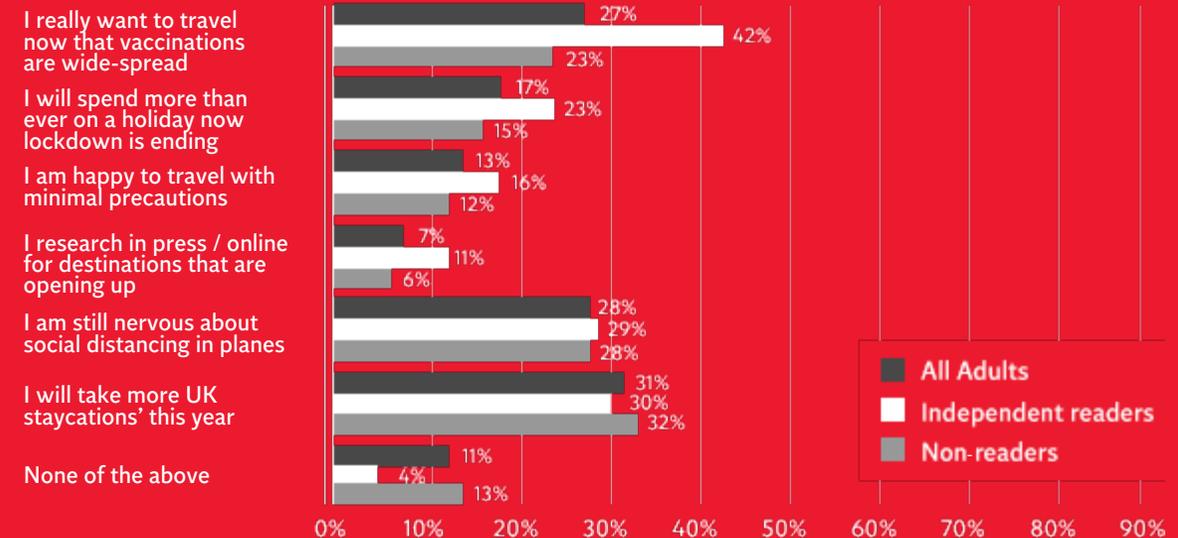
ABC1s: 65%

Source: \*PamCo 1 2021 | † Adobe Analytics August 2021  
‡ Ipsos Iris July 2021 | § Comscore US July 2021

## Still thinking about a holiday this year



## Travelling during the pandemic

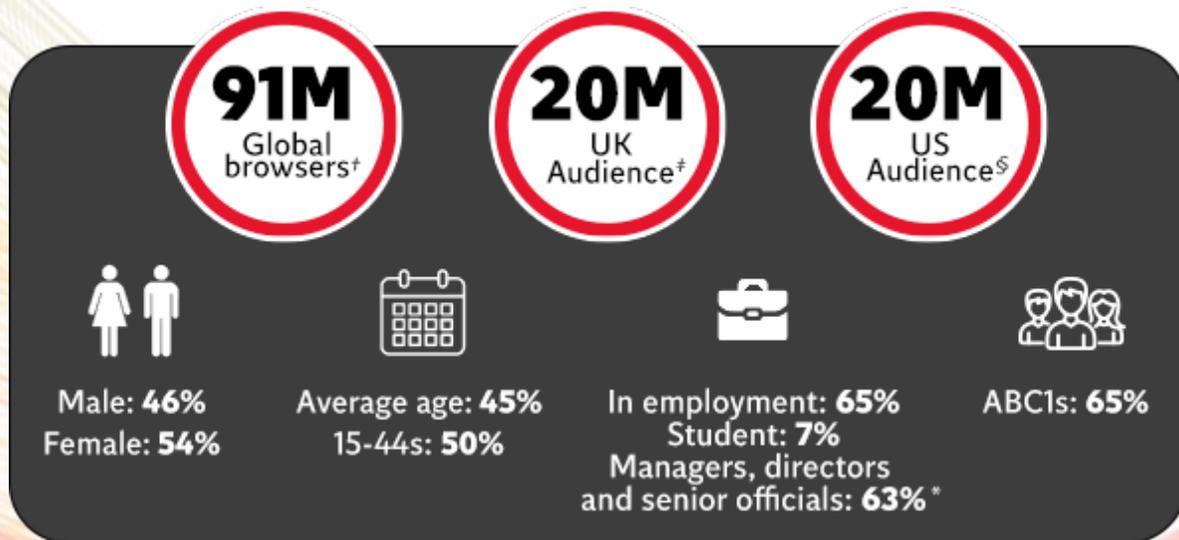


# Snapshots

## Reaching tech enthusiasts

Independent readers regularly look to upgrade their technology. Whether it is their mobile handset or broadband, laptop or home streaming service, readers of The Independent are far more likely to be in the market for the latest tech.

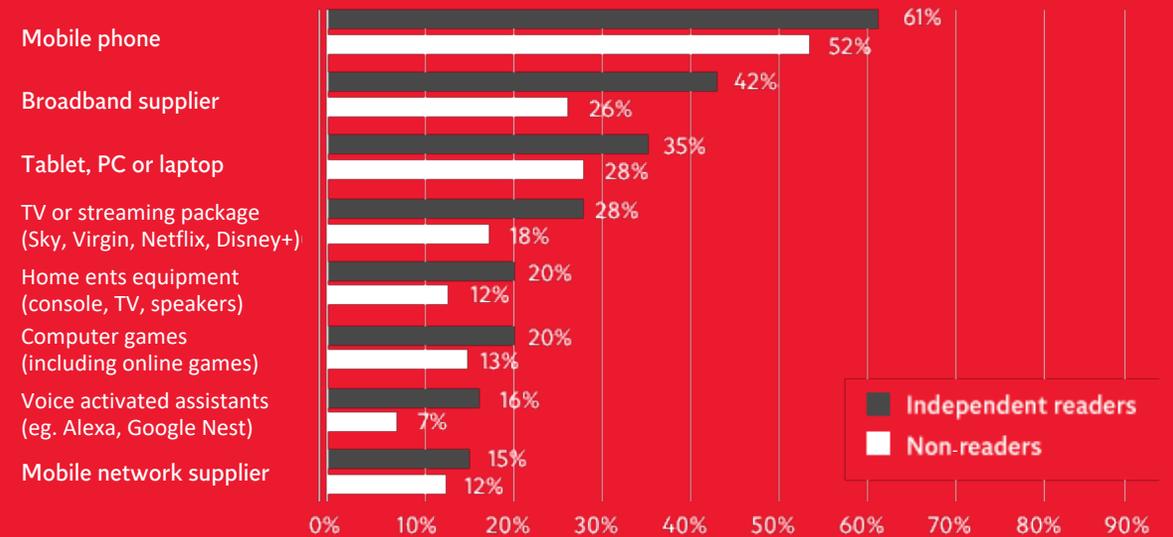
To ensure that their new tech is working to its full capability, readers need high speed broadband for streaming and working from home. Many are on the lookout for good deals.



Source: \*PamCo 1 2021 | † Adobe Analytics August 2021  
 \* Ipsos Iris July 2021 | § Comscore US July 2021

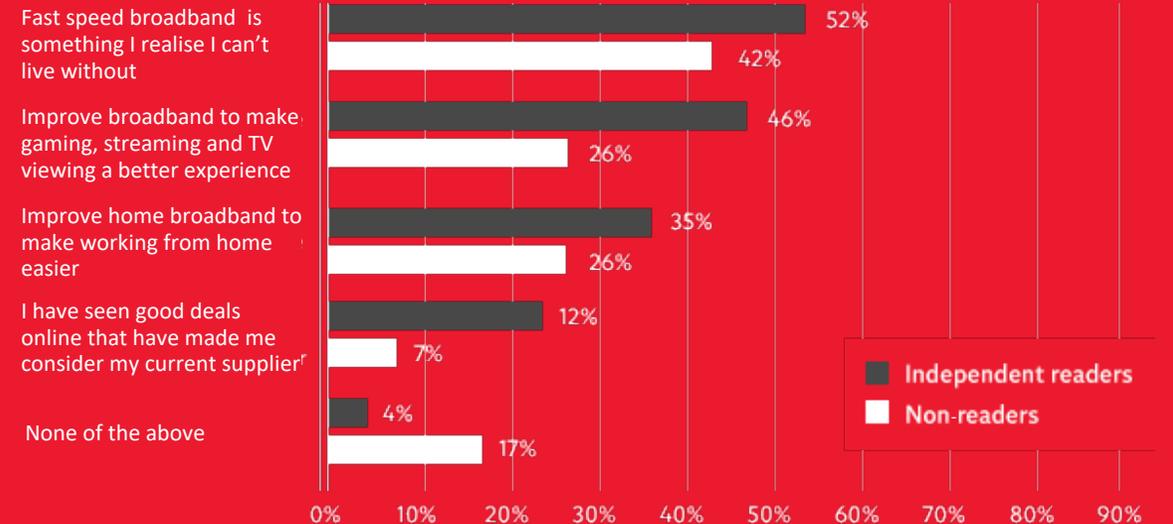
### Reaching tech enthusiasts

Tech buyers: which of the following have you recently purchased or planning to upgrade?



### Broadband: A desire for speed

A need to improve home broadband speeds



Source: Independent Insight, OnePulse, base 501, June 11 2021

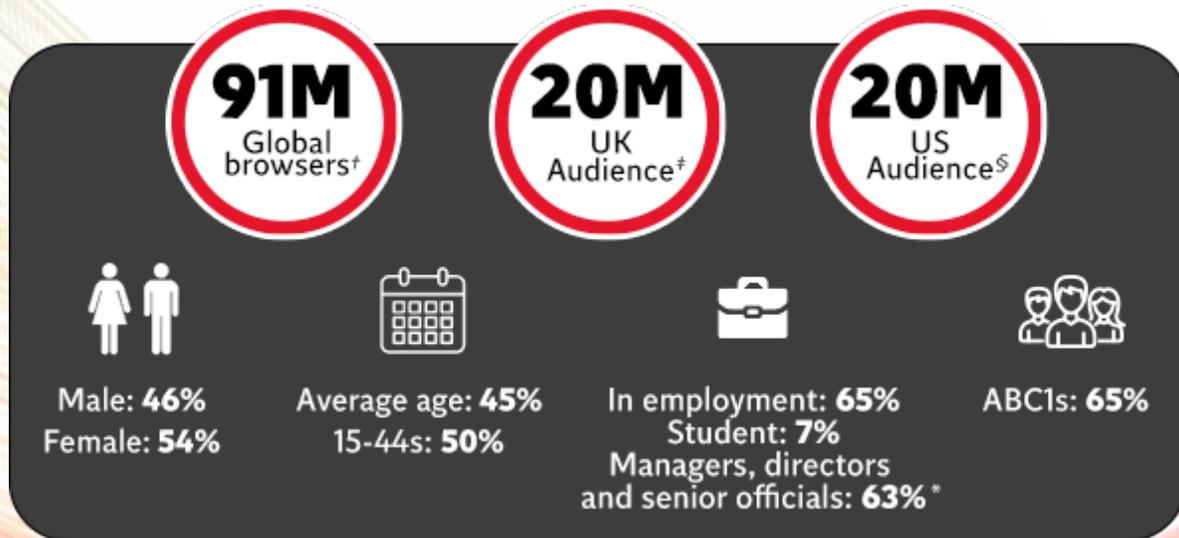
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## Looking for sun or snow this winter?

As restrictions lift on international travel, a third of Independent readers are considering some winter sun over the autumn and winter period and one in four are looking to the ski slopes.

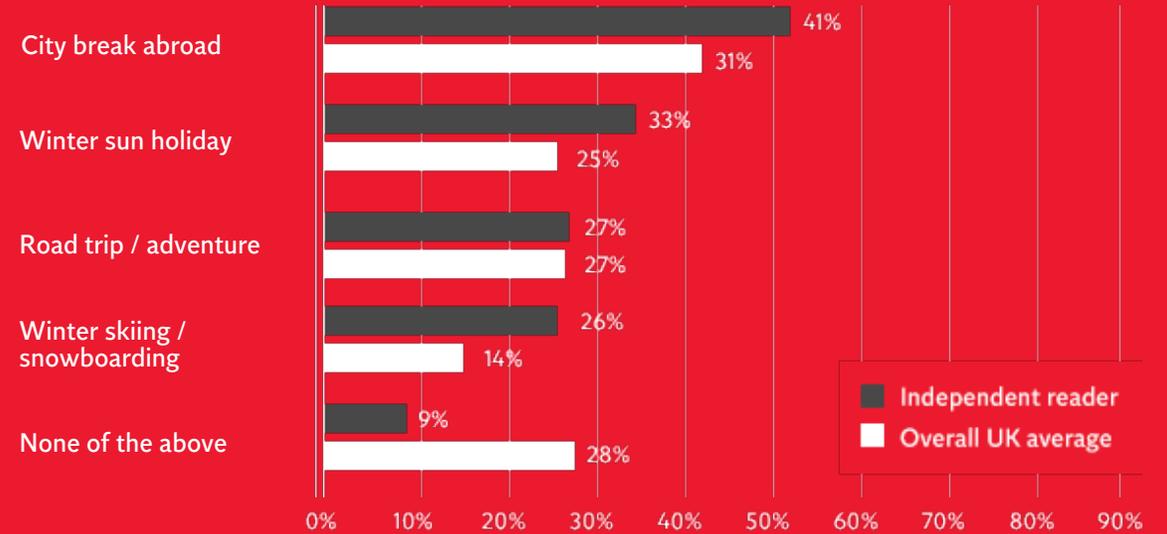
However, overseas city breaks are the most popular option, with half of readers looking for a short break away. Continental Europe remains the leading overseas travel destination, but there has been a growth in respondents looking to travel further afield.

Independent readers are significantly more enthusiastic about international travel than the average UK citizen for almost all categories of travel.

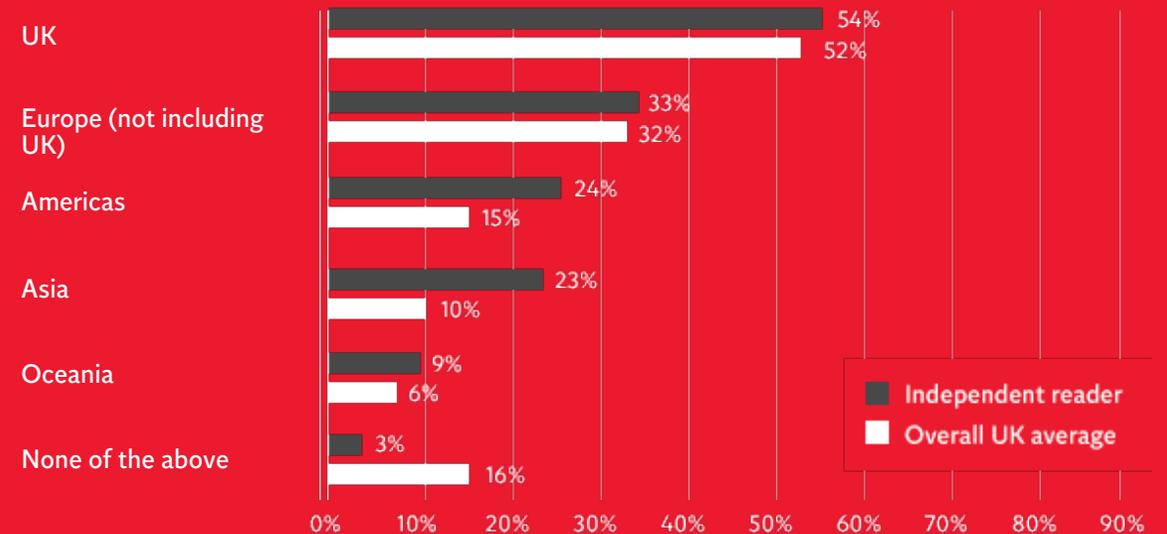


Source: \*PamCo 1 2021 | † Adobe Analytics August 2021  
‡ Ipsos Iris July 2021 | § Comscore US July 2021

## Planning to travel this autumn / winter



## Where are you planning to travel in the next six months?



Source: Independent Insight/OnePulse. Sample: 501 UK 16+, 8 Sept 2021

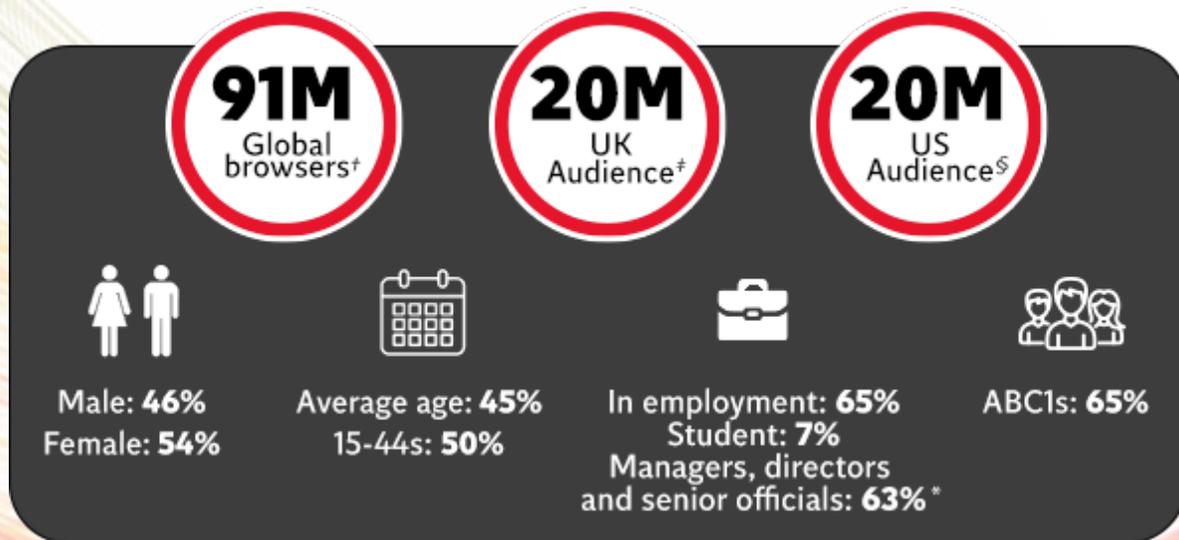
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## Future plans

As vaccination implementation in the United States increases and the economy opens up, consumers are planning what they would like to do and buy.

When it comes to travel, whilst most US citizens are looking to travel domestically this summer, more than 1 in 5 Independent readers are still looking to travel abroad – nearly twice the level of the average US adult.

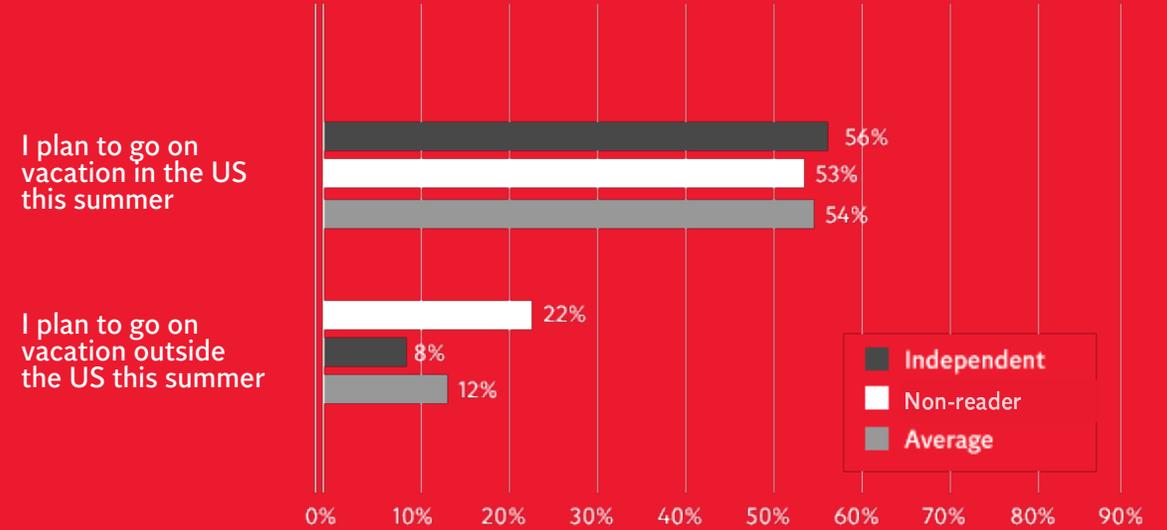
Around half of readers are also looking to get to go to the cinema and live music events again.



Source: \*PamCo 1 2021 | † Adobe Analytics August 2021  
‡ Ipsos Iris July 2021 | § Comscore US July 2021

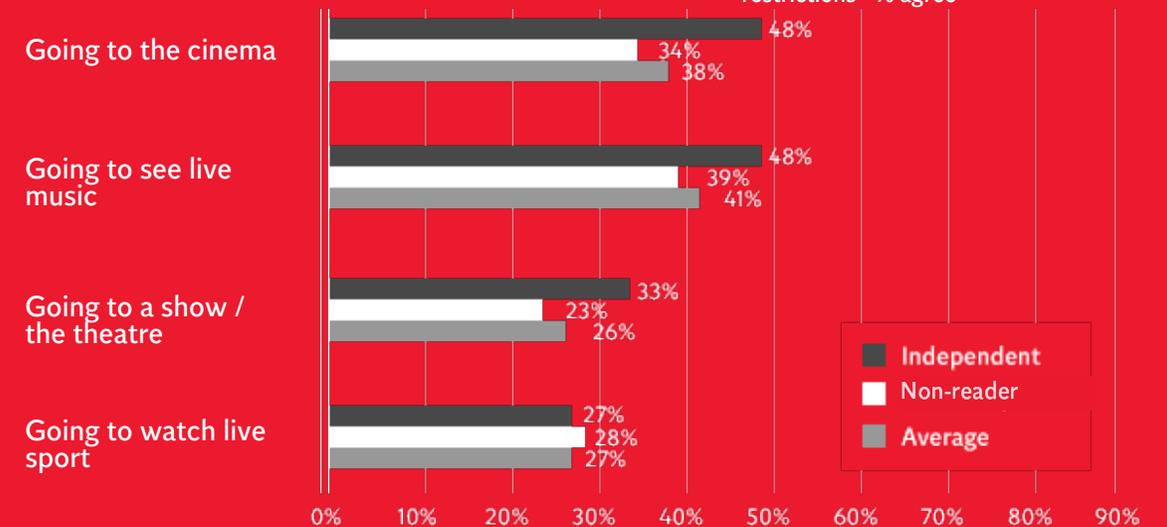
## Travel planning for the summer

Travel planning – in market % agree



## Going out following Covid restrictions

Looking forward to entertainment opportunities following Covid restrictions - % agree



Source: Independent Insight, OnePulse, base 501, 25 May 2021