Collaborative Town Centre Health Check Training Programme

Monaghan Town Centre
Consumer Surveys
July 2019

An Roinn Cultúir,
Óidhreacht agus Gaeltacht
Department of Culture,
Heritage and the Gaeltacht

An Roinn Titheachta,
Pleanála agus Rialtais Aitiúil
Department of Housing,
Planning and Local Government

An Roinn Forbartha
Tsaol agus Pobail
Department of Rural and
Community Development

RGDATA
LOCAL SHOPS - LOCAL COMMUNITIES

REDC
Ireland’s Collaborative Town Centre Health Check Training Programme

This research was conducted on behalf of the Heritage Council and Partners as part of the Collaborative Town Centre Health Check Training Programme.

Fieldwork was conducted 12th October – 23rd November 2018.

The sample size was n = 408.

Gender

- 52% Male
- 48% Female

Age

- 18-24: 14%
- 25-34: 16%
- 35-54: 33%
- 55-64: 21%
- 65+: 16%

Social Class*

- ABC1's: 43%
- C2DE's: 55%

*ABC1s - upper to lower middle class, C2DEs – Skilled working class/ working class and non working
Summary of Key Findings - 1

Reasons for Visiting Monaghan Town Centre

1. Shopping is the main factor driving usage of Monaghan town centre with 8 in 10 citing it as a reason. The next most commonly cited reasons are attending work and visiting friends or relatives. Attending work is also the main reason for using the town centre for just under 1 in 4.

2. Of those who use Monaghan town centre, the vast majority, over 9 in 10, visit once a week or more often. The biggest competitor towns for Monaghan town users are Dublin followed by Belfast and Armagh. Dundalk however gets a larger share of more frequent users, with 20% saying they go to Dundalk either once or 2/3 times a month.

3. Town users’ favourite feature of the town is that it is compact and easy to get around. They also likes the pubs, cafes and restaurants, and shops, important to see in the context of shopping being the number one reason people use the town centre. However, when asked directly if there is anything they dislike, the single biggest dislike is the lack of (modern) shops, followed by taking issue with the traffic and parking situations.

Monaghan Town Ratings

1. Accessibility does not appear to be a big issue, with 4 in 5 users of Monaghan town rating ease of access and getting around the town as good or very good. However, there is less consensus around the town and parking situation, with only 3 in 5 being satisfied for both of these metrics.

2. Over 4 in 5 users of Monaghan town centre, rate its general attractiveness as good or very good, with relatively similar numbers satisfied with pavement cleanliness and quality. While two thirds rate the parks/green space and seating areas as good or very good, these are the lowest scores in terms of the towns attractiveness, making them potential areas for improvement.

3. 9 in 10 town centre users are satisfied with the price, range and quality of cafes and restaurants, very positive to see in the context of 1 in 4 town users saying this is their reason for being there.

4. From a tourism perspective, we see high ratings among users for the general vibrancy of the town and the range of events taking place, with roughly 4 in 5 recording being satisfied.

5. Watch out is around perceptions of night time safety and security in the town, as while the majority still rate this is as good or very good, the gap between this and day time security ratings is significant.
Summary of Key Findings - II

Retail in Monaghan Town Centre

1. We see high ratings among town users for shopping, in particular the standard of service. 4 in 5 rate the quality of shops as good or very good, 3 in 4 positively endorse value for money and 7 in 10 actually rate the range of shops as good or very good.

2. Over two thirds of shoppers using Monaghan town centre do so out of habit, however the town centre being easy to get around and the selection and quality of shops are also important factors.

3. By far the most common type of business visited while using Monaghan town centre is a supermarket, with 6 in 10 visiting one. 16% of users visit a chemist and 14% visit a café or takeaway, with clothes shops being where users have their highest average spend.

4. Of the options presented, the preferred time for extended hours for current users of Monaghan town centre to shop is Friday evening, with half preferring it over other options.

5. The dominant supermarket in Monaghan is SuperValu with other outlets lagging behind in terms of most often usage. The most used clothes outlets are Wilsons and Vera Moda, while the most utilised furniture and durables outlets are Upstairs Downstairs, Maurice Grahams and Albany Home Décor.

6. If they had the choice, just under two thirds of Monaghan Town Centre Users would like to see a Penneys in the town centre.

Online Shopping in Monaghan

1. Just over a third of Monaghan town users surveyed shop online, and among this group, a majority shop online either just once a month or less often.

2. Interestingly, 20% of Monaghan town users who shop online use “click and collect” services, suggesting that a proportion of their online shopping is with local retailers.

3. The most popular goods purchased online are clothing and clothing accessories with just under two thirds claiming clothes are the main thing they purchase online. The average spend on clothes/clothing accessories by these town users is just over €90. 85% of those shopper online are spending over €50.

4. Sports equipment is sought after online by about 1 in 5 users of Monaghan town centre, with Sports Direct the second most favourite website behind Amazon.

5. Amazon being the favourite website of Monaghan town users who shop online is perhaps unsurprising, given the main perceived benefit driving use of online shopping is the range of stores you can buy from, with 63% citing this. 58% mention it being handy, 48% like the cheapness and 44% are enticed by the variety of goods available.
Summary of Key Findings? - III

Public Events and Festivals

1. There is generally strong awareness and good conversion to actually visiting events in Monaghan town centre. 61% of those who use Monaghan town centre, visited the Christmas lights switch on within the last year while over a half visited the St Patrick’s Day festival and 2 in 5 the Halloween Bats festival.

2. The most popular idea for future events among town users is to have more Christmas events with 6 in 10 saying they would like to see that. This is followed by markets, food festivals and music events.

Access & Parking

1. The dominant mode of transport for Monaghan town users is car with three quarters driving. Walking is the second most common with 1 in 5 walking in and negligible numbers using other means of transport.

2. 93% of those driving to Monaghan would rather use a surface level car park than on street parking while 88% of drivers paid for their parking on the day.

Brexit

1. Currently, the vast majority of Monaghan Town Centre Users say they have not noticed any difference in the town since the announcement of Brexit, with just 10% saying they have seen an increase in activity and a similar number a decrease.

2. When asked about the anticipated future impact of Brexit however, the level of negativity increases substantially with just under one in three believing it will have a negative impact on the town centre. Again it is notable however, that over half of town centre users believe it will not have any impact on the town.
1. Users of Monaghan Town Centre
**Reasons For Using Monaghan Town Centre?**

(Base: All Users of Monaghan Town Centre; n=408)

**Q.1a What is the main reason you visit Monaghan town centre generally?**

**Q.1b And what other reasons do you visit Monaghan town centre generally?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Main</th>
<th>Main/ Any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>52%</td>
<td>82%</td>
</tr>
<tr>
<td>Attending Work</td>
<td>24%</td>
<td>37%</td>
</tr>
<tr>
<td>To visit a friend or family member</td>
<td>2%</td>
<td>27%</td>
</tr>
<tr>
<td>To visit Café/Restaurant</td>
<td>7%</td>
<td>25%</td>
</tr>
<tr>
<td>To get hair cut/styled</td>
<td>1%</td>
<td>18%</td>
</tr>
<tr>
<td>Passing Through</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Walking/Window shopping</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Professional Reasons (e.g. meeting a Solicitor)</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>To attend a cultural event</td>
<td>1%</td>
<td>13%</td>
</tr>
<tr>
<td>To make use of a civic service/admin reasons (e.g. collect pension, appointment)</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>To Visit Bookmaker</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Tourism</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Shopping is by far the most common reason why shoppers use Monaghan the town centre, with more than half saying this is the main reason they use the town centre. Interesting to note that a quarter of town users say attending work was their main reason for using the town generally. Beyond the top two, the next most common reasons are visiting a friend or family member or going to a café/restaurant.
Positive to see that the vast majority of Monaghan town centre users visit at least once a week. Dublin is the most likely place for Monaghan town centre users to also visit, although the majority of those who do go to Dublin go just once a month. Dundalk is the biggest competitor in terms of frequent visitors with 20% of Monaghan Town Centre Users going there at least once a month.
What do People like about Monaghan Town Centre?
(Base: All Users of Monaghan Town Centre; n=408)

- Compact/easy to get around: 18%
- Pubs/restaurants/cafes/hotels: 14%
- Shops: 13%
- Generally Good/Great place: 12%
- Helpful staff: 9%
- Architecture/historic buildings: 8%
- Good Atmosphere/Ambience: 8%
- Have everything/variety: 7%
- The People: 6%
- Home Town: 5%
- Friendly: 5%
- Peaceful/relaxing: 4%
- Handy parking: 4%
- Other: 5%
- Nothing: 5%

The biggest attraction of the town is that it's easy to get around. Keeping in mind that café's and restaurants are one of the most common reasons people use the town, positive to see that pubs etc. are also one of the most liked aspects. The shops also come out well top of mind and general perceptions of it being a great place are one of the main things people like about the town.
What do People like about Monaghan Town Centre?

(Base: All Users of Monaghan Town Centre; n=408)

I can buy most of what I need, there a good variety of shops, a good number of the leading labels here.

It has a wide variety of shops, restaurants and cafes, nice hotels and B&Bs, good quality butchers and nice walks.

Great restaurants, good shops, helpful staff, quality hotels.

Nice shops, plenty of variety, well stocked shops. A new shop has opened this week, we have nice restaurants, parking is cheap and we have a relaxed atmosphere.

Is easy to park and ease of getting to all the shops.

Is nice and small and not too big from one end to another.

Everything, I was born here. There have been dramatic improvements down the years.

I like it because it is a very progressive town great staff in the shops always very helpful beautiful cathedral.

The architecture.

It’s a nice town to shop in or to eat. Great choice of restaurants and cafes, not over congested with traffic.

Nice atmosphere in the town.

It’s a very nice town, we have good supermarkets and friendly staff.
What Do People dislike about Monaghan Town Centre?

(Base: All Users of Monaghan Town Centre; n=408)

- Lack of (modern) shops: 11%
- Parking (lack of/difficult/general): 7%
- Traffic: 7%
- Lack of choice: 4%
- Hospital not properly used: 3%
- Not enough for young people: 3%
- Idle properties: 3%
- Lack of convenience/amenities: 2%
- Lack of clothes shops: 2%
- Other: 9%
- Nothing: 54%

The majority (54%) said they dislike nothing about Monaghan town centre. Of the reasons that were giving for disliking it, the lack of (modern) shops comes out top of mind for 1 in 10, with 7% citing each of parking and traffic.
What do People Dislike about Monaghan Town Centre?
(Base: All Users of Monaghan Town Centre; n=408)

- A bit of painting and decorating for closed up buildings. Upgrade our hospital.
- A lot of drunkards mainly in the evenings and feeling of security.
- Too much traffic.
- Dislike our hospital, it hasn’t been used to its full capacity.
- Less variety of shops.
- Parking machines tend to always break down and you have to walk around to get the one that is functioning.
- Lack of places for young people to visit.
- Lots of people employed in health and education, but there is lots of bureaucracy.
- Lack of variety of shops and lots of unutilized vacant shops.
- Traffic congestion.
- Nothing really, pity they don’t open up the hospital, it would be great for the town and county.
- Nothing to do for young people.
2. Satisfaction with Monaghan Town Centre
Satisfaction with Various Aspects of Monaghan Town Centre - I

(Base: All Users of Monaghan Town Centre; n=408)

Q.17 I am now going to talk about the various aspects of Monaghan Town Centre. For each I want you to tell me how you would rate Monaghan Town Centre on that issue, using a 5 point scale where 5 is Very Good and 1 is Very poor.

**Traffic & Ease of Access**
- General ease of getting around Monaghan town centre: 78%
- Traffic Flow in the town centre: 61%
- Parking in the town centre: 59%

**Attractiveness**
- General attractiveness of the town centre: 81%
- Pavement Cleanliness: 79%
- Pavement Quality: 76%
- Parks and green space in the town centre: 68%
- Seating and areas to congregate: 66%

**Café/Restaurant**
- Cafe/restaurant choice in the town centre: 91%
- Cafe/ restaurant quality in the town centre: 90%

Showing % That score 4 (Good) and 5 (Very Good)
Access to the town does not appear to be a big issue for town users, with almost 4 in 5 rating the ease of getting around as good or very good. 3 in 5 also rate the traffic flow and parking positively but notable that when prompted about these specific aspects of access, the ratings are lower.

Monaghan Town Centre Ratings – Traffic & Ease of Access

(Base: All Users of Monaghan Town Centre; n=408)

Q.17 I am now going to talk about the various aspects of Monaghan Town Centre. For each I want you to tell me how you would rate Monaghan Town Centre on that issue, using a 5 point scale where 5 is Very Good and 1 is Very poor.

Traffic & Ease of Access

- General ease of getting around Monaghan town centre: 78%
- Traffic Flow in the town centre: 61%
- Parking in the town centre: 59%

Utilisation of vacant properties and parking for coaches to be available and car park tarmac to be improved

Get rid of parking in diamond and better traffic arrangement in the diamond area

Less traffic and more parking facilities

Showing % That score 4 (Good) and 5 (Very Good)
Monaghan scores very well for general attractiveness of the town as well as on pavement cleanliness and quality with approximately 4 in 5 being satisfied. While a majority also rate the parks, green space and seating as good or very good, again it is notable that ratings for these are not as strong as they are for attractiveness generally.
The overwhelming majority of town centre users are satisfied with the quality and choice of restaurants and cafes in Monaghan town centre, with 9 in 10 rating these as good or very good.
Monaghan Town Centre Satisfaction - Tourism

(Base: All Users of Monaghan Town Centre; n=408)

Q.17 I am now going to talk about the various aspects of Monaghan Town Centre. For each I want you to tell me how you would rate Monaghan Town Centre on that issue, using a 5 point scale where 5 is Very Good and 1 is Very poor.

General feeling of vibrancy in Monaghan town centre

- Good vibrant town, we got a new shop this week which creates more employment

Range of events in Monaghan town centre

- It is a very nice town, has good social events and helpful staff in shops

Attractions in the town centre other than shopping

- Showing % That score 4 (Good) and 5 (Very Good)

On tourism related aspects, over three quarters of town centre users are satisfied with Monaghan town centre’s general vibrancy and range of events, while 7 in 10 are satisfied with the attractions other than shopping.
While a majority rate their feelings of safety and security in the town centre as good or very good at both day and night, the gap between the two is significant. This suggests that the security arrangements at night in the town centre is an area that can definitely be improved.
Particularly positive in the context of it being the primary reason people use Monaghan Town Centre, we see very high levels of satisfaction for shopping related aspects, in particular the standard of service and quality of the shops.
3. Monaghan Town Centre Shopping
**Reasons Why People Shop in Monaghan Town Centre**

(Base: All who shop in Monaghan Town Centre; n=336)

Q.2a Thinking specifically about the shopping environment what is the main reason you shop in Monaghan town centre?
Q.2b And what other reason do you shop in Monaghan town centre?

<table>
<thead>
<tr>
<th>Main Reason</th>
<th>Main</th>
<th>Any</th>
</tr>
</thead>
<tbody>
<tr>
<td>Habit/Always have shopped here</td>
<td>33%</td>
<td>68%</td>
</tr>
<tr>
<td>Easy to get to/handy/convenience</td>
<td>16%</td>
<td>54%</td>
</tr>
<tr>
<td>Selection of shops/range of shops</td>
<td>13%</td>
<td>46%</td>
</tr>
<tr>
<td>Quality of shops/good/nice shops</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>Variety of goods available</td>
<td>8%</td>
<td>30%</td>
</tr>
<tr>
<td>Good car parking/easy to park</td>
<td>6%</td>
<td>29%</td>
</tr>
<tr>
<td>Prices cheaper/good value</td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Like to support local businesses</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Nice environment/atmosphere</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td>Availability of sales/discounts</td>
<td>1%</td>
<td>14%</td>
</tr>
<tr>
<td>Interesting events taking place</td>
<td>1%</td>
<td>12%</td>
</tr>
<tr>
<td>Good customer service</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Good public transport</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td></td>
</tr>
</tbody>
</table>

The main reason for shopping in Monaghan town centre is habit followed by being easy to get to and the selection of shops, both in terms of main and any reason cited.
Business/Shops Visited Today
(Base: All who shop in Monaghan Town Centre Today; n=264)

Q.3b And which types of business/shops did you visit today?

<table>
<thead>
<tr>
<th>Business/Shops</th>
<th>Visited Today</th>
<th>Average Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarket</td>
<td>59%</td>
<td>€68</td>
</tr>
<tr>
<td>Chemist</td>
<td>16%</td>
<td>€25</td>
</tr>
<tr>
<td>Cafe/Takeaway</td>
<td>14%</td>
<td>€10</td>
</tr>
<tr>
<td>Beauty/Hairdressing</td>
<td>8%</td>
<td>€37</td>
</tr>
<tr>
<td>Clothes Shop</td>
<td>8%</td>
<td>€61</td>
</tr>
<tr>
<td>Restaurant</td>
<td>7%</td>
<td>€20</td>
</tr>
<tr>
<td>Newsagent</td>
<td>5%</td>
<td>€11</td>
</tr>
<tr>
<td>Post Office</td>
<td>5%</td>
<td>€9</td>
</tr>
<tr>
<td>Dry Cleaners</td>
<td>4%</td>
<td>€18</td>
</tr>
<tr>
<td>Hardware/DIY</td>
<td>4%</td>
<td>€33</td>
</tr>
<tr>
<td>Petrol station</td>
<td>4%</td>
<td>€31</td>
</tr>
</tbody>
</table>

Others Less than or = 2%

6 in 10 users of Monaghan town centre come to visit a supermarket while roughly 15% come for the chemist and cafes/takeaways, making these the next most popular options. Supermarkets have the highest level of average spend, followed closely by Clothes Shops.
When presented with various options for potential extended opening hours, just under half of Monaghan town centre users would prefer extended hours on a Friday evening, making this overwhelmingly the most popular option.
The dominant supermarket in the town centre is SuperValu while the main clothes shops are Wilsons and Vera Moda. Upstairs, Maurice Grahams and Albany Home Décor appear to share the lead in terms of furniture/durables.
Town Centre users were presented with a list of potential stores that might be missing from Monaghan Town Centre. Of the options they were presented with, an overwhelming majority of just under two thirds would like to see a Penney’s, making this by far the most popular option.
4. Online Shopping
Positive to see in the context of potential competition for local retailers, two thirds of Monaghan town centre users say they never shop online while among the 37% of those who do, two thirds of these shop either just once a month or less often.
The vast majority of online shoppers get goods delivered to their home or work, but notable that 1 in 5 also use 'click and collect' services, suggesting they might be ordering online from local stores. Very few arrange for goods to be delivered to a pick up point.
Main Items Bought Online
(Base: All Who Shop Online; n=149)
Q.6b What types of goods do you mainly buy online?

Clothes/Clothing Accessories 64%
Technology/devices 29%
Beauty Products 23%
Concert/Event Tickets 22%
Sports equipment 20%
Shoes 15%
Video Games 10%
Household Products 7%
Groceries 3%
Art/Decor 3%
Furniture 3%
Other 9%

Clothes and clothing accessories are the most common item bought online, with 64% of Monaghan town centre users who shop online saying this is the main good they buy online.
Of those who are buying clothes online, positive to see that 67% say they are buying less than 30% of their clothing and accessories online, suggesting that retail is still their primary point of purchase for these goods.
Q.7 And thinking back to that last time you made a clothes/clothing Accessories purchase online, how much did you spend? Please round up your estimate to the nearest euro.

Average spend for those shopping online is just approximately €90. Over 85% of online shopper surveyed are spending at least €50 online.
The main reason for choosing to shop online generally is the selection of stores, with over 6 in 10 citing this as a benefit of online. The next biggest factor is convenience followed by cheaper prices and variety of goods available.
Unsurprising in the context of the selection of stores being the primary driver of online shopping, Amazon is by the most popular site for buying products online for Monaghan Town Centre Users who shop online.
5. Public Events and Festivals
The Christmas Light Switch on tops the list in terms of event awareness, followed closely by the Halloween Bats Festival and the St. Patricks Day Parade.
6 in 10 would be interested in seeing more Christmas events in Monaghan Town Centre in the future, while Markets, food festivals, music events and a beer festival would also be quite popular.
6. Transport & Parking
An overwhelming majority (three quarters) of town centre users travel by car, with 1 in 5 travel on foot, highlighting that it is very small numbers indeed that are using any other form of transport.
Of those travelling by car, 93% would rather leave their car in a surface car park as opposed to parking on the street, and perhaps reflecting this, almost 9 in 10 of drivers paid for parking on the day.
Nearly two thirds (63%) of Monaghan Town Centre users live within 6km of the town Centre, highlighting the importance of the local community to the town centre.
7. Brexit?
The vast majority of town centre users say they haven’t noticed any difference in activity in the town since Brexit was announced with just 1 in 10 saying they have noticed an increase in activity and a similar number saying they have noticed a decrease.
While the numbers anticipating a negative impact grow to almost a third when town centre users are asked what they think will happen when Brexit actually takes effect, notable that a majority still believe it won’t have any impact on the town. As a comparison, 63% of Dundalk Town Centre Users anticipate a negative impact in that town.
Project Team

Ali Harvey
The Heritage Council
/ Founding Co-ordinator of the CTCHC Training Programme in Ireland
/ Qualified Spatial Planner and Project Manager with a background in economics and urban development
/ Twenty-three years’ experience of project managing planning and regeneration programmes and projects in Ireland (both public and private sectors);
/ Author of the Community-led Village Design Statements Toolkit, 2012;

Máire Cullinan
Monaghan County Council
/ 20 years’ experience in planning, economic, community, regeneration and active land management roles.
/ Masters in Town and Country Planning from Queen’s University Belfast
/ Local coordinator of the Monaghan pilot Collaborative Town Centre Health Check programme.
/ Manages local authority funding programmes, including Town and Village Renewal and Regeneration and Development Funds
/ Led the preparation of the Dublin Street Regeneration Plan (winner Irish Planning Institute Design Award 2017/2018 and KPMG Irish Independent Property Excellence Awards Excellence in Planning 2018)

Trevor Connolly
Monaghan County Council
/ Trevor Connolly is the Town Centre Co-ordinator for Monaghan Town.
/ MSc in Planning & Urban Development and specialises in Economic Development, Planning & Regeneration.
/ Developed a number of networks in Monaghan to help deliver projects that have a positive economic impact on the town & surrounding areas.
/ Core responsibility is to work with the Town Team & the local business community to promote Monaghan Town & District by delivering new projects and added value were possible.
/ Member of Association of Town Centre Managers (ATCM) Ireland & UK
Project Team

Bryan Cox
RED C Research & Marketing Director
/ Bryan has 15 years experience in market research.
/ Bryan has a honours degree in Marketing from Dublin City University.
/ Bryan has worked in RED C for the past 13 years and has vast experience in a qualitative and quantitative capacity.
/ Bryan is the Research project Director on consumer surveys for the ongoing Heritage Council Collaborative Town Centre Health Check Research Project.

Mark Curley
RED C Research & Marketing Associate Director
/ 5 years’ experience in market research; specialising in quantitative methodologies.
/ Mark has a MSc. in Marketing from Smurfit Business School and also has an MA from Trinity College in Business and Economics.
/ Mark has extensive experience in the management of projects across a wide variety of industries including Governmental research, FMCG, Telecoms, Health insurance, Transport and Utilities.
/ As a core member of the RED C Polling team, Mark has overseen a significant number of F2F projects across Ireland.

John Rogers
RED C Research & Marketing Research Project Manager
/ Joined RED C in early 2016 after completing a Honours Degree in Psychology and Masters in Cognitive Science from UCD.
/ John is a Quantitative specialist and is currently working with several Irish and international clients across a number of sectors including Retail, Telecoms, Insurance, Supermarkets and Tourism.
/ Experience across several industries including political polling, tourism, telecoms and retail.
THANK YOU