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Pubs score well during Ireland's first Euros 2016 match against Sweden

Publicans scored well on the day of Ireland's opening game in the 2016 UEFA European Championships as consumers used their AIB debit cards to spend 88 per cent more in the pub than the average for recent working Mondays, according to a snapshot of debit card usage carried out by AIB's Data Science Group.

It appears, however, that drinkers in the nation's pubs had their eyes firmly on the ball during the Ireland-Sweden match as the AIB data shows debit card spending was not as high as on the Mondays of the May and June bank holidays.

Football fans appear to have dialled in pizzas in larger than usual numbers as they watched the match judging by the data which shows that debit card spending on pizza was up 10% compared to recent working Mondays.

It was also a good evening for taxi drivers with spend by AIB debit cardholders up 13%.

Over 102,000 contactless payments were made by AIB customers on match-day compared with under 7,000 on the last occasion that Sweden and the Republic of Ireland played each other back in 2013 when contactless payments were only beginning to catch on.

Spending in electrical goods stores was also up 27% last Monday compared to recent working Mondays, the AIB data found.

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

"AIB would like to wish Martin O'Neill's team the best of luck in Ireland's next match against Belgium tomorrow (Saturday). The team certainly got off to a very promising start."

Ends

Notes to Editors:

Please see also attached infographic. The primary source used was AIB debit card data. The analysis was done by AIB's Data Science group.

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