

# **NATION'S COST CUTTING HABITS REVEALED**

## **ALMOST A QUARTER OF IRISH PEOPLE ARE NOT WILLING TO GIVE UP A NICE LUNCH TO SAVE MONEY, ACCORDING TO NEW SUBWAY® STUDY**

**According to a third of the Irish public, Cavan is Ireland's most frugal county**

**Home haircuts, avoiding social occasions to save buying presents and stealing toiletries are all common money saving methods**

**22% are not willing to scrimp on a lunchtime treat to save some cash**

**Subway® Meal Deals start from just €6 and offer a choice of all Subway®'s Subs, Salads and Wraps as well as a cookie or crisps, and a drink.**

**Wednesday, 2nd March 2022, Dublin:** Research conducted by Subway® examines the lengths the Irish public will go to save money, with three quarters (76%) admitting they are frugal with their spending. Despite this, 22% say they are not willing to miss out on a nice lunch to save money. With Subway Meal Deals, there is no need to compromise on either taste or value as Subway stores are offering any 6" Sub, Salad or Wrap with a cookie or crisps and a drink at prices starting from just €6.

Subway's survey of 1,000 Irish people has found that over a third (38%) admit they have given themselves a haircut in an effort to chop their spending, with others avoiding social occasions to save on buying gifts (28%) and stealing toiletries from hotel rooms (19%). There are, however, some things people are not willing to scrimp on, as 32% refuse to cut out ordering a takeaway meal or heading on a night out (26%).

We are a nation of bargain hunters as a whopping 88% say they get a buzz when they find a good deal. Two thirds (62%) will happily wait to purchase an item until it goes on sale, with 12% confessing they are willing to wait from six months to a year for an item to be discounted. Taking the top spot of the most frugal county in Ireland, Cavan was chosen by the Irish public (33%) with inhabitants perceived to be the biggest penny pinchers, with Dublin coming in second place (17%).

When it comes to splitting the bill, more than half of Irish people (54%) believe that it should

be split equally on a first date. While only 3% of women say they would insist on paying the full bill, 57% of males maintain that they will always foot the costs. Despite this, over half (59%) confess it annoys them when their partner is tight with money.

As Irish workers return to offices across the country over the coming weeks, the question of bringing your lunch to work or eating out looms as value is top of mind for consumers, with 35% picking up a Meal Deal regularly to ensure they're getting the best bang for their buck.

Satisfying cravings and making mealtimes more enjoyable up and down the country, Subway's Meal Deals start from €6 and offer a choice of all Subway's Subs, Salads and Wraps including Chicken Tikka, Ham and Steak & Cheese, as well as a cookie or crisps, and a drink. From now until 29th March 2022 anyone who purchases a Meal Deal in-store and scans their unique Subway Rewards® QR code will get 250 bonus points to redeem on a free side\* with their next purchase.

**Angie Gosal, Head of Marketing UK & Ireland at Subway®** commented: "Our research shows that although Irish people have many tricks when it comes to saving money, missing a nice lunch isn't one of them! Our Meal Deals are the perfect go-to for many of those who want to satisfy their cravings for great value.

Starting from just €6, our Meal Deals offer fantastic choice with the option of any Sub, Salad or Wrap accompanied with a drink and either a cookie or packet of crisps. 29% of the Irish public believe they have to compromise on taste when getting a good value meal, but there is no need to worry as our Meal Deals offer the ultimate combination of taste, choice and value for Subway fans nationwide."

Guests can order in-store, order ahead and collect in-store via the Subway app or order using delivery services such as Just Eat, Uber Eats and Deliveroo.

To find your nearest open Subway store, visit [www.subway.com/en-ie/](http://www.subway.com/en-ie/).

-ENDS-

## **Notes to Editors**

\*250 points received upon scanning unique Subway Rewards® QR code. 200 points can be redeemed for a side in a participating store.

Survey commissioned by Subway® via survey company 3Gem, of 1,000 Irish adults in February 2022.

Subway® is a Registered Trademark of Subway IP LLC. © 2022 Subway IP LLC

**For more information about this press release please contact:**

Kotryna Cikanaviciute, [Kotryna.Cikanaviciute@teneo.com](mailto:Kotryna.Cikanaviciute@teneo.com), 083 307 1125

**For information on the Subway® brand please visit:**

Website: [www.subway.com/en-ie/](http://www.subway.com/en-ie/)

Facebook: [www.facebook.com/SubwayROI/](http://www.facebook.com/SubwayROI/)

Twitter: @SubwayROI

### **About Subway® Restaurants**

As one of the world's largest quick service restaurant brands, Subway serves freshly made-to-order sandwiches, wraps, salads and bowls to millions of guests, across more than 100 countries in more than 37,000 restaurants every day. Subway restaurants are owned and operated by Subway franchisees – a network that includes more than 20,000 dedicated entrepreneurs and small business owners – who are committed to delivering the best guest experience possible in their local communities.

---

<https://stage.mediaroom.com/subway-emea/2022-03-02-NATIONS-COST-CUTTING-HABITS-REVEALED>