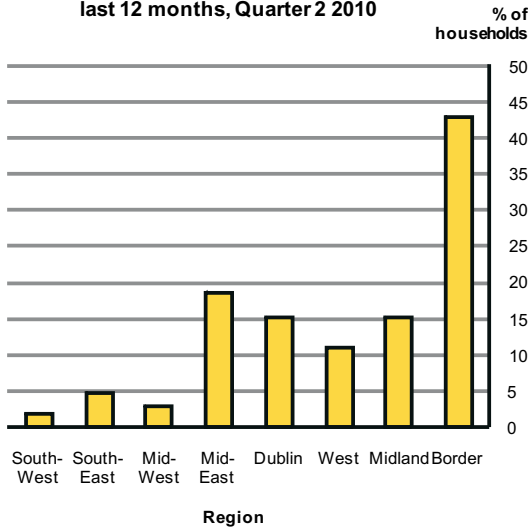




Figure 1a Households who made shopping trip to Northern Ireland in the last 12 months, Quarter 2 2010



Quarterly National Household Survey Cross Border Shopping Quarter 2 2010

In the second quarter (April to June) of 2010, the Quarterly National Household Survey included a series of questions on cross border shopping by households in the State. These questions were a repeat of the main questions on this topic asked in the second quarter of 2009. This report presents the results of this study.

Summary of main findings

- ◆ It is estimated that total household expenditure on shopping in Northern Ireland in the 12 months to Quarter 2 2010 was €418 million. The equivalent figure for the 12 months to Quarter 2 2009 was €435 million. However, this does not represent a statistically significant decrease.
- ◆ The average amount spent by households on shopping on their most recent shopping trip to Northern Ireland was €274. There was no statistical difference between this figure and the average amount spent in the 12 months before the 2009 survey (€286).
- ◆ 14% of households made at least one shopping trip to Northern Ireland in the 12 months before the Q2 2010 survey, representing a decrease from 16% in the 12 months prior to the 2009 survey.
- ◆ The proportion of households in Dublin who shopped in Northern Ireland fell from 21% to 15%.
- ◆ The frequency of shopping trips for those households who shopped in Northern Ireland increased between the two survey periods. In the 12 months before Q2 2010 households who shopped in Northern Ireland made an average of 8.6 shopping trips, compared with an average of 6.7 in the 12 months before Q2 2009.
- ◆ Households in the Border region made an average of 8.6 shopping trips to Northern Ireland in the 12 months prior to Q2 2010, compared with an average of 5.9 trips per household in the same period a year earlier.

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Background to the Cross Border Shopping module

A module on cross-border shopping was included on the Quarterly National Household Survey in the second quarter (April to June) of 2010. One member of each household answered questions on behalf of the household about travel to Northern Ireland in the previous 12 months and specifically about shopping in Northern Ireland. The questions on shopping in Northern Ireland focused on how much households spent and the frequency of shopping trips. The module was previously included in the second quarter of 2009.

The report is divided into two sections as follows:

Section 1 presents an analysis of the households who shopped in Northern Ireland in the 12 months before interview and the frequency of shopping trips.

Section 2 examines household expenditure on shopping in Northern Ireland.

Further details are available in the background notes.

Section 1 Household shopping trips

Households were asked how many trips were made to Northern Ireland by household members in the 12 months before the interview and the purpose of these trips. This section examines trips to Northern Ireland where shopping was the main purpose.

Shopping trips by region

- ◆ In the 12 months before the interview, 14% of households made at least one shopping trip to Northern Ireland, compared with 16% in the 12 months before the 2009 survey. *See table 1.1.*
- ◆ The most notable decrease in the proportion of households shopping in Northern Ireland was in Dublin where the proportion fell from 21% to 15%.
- ◆ Households in the Border region increased the frequency of their shopping trips to Northern Ireland to an average of 8.6 trips per household in the 12 months prior to Q2 2010, compared with an average of 5.9 trips per household in the same period a year earlier.
- ◆ As in the 2009 survey, the lowest proportions of households making shopping trips to Northern Ireland were in the regions at furthest distance, namely the South-East (5%), the Mid-West (3%) and the South-West (2%).

In summary, while there was a decline in the proportion of households making shopping trips to Northern Ireland this was offset by the fact that households who were making trips were doing so more often than previously.

Shopping trips by household characteristics

The type of households that were most likely to shop in Northern Ireland did not change in the 2010 survey compared with the 2009 survey. *See table 1.2.*

The households most likely to have shopped in Northern Ireland were those:

- ◆ living in the Border region (43%)
- ◆ where two people in the household were working (19%)
- ◆ where the household reference person was aged between 30 and 44 (19%)
- ◆ where the composition of the household was one of the following:
 - ◆ households with children (16%-20%)

- ◆ households where two adults were both aged less than 65 (16%)
- ◆ households where three adults lived together (14%).

There were some decreases in the proportion of certain types of households who shopped in Northern Ireland. The largest decreases were:

- ◆ households with children, most notably where two adults lived with between one and three children (decreased from 25% to 19%)
- ◆ households where two people were working (22% to 19%).

Profile of households who made a shopping trip to Northern Ireland

In the 12 months prior to the 2010 survey 34% of households who shopped in Northern Ireland were from the Border region making it the largest proportion among regions. This proportion had increased from 29% in the 12 months prior to the 2009 survey. *See table 1.3.*

- ◆ In comparison, households from the Dublin region represented 29% of households who shopped in Northern Ireland in the 12 months prior to Q2 2010. This proportion fell from 34% in the 12 months prior to Q2 2009.

Among the other regions:

- ◆ 15% of households who shopped in Northern Ireland were from the Mid-East , unchanged from the 2009 survey
- ◆ the combined Mid-West, South-East and South-West regions made up 8% of households who shopped in Northern Ireland, increased from 6% in the 2009 survey
- ◆ the Midland region remained unchanged at 7%.

Frequency of shopping trips

Households who shopped in Northern Ireland increased their average number of shopping trips from 6.7 trips in the 12 months before the 2009 survey to 8.6 in the 12 months before the 2010 survey. This increase was almost entirely attributable to households in the Border region who increased their average number of trips from 14.4 in the 12 months to Q2 2009 to 20.2 in the 12 months to Q2 2010. Households in other regions made an average of between 1.7 and 3.0 shopping trips in the 12 months before Q2 2010.

Certain types of households who shopped in Northern Ireland increased the average number of shopping trips they made to Northern Ireland between the two survey periods. The largest increases were as follows:

- ◆ households where one adult lived with at least one child aged less than 18 increased from 6.7 trips to 13.2
- ◆ households where no one was working increased the average number of shopping trips from 7.9 to 12.1
- ◆ households where the age of the reference person was between 45 and 64 increased from an average of 6.4 trips to 8.8.

Section 2 Household Expenditure on Shopping in Northern Ireland

Households were asked to indicate their total expenditure on shopping on their most recent shopping trip to Northern Ireland. See table 2.1. The total expenditure on shopping was broken down into five categories, namely:

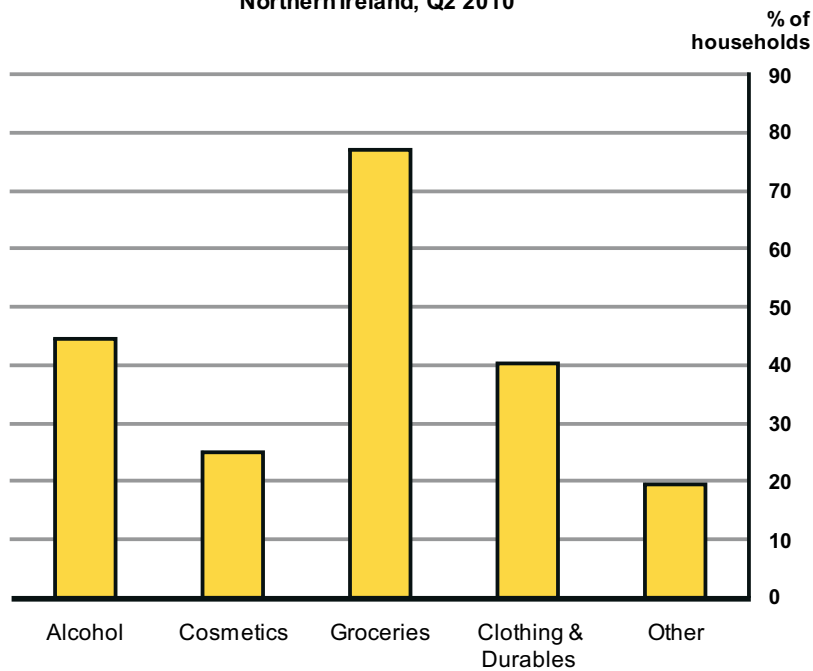
- ◆ Alcohol
- ◆ Cosmetics
- ◆ Groceries
- ◆ Clothing and durables
- ◆ Other

The 'Other' category specifically referred to other shopping expenditure. Other types of non-shopping expenditure such as expenditure on vehicles and services were not included in this survey.

There was no statistically significant change between the 2009 and 2010 surveys in the proportion of households purchasing each category. Groceries remained the most common category among all households who shopped in Northern Ireland (77%).

- ◆ 44% of households bought Alcohol
- ◆ 40% of households bought Clothing and Durables
- ◆ 25% of households bought Cosmetics
- ◆ 19% of households indicated that made purchases in the Other category.

Figure 2a Goods purchased on most recent shopping trip to Northern Ireland, Q2 2010



When the total household expenditure on shopping on the most recent shopping trip to Northern Ireland was compared with the 2009 results, the main difference was that a higher proportion of households spent less than €100 (17% to 21%). The largest increases in this spending category were among:

- ◆ households in the Border region (increased from 33% to 41%)
- ◆ households where 3 or more adults lived without children (from 16% to 27%)
- ◆ households where the reference person was aged between 15 and 29 years (from 16% to 27%).

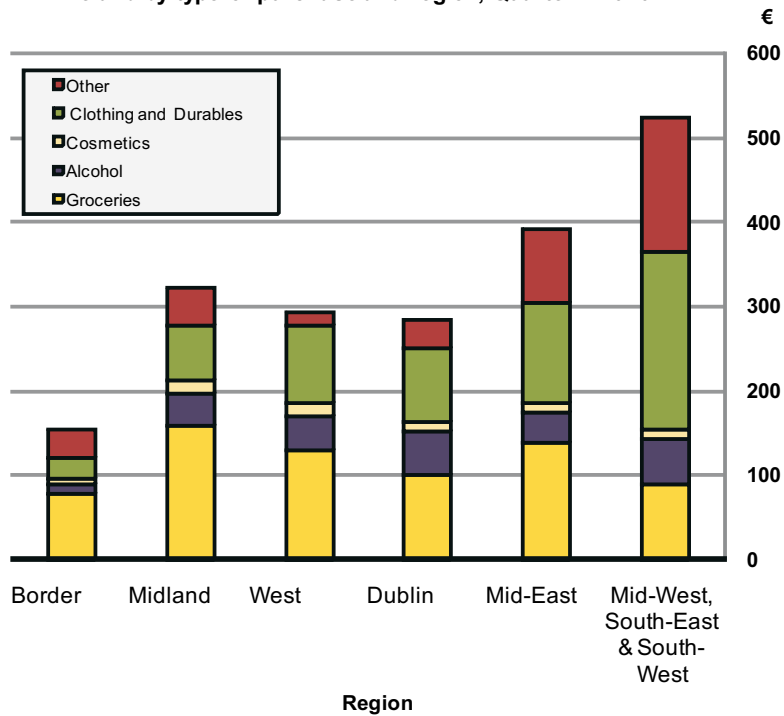
Average household shopping expenditure on most recent trip

Households spent an average of €274 on shopping on their most recent trip to Northern Ireland. At State level there was no statistically significant difference in average household expenditure on shopping between the 2009 (€286) and 2010 (€274) survey periods. However at a regional level there were some changes. Average household expenditure on shopping fell from €374 to €293 in the West and from €351 to €284 in the Dublin region. See table 2.3.

Among households who shopped in Northern Ireland, those who had the highest average spend on their most recent shopping trip were:

- ◆ households from the combined Mid-West, south-East and South-West regions (€523)
- ◆ households where three or more adults lived with no children (€330)
- ◆ households where two people were working (€330)
- ◆ households where the the household reference person was aged between 30 and 44 (€305).

Figure 2b Average spend on last shopping trip to Northern Ireland by type of purchase and region, Quarter 2 2010



Total Household Expenditure on Shopping in Northern Ireland

By combining information on frequency of trips to Northern Ireland and total expenditure on the most recent trip an estimate of total household expenditure on shopping in Northern Ireland has been calculated for the period Quarter 2 2009 to Quarter 2 2010. It is estimated that households spent a total of €418 million on shopping in Northern Ireland in this period. The estimate for the period Quarter 2 2008 to Quarter 2 2009 was €435 million. However, it should be noted that this difference is not statistically significant at the 95% confidence level. *See table 2.4 and Background Notes.*

Estimated expenditure on shopping was based on all trips to Northern Ireland, including €311 million on trips specifically for shopping and €107 million on trips where shopping was not the main purpose but shopping expenditure was incurred.

The highest total expenditure on shopping was recorded in the Border (€240m) and Dublin (€57m) regions. The lowest total expenditure on shopping was in the Mid-West (€4m), South-West (€9m) and Midland (€17m) regions.

Households in the Border increased total expenditure on shopping from €181m in the 12 months before the 2009 survey to €240m. Households in Dublin reduced spending from €119m to €57m.

Tables

Table 1.1 Number of household shopping trips to Northern Ireland in the last 12 months by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2010

	<i>% /average of all households</i>							
	Total households who made shopping trips to Northern Ireland	Number of shopping trips					Average number of shopping trips	Unweighted sample (number of households)
		0	1	2-5	6-12	13+		
All households	14	86	5	5	2	2	1.2	14,587
Region								
Border	43	57	4	13	10	16	8.6	1,673
Midland	15	85	7	7	1	0	0.4	733
West	11	89	7	3	1	0	0.3	1,466
Dublin	15	85	7	7	1	0	0.4	3,403
Mid-East	19	81	9	7	2	0	0.6	1,794
Mid-West	3	97	2	1	0	0	0.1	1,520
South-East	5	95	3	1	0	0	0.1	1,631
South-West	2	98	2	0	0	0	0.0	2,367
Household composition								
1 adult aged 65+, no children under 18	4	96	1	2	0	1	0.4	1,719
1 adult aged <65, no children under 18	10	90	4	3	1	1	0.7	2,307
2 adults, at least 1 aged 65+, no children under 18	8	92	3	3	1	1	0.6	1,539
2 adults, both aged <65, no children under 18	16	84	7	6	2	2	1.2	2,280
3+ adults, no children under 18	14	86	5	5	2	2	1.1	1,374
1 adult, 1+ children under 18	16	84	5	5	2	4	2.1	969
2 adults, 1-3 children under 18	19	81	7	7	3	3	1.6	3,249
Other households with children under 18	20	80	7	7	3	3	1.9	1,150
Number of people at work in the household								
No one at work	8	92	3	3	1	2	1.0	5,295
One person at work	15	85	6	5	2	2	1.3	5,015
Two people at work	19	81	8	7	2	2	1.3	3,779
Three or more people at work	17	83	7	7	2	1	1.0	498
Age of household reference person								
15-19	*	*	*	*	*	*	*	*
20-29	17	83	6	6	2	3	1.5	1,114
30-44	19	81	7	7	2	3	1.6	4,775
45-64	13	87	5	5	2	2	1.2	5,395
65+	7	93	2	3	1	1	0.5	3,279

* Sample occurrence too small for estimation.

Table 1.1 Number of household shopping trips to Northern Ireland in the last 12 months by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2009

<i>% / average of all households</i>								
	Total households who made shopping trips to Northern Ireland	Number of shopping trips					Average number of shopping trips	Unweighted sample (number of households)
		0	1	2-5	6-12	13+		
	%	%	%	%	%	%		
All households	16	84	6	6	3	2	1.1	15,529
Region								
Border	41	59	5	12	14	11	5.9	1,729
Midland	18	82	8	6	3	1	0.8	883
West	14	86	8	5	1	0	0.4	1,348
Dublin	21	79	9	9	2	0	0.7	3,874
Mid-East	22	78	9	9	3	1	1.0	1,512
Mid-West	3	97	2	1	0	0	0.1	1,634
South-East	4	96	3	1	0	0	0.1	1,880
South-West	2	98	1	1	0	0	0.0	2,669
Household composition								
1 adult aged 65+, no children under 18	4	96	2	1	1	0	0.2	1,781
1 adult aged <65, no children under 18	10	91	4	3	2	1	0.6	2,260
2 adults, at least 1 aged 65+, no children under 18	8	92	3	3	1	1	0.5	1,719
2 adults, both aged <65, no children under 18	18	82	7	6	3	1	1.0	2,493
3+ adults, no children under 18	14	86	6	5	2	1	0.9	1,652
1 adult, 1+ children under 18	19	81	7	7	3	2	1.3	921
2 adults, 1-3 children under 18	25	75	8	8	5	3	1.9	3,369
Other households with children under 18	23	77	8	8	5	2	1.4	1,334
Number of people at work in the household								
No one at work	9	91	3	3	2	1	0.7	5,316
One person at work	17	83	6	6	3	2	1.1	5,382
Two people at work	22	78	8	8	4	2	1.5	4,186
Three or more people at work	16	84	6	8	2	1	0.9	645
Age of household reference person								
15-19	[12]	[88]	[0]	[6]	[3]	[3]	[1.2]	35
20-29	21	79	6	8	5	2	1.4	1,118
30-44	23	77	8	8	4	3	1.6	4,754
45-64	15	85	6	5	3	1	1.0	6,001
65+	6	94	3	2	1	1	0.4	3,621

Figures in parentheses [] indicate percentages/averages based on small numbers and are, therefore, subject to a wide margin of error.

Table 1.2 Household shopping trips to Northern Ireland in the last 12 months by region and household composition, Quarter 2 2010

	<i>% of all households</i>								
	Region								State
	Border	Midland	West	Dublin	Mid-East	Mid-West	South-East	South-West	
All households	43	15	11	15	19	3	5	2	14
Household composition									
1 adult aged 65+, no children under 18	16	3	2	5	4	1	0	0	4
1 adult aged <65, no children under 18	32	11	6	11	11	1	3	2	10
2 adults, at least 1 aged 65+, no children under 18	29	6	4	9	14	1	2	1	8
2 adults, both aged <65, no children under 18	44	16	19	16	25	4	7	2	16
3+ adults, no children under 18	45	14	6	16	18	3	4	3	14
1 adult, 1+ children under 18	62	16	13	14	12	5	3	2	16
2 adults, 1-3 children under 18	56	21	17	21	23	5	7	3	19
Other households with children under 18	55	25	14	22	23	3	6	2	20
<i>Unweighted sample (number of households)</i>	<i>1,673</i>	<i>733</i>	<i>1,466</i>	<i>3,403</i>	<i>1,794</i>	<i>1,520</i>	<i>1,631</i>	<i>2,367</i>	<i>14,587</i>

Table 1.2 Household shopping trips to Northern Ireland in the last 12 months by region and household composition, Quarter 2 2009

	<i>% of all households</i>								
	Region								
	Border	Midland	West	Dublin	Mid-East	Mid-West	South-East	South-West	State
All households	41	18	14	21	22	3	4	2	16
Household composition									
1 adult aged 65+, no children under 18	11	5	2	6	3	1	0	0	4
1 adult aged <65, no children under 18	29	10	10	12	8	2	3	1	10
2 adults, at least 1 aged 65+, no children under 18	23	7	6	9	7	2	3	1	8
2 adults, both aged <65, no children under 18	45	22	17	24	22	4	3	2	18
3+ adults, no children under 18	33	12	10	19	23	1	4	2	14
1 adult, 1+ children under 18	54	14	25	22	33	2	3	1	19
2 adults, 1-3 children under 18	61	28	24	31	32	4	7	3	25
Other households with children under 18	57	32	18	31	23	3	5	3	23
<i>Unweighted sample (number of households)</i>	<i>1,729</i>	<i>883</i>	<i>1,348</i>	<i>3,874</i>	<i>1,512</i>	<i>1,634</i>	<i>1,880</i>	<i>2,669</i>	<i>15,529</i>

Table 1.3 Households who made shopping trips to Northern Ireland in the last 12 months by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2010

	<i>% /average of households who shopped in NI</i>		
	Total households who made shopping trips to Northern Ireland	Average number of trips	<i>Unweighted sample (number of households who shopped in NI)</i>
All households who shopped in NI	100	8.6	1,930
Region			
Border	34	20.2	687
Midland	7	2.8	108
West	8	2.4	158
Dublin	29	2.5	494
Mid-East	15	3.0	325
Mid-West, South-East & South-West ¹	8	1.7	158
Household composition			
1 adult aged 65+, no children under 18	3	10.4	71
1 adult aged <65, no children under 18	9	7.5	215
2 adults, at least 1 aged 65+, no children under 18	6	7.8	129
2 adults, both aged <65, no children under 18	20	7.5	363
3+ adults, no children under 18	12	8.3	180
1 adult, 1+ children under 18	6	13.2	155
2 adults, 1-3 children under 18	32	8.3	604
Other households with children under 18	13	9.6	213
Number of people at work in the household			
No one at work	20	12.1	428
One person at work	36	9.1	718
Two people at work	39	6.6	701
Three or more people at work	5	5.8	83
Age of household reference person			
15-29	10	8.6	191
30-44	44	8.4	856
45-64	37	8.8	677
65+	10	8.2	206

¹These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Table 1.3 Households who made shopping trips to Northern Ireland in the last 12 months by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2009

	<i>% / average of households who shopped in NI</i>		
	Total households who made shopping trips to Northern Ireland	Average number of trips	<i>Unweighted sample (number of households who shopped in NI)</i>
	%		
All households who shopped in NI	100	6.7	2,283
Region			
Border	29	14.4	696
Midland	7	4.7	154
West	9	2.9	191
Dublin	34	3.2	769
Mid-East	15	4.5	315
Mid-West, South-East & South-West ¹	6	2.2	158
Household composition			
1 adult aged 65+, no children under 18	2	4.3	66
1 adult aged <65, no children under 18	7	6.6	201
2 adults, at least 1 aged 65+, no children under 18	5	7.0	124
2 adults, both aged <65, no children under 18	20	5.7	415
3+ adults, no children under 18	12	6.4	224
1 adult, 1+ children under 18	6	6.7	161
2 adults, 1-3 children under 18	35	7.6	798
Other households with children under 18	13	6.2	294
Number of people at work in the household			
No one at work	17	7.9	425
One person at work	37	6.3	864
Two people at work	41	6.6	891
Three or more people at work	5	5.7	103
Age of household reference person			
15-29	10	6.9	219
30-44	45	6.8	1,027
45-64	38	6.4	838
65+	8	6.3	199

¹These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Table 2.1 Goods purchased on most recent trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2010

	<i>% of households who shopped in NI¹</i>					<i>Unweighted sample (number of households who shopped in NI)¹</i>
	Goods Purchased					
	Alcohol	Cosmetics	Groceries	Clothing & Durables	Other	
All households who shopped in NI¹	44	25	77	40	19	1,482
Region						
Border	29	25	78	31	15	531
Midland	50	35	86	44	32	86
West	60	36	85	50	18	140
Dublin	52	22	74	41	17	387
Mid-East	51	21	81	42	18	236
Mid-West, South-East & South-West ²	48	20	54	66	44	102
Household composition						
1 adult aged 65+, no children under 18	[40]	[13]	[81]	[26]	[17]	49
1 adult aged <65, no children under 18	42	27	65	47	23	160
2 adults, at least 1 aged 65+, no children	37	15	74	31	19	92
2 adults, both aged <65, no children under 18	53	27	71	35	19	276
3+ adults, no children under 18	44	23	71	40	22	127
1 adult, 1+ children under 18	33	28	83	48	19	138
2 adults, 1-3 children under 18	45	27	83	44	19	472
Other households with children under 18	42	21	82	38	18	168
Number of people at work in the household						
No one at work	38	22	78	31	16	345
One person at work	40	25	79	42	20	542
Two people at work	51	26	76	43	20	539
Three or more people at work	50	24	73	47	23	56
Age of household reference person						
15-29	49	27	73	42	19	159
30-44	45	28	80	43	18	691
45-64	43	23	74	40	21	493
65+	37	13	76	27	21	139

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate percentages/averages based on small numbers and are, therefore, subject to a wide margin of error.

Rows in this table do not sum to 100% as households may have purchased items in more than one category.

Table 2.1 Goods purchased on most recent trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2009

	<i>% of households who shopped in NI¹</i>					<i>Unweighted sample (number of households who shopped in NI)¹</i>
	Goods Purchased					
	Alcohol	Cosmetics	Groceries	Clothing & Durables	Other	
All households who shopped in NI¹	44	26	79	42	19	1,834
Region						
Border	37	30	88	36	14	565
Midland	45	23	89	33	17	141
West	55	37	81	55	23	156
Dublin	47	23	71	49	20	630
Mid-East	47	21	78	32	16	248
Mid-West, South-East & South-West ²	40	30	59	62	40	94
Household composition						
1 adult aged 65+, no children under 18	[18]	[12]	[71]	[29]	[22]	49
1 adult aged <65, no children under 18	38	33	71	49	21	160
2 adults, at least 1 aged 65+, no children	37	22	77	36	28	95
2 adults, both aged <65, no children under 18	48	27	74	41	21	327
3+ adults, no children under 18	48	21	74	39	8	164
1 adult, 1+ children under 18	39	29	77	43	20	147
2 adults, 1-3 children under 18	46	26	84	44	19	661
Other households with children under 18	45	30	85	44	15	231
Number of people at work in the household						
No one at work	37	23	80	35	22	341
One person at work	42	29	80	46	18	723
Two people at work	48	25	78	42	18	691
Three or more people at work	58	30	77	46	12	79
Age of household reference person						
15-29	45	32	75	47	17	191
30-44	44	27	80	44	19	838
45-64	47	25	80	41	17	654
65+	31	18	75	34	23	151

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate averages based on small numbers and are, therefore, subject to a wide margin of error.

Rows in this table do not sum to 100% as households may have purchased items in more than one category.

Table 2.2 Total household expenditure on shopping on most recent shopping trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2010

	<i>% of households who shopped in NI¹</i>					<i>Unweighted sample (number of households who shopped in NI¹)</i>
	Household Expenditure					
	less than €100	€100 - €299	€300 - €499	€500 - €999	€1,000 or more	
All households who shopped in NI	21	49	18	9	3	1,482
Region						
Border	41	51	6	2	0	531
Midland	8	47	25	18	3	86
West	7	55	20	16	1	140
Dublin	13	51	22	11	3	387
Mid-East	11	48	27	9	5	236
Mid-West, South-East & South-West ²	9	24	31	24	12	102
Household composition						
1 adult aged 65+, no children under 18	[65]	[30]	[2]	[2]	[0]	49
1 adult aged <65, no children under 18	36	45	14	5	1	160
2 adults, at least 1 aged 65+, no children	37	48	10	4	1	92
2 adults, both aged <65, no children under 18	21	48	17	12	2	276
3+ adults, no children under 18	27	39	17	14	3	127
1 adult, 1+ children under 18	17	53	21	7	2	138
2 adults, 1-3 children under 18	13	53	19	11	5	472
Other households with children under 18	13	52	23	8	3	168
Number of people at work in the household						
No one at work	38	45	10	6	1	345
One person at work	18	50	20	9	2	542
Two people at work	14	50	20	12	5	539
Three or more people at work	17	49	20	11	4	56
Age of household reference person						
15-29	27	46	17	8	3	159
30-44	13	53	21	9	4	691
45-64	24	46	17	11	2	493
65+	45	43	6	4	2	139

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate percentages/averages based on small numbers and are, therefore, subject to a wide margin of error.

Table 2.2 Total household expenditure on shopping on most recent shopping trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2009

	<i>% of households who shopped in NI¹</i>					<i>Unweighted sample (number of households who shopped in NI¹)</i>
	Household Expenditure					
	less than €100	€100 - €299	€300 - €499	€500 - €999	€1,000 or more	
All households who shopped in NI	17	51	18	10	4	1,834
Region						
Border	33	55	10	2	0	565
Midland	8	54	25	11	2	141
West	13	48	18	14	7	156
Dublin	11	47	21	17	5	630
Mid-East	8	58	22	8	4	248
Mid-West, South-East & South-West ²	7	43	22	16	12	94
Household composition						
1 adult aged 65+, no children under 18	[66]	[28]	[4]	[0]	[2]	49
1 adult aged <65, no children under 18	38	42	11	6	2	160
2 adults, at least 1 aged 65+, no children	33	49	11	3	4	95
2 adults, both aged <65, no children under 18	18	50	18	10	4	327
3+ adults, no children under 18	16	53	19	10	3	164
1 adult, 1+ children under 18	16	57	16	8	2	147
2 adults, 1-3 children under 18	11	53	20	11	4	661
Other households with children under 18	7	55	20	15	3	231
Number of people at work in the household						
No one at work	29	49	13	6	3	341
One person at work	17	52	17	11	3	723
Two people at work	12	52	21	11	4	691
Three or more people at work	9	52	19	16	4	79
Age of household reference person						
15-29	16	53	16	8	7	191
30-44	12	53	21	12	3	838
45-64	18	51	17	10	3	654
65+	40	41	11	2	6	151

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate averages based on small numbers and are, therefore, subject to a wide margin of error.

Table 2.3 Average household expenditure on shopping on most recent shopping trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2010

Average expenditure (€) per household who shopped in NI

	Average expenditure on shopping on most recent trip euro (€)	Shopping Categories					Unweighted sample (number of households who shopped in NI ¹)
		Alcohol	Cosmetics	Groceries	Clothing & Durables	Other	
All households who shopped in NI	274	33	10	105	77	49	1,482
Region							
Border	155	11	6	79	25	35	531
Midland	322	39	15	158	65	46	86
West	293	40	16	130	93	15	140
Dublin	284	50	13	101	87	33	387
Mid-East	391	36	9	140	120	86	236
Mid-West, South-East & South-West ²	523	54	13	89	209	160	102
Household composition							
1 adult aged 65+, no children under 18	[91]	[18]	[4]	[50]	[15]	[4]	49
1 adult aged <65, no children under 18	173	32	10	60	53	19	160
2 adults, at least 1 aged 65+, no children	155	24	3	80	32	16	92
2 adults, both aged <65, no children under 18	299	50	12	87	72	78	276
3+ adults, no children under 18	330	36	8	88	92	108	127
1 adult, 1+ children under 18	225	23	16	108	60	18	138
2 adults, 1-3 children under 18	310	30	12	128	98	42	472
Other households with children under 18	282	28	7	137	77	32	168
Number of people at work in the household							
No one at work	209	24	9	89	42	45	345
One person at work	251	26	9	113	72	30	542
Two people at work	330	42	13	107	103	66	539
Three or more people at work	284	48	8	96	63	70	56
Age of household reference person							
15-29	225	33	12	87	66	26	159
30-44	305	34	13	122	86	51	691
45-64	259	35	8	96	81	39	493
65+	229	23	4	71	26	105	139

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate percentages/averages based on small numbers and are, therefore, subject to a wide margin of error.

Table 2.3 Average household expenditure on shopping on most recent shopping trip to Northern Ireland by region, household composition, number of people at work in the household and age of reference person, Quarter 2 2009

Average expenditure € per household who shopped in NI

	Average expenditure on shopping on most recent trip euro (€)	Shopping Categories					Unweighted sample (number of households who shopped in NI ¹)
		Alcohol	Cosmetics	Groceries	Clothing & Durables	Other	
All households who shopped in NI	286	32	11	114	77	53	1,834
Region							
Border	150	14	8	96	25	8	565
Midland	277	35	15	156	53	17	141
West	374	42	18	124	87	104	156
Dublin	351	41	10	111	114	74	630
Mid-East	295	34	8	129	64	60	248
Mid-West, South-East & South-West ²	492	51	16	110	192	124	94
Household composition							
1 adult aged 65+, no children under 18	[136]	[9]	[3]	[36]	[79]	[8]	49
1 adult aged <65, no children under 18	194	24	9	68	74	20	160
2 adults, at least 1 aged 65+, no children	232	18	6	75	55	78	95
2 adults, both aged <65, no children under 18	300	38	12	97	70	83	327
3+ adults, no children under 18	259	38	9	97	79	35	164
1 adult, 1+ children under 18	251	23	12	106	65	44	147
2 adults, 1-3 children under 18	319	33	11	136	82	57	661
Other households with children under 18	311	32	12	148	85	34	231
Number of people at work in the household							
No one at work	219	25	8	104	47	35	341
One person at work	282	31	11	118	77	45	723
Two people at work	314	35	11	113	84	71	691
Three or more people at work	324	44	11	118	117	33	79
Age of household reference person							
15-29	308	35	11	104	85	72	191
30-44	297	32	11	128	77	49	838
45-64	277	34	10	109	75	49	654
65+	236	21	5	65	71	74	151

¹Sample differs from Table 1.3 as details of most recent trip were only collected when respondent had been on that trip.

²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Figures in parentheses [] indicate averages based on small numbers and are, therefore, subject to a wide margin of error.

Table 2.4 Total household expenditure on shopping in Northern Ireland in the 12 months prior to interview by region, Quarter 2 2010

All households who shopped in NI	Total expenditure (€'000s) on shopping in NI								
	Border	Midland	West	Dublin	Mid-East	Mid-West	South-East	South-West	State
Shopping expenditure on shopping trips	188,000	13,000	11,000	45,000	37,000	3,000	12,000	4,000	311,000
Shopping expenditure on non-shopping trips	52,000	4,000	11,000	12,000	13,000	2,000	8,000	5,000	107,000
Total shopping expenditure¹	240,000	17,000	22,000	57,000	50,000	4,000	19,000	9,000	418,000
<i>Unweighted sample (number of households who shopped in NI)</i>	946	183	288	1,156	432	104	148	146	3,403

¹ Estimates are rounded to the nearest million so do not sum in all cases.

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Table 2.4 Total household expenditure on shopping in Northern Ireland in the 12 months prior to interview by region, Quarter 2 2009

All households who shopped in NI	Total expenditure (€'000s) on shopping in NI								
	Border	Midland	West	Dublin	Mid-East	Mid-West	South-East	South-West	State
Shopping expenditure on shopping trips	140,000	21,000	23,000	92,000	40,000	6,000	6,000	4,000	331,000
Shopping expenditure on non-shopping trips	41,000	4,000	7,000	27,000	8,000	2,000	6,000	9,000	104,000
Total shopping expenditure¹	181,000	25,000	29,000	119,000	48,000	8,000	11,000	13,000	435,000
<i>Unweighted sample (number of households who shopped in NI)</i>	946	183	288	1,156	432	104	148	146	3,403

¹ Estimates are rounded to the nearest million so do not sum in all cases.

Background Notes

Reference period	The questions on cross border shopping were included in the Quarterly National Household Survey (QNHS) in the three months from April to June 2010 (Quarter 2 2010).
Purpose of survey	While the primary purpose of the QNHS is to collect information on employment and unemployment, it also includes modules on social topics of interest.
Questionnaire	The Cross Border Shopping questionnaire was answered by one person from each household. The module was included on four waves of the QNHS sample. A copy of the questionnaire used in this module is available on the CSO website www.cso.ie .
Household Reference Person	Household Reference Person refers to the eldest adult in the household with a Principal Economic Status of 'at work'. In a household where there were no adults who were 'at work', the eldest adult was selected.
Note on tables	The row or column percentages in the tables in this report may add to 99% or 101% because of rounding.
Grossing effect	The QNHS grossing procedure aligns the distribution of persons covered in the survey with independently determined population estimates at the level of sex, five-year age group and region.
Statistical significance	All estimates based on sample surveys are subject to error, some of which is measurable. Where an estimate is statistically significantly different from another estimate it means that we can be 95% confident that differences between those two estimates are not due to sampling error.
Logistic Regression	The characteristics of a household that are associated with the likelihood of shopping in Northern Ireland were explored by constructing a logistic regression model.

The model produced odds ratios indicating the relative likelihood of households with different characteristics shopping in Northern Ireland. Odds are expressed relative to a reference category which has a given value of 1. Odds ratios greater than 1 indicate higher odds (increased likelihood), and odds ratios less than 1 indicate lower odds (reduced likelihood) of the household shopping in Northern Ireland based on the characteristic in question.

The variables included in the model:

The model included a range of variables, all of which were categorical variables. The variables included are listed below:

- Region
- Household composition
- Age of the Reference Person
- Number of people at work in the household
- Education level of the household reference person

The table below shows the odds ratios output by the model for those variables which were found to have a statistically significant relationship to the likelihood of the household shopping in Northern Ireland. Odds ratios greater than 1 indicate higher odds or increased likelihood of shopping in Northern Ireland.

Max-rescaled R-Square	0.2472
Characteristic	Odds Ratio
Region of household	
Dublin vs Border	0.199
Mid-East vs Border	0.233
Midlands vs Border	0.2
Mid-West vs Border	0.034
South-East vs Border	0.055
South-West vs Border	0.021
West vs Border	0.141
Household Composition	
Single adult aged 65+ living along vs 2 adults with 1-3 children	0.335
single adult aged <65 living alone vs two adults with 1-3 children	0.554
two adults at least one aged 65+ no children vs two adults with 1-3 children	0.68
Age of household reference person	
45-64 vs 30-44	0.723
65+ vs 30-44	0.672
Number of persons at work in the household	
Jobless household vs 2 people at work	0.584
One person at work vs. 2 people at work	0.851
Highest education level attained by household reference person	
No formal education/primary vs Third level	0.786

Principal Economic Status Classification

The PES classification is based on a single question in which respondents are asked what is their usual situation with regard to employment and given the following response categories:

- At work
- Unemployed
- Student
- Engaged on home duties
- Retired
- Other.

Household composition

For the purposes of deriving household composition, a child was defined as any member of the household aged 17 or under. Households were analysed as a whole, regardless of the number of family units within the household. The categories of household composition are:

- 1 adult aged 65+, no children under 18
- 1 adult aged <65, no children under 18
- 2 adults at least 1 aged 65+, no children under 18
- 2 adults, both aged <65, no children under 18
- 3 or more adults, no children aged under 18
- 1 adult, with children
- 2 adults with 1-3 children
- Other households with children.

NUTS2 and NUTS3 regions

The regional classifications in this release are based on the NUTS (Nomenclature of Territorial Units) classification used by Eurostat. The NUTS3 regions correspond to the eight Regional Authorities established under the Local Government Act, 1991 (Regional Authorities) (Establishment) Order, 1993, which came into operation on 1 January 1994. The NUTS2 regions, which were proposed by Government and agreed by Eurostat in 1999, are groupings of the NUTS3 regions. The composition of the regions is set out below.

Border, Midlands and Western NUTS2 Region		Southern and Eastern NUTS2 Region	
Border	Cavan Donegal Leitrim Louth Monaghan Sligo	Dublin	Dublin City Dun Laoghaire-Rathdown Fingal South Dublin
Midland	Laoighis Longford Offaly Westmeath	Mid-East	Kildare Meath Wicklow
West	Galway City Galway County Mayo Roscommon	Mid-West	Clare Limerick City Limerick County North Tipperary
		South-East	Carlow Kilkenny South Tipperary Waterford City Waterford County Wexford
		South-West	Cork City Cork County Kerry

QHNS Social Modules

While the main purpose of the QNHS is the production of quarterly labour force estimates, there is also a provision for the collection of data on social topics through the inclusion of special survey modules. The selection of the major national modules undertaken to date has been largely based on the results of a canvas of users (over 100 organisations) that was conducted by the CSO in 1996, 2002, 2006 and most recently 2008. The results of the canvas are presented to the National Statistics Board and they are asked to indicate their priorities for the years ahead.

The schedule for social modules in any given year is based on the following structure:

Quarter 1 Accidents and Illness module, Information, Communication and Technology (ICT) Survey.

Quarter 2 EU module (always covered under EU legislation).

Quarter 3 National module.

Quarter 4 National module.

The table below outlines the most recent social modules published in the QNHS:

Reference Quarter	Social Module
Q1 2010	Crime and Victimization
Q3 2009	Caring
Q2 2009	Union Membership
Q2 2009	Cross Border Shopping
Q3 2008	Lifelong learning
Q1 2008	Pension provision
Q4 2007	Childcare
Q3 2007	Health
Q2 2007	Union Membership
Q1 2007	Work-related Accidents and Illness (Q1 2003-Q1 2007)
Q1 2007	ICT household survey
Q4 2006	Crime and Victimization
Q3 2006	Sport and physical exercise
Q3 2006	Social capital
Q1 2006	ICT household survey
Q4 2005	Pension provision
Q4 2005	Special Saving Incentive Accounts (SSIAs)
Q3 2005	ICT household survey
Q3 2005	Recycling and energy conservation
Q2 2005	Reconciliation between work and family life
Q4 2004	Equality
Q1 2005	Childcare
Q3 2004	ICT household survey
Q2 2004	Union Membership
Q2 2004	Work organisation and working time

Social modules yet to be published:

Reference Quarter	Social Module
Q1 2010	ICT Household Survey
Q4 2009	Pensions Module