

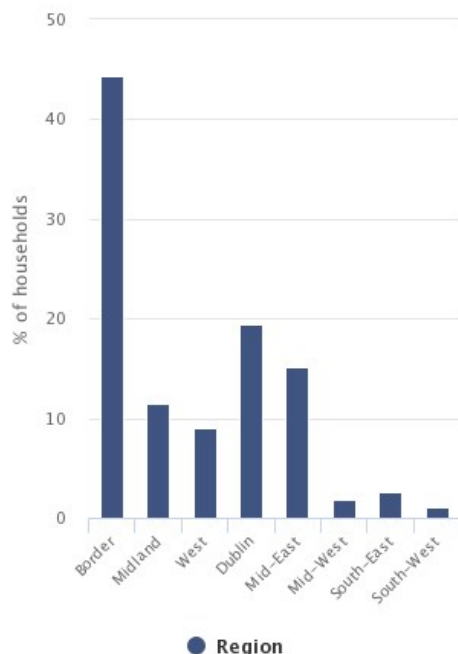
Cross Border Shopping Survey

Quarter 1 2018

State Region	Percentage of households who did cross border shopping	Total expenditure (€'000s) on cross border shopping
Ireland	13.6	458,263
Border	44.3	286,527
Midland	11.5	18,276
West	9.0	16,801
Dublin	19.4	89,511
Mid-East	15.1	24,176
Mid-West	1.8	3,898
South-East	2.6	10,193
South-West	1.0	8,881

Estimated cross border shopping spend of €458 million

Figure 1: Households who made shopping trips to Northern Ireland



Source: CSO Ireland

The Cross Border Shopping survey was included in the General Household Survey (GHS) in the first quarter (January to March) of 2018. 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. Online purchases are not included.

The regional groupings in this release are presented on the basis of the old NUTS 3 or regional groupings, so Louth remains in the Border region for the purposes of this release.

Summary of main findings

- It is estimated that total household expenditure on shopping in Northern Ireland in the 12 months to Quarter 1 2018 was €458 million.
- The average amount spent by households on shopping on their most recent shopping trip to Northern Ireland was €275.
- 14% of households made at least one shopping trip to Northern Ireland in the 12 months before the Q1 2018 survey.
- One fifth of households in *Dublin* shopped in Northern Ireland during the 12 months prior to the Q1 2018 survey.
- 88% of shopping trips were same-day visits.
- Households in the *Border* region who shop in Northern Ireland, have an

average of almost 16 shopping trips a year.

Users should note that the survey instrument used to carry out the Cross-Border Shopping survey has changed

Cross Border Shopping Households 2018 (full)



since the survey was last carried out in Q2 2010, when it was carried out as a module of the Quarterly National Household Survey (QNHS). The Labour Force Survey (LFS) has now replaced the QNHS. With this change, surveys previously carried out as modules of the QNHS, are now carried out as part of the General Household Survey (GHS). This change has affected sample size. Achieved sample size for the Q1 2018 survey was 5,291 households. Further information is available in the [Background Notes](#).

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 how many of these trips were for the purpose of shopping. Routine trips such as trips to a person's place of employment, to college, to farmland/property across the border, etc. were not included.

In the 12 months before the interview, 13.6% of households made at least one shopping trip to Northern Ireland. See *table 1a*.

Over 44% of households living in the *Border* region took shopping trips to Northern Ireland over the previous 12 months, while nearly one fifth (19.4%) of households in the *Dublin* region, and 15.1% of households in the *Mid-East* region made cross border shopping trips. The lowest proportions of households making shopping trips to Northern Ireland were in the regions at furthest distance, namely the *South-East* (2.6%), *Mid-West* (1.8%) and *South-West* (1%) regions. See *table 1a*.

Nearly one fifth (19.5%) of households comprised of *3 adults with dependent children* made shopping trips to Northern Ireland in the 12 months prior to interview, compared with 9.6% of households made up of *one adult with no dependent children*. See *table 1a*.

Nearly six out of every 10 (57.3%) of *Border* region households comprised of *3 or more adults with dependent children* made shopping trips across the border. Nearly one quarter (24.7%) of similar composition households in the *Midlands* region took shopping trips. In the *Border* region, just over one third (34.2%) of households comprised of *one adult and no dependent children* took shopping trips to Northern Ireland. See *table 1b*.

Shopping trips by region

Of the total number of shopping trips to Northern Ireland, 39.1% were made by households from the *Dublin* region while 31.1% of shopping trips were made by households from the *Border* region. The frequency of trips by households in the *Border* region was 15.8 compared with 2.1 for the *Dublin* region. See *table 1c*.

Number of nights spent

Nearly nine tenths (88%) of all shopping trips to Northern Ireland in the 12 months prior to the Q1 2018 survey were same-day visits, 6.7% involved staying one overnight. Nearly one third (32.3%) of shopping trips made by households in the *West* region involved one overnight. Less than 1% of households making shopping trips to Northern Ireland stayed 4 nights or more. See *table 1d and figure 3*.

Number of household members on most recent shopping trip

Respondents who shopped in Northern Ireland in the previous 12 months, were asked how many persons in the household went on the most recent shopping trip. Over 40% of cross border shopping trips were taken by just one person from the household, while 11% were taken by 4 or more household members - 6.5% by 4 persons, 3.1% by 5 persons and 1.4% by 6 persons from the household. See *table 1e*.

Type of purchase in Northern Ireland

Households were asked to indicate their total expenditure on their most recent shopping trip to Northern Ireland. The total expenditure on shopping was broken down into seven categories – *Alcohol*, *Cosmetics*, *Food and groceries (including tobacco)*, *Medicine*, *Clothes, footwear and sports goods*, *Petrol/diesel* and *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.

Food and groceries was the most common category among all households who shopped in Northern Ireland (65.8%), 54.7% bought *Clothes, footwear and sports goods*, 40% bought *Alcohol*, 21.7% purchased *Cosmetics* and 13.5% purchased *Petrol/diesel*. Nearly three quarters (74.1%) of households in the *Border* region purchased *Food and Groceries*, compared with just over half (50.8%) of households in the *Mid-East* region. See *table 2a and figure 4*.

Cross Border Shopping Households 2018 (full)



Household shopping expenditure on most recent trip

Households spent an average of €275 on shopping on their most recent trip to Northern Ireland. Average household expenditure on the most recent trip was highest for the *Midland* region at €363, followed by €289 for households in the *West* region and €287 for households in the *Dublin* region. Households comprised of *3 or more adults with dependent children* spent €301 on their most recent shopping trip to Northern Ireland while households comprised of *2 adults with dependent children* spent €297. This compares with €230 for households comprised of *1 adult and no dependent children*. Households where the age of the reference person was between 30 and 44 years spent an average of €291 on their most recent shopping trip, compared with €196 for households where the age of the reference person was 15 to 19 years. See *table 2c*.

Total household expenditure on shopping in Northern Ireland

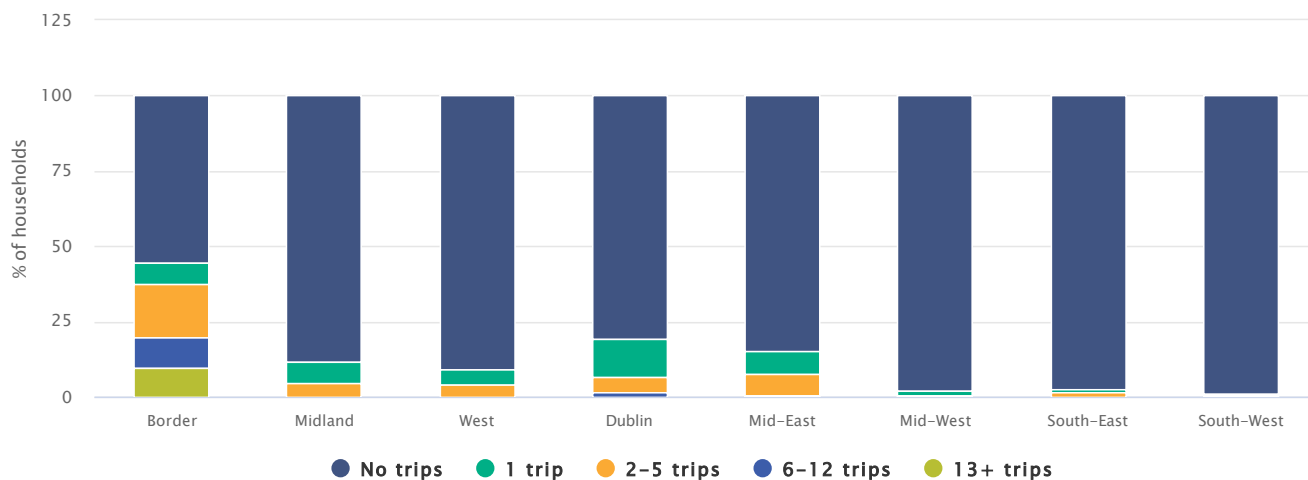
By combining information on frequency of trips to Northern Ireland and total expenditure on the most recent trip, an estimate of total household expenditure on shopping in Northern Ireland has been calculated for the 12-month period up to Quarter 1 2018. It is estimated that households spent a total of €458 million on shopping in Northern Ireland in this period, with the *Border* region accounting for 63% of this total. See *table 2d*.

Table 1(a) Percentage of households who took shopping trips to Northern Ireland in the last 12 months, Quarter 1 2018

	% households					
	Percentage of households who took shopping trips to Northern Ireland	0	1	2 to 5	6 to 12	13 or over
State	13.6	86.4	6.4	4.8	1.4	0.9
Region						
Border	44.3	55.7	7.0	17.7	10.1	9.5
Midland	11.5	88.5	6.9	4.5	0.1	0.0
West	9.0	91.0	4.7	4.3	0.0	0.0
Dublin	19.4	80.6	12.9	4.9	1.5	0.1
Mid-East	15.1	84.9	7.5	7.3	0.4	0.0
Mid-West	1.8	98.2	1.4	0.2	0.0	0.2
South-East	2.6	97.4	1.2	1.4	0.0	0.0
South-West	1.0	99.0	0.7	0.3	0.0	0.0
Household composition						
1 adult no dependent children	9.6	90.4	4.5	3.5	0.9	0.7
2 adults no dependent children	15.0	85.0	7.0	4.4	2.0	1.5
3 or more adults no dependent children	12.4	87.6	5.0	5.4	1.2	0.8
1 adult with dependent children	15.9	84.1	6.4	5.7	3.3	0.5
2 adults with dependent children	14.9	85.1	7.5	5.6	1.0	0.8
3 or more adults with dependent children	19.5	80.5	9.1	7.8	1.9	0.7
Deprivation quintile						
First quintile - very disadvantaged	17.3	82.7	6.0	5.8	2.9	2.7
Second quintile - disadvantaged	12.4	87.6	4.6	5.3	1.3	1.2
Third quintile - average	11.3	88.7	4.5	4.8	1.3	0.7
Fourth quintile - affluent	11.9	88.1	6.2	5.0	0.6	0.1
Fifth quintile - very affluent	15.1	84.9	10.3	3.4	1.2	0.2
Age of reference person						
15-19	20.5	79.5	13.8	6.8	0.0	0.0
20-29	14.6	85.4	7.0	5.3	1.1	1.3
30-44	13.5	86.5	6.2	4.9	1.6	0.8
45-64	15.1	84.9	6.8	5.6	1.7	0.9
65+	11.1	88.9	5.4	3.6	1.1	1.0

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Figure 2 Number of cross-border shopping trips by region



Source: CSO Ireland

Cross Border Shopping Households 2018 (full)



Table 1(b) Regional breakdown of households who took shopping trips to Northern Ireland in the last 12 months, Quarter 1 2018

	% households							
State	Border	Midland	West	Dublin	Mid-East	Mid-West	South-East	South-West
Household composition								
1 adult no dependent children	34.2	4.3	3.6	15.7	8.8	2.6	1.2	0.0
2 adults no dependent children	47.4	15.3	11.9	23.1	8.3	1.0	2.9	0.6
3 or more adults no dependent children	41.4	12.3	3.8	17.9	13.3	0.0	2.5	1.0
1 adult with dependent children	44.8	14.3	0.0	15.2	30.1	3.3	5.4	2.6
2 adults with dependent children	48.8	10.9	9.9	20.6	19.8	3.0	3.6	2.0
3 or more adults with dependent children	57.3	24.7	22.1	20.9	27.0	0.0	2.1	2.6
Age of reference person								
15-19	32.7	0.0	66.8	18.3	39.3	0.0	0.0	0.0
20-29	35.8	29.4	16.3	19.0	18.0	0.0	0.0	3.8
30-44	44.5	6.7	7.4	15.8	18.6	2.9	4.4	1.9
45-64	50.9	17.0	6.3	23.7	17.6	2.0	2.0	0.5
65+	39.3	6.0	10.5	17.9	1.8	1.2	2.1	0.0

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Table 1(c) Percentage shopping trips to Northern Ireland in the last 12 months, Quarter 1 2018

State	Shopping trips to Northern Ireland	Average number of shopping trips
State	100.0	8.4
Region		
Border	31.2	15.8
Midland	5.0	2.0
West	6.4	1.7
Dublin	39.1	2.1
Mid-East	13.9	1.9
Mid-West, South-East and South-West ¹	4.4	2.1
Household composition		
1 adult no dependent children	18.3	6.7
2 adults no dependent children	30.5	11.8
3 or more adults no dependent children	10.9	6.1
1 adult with dependent children	4.3	6.5
2 adults with dependent children	26.2	7.7
3 or more adults with dependent children	9.7	5.0
Deprivation quintile		
First quintile - very disadvantaged	24.7	11.8
Second quintile - disadvantaged	17.7	8.9
Third quintile - average	16.3	11.7
Fourth quintile - affluent	18.7	2.2
Fifth quintile - very affluent	22.6	2.1
Age of reference person		
15-19	1.9	1.8
20-29	8.7	6.5
30-44	27.7	9.7
45-64	38.7	8.5
65+	23.1	7.7

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

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Table 1(d) Number of overnights spent on most recent shopping trip to Northern Ireland, Quarter 1 2018

	Number of overnights					% households ¹
State	None	1 night	2 nights	3 nights	4 or more nights	
State	88.0	6.7	3.3	1.5	0.5	
Region						
Border	95.8	1.8	0.6	1.5	0.3	
Midland	82.0	10.5	7.6	0.0	0.0	
West	49.9	32.3	15.1	2.7	0.0	
Dublin	90.3	6.1	2.3	1.3	0.0	
Mid-East	91.8	2.1	2.3	2.6	1.2	
Mid-West, South-East and South-West ²	62.9	19.7	11.4	0.0	5.9	
Household composition						
1 adult no dependent children	89.2	8.8	0.8	1.2	0.0	
2 adults no dependent children	89.9	6.3	2.0	1.0	0.7	
3 or more adults no dependent children	91.2	4.6	1.5	2.7	0.0	
1 adult with dependent children	90.6	0.0	4.2	5.2	0.0	
2 adults with dependent children	85.1	6.5	5.4	1.9	1.1	
3 or more adults with dependent children	82.8	9.5	7.7	0.0	0.0	
Deprivation quintile						
First quintile - very disadvantaged	87.4	7.4	4.4	0.4	0.3	
Second quintile - disadvantaged	90.4	6.4	2.7	0.4	0.0	
Third quintile - average	85.6	7.0	3.6	2.3	1.5	
Fourth quintile - affluent	84.3	4.9	4.5	5.3	1.0	
Fifth quintile - very affluent	91.5	7.3	1.2	0.0	0.0	
Age of reference person						
15-19	71.8	28.2	0.0	0.0	0.0	
20-29	80.5	13.2	2.9	3.3	0.0	
30-44	85.6	5.5	5.1	2.6	1.3	
45-64	89.0	5.7	4.2	0.9	0.2	
65+	93.3	5.6	0.0	0.8	0.3	

¹Households who took a shopping trip in the 12 months prior to interview.

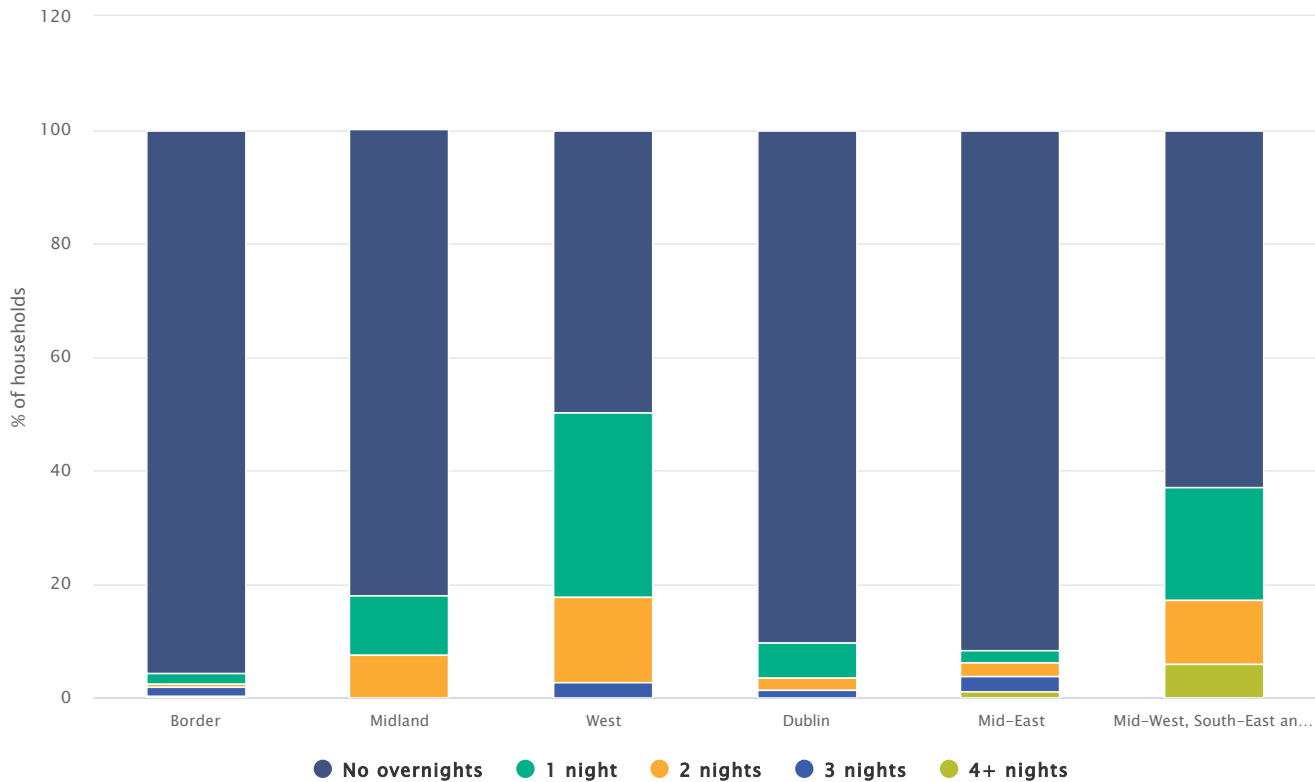
²These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Cross Border Shopping Households 2018 (full)



Figure 3 Number of overnights on most recent shopping trip by region



Source: CSO Ireland

Table 1(e) Number of persons in the household who went on the most recent shopping trip to Northern Ireland, Quarter 1 2018

	% households ¹					
	Number of persons ²					
	1	2	3	4	5	6 or more
State	40.4	37.7	10.9	6.5	3.1	1.4
Region						
Border	40.2	39.7	8.6	6.8	2.2	2.5
Midland	26	44.3	7.2	8.2	6.7	7.6
West	45	32.8	4.1	18.1	0	0
Dublin	39.6	41	11	4	3.8	0.6
Mid-East	45.3	23.5	20.9	6.6	3.7	0
Mid-West, South-East and South-West ³	43.8	37.6	7.9	7.9	2.8	0
Household composition						
1 adult no dependent children	67.8	21.7	7.4	2.7	0	0.5
2 adults no dependent children	35.3	56.9	5.1	1.2	0.3	1.1
3 or more adults no dependent children	38.5	49	4.9	4.1	3.5	0
1 adult with dependent children	23.9	39.8	21.3	8	6.9	0
2 adults with dependent children	36.6	20.4	19.4	13	8.2	2.5
3 or more adults with dependent children	24.8	40.2	14.7	14.8	2.2	3.3
Deprivation quintile						
First quintile - very disadvantaged	36.2	44.4	11.1	5.3	0.5	2.5
Second quintile - disadvantaged	45.8	42.6	5.2	4.3	1.6	0.5
Third quintile - average	29.7	40.9	11.1	13.6	3.1	1.5
Fourth quintile - affluent	44	26.7	15.1	6.2	5.6	2.3
Fifth quintile - very affluent	45.6	33.2	11.4	4.7	5.1	0
Age of reference person						
15-19	62.5	7.5	11.9	18	0	0
20-29	40.7	40.4	9.8	5.5	3.6	0
30-44	37.3	26.9	17.4	9.9	6.5	2.1
45-64	40.3	38.8	10.8	5.9	2.6	1.5
65+	42.5	50.1	3.6	2.9	0	0.9

¹Households who took a shopping trip in the 12 months prior to interview.

²Number of persons in the household who went on the most recent shopping trip to Northern Ireland.

³These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Cross Border Shopping Households 2018 (full)



Table 2(a) Goods purchased on most recent shopping trip to Northern Ireland, Quarter 1 2018

% households¹

	Alcohol	Cosmetics	Food and groceries ²	Medicine	Clothes and sports goods	Petrol/Diesel	Other
State	40.0	21.7	65.8	16.6	54.7	13.5	19.1
Region							
Border	35.1	24.5	74.1	15.6	46.9	4.4	9.4
Midland	36.3	29.0	67.7	19.3	57.7	34.1	17.2
West	64.9	22.9	64.9	4.9	35.4	8.8	19.1
Dublin	41.5	19.2	64.1	15.0	60.7	14.8	25.8
Mid-East	36.9	15.0	50.8	28.8	59.5	18.4	19.3
Mid-West, South-East and South-West ³	36.6	41.2	70.2	17.7	71.8	36.8	29.7
Household composition							
1 adult no dependent children	41.0	22.3	68.3	18.3	55.5	13.3	12.5
2 adults no dependent children	41.9	16.3	70.6	13.0	47.1	8.8	19.3
3 or more adults no dependent children	36.6	18.7	63.5	13.9	55.7	13.6	21.6
1 adult with dependent children	44.9	42.9	63.3	38.0	70.2	23.7	21.1
2 adults with dependent children	37.9	20.6	58.6	18.5	59.4	16.2	23.6
3 or more adults with dependent children	39.0	34.5	68.6	13.4	56.6	16.3	15.2
Deprivation quintile							
First quintile - very disadvantaged	40.3	25.6	81.3	14.6	53.9	11.6	16.2
Second quintile - disadvantaged	32.4	20.1	63.4	16.7	47.1	7.2	13.8
Third quintile - average	38.4	18.8	59.0	22.3	51.7	14.6	14.2
Fourth quintile - affluent	38.3	27.3	64.0	18.9	67.0	19.3	25.5
Fifth quintile - very affluent	47.9	16.1	57.1	12.8	53.6	14.7	24.7
Age of reference person							
15-19	29.6	19.7	42.8	0.0	69.1	9.2	3.9
20-29	42.3	31.0	59.1	18.8	59.2	28.6	9.2
30-44	38.9	23.0	60.2	19.1	56.9	17.1	25.4
45-64	40.2	23.1	67.5	16.9	57.9	12.0	20.0
65+	40.8	14.4	73.9	13.8	43.9	6.3	15.1

¹Households who took a shopping trip to Northern Ireland in the 12 months prior to interview.

²Includes tobacco.

³These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

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

Figure 4 Goods purchased on most recent shopping trip to Northern Ireland by region, Quarter 1 2018



Source: CSO Ireland

Cross Border Shopping Households 2018 (full)



Table 2(b) Total household shopping expenditure on most recent shopping trip to Northern Ireland, Quarter 1 2018

% households¹

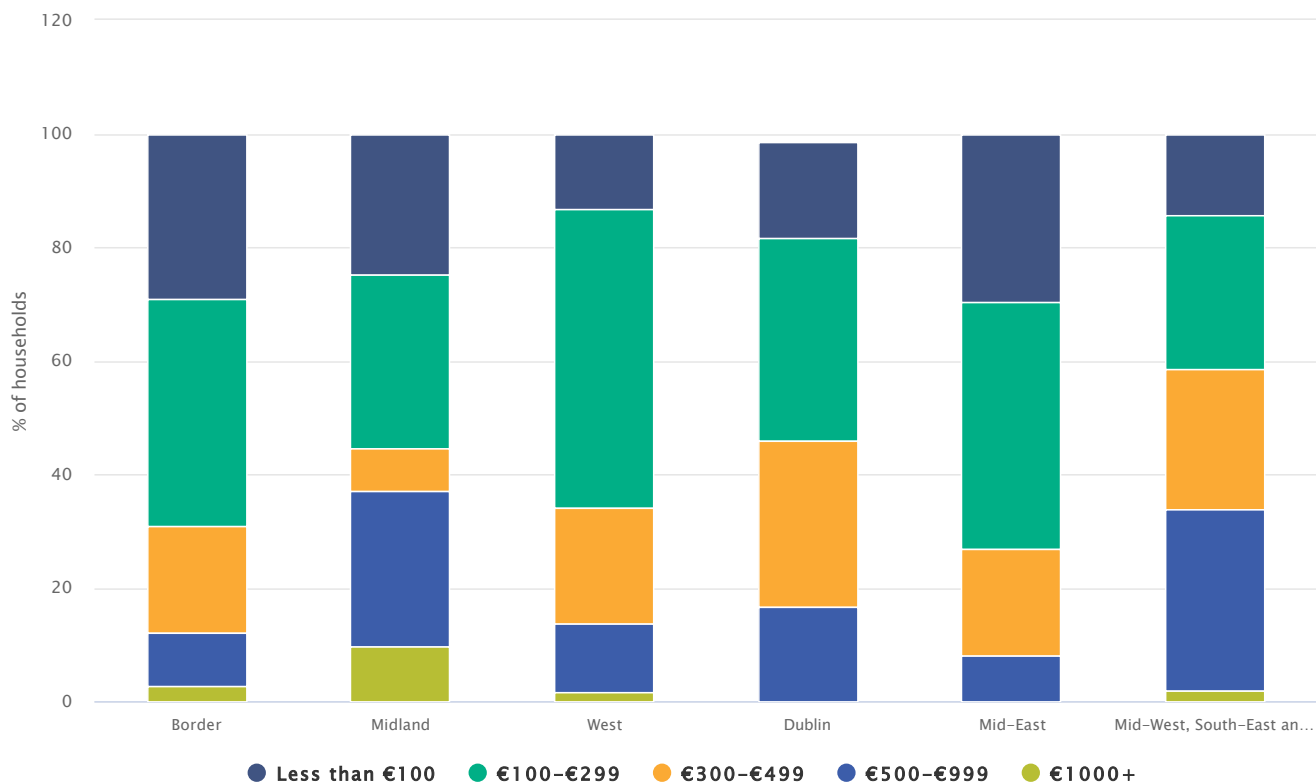
	Household expenditure (€)				
	Less than 100	100 - 299	300 - 499	500 - 999	1000+
State	22.5	38.6	22.6	14.1	2.2
Region					
Border	29.0	40.1	18.6	9.4	2.8
Midland	24.9	30.5	7.5	27.5	9.6
West	13.1	52.7	20.4	12.0	1.8
Dublin	17.0	35.6	29.2	16.7	1.6
Mid-East	29.5	43.6	18.7	8.1	0.0
Mid-West, South-East and South-West ²	14.3	27.3	24.7	31.8	1.9
Household composition					
1 adult no dependent children	27.6	38.0	21.8	11.2	1.5
2 adults no dependent children	24.5	36.3	20.3	15.7	3.2
3 or more adults no dependent children	17.7	43.9	26.4	10.5	1.5
1 adult with dependent children	26.5	44.2	15.5	13.7	0.0
2 adults with dependent children	19.9	37.4	25.0	15.4	2.2
3 or more adults with dependent children	17.3	41.5	23.7	15.7	1.8
Deprivation quintile					
First quintile - very disadvantaged	23.1	37.6	19.9	16.4	3.0
Second quintile - disadvantaged	20.0	45.2	17.5	16.0	1.3
Third quintile - average	26.5	37.1	24.6	8.9	2.8
Fourth quintile - affluent	21.0	37.7	23.0	15.8	2.6
Fifth quintile - very affluent	22.2	36.2	27.7	12.7	1.2
Age of reference person					
15-19	9.7	86.4	0.0	3.9	0.0
20-29	24.5	44.7	16.6	13.4	0.8
30-44	22.1	34.6	23.1	17.3	2.8
45-64	20.2	39.7	24.4	13.6	2.1
65+	27.1	35.2	23.1	12.3	2.2

¹Households who took a shopping trip to Northern Ireland in the 12 months prior to interview.

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

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Figure 5 Household spend on most recent shopping trip by region



Source: CSO Ireland

Cross Border Shopping Households 2018 (full)



Table 2(c) Average household shopping expenditure on most recent shopping trip to Northern Ireland, Quarter 1 2018

% households¹

State	Shopping categories								
	Average household expenditure ² (€)	Alcohol	Cosmetics	Food and groceries ³	Medicine	Clothes, footwear and sports goods	Petrol/diesel	Other	
Region	275	39	12	89	6	93	6	30	
Border	215	23	10	104	8	57	4	9	
Midland	363	60	14	107	8	137	15	22	
West	289	73	17	93	0	55	5	45	
Dublin	287	41	13	80	4	121	6	21	
Mid-East	223	38	5	65	9	77	6	20	
Mid-West, South-East and South-West ⁴	412	55	23	111	5	145	21	49	
Household composition									
1 adult no dependent children	230	31	12	75	7	86	6	11	
2 adults no dependent children	259	40	10	98	7	81	4	16	
3 or more adults no dependent children	257	40	16	78	4	93	7	19	
1 adult with dependent children	253	34	12	105	7	66	10	15	
2 adults with dependent children	297	43	10	89	5	106	8	34	
3 or more adults with dependent children	301	40	17	94	3	116	8	19	
Deprivation quintile									
First quintile - very disadvantaged	262	32	13	106	6	87	5	13	
Second quintile - disadvantaged	260	32	12	100	9	85	4	16	
Third quintile - average	237	36	9	86	8	73	8	16	
Fourth quintile - affluent	311	43	14	95	6	111	9	32	
Fifth quintile - very affluent	259	50	11	60	2	105	7	25	
Age of reference person									
15-19	196	29	5	44	0	97	5	15	
20-29	246	38	27	68	5	92	10	6	
30-44	291	41	14	87	7	102	9	31	
45-64	277	38	10	92	6	103	6	21	
65+	231	39	7	99	6	65	2	12	

¹Households who took a shopping trip to Northern Ireland in the 12 months prior to interview.

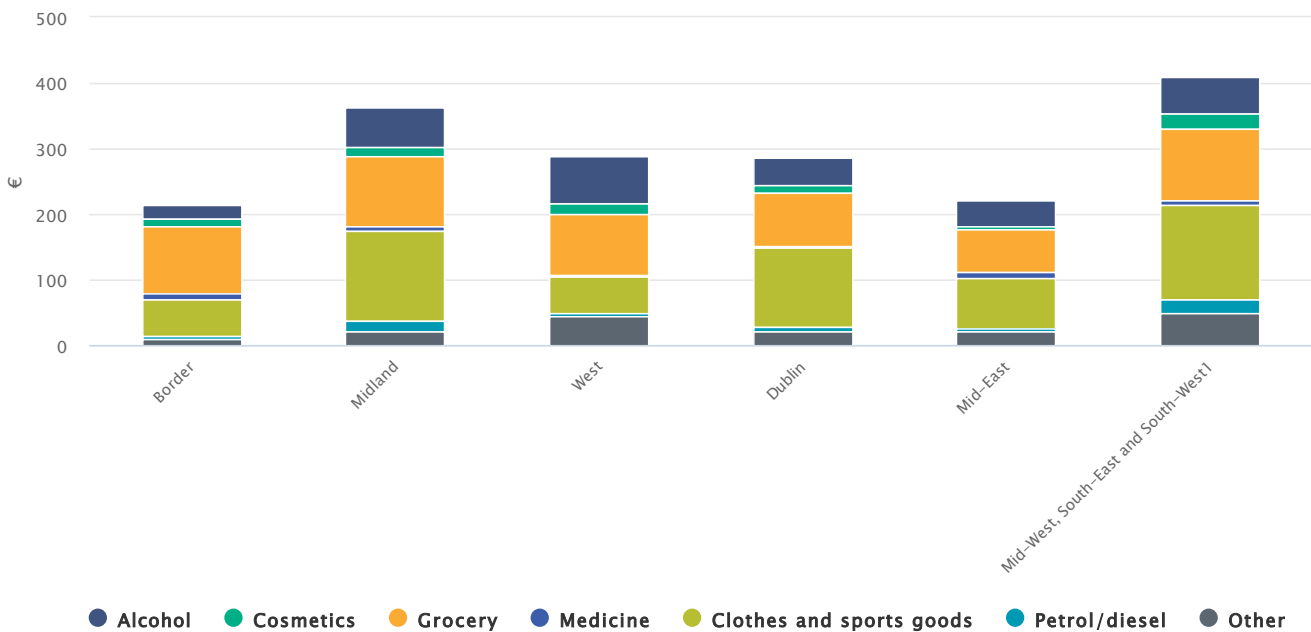
²Average household expenditure on most recent shopping trip to Northern Ireland.

³Includes tobacco.

⁴These regions have been grouped together because the sample size in each region was too small to produce individual estimates.

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Figure 6 Average household expenditure on shopping on most recent shopping trip to Northern Ireland, Quarter 1 2018



Source: CSO Ireland

Table 2(d) Total household expenditure on shopping in Northern Ireland (NI) in the 12 months prior to interview, Quarter 1 2018

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	230,813	11,780	9,210	62,677	18,515	2,795	4,470	2,916	343,176
Other shopping expenditure	55,714	6,496	7,591	26,834	5,661	1,103	5,723	5,965	115,087
Total shopping expenditure	286,527	18,276	16,801	89,511	24,176	3,898	10,193	8,881	458,263

Note 1: Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values. Estimates are rounded to the nearest thousand so do not sum in all cases.

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Background Notes

Purpose of Survey

The Cross-Border Shopping survey is a household survey on the spending of households on cross border shopping trips to Northern Ireland. A module on Cross-Border Shopping was previously carried out in 2009 and 2010, as a module of the Quarterly National Household Survey (QNHS).

Questionnaire Design

The survey instrument for the Cross-Border Shopping survey has changed since it was last carried out in Q2 2010, when it was carried out as a module of the Quarterly National Household Survey (QNHS). The Labour Force Survey (LFS) replaced the Quarterly National Household Survey (QNHS) at the beginning of Q3 2017. The introduction of the new LFS is part of a wider Household Survey Development (HSD) modernisation project. With this change, modules previously carried out as modules of the QNHS, are now carried out as part of the General Household Survey (GHS). The GHS is a national survey that place takes place three or four times each year. The survey usually has a core of common demographic questions that are always asked (e.g. age, sex, education, etc.). Each survey also has a specific theme: for example, in the second half of 2017, the survey measured participation rates of adults in further education; in the first quarter of 2018 the GHS covered the Cross-Border Shopping survey and the ICT Household survey.

Here below are the topics we have covered so far:

Year	Quarter	Topic
2017	Quarter 3 and Quarter 4	Adult Education Survey
2018	Quarter 1	Information and Communications Technology (ICT) and Cross Border Shopping
	Quarter 2 and Quarter 3	Household Financial Consumption Survey (HFCS)
2018	Quarter 4	Omnibus Survey
2019	Quarter 1	European Health Interview Survey

You can find more information here:

<https://www.cso.ie/en/aboutus/takingpartinasurvey/surveysofhouseholdsindividuals/generalhouseholdsurvey/>

Reference Period

The Cross-Border Shopping survey was carried out in the three months from January to March (Quarter 1) in 2018. The questionnaire asked questions about visits to Northern Ireland, and in particular, household spend on shopping trips to Northern Ireland.

Survey Coverage

The Cross-Border Shopping survey was collected directly from private households. Institutional households, (e.g. nursing homes, barracks, boarding schools, hotels etc.) are not covered by the survey. A household is defined as a single person or group of people who usually reside together in the same accommodation and who share the same catering arrangements. The household members are not necessarily related by blood or marriage.

A person is defined as a "Usual Resident" of a private household if he or she

- Lives regularly at the dwelling in question, and
- Shares the main living accommodation (i.e. kitchen, living room or bathroom) with the other members of the household.

Data Collection

The data was collected by a team of up to one hundred Field Interviewers and ten Field coordinators (each with a team of ten

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interviewers). Interviewers were provided with a map of each of their interview areas as well as a listing of the address of each of the selected households. These interviewers also working on CSO surveys such as the Survey on Income and Living Conditions and the Labour Force Survey. Interviewers received a manual with information such as detailed explanations about the questionnaire, definitions of the concepts involved and examples.

It was conducted using a team of face-to-face interviewers using Computer Assisted Personal Interviewing (CAPI). This enabled the use of extensive checks in the BLAISE interviewing software to make sure correct and coherent data was collected.

One person from each household was selected. Information was collected directly from respondents - proxy responses from other members of the household were not accepted.

Sample Design

The sample for the General Household Survey (GHS) is stratified using administrative county and the Pobal HP (Haase and Pratschke) Deprivation Index (quintile). A two-stage sample design is used. In the first stage 1,300 blocks are selected using Probability Proportional to Size (PPS) sampling. In the second stage households are selected using Simple Random Sampling (SRS). This ensures each household in the sample frame has an equal probability of selection.

The total sample size for the Cross-Border Shopping survey in Quarter 1 2018 was 9,900 households. The number of valid responding households was 5,291.

The survey results were weighted to agree with population estimates broken down by age, sex and region and are also calibrated to nationality totals

Derivation of Results

To provide national population results, the survey results were weighted to represent the entire population of 16 to 74 year olds. The survey results were weighted to agree with population estimates broken down by age group, sex and region and were also calibrated to nationality totals.

Household weights were calculated for all households in the initial sample. The design weights are computed as the inverse of the selection probability of the unit. The purpose of design weights is to eliminate the bias induced by unequal selection probabilities.

These design weights were then adjusted for non-response. This eliminated the bias introduced by discrepancies caused by non-response, particularly critical when the non-responding households are different from the responding ones in respect to some survey variables as this may create substantial bias in the estimates. Design weights are adjusted for non-response by dividing the design weights of each responding unit in the final/achieved sample by the (weighted) response probability of the corresponding group or strata.

To obtain the final household weights for the results, after the previous steps were carried out, the distribution of households by deprivation, NUTS3 region, sex and age was calibrated to the population of households in Quarter 1 2018 (as derived from the LFS Survey). The CALMAR2-macro, developed by INSEE, was used for this purpose.

Note on Tables

The sum of row or column percentages in the tables in this report may not add to 100.0% due to rounding.

Percentage breakdowns exclude cases where the interviewee did not respond.

Disclosure Control

Estimates for number of persons where there are less than 30 persons in a cell are too small to be considered reliable. These estimates are presented with an asterisk (*) in the relevant tables.

Where there are 30-49 persons in a cell, estimates are considered to have a wider margin of error and should be treated with caution. These cells are presented with parentheses [].

In the case of rates, these limits apply to the denominator used in generating the rate. In the case of annual changes, both the current year and the preceding year are taken into account when deciding whether the estimate should be suppressed or

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flagged as having a wider margin of error.

Reliability of Estimates Presented

Data are subject to sampling and other survey errors, which are relatively greater in respect of smaller values.

Classifications Used

Region

The regional classifications in this release are based on the NUTS (Nomenclature of Territorial Units) classification used by Eurostat. Until Q4 2017, the NUTS3 regions corresponded 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 while the NUTS2 regions, which were proposed by Government and agreed by Eurostat in 1999, were groupings of those historic NUTS3 regions.

However, the NUTS3 boundaries were amended on 21st of November 2016 under Regulation (EC) No. 2066/2016 and have come into force from Q1 2018. The changes resulting from the amendment are that County Louth has moved from the Border to the Mid-East and what was formerly South Tipperary has moved from the South-East to the Mid-West, resulting in the new NUTS2 and NUTS3 regions. For the purposes of this release, the old NUTS3 regions were used. The composition of the regions used in this release is set out below.

The composition of the regions is set out below.

Border, Midland 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	Laois 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

Deprivation Index

The Pobal Haase-Pratschke Deprivation Index is used to create the underlying sample and is used to analyse the data. The Index uses Census data to measure levels of disadvantage or affluence in a geographical area. More detailed information on the index can be found here: <https://www.pobal.ie/research-analysis/>

The results are presented by quintiles, five equal-sized groups of households, with the first quintile representing the most disadvantaged areas and the fifth quintile representing the least deprived/most affluent areas.

The five quintiles are described below:

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- First Quintile - Very disadvantaged
- Second Quintile - Disadvantaged
- Third Quintile - Average
- Fourth Quintile - Affluent
- Fifth Quintile - Very affluent (least deprived)

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 18+ with no dependent children
- 2 adults aged 18+ with no dependent children
- 3 adults aged 18+ with no dependent children
- 1 adult aged 18+ with dependent children aged <18
- 2 adults aged 18+ with dependent children aged <18
- 3 adults aged 18+ with dependent children aged <18

QNHS Social Modules

While the main purpose of the QNHS was 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 canvass of users (over 100 organisations) that was conducted by the CSO in 1996, 2002, 2006, 2008 and most recently 2011. The results of the canvass 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 and Information, Communication and Technology (ICT) Survey
 Quarter 2 EU module (always covered under EU legislation)
 Quarter 3 National module
 Quarter 4 National module

Some of the social modules published to date in the QNHS are outlined below:

Q2 Households and Family Units 2017
 Q2 2016 Households and Family Units
 Q2 2016 QNHS Union Membership
 Irish Health Survey 2015
 Q4 2015 Pensions
 Q3 2015 Crime and Victimization
 Q2 2015 Households and Family Units
 Q3 2014 Equality Module
 Q2 2014 Environment Module
 Q3 2013 Volunteering and Wellbeing
 Q2 2013 Sport and Physical Exercise
 Q3 2012 Effect on Households of the Economic Downturn
 Q2 2012 Retirement Planning
 Q2 2012 Parental Involvement in Children's Education
 Q2 2012 Union Membership
 Q1 2012 Unemployment Thematic Report
 Q2 2011 Response of Households to the Economic Downturn - Pilot Module
 Q2 2011 Voter Participation
 Q4 2010 Equality

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Q3 2010 Health Status and Health Service Utilisation
Q2 2010 Cross Border Shopping
Q2 2010 Educational Attainment
Q1 2010 Crime and Victimization
Q4 2009 Pension Provision
Q3 2009 Carers
Q2 2009 Union Membership
Q2 2009 Cross Border Shopping
Q3 2008 Lifelong Learning
Q4 2007 Childcare
Q3 2007 Health Status and Health Service Utilisation
Q3 2006 Sport and Physical Exercise

More historical social modules published are available at:

<http://www.cso.ie/en/qnhs/releasesandpublications/qnhs-specialmodules/qnhs-specialmodulesarchive/>.

Acknowledgement

The Central Statistics Office wishes to thank the participating households for their co-operation in agreeing to take part in the Q1 2018 Cross-Border Shopping survey and for facilitating the collection of the relevant data.

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Scan the QR code below to view this release online or go to

<http://www.cso.ie/en/releasesandpublications/er/cbs/crossbordershopping-households2018/>



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