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**Commute, Work, Live, Study**

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Crossing the border regularly? We're here to help.

[www.borderpeople.info](http://www.borderpeople.info)

# Border People User Group

## *The Cross Border Consumer*

Monday 14 December 2009

# CSO Quarterly Household Survey, Cross Border Shopping

Total household expenditure  
on shopping in Northern Ireland  
between

Qtr 2 2008 - Qtr2 2009 was

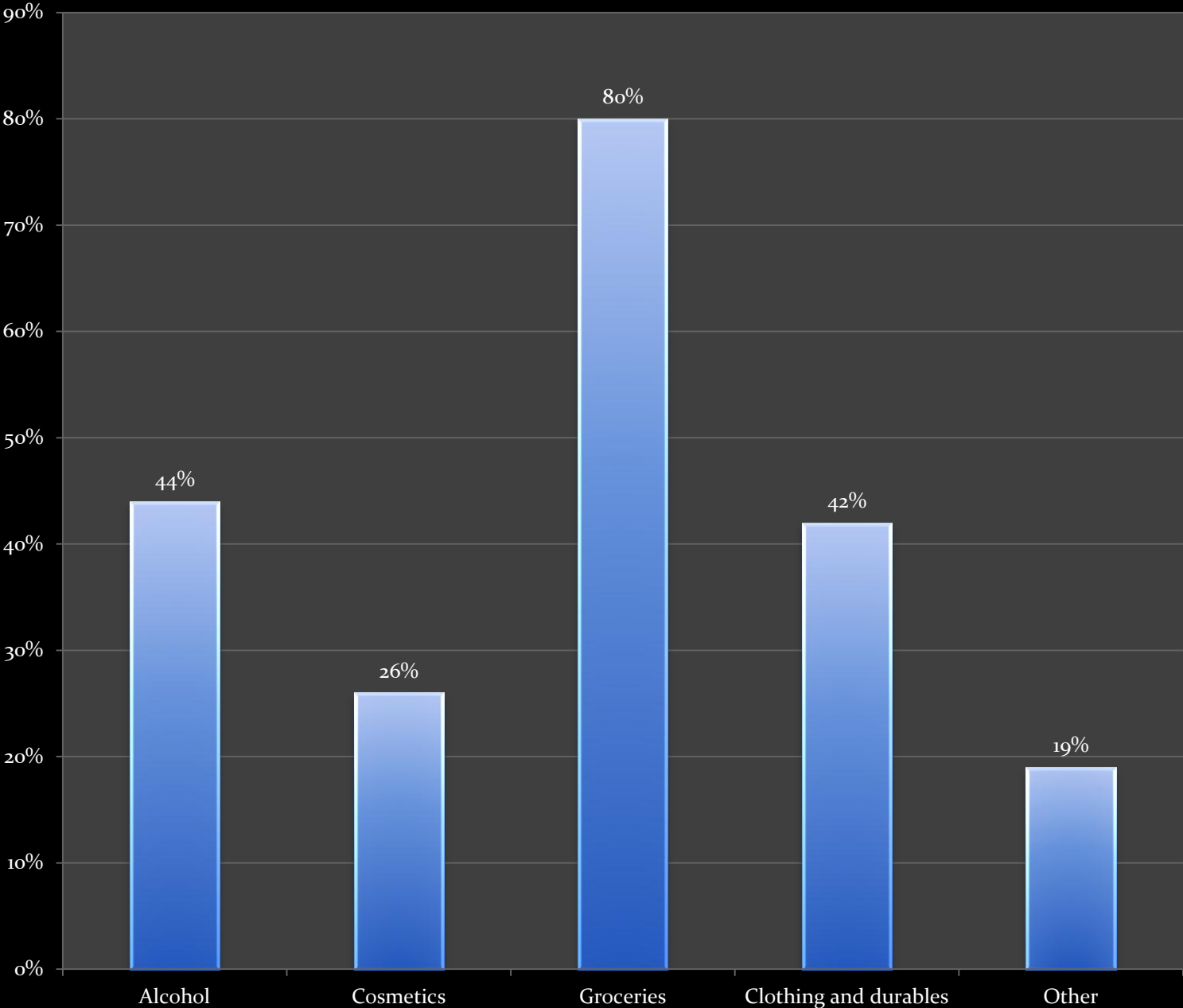
€435m

# Households

**Households most likely to have shopped were those:**

- Living in the Border region
- Where two people in the household were working
- Where the household reference person was aged 30-44
- Where the composition of the household was one of the following
  - Households with children
  - Households where two adults were both aged less than 65
  - Households where three adults lived together

# Goods purchased on most recent shopping trip to NI, Q2, 2009



# Summary

- 16% of households made at least 1 shopping trip
- Border region households made an average of 14 trips
- Households spent an average of €286
- Households spent most on groceries, an average €114
- Almost one in ten households (9%) said they shopped in NI more frequently than in previous years,
- this rose to one in five households in the Border region

# Media Centre - [www.BorderIreland.info](http://www.BorderIreland.info)

- 13 out of the last 20 press releases were related to cross border shopping

**“Newry is emerging as an economic force to be reckoned with”** - 10 November 2009 - The Irish Times

Watch out Belfast and Dublin. Not content with being the Mecca for cross Border shoppers on the island the city of Newry is setting its sights on becoming an economic investment centre to rival any location, North or South.

# Press Articles

## **“Republic campaign urges shoppers to stay in south”**

13 November 2009, Irish News

A campaign has been launched in the Republic to stem the tide of Christmas shoppers heading north and overseas.

## **“Cross-border shoppers help North to exit the recession”**

8 December 2009 , Irish Independent

Northern Ireland's economy has emerged from recession, helped by shoppers flocking from the Republic to buy cheaper products there, according to a new report by Northern Bank