

APPENDIX C



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County Monaghan & County Louth Household Survey for Nexus Planning

June 2022

Job Ref: 080A22

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Table of Contents

Introduction:

Research Background & Objectives	3
Research Methodology	3
Sampling	3
Weightings	5
Statistical Accuracy	6
Data Tables	7

Appendices:

Data Tabulations -	
By Zone Filtered Nulls & SFT (Weighted)	9 - 17
Sample Questionnaire	

Introduction

1.1 Research Background & Objectives

To conduct a survey amongst residents in County Monaghan and County Louth (Republic of Ireland) to assess cross border shopping and leisure habits with Northern Ireland.

1.2 Research Methodology

A total of 150 interviews were conducted between Wednesday 15th and Wednesday 22nd June 2022. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

1.3 Sampling

1.3.1 Survey Area

The survey area was split into the two counties:

County	Number of Interviews
Monaghan	48
Louth	102
	150

1.3.2 Telephone Numbers

All available residential telephone numbers within County Monaghan and County Louth were used to obtain the sample of interviews.

These are sourced from the Republic of Ireland's telephone directory system.

1.3.3 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

1.3.4 Sample Profile

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next randomly selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the table below:

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	23.1%	30	1.1560
35-44	20.5%	17	1.8128
45-54	18.3%	18	1.5284
55-64	15.0%	15	1.4974
65+	23.0%	70	0.4932
Total		150	

1.5 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 150 answers “Yes” to a question, we can be 95% sure that between 42.0% and 58.0% of the population holds the same opinion (i.e. +/- 8.0%). The following is a guide showing confidence intervals attached to various sample sizes from the study:

%ge Response	95% confidence interval
10%	±4.8%
20%	±6.4%
30%	±7.3%
40%	±7.8%
50%	±8.0%

1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

Appendix 1:

Data Tabulations

By Zone Filtered Nulls & SFT
(Weighted)

Weighted:

June 2022

Total **Zone 6 Co
Monaghan &
Co Louth**

Q01 Do you shop at destinations in Northern Ireland?

Yes	44.7%	67	44.7%	67
No	55.3%	83	55.3%	83

Weighted base:	150	150
Sample:	150	150

Q02A Where do you visit most often in Northern Ireland for shopping?*Those who shop in Northern Ireland at Q01 AND Excl. Nulls*

Armagh City Centre	12.8%	9	12.8%	9
Aughnacloy Village Centre	0.7%	0	0.7%	0
Belfast City Centre	6.1%	4	6.1%	4
Dungannon Town Centre	0.7%	0	0.7%	0
Keady Village Centre	0.7%	0	0.7%	0
Newry City Centre	35.8%	24	35.8%	24
Oaks Shopping Centre, Dungannon (Sainsbury's, Shoezone, Home Bargains, Oaks Furniture & more)	2.3%	2	2.3%	2
Asda, Bridge Street, Portadown / Craigavon, BT63 5AQ	0.7%	0	0.7%	0
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	1.7%	1	1.7%	1
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	6.9%	5	6.9%	5
Sainsbury's Superstore, Oaks Shopping Centre, Dungannon, BT71 4NA	2.3%	2	2.3%	2
Sainsbury's Superstore, The Mall Shopping Centre, Armagh, BT61 9AJ	4.4%	3	4.4%	3
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	7.7%	5	7.7%	5
Banbridge Town Centre	2.7%	2	2.7%	2
Bangor Town Centre	0.7%	0	0.7%	0
Enniskillen Town Centre	9.9%	7	9.9%	7
Jonesborough Village Centre	2.2%	1	2.2%	1
Newtownbutler Village Centre	0.7%	0	0.7%	0
Tesco Superstore, Derrychara Link, Enniskillen, BT74 6JF	0.7%	0	0.7%	0
Weighted base:	67	67		
Sample:	58	58		

Q02B Where do you visit second most often in Northern Ireland for shopping?*Those who shop in Northern Ireland at Q01 AND Excl. Nulls*

Armagh City Centre	7.5%	3	7.5%	3
Belfast City Centre	15.4%	6	15.4%	6
Newry City Centre	19.5%	7	19.5%	7
Portadown Town Centre	9.7%	4	9.7%	4
Bridgewater Retail Park, Banbridge (Tesco Extra, Home Bargains, The Range)	5.4%	2	5.4%	2
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	4.0%	1	4.0%	1
Sprucefield RETAIL PARK, Lisburn (B&Q, Argos, Sainsbury's, B&M, Next)	4.0%	1	4.0%	1
The Boulevard (aka The Outlet Banbridge), Outlet Shopping Park, Banbridge (M&S Outlet, Jack Wills,	8.2%	3	8.2%	3

Column %ges.

	Total	Zone 6 Co Monaghan & Co Louth		
The Works, Trespass & more)				
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	3.1%	1	3.1%	1
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	4.9%	2	4.9%	2
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	1.3%	0	1.3%	0
Tesco Extra, Bridgewater Retail Park, Banbridge, BT32 4LF	4.9%	2	4.9%	2
Tesco Extra, Downshire Road, Carneyhough, Newry, BT34 1EE	4.1%	2	4.1%	2
Middletown Village Centre	4.1%	2	4.1%	2
Rosslea Village Centre	4.0%	1	4.0%	1
Weighted base:		37		37
Sample:		31		31

Q02C Where do you visit third most often in Northern Ireland for shopping?*Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B AND Excl. Nulls*

Belfast City Centre	66.9%	4	66.9%	4
Newry City Centre	7.6%	0	7.6%	0
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	7.6%	0	7.6%	0
Derry City Centre	17.9%	1	17.9%	1
Weighted base:		6		6
Sample:		7		7

Q02X Where do you visit in Northern Ireland for shopping? (ALL MENTIONS)*Those who shop in Northern Ireland at Q01 AND Excl. Nulls*

Armagh City Centre	17.0%	11	17.0%	11
Aughnacloy Village Centre	0.7%	0	0.7%	0
Belfast City Centre	21.2%	14	21.2%	14
Crossmaglen Village Centre	0.0%	0	0.0%	0
Dungannon Town Centre	0.7%	0	0.7%	0
Keady Village Centre	0.7%	0	0.7%	0
Lisburn City Centre	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0
Newry City Centre	47.4%	32	47.4%	32
Newtownhamilton Town Centre	0.0%	0	0.0%	0
Portadown Town Centre	5.4%	4	5.4%	4
Warrenpoint Town Centre	0.0%	0	0.0%	0
Boucher Retail Park, Boucher Crescent, Belfast (Matalan, B&M, Next, TK Maxx & more)	0.0%	0	0.0%	0
Bridgewater Retail Park, Banbridge (Tesco Extra, Home Bargains, The Range)	3.0%	2	3.0%	2
Damolly Retail Park, Armagh Road, Newry (B&Q, Pets at Home, Currys, Home Bargains & more)	0.0%	0	0.0%	0
Drumkeen Retail Park, Upper Galwally, Castlereagh, Belfast (Harry Corry, Currys, B&M, Smyths)	0.0%	0	0.0%	0
Forestside Shopping Centre, Upper Galwally, Castlereagh, Belfast	0.0%	0	0.0%	0

Weighted:

June 2022

	Total	Zone 6 Co Monaghan & Co Louth		
(H&M, M&S, Dunnes, Clarks, Next & more)				
Hollywood Exchange Retail Park, Airport Road West, Belfast (IKEA, B&Q, Argos, Decathlon & more)	0.0%	0	0.0%	0
Junction One International Outlet Shopping Centre, Antrim (aka The Junction)	0.0%	0	0.0%	0
Marlborough Retail Park, Highfield Road, Craigavon (Sofatime, O'Neills Sports Superstore, Halfords, Tesco Extra, Home Bargains)	0.0%	0	0.0%	0
Oaks Shopping Centre, Dungannon (Sainsbury's, Shoezone, Home Bargains, Oaks Furniture & more)	2.3%	2	2.3%	2
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	2.9%	2	2.9%	2
Shane Retail Park, Boucher Road, Belfast (Carpetright, Dunelm, Smyths, Homebase & more)	0.0%	0	0.0%	0
Sprucefield RETAIL PARK, Lisburn (B&Q, Argos, Sainsbury's, B&M, Next)	2.2%	1	2.2%	1
Sprucefield Shopping CENTRE, Lisburn (M&S, Boots, Pets at Home, Next)	0.0%	0	0.0%	0
The Boulevard (aka The Outlet Banbridge), Outlet Shopping Park, Banbridge (M&S Outlet, Jack Wills, The Works, Trespass & more)	4.6%	3	4.6%	3
The Linen Green Shopping Village, Moygashel (Drumbriston Furniture, Mountain Salts, Jo & Co & more)	0.0%	0	0.0%	0
Asda, Bridge Street, Portadown / Craigavon, BT63 5AQ	0.7%	0	0.7%	0
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	3.4%	2	3.4%	2
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	9.6%	6	9.6%	6
Sainsbury's Superstore, Oaks Shopping Centre, Dungannon, BT71 4NA	2.3%	2	2.3%	2
Sainsbury's Superstore, The Mall Shopping Centre, Armagh, BT61 9AJ	4.4%	3	4.4%	3
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	8.4%	6	8.4%	6
Tesco Extra, Bridgewater Retail Park, Banbridge, BT32 4LF	2.7%	2	2.7%	2
Tesco Extra, Downshire Road, Carneyhough, Newry, BT34 1EE	2.3%	2	2.3%	2
Tesco Extra, Marlborough Retail Park, Craigavon, BT64 1AG	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 6 Co Monaghan & Co Louth		
Tesco Superstore, Beech Valley, Dungannon, BT71 7BN	0.0%	0	0.0%	0
Tesco Superstore, Castlewellan Road, Banbridge, BT32 4AX	0.0%	0	0.0%	0
Tesco Superstore, The Meadows Shopping Centre, Portadown, BT62 3TN	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Banbridge Town Centre	2.7%	2	2.7%	2
Bangor Town Centre	0.7%	0	0.7%	0
Derry City Centre	1.7%	1	1.7%	1
Enniskillen Town Centre	9.9%	7	9.9%	7
Jonesborough Village Centre	2.2%	1	2.2%	1
Middletown Village Centre	2.3%	2	2.3%	2
Newtownbutler Village Centre	0.7%	0	0.7%	0
Rosslea Village Centre	2.2%	1	2.2%	1
Tesco Superstore, Derrychara Link, Enniskillen, BT74 6JF	0.7%	0	0.7%	0
(Don't know)	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0
Weighted base:		67		67
Sample:		58		58

Meanscore: [Number of times per week]

Q03 How often do you visit (LOCATION STATED AT Q02A) for shopping?*Those who shop in Northern Ireland at Q01*

7 times a week	2.2%	1	2.2%	1
5 - 6 times a week	0.0%	0	0.0%	0
3 - 4 times a week	2.7%	2	2.7%	2
Twice a week	5.2%	3	5.2%	3
Once a week	15.2%	10	15.2%	10
Every two weeks	2.3%	2	2.3%	2
Every three weeks	0.7%	0	0.7%	0
Monthly	18.3%	12	18.3%	12
Once every two months	12.3%	8	12.3%	8
Three-four times a year	15.8%	11	15.8%	11
Twice a year	15.9%	11	15.9%	11
Once a year	7.6%	5	7.6%	5
Less often	0.0%	0	0.0%	0
(Don't know)	1.7%	1	1.7%	1
(Varies)	0.0%	0	0.0%	0
Mean:		0.61		0.61
Weighted base:		67		67
Sample:		58		58

Q04 What do you normally shop in (LOCATION STATED AT Q02A) for? [MR]*Those who shop in Northern Ireland at Q01*

Groceries / food shopping	67.0%	45	67.0%	45
Clothing or footwear goods	56.9%	38	56.9%	38
Health and beauty products	17.8%	12	17.8%	12
Home furnishings, jewellery, glass and china items	10.6%	7	10.6%	7
Furniture, carpets and floor coverings	4.4%	3	4.4%	3
Televisions, washing machines and computers	4.4%	3	4.4%	3
DIY or gardening goods	2.3%	2	2.3%	2
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Toys, games, bicycles and recreational goods	0.0%	0	0.0%	0
Mobile phones	0.0%	0	0.0%	0

	Total	Zone 6 Co Monaghan & Co Louth	
(Don't know)	3.2%	2	3.2%
Weighted base:		67	67
Sample:		58	58

Q05 What do you normally shop in (LOCATION STATED AT Q02B) for? [MR]*Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B*

Clothing or footwear goods	58.8%	22	58.8%	22
Groceries / food shopping	32.0%	12	32.0%	12
Health and beauty products	24.8%	9	24.8%	9
Furniture, carpets and floor coverings	15.9%	6	15.9%	6
Toys, games, bicycles and recreational goods	6.2%	2	6.2%	2
Mobile phones	5.4%	2	5.4%	2
Home furnishings, jewellery, glass and china items	4.9%	2	4.9%	2
Televisions, washing machines and computers	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
DIY or gardening goods	0.0%	0	0.0%	0
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
(Don't know)	6.2%	2	6.2%	2
Weighted base:		37		37
Sample:		31		31

Q06 What do you normally shop in (LOCATION STATED AT Q02C) for? [MR]*Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B or Q02C*

Clothing or footwear goods	100.0%	6	100.0%	6
Health and beauty products	51.6%	3	51.6%	3
Groceries / food shopping	31.3%	2	31.3%	2
Home furnishings, jewellery, glass and china items	23.6%	2	23.6%	2
Furniture, carpets and floor coverings	17.9%	1	17.9%	1
Toys, games, bicycles and recreational goods	0.0%	0	0.0%	0
Televisions, washing machines and computers	0.0%	0	0.0%	0
DIY or gardening goods	0.0%	0	0.0%	0
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Mobile phones	0.0%	0	0.0%	0
Weighted base:		6		6
Sample:		7		7

Q07 What are the reasons why you visit Northern Ireland for shopping trips? [MR]*Those who shop in Northern Ireland at Q01*

Low prices in shops	32.9%	22	32.9%	22
Good range of goods in shops	18.8%	13	18.8%	13
Has specific retailer(s) I like	14.3%	10	14.3%	10
Can get a good euro-to-pound conversion rate	12.4%	8	12.4%	8
Good range of supermarkets	9.9%	7	9.9%	7
Close to home	7.0%	5	7.0%	5
Poor range of shops near where I live	6.5%	4	6.5%	4
Good for a day out	3.2%	2	3.2%	2
Good for bulk shopping	2.7%	2	2.7%	2
Easy to get to by car	2.3%	2	2.3%	2
Can see / family / friends on the same trip	2.3%	2	2.3%	2
Close to work	2.3%	2	2.3%	2
Can get everything I need there	2.2%	1	2.2%	1
I own a property in Northern Ireland	1.7%	1	1.7%	1

	Total	Zone 6 Co Monaghan & Co Louth		
High quality goods	0.7%	0	0.7%	0
Good / friendly service	0.7%	0	0.7%	0
Has good retail / shopping parks	0.0%	0	0.0%	0
Used to live there so it's familiar to me	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
I work there so it's convenient	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0
Fuel is cheaper (petrol / diesel)	0.0%	0	0.0%	0
(Don't know)	16.3%	11	16.3%	11
Weighted base:		67		67
Sample:		58		58

Q08 Do you ever carry out leisure activities in Northern Ireland? - by leisure activities we mean any health / fitness / sports activities OR social / cultural / family activities such as eating / drinking out or visiting shows / museums / castles / parks / bowling alleys / cinemas etc.

Yes	21.3%	32	21.3%	32
No	78.7%	118	78.7%	118
Weighted base:		150		150
Sample:		150		150

Q09A Where do you visit most often in Northern Ireland for leisure activities?

Those who do leisure activities in Northern Ireland at Q08 AND Excl. Nulls

Armagh City Centre	1.6%	0	1.6%	0
Aughnacloy Village Centre	4.8%	1	4.8%	1
Belfast City Centre	29.2%	9	29.2%	9
Newry City Centre	34.3%	11	34.3%	11
Bangor Town Centre	3.1%	1	3.1%	1
Caledon Village Centre	4.8%	1	4.8%	1
Cookstown Town Centre	4.8%	1	4.8%	1
Galgorm Local Centre	5.8%	2	5.8%	2
Newcastle Town Centre	1.6%	0	1.6%	0
Omagh Town Centre	3.7%	1	3.7%	1
Portstewart Town Centre	4.9%	2	4.9%	2
Rushmere Shopping Centre, Craigavon, BT64 1AA	1.6%	0	1.6%	0
Weighted base:		31		31
Sample:		27		27

Q09B Where do you visit second most often in Northern Ireland for leisure activities?

Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A AND Excl. Nulls

Armagh City Centre	21.8%	3	21.8%	3
Belfast City Centre	38.5%	5	38.5%	5
Newry City Centre	8.1%	1	8.1%	1
Banbridge Town Centre	12.6%	2	12.6%	2
Enniskillen Town Centre	14.9%	2	14.9%	2
Hollywood Town Centre	4.1%	0	4.1%	0
Weighted base:		12		12
Sample:		11		11

Q09C Where do you visit third most often in Northern Ireland for leisure activities?

Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A or Q09B or '(Nowhere else)' at Q09B AND Excl. Nulls

Derry City Centre	43.6%	1	43.6%	1
Enniskillen Town Centre	56.4%	1	56.4%	1
Weighted base:		3		3
Sample:		2		2

Q09X Where do you visit in Northern Ireland for leisure activities? (ALL MENTIONS)

Those who do leisure activities in Northern Ireland at Q08 AND Excl. Nulls

Armagh City Centre	9.9%	3	9.9%	3
Aughnacloy Village Centre	4.7%	1	4.7%	1
Belfast City Centre	43.4%	14	43.4%	14
Crossmaglen Village Centre	0.0%	0	0.0%	0
Dungannon Town Centre	0.0%	0	0.0%	0

	Total	Zone 6 Co Monaghan & Co Louth		
Keady Village Centre	0.0%	0	0.0%	0
Lisburn City Centre	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0
Newry City Centre	36.9%	12	36.9%	12
Newtownhamilton Town Centre	0.0%	0	0.0%	0
Portadown Town Centre	0.0%	0	0.0%	0
Warrenpoint Town Centre	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Banbridge Town Centre	4.8%	2	4.8%	2
Bangor Town Centre	3.1%	1	3.1%	1
Caledon Village Centre	4.7%	1	4.7%	1
Cookstown Town Centre	4.7%	1	4.7%	1
Derry City Centre	3.6%	1	3.6%	1
Enniskillen Town Centre	10.4%	3	10.4%	3
Galgorm Local Centre	5.7%	2	5.7%	2
Hollywood Town Centre	1.5%	0	1.5%	0
Newcastle Town Centre	1.5%	0	1.5%	0
Omagh Town Centre	3.6%	1	3.6%	1
Portstewart Town Centre	4.8%	2	4.8%	2
Rushmere Shopping Centre, Craigavon, BT64 1AA	1.5%	0	1.5%	0
(Don't know)	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0
Weighted base:		32		32
Sample:		28		28

Meanscore: [Number of times per week]

Q10 How often do you visit (LOCATION STATED AT Q09A) for leisure activities?*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A*

7 times a week	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0
3 - 4 times a week	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0
Once a week	3.1%	1	3.1%	1
Every two weeks	17.0%	5	17.0%	5
Every three weeks	0.0%	0	0.0%	0
Monthly	14.2%	4	14.2%	4
Once every two months	5.2%	2	5.2%	2
Three-four times a year	16.9%	5	16.9%	5
Twice a year	27.6%	9	27.6%	9
Once a year	11.2%	4	11.2%	4
Less often	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0
(Varies)	4.8%	1	4.8%	1
Mean:		0.19		0.19
Weighted base:		31		31
Sample:		27		27

Q11 Which leisure activities do you normally visit (LOCATION STATED AT Q09A) for? [MR]*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A*

Restaurant / cafe	67.6%	21	67.6%	21
Theatres / concert halls / museums / art galleries and other cultural facilities	14.7%	5	14.7%	5
Outdoor sports or health and fitness activity	14.4%	5	14.4%	5
Holiday / day out	9.6%	3	9.6%	3
Pub / bars / nightclubs	8.4%	3	8.4%	3
Indoor sports or health and fitness activity / gym	3.7%	1	3.7%	1
Other	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
(Don't know)	5.8%	2	5.8%	2
Weighted base:		31		31
Sample:		27		27

Total **Zone 6 Co
Monaghan &
Co Louth**

Q12 Which leisure activities do you normally visit (LOCATION STATED AT Q09B) for? [MR]

Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A or Q09B or '(Nowhere else)' at Q09B

Restaurant / cafe	87.4%	11	87.4%	11
Pub / bars / nightclubs	31.4%	4	31.4%	4
Holiday / day out	12.6%	2	12.6%	2
Cinema	0.0%	0	0.0%	0
Indoor sports or health and fitness activity / gym	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	0.0%	0	0.0%	0
Outdoor sports or health and fitness activity	0.0%	0	0.0%	0
Weighted base:		12		12
Sample:		11		11

Q13 Which leisure activities do you normally visit (LOCATION STATED AT Q09C) for? [MR]

Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A, Q09B or Q09C or those that said '(Nowhere else)' at Q09B or Q09C

Restaurant / cafe	100.0%	3	100.0%	3
Pub / bars / nightclubs	43.6%	1	43.6%	1
Cinema	0.0%	0	0.0%	0
Indoor sports or health and fitness activity / gym	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Holiday / day out	0.0%	0	0.0%	0
Outdoor sports or health and fitness activity	0.0%	0	0.0%	0
Weighted base:		3		3
Sample:		2		2

Q14 What are the reasons why you visit Northern Ireland for leisure activities? [MR]

Those who do leisure activities in Northern Ireland at Q08

Good range of cafes / restaurants	24.5%	8	24.5%	8
Can see / family / friends on the same trip	17.4%	6	17.4%	6
Good for a day out	17.2%	5	17.2%	5
Close to home	13.0%	4	13.0%	4
Good range of hotels	10.5%	3	10.5%	3
Good outdoor activities available	9.5%	3	9.5%	3
Nice countryside for leisure activities	9.4%	3	9.4%	3
Low prices to access leisure facilities	9.3%	3	9.3%	3
Easy to get to by car	8.3%	3	8.3%	3
I participate in a competition that's held there	4.7%	1	4.7%	1
I'm part of a team / activity group that's based there	3.6%	1	3.6%	1
Has specific leisure venue(s) I like	3.6%	1	3.6%	1
Good range of leisure facilities available	3.6%	1	3.6%	1
I own a property in Northern Ireland	3.6%	1	3.6%	1
Poor range of leisure facilities near where I live	1.5%	0	1.5%	0
Good / friendly service	0.0%	0	0.0%	0
Can get a good euro-to-pound conversion rate	0.0%	0	0.0%	0
Good range of pubs	0.0%	0	0.0%	0
Used to live there so it's	0.0%	0	0.0%	0

County Monaghan & County Louth Household Survey for Nexus Planning

Weighted:

June 2022

	Total	Zone 6 Co Monaghan & Co Louth		
familiar to me				
Other	0.0%	0	0.0%	0
Fuel is cheaper (petrol / diesel)	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0
I work there so it's convenient	0.0%	0	0.0%	0
(Don't know)	1.5%	0	1.5%	0
Weighted base:		32		32
Sample:		28		28

GEN Gender of respondent

Male	29.5%	44	29.5%	44
Female	70.5%	106	70.5%	106
Weighted base:		150		150
Sample:		150		150

AGE Could I ask how old you are?

18 to 24	11.6%	17	11.6%	17
25 to 34	11.6%	17	11.6%	17
35 to 44	20.5%	31	20.5%	31
45 to 54	18.3%	28	18.3%	28
55 to 64	15.0%	22	15.0%	22
65 +	23.0%	35	23.0%	35
(Refused)	0.0%	0	0.0%	0
Weighted base:		150		150
Sample:		150		150

LOC County of residence

County Monaghan	32.2%	48	32.2%	48
County Louth	67.8%	102	67.8%	102
Weighted base:		150		150
Sample:		150		150

Appendix 2:

Sample Questionnaire

Job No: 080A22

County Monaghan and County Louth Household Survey

Good morning / afternoon / evening, I am from Nems Market Research, an independent market research company, and we are conducting a short survey in your area about shopping and leisure activities. Do you have 5 minutes spare to answer a few questions?

QA Are you the person responsible, or jointly responsible, for the shopping in your household?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Ask all

Q01 Do you shop at destinations in Northern Ireland?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes
- 2 No

GO TO Q02A
GO TO Q08

Those who said 'Yes' to shopping in Northern Ireland at Q01

Q02A Where do you visit most often in Northern Ireland for shopping?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE MOST, EVEN IF IT'S JUST SLIGHTLY MORE THAN OTHERS.

#Shopping Shopping Locations List
505 (Don't know)

CLOSE - DO
NOT COUNT

Those who said 'Yes' to shopping in Northern Ireland at Q01

Q02B Where do you visit second most often in Northern Ireland for shopping?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE SECOND MOST OFTEN.

#Shopping Shopping Locations List
505 (Don't know)
507 (Nowhere else)

GO TO Q03
GO TO Q03

Those who said 'Yes' to shopping in Northern Ireland at Q01 excluding those who said '(Don't know)' or '(Nowhere else)' at Q02B

Q02C Where do you visit third most often in Northern Ireland for shopping?
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE THIRD MOST OFTEN.

#Shopping Shopping Locations List
505 (Don't know)
507 (Nowhere else)

Those who said 'Yes' to shopping in Northern Ireland at Q01

Q03 How often do you visit (LOCATION STATED AT Q02A) for shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 7 times a week
- 2 5 - 6 times a week
- 3 3 - 4 times a week
- 4 Twice a week
- 5 Once a week
- 6 Every two weeks
- 7 Every three weeks
- 8 Monthly
- 9 Once every two months
- A Three-four times a year
- B Twice a year
- C Once a year
- D Less often
- E (Don't know)
- F (Varies)

Those who said 'Yes' to shopping in Northern Ireland at Q01

Q04 What do you normally shop in (LOCATION STATED AT Q02A) for?
DO NOT READ OUT. CAN BE MULTICODED.

#Q04-Q06 Q04-Q06 List

Those who said a location at Q02B

Q05 What do you normally shop in (LOCATION STATED AT Q02B) for?
DO NOT READ OUT. CAN BE MULTICODED.

#Q04-Q06 Q04-Q06 List

Those who said a location at Q02C		
Q06	What do you normally shop in (LOCATION STATED AT Q02C) for? DO NOT READ OUT. CAN BE MULTICODED.	
#Q04-Q06 Q04-Q06 List		
Those who said 'Yes' to shopping in Northern Ireland at Q01		
Q07	What are the reasons why you visit Northern Ireland for shopping trips? DO NOT READ OUT. CAN BE MULTICODED.	
001	Can get a good euro-to-pound conversion rate	
002	Can get everything I need there	
003	Can see / family / friends on the same trip	
004	Close to home	
005	Close to work	
006	Easy to get to by car	
007	Fuel is cheaper (petrol / diesel)	
008	Good / friendly service	
009	Good for a day out	
010	Good for bulk shopping	
011	Good public transport links	
012	Good range of goods in shops	
013	Good range of supermarkets	
014	Has good retail / shopping parks	
015	Has specific retailer(s) I like	
016	I work there so it's convenient	
017	Low prices in shops	
018	Poor range of shops near where I live	
019	Used to live there so it's familiar to me	
500	Other (PLEASE WRITE IN)	
505	(Don't know)	
Ask all		
Q08	Do you ever carry out leisure activities in Northern Ireland? (By leisure activities we mean any health / fitness / sports activities OR social / cultural / family activities such as eating / drinking out or visiting shows / museums / castles / parks / bowling alleys / cinemas etc.) DO NOT READ OUT. ONE ANSWER ONLY.	
1	Yes	GO TO Q09A
2	No	GO TO GEN
Those who said 'Yes' to leisure activities in Northern Ireland at Q08		
Q09A	Where do you visit most often in Northern Ireland for leisure activities? DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE MOST, EVEN IF IT'S JUST SLIGHTLY MORE THAN OTHERS.	
#Leisure Leisure Locations List		
505	(Don't know)	GO TO Q14
Those who said 'Yes' to leisure activities in Northern Ireland at Q08 excluding those who said '(Don't know)' at Q09A		
Q09B	Where do you visit second most often in Northern Ireland for leisure activities? DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE SECOND MOST OFTEN.	
#Leisure Leisure Locations List		
505	(Don't know)	GO TO Q10
509	(Nowhere else)	GO TO Q10
Those who said 'Yes' to leisure activities in Northern Ireland at Q08 excluding those who said '(Nowhere else)' at Q09B or (Don't know)' at Q09A or Q09B		
Q09C	Where do you visit third most often in Northern Ireland for leisure activities? DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY IT VARIES - ASK THEM TO NAME THE PLACE THEY THINK THEY VISIT THE THIRD MOST OFTEN.	
#Leisure Leisure Locations List		
505	(Don't know)	
507	(Nowhere else)	
Those who said 'Yes' to leisure activities in Northern Ireland at Q08		
Q10	How often do you visit (LOCATION STATED AT Q09A) for leisure activities? DO NOT READ OUT. ONE ANSWER ONLY.	
1	7 times a week	
2	5 - 6 times a week	
3	3 - 4 times a week	
4	Twice a week	
5	Once a week	
6	Every two weeks	
7	Every three weeks	
8	Monthly	
9	Once every two months	
A	Three-four times a year	
B	Twice a year	
C	Once a year	
D	Less often	
E	(Don't know)	
F	(Varies)	

	Those who said a location at Q09A
Q11	Which leisure activities do you normally visit (LOCATION STATED AT Q09A) for? DO NOT READ OUT. CAN BE MULTICODED
#Q11-Q13 Q11-Q13 List	
	Those who said a location at Q09B
Q12	Which leisure activities do you normally visit (LOCATION STATED AT Q09B) for? DO NOT READ OUT. CAN BE MULTICODED
#Q11-Q13 Q11-Q13 List	
	Those who said a location at Q09C
Q13	Which leisure activities do you normally visit (LOCATION STATED AT Q09C) for? DO NOT READ OUT. CAN BE MULTICODED
#Q11-Q13 Q11-Q13 List	
	Those who said 'Yes' to leisure activities in Northern Ireland at Q08
Q14	What are the reasons why you visit Northern Ireland for leisure activities? DO NOT READ OUT. CAN BE MULTICODED
001	Can get a good euro-to-pound conversion rate
002	Can see / family / friends on the same trip
003	Close to home
004	Close to work
005	Easy to get to by car
006	Fuel is cheaper (petrol / diesel)
007	Good / friendly service
008	Good for a day out
009	Good outdoor activities available
010	Good public transport links
011	Good range of cafes / restaurants
012	Good range of leisure facilities available
013	Good range of pubs
014	Has specific leisure venue(s) I like
015	I work there so it's convenient
016	I'm part of a team / activity group that's based there
017	Low prices to access leisure facilities
018	Nice countryside for leisure activities
019	Poor range of leisure facilities near where I live
020	Used to live there so it's familiar to me
500	Other (PLEASE WRITE IN)
505	(Don't know)
GEN	Gender of respondent. CODE FROM OBSERVATION
1	Male
2	Female
AGE	Could I ask how old you are? DO NOT PROMPT. ONE ANSWER ONLY
1	18 to 24
2	25 to 34
3	35 to 44
4	45 to 54
5	55 to 64
6	65 +
7	(Refused)

Thank & close

	Total	Zone 6 Co Monaghan & Co Louth		
Q01 Do you shop at destinations in Northern Ireland?				
Yes	44.7%	67	44.7%	67
No	55.3%	83	55.3%	83
Weighted base:		150		150
Sample:		150		150

Q02A Where do you visit most often in Northern Ireland for shopping?*Those who shop in Northern Ireland at Q01 AND Excl. Nulls*

Armagh City Centre	12.8%	9	12.8%	9
Aughnacloy Village Centre	0.7%	0	0.7%	0
Belfast City Centre	6.1%	4	6.1%	4
Dungannon Town Centre	0.7%	0	0.7%	0
Keady Village Centre	0.7%	0	0.7%	0
Newry City Centre	35.8%	24	35.8%	24
Oaks Shopping Centre, Dungannon (Sainsbury's, Shoezone, Home Bargains, Oaks Furniture & more)	2.3%	2	2.3%	2
Asda, Bridge Street, Portadown / Craigavon, BT63 5AQ	0.7%	0	0.7%	0
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	1.7%	1	1.7%	1
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	6.9%	5	6.9%	5
Sainsbury's Superstore, Oaks Shopping Centre, Dungannon, BT71 4NA	2.3%	2	2.3%	2
Sainsbury's Superstore, The Mall Shopping Centre, Armagh, BT61 9AJ	4.4%	3	4.4%	3
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	7.7%	5	7.7%	5
Banbridge Town Centre	2.7%	2	2.7%	2
Bangor Town Centre	0.7%	0	0.7%	0
Enniskillen Town Centre	9.9%	7	9.9%	7
Jonesborough Village Centre	2.2%	1	2.2%	1
Newtownbutler Village Centre	0.7%	0	0.7%	0
Tesco Superstore, Derrychara Link, Enniskillen, BT74 6JF	0.7%	0	0.7%	0
Weighted base:	67		67	
Sample:	58		58	

	Total	Zone 6 Co Monaghan & Co Louth
Q02BWhere do you visit second most often in Northern Ireland for shopping?		
<i>Those who shop in Northern Ireland at Q01 AND Excl. Nulls</i>		

Armagh City Centre	7.5%	3	7.5%	3
Belfast City Centre	15.4%	6	15.4%	6
Newry City Centre	19.5%	7	19.5%	7
Portadown Town Centre	9.7%	4	9.7%	4
Bridgewater Retail Park, Banbridge (Tesco Extra, Home Bargains, The Range)	5.4%	2	5.4%	2
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	4.0%	1	4.0%	1
Sprucefield RETAIL PARK, Lisburn (B&Q, Argos, Sainsbury's, B&M, Next)	4.0%	1	4.0%	1
The Boulevard (aka The Outlet Banbridge), Outlet Shopping Park, Banbridge (M&S Outlet, Jack Wills, The Works, Trespass & more)	8.2%	3	8.2%	3
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	3.1%	1	3.1%	1
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	4.9%	2	4.9%	2
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	1.3%	0	1.3%	0
Tesco Extra, Bridgewater Retail Park, Banbridge, BT32 4LF	4.9%	2	4.9%	2
Tesco Extra, Downshire Road, Carneyhough, Newry, BT34 1EE	4.1%	2	4.1%	2
Middletown Village Centre	4.1%	2	4.1%	2
Rosslea Village Centre	4.0%	1	4.0%	1
Weighted base:		37		37
Sample:		31		31

Q02CWhere do you visit third most often in Northern Ireland for shopping?				
<i>Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B AND Excl. Nulls</i>				

Belfast City Centre	66.9%	4	66.9%	4
Newry City Centre	7.6%	0	7.6%	0
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	7.6%	0	7.6%	0
Derry City Centre	17.9%	1	17.9%	1
Weighted base:		6		6
Sample:		7		7

	Total	Zone 6 Co Monaghan & Co Louth
Q02XWhere do you visit in Northern Ireland for shopping? (ALL MENTIONS)		
<i>Those who shop in Northern Ireland at Q01 AND Excl. Nulls</i>		

Armagh City Centre	17.0%	11	17.0%	11
Aughnacloy Village Centre	0.7%	0	0.7%	0
Belfast City Centre	21.2%	14	21.2%	14
Crossmaglen Village Centre	0.0%	0	0.0%	0
Dungannon Town Centre	0.7%	0	0.7%	0
Keady Village Centre	0.7%	0	0.7%	0
Lisburn City Centre	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0
Newry City Centre	47.4%	32	47.4%	32
Newtownhamilton Town Centre	0.0%	0	0.0%	0
Portadown Town Centre	5.4%	4	5.4%	4
Warrenpoint Town Centre	0.0%	0	0.0%	0
Boucher Retail Park, Boucher Crescent, Belfast (Matalan, B&M, Next, TK Maxx & more)	0.0%	0	0.0%	0
Bridgewater Retail Park, Banbridge (Tesco Extra, Home Bargains, The Range)	3.0%	2	3.0%	2
Damolly Retail Park, Armagh Road, Newry (B&Q, Pets at Home, Currys, Home Bargains & more)	0.0%	0	0.0%	0
Drumkeen Retail Park, Upper Galwally, Castlereagh, Belfast (Harry Corry, Currys, B&M, Smyths)	0.0%	0	0.0%	0
Forestside Shopping Centre, Upper Galwally, Castlereagh, Belfast (H&M, M&S, Dunnes, Clarks, Next & more)	0.0%	0	0.0%	0
Hollywood Exchange Retail Park, Airport Road West, Belfast (IKEA, B&Q, Argos, Decathlon & more)	0.0%	0	0.0%	0
Junction One International Outlet Shopping Centre, Antrim (aka The Junction)	0.0%	0	0.0%	0
Marlborough Retail Park, Highfield Road, Craigavon (Sofatime, O'Neills Sports Superstore, Halfords, Tesco Extra, Home Bargains)	0.0%	0	0.0%	0
Oaks Shopping Centre, Dungannon (Sainsbury's, Shoezone, Home Bargains, Oaks Furniture & more)	2.3%	2	2.3%	2
Rushmere Shopping Centre, Craigavon (JD Sports, Home Bargains, H Samuel, H&M, Dunnes & more)	2.9%	2	2.9%	2
Shane Retail Park, Boucher Road, Belfast (Carpetright, Dunelm, Smyths, Homebase & more)	0.0%	0	0.0%	0
Sprucefield RETAIL PARK, Lisburn (B&Q, Argos, Sainsbury's, B&M, Next)	2.2%	1	2.2%	1
Sprucefield Shopping CENTRE, Lisburn (M&S, Boots, Pets at Home, Next)	0.0%	0	0.0%	0
The Boulevard (aka The Outlet Banbridge), Outlet	4.6%	3	4.6%	3

	Total	Zone 6 Co Monaghan & Co Louth		
Shopping Park, Banbridge (M&S Outlet, Jack Wills, The Works, Trespass & more)				
The Linen Green Shopping Village, Moygashel (Drumbriston Furniture, Mountain Salts, Jo & Co & more)	0.0%	0	0.0%	0
Asda, Bridge Street, Portadown / Craigavon, BT63 5AQ	0.7%	0	0.7%	0
Marks and Spencer, Sprucefield Shopping Centre, Lisburn, BT27 5UJ	3.4%	2	3.4%	2
Marks and Spencer, The Quays Shopping Centre, Newry, BT35 8QS	9.6%	6	9.6%	6
Sainsbury's Superstore, Oaks Shopping Centre, Dungannon, BT71 4NA	2.3%	2	2.3%	2
Sainsbury's Superstore, The Mall Shopping Centre, Armagh, BT61 9AJ	4.4%	3	4.4%	3
Sainsbury's Superstore, The Quays Shopping Centre, Newry, BT35 8QS	8.4%	6	8.4%	6
Tesco Extra, Bridgewater Retail Park, Banbridge, BT32 4LF	2.7%	2	2.7%	2
Tesco Extra, Downshire Road, Carneyhough, Newry, BT34 1EE	2.3%	2	2.3%	2
Tesco Extra, Marlborough Retail Park, Craigavon, BT64 1AG	0.0%	0	0.0%	0
Tesco Superstore, Beech Valley, Dungannon, BT71 7BN	0.0%	0	0.0%	0
Tesco Superstore, Castlewellan Road, Banbridge, BT32 4AX	0.0%	0	0.0%	0
Tesco Superstore, The Meadows Shopping Centre, Portadown, BT62 3TN	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Banbridge Town Centre	2.7%	2	2.7%	2
Bangor Town Centre	0.7%	0	0.7%	0
Derry City Centre	1.7%	1	1.7%	1
Enniskillen Town Centre	9.9%	7	9.9%	7
Jonesborough Village Centre	2.2%	1	2.2%	1
Middletown Village Centre	2.3%	2	2.3%	2
Newtownbutler Village Centre	0.7%	0	0.7%	0
Rosslea Village Centre	2.2%	1	2.2%	1
Tesco Superstore, Derrychara Link, Enniskillen, BT74 6JF	0.7%	0	0.7%	0
(Don't know)	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0
Weighted base:		67		67
Sample:		58		58

Total

Zone 6 Co
Monaghan &
Co Louth

Meanscore: [Number of times per week]

Q03 How often do you visit (LOCATION STATED AT Q02A) for shopping?*Those who shop in Northern Ireland at Q01*

7 times a week	2.2%	1	2.2%	1
5 - 6 times a week	0.0%	0	0.0%	0
3 - 4 times a week	2.7%	2	2.7%	2
Twice a week	5.2%	3	5.2%	3
Once a week	15.2%	10	15.2%	10
Every two weeks	2.3%	2	2.3%	2
Every three weeks	0.7%	0	0.7%	0
Monthly	18.3%	12	18.3%	12
Once every two months	12.3%	8	12.3%	8
Three-four times a year	15.8%	11	15.8%	11
Twice a year	15.9%	11	15.9%	11
Once a year	7.6%	5	7.6%	5
Less often	0.0%	0	0.0%	0
(Don't know)	1.7%	1	1.7%	1
(Varies)	0.0%	0	0.0%	0

Mean: 0.61 0.61

Weighted base: 67 67

Sample: 58 58

Q04 What do you normally shop in (LOCATION STATED AT Q02A) for? [MR]*Those who shop in Northern Ireland at Q01*

Groceries / food shopping	67.0%	45	67.0%	45
Clothing or footwear goods	56.9%	38	56.9%	38
Health and beauty products	17.8%	12	17.8%	12
Home furnishings, jewellery, glass and china items	10.6%	7	10.6%	7
Furniture, carpets and floor coverings	4.4%	3	4.4%	3
Televisions, washing machines and computers	4.4%	3	4.4%	3
DIY or gardening goods	2.3%	2	2.3%	2
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Toys, games, bicycles and recreational goods	0.0%	0	0.0%	0
Mobile phones	0.0%	0	0.0%	0
(Don't know)	3.2%	2	3.2%	2
Weighted base:		67		67
Sample:		58		58

Q05 What do you normally shop in (LOCATION STATED AT Q02B) for? [MR]*Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B*

Clothing or footwear goods	58.8%	22	58.8%	22
Groceries / food shopping	32.0%	12	32.0%	12
Health and beauty products	24.8%	9	24.8%	9
Furniture, carpets and floor coverings	15.9%	6	15.9%	6
Toys, games, bicycles and recreational goods	6.2%	2	6.2%	2
Mobile phones	5.4%	2	5.4%	2
Home furnishings, jewellery, glass and china items	4.9%	2	4.9%	2
Televisions, washing machines and computers	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
DIY or gardening goods	0.0%	0	0.0%	0
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
(Don't know)	6.2%	2	6.2%	2
Weighted base:		37		37
Sample:		31		31

	Total	Zone 6 Co Monaghan & Co Louth		
Q06 What do you normally shop in (LOCATION STATED AT Q02C) for? [MR]				
<i>Those who shop in Northern Ireland at Q01 excluding those that said '(Don't know)' or '(Nowhere else)' at Q02B or Q02C</i>				
Clothing or footwear goods	100.0%	6	100.0%	6
Health and beauty products	51.6%	3	51.6%	3
Groceries / food shopping	31.3%	2	31.3%	2
Home furnishings, jewellery, glass and china items	23.6%	2	23.6%	2
Furniture, carpets and floor coverings	17.9%	1	17.9%	1
Toys, games, bicycles and recreational goods	0.0%	0	0.0%	0
Televisions, washing machines and computers	0.0%	0	0.0%	0
DIY or gardening goods	0.0%	0	0.0%	0
Books, stationery, CDs, DVDs	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Mobile phones	0.0%	0	0.0%	0
Weighted base:		6		6
Sample:		7		7

Q07 What are the reasons why you visit Northern Ireland for shopping trips? [MR]

Those who shop in Northern Ireland at Q01

Low prices in shops	32.9%	22	32.9%	22
Good range of goods in shops	18.8%	13	18.8%	13
Has specific retailer(s) I like	14.3%	10	14.3%	10
Can get a good euro-to-pound conversion rate	12.4%	8	12.4%	8
Good range of supermarkets	9.9%	7	9.9%	7
Close to home	7.0%	5	7.0%	5
Poor range of shops near where I live	6.5%	4	6.5%	4
Good for a day out	3.2%	2	3.2%	2
Good for bulk shopping	2.7%	2	2.7%	2
Easy to get to by car	2.3%	2	2.3%	2
Can see / family / friends on the same trip	2.3%	2	2.3%	2
Close to work	2.3%	2	2.3%	2
Can get everything I need there	2.2%	1	2.2%	1
I own a property in Northern Ireland	1.7%	1	1.7%	1
High quality goods	0.7%	0	0.7%	0
Good / friendly service	0.7%	0	0.7%	0
Has good retail / shopping parks	0.0%	0	0.0%	0
Used to live there so it's familiar to me	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
I work there so it's convenient	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0
Fuel is cheaper (petrol / diesel)	0.0%	0	0.0%	0
(Don't know)	16.3%	11	16.3%	11
Weighted base:		67		67
Sample:		58		58

Q08 Do you ever carry out leisure activities in Northern Ireland? - by leisure activities we mean any health / fitness / sports activities OR social / cultural / family activities such as eating / drinking out or visiting shows / museums / castles / parks / bowling alleys / cinemas etc.

Yes	21.3%	32	21.3%	32
No	78.7%	118	78.7%	118
Weighted base:		150		150
Sample:		150		150

Q09AWhere do you visit most often in Northern Ireland for leisure activities?
Those who do leisure activities in Northern Ireland at Q08 AND Excl. Nulls

	Total	Zone 6 Co Monaghan & Co Louth	
Armagh City Centre	1.6%	0	1.6%
Aughnacloy Village Centre	4.8%	1	4.8%
Belfast City Centre	29.2%	9	29.2%
Newry City Centre	34.3%	11	34.3%
Bangor Town Centre	3.1%	1	3.1%
Caledon Village Centre	4.8%	1	4.8%
Cookstown Town Centre	4.8%	1	4.8%
Galgorm Local Centre	5.8%	2	5.8%
Newcastle Town Centre	1.6%	0	1.6%
Omagh Town Centre	3.7%	1	3.7%
Portstewart Town Centre	4.9%	2	4.9%
Rushmere Shopping Centre, Craigavon, BT64 1AA	1.6%	0	1.6%
Weighted base:	31		31
Sample:	27		27

Q09BWhere do you visit second most often in Northern Ireland for leisure activities?
Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A AND Excl. Nulls

Armagh City Centre	21.8%	3	21.8%
Belfast City Centre	38.5%	5	38.5%
Newry City Centre	8.1%	1	8.1%
Banbridge Town Centre	12.6%	2	12.6%
Enniskillen Town Centre	14.9%	2	14.9%
Hollywood Town Centre	4.1%	0	4.1%
Weighted base:	12		12
Sample:	11		11

Q09CWhere do you visit third most often in Northern Ireland for leisure activities?
Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A or Q09B or '(Nowhere else)' at Q09B AND Excl. Nulls

Derry City Centre	43.6%	1	43.6%
Enniskillen Town Centre	56.4%	1	56.4%
Weighted base:	3		3
Sample:	2		2

Weighted:

June 2022

	Total	Zone 6 Co Monaghan & Co Louth
Q09XWhere do you visit in Northern Ireland for leisure activities? (ALL MENTIONS)		
<i>Those who do leisure activities in Northern Ireland at Q08 AND Excl. Nulls</i>		

Armagh City Centre	9.9%	3	9.9%	3
Aughnacloy Village Centre	4.7%	1	4.7%	1
Belfast City Centre	43.4%	14	43.4%	14
Crossmaglen Village Centre	0.0%	0	0.0%	0
Dungannon Town Centre	0.0%	0	0.0%	0
Keady Village Centre	0.0%	0	0.0%	0
Lisburn City Centre	0.0%	0	0.0%	0
Markethill Village Centre	0.0%	0	0.0%	0
Newry City Centre	36.9%	12	36.9%	12
Newtownhamilton Town Centre	0.0%	0	0.0%	0
Portadown Town Centre	0.0%	0	0.0%	0
Warrenpoint Town Centre	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Banbridge Town Centre	4.8%	2	4.8%	2
Bangor Town Centre	3.1%	1	3.1%	1
Caledon Village Centre	4.7%	1	4.7%	1
Cookstown Town Centre	4.7%	1	4.7%	1
Derry City Centre	3.6%	1	3.6%	1
Enniskillen Town Centre	10.4%	3	10.4%	3
Galgorm Local Centre	5.7%	2	5.7%	2
Holywood Town Centre	1.5%	0	1.5%	0
Newcastle Town Centre	1.5%	0	1.5%	0
Omagh Town Centre	3.6%	1	3.6%	1
Portstewart Town Centre	4.8%	2	4.8%	2
Rushmere Shopping Centre, Craigavon, BT64 1AA	1.5%	0	1.5%	0
(Don't know)	0.0%	0	0.0%	0
(Nowhere else)	0.0%	0	0.0%	0
Weighted base:		32		32
Sample:		28		28

Meanscore: [Number of times per week]

Q10 How often do you visit (LOCATION STATED AT Q09A) for leisure activities?*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A*

7 times a week	0.0%	0	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0
3 - 4 times a week	0.0%	0	0.0%	0
Twice a week	0.0%	0	0.0%	0
Once a week	3.1%	1	3.1%	1
Every two weeks	17.0%	5	17.0%	5
Every three weeks	0.0%	0	0.0%	0
Monthly	14.2%	4	14.2%	4
Once every two months	5.2%	2	5.2%	2
Three-four times a year	16.9%	5	16.9%	5
Twice a year	27.6%	9	27.6%	9
Once a year	11.2%	4	11.2%	4
Less often	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0
(Varies)	4.8%	1	4.8%	1
Mean:		0.19		0.19
Weighted base:		31		31
Sample:		27		27

	Total		Zone 6 Co Monaghan & Co Louth	
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Q11 Which leisure activities do you normally visit (LOCATION STATED AT Q09A) for? [MR]*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A*

Restaurant / cafe	67.6%	21	67.6%	21
Theatres / concert halls / museums / art galleries and other cultural facilities	14.7%	5	14.7%	5
Outdoor sports or health and fitness activity	14.4%	5	14.4%	5
Holiday / day out	9.6%	3	9.6%	3
Pub / bars / nightclubs	8.4%	3	8.4%	3
Indoor sports or health and fitness activity / gym	3.7%	1	3.7%	1
Other	0.0%	0	0.0%	0
Cinema	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
(Don't know)	5.8%	2	5.8%	2
Weighted base:		31		31
Sample:		27		27

Q12 Which leisure activities do you normally visit (LOCATION STATED AT Q09B) for? [MR]*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A or Q09B or '(Nowhere else)' at Q09B*

Restaurant / cafe	87.4%	11	87.4%	11
Pub / bars / nightclubs	31.4%	4	31.4%	4
Holiday / day out	12.6%	2	12.6%	2
Cinema	0.0%	0	0.0%	0
Indoor sports or health and fitness activity / gym	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	0.0%	0	0.0%	0
Outdoor sports or health and fitness activity	0.0%	0	0.0%	0
Weighted base:		12		12
Sample:		11		11

Q13 Which leisure activities do you normally visit (LOCATION STATED AT Q09C) for? [MR]*Those who do leisure activities in Northern Ireland at Q08 excluding those that said '(Don't know)' at Q09A, Q09B or Q09C or those that said '(Nowhere else)' at Q09B or Q09C*

Restaurant / cafe	100.0%	3	100.0%	3
Pub / bars / nightclubs	43.6%	1	43.6%	1
Cinema	0.0%	0	0.0%	0
Indoor sports or health and fitness activity / gym	0.0%	0	0.0%	0
Ten pin bowling	0.0%	0	0.0%	0
Theatres / concert halls / museums / art galleries and other cultural facilities	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Holiday / day out	0.0%	0	0.0%	0
Outdoor sports or health and fitness activity	0.0%	0	0.0%	0
Weighted base:		3		3
Sample:		2		2

Weighted:

June 2022

	Total	Zone 6 Co Monaghan & Co Louth
Q14 What are the reasons why you visit Northern Ireland for leisure activities? [MR]		
<i>Those who do leisure activities in Northern Ireland at Q08</i>		

Good range of cafes / restaurants	24.5%	8	24.5%	8
Can see / family / friends on the same trip	17.4%	6	17.4%	6
Good for a day out	17.2%	5	17.2%	5
Close to home	13.0%	4	13.0%	4
Good range of hotels	10.5%	3	10.5%	3
Good outdoor activities available	9.5%	3	9.5%	3
Nice countryside for leisure activities	9.4%	3	9.4%	3
Low prices to access leisure facilities	9.3%	3	9.3%	3
Easy to get to by car	8.3%	3	8.3%	3
I participate in a competition that's held there	4.7%	1	4.7%	1
I'm part of a team / activity group that's based there	3.6%	1	3.6%	1
Has specific leisure venue(s) I like	3.6%	1	3.6%	1
Good range of leisure facilities available	3.6%	1	3.6%	1
I own a property in Northern Ireland	3.6%	1	3.6%	1
Poor range of leisure facilities near where I live	1.5%	0	1.5%	0
Good / friendly service	0.0%	0	0.0%	0
Can get a good euro-to-pound conversion rate	0.0%	0	0.0%	0
Good range of pubs	0.0%	0	0.0%	0
Used to live there so it's familiar to me	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0
Fuel is cheaper (petrol / diesel)	0.0%	0	0.0%	0
Good public transport links	0.0%	0	0.0%	0
Close to work	0.0%	0	0.0%	0
I work there so it's convenient	0.0%	0	0.0%	0
(Don't know)	1.5%	0	1.5%	0
Weighted base:		32		32
Sample:		28		28

GEN Gender of respondent

Male	29.5%	44	29.5%	44
Female	70.5%	106	70.5%	106
Weighted base:		150		150
Sample:		150		150

AGE Could I ask how old you are?

18 to 24	11.6%	17	11.6%	17
25 to 34	11.6%	17	11.6%	17
35 to 44	20.5%	31	20.5%	31
45 to 54	18.3%	28	18.3%	28
55 to 64	15.0%	22	15.0%	22
65 +	23.0%	35	23.0%	35
(Refused)	0.0%	0	0.0%	0
Weighted base:		150		150
Sample:		150		150

LOC County of residence

County Monaghan	32.2%	48	32.2%	48
County Louth	67.8%	102	67.8%	102
Weighted base:		150		150
Sample:		150		150