



Irish Consumer Reactions to Brexit Opinion Poll

**The Sunday
Business Post**

October 2016



Consumer Sentiment And Behaviour Post Brexit A Concern For Economic Outlook

The Big Picture

1. Significant concerns about Brexit's impact on the Irish economy, may already be suppressing consumer confidence and resulting spend in Ireland.
2. Outside of Dublin likely to be impacted before Dublin – potentially delivering a return to two tier economy?
3. Potential for loss of spend cross border is significant – with border counties most at risk.
4. Rise in cross border online shopping also likely to impact on retailers in Ireland.

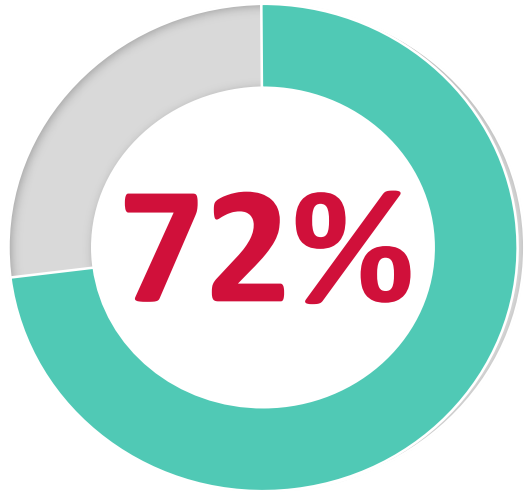
Irish consumer attitudes to Brexit impact, and current and planned shopping behaviour, may have a significant impact on the wider economic situation for business in Ireland in the future.

The great majority of consumers (72%) in Ireland are concerned over the impact that Brexit may have on the Irish economy, which is itself likely to be suppressing Irish consumer spending now and in the future. Concern is apparent throughout Ireland, but more so in regions outside of Dublin, suggesting a possible slowing of the economy outside of Dublin before any impact is felt in the capital.

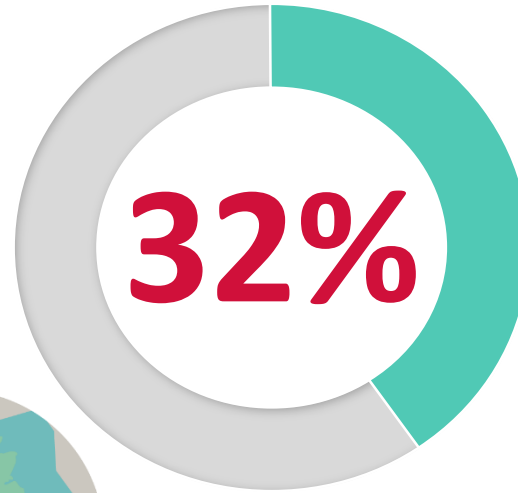
Of particular concern will be the finding that a relatively large proportion of consumers (29%) are already claiming to be shopping online more from the UK since the changes in exchange rates between sterling and the euro, with almost half (47%) of new families doing so.

The possible future impact of cross border shopping is also likely to be high, with 1 in 3 (32%) consumers already suggesting that they plan to make at least one trip cross border to Northern Ireland to shop before Christmas. Planned cross border shopping is highest among those living in border counties, with well over half of all shoppers living in those counties suggesting they will shop cross border – with potentially devastating effects on retailers in those counties. Those in younger age groups with younger children are most likely to suggest they will shop cross border – suggesting toy retailers may be most impacted.

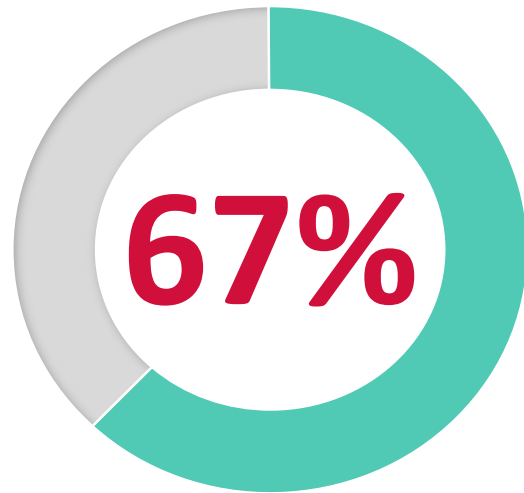
Irish Attitudes & Behaviour Post Brexit Vote



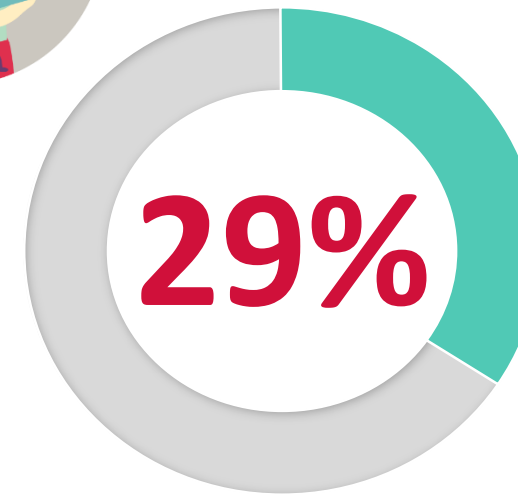
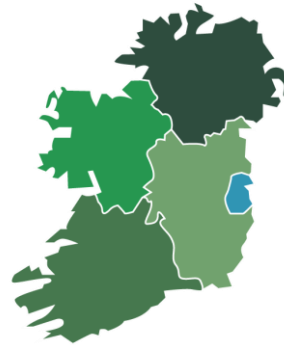
Worried that Brexit will have a negative impact on Ireland's Economy



Plan to shop over the border in Northern Ireland in the run up to Christmas



Would like to see a United Ireland as a result of Brexit



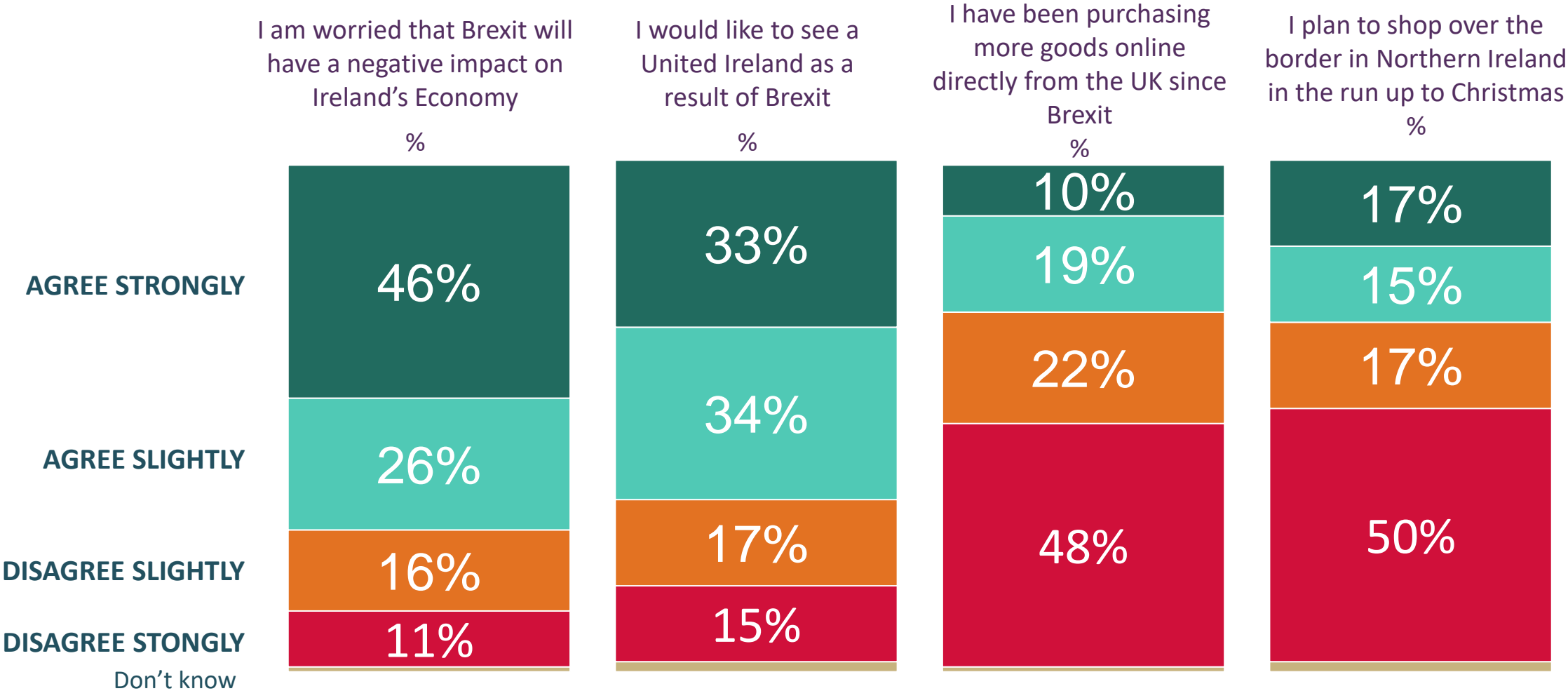
Have been purchasing more goods online directly from the UK since Brexit



Attitudes towards the Impact of Brexit on Ireland

(Base: All adults 18+)

How much would you agree or disagreed with the following statements that other people have made about how Britain's decision to exit the European Union has impacted on their behaviour or views...



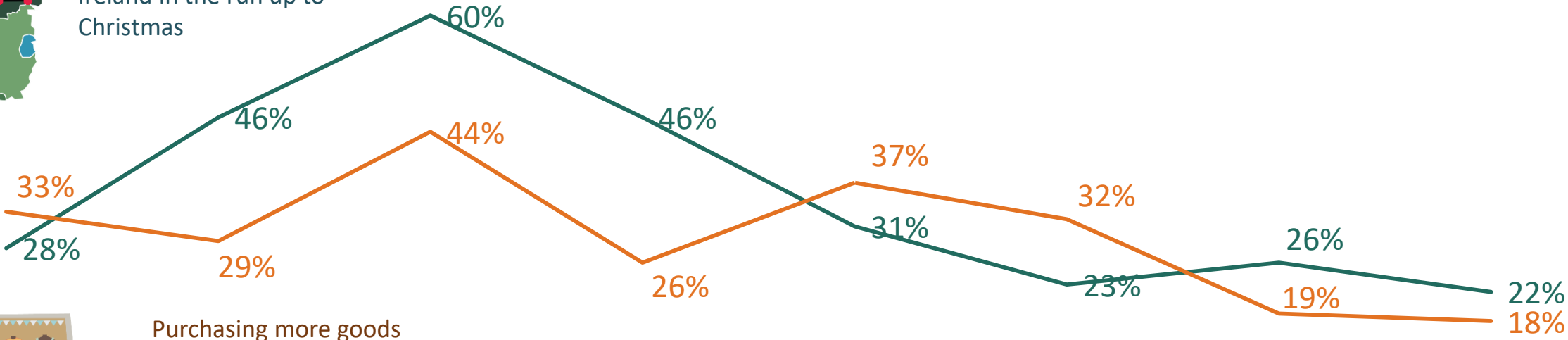
Attitudes Shopping Since Brexit Vote by Lifestage



Plan to shop over the border in Northern Ireland in the run up to Christmas



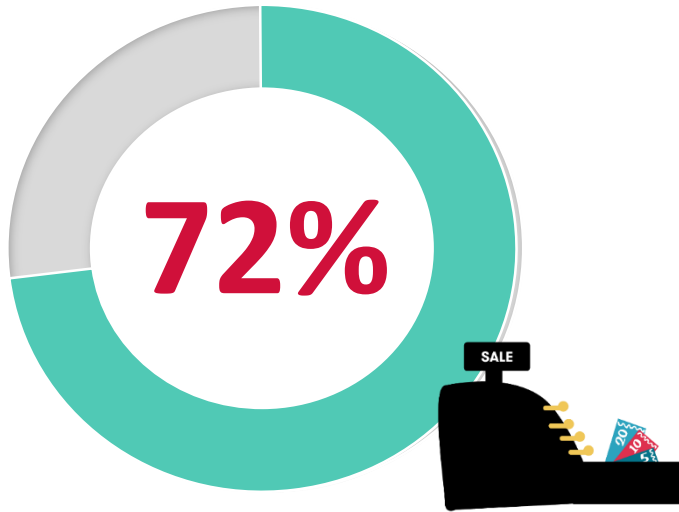
Purchasing more goods online directly from the UK since Brexit



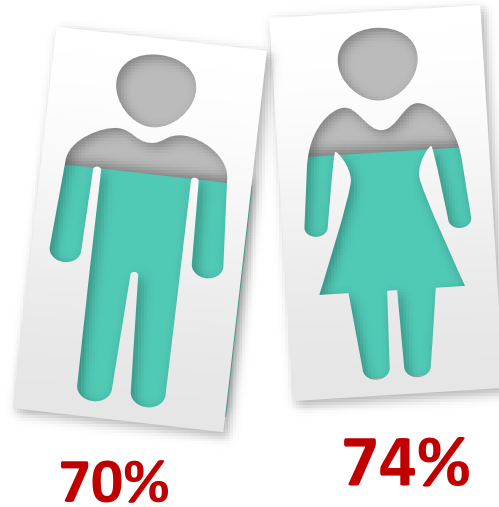
Lifestage



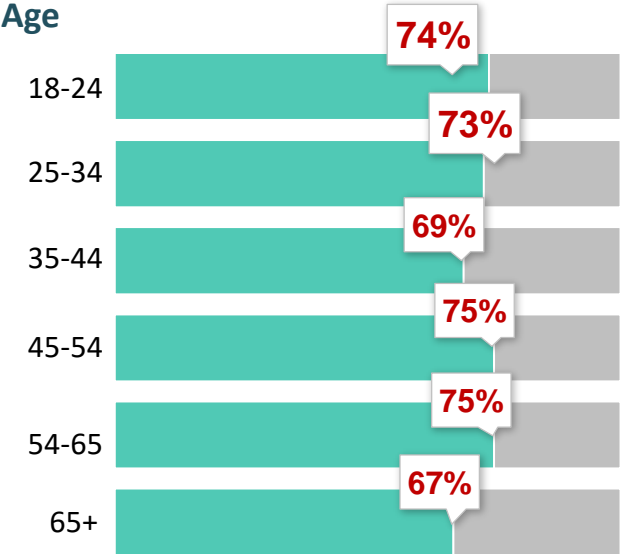
Who claims to be worried that Brexit will have a negative impact on Ireland's Economy



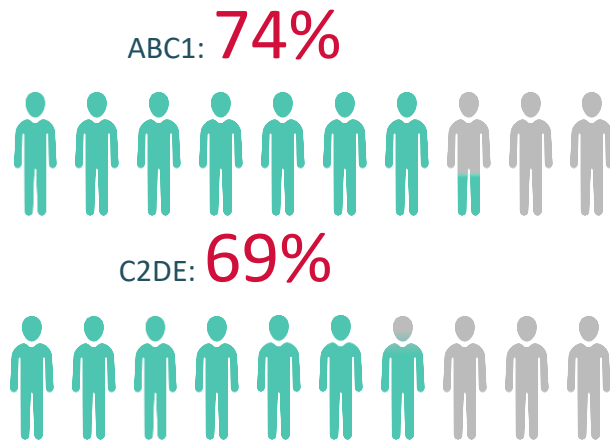
Gender



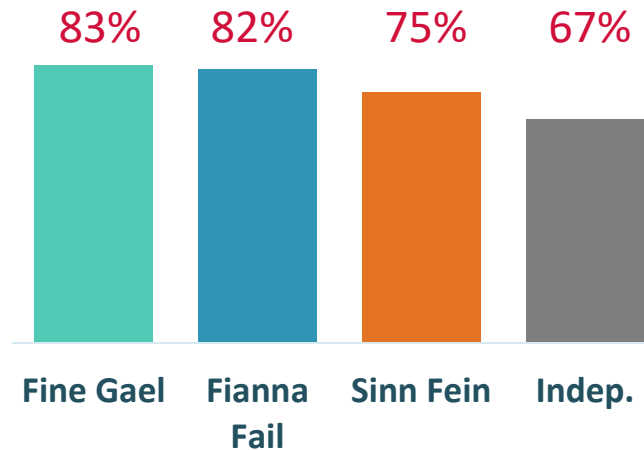
Age



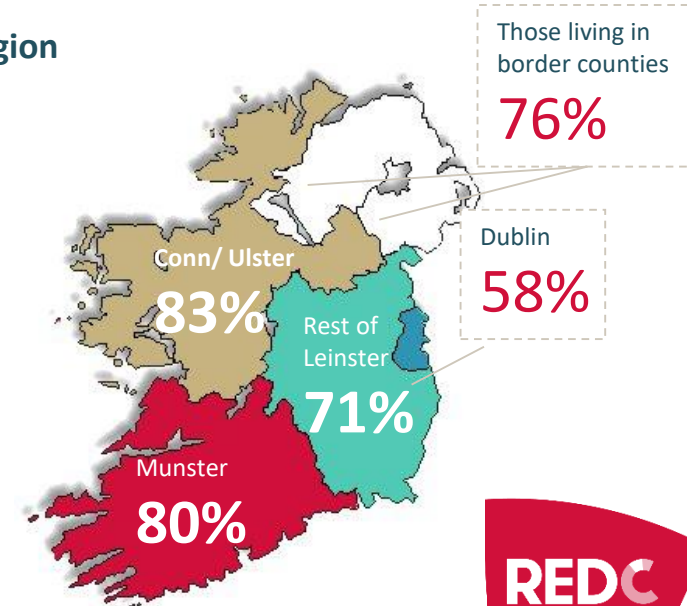
Social Class



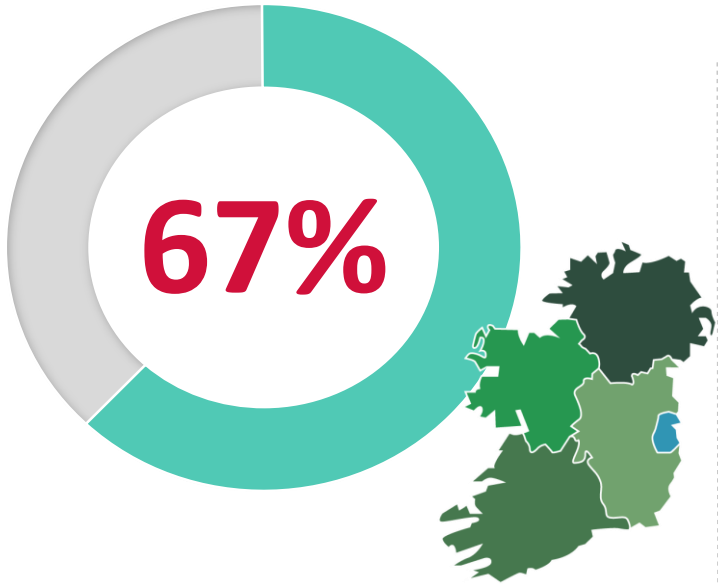
Party Support



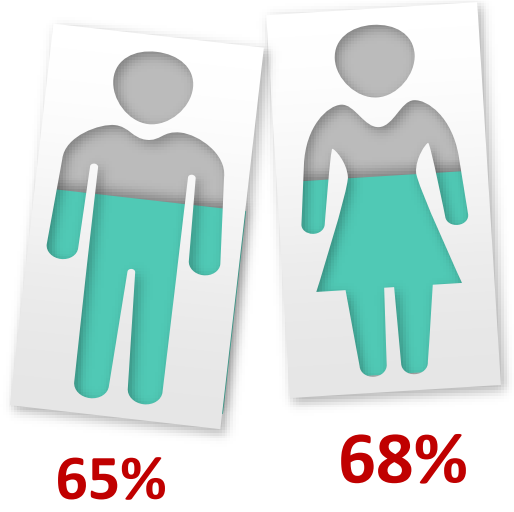
Region



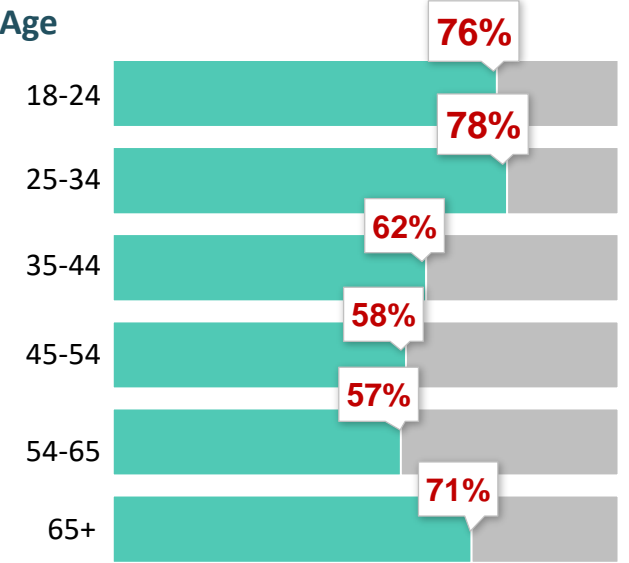
Who would like to see a United Ireland as a result of Brexit?



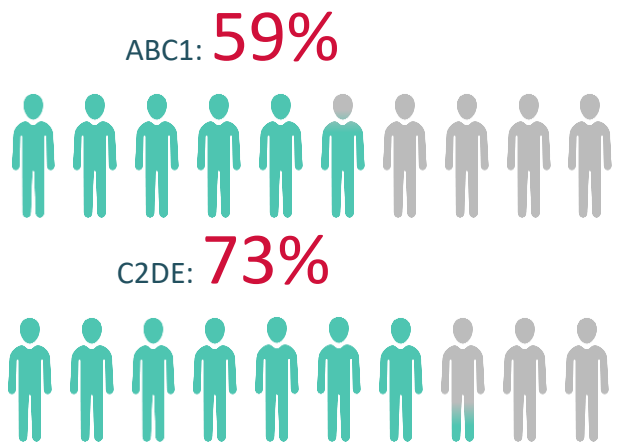
Gender



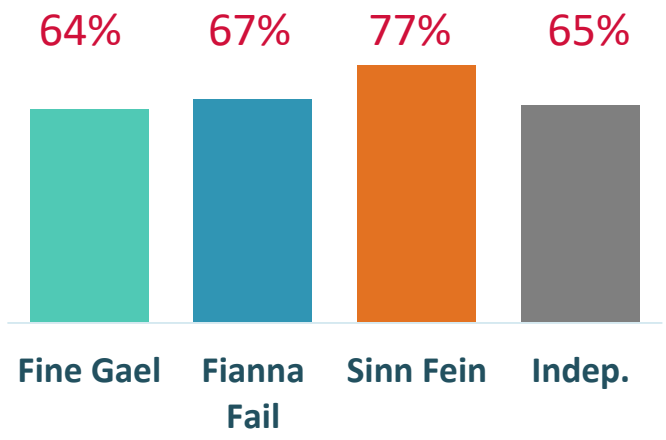
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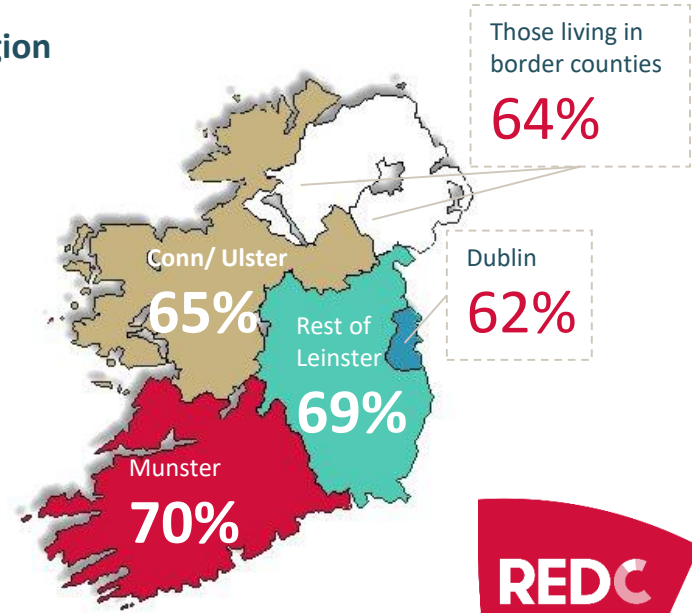
Social Class



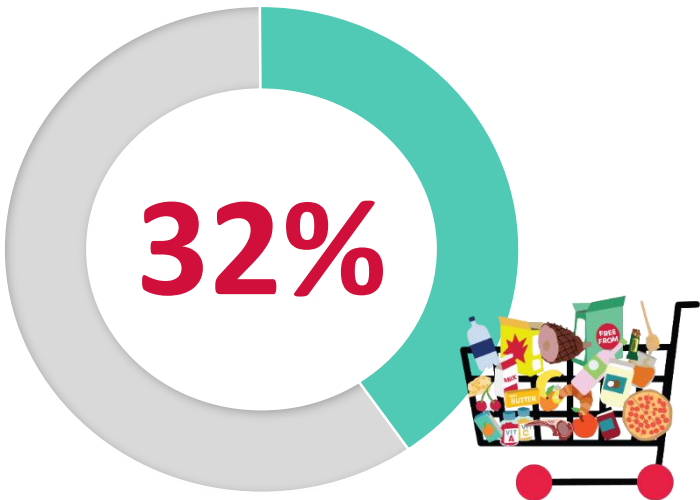
Party Support



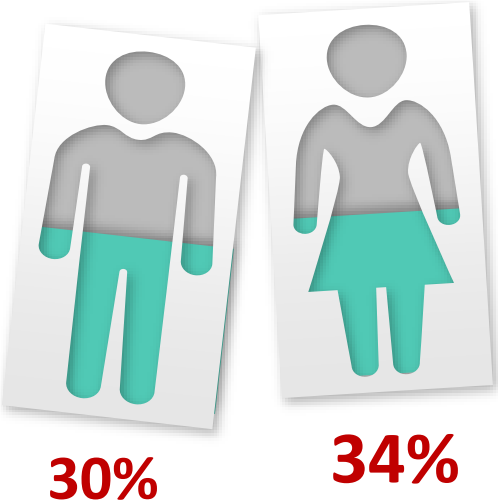
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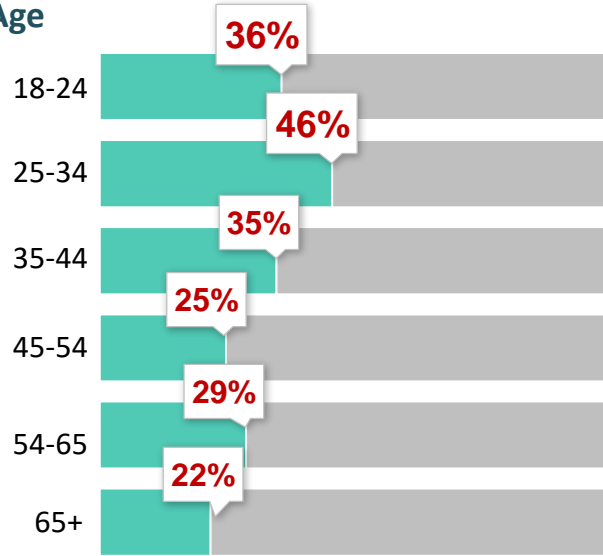
Who plans to shop over the border in Northern Ireland in the run up to Christmas?



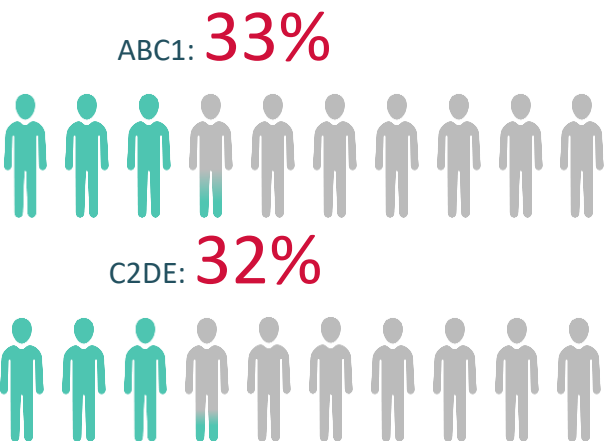
Gender



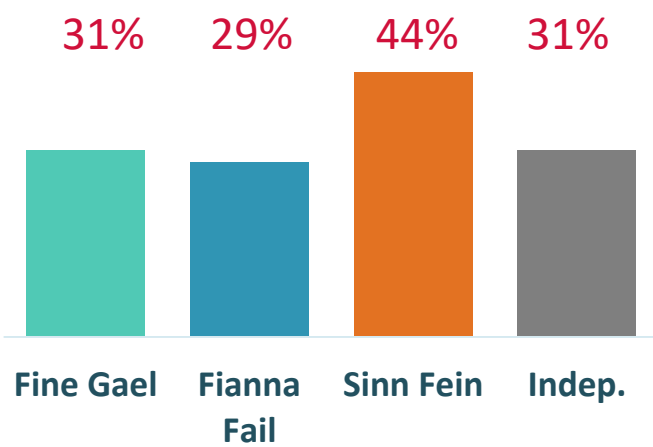
Age



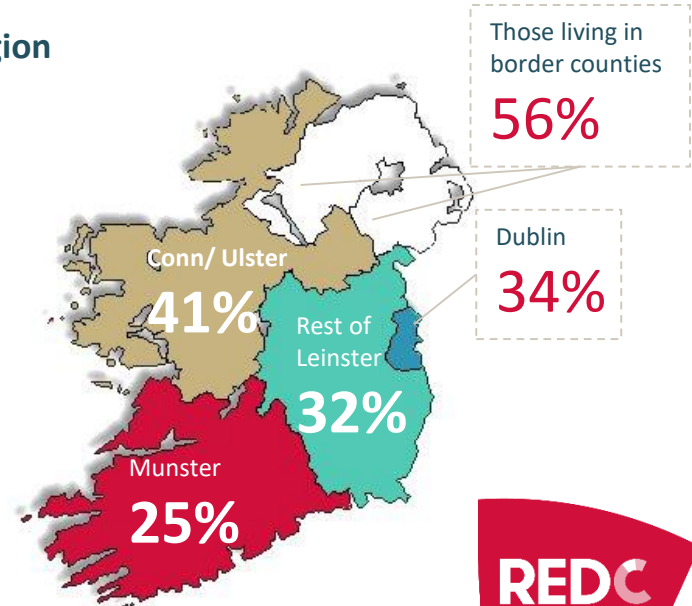
Social Class



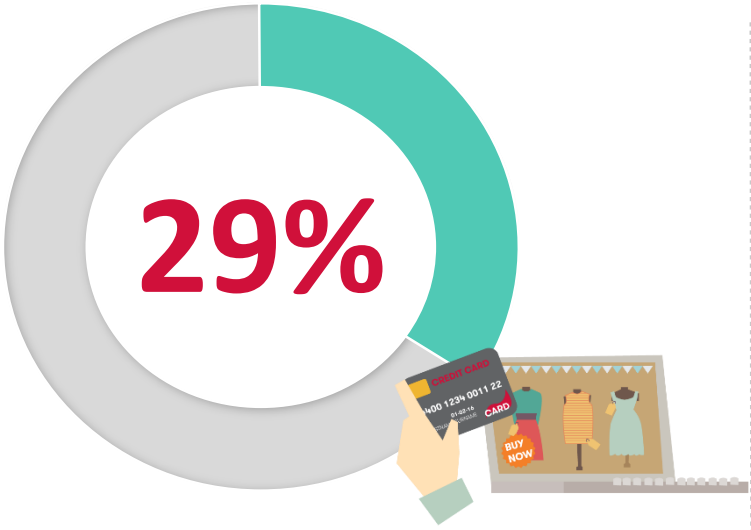
Party Support



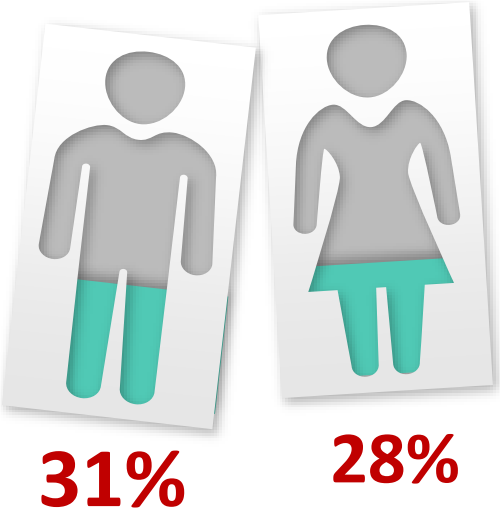
Region



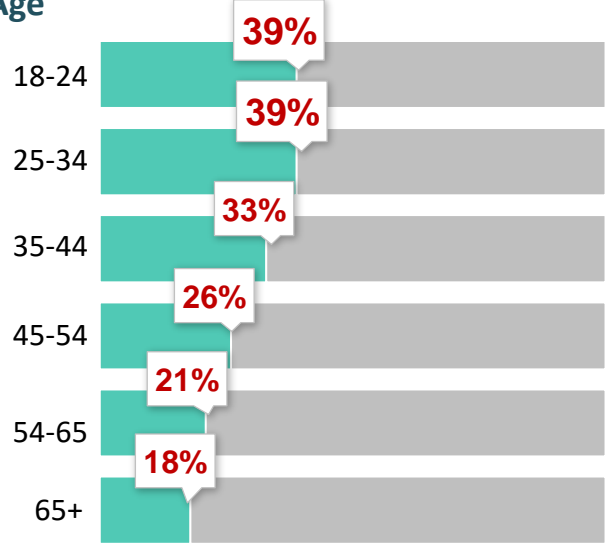
Who has been purchasing more goods online directly from the UK since Brexit?



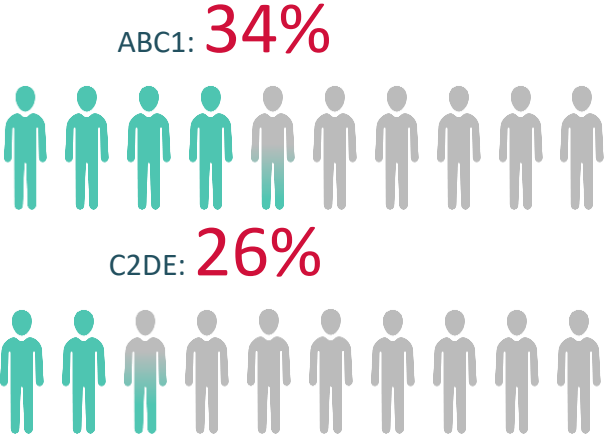
Gender



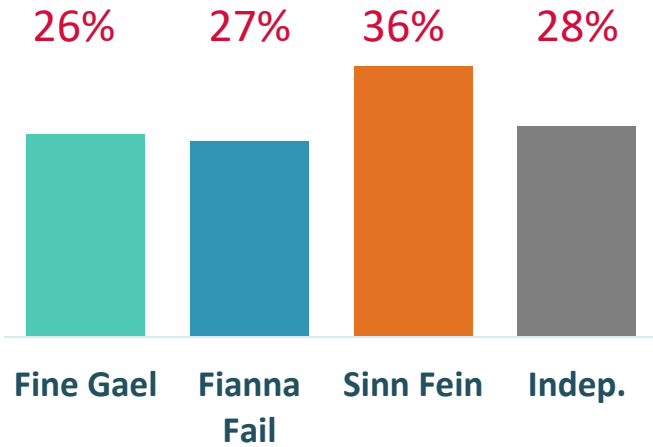
Age



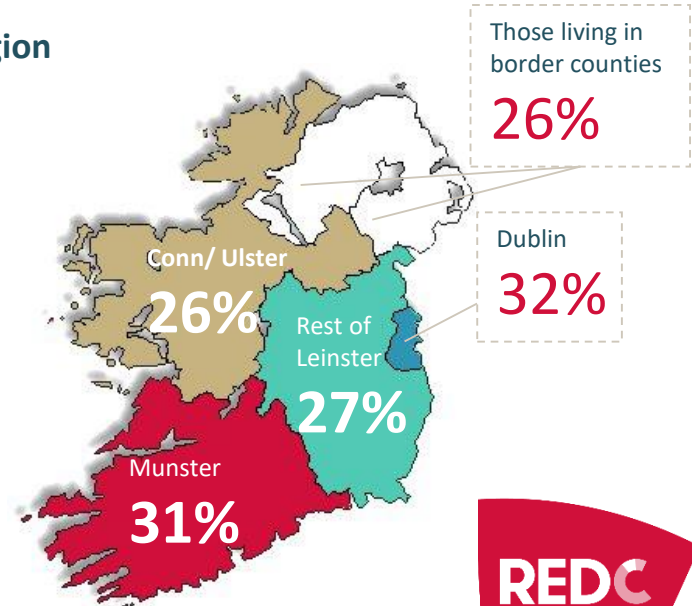
Social Class



Party Support



Region



Methodology and Weighting

- ✓ RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 24th – 27th October 2016.
- ✓ A random digit dial (RDD) method is used to ensure a random selection process of households to be included – this also ensures that ex-directory households are covered.
- ✓ Half of the sample are interviewed using an RDD landline sample, with the other half conducted using an RDD mobile phone sample, this ensures 98% coverage of the population reaching landline only households, mobile only households and those with both a landline and a mobile.
- ✓ Interviews were conducted across the country and the results weighted to the profile of all adults. A further past vote weighting is included that takes the recall for how people voted at the last election and weights this to the exact result at the last election.
- ✓ Vote intention results are based on those who will actually go and vote, using a 10 point scale, where 1 is not at all likely and 10 is very likely, those rating 8 to 10 are included as being those who will definitely go and vote.
- ✓ In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.



**THANK
YOU**

REDC