

Deep Dive Results

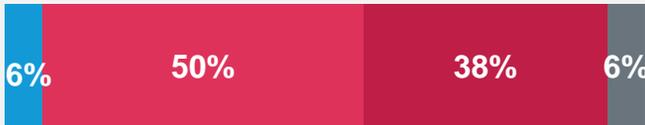
State of the Nation

In January 2019 we asked our urban community in Northern Ireland all about their views on the economy, Brexit, travel and more in our State of the Nation survey. Here's a snapshot of what they told us. For the full results please contact us on 028 9032 2333.



FEELINGS ON NI ECONOMIC SITUATION

85% are worried to some degree about the current NI economic situation



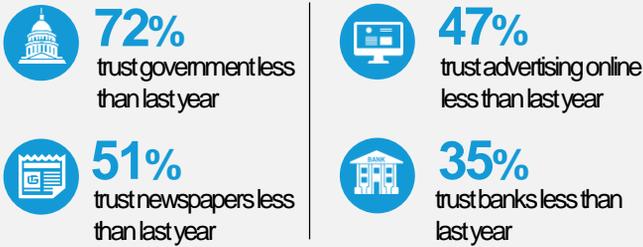
■ Not worried ■ Slightly worried ■ Very worried ■ Neither worried or not worried

TOP ISSUES OF CONCERN



Global warming, keeping up with cost of living and cost of petrol and home energy also feature on the list of local and global issues NI Urbanites are most concerned about.

ORGANISATIONAL TRUST

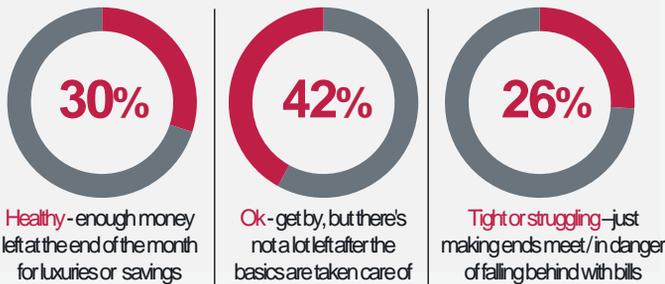


CHANGES TO FINANCIAL SITUATION

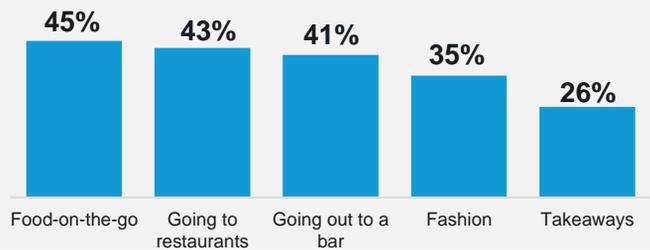
37% say their financial situation is little or much worse than it was this time last year. 30% say there has been no change.



PERSONAL FINANCIAL SITUATION



TOP SPENDING CUTBACKS



BREXIT: RISING COSTS

76% are concerned about potential of rising costs of imported items following Brexit

BREXIT: HARD BORDER

33% list a hard border with Republic of Ireland as their top concern following Brexit

BREXIT: EU HOLIDAYING

33% are less likely to book / make plans for a holiday in an EU country after March 2019