



31% have **more than £300** left at the end of a month (urban average 28%)

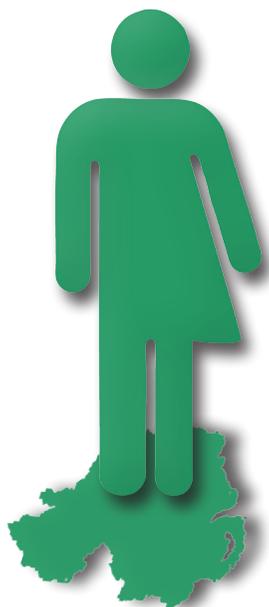


35% **rural area**  
41% **urban area**  
[23% *suburban area*]

Rural consumers much more likely to shop around than urban consumers for:

- Insurance
- Groceries
- Home heating oil
- Petrol/diesel
- Internet

62% likely to struggle with **household bills** (urban average 58%)



27% have **switched** energy supplier (urban average 28%)



### Top household worries:

1. Home energy
2. Rent/mortgage
3. Repair/replace an expensive item

40% aware of **Consumer Rights Act** (urban average 37%)



55% have 'rainy day' **savings** (urban average 57%)



9% fallen victim to a **scam** (urban average 17%)

30% believe they will be **better off** in 12 months (urban average 28%)



## Background

The Consumer Council, working with YouGov, conducted an online survey in February 2018 to collect insight on Northern Ireland consumers and the issues they face. The purpose of collecting this information is to inform policy and representation activities, and also to track consumer trends over time.

## Methodology

- The survey was conducted online. Fieldwork took place between 1 and 24 February 2018.
- It was completed by 1,033 participants.
- The results have been weighted and are demographically representative of all NI adults aged 16yrs+.

## Reporting

The Consumer Council is producing a range of reports looking at trends and key differences across the subgroups within the survey data, e.g. by council area. Please visit our website ([www.consumercouncil.org.uk](http://www.consumercouncil.org.uk)) for further updates throughout the year.

For further information please email the Consumer Insight Team at The Consumer Council: [consumerinsight@consumercouncil.org.uk](mailto:consumerinsight@consumercouncil.org.uk)

## Profiling

The above information on 'rural' and 'urban' based consumers is designed to highlight insight that is particular to this group of consumers. YouGov has derived three variables of residency as set out in the Office of National Statistics Urban/Rural Classification (<https://www.ons.gov.uk/methodology/geography/geographicalproducts/ruralurbanclassifications>):

1. Urban (10k household density)
2. Suburban (Town & Fringe)
3. Rural (Village / Hamlet, Isolated Dwelling)

The sample base for the classifications is as follows: Urban n=415, Suburban n=234 and Rural n=353