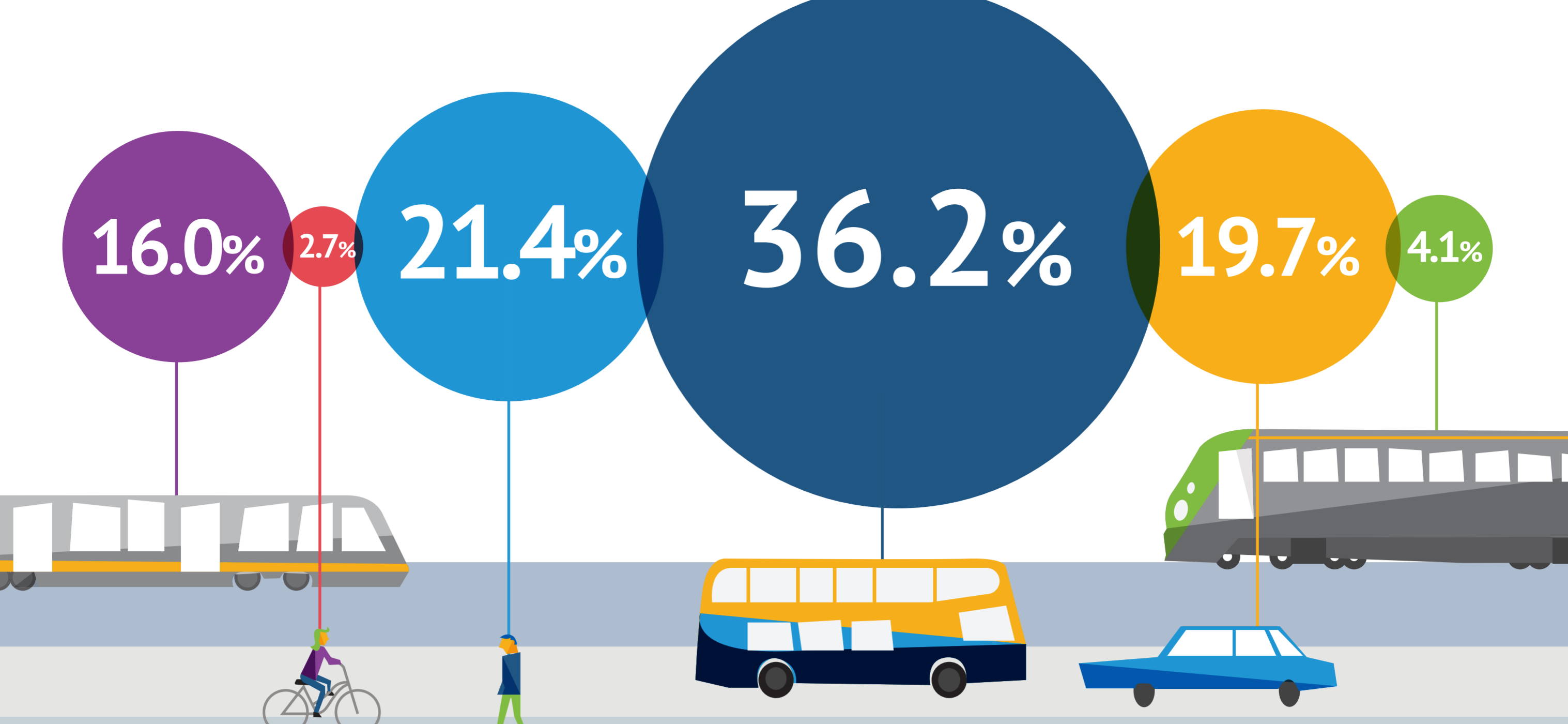


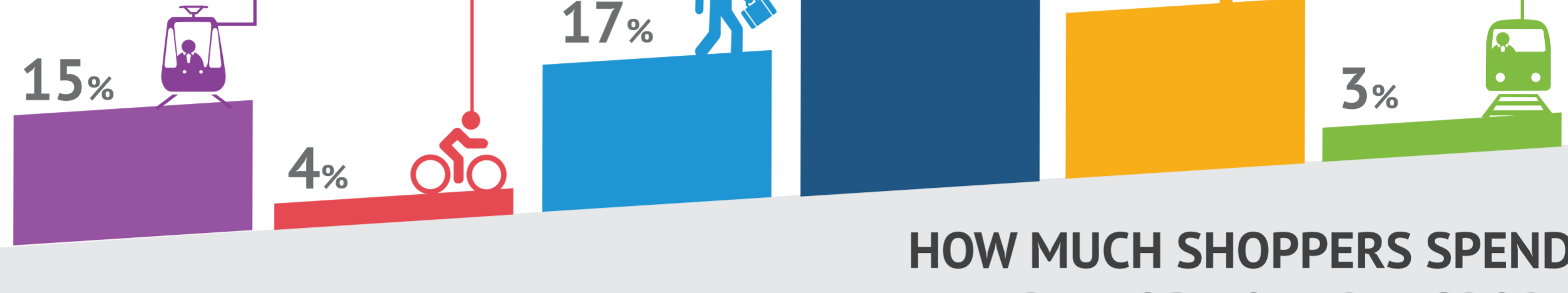
DUBLIN CITY CENTRE SHOPPER TRAVEL SURVEY

THE PERCENTAGE VALUE OF EACH MODE OF TRANSPORT TO SHOPPING IN THE CITY CENTRE

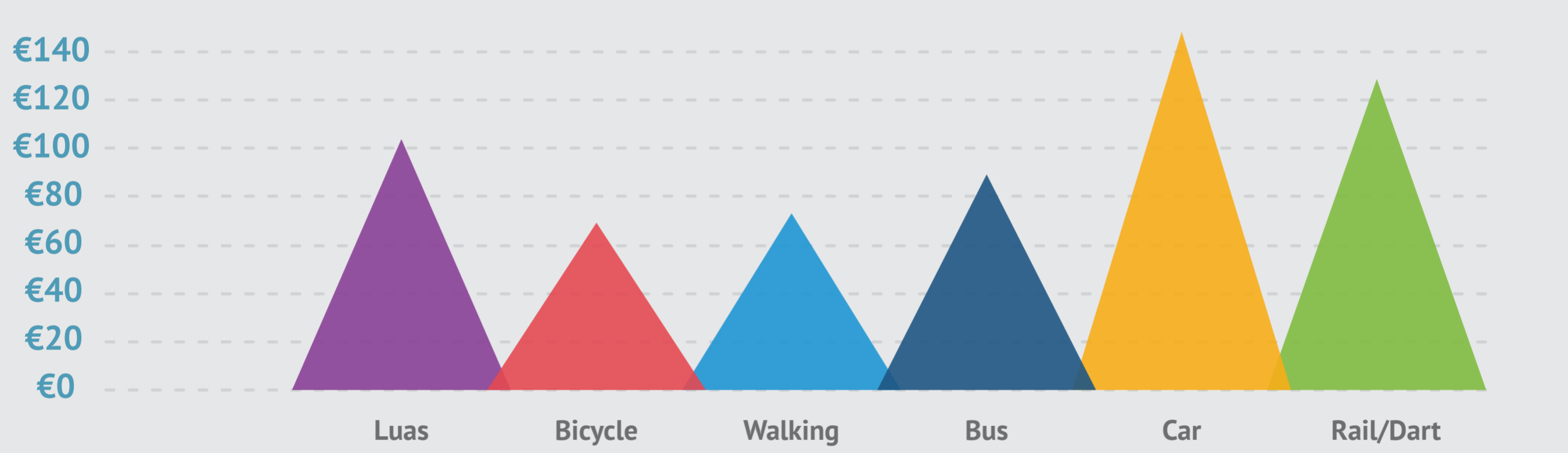
We surveyed shoppers in Central Dublin to learn how the city benefits economically from each of the different ways by which people come into town. We gathered information on how people travelled into town, how much money they were spending and how frequently they visited the City Centre in the previous 4 weeks. This analysis showed that the split of City Centre retail spend across each mode is as follows:



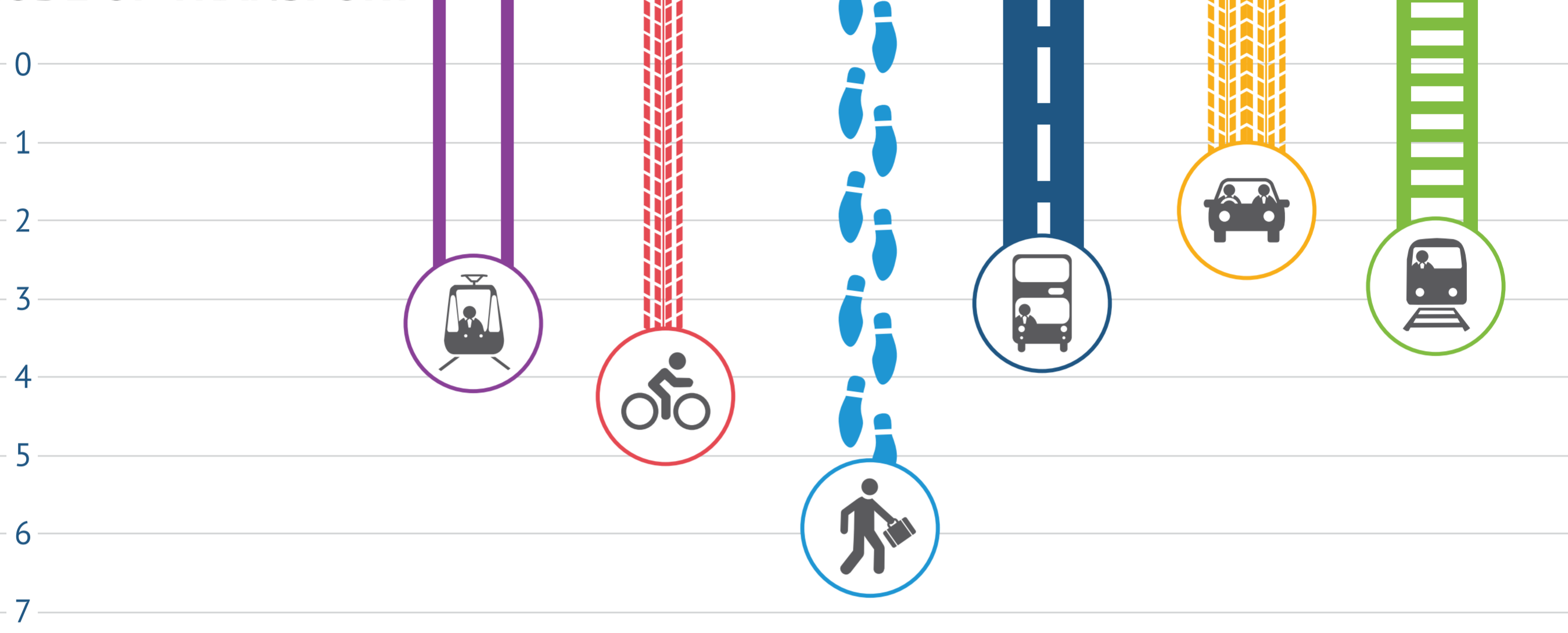
HOW SHOPPERS GET TO THE CITY CENTRE



HOW MUCH SHOPPERS SPEND BY MODE OF TRANSPORT

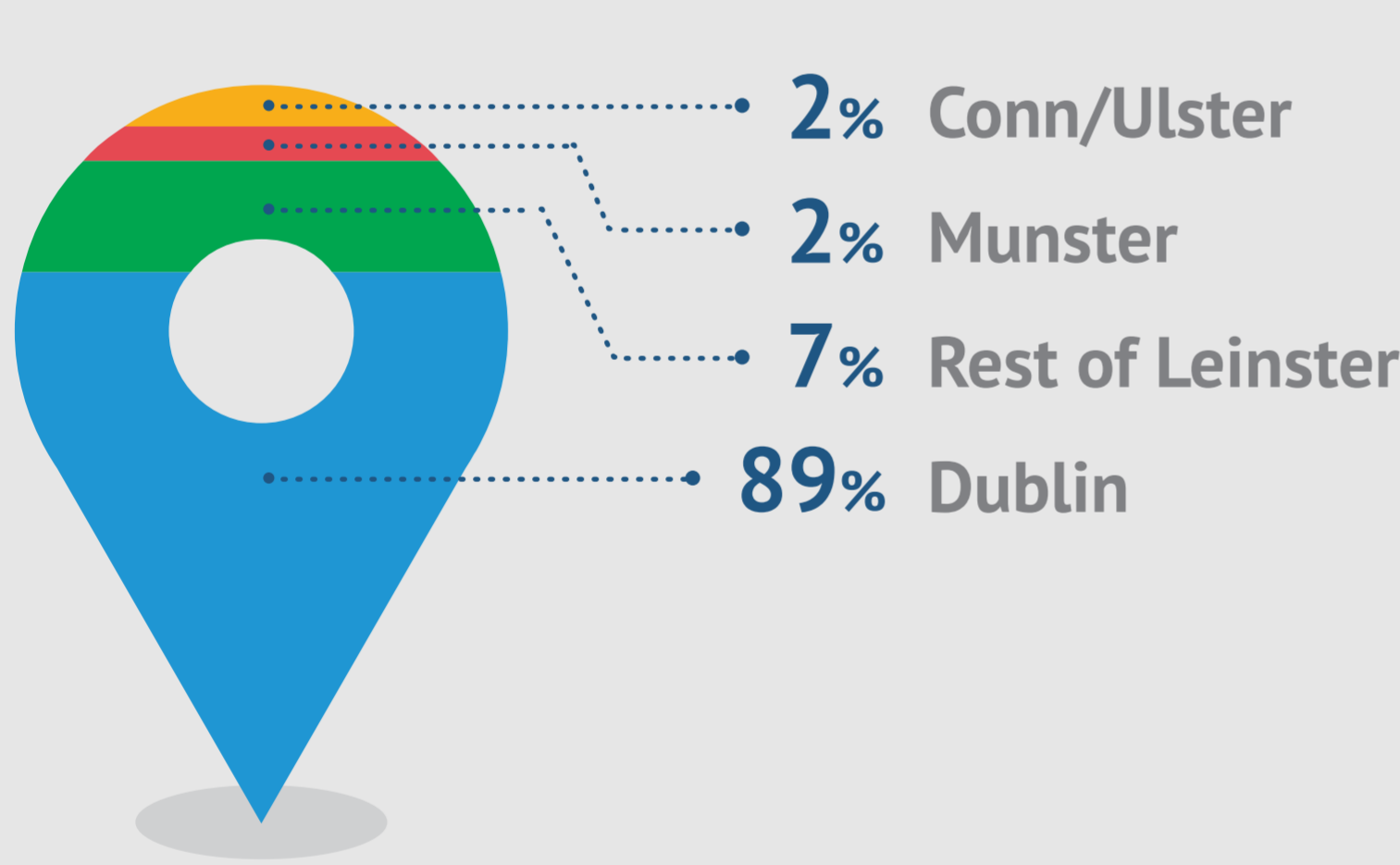
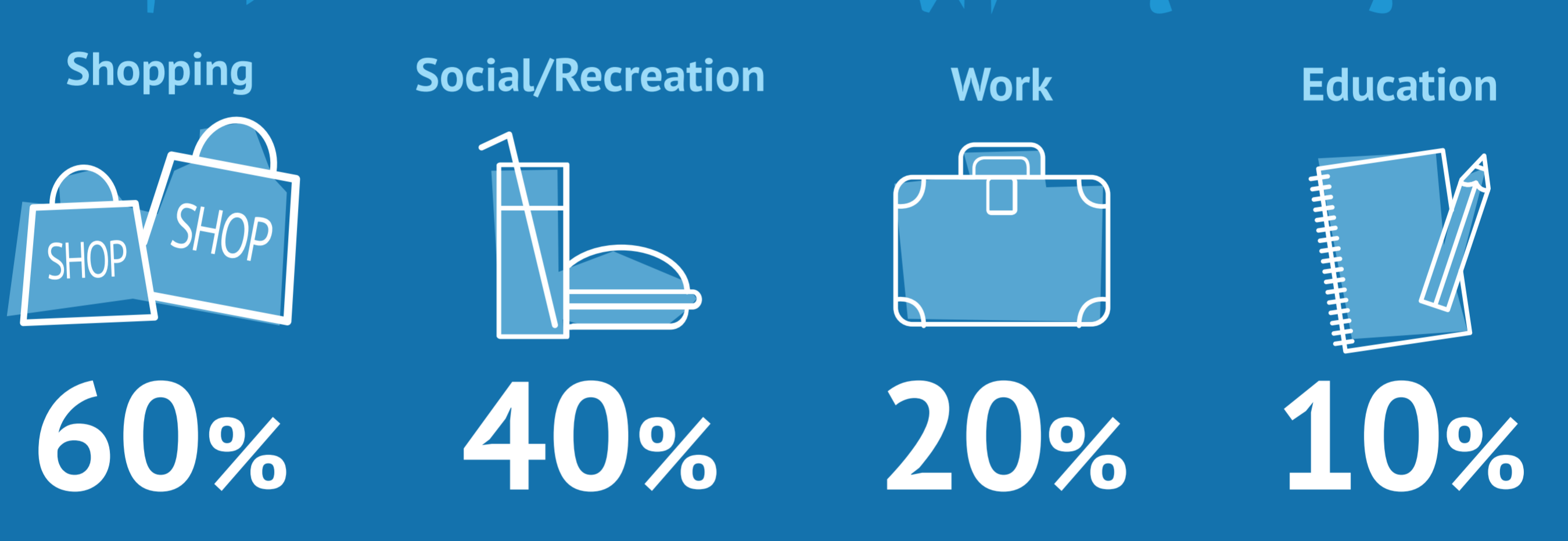


NUMBER OF VISITS BY SHOPPERS PER MODE OF TRANSPORT



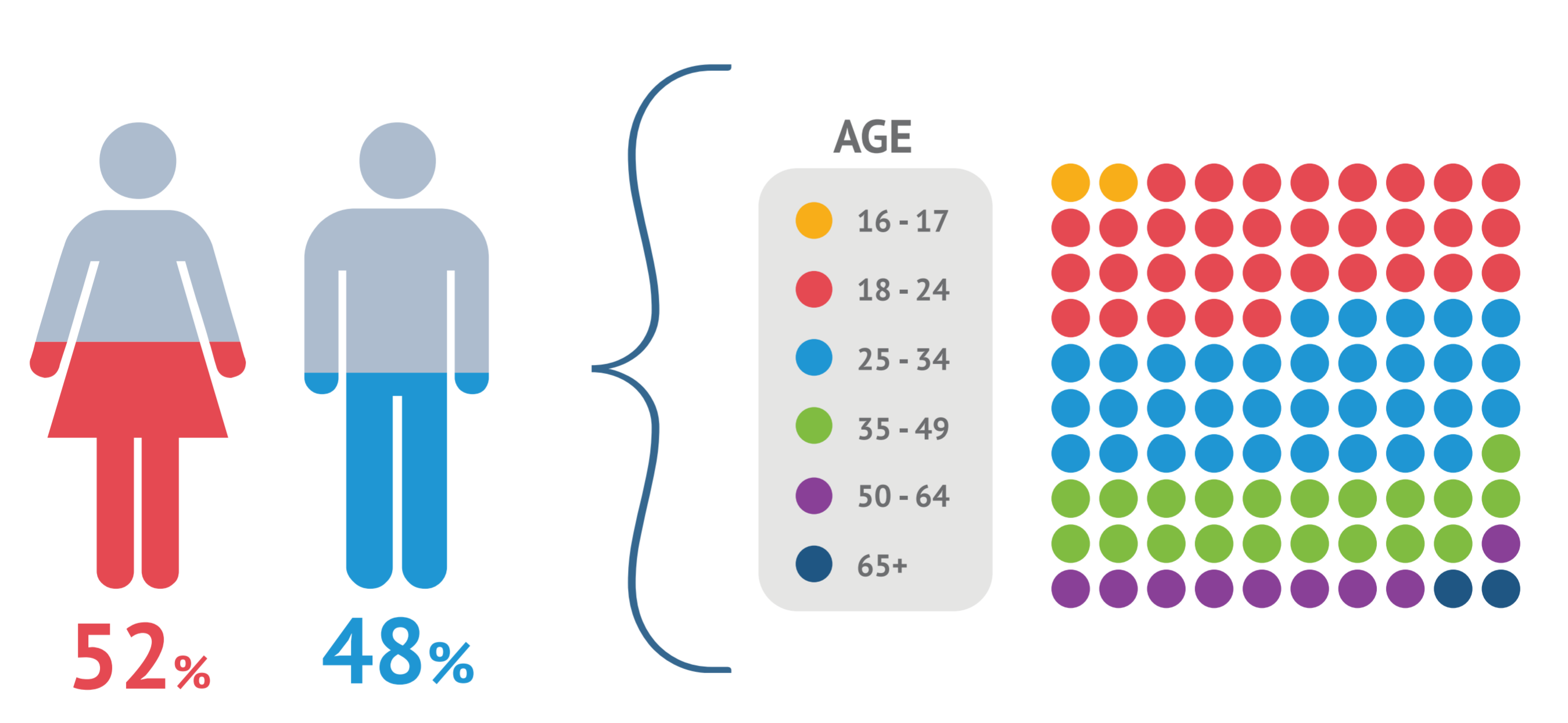
REASONS FOR VISITING THE CITY CENTRE

When asked for what reason respondents visited, we allowed for multiple answers in order to reflect the fact that the City Centre contains a wide range of uses and attractions. As such the data below adds up to more than 100%.



WHERE DID SHOPPERS COME FROM?

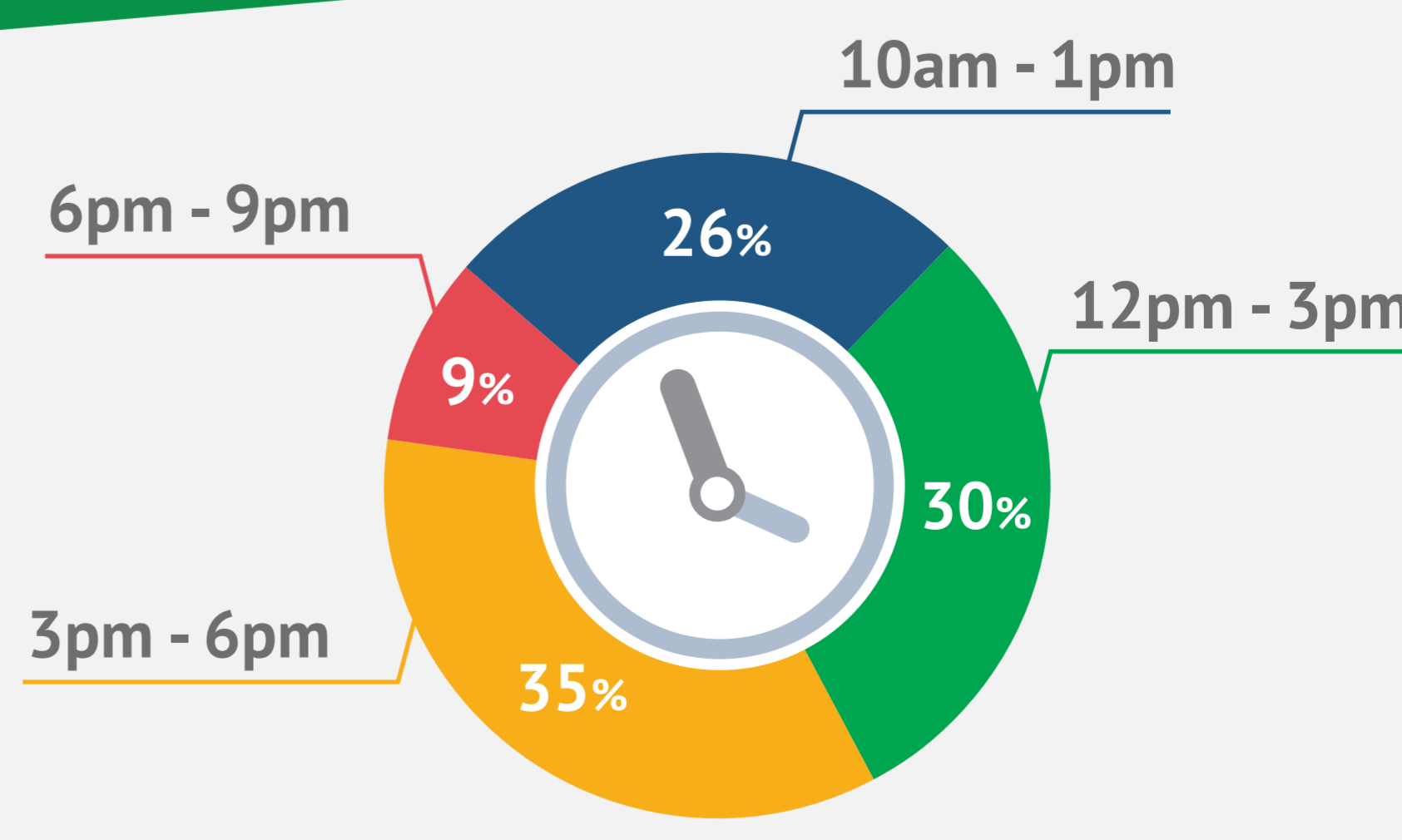
GENDER AND AGE OF RESPONDENTS



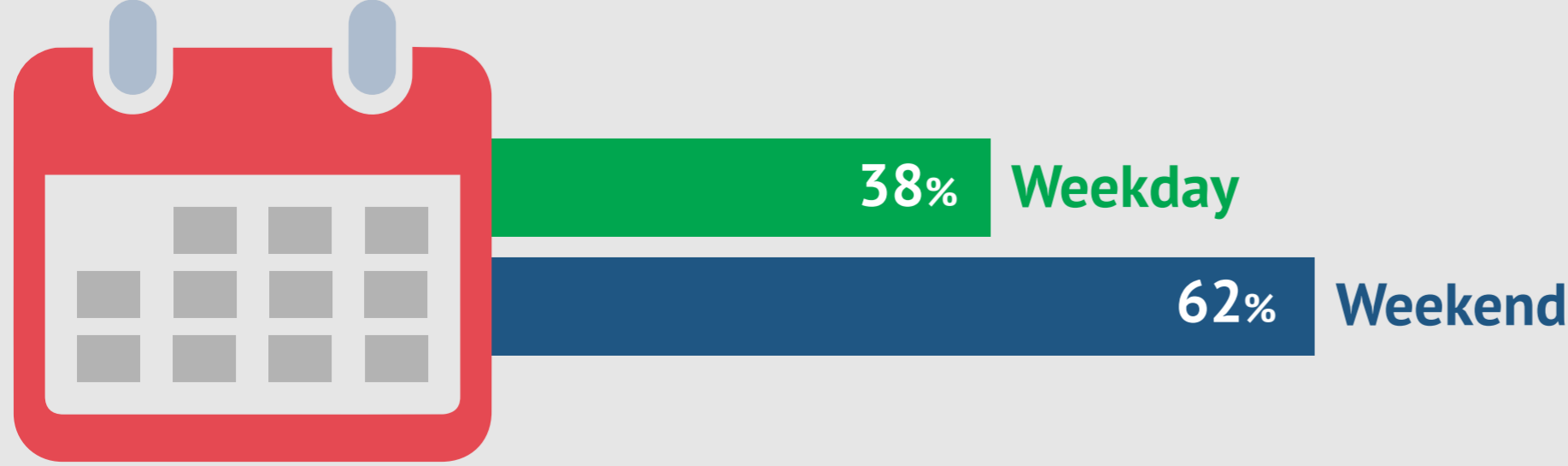
INTERVIEW LOCATION



TIME OF INTERVIEW



WHEN INTERVIEWS TOOK PLACE



For more information, visit www.nationaltransport.ie/shoppertravelsurvey

Survey undertaken by Millward Brown on behalf of the National Transport Authority in October 2014.