



Údarás Náisiúnta Iompair
National Transport Authority

Dublin City Centre Shopper Survey

Summer 2022

Quantitative survey

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RESEARCH
& INSIGHT



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Objectives and Methodology



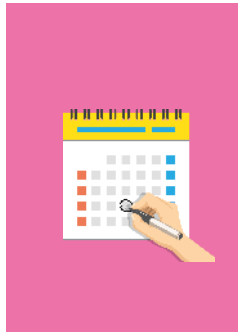
Objectives:

The core objective of this research was to investigate how much money users of different transport methods are spending in Dublin city centre. The research also aimed to ascertain the purpose of visits, length of stay and frequency of visits by mode of transport into Dublin city centre.



Methodology:

The methodology used was face-to-face. Respondents were interviewed on street in Dublin (Grafton Street & Henry Street). Interviews were conducted using tablet computers and a pre-programmed survey script. Interviewing schedules were designed to deliver a robust cross section of visitors across times of day and weekday / weekend. Sample: People 16 year or older living in Ireland. Quotas were put on time of day, day of the week and gender.



Fieldwork:

Fieldwork for the project took place between the 7th June to 8th July 2022.



Sample Size:

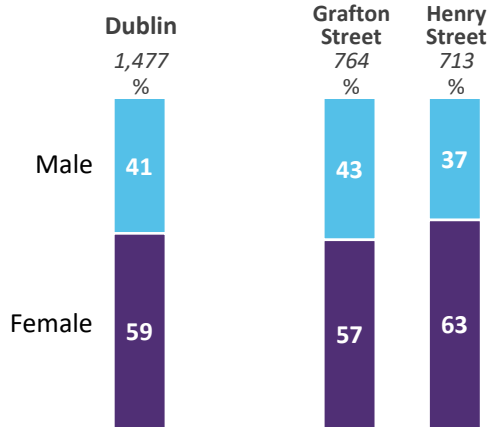
Location	Street	Number of Interviews	Total
Dublin	Grafton street	764	1,477
	Henry street	713	

Profile of sample

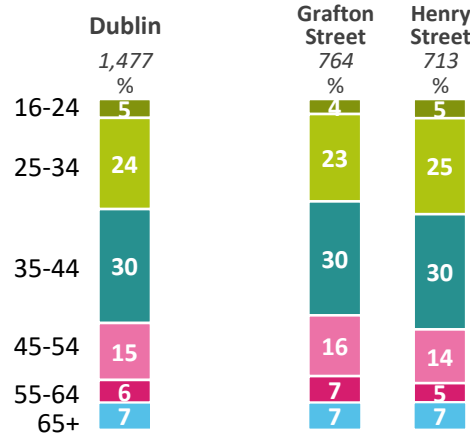
All +16 in Dublin City Centre: 1,477



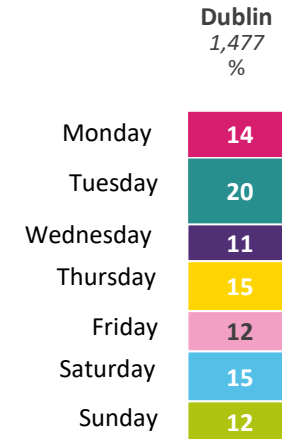
GENDER



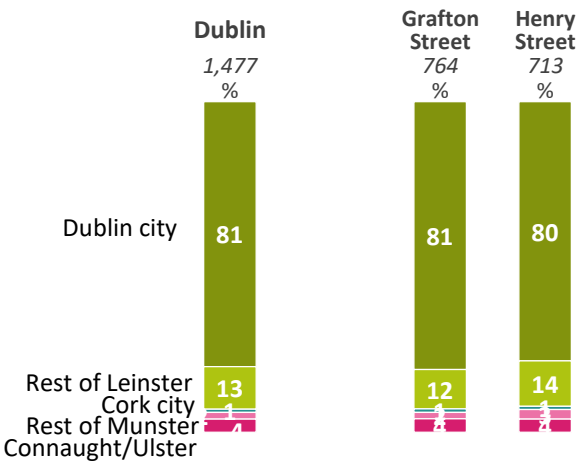
AGE



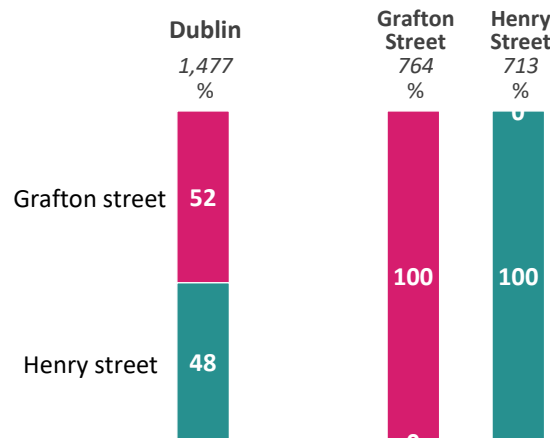
INTERVIEW DAY OF THE WEEK



REGION



INTERVIEW LOCATION



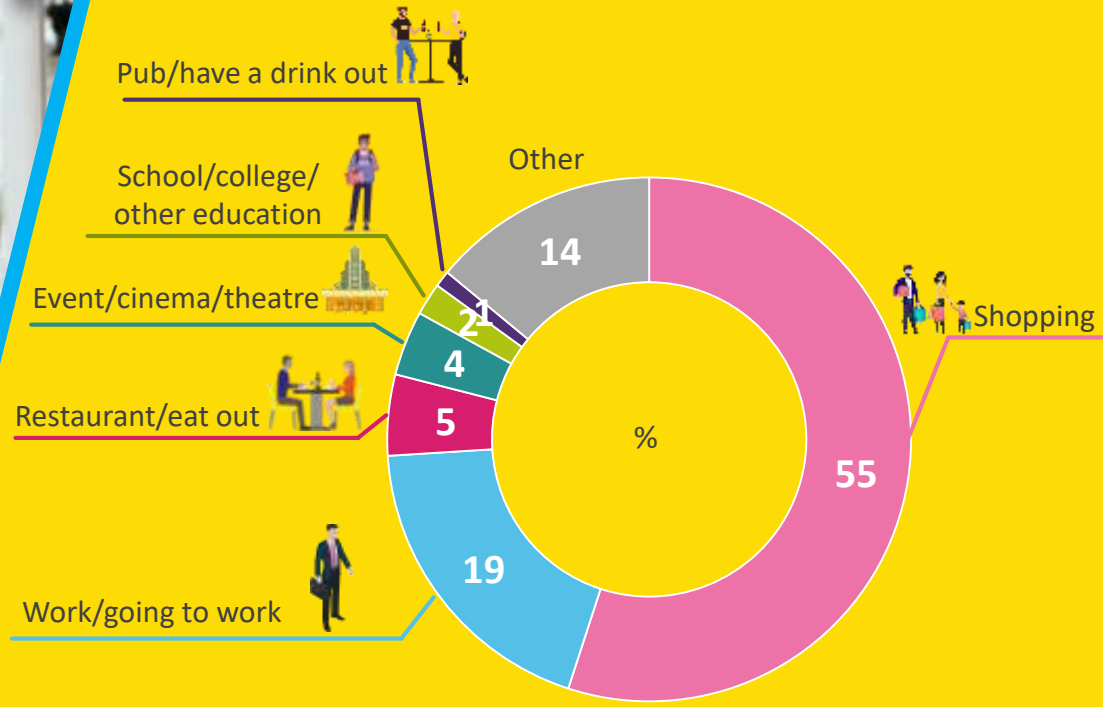


Purpose of visit



55% visited Dublin city centre to shop

Shopping
Weekend: 61%
Weekend day: 52%



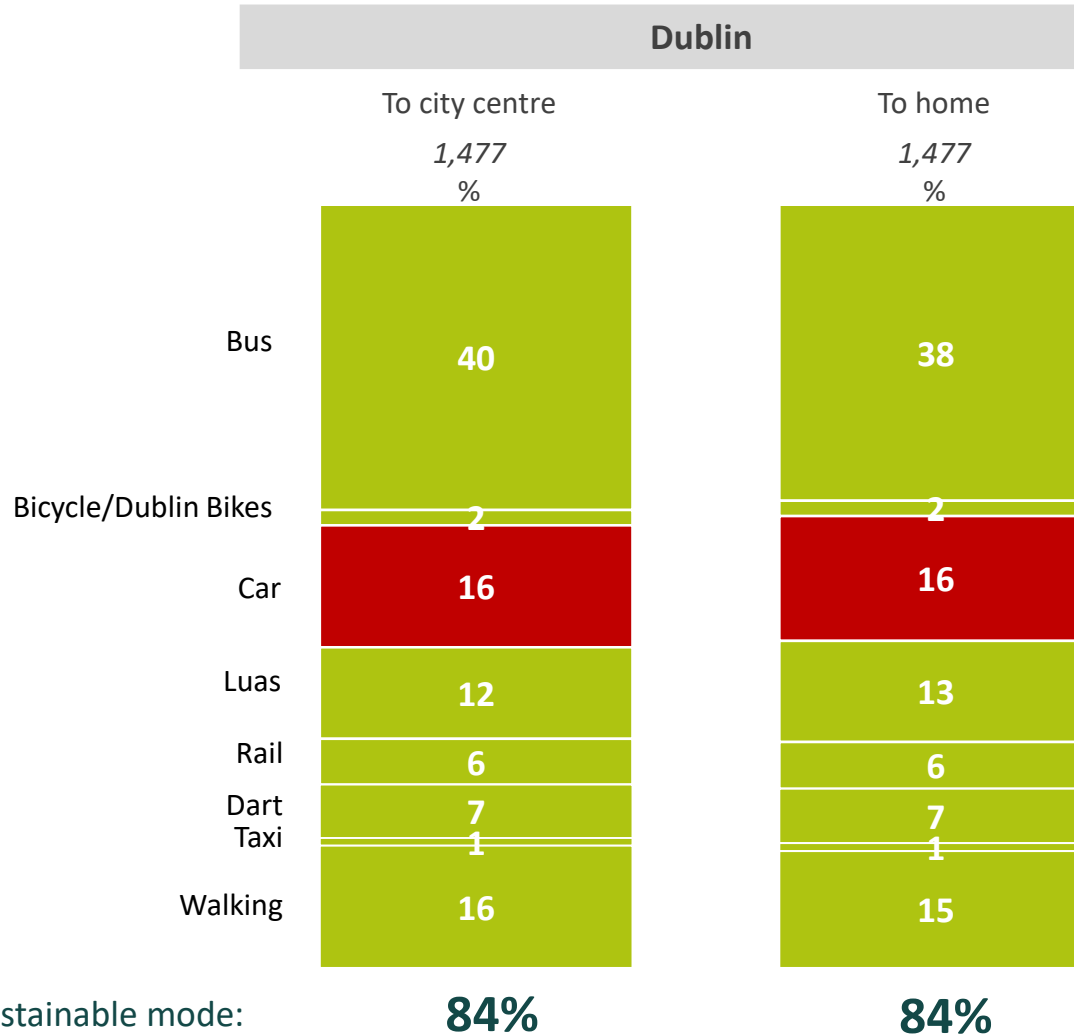
? Q.2 What is the main purpose of your trip to the city centre today?



Transport Used

84% of adults are using a sustainable mode of transport to get to and from the city centre with 16% driving a car.

All +16 in Dublin City Centre: 1,477



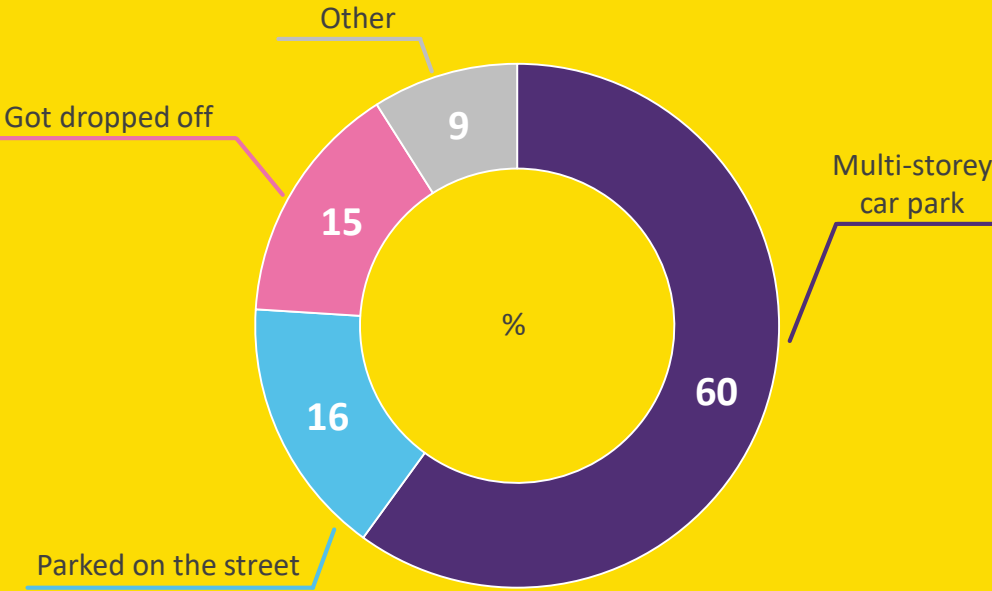
89% - single mode
11% - multimode





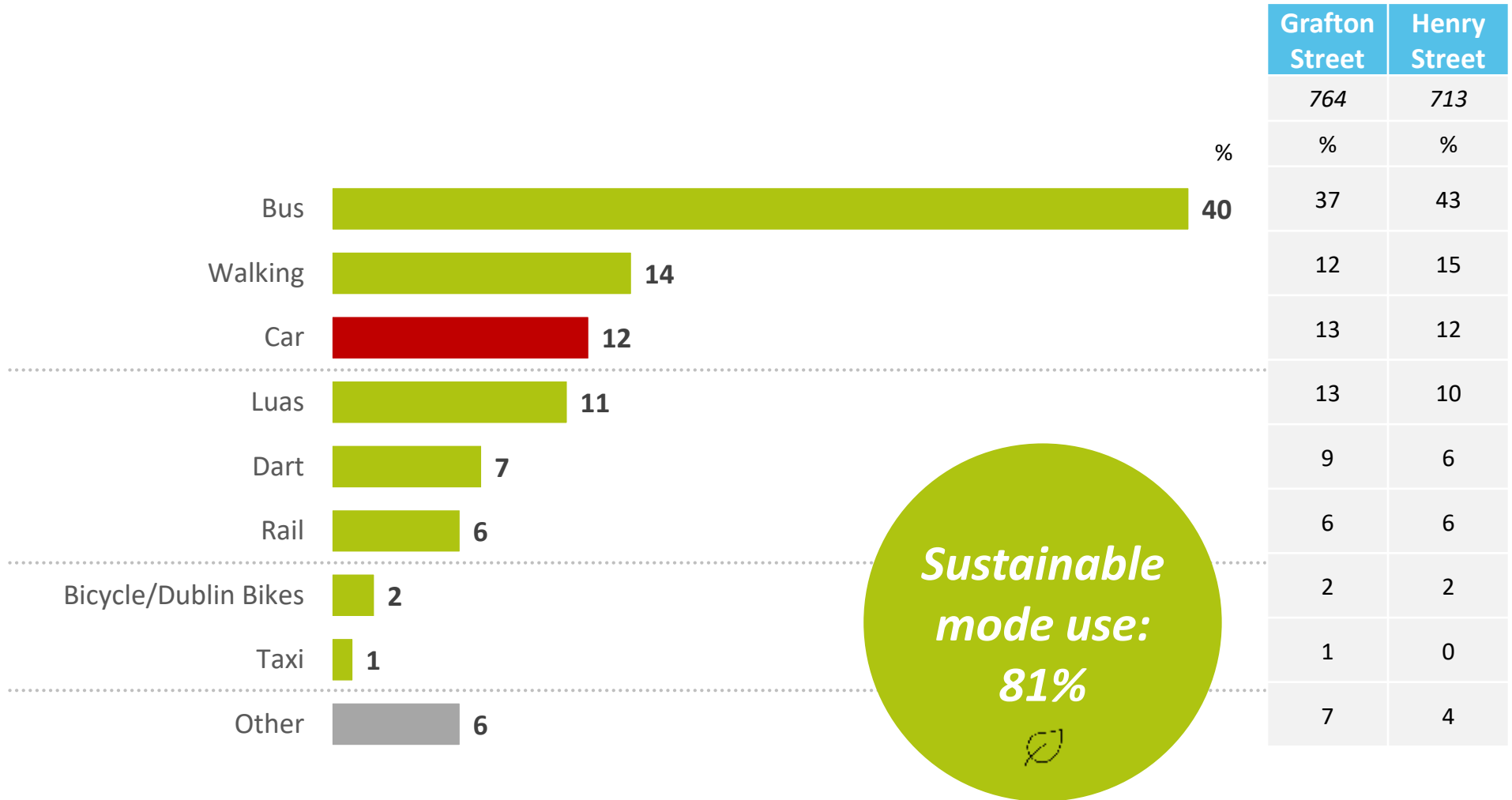
Of those who drove a car to the city centre, 60% parked in a multi-storey car park

**16%
(239)
used a car to
get into
Dublin City
Centre**



Main mode of transport over the past four weeks highlights 2 in 5 are using the bus with 81% using a sustainable mode of transport, fairly consistent with use on current trip

All +16 in Dublin City Centre: 1,477

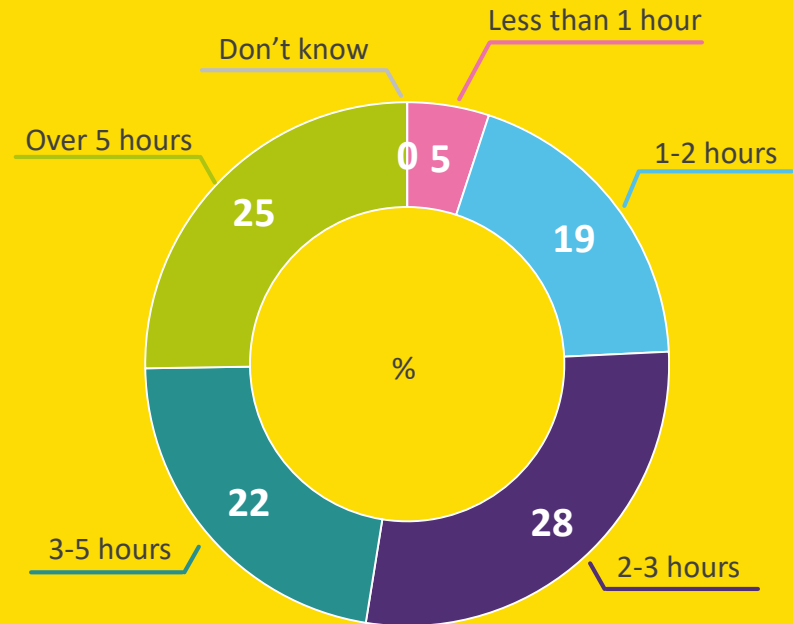




Time and money spent



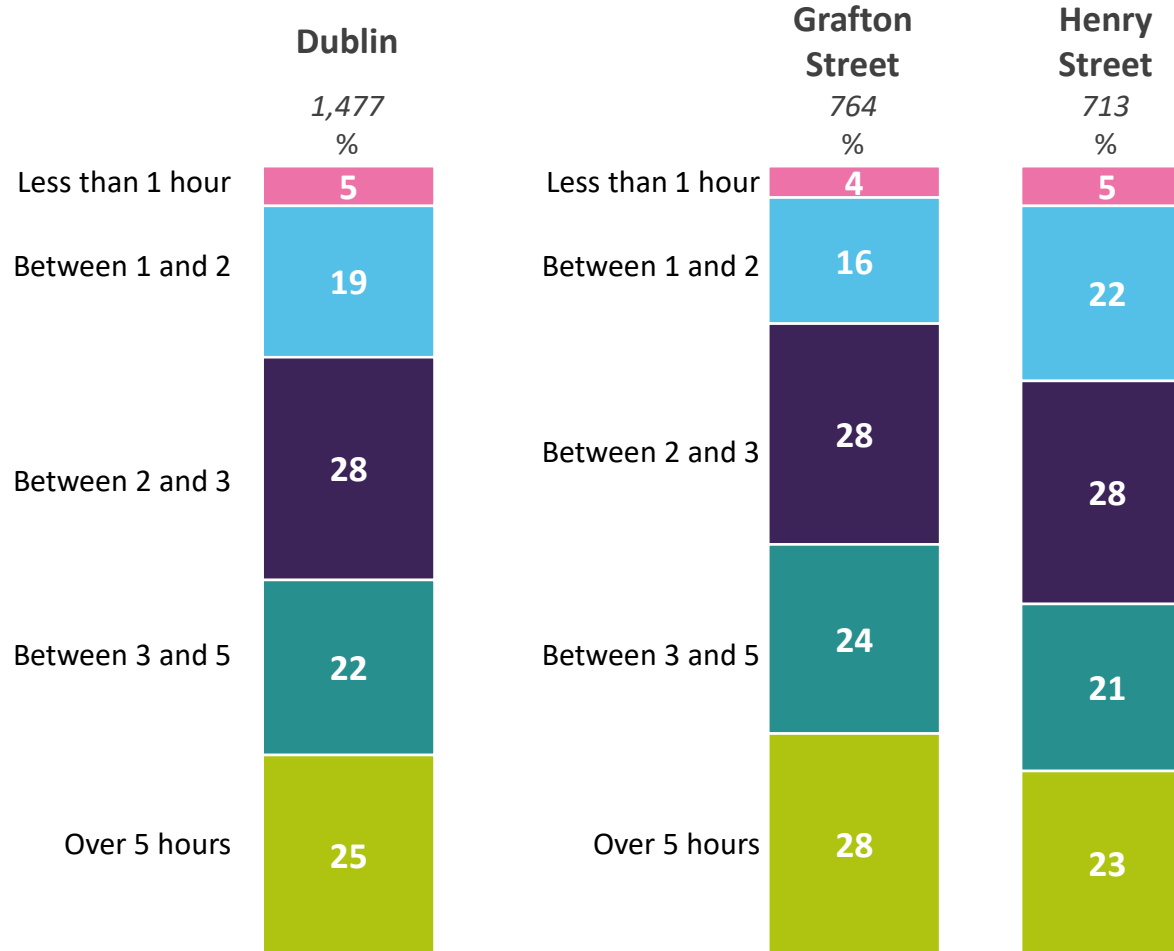
50% expect to spend between 2 and 5 hours in the city centre



Q.7 Approximately how long do you expect to spend in the city centre today?

Time spent is slightly longer on Grafton street compared to Henry with 52% spending over 3 hours compared to 44% on Henry street

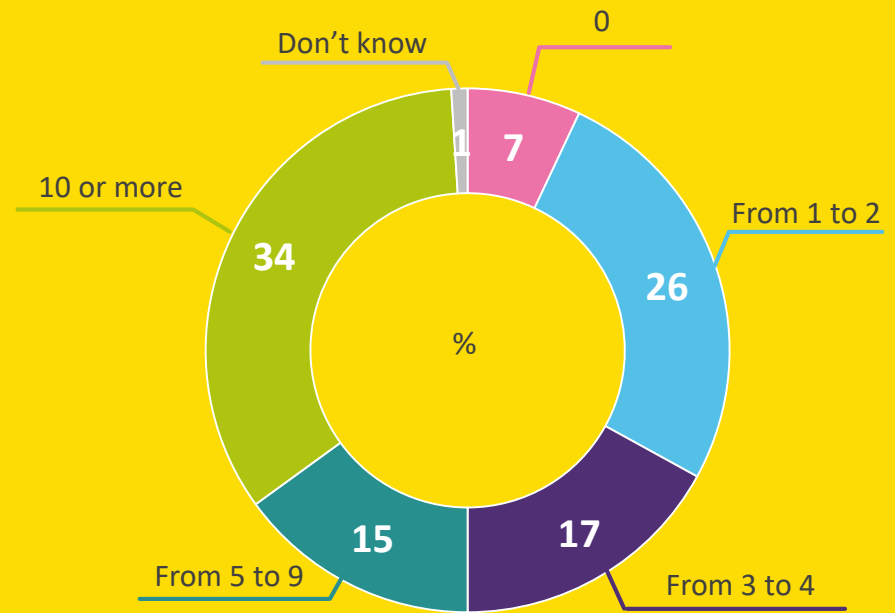
All +16 in Dublin City Centre: 1,477





49% have visited the city centre at least 5 times in the past four weeks

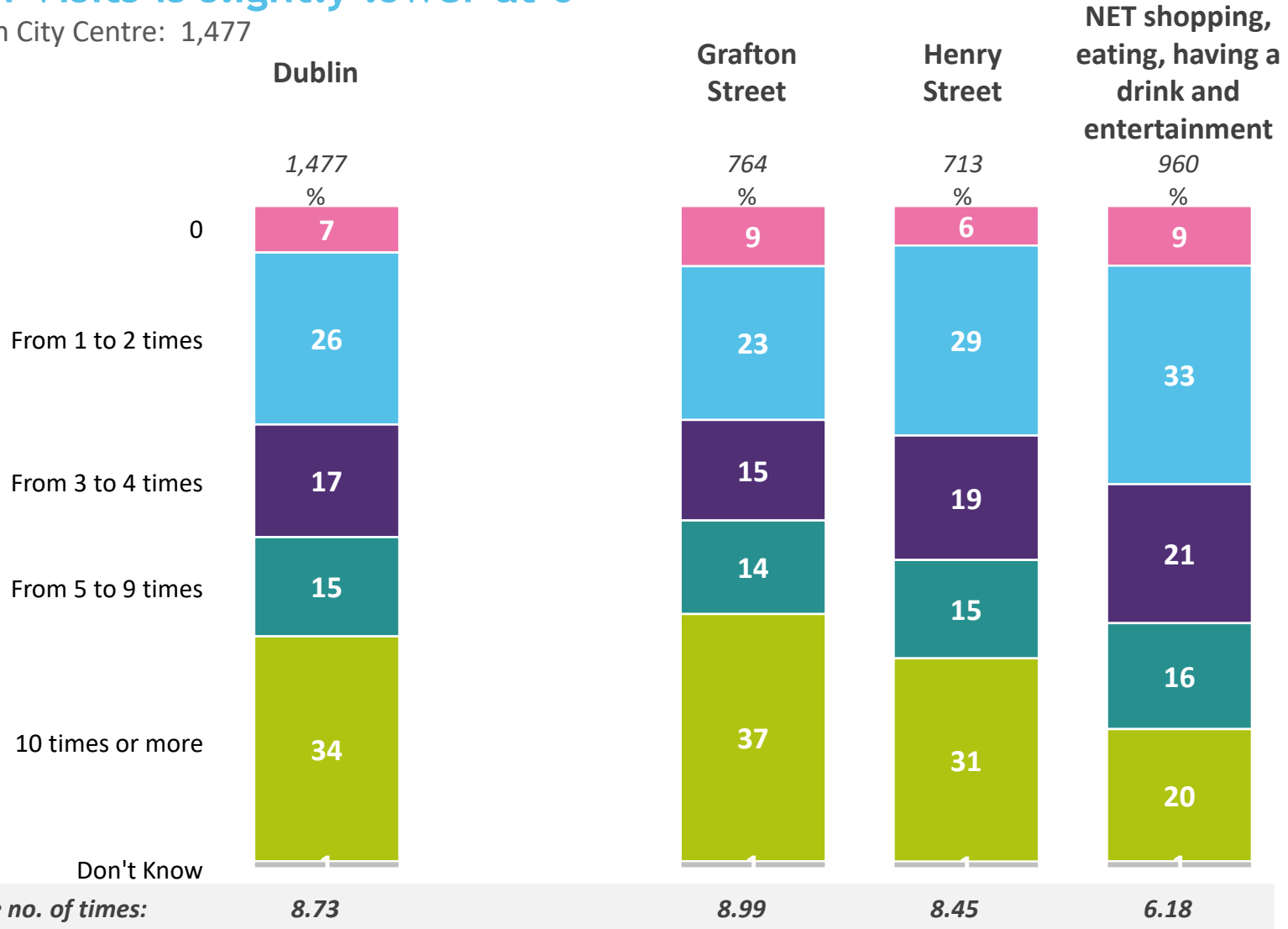
Average number of visits in past 4 weeks: 8.73



Q.8 Think again about the past four weeks, how many times have you visited the city centre?

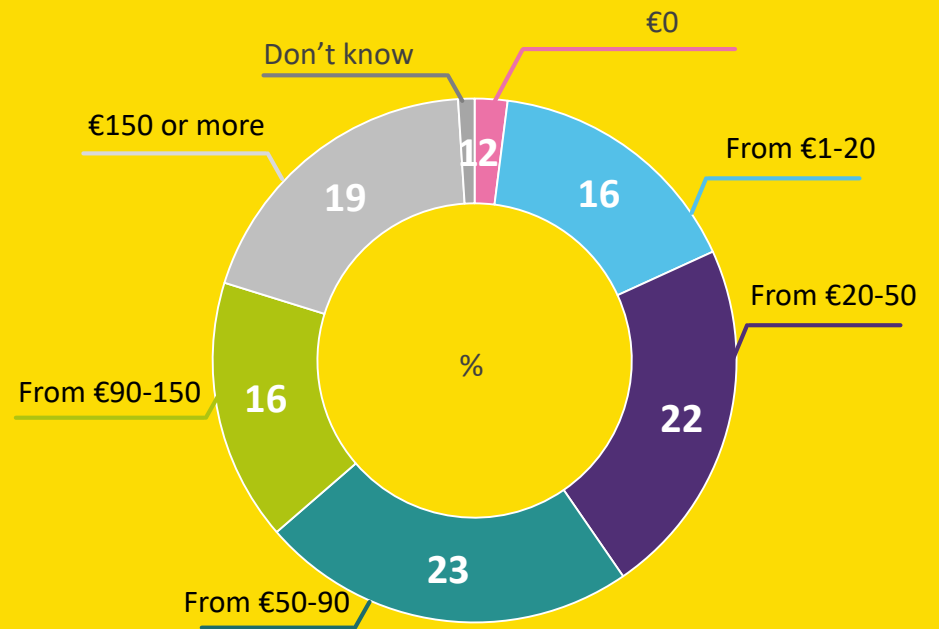
The average number of visits to the city centre over the past four weeks is 8. Amongst those who are shopping, eating, drinking or there for entertainment reasons (I.E Excluding visits for work) the average number of visits is slightly lower at 6

All +16 in Dublin City Centre: 1,477



45% spend between €20 and €90 in the city centre

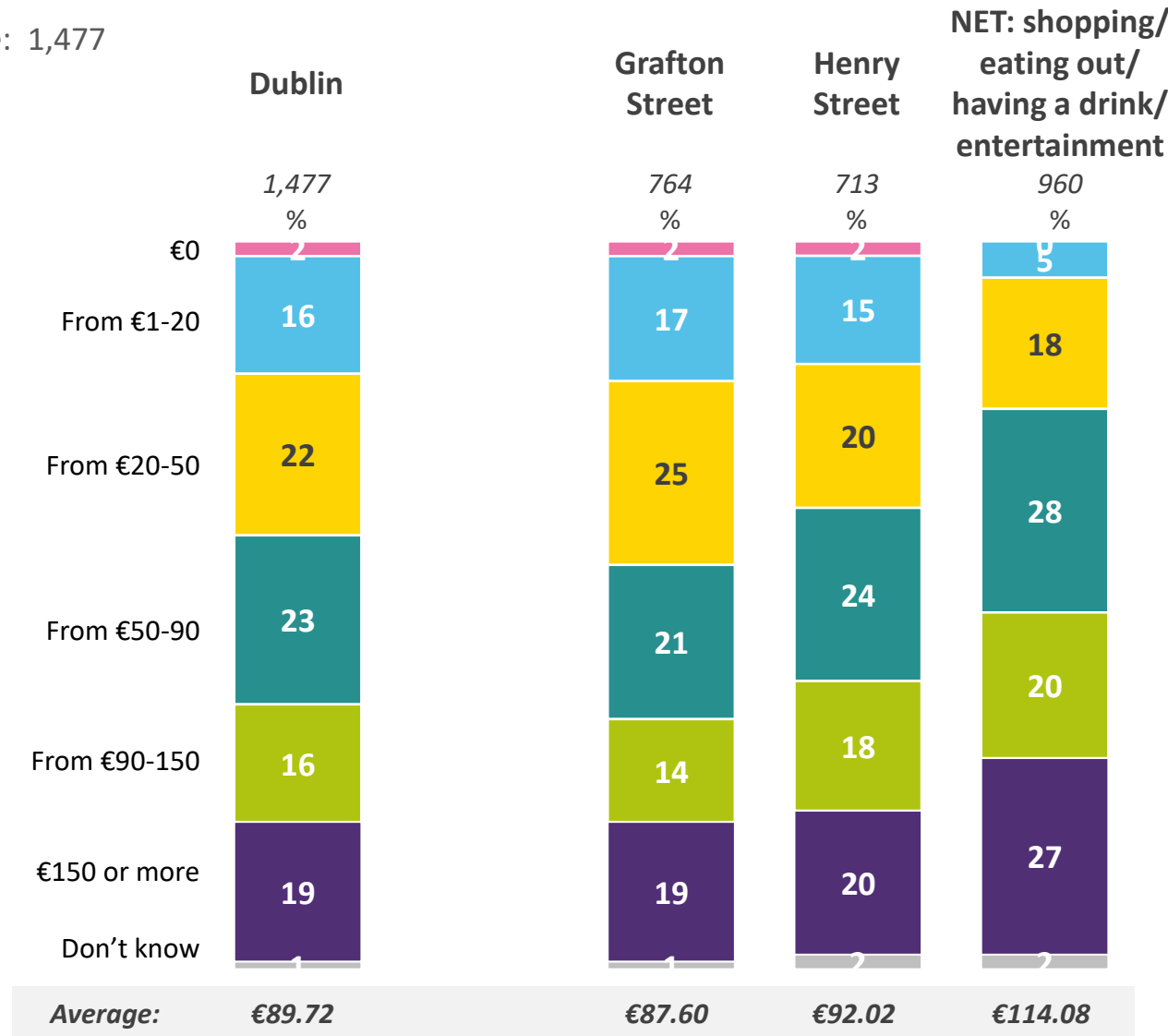
Average spend €89.72



Q.6 How much do you personally intend to spend on this trip to the city centre today?

Average intended spend in the city centre is just under €90. Among those in the city centre to shop, eat, drink and be entertained average spend is €114

All +16 in Dublin City Centre: 1,477

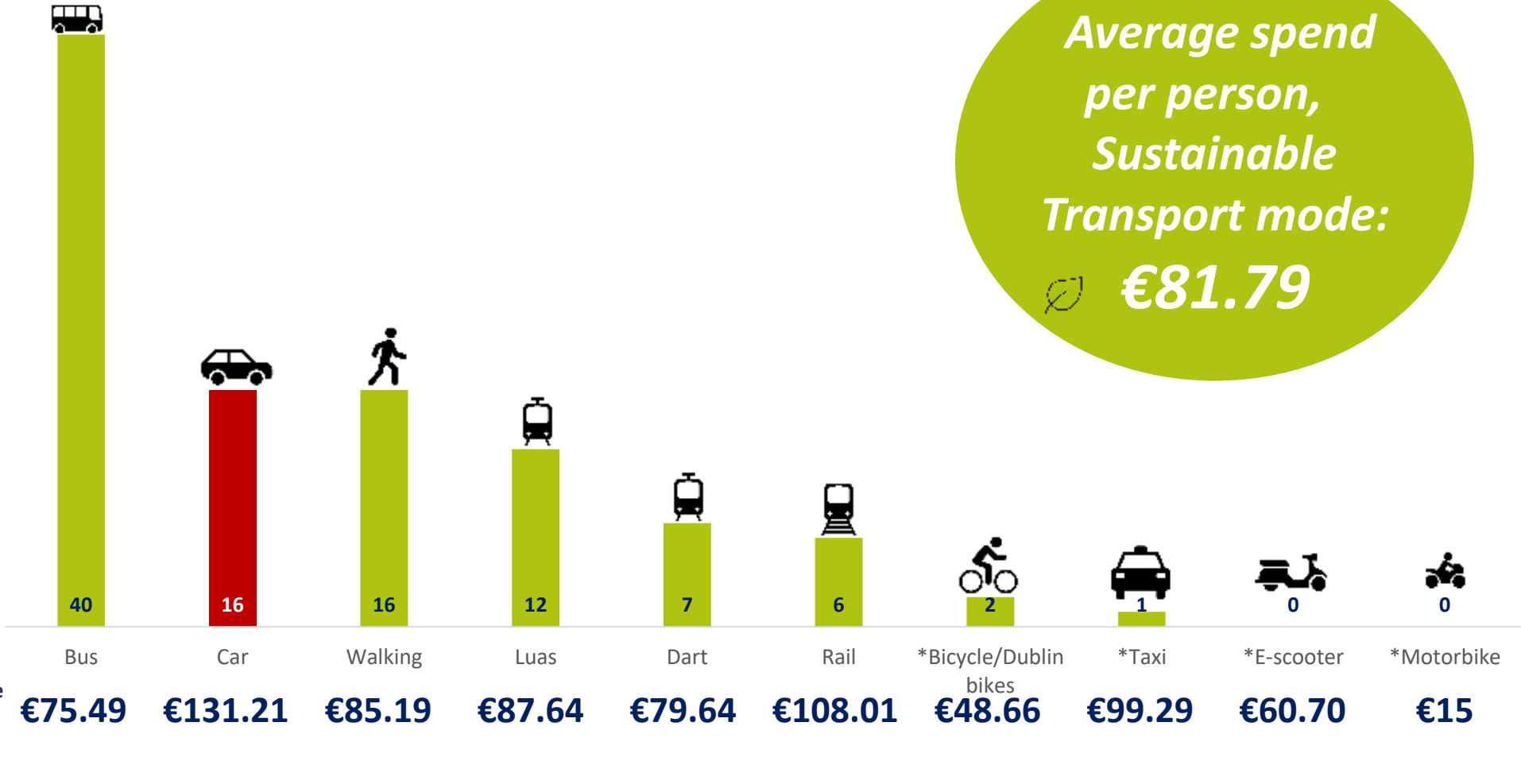


Intended spend x mode of transport: Those using a sustainable mode intend to spend an average of €81.79 in the city centre on their current trip

All +16 in Dublin City Centre: 1,477

Average spend per person, Sustainable Transport mode:
 €81.79

% using transport mode to the city centre:



€: average spend per person by mode

Q.4 What was the main mode of transport you used to get into the city centre today?
 Q.6 How much do you personally intend to spend on this trip to the city centre today?
 *Caution low base size under n=50

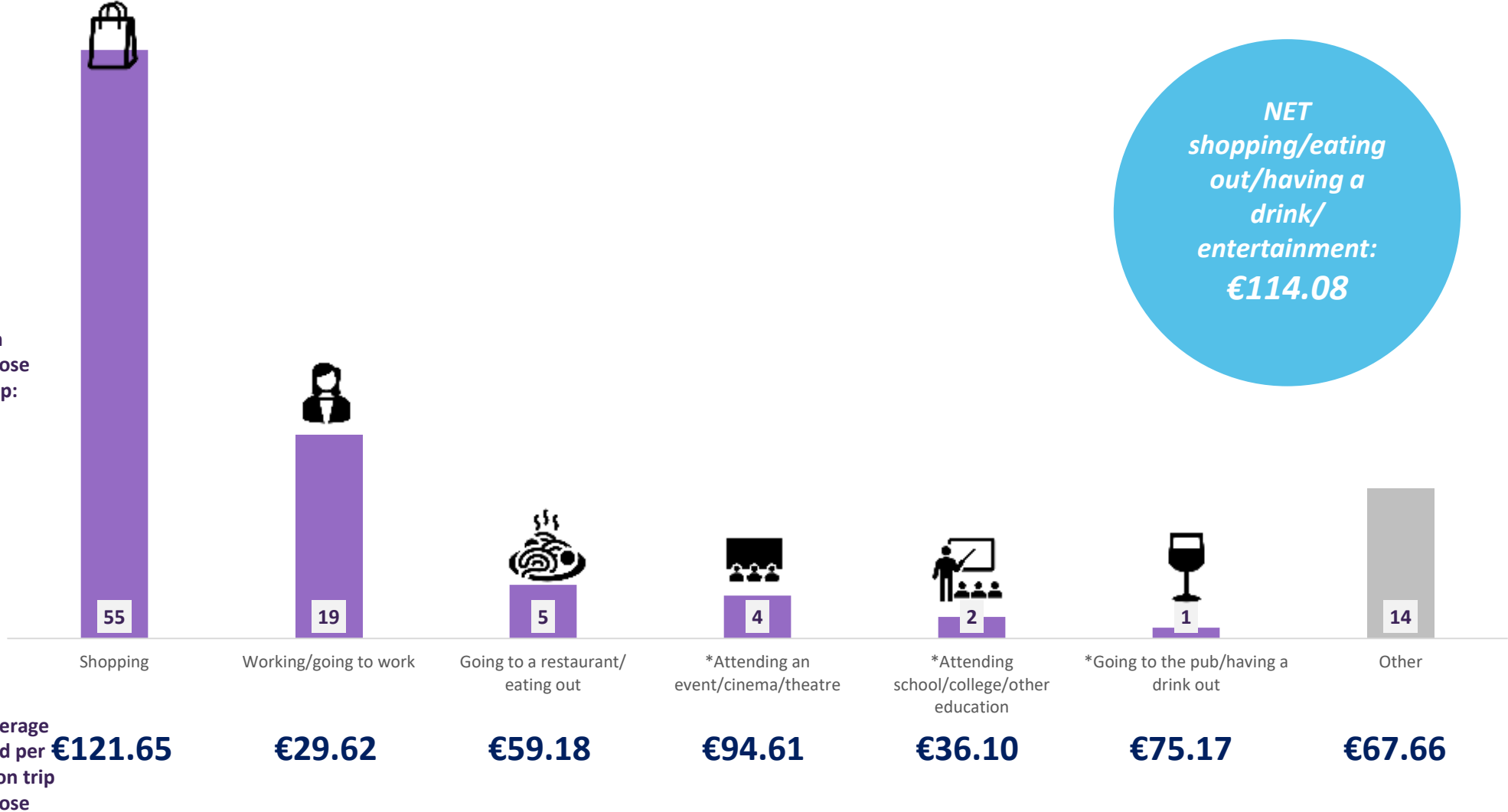


Intended spend x main reason for visiting city centre: those in the city centre with the intention of shopping had the highest planned spend with those attending school or work spending the least

All +16 in Dublin City Centre: 1,477

NET shopping/eating out/having a drink/entertainment:
€114.08

Main purpose of trip:



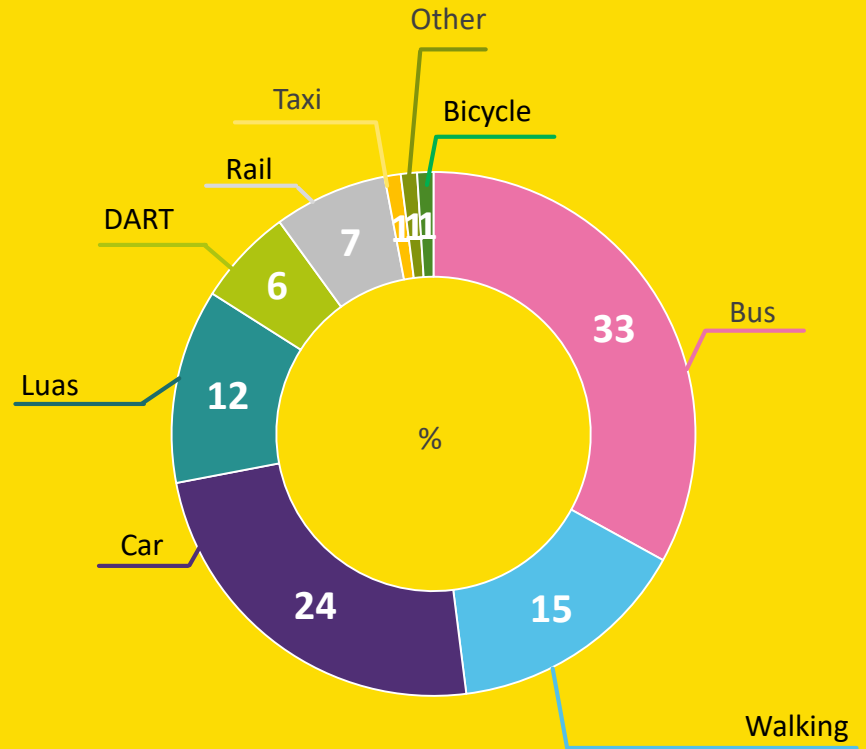
Q.6 How much do you personally intend to spend on this trip to the city centre today?

Q.2 What is the main purpose of your trip to the city centre today?

*Caution low base size under n=50



Bus users account for a third of daily spend in the city centre



Sustainable mode average spend 75%



Q.6 How much do you personally intend to spend on this trip to the city centre today?

Sustainable modes of transport account for 75% of daily spend in the city centre with car drivers accounting for 24% of spend

All +16 in Dublin City Centre: 1,477

Main mode of transport today:	Total	Bus	Walking	Car	Luas	DART	Rail	*Bicycle/ Dublin Bikes	*Taxi	*Other	*E-scooter	*Motorbike
	1,477	584	229	239	180	100	87	29	15	5	7	2
Average spend per mode of transport (today):	€89.72	€75.49	€85.19	€131.21	€87.64	€79.64	€108.01	€48.66	€99.29	€228.00	€60.71	€15.00
Total daily spend: spend x number of people (base)	€132,516	€44,086	€19,509	€31,359	€15,775	€7,964	€9,397	€1,411	€1,489	€1,140	€425	€30
Percentage of total daily spend	100%	33%	15%	24%	12%	6%	7%	1%	1%	1%	-	-

Sustainable modes of transport account 75% of spend



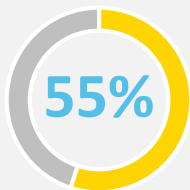
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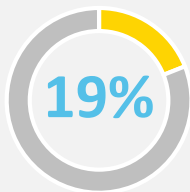
5. Summary of key findings

Visits to the city centre

Main reasons:



Shopping



Going to work



Time spend:

50% spent between
2-5 hours in the city
centre

8.73

Average number of
visits in the past 4
weeks

Average spend per person



All 16+ in city centre :	€89.72
All using any sustainable mode :	€81.79
All using Bus:	€75.49
All using DART :	€79.64
All using LUAS :	€87.64
All using Rail:	€108.01
All Walking :	€85.19
All using Bicycle/Dublin bike :	€48.66
All using Car:	€131.21

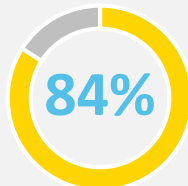
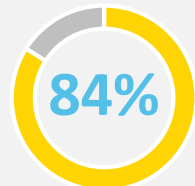


Modes of transport used

To city centre

Home

NET
sustainable
mode:



40%

38%

12%

13%

7%

7%

6%

6%

18%

17%

16%

16%



Bus:



LUAS:



DART:



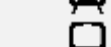
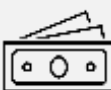
Rail:



Walk/Cycle:



Car:



Bus:

33%

LUAS:

12%

Rail:

7%

DART:

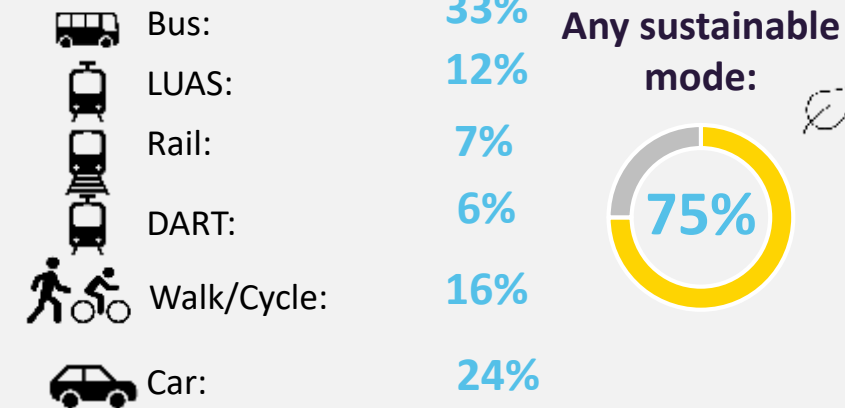
6%

Walk/Cycle:

16%

Car:

24%



Thank you.



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Delve Deeper