

# Report



## Greater Dublin Area Household Survey 2006

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March – July 2006

By



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## Introduction

This report sets out the findings of a survey of households in the Greater Dublin Area (GDA) carried out on behalf of the Dublin Transportation Office (DTO) by Millward Brown IMS. Fieldwork on the survey was carried out from March to July 2006.

## Research Objective

The primary objective of the research was to gather factual data on travel behaviour throughout the day in order to provide key inputs needed to develop an off-peak travel model. This objective was achieved by conducting face-to-face household interviews with adults aged 15+ years and by the placement of a seven day Travel Diary with household members aged 11+ years. Full details of the survey methodology are given in the next section.

## Structure of the Report

### Section A – The Household Survey

This section of the report reviews the main findings of the face-to-face household survey covering aspects such as:

- Licence and vehicle ownership
- Recent travel patterns covering transport modes used at all and used most frequently in the past seven days; normal method of travel to work or education and parking scenarios for each household member who drives to work.
- Reasons for rarely or never using various transport modes; factors that would encourage greater bus use
- Image of various transport types measured against a range of image dimensions
- Satisfaction with transport in local area

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## Section B – The Travel Diary

This section of the report summarises details of the trips made by household members over the seven day period of the Travel Diary. It covers aspects such as:

- Trips per person per week
- Trip rates by household demographics, such as age, gender, education/employment status
- Time of day trips made/weekday and weekend trips
- Trip purpose
- Modes of transport used
- Average trip length

Details of trips made on the first day of the Travel Diary placement are also included. On this day, respondents were requested to include all walks over 50m, whereas on days 2 – 7 walking trips were excluded if they were less than half a mile.

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## Household Survey Methodology

The survey comprised two elements – a face-to-face household interview with a selected individual aged 15+ years and placement of a seven day Travel Diary with household members aged 11+ years.

### The Survey Area

The survey was carried out in the Greater Dublin Area, defined as Counties Dublin, Meath, Kildare and Wicklow. Preliminary Census data for 2006 shows the estimated population of these counties combined as 1,661,185, an increase of 8.2% since the last Census in 2002. The latest Census also shows that the fastest growing counties in Leinster in 2006 were Fingal (239,813 +22.1% on 2002), Meath (162,621 +21.4%) and Kildare (186,075 +13.5%). The population in Wicklow now stands at 126,330, an increase of 10.2% on 2002.

Based on 2002 Census data (the latest available to date) the average household size in these counties is 2.59 in Dublin, 3.19 in Kildare, 3.17 in Meath and 3.07 in Wicklow.

### Sampling Methodology

The survey was designed to be representative of the population aged 15+ years in the Greater Dublin Area.

The survey design was a stratified quota controlled sample of 2,500 respondents and was carried out in 250 sampling points within the Greater Dublin Area. Small clusters of ten households were interviewed within each sampling point. The geographical stratification factors used to select the sampling points were the counties and the different county councils within Dublin, and community type (urban/rural) for the rest of the counties.

Demographic quota controls on gender, age and principal economic status were set at county level to ensure representation of the population. Census 2002 information at a District Electoral Division (DED) level (the most recent available at a DED level at the time of the survey) was used for stratification and quota setting.

Within strata, sampling points were selected using systematic random sampling with cumulative population applied to a frame of sampling points previously grouped by area.

In County Borough and urban areas, a start address for interviewers was randomly selected within the randomly selected sampling point to minimize interviewer bias.

Fieldwork took place from March to July 2006. Interviewing was spread by time of day and day of week to ensure comprehensive coverage.

Survey procedure involved a face-to-face interview with a selected household member aged 15+ years, face-to-face household recruitment, briefing and placement of a seven day Travel Diary among household members aged 11+ years, and collecting and checking of household diaries. Details of the achieved sample are shown below:

#### **Household Interview:**

Total household sample target	2,500
Number of effective interviews	2,493 (99.7%)

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#### **Diary Placement:**

Diary placement with household members aged 11+ years	
Households completing valid Diary	2,287
Actual number of completed Diaries	2,630
Average no. of Diaries per household	1.15

After completion of fieldwork and analysis of quotas set versus achieved, corrective demographic weights were applied to the sample to ensure its representativeness based on CSO Population Census figures for 2002. Details of the unweighted and weighted sample are shown in the table overleaf.

### Sample Details

- Final sample data was weighted to representative proportions based on CSO Population Census figures.

Region	Sample %	Weighted Sample %
Dublin	74	74
Mid-East	26	26
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Location	%	%
Dublin City	34	34
South Dublin	15	12
Fingal	12	12
Dun Laoghaire/Rathdown	13	15
Kildare	10	10
Meath	8	8
Wicklow	7	7

Gender	Sample %	Weighted Sample %
Male	45	48
Female	55	52
<hr/>		
Age	%	%
15-17	6	5
18-24	15	16
25-34	20	21
35-49	29	29
50-64	18	16
65+	11	12
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Working Status	%	%
Working	53	60
Not working	47	40

## Analysis of the Survey

Editing, coding, data entry and analysis of the Household Survey was carried out by Millward Brown IMS. Following the initial editing of the Travel Diaries by Millward Brown IMS, all diaries were sent to Faber Maunsell for coding, data entry and analysis. (Full details of the analysis process for the Travel Diaries are given in Section 2 of this report, which outlines the findings from the Travel Diary study).

Data from the Household Survey was merged with data from the Travel Diary, enabling us to product personal and household information for every trip recorded in the Travel Diary. A single datafile of merged data has been provided to the DTO for their own modelling purposes.



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## Key Findings



### Household Survey

- While respondents in the Greater Dublin Area had used a wide range of travel options in the past seven days, travelling by car was the most popular, with over half saying this was the mode they used most often, either as a driver or as a passenger. Use of the car (either driving or as a passenger) was higher in the Mid East (63%) than in the Dublin Region (49%), where wider choice in terms of public transport options can undoubtedly alleviate reliance on car transport.
- The reasons for the pre-eminence of car transport are clear. In terms of its practical advantages, the car outstrips all other modes for its convenience and comfort. For the personal image it conveys on the user, it also scores over other modes. Although it is acknowledged that there are downsides relative to other modes of transport in relation to the environment, health and price, the ability of these issues to significantly influence behavioural change remains questionable.
- The second most popular mode of transport is the bus, with almost one in five (18%) saying they use this mode most often, and Dubliners almost twice as likely as Mid East residents (20% versus 11%) to describe this as their main transport method. At an overall level, half of Dublin residents claimed to have used the bus at all in the past week, compared with just three in ten Mid East residents. Overall, almost half (45%) of all respondents claimed to have used the bus in the past week.
- In terms of its image profile relative to other forms of transport, the bus is seen as being reasonably priced and the mode for people with no other choice, or for old people. Aspects such as convenient for getting to work, or for going out socially gain higher credence among Dubliners in particular.

- Comparing results for both regions, Dublin residents were generally more satisfied with the various aspects of bus transport, such as access, cost, reliability and frequency of services than were Mid East residents.
- At a regional level, the proportion of Mid East residents rarely/never using the bus is significantly ahead of Dublin Region residents (51% versus 32%), no doubt reflecting the issue of availability.
- Comparing the reasons for not using the various methods of transport, it is the perceived shortcomings of bus services that most exercise respondents, causing them to reject it on such practical issues as unreliability, the amount of waiting time involved, poor connections and lack of shelter.
- When asked if changes to the bus service would encourage greater use, four in every ten respondents over the GDA as a whole said this would spur greater bus use, with improved frequency the biggest incentive.
- Other public transport methods, such as train/DART and Luas are used by about one in five and one in six respectively and are very much location driven. The Luas is seen as modern, clean and fast, and the train/DART is also seen as fast and safe.
- Two thirds of respondents had walked at least once in the past week for any trip made of over a quarter of a mile within the GDA. Sixteen percent claimed this to be the option they used most often, with no difference in this regard between Dublin and Mid East residents. Walking is seen to be healthy, good for the environment, for people with no other choice, clean, reasonably priced and for young people.
- Cycling is also seen as being good for the environment, healthy, clean, for young people and reasonably priced, but is mentioned by only 2% as the option used most often and by 13% as used at all in the past week. Cycling is even more limited in the Mid East than in Dublin and this more limited use undoubtedly owes something to the poorer

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assessment of the local area in terms of facilities for cycling among Mid East than Dublin residents.

- Travel by motorbike is rarely or never used, with only 3% having travelled this way in the past week, with the perceived image of motorbikes relative to other transport modes as fast and for young people undoubtedly narrowing their appeal as a transport mode.
- A final but important point in relation to satisfaction with transport in the local area is the impact of traffic congestion. In the GDA as a whole, respondents are almost three times as likely to be dissatisfied (57%) as satisfied (20%) with this aspect of transport in their locality. Nor were there any significant differences in reactions overall between Dublin and Mid East residents, with around three in five in each region expressing dissatisfaction.
- With traffic congestion the most pervasive criticism, it is likely that this underpins some of the negativity expressed about the reliability of bus services. Thus, while infrequent or non-users of bus services theoretically envisage greater usage of the bus if frequency of the service were improved, against this would have to be weighed the impact of traffic congestion and the effect this would have on reliability of the service.

# Management Summary

## Household Survey

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## 1. Licence & Vehicle Ownership and Recent Travel Patterns

This section of the report provides background detail on vehicle licence and vehicle ownership and examines travel patterns for trips of over one quarter of a mile made in the Greater Dublin Area in the seven days preceding interview.

### 1.1 Licence Ownership

Within the Greater Dublin Area as a whole, approaching two in every three respondents (63%) claimed to hold a driving licence for a car, motorcycle or moped, with the vast majority (58%) for a car. Ownership of individual moped or motorcycle licences was extremely low, though a slightly higher proportion (4%) claimed to hold a licence for both car and motorcycle. There were predictable variations in licence ownership across the demographic cohorts, with AB's the most and DE's the least likely of the social class groups to hold any type of licence (80% and 44% respectively). Across the age groups, ownership peaked in the 25 – 49 year bracket (75%), tailed off to some extent amongst older respondents (59%) and was at its lowest level among the under 25's (38%).

Although there was no significant difference in licence ownership on a broad regional level between Dublin and the Mid East, a review of the individual Local Authority Areas reveals some variations. Licence ownership peaked in Dun Laoghaire/Rathdown (73%), with Fingal and Kildare the next highest, each at 69% and Dublin City the lowest at 52%.

In one in every five households in the Greater Dublin Area where there was a licence owner, only the respondent was licensed for any type of vehicle. Over two in five had one other licence owner, while one in three households had two or more. Proliferation of licences per household was more evident in Dublin than the Mid East (35% versus 28%).

The large majority of licence holding respondents (83%) held a full licence, with 17% holding a provisional licence, though incidence of the latter was above average for women (21%), the under 25's (45%) and, across the Local Authority Areas, those living in South Dublin (22%) and Fingal (20%).

## 1.2 Vehicle Ownership

One in every five households overall did not have a car or van. Almost two in every five (39%) had one car/van and an identical proportion (39%) had two or more. While the overall average for both Dublin and the Mid East regions was identical at 1.64 vehicles, this disguises some differences in the level of ownership between the two regions. Dublin residents were almost twice as likely as their Mid East counterparts not to own a car/van (23% versus 12%). Although the level of ownership of one car per household did not differ greatly between the two regions, multiple ownership did, with Mid East residents significantly more likely to have two or more cars per household.

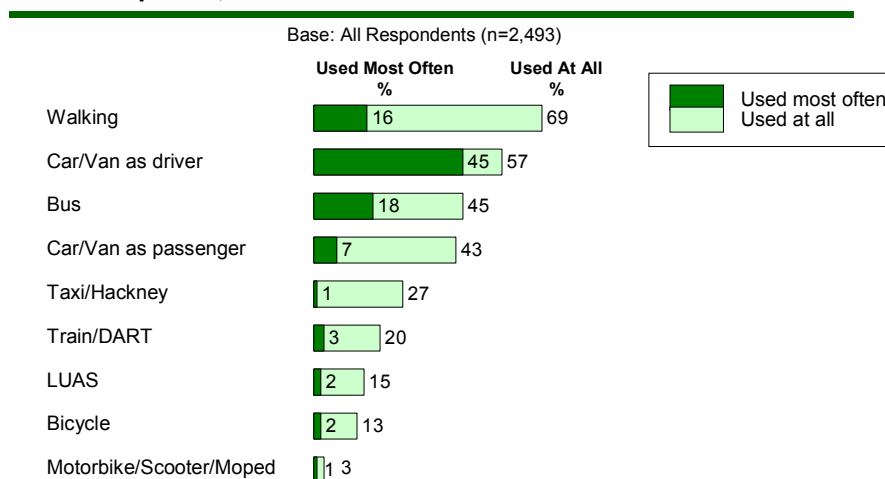
Cars/Vans in Household			
	Base: All Respondents (n=2,493)		
	GDA Total (2,493) %	Dublin Region (1,846) %	Mid-East Region (647) %
None	20	23	12
One	39	38	41
Two	31	29	37
Three+	8	8	8
Don't know/not stated	2	2	2
Average No.	1.64	1.64	1.64
<b>Company Owned Cars</b>			
	(1,942)	(1,391)	(551)
Base: Cars/Vans in Household	%	%	%
None	85	85	83
One	10	10	12
Two+	1	1	1
Don't know/not stated	4	4	4

In vehicle owning households, just over one in every ten (11%) had a company car, with little variation in this level between Dublin and the Mid East.

### 1.3 Recent Travel Patterns

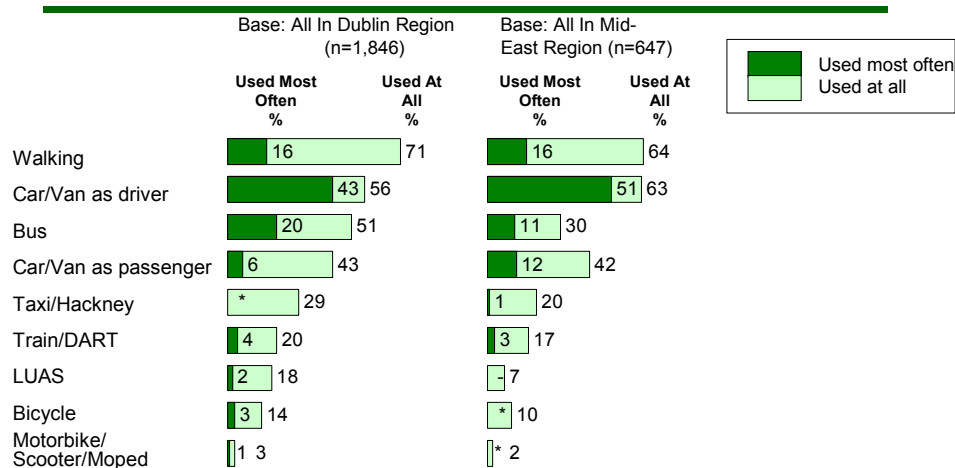
Walking was the most popular method of travel for trips of over one quarter of a mile made in the Greater Dublin Area in the seven days preceding interview, with seven in every ten respondents citing this as a method used at all. Focusing on the broad range of options **used at all** in the past seven days, car/van as driver followed quite closely on walking, with bus and car/van as passenger the next most widely mentioned. However, as the method used **most often**, car/van as driver was almost three times as likely to be mentioned (45% versus 16% for walking).

#### Modes of Travel Used in Past 7 Days – A Wide Range of Options, But Car/Van As Driver Most Often Used



As the chart below shows, some differences in overall usage of transport modes were apparent between Dublin and the Mid East.

**Modes of Travel Used in Past 7 Days – A Wide Range of Options, But Car/Van As Driver Most Often Used**



Walking as a mode of transport **used at all** was more prevalent in Dublin than in the Mid East, though as the main mode there was no difference between the regions. Usage of car/van as driver across both measures of frequency was higher in the Mid East, whereas bus transport was well ahead in the Dublin Region. As the method **used most often**, car/van as passenger was twice as likely to be mentioned by Mid East as Dublin residents. Unsurprisingly, usage of Luas was focused on Dublin residents, with almost one in five citing this as a method **used at all**. Dubliners were also slightly more likely to mention train/DART.



The table below, which reviews modes of travel used by residents of the seven Local Authority Areas, shows the varying levels of dependence on public versus private transport methods.

**Modes of Travel Used Most Often**

	Dublin City (846) %	South Dublin (385) %	Fingal (298) %	Dun Laoghaire Rathdown (317) %	Kildare (258) %	Meath (211) %	Wicklow (178) %
Walking	21	17	11	10	17	19	11
Car/Van as Driver	34	49	52	50	52	47	54
Bus	24	21	18	14	12	10	13
Car/Van as Passenger	5	4	7	8	10	15	10
Taxi/Hackney	1	*	*	*	2	2	*
Train/DART	2	-	6	7	2	-	8
LUAS	3	2	1	3	-	-	-
Bicycle	4	3	*	3	1	*	-
Motorbike/Scooter/Moped	2	1	-	2	*	-	-

Car driving as the main method of transport is particularly evident among working respondents, those aged 25 – 49 years, the middle class sector and those with younger children (0 – 10 years). In contrast, the bus as the main means of transport is more likely to be mentioned by the youngest age groups, working class respondents and those not in employment.

## 1.4 Travel to Work and Education

Respondents were asked how household members at work or in education normally travelled to work, school or college. Over the GDA as a whole, one in two household members travelled by car (either driving or as a passenger) – slightly higher than average in the Mid East (56%) and marginally below in Dublin (48%), where bus transport was more likely to be used. Across both regions one in five (19% in each case) normally walked. Respondents travelling by car to work were asked to describe the parking scenario at work. For the majority (65%) parking was free, with Mid East respondents more likely to enjoy this benefit than their Dublin counterparts (70% versus 63%). One in eight (12%) had a private parking space

provided by their employer. The only other option of note was metered parking on-street paid for by the respondents themselves (5%).

## 1.5 Modes of Transport Rarely/Never Used

All respondents were asked whether there were any methods of transport they would rarely or never use. Inevitably their response to this question was heavily influenced by what is or is not available to them.

Approaching three in every ten respondents (29%) in the Dublin Region said they would rarely or never drive as a chosen method of transport, slightly ahead of those in the Mid East (23%), with lack of availability the primary reason for not doing so, particularly for Dubliners (73% versus 51% for their Mid East counterparts). For those who would rarely or never use Luas or the train/DART, apart from lack of availability, the only other reason of note was poor connections, mentioned by around one in ten overall, but by 15% of Dublin City residents in relation to Luas and 19% of Kildare residents in talking about the train.

At a broad regional level, the proportion of Mid East residents rarely/never using the bus is significantly ahead of Dublin Region residents (51% versus 32%), again reflecting the issue of availability.

The table below shows how residents of the seven Local Authority Areas responded.

**Modes of Travel Rarely/Never Used**

	Dublin City (846) %	South Dublin (385) %	Fingal (298) %	Dun Laoghaire Rathdown (317) %	Kildare (258) %	Meath (211) %	Wicklow (178) %
Motorbike/Scooter/Moped	78	88	87	80	80	76	73
LUAS	61	50	<b>72</b>	40	<b>76</b>	<b>88</b>	61
Train/DART	56	<b>75</b>	54	40	59	<b>86</b>	37
Bicycle	56	62	62	50	56	40	52
Taxi/Hackney	30	28	38	34	34	33	<b>46</b>
Car/Van as driver	<b>38</b>	28	20	19	23	25	23
Bus	29	27	<b>48</b>	30	<b>53</b>	<b>59</b>	38
Car/Van as passenger	20	16	19	16	16	9	24
Walking	6	2	9	7	4	6	8

Of particular note is the extent to which residents of Fingal, Kildare and Meath report that they would rarely or never use the bus. Whereas for Kildare and Meath residents, unavailability is one of the primary reasons for not using the bus, this is less likely to be the case in Fingal, where the rationale is more likely to centre on the unreliability of the service, poor connections, a lack of information about public transport services, too much waiting time and exposure to the elements.

Indeed, in general, in examining the reasons for not using various methods of transport, it is the perceived shortcomings of bus services that most exercise respondents. Thus, the bus is most likely to be rejected because of its unreliability, the amount of waiting time involved, poor connections, lack of shelter and, on a more personal note, a general distaste for public transport, almost all of these factors more likely to be mentioned by those resident in the Dublin Region than in the Mid East.

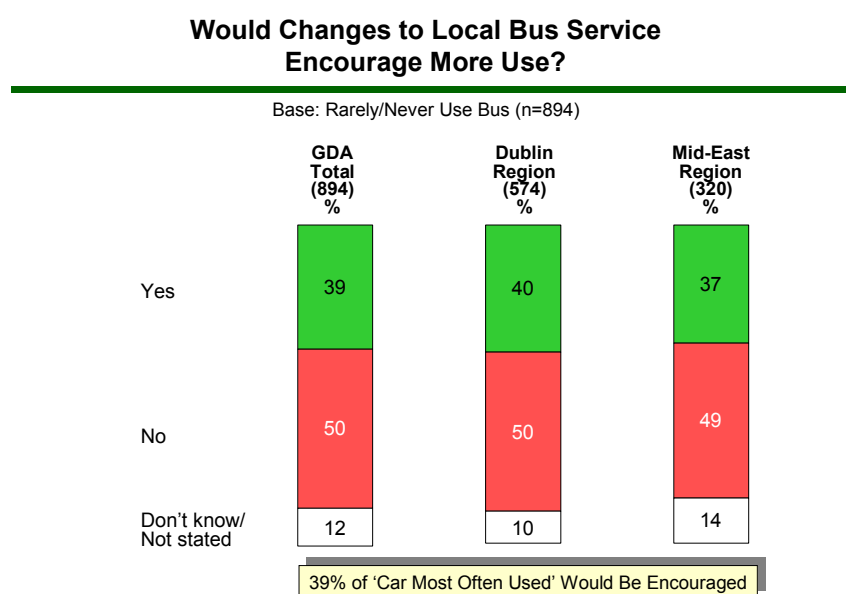
#### Reasons for Not Using/Rarely Using Main Transport Modes

	Bus (894) %	LUAS (1,541) %	Train/DART (1,453) %	Car/Van Driver (732) %
This method not available to me/not available in this area	11	68	59	68
Unreliable	32	1	2	1
Cost of using public transport	10	2	3	n/a
Cost of using car/motorbike/taxi	n/a	n/a	n/a	5
Poor information about public transport services	11	2	3	n/a
Poor connections	21	9	10	n/a
Personal disability	5	1	1	2
Concerns over personal safety	6	*	1	1
Traffic congestion	11	n/a	n/a	4
Finds public transport unpleasant	18	2	2	n/a
Too much waiting time for public transport	30	2	4	n/a
No shelter/exposed to weather	12	1	1	n/a
Not applicable/relevant/other	24	9	11	13

Other factors militating against bus usage were poor information about public transport services, particularly noted by Fingal and Dun Laoghaire/Rathdown residents, and traffic congestion which received above average mention from those living in South Dublin. South Dublin residents were also particularly likely to mention concerns over personal safety as a reason for not using the bus (16% versus 6% for all non-users).

## 1.6 What Would Encourage Greater Bus Use?

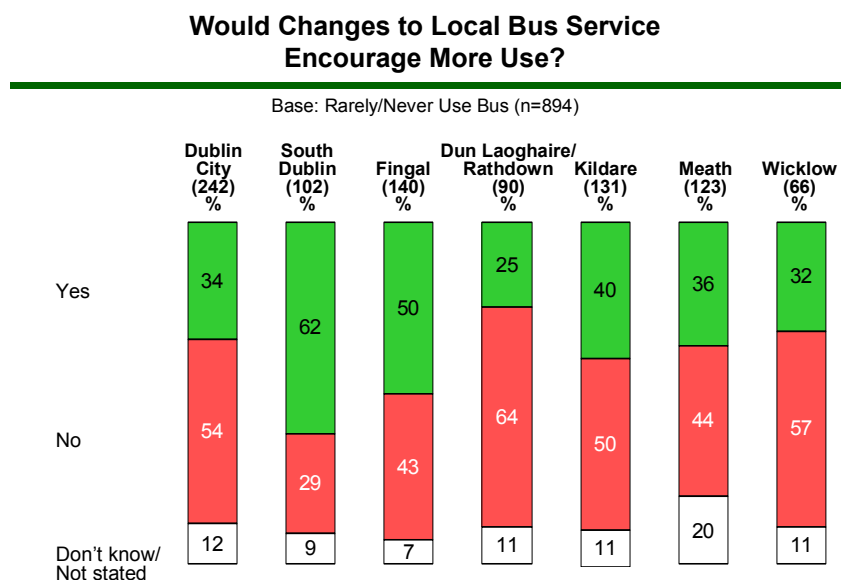
Having established their particular reasons for never or rarely using the bus, these respondents were then asked whether changes to the local bus service would encourage greater usage on their part. Over the GDA as a whole, approaching two in every five said that this would spur greater bus use, with improved frequency the biggest incentive, followed at some remove by accurate timetabling and proximity to destination.



At an overall level, taking this proposed espousal of an improved bus service at face value (39% encouraged to use), and based on an adult population aged 15+ of approximately 1.2 million over the GDA as a whole (Census 2002), in real terms this would mean in the region of 175,000 potential additional bus users – undoubtedly a significant challenge for the existing bus services! However, one would have to assume that the reported level of transfer to the bus from other modes of transport based on an improved service represents, at best, a pious aspiration and that the reality would be far more modest, particularly since the vast majority of transfers potentially would be from car users who would probably be the most reluctant to change their habits.

A review of the individual Local Authority Areas provides a much more variable picture of the extent to which those who rarely/never use the bus

would be encouraged to change their travel patterns in light of an improved bus service. The highest level of enthusiasm was noted in South Dublin, where three in every five current non-users claimed they would be encouraged to use the local bus service more. Fingal residents followed with one in every two envisaging greater bus use, but those reportedly least likely to change live in Dun Laoghaire/Rathdown.



Although over both broad regions, respondents were generally ad idem as to what changes could be made to the bus service to encourage greater use, some differences in emphasis were apparent between would-be bus users in Dublin and the Mid East, with the latter somewhat more likely than their Dublin counterparts to be compelled by a service that took them closer to their destinations or closer to home. Dubliners were much more likely to envisage cleaner buses as an incentive than were those resident in the Mid East. For both regions, however, the prospect of a more frequent service was by far the most enticing.

### What Changes Would Encourage Greater Bus Use?

Base: All Who Would Use the Bus If Changes Were Made (n=362)

	<b>GDA Total (362) %</b>	<b>Dublin Region (241) %</b>	<b>Mid-East Region (121) %</b>
More frequent service	61	62	58
Accurate timetables	38	39	36
Closer to destinations	36	33	<b>42</b>
Got to destination more quickly	21	24	17
Closer to home	18	15	<b>23</b>
Less exposed to weather	14	13	18
Cleaner	12	16	4
More comfortable	12	12	10
Cost less	10	10	9
Safer to wait at/walk to or from bus stop	9	8	10
Safer on board	8	7	9
Other	13	12	14

Respondents' knowledge of the existing frequency of their local bus service puts some perspective on non-users' aspirations for a more frequent service. Approaching two in every five Dublin Region residents (38%) reported that their local bus goes at least once every quarter hour and a slightly smaller proportion (34%) report an at least half hourly service. In contrast, in the Mid East, a frequency of hourly or less is much more the norm (57%), with just over one in four (27%) citing a service that is at least half hourly.

Focusing on the Dublin Region, Fingal residents appear to be less well served in terms of high frequency (at least quarter hourly) service, with Dublin City and Dun Laoghaire/Rathdown the best served. In the Mid East Region, an hourly service appears to be the norm for Kildare residents, with almost three in five mentioning this frequency, whereas in Meath and Wicklow the pattern is more diverse, with around one in three in each location citing a frequency of at least every quarter or half hour and around one in five respectively mentioning an hourly or a once daily service.

## 1.7 Linking with Public Transport Services and Local Facilities

One of the factors affecting the use of various public transport services is their proximity to peoples' homes. Accordingly, respondents were asked a series of questions about the length of time taken to get to the nearest bus, train, DART or Luas.

In the Dublin Region, the great majority of residents (78%) were within six minutes or less of their nearest **bus** stop, with most others (16%) within 7 – 13 minutes of a stop. Average walking time varied from 4.13 minutes for Dublin City residents to a more substantial 6.24 minutes for those living in Fingal. In the Mid East, while over half were within six minutes of a bus stop, around one in four faced a much more substantial walk – in excess of fourteen minutes. The overall average walking time for residents of the region was 11.31 minutes, ranging from 10.4 for Kildare residents to 12.76 for those living in the Wicklow area. Comparing the outcome for modes of transport used most often, eight in every ten regular bus users were within six minutes of a bus stop, compared with two in three car drivers and the average walking time for bus users was 5.12 minutes compared with 8.00 for car drivers.

Leaving aside the substantial proportion of respondents (ranging from around one-third to over a half) for whom walking to the train, DART or Luas was not an option because of lack of availability of the service in their locale, the average walking time to each of these services was just under half an hour (26.51 – 28.21 minutes).

**Walking Time to Bus, Train, Dart, LUAS**

Base: All Respondents (n=2,493)

	Bus %	Train %	DART %	LUAS %
6 minutes or less	72	7	6	5
7-13	17	14	9	6
14-26	7	16	13	12
27-43	1	12	10	11
44+	2	15	11	10
Not available	N/A	33	47	52
Average	6.70	27.43	26.51	28.21

Across the Local Authority Areas, residents of South Dublin and Meath were the least likely to be within walking distance of a train and were joined by Kildare residents in terms of lack of proximity to the DART. Predictably, those in Dublin City, South Dublin and, to a lesser extent, Dun Laoghaire/Rathdown were more likely to be within the ambit of the Luas, though the average walking time to their nearest Luas stop was still in the region of 24 to 27 minutes.

Finally, respondents were asked to estimate how long it would take to get to the railway station by bus (including the time spent walking to the bus, but not the actual wait for the bus). Excluding those who claimed that it would be quicker to walk (12% overall), the average journey time was 28.33 minutes, with almost four minutes in the average time between Dublin (27.54 minutes) and the Mid East (31.38 minutes). One in every four Mid East residents reported that there was no convenient bus service for their local railway station, compared with just one in ten Dublin Region residents. The most disadvantaged areas in terms of the length of time needed to travel by bus to the railway station were Dublin South (an average of 40.16 minutes) and Meath (38.95 minutes), though for the latter the lack of a convenient bus service was a further drawback.

Turning to a range of basic facilities that respondents would use, nine in every ten across both regions were within fifteen minutes walk of a shop for basic foodstuffs and the majority were also able to walk in this time span to the other facilities listed.

#### Facilities within 15 Minutes Walk

Base: All Respondents (n=2,493)

	<b>GDA Total (2,493) %</b>	<b>Dublin Region (1,846) %</b>	<b>Mid-East Region (647) %</b>
Shop for basic foodstuffs	94	96	89
Pub or restaurant	90	93	81
Chemist/pharmacy	87	92	72
Post office	84	89	71
Doctor's surgery	83	88	69
None of these	3	1	8



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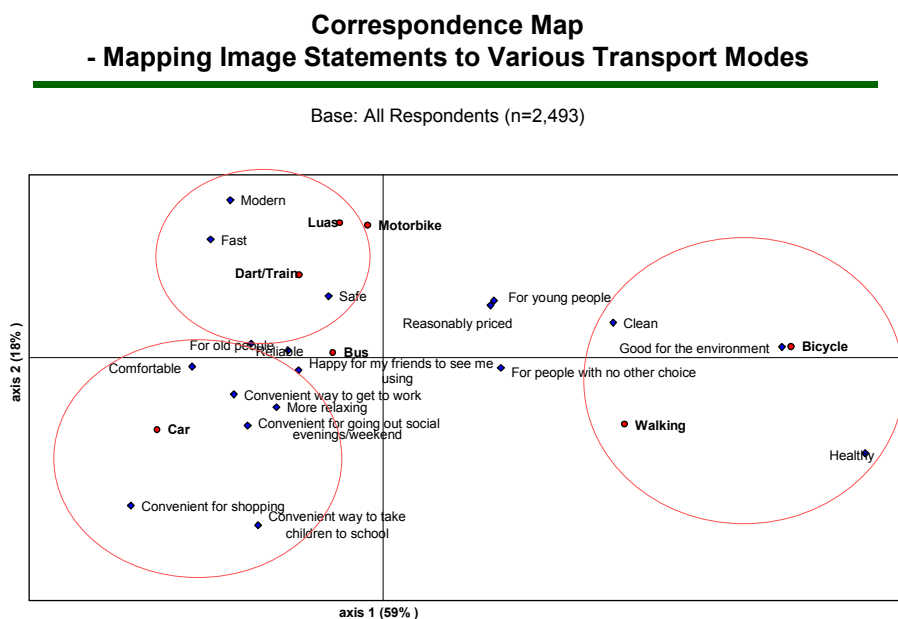
As would be expected residents of the Dublin Region had the edge on their Mid East counterparts in terms of walking proximity to all the listed services. At least seven in every ten Mid East residents were able to get to each within fifteen minutes walk, although there were slight variations between the different areas within the region.

## 2. How Various Transport Types Are Viewed

In order to build up a picture of how various methods of transport are viewed (including those not necessarily available to them in their area), respondents were asked which of a series of dimensions applied across a range of transport methods, including bus, car, Luas, DART/train, walking, motorcycle and bicycle.

### 2.1 Image of Various Transport Types

The following chart maps image statements to various transport modes using an analytical technique called Correspondence Mapping (see explanation in Appendices). This indicates very clearly where the particular modes are scored and demonstrates those attributes that discriminate most strongly between these modes; for example, convenience and comfort at one end of the spectrum, as opposed to concerns about being healthy and good for the environment on the other hand.



As this map demonstrates, in terms of its practical travel advantages, the car outstrips all other modes for its convenience for a range of functions and its comfort and reliability. In terms of the personal image it conveys on the user, it also scores over other modes. Aspects such as modernity, safety and speed tend to be matched with the Luas and the train/DART and,

unsurprisingly, features such as clean, good for the environment and healthy correspond most closely with walking and cycling.

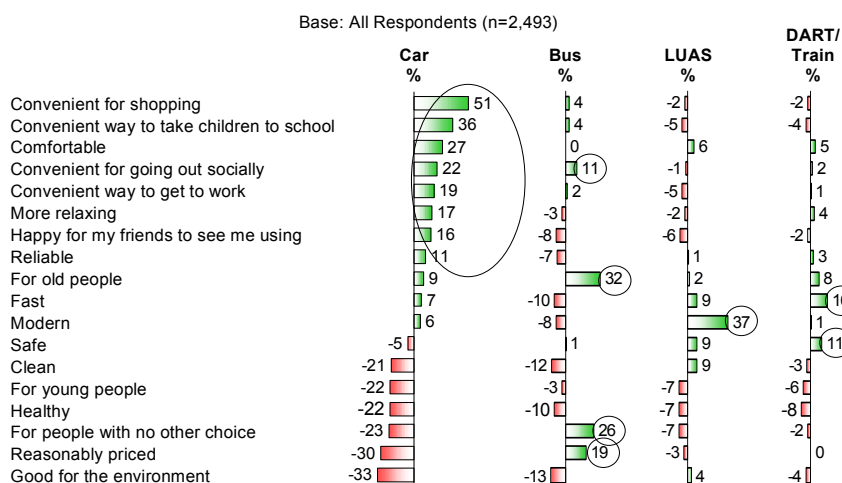
Looking at reactions across both regions, it will come as no surprise that Dubliners tend to have a more rounded picture of the Luas than do their counterparts in the Mid East, and are therefore likely to attribute dimensions such as modern, safe, clean, comfortable, fast, reliable, and good for the environment to the service. When it comes to bus transport, Dubliners again are more likely than Mid East residents to attribute aspects such as convenient way to get to work, convenient for going out socially and for shopping, and reasonably priced to the bus. Mid East residents are slightly more likely to see the bus as comfortable and reliable.

## **2.2 Comparative Image Profiles for Various Modes of Transport**

Using Brand Image Profiling, a statistical technique to establish the relative strengths and associations between brands/products and image statements, we can determine which statements are most or least characteristic of a product. In particular, brand image profiles provide unique insights into consumer choice of transport mode. The technique allows us to see the true relative strengths and weaknesses of each mode – particularly useful because some modes are more often used and thus more likely to be endorsed across all attributes. (See Appendices for more detailed explanation of Image Profiling).

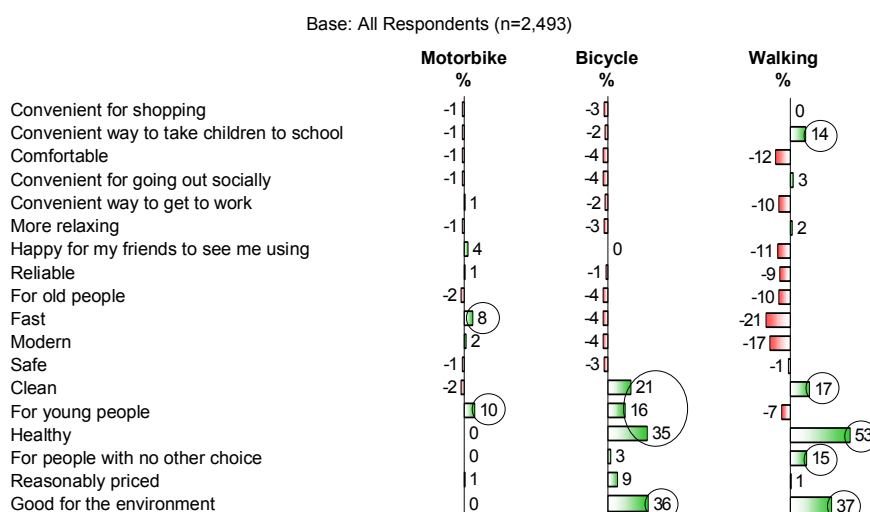
The charts overleaf show the relative strengths and weaknesses of various transport modes. Thus, it is evident from this analysis that while public transport can sometimes be a quicker and cheaper option, many car drivers are nonetheless resistant to using it, primarily for reasons of convenience and comfort.

### Image Profiles for Car, Bus, LUAS & DART/Train (Relative differences across all transport modes - charts 7&8)



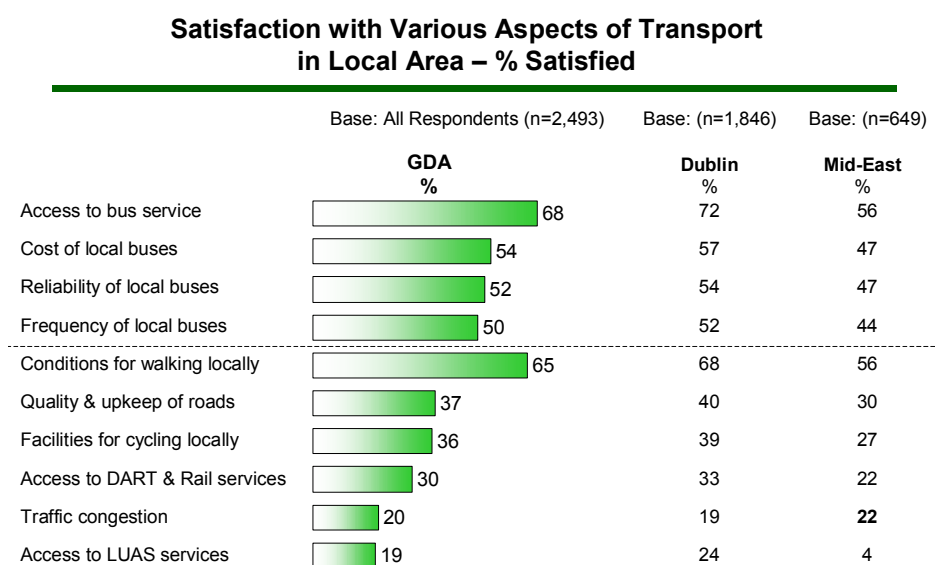
The study showed that some transport modes suffer from poor brand image. For example, while people acknowledged that walking was good for the environment and healthy, and that buses were good value for money, they were not happy for their friends to see them walking or taking the bus. The car was much more likely to be named as a mode of transport that people would be happy for their friends to see them using, even though it is seen as expensive and bad for the environment. However, public transport methods – the Luas and train/DART in particular – certainly outstrip the car in terms of safety and also have an edge on speed. Focusing on the Luas, strong positive attributes relative to other transport modes were its modernity, cleanliness, safety and speed.

### Image Profiles for Motorbike, Bicycle & Walking (Relative differences across all transport modes - charts 7&8)



## 2.3 Satisfaction with Transport in Local Area

Respondents were asked how satisfied or dissatisfied they were (using a five point scale ranging from *very satisfied* to *very dissatisfied*) with various aspects of transport services in their own local area, covering issues such as reliability, frequency and cost of buses, access to DART, rail and Luas services, traffic congestion, facilities for walking and cycling and so forth. The proportions expressing satisfaction with each aspect are shown in the following chart.



Comparing results for both regions, those resident in the Dublin Region were generally more content with the various aspects of bus transport, such as access, cost, reliability and frequency of the services than were Mid East residents. Within the individual Local Authority Areas in each region opinion differed to some extent. Access to bus services was above the region average for residents of Dun Laoghaire/Rathdown, but well below for Fingal residents who also were almost as likely to be dissatisfied as satisfied with aspects such as reliability and frequency of local buses. In the Mid East Region, those living in Meath appeared the most disadvantaged regarding access to bus services, with just 39% satisfied, compared with 62% of Wicklow and 65% of Kildare residents. In general, Kildare residents tended to be more satisfied with the various aspects of bus transport than their counterparts in Meath and Wicklow.

**Satisfaction with Various Aspects of Transport in Local Area  
- % Satisfied**

	Dublin City (846) %	South Dublin (385) %	Dun Laoghaire		Kildare (258) %	Meath (211) %	Wicklow (178) %
			Fingal (298) %	/Rathdown (317) %			
Access to bus services	73	71	56	83	65	39	62
Cost of local buses	61	54	48	57	51	43	44
Reliability of local buses	62	49	38	53	54	44	42
Frequency of local buses	59	45	37	53	52	43	32
Conditions for walking locally	71	72	46	78	63	42	61
Quality and upkeep of roads	37	50	28	49	26	18	49
Facilities for cycling locally	39	48	24	46	35	15	27
Access to DART and rail services	30	12	41	49	25	2	43
Traffic congestion	18	27	15	19	17	12	41
Access to LUAS services	23	30	4	38	4	1	7

For several of the aspects measured, dissatisfaction outweighed satisfaction. Traffic congestion is the most obvious case in point, with respondents in the GDA as a whole almost three times as likely to be dissatisfied (57%) as satisfied (20%) with this aspect of transport in their locality. Nor was there any significant difference in reactions overall between Dublin and Mid East residents, with around three in five in each region expressing dissatisfaction, though a review of the individual Local Authority Areas does reveal some variation in the extent of dissatisfaction. In the Mid East, dissatisfaction was marked in Kildare and Meath, signalling the difficulty for residents of the burgeoning 'commuter towns' in these counties which, in the case of Meath in particular, is compounded by a lack of access to rail/DART services. Interestingly, residents of Wicklow were the least critical of traffic congestion, perhaps reflecting the benefits of the opening up of the M50 in their direction and recent road improvements on the N11. In the Dublin Region, dissatisfaction with traffic congestion was highest among Dun Laoghaire/Rathdown residents (62%) and lowest, though still extensive among South Dublin dwellers (51%).

On a different note, with traffic congestion the most pervasive criticism, this problem could perhaps underpin some of the negativity expressed about the reliability of local buses.

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Aspects such as conditions for walking locally, quality and upkeep of roads and facilities for cycling locally garnered higher satisfaction levels among Dublin Region than Mid East Region residents. In the Dublin Region, Fingal was again the exception, showing the lowest level of satisfaction on each of these aspects compared to other Dublin areas. In the Mid East, Meath residents were the least complimentary.

Predictably, satisfaction with access to Luas services was highest in Dun Laoghaire/Rathdown (38%) and South Dublin (30%). Access to DART and Rail services achieved the highest satisfaction scores in Dun Laoghaire/Rathdown (49%), Wicklow (43%) and Fingal (41%).

# Management Summary

## Travel Diary





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## Section B: The Travel Diary

### Introduction

This section of the report presents the findings of the Seven Day Travel Diary completed in the Greater Dublin Area from March to July 2006, as part of the GDA Household Travel Survey.

The primary objective of the Travel Diary was to gather factual data on travel behaviour throughout the day in order to provide key inputs needed to develop an off-peak travel model.

The Travel Diary took the format of a seven day record of all trips made, recording the following information:

- Purpose of making the journey
- Time of day and day of week travelled
- Trip origin and trip destination
- Journey time
- Modes of transport used, including;
  - Whether driver or passenger, if car
  - Whether parking was free at their destination if driver; and
  - How the journey was paid for if public transport was used.
- Distance travelled
- Number of people travelling together

On Day 1 of the Travel Diary all walks over 50 yards/metres were recorded, whereas for Days 2 to 7 walking trips of less than half a mile were excluded.

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## Travel Diary Methodology

### Data Collection and Processing

Travel Diaries were placed in approximately 2,500 households in the GDA for completion by household members aged 11+ years. A total of 2,630 Travel Diaries were completed in 2,287 households, representing an average of 1.15 diaries per household.

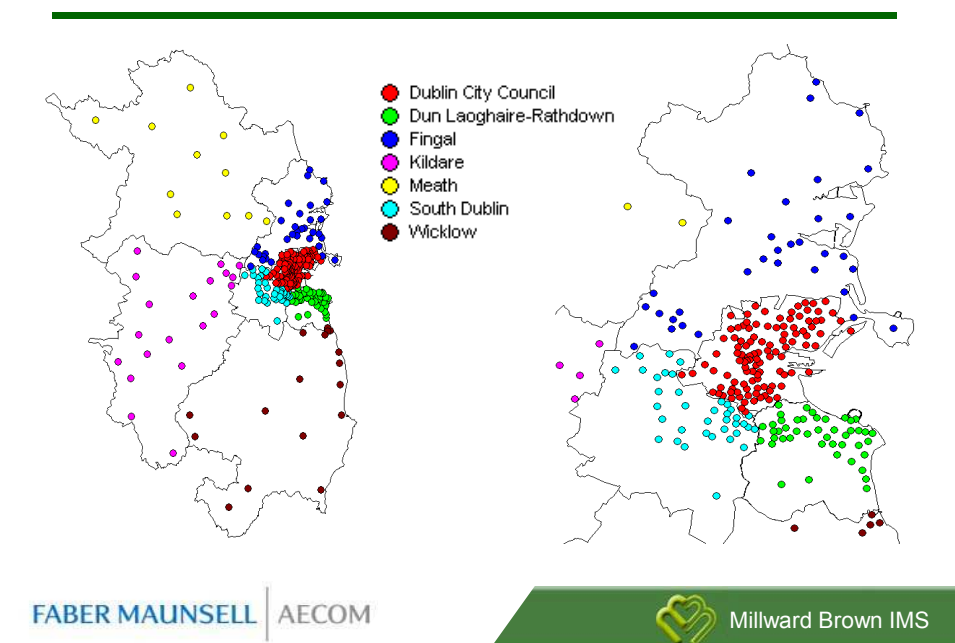
Diaries were collected after one week. On collection, the interviewer checked the data for completeness and clarified any areas where the data was unclear. Diaries were then delivered to Faber Maunsell for entry onto computer using a specialist data entry programme. The addresses of the trip origin and destination were recorded onto computer. Using the Irish Transverse Mercator Grid Reference System, each place was geocoded, thus allowing the data to be plotted using GIS mapping software MAPINFO.

Prior to analysis, all data was checked in order to eliminate any remaining anomalies in trips recorded (e.g. where journey time, or mode for return journey, or destination for return journey might have been omitted).

In some cases, destinations could not be located because of respondent use of descriptions such as 'work', 'pub', or because the written information was unintelligible, or the destination given could not be found to exist on any map. From other information, such as the distance, it has been possible to allocate an approximate reference to a local area. However, for a number of trips the origin or destination could not be identified and these are excluded from the mapping analysis. Overall, approximately 1.4% of outward trips could not be assigned a coordinate.

The trip origins of the outwards trips have been zoned to one of the seven Greater Dublin Areas and the spread of home addresses in these Local Authority Areas is mapped below.

**Home Address by LA – Greater Dublin Area**



Using MAPINFO the destinations can be grouped into any zoning pattern.

## Data Analysis

The data was analysed using MAPINFO and SPSS. The basis of the analysis was to split the data into the seven Greater Dublin Areas and two broader areas – Dublin and Mid-East – and map the destinations of trips made from each, to show the distribution of trips by purpose, mode and other variables. The sample profile for the data collected for all trips over one mile is shown in the table overleaf.

At the analysis stage, trips over one mile were used to compare the findings from these GDA Travel Diaries against the Luas Before Study Diaries (from the 2004 Study) in order to validate the results. The Key Findings for the Travel Diaries show data for trips over one mile. Day 1 trip analysis is shown separately and includes all trips over 50 metres.

### Sample Profile – All Trips Over One Mile

Survey Area	All Trips Over 1 Mile				Number of diaries (people)	Trips per person per week
	From Home	Inter-mediate	Returning Home	Total		
Dublin CC	5162	798	5216	11176	942	11.9
Dun Laoghaire/Rathdown	2596	553	2628	5777	390	14.8
Fingal	1820	202	1835	3857	311	12.4
South Dublin	2463	247	2484	5194	414	12.5
Kildare	1689	204	1689	3582	250	14.3
Meath	967	127	969	2063	186	11.1
Wicklow	766	166	776	1708	137	12.5
<b>ALL</b>	<b>15463</b>	<b>2297</b>	<b>15597</b>	<b>33357</b>	<b>2630</b>	<b>12.7</b>

Note: Outward trips are those with the trip origin 'home', return trips have 'home' as the destination, and intermediate trips have neither origin nor destination as 'home'

In addition to the trips over one mile shown in the table, trips less than one mile were recorded on Day 1 of the Travel Diary. These are shown below:

#### Day 1 Trips less than one mile

#### All trips including Day 1 Trips

Outward Trips	3,099	18,562
Intermediate Trips	528	2,825
Return Trips	2,984	18,581
<b>All Trips</b>	<b>6,611</b>	<b>39,968</b>

Age and gender demographics of respondents to the Travel Diary by each of the seven locations in the Greater Dublin Area are shown in the following table.

### Summary Demographics of Survey Sample

Survey Area	Number of diaries (people)	Gender (%)		Age Group (%)			
		Male	Female	Under 15	15-34	35-64	65+
Dublin CC	942	46	54	7	35	44	13
Dun Laoghaire/Rathdown	390	45	55	9	27	48	14
Fingal	311	46	54	7	36	49	7
South Dublin	414	43	57	7	38	47	7
Kildare	250	45	55	11	25	50	12
Meath	186	46	54	10	28	51	10
Wicklow	137	39	61	7	32	51	10
<b>ALL</b>	<b>2630</b>	<b>45</b>	<b>55</b>	<b>8</b>	<b>33</b>	<b>47</b>	<b>11</b>

## B.1 Travel Diary – Trips Over One Mile

### 1.1 Total Trips Over 1 Mile

A total of 33,357 trips over one mile were made by 2,630 respondents. Of these, 15,463 trips originated from home and 15,597 were trips returning home. Intermediate trips where home was neither the origin or the destination amounted to 2,297. Details of these trips by Region and time period are shown in Table 1 below.

**Table 1 - Sample Frame**

	Dublin		Mid East		Total
	March-May	June-July	March-May	June-July	
From Home	7575	4466	2470	952	15463
Intermediate	1130	670	337	160	2297
Returning Home	7634	4529	2470	964	15597
<b>All</b>	<b>16339</b>	<b>9665</b>	<b>5277</b>	<b>2076</b>	<b>33357</b>

Base: All respondents (2630) Trips over 1 mile

### 1.2 Trip Rates

For the whole database the number of trips made over 1 mile per person per week was 12.7 +/- 0.3 at the 95% Confidence Level (CL). Over the survey period, more trips were recorded during school term-time (21,616) than during the school holiday period (11,741). Trip rates for trips over 1 mile differed significantly at the 95% CL between school periods (13.3 +/- 0.4) and school holidays (11.7 +/- 0.5).

**Table 2 - Number of Trips over 1 mile per person per week**

	Number of Trips	%	Trips per person per week	
			Mean	N
March/April/May	21616	65	13.3 +/- 0.4	1628
June/July	11741	35	11.7 +/- 0.5	1002
<b>ALL</b>	<b>33357</b>		<b>12.7 +/-0.3</b>	<b>2630</b>

Base: All trips over a mile

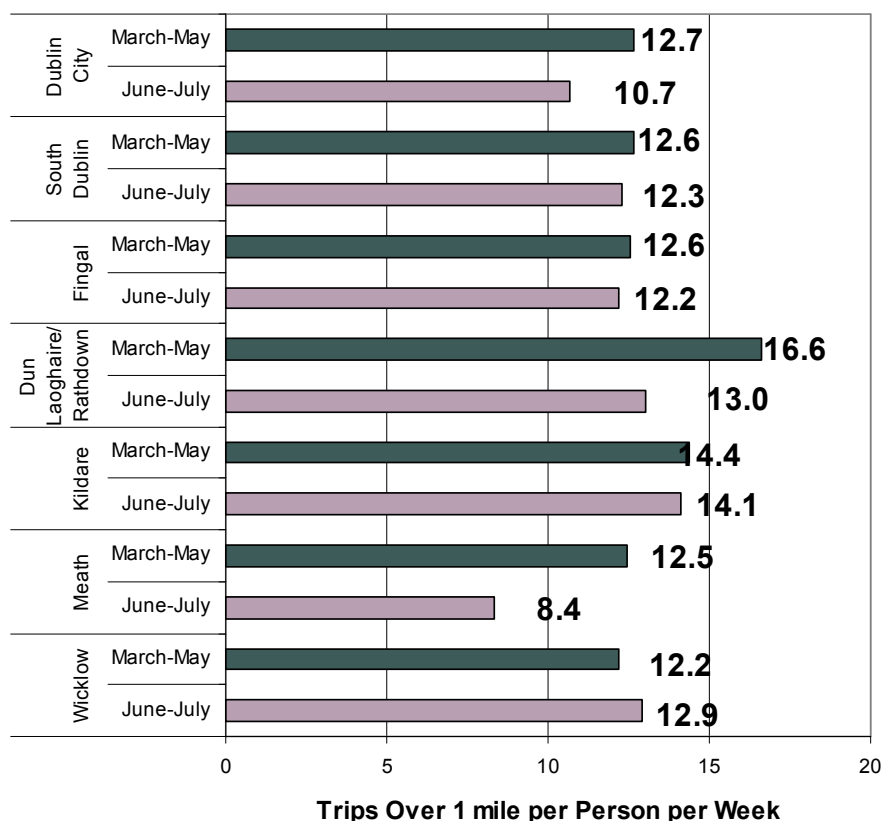
While the overall average of 12.7 shown above represents the 'Benchmark' for the survey, the actual average is higher when trips under 1 mile are included. On this basis the overall average is **15.2 trips**. The table overleaf shows the average number of trips per person per week by location, again based on all trips over 1 mile.

**Table 3 - Average Trips per Person per Week by Location**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	N
Dublin CC	12.7	564	10.7	378	11.9	942
Dun Laoghaire/Rathdown	16.6	194	13.0	196	14.8	390
Fingal	12.6	178	12.2	133	12.4	311
South Dublin	12.6	296	12.3	118	12.5	414
<b>ALL DUBLIN</b>	<b>13.3</b>	<b>1232</b>	<b>11.7</b>	<b>825</b>	<b>12.6</b>	<b>2057</b>
Kildare	14.4	190	14.1	60	14.3	250
Meath	12.5	124	8.4	62	11.1	186
Wicklow	12.2	82	12.9	55	12.5	137
<b>ALL MID EAST</b>	<b>13.3</b>	<b>396</b>	<b>11.7</b>	<b>177</b>	<b>12.8</b>	<b>573</b>
<b>ALL</b>	<b>13.3</b>	<b>1628</b>	<b>11.7</b>	<b>1002</b>	<b>12.7</b>	<b>2630</b>

Base: All trips over a mile

There were no significant differences at 95% CL between the Dublin and Mid East regions in trip rates. Looking at the individual locations within region, Dun Laoghaire/Rathdown had a significantly higher trip rate in school term (at the 95% CL) than other Dublin locations and this can be seen in Figure 1 below.

**Figure 1 – Average Trips per Person per Week by Location**

While there were no significant differences at the 95% CL in trip rates between genders, as the table below shows households with children had significantly higher trip rates than those without children.

Households without children made significantly more trips during March/April/May than during June/July.

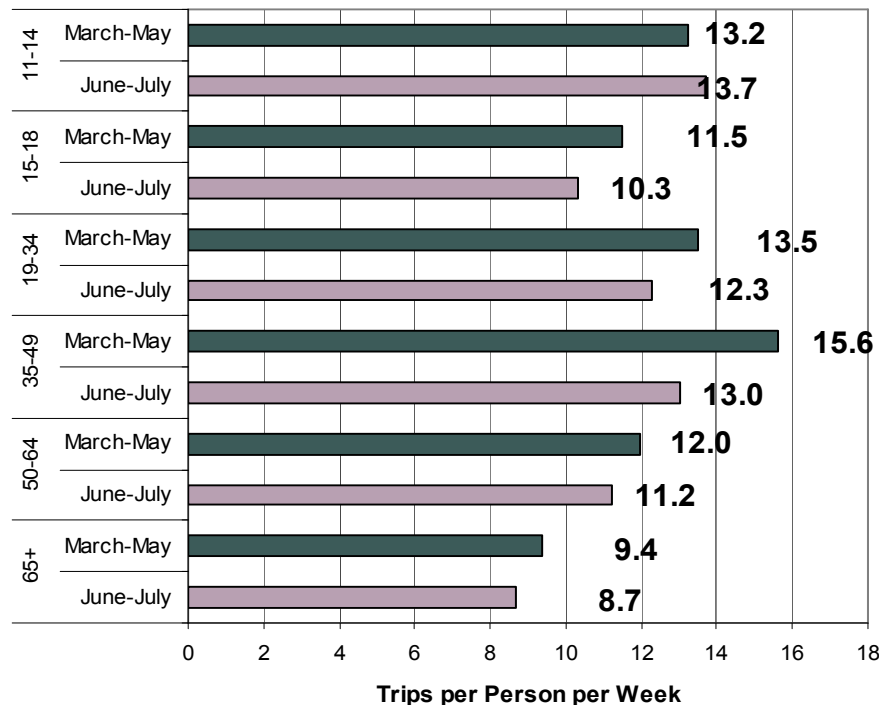
**Table 4 - Average Trips per Person per Week by Children in Household**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	Valid N
With Children	15.1 +/- 0.9	457	14.3 +/- 1.1	248	14.8 +/- 0.7	705
No Children	12.6 +/- 0.4	1171	10.9 +/- 0.5	754	11.9 +/- 0.3	1925
<b>ALL</b>	<b>13.3</b>	<b>1628</b>	<b>11.7</b>	<b>1002</b>	<b>12.7</b>	<b>2630</b>

Base: All trips over a mile

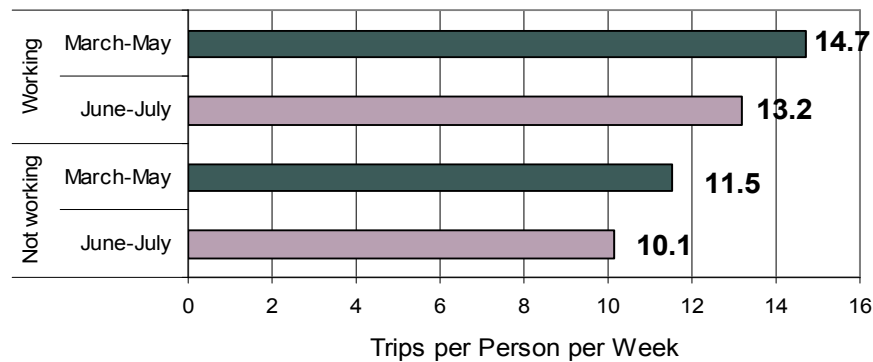
Looking at respondent age, those aged 35–49 years made significantly more trips than other respondents. Older (50+ years) and younger (15-18 years) respondents made fewer trips than other age groups, as shown in Figure 2 below.

**Figure 2 - Average Trips per Person per Week by Age**



Employment status also had an impact on trip rates, with those in employment making significantly more trips per week than those not at work (14.2 versus 11.0 trips). Respondents in both groups made, on average, more trips per week during school term time than during the school holiday period.

**Figure 3 - Average Trips per Person per Week by Employment Status**





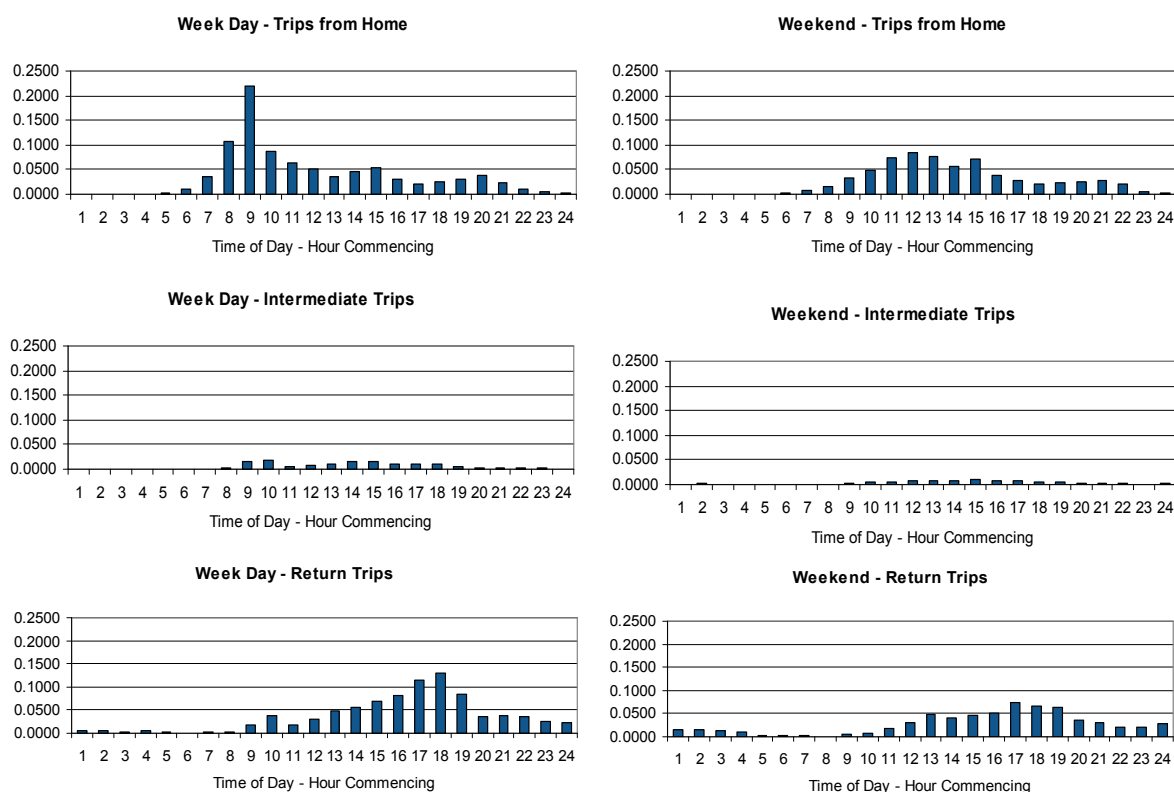
### 1.3 Time of Trips

Predictably, the peak hour for trips made from home on weekdays (Monday – Friday) was between 08.00 and 09.00. The peak hour for trips returning home during the week was between 17.00 and 18.00. In terms of the spread of the AM and PM peak periods, the morning peak was more pronounced and the evening peak was broader.

At the weekend, most trips from home were made midway through the day, peaking around late morning/lunchtime. For trips returning home, most were made later in the day.

Details of trip times by weekday and weekend are shown in Figure 4.

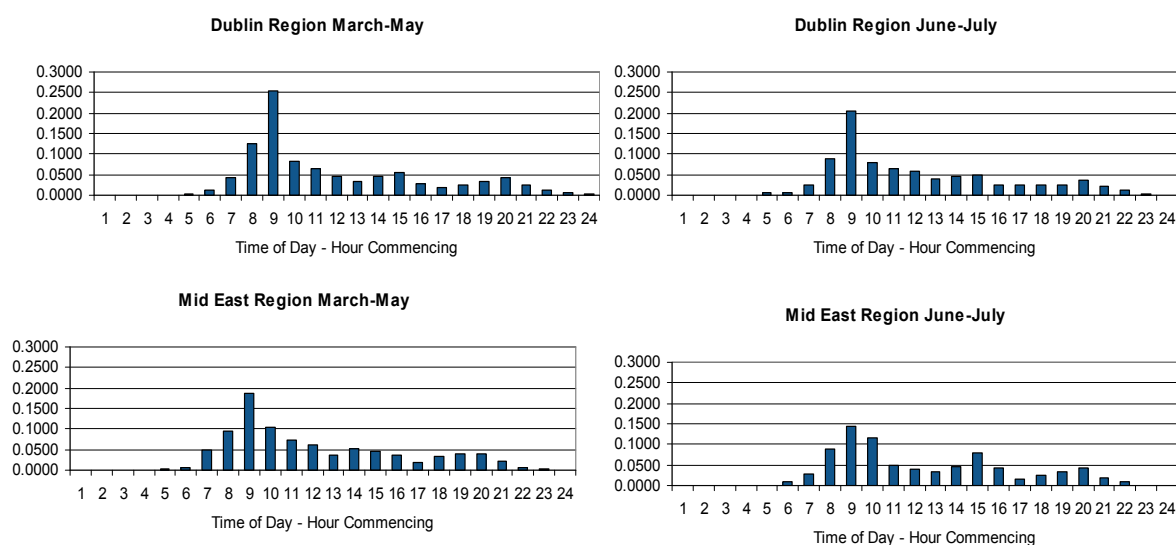
**Figure 4 – Time of Day Trips Made**



A review of trip times by month shows that during school term time (March – May) the AM peak is more pronounced than during the school holiday period (June/July).

On a regional basis, as Figure 5 below shows, morning peaks are more pronounced in the Dublin area than in the Mid East.

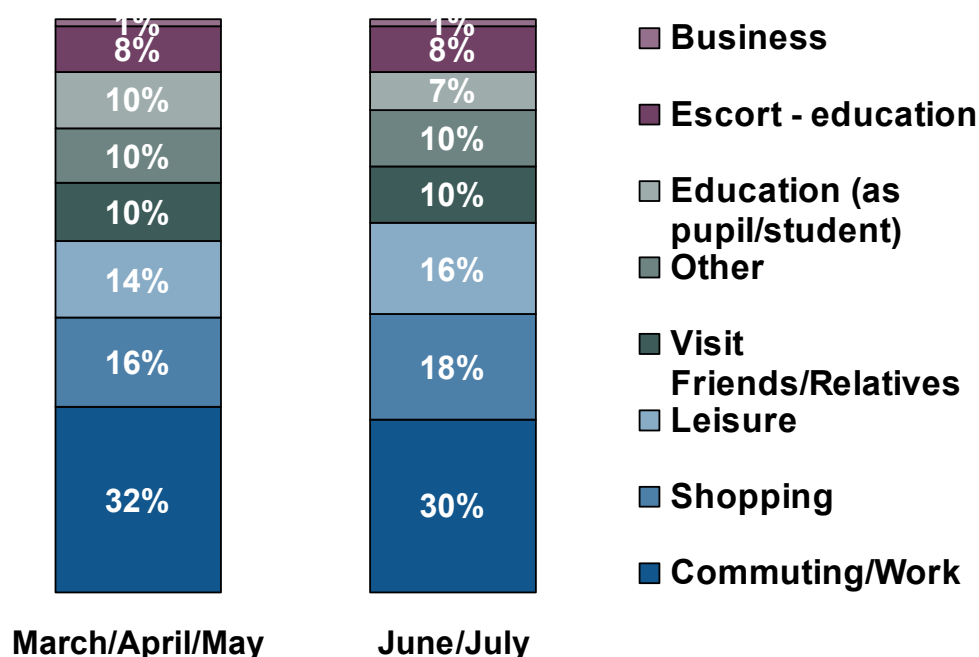
**Figure 5 – Time of Day Trips Made by Region**



## 1.4 Trip Purpose

Just under one third of all trips over 1 mile from home (all days) were journeys to work (commuting). Shopping was the next most common reason for making trips. The breakdown of journey purpose is shown in Figure 6 below.

**Figure 6 – Journey Purpose**



While there were no significant differences in trip purposes between school term-time and holiday time, it is important to note that excluding trips of less than 1 mile impacts on the proportion of education trips and reduces the differences in travel patterns between school term and holiday periods.

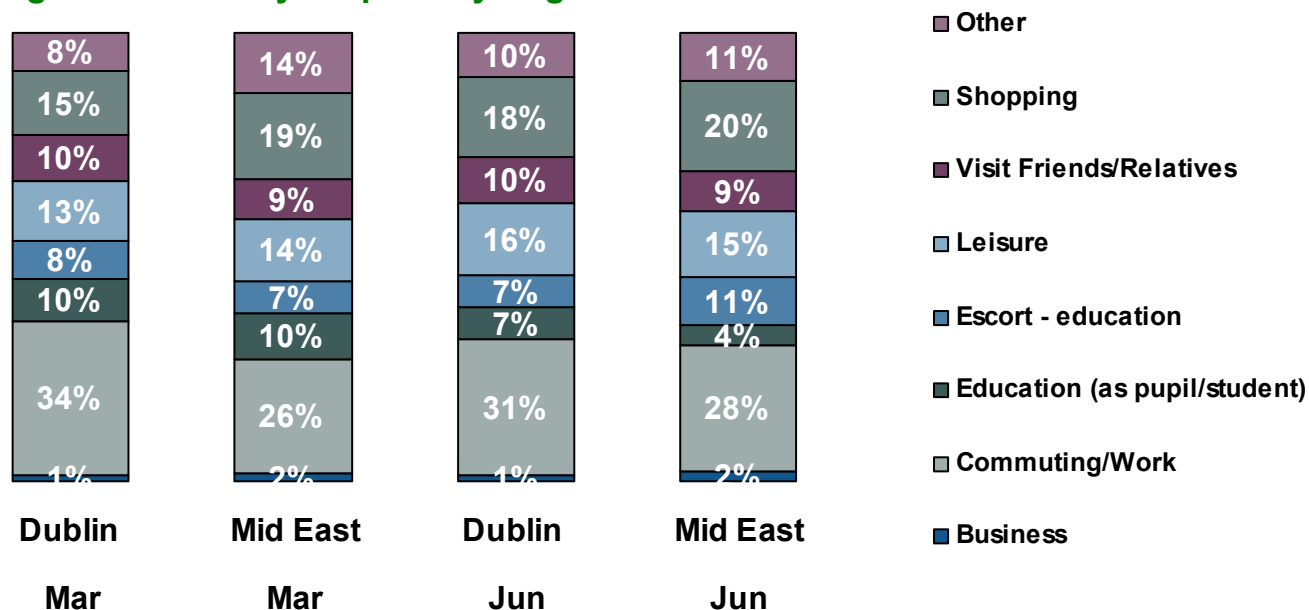
Leisure/other purposes which account for around one in every four trips made include a wide range of activities.

An analysis of trip purpose by region shows that the Mid East Region has a smaller proportion of work trips than Dublin. During school term-time respondents in the Dublin Region made significantly more trips commuting to work than those in the Mid East Region (34% versus 26%). The proportion of respondents in the Mid East Region making shopping trips was ahead of the Dublin Region during term time (19% versus 15%), but

this difference was less noted during June/July. In both regions, the proportion of leisure trips was higher in June/July than during school term time. In general, though, the differences in journey purpose between regions during the school holiday period were slight.

Figure 7 below illustrates journey propose by region over both time periods.

**Figure 7 - Journey Purpose by Region**



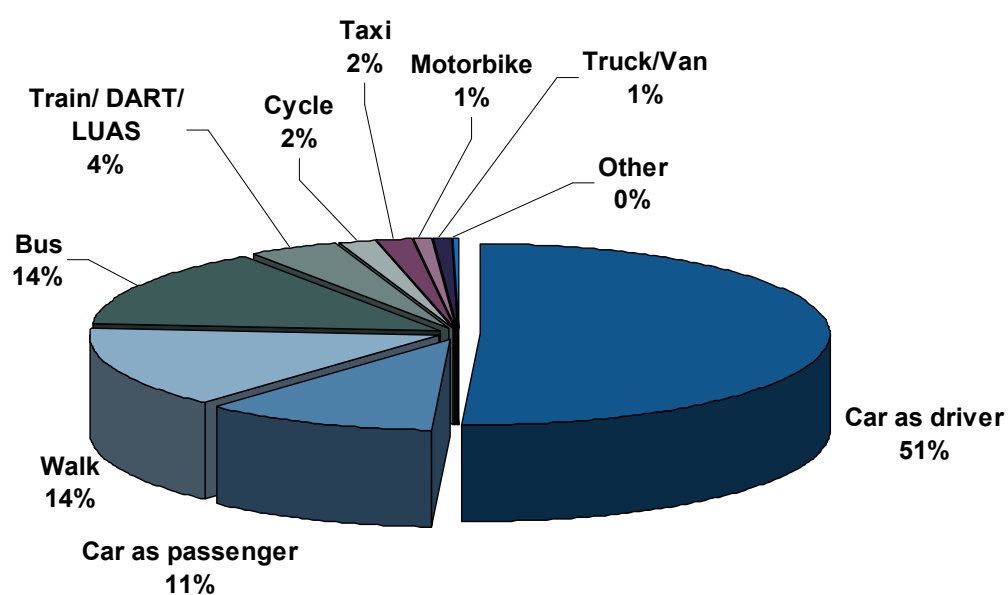
## 1.5 Mode Used

As Figure 8 below shows, for all trips over one mile just over three in every five respondents (62%) used a car as their main mode of transport (51% as a car driver and 11% as a car passenger).

Walking was the second most popular mode of transport, used by 14% of respondents.

Bus transport, used by 14% of respondents, was the most popular mode of public transport.

**Figure 8 – Main Mode of Transport Used**  
(all trips over one mile)

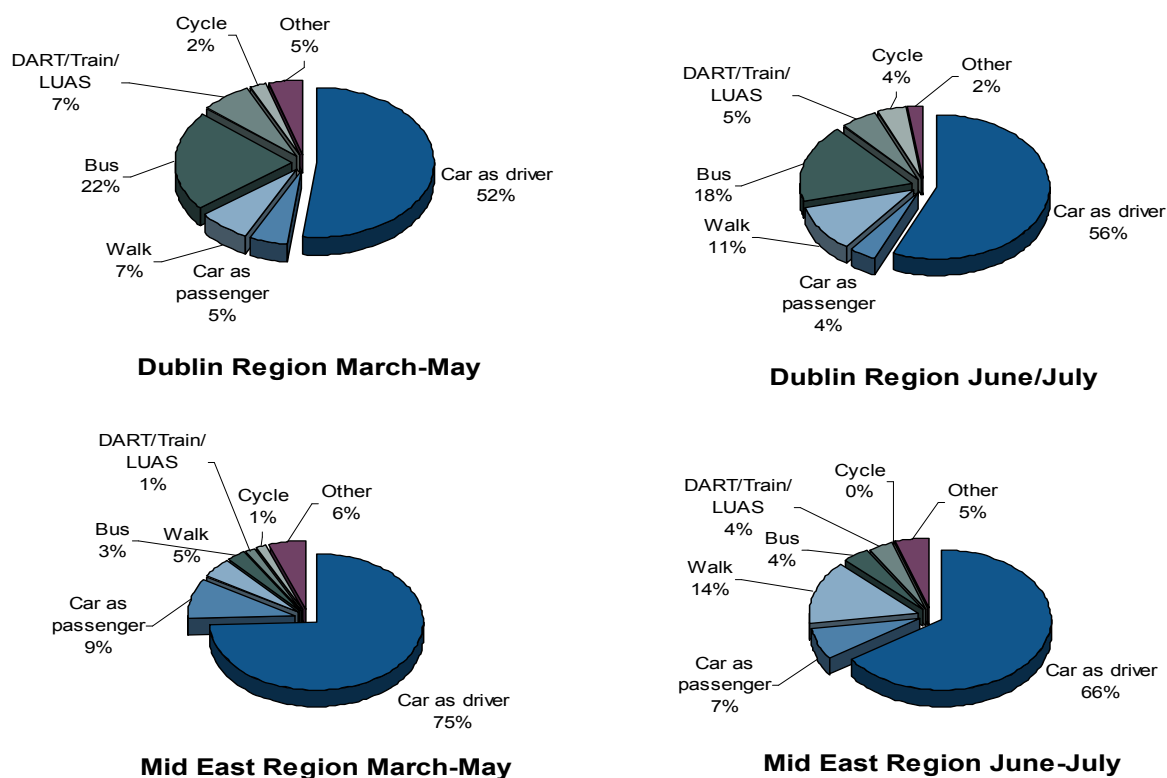


## 1.6 Mode Share

### *Trips to Work*

Focusing on modes of transport for trips to work, respondents living in the Mid East Region were significantly more likely to use car as their main mode of transport, particularly during school term-time, than were those living in Dublin (84% versus 57%). Conversely, in the March – May period, public transport was significantly more widely used in the Dublin Region than in the Mid East (29% versus 5%). In both regions, the proportion of walk trips increased in the June/July period.

**Figure 9 – Mode Share: Trips to Work by Region**



## Trips to Education

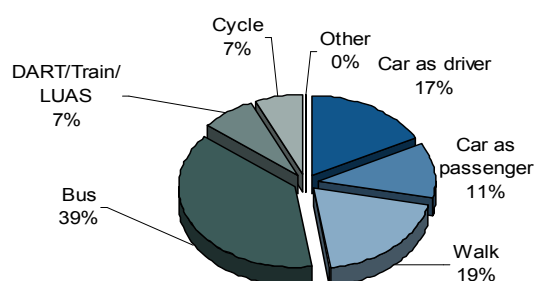
One in three trips to education of 1 mile or more were by bus, with an almost similar proportion by car, either as driver or passenger. Just over one in five trips were on foot.

The base of trips over 1 mile to education is relatively low (1,318 trips), and this is reflected in the number of trips across the survey periods by mode of transport. During March/April/May use of the bus in both regions was higher than during June/July and, as would be expected, the proportion of walk trips was higher during June/July than in the earlier months.

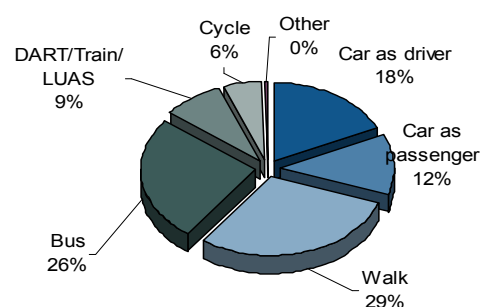
From analysis of Day 1 trips which include all trips of over 50 metres (see Section B2), the average education trip as a pupil or student is 3.7 miles and 2.3 miles where a pupil is escorted. For these purposes, trips under 1 mile represent 16.3% of 'Education as pupil/student' trips and 26.0% of 'Escort – education' trips.

**Figure 10 – Mode Share: Trips to Education by Region**

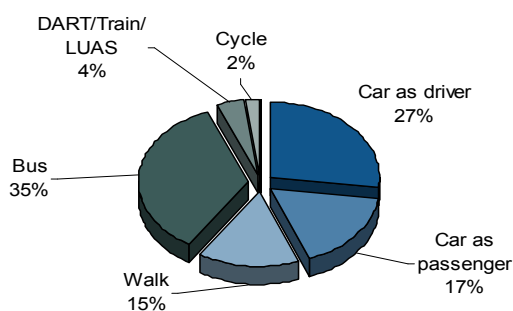
(Base: All trips over 1 mile)



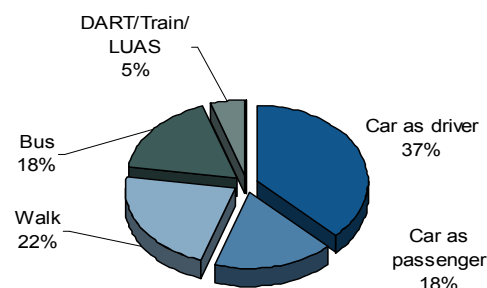
**Dublin Region March-May**



**Dublin Region June/July**



**Mid East Region March-May**



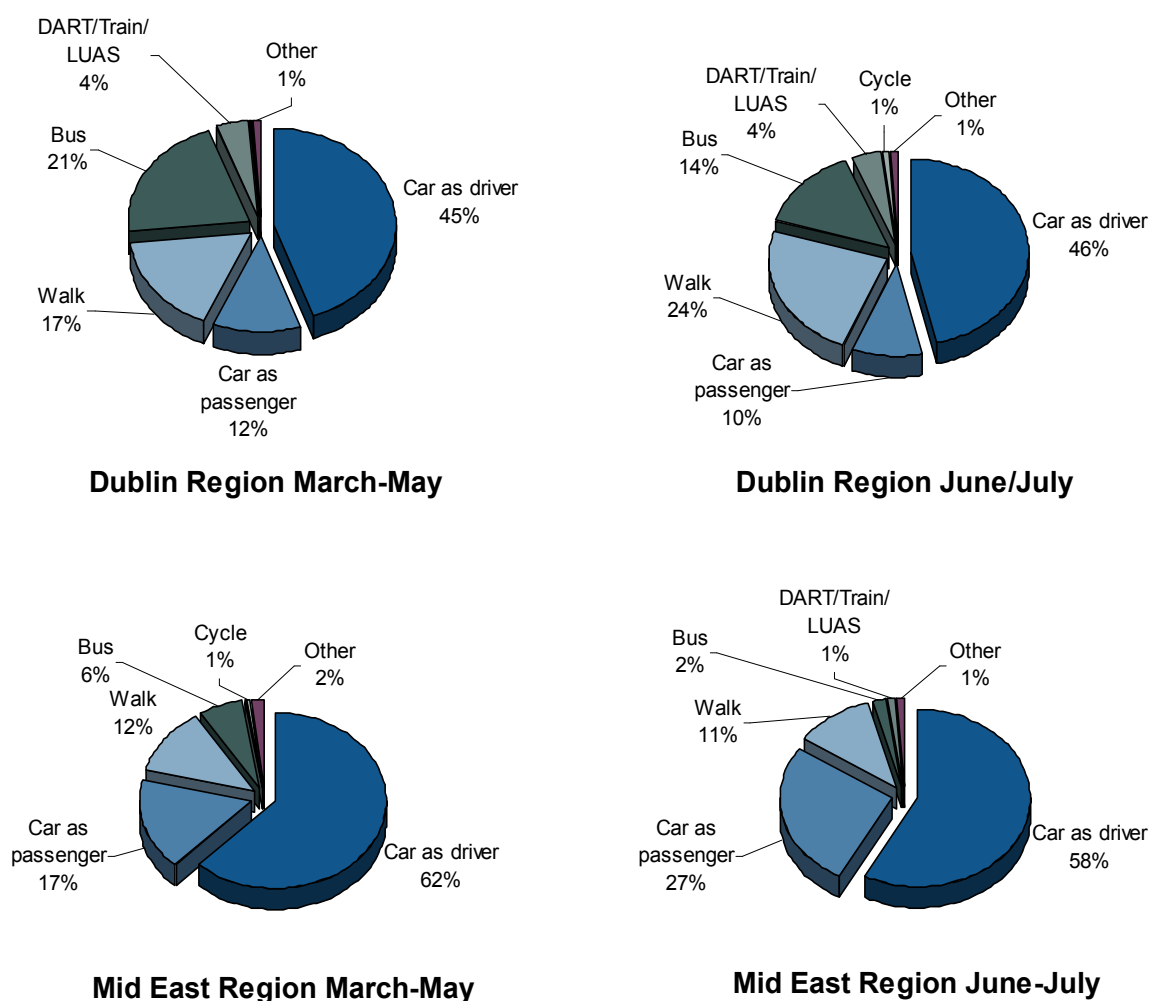
**Mid East Region June-July**

## Shopping Trips

In both regions the majority of respondents used car (either as driver or passenger) for shopping trips. During both survey periods, a higher proportion in the Mid East Region than in Dublin used car. For example, in the March/April/May period, 79% of respondents in the Mid East used a car for shopping trips compared to 56% of Dublin residents.

In the Dublin Region, the proportion of walk trips increased during the summer months, mostly at the expense of bus trips. For example, 21% used the bus and 17% walked from March to May, compared to 14% who used the bus and 24% who walked in June/July.

**Figure 11 – Mode Share: Shopping Trips by Region**





## 1.7 Trip Length

As the following table shows, average trip lengths (for journeys over 1 mile) were significantly higher in the Mid East Region than in Dublin (10.4 versus 5.7 miles). Within the Mid East there was also a variation in average trip length by time period, with a higher average trip length during June/July (12.2) than during March/April/May (9.7). However, this variation by time was not evident in Dublin, where average trip length was 5.7 miles in both time spans.

**Table 5 - Average Trip Length (miles) by Region**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	N
Dublin	5.7	15037	5.7	8929	5.7	23966
Mid East	9.7	4920	12.2	1763	10.4	6683
Valid Total	6.7	19957	6.8	10692	6.7	30649
Missing		1659		1049		2708
<b>ALL</b>		<b>21616</b>		<b>11741</b>		<b>33357</b>

Base: All trips over 1 mile

The table below shows average trip length by the individual locations.

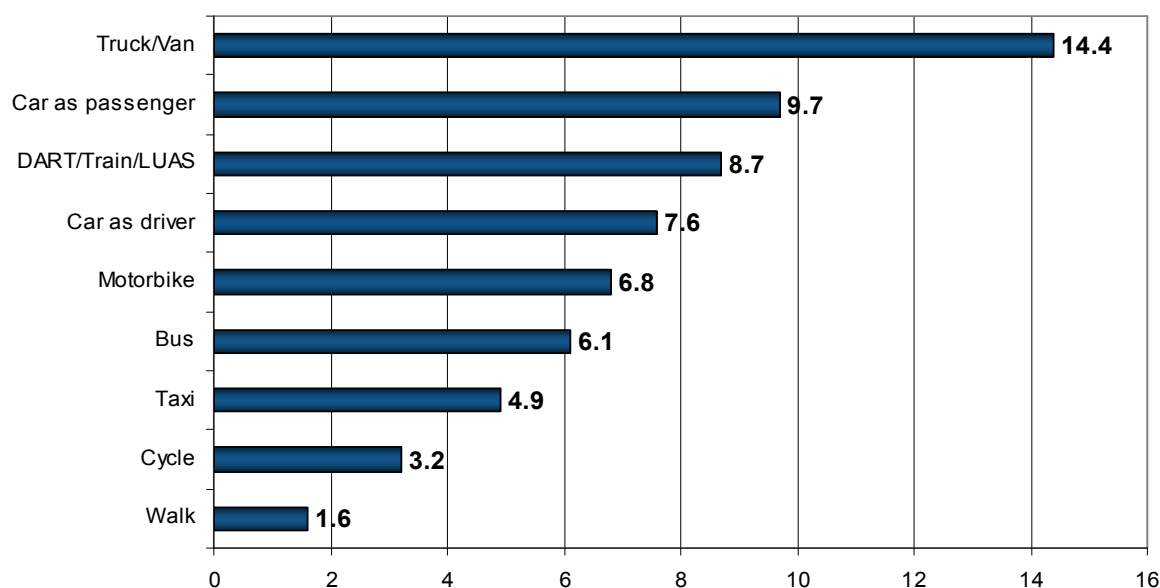
**Table 6 - Average Trip Length (miles) by Location**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	N
Dublin CC	5.2	6777	5.1	3774	5.1	10551
Dun Laoghaire/Rathdown	5.6	2918	6.0	2300	5.8	5218
Fingal	6.8	2054	7.1	1538	6.9	3592
South Dublin	6.4	3288	5.2	1317	6.0	4605
Kildare	10.3	2590	12.2	746	10.7	3336
Meath	8.0	1402	15.5	405	9.7	1807
Wicklow	10.5	928	10.1	612	10.3	1540
Valid Total	6.7	19957	6.7	10692	6.7	30649
Missing		1659		1049		2708
<b>ALL</b>		<b>21616</b>		<b>11741</b>		<b>33357</b>

Base: All trips over 1 mile

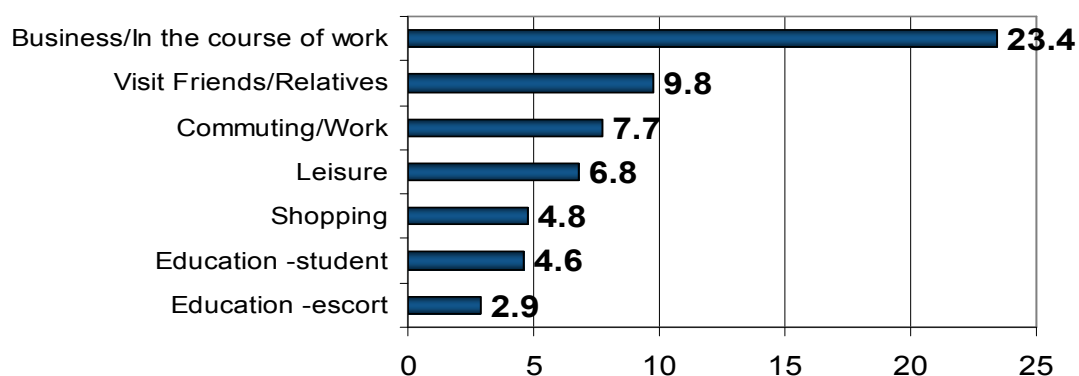
The longest trips were made by commercial vehicles such as trucks and vans, with an average trip length of over 14 miles, but these are relatively few in number. Trips made as a car passenger averaged almost 10 miles, but were somewhat lower at almost 8 miles for a car driver. Trips by DART/train/Luas averaged almost 9 miles, while bus journeys averaged just over 6 miles. Walking trips over 1 mile averaged 1.6 miles.

**Figure 12 - Average Trip Length (miles) by Mode**



Focusing on average trip length by journey purpose, the longest trips were those made on business during the course of work, although these are relatively few in number. The average commuting distance to work was 7.7 miles and average trip length to visit friends or relatives was just under 10 miles. The shortest average trip length was for escorting to education at 2.9 miles.

**Figure 13 - Average Trip Length (miles) by Purpose**



## B2. Day One Trips

This section of the report outlines details of trips made on the first day of the Travel Diary placement. On this day, respondents were requested to include all walks over 50 yards/metres, whereas for days 2 to 7 walking trips of less than half a mile were excluded. Data for start days was weighted in order to ensure even representation of Day 1 trips over all days of the week.

### 2.1 Total Day One Trips

Overall, a total of 6,611 trips were made on Day 1 by 2,630 respondents. The breakdown of these trips in terms of the number originating from and returning home, together with intermediate trips, is shown in the following table.

**Table 1 - Total Day 1 Trips**

All Days	Dublin		Mid East		Total
	March-May	June-July	March-May	June-July	
From Home	1407	992	507	191	3099
Intermediate	280	150	64	35	528
Returning Home	1356	955	493	180	2984
<b>All</b>	<b>3043</b>	<b>2097</b>	<b>1064</b>	<b>406</b>	<b>6611</b>

Base: Weighted Day 1 Trips

### 2.2 Trip Rates

Across the days of the week, the average number of trips per person on Day 1 was 2.51, with very little difference between the two time periods – March/April/ May (2.52) and June/July (2.49).

Trip rates also varied very little between Dublin and the Mid East. Though there were some differences between individual regions, notably in Dublin, as Table 2 overleaf shows, these were not significant at the 95%CL.

**Table 2 - Average Trips per Person per Day by Location**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	N
Dublin CC	2.6	564	2.5	378	2.6	942
Dun Laoghaire/Rathdown	3.6	194	2.8	196	3.2	390
Fingal	1.9	178	2.7	133	2.2	311
South Dublin	1.8	296	2.1	118	1.9	414
<b>ALL DUBLIN</b>	<b>2.5</b>	<b>1232</b>	<b>2.5</b>	<b>825</b>	<b>2.5</b>	<b>2057</b>
Kildare	3.1	190	2.3	60	2.9	250
Meath	2.6	124	1.8	62	2.3	186
Wicklow	2.0	82	2.8	55	2.3	137
<b>ALL MID EAST</b>	<b>2.7</b>	<b>396</b>	<b>2.3</b>	<b>177</b>	<b>2.6</b>	<b>573</b>
<b>ALL</b>	<b>2.5</b>	<b>1628</b>	<b>2.5</b>	<b>1002</b>	<b>2.5</b>	<b>2630</b>

Base: Weighted Day 1 Trips

While trip rates did not vary significantly between men and women, the presence of children in the household obviously had some bearing on trip taking. As Table 3 below illustrates, households with children showed significantly higher trip rates on Day 1 than those without children.

**Table 3 - Average Trips per Person per Day by Children in Household**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	Valid N
With Children	6.1	457	7.3	248	6.5	705
No Children	1.1	1171	0.9	754	1.0	1925
<b>ALL</b>	<b>2.5</b>	<b>1628</b>	<b>2.5</b>	<b>1002</b>	<b>2.5</b>	<b>2630</b>

Base: Weighted Day 1 Trips

In terms of respondent age, the highest Day 1 trip rates were recorded for those aged 35 – 49 years (2.8 trips) and the lowest for those over retirement age (2.0). Employment status also had an impact on trip rates, with a significantly higher trip rate for those in employment (2.7) compared to those not at work (2.3).

## 2.3 Journey Purpose

Tables 4 and 5 overleaf show the purpose of outward journeys made from home. Data is shown separately for weekdays and the weekend. On weekdays, approaching one in every three trips (30%) were for commuting purposes and over one in five (22%) were in connection with education. Predictably, the proportion of trips for education purposes was significantly higher in the March/April/May period (24%) than in June/July (19%).

Shopping was the next most widely mentioned purpose in both time periods and over the survey period as a whole (19%).

**Table 4 - Journey Purpose (Outward Journey) Weekdays**

	March/April/May		June/July		Total	
	N	%	N	%	N	%
Business/In the course of work	10	0.7%	17	1.9%	28	1.2%
Commuting/Work - usual place of work	431	29.3%	285	32.0%	715	<b>30.3%</b>
Education -(as pupil/student)	188	12.8%	78	8.7%	265	<b>11.2%</b>
Escort - education	160	10.9%	91	10.3%	251	<b>10.6%</b>
Leisure	171	11.6%	99	11.1%	270	11.4%
Visit Friends/Relatives	112	7.6%	64	7.2%	176	7.4%
Shopping	267	18.2%	186	20.9%	453	<b>19.2%</b>
Other	133	9.0%	70	7.9%	203	8.6%
Valid Total	1471	100.0%	890	100.0%	2361	100.0%
Missing	16		13		29	
<b>ALL</b>	1487		903	100	2390	101

Base: Weighted Day 1 Trips from home

As would be expected, journey purposes were quite different at the weekend, with the emphasis primarily on leisure and shopping, each accounting for around 30% of trips. Visits to friends/relatives were also important (18%), but commuting trips for work purposes were obviously much less in evidence.

**Table 5 - Journey Purpose (Outward Journey) Weekends**

	March/April/May		June/July		Total	
	N	%	N	%	N	%
Business/In the course of work	2	0.5%	2	0.7%	4	0.6%
Commuting/Work - usual place of work	29	6.8%	24	8.6%	52	7.5%
Education (as pupil/student)	4	0.9%	0	0.0%	4	0.6%
Escort - education	2	0.5%	0	0.0%	2	0.3%
Leisure	138	32.6%	71	25.7%	209	29.9%
Visit Friends/Relatives	86	20.3%	41	15.0%	127	18.2%
Shopping	109	25.6%	100	36.1%	208	29.8%
Other	54	12.8%	39	13.9%	93	13.3%
Valid Total	423.77	100.0%	276.54	100.0%	700.31	100.0%
Missing	4		4		8	
<b>ALL</b>	428		280		708	

Base: Weighted Day 1 Trips from home

## 2.3 Mode Share

On Day 1 over half of respondents used a car as their main mode of transport (44% as car driver and 9% as car passenger). Walking was the second main mode of transport, used by just over one quarter of respondents overall (26%), with a slightly higher proportion adopting this mode during the summer months than in the March – May period (28% versus 25%). Of the various modes of public transport, bus was the most widely used (12%).

Some differences in mode share were noted between weekdays and the weekend. For instance, at the weekends, people were more likely to walk and car share for their trips than during the week. Likewise, the proportion using car as driver was lower than during the week and bus trips were also less in evidence.

**Table 6 - Main Mode of Transport Used – Outward Trips**

Main Mode Used	Weekday		Weekend		Total	
	Count	Col %	Count	Col %	Count	Col %
Car as driver	1090	45.7%	270	38.1%	1359	43.9%
Car as passenger	174	7.3%	120	16.9%	294	9.5%
Walk	611	25.6%	204	28.9%	816	26.4%
Bus	314	13.2%	65	9.2%	379	12.3%
DART/Train/LUAS	96	4.0%	38	5.3%	133	4.3%
Cycle	40	1.7%	6	0.8%	46	1.5%
Taxi	21	0.9%	6	0.8%	27	0.9%
Motorbike	13	0.5%	0	0.0%	13	0.4%
Truck/Van	16	0.7%	0	0.0%	16	0.5%
Other	12	0.5%	0	0.0%	12	0.4%
<b>Valid Total</b>	<b>2387</b>	<b>100.0%</b>	<b>708</b>	<b>100.0%</b>	<b>3095</b>	<b>100.0%</b>
Missing	4		0		4	
<b>Total</b>	<b>2390</b>		<b>708</b>		<b>3099</b>	

Base: Weighted Day 1 Trips from home

Table 7 overleaf sets out the main mode of transport used by journey purpose on Day 1. This shows that car as driver is used for over half of commuting trips to work (56%) and for over seven in ten trips escorting children to school (71%). A third of those going to education walk and almost three in ten (29%) use the bus (covering all age groups in education). For weekday shopping trips, walking is slightly ahead of car as driver (40% versus 37%) but at the weekends use of the car, either as driver or passenger, for shopping trips is considerably ahead of walking (57% versus 32%).

Table 7 – Main Mode of Transport Used by Journey Purpose– Outward Trips

		Journey Purpose									
		Business/ In the course of work	Commuting/ Work – usual place of work	Education – as pupil/ student	Escort – education	Leisure	Visit Friends /Relatives	Shoppin g	Other	Missing	Total
Weekday											
Main Mode Used	Car as driver	68.7%	56.4%	15.9%	71.2%	40.6%	27.8%	37.0%	54.8%	37.5%	45.7%
	Car as passenger	0.0%	3.4%	13.9%	0.6%	11.7%	15.0%	7.9%	7.1%	12.7%	7.3%
	Walk	10.2%	12.3%	33.5%	27.1%	34.3%	20.5%	39.9%	23.1%	26.9%	25.6%
	Bus	6.6%	16.9%	29.1%	0.3%	5.2%	20.7%	10.0%	5.9%	18.7%	13.2%
	DART/Train/LUAS	8.8%	5.0%	5.5%	0.1%	4.0%	7.5%	2.9%	2.8%	0.0%	4.0%
	Cycle	0.0%	2.8%	1.7%	0.0%	1.6%	3.6%	0.6%	0.5%	4.1%	1.7%
	Taxi	0.0%	0.0%	0.0%	0.0%	1.4%	4.9%	0.4%	3.4%	0.0%	0.9%
	Motorbike	0.0%	1.0%	0.4%	0.0%	0.6%	0.0%	0.3%	0.7%	0.0%	0.5%
	Truck/Van	4.4%	1.6%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.7%
	Other	1.3%	0.5%	0.0%	0.6%	0.5%	0.0%	0.4%	1.6%	0.0%	0.5%
	Valid Total	28	715	265	249	270	176	453	203	29	2387
	Missing	0	1		3				0		4
Total		28	715	265	251	270	176	453	203	29	2390
Weekend											
Main Mode Used	Car as driver	100.0%	47.2%	50.0%	100.0%	25.5%	42.6%	37.9%	45.7%	100.0%	38.1%
	Car as passenger	0.0%	3.8%	0.0%	0.0%	14.6%	22.5%	19.0%	20.2%	0.0%	16.9%
	Walk	0.0%	18.9%	0.0%	0.0%	42.0%	14.0%	31.8%	24.5%	0.0%	28.9%
	Bus	0.0%	18.9%	0.0%	0.0%	9.9%	14.0%	7.1%	2.1%	0.0%	9.2%
	DART/Train/LUAS	0.0%	7.5%	0.0%	0.0%	6.1%	7.0%	3.3%	5.3%	0.0%	5.3%
	Cycle	0.0%	3.8%	50.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.8%
	Taxi	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.1%	0.0%	0.8%
	Valid Total	4	52	4	2	209	127	208	93	8	708
Missing	0	0	0	0	0	0	0	0	0	0	
Total		4	52	4	2	209	127	208	93	8	708

Base: Weighted Day 1 Trips from home

As Table 8 below shows, those living in the Mid East Region were significantly more likely than those living in Dublin to use car as their main mode of transport for Day 1 work trips (78% versus 54%). In contrast, public transport was much more widely used in Dublin than in the Mid East for commuting trips (26% versus 5%).

**Table 8 - Mode Share: Trips to Work by Region**

	Dublin		Mid East		Total	
	N	%	N	%	N	%
Car as driver	316	51.6%	112	72.5%	428	55.8%
Car as passenger	17	2.8%	9	5.9%	26	3.4%
Walk	81	13.1%	17	11.2%	98	12.8%
Bus	125	20.3%	6	4.1%	131	17.1%
DART/Train/LUAS	38	6.2%	2	1.0%	39	5.1%
Cycle	20	3.3%	2	1.2%	22	2.9%
Taxi	0	0.0%	0	0.0%	0	0.0%
Motorbike	7	1.1%	0	0.2%	7	1.0%
Truck/Van	8	1.3%	4	2.6%	12	1.5%
Other	2	0.3%	2	1.2%	4	0.5%
<b>Valid Total</b>	<b>613</b>	<b>100.0%</b>	<b>154</b>	<b>100.0%</b>	<b>767</b>	<b>100.0%</b>
Missing	0		0		1	
<b>ALL</b>	<b>613</b>		<b>154</b>		<b>768</b>	

Base: Weighted Day 1 Commuting Trips to Work from home

## 2.4 Trip Length

On Day 1, the overall average trip length was 5.4 miles, but this varied substantially between the two regions, with the Mid East average much higher than Dublin (8.2 versus 4.6 miles).

**Table 9 - Average Trip Length (miles) by Location**

	March/April/May		June/July		Total	
	Mean	N	Mean	N	Mean	N
Dublin CC	4.3	N=1428	3.0	N=887	3.8	N=2315
Dun Laoghaire/Rathdown	4.6	N=645	4.1	N=514	4.3	N=1159
Fingal	5.8	N=302	10.6	N=344	8.3	N=646
South Dublin	4.4	N=489	3.8	N=238	4.2	N=727
<b>Dublin Region</b>	<b>4.5</b>	<b>2864</b>	<b>4.7</b>	<b>1983</b>	<b>4.6</b>	<b>4847</b>
Kildare	8.3	N=551	11.8	N=117	8.9	N=668
Meath	5.4	N=304	15.8	N=102	8.0	N=406
Wicklow	7.2	N=145	6.8	N=134	7.0	N=280
<b>Mid East Region</b>	<b>7.3</b>	<b>1000</b>	<b>11.1</b>	<b>353</b>	<b>8.2</b>	<b>1354</b>
<b>Valid Total</b>	<b>5.2</b>	<b>N=3864</b>	<b>5.6</b>	<b>N=2337</b>	<b>5.4</b>	<b>N=6201</b>
Missing		244		166		410
<b>ALL</b>		<b>4108</b>		<b>2503</b>		<b>6611</b>

Base: Weighted Day 1 Trips



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Across the various locations, the highest average trip length was recorded for Fingal (8.3 miles) in the Dublin Region, while Kildare residents clocked up the highest average (8.9 miles) in the Mid East Region.

Focusing on Day 1 average trip length by mode used and by day type (Table 10 overleaf), trips at the weekend were typically 2 – 3 miles longer than those on weekdays, a pattern which was evident over both time periods in the survey. Journeys by car as driver averaged around 7 miles, while car as passenger was somewhat longer at almost 10 miles. The overall average for walk trips was 1 mile, with no variation in this length between weekdays and the weekend. The overall average length for bus trips was almost 6 miles while trips by train/DART/Luas were somewhat longer at almost 8 miles.

Table 11 overleaf shows average trip lengths by journey purpose. The average length of commuting trips was almost 7 miles. Those escorting to education average around 2 miles, while those travelling themselves to education had a somewhat longer average trip length at almost 4 miles. The average shopping trip was 3.8 miles. Trips for the purpose of visiting friends/relatives were amongst the longest with an average length of 8.6 miles.

**Table 10 – Average Trip Length (miles) by Mode**

	March-May			June-July			Total	
	Weekday		Weekend	Weekday		Weekend	Mean	Valid N
	Mean	Valid N	Trip Mileage	Mean	Valid N	Trip Mileage		
Car as driver	5.9	N=1376	9.2	6.2	N=857	12.7	6.8	N=2769
Car as passenger	5.2	N=244	12.2	13.0	N=98	15.9	9.8	N=586
Walk	1.0	N=773	1.0	1.0	N=488	1.0	1.0	N=1691
Bus	6.1	N=374	3.2	5.7	N=214	4.8	5.7	N=700
DART/Train/LUAS	8.6	N=101	4.2	8.2	N=66	7.8	7.8	N=228
Cycle	2.4	N=40	2.8	3.2	N=33	4.0	2.8	N=85
Taxi	4.6	N=27	5.6	3.5	N=15	13.3	5.6	N=57
Motorbike	4.6	N=19	.	5.9	N=7	.	4.9	N=26
Truck/Van	12.6	N=20	.	4.7	N=11	.	9.8	N=32
Other	10.5	N=22	.	.	N=0	.	10.5	N=22
<b>Total</b>	<b>4.7</b>	<b>N=3001</b>	<b>7.0</b>	<b>5.1</b>	<b>N=1790</b>	<b>7.5</b>	<b>5.4</b>	<b>N=6201</b>

Base: Weighted Day 1 Trips

**Table 11 – Average Trip Length (miles) by Journey Purpose**

	March-May			June-July			Total	
	Weekday		Weekend	Weekday		Weekend		
	Trip Mileage	Valid N	Mean	Trip Mileage	Valid N	Trip Mileage	Mean	Valid N
Business/In the course of work	12.0	N=22	7.0	N=2	N=25	20.0	12.9	N=52
Commuting/Work – usual place of work	7.0	N=473	8.5	N=34	N=302	6.9	6.9	N=832
Education – as pupil/student	3.5	N=204	17.5	N=4	N=74	.	3.7	N=283
Escort – education	2.0	N=180	4.0	N=4	N=103	.	2.3	N=287
Leisure	4.1	N=193	2.5	N=155	N=111	4.3	4.2	N=536
Visit Friends/Relatives	5.7	N=128	16.3	N=111	N=78	5.6	8.6	N=364
Shopping	2.9	N=320	7.7	N=124	N=203	3.4	3.8	N=757
Other	5.3	N=158	3.8	N=64	N=98	11.0	5.3	N=357
Returning Home	4.7	N=1296	6.3	N=363	N=776	10.3	5.4	N=2677
Missing	4.4	N=27	6.0	N=2	N=20	3.3	9.7	N=57
<b>Total</b>	<b>4.7</b>	<b>N=3001</b>	<b>7.0</b>	<b>N=862</b>	<b>N=1790</b>	<b>7.5</b>	<b>5.4</b>	<b>N=6201</b>

Base: Weighted Day 1 Trips

## Appendices

# Household Questionnaire

## Greater Dublin Area Transport Survey

© Millward Brown IMS : February 2006

Questionnaire No. \_\_\_\_\_

41105033

(1-8) Good morning/afternoon. I am ..... from Millward Brown Irish Marketing Surveys.

We are carrying out a survey about transport issues in the Greater Dublin Area i.e. Dublin, (9) (10) (11) (12) Kildare, Meath and Wicklow and I would be grateful for your help in answering some questions

### Pre Interview Information

<b>FULL NAME:</b> (Block Capitals)	Mr./Mrs/Ms
<b>FULL ADDRESS:</b> (Block Capitals)	

**CARD 1**  
Col 13/(1)

<p><b>• PHONE IN HOUSEHOLD:</b></p> <p>No ..... (14) 1</p> <p>Yes (Code &amp; Specify -Tel. No.) ..... (14) 2</p> <div style="border: 1px solid black; width: 150px; height: 20px; margin: 5px 0;"></div> <p><b>• SEX:</b></p> <p>Male ..... (15) 1</p> <p>Female ..... (15) 2</p> <p><b>• MARITAL STATUS:</b></p> <p>Married ..... (16) 1</p> <p>Cohabiting ..... (16) 2</p> <p>Single ..... (16) 3</p> <p>Widowed/Divorced/Separated ..... (16) 4</p> <p><b>• WHETHER RESPONDENT WORKING:</b></p> <p>At work full time ..... (17) 1</p> <p>At work part time ..... (17) 2</p> <p>Unemployed ..... (17) 3</p> <p>Student ..... (17) 4</p> <p>Engaged in home duties ..... (17) 5</p> <p>Retired ..... (17) 6</p> <p>Other ..... (17) 7</p> <p><b>• RESPONDENT IS:</b></p> <p>Chief Income Earner ..... (18) 1</p> <p>Not Chief Income Earner ..... (18) 2</p> <p><b>• OCCUPATION OF CHIEF INCOME EARNER:</b></p> <p>Record full job details:</p> <div style="border: 1px solid black; width: 150px; height: 20px; margin: 5px 0;"></div> <p>If Manager/Self Employed State No. of Employees. Specify Qualifications/ Training.</p> <div style="border: 1px solid black; width: 150px; height: 20px; margin: 5px 0;"></div> <p>If <b>FARMER</b>, state no. of acres:</p> <div style="border: 1px solid black; width: 150px; height: 20px; margin: 5px 0;"></div> <p><b>• CLASS:</b></p> <p>A ..... (19) 1</p> <p>B ..... (19) 2</p> <p>C1 ..... (19) 3</p> <p>C2 ..... (19) 4</p> <p>D ..... (19) 5</p> <p>E ..... (19) 6</p> <p>F50+ ..... (19) 7</p> <p>F50- ..... (19) 8</p>	<p><b>• AGE:</b> (State exact and code)</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> </div> <p style="text-align: center;">(20) (21)</p> <p>15 ..... (22) 1</p> <p>16-17 ..... (22) 2</p> <p>18 ..... (22) 3</p> <p>19-24 ..... (22) 4</p> <p>25-29 ..... (22) 5</p> <p>30-34 ..... (22) 6</p> <p>35-39 ..... (22) 7</p> <p>40-44 ..... (22) 8</p> <p>45-49 ..... (22) 9</p> <p>50-54 ..... (23) 1</p> <p>55-59 ..... (23) 2</p> <p>60-64 ..... (23) 3</p> <p>65+ ..... (23) 4</p> <p><b>• HOUSEHOLD COMPOSITION x AGE:</b> Write number in each age group in household Including Respondent, All Adults &amp; All Children</p> <p>Aged 0 - 1 years ..... (24) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 1 - 2 years ..... (25) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 3 - 5 years ..... (26) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 6 - 10 years ..... (27) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 11 - 14 years ..... (28) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 15 - 17 years ..... (29) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p> <p>Aged 18 and over ..... (30) <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div></p>	<p><b>• DATE OF INTERVIEW:</b></p> <p>e.g. 5<sup>th</sup> of April</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> </div> <p style="text-align: center;">DATE</p> <p style="text-align: center;">(31) (32) (33) (34)</p> <p><b>• LENGTH OF INTERVIEW:</b></p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> </div> <p style="text-align: center;">(35) (36)</p> <p><b>WRITE IN MINUTES</b></p> <p><b>• RESPONDENT WILLING TO BE RE-INTERVIEWED:</b></p> <p>Yes ..... (37) 1</p> <p>No ..... (37) 2</p> <p><b>• HOUSEHOLD TENURE....</b></p> <p>Rented ..... (38) 1</p> <p>Owner ..... (38) 2</p> <p>Living with parents ..... (38) 3</p> <p>Other ..... (38) 4</p> <p><b>■ How long have you lived at this address? e.g. 4 years</b></p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> </div> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 50px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 50px; height: 20px;"></div> </div> <p style="text-align: center;">(39) (40)</p> <p><b>■ Home Type:</b></p> <p>Detached house ..... (41) 1</p> <p>Semi Detached house ..... (41) 2</p> <p>Terraced House ..... (41) 3</p> <p>Apartment/flat ..... (41) 4</p> <p>Other ..... (41) 5</p> <p><i>(Note: 'house' includes bungalows)</i></p>
<p><b>* CHIEF INCOME EARNER QUESTION:</b></p> <p>Which member of your household would you say is the <b>Chief Income Earner</b> - that is the person with the <b>largest income</b> whether from employment, pensions, state benefits, investments or any other source. If "EQUAL INCOME" relate to <b>OLDEST</b>.</p> <p><b>* SIGNATURE OF INTERVIEWER</b></p> <div style="border: 1px solid black; width: 350px; height: 40px; margin-top: 10px;"></div> <p><b>OUO - Quality Control:</b></p> <p>Phone ..... 1      Post ..... 2      Personal ..... 3</p>		<p><b>Checked by Interviewer:</b></p> <p><b>Edited/Coded:</b></p> <p style="text-align: center;"><b>* ASSIGNMENT NUMBER</b></p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> </div> <p style="text-align: center;">(42) (43) (44) (45) (46)</p> <p><b>INTERVIEWER NO:</b></p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px;"></div> </div> <p style="text-align: center;">(47) (48) (49) (50)</p>

Checked by:

## Section A: Licences and Ownership

CARD TWO  
Col 13/(2)

Q.1 Do you hold a driving licence valid in Ireland either to drive a car or to drive a motorcycle, scooter, or moped?

- Mopeds (M) .....1
  - Motorcycle (A1 or A) .....2
  - Car (B) .....3
  - Both Car and Motorcycle (B & A1 and / or A) ...4
- 
- None of these .....5

Go to.Q.2

- Go to Q.3

(14)

Q.2a Is this a.....

- Full licence ..... 1
- Provisional licence ..... 2

(15)

Q.2b How many people in the household **other than yourself** hold a driving licence valid in Ireland either to drive a car or to drive a motorcycle, scooter or moped?

- One ..... 1
- Two..... 2
- Three..... 3
- Four ..... 4
- Five +..... 5
- None ..... 6

(16)

Q.3 **ASK ALL**  
How many cars/vans are available for this household?  
**RECORD NUMBER**  
**IF NONE RECORD 0 AND GO TO SECTION B. Q.5**

(17)

Q.4 How many of those are company owned cars/vans?  
**RECORD NUMBER**  
**IF NONE RECORD 0**

(18)

CONTINUE TO SECTION B – Q.5

## Section B: Attitudinal Section – To be completed by all respondents

**NOW I WOULD LIKE TO ASK YOU ABOUT VARIOUS METHODS OF TRANSPORT IN GENERAL. NOT ALL OF THESE ARE CURRENTLY AVAILABLE IN YOUR AREA BUT I AM INTERESTED IN YOUR PERCEPTIONS OF THESE METHODS OF TRAVEL.**

**SHOWCARD "A": Bus, Car, Luas, DART, Train, Walking, Motorbike, Bicycle.**

Q.5 Which of these, if any is.....? Any others? **CODE ALL THAT APPLY**

<b><u>N.B. READ OUT</u></b>									
<b><u>TICK START &amp; ROTATE ↓</u></b>	<b>Bus</b>	<b>Car</b>	<b>Luas</b>	<b>Dart/ Train</b>	<b>Walking</b>	<b>Motorbike</b>	<b>Bicycle</b>	<b>None of these</b>	
<input type="checkbox"/> Reasonably priced .....	1	2	3	4	5	6	7	8	(19)
<input type="checkbox"/> Good for the environment .....	1	2	3	4	5	6	7	8	(20)
<input type="checkbox"/> Clean.....	1	2	3	4	5	6	7	8	(21)
<input type="checkbox"/> For young people.....	1	2	3	4	5	6	7	8	(22)
<input type="checkbox"/> For old people.....	1	2	3	4	5	6	7	8	(23)
<input type="checkbox"/> For people with no other choice.....	1	2	3	4	5	6	7	8	(24)
<input type="checkbox"/> Healthy .....	1	2	3	4	5	6	7	8	(25)
<input type="checkbox"/> Comfortable.....	1	2	3	4	5	6	7	8	(26)
<input type="checkbox"/> Fast .....	1	2	3	4	5	6	7	8	(27)
<input type="checkbox"/> Reliable.....	1	2	3	4	5	6	7	8	(28)
<input type="checkbox"/> Happy for my friends to see me using .....	1	2	3	4	5	6	7	8	(29)
<input type="checkbox"/> Modern .....	1	2	3	4	5	6	7	8	(30)
<input type="checkbox"/> Safe.....	1	2	3	4	5	6	7	8	(31)
<input type="checkbox"/> Convenient way to get to work.....	1	2	3	4	5	6	7	8	(32)
<input type="checkbox"/> Convenient way to take children to school .....	1	2	3	4	5	6	7	8	(33)
<input type="checkbox"/> Convenient for going out socially at the weekends or in the evenings ...	1	2	3	4	5	6	7	8	(34)
<input type="checkbox"/> Convenient for shopping.....	1	2	3	4	5	6	7	8	(35)
<input type="checkbox"/> More relaxing.....	1	2	3	4	5	6	7	8	(36)

## Section C: Current use of Transport Methods – To be completed by all respondents

### SHOWCARD "B"

Q.6a Thinking about any trips you made in the Greater Dublin Area (i.e. Dublin, Kildare, Meath or Wicklow) over the past week that were ¼ mile or over in distance, which of these methods of travel did you use? **MULTICODE**

### SHOWCARD "B"

Q.6b And which did you use **most often**? **SINGLE CODE**

### SHOWCARD "B"

Q.6c Are there any methods of transport on this list that you would rarely or never use? **MULTICODE**

	<b>Q.6a</b> <i>Use at all</i>	<b>Q.6b</b> <i>Most often</i>	<b>Q.6 c</b> <i>Rarely/never use</i>
	(37)	(38)	(39)
▪ Bus.....	1 .....	1 .....	1 .....
▪ Car/Van as driver .....	2 .....	2 .....	2 .....
▪ Car/Van as passenger .....	3 .....	3 .....	3 .....
▪ Taxi/hackney .....	4 .....	4 .....	4 .....
▪ Luas .....	5 .....	5 .....	5 .....
▪ Train/DART .....	6 .....	6 .....	6 .....
▪ Motorbike/Scooter/Moped .....	7 .....	7 .....	7 .....
▪ Bicycle.....	8 .....	8 .....	8 .....
▪ Walking .....	9 .....	9 .....	9 .....
▪ Other mode (Specify)			
_____ .....	0 .....	0 .....	■ .....
▪ <b>None/did not make any trips</b> .....	X .....	■ .....	■ .....



**ASK FOR EACH CODED 'RARELY OR NEVER USE' AT Q.6c**

**Q.7 Why would you not use/rarely use.....? DO NOT PROMPT. DO NOT READ OUT**

Tick (✓) those rarely or never use from Q.6c →									
	<i>Bus</i> (40)	<i>Car/ Van driver</i> (42)	<i>Car/ Van passenger</i> (44)	<i>Taxi/ Hackney</i> (46)	<i>Luas</i> (48)	<i>Train/ Dart</i> (50)	<i>Motor- bike/ Scooter /Moped</i> (52)	<i>Bicycle</i> (54)	<i>Walking</i> (56)
▪ This method not available to me/not available in this area .....	1	1	1	1	1	1	1	1	1
▪ Unreliable.....	2	2	2	2	2	2	2	■	■
▪ Cost of using Car/Motorbike/Taxi .....	■	3	3	3	■	■	3	■	■
▪ Cost of using public transport.....	4	■	■	■	4	4	■	■	■
▪ Lack of parking facilities .....	■	5	5	■	5	5	5	5	■
▪ Poor information about public transport services .....	6	■	■	■	6	6	■	■	■
▪ Poor connections.....	7	■	■	■	7	7	■	■	■
▪ Personal disability.....	8	8	8	8	8	8	8	8	8
▪ Concerns over personal safety .....	9	9	9	9	9	9	9	9	9
▪ Traffic congestion.....	V	V	V	V	■	■	V	V	■
▪ Finds public transport unpleasant .....	X	■	■	■	X	X	■	■	■
▪ Too much waiting time for public transport .....	0	■	■	■	0	0	■	■	■
	(41)	(43)	(45)	(47)	(49)	(51)	(53)	(55)	(57)
▪ No Shelter/exposed to weather .....	1	■	■	■	1	1	1	1	1
▪ Other answer (State & code)									
_____									
_____	2	2	2	2	2	2	2	2	2

**IF RARELY OR NEVER USE BUS AT Q.6c ASK:**

**Q.8 If changes were made to the local bus service would this encourage you to use it more?**

▪ Yes.....	1	(58)
▪ No .....	2	
▪ Don't know.....	3	

**IF YES ASK: OTHERS GO TO Q.10**

Q.9 What changes could be made to the local bus service that would cause you to use it more often?

**PROBE FOR ALL RELEVANT ANSWERS BUT DO NOT READ OUT PRECODES.**

<ul style="list-style-type: none"> <li>▪ More accurate timetables ..... 1</li> <li>▪ More frequent service ..... 2</li> <li>▪ If stop was closer to home ..... 3</li> <li>▪ If local buses went closer to destinations I want to go to ..... 4</li> <li>▪ If local buses got to destination more quickly ..... 5</li> <li>▪ If buses cleaner ..... 6</li> <li>▪ If buses more comfortable ..... 7</li> <li>▪ If buses safer on board ..... 8</li> <li>▪ If safer to wait at/walk to or from bus stop ..... 9</li> <li>▪ If cost less ..... V</li> <li>▪ If bus stop less exposed to weather ..... X</li> <li>▪ Other (specify) ..... 0</li> </ul>	(59)
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**ASK ALL**

**SHOW CARD “C”**

Q.10 About how long would it take me to walk from here to the nearest bus stop or place where I could get a bus? I am interested in the nearest one even if it isn't the one you use.

**IF TOO FAR TO WALK SAY:**

“If I did walk how long would it take”?

<ul style="list-style-type: none"> <li>▪ 6 minutes or less ..... 1</li> <li>▪ 7-13 minutes ..... 2</li> <li>▪ 14-26 minutes ..... 3</li> <li>▪ 27-43 minutes ..... 4</li> <li>▪ 44 minutes or longer ..... 5</li> </ul>	(60)
---	------

Q.11 How frequent are the buses from that bus stop during the day. Are they .....

**READ OUT →**

<ul style="list-style-type: none"> <li>▪ Less than once a day ..... 1</li> <li>▪ At least once a day ..... 2</li> <li>▪ At least once an hour ..... 3</li> <li>▪ At least once every half hour ..... 4</li> <li>▪ At least once every quarter of an hour ..... 5</li> <li>▪ Don't know ..... 6</li> </ul>	(61)
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**ASK SEPARATELY FOR TRAIN, DART & LUAS**

**SHOW CARD “C”**

Q.12 Now thinking about the nearest \_\_\_\_\_ (train, DART or LUAS) station. I am interested in the nearest one even if it isn't the main one you use.

**FOR EACH ASK:**

How long would it take me to walk there?

**IF TOO FAR TO WALK ASK:**

If I did walk how long would it take?

	TRAIN (62)	DART (63)	LUAS (64)
▪ 6 minutes or less ..... 1	1	1	1
▪ 7-13 minutes ..... 2	2	2	2
▪ 14-26 minutes ..... 3	3	3	3
▪ 27-43 minutes ..... 4	4	4	4
▪ 44 minutes or longer ..... 5	5	5	5
▪ Not available in this region ..... 6	6	6	6

# **SHOW CARD “D”**

- Q.13 Now I would like you to tell me how satisfied or dissatisfied you are with various aspects of transport and activities in your area. I am interested in your views generally even if you do not use these regularly. **Please use the scale on this card when answering:**

<b>N.B. READ OUT &amp; TICK START ↓</b>	<b>Very Satisfied</b>	<b>Fairly Satisfied</b>	<b>Neither Satisfied nor Dissatisfied</b>	<b>Fairly dissatisfied</b>	<b>Very dissatisfied</b>	<b>Not Applicable</b>	
<input type="checkbox"/> Reliability of local buses.....	1	2	3	4	5	6	(65)
<input type="checkbox"/> Frequency of local buses.....	1	2	3	4	5	6	(66)
<input type="checkbox"/> Cost of local buses.....	1	2	3	4	5	6	(67)
<input type="checkbox"/> Provision of facilities for cycling locally.....	1	2	3	4	5	■	(68)
<input type="checkbox"/> Conditions for walking locally.....	1	2	3	4	5	■	(69)
<input type="checkbox"/> Access to DART and rail services.....	1	2	3	4	5	■	(70)
<input type="checkbox"/> Access to Luas services.....	1	2	3	4	5	■	(71)
<input type="checkbox"/> Access to bus services.....	1	2	3	4	5	■	(72)
<input type="checkbox"/> Traffic congestion in your area.....	1	2	3	4	5	■	(73)
<input type="checkbox"/> Quality and upkeep of roads in your area.....	1	2	3	4	5	■	(74)

**Cols (75-80) not used**

**CARD THREE  
COL 13/(3)**

- Q.14 **SHOW CARD “C” AGAIN**  
How long would it take me to get to the railway station by bus? Please indicate time spent walking to bus but not waiting time for bus.

<input type="checkbox"/> 6 minutes or less .....	1	(14)
<input type="checkbox"/> 7-13 minutes.....	2	
<input type="checkbox"/> 14-26 minutes.....	3	
<input type="checkbox"/> 27-43 minutes.....	4	
<input type="checkbox"/> 44 minutes or longer .....	5	
-----		
<input type="checkbox"/> Quicker to walk.....	6	
<input type="checkbox"/> No convenient bus service .....	7	

- Q.15 Which of the following would I be able to WALK to from here in 15 minutes or less? **READ OUT CODE ALL THAT APPLY**

<input type="checkbox"/> Shop or store where I could buy basic foodstuffs such as bread and milk.....	1	(15)
<input type="checkbox"/> Post office .....	2	
<input type="checkbox"/> Pub or restaurant .....	3	
<input type="checkbox"/> Doctor’s surgery .....	4	
<input type="checkbox"/> Chemist/pharmacy .....	5	
-----		
<input type="checkbox"/> None of these .....	6	

**LIST HOUSEHOLD MEMBERS AGED 4+ ON GRID BELOW (INCLUDING RESPONDENT) AND ASK FOR EACH (IF MORE THAN SIX PEOPLE AGED 4+ IN HOUSEHOLD THEN INCLUDE SIX YOUNGEST AGED 4+):**

Q.16 What age is \_\_\_\_\_? **USE LEADING ZEROS E.G. age 6 = 06**

Q.17 Does he/she work or attend school or college or other?

**IF ATTEND SCHOOL OR COLLEGE**

Q.18 Is that primary, secondary or third level?

**ASK FOR EACH WHO WORKS/IS IN EDUCATION**

Q.19 How does he/she normally travel to school/work/college?

**ASK FOR ANY HOUSEHOLD MEMBER WHO DRIVES TO WORK**

Q.20 Which of the following scenarios best describes the parking you/he/she has at work?

	Resp 1	Resp 2	Resp 3	Resp 4	Resp 5	Resp 6	
<b>Name: Write in →</b>							
<b>Q.16 What age is _____? Write in →</b>	<div><div></div><div></div></div> (16) (17)	<div><div></div><div></div></div> (18) (19)	<div><div></div><div></div></div> (20) (21)	<div><div></div><div></div></div> (22) (23)	<div><div></div><div></div></div> (24) 25)	<div><div></div><div></div></div> (26) (27)	
<b>Q.17 Work/Attend school or college or other?</b>	(28)	(29)	(30)	(31)	(32)	(33)	
■ Work .....	1 .....	1 .....	1 .....	1 .....	1 .....	1 .....	
■ Attend School .....	2 .....	2 .....	2 .....	2 .....	2 .....	2 .....	
■ Attend College .....	3 .....	3 .....	3 .....	3 .....	3 .....	3 .....	
■ Other .....	4 .....	4 .....	4 .....	4 .....	4 .....	4 .....	
<b>Q.18 IF SCHOOL OR COLLEGE PROBE FOR LEVEL?</b>	(34)	(35)	(36)	(37)	(38)	(39)	
■ Primary/National .....	1 .....	1 .....	1 .....	1 .....	1 .....	1 .....	
■ Secondary .....	2 .....	2 .....	2 .....	2 .....	2 .....	2 .....	
■ Third level .....	3 .....	3 .....	3 .....	3 .....	3 .....	3 .....	
<b>Q.19 How normally travel?</b>	(40)	(41)	(42)	(43)	(44)	(45)	
■ Car as driver .....	1 .....	1 .....	1 .....	1 .....	1 .....	1 .....	
■ Car as passenger .....	2 .....	2 .....	2 .....	2 .....	2 .....	2 .....	
■ Taxi/hackney .....	3 .....	3 .....	3 .....	3 .....	3 .....	3 .....	
■ Bus .....	4 .....	4 .....	4 .....	4 .....	4 .....	4 .....	
■ DART/Train .....	5 .....	5 .....	5 .....	5 .....	5 .....	5 .....	
■ Luas .....	6 .....	6 .....	6 .....	6 .....	6 .....	6 .....	
■ Walking .....	7 .....	7 .....	7 .....	7 .....	7 .....	7 .....	
■ Bicycle .....	8 .....	8 .....	8 .....	8 .....	8 .....	8 .....	
■ Motorbike/scooter/moped .....	9 .....	9 .....	9 .....	9 .....	9 .....	9 .....	
<b>Q.20 Parking scenario at work?</b>	(46)	(47)	(48)	(49)	(50)	(51)	
■ Free parking (not paid for by employer or self) .....	1 .....	1 .....	1 .....	1 .....	1 .....	1 .....	
■ Meter on street parking paid by self .....	2 .....	2 .....	2 .....	2 .....	2 .....	2 .....	
■ Meter on street parking paid by company .....	3 .....	3 .....	3 .....	3 .....	3 .....	3 .....	
■ Private parking space paid for by self .....	4 .....	4 .....	4 .....	4 .....	4 .....	4 .....	
■ Private parking space provided by company .....	5 .....	5 .....	5 .....	5 .....	5 .....	5 .....	
■ Other (specify) .....	6 .....	6 .....	6 .....	6 .....	6 .....	6 .....	

**THANK YOU**

## Correspondence Mapping Explanation

Correspondence Mapping is used to illustrate graphically the most salient relationships in a data set. It can be applied to any two way table to show the relationship between rows and columns (attributes and modes).

The layout of the map is determined by measuring the similarity between modes and the similarity between attributes. A 'relative' measure of similarity is used in preference to an 'absolute' measure. This focuses more on the pattern of scoring than on the absolute numbers themselves.

### Reading the Map

- Modes with similar image profiles will be situated in the same quadrant
- Attributes with similar profiles across modes will be situated in the same quadrant
- *In general*, if an attribute is located close to a mode, then it is highly associated with that mode
- The more discriminating an attribute is, the further it will lie from the centre of the map

### Explaining the Axes

These axes represent the attribute factors which discriminate most strongly between these modes of transport. The percentage scores on the axes are the variance accounted for by each axis, so in the map shown on page 14 the variance on axis 1 (58%) + the variance on axis 2 (18%) gives an overall variance of 76%. Therefore 76% of the variation from the original raw data is adequately explained by the two-dimensional model that we have created.

# Image Profile Explanation

## What Are Brand Image Profiles?

- A technique used to identify the main relationships from a brand image grid
- Achieved by removing two effects from the data
  - ⌘ Brand size/familiarity effect (some brands will naturally be endorsed more across all statements due to brand size)
  - ⌘ Statement effect (some image statements will naturally be endorsed more across all brands than others)



Gives relative strengths of associations between brands and image statements allowing us to determine which statements are most/least characteristic of the brand (and vice versa)

## The Principle Of Image Profiling

Mr Big



Mr Small



- Mr Big and Mr Small have the same size feet
  - But relative to his size, Mr Small's feet are bigger
- ..... could be used as a distinguishing feature to describe him

So his feet are what makes him different from Mr Big relative to his size

## DUBLIN SAMPLING POINTS

AREA	DED/WARDS	AREA	DED/WARDS
▪ ARRAN QUAY	A & B	▪ KILLINEY	South.
▪ ARRAN QUAY	C & D	▪ KILLINEY	South.
▪ CABRA WEST	A	▪ BALLYMUN	E
▪ CABRA WEST	C	▪ BOTANIC	B
▪ KILMORE	A	▪ KILMAINHAM	A & B
▪ KILMORE	C	▪ RATHFARNHAM	St. Enda's.
▪ KIMMAGE	A	▪ BALLYGALL	B
▪ KIMMAGE	C	▪ BALLYGALL	D
▪ RATHMINES EAST	C	▪ CLONTARF EAST	D
▪ RATHMINES WEST	A	▪ CLONTARF WEST	A
▪ CLONDALKIN	Dunawley.	▪ PRIORSWOOD	B
▪ CLONDALKIN	Dunawley.	▪ PRIORSWOOD	D
▪ LUCAN	St. Helen's.	▪ MERCHANT'S QUAY	A & B
▪ LUCAN	St. Helen's.	▪ MERCHANT'S QUAY	C
▪ TALLAGHT	Springfield.	▪ ROYAL EXCHANGE	A & B
▪ TALLAGHT	Springfield.	▪ ST. KEVIN'S	
▪ BLANCHARDSTOWN	Coolmine.	▪ CLONDALKIN	Rowlagh.
▪ BLANCHARDSTOWN	Corduff.	▪ CLONDALKIN	Village.
▪ SKERRIES		▪ RATHFARNHAM	Ballyroan.
▪ SUTTON		▪ RATHFARNHAM	Hermitage.
▪ CABINTEELY	Kilgobbet & Loughlinstown.	▪ TERENCE	Cherryfield.
▪ CABINTEELY	Pottery.	▪ TERENCE	St. James.
▪ DUNDRUM	Sandyford	▪ CASTLEKNOCK	Knockmaroon.
▪ DUNDRUM	Sandyford	▪ CASTLEKNOCK	Knockmaroon.
▪ AYRFIELD		▪ SWORDS	Glasmere.
▪ BALLYBOUGH	B	▪ SWORDS	Lissenhall.
▪ CHERRY ORCHARD	A & B	▪ CLONSKEAGH	Farranboley.
▪ DRUMFINN		▪ DALKEY	Bullock.
▪ ASHTOWN	A	▪ SHANKILL	Rathsallagh.
▪ ASHTOWN	B	▪ SHANKILL	Shanganagh.
▪ CLONTARF EAST	A	▪ DRUMCONDRA SOUTH	B
▪ CLONTARF EAST	B	▪ EDENMORE	
▪ NORTH CITY		▪ TEMPLEOGUE	Orwell.
▪ NORTH DOCK	B	▪ Airport, Turnapin, Balgriffin.	
▪ KIMMAGE	E	▪ BALLYMUN	B
▪ MANSION HOUSE		▪ BALLYMUN	C
▪ RATHMINES WEST	C	▪ CLONTARF WEST	C
▪ RATHMINES WEST	E	▪ CLONTARF WEST	E
▪ CLONDALKIN	Monastery.	▪ RAHENY	Foxfield
▪ CLONDALKIN	Moorfield.	▪ RAHENY	St. Assam.
▪ PALMERSTOWN	Village.	▪ MERCHANT'S QUAY	E & F
▪ PALMERSTOWN	West	▪ PEMBROKE EAST	B
▪ TEMPLEOGUE	Cypress.	▪ SOUTH DOCK	
▪ TEMPLEOGUE	Kimmage Manor.	▪ TERENCE	B
▪ BLANCHARDSTOWN	Mulhuddart & Tyrrelstown.	▪ EDMONSTOWN	
▪ CASTLEKNOCK	Knockmaroon.	▪ FIRHOUSE	Ballycullen.
▪ SWORDS	Forrest.	▪ TALLAGHT	Avonbeg.
▪ SWORDS	Forrest.	▪ TALLAGHT	Fettercairn.
▪ CHURCHTOWN	Nutgrove.	▪ BALBRIGGAN	Urban.
▪ CHURCHTOWN	Woodlawn.	▪ BALBRIGGAN	Urban.
		▪ DONABATE	

## DUBLIN SAMPLING POINTS



AREA	DED/WARDS	AREA	DED/WARDS
▪ BALLINTEER	Broadford.	▪ MALAHIDE	East.
▪ DUNDRUM	Balally.	▪ MALAHIDE	West.
▪ DUNDRUM	Kilmacud.	▪ BLACKROCK	Boosterstown.
▪ STILLORGAN	Kilmacud.	▪ Dubber, The Ward, Kilsallaghan	
▪ STILLORGAN	Merville.	▪ SWORDS	Seatown.
▪ FINGLAS NORTH	B	▪ BLACKROCK	Carysfort.
▪ GRACE PARK		▪ DUN LAOGHAIRE	Monkstown Farm.
▪ BLACKROCK	Templehill.	▪ DUN LAOGHAIRE	Sallynoggin South.
▪ DUN LAOGHAIRE	Sandycove.	▪ MOUNTJOY	A
▪ BEAUMONT	A	▪ PHOENIX PARK	
▪ BEAUMONT	B	▪ CABRA EAST	A
▪ FINGLAS SOUTH	A	▪ CABRA EAST	B
▪ FINGLAS SOUTH	C	▪ GRANGE	C
▪ WHITEHALL	B	▪ GRANGE	E
▪ WHITEHALL	D	▪ CRUMLIN	D
▪ PEMBROKE EAST	C	▪ CRUMLIN	F
▪ PEMBROKE EAST	E	▪ RATHMINES EAST	A
▪ USHERS	A & B	▪ RATHMINES EAST	B
▪ USHERS	D	▪ BALLYBODEN	
▪ FIRHOUSE	Knocklyon.	▪ CLONDALKIN	Ballymount.
▪ FIRHOUSE	Village.	▪ LUCAN	Esker.
▪ TALLAGHT	Jobstown.	▪ LUCAN	Esker.
▪ TALLAGHT	Jobstown.	▪ TALLAGHT	Kingswood.
▪ BALDOYLE		▪ TALLAGHT	Millbrook
▪ BLANCHARDSTOWN	Abbotstown.	▪ BLANCHARDSTOWN	Blakestown.
▪ HOWTH		▪ BLANCHARDSTOWN	Coolmine.
▪ HOWTH		▪ PORTMARNOCK	North.
▪ BALLINTEER	Marley.	▪ RUSH	
▪ BALLINTEER	Woodpark.	▪ BLACKROCK	Glenomena.
▪ DUNDRUM	Sweetmount.	▪ BLACKROCK	Newpark.
▪ DUN LAOGHAIRE	East Central.	▪ FOXROCK	Carrickmines.
▪ HARMONSTOWN	B	▪ FOXROCK	Deans Grange & Torquay.
▪ INNS QUAY	B	▪ ROTUNDA	A & B
▪ LUSK		▪ CHAPELIZOD	
▪ BEAUMONT	D		
▪ BEAUMONT	F		
▪ GRANGE	A		
▪ GRANGE	A		
▪ CRUMLIN	A		
▪ CRUMLIN	C		
▪ PEMBROKE WEST	B		
▪ PEMBROKE WEST	C		
▪ WALKINSTOWN	A		
▪ WOOD QUAY	A		
▪ LUCAN	Esker.		
▪ LUCAN	Esker.		
▪ TALLAGHT	Killinarden.		
▪ TALLAGHT	Kiltipper.		
▪ BLANCHARDSTOWN	Blakestown.		
▪ BLANCHARDSTOWN	Blakestown.		



## MID EAST REGION SAMPLING POINTS

### DED/WARDS

- Cloncurry, KillinThomas, Rathangan, Thomastown.
- Carbury, Windmill Cross, Kilpatrick, Lullymore.
- Ardcaith, Duleek, Mellifont.
- St. Marys(pt), Julianstown.
- Ballymore Eustace, Newtown, Killashee, Usk, Carnalway, Giltown.
- Bodenstown, Oughterard, Killeel, Rathmore, Naas Rural.
- Ardmulchan, Tara, Kentstown.
- Painestown, Slane, Stackallan.
- Ballinguile, Eadestown, Hartstown, Humewood, Rathdangan, Stratford, Talbotstown, The Grange, Tuckmill, Baltinglass.
- Donaghmore, Dunlavin, Imael North & South, Rathsallagh.
- Carragh, Donore, Downings, Timahoe North & South.
- Kilmeage North & South, Robertstown, Rathernan.
- Athboy, Rathmore, Grennanstown.
- Castlerickard, Killyon, Innfield.
- Enniskerry, Kilmacanoge(pt), Powerscourt.
- Arklow Rural, Ballyarthur, Cronebane, Dunganstown East, South & West, Kilbride, Ennereilly.
- Aughrim, Avoca, Ballinaclash, Knockrath, Ballinacor, Brockagh, Ballinderry, Trooperstown.
- Glenealy, Rathdrum.
- Drumcondra, Grangegeeth, Killary.
- Killeagh, Oldcastle.
- Athy Rural, Churchtown, Kilberry, Bert, Burtown, Grangemellon.
- Ballybrackan, Harristown, Kildangan, Lackagh, Quinsborough.
- Ratoath.
- Killeen, Kilmessan.
- Aghowle, Ballingate, Carnew, Killinure, Money, Rath.
- Cloncurry, Balraheen, Donadea.
- Straffan, Donaghcumper.
- Balrathboyne, Martry, Girley, Teltown, Burry.
- Loughan, Maperath, Moynalty.
- Naas Urban.
- Naas Urban.
- Kilcoole Urban.
- Newcastle Upper & Lower Urban.
- Celbridge.
- Celbridge.
- Athy East Urban, Athy West Urban, Athy Rural (part).
- Maynooth.
- Kildare Town.
- Monasterevin.
- Navan Urban, Navan Rural(pt).
- Navan Rural(pt).
- Donaghmore Urban.
- Dunboyne Urban.
- Bray, Rathmichael, Kilmacanoge(pt).
- Bray, Rathmichael, Kilmacanoge(pt).
- Clane Urban.
- Kill Urban.
- Navan Rural(pt).

**MID EAST REGION  
SAMPLING POINTS (contd.)**

**DED/WARDS**

- Navan Rural(pt).
- Bray, Rathmichael, Kilmacanoge(pt).
- Bray, Rathmichael, Kilmacanoge(pt).
- Dunshaughlin Urban
- Leixlip.
- Leixlip.
- Greystones, Delgany.
- Greystones, Delgany.
- Trim Rural(pt).
- Kells Urban, Kells Rural(pt).
- Blessington Urban
- Newbridge Urban.
- Morristownbiller.
- Kilcullen.
- Naas Urban.
- Arklow No.1 & 2 Urban.
- Wicklow Urban.

## SOCIAL CLASS DEFINITIONS

### Guide to Grade "A" Households

#### *Upper Middle Class*

- Accountant (chartered) - Own practice or Partner/Principal in practice with 12+ employees
- Actor
- Advertising Executive - Director/Partner/Principal in Agency with 12+ employees
- Architect - Own practice or Partner/Principal in practice with 12+ employees
- Auctioneer - Own business or Director/Partner/Principal in business with 12+ employees
- Bank Manager (Large branch with 12+ employees)
- Barrister - Own practice or Partner/Principal in practice with 12+ employees
- Botanist
- Business Proprietor (with 12+ employees)
- Buyer (Senior) in leading Wholesale/Retail establishment
- Captain - Irish Naval Service/Large merchant vessel
- Church Dignitaries (Bishop and above) any denomination
- Civil Servant (Secretary/Assistant Secretary)
- Colonel - Army
- Commander - Irish Naval Service
- Company Director (in firm with 12+ employees)
- Company Secretary (in firm with 12+ employees)
- Computer Consultant (in firm with 12+ employees)

#### *Grade "A" (cont'd)*

- County Planning Officer (Principal/Senior Official; Local Government)
- Dentist - Own practice or Partner/Principal in practice
- Doctor - Own practice or Partner/Principal in practice
- Editor - National Newspaper or Magazine
- Engineer - Senior (qualified with University degree) - own practice or Partner/ Principal in practice with 12+ employees
- Fire Officer (Chief)
- Garda (Chief Superintendent)
- General - Lieutenant or Major – Army Government Member (T.D)
- Headmaster/mistress - large secondary school
- Insurance underwriter
- Journalist (Senior) - own column in National Newspaper/Magazine
- Librarian - qualified, in charge of large library
- Lieutenant Colonel - Army/Air Corps
- Manager of large Factory/Business/Hotel/ Department etc. responsible for 12+ employees
- Matron of large Teaching Hospital

#### *Grade "A" (cont'd)*

- People living in comfort on Investments or Private Income
- People (retired) where H/H would have been Grade "A" before retirement
- Physician
- Physicist
- Pilot (Commercial Airline)
- Professor - University
- Public Relations Executive - Director/Principal/Partner in Agency with 12+ employees
- Research - Director/Principal in Agency with 12+ employees
- Scientist - Senior Industrial
- Solicitor - own practice or Partner/Principal in practice with 12+ employees
- Specialist - Medical profession
- Stockbroker
- Surgeon
- Surveyor (Chartered) - own practice or Partner/Principal in practice with 12+ employees
- Town Clerk (City Manager, other Senior Principal Officer; Local Government)
- Treasurer (Senior Principal Officer; Local Government)
- Veterinary Surgeon - own practice or Partner/Principal in practice

## SOCIAL CLASS DEFINITIONS

### Guide to Grade "B" Households

#### *Middle Class*

- Accountant - Qualified; no practice; employed as Executive
- Architect - Qualified; no practice; employed as Executive
- Bank Manager (small branch office - up to 12 employees)
- Business Proprietor (with 3-12 employees)
- Captain - Army/Air Corps
- Civil Servant (Principal Officer/Assistant Principal Officer)
- Commandant - Army/Air Corps
- Computer Consultant (with 3 – 12 Employees)
- Engineer (Qualified - University degree) - no practice; employed as Executive; not Grade "A"
- Ensign - Irish Naval Service
- Fire Officer (Assistant Chief)
- Garda - Superintendent/Inspector
- Headmaster/mistress in primary or Secondary smaller school
- Insurance Company Manager (small branch office - up to 12 employees)
- Journalist - not senior enough for Grade "A"
- Lecturer - University or Technical College

#### *Grade "B" (cont'd)*

- Librarian - Senior, Qualified; in charge of small branch library
- Lieutenant, First - Army
- Lieutenant - Commander - Irish Naval Service
- Local Government Officer - Senior
- Manager of Factory/Business/Hotel/ Department responsible for 6-12 persons
- Matron - Non-Teaching Hospital
- Parish Priest (or equivalent in any denomination)
- People, with smaller private incomes than Grade "A" living less luxuriously
- People (retired); H/H before retirement would have been Grade "B"
- Pharmacists - Qualified (University degree); own business with 3-12 employees
- Professional people - not yet established; qualified less than 3 years
- Sales Manager (Area) responsible for 6-12 persons
- Sister/Tutor in large hospital
- Solicitor - Qualified; no practice; employed as Executive, not Grade "A"
- Surveyor - Qualified; no practice; employed as Executive, not Grade "A"
- Teacher - Senior Secondary; in charge of Department
- Technician - with degrees in Electronics/Computers/Aircraft/Chemicals/Nuclear Energy

### Guide to Grade "C1" Households

#### *Lower Middle Class*

- Bank Clerk
- Buyer (except Senior Buyer)
- Civil Servant - (H.E.O./Junior Executive Officer/Staff Officer/Clerical Officer/Clerical Assistant)
- Clerical Employees - supervisory grades; non-manual workers
- Clerk (Articled)
- Clerk (Despatch)
- Clerk (Receptionist)
- Clerk (Typist)
- Clerk (National/Local Government)
- Clerk (Insurance)
- Commercial Traveller/Company Representative
- Curate (or equivalent in any denomination)
- Draughtsman
- Driving Instructor
- Entertainer (Actor/Musician etc. - main occupation but not well known or established)
- Garda Sergeant
- Insurance Agent - door to door
- Laboratory Assistant
- Leading Seaman - Irish Naval Service
- Lecturer - Junior, University
- Library Assistant - not fully qualified Librarian
- Lieutenant - School/Cadet - Army
- Lieutenant - Sub - Irish Naval Service

## SOCIAL CLASS DEFINITIONS

<p><b>Grade "C1" (cont'd)</b></p> <ul style="list-style-type: none"> <li>Machine (Office) Operator (Punch Card, Calculating, Accounting <b>only</b>)</li> <li>Manager of Factory/Business/Hotel/Office/Department - responsible for 1-5 persons</li> <li>Midwife</li> <li>Nun - any denomination; but not those with special responsibilities</li> <li>Nurse - Student, Staff, Sister - all State Registered</li> <li>People (retired) who before retirement would have been Grade "C1"; who have pensions rather than State or very modest private means</li> <li>Petty Officer - Irish Naval Service</li> <li>Physiotherapist</li> <li>Proprietor - Shop or Business - with 1-2 paid employees</li> <li>Radiographer</li> <li>Receptionist</li> <li>Secretary</li> <li>Sergeant - Army</li> <li>Student in any third level institution</li> <li>Teacher - Primary, Secondary, Vocational - without special responsibilities</li> <li>Technician/Engineer - (no degree but Technical/Professional qualification)</li> <li>Telegraphist</li> <li>Telephonist</li> <li>Telex Operator</li> <li>Typist</li> <li>Warrant Officer - Irish Naval Service</li> </ul>	<p><b>Guide to Grade "C2" Households</b></p> <p><b>Skilled Working Class</b></p> <ul style="list-style-type: none"> <li>AA Patrolman</li> <li>Ambulance Driver</li> <li>Baker</li> <li>Barber</li> <li>Barnman - Head - in charge of others</li> <li>Blacksmith</li> <li>Brewer</li> <li>Bricklayer</li> <li>Butcher</li> <li>Cabinet Maker</li> <li>Carpenter</li> <li>Charge - Hand</li> <li>Chef</li> <li>Coach Builder</li> <li>Cobbler (Shoemaker)</li> <li>Compositor</li> <li>Coppersmith</li> <li>Corporal - Army</li> <li>Dental Mechanic/Technician</li> <li>Driver - Bus</li> <li>Driver - Long Distance Heavy Lorry</li> <li>Driver and Shunter (Engine)</li> <li>Driver - Taxi, Who owns his own taxi</li> <li>Dressmaker</li> <li>Electrician</li> <li>Electrotyper</li> <li>Engraver (Process)</li> <li>Excavator (Crane Driver)</li> <li>Filler</li> <li>Finisher - Paper and Board Manufacturer</li> <li>Fireman - not leading</li> <li>Fitter - Electrical</li> <li>Fitter - Mechanical</li> </ul>	<p><b>Grade "C2" cont'd)</b></p> <ul style="list-style-type: none"> <li>Foreman</li> <li>Furnace Man</li> <li>Ganger</li> <li>Garda - ordinary</li> <li>Gardener/Groundsman - Head - in charge of other employees</li> <li>Glazier</li> <li>Grinder</li> <li>Guard - Goods and Passenger</li> <li>Hewer</li> <li>Housekeeper - in charge of others</li> <li>Joiner</li> <li>Knitter - skilled in Hosiery/knitted goods</li> <li>Linesman (ESB)</li> <li>Linotype Operator</li> <li>Machine Man</li> <li>Maltster</li> <li>Manager - small shop; does most of work; not in charge of anyone</li> <li>Mason</li> <li>Millwright</li> <li>Miner</li> <li>Motor Mechanic</li> <li>Moulder</li> <li>Nylon (skilled in production)</li> <li>Overlooker</li> <li>Overseer (mainly manual work)</li> <li>Panel Beater</li> <li>Painter</li> <li>Pastry Cook</li> </ul>
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## SOCIAL CLASS DEFINITIONS

### *Grade "C2" (cont'd)*

- People (retired) who before retirement would have been Grade "C2"; very modest private means; small pensions other than state
- Plasterer
- Plater
- Plumber
- Prison Officer
- Proprietor - small shop; no paid employees
- Putter
- Riveter
- Seaman - Able - Irish Naval Service
- Security Officer (e.g. Securicor etc.)
- Self-employed - Skilled; no paid employees - unskilled; 1-4 employees
- Setter
- Shipwright
- Shop Assistant - Head - in charge of others
- Signalman
- Sorter - Post Office
- Smelter
- Sprayer
- Stereotyper
- Stevedore
- Tailor - Cutter and fitter
- Telephone installer
- Toolmaker
- Turner
- Typesetter
- Upholsterer
- Vehicle Builder
- Waiter - Head - in charge of others
- Weaver
- Welder

### GUIDE TO GRADE "D" HOUSEHOLDS

#### *Other Working Class*

- Apprentices (those apprenticed to skilled trade)
- Assembler
- Attendant in hospital
- Barman (no special training/responsibilities)
- Blender
- Boilerman
- Bottler
- Breadman
- Carder
- Caretaker
- Chimney Sweep
- Cleaner
- Comber
- Conductor (Bus)
- Cook
- Docker (Dock Worker)
- Domestic Servant
- Dough Mixer
- Doubler
- Drawer
- Dustbin man/refuse collector
- Dyer
- Fisherman
- Forestry Worker
- Gardener/Groundsman (not in charge of others)
- Gardener (Market) - no employees
- Housekeeper (Not in charge of others)

- Labourer
- Laundry Worker
- Lorry Driver (Local)
- Machinist (Tailoring)
- Mate (to those of "C2" occupation category)
- Meter Reader
- Milkman
- Opener
- Oven-man
- Park-keeper
- People (retired) who before retirement would have been Grade "D"; have small pensions other than State; very modest private means
- Porter - Railway/Hospital
- Postman
- Presser
- Processor
- Private or equivalent - Army
- Roundsman
- Seaman - Ordinary - Irish Naval Service
- Shop Assistant - no special training/responsibilities
- Spinner
- Storeman/Storekeeper - no special training/responsibilities
- Taxi Driver (who does not own cab)
- Textile Printer
- Ticket Collector
- Tractor Driver
- Twister

## SOCIAL CLASS DEFINITIONS

### **Grade "D" (cont'd)**

- Underground worker - unskilled
- Van Driver/Van Salesman
- Waitress/Waiter (unless Head Waiter)
- Warehouseman
- Watchman
- Window Cleaner
- Woolsorter
- Workers in general who are unskilled or semi-skilled

### **Guide to Grade "E" Households**

#### ***Lowest Level of Subsistence***

- Casual/Part-time or lowest grade workers
- Pensioner - Old age, disability, Widows Pension - who are dependent on State Aid or Pensions only, with no other source of income
- People who are unable to take their place in the higher grades owing to periods of sickness/unemployment or lack of opportunity and are dependent on Social Security or whose private means are so modest as to be no more than basic Society Security payments
- Respondents will only be graded "E" if the Head of the Household is "E" **and** no other member of family is the Chief Wage Earner

### **Grade "F"**

#### **Guide to Grade "F50+" Households**

##### ***Large Farmers***

- Farmers or Farm Managers of holdings of 50 acres or more

#### **Guide to Grade "F50-" Households**

##### ***Small Farmers***

- Farmers or Farm Managers with holdings of less than 50 acres
- Farm Workers/Labourers