

## REPORT



### Luas 'After' Household Survey

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**September –  
November 2006**

**PREPARED FOR:** **Dublin Transportation Office**  
**BY:**  **Millward Brown IMS**

**41105375/SMC/SS/NN**

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## Introduction

This report presents the findings of a survey of households carried out on behalf of the Dublin Transportation Office (DTO) by Millward Brown IMS. This study formed part of the Luas 'After' Study and was conducted in September, October and November 2006.

### Overall Objective of the Survey

Two light rail lines – Luas Green Line (Sandyford to St. Stephen's Green) and Luas Red Line (Tallaght to Connolly Station) – opened in Dublin in 2004. Prior to their becoming operational a 'Before' study was carried out in April – May 2004 in order to understand travel patterns and transport usage of the general public within the catchment areas of both lines and in a Control Area outside the ambit of the Luas.

A significant period of operation having elapsed, an 'After' study was carried out to explore how the Luas has been integrated as part of the Dublin transport system. The research objectives were to measure current perceptions and experiences of Luas and other transport options and to examine existing travel patterns of the general public. The results for residents of the Luas catchments were compared against those of Control Area residents in order to identify any differences in attitudes and behaviour. Comparisons with the 'Before' study also featured as part of the research.

### How was the 'After' Survey conducted?

The survey methodology replicated that of the 'Before' study. The Household Survey was conducted among a representative sample of households in both Luas catchments and in three Control Areas. Survey data was collected by means of personal face-to-face interviews conducted in-home and the placement and completion of a seven day Travel Diary by respondents. (The results of the Travel Diary phase of the research are reported separately). Full details of the survey methodology are included in the Appendix to this report.

**Note:** It should be noted that the 'After' Survey was conducted in Autumn 2006 while the 'Before' Survey was conducted in Spring 2004. As might be expected, seasonality will have had some impact on travel behaviour between the two surveys given that daylight hours are fewer in the Autumn.

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## Key Findings



### Luas and its impact on local areas

- Access, both locally and to and from the city centre, and to various means of public transport is a key requirement for residents of Dublin no matter where they live. An important objective of the Luas Before and After studies was to assess satisfaction with these various aspects of access.
- Taking access to and from the local area and the city centre as an example, In the Control Areas where Luas does not operate, satisfaction has deteriorated significantly since 2004 – down from 73% to 54%. In the Luas zones, the benefits of Luas are obvious. Satisfaction with access from the local area to and from the city centre has increased significantly for residents of both zones, but particularly those in the Red Line range (89% now compared with 72% in 2004). In the Green Line areas, satisfaction with city access rose from 74% to 84%.
- Increased satisfaction with aspects relating to access in both Luas catchments, but declining satisfaction in the Control Areas provides graphic evidence of the extent to which Luas has made a positive contribution to access along its corridors, but is a stark reminder of an apparently deteriorating situation in those areas that do not benefit directly from the service.
- It is clear that Luas has also contributed to people's **overall satisfaction** with their local area, with higher satisfaction levels now in both Luas catchments. In contrast, there has been a significant decline in satisfaction and a rising ambivalence regarding their locality among those living in the Control Areas. This was particularly evident in Rathfarnham, where overall satisfaction declined from a high of 91% in 2004 to 59%. While it cannot be assumed that this is due entirely to transport related issues, the extent to which residents of the Control Areas see access to Luas and to other transport options as improvements that would have a positive impact on their area does

suggest that poorer transport options, in contrast to the more favoured Luas zones, may have dampened their enthusiasm for their locale.

- As further proof of the success of the service, there is considerable evidence that Luas has been factored in as an incentive to move to a particular location. Three in every ten residents in the Luas zones who had moved to the area within the past four years said that Luas had been an influence on their decision to move to that locality.

### **Awareness of the service and how it has contributed to daily life**

- Awareness of Luas is up across the board. Nine in every ten are familiar with it the service, even if they have not used it. All the evidence suggests that Luas has quickly become an accepted feature of the Dublin transport scene, even for those not in its immediate catchment though, inevitably, the further away geographically from the service, the less likely is it to be assimilated into the overall transport 'mind map' of the public. Lucan is a case in point.
- Luas has the potential to positively affect many areas of daily life, the most pertinent of which are access and speed of travel. In its catchments, Luas has exceeded expectations relating to access to and from the city centre. 85% now agree that Luas has made this much easier. In the Control Areas, while the benefits of direct Luas access to and from the city centre are acknowledged by a substantial 45%, the level of agreement with this proposition as a positive feature of Luas is at roughly half that of the Luas zones, mitigated by not being able to avail directly of the service for city centre access.
- Luas is widely seen as a quicker way to travel than the car and, in particular, the bus. Before the start-up of Luas this had been the expectation and with the benefit of hindsight, it has certainly proved to be the case in both Luas zones and even in the Control areas, particularly among those who have used Luas. Eight in every ten residents of the Luas zones also see it as more reliable than the bus and 57% tend towards the view that it is more reliable than the car.

- Luas is also perceived to have had a positive impact on traffic congestion. Three in every five residents of its catchments agree that Luas has eased traffic congestion. Even among those resident in the Control Areas, a quite substantial 42% agree that Luas has helped in this regard. Nonetheless, tackling traffic congestion remains the key area for improvement in their locality as far as the public in both the Luas zones and in the Control areas are concerned.
- Other areas where Luas has contributed are in opening up shopping and employment opportunities. The indications are that more people now shop in a greater variety of locations than previously. In the Red and Green Line zones, 56% and 52% respectively of residents agree that they *shop in a greater variety of locations now that Luas is up and running*. Even in the Control Areas Luas has had an impact on shopping habits, with around one in every four residents of these areas availing of wider shopping opportunities since the Luas became operational. Further evidence of the impact of Luas on shopping habits is the fact that it has generated incremental shopping trips, in other words it has provided people with the opportunity to make shopping trips that they would not have undertaken previously. Indeed, shopping is by far the most dominant reason for supplemental trips taken with the advent of Luas.
- More people in the Luas zones now think that Luas has had a positive impact on their employment opportunities than was the case in 2004 (42% versus 34%). In the Control areas a substantial minority (16%) believe that Luas has expanded their employment opportunities.

## The experience of using Luas

- Across the board, four in every five had **ever used** Luas, a very high level of trial/experience and clear evidence of the extent to which Luas has been assimilated into the travel options of Dubliners. In the Luas zones trial rose to nine in every ten. In the Control Areas one in two had ever used Luas.
- In its catchments, two in every five use Luas weekly or more often. In the Control Areas, 7% use it with similar frequency.

- The proportion making extra trips now that they would not have made pre-Luas is particularly significant. Luas has generated extra trips among 33% of Red Line residents, 44% of Green Line residents and 25% of Control Area residents, the majority of these for shopping.
- Satisfaction with Luas is demonstrated by the public's strong endorsement of its many service dimensions, particularly punctuality, frequency and reliability. For those who have used it, Luas has clearly exceeded expectation in relation to all its key attributes. Compared with other modes of transport, it outshines the car, bus and train/DART on speed and safety and turns in a much stronger performance than the bus on reliability. Relatively small pockets of dissatisfaction relate to seat availability, shelter at Luas stops and ease of buying tickets. The latter two issues tend to be more localised (in the Ranelagh and Dundrum areas), perhaps warranting attention at particular areas/stops.

### How have people travelled in the past seven days?

- One in two residents in the Red and Green Line zones and one in five in the Control Areas had used Luas **at all** in the past seven days. As the most widely used method, Red Line residents slightly pipped Green Line travellers - 18% versus 16% using Luas most often.
- Nominated by 47% overall, the car as the **most often used** mode of transport has remained unchanged since 2004. In the Red Line 42% used car most often and in the Green Line 44% were regular car users. In the Control Areas, dependence on the car increased, resulting from a growth in 'car as passenger' as a mode as opposed to 'car as driver', which may indicate a potential for improved public transport options.
- Significantly, use of the bus as the main method has almost halved in the Luas zones since 2004, but has remained generally consistent at 2004 levels in the Control Areas. The indications are that mode shift to Luas as the most frequently used method of transport has come primarily from bus and walking, rather than car.

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## Journeys within the Luas range

- The travel patterns of those living in both Luas catchments were examined in detail, with attention focused specifically on in-scope journeys defined as the start and end of the journey falling within the Luas zones.
- An increase in in-scope journeys among Green Line residents, but a slight decline among Red Line residents has resulted in a virtually identical incidence of in-scope journeys as in 2004 (70%).
- Changes in in-scope destinations since 2004 suggest that trip taking is concentrated on destinations at the extremities of the lines. On the Green Line the proportion of trips to St. Stephen's Green has increased from 29% to 44%. While increased shopping trips will have had an impact on this, it also suggests that this destination has now perhaps achieved the status of a 'gateway' to the city centre.
- Across the board, Luas has become a key player in all in-scope journeys taken, regardless of purpose, although the car still plays a very important role as a mode for work purposes.
- Reliability of journey time is the most important factor in deciding how to travel for in-scope journeys. Luas outperforms both car and bus in terms of overall satisfaction with this factor. Comfort is an important feature of the car and, in this respect, car has the edge on Luas and bus. Bus lags behind Luas (and car) on all deciding factors suggesting that with the arrival of Luas it has become a less desirable form of public transport.
- Almost half had used Luas for the most recent trip with a destination within the Luas range, indicating a significant transfer to Luas from car and bus. Furthermore, the vast majority of users avail of the service on a regular basis for the particular trip in question, indicating a strong commitment to Luas.



- Many Luas users (45%) could have used a car, but opted for Luas instead. Clearly, these are people who are willing to sacrifice the convenience and comfort of the car for the strong advantage Luas has to offer in terms of speed and reliability, but who also see a positive spin-off regarding parking and traffic congestion. One in three Luas users could have used a bus, but chose Luas instead. Again speed clinched the decision, though reliability was also a key factor, with Luas having an undoubted edge in this regard.
- For the most recent trip with a destination within the Luas range, car mode share was down from 50% to 29%. Of this smaller cohort of car users in the 'After' study, just over one quarter (28%) said that they would **ever use** Luas to make the same journey. The majority (71%) would not even consider Luas, highlighting the challenges posed in seeking to change deeply engrained travel behaviour.
- The main practical barrier in converting people from car to Luas is the convenience and comfort of the car, this despite the acknowledged speed and reliability of Luas. Distance from Luas also militates against its use. Other factors, such as relatively short journey times, coupled with the speed of getting from the parked car to the ultimate destination, and the fact that the majority did not have to pay for parking are all disincentives to using Luas. Park and Ride does not seem to have been factored in to the motorist's travel behaviour to any extent and is an area that could benefit from further exploration.
- The majority of car users for the most recent trip said that the car was essential for their journey, but 36% said it was not, indicating a considerable volume of 'diehard' car users whose travel habits will be particularly difficult to influence.
- Bus mode share was also well down, from 29% in 2004 to 9%, indicating the extent of mode share transfer from bus to Luas.
- Most bus travellers did not have a car available to them, but for those who did, traffic congestion and the availability and cost of parking were the main reasons for choosing bus instead.

- Over one third of bus users had **ever used** Luas as an alternative to the bus for the particular trip. The most significant barrier to Luas usage for bus travellers is distance from the Luas stop, either at home or at the ultimate destination. Here, bus has a considerable advantage over Luas, with a wider network coverage than fixed line options.

## In Summary

- There is clearly a fund of goodwill towards Luas and a high regard for its many advantages, particularly punctuality, frequency, reliability and speed. The main challenge for the service remains one of converting travellers from private rather than from other public transport modes as a way to alleviate the problems of congestion both on access routes and within the city centre. Some steps have been taken in this regard, with clear evidence of transfer to Luas from car for in-scope journeys, though the extent to which this is a total transfer, rather than a sporadic one to suit the moment is questionable. The most intractable challenge for Luas in getting more people out of cars is the door to door convenience of the car and the distance from Luas stops at both home and destination. As a fixed track offering Luas is disadvantaged on both these issues and so must seek alternative ways to press home its considerable advantages of speed and reliability.
- There is also scope for bus to improve its services to complement Luas rather than sacrifice its passengers to a service that is perceived to be more modern, faster, more reliable and cleaner. The roll out of new buses, combined with plans for increased QBC coverage and the possibility of new routes will all help to upgrade the image of bus and improve their reliability. Reliability of journey time (which was the most important factor in deciding on how to travel for in-scope journeys and which was a distinct disadvantage for bus vis-a-vis Luas) could also be improved by providing real time arrival time information at key bus stops. Integrated ticketing/fares and pre payment of fares at key stops would also help to speed bus passenger boarding times and provide public transport services that are complementary rather than competitive.

## Commentary

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## 1. The Local Area

Changes in residents' perceptions of their local area since 2004 provide an important marker, enabling us to examine how attitudes to the local area have changed in the interim period and to deduce what factors have influenced any changes in attitude that have taken place.

### 1.1 Access

Turning firstly to issues of access to and from the local area and to public transport services, respondents were asked how satisfied they were (using a seven point satisfaction scale) with each of the issues measured.

#### *In the Control Areas*

The situation regarding access to the city centre, to nearby areas and to the airport appears to have deteriorated significantly since 2004. Now, just over half (54%) of residents are satisfied with access to and from the city centre, compared with almost three in four (73%) in 2004, and a very similar picture is repeated regarding access to nearby areas and to the airport. While there has been some improvement in satisfaction with access to trains/DART and, of course, the Luas has entered the picture, with one in five satisfied with access to the service, satisfaction with bus services appears to have taken a turn for the worse, down ten percentage points from 60% in 2004 to 50% now.

Across the three locations in the Control Area, satisfaction with city centre and local access is considerably higher in Drumcondra than in Lucan and Rathfarnham. Likewise Drumcondra residents have a more positive perception of bus services to and from their area than Lucan and, more particularly, Rathfarnham residents, the latter experiencing a significant decline in satisfaction with bus services since 2004. Satisfaction with access to Luas is twice as high for Drumcondra as Rathfarnham residents (34% versus 17%), whereas in Lucan inevitably, this is an almost universally unsatisfactory aspect of the local area.

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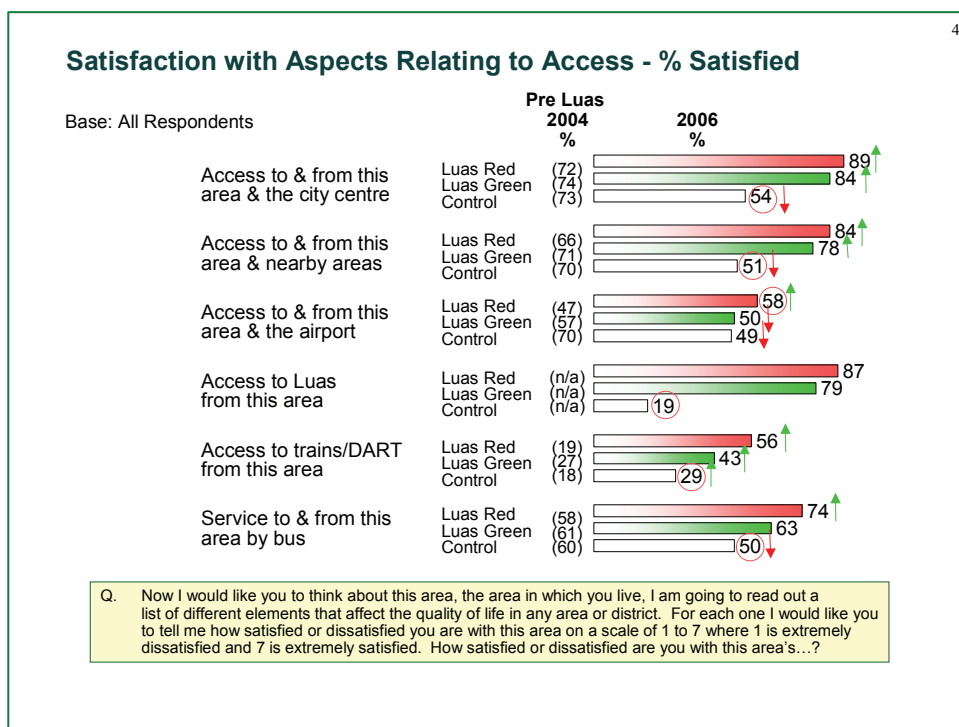
### ***In the Luas Catchments***

The benefits of Luas are obvious. Satisfaction with access to and from the city centre has increased significantly for residents of both catchments, particularly those in the Red Line catchment. The same is true of access to adjacent areas. Satisfaction with access to the airport and to trains/DART appears to have improved for Red Line residents, presumably aided by the trajectory of the Red Line Luas service. For Green Line residents, although satisfaction with access to trains/DART has improved since 2004, there is still a substantial level of dissatisfaction among residents of Ranelagh, Dundrum and Sandyford areas. In contrast, in the Green Line catchment satisfaction with access to the airport was down somewhat on 2004.

While both catchments express a high level of satisfaction with access to Luas from their local area, this is even higher for Red Line than Green Line residents. Satisfaction in the Green Line catchment is slightly dampened by the reaction of Sandyford residents, with over one in five not satisfied with access to Luas.

In contrast to Green Line residents, a marked increase in satisfaction was noted among Red Line residents regarding services to and from their area by bus. It may well be that the advent of the Luas has taken pressure off what would previously have been the main form of public transport for the catchment, thus leading to a positive perception of the adequacy of bus services within the catchment. In the Green Line catchment, with little change in overall satisfaction with bus services, discontent is most obvious amongst those living in Dundrum and Sandyford, around one in three in each case dissatisfied with bus services to their area. In the case of Sandyford this, allied with a lower level of satisfaction with access to Luas relative to other areas in the catchment, suggests that there is room for further public transport initiatives in an area which is developing very rapidly in terms of commercial and residential use.

The chart below which compares the reactions of Luas catchment residents to those in the Control Areas gives a clear picture of the impact of the Luas for those areas that benefit from the service versus those that do not.



### Key Finding – Access

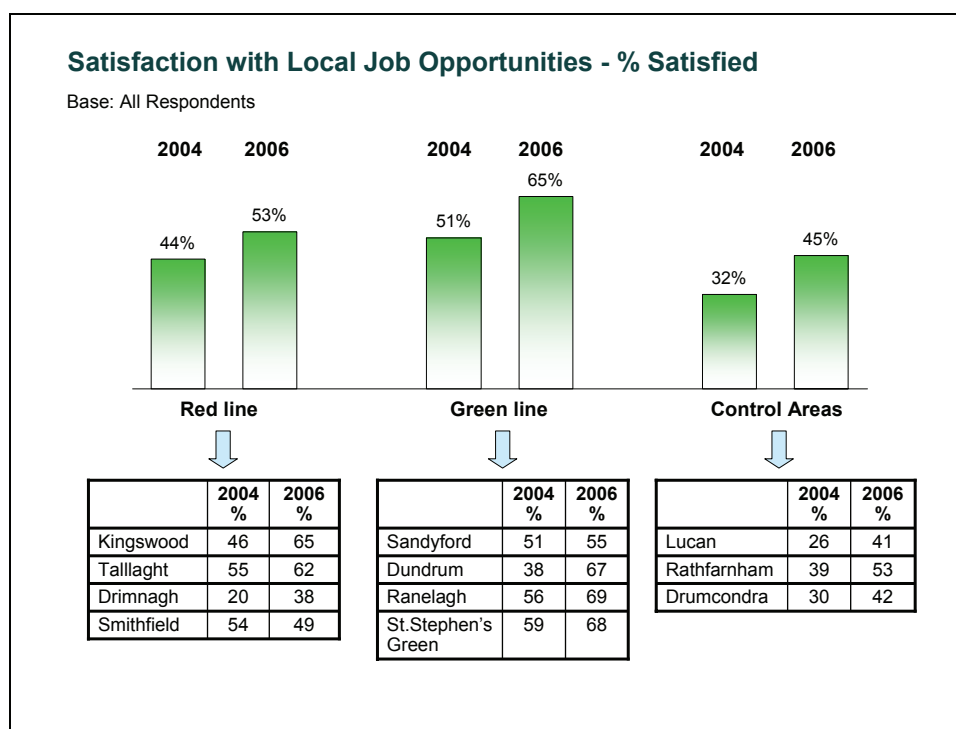
- Increased satisfaction with aspects relating to access in both Luas catchments, but declining satisfaction in the Control Areas provides graphic evidence of the extent to which Luas has contributed to improving access along its catchment corridors, but is a stark reminder of an apparently deteriorating access situation in those areas that do not benefit directly from the service.

## 1.2 Other Local Area Issues

Focusing on other aspects of the local area which have a direct bearing on travel and safety, change in satisfaction levels with issues such as the level of traffic congestion, traffic pollution, and safety for pedestrians and cyclists is much less evident pre and post Luas. Although there has been a marginal improvement in satisfaction regarding levels of traffic congestion, opinion

remains predominantly negative in both the Luas catchments and the Control areas, with the majority dissatisfied. Inevitably, those areas closer to the city centre, such as Drimnagh and Smithfield in the Red Line catchment, and St. Stephen's Green in the Green Line, but also Dundrum, appear to be worst affected by traffic congestion, with dissatisfaction at its highest. In the Control areas, three in every four Lucan residents are dissatisfied, the highest level noted across all areas covered in the survey.

Looking at satisfaction with aspects relating to facilities and general environment, one of the more interesting, if low key developments, is the significant growth in satisfaction with local job opportunities in the Luas catchments.



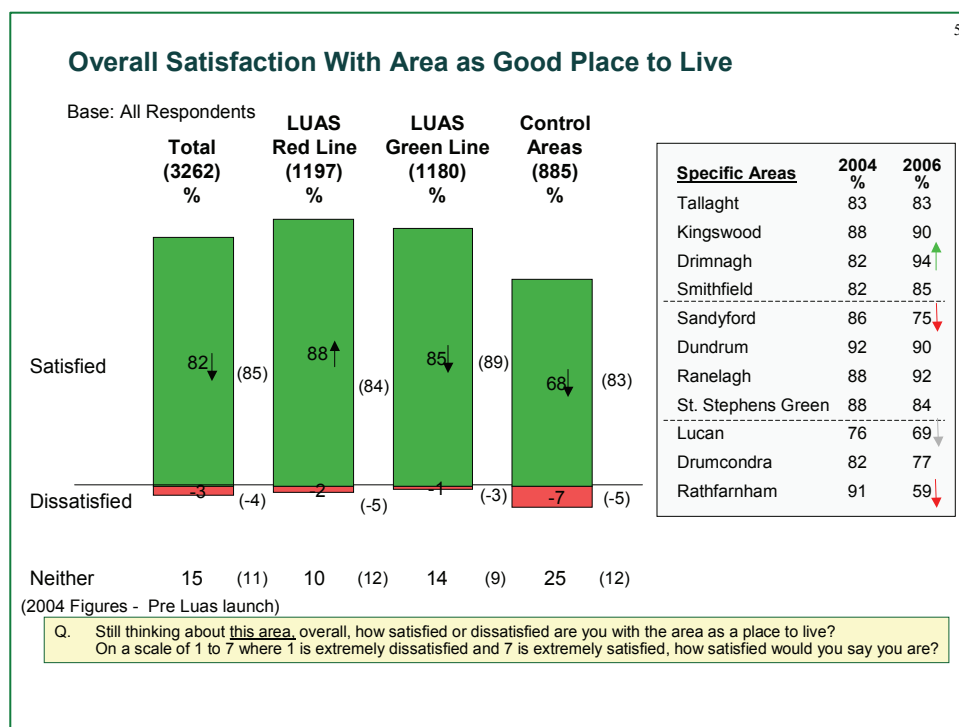
Increased satisfaction is particularly notable in the Green Line catchment, with Dundrum apparently the main beneficiary of improvement in this regard, no doubt helped by the arrival of the Dundrum Shopping Centre and proximity to the M50. Of the catchments on the Green Line only Sandyford did not experience any real growth in overall satisfaction with local job opportunities; here, dissatisfaction in this regard has actually increased since 2004. In the Red Line, satisfaction with local job opportunities has improved across most areas but remains below the catchment average for Drimnagh and Smithfield, with the latter actually experiencing a slight decline in satisfaction since 2004.

Satisfaction with local job opportunities has also increased in the Control Areas since 2004, but at an overall level remains significantly behind the Luas catchments. Of the individual areas in the Control sample, Rathfarnham residents were the most likely to express satisfaction with local job opportunities.

In general, one could speculate that improved satisfaction with local job opportunities for most areas in the Luas catchments owes at least something to the arrival of the Luas, in the sense that people now feel that securing work has been facilitated by an overall improvement in public transport facilities in their locality. This may also have had some spin-off benefit for the Control areas, particularly for residents in the Drumcondra and Rathfarnham catchments where access to the Luas is potentially easier than for Lucan residents.

### 1.3 Overall Satisfaction with the Area

Respondents were asked to think about their area in overall terms and to rate their satisfaction with it as a good place to live.





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### ***In the Control Areas***

Overall satisfaction with the area as a good place to live is significantly below the level expressed in the Luas catchments. Furthermore, satisfaction has deteriorated since 2004 and, although this has not translated into outright dissatisfaction with the area, there is now a more ambivalent attitude amongst Control Area residents with one in four unwilling to pass either a positive or a negative judgement on their locale. Looking at the individual areas within the Control Sample, the most dramatic fall-off has been among residents of Rathfarnham. From being the most satisfied in 2004 (91%), they have now become the least satisfied (59%). A review of potential improvements to the area that would have a positive impact on residents suggests that of the three Control Areas, Rathfarnham residents appear the most exercised by matters of transport and access. Mention of improvements such as access to the city, to adjacent areas, and to the airport and access to transport modes, particularly the Luas and train/DART, is significantly ahead of Lucan and Drumcondra. Indeed, of all the improvements listed, access to Luas is top of the overall wish list for Rathfarnham residents (mentioned by 77%). The fact that they are tantalisingly close to the Green Line catchment may well have fuelled this desire. (Although one might say the same of Drumcondra in that it is close to the city end of the Red Line, its closer geographic proximity to the City Centre may make this a less burning ambition for Drumcondra residents).

### ***In the Luas Catchments***

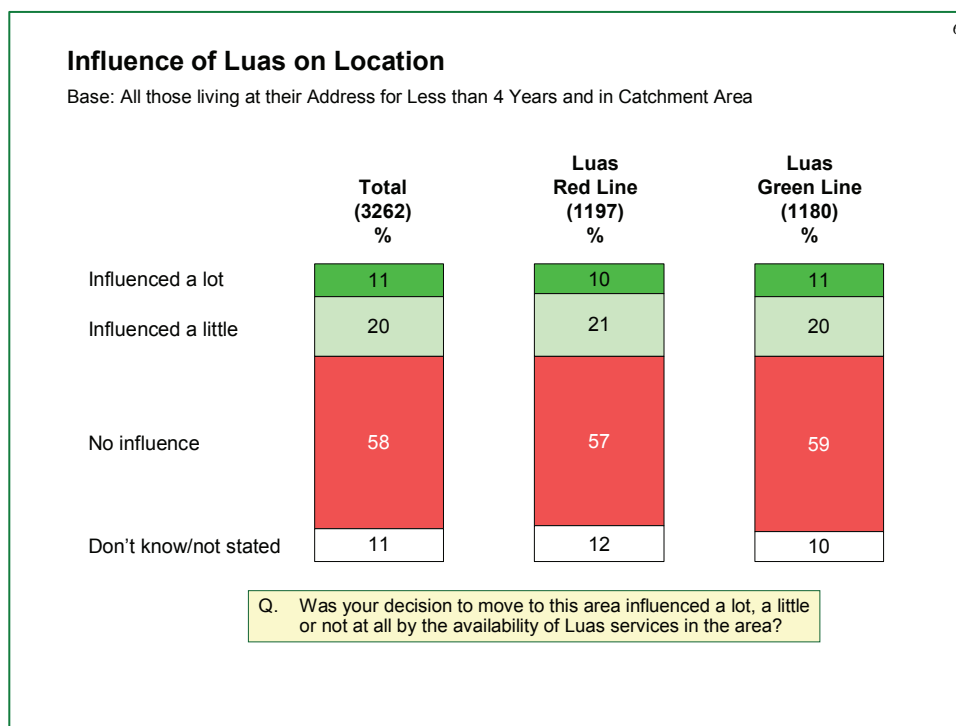
Overall satisfaction with the area as a good place to live is very high in the Luas catchments, slightly more so in the Red Line than the Green Line. The area enjoying the most significant upturn in satisfaction since 2004 is Drimnagh in the Red Line catchment (up from 82% to 94%). In contrast, Sandyford in the Green Line catchment has seen a significant downturn in satisfaction (down from 86% to 75%), though the overall reaction remains strongly positive.

#### **Key Findings - Overall Satisfaction with the Local Area**

- With a more positive perspective overall in the Luas catchments, it is logical to conclude that the Luas has made people resident in its catchments more satisfied with their area as a place to live.
- One would have to question the considerable drop in satisfaction for those living in the Control Areas. While it cannot be assumed that this is due entirely to transport related issues, the extent to which residents of the Control Areas see access to Luas and to other transport options such as train/DART as improvements that would have a positive impact on their area, does seem to suggest that poorer transport options (in contrast to other areas) may have dampened enthusiasm for their locale.

## 1.4 Impact of Luas on Decision to Move to Area

In order to assess the extent to which transport features in decisions to locate in particular areas, residents in the Luas catchments who had been at their present address for less than four years were asked whether their decision to move to the area had been influenced by the availability of Luas services in the area.



In both catchments, a significant three in every ten said this had been of at least some influence, with one in ten saying that it influenced their decision 'a lot'. To put this in context, 26% of those in the Green Line catchment were more recent residents at their current address compared with 16% of those in Red Line areas and the pattern across the individual areas within the catchments is shown overleaf.

### Living at their address for less than four years

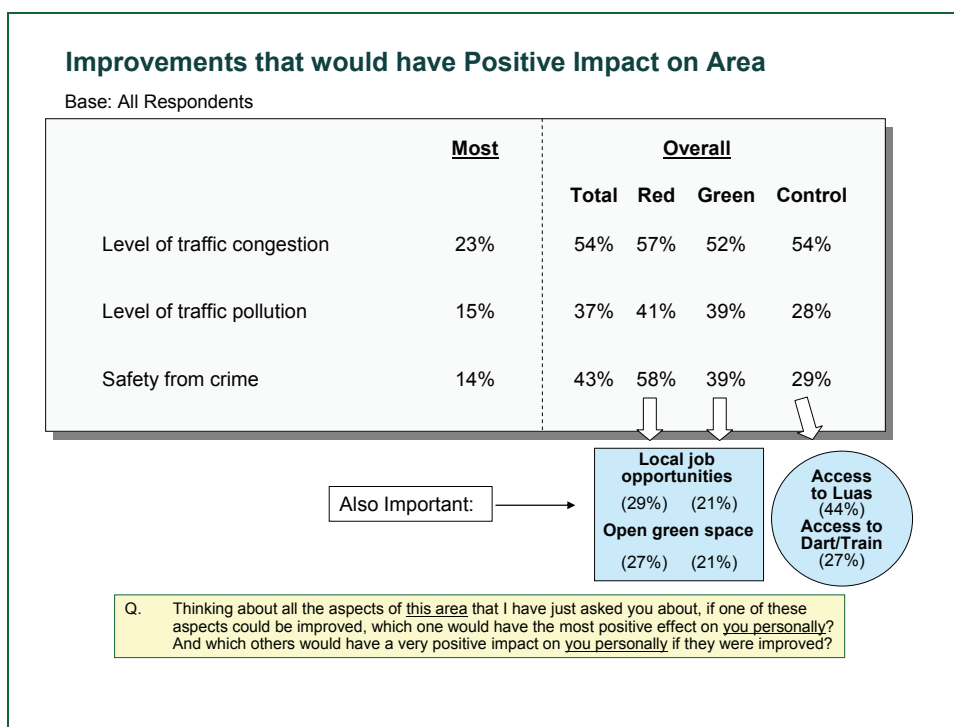
<b>Red Line</b>	<b>16%</b>
Kingswood	8%
Tallaght	14%
Drimnagh	15%
Smithfield	26%
<b>Green Line</b>	<b>26%</b>
Sandyford	24%
Dundrum	13%
Ranelagh	34%
St. Stephen's Green	32%

Although base figures for more recent residents in the some of the individual areas within the Luas catchments are small, warranting caution in interpreting results, it does seem that more recent residents of Sandyford and Dundrum (both areas that have seen significant residential and commercial development in recent years) were quite strongly influenced by Luas in their decision to move to the area. Looking at both areas combined, approaching half (45%) said they had been influenced at least to some extent by Luas in moving to these locations. In the Red Line catchments, residents of the combined Kingswood and Tallaght areas were the most likely to see Luas as an influence (38%). In contrast, those in both catchments living closer to the city centre - in Smithfield and St. Stephen's Green – were on the whole less influenced.

Furthermore, in examining attitudes towards the Luas on a range of different dimensions, when residents of both Luas catchments were asked to what extent they agreed with the statement '*when I decided to move to this area my decision was strongly influenced by the Luas line*' more than one in five Green Line residents (22%) and just under one in five Red Line residents (18%) agreed that this had been a factor in their decision to locate in their particular area, significantly ahead of the outcome in 2004, when 7% and 6% respectively had made a similar claim.

## 1.5 Improvements to area that would have a positive effect

Asked to single out aspects for improvement in their area that would have the most positive effect personally, the level of traffic congestion was most widely mentioned, with over half of residents in the Luas catchments and the Control Areas singling this out as the main priority. The level of traffic pollution and safety from crime were the next most widely mentioned.



Across the catchments, safety from crime was considered equally as important as the level of traffic congestion for Red Line residents, well ahead of their Green Line counterparts and those resident in the Control Areas. Other issues of importance noted in the Red and Green Line catchments were *local job opportunities* and *the amount of open green space*. As already noted access to Luas and trains/DART was particularly mentioned in the Control Areas.

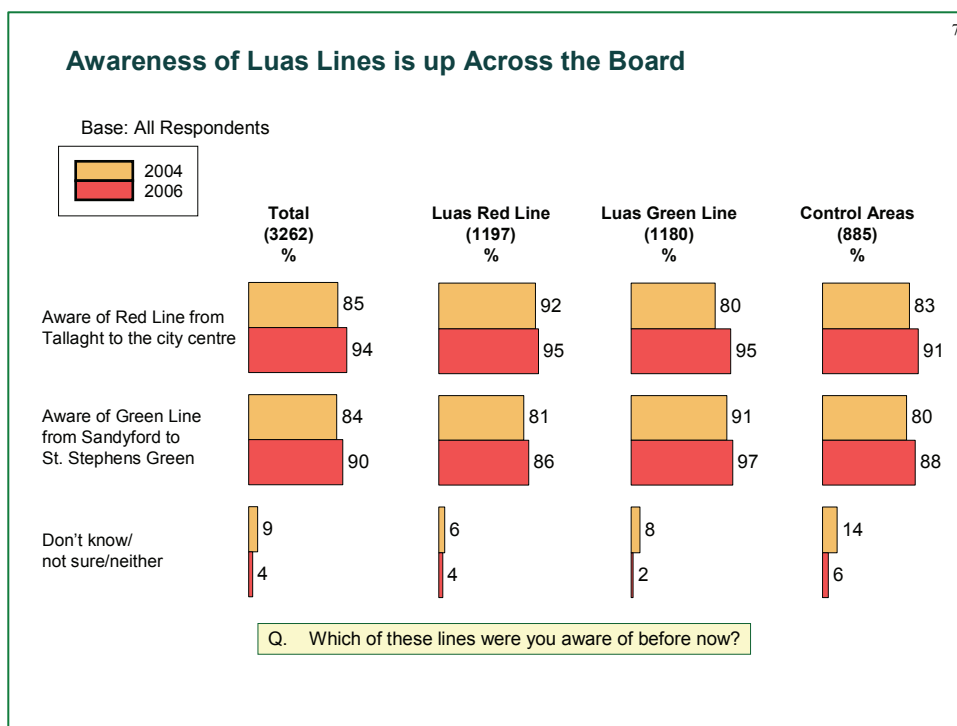
In the individual areas within the catchment and Control Areas, mention of traffic congestion was above average in Kingswood (67%), Dundrum (66%) and Lucan (65%). Traffic pollution was well up the agenda in Tallaght (49%), Smithfield (53%) and Dundrum (46%). Safety from crime received its highest mention in Tallaght (71%) and Smithfield (67%).

## 2. Luas – Awareness and Attitudes

### 2.1 Awareness of Luas

#### *In the Luas catchments*

Awareness of Luas is up across the board, with at least nine in every ten knowing of each line. Interestingly, those living in the Red Line catchment appear less aware of the Green Line (86%) than are Green Line residents of the Red Line (95%). This suggests that there may be more of a single line culture among Red Line residents and this is borne out by the fact that of those living in this catchment, 27% had ever travelled on the Green Line, whereas for those living in Green Line areas, 42% had ever travelled on the Red Line.



Focusing on 'other line' awareness in both Luas catchments, of the individual Red Line areas, awareness of the Green Line tends to be below the catchment average (86%) for those resident in Drimnagh (82%) and Smithfield (80%). Varying degrees of familiarity are less a feature of Green Line residents, with the vast majority (95% – 98%) equally aware of both lines, with the possible exception of Sandyford residents who tend to be slightly less familiar with the Red Line (92%).

### ***In the Control Areas***

In the Control Areas, awareness of both lines has also grown, with the Red Line slightly more well known than the Green. However, for the individual areas within the Control sample, reported awareness of both lines, in particular the Green Line, is significantly lower for Lucan residents than for those living in Drumcondra and Rathfarnham. Indeed, awareness appears to have declined slightly since 2004 for Lucan residents, indicating the extent to which they are both geographically and psychologically removed from the direct benefits of the Luas.

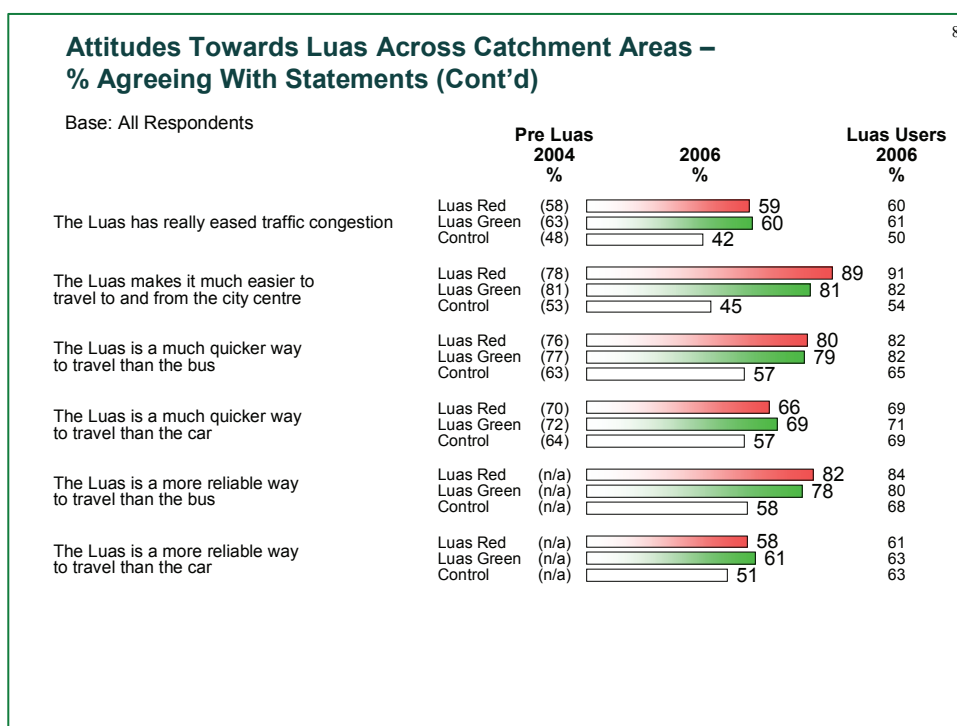
#### **Key Findings – Awareness of Luas**

- All the evidence suggests that Luas has quickly become an accepted feature of the Dublin transport scene, even for those not in its immediate catchment though, inevitably, the further away geographically from the service the less likely is it to be assimilated into the overall transport ‘mind map’ (Lucan is a case in point).

## 2.2 Attitudes Towards Luas

### Access and Speed of Travel

Of the range of dimensions measured, reactions to those dealing with the impact of Luas on access and speed of travel are the most pertinent in assessing its effect. The contrast in response between the Control and Luas catchments clearly indicates the positive contribution of Luas across all of these key propositions.



In its catchments, Luas met or exceeded expectations relating to access to the city centre. This is particularly evident for residents in the Red Line catchment who are even more positive about this aspect of Luas than are their Green Line counterparts. In contrast, though a substantial 45% in the Control areas also acknowledge the benefits of Luas in this regard, inevitably there has not been any uplift since 2004 in the proportions agreeing that Luas has made it easier from their perspective to travel to/from the city centre. Here, agreement with this proposition remains at roughly half the level seen in the Luas catchments and is testament to the extent to which residents of the Control areas suffer by not being able to enjoy the benefits of direct Luas access to the city centre.



Pre Luas expectations that Luas would be a quicker way to travel than the bus have been vindicated, with eight in ten in the Luas catchments agreeing with this proposition. In the Control areas more than half also agree that this is the case, and this rises to almost two in every three among those who have used the Luas. The Luas is also widely seen as a more reliable way to travel than the bus by eight in every ten resident in the Luas catchments and almost six in every ten in the Control areas. Across all the Luas catchment areas, Dundrum and Smithfield residents are the most likely to laud the speed and reliability of Luas over the bus.

The majority also believe that Luas is a much quicker way to travel than the car and tend towards the view that it is also more reliable, though this is slightly less evident than in the case of speed. The advantage of the Luas over the car in terms of speed is most widely appreciated by residents of Drimnagh and Smithfield in the Red Line catchment and of Ranelagh and Dundrum on the Green Line, areas closer to the city centre and, in the case of Dundrum now of major importance as a retail centre, that inevitably would experience greater traffic congestion.

The majority of those in the Luas catchments believe that Luas has had a positive impact on traffic congestion, much as they had anticipated might be the case in the run up to its arrival. Overall, three in every five agree that *'Luas has really eased traffic congestion'* and this rises to a high of 69% for those resident in Tallaght, followed by Drimnagh (67%) and Sandyford (65%). The most substantial level of disagreement with this proposition comes from Kingswood residents (45% compared to an average of 27% for the combined Luas catchments).

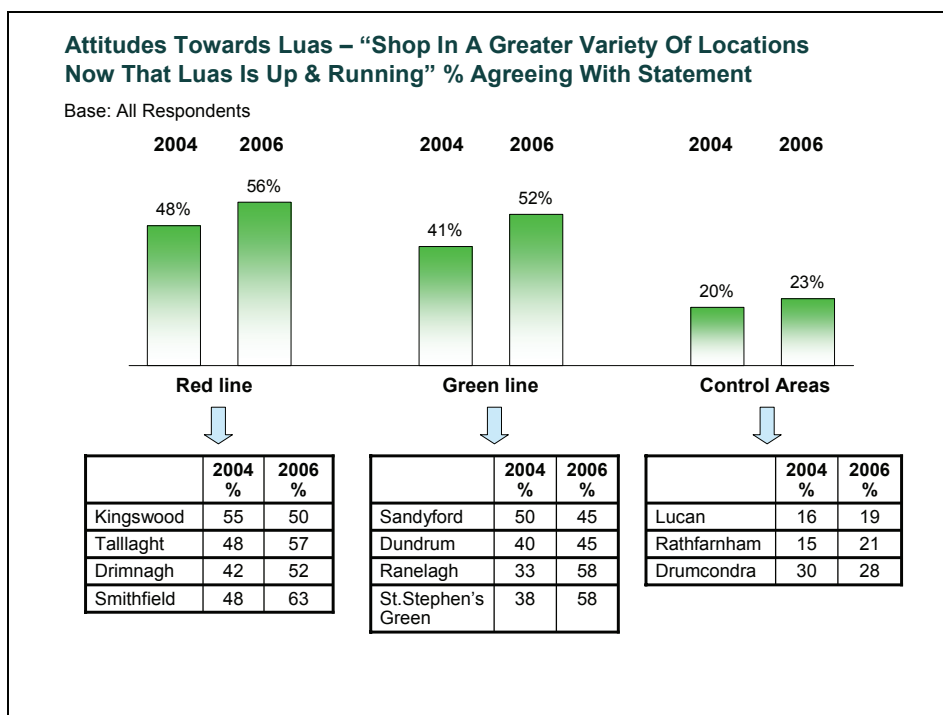
Even in the Control areas, there is a quite substantial level of agreement (42% overall) that Luas has had a positive impact on traffic congestion, with little variation between the individual areas in this regard.

### **Key Findings – Travel and Access Advantages**

- In its catchments, Luas has exceeded expectations on ease of access to the city centre.
- Luas is widely seen as a quicker and more reliable way to travel than the car and, in particular, the bus.
- It is also seen to have a positive impact on traffic congestion, particularly in the Luas catchments, although traffic congestion remains the key area for improvement as far as the public is concerned.
- In the Control areas, while the benefits of direct Luas access to the city centre are acknowledged by a substantial proportion, the level of agreement is mitigated by not being able to avail of the service for city centre access.

## Shopping Opportunities

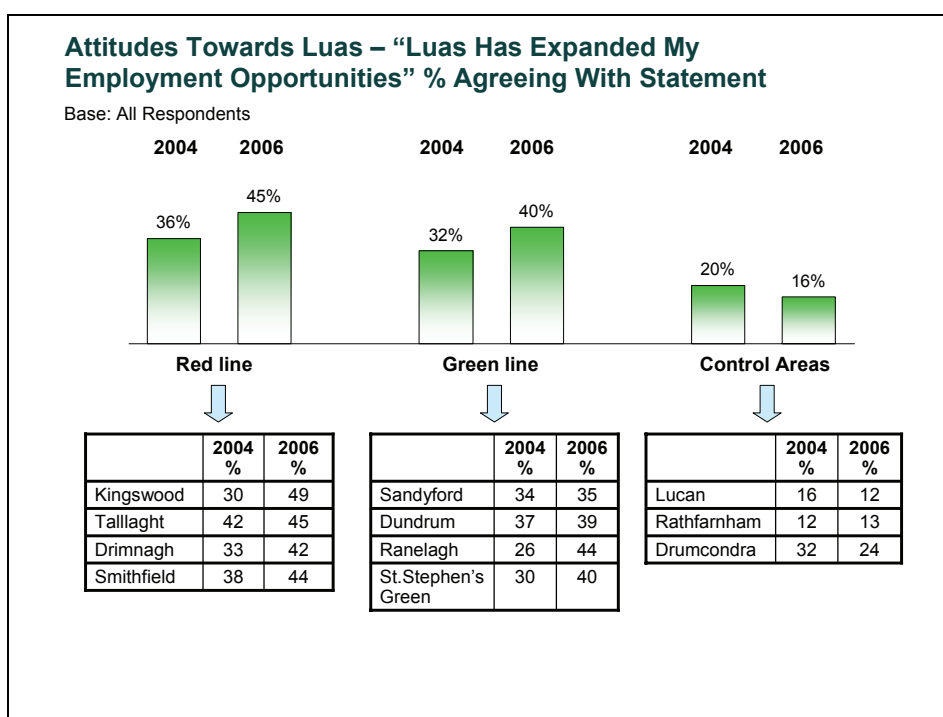
An area where Luas has earned a significantly higher level of agreement relative to 2004 is in expanding shopping opportunities, up from 38% to 45% now. Even in the Control Areas, the benefits of Luas in this regard have not gone unnoticed, with around one in every four seeing this as a positive spin-off of the service. Residents along the Red Line are more likely than their Green Line counterparts (56% versus 52%) to agree that they '*shop in a greater variety of locations now that the Luas is up and running*'. In the Red Line catchment residents of Smithfield are significantly more likely than the catchment average to agree with this statement (63% versus 56% overall). In the Green Line agreement with this statement is below average for Dundrum and Sandyford residents, who in any event have probably benefited from the advent of more extensive local shopping facilities (in Dundrum).



A related finding (dealt with in more detail later in this report) that substantiates the claim to shop in more places since Luas is the extent to which Luas has generated additional trips, primarily for shopping, that otherwise would not have been taken.

## Employment Opportunities

The prospect of wider employment opportunities has also gained momentum for those in the Luas catchments, with Luas clearly having opened up opportunities for people to travel to locations for work which they otherwise might not have considered. Although agreement with this statement is much lower in the Control areas (16%) where direct access to Luas is not an option, an above average one in four Drumcondra residents (24%) agree that their employment opportunities have been expanded as a direct result of Luas, twice the level noted for Lucan (12%) and Rathfarnham (13%) residents and perhaps indicative of their closer access to the city centre and, as a consequence, to both Luas lines.

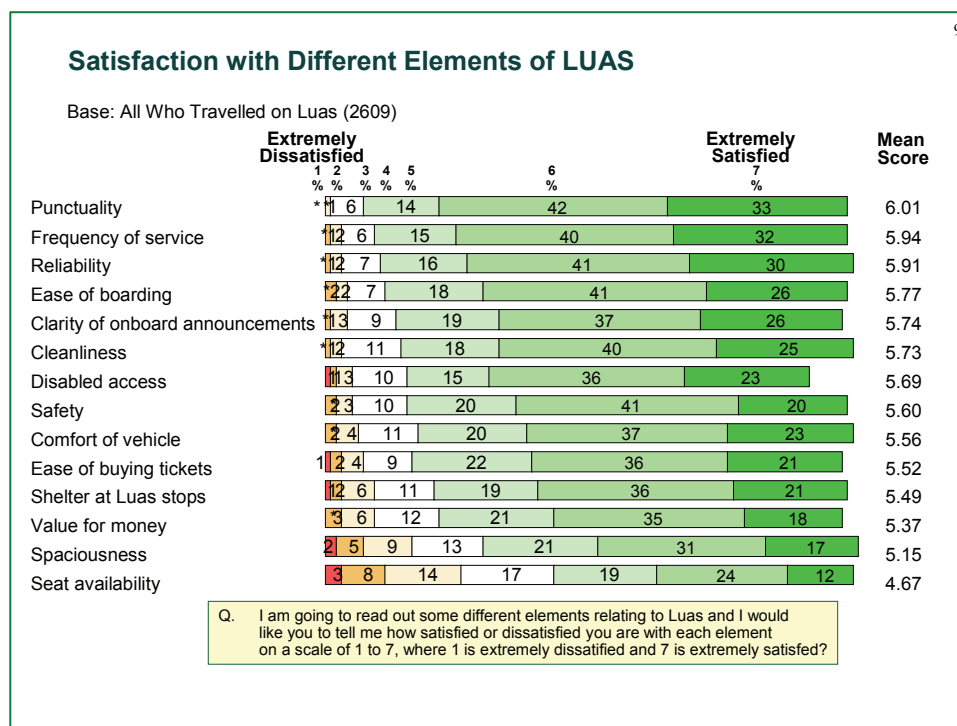


## Key Findings – Shopping and Employment

- Shopping opportunities have been opened up with the advent of Luas, with more people now shopping in greater variety of locations than previously.
- More people in the Luas catchments now think the Luas has had a positive impact on their employment opportunities. Even in the Control Areas a substantial minority believe that Luas has expanded their employment opportunities.

## 2.3 Satisfaction with Different Elements of Luas

Those who had ever travelled on Luas were asked to rate their satisfaction with different elements relating to the service. As the chart below shows, Luas users give a ringing endorsement of the service on virtually all of the different dimensions of service measured, with punctuality, frequency and reliability the top scoring elements.



The only dimension recording a notable level of dissatisfaction is seat availability, with one in four expressing discontent. Given perceptions of the service as a modern 'state of the art' transport mode, with significant advantages in terms of reliability, punctuality and frequency of service, it may be that seating for all passengers is a foregone expectation for some users, and that 'standing room only' is seen as an out-dated concept associated with more traditional modes of transport, such as the bus. Comparing the Red and Green Lines on this aspect, seat availability appeared to be more of an issue for Red Line users, suggesting greater pressure on the Line, particularly as it's route is more extensive, covering a much wider number of stops, with total journey time more than double that of the Green Line. On a similar note, Red Line users, though generally content, were significantly less likely than their Green Line counterparts to describe themselves as satisfied with the spaciousness of Luas, again indicating possible overcrowding on the route.

Other aspects on which reactions, though generally positive, differed to some extent between users of either line were in relation to shelter at Luas stops and ease of buying tickets, with the proportion of Green Line users satisfied with each of these aspects significantly lower than for Red Line users. In the Green Line catchment, users located in the Ranelagh area were the most likely to express dissatisfaction with shelter at Luas stops (20% versus 13% for the Green Line catchment as a whole). Dissatisfaction with ease of buying tickets was highest among Dundrum residents (17% versus an average of 12%).

Comparing the image of Luas to other modes of transport is further proof of the high regard in which the Luas is held on a range of dimensions. Indeed, the overall growth in the attribution of the range of positive images to Luas since 2004 is clear evidence that people view Luas as having made a significant contribution to the transport scene in Dublin.

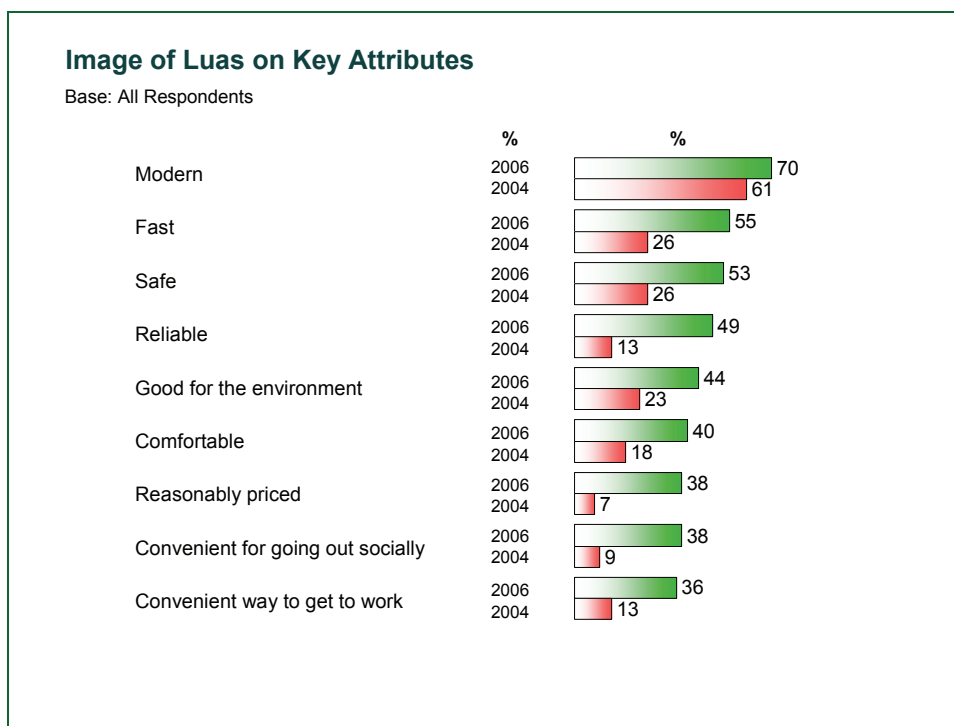
**Image Grid for Various Modes of Transport**  
Base: All Respondents

	Luas %	Bus %	Car %	Dart/Train %
Modern	70	10	31	12
Fast	55	11	40	17
Safe	53	20	32	16
Clean	52	16	31	12
Reliable	49	15	45	12
Good for the environment	44	10	8	11
For young people	44	27	21	13
Happy for my friends to see me using	43	19	48	12
For old people	41	47	41	13
Comfortable	40	17	58	12
Reasonably priced	38	44	13	11
Convenient for going out	38	25	44	8
Convenient way to get to work	36	25	48	9
Convenient for shopping	30	22	63	6
For people with no other choice	25	31	15	8
Healthy	19	7	9	4
Convenient way to take children to school	18	17	55	4

Q. Which one of these, if any is.....?

Growth in positive perceptions of Luas is uniform over both the Red and Green Lines and is also evident in the Control areas, where obviously some experience of using Luas has helped to boost image associations (over half of those in the Control areas have some experience of travelling on Luas). Focusing specifically on Luas users (ever used) positive perceptions vis-a-vis other modes are even more widely subscribed to.

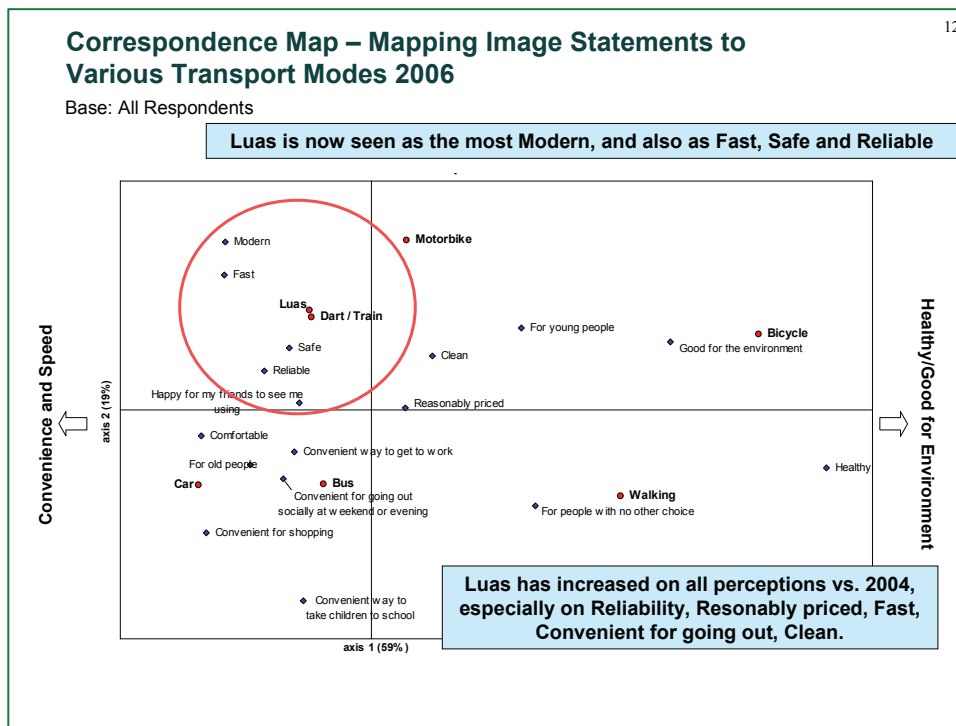
Comparing pre Luas expectations with current attitudes, it is clear that Luas has exceeded expectations in relation to all its key attributes – modernity, safety, speed, environmental friendliness, reliability and comfort – with significantly higher proportions now attributing these characteristics to the service.



Leaving aside 'modern' which predictably has been the primary image dimension associated with Luas in both the Before and After studies, most other dimensions have moved ahead of their 2004 'vote' by at least twenty percentage points, with reliability the highest achiever in this regard, adding thirty six percentage points to its vote. 'Reliability', along with 'reasonably priced' were factors that people were unsure about before the launch of the service, but obviously now have much more clear and positive views. Other dimensions on which Luas has added considerably to its image are its convenience for going out socially and for going to work, where it is now perceived as second only to the car.

Comparing Luas against other modes of transport shows Luas out-performing the car and the bus and also train/DART in terms of speed and safety. Although in competition to a certain extent with the car in terms of reliability, Luas clearly turns in a much stronger performance than the bus on this image factor. The following chart, which maps image statements to various

transport modes indicates very clearly where the particular modes are scored and demonstrates those attributes that discriminate most strongly between these modes; for example convenience and speed at one end of the spectrum as opposed to concerns about being healthy and good for the environment on the other hand\*.



As the map demonstrates, Luas is seen as the most modern and also as fast, safe and reliable, whereas in terms of its practical travel advantages, the car outstrips other modes in terms of its convenience and comfort. Comparing the bus to the Luas the main strength of the bus is that it is reasonably priced, but its weaknesses centre around issues such as clean, good for the environment, speed and reliability. Unsurprisingly, walking and cycling dominate on factors such as healthy and good for the environment and variously for young people (cycling), for those with no other choice (walking) and for taking children to school (walking).

(\* See Appendices for detailed explanation of Correspondence Mapping).



Looking at reactions to the Luas across its catchments and the Control areas, unsurprisingly residents of its catchments tend to have a more rounded picture of the Luas than do those living in the Control areas, attributing various image dimensions to the service to a considerably higher level than do those in the Control sample. Interestingly, though, Green Line residents are significantly more likely than Red Line residents to attribute dimensions such as modernity, comfort, reliability, safety, speed, and convenience for socialising and for getting to work to Luas.

An even stronger endorsement of the various positive image features of the Luas is given by those using the service weekly or more often, on virtually all dimensions including those such as comfort, and convenience for going to work, where the car would generally score ahead of Luas. For regular Luas users, the only features where the car still outshines Luas are for the convenience of taking children to school and, marginally, for shopping.

#### **Key Findings – Image and Attitudes**

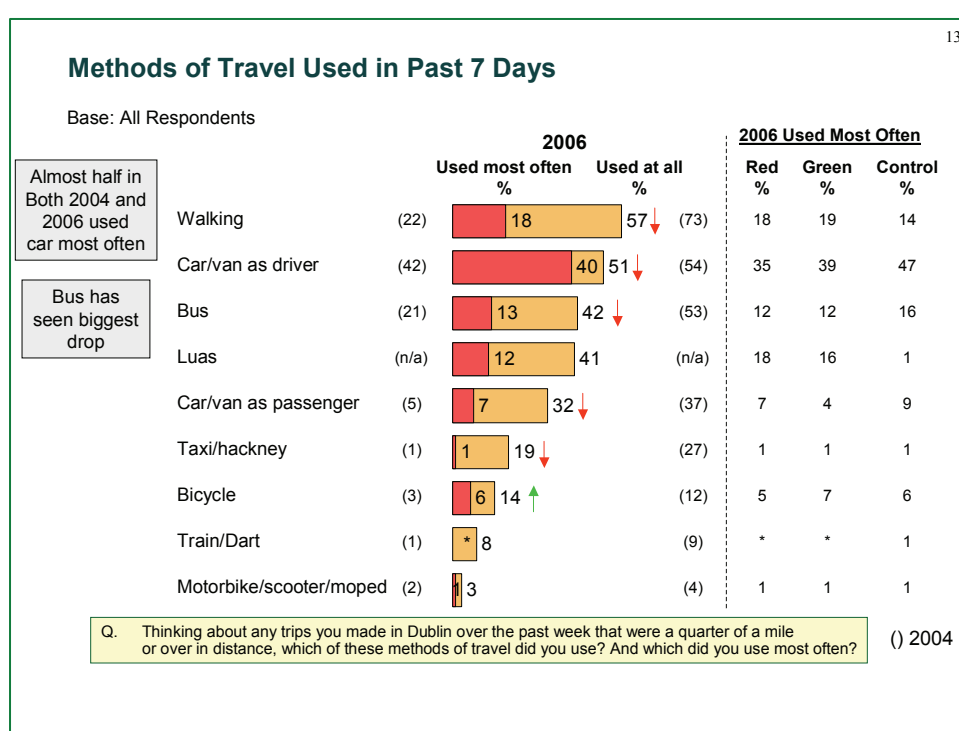
- Satisfaction with Luas is demonstrated by the public's strong endorsement of its many service dimensions, particularly punctuality, frequency, and reliability.
- Luas has clearly exceeded expectations in relation to all its key attributes. Compared with other modes of transport, it outshines the car, bus and train/DART on speed and safety and turns in a much stronger performance than the bus on reliability.
- Some relatively small pockets of dissatisfaction relate to seat availability, shelter at Luas stops and ease of buying tickets (the latter two issues tend to be localised to particular areas and may warrant attention).

### 3. Methods of Travel

#### 3.1 Use of Different Transport Modes

Respondents were asked what methods of travel they had used at all and which they had used most often for any trips one quarter of a mile or over in distance that they had made in Dublin in the past seven days.

It should be noted that such trips were not confined to the Luas corridors, but related to anywhere in the city.



Two in every five respondents overall had **used Luas at all** in the past seven days, with one in eight describing it as the mode used most often. In both the Red and Green Line catchments, one in every two had used Luas at all in the past week and a substantial minority of Control Area residents – almost one in five – had also availed of the service in the past seven days. As the most widely used method, Red Line residents slightly pipped Green Line travellers (18% versus 16% using Luas most often). Predictably, in the Control Areas, Luas hardly featured as the mode used most often.

In terms of other modes of transport **used most often** in the past seven days, the proportion of all respondents using car has remained unchanged at almost half (47%) between 2004 and 2006. Likewise, there has been very little change since 2004 in reported car usage in either the Red or Green Line catchments – each two percentage points down on the level of usage seen in the Before study. In the Control Area, car usage increased from 52% in 2004 to 56%, with all of the increase coming in usage of car as a passenger, rather than as a driver.

The most notable development since 2004 is the decline in bus usage as the method used most often. The fact that this has almost halved in the Luas catchments, but has remained only slightly below the level seen in the Control areas in 2004 clearly indicates a level of switching from Bus to Luas in both the Red and Green Line catchments. Similarly, a decline in the proportion in both Luas catchments (particularly in the Red Line areas) walking as their main mode suggests that Luas has also probably garnered share from this mode. However, a decline in walking as the main mode (down from 18% to 14%) has also occurred in the Control Areas. The impact of seasonality therefore cannot be discounted as a contributory factor to the decline in walking across all catchments, with darker evenings likely to reduce walking trips.

Overall then, in the Luas catchments, it seems that rather than effecting a transfer from private motorised to public transport methods, in terms of **mode used most often to any** destination, the impact of Luas has been primarily diversionary, switching travellers from one method of public transport to another. However, while much of the mode shift onto Luas has come from Bus, the overall effect of factoring in Luas has been positive, increasing the use of public transport (bus and Luas combined) in both Luas catchments. In the Red Line catchment, 30% now use public transport compared with 24% pre-Luas. In the Green Line, 28% use public transport most often compared with 21% pre-Luas.

In the individual Red Line areas, usage of Luas as the main mode was highest among Kingswood (24%) and Drimnagh (22%) residents, with strong evidence in both these areas of switching taking place primarily from bus to Luas. In the Green Line areas, Luas as the main mode was slightly above average in Dundrum (20%). Use of the bus declined in all areas with the

exception of St. Stephen's Green, where walking was the most widely mentioned.

### **Key Findings – Travel Mode Used Most Often**

- Mode shift to Luas as the method used most often for any trip (not confined to Luas corridors) has come primarily from bus and walking, with reported use of the car just marginally below the level reported in 2004 in both Luas catchments.
- In the Control Areas, dependence on the car has increased, resulting from a growth in 'car as passenger' as a mode, as opposed to 'car as driver'.

## **3.2 Luas Usage**

In order to establish the extent of trial and use of the service, all respondents were asked which if either of the Luas lines they had ever travelled on as a passenger and for each line travelled, how frequently they use it.

In overall terms, four in every five respondents had ever used Luas – a very high level of trial/experience – rising to nine in every ten in the Luas catchments and a substantial one in every two in the Control Areas. In broad terms, this represents a considerable vote of appreciation for the service and gives an indication of the extent to which it has been assimilated into the travel options of Dublin residents. It is particularly noteworthy that in the Control Areas, where residents are outside the direct ambit of Luas, as many as half overall have ever travelled on the service. However, of the individual areas in the Control sample, trial of Luas was below average for Lucan residents (40% ever travelled on either line, compared with 59% for residents of Drumcondra and Rathfarnham).

The extent of dual line usage between Red and Green Line residents is worth noting. The proportion of Red Line residents who have ever use the Green Line (27%) is considerably lower than the proportion of Green Line residents (42%) using the Red Line. This suggests two possibilities; either that those resident in the Green Line catchment may have a more expansive view of the

possibilities of Luas travel, or that in general they have a need or a wish to travel to more places in the city. It is also likely however, that the Red Line may be more useful than the Green Line to those that do not live and work along it, by virtue of its variety of destinations (e.g. suburban retail, city centre retail, courts, hospitals, public transport interchanges) and its longer length.

A review of the individual areas within the catchments shows that residents of the St. Stephen's Green area are the most likely to have ever travelled on the Red Line (68%), significantly ahead of other Green Line catchment residents (ranging from 30% to 36%). In the Red Line zone, Smithfield residents were the most (42%) and Tallaght residents the least likely (11%) to have used the Green Line. Clearly, in the case of St. Stephen's Green and Smithfield, proximity to each of the lines will have played a part in encouraging a higher level of trial.

In the Control Areas, Drumcondra residents were the most likely to have used the Red Line (48%) and Rathfarnham residents were most likely to have used the Green Line (56%).

A more precise measure of the extent to which Luas has been assimilated is frequency of use of the service. The equivalent of three in ten of all residents in the Luas catchments and the Control areas use Luas at least weekly. Focusing specifically on those in the Luas catchments, frequent use is obviously more the norm with around two in every five residents using the service weekly or more often. This compares with just 7% of all respondents living in the Control Areas. The table overleaf shows frequency of use for those who had ever travelled on either line.

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### Travelling by Luas

	Total		Red Line		Green Line		Control Areas	
	Red Line %	Green Line %	Red Line %	Green Line %	Red Line %	Green Line %	Red Line %	Green Line %
Ever travelled on	57	43	89	27	(42)	88	35	40
<b>How Frequently</b>	<b>(1860)</b>	<b>(1716)</b>	<b>(1061)</b>	<b>(326)</b>	<b>(491)</b>	<b>(1036)</b>	<b>(308)</b>	<b>(354)</b>
	%	%	%	%	%	%	%	%
Daily	5	7	7	1	2	10	1	1
Every 2-3 days	7	7	10	2	2	10	1	1
Every 4-6 days	4	4	7	2	1	5	1	2
Once a week	12	12	17	5	4	16	6	7
1-2 weeks	8	9	10	7	7	10	6	6
3-4 weeks	6	6	5	4	7	6	8	8
Once a month	12	13	11	13	10	12	17	15
Less often	43	38	31	61	66	25	52	53

Q. Which, if any, of the Luas lines have you ever travelled on as a passenger? How often do you usually travel on the....?

Those who had rarely or never used Luas were asked why they had not availed of the service. Obviously lack of access was the dominant reason in the Control Areas. In the actual Luas zones, a minority of residents also cited lack of access (6% in the Red zone and 11% in the Green zone). A distaste for public transport was the only significant difference between Red and Green line residents, with Green Line dwellers more likely to mention this (18% versus 7%). Other factors which were seen to militate against use of Luas were too much waiting time and the cost of public transport.

The capacity of Luas to generate extra trips is particularly significant with more than one third of those who have ever used the service claiming to make trips now that they would not have made previously. The incidence of supplemental trips is particularly evident in the Green Line catchment (44%). Even in the Control areas, one in every four of those who have ever used Luas now make trips they would not have previously undertaken (though in terms of the total population for the Control Areas, this diminishes to around 13%). The table overleaf shows the incidence of extra trips across each of the individual areas within the Luas catchments and Control Areas.

### Claimed Extra Trips (All ever travelled on Luas)

	%		%		%
<b>Red Line</b>	<b>33</b>	<b>Green Line</b>	<b>44</b>	<b>Control</b>	<b>25</b>
Kingswood	28	Sandyford	48	Lucan	28
Tallaght	17	Dundrum	30	Drumcondra	23
Drimnagh	50	Ranelagh	48	Rathfarnham	25
Smithfield	38	St. Stephen's Gn.	49		

Reflecting the stronger perception that Luas has enabled people to shop in a wider variety of locations, by far the most dominant reason for supplemental trips made with the advent of Luas is for shopping. This is particularly evident among Red Line residents, with 75% of incremental trips for the purpose of shopping compared with 61% in the Green Line catchment. In the Control Areas, three in every five new trips generated by Luas are for shopping. Visits to friends/relatives have clearly also been facilitated by Luas, with this the next most likely reason for incremental trips (admittedly well below shopping). Some other differences in motive were apparent between Red and Green Line residents, with extra trips generated for cinema/pub/restaurant and sports/leisure significantly more in evidence on the Green Line than the Red Line.

### Purpose of Incremental Trips

	<b>Red Line</b>	<b>Green Line</b>	<b>Control</b>
Base: All making extra trips	355	466	117
	%	%	%
Shopping	75	61	59
Visits to friends/family	23	19	23
Cinema/pub/restaurant	13	20	17
Entertainment (concert/theatre, etc.)	17	18	9
Work	9	13	16
Sports/leisure	9	14	10
Education	5	6	4

Across the individual Luas catchment areas incremental trips for shopping were highest for Drimnagh (85%), Smithfield (76%) and Ranelagh (75%) residents, but were least likely to be mentioned by Dundrum dwellers (43%)

who no doubt benefit from having the new shopping centre on their doorstep. However, Dundrum residents were the most likely to have made incremental trips for cinema/pub/restaurant (36%).

### **Key Findings – Luas Usage**

- Four in every five respondents had ever used Luas – a very high level of trial/experience and clear evidence of the extent to which Luas has been assimilated into the travel options of Dubliners.
- In the Luas zones, trial rose to nine in every ten and in the Control Areas one in every two had ever used Luas.
- In the Luas catchments two in every five use the service weekly or more often. Weekly or higher frequency stands at 7% for the Control Areas.
- The proportion making extra trips since the arrival of Luas is particularly significant. Over one third of residents of the Luas zones now make trips they would not have made previously.
- Shopping trips are by far the most dominant incremental trips taken.



## 4. In-Scope Journeys

The travel patterns of those living in both Luas catchments were examined in detail. In this phase of the research the focus was specifically on **In-Scope** journeys, defined as the start and end of the journey falling within areas marked on maps of the Red and Green Line catchments.

Respondents in each catchment were shown a map of the relevant Luas zone and were asked whether in the previous seven days they had made a trip **from their own address to a destination in any of the areas shown on the map**. If several trips had been made, the interviewer recorded the details for the **most recent trip** involving the respondent travelling **outside** their own area, but terminating their journey in an area marked on the map (coded map references were used to record the data). Respondents were also asked whether they had made a trip from their address to any of the areas shown on the map (apart from their own area) in order to **transfer** and continue their journey from that point (for example, to change bus, connect to DART/train, etc.). Interviewers then recorded details of such trips, again using coded map references. (Copies of the maps used in the survey are included in the Appendix to this report).

In this phase of the research, attention was focused on the **most recent in-scope trip** only. For a comprehensive review of all trips taken in a 'typical' week the Travel Diary provides detail on all trips taken over a seven day period.

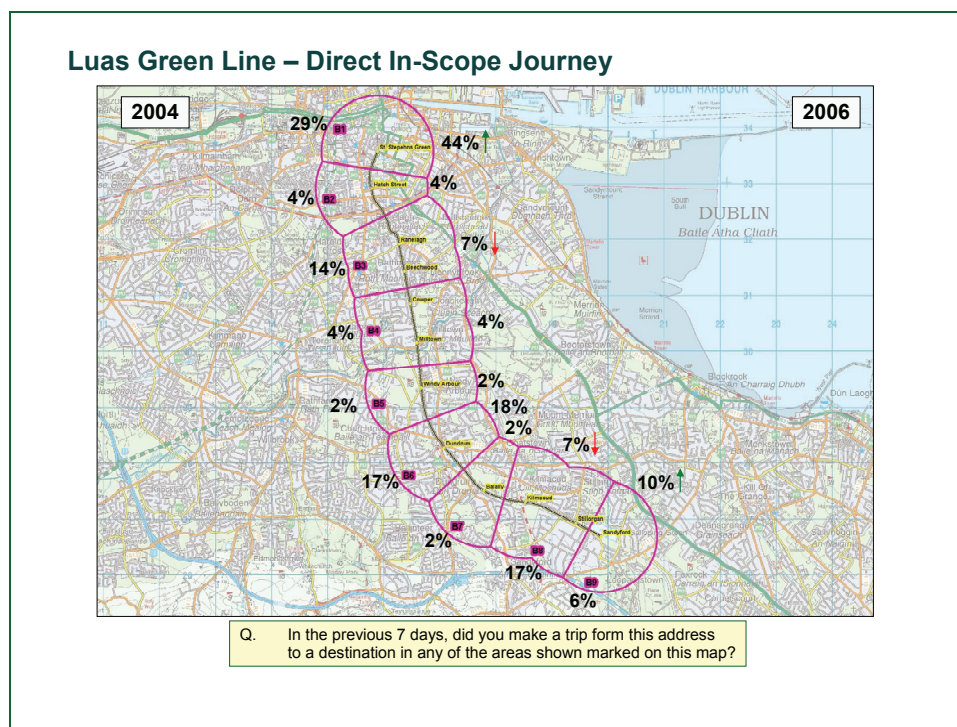
### 4.1 Incidence of In-Scope Journeys

The majority of residents in the Luas catchments (70%) had made a trip outside their own area to any destination marked on the maps within the past seven days. While the overall incidence of In-Scope journeys was virtually unchanged on 2004 (69%), this masks some change in travelling patterns in each line. In Green Line zones, incidence of In-Scope journeys increased significantly from 64% to 69%; in the Red Line incidence dropped slightly from 74% to 71%, but this decline was not statistically significant. The end result of changes in 2006 is that the incidence of In-Scope journeys is now very similar for both Luas Zones, whereas in 2004, the incidence of in-scope journeys for residents in the Red Line zone was significantly ahead of the Green Line.

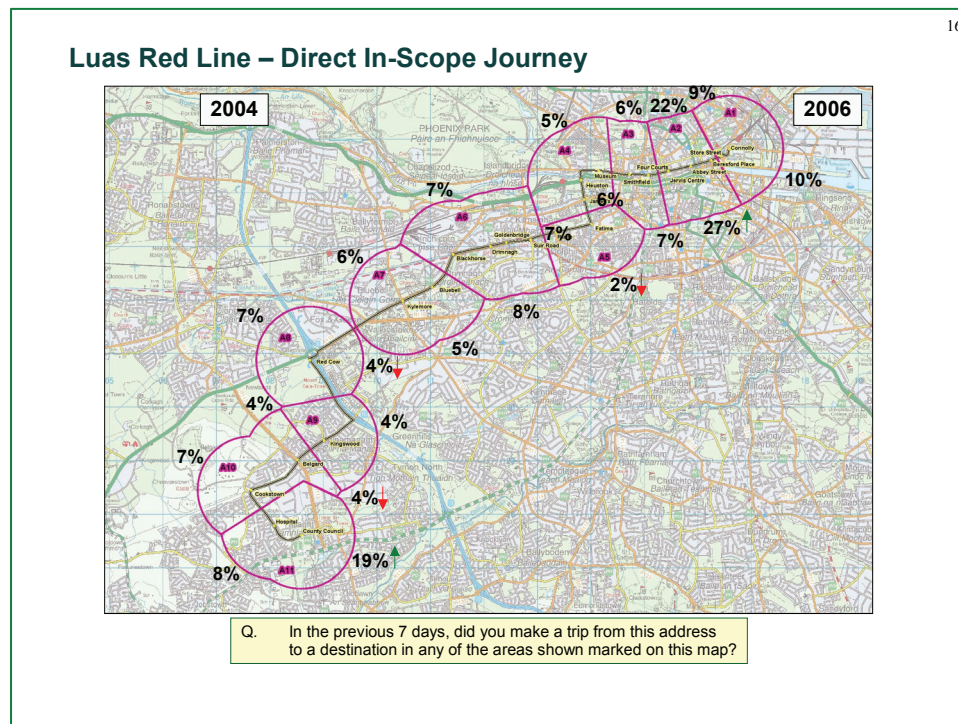
The proportion of trips made to transfer, though relatively small, has increased significantly since 2004, from 7% to 10%. Increased incidence was most notable for Green Line residents, up significantly from 8% to 12%. In the Red Line, trips to transfer rose slightly from 6% to 8%.

Focusing on direct in-scope journeys for both catchments, the following maps show the in-scope destinations for both lines for the most recent trip. The changes in destination since 2004 tend to suggest that trip making is concentrated on destinations at the extremities of the lines, though some changes have also occurred in interim destinations.

On the Green Line, for example, the proportion of trips to St. Stephen's Green has increased from 29% in 2004 to 44% since the advent of Luas. At the other extremity of the line, trips to Sandyford are also up, though not as significantly, from 6% to 10%.



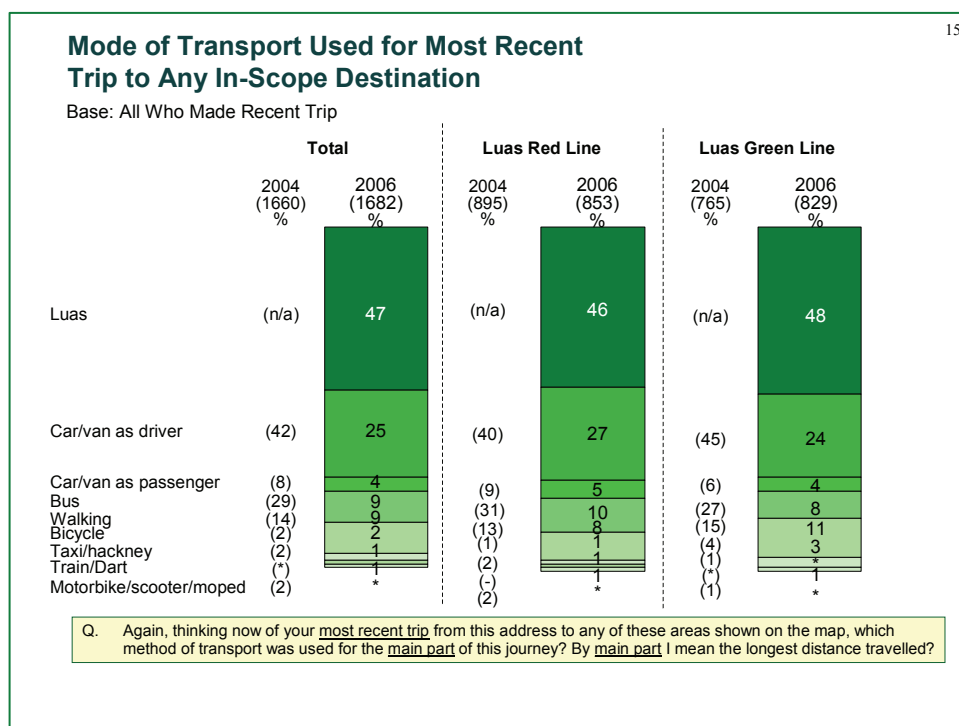
On the Red Line the most significant change is noted for Hospital/County Council, with trips up from 8% to 19% in 2006. At the other extremity of the Line, trips to Jervis Centre/Abbey Street have also increased, from 22% to 27%.



Overall, an increase in trips for the purpose of shopping is likely to have had a significant effect on the destination of trips taken within the Luas corridors. Specifically in relation to the Green Line, the significant increase in trips to St Stephen's Green suggests that this destination has now perhaps achieved the status of a 'gateway' to the city centre.

## 4.2 Mode of Transport for most Recent In-Scope Trip

Approaching half of those making a recent trip to a destination within the Luas range had used Luas, with little variation between Red and Green Line residents.



This represents a significant transfer from car and bus compared to 2004 when Luas was not yet available. Overall, car mode share (as driver/passenger) is down from 50% in 2004 to 29%, a decline of twenty-one percentage points. This decline in car usage is noted across both Luas zones, but is particularly evident in the Green Line, where use of car dropped from 51% to 28%. Among Red Line residents, car share remained slightly higher at 32%. Use of the bus in both catchments was also down significantly, from 31% to 10% in the Red Line catchment and from 27% to 8% in the Green Line. Across both catchments the incidence of walking was also down, probably influenced to some extent by seasonal factors, but also suggesting that Luas now offers a viable alternative for at least some journeys that previously would have been undertaken on foot.

In the individual areas within the catchments, the further from the city centre, the more likely was car to be used as a mode of transport. For example, in Kingswood and Tallaght, and in Dundrum and Sandyford, car was the second

most frequently mentioned mode after Luas. Use of the bus was highest in Drimnagh and St. Stephen's Green. Walking as a mode was more prevalent in Smithfield, Ranelagh and St. Stephen's Green.

When the main purpose of the trip is taken into account some differences in usage patterns are apparent. In both catchments, compared with 2004, Luas has become a key player in all in-scope journeys undertaken, regardless of purpose.

**Purpose of Most Recent In-Scope Trip x Main Method of Transport\***  
**- All Respondents (2004 figures in blue below 2006)**

				Luas	Car/van as driver	Car/van as passenger	Bus	Walking
<b>All Respondents</b>	<b>2006</b>	<b>1682</b>	<b>%</b>	<b>47</b>	<b>25</b>	<b>4</b>	<b>9</b>	<b>9</b>
	2004	1660	%	na	42	8	29	14
Workplace	<b>2006</b>	340	<b>%</b>	40	39	1	7	9
	2004	347	%	na	52	2	27	11
Employer's business**	<b>2006</b>	48	<b>%</b>	40	40	-	10	6
	2004	54	%	na	72	4	11	4
Shopping	<b>2006</b>	640	<b>%</b>	52	23	5	10	8
	2004	545	%	na	39	7	36	15
Education	<b>2006</b>	103	<b>%</b>	53	14	3	14	10
	2004	94	%	na	22	10	41	23
Cinema/pub/restaurant	<b>2006</b>	96	<b>%</b>	46	21	6	14	9
	2004	89	%	na	21	18	31	19
Sports/leisure	<b>2006</b>	108	<b>%</b>	48	17	5	6	19
	2004	153	%	na	37	11	27	16
Visiting family/friends	<b>2006</b>	201	<b>%</b>	52	17	5	11	7
	2004	233	%	na	44	10	26	12
Personal business	<b>2006</b>	90	<b>%</b>	39	20	12	12	10
	2004	109	%	na	44	6	22	13

\* Most widely mentioned purpose of trip x most widely used transport methods

\*\* Caution Small Base Size

Nonetheless, the car still plays a very important role as a mode for work purposes, particularly in the Red Line where it still outstrips Luas as the main mode used for the workplace. In contrast, in the Green Line, although use of the car continues to be above average for work purposes, Luas has overtaken it as the main mode for getting to the workplace.

**Purpose of Most Recent In-Scope Trip x Main Method of Transport\***  
**- Red Line 2006**

			Luas	Car/van as driver	Car/van as passenger	Bus	Walking
<b>All Respondents</b>	<b>853</b>	<b>%</b>	<b>46</b>	<b>27</b>	<b>5</b>	<b>10</b>	<b>8</b>
Workplace	169	%	35	44	1	8	8
Shopping	338	%	50	23	7	12	8
Education**	43	%	58	12	2	14	7
Sports/leisure	50	%	56	18	4	-	16
Visiting family/friends	105	%	48	20	10	11	4
Personal business**	48	%	42	25	8	13	8

**Purpose of Most Recent In-Scope Trip x Main Method of Transport\***  
**- Green Line 2006**

			Luas	Car/van as driver	Car/van as passenger	Bus	Walking
<b>All Respondents</b>	<b>829</b>	<b>%</b>	<b>48</b>	<b>24</b>	<b>4</b>	<b>8</b>	<b>11</b>
Workplace	171	%	45	34	1	6	9
Shopping	302	%	53	23	4	8	9
Education	60	%	50	15	3	13	12
Cinema/pub/restaurant	64	%	45	20	8	11	11
Sports/leisure	58	%	41	16	5	12	22
Visiting family/friends	96	%	57	15	1	10	11
Personal business	42**	%	36	14	17	12	12

\* Only most widely mentioned purpose of trip x most widely used transport methods are shown

\*\* Caution Small Base Size



### 4.3 Purpose of In-Scope Trip

The principal purposes of the **most recent** in-scope journey were for shopping, travel to workplace and visits to friends/family. While workplace trips remained more or less at the level recorded in 2004, shopping trips have increased significantly, from 33% to 38%, with the growth in this purpose coming exclusively from Red Line residents, up from 29% in 2004 to 40% now. In the Green Line shopping trips were at a very similar level to 2004, but workplace trips increased slightly from 18% to 21%. Differences in the purpose of the most recent trip between the Red and Green Lines are shown in the table below, with comparative figures for 2004.

**Purpose of Most Recent Trip  
2006 vs. 2004**

	Total		Red Line		Green Line	
	2004	2006	2004	2006	2004	2006
Base; All making recent trip	1660	<b>1682</b>	895	<b>853</b>	765	<b>829</b>
	%	%	%	%	%	%
Shopping	33	<b>38</b>	29	<b>40</b>	37	<b>36</b>
Workplace	21	<b>20</b>	23	<b>20</b>	18	<b>21</b>
Visiting friends/family	14	<b>12</b>	16	<b>12</b>	12	<b>12</b>
Sports/leisure	9	<b>6</b>	9	<b>6</b>	10	<b>7</b>
Education	6	<b>6</b>	5	<b>5</b>	6	<b>7</b>
Cinema/pub/restaurant	5	<b>6</b>	5	<b>4</b>	6	<b>8</b>
Personal business(doctor/bank etc)	7	<b>5</b>	8	<b>6</b>	5	<b>5</b>
Employer's business	3	<b>3</b>	3	<b>2</b>	4	<b>4</b>
To take children to/from school	2	<b>1</b>	1	<b>1</b>	2	<b>2</b>
To escort someone else	2	<b>1</b>	2	<b>1</b>	2	<b>1</b>
Other purpose	5	<b>4</b>	6	<b>6</b>	2	<b>1</b>

In the Red Line zone, the incidence of workplace trips was highest in Kingswood (23%) and Tallaght (24%). Shopping trips were most widely recorded in Drimnagh (45%). Visits to family/friends were above average in Tallaght (16%) and Smithfield (20%). In the range of the Green Line, workplace trips peaked in Dundrum and Sandyford (each at 23%). Trips for shopping were most prevalent in Sandyford (44%).

More than three in every five trips made on Saturday (62%) were for shopping and Sunday shopping trips were also significant (39%). Visits to friends/family were evenly spread over Monday to Saturday and peaked on Sunday (20%).

### **Key Findings – In-Scope Trips**

- An increase in in-scope journeys among Green Line residents, but a slight decline among Red Line residents has resulted in a virtually identical overall incidence of in-scope journeys as in 2004.
- Changes in in-scope destinations since 2004 suggest that trip taking is concentrated on destinations at the extremities of the lines.
- For trips with a destination within Luas range, car mode share was down from 50% to 29%. Bus mode share was also well down, indicating a significant transfer to Luas from car and bus.
- While the car still plays a very important role as a mode for work, Luas has become a key player in this regard, particularly in the Green Line where it has overtaken car as the transport mode for work trips.
- Overall incidence of shopping trips increased significantly since 2004, driven exclusively by a significant increase in such trips among Red Line residents.



## 4.4 Factors Influencing Decision on How to Travel

Still focusing on the most recent trip taken, respondents were asked to rate the importance of a range of factors that might have influenced their decision on how to travel and to describe their satisfaction with each of these factors. Issues covered included overall door to door journey time, reliability of journey time, environmental issues, cost, cleanliness and comfort.

As in 2004, the top ranking factors in terms of their importance were reliability of the journey time, closely followed by overall door to door journey time and comfort. While the rank order remains identical to 2004, at an overall level the degree of importance attached to each factor has increased, as also has the level of satisfaction, perhaps reflecting raised expectations by the introduction of Luas and the improved travel environment now that it is fully integrated into the transport options for residents of its catchments.

The importance versus performance of the three main modes of transport - Luas, bus and car - is shown in the chart below. Some slight changes in priority as regards the various factors were apparent between the different modes. For instance, the importance of an environmentally friendly mode is placed ahead of cost for Luas. For the car, comfort is as important as reliability of journey time.

In Scope Journey - Importance Vs Performance of Specific Modes						
	Luas		Bus		Car	
	Imp	Sat	Imp	Sat	Imp	Sat
Reliability of journey time	6.21	< 6.25	6.17	> 5.49	6.07	> 5.93
Overall journey time	6.06	< 6.10	5.90	> 5.69	5.98	> 5.95
Comfort	5.98	> 5.96	5.89	> 5.55	6.07	< 6.17
Cleanliness	5.87	< 6.06	5.70	> 5.41	5.78	< 6.01
Cost	5.66	< 5.84	5.65	< 5.77	5.42	< 5.65
Environmental friendly	5.72	< 6.13	5.44	> 5.17	5.20	< 5.22

The strong performance of Luas on the various factors measured is clearly evident with high levels of satisfaction across all aspects. Indeed, in most cases, with the exception of comfort, satisfaction ratings are ahead of importance ratings. In contrast, the bus is less likely to deliver in terms of overall satisfaction on all issues, with the exception of cost. While the car receives the highest satisfaction score on comfort, satisfaction with the reliability of journey time tends to fall below the importance attached to this factor, obviously reflecting the vagaries of traffic. Across the range of factors, the bus receives the lowest satisfaction score as an environmentally friendly mode, with Luas well ahead in this regard. Bus also fares least well in terms of cleanliness and comfort.

#### **Key Findings – Factors affecting Mode choice**

- Reliability of journey time is the most important factor in deciding how to travel for in-scope journeys. Luas outperforms both car and bus in terms of overall satisfaction with this factor.
- Comfort is an important feature of the car and in this respect, car has the edge on both Luas and bus in terms of overall satisfaction.
- Bus lags behind Luas (and car) on all deciding factors suggesting that with the arrival of Luas, it has become a less desirable form of public transport.

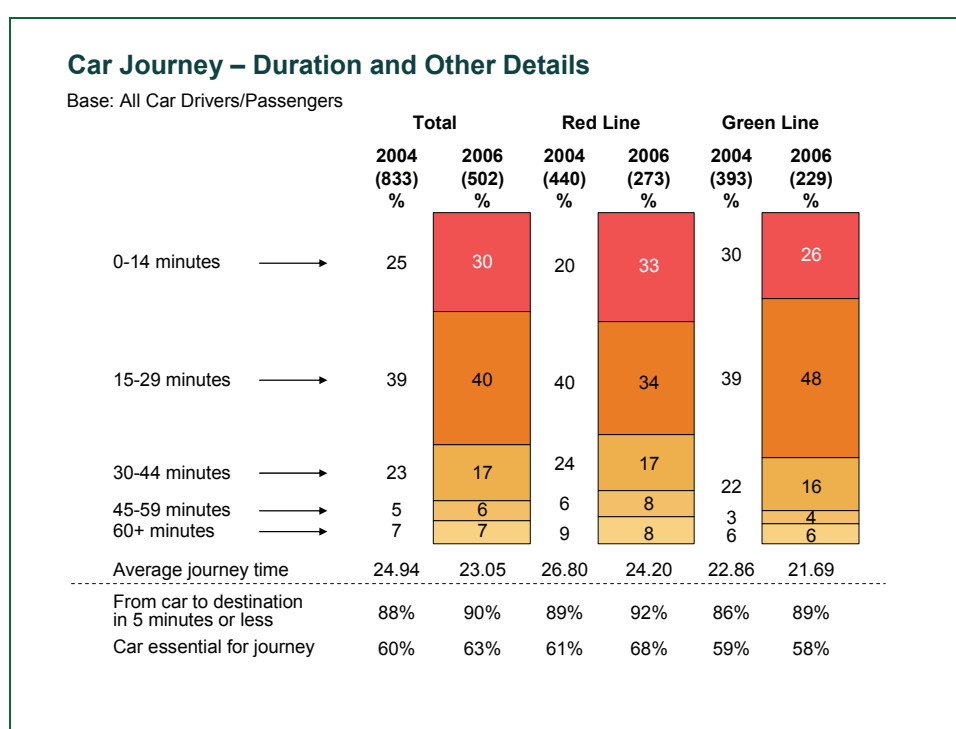
## 4.5 In-Scope Car and Bus Journeys

An important feature of the research was to establish the details of the most recent in-scope journey taken by car or bus and to understand the rationale for using one mode of transport over another and to determine the barriers to using Luas.

### *In-Scope Car Journeys*

As already seen car mode share **for the most recent trip** with a destination within the Luas range was down from 50% in 2004 to 29%. This suggests that Luas has, in fact, had some impact in converting car users to the service as an alternative. Examining the behaviour of those who did use car for their most recent trip helps to determine why some car users may be more resistant to change than others.

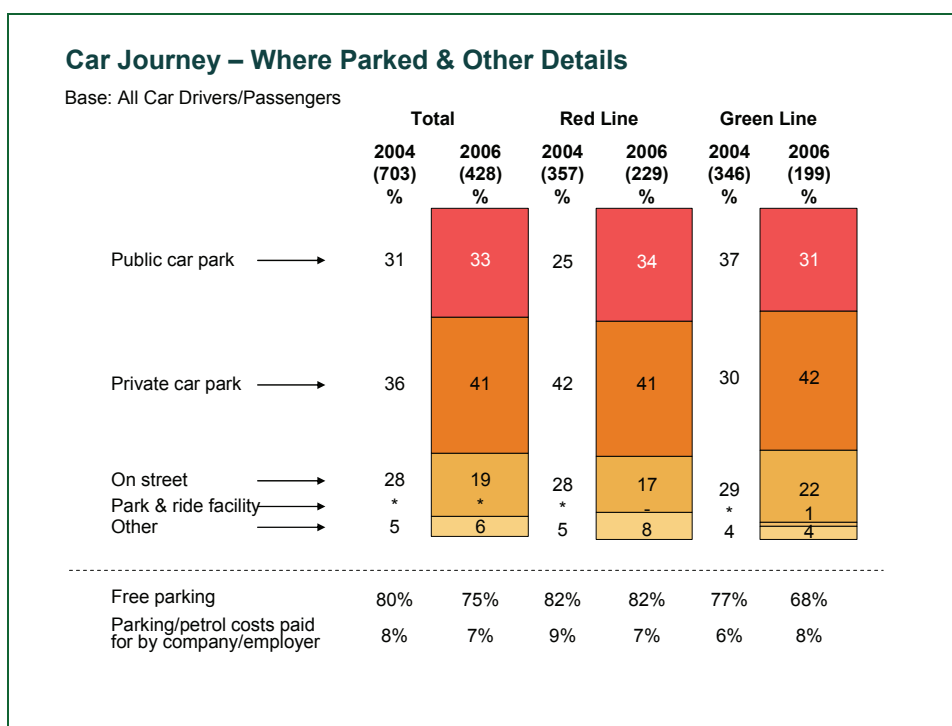
Car users (as driver and passenger) were initially asked about the duration of their most recent journey by car and how long it took them to walk from where the car was parked to their ultimate destination. Bearing in mind that the focus of this phase of the research was on the most recent in-scope journey, these results are based on respondents' perceptions or recollection of how long it took to do this particular journey by car, rather than a precise record of the actual time taken.



Seventy percent of car journeys reportedly took less than thirty minutes, a higher level than in 2004 (64%). Three in ten claimed that their journey took less than 15 minutes, and an identical proportion reported that it took them half an hour or more to make their journey. Overall, the trip took 45 minutes or more for 13% of car travellers. The overall average journey time was in the region of twenty three minutes. Average journey time was slightly longer for Red Line (24 minutes) than Green Line (22 minutes) residents. Looking at the two principal journey purposes – workplace and shopping – car trips to the workplace were considerably more time consuming (an average of 31 minutes), no doubt reflecting the peak rush hour periods. Shopping trips on the other hand took a below average 17 minutes, probably a factor of distance and time of day.

The vast majority (90%) of car users walked from their car to their destination in five minutes or less, with little difference between the catchments in this regard. Average walking time to the ultimate destination was slightly longer for Green Line (5.69 minutes) than Red Line (4.55) residents. Giving some indication of the appeal of the car for travelling to work, walking time to the workplace was even shorter, at just under three minutes.

The majority of car drivers used a private (41%) or public (33%) car park. Overall, one in five (19%) parked on the street, down from 28% in 2004. On street parking was slightly higher for Green Line (22%) than Red Line residents (17%), but for both zones was down on 2004. On the Green Line, use of private parking was higher than in 2004 (42% versus 30%). In the Red Line zone, use of public car parking increased from 25% to 34%.



Park and Ride facilities have clearly had no impact on drivers, with minimal usage, suggesting that this is an option that motorists as yet have not taken on board. Though the reasons for not using Park and Ride were not examined, apart from the likelihood that it could require an adjustment of the driver's mindset to envisaging a journey partly by car and partly by public transport, practical factors such as unawareness of the facility, unavailability at a suitable location or the perception that the facility would be costly may well militate against consideration.

For the majority of car drivers (75%) their parking was free (slightly down from 80% in 2004). Those living in the Green Line zone were significantly less likely to have free parking than their Red Line counterparts (68% versus 82%). Among those driving to work or on work related matters, 17% stated that their petrol or parking expenses were paid in full or in part by their employer. At an overall level, this represents 7% of all car drivers.

Asked whether the car was essential for their journey, approaching two in every three (63% versus 60% in 2004) claimed that it was. Car users in the Red Line range were significantly more likely than Green Line residents to view the car as essential (68% versus 58%). Those whose most recent trip was for shopping were also more likely than average to regard the car as a necessity for the trip. Apart from practical issues, such as carrying goods or

perhaps taking children to school, where people may feel they have no other choice but to use their car, such a strong perception of the necessity to drive, would lead us to conclude that breaking the car culture continues to be a significant challenge for Luas. Leaving aside those who believe that the car was essential for their journey, the fact that more than one in three did not need to use the car, but did so, is perhaps even more telling since these may be seen to be the 'diehards' when it comes to changing travel patterns.

Were the car not available for the particular trip, a substantial 22% would have transferred to Luas, higher along the Green Line (25%) than the Red Line (19%). However, even more (26%) said that they would get a lift with someone else, perpetuating the car culture, with this even more likely to be the case in the Green Line zone (32%) than in the Red Line (21%). With the arrival of Luas, the bus as an alternative to the car has plummeted from 36% in 2004 to 13% now.

#### Alternative Method of Transport if Car Unavailable

Base: All Car Drivers/Passengers

	Total		Red Line		Green Line	
	2004 (833)	2006 (502)	2004 (440)	2006 (273)	2004 (393)	2006 (229)
	%	%	%	%	%	%
Luas	n/a	22	n/a	19	n/a	25
Bus	36	13	35	14	36	13
Lift with someone else	20	26	23	21	16	32
Walk	15	12	13	13	17	11
Taxi/Hackney	10	10	10	9	10	12
Bicycle	3	1	3	1	5	1
Train/DART	*	*	*	-	1	*
Motorbike/Scooter/Moped	*	1	*	1	1	-
Would not travel	22	21	23	26	21	15

As had been the case in 2004, around one in five said that they would not have travelled at all were the car not available, suggesting that the trip may have been to some extent discretionary, or alternatively, that the car in fact **was essential** to the trip

### Key Findings – In-Scope Car Journeys

- Relatively short journey time for the majority, coupled with the speed of getting from the parked car to the ultimate destination could prove a substantial barrier for Luas in converting car users.
- Rationally, car users might argue that despite the acknowledged speed and reliability of Luas, they have to get to the Luas stop, get on board, travel to their designated stop and then on to their ultimate destination, all of which could take longer than using their car, even allowing for potential traffic problems which Luas could circumvent.
- Three in every four car drivers claimed to have free car parking, which in itself would be a disincentive to using Luas. Parking costs are more likely than other driving costs (such as petrol, etc) to be balanced against the cost of using Luas, simply because they are a more overt charge. Drivers, therefore, might logically argue against using Luas to get to a destination where they can, in any event park for free.
- Park and Ride does not seem to have been factored in to the motorist's travel behaviour, and is an area that could benefit from further exploration as to the reasons why.
- The majority claimed the car was essential for their journey, but 36% said it was not, representing a hard core of car using 'diehards' and an ongoing challenge for Luas in attempting to break the car culture and persuade motorists to alter their travel behaviour.

### *Luas as an alternative to the Car*

Prior to the start-up of Luas, 40% of car drivers anticipated that they would use the service *every time* or *most of the time* they needed to make this trip, with little difference between the catchments in this regard. Almost half believed that they would never use Luas.

As already noted, car usage for the particular in-scope journey dropped substantially from 50% in 2004 to 29% now, indicating substantial conversion from car to Luas. For the much smaller cohort of car users covered in the 'After' survey, just over one quarter (28%) said that they would 'ever use' Luas, with some variation between the catchments. Car users in the Red Line were much less likely than their Green Line peers to use Luas for this trip (24% versus 34%). Of those who would ever use Luas to make the same trip, only 5% reported that they would use it most of the time. While 42% said they would use it some of the time, a substantial 48% would rarely use Luas.

In overall terms then, the majority (71%) of car users for the particular in-scope trip **would not even consider** Luas, just 13% of **all** car users would use it most or some of the time (slightly higher at 17% in the Green Line) and a similar proportion (14%) would use it only rarely, again reiterating the seeming intractability of the committed car user and the challenges posed in seeking to change deeply engrained travel behaviour.

Predictably, the main barrier to using Luas is the convenience of the car, mentioned by the vast majority (76%) of those who rarely or never use the service to make the particular trip. In the face of this, some very persuasive arguments will need to be postulated to persuade the committed car user to forego the car in favour of Luas. Leaving aside the very dominant issue of convenience, one of the problems undoubtedly is distance from the service. Despite the fact that the catchment areas were all within a one kilometre radius of the service, the most likely reasons for rarely or never using the service were that it was too far from home (particularly evident in Red Line areas compared to Green Line), too far from the ultimate destination, or that it would involve too much walking. As a fixed track offering, it is difficult to see how Luas can overcome these obstacles, particularly since other practical issues such as poor connections to other transport methods, or the need to transfer to other public transport to complete the journey, or cost, are only rarely seen as reasons for not using the service.



Use of Luas 'some of the time' (mentioned as a possibility by 12% of all car drivers) tends to be dictated primarily by traffic congestion and the weather. One in three drivers who would avail of the service sometimes said that heavy traffic would be an influence. Given that reliability of the journey time and the overall door to door journey time are the most important factors in deciding how to travel, Luas is clearly well placed to capitalise on its ability to beat traffic congestion. Almost as many, however, said the weather dictated whether to use car or Luas, presumably opting to use their car in bad weather for its 'door to door' convenience. Here, the problem is not so much shelter at Luas stops (which is generally well rated), as exposure to the elements in getting to the stop.

### **Key Findings – Luas as an alternative to Car**

- Using Luas for the same journey was an option for just 28% of car users and of these only 5% would use it most of the time.
- Seven in ten would not even consider using Luas, the main barrier to use being the convenience of the car. However, distance from the Luas would also militate against its use.
- Where Luas is seen as a 'sometimes' option, traffic congestion is the main incentive to use the service.
- Bad weather can be a disincentive, with car users reluctant to run the gauntlet of the elements to get to the Luas stop.

### ***In Scope Bus Journeys***

Specifically in relation to the most recent trip taken, bus share was down from 29% in 2004 to 9%, corroborating the findings of the Travel Diary that a considerable proportion of the mode shift onto Luas has come from bus.

A quarter of those travelling by bus on their most recent trip also had a car available to them for that journey, slightly higher in the Green Line (29%) than the Red (24%). The decision to use the bus instead of the car was influenced by traffic congestion and both the expense and (to a lesser extent) the availability of parking.

#### **Car Available for Journey? – One in Four Could Have Used Car**

Base: All Car Drivers/Passengers

	Total		Red Line		Green Line	
	2004 (482) %	2006 (157) %	2004 (276) %	2006 (87) %	2004 (206) %	2006 (70) %
Yes	21	26	19	24	24	29
<b>Why decided to go by bus?</b>	(69) %	(41)* %	(30)** %	(21)** %	(39)* %	(20)** %
Base: Car available and have licence						
Parking too expensive	45	27	50	19	41	35
Traffic congestion	39	27	37	24	41	30
No parking at destination	29	15	33	29	26	-
Convenient/quicker	9	2	-	5	15	-
Just prefer bus	7	22	7	24	8	20
Planning to drink	6	-	3	-	8	-

\*Caution: Small base size

\*\*Caution: Very small base size

The vast majority of bus travellers walked to the bus stop and most (82%) did not need to change buses during their journey.

Asked what method of transport they would have used if they had been unable to use the bus, one in five said they would have used a car (primarily as a passenger), down from 32% in 2004. Over one quarter (28%) would have used Luas and one in five (21%) would have walked. Taxi/hackney as an option has declined from 17% to 5%.

<b>Alternative Method of Transport if Bus not an Option</b>						
Base: All Bus Passengers						
	Total		Red Line		Green Line	
	2004 (482) %	2006 (157) %	2004 (276) %	2006 (87) %	2004 (206) %	2006 (70) %
Luas	n/a	28	n/a	34	n/a	20
Car as passenger	23	13	25	10	21	16
Walk	23	21	22	15	24	29
Taxi/hackney	17	5	16	5	17	6
Car as driver	9	7	6	7	12	7
Bicycle	5	2	3	1	6	3
Train/DART	3	4	2	2	4	6
Motorbike/scooter/moped	1	-	1	-	*	-
Don't know/not stated	4	13	5	15	2	11
Would not have travelled	21	13	23	14	18	13

Overall then, Luas would have culled from car and taxi. Interestingly, however, fewer would have cancelled their trip than in 2004 (13% now versus 21%) suggesting that the broader travel options with the advent of Luas have enabled bus users to make discretionary trips more easily.

### **Luas as an Alternative to Bus**

In the Before study, 72% of bus users said that once it became available they would use Luas every time or most of the time to make the same trip, a significantly higher level of potential transfer than for car users. Just 14% claimed they would never use it. In this 'Before' stage Red Line bus travellers were more likely to envisage using Luas (76%) than were their Green Line counterparts (67%). The 'After' study shows clear evidence of a transfer from Bus to Luas, with bus usage for the most recent in-scope journey down from 29% to 9%, (31% to 10% on the Red Line and 27% to 8% on the Green Line). In fact, a third of Luas users in the After Study could have travelled by bus rather than Luas (Red Line 29%/Green Line 37%) for their in scope journey.

Amongst the 9% using bus for the most recent in-scope journey in 2006, just over one in three (36%) said they would ever use the Luas to make the equivalent trip. Over half (55%) said that they would not use it. Attitudes differed between the Red and Green Line, with Green Line bus users significantly more likely to have used Luas for this trip (47% versus 26%).

Eight percent of all bus users on the most recent in-scope trip claimed that they would use Luas most of the time to make this particular trip. A further 17% said that they would use it some of the time. While base figures are small warranting caution in interpreting results, the indications are that issues such as speed, reliability, safety and traffic congestion are the main determinants for using Luas.

For the two in every three bus users who would rarely or never use Luas for the same journey, inevitably distance from the Luas stop either from home or from the ultimate destination was the main barrier to usage, mentioned by around one in every three. One in ten bus users believed that the bus was still quicker than Luas and a similar proportion were averse to the service on the basis that it involved too much walking.

### **Key Findings - In-Scope Bus Journeys**

- The majority did not have a car available to make the trip.
- For those who had the option of car traffic congestion and the availability and cost of parking were the main reasons for not using it.
- As an alternative to the bus, Luas would convert bus users primarily from car transport (both private and taxi) and would also offer a viable alternative for some who might not have travelled had the bus not been available.
- Over one in three bus users have used Luas as an alternative to the bus for the particular trip, 8% using it most of the time for the trip.
- The most significant barrier to Luas usage for bus travellers is distance from the Luas stop, either at home or the ultimate destination. Here, obviously the bus has a considerable advantage over Luas with a wider coverage rather than fixed line options.

## 4.6 In-Scope Luas Journeys

Almost half of all respondents (47%) had used Luas for the most recent in-scope journey, making it the most widely used form of transport for this particular trip and representing a significant transfer from car and bus compared to 2004 when Luas was not in operation.

Of these Luas users, 45% had a car available that they could have used to make the trip, while 33% could have availed of the bus. Green Line Luas travellers were significantly more likely to have had the option of car than were those living in the Red Line zone (51% versus 39%). They also appeared to have greater access to bus services.

**Car or Bus Available for Journey**  
Base: All Luas Passengers

	Total %	Red Line %	Green Line %
Car available	45	39	51
Bus available	33	29	37
Neither available	33	39	27

The fact that the majority had other transport means available to them but still opted to use Luas is clear evidence of the success of the service and the degree to which it has been integrated into travellers' transport options.

By far the most dominant reason for using Luas instead of the car was that it was quicker. Seven in every ten potential car users gave this as their rationale for using Luas. Other quite significant considerations were the lack of parking at the destination (20%), the cost of parking (16%) and traffic congestion (19%). Speed (86%) was also the main factor dictating Luas

instead of bus as the mode of travel. Reliability, mentioned by 23% was also seen as a significant advantage over the bus. One in ten noted traffic congestion as a reason for opting for Luas and one in eight remarked that it was more convenient for the ultimate destination.

The large majority (83%) walked to the Luas stop, with just a small proportion (7%) using a car either as driver or passenger. Virtually all were able to use Luas as a direct route, with just 4% transferring to bus from the Luas during their journey.

Giving an indication of the extent to which Luas has been adopted as an alternative to the bus, over half (53%) said they would have used the bus if Luas had not been available to them for this particular trip. One in three would have used a car, primarily as a driver.

#### Alternative Method of Transport if Luas not an Option

Base: All Bus Passengers

	Total (795) %	Red Line (394) %	Green Line (401) %
Bus driver	53	56	50
Car as driver	23	16	28
Car as passenger	9	10	8
Walk	9	10	8
Taxi/hackney	2	2	2
Bicycle	1	*	2
Train/DART	*	*	*
Motorbike/scooter/moped	*	*	*
Would not have travelled	5	4	5

While the extent of transfer to bus is very similar in both catchments, in the Green Line potential use of car transport is significantly higher than in the Red Line (37% versus 26%).

Overall, one in ten would have walked and only a small minority (5%) would not have travelled.

Looking at the different areas within each catchment, use of the car as an alternative to Luas was well above average in Kingswood, Dundrum and Sandymount. Bus as an alternative to Luas was most widely mentioned in Tallaght and Drimnagh. In districts closer to the city centre, such as Ranelagh and Smithfield, walking was much more likely to be an option.

These options are redolent of what transport would have been used over both catchments before Luas was in operation, with the majority (54%) using bus, and one in three (34%) using car transport.

Three out of five Luas users use the service all of the time to make this particular trip, higher in the Red Line (65%) than in the Green Line (58%). A further one in four use it most of the time. Within the individual districts, Tallaght provides the most consistent pattern of usage, with over nine in ten claiming to use Luas all of the time. Such a high level of regular usage overall (85% availing of the service all or most of the time) is evidence of a strong commitment to Luas as a viable alternative to other modes of transport.

Across the board, speed clinches the decision to use Luas with 84% of regular users opting for the service because it is quicker. Reliability (28%) and convenience for the destination (24%) also receive considerable mention, and traffic congestion is a feature for 14%, more so in the Green Line than the Red line (17% versus 12%).

For the one in eight who use Luas only some of the time to make this particular trip, issues such as weather, the availability of the car and heavy traffic are the main deciding factors.

### Key Findings – Luas Users

- Nearly half used Luas for the most recent trip, the vast majority of these using the service on a regular basis for this particular trip, indicating a strong commitment to the service.
- Almost half could have used a car but opted for Luas instead. Clearly these are people who are willing to sacrifice the convenience of the car for the strong advantage Luas has to offer in terms of speed, but who, to some extent, also see a positive spin-off regarding parking and traffic congestion.
- One in three could have used the bus, but chose Luas instead. Again speed clinched the decision, making it difficult to see how the bus can compete with Luas in this regard, as it does not have a dedicated channel without obstruction (other than QBC route sections where bus lanes have been provided).
- Reliability is also a factor in opting for Luas over bus. This is not surprising given that the bus often has to contend with traffic congestion, even where there is a QBC in operation, and therefore cannot offer the same certainty as Luas that it will arrive when expected. In addition, real time arrival information and lack of pre-paid ticketing act against buses.
- In the absence of Luas, over half would have reverted to the bus and one in three to the car, redolent of their pre-Luas travel habits.



## Appendices

## Research Methodology

### HOUSEHOLD SURVEY

#### *Where did the Household Survey take place?*

The main household survey was carried out within the walking catchment (one kilometre) of designated LUAS stops – four on the Red Line and four on Green Line. In order to provide a basis for comparison of travel patterns and attitudes between LUAS and non-LUAS areas the survey was also conducted in three Control areas.

#### *How was the survey conducted?*

The household survey was conducted by means of a personal face-to-face interview in home. A seven day Travel Diary was also placed with the selected respondent in each household for self-completion. Household interviews were spread to give full coverage by day of week and time of day.

#### *How did we select the sample?*

In selecting the sample for the household survey we employed a combination of both random and quota controlled methods. The random selection element of the process involved the interviewer selecting every nth residence (houses/apartments) from a given starting address. In addition to this, loose quotas were set in terms of gender, age and work status using the most recent CSO Census data at a DED level, enabling us to achieve a representative spread of the population in each catchment area.

#### *Who did we interview?*

A sample size of approximately 300 households was interviewed in each area, yielding a total of 3,262 interviews over the eleven selected areas. All respondents were aged 15+ years.

At the analysis stage, results for the individual catchments along each of the LUAS Lines and the Control Areas were aggregated, giving a sample of 1,197 for the Green Line zone, 1,180 for the Red Line and 885 in the Control Areas.

The number of achieved interviews in each area is as follows:

Red Line	Green Line	Control Areas
Tallaght: 298	Sandyford: 299	Rathfarnham: 290
Kingswood: 299	Dundrum: 289	Drumcondra: 295
Drimnagh: 299	Ranelagh: 296	Lucan: 300
Smithfield: 301	St. Stephen's Gn: 296	
<b>Total Red Line:1,197</b>	<b>Total Green Line: 1,180</b>	<b>Total Control Areas: 885</b>

The socio-demographic profile of respondents is shown in the following table:

	Red Line %	Green Line %	Control Areas %
<b>Gender</b>			
- Male	44	50	49
- Female	56	50	51
<b>Social Class</b>			
- AB	6	20	11
- C1	25	33	35
- C2	32	27	31
- DE	37	20	23
<b>Age Range</b>			
- 15 – 18	11	7	8
- 19 – 29	21	31	27
- 30 – 39	16	19	23
- 40 – 54	25	23	23
- 55+	26	20	20
<b>Work status</b>			
- Working	49	55	51
<b>H/hold composition</b>			
- Dependent children	43	34	42

### ***Analysis of the Household Survey***

Editing, coding, data entry and analysis of the Household Survey was carried out by Millward Brown IMS.

## Travel Diary

As part of the household survey a Travel Diary was also placed with the household member who had completed the household interview. The respondent recorded all journeys made over a seven-day period and the interviewer collected the diary a week later.

### *What was the format of the Travel Diary?*

The Travel Diary was a seven-day record of all trips made by one person from a household, recording the following information:

- Purpose of making the journey
- Time of day and day of week travelled
- Trip origin and destination
- Journey time
- Mode of transport used, including;
  - whether driver or passenger, if car, and
  - how the journey was paid for if public transport used
- Distance travelled, and
- Number travelling together

Respondents received detailed instructions from the interviewers on how to complete their diaries. In addition, respondents were asked to;

- Include all walks of 50 yards (on the first day only)
- Include all walks of a mile or more on days 2-7
- Record all journeys by other modes of transport
- Include all return journeys
- Record where no trips were made

### *How many Travel Diaries were returned?*

From a total sample of 3,262 interviews we received 3,088 completed Travel Diaries. In total 32,491 trips of over one mile were recorded which is an average of 10.5 trips per person per week. In addition to trips over 1 mile, walking trips under 1 mile were recorded on Day 1 of the Travel Diary.

# Luas Catchment Household Questionnaire

© Millward Brown IMS Limited: April 2006

*Good morning/afternoon. I am ..... from Millward Brown IMS. We are carrying out an update of a survey we conducted previously in this area about transport issues in Dublin and I would be grateful for your help in answering some questions*

## Pre Interview Information

<b>FULL NAME:</b> (Block Capitals) <b>FULL ADDRESS:</b> (Block Capitals)	Mr./Mrs/Ms     	<div style="border: 1px solid black; padding: 5px; text-align: center;"> <b>Code Area</b> </div>
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<p>• <b>PHONE IN HOUSEHOLD:</b></p> <p>No ..... 1 (X1)</p> <p>Yes (Code &amp; Specify -Tel. No.)...2</p> <div style="border: 1px solid black; width: 100px; height: 20px; margin-top: 5px;"></div> <p>• <b>SEX:</b></p> <p>Male ..... 1 (X2)</p> <p>Female ..... 2</p> <p>• <b>MARITAL STATUS:</b></p> <p>Married ..... 1 (X3)</p> <p>Living as Married ..... 2</p> <p>Single ..... 3</p> <p>Widowed/Divorced/Separated ..... 4</p> <p>• <b>WHETHER RESPONDENT WORKING:</b></p> <p>Housewife (full time) ..... 1 (X4)</p> <p>At school ..... 2</p> <p>Full time student (third level) ..... 3</p> <p>Temporarily unemployed (Actively seeking work) ..... 4</p> <p>Permanently unemployed ..... 5</p> <p>Retired ..... 6</p> <p>Full time (30 hours or more) ..... 7</p> <p>Part time (8-29 hrs per wk) ..... 8</p> <p>Self employed ..... 9</p> <p>Unable to work due to disability .. 10</p> <p>• <b>RESPONDENT IS:</b></p> <p>Chief Income Earner ..... (X5)</p> <p>Not Chief Income Earner .....</p> <p>• <b>OCCUPATION OF CHIEF INCOME EARNER:</b></p> <p>Record full job details:</p> <p>_____</p> <p>If Manager/Self Employed State No. of Employees. Specify Qualifications/ Training.</p> <p>_____</p> <p>_____</p> <p>If <b>FARMER</b>, state no. of acres:</p> <div style="border: 1px solid black; width: 100px; height: 20px; margin-top: 5px;"></div> <p>• <b>CLASS:</b></p> <p>AB ..... 1</p> <p>C1 ..... 2</p> <p>C2 ..... 3</p> <p>D ..... 4</p> <p>E ..... 5</p> <p>F50+ ..... 6</p> <p>F50- ..... 7</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>15 ..... 1</p> <p>16-17 ..... 2</p> <p>18 ..... 3</p> <p>19-24 ..... 4</p> <p>25-29 ..... 5</p> <p>30-34 ..... 6</p> <p>35-39 ..... 7</p> <p>40-44 ..... 8</p> <p>45-49 ..... 9</p> <p>50-54 ..... 10</p> <p>55-59 ..... 11</p> <p>60-64 ..... 12</p> <p>65+ ..... 13</p> <p><b>HOUSEHOLD COMPOSITION &amp; AGE:</b>          Write number in each age group in household including Respondent, All Adults &amp; All Children</p> <p>Aged 0 - 1 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/1)</p> <p>Aged 1 - 2 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/2)</p> <p>Aged 3 - 5 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/3)</p> <p>Aged 6 - 10 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/4)</p> <p>Aged 11 - 15 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/5)</p> <p>Aged 16 - 17 years ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/6)</p> <p>Aged 18 and over ..... <div style="border: 1px solid black; width: 30px; height: 20px; display: inline-block;"></div> (X11/7)</p> <p><b>WEEK:</b></p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">2</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">6</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>• <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; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">5</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">4</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">2</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">6</div> </div> <p><b>TODAYS DATE</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; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">2</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">6</div> </div> <p>• <b>LENGTH OF INTERVIEW:</b></p> <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><b>WRITE IN MINUTES</b></p> <p>• <b>RESPONDENT WILLING TO BE RE-INTERVIEWED:</b> (X12)</p> <p>Yes ..... 1</p> <p>No ..... 2</p> <p>• <b>COLOUR COVER:</b> (X13)</p> <p>White ..... 1</p> <p>Green ..... 2</p> <p>• <b>HOUSEHOLD TENURE....</b> (X14)</p> <p>Rented ..... 1</p> <p>Owner ..... 2</p> <p>Living with parents ..... 3</p> <p>Other ..... 4</p> <p>■ <b>How long have you lived at this address? e.g. 8 years</b></p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 30px; height: 20px; margin-right: 5px; text-align: center;">0</div> <div style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">8</div> </div> <p><b>CODE ACTUAL BELOW</b></p> <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>
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<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>Checked by Interviewer:</b></p> <p><b>Edited/Coded:</b></p>	<p><b>Initials:</b></p>
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Q.A Have you taken part in any market research in the past three months?

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1    <b>Close</b></li> <li>-----</li> <li>▪ No ..... 2    <b>Continue</b></li> </ul> |  |
|---|--|

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

- |   |                    |       |
|---|--------------------|-------|
| <ul style="list-style-type: none"> <li>▪ Mopeds (M).....1</li> <li>▪ Motorcycle (A1 or A) .....2</li> <li>▪ Car (B) .....3</li> <li>▪ Both Car and Motorcycle (B &amp; A1 and / or A) .....4</li> </ul> | } <b>Go to.Q.2</b> | (X20) |
| -----<br>▪ None of these.....5 <b>Go to Q.3</b>   |                    |       |

Q.2 Is this a.....

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Full licence ..... 1</li> <li>▪ Provisional licence ..... 2</li> </ul> | (X21) |
|---|-------|

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**

--	--

(X22)

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

--	--

(X23)

**CONTINUE TO SECTION B – Q.5**

**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.....? **MULTI CODES POSSIBLE**

Tick start									
Rotate start ↓		Bus	Car	Luas	Dart/ Train	Walking	Motorbike	Bicycle	
<input type="checkbox"/>	Clean .....	1	2	3	4	5	6	7	(X24/1)
<input type="checkbox"/>	Reasonably priced .....	1	2	3	4	5	6	7	(X24/2)
<input type="checkbox"/>	Good for the environment .....	1	2	3	4	5	6	7	(X24/3)
<input type="checkbox"/>	For young people .....	1	2	3	4	5	6	7	(X24/4)
<input type="checkbox"/>	For old people .....	1	2	3	4	5	6	7	(X24/5)
<input type="checkbox"/>	For people with no other choice .....	1	2	3	4	5	6	7	(X24/6)
<input type="checkbox"/>	Healthy .....	1	2	3	4	5	6	7	(X24/7)
<input type="checkbox"/>	Comfortable .....	1	2	3	4	5	6	7	(X24/8)
<input type="checkbox"/>	Fast .....	1	2	3	4	5	6	7	(X24/9)
<input type="checkbox"/>	Reliable .....	1	2	3	4	5	6	7	(X24/10)
<input type="checkbox"/>	Happy for my friends to see me using .....	1	2	3	4	5	6	7	(X24/11)
<input type="checkbox"/>	Modern .....	1	2	3	4	5	6	7	(X24/12)
<input type="checkbox"/>	Safe .....	1	2	3	4	5	6	7	(X24/13)
<input type="checkbox"/>	Convenient way to get to work .....	1	2	3	4	5	6	7	(X24/14)
<input type="checkbox"/>	Convenient way to take children to school .....	1	2	3	4	5	6	7	(X24/15)
<input type="checkbox"/>	Convenient for going out socially at the weekends or in the evening .....	1	2	3	4	5	6	7	(X24/16)
<input type="checkbox"/>	Convenient for shopping .....	1	2	3	4	5	6	7	(X24/17)

Q.6a Now I would like you to think about this area, the area in which you live. I am going to read out a list of different elements that affect the quality of life in any area or district. For each one I would like you to tell me how satisfied or dissatisfied you are with this area on a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied

**SHOWCARD " B "**. Thinking about this area, how satisfied or dissatisfied are you with the.....

Tick start Rotate start ↓	<i>Extremely Dissatisfied</i>							<i>Satisfied</i>	<i>Don't Know</i>	
	1	2	3	4	5	6	7			
<input type="checkbox"/> The level of traffic pollution .....	1	2	3	4	5	6	7	0	(X25/1)	
<input type="checkbox"/> Shopping facilities .....	1	2	3	4	5	6	7	0	(X25/2)	
<input type="checkbox"/> Schools, Colleges and other education facilities .....	1	2	3	4	5	6	7	0	(X25/3)	
<input type="checkbox"/> Local job opportunities .....	1	2	3	4	5	6	7	0	(X25/4)	
<input type="checkbox"/> Amount of open green space .....	1	2	3	4	5	6	7	0	(X25/5)	
<input type="checkbox"/> Access to and from this area and the city centre .....	1	2	3	4	5	6	7	0	(X25/6)	
<input type="checkbox"/> Access to and from this area and adjacent or nearby areas .....	1	2	3	4	5	6	7	0	(X25/7)	
<input type="checkbox"/> Access to and from this area and the Airport.....	1	2	3	4	5	6	7	0	(X25/8)	
<input type="checkbox"/> Safety from crime .....	1	2	3	4	5	6	7	0	(X25/9)	
<input type="checkbox"/> Image of the area as being a desirable place to live.....	1	2	3	4	5	6	7	0	(X25/10)	
<input type="checkbox"/> Social and recreational facilities (e.g. pubs, restaurants, gyms) .....	1	2	3	4	5	6	7	0	(X25/11)	
<input type="checkbox"/> Safety for pedestrians .....	1	2	3	4	5	6	7	0	(X25/12)	
<input type="checkbox"/> Quality of footpaths .....	1	2	3	4	5	6	7	0	(X25/13)	
<input type="checkbox"/> Safety for cyclists .....	1	2	3	4	5	6	7	0	(X25/14)	
<input type="checkbox"/> Level of traffic congestion .....	1	2	3	4	5	6	7	0	(X25/15)	
<input type="checkbox"/> Service to and from this area by bus.....	1	2	3	4	5	6	7	0	(X25/16)	
<input type="checkbox"/> Access to Luas from this area.....	1	2	3	4	5	6	7	0	(X25/19)	
<input type="checkbox"/> Access to trains/DART from this area .....	1	2	3	4	5	6	7	0	(X25/17)	

Q.6b Thinking about this area how satisfied or dissatisfied are you with the area OVERALL as a place to live, on a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied?

**SHOWCARD "B"**

<i>Extremely Dissatisfied</i>							<i>Extremely Satisfied</i>	<i>Don't Know</i>	
1	2	3	4	5	6	7	0	(X25/18)	



Q.7 Thinking about all the aspects of this area that I have just asked you about,

**SHOWCARD " C "**

If **one** of these aspects could be improved, which **one** would have the most positive effect on you personally?

**SINGLE CODE ONLY**

Q.8 And **which others** would have a very positive impact on you personally if they were improved? **MULTICODE**

	<b>Most Important</b> (Single Code) (X26/1)	<b>Other Important</b> (Multicode) (X26/2)
▪ The level of traffic pollution .....	1 .....	1 .....
▪ Shopping facilities .....	2 .....	2 .....
▪ Schools, Colleges and other education facilities .....	3 .....	3 .....
▪ Local job opportunities .....	4 .....	4 .....
▪ Amount of open green space .....	5 .....	5 .....
▪ Access to and from this area and the city centre .....	6 .....	6 .....
▪ Access to and from this area and adjacent or nearby areas .....	7 .....	7 .....
▪ Access to and from this area and the airport .....	8 .....	8 .....
▪ Safety from crime .....	9 .....	9 .....
▪ Image of the area as being a desirable place to live .....	10 .....	10 .....
▪ Social and recreational facilities (e.g. pubs, restaurants, gyms) .....	11 .....	11 .....
▪ Safety for pedestrians .....	12 .....	12 .....
▪ Quality of footpaths .....	13 .....	13 .....
▪ Safety for cyclists .....	14 .....	14 .....
▪ Level of traffic congestion .....	15 .....	15 .....
▪ Service to and from this area by bus .....	16 .....	16 .....
▪ Access to Luas from this area .....	19 .....	19 .....
▪ Access to trains/DART from this area .....	17 .....	17 .....

**Light rail lines called Luas now operate in Dublin. The Red Line runs from Tallaght to the City Centre; the Green Line runs from Sandyford to St. Stephen's Green**

Q.9 Which of these lines were you aware of before now?

**READ OUT ↓ ROTATE ORDER**

	<b>Aware</b> (X27/1)	<b>Not Aware</b> (X27/2)
▪ Red Line from Tallaght to the City Centre.....	1.....	1.....
▪ Green Line from Sandyford to St. Stephen's Green.....	2.....	2.....

**SHOWCARD " D "**

Q.10 Now I would like to read you some statements that other people have made about the Luas, for each I would like you to tell me how much you agree or disagree with the statement on a scale of 1 to 7 where 1 is disagree strongly and 7 is agree strongly

Tick and Rotate start ↓	<i>Disagree Strongly</i>	<i>Disagree</i>	<i>Slightly Disagree</i>	<i>Neither</i>	<i>Slightly Agree</i>	<i>Agree</i>	<i>Agree Strongly</i>	
	1	2	3	4	5	6	7	
<input type="checkbox"/> The Luas has really eased traffic congestion.....	1	2	3	4	5	6	7	(X28/1)
<input type="checkbox"/> The Luas makes it much easier to travel to and from the City Centre .....	1	2	3	4	5	6	7	(X28/2)
<input type="checkbox"/> The Luas has expanded my employment opportunities.....	1	2	3	4	5	6	7	X28/3)
<input type="checkbox"/> I shop in a greater variety of locations now that the Luas is up and running.....	1	2	3	4	5	6	7	(X28/4)
<input type="checkbox"/> I am personally in favour of the Luas Red line from Tallaght to Abbey St. in the City Centre .....	1	2	3	4	5	6	7	(X28/5)
<input type="checkbox"/> I am personally in favour of the Luas Green line from Sandyford to St. Stephen's Green .....	1	2	3	4	5	6	7	(X28/6)
<input type="checkbox"/> I use the Luas once a week or more often .....	1	2	3	4	5	6	7	(X28/7)
<input type="checkbox"/> When I decided to move to this area my decision was strongly influenced by the Luas line ( <i>included only for catchment areas</i> ).....	1	2	3	4	5	6	7	(X28/8)
<input type="checkbox"/> The Luas is a much quicker way to travel than the bus .....	1	2	3	4	5	6	7	(X28/9)
<input type="checkbox"/> The Luas is a much quicker way to travel than a car .....	1	2	3	4	5	6	7	(X28/10)
<input type="checkbox"/> The Luas is a more reliable way to travel than the bus .....	1	2	3	4	5	6	7	(X28/11)
<input type="checkbox"/> The Luas is a more reliable way to travel than a car .....	1	2	3	4	5	6	7	(X28/12)

Q.11 How much does it cost to make a journey by Luas compared to a bus journey of the same distance. Is it...

**READ OUT →**

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ More than a bus journey ..... 1</li> <li>▪ Less than a bus journey ..... 2</li> <li>▪ About the same ..... 3</li> <li>▪ Not sure ..... 4</li> </ul> | (X29) |
|--|-------|

Q.11b Which, if any, of the Luas lines have you ever travelled on as a passenger? **Code below**

**FOR EACH LINE TRAVELLED, Ask Q11c. OTHERS GO TO Q12a**

Q.11c How often do you usually travel on the ..... (Red line from Tallaght to City Centre/Green Line from Sandyford to St. Stephen's Green (ass appropriate). **Code Below**

		Red Line Tallaght/City Centre (X90/1)	Green Line Sandyford/St, Stephen's Green (X90/2)
Q.11b	Yes .....	1 .....	1 .....
	No .....	2 .....	2 .....
		(X91/1)	(X91/2)
Q.11c How frequently:	Daily .....	1 .....	1 .....
	Every 2-3 days .....	2 .....	2 .....
	Every 4-6 days .....	3 .....	3 .....
	Once a week .....	4 .....	4 .....
	Every 1-2 weeks .....	5 .....	5 .....
	Every 3-4 weeks .....	6 .....	6 .....
	Once a month .....	7 .....	7 .....
	Less often .....	8 .....	8 .....

**ASK ALL EVER TRAVELLED ON Luas RED OR GREEN LINES: OTHERS GO TO Q.12a**

Q.11d Do you make any journeys or trips **now** that you would not have made prior to the Luas opening?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1    Ask Q.11e</li> <li>▪ No ..... 2    } Go to Q.11f</li> <li>▪ Don't know ..... 0    }</li> </ul> | (X93) |
|--|-------|

**IF YES: CODE 1 AT Q.11d**

Q.11e For what purpose(s) do you make this/these trips? **MULTICODE POSSIBLE**

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Work ..... 1</li> <li>▪ Shopping ..... 2</li> <li>▪ Education ..... 3</li> <li>▪ Cinema/pub/restaurant ..... 4</li> <li>▪ Sports/leisure ..... 5</li> <li>▪ Entertainment (e.g. concerts, theatre, events etc) ..... 6</li> <li>▪ Visits to friends/family ..... 7</li> <li>▪ Other (specify &amp; code) .....</li> </ul> | (X94) |
| <p>_____ 99</p>  |       |

**SHOWCARD “E”**

Q.11f I am going to read out some different elements relating to Luas and I would like you to tell me how satisfied or dissatisfied you are with each element on a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied.

INTERVIEWER READ OUT	<i>Extremely Dissatisfied</i>							<i>Extremely Satisfied</i>	<i>Don't Know</i>	
Tick start Rotate start ↓	<div style="border: 1px solid black; padding: 5px; text-align: center;"> 1      2      3      4      5      6      7 </div>								0	
<input type="checkbox"/> Value for money .....	1	2	3	4	5	6	7		0	(X95/1)
<input type="checkbox"/> Comfort of vehicle .....	1	2	3	4	5	6	7		0	(X95/2)
<input type="checkbox"/> Reliability .....	1	2	3	4	5	6	7		0	(X95/3)
<input type="checkbox"/> Spaciousness .....	1	2	3	4	5	6	7		0	(X95/4)
<input type="checkbox"/> Safety .....	1	2	3	4	5	6	7		0	(X95/5)
<input type="checkbox"/> Seat availability .....	1	2	3	4	5	6	7		0	(X95/6)
<input type="checkbox"/> Cleanliness .....	1	2	3	4	5	6	7		0	(X95/7)
<input type="checkbox"/> Ease of boarding .....	1	2	3	4	5	6	7		0	(X95/8)
<input type="checkbox"/> Disabled access .....	1	2	3	4	5	6	7		0	(X95/9)
<input type="checkbox"/> Clarity of on-board announcements .....	1	2	3	4	5	6	7		0	(X95/10)
<input type="checkbox"/> Frequency of service .....	1	2	3	4	5	6	7		0	(X95/11)
<input type="checkbox"/> Ease of buying tickets .....	1	2	3	4	5	6	7		0	(X95/12)
<input type="checkbox"/> Shelter at Luas stops .....	1	2	3	4	5	6	7		0	(X95/13)
<input type="checkbox"/> Punctuality .....	1	2	3	4	5	6	7		0	(X95/14)

**Section C2 – ALL RESPONDENTS - Current use of Transport Methods**

**SHOWCARD " F "**

Q.12a Thinking about any trips you made in Dublin over the past week that were a quarter of a mile or over in distance, which of these methods of travel did you use? **MULTICODE**

**CONTINUE SHOWING SHOWCARD " F "**

Q.12b And which did you use **most often**? **SINGLE CODE ONLY**

**CONTINUE SHOWING SHOWCARD " F "**

Q.12c Are there any methods of transport on this list that you would rarely or never use? **MULTICODE**

	<b>Q.12a</b> <b>Used at</b> <b>all</b> (X30/1)	<b>Q.12b</b> <b>Most often</b> (X30/2)	<b>Q.12 c</b> <b>Rarely/never</b> <b>use</b> (X30/3)
▪ 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) .....			
.....	99 .....	99 .....	99 .....
▪ <b>None/did not make any trip</b> .....	0 .....	0 .....	0 .....

**ASK FOR EACH CODED 'RARELY OR NEVER USE' AT Q.12c**

**Q.13 Why would you not use or rarely use.....? DO NOT PROMPT**

	Bus	Car/ Van driver	Car/ Van passenger	Taxi/ Hackney	Luas	Train/ Dart	Motor bike	Bicycle	Walking	
■ This method not available to me/not available in this area.....	■	2	3	■	5	6	7	8	■	(X31/1)
■ Unreliable .....	1	2	3	4	5	6	7	■	■	(X31/2)
■ Cost of using Car/Motorbike/Taxi .....										
■ Cost of using public transport .....	■	2	3	4	■	■	7	■	■	(X31/3)
■ Lack of parking facilities .....	1	■	■	■	5	6	■	■	■	(X31/4)
■ Poor information about public transport services .....	■	2	3	■	5	6	7	8	■	(X31/5)
■ Poor connections.....	1	■	■	■	5	6	■	■	■	(X31/6)
■ Personal disability .....	1	■	■	■	5	6	■	■	■	(X31/7)
■ Concerns over personal safety.....	1	2	3	4	5	6	7	8	9	(X31/8)
■ Traffic congestion .....	1	2	3	4	5	6	7	8	9	(X31/9)
■ Finds public transport unpleasant .....	1	2	3	4	5	■	7	8	■	(X31/10)
■ Too much waiting time for public transport .....	1	■	■	■	5	6	■	■	■	(X31/11)
■ No Shelter/exposed to weather .....	1	■	■	■	5	6	■	■	■	(X31/12)
■ Other answer (State & code) .....	1	■	■	■	5	6	7	8	9	(X31/13)
.....										
.....										
.....	1	2	3	4	5	6	7	8	9	(X31/14)

**Section E: In-Scope Journey Details – To be completed by respondents in Luas stop survey areas only**

**FOR Q.14 AND Q.15 – THE INTERVIEWEE WILL BE SHOWN A MAP WITH THE Luas CORRIDORS SHADED. THE CATCHMENT OF EACH Luas STOP WILL HAVE A UNIQUE IDENTIFIER NUMBER**

Q.14a In the previous 7 days, did you make a trip from this address to a destination in any of the areas shown marked on this map?

**Note to interviewer:** *It is ok if some/part of the journey goes outside of these areas as long as the journey starts at this address and the final destination is within one of the areas marked.*

- Yes ..... 1
- No ..... 2

(X32)

**IF YES**

Q.14b **INTERVIEWER RECORD  
UNIQUE IDENTIFIER FOR MOST  
RECENT TRIP**

--	--	--

(X33)

**ASK ALL**

Q.15a In the previous 7 days, did you make a trip from this address to any of the areas shown on this map (apart from this area) in order to transfer and continue your journey from that point? (e.g. change bus, connect to Luas, DART/train)

**Note to interviewer:** *It is ok if some/part of the journey goes outside of these areas as long as the point at which they transferred to a different mode of transport (e.g. to change bus, connect with train, Luas etc) is within one of the areas marked.*

- Yes ..... 1
- No ..... 2

(X34)

**IF YES**

Q.15b **INTERVIEWER RECORD  
UNIQUE IDENTIFIER FOR MOST  
RECENT TRIP**

--	--	--

(X35)

**IF NO AT BOTH Q.14(a) & Q.15(a) THEN SKIP TO INSTRUCTION AT Q.50 (Last Page) OTHERS GO TO Q.16**

**ASK IF YES TO Q.14(a) & Q.15(a)**

Q.16 Which trip was made most recently?

- Trip mentioned at Q.14a-no transfer made... 1
- Trip mentioned at Q.15a-where transfer made2

(X36)

**ASK ALL WHO MADE RECENT JOURNEY (YES AT Q.14(a) AND/OR Q.15(a))**

- Q.17 Again, thinking now of your most recent trip from this address to any of those areas shown on the map, which method of transport was used for the main part of this journey? By main part I mean the longest distance travelled?

**SINGLE CODE ONLY**

▪ Bus .....	1	(X37)
▪ Car/van as driver .....	2	
▪ Car/van as passenger .....	3	
▪ Taxi/hackney .....	4	
▪ Luas .....	5	
▪ Train/DART .....	6	
▪ Motorbike .....	7	
▪ Bicycle .....	8	
▪ Walking .....	9	
▪ Other mode .....	10	

- Q.18 What was the main purpose of the trip?

**PROBE TO PRECODES**

▪ Workplace .....	1	(X38)
▪ Employer's business (work related trip- not to workplace) .....	2	
▪ Shopping .....	3	
▪ Education (School/College) .....	4	
▪ Cinema/pub/restaurant .....	5	
▪ Sports/leisure .....	6	
▪ Visiting friends/family .....	7	
▪ Personal business (e.g. dentist/doctor /bank) .....	8	
▪ Take children to and from school .....	9	
▪ To escort someone else .....	10	
▪ Other (Specify .....	99	

- Q.19 What time of day did you start this trip?

**RECORD TIME OF DAY**

E.G. 8AM IS 08.00, 10PM is 10.00

**CODE AS AM OR PM**

▪	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	.....AM 1	(X39)
▪	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	<div style="border: 1px solid black; width: 40px; height: 20px; display: inline-block;"></div>	.....PM 2	
	<b>Hours</b>		<b>Mins</b>			

- Q.20 What day of the week was it?

▪ Monday .....	1	(X41)
▪ Tuesday .....	2	
▪ Wednesday .....	3	
▪ Thursday .....	4	
▪ Friday .....	5	
▪ Saturday .....	6	
▪ Sunday .....	7	

- Q.21 Did you have to be at your destination at a specific time?

▪ Yes .....	1	(X42)
▪ No .....	2	



Q.22 How many adults accompanied you on this trip? **USE LEADING ZEROS**

		(X43)
<input type="checkbox"/> None ..... 99		

Q.23 How many children aged 2 to 15 accompanied you on this trip? **USE LEADING ZEROS**

		(X44)
<input type="checkbox"/> None ..... 99		

Q.24 How many infants younger than 2, if any, accompanied you on this trip? **USE LEADING ZEROS**

		(X45)
<input type="checkbox"/> None ..... 99		

Q.25 How often do you make this journey?  
**PROBE TO PRECODES**

<input type="checkbox"/> 4+ times a week ..... 1 <input type="checkbox"/> 2-3 times a week ..... 2 <input type="checkbox"/> Weekly ..... 3 <input type="checkbox"/> Fortnightly ..... 4 <input type="checkbox"/> Monthly ..... 5 <input type="checkbox"/> Less often ..... 6 <input type="checkbox"/> First time ..... 7	(X46)
--	-------

### INTERVIEWER: NOTE

CAR DRIVER OR CAR PASSENGER AT Q.17 (CODES 2 OR 3)  
CONTINUE FROM Q.26 ON PAGE 14

BUS USERS AT Q.17 (CODE 1) GO TO PAGE 17 Q.35a

Luas USERS AT Q.17 (CODE 5) GO TO PAGE 19 Q.41a

ALL OTHERS (i.e. NOT CAR, BUS OR Luas) GO TO PAGE 22 Q.49a

<b>Car Driver or Car Passenger at Q.17(Codes 2 or 3)</b>
--

Q.26 How long did this journey take by car?

<div style="border: 1px solid black; width: 100%; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 100%; height: 30px;"></div>	(X47)
<b>RECORD TIME IN MINUTES</b> <b>E.G. 1 ½ HRS = 90 MINUTES</b>	

Q.27 How long did it take to walk from where the car was parked to your final destination?

<div style="border: 1px solid black; width: 100%; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 100%; height: 30px;"></div>	(X48)
<b>RECORD TIME IN MINUTES</b> <b>E.G. 1 ½ HRS = 90 MINUTES</b>	

Q.28 Was the car essential for this journey, for example did you need it to carry heavy goods?

<ul style="list-style-type: none"> <li>■ Yes ..... 1</li> <li>■ No ..... 2</li> </ul>	(X49)
---	-------

Q.29 If the car you used was not available what method of transport would you have used instead for this journey?

**PROBE TO PRECODES**

<ol style="list-style-type: none"> <li>1. Bus ..... 1</li> <li>2. Get lift with someone else ..... 2</li> <li>3. Walk ..... 3</li> <li>4. Taxi/hackney ..... 4</li> <li>5. Luas ..... 5</li> <li>6. Train/DART ..... 6</li> <li>7. Motorbike ..... 7</li> <li>8. Bicycle ..... 8</li> <li>9. Would not travel ..... 9</li> </ol>	(X50)
--	-------

**ASK ALL CAR DRIVERS: CAR PASSENGERS**  
**SKIP TO Q.33a**

Q.30 Where did you park?

<ul style="list-style-type: none"> <li>■ Public Car Park ..... 1</li> <li>■ Private Car Park ..... 2</li> <li>■ On Street ..... 3</li> <li>■ Park &amp; Ride facility ..... 4</li> <li>■ Other (Specify _____</li> </ul> <p style="margin-left: 40px;">_____ &amp; code) ..... 99</p>	(X51)
---	-------

Q.31 How much did parking cost you?

**RECORD COST IN EUROS AND CENT**

€	<div style="border: 1px solid black; width: 40px; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div>	C	<div style="border: 1px solid black; width: 40px; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 40px; height: 30px;"></div>		(X52)
<ul style="list-style-type: none"> <li>■ Free ..... 1</li> <li>■ Don't know/can't remember ..... 2</li> </ul>					

Q.32 Were any petrol or parking costs paid for by your company/employer?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1</li> <li>-----</li> <li>▪ No ..... 2</li> </ul> | (X53) |
|--|-------|

### ASK CAR DRIVERS OR CAR PASSENGERS

Q.33a Would you ever use Luas to make all or part of this trip?

- |  |        |
|--|--------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1 <b>Ask Q.33b</b></li> <li>-----</li> <li>▪ No ..... 2 <b>Go to Q.34c</b></li> </ul> | (X 96) |
|--|--------|

**IF YES ASK – OTHERS GO TO Q.34c**

Q.33b Would you say that you .... **READ OUT →**

- |  |                                     |             |
|--|-------------------------------------|-------------|
| <ul style="list-style-type: none"> <li>▪ Use it most of the time you make this trip ..... 1</li> <li>▪ Use it some of the time when you make this trip ..... 2</li> <li>▪ Rarely use it to make this trip ..... 3</li> </ul> | Ask Q.34a<br>Ask Q.34b<br>Ask Q.34c | (X54)       |
| <hr/> <ul style="list-style-type: none"> <li>▪ Don't know (do not read out) ..... 0</li> </ul>   |                                     | Go to Q.49a |

Q.34a Why do you use Luas most of the time you make this trip?

**PROBE:** Any other reason?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Is quicker..... 1</li> <li>▪ Is cheaper ..... 2</li> <li>▪ Is more reliable ..... 3</li> <li>▪ Can sleep/read/work/listen to music while travelling ..... 4</li> <li>▪ Better for the environment ..... 5</li> <li>▪ Other (Specify _____ &amp; code)..... 99</li> </ul> | (X55) |
|---|-------|

Q.34b Why do you use Luas to make this trip only some of the time? In other words, why would you not use it every time you make this trip?

**PROBE:** Any other reason?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Depends on the weather ..... 1</li> <li>▪ Only use Luas on weekends ..... 2</li> <li>▪ Only use Luas on weekdays ..... 3</li> <li>▪ Do not use Luas if travelling alone ..... 4</li> <li>▪ Only use Luas if travelling without kids . 5</li> <li>▪ Only use Luas if traffic is heavy ..... 6</li> <li>▪ Other (Specify _____ &amp; code) ..... 99</li> </ul> | (X56) |
|---|-------|

Q.34c Why do you only rarely/never use Luas for all or part of this trip?

**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>■ My car is more convenient ..... 1</li> <li>■ Luas is too far from my house ..... 2</li> <li>■ Luas is too far from my destination ..... 3</li> <li>■ Would have to transfer on to bus or train ..... 4</li> <li>■ Involves too much walking ..... 5</li> <li>■ Luas is unreliable ..... 6</li> <li>■ Cost of using Luas ..... 7</li> <li>■ Poor connections onto bus/train services ..... 8</li> <li>■ Personal disability ..... 9</li> <li>■ Concerns over personal safety ..... 10</li> <li>■ Traffic congestion is less severe now ..... 11</li> <li>■ Find public transport unpleasant ..... 12</li> <li>■ Not sure if my free travel pass works on Luas .. 13</li> <li>■ Other (Specify _____ &amp; code) ..... 99</li> </ul>	(X57)
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**NOW GO TO PAGE 22 Q. 49a**

Q.35a Was there a car available that you could have used when you made this journey?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1     <b>Ask Q.35b</b></li> <li>▪ No ..... 2     <b>Go to Q.36</b></li> </ul> | (X59) |
|--|-------|

Q.35b Why did you go by bus instead of car?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ No parking at destination ..... 1</li> <li>▪ Parking too expensive ..... 2</li> <li>▪ Traffic congestion ..... 3</li> <li>▪ Planning to drink ..... 4</li> <li>▪ Can sleep/read/work listen to music on bus ..... 5</li> <li>▪ Just prefer the bus ..... 6</li> <li>▪ Other (Specify _____ &amp; code)..... 99</li> </ul> | (X60) |
|--|-------|

Q.36 How did you get to the bus stop?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Walked ..... 1</li> <li>▪ Car as Driver ..... 2</li> <li>▪ Car as Passenger ..... 3</li> <li>▪ Taxi/hackney ..... 4</li> <li>▪ Train/Dart ..... 5</li> <li>▪ Motorbike ..... 6</li> <li>▪ Bicycle ..... 7</li> <li>▪ Other (Specify _____ &amp; code)..... 99</li> </ul> | (X61) |
|---|-------|

Q.37 Did you have to change buses during the journey?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1</li> <li>▪ No ..... 2</li> </ul> | (X62) |
|---|-------|

Q.38 If you had not been able to use the bus for this journey what method of transport would you have used instead?

**PROBE TO PRECODES**

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Car as Driver ..... 1</li> <li>▪ Car as Passenger ..... 2</li> <li>▪ Walk ..... 3</li> <li>▪ Taxi/hackney ..... 4</li> <li>▪ Luas ..... 5</li> <li>▪ Train/Dart ..... 6</li> <li>▪ Motorbike ..... 7</li> <li>▪ Bicycle ..... 8</li> <li>▪ Would not have travelled ..... 9</li> <li>▪ Other (Specify _____ &amp; code)..... 99</li> </ul> | (X63) |
|---|-------|

Q.39a Do you ever use Luas to make all or part of this trip?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1     <b>Ask Q.39</b></li> <li>-----</li> <li>▪ No ..... 2     <b>Go to Q.40c</b></li> </ul> | (X97) |
|---|-------|

**IF YES: ASK – OTHERS GO TO Q.40c**Q.39b Would you say that you ... **READ OUT ↓**

<ul style="list-style-type: none"> <li>▪ Use it most of the time you make this trip..... 1      <b>Go to Q.40a</b></li> <li>▪ Use it some of the time when you make this trip ..... 2      <b>Go to Q.40b</b></li> <li>▪ Rarely use it to make this trip ..... 3      <b>Go to Q.40c</b></li> </ul>	(X64)
<ul style="list-style-type: none"> <li>▪ Don't know (do not read out) ..... 0      <b>Go to Q.49a</b></li> </ul>	

Q.40a Why do you use Luas most of the time you make this trip?**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Is quicker..... 1</li> <li>▪ Is cleaner ..... 2</li> <li>▪ Is more reliable ..... 3</li> <li>▪ Is Cheaper ..... 4</li> <li>▪ Better image..... 5</li> <li>▪ Safer ..... 6</li> <li>▪ Other (Specify _____</li> <li>_____ &amp; Code)..... 99</li> </ul>	(X65)
--	-------

Q.40b Why do you use Luas to make this trip only some of the time? In other words, why would you not use it every time you make this trip?**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Depends on weather ..... 1</li> <li>▪ Only use Luas on weekends ..... 2</li> <li>▪ Only use Luas on weekdays ..... 3</li> <li>▪ Do not use Luas if travelling alone ..... 4</li> <li>▪ Only use Luas if travelling without kids ..... 5</li> <li>▪ Only use Luas if traffic is heavy ..... 6</li> <li>▪ Other (Specify _____</li> <li>_____ &amp; Code)..... 99</li> </ul>	(X66)
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Q.40c Why do you only rarely/never use Luas for all or part of this trip?**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Bus still quicker ..... 1</li> <li>▪ Bus still more reliable ..... 2</li> <li>▪ Luas too far from my house ..... 3</li> <li>▪ Luas too far from my destination..... 4</li> <li>▪ Have to transfer from Luas to bus..... 5</li> <li>▪ Involves too much walking ..... 6</li> <li>▪ Cost of using Luas ..... 7</li> <li>▪ Concerns over personal safety ..... 8</li> <li>▪ Would use car because traffic is less severe ..... 9</li> <li>▪ Not sure if my free travel pass works on Luas ..... 10</li> <li>▪ Other (Specify _____</li> <li>_____ &amp; Code)..... 99</li> </ul>	(X67)
--	-------

**NOW GO TO PAGE 22 Q. 49a**

Q.41a Was there a car or bus available that you could have used when you made this journey?

- |  |  |       |
|--|--|-------|
| <ul style="list-style-type: none"> <li>▪ Yes - car..... 1</li> <li>▪ Yes - bus..... 2</li> <li>▪ No ..... 3</li> </ul> | <p><b>Ask Q.41b</b></p> <p><b>Ask Q.41c</b></p> <p><b>Go to Q.42</b></p> | (X70) |
|--|--|-------|

Q.41b Why did you go by Luas instead of car?

**PROBE:** Any other reason?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Luas quicker..... 1</li> <li>▪ Luas cheaper ..... 2</li> <li>▪ Can sleep/read/work/listen to music while travelling..... 3</li> <li>▪ Better for environment ..... 4</li> <li>▪ No parking at destination ..... 5</li> <li>▪ Parking too expensive..... 6</li> <li>▪ Traffic congestion..... 7</li> <li>▪ Planning to drink (alcohol) ..... 8</li> <li>▪ Other (specify &amp; code)_____</li> <li>_____ 99</li> </ul> | (X71) |
|--|-------|

Q.41c Why did you go by Luas instead of bus?

**PROBE:** Any other reason?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Luas quicker..... 1</li> <li>▪ Luas cleaner ..... 2</li> <li>▪ More reliable ..... 3</li> <li>▪ Cheaper ..... 4</li> <li>▪ Safer ..... 5</li> <li>▪ Better image..... 6</li> <li>▪ Traffic congestion..... 7</li> <li>▪ More convenient for my destination ..... 8</li> <li>▪ Other (specify &amp; code)_____</li> <li>_____ 99</li> </ul> | (X72) |
|---|-------|

**ASK ALL Luas USERS (Q17 Code 5)**

Q.42 How did you get to the Luas stop?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Walked ..... 1</li> <li>▪ Car as driver ..... 2</li> <li>▪ Car as passenger..... 3</li> <li>▪ Bus..... 4</li> <li>▪ Taxi/Hackney ..... 5</li> <li>▪ Train/DART ..... 6</li> <li>▪ Motorbike ..... 7</li> <li>▪ Bicycle..... 8</li> <li>▪ Other (specify &amp; code)_____</li> <li>_____ 99</li> </ul> | (X73) |
|--|-------|

Q.42a At which stop did you get on the Luas? **SINGLE CODE ONLY**

RED LINE	GREEN LINE	
<ul style="list-style-type: none"> <li>▪ Tallaght ..... 1</li> <li>▪ Hospital ..... 2</li> <li>▪ Cookstown ..... 3</li> <li>▪ Belgard ..... 4</li> <li>▪ Kingswood ..... 5</li> <li>▪ Red Cow ..... 6</li> <li>▪ Kilemore ..... 7</li> <li>▪ Bluebell ..... 8</li> <li>▪ Blackhorse ..... 9</li> <li>▪ Drimnagh ..... 10</li> <li>▪ Goldenbridge ..... 11</li> <li>▪ Suir Road ..... 12</li> <li>▪ Rialto ..... 13</li> <li>▪ Fatima ..... 14</li> <li>▪ James's ..... 15</li> <li>▪ Heuston ..... 16</li> <li>▪ Museum ..... 17</li> <li>▪ Smithfield ..... 18</li> <li>▪ The Four Courts ..... 19</li> <li>▪ Jervis ..... 20</li> <li>▪ Abbey Street ..... 21</li> <li>▪ Busaras ..... 22</li> <li>▪ Connolly ..... 23</li> </ul>	<ul style="list-style-type: none"> <li>▪ St. Stephens's Green ..... 24</li> <li>▪ Harcourt ..... 25</li> <li>▪ Charlemont ..... 26</li> <li>▪ Ranelagh ..... 27</li> <li>▪ Beechwood ..... 28</li> <li>▪ Cowper ..... 29</li> <li>▪ Milltown ..... 30</li> <li>▪ Windy Arbour ..... 31</li> <li>▪ Dundrum ..... 32</li> <li>▪ Balally ..... 33</li> <li>▪ Kilmacud ..... 34</li> <li>▪ Stillorgan ..... 35</li> <li>▪ Sandyford ..... 36</li> </ul>	(X74)

Q.43 Did you have to change from Luas to bus during the journey?

- |   |       |
|---|-------|
| <ul style="list-style-type: none"> <li>▪ Yes ..... 1</li> <li>▪ No ..... 2</li> </ul> | (X75) |
|---|-------|

Q.44a If you had not been able to use Luas for this journey what method of transport would you have used instead?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Car as driver ..... 1</li> <li>▪ Car as passenger ..... 2</li> <li>▪ Bus ..... 3</li> <li>▪ Walk ..... 4</li> <li>▪ Taxi/Hackney ..... 5</li> <li>▪ Train/DART ..... 6</li> <li>▪ Motorbike ..... 7</li> <li>▪ Bicycle ..... 8</li> <li>▪ Would not have travelled ..... 9</li> </ul> | (X76) |
|--|-------|

Q.44b And before Luas started operating what method of transport would you have used to make this journey?

- |  |       |
|--|-------|
| <ul style="list-style-type: none"> <li>▪ Car as driver ..... 1</li> <li>▪ Car as passenger ..... 2</li> <li>▪ Bus ..... 3</li> <li>▪ Walk ..... 4</li> <li>▪ Taxi/Hackney ..... 5</li> <li>▪ Train/DART ..... 6</li> <li>▪ Motorbike ..... 7</li> <li>▪ Bicycle ..... 8</li> <li>▪ Would not have travelled ..... 9</li> </ul> | (X77) |
|--|-------|



Q.45 How often do you use Luas to make all or part of this particular trip? Do you use it...

**READ OUT**

<ul style="list-style-type: none"> <li>▪ All the time ..... 1</li> <li>▪ Most of the time ..... 2</li> </ul>	<b>Ask Q.46a</b>	(X78)
-----		
<ul style="list-style-type: none"> <li>▪ Some of the time ..... 3</li> <li>▪ Rarely ..... 4</li> </ul>	<b>Ask Q.46b</b> <b>Ask Q.46c</b>	

Q.46a Why do you use Luas **all/most of the time** to make this trip?

**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Is quicker..... 1</li> <li>▪ Is cleaner ..... 2</li> <li>▪ More reliable ..... 3</li> <li>▪ Cheaper ..... 4</li> <li>▪ Better image..... 5</li> <li>▪ Safer ..... 6</li> <li>▪ More convenient for my destination ..... 7</li> <li>▪ Traffic congestion..... 8</li> <li>▪ No parking at destination ..... 9</li> <li>▪ Parking too expensive..... 0</li> <li>▪ Other (specify) ..... 99</li> </ul>	(X79)
---	-------

Q.46b Why do you use Luas to make this trip **only some of the time**? In other words why would you not use it every time you make this trip?

**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Depends on weather..... 1</li> <li>▪ Depends on whether car available..... 2</li> <li>▪ Only use Luas on weekends..... 3</li> <li>▪ Only use Luas on weekdays ..... 4</li> <li>▪ Do not use Luas if travelling alone..... 5</li> <li>▪ Only use Luas if travelling without kids . 6</li> <li>▪ Only use Luas if traffic is heavy ..... 7</li> <li>▪ Other (specify &amp; code) ..... 99</li> </ul>	(X80)
---	-------

Q.46c Why do you **rarely** use Luas for all or part of this trip?

**PROBE:** Any other reason?

<ul style="list-style-type: none"> <li>▪ Car more convenient..... 1</li> <li>▪ Car quicker..... 2</li> <li>▪ Bus quicker ..... 3</li> <li>▪ Bus more reliable ..... 4</li> <li>▪ Luas too far from my house ..... 5</li> <li>▪ Luas too far from my destination ..... 6</li> <li>▪ Have to transfer from Luas to bus..... 7</li> <li>▪ Involves too much walking ..... 8</li> <li>▪ Cost of using Luas ..... 9</li> <li>▪ Poor connection onto bus/train services ..... 10</li> <li>▪ Personal disability ..... 11</li> <li>▪ Concerns over personal safety ..... 12</li> <li>▪ Traffic congestion less severe now ..... 13</li> <li>▪ Not sure if my free travel pass works on Luas ..... 14</li> <li>▪ Don't often make this trip ..... 15</li> <li>▪ Other (specify &amp; code) ..... 9</li> </ul>	(X81)
---	-------

**CONTINUE ON PAGE 22 Q. 49a**

**SHOWCARD " G "**

Q.49a Thinking again about this most recent trip I would like you to tell me how important the following factors were in your decision on how to travel, using a scale of 1 to 7 where 1 is not at all important and 7 is extremely important

INTERVIEWER READ OUT	Not at all Important	Extremely Important	Don't Know						
Tick start Rotate start ↓	<div style="border: 1px solid black; padding: 5px; text-align: center;">           1      2      3      4      5      6      7         </div>			0					
<input type="checkbox"/> Overall door to door journey time .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/1)
<input type="checkbox"/> Reliability of journey time .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/2)
<input type="checkbox"/> Environmentally friendly .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/3)
<input type="checkbox"/> Cost.....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/4)
<input type="checkbox"/> Cleanliness.....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/5)
<input type="checkbox"/> Comfort .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X82/6)

**SHOWCARD " H "**

Q.49b Still thinking of this most recent trip. How satisfied or dissatisfied were you on a scale of 1 to 7 where 1 is extremely dissatisfied and 7 is extremely satisfied with .....

INTERVIEWER READ OUT	Extremely Dissatisfied	Extremely Satisfied	Don't Know						
Tick start Rotate start ↓	<div style="border: 1px solid black; padding: 5px; text-align: center;">           1      2      3      4      5      6      7         </div>			0					
<input type="checkbox"/> Overall door to door journey time .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/1)
<input type="checkbox"/> Reliability of journey time .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/2)
<input type="checkbox"/> Environmentally friendly .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/3)
<input type="checkbox"/> Cost.....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/4)
<input type="checkbox"/> Cleanliness.....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/5)
<input type="checkbox"/> Comfort .....	1.....	2.....	3.....	4.....	5.....	6.....	7.....	0.....	(X83/6)

### Section F: Concluding Questions

**ASK ALL LIVING AT THEIR CURRENT ADDRESS FOR LESS THAN FOUR YEARS (CHECK CLASSIFICATION INFORMATION) AND IN CATCHMENT AREA**

Q.50 Was your decision to move to this area influenced a lot, a little or not at all by the availability of Luas services in the area?

- |                             |   |       |
|-----------------------------|---|-------|
| ▪ Influenced a lot.....     | 1 | (X84) |
| ▪ Influenced a little ..... | 2 |       |
| ▪ No influence .....        | 3 |       |
| ▪ Don't know .....          | 0 |       |

**ASK ALL**

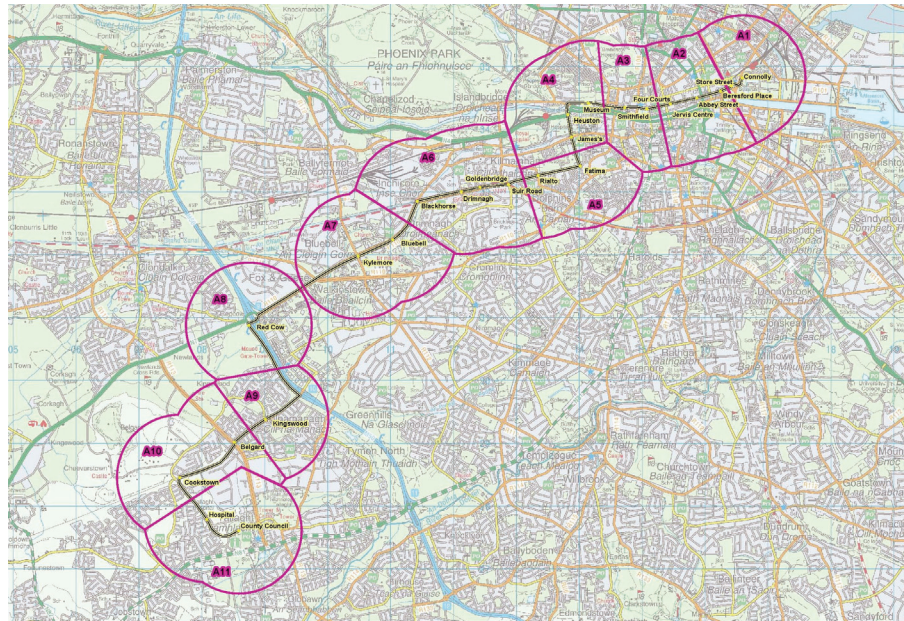
Q.51 We conducted a similar survey 2 years ago in this area, do you remember taking part in this previous survey?  
EXPLAIN THAT ONLY A SMALL SAMPLE OF PEOPLE IN THIS AREA WOULD HAVE TAKEN PART

- |                               |   |       |
|-------------------------------|---|-------|
| ▪ Yes – took part.....        | 1 | (X85) |
| ▪ No – did not take part..... | 2 |       |
| ▪ Can't remember .....        | 3 |       |

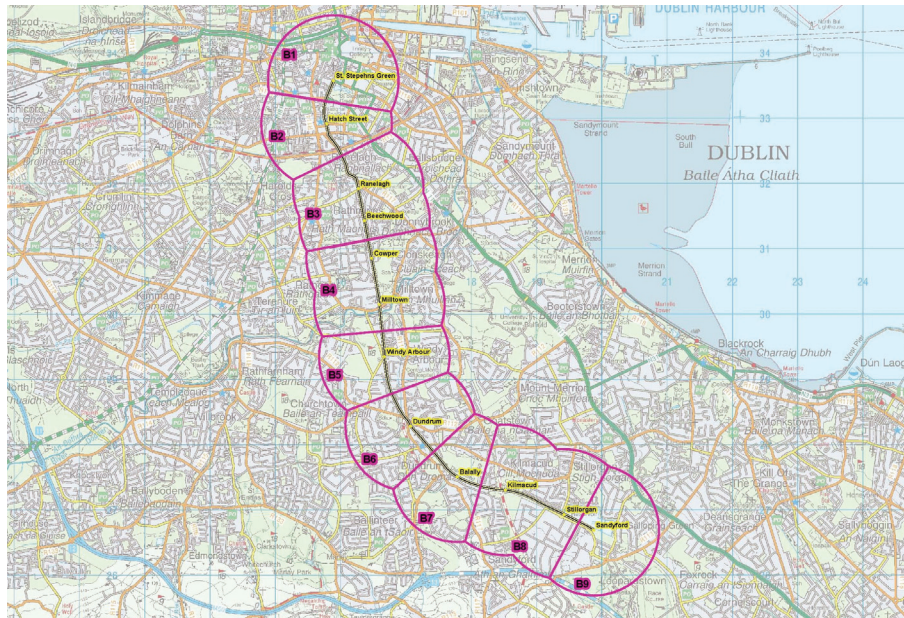
**INTERVIEWER TO THANK THE RESPONDENT FOR THEIR CO-OPERATION IN THE SURVEY AND EXPLAIN DIARY COMPLETION TO RESPONDENT**

# Luas Catchment Area Maps

## Luas Red Line

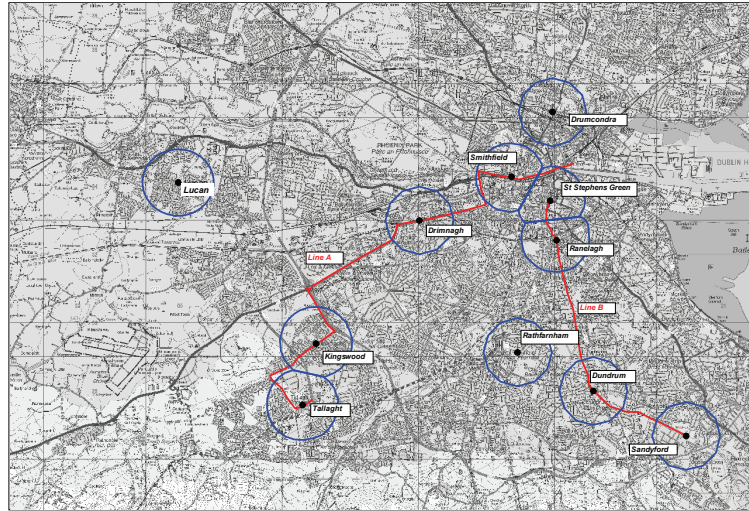


## Luas Green Line





## Map of Red, Green and Control Areas



## 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 18 the variance on axis 1 (59%) + the variance on axis 2 (19%) 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.

## Sampling Points

Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
Kingswood	Red	Ballymount Road	Tallaght	Red	Alderwood Close
Kingswood	Red	Dunmore Lawn	Tallaght	Red	Main St
Kingswood	Red	Dunmore Grove	Tallaght	Red	Watagate Estate
Kingswood	Red	Forest Drive	Tallaght	Red	Watagate Estate
Kingswood	Red	Forest Lawn	Tallaght	Red	Watermeadow Park
Kingswood	Red	Sycamore Close	Tallaght	Red	Cois Na Habhann
Kingswood	Red	Tamarisk Way	Tallaght	Red	Old Bawn Avenue
Kingswood	Red	Elmcastle Park	Tallaght	Red	Alderpark Court
Kingswood	Red	Birchview Lawn	Tallaght	Red	Alderwood Drive
Kingswood	Red	Parkhill Drive	Tallaght	Red	Alderwood Avenue
Kingswood	Red	Redwood Avenue	Tallaght	Red	Maplewood Avenue
Kingswood	Red	Redwood Walk	Tallaght	Red	Birchwood Heights
Kingswood	Red	Kingswood View	Tallaght	Red	Fernwood Park
Kingswood	Red	The Garth	Tallaght	Red	Cookstown Rd
Kingswood	Red	The Dale Kingswood Heights	Tallaght	Red	Alderwood Green
Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
Drimnagh	Red	West Terrace	Smithfield	Red	Halliday Road
Drimnagh	Red	Jamestown Road	Smithfield	Red	Kirwan Street Cottages
Drimnagh	Red	Tyrconnell Park	Smithfield	Red	Blackhall Place
Drimnagh	Red	Emmet Court Apartments	Smithfield	Red	Upper Grangegorman
Drimnagh	Red	Bulfin Road	Smithfield	Red	King Street North
Drimnagh	Red	St Michaels Estate	Smithfield	Red	Constitution Hill
Drimnagh	Red	Galtymore Drive	Smithfield	Red	Church street
Drimnagh	Red	Rafters Road	Smithfield	Red	Jervis Place
Drimnagh	Red	Benbulbin Road	Smithfield	Red	Henrietta House
Drimnagh	Red	Knocknarea Road	Smithfield	Red	Ushers Quay
Drimnagh	Red	Errigal Road	Smithfield	Red	Francis St
Drimnagh	Red	Slievemore Road	Smithfield	Red	Meath St
Drimnagh	Red	Galtymore Park	Smithfield	Red	Benburb St
Drimnagh	Red	Sperrin Road	Smithfield	Red	b Island St
Drimnagh	Red	Cooley Road	Smithfield	Red	Robert St

Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
St. Stephen's Green	Green	Bachelors walk	Ranelagh	Green	Lennox Street
St. Stephen's Green	Green	Essex Street	Ranelagh	Green	Grove Park
St. Stephen's Green	Green	South William Street	Ranelagh	Green	The Mews Charlemont Place
St. Stephen's Green	Green	Townsend Street	Ranelagh	Green	Northbrook Ave
St. Stephen's Green	Green	Boyne Street	Ranelagh	Green	Dartmouth Square
St. Stephen's Green	Green	Clare Court Clare Street	Ranelagh	Green	Mespil Road
St. Stephen's Green	Green	Adelaide Road	Ranelagh	Green	Sallymount Ave
St. Stephen's Green	Green	Lad Lane	Ranelagh	Green	Sandford Ave
St. Stephen's Green	Green	Fenian Street	Ranelagh	Green	Waterloo Road
St. Stephen's Green	Green	Ovoca Road	Ranelagh	Green	Hollybank Ave
St. Stephen's Green	Green	Harrington Street	Ranelagh	Green	Ormond Road
St. Stephen's Green	Green	Kevin Street Up	Ranelagh	Green	Oakley Road
St. Stephen's Green	Green	a Cuffe Street Flats	Ranelagh	Green	Church Gardens
St. Stephen's Green	Green	South Georges Street	Ranelagh	Green	Oxford Road
St. Stephen's Green	Green	a Bride Street	Ranelagh	Green	Richmond Hill
Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
Dundrum	Green	Sweetmount Avenue	Sandyford	Green	Moreen Park
Dundrum	Green	Frankfort Park	Sandyford	Green	Wedgewood
Dundrum	Green	Whitebarn Road	Sandyford	Green	Leopardstown Drive
Dundrum	Green	Gledswood Park	Sandyford	Green	Lakelands Close
Dundrum	Green	St Columbanus Road	Sandyford	Green	Hazel Avenue
Dundrum	Green	The Maples	Sandyford	Green	Marsham Court
Dundrum	Green	Taney Park	Sandyford	Green	Linden Lea
Dundrum	Green	Willowfield ave	Sandyford	Green	Westbury Stillorgan
Dundrum	Green	Harlech Downs	Sandyford	Green	Farmleigh Avenue B'rock
Dundrum	Green	Holywell	Sandyford	Green	Torquay Wood
Dundrum	Green	Knocknashee	Sandyford	Green	Ardmeen Park
Dundrum	Green	Balally Drive	Sandyford	Green	The Birches Torquay Rd
Dundrum	Green	Ludford Drive	Sandyford	Green	The View Leopardstown
Dundrum	Green	Dunemer Drive	Sandyford	Green	Orby View, The Gallops
Dundrum	Green	Mountain View Park	Sandyford	Green	Tudor Lawns



Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
Lucan	Control	Willsbrook Road	Drumcondra	Control	Hollybank Road
Lucan	Control	Esker Lane	Drumcondra	Control	Botanic Avenue
Lucan	Control	Forester lawn	Drumcondra	Control	Alphonsus Road
Lucan	Control	Larkfield Way	Drumcondra	Control	Ormond Road
Lucan	Control	Rochfort Park	Drumcondra	Control	Richmond Road
Lucan	Control	Ballyowen Lane	Drumcondra	Control	Clonliffe Road
Lucan	Control	Earlsfort Avenue	Drumcondra	Control	Portland Place
Lucan	Control	Abbeyfield Court	Drumcondra	Control	Brendan Behan Court Russell St
Lucan	Control	Rochfort Avenue	Drumcondra	Control	Jones Road
Lucan	Control	Moy Glas Avenue	Drumcondra	Control	Upper Gardiner St
Lucan	Control	Foxborough Avenue	Drumcondra	Control	Blessington St
Lucan	Control	Foxborough Downes	Drumcondra	Control	Emmet St
Lucan	Control	Esker Meadow Lawn	Drumcondra	Control	Glengariff Parade
Lucan	Control	Castle Riada Drive	Drumcondra	Control	Synnott Place
Lucan	Control	Griffen Grove	Drumcondra	Control	Patricks Road
Catchment Area Name	Luas Line	START ADDRESS	Catchment Area Name	Luas Line	START ADDRESS
Rathfarnham	Control	Fairways Rathfarnham			
Rathfarnham	Control	Dodder Dale			
Rathfarnham	Control	Rathdown Avenue			
Rathfarnham	Control	Ballytore Road			
Rathfarnham	Control	The Greenlands			
Rathfarnham	Control	Rathfarnham Wood			
Rathfarnham	Control	Loreto Terrace			
Rathfarnham	Control	Aranleigh Court			
Rathfarnham	Control	Loreto Ave			
Rathfarnham	Control	Beaufort Downs			
Rathfarnham	Control	Fonthill Road			
Rathfarnham	Control	Grange Park Road			
Rathfarnham	Control	Owendore Ave			
Rathfarnham	Control	Edenbrook Park			
Rathfarnham	Control	Glenbrook Park			

## 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>Barman - 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

<p><b>Grade "C2" (cont'd)</b></p> <ul style="list-style-type: none"> <li>People (retired) who before retirement would have been Grade "C2"; very modest private means; small pensions other than state</li> <li>Plasterer</li> <li>Plater</li> <li>Plumber</li> <li>Prison Officer</li> <li>Proprietor - small shop; no paid employees</li> <li>Putter</li> <li>Riveter</li> <li>Seaman - Able - Irish Naval Service</li> <li>Security Officer (e.g. Securicor etc.)</li> <li>Self-employed - Skilled; no paid employees - unskilled; 1-4 employees</li> <li>Setter</li> <li>Shipwright</li> <li>Shop Assistant - Head - in charge of others</li> <li>Signalman</li> <li>Sorter - Post Office</li> <li>Smelter</li> <li>Sprayer</li> <li>Stereotyper</li> <li>Stevedore</li> <li>Tailor - Cutter and fitter</li> <li>Telephone installer</li> <li>Toolmaker</li> <li>Turner</li> <li>Typesetter</li> <li>Upholsterer</li> <li>Vehicle Builder</li> <li>Waiter - Head - in charge of others</li> <li>Weaver</li> <li>Welder</li> </ul>	<p><b>GUIDE TO GRADE "D" HOUSEHOLDS</b></p> <p><b>Other Working Class</b></p> <ul style="list-style-type: none"> <li>Apprentices (those apprenticed to skilled trade)</li> <li>Assembler</li> <li>Attendant in hospital</li> <li>Barman (no special training/responsibilities)</li> <li>Blender</li> <li>Boilerman</li> <li>Bottler</li> <li>Breadman</li> <li>Carder</li> <li>Caretaker</li> <li>Chimney Sweep</li> <li>Cleaner</li> <li>Comber</li> <li>Conductor (Bus)</li> <li>Cook</li> <li>Docker (Dock Worker)</li> <li>Domestic Servant</li> <li>Dough Mixer</li> <li>Doubler</li> <li>Drawer</li> <li>Dustbin man/refuse collector</li> <li>Dyer</li> <li>Fisherman</li> <li>Forestry Worker</li> <li>Gardener/Groundsman (not in charge of others)</li> <li>Gardener (Market) - no employees</li> <li>Housekeeper (Not in charge of others)</li> </ul>	<ul style="list-style-type: none"> <li>Labourer</li> <li>Laundry Worker</li> <li>Lorry Driver (Local)</li> <li>Machinist (Tailoring)</li> <li>Mate (to those of "C2" occupation category)</li> <li>Meter Reader</li> <li>Milkman</li> <li>Opener</li> <li>Oven-man</li> <li>Park-keeper</li> <li>People (retired) who before retirement would have been Grade "D"; have small pensions other than State; very modest private means</li> <li>Porter - Railway/Hospital</li> <li>Postman</li> <li>Presser</li> <li>Processor</li> <li>Private or equivalent - Army</li> <li>Roundsman</li> <li>Seaman - Ordinary - Irish Naval Service</li> <li>Shop Assistant - no special training/responsibilities</li> <li>Spinner</li> <li>Storeman/Storekeeper - no special training/responsibilities</li> <li>Taxi Driver (who does not own cab)</li> <li>Textile Printer</li> <li>Ticket Collector</li> <li>Tractor Driver</li> <li>Twister</li> </ul>
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## SOCIAL CLASS DEFINITIONS

<p><b>Grade "D" (cont'd)</b></p> <ul style="list-style-type: none"> <li>▪ Underground worker - unskilled</li> <li>▪ Van Driver/Van Salesman</li> <li>▪ Waitress/Waiter (unless Head Waiter)</li> <li>▪ Warehouseman</li> <li>▪ Watchman</li> <li>▪ Window Cleaner</li> <li>▪ Woolsorter</li> <li>▪ Workers in general who are unskilled or semi-skilled</li> </ul>	<p><b>Guide to Grade "E" Households</b></p> <p><b>Lowest Level of Subsistence</b></p> <ul style="list-style-type: none"> <li>▪ Casual/Part-time or lowest grade workers</li> <li>▪ Pensioner - Old age, disability, Widows Pension - who are dependent on State Aid or Pensions only, with no other source of income</li> <li>▪ 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</li> <li>▪ Respondents will only be graded "E" if the Head of the Household is "E" <b>and</b> no other member of family is the Chief Wage Earner</li> </ul>	<p><b>Grade "F"</b></p> <p><b>Guide to Grade "F50+" Households</b></p> <p><b>Large Farmers</b></p> <ul style="list-style-type: none"> <li>▪ Farmers or Farm Managers of holdings of 50 acres or more</li> </ul> <p><b>Guide to Grade "F50-" Households</b></p> <p><b>Small Farmers</b></p> <ul style="list-style-type: none"> <li>▪ Farmers or Farm Managers with holdings of less than 50 acres</li> <li>▪ Farm Workers/Labourers</li> </ul>
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