



**National Transport Authority  
National Household Travel  
Survey 2012**

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# 1. Introduction

## 1.1 Background to the Survey

Between March and November 2012, the National Transport Authority (from here on in referred to as 'The Authority') commissioned Millward Brown, supported by AECOM, to undertake a household travel survey throughout the Republic of Ireland. The main purpose of the survey was to obtain essential information on all-day travel patterns and travel behaviour across the country and to build on the information gathered during the 2006 Greater Dublin Area (GDA) Household travel survey. The data collected from the household survey will be used by the Authority in conjunction with travel data from the CSO POWSCAR travel to work and education dataset collected as part of the 2011 Census to update the GDA Transport Model and to update models in the other four regional cities (i.e. Cork, Galway, Limerick and Waterford).

The travel data collected from the 2012 National Household Travel Survey, when combined with the Census travel data will provide comprehensive information on travel patterns and travel behaviour across the country for 2012. The all-day travel data obtained from the National Household travel Survey in particular was required to provide information on travel behaviour at off-peak times of the day when trips for purposes other than work or education become more significant.

A similar household travel survey was undertaken by the Dublin Transportation Office (DTO) in 2006 covering the GDA only and provided essential travel data for the update of the GDA transport model and the subsequent development of the Draft Transport Strategy for the region. In December 2009, the Authority subsumed the former DTO and later completed the Draft GDA Transport Strategy. Given its national remit, the Authority required the 2012 household survey to provide it with similar travel information to the 2006 survey, but for the country as a whole.

Preparations for the 2012 NTA Household Travel Survey began with The Authority appointing Millward Brown, supported by AECOM, to undertake the survey in February 2012. (Millward Brown & AECOM had also undertaken the GDA survey in 2006, albeit under different names). The survey brief included two main survey elements as follows:

- The completion of a survey questionnaire through face to face interview with the one person aged 16+ in each household,
- A self-completion travel diary of trips made over a two day period, completed by/for all household members aged 4 years and older.

Millward Brown completed the survey work in November 2012 and in March 2013 submitted a full database of trips and survey data to The Authority and presented initial findings to the Board of the Authority. This document is the final report on the survey and includes an analysis of the main survey findings.

## 1.2 Aims and Objectives

Currently the principal source of travel data for the Republic of Ireland is the CSO POWSCAR travel to work and education information from the 2011 Census. However, to be able to plan for all travel needs throughout the day and in particular to enable updates of off-peak transport models in the GDA and the other four regional cities, it was necessary to collect data on all-day travel behaviour throughout the Republic of Ireland and in particular to collect data on travel for purposes other than Work and Education. These include shopping trips, trips on personal business and trips for leisure or sporting purposes. The main aim of the household travel survey was to obtain information on all-day travel behaviour and purposes to complement the information that is available from the 2011 Census.

A second aim of the household survey is to obtain essential background information on each household surveyed (including household structure, car ownership, employment status, socio-economic grouping, etc.). This information will be used to better understand travel behaviour when linked to people's general use of transport modes and their perception of these modes.

In early 2012, The Authority drew up a detailed survey brief that included the following specific objectives:

- to undertake travel surveys in a representative sample of 6,000 households throughout the Republic of Ireland and in each household to:
  - complete a survey questionnaire through face to face interview with one member of the household aged 16+, and
  - distribute self-completion 2-day travel diaries to be completed by members of the household aged 4+,
- to ensure that the sample of households surveyed was representative of all households in terms of geography, household structure, employment status, socio-economic grouping, etc., throughout the Republic of Ireland,
- to obtain a representative sample of all-day trips made on all days of the week, including Saturday and Sunday,
- to obtain full information on trips made (including trip origin, destination and purpose, trip timing, journey time and travel distance) for all trips over 50 meters or more,
- to obtain specific information on longer trips over 30 miles/50km, gathering details for the most recent such trip made,
- that completed diaries related to trip making during months when schools are open (March, April, May, June and September, October, November), to avoid peak summer time (July & August) when travel patterns are most affected by holiday activities. Easter holidays were also avoided for the same reason,
- through completion of the questionnaire, to obtain general information on the modes of travel people use most often and why, the modes they seldom or never use and their reasons for not using these modes, as well as specific issues such as parking availability and use of car sharing or bike schemes where applicable,

- through a combination of travel diary data and questionnaire data to be able to determine the impacts on trip making of household characteristics such as car ownership, employment status, household structure and socio-economic grouping.

## 1.3 Survey Methodology and Design

### Research Methodology

As stated above, a key aim of the National Household Travel Survey was to obtain a representative sample of all-day every day trip making and to relate travel behaviour to key household characteristics. Following discussions with Millward Brown, it was agreed that the best methodology to obtain this data was to:

- Use the most recent available data from the CSO Census data and the An Post GeoDirectory as the basis for selecting a representative sample of 6,000 households across the country, and within each household to:
- Complete a survey questionnaire through face to face interview with a nominated person (aged 16+) according to overall population quotas, using a handheld HAPI device for electronic data collection, and to
- Distribute self-completion 2-day travel diaries to be completed by members of each household aged 4+, allowing adults to assist younger children. The timing of the placement of these diaries would be such as to give a reasonable distribution of diary entries for each of the seven days of the week.

### Design of Questionnaire

The household survey questionnaire was designed by Millward Brown in consultation with the Authority. In addition to including questions on the characteristics of the household, it contained questions relating to the general use of transport modes and those they seldom or rarely used. Other topics covered included local services, work/education parking options, use of car clubs, bike schemes, travel tickets and incidence of long trips by mode, as appropriate.

Among the topics on the survey questionnaire were:

- Gender, age, economic status, socio-economic grouping of the household representative,
- Household structure, i.e. the number of household members in different age categories,
- Number of cars and vans available for use by household members and the number and type of driving licences owned by household members,
- Modes of travel generally used by the respondent categorised by the most often used, those sometimes used and those rarely or never used,
- Reasons for rarely or never using specific modes of travel,

A copy of the final household questionnaire is provided in the appendices.

### Design of Travel Diary

As the 2-day travel diaries were to be self-completed by household members aged 4+, careful attention was given to the design of the diaries and the layout and content of diary questions. This design was completed in consultation with AECOM, who are experts in this area. The diaries were designed in the form of an A5 booklet with clear instructions on the back as to how the diaries were to be completed and additional information provided in the accompanying letter. Details were also included on the Authority's website with a list of

frequently asked questions (FAQs) and examples of how to complete the diary. For each trip to be recorded in the diary, the following data was requested:

- The origin and destination of each trip (full address details in each case),
- The purpose of the trip (e.g. commute to work or school, shopping, sport, leisure, etc.),
- Trip start and end times,
- The mode of travel used – if more than one mode was used, the mode used and the distance travelled on each trip leg,
- Trip distance in kilometres and time taken,
- The number of people who travelled together on each trip: adults, children and those from other households,
- For those aged 17 or over: If the trip was made by car, were they a car driver or car passenger and was parking at the destination free or paid for.
- For those aged 17 or over: If the trip was not made by car, was a car available to the person to make the trip,

A sample travel diary with examples of how to complete entries is contained in the appendices.

## 1.4 Survey Programme

### Pilot Phase

Millward Brown were tasked with undertaking a pilot survey in a minimum of 80 selected households in urban, semi urban and rural areas at locations across Ireland during end of March and early April 2012. The final tally amounted to 98 households, with 224 placed and 195 completed household diaries, a diary completion rate of 87% within the limited pilot timeframe. This averaged just under 2 completed valid diaries per household.

The purpose of the pilot survey was to test the survey methodology and the wording and content of the questionnaire and travel diary in order to improve the efficiency before the full rollout of the survey programme.

The pilot surveys were successful in helping to identify a small number of changes in the wording and content of the questionnaire and travel diaries and clarification on instructions. For example, the interviewers suggest that on the example pages, the examples should be more generic, and a couple of spaces could be left for the interviewers to show how examples should be completed. The completion pages were also amended to make capture of the main addresses easier and the instructions on the long trip pages were enhanced.

The survey methodology - face to face interviewer administered completion of the survey questionnaires captured by electronic handled HAPI device and respondent self-completion of the travel diaries - also proved successful, and, as these were in line with the 2006 methodology, no change in survey methodology was required for the main fieldwork phase. A written report on the pilot phase was completed for reporting purposes and is included in the appendices.

### Fieldwork Phase

The main survey fieldwork began during the second half of April 2012, in order to take on board the pilot findings and to avoid the Easter holiday period. The survey ran throughout May and June and the first phase was completed at the end of June. A total of 2,801 household surveys were completed in this first phase, resulting in a total of 7,001 diaries placed and just under 5,200 diaries returned. Interviewing was not conducted in July and August 2012.

The survey fieldwork recommenced in early September, ran throughout October and was completed in November 2012. By the end of interviewing the final tally of household surveys was 6,013 completed surveys, almost 15,000 diaries placed and close to 11,000 returned household diaries. This is a diary completion rate of 72% among householders and a rate of 1.8 per household, well in excess of the completion rate in 2006.

### Data processing Phase

Following the completion of survey fieldwork, the data from the questionnaires and travel diaries was collated into a single database to be provided to the Authority, and an analysis of the household survey and diary travel data was conducted, the results of which are summarised in this report. There was some further editing of data during the collation by AECOM resulting in 10,822 diaries being included in the database from 4,793 households. This produced an 80% household diary completion rate, based on those who participated in the survey also completing and returning usable diaries within the time period allowed.

The remainder of this report presents the results of the detailed analysis by Millward Brown on the household respondent survey questionnaire (Section 3) and by AECOM on the household travel diaries (Section 4). Preceding this, in Section 2, is an analysis of the survey sampling and comparison to CSO population statistics. Section 5 contains Millward Brown's key findings from the research overall.

Subsequent to this report The Authority has undertaken its own detailed analysis of the travel diary part of the household survey. Further editing of the dataset by The Authority has resulted in a slightly different tally of trips when compared to both Millward Brown and AECOM analysis, but the exclusions were minimal and do not affect the overall survey findings. Some of these exclusions are, for example, where blank diary pages have been treated as 'did not record' rather than 'did not travel' and therefore have been excluded in the Authority's calculation of daily trip rates. These data checks at the various stages of the Millward Brown survey fieldwork, AECOM data entry and the Authority's further data editing have resulted in the final total number of trips registered by the Authority as 57,095 from 9,774 valid diaries. In autumn 2013, the Authority will publish a report on its own analysis of the travel diary part of the Household Survey.

## 2. Survey Sample Details

### 2.1 Household Sample Distribution

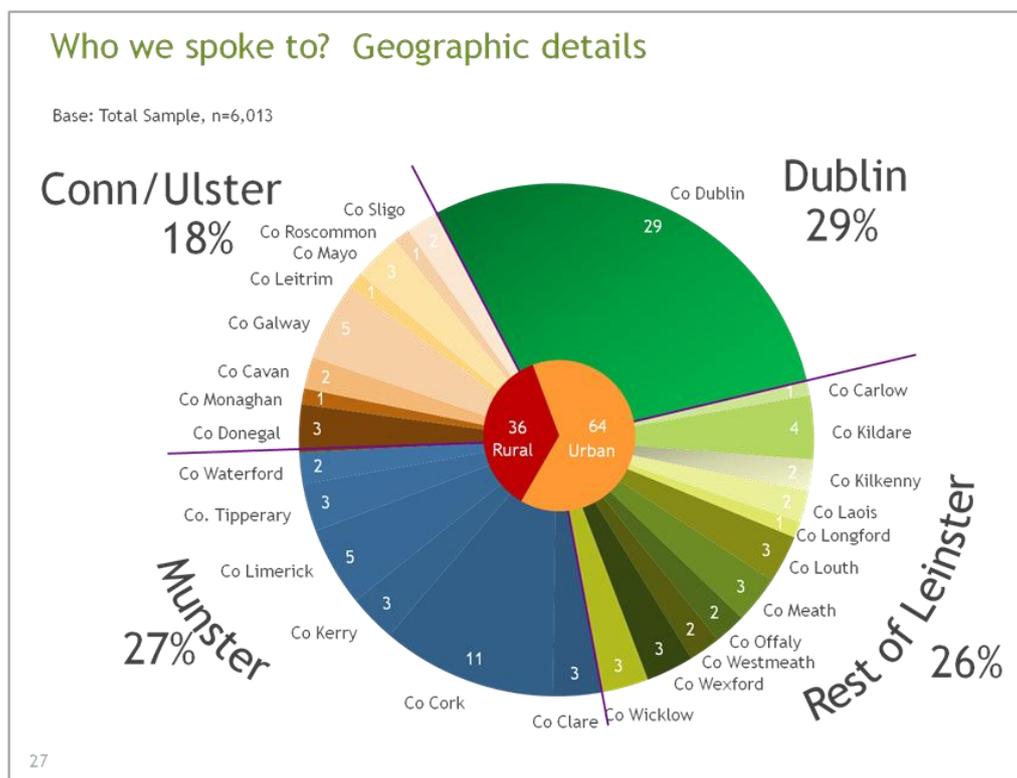
This section deals with the results of the Household Survey sample based on completion by one person per household, aged 16 years and over, using quotas based on the most recent CSO Population data, in order to provide a robust and representative sample in the Republic of Ireland

Against a sample target of 6,000 households, face to face interviews were conducted and survey questionnaires completed in 6,013 households. Quotas were set to ensure the final sample of household surveys would be representative in terms of gender, age, working status and region. Table 2.1 gives details of the number of households surveyed, across regions, compared to CSO data. Figure 2.1 provide greater detail on the spread of interviews by county.

**Table 2.1 – Households surveys completed**

Region	Households Surveyed	% of sample	% based on CSO data
Dublin	1743	29%	27.7%
Rest of Leinster	1544	26%	26.8%
Munster	1637	27%	27.2%
Connaught/Ulster	1088	18%	18.2%
Urban	3838	64%	62%
Rural	2174	36%	38%
<b>Total</b>	<b>6013</b>	<b>100%</b>	<b>100%</b>

**Figure 2.1 – Survey participants by geographic spread**



## 2.2 Household Sample Demographics

Figure 2.2 shows the breakdown of survey participants by gender. It shows that a greater number of females than males completed the household survey. This may reflect a greater availability of females to participate in the surveys when surveyors called to place travel diaries, as well as indicating a greater willingness among females to participate in the survey. There are marginally more females (51%) than males (49%) in the population.

**Figure 2.2 – Survey participants by gender**

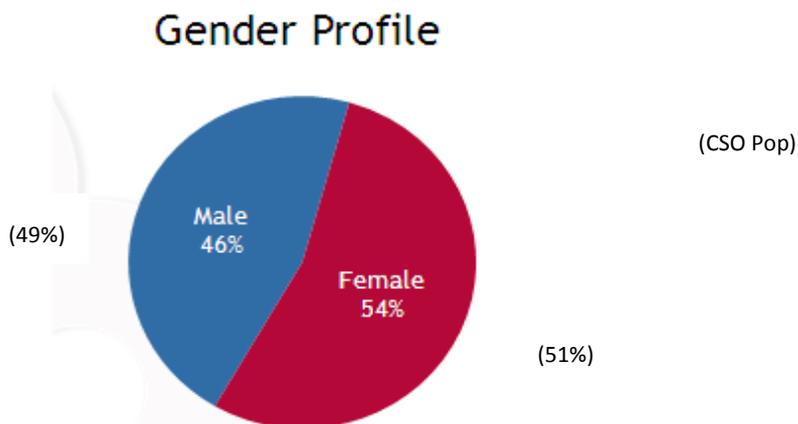
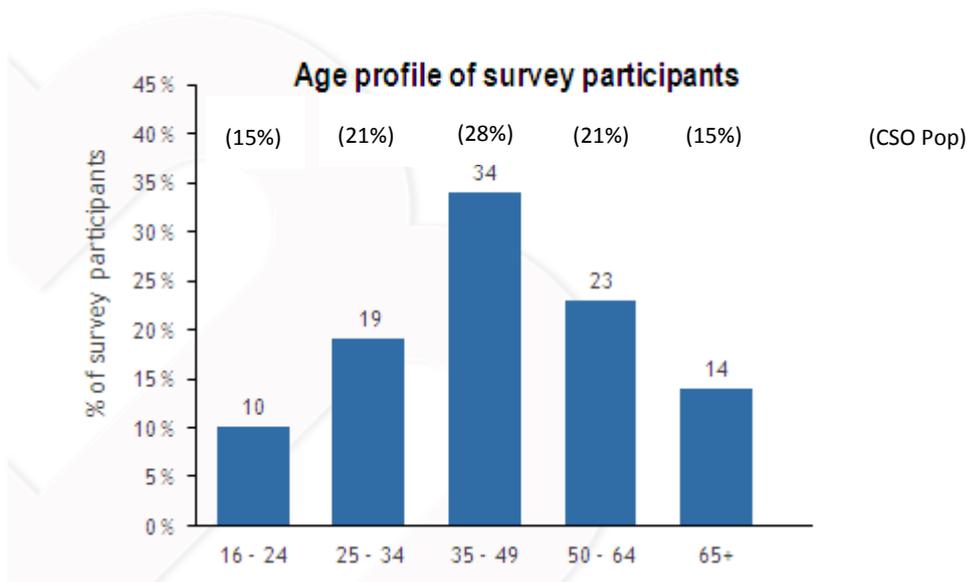


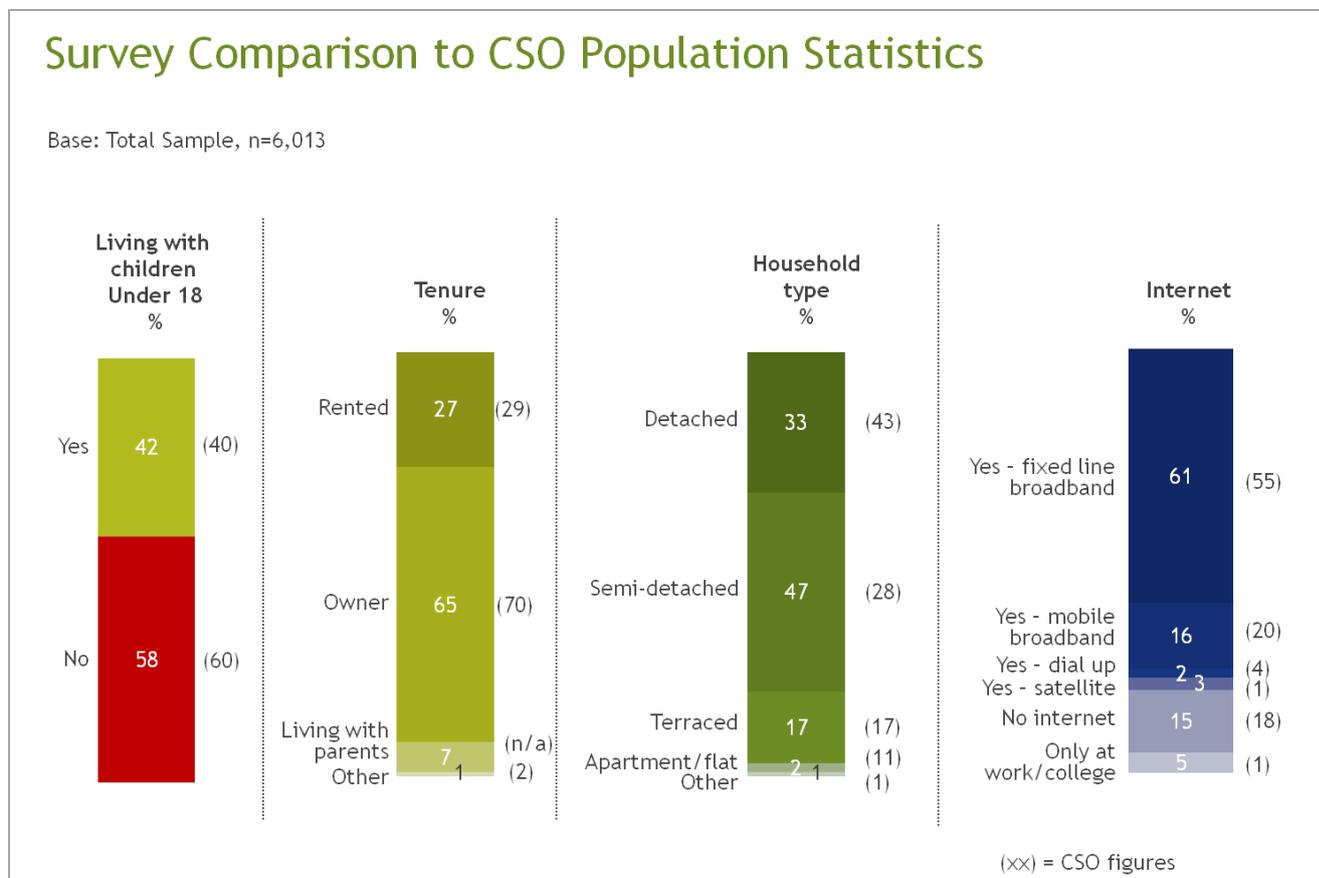
Figure 2.3 shows the age profile of household survey participants. These age distributions are generally in line with CSO statistics, with fewer 16-34 yr olds participating and slightly more 35-49 year olds. This is similar to other projects we see where those engaged in national issues are more inclined to participate.

**Figure 2.3 – Survey participants by age profile**



The comparison to CSO data below in Figure 2.4 shows that the survey sample included fewer Apartment dwellers (due to access) and more Living with parents (due to age cut-off) than the country as a whole.

**Figure 2.4 – Survey composition comparison to CSO population statistics**



When compared to CSO current population statistics (figures shown above in brackets) they survey generally shows a good match in profile overall, and although some minor differences do occur, as outlined here, these are not significant enough to warrant weighting of the household survey or diary data.

Figure 2.5 details on the presence of children in the household. It shows that almost 4 in 10 households have children (38%), with children under 10 year olds in almost a third of all households (31%). In addition to this 16% of households have children aged 11-15 years indicating a crossover of 9% of household who have children in both these age groups.

**Figure 2.5 – Survey participants by children in household**

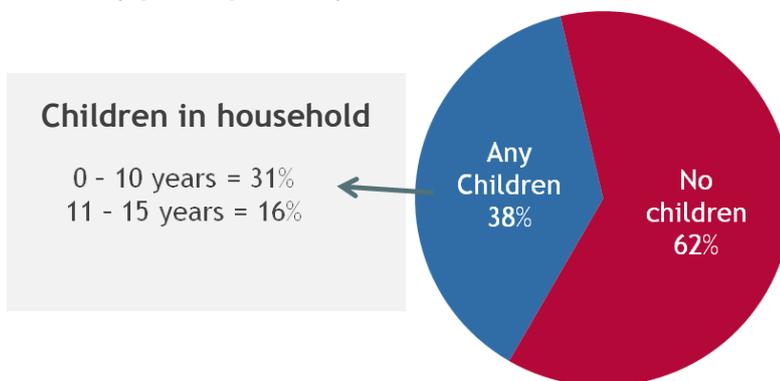
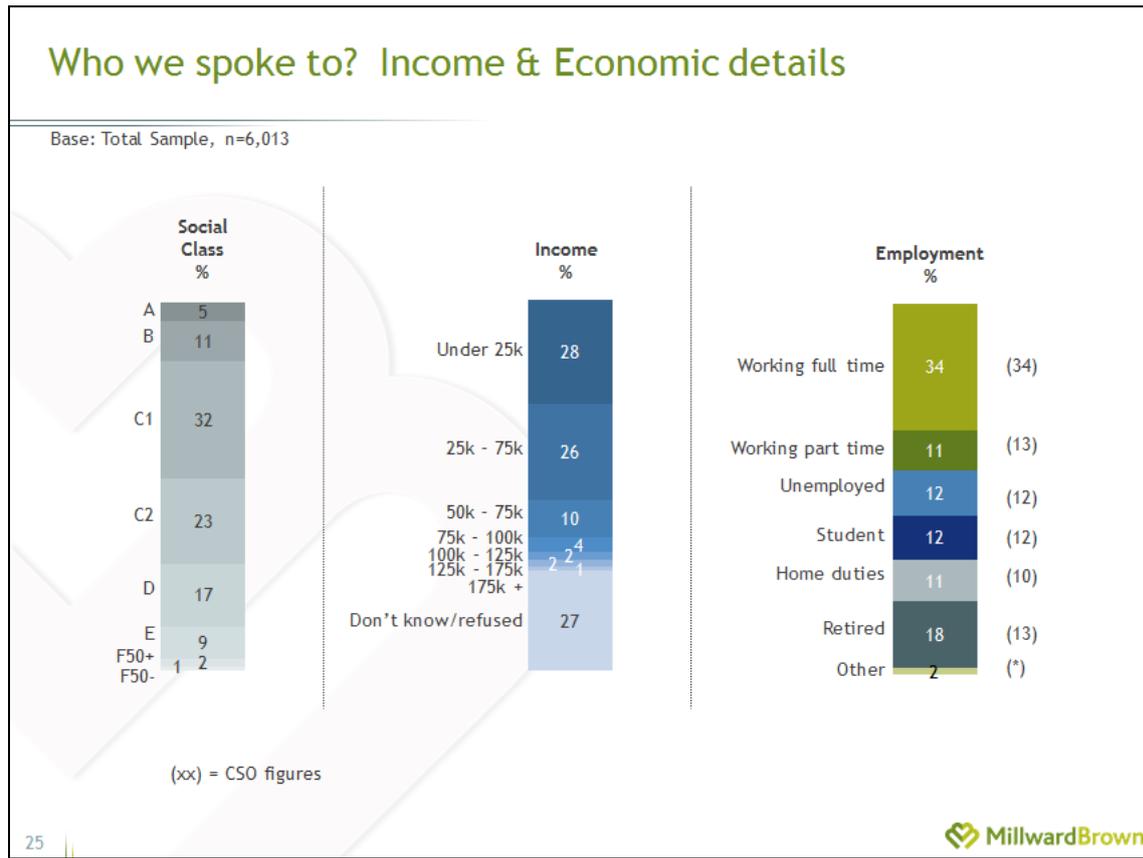


Figure 2.6 shows that the survey was completed by participants from a wide range of backgrounds and quotas were set to ensure that we interviewed the correct proportion of working and non working respondents, to avoid any bias towards those who were at home when the research was being conducted. The distribution matches well apart from Retirees who, especially when more advanced in years, are sometimes less willing, or able, to complete surveys.

We also asked about the occupation of the Chief Income Earner and from this calculated social grades. Throughout this report we refer to social grades using market research industry standards: A, B, C1, C2, D, E, F. (This grading system originated in the UK having been developed by the National Readership Survey and the definition is now maintained by the Market Research Society (UK). The Irish profile is calculated from the Joint National Readership Survey (JNRS), with the inclusion of the F social grade in Ireland for farming; this survey is conducted by Millward Brown). We have included a definition of these grades in the appendices.

Figure 2.6 – Survey participants by socio economic & income details



The details in Figure 2.6 above show that in terms of employment/occupation profile the survey is very similar to the information provided by the CSO and social grade is broadly in line with information we have from the Joint National Readership Survey

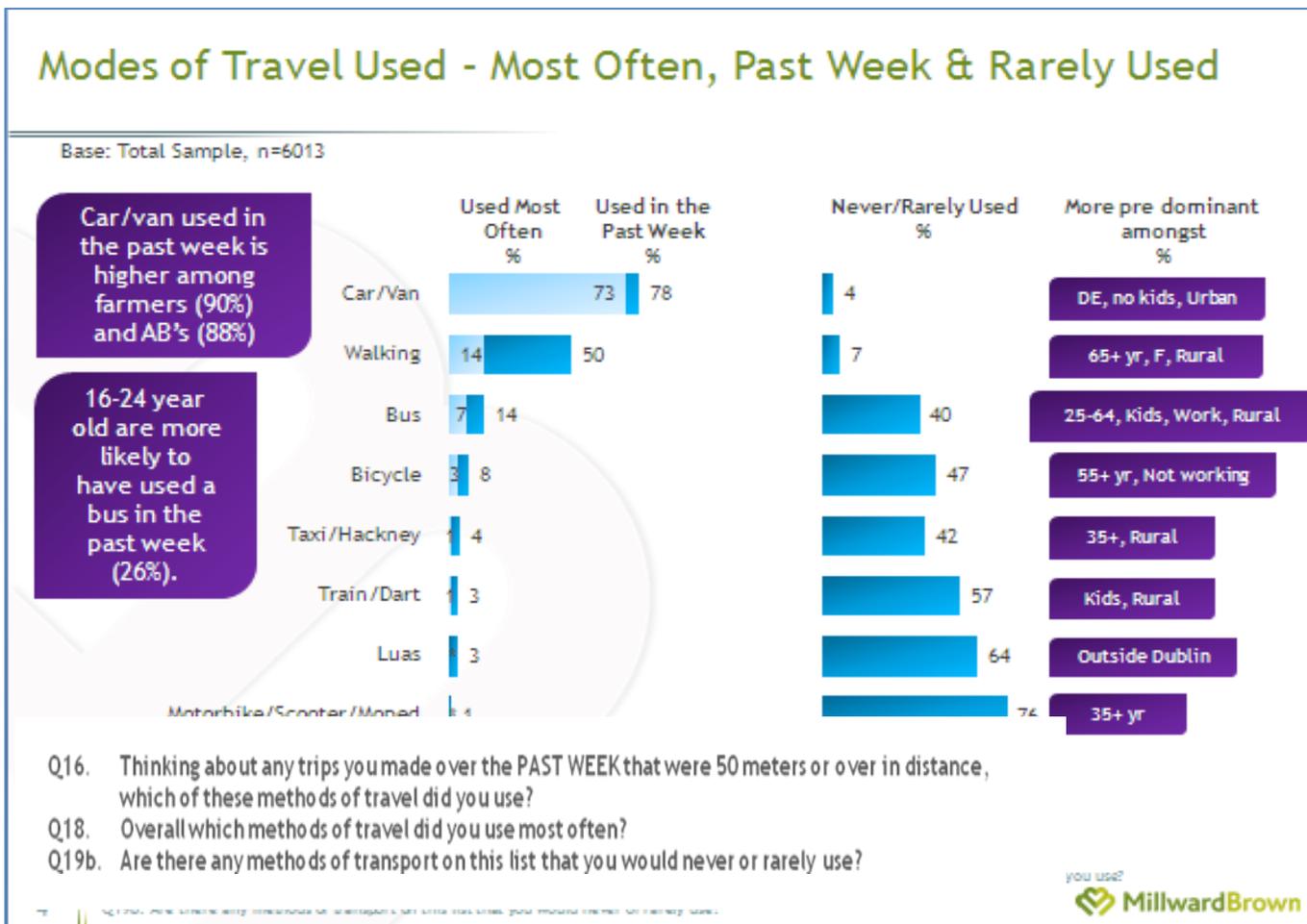
### 3. Analysis of Household Survey Questionnaires

This section of the report includes the results of the household survey conducted with one individual per household in line with national representative quotas (see section 2) by Millward Brown trained interviewers, carried out face-to-face in-home utilising the handheld HAPI devices. The section contains survey results only and follows the general flow of the survey, with the initial focus on Modes used, not used, and why, followed by supporting topics on parking, licences, etc, and finally long journeys

#### 3.1 Modes of Transport Used

In Figure 3.1 we see the car/van being used most often by over 7 in 10 survey participants, with almost 8 in 10 having used a car/van in the past week, the figure being even higher among social class ABs (for whom cost may be less of an issue) and Farmers (in rural areas where public transport is more limited). Half have walked in the past week with 14% saying it is their preferred mode of transport. The next most popular mode, but a long way behind, is buses with 7% as their first choice and 14% having been on a bus in the past week, being ‘driven’ up by younger people (26% among 16-24 yr olds). The analysis indicates on weekly basis that multiple modes of transport are used.

Figure 3.1 – Survey participants modes of travel

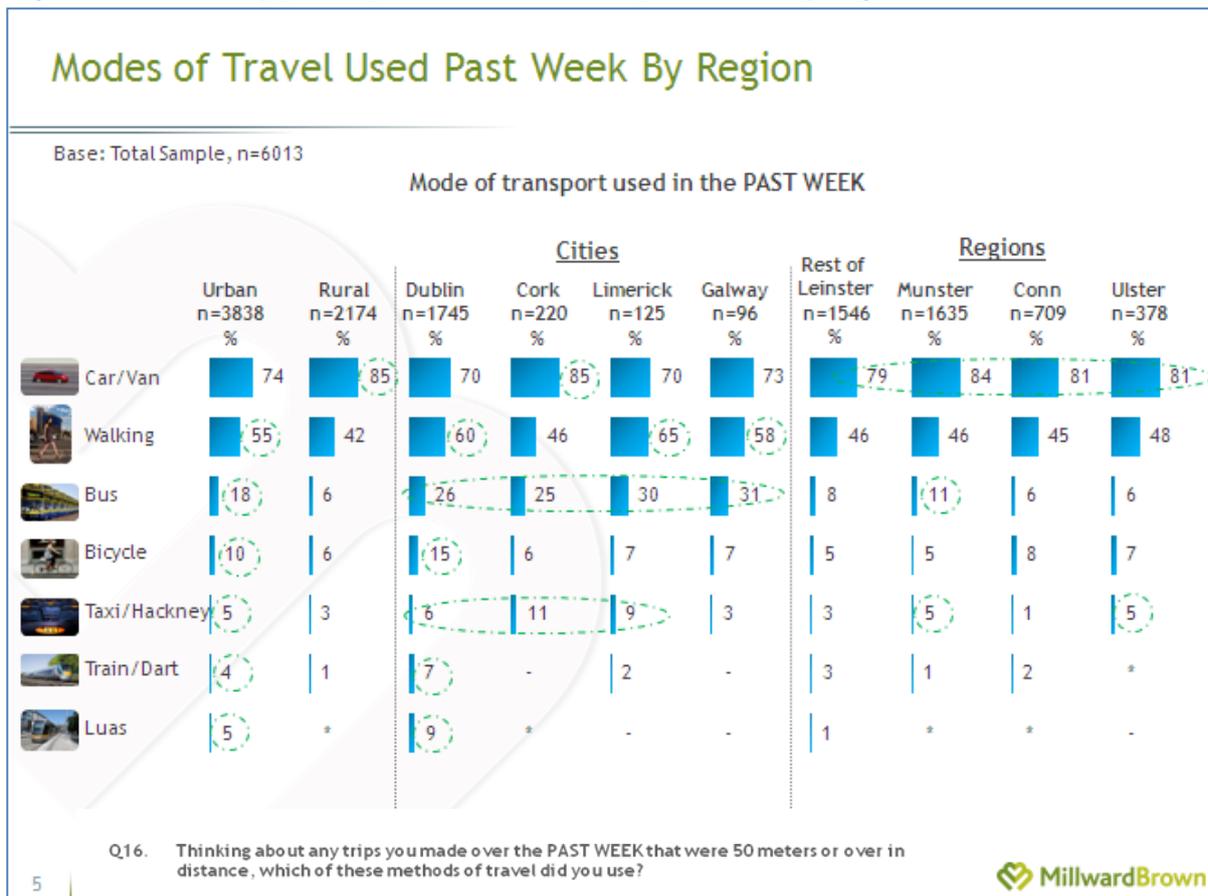


Less than one in twenty say they never or rarely use a car, whereas three quarter never used a motorbike or similar. Many have never used the Luas since its opening in 2004, but as we would expect this is mainly for those outside Dublin. Four in ten never or rarely

use a taxi and this is higher in rural areas where distances travelled are longer. Over half never/rarely use the Train/Dart (more so for those with children - cost per person - and in rural areas). Four in ten do not or rarely use the bus, more predominant among those with children, those who are working and in rural areas (due to limited service).

In figure 3.2 when analysed by region, urban/rural divide and across key cities, certain trends emerge. Car travel is higher in rural areas where there are fewer alternatives, and bus travel is higher in urban areas and in cities. Residents of Cork are more likely to drive and less likely to walk than in other cities and taxis are more popular in cities apart from Galway.

Figure 3.2 – Survey participants modes used past week by region



Train, Dart and Luas are limited by their location and therefore mainly in Dublin.

### 3.2 Trends in Modes Used in Greater Dublin area

A number of questions from this survey were also asked on the 2006 Great Dublin Area study where the same approach to the household survey was used and therefore the results are comparable. We have therefore looked at trends from the GDA (Dublin, Kildare, Meath, Wicklow) across both years 2006 & 2012. It shows that the car has become more popular increasing from 52% to 64% mode used most often in the GDA, whereas the bus has decreased from 18% to 12%. During this time period there has been a reduction in bus services and a doubling of cycling numbers. The same picture is seen when looking at modes rarely or never used in Figure 3.4 below.

Figure 3.3 - Survey participants changes in modes used: Greater Dublin Area

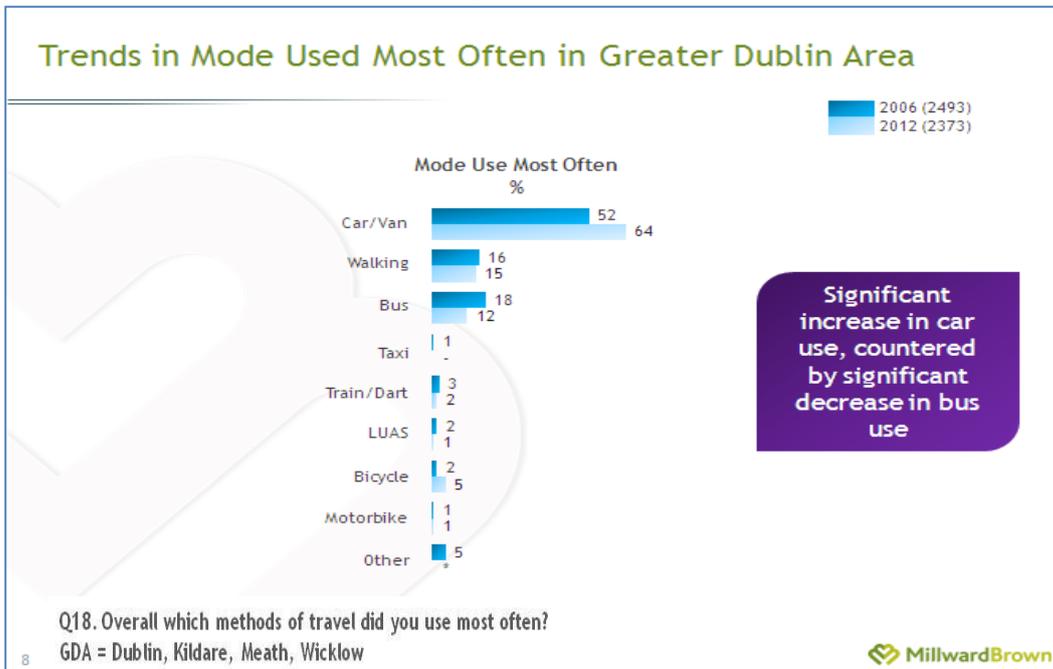
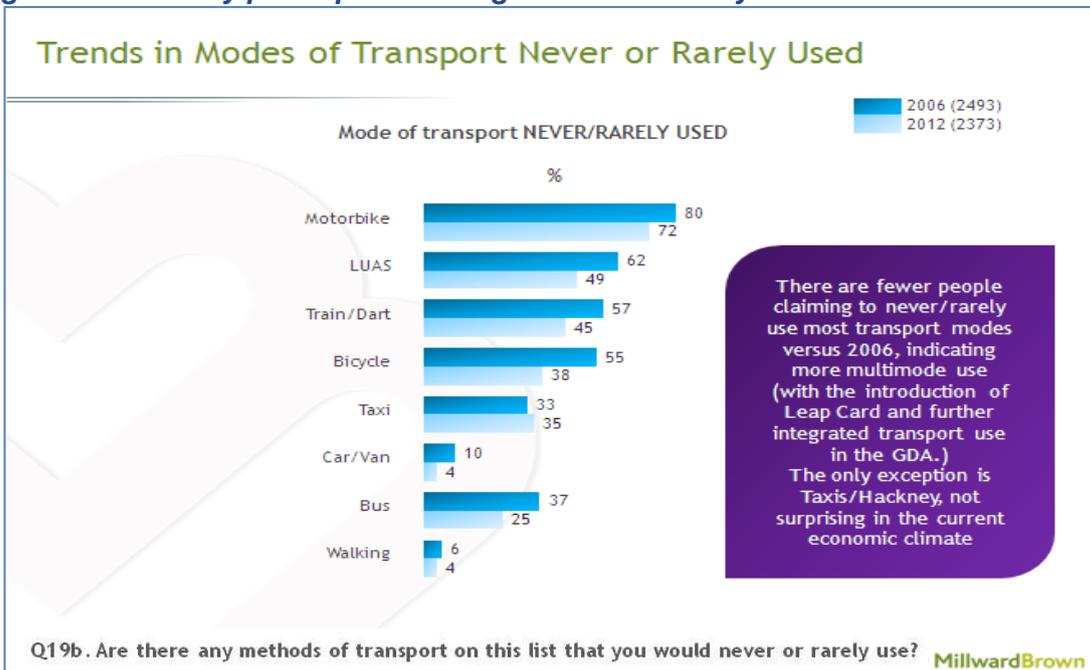


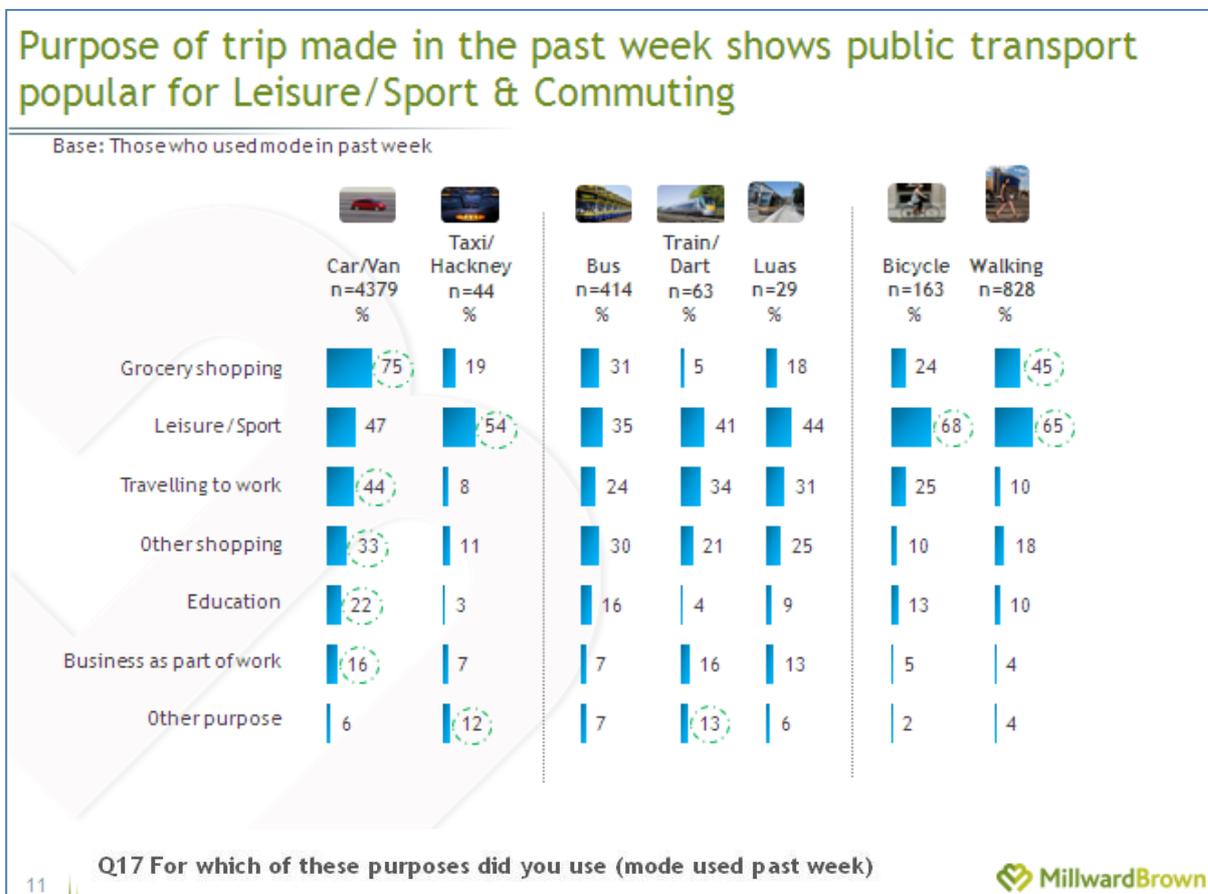
Figure 3.4 - Survey participants change in modes rarely used: Greater Dublin Area



### 3.3 Purpose of Trip

Figure 3.5 shows that different modes are more popular for certain purposes. While the car is a strong contender for most activities, especially for shopping, travelling to work/for business, to education, etc., taxi/hackneys come into their own for leisure time, as does cycling and walking.

Figure 3.5 – Survey participants’ purpose of trips made past week

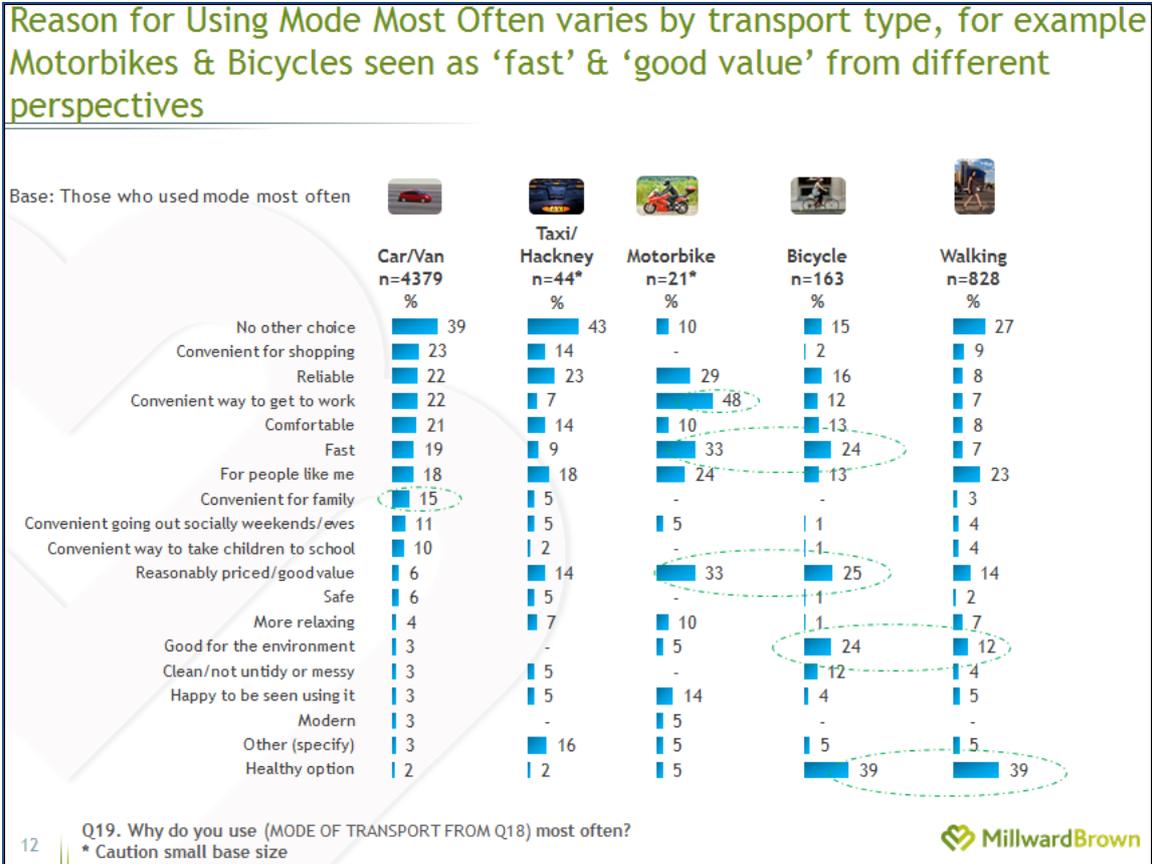


Public transport options are least likely to be used for grocery shopping and for education – with the exception of buses which have their own part to play in both.

Figures 3.6i & ii show the reasons why those who use modes most often choose that particular mode. Cars/vans are chosen for a number of reasons, but is the key mode when choosing for family convenience. Taxis are used when there is no other choice, but also for a degree of reliability (as they can be booked in advance). Interestingly, both Motorbike and Bicycles are seen as Fast, but within their own context or ‘competitive set’, which also applies when they are rated highly for Value. Cycling and Walking are seen as Healthy options and Good for the environment.

In terms of the main public transport modes, those who use the Bus most often believe it is good value for money, but some use it when there are no other options and it is noticeably below other modes in terms of being perceived as a fast mode of transport. Those who use the Train/Dart most often see it as a convenient way to get to work and also perceive it as good value. The Luas is seen as comfortable and also good value,

.Figure 3.6i & ii – Survey participants’ reason for using modes

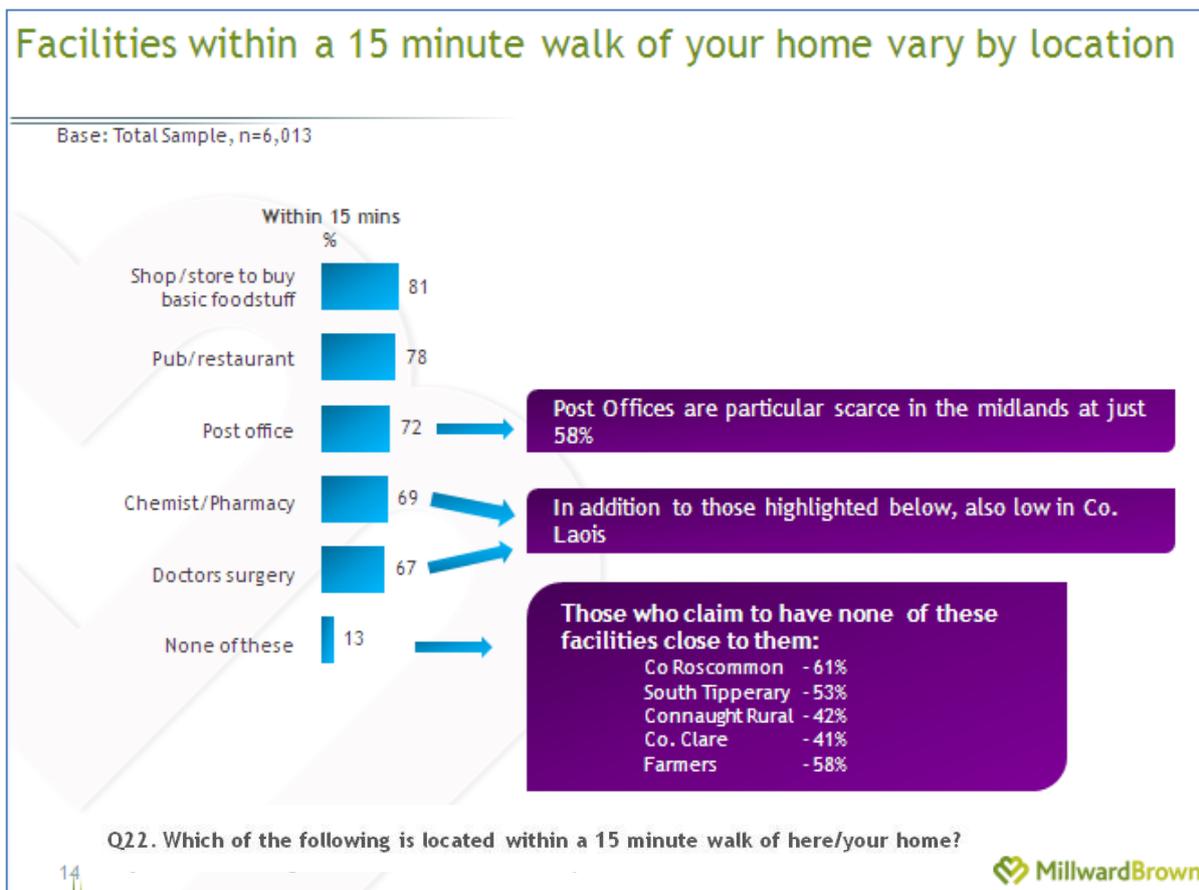


Q19. Why do you use (MODE OF TRANSPORT FROM Q18) most often?  
\* Caution small base size

### 3.4 Supporting Details on Household Survey

Figure 3.7 shows that 4 in 5 people are within 15 minute walking distance of a shop and two thirds can access many services such as post offices, doctors, chemist and pub/restaurants. There are certain parts of the country which are less well served such as Co. Roscommon, South Tipperary, Co. Clare, Connaught Rural in general, and Famers in rural areas. There also seems to be a dearth of post offices in the midlands generally, falling below the national average.

Figure 3.7 – Survey participants facilities within 15 minute radius



(It should be noted that we interviewed respondents on a nationwide basis but the results of this question may be influenced somewhat by the particular sampling points selected – a list of the c420 sampling points used is appended.)

Only 15% would consider using a public bike scheme, driven by those in areas where they currently exist, e.g. Dublin. A similar proportion (14%) would consider car share schemes or car clubs.

Figure 3.8 – Survey participants ticket types and travel schemes

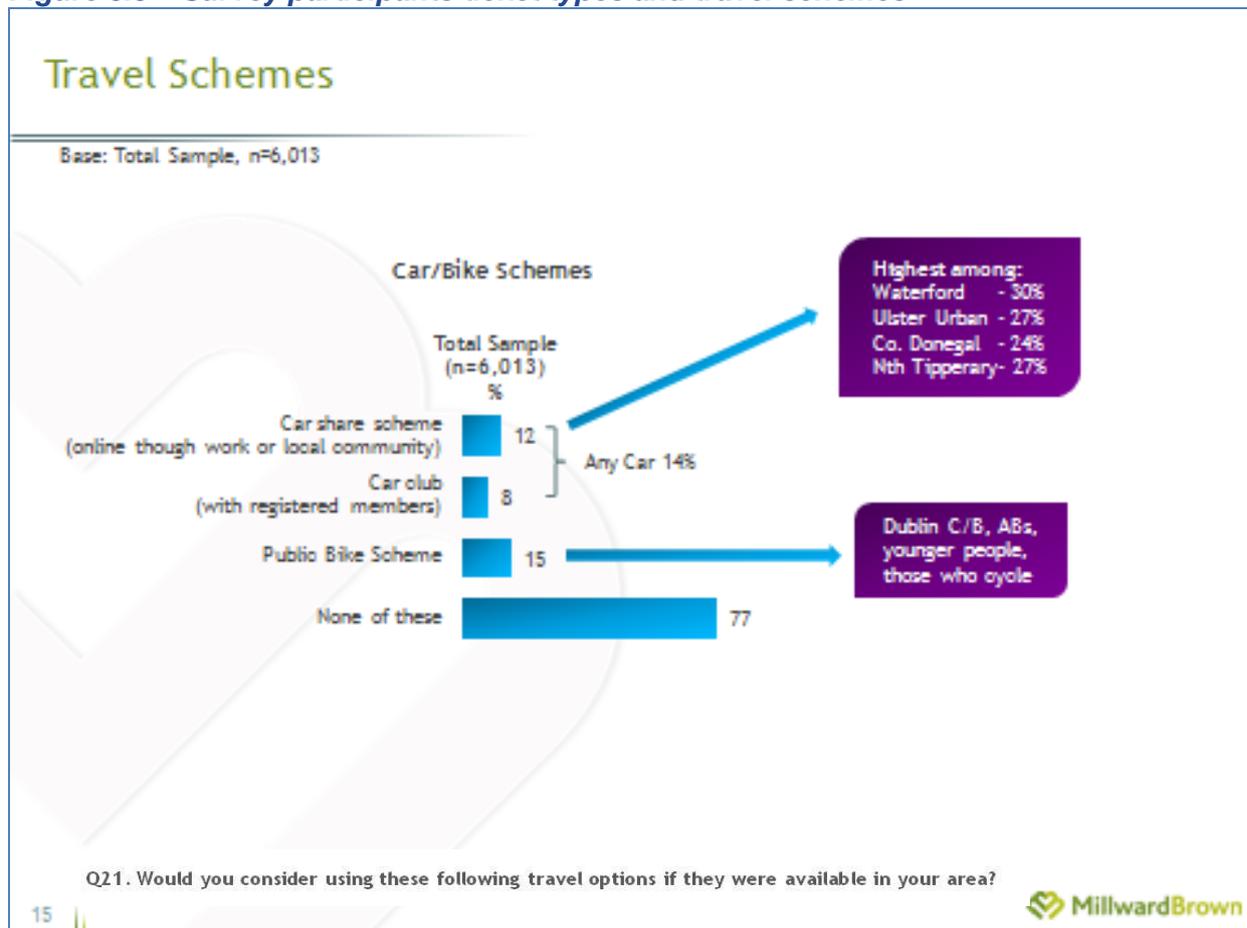
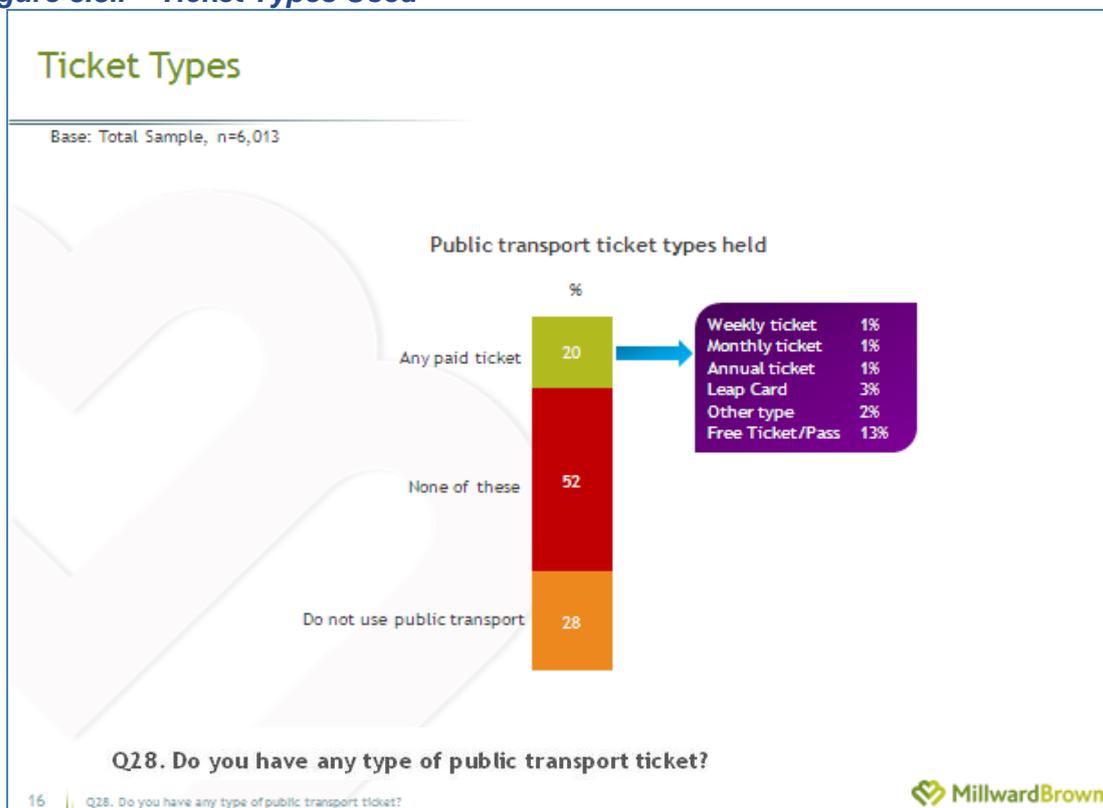


Figure 3.8ii shows that in terms of ticket types, over a quarter claim not to use public transport and over half do not use any particular ticket type. 7% use some form of ticket type, with Leap Card receiving 3% of mentions (mainly in Dublin) and 13% of our sample have a free ticket/pass: this rises to 19% among those who use public transport and is much higher, but not universal at 71% of those aged 65+ (with the remainder of those aged 65 years and over saying they do not have any ticket or that they do not use public transport).

**Figure 3.8ii – Ticket Types Used**



Further analysis of those with free travel passes, shows only a small degree of variance by region as laid out in Table 3.1 below:

**Table 3.1 – Proportion of free travel passes by region**

All those of the total sample who live in:	% who have a free travel pass:
Urban areas	12
Rural areas	13
Dublin	13
Rest of Leinster	10
Munster	15
Connaught/ Ulster	14

However, if we focus on those who do have a free travel pass (n=767) we can see how this is distributed at a more local level, with few free travel passes per head of population in Leinster especially outside Dublin

**Table 3.2 – Proportion of free travel passes by sub-region**

Area	% of those living in listed area who have a Free Travel Pass	(CSO Population)
Dublin CB North	10	Dublin =29% (28%)
Dun L'aire/Rathdown	5	
Dublin CB South	7	
Fingal	4	
Belgard	4	
Leinster urban	10	Rest of Leinster = 21% (27%)
Leinster rural	10	
Cork CB	5	Munster = 31% (27%)
Limerick CB	4	
Munster urban	9	
Munster Rural	14	
Galway CB	1	Connaught = 13% (12%)
Connaught Urban	4	
Connaught Rural	8	
Ulster Urban	1	Ulster = 7% (6%)
Ulster Rural	6	
<b>Total</b>	<b>100</b>	

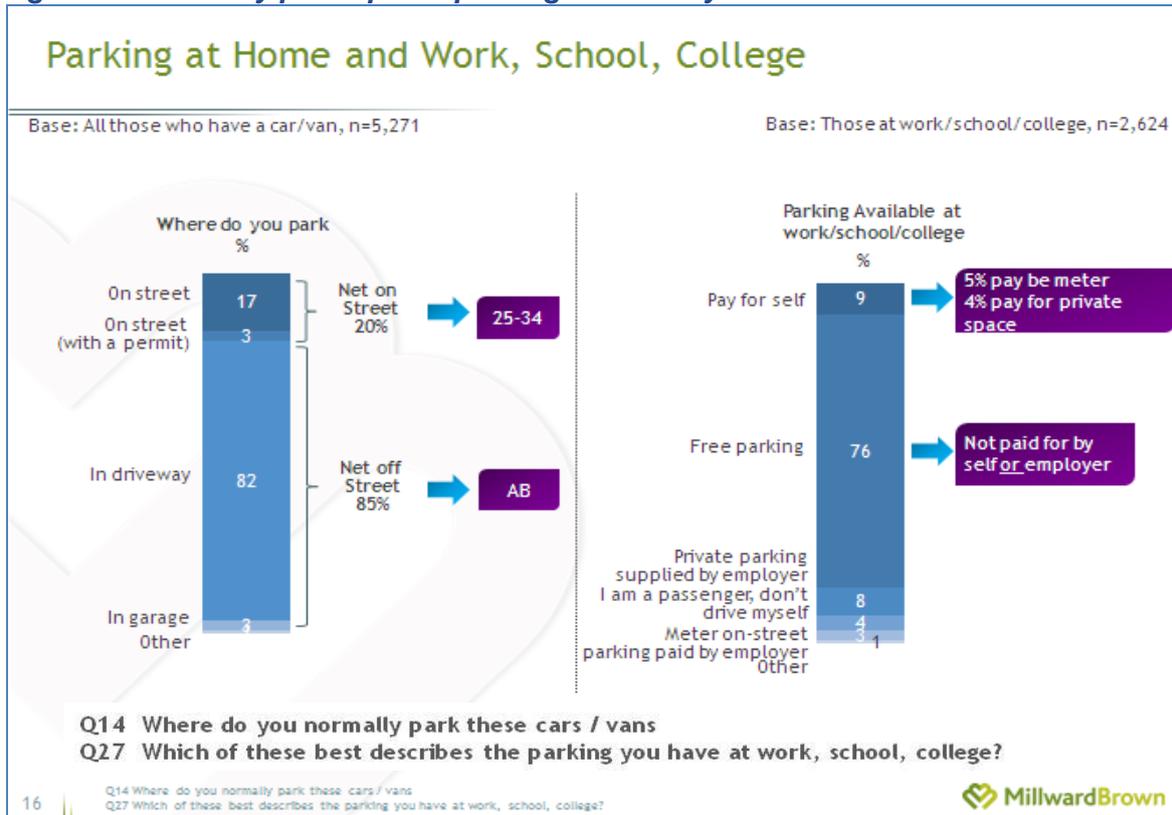
**Table 3.2.ii Proportion of travel passes by age and working status**

Age	% of those living in listed area who have a Free Travel Pass
Under 35	2
36-49	7
50-64	14
65+	76
<b>Working Status</b>	
Working	9
Not working (total)	91

The 91% Not working is made up of 68% retired, 2% students, 7% unemployed, and 12% who are engaged in home duties. Based on that information it would makes sense then that 76% of them are 65 years old and above.

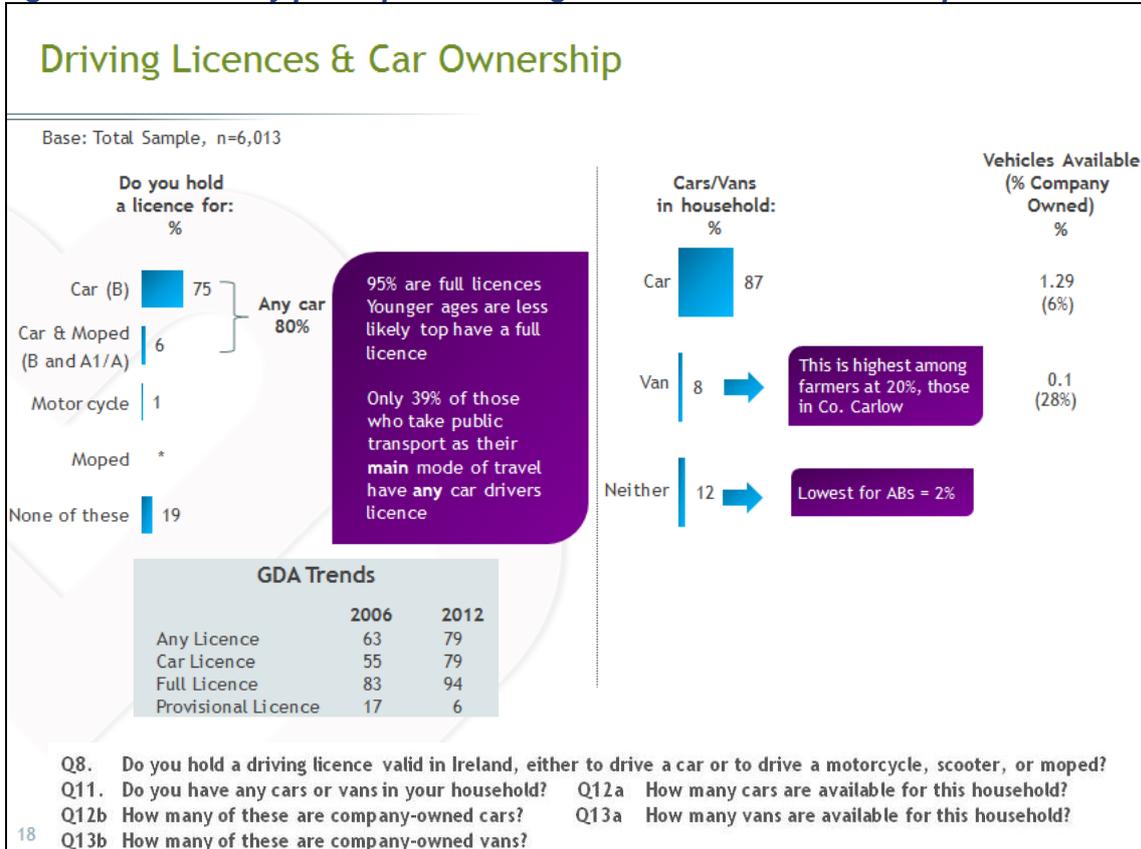
In terms of parking facilities, when at home most parking is off-street and in work/education free or supplied parking is available to the majority (87%).

Figure 3.9 – Survey participants parking availability



Car licences are held by 4 in 5 of the survey participants, and the vast majority are full licences. In the GDA region we see an increase in overall licences and a drop in provisional licences from 17% in 2006 to 6% in 2012, with new legislation in the intervening years.

Figure 3.10 – Survey participants driving licences and car ownership



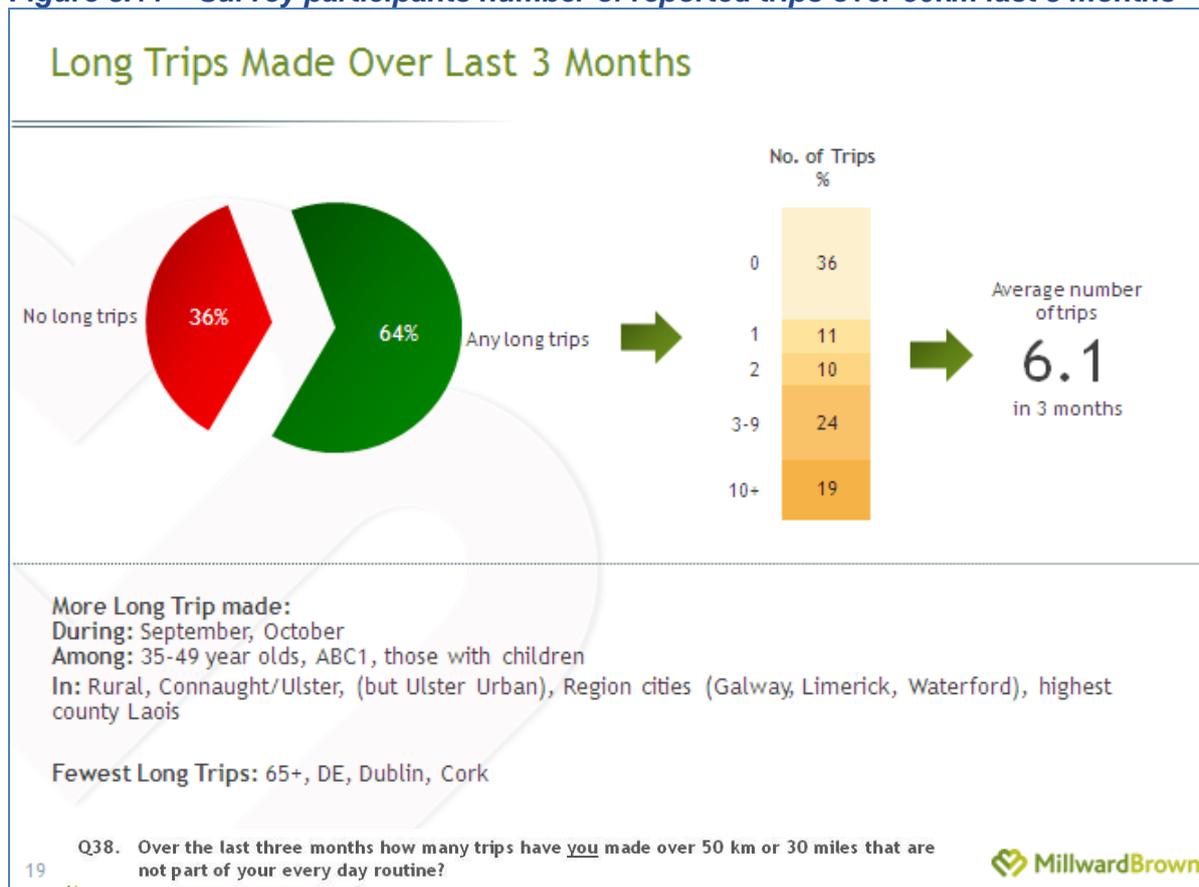
Almost 9 in 10 have a car or van available in the household and very few cars overall are company owned, but over a quarter of vans are not owned by their drivers.

### 3.5 Long Journeys Taken in Past 3 Months

This question was included in the household survey to ask respondents to indicate how many long journeys, over 50kms they had taken in the past three months overall, by what mode and for what purpose. The information below relies on respondent recall and not travel diary information which is covered in Section 4.

On average these respondents report making 6.1 long journeys in the past three months, or another way to look at it is one long trip (there and back) per month. Over a third made no long trips in the past 3 months. Figure 3.11 below also indicates where more long trips are made and also were fewer are likely.

Figure 3.11 – Survey participants number of reported trips over 50km last 3 months



In the survey period more long trips were made in September and October (we excluded the traditional holiday months of July and August). Those who are most likely to make these trips are families with kids, aged 35-49 yrs and middle to higher social grade (ABC1), who are also more likely to have a car. Conversely, those in the two major cities (Dublin & Cork), working class (DE) and those aged 65+ are least likely to say they made long trips.

This differs from the research conducted as part of the travel section on diary long trips which were based on the *last* long trip made in the past three months "Diary: please record the last journey you took over 50kms in the last 3 months"; whereas the survey asked for the number of trips (i.e. all long trips) over 50 km made in past 3 months "Q: Over the last three months how many trips have you made over 50 km or 30 miles that are not part of your every day routine?"

Figure 3.12 and 3.13 below show how these reported long journeys break out in terms of number of trips taken by mode and for what purpose. More long journeys are made by car, the main purpose is to visit friends and family, with an average of almost 5 individual trips (legs) in 3 months, with 16% of all respondents saying they made 10 or more long journeys by car per quarter. The vast majority of people have not made any long trips by Bus or Train in the past 3 months (less than 10% using these modes for long journeys). Figure 3.12 below also shows who is most likely to use which mode for long journeys and it shows those with children are less likely to use public transport opting for car journeys.

Figure 3.12 – Survey participants reported long journeys by mode in past 3 months

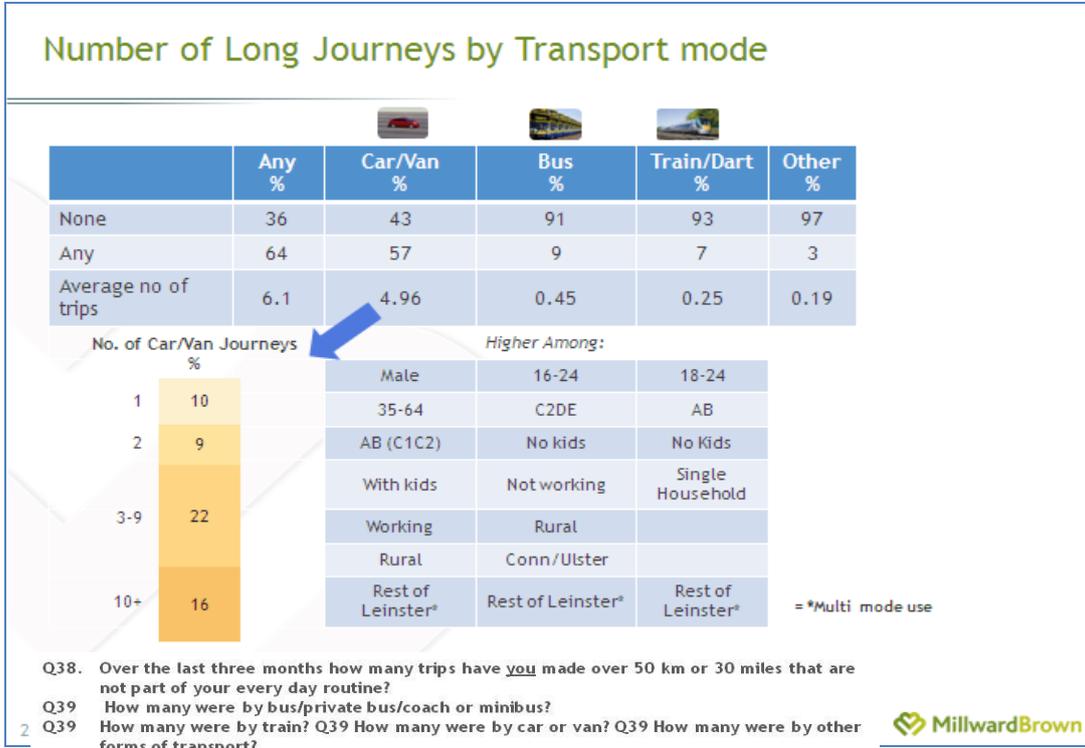


Figure 3.13 – Average no of long journeys by mode and purpose past 3 months



## 4. Analysis of Travel Diaries

This section includes the results of the Household Travel Diary completed by all persons in the household aged 4+, covering two days' consecutive travel, with additional information gathered on the last long journey in past 3 months. These diaries were placed at the time of the household survey by Millward Brown interviewers, collected by the same interviewer within a few days, returned to Millward Brown offices in Dublin for checking, initial editing and collating. They were then despatched to AECOM in Manchester for comprehensive editing, data entry, processing, robust data cleaning and analysis. A database of Travel Diary trips, merged with the household survey respondent data (processed by Millward Brown), was then supplied to the Authority.

This section of the report contains the analysis of the diary data conducted by AECOM, drawing on their considerable expertise of travel research. However, further editing of the Travel diary data has been conducted by The Authority to match previous models and to ensure the best use of the data collected. One of the edits conducted by The Authority was to treat blank diary pages to represent 'no trips recorded' rather than 'no trips made' unless indicated otherwise, and so metrics such as Average Trip rate will differ in this report from the final metrics to be used in the data modelling. That said, the key "take outs" from this section are seen as a very important input into the overall research findings and differ only marginally from The Authority figures.

This section also includes analysis of trend data from the Greater Dublin Area for comparable data captured in 2006 versus 2012.

### 4.1 Travel Diary Sample

A total of 10,822 diaries have been processed and validated by AECOM, from 4,793 of the 6,013 individual households, with up to 6-7 diaries per household giving:

- ✓ 57,460 trips from the diary (2.65 trips per person per day); and
- ✓ 3,659 long trips (0.34 trips per person).

Table 4.1 shows the spread of diaries by month over the two fieldwork phases of April to June and September to November.

**Table 4.1 Month Diaries Recorded**

Month	Frequency	Percent	Cumulative Percent
April	51	.5	.5
May	2214	20.5	20.9
June	2799	25.9	46.8
September	2118	19.6	66.4
October	2324	21.5	87.9
November	1316	12.1	100.0
Total	10822	100.0	

Table 4.2 shows that slightly more than half of the diaries were completed by female respondents in line with overall CSO population statistics (51% female 49% male). Table 4.3 shows the spread of age ranges of respondents who completed diaries aged 4years+, with only a small handful of participants (accounting for less than 0.1%) not disclosing their age. There are more diaries completed by those in the 40-59 year olds category compared to CSO population statistics and less from the 20-39 year old age group. This is detailed further in the appendices.

**Table 4.2 Respondent Gender**

	Frequency	Percent	CSO 2011 Census %
Female	5560	51.4	51
Male	5262	48.6	49
Total	10822	100.0	

**Table 4.3 Age Groups**

Age Group	Frequency	Percent	Valid Percent	CSO 2011 Census %
4- 20	2616	24.2	24.2	24
20 - 39	3104	28.7	28.7	33
40 - 59	3357	31.0	31.1	27
60+	1731	16.0	16.0	16
Total	10808	99.9	100.0	
Not disclosed	14	.1		
Total	10822	100.0		

Table 4.5 shows the diary respondents frequency and proportion by Social Grade. (As social grade is calculated based on occupation of chief income earner it is not directly comparable as diaries were completed by all household members.)

**Table 4.5 Social Grade of Diary Respondents**

	Frequency	Valid Percent
A	520	5.0
B	1276	12.2
C1	3290	31.5
C2	2480	23.7
D	1680	16.1
E	880	8.4
F50+	256	2.5
F50-	64	.6
Total	10446	100.0
No detail	376	
Total	10822	

Table 4.6 shows respondent numbers and proportions by Area Type, with the following groupings:

- City (CB) includes Dublin CB North, Dublin CB South, Cork C/B, Limerick C/B, Waterford C/B, Galway C/B, Dun Laoghaire-Rathdown, Fingal, South Dublin
- Urban Town includes Leinster Urban, Munster Urban, Connaught Urban, Ulster Urban;
- Rural includes Leinster Rural, Munster Rural, Connaught Rural, Ulster Rural.

We have also included the proportion of the population found in each of these areas based on 2011 CSO Census figures.

**Table 4.6 Area Type of Diary Respondents**

	Frequency	Percent	CSO 2011 Census %
City (CB)	3582	33.1	33
Urban Town	2907	26.9	29
Rural	4333	40.0	38
Total	10822	100.0	

Table 4.7 shows respondent numbers and proportions by Car Ownership.

**Table 4.7 Car/Van Ownership of Diary Respondents**

	Frequency	Valid Percent
No Car or Van	878	8.4
One car or van	4302	41.2
Two cars or vans	4430	42.4
Three or more cars or vans	836	8.0
Total	10446	
No information	376	
Total	10822	

## 4.2 Trip Analysis

From the two day travel diary, 57,449 trips were recorded, with a further 3,659 Long Trips, made at some point in the three months prior to the diary completion. For the diary trips, 12% were intermediate trips where the origin and destination was not 'home', but this proportion was much lower, at 2% for the Long Trips.

**Table 4.7 Trips by Trip Type**

	Diary		All Diary	Long Trip	Total
	Day 1	Day 2			
Outbound	13468 44%	12018 44%	25486 44%	1935 53%	27421 45%
Intermediate	3746 12%	3059 11%	6805 12%	89 2%	6894 11%
Return	13215 43%	11943 44%	25158 44%	1635 45%	26793 44%
	<b>30429</b>	<b>27020</b>	<b>57449</b>	<b>3659</b>	<b>61108</b>

Figure 4.1 shows the split by day of the week for diary and long trips. A slightly higher proportion of diary trips were recorded later in the working week, and Saturday was the main day on which long trips were made, accounting for 30% of these.

**Figure 4.1 Diary Trips by Day of Week**

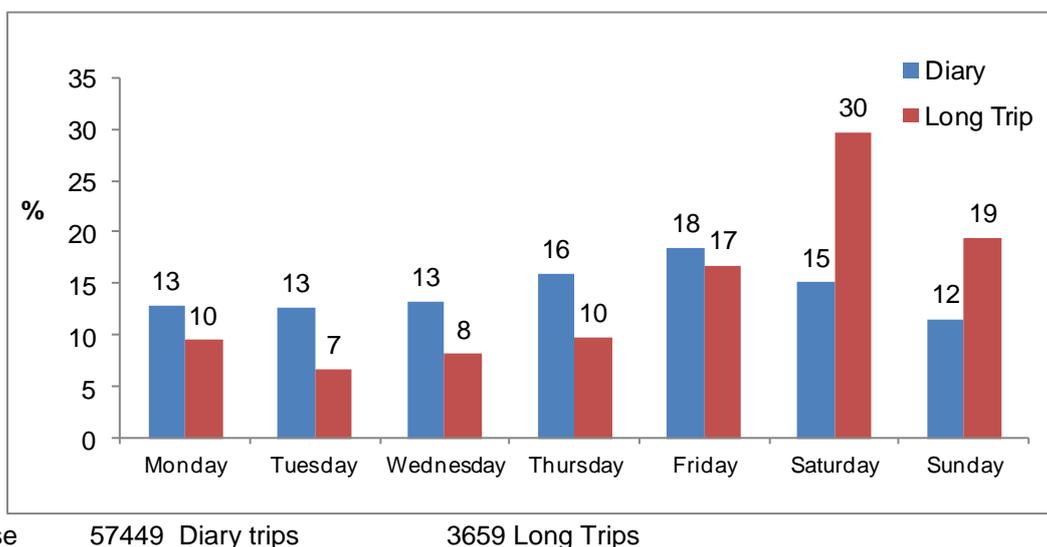


Figure 4.2 shows the split by journey purpose, for diary and long trips, and for intermediate and outbound trips. Almost a fifth of diary trips were for work or business, and just over a quarter for leisure. Two thirds of outbound long trips were for leisure. In the main, return trips are to Home.

Figure 4.2 Trip Purpose

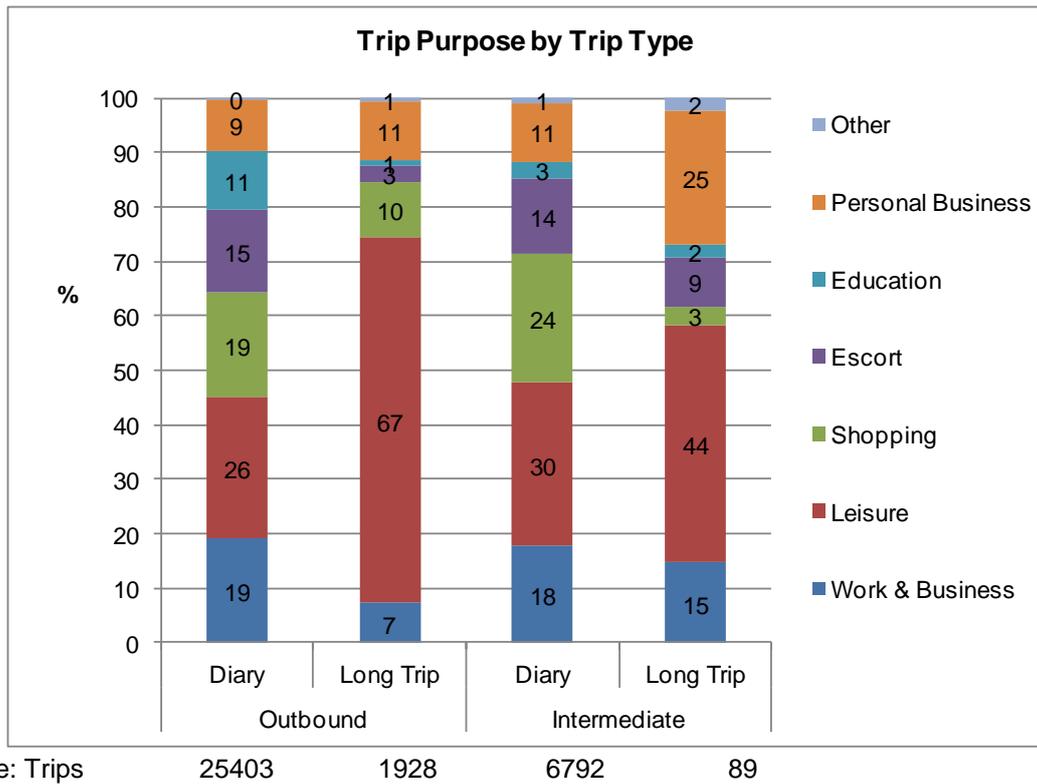


Figure 4.3 shows that very few trips (1%) were made before 7AM; more than a third of outbound trips were made between 7AM and 10AM.

Figure 4.3 Trip Timing (departure time) For All Trip Purposes

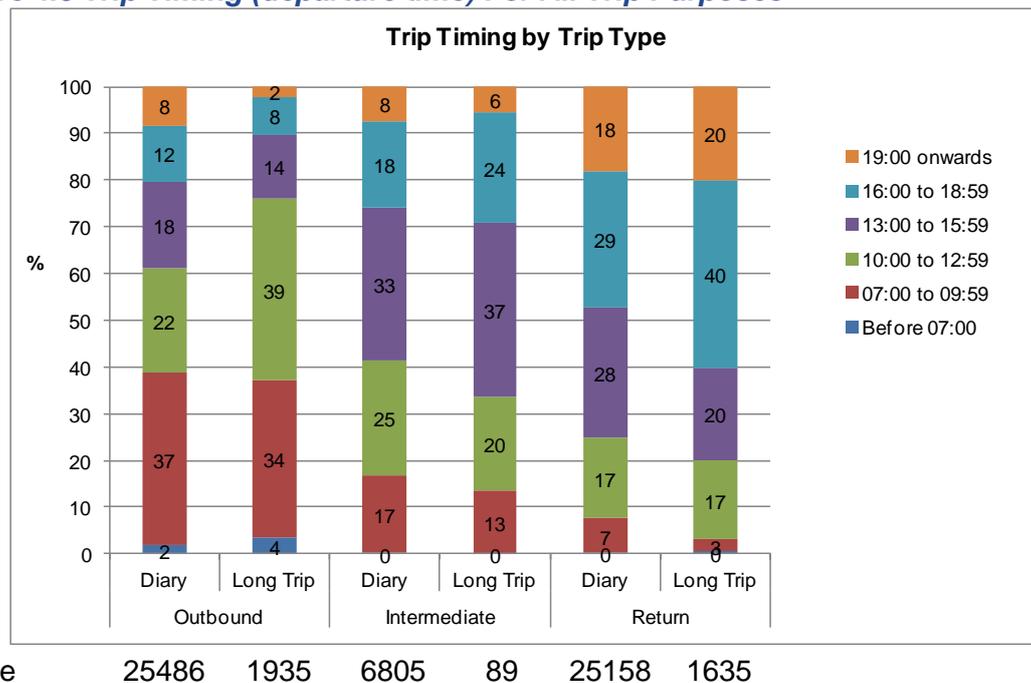
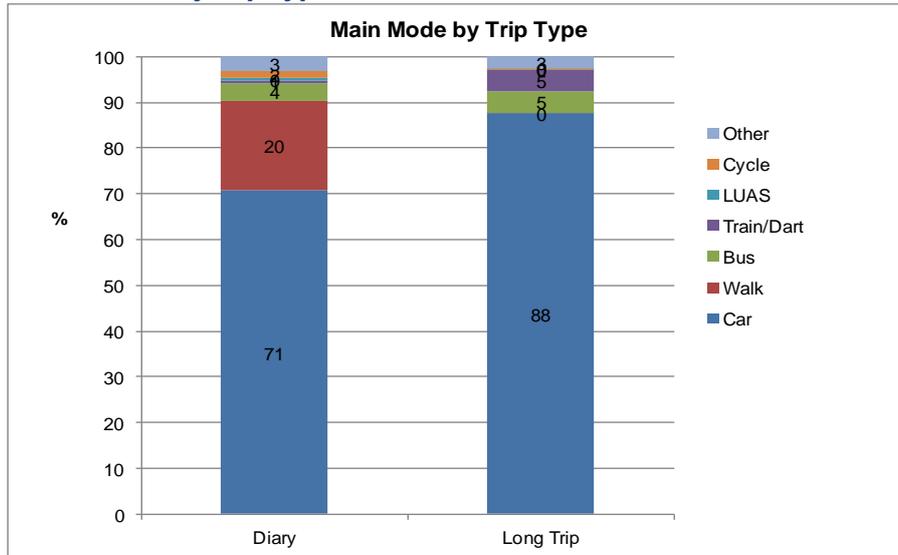


Figure 4.4 shows the main mode used for trips, and shows that car is used for the majority of trips; 71% for diary trips and 88% for long trips. Walk is the main mode for a fifth of diary trips and rail (Train/Dart) is used for 5% of long trips, but just 1% of every day diary trips.

**Figure 4.4 Main Mode by trip type**



Base 57449 3659

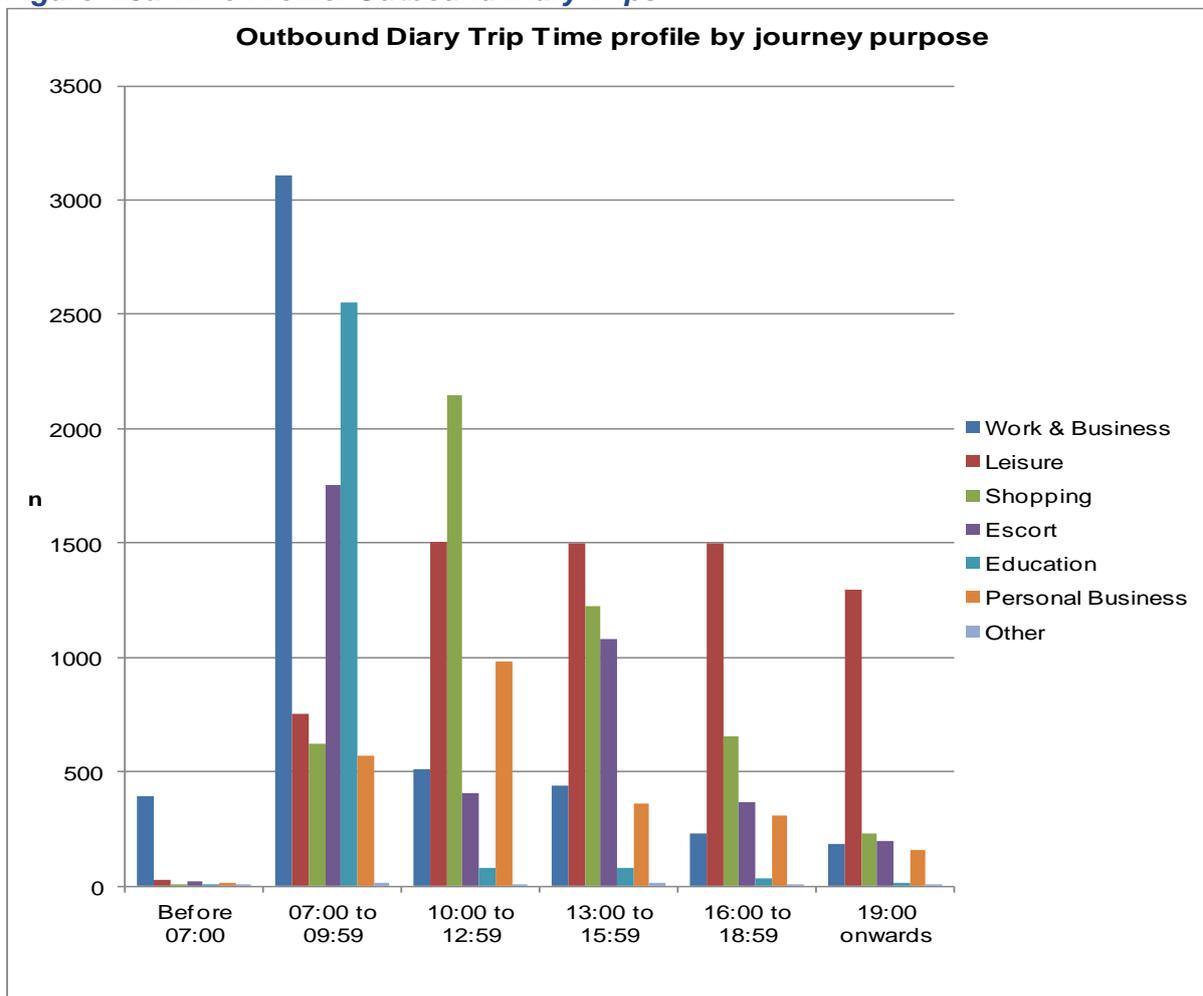
Main mode = that used for longest distance on multi-leg trips

Of diary trips, all but 1.3% were single leg trips, i.e. just one mode was used, while this proportion was slightly higher for long trips, where 2.7% were multi-mode.

The following analysis focuses on the 2-day'every-day diary trips (excludes Long Journey).

Figure 4.5a shows the time profile of outbound diary trips. The majority of work/business trips were made between 7AM and 10AM, while leisure trips were made after 10AM and spread throughout the day. The peak time for shopping trips is between 10AM to 1PM.

**Figure 4.5a Time Profile: Outbound Diary Trips**



By contrast return trips to home occur mainly between 4pm and 7pm although a substantial amount is in the afternoon between 1-4pm

**Figure 4.5b Time Profile: Return Diary Trips**

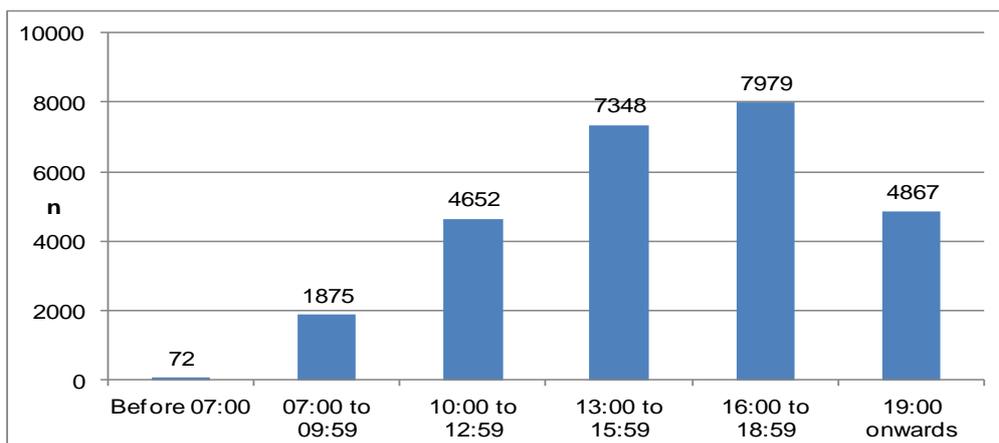


Figure 4.6 shows the mode used for each journey purpose for outbound diary trips. Car is the main mode for all purposes, it is 59% for education trips, while a quarter of these are made on foot.

**Figure 4.6 Mode by purpose: Outbound Diary Trips**

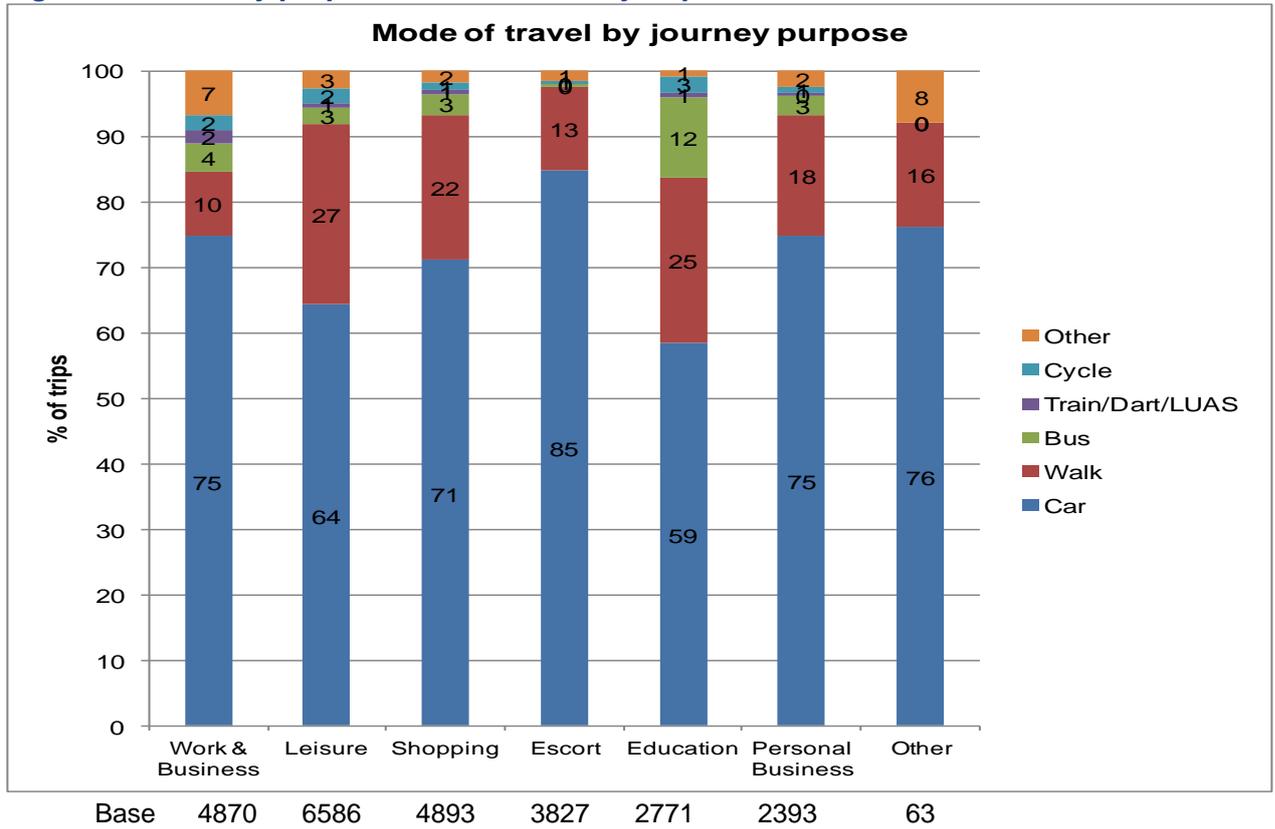


Figure 4.7 shows the journey distance by journey purpose for outbound diary trips. Trips for education and escorting others are the shortest trips; two thirds are under 5km (as seen above 59% at least are by car). Almost a quarter of work/business trips are 20km or more.

Figure 4.7 Journey Distance by purpose: Outbound Diary Trips

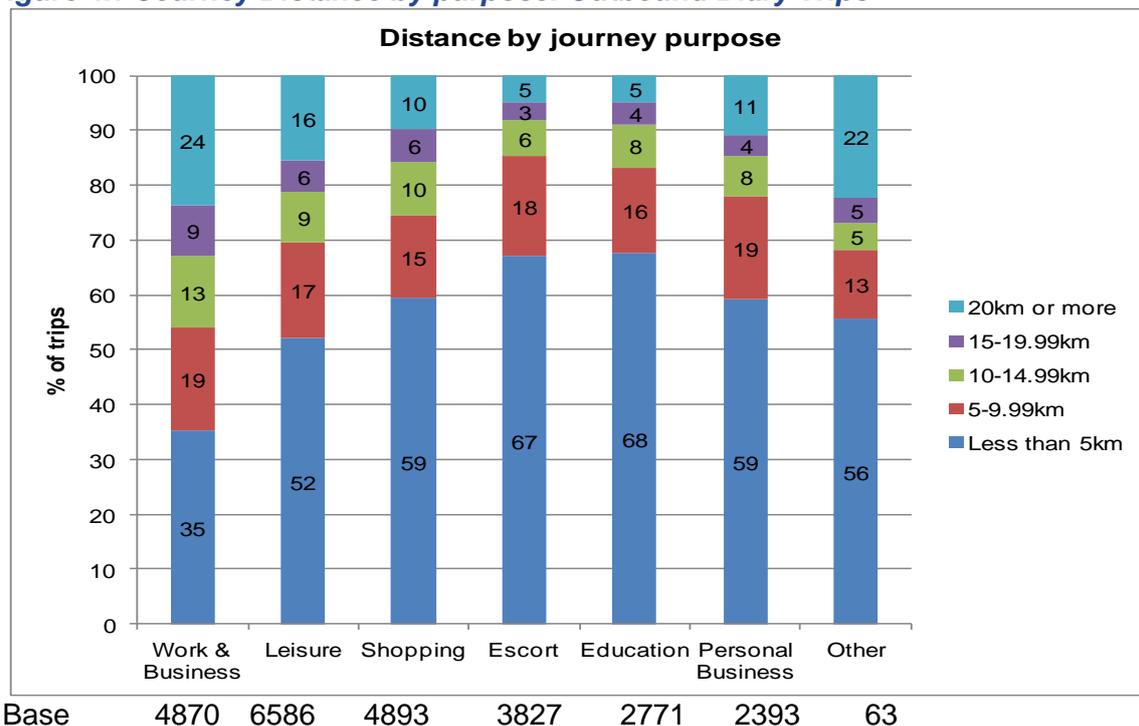
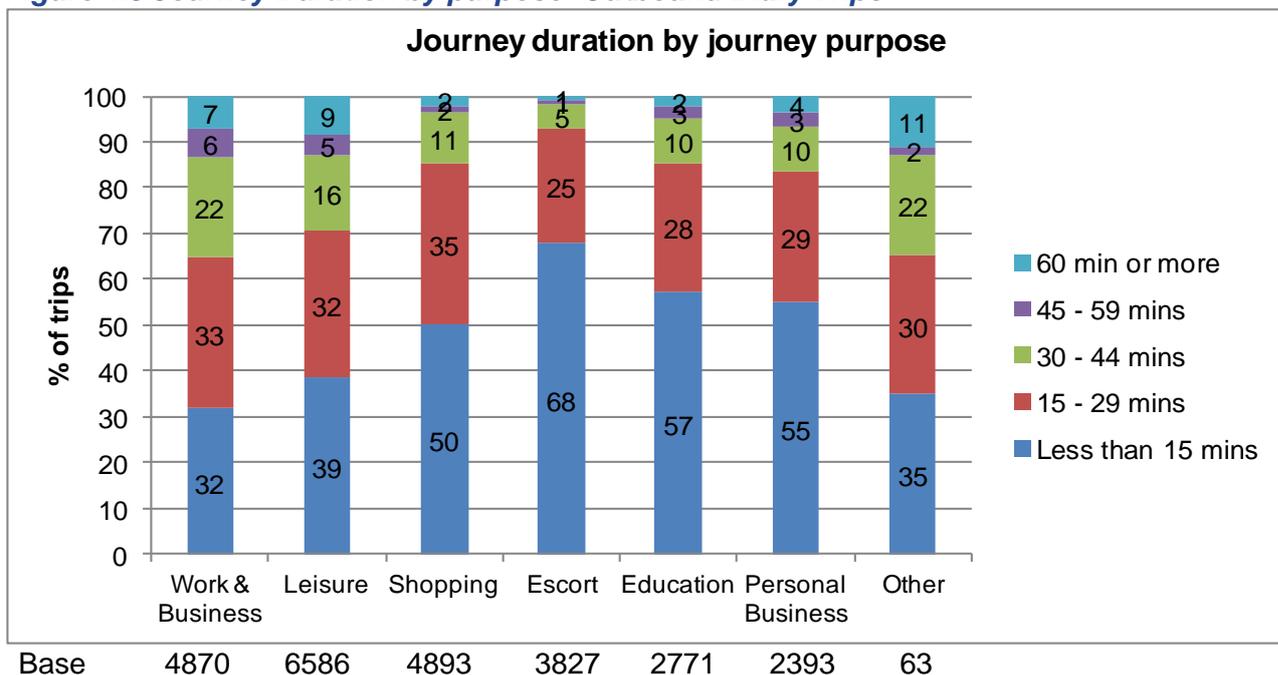


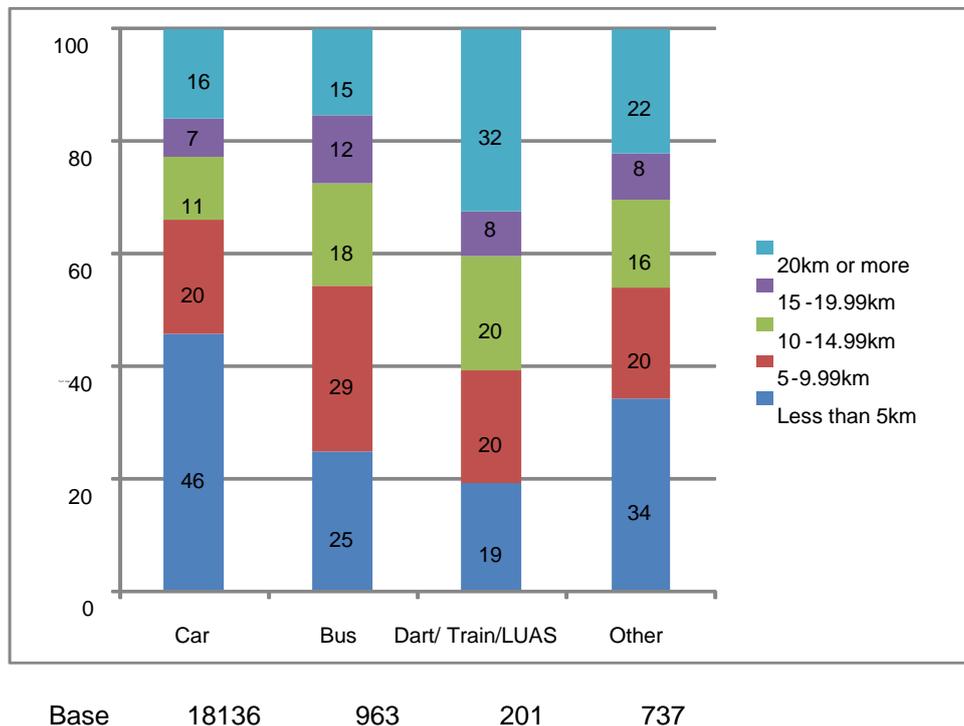
Figure 4.8 shows the journey duration by journey purpose for outbound diary trips, and this shows a similar pattern to that for journey distance (Fig 4.7). Almost a third of work/business trips take less than 15 minutes, and over half of education trips take less than 15 minutes..

Figure 4.8 Journey Duration by purpose: Outbound Diary Trips



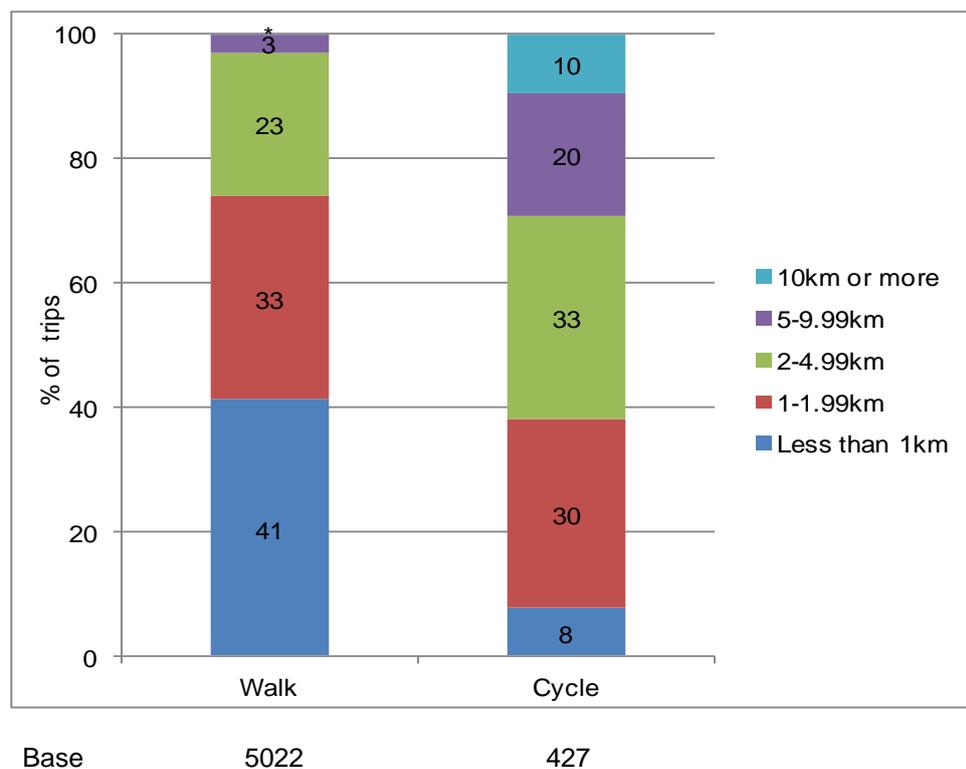
Figures 4.9a&b show the journey distance by main mode for outbound diary trips. Almost half, 46% of car trips are less than 5km, as are a quarter of bus trips. Rail modes are used for longer distance trips, with almost a third (32%) being over 20km.

**Figure 4.9a Journey Distance by Main Mode: Outbound Diary Trips**



Three quarters of walk trips are under 2km and 41% are under a kilometre. Just under two thirds (63%) of cycle trips are between 1 and 5 kilometres, but a three in ten are in excess of 5km and 10% are greater than 10km

Figure 4.9b Journey Distance by Main Mode: Outbound Diary Walking & Cycling Trip

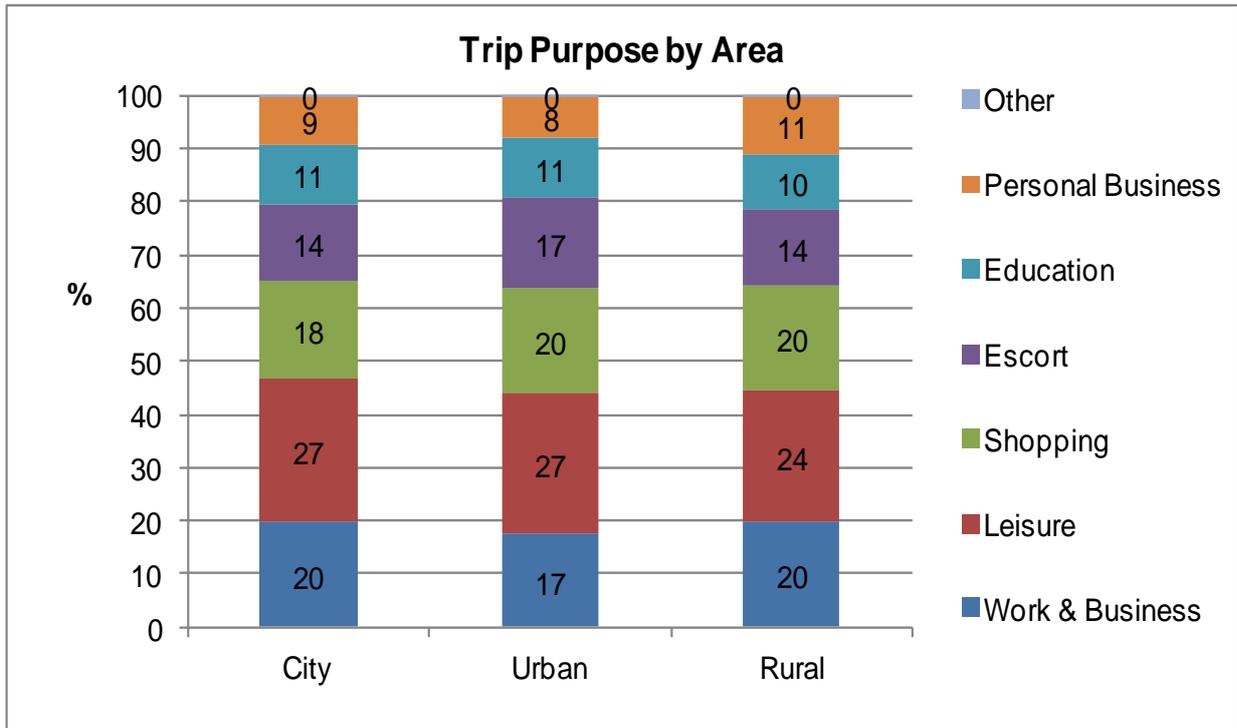


Figures 4.10 & 4.11 respectively show the journey purpose and main mode by Area Type; with the following groupings, based on CSO definitions:

- City (CB) includes Dublin CB North, Dublin CB South, Cork C/B, Limerick C/B, Waterford C/B, Galway C/B, Dun Laoghaire-Rathdown, Fingal, South Dublin
- Urban Towns includes Leinster Urban, Munster Urban, Connaught Urban, Ulster Urban;
- Rural includes Leinster Rural, Munster Rural, Connaught Rural, Ulster Rural.

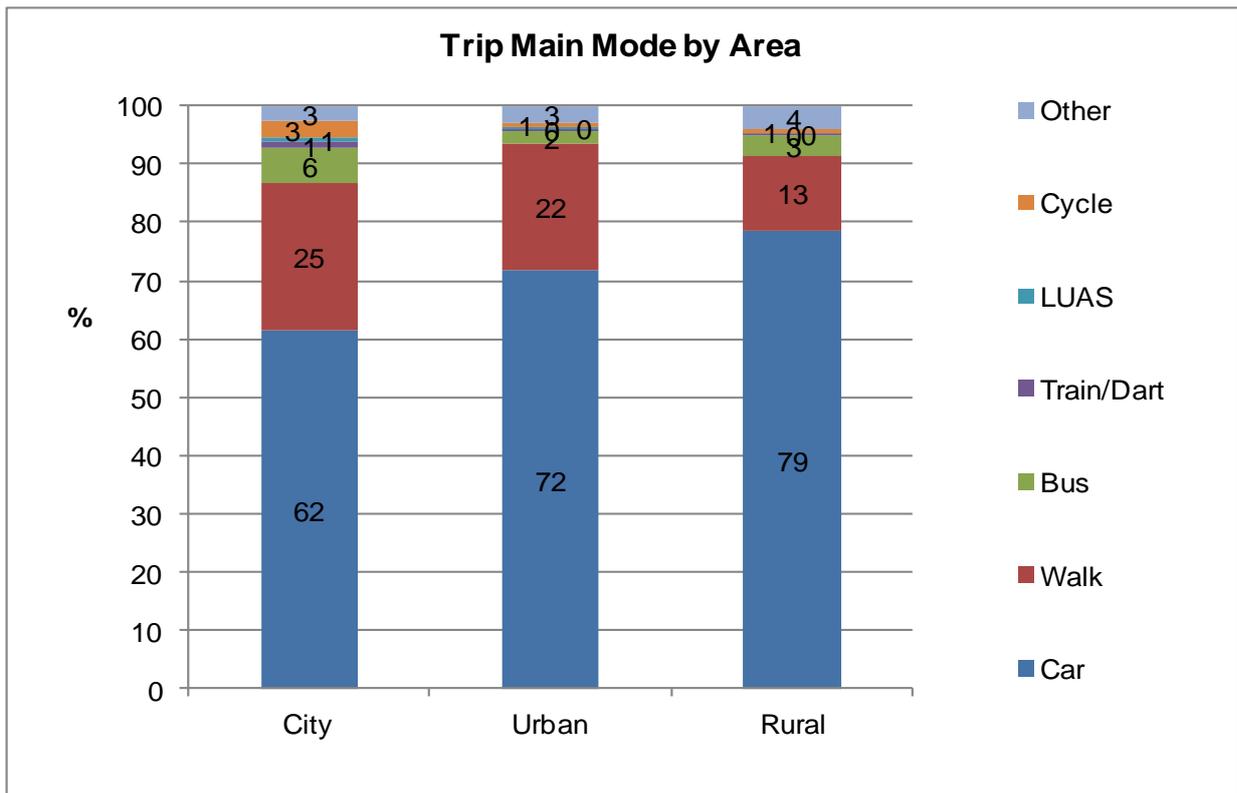
There is very little variation in the proportion of journeys by purpose by region. However, the proportion of trips made by car increases from 62% in City areas to 79% in Rural regions, while walking decreases from 25% to 13% between City and Rural trips. Cycle is the main mode for 3% of City trips but only 1% elsewhere.

Figure 4.10 Journey Purpose by Area Type: Outbound Diary Trips



Base 8695 7034 9674

Figure 4.11 Main Mode by Area Type: Diary Trips



Base 20077 15811 21561

Table 4.9 shows the average journey distances and times by purpose of trip for outbound and intermediate diary trips and long trips. The average work/business trip is 14.8km on a typical day and takes 24 minutes.

**Table 4.9 Average Trip Time and Distance by Purpose**

	Diary		Long Trip	
	Distance - km	Minutes	Distance - km	Minutes
	Mean	Mean	Mean	Mean
Work & Business	15	24	154	129
Leisure	13	23	143	131
Shopping	7	15	98	85
Escort	6	13	123	101
Education	6	15	151	159
Personal Business	9	18	131	126
Other	18	28	196	165
Total	10	19	136	124

Table 4.10 shows the average journey distances and times by main mode of diary trips and long trips. This shows that daily trips by car are on average 12km long and take less than 20 minutes, while the longest diary trips were made by mainline rail and by Coach. The average long trip by car is of two hour duration, while the average long trip by Coach was of three hours.

**Table 4.10 Average Trip Time and Distance by Main Mode**

	Diary		Long Trip	
	Distance - km	Minutes	Distance - km	Minutes
	Mean	Mean	Mean	Mean
Car	12	18	134	120
Walk	1	17		
Bus	15	36	152	160
Coach	40	64	202	184
DART	15	40	68	85
Train	59	69	160	149
LUAS	8	30		
Cycle	4	21	52	140
Taxi	6	15	41	56
Motorbike	21	27	214	261
Truck/Van as passenger	19	25	133	133
Total	10	19	136	124

### 4.3 Trip Rates

This section analyses Trip Rates according to AECOM calculations based on a two day travel diary based on total number of trips conducted across all diaries completed.

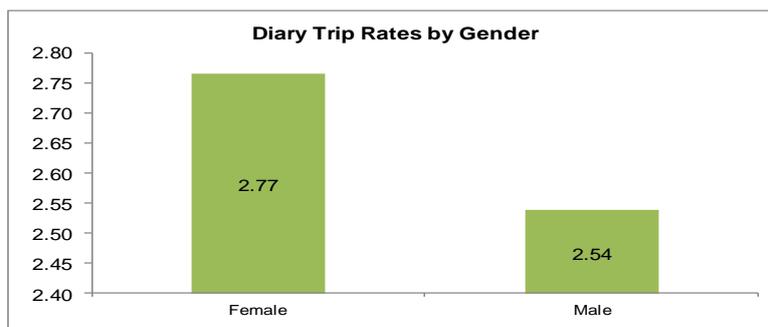
The average number of trips made per day per person was 2.81 for Day 1, 2.5 for Day 2. For the diary trips, Friday has the highest trip rate, at 2.92, and Sunday the lowest, at 2.18, as shown in Figure 4.12.

**Figure 4.12 Trips Rates for Diary trips by Day of Week**



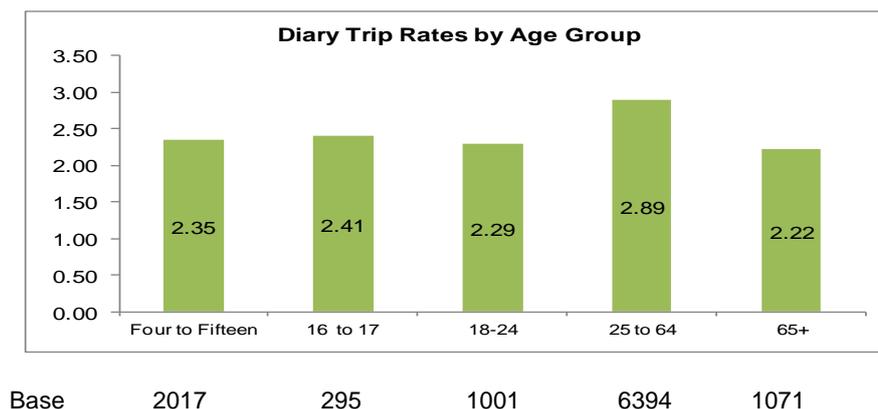
Figure 4.13 shows females (2.77) had higher trip rates than males did (2.54).

**Figure 4.13 Trips Rates for Diary trips by Gender**



The 25-64 age group had the highest trip rate, and those aged 65+ the lowest.

**Figure 14 Trips Rates for Diary trips by Age Group**



By purpose, 0.4 trips per day were made for leisure (which can cover a number of activities) compared with 0.28 for work and 0.3 for shopping. 1.45 trips per day were less than 5km in length, and 0.34 20km or more. Car accounted for 1.88 trips per day and walking a further 0.52, as shown in Figure 4.15.

Figure 4.15 Trips Rates for Diary

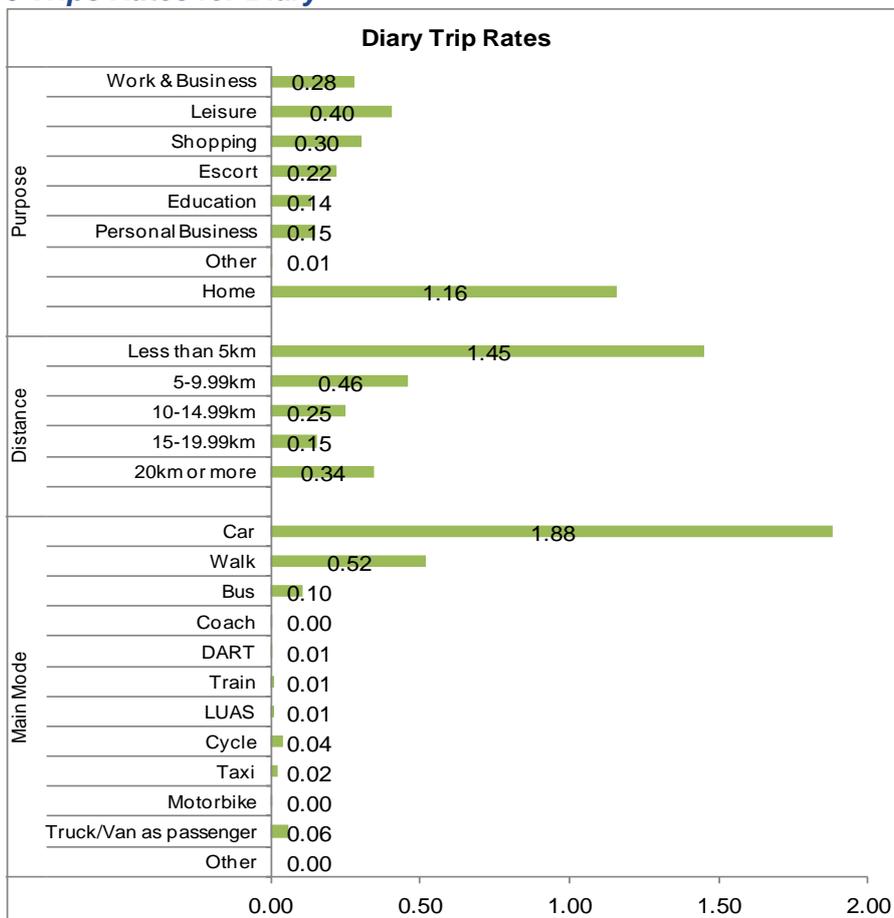


Figure 4.16 shows the trip rates for social class. The social grade A/Bs have the highest trip rates, 3.11 and 2.99 respectively, while group E is lowest at 2.29. Social grade definitions are included in the appendices.

Figure 4.16 Trips Rates for Diary by Social Class

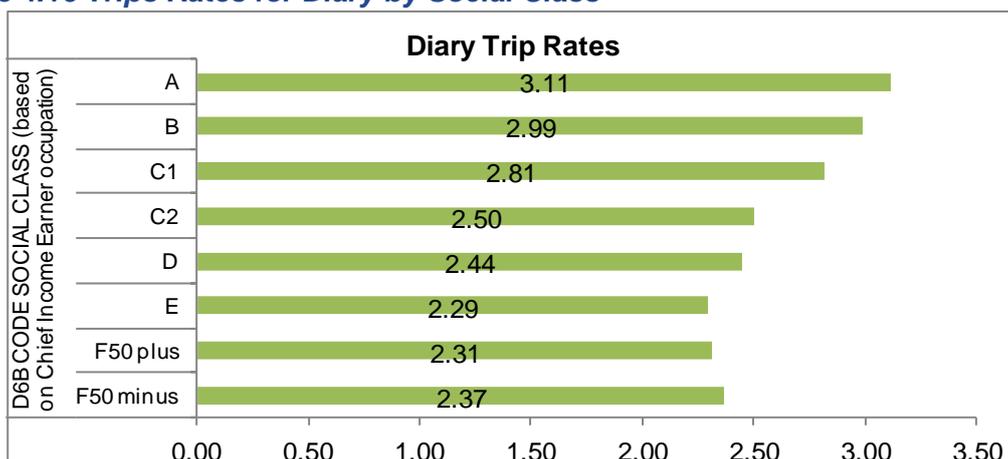
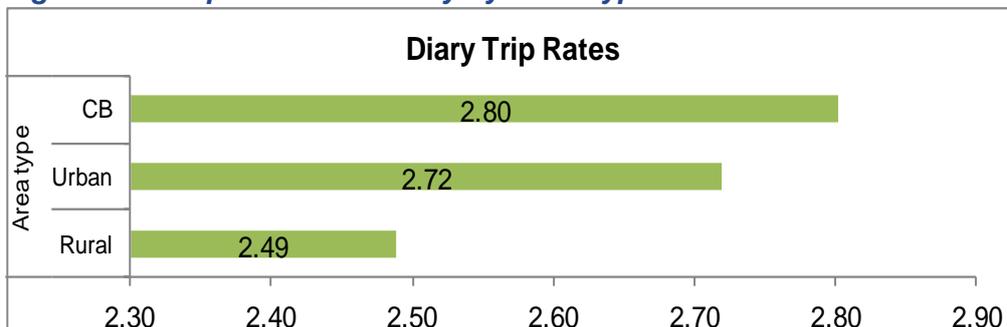
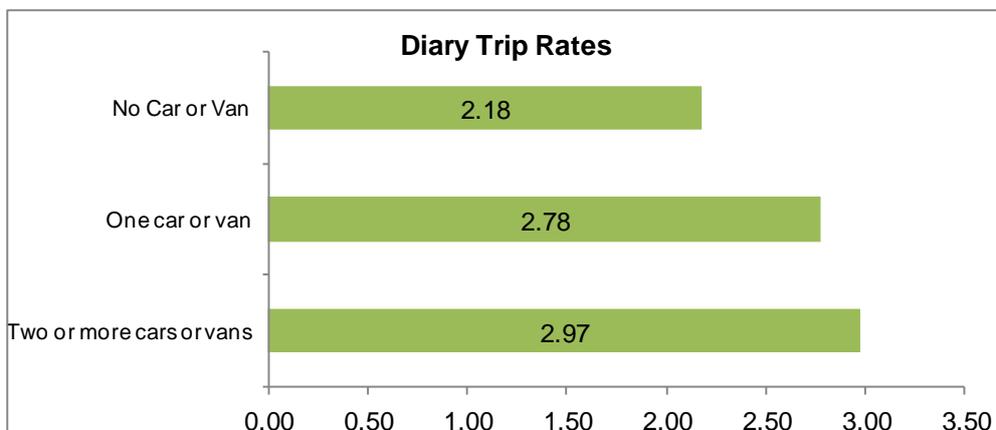


Figure 4.17 shows trip rates by Area type and indicates that Rural trip rates appear to be lower than elsewhere at 2.49 per person per day. We believe this may be because in rural areas when distances travelled are usually longer, multi-purpose trips are more likely than numerous individual trips, which may be shorter in distance in urban areas. As shown in Figure 4.18, trip rates are lower where there is no car or van in the household,

**Figure 4.17 Trips Rates for Diary by Area Type**



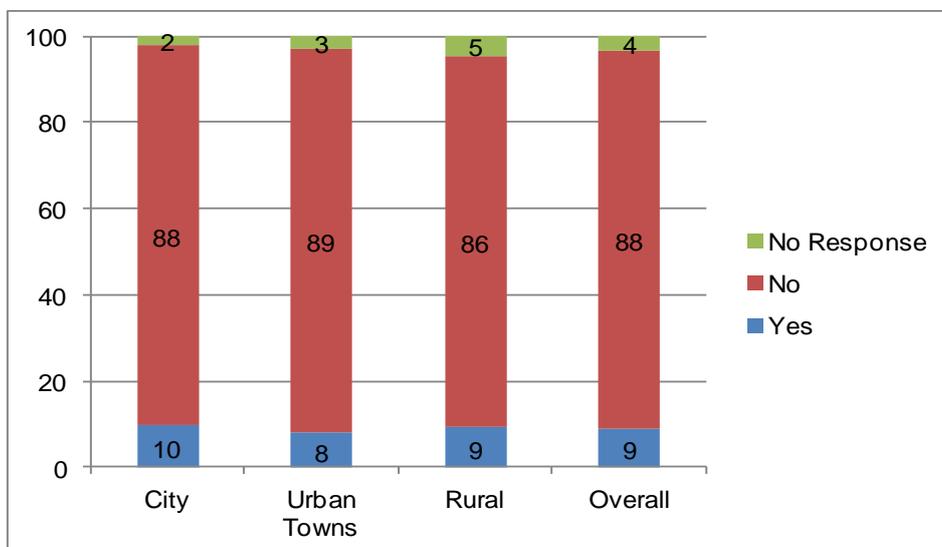
**Figure 4.18 Trips Rates for Diary by Car ownership**



### 4.4 Free Travel Pass Ownership

Looking at Free Travel Pass ownership, 9% of respondents had a free travel pass, with small variations by City (10%), Urban Towns (8%) and Rural (9%)

Figure 4.19 Free Travel Pass Ownership



Base: 3582 2907 4333 10822  
 Among 16-64 year olds the proportion with Free Travel Passes is only 5.7% and for 65yr + it is 84%.

Table 4.10 indicates the percentage of all public and non public transport trips that were made by people with a free travel pass, for all trips including long trips and for 2 day diary. This shows that those who use public transport most are slightly more likely to have a Free Travel Pass than those whose main mode is not public transport, when all diary trips are considered; however when the 2 day ‘regular’ trips are reviewed there is no difference.

Table 4.10 All Trips made by those with Free Travel Pass

When main mode is Not Public Transport	8.2%
When main mode is Public Transport	9.6%
Overall for all diary trips (incl long journeys)	8.3%

Table 4.11 indicates the percentage of all transport trips which were made by people with a free travel pass for 2-day every-day diary trips, excluding long trips. Interestingly there was no difference in terms of the proportion who have Free Travel Passes between those who use public transport and those who do not use it for their main mode.

Table 4.11 2-Day Diary Trips made by those with Free Travel Pass

When main mode is Not Public Transport	8.2%
When main mode is Public Transport	8.2%
Overall for 2 day diary trips	8.2%

## 4.5 Trends in Travel Diary Analysis in Greater Dublin Area

### Introduction

This section presents some summary outputs from a sample of the diary data collected on behalf of The Authority during 2012 by Millward Brown and analysed by AECOM, relating to households from the Greater Dublin Area (GDA) comprising exclusively of counties Dublin, Kildare, Meath and Wicklow and where possible, comparisons have been drawn with 2006 data for the same region to indicate trends and changes in travel behaviour.

In order to make comparisons with data collected in 2006, data from 2012 was only included for respondents aged 11 or over as this was the lower age cut-off in 2006. Trips with lengths of less than 1 mile are also excluded as this was the basis for the reported trips in 2006. The 2012 sample of 2,868 respondents made 11,277 trips (2.0 trips per person per day) and the number of respondents for 2006 was 2,630, for a seven day diary, resulting in over 32,000 trips recorded.

Table 4.5.1 shows the spread of diaries by month. The 2006 survey was undertaken over a different period, i.e. the Spring/early Summer, although in both surveys, school holiday times were not included. This should be borne in mind when comparing results, as time of year, and especially length of daylight coming into the autumn, can affect modes used.

**Table 4.5.1 Month Diaries Recorded (2006 & 2012)**

	2006			2012		
	Frequency	Percent	Cumulative Percent	Frequency	Percent	Cumulative Percent
March				-	-	-
April	1628	61.9	61.9	38	1.3	1.3
May				738	25.7	27.1
June	1002	38.1	100.0	597	20.8	47.9
September	-	-	-	631	22	69.9
October	-	-	-	633	22.1	91.9
November	-	-	-	231	8.1	100.0
Total	2630	100		2868	100	

Table 4.5.2 shows that slightly more than half of the diaries were completed by female respondents, slightly more so in 2006 than 2012.

**Table 4.5.2 Respondent Gender (2006 & 2012)**

		2006		2012	
		Frequency	Percent	Frequency	Percent
Valid	Female	1443	54.9	1486	51.8
	Male	1187	45.1	1382	48.2
	Total	2630	100	2868	100

Table 4.5.3 shows the spread of age ranges of respondents, with fewer under 14s in 2006, but more 19-34 yr olds and less 50-64 yr olds. The length of diary (7 day in 2006 versus 2 day in 2012) may have impacted on some groups (i.e. younger group).

**Table 4.5.3 Age Groups (2006 & 2012)**

	2006			2012		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
<b>Valid</b>	11-14	35	1.3	185	6.5	6.5
	15-18	203	7.7	201	7	7
	19-34	853	32.4	668	23.3	23.3
	35-49	743	28.3	866	30.2	30.2
	50-64	478	18.2	660	23	23
	65+	281	10.7	286	10	10
	Total	2593	98.6	100.0	2866	99.9
<b>Missing</b>	37	1.4		2	0.1	
<b>Total</b>	2630	100		2868	100	

**Diary Trips**

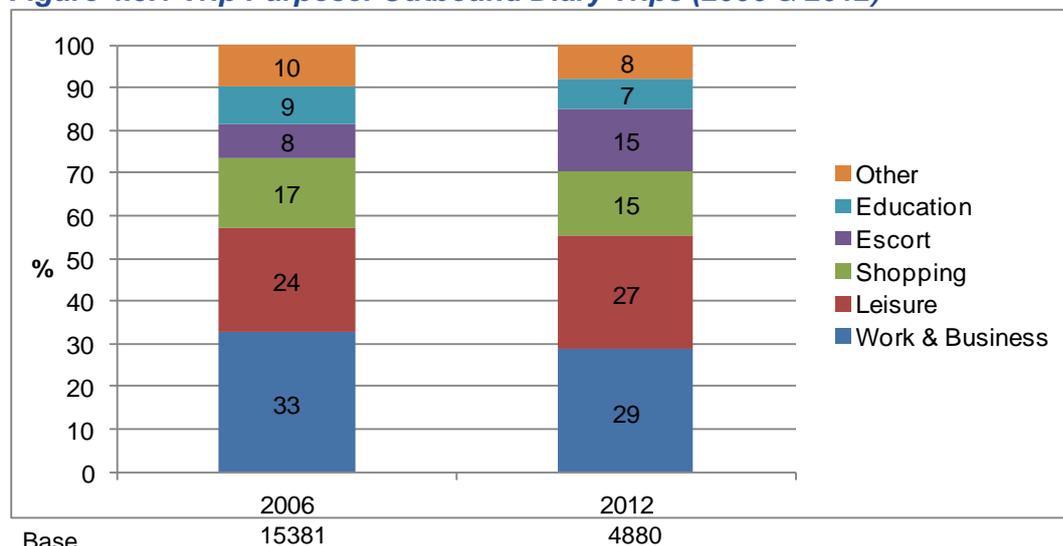
From the 2012 two day travel diary, 11,277 trips were recorded. Fourteen percent of trips in 2012 were intermediate trips where the origin and destination was not ‘home’; higher than the 8% of trips of this type found in 2006.

**Table 4.5.4 GDA Trips by Trip Type (2006, 2012)**

	2006 Diary		2012 Diary	
	All Days	%	Over 2 days	%
<b>Outbound</b>	15381	46.9	4880	43.3
<b>Intermediate</b>	2248	8.0	1608	14.3
<b>Return</b>	14943	45.1	4789	42.5
<b>Total trips</b>	<b>32572</b>		<b>11277</b>	

Figure 4.5.1 shows the split by journey purpose for both 2006 and 2012. Over two-fifths of trips were for leisure or shopping in 2012, similar to 2006 (41% in 2006 and 42% in 2012). There was a higher proportion of trips made for work and business in 2006 than in 2012 (33% in 2006 compared to 29% in 2012) This differences is not due to any change in research approach.

**Figure 4.5.1 Trip Purpose: Outbound Diary Trips (2006 & 2012)**



Note: 2012 groupings made consistent with 2006

Figure 4.5.2 shows that trip patterns across the day were very similar in both years. In both 2006 and 2012 very few trips (1%) were made before 7AM; in 2012 more than a third (39%) of outbound trips were made between 7AM and 10AM whilst over a third (34%) of return trips were made between 16:00-18:59.

Figure 4.5.2 Trip Timing (departure time) (2006 & 2012)

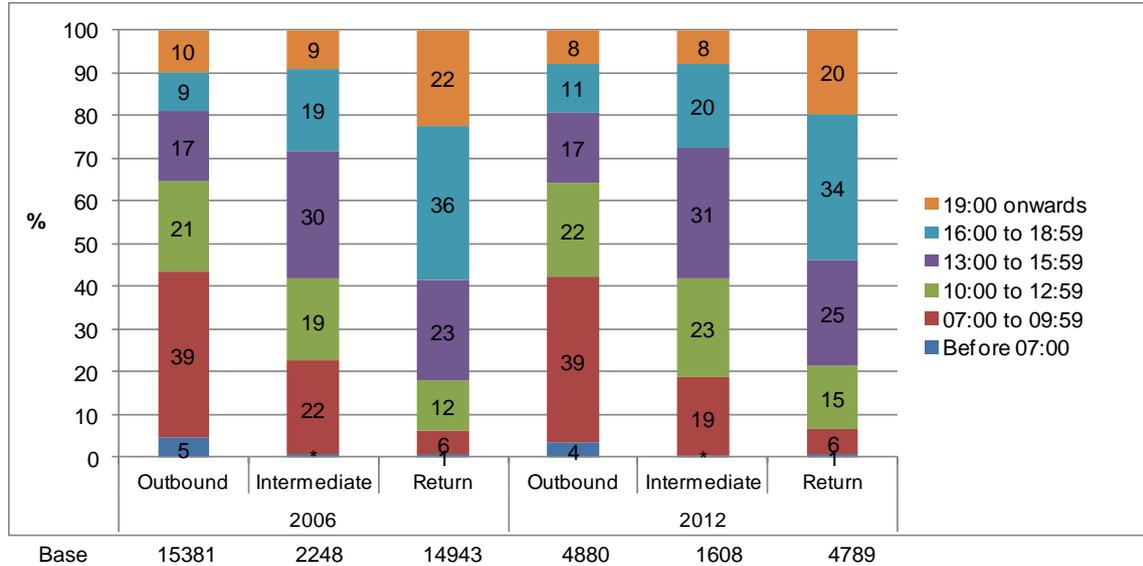
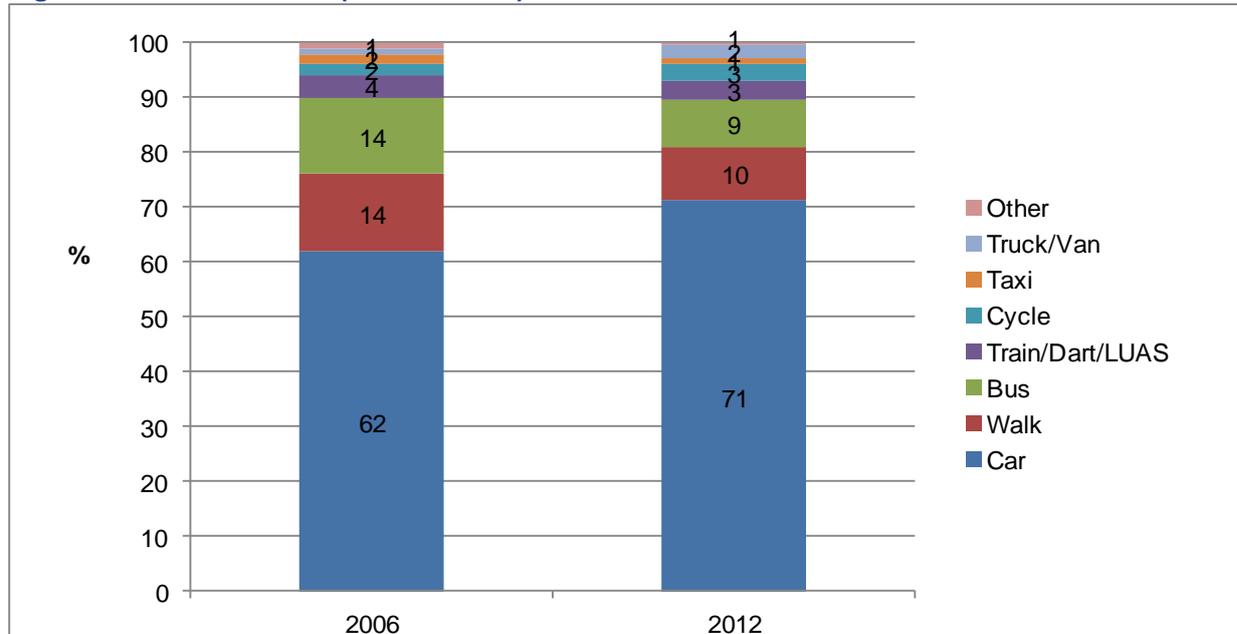


Figure 4.5.3 shows the main mode used for the trips, and shows that car is used for the majority of trips; 62% in 2006 and 71% in 2012 increasing in line with findings from the Household survey. Both walking and bus use appears to have decreased, from 14% in 2006 to 10% (walking) and 9% (bus) in 2012, while cycling is increasing from 2% to 3%...

Figure 4.5.3 Main Mode (2006 & 2012)



Base (all trips)

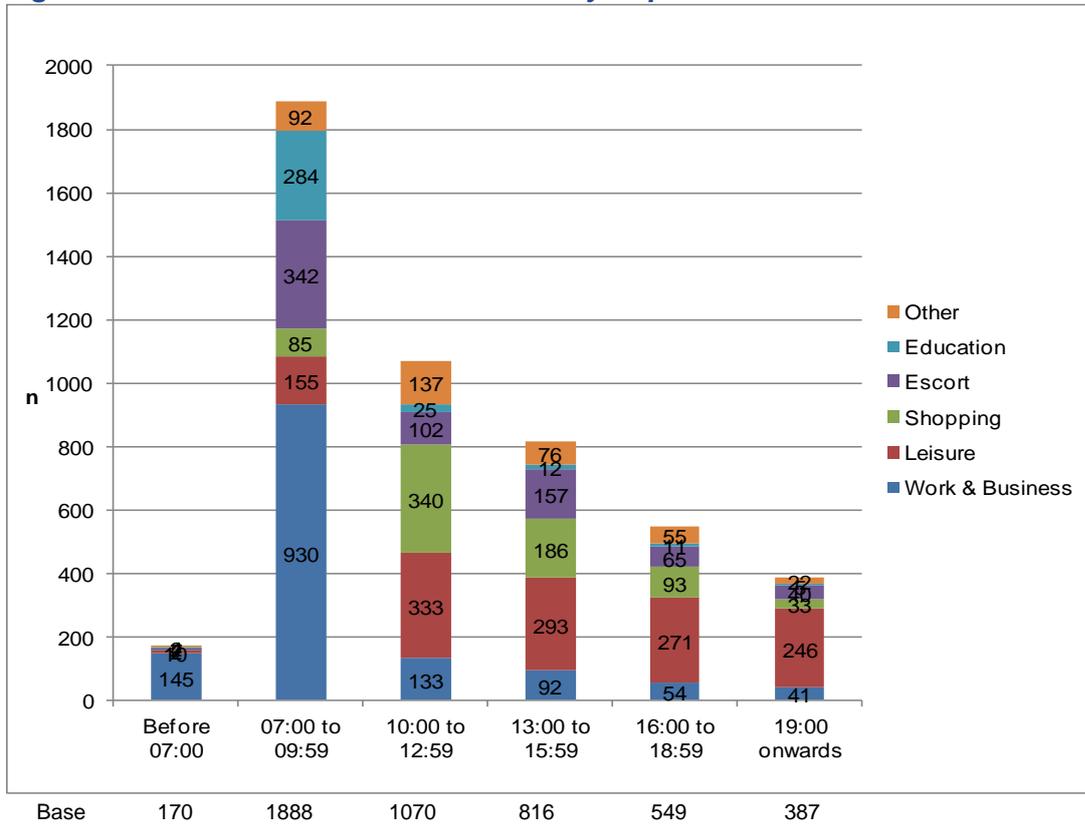
33357

11277

Main mode= that used for longest distance on multi-leg trips

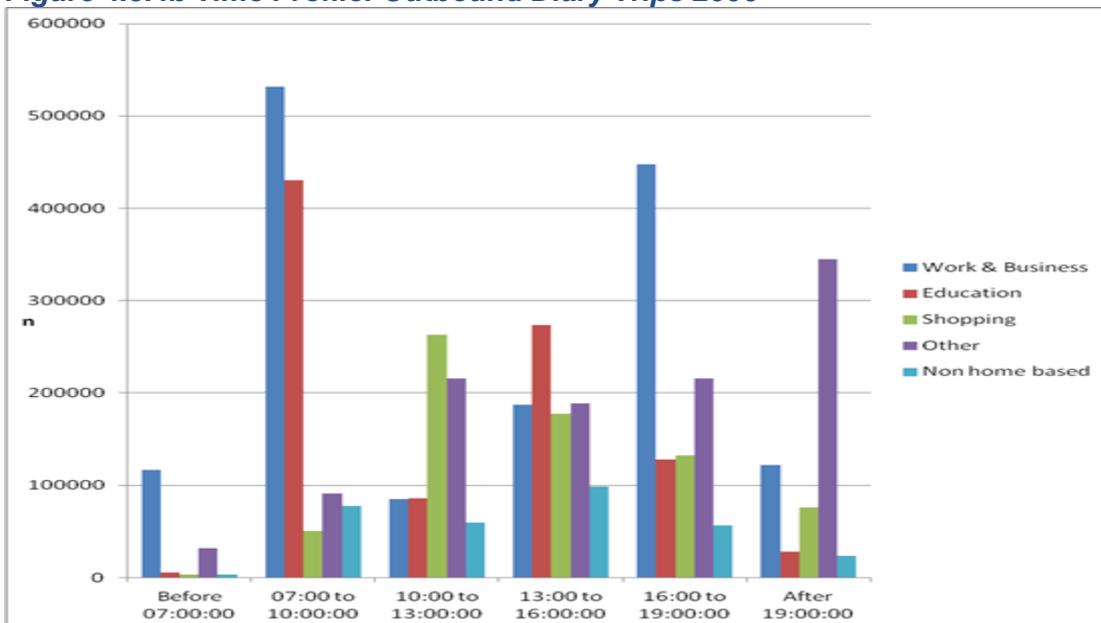
Figures 4.5.4a&b show the time profile of outbound diary trips for 2012 and 2006. In 2006 the majority of outbound work/business trips were made between 7AM and 10AM, while leisure trips were made after 10AM and spread throughout the day. The peak time for shopping trips is between 10AM and 1PM. The peak time for return trips was between 16:00 and 18:59.

**Figure 4.5.4a Time Profile: Outbound Diary Trips 2012**



(2012 outbound trips)

**Figure 4.5.4b Time Profile: Outbound Diary Trips 2006**



(2006 outbound trips)

Figure 4.5.5 shows the mode used for each journey purpose for outbound diary trips. Car was the main mode for all purposes except escort in 2006, but it should be noted that there were changes in diary instruction in 2012 in relation to trips for younger respondents being escorted by those both within and outside the household and this has impacted on the results for categories such as education and escort.

**Figure 4.5.5 Mode by purpose: Outbound Diary Trips (2006 & 2012)**

(Base: outbound trips 2006 3,058 (Day 1 trips only (weighted) – may not be comparable) 2012 4,858

Table 4.5.5 shows average trip lengths for 2006 and 2012 for comparable journey purposes, the main difference being in the average trip length for business/work.

	2006		2012	
	Km Mean	Sample size	Km Mean	Sample size
Business/In the course of work	23	194	11	172
Commuting/Work - usual place of work	8	4709	8	1223
Education - School/College/University (as pupil/ student)	5	1299	6	339
Escort	3	1152	4	713
Visit Friends/Relatives	10	1491	10	1308
Shopping	5	2462	4	739
Other	-	-	5	386
All	7	15463	7.0	4880

Table 4.5.6 shows the average journey distances and times by main mode of trip diary trips. The average distance as a car driver is 7.4 kilometres, similar to the figure in 2006. Overall trips are slightly longer in 2012 than in 2006.

**Table 4.5.6 Average Trip Time and Distance by Main Mode (2006 & 2012)**

	2006	2012	
	Distance	Distance	Minutes
	Km - Mean	Km - Mean	Mean
Car as driver	8	7	21
Car as passenger	10		
Walk	2	2	31
Bus		7	39
Coach	6	26	74
DART		10	40
Train	9	19	52
LUAS		5	33
Cycle	3	3	24
Taxi	5	4	20
Motorbike	7	15	32
Truck/Van	14	12	28
<b>Total</b>	<b>7</b>	<b>7</b>	<b>25</b>

## 5. Summary of Key Findings

The key findings from this analysis of the National Household Travel Survey Diary 2013 are summarised below:

- The broadening of the Household Travel Survey to a nationwide catchment in 2012 has confirmed that travel patterns, modes used, trips rates, etc, differ by area of residence, with key differences between Rural and Urban & City locations.
- Trip rates are lower in Rural areas, as they are generally longer and multi-purpose e.g. escort, work, shopping, etc.
- Trip rates are higher for women at 2.77 versus men at 2.54,
- Trip rates are higher on Friday for normal every day trips, increasing as the weekdays progress. Long trips rates are highest on Saturdays.
- The car is the main mode of transport with almost three quarter (73%) using it most often, in the Greater Dublin Area increasing on 2006 levels (from 52% to 64%), while the bus has decreased during this time period in the GDA (18% to 12%).
- While trips by car account for less Education trips than other purposes, it still accounts for 59% of all Education trips. Furthermore 68% of Education trips are less than 5km, and 57% are less than 15 minutes, so some of these shorter Education trips are being made by car.
- Public transport options are least likely to be used for grocery shopping and for education, with the exception of buses which have their own part to play in both.
- There are very specific reasons why certain modes are chosen most often:
  - Cars/vans are chosen for a number of reasons such as when there is no other choice and being convenient for shopping, and it's the key mode when choosing for family convenience.
  - Taxis are used when there is no other choice, but also for a degree of reliability.
  - Within their own context both Motorbike and Bicycles are seen as Fast and also rated highly for Value.
  - Cycling and Walking are seen as Healthy options and Good for the environment.
  - Those who use the Bus most often believe it is good value for money, but some use it when there are no other options and the Bus is noticeably less associated with speed than other modes.
  - Those who use the Train/Dart most often see it is a convenient way to get to work and also perceive it as good value. The Luas is seen as comfortable and also good value along the same route, and this combined with parking charges is impacting on users perceptions.
- Car licences are held by 4 in 5 of the survey participants, and the vast majority are full licences. In the GDA region we see a drop in provisional licences from 17% in 2006 to 6% in 2012.
- Based on respondent feedback from the household survey, 13% of our sample has a free ticket/pass; this rises to 18% among those who use public transport and is 84% among those aged 65 years and over.

## Appendix



**National Household Travel Survey**  
**FINAL Questionnaire**  
© Millward Brown Lansdowne: 27<sup>th</sup> April 2012

SCRIPTING GUIDELINES IN RED  
INTERVIEWER INSTRUCTIONS IN BLUE

*Good morning/afternoon/evening. I am ..... from Millward Brown Lansdowne. We are carrying out a survey on behalf of the National Transport Authority, about travel and transport in Ireland, which will help with future transport planning. I would be grateful for your help in answering some questions and for each member of your household to complete a 2 day travel diary. Everyone taking part will be entered in a series of prize draws. The initial survey now should take no longer than 10 minutes.*

**RECRUITMENT – CHECK QUOTAS**

**Q1. Record gender (DO NOT ASK)**

SCRIPTER: SINGLE CODE

- 1: Male
- 2: Female

**Q2a Can you tell me your age? (IF REFUSED PLEASE CODE 99 – RESPONDENT MUST BE AGED 16+)**

SCRIPTER: RECORD EXACT AGE\_\_\_ \*Numeric only  
RESPONDENT MUST BE AGED 16+, IF UNDER 16 PLEASE CLOSE  
IF REFUSED (CODE 99) GO TO Q.2(b)

IF REFUSE (CODE = 99) at Q.2a

**Q2b Can you tell me which of these ranges your age falls into? SHOW SCREEN**

SCRIPTER: CODE BAND – SINGLE CODE

- 1: 16-17
- 2: 18-24
- 3: 25-29
- 4: 30-34
- 5: 35-39
- 6: 40-44
- 7: 45-49
- 8: 50-54
- 9: 55-59
- 10: 60-64
- 11: 65 plus

**Q3. Which of these best describes your current status?**

SHOW SCREEN – CHECK AGAINST RESPONDENT WORKING STATUS ON QUOTA SHEET

SCRIPTER: SINGLE CODE

- 1: At work full time
- 2: At work part time
- 3: Unemployed
- 4: Student full time
- 5: Student part time
- 6: Engaged in home duties
- 7: Retired
- 8: Other

**Q6. Are there any children aged under 18 living in this household?**

SCRIPTER: SINGLE CODE

- 1: Yes
- 2: No

**Q7. Is there anyone in each of these age groups living in this household, including yourself?**

## Appendix – Survey Questionnaire

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INTERVIEWER: CODE ALL THAT APPLY, INCLUDING RESPONDENT AND ALL ADULTS AND ALL CHILDREN WHO USE THE HOUSEHOLD AS PRIMARY RESIDENCE

SCRIPTER: MULTI CODE POSSIBLE

- 1: 0-1 years
- 2: 2-3 years
- 3: 4-10 years
- 4: 11-15 years
- 5: 16 years or older

FOR EACH AGE SELECTED Q.7

**Q7a-e How many people aged \_\_\_ years are there in the household?**

SCRIPTER: RECORD NUMBER OF PEOPLE AGED \_\_\_ years \*Numeric only

**Q7f And can I just confirm how many people aged 4 or older live in the household?**

SCRIPTER: RECORD NUMBER OF PEOPLE AGED 4 or older \*Numeric only

### **OWNERSHIP**

**Q8. Do you hold a driving licence valid in Ireland, either to drive a car or to drive a motorcycle, scooter, or moped?** CODE ALL THAT APPLY

SCRIPTER: MULTI CODE POSSIBLE CODES 1 – 4. SINGLE CODE 5: None of these (No Multi)

- 1: Mopeds (M)
- 2: Motorcycle (A1 or A)
- 3: Car (B)
- 4: Both Car and Motorcycle (B & A1 and / or A)
- 5: None of these (No Multi) Go to Q.10

**Q9. Is this a...**

READ OUT

SCRIPTER: SINGLE CODE

- 1: Full licence
- 2: Provisional licence

DO NOT ASK IF Q7f = 1

**Q10. How many people in the household other than yourself hold a driving licence, valid in Ireland either to drive a car or to drive a motorcycle, scooter or moped?**

(RECORD NUMBER. RECORD 0 IF NONE)

SCRIPTER: RECORD NUMBER \*Numeric only

**Q11. Do you have any cars or vans in your household?**

SCRIPTER: MULTI CODE POSSIBLE CODES 1 – 2. SINGLE CODE 3: No, neither (No Multi)

- 1: Cars
- 2: Vans
- 3: No, neither (No Multi) Go to Q.15

ASK ALL WHO SELECTED CODE '1: Cars' at Q.11

**Q12a How many cars are available for this household?**

SCRIPTER: RECORD NUMBER OF CARS \*Numeric only

ASK ALL WHO SELECTED CODE '1: Cars' at Q.11

**Q12b How many of these are company-owned cars?**

SCRIPTER: RECORD NUMBER OF COMPANY-OWNED CARS \*Numeric only

ASK ALL WHO SELECTED CODE '2: Vans' at Q.11

**Q13a How many vans are available for this household?**

SCRIPTER: RECORD NUMBER OF VANS \*Numeric only

ASK ALL WHO SELECTED CODE '2: Vans' at Q.11

**Q13b How many of these are company-owned vans?**

SCRIPTER: RECORD NUMBER OF COMPANY-OWNED VANS \*Numeric only

**Q14. Where do you normally park these cars / vans?**

SCRIPTER: MULTI CODE POSSIBLE

- 1: On street
- 2: On street (with a parking permit)
- 3: In your driveway
- 4: In your garage
- 5: Other

ASK ALL

**Q15. How many bicycles, or electric bikes, are available for use in your household? Please exclude bikes for children aged under 4?**

RECORD NUMBER. RECORD 0 IF NONE

SCRIPTER: RECORD NUMBER \*Numeric only

**MODE USAGE & ATTITUDE**

**Q16. Thinking about any trips you made over the PAST WEEK that were 50 meters or over in distance, which of these methods of travel did you use?**

SHOW SCREEN.

SCRIPTER: ROTATE ORDER CODES 1 – 8 ONLY

MULTICODE POSSIBLE 1 – 9

SINGLE CODE 10: None/did not make any trips (No Multi)

- 1: Bus
- 2: Car/Van
- 3: Taxi/hackney
- 4: Luas
- 5: Train/DART
- 6: Motorbike/Scooter/Moped
- 7: Bicycle
- 8: Walking
- 9: Other mode (Specify)
- 10: None/did not make any trips (No Multi) Go to Q.18

FOR EACH MODE USED AT Q16 ASK:

**Q17. For which of these purposes did you use (MODE OF TRANSPORT FROM Q16)?**

(SHOW SCREEN)

SCRIPTER: ROTATE ORDER 1 – 5 ONLY. MULTICODE CODES

- 1: Travelling to work
- 2: Business as part of work
- 3: Education (School/College)
- 4: Leisure / sports
- 5: Grocery shopping
- 6: Other shopping
- 7: Other purpose (Specify)

**ASK ALL ONCE**

**Q18. Overall which methods of travel did you use most often?**

**SHOW SCREEN.**

**SCRIPTER: ROTATE ORDER CODES 1 – 8 ONLY. SINGLE CODE**

- 1: Bus
- 2: Car/Van
- 3: Taxi/hackney
- 4: Luas
- 5: Train/DART
- 6: Motorbike/Scooter/Moped
- 7: Bicycle
- 8: Walking
- 9: Other mode (Specify)
- 10: None of these

**ASK FOR MODE CODED MOST OFTEN AT Q.18**

**Q19. Why do you use (MODE OF TRANSPORT FROM Q18) most often?**

**(DO NOT READ OUT – SCROLL DOWN FOR FULL LIST)**

- 1: Reasonably priced / good value
- 2: Good for the environment
- 3: Clean / not untidy or messy
- 4: For people like me
- 5: No other choice
- 6: Healthy option
- 7: Comfortable
- 8: Fast
- 9: Reliable
- 10: Happy to be seen using it
- 11: Modern
- 12: Safe
- 13: Convenient way to get to work
- 14: Convenient way to take children to school
- 15: Convenient for going out socially at the weekends or in the evenings
- 16: Convenient for shopping
- 17: Convenient for family
- 18: More relaxing
- 19: Other (Specify)

**Q19b. Are there any methods of transport on this list that you would never or rarely use?**

**SHOW SCREEN.**

**SCRIPTER: DO NOT SHOW ANY CODES 1 – 9 SELECTED AT Q16**

**ROTATE ORDER CODES 1 – 8 ONLY**

**MULTICODE POSSIBLE 1 – 9**

**SINGLE CODE 10: None of these, i.e. use all modes**

- 1: Bus
- 2: Car/Van
- 3: Taxi/hackney
- 4: Luas
- 5: Train/DART
- 6: Motorbike/Scooter/Moped
- 7: Bicycle
- 8: Walking
- 9: Other mode (Specify)
- 10: None of these, i.e. Use all modes (No Multi)

**ASK FOR MODES SELECTED AT Q19b**

**Q20. Why do you not use (MODE SELECTED AT Q19b)?**

**(DO NOT READ OUT – SCROLL DOWN FOR FULL LIST)**

**A. IF BUS SELECTED AT Q19b. MULTI CODE POSSIBLE**

- 1: This method not available to me/not available in this area
- 2: Unreliable
- 3: Too expensive
- 4: Have already paid up front for my car
- 5: Poor information about public transport services
- 6: No direct service without making one or more changes / interchanges
- 7: Personal disability
- 8: Concerns over personal safety
- 9: Traffic congestion
- 10: Find public transport unpleasant
- 11: Too much waiting time for public transport
- 12: Requires too much physical effort
- 13: End to end journey is too slow
- 14: Public transport is too crowded
- 15: Need to drop off / escort other people in the household
- 16: No shelter/exposed to weather
- 17: Its not for people like me
- 18: Too much hassle/stress
- 19: Other (Specify)

**B. IF CAR/VAN SELECTED AT Q19b. MULTI CODE POSSIBLE**

- 1: This method not available to me/*don't have a car*
- 2: Unreliable
- 3: Too expensive
- 4: Lack of parking facilities
- 5: Personal disability
- 6: Concerns over personal safety
- 7: Traffic congestion
- 8: Its not for people like me
- 9: Too much hassle/stress
- 10: Other (Specify)

**C. IF TAXI/HACKNEY SELECTED AT Q19b. MULTI CODE POSSIBLE**

- 1: This method not available to me/not available in this area
- 2: Unreliable
- 3: Too expensive
- 4: Have already paid up front for my car
- 5: Personal disability
- 6: Concerns over personal safety
- 7: Traffic congestion
- 8: Need to drop off / escort other people in the household
- 9: Its not for people like me
- 10: Too much hassle/stress
- 11: Other (Specify)

D. IF **LUAS** SELECTED AT Q19b. **MULTI CODE POSSIBLE**

- 1: This method not available to me/not available in this area
- 2: Unreliable
- 3: Too expensive
- 4: Have already paid up front for my car
- 5: Lack of parking facilities
- 6: Poor information about public transport services
- 7: No direct service without making one or more changes / interchanges
- 8: Personal disability
- 9: Concerns over personal safety
- 10: Find public transport unpleasant
- 11: Too much waiting time for public transport
- 12: Requires too much physical effort
- 13: End to end journey is too slow
- 14: Public transport is too crowded
- 15: Need to drop off / escort other people in the household
- 16: Nowhere to store bike
- 17: No shelter/exposed to weather
- 18: Its not for people like me
- 19: Too much hassle/stress
- 20: Other (Specify)

E. IF **TRAIN/DART** SELECTED AT Q19b. **MULTI CODE POSSIBLE**

- 1: This method not available to me/not available in this area
- 2: Unreliable
- 3: Too expensive
- 4: Have already paid up front for my car
- 5: Lack of parking facilities
- 6: Poor information about public transport services
- 7: No direct service without making one or more changes / interchanges
- 8: Personal disability
- 9: Concerns over personal safety
- 10: Find public transport unpleasant
- 11: Too much waiting time for public transport
- 12: Requires too much physical effort
- 13: End to end journey is too slow
- 14: Public transport is too crowded
- 15: Need to drop off / escort other people in the household
- 16: Nowhere to store bike/no showers
- 17: No shelter/exposed to weather
- 18: Its not for people like me
- 19: Too much hassle/stress
- 20: Other (Specify)

F. IF **BICYCLE** SELECTED AT Q19b. **MULTI CODE POSSIBLE**

- 1: This method not available to me/do not have a bike
- 2: Have already paid up front for my car
- 3: Lack of parking/secure locking facilities
- 4: Personal disability
- 5: Concerns over personal safety
- 6: Traffic congestion
- 7: Requires too much physical effort
- 8: End to end journey is too slow/*take too long*
- 9: Need to drop off / escort other people in the household
- 10: Nowhere to store bike/no showers
- 11: No shelter/exposed to weather
- 12: Its not for people like me
- 13: Too much hassle/stress

## Appendix – Survey Questionnaire

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14: Other (Specify)

G. IF **WALKING** SELECTED AT Q19b. **MULTI CODE POSSIBLE**

- 1: Have already paid up front for my car
- 2: Personal disability
- 3: Concerns over personal safety
- 4: Requires too much physical effort
- 5: End to end journey is too slow/*take too long*
- 6: Need to drop off / escort other people in the household
- 7: No showers
- 8: No shelter/exposed to weather
- 9: Its not for people like me
- 10: Too much hassle/stress
- 11: Other (Specify)

**ASK ALL**

**Q21. Would you consider using these following travel options if they were available in your area?**

**(READ OUT)**

**SCRIPTER:** ROTATE ORDER CODES 1 – 3 ONLY. MULTICODE POSSIBLE 1 – 3  
SINGLE CODE 4: None of these (No multi)

- 1: Car share schemes, operated online or through work or local community
- 2: Car club, with registered members e.g. in Cork and Dublin
- 3: Public Bike Scheme e.g. Dublin Bike Scheme
- 4: None of these (No multi)

**Q22. Which of the following is located within a 15 minute walk of here/your home?**

**INTERVIEWER IF A SHOP AND POST OFFICE ARE IN THE SAME BUILDING CODE BOTH**

**(READ OUT)**

**SCRIPTER:** ROTATE ORDER CODES 1 – 5 ONLY. MULTICODE POSSIBLE 1 – 5  
SINGLE CODE 6: None of these (No multi)

- 1: Shop or store where I could buy basic foodstuffs such as bread and milk
- 2: Post office
- 3: Pub or restaurant
- 4: Doctor's surgery
- 5: Chemist/pharmacy
- 6: None of these (No multi)

### **HOUSEHOLD INFORMATION**

**SCRIPTER:** SHOW IF NUMBER OF PEOPLE AGE 4+ AT Q.7f = 1 - 6

**INTERVIEWER READ OUT:** Earlier you mentioned that there are (TRANSFER NUMBER OF PEOPLE AGE 4+ FROM Q.7f) people in this household aged 4+. Can you tell me who they are?

**SCRIPTER:** SHOW IF NUMBER OF PEOPLE AGE 4+ AT Q.7f is 7 OR OVER

**INTERVIEWER READ OUT:** Earlier you mentioned that there are (TRANSFER NUMBER OF PEOPLE AGE 4+ FROM Q.7f) people in this household aged 4+. I will only ask you for the details of the 6 OLDEST members of your household. Can you tell me who they are?

**RESP**

**Q23a Firstly can I take your name please.**

**SCRIPTER:** RECORD RESPONDENTS NAME

**PN[ADD PERSON NUMBER 2-6]**

**Q23b-f And thinking of all the household members excluding yourself, please give me the name of the oldest household member (repeated for next eldest and so on)**

**SCRIPTER:** RECORD THE NAME OF THE OLDEST HOUSEHOLD MEMBER, etc

**INTERVIEWER READ OUT:** I am now going to record some details about the members of this household

as part of this survey. I'll start with your details first and then move onto other members of the household whose names we've just noted down

**IF RESPONDENT IS STUDENT (FULL TIME OR PART TIME AT Q3) ASK**

**Q24. Are you in....** [READ OUT](#)

- 1: Secondary
- 2: Third level education

**IF RESPONDENT WORKS/IS A STUDENT (FULLTIME/PART TIME) AT Q3 ASK: OTHERWISE GO TO Q28**

**Q25. What is your primary mode of travel (used for the longest part of the journey in time or distance) to work, school or college?**

**SCRIPTER: SINGLE CODE**

- 1: Car/Van – [Go to Q27](#)
- 2: Taxi/hackney – [Go to Q26](#)
- 3: Bus – [Go to Q26](#)
- 4: DART/Train – [Go to Q26](#)
- 5: Luas – [Go to Q26](#)
- 6: Walking – [Go to Q28](#)
- 7: Bicycle – [Go to Q28](#)
- 8: Motorbike/scooter/moped – [Go to Q28](#)
- 9: Other – [Go to Q28](#)
- 10: Don't know – [Go to Q28](#)

**IF USE TAXI/HACKNEY/BUS/TRAIN/DART/LUAS ASK:**

**Q26. If you use more than one mode on the trip to work, school or college, what is the second mode of travel used?**

**SCRIPTER: SINGLE CODE**

- 1: Car/Van
- 2: Taxi/hackney
- 3: Bus
- 4: DART/Train
- 5: Luas
- 6: Walking
- 7: Bicycle
- 8: Motorbike/scooter/moped
- 9: Other
- 10: No other mode used

**IF TAKE CAR/VAN TO WORK OR SCHOOL / COLLEGE AT Q25 ASK**

**Q27. Which of these best describes the parking you have at work or at school / college?**

[SHOW SCREEN.](#)

**SCRIPTER: SINGLE CODE**

- 1: Free parking (not paid for by employer / college or self)
- 2: Meter on street parking paid by self
- 3: Meter on street parking paid by company / college
- 4: Private parking space paid for by self
- 5: Private parking space provided by company / college
- 6: I do not drive/am a passenger
- 7: Other (specify)

**ASK ALL**

**Q28. Do you have any of the following types of public transport ticket?**

[SHOW SCREEN](#)

**SCRIPTER: MULTICODE POSSIBLE 1 – 6. SINGLE CODE 7 and 8**

- 1: Weekly ticket
- 2: Monthly ticket
- 3: Annual ticket
- 4: LEAP card
- 5: Free travel pass
- 6: Other type of ticket

## Appendix – Survey Questionnaire

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7: Do not use public transport (**No multi**)

8: None of these (**No multi**)

**ASK ALL**

**Q29. Are you part of a public bikes scheme (for example the Dublin Bikes scheme)?**

**SCRIPTER: SINGLE CODE**

1: Yes

2: No

**INTERVIEWER: ON DIARY PLEASE RECORD PERSON NUMBER AS 01 OF [01-06: SCRIPTER from Q7f insert number of people aged 4 or older who live in the household up to a maximum number of 6]. THIS IS THE DIARY FOR THE RESPONDENT. BEFORE HANDING OVER THE DIARY ENSURE YOU HAVE FILLED OUT INTERVIEWER NUMBER, ASSIGNMENT NUMBER, HOUSEHOLD NUMBER AND PERSON NUMBER CORRECTLY.**

**SCRIPTER: SINGLE CODE**

1: Person number 1 (respondent)

**IF MORE THAN ONE HOUSEHOLD MEMBER: ASK FOR HOUSEHOLD MEMBER 2/3/4/5/6**

**INTERVIEWER: On diary please record Person Number as [02/03/04/05/06] OF [01-06: SCRIPTER from Q7f insert number of people aged 4 or older who live in the household up to a maximum number of 6]. This is the diary for [insert name of member of the household from Q23b/c/d/e/f]. BEFORE HANDING OVER THE DIARY ENSURE YOU HAVE FILLED OUT INTERVIEWER NUMBER, ASSIGNMENT NUMBER, HOUSEHOLD NUMBER AND PERSON NUMBER CORRECTLY.**

**SCRIPTER: SINGLE CODE**

1: Person Number [2/3/4/5/6]

**FOR Q30a-Q37 EACH MEMBER 2/3/4/5/6**

**Q30a. What age is [insert name of member of the household from Q23b/c/d/e/f]**

**(CODE 99 FOR REFUSED OR DON'T KNOW)**

**SCRIPTER: RECORD EXACT AGE\_\_\_ \*Numeric only**

**IF REFUSE (CODE = 99) at Q30.1**

**Q30b. Can you tell me which of these ranges [insert name of member of the household from Q23b/c/d/e/f] falls into? SCRIPTER: CODE BAND – SINGLE CODE**

1: 4-10

2: 11-15

3: 16-17

4: 18-24

5: 25-29

6: 30-34

7: 35-39

8: 40-44

9: 45-49

10: 50-54

11: 55-59

12: 60-64

13: 65 plus

14: Don't Know/Refused

**Q30c. Is [insert name of member of the household from Q23b/c/d/e/f] (READ OUT)**

**SCRIPTER: SINGLE CODE**

1: Male

2: Female

**Q31. Does [insert name of member of the household from Q23b/c/d/e/f]**

**(INTERVIEWER: READ OUT – CODE MAIN ACTIVITY ONLY)**

**SCRIPTER: SINGLE CODE**

1: Work (No Multi) – Go to Q33

2: Attend School (No Multi) – Go to Q32

3: Attend College (No Multi) – Go to Q32

4: Other (No Multi) – Go to Q36

**IF HOUSEHOLD MEMBER ATTENDS SCHOOL OR COLLEGE**

**Q32. Is [insert name of member of the household from Q23b/c/d/e/f] in.... (READ OUT)**

**SCRIPTER: SINGLE CODE**

- 1: Primary education
- 2: Secondary education
- 3: Third level education

**IF HOUSEHOLD MEMBER WORKS OR IS A STUDENT ASK: OTHERWISE GO TO Q36.**

**Q33. What is [insert name of member of the household from Q23b/c/d/e/f] primary mode of travel (used for the longest part of the journey in time or distance) to work, school or college?**

**SCRIPTER: SINGLE CODE**

- 1: Car/Van – Go to Q35
- 2: Taxi/hackney – Go to Q34
- 3: Bus – Go to Q34
- 4: DART/Train – Go to Q34
- 5: Luas – Go to Q34
- 6: Walking – Go to Q36
- 7: Bicycle – Go to Q36
- 8: Motorbike/scooter/moped – Go to Q36
- 9: Don't know – Go to Q36

**IF USE TAXI/HACKNEY/BUS/TRAIN/DART/LUAS ASK:**

**Q34. If [insert name of member of the household from Q23b/c/d/e/f] use more than one mode on the trip to work, school or college, what is the second mode of travel used?**

**SCRIPTER: SINGLE CODE**

- 1: Car/Van
- 2: Taxi/hackney
- 3: Bus
- 4: DART/Train
- 5: Luas
- 6: Walking
- 7: Bicycle
- 8: Motorbike/scooter/moped
- 9: No other mode used
- 10: Don't know

**IF HOUSEHOLD MEMBER TAKES CAR/VAN TO WORK OR SCHOOL / COLLEGE AT Q33 ASK:**

**Q35. Which of these best describes the parking [insert name of member of the household from Q23b/c/d/e/f] have at work or at school / college?**

**(SHOW SCREEN)**

**SCRIPTER: SINGLE CODE**

- 1: Free parking (not paid for by employer / college or self)
- 2: Meter on street parking paid by self
- 3: Meter on street parking paid by company / college
- 4: Private parking space paid for by self
- 5: Private parking space provided by company / college
- 6: Does not drive/is a passenger
- 7: Other: (specify)
- 8: Don't know

**ASK FOR ALL HOUSEHOLD MEMBERS**

**Q36. Does [insert name of member of the household from Q23b/c/d/e/f] have any of the following types of public transport ticket?**

(SHOW SCREEN)

SCRIPTER: MULTICODE POSSIBLE 1 – 6. SINGLE CODE 7- 9

- 1: Weekly ticket
- 2: Monthly ticket
- 3: Annual ticket
- 4: LEAP card
- 5: Free travel pass
- 6: Other type of ticket
- 7: Does not use public transport (No Multi)
- 8: None of these (No Multi)
- 9: Don't know (No Multi)

**Q37. Is [insert name of member of the household from Q23b/c/d/e/f] part of a public bikes scheme (for example the Dublin Bikes scheme)?**

SCRIPTER: SINGLE CODE

- 1: Yes
- 2: No
- 3: Don't Know

**LONG DISTANCE TRIPS**

**ASK ALL**

**Q38. Over the last three months how many trips have you made over 50 km or 30 miles that are not part of your every day routine?**

(RECORD NUMBER. RECORD 0 IF NONE)

SCRIPTER: RECORD TOTAL NUMBER OF TRIPS OVER 50 km / 30 miles \*Numeric only  
IF Q.38 = 0, SKIP TO DEMOGRAPHICS

**Q39 How many were by bus/private bus/coach or minibus?**

SCRIPTER: RECORD NUMBER OF TRIPS BY BUS/PRIVATE BUS/COACH OR MINIBUS \*Numeric only

**Q39 How many were by train?**

SCRIPTER: RECORD NUMBER OF TRIPS BY TRAIN \*Numeric only

**Q39 How many were by car or van?**

SCRIPTER: RECORD NUMBER OF TRIPS BY CAR OR VAN \*Numeric only

**Q39 How many were by other forms of transport?**

SCRIPTER: RECORD NUMBER OF TRIPS BY OTHER FORMS OF TRANSPORT \*Numeric only

**ASK FOR EACH MODE USED AT Q39 NOT EQUAL TO '0' (Zero)**

**Q40. How many of these trips by (MODE FROM Q39 NOT EQUAL TO '0' (Zero)) were for (EACH CODE 1 to 7)**

SCRIPTER: RECORD NUMBER OF TRIPS BY (MODE FROM Q39) for (EACH CODE 1 to 7) \*Numeric only

- 1: Holiday
- 2: Business
- 3: Commuting to work, school or college
- 4: Shopping
- 5: Visiting relatives or friends
- 6: Sports or leisure
- 7: Other purposes

**DEMOGRAPHICS**

ASK ALL

INTERVIEWER READ OUT:

And finally, we're just going to ask you some questions about your household which will allow us to look at the results across different groups. Please be assured that your responses will be treated in the strictest confidence and will remain anonymous.

**D1 Which of these best describes your household tenure?**

(SHOW SCREEN)

SCRIPTER: SINGLE CODE. ROTATE CODES 1-3

- 1: Rented
- 2: Owner
- 3: Living with parents
- 4: Other

**D2 How long have you lived at this address?**

RECORD NUMBER OF YEARS – IF LESS THAN A YEAR ENTER AS 0

SCRIPTER: RECORD NUMBER OF YEARS \*Numeric only

**D3 What type of house do you have?**

SHOW SCREEN – NOTE: 'HOUSE' INCLUDES BUNGALOWS

SCRIPTER: SINGLE CODE

- 1: Detached house
- 2: Semi Detached house
- 3: Terraced House
- 4: Apartment/flat
- 5: Other

**D4 Do you have internet in your household?**

(PROBE TO PRECODES)

SCRIPTER: MULTICODE POSSIBLE 1 – 4. SINGLE CODE 5 and 6

- 1: Yes, via fixed landline broadband
- 2: Yes, via mobile broadband
- 3: Yes, via dial up on standard telephone line
- 4: Yes, via satellite broadband
- 5: Not in household, but have internet access at work/education/other (No Multi)
- 6: No internet access (No Multi)

**D5. Are you the chief income earner in this household?**

SCRIPTER: SINGLE CODE

- 1: Yes - Chief Income Earner
- 2: No - Not Chief Income Earner

**D6a What is the occupation of the chief income earner/your occupation (IF CHIEF INCOME EARNER)?**

SCRIPTER: OPEN TEXT BOX

RECORD FULL JOB DETAILS.

IF MANAGER/SELF EMPLOYED STATE NO. OF EMPLOYEES.

SPECIFY: QUALIFICATIONS/TRAINING

IF FARMER, STATE NO. OF ACRES

**D6b Code Social class based on CIE**

SCRIPTER: SINGLE CODE

- 1: A
- 2: B
- 3: C1
- 4: C2
- 5: D
- 6: E
- 7: F50 plus
- 8: F50 minus

**D7 We are almost at the end now. I just want to ask you about your household income. Please indicate from this list which letter indicates your total household income?**

SHOW CARD TO SHOW ANNUAL/MONTHLY/WEEKLY EQUIVALENTS IN GRID

SCRIPTER: SINGLE CODE

- 1: A. Under 25k
- 2: B. Between 25k and 50k
- 3: C. Between 50k and 75k
- 4: D. Between 75k and 100k
- 5: E. Between 100k and 125k
- 6: F. Between 125k and 150k
- 7: G. Between 150k and 175k
- 8: H. Between 175k and 200k
- 9: I. Over 200k
- 10: Don't know
- 11: Refused

**D8 As part of our quality control procedures to ensure that this research has been carried out in the correct manner, can I take your address please?**

SCRIPTER: OPEN TEXT BOX - RECORD VERBATIM

**D9 Can I also have your telephone number?**

SCRIPTER: OPEN TEXT BOX - RECORD VERBATIM

**D10 Are you willing to be re-interviewed on a similar survey in the future?**

SCRIPTER: SINGLE CODE

- 1: Yes
- 2: No

**INTERVIEWER:**

Thank you for taking part in this survey. We have now given you [SCRIPTER from Q7f insert number of people aged 4 or older who live in the household up to a maximum number of 6] diaries to be completed by you and the other members of this household as discussed. I'm going to take you through how to complete this 2 day travel diary now and we can then agree when it/they will be collected.

**A1 Enter Interviewer Number**

SCRIPTER: RECORD INTERVIEWER NUMBER \*Numeric only

**A2 Code first two digits of Assignment Number**

SCRIPTER: SINGLE CODE

- 1: 01
- 2: 12
- 3: 23
- 4: 31
- 5: 42
- 6: 53
- 7: 61
- 8: 62
- 9: 73
- 10: 82
- 11: 93

**A3 Enter last three digits of Assignment Number**

SCRIPTER: RECORD LAST THREE DIGITS OF ASSIGNMENT NUMBER \*Numeric only

**A4 Enter Household Number**

SCRIPTER: RECORD HOUSEHOLD NUMBER \*Numeric only

**A5 Record total number of diaries placed**

SCRIPTER: RECORD NUMBER OF DIARIES PLACED \*Numeric only

### Travel Diary Example Page

QA Where did you start your first trip today?			Example Page		Include all journeys by Transport (bus, train, car, bike etc.) Please include all walks of 50 metres or more A new trip starts when the journey purpose changes. It starts from where the last trip finished				DO NOT FORGET RETURN JOURNEYS PRINT ALL ENTRIES IN CAPITALS				
Building Number 5		Street: CASTLE PARK ESTATE											
DISTRICT/TOWN NEWTOWN		Please write in the full details of where exactly your first trip started											
A	B	C	D	E	F	G	H	I		J	K	L	
From	Where did you go?  Please detail: - Building - Street - Town	And why did you go there? Purpose	Enter Time Left PLEASE TICK ✓ AM/PM	Enter Time Arrived PLEASE TICK ✓ AM/PM	Method of Travel	Distance (km)	Travel Time (minutes)	Number in Party		TO BE COMPLETED BY THOSE AGED 17+			
								From household (include self)	From Other household Aged under 4	IF CAR / VAN DRIVING / PARKING PLEASE ✓	IF NOT CAR / VAN Was a car available? Please ✓		
1  <b>H</b>	18 STATION RD NEWTOWN	TAKE CHILDREN TO SCHOOL	8.00	8.15	1 CAR	1	15	3	0	0	Were you ..... Driver <input checked="" type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input checked="" type="checkbox"/>	AM <input checked="" type="checkbox"/>	2							If parked, was this..... Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								
2  18 STATION RD NEWTOWN	21 MAIN ST NEWTOWN <b>W</b>	TO WORK	8.20	8.35	1 CAR	0.75	5	1	0	0	Were you ..... Driver <input checked="" type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input checked="" type="checkbox"/>	AM <input checked="" type="checkbox"/>	2 BUS	0.5	5	1	0	0		If parked, was this..... Free <input checked="" type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								
3  <b>W</b>	18 STATION RD NEWTOWN	PICK UP CHILDREN FROM SCHOOL	3.00	3.20	1 WALK	0.5	10	1	0	0	Were you ..... Driver <input checked="" type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2 CAR	0.75	10	1	0	0		If parked, was this..... Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	3								
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	4								
4  18 STATION RD NEWTOWN	SUPERVALU 9 SHOP ST OLD TOWN	GROCERY SHOPPING	3.25	3.45	1 CAR	1	20	3	0	0	Were you ..... Driver <input checked="" type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2							If parked, was this..... Free <input checked="" type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	3								
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	4								
5  SUPERVALU 9 SHOP ST OLD TOWN	<b>H</b>	HOME	4.15	4.40	1 CAR	1.5	25	3	0	0	Were you ..... Driver <input checked="" type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2							If parked, was this..... Free <input checked="" type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	3								
			PM <input checked="" type="checkbox"/>	PM <input checked="" type="checkbox"/>	4								
6					2						Were you ..... Driver <input type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	3							If parked, was this..... Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								
7			hh : mm	hh : mm	1						Were you ..... Driver <input type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2							If parked, was this..... Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								
8			hh : mm	hh : mm	1						Were you ..... Driver <input type="checkbox"/> Passenger <input type="checkbox"/>	Yes ..... <input type="checkbox"/>	
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2							If parked, was this..... Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	4								

Interviewer Instruction: Please write in some examples to show the respondent how to complete the diary

Travel Diary Blank Page

QA Where did you start your first trip today?				DAY 1 (Include all journeys by Transport (bus, train, car, bike etc.) Please include all walks of 50 metres or more.					DO NOT FORGET RETURN JOURNEYS PRINT ALL ENTRIES IN CAPITALS				
Building/ Number _____ Street _____		DISTRICT / TOWN _____		If NO trips taken please tick <input type="checkbox"/>		Write in Day: _____							
A	B	C	D	E	F	G	H	I		J	K	L	
From (Please write in details of where your trip started)	Where did you go? Please detail: - Building - Street - Town	And why did you go there? Purpose	Enter Time Left PLEASE TICK ✓ AM/ PM	Enter Time Arrived PLEASE TICK ✓ AM/ PM	Method of Travel	Distance (km)	Travel Time (minutes)	Number in Party		TO BE COMPLETED BY THOSE AGED 17+			
								From household (include self)	From Other household	IF CAR / VAN DRIVING / PARKING PLEASE ✓		IF NOT CAR / VAN Was a car available? Please ✓	
1	↓		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
2	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
3	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
4	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
5	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
6	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
7	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								
8	↙		hh : mm	hh : mm	1					Were you .....	Driver <input type="checkbox"/>	Passenger <input type="checkbox"/>	Yes..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>	2					If parked, was this.....	Free <input type="checkbox"/>	Paid <input type="checkbox"/>	No..... <input type="checkbox"/>
			PM <input type="checkbox"/>	PM <input type="checkbox"/>	3								
					4								

### Travel Diary Long Journey Page

QA Where did you start your trip?				Long Journeys					DO NOT FORGET RETURN JOURNEYS PRINT ALL ENTRIES IN CAPITALS			
Building/ Number _____ Street _____		DISTRICT / TOWN _____		Please record the <u>last</u> journey you took over 50kms in <u>the last 3 months</u>								
				Day of Week: _____		Month: _____						
A From (Please write in details of where your trip started)	B Where did you go? Please detail: - Building - Street - Town	C And why did you go there? Purpose	D Enter Time Left PLEASE TICK ✓ AM/ PM	E Enter Time Arrived PLEASE TICK ✓ AM/ PM	F Method of Travel	G Distance (km)	H Travel Time (minutes)	I Number in Party		J, K, L TO BE COMPLETED BY THOSE AGED 17+		
								From household (include self)	From Other household (Aged under 4)	IF CAR / VAN Driving / Parking PLEASE ✓		IF NOT CAR / VAN Was a car available? Please ✓
1	↓		hh : mm	hh : mm	1					Were you .....		Yes ..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>						Driver <input type="checkbox"/> Passenger <input type="checkbox"/>		
			PM <input type="checkbox"/>	PM <input type="checkbox"/>						If parked, was this.....		
										Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>	
2	↓		hh : mm	hh : mm	1					Were you .....		Yes ..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>						Driver <input type="checkbox"/> Passenger <input type="checkbox"/>		
			PM <input type="checkbox"/>	PM <input type="checkbox"/>						If parked, was this.....		
										Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>	
3	↓		hh : mm	hh : mm	1					Were you .....		Yes ..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>						Driver <input type="checkbox"/> Passenger <input type="checkbox"/>		
			PM <input type="checkbox"/>	PM <input type="checkbox"/>						If parked, was this.....		
										Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>	
4	↓		hh : mm	hh : mm	1					Were you .....		Yes ..... <input type="checkbox"/>
			AM <input type="checkbox"/>	AM <input type="checkbox"/>						Driver <input type="checkbox"/> Passenger <input type="checkbox"/>		
			PM <input type="checkbox"/>	PM <input type="checkbox"/>						If parked, was this.....		
										Free <input type="checkbox"/> Paid <input type="checkbox"/>	No ..... <input type="checkbox"/>	

Only trips within the Island of Ireland – the 50km refers to ONE direction, and not the round/return trip.

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## Sampling Points

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Naas Urban	Tralee Rural
Blanchardstown-Delwood	Templemichael
Castleknock-Knockmaroon	Farranferris A
North City	Lehenagh
South Dock	Ballinspittle
Lucan-St. Helen's	Stillorgan-Leopardstown
Rathcoole	Ballyboden
Saggart	Cabinteely-Loughinstown
Clondalkin-Monastery	Trim Urban
Clane	Portmarnock North
Kildare	Balbriggan Rural
Carlow Rural	Donabate
Lorrha East	Athlone East Urban
Sligo East	Moate
Newport West	Thomastown
Inver	Fair Gate
Ratass	Dundalk Rural
Swords Village	Navan Rural
Dawsongrove	Tara
Ballysimon	Castleblayney Rural
Clontarf West C	Bundoran Rural
Blackrock-Glenomena	Ashtown A
Templeorum	Blanchardstown-Blakestown
Bennettsbridge	Portlaoighise (Maryborough) Rural
Buncrana Urban	Killinure
Castlewray	Rosslare
Cummer	Hollywood
Liscananaun	Ardcavan
Newcastle	Shankill-Rathmichael
Wellpark	Bishopstown E
Sutton	Cobh Rural
Beaumont E	Montenotte A
Ballincollig	Sundays Well A
Knocknaheeny	Cobh Urban
Turners Cross A	Douglas
Clonmore	Haggardstown
Timahoe North	Duleek
Wicklow Rural	Stamullin
Greystones	Longford Rural
Kilcoole	Grace Park
Ennis Rural	Clonskeagh-Roebuck
Rotunda A	Cabra East B
Waterloo	Dundalk Urban No. 1
Killygar	Pembroke West C
Bellananagh	Rathmines West D
Inns Quay C	Castle A
Finglas North A	Rathkeale Urban
Dunboyne	Patrickswell
Kildalky	Greystown
Carbury	Caher
Castleisland	Mealagh

Killeagh	Firhouse Village
Listowel Rural	Templeogue-Osprey
Ballyhaunis	Dún Laoghaire-West Central
Sonnagh	Leixlip
Clooney	Chapelizod
Ballynacourty	Grange D
Gorey Rural	Ballygall A
Arklow No. 1 Urban	Blanchardstown-Blakestown
Bray No. 3	Clontarf East B
Borrisnafarney	Crumlin C
Mullingar North Urban	Merchants Quay C
Mullingar Rural	Bailieborough
Tallaght-Springfield	Fermoy Rural
Clondalkin	Clenor
Midleton Urban	Midleton Rural
Carrigtohill	Pembroke East C
Birr Urban	Dundrum-Balally
Dromore	Drumroe
Lettermore	Tramore
Rathmines East C	Lisduggan
Inchicore B	Blarney
Kimmage D	Celbridge
Mountrath	Lucan-Esker
Balraheen	Wexford No. 3 Urban
Droichead Nua (Newbridge) Rural	Westport Urban
Ballylunan	Castlebar Rural
Aughrim	Beagh
Partraí	Daingean
Drumkeary	Rahan
Ballycummin	Letterkenny Rural
Knocknaboley	Skeagh
Market	Arran Quay B
Killaloe	Ballytruckle
Ballymun D	Milltown
Newtownbarry	Dunmanway South
Priorswood B	Kiltullagh
Howth	Ballaghaderreen
Doonasleen	Dangan
Rathmelton	Wood Quay A
Drumcliff West	Clogrenan
Tuam Urban	Tullow Urban
Leitir Móir	Tallaght-Kiltipper
Ballybaan	Clondalkin Village
Newcastle	Newcastle Rural
Ballinalee	Arran Quay E
Beihy	Ballybough A
Tallaght-Jobstown	Ballymun A
Lusk	Beaumont B
Swords-Forrest	Botanic B
Ballinteer-Woodpark	Cabra West C
Dún Laoghaire-Glasthule	Clontarf East D
Glencullen	Grange A
Rathcooney (part rural)	Harmonstown B
Mallow Rural	Mountjoy A
Swords-Glasmore	North Dock B

Priorswood E	Morristownbiller
Rotunda A	Morristownbiller
Whitehall A	Kilkenny No. 2 Urban
Cherry Orchard C	Kilkenny Rural
Crumlin F	Kilkenny Rural
Kimmage A	Thomastown
Mansion House A	Portlaoighise (Maryborough) Rural
Pembroke East A	West Gate
Pembroke East E	Dundalk Urban No. 4
Rathmines East A	Dundalk Rural
Rathmines West A	St. Peter's
Royal Exchange A	Donaghmore
South Dock	Ratoath
Terenure A	Navan Rural
Ushers B	Tullamore Urban
Ushers F	Athlone East Rural
Wood Quay A	New Ross Urban
Ballinteer-Broadford own	Wexford No. 3 Urban
Blackrock-Carysfort wn	Enniscorthy Rural
Blackrock-Templehill own	Wexford Rural
Dalkey-Bullock	Bray No. 2
Dundrum-Sandyford own	Delgany
Dún Laoghaire-Sallynoggin East	Kilmacanoge
Foxrock-Deans Grange	Newcastle Lower
Killiney North	Haroldstown
Shankill-Shanganagh down	Kilberry
Balbriggan Rural	Donaghcumper
Baldoyle	Ballysax East
Blanchardstown-Blakestown	Listerlin
Blanchardstown-Coolmine	Kilcolumb
Blanchardstown-Tyrrelstown	Ullid
Castleknock-Park	Ballyroan
Hollywood	Clondarrig
Kinsaley	Doonane
Malahide East	Ballinamuck East
Rush	Collon
Swords-Lissenhall	Ballymascanlan
The Ward	Clogher
Clondalkin-Dunawley	Balrathboyne
Clondalkin-Rowlagh	St. Mary's (part rural)
Firhouse-Ballycullen	Kentstown
Lucan-Esker	Castlerickard
Lucan-Esker	Ferbane
Palmerston Village	Cullenwaine
Rathfarnham-Hermitage	Ballynaskeagh
Tallaght-Fettercairn	Belvidere
Tallaght-Killinardan	Kilbeggan
Tallaght-Oldbawn	Castle Talbot
Templeogue-Kimmage Manor	Ballylarkin
Terenure-St. James	Wells
Muinebeag (Bagenalstown) Urban	Newbawn
Naas Urban	Glynn
Athy Rural	Baltinglass
Leixlip	Ballyarthur
Kilcullen	Bishopstown B

Churchfield  
Glasheen C  
Mahon B  
St. Patrick's C  
Tivoli B  
Douglas  
Inishkenny  
Abbey B  
Dock B  
Singland B  
Ballysimon  
Limerick North Rural  
Farranshoneen  
Ticor North  
Clenagh  
Ennis Rural  
Newmarket  
Macroom Urban  
Youghal Urban  
Ballincollig  
Carrigaline  
Monkstown Rural  
Greenane  
Mitchelstown  
Killarney Urban  
Listowel Urban  
Kenmare  
Killarney Rural  
Dungarvan No. 1 Urban  
Thurles Urban  
Carrickbeg Urban  
Clonmel West Urban  
Killofin  
Cloghera  
Tulla  
Baurleigh  
Rathclarin  
Courtmacsherry  
Rathcormack  
Ballinspittle  
Kinsale Rural  
Cloyne  
Doonasleen  
Killeagh  
Caher  
An Daingean  
Currans  
Causeway  
Ballyheige  
Adare South  
Fleanmore  
Hospital  
Ballybricken

Carrig  
Broadford  
Askeaton West  
St. Mary's  
Annestown  
Drumroe  
Derrycastle  
Twomileborris  
Garrangibbon  
Clonmel Rural  
Lisronagh  
Curraheen  
Berna  
Dangan  
Lough Atalia  
Paróiste San Nicolás  
Loughrea Urban  
Castlebar Urban  
Ballinrobe  
Roscommon Rural  
Sligo West  
Clifden  
Clarinbridge  
An Spidéal  
Beagh  
Kinvarra  
Killeroran  
Portumna  
Killursa  
Gubacreeny  
Crossmolina North  
Loughanboy  
Clogher  
Crannagh  
Kilglass South  
Ballysadare East  
Riverstown  
Buncrana Rural  
Monaghan Urban  
Monaghan Rural  
Skeagh  
Kilbride  
Bellananagh  
Graddum  
Gort an Choirce  
Dawros  
Leitir Mhic an Bhaird  
Glennagannon  
Moville  
Clonleigh South  
Drumgurra  
Emyvale



## Technical Note

Project:	<b>National Household Travel Survey</b>	Job No:	<b>602 50697</b>
Subject:	<b>Delivery of Data (Interim)</b>		
Prepared by:	<b>James Collinson</b>	Date:	<b>8 March 2013</b>
Checked by:	<b>Christine Johnson</b>	Date:	<b>8 March 2013</b>
Approved by:	<b>Christine Johnson</b>	Date:	<b>8 March 2013</b>

### NTA Travel Diaries

#### Introduction

This document provides an overview of the travel diary data collected on behalf of the NTA during 2012 by Millward Brown (MB).

A total of 10822 diaries have been processed and validated by AECOM from the 6000 households surveyed.

The data files have a hierarchical structure as follows:

- Household Level, identified by Assignment Number (AN) and Household Number (HH);
- Person Level, uniquely identified by AN, HH and Person Number (P); and
- Trip Level, uniquely identified by AN, HH, P, Day Number (1, 2 or 3) and Trip Number.

Trips on Day 1 or Day 2 are a record of all trips made by the person over the two days allocated for the household, while Day 3 trips are any 'Long Trips' made over the previous 3 months.

For the Trips data, we have provided two versions. Not all diary respondents made any trips on either or both of the diary days, and these are included in *Itrads Trips level v1 ALL RECORDS*, to provide a comprehensive picture of the level of trip making recorded, and this also applies to the 'Long Trips'. *Itrads Trips level v1 TRIPS ONLY* excludes these 'no trips' and includes:

- 57,460 trips from the diary (2.65 trips per person per day); and
- 3,659 long trips (0.34 trips per person).

Note that diaries completed by respondents were in some cases not fully completed, with for example, journey times and distances missed, despite instruction to do so. AECOM have therefore imputed missing information where possible to retain the maximum trip information (identifiers for these trips can be provided if required). The rules applied in any imputation have included:



## Technical Note

- With reference where possible to other trips made by the same respondent (e.g. work detail incomplete on Day 1 but not provided for Day 2);
- With reference to other trips made by other members of the household;
- With reference to the journey origin/destination where times/distances were missing.

### File 1 – Household Data

The household data collected by MB on CAPI has been provided to AECOM. This includes a large number of variables which provide information about the household. According to this file, 14,860 diaries were placed, more than were completed or collected. It cannot be known for certain whether these people made no trips, or did make trips but did not record them.

**Table 1 Number of Diaries Placed**

		Frequency	Diaries Placed
Number of Diaries	1	1448	1448
	2	2215	4430
	3	1063	3189
	4	789	3156
	5	345	1725
	6	152	912
	Total	6012	14860
Missing	System	1	
Total		6013	

A5 INTERVIEWER: RECORD TOTAL NUMBER OF DIARIES PLACED  
**DJ11526\_FINAL\_OUT adding assigno v2**

Note that this file includes 520 cases with non-unique combinations of Assignment Number (AN) and Household Number (HH). The majority of these are not actually duplicate records, but were unassignable. It means however, that it becomes difficult to link these non-unique cases with the trip information as it cannot be certain which one would be the correct one. Removing confirmed duplicates leaved 6008 records at household level. Where possible, using household size and interviewer number as further information, we have reconciled some of these non-unique records with the diary data.

The CAPI file also includes information at person level for up to six household members. AECOM have reconfigured the CAPI file such that there is one record per person, for matching with the diary data. This CAPI PERSON file includes information for 15,664 respondents. Note that data in this file and the data at person level recorded on the diaries are not 100% consistent.

**File: ITRADS PERSON LEVEL.v3.xls**



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**DIARY DATA**

AECOM have entered diary data at two levels, the Person Level and Trip Level. The Person level data has been appended to the diary data, and is provided to as a record of respondents with diaries.

The person data file (with unique records based on combinations of Interviewer Number (A1Int) Assignment Number (Assigno), Household Number (A4), and Person Number (Person)) includes 10,822 people. Aggregating this to households results in 4,793 individual households, with up to 7 diaries per household. (Since the CAPI data only includes up to 6 household members there will be some diaries with no corresponding person/household information).

*File: DiaryRespsv4.xls*

Table 2 shows the spread of diaries by month, and Table 3 shows that slightly more than half of the diaries were completed by female respondents. Table 4 shows the spread of age ranges of respondents.

**Table 2 Month Diaries Recorded**

Month		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	51	.5	.5	.5
	5	2214	20.5	20.5	20.9
	6	2799	25.9	25.9	46.8
	9	2118	19.6	19.6	66.4
	10	2324	21.5	21.5	87.8
	11	1304	12.0	12.0	99.9
	12	12	.1	.1	100.0
	Total	10822	100.0	100.0	

**Table 3 Respondent Gender**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	F	5552	51.3	51.3	51.3
	M	5247	48.5	48.5	99.8
	Missing	23	.2	.2	100.0
	Total	10822	100.0	100.0	



## Technical Note

**Table 4 Age Groups**

Age Group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4-15	2017	18.6	18.6	18.6
	16-17	295	2.7	2.7	21.4
	18-24	1001	9.2	9.2	30.6
	25 -64	6394	59.1	59.1	89.7
	65+	1071	9.9	9.9	99.6
	Missing	44	.4	.4	100.0
Total		10822	100.0	100.0	

The Diary data file (with unique records based on combinations of Interviewer Number (A1Int), Assignment Number (Assigno), Household Number (A4), Person Number (Person), Day and Trip number) includes 61,119 trips.

The following checks and validation procedures have been applied to check for:

- Recorded trips with no matching household member
- Recorded trips with no matching person / diary
- Recorded trips with no trip day number (i.e. day 1 or day 2) specified
- Recorded trips with no trip purpose (in modelling terms we will have to discard records with no trip purpose)
- Recorded trips missing other key data - including O/D, travel time, distance etc
- Duplicate trips ( i.e. trips recorded with the same household no, household member, trip day no. and trip number)
- Trips made by car as a driver(1) or a passenger (2))
- Illegal sequence of trip types - e.g. outbound trip with no return, return home trip followed by another return home trip e.t.c.

Note that the 'Long Trips' were in general poorly recorded by respondents, where at all. Some people recorded trips in this section of the diary that were significantly under the 50km threshold, maybe due to lack of knowledge, and these were not included.

**SOCIAL CLASS DEFINITIONS**

<p><b>Guide to Grade "A" Households</b></p> <p><i>Upper Middle Class</i></p> <p>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)</p>	<p><i>Grade "A" (cont'd)</i></p> <p>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</p>	<p><i>Grade "A" (cont'd)</i></p> <p>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</p>
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<p><b>Guide to Grade "B" Households</b></p> <p><i>Middle Class</i></p> <p>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</p>	<p><i>Grade "B" (cont'd)</i></p> <p>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</p>	<p><i>Lower Middle Class</i></p> <p>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</p>
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<p><b>Grade "D" (cont'd)</b></p> <p>Underground worker - unskilled</p> <p>Van Driver/Van Salesman</p> <p>Waitress/Waiter (unless Head Waiter)</p> <p>Warehouseman</p> <p>Watchman</p> <p>Window Cleaner</p> <p>Woolsorter</p> <p>Workers in general who are unskilled or semi-skilled</p>	<p><b>Guide to Grade "E" Households</b></p> <p><b>Lowest Level of Subsistence</b></p> <p>Casual/Part-time or lowest grade workers</p> <p>Pensioner - Old age, disability, Widows Pension - who are dependent on State Aid or Pensions only, with no other source of income</p> <p>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</p> <p>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</p>	<p><b>Grade "F"</b></p> <p><b>Guide to Grade "F50+" Households</b></p> <p><b>Large Farmers</b></p> <p>Farmers or Farm Managers of holdings of 50 acres or more</p> <p><b>Guide to Grade "F50-" Households</b></p> <p><b>Small Farmers</b></p> <p>Farmers or Farm Managers with holdings of less than 50 acres</p> <p>Farm Workers/Labourers</p>
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## CSO Data Comparisons

The tables below and overleaf indicate very few differences between survey and diary age ranges and CSO population data. The main difference for the survey data is among 40-44 year olds, especially women, who are represented to a higher proportion in the survey, and 16-19 year olds who are lower than CSO Population data.

**Table 1:**

**Comparison of Survey data to CSO**

	<b>CSO 2011</b>	<b>Household survey 16+</b>	
<b>Males</b>			
16* - 19 years	7%	4%	-3%
20 - 24 years	8%	8%	0%
25 - 29 years	10%	8%	-2%
30 - 34 years	11%	9%	-2%
35 - 39 years	10%	9%	-1%
40 - 44 years	10%	12%	2%
45 - 49 years	9%	8%	-1%
50 - 54 years	8%	8%	0%
55 - 59 years	7%	8%	1%
60 - 64 years	6%	8%	2%
65 - 69 years	5%	7%	2%
70 - 74 years	4%	5%	1%
75 - 79 years	3%	2%	-1%
80 - 84 years	2%	1%	-1%
85 years and over	1%	1%	0%
Total	100%	98%**	-2%
<b>Females</b>			
16* - 19 years	6%	3%	-3%
20 - 24 years	8%	6%	-2%
25 - 29 years	10%	8%	-2%
30 - 34 years	11%	12%	1%
35 - 39 years	10%	12%	2%
40 - 44 years	9%	14%	5%
45 - 49 years	8%	9%	1%
50 - 54 years	8%	9%	1%
55 - 59 years	7%	6%	-1%
60 - 64 years	6%	7%	1%
65 - 69 years	5%	5%	0%
70 - 74 years	4%	3%	-1%
75 - 79 years	3%	2%	-1%
80 - 84 years	2%	1%	-1%
85 years and over	2%	1%	-1%
Total	100%	98%**	-2%

16\* = average of CSO data aged 15-19 years used for those aged 16-19 years in this comparison

\*\*small proportion refused to provide their age

There are very few differences between CSO and Diary age splits.

<b>Table 2: Comparison of diary data to CSO</b>			
	<b>CSO 2011</b>	<b>Diary Completed 4+</b>	
<b>Males</b>			
4* years	2%	2%	0%
5 - 9 years	8%	8%	1%
11 - 14 years	7%	8%	1%
15 - 19 years	7%	8%	1%
20 - 24 years	7%	7%	0%
25 - 29 years	8%	6%	-2%
30 - 34 years	9%	7%	-2%
35 - 39 years	9%	8%	0%
40 - 44 years	8%	10%	2%
45 - 49 years	7%	7%	0%
50 - 54 years	6%	8%	1%
55 - 59 years	6%	7%	1%
60 - 64 years	5%	6%	1%
65 - 69 years	4%	5%	1%
70 - 74 years	3%	3%	0%
75 - 79 years	2%	1%	-1%
80 - 84 years	1%	1%	0%
85 years and over	1%	.3%	-1%
Total	100%	100%	0%
<b>Females</b>			
4* years	2%	1%	0%
5 - 9 years	7%	8%	1%
11 - 14 years	7%	8%	1%
15 - 19 years	6%	7%	1%
20 - 24 years	7%	7%	0%
25 - 29 years	9%	6%	-3%
30 - 34 years	9%	8%	-1%
35 - 39 years	8%	8%	0%
40 - 44 years	8%	10%	2%
45 - 49 years	7%	7%	0%
50 - 54 years	6%	8%	1%
55 - 59 years	6%	6%	1%
60 - 64 years	5%	6%	1%
65 - 69 years	4%	5%	1%
70 - 74 years	3%	3%	0%
75 - 79 years	3%	1%	-1%
80 - 84 years	2%	1%	-1%
85 years and over	2%	0%	-1%
Total	100%	100%	0%

4\* = average of CSO data aged 0-4 years used for those aged 4 years in this comparison

Údarás  
**Náisiúnta** Iompair  
National **Transport** Authority



Pilot Debrief  
May 2012

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Appendix:

Final questionnaire

Final Diary

### 1. Background to Pilot

In February 2012 the National Transport Authority (NTA) commissioned Millward Brown (formerly Millward Brown Lansdowne) to conduct a National Travel Diary Study. This research will be conducted between April and November 2012 and will involve interviewing in 6,000 households and placing diaries with all aged 4+ years in these household.

This is an important research study for the NTA and will provide input into their 2012 modelling plans, which will also incorporate 2011 census data.

Therefore the approach and question format needs to be fully piloted prior to the main research being conducted in order to ensure that the survey runs smoothly and the research provides the information required.

The pilot study was conducted on a tight turnaround between end March and start April 2012.

The original briefing document required a minimum of 80 households split between urban, semi urban and rural locations. This ensures a wide range of points to be covered at strategic locations throughout the country. Millward Brown set the following sampling point splits for the purpose of the Pilot phase:

- 2 rural sampling points
- 2 semi urban sampling points
- 3 urban sampling points

... resulting in a final pilot sample of 98 households and a placement of 224 diaries, equivalent of 2.3 diaries per household.

Within the time allowed 195 diaries were completed and returned resulting in an 87% completion rate and an average of 2 diaries completed per household, in line with expectations.

Assessing the completed diaries and reviewing the topline report from the initial survey enables us to make improvements to both the survey and diary ahead of the full rollout. The methodology has also been assessed and the logistics tested and we have also received detailed feedback from our interviewers and Field Supervisors in order to identify any potential issues and also highlight any improvements.

Once the pilot had been completed, the full Millward Brown NTA team met to review all elements of the pilot and to make changes and recommendations for moving forward.

The details of these changes are included in the following pages.

## 2. Changes from Previous Research

While the pilot is an important aspect of this research programme, we also need to take into account previous comparable research projects. Millward Brown conducted research for the Dublin Transportation Office (DTO), now subsumed into the NTA, in 2004 and 2006, including the Luas Before and After Studies and also the forerunner to the current study, the Greater Dublin Area (GDA) Travel Diary study.

We have taken the questionnaire and diary from the 2006 GDA study as the initial starting point for this research programme, as this is a tried and tested approach. However there are a number of distinct differences which require amendments to be made throughout the research programme. These differences include:

- 1) A 2 day travel diary in 2012 as opposed to a 7 day travel diary in 2006.** We believe that the reduced obligation on respondents to complete only 2 days travel entries will help improve co-operation rates, especially among others in the household who did not complete the initial survey and therefore do not have the benefit of the rapport that the interviewed respondents will have established with the interviewer.
- 2) Research conducted throughout the Republic of Ireland as opposed to GDA only.** The wider geographical scope of the 2012 research will mean that different transport patterns will be encountered especially in rural areas outside the GDA. The inclusion of a large proportion of rural sampling points will also introduce specific challenges in terms of sample allocation and spread in sparsely populated locations. It may also pose issues in terms of recording addresses where there are often no house numbers or street names and where household are just identified by family name and townland.
- 3) Diaries to be completed by all aged 4+ in household rather than all aged 11+ previously.** The introduction of children aged 4-10 years into the diary completion will bring its own challenges in terms of actual completion, which in many cases will need to be assisted by a parent or other adult. We also need to provide clear instruction for those trips taken by the children in the household but where accompanied by an adult from outside the household e.g. child minder, grandparent, etc.

Furthermore, since 2006 travel patterns and economic circumstances have changed, with many more people unemployed, which does not necessarily lead to fewer trips but to different type of trips.

One improvement that has been introduced in terms of technology is that the research survey is now conducted via a handheld HAPI device. This helps to improve routing and flow of survey while also enhancing data collection with up to date monitoring of survey completion.

### 3. Feedback on Sample

Detailed discussion between Millward Brown, AECOM and the NTA around sampling approach and allocation of sampling points were held in advance of the pilot. Different options were discussed in relation to the Geodirectory and optimum use of maps. The following has been implemented and tested during the pilot

- We provide one area per point, highlighting the survey area.
- Maps show residential buildings/households.
- Each sampling point is unique and not overlapping
- Sampling points are distributed regionally based on CSO population distribution.
- Allocation of sampling points would be spread geographically over time throughout the research period in order to avoid any regional/time bias.
- During the full rollout of the survey, interviewers will mark households visited on their map with household number and return them with the diaries & completion sheets to aid identification.

We are monitoring sample point allocation through the two periods of research (April-June and September – November) and will update the NTA if any difficulties are envisaged

### 4. Feedback on Survey

Feedback from interviewers on the pilot survey is that it worked really well and the flow and length did not provide any problems. We also analysed the topline results from the pilot survey in order to ensure that questions were being answered correctly and looked at the 'other answer' options to ensure no codes were omitted.

A summary of the changes made to the survey as a result of the pilot are listed below:

- Those aged 15 now need to have written permission to be included in surveys (guidelines have changed since 2006 on this matter). Therefore the lower age limit was changed from 15+ to 16+ on survey.
- It was felt that the flow of the interview was somewhat disrupted by personal questions at start, therefore measures such as chief income earner status, occupation and grading of social class questions were placed at end of interview alongside income question.
- The analysis of open ended responses to Q20 showed that while some modes were not used in the past week they were used from time to time. Therefore we re-introduced the question on Never/Rarely use modes (Q19b) as a filter for 'Reason why not use modes' (Q20).
- We received feedback resulting in simplification of instructions on completion of details for other household member, to ensure correct corresponding number is placed on the relevant diary to allow for consolidation of diary and survey data.
- We also identified the need for a real-time tally of diaries placed for project management so interviewers are now asked to enter this into the survey data at the end of each interview.

The survey was then amended and re-piloted internally before final sign off by the NTA ahead of the full rollout of the household survey.

## 5. Feedback on Dairy

As the diary contains the main travel element of the research programme the investigation into the feedback from the pilot phase was both extensive and thorough. This involved detailed review of all completed and returned dairies by our various in-house departments in Millward Browne and also feedback from AECOM.

There were considerable changes made in terms of layout, rather than content, in order to enhance completion of the dairies. This proved to be the most successful aspect of the pilot, as this will ensure more accurate and full data for the overall study.

A copy of the final dairy layout is appended, and while most of the changes were 'cosmetic' they were important to help respondents complete their travel entries accurately and in full. A summary of the main changes are listed below:

### **Front page:**

- Changes were made to the capture of person number within household (XX of YY) to smoother consolidation of data
- The front page layout has been enhanced to include two key addresses only, allowing for more room to capture information.

### **Example page:**

- One of our interviewers suggested that some lines of the example page be left clear for interviewer to use as written example while explaining the diary to respondents. It was felt that this was a very good build and was therefore incorporated.
- It was also felt that more generic addresses were needed for relevance across Ireland, as the existing version was too Dublin centric

### **Day 1 & 2 Diary completion pages:**

- We provided clearer details and more space for inserting start address for diary days, by including a large text box including specific requirements, in top left hand corner on diary days
- Our analysis of the returned dairies also showed that hours/minutes and am/pm were not always fully completed so this part of the diary page was enhanced.
- We also incorporated clearer instructions around columns JKL in relation to those using or not using a car

### **Long Journey page:**

- We also enhanced the layout of the Long journey page, particularly in relation to instructions

All changes were signed off by our field department, AECOM and the NTA.

## 6. Feedback on Instructions

Another positive aspect of the pilot was that it highlighted any information gaps that existed. Following on from the pilot we want to ensure that all parties were fully briefed on the various aspects of the research programme.

For the main survey we will ensure that all interviewers are first briefed by phone and then receive comprehensive briefing notes on the various aspects of the survey. They are also able to contact our field department at any stage if they have queries. Specific areas of feedback are listed below:

- Instructions on neater hand-writing were incorporated to ensure easier recording during data entry
- In the interviewer guidelines we re-iterated that the survey section on other household members should be completed and a diary placed for each person normally resident in the household and if any person happened to be absent from the household for the specific diary days that the diary should be completed as much as possible for that person (as long as they were still within the Republic of Ireland)
- A scenario came to light where farmers on their own land or people in rural Ireland were travelling more than 50 meters to go to their own post/letter box, washing line, etc. We advised that these trips should not be included in the diary and only trips to and from work (including intermediary trips) should be included (excluding those trips that are part of work requirements such as driver of taxi/truck/tractor, etc)

Following on from the pilot phase some of the queries we received in relation to diary entries were incorporated into a specific section of the NTA website to outline details and FAQs on the study. This website is accessible to anyone who has questions about the Travel Diary Research Study.