



Údarás Náisiúnta Iompair
National Transport Authority

Cork City Centre Shopper Survey

Summer 2022

Quantitative survey

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RESEARCH
& INSIGHT



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Objectives and Methodology



Objectives:

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



Methodology:

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



Fieldwork:

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



Sample Size:

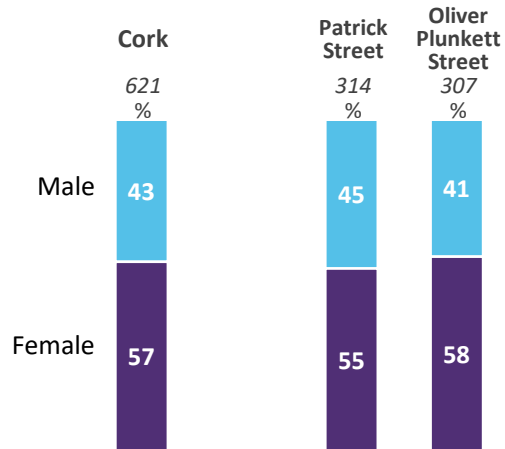
Location	Street	Number of Interviews	Total
Cork	Patrick street	314	621
	Oliver Plunkett	307	

Profile of sample

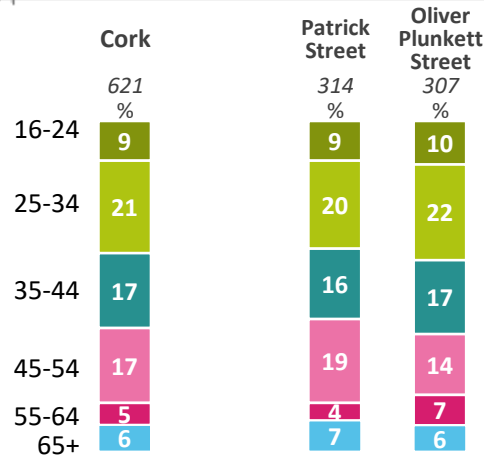
All +16 in Cork City Centre: 621



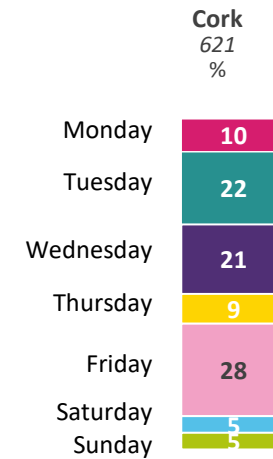
GENDER



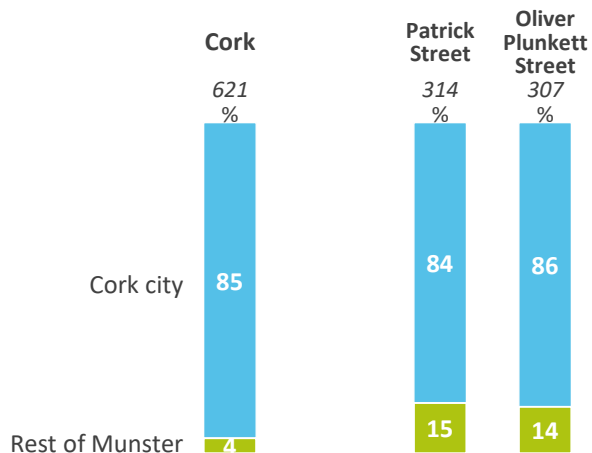
AGE



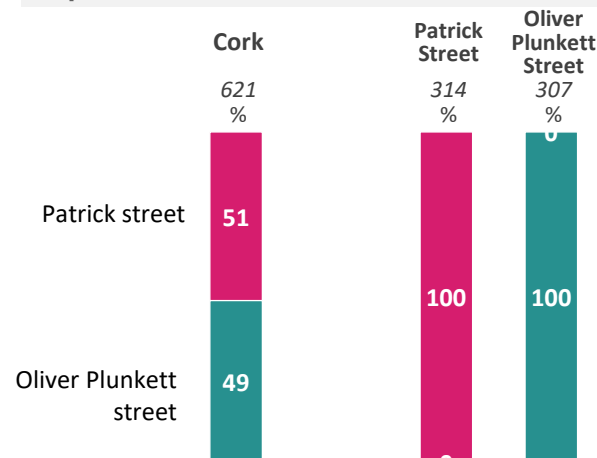
INTERVIEW DAY OF THE WEEK



REGION



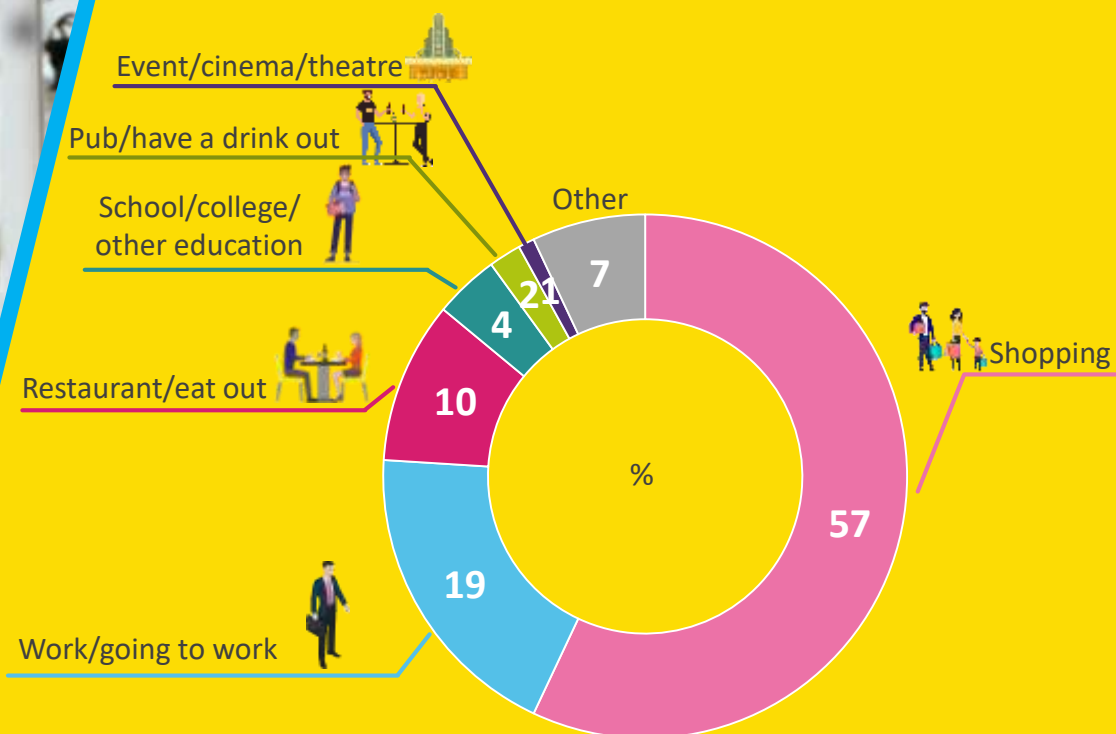
INTERVIEW LOCATION





Purpose of visit

57% visited Cork city centre to shop



Shopping
Weekend: 58%
Weekend day:
57%



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

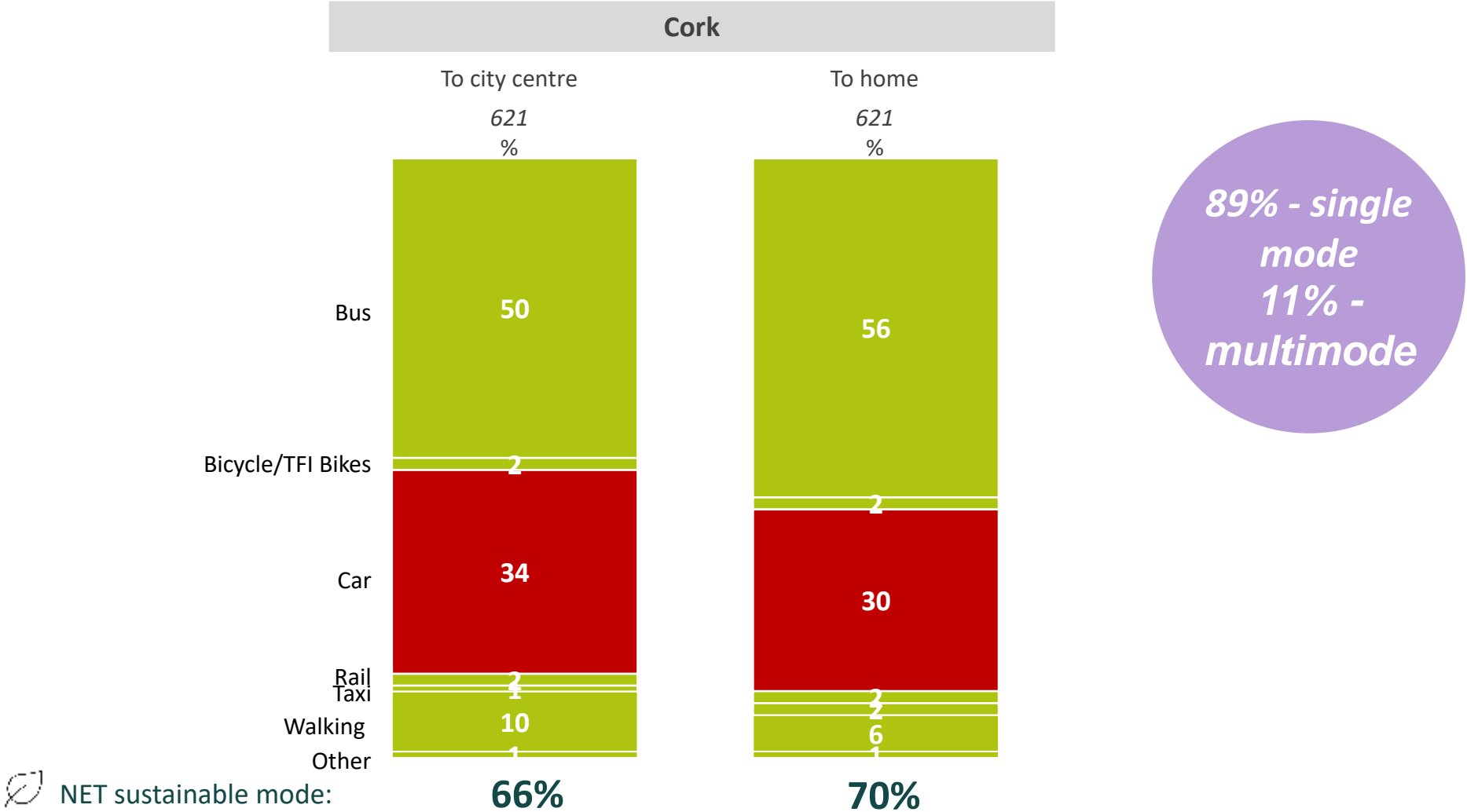


Transport Used

Modes of transport: half of adults used the bus to get into the city centre with more relying on the bus to get home at 56%

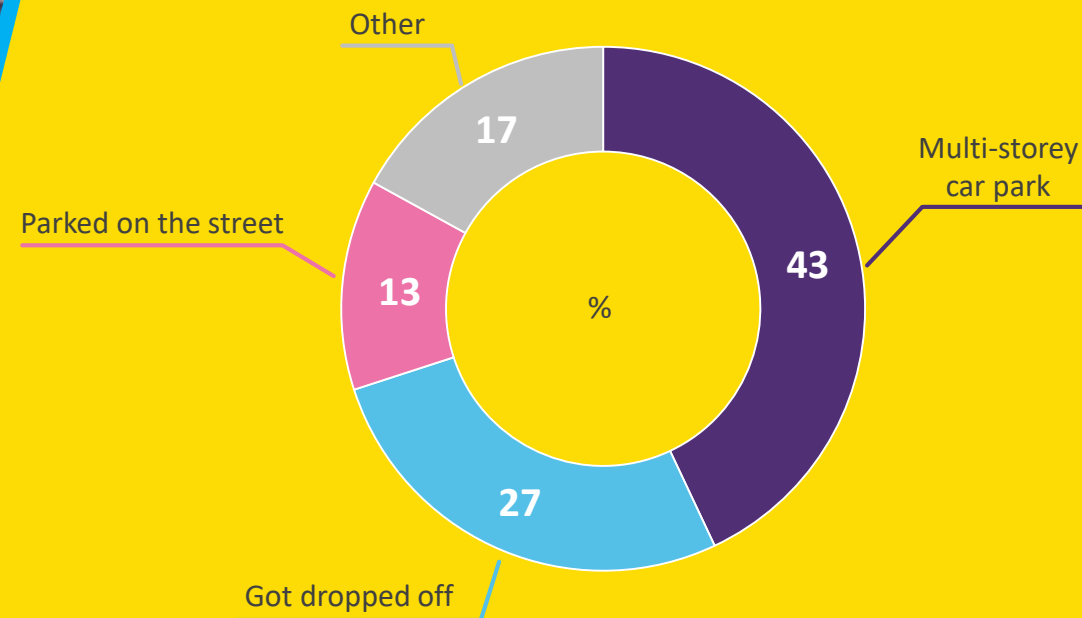
B&A

All +16 in Cork City Centre: 621



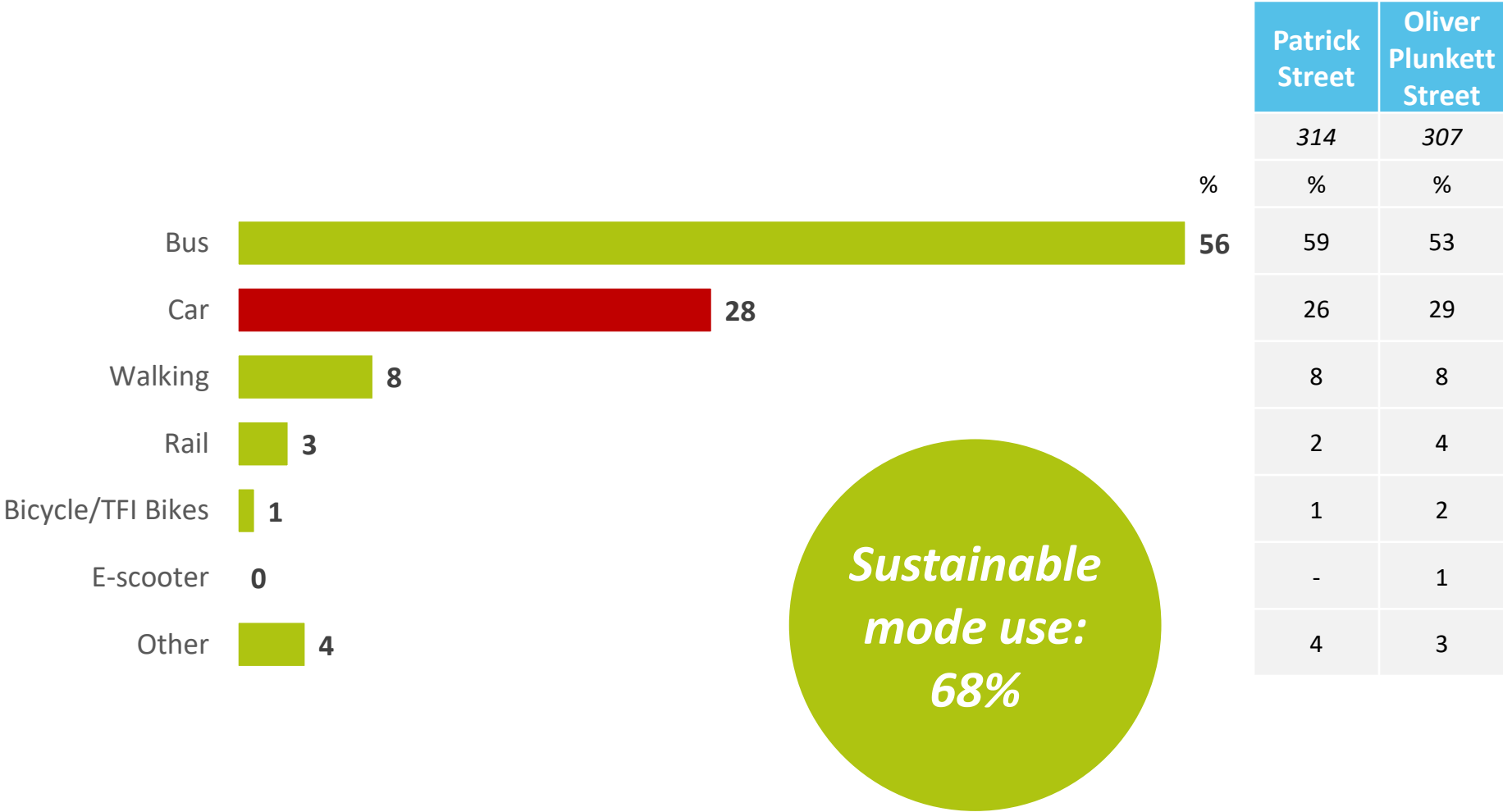
**43% of those who
drove a car to the city
centre parked in a
multi-storey car park**

**34%
(209)
used a car
to get into
Cork City
Centre**



Over the past 4 weeks bus has been the main mode of transport for 56% followed by car at 28%

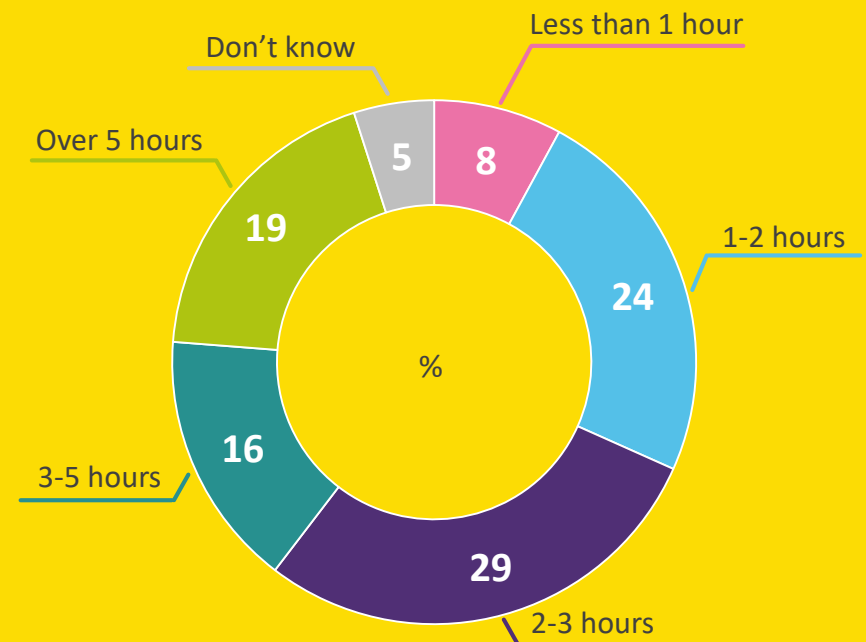
All shoppers in Cork City Centre: 621





Time and money spent

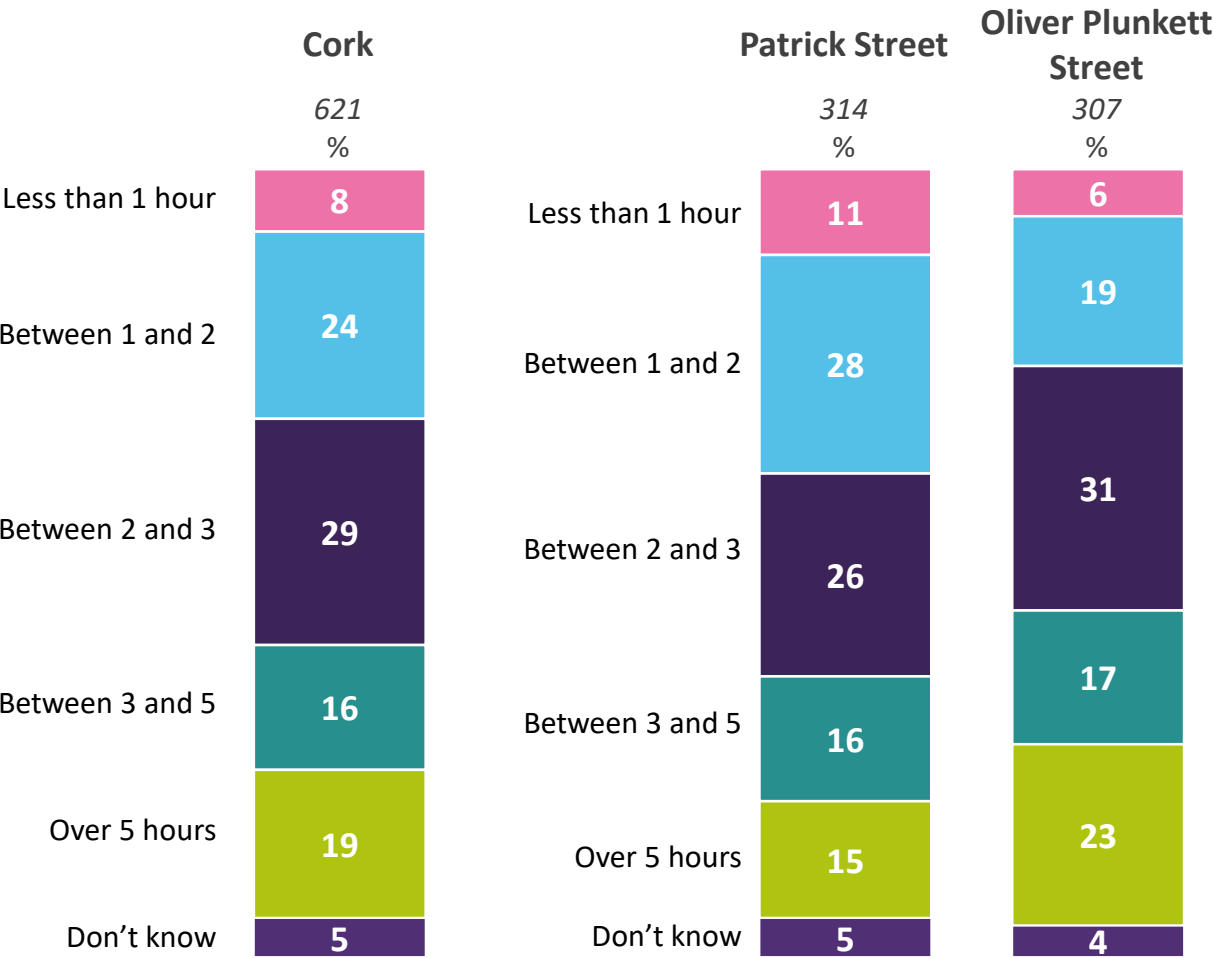
61% expect to spend up to 3 hours in the city centre



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

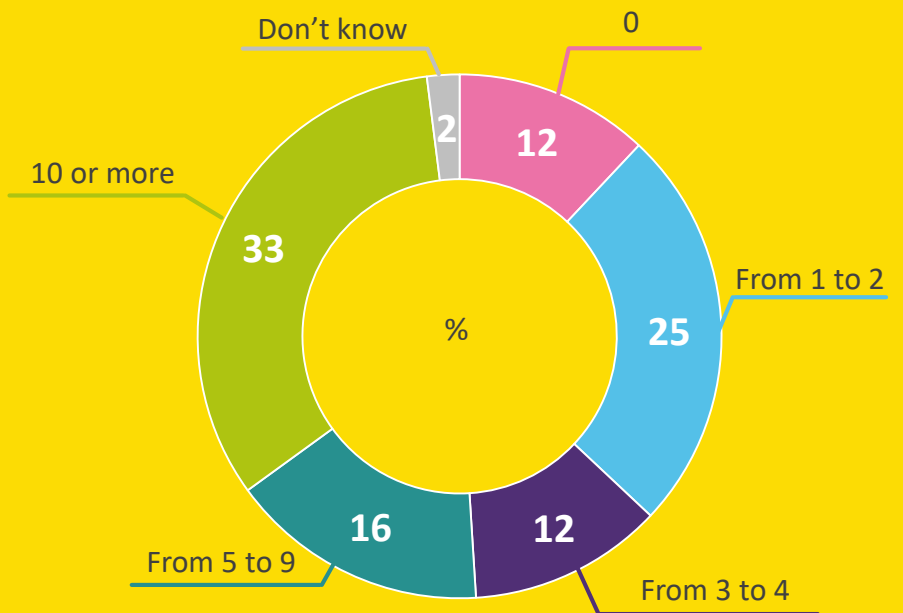
More time spent on Oliver Plunkett street compared to Patrick street

All shoppers in Cork City Centre: 621



Average
number of
visits: 7.84

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



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

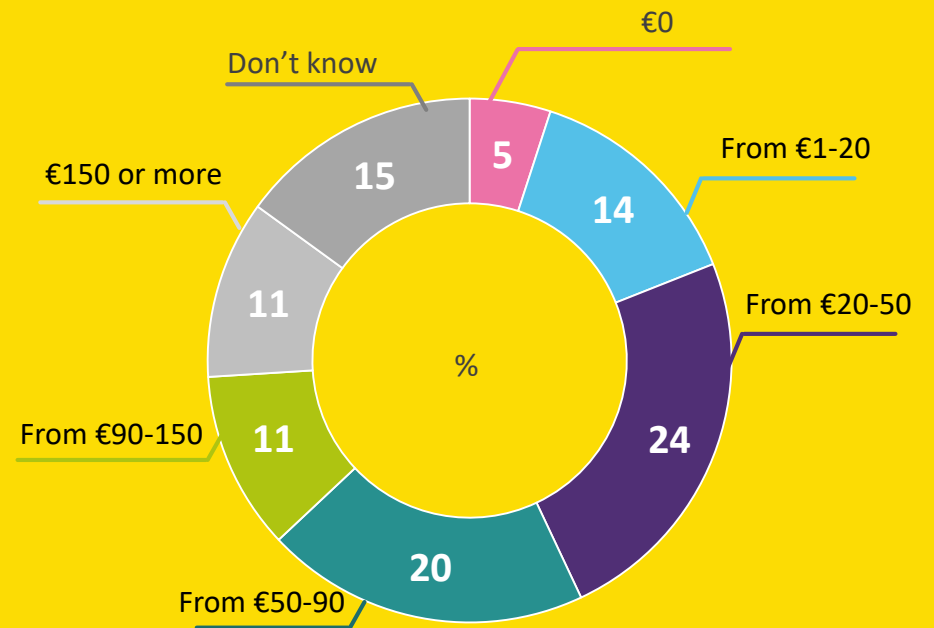
The average number of visits to the city centre over the past four weeks is just under 8 and just over 5 among those shopping, eating out, having a drink or engaging in other entertainment

All shoppers in Cork City Centre: 621



44% anticipated spending between €20 and €90 in the city centre

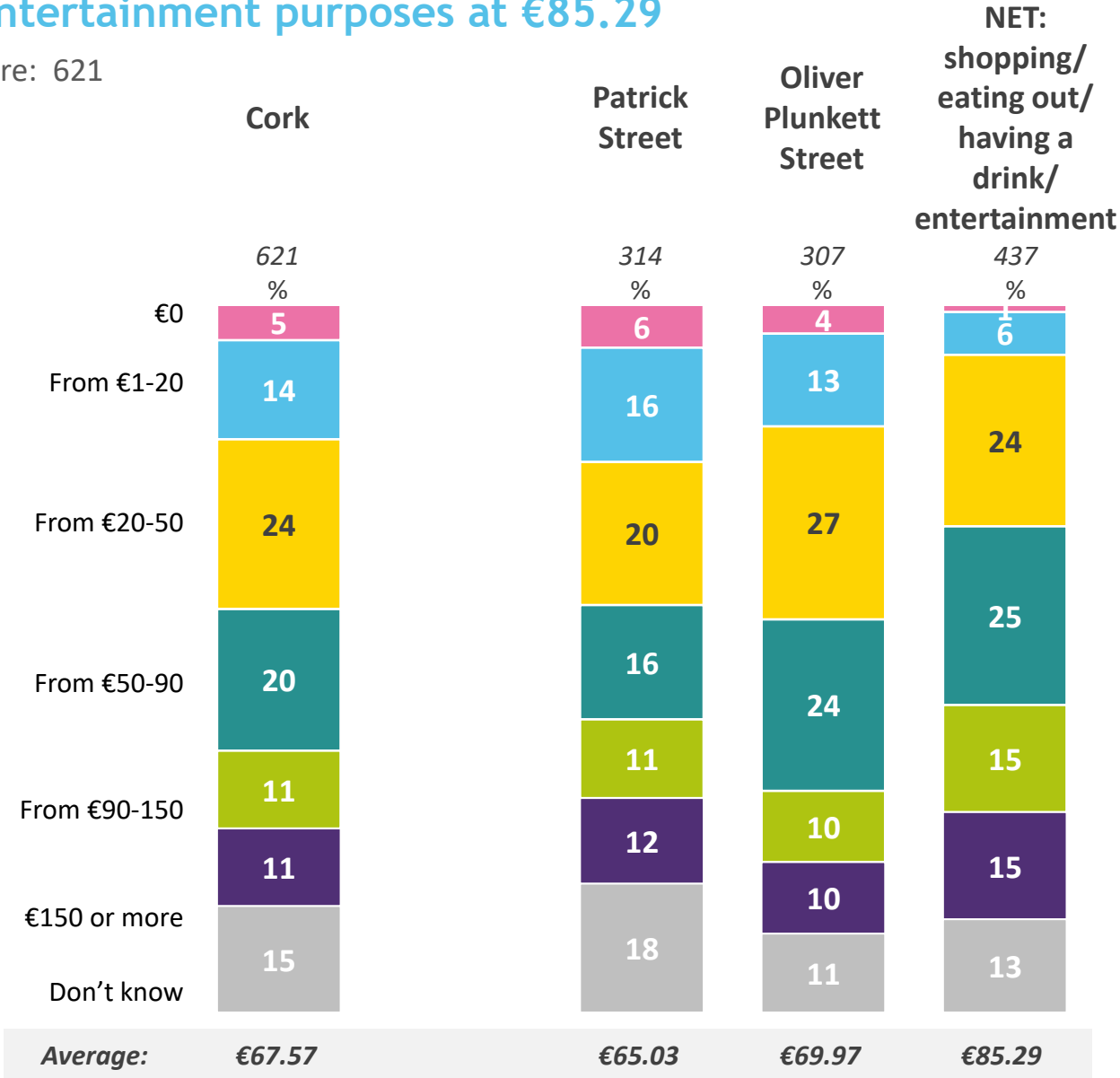
Average
spend
€67.57



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

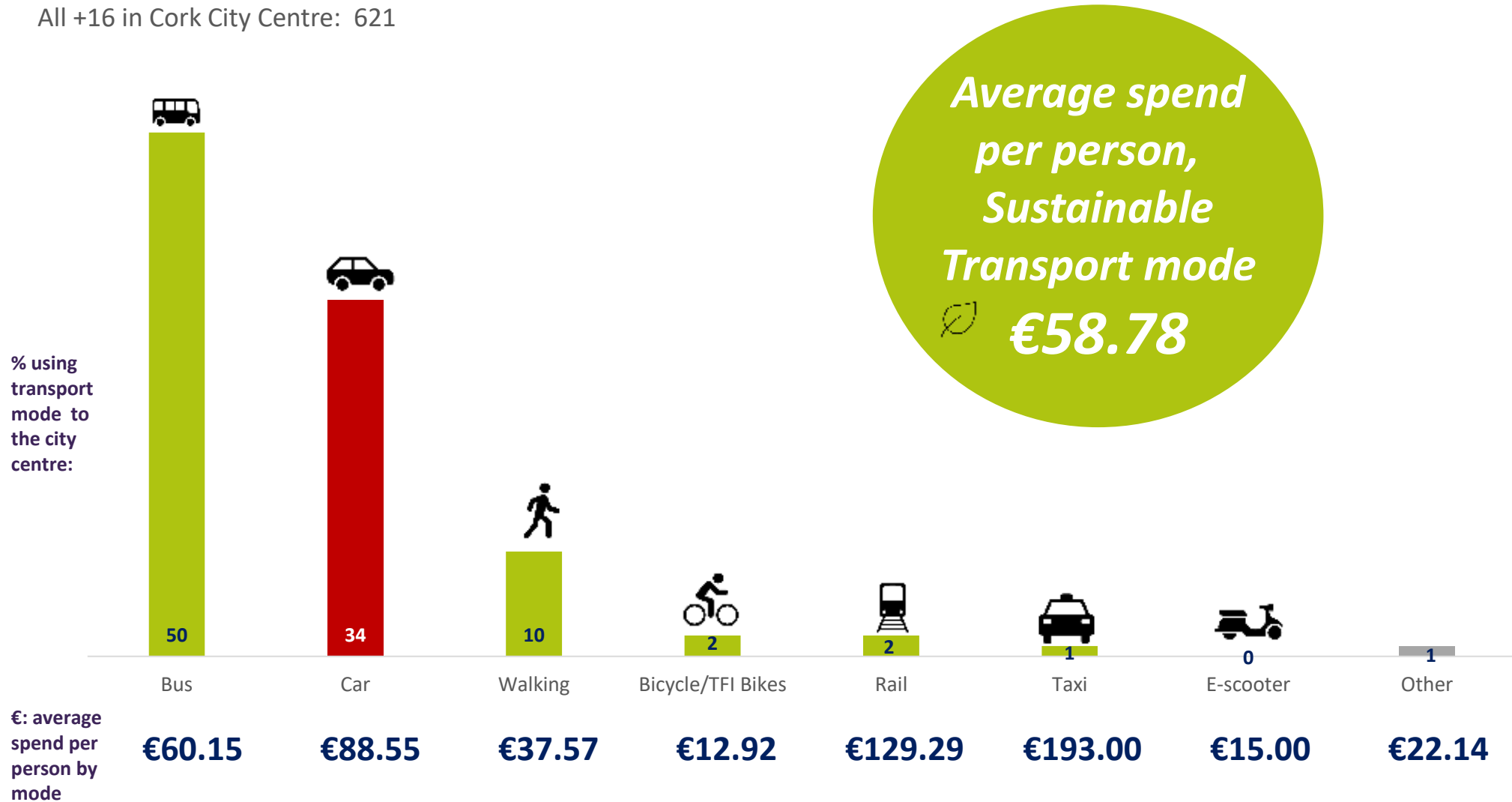
Average intended spend on the current trip to the city centre was €67.57, slightly higher among those in the city centre for shopping, eating out, having a drink or for other entertainment purposes at €85.29

All shoppers in Cork City Centre: 621



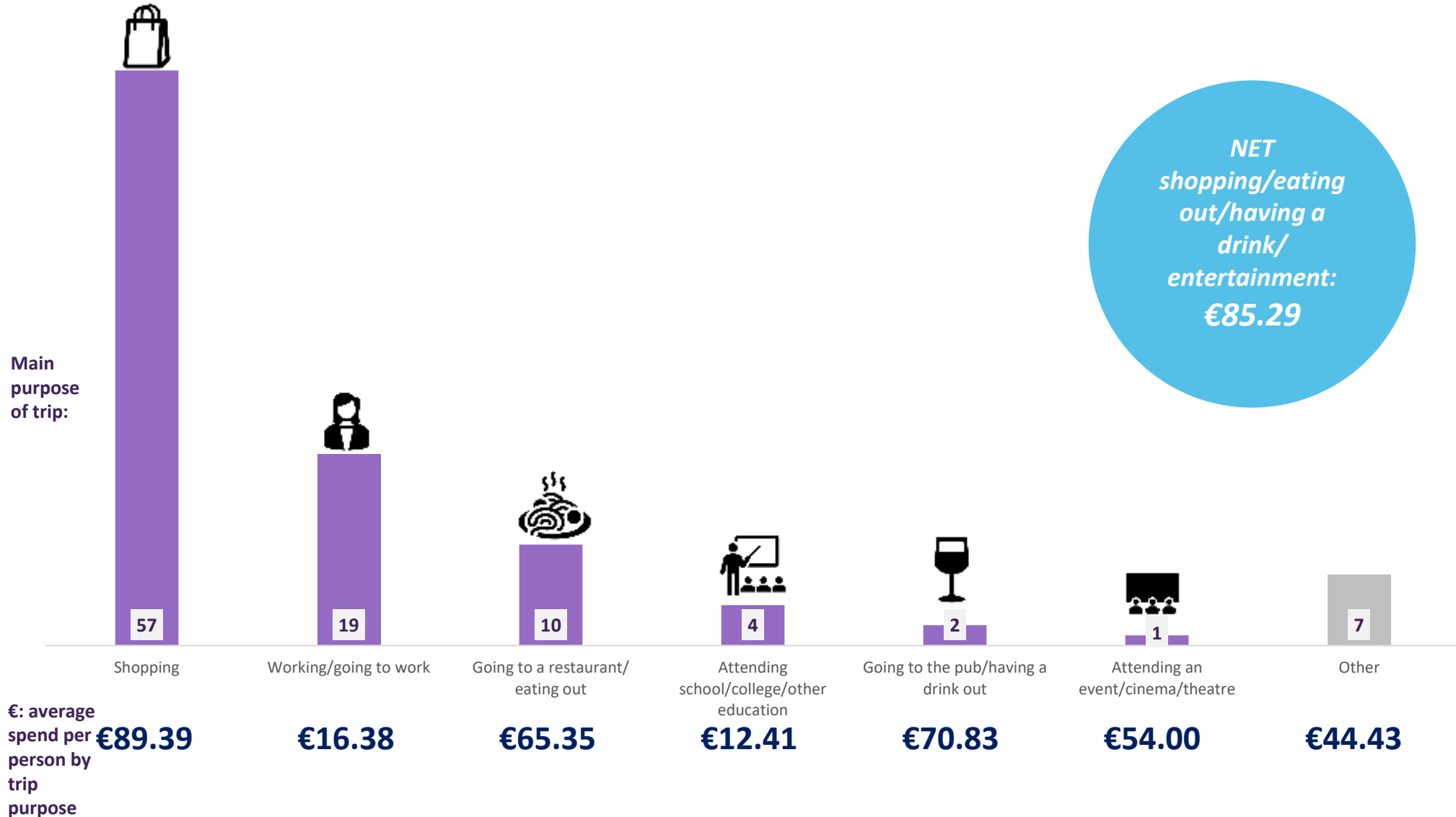
Intended spend x mode of transport: an average of €58.78 is spent by those using public transport

All +16 in Cork City Centre: 621



Intended spend x main reason for visiting city centre: those in the city centre to shop have the highest intended spend at €89.39

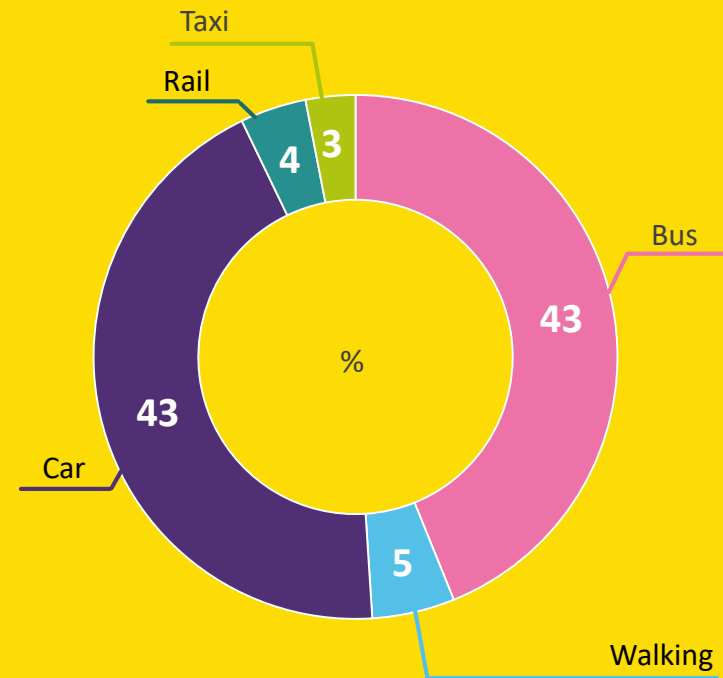
All +16 in Cork City Centre: 621



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

*Caution low base size under n=50

Bus users account for 43% of daily spend in the city centre



Sustainable mode average spend 56%



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

Sustainable modes of transport account for 56% of daily spend in the city centre with car drivers accounting for 43% of spend

All +16 in Cork City Centre: 621

Main mode of transport today:	Total	Bus	*Bicycle/ TFI Bikes	Car	*Rail	*Taxi	Walking	*E-scooter	*Other
	621	310	12	209	14	7	60	2	7
Average spend per mode of transport (today)	€67.57	€60.15	€12.92	€88.55	€129.29	€193.00	€37.57	€15.00	€22.14
Total daily spend: spend x number of people (base)	€41,961	€18,647	€155	€18,507	€1,810	€1,351	€2,254	€30	€155
Percentage of total daily spend	100%	43%	0%	43%	4%	3%	5%	0%	0%

Sustainable modes of transport account 56% of spend



Q.6 How much do you personally intend to spend on this trip to the city centre today?
 Q.8 Think again about the past four weeks, how many times have you visited the city centre?
 *Caution low base size under n=50

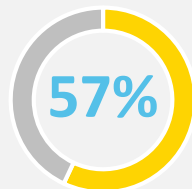


5. Summary of key findings

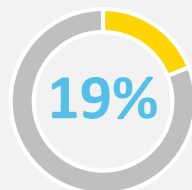
Key Findings - Cork City Centre

Visits to the city centre

Main reasons:



Shopping



Going to work



Time spend:

61% spent up to 3 hours in the city centre

7.84

Average number of visits in the past 4 weeks



Average spend per person

All 16+ in city centre :

€67.57



All using any sustainable modes (Bus, Rail, Walk, Cycle):

€58.78



All using Bus

€60.15



All using Rail

€129.29



All using car

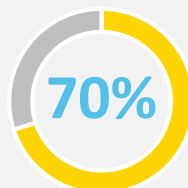
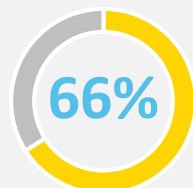
€88.55

Modes of transport used

To city centre

Home

NET sustainable mode (Bus, Rail, Walk, Cycle): :



Bus:

50%

56%



Rail:

2%

2%



Car:

34%

30%



Share of estimated daily spend in Cork city centre



Bus:

43%



Rail:

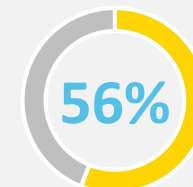
4%



Car:

43%

NET sustainable mode (Bus, Rail, Walk, Cycle): :



Thank you.



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Delve Deeper