

# LIMERICK CITY CENTRE SHOPPER SURVEY

## QUANTITATIVE SURVEY

IPSOS B&A NTA

Prepared by:  
Clare Kavanagh &  
Laura Barbonetti

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# 1. RESEARCH OBJECTIVES & METHODOLOGY



# Research Objectives & Methodology

## Objectives

The core objective of this research was to investigate how much money users of different transport methods are spending in Limerick city centre.

The research also aimed to ascertain the purpose of visits, length of stay and frequency of visits by mode of transport into Limerick city centre.

## Methodology

Interviews were conducted face-to-face using tablets and a pre-programmed survey script.

Interviews were conducted in two key shopping locations in Limerick city centre: O'Connell Street & Thomas Street.

Respondents were aged 16+ year and living in Ireland.

## Fieldwork

Fieldwork for the project took place from 4th June to 9th July 2024.

Interviewing schedules were designed to deliver a robust cross section of visitors across time of day and weekday / weekend.

## Sample

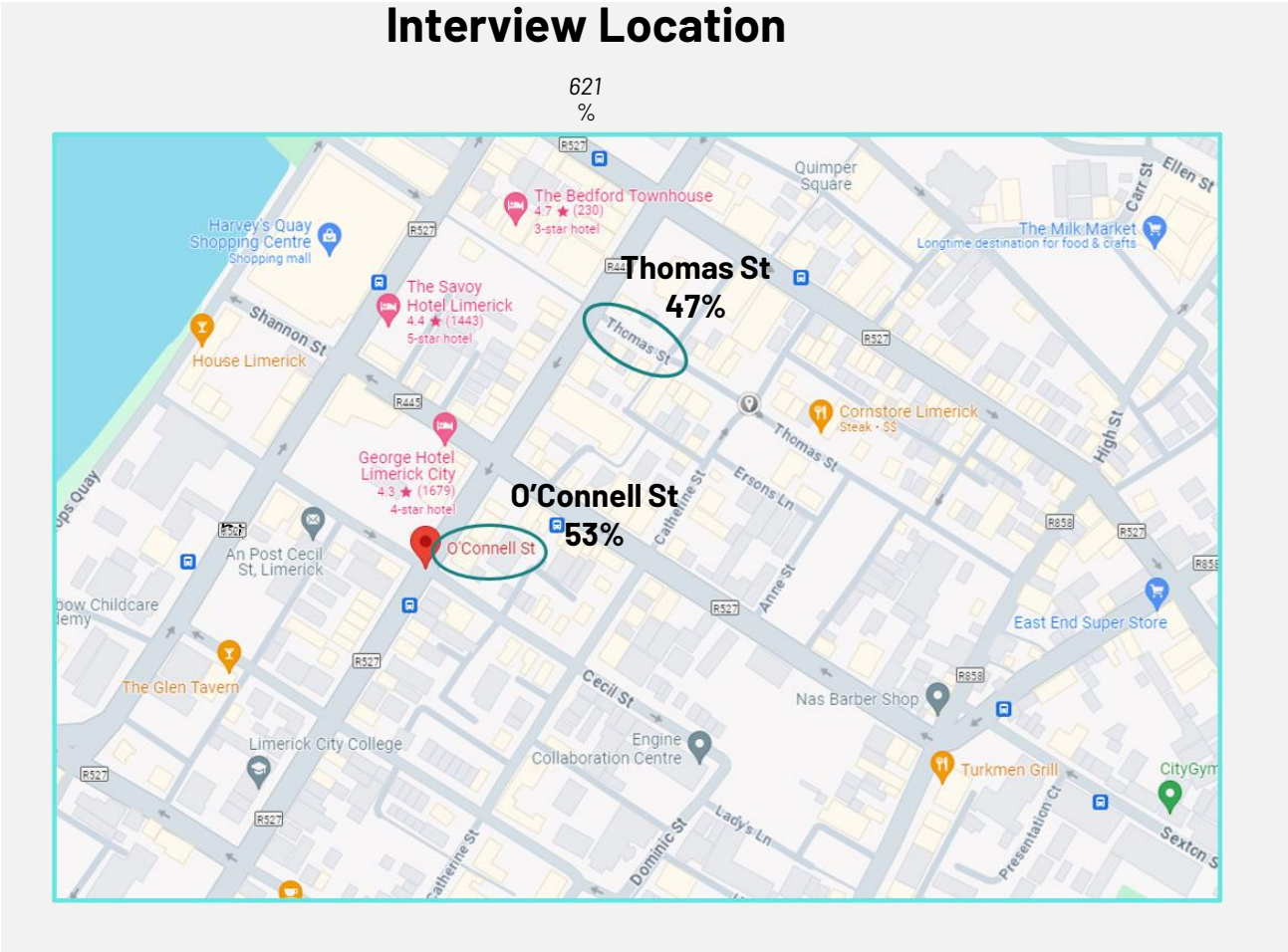
621 interviews were completed with the following spread across the two locations:

	N
<b>O'Connell Street</b>	330
<b>Thomas Street</b>	291
<b>TOTAL</b>	621

The margin of error is +/-4% at C.L. 95%

# Interviews location

Interviews equally split between Thomas Street and O'Connell Street.

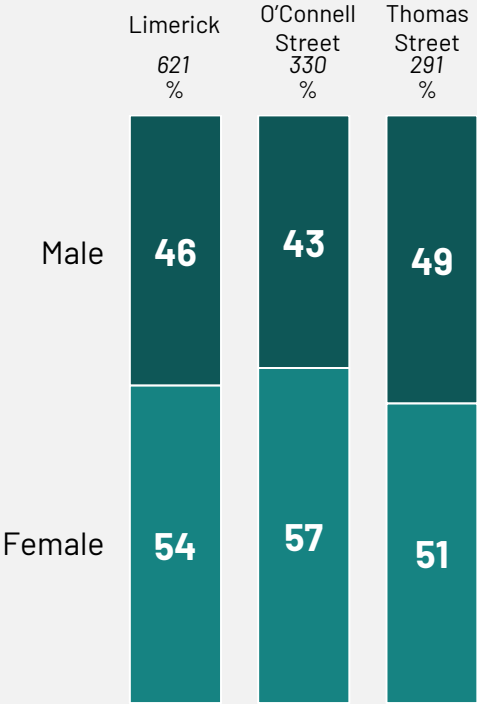


Base: All +16 in Limerick City Centre: 621

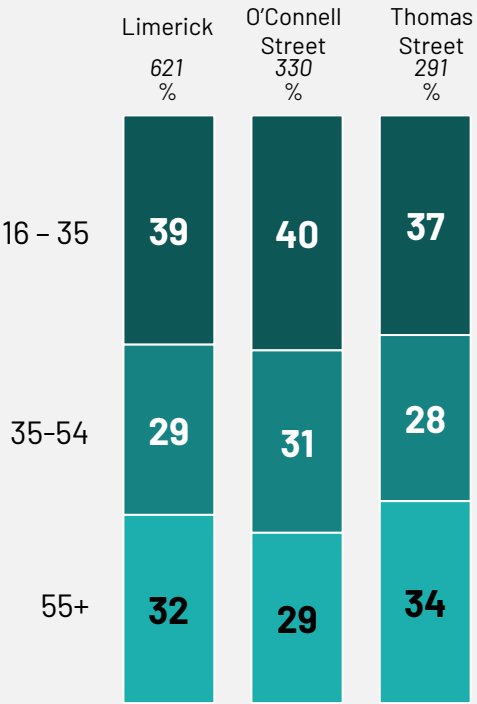
# Profile of sample

39% are under 35 years and almost half live outside Limerick City centre.

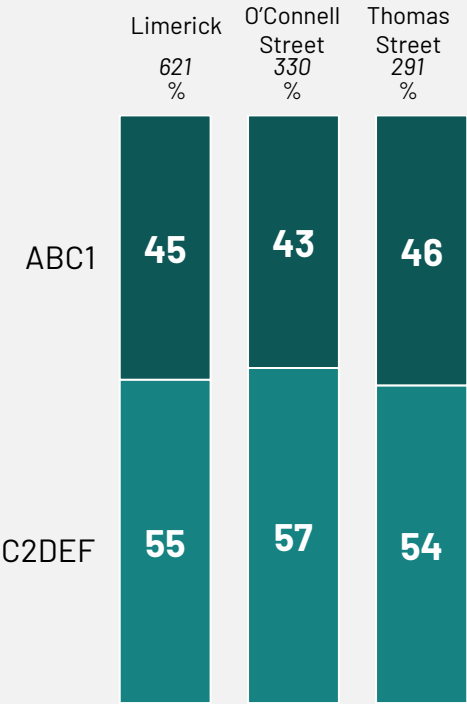
Gender



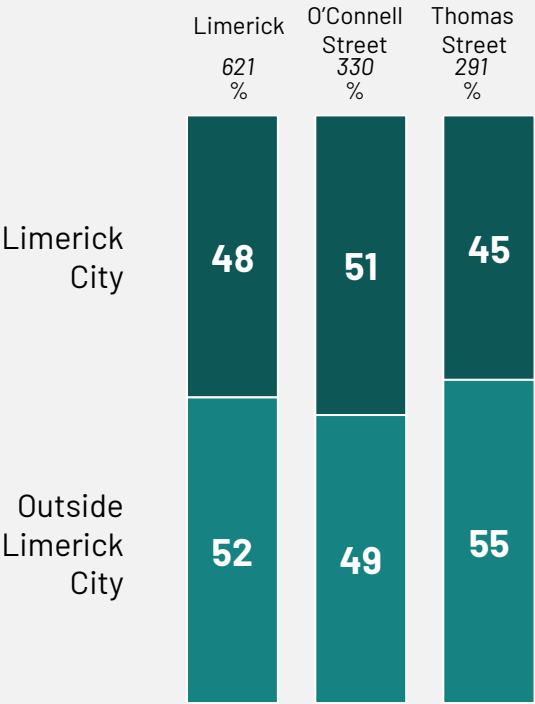
Age



Social Class



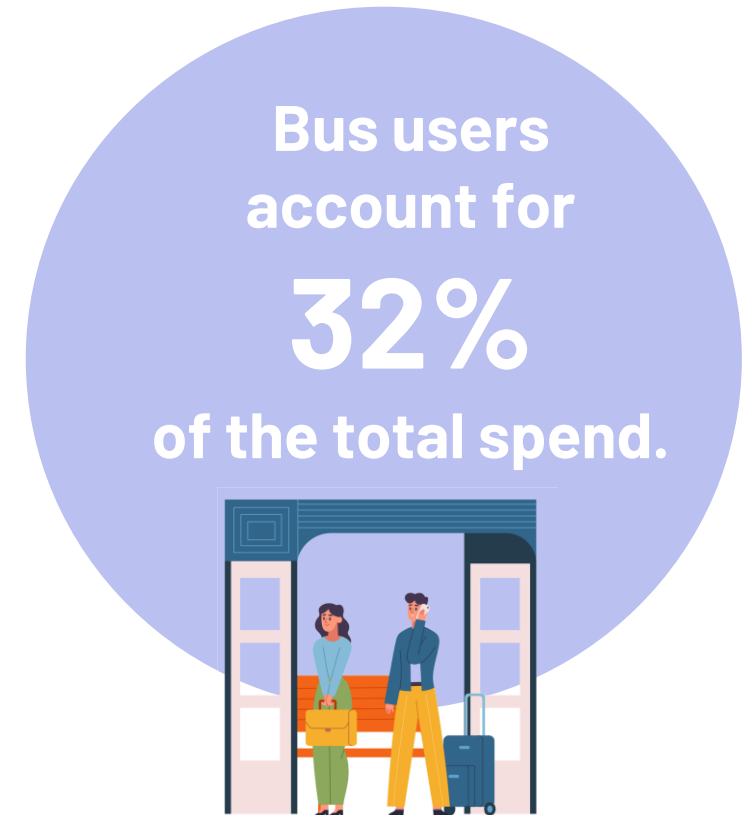
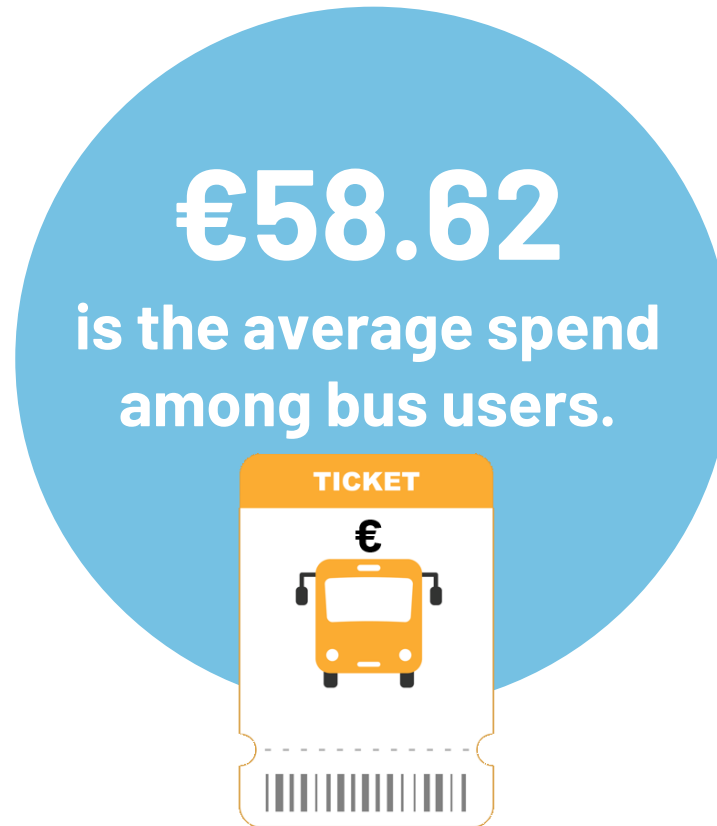
Where they live



Base: All +16 in Limerick City Centre: 621



# Top 3 Findings- Limerick City Centre Shopper Survey



Base: All +16 in Limerick City Centre: 621

Q.4 What was the main mode of transport you used to get into the city centre today?

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

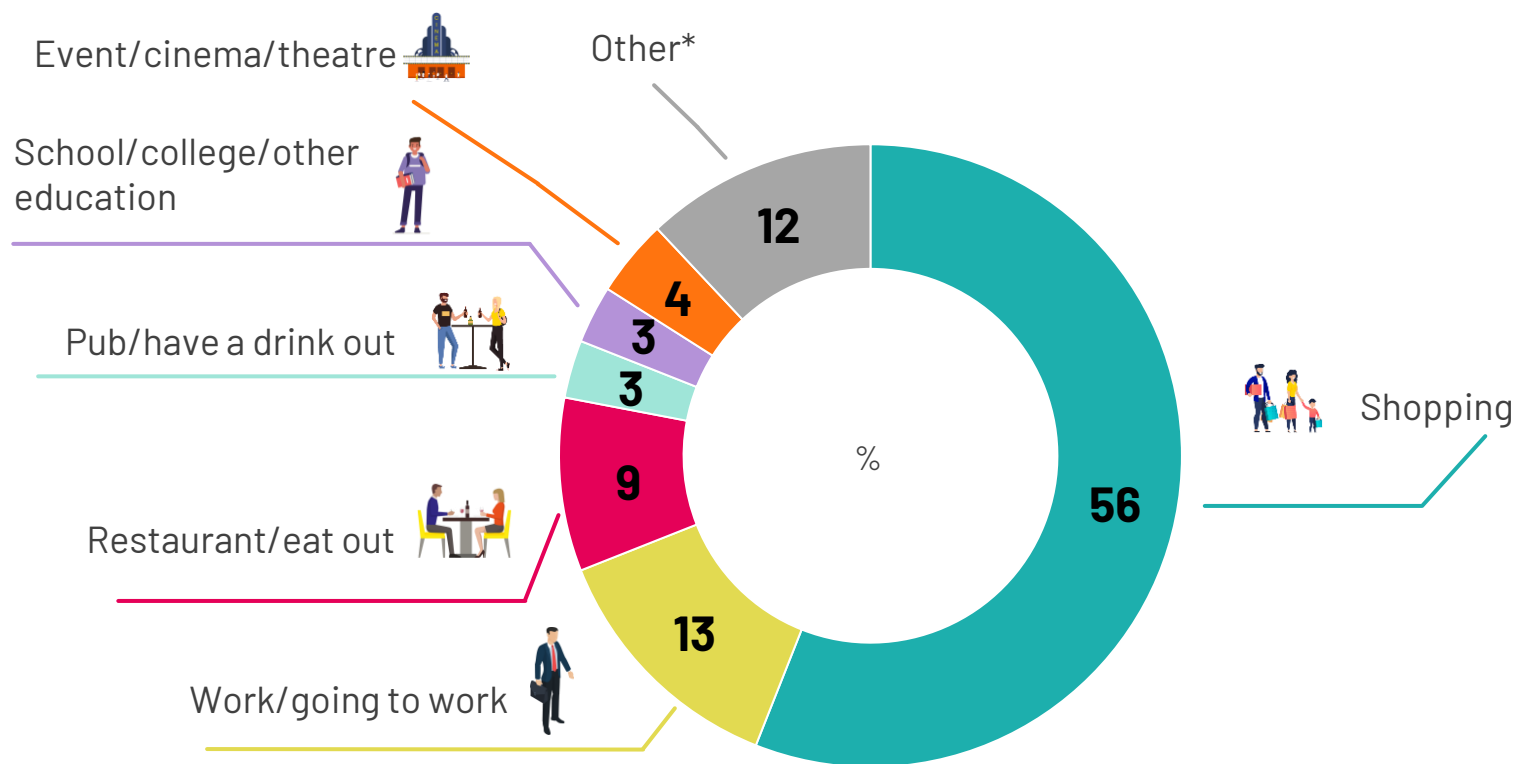
## 2. REASONS FOR VISITING LIMERICK CITY CENTRE



# Main reason for visiting Limerick City centre

(on the day of the interview)

Main reason for visiting Limerick City centre is shopping mentioned by more than half of visitors.

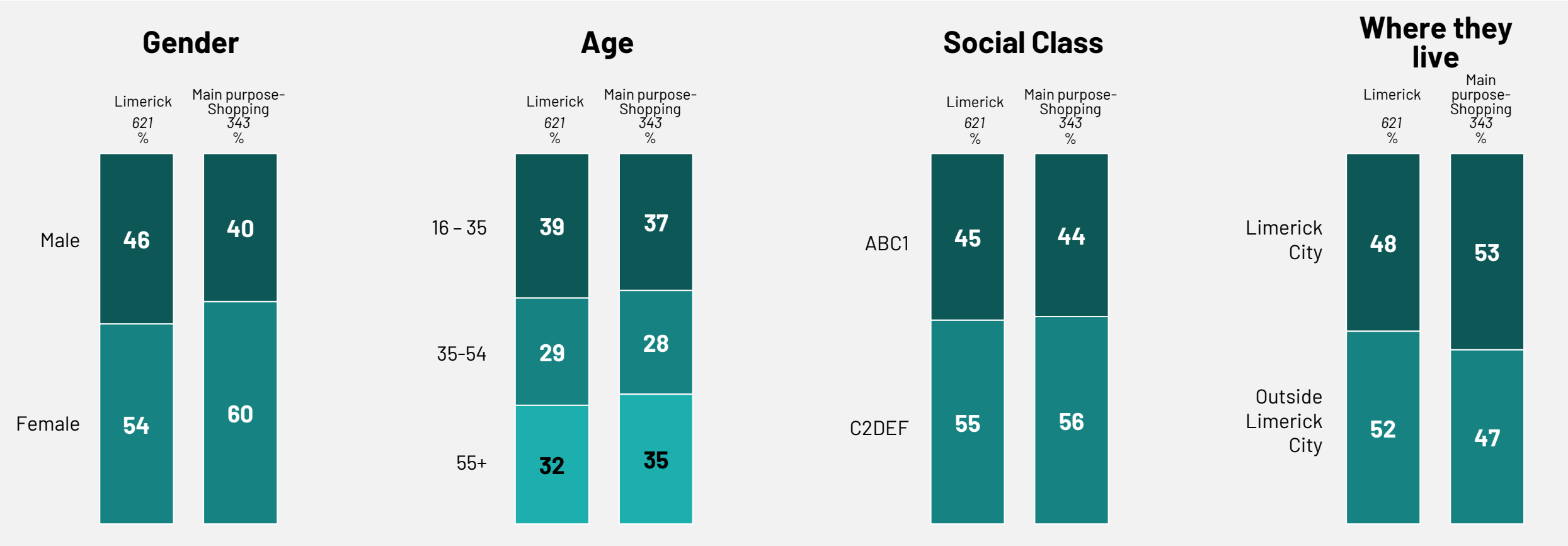


Main Reason Summary	%
Shopping	56
ANY work or school	16
ANY food or drink out	12
Event/cinema/theatre	3
Other	12

Base: All +16 in Limerick City Centre: 621  
 Q.2 What is the main purpose of your trip to the city centre today?

# Profile of those visiting for shopping

Those visiting for shopping are more likely to be female.

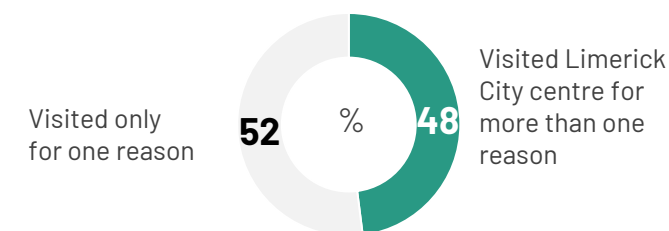
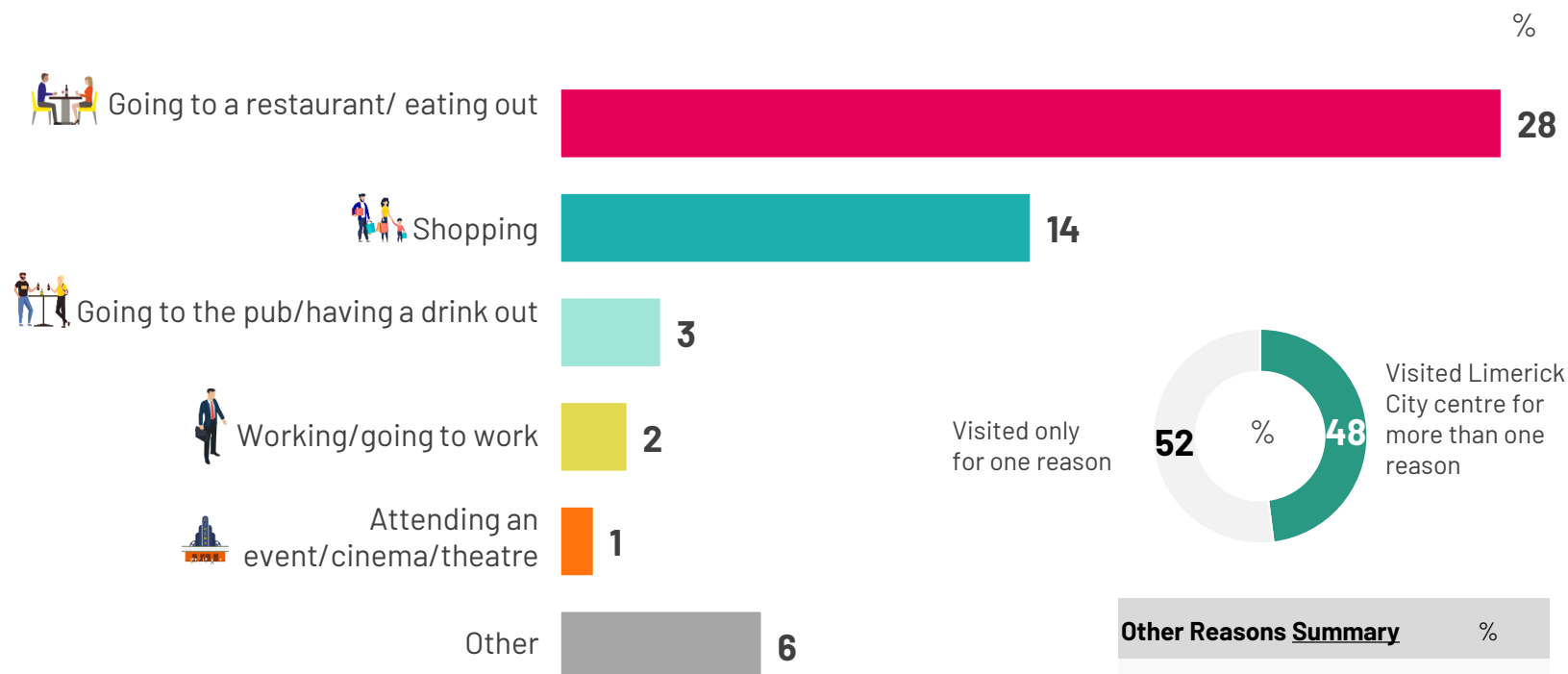


Base: All +16 in Limerick City Centre: 621  
Q.2 What is the main purpose of your trip to the city centre today?

# Other reasons for visiting Limerick City centre

(on the day of the interview)

Eating out is the most common 'other' reason for visiting Limerick City centre.



Other Reasons Summary	%
ANY food or drink out	31
Shopping	14
ANY work or school	2
Event/cinema/theatre	1
Other	6

Base: All +16 in Limerick City Centre: 621  
Q.3 Are there any other reasons for your trip to the city centre today?

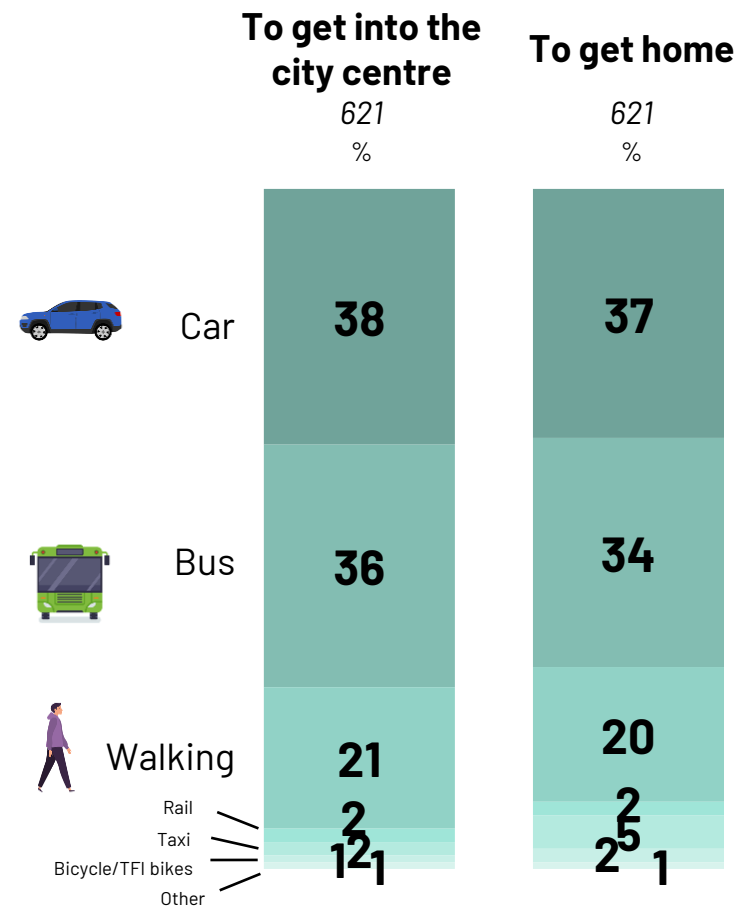


# 3. MODE OF TRANSPORT USED

# Modes of transport used

(on the day of the interview)

36% used the bus to get into Limerick city centre while 38% used the car.



**NET sustainable mode:**

**60%**

**58%**



**NET public transport:**

**39%**

**41%**

Base: All +16 in Limerick City Centre: 621

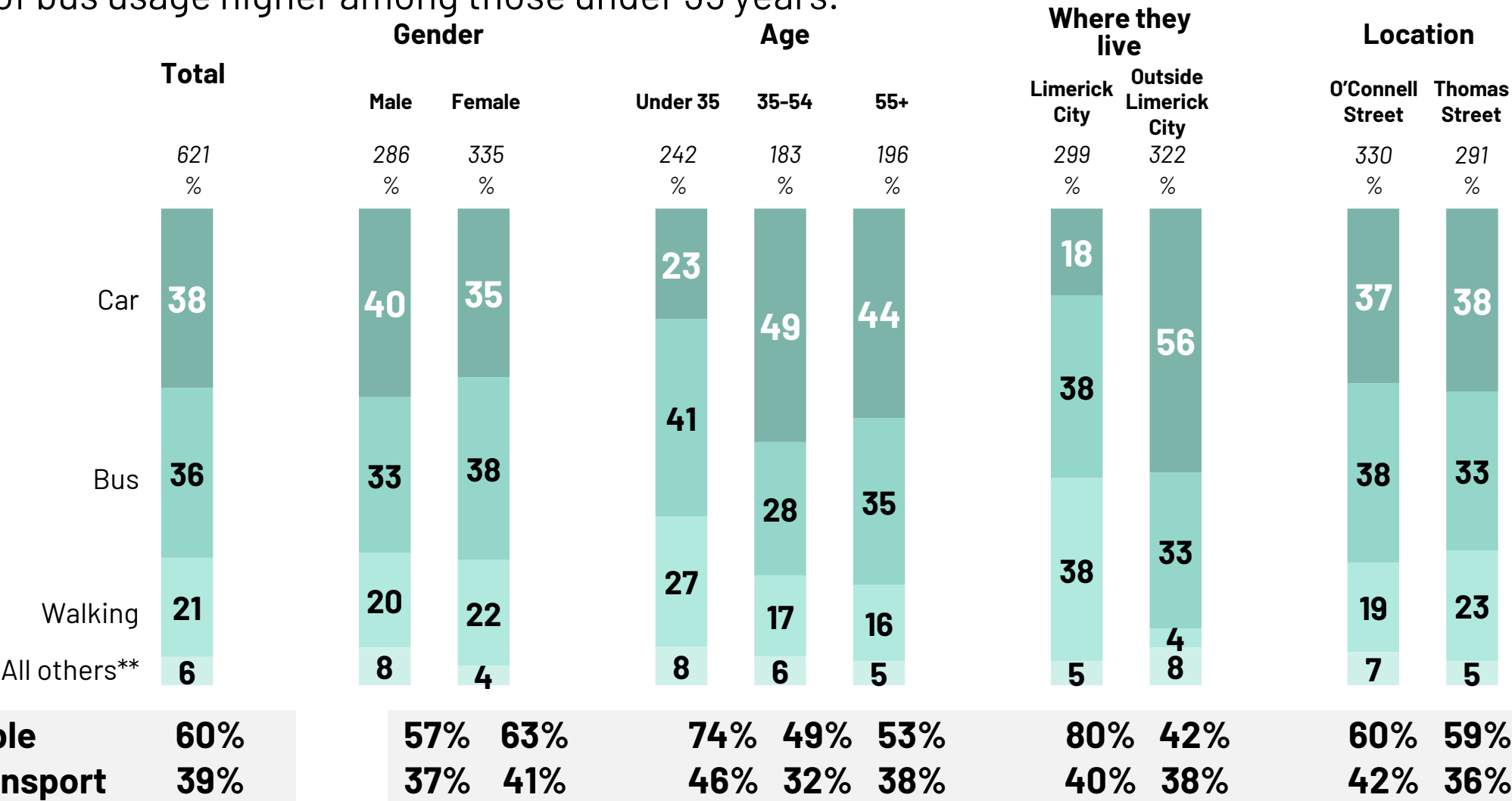
Q.4 What was the main mode of transport you used to get into the city centre today?

Q.5 What will be the main mode of transport that you will use to get home today?

Net sustainable mode includes Bus, Walking, Rail and Bicycle.

# Modes of transport used by demos

Incidence of bus usage higher among those under 35 years.



Base: All +16 in Limerick City Centre: 621

Q.4 What was the main mode of transport you used to get into the city centre today?

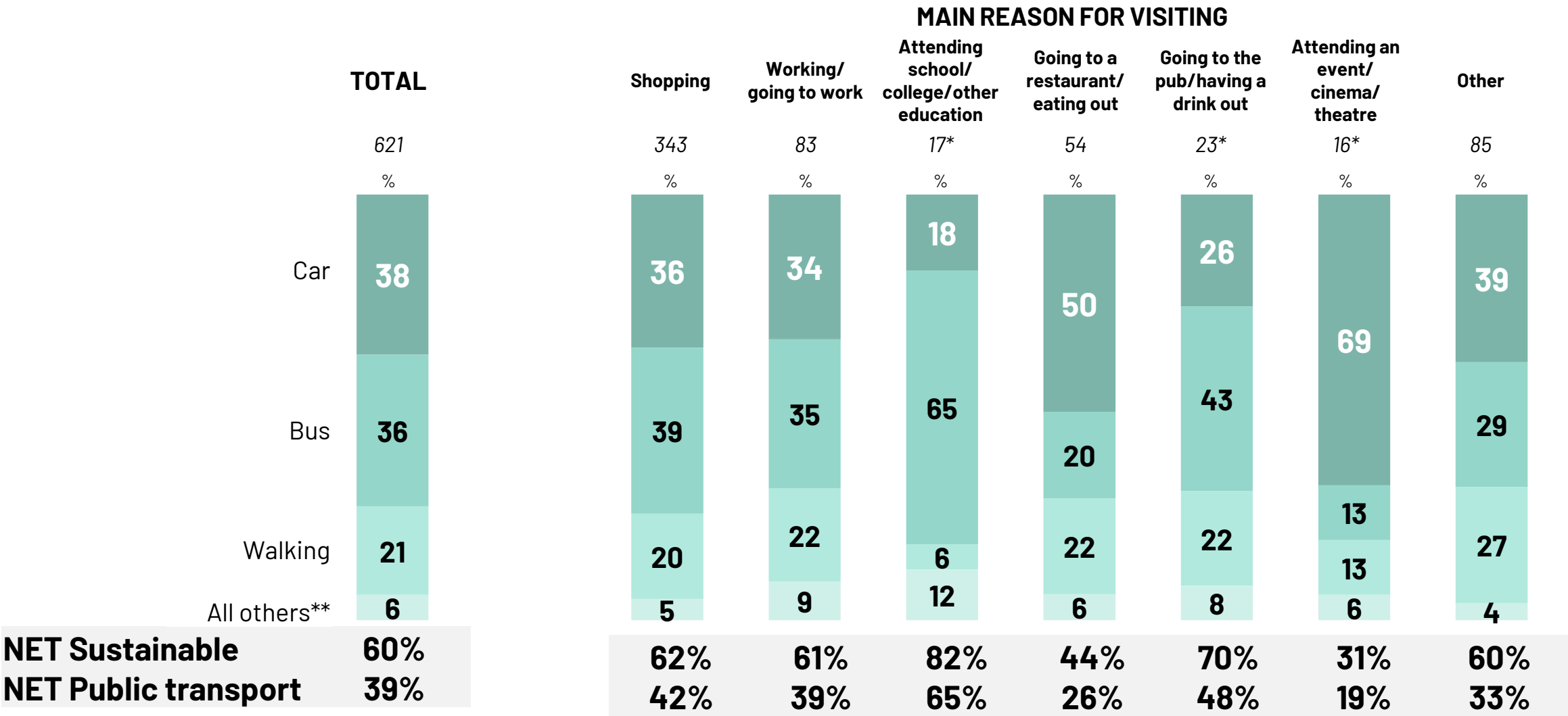
\*\*Includes Rail, Taxi, Bicycle and Other .

Net sustainable mode includes Bus, Walking, Rail and Bicycle.



# Modes of transport used by reason for visiting

Higher incidence of bus use among those going to Limerick City centre for education.



Base: All +16 in Limerick City Centre: 621

Q.4 What was the main mode of transport you used to get into the city centre today?

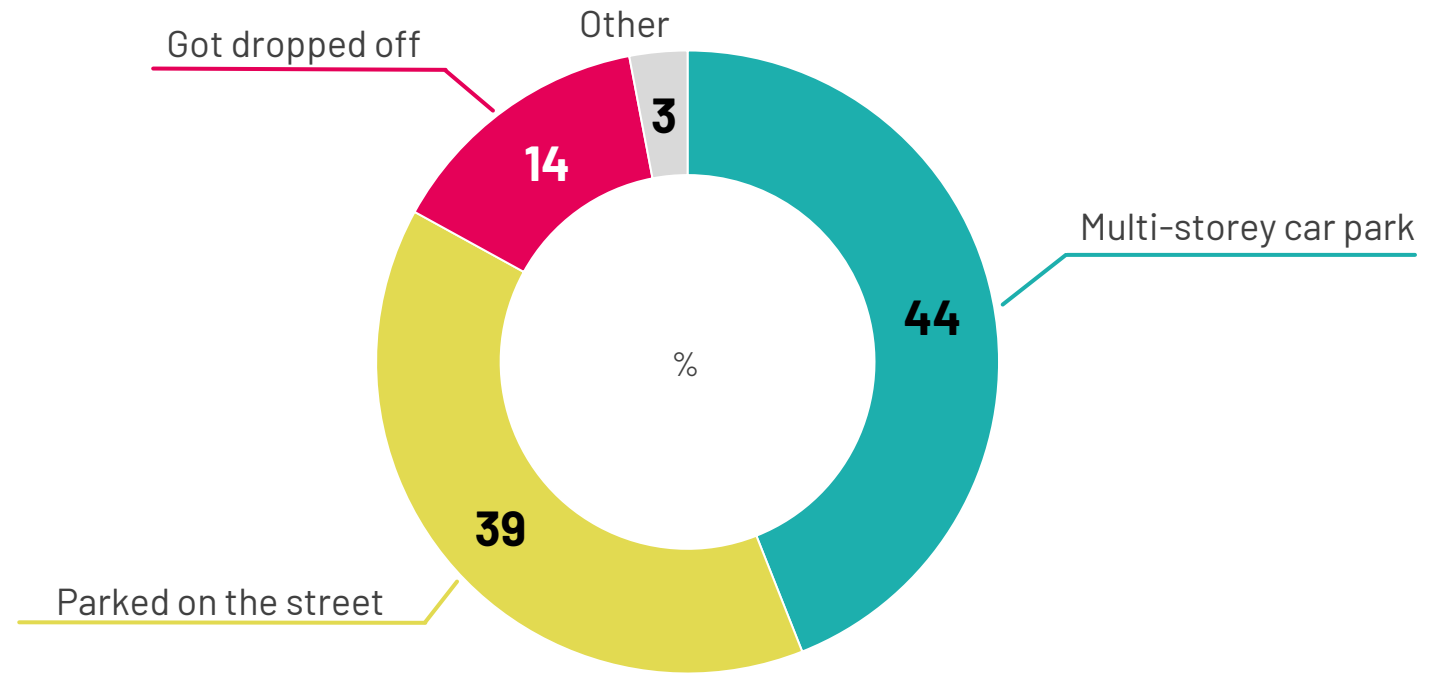
16

\*Caution: small base \*\*Includes Rail, Taxi, Bicycle and Other

Net sustainable mode includes Bus, Walking, Rail and Bicycle.

# Parking in Limerick City Centre

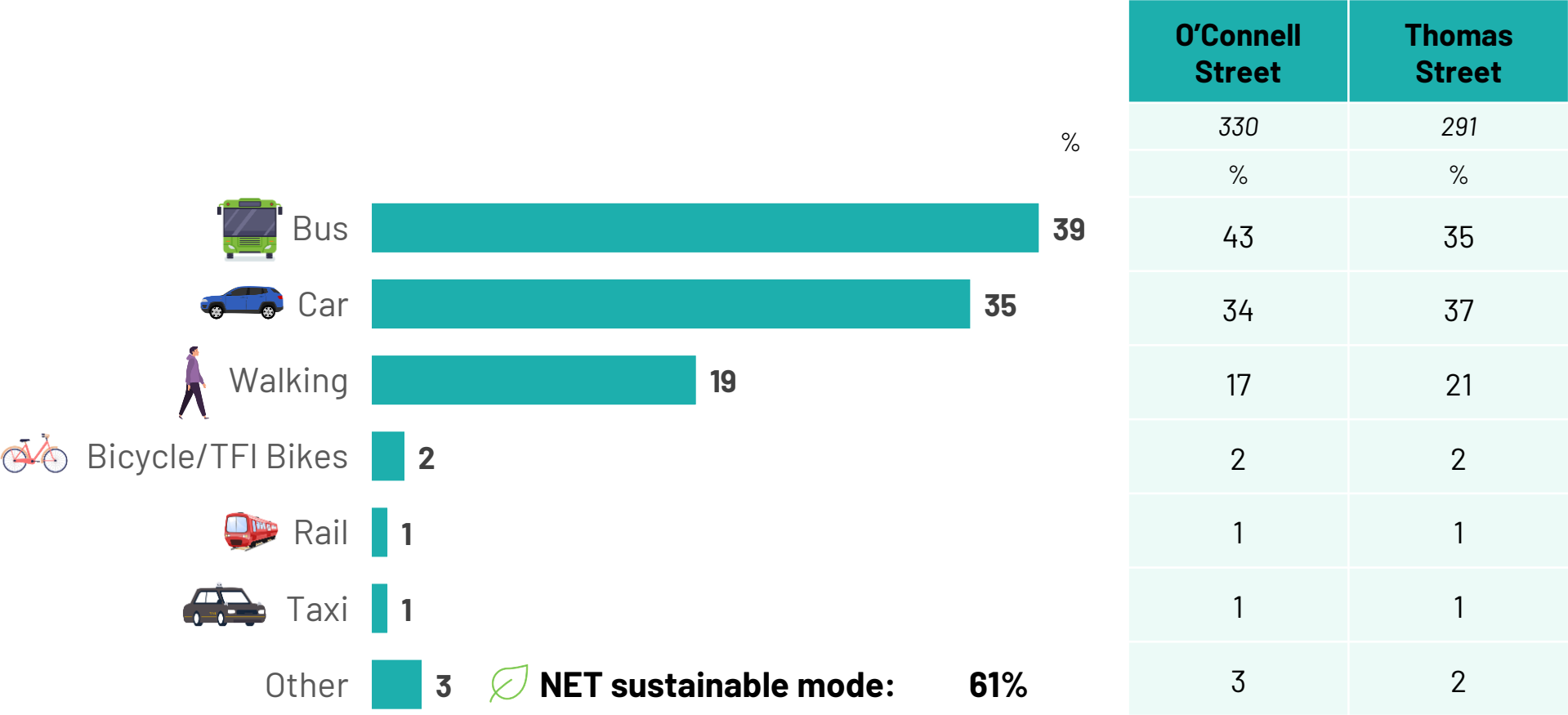
44% of those who used a car to get to Limerick city centre parked in a multi-storey car park.



Base: All +16 used a car to get into Limerick City Centre: 233  
Q.4a Where did you park today?

# Main mode of transport used to get into Limerick City centre (past four weeks)

Almost 4 in 10 stated that the bus is the main mode of transport they use to get to Limerick City centre.



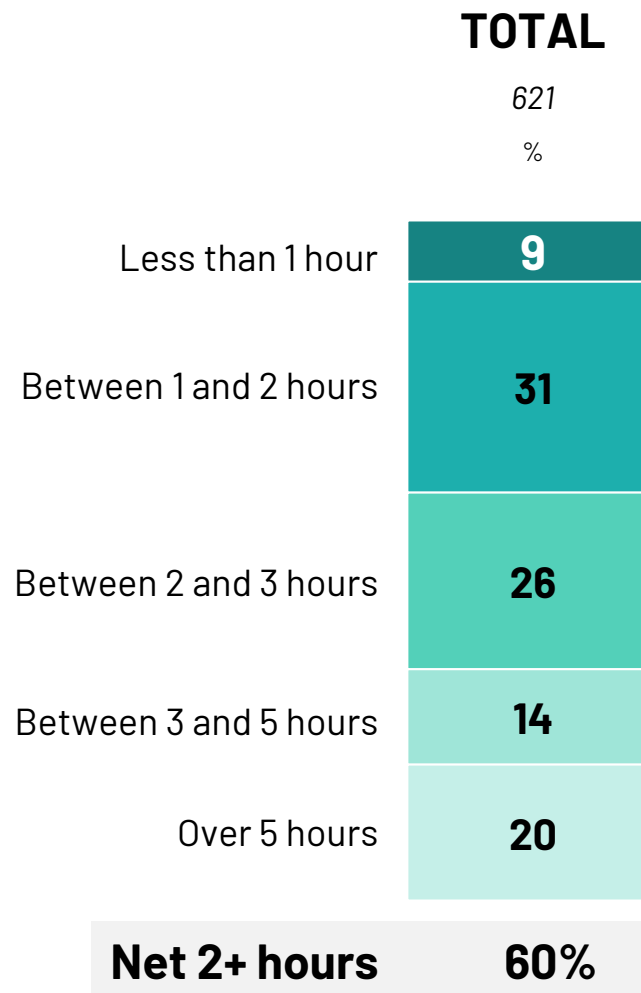


# 4. LENGTH OF VISIT IN LIMERICK CITY CENTRE

# Anticipated length of visit

(on the day of the interview)

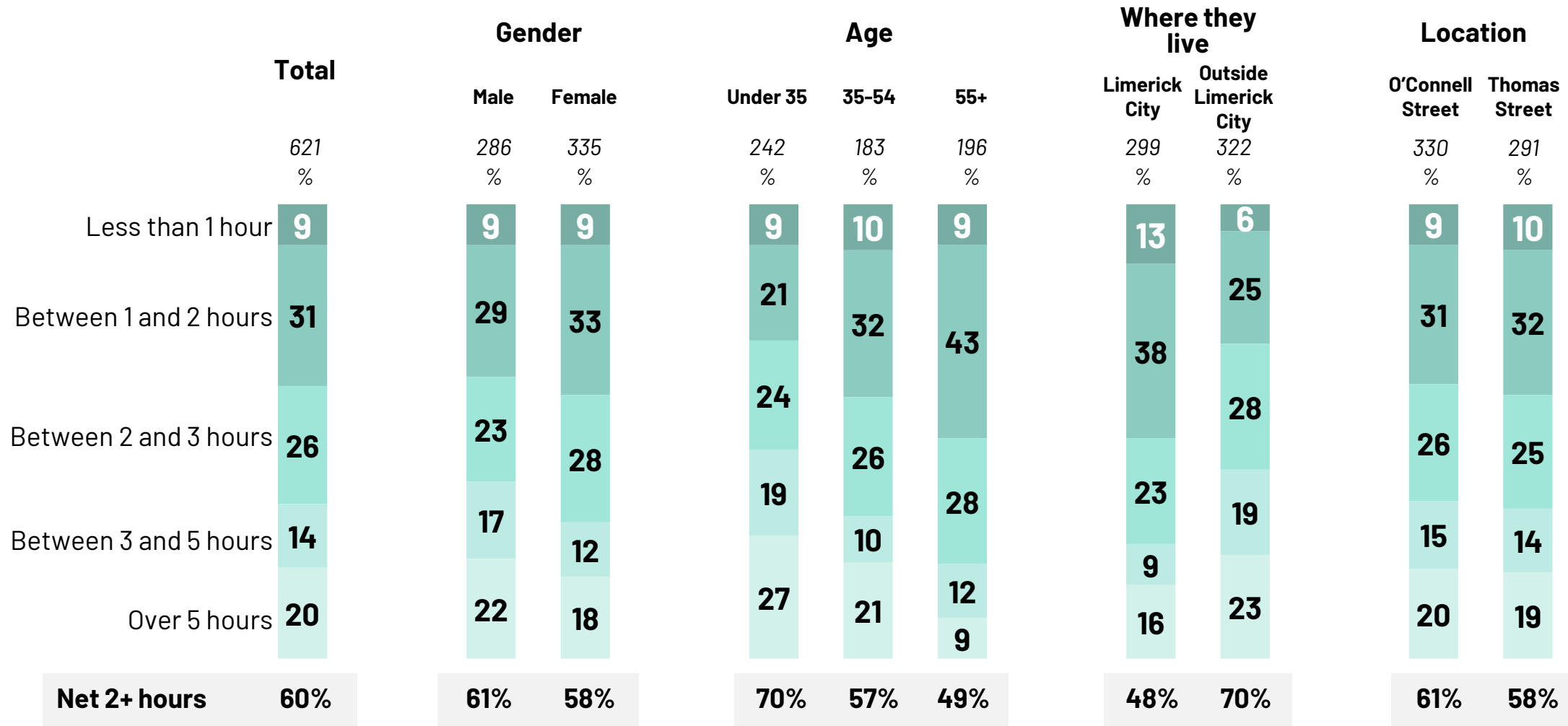
60% anticipated to spend 2 or more hours in Limerick city centre.



Base: All +16 in Limerick City Centre: 621  
Q.7 Approximately how long do you expect to spend in the city centre today?

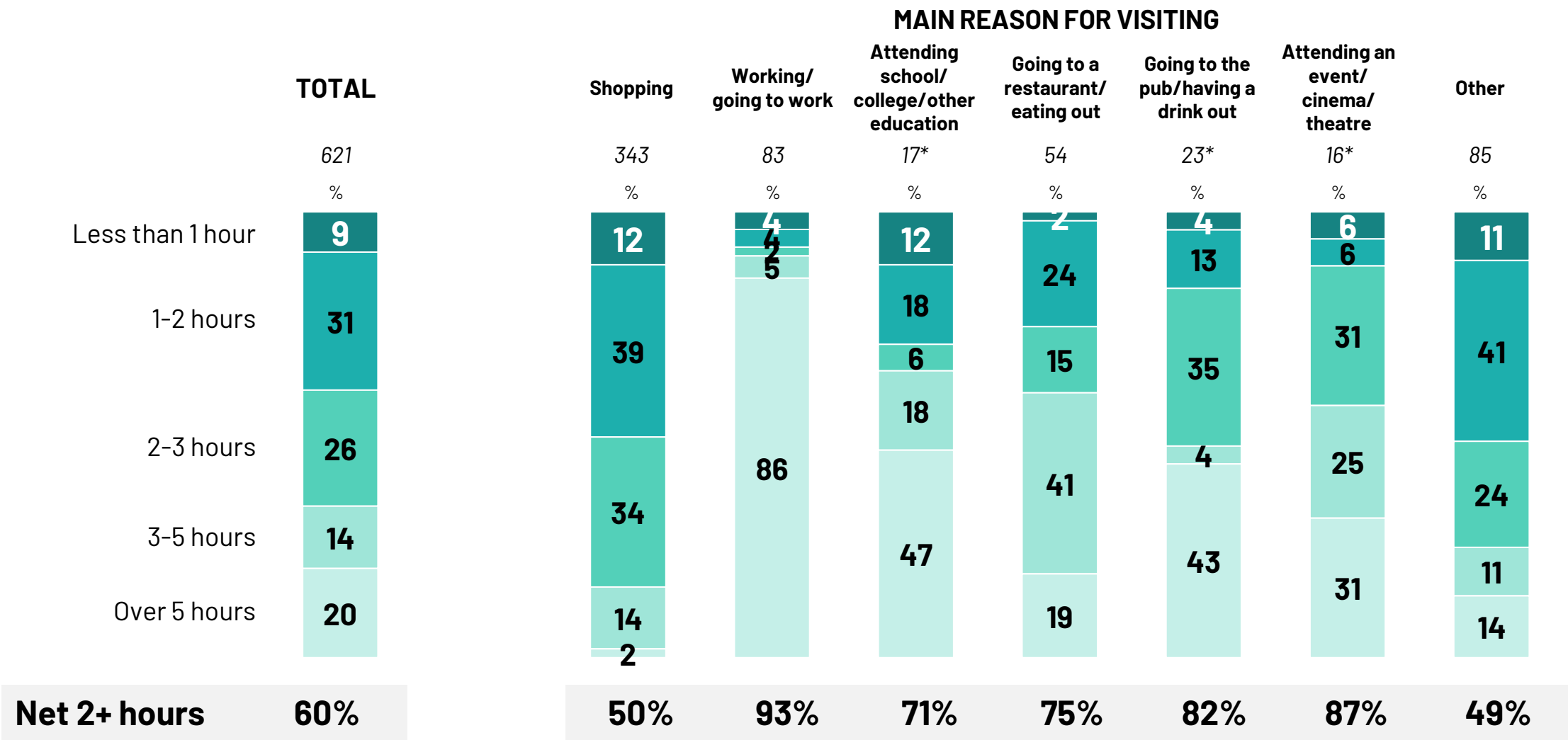
# Anticipated length of visit by demos

Younger cohort more likely to spend 2+ hours in Limerick City centre.



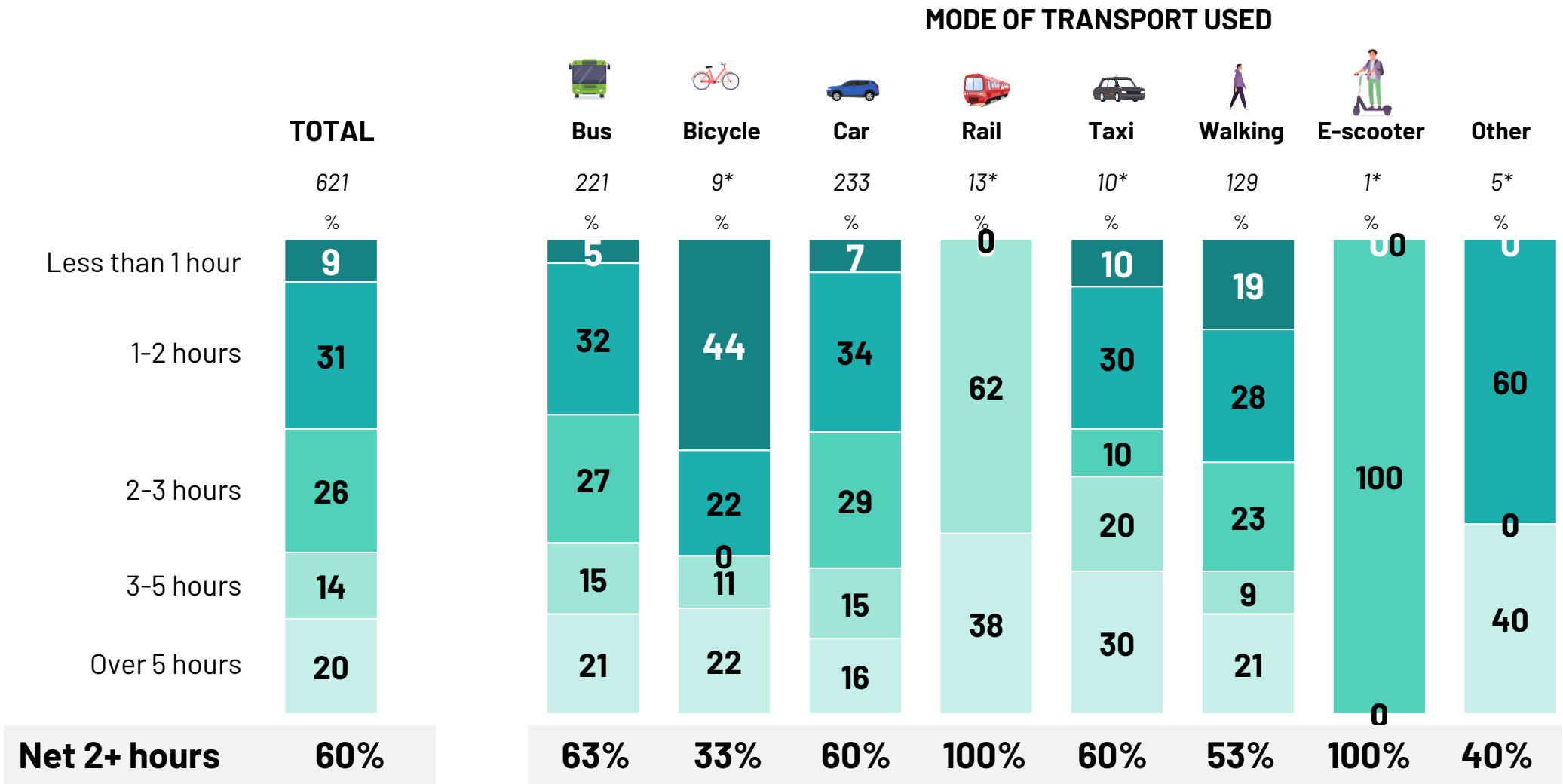
# Anticipated length of visit by main reason for visiting

Those visiting for shopping more likely to stay for shorter visits.



# Anticipated length of visit by mode of transport used

Those travelling to Limerick city by car or bus tend to spend a similar amount of time.

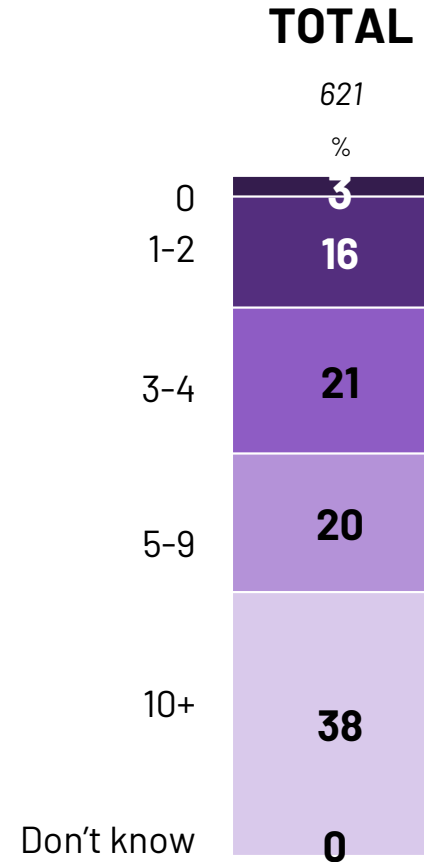




# Number of visits to Limerick City centre

(past four weeks)

58% have visited the city centre at least 5 times in the past four weeks.



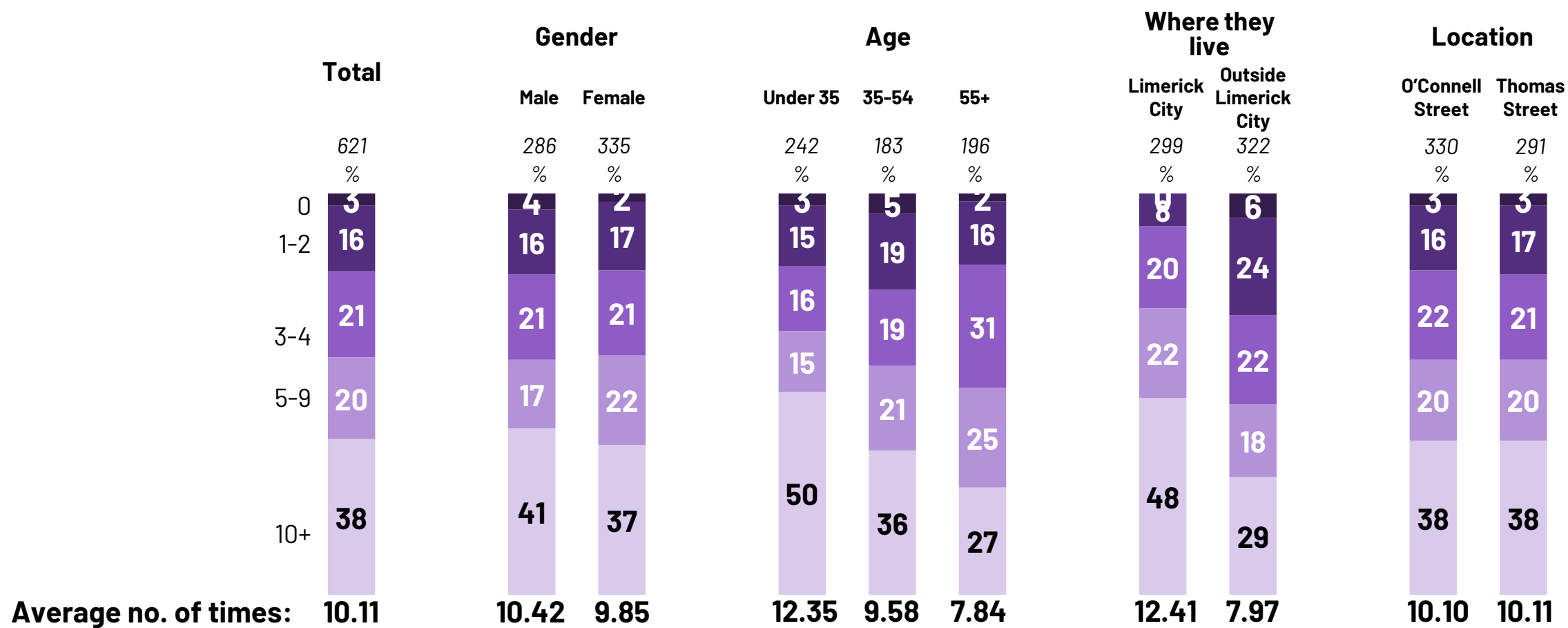
**Average no. of times: 10.11**

Base: All +16 in Limerick City Centre: 621

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

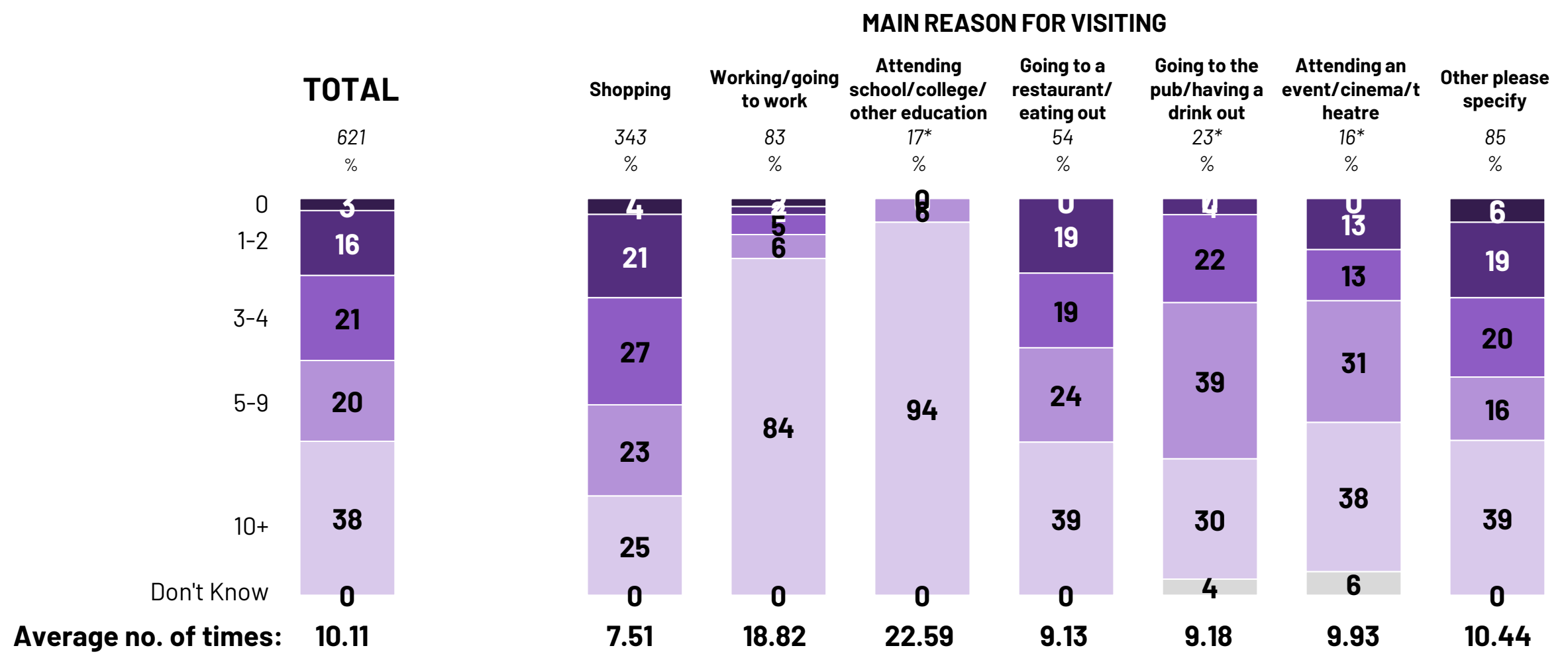
# Number of visits to Limerick City Centre by demos

Same incidence of visits between O’Connell Street and Thomas Street visitors.



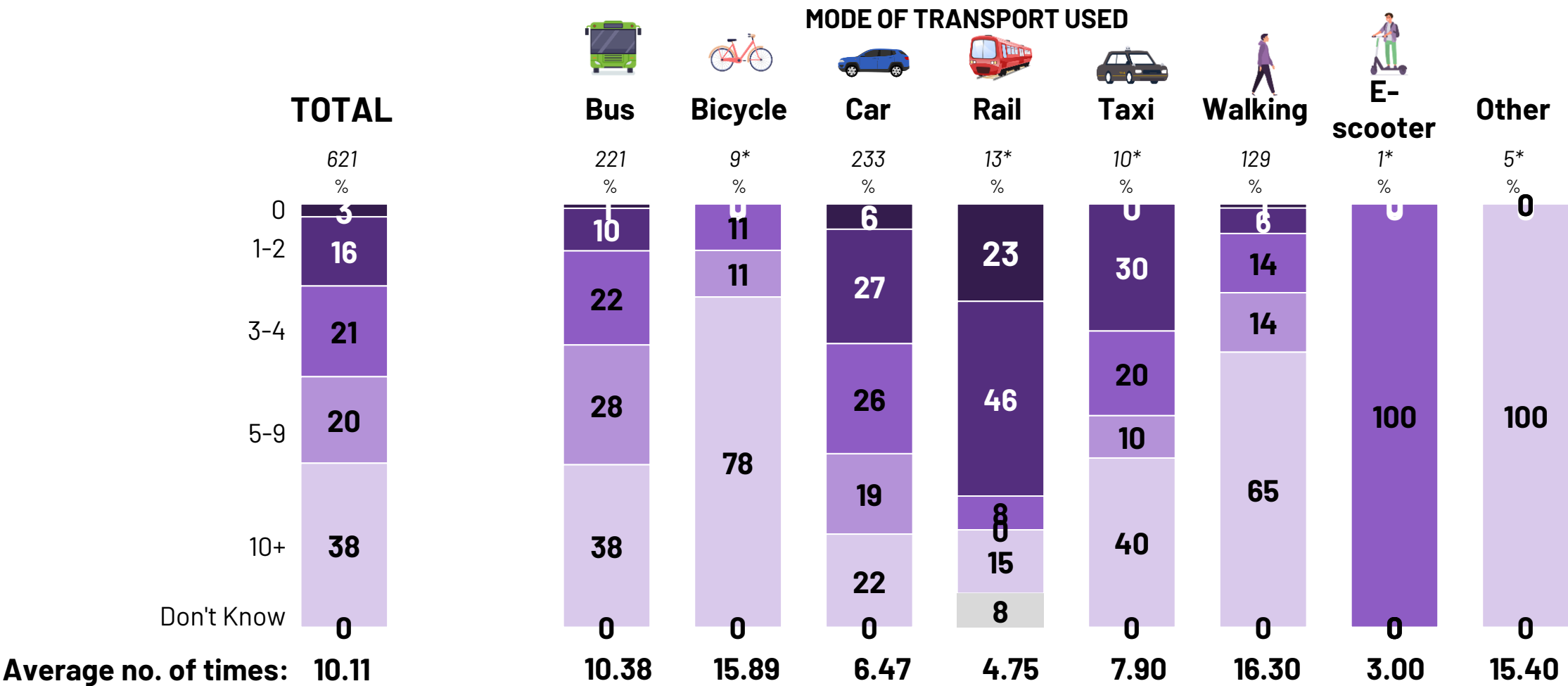
# Number of visits to Limerick City Centre by main reason for visiting

Those visiting for shopping visited Limerick City centre about 7 times past four weeks.



# Number of visits to Limerick City Centre by mode of transport used

Those using the bus visited Limerick Centre 10 times in the past four weeks.



Base: All +16 in Limerick City Centre: 621

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

27

\*Caution: small base

# 5. ANTICIPATED SPEND

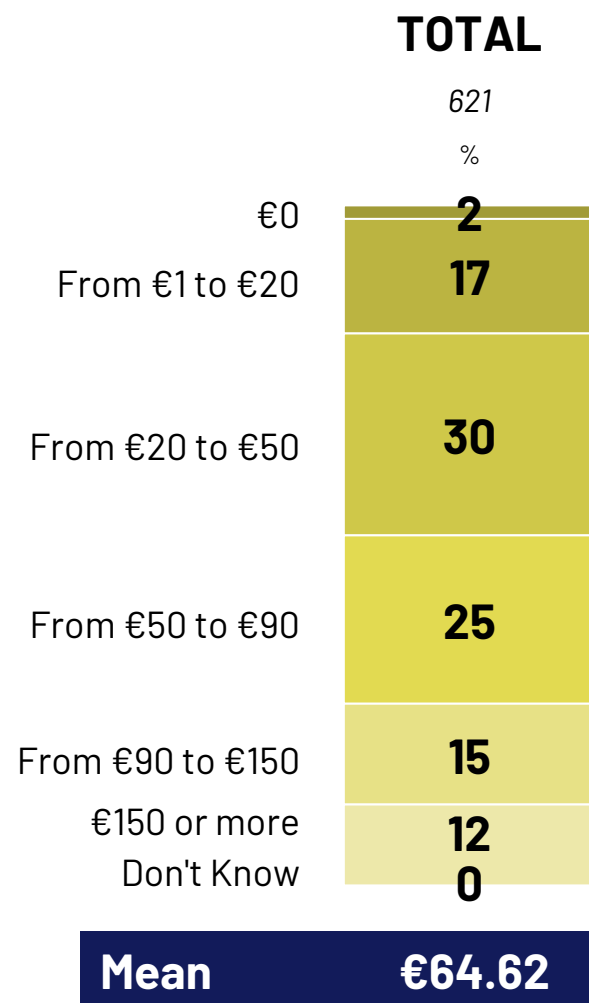




# Anticipated spend

(on the day of the interview)

The average spend was €64.62 with about half expecting to spend more than €50.

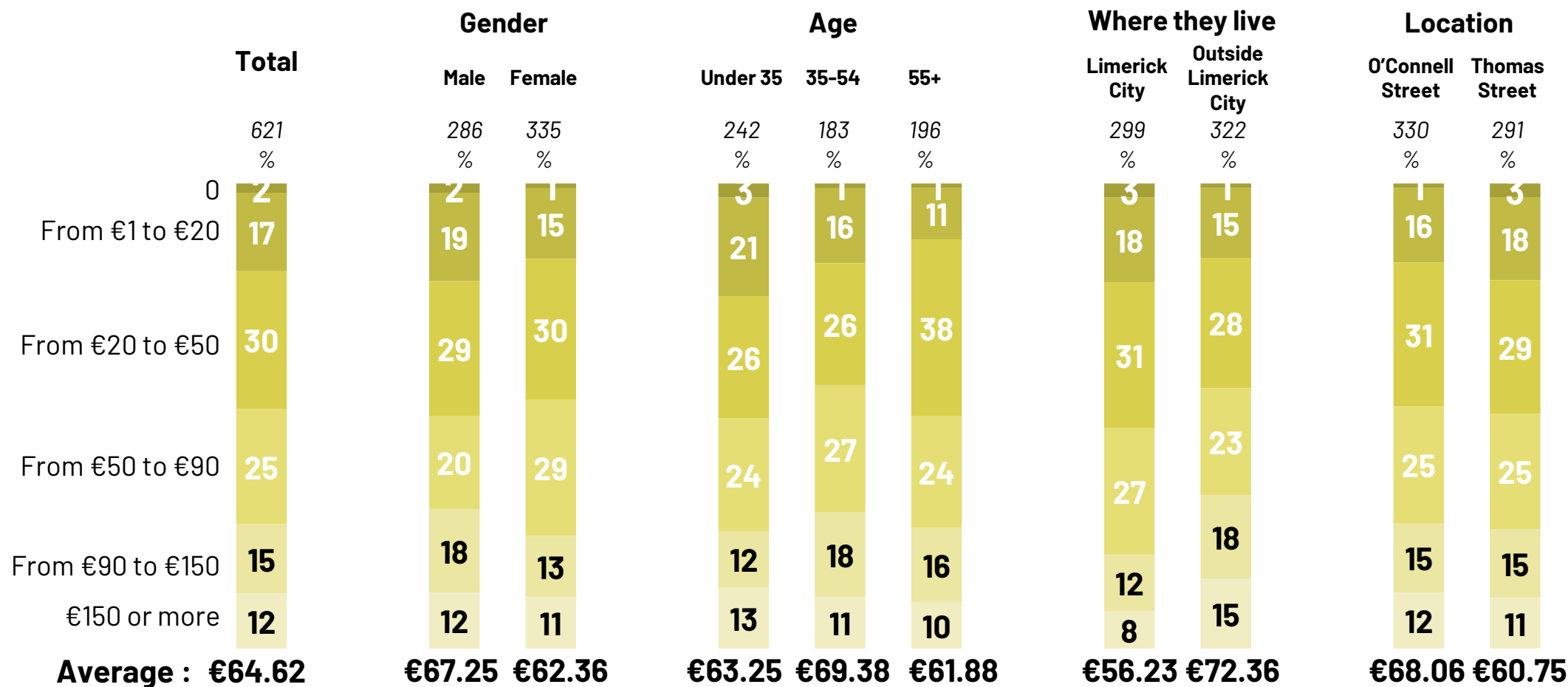


Base: All +16 in Limerick City Centre: 621

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

# Anticipated spend by demos

Anticipated spend is marginally higher among O'Connell Street visitors.

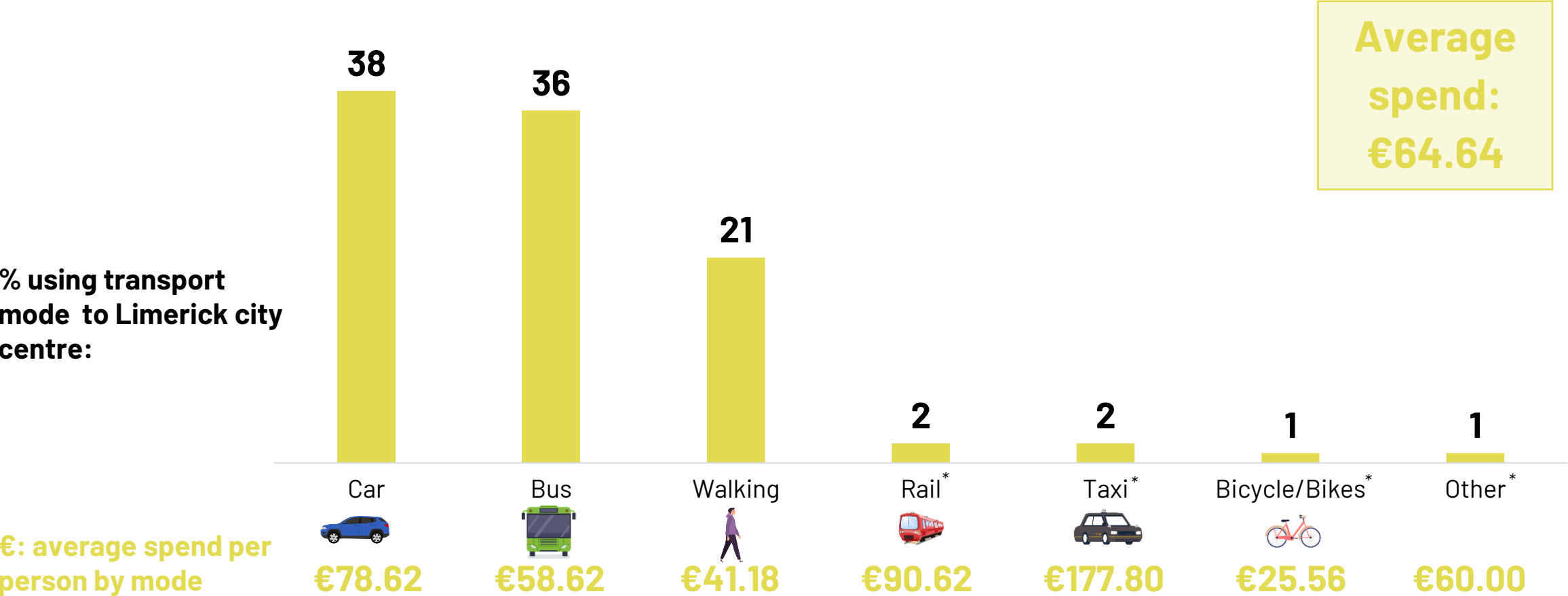


Base: All +16 in Limerick City Centre: 621

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

# Anticipated spend by mode of transport

Average spend per person among bus users is €58.62 which is marginally lower than the average spend.

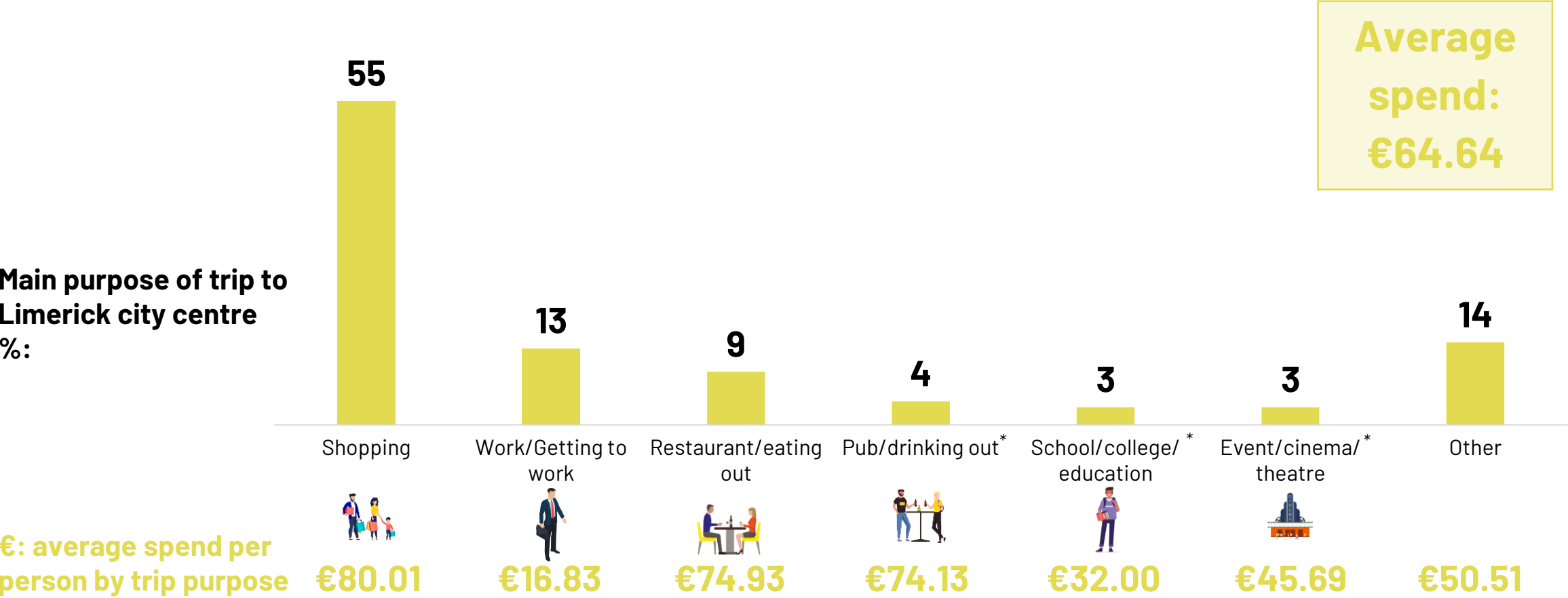


\*Caution low base size under n=50

Base: All +16 in Limerick City Centre: 621  
Q.4 What was the main mode of transport you used to get into the city centre today?  
Q.6 How much do you personally intend to spend on this trip to the city centre today?

# Anticipated spend by main purpose of trip

Average spend per person is higher among those visiting Limerick city centre for shopping.

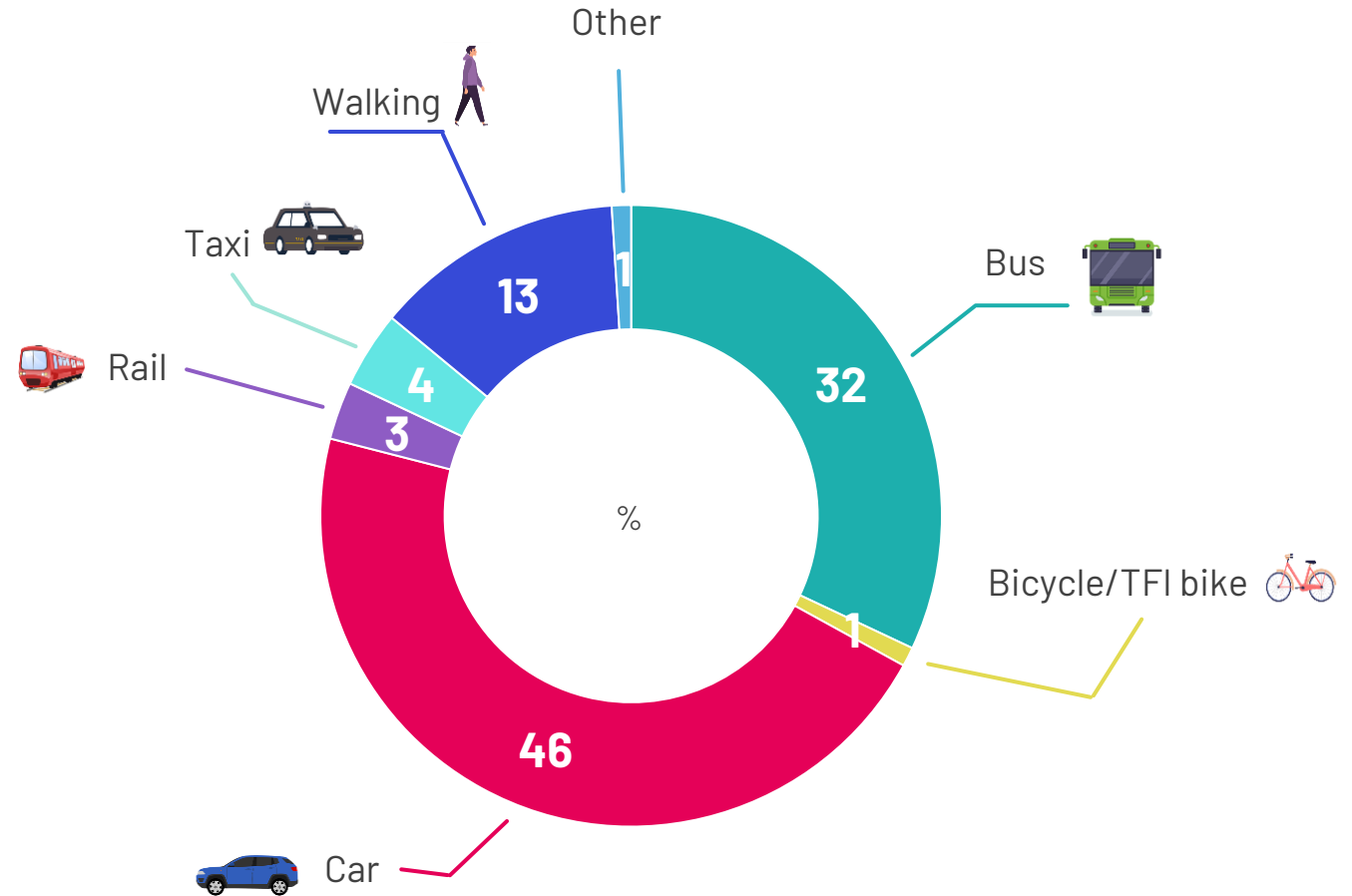


\*Caution low base size under n=50

Base: All +16 in Limerick City Centre: 621  
Q.6 How much do you personally intend to spend on this trip to the city centre today?

# Share of Spend by mode of transport used

Bus users account for 32% of the total spend while car users for 46% of the total spend.














Base: All +16 used a car to get into Limerick City Centre: 621

Q.9 And what is the main mode of transport you have used to get into the city centre over the past four weeks?



# Share of spend by mode of transport used

Bus users account for 32% of the total spend.

Main mode of transport today:	 Total	 Bus	 *Bicycle/ TFI Bikes	 Car	 *Rail	 *Taxi	 Walking	 *E-scooter	 *Other	 NET Public Transport	 NET Sustainable
	621	221	9	233	13	10	129	1	5	244	372
Average spend per mode of transport (on day of interview)	€64.62	€58.62	€25.56	€78.62	€90.62	€177.80	€41.18	€10.00	€60.00	€65.21	€52.95
Total daily spend (Calculation is sum of spend from all the survey respondents)	€40,081	€12,955	€230	€18,318	€1,178	€1,778	€5,312	€10	€300	€15,911	€19,593
Share of spend	100%	32%	1%	46%	3%	4%	13%	0%	1%	40%	49%

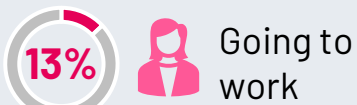
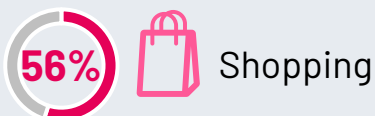
\*Caution low base size under n=50

# 5. SUMMARY OF KEY FINDINGS

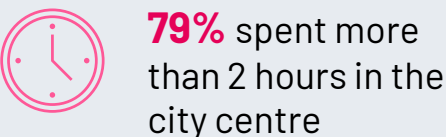
# Key Findings – Limerick City Centre Shopper Survey

## Visits to the city centre

### Main reasons:



### Time spent:



10.11 Average number of visits in the past 4 weeks

## Average spend per person

	All 16+ in city centre :	€64.62
	All using any <b>sustainable modes</b> :	€52.95
	<b>All using Rail</b>	€90.62
	<b>All using car</b>	€78.62
	<b>All using Bus</b>	€58.62
	<b>All walking</b>	€41.18
	<b>All using bicycle/TFI bikes</b>	€25.56

## Mode of transport used


### To city centre

### Home



	Car:	38%	37%
	Bus:	36%	34%
	Walking:	21%	20%
	Rail:	2%	2%
	Bicycle/TFI bikes:	1%	2%

## Share of estimated daily spend in Limerick city centre



	Car	46%
	Bus	32%
	Walking	13%
	Rail	3%
	Bicycle/TFI bikes	1%

# Limerick Shopper Survey 2024 – Summary of the Results

1

Shopping was reported as the main reason for visiting Thomas or O'Connell Streets in Limerick City centre with 56% mentioning it. Almost half mentioned more than one reason for visiting with eating the most common second reason (mentioned by 28%). The profile of those visiting Limerick City centre is quite young with almost 4 in 10 under 35 years of age.

2

Incidence of car and bus usage to reach Limerick City centre is similar; 38% got into Limerick City centre by bus while 36% used a car. About 4 in 10 used public transport to get to Limerick City centre while 6 in 10 used a sustainable mode of transport. Bus is also reported as the most used mode of transport over the last four weeks to reach Limerick City centre.

3

The average spend was €64.62 while this is slightly lower among bus users with an average spend of €58.62. Bus users' spend equates to 32% of the total spend. The average spend is higher among car users with average spend of €78.62 equating to 46% of the total spend.



# THANK YOU

**NAME:**

Clare Kavanagh

**DETAILS:**

Clare.Kavanagh@Ipsos.com

**NAME:**

Laura Barbonetti

**DETAILS:**

Laura.Barbnetti@Ipsos.com