

GALWAY CITY CENTRE SHOPPER SURVEY

QUANTITATIVE SURVEY

NTA

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1. RESEARCH OBJECTIVES & APPROACH



Research Objectives & Approach

Objectives

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

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

Approach

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

Interviews were conducted on Eyre Square, High Street, Shop Street, Quay Street in Galway City Centre.

Respondents were aged 16+ years old and living in Ireland.

Fieldwork

Fieldwork for the project took place from 1st to 29th September 2025.

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

Sample

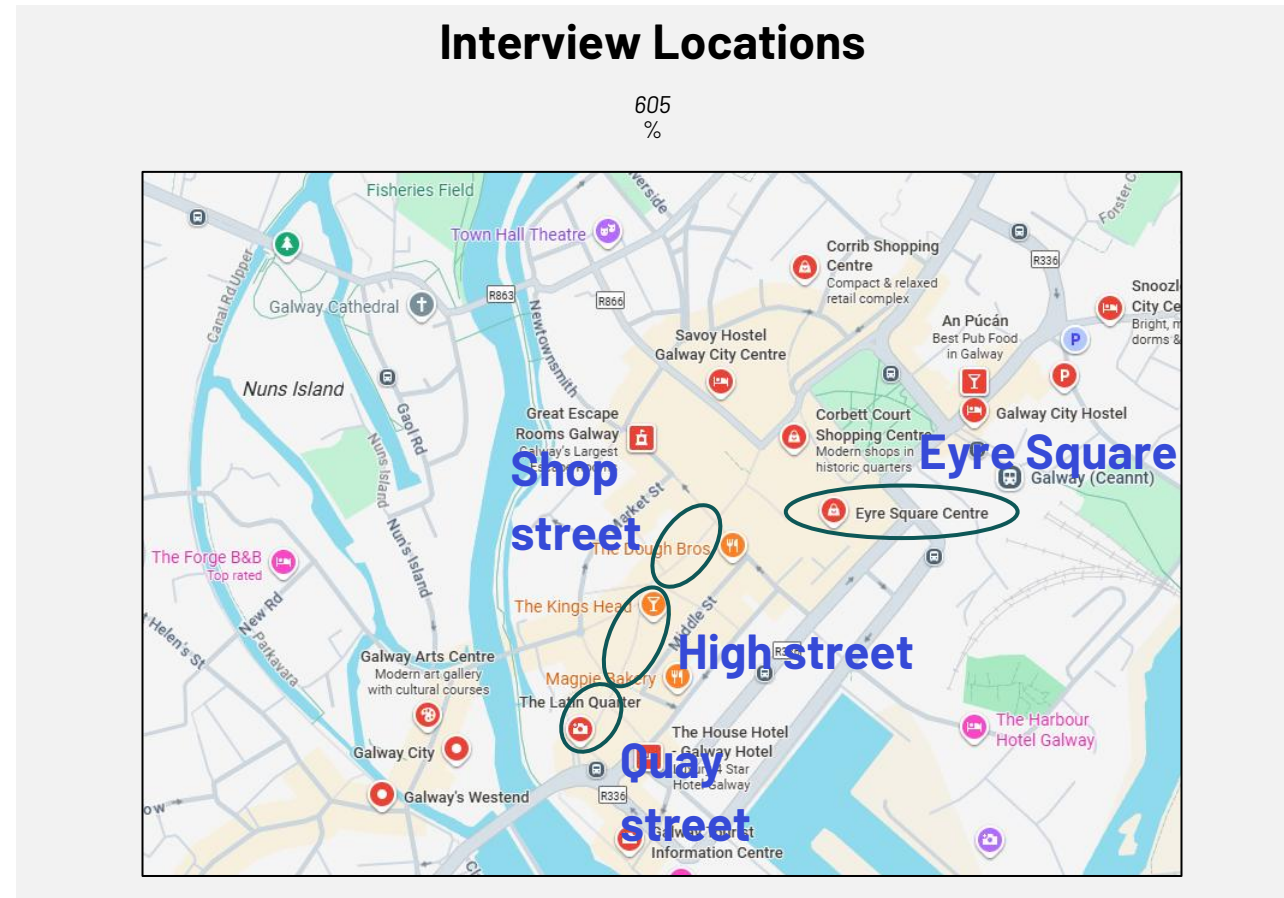
605 interviews were completed with the following spread across the four locations:

	N
Eyre Square	135
High Street	161
Shop Street	165
Quay Street	144
Total	605

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

Interview locations

Interviews conducted in four locations in Galway city centre.

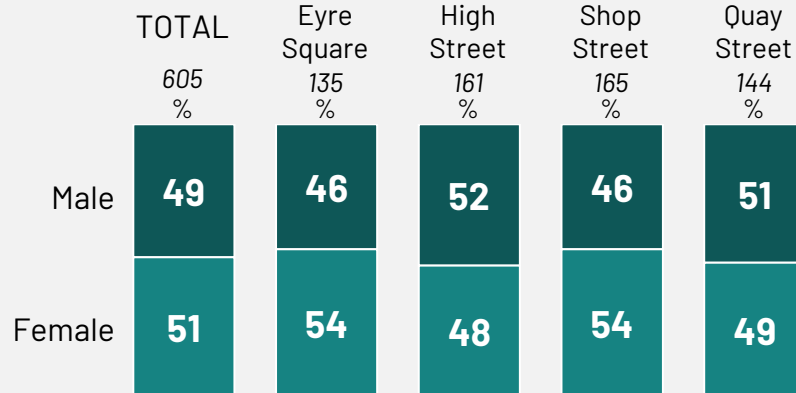


Base: All +16 in Galway City Centre: 605

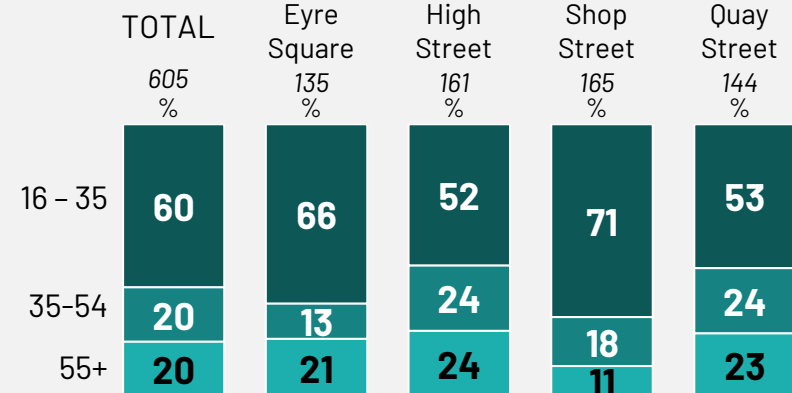
Profile of sample

The sample skews younger with 60% under 35 years old and city based with 58% from Galway City.

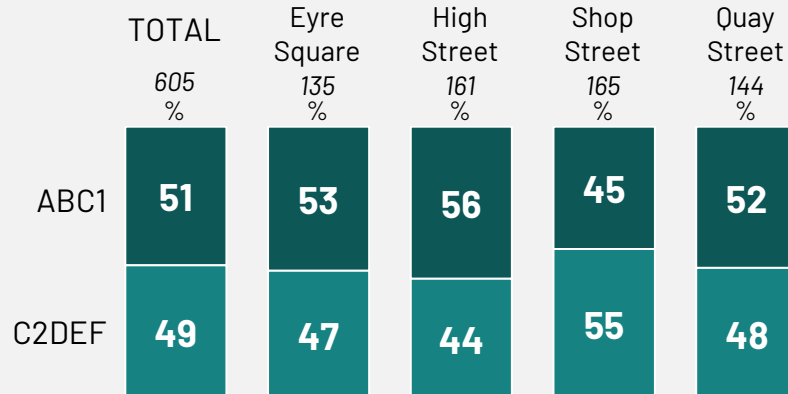
Gender



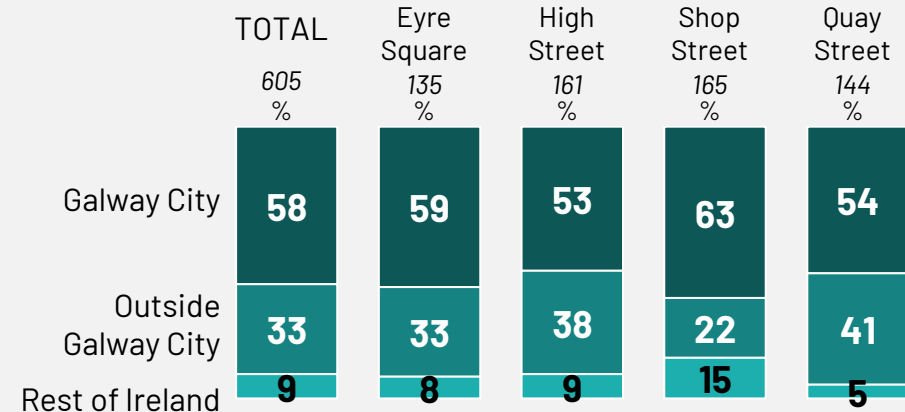
Age



Social Class



Where they live



Base: All +16 in Galway City Centre: 605

Key Findings - Galway City Centre Shopper Survey

67%

visited Galway City Centre via a sustainable mode of transport

€37

is the average trip spend among sustainable transport users

Sustainable transport users account for

49%

of total spend



Car users on average spend €79 per trip therefore accounting for 47% of City centre spend

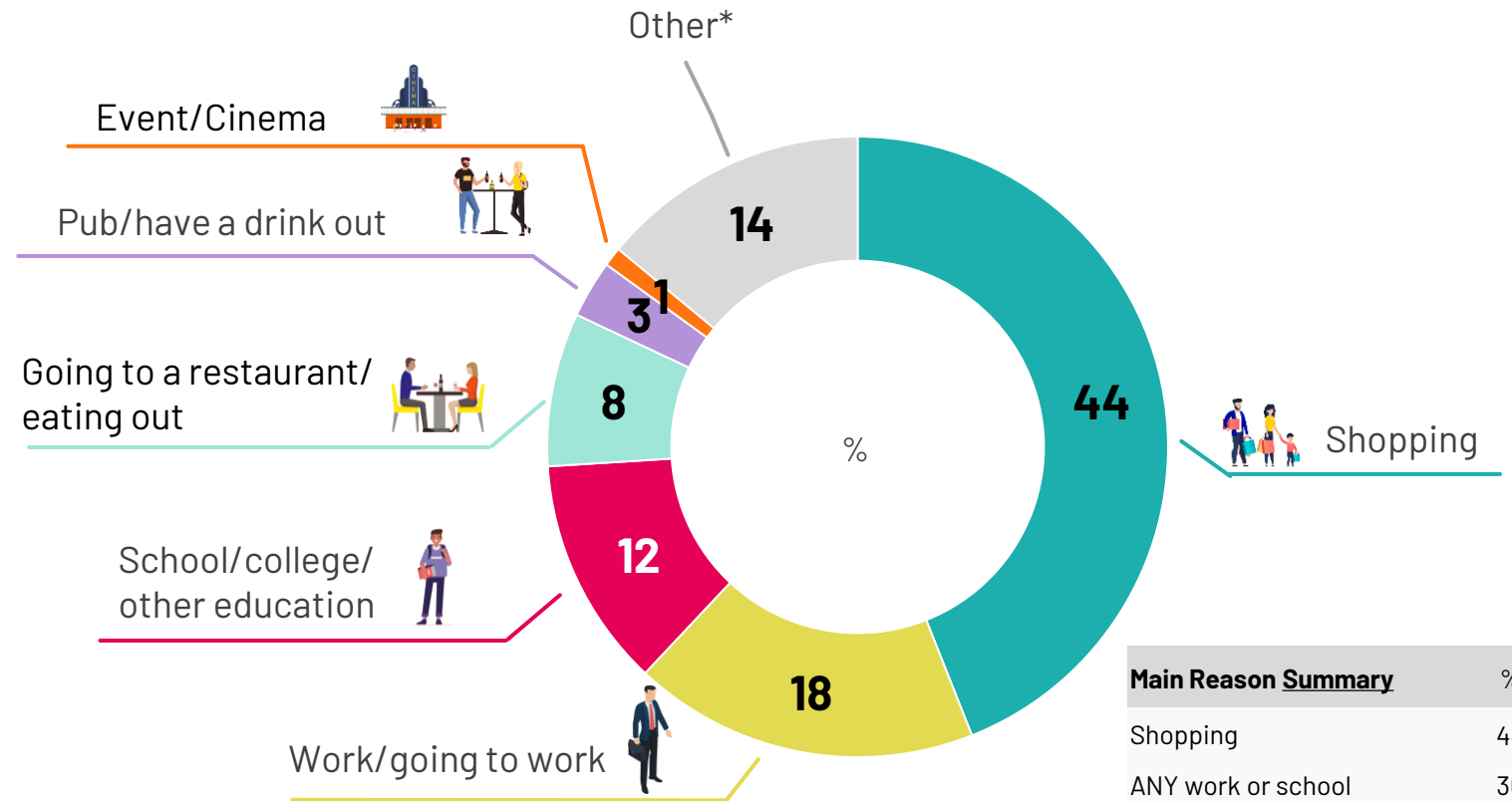
2. REASONS FOR VISITING GALWAY CITY CENTRE



Main reason for visiting Galway City centre

(on the day of the interview)

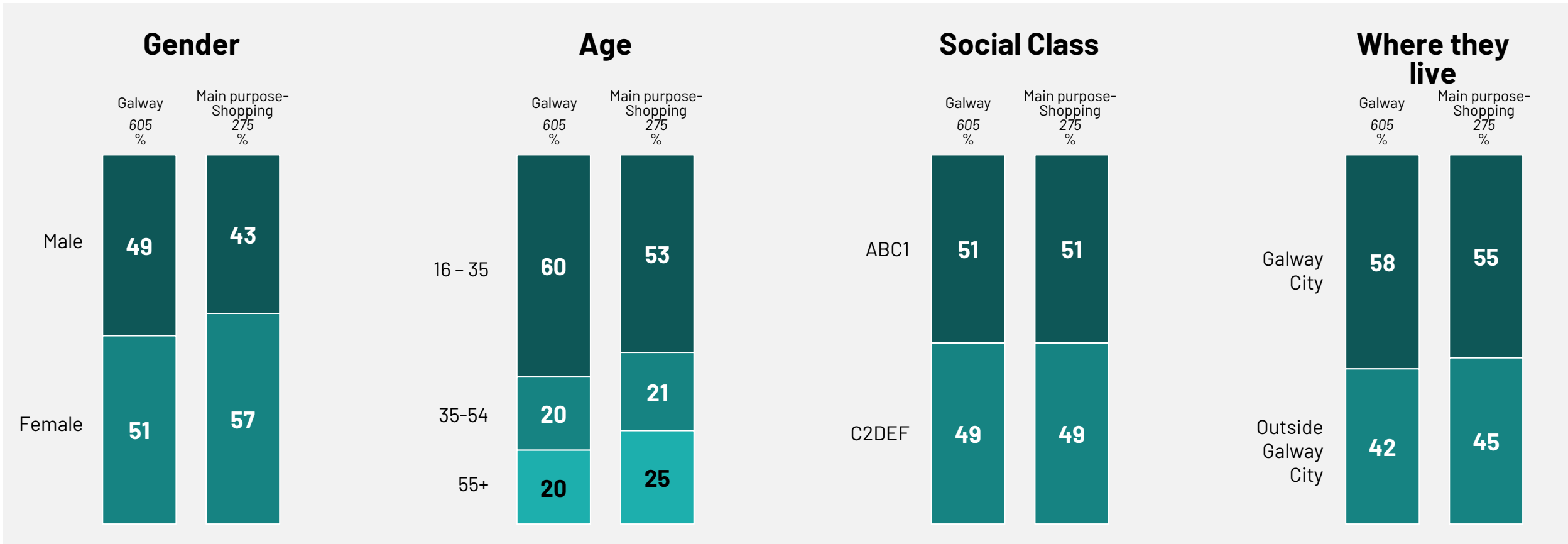
Shopping is the primary draw for Galway City centre. 30% of visitors are going to work or education with just over one in ten eating or drinking in the city centre.



Main Reason Summary	%
Shopping	44
ANY work or school	30
ANY food or drink out	11
Event/cinema/theatre	1
Other	14

Profile of those visiting for shopping

Shopping visitors skew more female and older.



Base: All +16 in Galway City Centre: 605
 Q.2 What is the main purpose of your trip to the city centre today?

Other reasons for visiting Galway City centre

(on the day of the interview)

38% of shoppers have secondary reasons for their visit on this occasion with 21% going to a restaurant/ eating out.



Other Reasons Summary	%
Medical appointment / hospital / dentist	1
Leisure / Walk / Gym	1
Beauty / hair / nails / tattoo	1
Socialising	1

3. MODE OF TRANSPORT USED



Modes of transport used

(on the day of the interview)

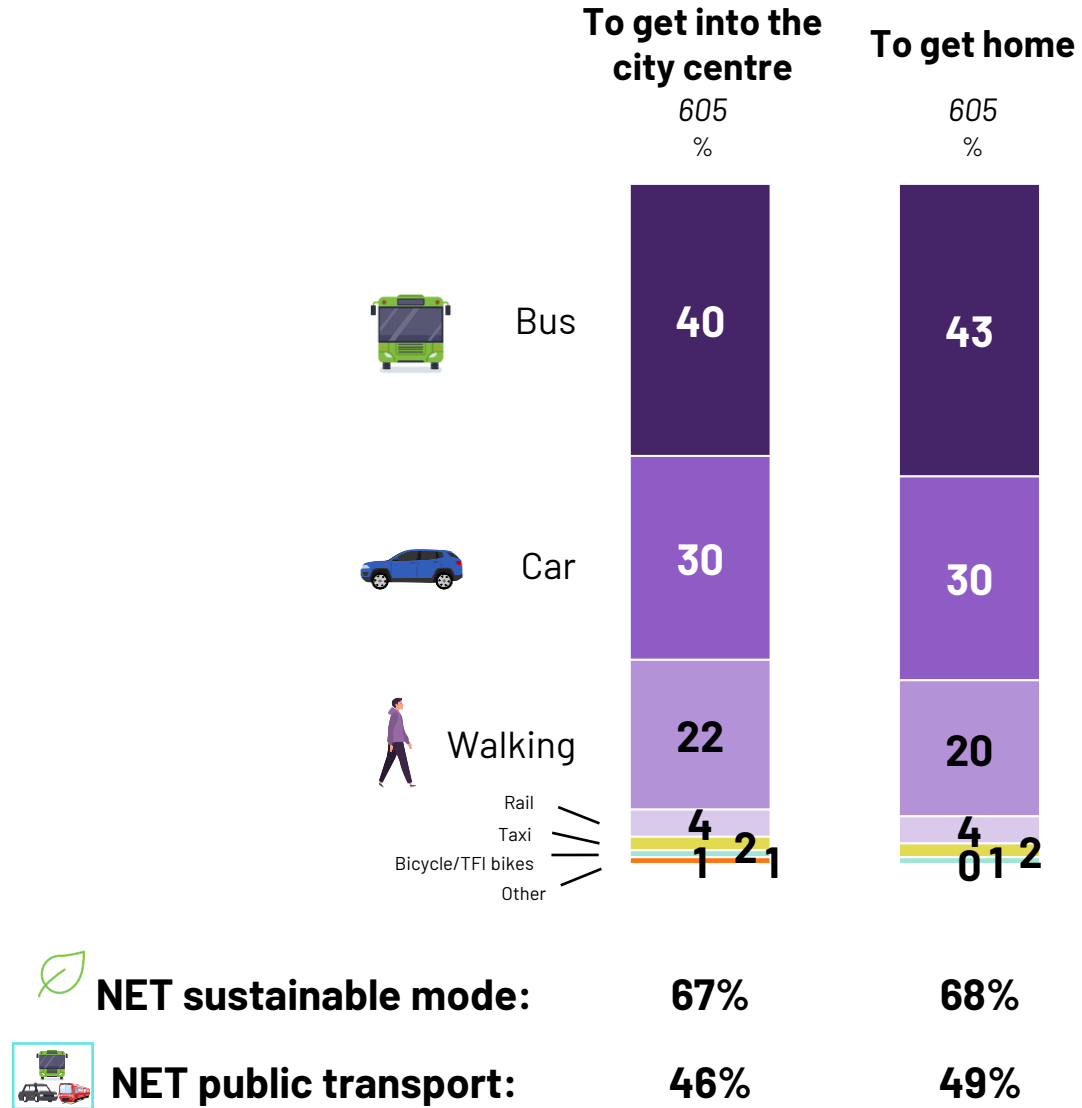
Bus is the top mode into and from the city with around half using public transport overall. Sustainable modes dominate two thirds of trips today. Public transport share rises slightly on the home leg.

Base: All +16 in Galway City Centre: 605

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

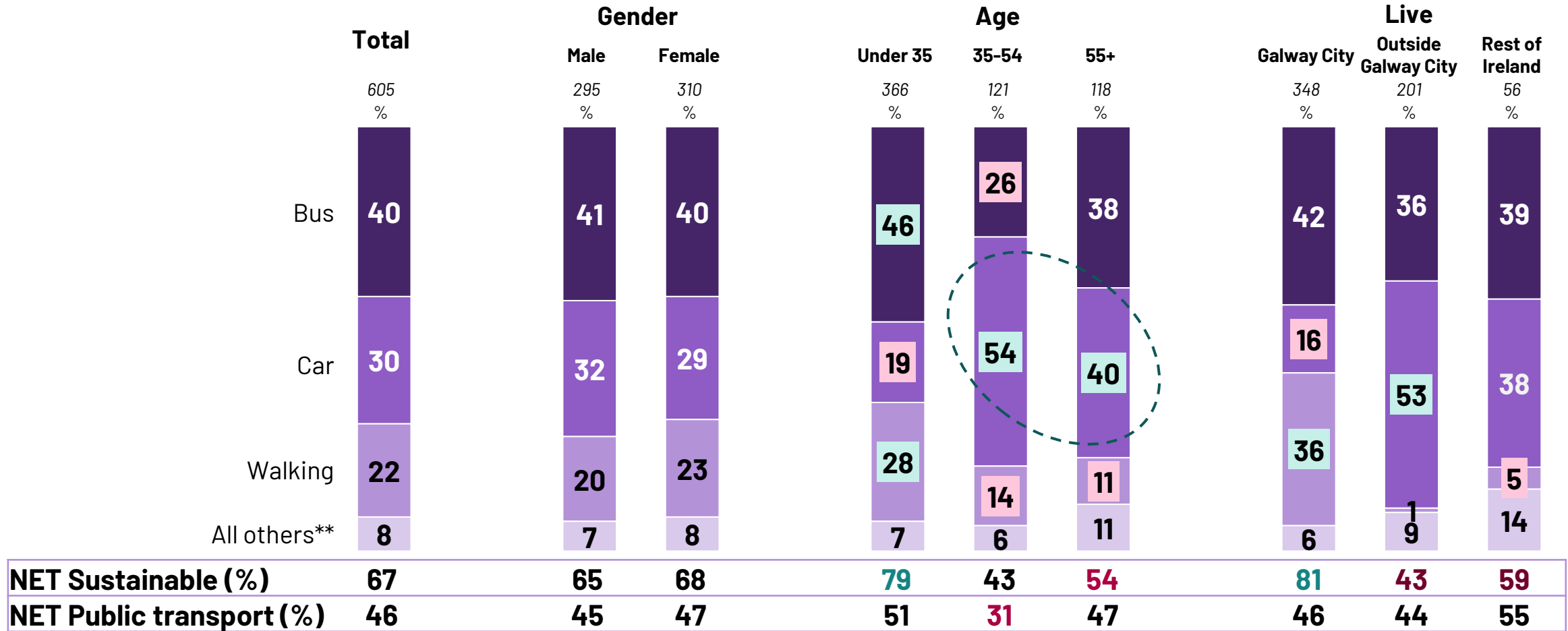
Q.5 What will be the main mode of transport that you will use to get home today?

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



Modes of transport used by demos

Bus use is strongest among under 35s while older adults and outside city residents lean towards car travel. City residents and under 35-year-olds heavily use sustainable modes.



Base: All +16 in Galway City Centre: 605

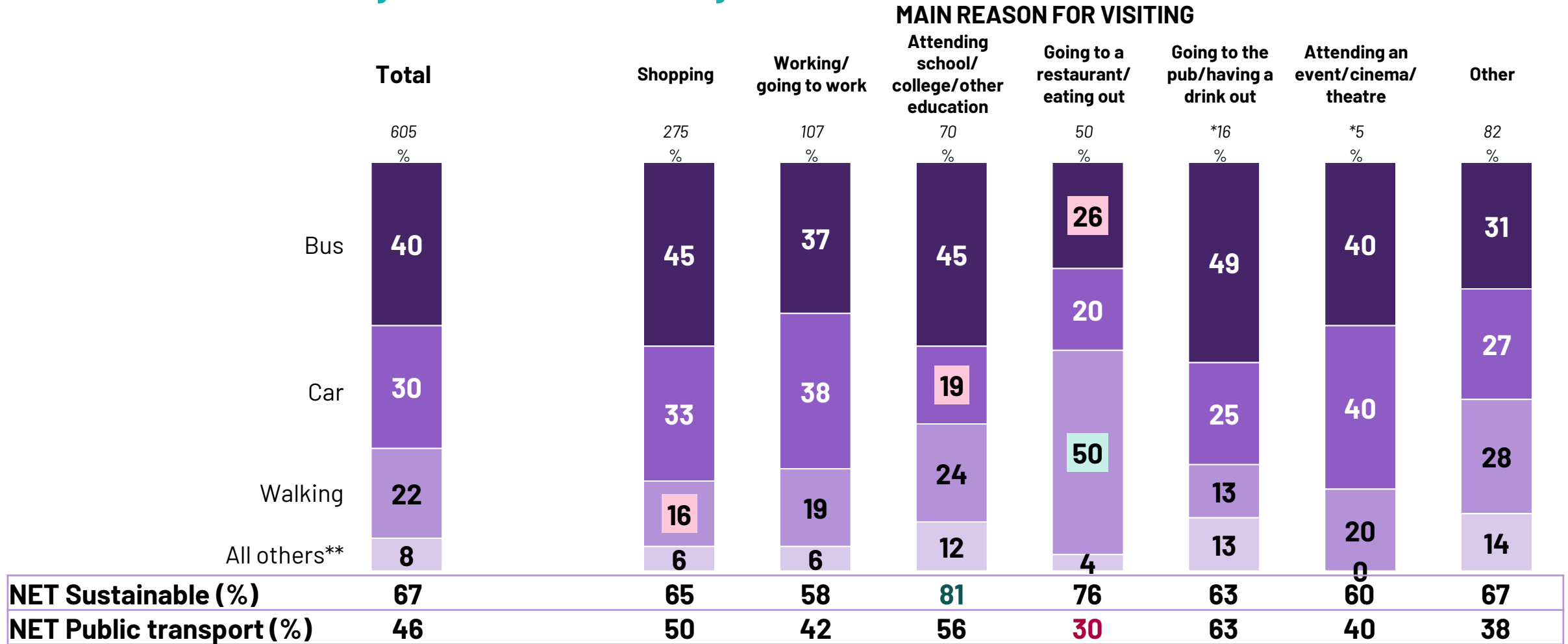
Q.4 What was the main mode of transport you used to get into the city centre today?

**Includes Rail, Taxi, Bicycle and Other .

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

Modes of transport used by reason for visiting

Use of sustainable modes is highest for educational trips with car use particularly low. Those going out to eat are more likely to walk and less likely to take the bus.



Base: All +16 in Galway City Centre: 605

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

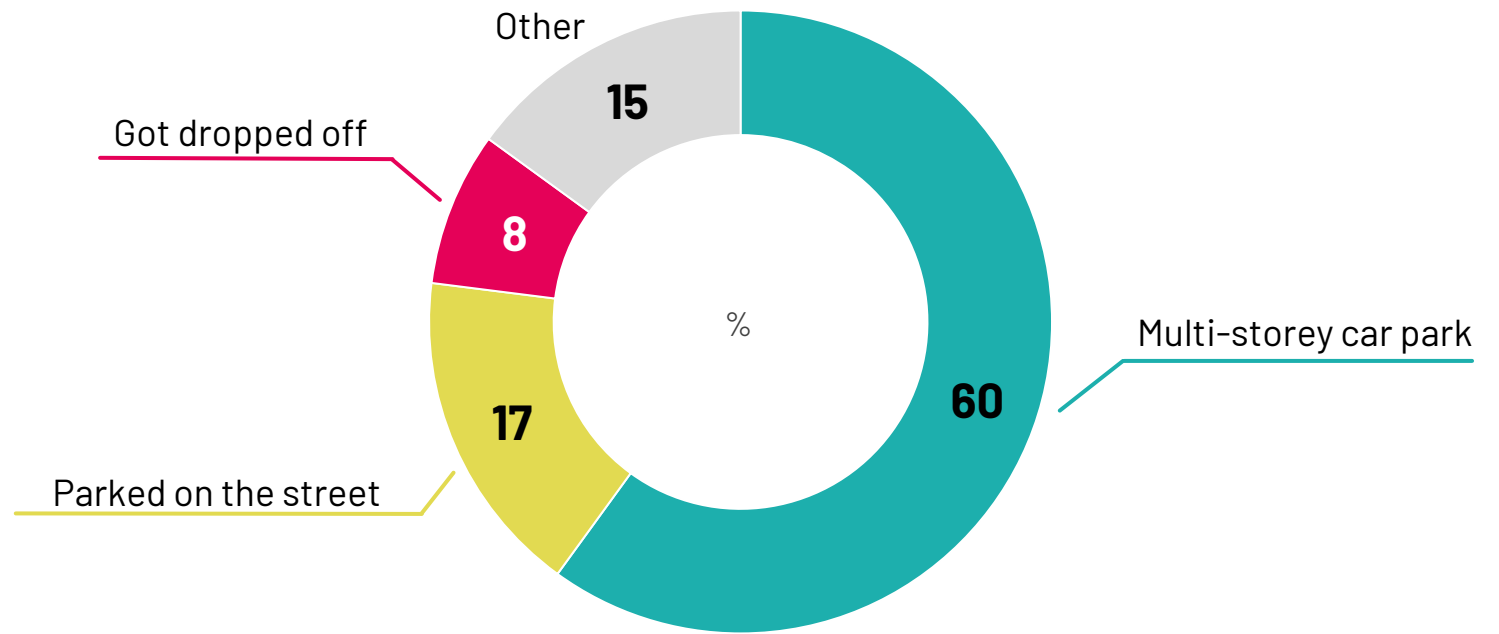
*Caution: small base **Includes Rail, Taxi, Bicycle and Other

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

Parking in Galway City Centre

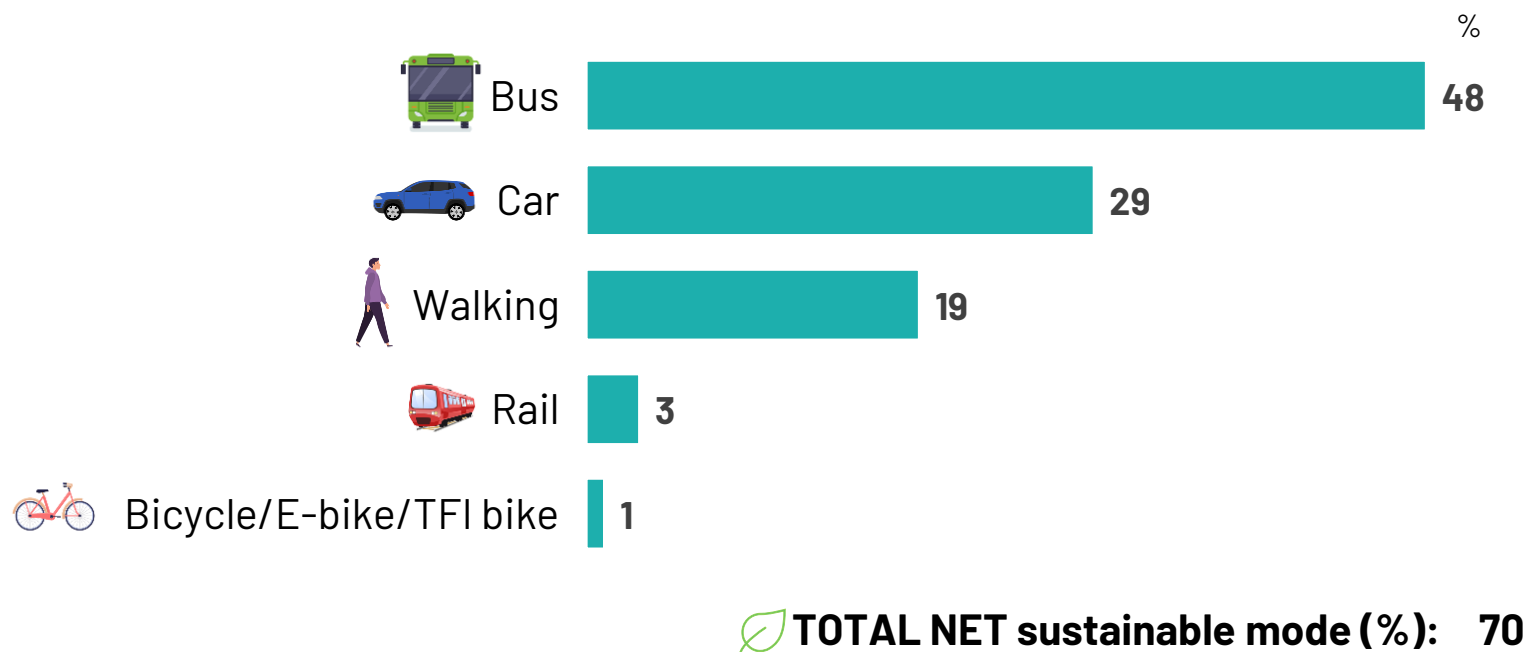
The majority of car users park rather than getting dropped off.

Car users are most likely to park in *multi-storey locations (60%)* with *17% parking on the street.*



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

Across the past four weeks the bus is the main mode for reaching the city. Seven in ten trips are classified as sustainable.



Eyre Squares	High Street	Shop Street	Quay Street
135	161	165	144
%	%	%	%
54	46	47	42
23	30	28	35
18	17	19	19
3	4	3	3
1	-	2	1
76	67	71	65

Base: All +16 in Galway City Centre: 605
 Q.9 And what is the main mode of transport you have used to get into the city centre over the past four weeks?
 Net sustainable mode includes Bus, Walking, Rail and Bicycle.

4. LENGTH OF VISIT IN GALWAY CITY CENTRE

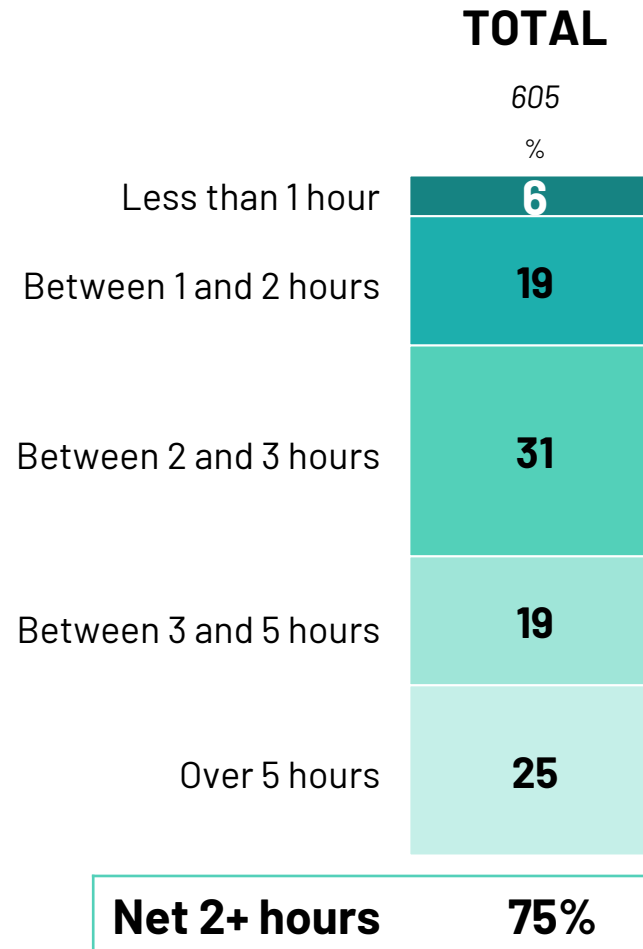


Anticipated length of visit

(on the day of the interview)

Three in four plan to stay two hours or more in Galway City Centre.

One in four trips last over 5 hours.

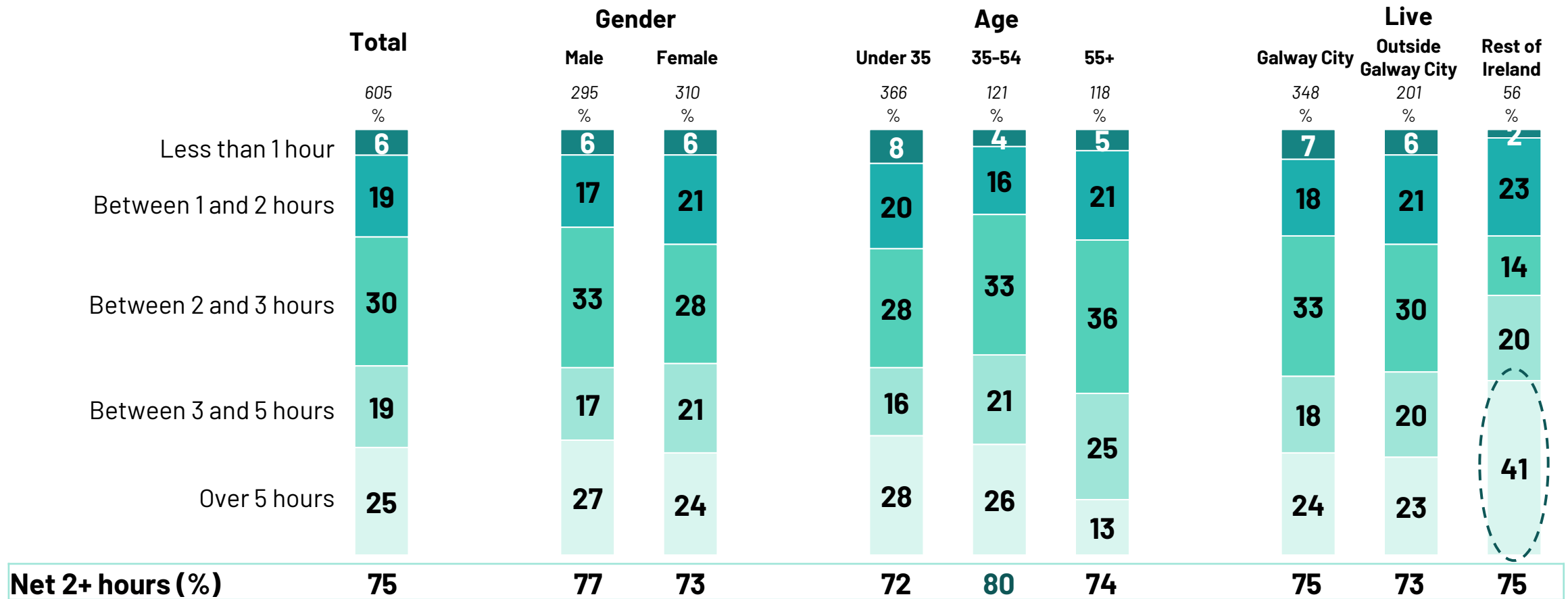


Base: All +16 in Galway City Centre: 605

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

Anticipated length of visit by demos

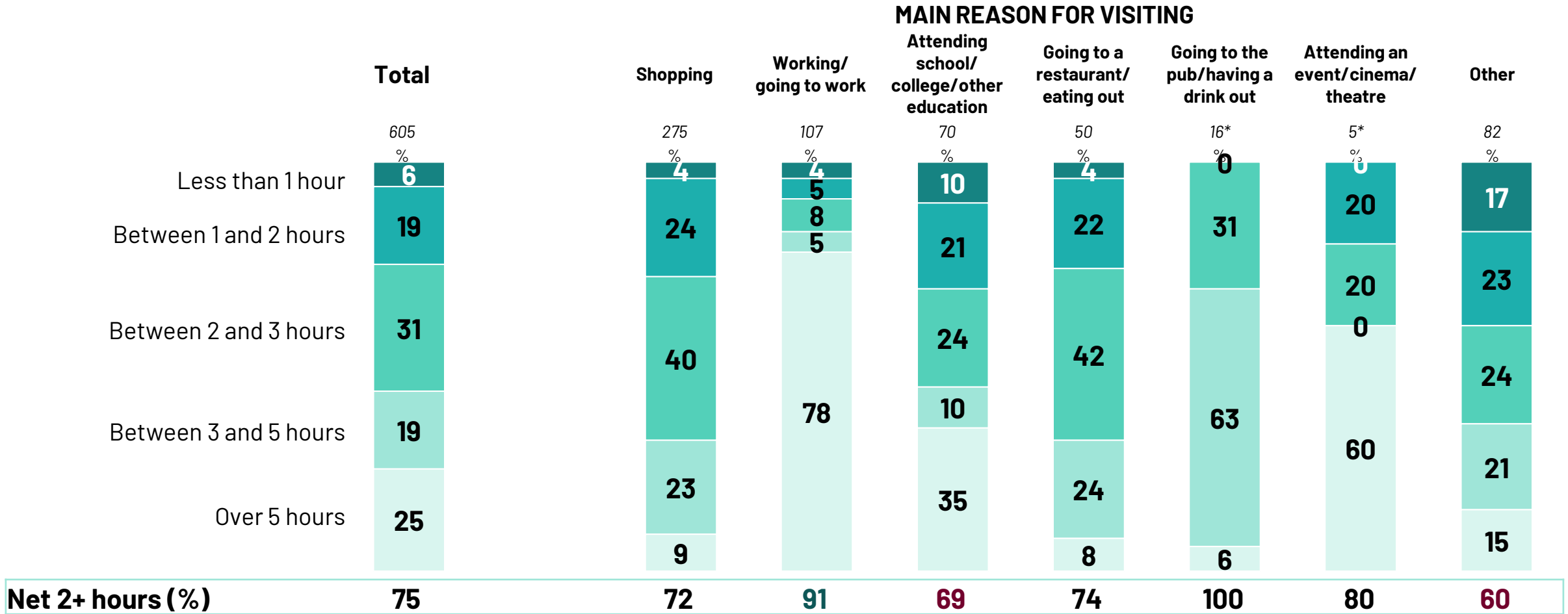
Longer stays of 5+ hours are more likely from further traveling visitors and less likely among adults over the age of 55 years old. Four in five 35–54-year-olds spend at least 2 hours per trip.



Base: All +16 in Galway City Centre: 605
Q.7 Approximately how long do you expect to spend in the city centre today?

Anticipated length of visit by main reason for visiting

Those going to the city for work are most likely to spend 5+ hours in the city with those studying having a shorter time in the city.



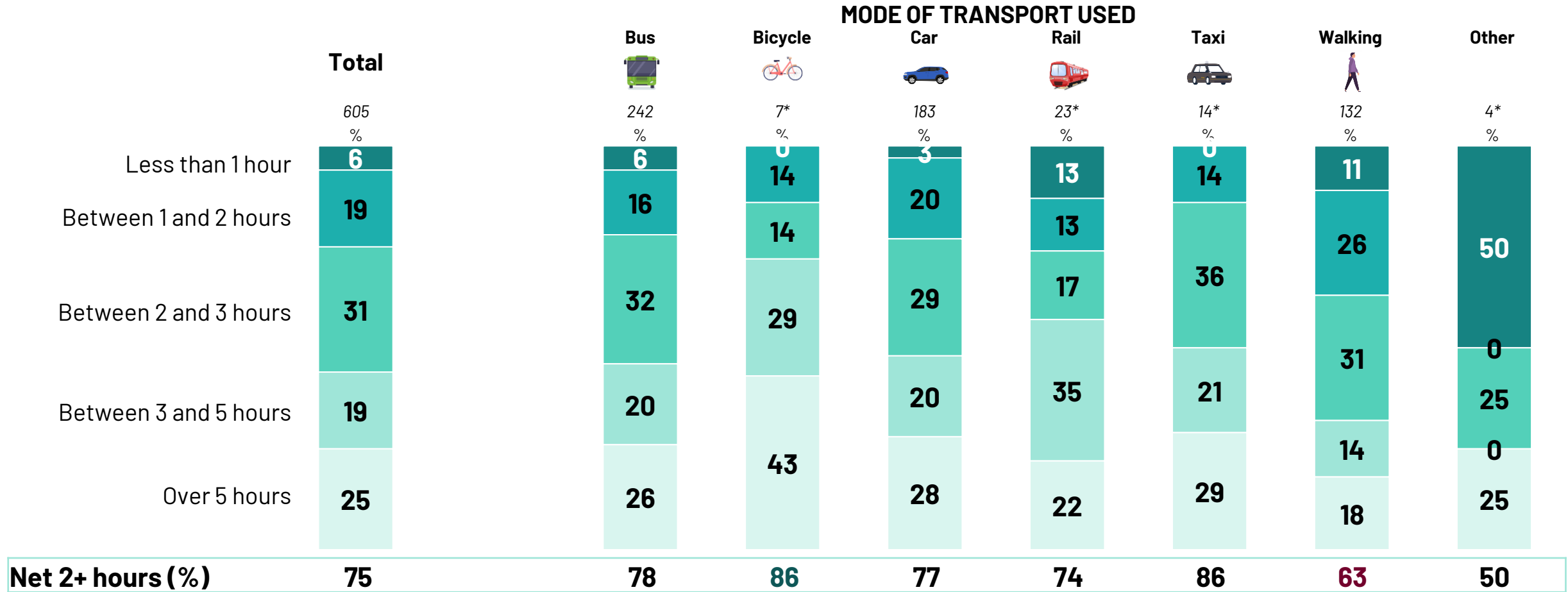
Base: All +16 in Galway City Centre: 605

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

*Caution: small base

Anticipated length of visit by mode of transport used

Bus and car users spend a similar amount of time in the city. Walkers trend toward shorter stays.



Base: All +16 in Galway City Centre: 605

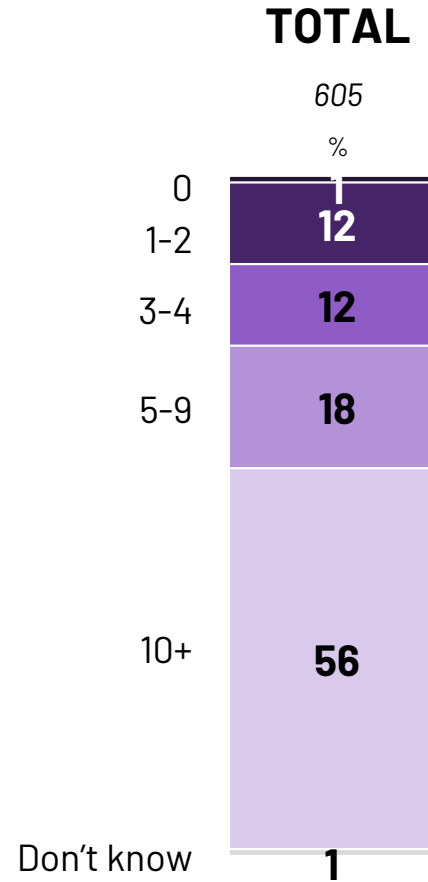
Q.7 Approximately how long do you expect to spend in the city centre today?

*Caution: small base

Number of visits to Galway City centre

(past four weeks)

Just under three in four shoppers have been to the city centre at least 5 times in the last month with 56% having gone upwards of 10 times.

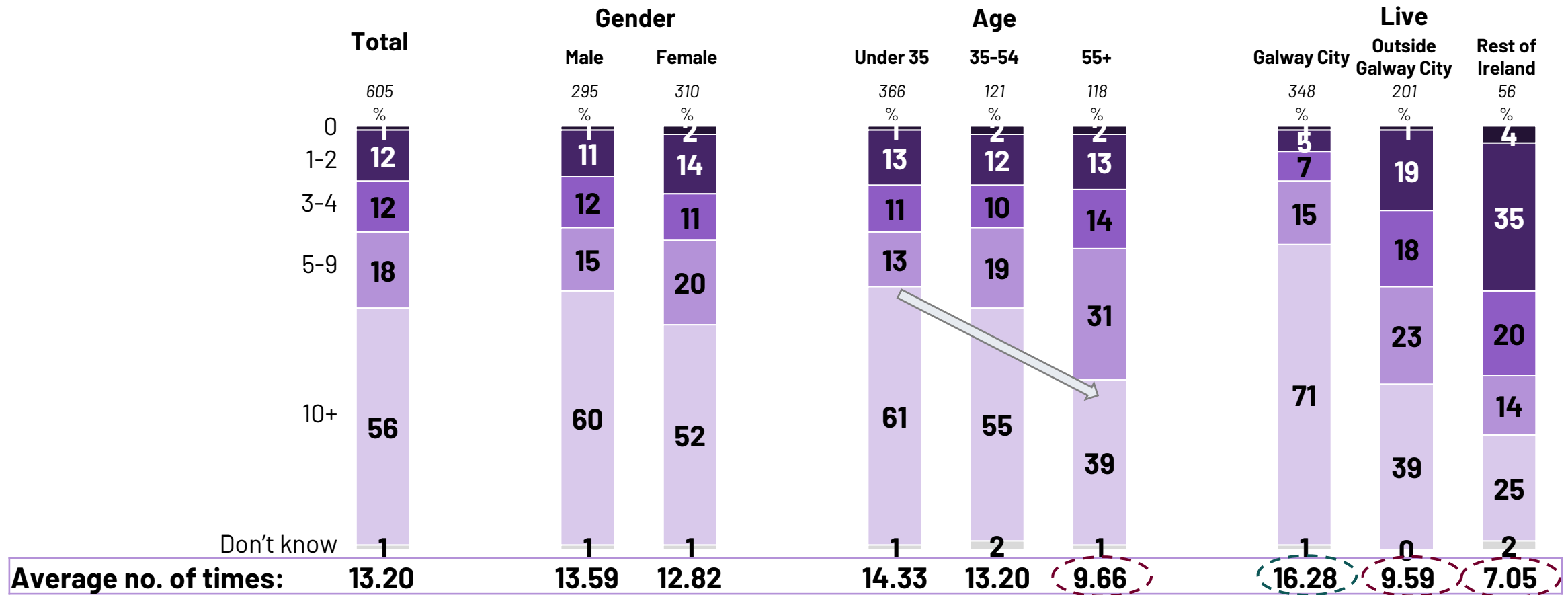


Average no. of times: 13.20

Base: All +16 in Galway City Centre: 605
Q.8 Think again about the past four weeks, how many times have you visited the city centre?

Number of visits to Galway City Centre by demos

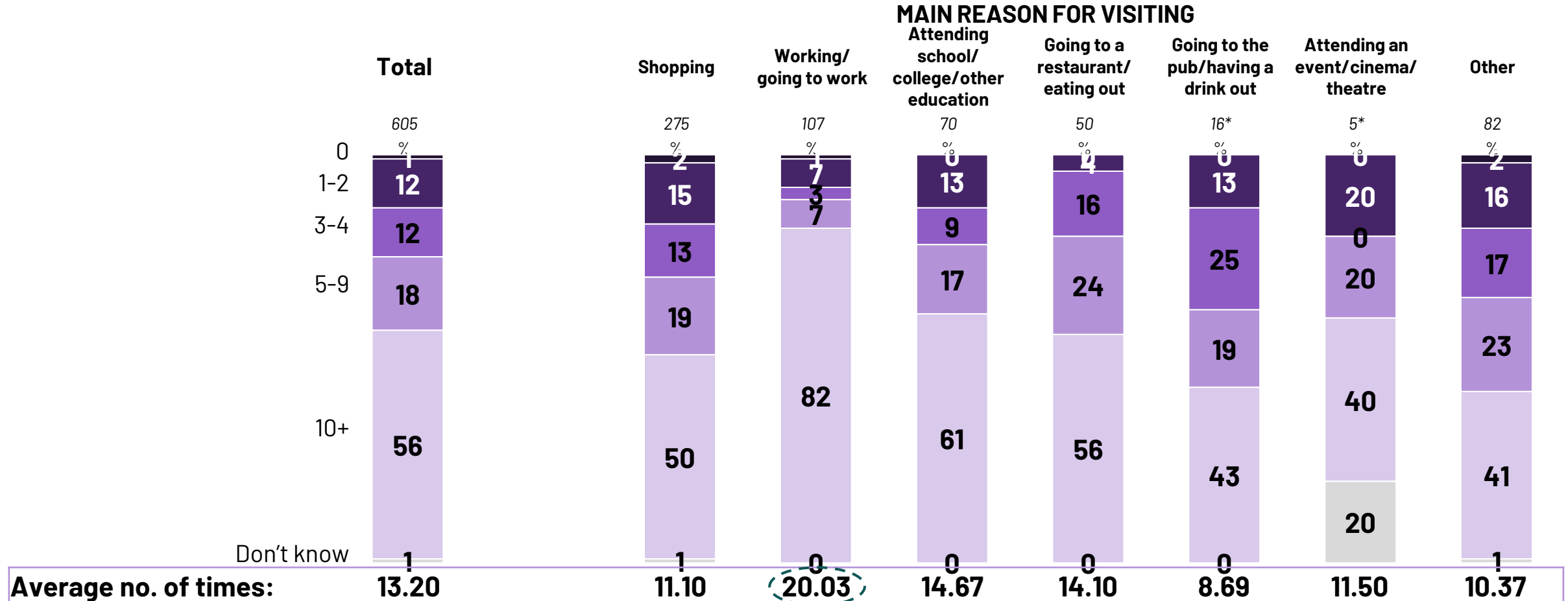
City residents and younger cohorts visit most often with the average number of trips decreasing with age and visitors living further from the city.



Base: All +16 in Galway City Centre: 605
 Q.8 Think again about the past four weeks, how many times have you visited the city centre?

Number of visits to Galway City Centre by main reason for visiting

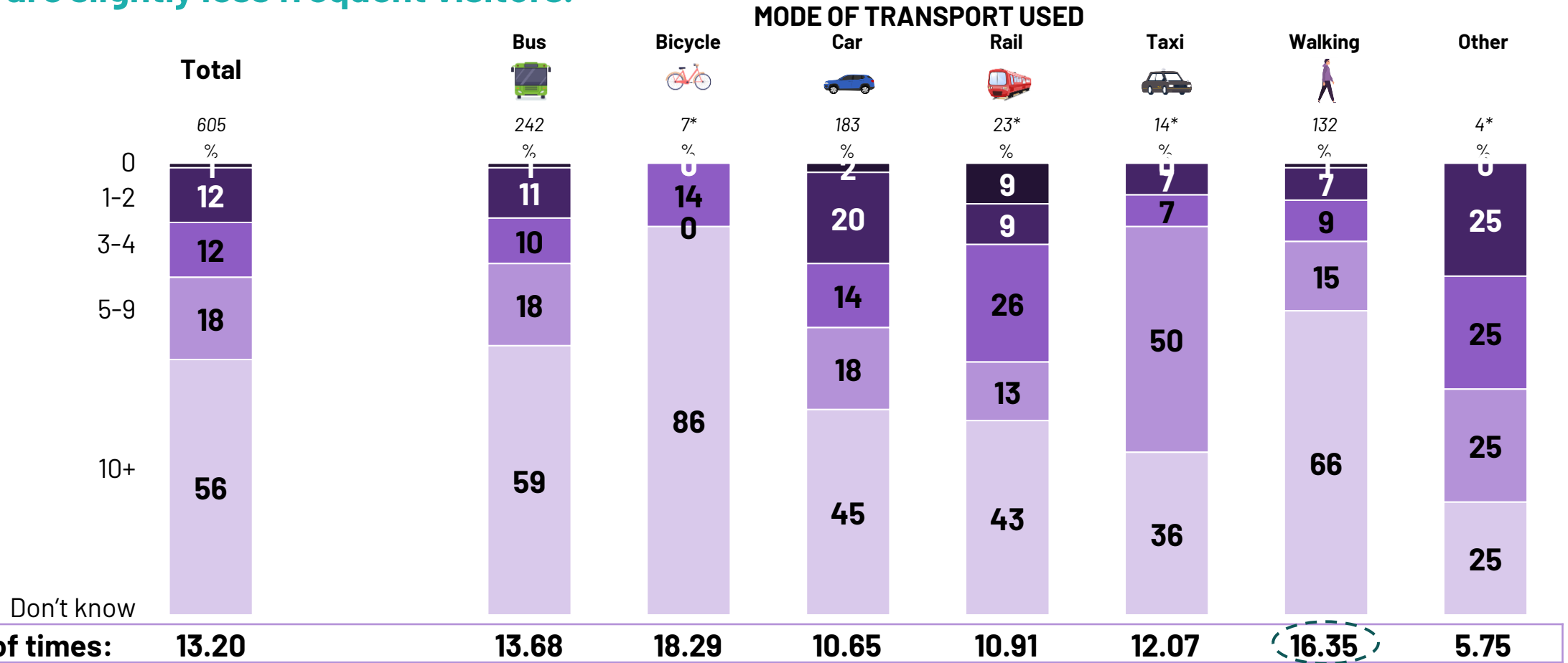
Going to work drives the highest number of average trips into the city centre with those whose main reason for being in the City centre was shopping going an average of 11 times.



Base: All +16 in Galway City Centre: 605
 Q.8 Think again about the past four weeks, how many times have you visited the city centre?
 *Caution: small base

Number of visits to Galway City Centre by mode of transport used

Bus users have visited the City almost 14 times in the last 4 weeks while walkers lead on frequency. Car users are slightly less frequent visitors.



Base: All +16 in Galway City Centre: 605

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

*Caution: small base

5. ANTICIPATED SPEND



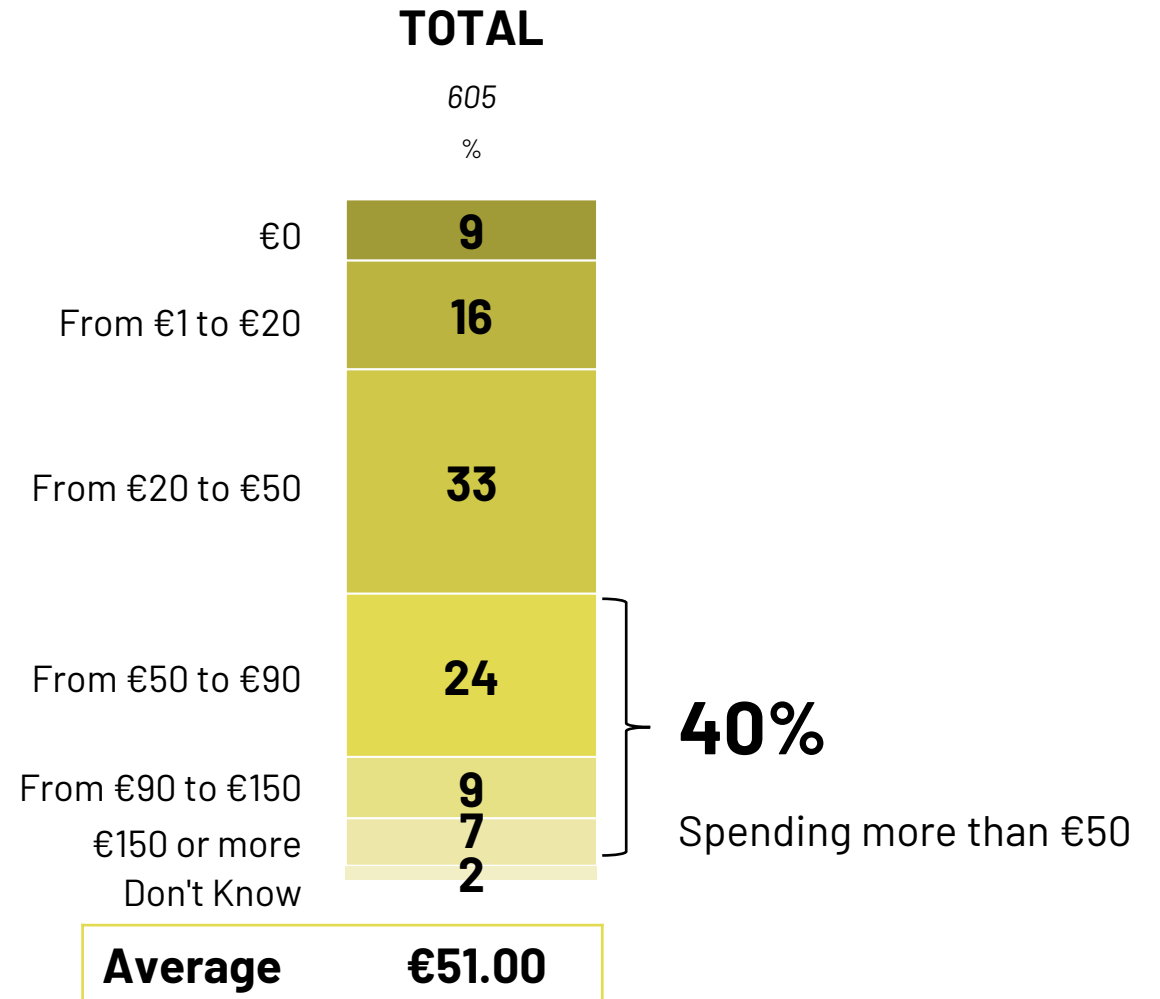
Anticipated spend

(on the day of the interview)

Average intended spend today is €51.

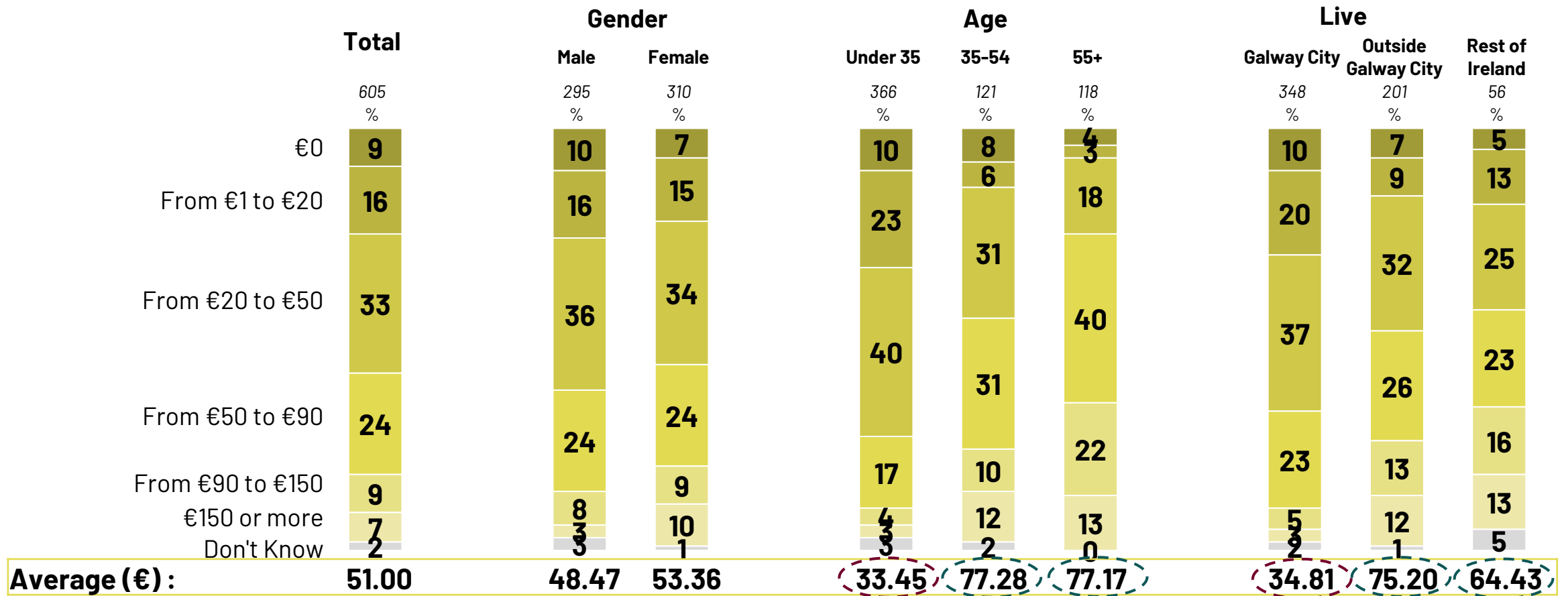
Two in five intend to spend over fifty euro.

Less than one in ten don't plan to spend anything on their current trip.



Anticipated spend by demos

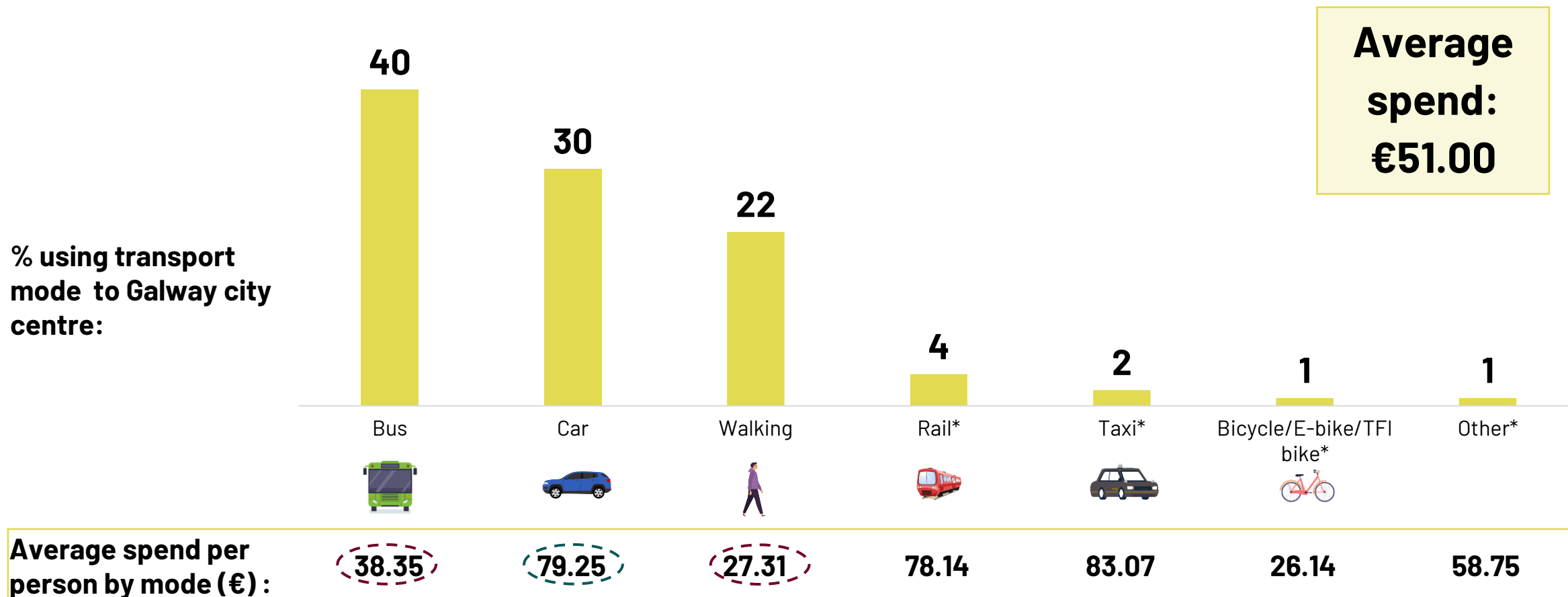
Spend per person is higher among over 35-year-olds and those living outside Galway city. Local and younger visitors spend less per trip but come more often.



Base: All +16 in Galway City Centre: 605
 Q.6 How much do you personally intend to spend on this trip to the city centre today?

Anticipated spend by mode of transport

Car, rail and taxi users spend the most per person on the day. Bus and walking trips deliver lower per person spend.



*Caution low base size under n=50

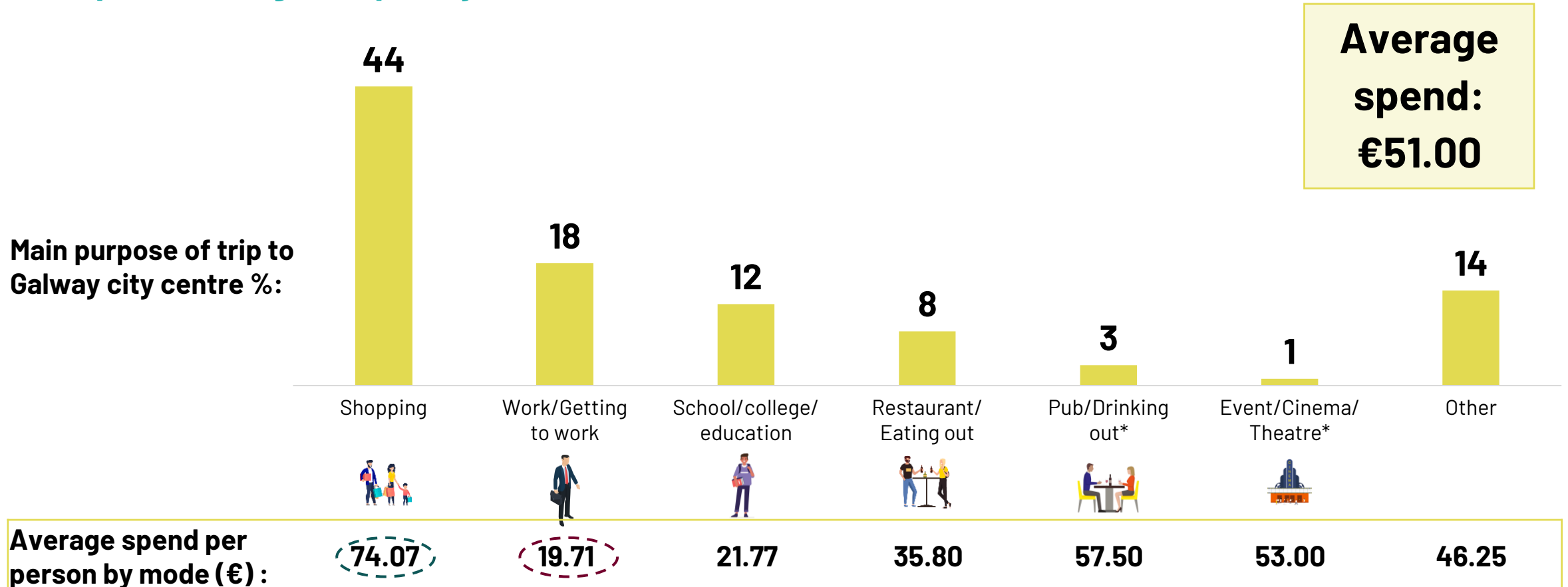
Base: All +16 in Galway City Centre: 605

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

Shopping delivers the highest per person spend at an average of €74. Work and education trips are low spend but high frequency.



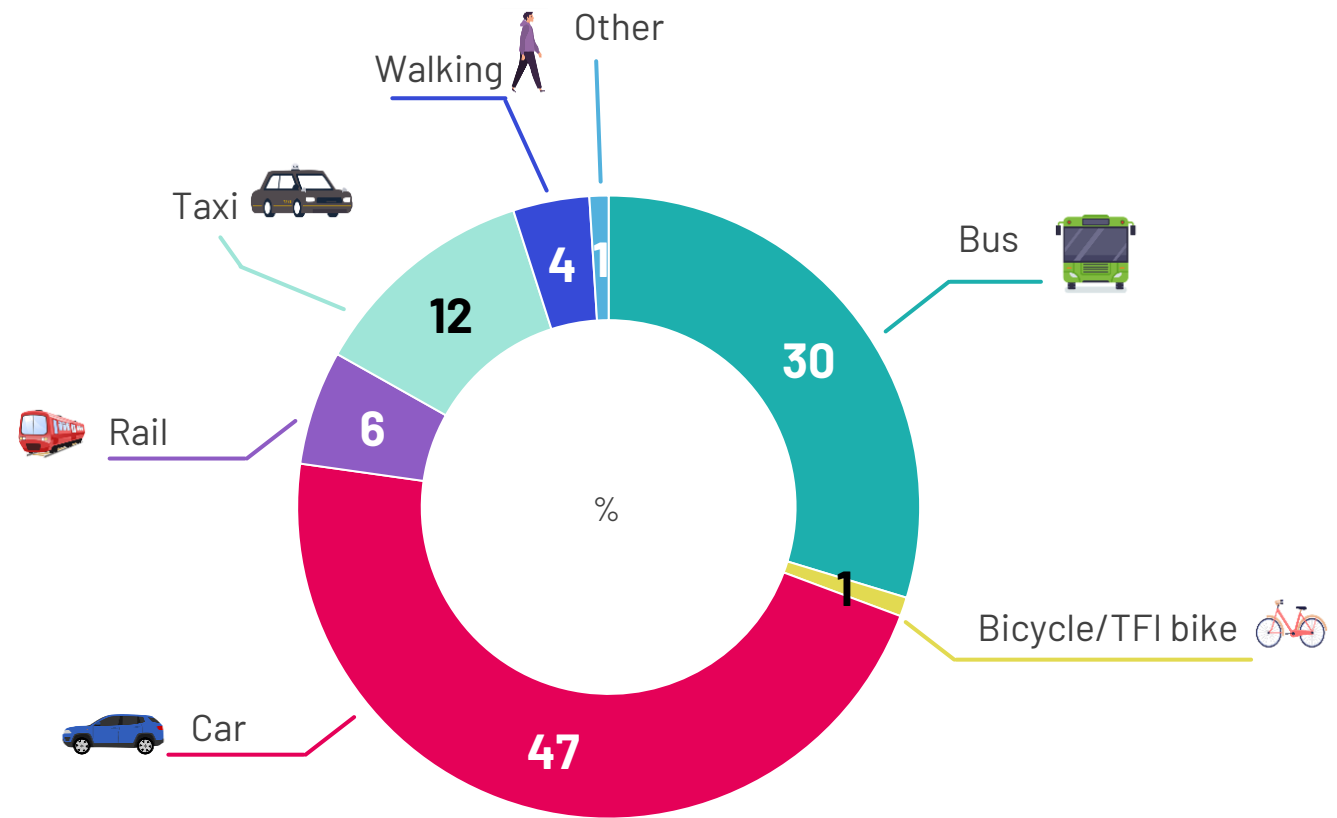
*Caution low base size under n=50

Base: All +16 in Galway City Centre: 605
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

Car users account for the highest share of spend followed by bus users.

Public transport drives a substantial portion of city centre revenue.



Share of spend by mode of transport used

Public transport users account for 40% of spend with just under half of spend contributed by those using a sustainable mode.

Main mode of transport today:	Total	Bus	*Bicycle/ TFI Bikes	Car	*Rail	*Taxi	Walking	*Other	NET Public Transport	NET Sustainable
	605	242	7	183	23	14	132	4	279	404
Average spend per mode of transport (on day of interview)	€51.00	€38.35	€26.14	€79.25	€78.14	€83.07	€27.31	€58.75	€43.91	€36.73
Total daily spend (Calculation is sum of spend from all the survey respondents)	€30,767	€9,281	€183	€14,503	€1,797	€1,163	€3,605	€235	€12,251	€14,839
Share of spend	100%	30%	1%	47%	6%	4%	12%	1%	40%	49%

*Caution low base size under n=50

Base: All +16 in Galway City Centre: 605

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

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

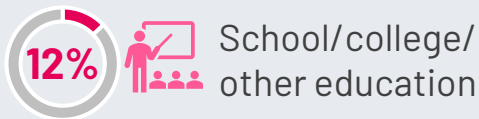
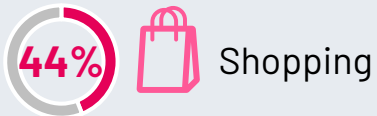
5. SUMMARY OF KEY FINDINGS



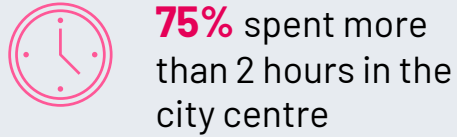
Key Findings – Galway City Centre Shopper Survey

Visits to the city centre

Main reasons:



Time spent:



13.2 Average number of visits in the past 4 weeks

Average spend per person

	All 16+ in city centre :	€51.00
	All using any sustainable modes :	€36.73
	All using Rail	€78.14
	All using car	€79.25
	All using Bus	€38.35
	All walking	€27.31
	All using bicycle/TFI bikes	€26.14

Mode of transport used

To city centre

Home

	NET sustainable mode:	67%	68%
	Car:	30%	30%
	Bus:	40%	43%
	Walking:	22%	20%
	Rail:	4%	4%
	Bicycle/TFI bikes:	2%	2%

Share of estimated daily spend in Galway city centre



	Bus	30%
	Car	47%
	Walking	12%
	Rail	6%
	Bicycle/TFI bikes	1%

Galway Shopper Survey 2025 – Summary of the Results

1

Galway City centre visitors skew younger with 60% under 35 years old and are more likely to be living in Galway City (58%) than outside the city. Shopping is the main reason for visiting at 44%, with 38% citing multiple reasons to visit (and spend). Those shopping in the City centre are more likely women and are older than the average visitor with one in four over 55 years old.

2

Results on main transport mode used to get to the city centre shows 40% used a bus, 30% used a car and 22% walked with 67% using a sustainable mode and 46% using public transport. For the return leg bus trips rise to 43% and public transport to 49% indicating strong two-way reliance. Bus use and walking is notably higher among under 35s while older adults are more likely to avail of a car.

3

Three in four visitors spend over at least 2 hours in the city centre. Average intended spend of visitors is €51 with just over two in five planning to spend over €50. Per person spend is higher for over 55-year-olds and car users while spend among bus users and walkers is lower. Public transport users deliver about 40% of total daily spend with bus users at 30%.

THANK YOU

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