



**Údarás Náisiúnta Iompair**  
National Transport Authority

# Dublin City Centre Shopper Survey

**July 2022**

Quantitative survey

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RESEARCH  
& INSIGHT



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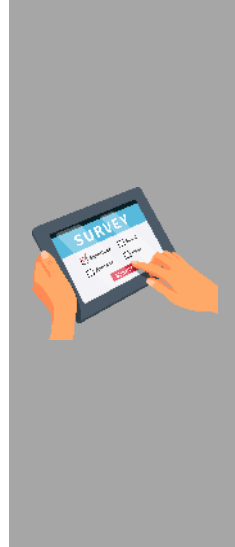
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# Objectives and Methodology



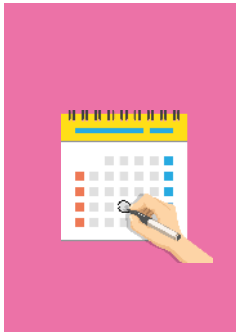
### Objectives:

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



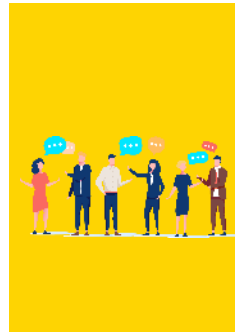
### Methodology:

The methodology used was face-to-face. Respondents were interviewed on street in Dublin (Grafton Street & Henry Street). Interviews were conducted using tablet computers and a pre-programmed survey script. Interviewing schedules were designed to deliver a robust cross section of visitors across times 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 7<sup>th</sup> June to 8<sup>th</sup> July 2022.



### Sample Size:

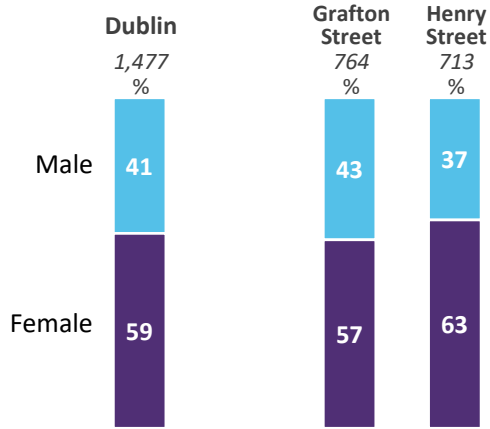
Location	Street	Number of Interviews	Total
Dublin	Grafton street	764	1,477
	Henry street	713	

# Profile of sample

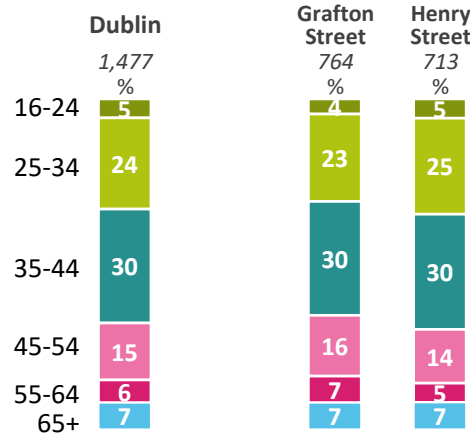
All +16 in Dublin City Centre: 1,477



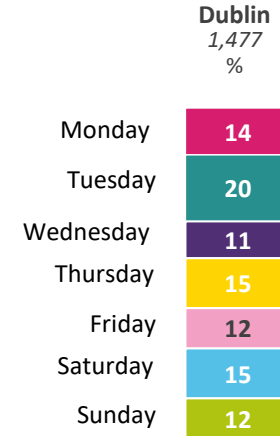
## GENDER



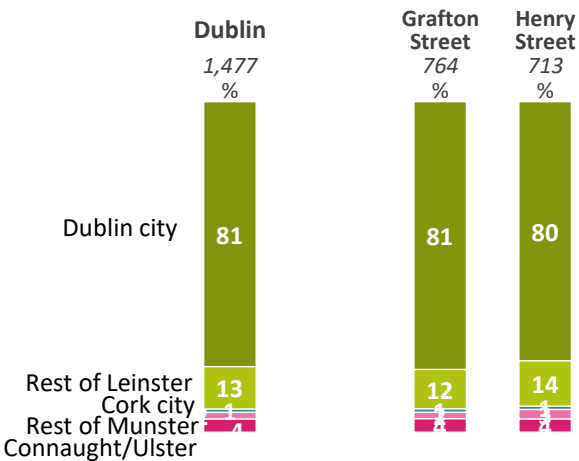
## AGE



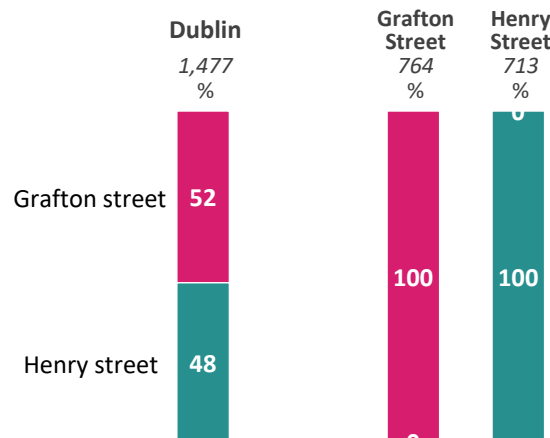
## INTERVIEW DAY OF THE WEEK



## REGION



## INTERVIEW LOCATION



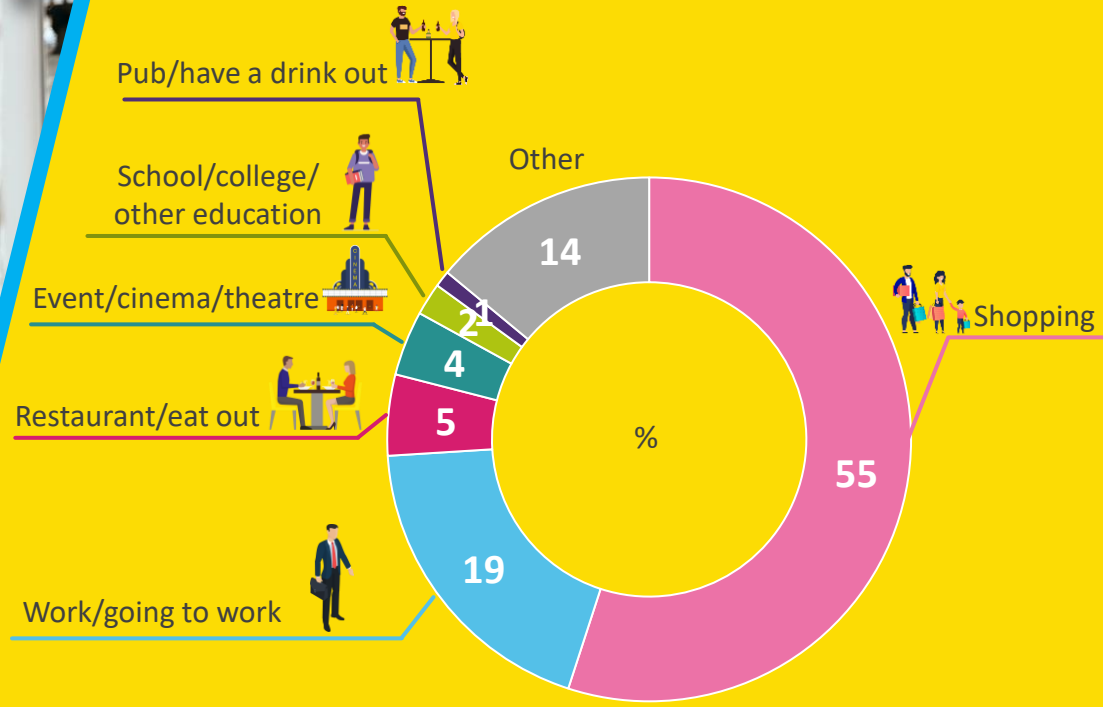


Purpose of visit



# 55% visited Dublin city centre to shop

**Shopping**  
 Weekend: 61%  
 Weekend day: 52%



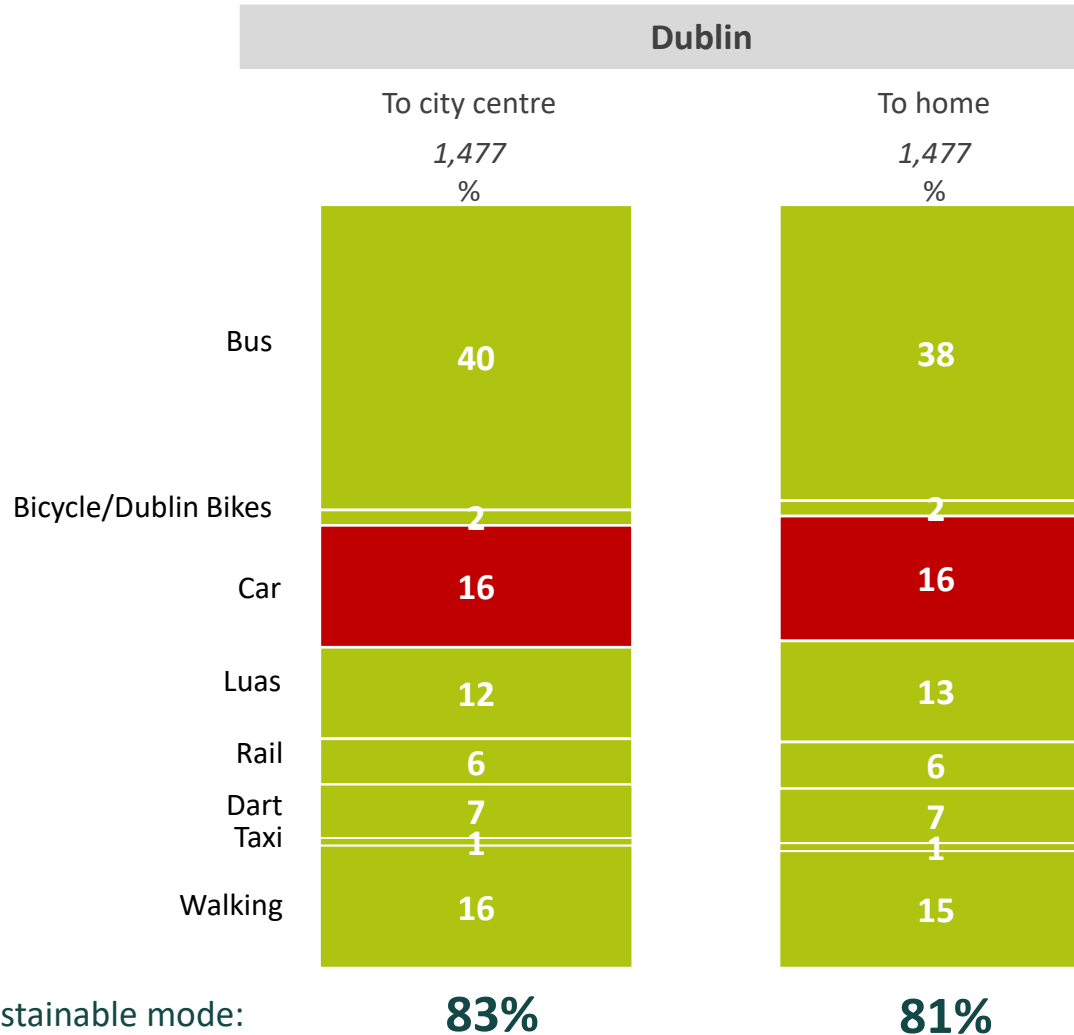
? Q.2 What is the main purpose of your trip to the city centre today?



Transport Used

# 84% of adults are using a sustainable mode of transport to get to and from the city centre with 16% driving a car.

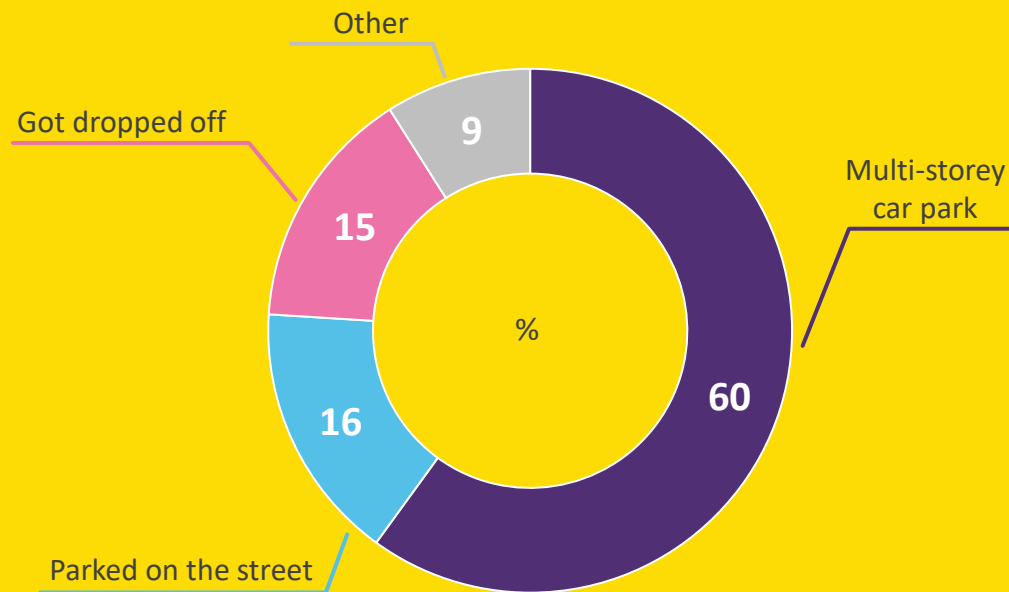
All +16 in Dublin City Centre: 1,477



89% - single mode  
11% - multimode

Of those who drove a car to the city centre, 60% parked in a multi-storey car park

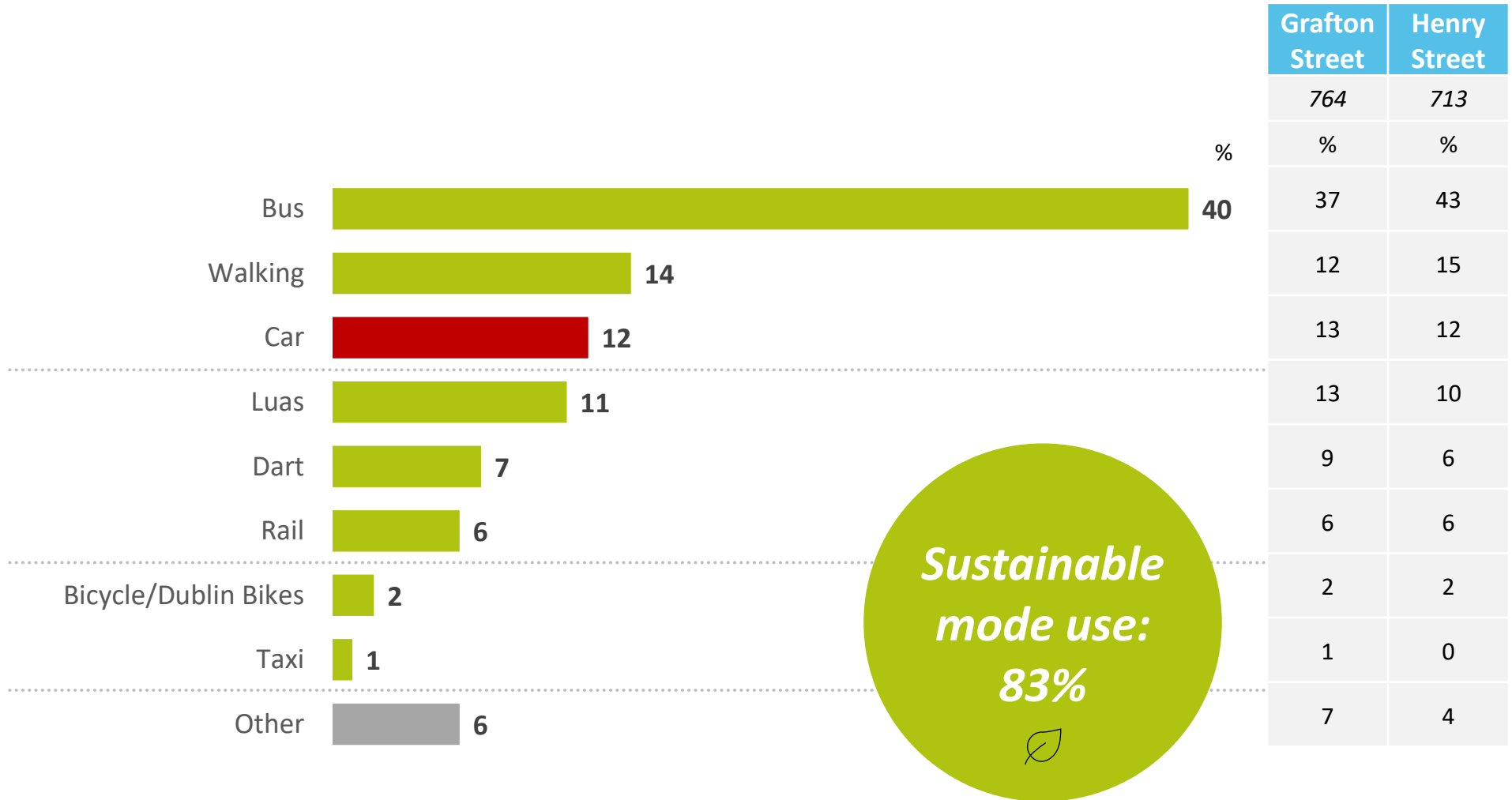
**16%**  
**(239)**  
*used a car to get into Dublin City Centre*



Q.4a Where did you park today?

# Main mode of transport over the past four weeks highlights 2 in 5 are using the bus with 81% using a sustainable mode of transport, fairly consistent with use on current trip

All +16 in Dublin City Centre: 1,477



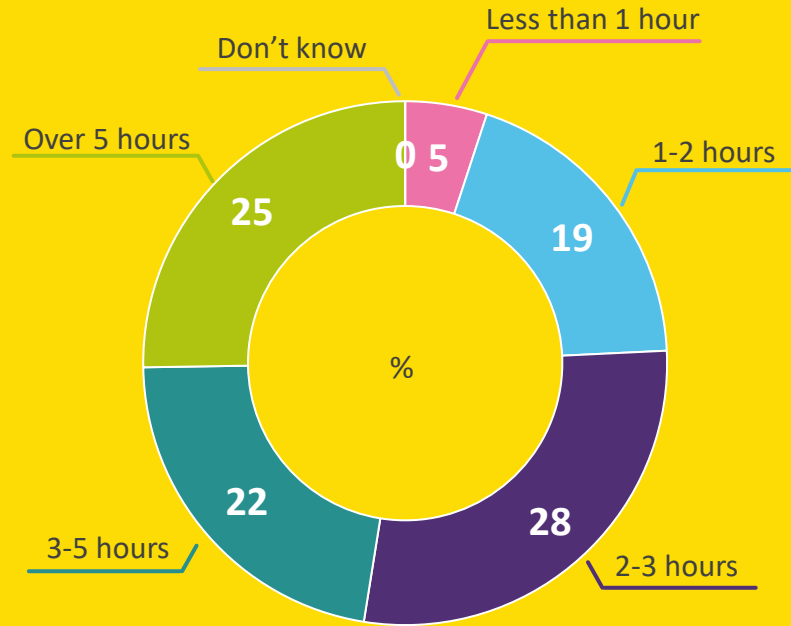
**Sustainable mode use: 83%**



Time and money spent



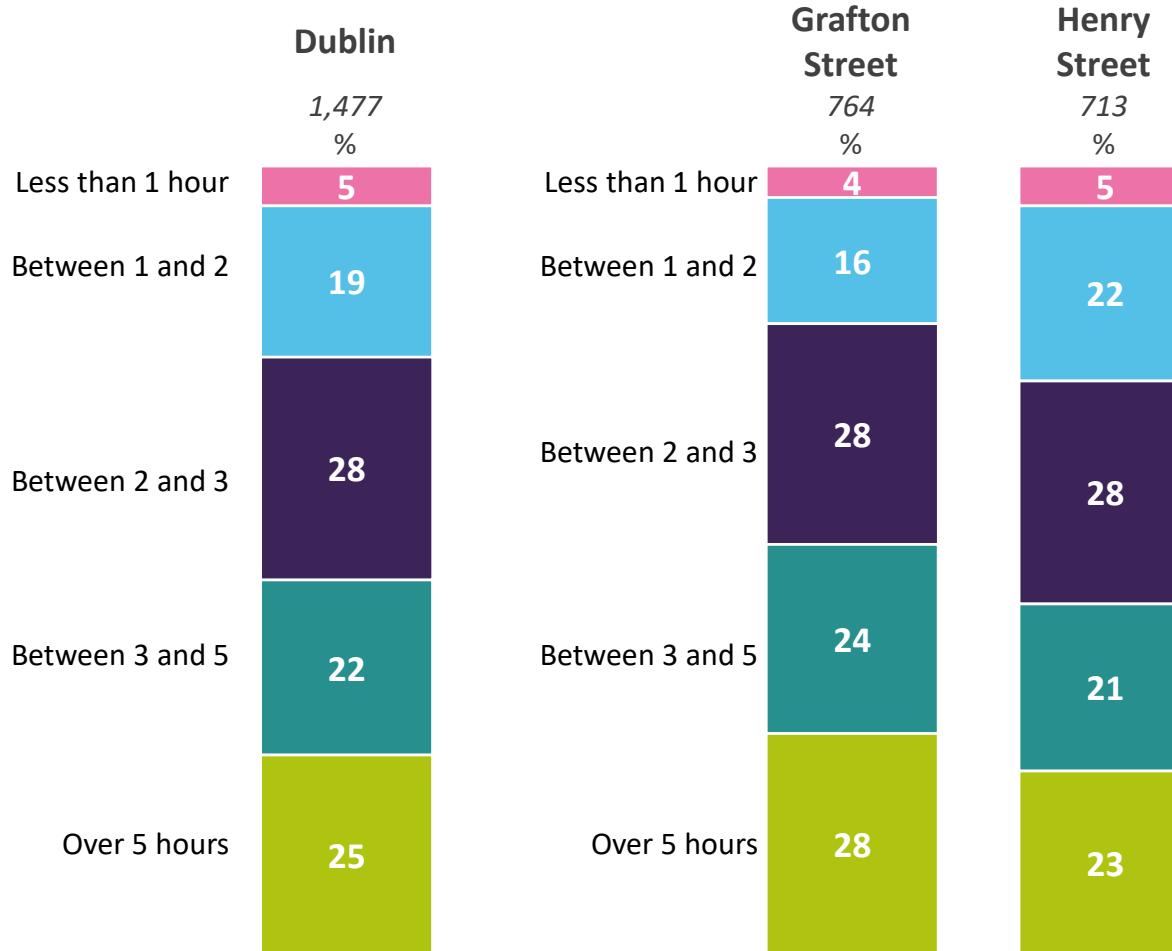
# 50% expect to spend between 2 and 5 hours in the city centre



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

# Time spent is slightly longer on Grafton street compared to Henry with 52% spending over 3 hours compared to 44% on Henry street

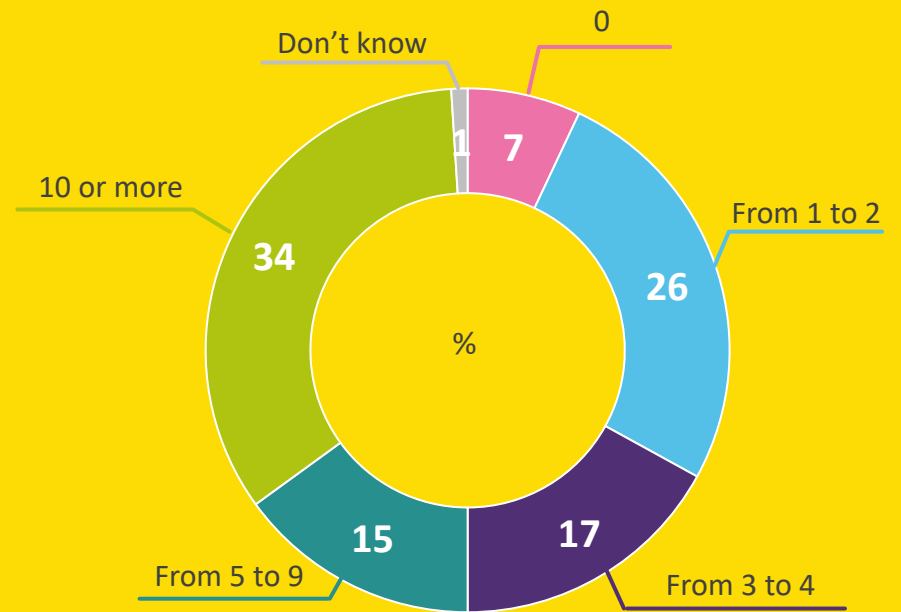
All +16 in Dublin City Centre: 1,477





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

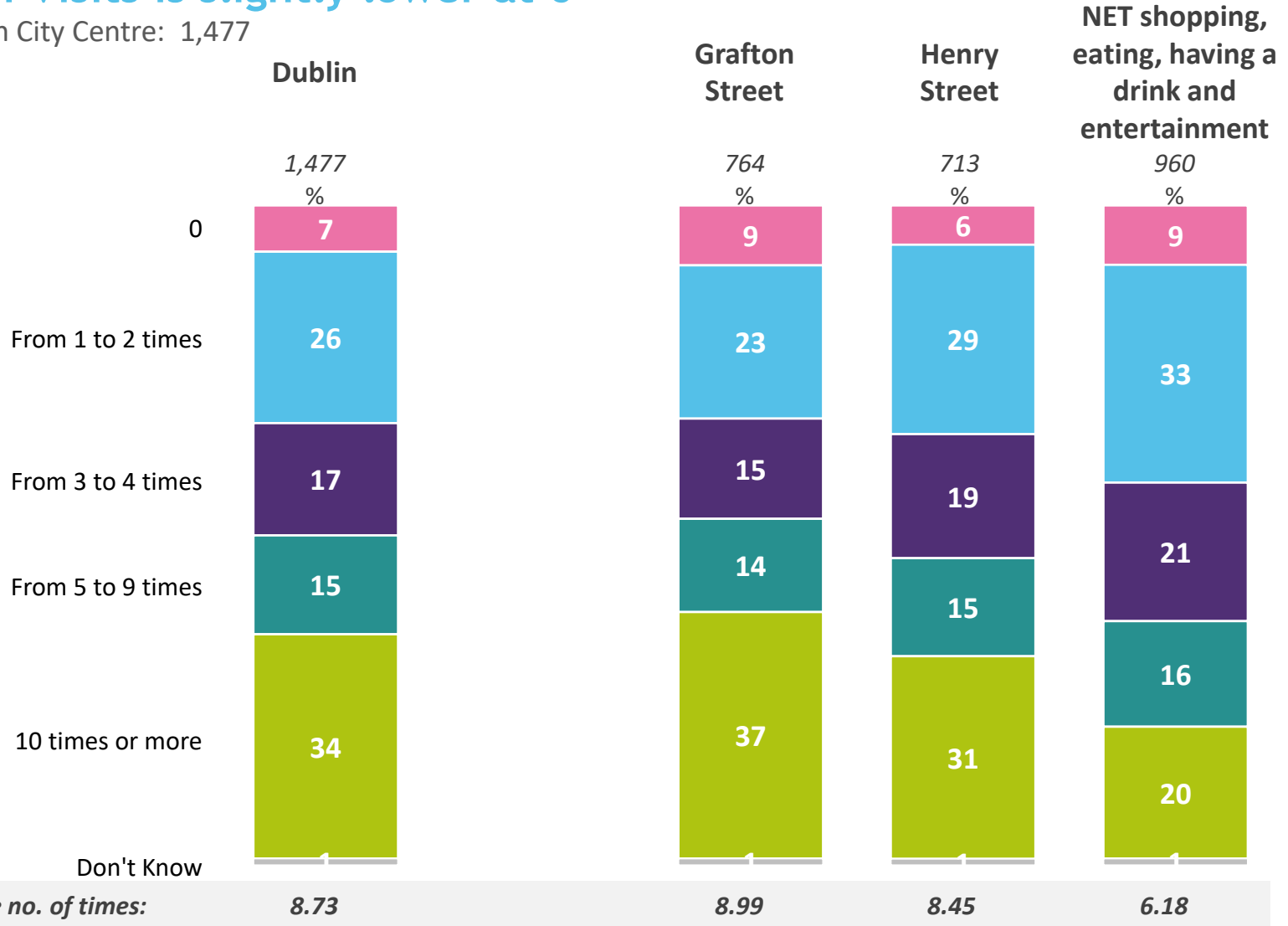
Average number of visits in past 4 weeks: 8.73



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

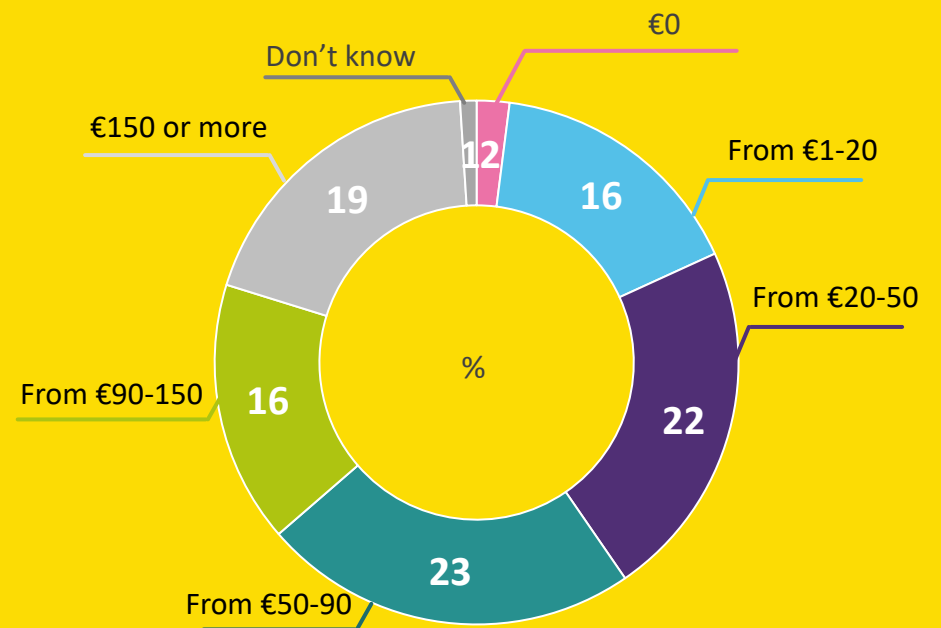
The average number of visits to the city centre over the past four weeks is 8. Amongst those who are shopping, eating, drinking or there for entertainment reasons (I.E Excluding visits for work) the average number of visits is slightly lower at 6

All +16 in Dublin City Centre: 1,477



# 45% spend between €20 and €90 in the city centre

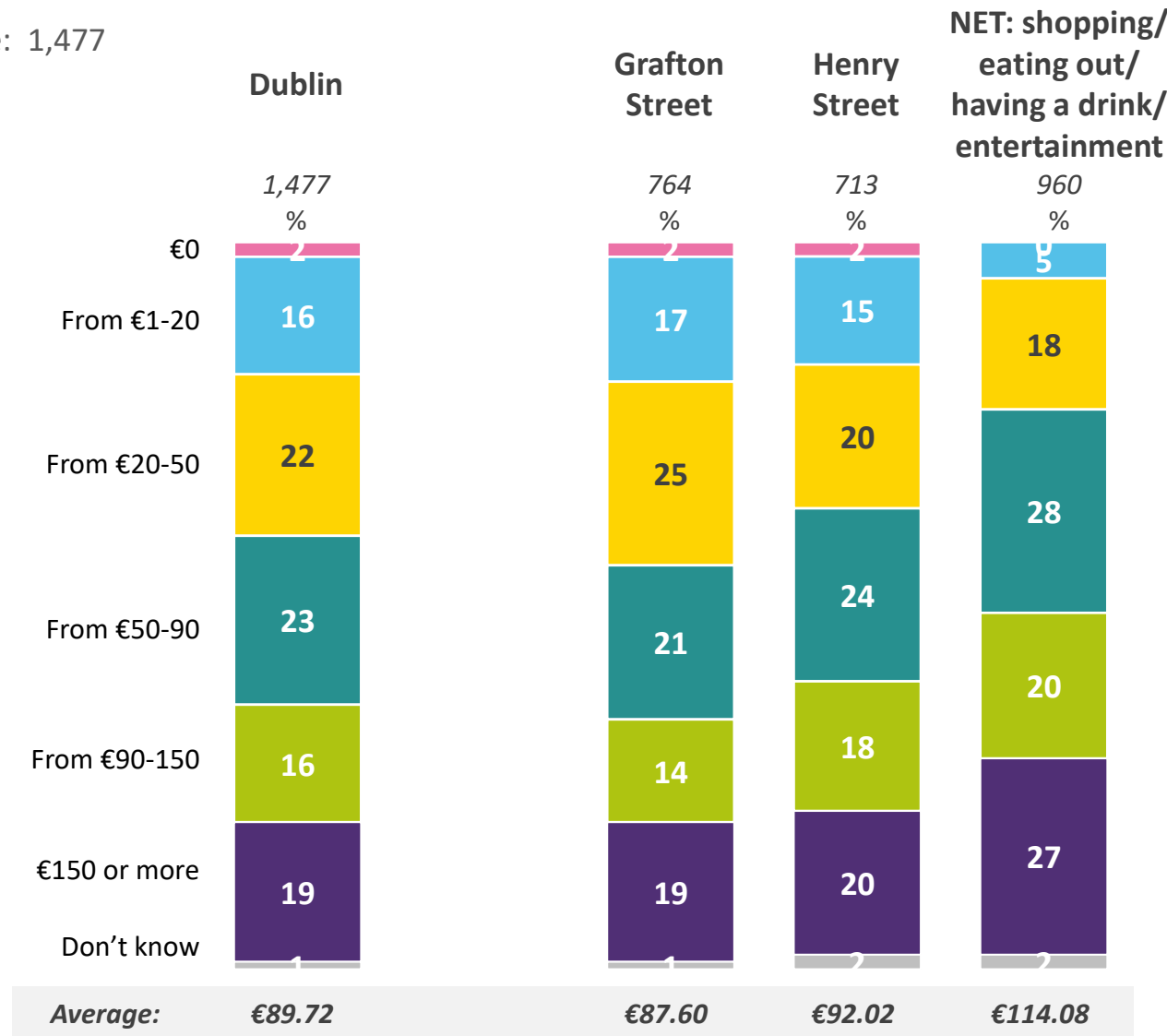
Average spend €89.72



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

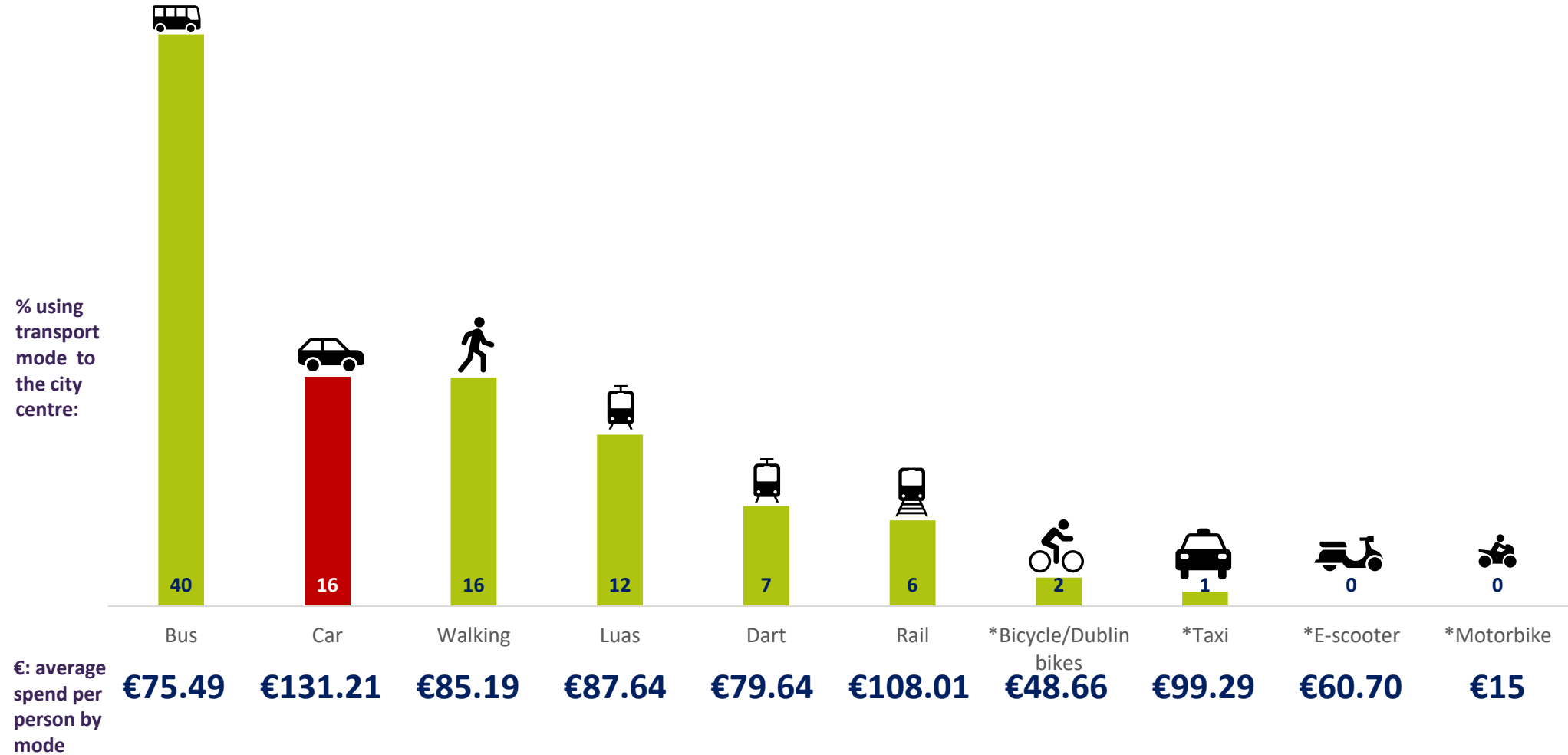
# Average intended spend in the city centre is just under €90. Among those in the city centre to shop, eat, drink and be entertained average spend is €114

All +16 in Dublin City Centre: 1,477



# Intended spend x mode of transport: Those using a sustainable mode intend to spend an average of €81.79 in the city centre on their current trip

All +16 in Dublin City Centre: 1,477



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?

\*Caution low base size under n=50

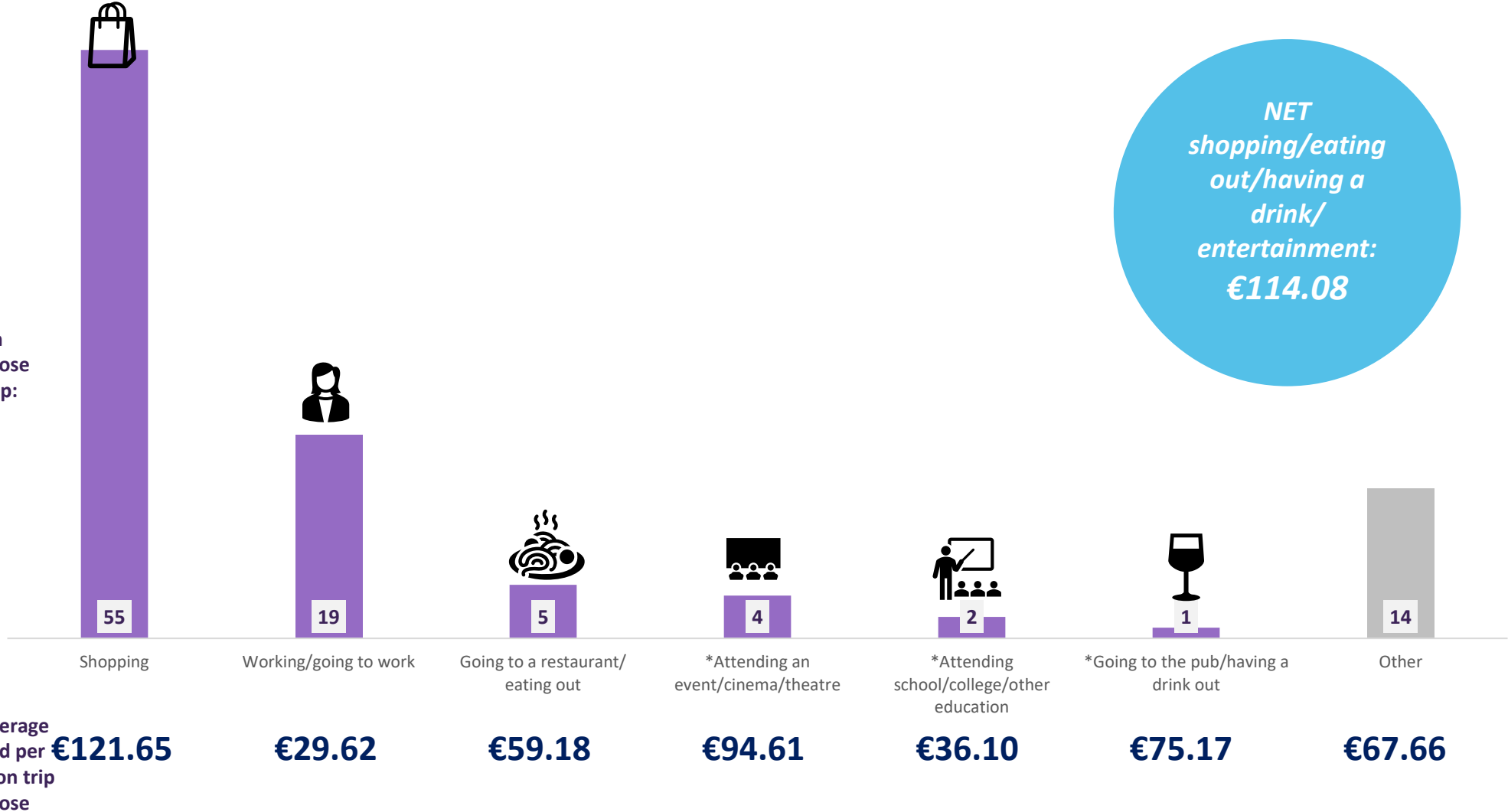


# Intended spend x main reason for visiting city centre: those in the city centre with the intention of shopping had the highest planned spend with those attending school or work spending the least

All +16 in Dublin City Centre: 1,477

*NET shopping/eating out/having a drink/entertainment: €114.08*

Main purpose of trip:



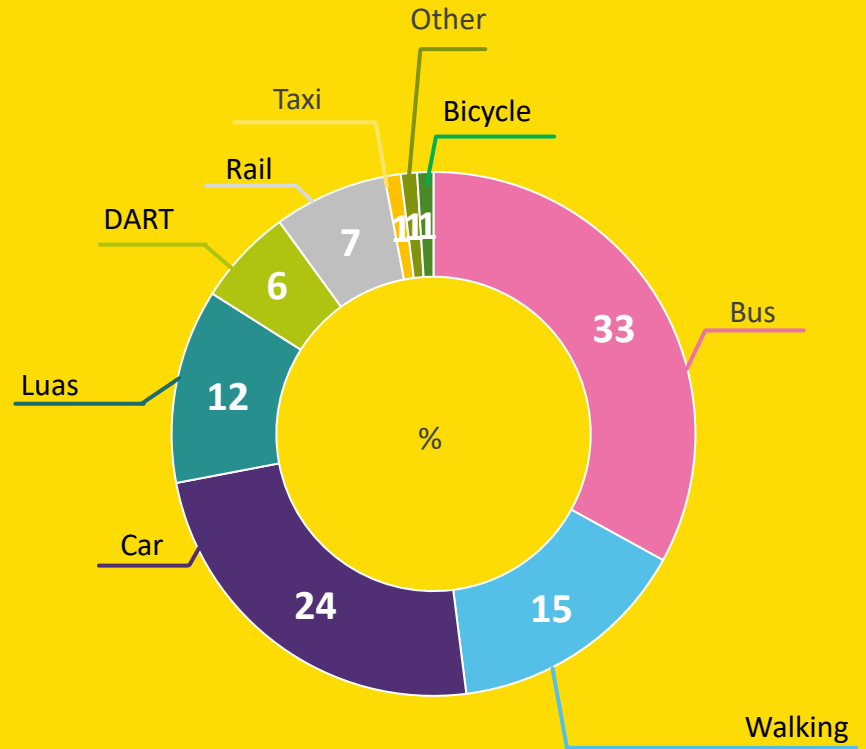
Q.6 How much do you personally intend to spend on this trip to the city centre today?

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

\*Caution low base size under n=50



# Bus users account for a third of daily spend in the city centre



Sustainable mode average spend 75%



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

# Sustainable modes of transport account for 75% of daily spend in the city centre with car drivers accounting for 24% of spend

All +16 in Dublin City Centre: 1,477

Main mode of transport today:	Total	Bus	Walking	Car	Luas	DART	Rail	*Bicycle/ Dublin Bikes	*Taxi	*Other	*E-scooter	*Motorbike
	1,477	584	229	239	180	100	87	29	15	5	7	2
Average spend per mode of transport (today):	€89.72	€75.49	€85.19	€131.21	€87.64	€79.64	€108.01	€48.66	€99.29	€228.00	€60.71	€15.00
Total daily spend: spend x number of people (base)	€132,130	€44,086	€19,509	€31,359	€15,775	€7,964	€9,397	€1,411	€1,489	€1,140	€425	€30
Percentage of total daily spend	100%	33%	15%	24%	12%	6%	7%	1%	1%	1%	-	-

**Sustainable modes of transport account 74% 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



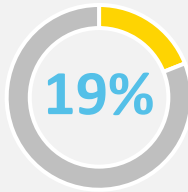
## 5. Summary of key findings

## Visits to the city centre

### Main reasons:



Shopping



Going to work



### Time spend:

**50%** spent between  
**2-5 hours** in the city  
centre

**8.73**

Average number of  
visits in the past 4  
weeks



## Average spend per person



All 16+ in city centre :

**€89.72**

All using any **sustainable mode**:

**€81.79**

All using **Bus**:

**€75.49**

All using **DART**:

**€79.64**

All using **LUAS**:

**€87.64**

All using **Rail**:

**€108.01**

All **Walking**:

**€85.19**

All using **Bicycle/Dublin bike**:

**€48.66**

All using **Car**:

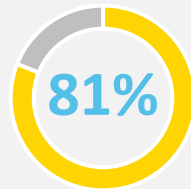
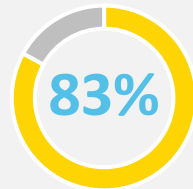
**€131.21**

## Modes of transport used

To city centre

Home

**NET**   
sustainable   
mode:



Bus:

**40%**

**38%**



LUAS:

**12%**

**13%**



DART:

**7%**

**7%**



Rail:

**6%**

**6%**



Walking:

**16%**

**15%**



Bike/Dublin Bike:

**2%**

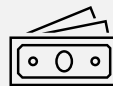
**2%**



Car:

**16%**

**16%**



Bus:

**33%**

LUAS:

**12%**

Rail:

**7%**

DART:

**6%**

Walking:

**15%**

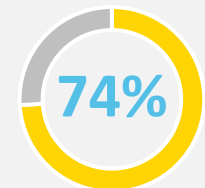
Bicycle/Dublin Bike:

**1%**

Car:

**24%**

**Any sustainable   
mode:**



# Thank you.



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