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## Shopping Travel Behaviour in Dublin City Centre Survey.

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students learning with communities



# BSc Spatial Planning and Environmental Management Shopping Travel Behaviour in Dublin City Centre Survey



DIT School of Spatial Planning staff and students collaborated with the Irish Environmental Network and the Dublin Cycling Campaign to conceive and design this survey. All partners benefitted from the generation of information about shopper travel behaviour as well as about the perceptions of various interest groups. This information is being utilised to raise awareness of city centre environmental issues, ultimately leading to improved urban design which will benefit all city centre users.

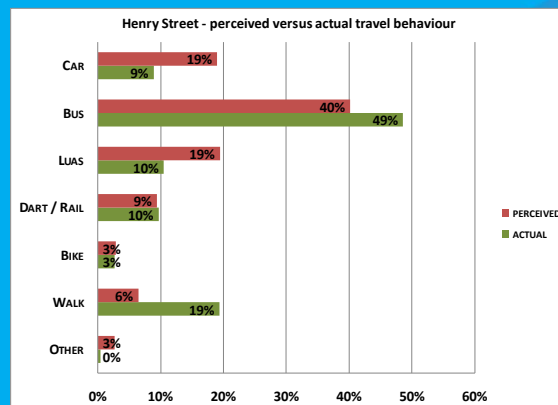
Students interviewed 1,009 shoppers on Grafton and Henry streets seeking to identify differences (if any) between perceived and actual spending levels by travel mode.

Traders on Dublin's two main shopping streets considerably over-estimate spending by shoppers travelling by car and Luas while significantly undervaluing the spend of bus passengers and pedestrians. Bus carried 35% of shoppers to Grafton St and 49% to Henry St; this compares with traders' perceptions of 31% and 40% respectively.

Measured in value terms, bus proved the most lucrative mode to both streets, delivering 38% of the total spend on both streets, when outliers are excluded. Pedestrian travel was similarly under-valued. Car transport was overvalued by traders. On Grafton St traders perceived that car would account for 13% of customers whereas in reality car-borne shoppers made up 10%. Traders on Henry St believed car would carry 19% of shoppers but in fact only 9% came by car.

The situation is similar for Luas: traders perceived 28% of Grafton St shoppers would arrive by tram compared to 13% in reality, and again on Henry St, traders thought Luas would carry 19% but it served just 10%.

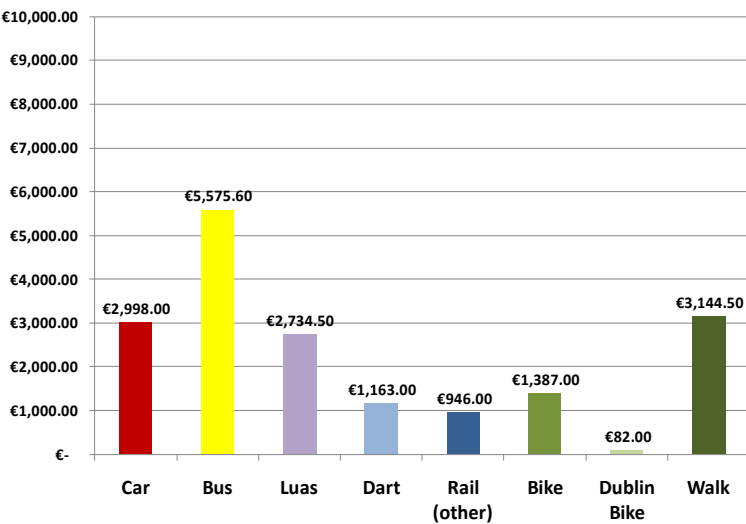
Bus priority and pedestrian enhancement may therefore warrant greater investment. The imbalance in cycling mode share between Grafton Street and Henry Street should also be investigated further.



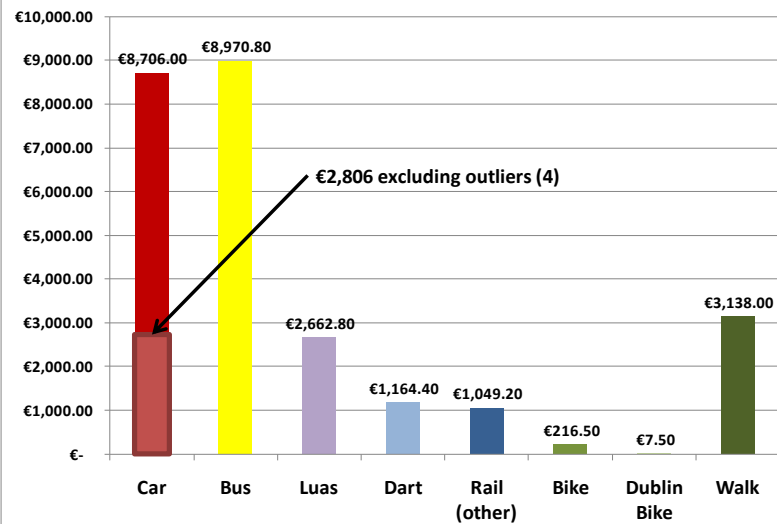


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Total spend by mode on day of survey - Grafton Street



Total spend by mode on day of survey - Henry Street



## Main findings of the survey: -

- Trader bias towards car
- Big brand effect of Luas?
- Impact of Henry Street outliers
- 38% of value transported by bus (excluding outliers)
- Further bus and pedestrian priority warranted
- Cycling infrastructure and culture on north-side

