

Citizen Survey Report

Active Travel – Executive Report



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Economic Development Office
Dublin City Council

Report Date:
21/01/2025
Survey Fieldwork:
November / December 2024

Report by:



Delve Research
Survey Research & Analysis

www.delve-research.com

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Life Satisfaction

- **6.8 out of 10** is the average life satisfaction score among respondents. This is in line with the level measured in September 2024.

Feeling Safe in the City Centre

- **68%** of respondents felt safe in the city centre during the day (similar to September 2024). **35%** felt safe in the city centre at night - up from 31% in September 2024.

Understanding the term “Active Travel”

- **52%** of respondents gave a correct definition of active travel.
- Male respondents, younger respondents, DCC-based respondents and respondents with higher income were more likely to give a correct definition.

Usual Modes of Transport

- The top 4 modes of transport to **work** were – Public Transport (52%), Walk / Wheel (31%), Private Car (30%) and Push-bike (24%)
- The top 4 modes of transport to go **shopping** were – Public Transport (74%), Private Car (36%), Walk / Wheel (36%) and Push-bike (17%)
- The top 4 modes of transport to **socialise** were – Public Transport (82%), Walk / Wheel (37%), Taxi (30%) and Private Car (29%)
- The top 4 modes of transport to **do a school run** were – Private Car (51%), Walk / Wheel (50%), Push-bike (20%) and Public Transport (11%)

Division of Main Modes of Travel

- In a typical week the respondent group divided transport time between walking / wheeling (41%), driving a car (40%) and cycling (19%)

Feeling Safe Using Sustainable Modes of Transport

- **73%** of respondents felt safe using public transport in Dublin city. **67%** felt safe when walking / wheeling in Dublin city. 36% of cyclists felt safe when cycling in Dublin.

Considering Sustainable Modes of Transport

- 69% of private car users would consider reducing car journeys to participate in more sustainable modes of transport.
- Among those who would not consider this, the main reason cited was “Public transport issues (e.g. quality / unreliable)” (59% of reasons cited).

Division of Time between City Centre / Suburbs / Online

- **Shopping** – on average respondents spent 33% of time shopping in the city centre, 35% outside the city centre and 32% online.
- **Socialising** – on average respondents spent 53% of time socialising / recreating in the city centre and 47% outside the city centre.

Greater Dublin Transport Strategy

- **69%** of respondents had heard of the Greater Dublin Transport Strategy.

Active Travel Network

- **56%** of respondents had heard of the Active Travel Network.
- **43%** of respondents currently use any part of the Active Travel Network.
- **52%** are very likely to use the Active Travel Network in the future.

Perceptions of Active Travel

- **96%** agree that “Walking and cycling are good for people’s mental health.
- **95%** agree that “Walking and cycling are good for the climate / sustainability.
- **86%** agree that “Walking and cycling are good for businesses in local neighbourhoods.
- **84%** agree that “Walking and cycling are good for community engagement.
- **77%** agree that “Walking and cycling are good for business in the city centre.

Any Further Comments

- When asked for any further comments about the Active Travel Network, **36% of respondents indicated support for the concept.**
- **20%** expressed a concern about safety / segregation of traffic / enforcement of rules (for all users)
- **7%** expressed a concern about diversity and accessibility – rising to 19% among over 65s

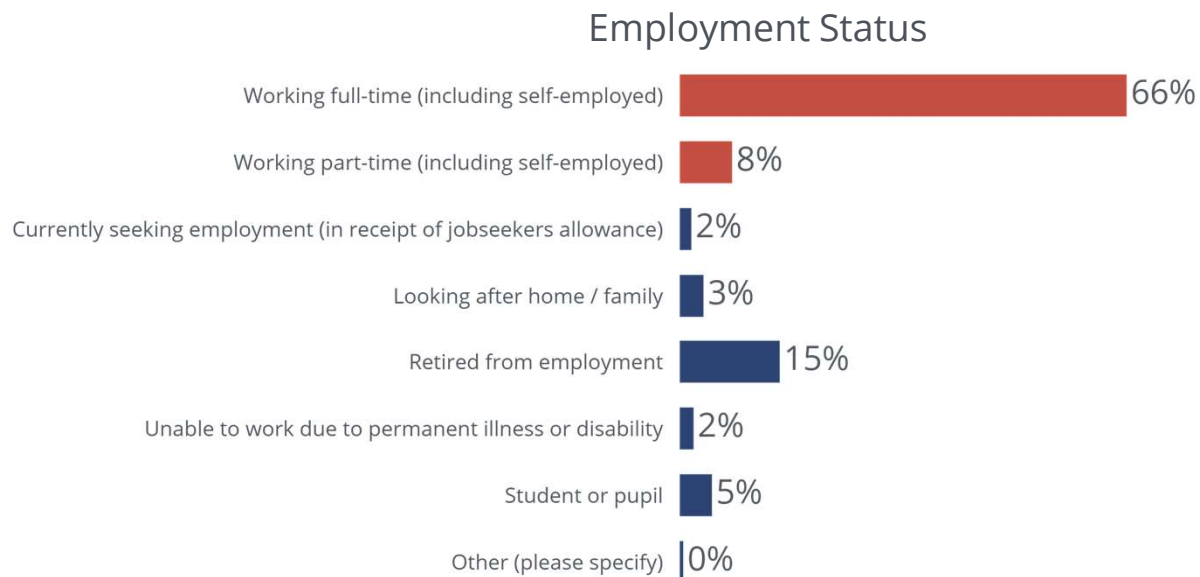
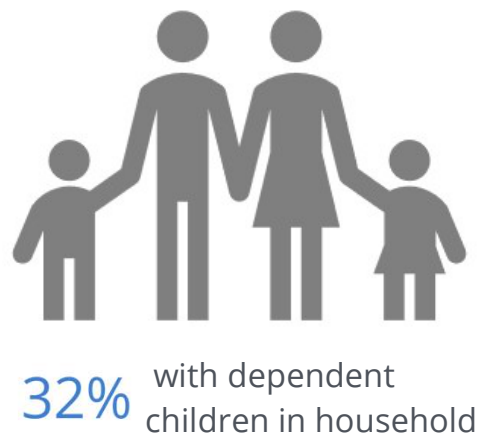
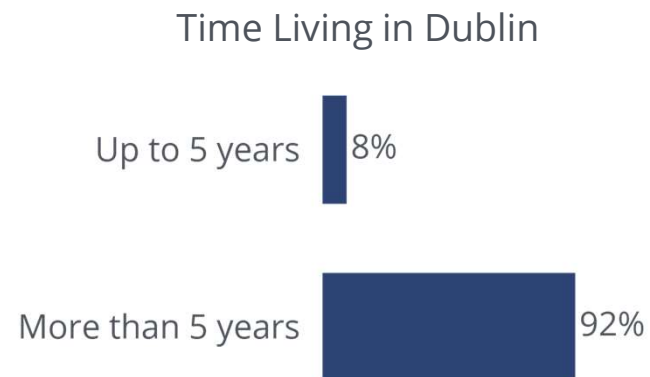
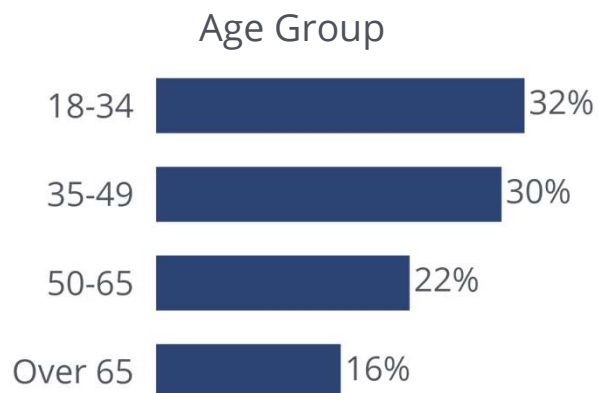
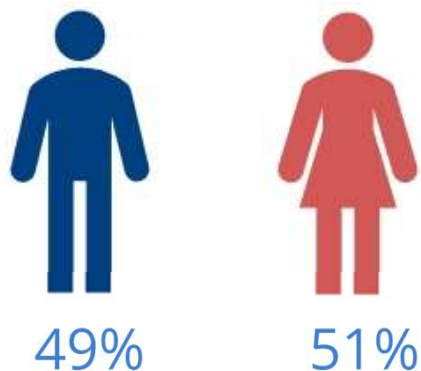
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- Online survey, 26th November - 8th December 2024
- 1,014 respondents from the "Your Dublin, Your Voice" opinion panel
- 19% response rate
- Margin of error +/- 3%
- Robust panel in existence since 2010, recruitment through various channels

Respondent Profile

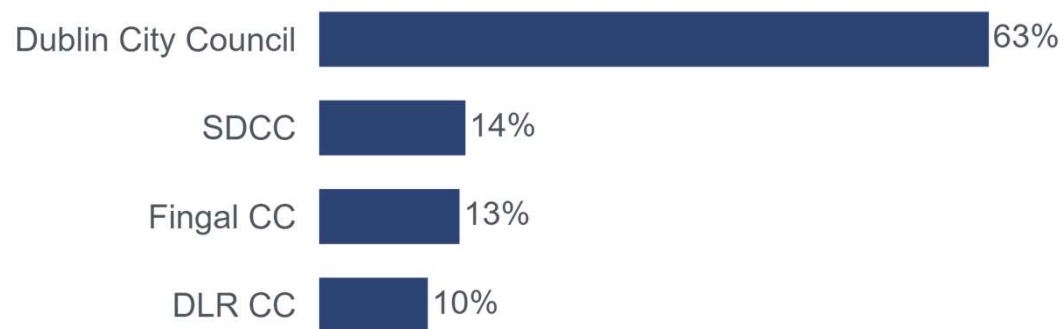


Respondent Profile

33 nationalities represented on this survey, 90% Irish



Local Authority



n=964

Current Area of Residence

	%
Outside County Dublin	4%
Dublin 1	1%
Dublin 2	1%
Dublin 3	6%
Dublin 4	3%
Dublin 5	4%
Dublin 6	3%
Dublin 6W	4%
Dublin 7	10%
Dublin 8	8%
Dublin 9	8%
Dublin 10	1%
Dublin 11	6%
Dublin 12	7%
Dublin 13	3%
Dublin 14	3%
Dublin 15	3%
Dublin 16	2%
Dublin 17	1%
Dublin 18	3%
Dublin 20	1%
Dublin 22	1%
Dublin 24	3%
County Dublin	12%
NET	100%

Respondent Profile

Monthly Income After Taxes, Before Bills



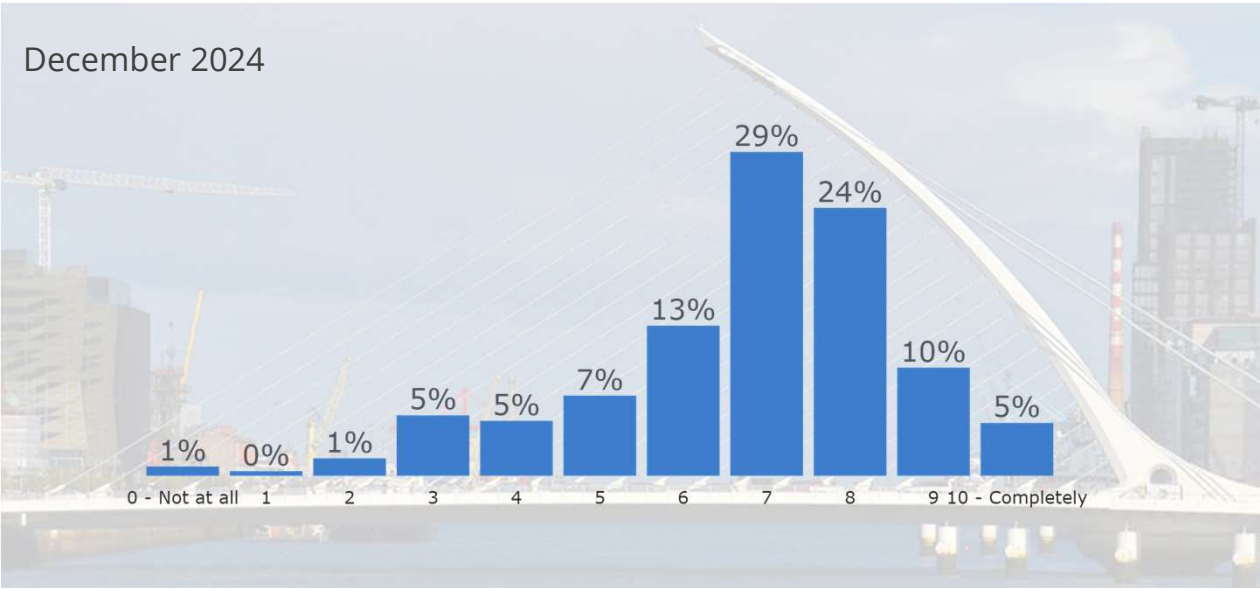
Monthly Disposable Income After Bills Are Paid



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On a scale of 0 to 10, overall how satisfied are you with your life nowadays?



6.8
is the average life
satisfaction score out of 10

This is in line with the level
measured in September
2024



Feb 2020 Feb 2022 Aug 2022 Nov 2022 Mar 2023 May 2023 Aug 2023 Oct 2023 Mar 2024 May 2024 Sep 2024 Dec 2024

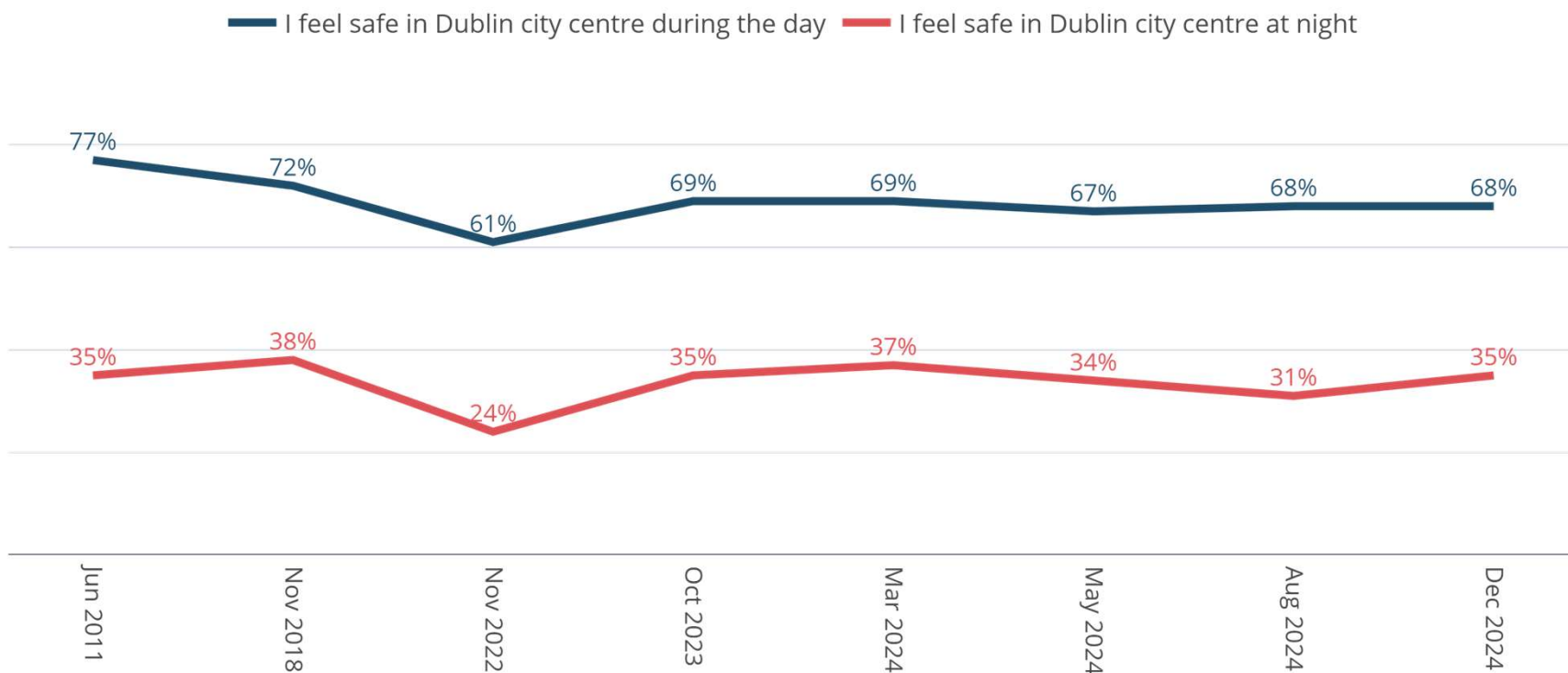
Base: 1014

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Feeling Safe in the City Centre - Trend

Thinking about shopping (excluding groceries) and leisure in general please indicate your level of agreement with each of the following statements:
% agree or strongly agree



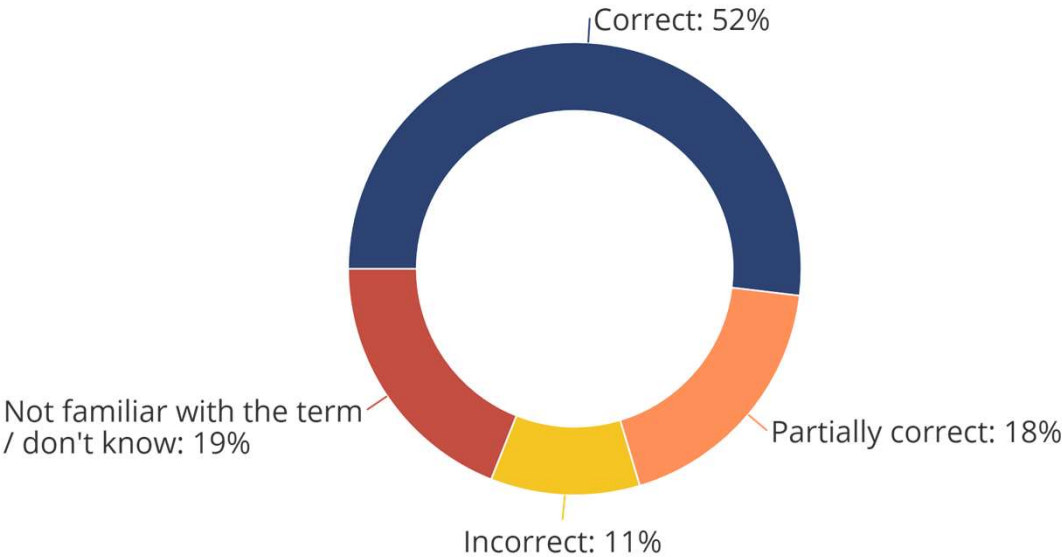
Base December 2024: 1013

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Understanding the Term "Active Travel"

What is your understanding of the term "Active travel"?



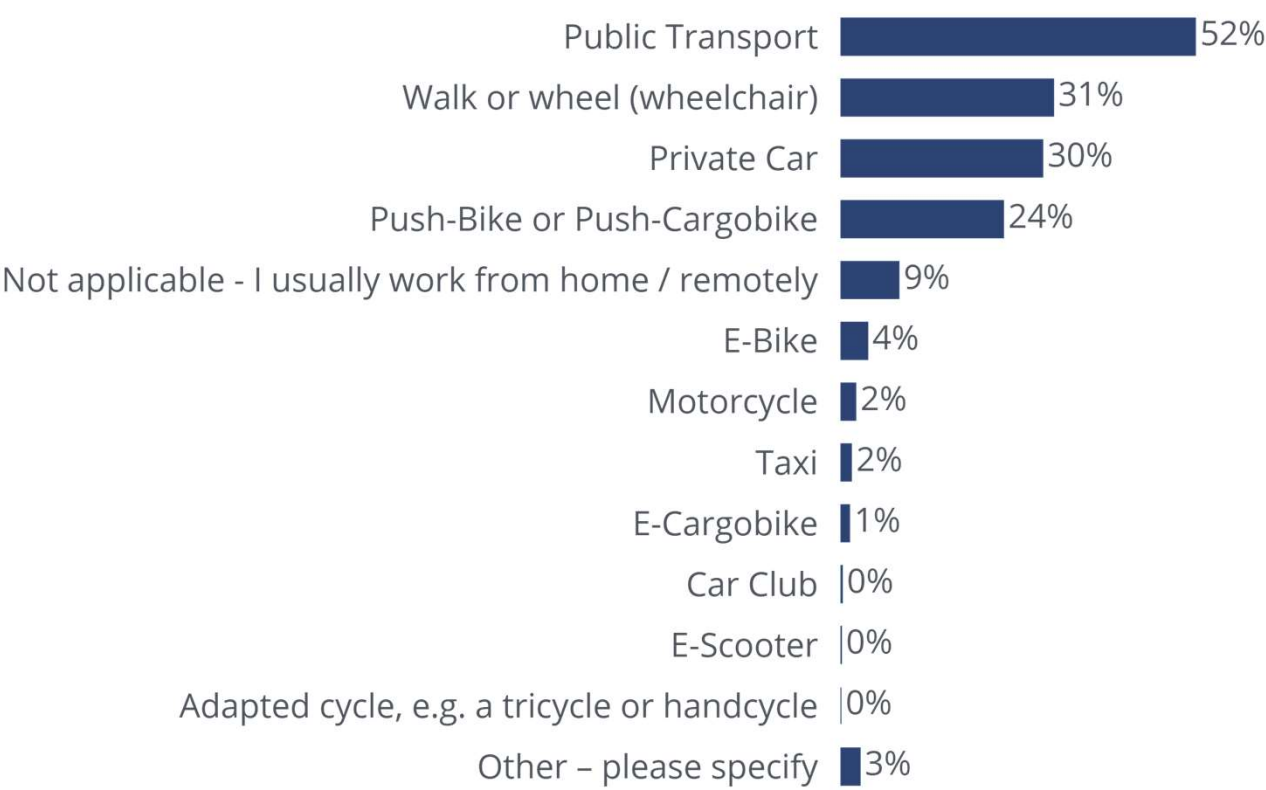
52%
of respondents gave a correct definition of active travel at this prompt.

"Partially correct" included respondents who correctly identified walking / cycling and also included another mode, often public transport.

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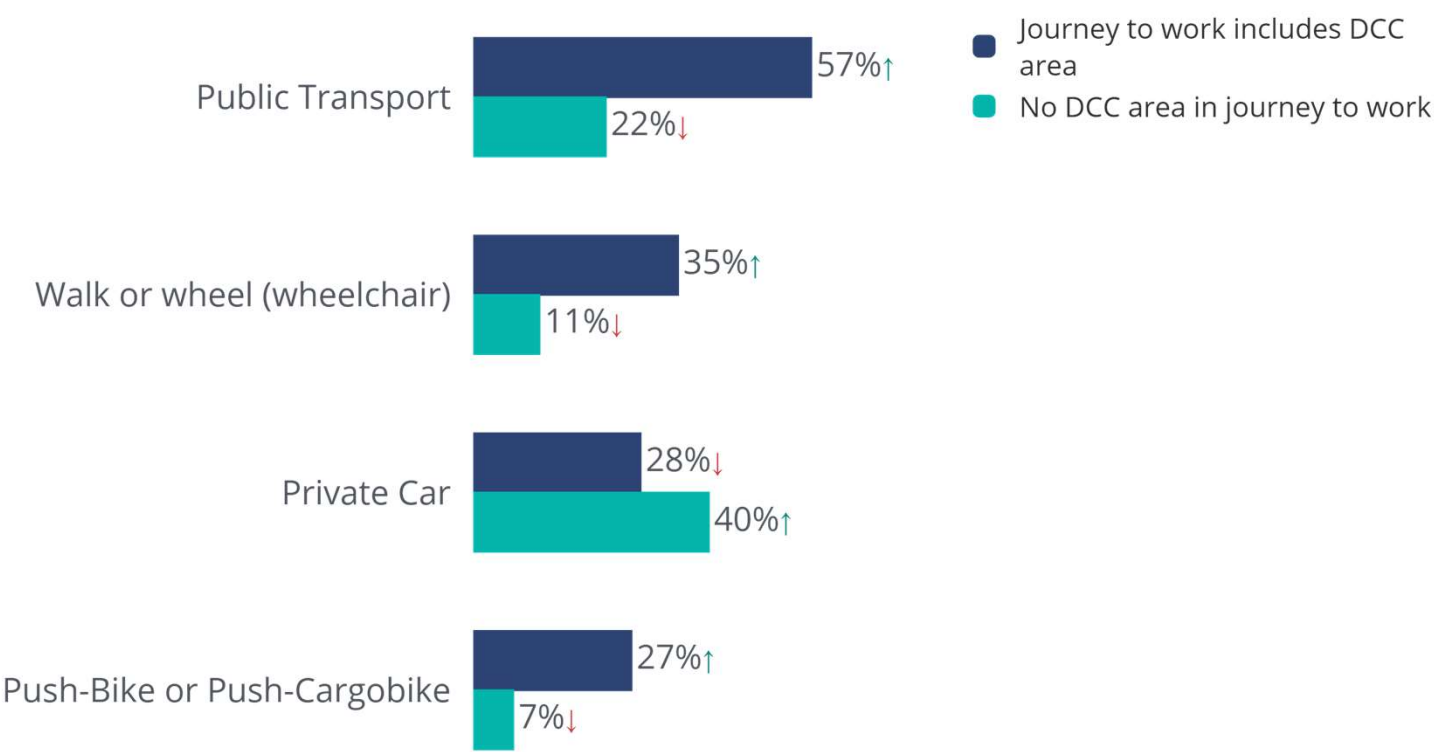
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For typical journeys **to your work**, which of the below options do you usually use? Please select as many options as apply.



Usual Modes of Transport to Work - Where Journey Includes DCC Area

For typical journeys **to your work**, which of the below options do you usually use? Please select as many options as apply.

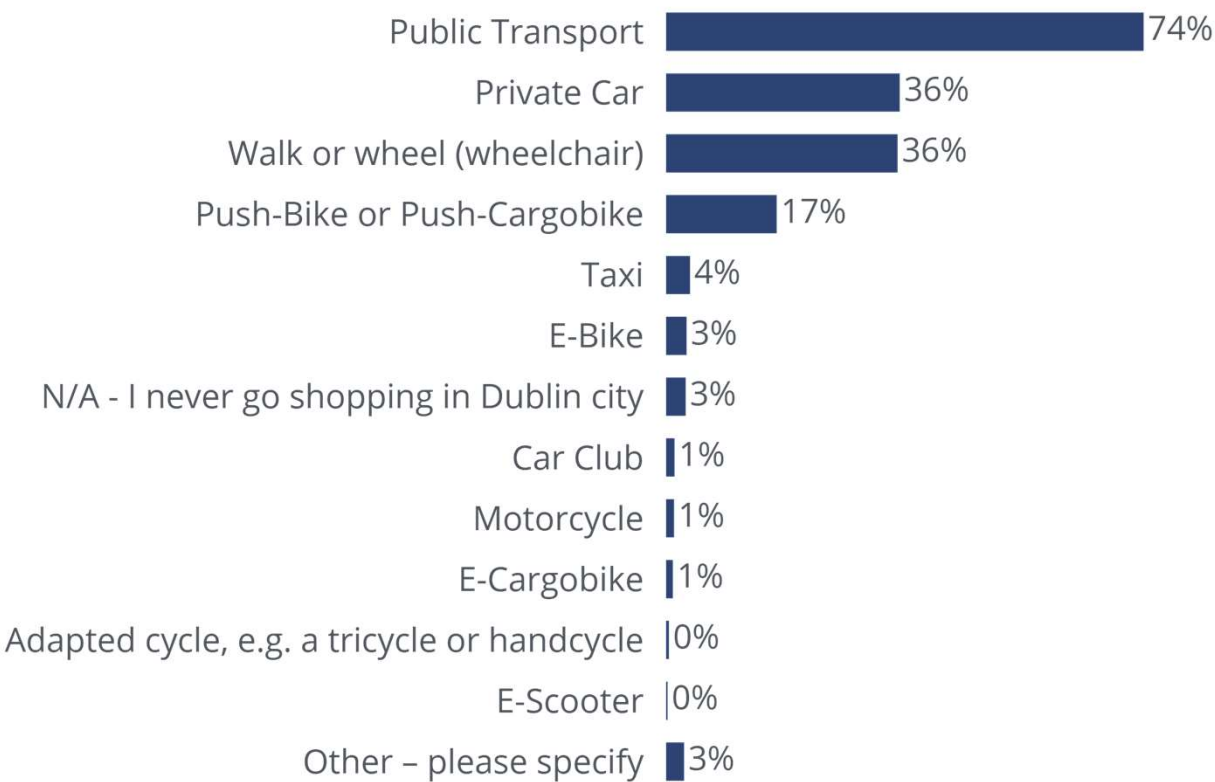


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Usual Modes of Transport to go Shopping

For typical journeys **to go shopping** in Dublin city, which of the below options do you usually use? Please select as many options as apply.

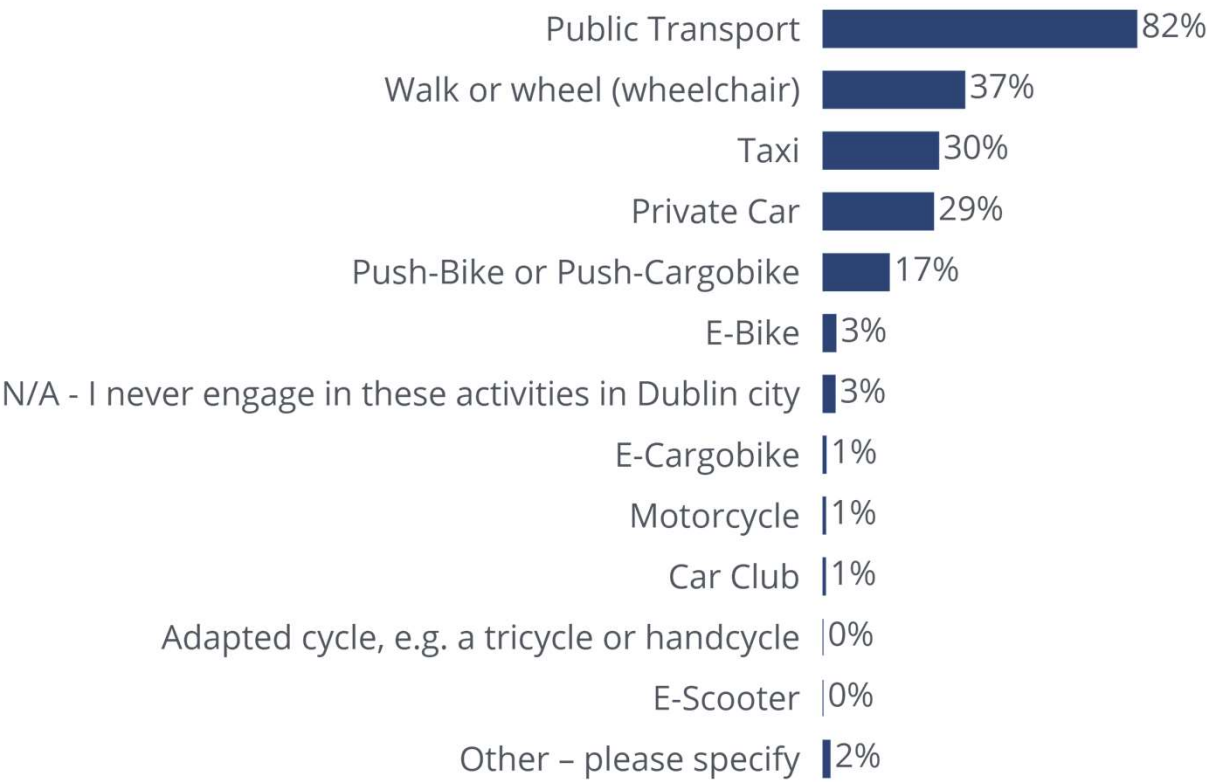


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Usual Modes of Transport for Recreation

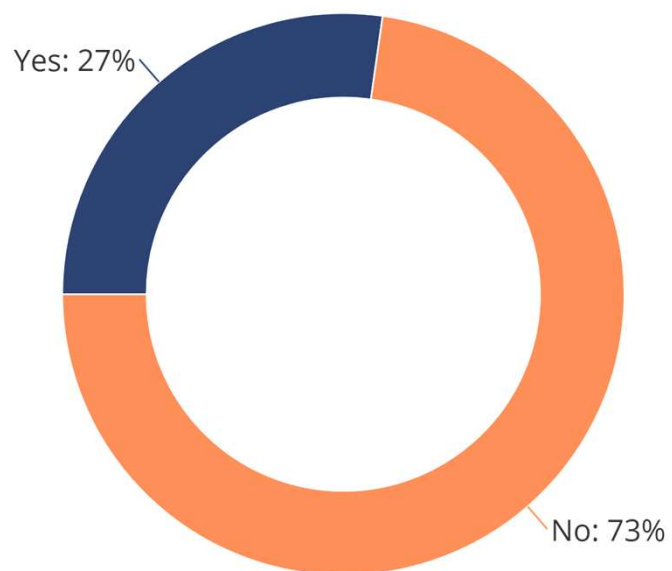
For typical journeys **to engage in recreational, social or entertainment activities** in Dublin city, which of the below options do you usually use? Please select as many options as apply.



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Do you ever do a school run to bring a child or children to school?

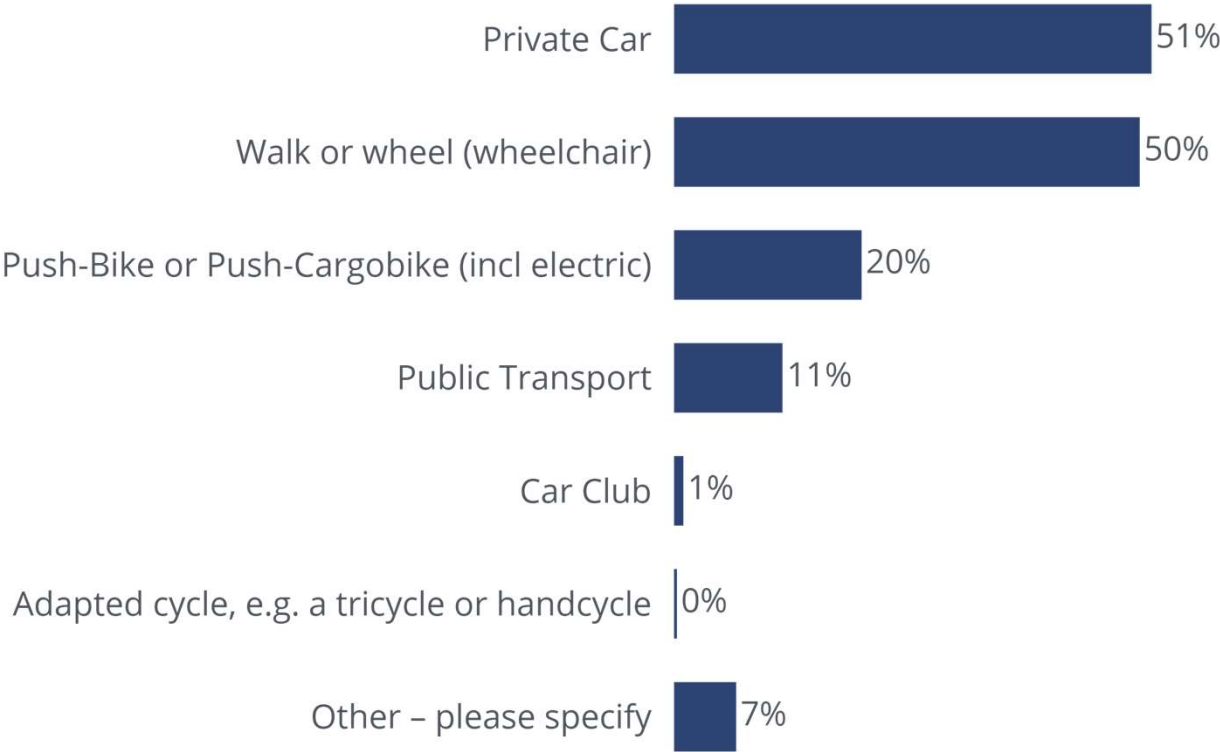


27%

of respondents do a school run to bring a child or children to school

Usual Modes of Transport for School Run

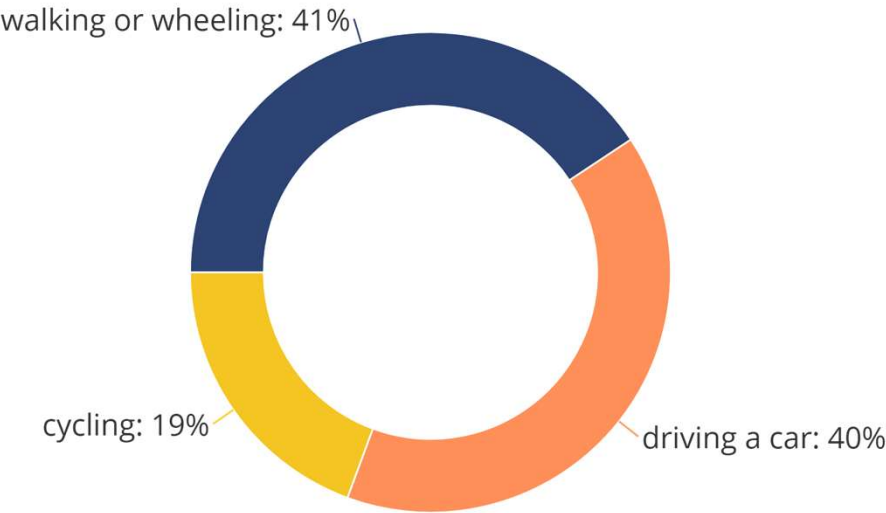
For your typical **school run**, which of the below options do you usually use?
Please select as many options as apply.



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In a typical week, how do you divide your transport time between walking / wheeling (outside of the home), driving a car and cycling? (Please give a percentage for each, totaling 100%)



N.B. - asked only of those who incorporate cycling or driving into any of their transport routine.

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Feeling Safe Using Sustainable Modes of Transport

Please indicate your agreement with the following:
% agreeing or strongly agreeing

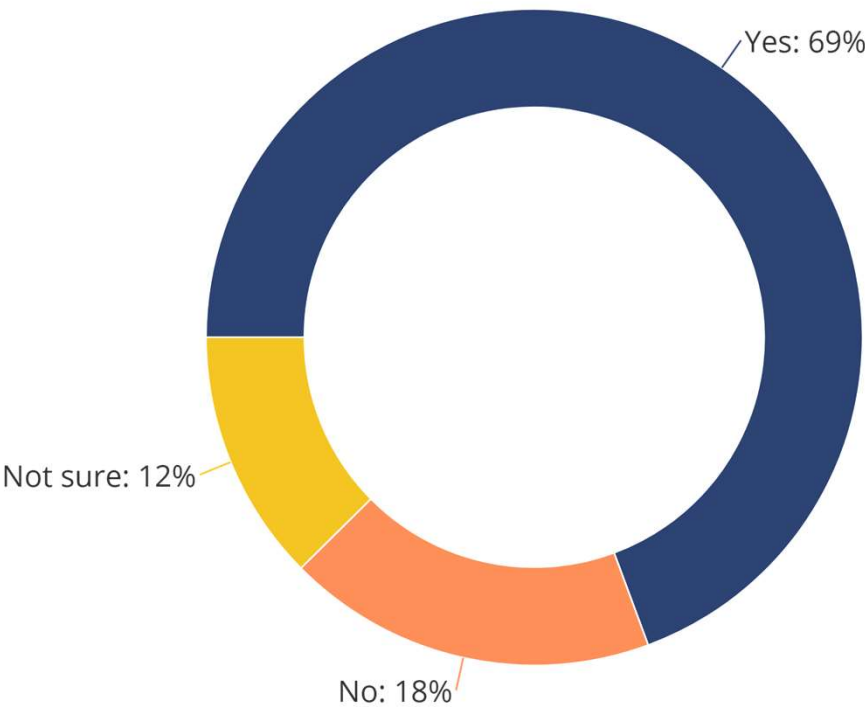


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Considering Sustainable Modes of Travel (if already doing any driving)

Would you consider reducing car journeys to participate in more sustainable modes of transport?

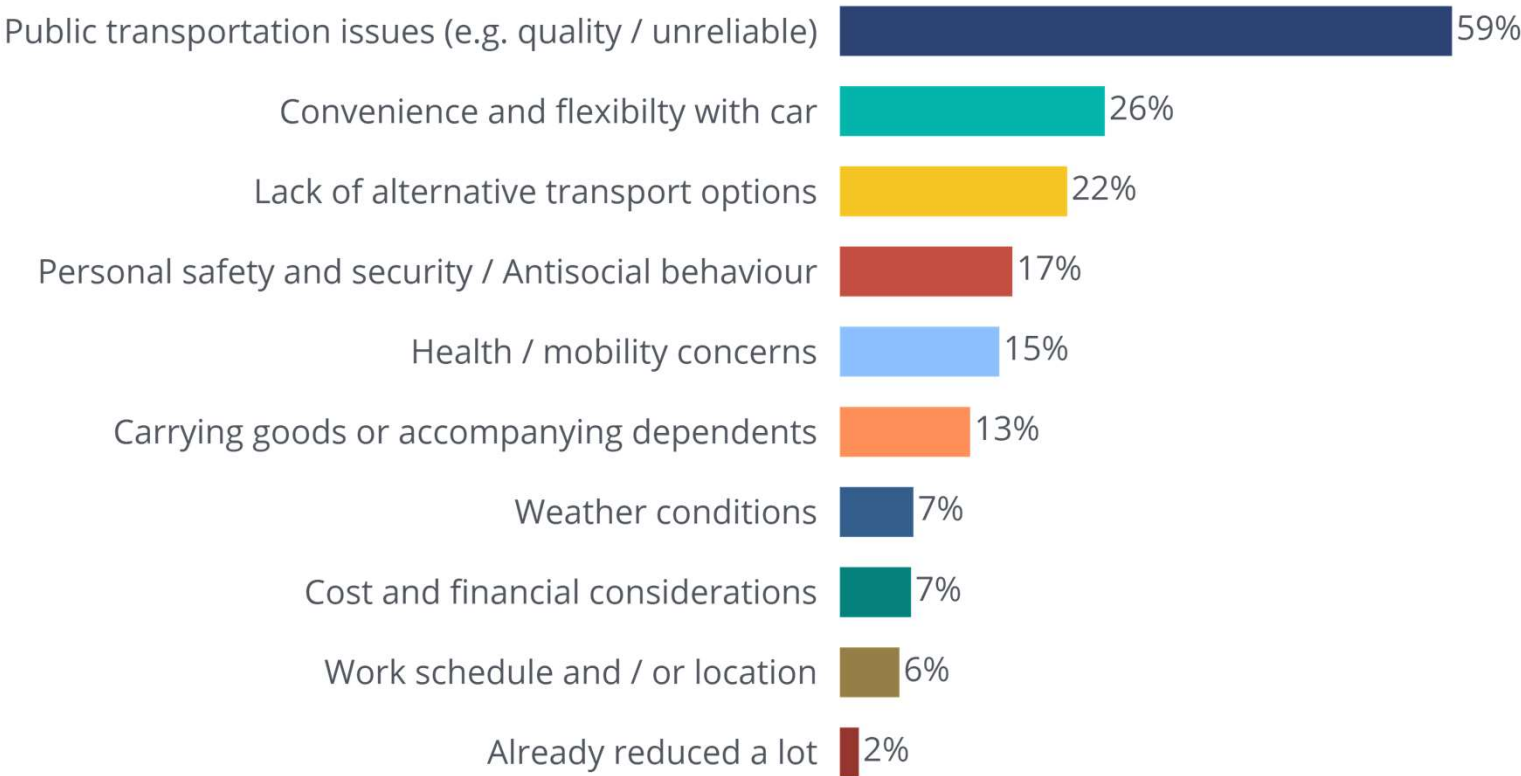


N.B. - asked only of those who already incorporate driving into any of their transport routine.

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What are the barriers to you considering reducing car journeys?

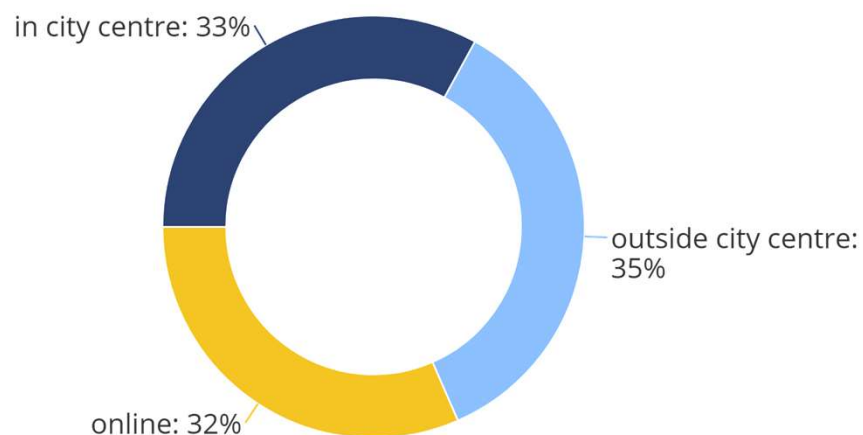


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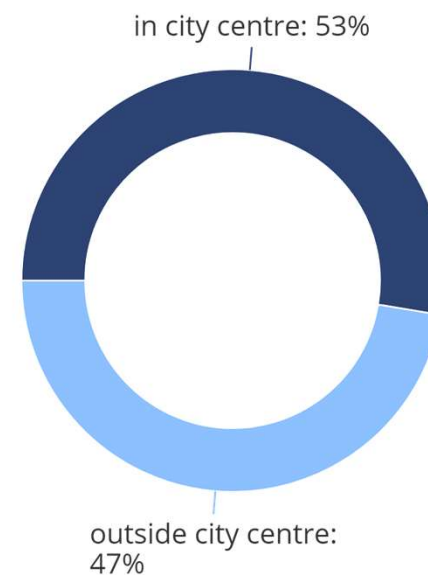
Division of Time - City Centre / Suburbs / Online

How do you divide your time between city centre, suburban / out of town areas / online when **shopping**?



shopping

How do you divide your time between city centre and suburban / out of town areas when **engaging in social, recreational or entertainment activities**?



socialising

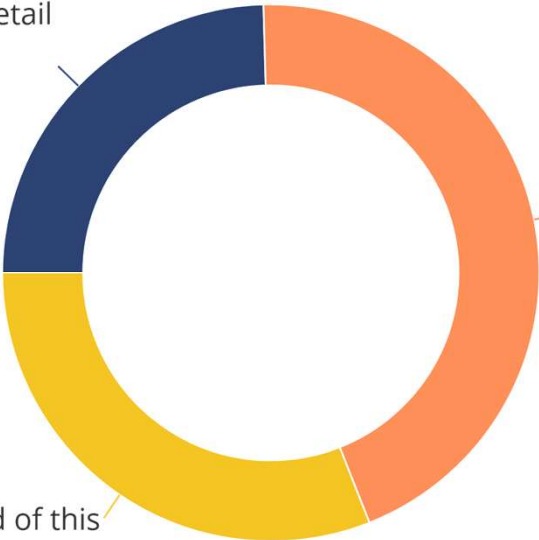
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XVII.	Current Use of the Active Travel Network	41
XVIII.	Likely Future Use of the Active Travel Network	43
XIX.	Perceptions of Active Travel	45
XX.	Any Further Comments About the Active Travel Network	47

Have you heard of the **Greater Dublin Transport Strategy** before today?

Yes, I was aware of this and I am familiar with some detail of the strategy: 25%



Yes, I had heard of this but I'm not familiar with the detail: 44%

No, I had not heard of this before today: 31%

69%

of respondents had heard of the **Greater Dublin Transport Strategy**

Agenda

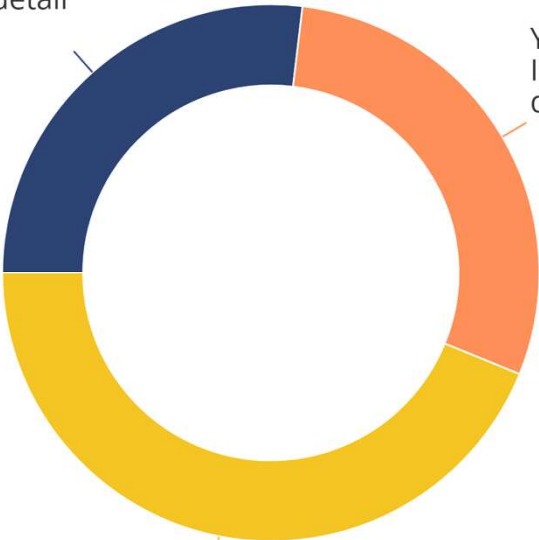
I.	Summary	2
II.	Background and Respondent Profile	6
III.	Life Satisfaction	11
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V.	Understanding the term "Active Travel"	15
VI.	Usual Modes of Transport to Work	17
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Dublin City Council is developing an **Active Travel Network** throughout the city. Were you aware of this?

Yes, I was aware of this and I am familiar with some detail of the project: 27%

Yes, I had heard of this but I'm not familiar with the detail: 29%

No, I had not heard of this before today: 44%



56%

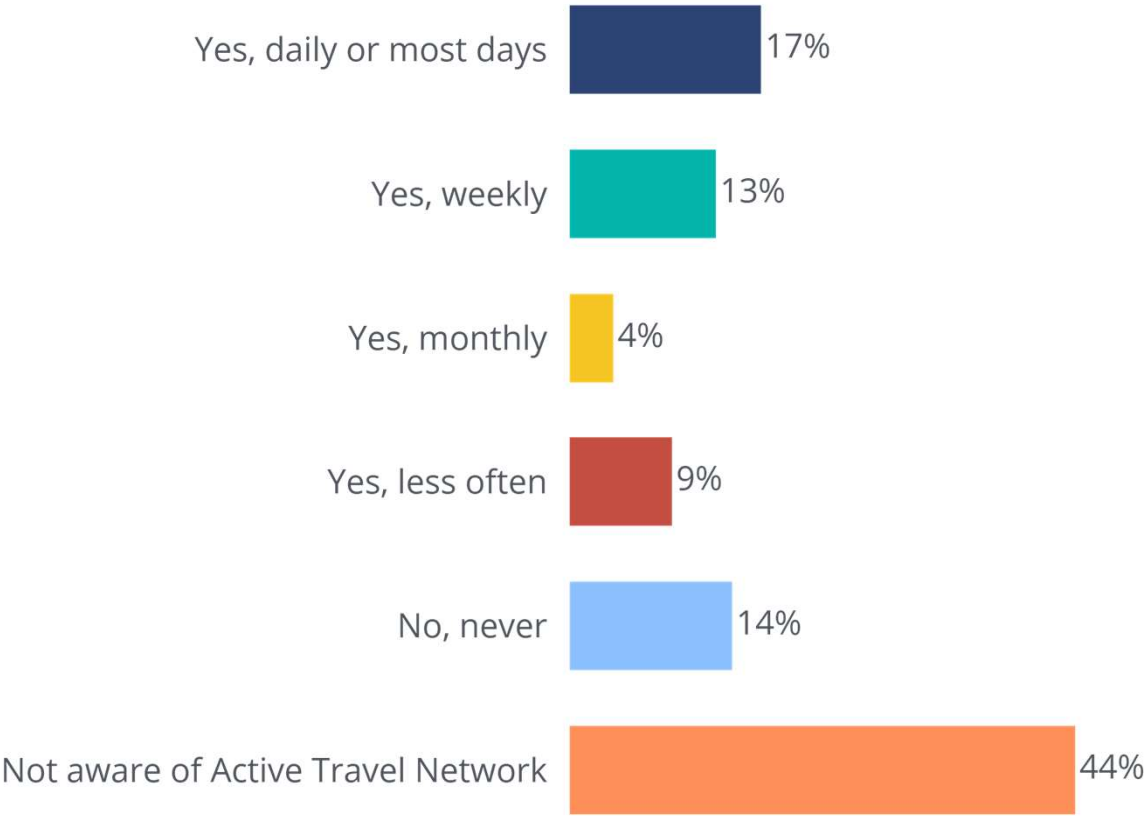
of respondents were aware of the **Active Travel Network**

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Current Use of the Active Travel Network - incl Not Aware

Do you currently use any part of the Active Travel Network?
base: all respondents



43%

of respondents currently use the
Active Travel Network

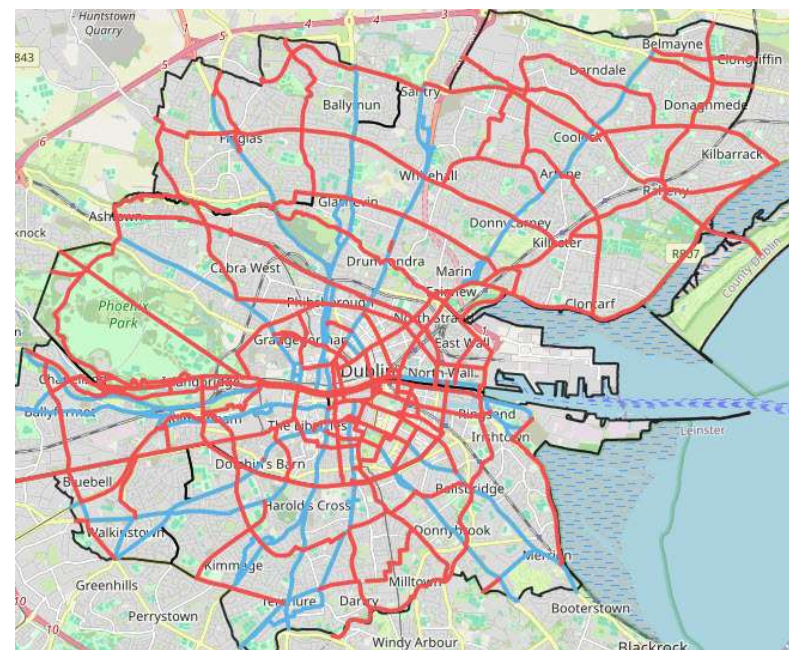
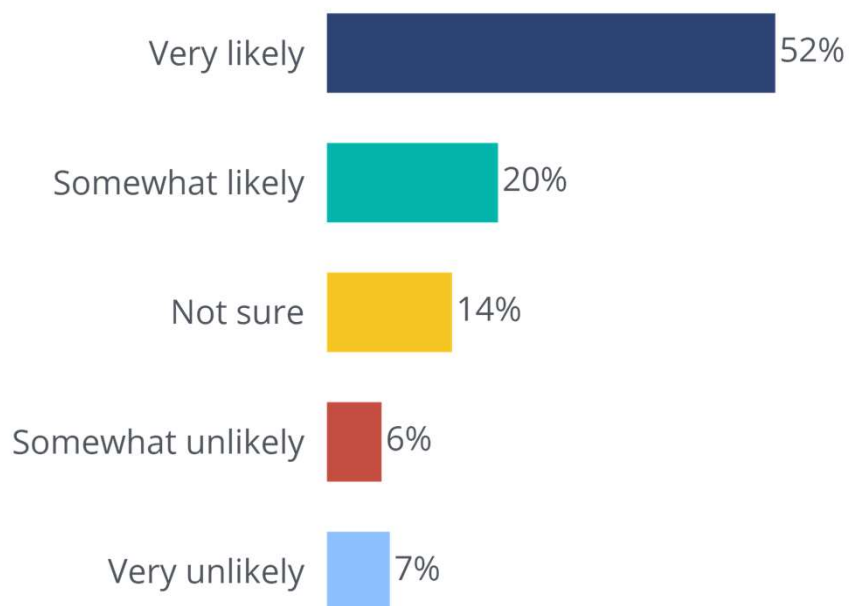
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Likelihood of Using the Active Travel Network in the Future

Active Travel Network: Dublin City Council is developing a 314km walk-wheel-cycle network, with 95% of residents within 400m of the Active Travel Network upon completion. The project aims to enhance connectivity and accessibility while promoting safety, inclusivity, and sustainability by shifting road space from private vehicles to more sustainable modes of transport, reducing carbon emissions.

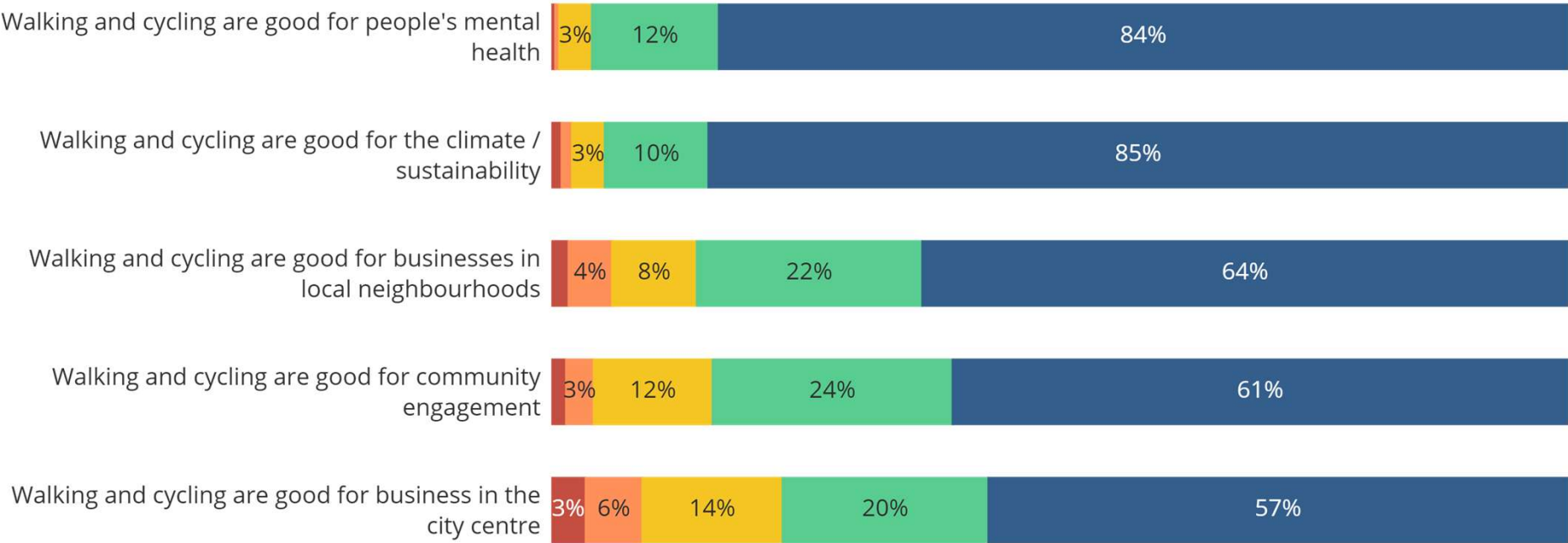
How likely are you to use the Active Travel Network in the future?



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Please indicate your level of agreement with the following statements:



Strongly disagree Somewhat disagree Neutral Somewhat agree Strongly agree

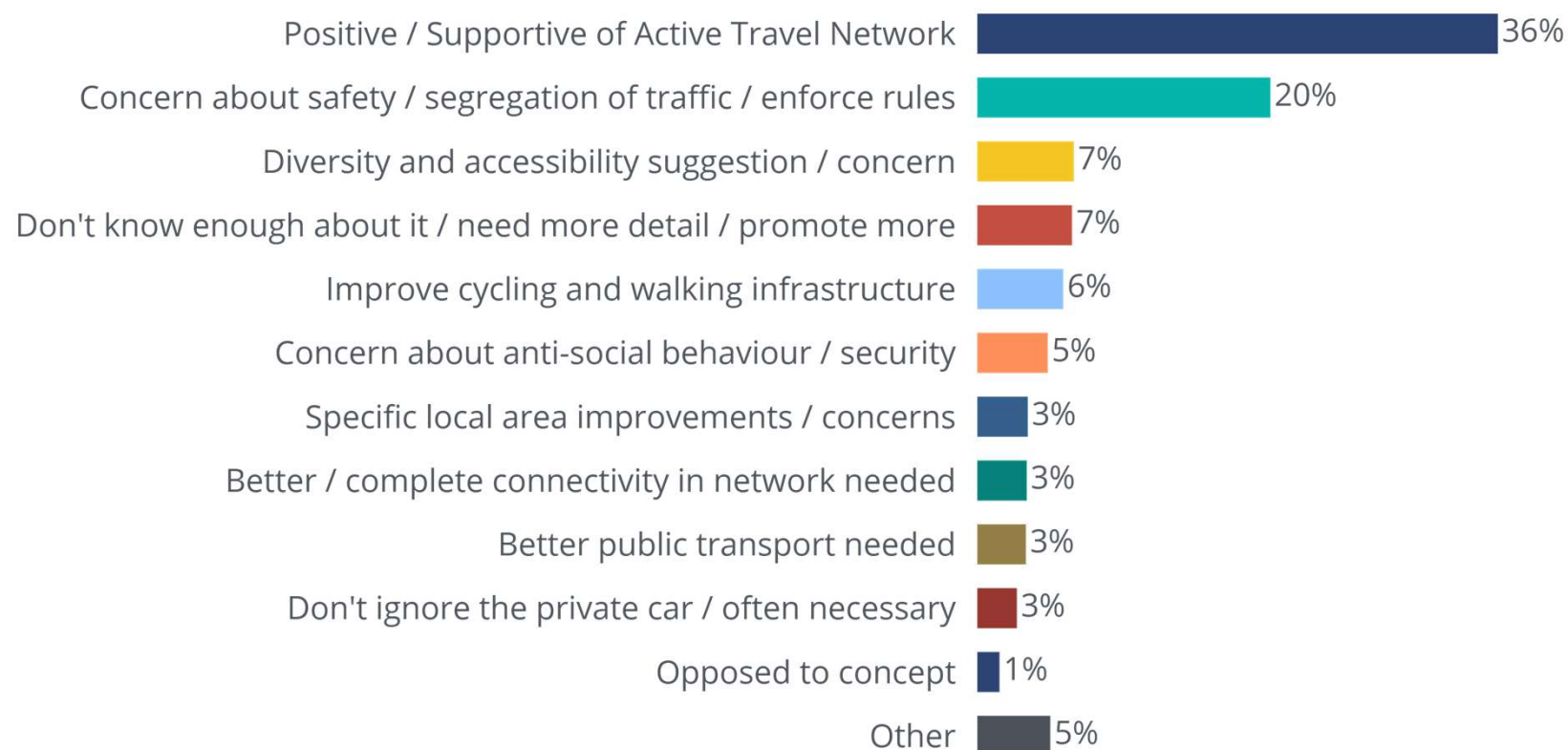
Base: 1013

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Any Further Comments About the Active Travel Network

Please add any thoughts or comments you may have about the Active Travel Network:



A scenic view of the Dublin River at sunset. The sky is a deep orange-red. In the foreground, a large white sailing ship with multiple masts is docked on the left. A modern cable-stayed bridge with a white pylon and orange cables spans the river in the middle ground. The city skyline is visible in the background, with various buildings and a tall spire. The sun is a bright yellow-orange circle on the horizon, partially obscured by a building.

For further information please
contact:

Economic Development Office
Dublin City Council
01 222 5611
research@dublincity.ie