



market
research

strategic
planning

NGM Ltd.

Enterprise House
New Street Court
New Street
Waterford
Ireland

T: +353 (0) 51 858215

F: +353 (0) 51 858216

E : info@ngm.ie

W: www.ngm.ie

**County Kilkenny:
COMMUNITY NEEDS ASSESSMENT**

**REPORT No 3.
TRANSPORT**

Prepared for:
Kilkenny County Council Partnership Committee

FINAL REPORT 16 March 2002
STRICTLY CONFIDENTIAL

Table of Contents

| | <i>Page No.</i> |
|--|-----------------|
| Research Findings | i |
| Research Results | |
| 3.1. Transport Usage Frequency | |
| Chart 3.1.1. Frequency of Usage of Various Forms of Transport | 1 |
| Chart 3.1.2. Average Number of Days of Car Travel Per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics | 2 |
| Chart 3.1.3. Average Number of Days of TAXI Travel per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics | 3 |
| Chart 3.1.4. Average Number of Days of BICYCLE Travel per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics | 4 |
| Chart 3.1.5. Average Number of Days of BYCYCLE Travel per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics | 5 |
| Chart 3.1.6. Average Number of Days of Travel ON FOOT per annum in County Kilkenny Cross-tabbed with Demographic Characteristics | 6 |
| Chart 3.1.7. Average Number of Days Travel by Form of Transport Cross-tabbed with Electoral Area..... | 7 |
| Chart 3.1.8. Average Number of Cars per Household Cross-tabbed with Demographic Characteristics..... | 8 |
| 3.2. Satisfaction with Transport Services | |
| Chart 3.2.1. Satisfaction with Transport Services in Respondents Area | 10 |
| Chart 3.1.2. Rating of Transport Services in Respondents Area Cross-tabbed with Electoral Area | 11 |
| Chart 3.2.3. Rating of Transport Services in Respondents Area Cross-tabbed with Electoral Area | 12 |
| Chart 3.3. Demand for New Transport Services | |
| Chart 3.3.1. Likelihood of Using New Transport Services Should they be Introduced in Respondents Area.... | 13 |

| | | |
|--------------|--|----|
| Chart 3.3.2. | Likelihood of Using A Pre Booking Door-to-Door Transport Service Cross-tabbed with Demographic Characteristics | 14 |
| Chart 3.3.3. | Likelihood of Using A Pre-booking Nearby Pick-up Transport Service Cross-tabbed with Demographic Characteristics | 15 |
| Chart 3.3.4. | Likelihood of Using A Non Pre-booking Nearby Pick-up Direct to Destination Transport Service Cross-tabbed with Demographic Characteristics | 16 |
| Chart 3.3.5. | Likelihood of Using A Non pre-booking Nearby Pick-up Indirect to Destination Transport Service Cross-tabbed with Demographic Characteristics | 17 |
| Chart 3.3.6. | Number of New Transport Services Required Cross-tabbed with Demographic Characteristics .. | 18 |

Research Findings

RESEARCH FINDINGS: TRANSPORT

Usage of Various Forms of Transport

- Almost 80% of respondents state that they use a car every day as a means of transport. The second most frequent form of transport is walking, with a third of respondents stating that they do this daily. Both the bus and the taxi are used infrequently and the bicycle is the least frequently used mode of transport.
- Based on the stated frequency of usage of each form of transport, it is possible to estimate (roughly) the average number of days that each form of transport is used in the year. Those that use the car most frequently are respondents in the age group 25-34 and those whose main source of income is both employment and social welfare.
- 18-24 year olds are the most frequent users of taxis and buses. Respondents stating that their main source of income is social welfare had the highest number of days travelling on foot.
- The average number of cars per household was highest in the lower middle class grouping (1.6 per household) and lowest with those naming social welfare as their main source of income (0.8 per household).

Satisfaction with Public Transport

- 4 in 10 persons rated public transport and transport for senior citizens as poor or very poor, while only one-third rated it as good or very good.
- 50% rated transport for the physically disabled as poor or very poor in their area, while 3 in 10 rated parking facilities as good in their own area.
- Of the electoral areas, respondents from Callan rated satisfaction with public transport the lowest, with the exception of parking facilities. Satisfaction was highest in Ballyragget across all transport services.
- When cross-tabbed with age grouping, respondents aged 18-24 gave satisfaction with public transport services the lowest rating. These are the grouping that use buses the most number of days per annum.

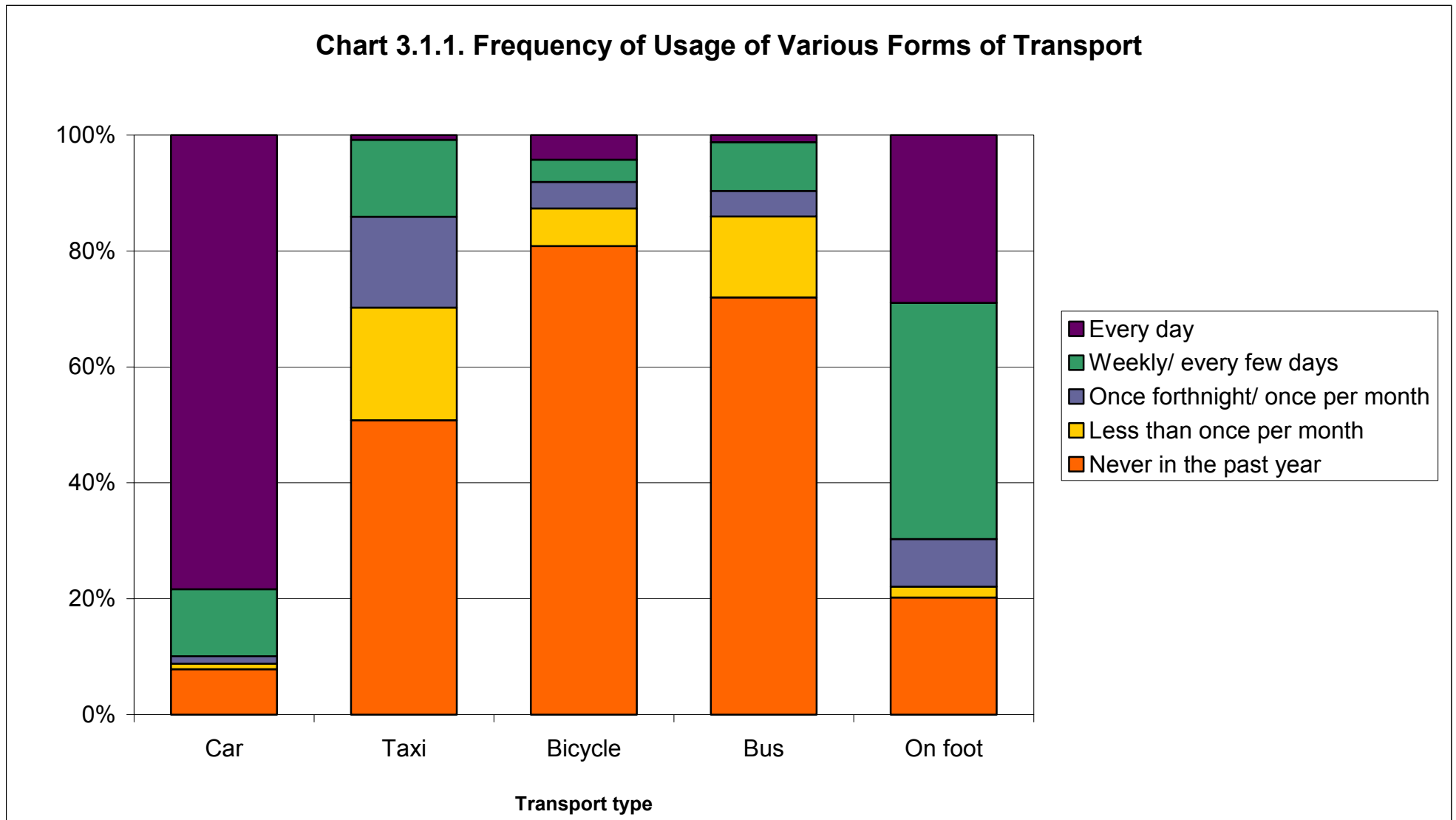
Demand for New Transport Services

- The likelihood of respondents using new transport services is relatively low with only 16% stating they would be very likely to use a pre-booked door-to-door service. For each suggested new transport service approximately half of respondents stated that they would be very unlikely to avail of the new services.

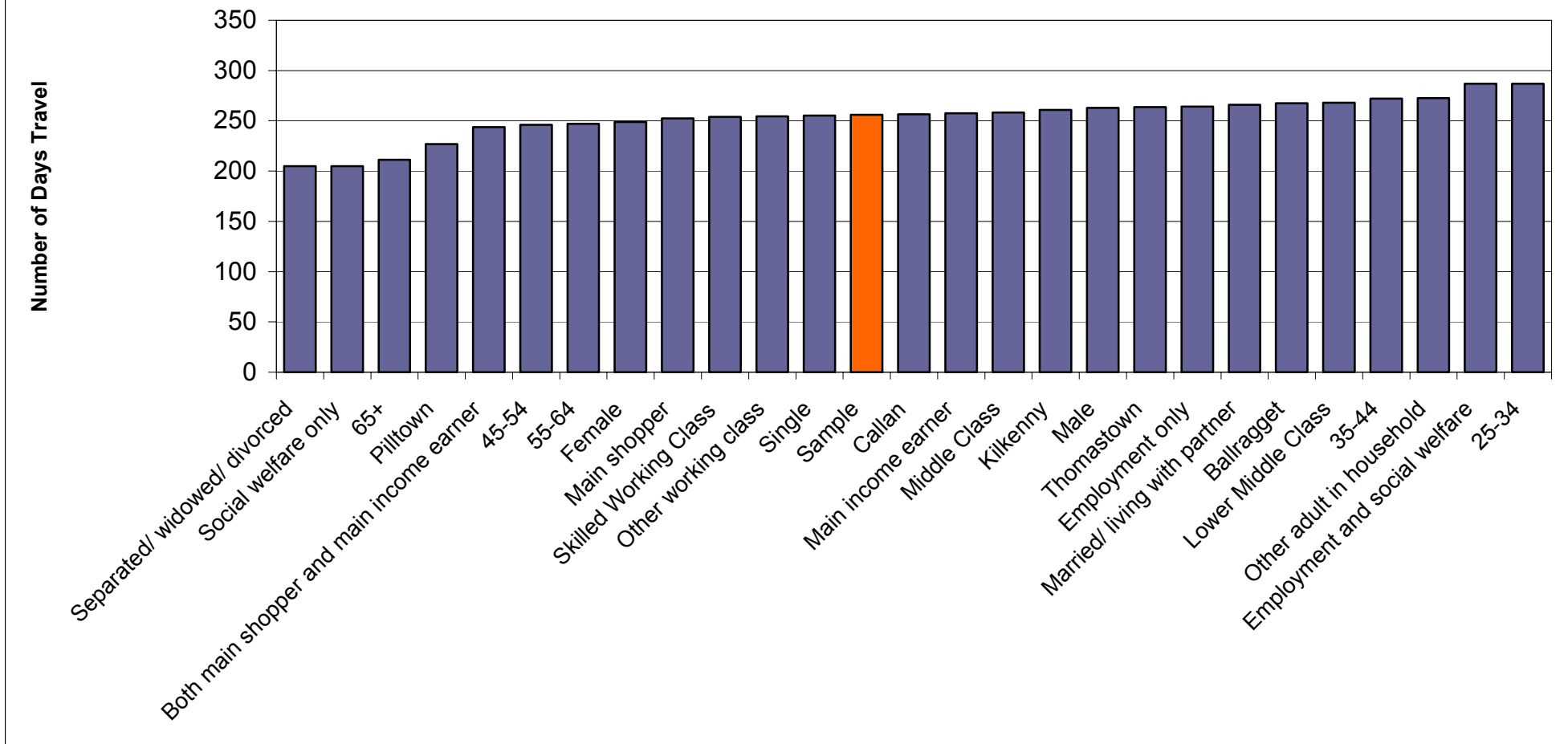
Research Results

3.1 Transport Usage Frequency

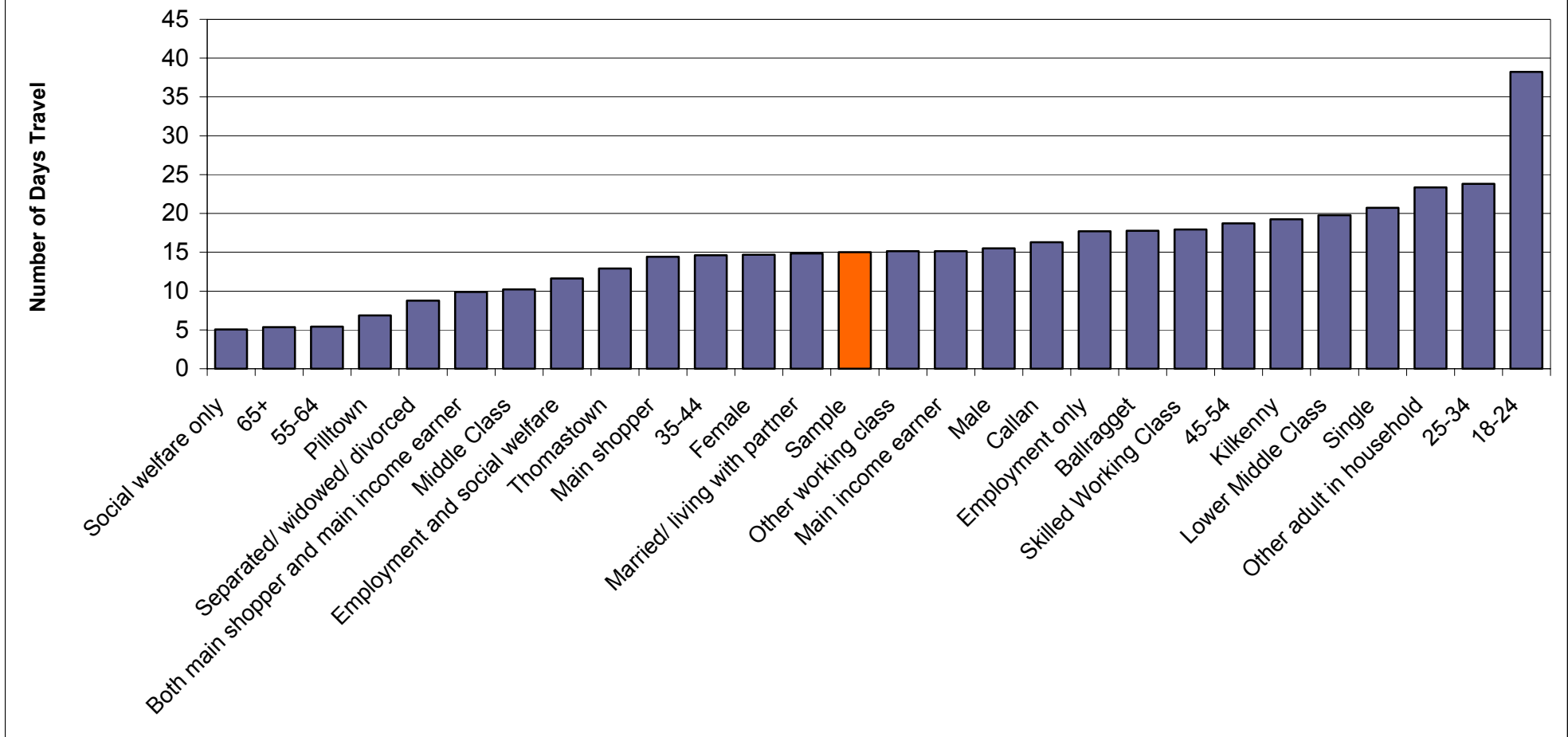
Chart 3.1.1. Frequency of Usage of Various Forms of Transport



**Chart 3.1.2. Average Number of Days of Car Travel per Annum in County Kilkenny
Cross-tabbed with Demographic Characteristics**



**Chart 3.1.3. Average Number of Days of TAXI Travel per Annum in County Kilkenny
Cross-tabbed with Demographic Characteristics**



**Chart 3.1.4. Average Number of Days of BICYCLE Travel per Annum in County Kilkenny
Cross-tabbed with Demographic Characteristics**

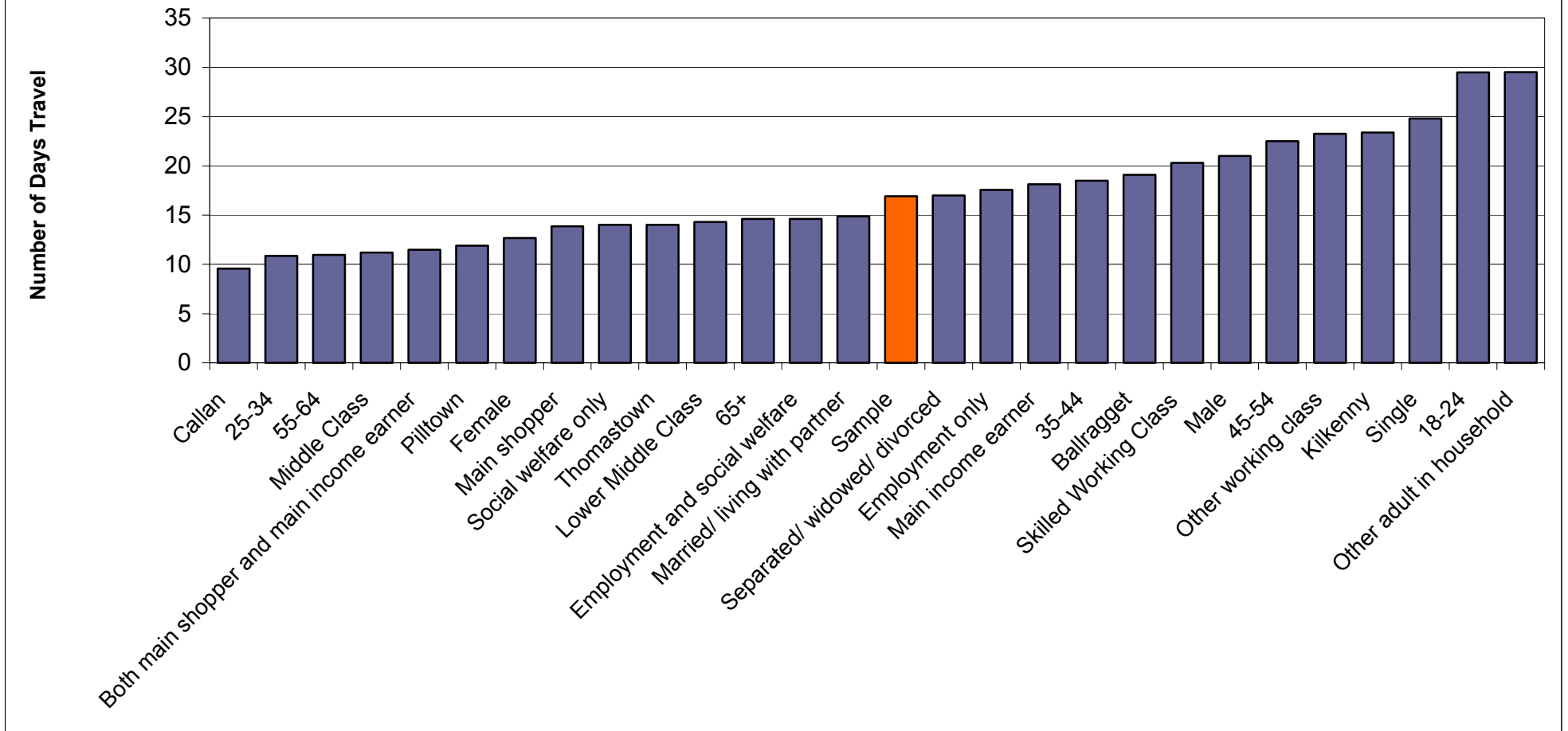


Chart 3.1.5. Average Number of Days of BICYCLE Travel per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics

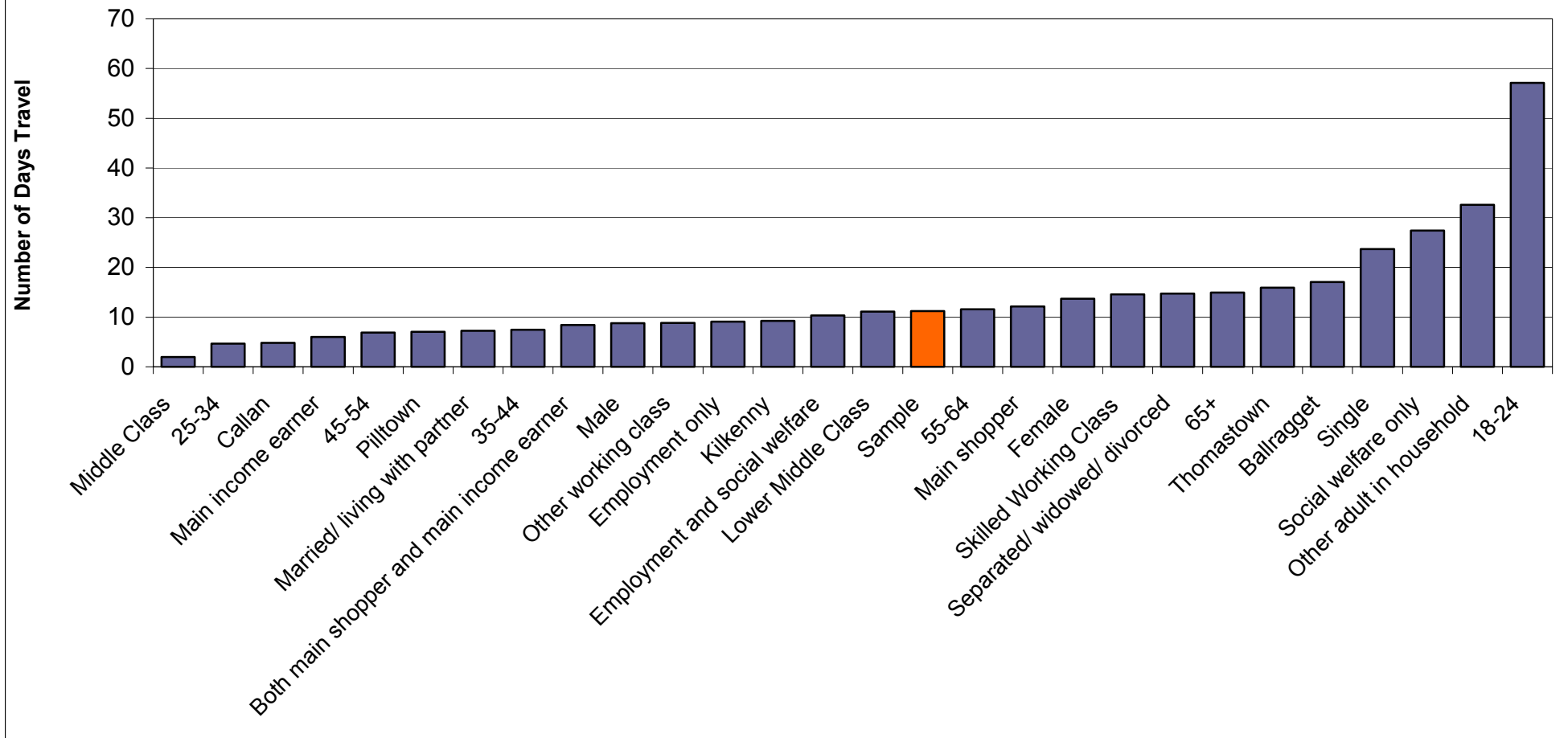


Chart 3.1.6. Average Number of Days of Travel ON FOOT per Annum in County Kilkenny Cross-tabbed with Demographic Characteristics

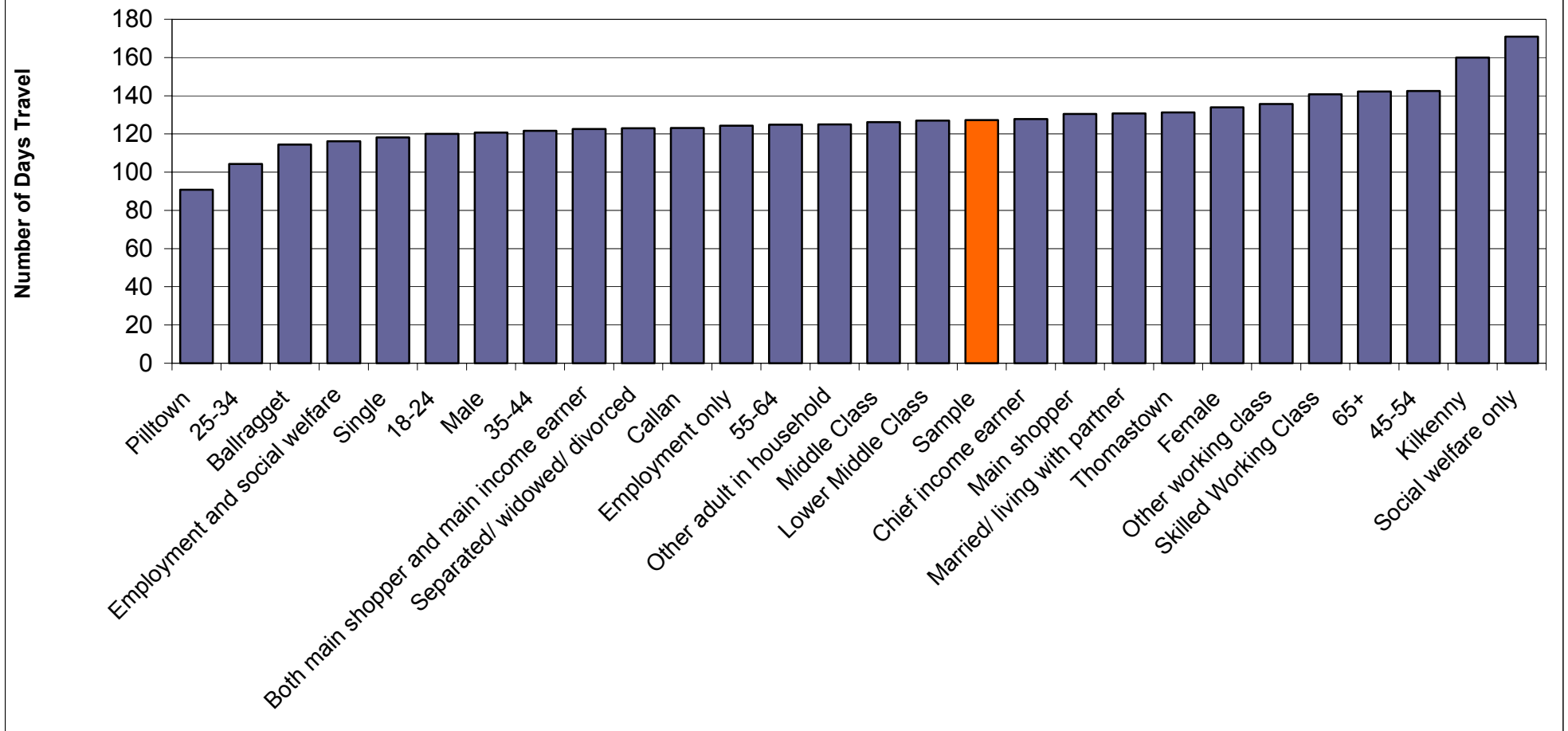


Chart 3.1.7. Average Number of Days Travel by Form of Transport Cross-tabbed with Electoral Area

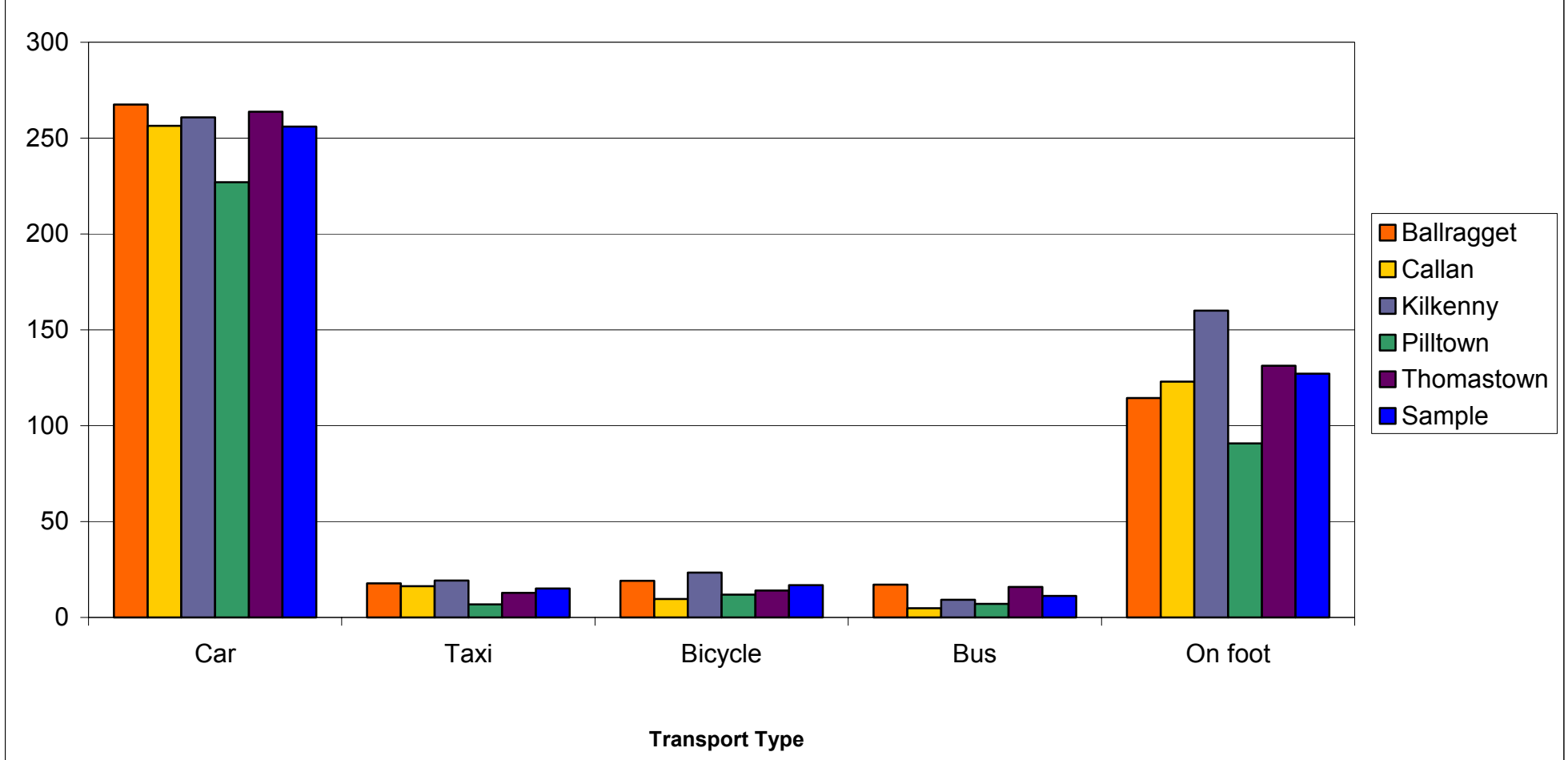
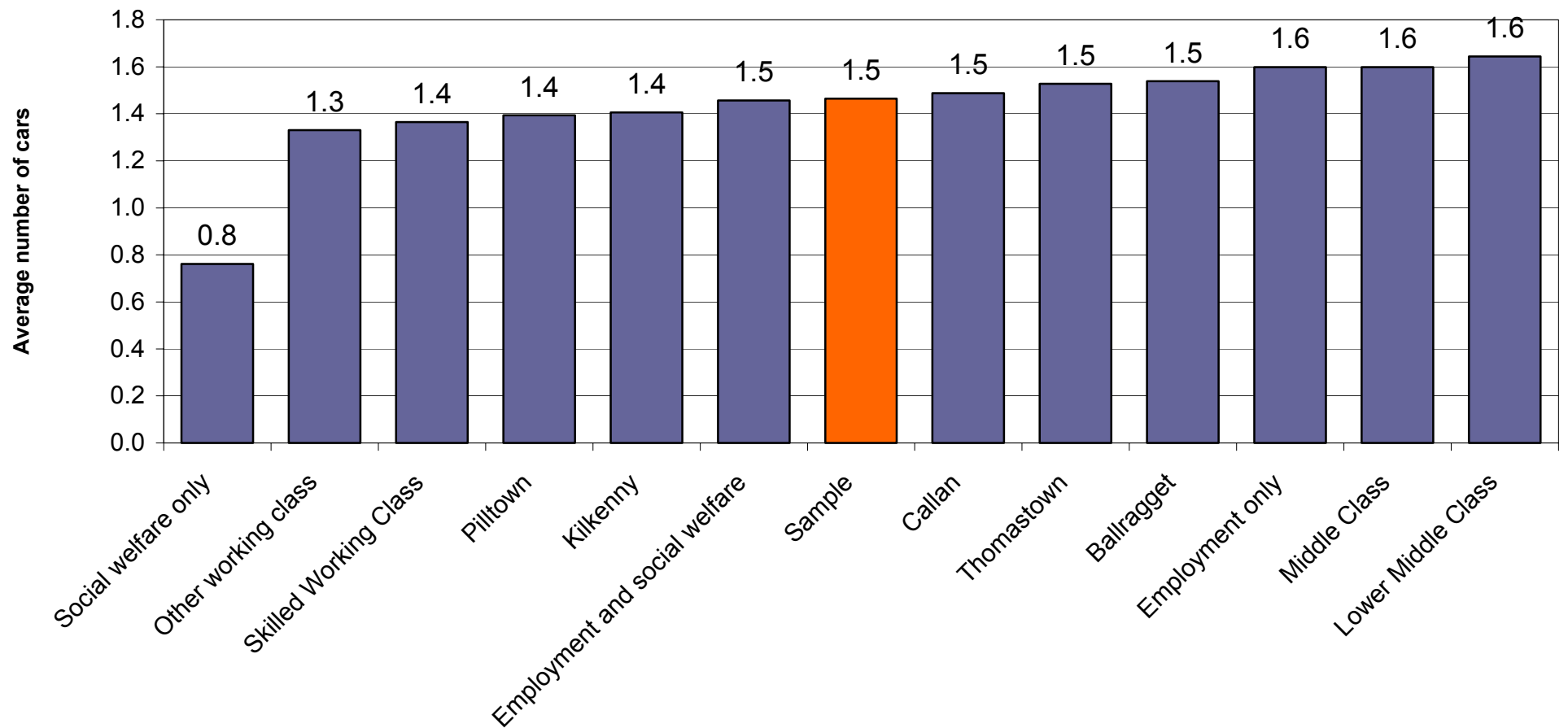


Chart 3.1.8. Average Number of Cars per Household Cross-tabbed with Demographic Characteristics



3.2 Satisfaction with Transport Services

Chart 3.2.1. Satisfaction with Transport Services in Respondents Area

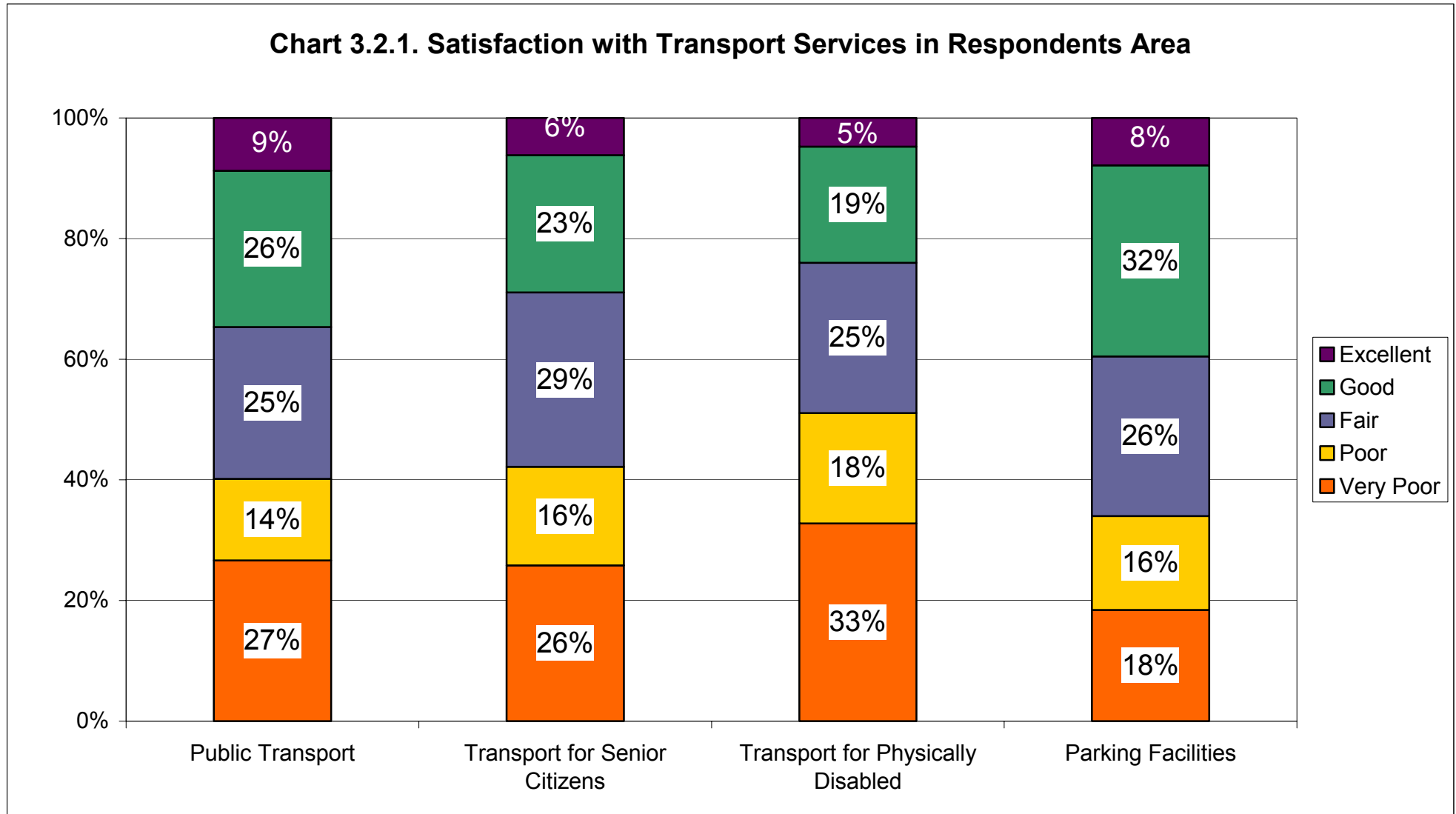


Chart 3.1.2. Rating of Transport Services in Respondents Area Cross-tabbed with Electoral Area

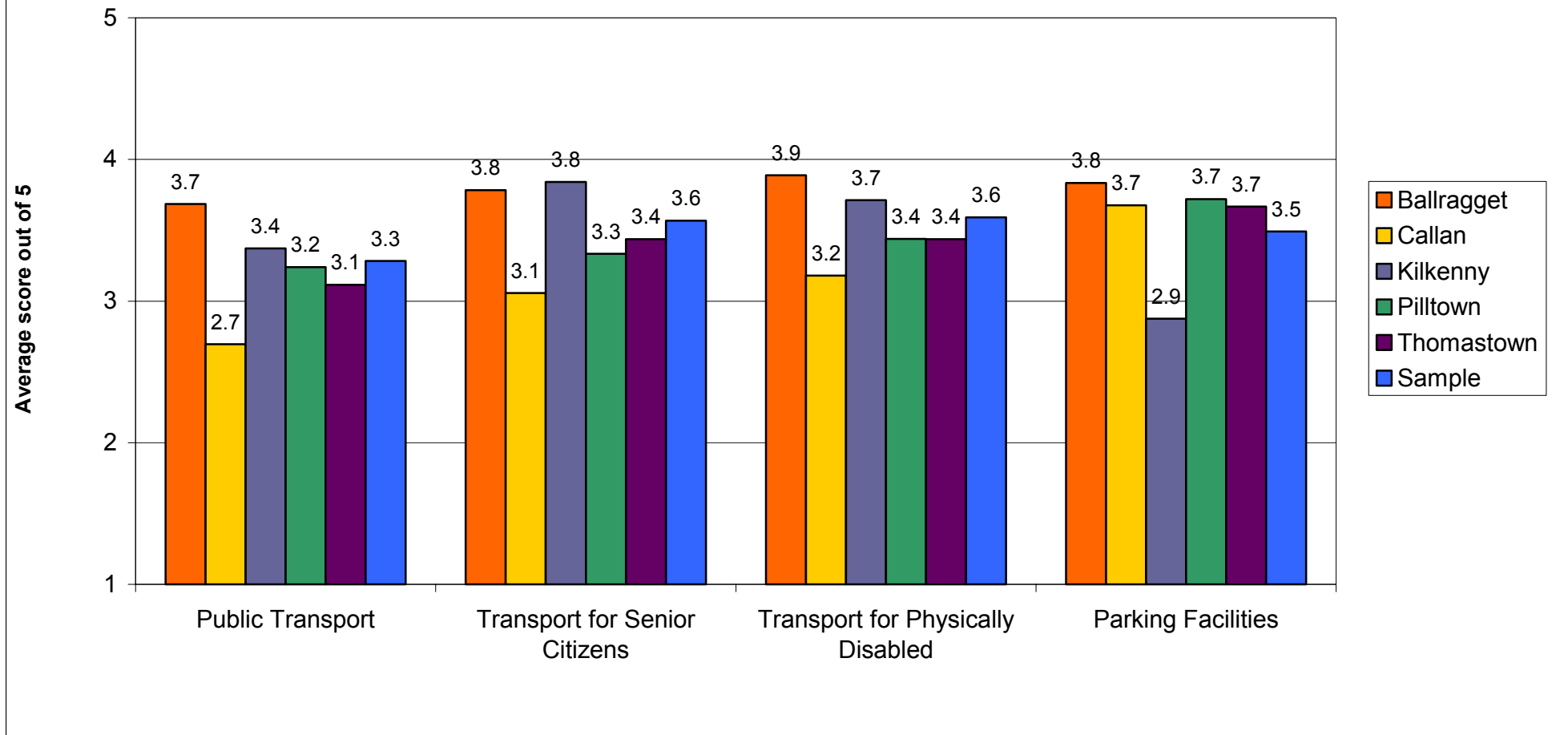
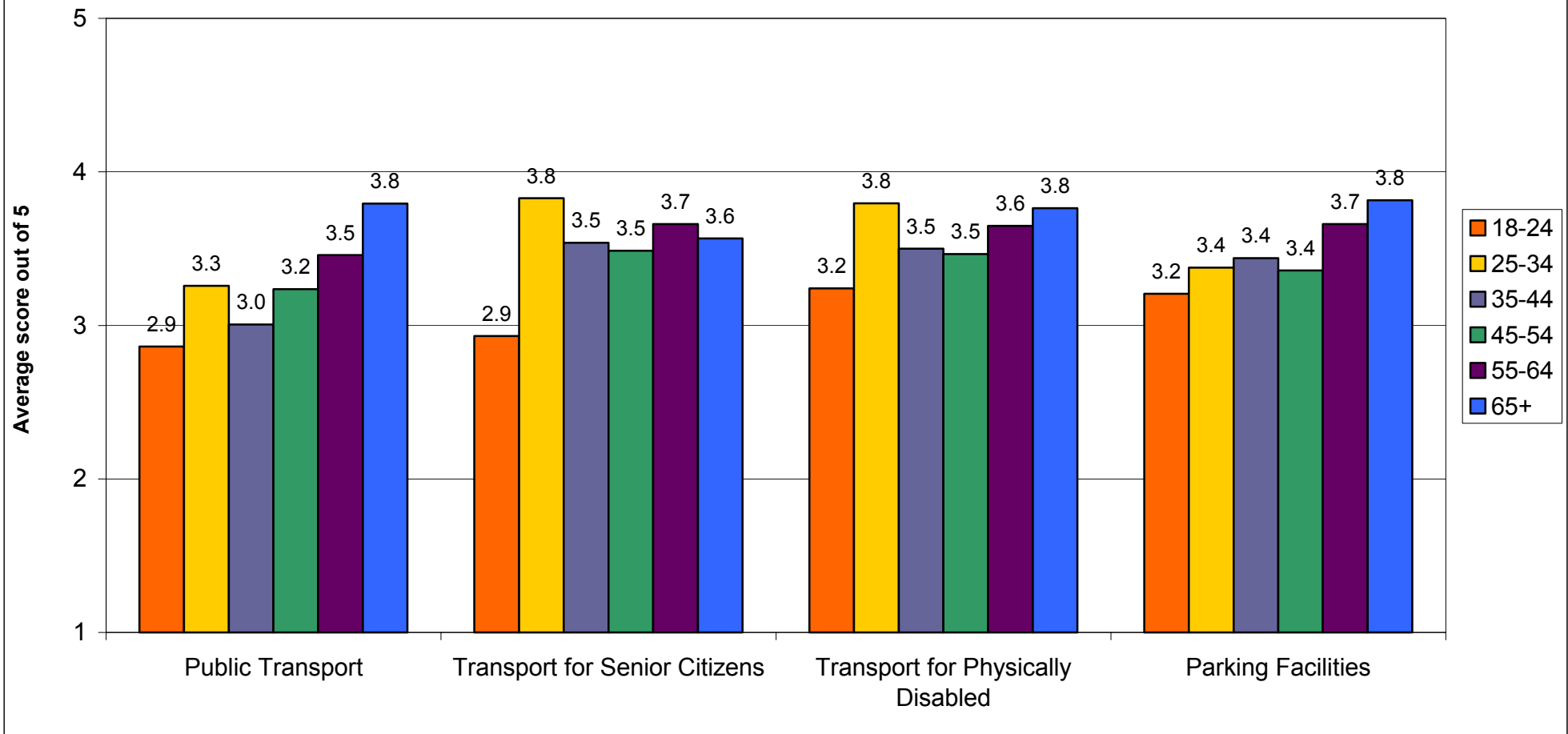


Chart 3.2.3. Rating of Transport Services in Respondents Area Cross-tabbed with Electoral Area



3.3 Demand for New Transport Services

Chart 3.3.1. Likelihood of Using New Transport Services should they be Introduced in Respondents Area

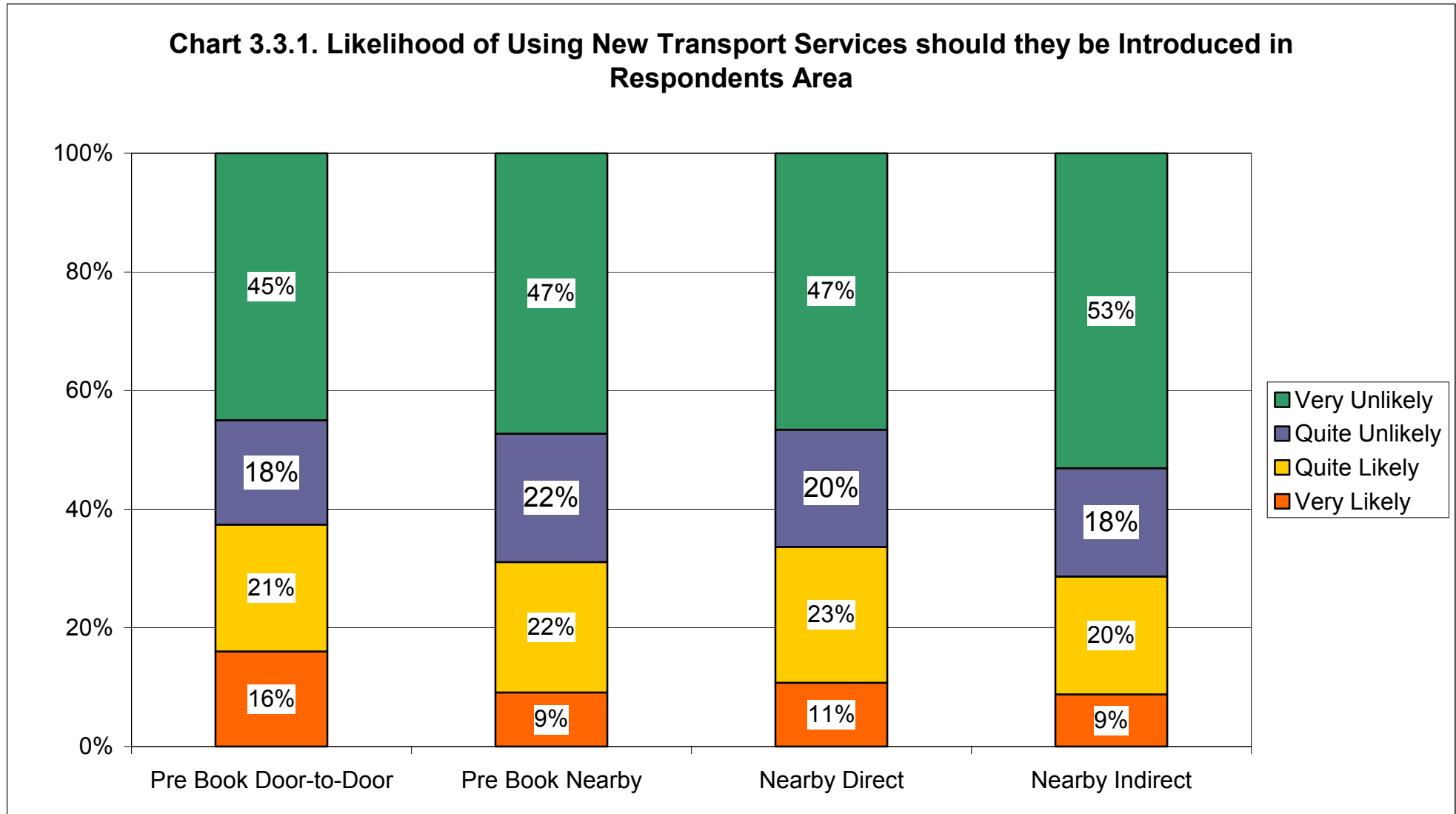


Chart 3.3.2. Likelihood of Using A Pre Booking Door-to-Door Transport Service Cross-tabbed with Demographic Characteristics

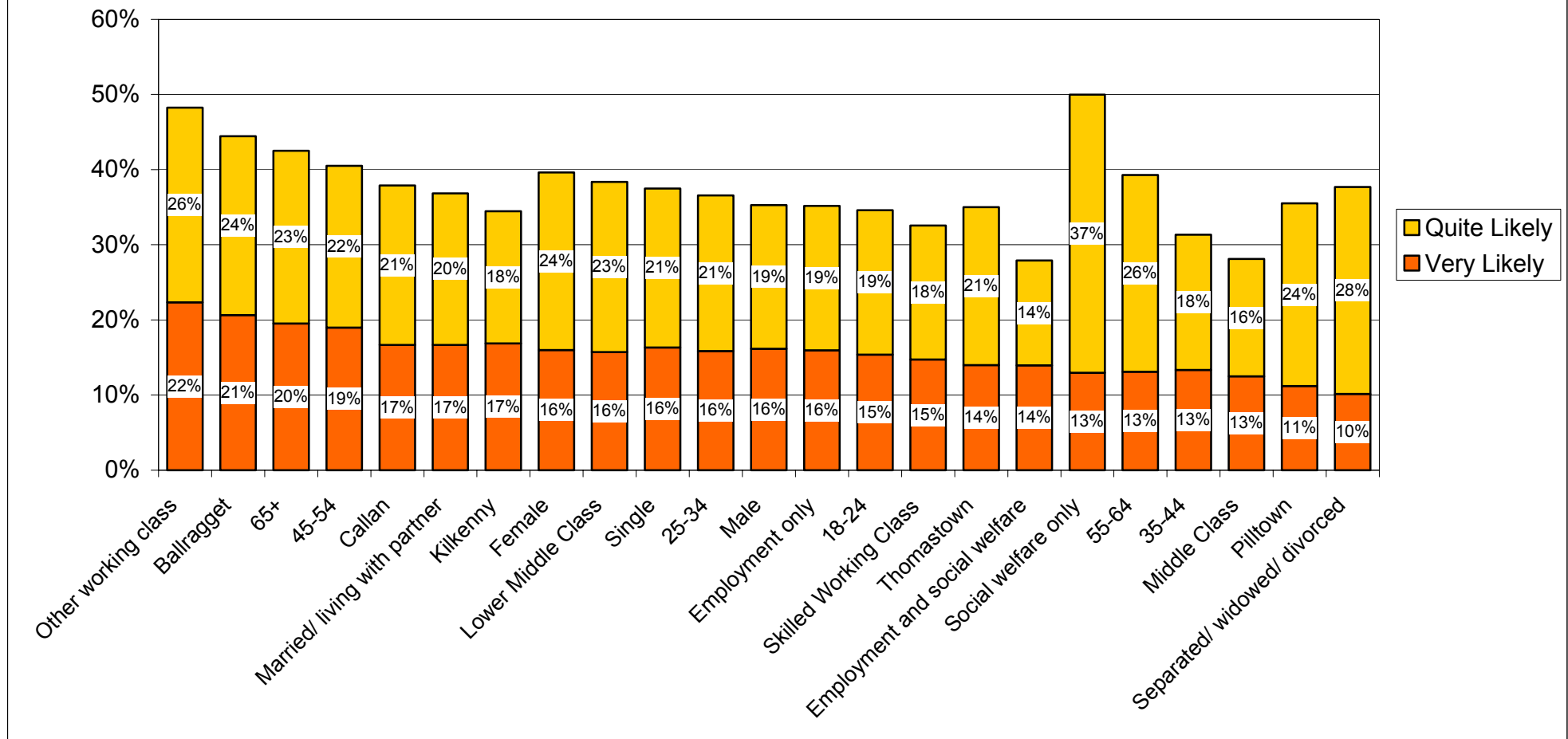


Chart 3.3.3. Likelihood of Using A Pre-Booking Nearby Pick-up Transport Service Cross-tabbed with Demographic Characteristics

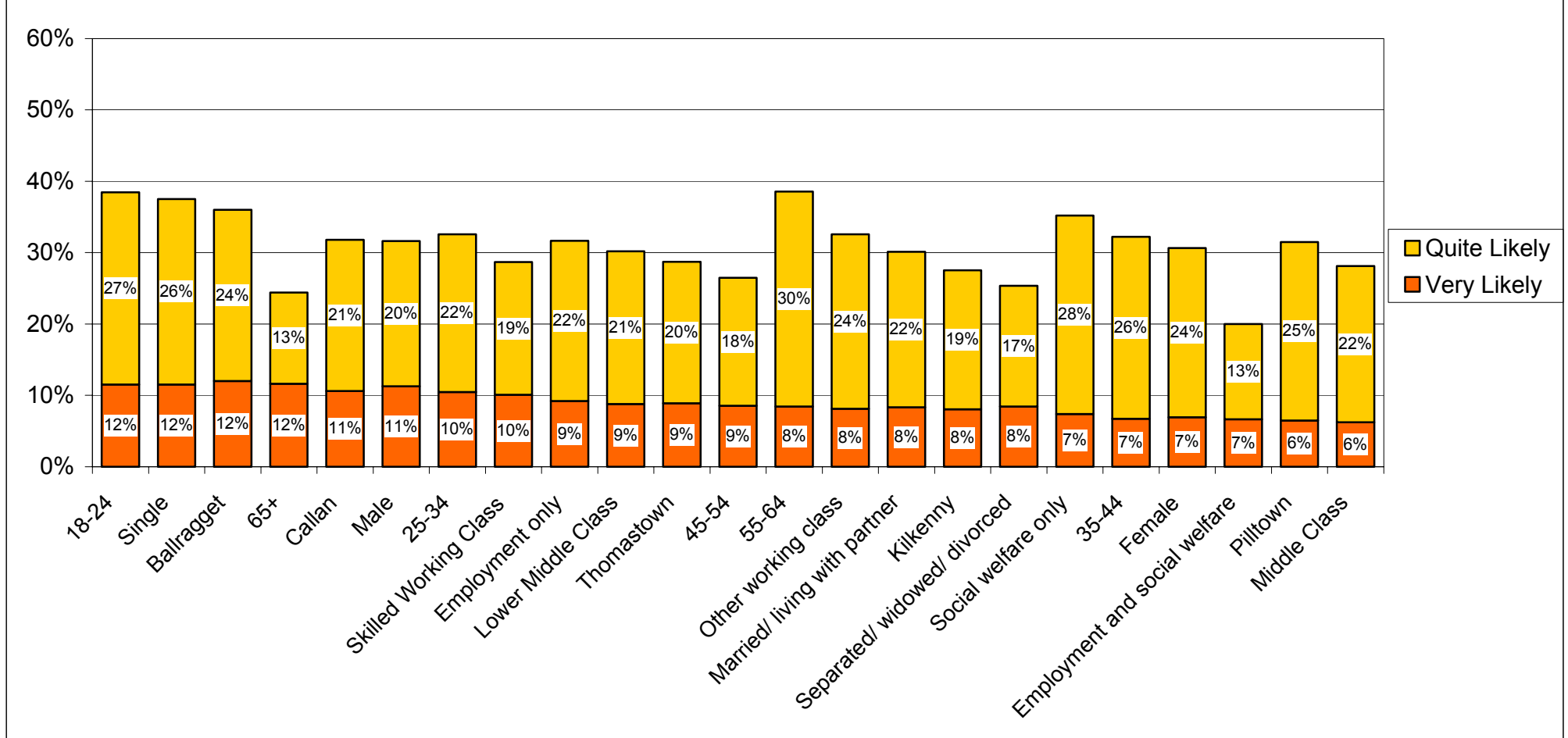


Chart 3.3.4. Likelihood of Using A Non Pre-Booking Nearby Pick-up Direct to Destination Transport Service Cross-tabbed with Demographic Characteristics

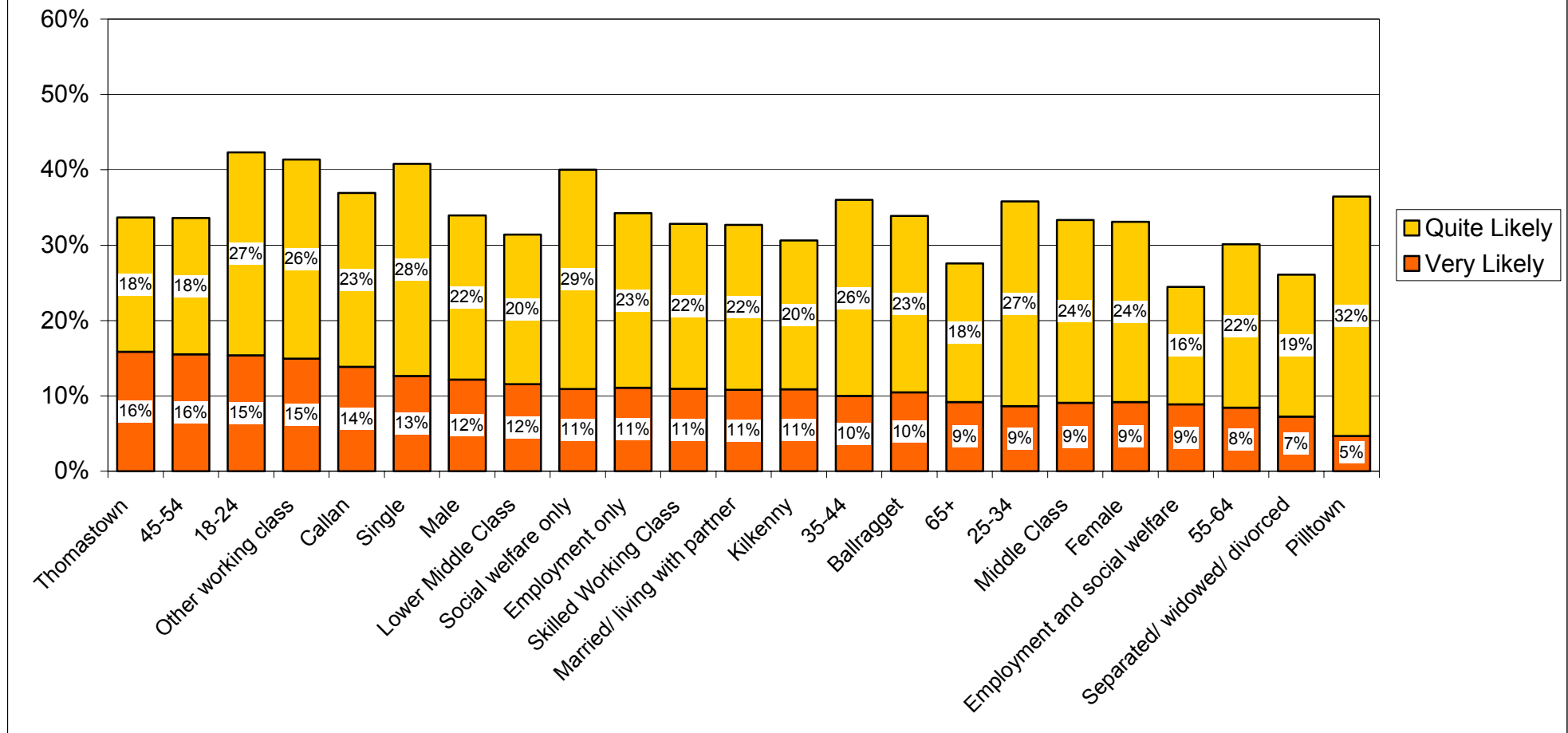


Chart 3.3.5. Likelihood of Using A Non Pre-Booking Nearby Pick-up Indirect to Destination Transport Service Cross-tabbed with Demographic Characteristics

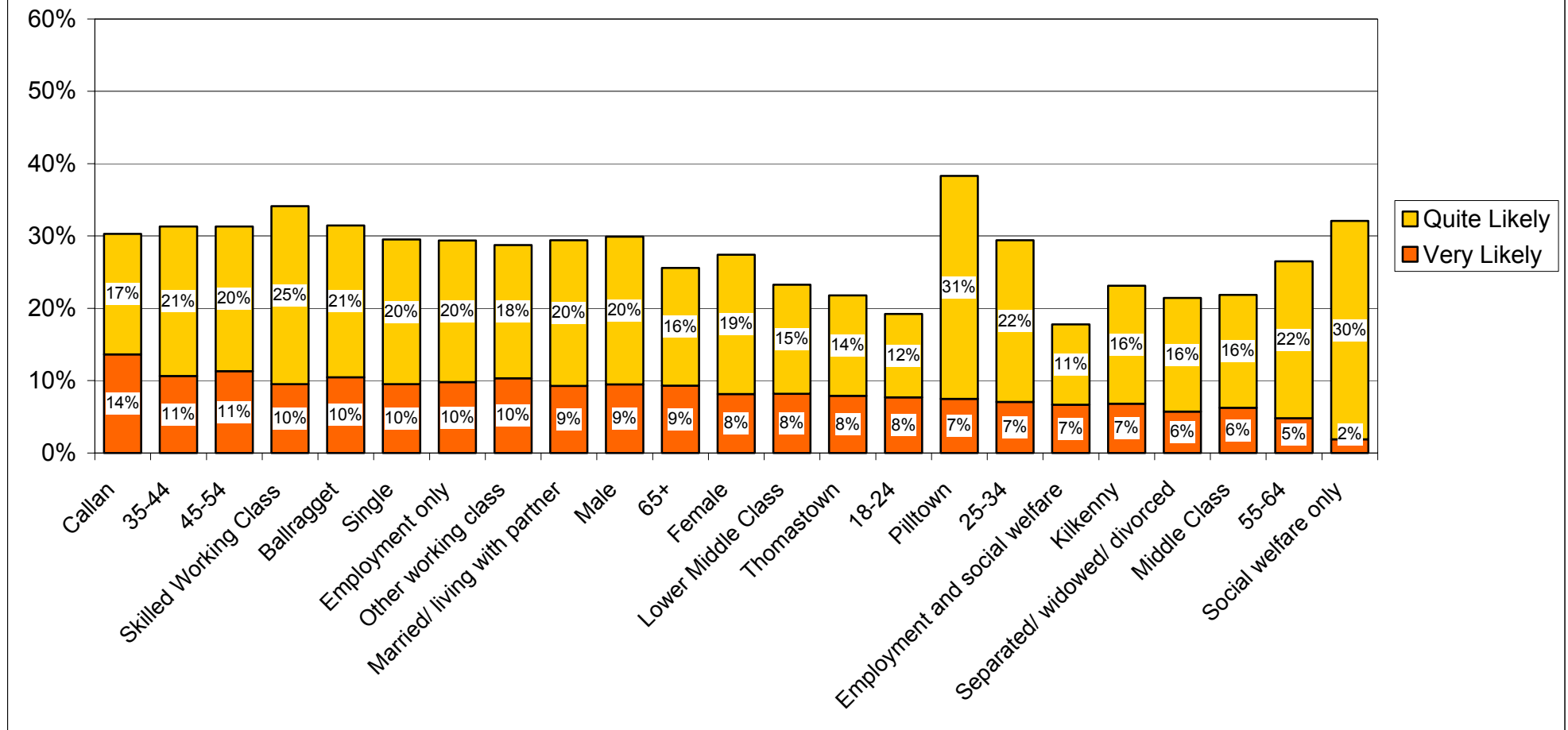


Chart 3.3.6. Number of New Transport Services Required Cross-tabbed with Demographic Characteristics
Likely = Very likely and quite likely

