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63% of car owners in Dublin see opportunity to reduce their car journeys – DTO

Drivers could save hundreds of euro by using public transport

21% of drivers say that they would use an alternative to car for journey to work

Car drivers urged to take *One Small Step* over the summer

21 July 2008 – Dublin's car drivers are increasingly favourable to walking, cycling or taking public transport, according to new research data on public attitudes to transport published by the Dublin Transportation Office (DTO).

Faced with rising petrol and diesel prices, alongside rising levels of car ownership and increased congestion, Dublin's car drivers now view the use of alternatives to the car for trips around Dublin more positively. The new survey by the DTO into public attitudes to the use of public transport, walking and cycling produced the following results:

- **Fewer Dubliners say the car is essential to get around**
- **63% of car owners see an opportunity to reduce their number of car journeys**
- **An increasing number of people say that we should be personally responsible for reducing congestion**
- **32% of drivers, up from 24% in 2007, would consider walking and cycling instead of using their car**
- **Drivers are most likely to switch to alternatives for trips to work and shopping**

The survey was carried out as part of the DTO's One Small Step campaign. It asks people to consider reducing their car usage for at least some trips every week in favour of walking, cycling or using public transport wherever possible. www.onesmallstep.ie

DTO Director John Henry commented:

“It’s clear that car drivers are increasingly positive towards leaving their car at home and taking One Small Step to a better quality of life by walking, cycling or taking public transport. Rising petrol prices and increased awareness of the impact car use has on the environment are undoubtedly changing car drivers attitudes to the alternative ways of getting around Dublin.”

“While this attitude shift is welcome, a lot more work needs to be done convincing car owners in particular to start choosing alternatives to their car for some trips. Our research shows that almost half of all car owners never look beyond their car for travelling to work, to school, shopping or leisure activities. As public transport capacity and service levels improve, it is essential that this mindset adapts.”

“As fuel costs rise, using alternatives to the car provides increasingly excellent value for money. Based on petrol prices alone, the average Dublin car commute costs €1,957 annually*, or €37 each week. This figure excludes insurance, road tax and service costs. By choosing an alternative, such as walking, cycling or public transport for only one day a week, an average Dublin commuter could save over €250 each year.”

“Everyone needs to use the car sometimes, but it can also become a bit of a habit - not to mention the stress of traffic and congestion at rush hours! Summertime gives people a great opportunity to leave their car at home and try out cycling, walking and public transport for a few of their journeys.”

“We are asking people to consider their personal health and the quality of life they want to see in Dublin. If everyone left their car behind for at least one trip each week, that would be 200,000 fewer car trips every day in the Greater Dublin Area, less traffic and less pollution. Small individual changes can make a big difference,” concluded John Henry, Director of the Dublin Transportation Office.

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*** Figure based on Census and AARoadwatch data.**

The DTO survey was conducted during February 2008 by Millward Brown IMS. A sample of 278 adults, representative of the county’s population, were surveyed.

Visit: www.onesmallstep.ie/media.php for the research findings.

Ends

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