



Commuter Study

Prepared for Wicklow County Council
Using Location Intelligence Technology

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The County Wicklow Commuter

Introduction

In August 2018, Wicklow County Council commissioned GAMMA, the location intelligence company, to prepare a study on the commuting patterns of Wicklow residents. The study aims to quantify the method, purpose and destination of commuters and to assess the level of satisfaction of those involved. The focus of the study is on the adult population commuting to work or third level education.

To achieve this goal, GAMMA have used two main sources of information. To quantify the nature and pattern of commuting, the Census of Population 2016 detailed results are used. The Central Statistics Office have kindly given access to the most detailed Census data, POWSCAR, for this purpose which allows the most precise geographical analysis possible.

To gauge the opinions and experience of the commuting population, a comprehensive survey was undertaken in November. The survey was widely advertised and supported by in-field surveyors to achieve the highest possible engagement levels. After the two weeks of the study, over 6,000 commuters had provided their input to this analysis.

The results prepared in this study rely on the Census of Population 2016 data to describe the patterns of commuting and use the survey results to attach sentiment to these statistics. The two datasets combined provide a comprehensive insight into the nature and pattern of the Wicklow commuter.

Summary

Main Points

65,759 County Wicklow residents regularly commute either to work (92%) or to third-level study (8%). Of these, 44% remain in County Wicklow and 56% leave the county. Dublin is the most popular destination outside County Wicklow, split between DLR (20%), Dublin City (20%), South Dublin (6%) and Fingal (2%).

The Commute

The majority of County Wicklow commuters drive, accounting for 68% of those who commute to work. The next most popular modes of transport are walking and train/DART/LUAS, each accounting for 6% of commuters to work.

The most popular start time for commuters to work is between 6:30am and 8:30am (59% of commuters), and the typical commute lasts less than 45 minutes (59% of commuters).

The Commuter

County Wicklow commuters at work are highly educated with 53% holding a third-level or higher qualification, compared to 52% for the state. They are also over-represented in the construction, information, communications & finance industries, with 27% of commuters travelling to work in these industries compared with 24% for the state. 37% of those who completed the commuter survey were working in the business or financial sector.

Commuter Satisfaction

74% of those who completed the commuter survey reported themselves as unhappy or very unhappy with their commute, while only one in eight was happy or very happy.

70% of commuters who work outside County Wicklow said that they would be likely or very likely to consider switching to a job in County Wicklow if one were available and 33% said that they would be likely or very likely to consider a lower salary if it meant they could work in County Wicklow.

Survey respondents were receptive to the idea of remote working, with 48% saying that they would be likely or very likely to consider working from an e-hub or teleworking location in County Wicklow.

Commuters by Purpose & Destination

46% of workers and 69% of students commute to County Dublin.

Destination	Commuters to Work	%	Commuters to Third-Level Education	%
Bray	6,005	13%	455	10%
Greystones	3,277	7%	23	1%
Arklow	4,092	9%	80	2%
Wicklow	5,251	12%	84	2%
Baltinglass	2,565	6%	35	1%
Total County Wicklow	21,190	47%	677	15%
Dun Laoghaire-Rathdown	8,716	19%	1,300	29%
South Dublin	2,955	7%	132	3%
Dublin City	8,566	19%	1,655	37%
Fingal	845	2%	36	1%
Total County Dublin	21,082	46%	3,123	69%
Kildare	1,267	3%	154	3%
Carlow	500	1%	178	4%
Wexford	676	1%	26	1%
All Other Destinations	658	1%	362	8%
Total Commuters from County Wicklow	45,373	100%	4,520	100%
Commuters from County Wexford to County Dublin	2,785		1,216	

Notes: This excludes those who work or study at home or in varied locations

Source: POWSCAR 2016 & GAMMA 2018

Destination of Commuters to Work

Bray, Dun Laoghaire-Rathdown and Dublin City are the biggest destinations for Wicklow commuters to work.



Bray	6,005	Dun Laoghaire-Rathdown	8,716	Kildare	1,267
Greystones	3,277	South Dublin	2,955	Carlow	500
Arklow	4,092	Dublin City	8,566	Wexford	676
Wicklow	5,251	Fingal	845	All Other Destinations	658
Baltinglass	2,565	Total County Dublin	21,082		
Total County Wicklow	21,190				

Label: Name of destination

Notes:

- This includes commuters to work who live in County Wicklow.
- This excludes those who work at home or in a variable location.

Source: POWSCAR 2016 & GAMMA 2018

Commuters to Work by Means of Travel

Compared with the country as a whole, Wicklow commuters to work are more likely to travel by train, DART or LUAS, less likely to walk or travel by bus, and much less likely to cycle.

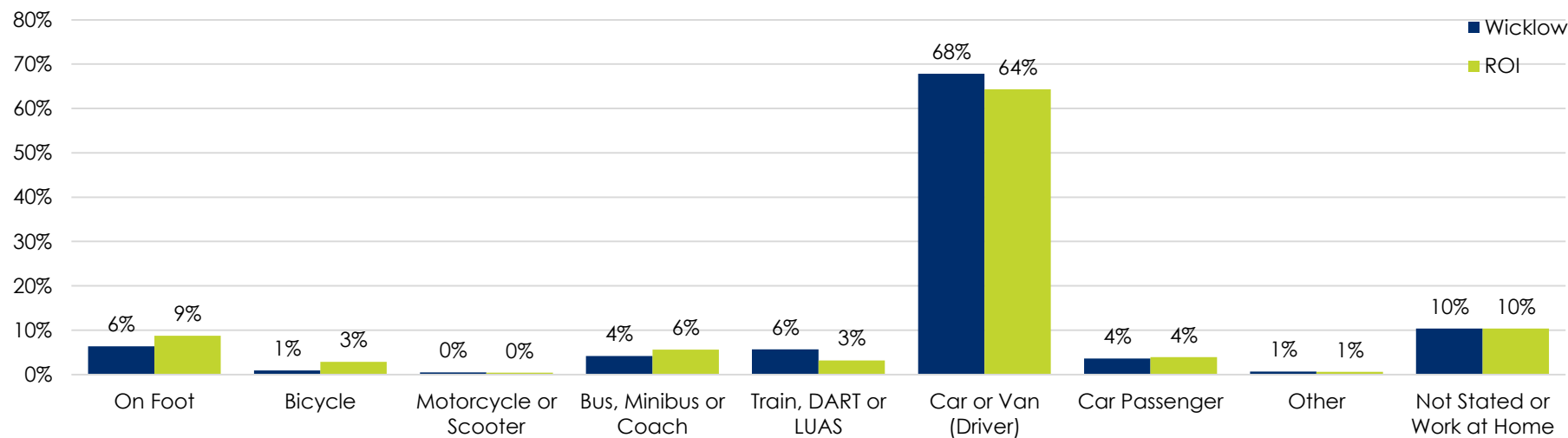
Similar to ROI, the most popular mode of transport is driving, with 68% of County Wicklow commuters to work choosing this mode.

Notes: This includes people from County Wicklow who commute to work

Source: POWSCAR 2016 & GAMMA 2018



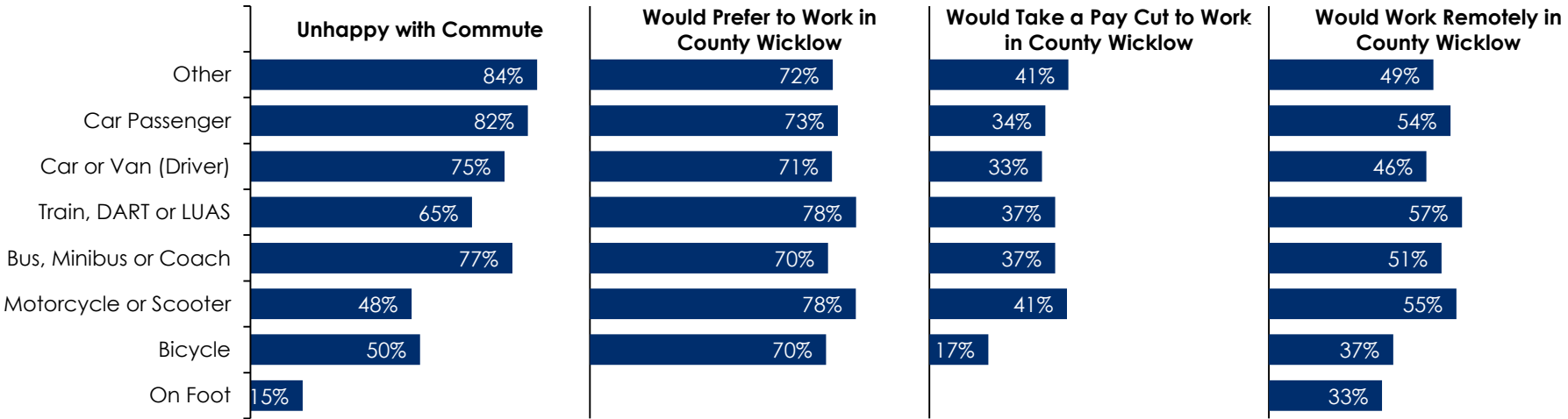
Means of Travel	Commuters to Work (County Wicklow)	%	Commuters to Work (ROI)	%	Index
On Foot	3,872	6%	172,068	9%	73
Bicycle	560	1%	56,566	3%	32
Motorcycle or Scooter	278	0%	7,945	0%	114
Bus, Minibus or Coach	2,516	4%	111,052	6%	74
Train, DART or LUAS	3,427	6%	62,915	3%	177
Car or Van (Driver)	41,208	68%	1,269,739	64%	105
Car Passenger	2,173	4%	77,116	4%	92
Other	410	1%	11,323	1%	118
Not Stated or Work at Home	6,279	10%	204,750	10%	100
Total Commuters to Work	60,723	100%	1,973,474	100%	100



Commuters to Work: Commute Satisfaction by Means of Travel

Overall, those who commute by bus, train or as a car passenger are the least satisfied with their commute.

Means of Travel	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
On Foot	15% 😊	0% 😊	0% 😊	33% 😊
Bicycle	50% 😐	70% 😐	17% 😊	37% 😊
Motorcycle or Scooter	48% 😊	78% 😞	41% 😊	55% 😐
Bus, Minibus or Coach	77% 😞	70% 😐	37% 😊	51% 😐
Train, DART or LUAS	65% 😐	78% 😞	37% 😊	57% 😐
Car or Van (Driver)	75% 😞	71% 😐	33% 😊	46% 😐
Car Passenger	82% 😞	73% 😐	34% 😊	54% 😊
Other	84% 😞	72% 😐	41% 😊	49% 😊
All Commuters to Work	74% 😐	70% 😐	33% 😊	48% 😊

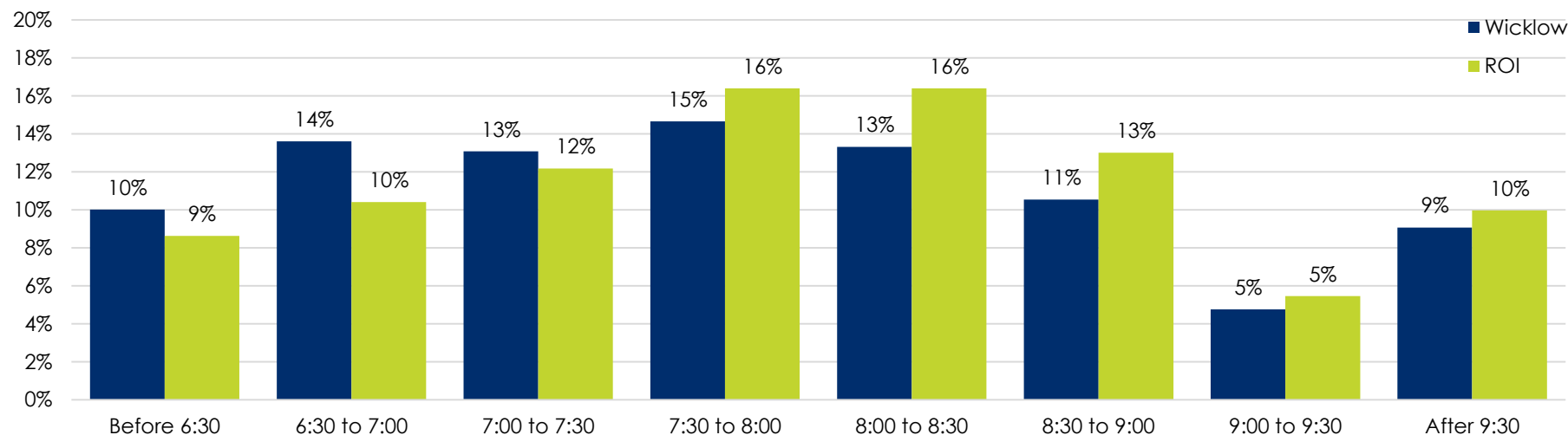


Source: Commuter Survey 2018 & GAMMA 2018

Commuters to Work by Time Leaving Home

Commuters to work from Wicklow are more likely than average to leave home before 7:30am and less likely than average to leave home after 7:30am.

Time Leaving Home	Commuters to Work (County Wicklow)	%	Commuters to Work (ROI)	%	Index
Before 6:30	6,077	11%	170,155	9%	126
6:30 to 7:00	8,258	15%	205,390	10%	142
7:00 to 7:30	7,936	14%	240,171	12%	116
7:30 to 8:00	8,894	16%	323,326	16%	97
8:00 to 8:30	8,078	14%	323,527	16%	88
8:30 to 9:00	6,395	11%	256,585	13%	88
9:00 to 9:30	2,885	5%	107,588	5%	94
After 9:30	5,501	10%	196,547	10%	99
Not Stated or Work at Home	6,699	5%	170,155	9%	54
All Commuters to Work	60,723	100%	1,993,444	100%	100



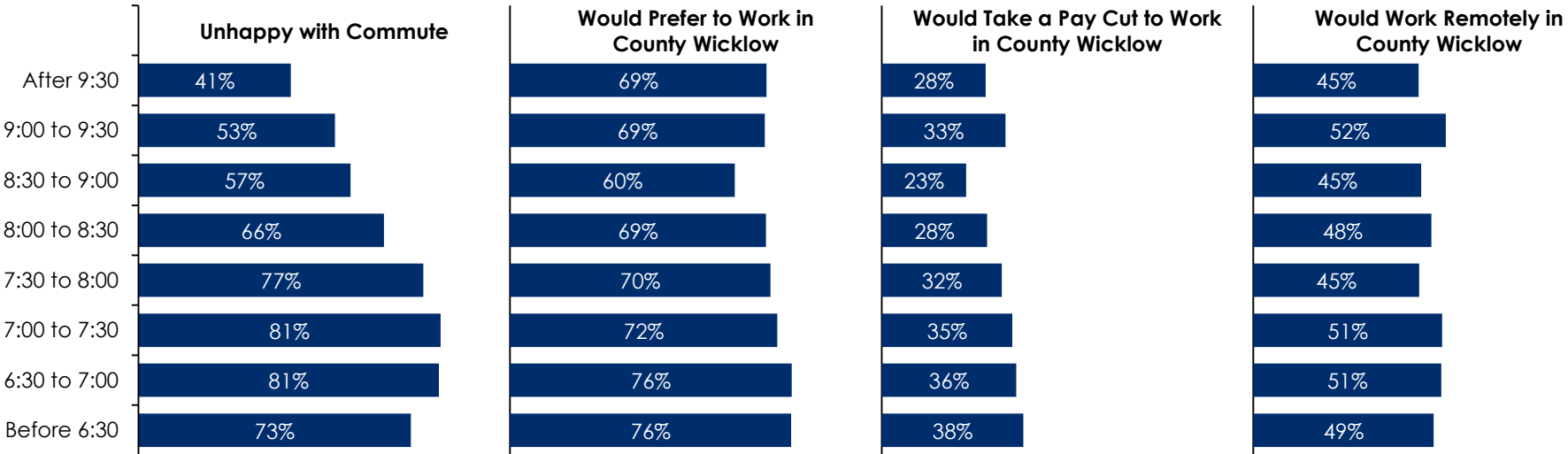
Notes: This includes people from County Wicklow who commute to work

Source: POWSCAR 2016 & GAMMA 2018

Commuters to Work: Commute Satisfaction by Time Leaving Home

Satisfaction increases
with later journey start
times.

Time Leaving Home	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
Before 6:30	73% 😞	76% 😡	38% 😊	49% 😊
6:30 to 7:00	81% 😡	76% 😡	36% 😊	51% 😞
7:00 to 7:30	81% 😡	72% 😞	35% 😊	51% 😞
7:30 to 8:00	77% 😡	70% 😞	32% 😊	45% 😊
8:00 to 8:30	66% 😞	69% 😞	28% 😊	48% 😊
8:30 to 9:00	57% 😞	60% 😞	23% 😊	45% 😊
9:00 to 9:30	53% 😞	69% 😞	33% 😊	52% 😞
After 9:30	41% 😊	69% 😞	28% 😊	45% 😊
All Commuters to Work	74% 😞	70% 😞	33% 😊	48% 😊



Source: Commuter Survey 2018 &
GAMMA 2018

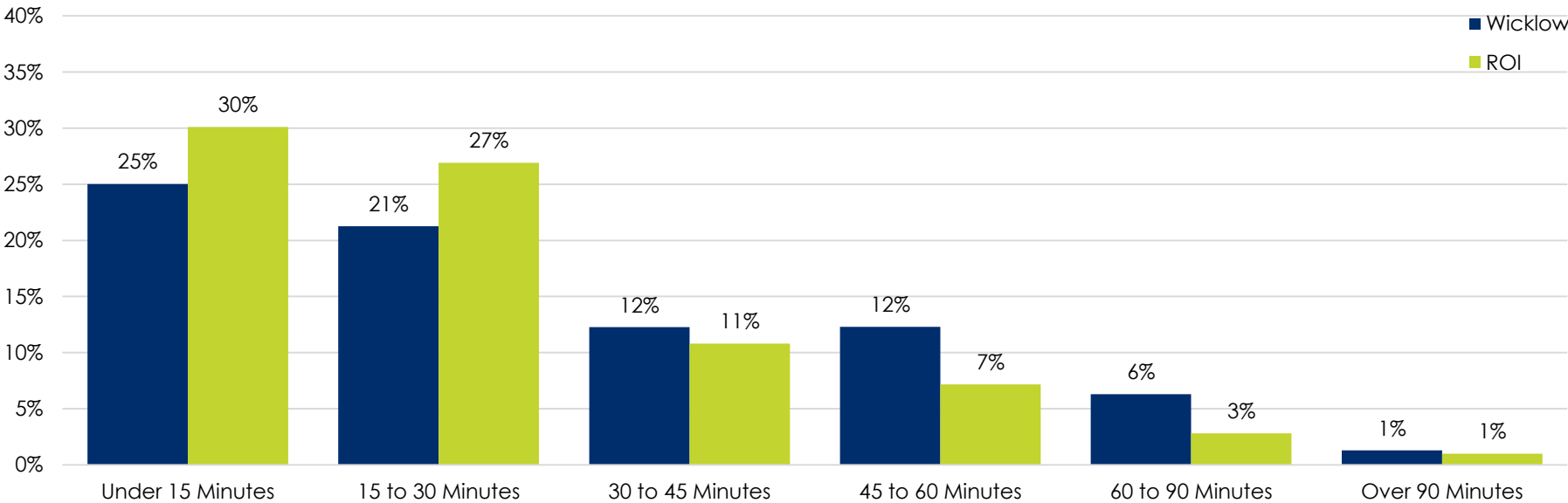
Commuters to Work by Length of Journey

Compared to the whole country, those who commute to work from County Wicklow are more likely to travel for over half an hour and much more likely to travel for over an hour.

Notes: This includes people from County Wicklow who commute to work





























Source: POWSCAR 2016 & GAMMA 2018

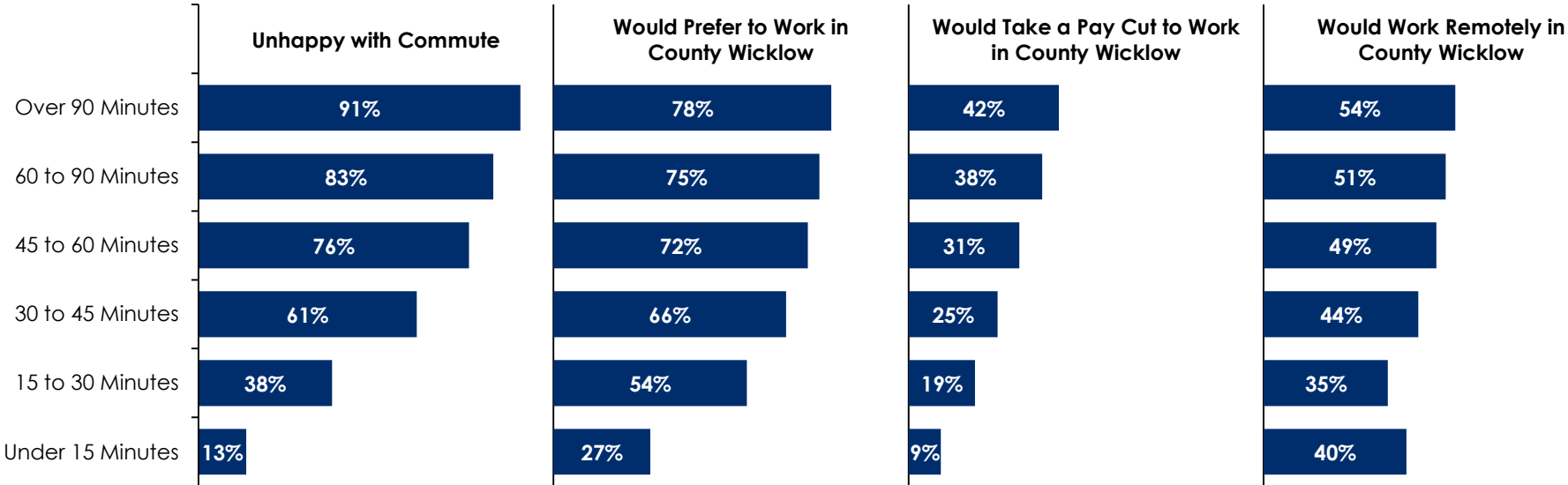
Length of Journey	Commuters to Work (County Wicklow)	%	Commuters to Work (ROI)	%	Index
Under 15 Minutes	15,195	25%	594,182	30%	83
15 to 30 Minutes	12,910	21%	531,095	27%	79
30 to 45 Minutes	7,445	12%	213,075	11%	114
45 to 60 Minutes	7,457	12%	141,338	7%	171
60 to 90 Minutes	3,816	6%	55,173	3%	225
Over 90 Minutes	772	1%	19,605	1%	128
Not Stated, Mobile Worker or Work at Home	13,128	22%	419,006	21%	102
All Commuters to Work	60,723	100%	1,973,474	100%	100



Commuters to Work: Commute Satisfaction by Length of Journey

Satisfaction decreases
with longer journey times.

Length of Journey	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
Under 15 Minutes	13% 	27% 	9% 	40% 
15 to 30 Minutes	38% 	54% 	19% 	35% 
30 to 45 Minutes	61% 	66% 	25% 	44% 
45 to 60 Minutes	76% 	72% 	31% 	49% 
60 to 90 Minutes	83% 	75% 	38% 	51% 
Over 90 Minutes	91% 	78% 	42% 	54% 
All Commuters to Work	74% 	70% 	33% 	48% 



Source: Commuter Survey 2018 & GAMMA 2018

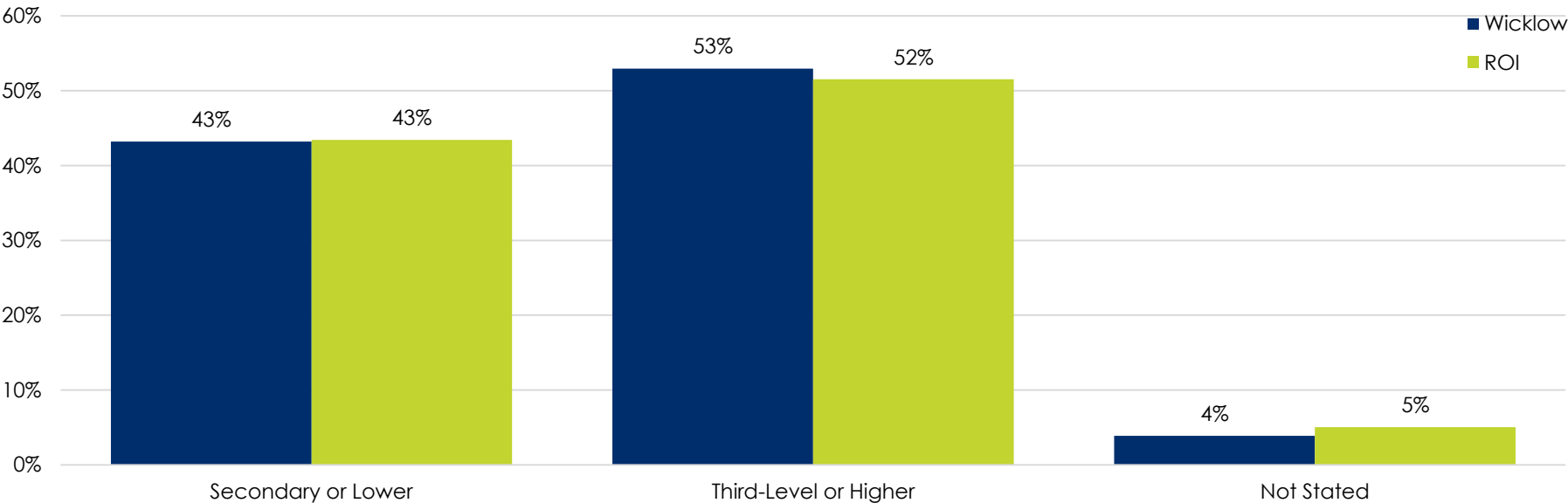
Commuters to Work by Education Level

The proportion of Wicklow commuters to work holding a third-level degree is slightly higher than the national average.

Notes: This includes people from County Wicklow who commute to work

Source: POWSCAR 2016 & GAMMA 2018

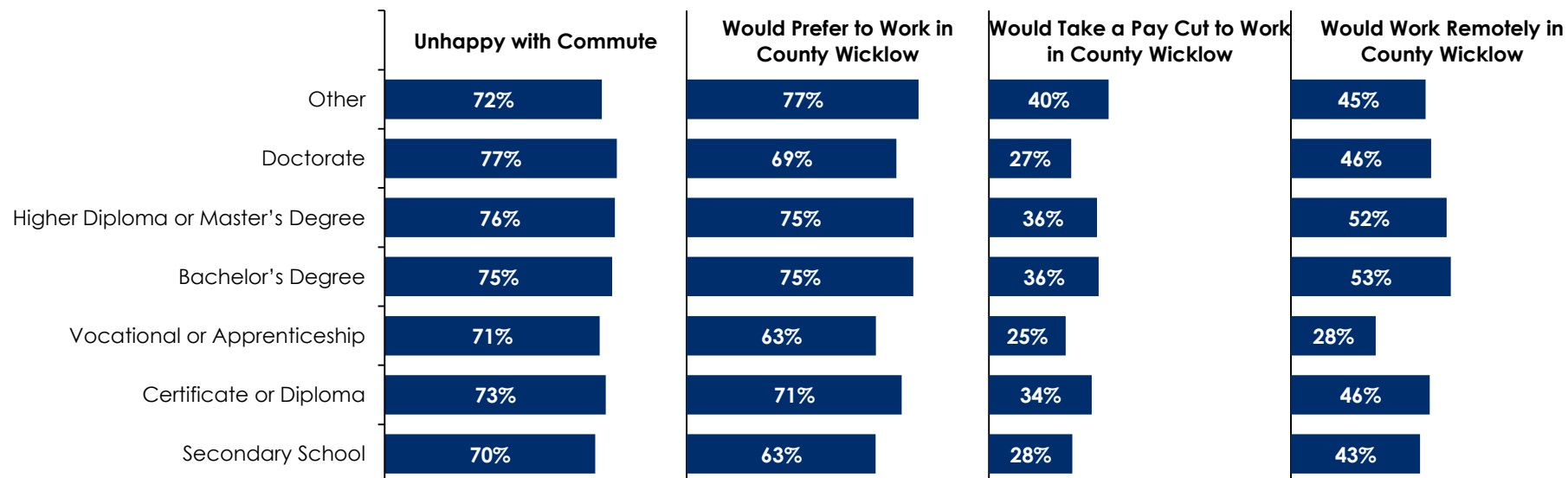
Highest Level of Education	Commuters to Work (County Wicklow)	%	Commuters to Work (ROI)	%	Index
Secondary or Lower	26,230	43%	857,175	43%	99
Third-Level or Higher	32,152	53%	1,016,773	52%	103
Not Stated	2,341	4%	99,526	5%	76
All Commuters to Work	60,723	100%	1,973,474	100%	100



Commuters to Work: Commute Satisfaction by Level of Education

Those who are educated to third level or higher are more likely to be unhappy with their commute.

Level of Education	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
Secondary School	70% 😞	63% 😞	28% 😊	43% 😊
Certificate or Diploma	73% 😞	71% 😞	34% 😊	46% 😊
Vocational or Apprenticeship	71% 😞	63% 😞	25% 😊	28% 😊
Bachelor's Degree	75% 😡	75% 😡	36% 😊	53% 😞
Higher Diploma or Master's Degree	76% 😡	75% 😡	36% 😊	52% 😞
Doctorate	77% 😡	69% 😞	27% 😊	46% 😊
Other	72% 😞	77% 😡	40% 😊	45% 😊
All Commuters to Work	74% 😞	70% 😞	33% 😊	48% 😊

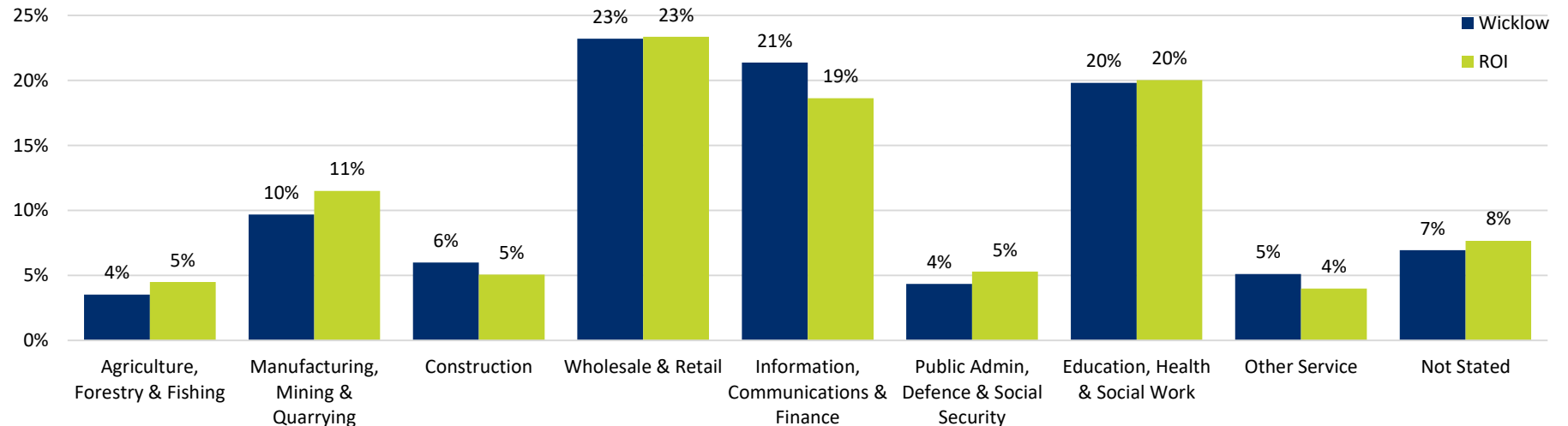


Source: Commuter Survey 2018 & GAMMA 2018

Commuters to Work by Industry

Wicklow has a higher than average proportion of those working in the Construction, Information, Communications & Finance sectors.

Industry	Commuters to Work (County Wicklow)	%	Commuters to Work (ROI)	%	Index
Agriculture/Forestry/Fishing	2,146	4%	88,832	5%	79
Manufacturing/Mining/Quarrying	5,886	10%	226,784	11%	84
Construction	3,637	6%	100,139	5%	118
Wholesale/Retail	14,090	23%	460,699	23%	99
Information/Communications/Finance	12,977	21%	367,370	19%	115
Public Admin/Defence/Social Security	2,635	4%	104,353	5%	82
Education/Health/Social Work	12,030	20%	395,184	20%	99
Other Service	3,107	5%	78,764	4%	128
Not Stated	4,215	7%	151,349	8%	91
All Commuters to Work	60,723	100%	1,973,474	100%	100







































Notes: This includes people from County Wicklow who commute to work

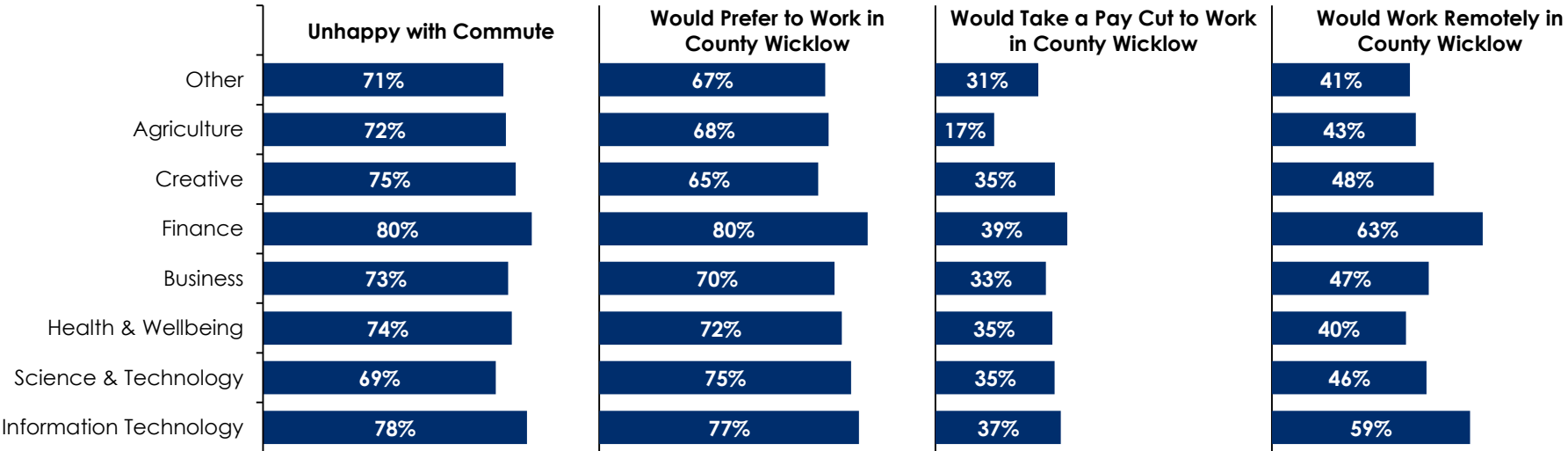
Source: POWSCAR 2016 & GAMMA 2018

Commuters to Work: Commute Satisfaction by Job Sector

Information Technology, Finance & Creative job sectors are most likely to be unhappy with their commute. IT and Finance are the sectors most open to remote working.

Source: Commuter Survey 2018 & Gamma 2018

Job Sector	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
Information Technology	78% 	77% 	37% 	59% 
Science & Technology	69% 	75% 	35% 	46% 
Health & Wellbeing	74% 	72% 	35% 	40% 
Business	73% 	70% 	33% 	47% 
Finance	80% 	80% 	39% 	63% 
Creative	75% 	65% 	35% 	48% 
Agriculture	72% 	68% 	17% 	43% 
Other	71% 	67% 	31% 	41% 
All Commuters to Work	74% 	70% 	33% 	48% 



Where are the Commuters Coming From?

Bray and Wicklow are the biggest sources of County Wicklow commuters to work.



Bray	14,873
Greystones	11,494
Arklow	9,854
Wicklow	13,768
Baltinglass	10,734
Total County Wicklow	60,723

Label: Origin of commuters

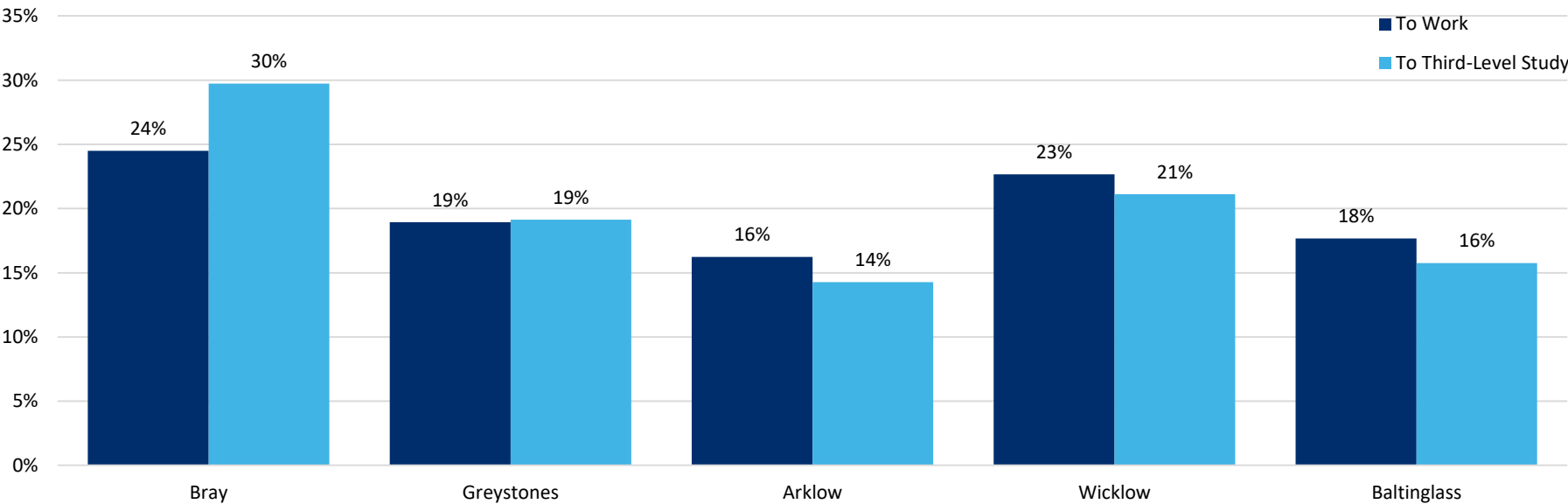
Notes: This includes people who live in County Wicklow and commute to work

Source: POWSCAR 2016 & GAMMA 2018

Commuters by Purpose & Origin

47% of those who commute to work and 51% of those who commute to study live in Bray or Wicklow.

Origin Region	Commuters to Work	%	Commuters to Third-Level Study	%
Bray	14,873	24%	1,497	30%
Greystones	11,494	19%	964	19%
Arklow	9,854	16%	719	14%
Wicklow	13,768	23%	1,063	21%
Baltinglass	10,734	18%	793	16%
All Commuters from County Wicklow	60,723	100%	5,036	100%

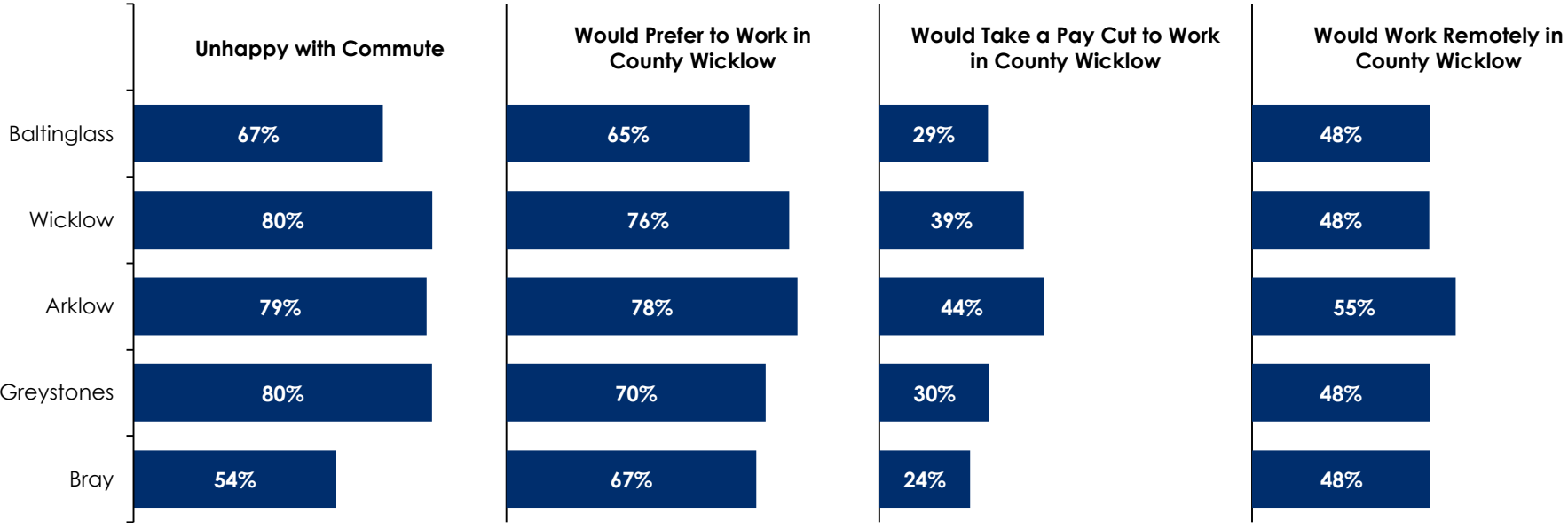


Source: POWSCAR 2016 & Gamma 2018

Commuters to Work: Commute Satisfaction by Origin Region

Over all four metrics, Arklow commuters are the most unhappy and Bray commuters are the happiest.

Origin Region	Unhappy with Commute	Would Prefer to Work in County Wicklow	Would Take a Pay Cut to Work in County Wicklow	Would Work Remotely in County Wicklow
Bray	54% 😞	67% 😞	24% 😊	48% 😊
Greystones	80% 😞	70% 😞	30% 😊	48% 😊
Arklow	79% 😞	78% 😞	44% 😊	55% 😞
Wicklow	80% 😞	76% 😞	39% 😊	48% 😊
Baltinglass	67% 😞	65% 😞	29% 😊	48% 😊
All Commuters to Work	74% 😞	70% 😞	33% 😊	48% 😊



Source: Census 2016 & Gamma 2018

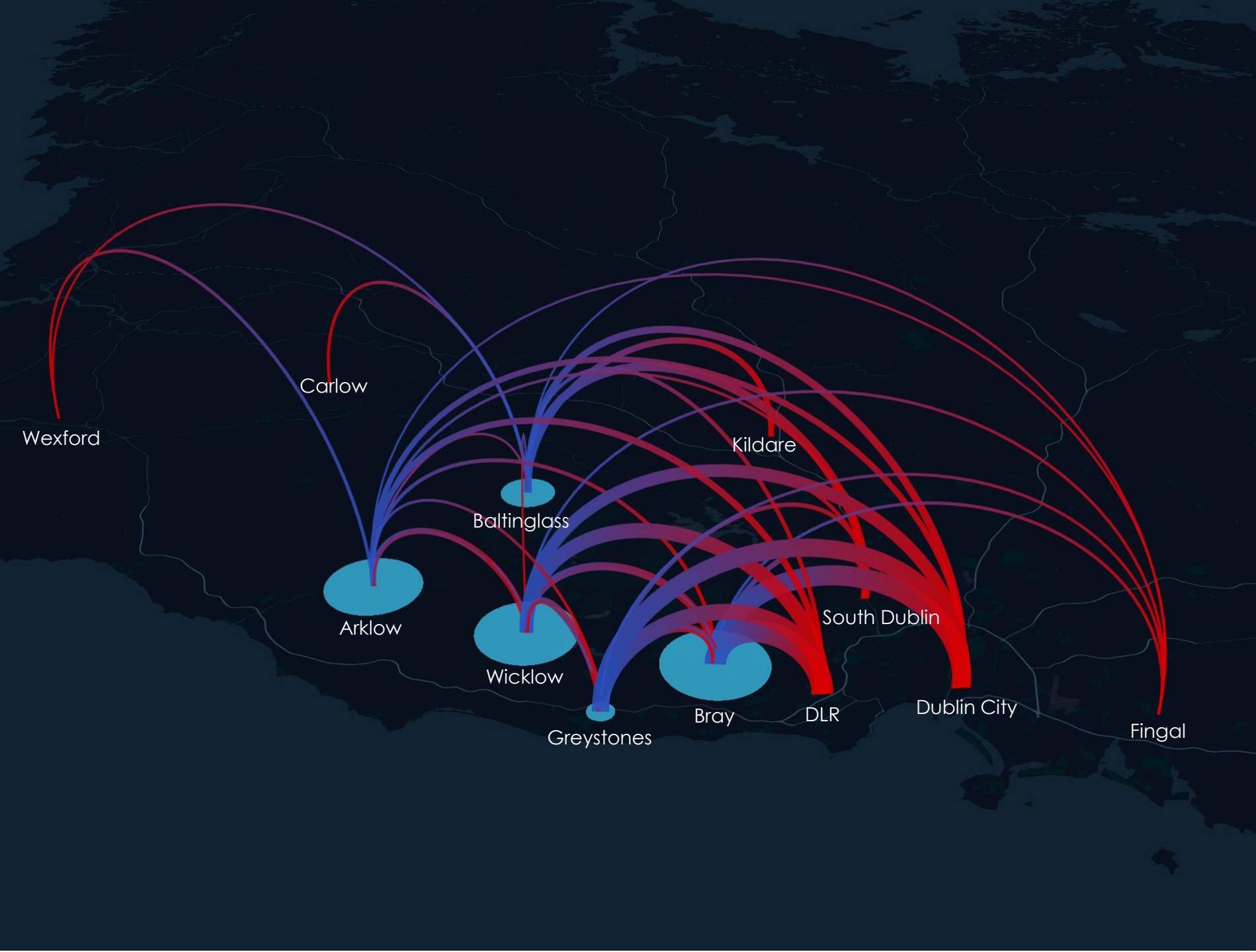
County Wicklow Commuter Flow Patterns

The width of the arc represents the flows from origin (blue) to destination (red). The lighter blue circle represents the number of commuters whose destination is in the same region as their home.

Label: Destination name

Notes: This includes all flows of at least 100 commuters to work from County Wicklow to the destinations shown

Source: POWSCAR 2016 & GAMMA 2018



Commuters to Work by Origin & Destination

From Bray and Greystones, more people leave to work in County Dublin than remain in County Wicklow; the reverse is true for Arklow and Wicklow. From Baltinglass, the numbers remaining in County Wicklow and going to County Dublin are almost the same.

Notes: This includes those who live in County Wicklow and commute to a fixed workplace other than their home

Source: Census 2016 & Gamma 2018

Destination	From Bray	From Greystones	From Arklow	From Wicklow	From Baltinglass
Bray	3,475	1,039	370	1,053	68
Greystones	440	1,701	222	891	23
Arklow	66	96	3,333	396	201
Wicklow	353	645	777	3,364	112
Baltinglass	12	11	116	26	2,400
Total County Wicklow	4,346	3,492	4,818	5,730	2,804
Dun Laoghaire-Rathdown	3,248	2,220	768	2,070	410
South Dublin	587	464	220	405	1,279
Dublin City	2,858	2,428	659	1,678	943
Fingal	231	178	103	186	147
Total County Dublin	6,924	5,290	1,750	4,339	2,779
Kildare	82	73	56	89	967
Carlow	13	<5	42	5	439
Wexford	20	20	330	62	244
All Other Destinations	117	111	112	113	205
Total Commuters to Work	11,502	8,986	7,108	10,338	7,438

The County Wicklow Commuter

County Wicklow commuters are much more likely to be members of the workforce than to be students. They are far more likely to commute by car than any other mode, although those who walk or cycle are likely to be happier with their commute experience.

The destination of County Wicklow commuters varies by origin, with the more northerly regions more likely to leave County Wicklow for Dublin.

74% of those who completed the survey said that they were unhappy or very unhappy about their commute. 70% said they would be likely or very likely to consider changing jobs if a comparable job in County Wicklow were available. 33% said that would be likely or very likely to consider a lower-paid job in County Wicklow, and almost half - 48% - said they would be likely or very likely to consider working remotely from County Wicklow.

Shorter commute duration and later start times both contribute strongly to commuter satisfaction. Interestingly, while 63% of survey respondents said that a shorter overall journey would significantly improve their commute, only 23% mentioned a different start time as something that would improve their experience.

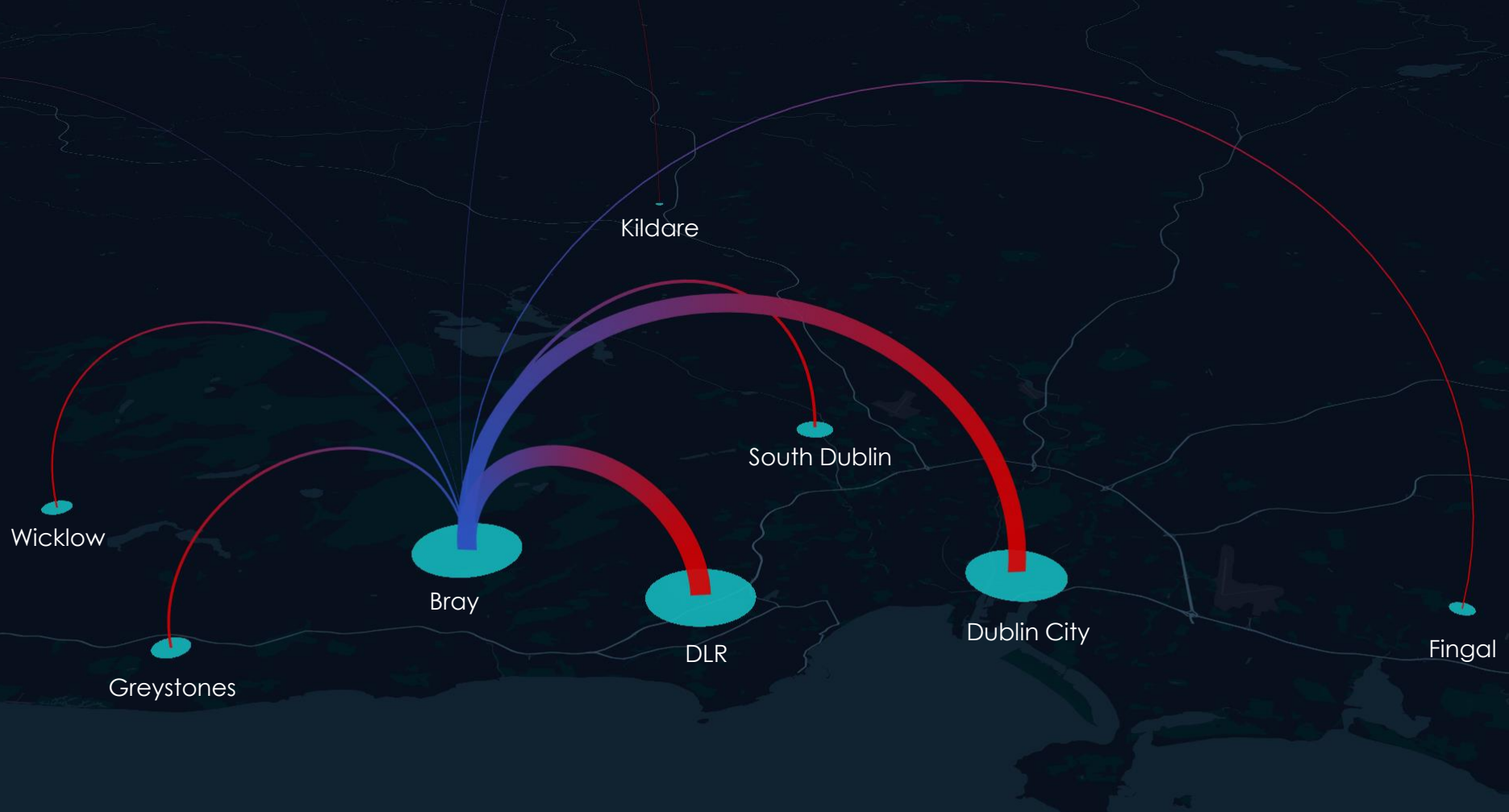
The Regional Wicklow Commuter

Section 2 Introduction

- ❖ In this section, we examine commuter profiles by origin and destination.
- ❖ We consider the biggest flows of commuters from each region, and profile those commuters by industry, mode of travel, time leaving home and journey duration.
- ❖ We also profile commuters on each high-volume route by their satisfaction with commute and their attitude to working in County Wicklow – in an equivalent position to their current job, in an equivalent but lower-paid position, or in a remote working location.

Destination of Commuters to Work from Bray

Bray, Dun Laoghaire-Rathdown and Dublin City account for 83% of the commuters from Bray. We describe the profile of these commuters in more detail on the next page.



Bray	3,475	Dun Laoghaire-Rathdown	3,248	Kildare	82
Greystones	440	South Dublin	587	Carlow	13
Arklow	66	Dublin City	2,858	Wexford	20
Wicklow	353	Fingal	231	All Other Destinations	117
Baltinglass	12	Total County Dublin	6,924		
Total County Wicklow	4,346				

Label: Destination of Commuters to Work

Notes: This excludes mobile workers, those who work at home, and those whose place of work was not stated

Source: GAMMA & POWSCAR

Major Commuter Flows from Bray

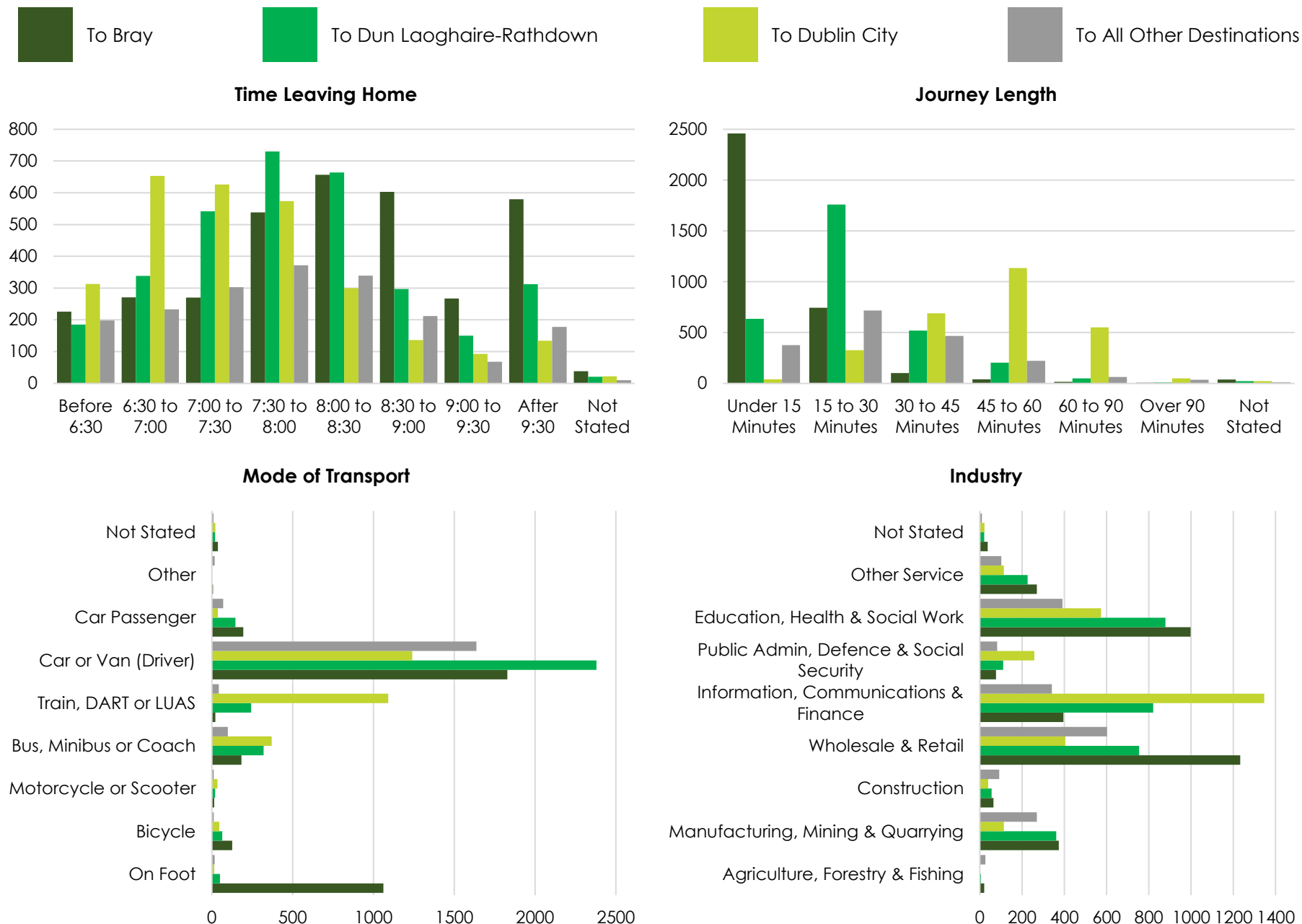
Commuters who remain within Bray leave home later, have a shorter commute and are more likely to walk.

Those who work in Dublin City are disproportionately in the information, communications and finance sector.

Notes:

- This excludes mobile workers, those who work at home, and those whose place of work was not stated
- Counts of <5 are not shown here

Source: POWSCAR 2016 & GAMMA 2018

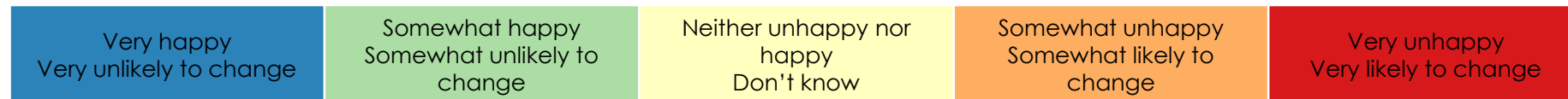


Major Commuter Flows from Bray

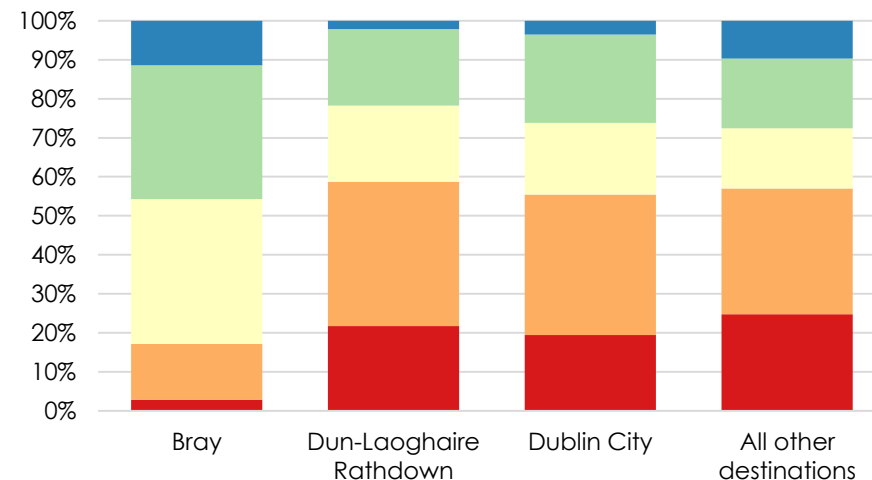
Commuters who work in Dublin City are the most open to alternative employment within County Wicklow.

Notes: Plots 2 and 3 do not include Bray as these commuters already work in County Wicklow

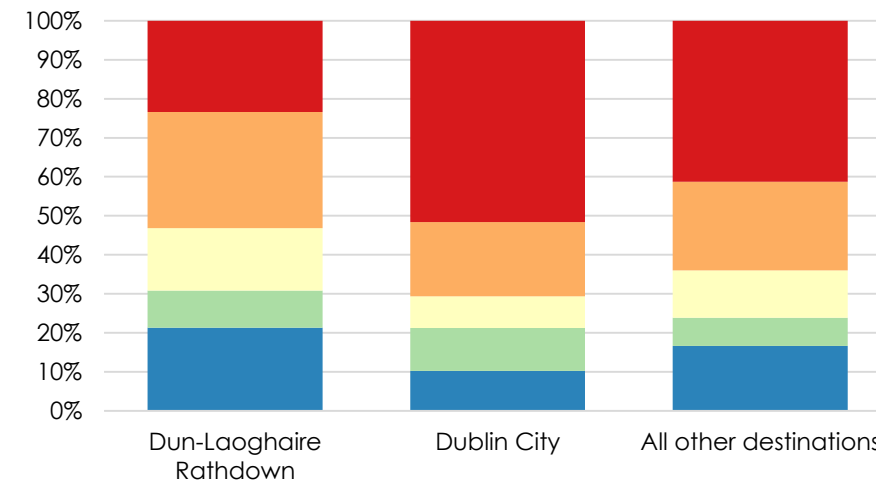
Source: Commuter Survey 2018 & GAMMA 2018



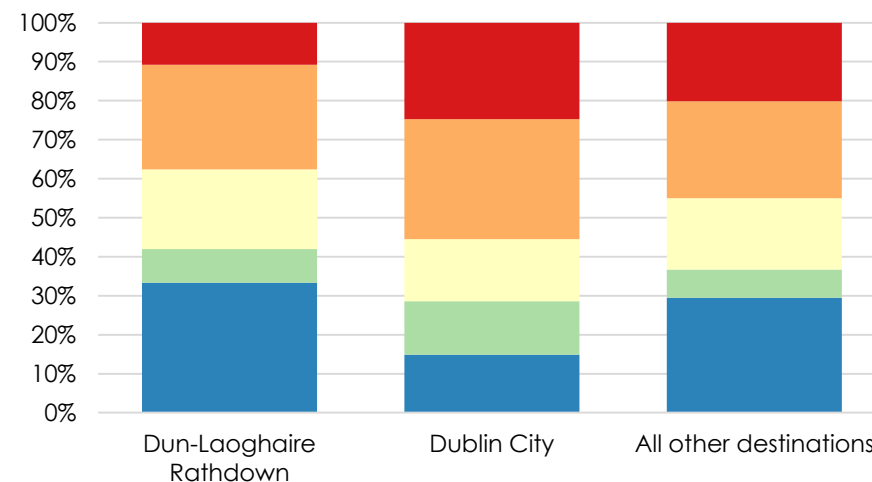
1. Attitude Towards Commute



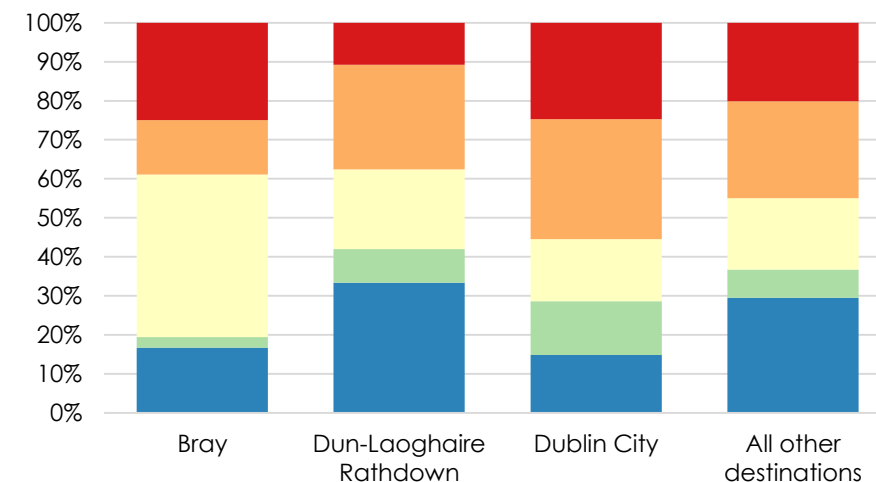
2. Attitude to Working in County Wicklow



3. Attitude to Lower-Paid Job in County Wicklow



4. Attitude to Remote Working in County Wicklow



Destination of Commuters to Work from Greystones

Greystones, Dun Laoghaire-Rathdown and Dublin City account for 71% of commuters to work from Greystones. We describe the profile of these commuters in more detail on the next page.



Bray	1,039	Dun Laoghaire-Rathdown	2,220	Kildare	73
Greystones	1,701	South Dublin	464	Carlow	<5
Arklow	96	Dublin City	2,428	Wexford	20
Wicklow	645	Fingal	178	All Other Destinations	111
Baltinglass	11	Total County Dublin	5,290		
Total County Wicklow	3,492				

Label: Destination of Commuters to Work

Notes: This excludes mobile workers, those who work at home, and those whose place of work was not stated

Source: GAMMA & POWSCAR

Major Commuter Flows from Greystones

Commuters to Dublin City get up earlier and travel for longer. They are more likely to take the train, while those who work in Dun Laoghaire-Rathdown are more likely to drive.

Notes:

- This excludes those who work at home and those whose place of work is not fixed
- Counts of <5 are not shown here

Source: POWSCAR 2016 & GAMMA 2018

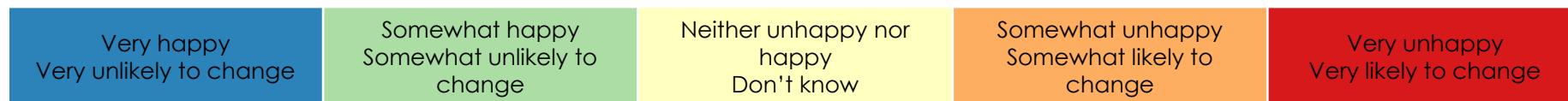


Major Commuter Flows from Greystones

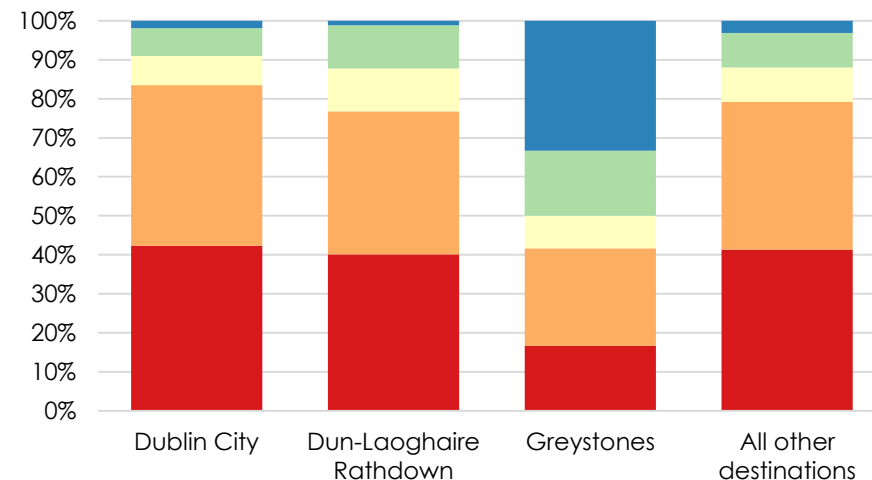
Commuters who work in Dublin City are the most open to alternative employment within County Wicklow.

Notes: Plots 2 and 3 do not include Greystones as these commuters already work in County Wicklow

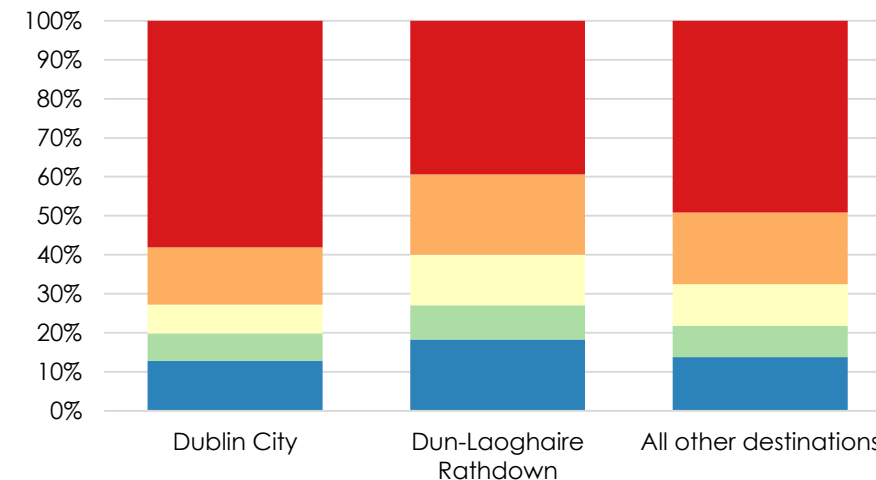
Source: Commuter Survey 2018 & GAMMA 2018



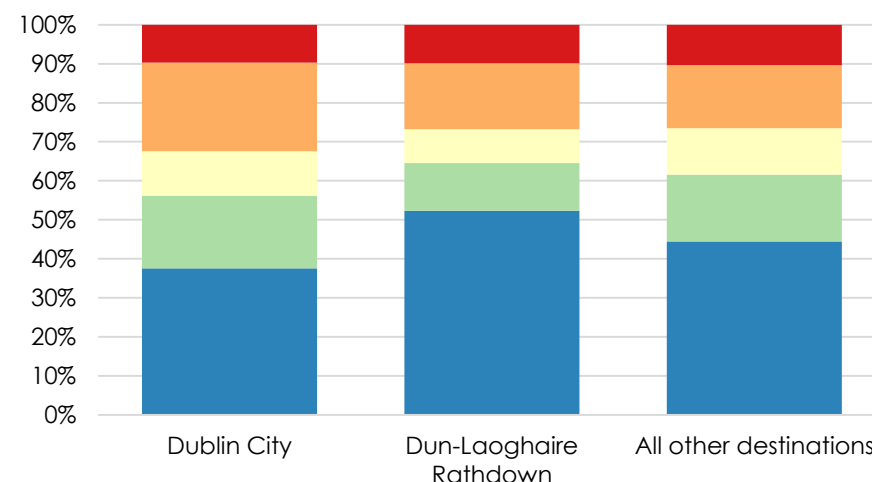
1. Attitude Towards Commute



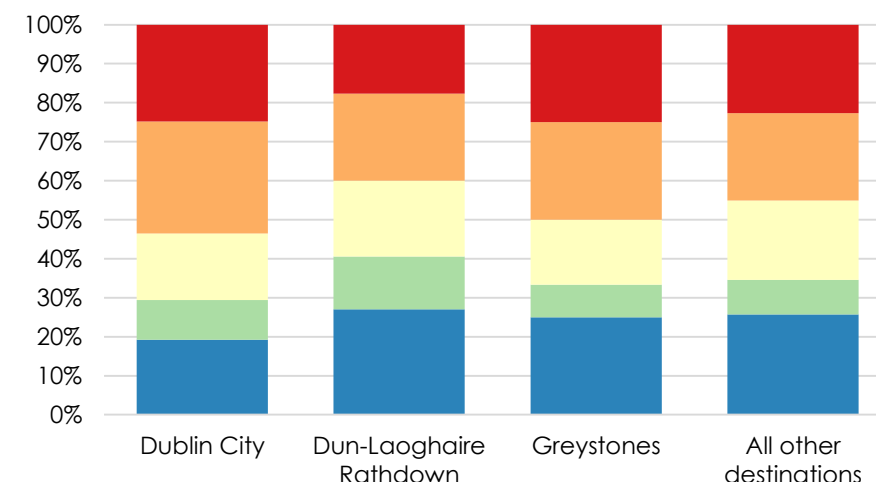
2. Attitude to Working in County Wicklow



3. Attitude to Lower-Paid Job in County Wicklow



4. Attitude to Remote Working in County Wicklow



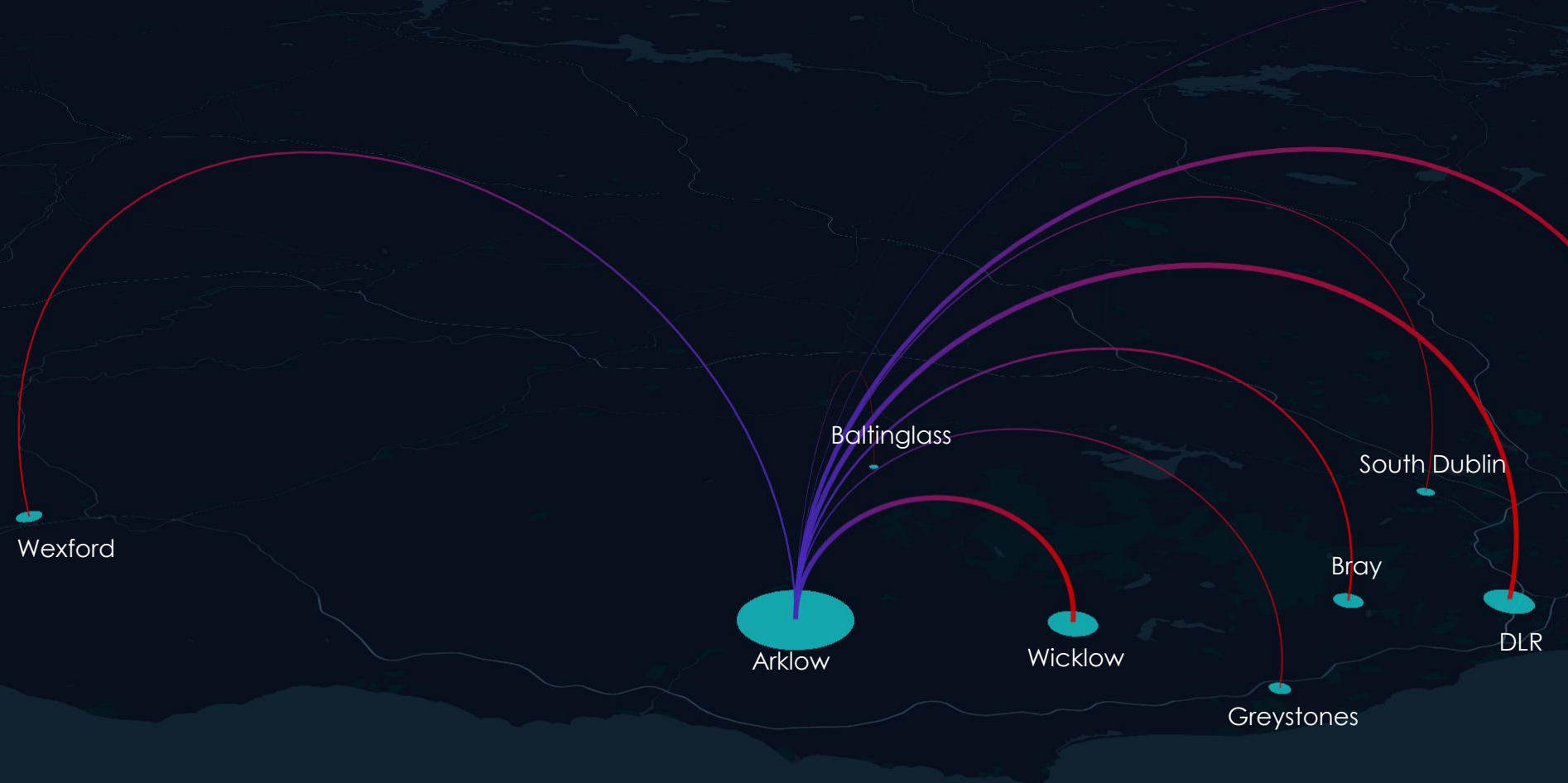
Destination of Commuters to Work from Arklow

Arklow, Wicklow and Dun Laoghaire-Rathdown account for 69% of the commuters to work who live in Arklow. We discuss their profile in more detail on the following page.

Label: Destination of Commuters to Work

Notes: This excludes mobile workers, those who work at home, and those whose place of work was not stated

Source: GAMMA & POWSCAR



Bray	370	Dun Laoghaire-Rathdown	768	Kildare	56
Greystones	222	South Dublin	220	Carlow	42
Arklow	3,333	Dublin City	659	Wexford	330
Wicklow	777	Fingal	103	All Other Destinations	112
Baltinglass	116	Total County Dublin	1,750		
Total County Wicklow	4,818				

Major Commuter Flows from Arklow

The large majority of Arklow’s commuters to work remain in Arklow, with shorter commutes that begin later. These workers are likely to be in the wholesale & retail or mining, manufacturing & quarrying industries.

- Notes:**
- This excludes those who work at home and those whose place of work is not fixed
 - Counts of <5 are not shown here

Source: POWSCAR 2016 & GAMMA 2018

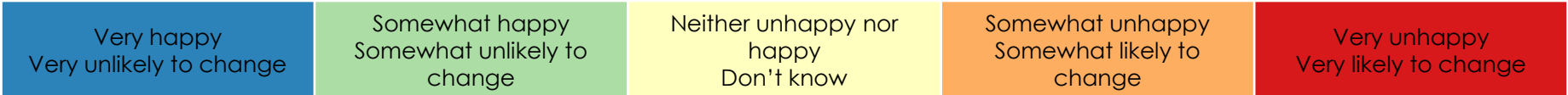


Major Commuter Flows from Arklow

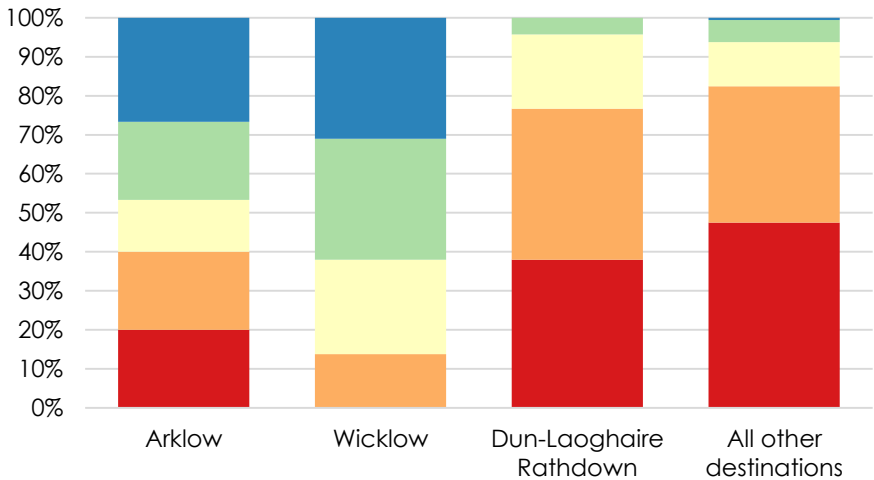
Those who work in Wicklow are both happiest with their commute and most likely to consider remote working.

Notes: Plots 2 and 3 do not include Arklow or Wicklow as these commuters already work in County Wicklow

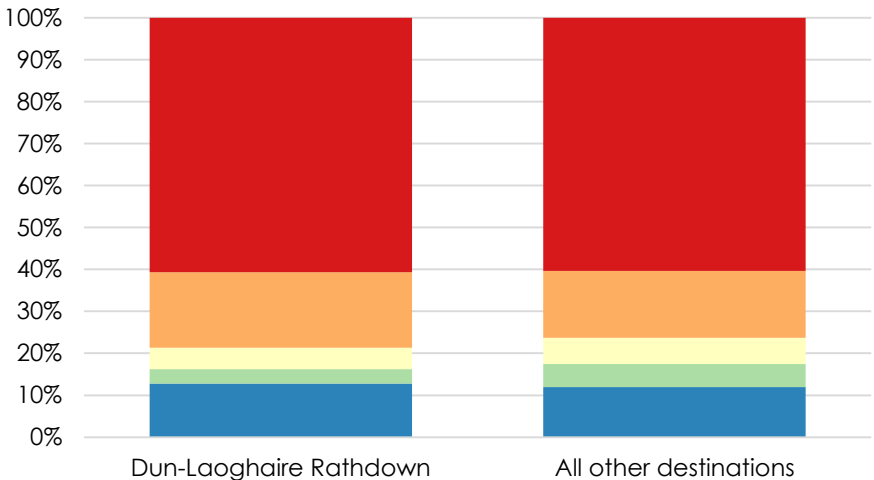
Source: Commuter Survey 2018 & GAMMA 2018



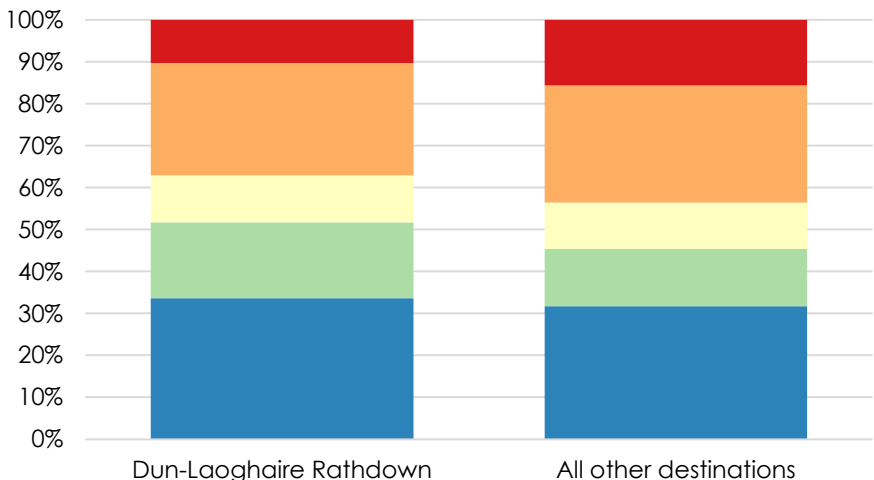
1. Attitude Towards Commute



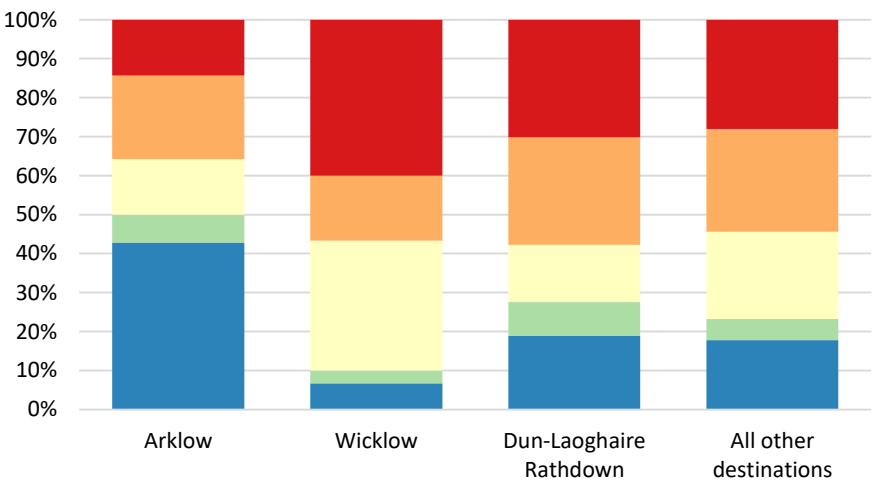
2. Attitude to Working in County Wicklow



3. Attitude to Lower-Paid Job in County Wicklow



4. Attitude to Remote Working in County Wicklow



Destination of Commuters to Work from Wicklow

69% of commuters to work from Wicklow go to Wicklow, Dun Laoghaire-Rathdown or Dublin City. On the next page, we profile them in more detail.



A map of the Dublin region with Wicklow as the central origin point. Colored arcs of varying thickness radiate from Wicklow to various destinations, representing the volume of commuters. The destinations shown are Arklow, Baltinglass, Wicklow, Greystones, Bray, DLR, South Dublin, Kildare, and Dublin City. The arcs to Dublin City, DLR, and Wicklow are the most prominent, colored in shades of red and orange. Other destinations like Baltinglass and Arklow have thinner, blue arcs.

Bray	1,053	Dun Laoghaire-Rathdown	2,070	Kildare	89
Greystones	891	South Dublin	405	Carlow	5
Arklow	396	Dublin City	1,678	Wexford	62
Wicklow	3,364	Fingal	186	All Other Destinations	113
Baltinglass	26	Total County Dublin	4,339		
Total County Wicklow	5,730				

Label: Destination of Commuters to Work

Notes: This excludes mobile workers, those who work at home, and those whose place of work was not stated

Source: GAMMA & POWSCAR

Major Commuter Flows from Wicklow

Driving remains the most popular means of transport across all destinations, but a proportion of those who work in Dublin City do use public transport.

- Notes:**
- This excludes those who work at home and those whose place of work is not fixed
 - Counts of <5 are not shown here

Source: POWSCAR 2016 & GAMMA 2018

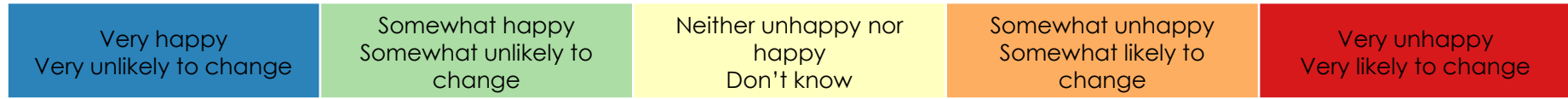


Major Commuter Flows from Wicklow

Commuters who work in Dublin City are the most open to alternative employment within County Wicklow.

Notes: Plots 2 and 3 do not include Wicklow as these commuters already work in County Wicklow

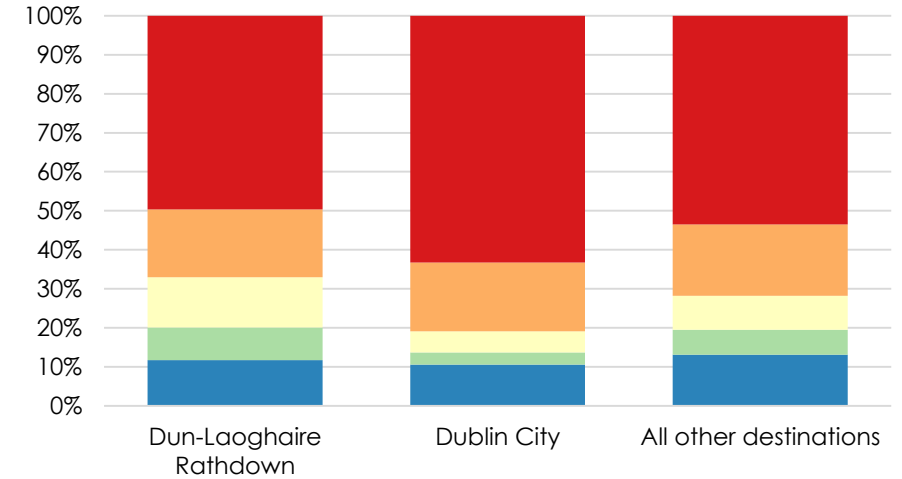
Source: Commuter Survey 2018 & GAMMA 2018



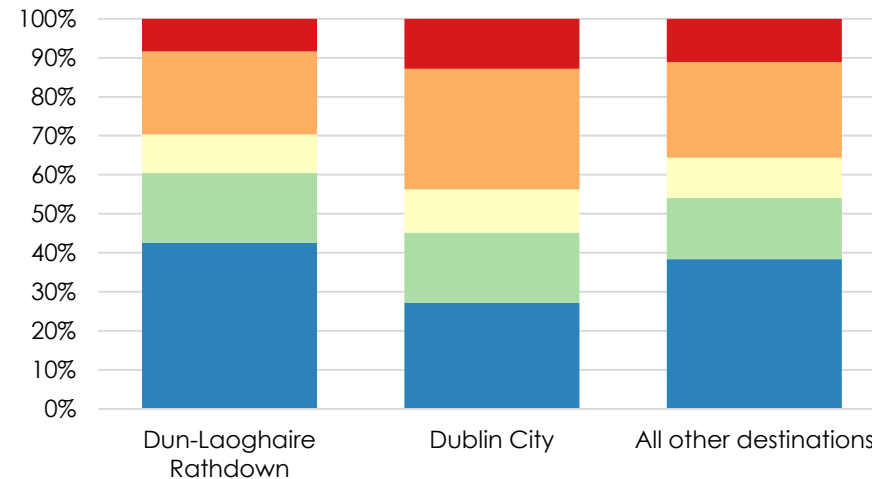
1. Attitude Towards Commute



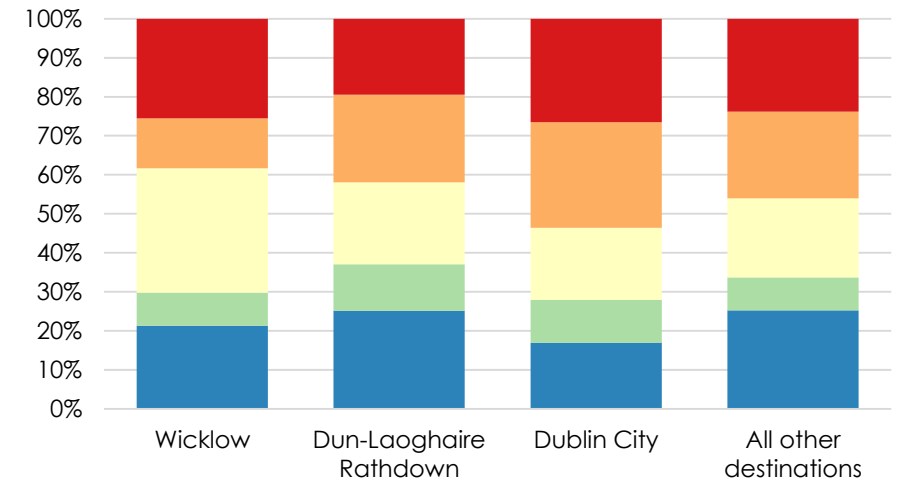
2. Attitude to Working in County Wicklow



3. Attitude to Lower-Paid Job in County Wicklow



4. Attitude to Remote Working in County Wicklow



Destination of Commuters to Work from Baltinglass

62% of those who commute to work from Baltinglass remain in Baltinglass or go to Kildare or South Dublin. We give a more detailed profile of these commuters on the following page.

Label: Destination of Commuters to Work

Notes: This excludes mobile workers, those who work at home, and those whose place of work was not stated

Source: GAMMA & POWSCAR



A map of the Dublin region with Baltinglass as the central origin point. Colored arcs represent commuter flows to various destinations: Wicklow (red), Greystones (red), Bray (red), DLR (red), South Dublin (red), Kildare (red), and Dublin City (red). Baltinglass itself is highlighted with a large red circle.

Bray	68	Dun Laoghaire-Rathdown	410	Kildare	967
Greystones	23	South Dublin	1,279	Carlow	439
Arklow	201	Dublin City	943	Wexford	244
Wicklow	112	Fingal	147	All Other Destinations	205
Baltinglass	2,400	Total County Dublin	2,779		
Total County Wicklow	2,804				

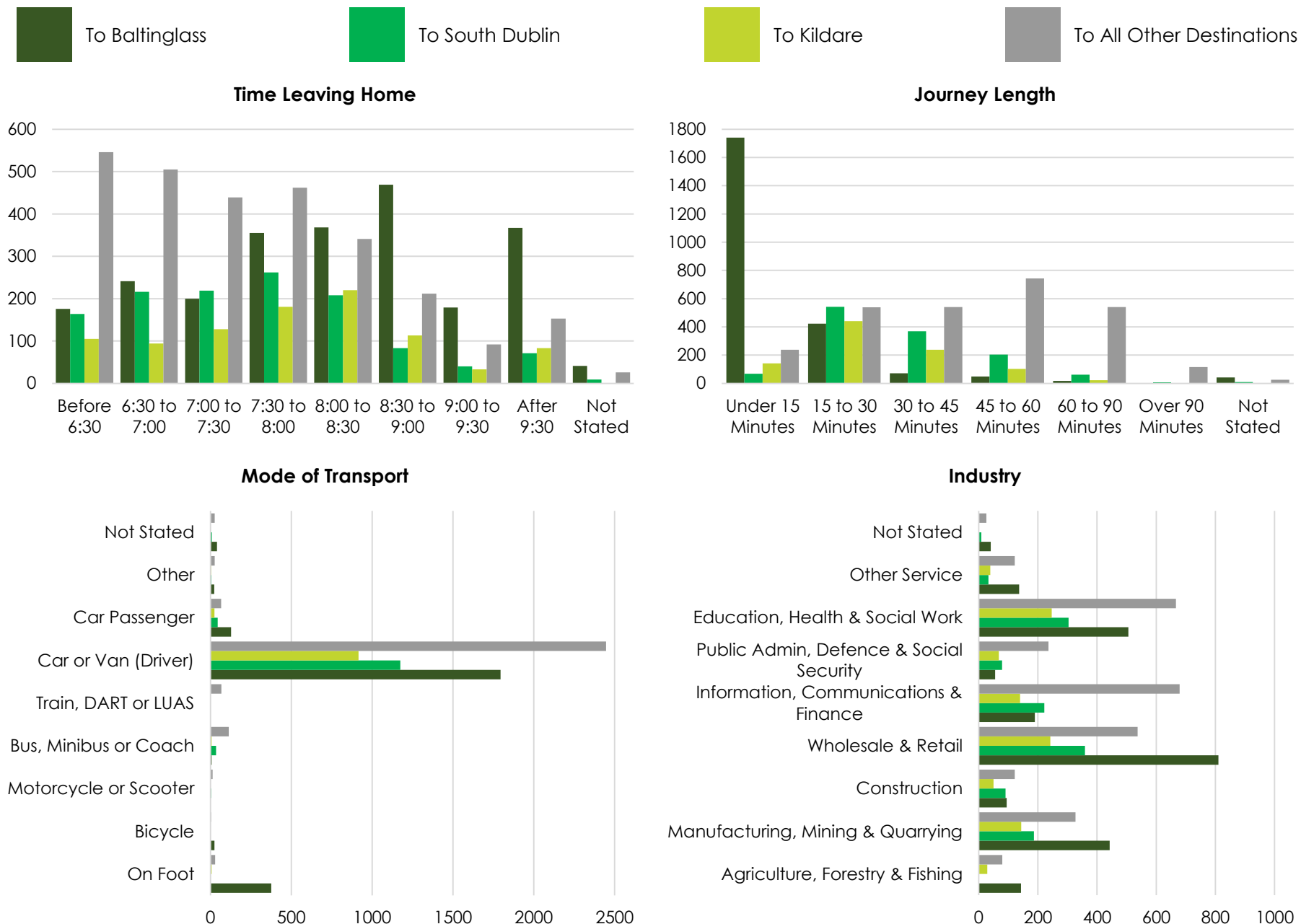
Major Commuter Flows from Baltinglass

Almost all commuters to work from Baltinglass drive; the exception is those who work in Baltinglass, some of whom walk to work.

Notes:

- This excludes those who work at home and those whose place of work is not fixed
- Counts of <5 are not shown here

Source: POWSCAR 2016 & GAMMA 2018

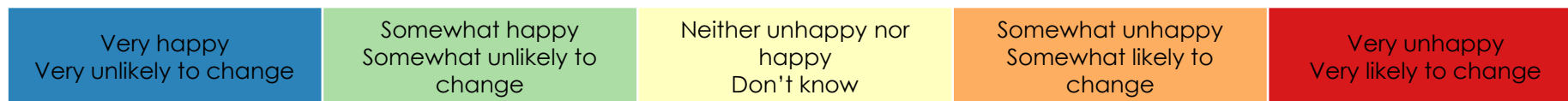


Major Commuter Flows from Baltinglass

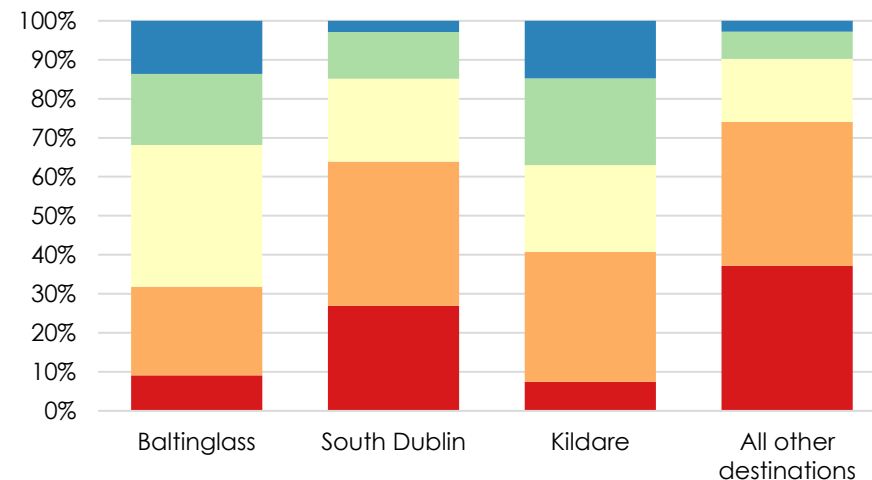
Commuters who work in Kildare are as likely to be happy with their commute as those who remain within Baltinglass.

Notes: Plots 2 and 3 do not include Baltinglass as these commuters already work in County Wicklow

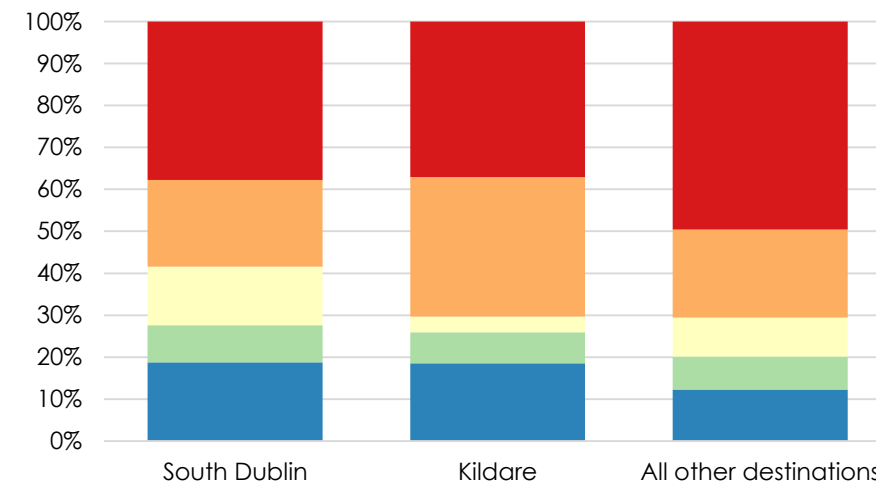
Source: Commuter Survey 2018 & GAMMA 2018



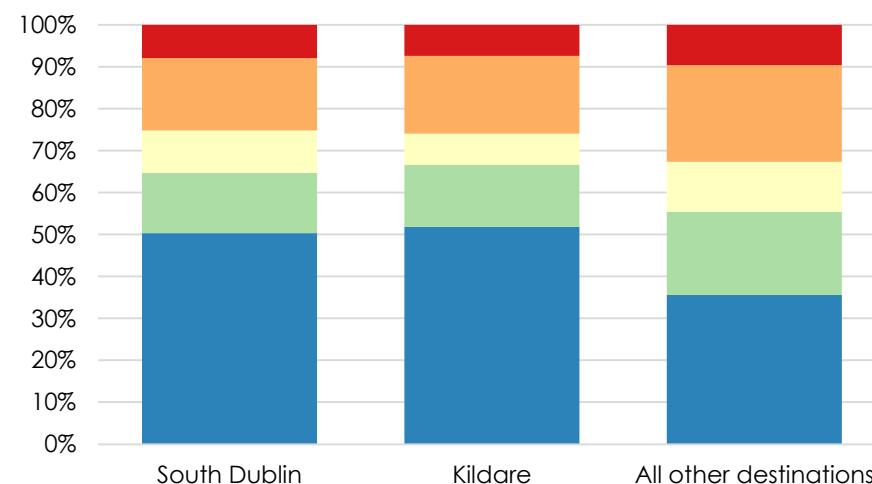
1. Attitude Towards Commute



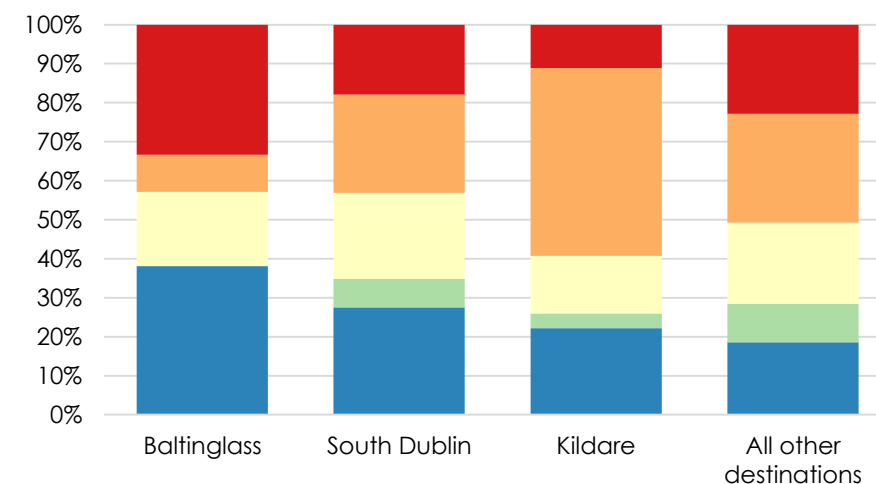
2. Attitude to Working in County Wicklow



3. Attitude to Lower-Paid Job in County Wicklow



4. Attitude to Remote Working in County Wicklow



Section 2 Summary

For most regions in Wicklow, the largest flow of commuters is within the region itself. Greystones is the only exception to this, with Dublin City and Dun Laoghaire-Rathdown each claiming more commuters to work than Greystones itself. Dublin is the biggest destination outside of County Wicklow itself.

For routes where public transport is available, such as Bray to Dublin City, it is being used by commuters. For other routes such as Baltinglass to Kildare, there are few options other than driving. This is borne out by the results of the survey, discussed in Section 3, in which many respondents wanted to see improvements to the public transport system.

Further Key Insights from Commuter Survey



Section 3 Introduction

- ❖ In this section, we discuss some of the key findings of the commuter study in more detail.
- ❖ We examine three elements of the commuter experience: the commute, the route, and the commuter.
- ❖ The commute deals with the physical aspects of the trip; mode of transport, time leaving home, and trip length.
- ❖ The route deals with the geographical element of the commute – the origin region, and the destination inside or outside County Wicklow.
- ❖ The commuter deals with the person making the journey – their choices, reasons, motivations and preferences.

Commuter Satisfaction: The Commute

Commute satisfaction is strongly affected by time leaving home and journey time.

78% of those who leave home before 7:30am are unhappy or very unhappy with their commute, compared with 52% for those who leave home after 8:30am.

85% of those who travel for an hour or more are unhappy or very unhappy with their commute, compared with 33% for those whose journey is 30 minutes or less.

The happiest commuters by mode are those who walk or cycle to work, while the unhappiest are those who travel as car passengers, followed by those who take a bus, minibus or coach.

ATTITUDES TO CHANGING JOB

Would you switch jobs if it meant a shorter commute?

70%

of all commuters
would consider
taking an
equivalent job in
County Wicklow



33%

would consider
the switch if it
meant a lower
salary



Commuter Satisfaction: The Route

Geographically, commuters who work within Wicklow were more likely to be satisfied with their commute than those who work outside the county.

72% of commuters who work outside County Wicklow said that they would be likely or very likely to consider switching to a job in County Wicklow if one were available.

In fact, 33% of those who work outside County Wicklow said that they would be likely or very likely to consider a lower salary of it meant they could work in County Wicklow.

The happiest commuter route surveyed was Bray to Wicklow, with 73% of respondents happy or very happy with their commute.

The unhappiest commuter route was Arklow to Fingal, of which none of those surveyed reported themselves to be happy or very happy about their commute.

IMPROVING THE COMMUTE

What changes would significantly improve your commute?



64%

Shorter journey



44%

More frequent
public transport



38%

More reliable
public transport

Commuter Satisfaction: The Commuter

64% of commuters said that a shorter journey would significantly improve their commute experience. This is consistent across modes with 65% of drivers, 60% of those who take the train or LUAS and 67% of those who travel by bus or coach wanting a shorter trip.

74% of those who take the train or LUAS and 69% of bus passengers want more frequent public transport services. Interestingly, 37% of drivers also indicated that more frequent public transport would improve their commute.

The most common reasons given for driving were length of journey (40%) and reliability of service (39%).

Train/LUAS passengers cited length of journey (43%) and availability of parking (42%) as reasons to use public transport rather than driving. Those who commute by bus also cited availability of parking (31%) as well as cost of journey (32%) among their reasons.

26% of public transport users list environmental concerns among their reasons for using public transport.

CHOICE OF TRANSPORT

Factors influencing transport choice

Length of journey



40% of drivers

32% of public
transport users

Availability of parking



Access to parking is the
main reason for choosing

public transport

Reliability of service



Unreliable public
transport is the main
reason for choosing a

car as the primary
means of transport

SUMMARY & NOTES

Notes, Sources & Methodology

- POWSCAR records from Census 2016 are made available by the Central Statistics Office.
- To better understand the attitudes of County Wicklow commuters, a survey was conducted for a period of fourteen days from November 5th 2018 to November 19th 2018. Respondents were recruited by way of social media advertising, distribution of leaflets on key commuter routes, and motorway signage. A total of 6,826 surveys were completed.
- Persons living in County Wicklow and commuting to work or third-level study were profiled by region within the county (five regions), purpose of commute (work or study), mode of travel, time leaving home, journey duration, industry and highest level of education so far.
- From each origin region, the destinations in which the majority of commuters from that region work were identified. Workers travelling these high-volume routes were profiled for mode of transport, time leaving home, journey duration and industry.
- Some individuals do not work in a single fixed location, or did not record a place of work. These records were included in the profile of commuters from their origin region but excluded from the profile of commuters by origin and destination.





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