GO CAR

Index
2024

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About GoCar

Established in 2008

GoCar has been a prominent contributor to Ireland's car-sharing landscape, with a fleet of over 1,100 vehicles nationwide. Launched with the aim of providing members with the freedom of car ownership without the hassle, GoCar ensures a seamless experience.

Fuel, insurance, and tax are all included in the rental fee, making it a cost-effective alternative to traditional vehicle ownership. Members can book vehicles through the GoCar app, unlock them using their phones, and return them to the same location after their trip.

Introduction

It is no surprise that the most popular mode of transport in Ireland is the car, accounting for 69% of all journeys across the country[1]. Research has shown that this heavy reliance on car travel is most apparent among those who use a car to commute to work, for family needs, and transporting others, as well as those living in rural areas.

60% of people are willing to consider making changes to how they travel for environmental reasons[2], in fact, nine in ten people claim they would swap the car for walking, cycling, and public transport for short journeys of less than two kilometres[3].

The GoCar Index aims to better understand the role of car use in Ireland today. It also looks at what's coming down the line when it comes to car usage and future trends, for example, alternatives to owning a car such as car-sharing services, or the option of becoming a one-car household.

With 20% of respondents saying they wouldn't care about owning a car if it was easier to rent one as they needed it, there is an opportunity for car sharing services to help reduce the number of private cars on Ireland's roads by an estimated 300,000.

This Index has been conducted by GoCar in partnership with Amárach Research and was compiled from a nationally representative sample of 1,201 adults in the Republic of Ireland.

The GoCar Index also features secondary research and data from several other studies conducted in Ireland.

Driving Demand

In 2023, there were 121,850 new cars registered, an increase of 16% compared to 2022[4].

According to the new GoCar research one in five car owners (21%) own two or more and those with children were the highest within this group (28%).

The most common reasons for owning more than one car were family commitments (50%), followed by needing the additional car to get to work (38%).

Common reasons for owning more than one car
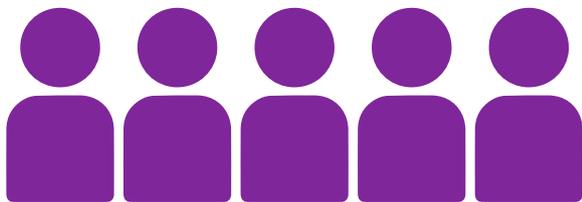
5/10 **Family commitments**

4/10 **To get to work**

4 Society of Irish Motor Industry (2024)

Common Commutes

Car travel is the most popular mode of transport to get to work in Ireland[5]. GoCar found that over a third (37%) of respondents use their car to commute to work every day (five times per week).

Over one third of respondents (36%) claim to never use their car to get to work, and it was also found that the concept of carpooling isn't very popular in Ireland as only 4% said they travelled as a passenger in a car to work[6].

Approximately 1.2 million people commute via car, with over half of those traveling less than 30 minutes to get to work[7].

Most popular everyday car use (outside of commuting to work):

14% Visit friends & family

**10%** Go to the gym

26% School run

15% Grocery shop

The GoCar survey found that one in five (20%) said they use the car four times a year to travel across the country for holidays or weekends away. Half of drivers (52%) stated they use the car every six months to attend leisure activities including art or music festivals.

When comparing urban areas to more regional areas, it was found that 80% of trips made by those living in rural areas were by car[8], with one in five (22%) making these trips for work or business and 20% to get to school or college[4].

[5] Census 2022 (2023) Employment, Occupations and Commuting
[6] Census 2022 (2023) Means of Travel to Work
[7] Ibid
[8] National Household Travel Survey 2022 (2023)

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Time Spent Spinnin'
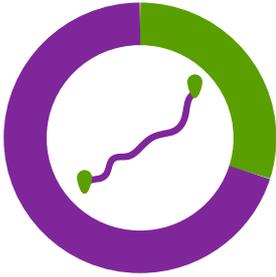
Distance

Of those surveyed as part of the GoCar research, **29%** travelled five kilometres or less per day and for those that live in Dublin, this was up at **40%** of drivers.

Frequency

Over half (**51%**) said they drive every day with daily driving more common among those aged 45-54, the majority of which have children and are a two-car household.

158 Hours

Traffic

It seems that time wasted in the car in traffic is on the up, with Dublin ranking the highest in the world from time lost at rush hour traffic, estimated at **158 hours** in 2023[9].

Minutes

When it comes to the amount of time we spend in the car, **34%** of trips take between 15 and 29 minutes, with **40%** of trips taking less than 14 minutes[10].

Did you know?

User data from GoCar shows that the average return distance of a GoCar trip is 86km, suggesting that GoCar customers use the cars for more intentional trips rather than brief, potentially unnecessary journeys.

[9] TomTom Traffic Index 2023 (2024) Rankings
[10] Ibid
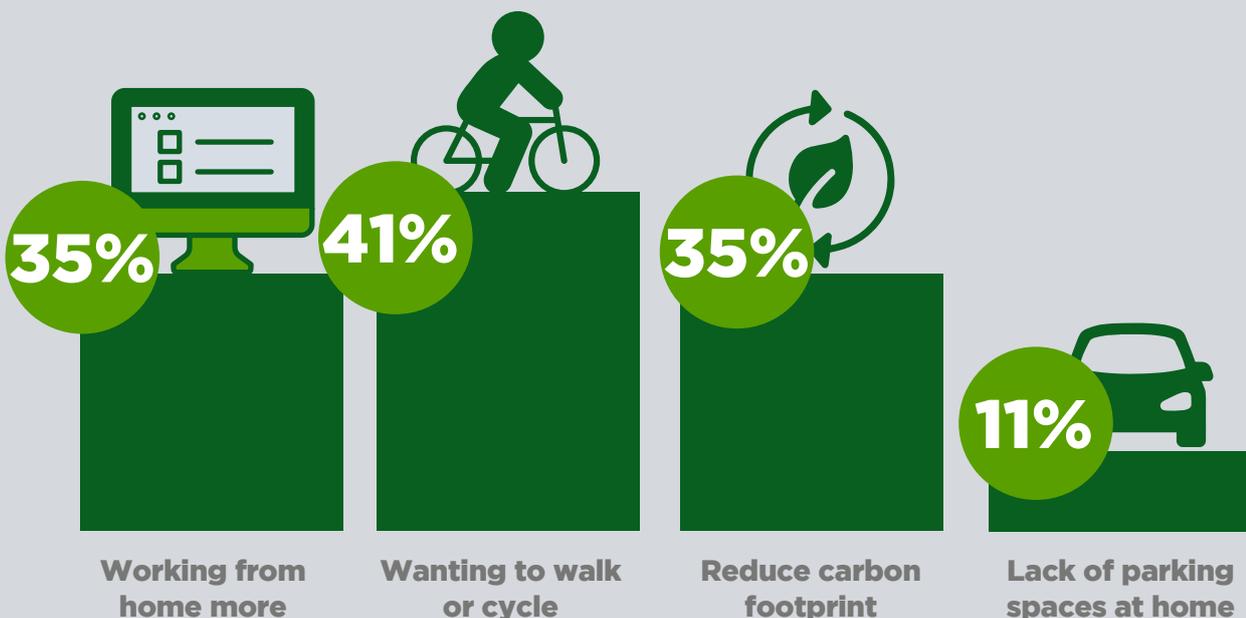
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Multiple Motors

Multiple Motors

Over 760,000 households in Ireland have more than one car[11]. The GoCar survey investigated if the Irish public is planning to reduce the number of cars in their household, nearly one in five (18%) said they would be open to giving up a secondary car over the next few years. It was also found that there is an element of guilt to owning more than one car with 16% claiming they feel guilty about the environmental impacts of having more than one car in a household.

The GoCar data shows that one in ten (9%) said they plan to give up their primary car over the next few years. This intention was more prevalent amongst those under the age of 35 (22%). 70% of respondents said they would be more likely to give up a car if they had access to better public transport. Nearly two-thirds of respondents (65%) claimed the increasing cost of running a car would also influence them to give up a car.

Reasons people would give up their car

35% Working from home more

41% Wanting to walk or cycle

35% Reduce carbon footprint

11% Lack of parking spaces at home

The average distance driven by a private car owner is 16,000 Kilometers per year. This costs an average of €10,691[12]. Without the burden of insurance, tax, fuel, maintenance and NCT, the equivalent cost of driving 16,000 Kilometers in a GoCar is €3600* (based on an average hourly cost of €11.25).

This is a third of the cost of running a private car - a saving of up to €7000.

GO CAR

16,000 Kilometres = €3600*

Private Ownership

16,000 Kilometres = €10,691[13]

Did you know you could save up to €500 a month with GoCar compared to private car ownership

[12] The AA Cost of Motoring (2019)
*Based on up to 320 hours of collective trips, using the average hourly rate of €11.25 across all GoCar vehicle types. Each trip also includes 50 complimentary kilometers.
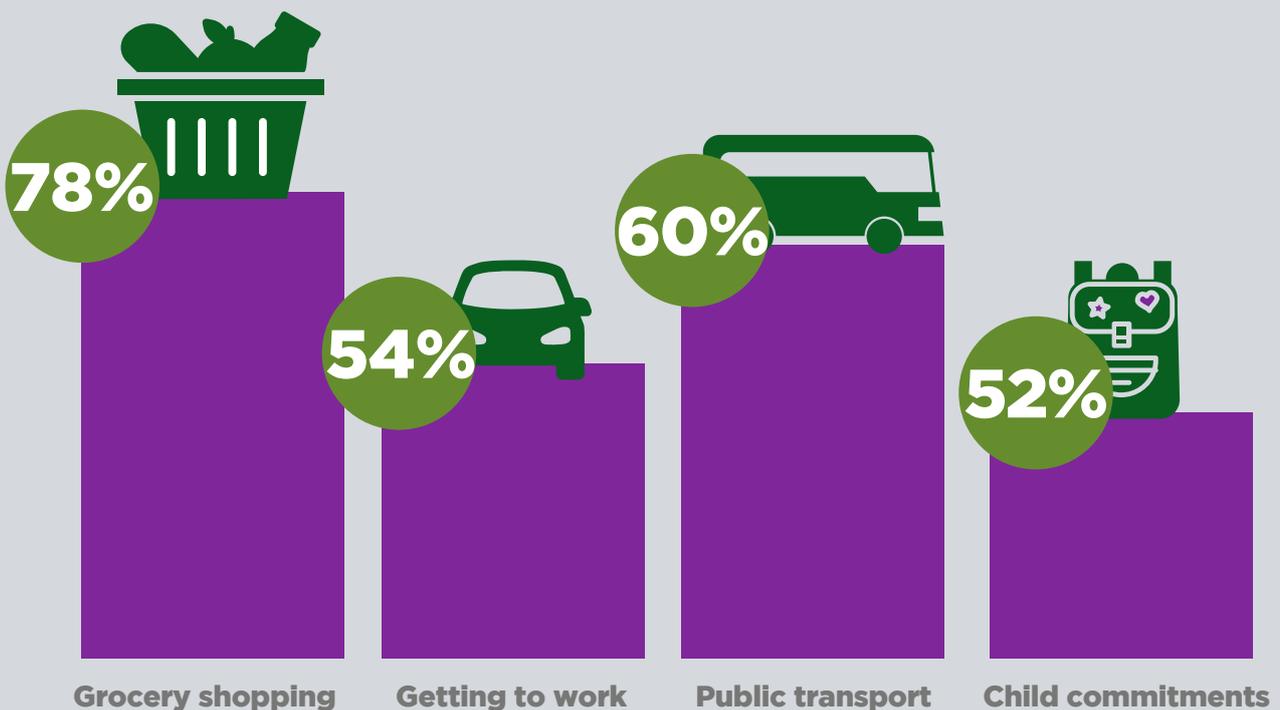
GO CAR

Multiple Motors

Two-thirds (66%) of the GoCar Survey respondents believe their families and friends would think it mad if they gave up owning a car.

Over 1 in 10 (11%) are hesitant to give up the car as others rely on them, particularly men (16% vs 8% women).
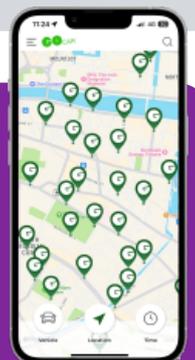
However, 20% would like to use the car less often but they are not familiar with the alternatives.

The main reasons drivers cited for not giving up the car were

78% Grocery shopping

54% Getting to work

60% Public transport

52% Child commitments

Did you know?

GoCar has 158 cars located in 80 supermarkets across Ireland to help shoppers with the weekly trip

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Case Studies

"

Owning my own car while living in Dublin just doesn't work for me, parking is non- existent where I live and work and when I consider the cost of buying and running a car it just doesn't make sense. GoCar has given me the freedom to get around without the commitment of buying a car. I can still get out of the city for a hike, take trips around the country and
I even use it to do the big shop every few weeks –
I'd be lost without the service.

"

**Aaron, 29, Portobello, Dublin.
GoCar member since 2020.**

"

While saving for a new house, we were looking into reducing our outgoings. In terms of our household expenses, we looked at the usual - changing the utility providers and reducing the streaming services. Then we thought about the money we spent on our two cars. We both work in the city centre and use public transport. We couldn't justify the second car sitting on the driveway so decided to sell it which has really made a positive financial impact.
GoCar has been great solution for us on the days that we both need a car to get around.

"

**Laura and Brian, both 37, Dundrum, Dublin.
GoCar Members since 2021.**

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Sharing is Caring
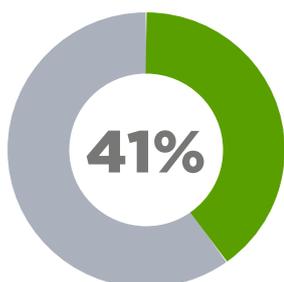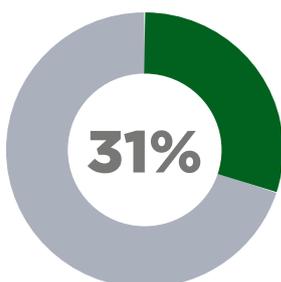
Sharing is Caring

Currently, only three in ten (27%) of people are familiar with car-sharing services. Respondents to the GoCar survey said they would consider using a car-sharing service if they had access to a car whenever they needed it (41%).
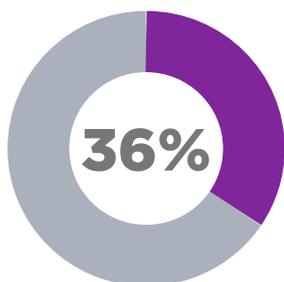
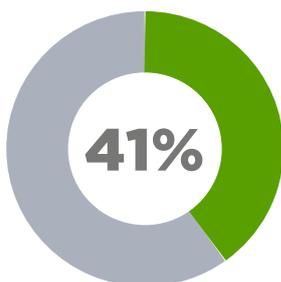## Other reasons given for using car-sharing are
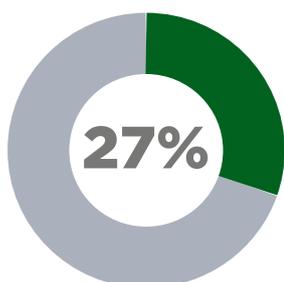
41% Freedom from running costs

31% Owning a car is too expensive

36% Don't need a car all of the time

41% Having a car available on demand

27% Petrol cost
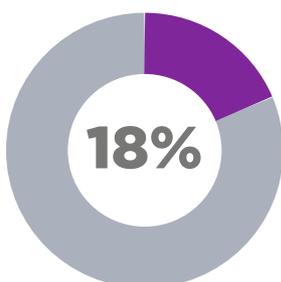
18% Reduce CO_2 footprint

The popularity of car-sharing services is on the rise across Europe, with the number of car-sharing users climbing by 28% between 2017 and 2022 and it is projected to reach over 20 million users by 2027[13].

Those who do already use car-sharing services say they were attracted to the convenience of such services (64%) and the accessibility of GoCar to their local area. Nearly half (46%) use the service as it is cheaper than purchasing a car and some (17%) signed up as they wanted to be more environmentally friendly.

In fact, GoCar user data has shown that 60% of its customers would look to purchase a car if the GoCar service were to cease – suggesting that car-sharing services are helping to reduce the number of cars on the road.

Did you know?

In Dublin city, on average, there is a GoCar within a 5-minute walk, and in greater Dublin, it is an average of a 20-minute walk from a GoCar.
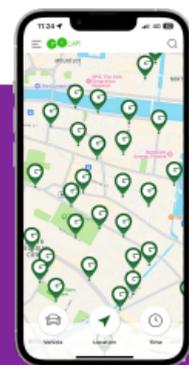
[13] Statista (2023) Car-sharing in Europe - Statistics & Facts

Conclusion

Conclusion

The insights in The GoCar Index paint a picture of the central role the car plays in the daily lives of the people of Ireland. As consumers become increasingly more environmentally and financially savvy, how we travel each day is not only impacting our pockets but also our conscience. This study aims to highlight that consumers are open to trying new things when it comes to how they get around, but in some cases the infrastructures are not yet in place for us to make these changes.

The government have invested a record €1 billion since 2020 to prioritise safe walking and cycling. This investment includes more than 600km of cycling, walking and wheeling infrastructure developed which is encouraging Irish people to leave their cars at home for shorter trips. According to the recent NTA Walking and Cycling Index 2023[14], Walking and Cycling takes 680,000 cars off the road daily in Ireland's five biggest cities.

Car sharing is pivotal to these developments in setting up the future of our towns and cities. 20% of GoCar Index respondents said they wouldn't care about owning a car if it was easier to rent one as they needed it – this is an opportunity for car-sharing services to help reduce the number of private cars on Irish roads by an estimated 300,000. We will also see the rollout of 200 mobility hubs across three Irish cities which will provide the Irish public with access to bikes and electric cars. Together with walking and cycling alternatives, there is the opportunity to take almost 1,000,000 cars off our roads.

GoCar provides a cost-effective alternative to car ownership which not only addresses the financial burdens associated with car ownership but also contributes to reducing carbon footprints and helps to reduce the number of private cars on our roads. The financial benefits of car sharing are substantial, with massive potential savings compared to the average annual cost of running a family car.

As we navigate the road ahead and by embracing alternatives to car ownership, we can foster a culture of shared, which has already begun across Europe.

[14] National Transport Authority Walking and Cycling Index (2023)

Embracing Alternatives to Car Ownership

GOCAR

PAY AS YOU GO DRIVING