

# Sustrans' Route User Survey Report 2010

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## Castle Foregate, Shrewsbury - Connect2

Fieldwork: October 2010, report published: January 2011

## About Sustrans

Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

It's time we all began making smarter travel choices. Make your move and support Sustrans today.  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

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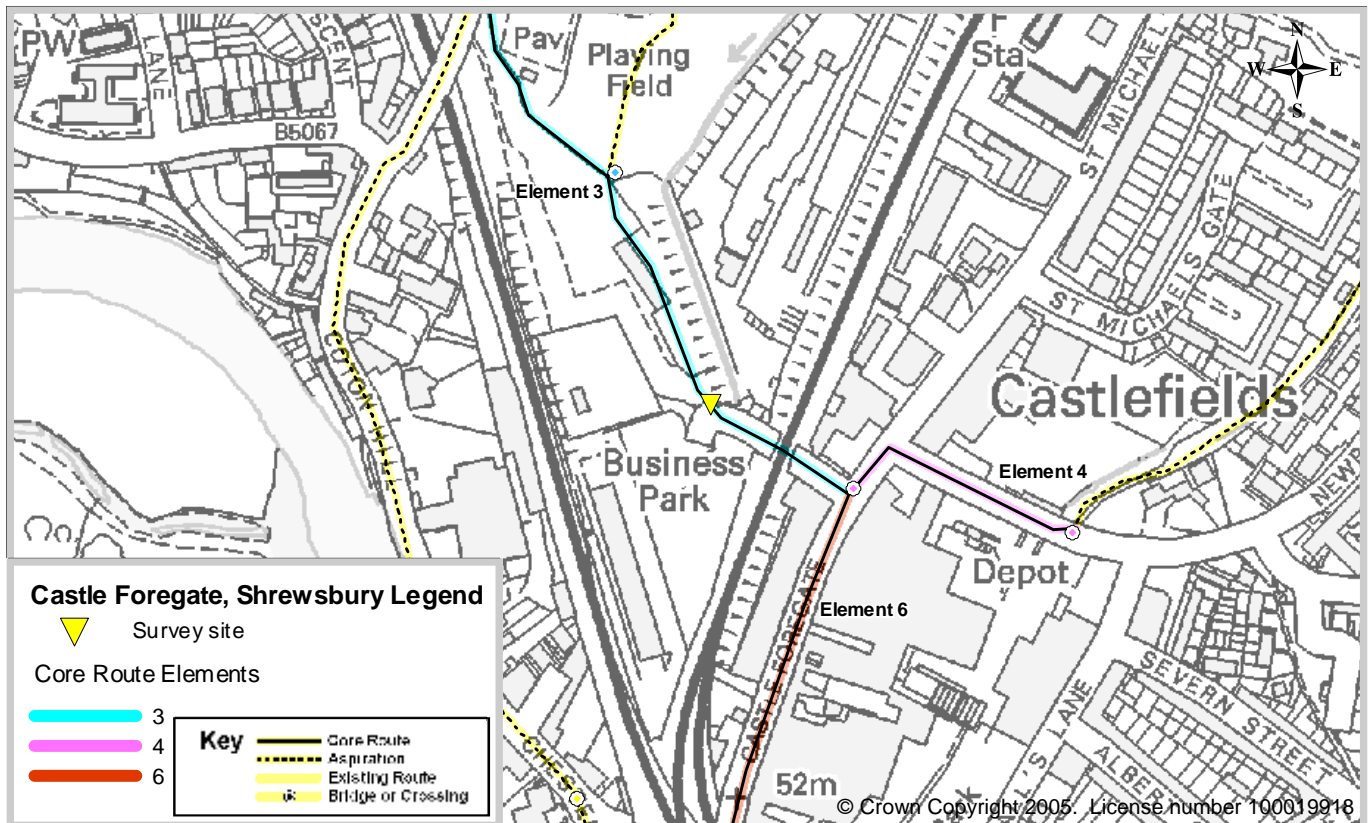
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## Introduction

This is a report of data collected at a single point on the route during October 2010. Route users were interviewed during four 12-hour survey periods, a school-holiday weekday, a school-holiday weekend day, a term-time weekday and a term-time weekend day. Manual count data was collected during the same four 12-hour periods.

## Survey site

The survey site is near to Castle Foregate in Shrewsbury. The site is the southern most extent of a small network of greenway that has been delivered by the builder of a housing development. It connects very well to the new housing and provides a useful link for those travelling from the north of Shrewsbury towards the town centre. The phase of the scheme to link this greenway on towards the city centre will follow in due course; once that work is complete, the greenway in question will become much more useful.



The total number of route users counted over the four day survey period was 1,227. 134 interviews were conducted over the same period. Of these interviews 5 were with cyclists and 129 were with pedestrians. During this period a total of 410 potential interviews were declined.

## Key findings

- The current annual usage estimate at Castle Foregate, Shrewsbury is 144,557. It is estimated that 23,274 users will be cyclists, 119,651 will be pedestrians and 1,183 will be other types of route users
- 28.3% of trips are for leisure, 25.8% for commuting and 24.9% for shopping
- 68.8% of route users make this journey at least 2 times per week

The following sections of the report outline both manual count and survey data. Data are shown for all survey respondents.

## Manual Count Data

A breakdown of the characteristics of all users counted at the site during the survey period.

	Cyclists	Cyclists %	Pedestrians	Pedestrians %	Other	Other %	All
Weekday term-time	68	21.5	246	77.8	2	0.6	316
Weekend term-time	61	17.7	276	80.0	8	2.3	345
Weekday school holidays	46	14.7	255	81.7	11	3.5	312
Weekend school holidays	56	22.0	195	76.8	3	1.2	254
<b>Total</b>	<b>231</b>	<b>18.8</b>	<b>972</b>	<b>79.2</b>	<b>24</b>	<b>2.0</b>	<b>1,227</b>

	All	All %	Cyclists	Cyclists %
Child	195	15.9	49	21.2
Adult Male	606	49.4	128	55.4
Adult Female	373	30.4	34	14.7
Older Male	34	2.8	16	6.9
Older Female	19	1.5	4	1.7
<b>Total</b>	<b>1227</b>	<b>100.0</b>	<b>231</b>	<b>100.0</b>

## Commuting

The following tables illustrate the number of route users counted during commuting periods of between 0700h-0900h and 1600h -1800h.

	0700-0900		1600-1800		Total within commuting periods		
	Cyclists	Pedestrians	Cyclists	Pedestrians	Cyclists	Pedestrians	All
Weekday 1	5	54	15	63	20	117	
Weekday 2	7	49	20	49	27	98	
All weekdays	12	103	35	112	47	215	262
Average weekday	6.0	51.5	17.5	56.0	23.5	107.5	131.0

## Annual Usage Estimates

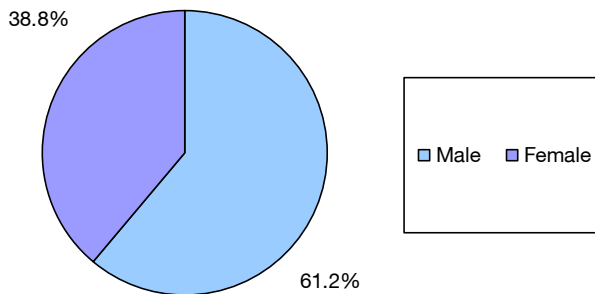
Annual usage is calculated using established patterns of movement based on this particular route type and location. The total annual usage estimate is 144,557. The following tables illustrate the probable breakdown of user types based on the estimated annual usage figure.

	%	Annual usage		%	Annual usage
Cyclists	16.4	23,724	Children	14.6	21,105
Pedestrians	82.8	119,651	16-64 years	82.7	119,568
Other users	0.8	1,183	65+ years	2.7	3,884
	%	Annual usage		%	Annual usage
Male	59.5	86,080	Term time	79.3	114,602
Female	40.5	58,477	School holiday	20.7	29,955

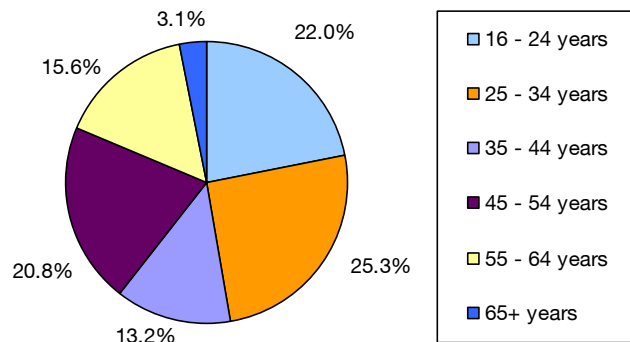
## Survey data - All

The following section of the report outlines data collected during four day survey period with respondents aged 16 or over. Each respondent has consented to their data being processed by Sustrans and included in the following summary.

### Gender



### Age



### Ethnicity

- 97.5% White
- 1.4% Indian
- 1.1% Mixed

### Employment

- 57.3% employed full-time
- 12.5% retired
- 11.2% employed part-time
- 9.4% unemployed/sick leave
- 7.7% studying
- 1.4% looking after family/home
- 0.6% voluntary work

### Travel behaviour

Respondents were asked if they used or will use any other form of transport during their journey

- 85.6% have not/will not
- 7.6% will use a train
- 3.4% will use a car/van
- 3.4% will use a bus

Respondents were asked what other modes of transport they could have used to complete this section of their journey. Please note this is a multiple use question.

- 61.3% don't know
- 21.5% car/van
- 9.0% taxi
- 8.0% bus
- 4.7% other
- 4.1% wouldn't have made the journey
- 1.3% rail

Respondents were asked how often they make this journey

- 28.7% - daily
- 40.1% - 2-5 times per week
- 21.8% - weekly
- 4.3% - fortnightly
- 2.3% - monthly
- 0.1% - yearly
- 0.3% - less frequently
- 2.4% - other

Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey.

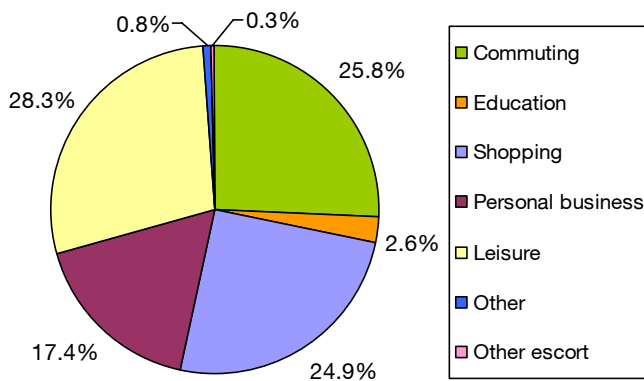
- 90.4% yes
- 4.0% no
- 5.6% don't know

### Sustrans routes, programmes, projects and schemes

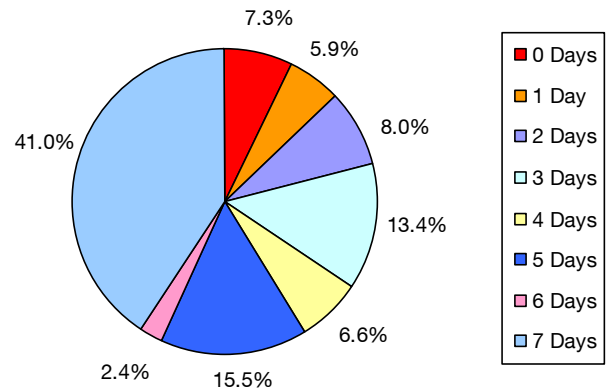
Respondents were asked if they had heard of Sustrans routes, programmes, projects or schemes

- 22.8% yes
- 77.2% no

## Journey purpose



## Physical activity - Last 7 days



## Health

Respondents were asked how they would rate their general health

- 24.6% excellent
- 39.2% very good
- 28.6% good
- 6.1% fair
- 1.5% poor

Respondents were asked if they had any long term illness, health problem or disability which limited their daily activities or work they do

- 9.3% yes
- 90.7% no

## Sole carer

Respondents were asked if they were the sole carer for a child/children

- 5.1% yes
- 94.9% no

## Future levels of walking and cycling

Respondents were asked how strongly they would agree or disagree with the statement: **I intend to walk more in the next 12 months.**

- 19.1% strongly agreed
- 41.0% agreed
- 4.9% disagreed
- 34.9% had a neutral opinion

Respondents were asked how strongly they would agree or disagree with the statement: **I intend to cycle more in the next 12 months.**

- 6.3% strongly agreed
- 19.7% agreed
- 29.9% disagreed
- 18.4% strongly disagreed
- 25.6% had a neutral opinion

Respondents were also asked how strongly they would agree or disagree with the statement: **It is likely I will walk more in the next 12 months.**

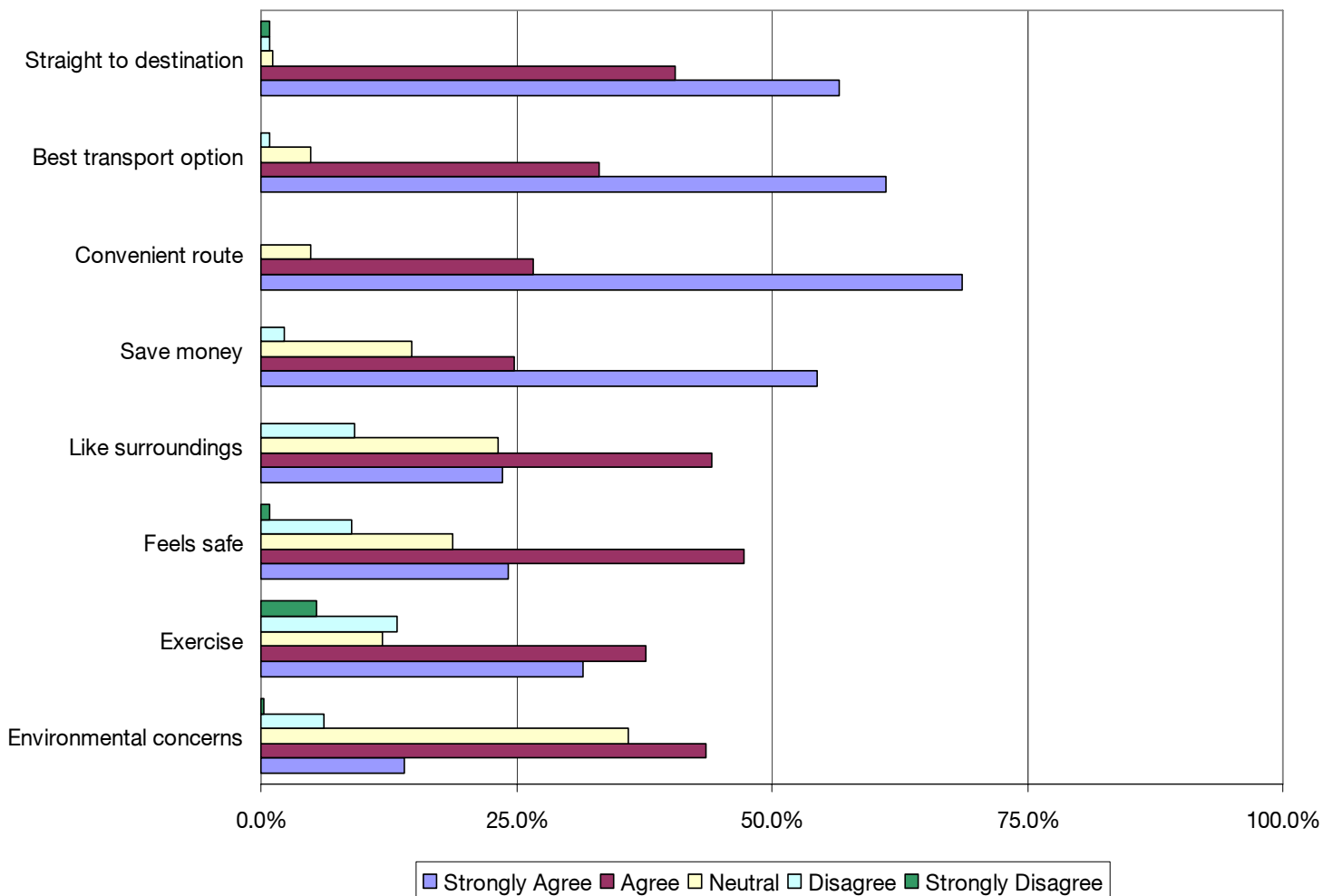
- 15.8% strongly agreed
- 56.4% agreed
- 3.7% disagreed
- 24.1% had a neutral opinion

Respondents were also asked how strongly they would agree or disagree with the statement: **It is likely I will cycle more in the next 12 months.**

- 6.6% strongly agreed
- 24.1% agreed
- 28.1% disagreed
- 18.9% strongly disagreed
- 22.3% had a neutral opinion

## Factors influencing route usage

Respondents were asked to rate how strongly they agreed or disagreed with the following factors when considering what influenced their decision to use the route.



## Methodology

This study used Sustrans' Route User Survey monitoring procedure. The Route User Survey has been widely applied around the UK, making this exercise directly comparable with surveys conducted on many other routes. This current survey form has been designed in partnership with the iConnect (Impact of Constructing Non-motorised Networks and Evaluating Changes in Travel) study. The survey took place at the survey site on one weekday during term time, and one weekend during term time, one weekday during the school holiday period and one weekend day during the school holiday period. In each case, the surveys were conducted between the hours of 0700h and 1900h. A total of 48-hours of survey coverage was achieved at the site.

Estimates of total annual usage are generated by comparing the manual counts conducted over four days with observed distributions of use from continuous counts at sites of a comparable nature. The proportion of total annual use that is comprised by four days from months commensurate with the months when the route user survey is undertaken is calculated for a site with continuous usage count data and an annual usage estimate. The proportion generated is assumed to be equivalent to the proportion of annual usage represented by the four day manual count. The total annual usage estimate is calculated on the basis of this proportion. The continuous count data includes cycles only. However, the same distributions are assumed for pedestrians.

A weighting mechanism is applied to the survey data. This is based on the estimated total annual usage derived from the manual count conducted as part of the Route User Survey. The representative value of responses recorded on the four different day types, and of responses by gender, by age category, and by activity are adjusted using the manual count record to reflect usage throughout the whole of the year.