

Sustrans' Route User Survey Report 2010

Welsh Bridge intersection, 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.
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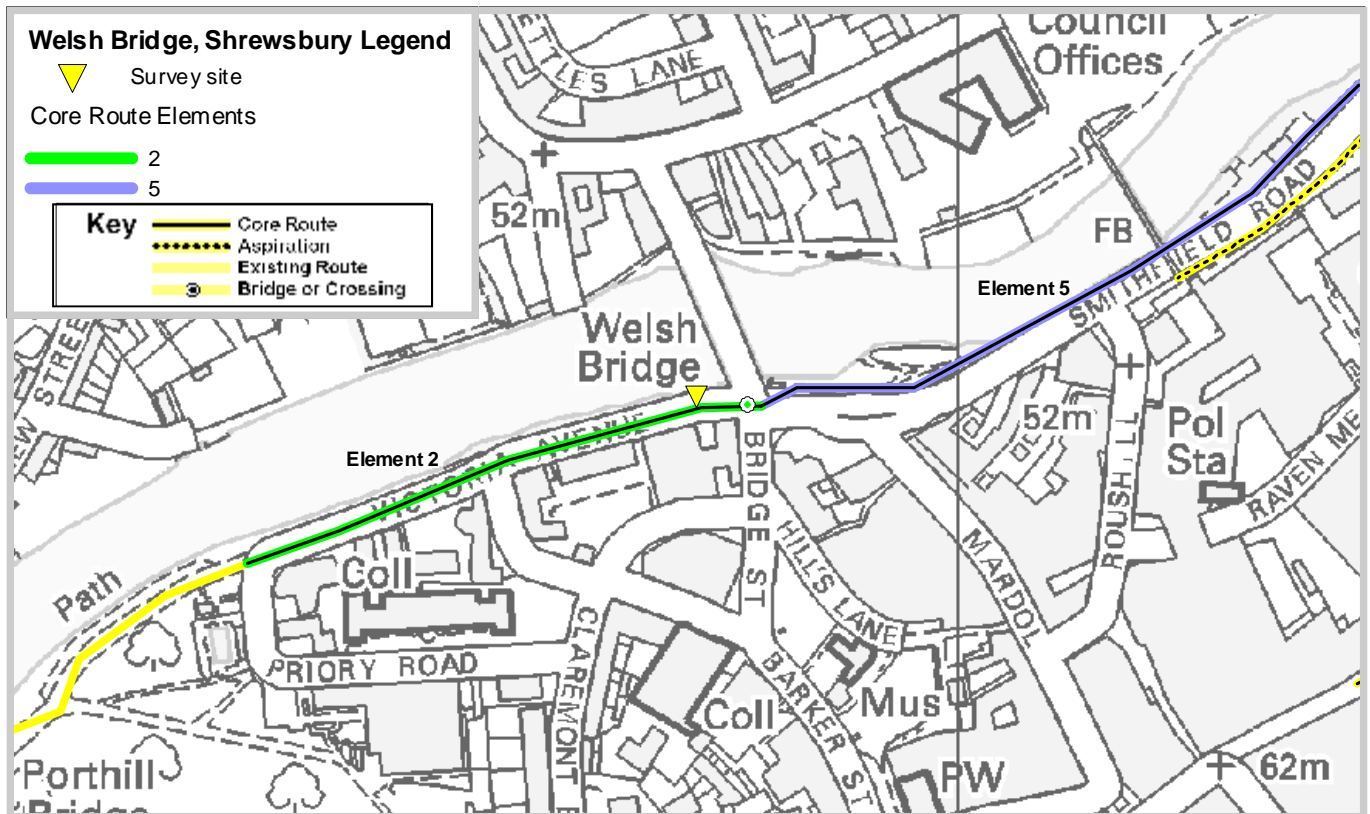
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Introduction

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 the intersection with Welsh Bridge in Shrewsbury. The site is a Toucan crossing at a major city centre junction, and represents one of the most significant interventions of the Shrewsbury Connect2 scheme. To the west it links into the Severnside greenway, but the continuation to the east (to be shared use footway alongside Smithfield Road) will follow in a later phase of the scheme (i.e. it was not in place at the time of the survey). The crossing is used now by pedestrians crossing towards town from Welsh Bridge (and vice versa) - its usefulness will increase for cyclists once the Smithfield Road phase is complete.



The total number of route users counted over the four day survey period was 6,620. 186 interviews were conducted over the same period. Of these interviews 21 were with cyclists, 153 with pedestrians and 12 other user. During this period a total of 274 potential interviews were declined.

Key findings

- The current annual usage estimate at Welsh Bridge, Shrewsbury is 769,659. It is estimated that 84,473 users will be cyclists, 653,135 will be pedestrians and 32,051 will be other types of route users
- 44.3% of trips are for leisure, 19.1% for other purposes and 16.9% for commuting
- 40.2% 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, followed by pedestrians and cyclists.

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	181	16.8	831	77.2	65	6.0	1,077
Weekend term-time	190	9.8	1,650	85.1	100	5.2	1,940
Weekday school holidays	177	11.4	1,308	84.4	64	4.1	1,549
Weekend school holidays	130	6.3	1,826	88.9	98	4.8	2,054
Total	678	10.2	5,615	84.8	327	4.9	6,620

	All	All %	Cyclists	Cyclists %
Child	1,102	16.6	82	12.1
Adult Male	2,410	36.4	396	58.4
Adult Female	2,112	31.9	111	16.4
Older Male	546	8.2	71	10.5
Older Female	450	6.8	18	2.7
Total	6,620	100.0	678	100.0

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	27	92	37	121	64	213	
Weekday 2	37	55	34	149	71	204	
All weekdays	64	147	71	270	135	417	552
Average weekday	32.0	73.5	35.5	135.0	67.5	208.5	276.0

Annual Usage Estimates

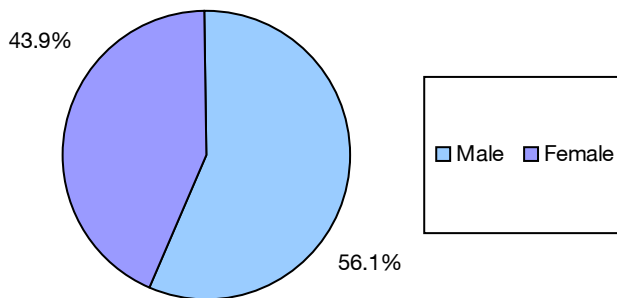
Annual usage is calculated using established patterns of movement based on this particular route type and location. The total annual usage estimate is 769,659. The following tables illustrate the probable breakdown of user types based on the estimated annual usage figure.

	%	Annual usage		%	Annual usage
Cyclists	11.0	84,473	Children	14.3	110,361
Pedestrians	84.9	653,135	16-64 years	69.9	537,731
Other users	4.2	32,051	65+ years	15.8	121,567
	%	Annual usage		%	Annual usage
Male	55.3	425,277	Term time	71.2	547,749
Female	44.7	344,382	School holiday	28.8	221,910

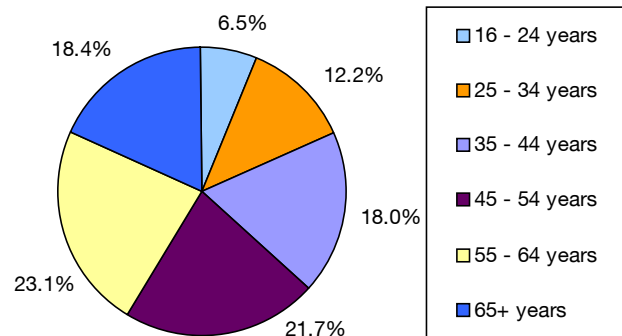
Survey data - All

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

- 99.8% White
- 0.2% Mixed

Employment

- 51.2% employed full-time
- 32.7% retired
- 11.8% employed part-time
- 2.6% studying
- 1.1% unemployed/sick leave
- 0.6% looking after family/home

Travel behaviour

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

- 63.4% have not/will not
- 24.3% have/will use a car or van

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.

- 35.2% bus
- 22.7% car/van
- 22.1% don't know
- 19.0% wouldn't have made the journey
- 6.0% rail
- 3.6% other
- 3.0% taxi

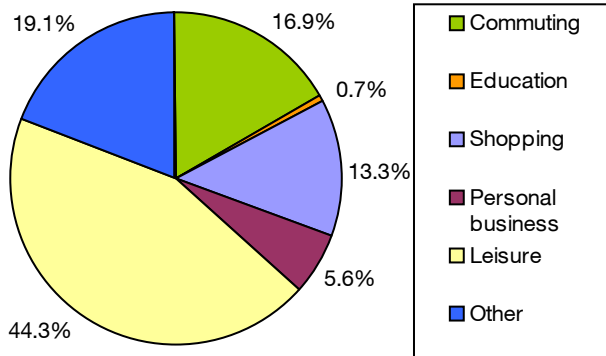
Respondents were asked how often they make this journey

- 9.3% - daily
- 30.9% - 2-5 times per week
- 12.3% - weekly
- 12.2% - fortnightly
- 10.3% - monthly
- 7.7% - yearly
- 17.0% - less frequently
- 0.2% - other

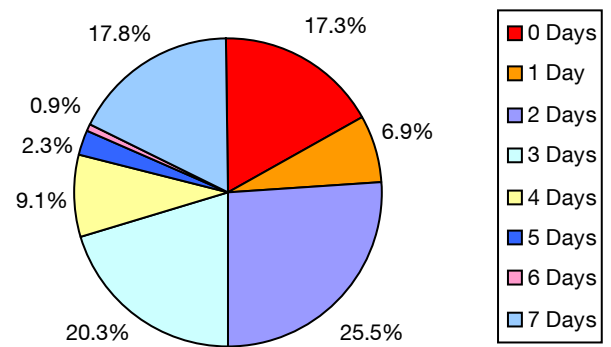
Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey.

- 42.6% yes
- 56.5% no
- 1.0% don't know

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 53.8% excellent
- 31.2% very good
- 13.5% good
- 1.4% fair
- 0.1% poor

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

- 14.7% yes
- 85.3% no

Sole carer

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

- 0.6% yes
- 99.4% 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.**

- 9.7% strongly agreed
- 32.5% agreed
- 2.1% disagreed
- 0.6% strongly disagreed
- 55.1% 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.**

- 12.8% strongly agreed
- 32.3% agreed
- 2.1% disagreed
- 2.1% strongly disagreed
- 50.7% 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.**

- 4.6% strongly agreed
- 13.1% agreed
- 2.9% disagreed
- 36.5% strongly disagreed
- 42.9% 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.**

- 5.7% strongly agreed
- 12.9% agreed
- 2.9% disagreed
- 35.6% strongly disagreed
- 42.9% had a neutral opinion

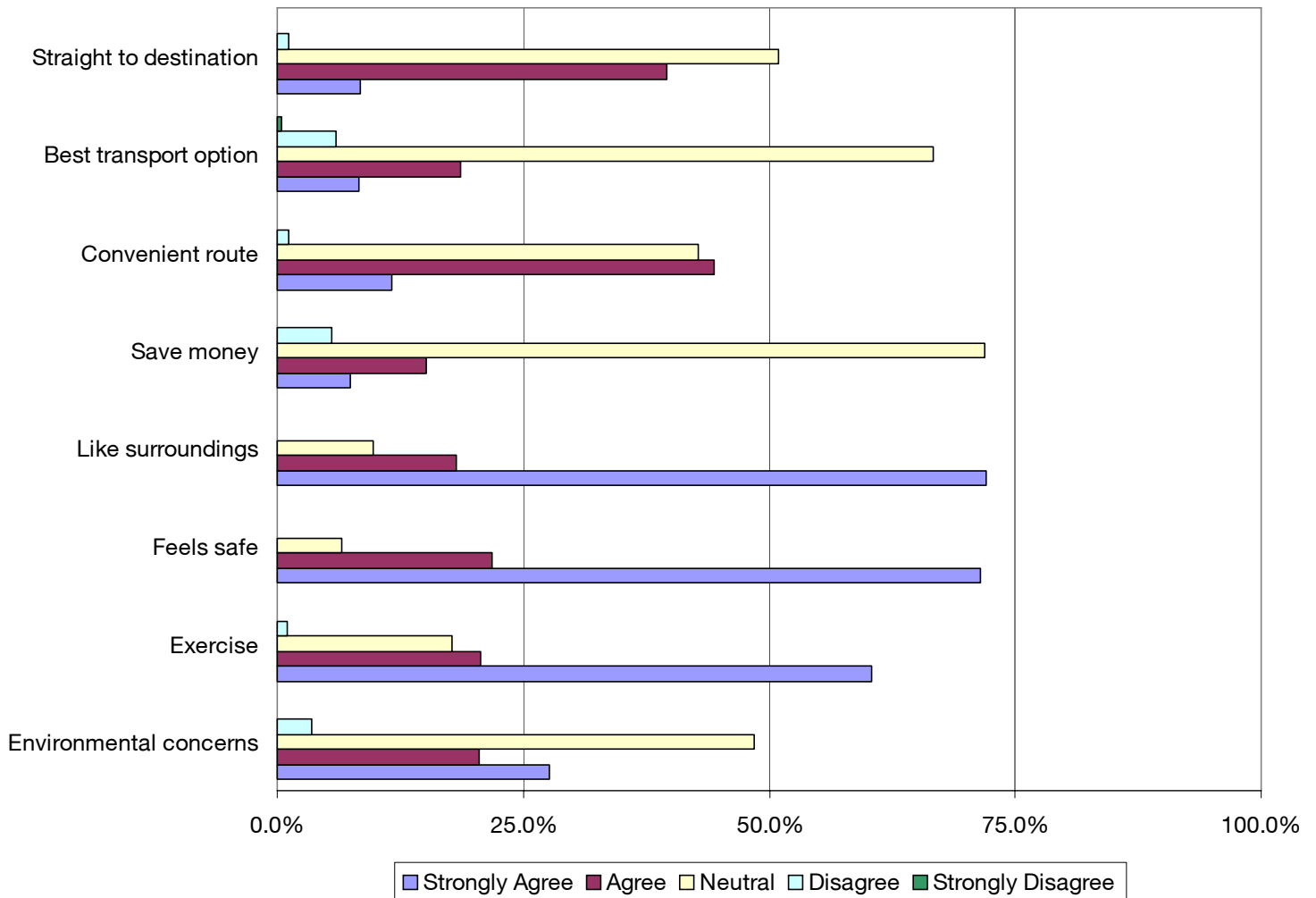
Sustrans routes, programmes, projects and schemes

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

- 28.6% yes
- 71.4% no

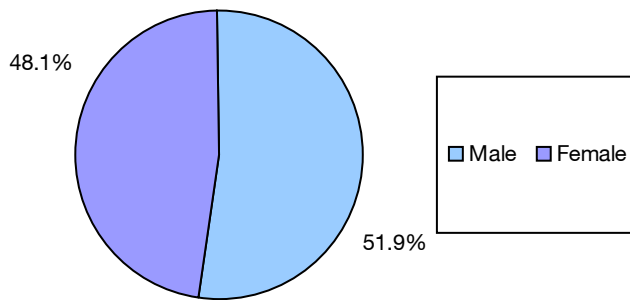
Factors influencing route usage

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.

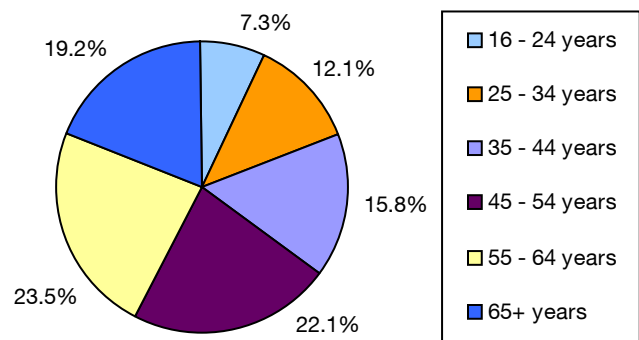


Survey data - Pedestrian

Gender



Age



Ethnicity

- 99.7% White
- 0.3% Mixed

Employment

- 48.5% employed full-time
- 35.6% retired
- 11.8% employed part-time
- 2.9% studying
- 0.8% unemployed/sick leave
- 0.3% looking after family/home

Travel behaviour

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

- 58.2% have not/will not
- 27.6% have/will use a car or van

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.

- 32.3% bus
- 22.5% don't know
- 22.2% car/van
- 20.0% wouldn't have made the journey
- 6.9% rail
- 4.2% other
- 3.0% taxi

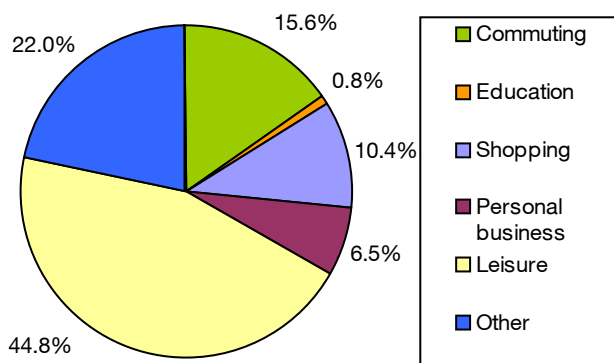
Respondents were asked how often they make this journey

- 8.7% - daily
- 26.2% - 2-5 times per week
- 11.7% - weekly
- 13.5% - fortnightly
- 11.2% - monthly
- 8.9% - yearly
- 19.5% - less frequently
- 0.3% - other

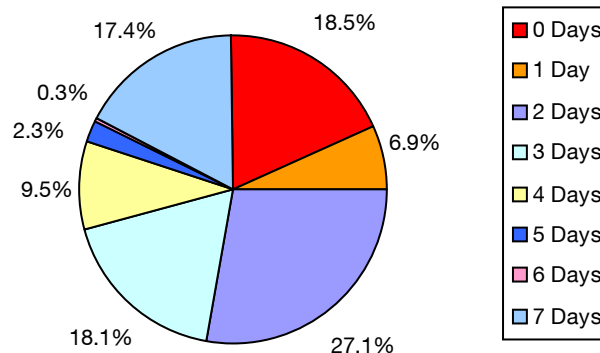
Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey.

- 38.5% yes
- 60.4% no
- 1.1% don't know

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 53.7% excellent
- 30.4% very good
- 14.7% good
- 1.1% fair

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

- 12.8% yes
- 87.2% no

Sole carer

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

- 0.3% yes
- 99.7% 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.**

- 10.7% strongly agreed
- 35.2% agreed
- 1.9% disagreed
- 0.3% strongly disagreed
- 52.0% 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.**

- 14.1% strongly agreed
- 35.0% agreed
- 1.9% disagreed
- 1.9% strongly disagreed
- 47.0% 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.**

- 2.4% strongly agreed
- 10.4% agreed
- 2.2% disagreed
- 41.6% strongly disagreed
- 43.4% 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.**

- 3.2% strongly agreed
- 10.7% agreed
- 2.2% disagreed
- 40.5% strongly disagreed
- 43.4% had a neutral opinion

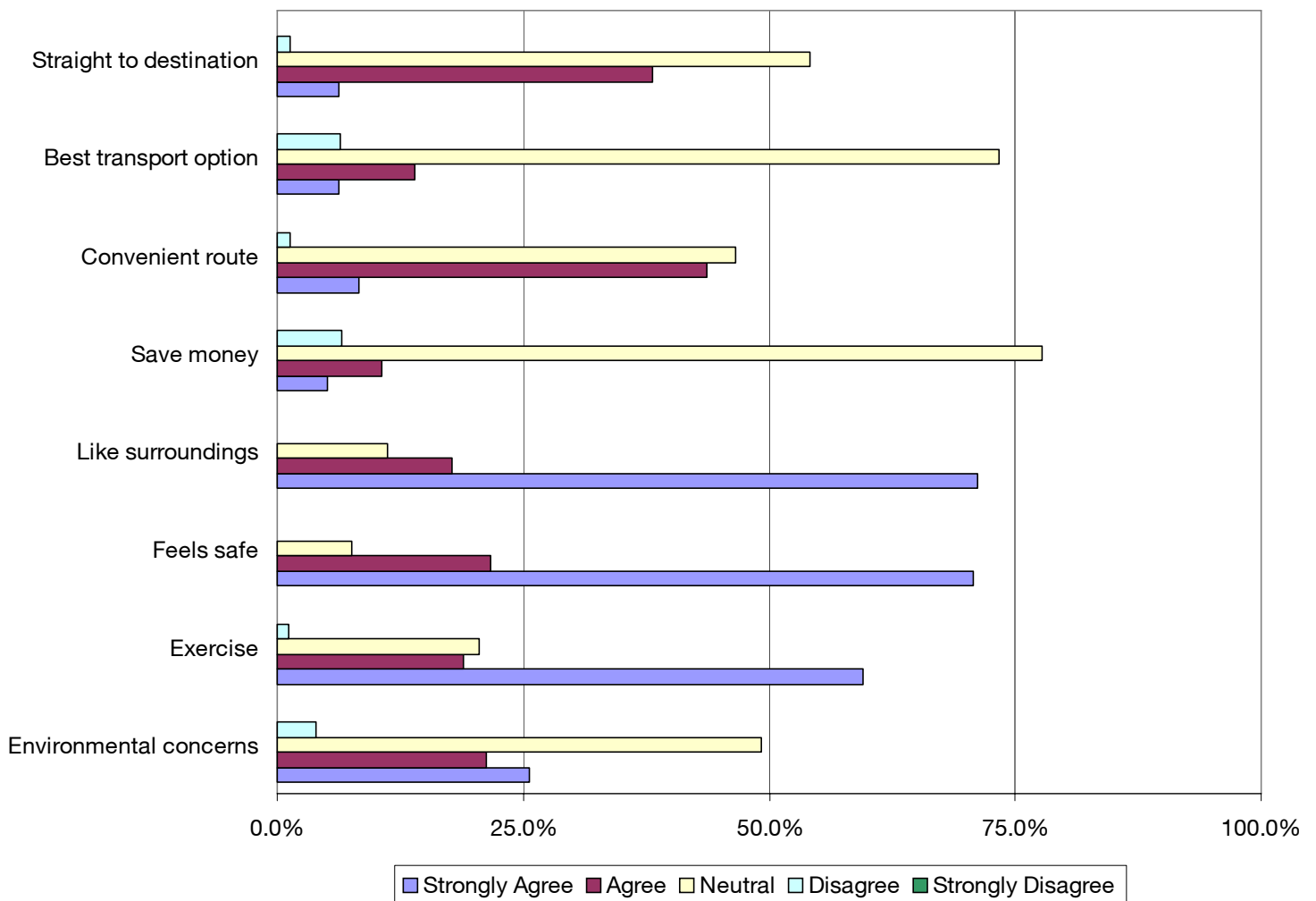
Sustrans routes, programmes, projects and schemes

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

- 23.0% yes
- 77.0% no

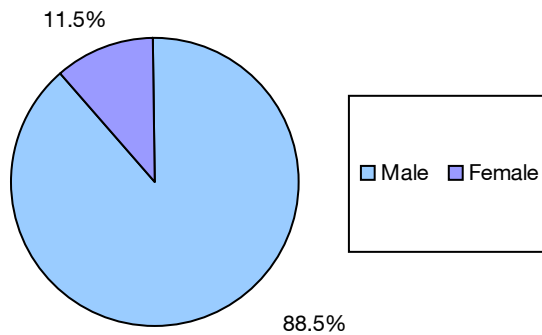
Factors influencing route usage

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.

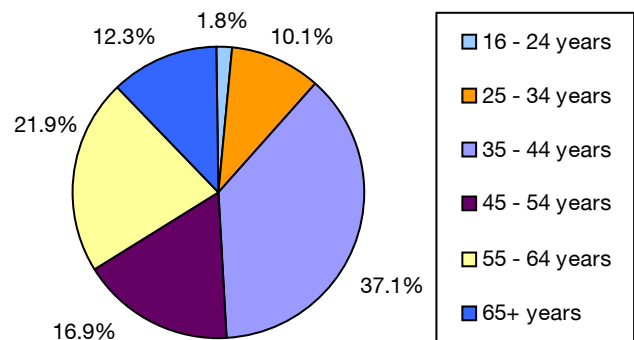


Survey data - Cyclist

Gender



Age



Ethnicity

- 100.0% White

Employment

- 70.8% employed full-time
- 13.8% employed part-time
- 12.3% retired
- 3.1% looking after family/home

Travel behaviour

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

- 100.0% have not/will not

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.

- 60.3% bus
- 27.2% car/van
- 18.0% don't know
- 8.7% wouldn't have made the journey
- 3.8% taxi

Respondents were asked how often they make this journey

- 13.5% - daily
- 64.1% - 2-5 times per week
- 13.2% - weekly
- 4.3% - fortnightly
- 4.9% - monthly

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

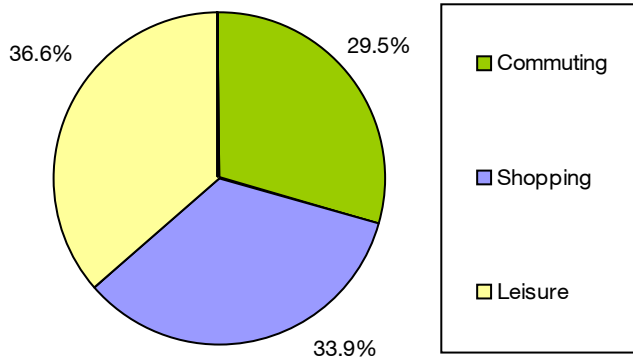
- 80.0% yes
- 20.0% no

Sustrans routes, programmes, projects and schemes

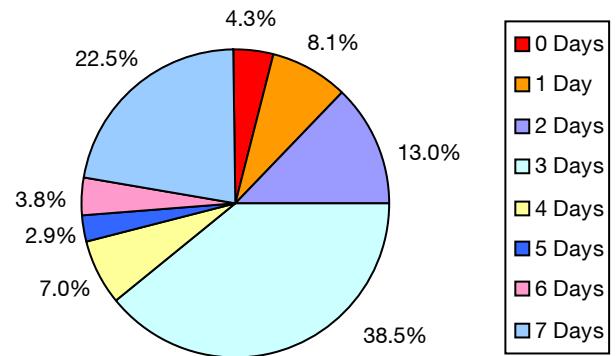
Respondents were asked if they had heard of Sustrans routes, programmes, projects or schemes

- 71.6% yes
- 28.4% no

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 51.5% excellent
- 41.8% very good
- 6.7% good

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

- 25.3% yes
- 74.7% no

Sole carer

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

- 2.9% yes
- 97.1% 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.**

- 4.3% strongly agreed
- 16.5% agreed
- 4.3% disagreed
- 75.0% 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.**

- 21.5% strongly agreed
- 33.0% agreed
- 8.5% disagreed
- 37.0% 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.**

- 4.3% strongly agreed
- 16.5% agreed
- 4.3% disagreed
- 75.0% 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.**

- 25.4% strongly agreed
- 29.1% agreed
- 8.5% disagreed
- 37.0% had a neutral opinion

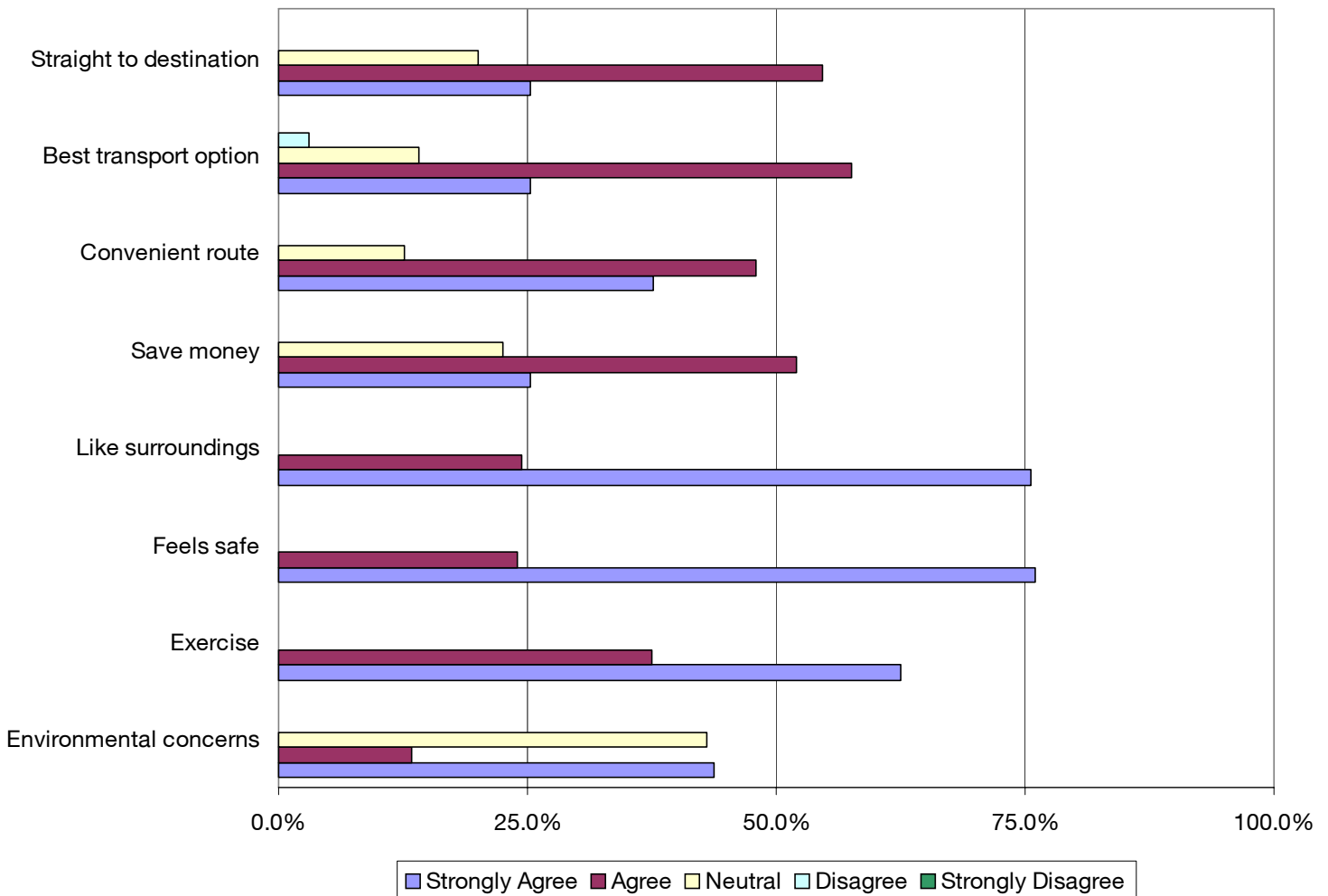
Cycling status

Cyclists were asked what sort of cyclists they were

- 10.2% experienced, occasional cyclist
- 89.8% experienced, regular cyclist

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.