

*Market Research
You Can Action*



PETER GLEN RESEARCH

Telephone (04) 564-4525
Fax (04) 564-4528
Mobile (0274) 914-330
P O Box 31-397
LOWER HUTT
e-mail:
peter.glen@xtra.co.nz

SHORT TRIP ACTIVE MODE RESEARCH 2006 UPDATE SURVEY

*Report prepared for the
Greater Wellington Regional Council*

Leonie Waayer

July 2006

TABLE OF CONTENTS

	<u>Page No.</u>
1. Introduction	3
2. Research Objectives	4
3. Method	5
4. Statistical Note	7
5. Timing	7
6. The Research Results:	8
6.1. Cycle ownership	9
6.2. The percentage of the population making short trips	9
6.3. Total trips	10
6.4. Time of day short trips are made	11
6.5. Mode of travel	11
6.6. Purpose of the short trip	12
6.7. Reasons for not walking/cycling short trips	13
6.8. Attitudinal statements	14
6.9. Trips of more than two kilometres	15
6.10. Conclusion	15
7. Detailed Tables	17 - 33
8. Questionnaire	34

1. INTRODUCTION.

As part of its Regional Land Transport Strategy, the Greater Wellington Regional Council (GWRC) wishes to encourage people to use the active modes of walking or cycling for trips of less than two kilometres. The target is that by 2016, 83% of all trips up to one kilometre and 62% of all trips between one and two kilometres will be walked or cycled.

A Regional Pedestrian Strategy has been developed, with the vision of having '*more pedestrians in a convenient, safe and pleasant environment*'. To facilitate this, the objectives of the strategy are to achieve:

1. Ongoing development of pedestrian route connectivity and accessibility.
 2. Improved safety (perceived and real) of pedestrians from traffic, the physical environment and crime.
- and
3. To maintain advocacy towards best practice pedestrian provisions and funding availability.

A Regional Cycling Strategy has also been developed. The stated vision is '*the establishment of a cycling culture, where cycling is a recognised and valued transport mode that is safe, accessible and pleasant throughout the region*'. The objectives of the strategy are to:

1. Create an advocacy ethic that facilitates co-ordination among lead agencies.
2. Enhance cycling safety throughout the region via education initiatives.
3. Increase accessibility, integration and safety for cycling.
4. Improve awareness of all forms of cycling – commuting, recreational and tourism.

The creation of a cycling culture in the region is explicit in the vision and stems from a region-wide decline in cycling and the desire for improved safety.

In order to track progress towards the long-term targets, the GWRC has a need to conduct regular surveys of travel behaviour. A major benchmark study into regional land transport was conducted in 2001, that indicated that 44% of people made trips of less than one kilometre by way of walking or cycling and 33% made trips of between one and two kilometres by the same modes.

Peter Glen Research subsequently conducted the first of a series of planned update surveys in 2004, which specifically focused on active mode travel. This research revealed the following:

- (a) 39% of greater Wellington residents 16+ years of age made a short trip up to one kilometre in an “*average 24-hour day*” during the survey period. 74% of the trips made by these residents were by active mode (i.e. walking or cycling).
- (b) 60% of residents made a short trip between one and two kilometres in an “*average day*” during the same period. However, only 19% of the trips made by these respondents were by active mode.
- (c) The “*net*” result converted to 81% of residents who made any short trip up to two kilometres in an “*average day.*” 39% of the total short trips made were by active mode.

The GWRC has, in 2006, commissioned Peter Glen Research to conduct an update survey, to measure the changes that have occurred in short trip behaviour. This report presents the results of the 2006 update survey.

2. RESEARCH OBJECTIVES.

The aim of the research was to gain an updated reading of active mode travel in the greater Wellington region, specifically:

- (a) To determine the percentage of the adult population (16+ years), who undertake short trips of under two kilometres (measured on an “*average day*” basis).
- (b) To ascertain the percentage of short trips, of less than one and two kilometres, which are made using the active modes of walking and cycling.
- (c) To assess the attitudes which exist among the target population toward using active modes of travel for short trips under two kilometres.
- (d) To obtain an updated base of information that will assist the GWRC to assess the potential and set strategies for promoting active modes of travel in future.
- (e) To track trends over time (bi-annually) in the use of, and attitudes toward, active mode travel for short trips in the greater Wellington region.

3. METHOD.

3.1. Overall approach

The basic methodology has remained consistent with that used in 2004, so that a direct comparison of results can be made where appropriate. The research was therefore undertaken by way of a telephone survey, among a randomly selected sample of 800 residents 16+ years of age who live in the greater Wellington region. Questioning focused on their short trip travel behaviour in the previous 24 hours.

3.2. Sample structure

Interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to recruit a representative cross-section of the public. That is:

AREAS COVERED BY:	Total population 2001 Census	%	Sample n=800
Kapiti Coast District Council	42,477	10.0	80
Porirua City Council	47,370	11.2	90
Wellington City Council	163,824	38.7	309
Lower Hutt City Council	95,478	22.5	180
Upper Hutt City Council	36,372	8.6	69
South Wairarapa District Council	8,742	2.1	17
Carterton District Council	6,849	1.6	13
Masterton District Council	22,617	5.3	42
total	423,729	100.0%	800

3.3. Sample selection

Respondents were recruited for the research by way of random telephone enrolment, using the local telephone directories as the sampling frame. Up to three calls were made to establish contact with each randomly selected respondent, thus preserving, as far as practicable, the random integrity of the survey. Where more than one person qualified per household, the interview was undertaken with the person whose birthday fell next.

3.4. Timing issues/validation

The survey was conducted throughout weekday evenings and weekends, in order to reach a representative cross-section of the population.

The interviews were spread evenly over a similar 8-week timing period as the 2004 survey (i.e. 18 February – 13 April 2006), to enable “*average day*” information to be gathered over time. This was to help minimise any distortion that could arise in travel patterns, as a result of factors such as weather, holiday periods and other travel variables. The dates for this year’s survey were also chosen to avoid Easter and ANZAC Day (14 – 25 April), which could distort the public’s “*average week*” travel behaviour.

The effective execution of this research depends, of course, on the respondents’ ability to recall their short trip travel activity in the previous 24 hours. At the start of the 2004 study, a preliminary pilot study was undertaken to test the validity of this approach, using the questionnaire that had been developed. In one of the regional cells (i.e. Lower Hutt), two demographically matched sub-samples were recruited. One sub-sample was incentivised to complete a 24-hour travel diary and the other was subjected to the 24-hour telephone interviewing procedure.

The results of the testing indicated that there were no significant differences in reported behaviour between the methods. On this basis, the full-scale telephone survey was then completed.

Telephone interviewing offers significant cost and timing benefits over diary placement. It was decided that it would not be necessary to re-validate the research method in the 2006 survey, as the questionnaire had already been tested.

3.5. The interviews

Interviews were administered by way of a structured questionnaire, which was developed in consultation with client. A copy is attached in Section 8 of this report.

The interviewing was conducted by a team of experienced interviewers employed by Peter Glen Research, who were each fully briefed on the specific requirements of the project.

4. STATISTICAL NOTE.

Sample surveys provide estimates of the actual percentages that would be obtained if the total target population were interviewed (i.e. a census). In this case, the target population is the total number of residents 16+ years of age in the Greater Wellington Region.

Sampling theory, based on the Standard Normal Distribution, can be used to measure the estimated 'margin of error' that will apply to the sample, providing the respondents have been selected using random sampling procedures.

It should be noted that the 'margin of error' varies, according to:

- the observed percentage in the survey;
- the sample base on which the percentage is being calculated;
- and - the degree of confidence that is required for the study.

To illustrate this point, we have provided below the 'margin of error' that would apply at different percentage levels, on alternative base sizes and at two different confidence levels – 90% and 95% confidence.

PERCENTAGE OBSERVATION:	<u>90% CONFIDENCE</u>				<u>95% CONFIDENCE</u>			
	n=800	n=400	n=200	n=100	n=800	n=400	n=200	n=100
50%	+2.9%	+4.1%	+5.8%	+8.2%	+3.5%	+4.9%	+6.9%	+9.8%
60% OR 40%	+2.8%	+4.0%	+5.7%	+8.0%	+3.4%	+4.8%	+6.8%	+9.6%
70% OR 30%	+2.7%	+3.7%	+5.3%	+7.5%	+3.2%	+4.5%	+6.3%	+9.0%
90% OR 10%	+1.7%	+2.5%	+3.5%	+4.9%	+2.1%	+2.9%	+4.1%	+5.9%

By way of example, if a survey of 800 randomly selected adults in the Wellington Region shows that 60% hold a particular attitude toward short-trip travel, we can be 90% certain that the true percentage who hold that view is 60% $\pm 2.8\%$. Thus, the actual percentage would lie somewhere between 57.2% and 62.8%.

It should be noted that it requires four times the sample size to halve the 'margin of error'.

5. TIMING.

As mentioned earlier, fieldwork for the 2006 update survey was carried out between 18 February and 13 April 2006.

6. THE RESEARCH RESULTS.

6.1. CYCLE OWNERSHIP.

27% of respondents stated that they currently own a bicycle and a further 5% indicated that they have access to one.

Bicycle ownership and access appears to be reasonably consistent across the various sub-regions, i.e.:

<u>% Ownership & Access</u>	
Lower Hutt	38
Upper Hutt	36
Porirua	34
Wellington	32
Kapiti	25
Wairarapa	20

6.2. THE PERCENTAGE OF THE POPULATION MAKING SHORT TRIPS.

To summarise:

RESPONDENTS MAKING SHORT TRIPS	Any short trips up to 2 kms		Trips up to 1 km		Trips between 1 & 2 kms	
	2004	2006	2004	2006	2004	2006
	%	%	%	%	%	%
Respondents who made a short trip (by any mode of travel)	81	89	39	36	60	71
Respondents who travelled by active mode (net):	37	45	26	25	13	26
- walking	36	44	25	24	12	25
- cycling	2	3	1	1	2	3

- 89% of respondents in the greater Wellington region had made a short trip up to two kilometres in the 24 hours prior to interview, which is a slight increase on the 81% recorded in the 2004 survey. These respondents had made an average of 3.1 such trips during this time period.
- A net 45% of respondents had made a short trip up to two kilometres by active mode in an “average” 24-hour period. This is a significant increase on the 37% who had done so in the 2004 survey.
- The greatest gain with active mode travel has clearly been made with trips between one and two kilometres. In the latest survey, 26% of respondents had made such a trip, compared to 13% in 2004.

6.3. TOTAL TRIPS.

A summary of the total number of short trips made by respondents during the survey period can be made as follows:

NUMBER OF TRIPS	Total short trips		Trips up to 1 km		Trips between 1 & 2 kms	
	2004	2006	2004	2006	2004	2006
	No.	No.	No.	No.	No.	No.
Total short trips made by the 800 respondents (by any mode of travel)	2154	2178	778	703	1376	1475
<i>% change</i>		+1.1%		(9.6%)		+7.2%
Total active trips made:	837	917	576	522	261	395
<i>% change</i>		+9.6%		(9.4%)		+51.3%
- By walking	788	855	568	505	220	350
<i>% change</i>		+8.5%		(11.1%)		+59.1%
- By cycling	49	62	8	17	41	45
<i>% change</i>		+26.5%		+112.5%		+9.8%
Total active mode trips as a percentage of total short trips	39%	42%	74%	74%	19%	27%

- The latest results show an overall decrease in the number of short trips up to one kilometre that were made by the survey participants and a corresponding increase in the number of trips between one and two kilometres. The reason for this change is not clear.
- However, what is interesting to note, is that active mode travel has remained consistently high at 74% of all trips up to one kilometre, whilst significant gain has been made with trips between one and two kilometres. Active mode travel now accounts for 27% of all trips between one and two kilometres, compared to only 19% in 2004.

6.4. TIME OF DAY SHORT TRIPS ARE MADE.

The overall results again reveal that short trips are made throughout the day, but less so in the evening.

When trips are made	Total Short Trips up to 2 km	
	2004	2006
	%	%
Morning	45	44
Afternoon	41	42
Evening	14	14
TOTAL TRIPS	100%	100%

6.5. MODE OF TRAVEL.

The mode of travel for trips up to one kilometre appears to have remained consistent between survey periods. However, as was noted in Sections 6.2 and 6.3, active mode travel has registered a significant increase for trips between one and two kilometres.

MODE OF TRAVEL	Total short trips		Trips up to 1 km		Trips between 1 & 2 kms	
	2004	2006	2004	2006	2004	2006
	%	%	%	%	%	%
Walk	37	39	73	72	16	24
Cycle	2	3	1	2	3	3
Car or private vehicle	59	55	25	24	78	69
Bus or train	2	3	1	1	3	4
Other	x	x	-	1	x	x
TOTAL TRIPS	100	100	100	100	100	100

The increase in active mode travel appears to have primarily replaced trips by private motor vehicle, rather than public transport.

6.6. PURPOSE OF THE SHORT TRIP.

The results of the 2006 survey again show that the public make short trips for a variety of reasons.

PURPOSE OF SHORT TRIP	TOTAL SHORT TRIPS	Trips up to 1 km	Trips between 1 & 2 kms
	%	%	%
To visit a friend or relative	6	7	5
To visit the shops	21	29	17
To catch public transport	4	6	3
To go to a place of work or study	9	7	10
To take children to/from school	4	2	5
To attend a business meeting or appointment	2	1	2
To attend a private meeting or appointment	2	2	3
To attend a sporting event or other recreation	5	3	6
To attend church/a place of worship	1	2	x
To return home or to a place of work/study	43	38	45
Exercise/keep fit/jogging	1	-	2
Other purposes	2	3	2
TOTAL SHORT TRIPS	100%	100%	100%

Table 5 of the Detailed Tables reveals that active mode trips are also made for a variety of reasons, similar in fact to the profile shown for the total short trips above.

6.7. REASONS FOR NOT WALKING/CYCLING SHORT TRIPS.

Respondents expressed a variety of reasons as to why they did not travel by active mode for their short trips. A similar “*resistance profile*” emerged to both walking and cycling short distances.

BARRIERS TO ACTIVE MODE TRAVEL	Reasons why the public do not walk	Reasons why cycle owners do not cycle
	%	%
Lack of time	11	8
Weather	7	7
Personal safety concerns	5	7
Road safety concerns	2	4
Health/fitness concerns; pregnancy	8	8
Travelling with another person	2	4
Too much to carry	32	22
Travelling further afield	8	5
Habit	16	17
Steep terrain (hills/steps)	2	5
Doesn't suit corporate dress	-	4
Nowhere to shower/change	-	2
No secure storage for cycle	N.A.	1
Someone else using the cycle	N.A.	3
Other reasons	7	3
TOTAL NON-ACTIVE TRIPS	100%	100%

Cycling does, however, attract its own set of difficulties, relating to corporate dress and the lack of secure storage facilities.

6.8. ATTITUDINAL STATEMENTS.

Respondents were presented with a series of attitudinal statements about short distance travel and were asked to indicate how strongly they agreed or disagreed with each one. All 800 respondents answered the questions relating to short-distance walking, whilst the 258 respondents who owned or had access to a cycle also completed the questions relating to short-distance cycling.

Overall, it seems that the majority of the public continue to be receptive to using active modes of travel, provided no major barriers exist at the time of travel.

STATEMENTS	% Public Who Agree With The Statements About Walking		% Cycle Owners Who Agree With Statements About Cycling	
	Strongly Agree	At All Agree	Strongly Agree	At All Agree
	%	%	%	%
I prefer to walk/cycle short distances when I can, rather than ride in a vehicle	41	88	10	50
I feel safe, from a road safety point of view, walking/cycling in the area where I live	30	88	6	60
Walking/cycling short distances, on a regular basis, considerably improves health and fitness levels	61	99	44	96
I don't have time to walk/cycle short distances	-	12	-	27
I am actively trying to walk/cycle more than I used to	18	66	11	44
I would find walking/cycling short distances too boring or uninteresting	-	7	-	10
I am in favour of promotions that encourage people to walk/cycle more	52	96	35	93
Personal safety issues in my area prevent me walking/cycling more than I do now	3	16	6	37

It may be of concern to the GWRC that 38% of cycle owners indicated that they do **not** feel safe cycling on the roads where they live and 37% were concerned about personal safety issues. These would seem to be major limiting factors to extending cycle usage in the region.

6.9. TRIPS OF MORE THAN TWO KILOMETRES.

The 2006 survey also included questions about trips taken by active mode in the past seven days, that involved travel of *more* than two kilometres.

Results revealed that:

- 47% of residents in the greater Wellington region had *walked* more than two kilometres in the seven days prior to interview. On average, they indicated that they had made 3.7 such trips.
- 27% of residents who owned, or had access to a cycle, had *cycled* in the previous seven days. They indicated an average 2.5 such trips.
- 91% of the cyclists stated that these trips were predominantly for recreational activity, rather than commuting.
- The average (mean) distance per trip estimated by cyclists was 10.2 kilometres.

6.10. CONCLUSION.

The key findings of the 2006 Short Trip research project are as follows:

- (a) 36% of respondents made a short trip up to one kilometre in an “*average 24-hour day*” during the survey period. 74% of the trips made by these respondents were by active mode (i.e. walking/cycling).

(The comparative figures in the 2004 survey were 39% and 74% respectively).

- (b) 71% of respondents made a short trip between one and two kilometres in an “*average day*” during the same time period. However, only 27% of the trips made by these respondents were by active mode.

(The comparative figures in the 2004 survey were 60% and 19% respectively).

- (c) The “*net*” result converts to 89% of respondents made any short trip up to two kilometres in an “*average day*.” 42% of the total short trips made were by active mode.

(The comparative figures in the 2004 survey were 81% and 39% respectively).

These results indicate that active mode travel has remained consistently high for short trips up to 1 kilometre. Significant gains have been made with the slightly longer trips between 1 and 2 kilometres; active mode travel now accounts for one-in-four of these trips.

The attitudinal data suggests that residents of the greater Wellington region are, in the main, receptive to increasing their level of active mode travel. However, there are potential barriers to active mode that may need to be addressed on an on-going basis, including:

- habit

- a perceived lack of time (for some people)

- personal safety and road safety concerns (especially from a cyclist's point of view)

- and - a multitude of other factors that affect individual situations (as summarised in Section 6.7).

7. DETAILED TABLES.

TABLE 1: EXTENT TO WHICH RESPONDENTS OWN, OR HAVE READY ACCESS TO, A BICYCLE

Base: Total respondents in each group

DO YOU OWN, OR HAVE ACCESS TO, A BICYCLE? Bases:	TOTAL 800	AREA					
		Kapiti 80	Porirua 90	Wellington 309	Lower Hutt 180	Upper Hutt 69	Wairarapa 72
	%	%	%	%	%	%	%
Yes, I own a bicycle	27	19	29	30	30	25	14
Yes, I have access to one	5	6	5	2	8	11	6
No	68	75	66	68	62	64	80
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%

TABLE 2: EXTENT TO WHICH RESPONDENTS MADE SHORT TRIPS IN THE PREVIOUS 24 HOURS

Base: Total respondents in each group

EXTENT: Bases:	TOTAL 800	AREA					
		Kapiti 80	Porirua 90	Wellington 309	Lower Hutt 180	Upper Hutt 69	Wairarapa 72
(a) TRIPS UP TO 1 KILOMETRE							
Respondents who made a trip - at all (by any mode of travel)	36%	29%	41%	39%	33%	34%	35%
- by active mode (walking)	24%	13%	29%	24%	25%	23%	31%
- by active mode (cycling)	1%	-	2%	1%	1%	1%	-
Average no. of trips made up to 1 kilometre	2.4	1.8	1.6	2.7	2.1	3.0	3.4
(b) TRIPS BETWEEN 1 & 2 KILOMETRES							
Respondents who made a trip - at all (by any mode of travel)	71%	80%	77%	70%	73%	68%	57%
- by active mode (walking)	25%	29%	29%	30%	17%	16%	26%
- by active mode (cycling)	3%	2%	6%	3%	1%	1%	1%
Average no. of trips made between 1 & 2 kilometres	2.6	3.1	3.5	2.1	2.8	1.8	3.0
(c) ANY SHORT TRIPS UP TO 2 KILOMETRES							
Respondents who made a trip - at all (by any mode of travel)	89%	91%	88%	91%	89%	87%	81%
- by active mode (walking)	44%	38%	41%	51%	36%	38%	49%
- by active mode (cycling)	3%	2%	6%	3%	1%	1%	1%
Average no. of trips made up to 2 kilometres	3.1	3.3	3.8	2.8	3.1	2.6	3.6

TABLE 3: TIME OF DAY SHORT TRIPS WERE MADE

Base: Total trips made by respondents in the past 24 hours

TIME OF DAY:	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
(a) TRIPS UP TO 1 KILOMETRE Bases:	(703)	(41)	(59)	(322)	(126)	(70)	(85)
	%	%	%	%	%	%	%
Morning	45	27	41	46	46	51	49
Afternoon	39	56	37	41	36	32	33
Evening/night	16	17	22	13	18	17	18
TOTAL TRIPS UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%
(b) TRIPS BETWEEN 1 & 2 KILOMETRES Bases:	(1,475)	(200)	(240)	(456)	(368)	(85)	(126)
	%	%	%	%	%	%	%
Morning	44	51	44	41	42	49	42
Afternoon	44	45	43	46	46	34	37
Evening/night	12	4	13	13	12	17	21
TOTAL TRIPS BETWEEN 1 & 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%
(c) TOTAL SHORT TRIPS UP TO 2 KILOMETRES Bases:	(2,178)	(241)	(299)	(778)	(494)	(155)	(211)
	%	%	%	%	%	%	%
Morning	44	47	43	43	43	50	45
Afternoon	42	47	42	44	43	33	36
Evening/night	14	6	15	13	14	17	19
TOTAL TRIPS UP TO 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%

TABLE 4: MODE OF TRAVEL

Base: Total trips made by respondents in the past 24 hours

MODE OF TRAVEL	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(a) TRIPS UP TO 1 KILOMETRE</u> Bases:	(703)	(41)	(59)	(322)	(126)	(70)	(85)
	%	%	%	%	%	%	%
Walk	72	61	71	69	71	76	87
Cycle	2	-	5	2	2	6	-
Travel by - car or private vehicle	24	39	24	26	25	18	13
- bus or train	1	-	-	2	2	-	-
- taxi	-	-	-	-	-	-	-
- motor cycle or motor scooter	-	-	-	-	-	-	-
Other (e.g. Cable Car)	x	-	-	1	-	-	-
TOTAL TRIPS UP TO 1 KILOMETRE	100%	100%	100%	100%	100%	100%	100%

TABLE 4: MODE OF TRAVEL (continued)

Base: Total trips made by respondents in the past 24 hours

MODE OF TRAVEL	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(b) TRIPS BETWEEN 1 & 2 KILOMETRES</u> Bases:	(1,475)	(200)	(240)	(456)	(368)	(85)	(126)
	%	%	%	%	%	%	%
Walk	24	29	19	29	19	20	23
Cycle	3	2	6	4	1	2	2
Travel by - car or private vehicle	69	62	75	60	79	63	75
- bus or train	4	7	-	7	1	8	-
- taxi	-	-	-	-	-	-	-
- motor cycle or motor scooter	x	-	-	-	-	7	-
Other (e.g. Cable Car)	-	-	-	-	-	-	-
TOTAL TRIPS BETWEEN 1 & 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%

TABLE 4: MODE OF TRAVEL (continued)

Base: Total trips made by respondents in the past 24 hours

MODE OF TRAVEL	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
<u>(c) TOTAL SHORT TRIPS UP TO 2 KILOMETRES</u> Bases:	(2,178)	(241)	(299)	(778)	(494)	(155)	(211)
	%	%	%	%	%	%	%
Walk	39	34	29	45	32	45	49
Cycle	3	2	6	3	1	4	1
Travel by - car or private vehicle	55	58	65	46	66	43	50
- bus or train	3	6	-	5	1	4	-
- taxi	-	-	-	-	-	-	-
- motor cycle or motor scooter	x	-	-	-	-	4	-
Other (e.g. Cable Car)	x	-	-	x	-	-	-
TOTAL TRIPS UP TO 2 KILOMETRES	100%	100%	100%	100%	100%	100%	100%

TABLE 5: PURPOSE OF THE SHORT TRIP

Base: Total respondents in each group

PURPOSE: Bases:	TOTAL TRIPS	SHORT TRIPS		MODE OF TRAVEL				
	UP TO 2 km 2178	Up to 1km 703	Between 1 & 2 kms 1475	Walk 855	Cycle 62	Car 1188	Bus or Train 64	Other 9
	%	%	%	%	%	%		%
To visit a friend or relative	6	7	5	6	8	6	3	-
To visit the shops	21	29	17	22	23	20	27	-
To catch public transport	4	6	3	5	6	3	6	-
To go to a place of work or study	9	7	10	7	8	10	11	23
To take children to/from school	4	2	5	3	-	5	-	-
To attend a business meeting or appointment	2	1	2	1	-	3	-	-
To attend a private meeting or appointment	2	2	3	2	-	3	-	11
To attend a sporting event or other form of recreation	5	3	6	7	10	3	-	-
To attend church/a place of worship	1	2	x	1	-	1	-	-
To return home or to a place of work/study	43	38	45	42	42	43	47	33
Exercise/keep fit/jogging	1	-	2	3	3	-	-	-
Other (e.g. walking the dog; attending an 'open home'; travel to childcare/playcentre; making a delivery; to move stock)	2	3	2	1	-	3	6	33
TOTAL SHORT TRIPS	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 6: REASONS FOR NOT WALKING SHORT TRIPS

Base: Total non-active mode trips made by respondents in the past 24 hours

REASONS:	Bases:	TOTAL 1,261	SHORT TRIPS	
			Up to 1 km 181	Between 1 & 2 kms 1,080
		%	%	%
I didn't have time		11	21	9
The weather was not good		7	14	6
Personal safety concerns (e.g. after dark, or don't feel safe in the area)		5	4	6
Road safety concerns (e.g. roads too busy/dangerous)		2	9	1
I have health/fitness problems; advanced pregnancy		8	12	8
I was travelling with/got a lift with another person		2	4	2
I had too much to carry		32	16	34
I was travelling further afield afterwards		8	4	9
Habit (e.g. I always take the car, bus, etc)		16	-	18
Steep terrain; too many hills/steps		2	9	x
I prefer to cycle		3	-	3
Other reasons		4	7	4
TOTAL NON-ACTIVE TRIPS		100%	100%	100%

TABLE 7: REASONS FOR NOT CYCLING SHORT TRIPS

Base: Total non-active mode trips made by in the past 24 hours, by respondents who owned or had access to a cycle

REASONS:	TOTAL	SHORT TRIPS	
		Up to 1 km	Between 1 & 2 kms
Bases:	361	46	315
	%	%	%
I didn't have time	8	20	6
The weather was not good	7	4	8
Personal safety concerns (e.g. after dark, or don't feel safe in the area)	7	9	7
Road safety concerns (e.g. roads too busy/dangerous)	4	2	4
I have health/fitness problems; advanced pregnancy	8	11	8
I was travelling with/got a lift with another person	4	-	5
I had too much to carry	22	13	23
I was travelling further afield afterwards	5	-	6
Habit (e.g. I always take the car, bus, etc)	17	-	19
There is no secure storage facility for my cycle	1	2	1
Steep terrain; too many hills/steps	5	15	3
Doesn't suit corporate dress	4	4	3
Nowhere to shower/change	2	2	2
Someone else was using the cycle/didn't have access to the cycle	3	13	2
Other reasons	3	5	3
TOTAL NON-ACTIVE TRIPS	100%	100%	100%

TABLE 8: EXTENT TO WHICH RESPONDENTS AGREE/DISAGREE WITH STATEMENTS ABOUT **WALKING** SHORT DISTANCES

Base: Total respondents in the survey (800)

STATEMENTS	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
	%	%	%	%	%	%
I prefer to walk short distances when I can, rather than ride in a vehicle	41	47	10	1	1	100%
I feel safe, from a road safety point of view, walking in the area where I live	30	58	10	2	-	100
Walking short distances, on a regular basis, considerably improves your health and fitness level	61	38	-	-	1	100
I don't have time to walk short distances	-	12	72	16	x	100
I am actively trying to walk more than I used to	18	48	31	2	1	100
I would find walking short distances too boring or uninteresting	-	7	70	20	3	100
I am in favour of promotions that encourage people to walk more	52	44	2	1	1	100
Personal safety issues in my area prevent me walking more than I do now	3	13	66	17	1	100

TABLE 9: EXTENT TO WHICH RESPONDENTS AGREE/DISAGREE WITH STATEMENTS ABOUT **CYCLING** SHORT DISTANCES

Base: Total respondents in the survey, who own or have access to a cycle (258)

STATEMENTS	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW	TOTAL
	%	%	%	%	%	%
I prefer to cycle short distances when I can, rather than ride in a vehicle	10	40	48	-	2	100%
I feel safe, from a road safety point of view, cycling on the roads where I live	6	54	27	11	2	100
Cycling short distances, on a regular basis, considerably improves your health and fitness levels	44	52	4	-	-	100
I don't have time to cycle short distances	-	27	67	6	-	100
I am actively trying to cycle more than I used to	11	33	54	-	2	100
I would find cycling short distances too boring or uninteresting	-	10	67	21	2	100
I am in favour of promotions that encourage people to cycle more	35	58	6	-	1	100
Personal safety issues in my area prevent me cycling more than I do now	6	31	50	11	2	100

TABLE 10: TRIPS WALKED, IN PAST 7 DAYS, THAT WERE MORE THAN 2 KILOMETRES

Base: Total respondents (800)

HAVE YOU WALKED MORE THAN 2 KILOMETRES?	TOTAL SAMPLE
	%
<u>YES:</u>	<u>47</u>
Number of trips: - One	5
- Two	13
- Three	8
- Four	9
- Five	5
- Six or more	7
<u>NO</u>	<u>53</u>
TOTAL RESPONDENTS	100%

TABLE 11 (a): TRIPS **CYCLED**, IN PAST 7 DAYS, THAT WERE **MORE** THAN 2 KILOMETRES

Base: Total respondents who own or have access to a cycle (258)

HAVE YOU CYCLED MORE THAN 2 KILOMETRES?	RESPONDENTS WITH A CYCLE
	%
<u>YES:</u>	<u>27</u>
Number of trips: - One	11
- Two	6
- Three	1
- Four	5
- Five	2
- Six or more	2
<u>NO</u>	<u>73</u>
TOTAL RESPONDENTS WHO OWN/HAVE ACCESS TO A CYCLE	100%

TABLE 11 (b): MAIN PURPOSE OF CYCLE TRIPS THAT WERE MORE THAN 2 KILOMETRES

Base: Respondents who made a cycle trip of more than 2 kilometres (70)

MAIN PURPOSE	RESPONDENTS WHO CYCLED MORE THAN 2 KILOMETRES
	%
Commuting	9
Recreation	91
TOTAL	100%

TABLE 11 (c): ESTIMATED AVERAGE DISTANCE CYCLED IN PAST 7 DAYS

Base: Respondents who made a cycle trip of more than 2 kilometres (70)

ESTIMATED AVERAGE DISTANCE	RESPONDENTS WHO CYCLED MORE THAN 2 KILOMETRES
	%
Over 2 to 5 kms	36
Over 5 to 10 kms	27
Over 10 to 15 kms	9
Over 15 to 20 kms	8
Over 20 kms	11
Unsure	9
TOTAL	100%

TABLE 12: SAMPLE PROFILE

Base: Total respondents

PROFILE:		TOTAL 800
Base:		
<u>(a) GENDER</u>		%
	Male	48
	Female	52
	TOTAL	100%
<u>(b) AGE</u>		
	16 – 29 years	23
	30 – 49 years	35
	50 years and over	36
	TOTAL	100%
<u>(c) ANNUAL HOUSEHOLD INCOME (PRE-TAX)</u>		
	Up to \$30k p.a.	27
	Over \$30k to \$50k	22
	Over \$50k to \$70k	12
	Over \$70k	19
	Don't know/refused	20
	TOTAL	100%

8. QUESTIONNAIRE.

WELLINGTON REGION SHORT TRIP SURVEY

February, 2006

INTRODUCTION.

“Good morning/afternoon/evening. I am from Peter Glen Research, a market research company. We are conducting a short survey on behalf of The Greater Wellington Regional Council, to check residents’ opinions about short distance travel.”

“For this particular interview, I need to speak to a (person/male/female) over 16 years of age.”

“Is there somebody in your household who would be able to help me with the interview please?”

IF MORE THAN ONE PERSON QUALIFIES, ASK TO SPEAK TO THE PERSON WHOSE BIRTHDAY FALLS NEXT. REPEAT INTRODUCTION IF NECESSARY.

IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.

RESPONDENT NAME: _____

TIME/DAY TO CALL BACK: _____ PHONE NUMBER: _____

“The interview will take approximately (...) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?

if necessary, record call back details.

RESPONDENT NAME: _____

TIME/DAY TO CALL BACK: _____ PHONE NUMBER: _____

-2-

THE INTERVIEW.

Q.1. “First, do you own, or have ready access to, a bicycle?”

Yes, I own a bicycle_____ 1
 Yes, I have ready access to one_____ 2
 No_____ 3

Q.2. “Thinking about your short distance travel, by **any** means, in the **past 24 hours**, how many short distance trips of under **2 kilometres** did you make in ... ?”

(a) The morning _____

(b) The afternoon _____

(c) The evening or at night _____

“Please note that by a short distance trip we mean any journey you have made, where you have travelled from one location to another. It may have been on foot, on a bicycle, in a private vehicle, or by any means of public transport.”

“By way of example, if a person travelled 1½ kilometres to their local shopping centre, did their shopping and returned home, that would be two 1½ kilometre journeys, rather than one 3 kilometre trip.”

FOR EACH TRIP MADE, ASK Q’s 3 - 5

-3-

TRIP 1 CODE: Morning _____ 1 Afternoon _____ 2 Evening/night _____ 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-4-

TRIP 2 CODE: Morning _____ 1 Afternoon _____ 2 Evening/night _____ 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-5-

TRIP 3 CODE: Morning _____ 1 Afternoon _____ 2 Evening/night 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

Up to 1 kilometre in distance _____ 1

Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-6-

TRIP 4 CODE: Morning 1 Afternoon 2 Evening/night 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-7-

TRIP 5 CODE: Morning 1 Afternoon 2 Evening/night 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

Up to 1 kilometre in distance _____ 1

Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-8-

TRIP 6 CODE: Morning 1 Afternoon 2 Evening/night 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-9-

TRIP 7 CODE: Morning 1 Afternoon 2 Evening/night 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by
 - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-10-

TRIP 8 CODE: Morning _____ 1 Afternoon _____ 2 Evening/night _____ 3

Q.3. “Thinking about the (first/second/third/etc) short trip that you made in the (morning/afternoon/evening/night), would it have been ... ?”

- Up to 1 kilometre in distance _____ 1
- Or Between 1 and 2 kilometres _____ 2

Q.4. “What was the purpose of the trip? Was it ... ?”

- To visit a friend or relative _____ 1
- To visit the shops _____ 2
- To catch public transport _____ 3
- To go to a place of work or study _____ 4
- To take children to/from school _____ 5
- To attend a business meeting or appointment _____ 6
- To attend a private meeting or appointment _____ 7
- To attend a sporting event or other form of recreation _____ 8
- To attend church/a place of worship _____ 9
- To return home, or to your place of work/study _____ 10
- Other (specify) _____ 11

Q.5 (a) “How did you travel on that particular occasion? Did you ... ?”

- Walk _____ 1
 - Cycle _____ 2
 - Travel by - car or private vehicle _____ 3
 - bus or train _____ 4
 - taxi _____ 5
 - motorcycle or motor scooter _____ 6
 - Other (specify) _____ 7
- } Ask Q.5 (b)

(b) “Can you please tell me, why did you **not** choose to (walk/cycle) on that particular occasion?”

	Walk (Ask All)	Cycle (If own or have access)
I didn't have time _____	1	1
The weather was not good _____	2	2
Personal safety concerns (e.g. after dark, or don't feel safe in area) _____	3	3
Road safety concerns (e.g. roads too busy/dangerous) _____	4	4
I have health/fitness problems _____	5	5
I was travelling with/got a lift with another person _____	6	6
I had too much to carry _____	7	7
I was travelling further afield afterwards _____	8	8
Habit (e.g. I always take the car, bus, etc) _____	9	9
There is no secure storage facility for my cycle _____	N.A.	10
Steep terrain; too many hills/steps _____	11	11
Doesn't suit corporate dress _____	12	12
Nowhere to shower/change _____	13	13
Other (specify) _____	14	14

-11-

ASK Q.6 OF ALL RESPONDENTS

Q.6 (a) “I am now going to read some statements about short distance travel, with specific reference to walking. As I read each statement, could you please tell me whether you strongly agree, agree, disagree, or strongly disagree with the statement?”

READ STATEMENTS IN ROTATED ORDER	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
I prefer to walk short distances when I can, rather than ride in a vehicle	1	2	3	4	5
I feel safe, from a road safety point of view, walking in the area where I live	1	2	3	4	5
Walking short distances, on a regular basis, considerably improves your health and fitness levels	1	2	3	4	5
I don't have time to walk short distances	1	2	3	4	5
I am actively trying to walk more than I used to	1	2	3	4	5
I would find walking short distances too boring or uninteresting	1	2	3	4	5
I am in favour of promotions that encourage people to walk more	1	2	3	4	5
Personal safety issues in my area prevent me walking more than I do now	1	2	3	4	5

Q.6 (b) “During the past 7 days, have you **walked** any trips of **more than** 2 kilometres?”

Yes _____ 1 - Ask Q.6 (c)
No _____ 2 – Skip to Q.7

Q.6 (c) “How many trips greater than 2 kilometres have you **walked** in the past 7 days?”

No.: _____

ASK Q7 ONLY OF RESPONDENTS WHO OWN OR HAVE ACCESS TO A CYCLE

Q.7 (a) “I now have some statements about cycling short distances. As I read each one, could you please tell me whether you strongly agree, agree, disagree, or strongly disagree with the statement?”

READ STATEMENTS IN ROTATED ORDER	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
I prefer to cycle short distances when I can, rather than ride in a vehicle	1	2	3	4	5
I feel safe, from a road safety point of view, cycling on the roads where I live	1	2	3	4	5
Cycling short distances, on a regular basis, considerably improves your health and fitness levels	1	2	3	4	5
I don't have time to cycle short distances	1	2	3	4	5
I am actively trying to cycle more than I used to	1	2	3	4	5
I would find cycling short distances too boring or uninteresting	1	2	3	4	5
I am in favour of promotions that encourage people to cycle more	1	2	3	4	5
Personal safety issues in my area prevent me cycling more than I do now	1	2	3	4	5

Q.7 (b) “During the past 7 days, have you **cycled** any trips of **more than 2 kilometres**?”

- Yes _____ 1 - Ask Q.7 (c)
 No _____ 2 – Skip to demographics

(c) “How many trips greater than 2 kilometres have you **cycled** in the past 7 days?”

No.: _____

(d) “What was the **main** purpose of your trip(s) greater than 2 kilometres in the past 7 days?”

- Commuting _____ 1
 Recreation _____ 2
 Other (specify) _____ 3

(e) “What do you estimate to be the **average** distance you cycled per trip in the past 7 days?”

No.: _____

-13-

DEMOGRAPHICS

“In order to help us analyse our survey by statistical categories, can I please check ...”

- D.1. CODE GENDER Male_____ 01
 Female_____ 02
- D.2. “Into which of the following age groups do you come?”
- 16 – 29 years_____ 01
 30 – 39 years_____ 02
 40 – 49 years_____ 03
 50 – 59 years_____ 04
 60 years and over_____ 05
- D.3 “Into which of the following income brackets would your **total annual household**
 income fall before taxation?”
- Up to \$30,000 per year_____ 01
 \$30,001 to \$50,000_____ 02
 \$50,001 to \$70,000_____ 03
 More than \$70,000_____ 04
 Don’t Know_____ 05
 DO NOT READ OUT (Refused) _____ 06
- D.3 CODE AREA Kapiti Coast_____ 01
 Porirua City_____ 02
 Wellington City_____ 03
 Lower Hutt City_____ 04
 Upper Hutt City_____ 05
 South Wairarapa District_____ 06
 Carterton District_____ 07
 Masterton District_____ 08

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is _____” (Interviewers Name)

Respondent’s Phone No: _____ Date: ___/___/’06

*Market Research
You Can Action*



PETER GLEN RESEARCH

Telephone (04) 564-4525
Fax (04) 564-4528
Mobile (0274) 914-330
P O Box 31-397
LOWER HUTT
e-mail:
peter.glen@xtra.co.nz

**SHORT TRIP ACTIVE MODE RESEARCH:
ADDITIONAL ANALYSIS OF CYCLING TRIPS
OVER TWO KILOMETRES**

*Prepared for the
Greater Wellington Regional Council*

Leonie Waayer

July 2006

OVERVIEW

- A limited number of questions were included in the 2006 Short Trip Active Mode Research, to obtain an estimate of the percentage of greater Wellington residents, 16 years of age and over, who made a cycle trip of *more* than two kilometres in a seven-day period.
- The results revealed the following:
 - 258 out of the 800 people interviewed (i.e. 32%) stated that they owned or had access to a cycle.
 - 70 out of these 258 respondents (i.e. 27%) stated that they had cycled *more* than two kilometres in the seven days prior to interview.
 - 64 of the 70 cyclists (i.e. 91%) stated that the *main* purpose of their cycling trips was for recreation (rather than commuting).
 - It is possible that some the recreational cyclists may also have been commuters and vice versa.
- When first viewing this result, it may seem that cycle *commuters* were under-represented in the randomly selected sample survey. However, when the results are analysed and considered further, this might not be the case.
- The additional analysis (see main table attached) indicates that:
 - The recreational cyclists made an average 2.3 trips during the seven-day period, whilst the commuters made an average 9.7 trips.
 - Indeed, 67% of the recreational cyclists made only one or two trips during this time period.
 - 72% of the total trips made were for recreation and 28% were commuter related.
 - The average (mean) recreational trip distance was just over 12 kilometres, the average commuter trip just over five kilometres.
- Questioning was *not* included to examine when these trips were made, i.e. weekday versus weekend.

- However, it would not be unreasonable to assume that around 75% of the commuter trips would occur during weekdays (Monday to Friday) and that 50% (or more) of the recreational trips would occur at the weekend (Saturday and Sunday). If these proportions are applied to the sample data, we get the following:

MAIN PURPOSE	TOTAL		Weekdays		Weekends	
	No.	%	No.	%	No.	%
Commuter trips	58	28	43	37	15	17
Recreational trips	148	72	74	63	74	83
TOTAL TRIPS	206	100%	117	100%	89	100%

- This reveals that commuter trips are likely to be far more prominent than the initial data suggested, especially during weekdays.
- It is recommended that in future surveys, questioning should be added to examine the 2+ kilometre cycle trips by:
 - day of the week
 - type of cycling activity (e.g. commuting, on-road/cycle track recreational, off-road/mountain biking).

TABLE: ADDITIONAL ANALYSIS OF CYCLING TRIPS OVER TWO KILOMETRES, UNDERTAKEN IN THE PAST SEVEN DAYS, SHOWING RESULTS BY MAIN PURPOSE OF TRIP

Base: Respondents in each group, who made a cycle trip of more than two kilometres

DETAILS	CYCLED MORE THAN 2 KILOMETRES 70		MAIN PURPOSE OF TRIP			
			RECREATION 64		COMMUTING 6	
Bases:	No.	%	No.	%	No.	%
(a) NUMBER OF TRIPS MADE:						
One	28	40	28	44	-	-
Two	15	22	15	23	-	-
Three	3	4	3	5	-	-
Four	13	19	12	19	1	17
Five	5	7	5	8	-	-
Six	1	1	-	-	1	17
Seven	-	-	-	-	-	-
Eight	1	1	1	1	-	-
Nine	-	-	-	-	-	-
Ten	2	3	-	-	2	33
Twelve	1	1	-	-	1	17
Sixteen	1	1	-	-	1	16
TOTAL	70	100%	64	100%	6	100%
(b) TOTAL TRIPS						
Total trips made by the survey participants	206		148		58	
Percentage of total trips		100%		72%		28%
(c) AVERAGE NUMBER OF TRIPS MADE:						
Average number of trips made by survey participants (i.e. trips of more than 2 kms)	2.94		2.31		9.67	
(d) TRIP DISTANCE						
Average length of trip made by the survey participants who could estimate the trip length	10.2 kms		12.24 kms		5.19 kms	

TABLE: ADDITIONAL ANALYSIS OF CYCLING TRIPS OVER TWO KILOMETRES, UNDERTAKEN IN THE PAST SEVEN DAYS, SHOWING RESULTS BY MAIN PURPOSE OF TRIP

Base: Respondents in each group, who made a cycle trip of more than two kilometres

DETAILS	CYCLED MORE THAN 2 KILOMETRES 70		MAIN PURPOSE OF TRIP			
			RECREATION 64		COMMUTING 6	
Bases:	No.	%	No.	%	No.	%
(a) NUMBER OF TRIPS MADE:						
One	28	40	28	44	-	-
Two	15	22	15	23	-	-
Three	3	4	3	5	-	-
Four	13	19	12	19	1	17
Five	5	7	5	8	-	-
Six	1	1	-	-	1	17
Seven	-	-	-	-	-	-
Eight	1	1	1	1	-	-
Nine	-	-	-	-	-	-
Ten	2	3	-	-	2	33
Twelve	1	1	-	-	1	17
Sixteen	1	1	-	-	1	16
TOTAL	70	100%	64	100%	6	100%
(b) TOTAL TRIPS						
Total trips made by the survey participants	206		148		58	
Percentage of total trips		100%		72%		28%
(c) AVERAGE NUMBER OF TRIPS MADE:						
Average number of trips made by survey participants (i.e. trips of more than 2 kms)		2.94		2.31		9.67
(d) TRIP DISTANCE						
Average length of trip made by the survey participants who could estimate the trip length		10.2 kms		12.24 kms		5.19 kms

*Market Research
You Can Action*



PETER GLEN RESEARCH

Telephone (04) 564-4525
Fax (04) 564-4528
Mobile (0274) 914-330
P O Box 31-397
LOWER HUTT
e-mail:
peter.glen@xtra.co.nz

ADDITIONAL ANALYSIS OF THE SHORT TRIP ACTIVE MODE RESEARCH

*Prepared for the
Greater Wellington Regional Council*

Leonie Waayer

September 2006

TABLE 1(a): ANALYSIS OF SHORT TRIPS UP TO 2 KILOMETRES THAT INVOLVE TAKING CHILDREN TO/FROM SCHOOL

Base: Total school trips made by respondents in the past 24 hours

MODE OF TRAVEL	TOTAL	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
Bases:	87	8	12	32	21	6	8
	%	%	%	%	%	%	%
Walk	41	25	42	47	43	33	37
Cycle	-	-	-	-	-	-	-
Car/private vehicle	59	75	58	53	57	67	63
Other	-	-	-	-	-	-	-
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%

TABLE 1(b): REASONS WHY RESPONDENTS DID **NOT** USE AN ACTIVE MODE OF TRAVEL FOR TAKING CHILDREN TO/FROM SCHOOL

Base: Total respondents who used a car/private vehicle for short school trips up to 2 kms

REASONS	RESPONDENTS WHO USED A CAR
	51
	%
I was travelling further afield afterwards	19
Habit (e.g. I always take the car)	15
I had too much to carry	14
I didn't have time	12
Health/fitness problems; pregnancy	10
The weather was not good	10
Personal safety concerns	6
Road safety concerns	6
Other reasons	8
TOTAL REASONS FOR NON-ACTIVE TRIPS TO/FROM SCHOOL	100%

TABLE 2: BICYCLE OWNERSHIP BY DEMOGRAPHIC SUB-GROUPS

Base: Total respondents in each group

DO YOU OWN, OR HAVE ACCESS TO, A BICYCLE? Bases:	TOTAL 800	GENDER		AGE (YEARS)				
		Male 386	Female 414	16 – 29 183	30 – 39 134	40 – 49 146	50 – 59 123	60+ 214
	%	%	%	%	%	%	%	%
Yes, I own a bicycle	27	28	27	29	37	37	30	11
Yes, I have access to one	5	5	5	8	13	1	2	2
No	68	67	68	63	50	62	68	87
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 3(a): EXTENT TO WHICH RESPONDENTS AGREED/DISAGREED WITH SELECTED STATEMENTS ABOUT **CYCLING** SHORT DISTANCES

Base: Total respondents in the survey, who own or have access to a cycle

“I FEEL SAFE, FROM A ROAD SAFETY POINT OF VIEW, CYCLING ON THE ROADS WHERE I LIVE.” Bases:	TOTAL	GENDER		AGE (YEARS)				
		Male	Female	16 – 29	30 – 39	40 – 49	50 – 59	60+
	258	127	131	68	67	55	40	28
	%	%	%	%	%	%	%	%
Strongly agree	6	6	6	7	16	-	-	-
Agree	54	48	60	65	42	42	65	64
Disagree	27	36	18	22	33	33	25	18
Strongly disagree	11	8	14	6	1	25	10	18
Don’t know	2	2	2	-	8	-	-	-
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 3(b): EXTENT TO WHICH RESPONDENTS AGREED/DISAGREED WITH SELECTED STATEMENTS ABOUT **CYCLING** SHORT DISTANCES

Base: Total respondents in the survey, who own or have access to a cycle

“PERSONAL SAFETY ISSUES IN MY AREA PREVENT ME CYCLING MORE THAN I DO NOW.” Bases:	TOTAL 258	GENDER		AGE (YEARS)				
		Male 127	Female 131	16 – 29 68	30 – 39 67	40 – 49 55	50 – 59 40	60+ 28
	%	%	%	%	%	%	%	%
Strongly agree	6	4	8	7	8	-	-	21
Agree	31	32	30	22	25	58	15	36
Disagree	50	40	60	50	58	26	85	29
Strongly disagree	11	20	2	21	9	7	-	14
Don't know	2	4	-	-	-	9	-	-
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4: EXTENT TO WHICH PEOPLE WHO CYCLED MORE THAN 2 KMS EXPRESSED ROAD SAFETY OR PERSONAL SAFETY CONCERNS

Base: Total respondents who cycled more than 2kms in the previous 7 days (70)

RATINGS	“I FEEL SAFE, FROM A ROAD SAFETY POINT OF VIEW, CYCLING ON THE ROADS WHERE I LIVE.”	“PERSONAL SAFETY ISSUES IN MY AREA PREVENT ME CYCLING MORE THAN I DO NOW.”
	%	%
Strongly agree	7	-
Agree	62	16
Disagree	31	61
Strongly disagree	-	23
Don't know	-	-
TOTAL	100%	100%