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THE INFLUENCE OF TOWN CENTRE CONDITIONS ON PEDESTRIAN TRIP BEHAVIOUR: RESULTS FROM A HOUSEHOLD SURVEY IN TWO LOCATIONS

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CONTENTS

1. INTRODUCTION: STUDIES IN PEDESTRIAN AMENITY

1.1 Study Objectives

1.1.1 Any new road, road improvement or traffic management scheme could affect pedestrian journeys in its locality or elsewhere. Some journeys may be affected directly, with severance caused where the new road or road improvement cuts across a pedestrian route, others may be affected indirectly with a new road causing changes in traffic levels elsewhere. To enable effects on pedestrians to be given proper weight when decisions are taken, techniques are required that forecast the effects of the scheme on the number and quality of pedestrian journeys. This is particularly true in urban areas, since effects on pedestrians may be one of the main benefits or disbenefits of measures to relieve urban traffic.

1.1.2 As a first stage of research in this area, TRRL placed a contract with the Institute for Transport Studies at the University of Leeds. The terms of reference were:

i) to review literature for currently available techniques and possible approaches and for any useful and general background information on:

   a) estimating number of pedestrian journeys
   b) assessing changes in pedestrian amenity;

ii) to make recommendations as to the best (if any) currently available techniques for (a) and (b) above, taking into account the availability of any data required as inputs to the techniques;

iii) if the literature review reveals that further work is necessary in these areas, either in the development or testing of existing methods, or in the development of new methods, to make detailed proposals to carry out the necessary research.

As well as the literature review (May et al 1985) that study produced recommendations for further research (May, 1985). In 1986 TRRL commissioned the Institute for Transport Studies to conduct a research project based on those recommendations, whose detailed elements were designed to:-

1) develop sampling procedures/expansion factors for pedestrian counts;
2) identify proportions of pedestrians by type;
3) test existing models to predict pedestrian numbers and develop others if necessary;
4) develop dose-response relationships for overall nuisance and individual environmental effects;
5) explore evidence among residents of trip suppression and diversion in response to environmental conditions.

1.2 Study Reports

This report describes the survey design and results for item (5) above. Items (1) and (2) are reported in Turvey et al (1987). Item (4) is dealt with in two separate reports (Hopkinson et al 1987a, 1987b). The first of these reports deals with the design of a questionnaire to measure individual assessment of environmental conditions in a street, as well as the planning and organisation of on-street surveys at 15 locations. The second report deals with the results from these surveys. The design of the questionnaire used in this study utilises a number of questions asked in the on-street surveys.

1.3 Study Method

The study method, which was developed by TRRL and modified during the proposal stage for the study, is described in full elsewhere (Hopkinson et al, 1987a). In brief it involved the selection of 15 shopping centres, in five categories of three each. Of each set of three, one was to be set aside for validation purposes. The centres are listed in Table 1.

The study programme involved the following fieldwork:

(1) manual classified counts of pedestrians;
(2) video data collection for pedestrian numbers and traffic flows;
(3) on-street pedestrian interviews;
(4) household interviews;
(5) noise and pollution monitoring;
(6) observation of site characteristics.

Of these items (1)-(3) and (6) were collected at all centres; items (4) and (5) were collected at two and three sites respectively as indicated in Table 1.

Table 1

Study Locations for On-Street Interviews and Pedestrian Counts

Type	Centre 1	Centre 2	Validation Centre
Large urban active	Manchester*	Aberdeen	Bristol
Large urban depressed	Lewisham*	Sheffield	Coventry
Small urban historic	Lanark**	Winchester	Guildford
Small urban other	Chesterfield	Kilmarnock	Epsom
District Centre	Hebden Bridge*	Twickenham	Hazel Grove**

* Pollution Studies
** Household Interviews

2. THE HOUSEHOLD STUDY METHOD

2.1 Study Objectives

2.1.1 The study of pedestrians' assessment of street environments is fully reported elsewhere (Hopkinson et al, 1987b). While it demonstrates the range of reactions of pedestrians to their environments, it specifically excludes those pedestrians who have elected, for whatever reason, either not to visit the centre, or to go elsewhere.

2.1.2 These processes of trip suppression and trip diversion may represent extreme responses to the pedestrian's environment, and are hence of considerable interest for evaluation. However, such processes are particularly difficult to identify, and the earlier literature review found little evidence of previous studies of them (May et al, 1985).

2.1.3 The current programme of research provided an opportunity to explore these issues, since information was being obtained on physical environments and pedestrians' perceptions in 15 centres. It was decided, however, that any study of trip diversion and suppression should be in the nature of a pilot study only, to avoid devoting too many resources to a technique which might prove unsuccessful. It was agreed that the study should focus on two centres where environmental problems appeared to exist, and on a sample of 200 respondents in each.

2.1.4 The objectives of the study were to:

(i) carry out surveys of residents in the catchments of the two centres as a means of identifying trip diversion and suppression and underlying reasons for such behaviour;

(ii) use the residents' responses to identify any differences in attitude and behaviour by distance from the centre and by shopping activity;

(iii) use a comparison of the residents' and pedestrian interviews for the same centres to identify any differences in perceptions as reported in the street and at home;

(iv) identify the alternative choices of centre made by those who elect not to visit the centre under study;

(v) identify any differences in attitudes towards the centre between those who do and do not visit the centre.

2.2 Questionnaire Design

2.2.1 The questionnaire developed for this study is included as Appendix 1. Question 1 was designed to identify the respondent's shopping patterns.

2.2.2 Questions 2 to 9 introduced the study centre and asked about use of that centre for shopping and mode of access to that centre. Questions were included on travel to work (question 6) because evidence suggested that work location often influenced choice of shopping location, and on changes in bus service (question 7b) because the interviews took place soon after deregulation of bus services, which could have resulted in changes in trip making behaviour. Question 5 asked all respondents to rate the centre in question on the seven point scale that had been used in the pedestrian interviews (Hopkinson et al 1987a).

2.2.3 Question 10 introduced the study street which had been the focus of pedestrian interviews in the study centre. Those who used the street were asked about walking along and crossing the street in questions 10 and 11. In question 12 they were asked to rate the street overall. Question 13 sought a more detailed assessment using the 12 constructs listed in Table 2, which were developed in the pedestrian interview study as a basis for explaining perceptions of the environment (Hopkinson et al 1987a). A further five constructs, which are also listed in Table 2, were included in this survey to obtain reactions to a number of pedestrian facilities. Each construct was rated on a seven point scale from 1 (the least favourable reaction) to 7 (the most favourable reaction). Analysis was based on integer median scores following the procedure developed for the pedestrian interviews (Hopkinson et al 1987b).

2.2.4. The remaining questions sought suggestions for improvements to the street and likely responses to such improvements. A final section obtained classification data on the respondent for comparison with that obtained for pedestrians who had been interviewed.

2.2.5 The questionnaire was piloted at five households in Leeds. The pilot led to the inclusion of questions on bus deregulation and purpose of visit. Otherwise it proved successful. Full instructions for the interviewer are included at Appendix 2.

Table 2

Constructs Used to Assess the Pedestrian Environment

(a) In both household and on street surveys

Shops and buildings attractive	(7)	- Shops and buildings unattractive	(1)
Pavements crowded for pedestrians	(1)	- Plenty of room on pavements for pedestrians	(7)
Traffic noisy in this street	(1)	- Traffic not noisy in this street	(7)
Safe crossing this street	(7)	- Not safe crossing this street	(1)
Traffic fumes a problem	(1)	- Traffic fumes not a problem	(7)
Pavements in good condition	(7)	- Pavements in poor condition	(1)
Easy street to cross	(7)	- Difficult street to cross	(1)
Feel safe from traffic when on pavement	(7)	- Don't feel safe from traffic when on pavement	(1)
Parked vehicles cause obstructions	(1)	- Parked vehicles no problem	(7)
Amount of traffic too much	(1)	- Amount of traffic about right	(7)
Shops interesting	(7)	- Shops uninteresting	(1)
Street I like to visit	(7)	- Street I don't like to visit	(1)

b) in household survey only

Too few pedestrian crossings	(1)	- about right number of pedestrian crossings	(7)
Plenty of time to cross at pedestrian crossings	(7)	- not enough time to cross at pedestrian crossings	(1)
Street untidy from litter	(1)	- Street free from litter	(7)
Seating adequate for pedestrians	(7)	- Seating inadequate for pedestrians	(1)
Toilet provision adequate	(7)	- Toilet provision inadequate	(1)

Note: 7 = most favourable reaction 1 = least favourable reaction

2.3 Selection of Study Areas

2.3.1 As noted earlier, it was decided to conduct the study in two of the 15 study locations used in the main pedestrian study. Because the size of any possible behavioural response was unknown, it was decided to choose two sites where there was prima facie evidence of serious environmental intrusion. Were no significant behavioural response to be identified at these sites, it could be assumed either that such response was rare or that the method was not effective in identifying it.

2.3.2 The timetable of the study meant that the two locations had to be selected before the pedestrian inteviews had been analysed. The basis for assessment of environmental intrusion was therefore the physical parameters of traffic conditions, coupled with the judgment of the research officers visiting the sites. The traffic parameters obtained for the 15 locations are described more fully in Hopkinson et al (1987b).

2.3.3 Hazel Grove stands out as the site with the greatest environmental intrusion from traffic, and was selected for the present study. The other high flow sites (more than 1500 vehicles per hour) were, however, unsuitable for the study. Manchester was ruled out because it was in the same conurbation as Hazel Grove and had a particularly large catchment area. Epsom and Lewisham were rejected because further pedestrian interviews were still being conducted there. Either of these might provide a useful test case for further research on this issue.

2.3.4 In the end, one of the sites with a lower traffic flow (500-1500 vph, buses and goods vehicles > 10%), Lanark, was selected as the second case study. Later analysis of the pedestrian attitude data suggested that Lanark received higher scores for the majority of constructs than might have been expected by its categorisation on traffic grounds (see Table 28 of Hopkinson et al 1987b). This will need to be borne in mind in assessing the results of the present study.

2.4 Selection of Respondents

2.4.1 The initial step in identifying respondents was to determine the catchment area of the centre. This was obtained from the responses to the pedestrian interview. It was anticipated that responses might differ by distance from the centre. Those further away would be more likely to use motorised modes and hence have a greater choice; they might also be nearer to competing centres. The outer and inner catchments were determined from the information in the pedestrian interview on mode used. Two areas were selected from within the walking catchment area, and two from outside it; they represented the areas from which the highest proportions of journeys on foot and by car were made. Figures 1 and 2 indicate the catchment area boundaries chosen.

2.4.2 It was decided that a sample of 200 residents should be chosen, and that this should be divided equally between the four areas. To allow for refusal and non-contact, a total of 500 names were sought. Care was needed to avoid bias towards those who were more frequently at home. The samples of 500 individuals were drawn at random from the electoral rolls for the areas concerned. Sampling was initially by address, and then by selecting alternately the first or second person listed. 50 of these were then drawn at random, for each of the four areas, as the initial sample, leaving 75 spares per area.

2.4.3 The second stage in avoiding bias was the procedure for treating non-responses. It was decided to make up to three visits to each sampled address before abandoning the interview. Any refusals before that were recorded as such, and these and any not contacted on the third visit were replaced by one of the 75 spares for the area concerned.

2.4.4 This procedure worked well in Lanark, except that the low density nature of the outer catchment area meant that considerable time was spent in making repeat visits. In Hazel Grove, the sample drawn contained an unusually high proportion of men, who were more frequently unavailable for interview. Since the on street surveys indicated that around 60% of pedestrians were female, it was decided that in these cases the interview could be conducted with a female of the same generation as the male whose name had originally been selected.

2.5 Survey Conduct

2.5.1 The surveys were conducted in March and April 1987 at the two centres. All surveys were completed before the Easter holiday period. Table 3 indicates the numbers of attempted and completed interviews. In both cases interviews were achieved at around 70% of addresses, the main reason for failure being inability to contact on the third attempt.

2.5.2 In Hazel Grove the quota of 200 interviews was obtained exactly; of these 117 were in the two inner catchment areas. In Lanark, where interviewers were operating in parallel, 211 interviews were obtained, of which 104 were in the two inner catchment areas.

Table 3

Summary of Household Survey Fieldwork

	Hazel Grove		Lanark	
	N	%	N	%
Interviews achieved	200	69	211	72
Refusals	24	8	18	6
Non-contact (after 3 calls)	54	19	48	16
Away/Holiday	6	2	2	1
Incapable of interview	6	2	1	<0.5
Address not found	0	0	14	5
	290	100	294	100

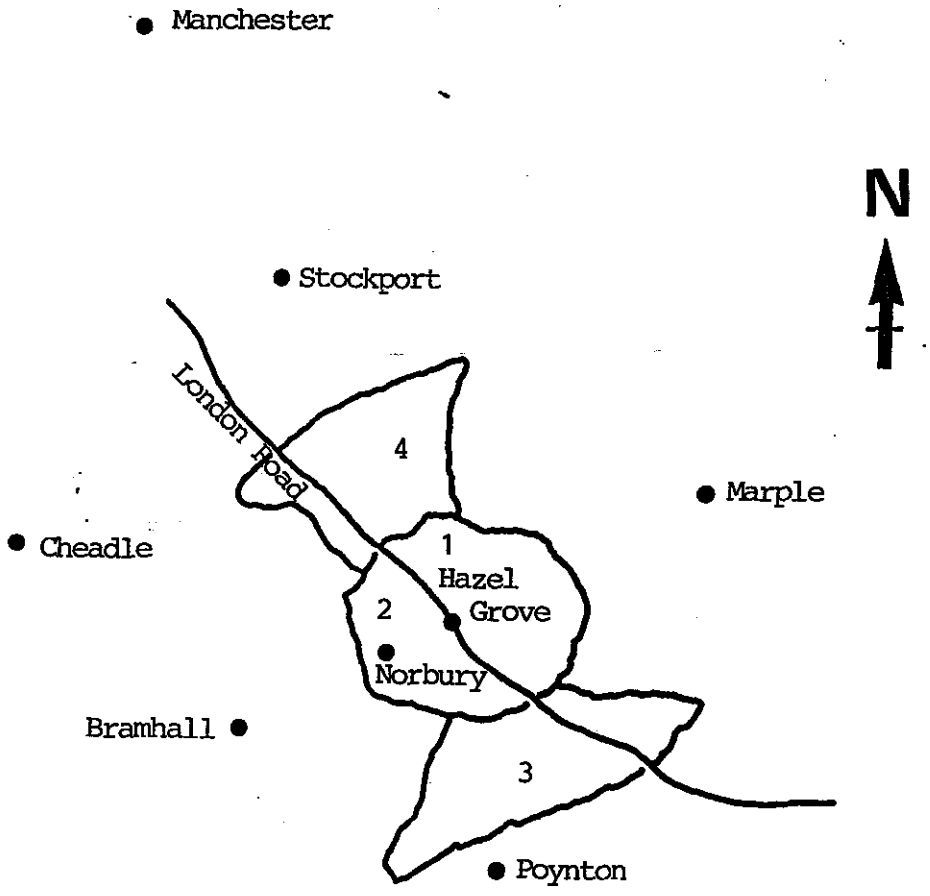
2.5.3 Table 4 indicates the time taken for the interview which, in the pilot in Leeds had taken 20 minutes. In Hazel Grove 30% took over 20 minutes, while in Lanark the figure was 26%.

Table 4

Total Time Taken for Interview (Minutes)

	Hazel Grove	Lanark
	%	%
1 - 10	17	32
10 - 15	31	18
15 - 20	22	24
20 - 25	23	12
> 25	7	14

FIGURE 1: CATCHMENT AREAS FOR HOUSEHOLD INTERVIEW STUDY

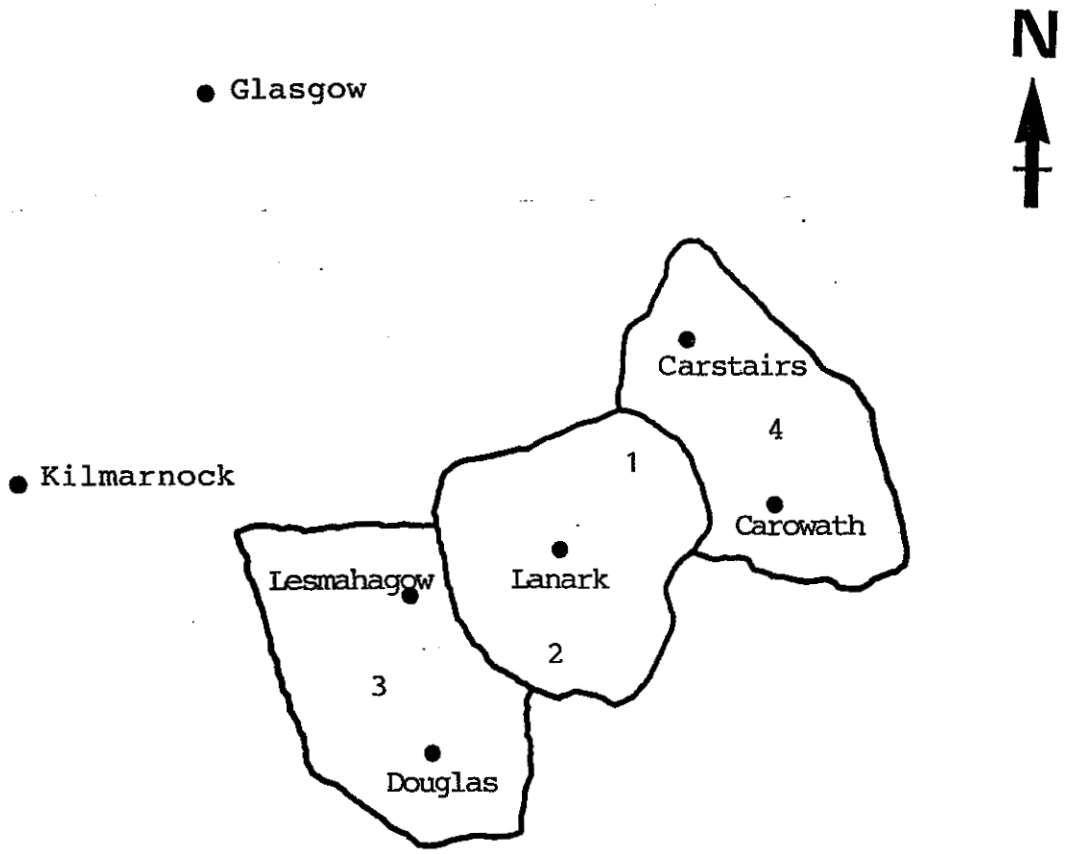


1/2 = Boundaries of Inner Catchment Area

3/4 = Boundaries of Outer Catchment Area

km
0 3

FIGURE 2: CATCHMENT AREAS FOR HOUSEHOLD INTERVIEW STUDY



1/2 = Inner Catchment Area

3/4 = Outer Catchment Area

3. SURVEY RESULTS

3.1 Respondents' Characteristics

3.1.1 Table 5 presents the age and sex characteristics of the respondents at the two sites. In both cases the proportions of males and females were similar to those for the on-street surveys.

3.1.2 The largest age group, at 24% in both surveys, was 35-44. Otherwise, respondents were reasonably evenly distributed over the age range 25-65. The percentage in the range 18-65 was in both cases higher than for the on-street interviews. The resident sample, taken from the electoral roll, excluded those under 18.

Table 5

Distribution of Respondents by Age, Sex

	Hazel Grove		Lanark	
	Resident %	Pedestrian %	Resident %	Pedestrian %
Male	35	32	33	37
Female	65	68	67	63
< 18	1	4	0	8
18 - 24	6		6	
25 - 34	20		18	
35 - 44	24	74	24	71
45 - 54	20		18	
55 - 65	19		14	
> 65	10	22	20	21
	(N=200)	(N=452)	(N=211)	(N=304)

3.1.3 Table 6 indicates the frequency with which respondents visited the centres under study. 10% never visit Hazel Grove and 15% never visit Lanark. Conversely those who do visit Lanark are more likely to visit daily. Of those who visit Hazel Grove, only 4% never walk along London Rd. while for High St. Lanark the figure is 8%. London Road and High Street were the study streets of the pedestrian surveys. Thus overall 14% of Hazel Grove respondents and 23% of Lanark respondents never use the study street.

Table 6

Frequency of Visit to Specified Centre

	Hazel Grove	Lanark
	%	%
Every day	7	16
Almost every day	5	5
3 - 4 times/week	11	10
1 - 2 times/week	39	24
1 - 3 times/month	7	6
About once/month	5	7
Less once/month	16	17
Never	10	15
	(N=200)	(N=211)

3.1.4 Table 7 presents information on frequency of visit to the study street for those who ever visit it, and compares the results with those from the pedestrian interviews. Percentages for the two centres are generally similar, except that once again respondents are somewhat more likely to visit Lanark frequently. However, there are marked differences between responses from the household and pedestrian surveys. On-street respondents are three times more likely to visit the street daily. While this is an inevitable byproduct of the two sampling procedures, it needs to be borne in mind in interpreting the results.

Table 7

Frequency of Visit to Specified Street

Frequency	Hazel Grove		Lanark	
	Resident %	Pedestrian %	Resident %	Pedestrian %
Every day	4	20	16	43
Almost every day	7)		5)	
3 - 4 x week	14)	30	16)	17
1 - 2 x week	46	23	32	17
1 - 3 x month	6)		9)	
About once/month	9)	19	9)	16
Less once month	14	8	13	6
	(N=180)	(N=452)	(N=179)	(N=304)

3.1.5 Table 8 indicates the purposes of household respondents' journeys to the centres. It shows that the predominant purpose is shopping, mainly for food. Only 10% of respondents in Hazel Grove work there, and only 1% in Lanark. Larger percentages travel through to work, but it is clear that it is as shoppers that the majority of the respondents experience the centres in question. Further analysis has concentrated on reasons for choosing particular centres for shopping.

Table 8

Reasons for Visiting Specified Centre
(% of Respondents to Household Survey)

Purpose	Hazel Grove	Lanark
	%	%
Shopping: food	68	46
Shopping: non-food	18	25
Work in Centre	10	1
Travelling through to work	21	10
Education	<1	4
Entertainment (daytime)	<1	2
Entertainment (evening)	<1	2
	(N=200)	(N=211)

3.1.6 Table 9 indicates the mode usually used to gain access to the centre, and compares the residents' and pedestrians' responses. In both cases only around 25% of residents report walking as their usual mode; among the others car is much more dominant in Hazel Grove. The on-street surveys found the same differences between centres for motorised modes, but much larger proportions of walkers. This difference is probably explained by the designation of catchment areas, in which half the respondents are beyond the natural walking distance from the centre.

Table 9

Usual Mode of Travel to Specified Centre

Mode	Hazel Grove		Lanark	
	Resident	Pedestrian	Resident	Pedestrian
	%	%	%	%
Car	69	41	49	36
Bus	3	10	24	20
Walk	25	47	27	40
Bicycle	2	1	<1	<1
	(N=180)	(N=452)	(N=179)	(N=304)

3.1.7 Table 10 indicates the frequency with which respondents shop for food and non-food items at any centre. Patterns for food shopping are similar in the two locations, with around 80% shopping for food at least once a week. Only 33% of Hazel Grove respondents and 21% at Lanark shop for non-food items as frequently as this. Hazel Grove was the main food shopping centre for almost half the respondents (Table 11), with Stockport as the

only significant alternative centre at 29%. Hazel Grove had been used for the last main food shopping trip by 51% of respondents. The position in Lanark was very different, with only 17% seeing Lanark as their main food shopping centre, and only 24% using it for their last food shopping, and with four other substantially used centres. Neither centre was used extensively for non-food shopping (Table 12). The impression gained is of Lanark residents either having, or choosing to use, a wider range of alternative centres than Hazel Grove residents.

Table 10

Frequency of Shopping for Food/Non-Food Items*

Food	Hazel Grove	Lanark
	%	%
Every day	4	8
Almost every day	3	8
3 - 4 times a week	10	11
1 - 2 times a week	64	57
1 - 3 times a month	7	11
About once a month	7	4
Less once a month	< 1	1
Never	5	0
Non-Food		
Every day	< 1	1
Almost every day	< 1	1
3 - 4 times a week	16	2
1 - 2 times a week	17	17
1 - 3 times a month	6	23
About once a month	30	14
Less once a month	30	41
Never	1	1
	(N=200)	(N=211)

* All shopping trips: not just to specified centre

Table 11
Location of Main Food Shopping

Hazel Grove	%	Lanark	%
Hazel Grove	49	Lanark	17
Stockport	29	Hamilton	17
Manchester	3	Motherwell	10
Macclesfield	2	Larkhall	10
Offerton	2	Lesmahagow	8
Cheadle	2	Wishaw	2
Poynton	2	Livingstone	4
Others <1	11	Blantyine	3
		Douglas	3
		Carluke	2
		Kirkmuirhill	2
		Others <1	21
	(N=200)		(N=211)

Location of LAST Main Food Shopping

Hazel Grove	%	Lanark	%
Hazel Grove	51	Lanark	24
Stockport	31	Hamilton	11
Macclesfield	5	Motherwell	10
		Larkhall	9
		Lesmahagow	9
		Livingstone	6
		Douglas	6
		Kirkmuirhill	4
	(N=200)		(N=211)

3.1.8 This analysis of responses suggests that it may be useful to compare responses to the pedestrian environment not just between inner and outer catchment areas, but also between those who visit the pedestrian interview street frequently and infrequently (Tables 6 and 7), and between those who do, and do not, see the centre as their main food shopping centre (Table 11). It was not felt that comparisons between different reasons for visiting the centre (Table 8) would be of any value since the sample sizes for purposes other than shopping were too small. Section 3.2 reports the results for all respondents; while Sections 3.3, 3.4 and 3.5 consider responses for each of these subgroupings. Section 3.6 summarises respondents' comments on the centres and the interview streets.

Table 12
Location of Main Non-Food Shopping

Hazel Grove	%	Lanark	%
Hazel Grove	19	Lanark	4
Stockport	65	Hamilton	39
Manchester	3	Glasgow	27
Cheadle	2	Motherwell	4
Macclesfield	3	Others each	< 1
Bramhall	2		
Catalogue	2		
Others each	< 1		
	(N=200)		(N=211)

Location of LAST Main Non-Food Shopping

Hazel Grove		Lanark	
Hazel Grove	14	Lanark	8
Stockport	69	Hamilton	34
Manchester	4	Glasgow	23
Macclesfield	2	Edinburgh	6
Cheadle	2	Catalogue	4
Wilmslow	2	Others each	< 1
Bramhall	1		
Catalogue	1		
Poyton	1		
Others each	< 1		
	(N=200)		(N=211)

3.2 All Household Respondents' Assessments of Pedestrian Interview Streets

3.2.1 Table 13 shows ratings of overall nuisance in London Road and High Street for those who visited the street. 41% of respondents in Hazel Grove rate London Road as Bad or Very Bad for pedestrians compared to only 7% who rate High Street in Lanark similarly.

3.2.2 Household respondents in Hazel Grove rate conditions more favourably than pedestrians in the on-street interviews as indicated by the median rating score. There was no difference between the household and on-street interviews in terms of the median overall nuisance rating of High Street, Lanark.

3.2.3 Table 14 shows median ratings of 17 constructs (12 of which were also used in on-street interviews) for those who visited the street. In Hazel Grove 'traffic noise' and 'amount of traffic' were rated worst. No item achieved a median rating score of more than 4.0. Assessments for pavement condition, safety, fumes and fear were rated less favourably in the on-street interviews than in the residents' assessments.

Table 13

Comparison of London Road and High Street by Rating of Overall Nuisance

	London Road Hazel Grove %	High Street Lanark %
Very bad	20	3
Bad	21	4
Fairly bad	14	13
Neither good/bad	27	26
Fairly good	13	28
Good	4	19
Very good	1	5
	(N=180)	(N=180)
Median Score*	3.0 (2.0)	4.0 (4.0)

( ) = on-street interviews

*scale labelled 1 to 7 where 1 = least favourable response

Table 14

Median* Rating of Specific Features of London Road and High Street

	London Road Hazel Grove		High Street Lanark	
Shops attractive	4.0	(4.0)	4.0	(4.0)
Crowds	2.0	(2.0)	4.0	(5.0)
Traffic noise	1.0	(1.0)	4.0	(5.0)
Pavement condition	3.0	(2.0)	3.5	(3.0)
Safety when crossing	3.0	(2.0)	4.0	(4.0)
Traffic fumes	2.0	(1.0)	6.0	(5.0)
Ease of crossing	4.0	(4.0)	4.0	(4.0)
Parked vehicles	3.0	(3.0)	3.0	(5.0)
Shops interest	4.0	(4.0)	3.0	(4.0)
Fear of traffic	3.0	(2.0)	5.0	(5.0)
Amount of traffic	1.0	(1.0)	3.0	(2.0)
Like to visit	4.0	(4.0)	5.0	(5.0)
Pedestrian crossings	4.0		4.0	
Time to cross	3.0		3.0	
Litter	3.0		4.0	
Seating provision	3.0		4.0	
Toilet provision	2.0		1.0	
		(N=180)		(N=180)

( ) = on-street interviews

* scale labelled 1 to 7 where 1 = least favourable response

3.2.4 For Lanark the median ratings for three constructs were greater than 4.0. The worst rated item was the provision of toilet facilities. The comparison of on-street and residents' median rating scores show four constructs, crowds, noise, parked vehicles and shops interest, where the household assessment was less favourable than that on-street. Traffic fumes and amount of traffic were rated less favourably by pedestrians.

3.3 Differences Between Inner and Outer Catchments

3.3.1 Table 15 compares the median scores for the 18 constructs (including overall nuisance) at each location between those living in the inner and outer catchment areas. It was not clear how these two groups would compare. Inner catchment respondents would be more likely to be captive to the centre, and hence might be more critical; conversely outer catchment residents might have more opportunity to compare the centre unfavourably with competing centres.

Table 15

Median* Ratings of Attributes by Location of Address

	Hazel Grove		Lanark	
	Inner Catchment	Outer Catchment	Inner Catchment	Outer Catchment
Overall nuisance	2.0	4.0	5.0	4.0
Shops attractive	4.0	4.0	4.0	4.0
Crowds	2.0	3.0	5.0	4.0
Traffic noise	1.0	1.0	5.0	4.0
Pavement condition	3.0	4.0	3.0	4.0
Safety when crossing	2.0	4.0	4.0	4.0
Traffic fumes	1.0	2.0	5.0	6.0
Ease of crossing	3.0	4.0	5.0	4.0
Parked vehicles	3.0	5.0	3.0	2.5
Shops interest	4.0	4.0	4.0	3.0
Fear of traffic	2.0	4.0	5.0	5.0
Amount of traffic	1.0	1.0	3.0	2.0
Like to visit	4.0	4.0	5.0	5.0
Pedestrian crossings	4.0	4.0	4.0	4.0
Time to cross	3.0	4.0	3.0	3.5
Litter	3.0	3.0	4.0	5.0
Seating provision	2.0	4.0	4.0	4.0
Toilet provision	2.0	3.0	1.0	2.0
	(N=117)	(N=83)	(N=104)	(N=107)

*scale labelled 1 to 7 where 1 = least favourable response.

3.3.2 The result for Hazel Grove in fact indicate that outer catchment residents are less critical of conditions there. Median scores are higher for eleven of the 18 constructs, and lower for none. They are two scale units higher for overall nuisance, safety, parked vehicles, fear of traffic and seating.

3.3.3 Conversely, results for Lanark are more evenly balanced. Outer catchment residents' scores are lower for six constructs including overall nuisance, and higher for four.

3.3.4 In practice, as Table 16 indicates, outer catchment respondents are somewhat less likely to visit Lanark frequently, and much less likely to use either centre as their main centre for food shopping. In Lanark virtually none of the outer catchment respondents used the centre for their main food shopping.

Table 16

Percentage of Respondents Using Each Centre by Catchment Area

	Hazel Grove		Lanark	
	Inner Catchment	Outer Catchment	Inner Catchment	Outer Catchment
Visit	%	%	%	%
Over once/month	76	73	72	62
Once/month or less	24	27	28	38
Use				
centre for main food shopping	68	36	14	2
elsewhere for main food shopping	32	64	86	98
	(N=117)	(N=83)	(N=104)	(N=107)

3.4 Differences by Frequency of Visit

3.4.1 Table 17 indicates, for those who visit once a month or less, the reasons for not visiting more frequently. In Hazel Grove 20% specified general environmental factors, and a further 21% traffic-specific factors. The remainder were primarily concerned with shopping facilities. In Lanark 15% mentioned general environmental factors, and none mentioned traffic as such. However, 34% mentioned access problems, and 25% shopping factors.

3.4.2 Table 18 compares median ratings of constructs for respondents visiting once a month or less with those visiting more frequently.

3.4.3 In Hazel Grove, responses were fairly balanced; less frequent users scored the centre more highly on four constructs, but lower on a further four, including overall nuisance. No differences were greater than one scale unit.

3.4.4 By contrast in Lanark the infrequent users scored the centre more highly on twelve constructs, and two scale units higher on traffic noise, interest of shops, time to cross and litter. It would appear that factors other than the environment are discouraging them from visiting Lanark.

Table 17

Stated Reasons for Visiting Specified Centre Once a Month or Less

Hazel Grove (N = 52)	%	Lanark (N=67)	%
Environmental Factors	20	Environmental Factors	15
Nothing to attract	10	Nothing to attract	15
It's a terrible place	10		
Traffic Factors	21	Traffic Factors	0
Traffic a problem	18		
Dangerous for shopping	3		
Access Factors	12	Access Factors	34
Too far away	3	Bus travel costly/difficult	19
No bus service	3	Infirm/can't get about	10
Disabled	3	No bus service	2
Inconvenient	3	Steep Hill	3
Shopping Factors	37	Shopping Factors	25
Shops near work place	19	Better/cheaper elsewhere	20
Always shopped elsewhere	13	Always shopped elsewhere	5
No large stores	5		
Others/None	14	Others/None	25

Note: Some respondents gave more than one reason.

3.5 Differences by Location of Main Centre for Food Shopping

3.5.1 Table 19 indicates, for those who shop in the centre, the reasons for doing their main food shopping elsewhere. In Hazel Grove 73% quote shopping facilities, 15% access issues, and only 6% traffic and environmental factors. In Lanark the percentages are 63%, 29% and none. There is certainly no evidence that traffic and environmental conditions are a major deterrent.

Table 18
Median* Rating of Attributes by Frequency of Visit to Centre

	Hazel Grove		Lanark	
	> Once a month	Once month/ never	> Once a month	Once month/ never
Overall nuisance	3.0	2.0	5.0	5.0
Shops attractive	4.0	4.0	5.0	5.0
Crowds	2.0	2.0	4.0	5.0
Traffic noise	1.0	1.0	4.0	6.0
Pavement condition	3.0	3.0	3.0	4.0
Safety when crossing	3.0	3.0	4.0	5.0
Traffic fumes	2.0	1.0	6.0	7.0
Ease of crossing	3.0	4.0	4.0	5.0
Parked vehicles	3.0	4.0	3.0	2.0
Shops interest	4.0	4.0	3.0	5.0
Fear of traffic	3.0	2.0	5.0	6.0
Amount of traffic	1.0	1.0	3.0	3.0
Like to visit	4.0	3.0	5.0	6.0
Pedestrian crossing	4.0	4.0	4.0	4.0
Time to cross	3.0	4.0	3.0	5.0
Litter	3.0	3.0	4.0	6.0
Seating provision	3.0	3.0	4.0	4.0
Toilet provision	2.0	3.0	1.0	2.0
	(N=148)	(N=50)	(N=135)	(N=68)

*Scale labelled 1 to 7 where 1 = least favourable response.

Table 19
Stated Reasons for Main Shopping For Food
in Location Other Than Specified Centre

Hazel Grove (N=84)	%	Lanark (N=93)	%
Environmental Factors	0	Environmental Factors	0
Traffic Factors	6	Traffic Factors	0
Dust/noise from traffic	5		
Traffic congestion	1		
Access Factors	15	Access Factors	29
Closer to other locations	10	Closer to other locations	17
Parking difficult	5	Steep hill	8
		Bus travel difficult	4
Shopping Factors	73	Shopping Factors	63
Better shops elsewhere	29	Better shops elsewhere	35
Better facilities elsewhere	26	Better facilities elsewhere	20
Other locations nearer to work	11	Other locations nearer to work	6
Cheaper elsewhere	4		
No choice	3	No choice	2
Other/None	7	Other/None	0

Note: Some respondents gave more than one reason.

3.5.2 Table 20 compares median ratings of the constructs for those whose main food shopping is done in the centre under study with those who shop for food elsewhere. The results mirror those for Table 18. In interpreting these results it is important to note the small number of respondents shopping in Lanark.

Table 20

Median* Rating of Attributes by Location of Main Food Shopping Centre

	Hazel Grove	Elsewhere	Lanark	Elsewhere
Overall nuisance	3.0	3.0	4.0	4.0
Shops attractive	4.0	4.0	4.0	4.0
Crowds	2.0	2.0	4.0	4.0
Traffic noise	1.0	1.0	5.0	4.0
Pavement condition	3.0	3.0	2.0	4.0
Safety when crossing	3.0	3.0	2.0	5.0
Traffic fumes	2.0	1.5	6.0	6.0
Ease of crossing	4.0	3.0	5.0	5.0
Parked vehicles	3.0	4.0	2.0	3.0
Shops interest	4.0	4.0	3.0	3.0
Fear of traffic	3.0	3.0	4.0	5.0
Amount of traffic	1.0	1.0	2.0	3.0
Like to visit	4.0	3.0	4.0	5.0
Pedestrian crossings	4.0	4.0	3.0	4.0
Time to cross	3.0	3.0	5.0	4.0
Litter	3.0	3.0	3.0	5.0
Seating provision	3.0	3.0	4.0	4.0
Toilet provision	2.0	2.0	1.0	1.0
	(N=116)	(N=84)	(N=18)	(N=193)

*Scale labelled 1-7, where 1= least favourable response.

3.5.3 In Hazel Grove those shopping elsewhere score the centre as worse on three constructs, and better on one. In Lanark those shopping elsewhere score the centre as better on eight constructs including overall nuisance, and worse on two. They assign it a score three scale units higher for safety, and two scale units higher for pavement condition and litter.

3.6 Respondents' Comments and Suggestions

3.6.1 Table 21 indicates the percentages of pedestrians who stated that they found conditions when walking along the street a problem, and those who found crossing the road a problem. Almost two thirds of Hazel Grove respondents considered conditions walking along London Road a problem, and over a third found crossing the street a problem, many noting that the railings prevented crossing. The corresponding figures were lower in Lanark, with around a quarter of respondents stating that they experienced problems when walking along and crossing the streets.

Typically under a half of those perceiving a problem took action to avoid it and few specified the action taken. It is noticeable, however, that one sixth of respondents at Hazel Grove were selective as to time or day of visit in order to avoid problems.

Table 21

Percentage of Respondents who find Conditions in Specified Street a Problem as a Pedestrian

	Hazel Grove %	Lanark %
Consider conditions when walking along the street to be a problem	64	23
Take action to avoid problem	24	13
Type of Action (where specified)		
Visit at certain times of day	12	2
Visit on certain days	4	3
Consider crossing the road to be a problem	39	24
Take action to avoid crossing difficulties	15	9
Type of Action		
Wait for long gap in traffic	<1	2
Ask for help to cross	2	2

3.6.2 Respondents were asked what improvements they would wish to see made to the specified centre. Table 22 indicates the percentage giving each recorded reason as first, second or third suggestion. Only around a third of respondents suggested improvements in each centre. Reductions in traffic flow were suggested by around 15% of respondents in each centre. Improvements to pavement condition and the range and quality of shops were mentioned by around 10% in each centre.

Table 22

Respondents' Suggested Improvements to Specified Centre
(% of all respondents who visit the centre)

	Hazel Grove			Lanark		
	I	II	III	I	II	III
Pavement Quality	8	2	<1	7	2	<1
Pedestrian Facilities	2	<1	<1	3	3	<1
Reduce Amount of Traffic	8	5	<1	8	7	1
Reduce Traffic Speed	1	<1	<1	<1	<1	<1
Range/quality of shops	6	3	<1	6	3	<1
Protection from Weather	2	<1	<1	2	<1	<1
Distance to car parks/ bus stops	2	2	<1	2	2	<1

I: 1st Specified Improvement
II: 2nd Specified Improvement
III: 3rd Specified Improvement

3.6.3 Table 23 shows the suggestions made for improvements to the interview street. Larger percentages of respondents made suggestions in response to this question; in Hazel Grove over two thirds made suggestions. In Hazel Grove, 17% mentioned quality of pavements and 16% pedestrian facilities, but surprisingly few suggested improved crossings. In Lanark, the figures were 5%, 12% and 13% respectively. 13% in each centre suggested reducing the amount of traffic. 30% of Hazel Grove respondents, but none in Lanark suggested reducing traffic speed. In both centres, around two thirds of those who suggested improvements to the street claimed that they would use the street more if those improvements were made.

Table 23
Respondents' Suggested Improvements for Specified Street
(% of all respondents who visit street)

	Hazel Grove			Lanark		
Improvements	I	II	III	I	II	III
Quality of Pavements	13	2	2	3	2	-
Pedestrian Facilities	10	4	2	6	5	1
Number of Pedestrian Crossings	2	1	<1	3	2	1
Location Pedestrian Crossings	1	1	<1	4	1	2
Reduce Amount of Traffic	5	6	2	7	4	2
Reduce Traffic Speed	19	10	1	-	-	-
Others	17	15	8	18	8	3
		(N=180)			(N=179)	

4. CONCLUSIONS

4.1 Characteristics of the respondents were similar to those for the on-street surveys, except for frequency of visit and mode of access. Resident respondents were much less likely to visit the centre daily or to walk to it. These differences are inevitable given the sampling procedures, but illustrate the differences in coverage of the two survey methods.

4.2 The two centres differed in their pattern of use for shopping. While few respondents used either for non-food shopping, far more saw Hazel Grove than Lanark as their main food shopping centre. Lanark residents have, or choose to use, a wider range of alternative centres.

4.3 Respondents were asked to rate the centre overall and for each of a list of specified characteristics on the same seven point semantic scale used for on street interviews.

4.4 Hazel Grove residents tended to rate the centre more favourably than on-street respondents, while residents at Lanark gave similar ratings to those by pedestrians.

4.5 Outer catchment residents in Hazel Grove rated the centre more highly than inner catchment residents, particularly for overall nuisance. Again, there was little difference between catchments at Lanark.

4.6 Those visiting Hazel Grove less than once a month were asked their reasons for not visiting more frequently. 20% specified general environmental factors and 21% traffic specific factors. In Lanark, 15% specified general environmental factors and none traffic factors, but 34% mentioned access problems. Infrequent visitors to Hazel Grove gave similar ratings to those given by frequent visitors; at Lanark however infrequent visitors gave higher ratings for the majority of characteristics.

4.7 In both centres the majority of those not using the centre for their main food shopping gave shopping- and access- related reasons. Only 6% in Hazel Grove, and none in Lanark, specified traffic. Again, those not using Hazel Grove gave similar ratings to those who used it as their main centre, while those not using Lanark rated it more highly.

4.8 Overall, respondents in Hazel Grove appear to be mildly discouraged by traffic and environmental conditions, but those who do not visit it are much more strongly influenced by shopping facilities and access problems. In Lanark there is little evidence of concern over traffic; those not using the centre do so because of shopping facilities and access problems, and the existence of better shopping facilities at an alternative centre.

4.9 Conversely, those who suggest improvements to the centre or the interview street are more likely to cite improvements to pedestrian or traffic conditions than to shopping facilities, and a majority claim that they would use the street more if those improvements were made.

4.10 Generally, however, there is no strong evidence of trip diversion or suppression on traffic grounds even at Hazel Grove, which had the worst environmental conditions identified in the on-street surveys.

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ITS HOUSEHOLD SURVEY	CODE	COL
Location	2 0	(1-2)
Record		(3-5)
Card Number	1	(6)
		(7)
Date		(8-11)
Time Start		(12-15)
Time Finish		(16-19)
Total Interview Time		(20-22)
Introduction - Good morning/afternoon. We are conducting a survey of peoples opinions about environmental conditions in shopping centres.		
Q1 (i) At which shops or shopping centre do you do your main shopping for food?		
Write in		(23-30)
(ii) About how often do you shop for food items?		
Every day [] 1-3 x month [] Almost every day [] About once month [] 3-4 x week [] Less once month [] 1-2 x week [] Never []		(31)
(iii) At which shop or shopping centre did you do your last main shopping for food?		
Write in		(32-33)

		CODE	COL
(iv)	At which shops or shopping centre do you do your main shopping for items other than food? Write in	☐☐☐ ☐☐☐	(34-39)
(v)	About how often do you shop for items other than food? (Tick appropriate box.) Every day [] 1-3 x month [] Almost every day [] About once month [] 3-4 x week [] Less once month [] 1-2 x week [] Never []	☐	(40)
(vi)	At which shop or shopping centre did you do your last main shopping for an item other than food? Write in ----------	☐☐	(41-42)
		B L A N K	(43-45)
Q2 (i)	IF OTHER THAN LANARK (SPECIFIED CENTRE) IN Q1(iii) Why do you do your main shopping for food items in ---------- rather than Lanark? (Main reasons only. Do not prompt. Tick appropriate box.) No choice [] Near to childrens school [] Closer [] Better shops [] Compact centre [] Near to work [] Better facilities [] No reason [] Other specify	☐☐☐ ☐☐☐☐	(46-53)

		CODE	COL
(ii)	IF OTHER THAN LANARK (SPECIFIED CENTRE) IN Q1(vi)		
	Why do you do your main shopping for other than food items in _____ rather than Hazel Grove? (Main reasons only. Do not prompt. Tick appropriate box.)		
	No choice [] Near to childrens school [] Closer [] Better shops [] Compact centre [] Near to work [] Better facilities []	☐☐☐☐ ☐☐☐☐	(54-61)
	Other specify		
Q3 (i)	About how often do you visit Lanark (specified centre) on average?		
	Every day [] 1-3 x month [] Almost every day [] About once month [] 3-4 x week [] Less once month [] 1-2 x week [] Never []	☐	(62)
(ii)	IF NEVER OR LESS ONCE MONTH:		
	Why have you never visited/do you rarely visit Hazel Grove Town Centre?	☐☐☐☐ ☐☐☐☐	(63-70)
	IF NEVER FINISH INTERVIEW GO TO CLASSIFICATION DATA		

	CODE	COL
Q4 (i) Thinking about Lanark Town Centre and the times you visit do you think there are any improvements which are needed for pedestrians? Yes [] No [] IF NO GO TO Q5		(71)
(ii) What do you consider to be the most needed improvement for pedestrians? 1st _____		(72)
(iii) And which do you consider is the second most needed? 2nd _____		(73)
(iv) And which is the third most needed? 3rd _____		(74)
Q5 I'd like you now to pick a number from this scale (show card A) which describes how you feel about conditions for pedestrians at the times you visit Lanark (specified centre). Write in No. _____		(75)
	BLANK	(76-80)
Q6 (i) Do you currently go out to work? Yes [] No [] IF NO GO TO PART (v)	20 2	(1-2) (3-5) (6) (7)
(ii) Whereabouts do you work? (Obtain postal code or street.) _____		(8-9)
(iii) How do you travel to work? (Main method only.) Car [] Walk [] Bus [] Cycle [] Train [] Other: _____		(10)

	CODE	COL
(iv) On your journey to work at any stage do you travel through Lanark (specified centre)? Yes [] No []	☐	(11)
(v) For what purposes other than work do you visit Lanark Town Centre? Do not prompt. Tick appropriate box.) Shopping for food [] Daytime leisure [] Shopping for non-food [] Evening entertainment [] Education [] None [] Other specify	☐☐☐☐ ☐☐☐☐	(12-19)
Q7 (i) How do you usually travel to Lanark Town Centre? (For purposes other than work. Main method only. Do not prompt.) Car [] Train [] Bus [] Walk [] Taxi [] Bicycle [] Other specify	☐	(20)
(ii) Have any recent changes in bus services affected your travel to Lanark Town Centre for these purposes? (Do not prompt.) Yes [] No [] IF YES	☐	(21)
(iii) In what way? Write in	☐☐☐☐ ☐☐☐☐	(22-28)

	CODE	COL
(iv) Do you have a current driving licence? Yes [] No []	☐	(29)
(v) Is a car availabe to you to visit Lanark Town Centre? Yes [] No []	☐	(30)
IF YES (vi) About how often is a car available? Always [] Rarely [] Occassionally []	☐	(31)
Q8 IF OTHER THAN WALK TO Q7(i) (i) Have you walked to Lanark Town Centre in the past two weeks? Yes [] No []	☐	(32)
Q9 (i) What factors influence your decision to walk/not to walk to Lanark Town Centre from this address? (If preferred method probe for reason why preferred.) Weather [] Like a change [] Distance [] Friends Ill-health [] decision [] Need for Time of year [] exercise [] No other method [] Other specify	☐☐ ☐☐	(33-36)

		CODE	COL
Q10 (i)	Thinking now about when you visit Lanark Town Centre do you ever walk along ____B____ (specified street)?		
	Yes [] No []	☐	(37)
	IF NO		
(ii)	Why is this? (Do not prompt)	☐☐☐ ☐☐☐	(38-43)
	GO TO Q16		
	IF YES TO Q10(i)		
(iii)	How often do you walk along B? (Tick appropriate box.)		
	Every day [] Almost every day [] 3-4 x week [] 1-2 x week [] 1-3 x month [] About once month [] Less once month []	-	
(iv)	How would you describe conditions along B (specified street) for pedestrians generally? (Do not prompt.)		
	Write in	☐☐☐ ☐☐☐	(45-50)

	CODE	COL
(v) Do you consider these conditions a problem for you as a pedestrian? Yes [] No [] IF NO GO TO Q11	☐	(51)
(vi) Do you take any action to avoid these problems? Yes [] No [] IF YES	☐	(52)
(vii) In what way? (Do not prompt.) Write in	☐☐☐ ☐☐☐	(53-58)
Q11 (i) Do you ever cross B (specified street)? Yes [] No [] IF NO	☐	(59)
(ii) Why is this? (Do not prompt)	☐☐☐ ☐☐☐	(60-65)
GO TO Q12	BLANK	(66)

	CODE	COL
IF YES TO Q11(i)		
(iii) How would you describe conditions for pedestrians crossing B (specified street)? (Do not prompt.)		
Write in	[ ][ ][ ]	(67-72)
	[ ][ ][ ]	
(iv) Do you consider these conditions a problem for you as a pedestrian?		
Yes [] No []	[ ]	(73)
IF NO GO TO Q12		
(v) Do you take any action to avoid these problems?		
Yes [] No []	[ ]	(74)
IF YES		
(vi) In what way?		
	[ ][ ][ ]	(75-80)
	[ ][ ][ ]	
	20	(1-2)
		(3-5)
	3	(6)

		CODE	COL
Q12	Could you pick a number from this scale (show card A) which describes how you feel about conditions overall for pedestrians at the times you visit B (specified street)?		
	Write in No. _____		(7)
Q13	Next we have a list of features (show cards) which are typical of streets in any town. Thinking now about when you visit B (specified street) could you pick a number for each scale which describes how you feel about these features in this street? (Write number in appropriate box.)		
	(i) shops — attractive/ unattractive		(8-24)
	(ii) pavements — crowded/ room		
	(iii) traffic — noisy/ not noisy		
	(iv) pavements — poor condition/ good condition		
	(v) safety — safe/ not safe		
	(vi) fumes — problem/ not a problem		
	(vii) crossing — easy/ difficult		
	(viii) parking — obstructing/ not osbstructing		
	(ix) shops — interesting/ not interesting		
	(x) pavements/ traffic — safe/ intimidating		
	(xi) traffic — too much/ about right		
	(xii) street — like/ don't like		
	(a) pedestrian crossings — too few/ too many		
	(b) crossing signals — plenty of time/ not enough time		
	(c) litter — untidy/ free from litter		
	(d) seating — adequate/ inadequate		
	(e) toilets — adequate/ inadequate		
		(BLANK)	(25-28)

		CODE	COL
Q14 (i)	Thinking about B and the time you visit do you think there are any improvements which are needed for pedestrians like yourself? Yes [] No [] (IF NONE GO TO Q16)	☐	(29)
(ii)	What do you consider are the most needed improvements for pedestrians like yourself? (Do not prompt.) 1st _____	☐	(30)
(iii)	And which is the second most needed? (Do not prompt. Write in.) 2nd _____	☐	(31)
(iv)	And which is the third most needed? (Do not prompt. Write in.) 3rd _____	☐	(32)
Q15	Do you think that if these improvements were made you would visit B (street) more often? Yes [] No []	☐	(33)
Q16	Finally, are there any other reasons we haven't discussed which affect the number of times you visit Lanark Town Centre? (Do not prompt.)	☐☐ ☐☐	(34-37)
		BLANK	(38)

CLASSIFICATION DATA		
(i) Sex — Male [] Female []		(39)
(ii) Age — 18 []; 19 - 24 []; 25 - 34 []; 35 - 44 []; 45 - 54 []; 55 - 64 []; 65 []		(40)
(iii) Walking ability of respondent — Fully able [] Disability []		(41)
(If disabled specify) _____		
(iv) Address of Respondent _____ _____ _____		(42-45)
(v) Initials of Interviewer _____		(46-47)

Thank you for your co-operation. Your responses will be treated in the utmost confidence.

Survey2
pgh/plh
13 2 87

CONTACT SHEET FOR INTERVIEWERS

For each household where you fail to achieve an interview fill in the details specified below.

Date	Time Called	Address	Reason for non interview

SHOWCARD B

Shops Unattractive	1	2	3	4	5	6	7	Shops Attractive
Pavements Generally Crowded	1	2	3	4	5	6	7	Pavements Generally Plenty of Room
Traffic Noisy	1	2	3	4	5	6	7	Traffic Not Noisy
Pavements in Poor Condition	1	2	3	4	5	6	7	Pavements in Good Condition
Generally Not Safe Crossing Street	1	2	3	4	5	6	7	Generally Safe Crossing Street
Traffic Fumes a Problem	1	2	3	4	5	6	7	Traffic Fumes Not a Problem

SHOWCARD C

Parked Vehicles Obstructing	1	2	3	4	5	6	7	Parked Vehicles No Problem
Generally Difficult to Cross Street	1	2	3	4	5	6	7	Generally Easy to Cross Street
Shops Uninteresting	1	2	3	4	5	6	7	Shops Interesting
Not Safe from Traffic	1	2	3	4	5	6	7	[redacted] Safe from Traffic
Too Much Traffic	1	2	3	4	5	6	7	About Right Amount of Traffic
Street Do Not Like to Visit	1	2	3	4	5	6	7	Street Like to Visit

SHOWCARD D

Too Few Pedestrian Crossings	1	2	3	4	5	6	7	About Right Amount of Pedestrian Crossings
Not Enough Time At Pedestrian Crossing	1	2	3	4	5	6	7	Plenty of Time at Pedestrian Crossings
Street Untidy from Litter	1	2	3	4	5	6	7	Street Free from Litter
Seating for Pedestrians Inadequate	1	2	3	4	5	6	7	Seating for Pedestrians Adequate
Toilet Provision for Pedestrians Inadequate	1	2	3	4	5	6	7	Toilet Provision for Pedestrians Adequate

SHOWCARD (1)
pgh/plh
20 2 87

D R A F T

NOTES FOR INTERVIEWERS

Supplied

1. Interview Forms
2. Show Cards
3. Household Addresses
4. Contact Sheet

* *
*
* This questionnaire is about peoples opinions of the
*
* conditions for pedestrians in those places where they
*
* shop. We are interested in their views as pedestrians
*
* of the conditions they experience whenever they visit
*
* Lanark/Hazel Grove
*
* *

THE QUESTIONNAIRE

The questionnaire has been designed to be completed on average in 20 minutes. Obviously some respondents will take a little longer, others less than this amount.

We have included a number of open ended questions to allow the respondent a wide range of views or opinions about the particular topic. In these questions you are required to write down all the information given by the respondent which we will then code. It is important that you do not prompt the respondent on those questions.

The following notes are for your attention and are based on extensive pilot studies. Please read these carefully. Any queries should be raised immediately with the survey supervisor.

CALL BACK PROCEDURE:

If, when you call at a household and there is no reply we want you to note the date and time when you called and to post a note stating the date and time when you will call back. This should be followed whenever possible with a telephone call to ensure the date and time is convenient. If when you recall there is no reply we would like you to repeat the above procedure once more. If on thiss third visit there is still no reply when you call back then note this as a failed interview.

QUESTIONS TO BE COMPLETED BY INTERVIEWER

Q1(i) At which shops or shopping centre do you do your main shopping for food?

We are interested in the individuals shopping trips which may be to purchase food for themselves and/or other members of the household. We do not want the individuals to indicate where other members of the household shop for food. If the respondent does not shop for food at any shop or centre then go to Q1(iv). Note a shopping trip for food can include single items but excludes newsagents restaurants or take-away food facilities. Respondents may give more than one shop or centre. Emphasise that we are interested in the main shopping trips either in terms of the amount of money spent per week or month and/or the number of visits to a shop or centre. Obtain up to three shops or centres. For each shop or centre we would like the

street or centre where they are located e.g. Greengrocers, Kirkstall Road; Arndale Centre, Headingley.

(ii) About How Often Do You Shop for Food Items?

Here we are interested in how often the respondent shops for all food items. This does not include visits to newsagents, off-licences, restaurants or take-away food facilities.

(iii) At which shop or shopping centre did you do your last main shopping for food?

This will probably be one of the shops or shopping centres mentioned in part (i). If this shop or centre is other than in Q1(i) then this response is used for Q2(i).

(iv) At which shops or shopping centre do you do your main shopping for items other than food?

As in part (i) people may provide more than one response. Again main shopping refers to amount of money spent and/or number of visits. NB: Maybe many sub-divisions. If persons states a large number of shops or centres for different items e.g. hardware, furniture, household goods, electrical, DIY, motoring etc. then obtain the shops or centres for the last 3 trips for any item other than food. As in part (i) if the person states they never shop for these items you should proceed to either Q2(i) or Q3(i).

(v) About how often do you shop for items other than food?

As for part (ii).

(vi) At which shop or shopping centre did you do your last main shopping for an item other than food?

As for part (iv).

Q2(i) Why do you do your main shopping for food in Q1(ii) rather than (X) .....

This question is asked of those respondents who did their last main shopping for food in a centre or shop not in X. For the purpose of this study ------ is defined as the streets shown on the map provided.

Do not prompt the respondent. Tick appropriate boxes where the reasons provided by the respondent match the categories provided. Write in response if in any doubt about whether covered by the list. Obtain up to four reasons.

(ii) As for part (i)

Q3(i) About how often do you visit X on average?

To be asked of all respondents. The question refers to visits for all purposes. On average means average frequency during the past 12 months.

(ii) For those people who have never visited the town centre or who have visited less than once a month over past 12 months we would like to know why this is. These responses are likely to be varied and we would like you

o note down fully the different reasons given. All reasons are valid. Do not prompt the respondent.

If the respondent has never visited X town centre we would like you to finish the interview. Obtain the classification details for the respondent.

Q4(i) Do you think there are any improvements which are needed for pedestrians?

Tick appropriate box. Ask the respondent to think about the times he/she visits X town centre as a pedestrian and to think of any improvements they consider are needed.

These improvements may relate to the provision of pedestrian facilities or to conditions for pedestrians such as crowding on a pavement, noise etc. We are concerned with respondents own view of the town centre , not people such as children, parents, or spouse who accompany them regularly on visits to X town centre. As these responses are likely to be varied we want you to note as fully as possible the way in which the particular improvement is described.

(ii-iv) What do you consider to be the most needed improvement?

If a person indicates that there are several improvements needed we would like to know which is considered to be the most needed improvement, and if there are more than two, which the next, and the next

fter that. Write in each response in as much detail as is provided by the respondent.

Q5 I'd now like you to pick a number from this scale.....

This question requires you to hand showcard A to the respondent. This card is a seven point scale. Here a 7 indicates a favourable response to the centre and a 1 an unfavourable response. A 4 indicates a neutral feeling towards conditions. Other numbers reflect varying degrees of favourable or unfavourable feeling. We want the respondent to select a category from the showcard which describes how he or she feel about conditions for pedestrians in X town centre. Emphasise to each respondent that this category should reflect his or her overall opinion for all visits to X town centre as pedestrians.

Q6(i) Do you currently go out to work?

Tick appropriate box. Current work includes paid part-time jobs of any description and duration. Respondents on Youth Opportunities, MSC funded or voluntary unpaid schemes are included in this category. If the person does not work then go to part (v) of this question.

(ii) Whereabouts do you work?

Obtain the postal address or street/town of the respondents workplace. If respondent has more than one paid job obtain postcode of workplace address for main

job only. If postcode is not known then obtain street and/or district or town in which person works.

(iii) How do you travel to work?

Tick appropriate box. For each respondent find out how they usually travel to work. If different method used on different days then obtain the method which is used most frequently. If different modes are used on journey e.g. walk/bus, cycle/train obtain the main method which involves the most time. Note we are only interested in the journey to work.

(iv) On your journey to/from work do you travel through X town centre?

X town centre here refers to those streets indicated on map provided. Here we are interested in the usual or most regular journey to/from work. This refers to journeys made by any mode of travel. We do not want to know about journeys made as part of work or journeys which used to be made through X town centre.

(v) For what purposes other than work do you visit X town centre?

Tick appropriate box. To be asked of all respondents. This question refers to all journeys other than those in (ii-iv), e.g. shopping, education, entertainment which involved a visit to X town centre. For reasons other than these specified, note as fully as possible in space provided.

Q7(i) How do you usually travel to X town centre?

Tick appropriate box. This question refers to those purposes listed in Q6(v). If different methods are used on different days, or for different purposes then obtain the method used most frequently.

(ii) Have any changes in bus service affected your travel to X town centre?

Tick appropriate box. This question is designed to find out whether bus deregulation had made it easier or more difficult for the respondent to travel to X town centre. We do not want you to prompt on this question.

If the respondent replies "yes" to this question part (iii) asks them to describe in what way it has affected them. Note responses as fully as possible. Note especially whether the changes have affected the number of days (per month) that the person visits the town centre or the time of day they visit.

(iv) Do you have a current car licence?

A straightforward Yes or No response.

(v) Is a car available to you to visit X town centre?

This question is intended to find out whether the respondent either owns a car, or belongs to a household with a car which is available to them either as a driver or a passenger. Cars owned by relatives or friends who live in the household are included in this category.

(vi) If a car is available we would like to know whether it is always, occassionally or rarely available. If a person states that a car is available if they telephone a friend or neighbour count this as 'occassionally' available.

Q8 Have you walked to X town centre in the past two weeks?

To be asked of all respondents. A "Yes" reply indicates that the person has walked from the home address to the town centre (see map) and walked back again e.g. a complete round trip. These journeys can be for any purpose.

Q9 What factors influence your decision to walk/not walk to X town centre from this address?

To be asked of all respondents. This question relates to those walk journeys made/not made during the past two weeks. Do not prompt the respondent. Tick appropriate boxes otherwise note fully the respondents reply. If a person replies that he/she likes/dislikes walking ask them why they do/do not like walking.

Q10(i) Thinking now about when you visit X town centre do you ever walk along B?

In this question we want you to turn the respondents' attention to a particular street (B) --- in X --- and whether on their visits (for any purpose) they have ever walked along this street. For the purpose of this study Street B is defined as the length of street

indicated on the accompanying maps. You should make this clear to the respondent.

(ii) If the respondent states No to the above question we would like you to inquire why this is. Note down responses as fully as possible then go to Q16.

(iii) For those who state they do walk along street B we would like to find out approximately how often. Tick appropriate box.

(iv) The next part of this question then allows the respondent to describe in their own terms conditions for pedestrians in street B. We do not want you to prompt respondents on this question, although you should ask them to consider conditions for themselves and for other people. Note down fully all the ways in which the respondent describes conditions for pedestrians. All information is relevant to our study however detailed.

(v) If the person provides a list of descriptions to the previous question it may already be apparent that they consider these conditions a problem for themselves. To be certain however we would like you to ask the respondent whether the descriptions they have provided are a problem for themselves. If they are not considered a problem then go to Q11.

(vi) For those people who have stated that conditions in street B are a problem we want to know if the respondent takes any action to avoid these problems. If the respondent inquires what is meant by action we do not want you to prompt any specific behaviour responses such as hurrying in crossing the road. Rather, we would like you to ask them whether they behave or feel differently as a pedestrian on street B rather than on other streets in the town centre. If "Yes" to this question tick appropriate box.

(vii) If the respondent states that he/she does feel and behave differently on street B then ask them in part (vii) to explain. Again note as fully as possible the responses given. Note whether the feeling/behaviour is frequent or infrequent, under what conditions it occurs and in which situations.

Q11 As for Q10 specifying crossing rather than walking along street B.

Q12 As for Q5 specifying street B rather than overall town centre. Use showcard A.

Q13 Thinking now about when you visit B could you pick a number for each scale which describes how you feel about these features in this street?

This question involves showcards B, C and D. These cards are to be handed to the respondent in turn. The respondent is asked to pick a number which describes

his/her feelings about street B when actually there. Again we are interested in the respondents own views of Street B which he or she has previously indicated they visit. These scales are numbered one to seven. These numbers are to reflect the individuals judgement of a particular feature in a street. These judgements are of the street overall, at those times when they visit, and not of times when they may avoid it for whatever reason. When you hand the card over you emphasis that a number 7 indicates a high level of satisfaction about the particular feature in the street whilst a 1 indicates a very unsatisfactory feeling. A 4 represents a neutral feeling toward the feature. Other numbers represent varying degrees of feeling toward the individual feature.

When you present the show cards to the respondent you should asks them to look at both ends of the scale. For example the first scale has 'shops and buildings are attractive' at one end and 'shops and buildings are unattractive' at the other end. You then ask them to consider which description best describes Street B which they have previously indicated they visit. If they say that the shops and buildings are neither attractive nor unattractive this will be represented by a 4 on the scale. If one end of the scale is indicated as the individuals perception of Street B you then ask how attractive or unattractive they find the

street and to pick a number which reflects this description. For example an individual may state Street B is quite attractive in which case you would ask them which number they consider reflects this description (a 5 or 6). Alternatively they may automatically select a number in which case you would read out what this number represents. Forexample if the respondent selects a number 5 you would say that "you find this street fairly attractive". If he/she disagree with this description you should ask what a number 5 means to them. The purpose of this is to make absolutely clear to the respondent what a number on the scale means. The respondent is allowed to change the number after this if he/she wishes. It is <u>important</u> however that you do not prompt the individual for a number <u>nor</u> write in a number on the form without explaining to the respondent what the number represents.

For each scale obviously the verbal labes are different. You should read these out in every case and follow the above procedure for selecting a number. This part of the questionnaire is dependent upon your skill as an interviewer to allow the respondent to reach a decision about a street which he/she understands and is happy with.

The following notes are to help you overcome any queries from respondents about what the verbal labels on each scale actually means.

Classification

Shops and Buildings: refers to the appearance of shops and buildings in a street. Where there are half built buildings in any street and these are mentioned by the respondent they should be asked to consider the street when they last visited it. i.e. when the building was under construction.

Pavements and Pedestrians: refers to the effects of crowds on pavements and any difficulties encountered because of these.

Traffic Noise: refers to traffic noise only. This should be made clear. Refers to all types of traffic noise. Short term noises such as pneumatic drills are not truly representative and if raised as a point the respondent should be asked to ignore it as far as possible.

Pavements: refers to the quality of the paving surface including broken slabs and uneven surfaces created by such things as repairs to gas or water mains. These do not refer to dust and dirt, ice and snow or the cleanliness of pavement.

Safety: refers to how safe from road traffic a person feels when crossing the street generally.

Traffic Fumes: refers to the smell or sight, or irritation of fumes from road traffic.

Parked Vehicles: refers to vehicles parked either in the street, on the pavement or service vehicles unloading. Cars entering car parks are not included in this category.

Road Crossing: refers to crossing the road at any point where the respondent wants to cross the road. Note, a road may be easy to cross but unsafe at times. A respondent may say that a road is easy to cross if they use a crossing. In this event state that we are interested in their overall view of Street B for crossing.

Shops: Interesting: refers to the shops in the street which the person may or may not visit.

Safety from Traffic: refers to how safe or secure people feel from traffic when they are walking along the pavements in Street B. This is distinct from safety whilst crossing the road in that a person may feel intimidated by traffic when they are actually on the pavements.

Amount of Traffic: refers to whether the respondent feels the amount of traffic in the street generally is too much or about the right amount.

Like the Street: refers to whether overall the person actually likes the street either to visit or to walk along.

Pedestrian Crossings: refers to the provision of pedestrian crossings in street B where the respondent visits. A person may consider there are too few or about the right amount for the visits they make.

Crossing Signals: where the respondent crosses a road at a signalised junction or a pelican crossing they may consider that there is plenty of time for crossing or they have not enough time.

Litter: refers to whether a street is perceived as being free from litter or untidy. Litter can refer to any general untidiness and not simply discarded wrapping material. This includes the cleanliness of pavements.

Seating: refers to seating on-street for pedestrians. This feature refers to whether people consider the seating is adequate/inadequate for them. People may say that they don't need seating. In this case you should repeat whether they find the provision of seating adequate or inadequate for their needs.

Toilets: refers to the provision of toilets. If people claim there aren't any toilets ask them whether this is adequate or inadequate for their needs.

Q14 As for Q4 but specifying street B.

Q15 Do you think if these improvements were made you would visit street B more often?

A straightforward Yes/No question.

Q16 Any other reasons which affect the number of times you would visit X town centre?

This provides space for responses which may have occured earlier in the interview to be discussed and noted or else for the respondent to provide in their own words the reasons why they don't visit X town centre.

CLASSIFICATION DATA

This data refers to the respondent and not to anyone else in the household. We would like you to estimate the persons age.

If during the interview a person has indicated some form of disability or health problem then tick the box labelled disabled and specify beneath any detail regarding this disability.