

Route User Intercept Survey Report

Conwy, Conwy County Borough - Wales Rural Development Fund

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About Sustrans

Sustrans is the charity making it easier for people to walk and cycle. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

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Sustrans' Research and Monitoring Unit has pioneered the development of monitoring and evaluation of sustainable travel interventions. We measure the impacts of our own work, and that of partners and clients across the UK. We also undertake research collaborations with consultants and academic groups.

Our aim is to establish effective, valid and rigorous ways of measuring a wide range of interventions. With others, we have developed a robust body of evidence assessing the value of sustainable travel.

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Introduction

This is a report of data collected at a single point on the route during August and September 2017. Route users were interviewed during four 12-hour survey periods, a term time weekday and weekend day, and a holiday weekday and weekend day. Manual count data was collected during the same four 12-hour periods.

Survey site

The survey site is located on Conwy Cob between Llandudno Junction and Conwy (town) within Conwy County Borough. The site is on a traffic free route at the junction of NCN5 between Llandudno Junction and Conwy and the Conwy Estuary Trail which heads North to Deganwy and Llandudno (West Shore).



The total number of route users counted over the four day survey period was 4,660. 143 interviews were conducted over the same period with adults (16+), giving a response rate of 3%. Of these interviews 6 were with cyclists, 131 were with pedestrians and 6 with joggers. During this period a total of 844 potential interviews were declined. The three most cited reasons for declining interviews were: 329 refused, 224 did not stop and 67 preoccupied.

Key findings

The current annual usage estimate at Conwy Cob is 438,361. It is estimated that 48,337 users will be cyclists, 381,534 pedestrians and 8,490 other types of route users. Modes of transport in the 'other' category include joggers.

The three main purposeful uses for the route are: commuting (39%), shopping (27%), and in course of work (12%).

67% of route users make this journey at least once a week.

The following sections of the report outline both manual count and survey data. Data are shown for all survey respondents, followed by pedestrians and cyclists. Please note that due to rounding the totals in some cases do not add up to 100%. In some cases, the total number of responses presented will not equal the total number of respondents to the survey as not all questions are asked of all respondents.

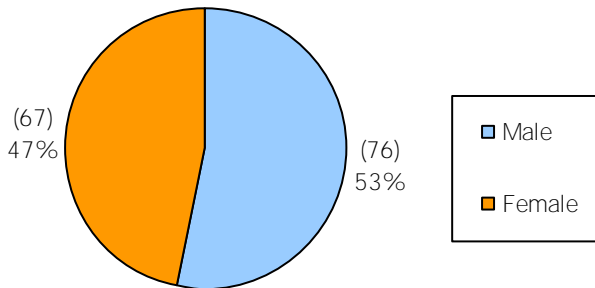
Manual Count Data

	Cyclists	Cyclists %	Pedestrians	Pedestrians %	Other	Other %	All
Weekday school holiday (Co) 12/11/13]TJ EN 102 day	172	100%	1,085	87%	69	5%	1,276
Weekend school holiday	172						

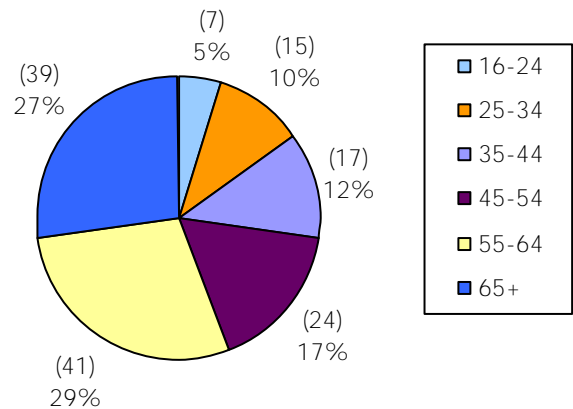
Survey data - All

The following section of the report outlines data collected during the four day survey period from respondents aged 16 or over and includes data from pedestrians, cyclists and other users (including joggers). Each respondent has consented to their data being processed by Sustrans and included in the following summary.

Sex (143 respondents)



Age (143 respondents)



Ethnicity (143 respondents)

99.3% (142) - White
0.7% (1) - Other Asian

Employment (141 respondents)

46% (65) - Employed full time (30+hours)
11% (16) - Employed part time
3% (4) - Looking after home/family
1% (2) - Unemployed/sick leave
37% (52) - Retired
1% (2) - Studying

Health (143 respondents)

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

4% (6) - Yes, limited a lot
6% (8) - Yes, limited a little
87% (125) - No
3% (4) - Prefer not to say

Respondents were asked if this route had helped them to increase the amount of physical activity they regularly take

50% (72) - Yes, by a large amount
31% (44) - Yes, by a small amount
19% (27) - No

Respondents were asked to rate their general health over the last four weeks

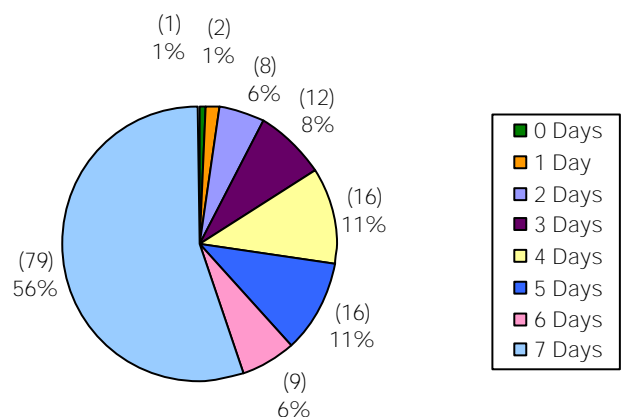
31% (44) - Excellent
50% (72) - Very Good
13% (19) - Good
5% (7) - Fair
1% (1) - Poor

Cycling status (6 respondents)

Respondents that said they cycled were asked what sort of cyclists they were

17% (1) - Experienced, occasional cyclist
83% (5) - Experienced, regular cyclist

Physical activity - Last 7 days (143 respondents)

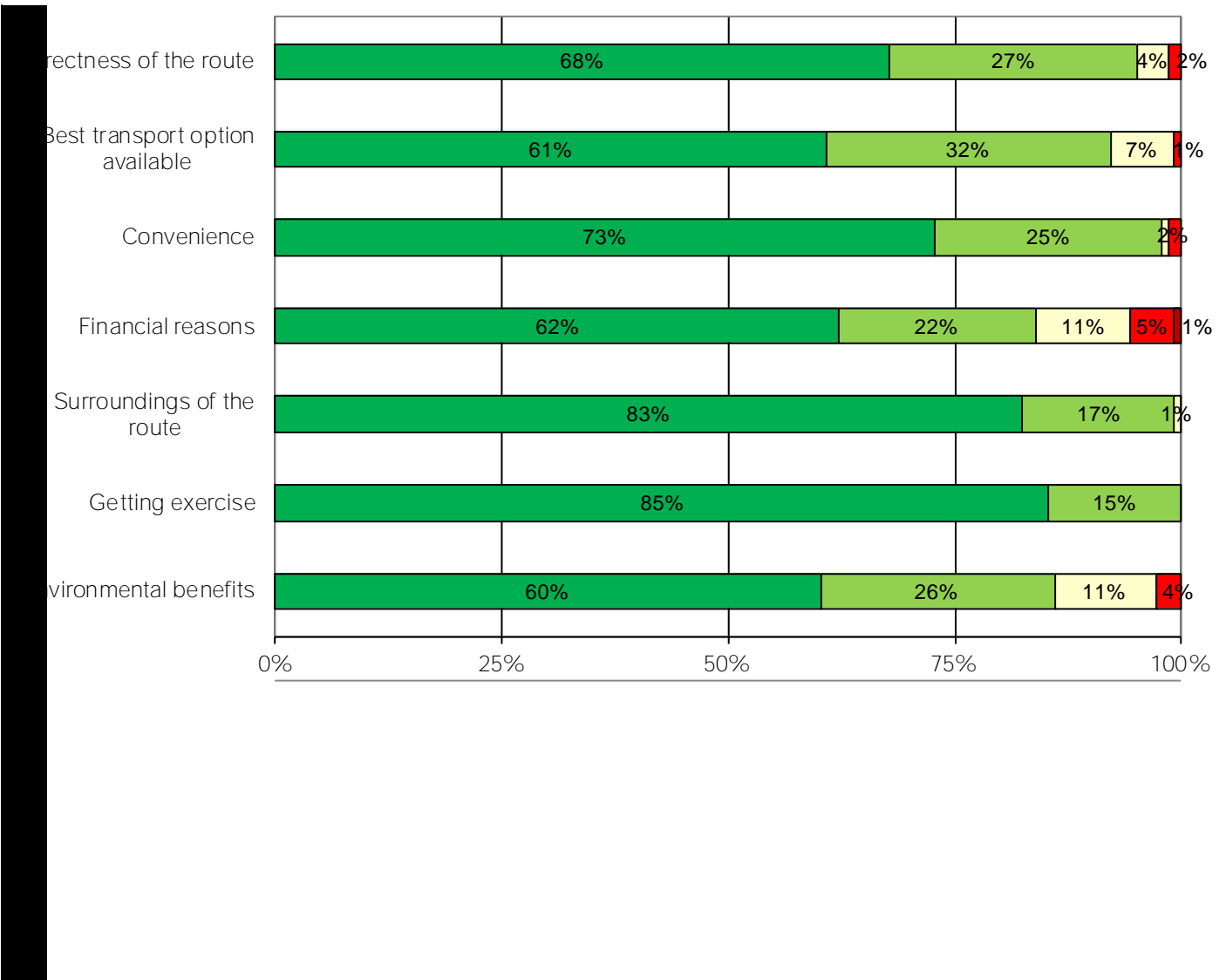


73% of all route users surveyed meet the Chief Medical Officer's minimum requirements for physical activity of 30 minutes or more on 5 or more days per week.



Factors influencing route usage (143 respondents)

Respondents were asked to rate how strongly they agreed or disagreed with the following factors when considering what influenced their decision to use the route. The graph indicates the percentage of respondents in each category and the datasheet shows the number of respondents in each category.



All respondents either agreed or strongly agreed that getting exercise had influenced their decision to use the route. The second strongest influence was the surroundings of the route with 99% of respondents either agreeing or strongly agreeing this was a factor influencing their usage.

Safety (143 respondents)

Respondents were asked to think about how strongly they agreed or disagreed with the following questions about safety. There was least agreement among respondents that the route was well lit, with only 66% (94) agreeing the route was safe in this respect. Users agree or strongly agree they can move freely (97%, 138) and that they feel relaxed when using the route (96%, 137).

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
It is well lit	22%	44%	26%	8%	1%
I can move freely	65%	32%	2%	1%	0%
I feel relaxed	72%	24%	3%	1%	0%



Travel behaviour (143 respondents)

Respondents were asked how often they make this journey

22% (31) - Daily

27% (38) - 2-5 times a week

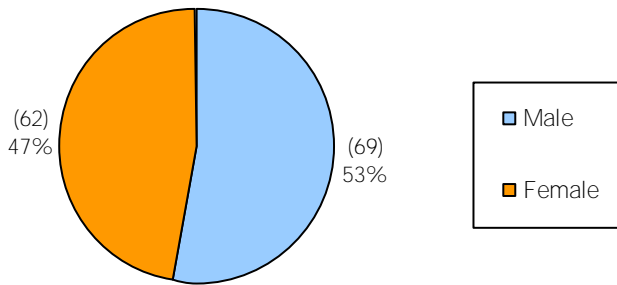
19% (27) - Weekly

1% (2) - Fortnightly

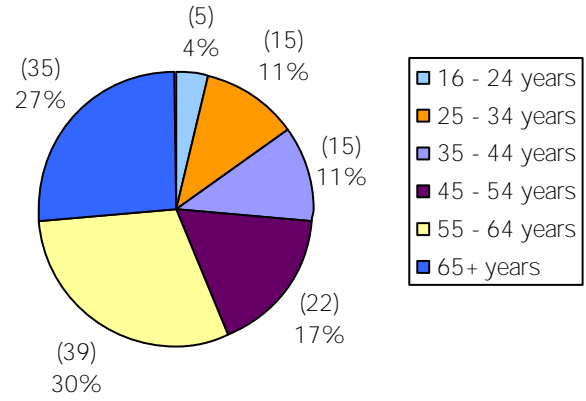
11% (15) -

Survey data - Pedestrians

Sex (131 respondents)



Age (131 respondents)



99% (130) - White
1% (1) - Other Asian

Journey purpose (24 respondents)

Recreational/ Tourist users (111 respondents)

Expenditure by leisure walkers at Conwy

The Leisure Walking Expenditure Model has been used to estimate the economic impact of the recreational walking usage at Conwy Cob. It is estimated that the 316,673 leisure walking trips on the route at Conwy Cob generate the following:

The estimated total annual recreational spend generated by the observed usage on the route is £3,110,561.11 per annum, across accommodation, food and drink, retail and transport in the local economy.

The direct and indirect employment supported by this pedestrian usage is estimated to be 71.2 FTE jobs per annum.

Travel behaviour (131 respondents)

Respondents were asked how often they make this journey

- 23% (30) - Daily
- 22% (29) - 2-5 times a week
- 20% (26) - Weekly
- 2% (2) - Fortnightly
- 12% (15) - Monthly
- 5% (7) - Less frequently
- 5% (7) - First time
- 12% (15) - Other

Transport modes

Respondents were asked if this route had allowed them to walk/ cycle instead of using a car/ van for this journey (131 respondents)

- 94% (123) - Yes
- 6% (8) - No

Respondents were asked if they could have used a car for this trip (89 respondents)

- 46% (41) - Yes, could have used a car but chose not to
- 19% (17) -

Survey data - Cyclists

Sex (6 respondents)

Age (6 respondents)

100% (6) - White

Expenditure by leisure cyclists at Conwy

The Leisure Cycling Expenditure Model has been used to estimate the economic impact of the recreational cycling usage measured at Conwy Cob. It is estimated that the 32,386 leisure cycling trips on the route at Conwy Cob generate the following:

The estimated total annual recreational spend generated by the observed leisure usage on the route is £52,487, across accommodation, food and drink, retail and transport cost sectors in the local economy.

Travel behaviour (6 respondents)

Respondents were asked how often they make this journey

17% (1) - Daily

83% (5) - 2-5 times a week

Comparison of pedestrian and cyclists respondents

A comparison of the pedestrian and cyclist respondents according to some of the user characteristics is summarised below:

Gender

There was a bias towards females among the cyclist route users (67% (4) female compared to 33% (2) male). This is not the usual male-female split observed among cyclists. Pedestrians were more evenly split across the two sexes (47% male and 53% female)

Age

The different age ranges were well represented in both cyclists and pedestrians. Younger route users (ages 16-24) represent a higher proportion of cyclists (at 33%, 2 out of 6), than pedestrians (4%, 5 users). The proportion of users aged 45-54 was the same across both groups.

