

Route User Intercept Survey Report

Union Canal - Edinburgh ATAP

Fieldwork: April/May 2012

Report published: June 2012

About Sustrans

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

It's time we all began making smarter travel choices. Make your move and support Sustrans today.
www.sustrans.org.uk

About Sustrans' Research and Monitoring Unit

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.

Sustrans' Research and Monitoring Unit
Cross House
Westgate Road
Newcastle upon Tyne
NE1 4XX

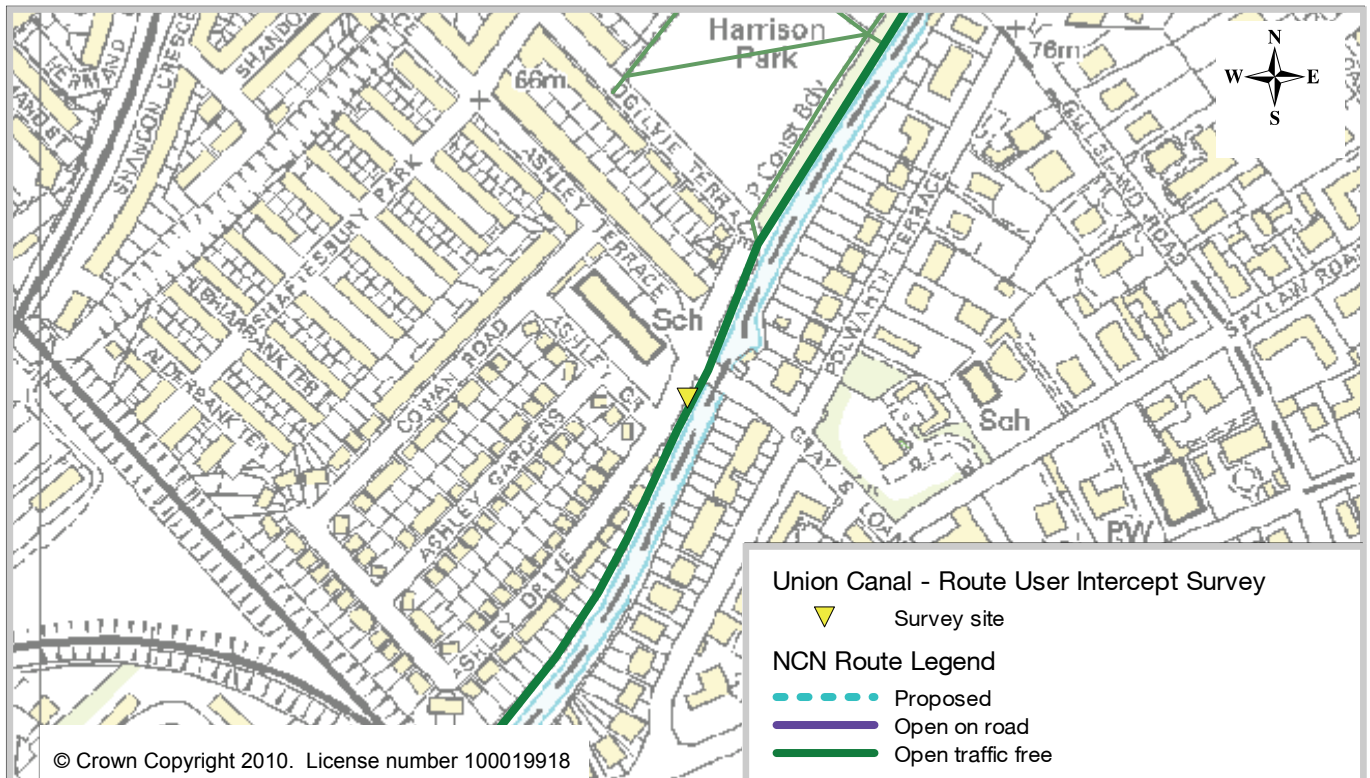
researchandmonitoring@sustrans.org.uk 0191 269 9370

Introduction

This is a report of data collected at a single point on the route during April and May 2012. Route users were interviewed during four 12-hour survey periods, a school-holiday weekday, a school-holiday weekend day, a term-time weekday and a term-time weekend day. Manual count data was collected during the same four 12-hour periods.

Survey site

The survey site is along the Union Canal, Edinburgh.



The total number of route users counted over the four day survey period was 6,402. 218 interviews were conducted over the same period. Of these interviews 80 were with cyclists, 124 with pedestrians and 14 other users. During this period a total of 308 potential interviews were declined. The reasons given for declining interviews were: 94 did not stop, 58 decided not to participate, 46 were too busy, 41 were preoccupied, 28 had already been interviewed, 23 were on a timed route, 9 were commuting, 7 were in the course of work and 2 had communication difficulties.

Key findings

- The current annual usage estimate at Union Canal, Edinburgh is 629,226. It is estimated that 265,189 users will be cyclists, 275,655 pedestrians and 88,383 other types of route user
- 47.4% of trips are for leisure, 32.9% for commuting and 9.6% for shopping
- 16.7% of route users reported they had witnessed a collision between a cyclist and pedestrian on the route
- 71.0% of route users make this journey at least two times per week

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

Manual Count Data

	Cyclists	Cyclists %	Pedestrians	Pedestrians %	Other	Other %	All
Weekday term-time	810	47.8	595	35.1	289	17.1	1,694
Weekend term-time	605	33.7	834	46.5	354	19.7	1,793
Weekday school holidays	569	40.6	652	46.5	182	13.0	1,403
Weekend school holidays	545	36.0	668	44.2	299	19.8	1,512
Total	2,529	39.5	2,749	42.9	1,124	17.6	6,402

	All	All %	Cyclists	Cyclists %
Child	663	10.4	210	8.3
Adult Male	2,953	46.1	1,441	57.0
Adult Female	2,197	34.3	673	26.6
Older Male	382	6.0	160	6.3
Older Female	207	3.2	45	1.8
Total	6,402	100.0	2,529	100.0

Commuting

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

	0700-0900		1600-1800		Total within commuting periods		
	Cyclists	Pedestrians	Cyclists	Pedestrians	Cyclists	Pedestrians	All
Weekday 1	177	95	212	121	389	216	
Weekday 2	166	51	134	188	300	239	
All weekdays	343	146	346	309	689	455	1,144
Average weekday	171.5	73.0	173.0	154.5	344.5	227.5	572.0

Annual Usage Estimates

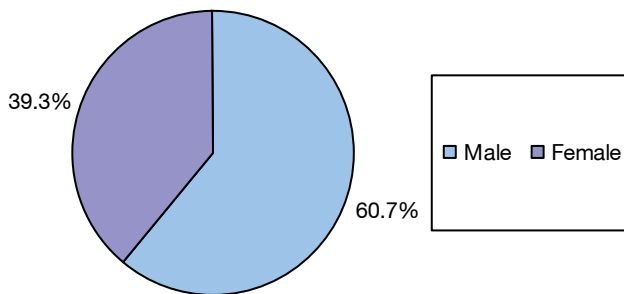
Annual usage is calculated using established patterns of movement based on this particular route type and location. The total annual usage estimate is 629,226. The following tables illustrate the probable breakdown of user types based on the estimated annual usage figure.

	%	Annual usage		%	Annual usage
Cyclists	42.1	265,189	Children	9.6	60,139
Pedestrians	43.8	275,655	16-64 years	85.2	536,115
Other users	14.0	88,383	65+ years	5.2	32,972
	%	Annual usage		%	Annual usage
Male	59.7	375,523	Term time	78.5	494,144
Female	40.3	253,704	School holiday	21.5	135,082

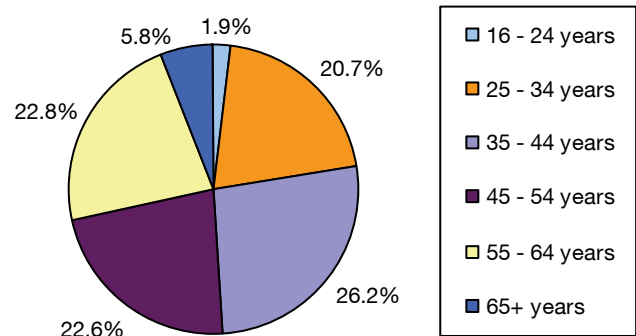
Survey data - All

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

Gender



Age



Ethnicity

- 98.6% White
- 0.7% Other Asian
- 0.6% Mixed
- 0.1% Indian

Employment

- 59.7% employed full-time
- 14.2% retired
- 11.7% employed part-time
- 6.0% studying
- 5.2% looking after family/home
- 2.3% unemployed/sick leave
- 1.0% voluntary work

Travel behaviour

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

- 88.0% have not/will not
- 6.7% have/will use a bus
- 4.4% have/will use a car or van
- 0.5% have/will be jogging
- 0.5% have/will use a train

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

- 46.0% bus
- 36.3% car/van
- 20.6% other
- 20.3% wouldn't have made the journey
- 11.2% taxi
- 7.5% rail
- 0.3% don't know

Respondents were asked if they had not used a car, could they have used a car instead of walking/cycling

- 37.7% yes, could have but chose not to
- 21.9% no, car was not an available option
- 40.4% no, recreation by cycling/walking is the main purpose of the trip

Respondents were asked how often they make this journey

- 16.6% - daily
- 54.4% - 2-5 times per week
- 11.8% - weekly
- 3.2% - fortnightly
- 5.7% - monthly
- 3.6% - yearly
- 1.1% - less frequently
- 3.6% - other

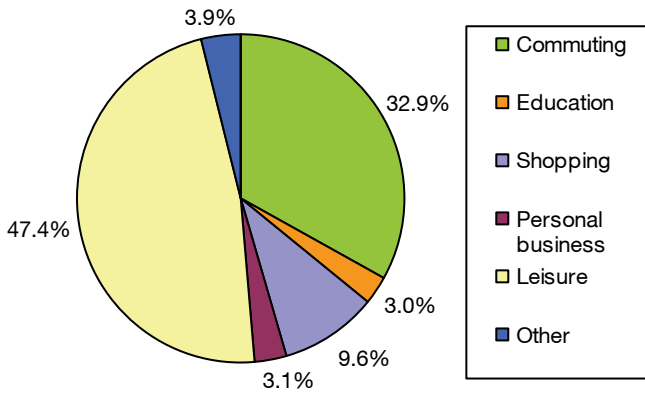
Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey

- 91.0% yes
- 7.6% no
- 1.4% don't know

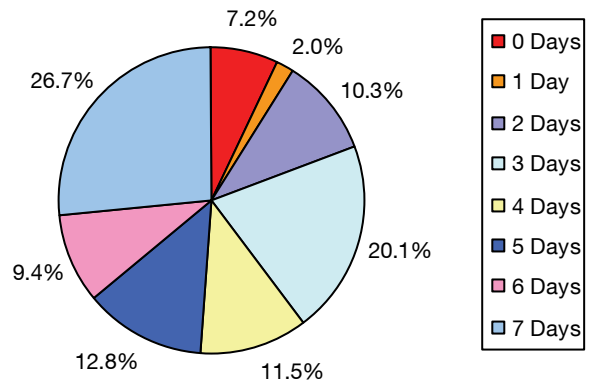
Respondents were asked if the existence of the route encouraged them to walk/cycle more

- 89.9% yes
- 8.3% no
- 1.8% maybe

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 32.7% excellent
- 43.6% very good
- 19.1% good
- 3.6% fair
- 0.7% poor
- 0.3% very poor

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

- 7.6% yes
- 90.8% no
- 1.6% prefer not to say

Respondents were asked if the presence of the route helped them increase their level of activity

- 54.3% yes, by a large amount
- 32.6% yes, by a small amount
- 13.1% no

Future levels of walking and cycling

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

- 16.6% strongly agreed
- 29.0% agreed
- 19.3% disagreed
- 35.1% had a neutral opinion

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

- 19.5% strongly agreed
- 39.3% agreed
- 15.5% disagreed
- 12.6% strongly disagreed
- 13.1% had a neutral opinion

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

- 15.6% strongly agreed
- 33.3% agreed
- 21.2% disagreed
- 0.6% strongly disagreed
- 29.2% had a neutral opinion

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

- 17.7% strongly agreed
- 38.9% agreed
- 10.9% disagreed
- 14.4% strongly disagreed
- 18.1% had a neutral opinion

Sustrans routes, programmes, projects and schemes

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

- 67.4% yes
- 32.6% no

Coexistence of cyclists and pedestrians

Respondents were asked if they had ever witnessed a collision between a cyclist and pedestrian on this route

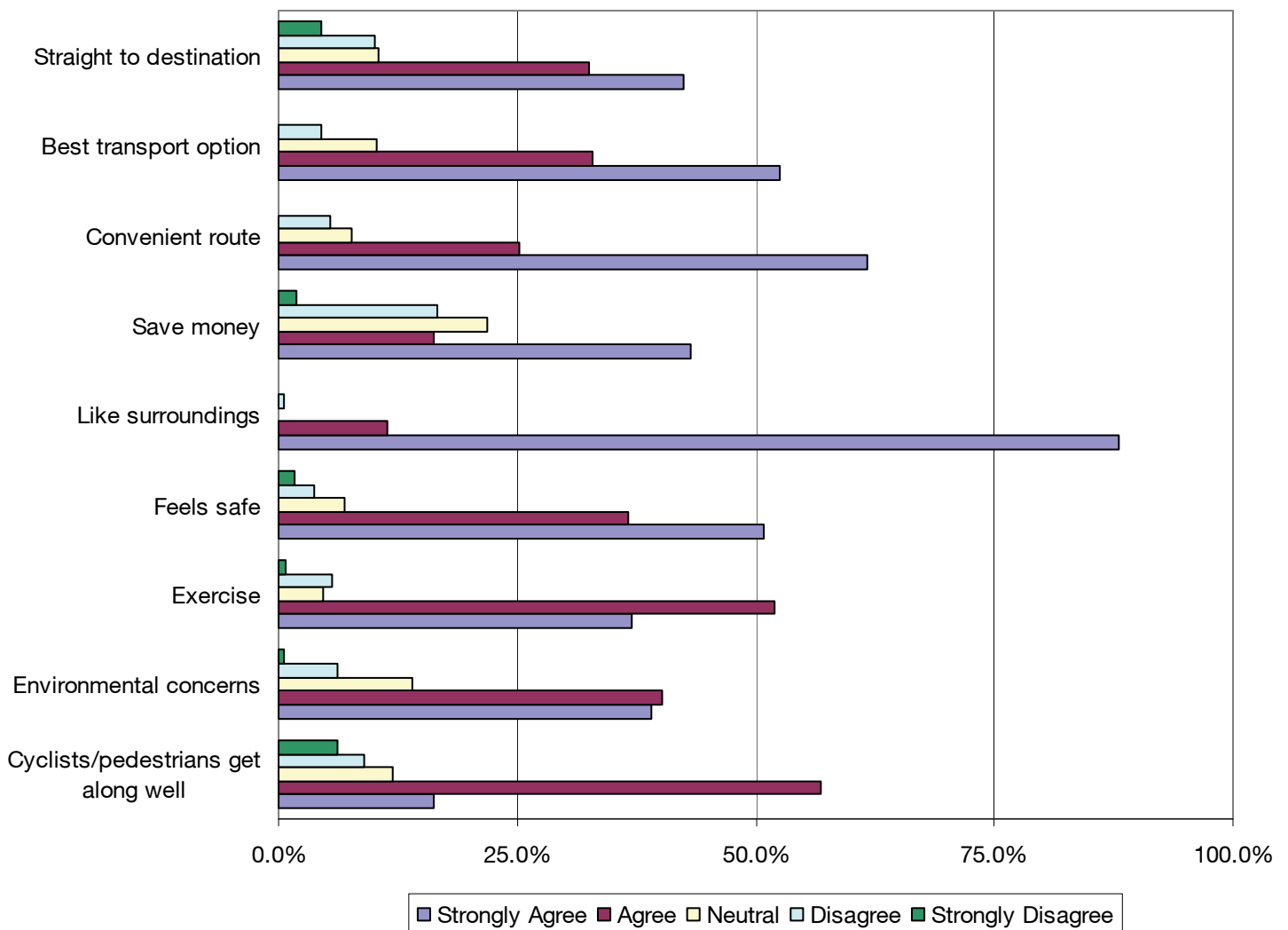
- 16.7% yes
- 83.3% no

If yes, how many times?

- 44.4% 1 time
- 16.0% 2 times
- 9.6% 3 times
- 30.0% 4 or more times

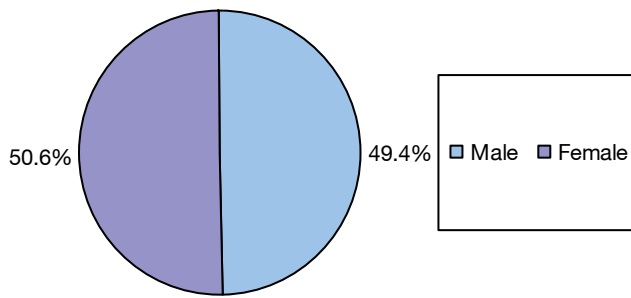
Factors influencing route usage

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

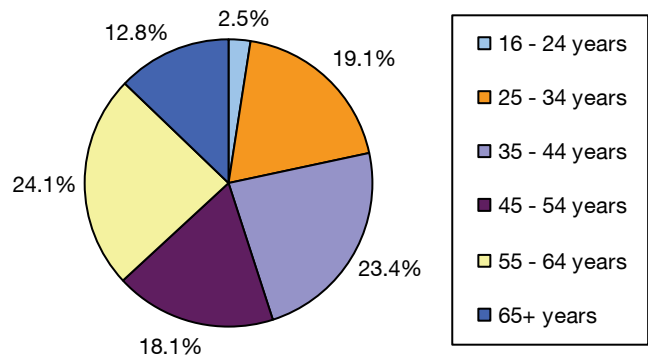


Survey data - Pedestrian

Gender



Age



Ethnicity

- 98.2% White
- 1.5% Other Asian
- 0.3% Indian

Employment

- 48.7% employed full-time
- 22.1% retired
- 16.2% employed part-time
- 5.8% looking after family/home
- 5.4% studying
- 1.8% unemployed/sick leave

Travel behaviour

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

- 84.4% have not/will not
- 10.0% have/will use a bus
- 5.6% have/will use a car or van

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

- 39.7% bus
- 28.5% wouldn't have made the journey
- 24.2% other
- 22.7% car/van
- 8.1% taxi
- 4.4% rail
- 0.7% don't know

Respondents were asked if they had not used a car, could they have used a car instead of walking/cycling

- 26.7% yes, could have but chose not to
- 20.3% no, car was not an available option
- 53.0% no, recreation by cycling/walking is the main purpose of the trip

Respondents were asked how often they make this journey

- 22.2% - daily
- 44.2% - 2-5 times per week
- 13.1% - weekly
- 4.1% - fortnightly
- 4.7% - monthly
- 6.7% - yearly
- 1.5% - less frequently
- 3.5% - other

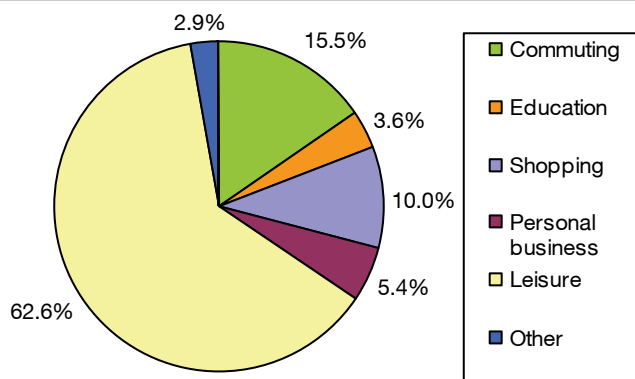
Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey

- 85.2% yes
- 11.6% no
- 3.2% don't know

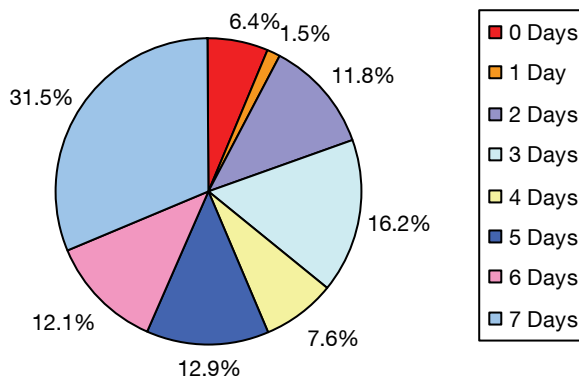
Respondents were asked if the existence of the route encouraged them to walk/cycle more

- 85.1% yes
- 11.1% no
- 3.8% maybe

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 34.4% excellent
- 32.4% very good
- 26.2% good
- 5.3% fair
- 1.7% poor

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

- 8.1% yes
- 88.6% no
- 3.3% prefer not to say

Respondents were asked if the presence of the route helped them increase their level of activity

- 27.9% yes, by a large amount
- 72.1% yes, by a small amount

Future levels of walking and cycling

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

- 20.2% strongly agreed
- 35.1% agreed
- 15.8% disagreed
- 28.9% had a neutral opinion

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

- 11.5% strongly agreed
- 32.7% agreed
- 18.9% disagreed
- 28.9% strongly disagreed
- 8.1% had a neutral opinion

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

- 22.5% strongly agreed
- 35.9% agreed
- 20.1% disagreed
- 1.4% strongly disagreed
- 20.1% had a neutral opinion

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

- 11.5% strongly agreed
- 30.2% agreed
- 14.5% disagreed
- 33.2% strongly disagreed
- 10.5% had a neutral opinion

Sustrans routes, programmes, projects and schemes

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

- 52.9% yes
- 47.1% no

Coexistence of cyclists and pedestrians

Respondents were asked if they had ever witnessed a collision between a cyclist and pedestrian on this route

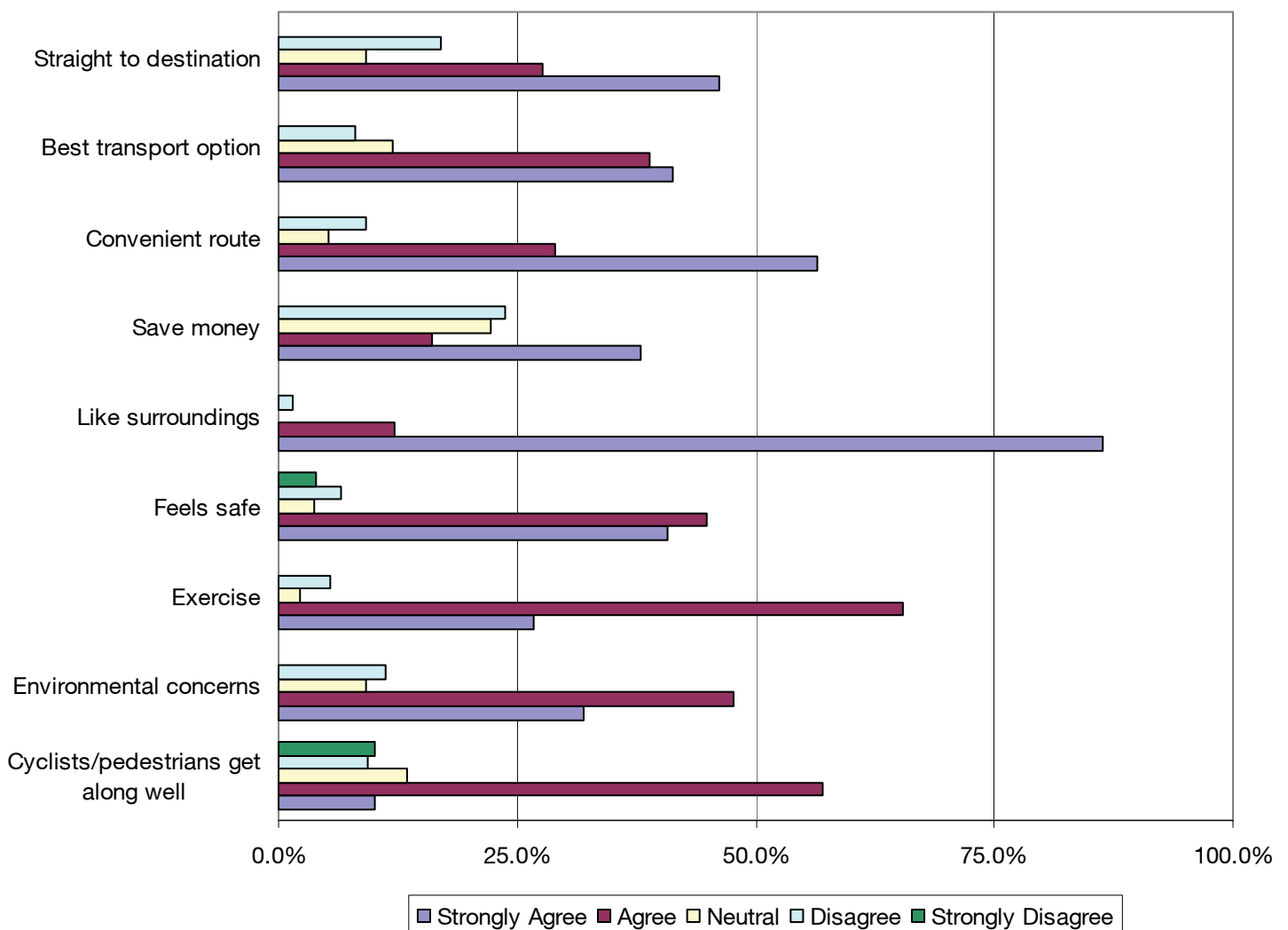
- 27.9% yes
- 72.1% no

If yes, how many times?

- 41.7% 1 time
- 10.0% 2 times
- 8.3% 3 times
- 39.9% 4 or more times

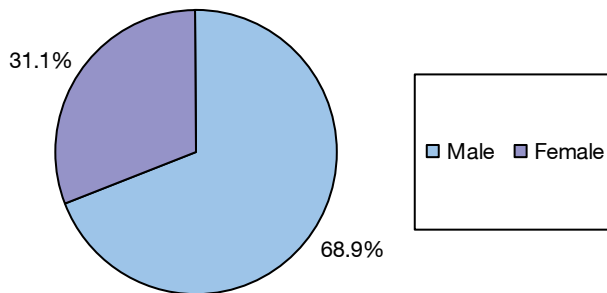
Factors influencing route usage

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

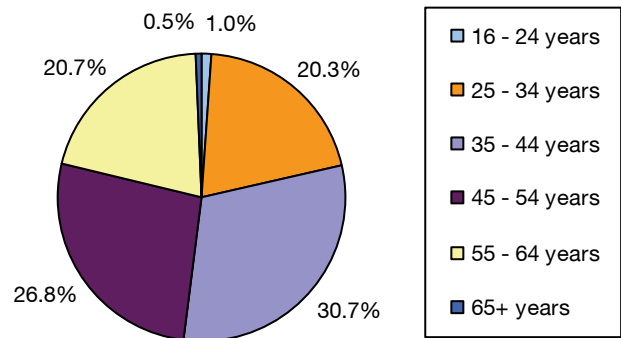


Survey data - Cyclist

Gender



Age



Ethnicity

- 98.7% White
- 1.3% Mixed

Employment

- 73.1% employed full-time
- 10.6% employed part-time
- 5.0% retired
- 4.4% studying
- 2.8% unemployed/sick leave
- 2.3% voluntary work
- 1.9% looking after family/home

Travel behaviour

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

- 93.4% have not/will not
- 4.5% have/will use a car or van
- 1.0% have/will be jogging
- 1.0% have/will use a train

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

- 66.2% bus
- 55.3% car/van
- 14.4% taxi
- 12.8% rail
- 10.6% other
- 6.4% wouldn't have made the journey

Respondents were asked if they had not used a car, could they have used a car instead of walking/cycling

- 54.5% yes, could have but chose not to
- 30.4% no, car was not an available option
- 15.1% no, recreation by cycling/walking is the main purpose of the trip

Respondents were asked how often they make this journey

- 9.8% - daily
- 66.5% - 2-5 times per week
- 11.8% - weekly
- 2.4% - fortnightly
- 2.2% - monthly
- 1.6% - yearly
- 1.0% - less frequently
- 4.8% - other

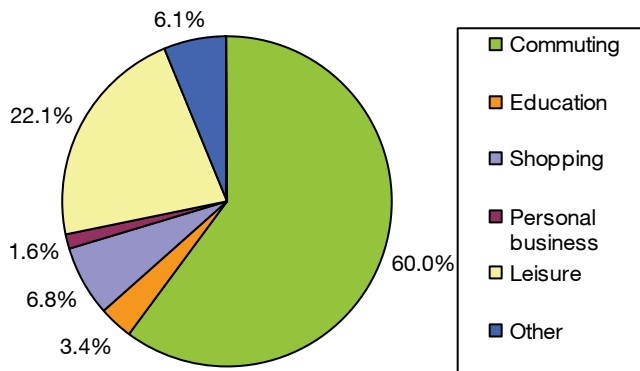
Respondents were asked if they were unable to access the route would they still have wanted/needed to make their current journey

- 94.9% yes
- 5.1% no

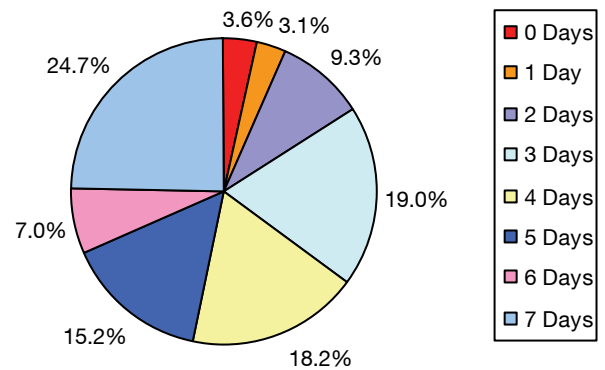
Respondents were asked if the existence of the route encouraged them to walk/cycle more

- 91.7% yes
- 7.9% no
- 0.4% maybe

Journey purpose



Physical activity - Last 7 days



Health

Respondents were asked how they would rate their general health

- 38.5% excellent
- 49.4% very good
- 9.3% good
- 2.9% fair

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

- 3.2% yes
- 96.4% no
- 0.4% prefer not to say

Respondents were asked if the presence of the route helped them increase their level of activity

- 57.1% yes, by a large amount
- 31.8% yes, by a small amount
- 11.1% no

Future levels of walking and cycling

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

- 8.2% strongly agreed
- 26.7% agreed
- 18.5% disagreed
- 46.6% had a neutral opinion

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

- 24.3% strongly agreed
- 47.5% agreed
- 15.9% disagreed
- 12.3% had a neutral opinion

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

- 11.3% strongly agreed
- 26.1% agreed
- 16.5% disagreed
- 46.2% had a neutral opinion

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

- 22.3% strongly agreed
- 46.9% agreed
- 9.6% disagreed
- 21.2% had a neutral opinion

Cycling status

Cyclists were asked what sort of cyclists they were

- 9.2% starting to cycle again
- 8.7% occasional cyclist
- 13.0% experienced, occasional cyclist
- 69.1% experienced, regular cyclist

Sustrans routes, programmes, projects and schemes

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

- 78.9% yes
- 21.1% no

Coexistence of cyclists and pedestrians

Respondents were asked if they had ever witnessed a collision between a cyclist and pedestrian on this route

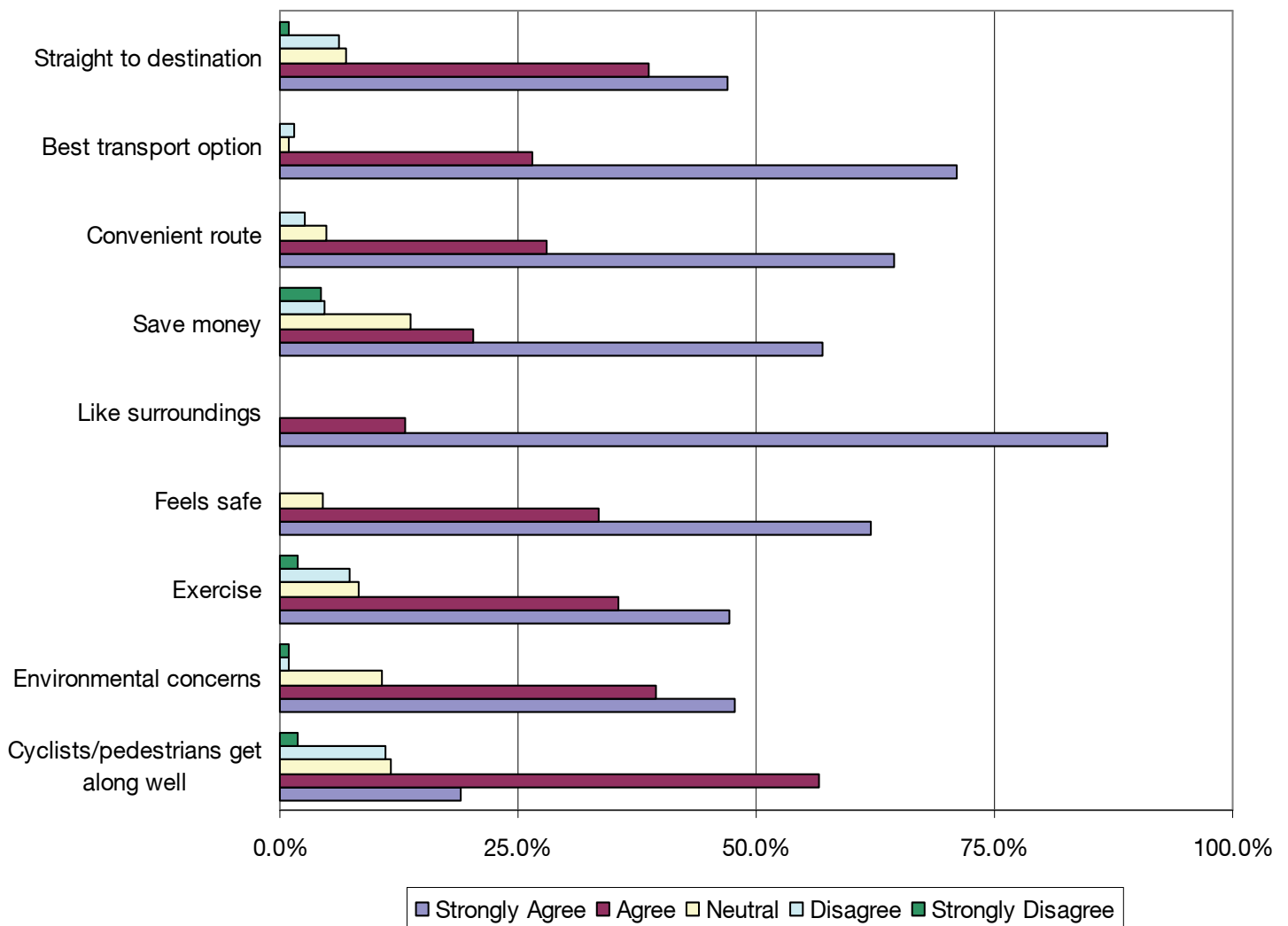
- 10.5% yes
- 89.5% no

If yes, how many times?

- 51.7% 1 time
- 31.8% 2 times
- 12.8% 3 times
- 3.7% 4 or more times

Factors influencing route usage

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



Methodology

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

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

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

Mapping contains Ordnance Survey data supplied by Welsh Assembly, HMSO, DEFRA and Dotted Eyes (c) Crown Copyright licence nos 100017916, 100020540 and 100019918. Also data from OpenStreetMap (c) www.openstreetmap.org (and) contributors licence CC-BY-SA (www.creativecommons.org)