

5. ATTITUDES TO CYCLING

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The purpose of this report is to allow the Committee an opportunity to have the annual 'Attitudes to Cycling' monitoring results presented and to allow questions and discussion.

The cycling efforts of the Christchurch City Council are monitored each year towards gauging progress in meeting targets defined within the Council's Cycle Strategy. In turn these targets assess whether the Council is reaching it's overriding Cycle Strategy Vision " To Be The Most Cycle-Friendly City".

Data is gathered through several regular monitoring methods. One of these methods and arguably the broadest of the methods employed is the research entitled "Attitudes Towards Cycling in Christchurch". This research has been carried out in the last quarter of each year for the last four years.

The latest results covering 2001 have recently become available and will form the basis of a brief presentation to the Committee. The presentation will be made by the market research firm that has produced the research report – Opinions Market Research Ltd.

The objectives of the research are to measure and monitor:

1. Changes in attitudes towards cycling.
2. Changes in behaviour in relation to cycling.

These objectives help determine the 'health' of cycling in Christchurch and assist in monitoring and understanding recent trends.

Karen Selway from Opinions Market Research Ltd will present a summary of the findings (abbreviated version attached).

The Council's Cycling Steering Subcommittee has been invited to attend to listen to the presentation and share in any discussions.

Chairman's

Recommendation: That the information be received.