4. CENTRAL CITY REVITALISATION - SURVEY RESULTS 2001 – PEDESTRIAN ACTIVITY

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Corporate Plan Output: City Planning and Development	

INTRODUCTION

The purpose of this report is to inform the committee of the results of the 2001 Central City Pedestrian Activity Survey, undertaken over the six day period from Monday 12 March to Saturday 17 March. The Pedestrian Activity Survey forms the fourth in a series of such surveys seeking to gain an understanding of the shopping, travel and parking behaviour of pedestrians in the Central City, with previous Pedestrian Activity Surveys undertaken in 1991, 1994 and 1997.

With the intention that surveys provide comparative data over time, most questions remained unchanged in the survey over time. The survey collects information on:

- Reasons for being in the Central City;
- Frequency and duration of visits to the Central City;
- Mode of travel; and
- Views on the Central City.

For the 2001 survey, the 10 sites surveyed in 1997 were supplemented to improve the useability of the data gathered, bringing the total number of interview sites to 16. New sites added for the 2001 survey were located on High St, Victoria St, north Colombo St, Cathedral Square, Manchester St and the Oxford Terrace - Cashel Mall corner.

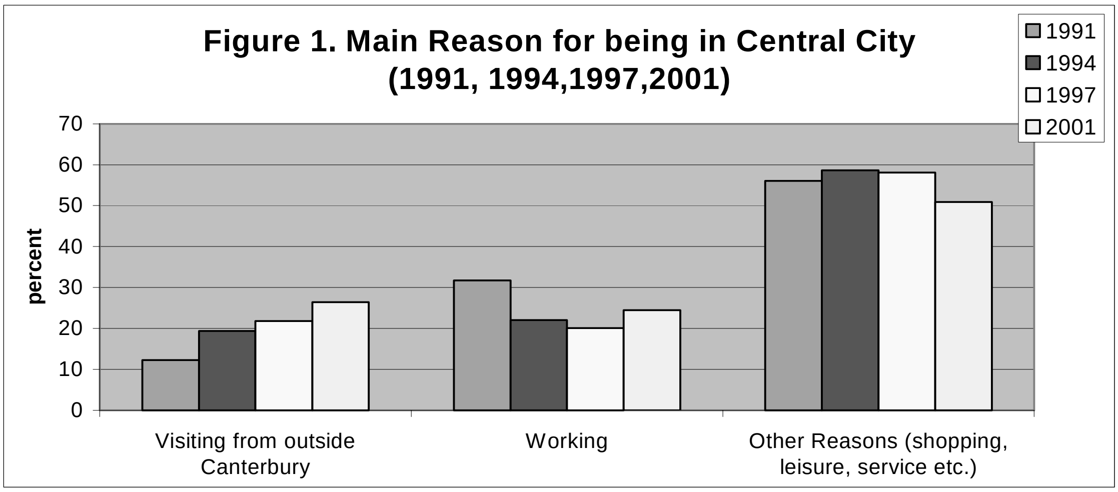
The following graphs and tables summarise the main findings of the 2001 survey and include some comparisons with previous surveys. Where comparisons over time are shown, the 2001 data relates only to the original survey area, making it directly comparable with results of earlier surveys.

REASON FOR BEING IN THE CENTRAL CITY

Over half of those surveyed were in the central city for reasons other than working there or tourism. Just under 22 percent of respondents were working in the Central City. Twenty-four percent of respondents were from outside Canterbury, and of these, 75.1 percent (260 people) were from overseas.

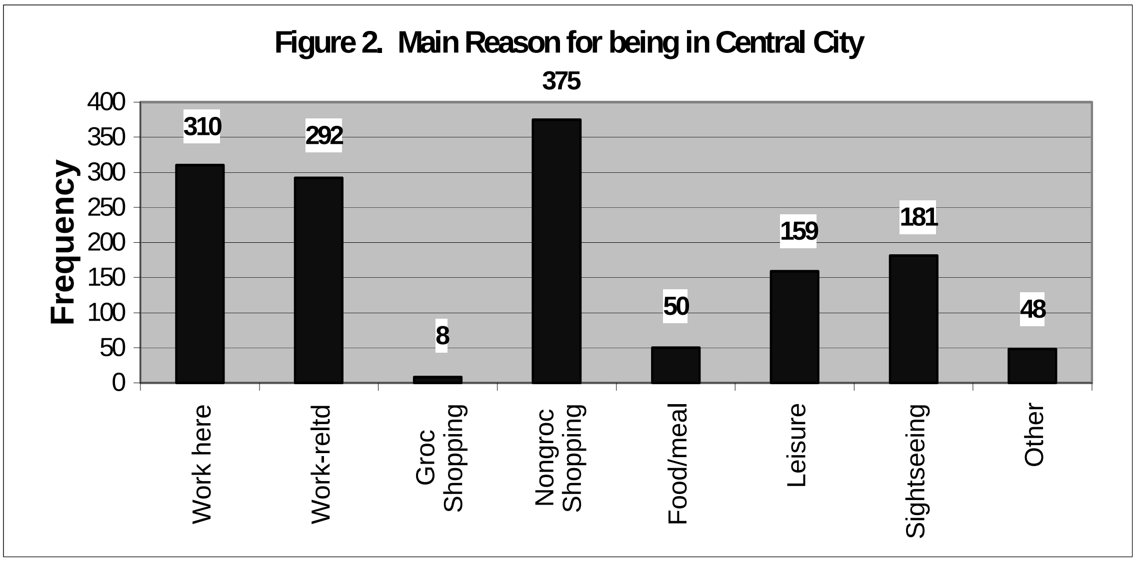
Table 1. Reason for being in Central City, 2001

Reason for trip	Number	Percent
Working there	310	21.8
Visiting from outside Canterbury or overseas	346	24.3
Other reason – shopping, leisure, business	767	53.9
Total interviews	1423	



Since 1991 there has been a steady trend of increase in the proportion of visitors from outside Canterbury and from overseas. In the latest survey, visitors comprised over one-quarter of central city pedestrians, compared with only 12 percent in 1991 and just over one-fifth in 1997.

All pedestrians interviewed were asked their main reason for visiting the central city on the day that they were interviewed. The most common reasons given were working in the central city (21.8%) or shopping for non-groceries, including window shopping (26.4%). Grocery shopping was the least-reported trip purpose, accounting for less than 1 percent of all trips.



Of the 346 respondents from outside Christchurch and Canterbury (ie. "Tourists"), 49.1 percent were in the central city for sightseeing, 9.2 percent for leisure, 22.5 percent for shopping (non-grocery) and 15.6 percent for work-related business or because they were currently working in the central city.

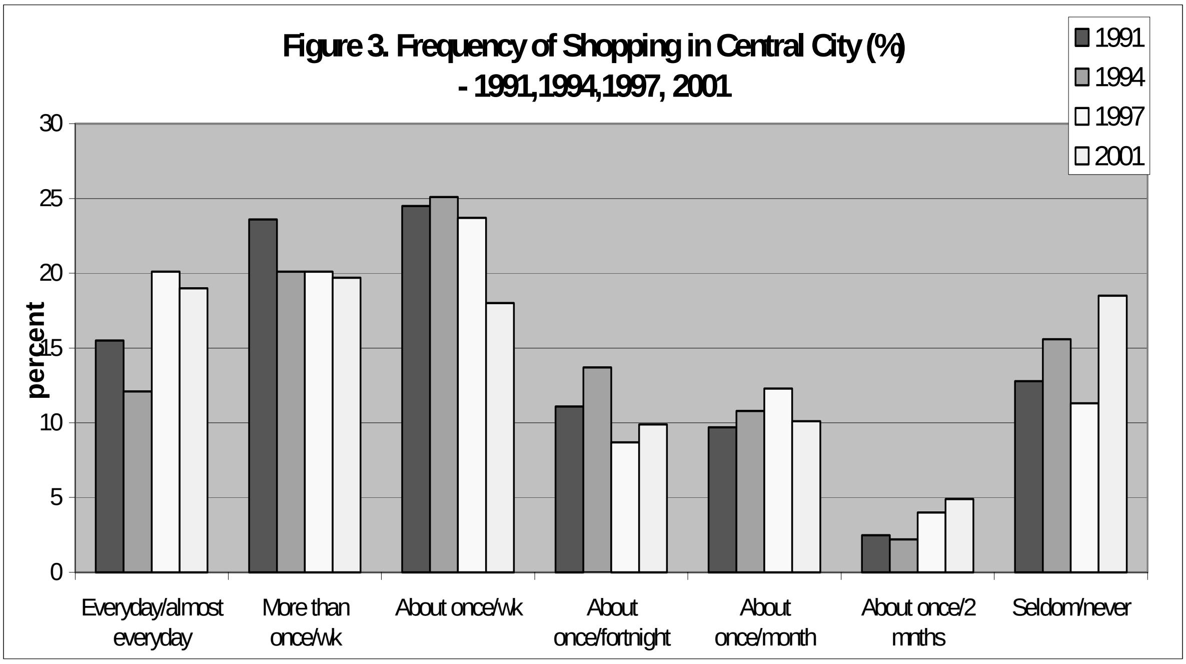
FREQUENCY OF SHOPPING IN THE CENTRAL CITY

All respondents excluding tourists were asked how often they shop in the central city. Results for all respondents and for workers and shoppers (ie. those in the city for reasons other than working there), presented in Table 2, show that overall, over 60 percent of respondents shopped in the central city at least once per week. Those who work in the central city shopped there on a more regular basis than those respondents in the city for other reasons.

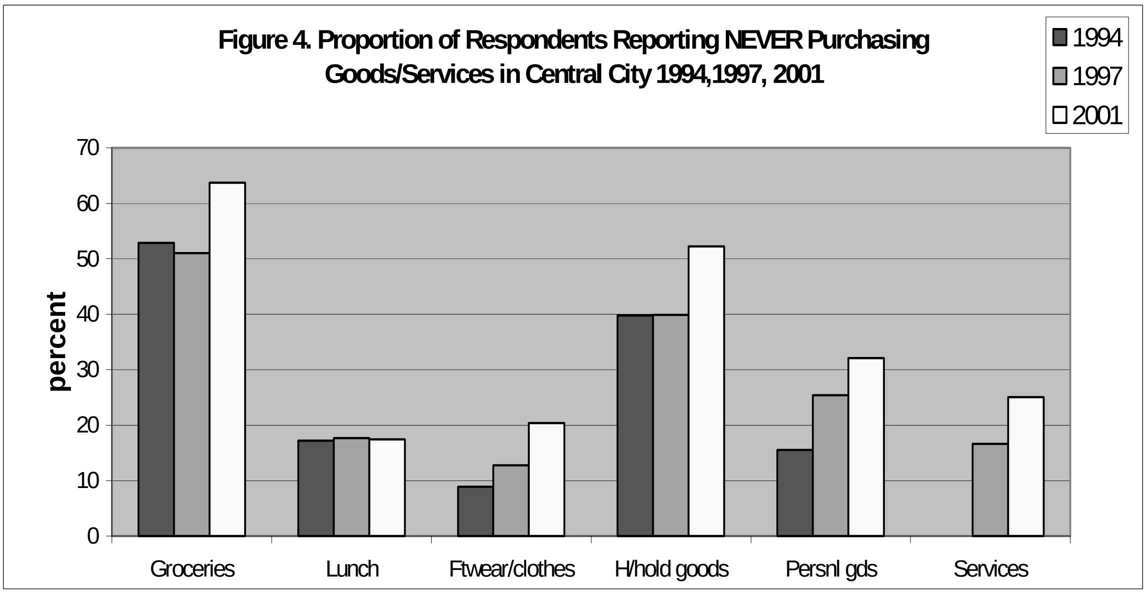
Table 2. Frequency of Shopping in the Central City

Frequency of Shopping Visits	All Relevant Respondents		Workers		Shoppers	
	N	%	N	%	N	%
Everyday/almost everyday (4-7 times/week)	239	22.2	113	37.5	126	16.5
More than once a week (2-3 times/week)	231	21.4	69	22.9	162	21.1
About once a week	195	18.1	39	13.0	156	20.4
About once a fortnight	104	9.7	20	6.6	84	10.9
About once a month	90	8.4	13	4.3	77	10.1
About once every 2 months	41	3.8	6	2.0	35	4.6
Seldom	135	12.5	31	10.3	104	13.6
Never	32	3.0	10	3.3	22	2.8
Total	N=1067		N=301		N=766	

Comparisons of frequency of shopping results over the 4 surveys (Figure 3) show a slight drop-off in frequency of central city shopping in the present survey compared with the 1997 survey. The proportion of 2001 respondents shopping once a week or more in the central city was lower than any other survey year. More respondents reported either seldom or never shopping in the central city in the present survey than in previous years.



When comparisons were made between surveys for the proportion of respondents who reported never making different types of purchases in the central city, results (Figure 4) show a trend away from central city shopping across all categories apart from the lunch, takeaways and snacks category.



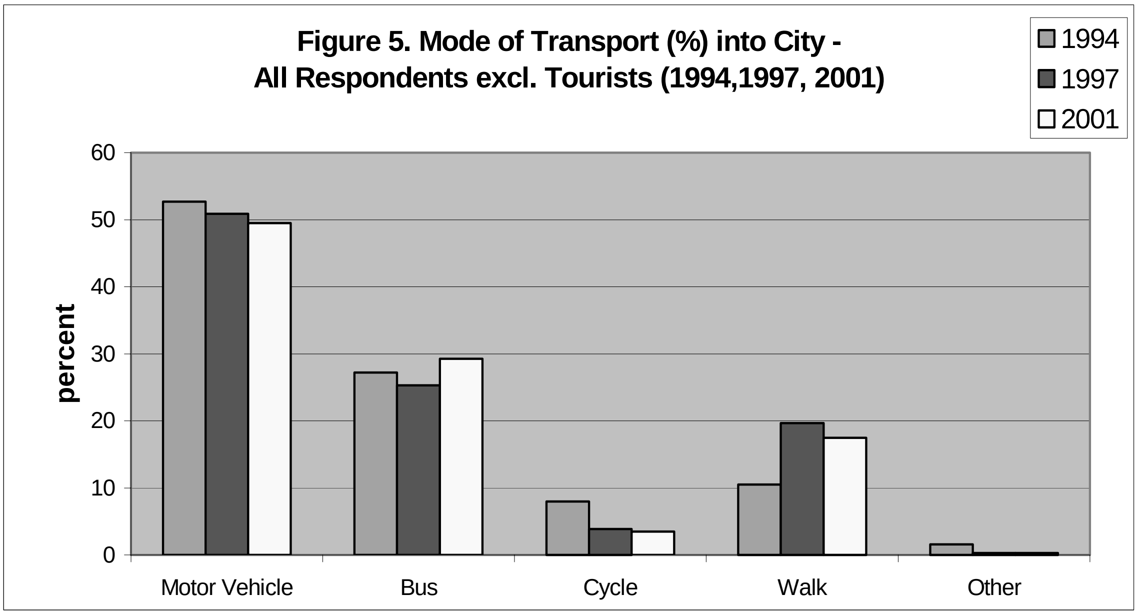
MODE OF TRANSPORT

Respondents, excluding tourists, were asked how they had traveled into the central city on that day. Results, presented in Table 3, show that driving oneself by car was the preferred means of traveling into the central city for all groups, followed by bus and walking. Workers were more likely to travel by car and less likely to walk or bus into the central city than other groups.

Table 3. Mode of Transport into Central City

Mode of Travel into Central City That Day	Total Respondent Sample Except Tourists*		Workers		Shoppers (ie. All excluding tourists and those with workplace there)	
	N	%	N	%	N	%
Car (driver)	422	39.7	141	46.8	281	36.9
Car (passenger)	61	5.7	17	5.6	44	5.8
Motorcycle	4	0.4	2	0.7	2	0.2
Bus	292	27.5	76	25.2	216	28.3
Taxi	8	0.7	1	0.3	7	0.9
Bicycle	44	4.1	12	4.0	32	4.2
Walk	227	21.1	50	16.6	177	23.2
Other	5	0.5	2	0.7	3	0.3
Total	N=1077		N=301		N=762	

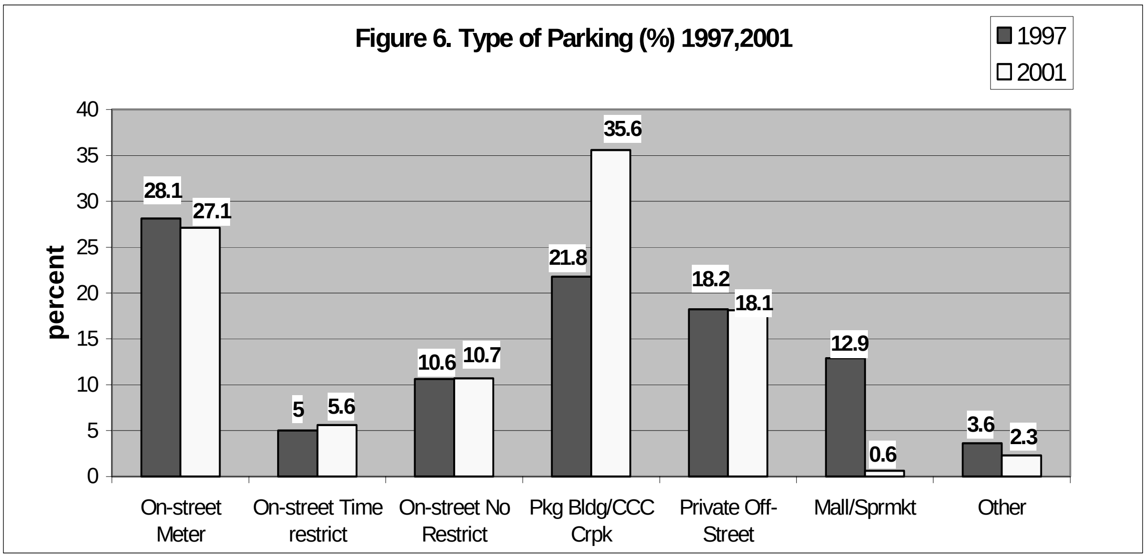
2001 results show a slightly decreased proportion driving into the city compared with the two last surveys, and higher rates of bus use in 2001 than in 1994 or 1997 (Figure 5).



PARKING

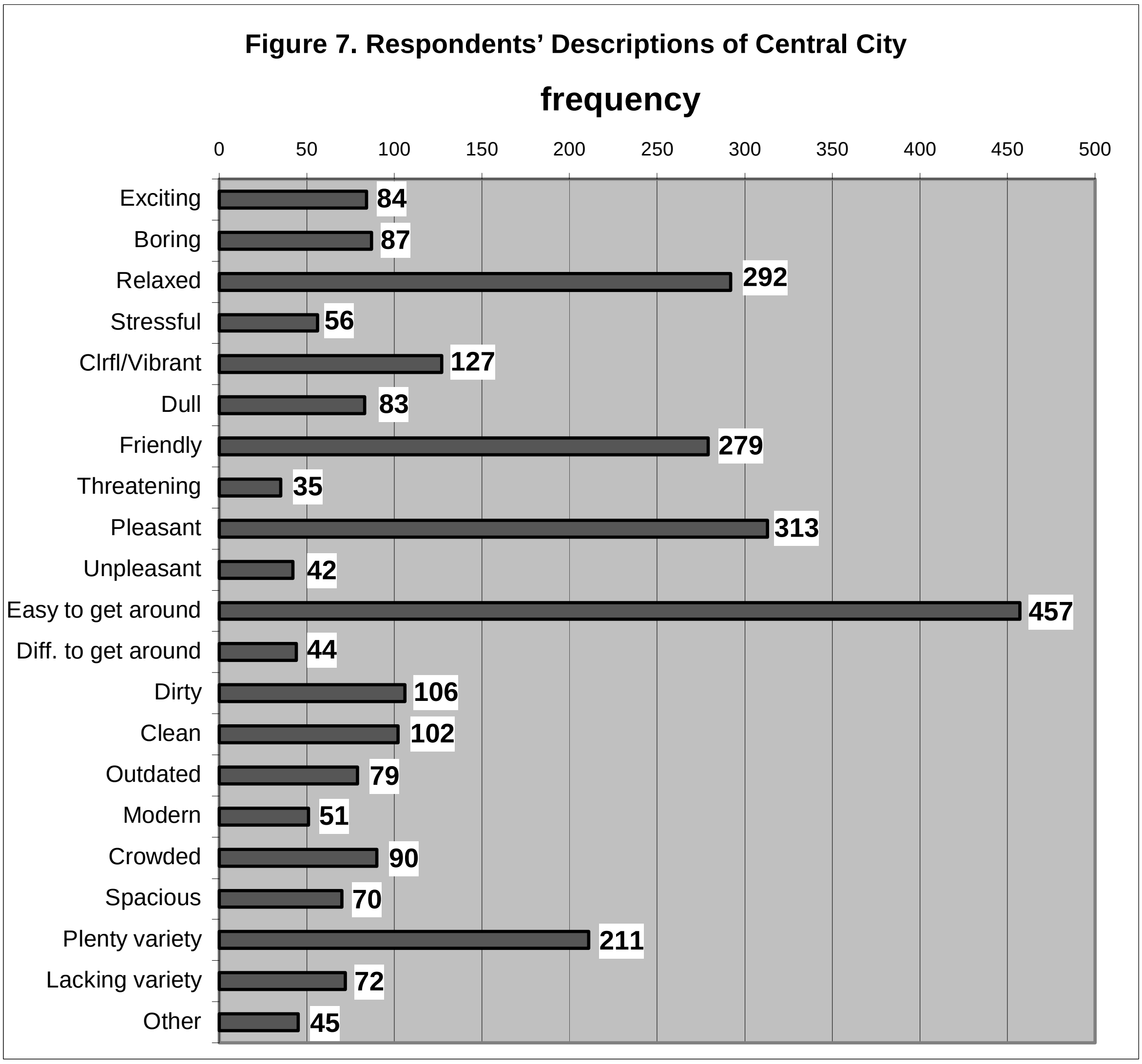
On-street metered parking was the favoured parking option for the respondent group in the 2001 survey (30.5%) followed by parking buildings (22.2%). For workers, private off-street parking was by far the most popular parking option (45.2%), followed by parking buildings (19.9%) and on-street parking in areas with no time restrictions in place (19.2%). For shoppers, on-street metered parking accounted for over 40 percent of parking, followed by parking buildings (23.2%).

Comparison of parking with 1997 results (Figure 6) shows an increase in parking building usage and a decline in mall/supermarket parking usage over this time period for the 6 original survey sites (which exclude South City).



DESCRIPTION OF THE CENTRAL CITY

Respondents, except tourists, were asked which three terms they thought best described the central city. The three most selected descriptors (Figure 7) were positive rather than negative, being “easy to get around” (N=457), “pleasant” (N=313) and “relaxed” (N=292). These were also the three most commonly selected descriptors in the 1997 and 1994 surveys. Of the negative descriptors, those most selected were “dirty” (N=106), “crowded” (N=90) and “boring” (N=87).



Chairman’s

Recommendation: That the information be received.