
Title	Oxford City Centre, On-street Surveys
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1. Introduction

- 1.1 In order to understand the movement of people within the city centre a detailed pedestrian survey was carried out in Oxford City centre over a 6-day period on winter 2017. 'The Research Solution' a marketing research company carried out the on-street surveys on behalf of the project team.
- 1.2 The surveys sought to understand people's reasons for visiting Oxford, how they travelled to the city centre, where they were travelling from, and their origins and destinations within the city centre.
- 1.3 The survey particularly focused on trying to understand the movements of people within the city centre in respect of points of arrival and departure (e.g. bus stops, car parks, taxi ranks, the rail station) and destinations in different areas of the city.

2. Methodology

- 2.1 The survey was designed to be concise to maximise participation without the need for an incentive. A copy of the survey is provided at the end of this document.
- 2.2 ITP developed the survey questions, which were designed to capture city centre users':
 - Reason for visiting Oxford city centre (e.g. work, education)
 - Method of travel to the city centre
 - Origins and destinations within the city centre
 - Home location
- 2.3 A grid square (attached to the end of this document) was used by interviewers to record the respondents' primary destination (Q2) and location of where they were walking to and from at the time interview took place (Q5 & Q6).

- 2.4 In addition, interviewers were asked to record respondents' age and gender.
- 2.5 ITP identified 12 survey locations across Oxford which capture a full range of city centre users, these are illustrated in Figure 2-1. Each of the 12 survey locations were allocated a target number of completed surveys (Table 2-1).
- 2.6 Quotas for different types of respondents were not set but interviews were asked to target a variety of ages and a range of users, i.e. residents, students and visitors.
- 2.7 The surveys took place from 7am to 7pm, from Monday 30th October 2017 to Saturday 4th November 2017. Again, these days and times were selected to capture the cross section of pedestrian journeys made within Oxford city centre.

Figure 2-1: Survey locations



Table 2-1: Survey location, target and achieved sample size

Survey Location	Target Sample	Achieved Sample	
A1: Frideswide Square	200	105	210
A2: Hythe Bridge		105	
B3: Gloucester Green	360	102	360
B4: St Giles		258	
C5: Queen Street	360	196	377
C6: Cornmarket Street		181	
D7: St Aldates Bus Stops	360	214	385
D8: Christ Church College		171	
E9: Broad Street	360	240	395
E10: Queens Lane		155	
F11: High Street Inner	360	201	376
F12: High Street Outer		175	
Total	2,000	Total	2,103

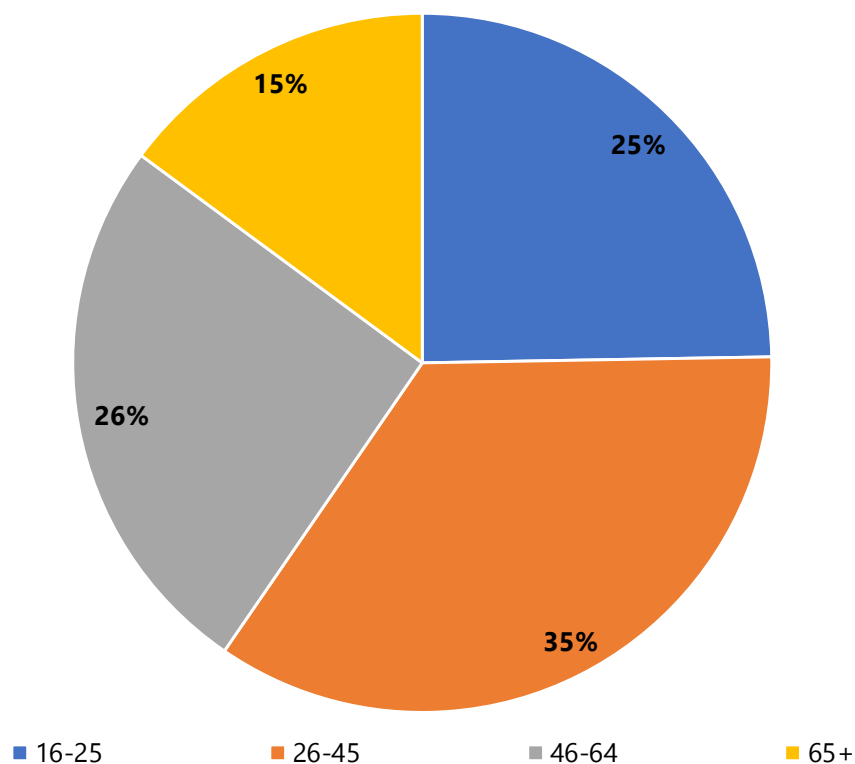
3. Results

- 3.1 In total 2,103 surveys were undertaken with members of the public exceeding the target of 2,000 surveys.

Demographics

- 3.2 The survey achieved a good balance of responses from different genders (48% male, 52% female) and age groups (25%: 16-25, 35%: 26-45, 25%: 46-64, 15%: over 65). Figure 3-2 illustrates the percentage of participants by age group. The largest proportion of respondents were aged 26-45 years old (35%).

Figure 3-1: Participants age

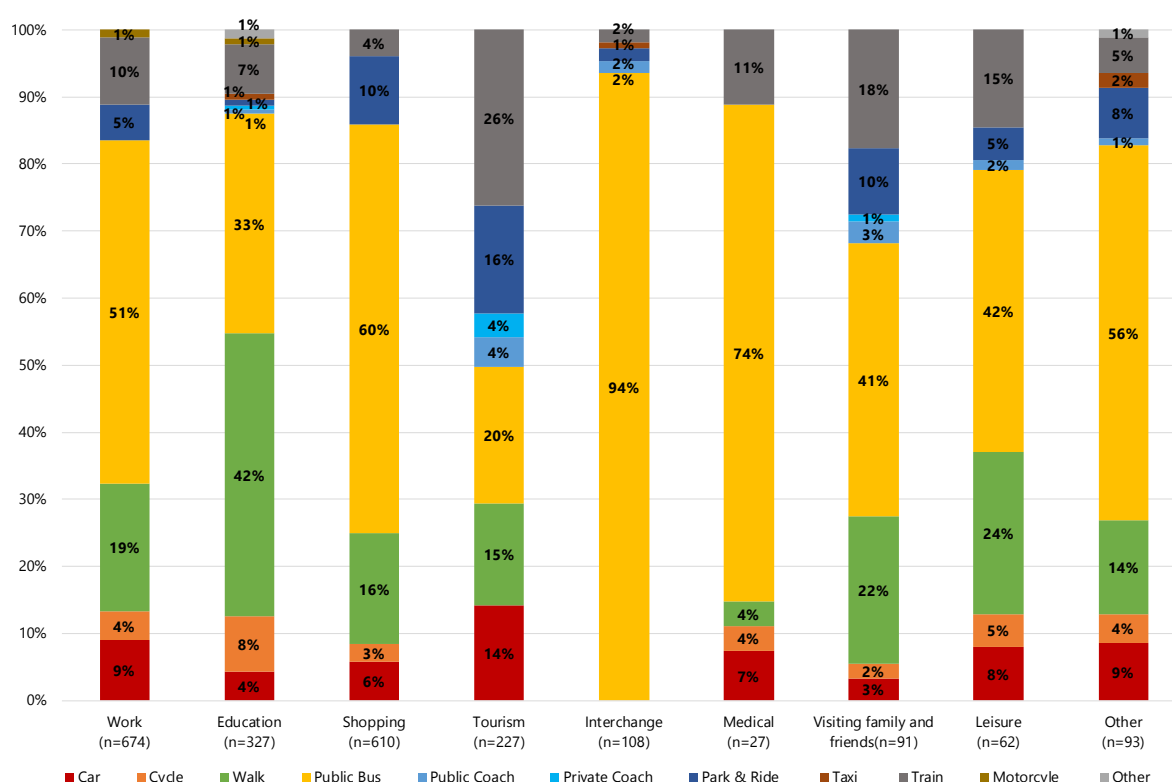


Journey purpose and mode of travel

- 3.3 Survey respondents were asked to provide information about their trip including reason for visiting Oxford city centre and how they travelled into the city. Percentages have been calculated based on the total number of responses received against each trip purpose. Figure 2-1 shows that:

- The largest proportion of trips were for shopping (n=610) and work trips (n=674)
- Walking is the most commonly used mode of travel for education trips (42%) and is also popular for leisure trips and visiting friends and family (24% and 22%)
- Public bus is the dominate mode of travel across all journey purpose (33% - 94%) except for education and tourism trips.
- Walking and public bus make up over half the journeys across all trip purposes except tourism trips (63% - 78%)
- Car (14%) is predominantly used for tourism trips when compared to all other trip purposes (3% - 9%)
- The train is well used for tourism trips (26%) compare to all other modes (4% - 18%)
- Public coach and private coach are commonly used for tourism (4%) or trips to visit friends and family (3%)
- Motorcycle (1%) and taxi (2%) are not widely used modes of travel across all trip purposes.

Figure 0-1: Journey purpose and mode of travel



Movement and patterns

- 3.4 Respondents were asked to identify the location there were walking to and from at the time the survey was conducted. The analysis of these origin and destination movements revealed five predominate pedestrian flows around the city including:
- ST Aldates bus stop / Christ College
 - The Westgate Shopping Centre
 - High street bus stops and University College
 - Corn market
 - St Giles / Ashmolean Museum
- 3.5 Analysis of journeys into the city centre showed that many people are making short bus journeys which could easily be made by cycling.

City Centre Survey

Survey location _____		Respondent ID _____	
Gender			
Male	<input style="width: 40px; height: 20px;" type="text"/>	Female	<input style="width: 40px; height: 20px;" type="text"/>
Age			
16 - 25	<input style="width: 40px; height: 20px;" type="text"/>	26-45	<input style="width: 40px; height: 20px;" type="text"/>
		46-64	<input style="width: 40px; height: 20px;" type="text"/>
		65+	<input style="width: 40px; height: 20px;" type="text"/>
Q1 What is the reason for your visit to Oxford City Centre today? (USE SHOWCARD?)			
Work	<input style="width: 40px; height: 20px;" type="text"/>	Shopping	<input style="width: 40px; height: 20px;" type="text"/>
Education	<input style="width: 40px; height: 20px;" type="text"/>	Other	<input style="width: 40px; height: 20px;" type="text"/>
Interchanging	<input style="width: 40px; height: 20px;" type="text"/>	Please state: _____	
Q2 Where is your primary destination in Oxford today? (SHOW GRIDSQUARE MAP)			

No fixed destination e.g. Sightseeing, Shopping		<input style="width: 40px; height: 20px;" type="text"/>	
Q3a How did you travel into Oxford City Centre today?			
Car	<input style="width: 40px; height: 20px;" type="text"/>	Public Bus	<input style="width: 40px; height: 20px;" type="text"/>
Cycle	<input style="width: 40px; height: 20px;" type="text"/>	Public Coach	<input style="width: 40px; height: 20px;" type="text"/>
Motorcycle	<input style="width: 40px; height: 20px;" type="text"/>	Private Coach	<input style="width: 40px; height: 20px;" type="text"/>
		Park+Ride	<input style="width: 40px; height: 20px;" type="text"/>
		Taxi	<input style="width: 40px; height: 20px;" type="text"/>
		Walk	<input style="width: 40px; height: 20px;" type="text"/>
		Train	<input style="width: 40px; height: 20px;" type="text"/>
		Other	<input style="width: 40px; height: 20px;" type="text"/>
BASED ON GRIDSQUARE MAP WITH CAR PARKS HIGHLIGHTED:			
Q3b Where did you park your car/bike/motorcycle?		Q3b Where did you get off the bus/taxi?	
_____		_____	
Q3c Are you interchanging in the city?			
Yes: Bus-Bus		<input style="width: 40px; height: 20px;" type="text"/>	Yes: Bus-Rail
		<input style="width: 40px; height: 20px;" type="text"/>	No
		<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>
Q4 At this time where are you walking from? (USE GRIDSQUARE MAP)			

Q5 At this time where are you walking to? (USE GRIDSQUARE MAP)			

No fixed destination e.g. sightseeing / shopping		<input style="width: 40px; height: 20px;" type="text"/>	

Grid Square

The grid square was used by the interviewers to record accurate locations for the following questions:

- Q2: Where is your primary destination
- Q5: At this time where are you walking from?
- Q6: At this time where are you walking to?

