

Worcestershire Active Travel Corridors Consultation

Summary of Survey Results (Quantitative) July 2021

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Introduction

This report contains the initial results from the survey on the Worcestershire Active Travel Consultation 2021. These initial results are centred on the quantitative data yielded by the survey. The survey also produced a large amount of qualitative data which it has not been possible to analyse fully within the initial time frame but where possible, recurring themes within this qualitative data have been highlighted and could be subject to further analysis if required.

The survey was designed to seek views on cycling and walking investment in Kidderminster, Pershore, Redditch and Worcester City. The survey also sought views on the proposals for the active travel corridors in each of the areas and also to provide a wider understanding of the current uptake of cycling/walking activities in Kidderminster, Pershore, Redditch and Worcester.

The survey period was from 11th June and 16th July 2021 and was carried out online and a total of 231 responses were received. However, a single respondent did not identify the active travel corridor they were interested in and further examination of the data could not attribute the correct active travel corridor to this respondent. Therefore, answers given by this respondent have not been included in the following analysis which is based on the remaining **230 responses**.

The survey was designed to ask a series of general questions about factors influencing uptake of walking and cycling as well as tailored questions about the active travel scheme proposals for each area.

The total number of responses per question is recorded as the base shown in figures and tables throughout the report.

All Respondents, Area, Benefits of Active Travel Schemes, Gender and Age

Active Travel Scheme Area

Q: Can you please indicate which of the following areas that you either live in, or you have an interest in the active travel corridor proposals for that area?

Worcestershire Active Travel Scheme Area of Interest

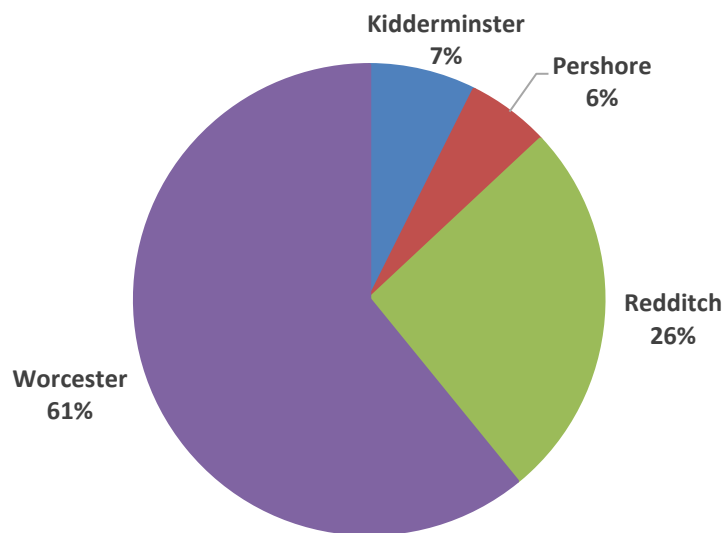


Figure 1: Area

*Base: 231 responses

Responses from Individual and Businesses

The majority of responses were from individuals are indicated below:

Respondent by type	% of Responses
Individuals	97
Businesses	3

Figure 2: Respondents as Individuals or Businesses

*Base: 231 responses

Those answering as businesses included the following groups: -

- Private companies.
- Cycling and rambling organisations.
- Charities and community interest groups.

Active Travel Corridor Analysis

Q: How likely are you to use the improved travel corridors for walking?

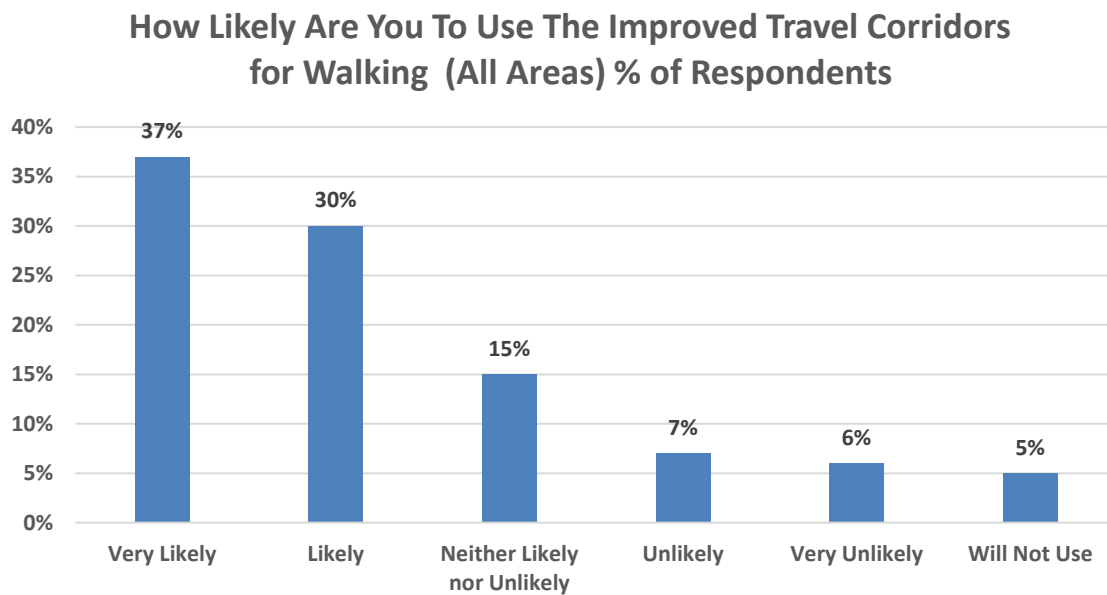


Figure 3: All Areas: Likelihood of Using Improved Travel Corridors for Walking (% of Respondents)

**Base: 230 responses*

Q: How likely are you to use the improved travel corridors for cycling?

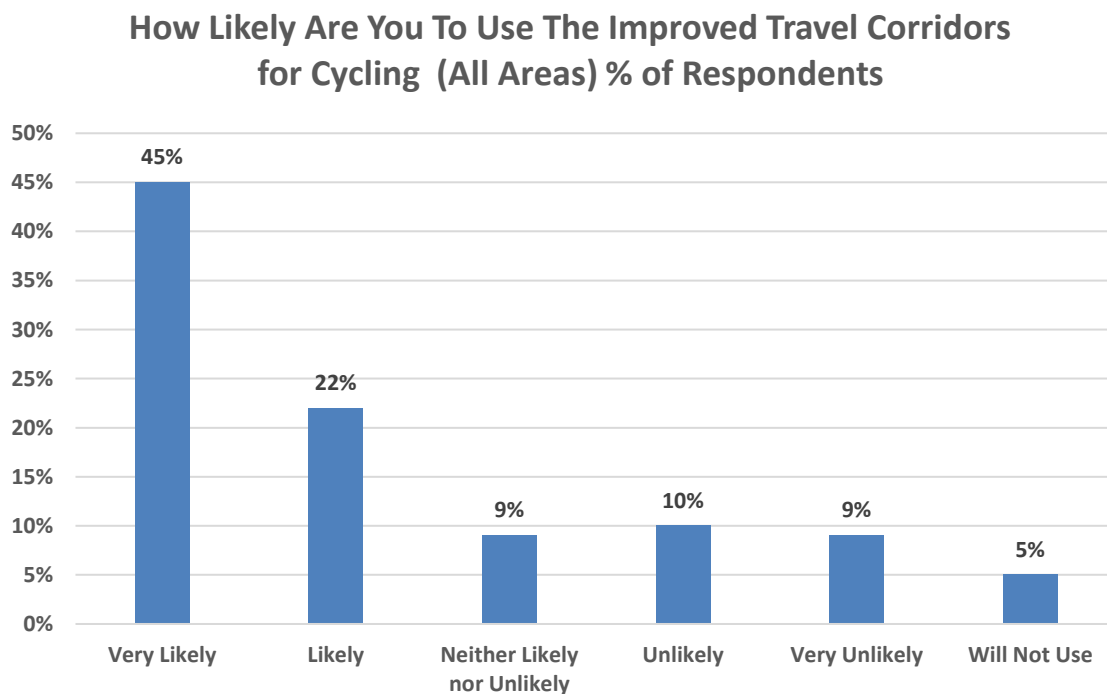


Figure 4: All Areas: Likelihood of Using Improved Travel Corridors for Cycling (% of Respondents)

**Base: 220 responses*

Q: How much do you think the proposed improvements would benefit “You, personally”?

**How much would the proposed improvement benefit you personally? -
% of Responses**

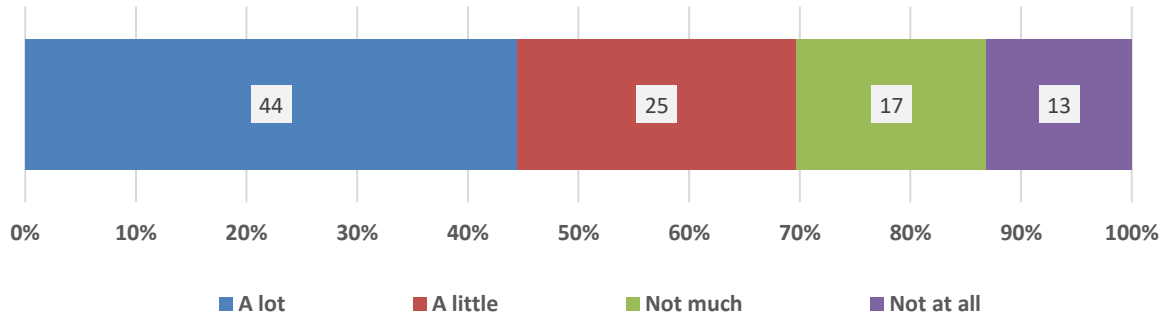


Figure 5: All Areas: How much would the proposed improvements benefit you personally
*Base: 230 responses – NB: percentages may not sum to due rounding to nearest whole number

The chart shows that 69% of respondents (who provided an answer to this question) think that the proposed improvements to the travel corridors will benefit them personally at least “a little”.

Q: How much do you think the proposed improvements would benefit “Your family”?

**How much would the proposed improvement benefit your family? -
% of Responses**

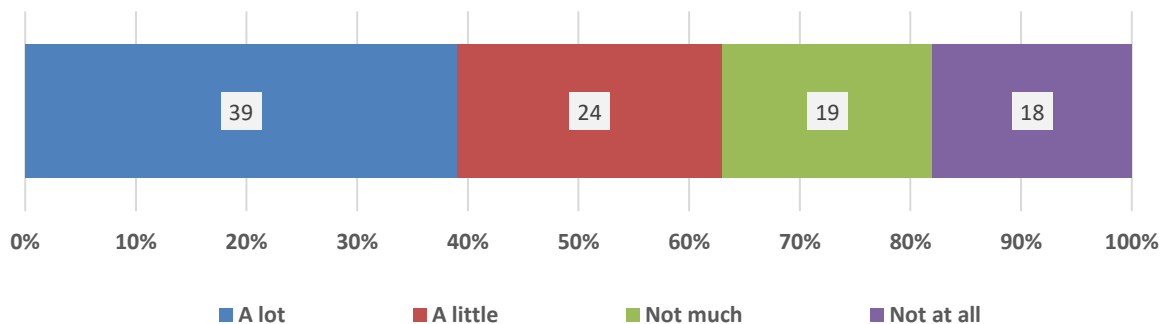


Figure 6: All Areas: How much would the proposed improvements benefit your family
*Base: 223 responses – NB: percentages may not sum to due rounding to nearest whole number

When respondents were asked to express how they thought the proposed improvements would benefit their family 63% (of those that provided a response to this question) indicated that the improvements would provide at least “a little” benefit .

Q: How much would the proposed improvements benefit the local community?

"How much would the proposed improvement benefit the local community? - % of Responses

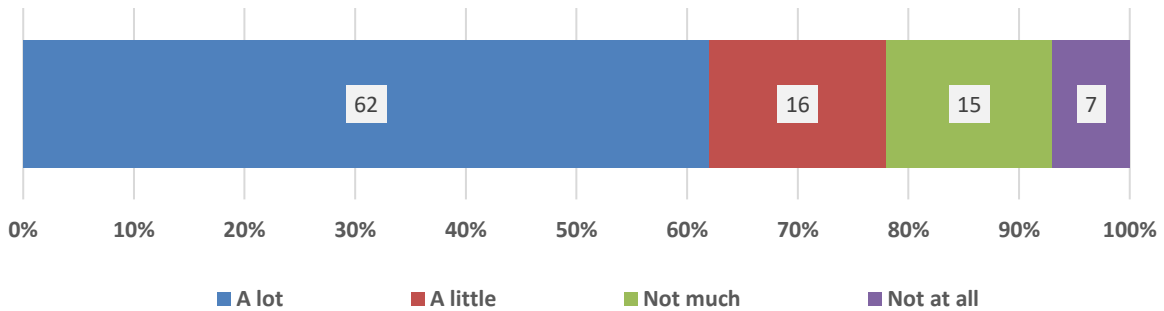


Figure 7: All Areas: How much would the proposed improvements benefit the local community
**Base: 226 responses – NB: percentages may not sum to due rounding to nearest whole number*

The response indicates that 78% (of those that provided a response) feel that the proposed improvements would benefit the local communities by at least “a little”.

Q: How much would the proposed improvements benefit local businesses?

How much would the proposed improvement benefit the local businesses? - % of Responses

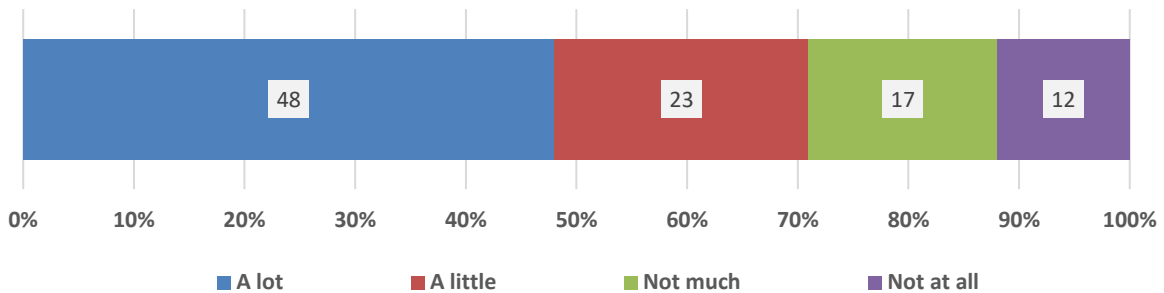


Figure 8: All Areas: How much would the proposed improvements benefit the local businesses

**Base: 225 responses – NB: percentages may not sum to due rounding to nearest whole number*

When asked how much they thought local businesses would benefit from the proposed improvements 71% of respondents who answered this question thought that local businesses would benefit by at least “a little”.

Demographic Profile

Q: Which of the following best describes your gender?

Not all respondents chose to answer this question. Responses received are summarised below:

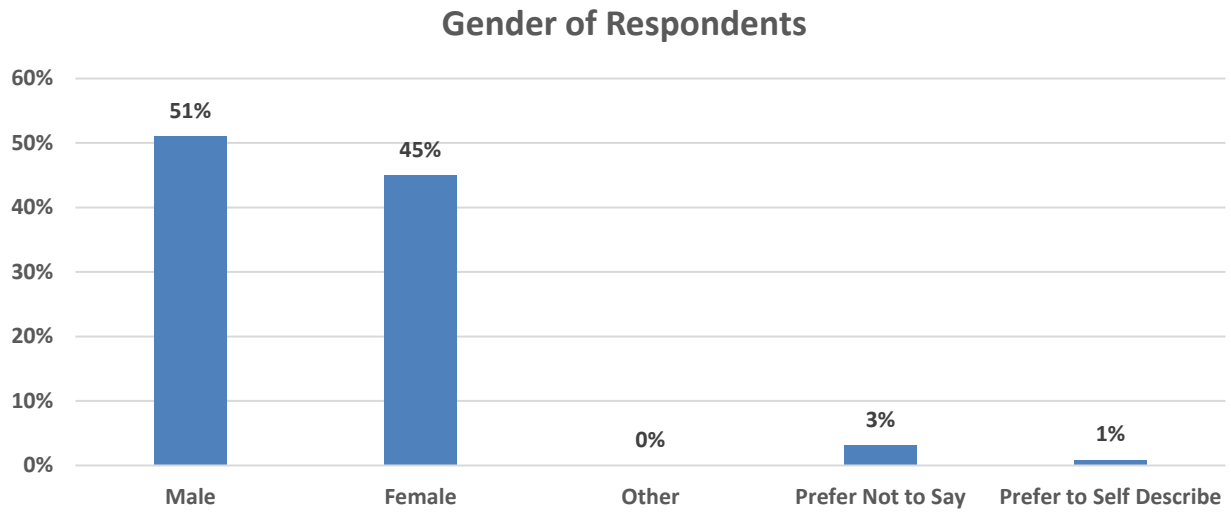


Figure 9: Gender of Respondents
*Base: 229 responses

Age of Respondents

A total of 230 respondents chose to answer this question with the responses received summarised below:

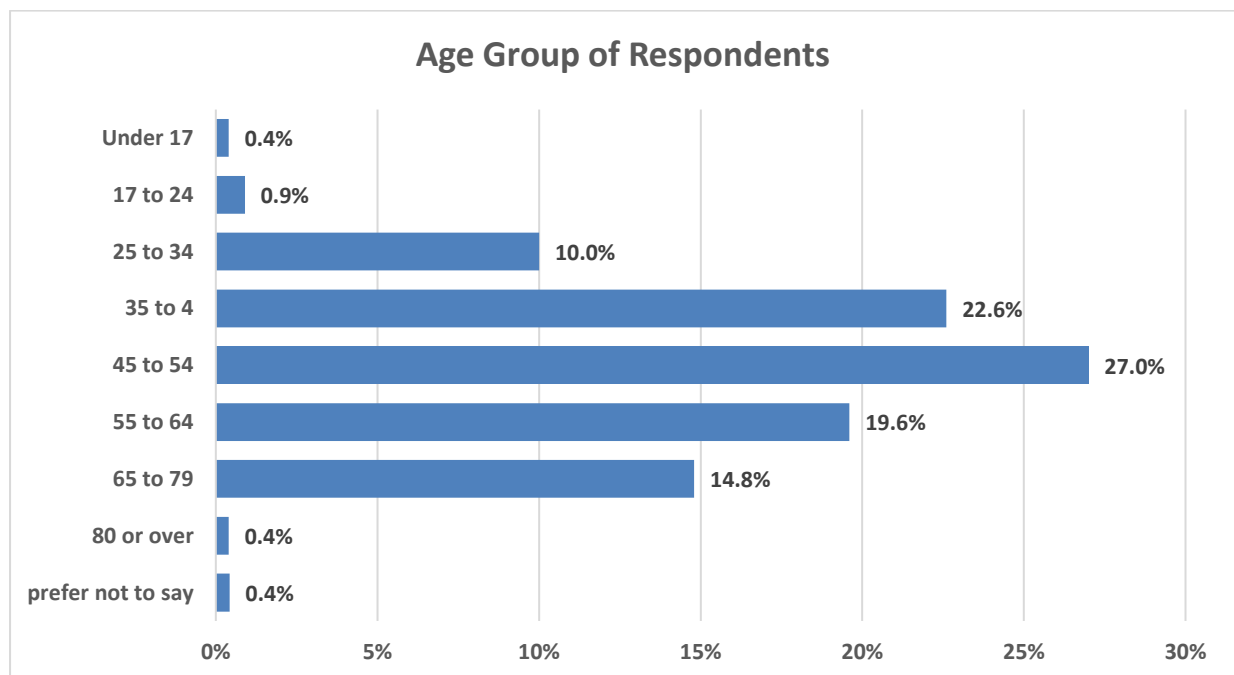


Figure 10: Age Groups of Respondents
*Base: 230 responses

The results indicate that 61.8% of respondents were aged 45+, whilst the under 24 age groups accounted for 11.1% of respondents.