

Newport, Isle of Wight

Cycling Attitudes Survey Report

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Creative Interpretation



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Contents

Survey methodology	4
Results	4
Discussion.....	26
Survey sample	26
Cycling for utility or leisure	26
Desire to cycle more	26
Safety of Newport Streets for cycling	27
Which forms of transport should be improved as the greatest priority?	27
Opportunities to improve cycling	28
Specific Streets.....	28
Spending on cycling	29

Survey methodology

The survey was conducted entirely online, using SurveyGizmo. The survey was promoted via social media (Facebook, Twitter and Instagram), principally through advertising on the Facebook/Instagram network. No specific efforts were made to target cyclists as it was important to receive input from people who rarely or never cycle as well as from frequent cyclists. Advertising was targeted at the Isle of Wight, with some campaigns focused specifically on the Newport area to ensure a high representation of Newport residents in the sample. A prize draw was used as incentive for people to complete the survey who otherwise might not be interested.

A total of 428 responses were received. 40 of these were identified as duplicate submissions and/or were substantially empty and hence removed. A further 4 respondents didn't live or work on the Isle of Wight (and hence were not asked to complete the survey) and these were also removed. This left 384 responses. 49 of these did not fully complete the survey but had provided responses to at least some of the earlier questions so have been included in the analysis.

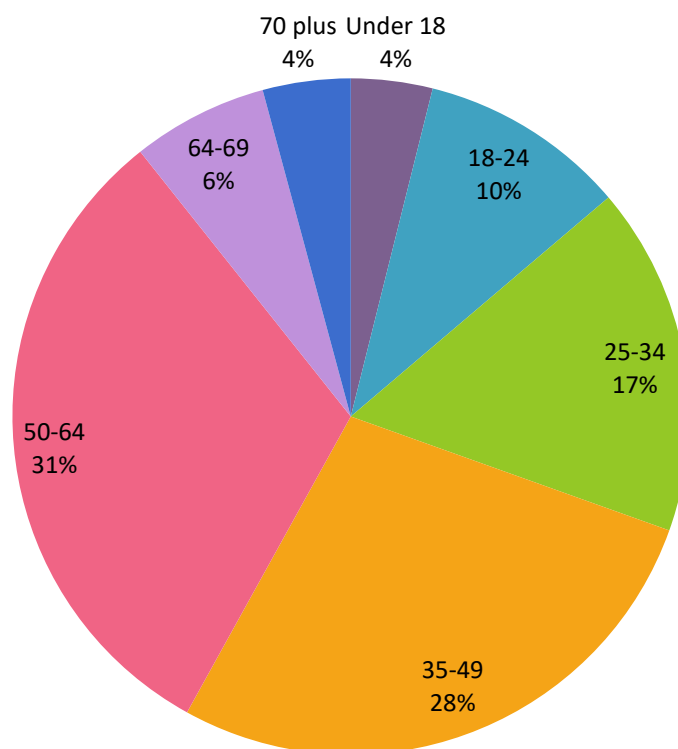
Results

This section outlines the responses to each question. Where appropriate comparative statistics are given at either Isle of Wight or National level to give some context. It should be noted this data will have been collected using different methods and sometimes using slightly different categories. Discussion of the results can be found in the following section.

1. Do you live and/or work on the Isle of Wight? (Please note this survey is only for people who live or work on the Isle of Wight)

Answering "no" to this question ended the survey and responses were removed.

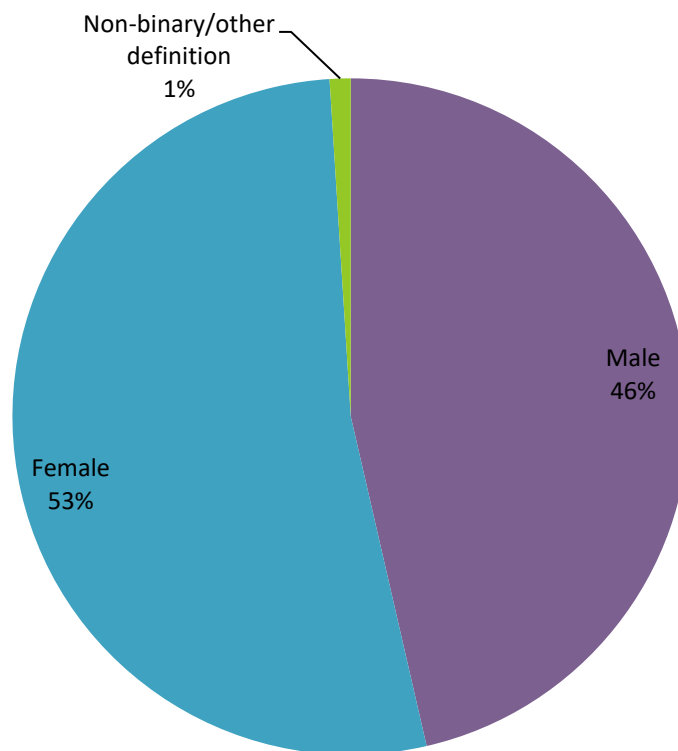
2.How old are you



Value	Percent	Isle of Wight*
Under 18	3.9%	5.8%
18-24	9.9%	7.8%
25-34	16.7%	10.9%
35-49	27.6%	19.0%
50-64	31.3%	25.2%
65-69	6.5%	8.8%
70 plus	4.2%	22.6%

*2017 population estimates, Office for National Statistics. Under 13s were removed, as the survey was targeted via social media streams which are targeted at those over 13.

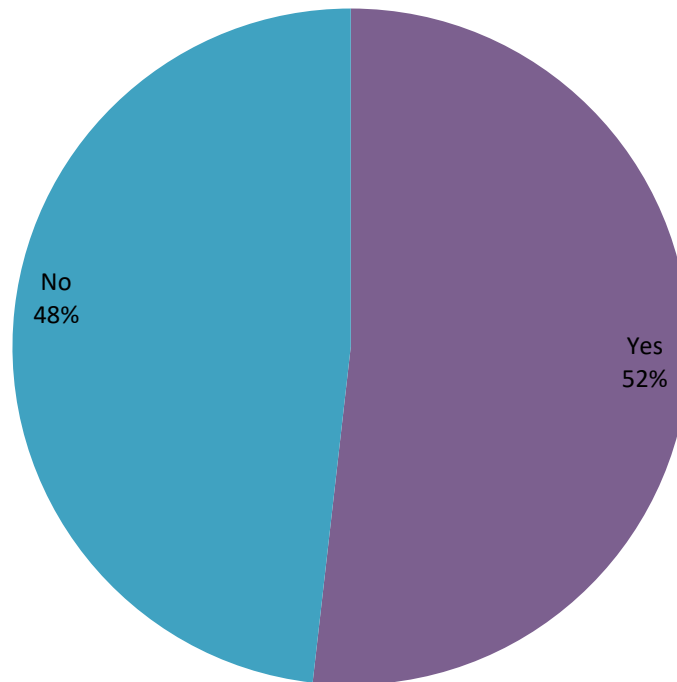
3.What is your gender?



Value	Percent	IOW*
Male	46.4%	48.9%
Female	52.6%	51.1%
Non-binary/other definition	1.0%	Not stated

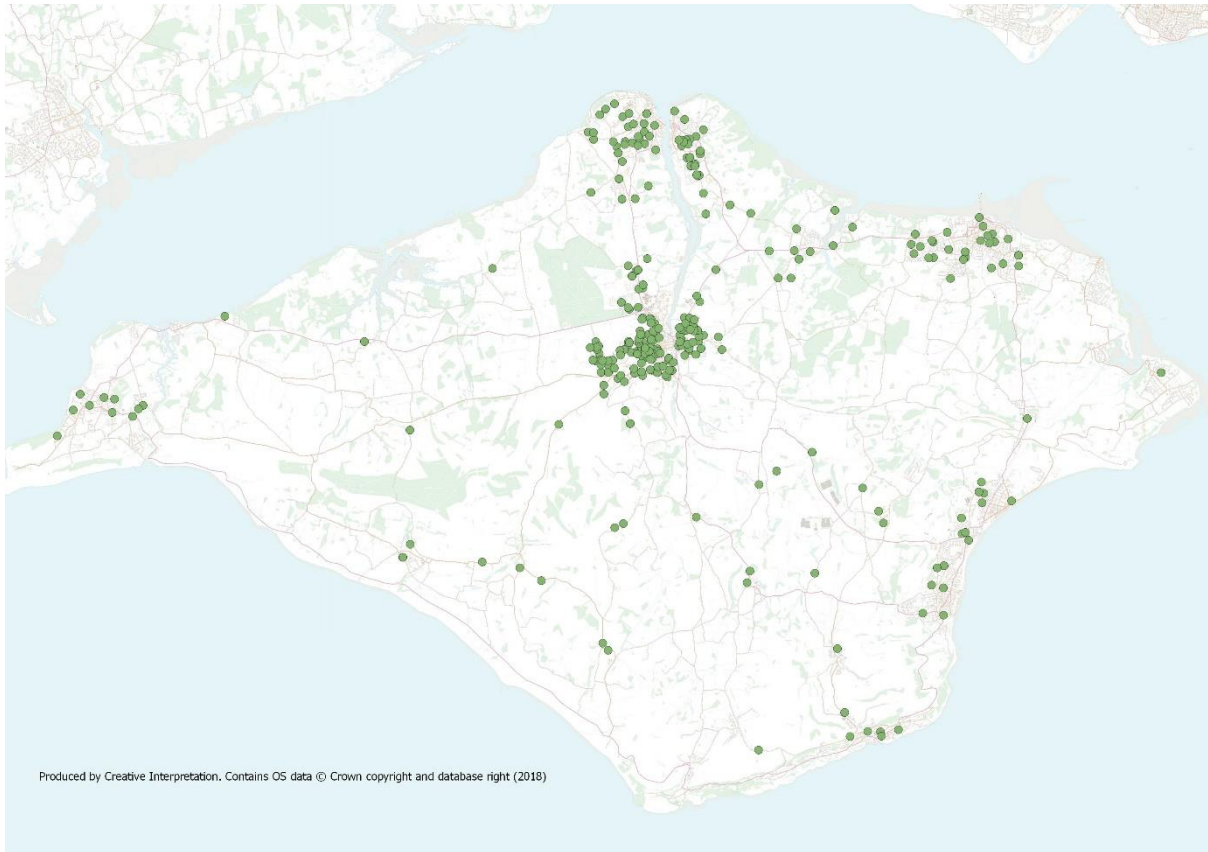
*ONS 2016 Mid-year population estimates

4. Do you live in Newport? (We define Newport as the civil parish of Newport, which includes Carisbrooke)



Value	Percent
Yes	51.8%
No	48.2%

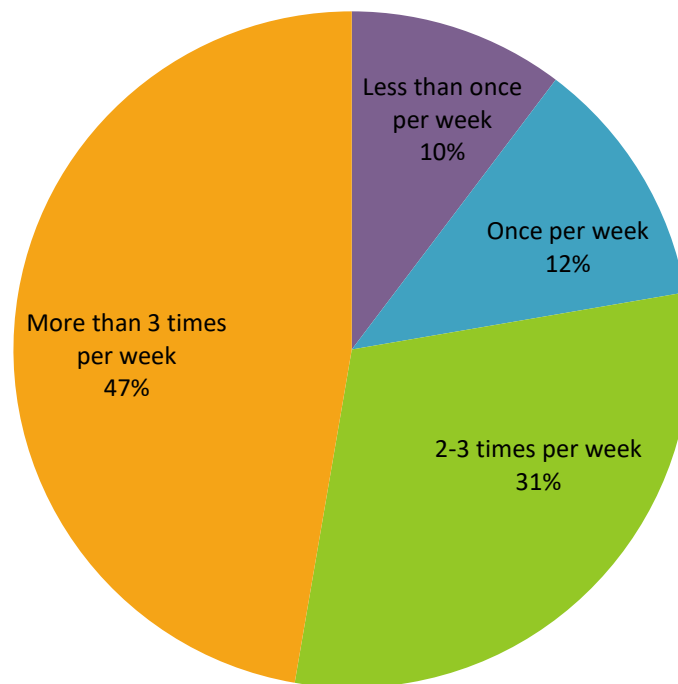
5.What is your postcode (We don't need your address, just the postcode. This helps us identify whether people from different areas feel more strongly about certain issues. This question is optional, but it is really helpful if you complete it.)



Map of location of respondents (IOW only)

The majority of respondents were on the Island, with the majority in the Newport area. A few responses were from the near mainland, presumably from individuals who work on the Island.

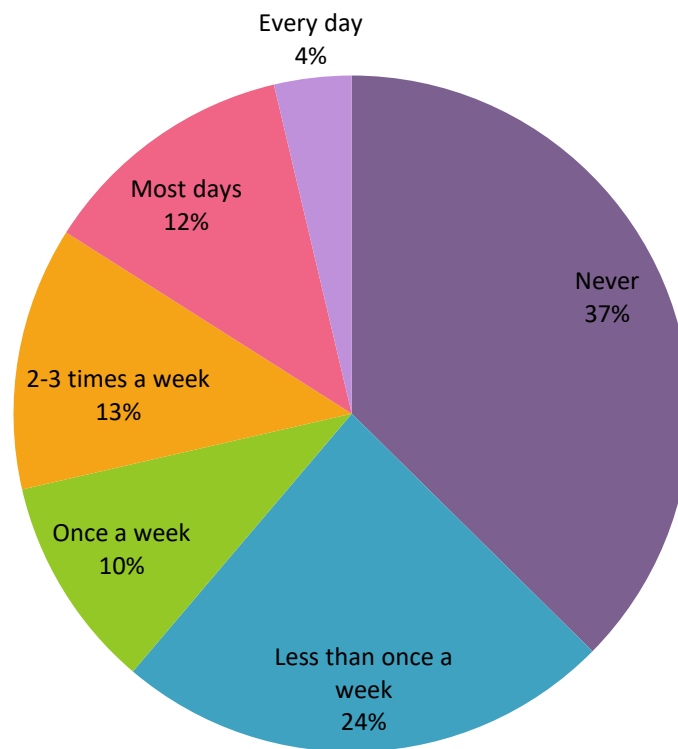
6.How often do you typically travel to Newport?



Value	Percent
Less than once per week	10.3%
Once per week	12.0%
2-3 times per week	30.4%
More than 3 times per week	47.3%

This question was only asked of respondents who indicated they didn't live in the civil parish of Newport in question 4.

7.How often do you cycle? (Please think back over the last month when answering this question)

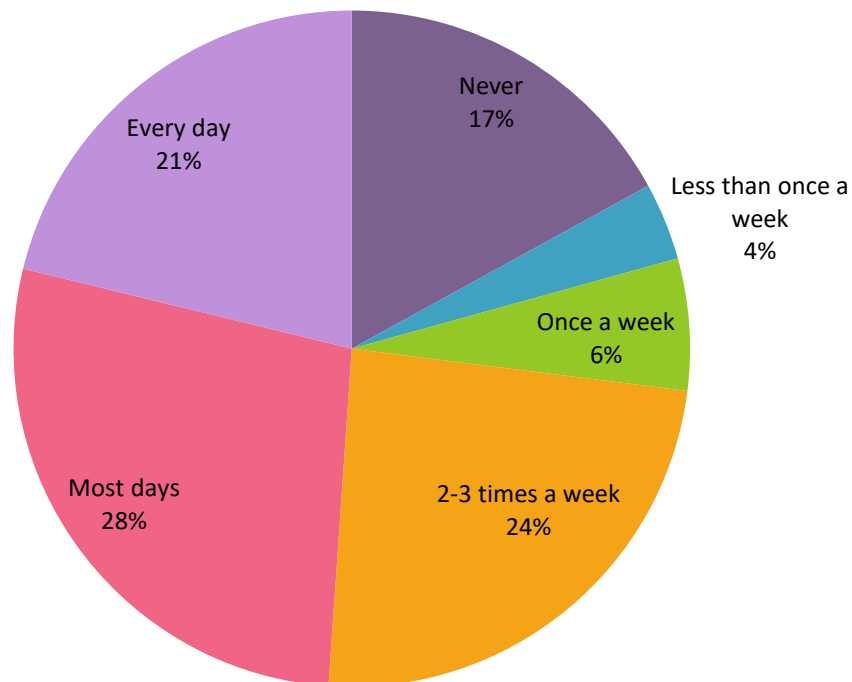


Value	Percent	IOW*
Never	37.4%	71.4% **
Less than once a week	23.8%	14.1%
Once a week	10.2%	8.5%
2-3 times a week	12.6%	3.5%
Most days	12.3%	2.5%
Every day	3.7%	

* Closest category matches in Department for Transport Walking and Cycling Statistics 2014/15

** DfT statistics are for people cycling less than once per month, which would encompass some of those recorded in the less than once a week category.

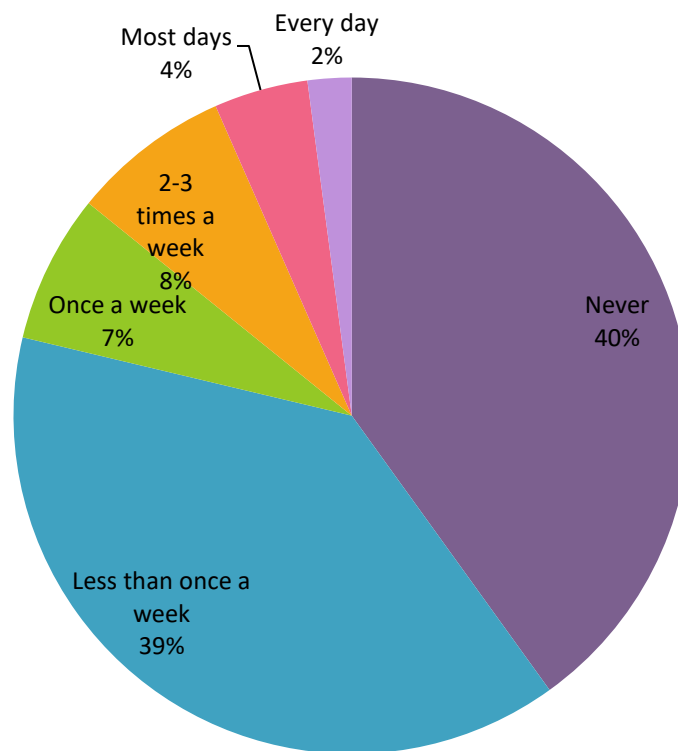
8.How often do you drive a car/van? (Please think back over the last month when answering this question)



Value	Percent	GB*
Never	17.0%	31%
Less than once a week	3.7%	2%
Once a week	6.3%	5%
2-3 times a week	24.1%	18%
Most days	27.7%	
Every day	21.2%	44%

* Closest category matches in 2017 British Social Attitudes survey

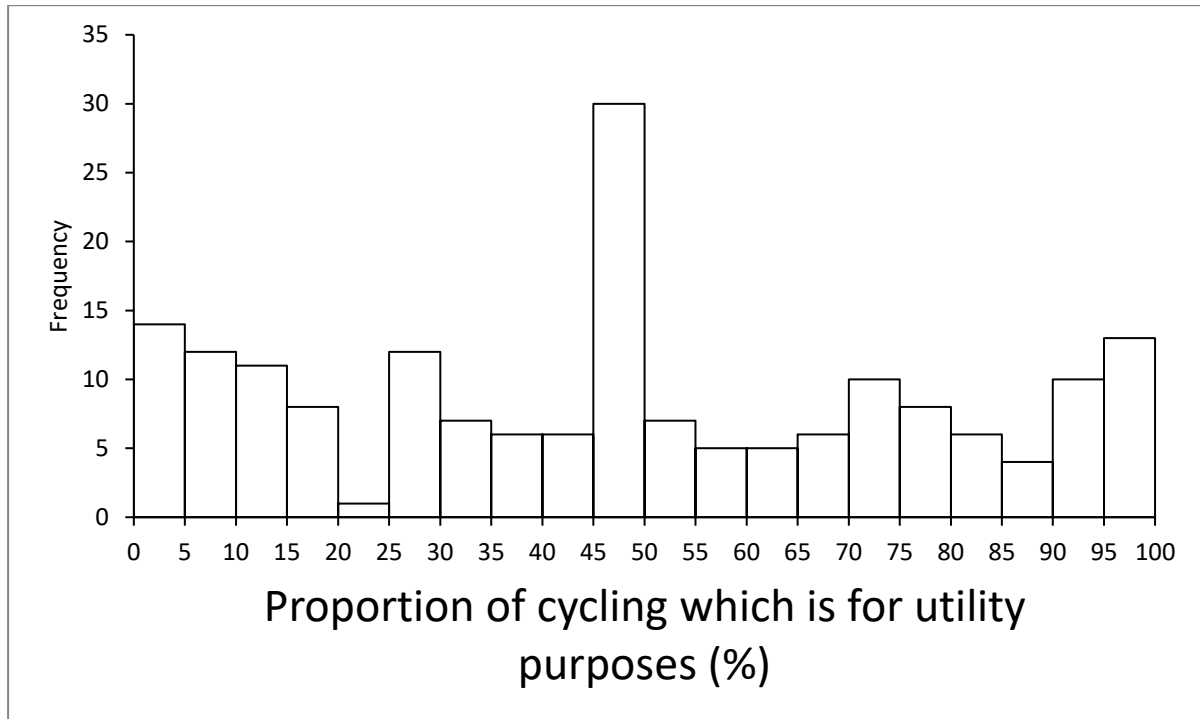
9. How often do you use public transport? (Please think back over the last month when answering this question)



Value	Percent	GB (Travel by bus)*
Never	40.1%	43%
Less than once a week	38.7%	31%
Once a week	7.1%	8%
2-3 times a week	7.6%	12%
Most days	4.5%	
Every day	2.1%	7%

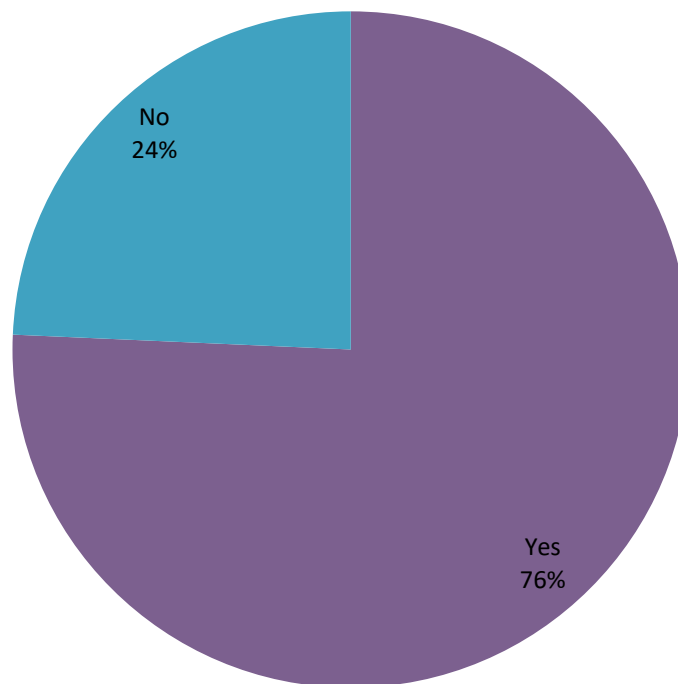
* Closest category matches in 2017 British Social Attitudes survey

10. What proportion of your cycling is for transport/utility purposes rather than leisure? We define transport cycling as commuting, shopping, visiting friends etc, and leisure cycling as going for a ride just for fun or exercise. We include cycling to leisure activities as transport cycling (for example cycling to a swimming pool)



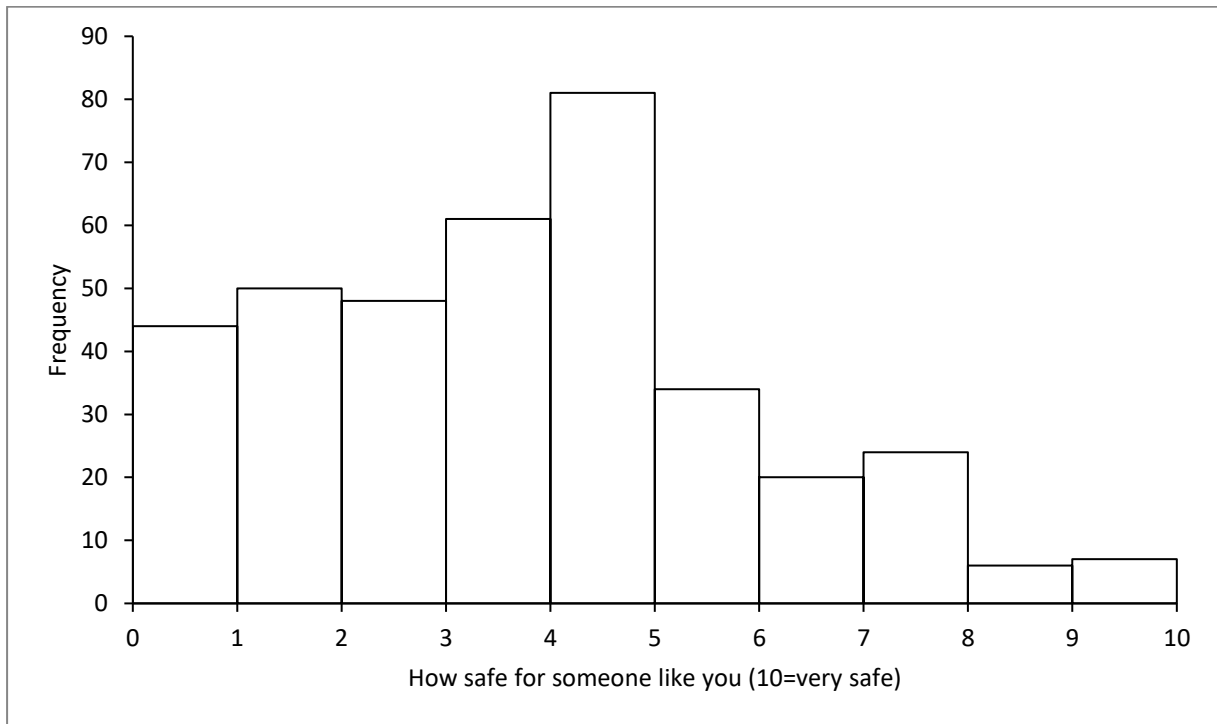
Mean: 48.9%

11. Would you like to be able to cycle more than you do at the moment?



Value	Percent
Yes	75.7%
No	24.3%

12. How safe do you think the streets in Newport are for cycling for someone like you?

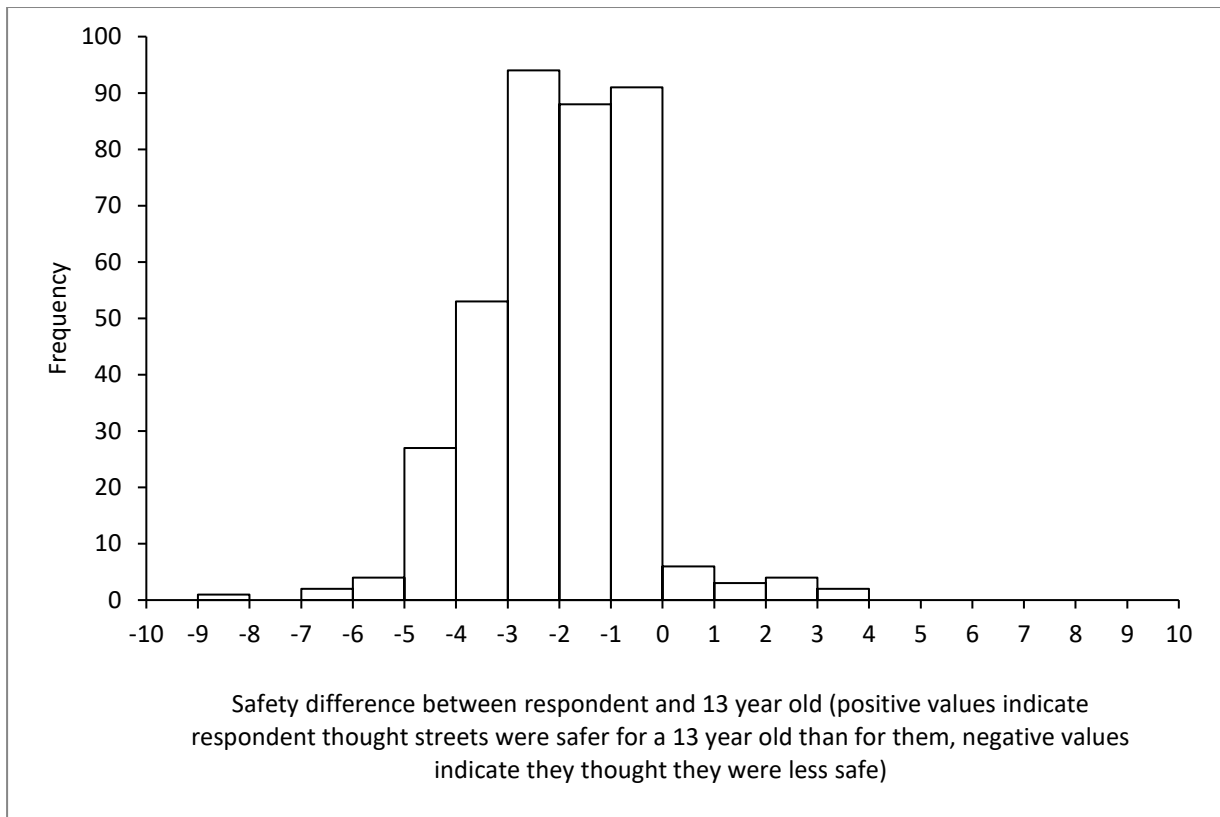


Mean value: 4.3

13. How safe do you think the streets in Newport are for cycling for a 13-year-old?

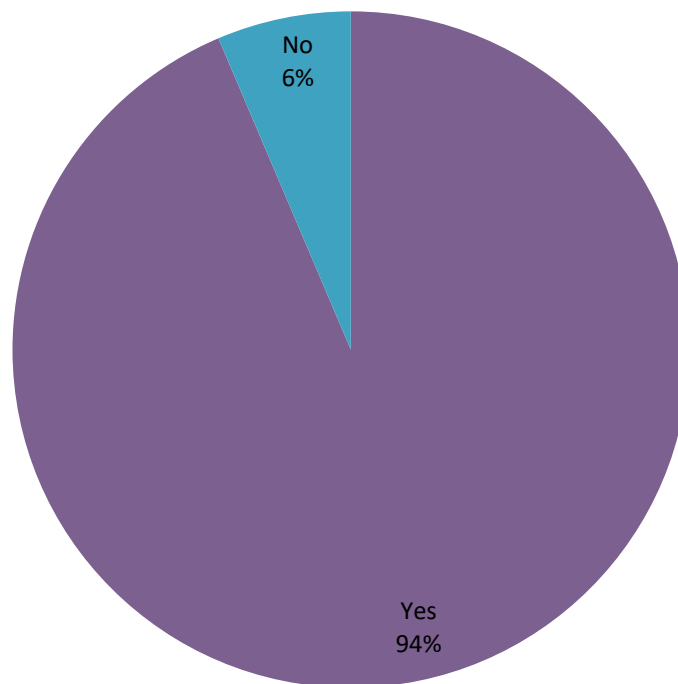


Mean Value: 2.8



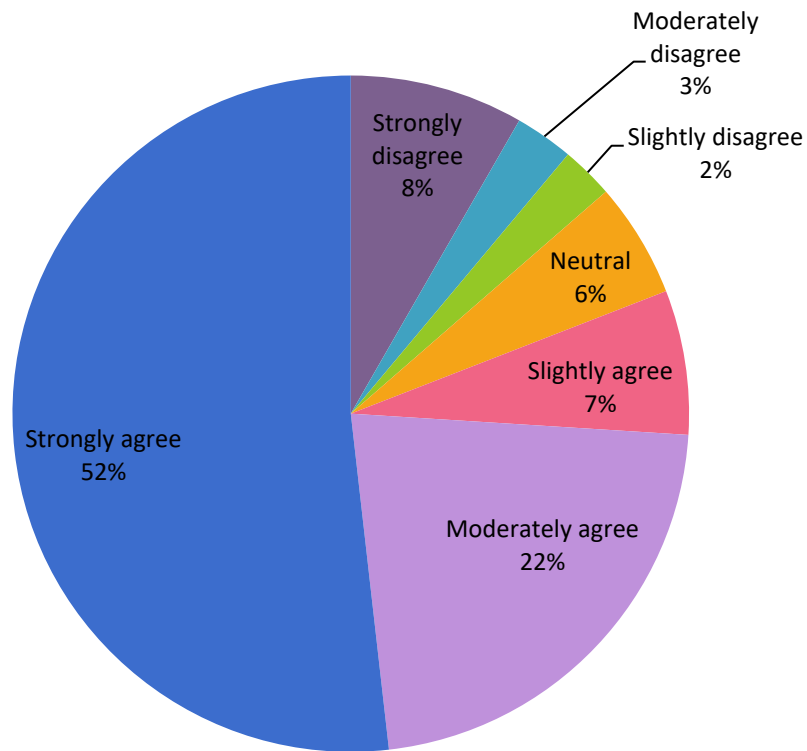
Mean value: -1.5

14. Would you like to see improvements to make cycling safer?



Value	Percent
Yes	93.6%
No	6.4%

15. Do you agree that there should be more investment in facilities to enable safe cycling in Newport?

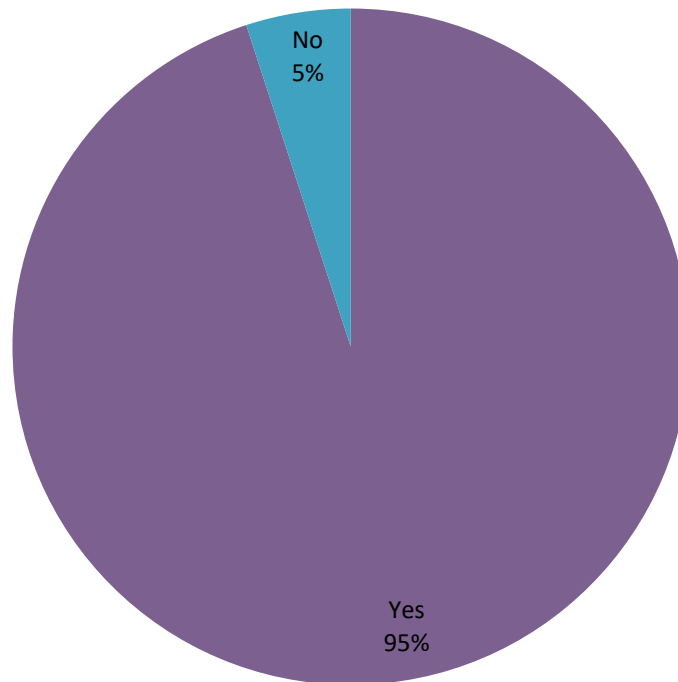


Value	Percent
Strongly disagree	8.3%
Moderately disagree	2.8%
Slightly disagree	2.5%
Neutral	5.5%
Slightly agree	6.9%
Moderately agree	22.2%
Strongly agree	51.8%
Disagree	13.6%
Agree	80.9%

16. Which forms of transport should be improved as the greatest priority to achieve each of these benefits?

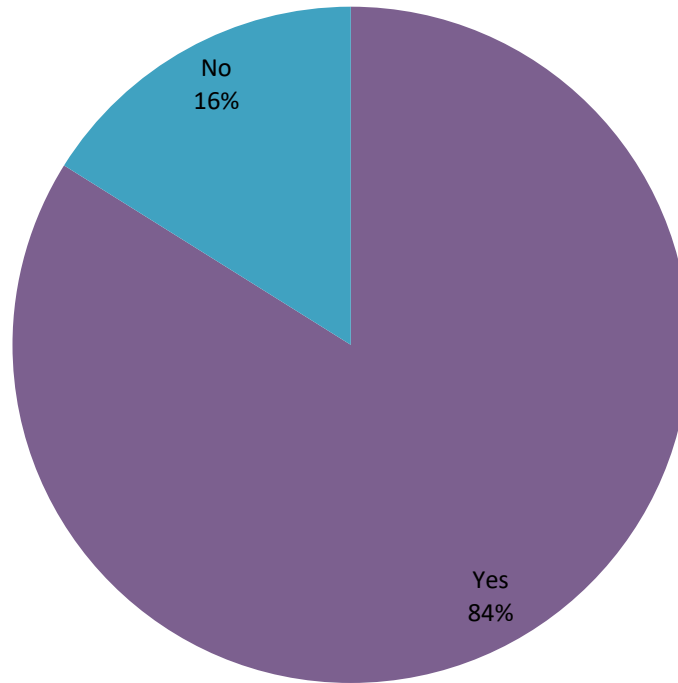
	Walking and Cycling	Public transport	Cars	Responses
	Row %	Row %	Row %	Count
Keeping the town moving	58.3%	20.8%	20.8%	360
Improve people's health	88.5%	6.7%	4.7%	358
Reduce air pollution	70.4%	18.4%	11.2%	358
Make streets more attractive	75.5%	12.3%	12.3%	351

17. Do you think there should be more dedicated cycle routes completely away from roads?



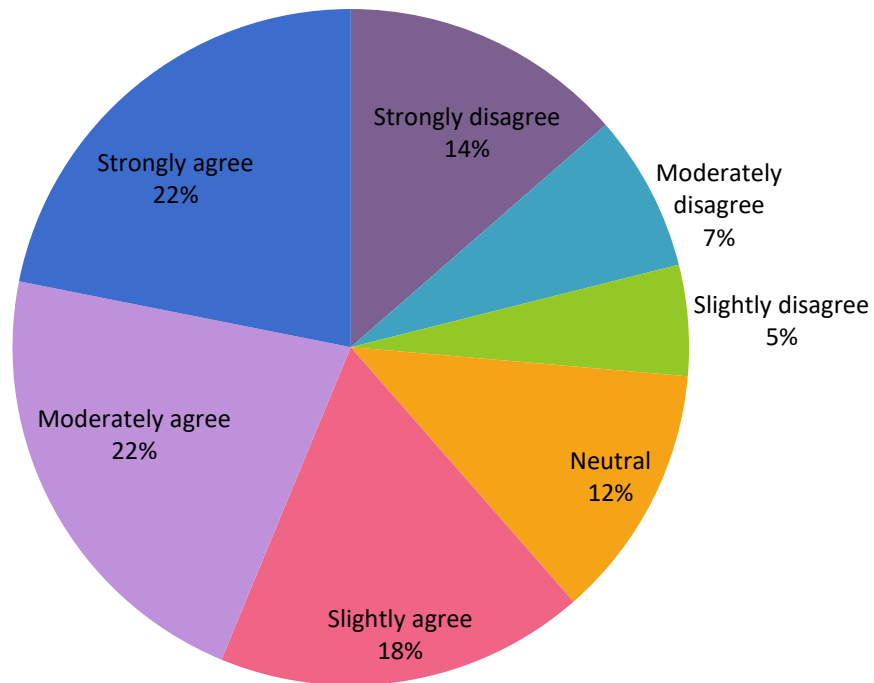
Value	Percent
Yes	95.0%
No	5.0%

18. Do you think there should be more protected cycle lanes, even if this reduces road space for cars? (Protected cycle lanes are not just painted lanes, but physically separate people cycling from motor traffic)



Value	Percent
Yes	83.9%
No	16.1%

19. One way to provide better walking and cycling opportunities is to limit through traffic on minor roads. Should this be considered for some local streets in Newport? (Limiting traffic could mean, for example, prohibiting motor vehicles except for access to properties on the street, or changing street layouts so streets are not attractive as short-cuts avoiding main roads)



Value	Percent
Strongly disagree	13.6%
Moderately disagree	7.5%
Slightly disagree	5.3%
Neutral	12.2%
Slightly agree	17.7%
Moderately agree	21.9%
Strongly agree	21.9%
Disagree	26.4%
Agree	61.5%

20. Are there any particular streets in Newport you think should be improved for cycling? If so, which ones.

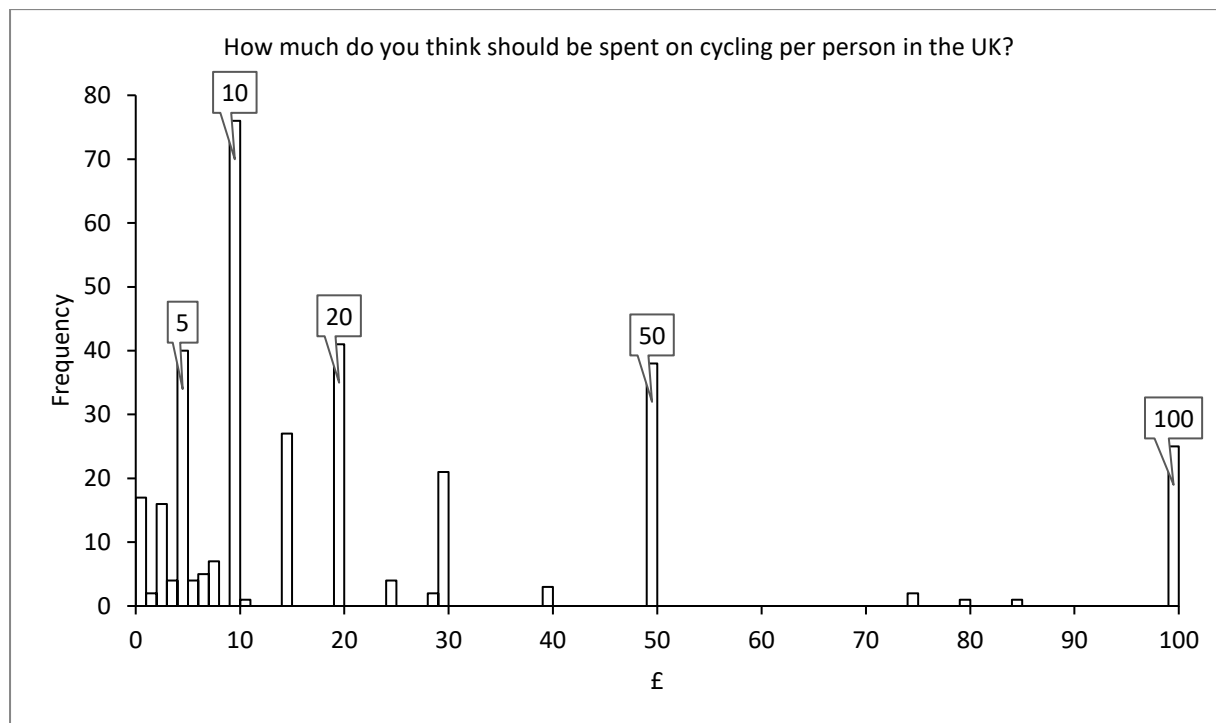
Various responses were received in this section, some of which have been excluded from the analysis as they did not provide details of any streets. Some gave descriptions which have been categorised as accurately as possible with the information given. The table below shows the street and the number of respondents who mentioned it. In total 199 respondents answered this question in some form.

In addition, 13 respondents specified all or most streets needed to be improved, 11 specified the town centre in general, 5 mentioned all main roads into town, 3 mentioned one-way streets in general and 5 mentioned the Dodnor and Riverway estates, sometimes citing the need for a link to the town centre.

Newport High Street	47
Fairlee Road	41
Carisbrooke Road/The Mall	24
Coppins Bridge	17
St James Street/Square	13
Little London	11
Pyle Street	11
Medina Way	10
Trafalgar Road	9
Hunnyhill	7
South Street	7
Staplers	7
Lugley Street	7
Crocker Street	6
Parkhurst Road/Horsebridge Hill	6
Forest Road	5
St George's Way	4
Sea Street	4
Medina Avenue	4
Carisbrooke High Street	4
Cross Newport Route (NCN 23)	3
Caesars Road	3
Hollyrood Street	3
Long Lane	2
(Old) Westminster Lane	2
Chapel Street	2
The Quay	2
New Street	2
Whitepit Lane	2

Bowcombe Road/Clatterford Road	1
Link to West Wight	1
Hazel Close	1
Wellington Road	1
Hinton Road	1
Priory Farm Lane	1
Alderbury Lane	1
Barton Road	1
Royal Exchange	1
Blackwater Road	1
Hunnycross Way	1
St Mary's Roundabout	1
Cowes to Newport	1
B&Q Roundabout	1
Dodnor Lane	1
West Street	1
Ones around schools	1
Cross Street	1
Shide Road	1

21. Central and local governments in the UK spend around £300 per person on transport every year. Of this about £3 per person is spent on cycling, rising to £10 per person in some places. How much do you think should be spent on cycling per person in the UK?



N.B. 12 respondents submitted values over £100 which have been excluded. 1 respondent submitted a range of £10-£50 which has also been excluded.

Mean value: £23.76

Median value: £10

Discussion

Survey sample

The age profile of the sample was broadly in line with the Isle of Wight population, however over 70s were significantly underrepresented, and people between 25-64 were slightly overrepresented. This may be a result of lower social media participation among older people.

The gender split of the sample was very close to the Isle of Wight population.

Responses were almost evenly split between those who lived in the civil parish of Newport and those who lived outside. Most of those living outside visit Newport at least twice per week (78%).

People who cycle were over-represented when compared with DfT statistics for the Isle of Wight. This is almost certainly a result of the self-selection of respondents; people who cycle are probably more likely to respond to a survey on cycling.

Car drivers were also overrepresented when compared to statistics for Great Britain as a whole, with only 17% of respondents never driving, compared with 31% nationally.

Public transport use was largely in line with typical figures for bus use in Great Britain. This figure was used for comparison as most public transport use on the Isle of Wight is bus travel.

Overall the sample appears to be moderately representative of a typical population, with some bias towards those who cycle, drive and are under 70.

Cycling for utility or leisure

Among respondents who cycle there was considerable variation in how much people cycled for utility purposes rather than for leisure, with some cycling purely for leisure, some purely for utility and many undertaking trips of both types in various proportions.

This suggests facilities for cycling need to address the need for both leisure and utility cycling.

Desire to cycle more

76% of respondents indicated that they would like to be able to cycle more. Even among those who currently never cycle 52% would like to be able to cycle. Infrequent cyclists are more likely to want to cycle more; 100% of respondents who cycle once a week would like to cycle more.

How often do you cycle?	Would you like to be able to cycle more?
Never	51.7%
Less than once a week	92.3%
Once a week	100%
2-3 times a week	85.4%
Most days	85.1%
Every day	78.6%

Safety of Newport Streets for cycling

Most respondents thought Newport’s streets were relatively unsafe for cycling for them, and even more unsafe for a 13-year-old, on average rating safety 1.5 ranks lower. 94% of respondents would like to see improvements to make cycling safer, and even among those who never cycle the 87% would like to see safety improvements.

When asked about the need for more investment in facilities to enable safe cycling in Newport respondents were still strongly supportive, but more people disagreed with this question than the previous one asking if they would like to see improvements to make cycling safer. This slight reduction in support may be due to the mention of investment or specifying Newport. However, even when asked about money being spent in Newport on cycling, 80.9% of respondents agreed, with 52% expressing strong agreement. Among respondents that never cycle 69% agreed.

This provides strong evidence that Newport’s streets are not perceived as being safe enough to cycle on, particularly for teenagers, and there are very high levels of support for measures which improve safety of people cycling.

Which forms of transport should be improved as the greatest priority?

There was strong support for focusing on walking and cycling improvements across all four areas (keeping the town moving, improve people’s health, reduce air pollution and make streets more attractive). Keeping the town moving saw more people prioritise cars than the other areas, but walking and cycling was still prioritised by 58% of respondents.

Among those who never cycle, walking and cycling were still the top priority in all areas, but by a smaller margin, with significantly more support for public transport improvements, and a small increase in support for improvements for cars.

Respondents who never cycle and drive every day or most days were almost evenly split over which mode to prioritise to keep the town moving, with 35% specifying walking and cycling, 32% public

transport and 33% cars. In the other areas support for walking and cycling improvements were still significantly higher.

Overall this forms a picture of very strong support for measures to improve walking and cycling, with moderate support for public transport improvements and much lower levels of support for improvements for cars. Even among the group that would appear most likely to advocate for improvements for cars (those that drive often and never cycle) improvements for cars were not seen as the highest priority by more than two-thirds.

Opportunities to improve cycling

Almost all respondents (95%) thought there should be more dedicated cycle routes completely away from roads. Among those that never cycle support was almost as strong, with 93% in support.

A large majority (84%) also supported creation of protected cycle lanes, even if this reduces road space for cars. This was slightly reduced (77%) when looking at those who never cycle and slightly more (72%) among those who drive frequently and never cycle. However, even among these groups the level of support is still very high. Sustrans' Bike Life 2017 report found a similar level of support for protected bike lanes even where this could mean less road space for other traffic, averaging 78% and 74% among respondents who do not ride a bike.

62% of respondents agreed that limiting through traffic on some local streets in Newport should be considered, with only 26% disagreeing. Among those who never cycle 53% agreed and 32% disagreed.

Specific Streets

Newport High Street and Fairlee were both identified by nearly a quarter of those responding as being in need of improvement for cycling. Looking at comments made by respondents, Fairlee appears to be a friction point, where people driving sometimes perceive cyclists should use the shared use route but people cycling find it inadequate and unsafe. The lack of a suitable link from the end of the shared section into town was also highlighted by several respondents.

Main roads into/within the town centre were highlighted by many people, as were local streets around the town centre, in particular the area around Crocker Street/Lugley Street/Sea Street and Holyrood Street.

The link between the two off-road sections of NCN23 was a cause for concern, in particular the section along Little London. The Pyle Street crossing was also highlighted by several respondents as being dangerous and difficult to use.

Links between the town centre and Riverway/Dodnor estates and hospital are identified as being particularly poor. Medina Way, Riverway and Hunnyhill were all mentioned by multiple respondents and several specifically mentioned the need for a better link between the two areas.

Spending on cycling

Only 10% of respondents thought government spending should be at, or below its current level of £3 per person, while 73% thought spending should be at least £10 per person. The mean value (controlling for outliers) was £23.76, reducing to £18.10 among those who never cycle.

Overall support is very strong for significantly higher levels of transport spending being allocated to cycling.

This ties in with results from several of the Sustrans bike life reports. The 2017 report found that 75% of people would like to see more spent on cycling.