Bournemouth, Christchurch and Poole Travel Survey

OCTOBER 2018 TO JANUARY 2019

Report April 2019

Insight Team
INSIGHT POLICY & PERFORMANCE

Contents

1. Introduction

Current data on travel within Bournemouth is restricted to Census data, Automatic Traffic Counts, ad hoc Manual Traffic Counts, school census data and rail and bus patronage figures. With the exception of Census data, no trip purpose information is collected by these sources. Currently collected transport data has little qualitative information regarding modes used, trip times or locations of trips.

Therefore, a travel survey covering Bournemouth, Christchurch and Poole has been designed to collect evidence on who is travelling, where they are going, what routes or modes are being used, why they are travelling and using the modes they use and how changes in the system might affect their choices in the future. The aims of the survey are as follows:

- Provide baseline data
- Identify travel patterns and trends
- Monitor long-term trends in personal travel
- Inform travel policy
- Understand barriers and incentives to sustainable travel

2. Methodology

The online survey was live for twelve and a half weeks, from the 17th October 2018 to the 13th January 2019. Bournemouth Borough Council ran the survey on behalf of Borough of Poole, Dorset County Council and Dorset Local Enterprise Partnership. The webpage promoting the survey included FAQ's to help people understand the reason for the survey and why we were asking for detailed information about their journeys. The survey was promoted via social media including targeted posts later in the fieldwork period to increase responses from under-represented groups (younger people and residents of Christchurch). The survey was also promoted on the consultation pages for Bournemouth Borough Council, Borough of Poole and Dorset for You. The survey was also sent to all 1880 members of Bournemouth's e-panel. Everyone who completed the survey was offered the chance to enter a prize draw to win one of three £50 shopping vouchers.

3. Results

The total number of responses to the consultation was 3621, of which 722 were from Bournemouth's e-panel members. The number of responses by area can be seen in Table 1.

Table 1: Breakdown of responses by area

Area	**Number**
Bournemouth	1601
Christchurch	350
Poole	1272
Rest of Dorset	274
Other	90
Unknown	34
Total	**3621**

When considering the proportion of responses in Bournemouth, Christchurch and Poole compared to the population of these areas, the number of responses are representative of

each area (as shown in table 2) and therefore the e-panel responses have been included in the main results.

Table 2: Proportion of responses in BCP compared to population

Area	% Responses in BCP	% Population of BCP
Bournemouth	50%	49%
Christchurch	11%	13%
Poole	39%	38%

Responses have been weighted by age to make them representative of the BCP population. The results in the travel to school section have not been weighted due to the data being based on the travel habits of the children rather than the respondent. A full breakdown of the demographics of respondents can be found in the appendix 1.

Differences between overall responses and groups of respondents have been highlighted in the report where they are large enough to represent a statistically significant difference. Where no differences are stated, this means that no statistically significant differences exist or that the total number of responses from the target group was too small to draw any reliable conclusions.

Figures in this report are presented as a percentage of people who answered the question i.e. excluding 'don't know', 'does not apply' and 'no reply'. The percentages in this report will not always add up to 100% this can be because of rounding or because respondents can select more than one response to a question.

This report also summarises the nature of comments and suggestions made by respondents and the type of themes arising. The numbers of people mentioning the most prevalent themes are provided to give an indication of the magnitude of response. Importantly, however, given the nature of qualitative data, this does not provide an indication of significance or salience in relation to the question asked. Some comments were coded to more than one theme to reflect the range of issues mentioned.

Within the sustainable travel section of the report there are references to Mosaic groups. These are Experian's consumer classification categories based on their in-depth statistical analysis of a wealth of demographic data and market research sources. Experian have identified 67 household types and 15 groups. Each postcode in the country has been allocated a Mosaic group and type that best generalises the 'type' of people who tend to live in this postcode. Results have been analysed by respondents' Mosaic groups (based on their postcode) and any significant differences have been reported. A list and description of Mosaic groups can be found in appendix 2.

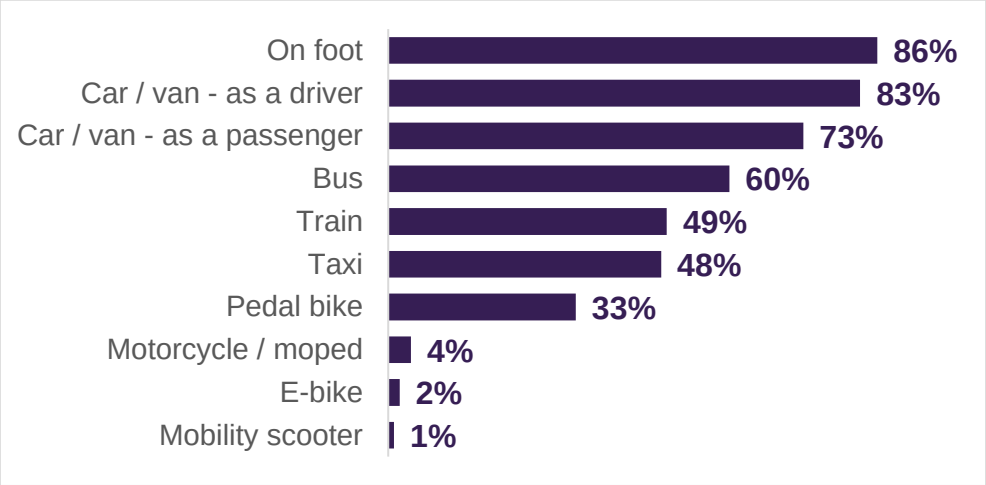
Results have also been analysed by the Index of Multiple Deprivation (IMD). IMD combines a group of indicators which measure different aspects of deprivation. The IMD is the official measure of relative deprivation for all small areas (or LSOAs) in England. The IMD ranks each LSOA into 10 equal deciles. LSOAs in decile 1 fall within the most deprived 10% nationally and LSOAs in decile 10 fall within the least deprived 10% nationally.

4. Methods of travel and frequency of use

Respondents were asked on average, how often they use various methods of transport when travelling in the local area. Figure 1 shows the proportion of users of various methods of travel. A user is defined as someone who has used that method in the last twelve months.

Overall, 86% of respondents travel on foot. For the purposes of the survey, 'on foot' was defined as a walk or run which is longer than 5 minutes, made either on its own or as part of trip with other methods of transport. Over four fifths of respondents drive a car or van (83%) and just under three quarters travel in a car or van as a passenger (73%). Three fifths of respondents (60%) travel by bus whilst just under half use trains and taxis (49% and 48% respectively). One third (33%) use a pedal bike.

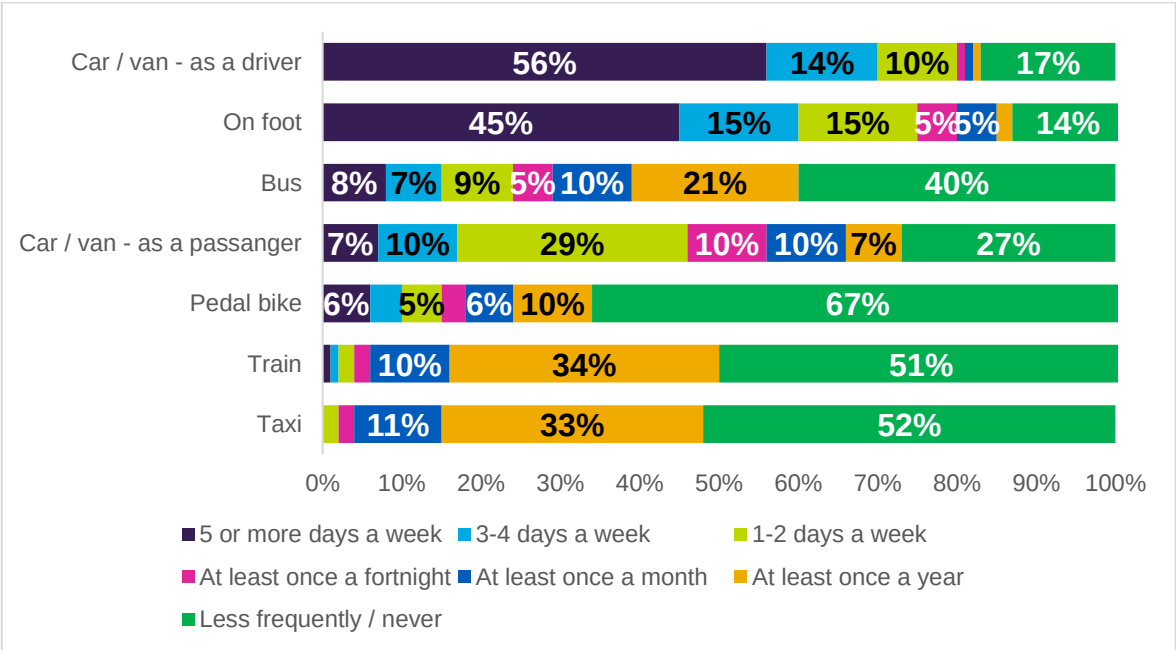
Figure 1: Use of transport when travelling in the local area (% used in last 12 months)



Base: All respondents

Figure 2 shows the frequency of use for the main modes of travel. Values of less than 5% are not shown on the chart. Over half of all respondents (56%) drive a car or van five or more days a week whilst 45% travel on foot five or more days a week.

Figure 2: Frequency of use (% respondents)



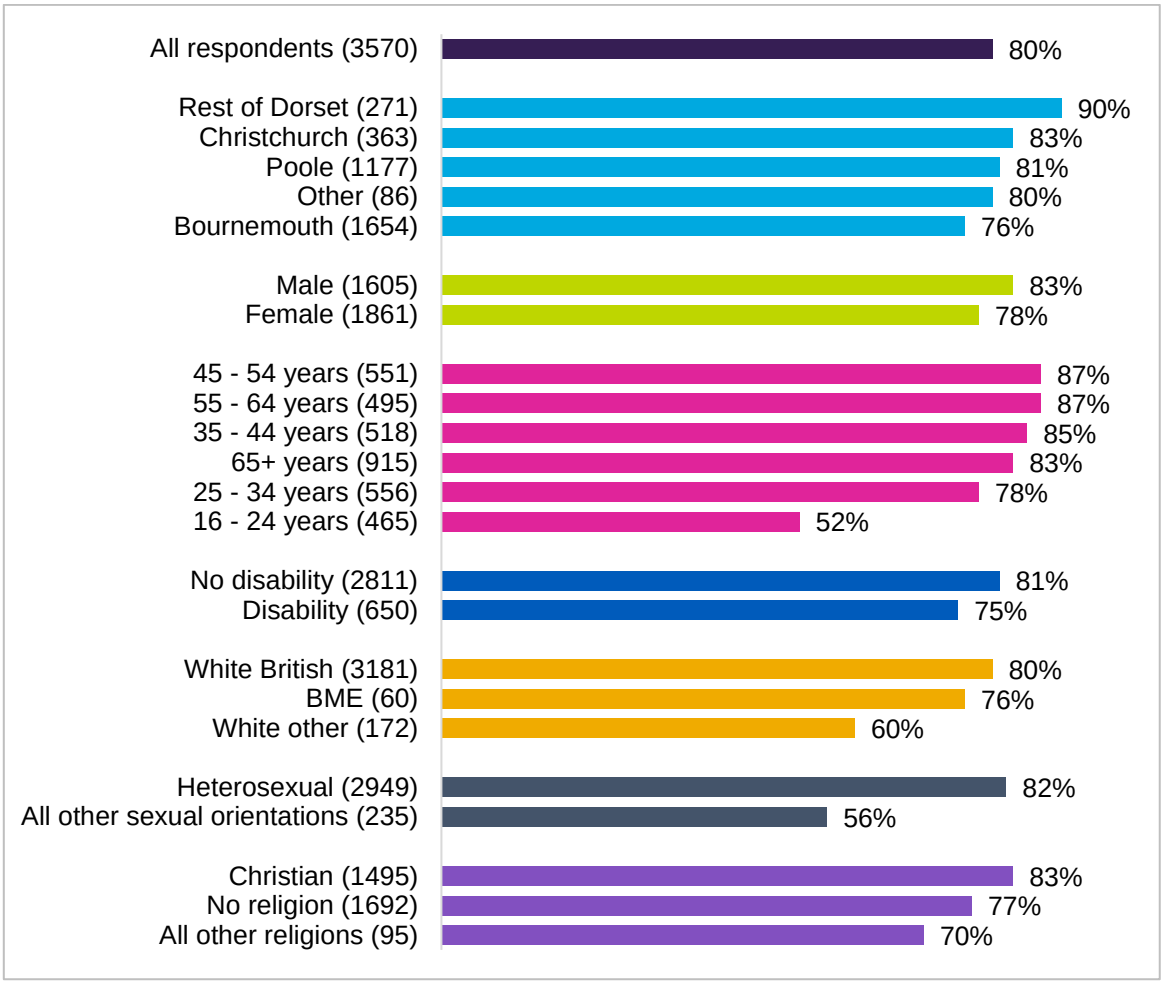
Base: All respondents

Figure 3 shows the demographic breakdown of respondents who drive a car or van at least weekly. Respondents living in Bournemouth are significantly less likely to drive a car or van at least weekly compared to those living in Christchurch, Poole or the rest of Dorset. Males are significantly more likely than females to drive a car or van at least weekly. With the exception of those aged 65 and over, weekly use of cars or vans increases with age.

Respondents with a disability are significantly less likely to drive a car or van at least weekly compared to those without a disability whilst those from other white backgrounds are significantly less likely to drive at least weekly compared to white British and BME respondents.

Differences occurring between sexual orientation and religion are likely to be linked to age (there are higher proportions of non-heterosexual respondents amongst younger age groups and higher proportions of Christian respondents amongst older age groups).

Figure 3: Frequency of travel as car / van driver (% at least weekly)



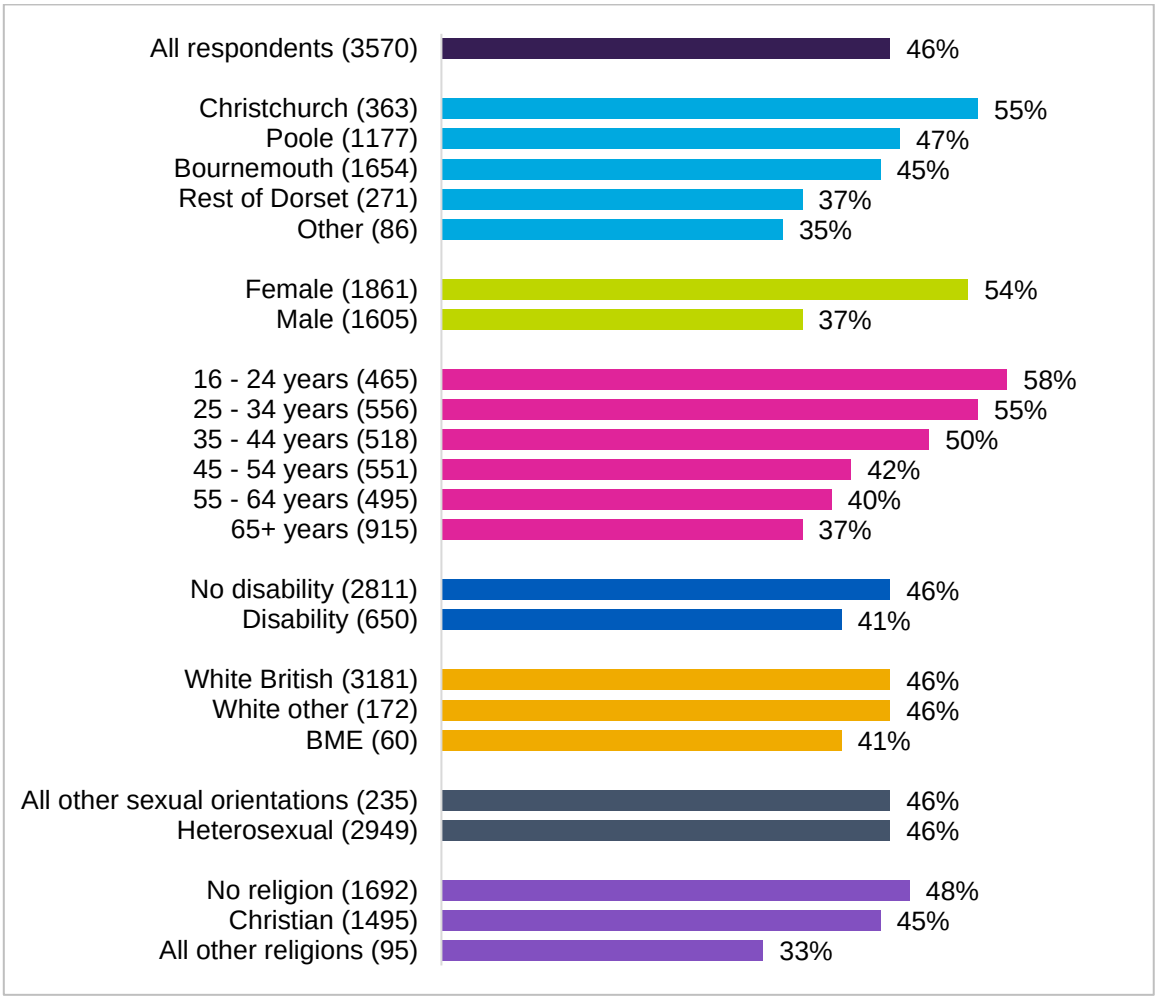
Base: Varied as labelled

Significance testing shows a correlation between deprivation and frequent use of driving by car with respondents living in the most deprived areas significantly less likely to drive frequently compared to those in less deprived areas (61% of those in the lowest decile compared to 90% of those in the highest decile).

Figure 4 shows the demographic breakdown of respondents who are passengers in a car or van at least weekly. Respondents living in Christchurch are significantly more likely to be a passenger in a car or van at least weekly compared to those living elsewhere. Females are significantly more likely than males to be a passenger at least weekly.

The proportion of respondents who are a passenger at least weekly decreases with age whilst respondents with a disability are significantly less likely to be a passenger at least weekly compared to those without a disability.

Figure 4: Frequency of travel as car / van passenger (% at least weekly)

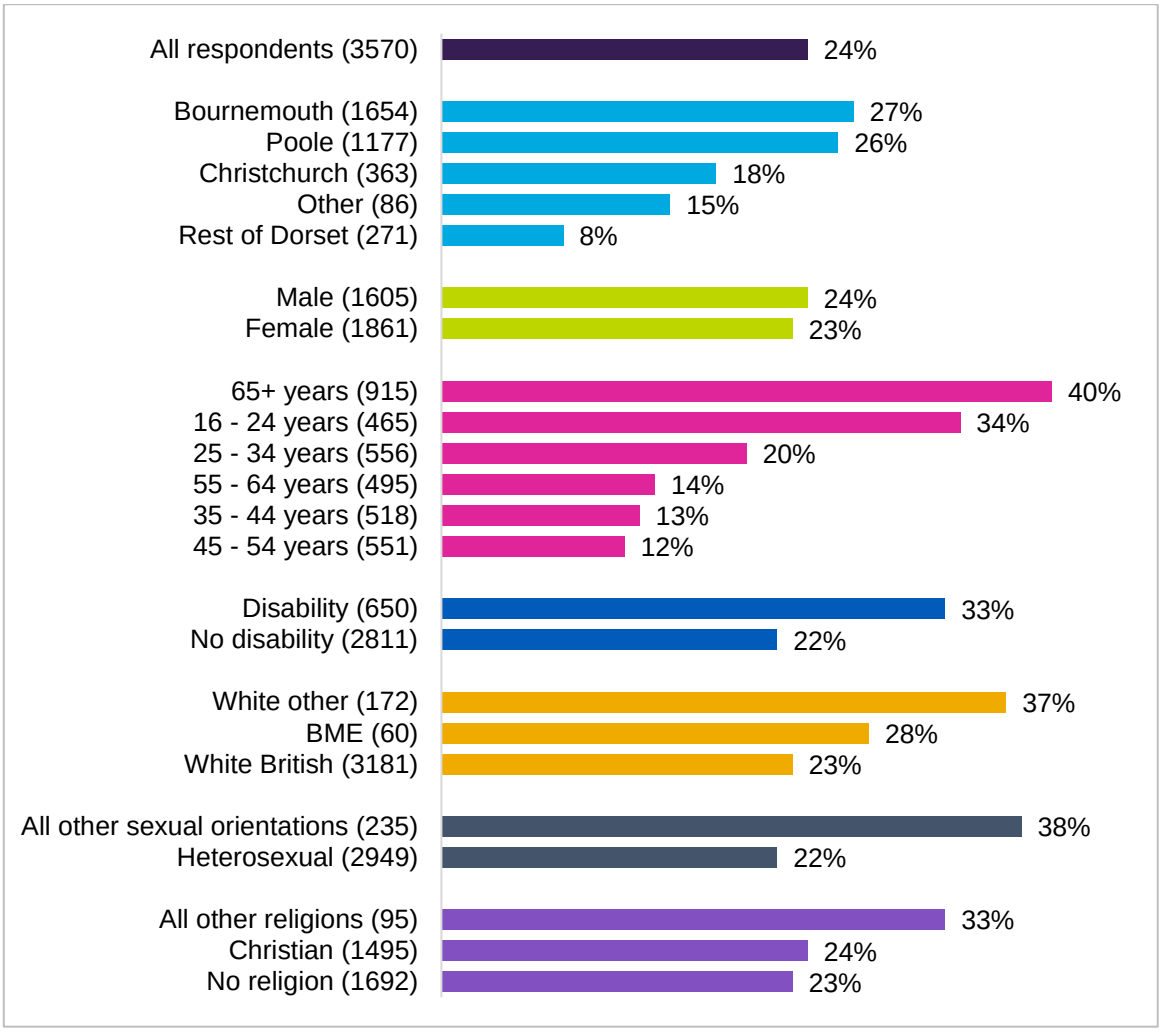


Base: Varied as labelled

Figure 5 shows the demographic breakdown of respondents who travel by bus at least weekly. Respondents living in Bournemouth and Poole are significantly more likely to travel by bus at least weekly compared to those living elsewhere. Respondents at both ends of the age categories (those aged 16-24 and those aged 65 and over) are significantly more likely to travel by bus at least weekly compared to all other age groups.

Respondents with a disability are significantly more likely to travel by bus at least weekly compared to those without a disability whilst those from other white backgrounds are significantly more likely to travel by bus at least weekly compared to white British respondents.

Figure 5: Frequency of travel by bus (% at least weekly)



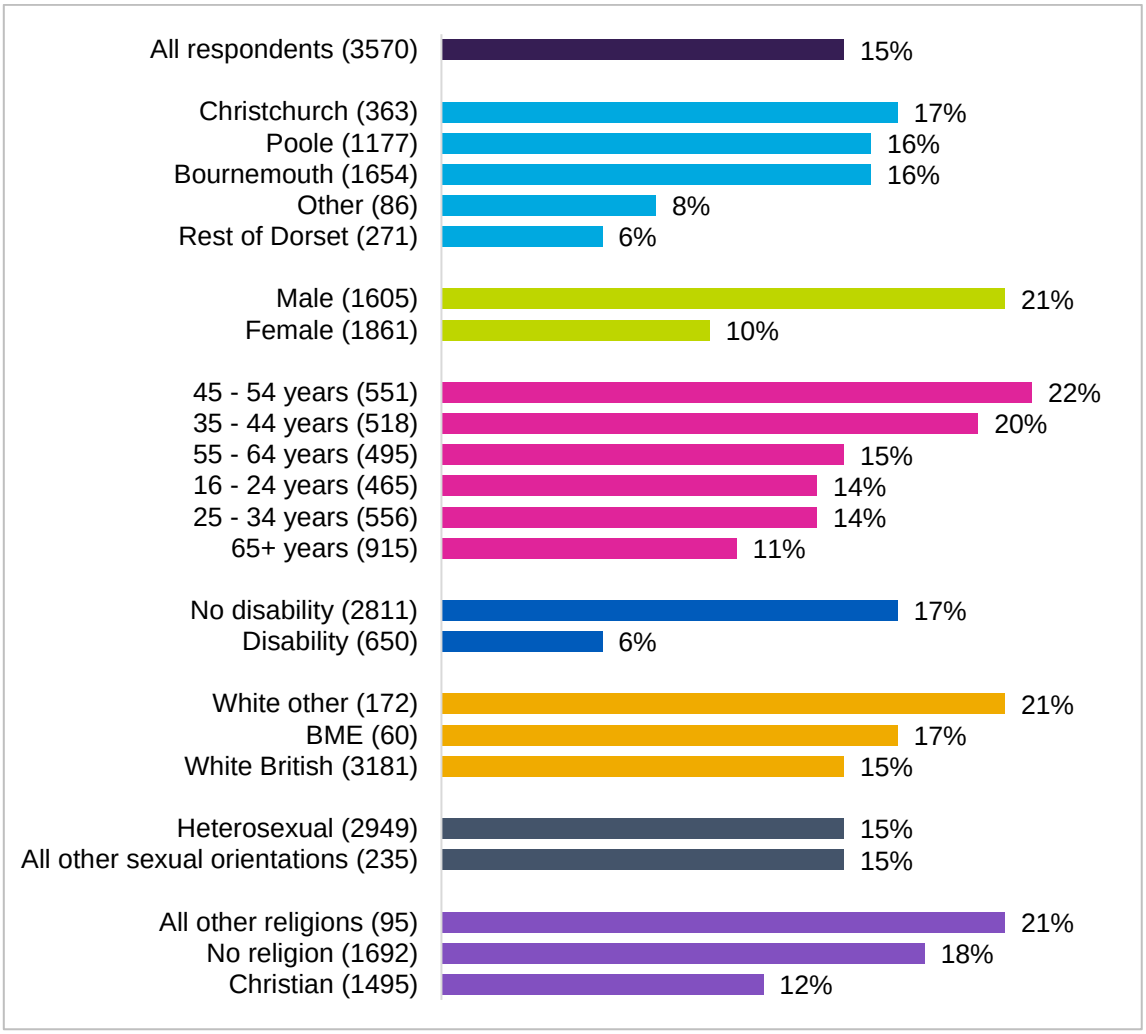
Base: Varied as labelled

Significance testing shows a correlation between deprivation and frequent use of travel by bus with respondents living in the most deprived areas significantly more likely to frequently travel by bus compared to those in less deprived areas (43% of those in the lowest decile compared to 16% of those in the highest decile).

Figure 6 shows the demographic breakdown of respondents who use a pedal bike at least weekly. Respondents living in Bournemouth, Christchurch and Poole are significantly more likely to cycle at least weekly compared to those living elsewhere. Males are more than twice as likely as females to cycle at least weekly. Respondents aged 35 to 54 are significantly more likely to cycle at least weekly compared to all other age groups.

Respondents without a disability are almost three times as likely to cycle at least weekly compared to those with a disability whilst those from other white backgrounds are significantly more likely to cycle at least weekly compared to white British respondents.

Figure 6: Frequency of travel by pedal bike (% at least weekly)

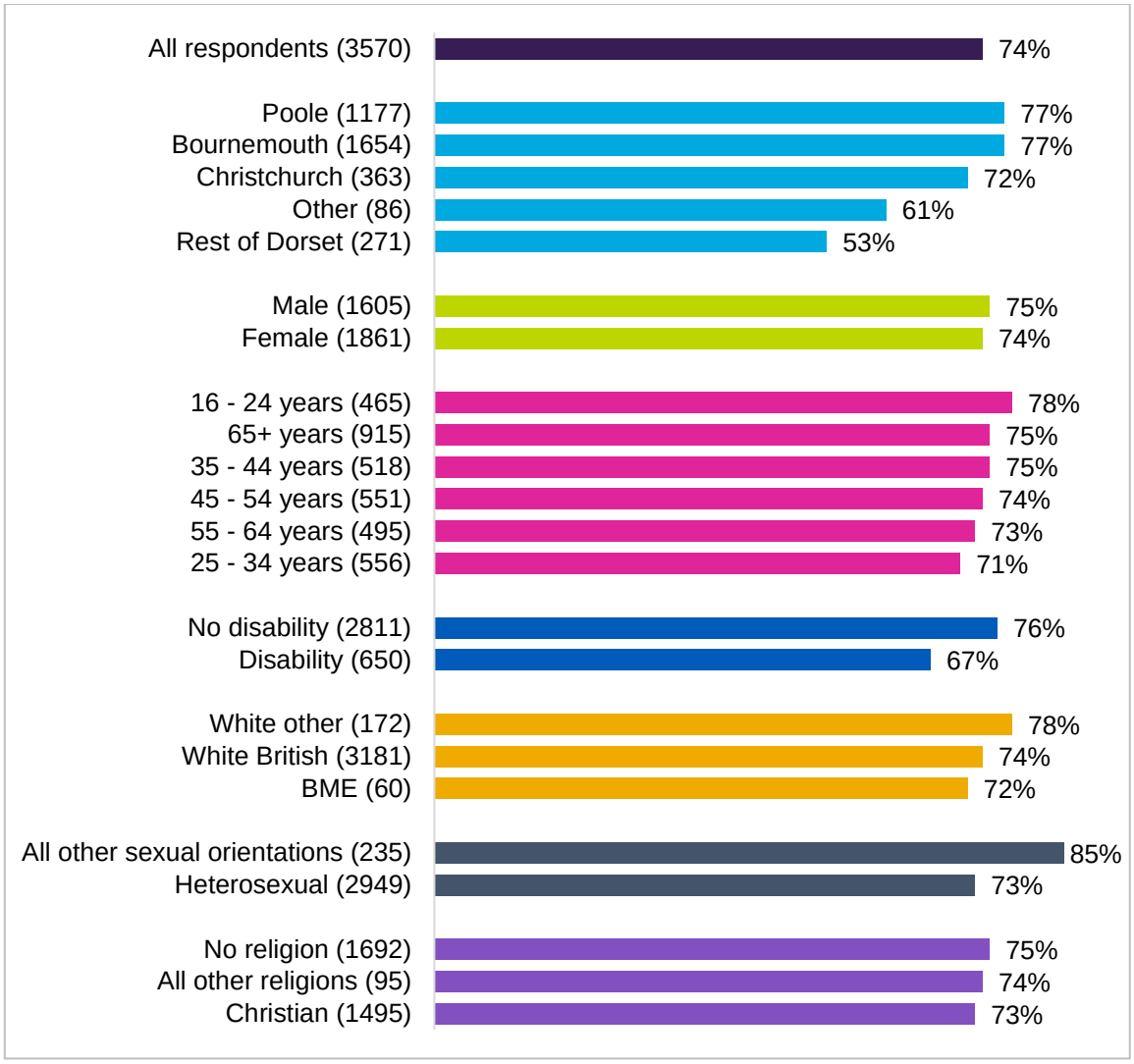


Base: Varied as labelled

Figure 7 shows the demographic breakdown of respondents who travel on foot at least weekly. Respondents living in Bournemouth and Poole are significantly more likely to travel on foot at least weekly compared to those living elsewhere.

Respondents aged 16 to 24 are significantly more likely than those aged 25 to 34 to travel on foot at least weekly whilst respondents with a disability are significantly less likely to travel on foot at least weekly compared to those without a disability.

Figure 7: Frequency of travel on foot (% at least weekly)

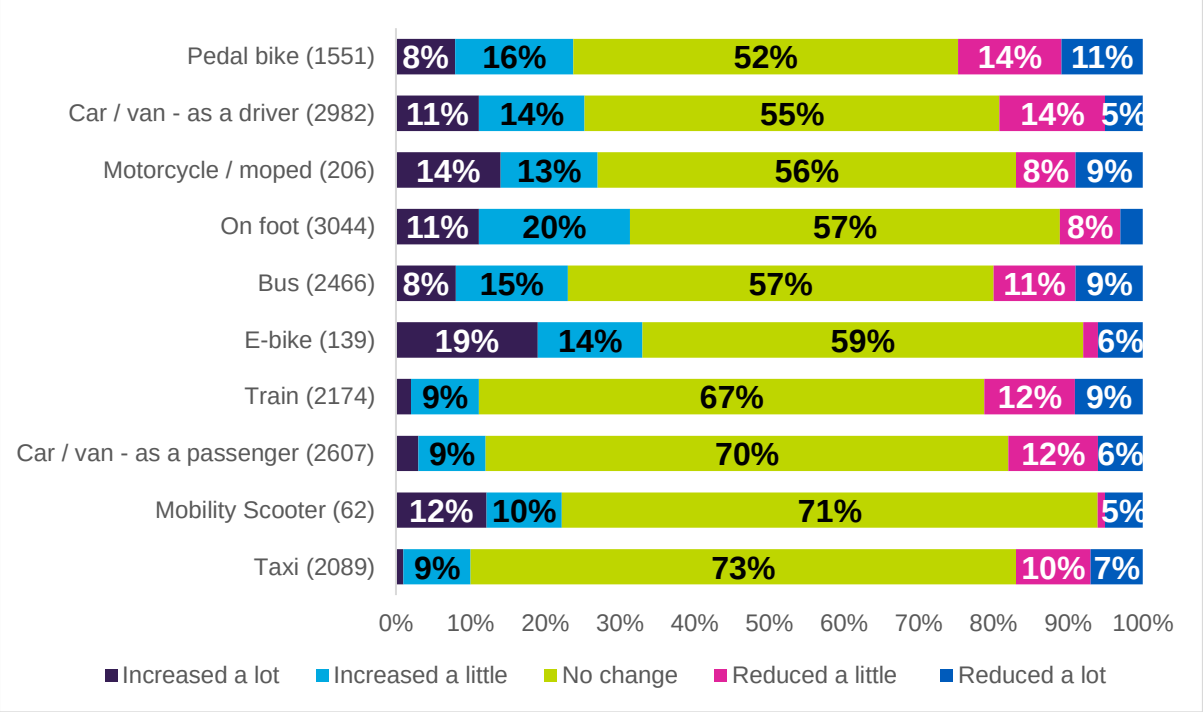


Base: Varied as labelled

5. Change in use

Respondents were asked whether there had been an increase, decrease or no change in their use of the various methods of transport compared to a year ago. The use of pedal bikes has seen the biggest change in use whilst the use of taxis has seen the smallest change.

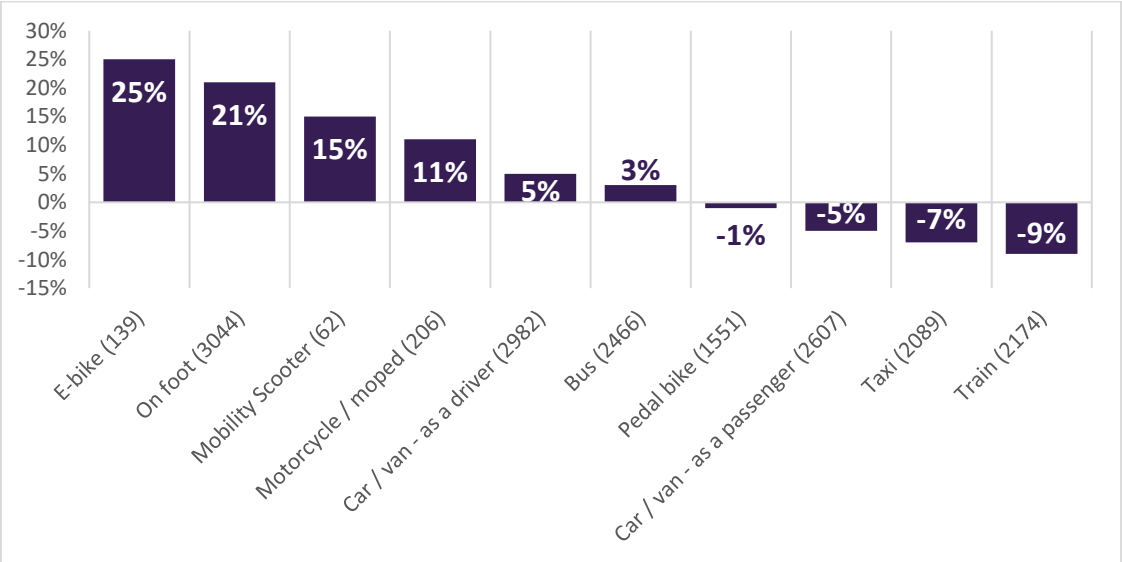
Figure 8: Change in transport use compared to a year ago (% respondents)



Base: Varied as labelled

Calculating the net increase or decrease gives a useful overall picture of change in usage. The largest net increase has been in the use of e-bikes which has seen a 25% net increase. This was followed by a net increase of just over one fifth (21%) in those who travel on foot. The largest net decrease was in the use of trains (-9%) and taxis (-7%) where more users have decreased their use than increased their use.

Figure 9: Net increase or decrease in use compared to a year ago (% respondents)

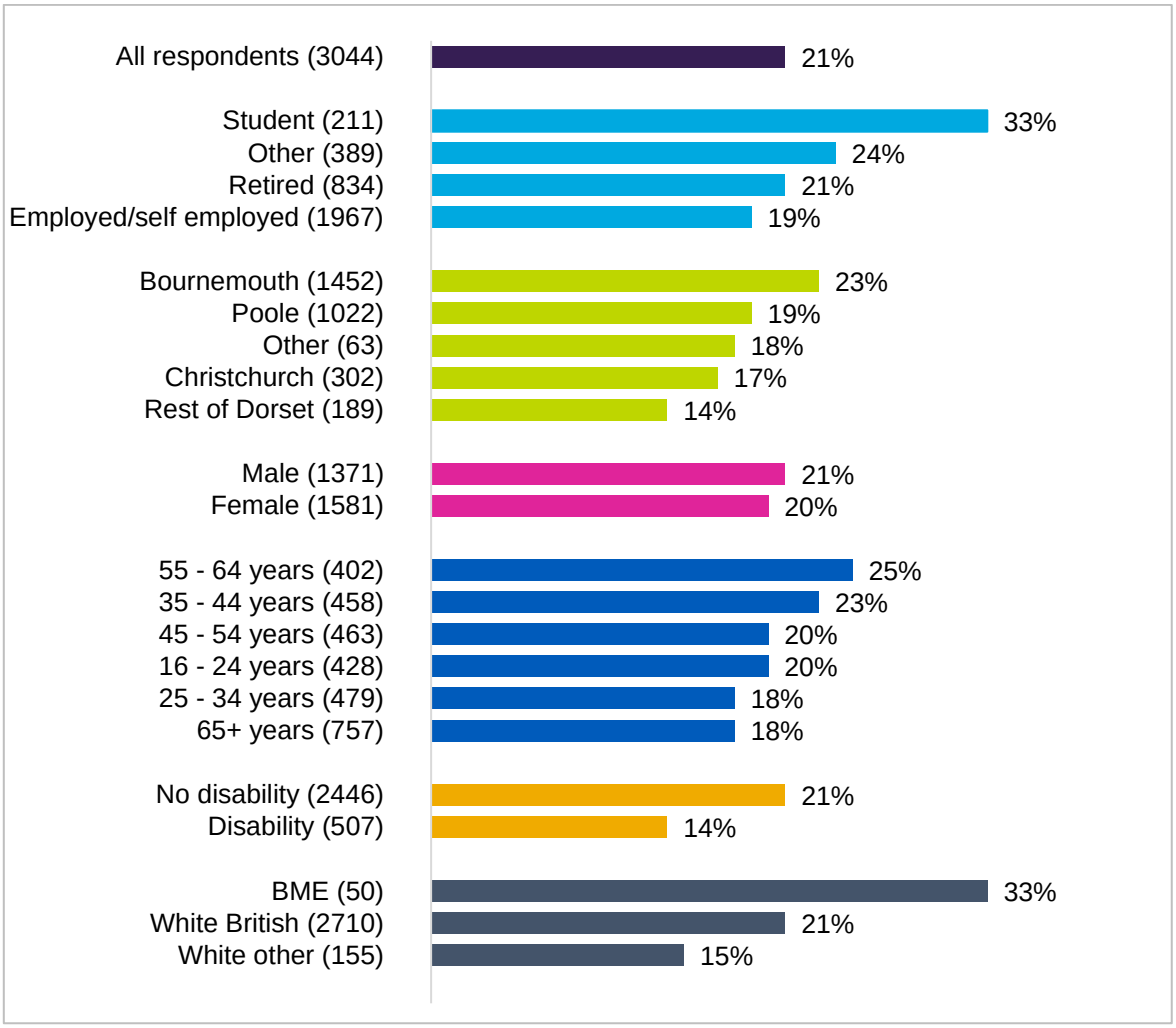


Base: Varied as labelled

The base numbers for e-bikes, mobility scooters and motorcycles/mopeds were too low to analyse whether there were any significant differences between which groups of respondents were increasing their use of these forms of travel.

All groups show a net increase in their use of travelling on foot by at least 14%. Students were significantly more likely to have increased their use of travelling on foot compared to all other economic groups (33% net increase). BME respondents were significantly more likely to have increased their use of travelling on foot (33% net increase) compared to all other ethnic groups (although there was a low base of 50 for BME respondents).

Figure 10: Net increase or decrease travelling on foot compared to a year ago (% net change)

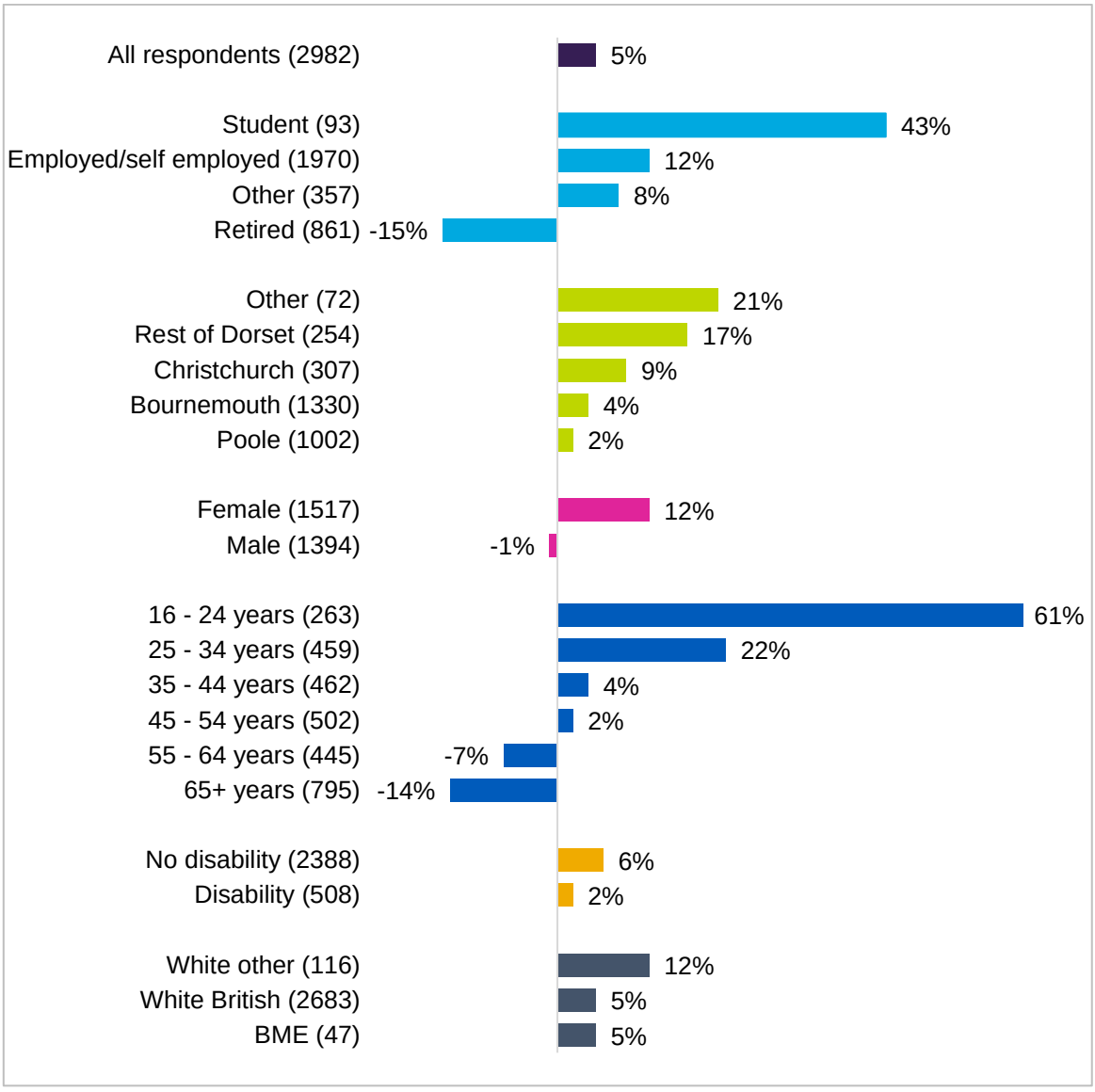


Base: Varied as labelled

The change in use of driving cars/vans varies greatly between groups as shown in figure 11. The most significant differences were amongst economic groups and age (likely to be linked) with students and younger people being significantly more likely to show a net increase in their use of driving compared to those who are retired and in older age groups.

In addition, females reported a 12% net increase compared to a 1% decrease amongst male respondents and respondents living outside of BCP were significantly more likely to have increased their use of driving cars/vans compared to respondents in Bournemouth, Christchurch and Poole.

Figure 11: Net increase or decrease in driving cars/vans compared to a year ago (% net change)



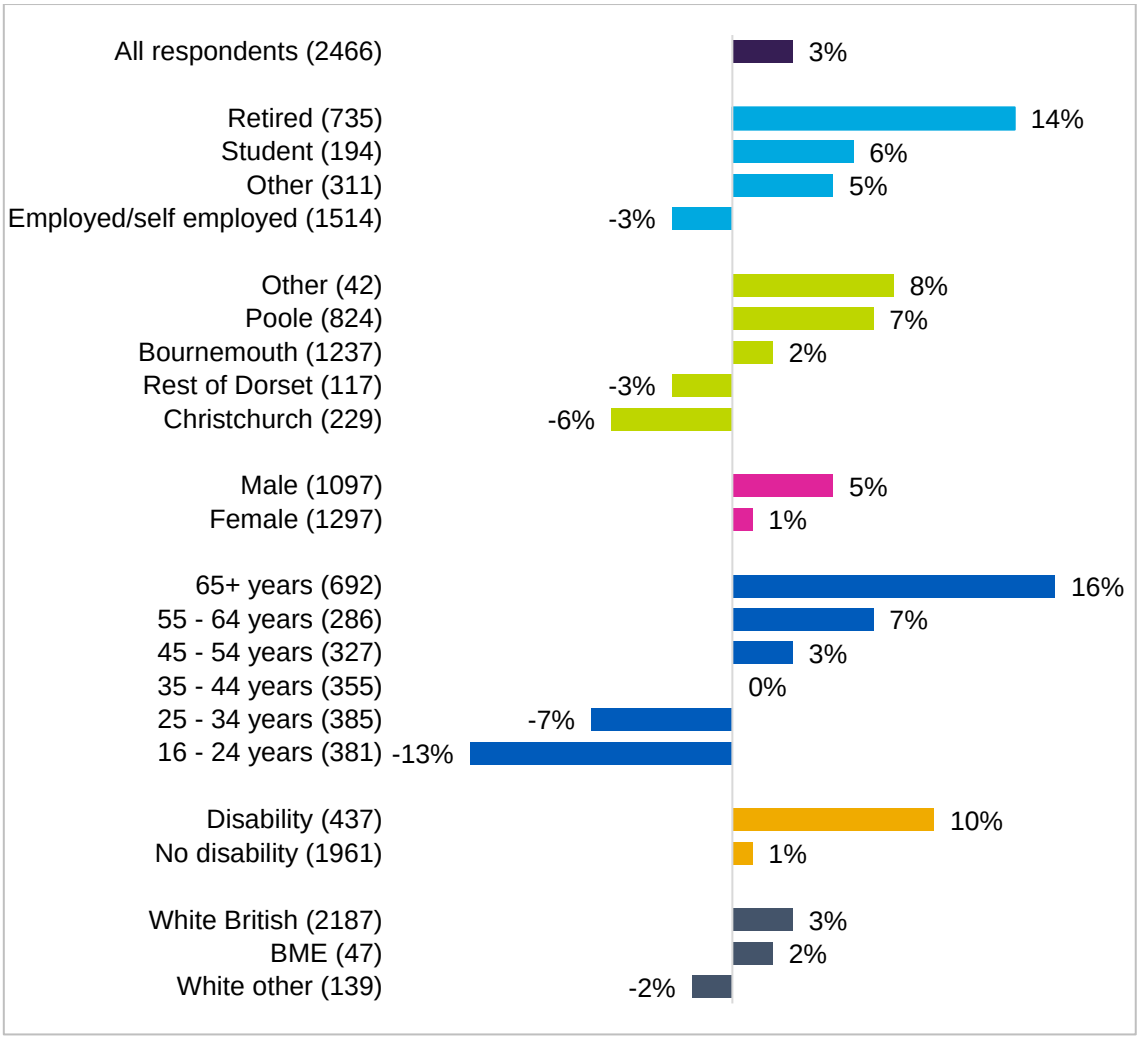
Base: Varied as labelled

When considering change in use of being a passenger in a car/van, respondents aged 16-24 showed a significant net decrease in how often they are passengers in cars/vans compared to all other age groups.

The change in bus use also varies greatly between groups as shown in figure 12. Once again the most significant differences were amongst economic groups and age, with retired respondents and older people being significantly more likely to have increased their use of buses compared to those who are students and in younger age groups.

In addition, respondents with a disability were significantly more likely to show a net increase in their use of buses compared to those without a disability.

Figure 12: Net increase or decrease in bus use compared to a year ago (% net change)

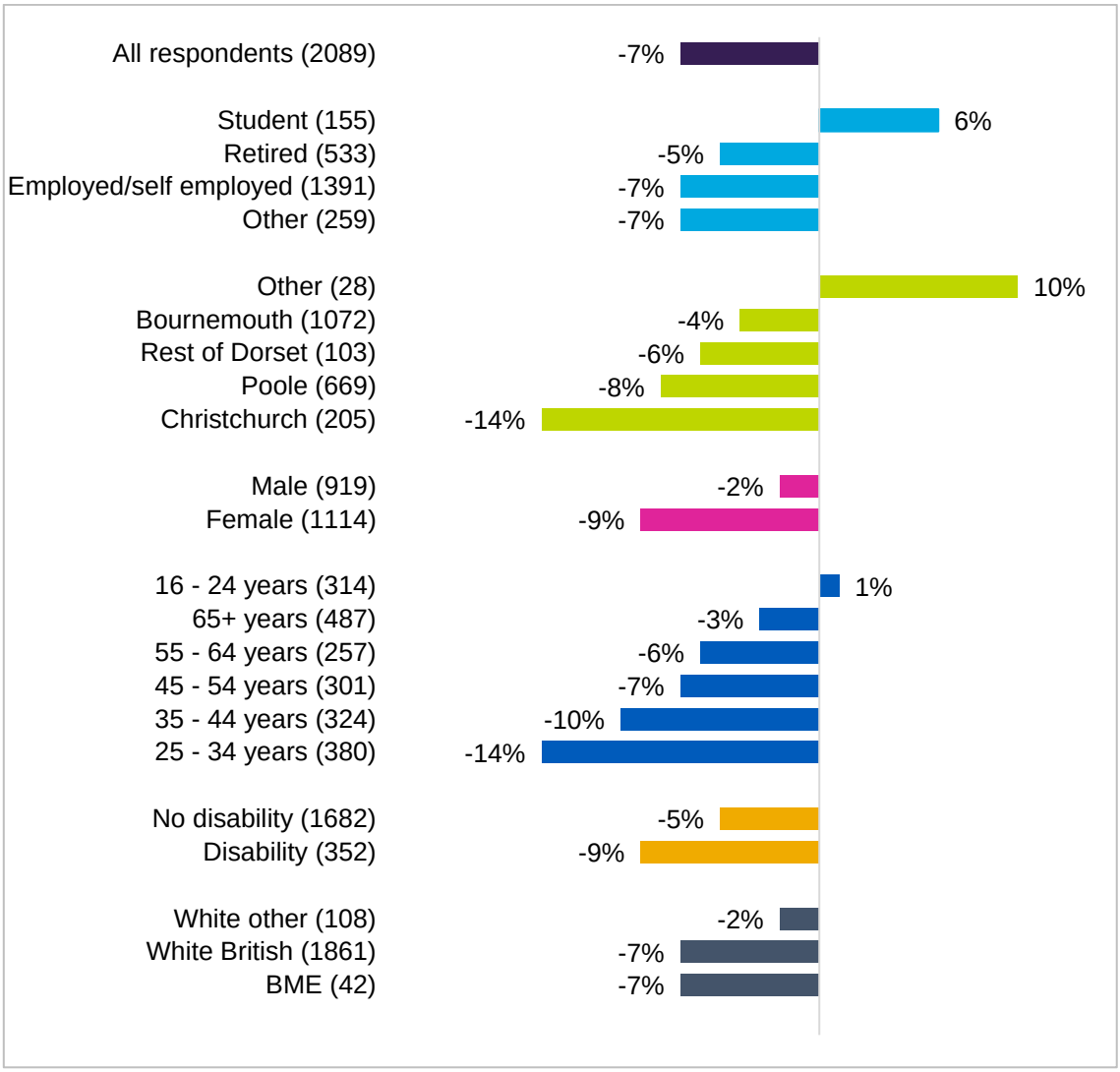


Base: Varied as labelled

There were no significant differences between groups when considering net change of bike use with the exception of 16-24 year olds who showed a significant net decrease in their use of bikes compared to all other age groups.

Students had increased their net use of taxis by 6% whilst all other economic groups showed a net decrease of between -5% and -7%. The net decrease in the use of taxis grew smaller as respondents got older; from -14% of those aged 25 to 34 to -3% of those aged 65 and over (with the exception of respondents aged 16-24 who had a net increase of 1%.

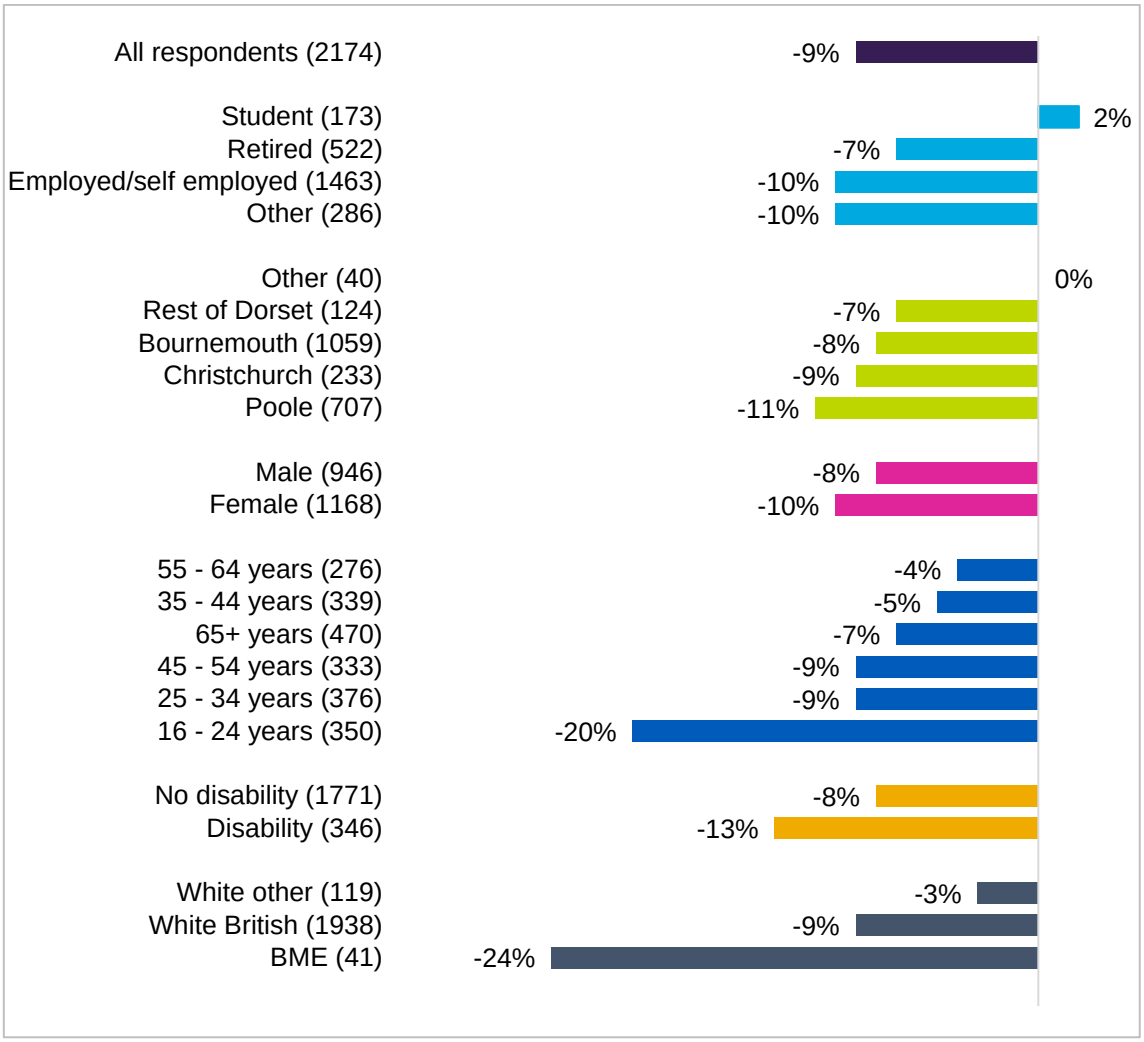
Figure 13: Net increase or decrease in taxi use compared to a year ago (% net change)



Base: Varied as labelled

Respondents aged 16 to 24 had significantly reduced their net use of trains (-20%) when compared to all other age groups. BME respondents showed a significantly net reduction in their use of trains (-24%) compared to all other ethnic groups (although there was a low base of 41 for BME respondents).

Figure 14: Net increase or decrease in train use compared to a year ago (% net change)



Base: Varied as labelled

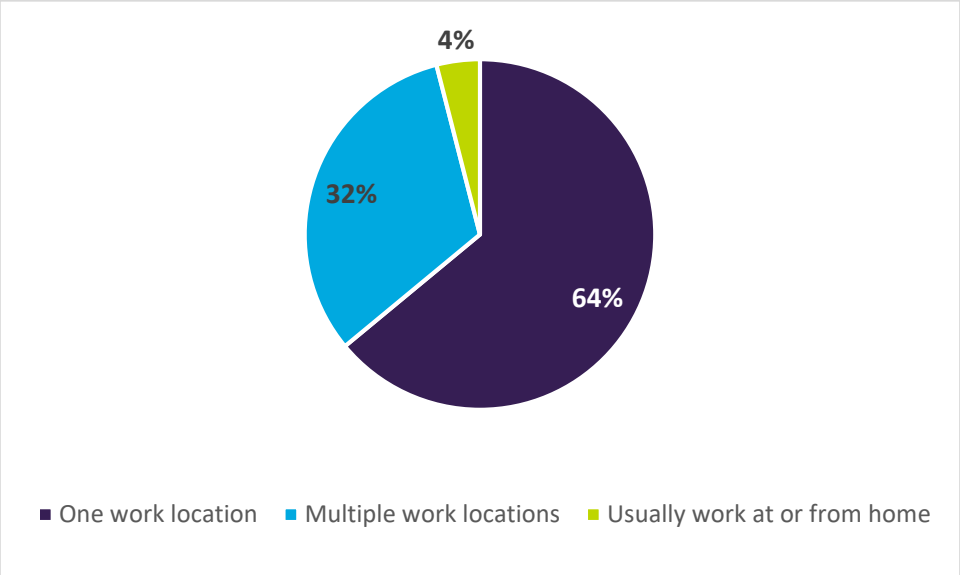
6. Travel to work

Almost two thirds of respondents (64%) are employed and were therefore asked questions about how they travel to work.

Work location and pattern

The majority of respondents (64%) are based at one work location. Almost one third (32%) work at multiple locations and 4% usually work at home.

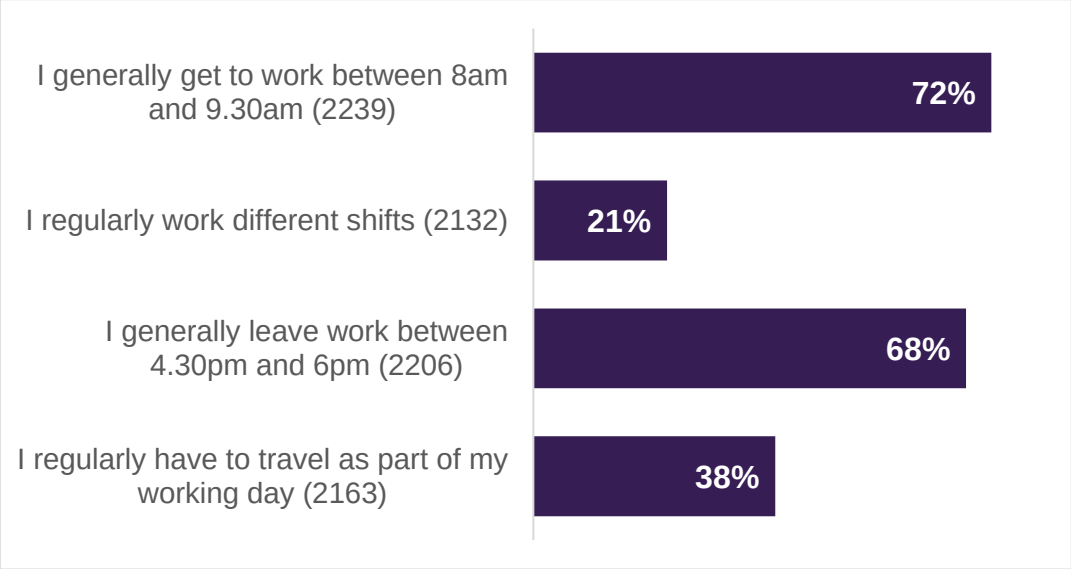
Figure 15: Work locations (% respondents)



Base: 2277 respondents

Around one in seven respondents get to work and leave work at peak times and almost two fifths (38%) regularly travel as part of their working day. Just over one fifth of respondents (21%) regularly work different shifts.

Figure 16: Work pattern (% respondents)

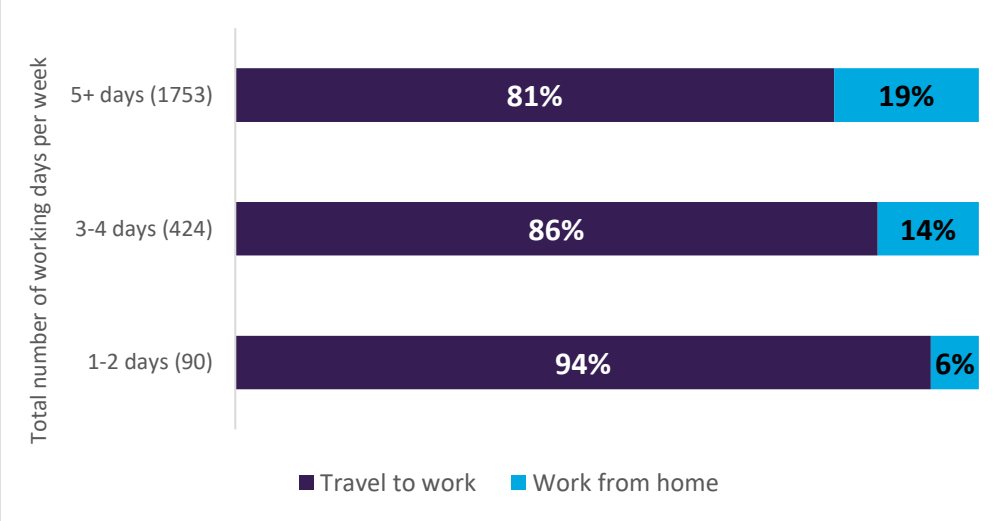


Base: Varied as labelled

Female respondents were significantly more likely than males to generally get to work between 8am and 9.30am whilst male respondents were significantly more likely than females to regularly work different shifts and have to travel as part of their working day.

On average, 6% of respondents who work one to two days per week spent some proportion of their time working from home. This more than doubled to 14% of those working three to four days per week and increased to just under one fifth (19%) of those working five or more days per week.

Figure 17: Usual working week (% respondents)



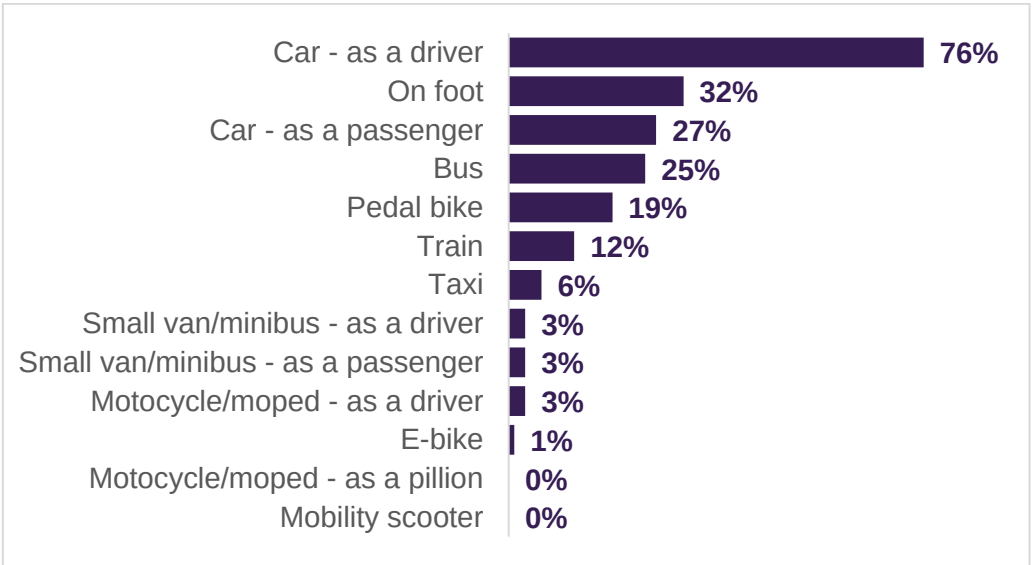
Base: Varied as labelled

Methods and frequency of travel to work

Respondents were asked on average, how often they use various methods of transport when travelling to and from work. Figure 18 shows the proportion of users of various methods of travel. A user is defined as someone who has used that method in the last twelve months. The spread of different methods of transport isn't as even as for general travel (see figure 1).

Just over three quarters of respondents (76%) drive a car to and from work and this is by far the most used method of travel. Almost one third of respondents (32%) make all or part of their journey on foot whilst 27% travel in a car as a passenger. One quarter of respondents (25%) travel by bus whilst just under one fifth cycle (19%). Just over one in ten (12%) travel to and from work by train.

Figure 18: Use of transport when travelling to and from work (% used in last 12 months)

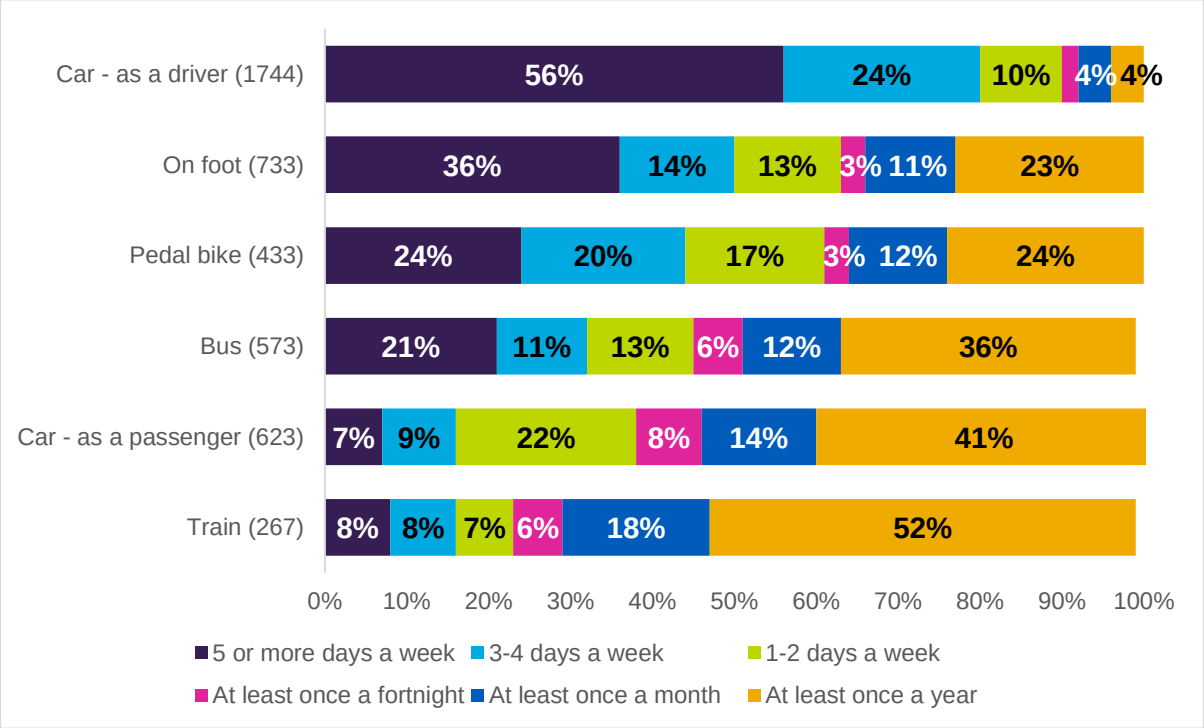


Base: 2297 respondents

Just over one third (34%) of working respondents exclusively drive to work and don't use any other modes of travel. Of those respondents, over two thirds (68%) drive to and from work at least 5 days a week and 25% drive three to four days a week.

Figure 19 shows the frequency of use for those respondents who use the main modes of travel for work. Values of less than 3% are not shown on the chart. Over half of car drivers (56%) use their car to travel to and from work at least 5 days a week. Nine in ten car drivers use their car at least weekly to travel to and from work.

Figure 19: Use of transport when travelling to and from work (% used in last 12 months)



Base: Varied as labelled

Length of journey to work and time taken

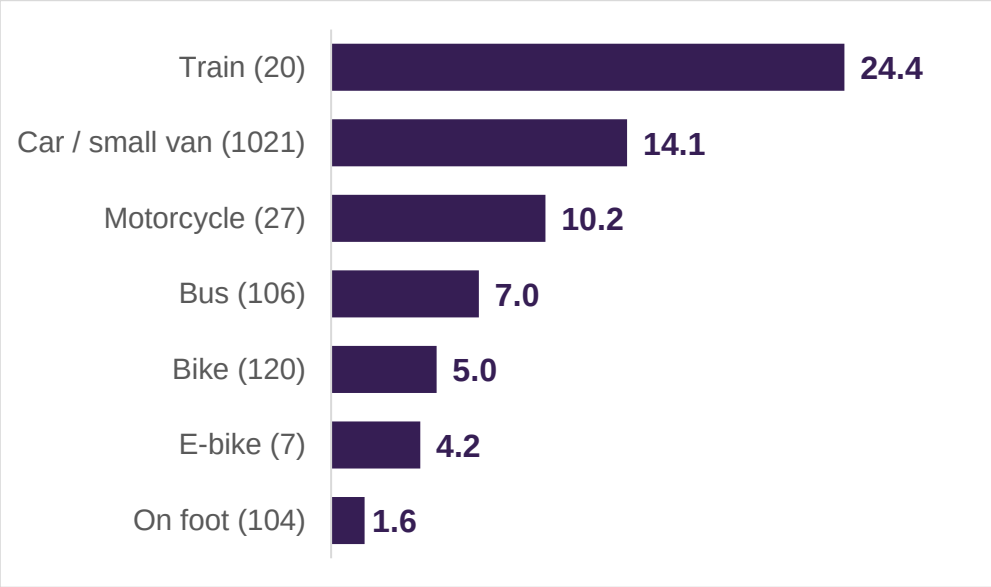
Respondents were asked for their home and work postcodes in order to ascertain the distance they travelled to work. This data was analysed with mapping software using the geographical centre of the postcode to calculate route, distance and travel time. For journeys made by car or van, motorcycle, pedal bike, electric bike and on foot, the mapping software calculates the fastest route assuming no traffic.

For journeys made by bus, the journey distance and time was calculated using the nearest bus stops and most likely bus route at peak morning travel. For journeys made by train, the journey distance and time were calculated using the fastest route based on the nearest train station and corresponding timetables.

Journey distances and times for bus and train journeys include the time taken to walk to and from bus stops and train stations.

The average distance when travelling by train was over 24 kilometres (just over 15 miles) and by car or small van was 14 kilometres (just under 9 miles). The average distance for respondents whose main mode of travel was walking was 1.6 kilometres or just under 1 mile.

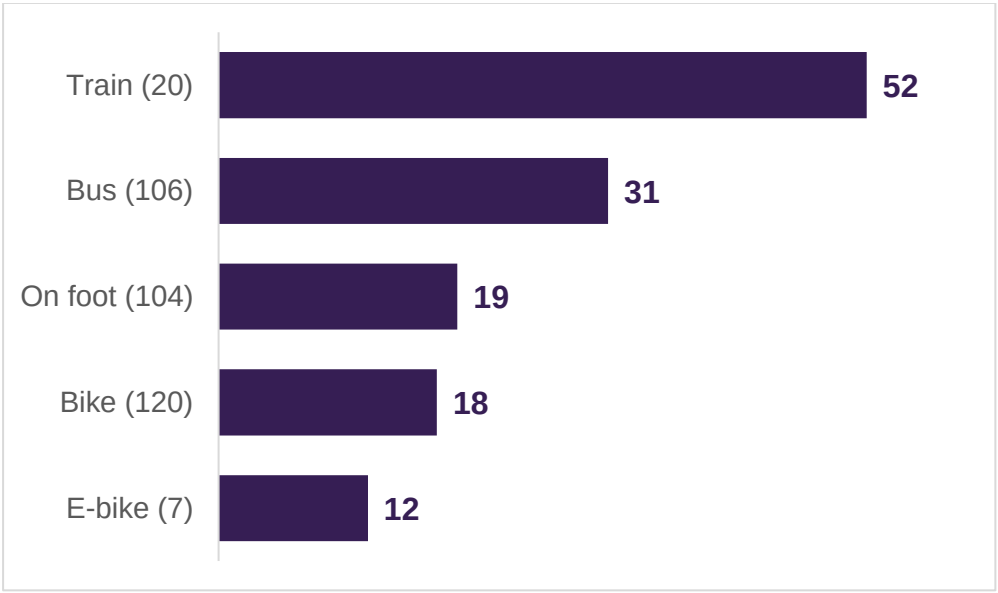
Figure 20: Average journey distance to work by mode of travel (distance in km)



Base: Varied as labelled

Journeys by car and motorcycle aren't included in figure 21 as the calculation assumes no traffic and therefore wouldn't be a true reflection of journey times. The average journey to work by train was 52 minutes and by bus was just over half an hour.

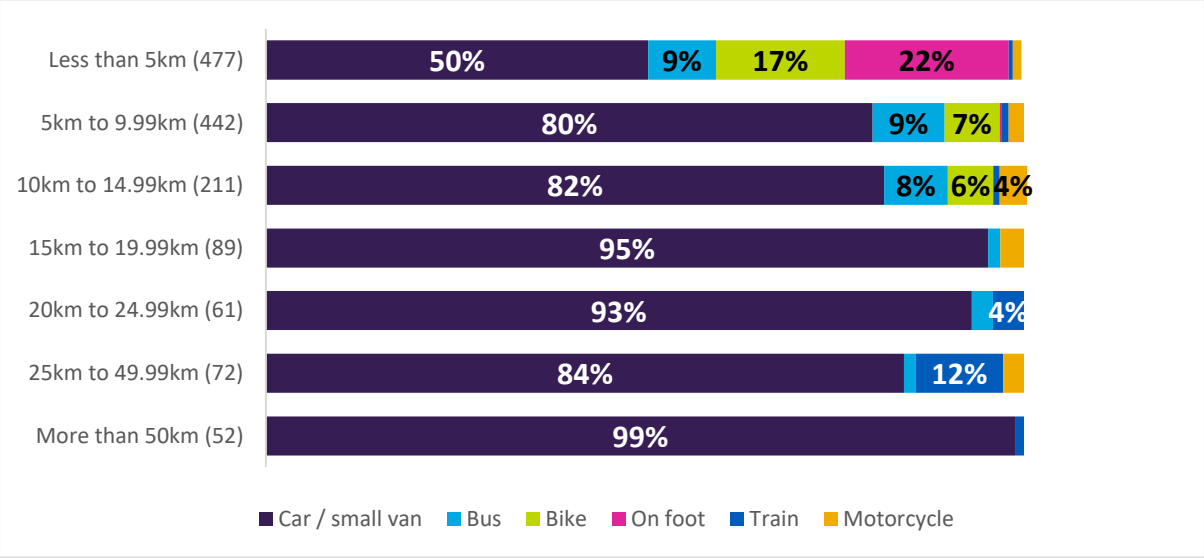
Figure 21: Average journey time to work by mode of travel (time in minutes)



Base: Varied as labelled

Figure 22 shows the breakdown of distance travelled by mode. Values of less than 4% are not shown on the chart. For journeys of 5 kilometres or more, car or small van is the predominant mode of travel. For journeys of less than 5 kilometres (over 3 miles), half of respondents (50%) travel by car, just under one quarter (22%) travel on foot, 17% cycle and just under one in ten (9%) travel by bus.

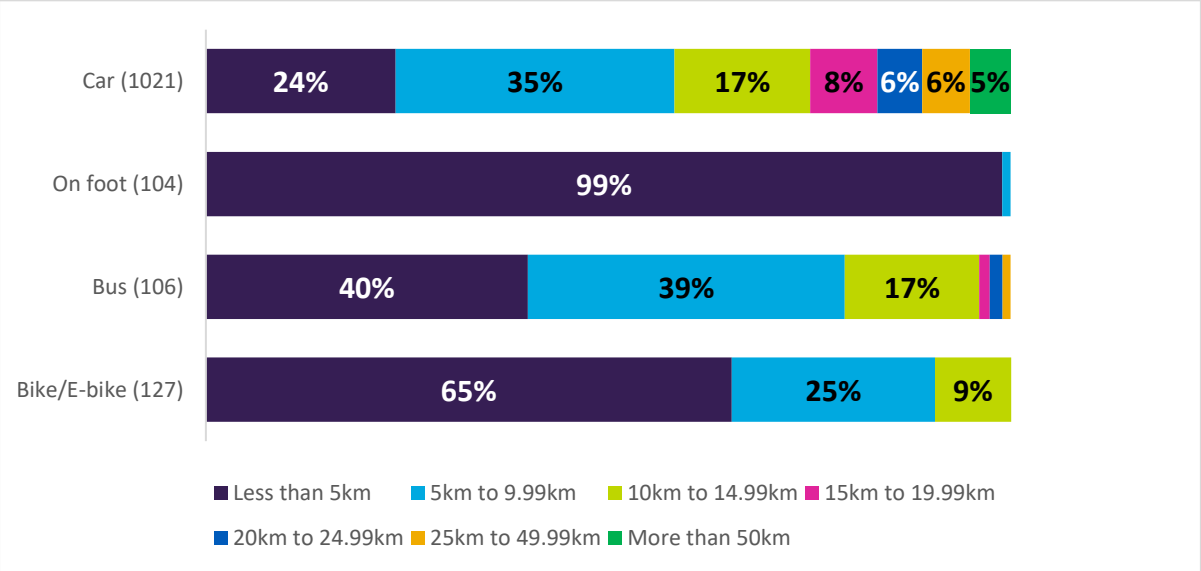
Figure 22: Journey distance to work by mode of travel (% respondents)



Base: Varied as labelled

Figure 23 turns the data the other way and shows the main modes of travel by distance. Values of less than 3% are not shown on the chart. Of the journeys made by car or small van, the majority (58%) are made for less than 10 kilometres or 6 miles. Two fifths of respondents who travel by bus (40%) travel for less than 5 kilometres and almost the same proportion again (39%) travel between 5 and 9.99 kilometres. Almost two thirds of those who cycle to work have a journey of less than 5 kilometres.

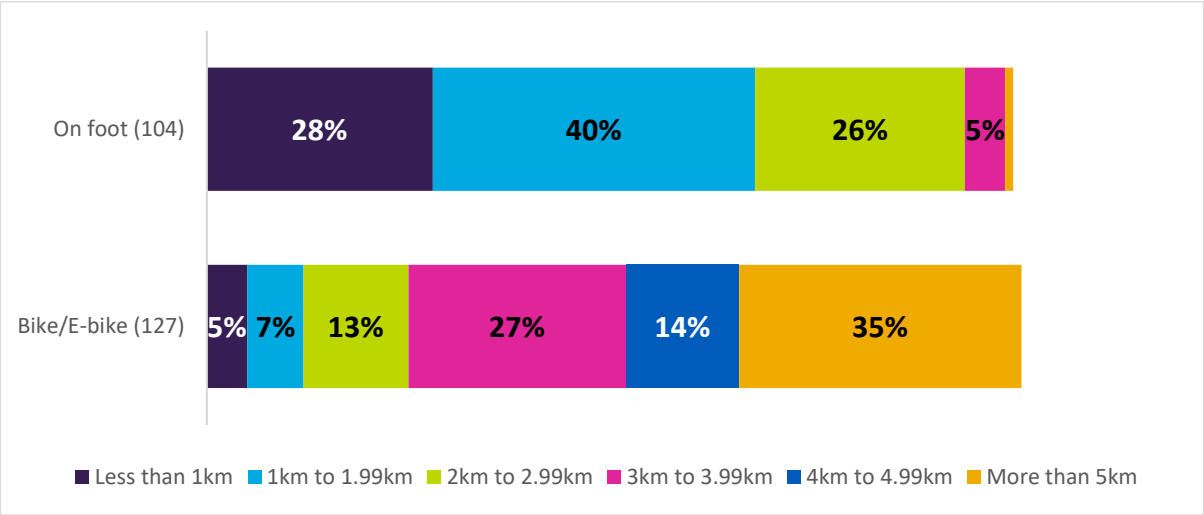
Figure 23: Main modes of travel to work by journey distance (% respondents)



Base: Varied as labelled

Figure 24 shows journeys made to work on foot or bike broken down into shorter distances. More than two thirds of journeys made on foot (68%) are less than 2 kilometres compared to just 12% of journeys made by bike. Two fifths of journeys made on bike (40%) are between 2 and 4 kilometres whilst 15% are between 4 and 5 kilometres and over one third (35%) are more than 5 kilometres.

Figure 24: Journeys to work made on foot or bike/e-bike by journey distance (% respondents)

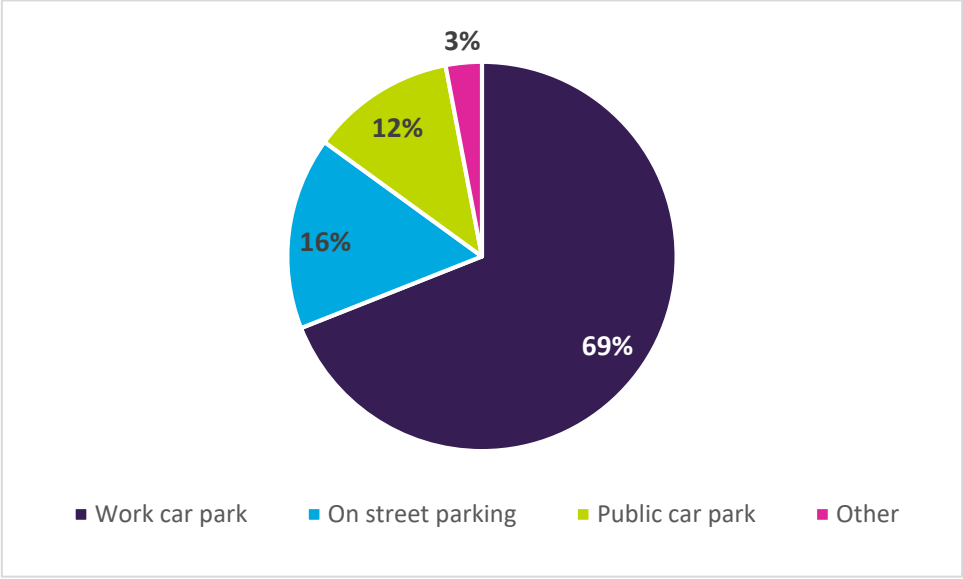


Base: Varied as labelled

Parking at work

Respondents were asked where they normally park their car, van, motorcycle or moped at work. Almost seven in ten (69%) use a work car park whilst 16% use on street parking and 12% use a public car park.

Figure 25: Parking location at work (% respondents)

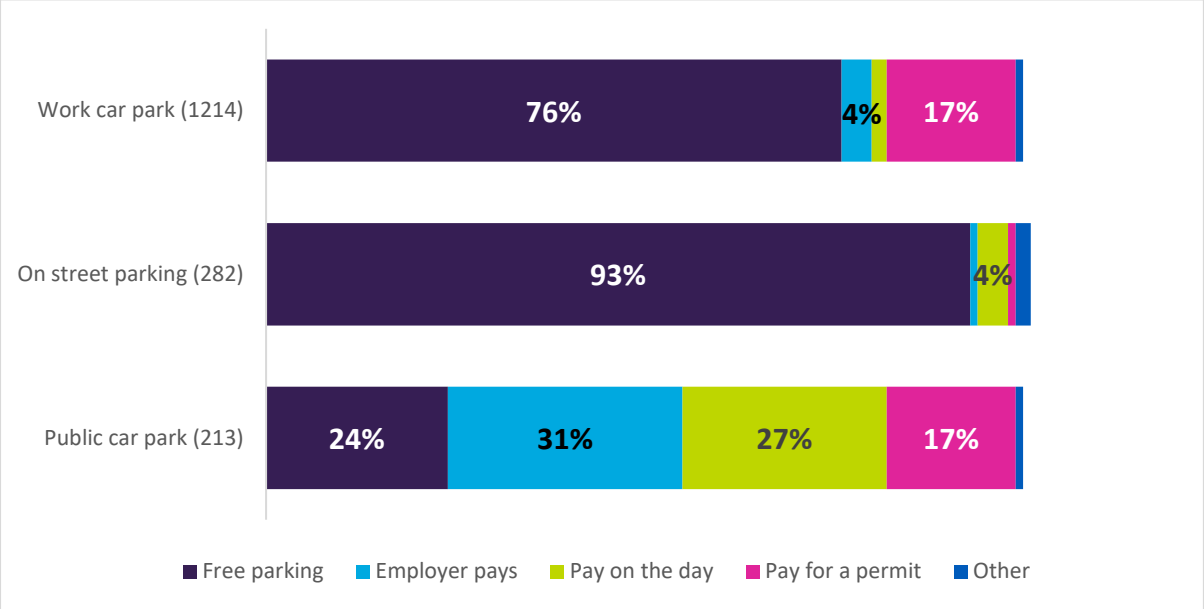


Base: 1774 respondents

Respondents were asked how they pay for parking at work. Overall, almost eight in ten respondents (79%) don't pay for parking either because it's free (72%) or their employer pays (7%). Figure 26 shows the breakdown of how parking is paid for by parking location. Values of less than 3% are not shown on the chart.

Almost one fifth (19%) of respondents who use a work car park pay for parking there (17% through a permit and 2% on a daily basis). Of the respondents who use public car parks, over one quarter (27%) pay on a daily basis and 17% pay through a permit.

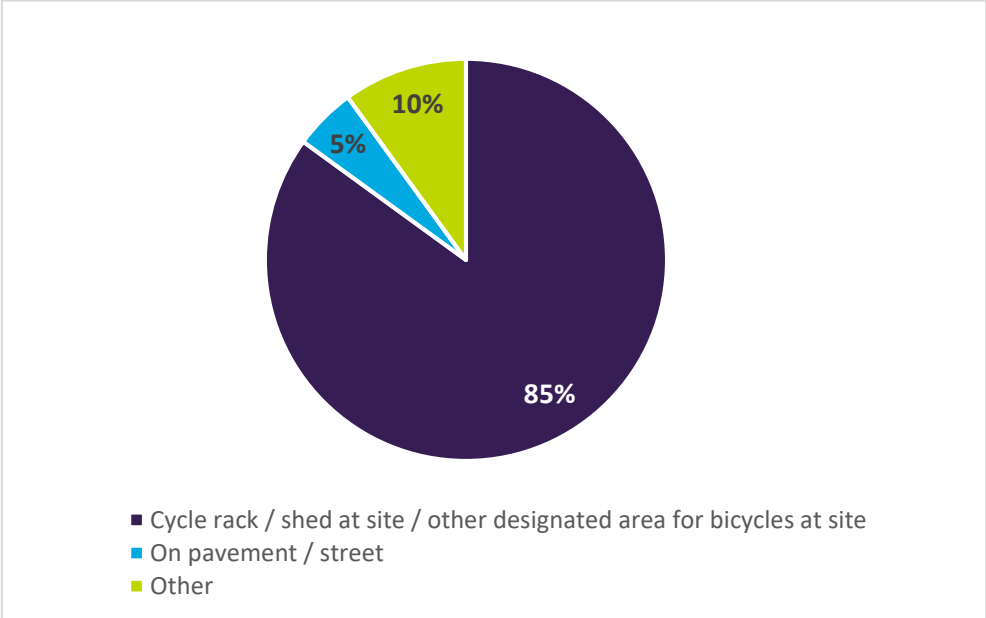
Figure 26: How parking is paid for by parking location (% respondents)



Base: Varied as labelled

Of the respondents who cycle to work, More than four fifths (85%) leave their bike in a cycle rack, shed or other designated area for bikes at work and 5% leave their bike on the pavement or street. The other places mentioned for bike storage were mainly within the main office or building where they work.

Figure 27: Cycle location at work (% respondents)



Base: 441 respondents

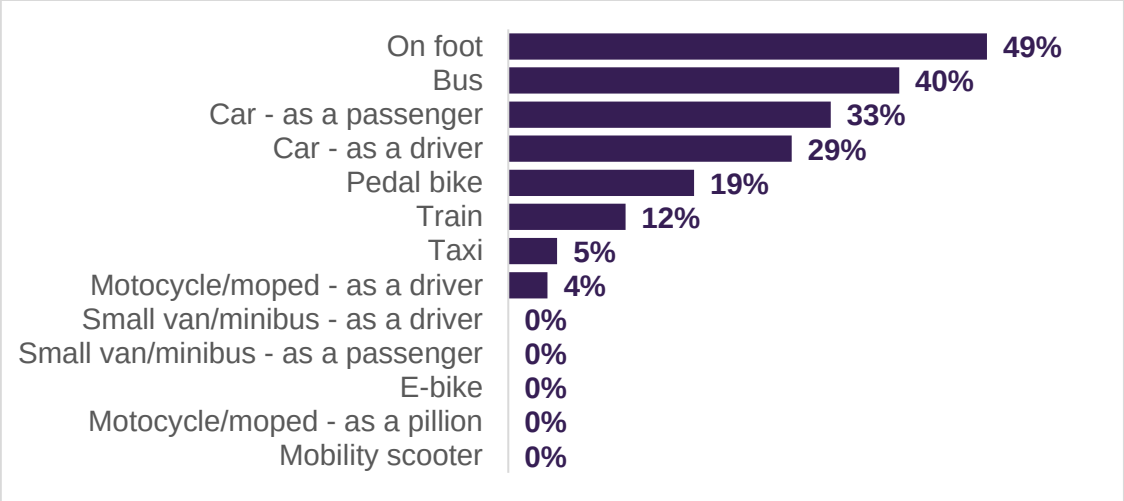
7. Travel to university / college / 6th form

A total of 5% of respondents attend university, college or 6th form and were therefore asked questions about how they travel to those places. Of these respondents, 63% attend university, 18% attend college and 19% attend sixth form.

Methods and frequency of travel to university / college / 6th form

Respondents were asked on average, how often they use various methods of transport when travelling to and from university, college or 6th form. Just under half of students (49%) make all or part of their journey on foot whilst two fifths (40%) travel by bus. One third (33%) travel in a car as a passenger and 29% drive a car. Just under one fifth (19%) cycle to university, college or 6th form and 12% travel by train.

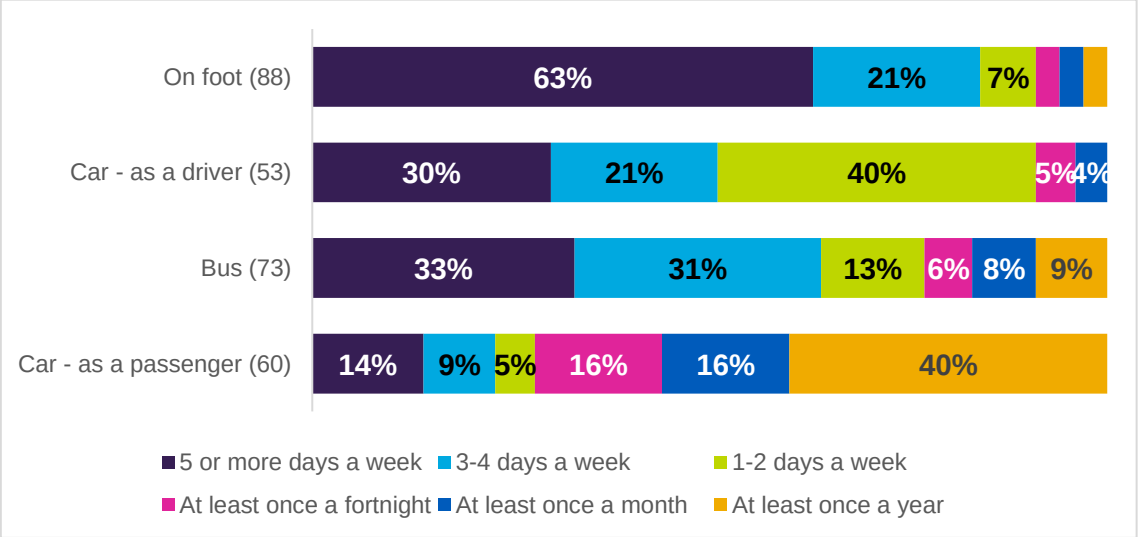
Figure 28: Use of transport when travelling to and from university / college / 6th form (% used in last 12 months)



Base: 181 respondents

Figure 29 shows the frequency of use for those respondents who use the main modes of travel for university, college or 6th form. Values of less than 4% are not shown on the chart. Almost two thirds of students (63%) travel on foot at least 5 days a week. Three in ten (30%) drive a car at least 5 days a week and one third (33%) travel by bus at least 5 days a week.

Figure 29: Use of transport when travelling to and from university / college / 6th form (% used in last 12 months)

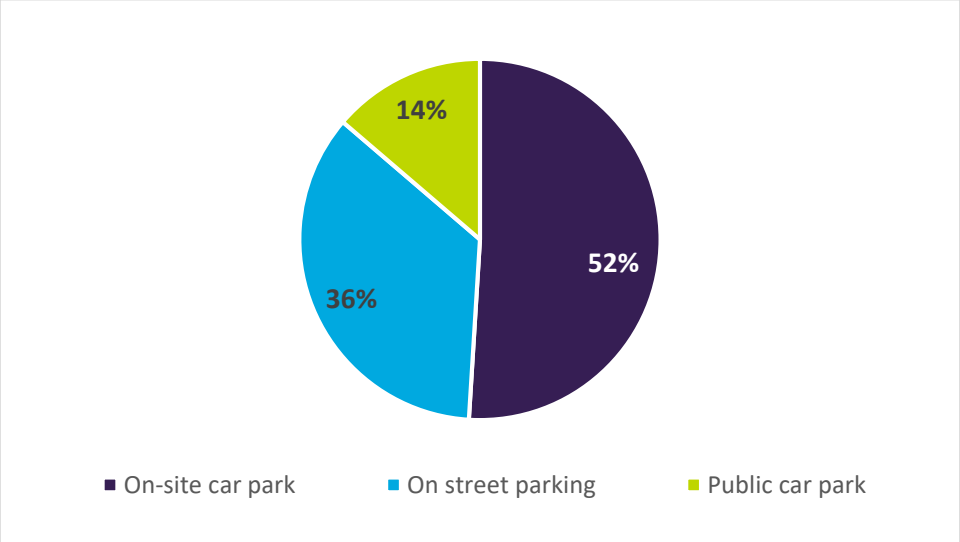


Base: Varied as labelled

Parking at university / college / 6th form

Respondents were asked where they normally park their car, van, motorcycle or moped at university, college or 6th form. Over half (52%) use an on-site car park whilst 36% use on street parking and 14% use a public car park.

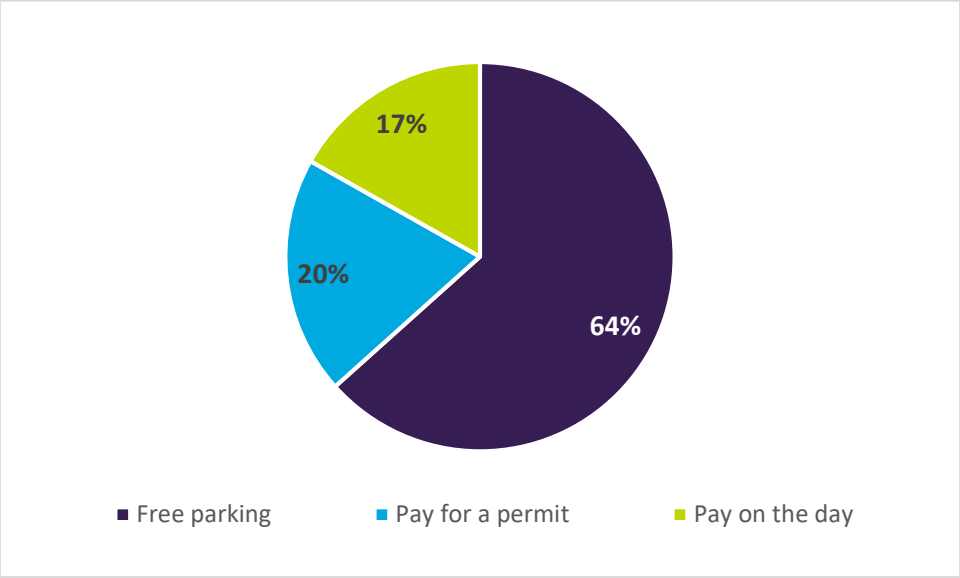
Figure 30: Parking location at university / college / 6th form (% respondents)



Base: 56 respondents

Respondents were asked how they pay for parking at university, college or 6th form. Almost two thirds (64%) have free parking, one fifth (20%) pay for a permit and 17% pay on the day.

Figure 31: How parking is paid for at university / college / 6th form (% respondents)



Base: 58 respondents

Mapping analysis was not carried out on university, college and 6th form journeys due to the low base.

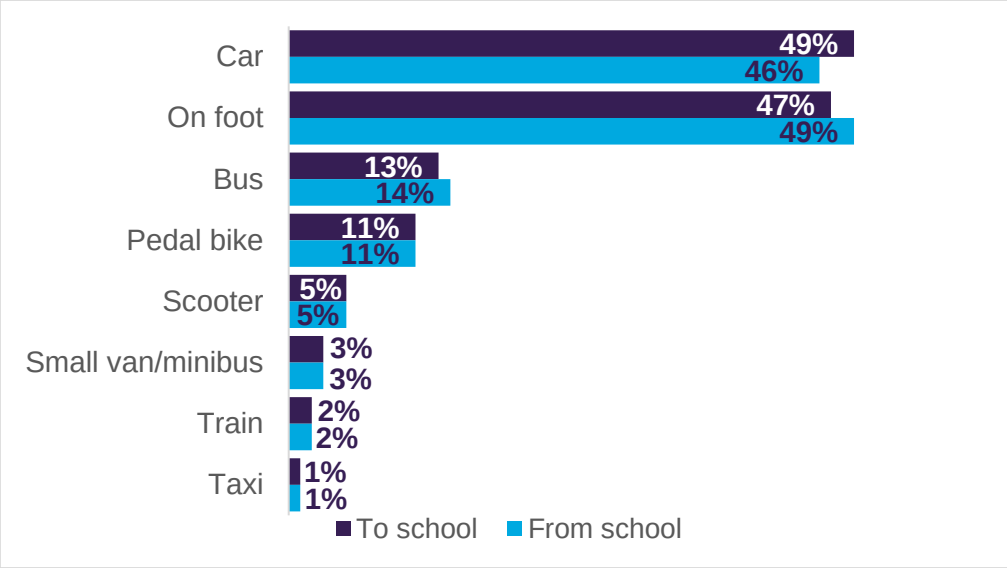
8. Travel to school

Almost one fifth of respondents (18%) have school-aged children and were therefore asked questions about how their children travel to and from school. The results in this section are based on the number of children rather than the number of respondents.

Methods of travel to school

When looking at all modes of travel, the most common modes of travel to school were by car (49%) followed by on foot (47%). The picture for travelling home from school was similar although the two most popular methods switched places with on foot being the most popular method (49%) and by car being the second most popular (46%).

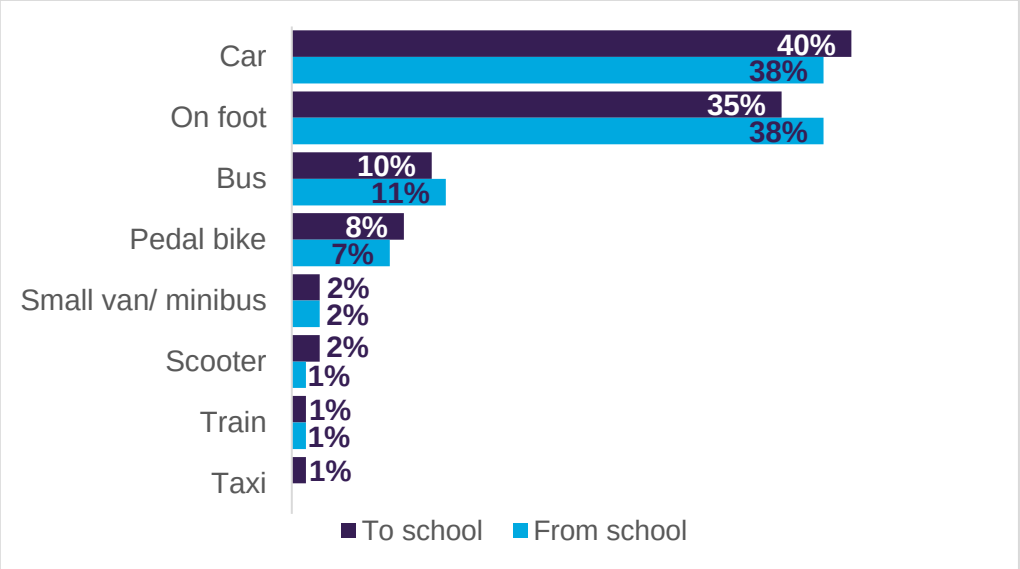
Figure 32: Modes of travel to and from school (% children)



Base: 925 children

Respondents were asked to identify their child's main method of travel to and from school. Two fifths of children (40%) travel to school mainly by car followed by 35% who travel mainly on foot. When travelling home from school, both car and on foot were equally as popular (38%). Approximately one in ten children travel to and from school mainly by bus.

Figure 33: Main mode of travel to and from school (% children)



Base: 925 children

Length of journey to school and time taken

Respondents were asked which schools their children attended. This data, along with home postcodes, was analysed in mapping software calculate route, distance and travel time. Cases where respondents had more than one school-aged child were not included in the mapping analysis as it was not possible to ascertain in which order the journeys to more than one school had been made.

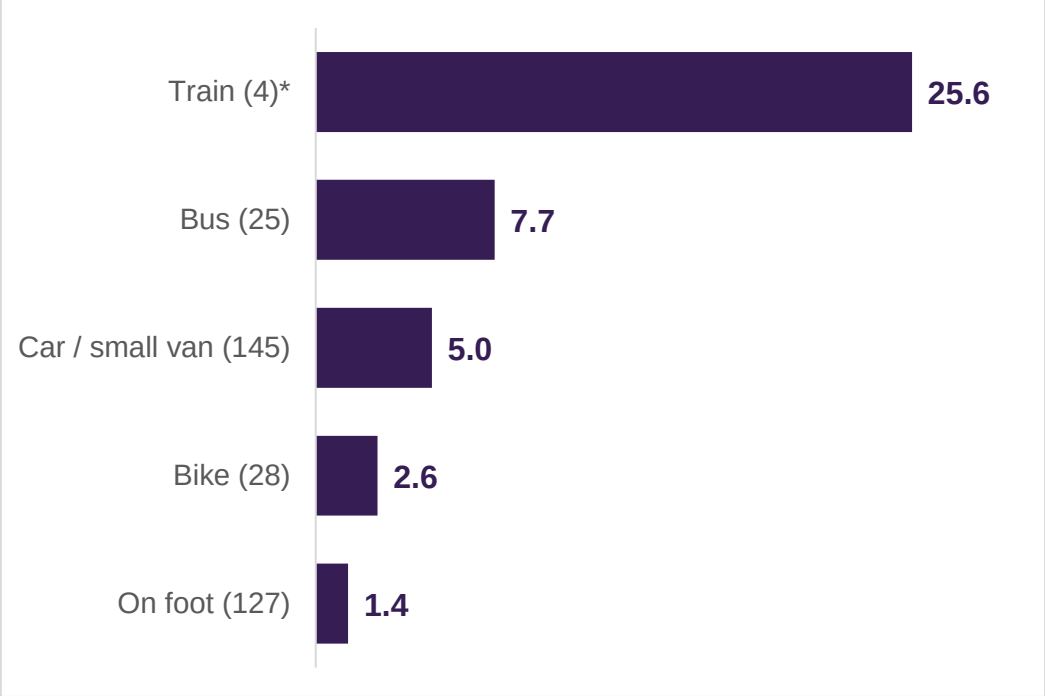
For journeys made by car or van, bike and on foot, the mapping software calculates the fastest route assuming no traffic.

For journeys made by bus, journeys were calculated using the nearest bus stops and most likely bus route at peak morning travel. For journeys made by train, journeys were calculated using the fastest route based on the nearest train station and corresponding timetables.

Journey distances and times for bus and train journeys include the time taken to walk to and from bus stops and train stations (unless the walking element is over 45 minutes in which case it assumes car travel).

The average distance when travelling by bus was just under 8 kilometres (just under 5 miles). The average distance for children who travelled by car or small van was 5 kilometres (3 miles) and by bike was 2.6 kilometres. The average distance for children whose main mode of travel was walking was 1.4 kilometres or less than 1 mile.

Figure 34: Average journey distance to school by mode of travel (distance in km)

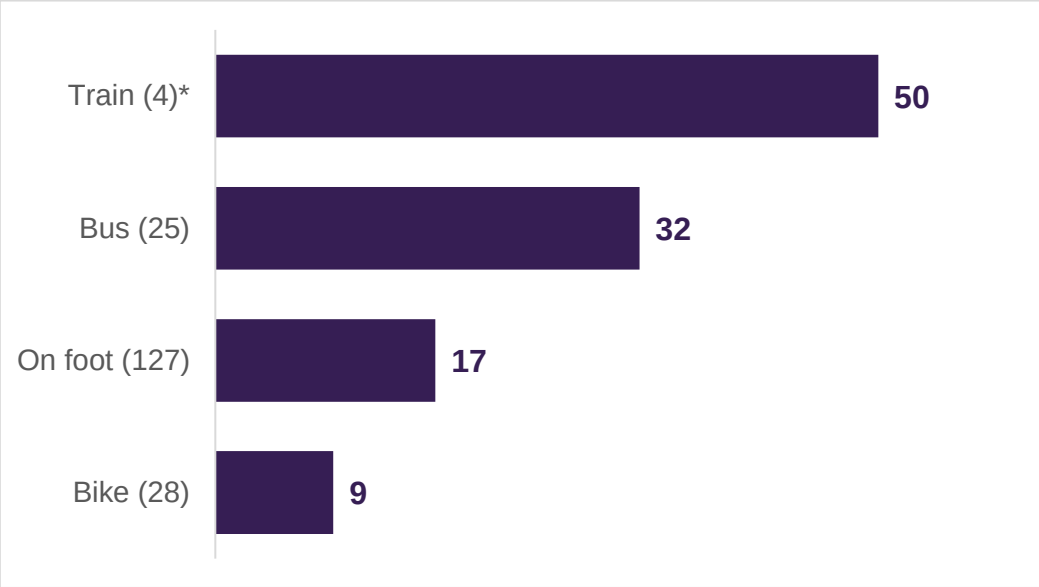


Base: Varied as labelled

*Very small base

Journeys by car aren't included in figure 35 as the calculation assumes no traffic and therefore wouldn't be a true reflection of journey times. The average journey to school by bus was just over half an hour and the average journey on foot was under 20 minutes.

Figure 35: Average journey time to school by mode of travel (time in minutes)

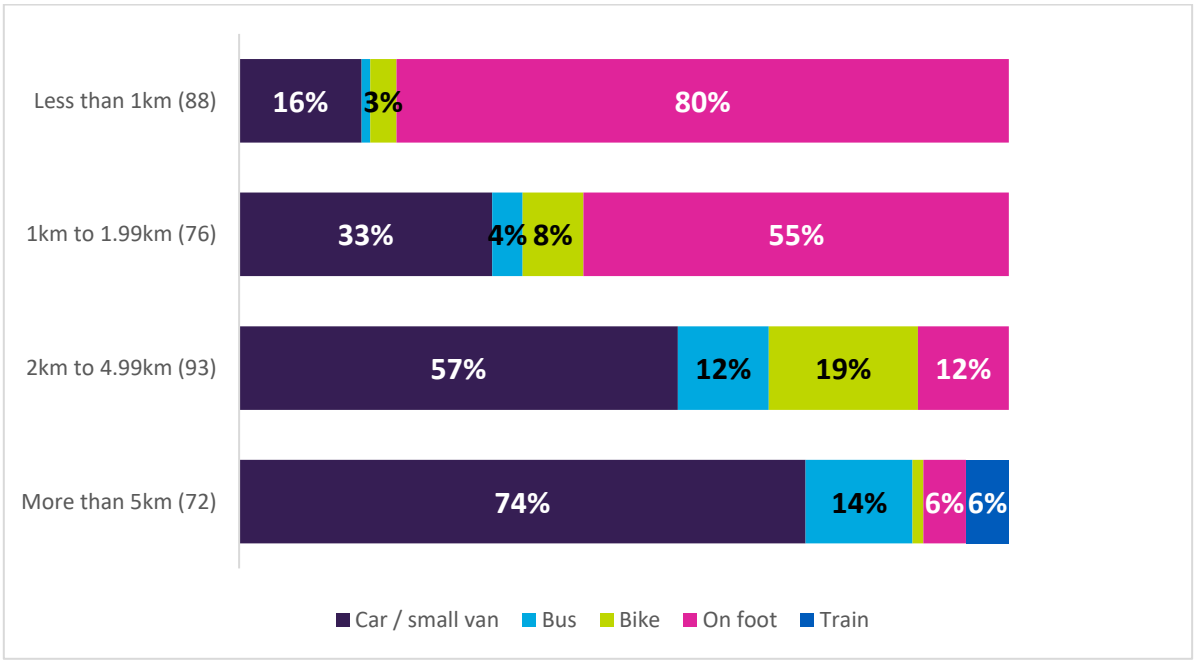


Base: Varied as labelled

*Very small base.

Figure 36 shows the breakdown of distance travelled by mode. Values of less than 3% are not shown on the chart. For journeys up to 2 kilometres, travelling on foot was the predominant mode of travel. For journeys between 2 and 5 kilometres, almost six in ten children (57%) travelled by car and almost one fifth (19%) travelled by bus. Almost three quarters of children (74%) who travelled more than 5 kilometres to school did so by car.

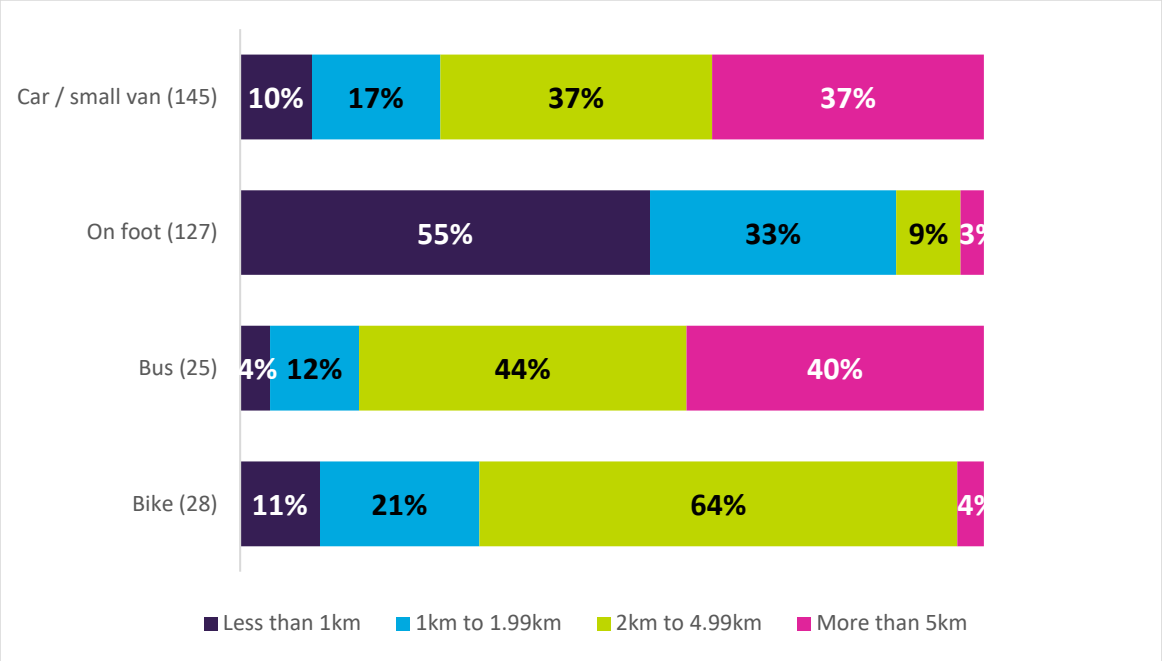
Figure 36: Journey distance to school by mode of travel (% respondents)



Base: Varied as labelled

Figure 37 turns the data the other way and shows the main modes of travel by distance. Values of less than 3% are not shown on the chart. Of the journeys made by car or small van, the majority were made for journeys of more than 2 kilometres. Over half of children who travel on foot (55%) travel less than 1 kilometre to school and one third (33%) travel 1 to 2 kilometres. The majority of children who travel by bus travel for more than 2 kilometres. Almost two thirds of those who cycle to school have a journey of 2 to 5 kilometres.

Figure 37: Main modes of travel to school by journey distance (% respondents)



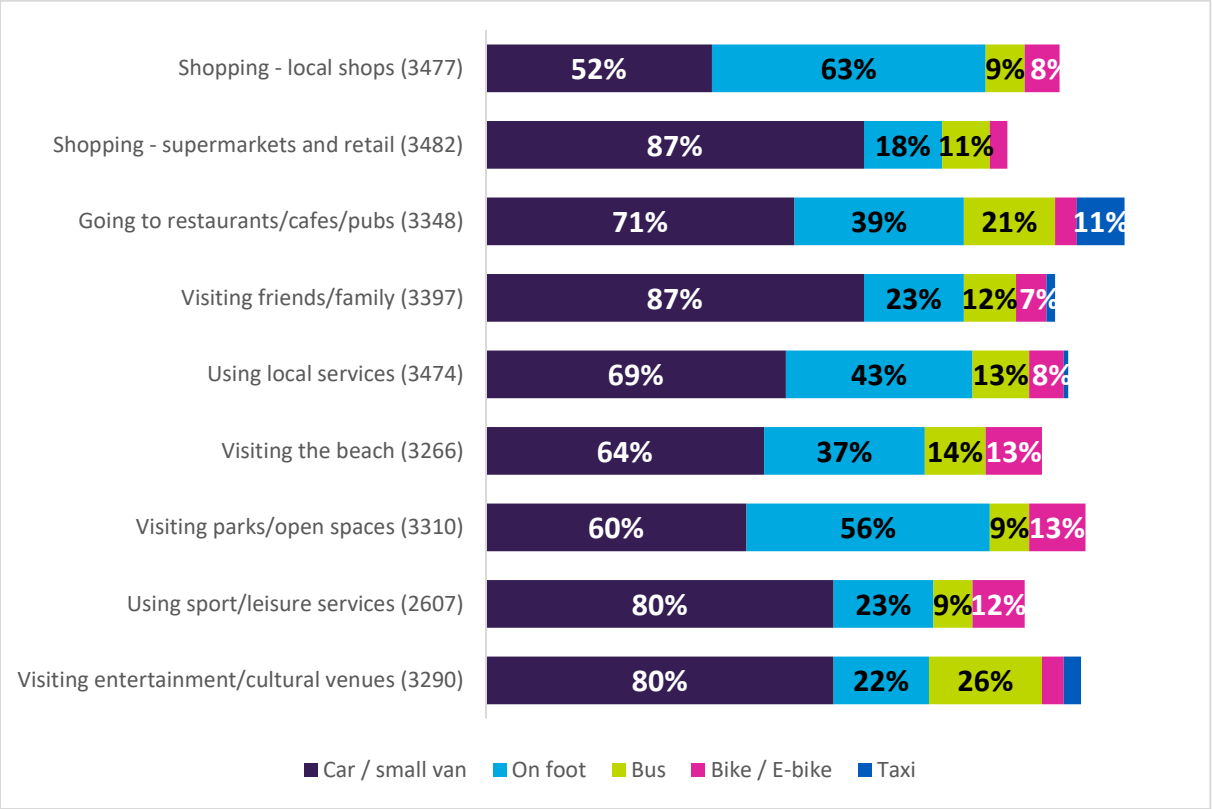
Base: Varied as labelled

9. Types of journeys made

Figure 38 shows the main modes of transport that respondents use for various activities in the local area. Values of less than 6% are not shown. Travel by car was the most predominant method for all activities with the exception of shopping at local shops where the most common mode of travel was on foot (63%). Over half of respondents (56%) also travel on foot to visit parks and open spaces.

Travelling by bike is used most when visiting the beach (13%), parks and open spaces (13%) and using sport and leisure facilities (12%). Using the bus is most common when visiting entertainment or cultural venues (26%) and going to restaurants, café and pubs (21%).

Figure 38: Main mode of travel for various activities in local area (% respondents)



Base: Varied as labelled

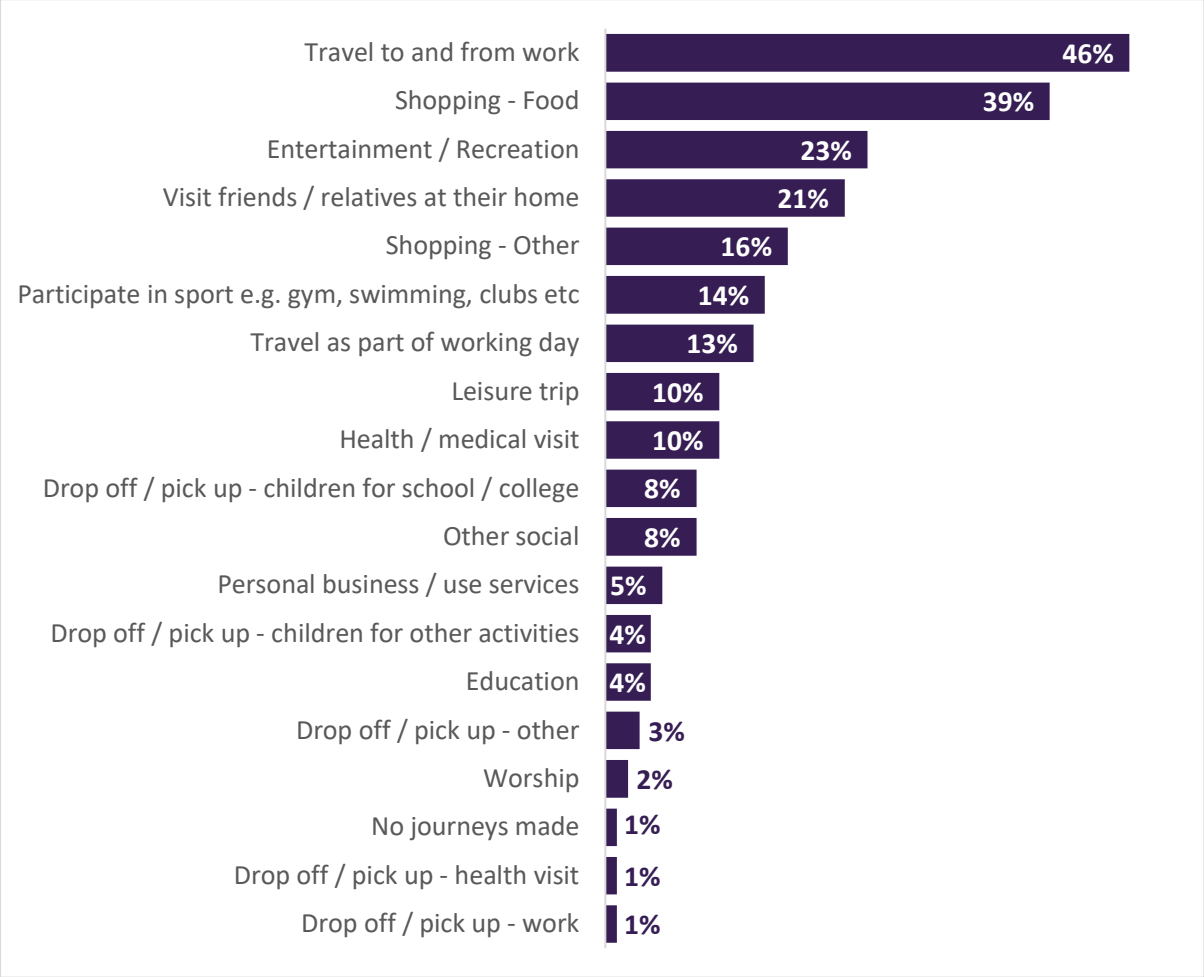
Across all activities, respondents living in Bournemouth are significantly more likely to travel on foot than respondents living in all other areas and are significantly less likely to travel by car.

Across all activities, male respondents are significantly more likely to cycle than females.

10. Details of journeys made on previous day

Respondents were asked about all the journeys that they had made the previous day. Almost half of respondents (46%) had travelled to and from work and just under two fifths (39%) had made a journey for food shopping. Almost one quarter (23%) had travelled for entertainment or recreation and just over one fifth (21%) had visited friends or relatives.

Figure 39: Reasons for journeys made on previous day (% respondents)



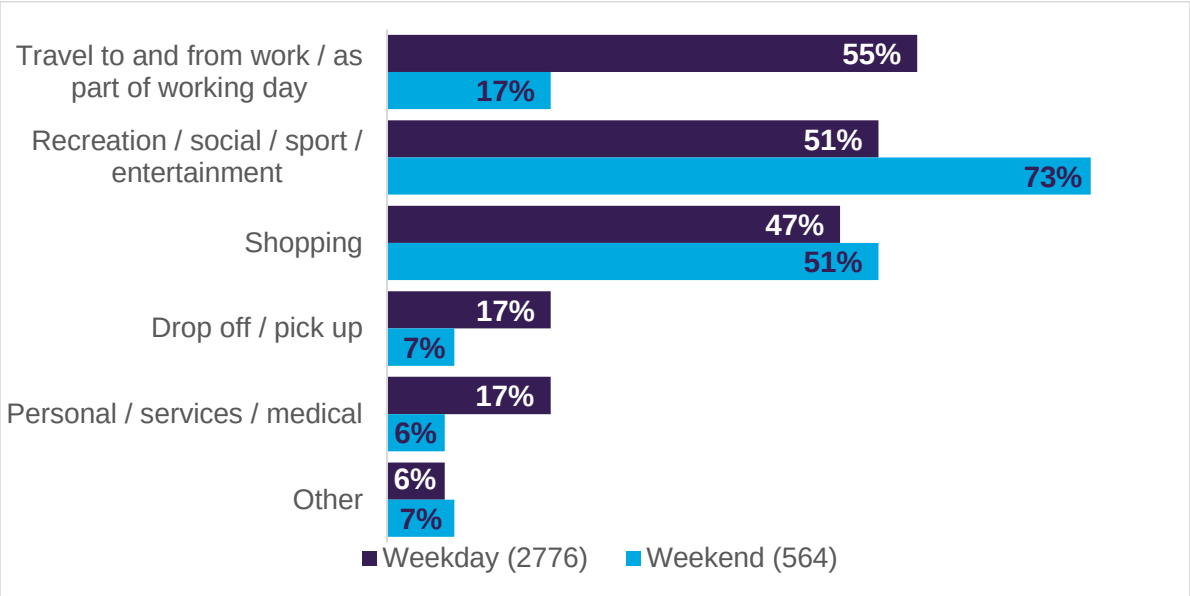
Base: All respondents

Male respondents were significantly more likely than female respondents to have made journeys for entertainment or recreation whilst females were significantly more likely than males to have dropped off or picked up children for school and other activities.

Respondents aged 65 and over were significantly more likely than all other age groups to have made journeys for entertainment and recreation, shopping (food and other), health and medical visits and leisure trips.

Respondents travelling for recreation, social, sport and entertainment increased from just over half of respondents (51%) on weekdays to nearly three quarters (73%) at weekends. As expected, journeys for work decreased significantly at weekends.

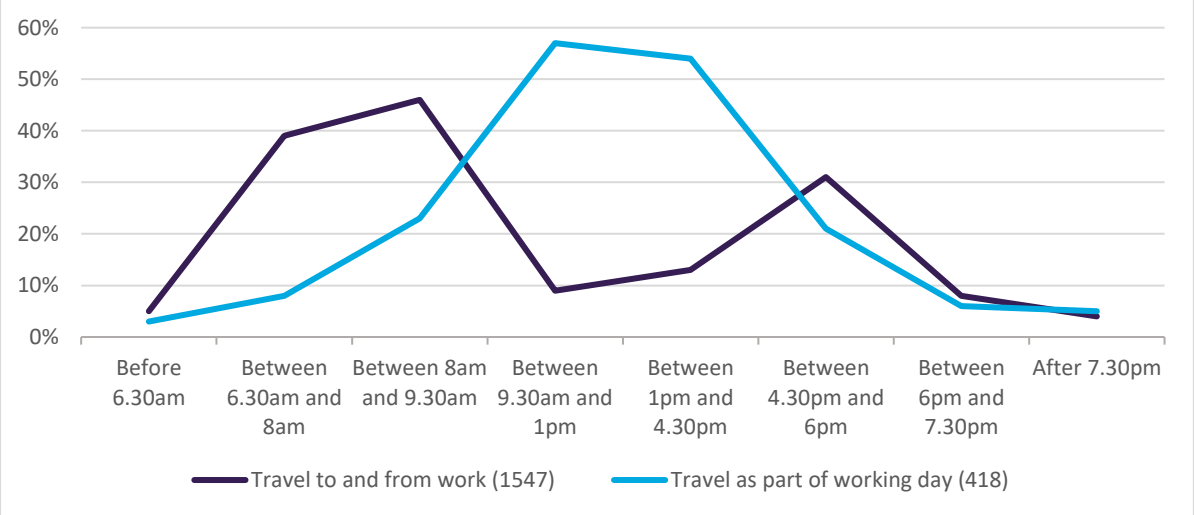
Figure 40: Categories of journeys made by weekday / weekend (% respondents)



Base: Varied as labelled

The peak times for travelling to and from work were 6.30am to 9.30am and 4.30pm to 6pm. When looking at the data of the time respondents travelled to and from work, almost half of respondents (49%) only ticked one box which was, in the main, their morning commute. This explains why figure 41 shows less respondents during the afternoon commute compared to the morning. As expected, journeys made as part of the working day are mainly made between 9.30am and 4.30pm.

Figure 41: Time of work journeys made on previous day (% respondents)

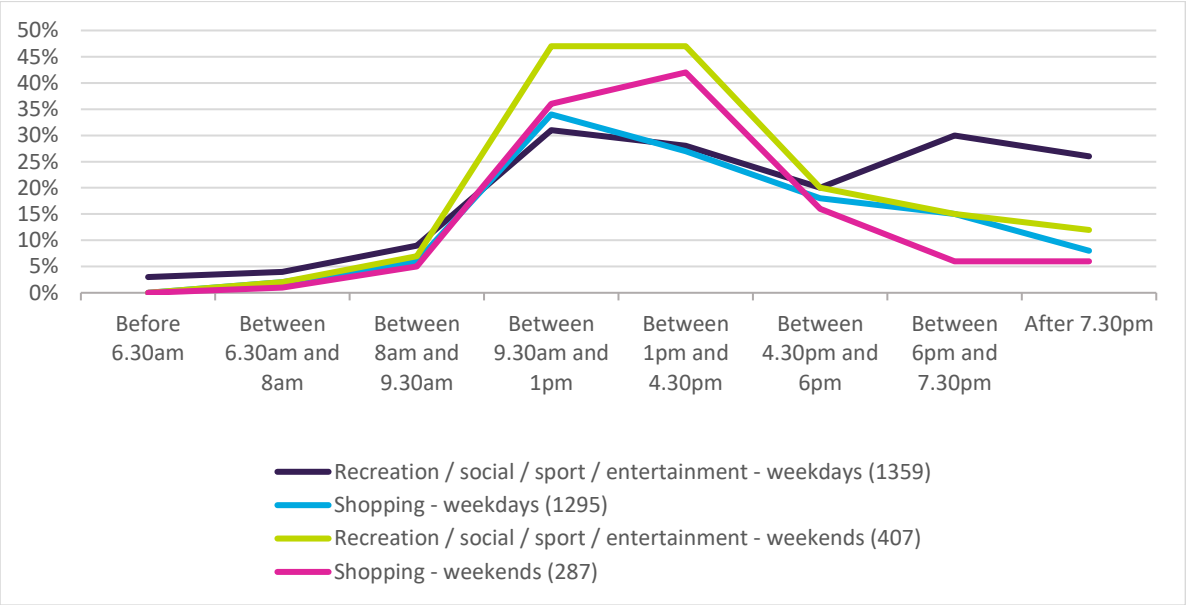


Base: Varied as labelled

Journeys made at weekends for recreation, social activities, sport and entertainment occur mainly between 9.30am and 4.30pm. The same pattern occurs on weekdays but there is also a peak between 6pm and 7.30pm.

The majority of journeys for shopping, both during the week and at weekends, are made between 9.30am and 4.30pm although the proportion of respondents shopping at this time is higher at the weekend. A higher proportion of respondents shop during the evening on weekdays compared to weekends.

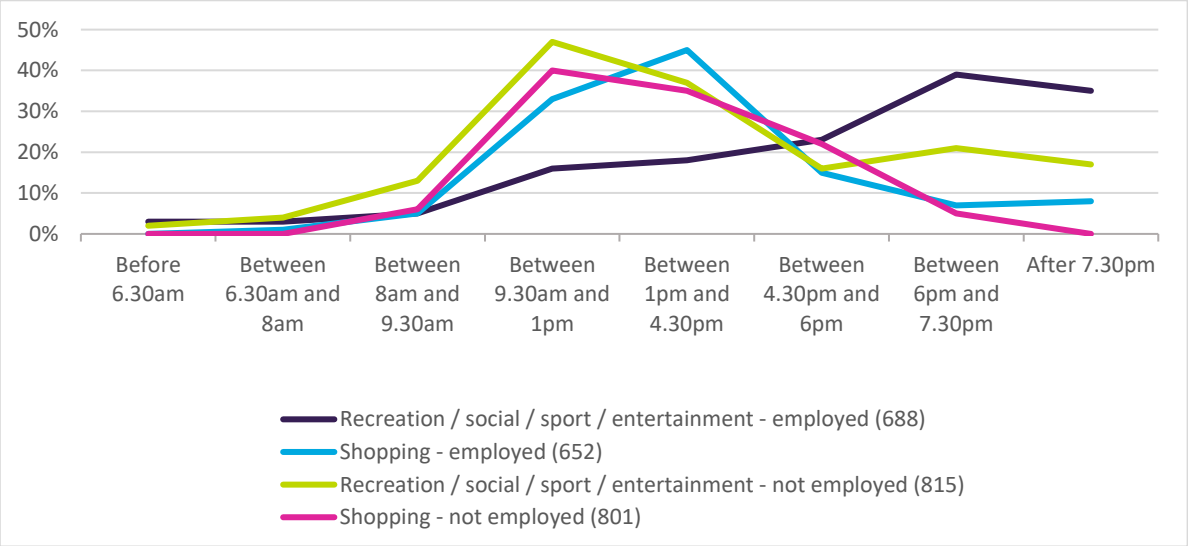
Figure 42: Time of journeys for recreation/social/sport/entertainment and shopping made on previous day (% respondents)



Base: Varied as labelled

When looking at journeys made on weekdays for recreation, social activities, sport and entertainment there is a clear difference in the peak times of these journeys depending on employment status. Journeys peak from 6pm onwards amongst those who are employed compared to a peak between 9.30am and 1pm amongst those who aren't employed. There was less of a distinction when looking at journeys on weekdays for shopping.

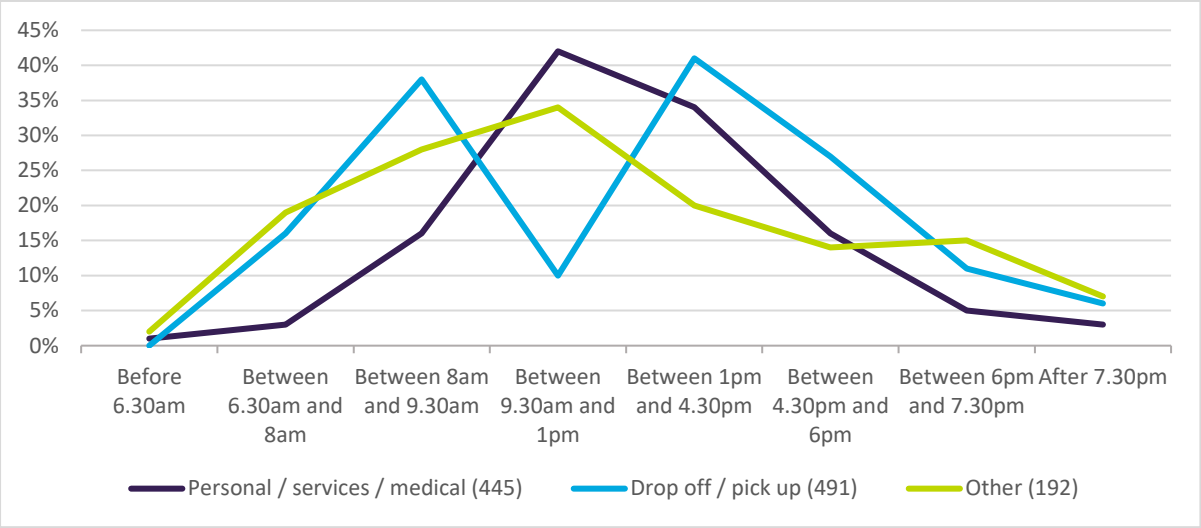
Figure 43: Time of journeys for recreation/social/sport/entertainment and shopping made on during the week by employment status (% respondents)



Base: Varied as labelled

Journeys made for personal business, use of services and for medical/health appointments peak between 9.30am and 1pm. Journeys made to drop off or pick people up (e.g. children for school) peak between 8am and 9.30am and 1pm and 4.30pm. The highest proportion of journeys made for other reasons (such as worship and education) are made between 8am and 1pm.

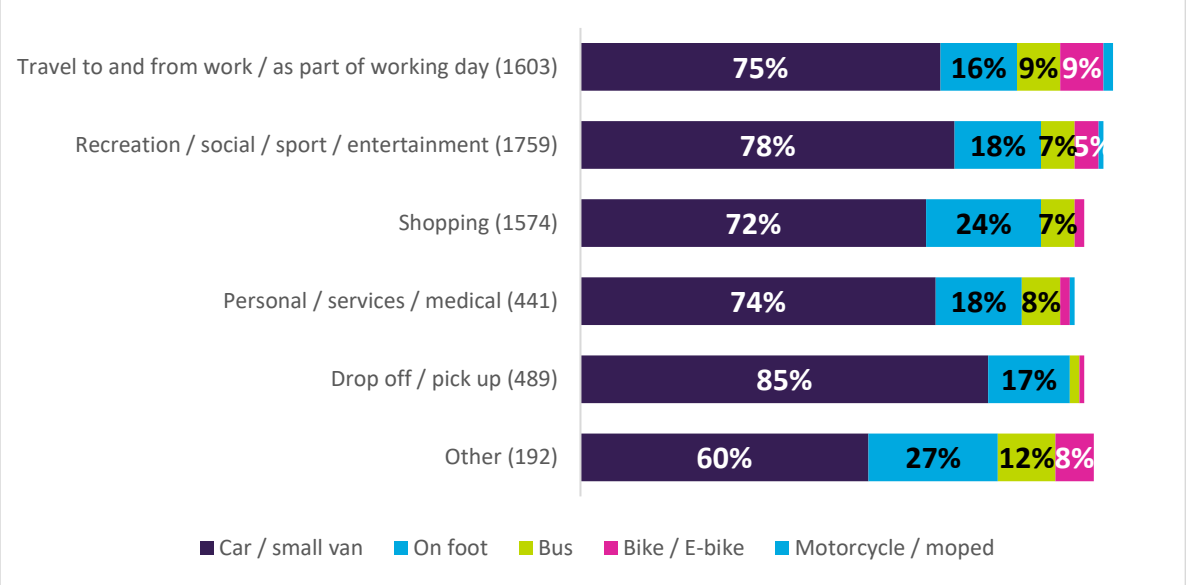
Figure 44: Time of journeys for personal/services/medical, drop off/pick-up and other made on previous day (% respondents)



Base: Varied as labelled

Figure 45 shows the main modes of travel used for journeys made the previous day. Values of less than 3% are not shown on the chart. Car is the predominant mode of travel for all types of journeys. Almost a quarter (24%) of journeys made for shopping are made on foot.

Figure 45: Type of journeys made on previous day by mode of travel (% respondents)



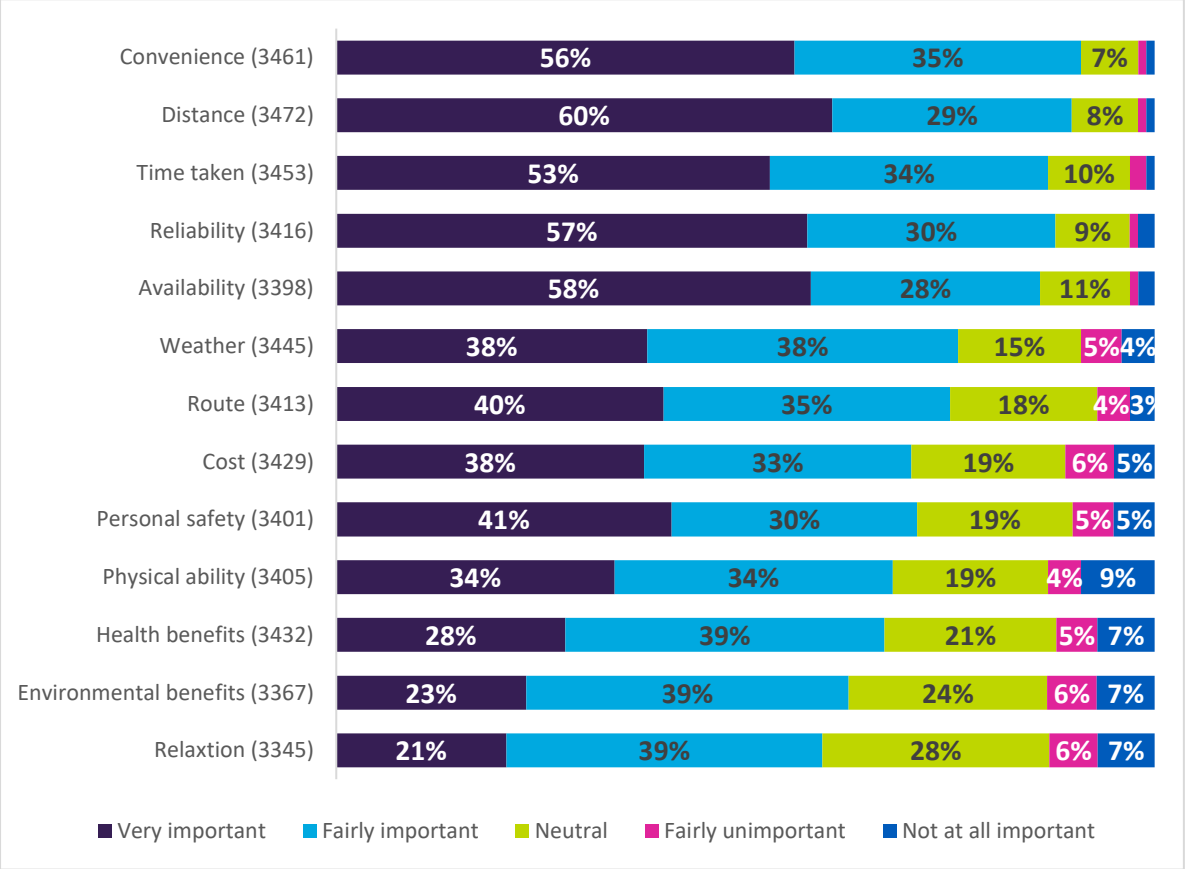
Base: Varied as labelled

Respondents living in Bournemouth are significantly less likely than those living in Christchurch, Poole or the rest of Dorset to use their car for journeys made for recreation, social, sport or entertainment. Respondents living in Christchurch and the rest of Dorset are significantly more likely to use their cars for shopping compared to those living in Bournemouth and Poole. Male respondents are significantly less likely than females to use their car for journeys made for recreation, social, sport or entertainment.

11. Sustainable Travel

Sustainable travel is about reducing car travel and increasing the use of walking, cycling and public transport which are more environmentally friendly. To help us understand how people choose their mode of transport, respondents were asked how important or unimportant certain factors were in deciding their choice of transport.

Figure 46: Importance of factors in choosing mode of transport (% respondents)



Base: Varied as labelled

All of the factors listed were considered to be important by the majority of respondents, though convenience, distance, reliability, time taken and availability were the five most important. These top five factors were the only factors that were rated as very important by more than half of respondents.

Females were more likely than males to rate all of the above factors as important, with the exception of relaxation for which there was no significant difference. Factors that showed a particularly wide difference between females and males were personal safety (+19%), physical ability (+10%), environmental benefits (+10%) and cost (+10%).

Those aged 16-24 were significantly less likely to rate route and health benefits as important than all other age groups; the latter factor increases in importance as age increases. Those aged 65+ were significantly more likely to rate physical ability as an important factor and were significantly less likely to rate time taken, personal safety and cost as important; the latter factor reduces in importance as age increases.

Respondents with a disability were significantly more likely to rate physical ability, personal safety and availability as important than those without a disability and were less likely to consider the time taken to be important.

When comparing results to the Index of Multiple Deprivation (IMD), the only factor that showed a significant correlation to deprivation was cost, with 88% of those living in the most

deprived areas saying that cost is an important factor compared to only 59% of those in the least deprived areas.

The results were also compared to Mosaic socio-economic groups. The responses were scored according to the level of importance and a mean score calculated for each of the 17 Mosaic groups. A t-test was used to measure whether mean score for each group showed a significant difference to the mean score for all other groups combined. The table below shows factors where groups were significantly different to the others.

Table 3: Importance of factors in choosing mode of transport by Mosaic group

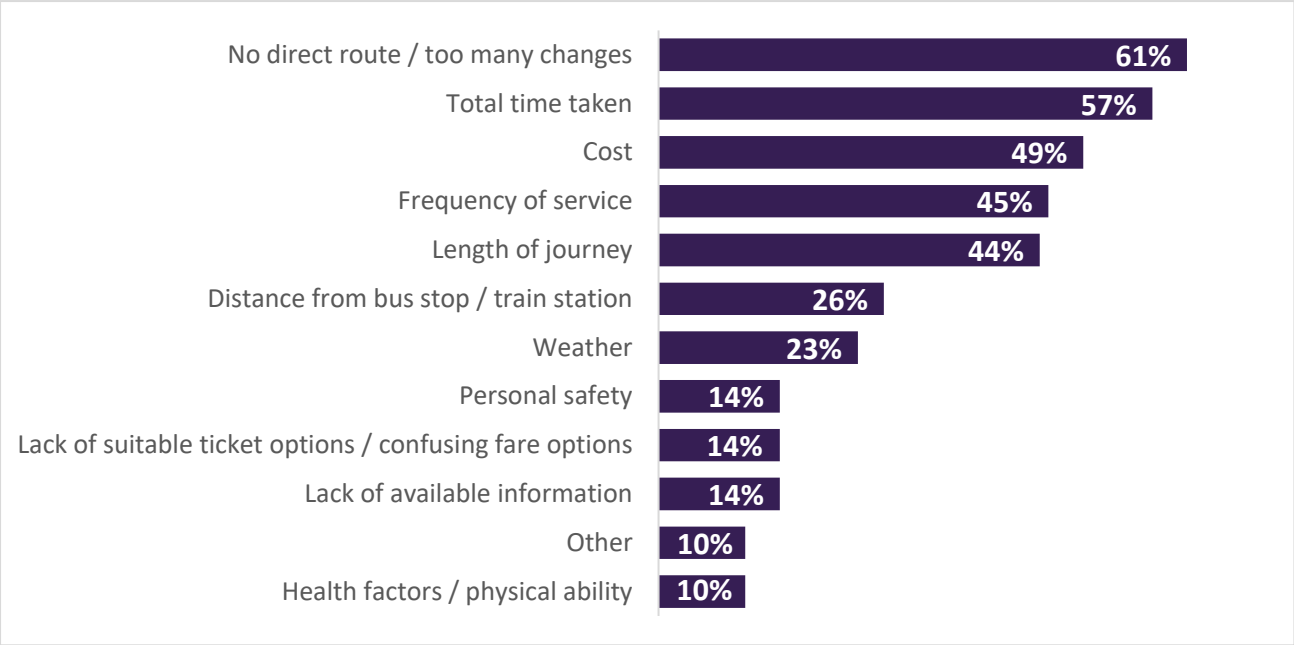
Factors	More important	Less important
Health benefits		K - Modest Traditions
Physical ability	M - Family Basics	K - Modest Traditions
Relaxation		M - Family Basics
Cost	J - Rental Hubs M - Family Basics	B - Prestige Positions F - Senior Security
Weather		L - Transient Renters
Personal safety	M - Family Basics	
Reliability	K - Modest Traditions	
Time taken		I - Urban Cohesion
Convenience	B - Prestige Positions	
Route	B - Prestige Positions K - Modest Traditions	J - Rental Hubs

Respondents were given the opportunity to identify other factors that influence their choice of travel mode. Most of the respondents that left a comment used the opportunity to elaborate on the answers already given. The most frequently mentioned additional factors were the need to carry things such as equipment or shopping (19 respondents) or to transport other people e.g. children or elderly / disabled relatives (16 respondents). Parking was also a factor, for both cars and bicycles (15 respondents).

Factors preventing use of public transport

Respondents were asked which factors prevent them from using, or decrease their use of, public transport. Respondents were able to select all applicable options.

Figure 47: Factors preventing or decreasing use of public transport (% respondents)



Base: 3289 respondents

Around three fifths selected 'no direct route' (61%) and 'total time taken' (57%) while just under half selected cost (49%), frequency (45%) and length of journey (44%).

Cost was more of a barrier for females (52%) than males (45%) and females were almost twice as likely to be concerned about personal safety (17%) than males (9%). Males were more concerned about the total time taken (60%) than females (55%).

Older respondents (aged 65+) were more likely to be put off using public transport by the weather and physical ability than other age groups and were less likely to be put off by too many changes, cost, confusing fares and length of journey.

Respondents with a disability were more likely to consider physical ability, personal safety, weather and distance to bus stop / train station to be barriers to using public transport and were less likely to consider too many changes, cost, length of journey and time taken to be barriers.

There were 477 comments made in the 'other' open question. Some of these were an expansion of answers already given. There were, however, around 400 'other' responses.

The biggest barrier, mentioned by 70 respondents, was the absence of a bus service for their destination / origin or at the time of day required.

66 respondents said that they found public transport to be too unreliable.

53 respondents said that they could not use public transport as they need to carry equipment for work or heavy shopping. A further 22 respondents need to transport other people and find public transport particularly problematic if those people are disabled or very young – space for wheelchairs and buggies is a particular problem.

41 respondents said that they need their car for work or simply prefer their car. A further 26 respondents prefer to walk or cycle.

40 respondents mentioned comfort and cleanliness (of the buses and the other passengers) as an issue, with many concerned about the spread of coughs and colds while others dislike crowded buses.

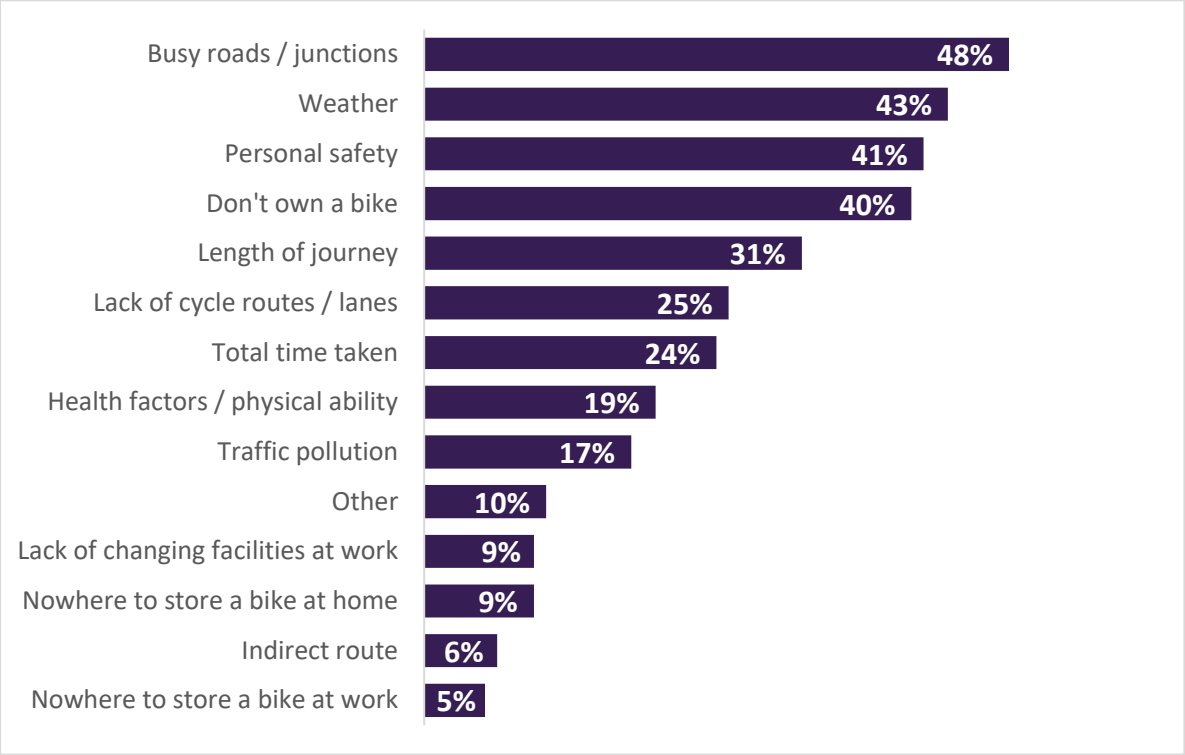
27 respondents gave convenience as the main barrier to using public transport.

There were 69 other responses that did not fit into any of the identified themes. These included general observations about the quality of public transport e.g. “Bus service not as good as it used to be”, comments that did not relate to the question e.g. relating to parking, cycling or electric vehicles, and responses that were unspecific e.g. “don’t like buses”. Other responses included lack of seatbelts on buses, accessibility issues at train stations and uncertainty about space for a bicycle on the train.

Factors preventing cycling

Respondents were asked which factors prevent them from cycling or decrease the amount they cycle. Respondents were able to select all applicable options.

Figure 48: Factors preventing or decreasing cycling (% respondents)



Base: 3364 respondents

Busy roads were the most off-putting factor with almost half of respondents (48%) giving this reason. Weather and personal safety were also common reasons while four in ten respondents (40%) said that they do not own a bike.

Females were more likely than males to be put off by personal safety (46%), busy roads (52%), not owning a bike (43%) and having nowhere to store a bike at home (10%). Respondents aged 65+ were less likely than all other age groups to be put off by the weather (33%), length of journey (15%) and total time taken (11%) and were more likely to be put off by age or physical ability (31%). Respondents aged under 35 were more likely than other age groups to be put off by personal safety concerns (49%).

There were 486 comments made in the open ‘other’ question although only 313 (10%) of respondents had selected ‘other’ in the coded question. Of these 486, just over 100 were responses that were covered by the coded question.

The most common additional reasons given for not cycling were having too much to carry e.g. equipment or shopping (56 respondents) or having to transport young children (51 respondents).

40 respondents mentioned the quality of roads or cycle lanes, including poor condition of road surfaces, poor segregation of cyclists from traffic and/or pedestrians and lack of continuity of cycle lanes.

37 respondents said that they need their vehicle for work while 35 respondents were concerned about having their bike stolen. Many of these specifically mentioning the lack of secure cycle parking near shops and leisure facilities (storage facilities at home and at work were covered by the coded question). 34 respondents said that they had never learned to ride a bike.

23 respondents admitted that a lack of inclination or just laziness was their reason for not cycling. 20 respondents said that other road users put them off cycling; while most of these mentioned car / van drivers, a few mentioned that the attitude of some other cyclists was off-putting. 15 respondents were put off by hills and 10 said that they lacked confidence.

53 respondents gave responses that did not fit into any of these key categories. These included comments about the quality of facilities (storage, changing, etc) rather than the lack of them as identified in the coded question, needing to repair their bike, closure of the seafront to cyclists in the summer months and dress codes at work.

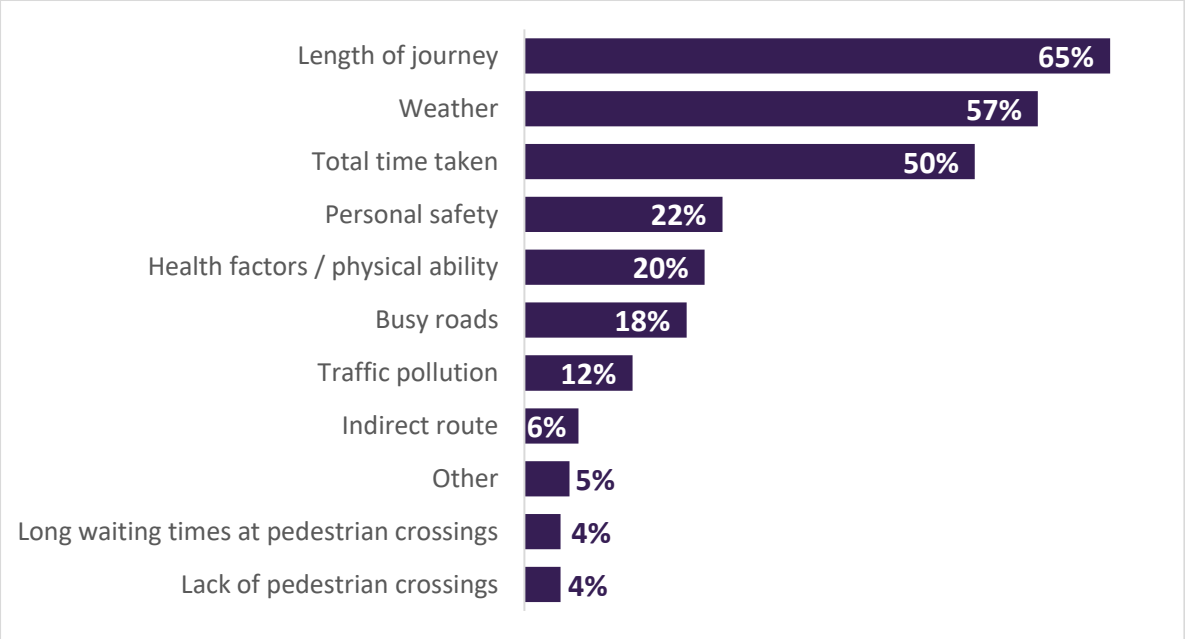
11 respondents said that nothing prevents them from cycling and 7 made general comments that did not answer the question.

Factors preventing walking

Respondents were asked which factors prevent them from walking or decrease the amount they walk. Respondents were able to select all applicable options.

The top three factors which were selected by more than half of respondents were length of journey (65%), weather (57%) and total time taken (50%).

Figure 49: Factors preventing or decreasing walking (% respondents)



Base: 3364 respondents

Females were more likely to be put off walking by the length of the journey (67%) than males (63%) and are almost twice as likely to be put off by concerns for personal safety (28% of females compared to 15% of males).

Respondents aged 16-24 are more likely than other age groups to be put off by the weather (76%), lack of pedestrian crossings (11%), long waiting times at pedestrian crossings (10%) and the length of the journey (76%). Those aged 65+ are less likely than other age groups to be put off by the length of the journey (51%) and the total time taken (32%) and are more likely to be put off by health factors (41%).

Health factors / physical ability are a deterring factor for 70% of respondents with a disability, who are also more likely to be put off by concerns for personal safety (26%) than those with no disability. Those with a disability are less likely to be put off by the length of the journey (48%), total time taken (31%) and the weather (48%).

There were 256 comments in the open 'other' question, of which 79 were elaborations on the coded responses. 12 respondents said that they already walk as often as possible and 13 respondents made comments or observations that did not answer the question. Nine respondents said that they walk for leisure but not for specific journeys.

The most common reason given for not walking was the need to carry things such as shopping or equipment (57 respondents). Needing a car for work was the reason why 23 respondents do not walk. 9 respondents specifically mentioned that cyclists on the pavement made them feel unsafe (whether this was illegal or on shared cycle / foot paths) while a further 9 respondents said that they did not walk because they were lazy or just don't enjoy it.

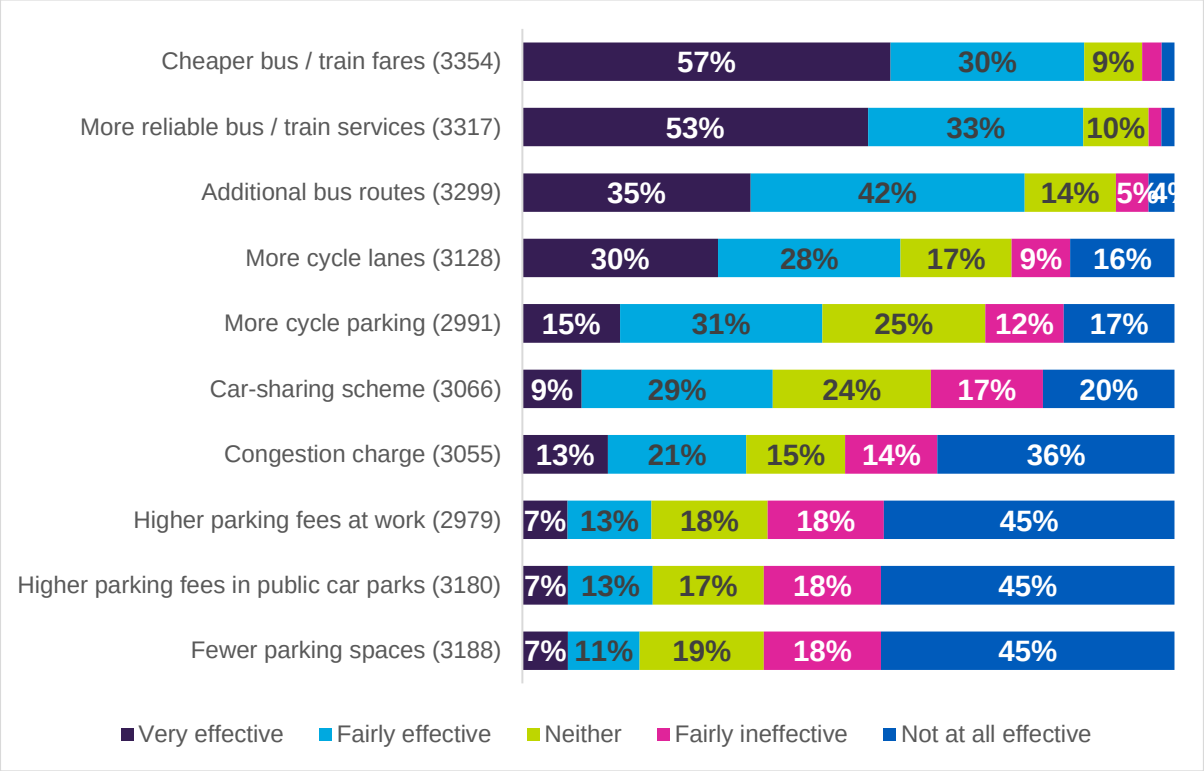
Preference for other modes of travel and the quality / maintenance of footpaths were each mentioned by 8 respondents while 7 found it difficult to make journeys on foot with young children. Five respondents mentioned the behaviour of other road users (drivers and cyclists) as a reason for not walking.

There were 23 further responses that did not fit into any of these categories. These included hilly routes, lack of toilets on route, lack of pavements in rural areas, convenience, caring responsibilities, 'ugly' urban areas, cars parked on pavements and tiredness from work.

Initiatives to encourage sustainable travel

Respondents were asked how effective or ineffective certain initiatives might be in encouraging sustainable travel. Figure 50 shows that respondents were more likely to rate incentives to use sustainable travel as effective and to rate disincentives to car use as ineffective. This should be treated with some caution. It is clear from some of the 'other' comments that some respondents view disincentives to car use as having a detrimental effect on town centre businesses or as having an unfair impact on those on lower incomes or for whom there is no alternative. This does not necessarily mean that the measures would be ineffective, just that they are undesirable.

Figure 50: Perceived effectiveness of sustainable travel initiatives (% respondents)



Base: Varied as labelled

A large majority of respondents (86%) rated both cheaper bus / train fares and more reliable bus / train services as effective. More than half of respondents rated these initiatives as very effective (57% cheaper fares, 53% more reliable services). More than six out of ten respondents (63%) rated fewer parking spaces and higher parking fees in both public and workplace car parks as ineffective.

There were some very clear distinctions between males and females with females more likely than males to favour incentives to use alternative forms of transport and males more likely than females to favour disincentives to car travel (although the majority still rated disincentives as ineffective).

These results were compared to the IMD but there was no significant correlation found between deprivation and the perceived effectiveness of the suggested measures.

A t-test showed that there were some significant differences between the mean scores of some Mosaic groups compared to the rest of the respondents. Table 4 below summarises the key differences.

Table 4: Effectiveness of initiatives by Mosaic group

	Effective	Ineffective
Cheaper bus / train fares	J - Rental Hubs L - Transient Renters	B - Prestige Positions F - Senior Security
Fewer parking spaces	N - Vintage Value	
Higher parking fees at work	N - Vintage Value	M - Family Basics
Higher parking fees in public car parks	N - Vintage Value	E - Suburban Stability M - Family Basics
Congestion charge		E - Suburban Stability H - Aspiring Homemakers
Car-sharing scheme	J - Rental Hubs	
More cycle parking	D - Domestic Success	B - Prestige Positions K - Modest Traditions
More cycle lanes	D - Domestic Success J - Rental Hubs	F - Senior Security M - Family Basics

There were 369 respondents that selected the 'other' option for this question, though there were 429 comments in the open 'other' question. Many of these comments were used to explain respondents' reasoning for their answers or simply repeated or elaborated on the options already given. Others made observations about travel which, while interesting, were not suggestions for other sustainable travel initiatives.

Many of the remaining comments were around the quality of services / facilities rather than the quantity or cost. Improved cycle facilities, including properly segregated, continuous cycle lanes (separated from both traffic and pedestrians), and secure, covered cycle parking, were the most common suggestions.

Better public transport, including more frequent services, dedicated bus lanes and more direct routes was also a common suggestion, as was better provision and/or use of school buses. A number of respondents also suggested that buses should run on cleaner fuels and that integrated ticketing and timetabling between the bus companies and trains would enable easier journeys.

Walking could be encouraged by better maintenance of footpaths, segregating cyclists from pedestrians and providing safe routes away from heavy traffic.

Alternative transport systems such as trams, monorail and water buses were suggested by several respondents.

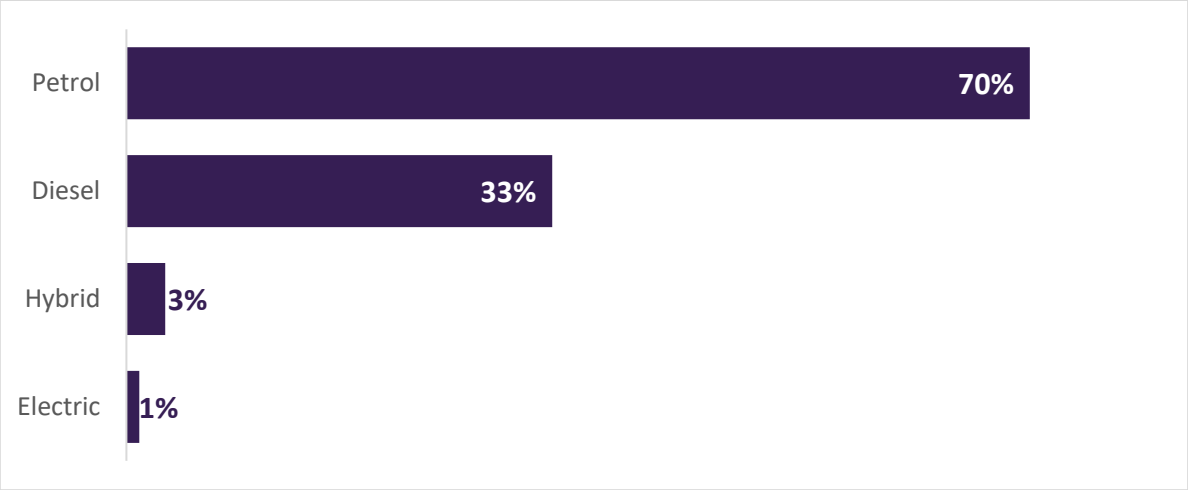
Better training / education of all road users could improve attitudes and understanding of the needs and limitations of other types of road users, making other modes of transport more appealing.

Electric vehicles

Respondents were asked what type of car they own (some have more than one car so responses add to more than 100%). A total of 14% of respondents said that they do not own a car. Of those that do own a car, a large majority own a petrol car (70%) while a third own a diesel car (33%). Hybrid cars account for just 3% and fully electric cars only (1%).

Females (76%) are more likely than males (63%) to own a petrol car, while males (40%) are more likely to own a diesel car than females (26%). Respondents aged under 25 are the most likely to own a petrol car (80%) and the least likely to own a diesel (20%). Respondents aged 35 to 54 are most likely to own a diesel car and least likely to own a petrol car.

Figure 51: Type of car owned (% respondents)

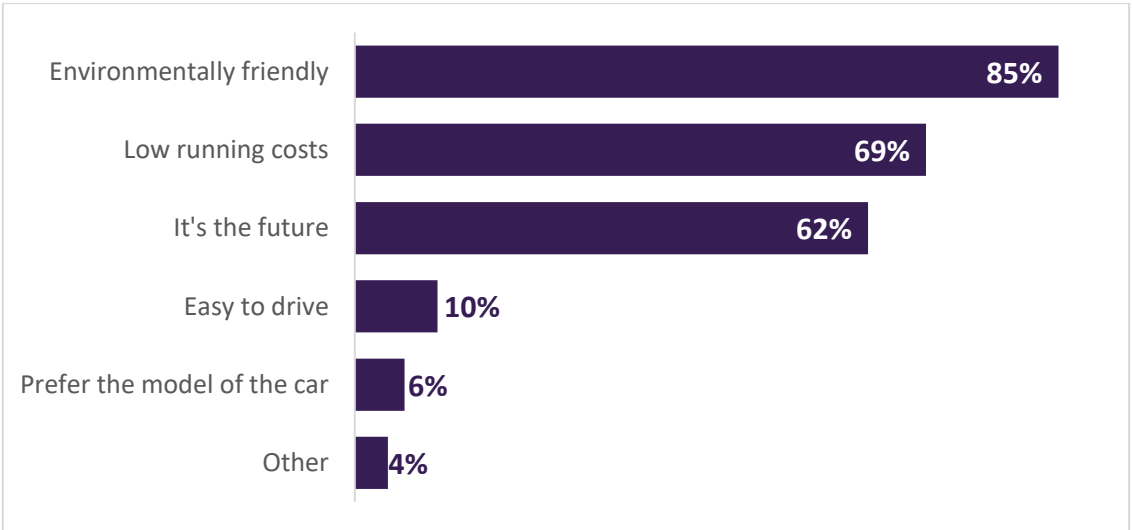


Base: 3087 respondents

Despite current low ownership rates, more than half of respondents (56%) said that they would consider an electric vehicle for their next car. Respondents aged 35-44 were more likely than any other age group to consider an electric car (68%) while those aged 65+ were the least likely (47%).

Those respondents that said they would consider an electric car were asked why. The most common reasons given for considering an electric car are because it is environmentally friendly (85%), has low running costs (69%) and because 'it's the future' (62%). Females were more likely than males to choose an electric car because it is environmentally friendly while males were more interested in low running costs and 'it's the future'.

Figure 52: Reasons for considering an electric car (% respondents)



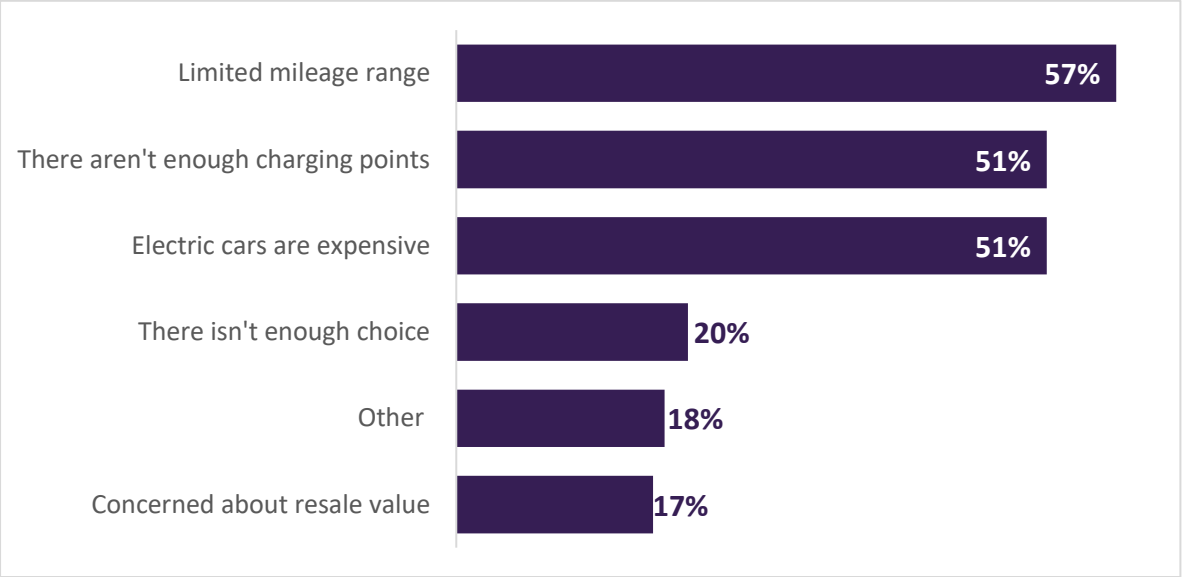
Base: 1316 respondents

The most common ‘other’ reasons given for considering an electric car were greater reliability / lower maintenance costs, increased disincentives to owning petrol / diesel and improvements to charging infrastructure. Some respondents mentioned changes to government policy to phase out petrol / diesel cars.

Most of the ‘other’ responses highlighted concerns or reasons preventing or deterring electric car ownership. The largest concern was the price of electric vehicles which is considerably higher than similar-sized petrol / diesel cars. Concerns around charging (including lack of infrastructure, problems charging at home and time taken to charge) and the range were also common barriers. A few were concerned that electric cars are not as environmentally friendly as many people believe; the environmental impact of manufacturing and disposal of the vehicles as well as generating the electricity were mentioned.

Those that said they would not consider an electric car were asked why. Their responses reflect the concerns of the more positive group with range, charging infrastructure and cost being the main concerns.

Figure 53: Reasons for not considering an electric car (% respondents)



Base: 1012 respondents

Males were more concerned about the limited mileage range than females, while females were more concerned about a lack of charging points. Expense was of greater concern to younger respondents (aged under 45) than older respondents (aged 45+). Respondents aged under 35 were more likely to be concerned about the lack of charging points than those aged over 35 while those aged under 25 were more concerned than other age groups about the lack of choice.

Many other reasons were given for not considering an electric car. These included the environmental impact of producing the electricity to power them (mentioned by 29 respondents) and of producing / disposing of the cars, particularly their batteries (20 respondents). 9 respondents were concerned about the lifespan / reliability of the batteries.

Lack of charging facilities at home, particularly for those using communal parking facilities or parking on the street, was a barrier for 26 respondents.

17 respondents said that electric vehicles were not available to meet their specific requirements e.g. for towing, off-road 4x4 use or wheelchair accessible.

Safety was a concern for 13 respondents, particularly in relation to pedestrians / cyclists being unable to hear them.

A further 13 respondents felt that the technology was not yet fully developed or tried & tested.

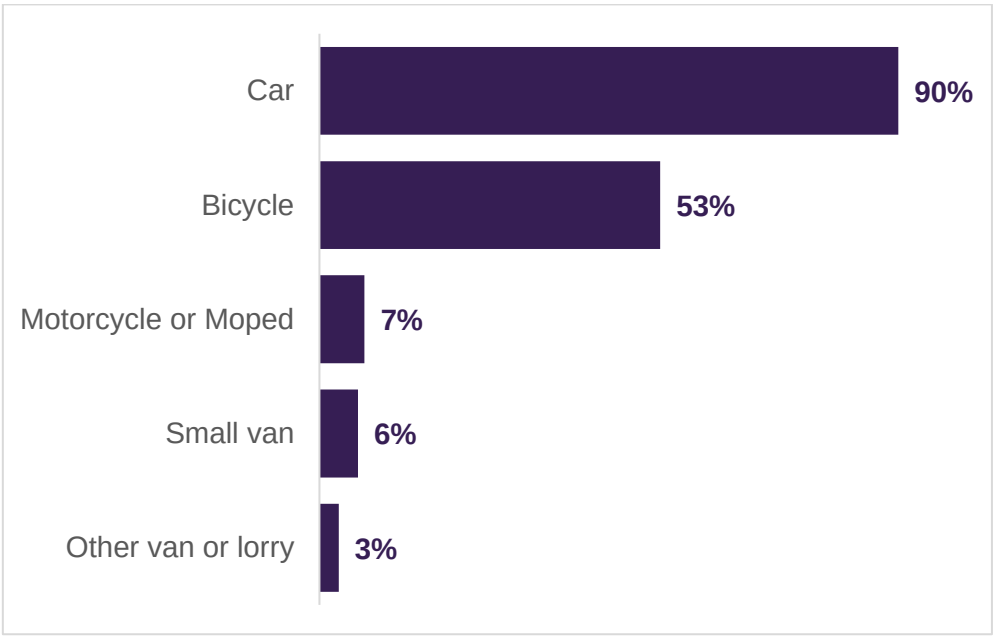
10 respondents were worried about the length of time it takes to charge up an electric vehicle.

Other reasons given include that the respondents did not plan to change their vehicle, that they didn't know enough about electric vehicles, they simply prefer a petrol engine, concerns about capacity in the electricity supply grid, that electric cars are not appealing (too small, boring, don't look nice) or that they were considering other options e.g. hybrid or hydrogen.

12. Vehicle Ownership

Respondents were asked how many vehicles their household owns or normally has access to. Nine in ten respondents (90%) own a car and just over half (53%) own a bicycle. Households with children are significantly more likely to own bicycles (68%) and cars (96%) than those without children (46% own bicycles and 89% own cars).

Figure 54: Vehicles owned (% respondents)



Base: All respondents

Significance testing shows a correlation between car ownership and deprivation with respondents living in deprived areas being significantly less likely to own a car compared to those in less deprived areas (75% of those in the lowest decile compared to 96% of those in the highest decile).

Of the respondents whose household owns a car, 44% own one car, 37% own two cars and almost one fifth (19%) own three or more cars.

Of the respondents whose households own a bike, more than one quarter (28%) own one bike, 35% own two bikes and 37% own three or more bikes.

13. Comments

At the end of the survey, respondents were asked if they had any other comments about travel in Bournemouth, Christchurch and Poole. A total of 1994 respondents (55%) left a comment. These covered the whole range of travel; from suggestions and some compliments about the bus service to comments about congestion in the area and suggestions of ways that travel could be more sustainable. Several key themes emerged and are outlined in table 5.

Table 5: Themes of additional comments

Theme	Frequency
Buses	628
Congestion	327
Cycling / cycle lanes	293
Roadworks	148
Car parking	137
Development	74
Why people drive	75
Schools / School run	64
A338	64
Conditions of roads	54
Road safety	52
Congestion charge / smart charging for roads	46
Road improvements	45
Electric cars	44
Trains	44
Traffic lights	41
Light rail/Metro/Tram/Monorail	39
Pedestrians	38
Relief road/by-pass	37
Disabled / visually impaired	35
Mode shift	35
Hospitals	30
Shopping	26
Park and Ride	21
Employers	20
Joined up thinking / planning	20
Traffic calming	15
Other comments	96

Themes are explored further below with example quotes. Key phrases and words have been highlighted in bold text.

Buses

The most comments related to the bus service, with 628 people commenting about this. The main themes included reasons why people don't use the bus, cost of travel, inconsistency of routes across the three towns, the time it takes to get around the area by bus, suggestions of a single ticket across the bus companies and other ways to improve the service.

"Some parts of the area have excellent bus services, others, such as where I live have a very poor service, to get to hospitals by public transport involves three buses, as the bus service is half hourly and hourly on Sundays and I DO live in Bournemouth, there is no incentive to use public transport"

"Unless you live near the Ashley Road, Poole or Wimborne Road Bournemouth, options for buses to get me to work is limited, expensive and not reliable. I would have to use 2 buses to get to my workplace in Poole and I only live at Wallisdown. Using the bus would add 2 hours to my working day which is not acceptable."

"Where I live along the Poole Road, there is a constant flow and choice of buses both to Bournemouth and Poole so no problem with transport. It is the more isolated places such as Burton where the elderly suffer through a lack of bus service after a certain time."

"Bus routes do not provide direct routes"

"Very poor public transport in my area. Can only travel to Poole by bus. Just getting to Bournemouth would involve journey to Poole going westward to catch a bus to Bournemouth going east, increasing journey time enormously, especially with only 1 bus an hour to get into and out of Poole anyway."

"Better bus routes incorporating local estates, not just main roads. I would have a 30 minute walk to the bus stop for a 7 min car journey."

"Why does everything go via the centre or around a housing estate! Nobody wants to change buses and spend ages doing a journey that can be done in 6 mins by car"

"Buses don't go near enough to Moors Valley. Most public transport is unreliable, there's too much waiting around in the cold for the bus to arrive."

"The roads are incredibly busy. Sometimes I would be happy to use a bus so that I don't have the frustration of driving, but the cost of the fares are far more than the cost of petrol, and they don't take you door to do. So I walk where I can but drive for longer distances."

"Public transport is never going to be as convenient. Public transport could do with a rethink. Perhaps more but smaller vehicles that are cleaner, more comfortable and more frequent?"

There were also comments about changes to the routes and the council should have more input into routes.

"Bus services are generally good but Yellow Buses have reduced services and frequency recently which has affected me personally. Priority always seems to be given to tourist/leisure routes which does not help all residents get to hospitals etc. Extra routes/buses are added for the air festival for example but similar routes could be added throughout the year"

"It is a shame that BCP can't have more input into some routes without having to fork out massive amounts of money for it. Also, at a time when we should be encouraging Public Transport usage, I feel that bus companies are not doing enough to sort this or are resulting into copying each other's core routes"

There were also suggestions that there could be a single ticket that could be used across the bus companies.

"A single price/ticket that could be used on both More and Yellow buses would be good. Like the Oyster card in London."

Some respondents were positive about the bus service, especially for older people, although it depends on where you live.

"For retired people the public transport services are excellent and I am convinced reduce many car journeys. Since moving to Bournemouth (2016) my car mileage has reduced from 10,000annually to 5000 and 50% of that are represented by 500mile round trips."

"The public transport facilities in my area are quite good with regular services to the places that I mainly visit."

"We use the M1&2 regularly and very pleased with service."

"Where I live I am lucky enough to have a good bus service."

Congestion

The next largest topic was congestion, with 327 respondents commenting on this.

"Driving is generally a nightmare, either because of roadworks or gridlock."

*"**For the size of the conurbation, the road systems are very poor in coping with rush hour traffic** e.g. Redlands along Poole Road to Westbourne and the area of Alder Hills/Yarmouth Road towards Bournemouth"*

*"**Bournemouth is in a horrendous state with congestion and traffic**!"*

*"**Bournemouth and surrounding district is always congested, no matter what way you go.** It often is no pleasure trying to negotiate your way round the numerous, never ending traffic works that are always present."*

*"**Traffic congestion in the area is an increasing issue.** In Tuckton the recent works at the roundabout haven't helped queues especially at peak times."*

*"**I live in Hamworthy and the morning traffic is really bad.** We also have far too many sets of traffic lights between the coop and the town centre."*

There were suggestions to alleviate congestion, from introducing smarter traffic lights, to encouraging employers to facilitate home working a staggered hours or by-passes.

*"Although lots of routes to take they are all quite crowded. **Smarter traffic lights to prioritise heavy traffic in certain directions will help.** Or if they could stay green for the main flow until they sense a car approaching from an alternative direction. Electronic up-to-date signs that warn of traffic congestion in certain areas to spread load to others?"*

*"Bournemouth and Poole are ranked the most congested areas outside England's major cities, which is dreadful for two towns. **BCP should ask employees to work from home where possible to be more efficient and relive some pressures on the school commute**. Schools around the Civic Centre should also have a later start/finish by half an hour. The Civic Centre system is the hub of congestion for me. Some traffic signals need to be replaced with give way to the right junctions. Allow travel through the park in the a.m. with safety cameras. OR have a monorail with large car park and maybe three stops between Christchurch centre, Bournemouth centre and Poole centre."*

"Roads are very congested, I think there would be less of a problem if we had better infrastructure, especially a new road bypassing Christchurch to remove the traffic using us as a pass through."

"Congestion is the product of too many journeys being made by cars with only one person in them, all at the same time of day. Bus is not a viable alternative for a lot of people due to infrequency of services and inflexibility of working patterns that promote presenteeism, rather than removing it. The roads in the conurbation are fine outside of the morning and evening work/school rush hour."

***"Significant investment in digital connectivity and culture-change programmes with employers would change the way we use the road network and ease congestion**."*

Congestion charging, or smart charging, was mentioned by 17 respondents, with 12 people supporting charges to reduce cars on the road and 5 against the introduction of any charges.

*"Christchurch badly needs a better bypass. Too much money is being spent on ineffective non continuous cycle lanes. Grid locking is becoming ever worse yearly, radical thinking is needed in this area, otherwise the whole area will come to a standstill in the near future. **Congestion charge should be considered to keep traffic away from town centres**."*

*"**Congestion charging,** better cycle and pedestrian infrastructure, and effective bus services, are clearly and demonstrably the best ways of reducing congestion and making transport more*

sustainable in a dense conurbation. I would definitely support any moves towards this, including an increase in my council tax."

"Bournemouth is getting very congested at peak times. If we do not take some action soon then travel times will increase and we will just create more pollution. ***Perhaps smart charging for use of roads at peak times is the way forward****."*

*"****Congestion charge would be the final nail in the coffin for the town centres****, expensive parking is already doing its best, I try to save up my visits to town centres to no more than once per month, even less, OK for reduced travel but death to the town centres."*

School run

Related to congestion, 64 respondents commented about the school run. This ranged from parents commenting about how long it takes to get to school or the safety for children to drivers commenting on the congestion and suggestions to help reduce traffic.

*"****Biggest problem is caused by commuters and school run in cars.*** *You can tell by the way everything runs so smoothly in half term."*

"It is horrendous. There should be a charge to parents who drive their children to school and a very high one."

"It has got ridiculous. ***You need to really get behind walk to school schemes.*** *More publicity of them, lollipop person or proper crossing for each school. There is the will to walk but the routes are so dangerous people choose to drive instead"*

"It's difficult to consider alternative travel options due to commitments with school drop offs, the current level of traffic congestion can be frustrating at times but is not so bad that I have to consider alternative options of travel."

"No I think I made it clear the bus service is inadequate and parents to be encouraged not to drive children and children could start school earlier and ease traffic."

*"****Residential areas suffer from traffic jams during school runs, as children need to be driven to schools by parents.*** *How about organising school transport effectively, support school drop-off/pick-up parent groups, better organise drop-off/pick-up areas at schools?"*

"School buses would be good, the amount of one car/ one child (with driver) I see its really clogging up the roads"

Cycling

Cycling was the topic that was mentioned the next most frequently, with 293 people commenting on this. As above, a diverse range of themes were mentioned, ranging from wanting more cycle ways and for them to be better connected, to drivers and cyclists finding them a problem and the reasons why people don't cycle and to what could be done to encourage more people to cycle.

*"****The conurbation must work together to plan safe cycle/pedestrian routes across the area****. This would have a positive environmental/health & wellbeing benefit."*

"The area is getting more congested but still the council do not make suitable alternatives to being in your car. ***Bike routes are unreliable often dumping you in the road when it gets busiest. There are no secure and convenient places to leave your bike in towns and high streets. Often you have to leave your bike a good walk away from where you want to be which is inconvenient.*** *Cars still seem to be the priority in this town. Need to invest in bikes/ safe walking and look at reliable alternatives to cars e.g. buses or even the introduction of tram/ metro electric systems."*

"The on-road cycle lanes work very well but we need more consideration and respect and understanding from motorists which I believe will come when everyone cycles as well as walks or drives. Driver training should include a requirement for continual training akin to the workplace."

*"**Some of the cycle paths reduce the width of the road too much for other vehicles**. **It is not safe to cycle on main roads such as A350, A31, and dual carriageways where there are no cycle paths.**"*

*"**I am concerned you are making road widths too narrow to put in cycle lanes** and too many traffic lights, especially in Kinson which halts traffic on roundabouts which is dangerous."*

"Current cycle lanes seem to end just where you need them to provide separation from motor vehicles"

***"…I would cycle more but never on roads as far too dangerous with impatient and rage fuelled drivers.** More cycling routes such as Castleman trail are necessary. **All pavements need to be declared shared routes for pedestrians and cycles. Cycle lanes on roads are not considered a safe option by many cyclists..**."*

"cycle lanes are good in some areas but inadequate in others"

"better linked up cycling routes between all destinations within the conurbation"

"Take a look at the bike network of Seville in Spain. It's brilliant."

"Cycling getting better, but needs parking and convenience thinking."

"Free park and cycle/bus facilities on outskirts would enable part of the journey to be done by bus or bike rather than all by car. Cycle provision has improved over recent years. More traffic free routes for bikes would help a lot."

Roadworks

202 respondents commented about roadworks, including 64 people who specifically mentioned the A338 roadworks that were ongoing during the fieldwork period.

"All the roadworks going on at the same time is ridiculous, the work that has previously been done in the Christchurch area is mostly a huge waste of tax payers money and the workers on the spur road are never doing anything, the councils are just wasting our money and putting our tax up every year putting people in debt"

"Christchurch is a complete joke at the moment. It takes 90 minutes to get from Lymington to Christchurch after work. Too many roadworks at the same time....Shocking"

"Congestion is a major problem with getting around increasing difficult due to the number of roadworks currently being undertaken both in Dorset and in Hampshire."

"Congestion on the roads is the worst I've ever known it and parking on roads is out of control and at times dangerous...Constant roadworks aren't helping either when a number of the main routes between Bournemouth and Poole all have roadworks and there is congestion on every route."

"I avoid travelling at peak times due to the queues on main routes especially during times when road works are taking place"

"Inconsiderate roadworks. Yes they have to happen but the impact is massive. Seeing three people working on a major project every morning is not going to get the job done quicker. Yes it's painful but essential. But 9 months of this is a nightmare"

"The length of time it takes to complete roadworks, and the amount of disruption it causes, there must be some other way. The A338 is affecting my ability to work full time, as I have to avoid commuter times, and I am dreading the future A31 Ringwood roadworks, although I support a reduction in speed at the Ringwood/Verwood/Bournemouth junctions."

"The roads and traffic is a nightmare - commuting Bournemouth to Southampton daily is horrific because of the roadworks and congestion, and the transport links with bus and train aren't reliable, cheap or regular enough to warrant other means of transport. It's very disappointing overall."

Car Parking

The cost of parking, reasons for and against using prices as a deterrent to people travelling into town and availability of parking were among the car parking comments made by 137 respondents.

"Car park charges are too high. Cars are often used as either the distance is too far for public transport or more likely there is a too much to carry for public transport"

"Do not legislate against the car any more. High parking charges has killed Bournemouth town centre. Fewer parking spaces will put the nails in the coffin."

*"Far too many cars in this small area. Bypass Christchurch and **introduce free parking in the town to keep the high street vibrant and avoid more store closures**."*

"Getting rid of parking spaces and putting parking prices up is not going to make people use public transport. It is more likely to make people shop online and the local economy will be even worse off. The parking situations need to be improved. No use getting rid of more parking when that's how people prefer to travel."

*"Need to reduce the amount of cars on the road…[Drivers] will only stop when it becomes more convenient or significantly cheaper to travel by other means. This should be encouraged through congestion charge and **significantly higher parking charges** (with permits / exemptions for people who actually need to drive) public transport needs to be improved and made cheaper as well to provide people with a viable alternative to driving."*

"Parking has reached crisis point in Bournemouth. Many roads are now single lane due to parking. More people are parking inappropriately (e.g. on yellow lines). It is no good putting up parking charges unless alternative forms of transport are made more attractive."

"If you close the car parks or increase costs people will just drive elsewhere and the centre will die"

"Increasing parking charges just forces people away from the high street. Public transport is very expensive and unreliable. I am expected to provide my car for work purposes (transportation of people and items) during the day on an ad hoc basis. I already bear the cost of business insurance; if I am expected to pay parking then I will look for alternative employment."

"Putting up car parking charges and reducing the number of parking spaces just makes life more stressful and expensive, it will not change the fact that I (and many others) need to use a car."

Development

The building of houses was raised by 74 respondents. There was a general feeling that the number of houses increases congestion and that roads and transport should be planned when building.

*"**Before increasing the number of houses in the area the roads network needs to be improved**. Some people need to drive and the council need to embrace this and work to make improvements. The council should also reduce car parking charges to encourage people in to the high streets"*

"Building so many new houses without first improving the roads or offering more frequent and subsidized bus transport is insane."

*"Christchurch is now gridlocked on a daily basis. **Any planning permission for further housing in the area should ensure that the infrastructure is in place prior to any building**."*

"I know you are trying to cut down the number of drivers, but realistically with working hours and locations it is not always practical but the roads around here are just miserable at any time of the day

and whatever day of the week and ruin a beautiful place for both locals and visitors. ***As long as you keep building more places for people to live there will be more vehicles on the roads, I cannot see it is sustainable****"*

"Stop building huge plots of houses where the only way of accessing services is by car because there are no shops, schools, doctors, dentists in the neighbourhood. Shocking congestion results."

Why people drive

75 of the comments were explanations of why people drive rather than using other modes of transport, including the school run, health reasons, there is no suitable alternative, the lack of bus routes or time on the bus and needing the car or equipment for work.

*"****I cannot use any other method other than a car as we live in Creekmoor and I have to drop off at Hamworthy schools and get to Broadstone...where I work. The bus would take hours to do those journeys, it's actually quicker to walk! Children aren't old enough to cycle or make their own ways to school yet.*** *Making it more expensive to travel by car won't put me off driving. It's only at the point where it would be too expensive to drive that I'd stop...But then I'd also have to quit my job and rely on state benefits to live, including housing and council tax benefit...so you'd lose income from me and have to start paying me money instead...not a good idea!"*

"We run a very efficient travel system, where I am rarely the only person in the car. I also take my neighbours child to school."

"I drive approx. 8 miles to work, only other option could possibly be a bus, but the length of time travelling and availability of through travel without a change, is off-putting at the end of a busy day on my feet."

"I drive nearly everywhere as am in need of a new knee and find walking is very painful also an asthma sufferer"

"I have few options but to drive a car as I live in Bournemouth and work...several miles from Winchester. The train is way more time consuming (getting to/from train stations + waiting for train + trains not on time) and expensive than a car."

"…I myself often work 12+ hours and finish during night hours, which is not uncommon for many people, meaning my car is the only sensible way to commute."

"I have started driving more as the buses are unreliable, not frequent enough and the routes mean I would still have a 15-30 min walk after the bus journey."

"I used to get the bus to work for my old job and it is cheaper for me to own and run a car than how much I was having to spend on bus tickets. Gave up on trains as they were even more expensive and we always being delayed or cancelled meaning I couldn't get to or from work"

"Like many conurbations, the travel is good and frequent. People that drive within the conurbation have more of a choice not to drive (if they wanted to). ***The difficulty is the people that live outside of this area but come in to work and shop. they do not have the option to use alternative transport, other than a car."***

Condition of the Roads

54 people made comments about the conditions of the roads. Many were general statements, but others cited specific roads or routes.

"If you cycle, the state of the edge of the road in some places is atrocious and dangerous. Buses have made lumps and divots that you need to serve around do not to cause damage to you or your bike. Potholes too are a problem as are puddles in wet weather especially as a lot of drains are blocked by debris and don't drain the water away. Also along some roads, unkempt bushes mean cyclists have to be further out in the road. Also there is lots of rubbish and detritus on the side of the road that causes punctures."

“Improve the road surfaces and the quality of the repairs. Both are abysmal.”

“The state of a lot of roads around Bournemouth/Christchurch/Poole. As an example, I use Poole road between the Triangle and County Gates regularly, the road surface is very uneven for the whole of this journey.”

“The state of the roads in general are very poor. The so called road layout improvements make matters worse for congestion in most cases.”

Road Safety

Comments relating to road safety issues (52 comments) included safety for cyclists on the road, cyclists on pavements, driver behaviour and speed cameras.

“Need to educate drivers about sharing the road with bikes”

“Over the last few years the standard of driving on our roads has declined and many drivers are over aggressive and lack tolerance. It is particularly bad during rush hours when single occupancy cars are rushing to work and large numbers of cars are used on the school run. It is positively hazardous cycling during these periods. Please continue doing all you can to reduce our dependence on cars. Thank you for the increased number of cycle routes and safety measures that you have already introduced.”

“Poor cycling infrastructure and driver awareness”

“There are far too many cars on the road in general. In residential areas, they are often going too fast. I would like to see way more speed bumps and operational speed cameras.”

“Not sure that reducing a lot of speed limits is effective in reducing accidents because of increased congestion”

“More importantly for me regarding travel is more "safer" cycle lanes as my son cycles everywhere each day and is safer on the pavement, where he should not be cycling, than he is on the road.”

Sustainable Travel

A number of suggestions were made about more sustainable modes of travel and what could encourage people to change their primary method of travel.

45 people commented about electric cars. These related to people saying that they intend to get one as their next car, the need for more charging points and what would prevent them from getting an electric car.

“I work as an electrician so I’m driving from job to job all day so I think a push and help towards electric vehicles would be a help.”

“If I were to purchase an electric car, there needs to be more charging points and the battery needs to be able to go for longer between charges and be able to charge quicker. I do a few long journeys each month (up to 2-400 miles in a day) and don't have the time to wait for 8 hours for re-charging the battery.”

“As stated, some people will always need their cars. They rely on them with no other FEASIBLE options for work, etc. I personally would consider an electric car in future but only if the prices are very reasonable and there are sufficient charging facilities AND it's proven to cost less in running overall than a petrol car.”

“Once electric cars can make long distance journeys and there are adequate numbers of charging points I will be switching to this mode of transport (as well as walking / cycling locally). Need for separation of pedestrians (esp. those with dogs) and cyclists.”

“If to reduce carbon emissions, there needs to be incentives to buy electric. Most can’t afford electric cars and may have to wait for second hand market to improve.”

"I hope to own an electric car as my next vehicle: the current restriction is their high purchase cost and infrastructure in Dorset (charging)"

"Electric only cars are so expensive to buy we couldn't afford one, plus not driving that far I would worry the battery would not last that long plus batteries would be very expensive to change no doubt. There is not enough places at present to even consider one. At the time we bought our Ford Galaxy the government were saying diesel engines were best, how wrong they were before suggesting diesel cars, our neighbour bought the same due to Government advice at the time"

"Cost of vehicle and lack of charging points will prevent me buying an electric vehicle. Lack of time will prevent me from using anything but a car for travel"

"Electric vehicles aren't the solution. It would be better to focus on implementing hydrogen fuel infrastructure."

Some respondents suggested alternative modes of travel including light rail, metro, tram and monorail (39 comments).

"Bournemouth is a modern thinking town, but we need Electric Public Transport, buses and trams, the centre of the towns should be Car Free, and for the use of Trams and Buses only, No car parking will force everyone to use public transport."

"I would reduce spending on roads (Country wide) . Instead bus fares could be subsidised with big incentives to use at rush hour e.g. 75% discount . Ideally buses should be electric or other non diesel fuel. Serious consideration should be given to light railway or monorail across the conurbation . I know land space is tight and I would introduce a congestion charge as an added incentive to use the public transport. I think we should study successful public transport systems / solutions in other countries and copy them."

"Congestion is bad but this impacts public transport too so isn't a viable alternative. Tram or other system would be good if allowed travel to all areas and linked with other public transport to get to final destination and was frequent, efficient and joined up."

"Council should reconsider park and ride linked to the airport with highspeed monorail link to town. For once, let us try and put the conurbation back on the map as a world class resort…"

"Don't force people to ditch their cars offer better cheaper solutions and them people will switch by themselves. more bridges across the River Stour would be good, as well as a Christchurch bypass. Them build more rail links, trams, monorails, tube stations, bike rental schemes. I've already ditched my car but its only because i live and work near a train stain."

Ways of getting people to reduce or stop car use were suggested by 27 respondents.

"Educating people about car use - if you don't get out of your car, expect queues and roadworks. It's a choice people make to sit in queues so don't get angry about it - car-share or get out and walk / cycle"

"Focus on pushing forward incentives for electric cars and subsidise owning an electric car with grants/ free parking / no tax / free charging etc. This is the future. You will never get people to stop using cars so no point making their lives more frustrating, but you can encourage people to go electric which will long term be more sustainable. Thanks"

*"I work in property and spend all day 6 days a week traveling to all ends of the county for work. During the day I have no problem but as soon as rush hour hits its stand still traffic everywhere**. For people with a fixed place of work, sustainable travel should be pushed more to reduce congestion however I find it frustrating with it being pushed on everyone.** There is nothing I can do about the amount I use my car and increasing the costs for parking or congestion charge will do nothing towards that, just frustrate me more. Good luck finding a solution, just please try and find one that doesn't affect people in my situation."*

"There appears to be a culture issue of being entitled to drive and then moan about sitting in the very traffic that the person is helping create. **Maybe education on the benefits of reducing car use and how it inevitably means you spend less time sat in traffic***."*

Some people mentioned employers (20 comments) that give incentives for employees to cycle and pool cars. Staggering working hours, homeworking and flexible working were also suggested as ways to reduce congestion.

"More home working/ flexible hours would reduce my car use"

"More needs to be done with making the conurbation 'smarter' with its travel. Staggered work start & end times to reduce congestion on the roads. Increase opportunities to work from home. This all requires a good digital infrastructure to ensure efficient connectivity which is required to enable a Smart City. Make it easier to catch the bus and increase route availability."

"Poor transport integration is one the fundamental reasons I end up using my car. My previous employer operated a pool car system for staff to use when travelling to meetings. This proved fairly effective."

"The roads in the conurbation are fine outside of the morning and evening work/school rush hour. Significant investment in digital connectivity and culture-change programmes with employers would change the way we use the road network and ease congestion."

Road improvements

Comments on this topic (45 comments) covered views on road improvements that have been carried out and suggestions for improvements. 9 people mentioned the Tuckton roundabout.

"Iford roundabout is dreadful after remodelling, causing delays to Christchurch rd., Barrack rd., and castle lane. Planners need to rethink . Tuckton roundabout remodel is also causing delays. When traffic is queuing at roundabouts pollution increases. Current situation appears flawed."

"Placing of crossings, bus stops, road junctions MUST work together so that traffic in not interrupted many times in a short length of road. Some roads must be widened"

"Some junctions could be improved - e.g. Castle Lane westbound where it meets Cooper Dean roundabout where there could be 2 lanes for turning left - results in queues longer than they need to be."

Trains

Respondents commented (44 people) about the rail service, with most of the comments being about the cost, frequency and lack of stops in the area.

"The buses are rubbish because they just get stuck in traffic jams and have no priority. The train service across the conurbation is too infrequent and too expensive e.g. 2 trains leave Branksome within minutes of each other and then there isn't another train for nearly an hour. Retail parks just encourage mindless car journeys."

"Trains should be regular and more reliable and service all stops on the main route to other cities…"

"The provision of through trains between Poole Bournemouth and Christchurch must be improved. Bus timetables are not adhered to due to traffic congestion. Bournemouth town centre to railway needs an express service. Given the high number of workers in hospitality industry it is impossible from workers to reach Bournemouth hotels for 0630am. shifts or return home from late shifts."

Traffic lights

Comments about traffic lights (41 respondents) related to having too many lights, their contribution to congestion, the phasing of the lights and giving priority to buses or cyclists.

"We're overwhelmed with traffic lights and some poor phasing in some areas which frustrates me more than anything else."

"Too many traffic lights, especial on roundabouts - use one or the other."

"Too many junctions with ineffective traffic lights which prevent the flow of traffic."

"Some traffic light controlled junctions in Poole are incredibly over-biased, leaving motorists frustrated and causing extra pollution. Some of the same junctions are also set for too little time to take the green light, again causing frustration and pollution."

Relief Road / Bypass

In addition, 37 people commented that there should be relief roads or bypasses for certain routes, the main one being Christchurch (19 people commented on this).

"We need a bypass in Christchurch to get the through traffic out of the heart of the town"

"Roads are very congested, I think there would be less of a problem if we had better infrastructure, especially a new road bypassing Christchurch to remove the traffic using us as a pass through."

"We need a ring road around the conurbation. This is the only option for real significant change and economic growth"

Park and Ride

21 people suggested a Park and Ride, including for the summer months, for key employers, schools as well as generally for the towns.

"Consider park and ride at various locations and/or employers. I live in DT11 and my journey takes longer from the Poole border to the university (where I work) than it does from Blandford to Poole. I would take the bus every day if there was a more frequent/faster way of doing so."

"Consideration should be given to tourist traffic in summer months with park and ride facilities on the periphery of the conurbation to help reduce congestion and improve air quality near the beaches."

"Maybe more park and ride schemes would help."

"More out of town parking bus in free or very small charge. What about at Ashley Heath for example"

Other

Other comments mentioned by smaller numbers of respondents included traffic calming, problems of travelling across the conurbation, traffic around Castlepoint, having car shares schemes and the lack of planning of the roads and the need for joined-up thinking.

14. Appendix 1 – Respondent Profile

		Weighted	Unweighted
Gender	Male	1605	1662
	Female	1861	1850
Age	16 - 24 years	465	166
	25 - 34 years	556	296
	35 - 44 years	518	484
	45 - 54 years	551	619
	55 - 64 years	495	811
	65+ years	915	1130
Disability	Yes, limited a lot	168	197
	Yes, limited a little	483	541
	No	2811	2758
Ethnicity	White British	3181	3219
	White Other	172	152
	BME	60	51
Religion	No religion	1692	1483
	Christian	1495	1685
	Other religion	95	102
Sexual Orientation	Heterosexual	2949	3001
	All other sexual orientations	235	180
Employment	In employment	2297	2142
	Student	181	81
	Retired	991	1270
	Other	440	471
Area	Bournemouth	1654	1601
	Christchurch	363	350
	Poole	1177	1272
	Rest of Dorset	271	274
	Other	86	90

		Weighted	Unweighted
Mosaic Group	A Country Living	35	37
	B Prestige Positions	374	430
	C City Prosperity	32	36
	D Domestic Success	369	371
	E Suburban Stability	184	208
	F Senior Security	492	555
	G Rural Reality	20	19
	H Aspiring Homemakers	394	366
	I Urban Cohesion	198	204
	J Rental Hubs	456	382
	K Modest Traditions	57	49
	L Transient Renters	73	60
	M Family Basics	126	110
	N Vintage Value	158	165
	O Municipal Challenge	18	20
	U Unclassified	15	11
Index of Multiple Deprivation	Decile 1 (Most deprived)	93	76
	Decile 2	125	117
	Decile 3	290	269
	Decile 4	180	177
	Decile 5	423	425
	Decile 6	383	377
	Decile 7	347	352
	Decile 8	306	318
	Decile 9	337	363
	Decile 10 (Least deprived)	278	309

15. Appendix 2 – Mosaic Groups and Description

Mosaic group	Description
A Country Living	Well-off owners in rural location enjoying the benefits of country life
B Prestige Positions	Established families in large detached homes living upmarket lifestyles
C City Prosperity	High status city dwellers living in central locations and pursuing careers with high rewards
D Domestic Success	Thriving families who are busy bringing up children and following careers
E Suburban Stability	Mature suburban owners living settled lives in mid-range housing
F Senior Security	Elderly people with assets who are enjoying a comfortable retirement
G Rural Reality	Householders living in inexpensive homes in village communities
H Aspiring Homemakers	Younger households settling down in housing priced within their means
I Urban Cohesion	Residents of settled urban communities with a strong sense of identity
J Rental Hubs	Educated young people privately renting in urban neighbourhoods
K Modest Traditions	Mature homeowners of value homes enjoying stable lifestyles
L Transient Renters	Single people privately renting low cost homes for the short term
M Family Basics	Families with limited resources who have the budget to make ends meet
N Vintage Value	Elderly people reliant on support to meet financial or practical needs
O Municipal Challenge	Urban renters of social housing facing an array of challenges