

Karangahape Road Streetscapes Enhancement

Pre-Works Survey



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APPENDIX

Pre-Works Questionnaire

Executive Summary

1. Research Objectives

Research was commissioned by Auckland Transport and Auckland Council to understand pedestrians' perceptions of the current Karangahape Road environment, to gather suggestions for streetscape improvements, and to assess the likely impact proposed enhancements, including changes to make it easier to walk and cycle along and around Karangahape Road, would have on attitudes towards the area and frequency of visit.

The results presented in the report were obtained from n=620 pedestrians surveyed at eight locations on or near Karangahape Road in late April 2016.

2. Mode of Transport

Over half of all respondents (58%) travelled to Karangahape Road on foot on the day of the interview. Twenty-one per cent arrived by bus and another 17% travelled by car.

Among those who travelled by car, only 14% (2% of all respondents) had parked on Karangahape Road itself. The greatest share of those travelling by car (60%; 8% of all respondents) had parked on side streets (35%), in a paid public car park (14%) or in private car parks (11%) within the Karangahape Road study area. Seventeen per cent (3% of all respondents) parked outside the Karangahape Road area. (The remainder were dropped off so didn't park.) The type of parking used did not differ significantly by Karangahape Road location. *(Refer Section 3.1)*

3. Frequency of Visit

Pedestrians using Karangahape Road tend to be regular visitors, 78% visiting at least weekly and just less than half (47%) visiting for five days or more in a week. *(Refer Section 3.2)*

4. Reason for Visit and Interaction with the Karangahape Road Environment

Key reasons for coming to the Karangahape Road study area include work/business (30%), shopping (23%) and accessing restaurants, cafes and fast food outlets (16%). The area is also a place for study/education (12%), accommodation (12%, either permanent or temporary) and sightseeing (12%). *(Refer Section 3.3)*

Karangahape Road serves as both a destination and also a quick stop for pedestrians. Over half of the respondents (53%) intended to stay in the area for at least an hour on the day of the interview whilst 31% intended to stay for less than 30 minutes. Three-quarters of respondents (73%) expected to spend some money in the study area on the day of the interview, although just 9% expected the amount to be over \$50.00. (Refer Section 3.3)

5. Current Perceptions of the Karangahape Road Study Area

Karangahape Road is appreciated for its variety of shops/businesses (26%), the diverse culture (18%), lively atmosphere (18%) and the friendly vibrant people (15%). Only 8% of respondents said there isn't anything they like about Karangahape Road. (Refer Section 4.1)

6. Pedestrian Perceptions of the Street

Karangahape Road is considered fairly easy to cross (mean rating of 6.6 out of 10, where 10 equates to *excellent*) (refer Section 4.2) and is perceived as a reasonably safe and pleasant street to walk along (mean rating of 6.2) (refer Section 4.3). Reduction in the number and speed of vehicles, improved pedestrian crossings, wider footpaths and more plantings/gardens would further enhance the visit experience for pedestrians (refer Section 4.4). The most commonly suggested (unprompted) improvement to the Karangahape Road area is to introduce cycle lanes (refer Section 4.7). Pedestrians consider that people should have greater priority on Karangahape Road than cars (74% in favour of people, 17% in favour of cars) (refer Section 4.8).

7. Likely Impact of Karangahape Road Enhancements – Introduction of Cycle Lane and Reduced On-Street Parking

Seventy-six per cent of all respondents were positive about introducing a dedicated cycle lane onto Karangahape Road, half (50%) feeling *very positive* about this idea. The key benefits were perceived to be that it would protect cyclists while they are on the road (39%) and encourage more people to cycle (20%). (Refer Section 5.1)

Half (50%) of all respondents would feel more positive about the environment should there be less cars parked on Karangahape Road, including 24% who would feel *very positive* about this proposal. Less congestion/traffic (29%) and more space for cyclists (14%) and/or pedestrians (13%) were cited as key benefits. For about a third (31%) of respondents, the upgrading would not make a difference to how they feel about this street. Twenty per cent stated that on-street parking would have a negative impact on how they felt about the environment as they perceived parking in the area was already difficult to find. (Refer Section 5.2)

If there were fewer car parks available on Karangahape Road and a cycleway had been built, over half of the respondents reported being likely to visit Karangahape Road without using a private vehicle – by foot (77%), by bus (58%) or by cycle (53%). For those who drove to Karangahape Road on the day of the interview, the likelihood of changing the mode of travel to either walk, bus or cycle or making additional trips to the area using these modes, is lower but some intention to mode switch/make additional trips is still evident, 69% of those who drove on the day of the interview likely to walk to the Karangahape Road area, 48% likely to take a bus and 35% likely to cycle if there were fewer car parks available and the cycleway had been built. (*Refer Section 5.3*)

1. Introduction and Objectives

1.1 Introduction

“Auckland’s CBD: Into the future” is a plan for re-shaping and re-vitalising Auckland’s central business area as the prosperous and vital heart of New Zealand’s leading city¹. The vision for Auckland’s CBD is:

“In the next ten years, Auckland’s CBD will grow and consolidate its international reputation as one of the world’s most vibrant and dynamic business and cultural centres.”²

Karangahape Road Streetscape Enhancements is a joint project between Auckland Transport and Auckland Council. The focus of the project is retaining the street’s unique character while supporting changes that will occur in the area as a result of the new train station being established as part of the City Rail Link. Proposed enhancements include changes to make it easier to walk and cycle along and around Karangahape Road such as the creation of a cycleway (on the road but separated from other traffic), and enhancements to the footpath and road environment. As part of creating an attractive and user-friendly street, consideration is also being given to pedestrian crossings, traffic flow, trees and plantings, lighting, outdoor dining and art work.



¹ Auckland’s CBD: Together, Creating Your Place. Into the Future Strategy: 1.

² Ibid.:2.

1.2 Research Objectives

The aim of the research is to understand pedestrians' perceptions of the current Karangahape Road environment, to gather suggestions for improvements/enhancements, and to assess the likely impact an upgrade of the Karangahape Road environment would have on attitudes towards the area and frequency of visit. Specific areas addressed include:

- current visit behaviour – mode of transport, parking location, spending patterns, reason of visit, and frequency of visit;
- perceptions of pedestrian access and usability;
- perceptions of safety; and
- impact of improvements/enhancements, including impact of reduced on-street parking and the introduction of cycle lanes.

It is anticipated that the findings from the pre-works surveys will be used as input to the design process, providing Auckland Council and Auckland Transport with a better understanding of potential areas for enhancements in the Karangahape Road environment.

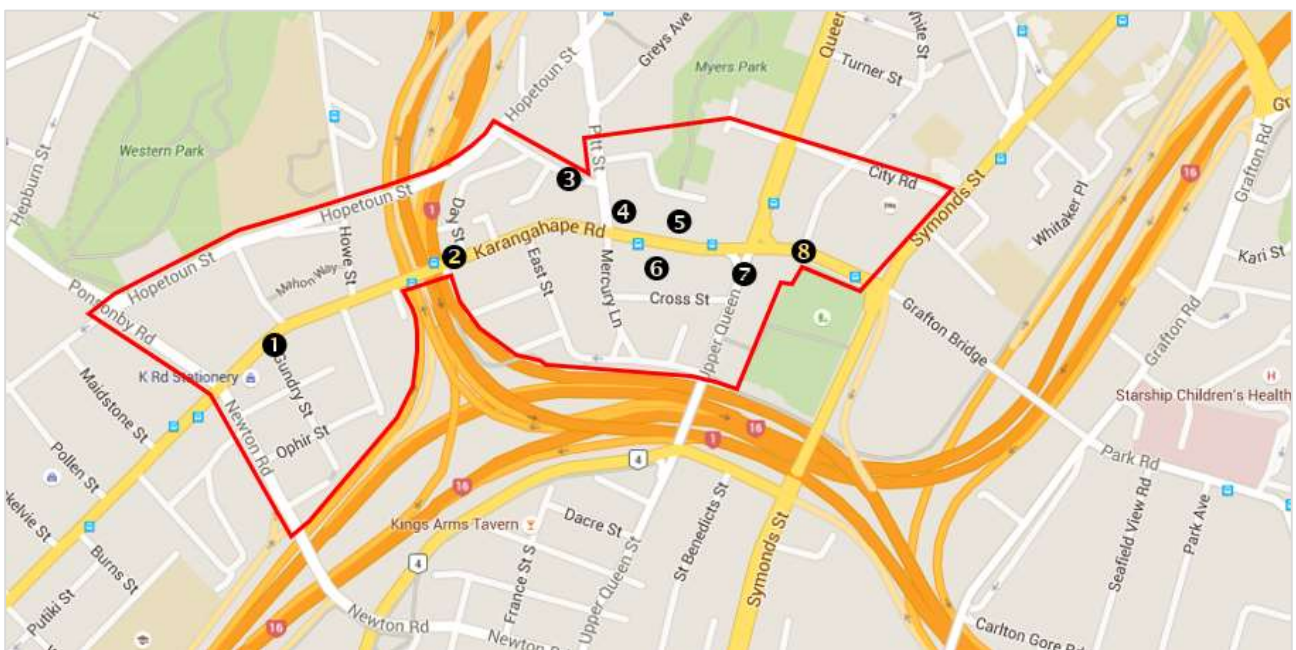


2. Methodology

The results presented in this report were gathered using intercept interviews – that is, approaching members of the public visiting the Karangahape Road area.

Intercept interviewing took place at eight sites over the period from the 20th April – 1st May 2016, with shifts on each day of the week and covering mornings, afternoons and evenings. The map below shows the location of the surveying sites in the study area.

Figure 2.1: Location of Interview Sites in the Karangahape Road Study Area (%)



- | | |
|--|--|
| ❶ At K Road-Gundry Street intersection | ❺ Outside entrance to St. Kevin’s Arcade |
| ❷ Just on city side of motorway overbridge. | ❻ Outside food court on K Road |
| ❸ Beresford Square (just off Pitt Street) | ❼ At K Road-Upper Queen Street intersection. |
| ❹ At K Road-Pitt Street intersection – outside Leo O’Malley. | ❽ Around K Road-City Road intersection. |

The Karangahape Road Study Area is the area enclosed by red marking

To ensure a random sample of Karangahape Road pedestrians was interviewed, interviewers approached every *n*th person using the Karangahape Road environment, the chosen “*n*” value dependent on how busy the area was at particular times of the day and days of the week. (Actual ‘*n*’ values ranged from *n*=2 to *n*=5.) After being checked for eligibility and being given a brief explanation of the research, respondents were interviewed using a structured questionnaire (see Appendix One). Note that those younger than 15 years of age, Karangahape Road business owners, those working for Auckland Council and/or Auckland Transport, or who had already completed the questionnaire on Karangahape Road, were deemed ineligible for this survey.

The interview was approximately five minutes in length. In total n=620 respondents completed the survey. The maximum margin of error for this sample size, at the 95% confidence interval, is $\pm 3.9\%$.

Table 2.1 shows the distribution of interviews by site location.

Table 2.1: Location of Interviews

		Base (n)	Share of Respondents (%)
Site No.	Street/Intersection Name		
1	Karangahape Road/Gundry Street intersection	74	12
2	The city side of Karangahape Road overbridge	94	15
3	Beresford Street (just off Pitt Street)	64	10
4	Karangahape Road/Pitt Street intersection – outside Leo O’Malley	86	14
5	Outside the entrance to St. Kevin’s Arcade	59	10
6	Outside the food court on Karangahape Road	78	13
7	Karangahape Road/Upper Queen Street intersection	77	12
8	Karangahape Road/City Road intersection	87	14

Base: n=620 (All respondents)

Table 2.2 shows the distribution of interviews conducted by time of day and day of week.

Table 2.2: Time and Day of Week of Interviews

	Base (n)	Share of Respondents (%)
Time of Day		
Morning (7am to 12 noon)	216	35
Afternoon (12 noon to 4pm)	323	52
Evening (4pm to 7pm)	81	13
Day of Week		
Tuesday	75	12
Wednesday	116	19
Thursday	171	28
Friday	120	19
Saturday	65	10
Sunday	73	12

Base: n=620 (All respondents)

Table 2.3 provides a description of the sample by age, gender and place of residence.

- The majority of respondents (72%) were younger than 45 years, including 27% younger than 25 years.
- About two in three respondents (65%) were male.
- The majority of respondents (88%) live in the Auckland region, of which 25% are residents of the Karangahape Road study area. The remaining 12% are visitors from other parts of New Zealand (4%) or from overseas (8%).

Table 2.3: Sample Profile – Demographic Characteristics

	Base (n)	Share of Respondents (%)
Age		
Under 25 years	165	27
25-44 years	280	45
45-64 years	129	21
65 years or over	44	7
Refused	2	<1
Gender		
Male	400	65
Female	220	35
Place of Residence		
Residents of the Karangahape Road area	154	25
Resident of Auckland region excl. the Karangahape Road area	392	63
Visitor from elsewhere in New Zealand	26	4
Visitor from overseas	47	8
Refused	1	<1

Base: n=620 (All respondents)

As part of the analysis undertaken, all results have been cross-tabulated by:

- Mode of transport;
- Reason for visit;
- Amount spent (something/nothing);
- Length of time in the Karangahape Road area;
- Frequency of visit;
- Residential location;
- Age;
- Gender; and

- Location of interview.

Statistically significant differences in results by these demographic and behavioural characteristics have been highlighted in the text. *Note: When used in statistics, 'significant' does not mean 'important' or 'meaningful', as it does in everyday speech. Statistical significance is a statistical assessment of whether a result reflects a pattern (or in the case of this survey, a true increase or decrease) rather than being just chance – that is, if the questions were asked again of a different sample, would the same outcome (result) occur. In statistical testing, a result is deemed statistically significant if it is unlikely to have occurred by chance, and hence provides enough evidence to reject the hypothesis of 'no change over time'.*

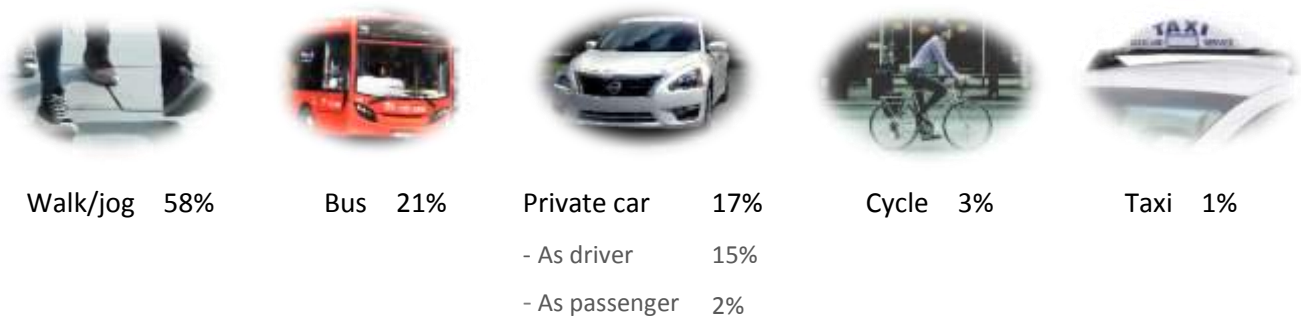
3. Visit Behaviour

3.1 Mode of Transport (Q1, Q2, Q3)

The majority of respondents walked or jogged to Karangahape Road.

- Over half of all respondents (58%) indicated they got to Karangahape Road on foot on the day of the interview. The share travelling on foot is significantly higher among those who live nearby (83%), those staying in the area for less than 30 minutes (70%) and those younger than 25 years (68%).
- One in five respondents (21%) arrived at Karangahape Road on the day of the interview by bus. This result is significantly higher for those who study (33%) or work (27%) in the area, and those who stay for at least two hours (29%).
- Seventeen per cent of respondents arrive by car. The share travelling by car is significantly higher for those interviewed at the food court (35%), those aged 45-64 years (28%) and who work in the area (27%).

Figure 3.1: Mode of Transport Used to Get to Karangahape Road Area (%)



Base: n=620 (All respondents) • Less than 1% (n=2) used non-motorised scooter, skateboard, roller blades etc.

Table 3.1: Mode of Transport Used to Get to Karangahape Road Area (%)

	Walk/Jog	Bus	Private Car	Cycle	Taxi
By Place of Residence					
Karangahape Road area (n=154)	83 ↑	11 ↓	4 ↓	1	0
Other Auckland (n=392)	45 ↓	26 ↑	23 ↑	4	2
Outside Auckland (n=73)	68	18	12	1	0
By Gender					
Male (n=400)	60	20	17	2	1
Female (n=220)	53	24	18	5	1
By Age					
Younger than 25 years (n=165)	68 ↑	21	6 ↓	3	1
25-44 years (n=280)	55	22	18	4	1
45-64 years (n=129)	52	17	28 ↑	2	1
65 years or older (n=44)	52	25	20	2	0
By Interview Location					
K Road at Gundry Street (n=74)	64	12	14	9 ↑	0
City side of motorway overbridge (n=94)	62	20	17	1	0
Beresford Square (n=64)	67	22	10	2	0
K Road at Pitt Street (n=86)	59	17	21	1	1
St Kevin's Arcade (n=59)	46	29	19	3	3
Outside food court (n=78)	42 ↓	17	35 ↑	5	1
K Road at Upper Queen Street (n=77)	64	23	12	0	1
K Road at City Road (n=87)	56	30	8	2	2

Base: n=620 (All respondents) • Less than 1% (n=2) used non-motorised scooter, skateboard, roller blades etc. • ↑ denotes result statistically significantly higher than other modes; ↓ denotes result statistically significantly lower than other modes • Note: Table uses row percentages

Note: Results by frequency of visit are provided in Section 3.2. Results for mode of transport by reason for visit, anticipated expenditure and length of visit are provided in Section 3.3.

Those who came in a private vehicle (either as the driver or a passenger) predominantly parked off Karangahape Road.

- Fourteen per cent of private vehicle users (n=14; 2% of all respondents) used on-street parking on Karangahape Road.
 - Had these respondents not been able to park on Karangahape Road, most would have parked on a side street in the study area (n=11 of the 14 who answered this question) (*see Section 2.1 for map of study area*). One would have chosen to park in a car park building in the Karangahape Road area. A further n=2 stated that they would have chosen to park outside the Karangahape Road area but both indicated they would have still have visited.
 - All of the respondents who had used on-street parking said that they would still have visited the Karangahape Road area if they hadn't been able to park on the street that day.

Table 3.2: Likely Alternative to On-Street Parking (n)

Street name	Number of Respondents (n)
Parked on a side street in the Karangahape Road area	11
Parked in a car park building in the Karangahape Road area	1
Parked outside the Karangahape Road area (but still visited)	2
Parked outside the Karangahape Road area and not visited	0

Base: n=14 (All respondents who had on-street parking on Karangahape Road on the day of the interview) • Sample size is small; results should be interpreted with caution.

- Other than the 11% of respondents who have access to a private car park, the remaining motorists either found on-street parking within the Karangahape Road study area (35%, see details in Table 3.3 below), or parked at somewhere outside the study area (17%).
- The type of parking used did not differ significantly by Karangahape Road location.

Table 3.3: Parking Locations on the Day of the Interview (%)

Street name	Share of Respondents
On-street parking on Karangahape Road	14
On-street parking within the Karangahape Road study area	35
- Unspecified/didn't know which street is was	15
- Pitt Street	9
- Mercury Lane	5
- Hopetoun Alpha on Beresford Street	2
- Upper Queen Street	2
- Ponsonby Road	1
- Richmond Road	1
Public car park within the Karangahape Road study area	14
- Wilson car park on Mercury Lane	8
- Auckland Transport car park on Upper Queen Street	3
- Cross Street car park	1
- Auckland Transport car park on Beresford Square	1
- Wilson car park corner of Karangahape Rd/Gundry St	1
Private car park	11
Parked outside the Karangahape Road study area	17
Didn't park/got dropped off	8

Base: n=99 (Those who travelled in a private vehicle, excluding 'Don't know' responses)

3.2 Frequency of Visit (Q7)

The majority of respondents visit the Karangahape Road study area at least once a week.

- Seventy-eight per cent of pedestrians stated they come to Karangahape Road at least once a week, including 47% of those who visit five days a week or more.
- Visit frequency is highest among those who walk to Karangahape Road (81% of walkers visiting at least once a week including 52% who visit five days a week or more) and also among those who reside in the study area (99% of local residents visiting at least once a week including 78% who visit five times a week or more). Of the four main modes of transport considered, car drivers are least likely to visit at least once a week (61%).
- Those visiting the area for work/business (64%), education/study (71%) or because they live nearby (87%) are significantly more likely to visit five days a week or more. In contrast, shoppers (32%) and sightseers (47%) are over-represented among those visit less often than once a week.
- For 5% of respondents, predominantly visitors from outside Auckland, the day of the interview was their first time in the Karangahape Road study area.

Table 3.4: Frequency of Visit to Karangahape Road (%)

	Share of Respondents
5 or more days a week	47
2-4 days a week	22
About once a week	9
Total at least once a week	78
Once or twice a month	11
A few times a year	5
Once a year or less often than this	3
This is the first time ever	5

Base: n=619 (All respondents, excluding 'Don't know' responses)

Table 3.5: Frequency of Visit to Karangahape Road by Mode of Transport, Residential Location and Reason for Visit (%)

	Five or more days a week	Two-four days a week	About once a week	Total At Least Once A Week	Total Less Often Than Once A Week
By Mode of Transport					
Walk (<i>n</i> =356)	52 ↑	22	7	81	19
Bus (<i>n</i> =131)	43	23	12	78	22
Car (<i>n</i> =105)	33 ↓	18	10	61	39 ↑
Cycle (<i>n</i> =18)	44	22	17	83	17
By Place of Residence					
Karangahape Road area (<i>n</i> =154)	78 ↑	19	2 ↓	99 ↑	1 ↓
Other Auckland (<i>n</i> =392)	39 ↓	24	12 ↑	75	25
Outside Auckland (<i>n</i> =72)	18 ↓	15	8	41	59 ↑
By Reason for Visit					
Work/business (<i>n</i> =184)	64 ↑	20	5	89	11
Shopping (<i>n</i> =144)	31	24	13	68	32 ↑
Restaurants, cafes (<i>n</i> =101)	47	25	6	78	22
Sightseeing (<i>n</i> =74)	20	22	11	53	47 ↑
Education/study (<i>n</i> =73)	71 ↑	16	4	91	9
Live nearby (<i>n</i> =55)	87 ↑	13	0	100	0

Base: *n*=619 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than other visit frequencies; ↓ denotes result statistically significantly lower than other visit frequencies. • Note: Table uses row percentages

3.3 About the Visit

Visits to the Karangahape Road Study Area (Q4)

Reflecting the proximity of Karangahape Road in relation to the Auckland CBD and its uniqueness, the area is most frequently used for work/business operation, shopping and dining.

- One third of all respondents (30%) came to the Karangahape Road study area on the day of the interview for work/business. Among those who drove to the study area, 48% were visiting for work. This compares with just 22% of those who walked.
- Twenty-three per cent were in the area to shop, and another 16% were visiting local restaurants/cafes/fast food outlets.
- The area was visited for education/study by 12% of respondents (including 18% who travelled to the study area by bus), with a further 12% visiting to browse/sightsee.
- Another 12% of respondent said they lived on Karangahape Road or nearby (including 9% permanent residents and 3% temporary residents – that is, staying in hotels or backpacker hostels).

Table 3.6: Reasons for Visiting Karangahape Road (%)

	Share of Respondents
Work/business	30
Shopping	23
Use restaurants/cafés/fast food	16
Education/study	12
Just looking around/sightseeing	12
Live here/nearby/accommodation here	12
Meeting family/friends/colleagues	6
To use public transport	4
Just passing by/on the way home	4
Visit/use park or open space	2
To smoke/take a break from work	1
Take part in religious activities	1
Entertainment/movies etc.	1
Other	2

Base: n=617 (All respondents, excluding 'Don't know' responses) • Multiple responses to this question permitted. Consequently, the table may total more than 100%

Table 3.7: Main Reasons for Visiting Karangahape Road by Mode of Transport and Residential Location (%)

	Work/ Business	Shopping	Use Restaurants/ Cafes etc.	Sight- seeing	Education/ Study	Live here/ nearby
By Mode of Transport						
Walk (<i>n</i> =356)	22 ↓	22	19	13	13	13 ↑
Bus (<i>n</i> =131)	37	16	8 ↓	6	18 ↑	6
Car (<i>n</i> =105)	48 ↑	32	16	14	1 ↓	1
Cycle (<i>n</i> =18)	33	39	22	33	6	0
By Place of Residence						
Karangahape Road area (<i>n</i> =154)	17 ↓	23	23	6	12	29 ↑
Other Auckland (<i>n</i> =392)	40 ↑	24	14	11	12	3 ↓
Outside Auckland (<i>n</i> =72)	4 ↓	19	16	33 ↑	11	0 ↓

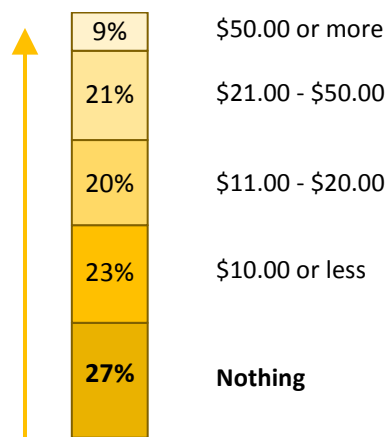
Base: *n*=617 (All respondents, excluding 'Don't know' responses) • Multiple responses to this question permitted. Consequently, the table may total more than 100% • ↑ denotes result statistically significantly higher than other reasons for visit; ↓ denotes result statistically significantly lower than other reasons for visit. • Note: Table uses row percentages

Anticipated Expenditure (Q5)

The expected amount of expenditure in the Karangahape Road study area on the day of interview was low.

- Just over a quarter of visitors (27%) did not expect to spend any money in the Karangahape Road area on the day of the interview. This share was significantly higher for those who were studying (37%) and those who were in the area for less than 30 minutes (49%). (Note: Among those who stayed from 30 minutes or more, 17% did not intend to spend any money in the study area during their visit.)
- Just 9% of respondents expected to spend more than \$50.00 in the Karangahape Road study area on the day of the interview, this share significantly higher for those who were shopping (16%).
- The average anticipated spend across all respondents was \$28.84³. Of the four modes, average spend was highest for those travelling by bus (\$34.24) and lowest for those who cycled to Karangahape Road on the day of the interview (\$22.83). Average spend was highest among those visiting for sightseeing (\$49.99), shopping (\$47.98) and to use restaurants, cafes and fast food outlets (\$43.14). By location, average spend was highest among those interviewed near St Kevin’s Arcade (\$55.14) and lowest at the City Road intersection (\$16.04).

Figure 3.2: Anticipated Expenditure in the Karangahape Road Study Area (%)



Base: n=601 (All respondents, excluding 'Don't know' responses)

³ This calculation includes those who anticipated spending nothing.

Table 3.8: Anticipated Expenditure by Mode of Transport and Residential Location (%)

	Nothing	\$10 or less	\$11-\$20	\$21-\$50	\$50 or more	Average Spend
By Mode of Transport						
Walk (n=344)	28	23	20	20	9	\$27.01
Bus (n=129)	32	25	17	18	8	\$34.24
Car (n=105)	20	23	21	24	12	\$28.59
Cycle (n=18)	17	22	22	33	6	\$22.83
By Place of Residence						
Karangahape Road area (n=151)	23	21	21	22	13	\$30.17
Other Auckland (n=380)	28	26	20	19	7 ↓	\$24.82
Outside Auckland (n=69)	28	14	13	29	16	\$48.48
By Reason for Visit						
Work/business (n=178)	31	30 ↑	21	13 ↓	4 ↓	\$22.82
Shopping (n=141)	11 ↓	18	16	39 ↑	16 ↑	\$47.98
Restaurants, cafes (n=100)	2 ↓	32	34 ↑	21	11	\$43.14
Sightseeing (n=71)	27	14	17	25	17 ↑	\$49.99
Education/study (n=70)	37 ↑	30	19	11	3	\$14.04
Live nearby (n=53)	21	21	32	13	13	\$25.11

Base: n=601 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than other spend categories; ↓ denotes result statistically significantly lower than other spend categories. • Note: Table uses row percentages

Length of Visit (Q6)

- Almost half of all respondents (45%) intended to stay in the Karangahape Road study area for less than an hour.
- In contrast, around one in five (19%) intended to stay for five hours or more.
- Respondents who had walked to Karangahape Road were significantly more likely than all other modes to have stayed for less than 10 minutes (15%). In contrast, those accessing the area by car were significantly less likely (3%).
- Respondents visiting the Karangahape Road area for work/business are significantly more likely to spend six or more hours in the area (36%) than those visiting for all other reasons, particularly for shopping (only 7% of shoppers visiting for six hours or more.)
- There are no significant differences in the length of visit to Karangahape Road by residential location.

Table 3.9: Length of Visit to Karangahape Road (%)

	Share of Respondents
Less than 10 minutes	11
10-29 minutes	20
30-59 minutes	14
Less than one hour	45
1-2 hours	21
2-3 hours	6
3-5 hours	6
5 hours	2
6 hours or more	17
Haven't decided yet	1
Live in the area	2

Base: n=620 (All respondents)

Table 3.10: Length of Visit to Karangahape Road by Mode of Transport and Residential Location (%)

	Less than 10 Mins	10-59 Mins	Total Less Than An Hour	One to Five Hours	Six Hours Or More
By Mode of Transport					
Walk (<i>n</i> =357)	15 ↑	39	54	32	12 ↓
Bus (<i>n</i> =131)	8	27	35	40	23
Car (<i>n</i> =105)	3 ↓	27	30	44	25
Cycle (<i>n</i> =18)	6	39	45	33	22
By Place of Residence					
Karangahape Road area (<i>n</i> =151)	10	37	47	32	14
Other Auckland (<i>n</i> =380)	11	34	45	35	19
Outside Auckland (<i>n</i> =69)	10	28	38	49	11
By Reason for Visit					
Work/business (<i>n</i> =178)	11	26	37	27	36 ↑
Shopping (<i>n</i> =141)	7	37	44	49	7 ↓
Restaurants, cafes (<i>n</i> =100)	3	38	41	44	15
Sightseeing (<i>n</i> =71)	4	32	36	53	11
Education/study (<i>n</i> =70)	11	37	48	35	17

Base: *n*=601 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than other visit durations; ↓ denotes result statistically significantly lower than other visit durations. • Note: Table uses row percentages

4. Pre-Works Perceptions of Karangahape Road

4.1 Aspects Most Liked About Karangahape Road (Q16)

Karangahape Road is appreciated for its variety of businesses, diverse community and lively atmosphere.

- The variety of shops and businesses operating on Karangahape Road was the most frequently mentioned positive feature of the area (26%). The proportion mentioning the variety of retail/commercial activity was significantly higher among those interviewed at St. Kevin’s Arcade (44%) and significantly lower among respondents interviewed outside the food court (15%).
- Eighteen per cent of respondents like the diverse culture of Karangahape Road, with another 18% enjoying the vibrant atmosphere, noting that there is always a lot happening. The friendly people/community was also praised by 15% of respondents.
- Those who were sightseeing or studying in the area were significantly more likely to mention liking the condition of Karangahape Road – that it is clean and well-maintained (11% and 13% respectively, compared with 3% of all respondents).
- Only 8% of respondents said they don’t like anything about Karangahape Road. The proportion was particularly high for those who work on Karangahape Road (13%) or those who didn’t spend money on the day of the interview (14%).

Table 4.1: Aspects Most Liked About Karangahape Road (%)

	Share of Respondents
Shops – uniqueness, variety	26
Diverse/different/unique culture	18
Atmosphere – lively, busy, a lot happening, colourful	18
Vibrant and friendly people/community	15
Restaurants/cafes/food	11
Old buildings/architecture	8
Wide footpath	5
Artwork/artsy/creative	5
Easy access to everywhere/get around/close to CBD	4
It’s clean/well maintained	3
Good paving on footpath	3
Seating/places to sit/street furniture	3
Frequency of buses	2
Bars	2
Nice place to walk along/easy to cross streets	2
Nothing/didn’t like anything	8

Base: n=542 (All respondents, excluding ‘Don’t know’ responses) • Table lists those suggestions made by 2% or more of respondents • Multiple responses to this question permitted therefore the table may total more than 100%

Table 4.2: Aspect Most Liked About Karangahape Road by Mode of Transport, Residential Location, Reason for Visit and Interview Location (%)

	Shops	Diverse Culture	Atmosphere	Vibrant, Friendly People	Restaurants, Cafes	Nothing
By Mode of Transport						
Walk (n=321)	26	17	18	17	12	7
Bus (n=108)	31	12	19	9	14	11
Car (n=92)	23	28 ↑	15	15	8	9
Cycle (n=15)	27	13	13	20	0	7
By Place of Residence						
Karangahape Road area (n=151)	28	16	21	22	14	4
Other Auckland (n=380)	25	20	19	13	9	9
Outside Auckland (n=69)	31	14	3 ↓	10	17	10
By Reason for Visit						
Work/business (n=154)	20	21	18	14	7	13 ↑
Shopping (n=126)	25	13	19	15	10	5
Restaurants, cafes (n=87)	21	18	16	16	13	5
Sightseeing (n=63)	27	14	8	11	8	2
Education/study (n=62)	24	11	10	11	13	13
Live nearby (n=50)	22	24	24	14	12	4
By Interview Location						
K Road at Gundry Street (n=65)	25	23	23	23	8	8
City side of motorway overbridge (n=83)	27	14	19	17	10	8
Beresford Square (n=56)	25	18	16	18	16	16 ↑
K Road at Pitt Street (n=80)	30	21	15	11	9	9
St Kevin's Arcade (n=50)	44 ↑	20	22	22	16	6
Outside food court (n=67)	15 ↓	21	12	12	4	7
K Road at Upper Queen Street (n=70)	30	13	16	9	16	6
K Road at City Road (n=71)	20	14	20	15	15	6

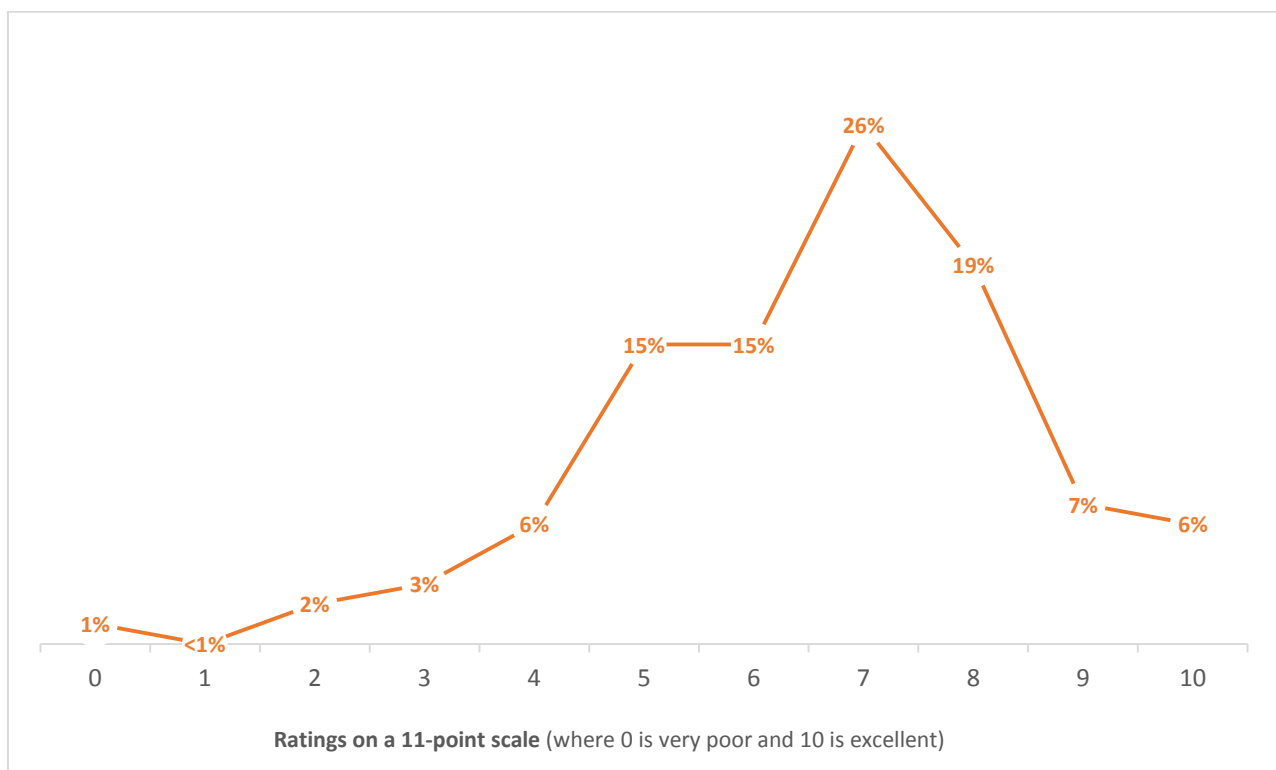
Base: n=601 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than total sample; ↓ denotes result statistically significantly lower than total sample. • Note: Table uses row percentages

4.2 Street That is Easy to Cross (Q9)

Respondents generally perceive Karangahape Road as easy to cross⁴.

- One third of all respondents (32%) rate the ease of crossing Karangahape Road from one side to the other as at least 8 out of 10 (where 10 is excellent). This share was significantly higher among those interviewed outside the food court on Karangahape Road (47% giving a rating of at least 8 out of 10) and was significantly lower among those interviewed at the intersection with Gundry Street (16%). Only 11% of cyclists rated the ease of crossing as at least 8 out of 10.
- A further 56% of respondents rate the ease of crossing Karangahape Road as fairly easy – giving a rating between 5 and 7.
- Only 12% of respondents gave the ease of crossing the road a rating between 0 and 4 (where 0 is very poor). The share of negative ratings was highest among cyclists and those interviewed near the intersection with City Road, 17% of both groups giving a rating of between 0 and 4.
- The mean rating for ease of crossing the street is 6.6 out of 10 (where 10 equates with all respondents giving a rating of *excellent*).

Figure 4.1: Ratings for Karangahape Road as a Street that is Easy to Cross (%)



Base: n=619 (All respondents, excluding 'Don't know' responses)

⁴ Note that no definition of 'easy to cross' was provided in the questionnaire; this was left for respondents to define. Respondents may have considered sufficiency of formal pedestrian crossings and/or ability to cross the street at any point (including 'jaywalking') when rating this aspect of the street.

Table 4.3: Ratings For Karangahape Road As A Street That Is Easy To Cross (%)

	Share of Respondents
Share rating 0 to 4	12
Share rating 5 to 7	56
Share rating 8 to 10	32
Mean rating (out of 10)	6.6

Base: n=619 (All respondents, excluding 'Don't know' responses) • Ratings on a 11-point scale, where 0 is very poor and 10 is excellent

Table 4.4: Ratings for Ease of Crossing Karangahape Road by Mode of Transport, Residential Location, Reason for Visit and Interview Location (%)

	0-4	5-7	8-10	Mean Rating (out of 10)
By Mode of Transport				
Walk (n=356)	12	56	32	6.6
Bus (n=131)	10	62	28	6.6
Car (n=105)	10	49	41	6.9
Cycle (n=18)	17	72	11	5.7
By Place of Residence				
Karangahape Road area (n=151)	12	50	38	6.8
Other Auckland (n=380)	12	57	31	6.5
Outside Auckland (n=69)	11	67	22	6.6
By Reason for Visit				
Work/business (n=154)	13	55	32	6.5
Shopping (n=126)	12	56	32	6.6
Restaurants, cafes (n=87)	12	51	37	6.6
Sightseeing (n=63)	13	63	24	6.3
Education/study (n=62)	9	55	36	6.8
Live nearby (n=50)	13	47	40	6.8
By Interview Location				
K Road at Gundry Street (n=74)	14	70	16 ↓	6.2
City side of motorway overbridge (n=94)	8	55	37	6.7
Beresford Square (n=64)	6	65	29	6.7
K Road at Pitt Street (n=86)	9	57	34	6.7
St Kevin's Arcade (n=59)	12	61	27	6.7
Outside food court (n=78)	13	40	47 ↑	6.9
K Road at Upper Queen Street (n=77)	13	53	34	6.6
K Road at City Road (n=87)	17	54	29	6.4

Base: n=619 (All respondents, excluding 'Don't know' responses) • Ratings on a 11-point scale, where 0 is very poor and 10 is excellent • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.3 A Safe and Pleasant Environment (Q10)

Respondents perceive Karangahape Road as a reasonably safe and pleasant environment.

- A quarter of all respondents (25%) gave a rating of at least 8 out of 10 (where 10 is excellent) for the Karangahape Road study area being a safe and pleasant environment. Respondents in the area because they live nearby were significantly more likely to give a rating of at least 8 out of 10 for Karangahape Road being a safe and pleasant environment (38%). In contrast, those in the area for work/business were least likely to give a rating of at least 8 (21%).
- A further 58% of respondents gave a rating between 5 and 7.
- There were 17% of respondents who gave a low rating for the study area being a safe and pleasant place (a rating between 0 and 4, where 0 is very poor). The share of negative ratings is highest for those visiting to use restaurants, cafes and fast food outlets (24%).
- The mean rating for the street being safe and pleasant is 6.2 out of 10 (where 10 equates with all respondents giving a rating of *excellent*).

Figure 4.2: Ratings for Karangahape Road Being a Safe and Pleasant Environment (%)



Base: n=614 (All respondents, excluding 'Don't know' responses)

Table 4.5: Ratings for Karangahape Road Being a Safe and Pleasant Environment (%)

	Share of Respondents
Share rating 0 to 4	17
Share rating 5 to 7	58
Share rating 8 to 10	25
Mean rating (out of 10)	6.2

Base: n=614 (All respondents, excluding 'Don't know' responses) • Ratings on a 11-point scale, where 0 is very poor and 10 is excellent

Table 4.6: Ratings for Karangahape Road Being A Safe and Pleasant Environment by Mode of Transport, Residential Location, Reason for Visit and Interview Location (%)

	0-4	5-7	8-10	Mean Rating (out of 10)
By Mode of Transport				
Walk (n=356)	18	57	25	6.2
Bus (n=131)	19	58	23	6.0
Car (n=105)	16	59	25	6.3
Cycle (n=18)	6	72	22	6.3
By Place of Residence				
Karangahape Road area (n=151)	16	52	32	6.5
Other Auckland (n=380)	20	59	21	6.0
Outside Auckland (n=69)	8	68	24	6.5
By Reason for Visit				
Work/business (n=154)	21	58	21	6.0
Shopping (n=126)	14	64	22	6.2
Restaurants, cafes (n=87)	24	44	32	6.0
Sightseeing (n=63)	12	62	26	6.3
Education/study (n=62)	15	59	26	6.2
Live nearby (n=50)	20	42	38 ↑	6.4
By Interview Location				
K Road at Gundry Street (n=74)	11	69	20	6.3
City side of motorway overbridge (n=94)	26	48	26	6.0
Beresford Square (n=61)	20	62	18	5.8
K Road at Pitt Street (n=86)	12	67	21	6.3
St Kevin's Arcade (n=58)	15	59	26	6.5
Outside food court (n=77)	12	58	30	6.5
K Road at Upper Queen Street (n=76)	22	50	28	6.1
K Road at City Road (n=87)	21	55	24	6.0

Base: n=614 (All respondents, excluding 'Don't know' responses) • Ratings on a 11-point scale, where 0 is very poor and 10 is excellent • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.4 Suggested Enhancements to Safety (Q12)

Giving priority to pedestrians by improving pedestrian crossings, reducing volumes and speed of traffic, and more policing are key enhancements to improve pedestrian safety.

- Almost one third of respondents (31%) mentioned improvements to pedestrian crossings would make them feel safer from cars and other traffic when visiting the area. Seventeen per cent suggested more crossings, 10% called for more traffic-light-controlled crossings, while 4% suggested pedestrian barriers/islands in the middle of the road (particularly those who were in the area mainly to eat/dine out, 8%).
- Thirty-one per cent of respondents thought reducing the speed and volume of vehicle traffic would make the Karangahape Road area safer, including implementing ways to slow down traffic (19% - including 34% of those interviewed outside St Kevin’s Arcade) or reducing traffic volumes (12%).
- Seven per cent would like to have more policing in the Karangahape Road study area, particularly those whose visits are mainly for education/study purposes (17%) and those who are in the area five or more days a week (10%).
- Five per cent of respondents suggested closing the street to cars completely. This share is significantly higher for those who were in the area mainly to eat/dine out (11%) and those who were sightseeing (10%). Another 5% would feel safer if more room could be provided for pedestrians.
- Thirty-six per cent of respondents (including 43% of those who travelled by car) state that there is nothing else that needs to be done to make the Karangahape Road environment safer from cars and other traffic.

Table 4.7: Enhancements to Karangahape Road as a Space that is Safe from Cars and Other Traffic (%)

	Share of Respondents
Slow the traffic down (reduce speed limit, speed bumps, etc.)	19
More pedestrian crossings	17
Less traffic	12
More traffic-light-controlled pedestrian crossings	10
More policing	7
Close the street to cars completely	5
More rooms for pedestrians	5
Introduce cycle lane/cyclists need to be off the footpaths	5
Pedestrian barriers/islands in the middle of the road	4
More frequent crossing times for pedestrians or more time to cross	2
Nothing else	36

Base: n=557 (All respondents, excluding ‘Don’t know’ responses) • Table lists those suggestions made by 2% or more of respondents • Multiple responses to this question permitted therefore the table may total more than 100%

Table 4.8: Enhancements to Karangahape Road as a Space that is Safe from Cars and Other Traffic by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Slow Traffic Down	More Pedestrian Crossings	Less Traffic	More Traffic Light-Controlled Crossings	More Policing	Close Street To Cars	More Room for Pedestrians	Add Cycle Lane/Get Cyclists Off Footpath
By Mode of Transport								
Walk (n=320)	20	19	12	11	7	6	6	5
Bus (n=113)	12	17	12	11	9	4	3	2
Car (n=98)	18	11	11	9	5	3	3	4
Cycle (n=17)	24	12	12	6	12	6	12	29
By Place of Residence								
Karangahape Road area (n=144)	19	21	11	12	8	9	6	4
Other Auckland (n=355)	19	16	13	10	7	4	4	5
Outside Auckland (n=58)	17	16	10	9	7	2	9	3
By Reason for Visit								
Work/business (n=169)	13	18	12	10	8	5	5	6
Shopping (n=128)	24	16	14	8	7	5	2	5
Restaurants, cafes (n=91)	21	14	15	9	10	11 ↑	2	10
Sightseeing (n=67)	28	15	10	9	4	10	6	7
Education/study (n=66)	15	17	18	11	17 ↑	5	5	3
Live nearby (n=53)	17	21	15	8	9	9	8	2
By Interview Location								
K Road at Gundry Street (n=66)	21	23	12	8	5	3	8	9
City side of motorway overbridge (n=83)	19	7 ↓	8	6	10	2	2	1

	Slow Traffic Down	More Pedestrian Crossings	Less Traffic	More Traffic Light- Controlled Crossings	More Policing	Close Street To Cars	More Room for Pedestrians	Add Cycle Lane/Get Cyclists Off Footpath
Beresford Square (<i>n=59</i>)	12	17	7	10	7	2	8	7
K Road at Pitt Street (<i>n=78</i>)	5 ↓	23	15	9	6	4	4	4
St Kevin's Arcade (<i>n=50</i>)	34 ↑	20	6	12	12	12	4	4
Outside food court (<i>n=72</i>)	18	10	11	8	6	8	6	6
K Road at Upper Queen Street (<i>n=71</i>)	21	17	18	17	8	7	3	6
K Road at City Road (<i>n=77</i>)	25	22	17	10	5	4	6	4

Base: n=557 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.5 Suggested Enhancements on Pleasantness (Q11)

Key suggestions to making Karangahape Road a more pleasant space to walk along relate to improving footpaths and pedestrian crossings, more plantings, and reducing vehicle traffic.

- The most common suggestions were related to pedestrian crossings, with 13% wanting more crossings in the area, 10% wanting safer crossings and 1% looking for more frequent times for crossings.
- Nineteen per cent of suggestions relate to wider footpaths in the Karangahape Road study area, including 5% of comments relating to signs and café tables being too much of an obstacle and taking up space on the footpath. Twenty-eight per cent of those interviewed near the City Road intersection called for wider footpaths.
- Eight per cent of comments related to improving the paving on the road while 7% related to having more plants, street art and decorations in the area (significantly higher among those whose reason of visit was to eat/dine out, 13%).
- A significantly higher proportion of those who are sightseeing or living in/around the Karangahape Road study area would like to see less vehicle traffic (14% and 16% respectively, compared with 7% of all respondents).
- Twenty-eight per cent respondents state that there is nothing else that needs to be done to make Karangahape Road a more pleasant area to walk along.

Table 4.9: Common Suggestions to Karangahape Road as a More Pleasant Space to Walk Along (%)

	Share of Respondents
Wider footpaths	14
More pedestrian crossings	13
Safer crossings	10
Better paving	8
More plants/trees/colour/decoration/street arts	7
Less cars/one-way traffic/underpass/ban cars	7
Introduce cycle lane/cyclists need to be off the footpaths	6
Cleaner/less rubbish/more bins	6
Better/more lighting	5
Better security/cameras/more policing	4
No homeless/fundraisers/beggars; offer help those on the street	4
More seating/better street furniture	3
Fewer signs on the footpath	3
Café tables taking too much space on footpath	2
Nothing else	28

Base: n=521 (All respondents, excluding 'Don't know' responses) • Table lists those suggestions made by 2% or more of respondents • Multiple responses to this question permitted therefore the table may total more than 100%

Table 4.10: Common Suggestions to Karangahape Road as a More Pleasant Space to Walk Along by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Wider Footpaths	More Crossings	Safer Crossings	Better Paving	More Plants, Trees. Colour	Fewer cars	Cycle Lanes	Cleaner/Less Rubbish
By Mode of Transport								
Walk (n=289)	12	14	10	7	7	7	4	6
Bus (n=109)	15	10	9	11	6	5	8	6
Car (n=99)	13	9	11	6	9	8	3	7
Cycle (n=17)	24	24	12	12	18	12	29	0
By Place of Residence								
Karangahape Road area (n=130)	12	15	12	10	4	7	8	6
Other Auckland (n=341)	15	11	10	7	9	7	6	6
Outside Auckland (n=49)	12	20	6	4	2	8	4	2
By Reason for Visit								
Work/business (n=168)	17	11	11	11	10	4	8	6
Shopping (n=122)	10	11	11	10	7	10	8	8
Restaurants, cafes (n=90)	10	14	10	6	13	11	8	4
Sightseeing (n=59)	14	12	14	3	8	14 ↑	3	5
Education/study (n=56)	21	14	14	5	7	4	7	4
Live nearby (n=44)	7	14	9	14	2	16 ↑	7	7
By Interview Location								
K Road at Gundry Street (n=66)	8	18	8	11	11	5	15 ↑	3
City side of motorway overbridge (n=77)	13	8	8	5	5	3	3	4
Beresford Square (n=52)	4	13	10	8	2	8	6	0
K Road at Pitt Street (n=71)	11	6	3	10	13	10	1	14 ↑

	Wider Footpaths	More Crossings	Safer Crossings	Better Paving	More Plants, Trees. Colour	Fewer cars	Cycle Lanes	Cleaner/Less Rubbish
St Kevin's Arcade (<i>n=50</i>)	20	24	16	9	7	11	0	13
Outside food court (<i>n=72</i>)	9	4	10	7	14	9	7	6
K Road at Upper Queen Street (<i>n=71</i>)	15	20	17	6	3	8	9	3
K Road at City Road (<i>n=77</i>)	28 ↑	16	14	7	3	5	5	3

Base: n=521 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.6 Suggested Enhancements To Make Karangahape Road A More Visually/Physically Attractive Environment (Q13)

More plants, more artwork, and tidiness were most frequently cited as ways to enhance the physical attractiveness of Karangahape Road.

- More than two-thirds of respondents (69%) mentioned that plantings will enhance the attractiveness of the area, including planting more trees (36%, including 51% of sightseers and 47% of those visiting restaurants, cafes or fast food outlets), adding street gardens (20%), keeping the existing plants/gardens well-maintained (7%), and more native plants (6%).
- One in five (20%) commented on making Karangahape Road cleaner and tidier, mainly cleaning up the rubbish on the street (18%, including 24% of those who work in the area) and renovating the old buildings to a standardised layout (2%).
- A further 15% of respondents would like to see more artwork on Karangahape Road.
- Twenty per cent considered no further enhancements to the physical attractiveness were needed.

Table 4.11: Enhancements to Karangahape Road as a More Visually/Physically Attractive Environment (%)

	Share of Respondents
More trees	36
More street gardens	20
Clean up rubbish/more rubbish bins	18
More artworks	15
More street furniture	7
Better maintained street furniture	7
Better maintained plants and gardens	7
More native plants	6
More/better lighting	4
Standardise shop front/renovate buildings/tidier buildings	2
No homeless/fundraisers/beggars; offer help those on the street	2
Less traffic/no cars	2
Nothing else	20

Base: n=581 (All respondents, excluding 'Don't know' responses) • Table lists those suggestions made by 2% or more of respondents • Multiple responses to this question permitted therefore the table may total more than 100%

Table 4.12: Enhancements to Karangahape Road as a More Visually/Physically Attractive Environment by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	More Trees	More Street Gardens	Clean Up Rubbish	More Artworks	More Street Furniture	Better Maintained Furniture	Better Maintained Gardens	More Native Plantings
By Mode of Transport								
Walk (n=333)	36	21	18	14	9	6	6	6
Bus (n=122)	32	18	12	13	4	6	9	4
Car (n=100)	37	20	23	22	5	5	7	7
Cycle (n=17)	53	24	24	12	12	24	6	6
By Place of Residence								
Karangahape Road area (n=151)	31	21	20	13	7	9	9	7
Other Auckland (n=362)	36	20	19	17	9	6	6	5
Outside Auckland (n=68)	46	21	12	10	0	4	3	6
By Reason for Visit								
Work/business (n=174)	37	20	24	18	8	7	8	4
Shopping (n=136)	40	24	15	14	10	9	4	5
Restaurants, cafes (n=95)	47	23	14	17	8	7	7	6
Sightseeing (n=69)	51 ↑	25	14	16	4	7	1	6
Education/study (n=68)	34	18	18	15	4	9	4	3
Live nearby (n=54)	24	22	20	15	4	7	9	7
By Interview Location								
K Road at Gundry Street (n=70)	44	23	16	20	13	10	7	10
City side of motorway overbridge (n=88)	34	17	16	13	5	6	3	1
Beresford Square (n=60)	33	8	27	18	3	3	8	2

	More Trees	More Street Gardens	Clean Up Rubbish	More Artworks	More Street Furniture	Better Maintained Furniture	Better Maintained Gardens	More Native Plantings
K Road at Pitt Street (<i>n=80</i>)	36	18	21	11	4	6	13	5
St Kevin's Arcade (<i>n=57</i>)	33	16	19	9	2	11	7	7
Outside food court (<i>n=74</i>)	45	28	16	15	14	5	3	7
K Road at Upper Queen Street (<i>n=69</i>)	39	32	16	17	12	3	6	6
K Road at City Road (<i>n=82</i>)	24	20	16	17	6	10	7	7

Base: n=521 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.7 Suggestions for Improvement to the Karangahape Road Area (Q17)

The most commonly suggested (unprompted) improvement to the Karangahape Road area was to introduce cycle lanes.

- A quarter of respondents (23%) would like to see cycle lanes added to the Karangahape Road area, this share particularly high among those cycling to Karangahape Road (78%).
- Eight per cent of respondents would like to see better or less traffic flow. Another 7% would like more frequent buses or more bus routes available, this share highest among those who study in the area (14%), or those who are in the area for five or more days a week (10%).
- Having more plantings and gardens on Karangahape Road was suggested by 7% of respondents (including 17% of those who normally reside outside Auckland), while 5% would like a tidier environment, with rubbish being cleaned up and lamp posts free of posters etc. (mentioned by 9% of those visiting the Beresford Square area).
- Five per cent of respondents did not think any improvement was necessary.

Table 4.13: Most Commonly Suggested Improvement to Karangahape Road Area (%)

	Share of Respondents
Add cycle lane(s)	23
Better traffic flow/less traffic or cars	8
Buses be on time/more frequent buses/more routes	7
More flowers/trees/greenery	7
Cleaner/tidy up rubbish/no posters on lamp posts	5
More police/security/more cameras/make it safer /more secure	4
No cars/have traffic diversion/more pedestrian focused	4
More/better pedestrian crossings/pedestrian islands	4
More parking	3
Wider footpath/more space for pedestrians	3
More bus stops	2
More lights/lighting	2
A train station/rail link	2
Reduce speed limit	2
No improvements needed	5

Base: n=552 (All respondents excluding 'Don't know' responses) • Table lists those suggestions made by 2% or more of respondents

Table 4.14: Most Commonly Suggested Improvement by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Add Cycleway	Less Traffic	Buses On Time/More Frequent	More Trees, Flowers	Cleaner/Tidy Rubbish
By Mode of Transport					
Walk (n=317)	21	7	9	8	4
Bus (n=116)	21	9	10	9	4
Car (n=93)	23	10	2	6	6
Cycle (n=18)	78	0	0	0	6
By Place of Residence					
Karangahape Road area (n=142)	17	5	9	6	6
Other Auckland (n=355)	24	9	7	6	4
Outside Auckland (n=54)	28	7	6	17 ↑	4
By Reason for Visit					
Work/business (n=167)	27	7	9	10	6
Shopping (n=131)	18	8	10	8	5
Restaurants, cafes (n=94)	23	10	4	6	3
Sightseeing (n=67)	31	7	4	10	6
Education/study (n=65)	15	11	14	5	2
Live nearby (n=50)	22	2	10	2	4
By Interview Location					
K Road at Gundry Street (n=66)	32	2	8	11	2
City side of motorway overbridge (n=87)	28	3	8	3	5
Beresford Square (n=53)	23	9	8	13	9
K Road at Pitt Street (n=81)	20	12	2	14	7
St Kevin's Arcade (n=51)	20	10	8	4	4
Outside food court (n=68)	21	10	4	7	6
K Road at Upper Queen Street (n=68)	18	9	12	4	4
K Road at City Road (n=78)	21	9	10	3	0

Base: n=552 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

4.8 Priority on Karangahape Road (Q8)

Pedestrians feel that people should have greater priority on Karangahape Road than cars.

- The majority of respondents (74%) believe that pedestrians should have greater priority in the Karangahape Road area. This proportion is significantly higher for those who live in the nearby area (86%) and those who had walked to the Karangahape Road area on the day of the interview (78%).
- In contrast, 17% of respondents believe that people in cars should have greater priority.
- A significantly higher share of those who are 65 years old or over consider passengers on buses should have priority in the Karangahape Road area (60%, compared with 30% of total result).

Figure 4.3: What Should Have Greater Priority on Karangahape Road (%)



Base: n=550 (All respondents who answered this questionnaire, excluding 'Don't know' responses) • Wording of question was changed after pilot testing • Multiple responses to this question permitted. Consequently, the figure may total more than 100%

Table 4.15: What Should Have Priority on Karangahape Road by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	People Walking	People On Buses	People On Cycles	People In Cars	All Equal
By Mode of Transport					
Walk (n=297)	78 ↑	31	32	15	1
Bus (n=109)	71	35	28	17	1
Car (n=90)	67	28	29	21	1
Cycle (n=14)	50	13	13	25	0
By Place of Residence					
Karangahape Road area (n=129)	81	33	30	19	1
Other Auckland (n=327)	73	33	32	15	1
Outside Auckland (n=61)	69	25	25	18	0
By Reason for Visit					
Work/business (n=138)	78	36	32	17	1
Shopping (n=129)	72	31	33	18	0
Restaurants, cafes (n=90)	76	30	37	19	1
Sightseeing (n=66)	71	29	32	20	0
Education/study (n=58)	64	36	33	9	1
Live nearby (n=51)	86 ↑	29	35	12	2
By Interview Location					
K Road at Gundry Street (n=50)	68	34	28	18	0
City side of motorway overbridge (n=74)	68	30	32	12	4 ↑
Beresford Square (n=51)	76	39	31	18	0
K Road at Pitt Street (n=78)	78	32	33	15	0
St Kevin's Arcade (n=48)	83	29	29	15	2
Outside food court (n=73)	74	36	32	21	1
K Road at Upper Queen Street (n=70)	71	33	29	20	0
K Road at City Road (n=74)	76	24	31	14	0

Base: n=550 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

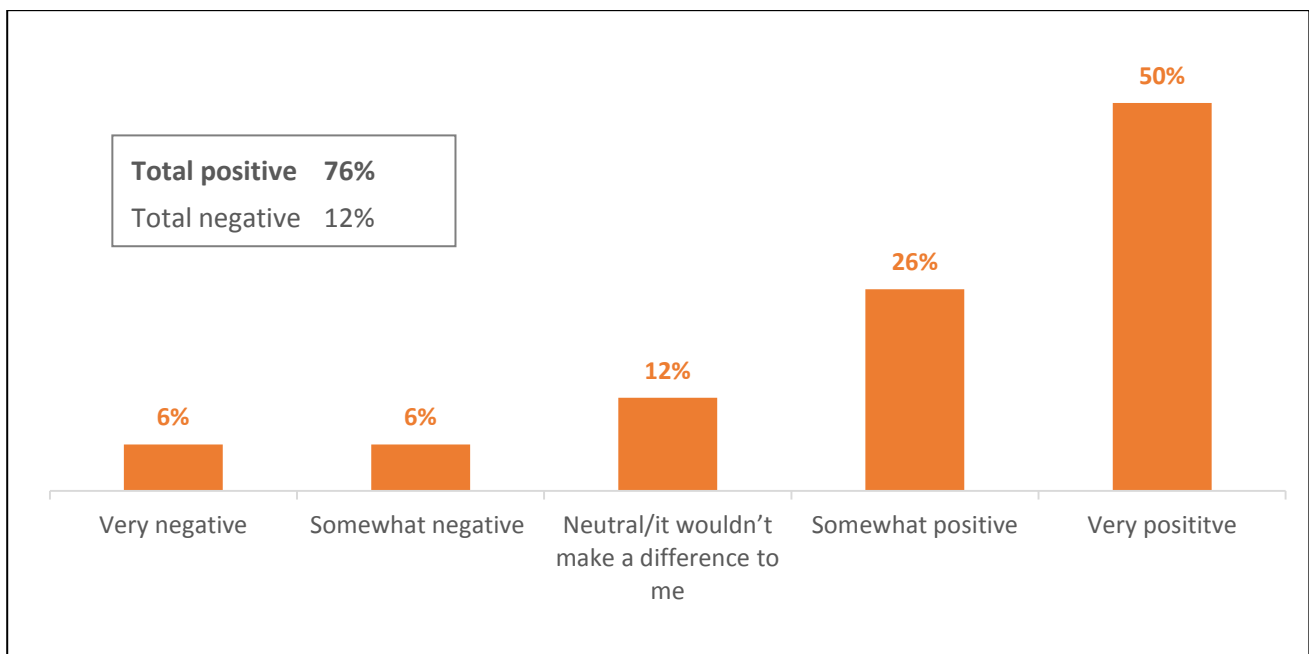
5. Reaction to Proposed Streetscape Enhancements

5.1 Reaction to the Introduction of Cycle Lanes (Q14, Q15)

Over three-quarters of respondents feel positive about introducing a dedicated cycle lane on Karangahape Road.

- Seventy-six per cent of all respondents were positive about putting a cycle lane onto Karangahape Road. Half (50%) feel *very positive* about this idea. Reaction to the introduction of cycle lanes was most positive among those who had walked to Karangahape Road (80% *positive* or *very positive*) and those aged younger than 25 years old (82%).
- Twelve per cent indicated that the idea of having a cycle lane made no difference to them. This was particularly the case for those who got to Karangahape Road by bus (20%) and those who didn't spend any money on the day of the interview (17%).
- Although only 12% of all respondents did not like the idea of cycle lanes, those who are aged 45 years or over and those who get to Karangahape Road by car were significantly more negative towards it (21% and 22% respectively).

Figure 5.1: Reaction to Introduction of Cycle Lanes (%)



Base: n=609 (All respondents, excluding 'Don't know' responses)

Table 5.1: Reaction to Introduction of Cycle Lanes by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Total Positive	Neutral	Total Negative	Mean Rating (out of 5) ⁵
TOTAL (N=609)	76	12	12	4.1
By Mode of Transport				
Walk (n=353)	80 ↑	10	10	4.1
Bus (n=128)	70	20 ↑	10	4.0
Car (n=103)	69	9	22 ↓	3.8
Cycle (n=18)	88	6	6	4.7
By Place of Residence				
Karangahape Road area (n=152)	77	10	13	4.1
Other Auckland (n=384)	75	12	13	4.1
Outside Auckland (n=73)	78	12	10	4.1
By Reason for Visit				
Work/business (n=178)	74	12	14	4.0
Shopping (n=143)	74	13	13	4.0
Restaurants, cafes (n=100)	78	9	13	4.1
Sightseeing (n=74)	85	7	8	4.3
Education/study (n=71)	83	10	7	4.3
Live nearby (n=55)	78	6	16	4.1
By Interview Location				
K Road at Gundry Street (n=73)	80	15	5	4.3
City side of motorway overbridge (n=93)	70	12	18	3.8
Beresford Square (n=64)	73	13	14	4.0
K Road at Pitt Street (n=86)	77	10	13	4.1
St Kevin's Arcade (n=54)	82	9	9	4.3
Outside food court (n=78)	74	9	17	4.0
K Road at Upper Queen Street (n=75)	79	8	13	4.1
K Road at City Road (n=85)	79	13	8	4.1

Base: n=609 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

⁵ Where '5' equates with all respondents feeling very positive about the introduction of cycle lanes.

Reasons for Positive Feelings Towards the Introduction of Cycle Lanes

Safety for cyclists and a way of encouraging more people to cycle were the common reasons for feeling positive about the introduction of cycle lanes on Karangahape Road.

- Among the 76% who feel positive about having cycle lanes on Karangahape Road, 39% commented on how it would be safer for cyclists (30% of all respondents who gave a rating). Respondents at the Karangahape Road/Gundry Street site (49%) and respondents aged between 25-44 years (37%) were significantly more likely to mention cyclist safety.
- Twenty per cent thought the introduction of the cycle lane would encourage them, or others, to cycle (15% of all respondents who gave a rating).
- A further 14% said the cycle lanes would be a great acknowledgement of cyclists, that it is nice to be included in the street environment just like pedestrians are.

Table 5.2: Most Common Reasons for Positive Feelings Towards the Introduction of Cycle Lanes (%)

	Share of Respondents Who Felt Positively About Cycle Lanes	Share of All Respondents
Safer for cyclists	39	30
Encourage me/people to cycle	20	15
I want a cycleway; nice to be included like the pedestrians are	14	11
Less cars/traffic/congestion	10	8
Because I cycle/good cycle route	8	6
Safer for pedestrians/cyclists could be off the footpaths	7	5
Easier/beneficial for cyclists	5	4
Less pollution/better environment	3	2

Base: n=452 (All respondents who gave either a *very positive* or *somewhat positive* rating in relation to cycle lanes on Karangahape Road, excluding 'Don't know' responses)

Reasons for Negative Feelings Towards the Introduction of Cycle Lanes

Loss of space for other street users was the most common reason for feeling negative about the introduction of cycle lanes on Karangahape Road.

- Among the 12% who perceived the installation of cycle lanes on Karangahape Road negatively, 38% (or 5% of all respondents who gave a rating) said it would take up space which meant less space for cars, buses and/or pedestrians.
- Respondents interviewed at the food court (12%), those aged 65 years or over (11%), and those who travelled by car (9%) were significantly more likely to say the proposed cycle lanes would take up space.

Table 5.3: Most Common Reasons for Negative Feelings Towards the Introduction of Cycle Lanes (%)

	Share of Respondents Who Felt Negatively About Cycle Lanes	Share of All Respondents
It will take up space/less space for cars, buses, pedestrians	38	5
The use of space is fine as it is/balanced/cycle lanes not needed	16	2
Cyclists are aggressive/irritating to drivers/get in the way/disobey rules	13	2
Will force people to pay more for parking/less parking available	9	1
Slows down traffic/increase traffic congestion	9	1
Not safe for cyclists	7	1
Don't believe cyclists would use it	5	1
Bus lane needs to be retained/important bus route	5	1
Affects small businesses	5	1
Dangerous to drive next to cyclists	5	1

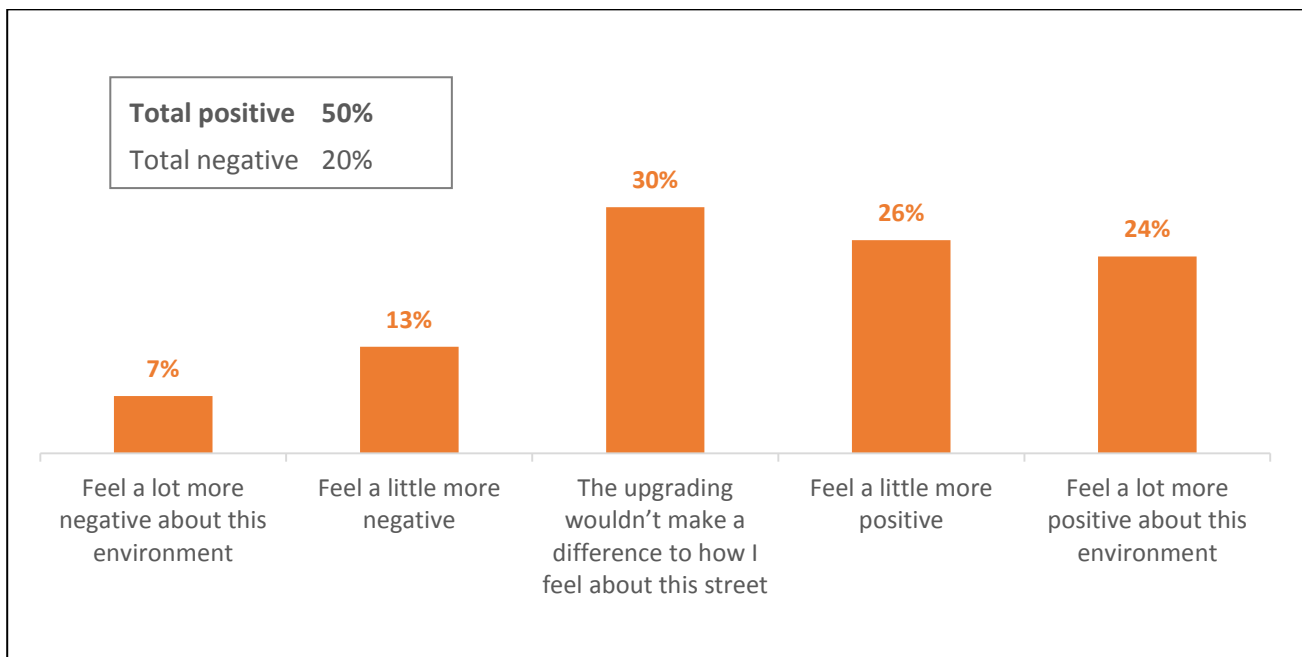
Base: n=76 (All respondents who gave either a *very negative* or *somewhat negative* rating, excluding those with a 'Don't know' comment)

5.2 Impact of Less On-Street Parking (Q18, Q19)

If Auckland Transport upgraded the street so that there were fewer cars parked on Karangahape Road, half of the respondents would feel more positive about the environment.

- Fifty per cent of all respondents would feel more positive about the environment should there be less cars parked on Karangahape Road, including 24% who would feel *very positive* about this change.
- In contrast, 20% felt negatively about allowing fewer cars to park on Karangahape Road.
- Those significantly more likely to feel *very negative* about allowing fewer cars to park on Karangahape Road (compared with 7% of all respondents) include those:
 - who reside in the area (11%)
 - aged between 45 and 64 years (11%)
 - who stay for over 2 hours per visit (11%); and
 - who come to this area for five days or more a week (10%).
- One third of respondents (30%) said reducing the number of car parks wouldn't make a difference to how they feel about this street, particularly for those aged younger than 25 years (40%) (this group least likely to be drivers).

Figure 5.2: Impact of Less On-Street Parking on Karangahape Road (%)



Base: n=609 (All respondents, excluding 'Don't know' responses)

Table 5.4: Impact of Less On-Street Parking by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Total Positive	No Difference	Total Negative	Mean Rating (out of 5) ⁶
TOTAL (N=609)	50	30	20	3.0
By Mode of Transport				
Walk (n=350)	49	30	21	2.9
Bus (n=128)	50	35	15	3.1
Car (n=105)	46	30	24	2.8
Cycle (n=18)	66	34	0	3.7
By Place of Residence				
Karangahape Road area (n=150)	48	26	26	2.9
Other Auckland (n=388)	50	31	19	3.0
Outside Auckland (n=70)	56	36	8	3.1
By Reason for Visit				
Work/business (n=181)	48	30	22	2.9
Shopping (n=143)	49	31	20	2.9
Restaurants, cafes (n=99)	49	27	24	2.9
Sightseeing (n=74)	58 ↑	23	19	3.0
Education/study (n=71)	46	44 ↑	10	3.2
Live nearby (n=54)	50	31	19	3.1
By Interview Location				
K Road at Gundry Street (n=72)	60	26	14	3.2
City side of motorway overbridge (n=94)	50	29	21	3.0
Beresford Square (n=64)	43	40	17	2.9
K Road at Pitt Street (n=85)	42	36	22	2.8
St Kevin's Arcade (n=55)	54	22	24	3.0
Outside food court (n=78)	52	26	22	3.0
K Road at Upper Queen Street (n=74)	49	28	23	2.8
K Road at City Road (n=87)	49	36	15	3.0

Base: n=609 (All respondents, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

⁶ Where '5' equates with all respondents feeling a lot more positive about the street environment.

Reasons for Positive Feelings Towards Less On-Street Parking on Karangahape Road

Less vehicle traffic and congestion, and more space for those who don't drive were the common reasons for feeling positive about reduced on-street parking on Karangahape Road.

- Among the 50% who felt positive about having fewer cars parked on Karangahape Road, 29% said it would reduce vehicle traffic or congestion (13% of all respondents who gave a rating).
- Over one third of comments relate to more space for those who don't drive a private vehicle in the Karangahape Road area, 14% saying there would be more rooms for cyclists, 13% saying more rooms for pedestrians and 9% saying the roads would be more open/spacious generally.

Table 5.3: Most Common Reasons Positive Feelings Towards Less On-Street Parking (%)

	Share of Respondents Who Felt Positively About Less Parking	Share of All Respondents
Less traffic/congestion	29	13
Gives more space for cyclists/have space available for a cycle lane	14	7
Gives more space for pedestrian	13	6
Will make it safer/less accidents	13	6
Roads will be more open/more space (unspecified)	9	4
Will be more aesthetically pleasing/looks nicer	9	4
Don't need to park on Karangahape Road	5	4
Less pollution	4	2
Less noise/quieter	4	2
Gives more space for drivers/cars	3	1
Gives more space for buses/have space available for a bus lane	3	1

Base: n=278 (All respondents who gave either a *feel a lot more positive* or *feel a little more positive* rating for the impact of less on-street parking, excluding 'Don't know' responses) • Table lists those suggestions made by 3% or more of respondents

Reasons for Negative Feelings Towards Less On-Street Parking on Karangahape Road

The increased demand for parking and limited accessibility to local shops were the most common reasons for feeling negative about reduced on-street parking on Karangahape Road.

- Among the 20% of respondents who felt negatively about having fewer cars parked on Karangahape Road, over half (61%, or 11% of all respondents who gave a rating) said they need the parking space, perceiving that it was already difficult to find parking in the area.
- Sixteen per cent said it would affect the local businesses because the shops will be less easily accessible. Another 8% said people wouldn't be able to do a quick stop at the shops anymore.

Table 5.4: Most Common Reasons for Negative Feelings Towards Less On-Street Parking (%)

	Share of Respondents Who Felt Negatively About Less Parking	Share of All Respondents
We need the parking/parking is too hard to find already	61	14
Will affect businesses/shops are less accessible/discourage customers	16	4
Wouldn't be able to stop to quickly use the shops	8	2
There will be less people	5	1
Create traffic congestion/slow down traffic	4	1
Parking in the area is expensive	3	1

Base: n=111 (All respondents who gave either a *very negative* or *somewhat negative* rating for the impact of less on-street parking, excluding those with a 'Don't know' comment) • Table lists those suggestions made by 3% or more of respondents

5.3 Impact of Cycleway and Less On-Street Parking (Q20)

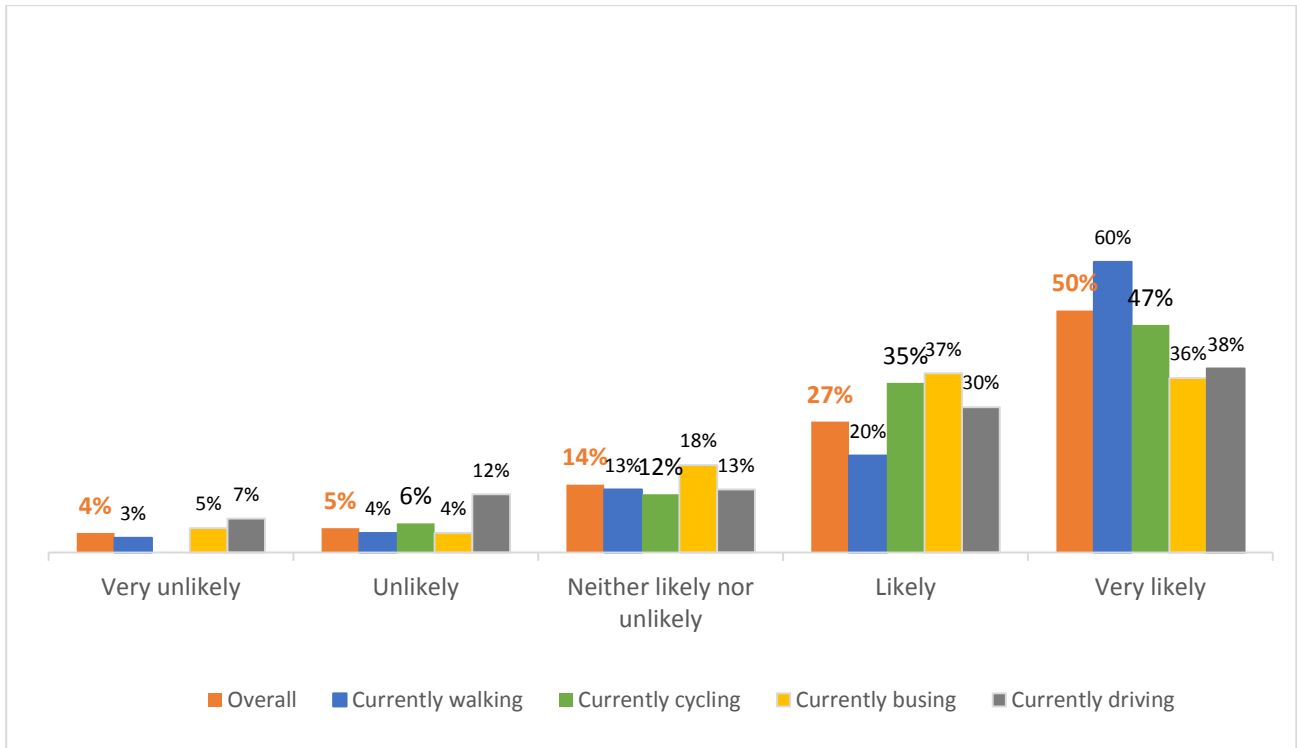
Note: This analysis has been run excluding those who identified themselves as visitors residing outside Auckland as this group can be expected to have a lower likelihood of return visit, irrespective of streetscape changes.

In interpreting the results presented in this section, it is also important to note that respondents were not asked to consider their reason for visit when evaluating their likelihood of walking, cycling or busing to Karangahape Road after the upgrade. For example, a respondent who currently drives to work in the area may be likely to walk to the area for shopping or to use restaurants and cafes after the upgrade but would continue to drive for work. While some respondents may mode-switch as a result of the upgrade, others may increase the number of visits they make to the area and use different modes for these new trips (or a combination of both).

Impact on Walking Behaviour

- Upon an upgrade of Karangahape Road (where there would be less on-street parking and a cycle lane available), almost four in five respondents (77%) said they would be *likely* or *very likely* to walk to the area. Among those who did not walk to the area on the day of the interview, 72% would be *likely/very likely* to walk for at least some trips after the upgrade.
- Likelihood of walking was significantly higher among those who walked to Karangahape Road on the day of the interview (80%) and also those visiting because they live nearby (91%). Those visiting the area for less than 30 minutes are also significantly more likely to walk after the upgrade (83%).
- In contrast, those staying in the area for more than two hours (15%) and those living outside the Karangahape Road area (but within the Auckland region) (11%) were over-represented among those unlikely to walk after the upgrade.
- The impact of the proposed cycleway and less on-street parking can be expected to result in some mode switching and/or additional walking trips, 73% of those who travelled by bus on the day of the interview and 68% of those travelling by car stating that they would be *likely* or *very likely* to walk into the Karangahape Road area.

Figure 5.3: Likelihood of Visiting Karangahape Road by Foot After Upgrade – Overall, and By Current Mode Used (%)



Base: n=544 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses)

Table 5.4: Likelihood of Visiting Karangahape Road by Foot After Upgrade, by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Total Likely	Neither/Not	Total Unlikely	Mean Rating (out of 5) ⁷
TOTAL (N=544)	77	14	9	4.2
By Mode of Transport				
Cycle (n=17)	89	11	0	4.2
Walk (n=306)	81 ↑	13	6 ↓	4.3
Bus (n=118)	73	18	9	3.9
Car (n=94)	68 ↓	13	19 ↑	3.8
By Place of Residence				
Karangahape Road area (n=154)	84 ↑	1 ↓	5	4.4
Other Auckland (n=390)	74 ↓	15 ↑	11	4.0
By Reason for Visit				
Work/business (n=179)	74	16	10	4.1
Shopping (n=130)	79	9	12	4.1
Restaurants, cafes (n=89)	76	15	9	4.1
Sightseeing (n=51)	82	12	6	4.3
Education/study (n=65)	74	17	9	4.1
Live nearby (n=55)	91 ↑	5	4	4.6
By Interview Location				
K Road at Gundry Street (n=70)	84	11	4	4.4
City side of motorway overbridge (n=81)	70	21	9	4.1
Beresford Square (n=52)	62 ↓	25	13	3.8
K Road at Pitt Street (n=75)	75	9	16 ↑	4.1
St Kevin's Arcade (n=50)	88	2	10	4.2
Outside food court (n=69)	84	4	12	4.3
K Road at Upper Queen Street (n=70)	80	13	7	4.2
K Road at City Road (n=76)	74	24	2 ↓	4.0

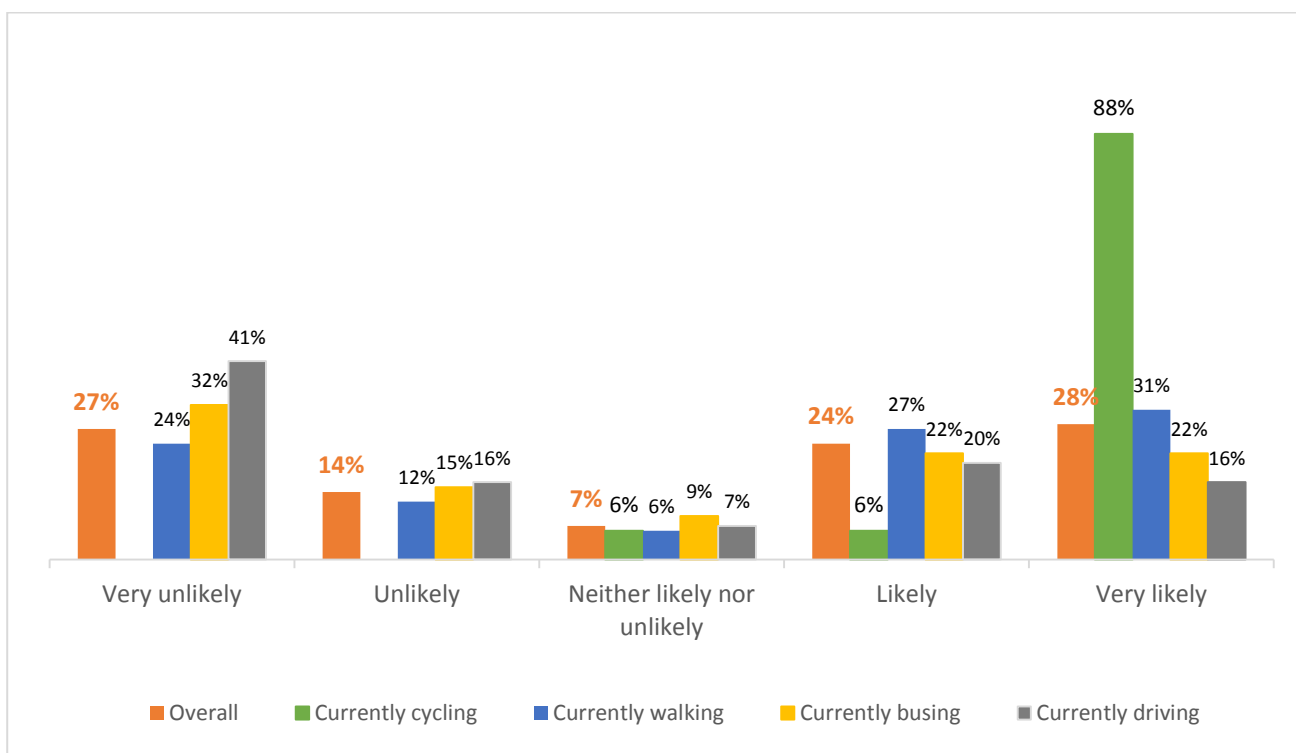
Base: n=544 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

⁷ Where '5' equates with all respondents being *very likely* to walk.

Impact on Cycling Behaviour

- Upon an upgrade of Karangahape Road (where there would be less on-street parking and a cycle lane available), over half of those interviewed (52%) said they would be *likely* or *very likely* to cycle to this area. Among those who did not cycle to the area on the day of the interview, 50% would be *likely/very likely* to cycle for some reason after the upgrade.
- Likelihood of cycling was significantly higher among those who walked to Karangahape Road on the day of the interview (58%) and also those visiting because they live nearby (67%). Males (55%) and those aged between 25 and 44 years (59%) were also significantly more likely to cycle after the upgrade. In contrast, visitors aged 45 years or older (55%) were over-represented among those unlikely to cycle after the upgrade.
- The impact of the proposed cycleway and less on-street parking can be expected to result in some mode switching and/or additional cycling trips, 44% of those who travelled by bus on the day of the interview and 36% of those travelling by car stating that they would be *likely* or *very likely* to cycle into the Karangahape Road area.

Figure 5.3: Likelihood of Visiting Karangahape Road by Bike After Upgrade – Overall, and By Current Mode Used (%)



Base: n=542 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses)

Table 5.4: Likelihood of Visiting Karangahape Road by Bike After Upgrade, by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Total Likely	Neither/Not	Total Unlikely	Mean Rating (out of 5) ⁸
TOTAL (N=542)	52	7	41	3.1
By Mode of Transport				
Cycle (<i>n=17</i>)	94	6	0	4.8
Walk (<i>n=304</i>)	58 ↑	6	36	3.3
Bus (<i>n=117</i>)	44 ↓	9	47	2.9
Car (<i>n=95</i>)	36 ↓	7	57 ↑	2.5
By Place of Residence				
Karangahape Road area (<i>n=153</i>)	56	5	39	3.2
Other Auckland (<i>n=389</i>)	50	8	42	3.1
By Reason for Visit				
Work/business (<i>n=180</i>)	48	7	45	3.0
Shopping (<i>n=129</i>)	53	4	43	3.1
Restaurants, cafes (<i>n=88</i>)	49	7	44	3.0
Sightseeing (<i>n=51</i>)	57	12	31	3.3
Education/study (<i>n=64</i>)	52	9	39	3.1
Live nearby (<i>n=54</i>)	67 ↑	4	29	3.6
By Interview Location				
K Road at Gundry Street (<i>n=69</i>)	60	7	33	3.4
City side of motorway overbridge (<i>n=81</i>)	45	12	43	2.9
Beresford Square (<i>n=53</i>)	55	6	39	3.1
K Road at Pitt Street (<i>n=76</i>)	43	4	53 ↓	2.9
St Kevin's Arcade (<i>n=50</i>)	56	0	44	3.2
Outside food court (<i>n=69</i>)	51	9	40	3.2
K Road at Upper Queen Street (<i>n=68</i>)	56	4	40	3.2
K Road at City Road (<i>n=75</i>)	55	12	33	3.3

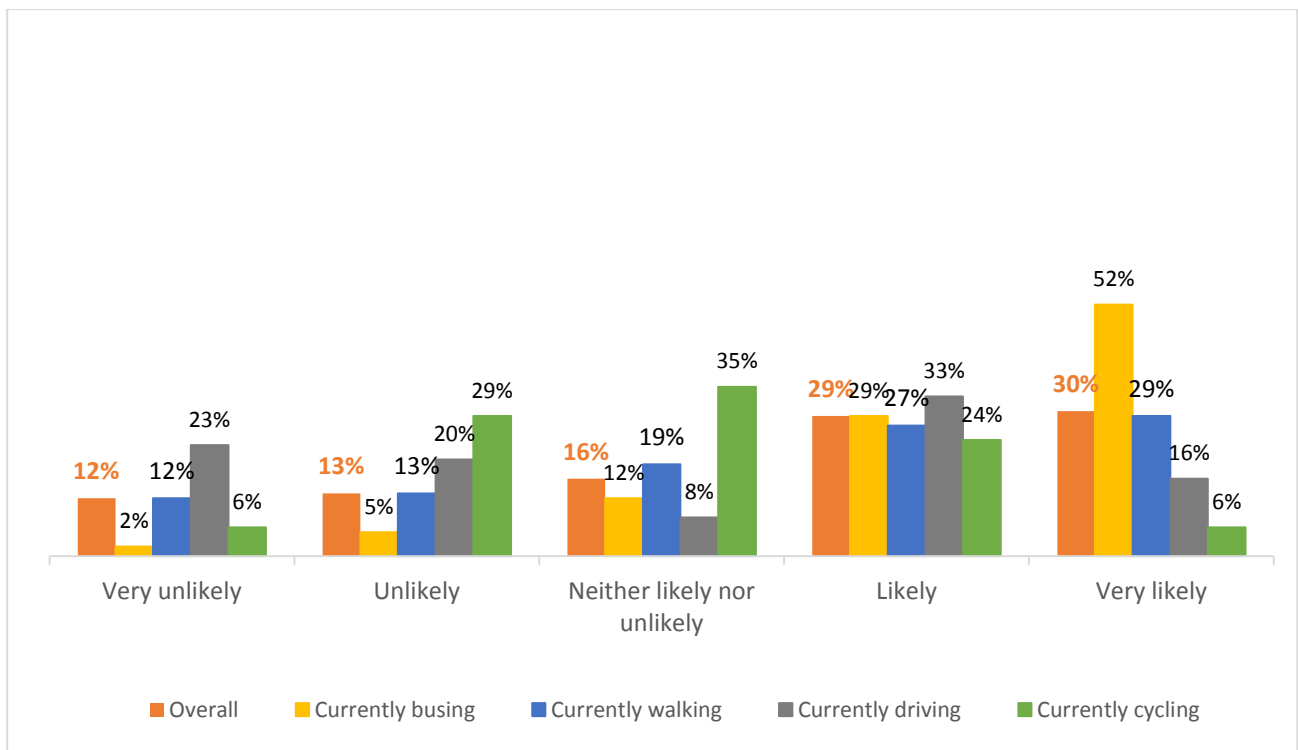
Base: n=542 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

⁸ Where '5' equates with all respondents being very likely to cycle.

Impact on Travelling by Bus

- Upon an upgrade of Karangahape Road (where there would be less on-street parking and a cycle lane available), over half of respondents (59%) said they would be *likely* or *very likely* to travel by bus to this area. Among those who did not bus to the area on the day of the interview, 53% would be *likely/very likely* to bus after the upgrade.
- Likelihood of using the bus was significantly higher among those who used the bus to get to Karangahape Road on the day of the interview (81%) and also those interviewed near St Kevin’s Arcade (82%).
- In contrast, those interviewed at the Upper Queen Street intersection (35%), those who live in the area (32%), males (29%) and those visiting the area five days a week or more (29%) were over-represented among those unlikely to use the bus to get to Karangahape Road after the upgrade.
- The impact of the proposed cycleway and less on-street parking can be expected to result in some mode switching and/or additional bus trips, 49% of those travelling by car stating that they would be *likely* or *very likely* to use the bus to get to the Karangahape Road area.

Figure 5.3: Likelihood of Visiting Karangahape Road by Bus After Upgrade – Overall, and By Current Mode Used (%)



Base: n=545 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses)

Table 5.4: Likelihood of Visiting Karangahape Road by Bus After Upgrade, by Mode of Transport, Residential Location, Reason for Visit and Location of Interview (%)

	Total Likely	Neither/Not	Total Unlikely	Mean Rating (out of 5) ⁹
TOTAL (N=545)	59	16	25	3.5
By Mode of Transport				
Bus (n=118)	81 ↑	12	7 ↓	4.2
Walk (n=305)	56	19	25	3.5
Car (n=96)	49 ↓	8	43 ↑	3.0
Cycle (n=17)	30	35	35	2.9
By Place of Residence				
Karangahape Road area (n=153)	55	13	32 ↑	3.4
Other Auckland (n=392)	61	17	22 ↓	3.6
By Reason for Visit				
Work/business (n=181)	57	17	26	3.5
Shopping (n=130)	56	16	28	3.4
Restaurants, cafes (n=88)	45 ↓	23	32	3.3
Sightseeing (n=51)	49	29 ↑	22	3.5
Education/study (n=65)	65	21	14	3.8
Live nearby (n=55)	58	9	33	3.4
By Interview Location				
K Road at Gundry Street (n=70)	60	20	20	3.6
City side of motorway overbridge (n=81)	57	15	28	3.4
Beresford Square (n=53)	49	23	28	3.4
K Road at Pitt Street (n=76)	64	12	24	3.6
St Kevin's Arcade (n=50)	82 ↑	6	12 ↓	4.2
Outside food court (n=69)	61	12	27	3.6
K Road at Upper Queen Street (n=68)	48 ↓	17	35 ↑	3.1
K Road at City Road (n=76)	55	21	24	3.5

Base: n=545 (Residents of the Karangahape Road area and residents of the Auckland region, excluding 'Don't know' responses) • ↑ denotes result statistically significantly higher than for total sample; ↓ denotes result statistically significantly lower than for total sample. • Note: Table uses row percentages

⁹ Where '5' equates with all respondents being very likely to bus.

APPENDIX

Pre-Works Questionnaire

**AUCKLAND TRANSPORT – STREETScape ENHANCEMENTS
PRE-WORKS QUESTIONNAIRE FOR KARANGAHAPE ROAD**

Interviewer name: _____

 Date of interview: _____ Time of interview: _____

 Specific location of interview: _____
 Weather: _____

Good morning/afternoon/evening. My name is ... from Gravitass Research. We are doing a survey with people using the K Road area on behalf of Auckland Transport. Could I ask you some questions please?

Before we begin, can I just check whether you or anyone in your household works for Auckland Transport or Auckland Council or owns a business on Karangahape Road? ***If yes, thank and close. Record as ineligible. If necessary: Explain to business owners that there will be a separate survey for them.***

If unsure of age: And are you 15 years of age or older? ***If no, thank and close. Record as ineligible.***

And have you already completed this survey on this street? ***If yes, thank and close. Record as ineligible.***

Auckland Transport is planning to make some improvements to Karangahape Road and Upper Queen Street, including installing a cycleway on both sides of the road. The improvements may include new paving, street furniture, lighting, tree planting and more space for pedestrians. We'd like to find out what you think about Karangahape Road now and what improvements you would like to see made.

I would like to begin by asking about your trip to Karangahape Road today.

Q1. How did you get to the K Road area today?

Don't read out. Circle ONE only. If respondent used more than one mode of transport, record the one they spent the most time on/in.

- | | |
|---|---|
| <p>1. Private vehicle, as the driver</p> <p>2. Private vehicle, as a passenger
blades etc.</p> <p>3. Taxi</p> <p>4. Bus</p> <p>5. Cycle</p> | <p>6. Walked/jogged</p> <p>7. Non-motorised scooter, skateboard, roller
blades etc.</p> <p>Other <i>(Please state)</i>
_____</p> <p>99. Don't know</p> |
|---|---|

To Q2

All others to Q4

If came in a private vehicle as driver or passenger (codes 1 and 2 at Q1), ask:

Q2. Where did you park your vehicle today?

Don't read out. Circle ONE only

1. On-street parking on K Road **Ask Q3**
2. On-street parking on another nearby road within study area (*see map*)
(Street name if known) _____
3. Wilson car park, corner K Road and Gundry Street
4. Wilson car park Mercury Lane
5. Wilson car park City Road
6. Wilson car park Liverpool Street
7. Wilson car park Howe Street
8. Wilson car park – 450 Queen Street (entrance off Waverly St)
9. Wilson car park – 100 Symonds Street
10. Auckland Transport car park Upper Queen Street
11. Auckland Transport car park Beresford Square
12. Hopetoun Alpha Beresford Street
13. Private car park e.g. in an apartment building or office block
14. Other **(Please state)** _____
15. Parked outside the K Road area
16. Don't know
17. Didn't park (e.g. got dropped off)

If parked on K Road ask:

Q3. If you had not been able to find a park on K Road today, which one of the following would you have most likely done?

Read out. Circle ONE only

1. Parked on a side street in the K Road area
2. Parked in a car park building in the K Road area
3. Parked outside the K Road area but still visited the area
4. Parked outside the K Road area and not visited the area
5. Other **(Please state)** _____
6. Don't know

Q4. Why did you come to the K Road area today?

Don't read out. Circle ALL THAT APPLY. Probe: "What other reasons?"

- | | |
|---|---------------------------------------|
| 1. Work/business | 12. Visit/use a park or open space |
| 2. Education/study | 13. To use public transport |
| 3. Shopping | 14. Live here/nearby |
| 4. Just looking around/sightseeing | 15. To take a break from work |
| 5. Use restaurants/cafes/fast food | 16. Meeting family/friends/colleagues |
| 6. Accommodation (i.e. hotels, backpackers) | |
| 7. Use bars/night clubs | Other (Please state) |

- 8. Take part in entertainment, movies etc.
 - 9. Take part in an event
 - 10. Take part in cultural activities
 - 11. Take part in religious activities e.g. church
99. Don't know

Q5. How much money are you likely spend today in the K Road area?

If likely to spend nothing in area, record 0

\$

dollars

Or Circle ONE only

- Refused 9998
- Don't know 9999

Q6. How long do you intend to stay in the K Road area today (excluding the time you spend doing this survey)?

Read out if necessary. Circle ONE only

- 1. Less than 10 minutes
- 2. 10-29 minutes
- 3. 30-59 minutes
- 4. 1-2 hours
- 5. 3-5 hours
- 6. 6 hours or more
- 7. ***(Don't read)*** Haven't decided yet
- 8. ***(Don't read)*** Live in the area

And now some questions about your use of K Road and what you think of it.

Q7. How often do you come to K Road? ***If necessary:*** Would it be:

Read out if necessary. Circle ONE only

- 1. 5 or more days a week
- 2. 2 to 4 days a week
- 3. About once a week
- 4. Once or twice a month
- 5. A few times a year
- 6. Once a year or less often than this
- 7. This is the first time ever
- 8. ***(Don't read)*** Don't know

Q8. What do you think should have greater priority on K Road?

Read out. Circle ONE only

- 1. People walking
- 2. People on cycles
- 3. People in cars
- 4. People on buses
- 5. Other ***(please state)***
- 6. ***(Don't read)*** Not sure

Q9. On a scale of 0 to 10 where 0 is very poor and 10 is excellent (or any number in between), how would you rate K Road for **being easy to cross the street from one side to the other?**

Write in rating from 0 to 10. Don't know = 99. Interviewer: Write in whole numbers only

Q10. And using the same scale (where 0 is very poor and 10 is excellent, or any number in between), how would you rate K Road for **being a safe and pleasant environment?**

Write in rating from 0 to 10. Don't know = 99. Interviewer: Write in whole numbers only

Q11. What could Auckland Transport do to make K Road more pleasant to walk along?

Don't read out. Circle ALL THAT APPLY. Probe: "What else could Auckland Transport do?"

- | | | | |
|-----|--------------------------------------|-------|-----------------|
| 1. | Better paving | 4. | More crossings |
| 2. | Wider footpaths | 5. | Safer crossings |
| 3. | Fewer signs etc. on the footpath | | |
| | Other (<i>Please state</i>) | <hr/> | |
| 98. | Nothing else | | |
| 99. | Don't know | | |

Q12. What could Auckland Transport do to help you feel safer from cars and other traffic when on K Road?

Don't read out. Circle ALL THAT APPLY. Probe: "What else could Auckland Transport do to make you feel safer from traffic?"

- | | |
|-----|--|
| 1. | Less traffic |
| 2. | Slow the traffic down (reduce speed limit, speed bumps etc.) |
| 3. | More pedestrian crossings |
| 4. | More traffic light controlled pedestrian crossings |
| 5. | More policing |
| 6. | Close the street to cars completely |
| 7. | More room for pedestrians |
| 8. | Other (<i>Please state</i>) |
| 98. | Nothing else |
| 99. | Don't know |
-

Q13. What could Auckland Transport do to make K Road more physically attractive? ***Don't read out. Circle ALL THAT APPLY. Probe: "What else could Auckland Transport do to make the street more attractive?"***

- | | |
|-----|--------------------------------------|
| 1. | More trees |
| 2. | Fewer trees (for more sun) |
| 3. | More street gardens |
| 4. | More <u>native</u> planting |
| 5. | More street furniture |
| 6. | Better maintained gardens/plantings |
| 7. | Better maintained street furniture |
| 8. | Clean up rubbish/more rubbish bins |
| 9. | More artworks |
| 10. | Pedestrian linkages to the beach |
| | Other (<i>Please state</i>) |
| | <hr/> |
| 98. | Nothing else/no changes needed |
| 99. | Don't know |

Q14. How would you feel about dedicated cycle lanes being introduced into K Rd? These lanes would be separated from vehicle traffic. Would you be:

Read out. Single response. Rotate order – 1 to 5, and 5 to 1.

1. Very positive
2. Somewhat positive
3. Neutral (it wouldn't make any difference to you)
4. Somewhat negative
5. Very negative
99. **(Don't read)** Don't know

For responses 1 to 5, ask:

Q15. Why do you say that?

Write in. Don't know = 99

Q16. What things do you like most about K Road street environment? **If needed:** We are particularly interested in the street itself. **Probe: "What else do you like?"**

Write in. Nothing/don't like anything = 98. Don't know = 99

Q17. If Auckland Transport could only make **one** improvement to the K Road area, what would you like the one improvement to be?

Write in. Don't know = 99; No improvements needed = 98

Q18. If Auckland Transport upgraded K Road so that there were fewer cars parked on K Road, what difference do you think it would make to how you feel about the environment? Would you feel:

Read out. Single response. Rotate order – 1 to 4, and 4 to 1.

1. A lot more positive about this street/environment
2. A little more positive
3. A little more negative
4. A lot more negative about this street/environment
5. The upgrade wouldn't make any difference to how you feel about this street/environment
6. **(Don't read)** Other **(Please state)** _____
7. **(Don't read)** Don't know

For responses 1 to 6, ask:

Q19. Why do you say that?

Write in. Don't know = 99

Q20. If there were fewer car parks available on K Road itself and the cycleway had been built, how likely or unlikely would be you be to **[walk, cycle, travel by bus]** to the K Road area? Would you be:

Read out for each mode. Circle ONE only for each mode

	Walk	Cycle	Travel by bus
Very unlikely	1	1	1
Unlikely	2	2	2
(Don't read) Neither likely nor unlikely	3	3	3
Likely	4	4	4
Very likely	5	5	5
(Don't read) Don't know	6	6	6

Finally, just a couple of questions about you.

Q21. Which one of the following best describes you:

Read out. Circle ONE only

1. Resident of K Road area (check map)
2. Resident of Auckland region (from Wellsford to Pukekohe)
3. Visitor from elsewhere in New Zealand
4. Overseas visitor
5. **(Don't read)** Other **(Please state)** _____
99. **(Don't read)** Refused

Q22. Which one of the following best describes your age group:

Read out. Circle ONE only

- | | |
|--------------------------|--------------------------------|
| 1. Younger than 25 years | 3. 45-64 years |
| 2. 25 – 44 years | 4. 65 years or over |
| | 5. (Don't read) Refused |

Interviewer to code:

Q23. Is respondent:

- | | |
|-----------|---------|
| 1. Female | 2. Male |
|-----------|---------|

Thank you very much for your time and comments today. Just before you go, Gravitass randomly audits 10% of all interviews completed to check the quality of interviewing and the accuracy of the data recorded. To allow us to do this, could I have your name and an evening contact number please? **Write in.**

Interviewer: First name/initials are fine

Name: _____ Evening contact: _____

Enjoy the rest of your day/evening.

I certify that the information recorded on this form is a true and honest representation of the interview undertaken by me at the time and location indicated above, and as per instructions supplied by Gravitas.

Signed: _____