

Karangahape Road Enhancements Project Pedestrian Survey

Auckland Transport & Auckland Council | June 2018

gravitas



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Research Objectives and Method

Background and objectives

- The Karangahape Road Enhancements Project is a joint project between Auckland Transport and Auckland Council. The focus is retaining the street's unique character and life while supporting change. Proposed enhancements include changes to make it easier to walk and cycle along and around Karangahape Road such as the creation of a cycleway, 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 work¹.
- The objective of this research is to understand pedestrians' motivations for visiting, and use of, the area, pedestrians' current perceptions of Karangahape Road, information requirements in relation to the Enhancements Project, and what initiatives pre/during construction would be most likely to encourage pedestrians to continue visiting the area.
- The findings from this round of research provide a 'pre-works' benchmark. Further surveys are scheduled to take place during construction (May 2019) and post construction (May 2020) in order to monitor and understand the impact of the Enhancements Project on Karangahape Road pedestrians.

1. www.at.govt.nz/kroadproject

Research method

Data collection method



Every eligible **pedestrian*** was selected, approached and invited to participate in the survey at eight locations in the Karangahape Road area.

** Ineligible pedestrians include those aged younger than 15 years, business owners in the area and employees of Auckland Council or Auckland Transport*

Fieldwork dates



Pilot survey: 31st May 2018

Live survey: 8th June – 24th June 2018

Surveying was conducted from 7am-6pm

Sample size



Live survey: n=629

Response rate**



Live survey: 21%

**Completed surveys as a share of all eligible pedestrians/passengers approached.

Maximum margin of error*



$\pm 3.9\%$

** That is, were the research replicated, there would be a 95% chance of results falling within a range no greater than 5.7% higher or lower than reported results.*

Testing for true differences



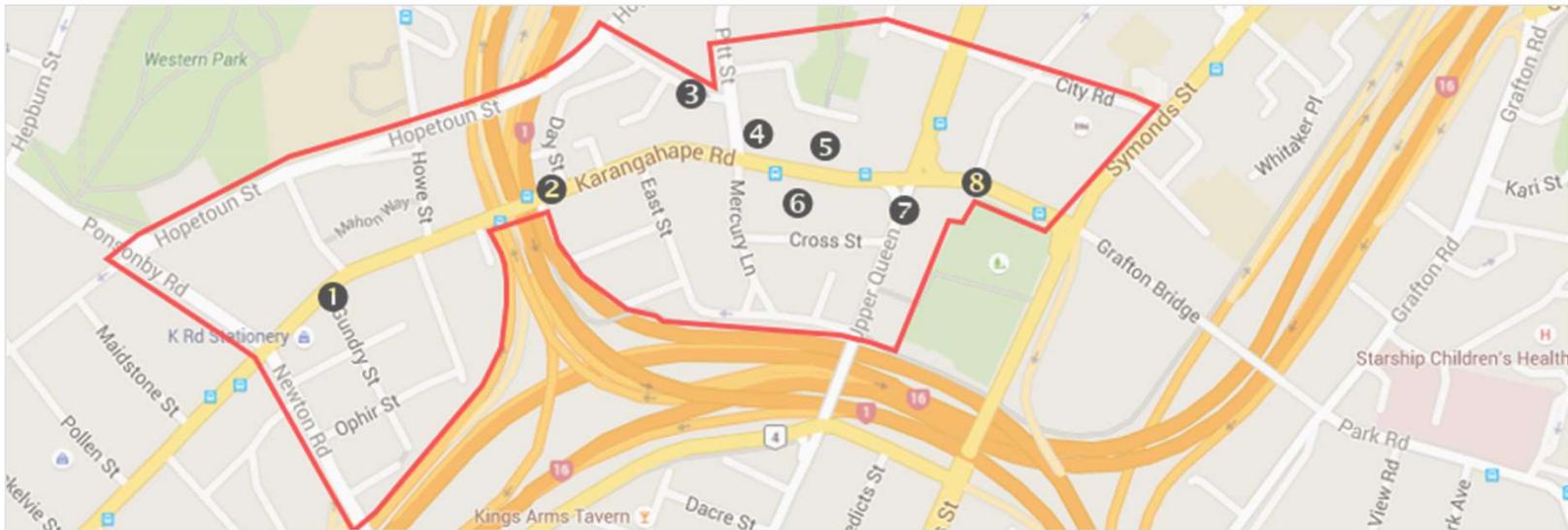
All results have been cross-tabulated by age, mode of transport, reason for visit, frequency of visit, time in the area, and interview location. Statistically-significant differences identified have been highlighted in the text.

Research method



Interviews were conducted at eight locations around the Karangahape Road area. Reflecting pedestrian volumes in the area, the greatest share of interviews were conducted around the Pitt Street/Karangahape Road intersection (Site 4: 19%) and St Kevin's Arcade (Site 5: 18%).

Surveys were completed on tablets by trained interviewing staff. The questionnaire used was designed by Gravitas in collaboration with the Auckland Council and Auckland Transport project teams.



Respondent profile



Location of interview	
Karangahape Road/Pitt Street	19%
St. Kevin's Arcade	18%
Food court on Karangahape Road	16%
City side of Karangahape Road overbridge	11%
Karangahape Road/City Road	10%
Karangahape Road/Upper Queen Street	9%
Karangahape Road/ Gundry Street	8%
Beresford Street (just off Pitt Street)	8%



Age	
Under 25 years	21%
25-44 years	40%
45-64 years	29%
65 years or over	11%



Place of residence	
Karangahape Road area	27%
Elsewhere in Auckland	64%
Elsewhere in New Zealand	3%
Overseas	6%



Day/time of interview	
Monday	15%
Tuesday	20%
Wednesday	8%
Thursday	3%
Friday	13%
Saturday	18%
Sunday	23%
Morning (7am- 12 noon)	24%
Afternoon (12 noon-4pm)	61%
Evening (4pm – 7pm)	15%



Domestic and overseas visitors' length of stay In Auckland	
1 day (today only)	12%
2 days	12%
3-4 days	9%
5-6 days	4%
7 days (1 week)	7%
8-14 days (1-2 weeks)	18%
15-28 days (2-4 weeks)	9%
29-60 days (1-2 months)	18%
60+ days (more than 2 months)	13%

Overseas visitors' reason for visit	
On holiday	37%
On a working visa	26%
Backpacking	16%
On a business trip	11%
On a working holiday visa	5%
On a study visa	5%

Base: n= 38



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Base: n= 57

Summary

Research summary

Pedestrian visit behaviour

- The most common reasons for visiting the Karangahape Road area were for **shopping** (37%), **work** (24%), or **using restaurants/cafes** (18%).
- Overall, the largest share of pedestrians (46%) stayed in the area for **less than an hour**; 39% stayed somewhere between two and six hours, with just 14% staying for longer than six hours.
- The greatest share of pedestrians interviewed (64%) **live in Auckland but outside the Karangahape Road area**. A quarter (27%) live in the area. Nine percent were domestic or international visitors.
- Over half (55%) of pedestrians surveyed travelled to Karangahape Road by **walking or running**; 22% drove and 19% caught the bus*. Only 1.5% cycled (including on e-bikes).
- More than three-quarters (79%) had (or intended) **spend money** in the Karangahape Road area during their visit. Average spend was \$38.

Perspectives on Karangahape Road

- Respondents were most positive about Karangahape Road being **pedestrian friendly** (84%), **accessible to everyone** (79%) and **creative/inspiring** (77%).
- In contrast, perceptions were least positive about the area being **bicycle friendly** (33% - including only 4 of the 11 cyclists) and **green and leafy** (31%).

* **Important Note:** This survey was conducted with pedestrians. Consequently, visitors to the area using non-pedestrian modes will have been under-represented. For example, those who drove or cycled directly to and from their destination are unlikely to have been surveyed.

Research summary

Awareness and knowledge of Karangahape Road Enhancements Project

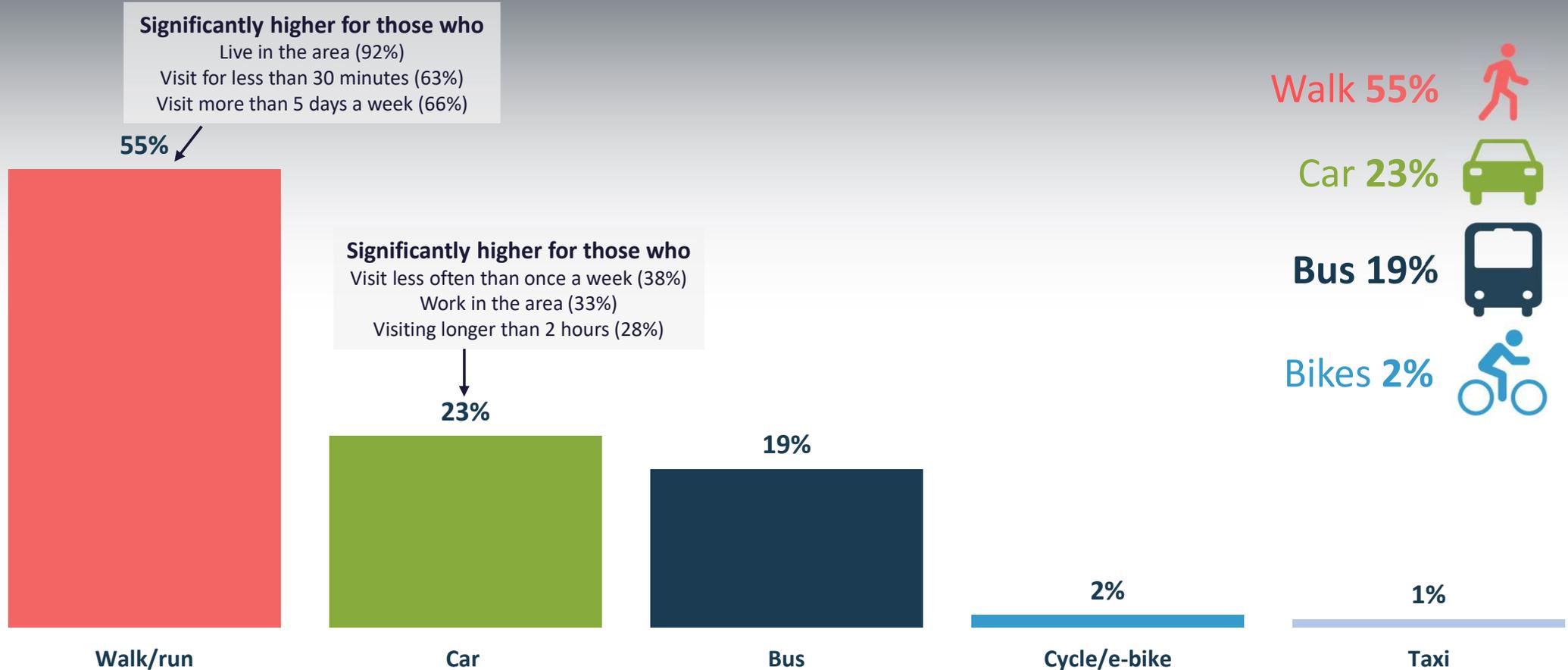
- Thirty-nine percent said they were aware of the Karangahape Road Enhancements Project, however only 12% described themselves as well informed. Sixty-one percent of respondents knew nothing about the Project at all.
- The most common source of information about the Project was from **posters or flyers** (42%) or **word of mouth** (23%).
- Pedestrians would most like information about the **construction plan/design** (14%) and **project timelines** (14%). However, 38% said they did not need any information about the Project.

Encouragement to continue visiting during construction

- **Pedestrian safety measures** (26%) including **making it easy to cross the road** (14%), and **easy access to buildings/no footpath closures** (10%) are most frequently suggested by pedestrians as initiatives that would encourage them to continue visiting the Karangahape Road area during construction.
- Of the six specific initiatives canvassed on, pedestrians felt that **clean and tidy construction sites** (56%), **clear signage** (51%) and **on-street activities** (51%) would make a big difference in encouraging visits during construction.
- In contrast, shops/businesses remaining open later and events during construction would make the least difference (38% and 32% respectively saying these would make no difference to their decision to visit during the construction).

Pedestrian Visit Behaviour

Mode of travel to Karangahape Road



Important Note: This survey was conducted with pedestrians. Consequently, visitors to the area using non-pedestrian modes will have been under-represented. For example, those who drove or cycled directly to and from their destination are likely to be under-represented.

Reason for visit to Karangahape Road – by mode

	Reasons for visit	Total	 Walk/run	 Car	 Bus	 Cycle
	Shopping	37%	35%	3%	43%	n=3
	Work/business	24%	18%	23%	35%	n=4
	Restaurant, cafes, fast food	18%	16%	21%	20%	n=4
	Live nearby	14%	24%	4%	0%	n=2
	Sightseeing	12%	14%	11%	10%	n=2
	Meeting family/friends/colleagues	10%	6%	20%	10%	n=2
	Sports/recreation	5%	7%	3%	2%	0
	Education/study	3%	4%	3%	4%	0
	Use bars/night clubs	2%	2%	1%	3%	0
	Access public transport	2%	2%	0%	4%	0
	Passing through/on way elsewhere	2%	4%	1%	0%	0
	Base:	629	343	141	122	11

Activity on Karangahape Road – by mode



Time spent in area	Total				
Less than 10 minutes	15%	16%	12%	14%	n=3
10-29 minutes	18%	22%	14%	13%	-
30-59 minutes	13%	14%	16%	10%	-
1-2 hours	22%	20%	21%	28%	n=3
2-3 hours	8%	4%	11%	11%	n=3
3-5 hours	5%	4%	7%	3%	-
5-6 hours	2%	2%	2%	2%	-
More than 6 hours	14%	11%	17%	18%	n=2
Haven't decided yet	<1%	1%	-	-	-
Live in the area	4%	6%	1%	-	-
Median time spent	1-2hrs	30-60mins	1-2hrs	1-2hrs	1-2hrs
Base:	629	343	122	141	11



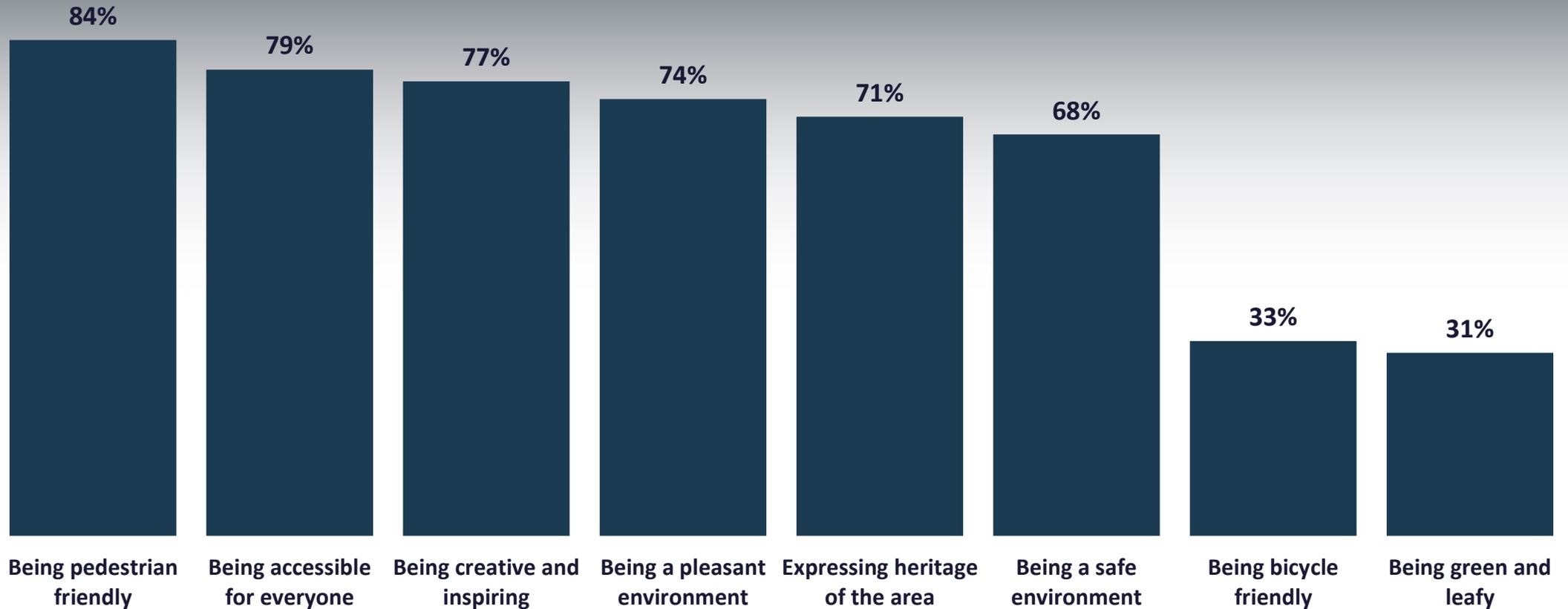
Frequency of visit	Total				
Five or more days a week	46%	56%	39%	28%	64%
Two to four days a week	18%	19%	16%	16%	9%
About once a week	10%	7%	16%	12%	-
At least once a week	74%	82%	71%	55%	73%
Once or twice a month	13%	7%	18%	26%	9%
A few times a year	6%	4%	7%	10%	9%
Once a year or less often	4%	2%	3%	9%	9%
First visit today	3%	5%	1%	-	-
Median frequency (per wk)	2-4days	5days	5days	1day	5days
Base:	629	343	122	141	11



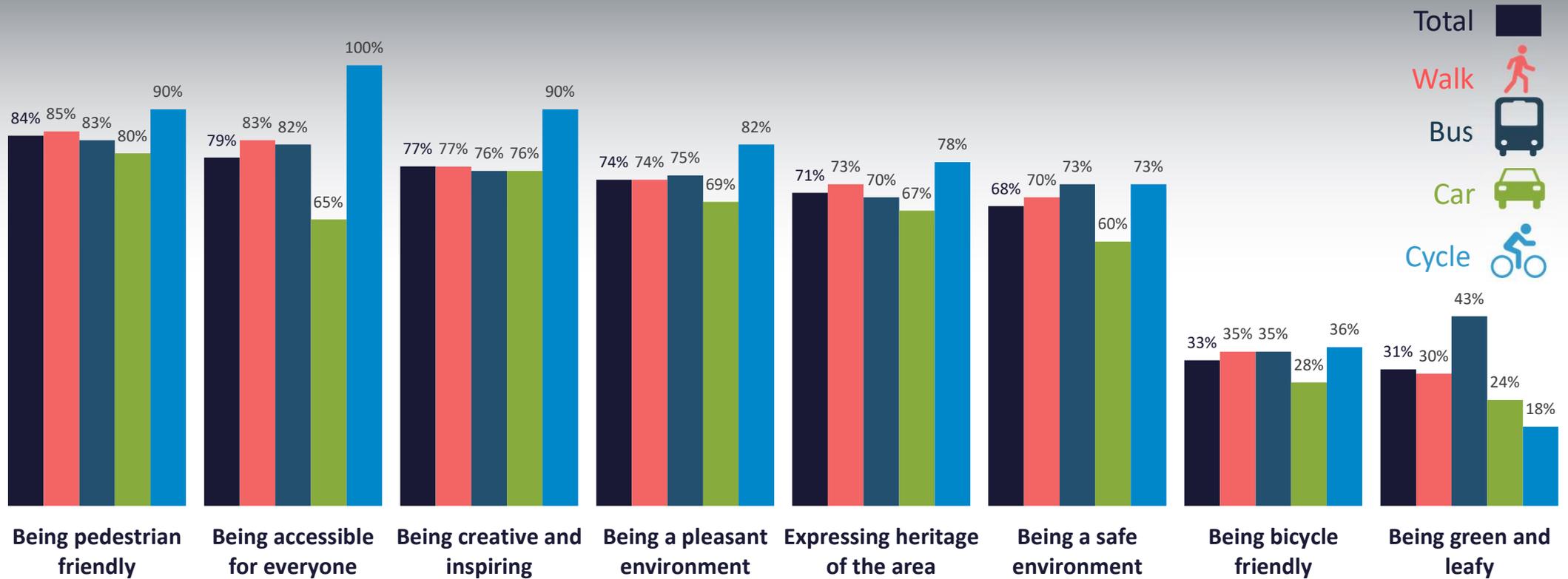
Spend during visit	Total				
Spend nothing	21%	26%	15%	16%	9%
Average spend	\$38	\$35	\$29	\$54	\$26
Base:	610	330	119	140	11

Pedestrians' Perceptions of Karangahape Road

Perceptions of Karangahape Road



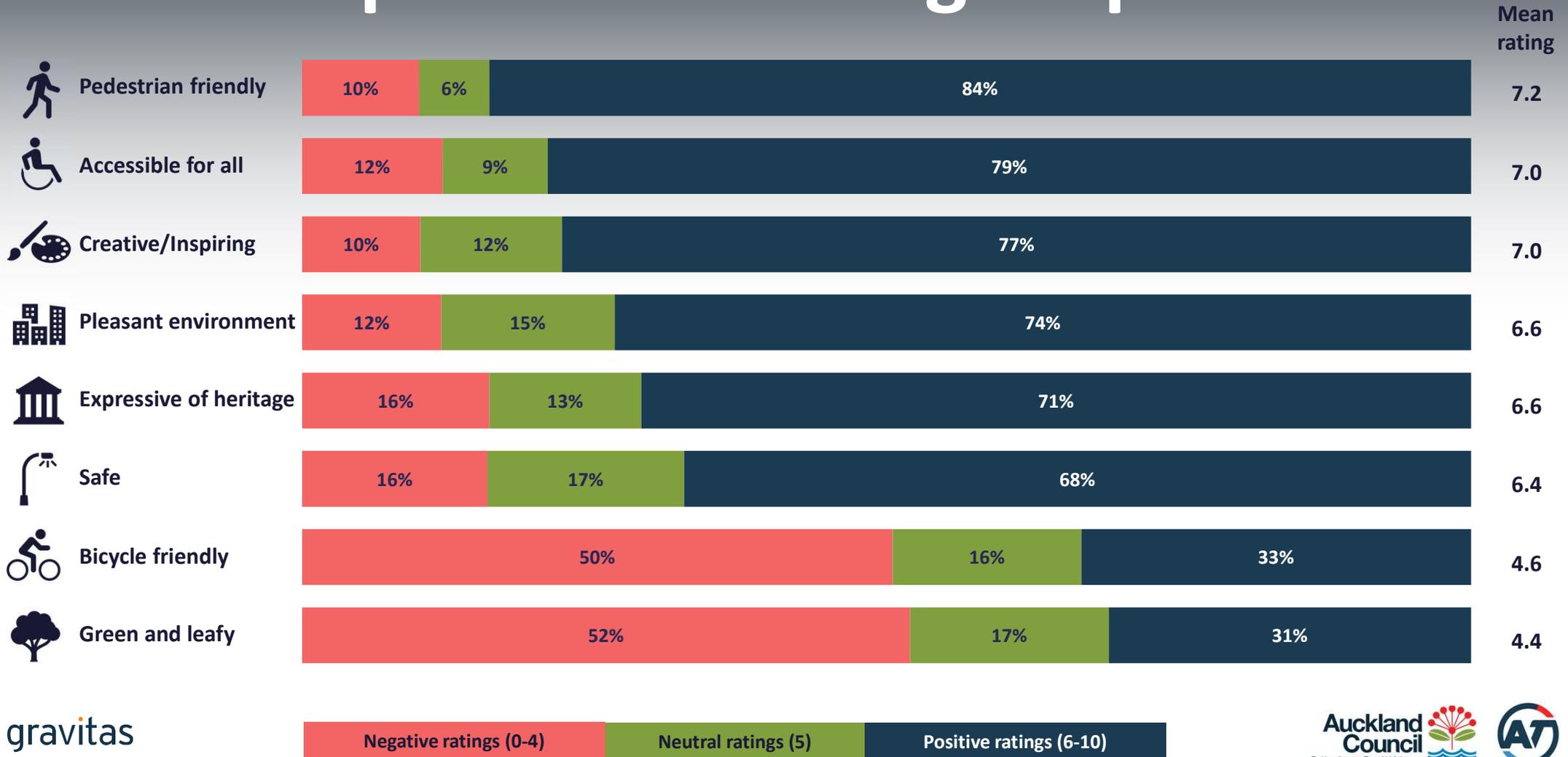
Perceptions of Karangahape Road – by mode



Positive ratings (6-10 out of 10)

Note: Sample size for cycles is small (n=11); consequently results should be considered indicative only

Perceptions of Karangahape Road



Is Karangahape Road pedestrian friendly?



Significantly **lower** positive responses:

- Those who live in the area (73%)
- Those interviewed at Gundry St (71%), Beresford Square (77%) or Upper Queen St (81%)

Significantly **higher** positive responses:

- Cyclists (90%)
- Those in the area for education (90%)
- Those interviewed at Pitt St (88%) or at City Rd (90%)

Is Karangahape Road accessible?



Significantly **lower** positive responses:

- Those interviewed at Gundry St (72%)

Significantly **higher** positive responses:

- Cyclists (100%)
- Those aged 65 years + (92%)
- Those visiting Auckland (87%)
- Those in the area for sightseeing (83%)
- Those interviewed near the motorway over-bridge (82%) or at City Rd (82%)

Is Karangahape Road creative/inspiring?



10%

12%

77%

Mean
rating
7.0

Significantly **lower** positive responses:

- Those in the area for education (68%)
- Those interviewed at Gundry St (74%) or City Rd (72%)

Significantly **higher** positive responses:

- Cyclists (90%)
- Those who live in the area (90%)
- Those in the area for sightseeing (85%)
- Those interviewed at St Kevin's Arcade (85%)

Is Karangahape Road a pleasant environment?



Significantly **lower** positive responses:

- Those in the area for education (55%)
- Those interviewed at Beresford Square (66%) or Upper Queen St (64%)

Significantly **higher** positive responses:

- Those in the area for sightseeing (84%)
- Those who live in the area (82%)
- Visitors to Auckland (82%)
- Those aged 65 years + (80%)
- Those interviewed at St Kevin's Arcade (80%) or City Rd (78%)

Is Karangahape Road expressive of heritage?



16%

13%

71%

Mean
rating
6.6

Significantly **lower** positive responses:

- Those who live in the area (45%)
- Those interviewed at Gundry St (67%) or City Rd (60%)

Significantly **higher** positive responses:

- Those visiting for 30-60 minutes (83%)
- Those in the area for shopping (83%)
- Those aged 65 years + (82%)
- Those in the area for sightseeing (78%)
- Those interviewed at St Kevin's Arcade (77%), Upper Queen St (77%) or Beresford Square (75%)

Is Karangahape Road safe?



16%

17%

68%

Mean
rating
6.4

Significantly **lower** positive responses:

- Those interviewed at Beresford Square (55%)

Significantly **higher** positive responses:

- Those aged 65 years + (85%)
- Visitors to Auckland (82%)

Is Karangahape Road bicycle friendly?



50%

16%

33%

Mean
rating
4.6

Significantly **lower** positive responses:

(There are no groups with a significantly lower share of positive responses)

Significantly **higher** positive responses:

- Those who live in the area (63%)
- Those in the area for education (41%)
- Those who visit once a week (40%)
- Those interviewed at Upper Queen Street (47%) or City Rd (46%)

Note that only 36% of cyclists gave a positive rating for Karangahape Road being bicycle friendly.

Is Karangahape Road green and leafy?



52%

17%

31%

Mean
rating
4.4

Significantly **lower** positive responses:

- Cyclists (18%)
- Those who live in the area (24%)

Significantly **higher** positive responses:

- Visitors to Auckland (35%)
- Those aged 65 years + (35%)
- Those interviewed at City Rd (41%) or Upper Queen St (40%)

Information on Karangahape Road Enhancements Project

How informed are pedestrians of enhancements?



Pedestrians not informed are significantly **more likely** to be those...

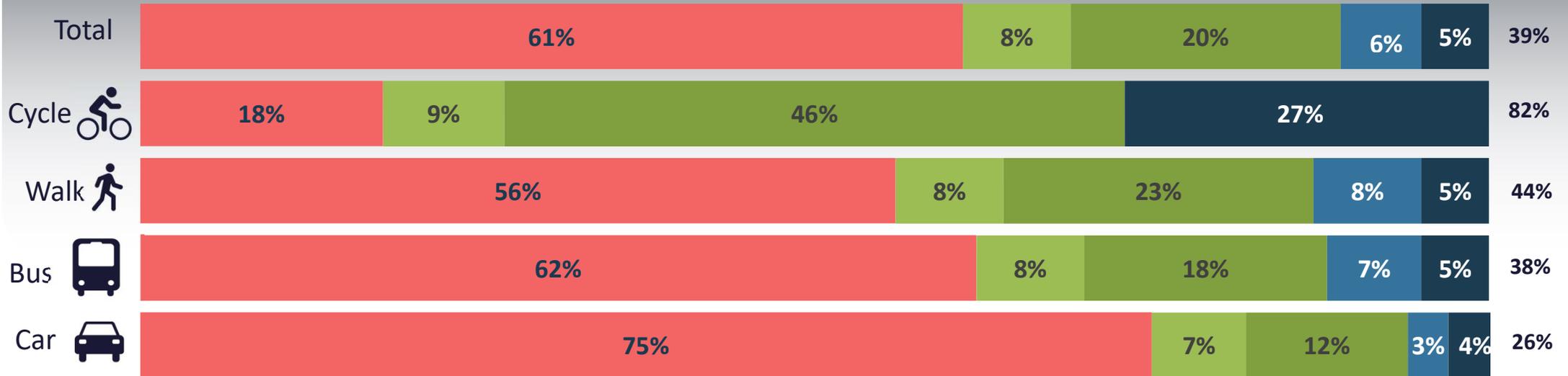
- Visiting Auckland (88%)
- Visiting less than once a week (81%)
- Who travel by car (75%)
- In the area for sightseeing (74%)
- Who live elsewhere in Auckland (65%)
- Interviewed at St Kevin's Arcade (74%) or at City Rd (73%)

Pedestrians aware of enhancements are significantly **more likely** to be...

- Cyclists (82%)
- Residents in the area (58%)
- Visiting the area 5+ days a week (51%)
- Those interviewed at Upper Queen St (52%), at Beresford Square (49%) or at Gundry St (49%)

How informed are pedestrians – by mode

Total aware to some extent



Cyclists are significantly more likely to be informed when compared with the total, however it is important to note the small sample size of cyclists (n=11). After cyclists, those who walk are more likely to be informed to some extent (44%), while those who drive are least likely to be informed (26%)



Sources of information about Enhancements Project

		How you heard about enhancements project	Total				
In writing 		Posters/signs/flyers Especially Karangahape Road residents (53%)	42%	47%	42%	24%	25%
		Newsletters Especially Karangahape Road residents (32%) and those walking/running (25%)	20%	25%	11%	12%	-
		Newspaper Especially those aged 45-64 (20%)	13%	12%	11%	20%	13%
In person 		Word of mouth	23%	18%	28%	40%	25%
		Pop-up project hub Especially Karangahape Road residents (14%)	9%	10%	6%	8%	13%
		Someone visited to inform me	4%	5%	3%	-	-
		Open streets/public events	6%	4%	6%	4%	38%
Online 		Other social media Especially those who spend 1-2 hours in the area (21%) and those aged 45-64 (20%)	11%	10%	11%	12%	13%
		Auckland Council website	8%	10%	6%	4%	-
		Facebook Especially those aged 28-44 years (13%)	8%	8%	8%	8%	13%
		Some other website	7%	7%	6%	4%	13%
Other		Other	3%	4%	-	4%	-
		K' Road Business Association	2%	1%	3%	-	-

Pedestrians' preferred information sources

How you would you like to be informed about Enhancements Project?		Total				
Don't want any information Especially those sightseeing (30%), who visit less than once a week (31%), visitors to Auckland (48%)		16%	16%	16%	19%	46%
In writing 	Email newsletter Especially those who visit 5+ days a week(44%)	38%	39%	37%	37%	46%
	Posters/signs/flyers Especially those who visit 5+ days a week (36%), residents (39%)	30%	30%	35%	23%	46%
	Newspaper	4%	3%	6%	6%	-
	Mail	4%	6%	3%	1%	-
	Other social media Especially those under 25 (22%)	16%	15%	12%	19%	18%
Online 	Auckland Council website	10%	11%	9%	9%	9%
	Facebook Especially those younger than 25 years (15%), who stayed 1-2 hours (14%) and visit 2-4 days a week (17%)	9%	10%	5%	11%	9%
	Some other website Especially those working in the area (14%)	8%	8%	7%	6%	18%

Pedestrians' information requirements

Would like information about...	Total (n=)	 (n=)	 (n=)	 (n=)	 (n=)
Construction plan/design Especially Karangahape Road residents (42%)	29	22	3	2	2
Project timeline	28	19	6	2	1
Reason for changes/enhancements Especially Karangahape Road residents (17%)	9	5	1	3	-
Anticipated impact on businesses (likely closures etc)	6	3	2	1	-
Access during works	6	4	1	-	1
Changes to transport proposed	6	2	2	1	1
Cycling facilities/lanes	6	3	1	2	-
Plan for ensuring safety of homeless people	5	3	1	-	1
Disruptions	5	3	1	1	-
Impact on historic architecture	5	3	1	-	-
Impacts on parking – location, amount etc.	4	1	-	3	-
Updates on progress	4	2	2	-	-

Pedestrians' information requirements (full list)

Would like information about...	(n=)
Construction plan/design	29
Project timeline	28
Reasons for changes/enhancements	9
Anticipated impact on businesses (likely closures etc)	6
Access during works	6
Changes to transport proposed	6
Cycling facilities/lanes	6
Plan for ensuring safety of homeless people	5
Disruptions	5
Impact on historic architecture	5
Impacts on parking – location, amount etc	4
Updates on progress	4
Information about community events	2
Information about City Rail Link	2
Information about consultation	1
Impact on residents (e.g. rubbish collection)	1
Where to find information	1
Changes to footpaths	1
Recognition of the creative community	1
Whether the area will be kept clean	1
Cost of the enhancements	1

Base: Those who are somewhat, quite well or very well informed about enhancements (n= 91).

Encouraging Pedestrians to Visit Karangahape Road During Construction

Pedestrian suggestions to encourage visiting during construction

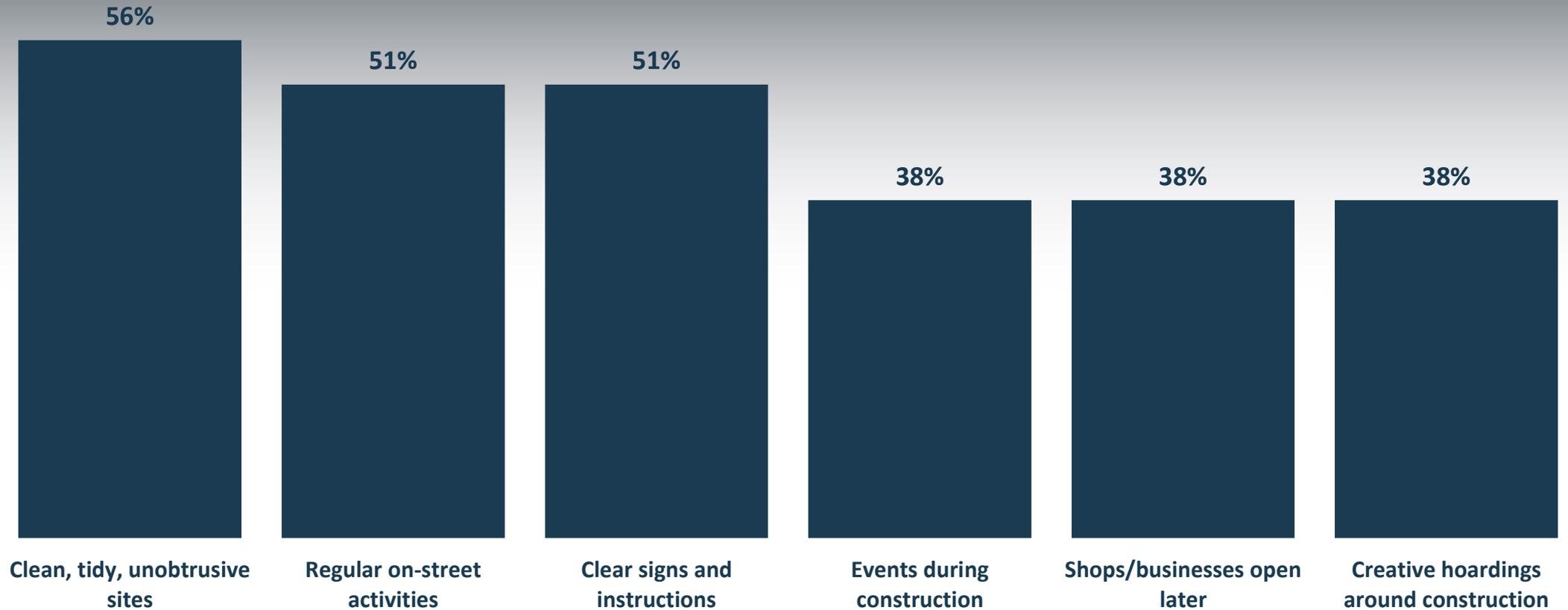
What would encourage you to visit during construction?		Total				
Accessibility 	Pedestrian safety measures Especially those walking/running (30%) and those spending less than 30 mins (36%)	26%	30%	19%	17%	50%
	Easier to cross the road Especially those walking/running (16%), those spending less than 30 mins (21%), those interviewed on motorway over-bridge (25%)	14%	16%	10%	10%	-
	Shops/businesses accessible e.g. no footpath closure Especially those who live nearby (19%), those interviewed at Beresford Square (20%) or Upper Queen Street (25%)	10%	12%	7%	7%	20%
	Partial road closure	9%	9%	8%	7%	20%
Entertainment 	Static displays, street art etc Especially sightseers (15%)	8%	8%	9%	6%	50%
	More entertainment/free events Especially sightseers (17%), visitors to Auckland (20%)	8%	7%	9%	7%	20%
Parking 	Cheaper/free parking Especially drivers (19%), those who stayed 1-2 hrs (13%), who visit less than once a week (16%) and Aucklanders not living on K' Road (9%)	7%	5%	3%	19%	10%
	More parking/fewer restrictions Especially drivers (16%), those who visit less than once a week (13%) and those surveyed at Gundry St (13%)	6%	4%	1%	16%	20%
Shops/ restaurants 	Discounts for stores Especially sightseers (12%), visitors to Auckland (14%)	5%	5%	5%	3%	30%
	Shops/restaurants remain open Especially drivers (8%), those staying 1-2 hrs (10%), Aucklanders not living on K'Road (6%)	5%	3%	7%	8%	10%
Will continue visiting no matter what		36%	36%	38%	36%	10%

Base: n= 561 Note: this question was asked unprompted. Showing responses of 5% or higher.

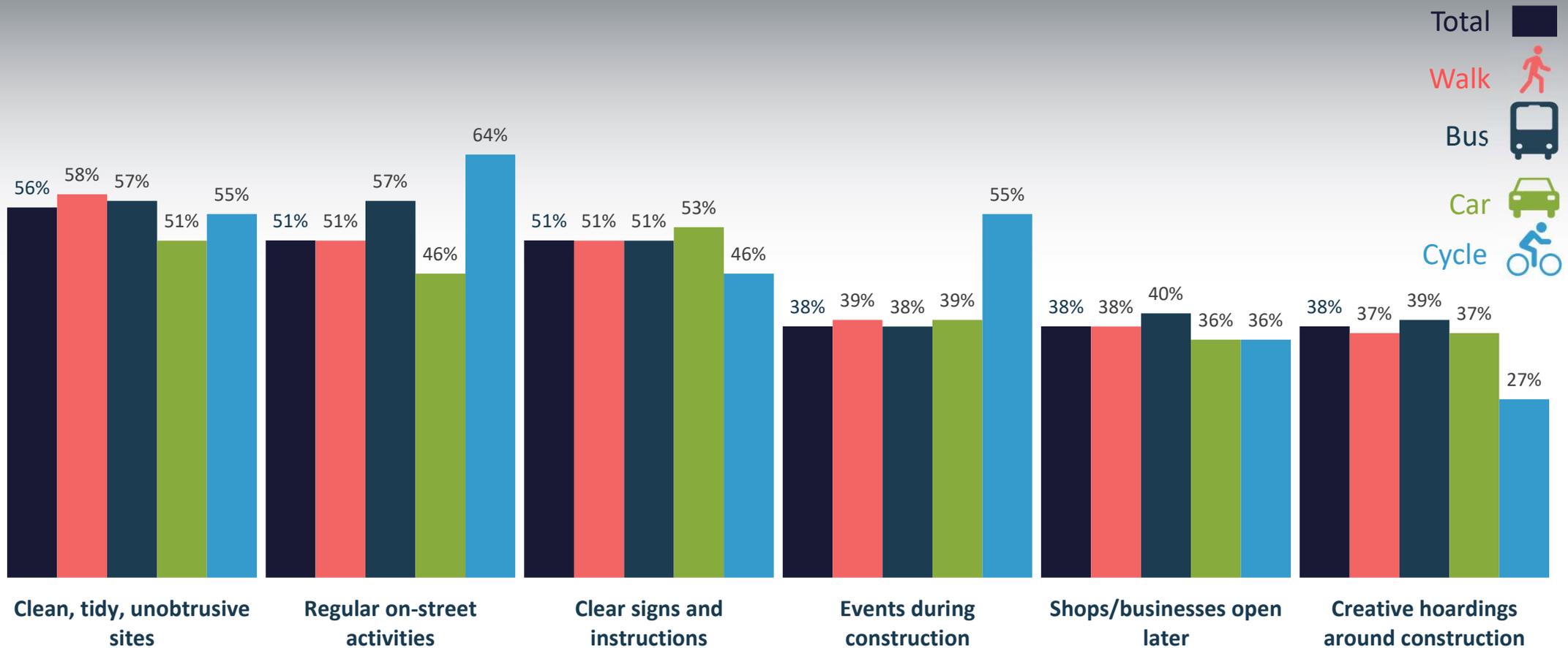
Green text indicates a significantly larger share and red indicates a significantly lower share

Note: Sample size for cyclists is small, consequently results should be considered indicative only

Pedestrian reaction to council-supported initiatives to encourage visits

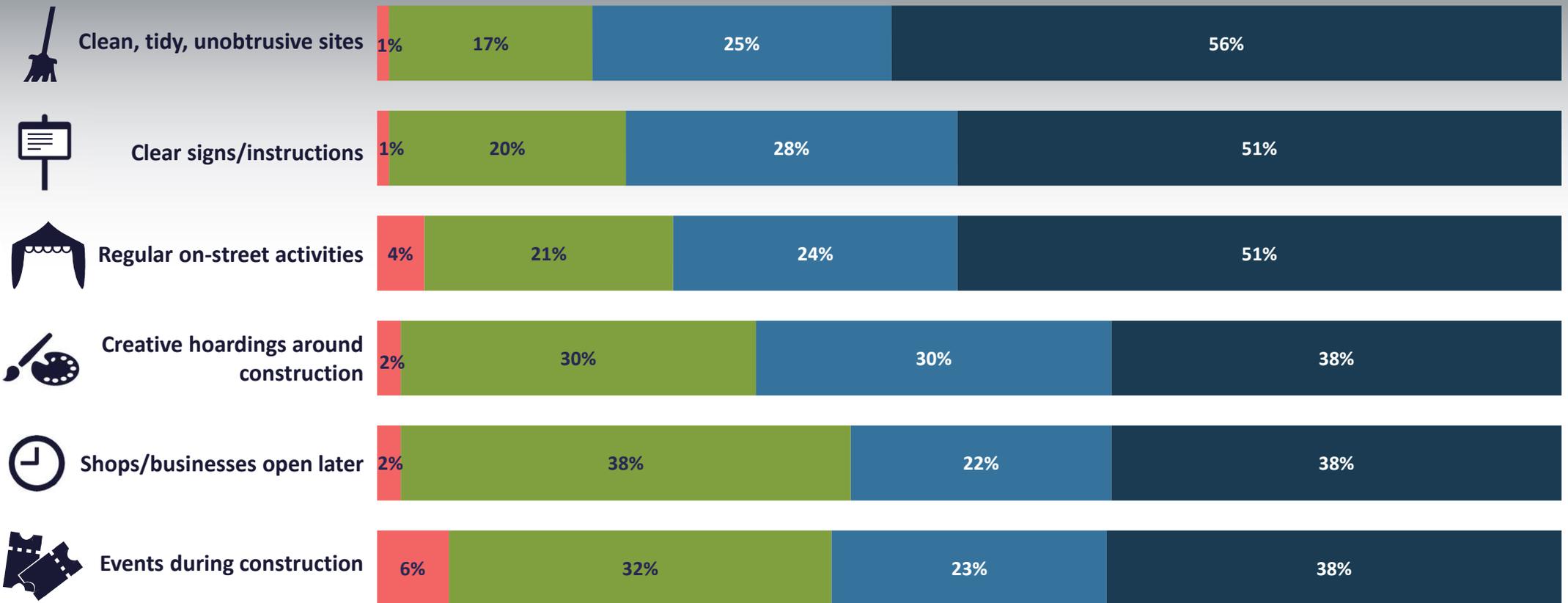


Pedestrian reaction to council-supported initiatives to encourage visits – by mode

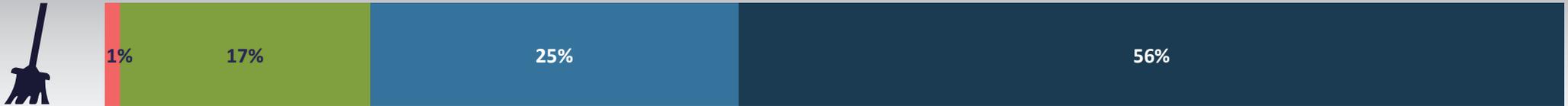


Would be a big encouragement

Pedestrian reaction to council-supported initiatives to encourage visits



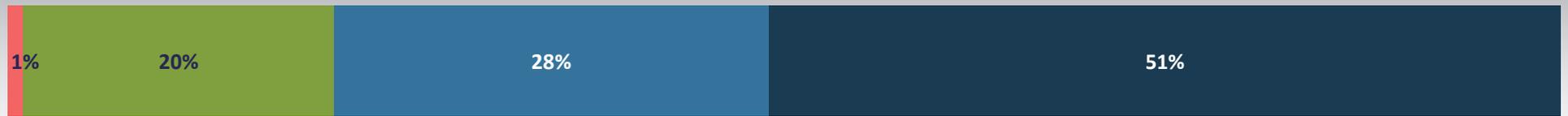
Clean, tidy, unobtrusive construction sites



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those who visit five or more days a week (61%)
- Those aged 45-64 years (64%)
- Those interviewed at the motorway over-bridge (72%)

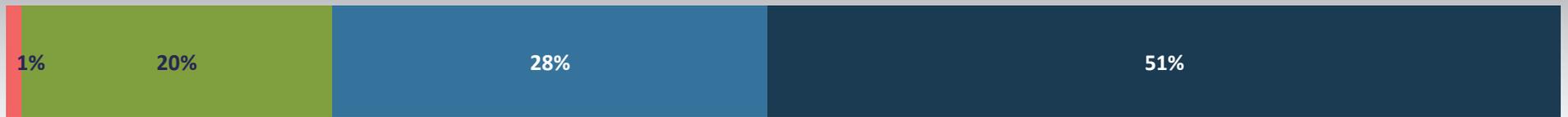
Clear signs/instructions



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those working in the area (61%)
- Those interviewed at Upper Queen Street (64%)

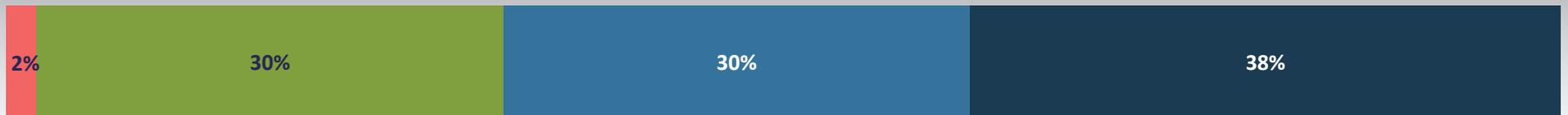
Regular on-street activities



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those who spent money during their visit (54%)
- Those staying longer than two hours (61%)
- Those interviewed outside the food court (32%)

Creative hoardings around construction



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those working in the area (45%)
- Those who visit five or more days a week (43%)
- At interviewed at the motorway over-bridge (72%)

Shops/businesses open later



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those who spent money during their visit (41%)
- Those aged 25-44 years (48%)

Events during construction



Significantly **higher** share who feel the initiative would be a big encouragement:

- Those staying longer than two hours (49%)
- Those under 25 years of age (50%)