
Characteristics of visits to Christchurch Central City

Pedestrian Intercept Survey 2017

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Executive Summary

Research Question: *What are the experiences, perceptions, and motivations of pedestrians within the Christchurch Central City?*

Brief context

- In the wake of the 2010-2011 Canterbury Earthquake sequence, central Christchurch has changed significantly. In the last few years pedestrians and businesses have begun to return to the city centre. As such, there is a strong need to conduct an up-to-date analysis on the experiences, perceptions, and motivations of the inner-city pedestrian; in order to ensure Christchurch continues to grow into a vibrant and people friendly urban environment.

Method summary

- Review of relevant literature regarding central city pedestrians
- Creation of 3-4 minute survey
- Primary data collection over 3-week period across 6 sites
- Data analysed using Microsoft Excel

Key findings

- 22.8% of respondents were in the city to shop, 20.1% leisure, 18.8% working in city
- Over 50% of respondents come into city at least once a month
- 69% of respondents over all sites were in city for 1-6 hours
- Over 88% of respondents reported feeling ‘safe’ or ‘very safe’ whilst walking in central city
- 18% of pedestrians found it ‘difficult’ or ‘very difficult’ to find a park
- Most common words used to describe the central city: ‘relaxed’, ‘vibrant/colourful’, and ‘easy to get around’

Limitations of research

- Question formulation
- Time restraints and quantitative nature of the survey
- Systematic sampling method

Suggestions for future research

- Ongoing annual pedestrian survey monitoring program.
- Put greater emphasis on providing more affordable parking across central Christchurch as well as increasing the total number of parks
- Focus on growing and promoting the retail precinct

Introduction and Context

Christchurch was significantly damaged following the 2010-2011 Canterbury earthquake sequence, leaving the central city desolate. It has taken a long time for the city to recover and this process is still occurring. However, new shops are opening regularly and workers have begun to enter the central city again. For the immediate years following these earthquakes, the inner-city pedestrian was almost non-existent, as people's needs and wants such as shopping could be fulfilled in suburban areas, away from the inner-city construction.

The Christchurch City Council (CCC) has not collected any data regarding the inner-city pedestrian since 2001. This shows a strong need to gain a more recent understanding of pedestrians, particularly due to significant changes in the central city post earthquake. To put our research into context, it is important to look at the 2001 data and note key statistics.

- 26.4% of respondents stated shopping was their main reason for being in the central city and 21.8% were working nearby.
- Most respondents travelled by car to the city (45.4%), along with busing (27.5%) and walking (21.1%).
- Overall impressions of the city were that it is 'pleasant' and 'easy to get around'

The 2017 'Life in Christchurch Survey' was also used to gain wider context of overall life in Christchurch. However, this was not specifically focused on the pedestrian in the central city. Thus there was a need for the CCC to introduce a new survey that can be implemented annually to understand pedestrians in the city and their changing needs over time.

Urban spaces and urban environments have a significant impact on people's experiences of a place, and their perceptions of access to areas they want and need to visit. There has been significant interest and media attention around people's travel experiences in the central city. This interest has also surrounded the opening of new shops and offices such as the retail precinct, and the extent to which these are being used by pedestrians. This research aims to create a better understanding of the nature of people's visits, transportation, and how they feel about the developing and changing central city. Therefore, our research question asks, '*What are the experiences, perceptions, and motivations of pedestrians within the Christchurch Central City?*'. This research will be used to inform future decisions and policy surrounding the central city, as well as gaining public input into this process.

Literature review

Previous research has shown that an urban environment that is more pedestrian orientated will lead to people spending more time and money in an area, than one that has been designed for cars. Zhang (2014) suggests there are three requirements to adding human elements to a pedestrian street: security, amenity and enjoyment. These factors draw people to a city and improve its image.

When investigating how people feel and what they think about an urban environment, it is crucial to collect data from a pedestrian level (Gehl, 2013). Mehta (2008) looks at walkable urban environments, by referring to the physical, social and sensory environmental qualities of the area to determine its overall walkability. This plays a key role when it comes to a pedestrian's sense of place and their overall impression of the city, as well as providing health, environmental and economic benefits. Although every pedestrian may have different experiences or impressions of the city, our research aims to understand how a pedestrian's experiences in the city may help with its development. While our research is primarily focused on the experiences of the inner-city pedestrian, it is important to note that pedestrians share the streets of the city with other modes of transportation such as cars, buses, and bicycles.

Thull and Mersch (2005) look at accessibility and attractiveness in an urban context. These influence the experiences, perceptions, and motivations of the central city pedestrian. Having an accessible city will lead to more positive pedestrian experiences and impressions. Accessibility can include parking, which is a significant problem faced by city-goers. Thull and Mersch (2005) also mention that although accessibility influences people's travel to and within the city, attractiveness determines whether people will visit or return to the city. Another factor that may influence people's perceptions of a place is familiarity, relating to sense of place (Herzog, 2006). Pickles (2016) argues the heart of the city is where people are. However, due to the earthquakes, the heart is no longer within the central city. In order to bring more people in, the central city needs to be more attractive.

Gehl (2013) examines how certain aspects of a city influence human behaviour and urban development. Inspired by this approach, our research aims to investigate who is in the city, what their main reasons for visiting are, what their overall impression of the city is, and whether they would come back. Mehta (2008) discusses how cities are interested in revitalising main streets due to the increasing competition from shopping centres, malls and complexes. This needs to be considered in the Christchurch context in order to bring people back into the city centre.

Methodology

Survey methods and design

At the beginning of our research, the CCC specified their need for us to use a short, 3-4-minute survey to collect data on the characteristics of pedestrians within the Christchurch Central City. As such, the initial framework for our data collection was decided for us. Before creating our survey, it was necessary for us to construct a central research question, which is *What are the experiences, perceptions, and motivations of pedestrians within the Christchurch Central City?*

Our survey focuses on several key elements of pedestrian visits to the inner-city, including accessibility, safety, parking, reasons for visit, duration of visit, and overall impression of the central city. Each of these elements relates to at least one of the core components of our central research question. For example, the questions on ‘safety’ and ‘accessibility’ relate to pedestrians’ experience within and perception of the inner-city; whilst questions on the duration and ‘reasons’ for pedestrian visits relate to the motivations and intentions of pedestrians.

In order to gather as much data as possible within the time restraints of our survey, we created a set of closed questions (as recommended in McGuirk & O’Neill, 2016) with a predominantly quantitative focus; with a single open-ended questions in the last part of the survey. As illustrated in *Appendix B* (Question 14) most of our closed questions had a continuum of possible responses from 1-5, where 1 is ‘very safe’ and 5 is ‘very unsafe’.

We initially chose 7 data collection sites, including Hack Circle, Cathedral Square, the Bus Exchange, the BNZ Centre, the Terraces, Cashel Street Mall, and New Regent Street. These locations were chosen on the recommendations of our community partner, based on previous CCC research. However, due to weather and time restrictions, we decided to omit New Regent Street and focus on the 6 remaining data collection sites. We aimed to survey approximately 50 pedestrians at each location. Survey expeditions were carried out at different times of the day and week over a 3-week period, to gain a representative and unbiased sample of inner-city pedestrians. Our surveying was conducted face-to-face, where respondents were verbally asked survey questions and these responses were then manually recorded. A systematic sampling methodology was adopted to reduce selection bias on the surveyors behalf, in which we attempted to survey every third pedestrian that walked past.

Data analysis

As our survey data was recorded on individual paper surveys, all data had to be compiled into an electronic format manually. An online 'SurveyMonkey' template was created to replicate our paper survey, allowing us to input our data after each survey expedition, and export this as a workable Microsoft Excel spreadsheet. All statistical analysis of the data, including the creation of the graphs contained within this report, was carried out in Excel.

Results and Discussion

The data has been analysed to consider the motivations, experiences and perceptions of the inner-city pedestrian. The results from the surveys will be discussed in relation to; reasons, travel to and within the city, parking, safety and impressions of central Christchurch. Each of these categories are compared between survey locations and our main findings relate back the research question in order to understand the characteristics of the central city pedestrian.

Demographics

It was found that 78.5% of respondents lived in Christchurch, 13.2% lived elsewhere in New Zealand and the remaining 8.3% lived elsewhere in the world. As *Figure 1* illustrates, the majority of respondents were aged between '35-49', and the median age was 34. This was not dissimilar to the median age for the 2013 census data, which was 38.

Figure 2 shows that 44.9% of respondents were 'male' and 54.8% 'female', whilst the 2013 census data found that the male to female ratio in Christchurch was 49.1% male to 50.9% female. This shows a relatively representative sample of the wider Christchurch population. No respondents identified with the 'gender diverse' option in this question. This 10% difference in our data could be due to females being easier to approach and more likely to complete the survey compared to males, if a heterosexual couple were approached, the female was more likely to answer the questions.

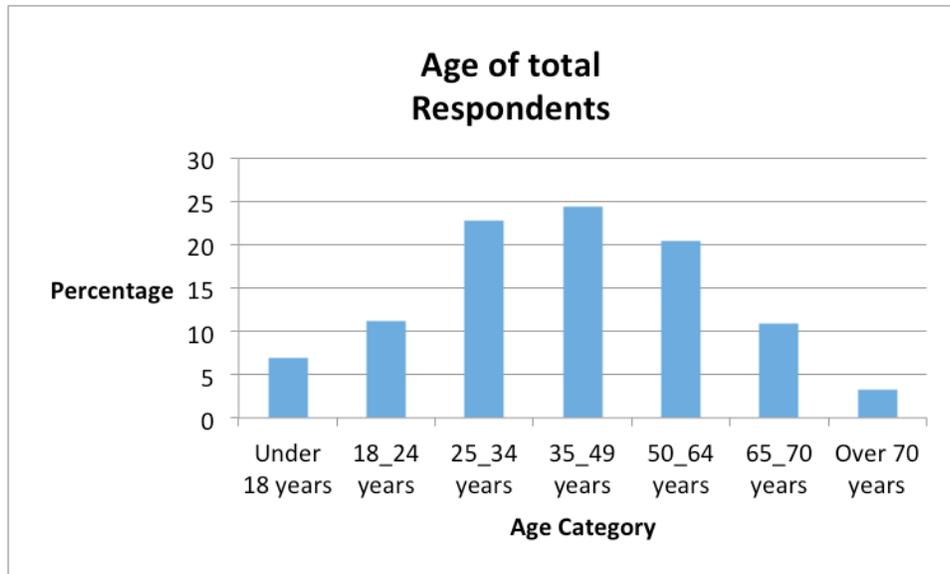


Figure 1: Graph showing age of total respondents

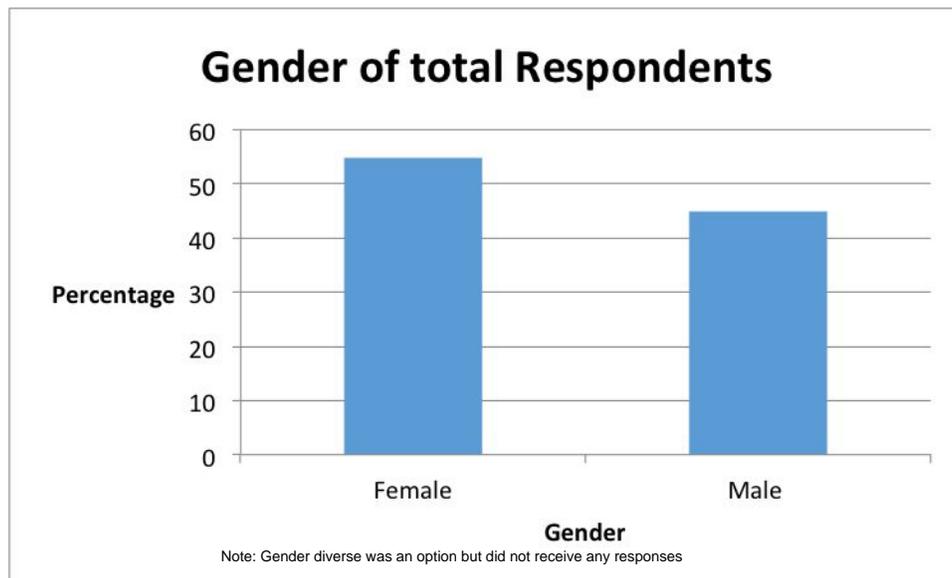


Figure 2: Graph showing gender of total respondents

Reasons

Our research found the three main reasons for being in the city were for ‘shopping (non-groceries)’, ‘leisure’, and ‘work’. As *Figure 3* shows, 22.8% of respondents were in the city to shop, 20.1% were in the city for ‘leisure’ and 18.8% were working in the city. There were 10% more females in the city than

males, which could explain why the most common reason for respondents being in the city is for shopping (non-groceries). As well as this, the retail precinct has recently been updated with the clothing retail company H & M, creating a bustling and attractive place to go shopping. ‘Sightseeing’ was also a popular option, which perhaps includes those people who have come into the city to look at the development and how the construction is progressing.

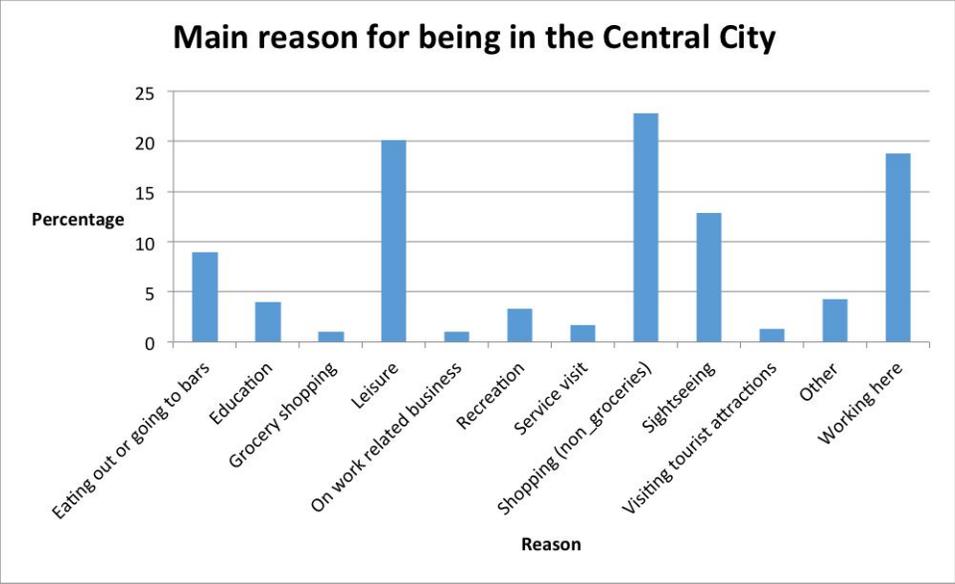


Figure 3: Graph showing main reason for being in the Central City

The most common response to ‘How often do you visit the central city?’ was ‘everyday or almost everyday’ with 27.3% selecting this option, and ‘about once a month’ followed with 14.5% of respondents. ‘About once a week’, and ‘about once a fortnight’ were both around 9% which shows that over 50% of respondents come into the city at least once a month, with the majority of that 50% coming more often. This is an important finding, as it shows that the majority of people surveyed visit the central city more regularly.

Travel to and within the city

The more significant findings in this section consider the question, ‘How long do you intend to spend in the central city today?’ For this question, the respondents had the option of five categories; ‘< 30 minutes’, ‘30 minutes- 1 hour’, ‘1 -2 hours’, ‘2 -6 hours’ or ‘6 hours +’.

The most common response differed across the survey locations. Respondents were most commonly at the BNZ Centre, Cathedral Square and Hack Circle sites for '1-2 hours'. Respondents at the Terraces were in the city for '2-6 hours' and those at the Bus Exchange were in the city for 6 hours or more. 46% of respondents at the Bus Exchange selected '6 hours+'. Perhaps the reason why this was the only site which had 6 or more hours as the most common option is due to the amount of people who took the bus for work or education purposes. Overall, across all 6 sites, 69% of respondents were in the central city for a total of 1-6 hours. This is valuable information as it shows the motivations for people to stay in the central city for some time is quite high.

Safety

Our data analysis showed most pedestrians surveyed perceived the city to be a safe environment. As *Figure 4* shows, over 88% of respondents reported feeling either 'safe' or 'very safe' whilst walking in the city centre; with less than 3% of respondents reporting feeling either 'unsafe' or 'very unsafe'. Although the most likely explanation for this figure is that central Christchurch is generally a convivial and safe urban space; there are several factors that could have influenced this finding. Firstly, almost all surveying expeditions were carried out during daylight hours. Within the literature, there is strong evidence for a diurnal shift in pedestrians' perception of crime and safety within an urban area, where pedestrians feel safer at day than night (Thomas & Bromley, 2000). This was something that became apparent to us when carrying out our surveying. Respondents often remarked that *overall*, they felt safe in the city centre, but would not feel as safe walking around the same places in the evening. As one respondent stated; "there are too many homeless people around – this is why I don't feel safe coming into the city at night".

Secondly, there was some ambiguity surrounding the interpretation of our question on safety. Whilst most respondents interpreted 'safety' in a social sense (as we had intended) such as prevalence of criminal activity or homelessness; others took a very literal interpretation of 'safety', such as whether there were any construction hazards around, or how level the ground was for walking. Were we to write the survey again, we would likely have a question specifically targeting each interpretation of 'safety' to gain a more insightful dataset, and remove the potential confounding impact this ambiguity may have had on our results.

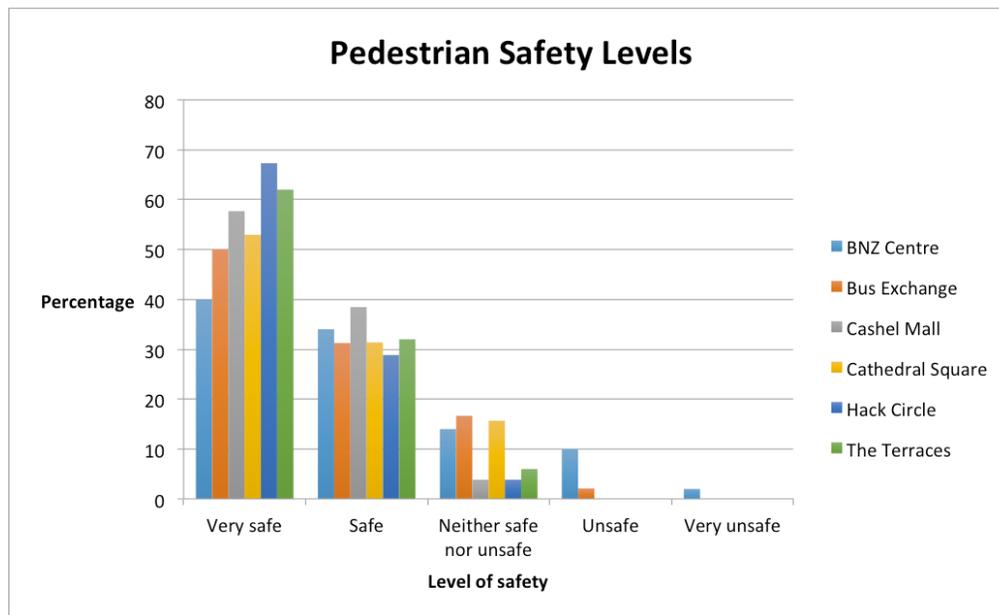


Figure 4: Graph showing pedestrian safety levels

Parking

In contrast to perceived safety, ‘parking’ was a more controversial component of many pedestrians’ experience within the central city. Our survey contained 4 questions on parking: *How easy was it to find a park? Was the parking signage easy to see and understand? Did you park on-street or off-street? Did you pay for parking?* Overall, 18% of pedestrians who had driven to the city centre found it ‘difficult’ or ‘very difficult’ to find a park (both ‘on-street’ and ‘off-street’). Generally, those looking for ‘on-street’ parking was harder to find than ‘off-street’ parking. Figure 5 illustrates these findings:

How easy was it to find a park?

Type of parking	Very easy (%)	Easy (%)	Neither easy or difficult (%)	Difficult (%)	Very difficult (%)	Total (%)
<i>Off-street</i>	46.1	29.2	10.1	7.9	6.7	100
<i>On-street</i>	32.4	38.2	7.4	11.7	10.3	100
<i>Average</i>	39.2	33.7	8.8	9.8	8.5	100

Figure 5: Table showing ease of parking

The percentage ratio of ‘on-street’ to ‘off-street’ parking was 56:44 in favour of on-street parking. 67% of respondents who had driven into central Christchurch reported having to pay for parking. These results, although intriguing, were not overly surprising. As the Christchurch rebuild has progressed over the last 6 years, greater numbers of people are coming to work, shop, and explore the inner-city; putting a significant strain on available parking. Although new parking facilities are being constructed to alleviate this problem (Cropp, 2017a), the amount of parking in the city centre has not met the growing demand (Cropp, 2017b; Steele, 2017).

As ‘on-street’ parking is often more convenient than ‘off-street’ parking, it makes sense that a higher proportion of pedestrians utilise ‘on-street’ parking; especially given the number of available ‘on-street’ and ‘off-street’ car parks available in Christchurch is relatively similar (Christchurch City Council, 2017). Parking costs was something that many pedestrians were unimpressed by and which negatively impacted on both their experience within the central city, and their perception of the city’s overall accessibility.

As Christchurch experienced a significant decline in regular visitor numbers to the city centre following the 2010-2011 Canterbury earthquake sequence (Beaven, Johnston, & Newell, 2012), making the city as accessible and attractive as possible is crucially pertinent to the city’s recovery effort. One way to make Christchurch more attractive is to create a unique sense of place (Herzog, 2006) that will make this area stand out from the homogenous suburban malls of Riccarton, Hornby, Linwood, and so forth. In conjunction with this, increasing parking and reducing the cost of this parking would likely improve people’s perception of central Christchurch as an accessible destination. This in turn, would motivate more visitors to come into the city.

Overall Impression

To gain a more detailed account of pedestrians’ experiences within the inner-city, one of our survey questions asked respondents to select up to three words or phrases from the categories in *Appendix A* to describe their overall impression of the city centre.

We found that pedestrians were generally very positive about their experiences within central Christchurch and their overall impression of this area. As *Appendix A* indicates, the most commonly used terms to describe central Christchurch were those such as ‘relaxed’, ‘vibrant/colourful’, ‘easy to get around’, ‘exciting’, ‘friendly’, and ‘pleasant’. These results showed strong parallels to the 2001 pedestrian survey, where the most frequently used terms to describe pedestrian’s overall impression of central Christchurch were easy to get around and pleasant (Wylie, 2001).

The general positivity of pedestrians answering this question suggests that despite the long and difficult ongoing rebuild (alongside the issues surrounding parking), people were genuinely excited about the progress within the city, and thought that overall, Christchurch central is becoming an increasingly ‘colourful/vibrant’, and ‘friendly’ place. What this finding illustrates, is that the government’s plan to give Christchurch a more “compact core” following the Canterbury earthquakes to achieve a more “vibrant city” (Canterbury Earthquake Recovery Authority, 2012, p.3) is slowly working. This is something that should not only be encouraging for those involved in the immediate rebuild of central Christchurch, but also local businesses and Christchurch residents more generally.

Comments

The survey included one qualitative question:

Is there anything else you would like to say about your visit to the central city today?

This question was deliberately broad to encapsulate the general thoughts, opinions, and concerns of respondents. Including only one question was due to the time restriction, and generally when people are approached on the street to do a survey, answering a number of qualitative questions is less engaging.

Results show that 41.6% of the total respondents answered this question. The nature of the comments varied. The collated comments were categorised into three tones to easily identify the attitude of the comment, these are ‘Best’ (35%), ‘Neutral’ (33%), and ‘Improvement’ (32%).

Comments were also categorised into three broad themes; ‘Transport’, ‘Progress and Development’, and ‘Overall Impression’. These again, were broad, with many responses falling into more than one theme. The results for each theme are as follows:

- ***Transport***

Figure 6 looks at the the comments surrounding transport. The majority of responses fell into the ‘improvement’ tone. Parking, cycling, pedestrian zones, The Bus Exchange, 30kph zones, and cycling were mentioned. Parking was the most controversial, people said it was too expensive, with suggestions for it to be cheaper. The general accessibility of the central city was also raised. The current layout is confusing for many, with lack of signage for cyclists and pedestrians, and many streets still being blocked off. The Bus Exchange was viewed in a positive light, “the [bus] interchange is really good”.

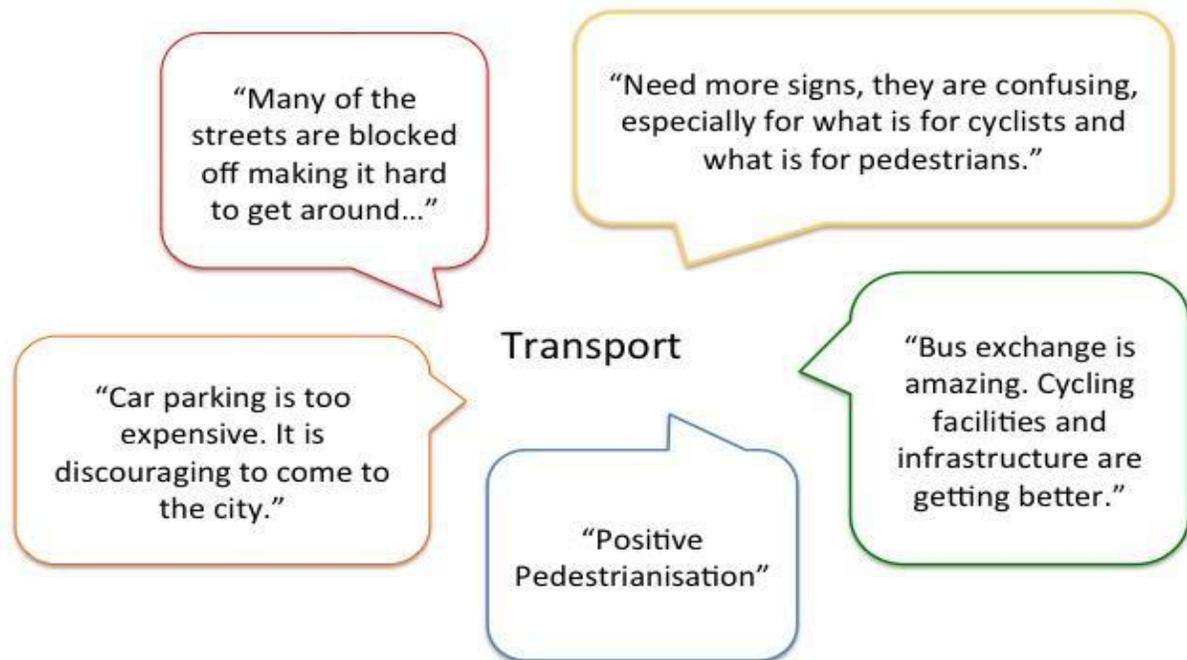


Figure 6: Transport

- ***Progress and Development***

Progress and Development included a variety of both positive and negative responses, as shown in *Figure 7*. The comments talk about the development and progress of the buildings, the changing nature of the city, and people are looking forward to seeing the city finished. Many people referred to the city development being a “slow process”, and that there are “still a number of buildings standing that should be demolished”. Despite comments surrounding the slow progress, there was mention that in terms of the development, “there’s no rush”, and it is “slowly coming right, better than going too fast and making mistakes...”. Historical importance was also mentioned, one respondent said that they “love that they are restoring the Cathedral”, and another said “maintaining some of the historic traditional buildings is important.”



Figure 7: Progress and Development

- ***Overall Impression***

63% of people who commented, gave an indication as to their overall impression. Comments referred to it being great to see more shops opening, seeing people back into the city, and that the city is coming back to life. Figure (x) shows an array of positive comments. Respondents seem surprised as to the progress, and the change that has occurred, particularly if they had not visited the central city in a while.

Comments such as “[would] definitely come back in the future”, and that “people should come and check it out”. This correlates with 93.4% of respondents saying they would return for non-work or non-education purposes.

The city “changes everyday” and people are excited by this, as well as what will develop. Life is returning to the city and new things are opening up. It is not the old Christchurch, but is a “cool city” that is “vibrant”, “exciting”, and has a “cool vibe”.

One person said that it is “going to be a young person's city”. This gives the impression that the city is modern, and caters for the younger generations. “The old Christchurch has gone, and the new modern one is here”.

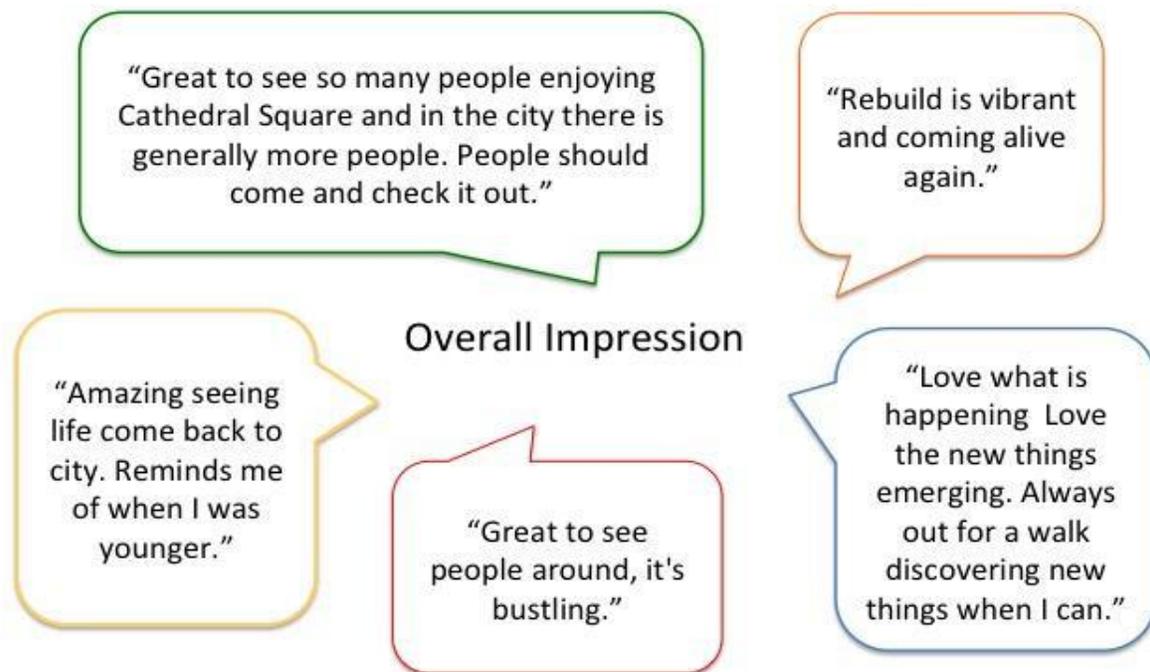


Figure 8: Overall Impression

Limitations

Devising our survey proved to be challenging. Due to the length of our survey, we were only able to have a limited number of questions, to gain appropriate and sufficient information. There were standard demographic questions that had to be included, and some ambiguity with the wording of the ‘safety’ question. In future this needs to be clarified. The single qualitative question was left broad to capture general comments. However, if the time for delivering the survey was longer, there would have been a greater opportunity to collect more qualitative data.

New Regent Street proved to be more difficult to survey than anticipated. At the times we visited it was sparsely populated. Most people were sitting down and dining at private food outlets, it was not appropriate to approach them. Bad weather also caused delays. A decision was made to remove the site from the analysis due to lack of sufficient data. It may be useful in the future to survey along New Regent

Street at different times of day or year. The overall data collected captures a small snapshot of life in the central city. The responses are likely to vary depending on the time of the year and day across all locations. All data was collected in the month of September, in the beginning of New Zealand spring season. This seasonality may have influenced the type of pedestrians within the city, thereby affecting our results. Given the short timeline available for our research project however, conducting multiple survey expeditions across different seasons was unfeasible. If the survey was carried out quarterly as the seasons change, then a more temporal analysis can be conducted.

Our systematic sampling method was not strictly followed. At some locations there were limited numbers for people, meaning sampling every third person would have been very time consuming. We found we had to return to some locations. It was important to be able to judge the person we were about to survey for our own safety. People were more willing to answer our survey if we said that we were from the University of Canterbury working *with* rather than *for* the CCC. As well as, “would you mind answering a few questions” instead of using the term “survey”.

Conclusions and Recommendations

A key finding of our research is that many pedestrians within central Christchurch are both unhappy with the cost of parking, and regularly encounter difficulties finding a park. Given that more low-cost parking facilities would likely improve the experience of pedestrians already in the city *and* positively influence city-wide perceptions about the accessibility of central Christchurch (which may in turn motivate more people to venture into the city centre); our first recommendation is that the CCC puts greater emphasis on providing more affordable parking across central Christchurch, as well as increasing the total number of parks to keep pace with the growing number of visitors.

Our second recommendation considers the retail precinct. As discussed in our results, 22.8% of respondents were in the city for ‘shopping (non-groceries)’. This was the most common response, and is one of the biggest attractions for people when considering whether to come into the city. Therefore our final recommendation is for the CCC to focus on growing and promoting the retail precinct. There has been an increasing attraction to suburban malls, with people preferring to go shopping in the suburbs rather than in the city in recent years; especially post earthquake (Beaven, Johnston, & Newell, 2012). The development of the retail precinct is essential for the continuing growth of the city. This can be seen by the opening of the retail clothing store H & M has attracted hundreds of people to the city, with over 1000 people queuing to gain access on opening day (Fletcher, 2017).

Given that monitoring is essential in changing cities to establish what is needed for the urban environment (Gehl, 2013), our final recommendation is to create an ongoing survey monitoring program which can assess the experiences, perceptions, and motivations of the inner-city pedestrian. This monitoring program should be comprised of annual surveys, based on our own, conducted across different locations in central Christchurch. This annual monitoring is crucial for the CCC to have an understanding of pedestrian perception trends over time to provide the opportunity for new developments catered to those using the city.

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Appendices

Appendix A: Table of Overall Impressions

Impression	BNZ	Bus	Cashel		Hack	The	Average
	Centre	Exchange	Mall	Cathedral	Circle	Terraces	
	(%)	(%)	(%)	Square (%)	(%)	(%)	(%)
<i>Exciting</i>	3.2	11.6	11.1	9.2	15.2	13.3	10.6
<i>Relaxed</i>	6.3	9.9	12.4	17.6	12.6	17.2	12.7
<i>Colourful/Vibrant</i>	3.2	11.6	11.8	9.9	13.9	10.9	10.2
<i>Friendly</i>	6.3	12.4	9.2	16.0	6.0	10.2	10.0
<i>Pleasant</i>	1.6	9.9	11.1	11.5	9.9	8.6	8.8
<i>Easy to get around</i>	4.0	11.6	13.1	9.9	10.6	10.9	10.0
<i>Dirty</i>	0.8	0.8	0.7	0.0	1.3	0.0	0.6
<i>Outdated</i>	0.0	0.8	0.0	2.3	0.0	0.0	0.5
<i>Crowded</i>	0.8	4.1	2.0	0.0	6.6	1.6	2.5
<i>Variety</i>	3.2	5.8	8.5	8.4	6.0	7.0	6.5
<i>Lack of variety</i>	0.0	1.7	2.0	3.1	0.0	0.8	1.2
<i>Boring</i>	0.8	3.3	0.7	1.5	0.0	2.3	1.4
<i>Stressful</i>	0.8	0.0	0.0	0.0	0.0	0.0	0.1
<i>Dull</i>	0.8	0.8	0.0	0.0	0.0	0.8	0.4
<i>Difficult to get around</i>	0.8	0.0	0.7	0.0	0.0	1.6	0.5
<i>Clean</i>	0.8	2.5	2.6	1.5	2.0	3.1	2.1
<i>Modern</i>	4.8	6.6	10.5	3.1	14.6	6.3	7.6
<i>Spacious</i>	2.4	0.8	1.3	5.3	0.0	3.9	2.3
<i>Noisy</i>	1.6	5.8	2.6	0.8	1.3	1.6	2.3
<i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Appendix B: Pedestrian Intercept Survey 2017

Visits to Christchurch Central City Pedestrian Survey

I am from the University of Canterbury and am working on a project with the Christchurch City Council doing a survey about pedestrian activity in the Central City. Can I ask you a few questions?

Interviewer: _____

Station No: _____

Date: _____

Time: _____

REASONS:

1. What's your main reason for being in the city today? (*Show list A*)

- Working here
- Education
- On work related business
- Shopping (non- groceries)
- Grocery shopping
- Eating out or going to bars
- Service visit
- Leisure
- Recreation
- Sightseeing
- Visiting Tourist Attractions
- Other (Please specify) _____

2. How often do you visit the central city?

- Everyday or almost everyday (4-7 times a week) **Go to 3**
- More than once a week (2-3 times a week) **Go to 3**
- About once a week **Go to 3**
- About once a fortnight **Go to 3**
- About once a month **Go to 4**
- About once every 2 months **Go to 4**
- About every 6 months **Go to 4**
- Once a year **Go to 4**
- Never **Go to 4**
- This is my first time **Go to 4**

3. What is your usual reason for being in the central city: (*Show List A*)

- Working here
- Education
- On work related business
- Shopping (non- groceries)
- Grocery shopping
- Eating out or going to bars
- Service visit
- Leisure
- Recreation
- Visiting tourist attractions
- Other (Please specify)_____

TRAVEL TO AND WITHIN CENTRAL CITY:

4. How did you travel to the Central City today? (*If bus, taxi or walk then skip questions 10, 11 and 12*)

- Driver of a car
- Passenger in a car
- Motorcycle
- Bus
- Taxi
- Bicycle
- Walk
- Other (Please specify)_____

5. How long did your journey to the central city take?

- 1-5 minutes
- 6-10 minutes
- 11-15 minutes
- 16-20 minutes
- 20 minutes +

6. How long do you intend to spend in the central city today?

- < 30 minutes
- 30 minutes - 1 hour
- 1-2 hours
- 2 - 6 hours
- 6 hours +

7. How easy was it to travel to the city?

- 1 = Very easy
- 2 = Easy
- 3 = Neither easy nor difficult
- 4 = Difficult

- 5 = Very difficult

8. How easy was it to travel within the city?

- 1 = Very easy
- 2 = Easy
- 3 = Neither easy nor difficult
- 4 = Difficult
- 5 = Very difficult

9. Which statement best describes how you feel about walking around the Central City?

- Everything is within easy walking distance
- Most places are within easy walking distance
- Many places are within easy walking distance
- Some places are within easy walking distance
- The central city is too spread out

PARKING:

10. How easy was it to find a park?

- 1 = Very easy
- 2 = Easy
- 3 = Neither easy nor difficult
- 4 = Difficult

- 5 = Very difficult

11. Was the parking signage easy to see and understand?

- 1 = Very easy
- 2 = Easy
- 3 = Neither easy nor difficult
- 4 = Difficult
- 5 = Very difficult

12. Did you park on-street or off-street?

- On-street
- Off-street

13. Did you pay for your parking?

- Yes
- No
- Don't know

SAFETY:

14. As a pedestrian, how safe do you feel walking around the central city?

- 1= Very safe
- 2= Safe
- 3= Neither safe nor unsafe
- 4= Unsafe
- 5= Very unsafe

IMPRESSIONS OF CENTRAL CHRISTCHURCH:

15. Please describe your overall impression of the central city using up to three of the following words: (*Show List B*)

- | | |
|---|--|
| <input type="checkbox"/> Exciting | <input type="checkbox"/> Boring |
| <input type="checkbox"/> Relaxed | <input type="checkbox"/> Stressful |
| <input type="checkbox"/> Colourful/Vibrant | <input type="checkbox"/> Dull |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> Threatening |
| <input type="checkbox"/> Pleasant | <input type="checkbox"/> Unpleasant |
| <input type="checkbox"/> Easy to get around | <input type="checkbox"/> Difficult to get around |
| <input type="checkbox"/> Dirty | <input type="checkbox"/> Clean |
| <input type="checkbox"/> Outdated | <input type="checkbox"/> Modern |
| <input type="checkbox"/> Crowded | <input type="checkbox"/> Spacious |
| <input type="checkbox"/> Variety | <input type="checkbox"/> Noisy |
| <input type="checkbox"/> Lack of variety | |
| <input type="checkbox"/> Other (Please specify) _____ | |

16. In the future would you come back to the central city for non-work and/or non-education purposes?

- Yes
- No
- Don't know

17. Do you have a long-term disability that impacts your accessibility to the Central City?

- Yes

- No
 - I'd prefer not to answer
-

DEMOGRAPHICS:

18. Where do you live?

- Christchurch
- New Zealand
- Other (Please specify)_____

19. What is your age?

- Under 18 years
- 18 - 24 years
- 25-34 years
- 35-49 years
- 50-64 years
- 65-70 years
- Over 70 years

20. Gender

- Male
- Female
- Gender Diverse

21. Is there anything else you would like to say about your visit to the central city today?

e.g. how do you feel about the changing central city?

Further Contact

Do you consent for the Christchurch City Council to hold your email address for future feedback about our services and issues impacting on Chch residents?

Yes / No

If yes, what is your email address? _____

Thank you for your time