






Appendix 2 Online Survey Results – Overall Direction






Given the challenges facing the county summarized in Fig 3.10, the LTP seeks to encourage a change in behaviour and reduced car use. We believe there are significant opportunities to reduce car travel for people travelling relatively short distances and between places with good passenger transport (bus/rail) or cycle links.

3. How much do you agree with this overall approach?

			Response Percent	Response Total
1	Strongly agree		23.15%	141
2	Agree		32.35%	197
3	Neutral		23.15%	141
4	Disagree		10.34%	63
5	Strongly disagree		11.00%	67
			answered	609
			skipped	0






In practice the LTP proposes the approach to reducing car use should include a combination of physical transport improvements (such as priority for buses, improved walking and cycling routes, better rail and bus services), measures to promote and encourage changes in travel behaviour (travel plans, promotions and marketing) and traffic demand management (for example, in larger urban areas, reallocation of some road space to non-car modes combined with reduced car parking provision and increased parking costs to encourage non-car travel to and within urban centres).

4. How much do you agree with this overall approach?






			Response Percent	Response Total
1	Strongly agree		23.65%	144
2	Agree		27.42%	167
3	Neutral		14.45%	88
4	Disagree		17.90%	109
5	Strongly disagree		16.58%	101
			answered	609

Although the LTP4 seeks to encourage less car use and changes in travel behaviour, the forecast population growth of 15% by 2031 will mean some additional highway capacity will be required. The approach (as reflected in policies 1 and 12) is for new highway capacity to be considered only after other options to reduce demand, encourage travel by non-car modes, and ways to make better use of existing road space have been considered.






5. How much do you agree with this overall approach?

			Response Percent	Response Total
1	Strongly agree		22.33%	136
2	Agree		28.41%	173
3	Neutral		18.23%	111
4	Disagree		16.09%	98
5	Strongly disagree		14.94%	91
			answered	609
			skipped	0

6. How much do you agree that the county council should do more to encourage shared mobility (car clubs, liftshare, bicycle share/hire etc)?

			Response Percent	Response Total
1	Strongly agree		29.73%	179
2	Agree		35.05%	211
3	Neutral		18.77%	113
4	Disagree		9.97%	60
5	Strongly disagree		6.48%	39
			answered	602
			skipped	7

7. How much do you agree that the county council should do more to encourage the installation and adoption of Ultra Low Emission Vehicles (such as electric cars)?

			Response Percent	Response Total
1	Strongly agree		33.66%	204
2	Agree		37.13%	225
3	Neutral		17.49%	106
4	Disagree		7.43%	45
5	Strongly disagree		4.29%	26
			answered	606
			skipped	3

