



Darebin City Council
2007 Love Living Local Survey
Fairfield Village

February 2008

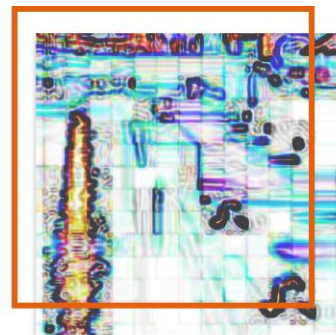
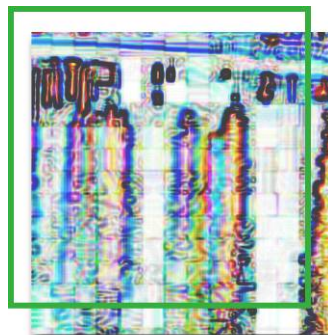


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Introduction

Metropolis Research Pty Ltd was engaged by the Sustainable Transport Unit of Darebin City Council to conduct a survey for Council's *Love Living Local* project. *Love Living Local* is a joint initiative between Darebin City Council and the Victorian State government. The project aims to encourage residents to live, work and shop in their local neighbourhood.

The survey aims to develop an understanding of the travel behaviours of both residents living around Fairfield Village, and visitors to the centre. The survey has the following aims:

- ⊗ Examine the methods respondents use to travel to Fairfield Village, and why respondents use that method.
- ⊗ Explore the barriers which discourage respondents from walking, cycling or catching public transport to Fairfield Village.
- ⊗ Examine what may encourage residents and visitors to use sustainable transport modes when travelling to Fairfield Village.

Methodology

Metropolis Research Pty Ltd employed two methodologies for this project. For the residents' survey, a door-to-door interview style methodology was used. A total of 300 households around Fairfield Village were surveyed.

A further 100 interview style surveys were conducted in Fairfield Village.

Response rate

A total of approximately 629 households were approached to complete the residents' survey of Fairfield Village. Of these households, 264 were unattended at the time, 73 refused to participate and 296 completed the survey. This provides a response rate of 80.2% which is a remarkably high response rate and likely reflects the very short nature of the survey.

No response rate is available for the in-centre survey.





Retail catchment

Shoppers were asked:

“In which suburb (or postcode) do you live?”

As a neighbourhood activity centre, Fairfield Village has a primary catchment which is generally considered to be walking distance (i.e. 500 metres) of the centre. This is clearly reflected by the fact that half (51.0%) of the respondents to the shoppers survey live in Fairfield/Alphington. Respondents also come to the centre from slightly further a field because of the specific attractions of Fairfield Village such as cafes, the library and the supermarket. This, however, is limited due to the presence of larger activity centres nearby such as Ivanhoe.

Suburb of residence
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

<i>Suburb</i>	<i>Shoppers</i>	
	<i>Number</i>	<i>Percent</i>
Fairfield/Alphington	50	51.0%
Northcote	14	14.3%
Ivanhoe	14	14.3%
Thornbury	4	4.1%
Heidelberg	4	4.1%
Watsonia	3	3.1%
Preston	2	2.0%
Hoppers Crossing	1	1.0%
Brunswick	1	1.0%
Brunswick East	1	1.0%
Coburg	1	1.0%
Macleod	1	1.0%
Greensborough	1	1.0%
Eltham	1	1.0%
Not stated	2	
Total	100	100%





Visiting Fairfield Village

Frequency of visits

Residents were asked:

“How often do you usually visit your local centre?”

Shoppers were asked:

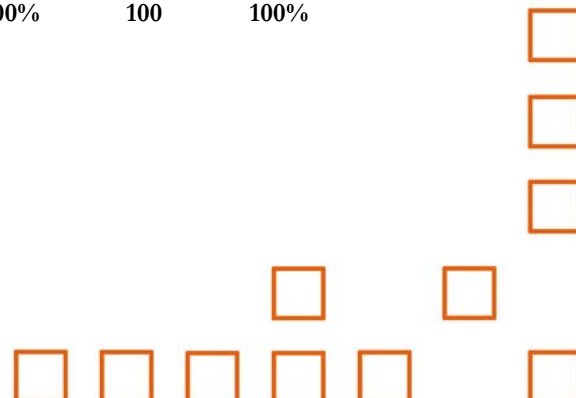
“How often do you usually visit this centre?”

Just over three-quarters (78.0%) of respondents reported visiting Fairfield Village every few days. Almost all respondents (95.3%) reported visiting the centre at least once a week. This result is consistent with the role played by neighbourhood activity centres in servicing the basic needs of the local area.

Shoppers were more inclined to go to Fairfield Village weekly rather than daily because of the presence of some regional attractors, such as particular café’s and restaurants, which will draw people in from further afield.

Frequency of visits to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of total respondents)

Frequency	Residents		Shoppers	
	Number	Percent	Number	Percent
Daily	90	30.4%	13	13.0%
Every few days	141	47.6%	46	46.0%
Once a week	51	17.2%	23	23.0%
Fortnightly	6	2.0%	7	7.0%
Monthly	0	0.0%	1	1.0%
Quarterly	1	0.3%	10	10.0%
Occasionally	5	1.7%	0	0.0%
Never	2	0.7%	0	0.0%
Total	296	100%	100	100%





Reasons for visiting Fairfield Village

Respondents were asked:

“What are all the reasons why you visit this/the centre?”

About three-quarters of the respondents (81.3% of residents and 74.0% of shoppers) do their daily shopping in the centre; over half of the respondents also do their weekly grocery shopping in Fairfield Village. Around half of both the residents and visitors surveyed reported they also use the centre for “banking/post office”.

As the resident respondents live within 500 metres of the centre, and many of the visitors reported living in Fairfield/Alphington, the centre is a convenient location for daily shopping. The high proportion of respondents doing their weekly grocery shopping in Fairfield Village is primarily due to the presence of a supermarket.

Shoppers were slightly more likely than residents to visit the centre to access community groups and visit entertainment venues.

Reasons for visiting Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents visiting Fairfield Village)

Reason	Residents		Shoppers	
	Number	Percent	Number	Percent
Daily shopping	239	81.3%	74	74.0%
Weekly grocery shopping	219	74.5%	57	57.0%
Visit restaurants and cafes	185	62.9%	50	50.0%
Banking/Post Office	157	53.4%	49	49.0%
Clothing/comparison goods shopping	72	24.5%	23	23.0%
Accessing Council services	63	21.4%	15	15.0%
Visit community groups	22	7.5%	16	16.0%
Entertainment venues	17	5.8%	15	15.0%
Utilise open space	21	7.1%	7	7.0%
Use childcare services	20	6.8%	7	7.0%
Accessing government services	14	4.8%	8	8.0%
Am employed in the centre	8	2.7%	7	7.0%
Meeting friends and socialising (e.g. coffee)	3	1.0%	6	6.0%
Train	7	2.4%	2	2.0%
Other	5	1.7%	3	3.0%
Total responses	1,052		339	
<i>Total respondents providing a response</i>	<i>294</i>		<i>100</i>	





Method of travel

Respondents were asked:

“How do you usually travel to the/ this centre?”

Slightly over two thirds of residents (69.0%) reported that they usually walk to Fairfield Village. This is to be expected as the residents surveyed were all within walking distance of the centre. The small number of residents utilising public transport (1.3%) is also largely due to the closeness of the centre, and the fact that it would often be more practical to walk.

A smaller percentage of shoppers reported walking (32.0%) to Fairfield Village. This is because Fairfield Village has aspects which attract people from beyond the primary catchment and for them it may be too far to walk. Over one quarter of the shoppers chose to travel to the centre by car (27.0%) and a further 26.0% catch public transport or cycle (15.0%). One in five shoppers catch the train when visiting the centre, which a result of the central location of the train station to the centre.

Method of travel to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of total respondents)

Method	Residents		Shoppers	
	Number	Percent	Number	Percent
Walk	203	69.0%	32	32.0%
Car	77	26.2%	27	27.0%
Bicycle	10	3.4%	15	15.0%
Train	1	0.3%	21	21.0%
Bus	2	0.7%	5	5.0%
Tram	1	0.3%	0	0.0%
Not stated	2		0	
Total	296	100%	100	100%





Reasons for using particular method of travel

Respondents were asked:

“Why do you use that method to travel to the/ this centre?”

Most respondents reported that their reason for using their particular method of travel was convenience (75.5% of residents and 63.0% of shoppers). Just over half (52.0%) of the shoppers reported “personal preference” as an important reason however only about one-quarter (23.5%) of residents reported this as a reason.

Reasons for using particular method of travel to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

Reason	Residents		Shoppers	
	Number	Percent	Number	Percent
Convenience	209	75.5%	63	63.0%
Personal preference	65	23.5%	52	52.0%
Health and/or fitness	78	28.2%	20	20.0%
Other methods aren't available	41	14.8%	22	22.0%
Concern for the environment	36	13.0%	17	17.0%
Cost effective	21	7.6%	21	21.0%
Comfort	18	6.5%	19	19.0%
Live close by	15	5.4%	7	7.0%
Parking	20	7.2%	0	0.0%
Safety	7	2.5%	1	1.0%
Carrying shopping	0	0.0%	4	4.0%
Other	4	1.4%	0	0.0%
Total responses	514		226	
<i>Total respondents providing a response</i>	<i>277</i>		<i>100</i>	





Reasons for using method by method of transport

The following table displays the cross-tabulation of the reason for using a particular method by the actual method used. These results are very informative as they provide a more detailed picture of the reasons behind respondents' transport choices.

A notably higher proportion of respondents who use a car to travel to the centre reported that convenience was the main reason for the choice of transport method. Convenience was also rated highly by respondents who use public transport, walk or cycle. It is important to consider that 'convenience' can represent a wide range of factors to different respondents. For example, the 'carry shopping' category was created after the survey was completed as a significant proportion of respondents listed "carrying shopping" as a reason for driving, however the ability of respondents to carry shopping would also influence the convenience of driving to the centre.

Personal preference was important across all transport groups, but it was far higher for bicycle users (81.0%). Bicycle ownership will tend to encourage bicycle usage in many instances, which will account for the significantly higher proportion of bicycle users who reported "personal preference" as a reason.

Approximately one-fifth of the respondents using an alternative transport method reported 'concern for the environment' as a reason. This is a strong result suggesting that many respondents are environmentally conscious.

Reason for using transport method by method of transport
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

Reason	Car		Public transport		Walking		Bicycle	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Convenience	83	83.0%	20	66.7%	149	64.8%	13	61.9%
Personal preference	30	30.0%	10	33.3%	54	23.5%	17	81.0%
Health and/or fitness	8	8.0%	0	0.0%	71	30.9%	13	61.9%
Other methods aren't available	2	2.0%	9	30.0%	46	20.0%	6	28.6%
Concern for the environment	0	0.0%	6	20.0%	36	15.7%	6	28.6%
Cost effective	0	0.0%	5	16.7%	24	10.4%	9	42.9%
Comfort	15	15.0%	4	13.3%	13	5.7%	2	9.5%
Live close by	3	3.0%	3	10.0%	15	6.5%	0	0.0%
Parking	0	0.0%	0	0.0%	21	9.1%	0	0.0%
Carrying shopping	13	13.0%	0	0.0%	0	0.0%	0	0.0%
Safety	4	4.0%	1	3.3%	3	1.3%	0	0.0%
Other	0	0.0%	0	0.0%	4	1.7%	0	0.0%
Total responses	158		58		436		66	
<i>Total respondents providing response</i>	<i>100</i>		<i>30</i>		<i>230</i>		<i>21</i>	





Other methods of travel

Residents were asked:

“Do you use any other methods to travel to this centre?”

Just over one-third (38.2%) of respondents reported using a car as their alternative transport method. This figure will be influenced partly by the large proportion of residents driving to the centre to do weekly grocery shopping.

Other method of travel to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

<i>Method</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
No other method used	124	41.9%
Car	113	38.2%
Walk	35	11.8%
Bicycle	22	7.4%
Train	1	0.3%
Bus	1	0.3%
Tram	0	0.0%
Total	296	58%

Respondents who did not list the car as their primary transport method often listed it as their secondary transport method. In particular, those respondents who reported walking to Fairfield Village (53.3%) listed car travel as their alternative method of transport. Again this result can be explained by the large proportion of respondents who reported ‘weekly grocery shopping’ as a reason for visiting Fairfield Village. It is also notable that of the respondents who reported that driving was their usual method of travel, a significant proportion (43.7%) reported walking as their alternative method of travel.

Most respondents however reported having no other transport method.





Other method of travel to Fairfield Village by usual method

Darebin City Council - 2007 Love Living Local Survey

(Number and percent of respondents)

Method	Car		Public transport		Walking		Bicycle	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Car	0	0.0%	1	25.0%	105	53.3%	1	12.5%
Walk	31	43.7%	0	0.0%	0	0.0%	2	25.0%
Tram	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bus	0	0.0%	0	0.0%	1	0.5%	0	0.0%
Motorcycles	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Taxi	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Train	1	1.4%	0	0.0%	0	0.0%	0	0.0%
Bicycle	0	0.0%	0	0.0%	20	10.2%	0	0.0%
Combination methods	1	1.4%	0	0.0%	1	0.5%	0	0.0%
Other	1	1.4%	0	0.0%	1	0.5%	0	0.0%
No other method used	37	52.1%	3	75.0%	69	35.0%	5	62.5%
Total	71	100%	4	100%	197	100%	8	100%

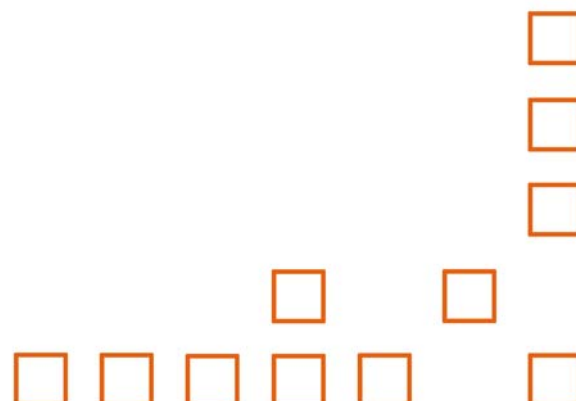
Travelling by public transport to Fairfield Village

Shoppers were asked:

“How often do you currently travel to this centre by public transport?”

One-quarter (25.0%) of respondents reported always using public transport to Fairfield Village, while over half (58.0%) of respondents reported never using public transport.

Given that respondents’ either generally use or never using public transport suggests there are two distinct groups of people living in the area surrounding Fairfield Village. Metropolis Research Pty Ltd suggests that this poses a challenge in influencing travel choices as the results suggest that the issue of public transport is viewed in black and white terms by a significant proportion of the community.





How often public transport is used
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

Frequency	Shoppers	
	Number	Percent
Always	25	25.0%
Usually	2	2.0%
Sometimes	1	1.0%
Occasionally	5	5.0%
Rarely	9	9.0%
Never	58	58.0%
Total	100	100%

Alternative transport options

Reasons for not using public transport

Residents were asked:

“If you don’t use public transport to visit the centre, what are all the reasons why?”

Shoppers were asked:

“What are all the factors that discourage you from using public transport?”

The main reason, by far, for not using public transport is that respondents live near the centre. As this is a neighbourhood activity centre with a primary catchment within walking distance of the centre it would in many cases be more practical to walk. The results do not indicate any problem inherent with public transport but instead that the distances being travelled are too small for it to be more practical than walking. This point is reinforced by the earlier results which show that the shoppers, who include respondents from further a field than the residents, are also more likely to use public transport.



Reasons for not using public transport in traveling to Fairfield Village

Darebin City Council - 2007 Love Living Local Survey

(Number and percent of respondents not using public transport)

Reason	Shoppers		Residents	
	Number	Percent	Number	Percent
Too close - easier to walk or cycle	49	66.2%	239	81.8%
Does not go where I want to go	26	35.1%	55	18.8%
Distance (of stop) from home	24	32.4%	21	7.2%
Too difficult to carry shopping (or similar)	17	23.0%	19	6.5%
Too difficult to carry children (or similar)			5	1.7%
Preference	8	10.8%	13	4.5%
Comfort	9	12.2%	11	3.8%
Waiting time	7	9.5%	13	4.5%
Travel time	6	8.1%	10	3.4%
Dirty	9	12.2%	2	0.7%
Cost	1	1.4%	8	2.7%
Services not well connected <i>(time wise)</i>	4	5.4%	3	1.0%
Doesn't run frequently enough	3	4.1%	3	1.0%
Distance (of stop) from destination	4	5.4%	2	0.7%
Inadequate seating	2	2.7%	2	0.7%
Lack of safety in station/stops	1	1.4%	3	1.0%
Lack of services/reliability	0	0.0%	3	1.0%
Inadequate shelter	0	0.0%	3	1.0%
Inadequate lighting	0	0.0%	1	0.3%
Too hard to find stops/don't know stops	0	0.0%	0	0.0%
Lack of information about public transport	0	0.0%	0	0.0%
Other	1	1.4%	3	1.0%
Total responses	171		419	
<i>Total respondents providing a response</i>	<i>73</i>		<i>282</i>	



Reasons for not cycling

Residents were asked:

“If you don’t cycle to the centre, what are the reasons why?”

Over one-third of the respondents reported they do not ride a bicycle to Fairfield Village because they do not own a bicycle (43.4%).

‘Personal preference’ also rated reasonably high as a reason for not using a bicycle (15.0%). It is important to reiterate that 81.0% of bicycle users reported ‘personal preference’ as their reason for cycling. While ‘personal preference’ may not be a major consideration in *not* cycling, it certainly is for respondents who do decide to cycle.

The results also highlight some of the practical limitations of bicycles with ‘difficulty carrying shopping’ (17.1%) and ‘distance from home’ (14.3%) being prominent reasons for not cycling.

Reasons for not cycling to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents not cycling)

<i>Reason</i>	<i>Residents</i>	
	<i>Number</i>	<i>Percent</i>
I don't have a bike	124	43.4%
Difficulty carrying shopping	49	17.1%
Personal preference	43	15.0%
Distance from home	41	14.3%
Have children or elderly with me	29	10.1%
Poor health or fitness	27	9.4%
Not confident riding a bicycle	14	4.9%
I don't have a secure place to park	6	2.1%
Lack of bike paths/dedicated bike lanes	5	1.7%
Safety	4	1.4%
Lack of facilities	2	0.7%
My bicycle needs repairs	2	0.7%
Travel time	1	0.3%
Comfort	1	0.3%
Too many errands/stops to make	1	0.3%
Other	4	1.4%
Total responses	353	
<i>Total respondents providing a response</i>	<i>249</i>	





Reasons for not walking

Residents were asked:

“If you don’t walk to the centre, what are the reasons why?”

Respondents not walking to Fairfield Village reported three major reasons why – ‘personal preference’ (31.2%), ‘distance from home’ (28.0%) and ‘difficulty carrying shopping’ (26.9%).

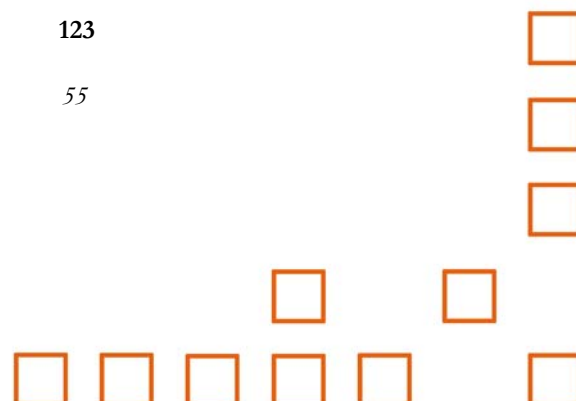
As with many of the other questions included in this survey, the issue of ‘personal preference’ is a strong factor in deciding upon transport choice. Practical reasons for respondents transport choices are apparent in the results but are often of secondary importance to respondents. Changing the personal preference of residents is clearly the challenge in affecting transport outcomes, above and beyond finding practical solutions to impediments to using sustainable transport modes.

Reasons for not walking to Fairfield Village
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents not walking)

Reason	Residents	
	Number	Percent
Personal preference	29	31.2%
Distance from home	26	28.0%
Difficulty carrying shopping	25	26.9%
Health or fitness	17	18.3%
Comfort	11	11.8%
Travel time	6	6.5%
Safety	3	3.2%
Have children with me	3	3.2%
Lack of toilets	1	1.1%
Lack of shelter	1	1.1%
Lack of places to rest	1	1.1%
Lack of good footpaths	0	0.0%
Other	0	0.0%

Total responses **123**

Total respondents providing a response *55*





Encouraging people to walk, cycle or use public transport

Residents were asked:

“Which, if any, of the following would encourage you to either walk, cycle or take public transport to this centre more often?”

Only 66 respondents of the 296 identified an initiative that would encourage them to walk, cycle or use public transport. This result reinforces the trend found throughout the results of this survey: many respondents are making their choices based on personal preference rather than practical considerations. Thus, changing transport behaviour requires changing residents’ preferences.

What would encourage walking, cycling or using public transport
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

Initiatives	Residents	
	Number	Percent
Being given a bicycle	31	10.5%
Discounts from traders to walk, cycle or use public transport	25	8.4%
Free bicycle repairs	17	5.7%
Being given a shopping jeep	17	5.7%
Information on walking and cycling routes	13	4.4%
Information on locally available goods and services	12	4.1%
Public transport timetables	9	3.0%
Local cycling or walking groups	7	2.4%
Free, local riding course	6	2.0%
Maps of local area	6	2.0%
Communal car available	4	1.4%
Tailored information on public transport	4	1.4%
Help planning travel	3	1.0%
Total responses	154	
<i>Total respondents providing a response</i>	<i>66</i>	



Shoppers were asked:

“Which, if any, of the following would encourage you to walk, cycle or use public transport to travel to this centre?”



None of the shoppers surveyed identified an initiative that would encourage them to walk, cycle or use public transport. This highlights the importance of personal preference plays in respondent’s decision making over practical considerations.





Respondent profile

The following questions were included in the survey to allow for more detailed analysis of the results if required.

Age

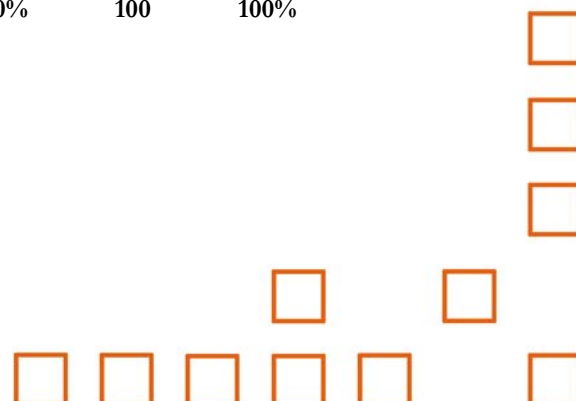
Lifecycle stage (age)
Darebin City Council - 2007 Love Living Local Survey
 (Number and percent of respondents)

Age	Residents		Shoppers	
	Number	Percent	Number	Percent
15 - 19 years	7	2.4%	6	33.0%
20 - 35 years	71	24.0%	33	35.0%
36 - 45 years	99	33.4%	35	19.0%
46 - 60 years	78	26.4%	19	6.0%
61 - 75 years	25	8.4%	6	1.0%
76 years and over	16	5.4%	1	0.0%
Total	296	100%	100	100%

Gender

Gender
Darebin City Council - 2007 Love Living Local Survey
 (Number and percent of respondents)

Gender	Residents		Shoppers	
	Number	Percent	Number	Percent
Male	114	39.0%	42	42.0%
Female	178	61.0%	58	58.0%
Not stated	4			
Total	296	100%	100	100%





Language

Language
Darebin City Council - Love Living Local Survey
(Number and percent of respondents)

Language	Residents		Shoppers	
	Number	Percent	Number	Percent
English	231	78.8%	85	85.9%
Italian	26	8.9%	6	6.1%
Greek	18	6.1%	0	0.0%
Arabic	0	0.0%	3	3.0%
Multiple	3	1.0%	0	0.0%
Somali	0	0.0%	3	3.0%
Dutch	2	0.7%	0	0.0%
German	2	0.7%	0	0.0%
Spanish	2	0.7%	0	0.0%
Cantonese	0	0.0%	1	1.0%
Chinese n.f.d.	1	0.3%	0	0.0%
Hungarian	1	0.3%	0	0.0%
Indo-Aryan n.f.d.	1	0.3%	0	0.0%
Macedonian	1	0.3%	0	0.0%
Madarin	1	0.3%	0	0.0%
Nepali	1	0.3%	0	0.0%
Portugese	1	0.3%	0	0.0%
Punjabi	1	0.3%	0	0.0%
Russian	1	0.3%	0	0.0%
Welsh	0	0.0%	1	1.0%
Not stated	3		1	
Total	296	100%	100	100%





Household structure

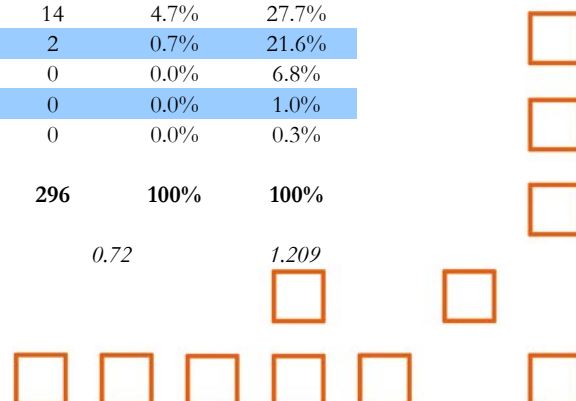
Household structure
Darebin City Council - 2007 Love Living Local Survey
 (Number and percent of respondents)

Structure	Residents	
	Number	Percent
Two parent family (youngest 0 - 4 yrs)	53	18.0%
Two parent family (youngest 5 - 12 yrs)	35	11.9%
Two parent family (youngest 13 - 18 yrs)	26	8.8%
Two parent family (adult children only)	23	7.8%
One parent family (youngest 0 - 4 yrs)	0	0.0%
One parent family (youngest 5 - 12 yrs)	3	1.0%
One parent family (youngest 13 - 18 yrs)	5	1.7%
One parent family (adult children only)	8	2.7%
Group household	25	8.5%
Sole person household	39	13.3%
Couple only household	72	24.5%
Family and friends	3	1.0%
Extended family	2	0.7%
Not stated	2	
Total	296	100%

Household size

Number of residents in households per household
Darebin City Council - 2007 Love Living Local Survey
 (Number and percent of respondents)

Number	Adults		Children		Total
	Number	Percent	Number	Percent	Percent
Zero	0	0.0%	172	58.1%	0.0%
One	46	15.5%	52	17.6%	13.2%
Two	193	65.2%	56	18.9%	29.4%
Three	41	13.9%	14	4.7%	27.7%
Four	11	3.7%	2	0.7%	21.6%
Five	4	1.4%	0	0.0%	6.8%
Six	0	0.0%	0	0.0%	1.0%
Eight	1	0.3%	0	0.0%	0.3%
Total	296	100%	296	100%	100%
<i>Average household size</i>		2.118		0.72	1.209





Car ownership

The average number of cars per household of respondents to this survey was 1.49, which is lower than the 1.68 recorded for Fairfield/Alphington in the *Darebin City Council - 2007 Household Survey*. Metropolis Research Pty Ltd advises that given the different methodologies of the two surveys some variation in the results may exist and that the self completion method used in the *Household Survey* is likely to provide a more accurate result. The *Household Survey* results have also shown a high degree of stability over the course of five surveys.

Number of cars owned per household
Darebin City Council - 2007 Love Living Local Survey
(Number and percent of respondents)

Number	On-site		On-street		Total
	Number	Percent	Number	Percent	Percent
Zero	70	23.6%	183	61.8%	8.1%
One	172	58.1%	80	27.0%	48.3%
Two	48	16.2%	27	9.1%	33.4%
Three	5	1.7%	4	1.4%	7.4%
Four	0	0.0%	2	0.7%	1.7%
Five	1	0.3%	0	0.0%	1.0%
Total	296	100%	296	100%	100%
<i>Average number of cars per household</i>		<i>0.97</i>		<i>0.52</i>	<i>1.49</i>





Bicycle ownership and use

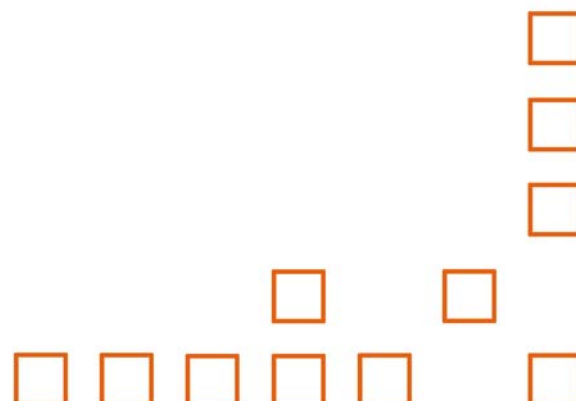
The results to the question in the survey relating to bicycle ownership and use has not provided meaningful results. As a result the data has not been presented and *Darebin City Council - 2007 Household Survey* results have been included. These results have shown a high degree of statistical reliability over the course of five surveys and eight years and are considered a fair reflection of the actual rate of bicycle ownership of Thornbury residents.

Bicycle ownership (Fairfield)
Darebin City Council - 2007 Household Survey
(Number and percent of total respondents)

<i>Response</i>	<i>Adults</i>		<i>Children</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Yes	115	49.6%	59	83.1%
No	117	50.4%	12	16.9%
Can't say	6		7	
Total	238	100%	78	100%

Frequency of bicycle useage for non-journey to work (Fairfield)
Darebin City Council - 2007 Household Survey
(Number and percent of total respondents)

<i>Response</i>	<i>Adults</i>		<i>Children</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Daily	10	8.8%	5	8.8%
Weekly	28	24.8%	32	56.1%
Occasionally	60	53.1%	17	29.8%
Never	15	13.3%	3	5.3%
Not stated	2		2	
Total	115	100%	59	100%





General comments

Comments

Darebin City Council - 2007 Love Living Local Survey

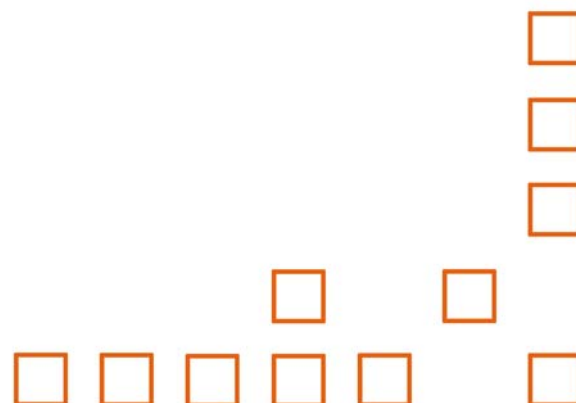
(Number of responses)

<i>Comments on traffic and parking</i>	<i>Number</i>
More parking needed.	12
Hard to find parking.	2
Another pedestrian crossing and traffic lights near the railway line. Decrease the speed limit.	1
Build a bridge over railway line.	1
Crossing Station St., more crossing lights.	1
End of Station Street should have a better pedestrian crossing.	1
Gilles St. no entry from Heidelberg Rd.	1
Insufficient parking for residents - competing with shops.	1
Intersection at Separation and Gillies too dangerous to walk - makes me drive.	1
Lower the speed limit in Station St. Not safe for pedestrians and bike riders.	1
More parking - discourage non residents from parking.	1
More parking lots, too many outdoor seat from cafes.	1
Needs more off street parking and speed reductions.	1
No more parking please. Very busy already.	1
Not enough car parking - have to do half my shopping at Northcote because of it.	1
Parking must be improved.	1
Parking problem there - have to park a long way away. Congestion an issue. Time is the issue for transport.	1
Parking problems.	1
Pedestrian crossing and traffic light near the station.	1
Pedestrian lights south of Fairfield crossing.	1
Shocking parking facilities, needs to be better access to all parking.	1
So busy, more parking needed.	1
Speed limit at Station St. should be lower - 40km/h. Only one pedestrian crossing - should have more. Have thought about writing to Council about this. And trucks: no trucks!	1
Speed limit on Station St. should be 40km/h. Lots of kids in area and should be 40km/h around kindergarten.	1
Speed limit should be 40 km/h.	1
Speed limit too high - should be 50 km/h.	1
Station St. should be 40km/h zone.	1
Terrible parking.	1
There needs to be more parking made available at shopping centre.	1
Too much traffic on Station St. Reduce speed limit to 40 km/h.	1
Traffic congestion on street during week is terrible. Fix parking issue on Railway Place.	1
Designated parking area not being used.	1
Traffic is a bit hectic, need to look at traffic management.	1
Traffic light crossing at railway.	1
Traffic lights at railway.	1
Very good except speed limit should be 40km/h.	1





<i>Comments on shopping area</i>	<i>Number</i>
Very accessible shopping centre; good variety of shops and facilities.	1
Very convenient.	1
Very good - great restaurants.	1
Very good area.	1
Station St. needs assisted local community.	1
Station St. shops are great.	1
Good!	1
Good community feel.	1
Good overall/ more access for wheelchairs.	1
Good place; small independent shops and I can get to know shopkeepers.	1
Great place to live - love community centre and library.	1
Great place to work, eat, live and shop.	1
Could have more large supermarkets.	1
Too many cafes.	2
Pedestrians shopping areas.	1
Centre needs a fish/seafood shop and more shops for basic children's' needs.	1
A lot more greenery would add a good finishing touch.	1
Bigger shopping centre, Safeway and Coles. Good place to shop and convenient.	1
More banks, not enough cleaning especially trees and branches, leaves on footpath and gutters need cleaning.	1
More useful shops rather than cafes and bars.	
Terrific!	1
I shop where I work, only visit Fairfield to have meal, don't walk anywhere at night.	1
Love it but too many seats on footpath from cafes.	1
Less cafes, more practical/functional shops.	1
Library access during week and evenings is not sufficient.	1
Very good food, better than Coles.	1
Vibrant, good centre to visit.	1
Don't tamper with the centre too much.	1
Elderly and disabled access needs to be improved in and around Station Street.	1
Excellent transport and shopping centre.	1
It's like a small village with great community spirit.	1
Its very important to maintain the vibrant shopping centre.	1
Way too many eateries, need hardware shop.	1
I like it it's good.	1
Improved, developing nicely with more trees etc.	1
Park benches on nature strips on way to shopping centres.	1





<i>Comments on modes of transport</i>	<i>Number</i>
I just like walking. When will there be seats at the bus stops along Station St?	1
It's just a matter of time, walking takes longer. More bicycle paths would encourage us to cycle more.	1
I catch trains from there, but live close so no need to take them there.	1
I drive car once a week to do big shopping.	1
I only drive if I'm doing a big shop.	1
I only take the car if I'm in a hurry or have a lot of shopping to do.	1
Doctor says I have to walk every day, so I do.	1
Very good transport.	1
Drive car if it's here or if I have lots of shopping to do.	1
I visit the shops on way home from work. I catch train to and from work.	1
My son rides his bike to the shop sometimes if I need something urgent.	1
Occasionally my son takes me shopping in car.	1
Only use bus if it is raining heavily.	1
Public transport excellent.	1
Public transport facilities and bike facilities are a must, not just local but also to other areas. Cars are becoming a non-option.	1
If parking was better I'd drive to the shops.	1
Only drive once a fortnight to do a big shop.	1
We are close so we walk.	1
Wouldn't want to ride my bike, too many cars, etc.	1
Used to live locally and love shopping here but have to use the car now as it is further from home.	1
More security on station platforms.	1

<i>Comments on cycling/cycling facilities</i>	<i>Number</i>
More bicycle parking lots.	1
More bike racks needed.	1
More bike stands to lock bikes.	1
More cycling lanes and cycle racks to lock up bikes.	1
More parking for bikes.	1
Bike locking facilities.	1
A children's bicycle learning area where kids learn the road rules.	1
Cyclists not on footpath a good thing.	1
Dangerous cycling up Station St. due to cars angle parking.	1
Safety on bike path.	1

<i>Comments on bus service</i>	<i>Number</i>
A convenient bus route would be good.	1
A little local shopping bus would be nice.	1
Bus that ran down this street.	1
Buses should have seatbelts like cars.	1
Cleaning up the dumped clothes in Fairfield car park.	1
I would use a community shopping bus if it went to my door.	1
If bus was in my street I might use it.	1



<i>Other comments</i>	<i>Number</i>
Happy here.	1
Don't book me for speeding outside my house!	1
Fix drainage in Gilles St. - floods when it rains.	1
Fix up my neighbours noisy chooks.	1
Some beggars.	1
Love living in Fairfield.	1
New here - chose location to be close to shops.	1
We're very close.	1
I visit my dad every week and take him shopping.	1
Total	130





Appendix One: Survey forms



Darebin City Council

2007 Love Living Local Residents Survey

1

Local shopping centre

(please circle one number only)

Thornbury Village	1	Fairfield Village	2
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2

How often do you usually visit your local centre?

(please circle one number only)

Daily	1	Monthly	5
Every few days	2	Quarterly	6
Once a week	3	Occasionally	7
Fortnightly	4	Never	8

3

What are all the reasons why you visit the centre?

(please circle as many as appropriate)

Am employed in the centre	1	Visit restaurants and cafes	8
Accessing government services	2	Entertainment venues (bars)	9
Accessing Council services	3	Use childcare services	10
Banking / Post Office	4	Utilise open space	11
Daily shopping (e.g. bread, milk)	5	Visit community groups	12
Weekly grocery shopping	6	Other (please specify): _____	13
Clothing/comparison goods shopping	7	_____	

4

How do you usually travel to the centre?

(please circle one number only)

Car	1	Walk	5
Train	2	Bicycle	6
Tram	3	Bus	7
Combination (please specify): _____	4	Other (please specify): _____	8
_____		_____	

5

Why do you use that method to travel to the centre?

(please circle as many as appropriate)

Convenience	1	Concern for the environment	6
Safety	2	Comfort	7
Other methods aren't available	3	Personal preference	8
Cost effective	4	Other (please specify): _____	9
Health and/or fitness	5	_____	

6**Do you use any another methods to travel to this centre?***(please circle one number only)*

Car	1	Walk	5
Train	2	Bicycle	6
Tram	3	Bus	7
Combination <i>(please specify)</i> : _____	4	Other <i>(please specify)</i> : _____	8
_____		_____	

7**If you don't use public transport to visit the centre, what are all the reasons why?***(please circle as many as appropriate)*

Does not go where I want to go	1	Waiting time	11
Doesn't run frequently enough	2	Inadequate seating	12
Comfort	3	Inadequate shelter	13
Distance of stop from home	4	Inadequate lighting	14
Distance of stop from destination	5	Dirty	15
Travel time	6	Safety	16
Too hard to find stops / don't know stops	7	Have to carry shopping or similar	17
Reliability of service	8	Have children in prams or similar	18
Services not well-connected	9	Too close - easier to walk, ride etc	19
Cost	10	Other <i>(please specify)</i> _____	20

8**If you don't cycle to the centre, what are the reasons why?***(please circle as many as appropriate)*

I don't have a bike	1	Difficulty carrying shopping	9
Distance from home	2	My bicycle needs repairs	10
Travel time	3	I don't have a secure place to park	11
Safety	4	Comfort	12
Poor health or fitness	5	Personal preference	13
Lack of bike paths / dedicated bike lanes	6	Have children or elderly with me	14
Lack of facilities <i>(e.g. change rooms)</i>	7	Too many errands/stops to make	15
Not confident riding bicycle	8	Other <i>(please specify)</i> _____	16

9**If you don't walk to the centre, what are the reasons why?***(please circle as many as appropriate)*

Comfort	1	Difficulty carrying shopping	8
Distance from home	2	Lack of toilets	9
Travel time	3	Lack of shelter	10
Safety	4	Lack of places to rest	11
Health or fitness	5	Personal preference	12
Lack of good footpaths	6	Other <i>(please specify)</i> _____	13
Have children with me	7	_____	

10

Which, if any, of the following would encourage you to either walk, cycle or take public transport to this centre more often?

(please circle as many as appropriate)

Having a local car share car available so I wouldn't need to own my own car or second car	1	Someone to help me plan my ride on safe routes or plan my public transport travel	8
Delivery of relevant local public transport timetables	2	Tailored information on public transport services close to home	9
Information on walking and cycling routes	3	Maps of the local area	10
Information on goods and services provided in the local area	4	Local cycling or walking groups I could join	11
Having my bicycle repaired for free	5	Being given a bicycle	12
A locally run free course to give me more confidence riding	6	My own shopping jeep to help me carry shopping etc.	13
Discounts from traders for walking/ cycling/public transport	7		

11

Do you have any other comments you would like to make?

12

Please indicate which of the following age groups best describes you?

15 to 19 Years	1	46 - 60 Years	4
20 - 35 Years	2	61 - 75 Years	5
36 - 45 Years	3	76 Years or Over	6

13

Gender (fill in)

Male	1	Female	2
------	---	--------	---

14

What is the structure of this household?

Two parent family (<i>youngest 0 - 4 yrs</i>)	1	One parent family (<i>youngest 13-18 yrs</i>)	7
Two parent family (<i>youngest 5 - 12 yrs</i>)	2	One parent family (<i>adult child only</i>)	8
Two parent family (<i>youngest 13 - 18 yrs</i>)	3	Group household	9
Two parent family (<i>adult child only</i>)	4	Sole person household	10
One parent family (<i>youngest 0 - 4 yrs</i>)	5	Couple only household	11
One parent family (<i>youngest 5 - 12 yrs</i>)	6	Other: _____	12

15

How many people are usually resident in this household?

Adults

Children

16

Do any members of this household speak a language other than English at home?

English only

1

Other : _____ 2

17

How many registered motor vehicles (including company cars, motorcycles, scooters, 4WDs, etc.) owned or usually used by members of this household are usually garaged or parked near this dwelling?

On-site

On-street

18

How many bicycles are owned or used by members of this household?

Owned by adults

Owned by children

Used regularly by adults

Used regularly by children

Darebin City Council

2007 Love Living Local Shoppers Survey

1 Local shopping centre

(please circle one number only)

Thornbury Village	1	Fairfield Village	2
-------------------	---	-------------------	---

2 How often do you usually visit this centre?

(please circle one number only)

Daily	1	Monthly	5
Every few days	2	Quarterly	6
Once a week	3	Occasionally	7
Fortnightly	4	Never	8

3 What are all the reasons why you visit this centre?

(please circle as many as appropriate)

Am employed in the centre	1	Visit restaurants and cafes	8
Accessing government services	2	Entertainment venues (bars)	9
Accessing Council services	3	Use childcare services	10
Banking / Post Office	4	Utilise open space	11
Daily shopping (e.g. bread, milk)	5	Visit community groups	12
Weekly grocery shopping	6	Other (please specify): _____	13
Clothing/comparison goods shopping	7	_____	

4 How do you usually travel to this centre?

(please circle one number only)

Car	1	Walk	5
Train	2	Bicycle	6
Tram	3	Other (please specify)	7
Bus	4	_____	

5 Why do you use that method to travel to this centre?

(please circle as many as appropriate)

Convenience	1	Concern for the environment	6
Safety	2	Comfort	7
Other methods aren't available	3	Personal preference	8
Cost effective	4	Other (please specify): _____	9
Health and/or fitness	5	_____	

6 How often do you currently travel to this centre by public transport?

(please circle as many as appropriate)

Always (go to q8)	1	Occasionally	4
Usually	2	Rarely	5
Sometimes	3	Never	6

7

What are all the factors that discourage you from using public transport?*(please circle as many as appropriate)*

Does not go where I want to go	1	Lack of services	11
Doesn't run frequently enough	2	Waiting time	12
Comfort	3	Inadequate seating	13
Distance from home	4	Inadequate shelter	14
Distance from destination	5	Inadequate lighting	15
Travel time	6	Lack of safety in station/stops	16
Too hard to find stops	7	Dirty	17
Services not well-connected (<i>time-wise</i>)	8	Cost	18
Too difficult to carry children/shopping	9	Too close - easier to walk or cycle	19
Lack of information about public transport	10	Other (<i>please specify</i>) _____	20

8

Which, if any, of the following would encourage you to walk, cycle or use public transport to travel to this centre?*(please circle as many as appropriate)*

A local, free cycling course to help with my confidence in cycling	1	Help planning my travel	5
Public transport timetables	2	Information on public transport services	6
Information on walking and cycling routes	3	Maps of your local area	7
Information on goods and services available locally	4		

9

In which suburb (or postcode) do you live?

Postcode

10

Do you have any other comments you would like to make about travelling to this centre?

11

Please indicate which of the following age groups best describes you?

15 to 19 Years	1	46 - 60 Years	4
20 - 35 Years	2	61 - 75 Years	5
36 - 45 Years	3	76 Years or Over	6

12

Gender (fill in)

Male	1	Female	2
------	---	--------	---

13

Do you speak a language other than English at home?

English only	1	Other : _____	2
--------------	---	---------------	---