Methodology

Pedestrian Count
The purpose of the pedestrian count was to see how many pedestrians of each gender and each age group (0-15, 16-59, 60+) Christchurch attracts. We counted the number of people per gender/age group for 5 minutes. However, in bu sier areas such as Saxon Square, there were too many people to count so I may have missed some. Also, for some people it was hard to guess their ages, as many people looked the same we ended up going on hair colour.

Due to the time of day being the busies t, and the fact that Monday is a market day, it was likely that there would be fewer visitors on other days of the week. It was a sunny day, so more people would be about, too. We conducted this count on Saxon Square, the Fountain Roundabout, George Inn an d through the High Street.

Traffic Count
The purpose of the traffic count was to see how many cars or commercial vehicles there were in each area. We counted the number of cars, vans and lorries in each area for 5 minutes. The areas were: The George Pub a nd market traffic; and the Fountain Roundabout which leads to the other end of the Market and covers the B3073 and A35, both major traffic routes for Christchurch. Some problems arose during the Fountain Roundabout study as there were so many cars travelli ng fast in different directions. Also, halfway through, my pen ran out so I had to memorise the number of cars whilst making the pen work again.

Questionnaire
The purpose of the questionnaire was to see people's opinions on the area   - we conducted these by asking people set questions about their use of each area of Christchurch. Obviously, there wasn't much data collected as we only interviewed one tourist and one local and the information we got was only opinion. This means that the information may be bia sed and affect the results of the questionnaire we obtained.

Bipolar Survey
The purpose of the bipolar survey was to see how the areas (Marina, Quay, High Street and Saxon Square) scored in key desirability categories such as beauty or public interest. We rated each area out of 7 in each of these categories, but as with the questionnaires, this just falls to opinion. Different people have different requirements and some may or may not be met.

 Shop Location
The purpose of the shop location was to determin e what type of person lives there by looking at shops on the High Street. We walked along the street, filling in locations and taking down the shop type. However, some shop names gave no hints to the type of shop so some shop types may be wrong.

Overall, the investigation has been fairly useful but could be improved in some ways. By increasing the sample used in the questionnaire and maybe using the bipolar survey in the questionnaire, the effect of possible bias will be reduced. Trialling the traffic coun t at different

times on different days could also be an improvement as it normalises the effect caused by the rush hours and quiet periods.