PEOPLE & PLACES
Insight

CAR PARKING STUDIES

OTLEY ADDITIONAL ANALYSIS

July 2026

Mike King
Director
People and Places Insight Limited
mike.king@people-places.co.uk
07788286337

RESIDENT CAR USERS	Refers to respondents from the 2020, 2021, 2022 and 2024 Otley Town Benchmarking Town Centre Users Survey who live in the Town
ALL CAR USERS	Refers to all respondents (Locals/Visitors/Tourists) from the 2020, 2021, 2022 and 2024 Otley Town Benchmarking Town Centre Users Survey
NON-RESIDENT CAR USERS	Refers to respondents from the 2020, 2021, 2022 and 2024 Otley Town Benchmarking Town Centre Users Survey who do not live in the Town

MODE OF TRANSPORT	Resident Car Users (%)	Non-Resident Car Users (%)
On Foot	58	0
Bicycle	1	4
Motorbike	0	2
Car	35	77
Bus	3	12
Taxi	0	1
Other	2	4

AGE	Resident Car Users (%)	All Car Users (%)
16-25	1	2
26-35	7	8
36-45	19	16
46-55	22	21
56-65	27	29
Over 65	21	33
Prefer not to answer	2	2

PURPOSE OF JOURNEY	Resident Car Users (%)	All Car Users (%)
Convenience Shopping	43	34
Comparison Shopping	6	5
Markets	6	9
Work	14	17
Access to Services	5	4
Eating and Drinking	5	6
Meeting Friends and Family	6	13
Walking and Cycling	3	2
Sightseeing	1	5
Other	9	5

LENGTH OF STAY	Resident Car Users (%)	All Car Users (%)
Less than an Hour	22	16
1-2 Hours	54	45
2-4 Hours	10	18
4-6 Hours	3	6
All Day	10	13
Other	1	2

FREQUENCY OF VISIT	Resident Car Users (%)	All Car Users (%)
Daily	22	18
More than Once a Week	52	39
Weekly	19	20
Fortnightly	4	7
More than Once a Month	1	6
Once a Month or Less	2	12

PURPOSE OF VISIT: CONVENIENCE SHOPPING BY AGE		
	Resident Car Users (%)	All Car Users (%)
16-25	1	1
26-35	5	4
36-45	27	23
46-55	19	22
56-65	24	27
Over 65	21	22
Prefer not to answer	1	2

PURPOSE OF VISIT: NOT CONVENIENCE SHOPPING BY AGE		
	Resident Car Users (%)	All Car Users (%)
16-25	2	3
26-35	9	10
36-45	13	13
46-55	25	21
56-65	29	30
Over 65	20	23
Prefer not to answer	2	2