

Thursday 18<sup>th</sup> January 2018

# Cambridgeshire Travel Survey Presentation to the Greater Cambridge Partnership Joint Assembly



**SYSTRA**

# Contents



## 1. Study Background

## 2. Methodology

## 3. Key Findings

- An opportunity for modal shift away from car/van
- Recent changes in transport modes
- How to encourage modal shift

# Study Background



Growing and sharing prosperity

- aims to develop a sustainable transport network for Greater Cambridge
- keep people, business and ideas connected as the population grows

## SYSTRA

- independent research consultancy
- specialising in transport

- ◉ Research with Cambridge and South Cambridgeshire residents
  - to better understand travel behaviour, and reasons for travel choices
  - to support the design of a transport strategy to:
    - reduce congestion
    - encourage modal shift
    - shape investment from 2020 onwards



# Methodology

- 1,021 computer aided telephone interviews (CATI)
- September-October 2017
- Telephone numbers compiled and dialled at random
- Demographic profiling to target a representative sample in terms of district, gender and age
- Prize draw incentive
- Weighted and unweighted data provided

# Data Weighting

- Data weighting adjusts the 'weight' given to different responses so that, overall, the results better reflect the views/behaviours of the population of interest
- Survey: 42% Cambridge, 58% South Cambridgeshire
- ONS Population Estimates for mid-2016: 47% Cambridge, 53% South Cambridgeshire
- Over sampled South Cambridgeshire
- Weightings are applied which bring the proportions back in line with the population
- Segmentation analysis is also undertaken to look at sub-groups of the population and how they may differ

	Achieved Sample (N)	Weighted Sample (N)
<b>District</b>		
Cambridge	424	481
South Cambridgeshire	597	540
<b>Gender</b>		
Male	414	514
Female	606	506
<b>Age</b>		
16-24 years old	127	181
25-49 years old	366	434
50-64 years old	255	208
65+ years old	270	196

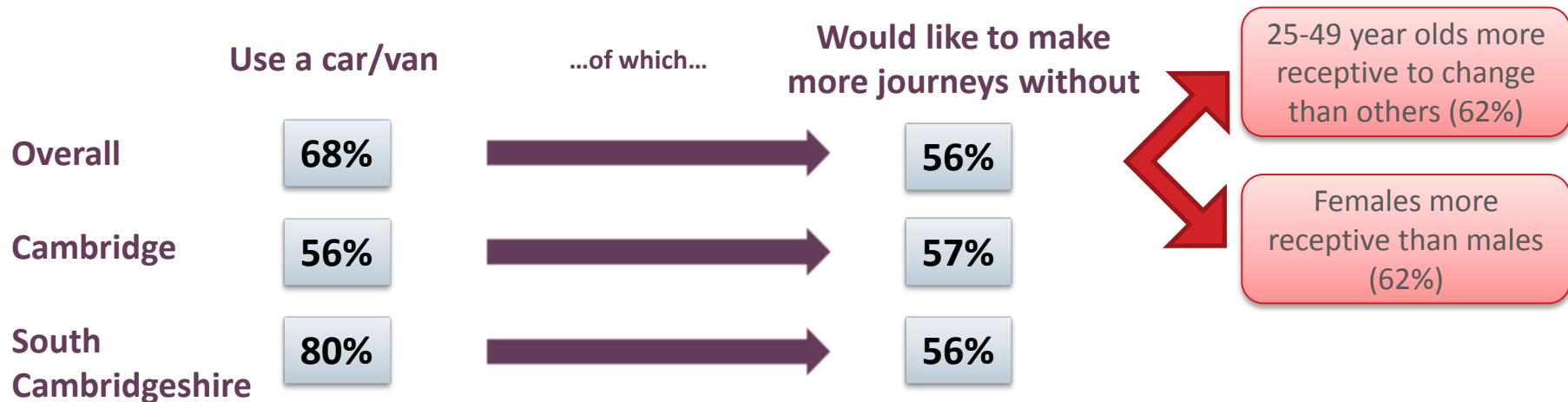
# Questionnaire



- The survey was designed to capture information about:
  - respondents' demographics
  - current travel behaviour in and around Cambridge
  - reasons for travel choices
  - alternative travel modes
  - the likelihood various potential initiatives might have on their travel choices

# An opportunity for modal shift away from car/van

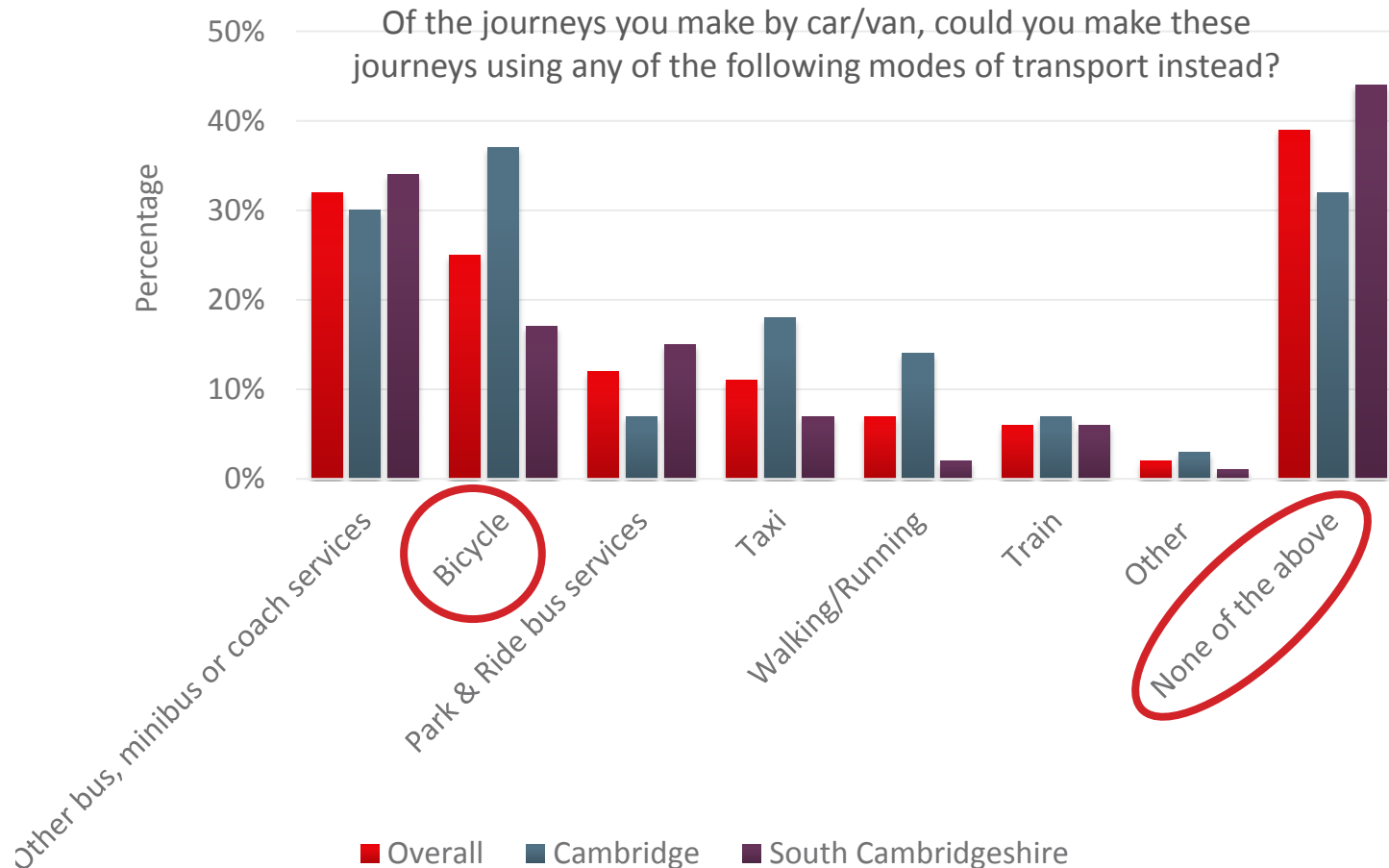
There is both potential and appetite for modal shift among car/van drivers



- ONS Population estimates for mid 2016 suggest there are 236,232 people aged 16+ years old in Cambridge and South Cambridgeshire
- Results suggest potential for at least 89,957 less car/van journeys

# An opportunity for modal shift away from car/van

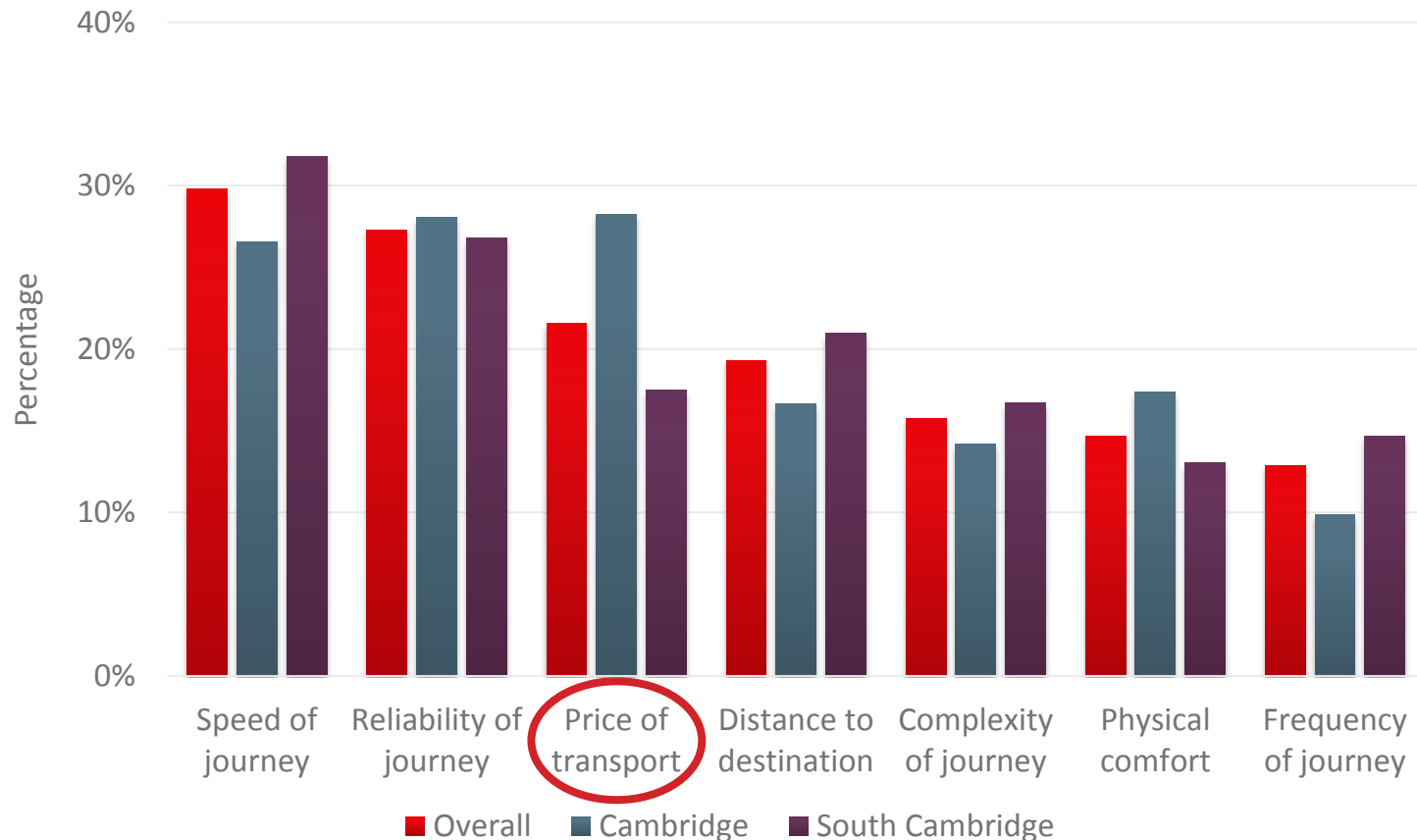
Bus, minibus and coach services, and cycling, were the most likely alternative to car/van





# An opportunity for modal shift away from car/van

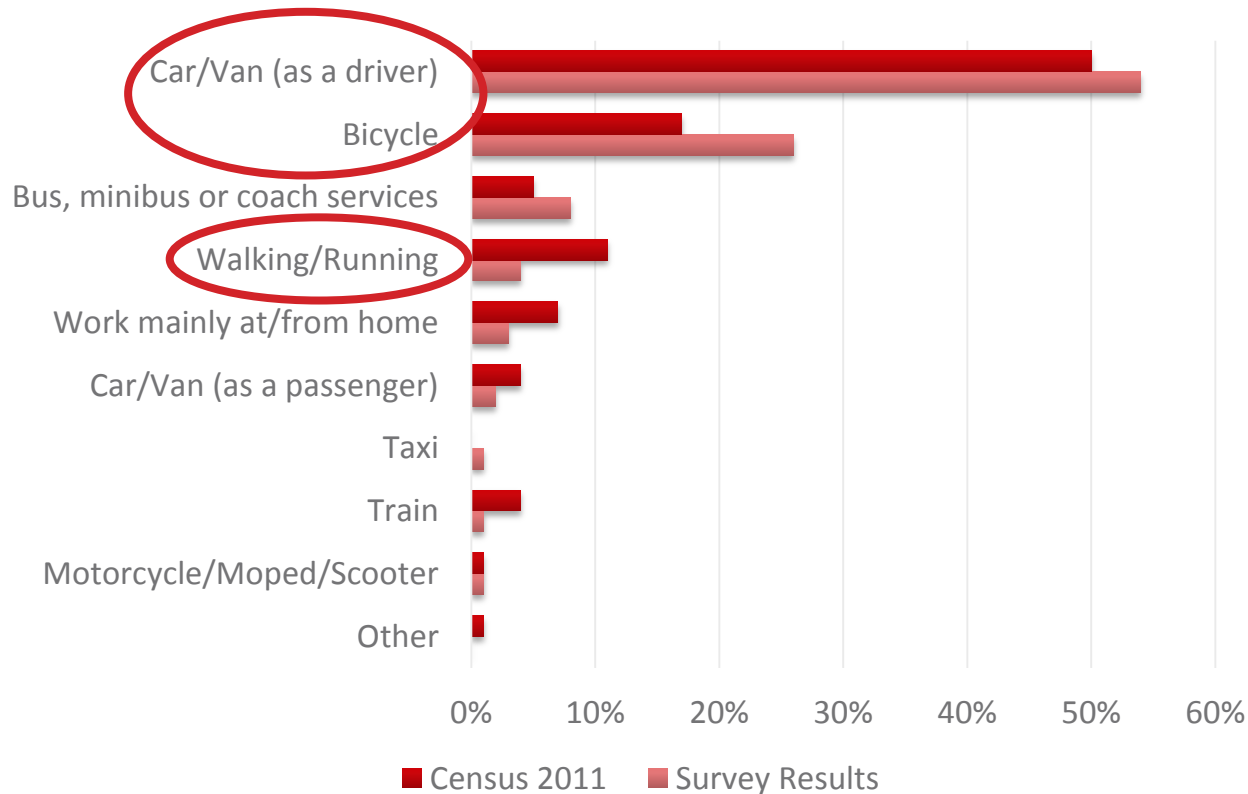
The speed and reliability of alternative modes were the most common reasons for not using alternative modes



# Recent changes in transport modes

## 2017 survey compared to 2011 Census

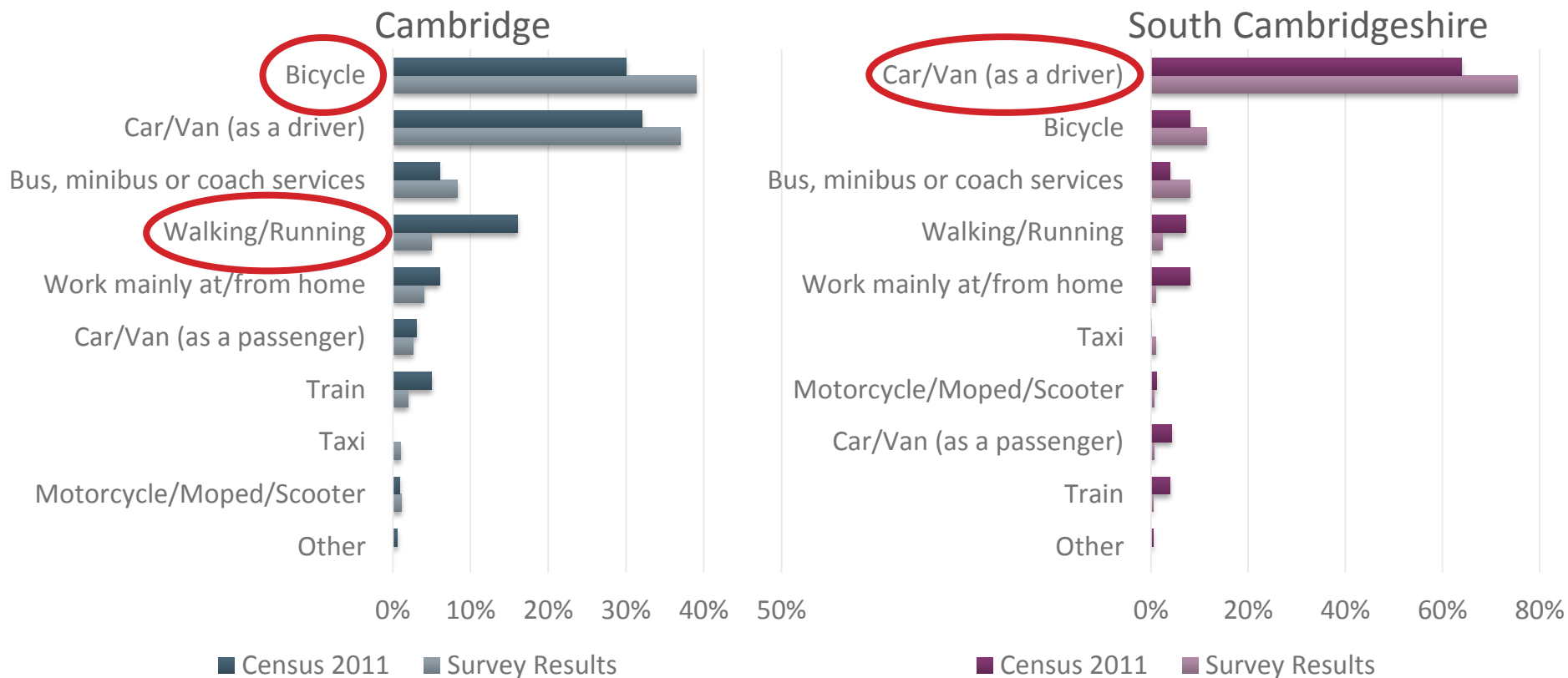
Respondents who stated that they made commuting journeys to/from work were asked to identify the mode of transport they usually use for these specific journeys. This question was also asked in the 2011 Census



# Recent changes in transport modes

## 2017 survey compared to 2011 Census

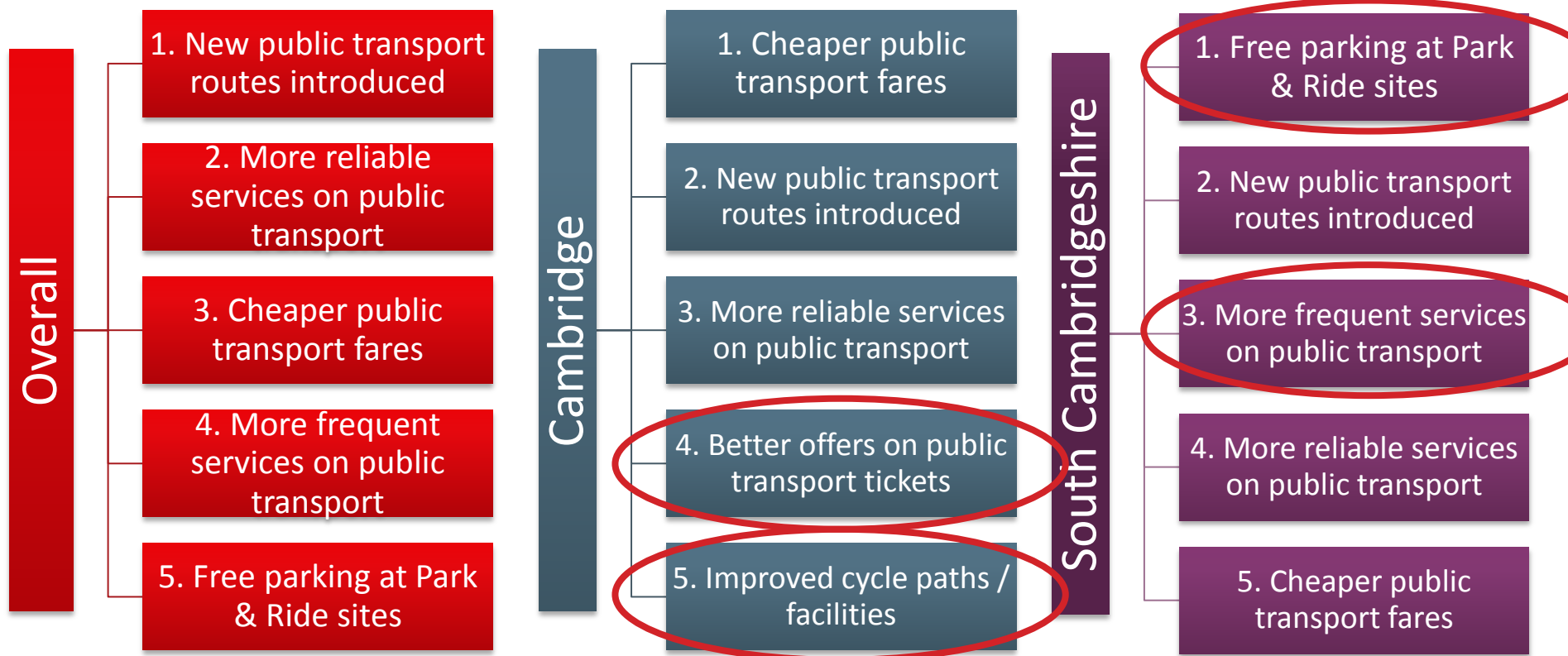
Similar patterns are seen in both Cambridge and South Cambridgeshire



# How to encourage modal shift

## Top 5 incentives to encourage modal shift, overall and by district

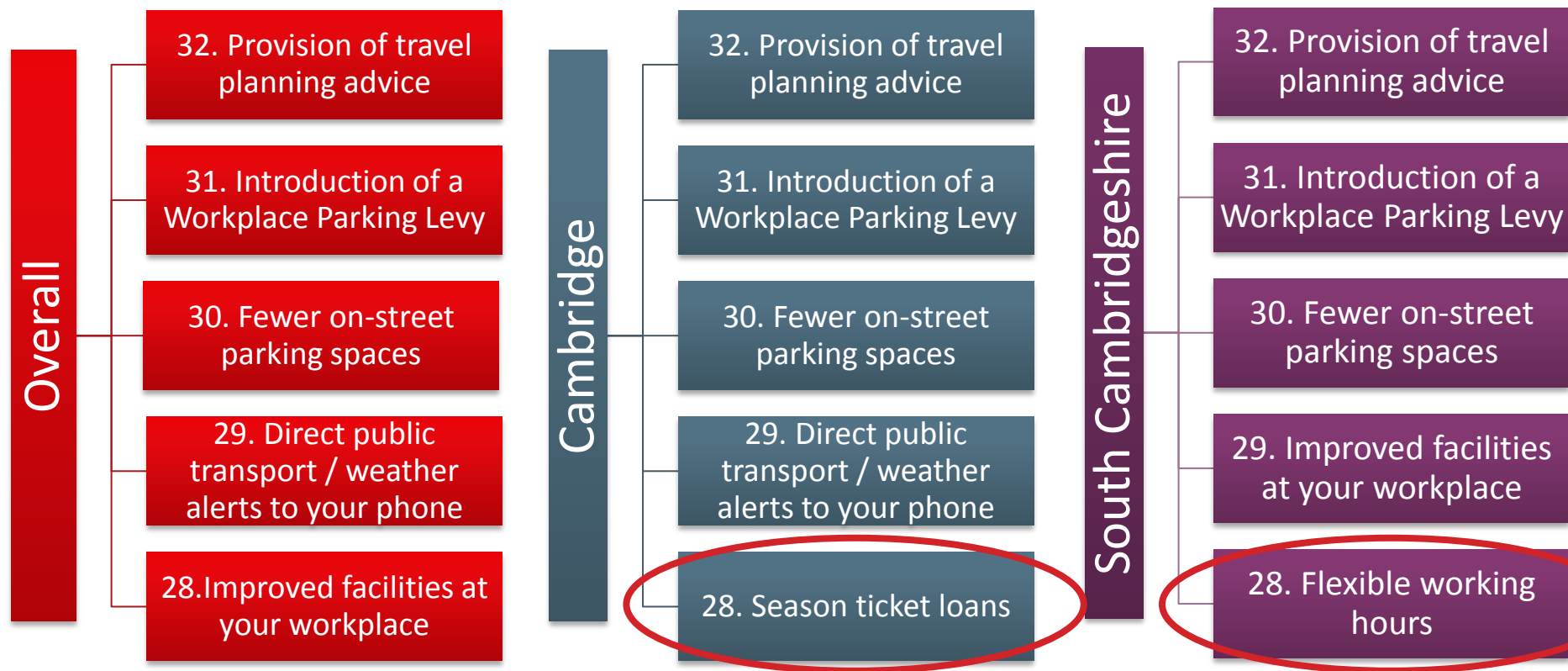
Those who currently make journeys by car/van were asked to state to what extent different initiatives would encourage them to travel by alternative modes



# How to encourage modal shift

## Bottom 5 incentives to encourage modal shift, overall and by district

The 5 initiatives least likely to encourage modal shift, overall and by district.



Carry Stephenson

Liz Boast

Sophie Murphy