

FUTURE TRANSPORT RESEARCH

Cambridge and South Cambridgeshire Residents' Survey



SYSTRA

CAMBRIDGESHIRE TRAVEL RESEARCH

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EXECUTIVE SUMMARY

Study Background

The Greater Cambridge Partnership (GCP) commissioned SYSTRA to undertake research with residents in Cambridge and South Cambridgeshire to better understand people’s travel behaviour, and reasons for their travel choices, in and around Cambridge.

The GCP aims to develop a sustainable transport network for Greater Cambridge that keeps people, business and ideas connected as the population grows. The research study was developed to support the design of a transport framework to reduce congestion and encourage modal shift, and shape investment from 2020 onwards.

Methodology

A total of 1,021 computer aided telephone interviews (CATI) were completed with residents across Cambridge and South Cambridgeshire between 25th September 2017 and 19th October 2017.

Landline and mobile phone numbers were compiled for households/people living in Cambridge and South Cambridgeshire from the Operator Services Information System (OSIS) and Random Digit Dial numbers matched to local area dialling codes. Telephone numbers were then dialled at random.

The first survey questions demographically profiled respondents. The final sample was weighted by district, gender and age to ensure it was representative of all residents living in Cambridge and South Cambridgeshire. A good sample was achieved and therefore weighting values were small.

Survey Results

An opportunity for modal shift away from car/van

Overall, the data shows that there is both potential and appetite for modal shift among car/van drivers.

- Over two thirds (68%) of respondents said they use a car or van, at least sometimes, to travel in and around Cambridge (56% in Cambridge and 80% in South Cambridgeshire).
- Of these, over half (56%) said they would like to make more of these journeys without their car or van (57% in Cambridge and 56% in South Cambridgeshire).

Bus, minibus and coach services, and cycling, were the most likely alternative to car/van. Travelling by bicycle was more likely to be considered an alternative for those living in Cambridge than those living in South Cambridgeshire; while travelling by bus, minibus or coach service was more likely to be considered an alternative for those living in South Cambridgeshire than those in Cambridge.

The speed and reliability of alternative modes were the most common reasons for not using alternative modes at present. In addition, Cambridge residents considered the price of transport to be a barrier, while South Cambridgeshire residents considered distance to destination to be a barrier.

Recent changes in transport modes

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.

For residents in Cambridge and South Cambridgeshire, the proportion of people commuting to work by car/van is shown to have increased – being higher in this survey than in the 2011 Census. This increase is more dramatic in South Cambridgeshire, where the proportion has increased from 64% to 75%, than in Cambridge, where the proportion has increased from 32% to 37%.

Across both areas there also appears to have been a shift from the 2011 Census in the proportion of people commuting by bicycle and on foot, with the proportion commuting by bicycle increasing and the proportion commuting by foot decreasing. This pattern is more pronounced in Cambridge where commuting by bicycle has increased from 30% to 39%, and commuting by foot has decreased from 16% to 5%. In South Cambridgeshire, the proportion commuting by bicycle has increased from 8% to 11%, and commuting by foot has decreased from 7% to 2%.

How to encourage modal shift

The survey results show some clear preferences for certain incentives to encourage modal shift. The top five incentives were:

- Introducing new public transport routes;
- Improving reliability of public transport services;
- Making public transport cheaper;
- Improving the frequency of services on public transport; and
- Introducing free parking at Park & Ride sites.

These results were very similar for residents of Cambridge and South Cambridgeshire, with the exception of introducing free parking at Park & Ride sites. Residents in South Cambridgeshire were much more likely than those in Cambridge to say free parking at Park & Ride sites would encourage them to change their travel behaviour (73% compared with 56%).

Only 6% of those who currently make journeys by car/van said that none of the proposed initiatives would encourage them to reduce their car/van use. Those living in South Cambridgeshire were more likely to say they could be encouraged to change, with only 4% saying none of the initiatives would encourage them to switch mode, compared to 8% of Cambridge residents.

1. INTRODUCTION

1.1 Study Background

- 1.1.1 The Greater Cambridge Partnership (GCP) commissioned SYSTRA to undertake research with residents in Cambridge and South Cambridgeshire to better understand people's travel behaviour and reasons for their travel choices.
- 1.1.2 The GCP aims to develop a sustainable transport network for Greater Cambridge that keeps people, business and ideas connected as the population grows; and makes the area easily accessible by sustainable travel modes, in terms of access, egress and travel within the area.
- 1.1.3 This research study was developed to support the design of a transport framework to reduce congestion and encourage modal shift for people travelling in and around Cambridge, and shape investment from 2020 onwards. The research findings are a valuable addition to the GCP's evidence base and will help them develop measures within their 'Future Investment Strategy' that are most likely to be able to help reduce congestion through changes in transport infrastructure, use of smart technologies, and promoting behaviour change.
- 1.1.4 This report details the research methodology used and the results found.

2. METHODOLOGY

- 2.1.1 The population of interest for this survey was residents living in Cambridge and South Cambridgeshire. A target of 1,000 interviews were required in total for both areas. The survey was administered using ‘Computer Aided Telephone Interviews’ (CATI) and ran between 25th September 2017 and 19th October 2017.
- 2.1.2 To achieve a representative sample of Cambridge and South Cambridgeshire residents - i.e. to complete the survey with a selection of residents who reflected the same profile as the population of interest - quotas were set on district, gender and age. Quota sampling was chosen over random sampling as it is the more likely method to achieve a representative sample. Random sampling, by its definition, can by chance result in an unrepresentative sample of respondents; in addition, it can bias the sample towards respondents that are more easily reached.
- 2.1.3 Landline and mobile phone numbers were obtained¹ for households/people living in Cambridge and South Cambridgeshire; numbers were dialled at random; and, after introducing the survey, the first questions profiled respondents to check whether they were in quota. Interviews were carried out across a range of days and times of day to help avoid potential bias to particular demographics. Each number was tried at least three times - to cover day time, evening and Saturdays – and could be tried up to five times, after which the number was deemed ‘dormant’. Residents were incentivised to take part in the survey by offering them the chance to be entered into a prize draw, for one of three chances to win £100 worth of high street shopping vouchers.
- 2.1.4 It proved particularly difficult to reach 16-24 year olds and, to a lesser extent, people living in Cambridge, 25-49 year olds and men. As such the quotas were not fully met. This meant that the data needed to be weighted to ensure the results were representative of the population of interest. Using ONS Population Estimates for mid-2016, the data was weighted to reflect the true population of Cambridge and South Cambridge residents in terms of gender and age.
- 2.1.5 The table below shows the achieved, unweighted profile of respondents to the survey, in terms of district, gender and age, and the weighted profile. A total of 1,021 interviews were completed and the weighting values required were small.

¹ Two different sources of telephone numbers were collated to create a comprehensive database for Cambridge and South Cambridgeshire. The Operator Services Information System (OSIS) file represents the most accurate and cost effective source for the appending of telephone numbers against names and addresses. This is the same database used by companies offering a 118 Directory Enquiry service. Updated daily it also includes landline and mobile telephone numbers where these are provided by operators. The OSIS file does not include numbers that are listed as Ex-Directory. Therefore to boost the numbers available a list of Random Digital Dial (RDD) numbers was purchased. RDD only targets residents with landlines. Using local area dialling codes it is possible to identify those living in Cambridge and South Cambridgeshire.

	Unweighted Frequency	Weighted frequency
District		
Cambridge	424	481
South Cambridgeshire	597	540
Gender		
Male	414	514
Female	606	506
Age		
16 - 24 years old	127	181
25 - 49 years old	366	434
50 - 64 years old	255	208
65+ years old	270	196

- 2.1.6 The survey was designed to capture information about respondents' demographics; current travel behaviour in and around Cambridge and reasons for their travel choices; alternative travel modes; and, the likelihood various potential initiatives might have on their travel choices.
- 2.1.7 The research was undertaken in accordance with the Market Research Society (MRS) code of conduct and a copy of the questionnaire can be found in Appendix A.
- 2.1.8 It should be noted that respondents could refuse to answer questions if they wished; the response base for each question is provided. Please note that where percentages do not total 100%, this is due either to rounding or the multiple response nature of the question.

3. SURVEY RESULTS

3.1 Introduction

3.1.1 A total of 1,021 respondents completed the Computer-Aided Telephone Interview (CATI) Survey. To ensure the sample was representative of Cambridge and South Cambridgeshire residents, data was weighted by district, gender and age. The survey results presented in this report are based on the weighted data. An overview of the sample profile is presented in section 3.12 and both the weighted and un-weighted data tables can be found in the appendices.

3.1.2 Sections 3.2 to 3.7 of this chapter set the context for the remainder of the results, detailing the current travel patterns of Cambridge and South Cambridgeshire residents. The current travel patterns are generally as one might expect, being similar to trends in the labour market.

3.1.3 Sections 3.8 to 3.11 provide interesting results on the reasons for people’s travel choices; the alternatives available to them; and, the likelihood various potential initiatives might have on their travel choices.

3.1.4 The results presented can be used as a benchmark for comparing against future years.

3.2 Frequency of Travel

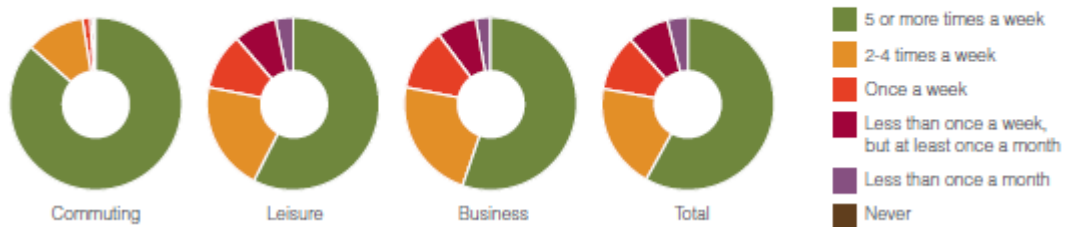
3.2.1 Respondents were asked how often they travel in and around Cambridge. Travel ‘in and around Cambridge’ refers to travel within the built-up area of the city and its outskirts. All 1,021 respondents answered the question, of which:

- 57.1% travelled in and around Cambridge five or more times a week;
- 19.3% travelled two to four times a week;
- 10.4% travelled once a week;
- 7.4% travelled less than once a week, but at least once a month;
- 3.7% travelled less than once a month;
- 1.9% said they never travelled; and
- 0.2% said they ‘Don’t know/ prefer not to say’.

3.2.2 Results show a significant difference in frequency of travel by journey purpose: 86.5% of commuters travel in and around Cambridge five or more times a week, significantly higher than both leisure travellers (57.7%) and those who travel on business/personal business² (55.5%).

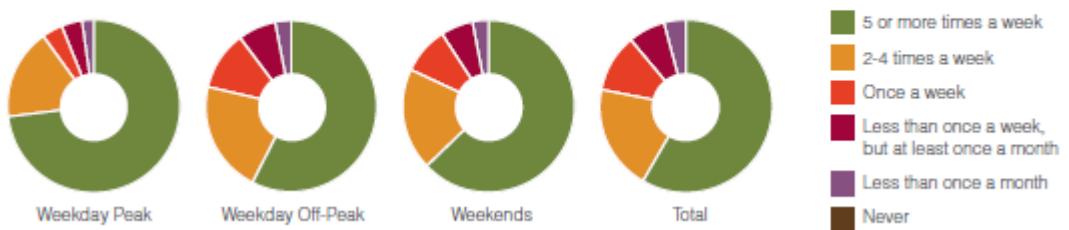
² The ‘Business/Personal Business’ category consists primarily of personal business trips (e.g. hospital appointments).

by Journey Purpose



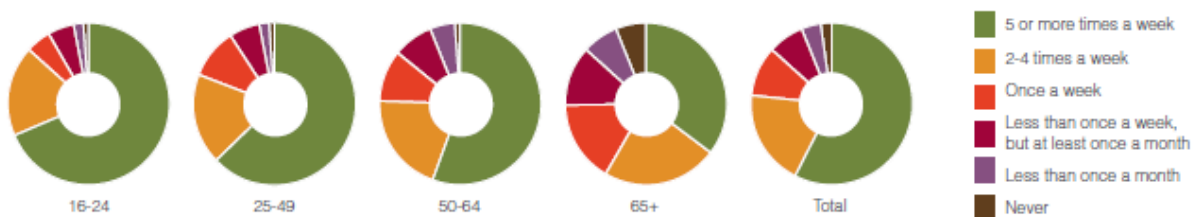
3.2.3 There was also a significant difference in frequency of travel by the time of day people travelled: respondents who travel during weekday peak times are more likely to travel five or more times a week (73.7%) than those who travel during weekday off-peak times (57.4%) or weekends (62.6%).

by Peak / Off-Peak



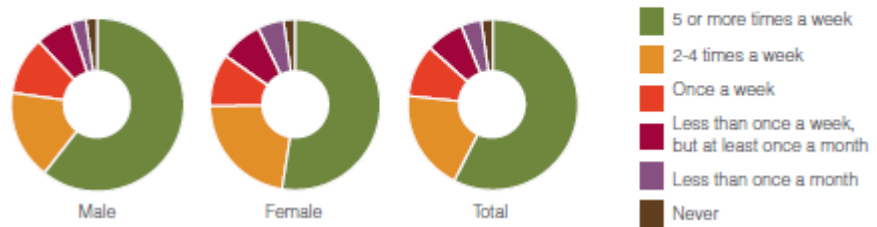
3.2.4 Frequency of travel also differs across age groups. Respondents aged 16-24, 25-49 and 50-64 are all significantly more likely than those aged 65+ to travel in and around Cambridge five or more times a week. Furthermore, those aged 65 and over are the most likely of all age groups to 'Never' travel in and around Cambridge (5.9%, compared to 1.0% of those aged 16-64).

by Age



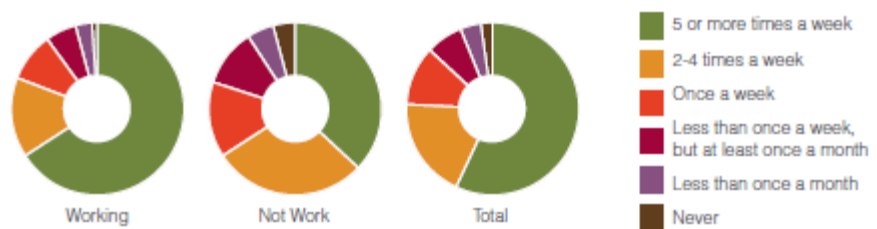
3.2.5 Additionally, there are differences between genders in their frequency of travel in and around Cambridge, with a higher percentage of males stating that they travel five or more times a week than females (61.7% compared with 52.4%, respectively). This pattern is likely driven by the fact that a significantly higher proportion of men than women in the sample work full time (81.4% compared to 46.5%).

by Gender



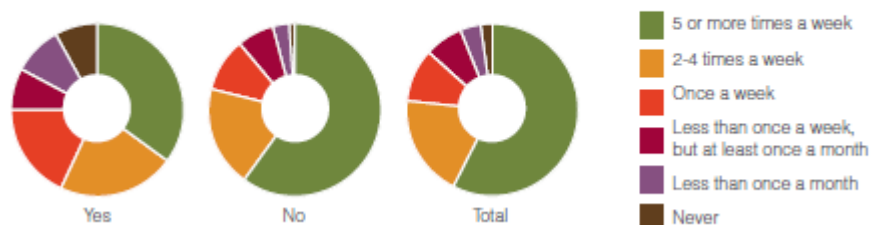
3.2.6 Respondents who work travel more frequently than those who do not work, with the greatest difference between workers and non-workers being the number of respondents who travel five or more times a week: 66.1% of those who work make journeys five or more times a week, compared to 37.1% of respondents who do not work.

by Working Status



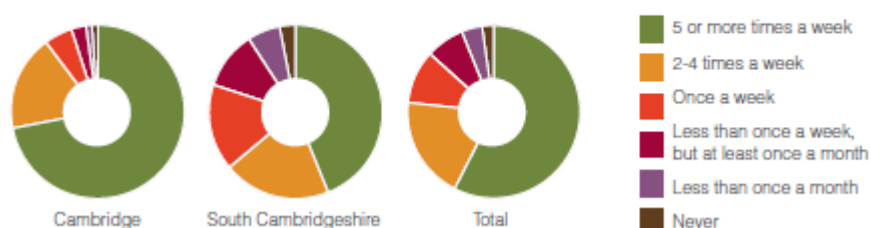
3.2.7 There are further differences in frequency of travel between respondents who have disabilities, and those who do not. Only 34.8% of those with disabilities travel five or more times a week, compared to 60.1% of those without disabilities. In addition, disabled respondents are six times more likely to 'Never' travel than those without disabilities. This finding may be driven by the fact that, in the sample, respondents with disabilities are significantly less likely to be commuters than non-disabled respondents.

by Disability



3.2.8 With regards to differences by district, 72.0% of respondents from Cambridge travel five or more times a week, significantly more than respondents from South Cambridgeshire (43.9%). These findings may be explained by the age of respondents, given a higher proportion of South Cambridgeshire residents than Cambridge residents are aged 65 years and over.

by District



3.3 Journey Purpose

3.3.1 Respondents were asked for what reasons they made journeys in and around Cambridge. A total of 998 respondents provided details of their journey purposes. Of these:

- 530 respondents (53.1%) make commuting journeys;
- 697 respondents (69.8%) make leisure journeys; and
- 521 respondents (52.2%) make business/personal business journeys³.

3.3.2 Journey purpose has a significant impact on the time of day in which respondents travel. For instance, those who commute are significantly more likely than those travelling for other purposes to travel at peak times on weekdays (89.4% compared to 68.3%).

3.3.3 Journey purpose differs significantly by age. Only 18.2% of respondents aged 65+ commute, compared to 61.0% of younger respondents. The eldest age range make the greatest percentage of business/personal business trips, almost double that of the 16-24 age category.

3.3.4 Whether or not respondents have a disability impacts journey purpose. Respondents who do not have a disability are more than twice as likely to make commuting journeys (56.5%) compared to respondents who have a disability (22.7%). Around half (53.7%) of respondents with a disability were aged 65 years and over, however even if those aged 65 years and over were excluded from this breakdown, those without a disability are still more likely to make commuting journeys than those with a disability.

3.3.5 Journey purpose also differs significantly between the districts in which respondents reside. Respondents from Cambridge are more likely to commute (61.1%) than those from South Cambridgeshire (45.8%). This pattern of results may be attributable in part to the age demographics of these two districts.

3.4 Time of Travel

3.4.1 A total of 996 respondents provided details of the times they travel at. Of these:

- 689 respondents (69.2%) travel at peak times on weekdays;
- 660 respondents (66.3%) travel at off-peak times on weekdays; and

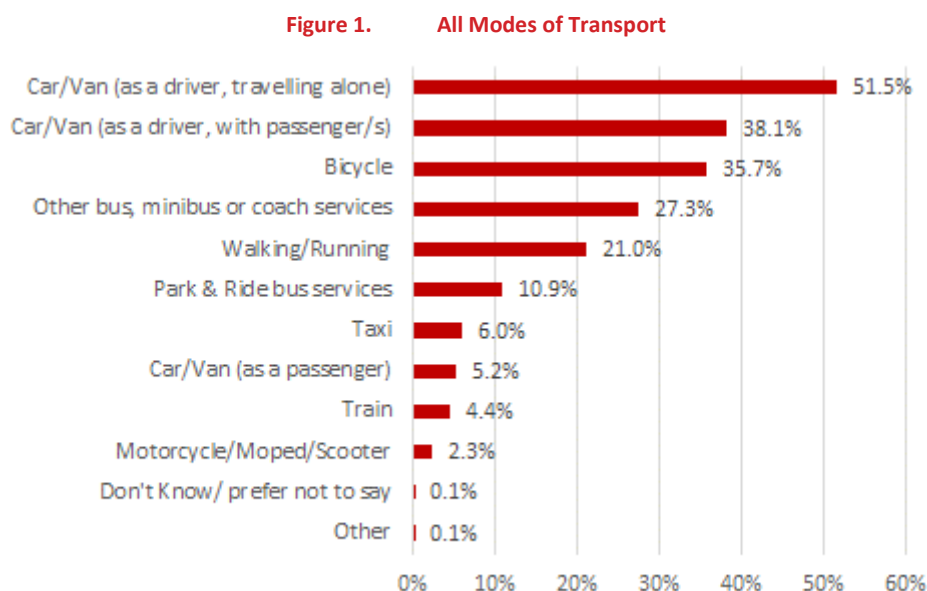
³ The 'Business/Personal Business' category consists primarily of personal business trips (e.g. hospital appointments).

- 695 respondents (69.8%) travel at weekends.

- 3.4.2 The age of respondents significantly impacts their time of travel. Those aged 65+ make significantly fewer journeys during peak times on weekdays than all other age groups (50% of those aged 65+ travel during weekday peak times, compared to 73.7% of younger respondents).
- 3.4.3 With regards to time of travel by working status, respondents who work are more likely to make journeys at peak times during weekdays than respondents who do not work (76.1% compared to 52.6%, respectively).
- 3.4.4 A similar pattern is found with regards to disability. Those who are not disabled are significantly more likely to make journeys at peak times during weekdays than those who are disabled (71.7% compared with 48.6%, respectively).
- 3.4.5 There is also a significant difference in the number of peak journeys made on weekdays between the two districts: 77.4% of respondents from Cambridge made journeys during this time, compared to 61.7% of those from South Cambridgeshire. This may be, at least in part, due to the differing age demographics between the two districts, with South Cambridgeshire having a greater percentage of residents aged 65 and over.

3.5 All Modes of Transport

- 3.5.1 Respondents were asked about the different modes of transport they used to travel in and around Cambridge: Over half of respondents (51.5%) said they used a car/van (as a driver, travelling alone) to make their journeys in and around Cambridge; a further 38.1% said they travelled by car/van (as a driver, with passenger/s); and, 35.7% said they cycled. A full breakdown of modes used can be seen in the Figure below.



- 3.5.2 Cycling is particularly popular amongst commuters compared to those travelling for other journey purposes: 47.7% of commuters said they cycle compared to 38.7% of other respondents. However, commuters residing in Cambridge were more likely to

cycle than commuters from South Cambridgeshire (64.5% compared with 27.3%, respectively).

3.5.3 Commuters are the least likely to utilise Park and Ride services with only 6.6% saying they do so compared to 12.5% of other respondents. Again this varied by where these commuters lived, with 12.0% of commuters from South Cambridgeshire saying they use Park and Ride compared to 2.2% of commuters from Cambridge.

3.5.4 Those travelling for business/personal business were more likely than other respondents to say they travelled by car/van as a driver with passengers (46.9% compared to 37.6%).

Table 1. All Modes of Transport by Journey Purpose

All Modes of Transport	Commuting	Leisure	Business / Personal Business	All
Car/Van (as a driver, travelling alone)	57.0%	51.7%	53.1%	51.6%
Car/Van (as a driver, with passenger/s)	34.5%	39.9%	46.9%	38.2%
Bicycle	47.7%	38.9%	38.3%	35.8%
Other bus, minibus or coach services	26.8%	29.0%	28.1%	27.3%
Walking/Running	23.3%	23.4%	25.6%	21.0%
Park & Ride bus services	6.6%	12.0%	13.2%	10.8%
Taxi	6.5%	6.3%	8.6%	6.0%
Car/Van (as a passenger)	4.0%	6.4%	5.9%	5.2%
Train	4.8%	5.4%	6.0%	4.5%
Motorcycle/Moped/Scooter	2.1%	2.1%	1.8%	2.3%
Other	0.2%	0.1%	0.2%	0.1%
Base	529	696	519	997

3.5.5 Looking at the modes of transport people use by age, there are some noticeable differences. Respondents in the youngest and oldest age categories are less likely to drive a car/van than the middle two age groups: 39.1% of those aged 65+ drive a car/van (travelling alone) and 41.6% of 16-24 year olds do, compared with 57.9% of those aged 25-64; similarly, 22.5% of 16-24 year olds drive a car/van (with passengers) and 34.0% of those aged 65+ do so, compared with 43.8% of 25-64 year olds.

3.5.6 In addition: those aged 65+ are far more likely than all other ages to use the Park and Ride services (24.3% compared to 7.9%, respectively); they are more likely to use the other range of bus services (40.6% compared with 24.2%); they are less likely to cycle (15.4% compared with 40.5%); and less likely to walk/run (15.6% compared with 22.3%).

Table 2. All Modes of Transport by Age

All Modes of Transport	16-24	25-49	50-64	65+	All
Car/Van (as a driver, travelling alone)	41.6%	57.5%	58.7%	39.1%	51.5%
Car/Van (as a driver, with passenger/s)	22.5%	42.8%	45.9%	34.0%	38.2%
Bicycle	43.7%	39.1%	40.4%	15.4%	35.8%
Other bus, minibus or coach services	25.8%	23.5%	24.3%	40.6%	27.2%
Walking/Running	24.2%	22.7%	19.9%	15.6%	21.1%
Park & Ride bus services	1.3%	8.1%	13.2%	24.3%	10.9%
Taxi	3.4%	6.0%	6.7%	7.7%	6.0%

All Modes of Transport	16-24	25-49	50-64	65+	All
Car/Van (as a passenger)	6.8%	4.4%	4.6%	6.3%	5.2%
Train	3.2%	4.8%	6.9%	2.2%	4.5%
Motorcycle/Moped/Scooter	4.7%	1.9%	1.4%	1.9%	2.3%
Other	0.0%	0.2%	0.0%	0.0%	0.1%
Base	180	429	205	184	997

3.5.7 The most notable difference between males and females was that males are more likely to cycle than females (39.2% compared to 32.2%, respectively).

Table 3. All Modes of Transport by Gender

All Modes of Transport	Male	Female	All
Car/Van (as a driver, travelling alone)	53.0%	50.0%	51.5%
Car/Van (as a driver, with passenger/s)	40.7%	35.4%	38.1%
Bicycle	39.2%	32.2%	35.8%
Other bus, minibus or coach services	25.9%	28.9%	27.4%
Walking/Running	20.9%	21.3%	21.1%
Park & Ride bus services	8.6%	13.3%	10.9%
Taxi	5.6%	6.4%	6.0%
Car/Van (as a passenger)	2.9%	7.6%	5.2%
Train	4.3%	4.6%	4.4%
Motorcycle/Moped/Scooter	3.3%	1.3%	2.3%
Other	0.0%	0.2%	0.1%
Base	507	493	999

3.5.8 With regards to socio-economic status, grade DE⁴ are significantly less likely to drive a car/van for their journeys than grades AB⁵ and C1C2⁶: 40.0% of those in group DE drive a car/van (travelling alone) compared with 58.6% of those in group AB and 51.6% of those in group C1C2; and, 25.3% of those in group DE drive a car/van (with passengers) compared to 40.8% of those in group AB and 42.9% of grade C1C2. It should however be noted that the majority of grade DE respondents were resident in Cambridge, where driving was found to be less common (see Table 8 below).

3.5.9 Interestingly, grade C1C2 has the lowest percentage of cycling journeys of all SEG classifications (27.2% of grade C1C2 cycle, compared to 41.0% of all other respondents).

Table 4. All Modes of Transport by SEG

All Modes of Transport	AB	C1C2	DE	All
Car/Van (as a driver, travelling alone)	58.6%	51.6%	40.0%	54.5%
Car/Van (as a driver, with passenger/s)	40.8%	42.9%	25.3%	40.1%
Bicycle	40.3%	27.2%	45.0%	36.1%
Other bus, minibus or coach services	23.5%	28.6%	27.4%	25.7%
Walking/Running	18.1%	21.4%	22.4%	19.7%
Park & Ride bus services	13.1%	10.8%	7.6%	11.8%

⁴ Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations.

⁵ Higher & intermediate managerial, administrative, professional occupations.

⁶ Supervisory, clerical & junior managerial, administrative, professional occupations or skilled manual occupations.

All Modes of Transport	AB	C1C2	DE	All
Taxi	5.1%	6.3%	11.3%	6.1%
Car/Van (as a passenger)	4.4%	6.3%	3.0%	4.9%
Train	6.0%	3.4%	1.1%	4.6%
Motorcycle/Moped/Scooter	2.2%	2.3%	0.0%	2.0%
Other	0.0%	0.3%	0.0%	0.1%
Base	498	315	81	893

3.5.10 There are also differences in the modes of transport taken by respondents of differing working status. Those who work make significantly more car journeys (travelling alone), 57.7%, compared to those who do not work (37.2%). Respondents who work also make more cycling journeys than those who do not work (40.9% compared with 23.1%, respectively).

Table 5. All Modes of Transport by Working Status

All Modes of Transport	Working	Not working	All
Car/Van (as a driver, travelling alone)	57.7%	37.2%	51.7%
Car/Van (as a driver, with passenger/s)	40.5%	33.0%	38.3%
Bicycle	40.9%	23.1%	35.6%
Other bus, minibus or coach services	24.5%	33.9%	27.3%
Walking/Running	20.7%	22.0%	21.1%
Park & Ride bus services	9.1%	15.4%	10.9%
Taxi	6.0%	5.7%	5.9%
Car/Van (as a passenger)	3.9%	8.3%	5.2%
Train	5.5%	2.0%	4.5%
Motorcycle/Moped/Scooter	2.1%	2.4%	2.2%
Other	0.1%	0.0%	0.1%
Base	700	293	994

3.5.11 There are also differences between disabled and non-disabled respondents with regards to the modes of transport they use. Disabled respondents are less likely to drive a car/van (travelling alone) than other respondents (39.9% compared with 52.9%); less likely to cycle (11.0% compared with 38.5%); but more likely to travel as a passenger in a car/van (18.1% compared with 3.6%).

Table 6. All Modes of Transport by Disability

All Modes of Transport	Disability Identified	No disability	All
Car/Van (as a driver, travelling alone)	39.9%	52.9%	51.6%
Car/Van (as a driver, with passenger/s)	30.8%	39.1%	38.3%
Bicycle	11.0%	38.5%	35.9%
Other bus, minibus or coach services	33.8%	26.4%	27.1%
Walking/Running	13.2%	21.9%	21.1%
Park & Ride bus services	8.7%	11.3%	11.0%
Taxi	10.7%	5.6%	6.0%
Car/Van (as a passenger)	18.1%	3.6%	4.9%
Train	4.9%	4.4%	4.4%
Motorcycle/Moped/Scooter	5.0%	2.0%	2.3%
Other	0.8%	0.0%	0.1%

All Modes of Transport	Disability Identified	No disability	All
Base	95	892	987

3.5.12 Residents of South Cambridgeshire are more likely to drive a car/van than their Cambridge counterparts: 60.2% of South Cambridgeshire residents drive a car, travelling alone, compared to 42.1% of Cambridge residents; and 46.9% of South Cambridgeshire residents drive with passengers compared to 28.6% of Cambridge residents. Residents of Cambridge are approximately three and a half times more likely than those in South Cambridgeshire to cycle (56.7% compared with 16.6%, respectively), and five times more likely to walk/run than those in South Cambridgeshire (36.4% compared with 7.0%, respectively).

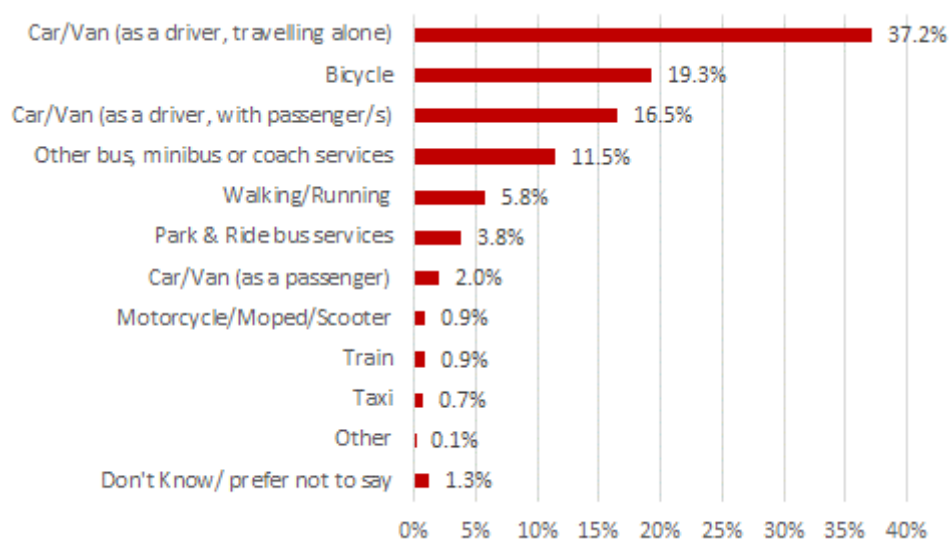
Table 7. All Modes of Transport by District

All Modes of Transport	Cambridge	South Cambridgeshire	All
Car/Van (as a driver, travelling alone)	42.1%	60.2%	51.6%
Car/Van (as a driver, with passenger/s)	28.6%	46.9%	38.2%
Bicycle	56.7%	16.6%	35.7%
Other bus, minibus or coach services	31.3%	23.7%	27.3%
Walking/Running	36.4%	7.0%	21.0%
Park & Ride bus services	2.7%	18.3%	10.9%
Taxi	9.0%	3.2%	6.0%
Car/Van (as a passenger)	6.6%	4.0%	5.2%
Train	4.6%	4.3%	4.4%
Motorcycle/Moped/Scooter	2.8%	1.9%	2.3%
Other	0.0%	0.2%	0.1%
Base	476	524	1000

3.6 Usual Mode of Transport

3.6.1 After detailing all modes of transport respondents used, they were asked which one mode they use most frequently to travel in and around Cambridge. Once again, travelling alone by car/van was the most common form of transport with 37.2% stating this, followed by cycling (19.3%).

Figure 2. Usual Mode of Transport



3.6.2 Commuters were more likely than those travelling for other purposes to travel most often by car (travelling alone) and by bicycle (42.4% compared with 36.2%; and 27.0% compared with 20.0%, respectively). On the other hand, business/personal business travellers were almost twice as likely to travel by car/van with passengers than commuters were (20.5% compared to 11.0%, respectively).

Table 8. Usual Mode of Transport by Journey Purpose

Usual Mode of Transport	Commuting	Leisure	Business / Personal Business	All
Car/Van (as a driver, travelling alone)	42.4%	36.7%	35.5%	37.7%
Bicycle	27.0%	20.5%	19.4%	19.5%
Car/Van (as a driver, with passenger/s)	11.0%	16.4%	20.5%	16.7%
Other bus, minibus or coach services	10.3%	10.3%	10.6%	11.6%
Walking/Running	4.8%	7.3%	5.1%	5.9%
Park & Ride bus services	1.2%	3.8%	4.6%	3.9%
Car/Van (as a passenger)	0.7%	1.9%	2.4%	2.1%
Motorcycle/Moped/Scooter	1.0%	1.2%	0.3%	1.0%
Train	0.7%	1.2%	0.9%	0.9%
Taxi	0.8%	0.6%	0.5%	0.7%
Other	0.1%	0.1%	0.1%	0.1%
Base	525	691	511	985

3.6.3 Those aged 65+ were the most likely of all the age groups to state that they travel most frequently by Park and Ride services (12.5% compared with 1.9%). However, they were the least likely to travel most often by bicycle (9.1% compared with 22.0% of all other age groups). Those aged 16-24 were less likely than older respondents to drive a car/van with passengers (6.8% compared with 18.9%, respectively).

Table 9. Usual Mode of Transport by Age

Usual Mode of Transport	16-24	25-49	50-64	65+	All
Car/Van (as a driver, travelling alone)	31.8%	42.1%	39.8%	30.1%	37.6%
Bicycle	28.1%	19.7%	21.7%	9.1%	19.6%
Car/Van (as a driver, with passenger/s)	6.8%	20.5%	18.9%	15.1%	16.7%
Other bus, minibus or coach services	18.1%	8.0%	6.5%	19.2%	11.6%
Walking/Running	10.9%	3.9%	6.1%	5.7%	5.9%
Park & Ride bus services	0.0%	1.9%	3.6%	12.5%	3.9%
Car/Van (as a passenger)	2.3%	0.9%	1.7%	5.0%	2.1%
Motorcycle/Moped/Scooter	0.3%	1.3%	1.1%	0.6%	1.0%
Train	1.6%	1.2%	0.0%	0.4%	0.9%
Taxi	0.0%	0.5%	0.6%	2.0%	0.7%
Other	0.0%	0.0%	0.0%	0.3%	0.1%
Base	176	426	201	183	986

3.6.4 Once again, respondents whose socio-economic status is categorised as C1C2 have the lowest percentage of bike travel of all SEG categories (14.2% compared with 23.3% for the other grades combined). As socio-economic status moves from AB through to DE,

the less likely they are to travel alone by car (42.2% of grade AB do so, compared with 38.7% of C1C2 and 27.9% of DE).

Table 10. Usual Mode of Transport by SEG

Usual Mode of Transport	AB	C1C2	DE	All
Car/Van (as a driver, travelling alone)	42.2%	38.7%	27.9%	39.7%
Bicycle	22.3%	14.2%	29.3%	20.1%
Car/Van (as a driver, with passenger/s)	15.9%	20.6%	15.4%	17.5%
Other bus, minibus or coach services	6.3%	12.9%	12.5%	9.2%
Walking/Running	4.5%	4.6%	6.1%	4.7%
Park & Ride bus services	4.7%	3.2%	4.5%	4.2%
Car/Van (as a passenger)	1.2%	2.7%	3.0%	1.9%
Train	1.6%	0.3%	0.0%	1.0%
Motorcycle/Moped/Scooter	0.8%	1.5%	0.0%	1.0%
Taxi	0.3%	1.2%	1.4%	0.7%
Other	0.1%	0.0%	0.0%	0.1%
Base	493	307	81	882

3.6.5 Noticeable differences are also seen between respondents of different working statuses. Respondents who do not work are far less likely than those who do to state that their primary method of transport is traveling alone by car (25.3% compared to 43.0%) or cycling (12.4% compared with 22.6%). However, those not working are more likely to utilise bus/minibus or other coach services (20.0% compared with 7.8% of those who do work).

Table 11. Usual Mode of Transport by Working Status

Usual Mode of Transport	Working	Not working	All
Car/Van (as a driver, travelling alone)	43.0%	25.3%	37.7%
Bicycle	22.6%	12.4%	19.6%
Car/Van (as a driver, with passenger/s)	16.9%	16.6%	16.8%
Other bus, minibus or coach services	7.8%	20.0%	11.5%
Walking/Running	4.5%	9.4%	6.0%
Park & Ride bus services	2.0%	8.4%	3.9%
Car/Van (as a passenger)	0.9%	4.6%	2.0%
Motorcycle/Moped/Scooter	0.8%	1.3%	1.0%
Train	0.8%	1.0%	0.9%
Taxi	0.6%	0.9%	0.7%
Other	0.1%	0.0%	0.1%
Base	691	291	982

3.6.6 Disabled respondents are approximately four times less likely than non-disabled respondents to state that their primary mode of transport is bicycle (5.5% compared with 21.3%), and also less likely to say they drive a car/van alone (29.5% compared with 38.5%). However, they are more likely than those with no disability to travel by car/van as a passenger (10.6% compared with 1.0%) and to travel by bus/minibus or coach service (18.6% compared with 10.5%).

Table 12. Usual Mode of Transport by Disability

Usual Mode of Transport	Disability Identified	No disability	All
Car/Van (as a driver, travelling alone)	29.5%	38.5%	37.6%
Bicycle	5.5%	21.3%	19.8%
Car/Van (as a driver, with passenger/s)	16.5%	16.9%	16.8%
Other bus, minibus or coach services	18.6%	10.5%	11.3%
Walking/Running	7.5%	5.8%	6.0%
Park & Ride bus services	4.4%	3.9%	3.9%
Car/Van (as a passenger)	10.6%	1.0%	1.9%
Motorcycle/Moped/Scooter	3.4%	0.7%	1.0%
Train	1.2%	0.9%	0.9%
Taxi	2.3%	0.5%	0.7%
Other	0.6%	0.0%	0.1%
Base	95	880	975

3.6.7 Notable differences between the districts in which residents reside can also be seen: Respondents from South Cambridgeshire are twice as likely to state that their most frequently used mode of transport is travelling alone by car, compared to residents of Cambridge (49.7% compared with 24.5%). However, residents of Cambridge are significantly more likely than South Cambridgeshire residents to travel primarily by bicycle (34.6% compared with 5.9%).

Table 13. Usual Mode of Transport by District

Usual Mode of Transport	Cambridge	South Cambridgeshire	All
Car/Van (as a driver, travelling alone)	24.5%	49.7%	37.7%
Bicycle	34.6%	5.9%	19.6%
Car/Van (as a driver, with passenger/s)	11.1%	21.8%	16.7%
Other bus, minibus or coach services	14.2%	9.3%	11.6%
Walking/Running	11.1%	1.2%	5.9%
Park & Ride bus services	0.3%	7.1%	3.9%
Car/Van (as a passenger)	1.6%	2.5%	2.1%
Motorcycle/Moped/Scooter	1.2%	0.7%	0.9%
Train	0.7%	1.1%	0.9%
Taxi	0.7%	0.7%	0.7%
Other	0.1%	0.0%	0.1%
Base	470	518	989

3.7 Usual Mode of Transport to Work

3.7.1 Respondents who stated that they made commuting journeys to/from work were subsequently asked to identify the mode of transport they usually take for these specific journeys. Of the 477 commuters, driving a car/van, along with cycling, are the most popular modes, with 53.9% and 26.1% stating these respectively.

3.7.2 This question was also asked in the 2011 Census and the breakdown of responses is similar. The most notable differences being that the survey data shows a higher proportion of people cycling to work and a lower proportion walking/running.

Table 14. Usual Mode of Travelling to Work

Usual Mode of Transport to Work	Survey Results (%)	Census 2011 (%)
Car/Van (as a driver)	53.9%	50.1%
Bicycle	26.1%	17.3%
Bus, minibus or coach services	7.9%	5.3%
Walking/Running	3.9%	10.6%
Work mainly at or from home	2.7%	7.2%
Car/Van (as a passenger)	1.7%	3.5%
Taxi	1.1%	0.3%
Train	1.0%	4.2%
Motorcycle/Moped/Scooter	0.9%	0.9%
Underground, metro, light rail, tram	-	0.2%
Other method of travel to work	0.0%	0.5%
Don't Know/ prefer not to say	0.8%	-
Base	477	138,576

3.7.3 There are differences between respondents from Cambridge and South Cambridgeshire with regards to their usual mode of travel for work. Residents of Cambridge are far more likely to cycle compared to the residents of South Cambridgeshire (38.8% compared with 11.3%), but are less likely to travel alone by car/van (32.2% compared with 69.0%).

Table 15. Usual Mode of Transport to Work by District

Usual Mode of Transport to Work	Cambridge	South Cambridgeshire	All
Car/Van (as a driver, travelling alone)	32.2%	69.0%	49.0%
Bicycle	38.8%	11.3%	26.3%
Other bus, minibus or coach services	8.0%	6.4%	7.2%
Car/Van (as a driver, with passenger/s)	5.1%	5.7%	5.4%
Walking/Running	5.4%	2.2%	4.0%
Work mainly at or from home	4.2%	1.0%	2.7%
Car/Van (as a passenger)	2.5%	0.7%	1.7%
Taxi	1.2%	1.0%	1.1%
Train	1.5%	0.4%	1.0%
Motorcycle/Moped/Scooter	1.0%	0.7%	0.9%
Park & Ride bus services	0.0%	1.7%	0.8%
Base	258	216	473

3.8 Reasons for Mode Choice

3.8.1 Respondents were asked to state the reasons why they used the modes of transport they did. They were allowed to give more than one reason. The most frequently cited reasons were reliability of journey (40.6%), speed of journey (38.2%), and distance to destination (22.0%). Availability of information (<1%) and the ability to carry out other tasks during travel (1.2%) seem to have little bearing on mode choice.

Table 16. Reasons for Mode Choice

Reason for Mode Choice	Percentage
Reliability of journey	40.6%
Speed of journey	38.2%
Distance to destination	22.0%
Physical comfort	16.2%
Price of transport	16.0%
Health reasons	14.5%
Complexity of journey (e.g. number of connections)	13.7%
Frequency of service	11.1%
More environmentally friendly/ sustainable	9.1%
Work vehicle/ drive for job	6.2%
Price of parking	6.1%
Distance to station/ stop	6.1%
Availability of car parking	5.4%
Personal safety	4.9%
Availability of cycle facilities	3.1%
Ability to do other things while travelling (e.g. work/ read/ etc.)	1.2%
Availability of 'Real Time Information'	0.3%
Availability of other forms of information	0.0%
Other	25.8%
Don't Know/ prefer not to say	0.6%
Base	1001

3.8.2 Around a quarter (25.8%) of respondents gave ‘other’ reasons for their mode choice. The most common reasons given related to:

- Access to public transport;
- Flexibility of travel;
- The need to take passengers or other items;
- Convenience; and
- Lack of alternative options.

“No public transport to workplace.”

“Easier – requires less planning in advance.”

“All my work tools are in the van.”

“Convenient to get to train station through the cycle route.”

“I can’t drive and I find cycling is quicker due to traffic congestion.”

3.8.3 Respondents from the youngest age range (16-24) are more concerned by the price of transport than members of other age categories (27.5% compared with 13.6%, respectively), and less concerned with the reliability of the journey (30.2% compared with 43.2%, respectively). Respondents aged 65+ were more likely to cite health reasons and physical comfort as their motives for mode choice than other age categories (22.8% compared with 12.8%; and, 23.5% compared with 14.7%, respectively).

Table 17. Reasons for Mode Choice by Age

Reason for Mode Choice	16-24	25-49	50-64	65+	All
Reliability of journey	30.2%	44.7%	42.9%	40.1%	40.9%
Speed of journey	32.9%	43.3%	43.0%	27.7%	38.5%
Distance to destination	17.6%	23.8%	22.6%	22.3%	22.1%
Physical comfort	13.3%	15.0%	15.3%	23.5%	16.3%
Price of transport	27.5%	13.1%	12.4%	16.0%	16.1%
Health reasons	14.0%	10.8%	15.8%	22.8%	14.6%
Complexity of journey (e.g. number of connections)	6.0%	18.9%	13.4%	10.3%	13.8%
Frequency of service	9.2%	10.6%	10.1%	15.7%	11.2%
More environmentally friendly/ sustainable	11.3%	8.7%	10.6%	6.8%	9.2%
Work vehicle/ drive for job	8.3%	7.6%	7.0%	0.5%	6.3%
Distance to station/ stop	2.8%	6.4%	7.2%	7.4%	6.1%
Price of parking	2.0%	6.0%	8.2%	8.0%	6.1%
Availability of car parking	1.2%	5.2%	6.9%	8.4%	5.4%
Personal safety	4.0%	4.8%	4.5%	6.5%	4.9%
Availability of cycle facilities	4.2%	3.6%	2.6%	1.5%	3.1%
Ability to do other things while travelling (e.g. work/ read/ etc.)	0.0%	1.7%	1.8%	0.5%	1.2%
Availability of 'Real Time Information'	1.0%	0.0%	0.4%	0.3%	0.3%
Availability of other forms of information	0.0%	0.0%	0.0%	0.0%	0.0%
Other	26.2%	23.1%	29.6%	28.0%	25.9%
Base	180	425	205	183	992

3.8.4 With regards to socio-economic status, as the status moves from DE through to AB the more likely they were to state speed of journey (41.5%) complexity of journey (17.9%) and frequency of service (13.1%) as a reason for mode choice. As socio-economic status moves from AB through to DE, the more likely they were to cite price of transport (22.5%) and driving for their job (14.7%) as a reason. However, reliability of journey was still the most common reason across all grades.

Table 18. Reasons for Mode Choice by SEG

Reason for Mode Choice	AB	C1C2	DE	All
Reliability of journey	44.0%	42.2%	38.3%	42.9%
Speed of journey	41.5%	38.8%	28.8%	39.4%
Distance to destination	24.8%	20.1%	17.8%	22.5%
Physical comfort	15.7%	16.0%	21.2%	16.3%
Price of transport	14.8%	15.6%	22.5%	15.8%
Health reasons	13.9%	15.8%	18.5%	15.0%
Complexity of journey (e.g. number of connections)	17.9%	11.1%	9.4%	14.8%
Frequency of service	13.1%	10.5%	1.8%	11.2%
More environmentally friendly/ sustainable	9.1%	7.2%	10.4%	8.6%
Work vehicle/ drive for job	4.3%	9.2%	14.7%	7.0%
Price of parking	7.4%	5.9%	4.1%	6.5%
Distance to station/ stop	6.9%	6.0%	3.1%	6.2%
Availability of car parking	6.5%	5.0%	4.4%	5.8%
Personal safety	4.1%	6.8%	4.1%	5.0%

Reason for Mode Choice	AB	C1C2	DE	All
Availability of cycle facilities	4.3%	1.2%	5.1%	3.3%
Ability to do other things while travelling (e.g. work/ read/ etc.)	1.0%	1.7%	0.0%	1.1%
Availability of 'Real Time Information'	0.0%	0.4%	0.0%	0.2%
Availability of other forms of information	0.0%	0.0%	0.0%	0.0%
Other	23.1%	30.4%	16.9%	25.1%
Base	497	312	81	891

3.8.5 Respondents who work appear to place greater value on a number of attributes, compared to their non-working counterparts: 43.0% of those who work stated speed of journey as a reason for mode choice, compared to 26.9% of those who didn't work; 44.2% stated reliability, compared to 33.2%; and, 16.5% stated complexity of journey, compared to 7.5%. On the other hand, those not working were more likely to state that physical comfort and price of transport are their reasons for mode choice (23.3% compared to 13.4%, and 22.5% compared to 13.5%, respectively).

Table 19. Reasons for Mode Choice by Working Status

Reason for Mode Choice	Working	Not working	All
Reliability of journey	44.2%	33.2%	41.0%
Speed of journey	43.0%	26.9%	38.2%
Distance to destination	23.3%	20.0%	22.3%
Physical comfort	13.4%	23.3%	16.3%
Price of transport	13.5%	22.5%	16.1%
Health reasons	13.2%	17.5%	14.5%
Complexity of journey (e.g. number of connections)	16.5%	7.5%	13.9%
Frequency of service	10.5%	12.8%	11.2%
More environmentally friendly/ sustainable	10.1%	7.3%	9.3%
Work vehicle/ drive for job	9.0%	0.0%	6.3%
Price of parking	5.6%	7.7%	6.2%
Distance to station/ stop	5.9%	6.7%	6.1%
Availability of car parking	5.3%	5.8%	5.5%
Personal safety	4.6%	5.8%	4.9%
Availability of cycle facilities	3.8%	1.6%	3.1%
Ability to do other things while travelling (e.g. work/ read/ etc.)	1.4%	0.7%	1.2%
Availability of 'Real Time Information'	0.1%	0.8%	0.3%
Availability of other forms of information	0.0%	0.0%	0.0%
Other	25.7%	26.5%	26.0%
Base	696	292	989

3.8.6 Disabled respondents were far less likely to state speed of journey as their reason for mode choice, compared with non-disabled respondents (19.9% compared with 40.5%, respectively). Instead, those who are disabled are more likely to cite health reasons as their motive for choosing particular modes (44.3% compared with 11.7% of non-disabled respondents).

Table 20. Reasons for Mode Choice by Disability

Reason for Mode Choice	Disability Identified	No disability	All
Reliability of journey	31.8%	41.9%	40.9%
Speed of journey	19.9%	40.5%	38.5%
Distance to destination	20.5%	22.6%	22.4%
Price of transport	18.5%	16.0%	16.3%
Physical comfort	21.0%	15.5%	16.0%
Health reasons	44.3%	11.7%	14.8%
Complexity of journey (e.g. number of connections)	10.1%	14.2%	13.8%
Frequency of service	7.5%	11.4%	11.0%
More environmentally friendly/ sustainable	6.4%	9.6%	9.3%
Work vehicle/ drive for job	0.0%	7.0%	6.4%
Price of parking	8.9%	6.0%	6.2%
Distance to station/ stop	11.4%	5.5%	6.1%
Availability of car parking	2.7%	5.7%	5.4%
Personal safety	5.5%	4.8%	4.9%
Availability of cycle facilities	1.8%	3.2%	3.1%
Ability to do other things while travelling (e.g. work/ read/ etc.)	0.8%	1.1%	1.1%
Availability of 'Real Time Information'	0.0%	0.4%	0.3%
Availability of other forms of information	0.0%	0.0%	0.0%
Other	32.8%	25.4%	26.1%
Base	95	887	982

3.8.7 There are also significant differences in reasons for mode choice between the districts in which respondents reside. Residents of Cambridge were more likely to cite health reasons and sustainability as their reasons for mode choice than residents of South Cambridgeshire (21.3% compared to 8.5%, and 15.9% compared to 3.1%, respectively).

Table 21. Reasons for Mode Choice by District

Reason for Mode Choice	Cambridge	South Cambridgeshire	All
Reliability of journey	39.2%	42.3%	40.8%
Speed of journey	39.1%	37.8%	38.4%
Distance to destination	24.3%	20.3%	22.2%
Physical comfort	15.9%	16.7%	16.3%
Price of transport	18.2%	14.3%	16.1%
Health reasons	21.3%	8.5%	14.6%
Complexity of journey (e.g. number of connections)	12.2%	15.3%	13.8%
Frequency of service	8.9%	13.1%	11.1%
More environmentally friendly/ sustainable	15.9%	3.1%	9.2%
Work vehicle/ drive for job	6.5%	6.1%	6.3%
Price of parking	5.7%	6.6%	6.2%
Distance to station/ stop	3.4%	8.5%	6.1%
Availability of car parking	3.9%	6.8%	5.4%
Personal safety	6.0%	3.9%	4.9%

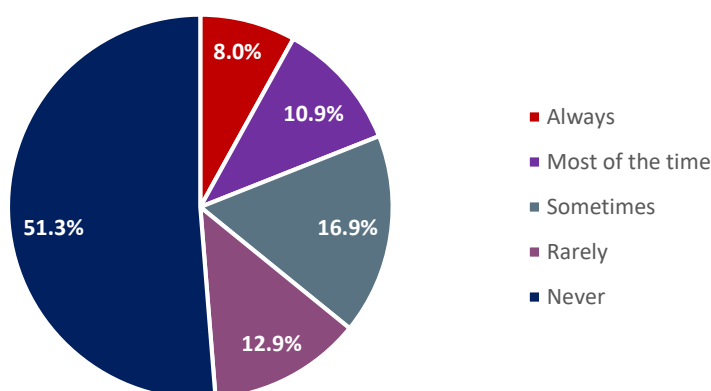
Reason for Mode Choice	Cambridge	South Cambridgeshire	All
Availability of cycle facilities	5.0%	1.4%	3.1%
Ability to do other things while travelling (e.g. work/read/ etc.)	1.3%	1.1%	1.2%
Availability of 'Real Time Information'	0.7%	0.0%	0.3%
Availability of other forms of information	0.0%	0.0%	0.0%
Other	20.8%	30.6%	25.9%
Base	472	523	995

3.8.8 The reasons for using different modes also vary between the types of transport people use. Car/van drivers were more likely to cite 'reliability of journey' as a reason for mode choice than any other reason (46.4% of those travelling alone said this and 43.9% of those travelling with passengers said so); cyclists were more likely to cite speed of journey than any other reason (with 63.2% saying this); park and ride users' most common response was the price of transport (33.7%), while users of other buses, minibuses or coach services were more likely to say reliability; and, health reasons were the most common reason for walking/running (45.2%).

3.9 Journey Planning

3.9.1 The figure below shows how many respondents currently check travel conditions before starting their journeys, with just over half (51.3%) stating they never do. However, those who predominantly drive a car/van are more likely to check travel conditions than those who predominantly use another form of transport (55.9% compared to 40.0%, respectively).

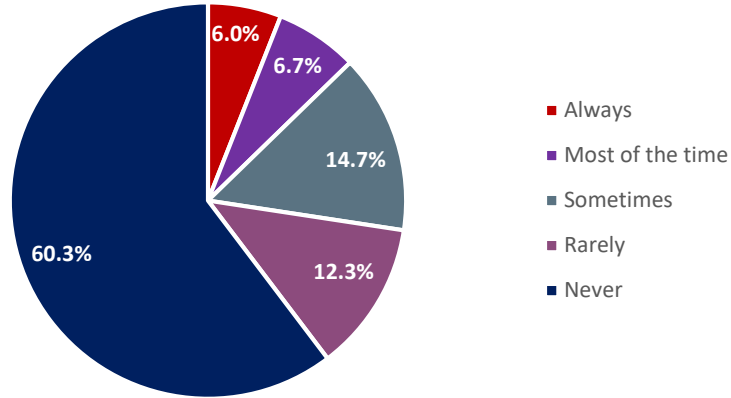
Figure 3. Do you check travel conditions before starting your journeys?



Base: 1,001

3.9.2 Figure 3 shows the percentage of respondents for whom information regarding travel conditions influences their mode of transport. Nearly two thirds (60.3%) of respondents said this information never influences their choice of mode. However, those who predominantly drive a car/van are more likely to say it does influence them than those who predominantly use another form of transport (43.5% compared to 34.4%, respectively).

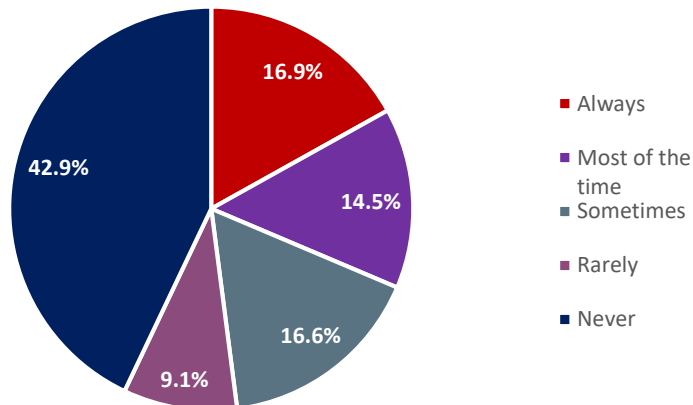
Figure 4. Does information about congestion or delays influence your choice of transport mode?



Base: 1,001

3.9.3 Figure 4 shows the percentage of respondents who check the weather forecast before starting their journeys, with 57.1% doing so, even if only rarely. Respondents who predominantly cycle, walk or run are much more likely than other respondents to check the weather (76.8% compared with 50.7%, respectively).

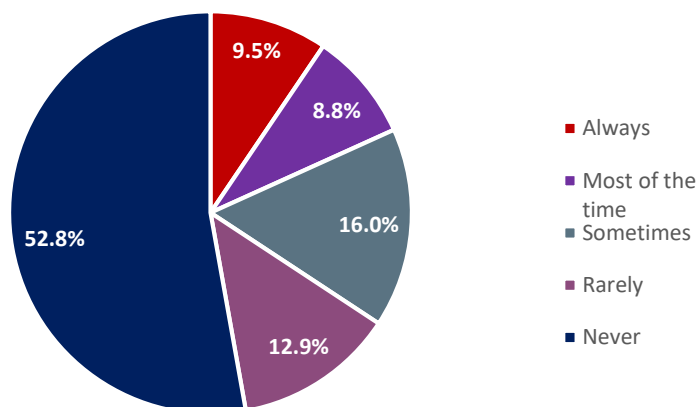
Figure 5. Do you check the weather forecast before starting your journeys?



Base: 1,001

3.9.4 The figure below shows the percentage of respondents for whom the weather conditions influence their choice of transport, with 47.2% saying they do, if only rarely. Again, cyclists and those who walk/run are more likely to be influenced by weather conditions than other respondents (61.5% compared with 42.5%, respectively).

Figure 6. Do weather conditions influence your choice of transport?



Base: 1,001

3.10 Alternative Modes

3.10.1 Respondents who indicated that they use a car/van to make journeys in and around Cambridge were subsequently asked if they could make these journeys using any other mode. Whilst nearly a third (31.9%) of these respondents stated that bus, minibus or coach services were available to them, two in five respondents (39.0%) said they had no other modes of transport they could use.

Table 22. Alternative Modes of Transport available to Car/Van users

Alternative Modes Available	Percentage
Other bus, minibus or coach services	31.9%
Bicycle	25.0%
Park & Ride bus services	11.7%
Taxi	10.8%
Walking/Running	6.8%
Train	6.4%
Motorcycle/Moped/Scooter	1.8%
Other	0.1%
None of the above	39.0%
Don't Know/ prefer not to say	0.6%
Base	681

3.10.2 Commuters were more likely than those travelling for other purposes to say they could make their car/van journeys by bicycle (34.8% compared to 27.7% of leisure travellers and 22.9% of those travelling for business/personal business); and, less likely to say they could do so by bus, minibus or coach services (26.1% compared to 35.3% of leisure travellers and 32.4% of those travelling for business/personal business).

- 3.10.3 Those aged 65 years and over were less likely than younger respondents to say cycling was an option (9.6% compared with 28.2%, respectively); and, more likely to say there were no other options available to them (46.6% compared with 38.0%).
- 3.10.4 People with disabilities were more likely than those without disabilities to say taxi was an alternative (21.2% compared with 9.9%); and, less likely to say that cycling was an option (10.1% compared with 26.8%).
- 3.10.5 Respondents living in Cambridge were more likely than those in South Cambridgeshire to say the following modes were possible alternatives: taxi (17.5% compared with 6.6%); cycling (37.4% compared with 17.4%); and walking/running (14.0% compared with 2.2%). Respondents living in South Cambridgeshire were more likely than those in Cambridge to say there were no alternatives available to them (43.6% compared with 32.4%).
- 3.10.6 A range of reasons were given by respondents as to why they do not use alternative modes of transport. Speed (28.3%), reliability (25.9%), and the price of using public transport (20.5%) are the three most cited reasons as to why alternative modes are not utilised.

Table 23. Why don't you travel by alternative modes?

Reason why alternative modes not used	Percentage
Speed of journey	28.3%
Reliability of journey	25.9%
Price of transport	20.5%
Distance to destination	18.4%
Complexity of journey (e.g. number of connections)	15.0%
Physical comfort	14.0%
Frequency of journey	12.2%
Distance to station/ stop	7.7%
Work vehicle/ drive for job	7.2%
Health reasons	5.5%
Personal safety	4.3%
Price of parking	3.0%
Ability to do other things while travelling (e.g. work/ read/ etc.)	2.2%
Availability of car parking	1.6%
More environmentally friendly/ sustainable	0.7%
Availability of cycle facilities	0.7%
Availability of 'Real Time Information'	0.6%
Availability of other forms of information	0.3%
Other	29.9%
Don't Know/ prefer not to say	4.9%
Base	681

- 3.10.7 Nearly a third (29.9%) of respondents gave 'other' reasons as to why they couldn't use alternative modes of transport. Of these 'other' reasons, the most common types of response related to:

- Lack of public transport;

- The need to take passengers or other items;
- Convenience; and
- Flexibility of travel.

“Bus doesn’t run early enough.”

“Carrying things in the car that would be difficult on public transport.”

“Convenience of it being easier to use a car when weather is bad.”

“The car is the easiest option, particularly when travelling with the children.”

“Working hours are unpredictable.”

- 3.10.8 Health reasons were given as a reason to not use alternative modes more frequently by those aged 65 years and older (19.5% compared with 3.3% of younger respondents); those who were not working (15.4% compared to 2.7% of those who were working); and those with a disability (34.2% compared with 3.0% of those with no disability).
- 3.10.9 Speed of journey was given as a reason for not using alternative modes more frequently as socio-economic status moved from DE through to AB (18.6% of DE compared with 22.9% of C1C2 and 34.6% of grade AB); and respondents without a disability were also more likely than those without a disability to state this (31.3% compared with 14.3%, respectively).
- 3.10.10 Physical comfort was a more common reason for not using alternatives among those in socio-economic grade DE (26.6% compared with 13.0% of the other grades); and among those who were not working (22.8% compared with 12.2% of those who were working).
- 3.10.11 Price of transport was a more common reason for not using alternatives among residents of Cambridge (28.2%), compared to residents of South Cambridgeshire (17.5%).
- 3.10.12 Respondents were then asked to state which mode of transport they would use if driving was no longer an option for them. Almost a third (31.9%) of respondents would use a bus, minibus or coach service, and one in five (19.7%) would cycle instead.

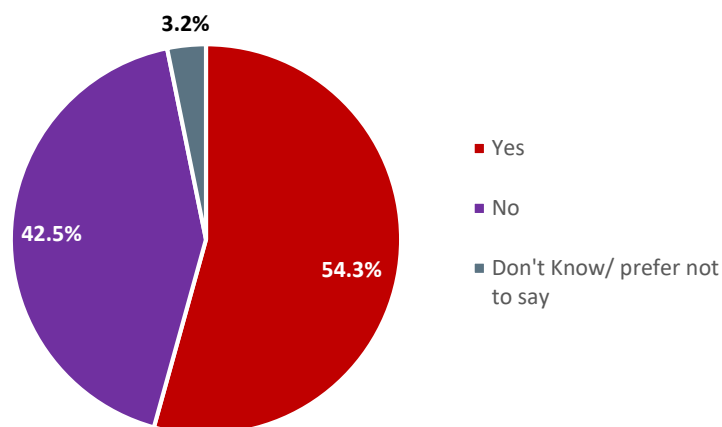
Table 24. If driving was no longer an option for you, which mode would you use?

Which mode would you use?	Percentage
Other bus, minibus or coach services	31.9%
Bicycle	19.7%
Taxi	13.0%
Train	9.6%
Park & Ride bus services	6.7%
Walking/Running	6.0%
Motorcycle/Moped/Scooter	2.7%
I wouldn't travel	12.5%
I have to drive as part of my job	4.5%
I would still drive, no matter what	3.9%
Other	7.1%
Don't Know/ prefer not to say	5.9%

Which mode would you use?	Percentage
Base	681

3.10.13 Respondents were also asked whether they would like to make more journeys in and around Cambridge without their own car/van. There was a mixed response, with just over half (54.3%) of respondents saying 'Yes', but more than two in five respondents (42.5%) saying 'No'.

Figure 7. Would you like to make more journeys without your own car/van?



Base: 681

3.10.14 The proportion of respondents who would like to make more journeys without their own car/van differs significantly by age and gender: Respondents aged 65 years and over were the least likely to want to change their mode of transport (41.0%), whereas respondents aged 25-49 were most receptive to doing so (62.3%); and females were more likely than males to say they wanted to (61.9% compared to 50.6%).

3.11 Potential initiatives to encourage or enable reduced car/van use

3.11.1 Respondents were presented with 32 potential initiatives, each aimed at encouraging a reduction in car/van use. Respondents were asked to rate each one in terms of the extent to which it might encourage this behaviour. Each initiative was then given a score based on the number of respondents who said the initiative was 'Very Likely' or 'Somewhat likely' to encourage them to use other modes of transport.

3.11.2 The five most popular initiatives were found to be:

- Introducing new public transport routes;
- Improving reliability of public transport services;
- Making public transport cheaper;
- Improving the frequency of services on public transport; and
- Introducing free parking at Park & Ride sites.

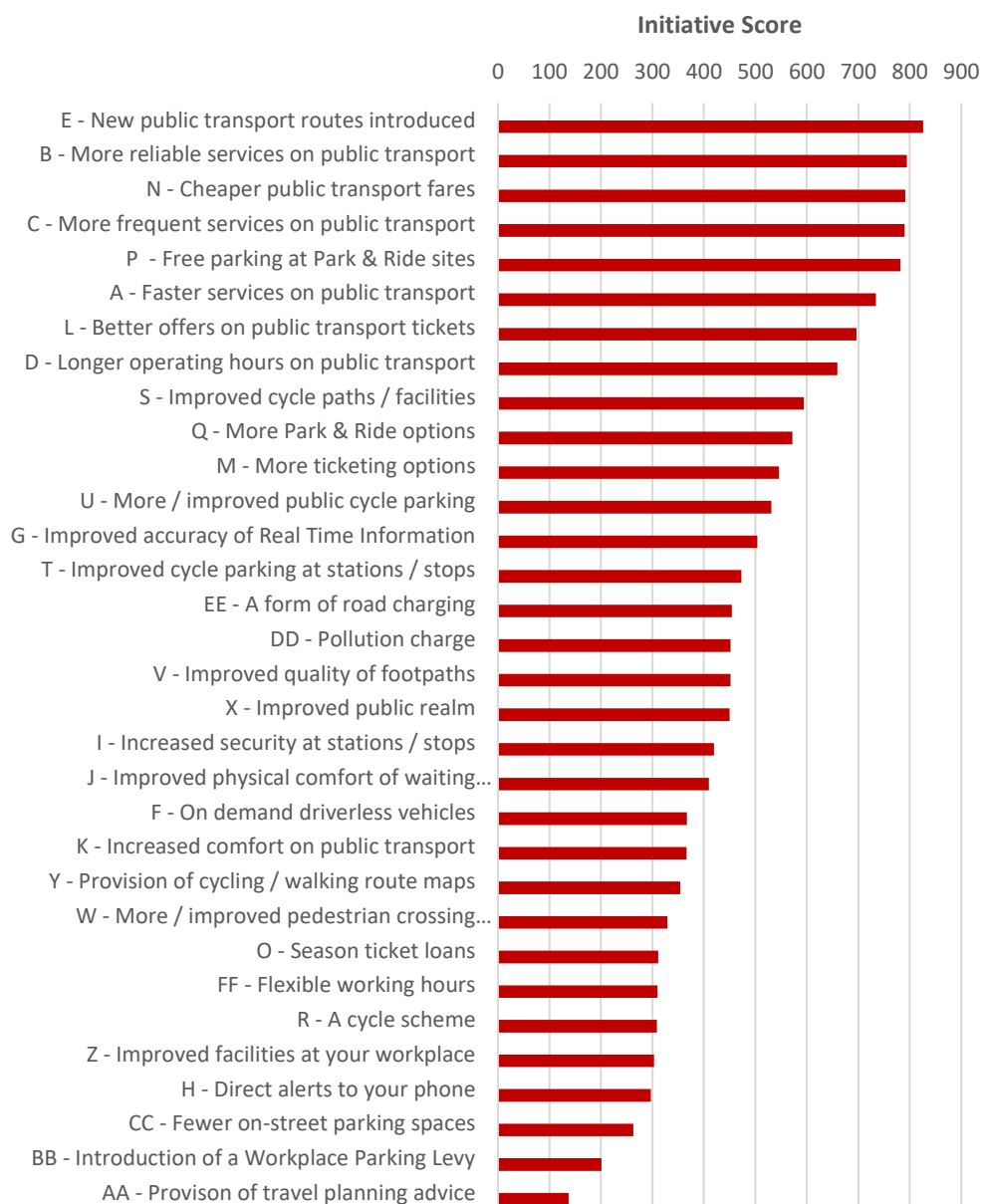
3.11.3 The five least popular initiatives were found to be:

- Provision of travel planning advice;

- Introducing a workplace parking levy;
- Reducing the number of on-street parking spaces;
- Providing direct alerts to your phone; and
- Improving workplace facilities.

3.11.4 The ranking of all initiatives is shown in Figure 7.

Figure 8. Ranking of the 32 Initiatives



3.11.5 The likelihood of an initiative encouraging a reduction in car/van use significantly differs by age. For instance, those aged 65+ are significantly less likely to change their mode than other age ranges, if the price of public transport was reduced (41.7% compared to 73.0% for younger respondents). Additionally, respondents aged 16-24 are significantly less likely to change their mode based on increased frequency of public transport services, relative to older respondents (55.6% compared with 72.2%, respectively).

- 3.11.6 There are also differences between genders with for some of the initiatives. Females are significantly more likely than males to change their mode based on cheaper public transport fares (73.4% compared with 61.8%) and increased frequency of services (74.6% compared with 63.0%).
- 3.11.7 If new public transport routes were introduced, then respondents who work would be more likely to change their mode than non-workers (72.5% compared to 67.6%, respectively); as would be the case if public transport fares were made cheaper (71.9% compared with 52.1%).
- 3.11.8 Respondents without disabilities are more likely than those with disabilities to change their mode if free parking is introduced at Park and Ride sites (67.7% compared with 51.1%, respectively). This initiative would also be valued by the residents of South Cambridgeshire more than Cambridge (72.9% compared with 55.8%, respectively).
- 3.11.9 In addition to the list of initiatives, respondents were asked if there was anything else that could encourage them out of their cars/vans. Whilst most suggestions were closely related to the initiatives, there were some novel ideas proposed.
- 3.11.10 A popular theme that emerged from this question was the appetite for the development of alternative forms of transport. These suggestions included the provision of additional rail services / stations, tram systems, and an underground network.

“Create a train station at Addenbrookes.”

“Reintroduce the railways services.”

“Something like a tram would be handy.”

“Underground network. Could be a good way forward. Going to keep growing. Right ground for tunnelling. Expensive, but a long-term investment.”

Some respondents suggested that new schemes were set up, or incentives were provided to encourage the use of public transport.

“Financial Incentive – tax relief for using public transport.”

“A car share scheme – both the rider and driver would gain financial benefit.”

“A taxi scheme that is subsidised would be good when I can’t drive anymore.”

Although respondents were given the opportunity to select initiatives related to security earlier in the survey, some felt it was necessary to re-iterate the importance of personal safety.

“Better lighting. I think it’s all about feeling safe.”

“Lighting needs to be improved. No police control, and no safety, especially for women.”

3.12 Profile of Respondents

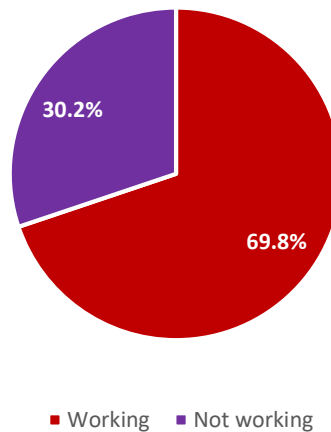
3.12.1 In total, 1,021 respondents completed the survey, of which 1,018 provided both their age and gender. Table 27 provides a breakdown of respondent age and gender.

Table 25. Age and Gender of Respondents

Age	Male	Female	Total
16 - 24	9.2%	8.5%	17.7%
25 - 49	22.3%	20.4%	42.6%
50 - 64	10.2%	10.2%	20.4%
65+	8.8%	10.4%	19.2%
Total	50.5%	49.5%	1,018

3.12.2 In terms of working status, over two-thirds (69.8%) were working either full-time or part-time. The remaining 30.2% were not working, including students and respondents who were retired.

Figure 9. Working status of respondents



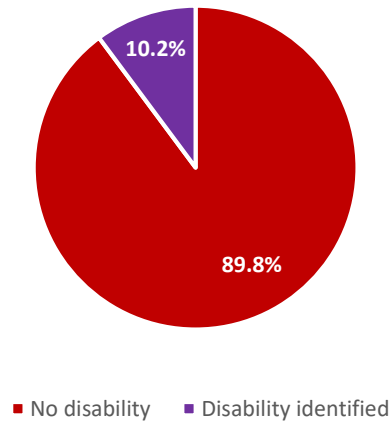
Base: 1,015

3.12.3 Of the 910 respondents who indicated their socio-economic grade (SEG), the sample breakdown was as follows:

- 55.3% were 'AB' - Higher & intermediate managerial, administrative, professional occupations;
- 35.6% were 'C1' or 'C2' - Supervisory, clerical & junior managerial, administrative, professional occupations or skilled manual occupations; and
- 9.2% were 'DE' - Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations.

3.12.4 Of the 1,007 respondents who answered the question regarding whether they have any disabilities, 10.2% of the sample reported having a disability. The majority of those who said they had a disability indicated that they had a mobility impairment.

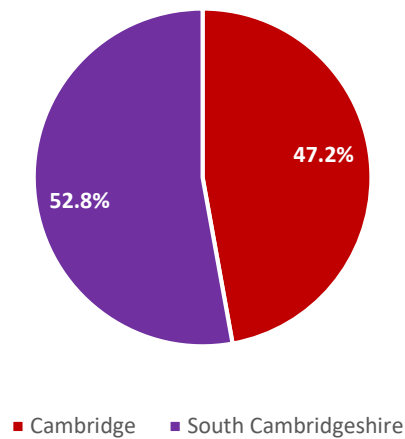
Figure 10. Disability



Base: 1,007

- 3.12.5 Of those with a disability, just over half (53.7%) were aged 65 years and over, and less than a quarter (22.7%) made commuting journeys in and around Cambridge.
- 3.12.6 With regards to the area in which respondents reside, just over half (52.8%) of the sample live in South Cambridgeshire.

Figure 11. Area of residence



Base: 1,021

4. CONCLUSIONS

4.1 What journeys are currently made in and around Cambridge?

- 4.1.1 More than three quarters of respondents travel in and around Cambridge at least twice a week, with the majority doing so five or more times a week.
- 4.1.2 Over two thirds of respondents make leisure journeys, and over half make commuting journeys and business/personal business journeys.
- 4.1.3 Over half of respondents usually travel by car/van, with the majority doing so alone without any passengers. Around a fifth of respondents usually travel by bicycle. Car/van drivers (travelling alone) were most likely to be commuters, aged 25-64, of AB socio-economic grade, and live in South Cambridgeshire. Bicycle users were also most likely to be commuters, but to be aged 16-24, of DE socio-economic grade, and to live in Cambridge.
- 4.1.4 There is a noticeable difference in the demographic profile of residents in Cambridge and South Cambridgeshire, resulting in some key differences in the way people travel. There is a higher proportion of residents aged 65 years and over in South Cambridgeshire, compared to Cambridge, resulting in less frequent journeys and less commuting journeys being made, but a higher proportion of car use. In addition, perhaps due to the demographic profile or the greater distance to the city centre, cycling, walking and running appear far less of an option for South Cambridgeshire residents.
- 4.1.5 It should also be noted that people with disabilities tend to make different journeys to those without disabilities: they tend to travel less frequently and are less likely to be commuting; and, while driving a car/van without passengers is still the most likely mode of transport, they are more likely than other respondents to travel as a passenger in a car/van and to travel by bus/minibus or coach service. A very small proportion of people with disabilities cycle. People with disabilities are also more likely than other respondents to consider taxis an option.

4.2 What factors influence current mode choice?

- 4.2.1 Respondents were asked to state the reasons why they used a particular mode of transport most often. The most frequently cited reasons were reliability of journey, speed of journey, and distance to destination. Availability of information and the ability to carry out other tasks during travel seem to have little bearing on mode choice.
- 4.2.2 The reasons for using different modes varied by the type of transport most often used. Those who usually drove a car/van were more likely to cite 'reliability of journey' than any other reason; cyclists were more likely to cite speed of journey; park and ride users' most common response was the price of transport, while users of other buses, minibuses or coach services were more likely to say reliability; and, health reasons were the most common reason for walking/running.
- 4.2.3 Regarding area and disability: Cambridge residents were more likely than residents of South Cambridgeshire to cite health reasons and sustainability as their reasons for mode

choice; and, disabled respondents were more likely than those without a disability to cite health reasons and less likely to state speed of journey.

4.2.4 Less than a fifth of respondents 'always' check or check 'most of the time' the travel conditions before starting their journeys, and even fewer are influenced by this information. However, those who predominantly drive a car/van are more likely to check travel conditions and more likely to be influenced by this information than those who predominantly use another form of transport.

4.2.5 Similarly, less than a third of respondents 'always' check or check 'most of the time' the weather forecast before travelling, and even fewer are influenced by this information. Respondents who predominantly cycle, walk or run are much more likely than other respondents to check the weather and to be influenced by it.

4.3 What are the motivators and barriers to switching to more sustainable travel choices?

4.3.1 Car/van drivers were asked whether they would like to make more journeys in and around Cambridge without their own car/van. There was a mixed response, with just over half saying 'Yes', but more than two in five saying 'No'.

4.3.2 They were also asked, of the journeys they currently make by car/van, could they use a different mode of transport. Nearly a third stated that they could use bus, minibus or coach services and a quarter stated they could cycle, demonstrating some potential for mode shift. However, a fifth said they had no alternative.

4.3.3 Reasons for not using alternatives to car/van included the speed and reliability of the journey, the price of using public transport, the distance to destination and complexity of journey. Alternative modes need to compete with driving on these attributes if mode shift is to be encouraged.

4.3.4 It should be noted that the price of using public transport was a more common reason for not taking up alternative modes among residents in Cambridge, than in South Cambridgeshire.

4.3.5 Respondents were presented with 32 potential initiatives, each aimed at encouraging a reduction in car/van use. The five most popular initiatives were found to be:

- Introducing new public transport routes;
- Improving reliability of public transport services;
- Making public transport cheaper;
- Improving the frequency of services on public transport; and
- Introducing free parking at Park & Ride sites.

4.3.6 The five least popular initiatives were:

- Provision of travel planning advice;
- Introducing a workplace parking levy;
- Reducing the number of on-street parking spaces;
- Providing direct alerts to your phone; and
- Improving workplace facilities.

- 4.3.7 In general, public transport improvements (frequency, routes, fares/offers, speed, operating hours) ranked highest, whereas 'softer' initiatives such as travel planning and workplace initiatives (season ticket loans, cycle schemes) were least likely to encourage modal shift. Walking and cycling infrastructure improvements (cycle paths/footways) and charging mechanisms (road charging or pollution charging) ranked in the middle of the choice of initiatives.
- 4.3.8 Residents in South Cambridgeshire were more likely than those in Cambridge to change their mode if free parking were introduced at Park and Ride sites. Younger respondents were also more sensitive to fares.

Cambridgeshire Travel Survey

Methodology: CATI

Good [\[afternoon/evening\]](#). My name is [\[interviewer name\]](#) and I am conducting a survey on behalf of the Greater Cambridge Partnership to better understand residents' travel behaviour and reasons for their travel choices. Please can you spare 10 minutes to answer some questions?

[\[If required\]](#) The findings from the survey will help the Greater Cambridge Partnership better understand your transport needs. If you complete this survey you can choose to be entered into a prize draw, with three winners each receiving £100 worth of high street shopping vouchers.

- ₁ Yes [\[Continue\]](#)
- ₂ No [\[Thank & close\]](#)

Thank you. Your answers will remain totally anonymous and will only be used for research purposes. We adhere to the Market Research Society code of conduct and all data will be held in accordance with the data protection act.

We first need to ask a few questions to ensure that the people we speak to are representative of all people living in the local area. Please can I take a few personal details...?

- ₁ Yes [\[Continue\]](#)
- ₂ No [\[Thank & close\]](#)

Screeners

S1. Which of the following age groups do you fall under? [\[Single response\]](#)

- ₁ Under 16 [\[Thank & close\]](#)
- ₂ 16-24 years old
- ₃ 25-49 years old
- ₄ 50-64 years old
- ₅ 65+ years old
- ₆ Prefer not to say [\[Do NOT read out\]](#)

S2. Please can you confirm, are you....? [\[Single response\]](#)

- ₁ Male
- ₂ Female
- ₃ Other/Prefer not to say [\[Do NOT read out\]](#)

S3. Which of the following best describes your current situation? [\[Single response\]](#)

- 1 Working full-time (30+ hours a week)
- 2 Working part-time (less than 30 hours a week)
- 3 Not working
- 4 Retired
- 5 Student
- 6 Other, please specify _____
- 7 Prefer not to say [\[Do NOT read out\]](#)

S4. What is the occupation of the main income earner in your household? If the main income earner is retired, please select the option that best describes what their occupation was before they retired. [\[Single response\]](#)

- 1 Higher managerial, administrative or professional
- 2 Intermediate managerial, administrative or professional
- 3 Supervisory or clerical and junior managerial, administrative or professional
- 4 Skilled manual worker
- 5 Semi or unskilled manual worker
- 6 Casual worker, pensioner (reliant on state pension only), or dependent on state welfare
- 7 Don't know/prefer not to say [\[Do NOT read out\]](#)

S5. [\[Insert District from database\]](#)

Current Travel Behaviour

I'd now like to ask you about your current travel behaviour in and around Cambridge. By 'in and around Cambridge' we mean travelling within the built-up area of the city and its outskirts.

Q1. How often do you travel in and around Cambridge? [\[Single response\]](#)

- 1 5 or more times a week
- 2 2-4 times a week
- 3 Once a week
- 4 Less than once a week, but at least once a month
- 5 Less than once a month
- 6 Never [\[Skip to 'Demographics' section\]](#)
- 7 Don't know/prefer not to say [\[Do NOT read out\]](#)

Q2. For which of the following reasons do you make these journeys? (Please select all that apply) [\[Multiple response\]](#)

- 1 Commuting to/from work
- 2 Commuting to/from education
- 3 School drop off/pick up
- 4 Employer's business
- 5 Personal business
- 6 Leisure activities
- 7 Other, please specify _____
- 8 Don't know/prefer not to say [\[Do NOT read out\]](#)

Q3. At which of these times of day do you travel in and around Cambridge? (Please select all that apply)

[Multiple response]

- 1 Weekdays from 4am and before 7am
- 2 Weekdays from 7am and before 10 am
- 3 Weekdays from 10am and before 4pm
- 4 Weekdays from 4pm and before 7pm
- 5 Weekdays from 7pm and before 4am
- 6 Saturdays
- 7 Sundays
- 8 Don't know/prefer not to say [Do NOT read out]

	Q4a. Which of the following modes of transport do you use to make these journeys? (Please select all that apply) [Multiple response]	Q4b. Which <u>ONE</u> of these modes of transport do you use most often to travel in and around Cambridge? [Single response]	Q4c. [If Q2=1] How do you <u>usually</u> travel to work? If you use more than one mode please select the mode you use for the longest part, by distance, of your usual journey to work. [Single response]
[Only show for Q4c] Work mainly at or from home			<input type="checkbox"/> 1
Car/Van (as a driver, travelling alone)	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Car/Van (as a driver, with passenger/s)	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Car/Van (as a passenger)	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Taxi	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Train	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Park & Ride bus services	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7
Other bus, minibus or coach services	<input type="checkbox"/> 8	<input type="checkbox"/> 8	<input type="checkbox"/> 8
Motorcycle/Moped/Scooter	<input type="checkbox"/> 9	<input type="checkbox"/> 9	<input type="checkbox"/> 9
Bicycle	<input type="checkbox"/> 10	<input type="checkbox"/> 10	<input type="checkbox"/> 10
Walking/Running	<input type="checkbox"/> 11	<input type="checkbox"/> 11	<input type="checkbox"/> 11
Other, please specify	<input type="checkbox"/> 12	<input type="checkbox"/> 12	<input type="checkbox"/> 12
Don't know/prefer not to say [Do NOT read out]	<input type="checkbox"/> 13	<input type="checkbox"/> 13	<input type="checkbox"/> 13



Q4d. [If Q2=1 and Q4c ≠ 1] What is the full postcode of your place of work?

Work postcode _____

1 Don't know/prefer not to say [Do NOT read out]

Q5. [If Q4b ≠ 13] Why do you travel in and around Cambridge most often by [insert answer to Q4b]?

[Do NOT read out]

[Probe if necessary and code below]

[If respondent states 'convenience', probe for why it is convenient and code accordingly]

[Multiple response]

1 Speed of journey

2 Reliability of journey

3 Frequency of service

4 Distance to destination

5 Distance to station/stop

6 Availability of cycle facilities

7 Availability of car parking

8 Price of transport

9 Price of parking

10 Availability of 'Real Time Information'

11 Availability of other forms of information

12 Personal safety

13 Physical comfort

14 Ability to do other things while travelling
(e.g. work/read/etc)

15 More environmentally friendly/sustainable

16 Health reasons

17 Complexity of journey

(e.g. number of connections)

18 Work vehicle/ Drive for job

19 Other, please specify _____

20 Don't know/prefer not to say

Q6a. Do you check travel conditions before starting your journeys?

1 Always

2 Most of the time

3 Sometimes

4 Rarely

5 Never

Q6b. Does information about traffic congestion or other transport delays influence your choice of transport mode?

1 Always

2 Most of the time

3 Sometimes

4 Rarely

5 Never

Q6c. Do you check the weather forecast before starting your journeys?

1 Always

2 Most of the time

3 Sometimes

4 Rarely

5 Never

Q6d. Do weather conditions influence your choice of transport mode?

- 1 Always
- 2 Most of the time
- 3 Sometimes
- 4 Rarely
- 5 Never

Q7. [If Q4a=2 or Q4a=3 or Q4a=4] Of the journeys you make by car/van, could you make these journeys using any of the following modes of transport instead? (Please select all that apply) [Multiple response]

- 1 Taxi
- 2 Train
- 3 Park & Ride bus services
- 4 Other bus, minibus or coach services
- 5 Motorcycle/Moped/Scooter
- 6 Bicycle
- 7 Walking/Running
- 8 Other, please specify _____
- 9 None of the above [Single response]
- 10 Don't know/prefer not to say [Do NOT read out]

Q8. [If Q4a=2 or Q4a=3 or Q4a=4] And why [don't/can't] you travel by [this/these] alternative modes of transport?

[Do NOT read out]

[Probe if necessary and code below]

[If respondent states 'convenience', probe for why it isn't convenient and code accordingly]

[Multiple response]

- | | |
|--|---|
| <input type="checkbox"/> 1 Speed of journey | <input type="checkbox"/> 12 Personal safety |
| <input type="checkbox"/> 2 Reliability of journey | <input type="checkbox"/> 13 Physical comfort |
| <input type="checkbox"/> 3 Frequency of service | <input type="checkbox"/> 14 Ability to do other things while travelling
(e.g. work/read/etc) |
| <input type="checkbox"/> 4 Distance to destination | <input type="checkbox"/> 15 More environmentally friendly/sustainable |
| <input type="checkbox"/> 5 Distance to station/stop | <input type="checkbox"/> 16 Health reasons |
| <input type="checkbox"/> 6 Availability of cycle facilities | <input type="checkbox"/> 17 Complexity of journey
(e.g. number of connections) |
| <input type="checkbox"/> 7 Availability of car parking | <input type="checkbox"/> 18 Work vehicle/ Drive for job |
| <input type="checkbox"/> 8 Price of transport | <input type="checkbox"/> 19 Other, please specify _____ |
| <input type="checkbox"/> 9 Price of parking | <input type="checkbox"/> 20 Don't know/prefer not to say |
| <input type="checkbox"/> 10 Availability of 'Real Time Information' | |
| <input type="checkbox"/> 11 Availability of other forms of information | |

Q9. [If Q4a=2 or Q4a=3 or Q4a=4] If driving became more difficult for you, for whatever reason (for example due to congestion, the cost of maintaining your vehicle, health reasons, etc) which of the following modes of transport would you use instead? (Please select all that apply) [Multiple response]

- 1 Taxi
- 2 Train
- 3 Park & Ride bus services
- 4 Other bus, minibus or coach services
- 5 Motorcycle/Moped/Scooter
- 6 Bicycle
- 7 Walking/Running
- 8 Other, please specify _____
- 9 I wouldn't travel [Do NOT read out] [Single response]
- 10 I have to drive as part of my job [Do NOT read out] [Single response]
- 11 I would still drive, no matter what [Do NOT read out] [Single response]
- 12 Don't know/prefer not to say [Do NOT read out] [Single response]

Q10. [If Q4a=2 or Q4a=3 or Q4a=4] Would you like to make more journeys in and around Cambridge without your own car/van?

- 1 Yes
- 2 No
- 3 Don't know/prefer not to say [Do NOT read out]

Q11. [If Q4a=2 or Q4a=3 or Q4a=4] To what extent would each of the following potential initiatives encourage or enable you to reduce your use of your car/van, and use other modes of travel instead? Please note, there are 32 potential initiatives to quickly run through. (Please select all that apply) [Randomise order] [Single response per row]

	Very likely	Somewhat likely	Not likely at all	Don't know/prefer not to say [Do NOT read out]
a) Faster services on public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
b) More reliable services on public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
c) More frequent services on public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
d) Longer operating hours on public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
e) New public transport routes introduced	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
f) On demand driverless vehicles (e.g. autonomous taxis/buses)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
g) Improved accuracy of 'Real Time Information' displays and 'Real Time Information' displays at all stations/stops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
h) Direct public transport alerts and/or direct weather alerts to your mobile phone	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
i) Increased security (e.g. lighting/CCTV) at stations/stops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4



j) Improved physical comfort of waiting facilities at stations/stops (e.g. provision of shelters/seating)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
k) Increased physical comfort on public transport (e.g. comfort of seating/temperature)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
l) Better offers on public transport tickets (e.g. discounts for specific types of people and/or times of travel)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
m) More ticketing options for public transport (e.g. smart cards/ integrated ticketing/ online payments)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
n) Cheaper fares for public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
o) Season ticket loans for public transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
p) Free parking at Park & Ride sites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
q) More Park & Ride options	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
r) A Cycle scheme (like a season ticket loan but to buy a bicycle)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
s) More/Improved cycle paths and cycle crossing facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
t) More/improved cycle parking at stations/stops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
u) More/Improved public cycle parking (e.g. more locations/ better security)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
v) Improved quality of footpaths	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
w) More/Improved pedestrian crossing facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
x) Improved public realm (e.g. more trees/planters, better footways/ cycleway surfacing)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
y) Provision of cycling/walking route maps and wayfinding information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
z) More/Improved facilities at your workplace for cyclists/pedestrians (e.g. showers/ storage/ changing facilities)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
aa) Provision of travel planning advice (from experts visiting your child's school/your workplace)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
bb) Introduction of a Workplace Parking Levy (e.g. being charged to use parking spaces at your place of work)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
cc) Fewer free on-street parking spaces	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
dd) Pollution charging (a charge for using more polluting vehicles)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
ee) A form of road charging (depending on level of congestion)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
ff) Flexible working hours	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4



Q12. [If Q4a=2 or Q4a=3 or Q4a=4] Is there anything else that could encourage or enable you to reduce your use of your own car/van, and use other modes of travel instead? _____

Demographics

I'd like to take a few final details before we finish...

D1. What is your full home postcode?

Home postcode _____

1 Don't know/prefer not to say [Do NOT read out]

D2. Do you have any disabilities that affect the way you travel? (Please select all that apply) [Multiple response]

1 No [Single response]

2 Yes - Visual impairment

3 Yes - Mobility impairment

4 Yes - Hearing impairment

5 Yes - Mental health illness

6 Yes - Learning difficulty

7 Yes - Other, please specify _____

8 Don't know/prefer not to say [Do NOT read out]

D3. Would you be willing to participate in further research? If yes, we will need to take your contact details and will pass these on to the Greater Cambridge Partnership along with a subset of the data collected here today.

1 Yes

2 No

D4. Would you like to be entered into a prize draw for one of three chances to win £100 worth of high street shopping vouchers?

1 Yes

2 No

D5. Thank you very much for taking the time to talk to me today. Is there anything else that you would like to add before we finish? _____

D6. Finally, please may I take your contact details? We ask all participants for their contact details for our own back-checking purposes. However, we'll also need them if you indicated that you would like to be entered into the prize draw; that you would be willing to participate in further research; or, if you indicated that you do NOT want to participate in further research (so that we can ensure you don't get sent a similar survey, linked to this work, by the Greater Cambridge Partnership). Your contact details will be treated in confidence and used only for the purposes for which you have agreed.

₁ Yes

₂ No

D6a. [If D6=1] Record Respondent Details _____

D6b. [If D6=1] Respondent Name _____

D6c. [If D6=1] House Number/ Name _____

D6d. [If D6=1] Street Name _____

D6e. [If D6=1] Town _____

D6f. [If D6=1] County _____

D6g. [If D6=1] Best Contact Number _____

D6h. [If D6=1] Email _____

If you find you have any queries after we've finished you can contact the Greater Cambridge Partnership by telephone on 01223 699906. [Other contact methods are also available – see <https://www.greatercambridge.org.uk/contact-us/>.]

Thank you very much for taking the time to talk to me today. I have no further questions.

Cambridgeshire Travel Survey - CATI Toplines **[WEIGHTED]**

Weighted on age, gender and area

ONS Population Estimates for mid-2016

(Q1) How often do you travel in around Cambridge?

	Frequency	Percent	Valid Percent	Cumulative Percent
(Q1) How often do you travel in around Cambridge?	5 or more times a week	583	57.1	57.1
	2-4 times a week	197	19.3	76.3
	Once a week	107	10.4	86.8
	Less than once a week, but at least once a month	76	7.4	94.2
	Less than once a month	38	3.7	97.9
	Never	20	1.9	99.8
	Don't Know/ prefer not to say	2	.2	100.0
	Total	1021	100.0	100.0

(Q2) For which of the following reasons do you make these journeys? (MR)

	Count	Column N %
(Q2) For which of the following reasons do you make these journeys? (MR)	Commuting to/from work	477 47.7%
	Commuting to/from education	65 6.4%
	School drop off/pick up	65 6.4%
	Employer's business	25 2.5%
	Personal business	470 46.9%
	Leisure activities	697 69.6%
	Other	11 1.0%
	Don't Know/ prefer not to say	3 .3%
	Base	1001 100.0%

(Q3) At which times of day do you travel around Cambridge? (MR)

	Count	Column N %
(Q3) At which times of day do you travel around Cambridge? (MR)	Weekdays from 4am and before 7am	79 7.9%
	Weekdays from 7am and before 10 am	581 58.1%
	Weekdays from 10am and before 4pm	537 53.7%
	Weekdays from 4pm and before 7pm	568 56.7%
	Weekdays from 7pm and before 4am	257 25.6%
	Saturdays	672 67.1%
	Sundays	625 62.4%
	Don't Know/ prefer not to say	6 .6%
	Base	1001 100.0%

(Q4a) Which modes of transport do you use to make these journeys? (MR)

	Count	Column N %
(Q4a) Which modes of transport do you use to make these journeys? (MR)	Car/Van (as a driver, travelling alone)	516 51.5%
	Car/Van (as a driver, with passenger/s)	382 38.1%
	Car/Van (as a passenger)	52 5.2%
	Taxi	60 6.0%
	Train	44 4.4%
	Park & Ride bus services	109 10.9%
	Other bus, minibus or coach services	273 27.3%
	Motorcycle/Moped/Scooter	23 2.3%
	Bicycle	357 35.7%
	Walking/Running	210 21.0%
	Other	1 .1%
	Don't Know/ prefer not to say	1 .1%
	Base	1001 100.0%

(Q4b) Which ONE of these modes do you use most often to travel around Cambridge?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q4b) Which ONE of these modes do you use most often to travel around Cambridge?	Car/Van (as a driver, travelling alone)	372	36.5	37.2	37.2
	Car/Van (as a driver, with passenger/s)	165	16.2	16.5	53.7
	Car/Van (as a passenger)	20	2.0	2.0	55.7
	Taxi	7	.7	.7	56.4
	Train	9	.9	.9	57.3
	Park & Ride bus services	38	3.7	3.8	61.1
	Other bus, minibus or coach services	115	11.3	11.5	72.6
	Motorcycle/Moped/Scooter	9	.9	.9	73.5
	Bicycle	193	18.9	19.3	92.8
	Walking/Running	58	5.7	5.8	98.7
	Other	1	.1	.1	98.7
	Don't Know/ prefer not to say	13	1.2	1.3	100.0
	Base	1001	98.1	100.0	
	System Missing Values	20	1.9		
	Total	1021	100.0		

(Q4c) How do you usually travel to work?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q4c) How do you usually travel to work?	Work mainly at or from home	13	1.3	2.7	2.7
	Car/Van (as a driver, travelling alone)	232	22.7	48.6	51.3
	Car/Van (as a driver, with passenger/s)	25	2.5	5.3	56.7
	Car/Van (as a passenger)	8	.8	1.7	58.3
	Taxi	5	.5	1.1	59.4
	Train	5	.4	1.0	60.4
	Park & Ride bus services	4	.4	.7	61.1
	Other bus, minibus or coach services	34	3.4	7.2	68.3
	Motorcycle/Moped/Scooter	4	.4	.9	69.2
	Bicycle	124	12.2	26.1	95.3
	Walking/Running	19	1.8	3.9	99.2
	Don't Know/ prefer not to say	4	.4	.8	100.0
	Base	477	46.7	100.0	
	System Missing Values	544	53.3		
	Total	1021	100.0		

(Q5) Why do you travel around Cambridge most often by..... (MR)

		Count	Column N %
(Q5) Why do you travel around Cambridge most often by..... (MR)	Speed of journey	382	38.2%
	Reliability of journey	406	40.6%
	Frequency of service	111	11.1%
	Distance to destination	221	22.0%
	Distance to station/ stop	61	6.1%
	Availability of cycle facilities	31	3.1%
	Availability of car parking	54	5.4%
	Price of transport	161	16.0%
	Price of parking	61	6.1%
	Availability of 'Real Time Information'	3	.3%
	Availability of other forms of information	0	0.0%
	Personal safety	49	4.9%
	Physical comfort	162	16.2%
	Ability to do other things while travelling (e.g. work/ read/ etc.)	12	1.2%
	More environmentally friendly/ sustainable	91	9.1%
	Health reasons	145	14.5%
	Complexity of journey (e.g. number of connections)	137	13.7%
	Work vehicle/ drive for job	62	6.2%
	Other	258	25.8%
Don't Know/ prefer not to say	6	.6%	
Base	1001	100.0%	

(Q6a) Do you check travel conditions before starting your journeys?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6a) Do you check travel conditions before starting your journeys?	Always	81	7.9	8.0	8.0
	Most of the time	110	10.7	10.9	19.0
	Sometimes	169	16.5	16.9	35.9
	Rarely	129	12.6	12.9	48.7
	Never	513	50.3	51.3	100.0
	Base	1001	98.1	100.0	
	System Missing Values	20	1.9		
	Total	1021	100.0		

(Q6b) Does information about congestion or delays influence your choice of transport mode?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6b) Does information about congestion or delays influence your choice of transport mode?	Always	60	5.9	6.0	6.0
	Most of the time	68	6.6	6.7	12.7
	Sometimes	147	14.4	14.7	27.4
	Rarely	123	12.0	12.3	39.7
	Never	604	59.2	60.3	100.0
	Base	1001	98.1	100.0	
	System Missing Values	20	1.9		
	Total	1021	100.0		

(Q6c) Do you check the weather forecast before starting your journeys?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6c) Do you check the weather forecast before starting your journeys?	Always	169	16.6	16.9	16.9
	Most of the time	145	14.2	14.5	31.4
	Sometimes	166	16.2	16.6	47.9
	Rarely	91	8.9	9.1	57.1
	Never	430	42.1	42.9	100.0
	Base	1001	98.1	100.0	
	System Missing Values	20	1.9		
	Total	1021	100.0		

(Q6d) Do you weather conditions influence your choice of transport?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6d) Do you weather conditions influence your choice of transport?	Always	95	9.3	9.5	9.5
	Most of the time	88	8.6	8.8	18.2
	Sometimes	160	15.7	16.0	34.3
	Rarely	129	12.7	12.9	47.2
	Never	529	51.8	52.8	100.0
	Base	1001	98.1	100.0	
	System Missing Values	20	1.9		
	Total	1021	100.0		

(Q7) Could you make these journeys using any of the following modes instead? (MR)

		Count	Column N %
(Q7) Could you make these journeys using any of the following modes instead? (MR)	Taxi	73	10.8%
	Train	43	6.4%
	Park & Ride bus services	80	11.7%
	Other bus, minibus or coach services	218	31.9%
	Motorcycle/Moped/Scooter	12	1.8%
	Bicycle	171	25.0%
	Walking/Running	46	6.8%
	Other	1	.1%
	None of the above	265	39.0%
	Don't Know/ prefer not to say	4	.6%
	Base	681	100.0%

(Q8) Why dont you travel by these alternative modes? (MR)

	Count	Column N %
(Q8) Why dont you travel by these alternative modes? (MR)		
Speed of journey	193	28.3%
Reliability of journey	177	25.9%
Frequency of journey	83	12.2%
Distance to destination	125	18.4%
Distance to station/ stop	52	7.7%
Availability of cycle facilities	5	.7%
Availability of car parking	11	1.6%
Price of transport	140	20.5%
Price of parking	20	3.0%
Availability of 'Real Time Information'	4	.6%
Availability of other forms of information	2	.3%
Personal safety	29	4.3%
Physical comfort	95	14.0%
Ability to do other things while travelling (e.g. work/ read/ etc.)	15	2.2%
More environmentally friendly/ sustainable	5	.7%
Health reasons	38	5.5%
Complexity of journey (e.g. number of connections)	102	15.0%
Work vehicle/ drive for job	49	7.2%
Other	204	29.9%
Don't Know/ prefer not to say	33	4.9%
Base	681	100.0%

(Q9) If driving became more difficult for you, which of the following modes would you use? (MR)

	Count	Column N %
(Q9) If driving became more difficult for you, which of the following modes would you use? (MR)		
Taxi	89	13.0%
Train	65	9.6%
Park & Ride bus services	46	6.7%
Other bus, minibus or coach services	218	31.9%
Motorcycle/Moped/Scooter	18	2.7%
Bicycle	134	19.7%
Walking/Running	41	6.0%
Other	48	7.1%
I wouldn't travel	85	12.5%
I have to drive as part of my job	31	4.5%
I would still drive, no matter what	26	3.9%
Don't Know/ prefer not to say	40	5.9%
Base	681	100.0%

(Q10) Would you like to make more journeys in and around Cambridge without your own car/van?

	Frequency	Percent	Valid Percent	Cumulative Percent
(Q10) Would you like to make more journeys in and around Cambridge without your own car/van?				
Yes	370	36.2	54.3	54.3
No	289	28.4	42.5	96.8
Don't Know/ prefer not to say	22	2.1	3.2	100.0
Base	681	66.7	100.0	
System Missing Values	340	33.3		
Total	1021	100.0		

(Q11) To what extent would each of the following initiatives encourage you to use other modes of transport?

		Count	Column N %
(Q11a) Faster services on public transport	Very likely	315	46.3%
	Somewhat likely	104	15.2%
	Not likely at all	231	34.0%
	Don't Know/prefer not to say	31	4.5%
	Base	681	100.0%
(Q11b) More reliable services on public transport	Very likely	346	50.8%
	Somewhat likely	102	14.9%
	Not likely at all	203	29.8%
	Don't Know/prefer not to say	30	4.4%
	Base	681	100.0%
(Q11c) More frequent services on public transport	Very likely	339	49.8%
	Somewhat likely	111	16.3%
	Not likely at all	206	30.2%
	Don't Know/prefer not to say	25	3.7%
	Base	681	100.0%
(Q11d) Longer operating hours on public transport	Very likely	281	41.3%
	Somewhat likely	96	14.1%
	Not likely at all	276	40.6%
	Don't Know/prefer not to say	27	4.0%
	Base	681	100.0%
(Q11e) New public transport routes introduced	Very likely	354	52.0%
	Somewhat likely	117	17.2%
	Not likely at all	189	27.7%
	Don't Know/prefer not to say	21	3.1%
	Base	681	100.0%
(Q11f) On demand driverless vehicles	Very likely	134	19.6%
	Somewhat likely	99	14.6%
	Not likely at all	383	56.2%
	Don't Know/prefer not to say	65	9.6%
	Base	681	100.0%
(Q11g) Improved accuracy of Real Time Information	Very likely	205	30.1%
	Somewhat likely	94	13.7%
	Not likely at all	318	46.7%
	Don't Know/prefer not to say	64	9.4%
	Base	681	100.0%
(Q11h) Direct public transport / weather alerts to your phone	Very likely	115	16.9%
	Somewhat likely	67	9.9%
	Not likely at all	452	66.3%
	Don't Know/prefer not to say	47	6.9%
	Base	681	100.0%
(Q11i) Increased security at stations / stops	Very likely	171	25.1%
	Somewhat likely	77	11.3%
	Not likely at all	376	55.3%
	Don't Know/prefer not to say	57	8.3%
	Base	681	100.0%
(Q11j) Improved physical comfort of waiting facilities	Very likely	164	24.1%
	Somewhat likely	81	11.9%
	Not likely at all	387	56.8%
	Don't Know/prefer not to say	49	7.2%
	Base	681	100.0%
(Q11k) Increased comfort on public transport	Very likely	136	19.9%
	Somewhat likely	95	14.0%
	Not likely at all	410	60.2%
	Don't Know/prefer not to say	40	5.9%
	Base	681	100.0%
(Q11l) Better offers on public transport tickets	Very likely	305	44.8%
	Somewhat likely	86	12.6%
	Not likely at all	259	38.1%
	Don't Know/prefer not to say	31	4.5%
	Base	681	100.0%
(Q11m) More ticketing options	Very likely	227	33.3%
	Somewhat likely	93	13.6%
	Not likely at all	332	48.8%
	Don't Know/prefer not to say	29	4.3%
	Base	681	100.0%

(Q11n) Cheaper public transport fares	Very likely	351	51.6%
	Somewhat likely	89	13.0%
	Not likely at all	213	31.3%
	Don't Know/prefer not to say	28	4.1%
	Base	681	100.0%
(Q11o) Season ticket loans	Very likely	131	19.2%
	Somewhat likely	50	7.3%
	Not likely at all	409	60.0%
	Don't Know/prefer not to say	92	13.5%
	Base	681	100.0%
(Q11p) Free parking at Park & Ride sites	Very likely	354	52.0%
	Somewhat likely	73	10.8%
	Not likely at all	217	31.8%
	Don't Know/prefer not to say	37	5.4%
	Base	681	100.0%
(Q11q) More Park & Ride options	Very likely	239	35.0%
	Somewhat likely	94	13.8%
	Not likely at all	305	44.8%
	Don't Know/prefer not to say	43	6.3%
	Base	681	100.0%
(Q11r) A cycle scheme	Very likely	124	18.2%
	Somewhat likely	60	8.8%
	Not likely at all	437	64.2%
	Don't Know/prefer not to say	59	8.7%
	Base	681	100.0%
(Q11s) Improved cycle paths / facilities	Very likely	257	37.8%
	Somewhat likely	79	11.6%
	Not likely at all	306	44.9%
	Don't Know/prefer not to say	39	5.8%
	Base	681	100.0%
(Q11t) Improved cycle parking at stations / stops	Very likely	205	30.1%
	Somewhat likely	63	9.3%
	Not likely at all	364	53.4%
	Don't Know/prefer not to say	49	7.2%
	Base	681	100.0%
(Q11u) More / improved public cycle parking	Very likely	231	34.0%
	Somewhat likely	68	10.0%
	Not likely at all	323	47.4%
	Don't Know/prefer not to say	59	8.6%
	Base	681	100.0%
(Q11v) Improved quality of footpaths	Very likely	191	28.0%
	Somewhat likely	70	10.3%
	Not likely at all	377	55.4%
	Don't Know/prefer not to say	43	6.3%
	Base	681	100.0%
(Q11w) More / improved pedestrian crossing facilities	Very likely	132	19.4%
	Somewhat likely	64	9.4%
	Not likely at all	430	63.1%
	Don't Know/prefer not to say	55	8.1%
	Base	681	100.0%
(Q11x) Improved public realm	Very likely	192	28.2%
	Somewhat likely	65	9.5%
	Not likely at all	342	50.2%
	Don't Know/prefer not to say	82	12.0%
	Base	681	100.0%
(Q11y) Provision of cycling / walking route maps	Very likely	146	21.4%
	Somewhat likely	62	9.2%
	Not likely at all	408	59.9%
	Don't Know/prefer not to say	65	9.5%
	Base	681	100.0%
(Q11z) Improved facilities at your workplace	Very likely	129	18.9%
	Somewhat likely	45	6.7%
	Not likely at all	432	63.4%
	Don't Know/prefer not to say	75	11.1%
	Base	681	100.0%

(Q11aa) Provison of travel planning advice	Very likely	50	7.3%
	Somewhat likely	37	5.4%
	Not likely at all	485	71.3%
	Don't Know/prefer not to say	109	16.0%
	Base	681	100.0%
(Q11bb) Introduction of a Workplace Parking Levy	Very likely	85	12.4%
	Somewhat likely	31	4.6%
	Not likely at all	488	71.7%
	Don't Know/prefer not to say	77	11.3%
	Base	681	100.0%
(Q11cc) Fewer on-street parking spaces	Very likely	104	15.3%
	Somewhat likely	55	8.1%
	Not likely at all	454	66.6%
	Don't Know/prefer not to say	68	10.0%
	Base	681	100.0%
(Q11dd) Pollution charge	Very likely	171	25.2%
	Somewhat likely	109	16.0%
	Not likely at all	356	52.2%
	Don't Know/prefer not to say	45	6.6%
	Base	681	100.0%
(Q11ee) A form of road charging	Very likely	180	26.5%
	Somewhat likely	93	13.7%
	Not likely at all	351	51.6%
	Don't Know/prefer not to say	56	8.2%
	Base	681	100.0%
(Q11ff) Flexible working hours	Very likely	131	19.2%
	Somewhat likely	49	7.2%
	Not likely at all	399	58.6%
	Don't Know/prefer not to say	103	15.1%
	Base	681	100.0%

Cambridgeshire Travel Survey - CATI Toplines [Unweighted]

(Q1) How often do you travel in and around Cambridge?

	Frequency	Percent	Valid Percent	Cumulative Percent
5 or more times a week	542	53.1	53.1	53.1
2-4 times a week	212	20.8	20.8	73.8
Once a week	114	11.2	11.2	85.0
(Q1) How often do you travel in around Cambridge?	81	7.9	7.9	92.9
Less than once a week, but at least once a month	45	4.4	4.4	97.4
Less than once a month	25	2.4	2.4	99.8
Never	2	.2	.2	100.0
Don't Know/ prefer not to say				
Total	1021	100.0	100.0	

(Q2) For which of the following reasons do you make these journeys? (MR)

	Count	Column N %
Commuting to/from work	438	44.0%
Commuting to/from education	55	5.5%
School drop off/pick up	61	6.1%
(Q2) For which of the following reasons do you make these journeys? (MR)	17	1.7%
Employer's business	477	47.9%
Personal business	703	70.6%
Leisure activities	16	1.6%
Other	4	.4%
Don't Know/ prefer not to say		
Base	996	100.0%

(Q3) At which times of day do you travel around Cambridge? (MR)

	Count	Column N %
Weekdays from 4am and before 7am	67	6.7%
Weekdays from 7am and before 10 am	549	55.1%
Weekdays from 10am and before 4pm	564	56.6%
(Q3) At which times of day do you travel around Cambridge? (MR)	527	52.9%
Weekdays from 4pm and before 7pm	243	24.4%
Weekdays from 7pm and before 4am	663	66.6%
Saturdays	611	61.3%
Sundays	7	.7%
Don't Know/ prefer not to say		
Base	996	100.0%

(Q4a) Which modes of transport do you use to make these journeys? (MR)

	Count	Column N %
Car/Van (as a driver, travelling alone)	513	51.5%
Car/Van (as a driver, with passenger/s)	379	38.1%
Car/Van (as a passenger)	57	5.7%
Taxi	63	6.3%
Train	46	4.6%
(Q4a) Which modes of transport do you use to make these journeys? (MR)	123	12.3%
Park & Ride bus services	289	29.0%
Other bus, minibus or coach services	19	1.9%
Motorcycle/Moped/Scooter	317	31.8%
Bicycle	194	19.5%
Walking/Running	1	.1%
Other	1	.1%
Don't Know/ prefer not to say		
Base	996	100.0%

(Q4b) Which ONE of these modes do you use most often to travel around Cambridge?

	Frequency	Percent	Valid Percent	Cumulative Percent
Car/Van (as a driver, travelling alone)	372	36.4	37.3	37.3
Car/Van (as a driver, with passenger/s)	164	16.1	16.5	53.8
Car/Van (as a passenger)	26	2.5	2.6	56.4
Taxi	7	.7	.7	57.1
Train	9	.9	.9	58.0
Park & Ride bus services	44	4.3	4.4	62.4
Other bus, minibus or coach services	125	12.2	12.6	75.0
Motorcycle/Moped/Scooter	10	1.0	1.0	76.0
Bicycle	170	16.7	17.1	93.1
Walking/Running	57	5.6	5.7	98.8
Other	1	.1	.1	98.9
Don't Know/ prefer not to say	11	1.1	1.1	100.0
Base	996	97.6	100.0	
System Missing Values	25	2.4		
Total	1021	100.0		

(Q4c) How do you usually travel to work?

	Frequency	Percent	Valid Percent	Cumulative Percent
Work mainly at or from home	11	1.1	2.5	2.5
Car/Van (as a driver, travelling alone)	221	21.6	50.5	53.0
Car/Van (as a driver, with passenger/s)	23	2.3	5.3	58.2
Car/Van (as a passenger)	6	.6	1.4	59.6
Taxi	4	.4	.9	60.5
Train	5	.5	1.1	61.6
Park & Ride bus services	4	.4	.9	62.6
Other bus, minibus or coach services	33	3.2	7.5	70.1
Motorcycle/Moped/Scooter	4	.4	.9	71.0
Bicycle	102	10.0	23.3	94.3
Walking/Running	21	2.1	4.8	99.1
Don't Know/ prefer not to say	4	.4	.9	100.0
Base	438	42.9	100.0	
System Missing Values	583	57.1		
Total	1021	100.0		

(Q5) Why do you travel around Cambridge most often by..... (MR)

	Count	Column N %
Speed of journey	378	38.0%
Reliability of journey	405	40.7%
Frequency of service	119	11.9%
Distance to destination	218	21.9%
Distance to station/ stop	67	6.7%
Availability of cycle facilities	30	3.0%
Availability of car parking	58	5.8%
Price of transport	151	15.2%
Price of parking	69	6.9%
Availability of 'Real Time Information'	3	.3%
Availability of other forms of information	0	0.0%
Personal safety	50	5.0%
Physical comfort	160	16.1%
Ability to do other things while travelling (e.g. work/ read/ etc.)	11	1.1%
More environmentally friendly/ sustainable	86	8.6%
Health reasons	159	16.0%
Complexity of journey (e.g. number of connections)	135	13.6%
Work vehicle/ drive for job	49	4.9%
Other	269	27.0%
Don't Know/ prefer not to say	6	.6%
Base	996	100.0%

(Q6a) Do you check travel conditions before starting your journeys?

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	83	8.1	8.3	8.3
Most of the time	105	10.3	10.5	18.9
Sometimes	165	16.2	16.6	35.4
Rarely	139	13.6	14.0	49.4
Never	504	49.4	50.6	100.0
Base	996	97.6	100.0	
System Missing Values	25	2.4		
Total	1021	100.0		

(Q6b) Does information about congestion or delays influence your choice of transport mode?

	Frequency	Percent	Valid Percent	Cumulative Percent
Always	56	5.5	5.6	5.6
Most of the time	65	6.4	6.5	12.1
Sometimes	148	14.5	14.9	27.0
Rarely	124	12.1	12.4	39.5
Never	603	59.1	60.5	100.0
Base	996	97.6	100.0	
System Missing Values	25	2.4		
Total	1021	100.0		

(Q6c) Do you check the weather forecast before starting your journeys?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6c) Do you check the weather forecast before starting your journeys?	Always	165	16.2	16.6	16.6
	Most of the time	139	13.6	14.0	30.5
	Sometimes	164	16.1	16.5	47.0
	Rarely	98	9.6	9.8	56.8
	Never	430	42.1	43.2	100.0
	Base	996	97.6	100.0	
	System Missing Values	25	2.4		
	Total	1021	100.0		

(Q6d) Do you weather conditions influence your choice of transport?

		Frequency	Percent	Valid Percent	Cumulative Percent
(Q6d) Do you weather conditions influence your choice of transport?	Always	85	8.3	8.5	8.5
	Most of the time	78	7.6	7.8	16.4
	Sometimes	161	15.8	16.2	32.5
	Rarely	137	13.4	13.8	46.3
	Never	535	52.4	53.7	100.0
	Base	996	97.6	100.0	
	System Missing Values	25	2.4		
	Total	1021	100.0		

(Q7) Could you make these journeys using any of the following modes instead? (MR)

		Count	Column N %
(Q7) Could you make these journeys using any of the following modes instead? (MR)	Taxi	72	10.6%
	Train	43	6.3%
	Park & Ride bus services	82	12.0%
	Other bus, minibus or coach services	224	32.8%
	Motorcycle/Moped/Scooter	8	1.2%
	Bicycle	152	22.3%
	Walking/Running	40	5.9%
	Other	1	.1%
	None of the above	272	39.9%
	Don't Know/ prefer not to say	4	.6%
Base	682	100.0%	

(Q8) Why dont you travel by these alternative modes? (MR)

	Count	Column N %
(Q8) Why dont you travel by these alternative modes? (MR)		
Speed of journey	198	29.0%
Reliability of journey	178	26.1%
Frequency of journey	85	12.5%
Distance to destination	126	18.5%
Distance to station/ stop	54	7.9%
Availability of cycle facilities	6	.9%
Availability of car parking	10	1.5%
Price of transport	133	19.5%
Price of parking	22	3.2%
Availability of 'Real Time Information'	4	.6%
Availability of other forms of information	2	.3%
Personal safety	28	4.1%
Physical comfort	92	13.5%
Ability to do other things while travelling (e.g. work/ read/ etc.)	12	1.8%
More environmentally friendly/ sustainable	6	.9%
Health reasons	50	7.3%
Complexity of journey (e.g. number of connections)	106	15.5%
Work vehicle/ drive for job	39	5.7%
Other	197	28.9%
Don't Know/ prefer not to say	35	5.1%
Base	682	100.0%

(Q9) If driving became more difficult for you, which of the following modes would you use? (MR)

	Count	Column N %
(Q9) If driving became more difficult for you, which of the following modes would you use? (MR)		
Taxi	96	14.1%
Train	62	9.1%
Park & Ride bus services	53	7.8%
Other bus, minibus or coach services	233	34.2%
Motorcycle/Moped/Scooter	12	1.8%
Bicycle	121	17.7%
Walking/Running	43	6.3%
Other	56	8.2%
I wouldn't travel	88	12.9%
I have to drive as part of my job	25	3.7%
I would still drive, no matter what	27	4.0%
Don't Know/ prefer not to say	40	5.9%
Base	682	100.0%

(Q10) Would you like to make more journeys in and around Cambridge without your own car/van?

	Frequency	Percent	Valid Percent	Cumulative Percent
(Q10) Would you like to make more journeys in and around Cambridge without your own car/van?				
Yes	367	35.9	53.8	53.8
No	293	28.7	43.0	96.8
Don't Know/ prefer not to say	22	2.2	3.2	100.0
Base	682	66.8	100.0	
System Missing Values	339	33.2		
Total	1021	100.0		

(Q11) To what extent would each of the following initiatives encourage you to use other modes of transport?

		Count	Column N %
(Q11a) Faster services on public transport	Very likely	310	45.5%
	Somewhat likely	105	15.4%
	Not likely at all	233	34.2%
	Don't Know/prefer not to say	34	5.0%
	Base	682	100.0%
(Q11b) More reliable services on public transport	Very likely	344	50.4%
	Somewhat likely	103	15.1%
	Not likely at all	206	30.2%
	Don't Know/prefer not to say	29	4.3%
	Base	682	100.0%
(Q11c) More frequent services on public transport	Very likely	348	51.0%
	Somewhat likely	110	16.1%
	Not likely at all	198	29.0%
	Don't Know/prefer not to say	26	3.8%
	Base	682	100.0%
(Q11d) Longer operating hours on public transport	Very likely	269	39.4%
	Somewhat likely	100	14.7%
	Not likely at all	284	41.6%
	Don't Know/prefer not to say	29	4.3%
	Base	682	100.0%
(Q11e) New public transport routes introduced	Very likely	347	50.9%
	Somewhat likely	121	17.7%
	Not likely at all	191	28.0%
	Don't Know/prefer not to say	23	3.4%
	Base	682	100.0%
(Q11f) On demand driverless vehicles	Very likely	120	17.6%
	Somewhat likely	101	14.8%
	Not likely at all	390	57.2%
	Don't Know/prefer not to say	71	10.4%
	Base	682	100.0%
(Q11g) Improved accuracy of Real Time Information	Very likely	199	29.2%
	Somewhat likely	93	13.6%
	Not likely at all	324	47.5%
	Don't Know/prefer not to say	66	9.7%
	Base	682	100.0%
(Q11h) Direct public transport / weather alerts to your phone	Very likely	110	16.1%
	Somewhat likely	67	9.8%
	Not likely at all	452	66.3%
	Don't Know/prefer not to say	53	7.8%
	Base	682	100.0%
(Q11i) Increased security at stations / stops	Very likely	169	24.8%
	Somewhat likely	80	11.7%
	Not likely at all	374	54.8%
	Don't Know/prefer not to say	59	8.7%
	Base	682	100.0%
(Q11j) Improved physical comfort of waiting facilities	Very likely	170	24.9%
	Somewhat likely	88	12.9%
	Not likely at all	376	55.1%
	Don't Know/prefer not to say	48	7.0%
	Base	682	100.0%
(Q11k) Increased comfort on public transport	Very likely	123	18.0%
	Somewhat likely	99	14.5%
	Not likely at all	418	61.3%
	Don't Know/prefer not to say	42	6.2%
	Base	682	100.0%
(Q11l) Better offers on public transport tickets	Very likely	297	43.5%
	Somewhat likely	86	12.6%
	Not likely at all	267	39.1%
	Don't Know/prefer not to say	32	4.7%
	Base	682	100.0%
(Q11m) More ticketing options	Very likely	219	32.1%
	Somewhat likely	88	12.9%
	Not likely at all	343	50.3%
	Don't Know/prefer not to say	32	4.7%
	Base	682	100.0%

(Q11n) Cheaper public transport fares	Very likely	350	51.3%
	Somewhat likely	83	12.2%
	Not likely at all	218	32.0%
	Don't Know/prefer not to say	31	4.5%
	Base	682	100.0%
(Q11o) Season ticket loans	Very likely	126	18.5%
	Somewhat likely	50	7.3%
	Not likely at all	410	60.1%
	Don't Know/prefer not to say	96	14.1%
	Base	682	100.0%
(Q11p) Free parking at Park & Ride sites	Very likely	365	53.5%
	Somewhat likely	72	10.6%
	Not likely at all	209	30.6%
	Don't Know/prefer not to say	36	5.3%
	Base	682	100.0%
(Q11q) More Park & Ride options	Very likely	245	35.9%
	Somewhat likely	97	14.2%
	Not likely at all	297	43.5%
	Don't Know/prefer not to say	43	6.3%
	Base	682	100.0%
(Q11r) A cycle scheme	Very likely	115	16.9%
	Somewhat likely	60	8.8%
	Not likely at all	445	65.2%
	Don't Know/prefer not to say	62	9.1%
	Base	682	100.0%
(Q11s) Improved cycle paths / facilities	Very likely	239	35.0%
	Somewhat likely	81	11.9%
	Not likely at all	317	46.5%
	Don't Know/prefer not to say	45	6.6%
	Base	682	100.0%
(Q11t) Improved cycle parking at stations / stops	Very likely	193	28.3%
	Somewhat likely	63	9.2%
	Not likely at all	372	54.5%
	Don't Know/prefer not to say	54	7.9%
	Base	682	100.0%
(Q11u) More / improved public cycle parking	Very likely	213	31.2%
	Somewhat likely	69	10.1%
	Not likely at all	337	49.4%
	Don't Know/prefer not to say	63	9.2%
	Base	682	100.0%
(Q11v) Improved quality of footpaths	Very likely	196	28.7%
	Somewhat likely	73	10.7%
	Not likely at all	367	53.8%
	Don't Know/prefer not to say	46	6.7%
	Base	682	100.0%
(Q11w) More / improved pedestrian crossing facilities	Very likely	135	19.8%
	Somewhat likely	63	9.2%
	Not likely at all	424	62.2%
	Don't Know/prefer not to say	60	8.8%
	Base	682	100.0%
(Q11x) Improved public realm	Very likely	193	28.3%
	Somewhat likely	66	9.7%
	Not likely at all	341	50.0%
	Don't Know/prefer not to say	82	12.0%
	Base	682	100.0%
(Q11y) Provision of cycling / walking route maps	Very likely	146	21.4%
	Somewhat likely	65	9.5%
	Not likely at all	402	58.9%
	Don't Know/prefer not to say	69	10.1%
	Base	682	100.0%
(Q11z) Improved facilities at your workplace	Very likely	115	16.9%
	Somewhat likely	43	6.3%
	Not likely at all	440	64.5%
	Don't Know/prefer not to say	84	12.3%
	Base	682	100.0%

(Q11aa) Provison of travel planning advice	Very likely	47	6.9%
	Somewhat likely	39	5.7%
	Not likely at all	480	70.4%
	Don't Know/prefer not to say	116	17.0%
	Base	682	100.0%
(Q11bb) Introduction of a Workplace Parking Levy	Very likely	69	10.1%
	Somewhat likely	30	4.4%
	Not likely at all	500	73.3%
	Don't Know/prefer not to say	83	12.2%
	Base	682	100.0%
(Q11cc) Fewer on-street parking spaces	Very likely	101	14.8%
	Somewhat likely	56	8.2%
	Not likely at all	458	67.2%
	Don't Know/prefer not to say	67	9.8%
	Base	682	100.0%
(Q11dd) Pollution charge	Very likely	168	24.6%
	Somewhat likely	111	16.3%
	Not likely at all	356	52.2%
	Don't Know/prefer not to say	47	6.9%
	Base	682	100.0%
(Q11ee) A form of road charging	Very likely	174	25.5%
	Somewhat likely	89	13.0%
	Not likely at all	361	52.9%
	Don't Know/prefer not to say	58	8.5%
	Base	682	100.0%
(Q11ff) Flexible working hours	Very likely	117	17.2%
	Somewhat likely	46	6.7%
	Not likely at all	411	60.3%
	Don't Know/prefer not to say	108	15.8%
	Base	682	100.0%

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

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Bordeaux, Lille, Lyon, Marseille, Paris

Northern Europe:

Astana, Copenhagen, Kiev, London, Moscow, Riga, Wroclaw

Southern Europe & Mediterranean: Algiers, Baku, Bucharest,

Madrid, Rabat, Rome, Sofia, Tunis

Middle East:

Cairo, Dubai, Riyadh

Asia Pacific:

Bangkok, Beijing, Brisbane, Delhi, Hanoi, Hong Kong, Manila,
Seoul, Shanghai, Singapore, Shenzhen, Taipei

Africa:

Abidjan, Douala, Johannesburg, Kinshasa, Libreville, Nairobi

Latin America:

Lima, Mexico, Rio de Janeiro, Santiago, São Paulo

North America:

Little Falls, Los Angeles, Montreal, New-York, Philadelphia,
Washington

The SYSTRA logo is displayed in a bold, red, sans-serif font. The letters are thick and closely spaced, with a modern, geometric feel. The 'S' and 'Y' are particularly prominent due to their size and shape.