

# Travel Behaviour Research Baseline Survey 2009

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Broxbourne

**Report for Hertfordshire County Council and Broxbourne  
Borough Council**

**June 2010**

*Socialdata* 

  
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## EXECUTIVE SUMMARY

On behalf of Hertfordshire County Council and Broxbourne Borough Council, a travel behaviour survey was conducted in Broxbourne Borough during autumn 2009 by *Socialdata* with support from Sustrans.

This survey was carried out in support of a large-scale TravelSmart Individualised Travel Marketing (ITM) project in Broxbourne Borough, funded by Defra's Greener Living Fund, Hertfordshire County Council and Broxbourne Borough Council.

The key objective of this baseline survey was to provide a comprehensive database on personal travel behaviour among residents of Broxbourne Borough. The outcomes of Broxbourne Borough's TravelSmart Individualised Travel Marketing programme could then be measured by a repeat survey after the intervention.

The survey target area comprised the Hoddesdon Town, Broxbourne, Wormley & Turnford, Cheshunt North, Cheshunt Central, Rosedale, Bury Green, Theobalds and Waltham Cross wards of Broxbourne Borough. The control group was drawn from Hoddesdon North and Rye Park wards.

The data collected during the travel behaviour survey give a representative picture of day-to-day travel patterns of residents of the urban areas of Broxbourne Borough<sup>a</sup>. These data show that, at the time of the survey (autumn 2009), each person made, on average, around 2.7 trips per day, performing 1.5 out-of-home activities. In doing so they spent just over an hour travelling (per person per day), covering an average distance of 25 kilometres. Leisure and work were the biggest trip generators.

On an average day, just over one fifth of trips made by Broxbourne Borough residents were on foot (i.e. a genuine walking trip), while two percent were by bicycle (the same as the average for England). Motorised private modes (car-as-driver or passenger; motorbike) accounted for over two thirds of all trips, a majority being made by car-as-driver (46% of all trips). Travel by car-as-passenger accounted for about one fifth of all trips (21%). Public transport was used for nine percent of all trips.

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<sup>a</sup> Excludes commercial and freight traffic, and trips of more than 100km (a very small share of all trips) to avoid skewing any distance-related indicators.

A more detailed analysis of the use of different travel modes shows that:

- The share of walking was higher during the week than at weekends, however cycling levels increased at the weekend;
- Levels of walking were highest for education trips (51% of such trips) and lowest for work-related business (four percent). Cycling accounted for four percent of leisure trips and two percent of shopping trips, but was below the average level of two percent for all other trip types;
- The mode share for car-as-driver trips was highest for work-related business and work, accounting for 84% and 65% of all trips in these categories respectively;
- Public transport use was highest for work and was also above the all-trips average of nine percent for education (10%);
- Employed people made the majority of their trips by car-as-driver and made least use of sustainable travel modes (walking, cycling and public transport); and
- In general, those in education, unemployed people and pre-school children made the greatest use of sustainable travel modes.

The research also reveals the importance of short, local trips.

- One fifth of all trips by Broxbourne Borough residents were no further than one km and 44% were no further than three km. Fifty-nine percent were shorter than five km and another 14% were between five and ten km. Over a quarter of all trips were over ten km.
- A large share of car trips were relatively short: more than a quarter were no further than three km; and just under half were no further than five km.
- For the majority of all trips (58%), residents remained within their own local area, and of these trips more than half were undertaken by car either as driver (38%) or passenger (22%). Thirty-five percent of the trips within Broxbourne Borough were undertaken by foot.

The analysis also shows how much, why and where cars were used by residents for daily travel. For example:

- Nearly three quarters of cars were used at least once a day; and
- The average privately-owned car was used for 34 minutes each day, to make two trips;
- The average distance covered for day-to-day car trips (excluding commercial and long-distance trips) was 22 km per day. Average car occupancy was 1.5 people per trip (including the driver).

These figures suggest a significant potential for change away from car use and towards greater use of sustainable modes if Broxbourne Borough residents are provided with the appropriate information, support and encouragement.

# 1 INTRODUCTION

## 1.1 This report

This report has been prepared for Hertfordshire County Council and Broxbourne Borough Council by *Socialdata* and Sustrans. It reviews the findings of the baseline travel behaviour survey conducted during autumn 2009 in Broxbourne Borough.

This survey was carried out in support of a large-scale TravelSmart Individualised Travel Marketing (ITM) project in Broxbourne Borough, funded by Defra's Greener Living Fund, Hertfordshire County Council and Broxbourne Borough Council.

Section 2 of this report provides a commentary, illustrated with graphics, on the key findings of the travel behaviour survey.

## 1.2 Aims and objectives of the research

The aims of this research were to support local decision-makers in developing their transport programmes and to contribute to the evaluation of the TravelSmart project to be delivered in Broxbourne Borough in 2010.

The key objectives were:

- To provide a baseline for the monitoring of a TravelSmart Individualised Travel Marketing project due to take place in Broxbourne Borough in spring 2010; and
- To collect information on personal travel behaviour for use in local transport planning.

A repeat travel behaviour survey will be conducted across the same areas in autumn 2010.

## 1.3 Research methods

A travel behaviour survey (net sample 846 people) was completed across the Hoddesdon Town, Broxbourne, Wormley & Turnford, Cheshunt North, Cheshunt Central, Rosedale, Bury Green, Theobalds and Waltham Cross areas of Broxbourne Borough (see Annex A for a map of the survey area).

A parallel travel behaviour survey was conducted in Hoddesdon North and Rye Park wards (net sample 405) to provide a control for evaluation of TravelSmart. This report presents data on a number of key travel behaviour indicators aggregated for target and control group, thus providing a total for Broxbourne Borough<sup>1</sup>.

A detailed description of the methodology used is given in the survey field report (Annex B).

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<sup>1</sup> Excluding only Goffs Oak and Flamstead End

## 2 TRAVEL BEHAVIOUR

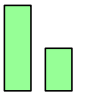
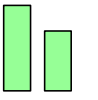


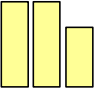
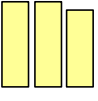


### 2.1 Introduction

The data illustrated in the following charts provides a representative picture of the day-to-day travel patterns of residents in Broxbourne Borough<sup>2</sup> in autumn 2009 (excluding commercial and freight traffic, and trips over 100 km)<sup>3</sup>.

### 2.2 Basic travel characteristics

Figure 2.1 shows the basic travel characteristics of people living in Broxbourne Borough across all days, and separately for weekdays (Mon-Fri). On an average day of the week Broxbourne Borough residents made around 2.7 trips, performing 1.5 out-of-home activities<sup>4</sup>. An average person spent just over an hour per day travelling, covering 25 km. All indicators show slightly higher values for weekdays than for the whole week.

**Figure 2.1 Basic travel characteristics**

All days	Per person/day	Mon - Fri
 1.5	ACTIVITIES	 1.7
 63'	TRAVEL TIME (min)	 69'
 2.7	TRIPS	 2.9
 25	DISTANCE (km)	 27

<sup>2</sup> See map in Annex A of survey area covered by this research.

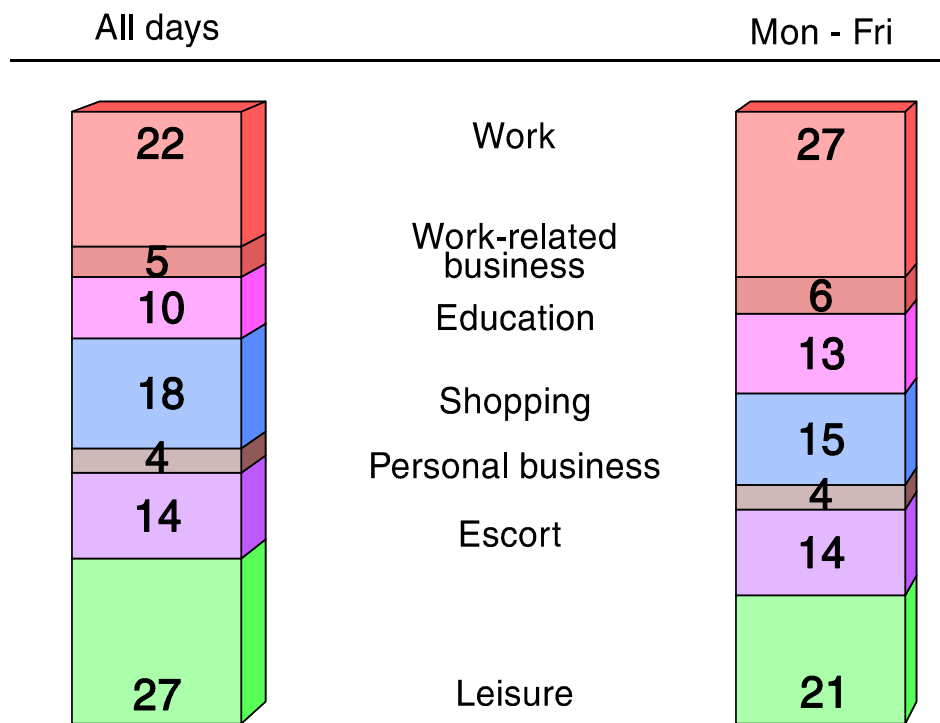
<sup>3</sup> The analysis of day-to-day mobility excludes trips of more than 100km (a very small share of all trips) to avoid skewing any distance-related indicators.

<sup>4</sup> A glossary of terms is shown in Annex C.

Figure 2.2 shows the share of activities that generated trips made by residents of the survey areas. Trip types can be grouped into three main categories: those that are predetermined, such as going to work or school; those that are more discretionary, such as shopping and personal business (e.g. post office, doctor); and thirdly, leisure activities.

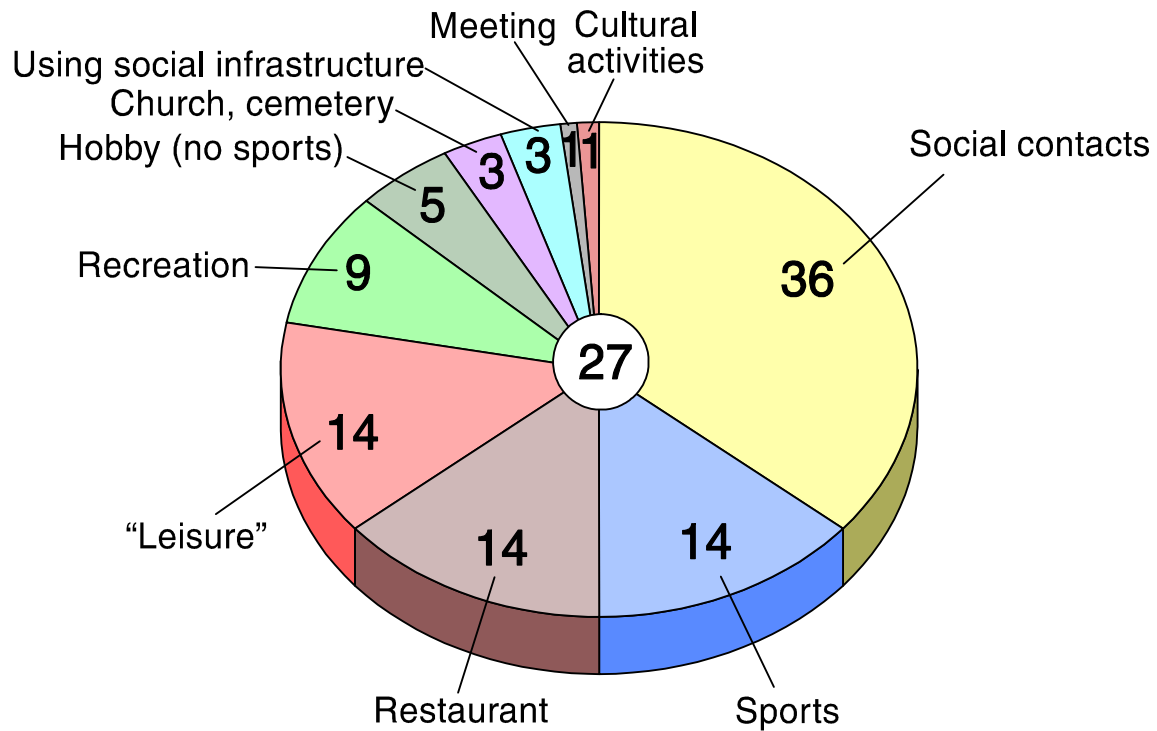
Leisure accounted for approximately a fifth to a quarter of all trips made by residents (27% on all days and 21% on weekdays), travel to work around one fifth (all days) to one quarter (weekdays), shopping for just under one sixth (weekdays) to about one fifth (all days). Travel to school, college and university accounted for 13% of all trips on weekdays. Escort trips (where the traveller has no purpose other than to accompany another person, e.g. taking a child to school) accounted for 14% of all trips. A very small proportion of trips were made for work-related or personal business.

**Figure 2.2 Activities**



A further breakdown of leisure activities in Broxbourne Borough is given in Figure 2.3. The largest share of this trip type was for social contacts (36%), followed by sports, restaurant and leisure all at 14%.

**Figure 2.3 Leisure activities<sup>5</sup>**



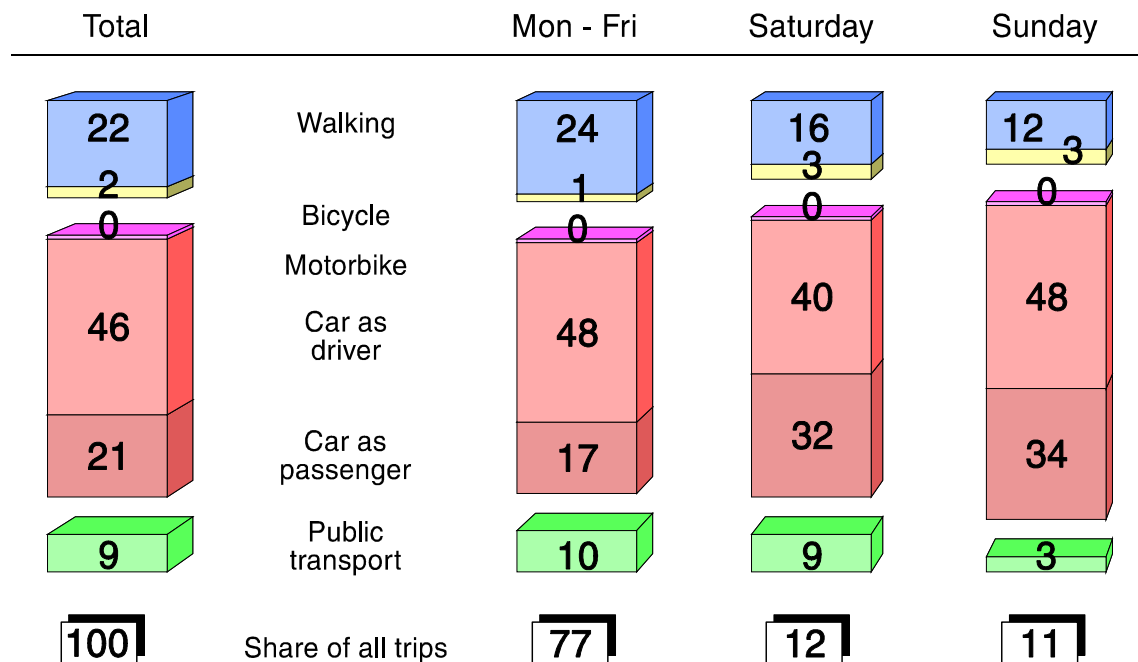
<sup>5</sup> 'Social contacts' refers to visiting friends and family, 'Restaurant' includes visits to a pub, "Leisure" is any leisure activities not included in other categories, 'Using social infrastructure' refers to visits to youth clubs, after-school clubs, etc.

### 2.3 Mode choice

Figure 2.4 shows the proportion of trips made by residents of Broxbourne Borough by different modes. Over a fifth of all day-to-day trips (including those at the weekend) were made on foot (i.e. a genuine walking trip) and two percent were made by bicycle. Motorised private travel modes (e.g. car, motorbike) accounted for just over two thirds of all trips, the majority of these by car-as-driver (46%). Public transport was used for around one in 11 trips.

Figure 2.4 also breaks down mode choice in Broxbourne Borough by day of the week (Monday to Friday, Saturday and Sunday). The share of walking was higher during the week than at weekends, however cycling trips increased at the weekend. The share of car-as-driver trips was similar on weekdays and Sundays, but lower on Saturdays. The car-as-passenger share was higher at the weekend than during the week and the share of public transport was slightly higher during the week and much lower on Sundays. Saturdays and Sundays also saw far fewer trips overall.

**Figure 2.4 Mode choice by day of the week**



The share of trips by different travel modes by trip purpose is shown in Figure 2.5. The mode share for car-as-driver trips was highest for work-related business and work, accounting for 84% and 65% of all trips respectively, and lowest for education (at four percent). Travel by car-as-passenger was highest for education (accounting for a third of all such trips).

Levels of walking were highest for education trips (51%) and lowest for work-related business (four percent). Cycling was highest for leisure trips (four percent) and shopping (two percent), averaging two percent of trips across all trip types (in line with the England average). Public transport use was highest for work (19%) and was also above the overall all-trips average of nine percent for education.

**Figure 2.5 Mode choice by trip purpose**

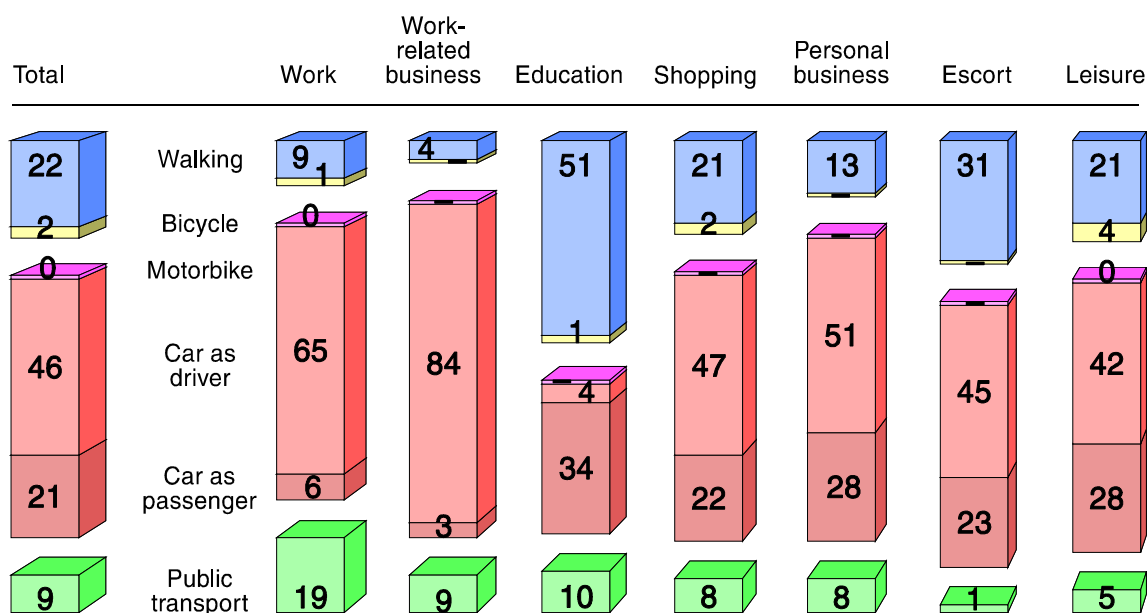
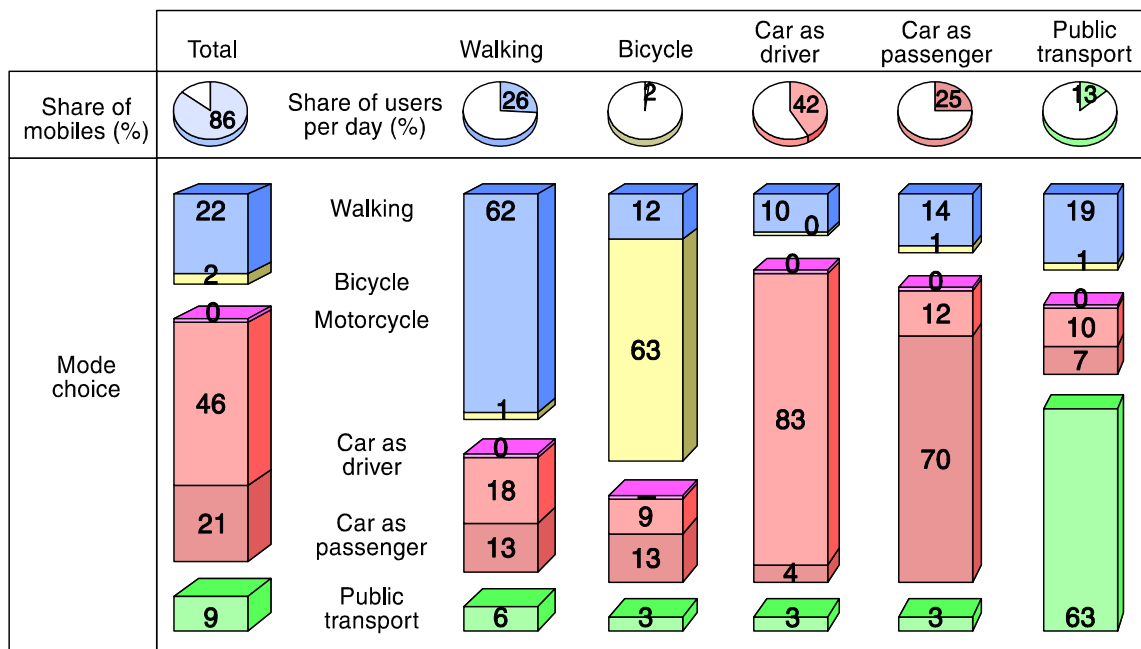


Figure 2.6, below, shows the share of trips by different travel modes broken down by participation. 'Participation' in this context means use of each 'main mode'<sup>7</sup> on the nominated travel diary day. If a person uses a main mode for at least one trip, the person belongs to the participation group for that mode. Each person can belong to more than one participation group if they use more than one main mode on the nominated day.

Figure 2.6 shows that 86% of Broxbourne Borough residents were mobile (i.e. made at least one trip) on a typical day. Over a quarter (26%) made walking trips and 62% of trips by this group of people were made exclusively on foot. Forty-two percent of Broxbourne Borough residents made a trip by car-as-driver and among those who travelled this way, 83% of all trips were by car-as-driver. Participants in cycling were the smallest group (two percent of all people), but 63% of all cycling participants' trips were made by bike.

**Figure 2.6 Mode choice by participation**



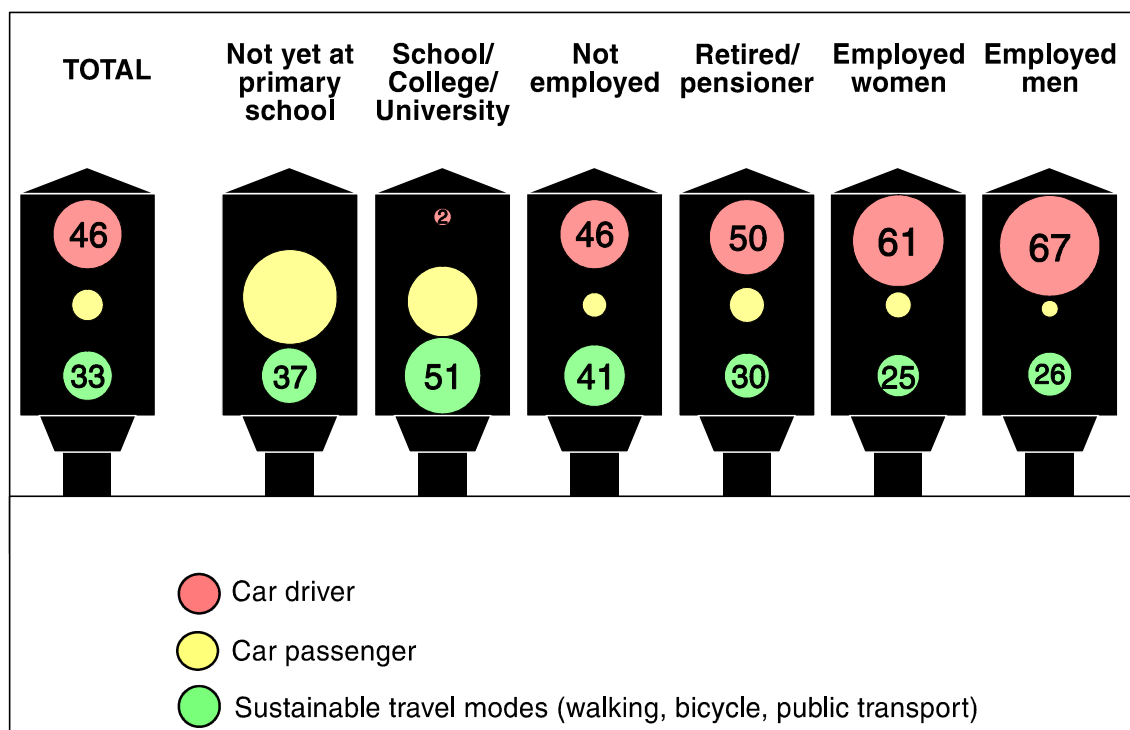
<sup>7</sup> See definition of 'mode' in the Glossary in Annex C.

Variations in mode choice by life stage and employment status in Broxbourne Borough are shown in Figure 2.7. For simplicity, walking, cycling and public transport are combined as ‘sustainable travel modes’ and the data are summarised using traffic lights. Car-as-driver trips are shown in red, car-as-passenger trips in yellow, and trips by sustainable travel modes in green.

These traffic lights highlight some important general trends, for example:

- Employed people made the majority of their trips by car-as-driver and made least use of sustainable travel modes;
- In general, residents in education, not employed and pre-school children made the greatest use of sustainable travel modes;

**Figure 2.7 Mode choice by life stage / employment status**

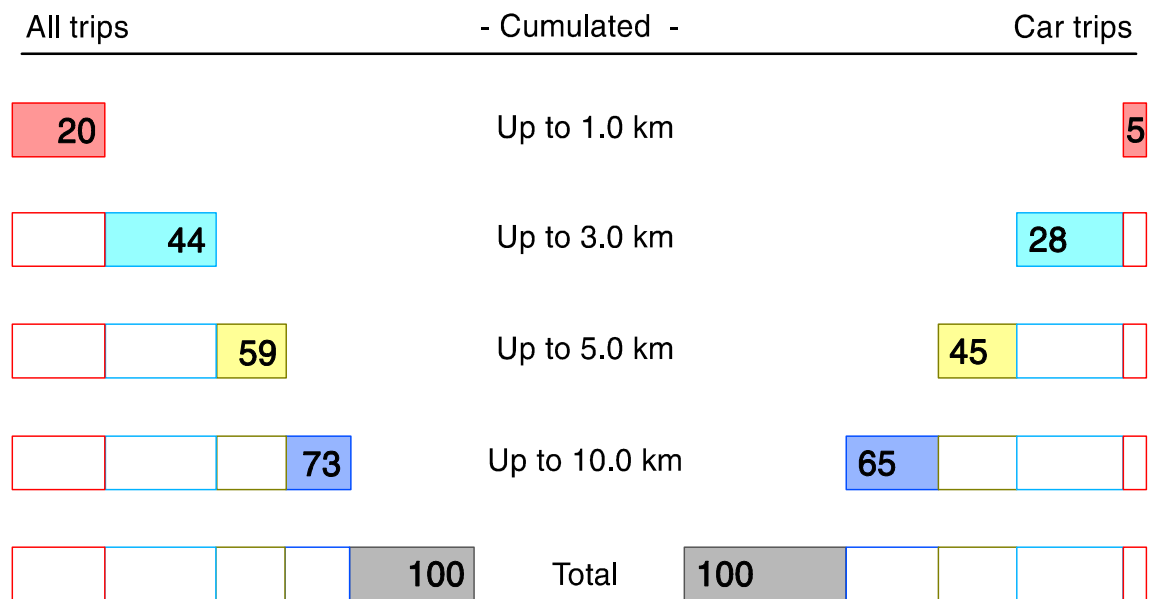


## 2.4 Distance and duration

Figure 2.8 compares trips by distance for all trips and car trips. One fifth of all trips made by Broxbourne Borough residents were no further than one km and 48% no further than three km. Over half (59%) were in the range of five km and another 14% were between 5.1 and 10 km. Just over a quarter of all trips were longer than 10 km.

Many of the car trips made by Broxbourne Borough residents were quite short: five percent were no further than one km; more than a quarter no further than three km; and just under half of all car trips were no further than five km.

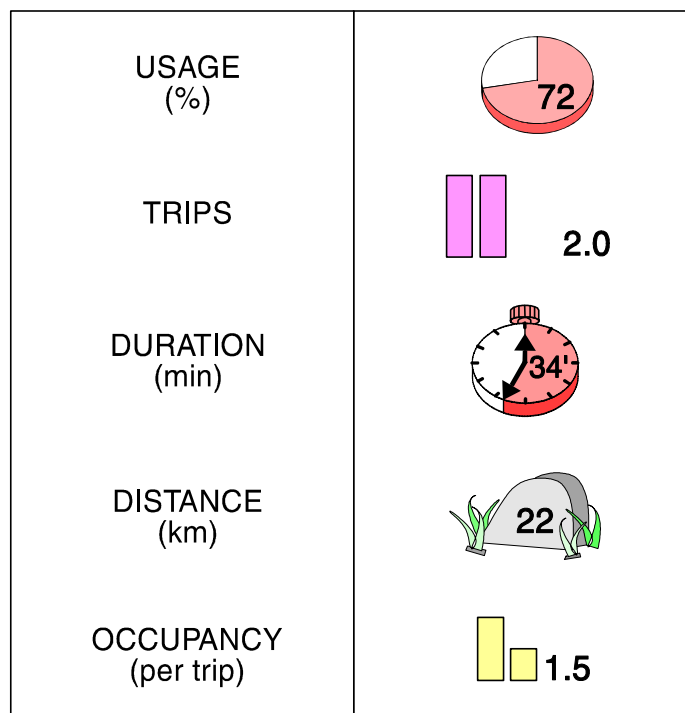
**Figure 2.8 Trips by distance**



## 2.5 Car usage

The extent to which privately-owned cars in Broxbourne Borough were used on a daily basis is shown in Figure 2.9. Nearly three quarters of cars were used at least once a day. The average privately-owned car was used for 34 minutes each day, to make an average of two trips. The average distance covered by each car for day-to-day car trips (i.e. excluding commercial and long-distance trips of over 100 km) was 22 km per day. Average occupancy per car per trip was 1.5 people (including the driver).

**Figure 2.9 Car usage**



## 2.6 Spatial orientation

The spatial orientation of trips by Broxbourne Borough residents is shown in Figure 2.10. The majority (58%) of all trips were undertaken locally (i.e. the trips began and ended in Broxbourne Borough). Most of the remainder (37%) were made to/from Broxbourne Borough, with five percent being made between locations exclusively outside of Broxbourne Borough.

**Figure 2.10 Spatial orientation**

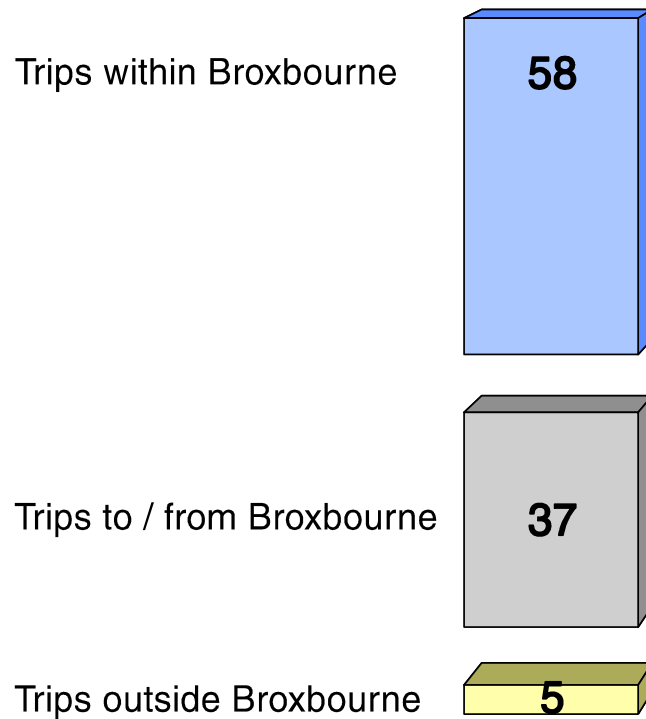
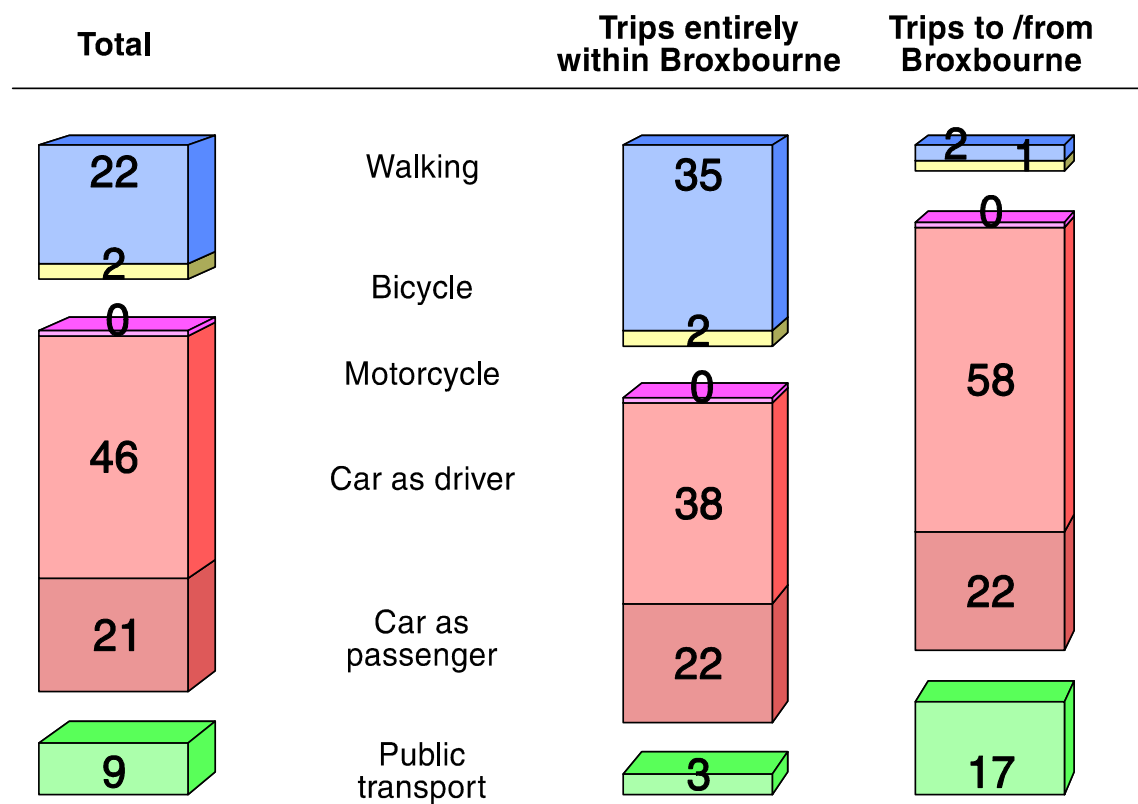


Figure 2.11 compares mode choice for all trips with mode choice for trips entirely within Broxbourne Borough and those to/from Broxbourne Borough. For trips entirely within Broxbourne Borough, the majority (60%) were undertaken by car either as driver (38%) or passenger (22%). More than a third of these local trips were undertaken on foot (35%).

For trips to/from Broxbourne Borough the overwhelming majority (80%) were undertaken by car, and within this the greatest share as car-as-driver (58%). Walking and cycling accounted for only three percent of trips to/from Broxbourne Borough, however the share of public transport trips (17%) was much higher than that for trips entirely within Broxbourne Borough (three percent).

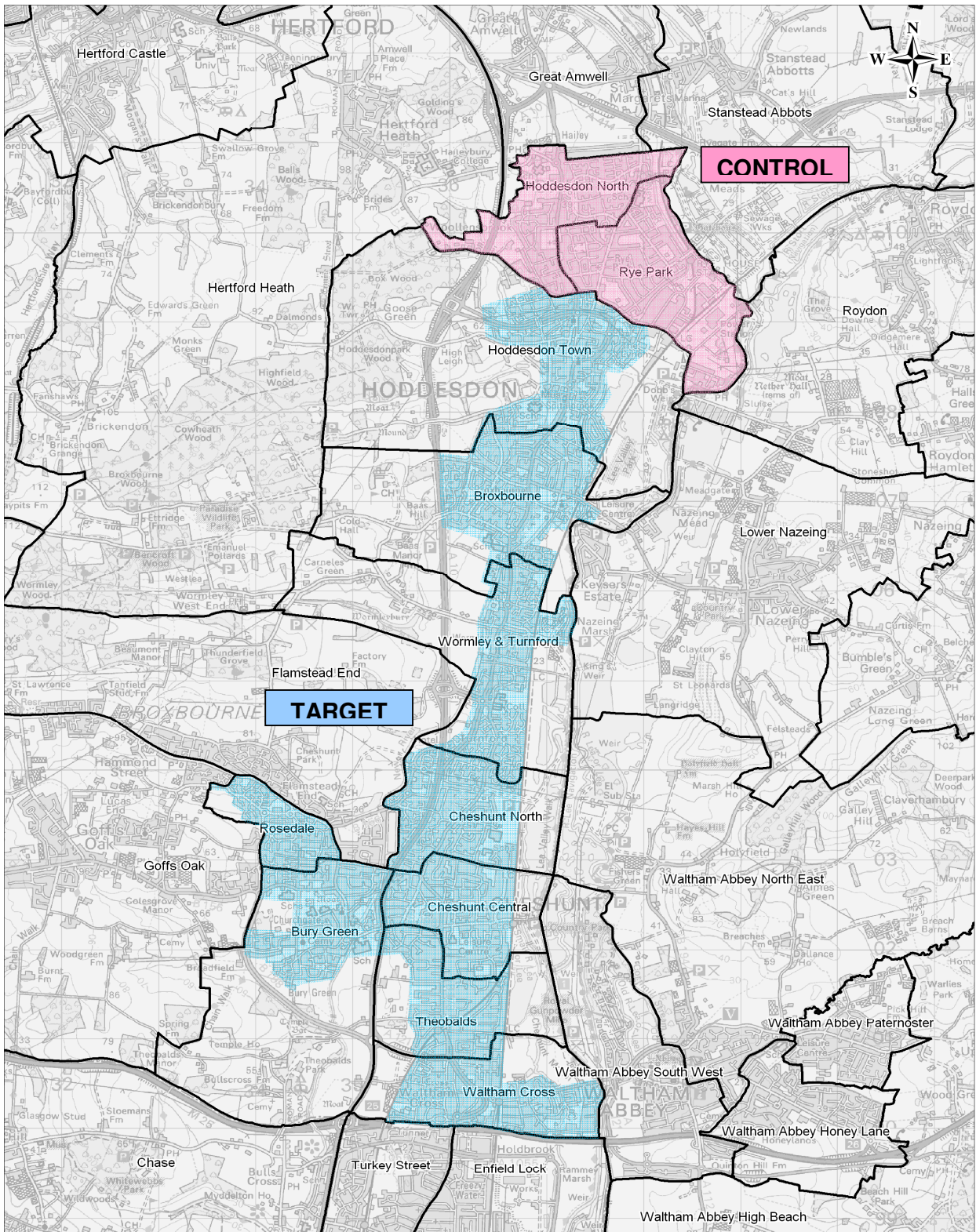
**Figure 2.11 Mode choice by spatial orientation**



### 3 CONCLUSION

The data collected in this baseline survey illustrate a situation broadly typical of UK towns and cities. The car is the dominant travel mode, with car-as-driver trips making up the greatest proportion, and car-as-driver and car-as-passenger trips accounting for two thirds of the total. The walking mode share is relatively high and cycling mode share in line with that of most towns/cities in England. Nonetheless it is clear that with so many local trips made by car there is significant potential for change to more sustainable travel patterns in Broxbourne Borough.

## ANNEX A: MAP OF SURVEY AREA



**TravelSmart Broxbourne**

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## **ANNEX B: METHOD STATEMENT AND FIELD REPORT**

## **1 SURVEY METHODOLOGY**

### **1.1 Sampling strategy**

The baseline research consisted of travel behaviour surveys conducted in Broxbourne Borough covering both the wards targeted by the TravelSmart Individualised Travel Marketing programme and the two most northern wards of the Borough (Hoddesdon North and Rye Park).

The travel behaviour survey areas were covered to ensure an even geographical spread of the resulting data, and to provide a robust baseline for evaluation of the TravelSmart Individualised Travel Marketing (ITM) programme taking place in spring/summer 2010. Hoddesdon North and Rye Park were included in the survey as a control area to enable the evaluation to differentiate between ITM and other effects.

The sampling strategy for the survey was determined by the need to obtain a representative picture of mobility for the population of Broxbourne Borough, and to provide a baseline for the subsequent evaluation of the TravelSmart programme. As a result:

- the main survey area covered all wards of Broxbourne Borough forming the target area for the TravelSmart programme;
- the main survey sample was randomly selected from all private residential households in this area, and from those with publicly available telephone records (to match the TravelSmart target populations); and
- the smaller control sample from Hoddesdon North and Rye Park was selected using the same approach.

A sufficient sample size was required in each area to provide statistically significant data for Broxbourne Borough. Given the overall populations of each area, an acceptable range of deviation from the real value could be reached at a 95% level of confidence with a sample size of 1,200 people net.

These samples were drawn from a commercially available database of postal addresses and telephone numbers, AFD Names and Numbers<sup>®</sup>, excluding households registered with the Mailing and Telephone Preferences Service. This

database incorporates the Royal Mail Postal Address File (PAF<sup>®</sup>), the most up-to-date and complete address-only database in the UK.

## 1.2 Travel behaviour survey design

The survey methodology used by *Socialdata* is a mail-back diary technique, proven to be the most reliable method for collecting data on travel behaviour (known as “New KONTIV<sup>®</sup> Design”). It consists of a questionnaire sent to each household in the survey sample, together with a set of individual travel diaries for a nominated day of the week for all household members. This includes households completing travel diaries for all seven days of the week.

The survey form is designed to collect information on individual activities performed at all out-of-home destinations on the nominated travel day. The questionnaire design allows respondents to report their activities in their own words, helping to increase the quality and accuracy of the data.

## **2 SURVEY IMPLEMENTATION**

### 2.1 Introduction

The response tables in this section summarise the sample sizes, survey returns and response rates achieved during the baseline travel behaviour research programme.

These show that in the target area the overall response rate achieved for the travel behaviour survey was 56%, resulting in a net sample of 846 people. The overall response rate achieved in the control area was 54%, resulting in a net sample of 405 people. Compared with other surveys implemented by *Socialdata* in the UK these response rates are slightly lower than elsewhere. The main reason for this is that a postal strike took place during the implementation phase of the survey which had a slight impact on the response rates (55% on average compared with ~60% elsewhere).

Overall, people in all areas responded positively to the travel surveys. Relatively few complaints were received by *Socialdata* concerning the survey process.

### 2.2 Survey procedure

#### *2.2.1 Travel behaviour survey*

The fieldwork was carried out from *Socialdata*'s office in Bristol. The following step-by-step process was used to conduct the surveys for each wave of the process:

- Mailing of an announcement letter (bearing the local authority logo and an official signature) to all households in the gross samples for Broxbourne Borough;
- Mailing of the survey forms and the official covering letter (as above) to all households in the gross sample;
- Households contacted by phone (if possible) on their nominated travel day to motivate them to respond to the survey;
- Mailing of a reminder letter (bearing the local authority logo and an official signature) to all households who fail to respond within one week;

- Mailing of a second reminder letter (this time on *Socialdata* headed paper and signed by the *Socialdata* fieldwork manager) to non-responding households a week later;
- Reminder telephone calls to non-responding households to offer support in completing the forms and to motivate them and return them;
- A new mailing of the questionnaire to non-responding households (including those without available telephone numbers);
- A further reminder mail-out to non-responding households (as above); and
- New mailing of the questionnaire to those households who asked for it in the reminder actions.

A number of other steps were taken to ensure data quality and high response rates:

- All envelopes were personally addressed to the household and carried a Royal Mail stamp rather than a franking mark;
- A free phone number was included on the front of the survey form to enable residents to contact *Socialdata* with any queries;
- All returned travel diaries were checked by *Socialdata* staff to see if they were complete and correctly filled out. If they contained implausible statements or clarification was needed, households were phoned to check the information given ('completing'); and
- Additional controls happened in the process of destination coding and data-entry. If inconsistencies were found the questionnaire was sent back to the call-centre for further exploration.

This survey was implemented by teams each responsible for a different step. The whole process was co-ordinated by a field-manager.

Some figures on the different survey mail-outs illustrate the scale of the operation:

- nearly 1,500 announcement letters
- nearly 1,500 questionnaire mail-outs

- nearly 2,500 reminders
- about 800 new and extra mailings of the survey forms

For these mailing actions a total of around 9,000 stamps were put on envelopes and paper, involving handling a weight of around 1 ton.

The mailing was accompanied by around 800 first motivation calls by phone and over 800 reminder calls. Completing and correction calls were done with nearly 500 households.

The helpdesk offered by *Socialdata* received a total of 141 phone calls, of which a majority were related to the postal strike. It should be noted that all households with phone details were called by *Socialdata* for motivating and clarifying reasons. This is one reason for the number of complaints and queries remaining low.

The tables below show the responses received in all survey areas.

All responses above the initial net sample sizes were included in the data-processing without additional costs.

## Broxbourne (Target Area)

### RESPONSE TABLE FOR TRAVEL BEHAVIOUR SURVEY (PERSONS)

Contract requirements: **800 persons net**

Period of implementation: September 21<sup>st</sup> to November 15<sup>th</sup> 2009

	<b>TOTAL</b>	<b>With Telephone</b>	<b>Without Telephone</b>
Mail-out Gross	1,700	700	1,000
Sample loss <sup>1)</sup>	199	96	103
Adjusted gross sample	1,501	604	897
<b>Returns persons</b>	<b>846</b>	<b>403</b>	<b>443</b>
<b>Response rate in %</b>	<b>56%</b>	<b>67%</b>	<b>49%</b>
(Contract persons)	800		

<sup>1)</sup> Sample loss: Moved away; deceased etc.

## Broxbourne (Control Area)

### RESPONSE TABLE FOR TRAVEL BEHAVIOUR SURVEY (PERSONS)

Contract requirements: **400 persons net**

Period of implementation: September 21<sup>st</sup> to November 15<sup>th</sup> 2009

	<b>TOTAL</b>	<b>With Telephone</b>	<b>Without Telephone</b>
Mail-out Gross	900	350	550
Sample loss <sup>1)</sup>	155	64	91
Adjusted gross sample	745	286	459
<b>Returns persons</b>	<b>405</b>	<b>184</b>	<b>221</b>
<b>Response rate in %</b>	<b>54%</b>	<b>64%</b>	<b>48%</b>
(Contract persons)	400		

<sup>1)</sup> Sample loss: Moved away; deceased etc.

## ANNEX C: GLOSSARY

## **GLOSSARY**

### **General terminology**

The following definitions refer to the terminology used in the main body of the report.

<b>Activity</b>	Main business carried out in one spatial setting out-of-home.
<b>Commercial (trip)</b>	Trips undertaken exclusively as professional services (e.g. as a taxi-driver, freight traffic) are not included in the presented results.
<b>Household</b>	All people who occupy the same housing unit.
<b>Journey</b>	A sequence of trips (normally, but not necessarily, starting and ending at home) to do one or more activities.
<b>Mobile persons</b>	Persons undertaking at least one trip during the sampling day.
<b>Mode</b>	The means of transport used for one trip including private and public modes as well as walking; for one trip generally more than one mode can be used. If more than one mode is used for one trip, a main mode (of the trip) is determined according to the following ranking: Public Transport (train, bus, work-/school bus, taxi) – motorised private modes (car, motorbike) – non-motorised modes (bicycle, walking).
<b>Participation</b>	Use of a certain main mode on the travel day. If a person uses a certain main mode for at least one trip, the person belongs to the participation group for that mode. If a person is uses different main modes on the travel day, the person is belongs to the participation groups for each mode.
<b>Persons</b>	All members of the surveyed households.
<b>Spatial orientation</b>	Referring to origin and destination, a spatial orientation for all trips can be given. It can be distinguished between <ul style="list-style-type: none"><li>• trips entirely within one area</li><li>• trips from one area to another area and vice versa</li><li>• trips outside one area</li></ul>
<b>Trip</b>	Movement generated by an out-of-home activity, plus travel back home. For one trip more than one mode can be used.

<b>(Trip) distance</b>	Door-to-door distance of a trip (as reported by the respondent). The analysis of day-to-day mobility excludes trips of more than 100 km (around 2 % of all trips) to avoid skewing any distance-related indicators.
<b>(Trip) duration</b>	Duration between the start of a trip and the arrival at the destination (based on the time starting a trip and arriving at the destination both reported by the respondent).
<b>(Trip) purpose</b>	Reason for conducting a trip; trips back home have the same reason as trips from home to the corresponding activity.

### **Trip purpose**

The purpose of a trip is normally taken to be the activity at the destination, unless that destination is 'home' in which case the purpose is defined by the activity at the origin of the trip. Purposes include:

<b>Education</b>	Trips to school including nursery school and further / higher education by full-time students, students on day-release and part-time students following vocational courses.
<b>Escort</b>	When the traveller has no purpose other than to escort or accompany another person; for example, taking a child to school.
<b>Leisure</b>	Visits to meet friends, relatives, or acquaintances, both at someone's home or at a pub, restaurant, etc; religious activities; all types of entertainment or sport, clubs, and non-vocational evening classes; political meetings; recreation; leisure walks; day trips; holidays (within the UK).
<b>Personal business</b>	Visits to services: e.g. hairdressers, laundrettes, dry-cleaners, betting shops, solicitors, banks, estate agents, libraries, or for medical consultations or treatment.
<b>Shopping</b>	All trips to shops or from shops to home, even if there was no intention to buy.
<b>Work</b>	Commuting including trips to usual place of work from home, or work to home and trips to work from a place other than home or in the course of work, e.g. coming back to work from going to the shops during a lunch break.
<b>Work-related business</b>	Trips in course of work other than commuting.

