



East Dunbartonshire Council

Travel Survey 2020

Research Report Summary

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SUMMARY

Introduction

This report presents the findings to emerge from research carried out by Research Resource on behalf of East Dunbartonshire Council in order to develop a picture of travel behaviour in East Dunbartonshire.

Methodology

A total of 1,245 respondents were surveyed using a mixed methodology. A total of 721 interviews were achieved from the face to face, in town centre research. Interviews were spread across the main towns and villages in East Dunbartonshire between 10th and 16th February.

This was augmented with an online survey which was available to East Dunbartonshire residents between 1st and 16th February. This was promoted via a press release from East Dunbartonshire Council and through the Council's social media channels. A total of 524 responses were received to this.

Both data sets have been merged in order to provide a picture of travel across East Dunbartonshire.

Key findings

Car was the **most commonly used mode of transport** by respondents with 66% of respondents overall stating that this is their main mode of transport. 21% overall stated that bus or coach was their main mode of transport. Walking was the main mode of transport for 8% of respondents and cycling for 4%.

One in ten respondents (10%) **are making journeys of under one mile by car** on a daily basis and a further 13% are doing so approximately 3-6 times per week. Half of respondents never do this.

In terms of the profile of **journeys made in a typical week**, journeys to the supermarket were most likely to be made (82%) followed by journeys to local shops or services (68%), visiting family or friends (64%) or to leisure interests (63%).

For each of the types of journey made, respondents were asked what modes of transport were an **option** for them to make that journey and then what was the main mode of transport they **used** when they last made that journey. It should be noted that given the inclement weather during travel week the mode of transport last used

for journeys may not always be the mode that they would normally use. The key findings of this were:

- For journeys involving children (i.e. to school or to kids activities) car was most likely to be an option and also most likely to be used with little difference between the proportion stating it was an option and the proportion stating they use this. However, in terms of walking, c.20% more respondents feel that it would be an option than actually used this as their mode of transport.
- It is interesting to note that walking children to school was perceived as an option for 51% but only used by 33% and for travel to kids activities it was perceived as an option for 38% of respondents but only used by 14%.
- When travelling to the supermarket, local shops or town centres, car is again the most likely to be perceived as being an option and most likely to be used. Again, there are large differences between the proportion of respondents stating that they could walk compared to those that do walk. This was most notable in terms of walking to local shops where 67% felt it was an option but only 40% said they did this.
- Travel to work showed again that car was most likely to be an option and most likely to be the mode of transport used. Gaps were noted between the potential for bus travel (32% consider this an option and 12% use) and train travel (26% consider this an option and 11% use).
- When visiting friends or family or travelling to leisure interests, again the car is most likely to be considered to be an option and most likely to be used. Bus, train and walking were all considered to be options but many fewer respondents were actually using these as modes of transport than those that considered these an option.

Respondents were asked to state how **important** a range of issues were **when choosing how they will make any journey**. They were asked to rate importance on a scale of 1 to 10 where 1 was not at all important and 10 was very important. To allow for meaningful analysis of this a mean or average rating for each issue has been calculated. This showed that most important were:

- Ease or convenience (mean rating of 8.65)
- Safety (mean rating of 8.58)
- Ability to carry things e.g. shopping (mean rating of 8.52).

When asked to respond to a series of **attitudinal statements** about transport, respondents were most likely to agree (either agree strongly or agree slightly) to the following statements:

- I am aware of the health benefits of changing from the car to another mode (77% agree)
- I am aware of the local community benefits of reducing my car usage (75% agree)

- I know how to get hold of more information about different means of transport (72% agree).

Respondents were least likely to agree with the statements:

- I should consider other means of transport more frequently (39% agree)
- I would cycle more for journeys if I felt there was a safe way to do so (39% agree)
- Nowadays I walk, cycle or get the bus or train for journeys that I previously used the car (40% agree).