



Lessons from the travel behaviour
research programme in Darlington

**Outcomes of the 'Local Motion' Programme
in Darlington**

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Socialdata

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SURVEY DESIGN



- Darlington -

	2004	2008
TRAVEL BEHAVIOUR		
Period	Sep - Dec 2004	Sep - Dec 2008
Persons	4,269	4,178
Response rate	59%	60%
IN-DEPTH		
Period	Nov - Dec 2004	Nov - Dec 2008
Persons	406	402
Response rate	63%	71%



MODE CHOICE

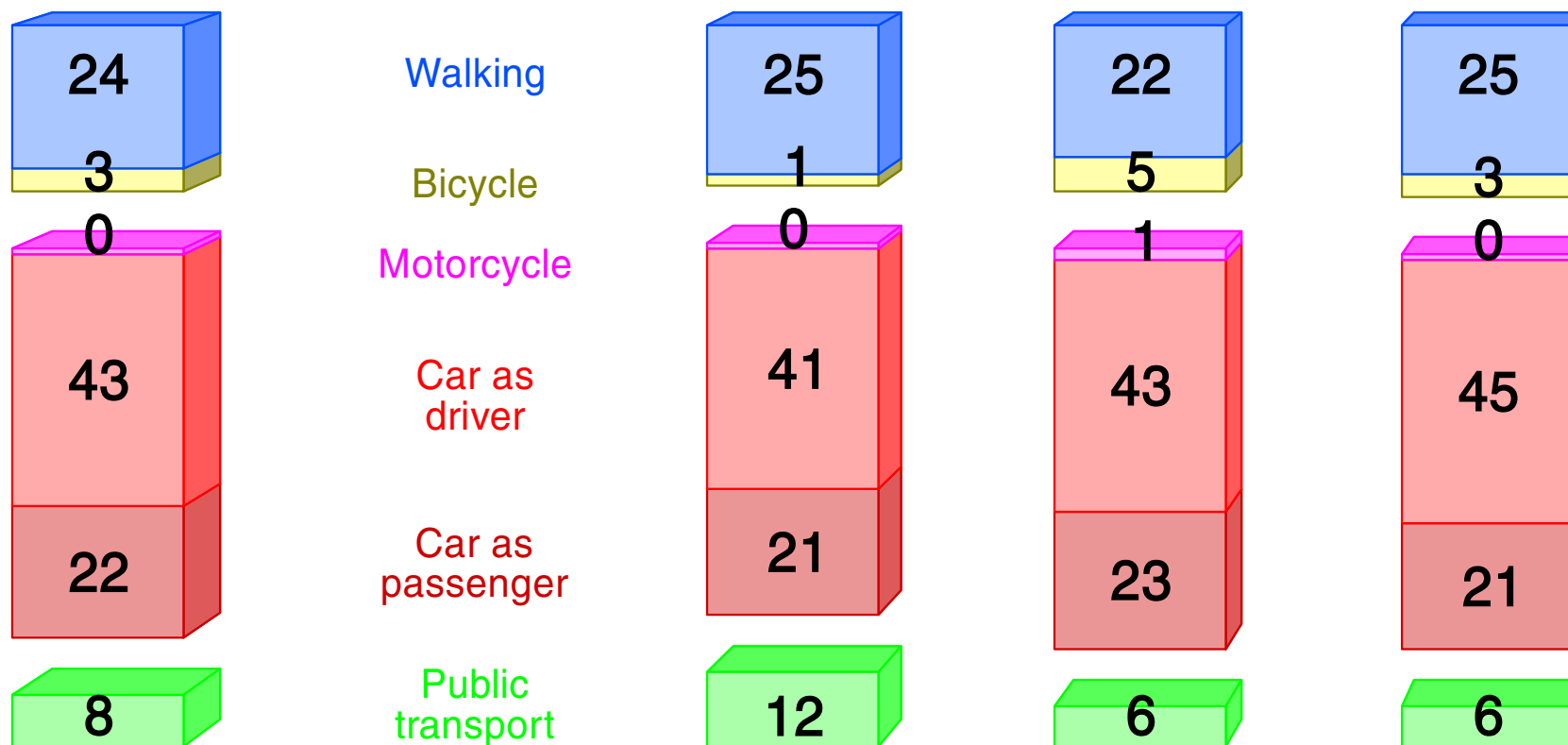
- 2004 -

Total
"STT"

Darlington

Peterborough

Worcester



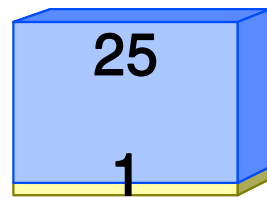
MODE CHOICE



- Darlington -

2004

2008



Walking

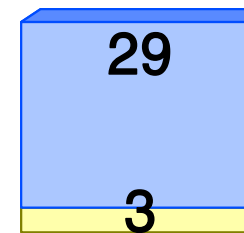
Bicycle

Motorcycle

Car as driver

Car as passenger

Bus
Other PT



Walking

Bicycle

Motorcycle

Car as driver

Car as passenger

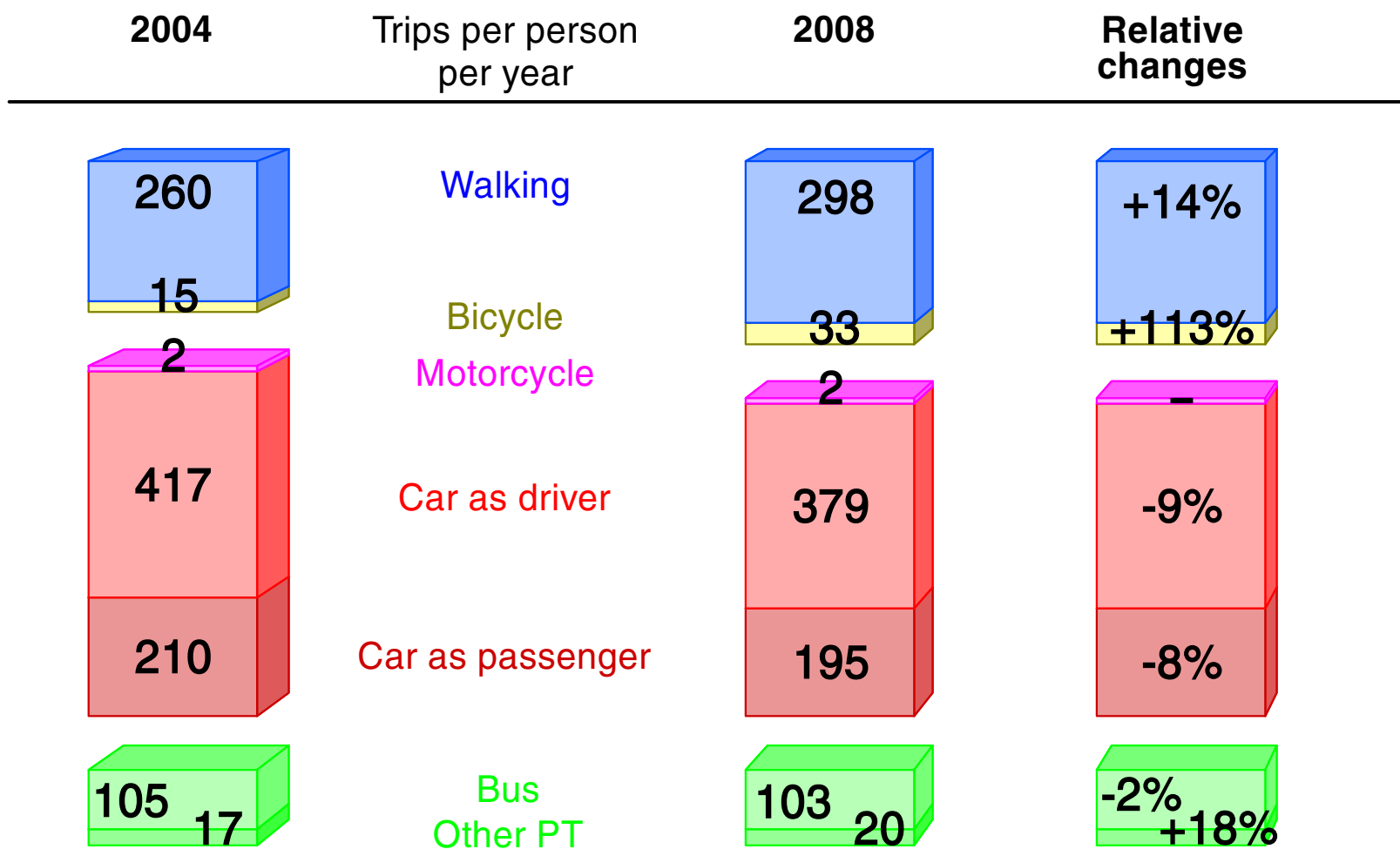
Bus

Other PT



MODE CHOICE

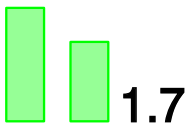
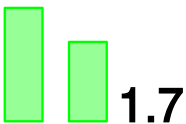


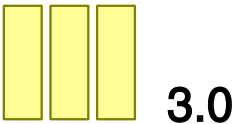
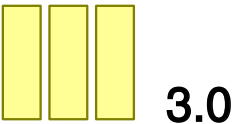

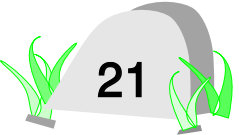
- Darlington -





TRAVEL CHARACTERISTICS

- Darlington -

2004	Per person/day	2008
 1.7	ACTIVITIES	 1.7
 57'	TRAVEL TIME (min)	 58'
 3.0	TRIPS	 3.0
 22	DISTANCE (km)	 21

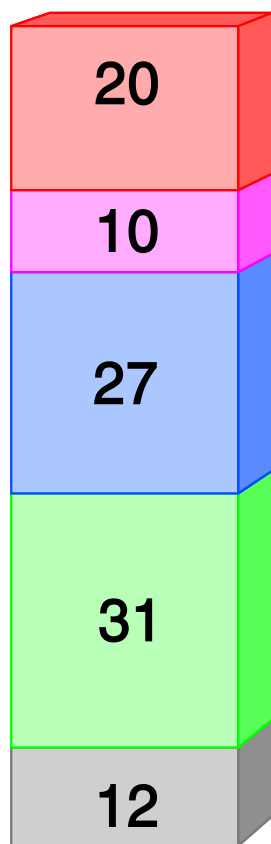


ACTIVITIES

- Darlington -

2004

2008



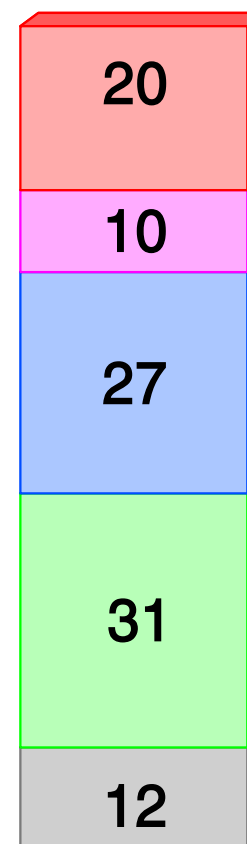
Work

Education

Shopping,
Personal business

Leisure

Other



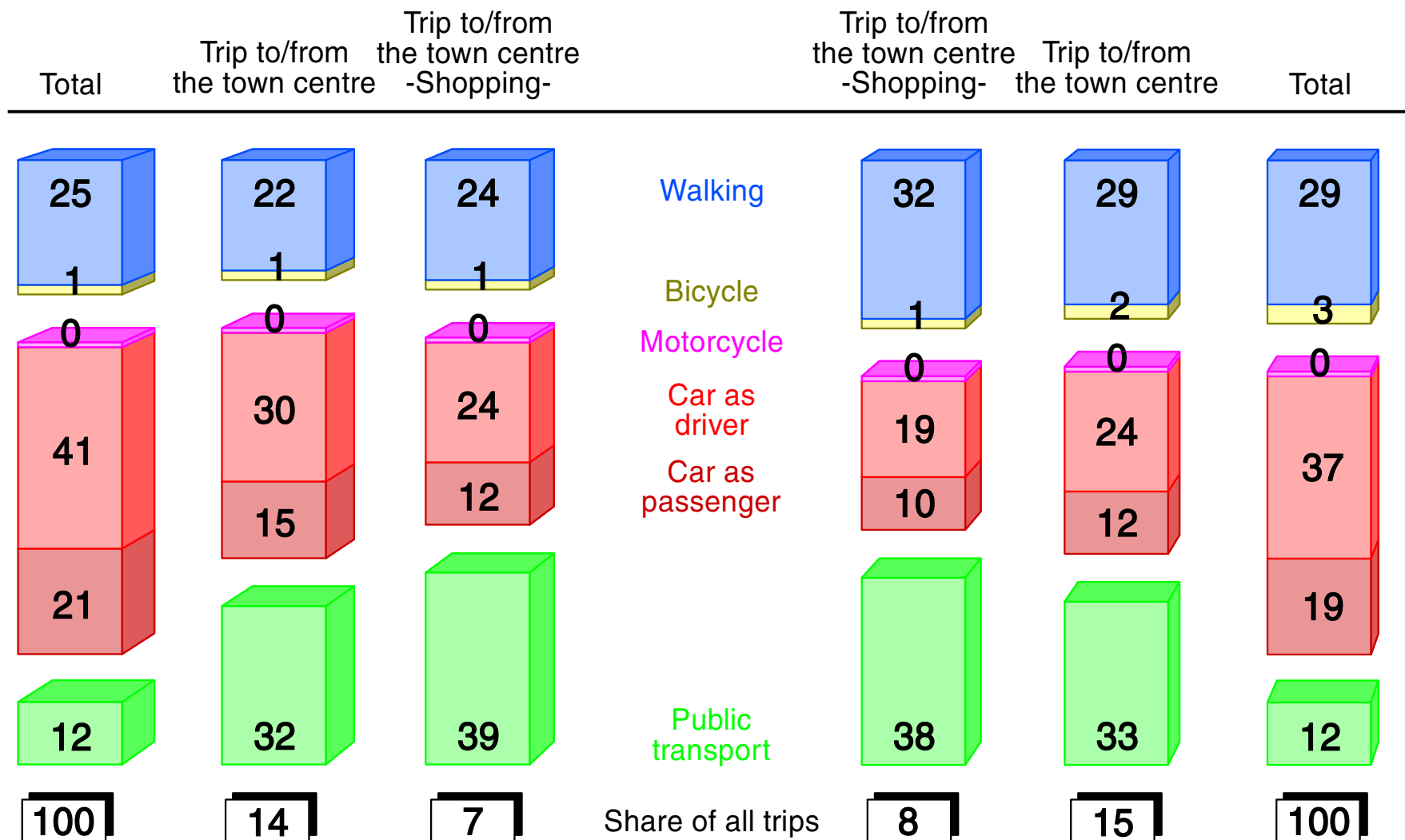


MODE CHOICE

- Darlington -

2004

2008



MODES PARTICIPATION



- Darlington -

	All persons		Walking	Bicycle	Car as driver	Car as passenger	Bus
2004	<p>86</p>	Share of users per day (%)	<p>30</p>	<p>2</p>	<p>36</p>	<p>25</p>	<p>15</p>
2008	<p>86</p>	Share of users per day (%)	<p>34</p>	<p>5</p>	<p>35</p>	<p>24</p>	<p>14</p>



CHANGES IN ACTIVE TRAVEL TIME

- Darlington -

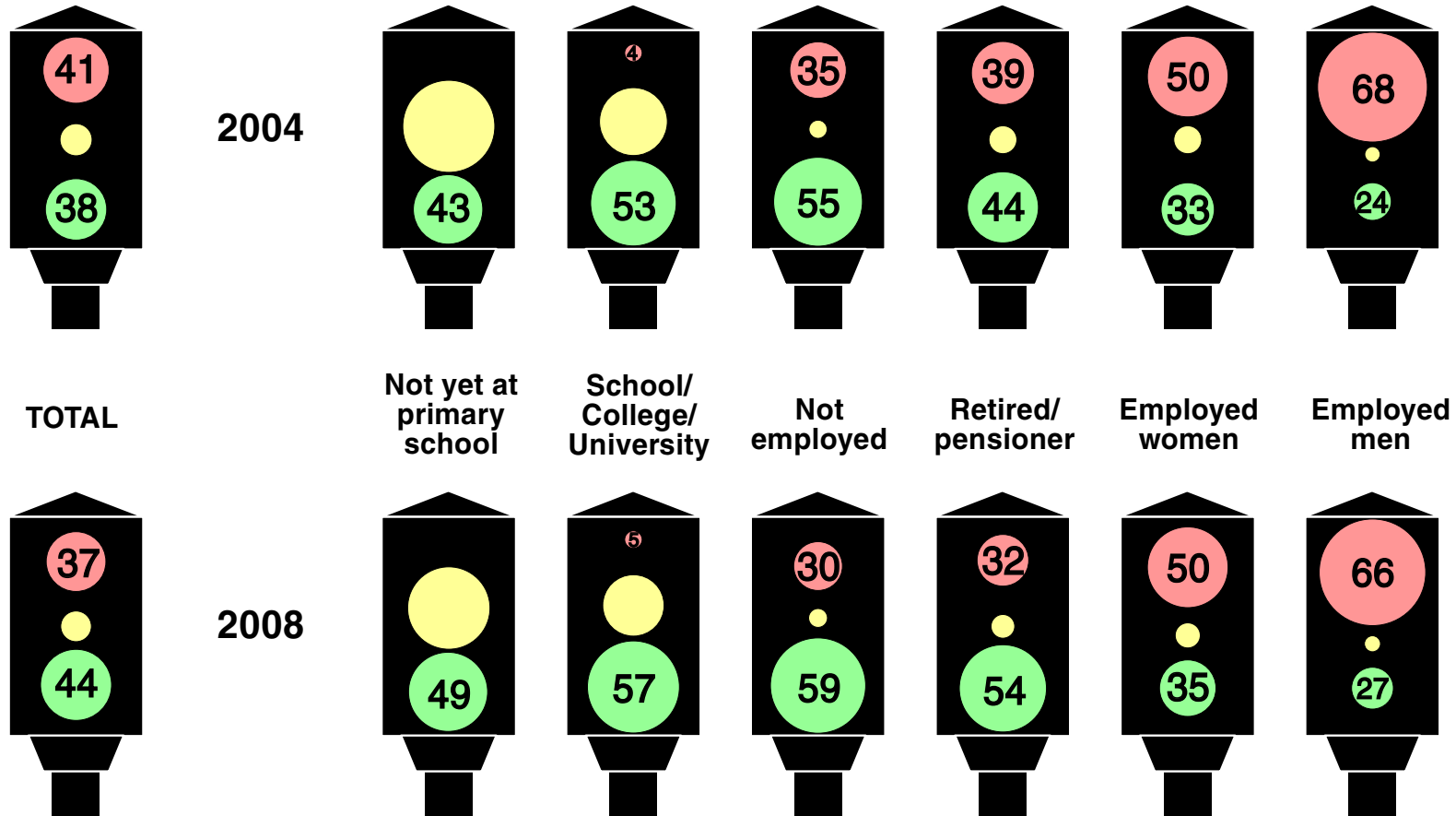
	2004	2008	Change (hours)	Relative change
Hours per person per year	126	143	+17	+13%

Walking, cycling and access / egress to public transport or car (parked)

MODAL CHOICE - TRAFFIC LIGHT DARLINGTON



- all trips, all days, all persons -

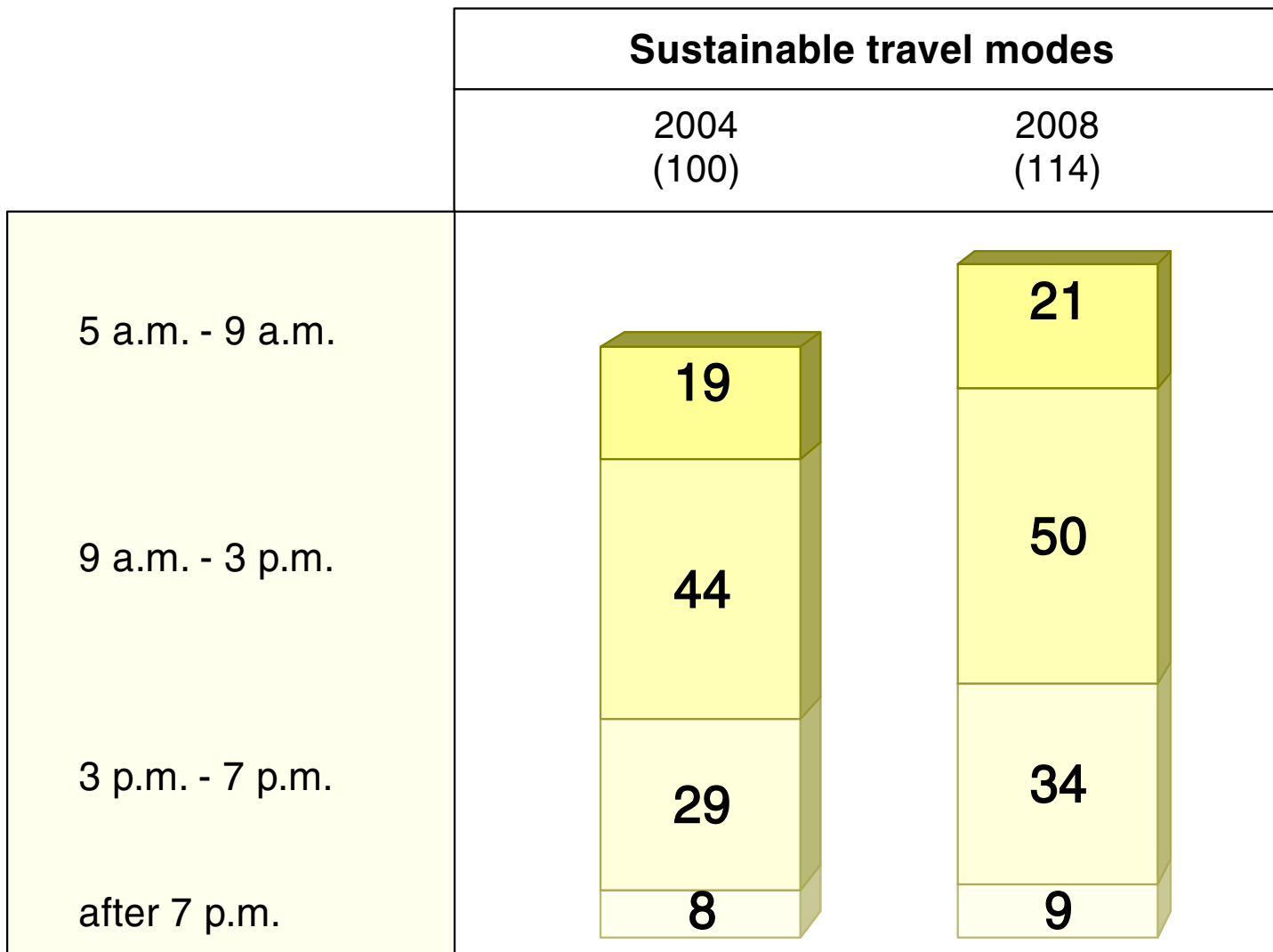


- Car driver
- Car passenger
- Sustainable travel modes (Walking, bicycle, public transport)



TIME OF DAY

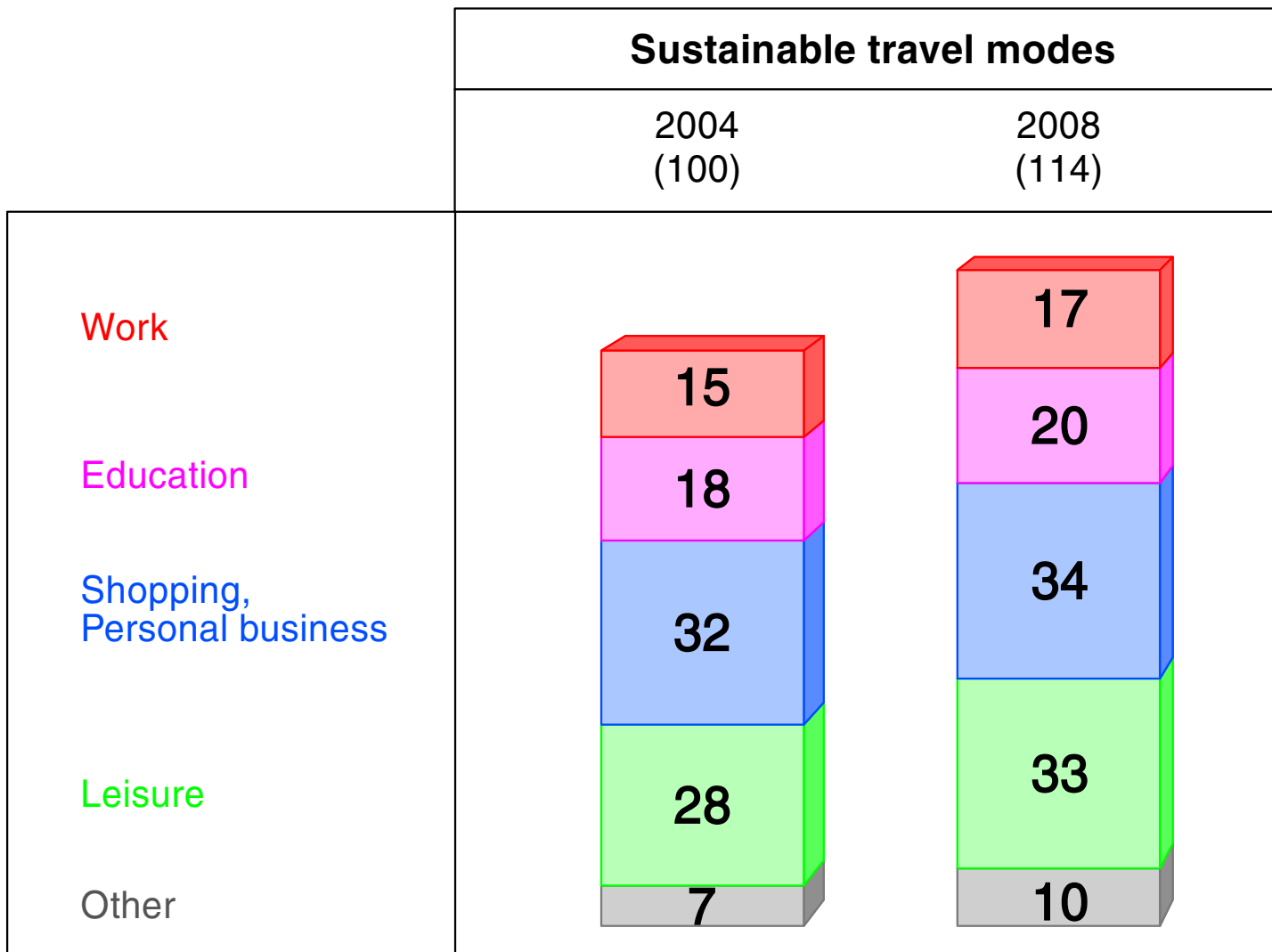
- Darlington -





TRIP PURPOSE

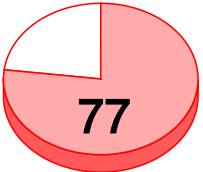
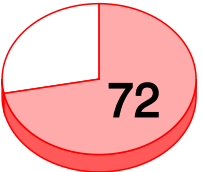








- Darlington -





CAR USAGE

- Darlington -

2004	Per (private) car/day	2008
 <p>77</p>	USAGE (%)	 <p>72</p>
 <p>2.5</p>	TRIPS	 <p>2.2</p>
 <p>42'</p>	DURATION (min)	 <p>36'</p>
 <p>24.7</p>	DISTANCE (km)	 <p>21.4</p>
 <p>1.5</p>	OCCUPANCY (per trip)	 <p>1.5</p>

CAR MILEAGE



- Darlington -

2004		2008
42,200	(Private) Cars in total	44,000
24.7	Kilometres per car per day (everyday mobility)	21.4
	Relative reduction	- 13%
355.4	Total kilometres per year (everyday days) in mio	321.1
	Reduction (km per year)	- 34.3 mio



OTHER EFFECTS

- Darlington -

Reduction of car kilometres (per year)	34 m
Reduction of CO₂ (per year)	7,000 tons
Saved external costs (per year)	2.3 m £
More physical activities	Longer life expectancy

MODE CHOICE

