

Tracking travel in Hampshire

Hampshire

PERSPECTIVES

Key findings

This report summarises key findings from the tenth Hampshire Perspectives survey “Tracking Travel”, which was the first wave of a longitudinal survey covering capturing how and why people make journeys around Hampshire. This will allow the County Council to understand and respond to changes in transport patterns over time and better support public and community transport operators as part of the COVID-19 recovery in Hampshire.

Between 6 and 16 July 2021 660 residents shared their perspective in two areas - general travel patterns (journey frequency, mode and motivation), and in-depth detail on the last journey made to give granularity. Barriers to public transport were also measured to help guide improvements to the transport offer, as was confidence in COVID safety on public transport.

Key findings on general travel patterns:

- Cars dominate travel around Hampshire, with shopping, leisure and social use the motivating factors
- Average trip frequency is just over once a day, and is higher amongst younger age groups. Age, higher Covid risk and poor mobility are all factors interlinked with lower levels of travel.
- Nearly two thirds of Hampshire residents (especially women) use small petrol cars most. The proportion of petrol fuel vehicles in Hampshire is broadly in line with wider UK data.

More granular detail on the last journey made:

- The last journey made typically reflects the overall pattern of general travel, with slightly higher private transport use reported. Shopping/personal business accounting for a third of the last journey made, and car/van is the default for most travel motivations (75% of the last trip taken was by car/van).
- Reasons for not using public transport centred on lack of service and convenience, although COVID safety concerns were also evident. However, for 1 in 10 residents public transport is not top of mind
- Weekday travel dominates, with shorter trips most evident. Shorter trips tend to be for shopping/personal business, while longer trips are more likely to be leisure driven. Short journeys as likely to be by active travel as by car.
- Shorter journeys tend to be town/city based, while longer journeys are more reliant on main roads.
- Ease of journey is directly linked to length, but also mode of transport – active travel being easiest overall.

The survey findings have been shared with the County Council’s strategic transport team

Formed in September 2020, Hampshire Perspectives is the County Council’s online residents’ forum – a diverse group of people who share their views to help the County Council to shape services and make decisions that are right for local residents. As yet, the forum is not fully representative of the Hampshire population, so findings are indicative, rather than generalisable to the county as a whole. For further information contact insight@hants.gov.uk