

## Baseline travel survey for Transition Black Isle's Million Miles project

Conducted April to June 2012



Transition Black Isle is an active group of volunteers who focus on raising awareness of the challenges of Peak Oil and Climate Change and managing projects on energy efficiency, local food and sustainable transport. In March 2012, Transition Black Isle was awarded a grant from the Scottish Government's Climate Challenge Fund for their Million Miles project. The aim is to encourage

the 6,300 households on the Black Isle to reduce their annual car mileage by around 1%, which is equivalent to approximately one million miles. This ambitious target will be met by improving access to public transport, promoting lift sharing and encouraging active travel. The first phase of the project was to establish a baseline for travel on the Black Isle by conducting a survey. Around 8% of the 1,800 questionnaires distributed to local schools, markets and shops were returned by June 2012. The responses can be summarised as follows:

### ➤ Car travel

Almost all households own at least one car (97%), driving 13,600 miles per year on average;

### ➤ Public transport

The majority of households used public transport during the previous week (58%), with half travelling by bus and just over a quarter travelling by train;

### ➤ Air travel

Most households took at least one domestic, European or long-haul flight during 2011 (63%);

### ➤ Active travel

Almost all households took at least one journey by active travel in the previous week – 86% walked and 41% cycled – and the majority of households own at least one bike (83%).





Most respondents are interested in reducing their car mileage (71%), mostly to save money and because of concern over climate change. The two most frequent suggestions to make travel more sustainable were improvements to bus services and cycle paths.

The total average distance travelled by each household surveyed is just over 27,000 miles per year, 48% of which is by car (Figure 1). This is equivalent to 7.3 tonnes of greenhouse gas emissions per household. Emissions from car travel accounts for 67% of the total travel footprint (Figure 2), which reinforces the need to encourage modal shifts to active travel and public transport whenever possible.

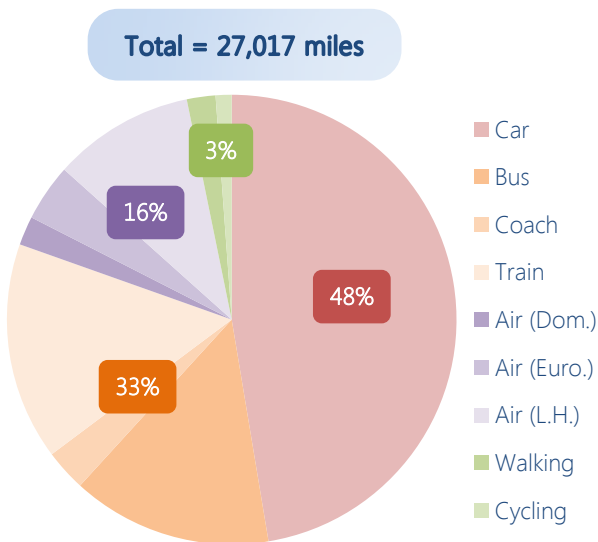


Figure 1: Percentage weighted average distances travelled by all participating household by each mode of transport (total for categories inset).

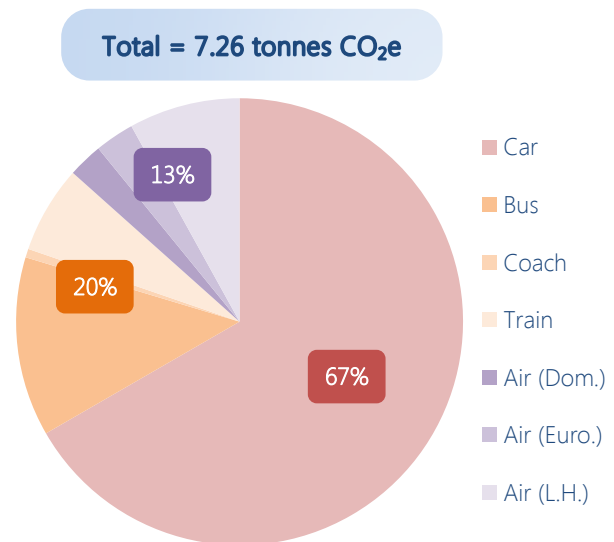


Figure 2: Percentage emissions from weighted average distance travelled by all participating household by each mode of transport (total for categories inset).

It should be noted that there were limitations to the survey design – including non-random sampling and inconsistencies between distance travelled and number of journeys – and so the results should be interpreted with caution. To improve the understanding of local travel behaviour for the Million Miles project, Transition Black Isle intends to adapt the survey into i) a more comprehensive travel diary with more in-depth questions (e.g. most frequent journeys) and ii) a travel check that covers the most important transport issues (e.g. annual car mileage).

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