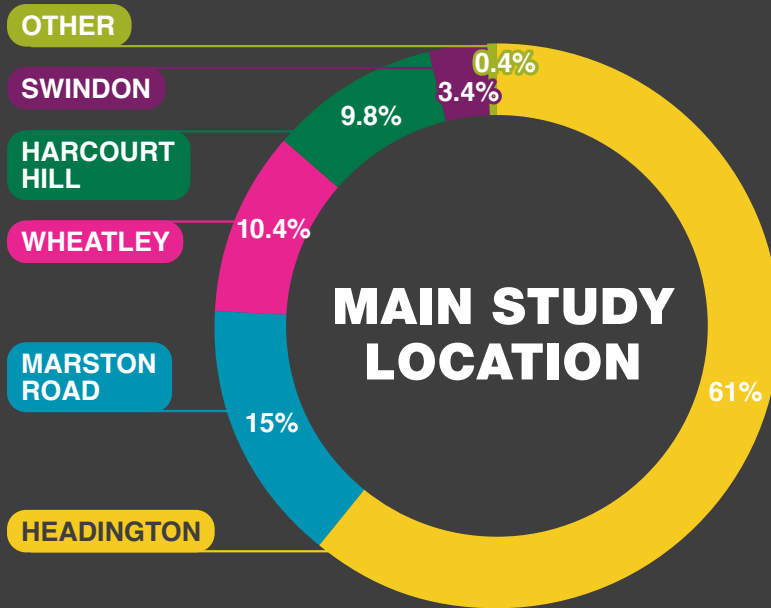


2022 STUDENT **TRAVEL SURVEY** **SUMMARY**

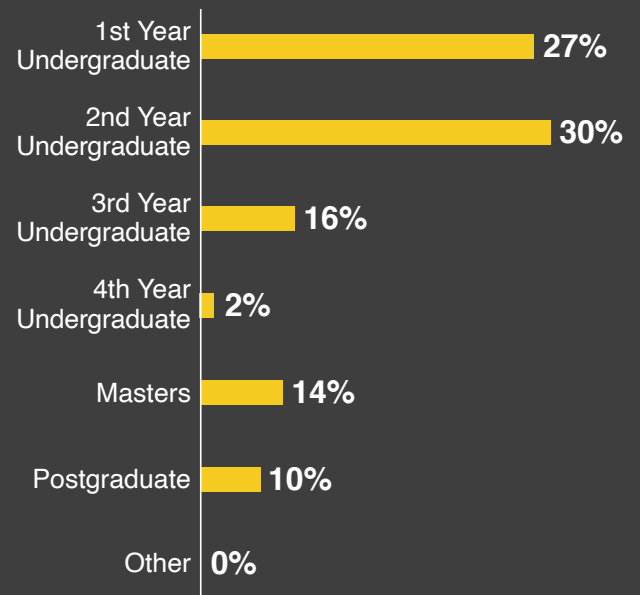
CHARACTERISTICS OF RESPONDENTS

 **1,375**

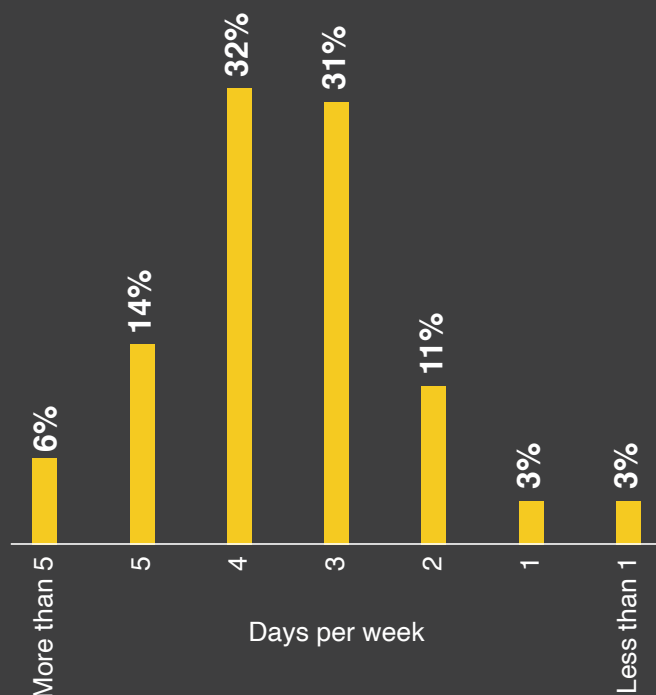
students responded to the survey; that's a response rate of 9.5%.



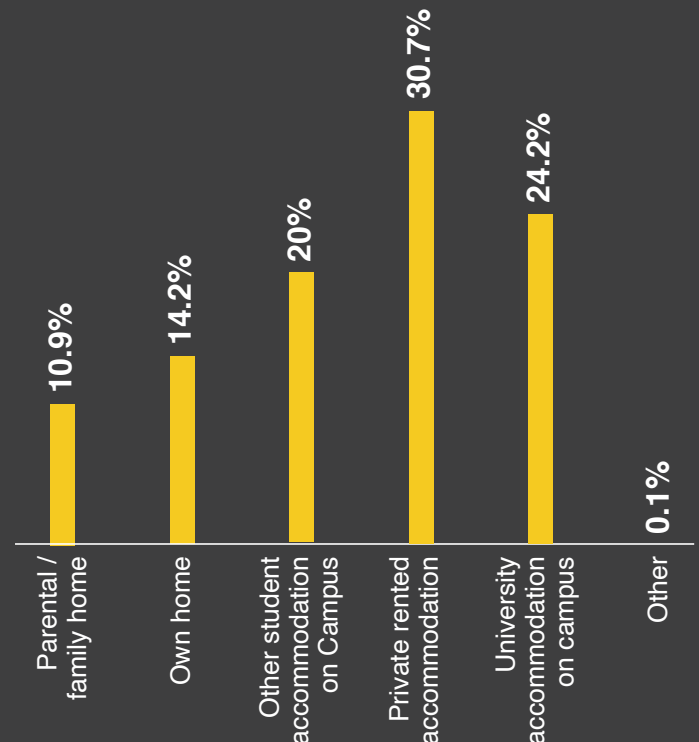
YEAR OF STUDY



FREQUENCY OF TRAVEL TO CAMPUS

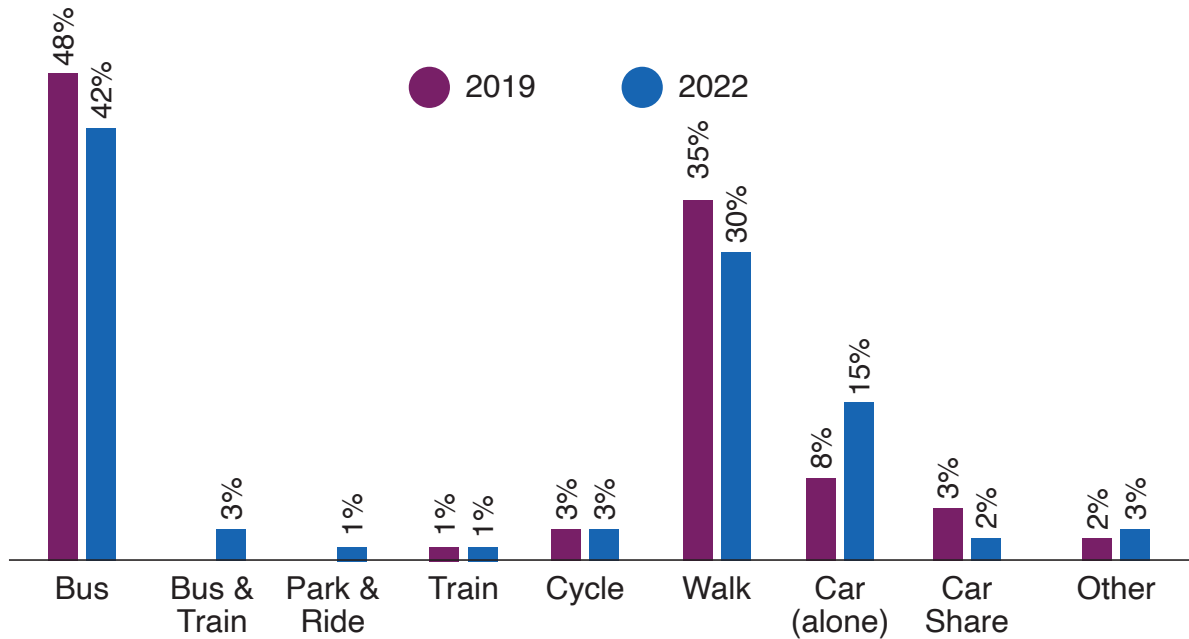


TERM TIME ACCOMMODATION



HOW DO STUDENTS TRAVEL?

TRENDS IN COMMUTING MODE CHOICE



Walking down from 35% in 2019 to **30%** in 2022



Cycling consistently at **3%** in 2019 and 2022



Bus down from 48% in 2019 to **42%** in 2022



Car alone up from 8% in 2019 to **15%** in 2022

MODE SHARE BY CAMPUS (STUDENTS)

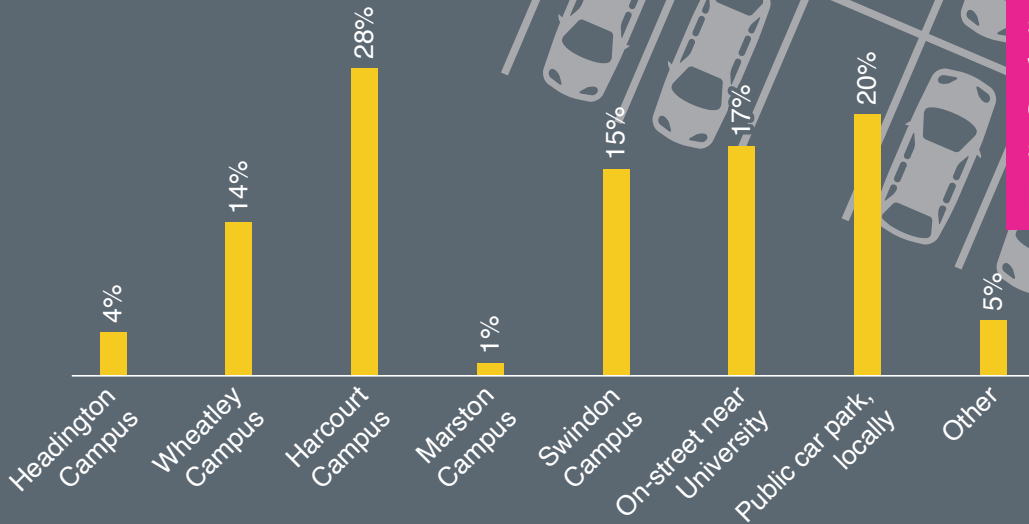
| | HEADINGTON & MARSTON | HARCOURT HILL | WHEATLEY | SWINDON |
|-------------|----------------------|---------------|----------|---------|
| BUS | 42.3% | 30.0% | 65.0% | 14.6% |
| OTHER PT | 6.0% | 2.3% | 3.6% | - |
| CAR (ALONE) | 7.6% | 41.5% | 20.7% | 77.1% |
| CAR SHARE | 1.7% | 9.2% | 8.6% | 6.3% |
| CYCLE | 3.7% | 0.8% | 0.7% | - |
| WALK | 37.8% | 16.2% | 0.7% | 1.0% |
| OTHER | 0.9% | 0.0% | 0.7% | 1.0% |

CAR DRIVERS

WHY DO STUDENTS DRIVE?

The most popular reasons for driving alone include: length of journey, public transport takes too long and journey time reliability, with no practical alternative and flexibility also frequently cited.

WHERE DO STUDENTS PARK?

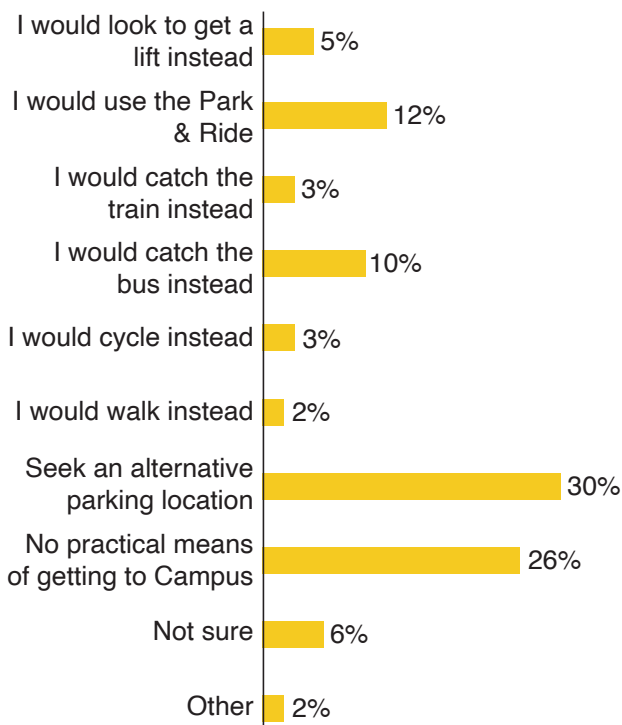


Nearly **1/3** suggested they would continue to drive to Campus and seek an alternative parking location.

PROPORTION OF STUDENT CAR DRIVERS WITH AN OBU PERMIT (BY CAMPUS)

| | HEADINGTON (INC MARSTON) | WHEATLEY | HARCOURT |
|-----|--------------------------|----------|----------|
| YES | 14% | 86% | 94% |
| NO | 86% | 14% | 6% |

WHAT IMPACT WOULD LACK OF PARKING HAVE ON STUDENTS?



WHAT WOULD ENCOURAGE STUDENT CAR DRIVERS TO TRAVEL MORE SUSTAINABLY?



PUBLIC TRANSPORT

- ✓ More direct / frequent services to OBU
- ✓ Significant cost savings on buses / P&R



CAR SHARING

- ✓ Guaranteed parking space at OBU
- ✓ App / help to find someone to share with
- ✓ Points-based reward scheme
- ✓ Sig. increase in parking costs for non-sharers



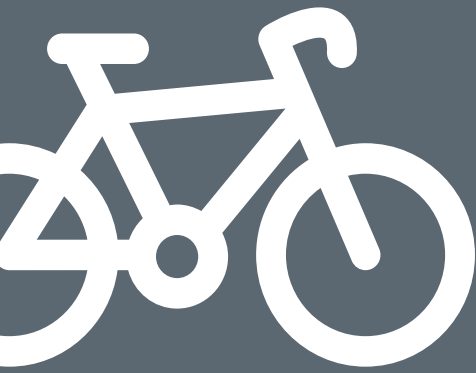
WALKING

- ✓ Points-based reward scheme
- ✓ Advice on routes (PJP)
- ✓ Help finding someone to walk with
- ✓ Personal safety training



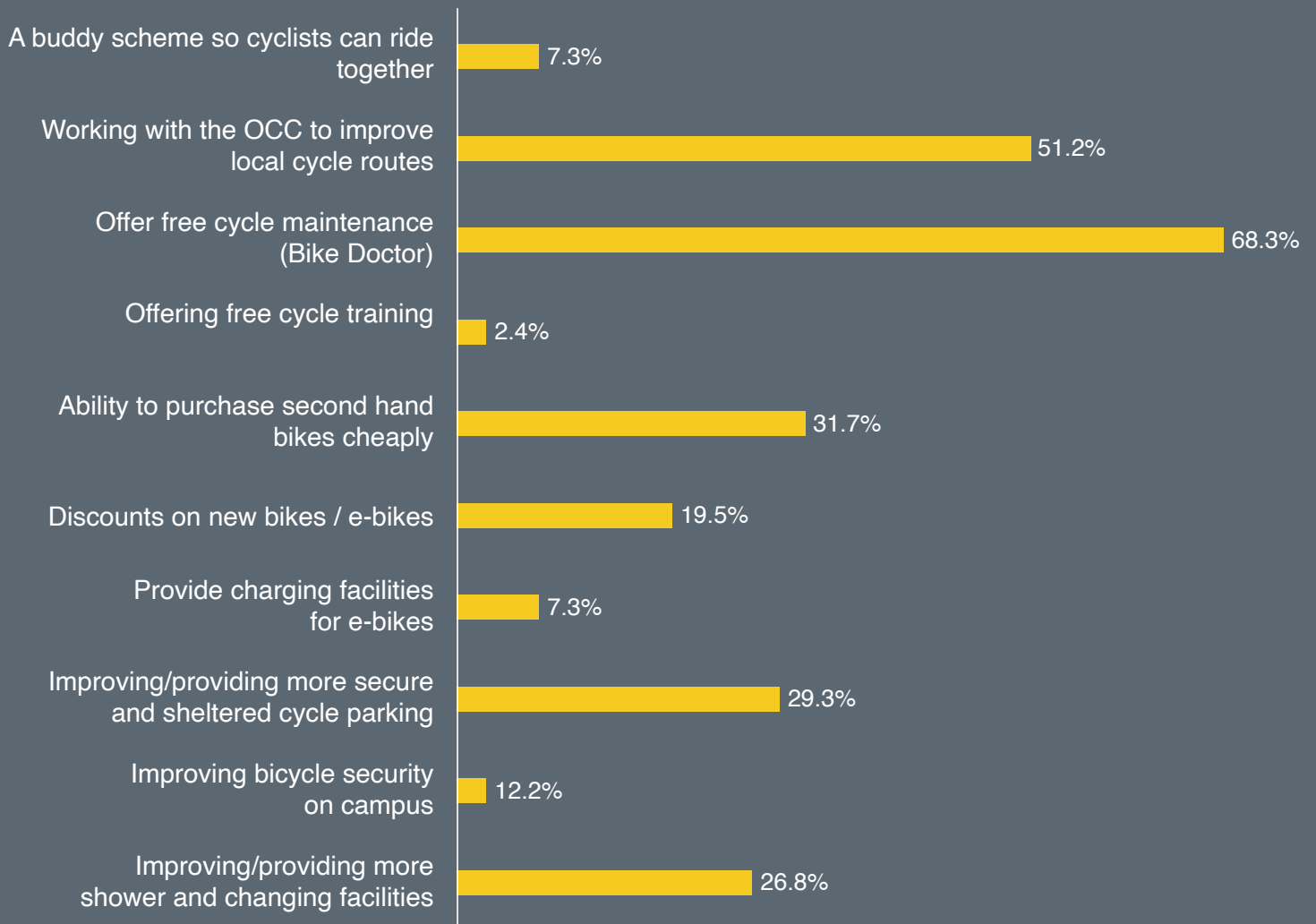
CYCLING

- ✓ Discounts on new bikes / e-bikes
- ✓ Free trial of an e-bike
- ✓ Low cost second hand bike sales
- ✓ Bike Doctor servicing



CYCLISTS

WHAT DO STUDENT CYCLISTS WANT TO SEE TO SUPPORT THEM?



It would be excellent if there was a second hand bike shop or advice on where to buy second hand bikes.”



If the university had a safe space or workshop where people could improve their bike confidence this might help promote more cycling.”



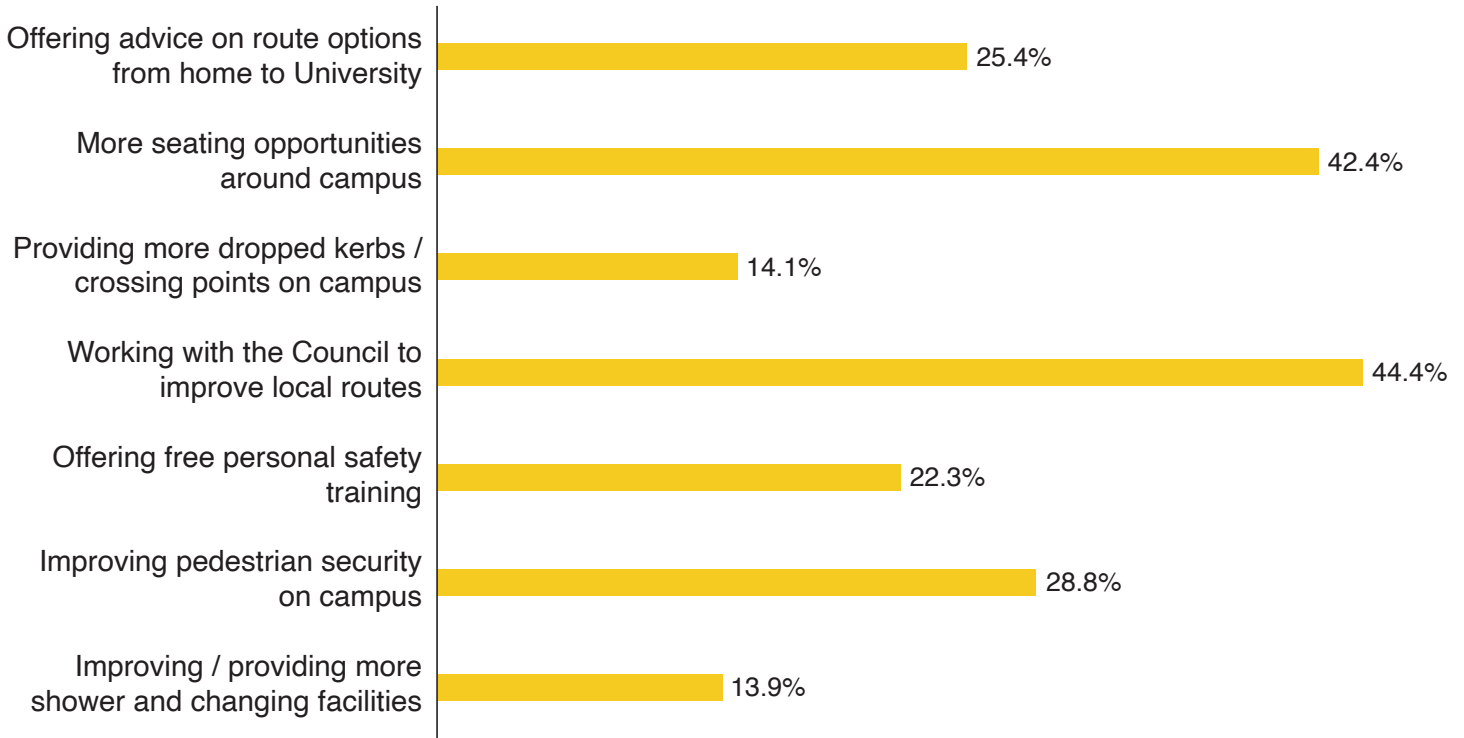
Discounts on helmets, high vis jackets, bike lights, etc should be offered to students.”



Provide a bike pump for students on campus.”

PEDESTRIANS

WHAT DO STUDENTS THAT WALK WANT TO SEE TO SUPPORT THEM?



Invite students / staff to share things like accessible routes, safety precautions etc. ”



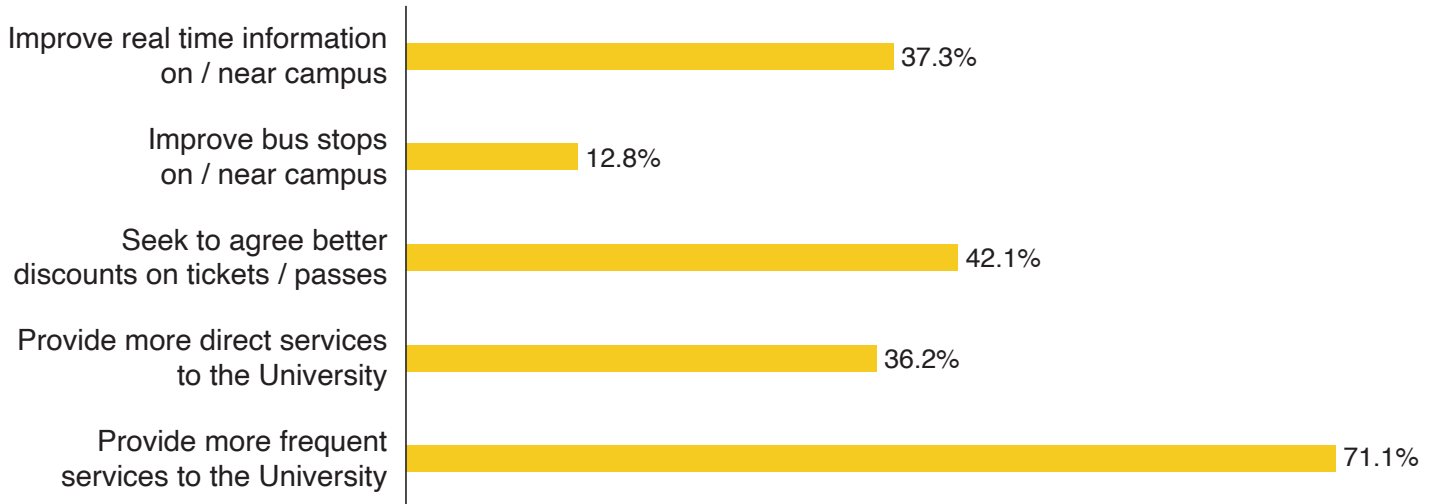
More water fountains to fill up your water bottles after walking. ”



Improved routes / lighting through South Park. ”

BUS USERS

WHAT DO STUDENT BUS USERS WANT TO SEE TO SUPPORT THEM?



More buses in the evenings, on weekends and at times that link up to lectures.”

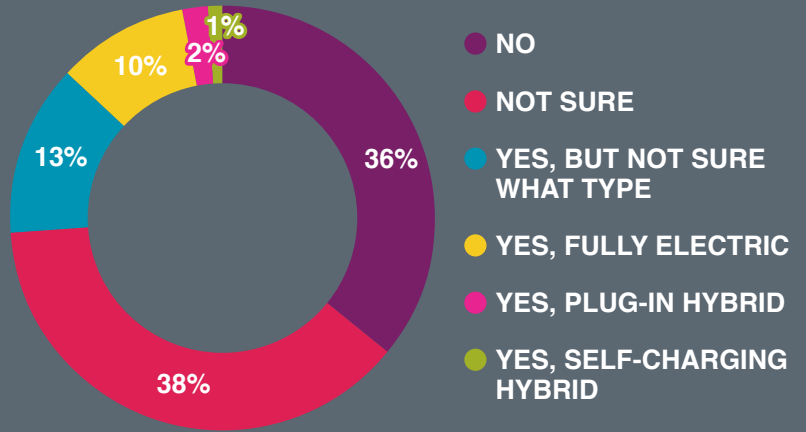


Better dissemination of bus information like times, route changes etc.”

ELECTRIC VEHICLES

26%

of drivers are considering switching to an electric or hybrid vehicle when they make their next car purchase.



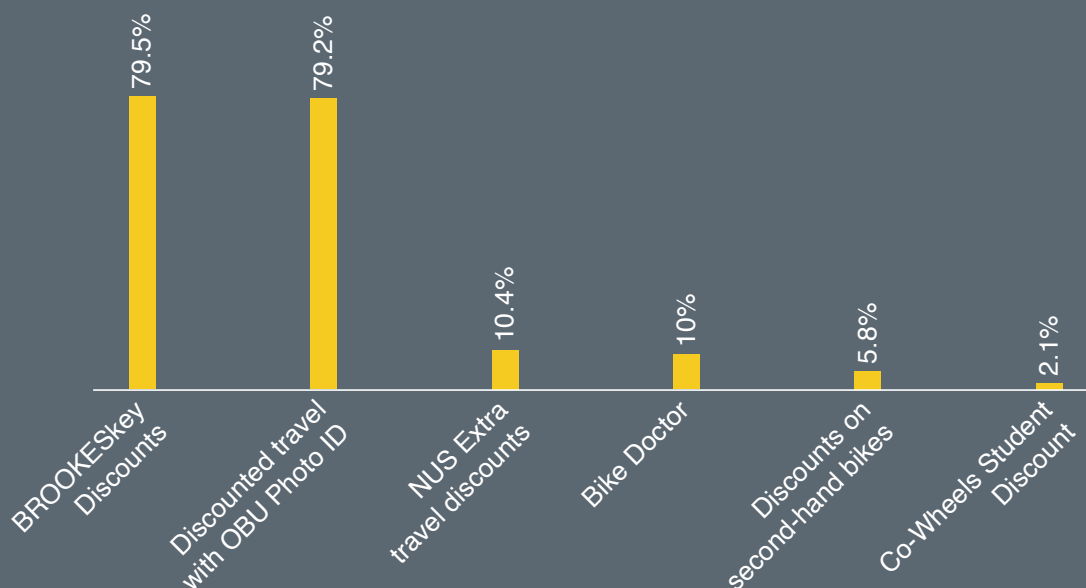
BROOKESbus

84.1% of respondents have used the BROOKESbus services in the last term.

YOUR FEEDBACK



AWARENESS OF EXISTING OBU INITIATIVES



For more information or a report on the travel survey results in full, contact transport@brookes.ac.uk