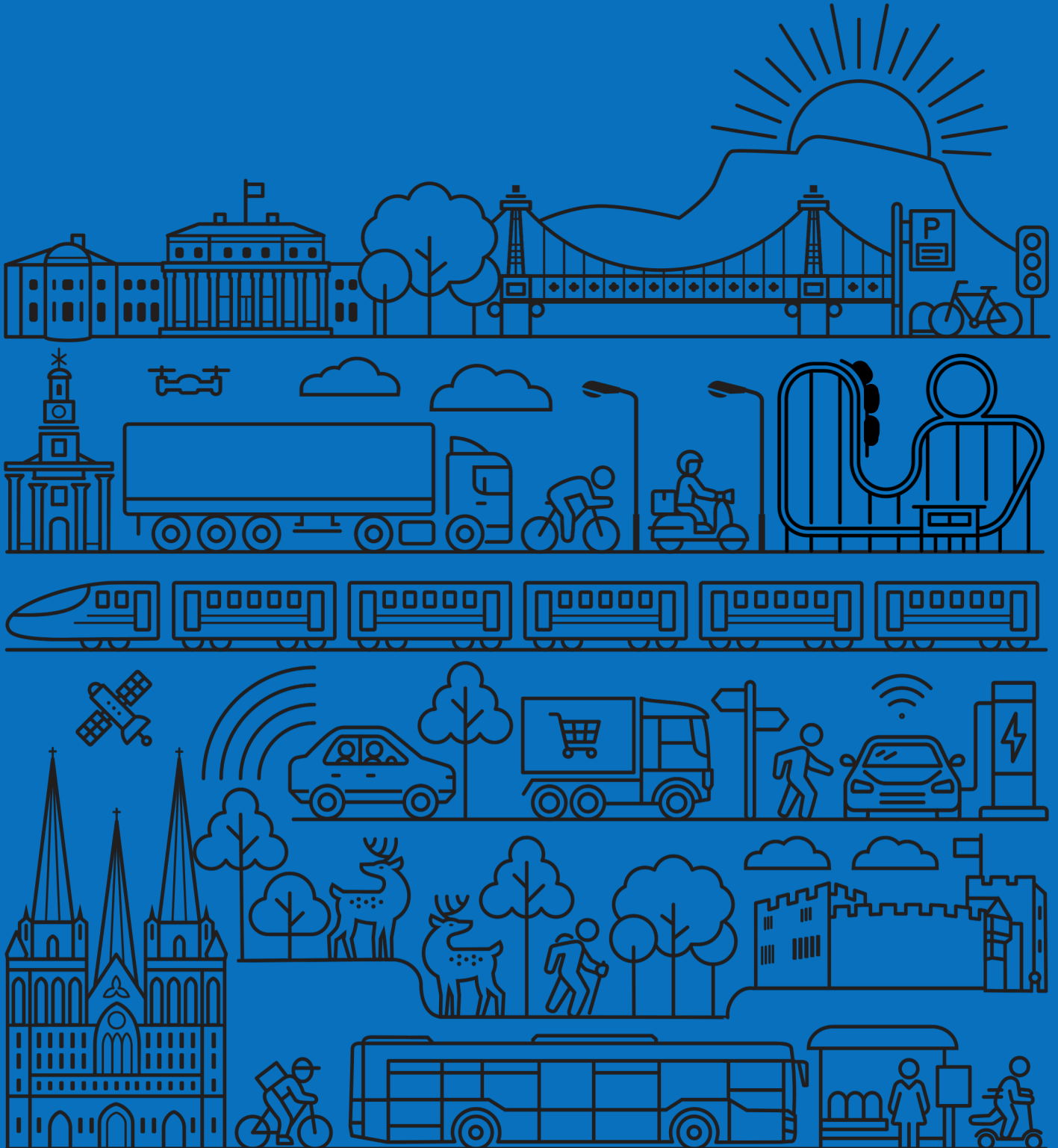


# STAFFORDSHIRE

# Draft Local Transport Plan

## 2025

## Household Travel Survey



# Countywide Household Travel Survey 2023 analysis

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## Overview

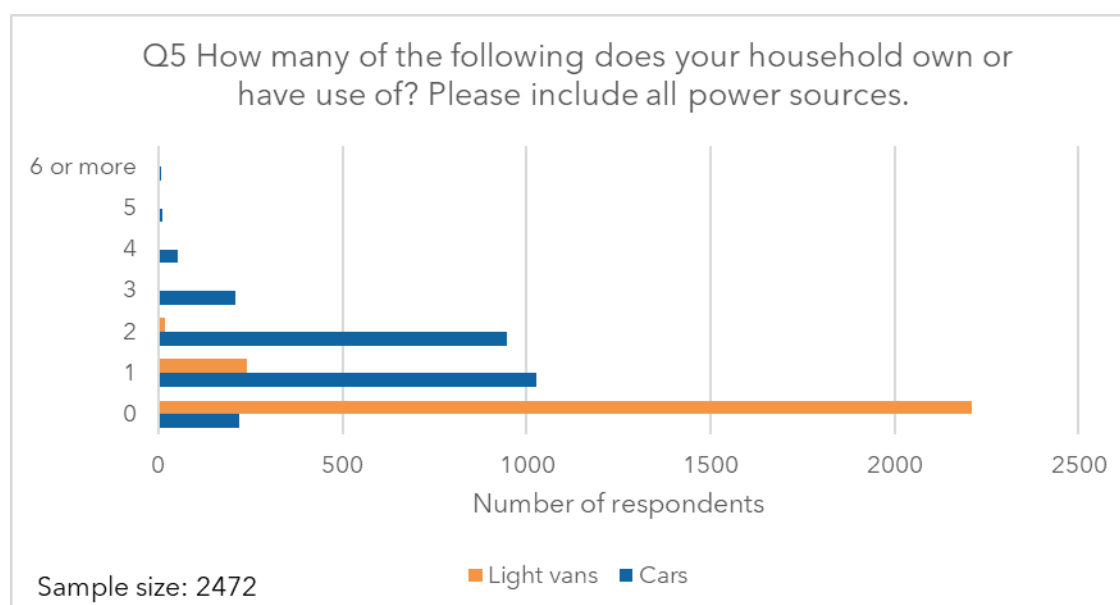
In 2023, Staffordshire County Council conducted a household travel survey to understand the travel behaviours of people living in Staffordshire. It was live for four weeks between Monday 19<sup>th</sup> June and Saturday 16<sup>th</sup> July 2023 and was available online at [letstalk.staffordshire.gov.uk](https://letstalk.staffordshire.gov.uk). The survey was structured into two main parts. The first part of the survey was a questionnaire which included questions about vehicle availability, vehicle fuel types, transport modes by journey purposes, climate change, and health and wellbeing. The other part of the survey consisted of a one-day travel diary in which respondents recorded all the journeys they had made the day before completing the survey. This included their origins and destinations, modes of transport, journey purposes and times of day they made each journey.

The survey received 2,472 responses from Staffordshire residents, with 1,935 of these also completing the one-day travel diary. The sample is statistically representative of Staffordshire, with responses from residents in all eight Staffordshire districts and a good distribution across urban and rural areas. Older people and females are slightly overrepresented, but it is understood that this is common for surveys.

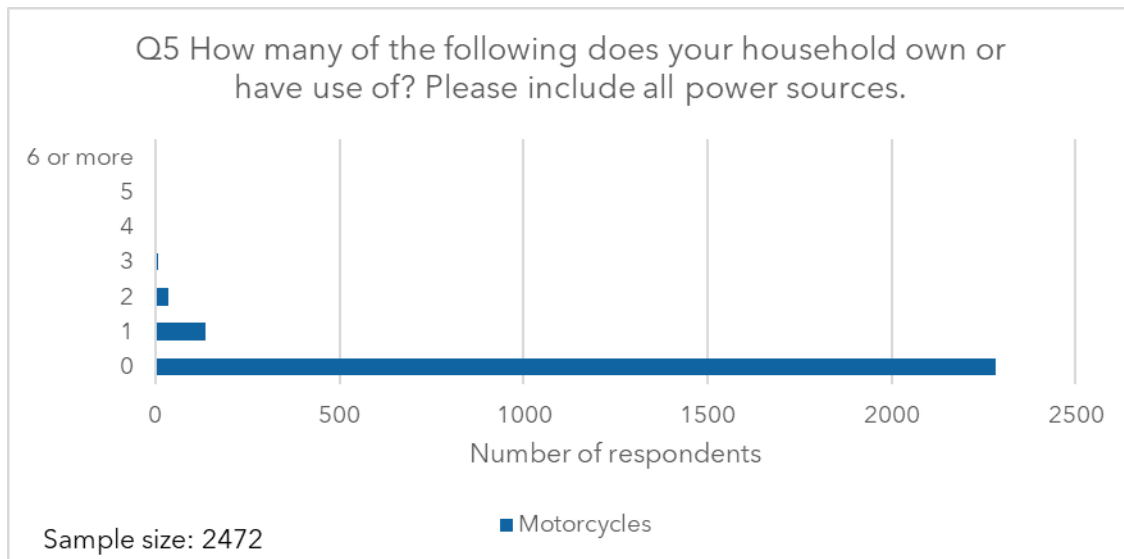
The questions regarding travel to work and education allowed respondents to answer for others in their household, therefore sample sizes may be larger than the total number of survey respondents.

## Data from Questionnaire

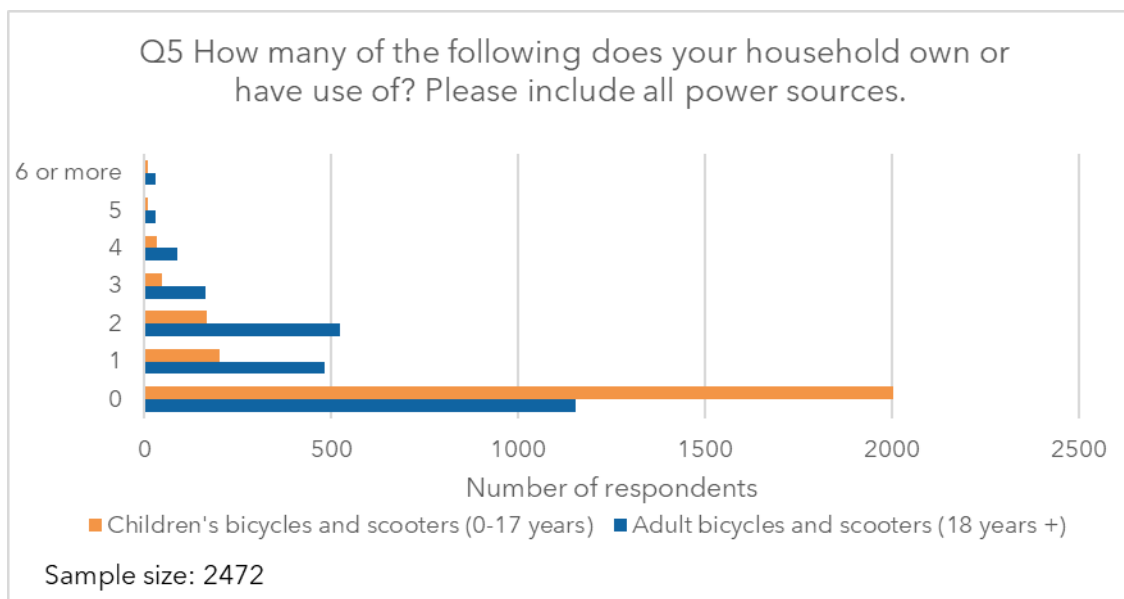
### Vehicle Availability



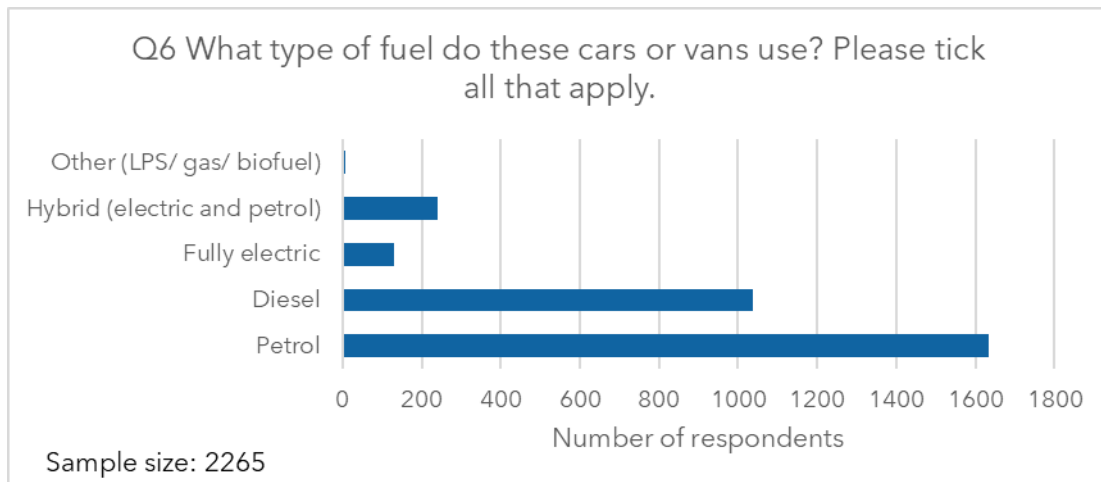
91% of respondents stated that their household owned or had use of at least one car, and half of respondents had two or more cars. 11% of respondents had at least one van in the household.



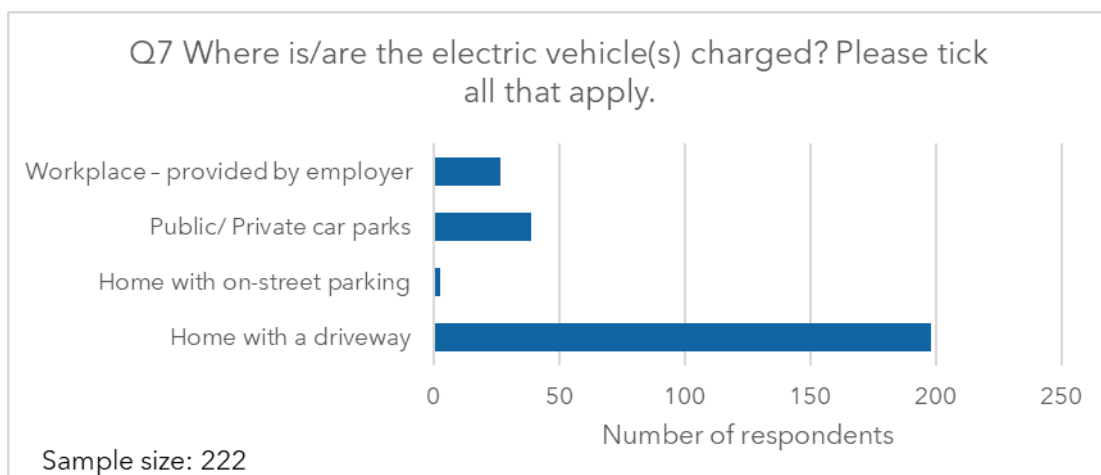
6% of respondents' households owned or had use of a motorcycle, with 28% of these having two or more.



More than half of respondents had at least one bicycle/scooter in the household and almost 20% had at least one children's bicycle/scooter.

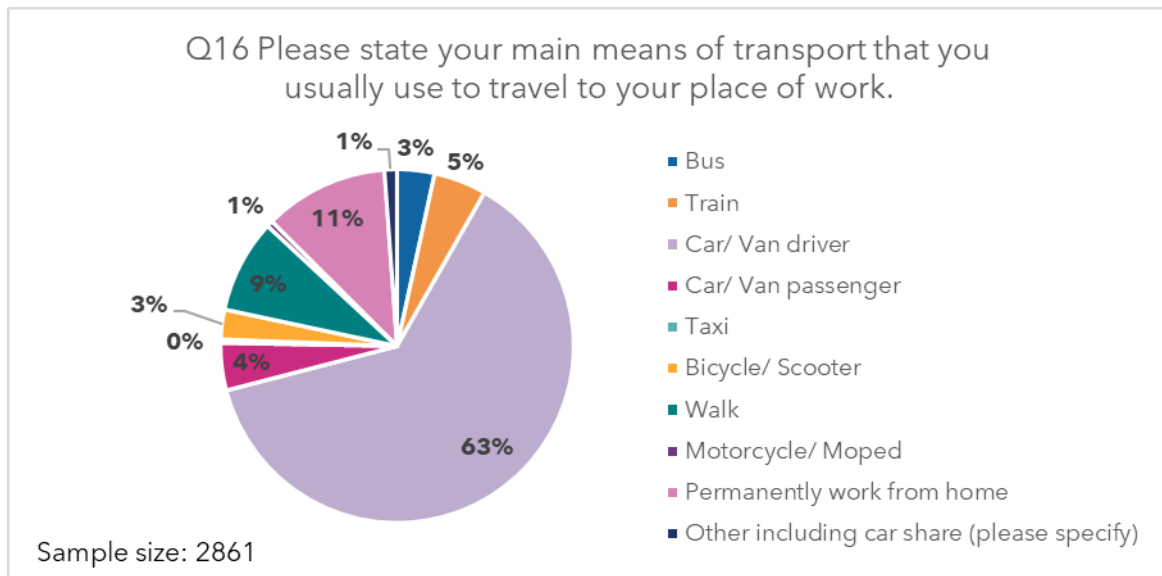


Of those with access to cars/vans, most used petrol or diesel, with 72% of respondents with a car or van having a petrol vehicle. 6% of those owning/using cars/vans had a fully electric vehicle, while 11% had a hybrid vehicle.

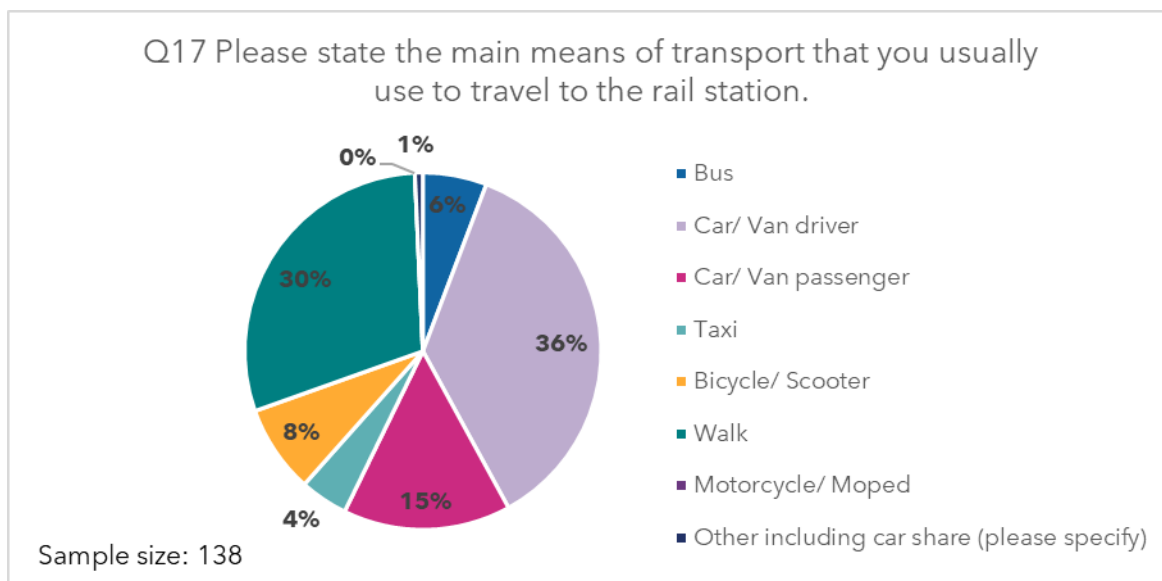


Of those with access to an electric vehicle, almost 90% were able to charge at home with a driveway, and just 1% charged at home with on-street parking. 30% used car parks or workplaces to charge (either in addition to or instead of charging at home).

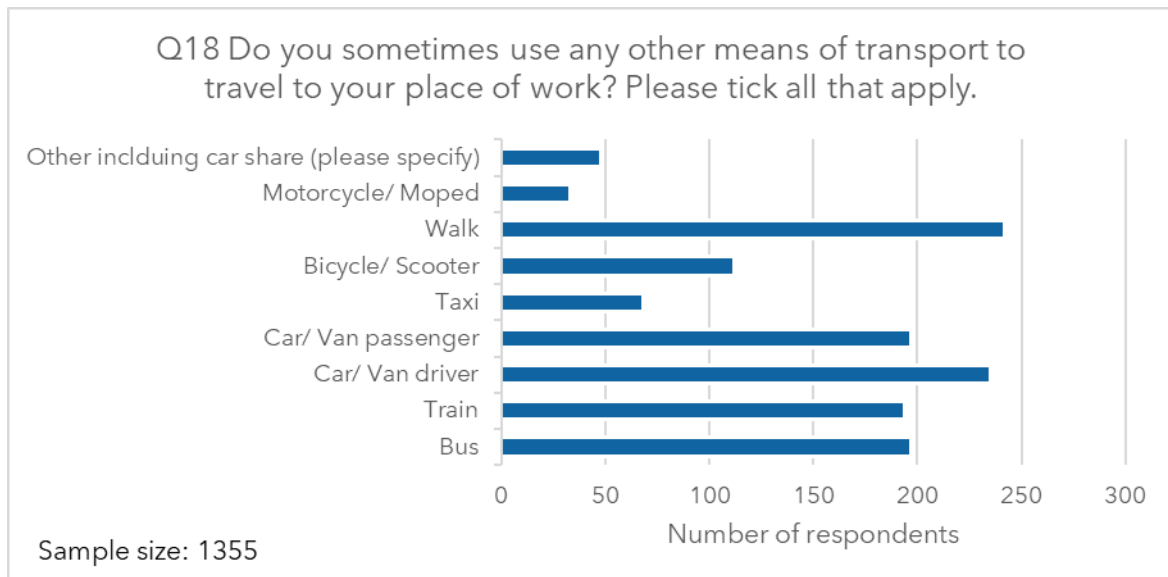
## Travel to Work



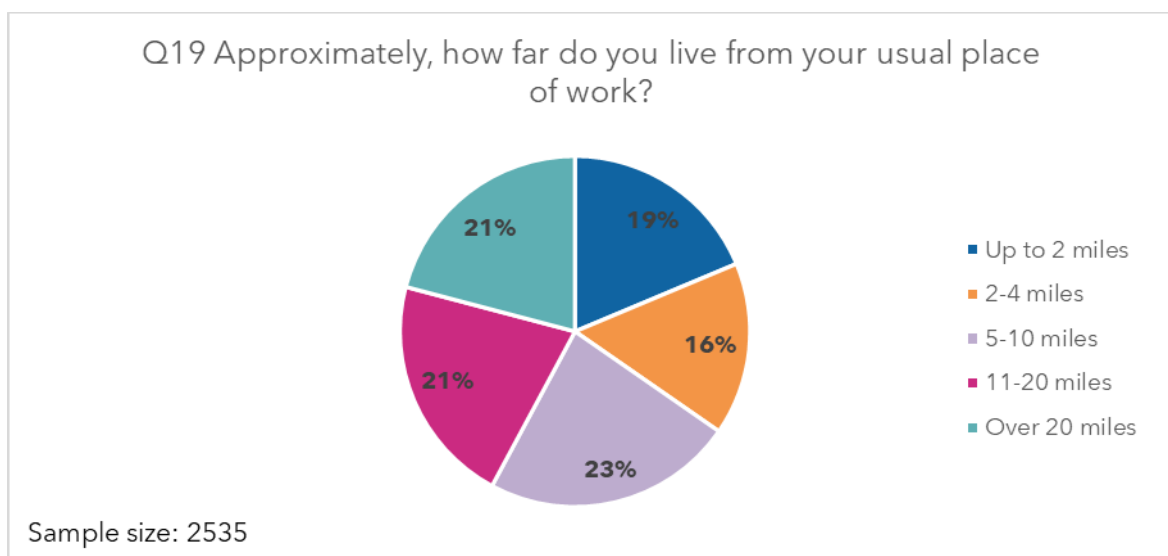
Most respondents travelled to work by driving a car or van, while 12% used active travel (walk or bicycle/scooter), and 8% travelled by train or bus. 11% permanently worked from home.



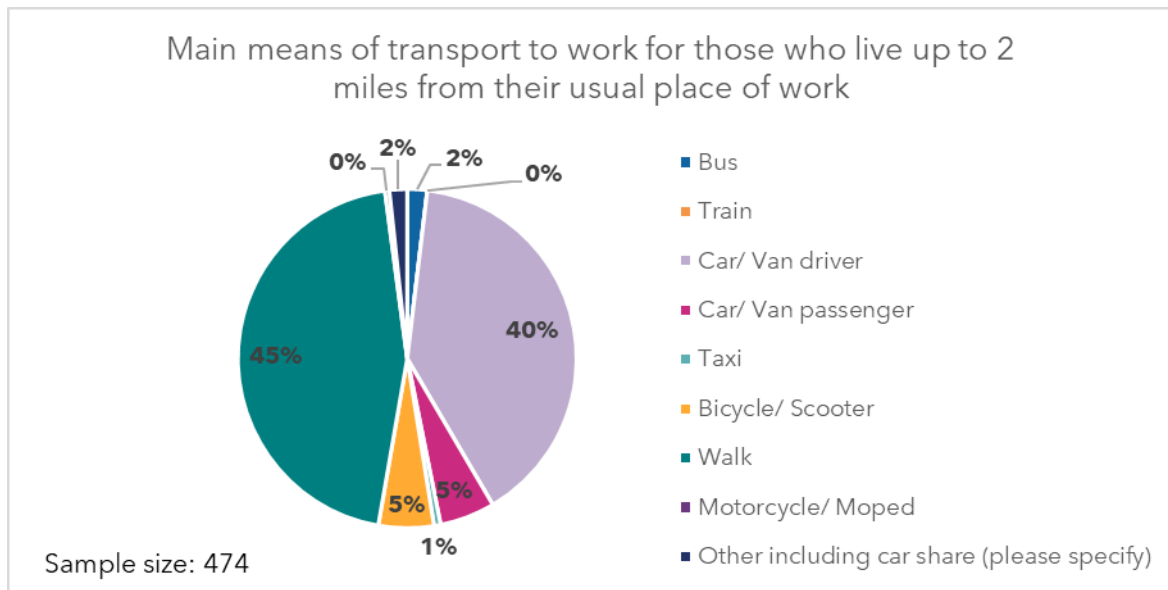
Of those who travelled by train on their commute to work, around half used a car or van to travel to the rail station, while 38% used active travel. A small number travelled by bus or taxi.



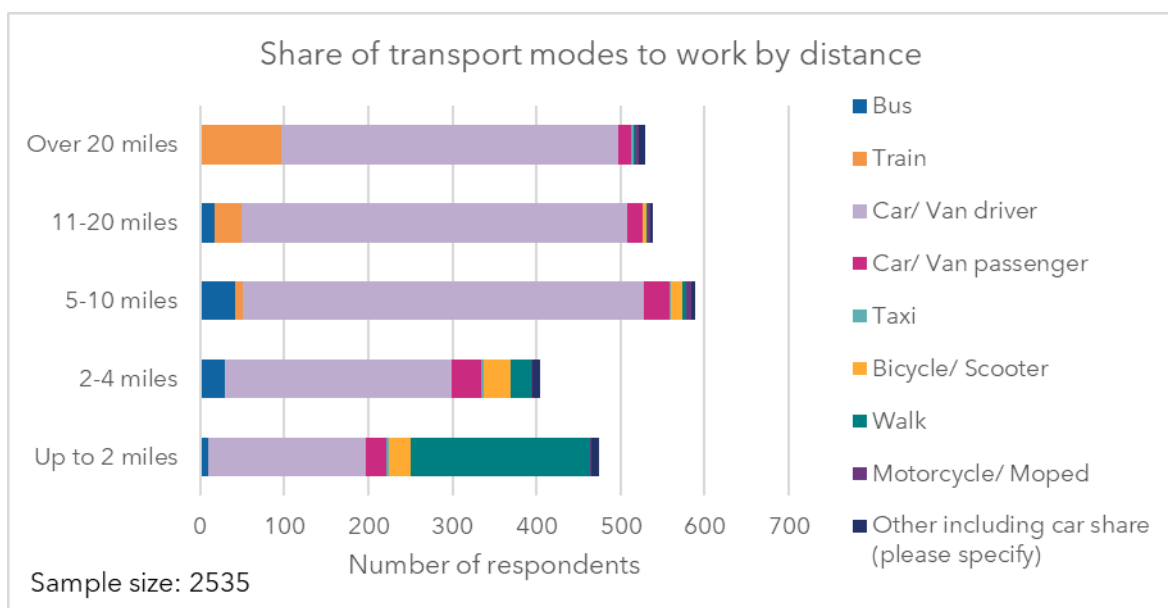
Almost half of those in employment sometimes travelled to their workplace by a mode of transport other than their main mode.



58% of employed respondents (excluding those working from home permanently) lived 10 miles or less from their place of work, and 19% lived less than 2 miles away. Of the 42% living more than 10 miles away from work, half lived over 20 miles away.

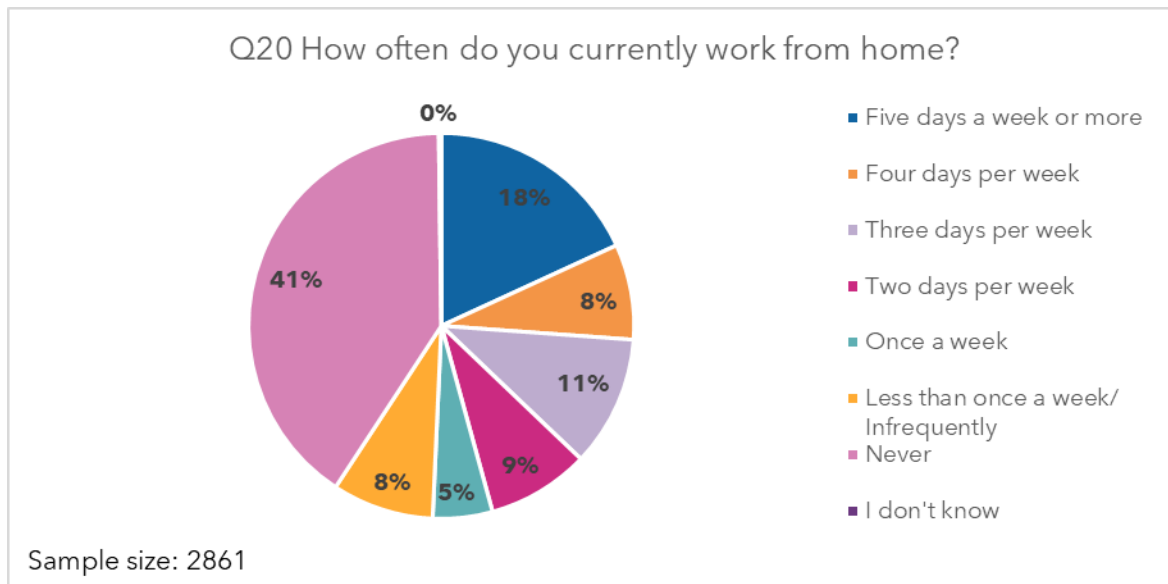


Half of those living less than 2 miles from their workplace used active travel to get to work, and 45% either drove or were a passenger in a car or van. Just 2% travelled by bus to work.

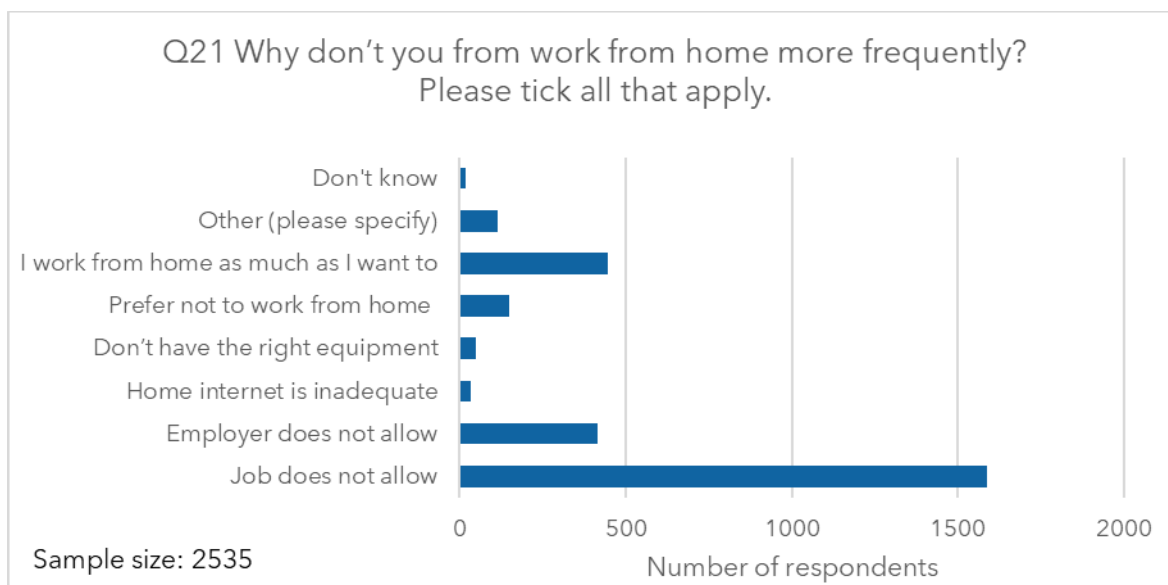


Travel to work by car or van was the dominant mode for every distance over 2 miles. Respondents' likelihood of travelling by train to work increased when they lived further away from their workplace, particularly over 20 miles away. Bus usage peaked when respondents lived between 2 and 10 miles from work.

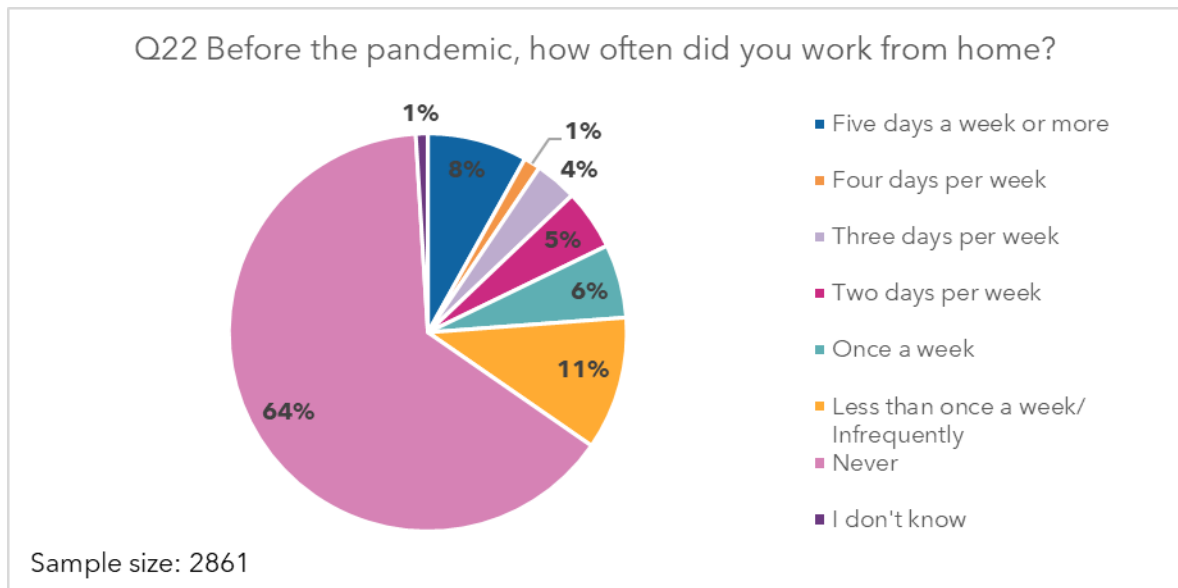




59% of respondents worked from home at least some of the time, and 18% worked from home five days a week or more.



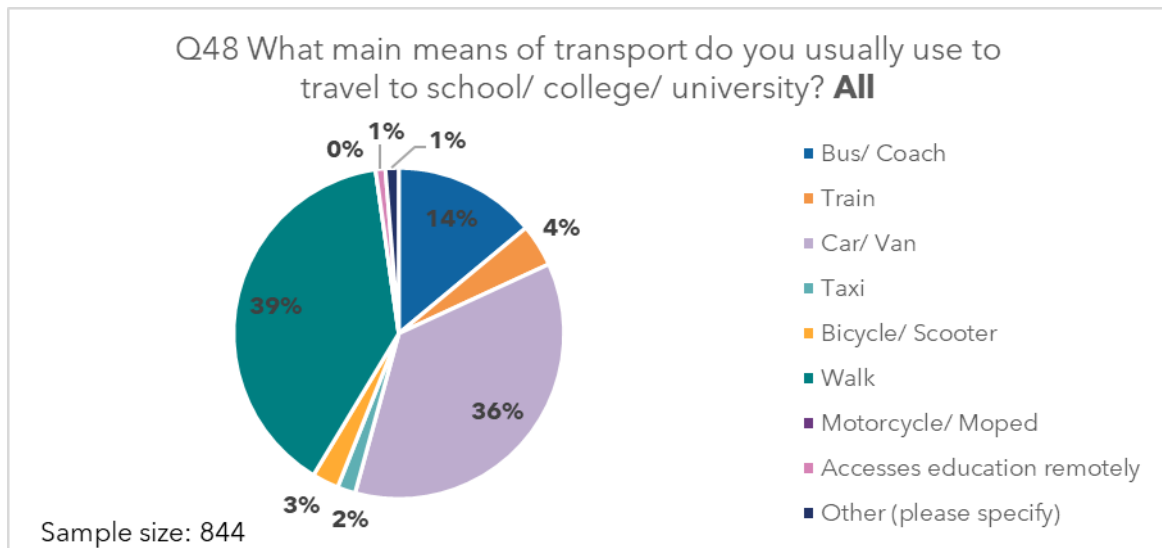
When asked why they do not work from home more frequently, 63% selected 'job does not allow' and 16% selected 'employer does not allow'. 18% said that they worked from home as much as they wanted to.



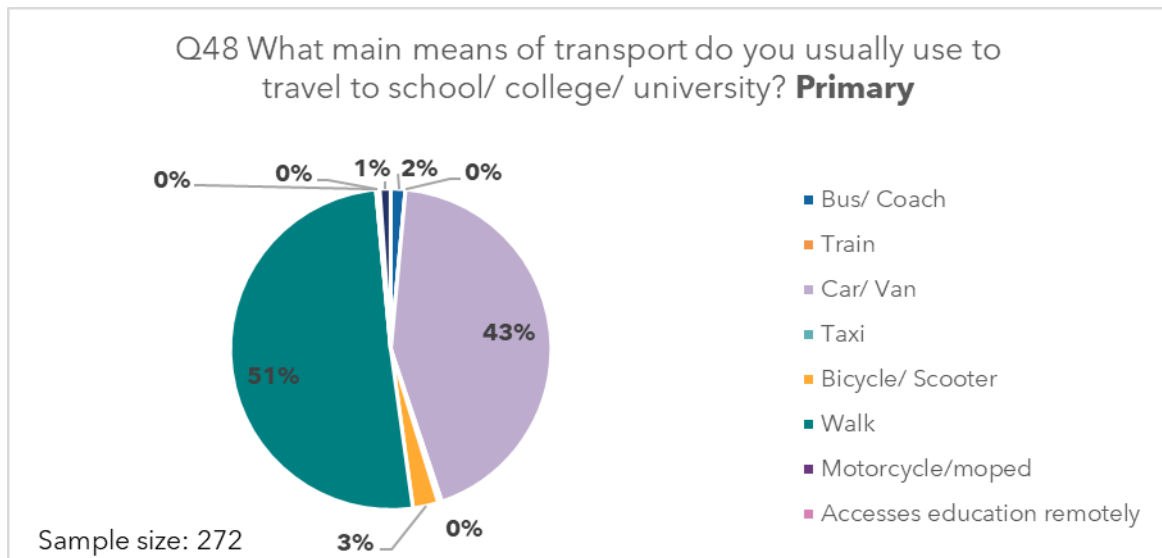
Before the pandemic, most respondents never worked from home, and only 8% worked from home five days a week or more.

### Travel to Education

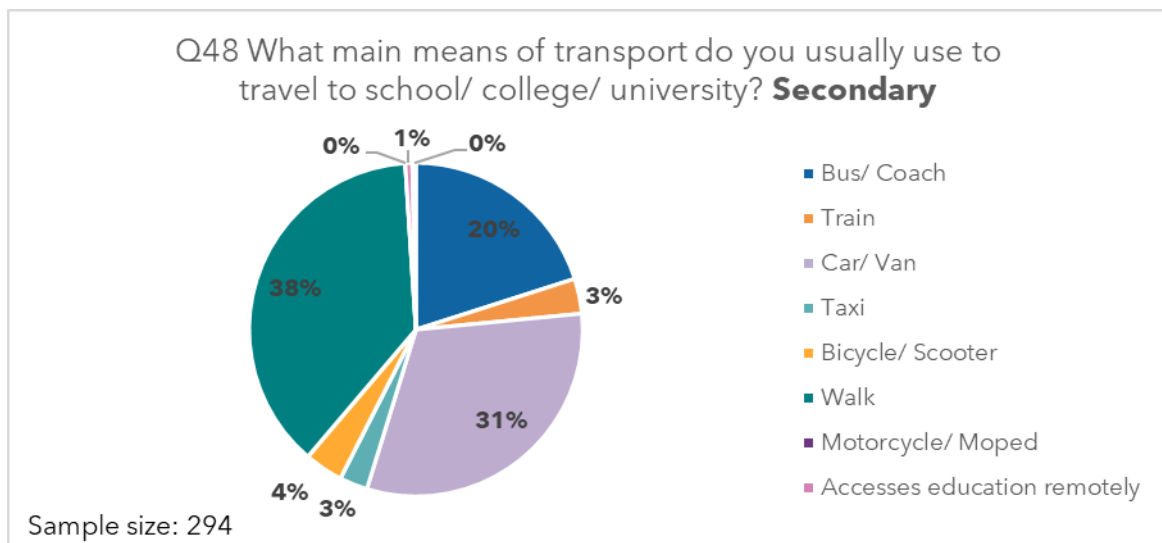
Note - Education levels (primary, secondary, further and higher) were inferred where possible from ages of those in the household.



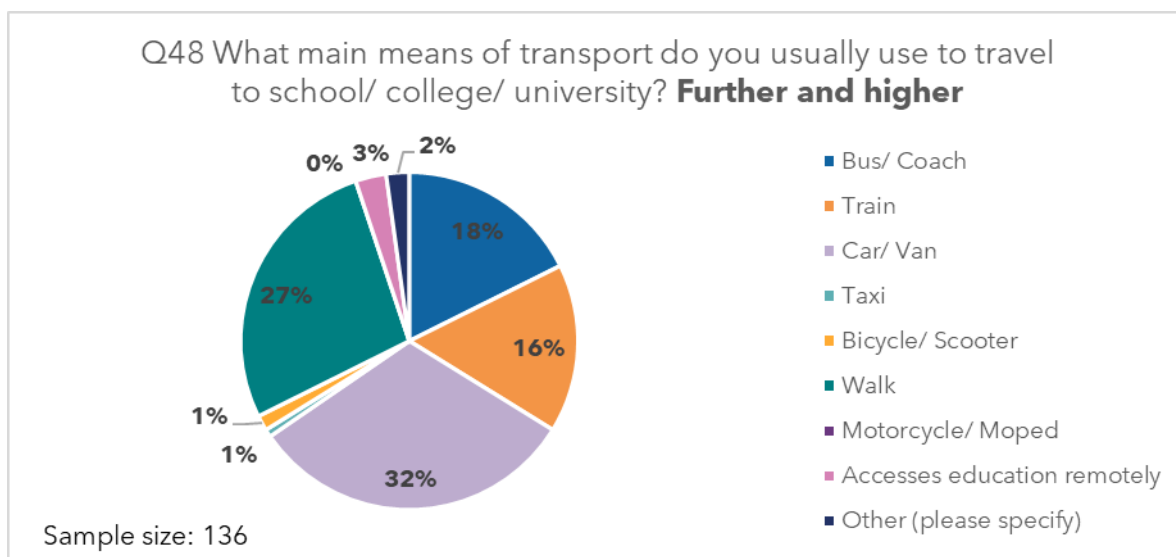
Overall, most respondents in education travelled to school/college/university by walking or car. 14% travelled by bus or coach, 4% travelled by train and 3% cycled or scooted.



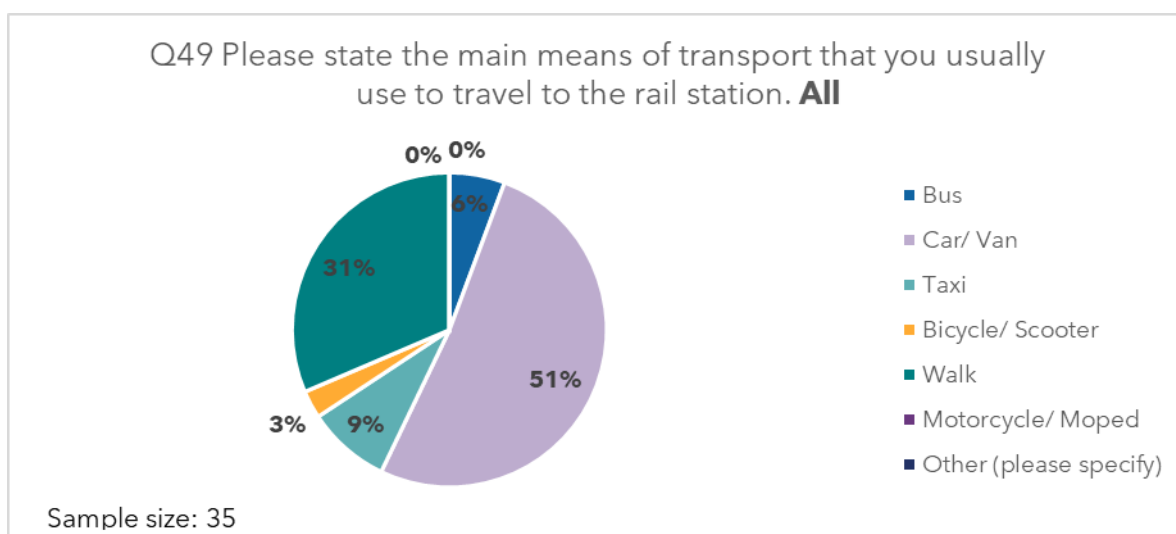
Primary school children were more likely to walk to school, with over half of them doing so. They were also more likely to be driven to school than the other educational levels.



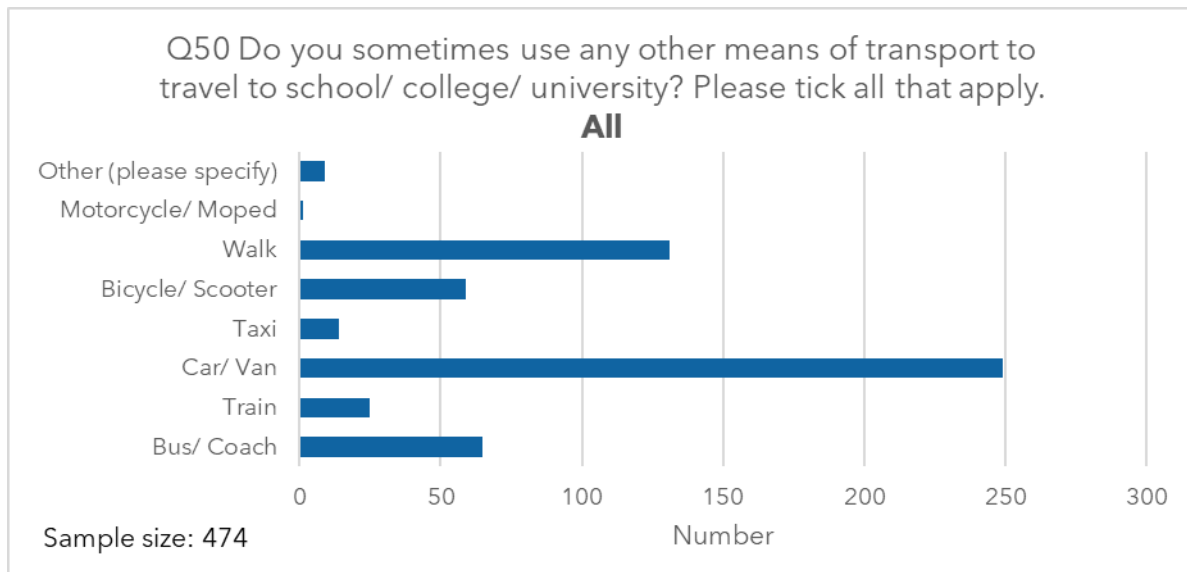
More than half of secondary school children either walked or caught a bus to school. They also had a higher level of bicycle/scooter travel to school than the other educational levels at 4%.



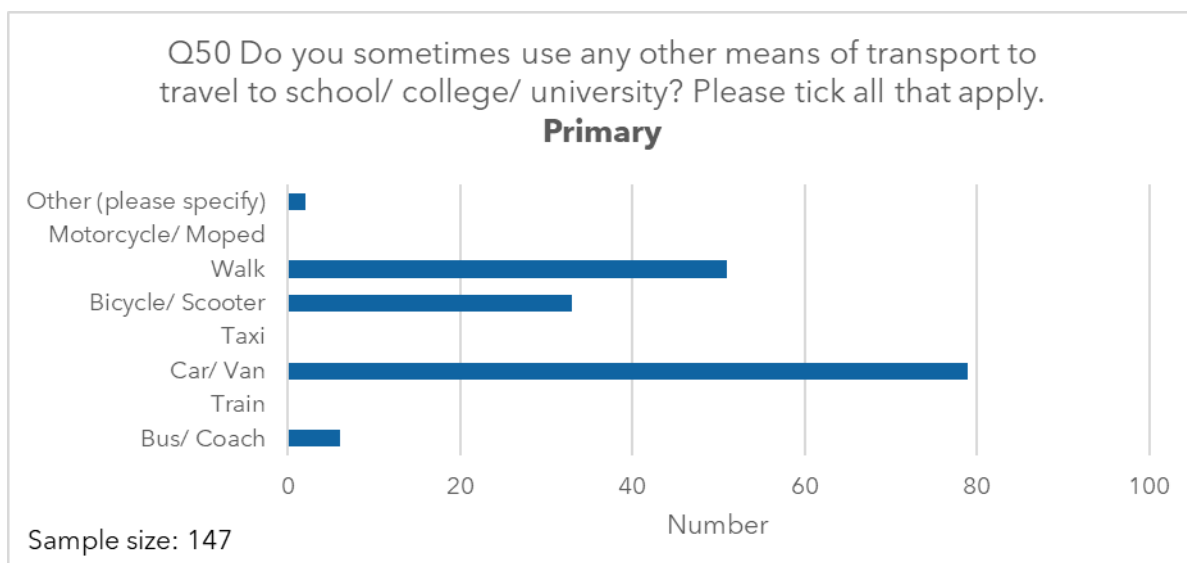
34% of students in further or higher education travelled to college/university by train or bus/coach. Train travel was much higher than the other educational levels, with walking being lower. Travel by car was similar to those in secondary education.



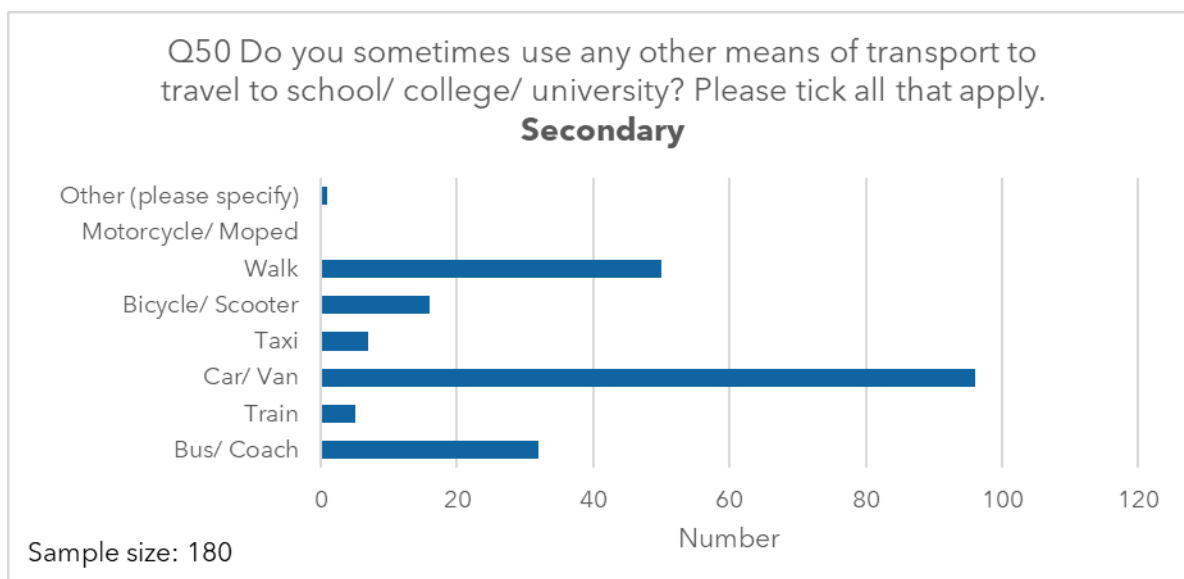
Half of those who travelled by train to school/college/university travelled by car/van to the rail station, while 34% walked or cycled/scooted, 9% caught a taxi and 6% caught a bus.



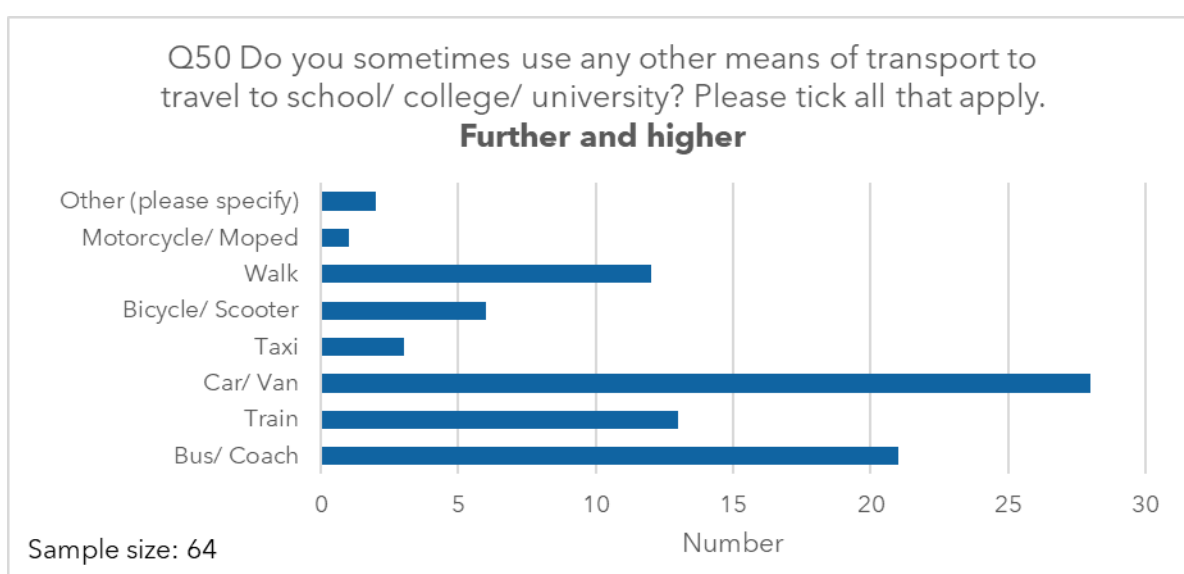
56% of people in education sometimes used another form of transport other than their main mode to travel to their place of education.



Less than half of primary school children used a mode other than their main mode to travel to school. Most of these used either car/van or active travel modes.

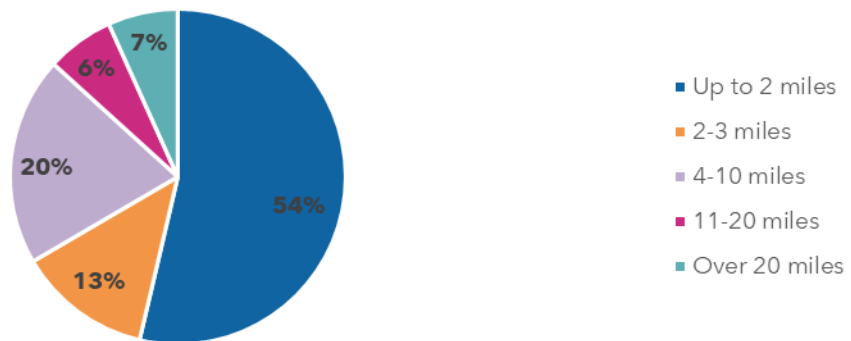


More than half of secondary school children sometimes used another mode to travel to school. As with primary school children, most of these either used car/van or active travel, but some also caught a bus/coach.



Less than half of students in further and higher education used another mode of transport to travel to their place of education. The proportion of train and bus/coach travel was higher than the other educational levels.

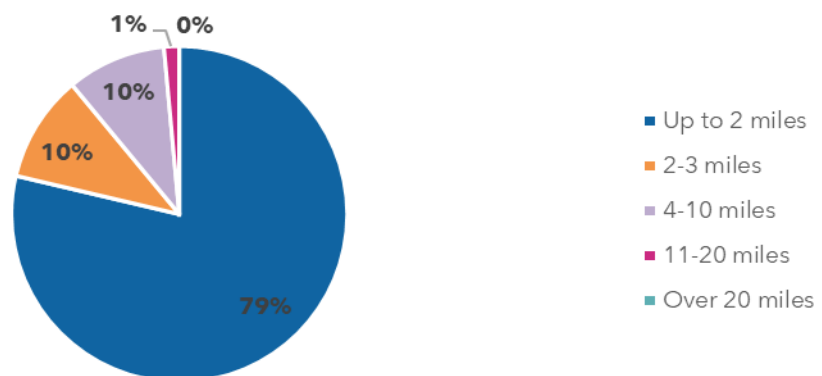
Q51 Approximately, how far do you live from your school/ college/ university? - **All**



Sample size: 844

More than half of respondents in education lived less than 2 miles from their school/college/university and a third lived between 2 and 10 miles away. 6% lived between 11 and 20 miles away and 7% lived over 20 miles away.

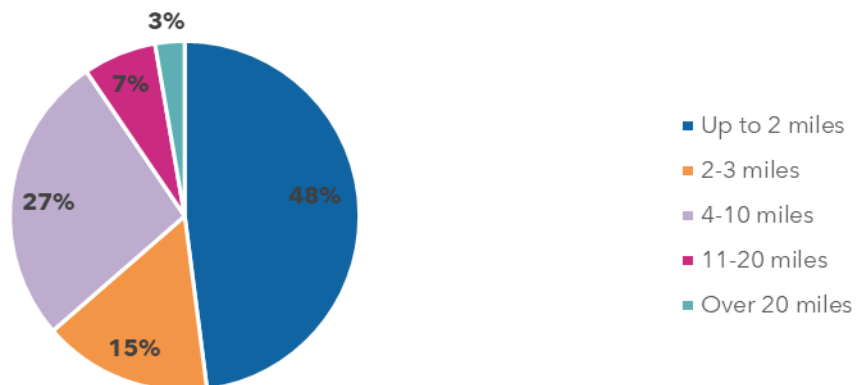
Q51 Approximately, how far do you live from your school/ college/ university? **Primary**



Sample size: 272

Almost 80% of primary school children lived less than 2 miles from their school and 20% lived between 2 and 10 miles away. None of them lived over 20 miles from their school.

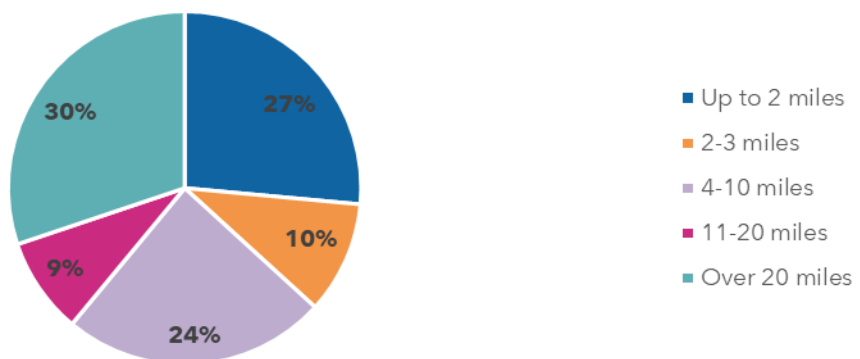
Q51 Approximately, how far do you live from your school/ college/ university? **Secondary**



Sample size: 294

Around half of secondary school children lived less than 2 miles from their school, with more living further away than primary school children. 3% lived over 20 miles away.

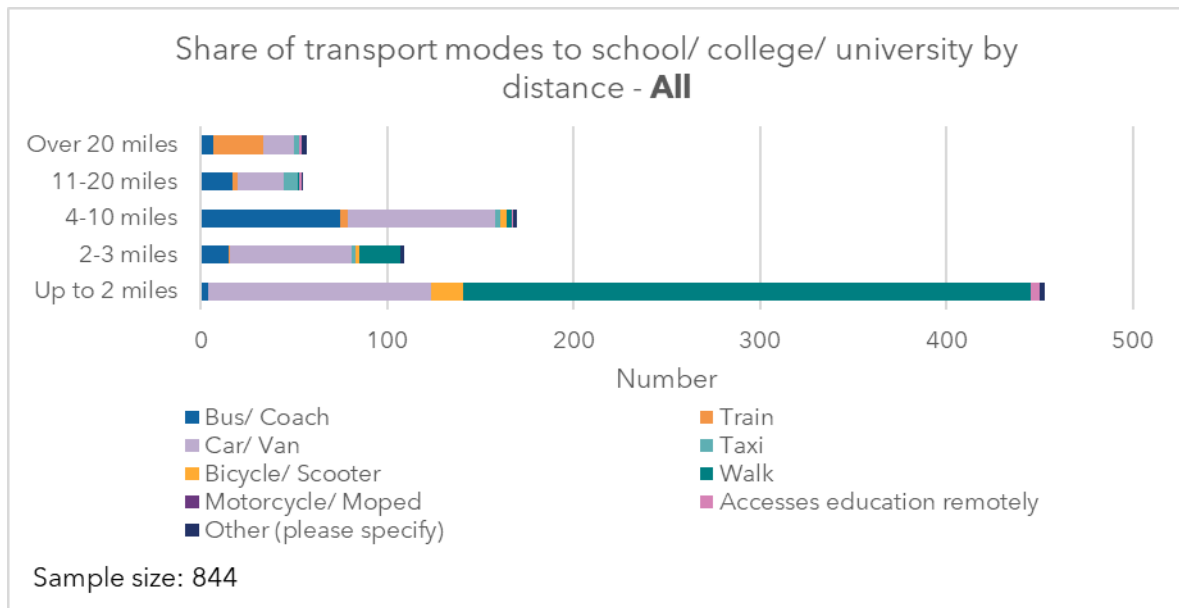
Q51 Approximately, how far do you live from your school/ college/ university? **Further and higher**



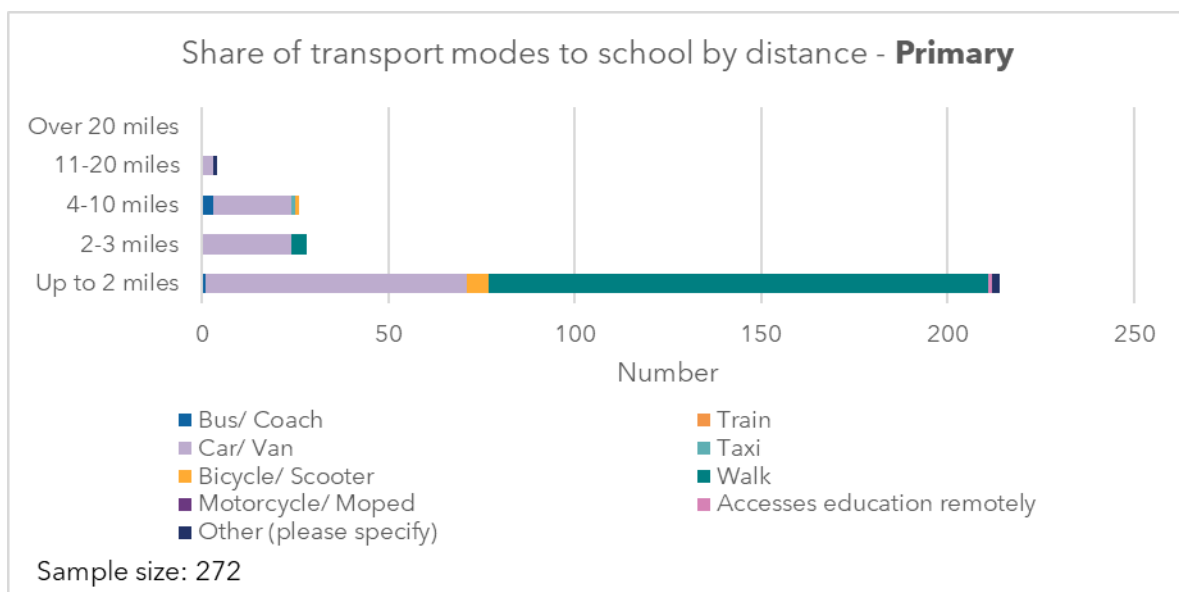
Sample size: 136

30% of students in further and higher education lived more than 20 miles from their place of education, with only 27% living less than 2 miles away. Around a quarter lived between 4 and 10 miles away.

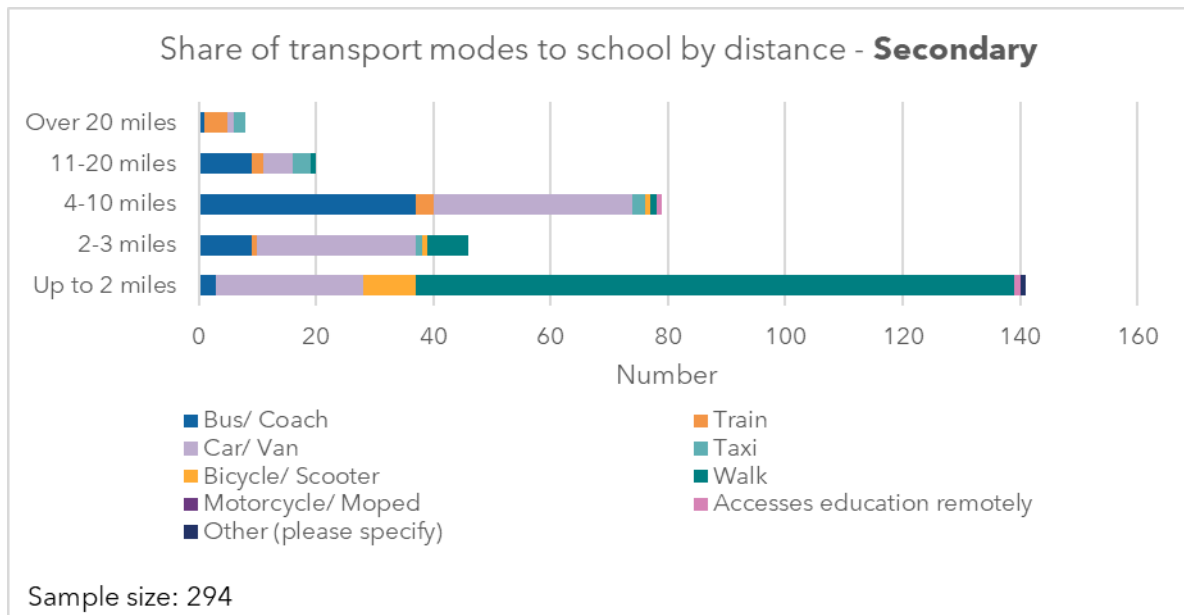




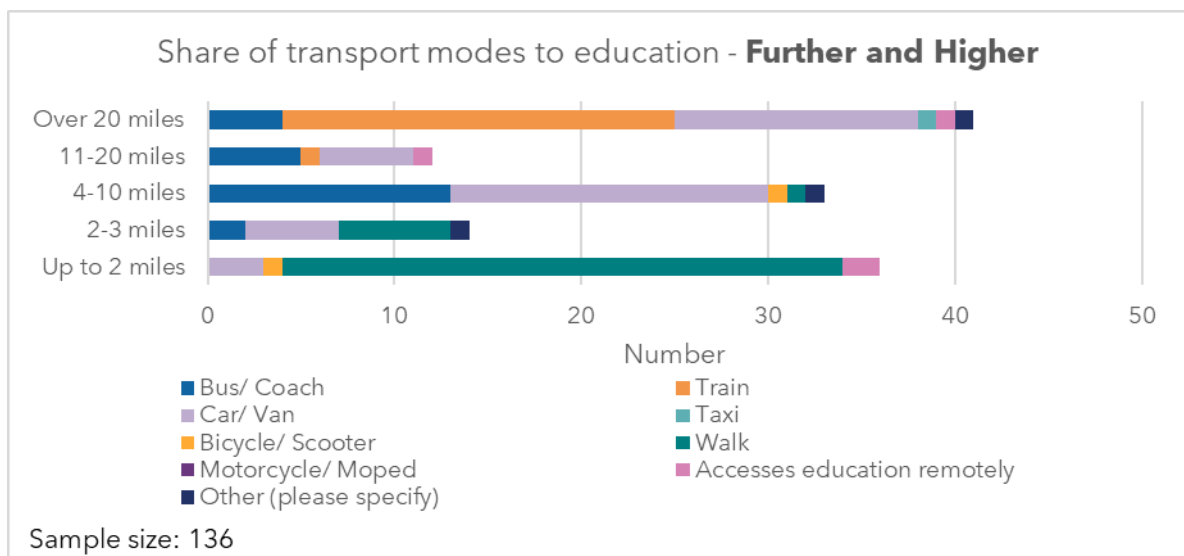
Most respondents in education who lived less than 2 miles from their school/college/university walked. This was also the distance bracket with the highest proportion of travel by bicycle/scooter. Rail travel increased significantly when respondents lived over 20 miles from their place of education, while bus use peaked when they lived between 4 and 20 miles away. Car/van travel was highest for those living between 2 and 3 miles away.



For primary school children living less than 2 miles from their school, active travel was the most common mode of transport. For distances of 2 miles or more, car/van travel dominated.



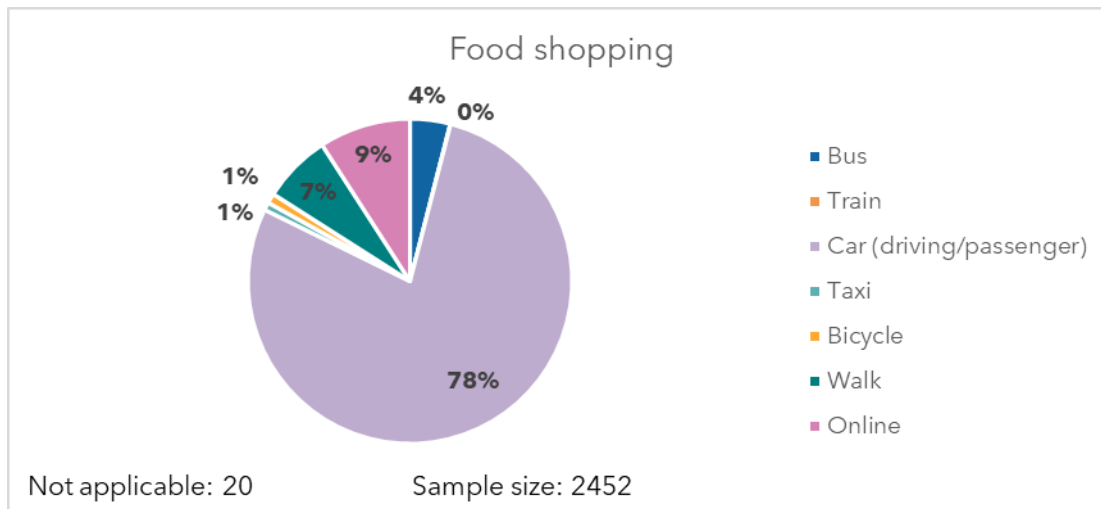
Almost 80% of secondary school children living less than 2 miles from school used active travel to get to school and most of those living 2 to 3 miles away travelled by car/van. Bus/coach was the most common mode of transport for those living between 4 and 20 miles away. Half of secondary school children living more than 20 miles away travelled by train.



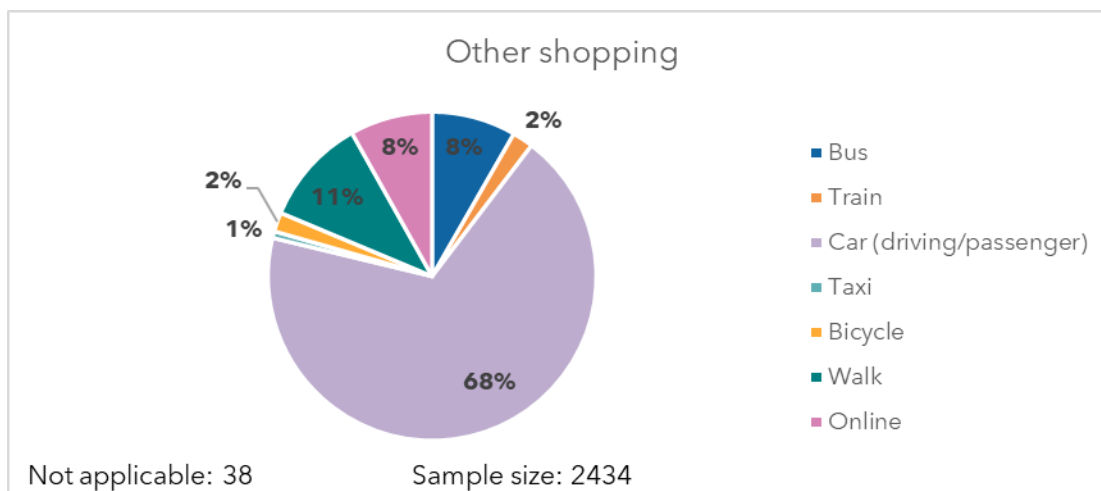
86% of further and higher students living less than 2 miles from college/university walked or cycled. Almost half living between 2 and 3 miles away also walked. Bus/coach travel was around 40% for students living between 4 and 20 miles away, with car/van travel being similar (slightly higher between 4 and 10 miles). Half of students living more than 20 miles away travelled by train.

## Transport Mode by Purpose

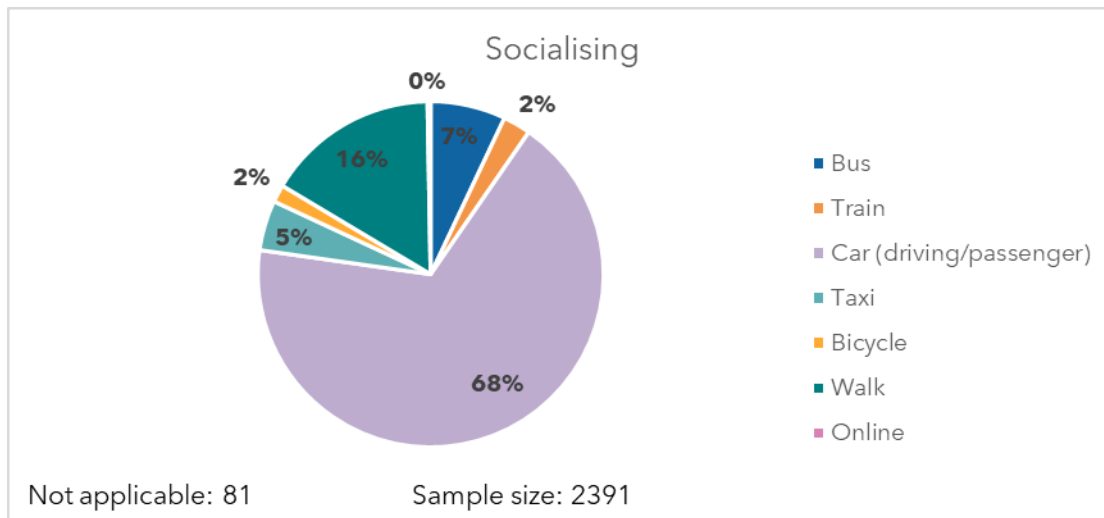
Q67 What method of transport do you usually use for the following types of journeys?



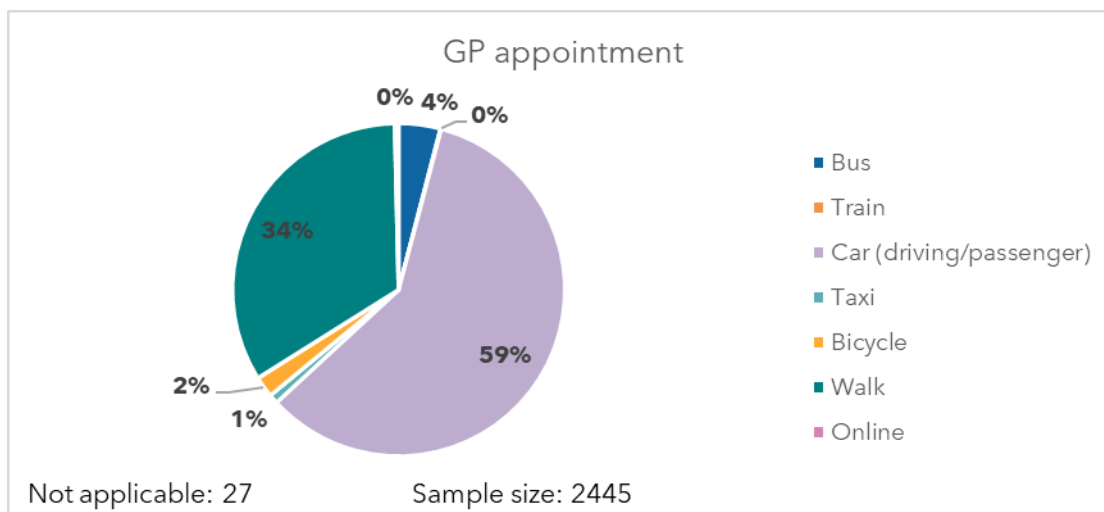
9% of respondents usually shopped online for food which was the highest online proportion of all the purposes. Almost 80% travelled by car and 7% walked, with 4% catching a bus.



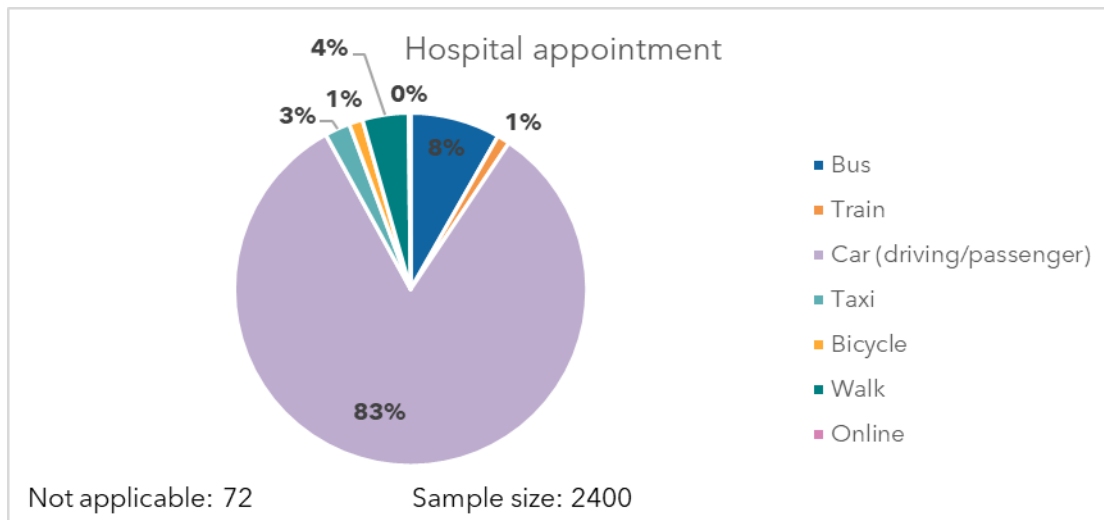
Transport mode proportions for other shopping were similar to food shopping, but with higher levels of walking and cycling, as well as more bus and rail travel as opposed to car travel.



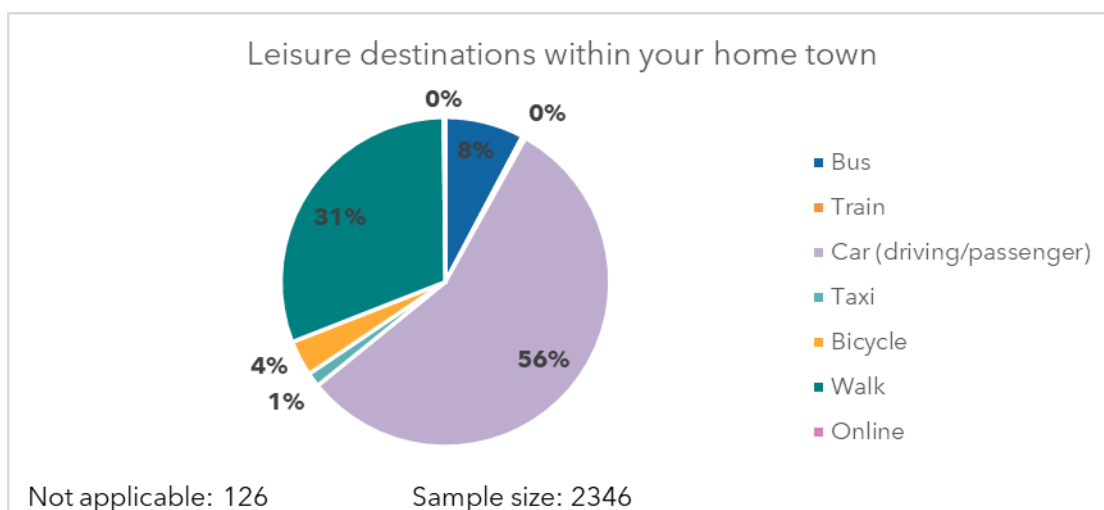
At 5%, travel by taxi was higher for socialising than the other purposes. Walking and cycling were also relatively high at a combined 18%. Car travel was still quite high at 68%.



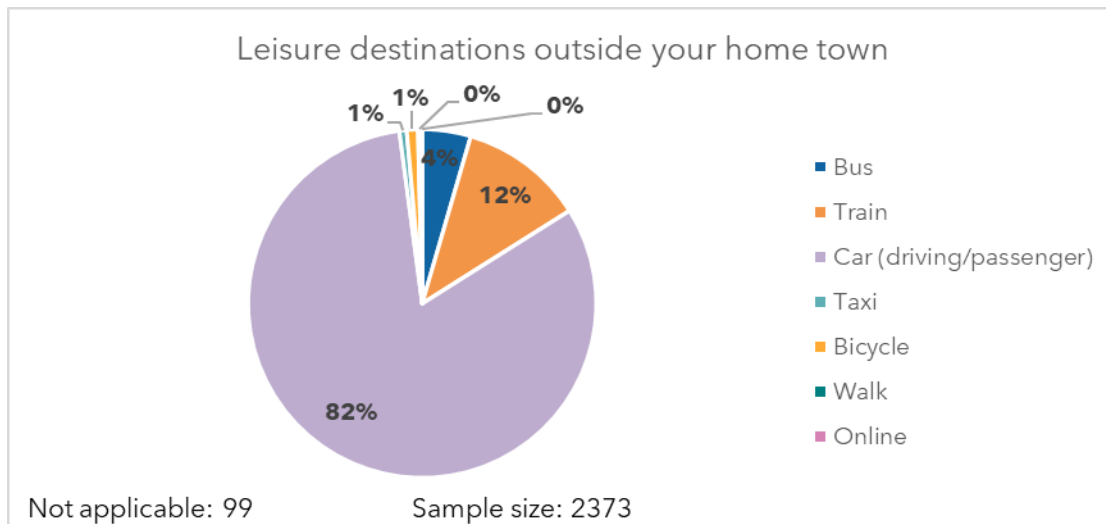
Respondents were more likely to walk to GP appointments than for any of the other purposes, with 34% walking to their appointments. Car travel was also lower for this purpose at 59%.



Hospital appointments had the highest proportion of car travel at 83%. 8% travelled by bus which was also higher than the other purposes. The proportion of those walking was similar to those taking a taxi, at 4% and 3% respectively.

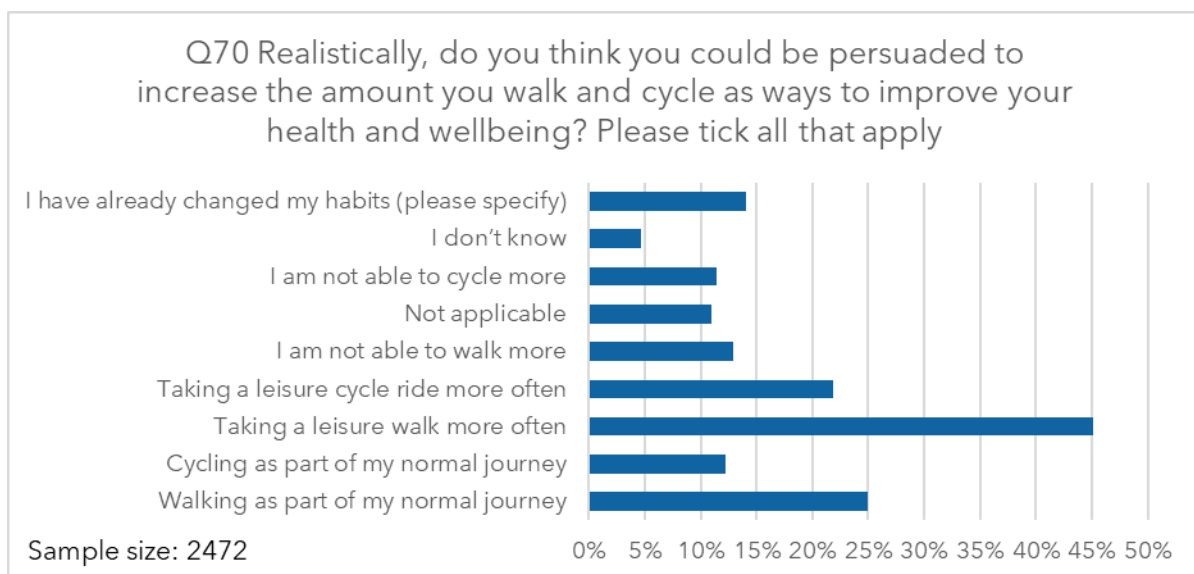


Leisure destinations within the home town had the lowest levels of car use, but still over half at 56%. Walking was high for this purpose at 31%, as well as cycling at 4%. 8% also travelled by bus.

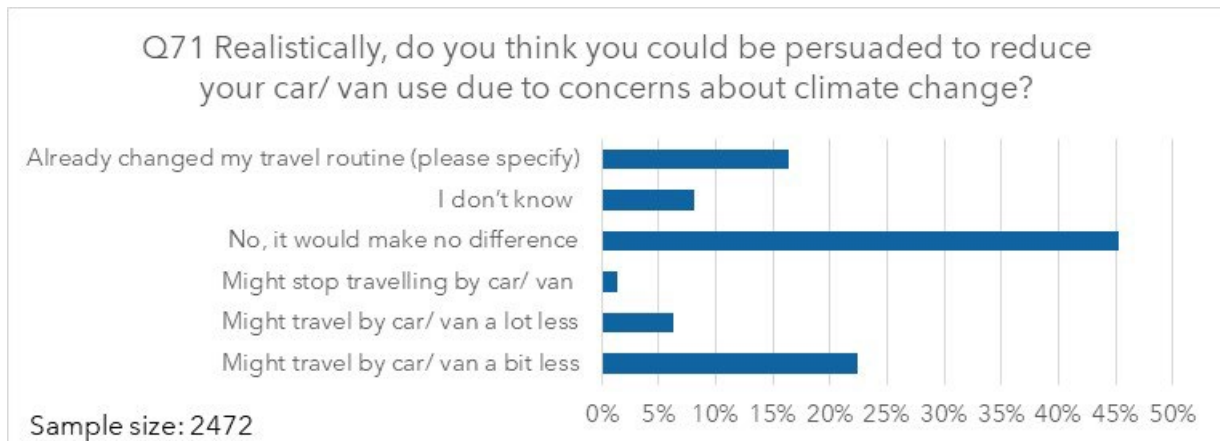


Car travel was very high for leisure destinations outside of the home town at 82%. Rail travel was higher than the other purposes at 12%, while 4% of respondents travelled by bus.

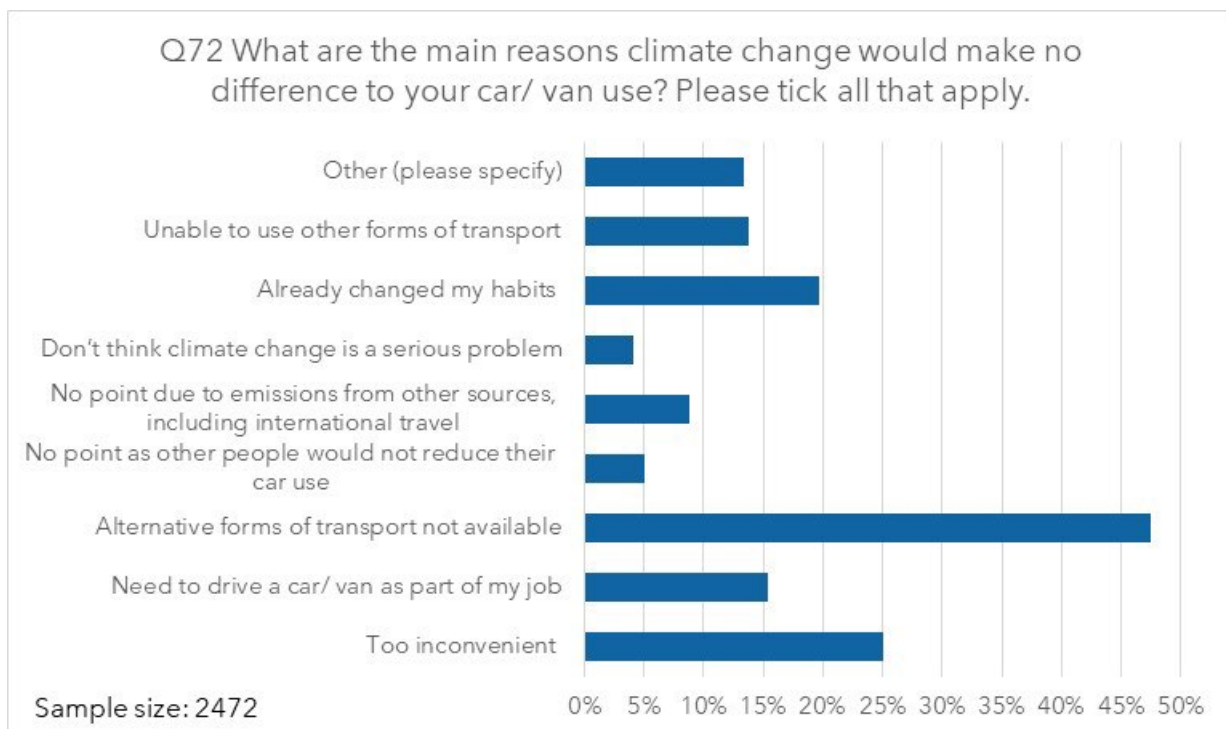
## Willingness to Change



When asked if they could be persuaded to walk and cycle more to improve health and wellbeing, 45% of respondents said they would take a leisure walk more often and a quarter said they would walk as part of their normal journey. Cycling was less popular, with 22% saying they would take a leisure cycle ride more often and 12% saying they would cycle more as part of their normal journey. 14% said they had already changed their habits. 13% said they were not able to walk more and 11% were not able to cycle more.



When asked if they thought they could be persuaded to reduce their car/van use due to concerns about climate change, 45% said it would not make a difference and 16% said they had already changed their travel routine. 22% might travel by car/van a bit less, 6% might travel a lot less, and 1% might stop travelling by car/van.

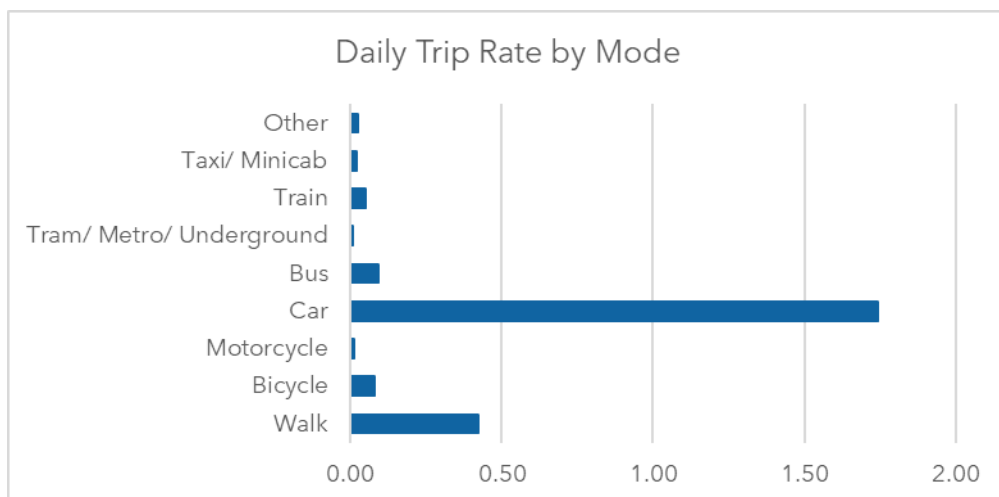


When asked what the main reasons are that climate change would make no difference to their car/van use, 48% said that alternative forms of transport are not available. The next highest responses were that it is too inconvenient (25%), and they have already changed they habits (20%). 15% said they need to drive a car/van as part of their job and 14% said they are unable to use other forms of transport.

## Data from One-Day Travel Diary

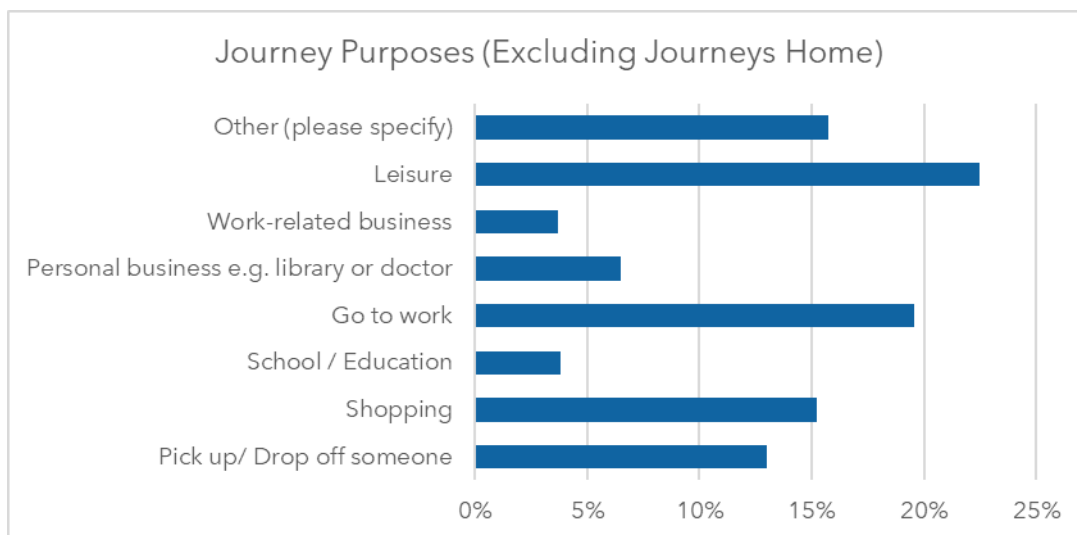
### Trip Rate

Note - When added together, the trip rates by mode will be higher than the overall trip rate figure as respondents were able to select more than one mode for each trip.



On average, Staffordshire residents made 2.3 trips per day. The highest transport mode was car with 1.7 trips per day, followed by walking with 0.4 trips per day. Bus and train combined were 0.14 trips per day.

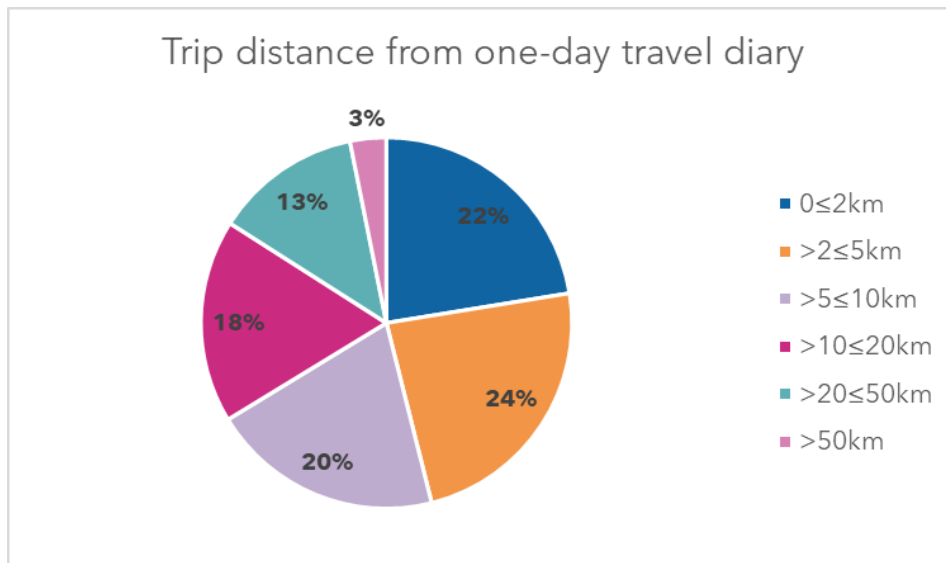
### Journey Purpose



The most common purpose for making a journey was leisure, which made up 22% of journeys. The next most common purposes were journeys to work (20%), other purposes not specified (16%), shopping (15%) and picking up/dropping someone off (13%).

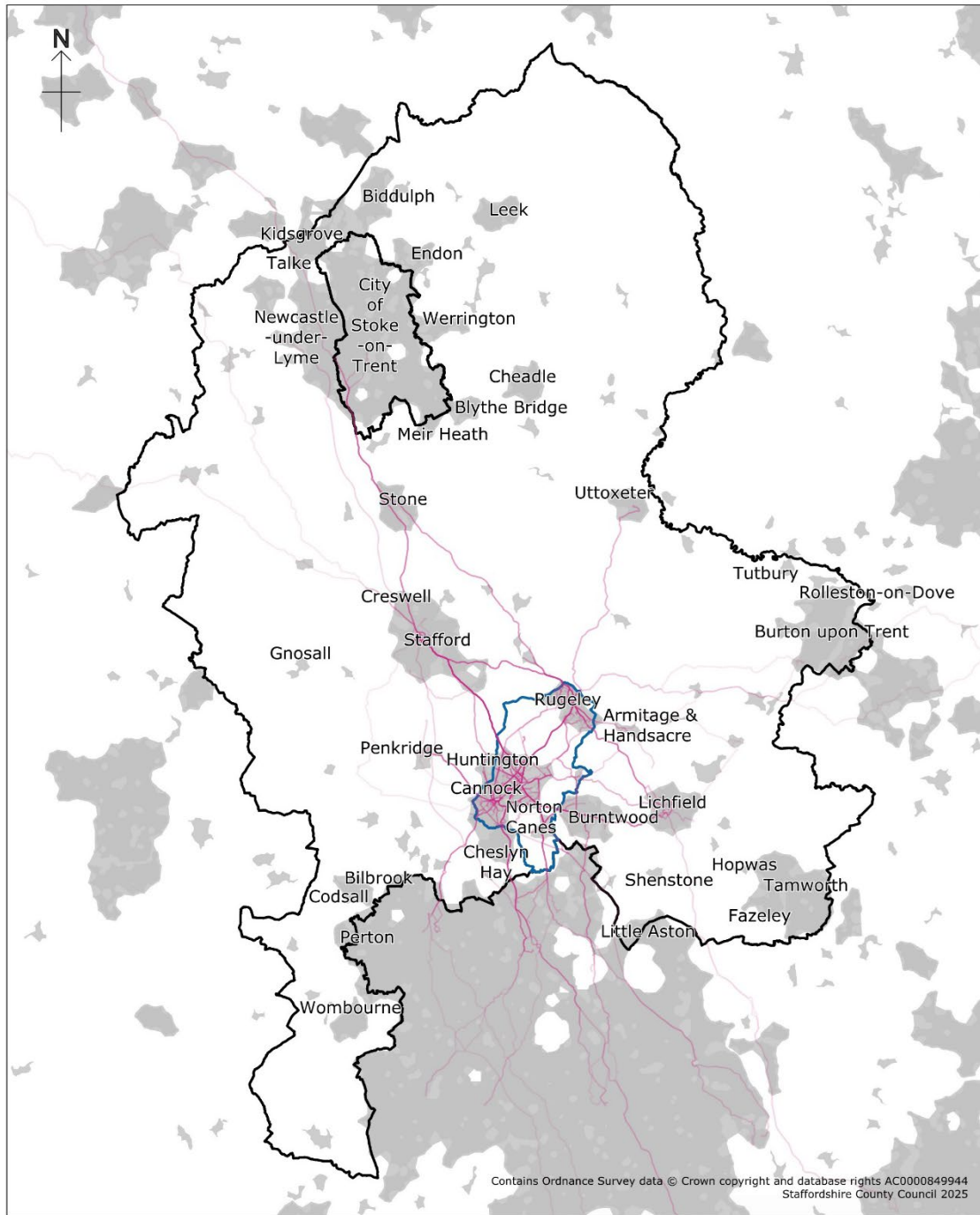


## Trip Distance



Of trips recorded in the one-day travel diary, 46% were 5km or less. Around half of trips were more than 5km and up to 50km, and 3% were more than 50km.

Trips from one-day travel diary by district of residence:



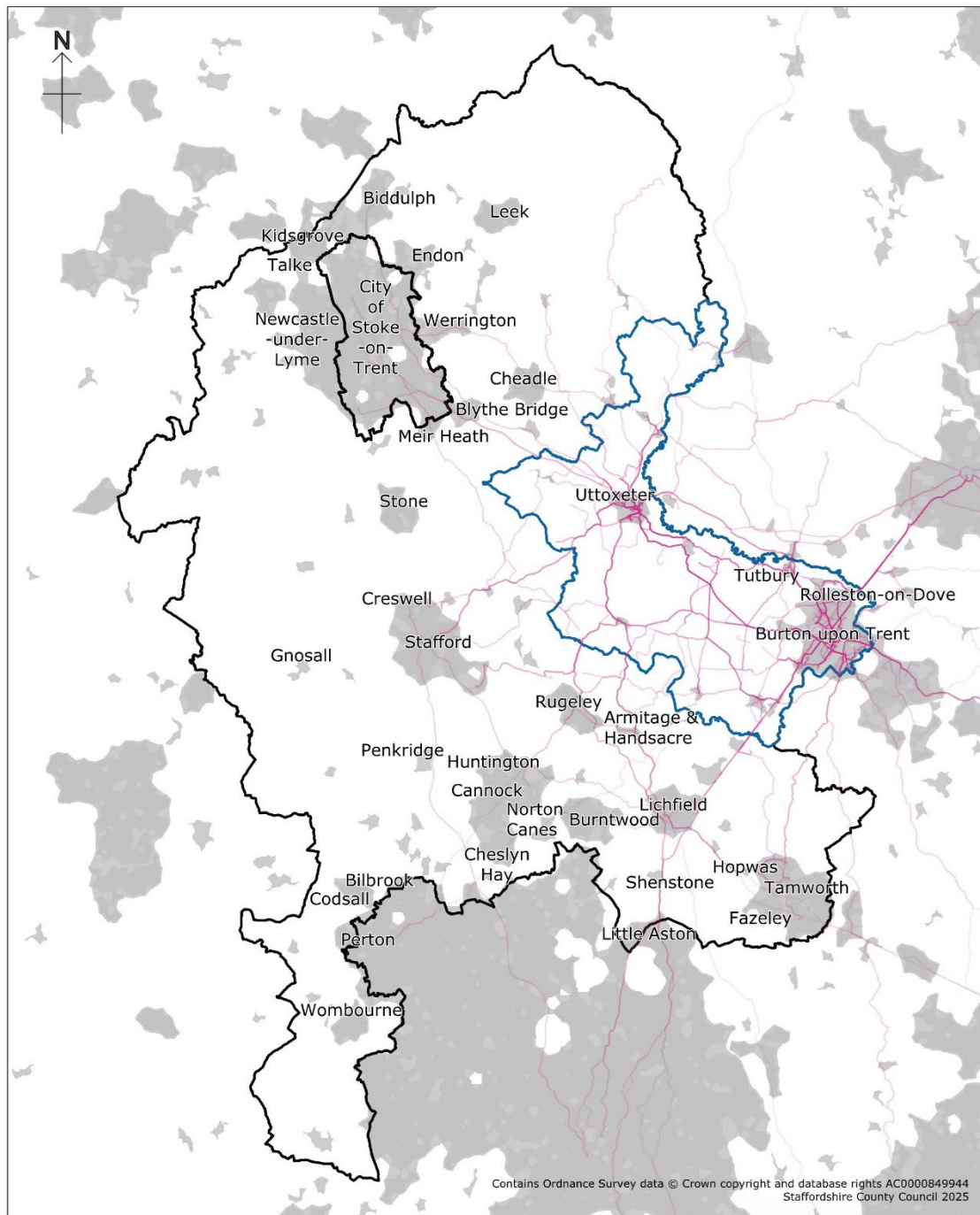
- Staffordshire County boundary
- Cannock Chase District boundary
- Cannock Chase District residents' trips - stronger colour represents more trips
- Urban areas

Scale: 1:400000



## Cannock Chase

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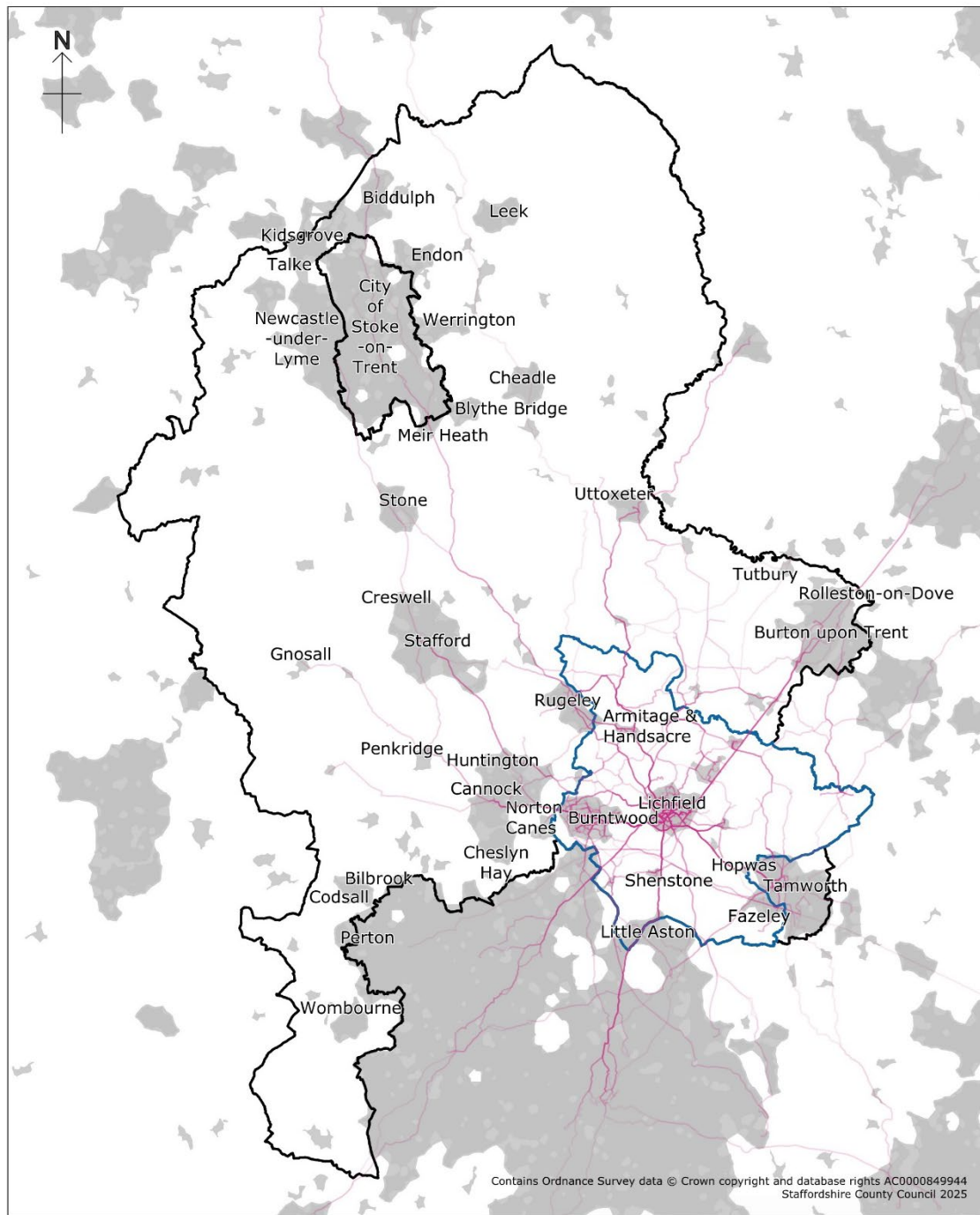
- Staffordshire County boundary
- East Staffordshire Borough boundary
- East Staffordshire Borough residents' trips - stronger colour represents more trips
- Urban areas

Scale: 1:400000



## East Staffordshire

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- Staffordshire County boundary
- Lichfield District boundary
- Lichfield District residents' trips -  
stronger colour represents more trips
- Urban areas

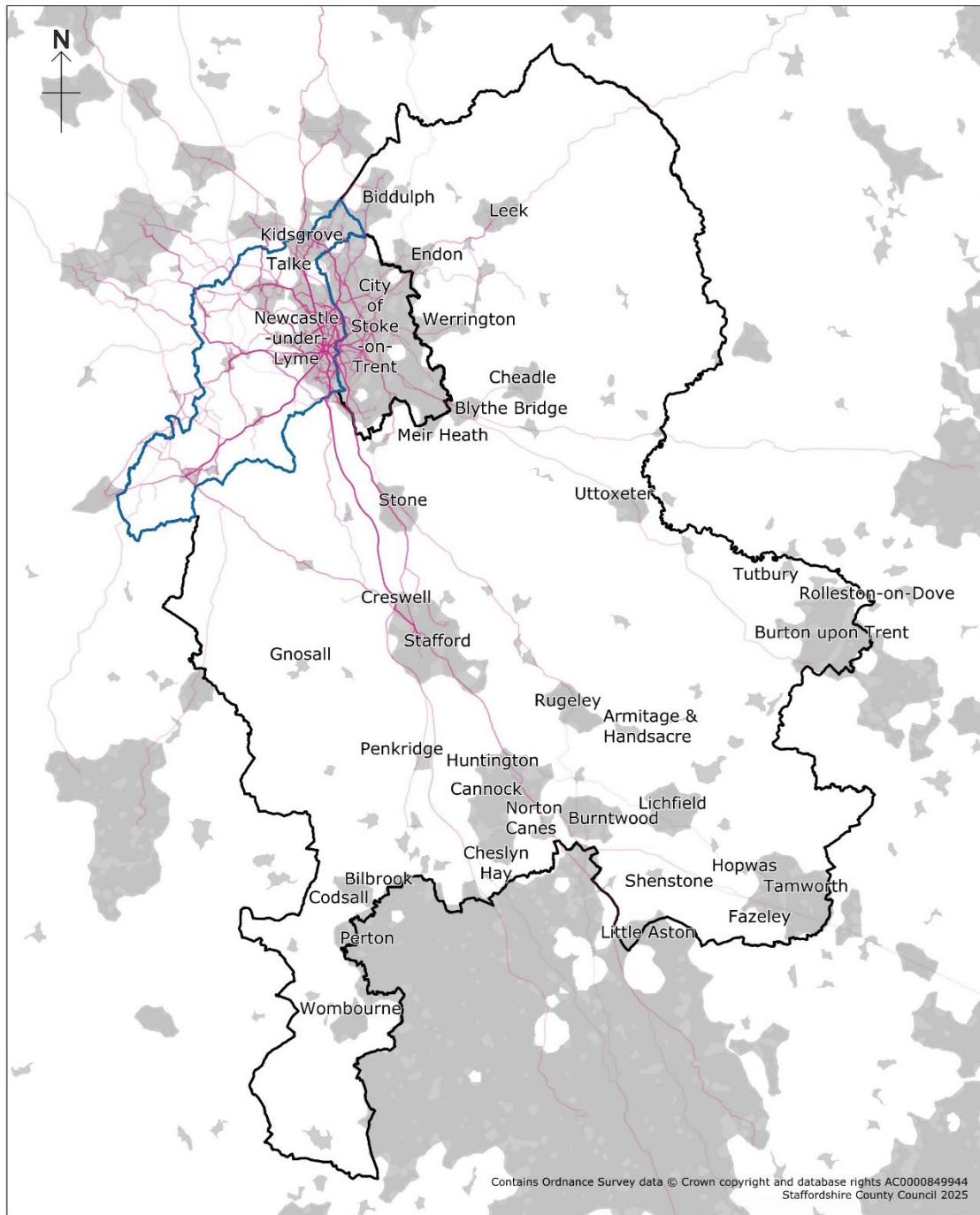
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## Lichfield

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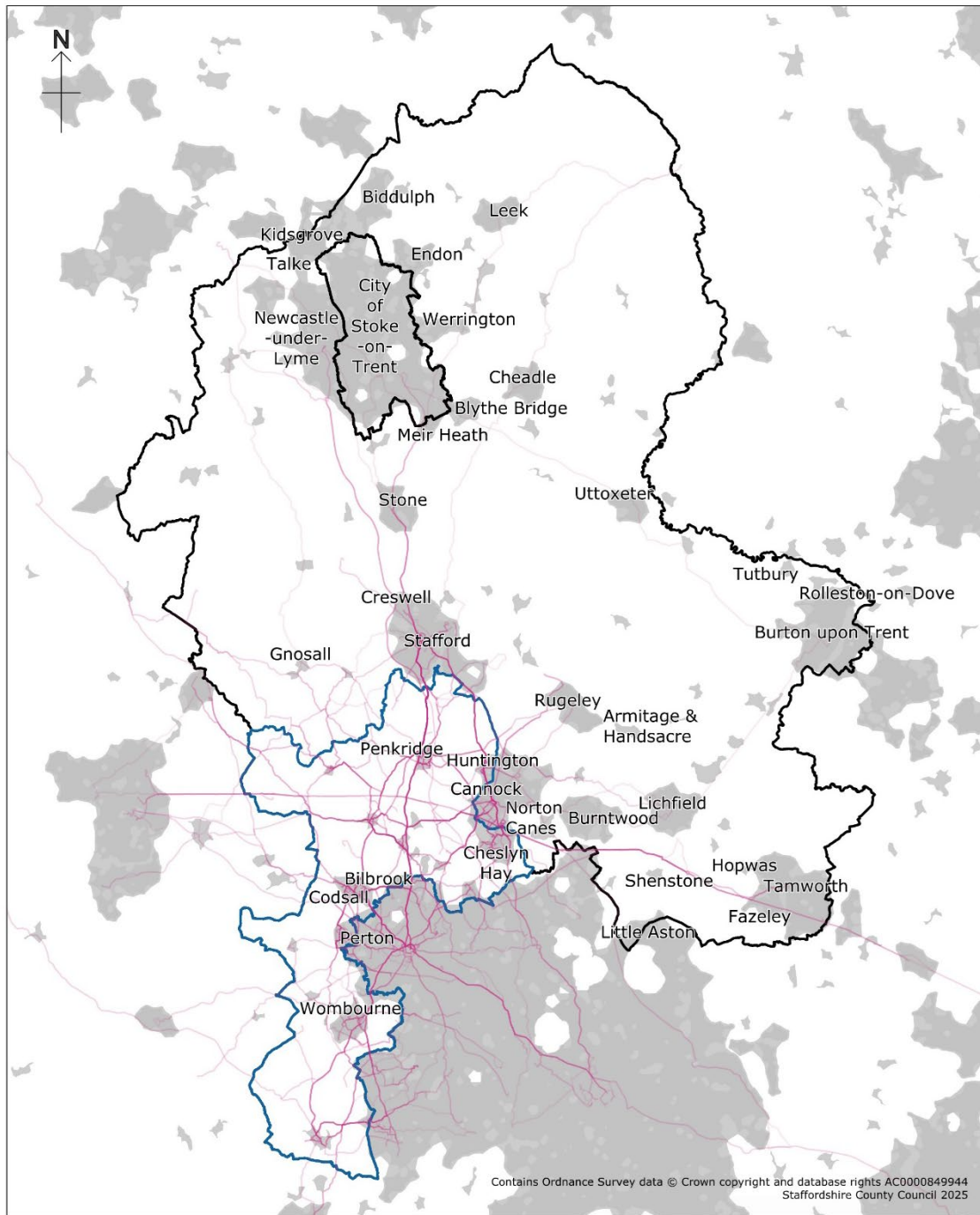
- Staffordshire County boundary
- Newcastle-under-Lyme Borough boundary
- Newcastle-under-Lyme Borough residents' trips - stronger colour represents more trips
- Urban areas

Scale: 1:400000



## Newcastle-under-Lyme

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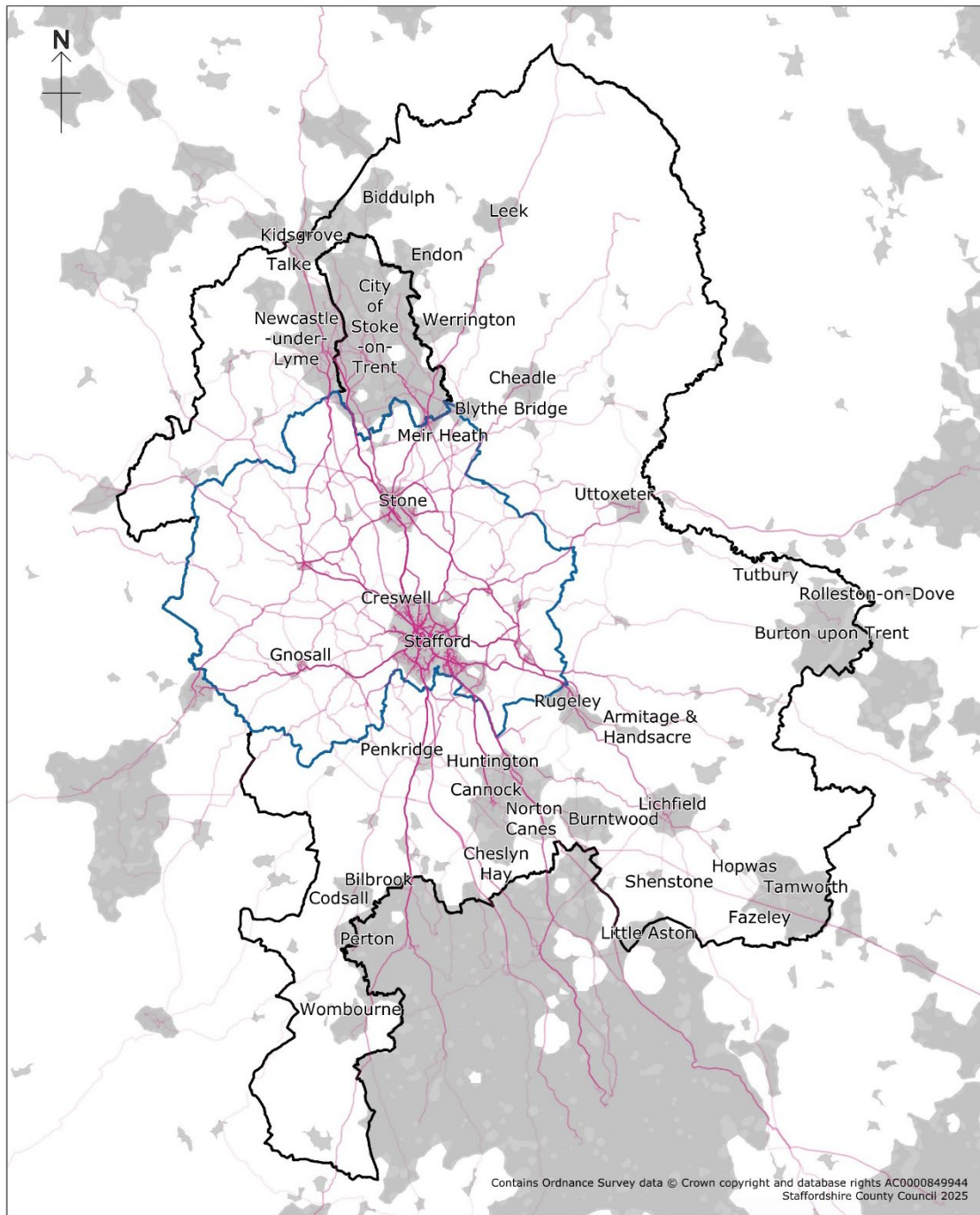
- Staffordshire County boundary
- South Staffordshire District boundary
- South Staffordshire District residents' trips - stronger colour represents more trips
- Urban areas

Scale: 1:400000



## South Staffordshire

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- Staffordshire County boundary
- Stafford Borough boundary
- Stafford Borough residents' trips - stronger colour represents more trips
- Urban areas

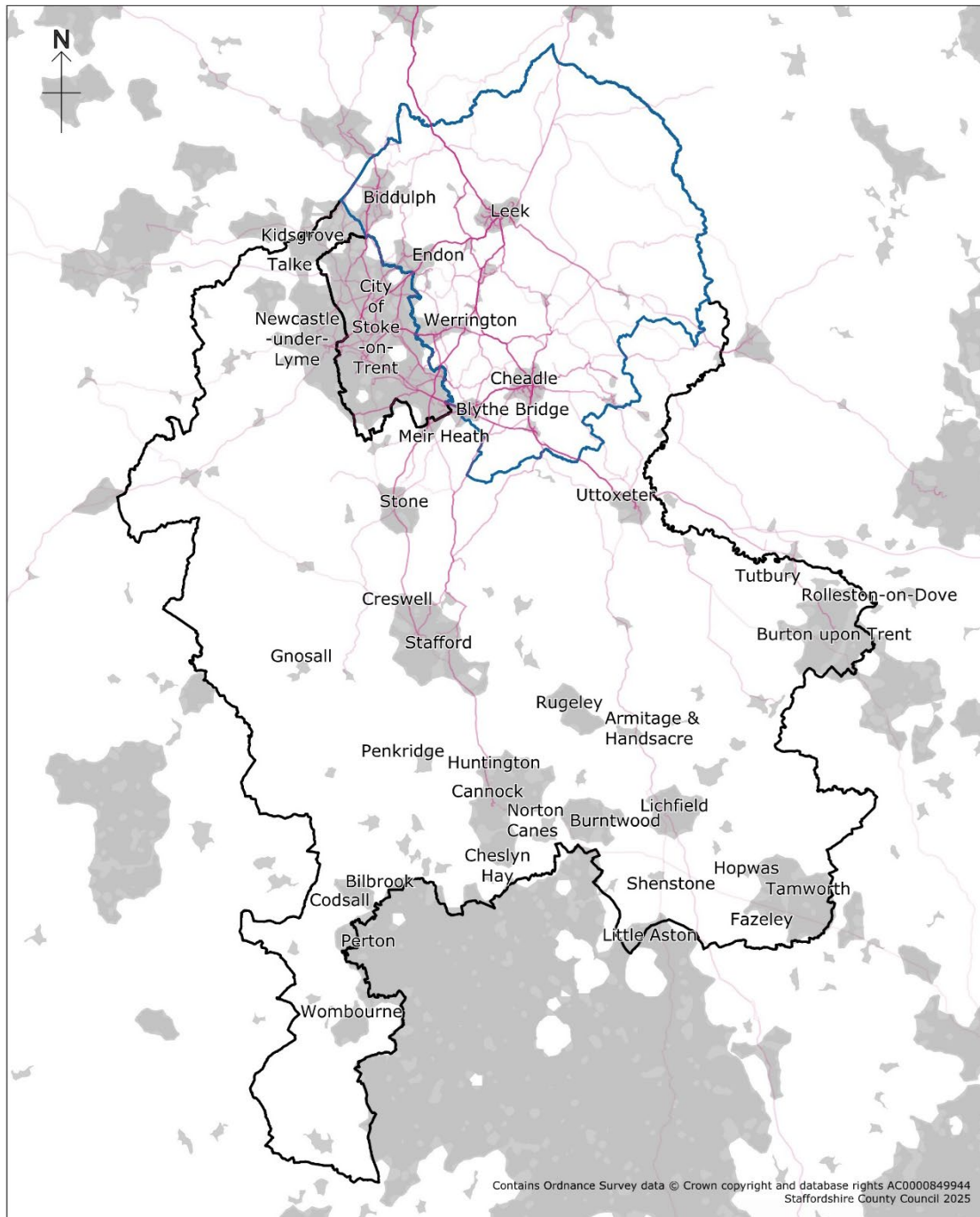
Scale: 1:400000



## Stafford

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- Staffordshire County boundary
- Staffordshire Moorlands District boundary
- Staffordshire Moorlands District residents' trips - stronger colour represents more trips
- Urban areas

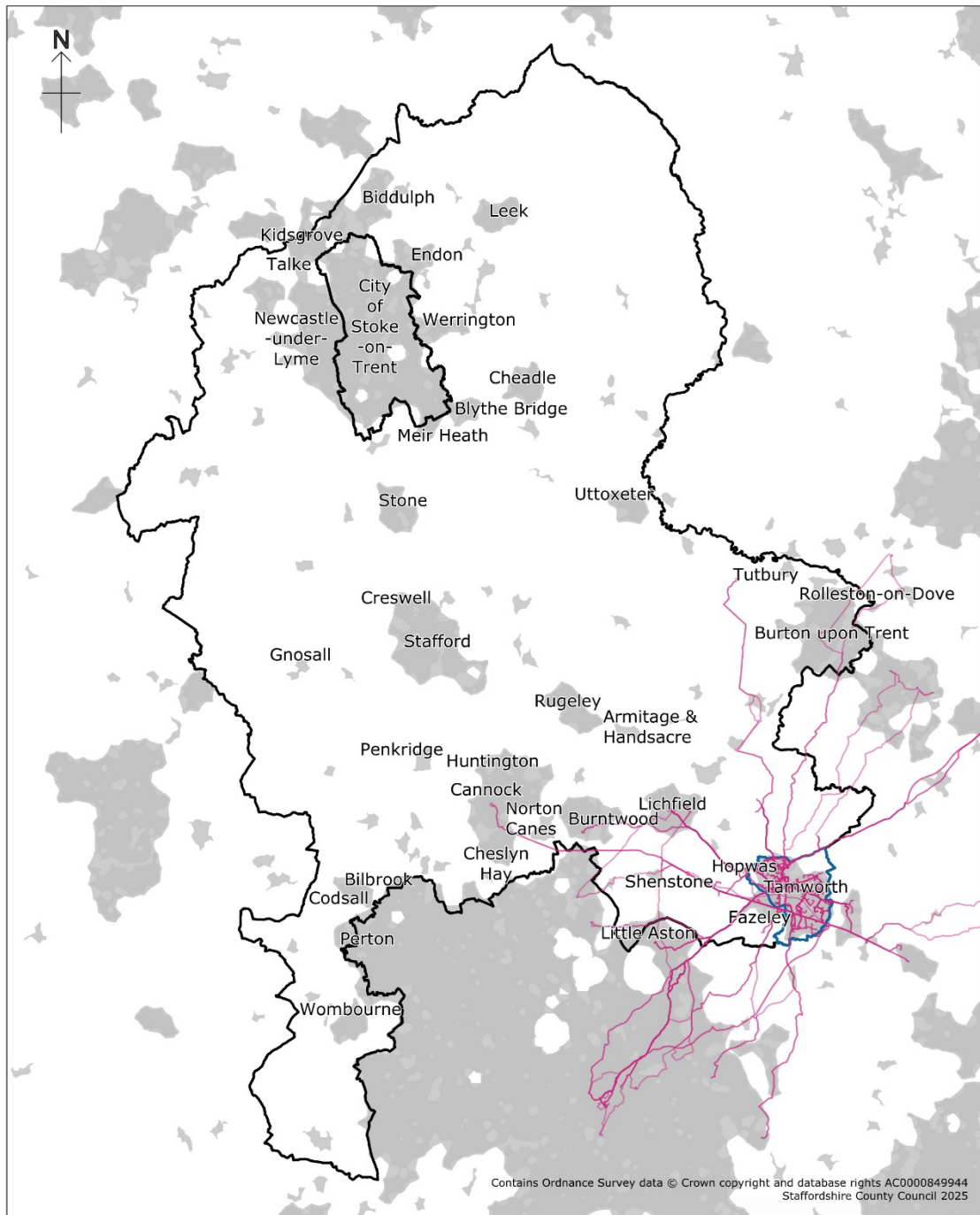
Scale: 1:400000



## Staffordshire Moorlands

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 Staffordshire County Council, 09/05/2025.  
 Aerial photography: © Bluesky International Limited and Getmapping 2025.





- Staffordshire County boundary
- Tamworth Borough boundary
- Tamworth Borough residents' trips -  
stronger colour represents more trips
- Urban areas

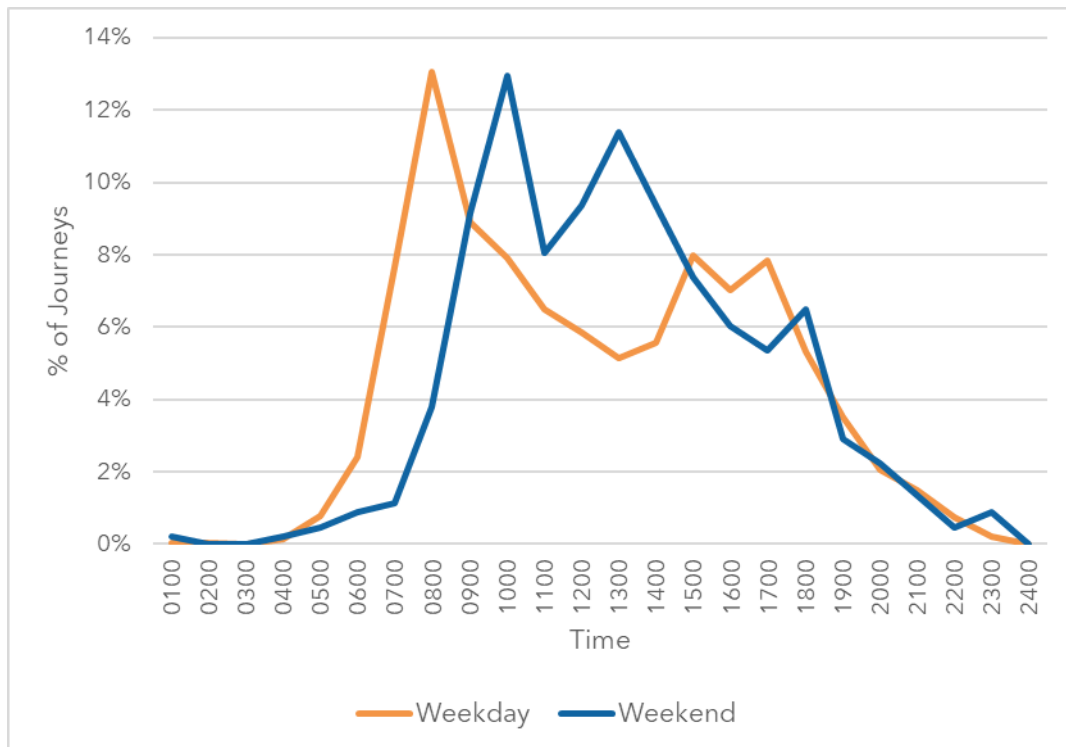
Scale: 1:400000



## Tamworth

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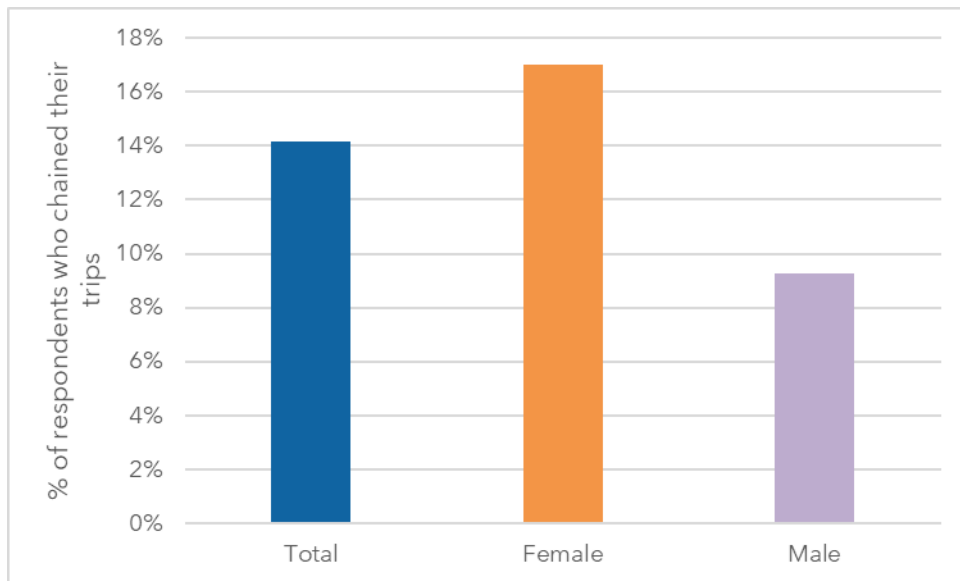
## Journeys by Time of Day



For journeys made on weekdays, there was a defined peak in the morning at 8am and a longer duration peak in the afternoon between 3pm and 5pm. The trend was slightly different on weekends with the peak travel times being 10am and 12pm.

## Trip Chaining

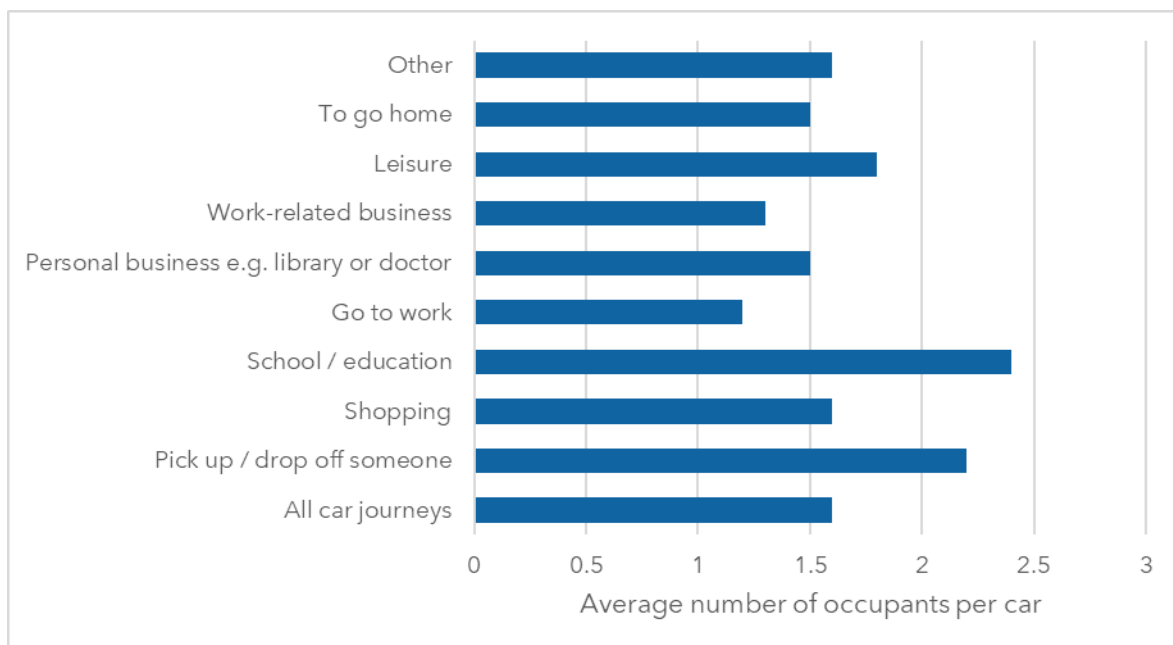
Chained trips are trips from home that have multiple purposes/destinations before returning home, as opposed to trips made for a single purpose and then returning home. Examples of trip chaining include 'home > school drop off > work > home' or 'home > doctors > shop > supermarket > home'. They do not include business trips from a workplace.



Of the respondents who completed the one-day travel diary, 14% chained one or more of their trips. Females were more likely than males to chain their trips at 17%, compared to 9% of male respondents. This trend is also reflected in the National Travel Survey.

## Car Occupancy

Average number of occupants per car by purpose of journey:



On average, there were 1.6 occupants per car for all purposes. This was lower for journeys to work and work-related business with between 1.2 and 1.3 occupants. Journeys to school/education had the highest occupancy with 2.4 people per car.