

Commuter Behaviour Change During Lockdown

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Commuter Behaviour Change

- What changed in terms of commuting?
- What is the impact of these changes?
- What has happened since?
- What can we learn from this?



What changed during lockdown?

BUSINESS TRAVEL COMMONPLACE PRE-PANDEMIC

Pre-pandemic

88%

of staff regularly
travelled within
the UK for
work and...



57%

travelled
internationally

CBI (2020) 'No
Turning Back'

What changed during lockdown?

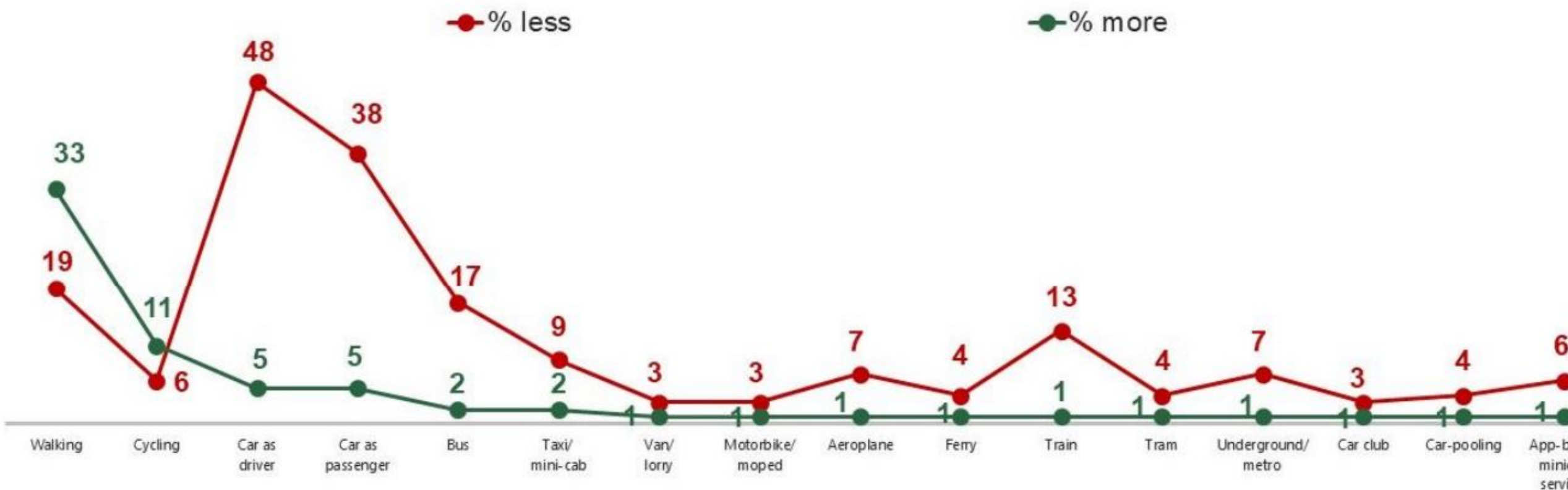
In the qualitative research, people talked about hopping on the train or getting into a car for short meetings without thinking about it.



CBI (2020) 'No
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What changed during lockdown?

During the 'lockdown' period between Monday 23rd March and Sunday 10th May, would you say you travelled less often by this mode of transport than you did previously because of coronavirus, more often by this mode, or was there no change in how often you use this mode?

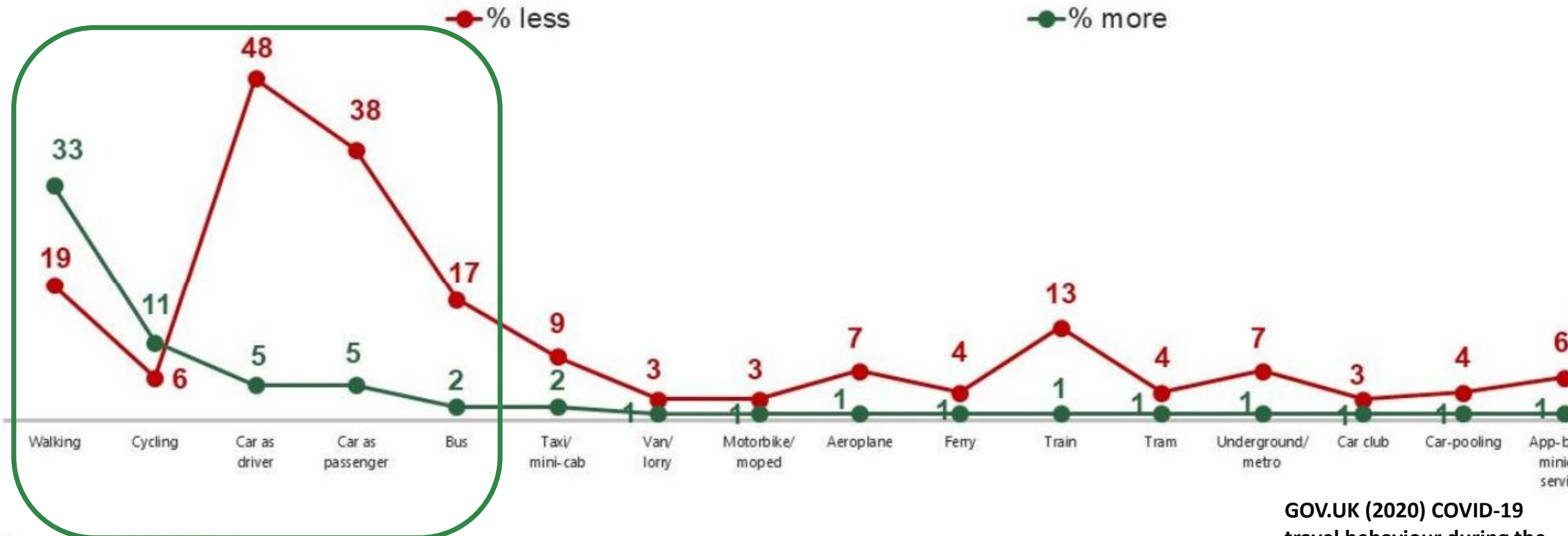


Source: Ipsos MORI/DfT
Base: 4,059 UK adults, 14 May-4 June 2020

GOV.UK (2020) COVID-19
travel behaviour during the
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What was the impact of these changes?

- Blue skies over cities – air quality improvements
- In Delhi, levels of both PM2.5 (small particulates) and the harmful gas nitrogen dioxide fell more than 70%.
- In China, the drops in pollution resulting from coronavirus shutdowns likely saved between 53,000 and 77,000 lives—many times more than the direct toll of the virus

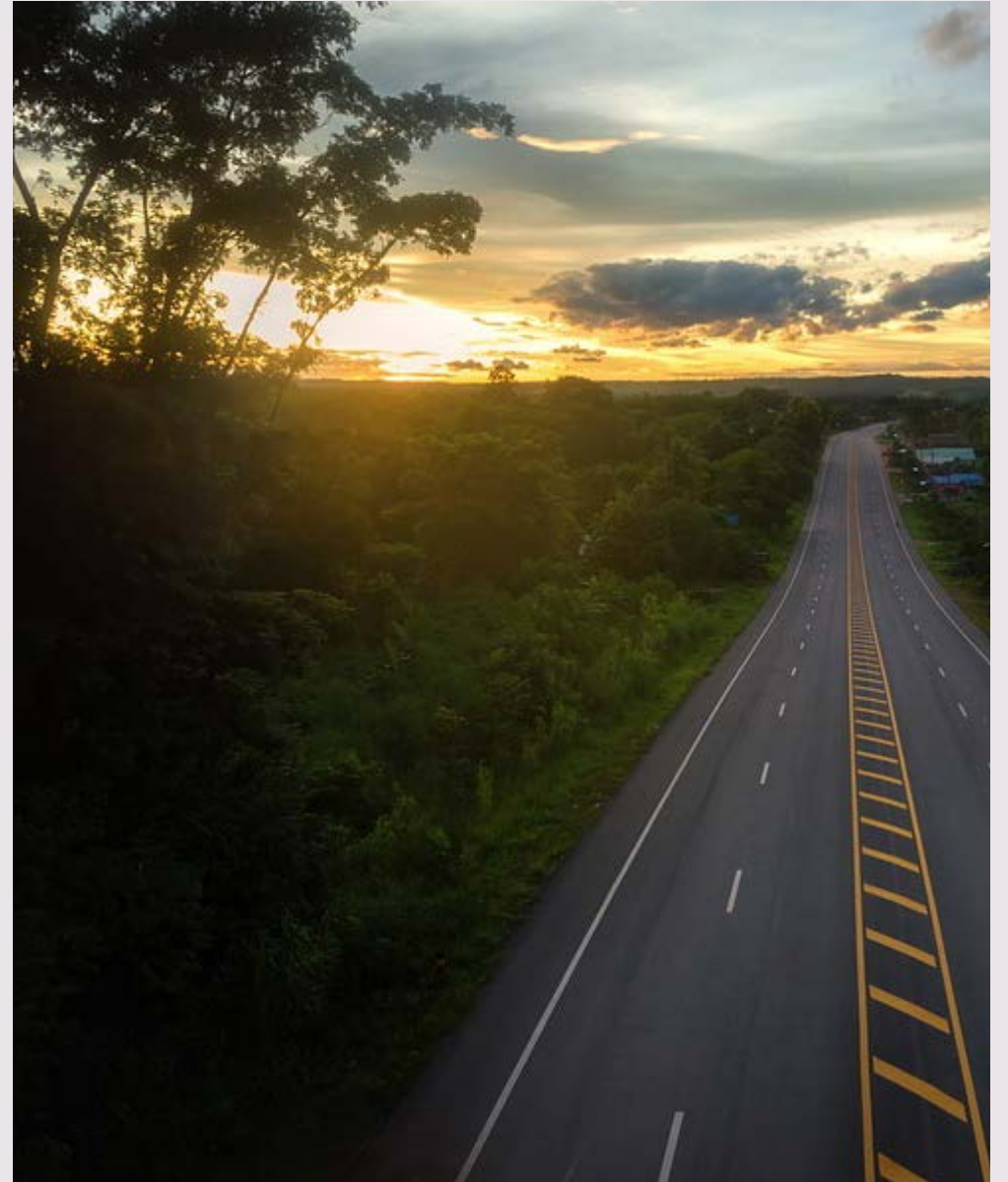
Rapid Transition Alliance (2020) Lessons from Lockdown



What was the impact of these changes?

- British (car driving) commuters saved over £6million in fuel costs - March-August 2020 - by not commuting

(Findandfindmycar, 2020a)



What was the impact of these changes?

Commuting by car is thought to induce higher levels of distress compared with alternative modes due to boredom, isolation, stress and required concentration

(Kun, 2013)



What was the impact of these changes?

What happened to **well-being** during lockdown?

- Car commuters (commuting and not commuting) - well-being improved
- Active commuters - negative impact on well-being



What has happened since lockdown?

Top things causing driver's anxiety post-lockdown [#DrivingDebunked](#)



Thinking more
cyclists will be
on the road



Other drivers not
knowing how to
drive properly



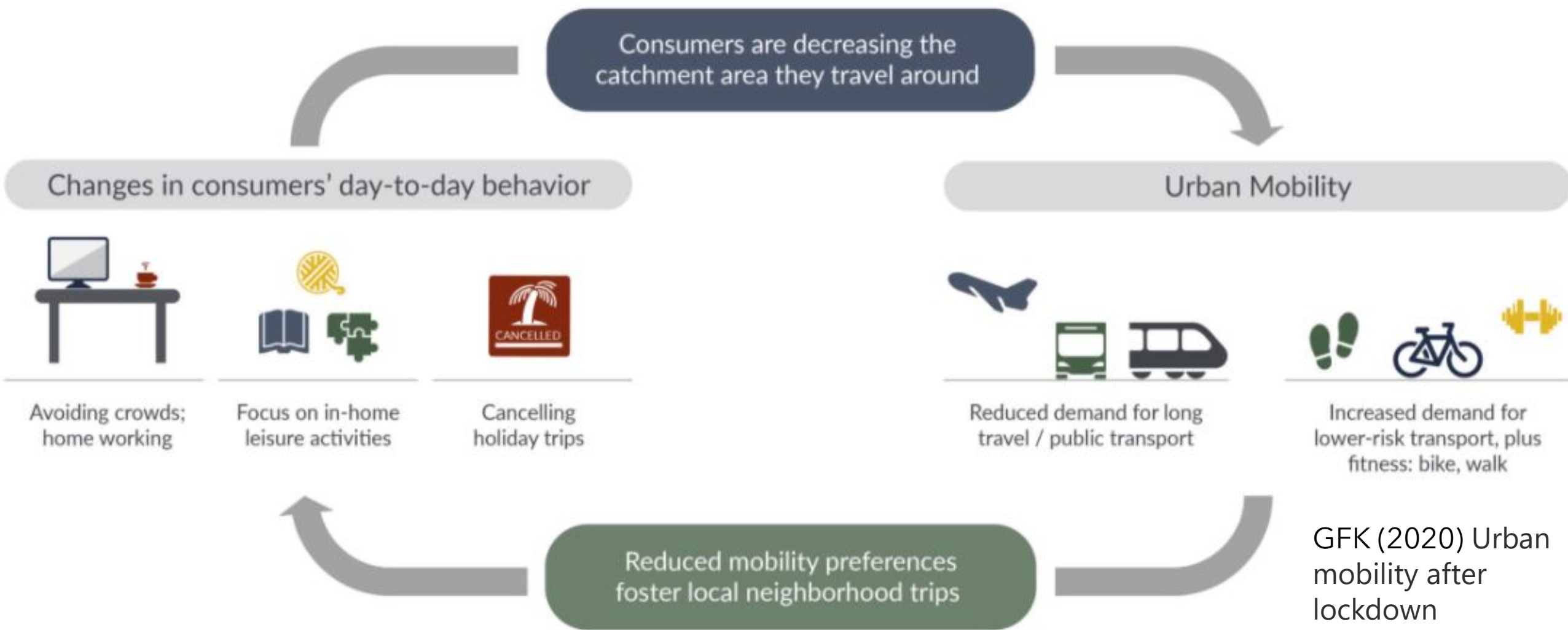
Having to look
out for more
pedestrians



Not remembering
the rules of
the road

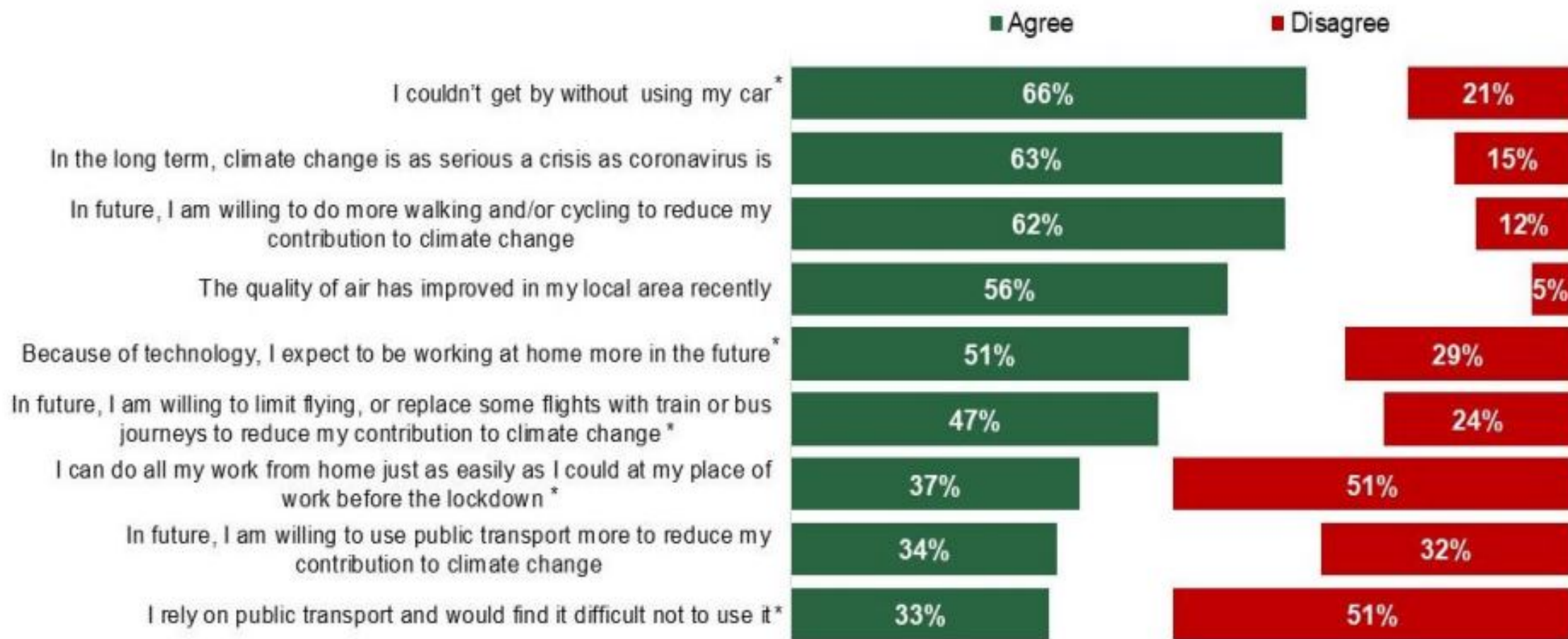
(Findandfund
mycar, 2020b)

What has happened since lockdown?



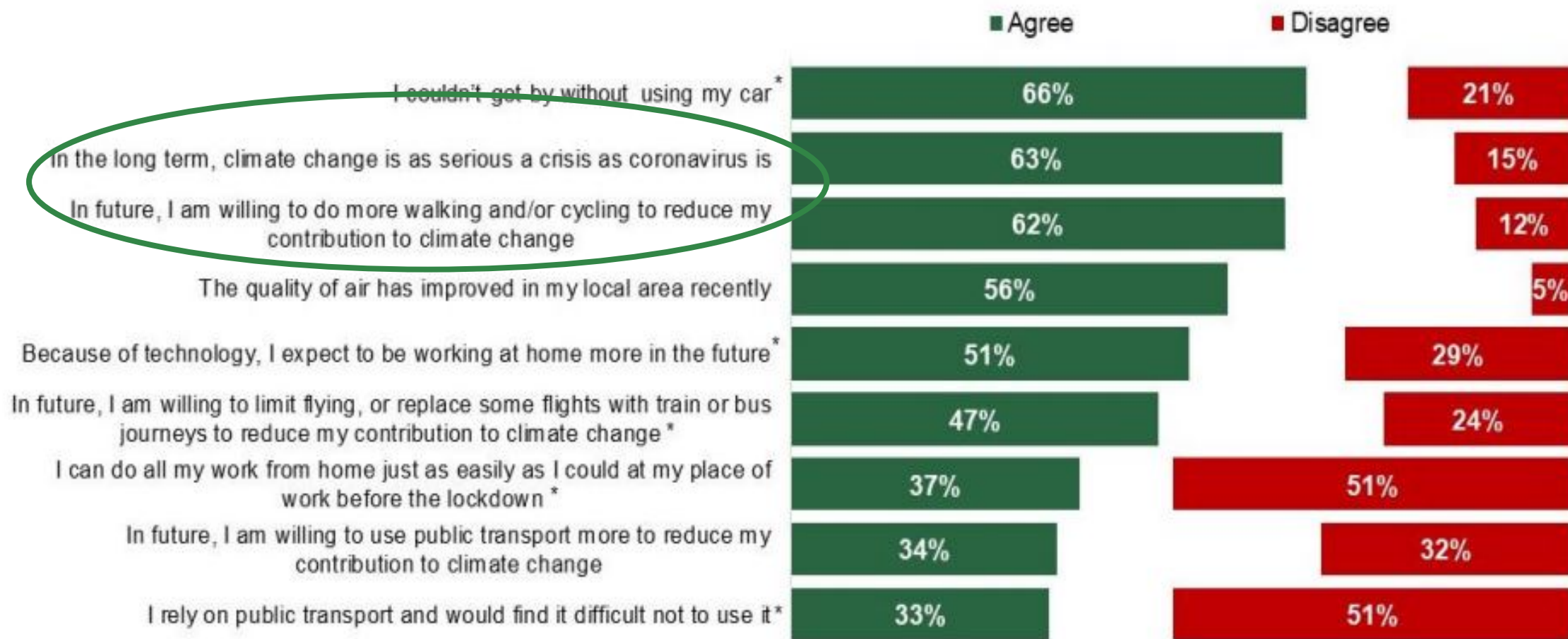
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To what extent do you agree or disagree with each of the following statements?



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What has happened since lockdown?

POST-PANDEMIC, LIKELY TO BE LESS BUSINESS TRAVEL IN THE UK OR INTERNATIONALLY

Because of video conferencing it will no longer be necessary for my staff to travel within the UK to meet colleagues or clients (%)



Likely %



Unlikely %



Because of video conferencing it will no longer be necessary for my staff to travel internationally for their work (%)



Very likely

Fairly likely

Neither likely nor unlikely

Fairly unlikely

Very unlikely

Not Applicable

Don't know

CBI (2020) 'No Turning Back'

What has happened since lockdown?

QUALITATIVE FINDINGS SHOW A SHIFT IN MINDSET ON BUSINESS TRAVEL

Businesses have discovered remote ways of working (e.g. a pharma company ran the launch of a new product entirely virtually).

Customers and suppliers have got used to interacting remotely. The benefits:

- Saves time on travelling
- Can action things more quickly
- Easier to cold call on Teams than fly to China!
- Cost savings
- Reduced carbon emissions



It is a much more productive way of doing things. If you've got an hour's inspection of something, you can do that remotely without three days of travel, that is a win for everyone.

Energy



We learnt a lot about technology. We could have clients doing site surveys in real time which meant we didn't actually have to visit those sites. We will certainly be taking that forward.

Construction

But business travel still has a role

It is seen to be harder to build and maintain trust remotely.

In particular, important for relationships and new customers/sales to have some time face-to-face.



If it is a monthly meeting, maybe every six months it will be face-to-face.

Professional services



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What has happened since lockdown?

- “Reducing long-distance commuting and unnecessary travel is key to a low carbon transition”

Rapid Transition Alliance (2020) Lessons from Lockdown



What can we learn from this?

- How do we define a 'crisis'?



What can we learn from this?

- How do we define a 'crisis'?

"...crisis is a perception or experience of an event or situation as an intolerable difficulty that exceeds the person's current resources and coping mechanisms."

(James and Gilliland, 2001)



What can we learn from this?

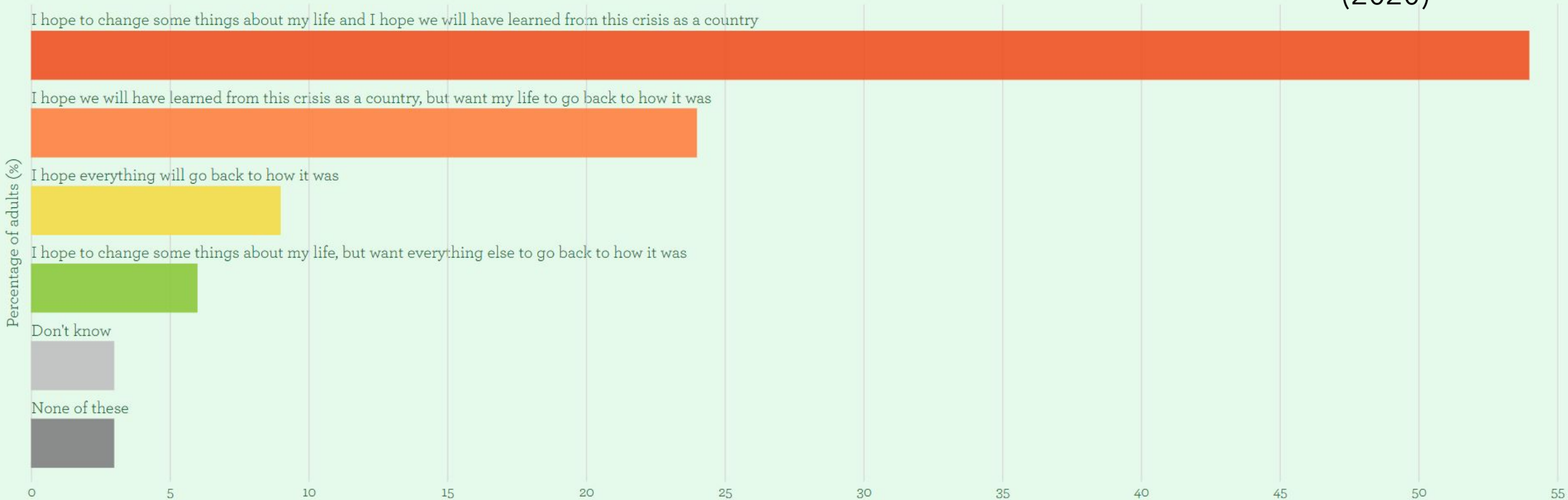
- Situational crises – sudden and unexpected, e.g. accidents or natural disasters



What can we learn from this?

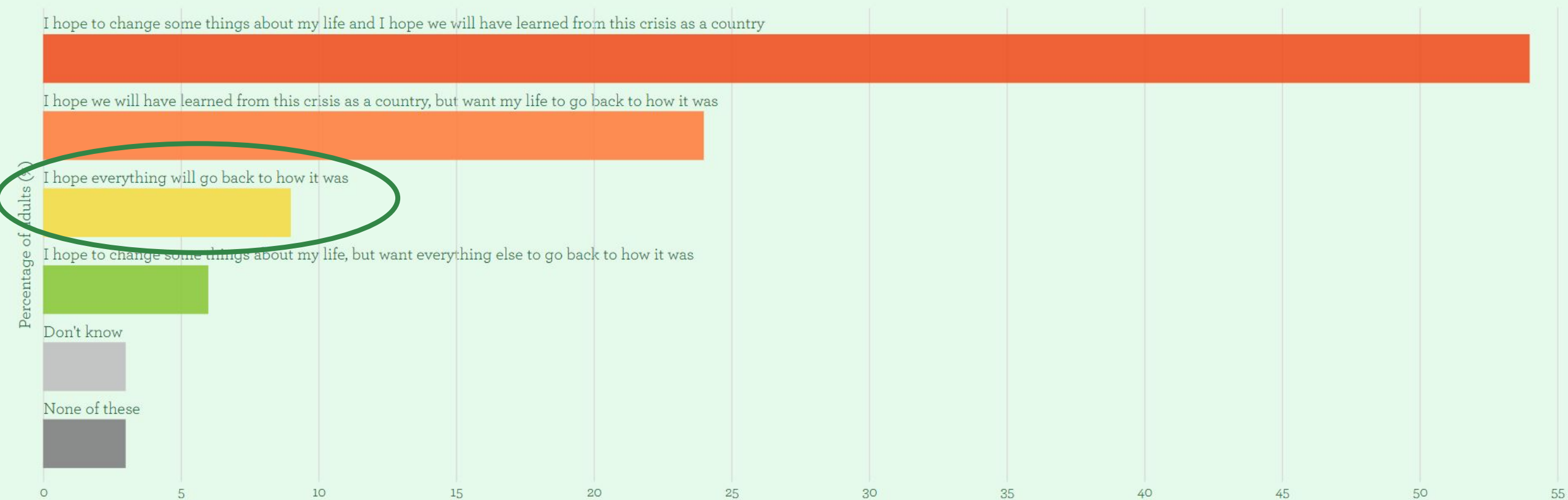
Only 9% of adults want everything to go back to how it was before

YouGov
(2020)



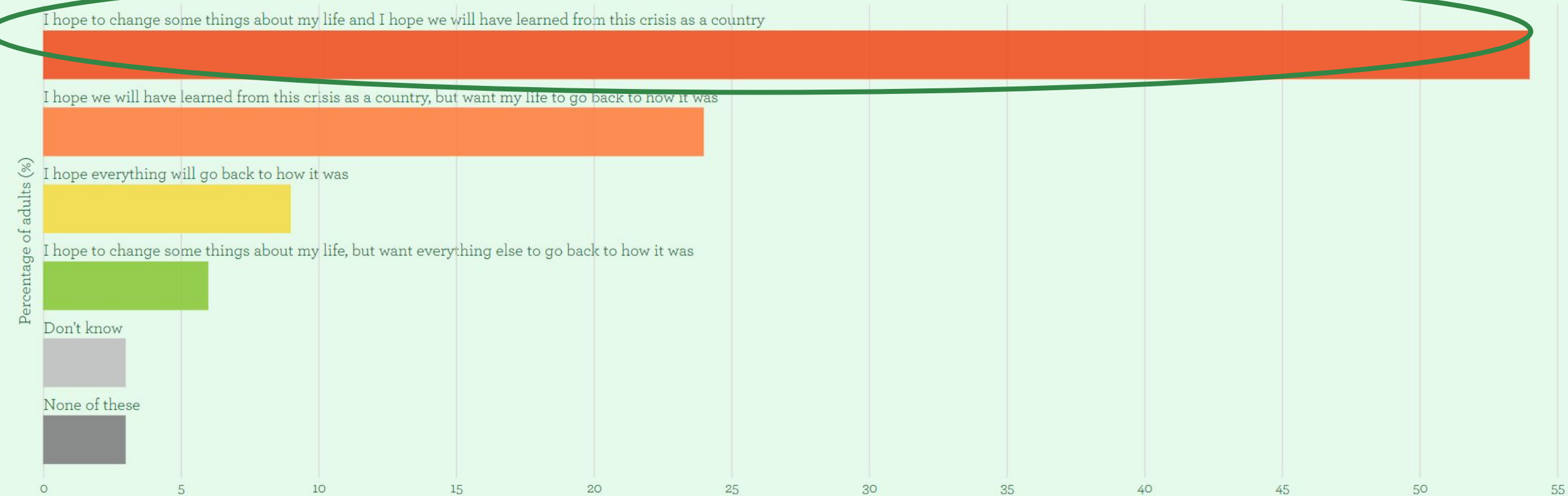
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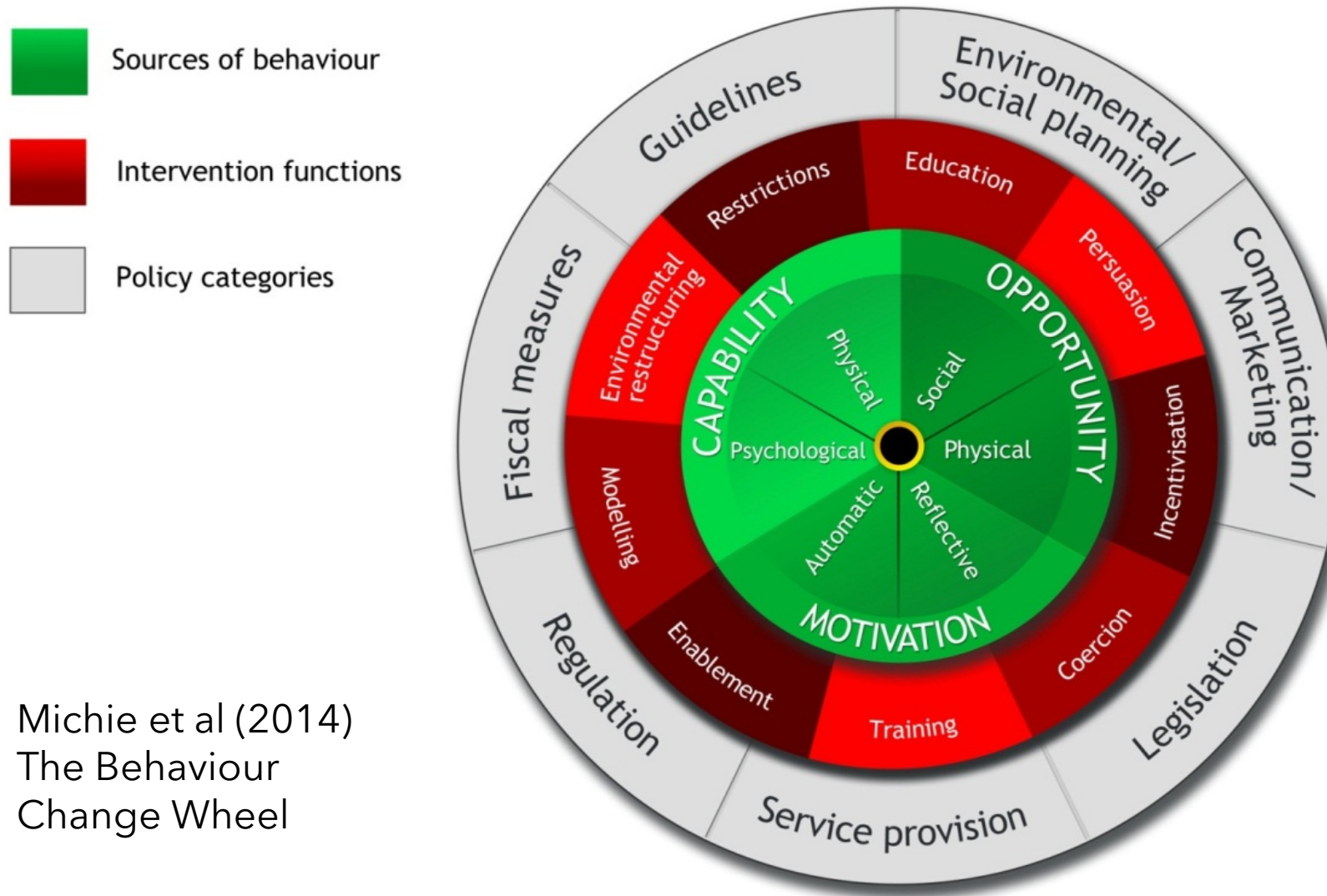


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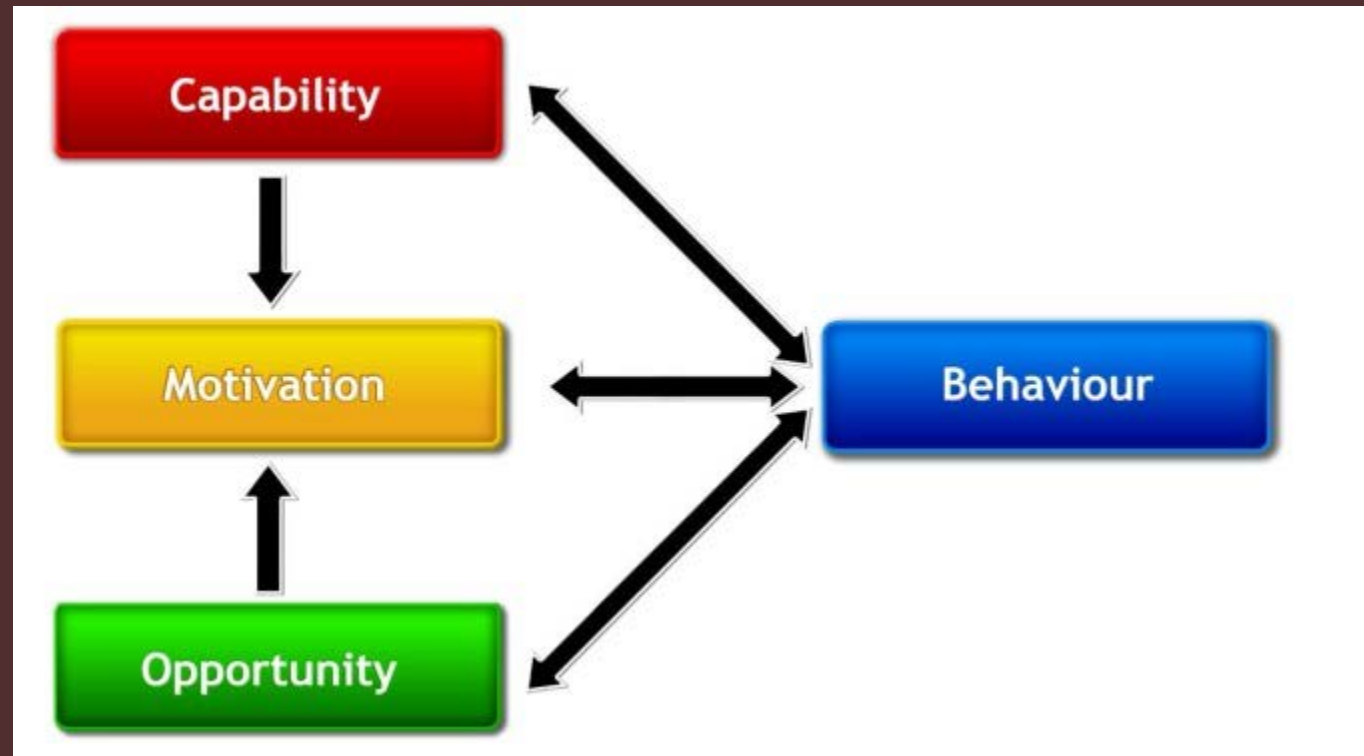


What can we learn from this?



Michie et al (2014)
The Behaviour
Change Wheel

What can we learn from this?



What can we learn from this?

We respond to four key triggers - **PAIN**

- **Personal** – attuned to identifying actions aimed at us / does it have a 'face'
- **Abrupt** – sensitive to sudden changes
- **Immoral** – respond to indecent, repulsive, disgusting
- **Now** – react to the present rather than the future

Marshall (2014) Don't even think about it



What can we learn from this?

Covid 19 vs Climate Change

	Covid 19	Climate Change
Need for Policy and Leadership?		
Global issue?		
Need for innovation?		
Situational Crisis?		
Individuals capable of change?		
Individuals opportunity to change?		
Individuals motivated to change?		
Personal Abrupt Immoral Now?		

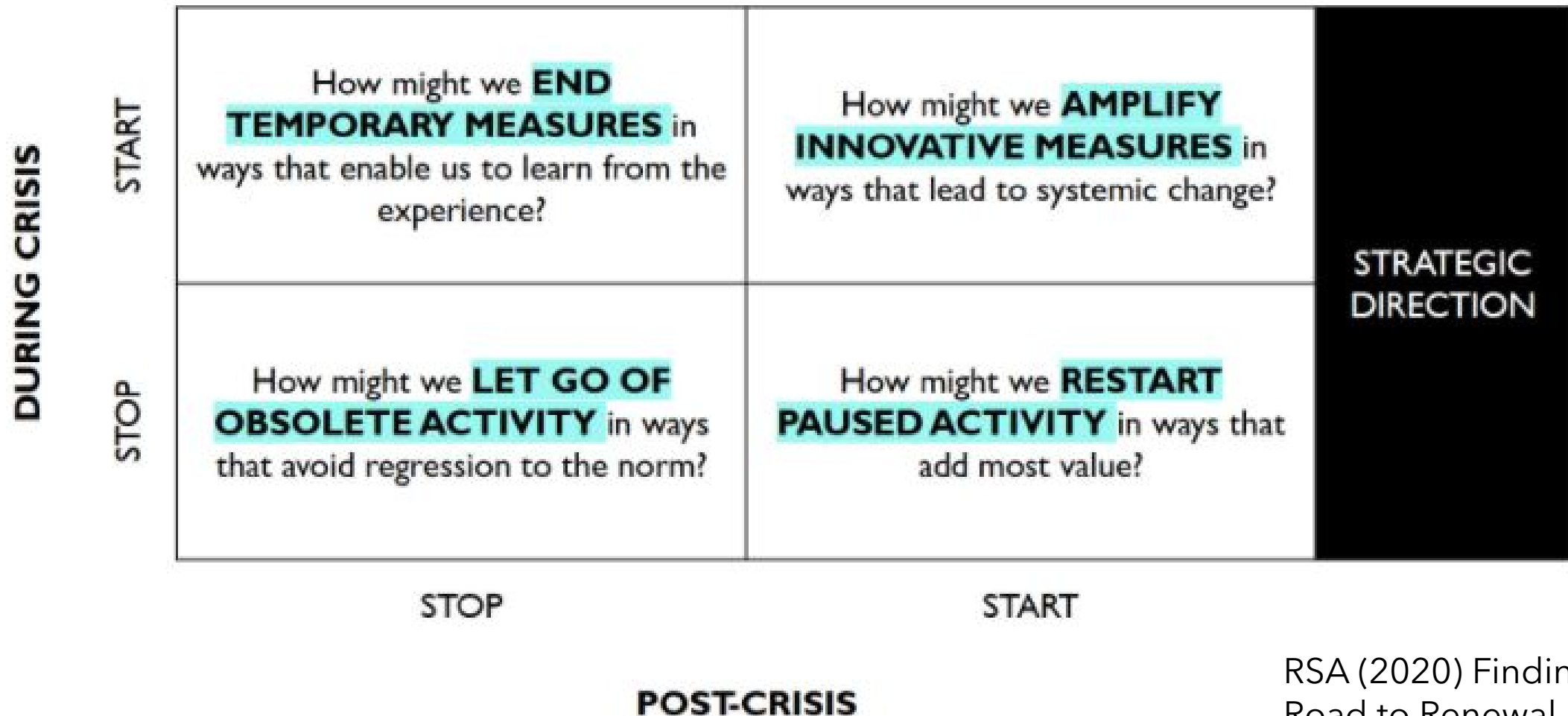
What can we learn from this?

Barriers to active commuting

- **Capability** – able to cycle, safety
- **Opportunity** – takes longer than driving; changing/shower facilities at work; gender disparity - 'trip chains'



What can we learn from this?



RSA (2020) Finding the Road to Renewal

What can we learn from this?

Understanding crisis-response measures

Collective Sense-making



What can we learn from this?



Amplify

- Active Travel
- Organisational Actions

Let Go

- Driving commute every day

Restart

- Driving sustainably (car pool, 1 day a week, EV)

What can we learn from this?

"Reducing long-distance commuting and unnecessary travel is key to a low carbon transition"

Lockdown has shown that we can make major changes in commuting and unnecessary travel behaviours – with co-benefits... air quality, stress, health, wellbeing and financial



References

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