

## Survey – traveller preferences

### Summary

From 3 April – 8 May 2020, a digital survey was distributed by the consultancy company Sweco to gather information about traveller profiles, behaviour, awareness and preferences in and around the location of Medborgarplatsen, Stockholm.

It was originally intended that this survey would be distributed to travellers on site (by dedicated survey distributors) in order to capture the preferences of people moving through the area, and also distribute to e.g. associations, businesses and other stakeholders whose members/employees/customers move through the site, in order to capture a wider range of responses. However, the onset of the pandemic meant significant changes to travel behaviour occurred immediately prior to the survey launch. This meant the survey could only be distributed digitally – through the project team's networks, city networks and via intermediaries such as property owners, religious institutions, housing associations, etc. This limited the number of responses received.

The survey included nine questions and was answered by 72 individuals. Some questions had pre-defined multi-choice answers, most had a field for respondents to write their own suggestions. The questions were:

1. How old are you?
2. Have you ever travelled to Medborgarplatsen or switched modes at Medborgarplatsen?
3. How did you last travel to Medborgarplatsen?
4. Why did you choose that mode?
5. What was the purpose of the journey?
6. When you arrived at Medborgarplatsen, what could have improved your experience?
7. Which type(s) of ordered goods would you like to collect?
8. Do you miss any mobility services at Medborgarplatsen? (e.g. a mode of transport or a service meaning you avoid travel)
9. Have you seen any services that help you reduce the need to travel in or around Medborgarplatsen?

## Results

The results indicated that most accessed the site using metro. Around 20% arrived using cars. One quarter of travellers stated their main reason for visiting were events, although choices were fairly evenly spread among different categories, emphasising the site's status as a place used by many different user groups. With regard to experiences of the site, around one third expressed a wish to access safer parking, or parking more easily. Free text answers included a wide range of proposals supporting the overall trajectory of the project, but few proposals easy to address within the scope of the project (e.g. general comments on the need to improve aspects of public transport).

In general, the results indicate an interest in mobility stations and multi-modality, and emphasise the location's status as a site used by many users for many purposes. Some comments indicated the existence of problems/challenges for drivers, suggesting an opportunity to attract some drivers to other modes. A follow-up study, or several, may be necessary to better understand these dynamics following launch of a mobility station. The impact of the pandemic on response rate and also on travel behaviour should not be understated and is likely to have a sustained impact on mobility in the future, particularly at sites like Medborgarplatsen, which were characterised by high flows with public transport and a stressed parking environment prior to the pandemic.