

# Changing travel behaviour can make a real difference.

To succeed in our One Billion Challenge, all we are asking is for car drivers to switch just one journey in 25 to bus or coach instead:



Journey	Current no. of car trips P.A. <sup>4</sup>	Behaviour change	Car to bus conversion by 2014
Commuting	7.1 billion	Just one extra commute by bus or coach a month	425 million
			+
Education	1.3 billion	Just 3 out of 100 parents let their children travel to school by bus	40 million
			+
Shopping	4.7 billion	Every couple of months taking the bus to town instead of the car	187 million
			+
Personal Business	5.8 billion	Taking the bus to the bank, hairdresser or doctor etc.	173 million
			+
Leisure	5.0 billion	Once a month taking the bus to the cinema, a day out or a visit	201 million
			=



**1 billion fewer car journeys**

<sup>1</sup> Low Carbon Transport: A Greener Future 2009, Department for Transport  
<sup>2</sup> The Eddington Transport Study 2006

<sup>3</sup> Urban Transport Analysis 2009, Cabinet Office Strategy Unit  
<sup>4</sup> National Travel Survey, Transport Statistics Great Britain 2009