

Climate Change and Transport Choices

Segmentation Model – ANNEX to the main report

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Introduction

This document accompanies the main report of the segmentation of public attitudes to climate change and transport choices, as commissioned by the Department for Transport. As noted in the main report, the segmentation model provides a framework for local authorities and the voluntary, communities and social enterprises sector seeking to develop effective, targeted sustainable transport initiatives which take account of the nature of their local population.

This document contains the fieldwork materials used to collect the findings which informed the development of the segmentation model. Users may wish to refer to or use part or all of these documents in their work, particularly if conducting further research to replicate the model in order to (for example) establish the nature of the population in a local area.

The segmentation was developed using statistical analysis of data from a nationally-representative survey of adults living in England. Please refer to Appendix A3 in the main report for further details of how the segmentation analysis was conducted, including which variables (survey responses) were included in the analysis. As noted in the main report, this analysis identified nine segments, or groups, in the population. Following the segmentation analysis, the segments were subsequently refined using a series of focus groups with seven of these nine segments (please see section 2.5 of the main report for further details on the design of the focus groups).

Appendix 1 provides fieldwork documents from the quantitative survey, namely:

- The introductory letter sent to respondents in advance of being interviewed (Appendix 1.1)
- The questionnaire used in the survey interviews (Appendix 1.2)

Appendix 2 provides fieldwork documents from the focus groups, including:

- The introductory letter given to participants upon recruitment (Appendix 2.1)
- The scripts used by recruiters to identify and recruit participants from particular segments (Appendix 2.2). Please note:
 - A specific set of questions was used to recruit each segment, with each set appearing in order of segment number (1 to 8) within Appendix 2.2.
 - Two 'waves' of focus group fieldwork were conducted, with an amended set of recruitment questions used in the second wave to reflect different objectives (please see section 2.5. of the main report for further details).
- The stimulus materials used to prompt discussion during the focus groups (Appendix 2.3).

APPENDIX 1 Quantitative appendices

APPENDIX 1.1: Introductory Letter

Address1
Address2
Address3
Postcode



Dear Sir/Madam,

I am writing to ask for your help with an important government research study.

The Department for Transport (DfT) is the government department with overall responsibility for transport strategy in England. We are interested in finding out people's views and experiences of transport, and this research study will help us do this. The results of the study will be important in helping the government plan for the future of transport in England.

The research is being carried out by an independent research organisation, TNS-BMRB. An interviewer working on behalf of TNS-BMRB will contact you in the next few weeks to see if you will be able to take part. The interviewer will carry an identification card.

Your address has been randomly selected from the Post Office's national list of addresses. TNS-BMRB would like to interview one person aged 16 or over from your household. If there is more than one person who is eligible, the interviewer will randomly select one to interview. You may wish to show this letter to other people in your household just in case they are selected.

It is very important that TNS-BMRB speak to the selected member of your household. This will ensure that the study's results represent everyone's views and experiences. We rely on people's voluntary co-operation in this study and I do hope that your household will be able to take part.

All information given will be treated in the strictest confidence. No information identifying you or your household will be passed to DfT or to any other organisation without your consent.

If you wish to know more about the study, or ever need to change the interview time you arrange with an interviewer, please ring TNS-BMRB on **Freephone 0800 018 1234** (please note, calls from mobile telephones may be charged, please consult your network provider for details) or email: transportsurvey@tns-global.com.

If you would like to speak to the Department for Transport about the study, please call me, Ben Savage, on 020 7944 6342.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Ben Savage".

Ben Savage
Senior Research Officer, Department for Transport

APPENDIX 1.2: Questionnaire

Introduction

Good morning/afternoon/evening. My name is ... and I work for TNS-BMRB – a social research company. We are conducting a survey for the Department for Transport on how people travel these days. You should have received a letter about the survey.

Even if you don't go out much, it is important that we talk to you to ensure that our research is representative of everyone in England. The interview will take about 45 minutes to complete. Are you able to take part now?

IF NECESSARY ARRANGE A TIME TO RETURN TO DO THE INTERVIEW

THROUGHOUT ALL QUESTIONS ARE ASKED WITH THE SCREEN SHOWN TO THE RESPONDENTS UNLESS OTHERWISE STATED (**DO NOT SHOW SCREEN**)

SECTION A

The first few questions are about your home and the area you live in...

ASK ALL

DO NOT SHOW SCREEN

A1 How long have you lived in your current home?

1. Up to 1 year
2. More than 1 year, up to 2 years
3. More than 2 years, up to 5 years
4. More than 5 years, up to 10 years
5. More than 10 years, up to 20 years
6. More than 20 years
7. Don't know
8. Refused

DO NOT SHOW SCREEN

A2 Can I just check, what is the postcode of this address?

ENTER

IF DK ENTER FULL ADDRESS INCLUDING STREET NAME, TOWN/CITY AND COUNTY.

REFUSED

SHOW SCREEN

A3 How important would you say public transport links were in the decision to move here?

1. Very important
2. Fairly important
3. Neither important nor unimportant
4. Not very important
5. Not at all important
6. Don't know/not sure

SHOW SCREEN

A4 Looking at the following list which of the following best describes your current situation?

SINGLE CODE – CODE FIRST THAT APPLIES

INTERVIEWER – IF RESPONDENT HAS A JOB OR BUSINESS THEY ARE CURRENTLY AWAY FROM (E.G. DUE TO BEING MATERNITY LEAVE), CODE AS WORKING.

1. Working full time (30 hours or more per week)
2. Working part time (less than 30 hours per week)
3. On a local or government training scheme (GTS)
4. On an Apprenticeship
5. Registered unemployed/signing on for jobseekers allowance
6. Not registered unemployed but seeking work
7. Looking after family or home/not seeking work
8. Long-term sick or disabled
9. Retired
10. In full-time education
11. Other [WRITE IN]
12. Don't know
13. Refused

IF A4 = 3 OR 4, ASK:

DO NOT SHOW SCREEN

A4a Can I just check, is your training scheme or Apprenticeship full time or part time?

INTERVIEWER: IF NECESSARY, CLARIFY: FULL TIME MEANS 30 HOURS OR MORE PER WEEK. PART TIME MEANS LESS THAN 30 HOURS PER WEEK.

1. Full time (30 hours or more per week)
2. Part time (less than 30 hours per week)
3. Don't know

IF CODED 1 OR 2 AT A4 [WORKING FT/PT] ASK A5 OTHERS GO TO INSTRUCTION AT A6

DO NOT SHOW SCREEN

A5 Are you working as an employee or are you self-employed?

1. Employee
2. Self-employed

IF A4 = 1, 2, 3 OR 4, ASK:

SHOW SCREEN

CN5 (C34a) [Thinking about your main job and from the following list], when you go to work do you usually..... READ OUT “

INTERVIEWER NOTE: CODE FIRST THAT APPLIES.

ONLY CODE WORKS AT HOME/SAME BUILDING AS HOME IF THIS IS THE ONLY PLACE OF WORK.

1. Go to the same place every time,

2. Go to the same place at least 2 working days each week
3. Go to different places (for example, customers' homes etc.),
4. Or work at home or in the same building or grounds as your home.

IF CODED 1 OR 2 OR 3 OR 4 AT A4 AND CN5 = 1 OR 2, ASK:

DO NOT SHOW SCREEN

CN5a Thinking about your workplace, that is, the place you work at most often, are there usually **free** car parking spaces available there which you can/could use (if you needed to) on the days you work?

INTERVIEWER – PROBE FOR WHETHER AVAILABLE FOR ALL, MOST OR SOME OF THE DAYS THEY WORK THERE. IF RESPONDENT DOESN'T DRIVE (TO WORK), ASK IF THEY CAN ANSWER IN RELATION TO GENERAL PARKING AVAILABILITY AT THEIR WORKPLACE.

1. Yes – every day I work there
2. Yes – most days I work there
3. Yes – some of the days I work there
4. No – never
5. Don't know

IF (A4 = 1,2,3, OR 4) AND (CN5 =1 OR 2) ASK:

DO NOT SHOW SCREEN

A7a And generally speaking, about what time of day do you usually arrive at work?

IF VARIES, PROBE WHETHER THERE IS AN AVERAGE TIME (E.G. ABOUT 09.30AM OR 14:05PM). IF TIME VARIES CONSIDERABLY (E.G. IF RESPONDENT WORKS DIFFERENT SHIFTS) CODE AS 'VARIES TOO MUCH TO SAY'.

1. Enter time
2. Varies too much to say

IF CODED 1 OR 2 OR 3 OR 4 AT A4 AND CN5 = 1 OR 2, ASK::

DO NOT SHOW SCREEN

A8 About how far, in miles, do you live from your usual place of work?

INTERVIEWER: ANSWER CAN BE GIVEN TO ONE DECIMAL PLACE IF NECESSARY. IF JOURNEY IS LESS THAN ONE MILE ENTER AS A DECIMAL. E.G. 0.5 FOR HALF A MILE. IF RESPONDENT GIVES ANSWER TO EXACT MILE LEAVE SECOND BOX BLANK.

PROBE IF NECESSARY: Please give your best estimate

Range – 0-99.9

ENTER NUMBER OF MILES

IF DOES NOT APPLY ENTER '0'

INTERVIEWER: IF DISTANCE IS MORE THAN 99.9 MILES ENTER 99.9

IF CODED 1 OR 2 OR 3 OR 4 AT A4 AND CN5 = 1 OR 2, ASK:

SHOW SCREEN

A9a And do you usually go straight to work or do you do other things on the way (e.g. take children to school; do some shopping etc)

INTERVIEWER: CODE ONE ONLY

1. I usually go straight to work
2. I usually do other things on the way to work
3. It varies too much to say
4. Don't know

IF A4=10 [IN FT EDUCATION], ASK:

DO NOT SHOW SCREEN

A10a About how far, in miles, do you live from where you usually attend classes?

INTERVIEWER: ANSWER CAN BE GIVEN TO ONE DECIMAL PLACE IF NECESSARY. IF JOURNEY IS LESS THAN ONE MILE ENTER AS A DECIMAL. E.G. 0.5 FOR HALF A MILE. IF RESPONDENT GIVES ANSWER TO EXACT MILE LEAVE SECOND BOX BLANK.

Range – 0-99.9

PROBE IF NECESSARY: Please give your best estimate

ENTER NUMBER OF MILES

IF DOES NOT APPLY ENTER '0'

INTERVIEWER: IF DISTANCE IS MORE THAN 99.9 MILES ENTER 99.9

SECTION B - ACCESS TO, USE OF, AND ATTITUDES TOWARDS WALKING, BUSES, TRAINS AND TUBE/LIGHT RAIL

READ OUT - DO NOT SHOW SCREEN

B2 Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following... READ OUT...

NOTE: INTERVIEWER CODE ALL THAT APPLY.

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. None of these (SPONTANEOUS)

Turning now to cars and motorcycles.

DO NOT SHOW SCREEN

B3 Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?

INCLUDE: DISQUALIFIED DRIVERS AND INTERNATIONAL PERMITS/OTHER LICENCES VALID IN THE UK.

CODE ALL THAT APPLY

1. Yes, full licence for car
2. Yes, full licence for motorcycle, scooter or moped
3. Yes, provisional licence for car
4. Yes, provisional licence for motorcycle, scooter or moped
5. Currently disqualified
6. No – too young [SPONTANEOUS]
7. No (SINGLE CODE)

ASK ALL

DO NOT SHOW SCREEN

B4 Do you at present own or have continuous use of a motorcycle, scooter or moped?

CODE ALL MENTIONED

1. Yes, motorcycle / scooter with sidecar
2. Yes, motorcycle / scooter
3. Yes, moped
4. No (SINGLE CODE ONLY)

ASK ALL

DO NOT SHOW SCREEN

B5 How many vehicles does your household own or have continuous use of at present?

INTERVIEWER: INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

INTERVIEWER: If the respondent refuses or says 'don't know' encourage a response as much as possible. This question is one of the most important in the survey. Explain that you need an answer to make sure the questions are as relevant as possible.

INTERVIEWER: If more than 9 cars, enter 9

ENTER NUMBER (LIMIT TO 99 MAXIMUM – 0-9 RANGE)

Don't know

Refused

IF NONE GO TO INSTRUCTION AT B15

INTRODUCTION TO B7a

Thinking now about the **one** car or van that **you personally** use the most, whether as driver or passenger:

INTERVIEWER: IF RESPONDENT SAYS THEY USE TWO OR MORE CARS/VANS EQUALLY, ASK THEM TO THINK ABOUT THE ONE THEY USED MOST RECENTLY (OUT OF THOSE THEY USE THE MOST).

SHOW SCREEN

B12 Looking at the following list, which statement best describes your use of this car/van?

1. Main driver (the person who drives the most miles in it per year)
2. Other driver (someone who drives it, but less than the main driver)
3. Passenger only (someone who travels in it, but only ever as a passenger)
4. Other
5. Refuse

SHOW SCREEN

B9 What fuel does the engine use?

1. Petrol
2. Diesel
3. Compressed natural gas
4. Biofuel blends over 5% (includes E85 (85% ethanol))
5. Electric/battery
6. Liquefied petroleum gas (LPG)
7. Hybrid (petrol/electric)
8. Other [WRITE IN]
9. Don't know

SHOW SCREEN

B6 What is the make of this car/van?

INTERVIEWER: PROMT/PROBE AS NECESSARY

DROP DOWN LIST

(DON'T KNOW)

B7 And what model is it?

INTERVIEWER: PROMT/PROBE AS NECESSARY

DROP DOWN LIST

(DON'T KNOW)

DO NOT SHOW SCREEN

B8 What is the approximate age of the car/van?

ENTER YEARS

INTERVIEWER: THIS SHOULD BE THE AGE OF THE CAR NOT HOW LONG IT HAS BEEN OWNED. IF DK ASK FOR FIRST FOUR NUMBERS AND/OR LETTERS OF REGISTRATION NUMBER

INTERVIEWER: If more than 50 years, enter 50

IF CODE 3-8 (ANYTHING OTHER THAN PETROL OR DIESEL) AT B9 GO TO B13

SHOW SCREEN

B10 Looking at the following list, what is the engine size?

1. Up to 700 cc (0.7 litre)
2. 701 to 1000cc (0.7 to 1 litre)
3. 1001 to 1300cc (1.0 to 1.3 litres)
4. 1301 to 1400cc (1.3 to 1.4 litres)
5. 1401 to 1500cc (1.4 to 1.5 litres)
6. 1501 to 1800cc (1.5 to 1.8 litres)
7. 1801 to 2000cc (1.8 to 2.0 litres)
8. 2001 to 2500cc (2.0 to 2.5 litres)
9. 2501 to 3000cc (2.5 to 3.0 litres)
10. 3001cc and over (3 litres and over)
11. Don't know

DO NOT SHOW SCREEN

B13 Was this car/van bought/obtained new or second hand?

IF NECESSARY, CLARIFY: BY YOUR HOUSEHOLD OR (IF OWNED BY NON-HOUSEHOLD MEMBER) THE PERSON WHO NOW OWNS IT.

1. New
2. Second hand
3. DK/not sure

DO NOT SHOW SCREEN

B14 Where was this car/van bought/obtained?

INTERVIEWER NOTE – IF CURRENT OWNER DID NOT BUY THE CAR (E.G. IF THEY WERE GIVEN IT BY A FAMILY MEMBER/FRIEND), CODE AS 'OTHER' AND WRITE IN HOW THEY RECEIVED THE CAR AND WHO/WHERE THEY RECEIVED IT FROM)

SINGLE CODE ONLY

1. Private sale
2. New car dealer
3. Second hand dealer
4. Auction
5. Other
6. DK/not sure

DO NOT SHOW SCREEN

IF HOLDS DRIVING LICENCE FOR A CAR OR VAN (B3=1) BUT NO CAR OR VAN IN HOUSEHOLD AT B5 ASK B15, OTHERS GO TO INSTRUCTION AT B16

B15 Why don't you have a car or van at the moment?

CODE ALL THAT APPLY. DO NOT PROMPT

1. Cost / it's too expensive
2. I don't like to drive
3. I am too old/unfit/unwell
4. I am currently banned from driving
5. I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)
6. I have access to someone else's car/van whenever I need one
7. I have given it up because of climate change/to reduce my Co2 emissions
8. I have no need of a car / van
9. Other

IF HOLDS DRIVING LICENCE FOR A CAR OR VAN (B3=1) BUT NO CAR OR VAN IN HOUSEHOLD AT B5 ASK B15a

SHOW SCREEN

B15a Looking at the following list, overall, how keen would you say you are to own a car?

1. Very keen
2. Fairly keen
3. Not sure/it depends
4. Not very keen
5. Not at all keen

IF B5 = 1 OR MORE, ASK:

SHOW SCREEN

B16 Generally speaking, which one of the following statements best describes your role when it comes to buying a car or van for your household?

SINGLE CODE. PROBE

1. Sole decision maker (I alone decide which car/van to buy)
2. Main decision maker (I have the main say, but take others' views into account)
3. Joint decision maker (I have equal say in which car/van to buy)
4. Secondary decision maker (I have some influence, but someone else has the main say)
5. No influence (I have no say in which car was bought)
6. Don't know/not sure [SPONTANEOUS]

IF B16 = [1, 2 OR 3], ASK B17 OTHERS GO TO B19

SHOWN SCREEN

B17 Looking at this list, which of these things are important to you when buying a car or van?

CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design
13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)
14. Other [WRITE IN]
15. Don't know

IF (B17 = 2)

SHOW SCREEN

B18b Looking at the following list of costs, which do you think about most when choosing a car or van to buy? **Please choose up to three.**

CODE UP TO THREE

- a) Purchase costs
- b) Running / fuel costs
- c) Resale value
- d) Tax
- e) Insurance
- f) Other (SPECIFY)
- g) Don't know (SINGLE CODE)

ASK ALL WITH DRIVING LICENCE AT B3 **AND** CAR/VAN IN HOUSEHOLD AT B5 AND B12 = 1 OR 2 FOR ANY VEHICLE MENTIONED AT B5, ASK:

SHOW SCREEN

B19 Looking at the following list, approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF NECESSARY, CLARIFY: INCLUDE ALL CARS/VANS USED BY THE HOUSEHOLD, INCLUDING COMPANY CARS. EXCLUDE COMMERCIAL VEHICLES, E.G. HEAVY GOODS VEHICLES; TAXIS; BUSES; AMBULANCES; POLICE CARS ; FIRE TRUCKS ETC.

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.
IF NIL ENTER 0"

SINGLE CODE

1. 0
2. 1-499 miles
3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles
8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. 12,000 - 14,999 miles
12. 15,000 - 17,999 miles
13. 18,000 - 20,999 miles
14. 21,000 - 29,999 miles
15. 30,000 miles and over
16. Don't know / not sure

ASK ALL

SHOW SCREEN

B20 How frequently do you travel by private car or van – whether as a driver or passenger? .

Is it.....

PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO.

NOTE: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

IF WORK/STUDENT/ SELF-EMPLOYED (A4=1,2,3,4,10)

SHOW SCREEN

B21 How frequently do you travel by private car or van to or from [work] or [school/college]..

Is it.....

PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO.

NOTE: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

[CAPI SCREENS OUT OPTIONS ACCORDING TO RESPONSE AT B20 – ONLY SHOWS APPLICABLE CODES]

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month

5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

IF B20 = 1, 2, 3, 4, 5 OR 6 AND B5 = 1 OR MORE, ASK:

SHOW SCREEN

B26b Looking at the following list, what would you miss most if you did not have a car in your household?

CODE ONE ONLY

1. Sense of freedom
2. Ability to go shopping
3. Ability to get to work
4. Going to a leisure activity
5. Visiting relatives
6. Going on holiday
7. Taking children to school
8. Other (SPECIFY)
9. Don't know

IF B20 = 1-5, ASK:

DO NOT SHOW SCREEN

B27 What, if any, do you think are the main disadvantages of travelling by car for you personally?

DO NOT PROMPT. PROBE.(Anything else?)

CODE ALL MENTIONED

1. Congestion / traffic jams
2. Uncertain journey times, due to congestion
3. It's stressful / I'm a nervous driver
4. It's time-consuming / slow / frustrating / boring / tiring
5. It's expensive / the cost
6. Parking is difficult
7. Parking is expensive
8. It contributes to pollution / CO2 emissions / bad for environment
9. Children get irritable
10. Drivers can't drink alcohol
11. Drivers can't read / use mobile phone / play games
12. Maintenance / having to look after it / keep tyres inflated
13. Other [WRITE IN]
14. None – there are no disadvantages for me personally (SINGLE CODE ONLY)
15. Don't know

IF USE CAR 1-2 DAYS PER WEEK OR MORE OVERALL – (IF (B20 = 1, 2, or 3) OR (B21= 1, 2, or 3) OTHERS GO TO B24

SHOW SCREEN

B23 I am going to show you a number of statements and would like you to say whether they apply to you personally, answering 'Yes' or 'No' for each.

When I have to choose how I will travel, choosing the car is something...

1. Yes
2. No
3. Don't know

- a) I do frequently.
- b) I do automatically.
- c) That would require effort not to do it.
- d) That belongs to my (daily, weekly, monthly) routine.
- e) That's typically "me."
- f) I have been doing for a long time.

START OF SELF-COMPLETION

SHOW SCREEN

B24 Here are some statements people have made about cars. For each, please try to give your initial feeling rather than thinking about it too much, and say whether you:

1. Definitely agree,
 2. Tend to agree,
 3. Neither agree nor disagree,
 4. Tend to disagree,
 5. Definitely disagree,
 6. Don't know
 7. Not applicable
-
- a) I think most people judge others by the car they drive
 - b) I think owning a car is a sign of success
 - c) People who don't own a car are at a disadvantage
 - d) People should be allowed to use their cars as much as they like

IF B3 = 1, ASK:

- e) I enjoy driving
- f) I find driving stressful

IF NO CAR IN HOUSEHOLD (B5 = 0), ASK:

- g) Not having a car has seriously damaged my career / job prospects

IF CAR/VAN IN HOUSEHOLD (B5 = 1 or more), ASK:

- h) Not having a car would seriously damage my career / job prospects
- i) For me, there are no practical alternatives to travelling by car
- j) In general, it's usually cheaper for me to go by car than use public transport
- k) If I could, I would gladly do without a car
- l) I couldn't manage without a car
- m) I would like to own a larger or faster car

IF (A4 = 1, 2, 3 OR 4) AND (B5 = 1 OR MORE) AND (CN5 = 1 OR 2), ASK:

- n) It's usually quicker for me to get to work by car than use public transport

IF B3 = 1 AND B5 = 1 OR MORE AND B12 = 1 OR 2 FOR AT LEAST ONE OF HOUSEHOLD CARS/VANS, ASK:

- o) I enjoy driving on my own
- p) If I could, I would prefer to drive less than I do

IF CAR/VAN IN HOUSEHOLD (B5 = 1 or more) AND MAKE CAR PURCHASING DECISIONS (B16 = 1, 2 OR 3), ASK:

- q) I tend to buy the same brand of car (e.g. Ford; Toyota)

- r) I tend to buy the same type / size of car (e.g. small car; family estate; sports car)

END OF SELF-COMPLETION

The next few questions are about buses.

ASK ALL

DO NOT SHOW SCREEN

B28 About how long would it take (me) to walk from here to the nearest bus stop or place where I could get on a bus? I am interested in the nearest one even if it isn't the main one you use.

INTERVIEWER: REMEMBER WE WANT TO KNOW HOW LONG IT WOULD TAKE AN AVERAGE PERSON (APPROX. 3 MPH /5KPH), SO IF THE RESPONDENT IS OBVIOUSLY ELDERLY OR INFIRM THEN ASK HOW LONG IT WOULD TAKE "ME (I.E. YOU THE INTERVIEWER) TO WALK THERE. RECORD TO NEAREST MINUTE

TEMPORARY BUS STOPS DO NOT COUNT

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

1. 2 minutes or less
2. 3-4 minutes
3. 5-6 minutes
4. 7-13 minutes
5. 14-26 minutes
6. 27-43 minutes
7. 44 minutes or longer
8. DK

DO NOT SHOW SCREEN

B29 How frequent are the buses from that bus stop during the day? Is there ...

READ OUT ...

IF 'VARIES' TAKE WEEK DAY OFF-PEAK FREQUENCY

1. ...Less than one a day,
2. at least one a day,
3. at least one an hour,
4. at least one every half-hour,
5. or, at least one every quarter of an hour?
-
6. DK

SHOW SCREEN

B30 How frequently do you use an ordinary bus?

READ OUT: PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO.

INTERVIEWER: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

START OF SELF COMPLETION

B31 Here are some statements people have made about buses. For each, please try to give your initial feeling rather than thinking about it too much, and say whether you:

1. Definitely agree,
 2. Tend to agree,
 3. Neither agree nor disagree,
 4. Tend to disagree,
 5. Definitely disagree,
 6. Don't know
 7. Not applicable
-
- a) In general, I think that successful people tend to travel by car rather than by bus
 - b) I would only travel by bus if I had no other choice
 - c) In general, when I have the choice I would rather walk or cycle than go by bus
 - d) I find travelling by bus is expensive
 - e) I like travelling by bus
 - f) I find travelling by bus stressful

END OF SELF COMPLETION

The next few questions are about overground trains.

ASK ALL

DO NOT SHOW SCREEN

B32 About how long would it take (me) to walk from here to the nearest **railway** station? I am interested in the nearest one even if it isn't the main one you use.

INTERVIEWER: REMEMBER WE WANT TO KNOW HOW LONG IT WOULD TAKE AN AVERAGE PERSON (APPROX. 3 MPH /5KPH), SO IF THE RESPONDENT IS OBVIOUSLY ELDERLY OR INFIRM THEN ASK HOW LONG IT WOULD TAKE "ME" (I.E. YOU THE INTERVIEWER) TO WALK THERE. RECORD TO NEAREST MINUTE. IF DK ENCOURAGE ESTIMATE.

1. 2 minutes or less
2. 3-4 minutes
3. 5-6 minutes
4. 7-13 minutes
5. 14-26 minutes
6. 27-43 minutes
7. 44 minutes or longer
8. DK

SHOW SCREEN

B33 How frequently do you use a train, not including underground, tram or light rail ?

PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO.

NOTE: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

START OF SELF COMPLETION

B34 Here are some statements people have made about overground trains. For each, please try to give your initial feeling rather than thinking about it too much, and say whether you:

1. Definitely agree,
 2. Tend to agree,
 3. Neither agree nor disagree,
 4. Tend to disagree,
 5. Definitely disagree,
 6. Don't know
 7. Not applicable
-
- a) In general, I think that successful people tend to travel by car rather than by train
 - b) I would only travel by train if I had no other choice
 - c) I find travelling by train is expensive
 - d) I like travelling by train
 - e) I find travelling by train stressful

END OF SELF COMPLETION

The next set of questions are about light rail, trams, the metro or the underground depending on what service is available nearby.

ASK ALL

SHOW SCREEN

B35 Is there a London Underground/metro/light rail/tram stop which is closer than your nearest railway station?

READ OUT

1. Yes
2. No
3. Or, is it in the same place
4. Don't know

IF B35 = 1, ASK:

DO NOT SHOW SCREEN

B37 Approximately how long would it take (me) to walk to your nearest [tube/metro/light rail/tram stop]?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE

[IF YES AT B35 – ONLY PRESENT OPTIONS WHICH ARE RELEVANT BASED ON DISTANCE TO RAILWAY STATION]

1. 2 minutes or less
2. 3-4 minutes
3. 5-6 minutes
4. 7-13 minutes
5. 14-26 minutes
6. 27-43 minutes
7. 44 minutes or longer
8. DK

IF B35 = 1 OR 2, ASK:

SHOW SCREEN

B38 Looking at the following list, how frequently do you use the tube/metro/light rail/tram?

PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO NOTE: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

And now I'd like to ask you about bicycles.

ASK ALL:

DO NOT SHOW SCREEN

B39a Have you ever learnt how to ride a bicycle?

1. Yes
2. No
3. Don't know

ASK ALL:

DO NOT SHOW SCREEN

B39b Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE

IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

1. Yes – impossible
2. Yes – difficult
3. No
4. Don't know

IF B39a = 1 AND B39b = 2 OR 3, ASK:

DO NOT SHOW SCREEN

B39 Excluding exercise bikes do you currently... READ OUT...

1. ...own a bicycle yourself,
2. have regular use of a bicycle owned by someone else,
3. or have no regular use of a bicycle?

IF B39a = 1 AND B39b = 2 OR 3, ASK:

SHOW SCREEN

B40 How frequently do you use a bicycle?

PLEASE COUNT EACH SINGLE TRIP AS ONE JOURNEY AND EACH RETURN TRIP AS TWO NOTE: ONLY INCLUDE TRAVEL WITHIN GREAT BRITAIN, OVER THE LAST YEAR OR SO.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less than that but more than twice a year
7. Once or twice a year
8. Less than that or never

START OF SELF COMPLETION

IF B39a = 1 AND B39b = 2 OR 3, ASK:

B42 Here are some statements people have made about cycling. For each, please try to give your initial feeling rather than thinking about it too much, and say whether you:

1. Definitely agree,
2. Tend to agree,
3. Neither agree nor disagree,
4. Tend to disagree,
5. Definitely disagree,
6. Don't know
7. Not applicable

IF B39a = 1 AND B39b = 2 OR 3, ASK:

- a) I'm not the kind of person who rides a bicycle
- b) I (would) feel confident cycling on the roads (e.g. to work/school/the shops)
- c) It's too dangerous for me to cycle on the roads
- d) I would cycle (more) if there were more dedicated cycle paths
- e) I would cycle (more) if there were more secure places to store bicycles
- f) In general, I would rather cycle than use public transport
- g) I (would) enjoy cycling as a leisure / holiday activity
- h) I am willing to cycle on the roads (e.g. to work/school/the shops)
- i) I (would) find cycling on the roads stressful

IF (B39a = 1) AND (B39b = 2 OR 3) AND (A4 = 1, 2, 3 OR 4) AND (A8 = 10 miles OR LESS) AND (CN5 = 1 OR 2), ASK:

- j) I'm not the kind of person who cycles to work

IF (B39a = 1) AND (B39b = 2 OR 3) AND (A4 = 1, 2, 3 OR 4) AND (B5 = 1 OR MORE) AND (A8 = 10 miles OR LESS) AND (CN5 = 1 OR 2), ASK:

- k) It would be quicker for me to cycle to work than go by car

END OF SELF-COMPLETION

ASK ALL

SHOW SCREEN

B45 Thinking about safety **in terms of the risk of accidents (INTERVIEWER STRESS ACCIDENTS VERSUS CRIME)**, please rate these forms of transport in order of safety from the most safe to the least safe. So which one would you say is most safe / second most safe / third most safe.

INTERVIEWER If asked, this question is referring to incidents such as road and rail collisions

1. Bus
2. Overground train (NOT including underground/tube/metro systems)
3. Car
4. Bicycle

ASK ALL

SHOW SCREEN

B46 Thinking now about personal safety, **that is the risk of being a victim of crime**, please rate these forms of transport in order of safety from the most safe to the least safe. So which one would you say is most safe / second most safe / third most safe.

.

1. Bus
2. Overground train (NOT including underground/tube/metro systems)
3. Car
4. Bicycle

Thinking now about flying by aeroplane

SHOW SCREEN

B47 Looking at this list, what types of flights starting from the UK have you taken in the last 12 months?

INTERVIEWER: UK INCLUDES ENGLAND, WALES, SCOTLAND AND NORTHERN IRELAND.

SHORT-HAUL MEANS CONTINENTAL EUROPE, INCLUDING EIRE (REPUBLIC OF IRELAND).

LONG-HAUL MEANS OUTSIDE EUROPE.

CODE ALL THAT APPLY

1. Domestic – to other UK locations
2. Short-haul international - to somewhere else in Europe
3. Long-haul international - to somewhere outside Europe
4. None (SINGLE CODE ONLY)
5. Don't know (Spontaneous only)

IF B47 = 1, ASK:

SHOW SCREEN

B48 Looking at this list, how many flights within the UK, did you make by plane during the last 12 months? Please count the outward and return flight and any transfers as one trip. If you don't know the exact number please give your best guess.

Flights should start in the UK.

1. One
2. Two
3. Three or more

IF B47 = 2, ASK:

SHOW SCREEN

B50 Looking at this list, how many short-haul flights starting from the UK did you make to Europe during the last 12 months? If you don't know the exact number please give your best guess.

Flights should start in the UK.

1. One
2. Two
3. Three or more

IF B47 =3, ASK:

SHOW SCREEN

B51 Looking at this list, how many long-haul flights starting from the UK did you make during the last 12 months? If you don't know the exact number please give your best guess.

Flights should start in the UK.

1. One
2. Two
3. Three or more

SECTION C STAGES OF CHANGE MODEL

The next section is about the types of journeys you make and how you chose to make them.

SHOW SCREEN

CN1 (C1) Which of the following journeys have you made in the last six months?
WE ARE ONLY INTERESTED IN TRIPS WITHIN ENGLAND, WALES AND
MAINLAND SCOTLAND IE WHERE THERE IS NO LARGE EXPANSE OF
WATER TO CROSS

CODE ALL MENTIONED

INTERVIEWER: REGULAR JOURNEYS TO WORK SHOULD ONLY BE
INCLUDED IF THEY WORK FROM THE SAME LOCATION AT LEAST HALF OF
THE TIME

1. Regular journeys to work (IF WORKING A4=1, 2, 3 OR 4) school/college
(IF IN FULL TIME EDUCATION A4=10) (OTHERWISE HIDE RESPONSE
CODE)
2. Business trips as part of your work within the UK - but not including your
regular journey to work) (IF WORKING A4=1 or 2) (OTHERWISE HIDE
RESPONSE CODE)
3. None of these

THOSE CODED 3 AT CN1 GO TO CN56 (Shopping).

DO NOT SHOW SCREEN

CN2a (C2) When you usually make regular journeys to work which mode of
transport do you use for the longest part of the journey?

INTERVIEWER: IF NECESSARY, SAY 'THE LONGEST PART OF THE
JOURNEY IN TERMS OF DISTANCE, OR MILES TRAVELLED'

INTERVIEWER: IF RESPONDENT USUALLY VARIES THE MODE USED FOR
THE LONGEST PART OF THE JOURNEY AND IS UNABLE TO SELECT A
RESPONSE, SELECT THE MODE THEY USED THE LAST TIME THEY MADE
THE JOURNEY. IF RESPONDENT USUALLY USES MORE THEN ONE MODE
WITHIN THE SAME JOURNEY, (E.G. DRIVES TO THE TRAIN STATION, THEN
TAKES THE TRAIN), PROBE FOR WHICH MODE IS USED FOR THE
LONGEST PART OF THE JOURNEY

SINGLE CODE

1. Walk
2. Bicycle
3. Motorbike/moped/scooter
4. Car/van as driver
5. Car/van as passenger
6. Bus
7. Tube/metro/light rail/tram
8. Railway train
9. Long distance coach
10. Aeroplane

DO NOT SHOW SCREEN

CN2b (C2) Thinking about the last time you made a business trip within the UK, which mode of transport did you use for the longest part of the journey?

INTERVIEWER: IF NECESSARY, SAY 'THE LONGEST PART OF THE JOURNEY IN TERMS OF DISTANCE, OR MILES TRAVELLED'

SINGLE CODE

1. Walk
2. Bicycle
3. Motorbike/moped/scooter
4. Car/van as driver
5. Car/van as passenger
6. Bus
7. Tube/metro/light rail/tram
8. Railway train
9. Long distance coach
10. Aeroplane

MODULE A: [WORK] OR [SCHOOL/COLLEGE] (ONLY CN1=1)

IF A4 = 1,2,3 OR 4 AND CN5 = 1, 2 OR 3, THEN ASK:

SHOW SCREEN

CN6 (C35a) Looking at the following list, how often, if at all, do you work from home INSTEAD of going to your [usual] place of work?

INTERVIEWER: DO NOT INCLUDE IF ADDITIONAL TO NORMAL WORKING HOURS E.G. ADDITIONAL WORK AT HOME IN EVENING/WEEKENDS

1. 3 or more times a week
2. Once or twice a week
3. Less than that but more than twice a month
4. Once or twice a month
5. Less than that but more than twice a year
6. Once or twice a year
7. Less than that or never
8. Don't know

IF CN6 = 7 (WORKS AT HOME LESS THAN ONCE A YEAR OR NEVER), ASK:
DO NOT SHOW SCREEN

CN7 (C35b) Can I check, in your (main) job, would it be possible to do your kind of work at home instead of travelling to work?

NOTE: IF IN THEORY IT WOULD BE POSSIBLE BUT THE EMPLOYER DOES NOT ALLOW CODE 'YES'. IF IN THEORY WOULD BE POSSIBLE IF HAD NECESSARY EQUIPMENT (E.G. LAPTOP, SEWING MACHINE), CODE YES

1. Yes - could do all of my work from home
2. Yes - could do most of my work from home
3. Yes - could do some of my work from home
4. No - could not do any of my work from home
5. Don't know

IF CN6 = 2, 3, 4, 5 OR 6, ASK:

DO NOT SHOW SCREEN

CN8 (C35c) Can I check, in your (main) job, would it be possible for you to do more of your type of work from home than you do now?

NOTE: IF IN THEORY IT WOULD BE POSSIBLE BUT THE EMPLOYER DOES NOT ALLOW CODE 'YES'. IF IN THEORY WOULD BE POSSIBLE IF HAD NECESSARY EQUIPMENT (E.G. LAPTOP, SEWING MACHINE), CODE YES"

1. Yes - could do all of my work from home
2. Yes - could do a lot more work from home
3. Yes - could do a bit more work from home
4. No - could not do any more of my work from home
5. Don't know

THOSE TRAVELLING BY CAR OR CAR AND MOTORBIKE

IF CN1 = 1 AND CN2 = 4 (GO BY CAR/VAN AS DRIVER) ASK:

DO NOT SHOW SCREEN

CN10 (C3) And when you drive to [work] or [school/college], do you usually go alone or do you take anyone with you for all or part of the journey?

INTERVIEWER: PROBE FOR WHO THEY TAKE. IF THEY SAY IT VARIES, PROBE FOR WHETHER THEY USUALLY TAKE SOMEONE OR NOT. CODE ALL THAT APPLY.

1. Usually go alone [SINGLE CODE ONLY]
2. Usually take my child/children
3. Usually take my husband/wife/partner
4. Usually take another family member I live with
5. Usually take housemate / any other non-family household member I live with
6. Usually take a family member I do not live with
7. Usually take friend/neighbour/work colleague (anyone else I don't live with)
8. It varies – but I usually take someone [SINGLE CODE ONLY]
9. It varies too much to say [SINGLE CODE ONLY]
10. Don't know

IF CN1 = 1 AND IF CAR/VAN AS DRIVER OR PASSENGER (CODE 4 OR 5 AT CN2)

DO NOT SHOW SCREEN

CN12 (C7) What are the reasons for you usually going by car/van to [work] or [school/college]?

DO NOT PROMPT. PROBE FULLY (ANYTHING ELSE?) CODE ALL MENTIONED

1. I can travel when I want to travel
2. It is quick / quickest way/ other ways take too long
3. It is reliable / more reliable than other modes
4. It is cheap / cheapest way
5. It is convenient / most convenient
6. it is comfortable / most comfortable
7. I cannot get there any other way
8. I enjoy driving
9. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
10. I usually take my partner with me
11. I usually take my children with me
12. I usually take someone else with me
13. I need my car for work
14. I use my car to make other trips while I'm out
15. It gives me flexibility
16. The weather
17. Other, specify

DO NOT SHOW SCREEN

IF USE CAR/VAN OR MOTORBIKE FOR REGULAR WORK JOURNEY (CN1 = 1) AND (CN2 = 3, 4 OR 5)

CN13 (C43) What, if anything, would encourage you to use public transport for your journeys to **[work]** or **[school/college]**?

DO NOT PROMPT. CODE ALL THAT APPLY. PROBE FULLY [ANYTHING ELSE?]

1. If there was better integration between buses and trains (railway and light rail/underground)

2. If it was cheaper/better value
3. If it was more reliable
4. If it was more frequent
5. If it was quicker
6. If it was more convenient/direct services/better routes (go to where I want to go)
7. If i had easier access to services (if bus stop / station was closer, easier to get to)
8. If it was more comfortable/safer/cleaner
9. If I had more/better information
10. Nothing
11. Nothing – I drop my child(ren) at school on the way
12. Nothing – too difficult with equipment/papers I need
13. Nothing – too difficult because of disability/poor mobility
14. Nothing – don't like travelling with public/other people
15. Would only use if problem with car / motorbike
16. Other [Record verbatim]

IF CN1 = 1 AND TAKE CAR (AS DRIVER OR PASSENGER) OR MOTORBIKE TO WORK/COLLEGE (CN2 = 3, 4 OR 5), AND (A8 OR A10a = 2 miles or less) AND (B2 = 4), ASK ...

DO NOT SHOW SCREEN

CN13a What are the reasons why you don't walk to [work] or [school/college]?
CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. Worried about safety – risk of accidents / traffic danger
3. Worried about personal safety – risk of crime / being attacked / mugged
4. Walking is inconvenient / car is more convenient
5. Walking takes too long / car is quicker
6. Walking takes too much effort / can't be bothered
7. Lack of (well-maintained) pavements
8. Lack of direct roads / pathways
9. Lack of street lighting / poor street lighting
10. Weather / too hilly
11. I find walking difficult / too old / disabled
12. No particular reason (SINGLE CODE ONLY)
13. Other (SPECIFY)
14. Don't know

IF CN1 = 1 AND TAKE CAR (AS DRIVER OR PASSENGER) OR MOTORBIKE TO WORK/COLLEGE (CN2 = 3, 4 OR 5), AND (A8 OR A10a = 0.5 miles - 25 miles) ASK ...

DO NOT SHOW SCREEN

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

CN14 (C8) What are the reasons why you don't take the bus to get to [work] or [school/college]?

CODE ALL THAT APPLY

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. I would need to change my bus / no direct route
3. I don't know what bus services are available

4. Can never be sure what time the bus will arrive/how long it will take
5. Buses do not run when I want to travel
6. Buses do not run where I want to travel
7. Bus journey is too slow / infrequent
8. Buses are not reliable and punctual
9. Bus stop is not near home
10. Bus stop is not near to destination
11. Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car
12. Generally not convenient by bus/ easier or more convenient by car
13. Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot
14. I do not feel safe on the bus / at bus stations
15. Buses are not accessible/easy to get on
16. No particular reason (SINGLE CODE ONLY)
17. Other [WRITE IN]
18. Don't know

IF CN1 = 1 AND TAKE CAR (AS DRIVER OR PASSENGER) OR MOTORBIKE TO WORK/COLLEGE (CN2 = 3, 4 OR 5), AND (A8 OR A10a = 2 miles OR MORE) ASK ...

DO NOT SHOW SCREEN

CN16 (C12) What are the reasons why you don't take the train to get to [work] or [school/college]?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. No direct route - I would need to change train or use bus and train
3. I don't know what train services are available
4. Can never be sure what time the train will arrive/how long it will take
5. Trains do not run when I want to travel
6. Trains do not run where I want to travel
7. Train journey is too slow / infrequent
8. Trains are not reliable and punctual
9. Train station is not near home
10. Train station is not near to destination
11. Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car
12. Generally not convenient by train/ easier or more convenient by car
13. Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot
14. I do not feel safe on the train / at train stations
15. Trains are not accessible/easy to get on
16. No particular reason (SINGLE CODE ONLY)
17. Other [WRITE IN]
18. Don't know

IF CN1 = 1 AND TAKE CAR (AS DRIVER OR PASSENGER) OR MOTORBIKE TO WORK/COLLEGE (CN2 = 3, 4 OR 5), AND (A8 OR A10a = 0.5 miles - 25 miles) AND (B35 = 1 OR 2), ASK ...

DO NOT SHOW SCREEN

CN16 (C12) What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. No direct route - I would need to change tube/metro/light rail/tram or use bus and tube/metro/light rail/tram
3. I don't know what tube/metro/light rail/tram services are available
4. Can never be sure what time the tube/metro/light rail/tram will arrive/how long it will take
5. Tube/metro/light rail/trams do not run when I want to travel
6. Tube/metro/light rail/trams do not run where I want to travel
7. Tube/metro/light rail/tram journey is too slow / infrequent
8. Tube/metro/light rail/trams are not reliable and punctual
9. Tube/metro/light rail/tram station is not near home
10. Tube/metro/light rail/tram station is not near to destination
11. Tube/metro/light rail/trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car
12. Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car
13. Tube/metro/light rail/trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot
14. I do not feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations
15. Tube/metro/light rail/trams are not accessible/easy to get on
16. No particular reason (SINGLE CODE ONLY)
17. Other [WRITE IN]
18. Don't know

IF CN1 = 1 AND TAKE CAR (AS DRIVER OR PASSENGER) OR MOTORBIKE TO WORK/COLLEGE (CN2 = 3, 4 OR 5), AND DISTANCE AT [A8]/[A10a]= 10 MILES OR LESS AND IF B39a = 1 AND B39b = 2 OR 3, ASK:

DO NOT SHOW SCREEN

CN18 (C16) What are the reasons why you don't cycle to [work] or [school/college]?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. Don't own / have access to a bicycle
3. Can't ride a bicycle
4. Can ride a bicycle but not confidently enough to ride to work
5. It takes too long to cycle / too far away
6. Too much traffic / it's too dangerous
7. Weather
8. Too hilly round here

9. Too dark
10. Nowhere to park a bicycle securely
11. Worried about bike being stolen
12. No showers
13. Too old / Not fit enough to cycle
14. Cycle lanes/paths are limited / poor quality/unsafe
15. Worried about crime/personal safety/being attacked
16. Not my style
17. No particular reason (SINGLE CODE ONLY)
18. Other [WRITE IN]
19. Don't know

IF CN1 = 1 AND CAR/VAN AS DRIVER (CODE 4 AT CN2)

SHOW SCREEN

CN21 (C36) In which of the following ways, if any, could you make the journey to [work] or [school/college]?

CODE ALL MENTIONED

1. By getting a lift with someone going the same way / going to the same place
2. Through a car share scheme
3. Neither
4. Don't know

IF CAR/VAN AS DRIVER OR PASSENGER (CODE 4 OR 5 AT CN2) AND CN1=1

SHOW SCREEN

SHOW SCREEN

CN22 (C37) Answering from the following list, could you combine the trip to [work] or [school/college] with other trips (e.g. food shopping) to reduce the amount you travel overall?

PROMPT/PROBE AS NECESSARY

1. Yes – I usually do this
2. Yes – I do this sometimes, but could do it more
3. Yes – I do this sometimes, but could not do it more
4. Yes – but I have not done this yet
5. No
6. Not sure / Don't know

IF USE CAR/VAN FOR REGULAR WORK JOURNEY (CN1 = 1) AND (CN2 = 4 OR 5). JOURNEYS USING OTHER MODES GO TO C45 (CYCLING QUESTIONS)

SHOW SCREEN.

CN23 (C41) Thinking about your journey to [work] or [school/college] , which of these statements best describes your current attitudes towards using public transport?

SINGLE CODE

1. I haven't really thought about using public transport
2. I thought about using public transport but decided not to

3. I am thinking about using public transport but I haven't thought about when I will start
4. I am thinking about using public transport more often quite soon
5. I tried to use public transport but have decided not to continue
-
6. SPONTANEOUS ONLY: I do sometimes use public transport

DO NOT SHOW SCREEN

IF CODES 3 OR 4 AT CN23 ASK CN24, OTHERS GO TO CN26
 CN24 (C42) So have you... READ OUT CODE 1, 2 AND 3
 CODE ALL THAT APPLY

1. Actually done a 'trial run'
2. Researched timetables, routes, fares
3. Discussed with friends or colleagues who use public transport on that route
-
4. SPONTANEOUS ONLY. Done something else – specify
5. SPONTANEOUS ONLY. None of these – have only just started thinking about it

ASK FOR CODE 5 AT CN23 (ONLY THOSE WHO HAD TRIED BUT STOPPED USING PUBLIC TRANSPORT)

DO NOT SHOW SCREEN

CN25 (C44) What were the reasons why you decided to stop using public transport?
 CODE ALL MENTIONED

1. It was too expensive
2. It was too unreliable
3. It was not frequent enough
4. It was too slow
5. It was not convenient because there is no direct service to where i want to go
6. It's too far to the bus/tram stop/station
7. It is not comfortable/safe/clean
8. Too difficult with children
9. Too difficult with equipment/papers I need to take
10. Too difficult because of disability/poor mobility
11. Don't like travelling with public/other people
12. Moved house
13. Changed job
14. Other [Record verbatim]

IF USE CAR/VAN FOR REGULAR WORK JOURNEY AND HAVE EVER LEARNT TO RIDE A BIKE AND COULD RIDE A BIKE (CN1 = 1) AND (CN2 = 4 OR 5) AND (B39a = 1) AND (B39b = 2 OR 3), AND DISTANCE AT [A8]/[A10a] = 10 MILES OR LESS ASK:
 SHOW SCREEN

CN26 (C45) Thinking about your journey to **[work] or [school/college]**, which of these statements best describes your current behaviour?

SINGLE CODE

1. I haven't really thought about cycling
2. I thought about cycling but decided not to
3. I am thinking about cycling but I haven't thought about when I will start
4. I am thinking about cycling quite soon
5. I tried to cycle but have decided not to continue

6. SPONTANEOUS ONLY: I do sometimes cycle

FOR CODES 3 AND 4 AT CN26, OTHERS GO TO CN28

DO NOT SHOW SCREEN - READ OUT (1, 2 AND 3 ONLY)

CN27 (C46) So have you...

CODE ALL MENTIONED

1. Actually done a 'trial run'
2. Researched routes
3. Discussed with friends or colleagues who use public transport on that route

4. SPONTANEOUS ONLY. Done something else – specify
5. SPONTANEOUS ONLY. None of these – have only just started thinking about it

DO NOT SHOW SCREEN

IF TRIED CYCLING TO WORK BUT STOPPED (CODE 5 AT CN26)

CN29 (C48) Why did you decide to stop cycling to **[work] or [school/college]**?

CODE ALL MENTIONED

1. Bike broke
2. Bike was stolen
3. I had an accident
4. It was too slow
5. It is not safe / too much traffic
6. I have to drop my child(ren) at school on the way
7. Too difficult with equipment/papers I need to take
8. Too difficult because of disability/poor mobility
9. Not fit enough / it was too tiring
10. Weather reason
11. Seasonal reason (Autumn/winter started / it started getting dark/cold when I wanted to travel)
12. Other [Record verbatim]

DO NOT SHOW SCREEN

IF USE CAR/VAN FOR REGULAR WORK JOURNEY AND HAVE EVER

LEARNT TO RIDE A BIKE AND COULD RIDE A BIKE (CN1 = 1) AND (CN2 = 4 OR 5) AND (B39a = 1) AND (B39b = 2 OR 3), AND DISTANCE AT [A8]/[A10a] = 10 MILES OR LESS, ASK:

CN28 (C47) What, if anything, would encourage you to cycle to **[work] or [school/college]**?

DO NOT PROMPT, PROBE FULLY (Anything else?)
CODE ALL MENTIONED

1. Would consider sometimes (e.g. if weather fine)
2. Would only use if problem with car
3. If there were cycle paths / better cycle paths
4. If there were (more) secure places to store bicycles
5. If it was safer / there was less traffic
6. If I lived closer
7. If there was any/better cycle training available to me
8. Nothing
9. Nothing – too far
10. Nothing – I drop my child(ren) at school on the way
11. Nothing – too difficult with equipment/papers I need
12. Nothing – too difficult because of disability/poor mobility
13. Other [Record verbatim]

THOSE TRAVELLING BY BUS

IF CN1 = 1 AND CN2 = 6, ASK ...

DO NOT SHOW SCREEN

CN30 (C5) 'What are the reasons for you taking the bus to get to [work] or [school/college]?'

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. Buses run where I want to travel / direct route
2. Buses run when I want to travel
3. Bus journey is quick / service is frequent
4. Buses are reliable / punctual
5. Bus stop is near home
6. Bus stop is near to destination
7. Buses are cheap / cheaper / offer good value for money
8. General convenience
9. I feel safe on the bus / bus stops / bus stations
10. Buses are accessible / easy to get on
11. Good for the environment / low CO2 emissions
12. Good information on timetables/routes/fares
13. I feel safe at bus stops/stations
14. No choice – I don't own / have access to a car
15. No choice – no parking where I need to go
16. No choice – other reason
17. No particular reason
18. Other [WRITE IN]
19. Don't know

THOSE TRAVELLING BY TRAIN OR TUBE/METRO/LIGHT RAIL/TRAM/TRAIN

IF CN1 = 1 AND CN2 = 8, ASK ...

DO NOT SHOW SCREEN

CN32 (C10) 'What are the reasons for you taking the train to get to [work] or [school/college]?'

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. Trains run where I want to travel / direct route
2. Trains run when I want to travel
3. Train journey is quick / service is frequent
4. Trains are reliable / punctual
5. Train station is near home
6. Train station is near to destination
7. Trains are cheap / cheaper / offer good value for money
8. General convenience
9. I feel safe on the train / at train stations
10. Trains are accessible / easy to get on
11. Good for the environment / low CO2 emissions
12. Good information on timetables/routes/fares
13. No choice – I don't own / have access to a car
14. No choice – no parking where I need to go
15. No choice – other reason
16. No particular reason
17. Other [WRITE IN]
18. Don't know

IF CN1 = 1 AND CN2 = 7, ASK ...

DO NOT SHOW SCREEN

CN32a (C10) 'What are the reasons for you taking the Tube/metro/light rail/tram to get to [work] or [school/college]?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. Tube/metro/light rail/trams run where I want to travel / direct route
2. Tube/metro/light rail/trams run when I want to travel
3. Tube/metro/light rail/tram journey is quick / service is frequent
4. Tube/metro/light rail/trams are reliable / punctual
5. Tube/metro/light rail/tram station is near home
6. Tube/metro/light rail/tram station is near to destination
7. Tube/metro/light rail/trams are cheap / cheaper / offer good value for money
8. General convenience
9. I feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations
10. Tube/metro/light rail/trams are accessible / easy to get on
11. Good for the environment / low CO2 emissions
12. Good information on timetables/routes/fares
13. No choice – I don't own / have access to a car
14. No choice – no parking where I need to go
15. No choice – other reason
16. No particular reason
17. Other [WRITE IN]
18. Don't know

IF CN1 = 1 AND CN2 = 8, ASK:

DO NOT SHOW SCREEN

CN34 (C30) When you catch a train to go to work/school/college, how do you usually get to the train station?

1. Walk all the way
2. Walk to bus stop and catch a bus to station
3. Bicycle
4. Motorbike/moped/scooter
5. Car/van as driver
6. Car/van as passenger
7. Taxi
8. It varies too much to say
9. Other

IF CN1 = 1 AND CN2 = 8 AND CN34 = 5 OR 6 [CAR/VAN TO TRAIN STATION],
ASK:

DO NOT SHOW SCREEN

CN35 (C31) What are the reasons you don't walk to the train station?

DO NOT PROMPT, PROBE FULLY (WHY ELSE?), CODE ALL THAT APPLY

1. It takes too long / too far away
2. Too much traffic / it's too dangerous
3. Weather
4. Too hilly round here
5. Too dark
6. Too old /Not fit enough to walk
7. Worried about crime/personal safety/being attacked
8. I'm not the kind of person who walks to the train station / Not my style
9. No particular reason
10. Other [WRITE IN]
11. Don't know

IF CN1 = 1 AND CN2 = 8 AND CN34 = 5 OR 6 [CAR/VAN TO TRAIN STATION],
AND HAVE EVER LEARNT TO RIDE A BIKE (B39a = 1) AND COULD RIDE A
BIKE (B39b = 2 OR 3)

ASK:

DO NOT SHOW SCREEN

CN36 (C32) What are the reasons why you don't cycle to the train station?

DO NOT PROMPT, PROBE FULLY (WHY ELSE?), CODE ALL THAT APPLY

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. Don't own / have access to a bicycle
3. Can't ride a bicycle
4. Can ride a bicycle but not confidently enough to ride to work
5. It takes too long to cycle / too far away
6. Too much traffic / it's too dangerous
7. Weather
8. Too hilly round here
9. Too dark
10. Nowhere to park a bicycle securely
11. Worried about bike being stolen
12. No showers
13. Too old / Not fit enough to cycle

14. Cycle lanes/paths are limited / poor quality/unsafe
15. Worried about crime/personal safety/being attacked
16. I'm not the kind of person who cycles to the train station / Not my style
17. No particular reason
18. Other [WRITE IN}
19. Don't know

THOSE TRAVELLING BY CYCLE

IF CN1 = 1 AND CN2 = 2, ASK ...

DO NOT SHOW SCREEN

CN37 (C14) What are the reasons why you cycle to [work] or [school/college]?

CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

1. It is quick
2. It is the cheap / cheapest way / free
3. It is the most convenient way
4. It is easy to park / lock up
5. I enjoy cycling
6. I use my cycle at work
7. To keep fit / exercise
8. There is a choice of routes / can take routes which I couldn't otherwise
9. It's better for the environment / reduces CO² emissions
10. Flexibility / freedom / no waiting around
11. No choice – I don't own / have access to a car
12. No choice – no parking where I need to go
13. No choice – I can't walk where I need to go
14. No choice – bus services don't meet my needs
15. No choice – train services don't meet my needs
16. No particular reason
17. Other [WRITE IN}
18. Don't know

ALL TRAVELLING TO WORK, SCHOOL OR COLLEGE

IF CN1 = 1

DO NOT SHOW SCREEN

CN39 (C38) Have you changed the method of transport (e.g. going by car/train/bus/or cycling) that you use to travel to [work] or [school/college] in the last year?

1. Yes
2. No

IF CN1 = 1 AND CN39 = YES:

DO NOT SHOW SCREEN

CN40 (C39) How did you previously travel to [work] or [school/college]? That is, which method of transport did you use for the longest part of the journey?

INTERVIEWER: PROMPT / PROBE IF NECESSARY

SINGLE CODE

1. Walk
2. Bicycle
3. Motorbike/moped/scooter
4. Car/van as driver
5. Car/van as passenger
6. Bus
7. Tube/metro/light rail/tram
8. Railway train
9. Long distance coach
10. Aeroplane (ONLY FOR REGULAR WORK / BUSINESS TRIPS)

IF CN1 = 1 AND CN39 = YES:

DO NOT SHOW SCREEN

CN41 (C40) Why did you change the way you travelled to [work] or [school/college] ?

DO NOT PROMPT

CODE ALL MENTIONED

1. New job
2. Moved house
3. Change in family circumstances (e.g. had a baby/got divorced/child left school/etc)
4. I wanted to reduce my CO² emissions
5. New method quicker / more convenient
6. New method cheaper / free
7. Health reasons
8. I bought a car
9. I bought a bicycle
10. Other [WRITE IN]

END OFMODULE A

MODULE B: BUSINESS TRIPS (ONLY IF CN1=2)

THOSE TRAVELLING BY CAR AND AEROPLANE

IF CN1 = 2 AND IF CAR/VAN AS DRIVER (CODE 4 AT CN2)

SHOW SCREEN

CN42 (C49) You said that you travelled by car/van the last time you made a business trip. Thinking more generally about all the business trips you made by car/van in the last six months, in which of the following other ways, if any, could you have made those trip(s)?

CODE ALL MENTIONED

1. By getting a lift with someone going the same way / going to the same place
2. Through a car share scheme
3. Neither
4. Don't know

ASK ALL WHO USE CAR OR AEROPLANES FOR BUSINESS TRIPS (CN1 = 2) AND (CN2 = 4, 5 OR 10). OTHERS GO TO C58.

FOR CN1=2 (BUSINESS TRIPS) ASK:

DO NOT SHOW SCREEN

CN43 (C53) In the last six months, have any of your business trips been....READ OUT

CODE ALL MENTIONED

INTERVIEWER: PROBE FOR AN ESTIMATE

1. 50 miles or more
2. 25 to 49 miles
3. 10 to 24 miles
4. Less than 10 miles

5. Don't know

IF CN1=2 AND CN2=4,5,10 AND (CN43=1 OR 2) OTHERS GO TO CN48

DO NOT SHOW SCREEN

CN44 (C54) You said you travelled by **[car/van as a driver car/van as a passenger / aeroplane]** the last time you made a business trip. Thinking more generally about business trips that are 25 miles or over, would you consider travelling by train?

INTERVIEWER – IF YES, PROBE FOR WHETHER THEY ALREADY TAKE THE TRAIN FOR LONGER BUSINESS TRIPS, AND IF SO WHETHER THEY USUALLY OR SOMETIMES TAKE THE TRAIN FOR LONGER TRIPS.

1. Yes – I usually do this already (for longer business trips)
2. Yes – I sometimes do this already (for longer business trips)
3. Yes – but I don't do this at the moment
4. No
5. Don't know

IF CN44 = 4

DO NOT SHOW SCREEN

CN45 (C55) What are the reasons why you wouldn't consider travelling by train?

CODE ALL THAT APPLY

1. I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all
2. I would need to change train or use bus and train / no direct route
3. I don't know what train services are available
4. Can never be sure what time the train will arrive/how long it will take
5. Trains do not run when I want to travel
6. Trains do not run where I want to travel
7. Train journey is too slow / infrequent
8. Trains are not reliable and punctual
9. Train station is not near home
10. Train station is not near to destination
11. Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car
12. Generally not convenient by train/ easier or more convenient by car/aeroplane
13. Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot
14. I do not feel safe on the train / at train stations
15. Trains are not accessible/easy to get on
16. No particular reason
17. Other [WRITE IN]
18. Don't know

ALL WHO MAKE BUSINESS TRIPS

ASK ALL MAKE BUSINESS TRIPS (CN1 = 2)

SHOW SCREEN

CN48 (C58) And from the following list, who mainly decides how you travel on business trips (for example, by car, train or aeroplane?)

SINGLE CODE

1. Me personally
2. Other people I'm travelling with
3. My manager
4. My clients
5. It is company policy / decided by a central travel department
6. it varies / not possible to say

ASK ALL MAKE BUSINESS TRIPS (CN1 = 2)

DO NOT SHOW SCREEN

CN50 (C60) Do you ever use teleconferencing or video/web-conferencing?

INTERVIEWER: PROBE WHICH ARE USED IF NECESSARY

CODE ALL THAT APPLY

1. Yes – video conferencing
2. Yes - web conferencing
3. Yes – teleconferencing
4. No [SINGLE CODE ONLY]

5. Don't know/not sure

IF YES – TELECONFERENCING OR YES – VIDEO OR WEB CONFERENCING
OR NO AT PREVIOUS QUESTION [CODE 1 OR 2 OR 3 OR 4 AT CN50] ASK:
SHOW SCREEN

CN51 (C61a) And from the following list, generally speaking, how easy or difficult
would it be **for you** personally to use video, web-conferencing or teleconferencing
to reduce the number of meetings you travel to?

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult
5. Don't know/not sure

IF DIFFICULT TO DO THIS (CODES 3 OR 4 AT PREVIOUS QUESTION CN51)
DO NOT SHOW SCREEN

CN52 (C61b) Why would it be difficult?

CODE ALL MENTIONED

1. Facilities not available at/near workplace
2. Facilities not easily accessible at/near workplace
3. I am not confident enough to use these technologies
4. Prefer to meet face to face
5. The person/s I am meeting do not have the technology
6. More convenient to meet face to face
7. Cheaper to meet face to face
8. I need to take things with me to the meeting
9. It's more effective to meet face to face
10. Other [WRITE IN]

END OFMODULE B

SHOPPING

ASK ALL

SHOW SCREEN

CN56 Which of the following statements best describes how you typically do your food shopping?

SINGLE CODE

1. I usually **only** do a main shop (e.g. a weekly/fortnightly shop)
2. I usually do **both** a main shop (e.g. a weekly/fortnightly shop) **and** top-up food shopping (e.g. getting a few food items when I realise I need them)
3. I usually do more regular little shops for food (e.g. buying food as and when I need it) rather than doing a big main shop
4. I do not usually do food shopping - someone else in my household does the food shopping (GO TO CN104)

IF CN56 = 2 OR 3 ASK:

DO NOT SHOW SCREEN

CN57 And which mode of transport do you usually use for the longest part of the journey when you...?

INTERVIEWER: PROMPT / PROBE IF NECESSARY

CN56=2

Y [do top-up shopping]

CN56=3

Z [do more regular little shops]

CODE ONE ONLY - IF USE MORE THAN ONE MODE, PROBE FOR WHICH ONE THEY USE MOST OFTEN

1. Walk
2. Bicycle
3. Motorbike/moped/scooter
4. Car/van as driver
5. Car/van as passenger
6. Bus
7. Tube/metro/light rail/tram
8. Railway train

IF CN56 = 2 OR 3 ASK:

SHOW SCREEN

CN59 And from this list, how frequently do you...?

CN56=2

Y [do top-up shopping]

CN56=3

Z [do more regular little shops]

1. Once in the last month
2. Twice in the last month

3. More or less weekly
4. Twice weekly
5. 3 to 4 times a week
6. Once a day
7. More than once a day
8. Don't know

ALL WHO TRAVEL BY CAR FOR SHOPPING (CODES 4 AND 5 FOR ANY AT Q57 X, Y OR Z)

DO NOT SHOW SCREEN – DO NOT PROMPT

CN60 What are the reasons for you usually going by car/van to do...?

CN56=2

Y [top-up shopping]

CN56=3

Z [more regular little shops]

CODE ALL MENTIONED

1. I have shopping and cannot carry it all
2. I can travel when I want to travel
3. It is quick / reliable / convenient
4. It is cheap / cheapest way
5. I cannot get there any other way
6. I prefer driving
7. I use my car to make other trips while I'm out
8. It gives me flexibility
9. Other, specify

DO NOT ASK CN61 – CN74 IF TRAVEL TO WORK BY CAR AS DRIVER OR PASSENGER (CN=1 AND CN2=4 OR 5)

ALL WHO TRAVEL BY CAR FOR SHOPPING (CODES 4 AND 5 FOR ANY AT Q57 X, Y OR Z)

DO NOT SHOW SCREEN – DO NOT PROMPT

CN61 What are the reasons why you don't use public transport to do...?

CODE ALL THAT APPLY. PROBE FULLY [ANYTHING ELSE?]

CN56=2

Y [top-up shopping]

CN56=3

Z [more regular little shops]

1. I have shopping and cannot carry it all
2. There is no direct route
3. I don't know what public transport services are available / poor information on timetables or routes or fares
4. Public transport is too slow / service too infrequent
5. Public transport is not reliable / punctual

6. Public transport services are not near home
7. Public transport services are not near destination
8. Public transport is expensive / It's cheaper by car
9. Generally public transport is not convenient/ easier or more convenient by car
10. I do not feel safe on public transport
11. Public transport is not accessible/easy to get on
12. It's always full by the time it gets to my stop
13. No particular reason
14. Other [WRITE IN]
15. Don't know

ALL WHO TRAVEL BY CAR FOR SHOPPING (CODES 4 AND 5 FOR ANY AT Q57 , Y OR Z) AND HAVE EVER LEARNT TO RIDE A BIKE (B39a = 1) AND COULD RIDE A BIKE (B39b = 2 OR 3), ASK ...
DO NOT SHOW SCREEN – DO NOT PROMPT
CN63 What are the reasons why you don't you cycle to do your ...?
CODE ALL THAT APPLY. DO NOT PROMPT. PROBE FULLY [ANYTHING ELSE?]

CN56=2
Y [top-up shopping]

CN56=3
Z [more regular little shops]

1. I have shopping and cannot carry it all
2. Don't have access to a bicycle / my own bicycle
3. Can't ride a bicycle /not confident enough
4. It takes too long to cycle / too far away
5. Too much traffic / it's too dangerous
6. Weather
7. Too old /unfit
8. No/not enough cycle lanes/paths at all along my route
9. Worried about crime/personal safety/being attacked
10. I'm not the kind of person who cycles to do their shopping / Not my style
11. No particular reason
12. Other [WRITE IN]
13. Don't know

ALL WHO DO A MAIN SHOP - IF CN56 = 1 OR 2 ASK:
SHOW SCREEN

CN69 Thinking about your main shopping for food (e.g. your weekly/fortnightly shop), do you currently do any of the following on a regular basis?
CODE ALL MENTIONED

1. Share a car with people (e.g. family members who do not live with you or friends) on an informal basis
2. Use a formal car share scheme
3. Use home delivery (e.g. internet shopping / telephone)

4. No [SINGLE CODE]
5. Don't know

IF (CN56 = 1, 2 OR 3) ASK:

DO NOT SHOW SCREEN

CN71 Do you currently combine your food shopping trips with other trips (e.g. the trip to work/school/college)?

INTERVIEWER: IF YES PROBE FOR WHETHER YES FOR ALL / MOST / SOME AS NECESSARY

1. Yes – for all shopping trips
2. Yes – for most food shopping trips
3. Yes – for some food shopping trips
4. No
5. DK

IF (CN56 = 1, 2 OR 3) ASK:

SHOW SCREEN

CN75 And from this list, how often, if at all, do you use home delivery (e.g. internet shopping / telephone ordering) for your food shopping nowadays?

1. Regularly
2. Sometimes
3. Have only done this once or twice
4. Never
5. Don't know

IF CN56 = 1, 2 OR 3

SHOW SCREEN

CN76 And how often nowadays, if at all, do you use home delivery (e.g. internet shopping / telephone ordering) for any non-food shopping, such as for buying books, CDs, clothes, holidays, or insurance?

CODE ONE ONLY

1. Regularly
2. Sometimes
3. Have only done this once or twice
4. Never
5. Don't know

ECO DRIVING

IF HAVE DRIVING LICENCE (AT B3) AND CAR IN HOUSEHOLD (B5)
SHOW SCREEN

CN104 (C92) Looking at this list, how much, if anything, would you say you know about *Eco-driving* and/or *Smarter driving*?

1. A lot
2. A fair amount
3. Just a little
4. Nothing – have only heard of the name
5. Nothing – have never heard of it
6. Don't know

IF HAVE A DRIVING LICENCE (AT B3) AND CAR IN HOUSEHOLD (B5)
SHOW SCREEN

CN102 (C90) Looking at this list, which, if any, of these actions have you taken in the past 12 months?

CODE ALL MENTIONS

1. Driving in a more fuel efficient manner
2. Buying a car with a smaller engine
3. Buying a hybrid car
4. Using a car less for short trips
5. Switching to a car which uses a cleaner energy source
6. Using buses, trains, or other public transport (more) instead of driving
7. Car sharing (more) instead of going in an individual car
8. Joining a car club
9. Cycling (more) instead of going by car
10. Looking for information about cleaner vehicles
11. Giving up one (or more) of the household cars – ASK IF B5 > 1
12. None of these

IF HAVE DRIVING LICENCE (AT B3) AND CAR IN HOUSEHOLD (B5) AND B12 = 1 OR 2 FOR ANY CAR/VAN MENTIONED AT B5, ASK:

SHOW SCREEN

CN105 (C93) Looking at this list, which, if any, of the following driving techniques would you say have you adopted?

DO NOT PROMPT. PROBE FULLY (Which else?). CODE ALL THAT APPLY.

1. Regularly checking my tyre pressure
2. Not accelerating too hard / going easy on the accelerator
3. Using air conditioning only when I really need it
4. Removing unused roof racks
5. Switching off my engine when stuck in a traffic jam
6. Checking revs / changing gear between 2000rpm and 2500rpm
7. Changing my speed to save fuel
8. Reading the road to avoid unnecessary acceleration and braking
9. Planning my journey to avoid congestion/road works/getting lost

10. Driving off from cold / Not warming up the car before driving off
11. None – I've not adopted any of them

ASK ALL WHO DECIDE ABOUT CAR PURCHASE (CODES 1-4 AT B16)
SHOW SCREEN

CN108 (C96) How likely would you be to buy a petrol or diesel car with lower carbon dioxide/CO₂ emissions and/or a smaller engine size than your current car when you next buy a car?

INTERVIEWER – PROMPT IF NECESSARY. THIS MUST BE PETROL OR DIESEL CARS NOT ELECTRIC, HYBRID, OR LPG CARS

1. Very likely
2. Fairly likely
3. Not very likely
4. Not at all likely
5. Don't know

IF NOT VERY OR NOT AT ALL LIKELY (CODES 3 OR 4 AT CN108)
DO NOT SHOW SCREEN - DO NOT PROMPT.

CN109 (C97) What are the reasons for you being unlikely to consider buying a petrol or diesel car with lower carbon dioxide/CO₂ emissions and/or a smaller engine size?

MULTICODE. PROBE FULLY [ANYTHING ELSE]

1. They are too small
2. They are too slow
3. They are not powerful enough
4. They look silly
5. They are more expensive
6. I don't think they are safe
7. I don't think they will make any difference to the environment

8. I don't know anything about them
9. I don't know enough about them
10. I haven't seen any second hand
11. I've always had the same make/model of car
12. Other specify

IF VERY LIKELY OR FAIRLY LIKELY TO BUY LOW EMISSION CAR (CODE 1 OR 2 AT CN108)

DO NOT SHOW SCREEN - DO NOT PROMPT.

CN110 (C98) Why would you consider buying a petrol or diesel car with lower carbon dioxide/CO₂ emissions and/or a smaller engine size?

DO NOT PROMPT. PROBE FULLY (ANYTHING ELSE?) CODE ALL THAT APPLY.

1. To reduce my CO₂ emissions
2. I care about the environment
3. Because they are cheaper to buy
4. Because they are cheaper to run
5. Because cost of parking permit linked to emissions
6. I wouldn't have to pay a congestion charge

7. They are easy to park
8. Lower tax band
9. Other, specify

ASK ALL

READ OUT

CN111 (C99) Are you a member of any of the following services?

MULTICODE 1 AND 2

INTERVIEWER – PROMPT IF NECESSARY: **Formal car sharing** is where a person takes part in an organised scheme that puts drivers and passengers together to share car journeys.

INTERVIEWER – PROMPT IF NECESSARY: **A car club** is a company/organisation which provides its members with access to communal cars, which are parked at different locations near to where club members live. It's like having a hire car parked in your street for you and your neighbours to use.

1. Formal car sharing scheme
2. Car club (e.g. Street Car, Zip Car, City Car etc.)
3. Neither
4. Don't know

IF (CN111 = 3), ASK:

CN111a What are the reasons for you not currently being a member of a formal car sharing scheme or a car club?

DO NOT PROMPT. PROBE FULLY (ANYTHING ELSE?). CODE ALL THAT APPLY.

1. I don't need to / I have my own car
2. I don't need to / I don't have a car and don't need to use a car
3. I prefer using my own car
4. I don't like the idea of car sharing / joining a car club
5. I'm not interested (any mention)
6. I'm not the kind of person who car shares / joins a car club
7. Not aware such services existed
8. Car sharing / car clubs are not available in my area
9. Haven't ever thought about joining
10. Not sure what the benefits would be for me
11. It wouldn't benefit me
12. Too expensive
13. Too complicated
14. Don't know how to join
15. Too much effort / can't be bothered
16. Other (SPECIFY)
17. Don't know

CHOICE MODELLING SECTION SHOWN HERE

SECTION D ENVIRONMENTAL SECTION

SELF COMPLETION – HAND OVER LAPTOP

D3 Here are some statements people have made about the environment. For each please say the extent to which you agree or disagree:

1. Definitely agree,
 2. Tend to agree,
 3. Neither agree nor disagree,
 4. Tend to disagree,
 5. Definitely disagree,
 6. Don't know
 7. Not applicable
-
- a) There is too much concern with the environment
 - b) It's only worth doing environmentally-friendly things if they save you money
 - c) I don't have time to worry about my impact on the environment
 - d) I find it hard to change my habits to be more environmentally-friendly
 - e) Most people I know do their bit for the environment these days
 - f) Sometimes I feel under pressure to say that I am doing more to help the environment than I am
 - g) Being green isn't something people like me worry about
 - h) What I do in my life doesn't make any real difference to the environment
 - i) It's not worth doing things to help the environment if others don't do the same
 - j) It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly

D4 And which of these would you say best describes your current lifestyle?

CODE ONE ONLY

1. I don't really do anything that is environmentally friendly
2. I do one or two things that are environmentally friendly
3. I do quite a few things that are environmentally friendly
4. I'm environmentally friendly in most things I do
5. I'm environmentally friendly in everything I do
6. Don't know

Defra segmentation questions

D5 Which of these best describes how you feel about your current lifestyle and the environment?

CODE ONE ONLY

1. I'm happy with what I do at the moment
2. I'd like to do a bit more to help the environment
3. I'd like to do a lot more to help to environment
4. Don't know

D6. Which of the following best describes your views about climate change?

1. Climate change is definitely **not** happening
2. Climate change is probably **not** happening

3. I'm not sure if climate change is happening
4. Climate change is probably happening
5. Climate change is definitely happening

D8 Thinking about the **causes** of climate change, which of the following best describes your views? Please note, by 'human activity' we mean everything that humans do, make or use across the world.

1. Human activity is definitely **not** changing the world's climate
2. Human activity is probably **not** changing the world's climate
3. I'm not sure if human activity is changing the world's climate
4. Human activity is probably changing the world's climate
5. Human activity is definitely changing the world's climate

D9 How much would you say you know about climate change?

1. A lot
2. A fair amount
3. A little
4. Hardly anything
5. Nothing but I've heard about it
6. Hadn't heard about it before now
7. Don't know

D10 Thinking about the **effects** of climate change, which of the following best describes your views?

SINGLE CODE ONLY

1. Climate change is already having a real impact
2. Climate change is not yet having a real impact, but will do in my lifetime
3. Climate change will not have a real impact in my lifetime, but will have a real impact on future generations
4. Climate change is not happening / will never have a real impact
5. Don't know

D11 Thinking about the **effects** of climate change, which of the following best describes your views?

SINGLE CODE ONLY

1. Climate change will have as much of an impact on the UK as on other countries
2. Climate change will have less of an impact on the UK than on other countries
3. Climate change will have an impact on other countries, but not on the UK
4. Climate change is not happening / will not have an impact on the UK or other countries
5. Don't know

IF (D6 = 2, 3, 4 OR 5) OR (D10 = 1, 2, 3 OR 5)), ASK:

D21 How concerned are you about climate change?

1. Very concerned
2. Fairly concerned

3. Neither concerned nor unconcerned
4. Fairly unconcerned
5. Very unconcerned
6. Don't know

IF (D6 = 2, 3, 4 OR 5)

D22 Here are some statements about climate change. For each, please give the response which best fits with your view:

SINGLE CODE ONLY

1. True
2. False
3. I'm not sure / don't know

- a) Climate change is the result of the hole in the ozone layer
- b) Transport is one of the major contributors to climate change

ASK ALL:

D22a Here are some statements about climate change. For each, please give the response which best fits with your view:

SINGLE CODE ONLY

1. True
2. False
3. I'm not sure / don't know

- c) A two degree rise in global temperature will not make much difference to our lives
- d) Overall in the UK buses, lorries and trains together emit more CO² than cars
- e) CO² is one of the gases that causes the greenhouse effect
- f) The greenhouse effect traps heat which is created by the sun shining on the earth's surface from escaping
- g) **Most scientists** believe that recent temperature increases are the result of a natural cycle
- h) **Most scientists** believe that human activity is a cause of climate change

D23 Here are some statements people have made about the environment. For each please say the extent to which you agree or disagree:

1. Definitely agree,
 2. Tend to agree,
 3. Neither agree nor disagree,
 4. Tend to disagree,
 5. Definitely disagree,
 6. Don't know
 7. Not applicable
- a) We seem to have much more severe weather in the UK these days
 - b) I've noticed a change in the seasons in the last few years
 - c) The effects of climate change are too far in the future to really worry me

- d) It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do
- e) If things continue on their current course, we will soon experience a major environmental disaster
- f) What I do personally can make a real difference to climate change
- g) Developments in technology will stop climate change so we won't have to change how we live
- h) Climate change is beyond control - it's too late to do anything about it

D24 How much do you feel you know about what you personally can do to tackle climate change?

- 1. A great deal
- 2. A fair amount
- 3. A little
- 4. Hardly anything
- 5. Nothing
- 6. Climate change is not happening/is not caused by human activity
- 7. Don't know

D25 How interested would you be in learning more about what you personally can do to tackle climate change?

- 1. Very interested
- 2. Fairly interested
- 3. Neither interested nor uninterested
- 4. Fairly uninterested
- 5. Very uninterested
- 6. Climate change is not happening/is not caused by human activity
- 7. Don't know

D26 Here are some statements people have made about the environment. For each please say the extent to which you agree or disagree:

- 1. Definitely agree,
- 2. Tend to agree,
- 3. Neither agree nor disagree,
- 4. Tend to disagree,
- 5. Definitely disagree,
- 6. Don't know
- 7. Not applicable

- a) Low carbon emissions would be high on my list of 'must haves' if I were to buy a new car
- b) I should try to limit my car use for the sake of the environment
- c) I would rather save energy at home than change how I travel
- d) How I personally travel makes a real difference to climate change
- e) I have already done as much as I can to reduce my CO2 emissions
- f) Higher taxes should be imposed to try to stop people having cars with high CO2 emissions

END OF SELF COMPLETION SECTION

SECTION E - MEDIA

The next few questions are about the media

DO NOT SHOW SCREEN

E1. Do you ever listen to the radio?

1. Yes
2. No

ASK IF E1=1

SHOW SCREEN

E2. Looking at the following list, how often these days do you listen to commercial radio stations (e.g. Classic FM; Capital 95.8; Heart FM)?

CODE ONE

1. Regularly
2. Sometimes
3. Never

ASK ALL

SHOW SCREEN

E4. Looking at the following list, on average how many hours a day do you watch TV?

SINGLE CODE

1. Don't watch
2. Under 0.5 hours
3. 0.5 – 1 hour
4. 1-1.5 hours
5. 1.5 -2 hours
6. 2-3 hours
7. 3-4 hours
8. 4-5 hours
9. 5-7 hours
10. 7-9 hours
11. 9 hours or more

IF WATCHES TELEVISION [CODE 2-11 AT E4]

SHOW SCREEN

E5. In relation to the TV service in your home, which of the following applies to you?

CODE ALL MENTIONED

1. I only receive terrestrial channels (ie via a standard roof or indoor aerial?)
2. I have Freeview digital television
3. I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service

SHOW SCREEN

ASK ALL

E6 How often do you use, read or look at each of the following newspapers?

1. Almost always (at least 3 out of 4 issues)
2. Quite often (at least 1 out of 4 issues)
3. Occasionally (less than 1 out 4 issues)
4. Not read in past 12 months

ASK ALL EXCLUDING TITLES NOT READ IN PAST 12 MONTHS (CODE 4 AT E6)

E6	Almost always	Quite often	Occasionally	Not read in past 12 months
Daily Express Daily Mail Daily Mirror Daily Record (?) Daily Star The Sun Metro (free) The Independent The Times The Guardian The Daily Telegraph Financial Times				

ASK ALL

E10 How often do you use, read or look at each of the following newspapers?
SINGLE CODE

1. Almost always (at least 3 out of 4 issues)
2. Quite often (at least 1 out of 4 issues)
3. Occasionally (less than 1 out 4 issues)
4. Not read in past 12 months

E10	Almost always	Quite often	Occasionally	Not read in past 12 months
Sunday Express The Mail on Sunday Sunday Mirror Sunday				

People
Daily Star
on Sunday
Independent
on Sunday
News of the
World
The
Observer
Sunday
Telegraph
Sunday
Times

ASK ALL:

SHOW SCREEN

CN74a Can I just check, do you have access to the internet at home?

1. Yes
2. No
3. Don't know

IF CN74a = 1, ASK:

SHOW SCREEN

CN74aa Looking at this list, how often do you use the internet at home?

1. Daily
2. A few times a week
3. Once a week
4. A few times a month
5. Once a month
6. Every 2-3 months
7. At least once a year
8. Not in past year / Never

IF (A4 = 1, 2, 3, 4, 10, 11, 12 OR 13) ASK:

SHOW SCREEN

CN74b And do you personally have access to the internet at work/school/college?

1. Yes
2. No
3. Don't know

SHOW SCREEN

ASK ALL

E17. In the last 12 months have you...

REPEAT FOR EACH OF THE 8 STATEMENTS. READ OUT

CODE: YES/NO/DK FOR EACH

1. Watched a documentary about environmental issues?
2. Listened to programme about environmental issues on the radio?
3. Read an article about environmental issues in a science magazine like New Scientist?
4. Read an article in a general magazine or newspaper about environmental issues?
5. Discussed environmental issues with a friend or member of your family
6. Searched for information about environmental issues on the Internet?

SECTION F - DEMOGRAPHICS

The next few questions are about you and your household.

SHOW SCREEN

ASK ALL

F1 Which of these life events, if any, have you experienced in the last 12 months and which do you expect to experience in the next 12 months?

CODE ALL MENTIONED FOR LAST 12 MONTHS AS F1a AND NEXT 12 MONTHS AS F1b

1. Finish school
2. Start university
3. Start first job
4. Change job
5. Move out of parental home
6. Move in with partner
7. Purchase/Sell a house/flat
8. Birth / adoption of your first child
9. Birth / adoption of your second or subsequent child
10. Child goes to university
11. Child leaves home
12. Divorce/Separate from long-term partner
13. Enter retirement

ASK ALL

DO NOT SHOW SCREEN

F2 Including yourself, how many people usually live here? Please include all adults and children.

ENTER NUMBER

IF RESPONDENT LIVES ALONE GO TO F4

IF 2 PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT QUESTION TEXT TO READ:

F3 What relationship is the other person to you? So they are your...

IF 3+ PEOPLE IN HOUSEHOLD INCLUDING RESPONDENT, QUESTION TEXT TO READ:

DO NOT SHOW SCREEN

F3 Please could you tell me about the other people in the household, starting with the oldest.

What relationship is this person to you? So they are your...

1. Husband/Wife/Civil Partner
2. Partner (unmarried/not in a civil partnership)
3. Son/daughter (including adopted, foster, step)
4. Son/daughter (including in law)
5. Mother/father (including adopted, foster, step)
6. Mother/father (including in law)
7. Brother/Sister (including step, foster and adopted)
8. Grandparent (including step, foster and adopted)
9. Grandchild (including step, foster and adopted)

10. Other relative (including step, foster and adopted)
11. Other non relative
12. Don't know
13. Refused

DO NOT SHOW SCREEN

F4 INTERVIEWER CODE SEX OF RESPONDENT FOR OTHER HOUSEHOLD MEMBERS IF NOT OBVIOUS ASK: And are they male or female?

1. Male
2. Female

DO NOT SHOW SCREEN

F5 What was your/their age last birthday?

ENTER AGE IN YEARS TO THE CLOSEST YEAR. IF LESS THAN 6 MONTHS OLD, ENTER 0.

NUMERIC RANGE 0...999

1. Don't know
2. Refused

DO NOT SHOW SCREEN

F6 ASK IF NECESSARY: What is your marital status?

1. Married/civil partnership
2. Living as a couple
3. Divorced/separated, including from a civil partnership
4. Widowed
5. Single

FOR HOUSEHOLD MEMBERS OTHER THAN RESPONDENT ASK:
RELATIONSHIP TO RESPONDENT, AGE, GENDER ONLY

SHOW SCREEN

F7 Which if any of these would you use to describe your ethnic group?

1. White British
2. Another white background
3. White and Black Caribbean
4. White and Black African
5. White and Asian
6. Any other Mixed background
7. Indian
8. Pakistani
9. Bangladeshi
10. Any other Asian background
11. Caribbean
12. African
13. Any other Black background
14. Chinese
15. Any other

IF (A4 = 5, 6, 7 OR 8), ASK:

DO NOT SHOW SCREEN

F9a Can I just check, have you had a paid job in the last six months?

1. Yes
2. No
3. Don't know

IF (A4 = 9) OR (F9a = 1), ASK:

DO NOT SHOW SCREEN

F9b In your last job, were you working as an employee or were you self-employed?

1. Employee
2. Self-employed

IF (A4 = 1, 2, 3, 4 OR 9) OR (F9a = 1), ASK:

DO NOT SHOW SCREEN

F9c What did/(does) the firm/organisation you work(ed) for mainly make or do (at the place where you work(ed))?

DESCRIBE FULLY - PROBE MANUFACTURING or PROCESSING or DISTRIBUTING ETC. AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE or RETAIL ETC."

IF (A5 = 1 OR 2) OR (F9b = 1 OR 2), ASK:

DO NOT SHOW SCREEN

F9d Including yourself, how many people work(ed) for your organisation/ employer at the place where you work(ed)? Are/were there...READ OUT...

1. "...1"
2. "2 to 24,"
3. "25 to 499,"
4. "or 500 or more employees?"

IF (A4 = 1, 2, 3, 4 OR 9) OR (F9a = 1), ASK:
DO NOT SHOW SCREEN
F9e What was/(is) your (main) job?
PROBE FOR JOB TITLE/RANK/GRADE

IF (A4 = 1, 2, 3, 4 OR 9) OR (F9a = 1), ASK:
DO NOT SHOW SCREEN
F9f What did/ (do) you mainly do in your job?
CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB"

IF ((A5 = 1 OR 2) OR (F9b = 1 OR 2)) AND (F9d = 2, 3 OR 4), ASK:
DO NOT SHOW SCREEN
F9g How many employees (if any) do/(did) you have formal responsibility for supervising? Please include all those who you manage indirectly (i.e. through managers/supervisors who report to you) as well as those who report directly to you.
INTERVIEWER: IF RESPONDENT IS/WAS SELF-EMPLOYED AND HAS/HAD PARTNERS BUT NO EMPLOYEES, CODE AS 'NONE'.
DO NOT COUNT SUPERVISION OF CHILDREN (E.G. IF TEACHER/CHILD MINDER) OR ANIMALS. IF RESPONDENT IS UNSURE HOW MANY EMPLOYEES THEY SUPERVISE, ASK FOR BEST ESTIMATE.
INTERVIEWER: IF MORE THAN 999 CODE AS 999

WRITE IN 1....999
None

DO NOT SHOW SCREEN

IF CODED 1 OR 2 OR 3 OR 4 AT A4 AND CN5 = 1 OR 2, ASK
DO NOT SHOW SCREEN
A7 What is the postcode of your usual place of work?
IF DK ASK FOR NAME OF COMPANY/ORGANISATION THEY WORK FOR AND FULL ADDRESS INCLUDING STREET NAME, TOWN/CITY AND COUNTY.

1. ENTER POSTCODE OR ADDRESS
2. Don't know/can't answer

ASK ALL:

DO NOT SHOW SCREEN

F9h Can I just check, which member of your household is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources?

1. Respondent
2. Respondent's spouse\partner
3. Other adult
4. Don't know

IF (F9h = 2 OR 3), ASK:
SHOW SCREEN

F9i Thinking about the person in your household with the largest income, is she/he... READ OUT...

CODE ONE ONLY

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

IF (F9i = 3, 4 OR 5), ASK:

DO NOT SHOW SCREEN

F9j Can I just check, did she/he have a paid job in the last six months?

1. Yes
2. No
3. Don't know

IF (F9i = 1, 2 OR 6) OR (F9j = 1), ASK:

DO NOT SHOW SCREEN

F9k What did/(does) the firm/organisation she/he work(ed) for mainly make or do (at the place where she/he work(ed))?

DESCRIBE FULLY - PROBE MANUFACTURING or PROCESSING or DISTRIBUTING ETC. AND MAIN GOODS PRODUCED, MATERIALS USED, WHOLESALE or RETAIL ETC."

IF (F9i = 1, 2 OR 6) OR (F9j = 1), ASK:

DO NOT SHOW SCREEN

F9l Including her/him, how many people work(ed) for her/his organisation/ employer at the place where she/he work(ed)? Are/were there...READ OUT...

1. "...1"
2. "2 to 24,"
3. "25 to 499,"
4. "or 500 or more employees?"

IF (F9i = 1, 2 OR 6) OR (F9j = 1), ASK:

DO NOT SHOW SCREEN

F9m What was/(is) his/her (main) job?

PROBE FOR JOB TITLE/RANK/GRADE

IF (F9i = 1, 2 OR 6) OR (F9j = 1), ASK:

DO NOT SHOW SCREEN

F9n What did/ (does) she/he mainly do in her/his job?

CHECK SPECIAL QUALIFICATIONS/TRAINING NEEDED TO DO THE JOB"

IF ((F9i = 1, 2 OR 6) OR (F9j = 1)) AND (F9l = 2, 3 OR 4), ASK:

F9o How many employees (if any) does/did she/he have formal responsibility for supervising? Please include all those who she/he manages indirectly (i.e. through managers/supervisors who report to her/him) as well as those who report directly to her/him.

INTERVIEWER: IF CIE IS/WAS SELF-EMPLOYED AND HAS/HAD PARTNERS BUT NO EMPLOYEES, CODE AS 'NONE'.

DO NOT COUNT SUPERVISION OF CHILDREN (E.G. IF TEACHER/CHILD MINDER) OR ANIMALS. IF RESPONDENT IS UNSURE HOW MANY EMPLOYEES THE CHIEF INCOME EARNER SUPERVISES, ASK FOR BEST ESTIMATE.

INTERVIEWER: IF MORE THAN 999 CODE AS 999

WRITE IN 1....999

None

SHOW SCREEN

F12 Please look at this screen and tell me whether you have any of the educational or school qualifications listed. Start at the top of the list and tell me the first one you come to that you have.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION. IF THE RESPONDENT'S HIGHEST QUALIFICATION IS NOT LISTED, ASK THEM TO SELECT THE CODE THEY THINK IS THE CLOSEST EQUIVALENT.

CODE ONE ONLY

1 University Higher Degree (e.g. MSc; PhD)

2 First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE

3 Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)

4 A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent

5 GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent

6 GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent

Y None of the above

Z Refuse

IF A4 = [1,2,5,6,7,8 OR 9] AND F12 = [NONE OF THE ABOVE], ASK:

DO NOT SHOW SCREEN

F13 Can I just check, how old were you when you left full-time education?

WRITE IN AGE

Y Never attended full-time education

Z Refuse

SHOW SCREEN

F14 Please can you tell me your overall HOUSEHOLD income from all sources in the last year? This includes earnings from employment or self-employment, income from benefits and pensions, and income from other sources such as interest and savings. I only need to know an approximate amount, to see if this influences people's views and experiences.

Please look at this card and tell me which letter represents your TOTAL HOUSEHOLD INCOME in the last year from all sources BEFORE tax and other deductions.

1. Don't know
2. Refused

SHOW SCREEN

F15 From this list, which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income

RECONTACT 1

Would you be willing to be recontacted in relation to this research by the Department for Transport or their representatives in the future?

1. Yes 1
2. No 2

RECONTACT 2

As a result of the interview you have just done and the information you have given us, TNS may like to contact you in future about this or other research projects, and therefore keep your contact details on file - is that all right?

1. Yes - OK
2. No - Respondent does not want to be contacted again.

THANK AND CLOSE

APPENDIX 2 – Qualitative appendices

APPENDIX 2.1: Letter for recruited respondents

Address1
Address2
Address3
Postcode



Dear Sir/Madam,

Re: Government research into people's views on transport

Thank you for agreeing to help with an important government research study.

The Department for Transport (DfT) is the government department with overall responsibility for transport strategy in England. We are interested in finding out people's views on transport. The results of the study will help inform the development of future government transport policy.

The research is being carried out by the independent research organisations TNS-BMRB and People, Science and Policy (PSP).

They are conducting discussion groups during November in your area on this subject. These will last around an hour and a half and will cover a variety of topics related to transport in England.

All information discussed in these groups will be treated in the strictest confidence. TNS-BMRB and PSP will record the groups, however after the findings have been analysed the recordings will be destroyed. While the anonymised findings will be included in a published report, no information identifying you or your household will be published or passed to DfT or to any other organisation without your consent.

If you would like to discuss the research in more detail before attending the discussion group then please feel free to contact any of the following team members:

Lucy Evans
TNS-BMRB
Lucy.evans@tns-bmr.co.uk
+44 (0)2076565785

Suzanne King
PSP
suzanne.king@peoplescienceandpolicy.com
+44 (0)20 3102 8136

If you would like to speak to the Department for Transport about the study, please call me, Ben Savage, on 020 7944 6342.

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Ben Savage".

Ben Savage
Senior Research Officer, Department for Transport

APPENDIX 2.2: Recruitment screeners

Wave 1

FINAL Recruitment screener version 5: 10th November 2016

For recruiters to use for wave 1

This form is confidential property of:
TNS-BMRB Social Research
6 More London Place
London
SE1 2QY

PLEASE WRITE IN BLOCK CAPITALS

Mr/Mrs/Miss/Ms: Initials: _____ Surname: _____

First name: _____

Address: _____

Postcode

Tel home:

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Tel work:

--	--	--	--	--	--	--	--	--	--	--	--	--	--

Group Details:

Group number:

Date:

Time:

Location:

Researcher:

Recruiter tel no

Face to face recruitment	1
Telephone recruitment	2
Delivered invitation	3
Sent confirmation	4
Confirmed attendance	5

RECRUITER'S DECLARATION

The person named above has been recruited by me in accordance with the instructions and within the Market Research Society Code of Conduct.

Signed: _____

Printname: _____ Date: _____

BACKCHECKED

Signed: _____

Print name: _____ Date: _____

“Good morning/afternoon, I’m from TNS-BMRB, an independent research organisation. We have been asked by the Department for Transport to conduct research to explore people’s views and experiences of transport.”

The research is completely anonymous. All of the information you share with TNS-BMRB will be kept completely confidential, and your personal details will not be passed on to the Department for Transport and/or any other party. TNS-BMRB is totally independent of the Department for Transport.

May I ask you a few questions please?”

Recruiter information - If respondents have any concerns or want more information about the study, please ask them to speak to Lucy Evans (project manager) on 0207 656 5785

Please contact Gary Bright (fieldwork manager) on 0207 6565 652

Explain to everybody

- ☐ The nature of the methodology – discussion groups lasting ninety minutes
- ☐ Discussion groups will be recorded
- ☐ Observation is a possibility for some of the groups
- ☐ Confidentiality and anonymity of respondents
- ☐ About TNS-BMRB

Recruiter please fill in

GENERAL QUESTIONS

1. Note gender

WE WANT AN EQUAL SPLIT OF GENDER IN EACH GROUP.

Male 1

Female 2

CLOSE EXCEPT FOR CODE 6

2. Have you ever attended a focus group as part of a market or social research project?

Yes	1	}	Continue to Q4a
No	2	}	Continue to Q5

4a. When did you last attend a focus group as part of a market or social research project

Within the last 6 months	1	}	Thank and close
More than 6 months ago	2	}	Continue to Q4b

4b. How many market or social research focus groups have you attended in the last three years?

Write in:and then code:

Three or less	1	}	Continue to Q4c
More than three	2	}	Thank and close

4c. What was/were the subject(s) of the focus groups and interviews you attended?

Write in:

- 1.....
- 2.....
- 3.....

Providing any answers **do not** relate or pertain to climate change or transport, recruit and continue to Q5. Thank and close if they do

QUESTIONS TO DETERMINE IF THEY FIT INTO A SEGMENT

Thank you for answering those questions, I'd now like to ask a few more to establish if you are eligible to take part

SEGMENT 1: Questions used to recruit wave 1 focus group participants from segment 1 (Older less mobile car owners)

1.1) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE ANSWER 2 OR 3 = ONE OR TWO CARS IN HOUSEHOLD

1.2) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

- Go out on foot
- Use local buses
- Get in or out of a car
- None of these (SPONTANEOUS)

EXCLUDE IF ANSWER CODE 4 – MUST HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM

1.3) Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE

IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

- Yes – impossible
- Yes – difficult
- No

EXCLUDE IF ANSWER CODE 2 OR 3 – MUST FIND IT IMPOSSIBLE TO RIDE A BICYCLE

1.4) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE OVER 50

1.5) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

Employed
Self-employed
Unemployed and seeking work
Looking after family or home/not seeking work
Long-term sick or disabled
Retired
In full-time education
Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT C1, C2, D AND E

SEGMENT 2: Questions used to recruit wave 1 focus group participants from segment 2 (Less affluent urban young families)

2.1) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 2 OR 3 = ONE OR TWO CARS IN HOUSEHOLD

2.2) Have you ever learnt how to ride a bicycle?

Yes
No

MUST CODE 1 = YES

2.3) Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE

IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

Yes – impossible
Yes – difficult
No

EXCLUDE IF ANSWER CODE 4 OR 5. MUST HAVE NO PHYSICAL IMPAIREMENTS TO USING BIKES

2.4) About how long would it take you to walk from your home to the nearest bus stop or place where you could get on a bus? I am interested in the nearest one even if it isn't the main one you use.

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

- 2 minutes or less
- 3-4 minutes
- 5-6 minutes
- 7-13 minutes
- 14-26 minutes
- 27-43 minutes
- 44 minutes or longer

MUST CODE 1, 2 OR 3– LIVE LESS THAN 7 MINUTES AWAY FROM BUS STOP

2.5) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.
SINGLE CODE

- 0
- 1-499 miles
- 500 - 999 miles
- 1,000 - 1,999 miles
- 2,000 - 2,999 miles
- 3,000 - 3,999 miles
- 4,000 - 4,999 miles
- 5,000 - 6,999 miles
- 7,000 - 8,999 miles
- 9,000 - 11,999 miles
- Over 12,000 miles

MUST CODE 1-10 – MUST HAVE A LOW ANNUAL MILEAGE – UNDER 12,000 MILES

2.6) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.

CODE ONE ONLY

- 1 University Higher Degree (e.g. MSc; PhD)
- 2 First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
- 3 Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
- 4 A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
- 5 GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
- 6 GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y None of the above
- Z Refuse

EXCLUDE IF ANSWER CODE 1 OR 2 - MUST NOT HAVE A FIRST DEGREE QUALIFICATION OR A UNIVERSITY HIGHER DEGREE

2.7) How many people live in your household?

- 1. One - me
- 2. Myself and partner and no children
- 3. I have a child / children that are under 17 in household
- 4. I have a child / children that are over 17 in household

EXCLUDE IF ANSWER CODE 1. MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD

**HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF MUST BE A MIX OF CODE 2 AND 4 - THOSE WITH
OLDER CHILDREN OR NO CHILDREN**

2.8) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE UNDER 40

2.9) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT C1, C2, D

2.10) Which of these things are important to you when buying a car or van? CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design
13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)

MUST NOT CODE 11, 12, 5, 6, 7

SEGMENT 3: Questions used to recruit wave 1 focus group participants from segment 3 (Less affluent older sceptics)

3.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND SAY YES, HAVE FULL LICENSE

3.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

- 1 No vehicles
- 2 One vehicle
- 3 Two vehicles
- 4 More than two vehicles

MUST ANSWER CODE 2 OR 3 – MUST HAVE ONE OR TWO CARS IN HOUSEHOLD

3.3) To what extent would you say you agree / disagree with the following statement (USE SACLE STRONGLY AGREE, SLIGHTLY AGREE, NEITHER AGREE OR DISAGREE, STRONGLY DISAGREE, and SLIGHTLY DISAGREE)

4 I would like to own a larger or faster car

MUST STRONGLY OR SLIGHTY DISAGREE WITH CODE 4

3.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?
INCLUDE PROBLEMS DUE TO OLD AGE

- 1 Go out on foot
- 2 Use local buses
- 3 Get in or out of a car
- 4 None of these (SPONTANEOUS)

EXCLUDE IF ANSWER 1, 2 OR 3 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM

3.5) Have you ever learnt how to ride a bicycle?

- 1 Yes
- 2 No

MUST CODE 1 – YES, HAVE LEARNT TO RIDE A BICYCLE

3.6) Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE
IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE
DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

- 1 Yes – impossible
- 2 Yes – difficult
- 3 No

EXCLUDE IF ANSWER 1 OR 2 – MUST BE ABLE TO RIDE A BICYCLE

3.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF
YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE OVER 50

3.8) How many people live in your household?

- 1 One - me
- 2 Myself and partner and no children
- 3 I have a child / children that are under 17 in household
- 4 I have a child / children that are over 17 in household

MAJORITY OF GROUP MUST NOT HAVE CHILDREN

3.9) May I ask about the member of your household that is the Chief Income
Earner, that is, the person with the largest income, whether from employment,
pensions, state benefits, investments or any other sources? Are they

- 1 Employed
- 2 Self-employed
- 3 Unemployed and seeking work
- 4 Looking after family or home/not seeking work
- 5 Long-term sick or disabled
- 6 Retired
- 7 In full-time education
- 8 Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT C1, C2, D

3.10) Please tell me whether you have any of the following educational or school
qualifications.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST
QUALIFICATION.

CODE ONE ONLY

- 1 University Higher Degree (e.g. MSc; PhD)
- 2 First degree level qualification (e.g. BA; BSc) including foundation degrees;
PGCE
- 3 Diploma in higher education; HNC; HND; Nursing or Teaching qualification
(excluding PGCE)
- 4 A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent

5 GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ
intermediate; or equivalent

6 GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level;
or equivalent

Y None of the above

MUST CODE 6 OR Y – NO QUALIFICATIONS OR GCSE grade D – G / CSE
below grade 1 or equivalent

SEGMENT 4: Questions used to recruit wave 1 focus group participants from segment 4 (Affluent empty nesters)

4.1) Can I just check do you have a full driving license?

- 1 Yes
- 2 No

MUST CODE 1 AND HAVE FULL LICENSE

4.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

- 1 No vehicles
- 2 One vehicle
- 3 Two vehicles
- 4 More than two vehicles

MUST ANSWER ONE OR TWO CARS IN HOUSEHOLD

4.3) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.
SINGLE CODE

- 1. 0
- 2. 1-499 miles
- 3. 500 - 999 miles
- 4. 1,000 - 1,999 miles
- 5. 2,000 - 2,999 miles
- 6. 3,000 - 3,999 miles
- 7. 4,000 - 4,999 miles
- 8. 5,000 - 6,999 miles
- 9. 7,000 - 8,999 miles
- 10. 9,000 - 11,999 miles
- 11. Over 12,000 miles

MUST CODE 1-10 – MUST HAVE A LOW ANNUAL MILEAGE – UNDER 12,000 MILES

4.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

- 1 Go out on foot
- 2 Use local buses
- 3 Get in or out of a car
- 4 Ride a bicycle

5 None of these

(SPONTANEOUS)

EXCLUDE IF ANSWER 1 to 4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

4.5) Have you ever learnt how to ride a bicycle?

- 1 Yes
- 2 No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

4.6) How many people live in your household?

- 1 One - me
- 2 Myself and partner
- 3 I have a child / children that are under 17 in household
- 4 I have a child / children that are over 17 in household

MUST CODE 2 – LIVE WITH PARTNER

4.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED OVER 60

4.8) Please tell me whether you have any of the educational or school qualifications.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.

CODE ONE ONLY

- 1 University Higher Degree (e.g. MSc; PhD)
- 2 First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
- 3 Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
- 4 A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
- 5 GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
- 6 GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y None of the above

MUST CODE 1, 2, 3 OR 4 – MID TO HIGH QUALIFICATIONS

4.10) How long have you lived in your current home for

- 1 Less than 10 years
- 2 More than 10 years

EXCLUDE THOSE THAT CODE 1 – MUST HAVE LIVED IN HOME FOR MORE THAN 10 YEARS

4.11) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

4.12) From this list, which of these phrases comes closest to describing your feeling about your household income these days?

5. Living comfortably on present income
6. Coping on present income
7. Finding it difficult on present income
8. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

SEGMENT 5: Questions used to recruit wave 1 focus group participants from segment 5 (Educated suburban families)

5.1) Can I just check do you have a full driving license?

- 1 Yes
- 2 No

MUST CODE 1 AND HAVE FULL LICENSE

5.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

- 1 No vehicles
- 2 One vehicle
- 3 Two vehicles
- 4 More than two vehicles

MUST ANSWER ONE OR TWO CARS IN HOUSEHOLD

5.3) To what extent would you say you agree / disagree with the following statement

Definitely agree,

Tend to agree,

Neither agree nor disagree,

Tend to disagree,

Definitely disagree,

1 I should try to limit my car use for the sake of the environment

MUST CODE 2 – THAT DEFINITELY AGREE OR TEND TO AGREE

5.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

- 1 Go out on foot
- 2 Use local buses
- 3 Get in or out of a car
- 4 Ride a bicycle
- 5 None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

5.5) Have you ever learnt how to ride a bicycle?

- 1 Yes
- 2 No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

5.6) How many people live in your household?

- 1 One - me
- 2 Myself and partner
- 3 I have a child / children that are under 17 in household
- 4 I have a child / children that are over 17 in household

**MUST CODE 2, 3 OR 4 – MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD
HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF OF THE GROUP MUST CODE 2 OR 4**

5.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED BETWEEN 30-49

5.8) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.
CODE ONE ONLY

- 1 University Higher Degree (e.g. MSc; PhD)
 - 2 First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
 - 3 Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
 - 4 A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
 - 5 GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
 - 6 GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y None of the above

MUST CODE 1, 2, 3 OR 4 AND HAVE AT LEAST 'A' LEVEL

5.9) To what extent would you say you agree / disagree with the following statement (USE SCALE STRONGLY AGREE, SLIGHTLY AGREE, NEITHER AGREE OR DISAGREE, STRONGLY DISAGREE, and SLIGHTLY DISAGREE)

1 I would like to own a larger or faster car

MUST STRONGLY OR SLIGHTLY DISAGREE WITH CODE 4

5.10) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

- 1 Employed
- 2 Self-employed
- 3 Unemployed and seeking work

- 4 Looking after family or home/not seeking work
- 5 Long-term sick or disabled
- 6 Retired
- 7 In full-time education
- 8 Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

5.11) which of these phrases comes closest to describing your feeling about your household income these days?

- 1. Living comfortably on present income
- 2. Coping on present income
- 3. Finding it difficult on present income
- 4. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

5.12) Which of these things are important to you when buying a car or van?
CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]

- 1. Comfort
- 2. Costs – purchase/running/resale value/tax/insurance
- 3. Small engine
- 4. Large engine
- 5. Environmentally friendly/low CO2 Emissions
- 6. Image of brand / brand preference
- 7. Image of model / model preference
- 8. Interior space/functionality/boot size
- 9. Reliability
- 10. Safety
- 11. Speed/performance,
- 12. Style/design
- 13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)

MUST NOT CODE 24, 17, 25, 19, 20

SEGMENT 6: Questions used to recruit wave 1 focus group participants from segment 6 (Town and rural heavy car use)

6.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND HAVE FULL LICENSE

6.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 3 OR 4 – HAVE TWO OR MORE CARS IN HOUSEHOLD

6.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

6.5) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

6.6) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.
SINGLE CODE

1. 0
2. 1-499 miles

3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles
8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. Over 12,000 miles

MUST CODE 8, 9, 10 OR 11 – MUST HAVE A FAIRLY HIGH ANNUAL MILEAGE – OVER 5,000 MILES A YEAR

6.7) How many people live in your household?

1. One - me
2. Myself and partner
3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

**MUST CODE 2, 3 OR 4 – MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD
HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF OF THE GROUP MUST CODE 2 OR 4**

6.8) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED BETWEEN 21 AND 59

**6.10) Which of these things are important to you when buying a car or van?
CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]**

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design
13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)

MUST CODE 11 AND 12

6.11) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1, C2

6.12) which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

SEGMENT 8: Questions used to recruit wave 1 focus group participants from segment 8 (Young urbanites without cars)

8.1) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 1 – NO VEHICLES

8.2) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

8.3) Have you ever learnt how to ride a bicycle?

- 1 Yes
- 2 No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

8.4) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED 21-49

8.5) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work

5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

8.6) Looking at the following list which of the following best describes your current situation?

SINGLE CODE – CODE FIRST THAT APPLIES

INTERVIEWER – IF RESPONDENT HAS A JOB OR BUSINESS THEY ARE CURRENTLY AWAY FROM (E.G. DUE TO BEING MATERNITY LEAVE), CODE AS WORKING.

1. Working full time (30 hours or more per week)
2. Working part time (less than 30 hours per week)
3. On a local or government training scheme (GTS)
4. On an Apprenticeship
5. Registered unemployed/signing on for jobseekers allowance
6. Not registered unemployed but seeking work
7. Looking after family or home/not seeking work
8. Long-term sick or disabled
9. Retired
10. In full-time education
11. Other [WRITE IN]
12. Don't know
13. Refused

AT LEAST HALF THE GROUP MUST CODE 1 (WORKING FULL TIME)

8.7) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.

CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y None of the above

MUST CODE 1, 2, 3 OR 4 AND HAVE AT LEAST 'A' LEVEL

RECRUIT AND PROVIDE DETAILS OF VENUE, DATE AND TIME AND EXPLAIN THAT THEY WILL RECEIVE AN INVITATION WITH MORE INFORMATION

Notes to recruiter:

Please remind respondents that we will be recording the focus groups

Please ask respondents to bring glasses along to the group if they need them for reading

THANK AND CLOSE

Wave 2¹

Recruitment screener and fieldwork profile version 1: 3rd December 2010 For recruiters to use for wave 2

This form is confidential property of
TNS-BMRB Social Research
6 More London Place
London
SE1 2QY

PLEASE WRITE IN BLOCK CAPITALS

PLEASE WRITE IN BLOCK CAPITALS

Mr/Mrs/Miss/Ms: Initials: _____ Surname: _____

First name: _____

Address: _____

Postcode _____

Tel home:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Tel work:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Group Details:

Group number:

Date:

Time:

Location:

Researcher:

Recruiter tel no

Face to face recruitment	1
Telephone recruitment	2
Delivered invitation	3
Sent confirmation	4
Confirmed attendance	5

RECRUITER'S DECLARATION

The person named above has been recruited by me in accordance with the instructions and within the Market Research Society Code of Conduct.

¹ For wave two the decision was made to exclude Segment 1 (older, less mobile car owners) and replace this with an extra group for Segment 5 (educated suburban families). By excluding this segment the research was able to accommodate both a younger and an older sub-group of educated suburban families (5).

Signed: _____

Printname: _____ Date: _____

BACKCHECKED

Signed: _____

Print name: _____ Date: _____

“Good morning/afternoon, I’m from TNS-BMRB, an independent research organisation. We have been asked by the Department for Transport to conduct research to explore people’s views and experiences of transport.”

The research is completely anonymous. All of the information you share with TNS-BMRB will be kept completely confidential, and your personal details will not be passed on to the Department for Transport and/or any other party. TNS-BMRB is totally independent of the Department for Transport.

May I ask you a few questions please?”

Recruiter information - If respondents have any concerns or want more information about the study, please ask them to speak to Lucy Evans (project manager) on (number deleted)

Please contact Gary Bright (fieldwork manager) on (number deleted)

Explain to everybody

- ☐ The nature of the methodology – discussion groups lasting ninety minutes
- ☐ Discussion groups will be recorded
- ☐ Observation is a possibility for some of the groups
- ☐ Confidentiality and anonymity of respondents
- ☐ About TNS-BMRB

Recruiter please fill in

GENERAL QUESTIONS

1. Note gender

WE WANT AN EQUAL SPLIT OF GENDER IN EACH GROUP.

Male	1
Female	2

CLOSE EXCEPT FOR CODE 6

2. *Have you ever attended a focus group as part of a market or social research project?*

Yes	1	}	Continue to Q4a
No	2		

4a. *When did you last attend a focus group as part of a market or social research project*

Within the last 6 months	1	}	Thank and close
More than 6 months ago	2		

4b. *How many market or social research focus groups have you attended in the last three years?*

Write in:and then code:

Three or less	1	}	Continue to Q4c
More than three	2		

4c. What was/were the subject(s) of the focus groups and interviews you attended?

Write in:

- 1.....
- 2.....
- 3.....

Providing any answers **do not** relate or pertain to climate change or transport, recruit and continue to Q5. Thank and

QUESTIONS TO DETERMINE IF THEY FIT INTO A SEGMENT

Thank you for answering those questions, I'd now like to ask a few more to establish if you are eligible to take part

SEGMENT 2: Questions used to recruit wave 2 focus group participants from segment 2 (Less affluent urban young families)

2.1) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 2 OR 3 = ONE OR TWO CARS IN HOUSEHOLD

2.2) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 = YES

2.3) Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE

IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

1. Yes – impossible
2. Yes – difficult
3. No

EXCLUDE IF ANSWER CODE 1 OR 2. MUST HAVE NO PHYSICAL IMPAIREMENTS TO USING BIKES

2.4) About how long would it take you to walk from your home to the nearest bus stop or place where you could get on a bus? I am interested in the nearest one even if it isn't the main one you use.

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

1. 2 minutes or less
2. 3-4 minutes
3. 5-6 minutes
4. 7-13 minutes
5. 14-26 minutes
6. 27-43 minutes

7. 44 minutes or longer

MUST CODE 1, 2 OR 3 – LIVE LESS THAN 7 MINUTES AWAY FROM BUS STOP

2.5) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.

SINGLE CODE

1. 0
2. 1-499 miles
3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles
8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. Over 12,000 miles

MUST CODE 1-10 – MUST HAVE A LOW ANNUAL MILEAGE – UNDER 12,000 MILES

2.6) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.

CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y. None of the above
- Z. Refuse

EXCLUDE IF ANSWER CODE 1 OR 2 - MUST NOT HAVE A FIRST DEGREE QUALIFICATION OR A UNIVERSITY HIGHER DEGREE

2.7) How many people live in your household?

1. One - me
2. Myself and partner and no children

3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

**EXCLUDE IF ANSWER CODE 1. MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD
HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF MUST BE A MIX OF CODE 2 AND 4 - THOSE WITH OLDER
CHILDREN OR NO CHILDREN**

**2.8) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU
FEEL THIS WOULD BE MORE APPROPRIATE)**

Write in _____

MUST BE UNDER 40

**2.9) May I ask about the member of your household that is the Chief Income Earner,
that is, the person with the largest income, whether from employment, pensions, state
benefits, investments or any other sources? Are they**

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT C1, C2, D

**2.10) Which of these things are important to you when buying a car or van?
CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]**

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design
13. Features – sat nav; CD player; music system; power steering etc (all features
mentioned)

MUST NOT CODE 11, 12, 5, 6, 7

SEGMENT 3: Questions used to recruit wave 2 focus group participants from segment 3 (Less affluent older sceptics)

3.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND SAY YES, HAVE FULL LICENSE

3.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST ANSWER CODE 2 OR 3 – MUST HAVE ONE OR TWO CARS IN HOUSEHOLD

3.3) To what extent would you say you agree / disagree with the following statement (USE SACLE STRONGLY AGREE, SLIGHTLY AGREE, NEITHER AGREE OR DISAGREE, STRONGLY DISAGREE, and SLIGHTLY DISAGREE)

4 I would like to own a larger or faster car

MUST STRONGLY OR SLIGHTY DISAGREE WITH CODE 4

3.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. None of these (SPONTANEOUS)

EXCLUDE IF ANSWER 1, 2 OR 3 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM

3.5) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – YES, HAVE LEARNT TO RIDE A BICYCLE

3.6) Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle?

INCLUDE PROBLEMS DUE TO OLD AGE

IF RESPONDENT SAYS YES, PROBE FOR WHETHER IT WOULD BE DIFFICULT OR IMPOSSIBLE FOR THE RESPONDENT TO RIDE A BICYCLE

CODE ONE ONLY

3. Yes – impossible
4. Yes – difficult
5. No

EXCLUDE IF ANSWER 1 OR 2 – MUST BE ABLE TO RIDE A BICYCLE

3.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE OVER 50

3.8) How many people live in your household?

1. One - me
2. Myself and partner and no children
3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

MAJORITY OF GROUP MUST NOT HAVE CHILDREN

3.9) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT C2, D

3.10) Please tell me whether you have any of the following educational or school qualifications.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.

CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y. None of the above

MUST CODE Y – NO QUALIFICATIONS

SEGMENT 4: Questions used to recruit wave 2 focus group participants from segment 4 (Affluent empty nesters)

4.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND HAVE FULL LICENSE

4.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST ANSWER ONE OR TWO CARS IN HOUSEHOLD

4.3) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.

SINGLE CODE

1. 0
2. 1-499 miles
3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles
8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. Over 12,000 miles

MUST CODE 1-10 – MUST HAVE A LOW ANNUAL MILEAGE – UNDER 12,000 MILES

4.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot

2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF ANSWER 1 to 4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

4.5) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

4.6) How many people live in your household?

1. One - me
2. Myself and partner
3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

MUST CODE 2 – LIVE WITH PARTNER

4.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED OVER 60

4.8) Please tell me whether you have any of the educational or school qualifications. INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION. CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y. None of the above

MUST CODE 1, 2, 3 OR 4 – MID TO HIGH QUALIFICATIONS

4.10) How long have you lived in your current home for

1. Less than 10 years
2. More than 10 years

EXCLUDE THOSE THAT CODE 1 – MUST HAVE LIVED IN HOME FOR MORE THAN 10 YEARS

4.11) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

4.12) From this list, which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

SEGMENT 5: Questions used to recruit wave 2 focus group participants from segment 5 (Educated suburban families)

5.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND HAVE FULL LICENSE

5.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST ANSWER ONE OR TWO CARS IN HOUSEHOLD

5.3) To what extent would you say you agree / disagree with the following statement

Definitely agree,

Tend to agree,

Neither agree nor disagree,

Tend to disagree,

Definitely disagree,

- 1 I should try to limit my car use for the sake of the environment

MUST CODE 2 – THAT DEFINITELY AGREE OR TEND TO AGREE

5.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

5.5) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

5.6) How many people live in your household?

1. One - me
2. Myself and partner
3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

**MUST CODE 2, 3 OR 4 – MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD
HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF OF THE GROUP MUST CODE 2 OR 4**

5.7) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

**YOUNGER SEGMENT 5 GROUP MUST BE 30-40
OLDER SEGMENT 5 GROUP MUST BE 40-55**

5.8) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION.
CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y. None of the above

**YOUNGER SEGMENT 5 GROUP MUST CODE 1 OR 2
OLDER SEGMENT 5 GROUP MUST CODE 1, 2, 3 OR 4**

5.9) To what extent would you say you agree / disagree with the following statement
(USE SCALE STRONGLY AGREE, SLIGHTLY AGREE, NEITHER AGREE OR DISAGREE, STRONGLY DISAGREE, and SLIGHTLY DISAGREE)

- 1 I would like to own a larger or faster car**

MUST STRONGLY OR SLIGHTLY DISAGREE WITH CODE 1

5.10) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

5.11) which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

5.12) Which of these things are important to you when buying a car or van?
CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design
13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)

MUST NOT CODE 24, 17, 25, 19, 20

SEGMENT 6: Questions used to recruit wave 2 focus group participants from segment 6 (Town and rural heavy car use)

6.1) Can I just check do you have a full driving license?

1. Yes
2. No

MUST CODE 1 AND HAVE FULL LICENSE

6.2) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 3 OR 4 – HAVE TWO OR MORE CARS IN HOUSEHOLD

6.4) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

6.5) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

6.6) Approximately how many miles a year do you personally drive in the cars/vans owned/used by your household?

INTERVIEWER: IF DK ENCOURAGE ESTIMATE.

OBTAIN EXPECTED MILES IF STARTED DRIVING LESS THAN A YEAR AGO.

SINGLE CODE

1. 0
2. 1-499 miles
3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles
8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. Over 12,000 miles

MUST CODE 8, 9, 10 OR 11 – MUST HAVE A FAIRLY HIGH ANNUAL MILEAGE – OVER 5,000 MILES A YEAR

6.7) How many people live in your household?

1. One - me
2. Myself and partner
3. I have a child / children that are under 17 in household
4. I have a child / children that are over 17 in household

**MUST CODE 2, 3 OR 4 – MUST BE MORE THAN ONE PERSON LIVING IN HOUSEHOLD
HALF THE GROUP MUST CODE 3 AND HAVE CHILDREN UNDER 17 IN HOUSEHOLD
THE REMAINING HALF OF THE GROUP MUST CODE 2 OR 4**

6.8) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED BETWEEN 21 AND 59

6.10) Which of these things are important to you when buying a car or van?
CODE ALL THAT APPLY. PROBE [ANYTHING ELSE?]

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance,
12. Style/design

13. Features – sat nav; CD player; music system; power steering etc (all features mentioned)

MUST CODE 11 AND 12

6.11) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed
3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1, C2

6.12) which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income

MUST CODE 1 OR 2 – LIVING COMFORTABLY OR COPING ON PRESENT INCOME

SEGMENT 8: Questions used to recruit wave 2 focus group participants from segment 8 (Young urbanites without cars)

8.1) How many vehicles does your household own or have continuous use of at present?

INCLUDE COMPANY CARS (IF AVAILABLE FOR PRIVATE USE). INCLUDE ANY BROKEN DOWN VEHICLES WHICH MAY BE IN USE WITHIN THE NEXT MONTH.

1. No vehicles
2. One vehicle
3. Two vehicles
4. More than two vehicles

MUST CODE 1 – NO VEHICLES

8.2) Do you have any disability or other long standing health problem that makes it difficult for you to do any of the following?

INCLUDE PROBLEMS DUE TO OLD AGE

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. Ride a bicycle
5. None of these (SPONTANEOUS)

EXCLUDE IF CODES 1-4 – MUST NOT HAVE A DISABILITY OR LONG STANDING HEALTH PROBLEM THAT MAKES IT DIFFICULT TO DO ANY OF THESE

8.3) Have you ever learnt how to ride a bicycle?

1. Yes
2. No

MUST CODE 1 – HAVE LEARNT TO RIDE A BICYCLE

8.4) Do you just mind me asking your age last birthday? (ASK IN AGE BANDS IF YOU FEEL THIS WOULD BE MORE APPROPRIATE)

Write in _____

MUST BE AGED 25-35

8.5) May I ask about the member of your household that is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? Are they

1. Employed
2. Self-employed

3. Unemployed and seeking work
4. Looking after family or home/not seeking work
5. Long-term sick or disabled
6. Retired
7. In full-time education
8. Don't know

ASK QUESTIONS TO DETERMINE SOCIAL GRADE AND ONLY RECRUIT A, B AND C1

8.6) Looking at the following list which of the following best describes your current situation?

SINGLE CODE – CODE FIRST THAT APPLIES

INTERVIEWER – IF RESPONDENT HAS A JOB OR BUSINESS THEY ARE CURRENTLY AWAY FROM (E.G. DUE TO BEING MATERNITY LEAVE), CODE AS WORKING.

1. Working full time (30 hours or more per week)
2. Working part time (less than 30 hours per week)
3. On a local or government training scheme (GTS)
4. On an Apprenticeship
5. Registered unemployed/signing on for jobseekers allowance
6. Not registered unemployed but seeking work
7. Looking after family or home/not seeking work
8. Long-term sick or disabled
9. Retired
10. In full-time education
11. Other [WRITE IN]
12. Don't know
13. Refused

EVERYONE MUST CODE 1 (WORKING FULL TIME)

8.7) Please tell me whether you have any of the educational or school qualifications listed.

INTERVIEWER: CHECK WHETHER THIS IS THEIR HIGHEST QUALIFICATION. CODE ONE ONLY

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
- Y. None of the above

MUST CODE 1, 2, 3 OR 4 AND HAVE AT LEAST 'A' LEVEL

RECRUIT AND PROVIDE DETAILS OF VENUE, DATE AND TIME AND EXPLAIN THAT THEY WILL RECEIVE AN INVITATION WITH MORE INFORMATION

Notes to recruiter:

Please remind respondents that we will be recording the focus groups

Please ask respondents to bring glasses along to the group if they need them for reading

THANK AND CLOSE

APPENDIX 2.3: Topic guides

Wave 1

Developing a Segmentation Model – Qualitative Research Stage

FINAL Discussion Guide version 4: 17th November 2010

Qualitative research objectives

- Explore the attitudes and beliefs characterising each segment towards climate change and travel behaviour
- Understand what are the most significant barriers and motivations towards changing travel behaviour (including recent behaviour changes and the motivators for those changes)
- Explore which travel behaviours each segments is most and least willing to change and why
- To get an indication of the types of messages and interventions that each segment will respond to in order to change their travel behaviour
- To ensure that the recruitment questionnaire has resulted in the right types of people being recruited into each group

Moderator briefing – specific objectives for each segment

Segment 1

This segment is disabled and fairly elderly. The main behaviour change issues are therefore around eco driving, journey planning and trip chaining. Cycling is unlikely to be an option for this group. There may also be accessibility issues in relation to public transport – although this should be explored rather than assumed. It would be useful to explore the extent to which they use their car and feel they have alternative options to using their car – e.g. what are the impact(s) of their age and/or disability? Some may not be able to travel independently - how dependent are they on other people to help them travel (e.g. other household members driving them when they need to travel)?

Segment 2

This segment is typically low-average income families. The main behaviour change issues are therefore around how reducing car ownership and/or usage can be fitted into their lifestyles, which may be time pressured as well as economically pressured. Car clubs are one solution which may be attractive for members of this group who live in urban areas but we need to explore their views/understanding of how/whether joining a car club would be cheaper than owning a car. Given their younger profile, cycling may be an option for this group – and they may welcome the money-saving aspect of cycling. Issues around cycling should therefore be explored with this group. Exploring general attitudes to the environment is also important. Some may not have learnt to drive - how dependent are they on other people to help them travel (e.g. other household members driving them when they need to travel)?

Segment 3

This segment is low-average income and middle aged. The main behaviour change issues are therefore the extent to which saving money might motivate behaviour

change and attitudes to buses. Car clubs are one solution which may be attractive for members of this group who live in urban areas but we need to explore their views/understanding of how/whether joining a car club would be cheaper than owning a car. Although older, their attitudes to cycling will still be interesting to explore. Exploring the reasons for their lack of interest in the environment is also important.

Segment 4

This segment might be described as 'affluent empty nesters' living in more rural locations. The main behaviour change issues are therefore eco-driving, journey planning, trip chaining and business trips as well as car purchasing. Understanding why they do not think the climate is changing is also important.

Segment 5

This group of well-educated middle class families live either in affluent urban areas or in rural locations. The main behavioural change issues are therefore public transport use for those in urban areas but also lifestyle issues such as cycling, leisure trips and business trips. The link (or lack of it) between their high level of knowledge about climate change and their behaviour is also important.

Segment 6

This group of middle class families live in urban areas outside London and rural areas. They typically have relatively high income levels but low-mid levels of education. They also have less pro-environmental attitudes. The main behavioural change issues are therefore car purchase decision-making, travelling by car out of habit and business trips. Exploring the reasons for their (relative) lack of interest in the environment is also important, alongside (any) existing environmentally friendly behaviour and whether this can be expanded is also important. They are also positive about cycling, but given their locations it would be useful to explore the extent to which cycling is a realistic option for the regular journeys they make.

Segment 8

This group of young urbanites without cars are very London-centric (40% live in Greater London). The main behavioural issues are to explore why they currently do not need a car; whether they are likely to move to the suburbs/rural areas and adopt a more carbon intensive transport lifestyle; or whether their current lifestyle is more permanent; how entrenched are their current behaviours (i.e. use of various (non-car) modes). Exploring the extent to which their knowledge of climate change and concern about the environment is the basis for their travel behaviour is also important.

Introduction (3 minutes)

- Introduce self and thank everyone for taking the time out to come along
- Introduce PSP/TNS-BMRB and independence from the client
- Introduce anyone else who is observing or helping – introduce Ben or Lee as ‘the client’ rather than saying directly that they are from the DfT (unless a respondent asks) - add they are here to view the moderator rather than the group itself.
- Explain the purpose of the research – we have been asked by the Department of Transport to understand people’s views on transport; how people currently travel; and how they could travel in future
- There are no right or wrong answers. Everyone is entitled to their own view, so I’d like to hear from everyone because everyone’s view is valid. Please respect other people’s views although please say if you disagree with others if you don’t share their opinion.
- No one will be identified in the report. All the information will be collected together and anonymised.
- Please could everyone turn off their mobile phone because it interferes with the recording, even on silent
- I would like to record the discussions to save me taking notes, so I can listen to what you’re all saying. Is that ok?
- Does everything I’ve just described sound ok... Is everyone happy?

SWITCH ON RECORDER AND MIKE

Section 1: Reasons for current travel behaviour (15 minutes)

The main purpose of this section is to understand more about the journeys each segment is making and the mode using and why. We will establish also the range and diversity of transport modes the segment uses.

This section will also serve as an introduction and warm up.

GO ROUND ASKING EACH PERSON TO INTRODUCE THEMSELVES (NAME, WHETHER THEY HAVE CHILDREN AND IF SO THEIR AGES)

- Tell me about the **types of journeys you are making** and how you travel e.g. work/college/regular shopping/taking children to school

IF USEFUL WRITE DOWN THE TYPES OF JOURNEYS ON A FLIPCHART AND MODES OF TRANSPORT USING

DECIDE ON ONE COMMON TYPE OF JOURNEY AND MODE OF TRAVEL AND THEN ASK:

- **Why do you use that mode of transport** for that journey and what factors affect your decision making to use that mode or another mode?

WRITE THE FACTORS THAT ARE IMPORTANT ON CARDS

PROBE ON:

- convenience
- reliability
- safety – traffic/accidents
- safety – personal safety / risk of crime
- cost
- distance
- physical and psychological comfort
- time
- carbon consumption
- traffic/congestion
- time of day
- amount of luggage
- number of people travelling
- if children are present
- purpose of trip
- weather
- number of changes, for public transport option
- SEGMENTS 1 AND 2 - Other people helping them when they need to travel (e.g. driving them where/when they need to travel)
- What factors are most important for other types of journeys, e.g. get them to think about the journeys they have made in the last week / few weeks e.g. to doctor, hair dresser, gym, visiting family and friends?

SORT FACTORS FOR DIFFERENT TYPES OF COMMON JOURNEYS

Section 2: Recent changes (if any) in travel behaviour and reasons for changes (5-10 minutes)

This section explores the possibility of behaviour change, leading into section 3 which is a discussion of motivators and barriers and changing behaviour in section 4, eventually focusing on climate change in section 5 and its importance/relevance, to them personally.

- Have there been any **changes to the way you travel** recently, either generally or in relation to any specific regular journeys you make such as going to work, popping to the shops etc, say in the last year or two? What? (probe for change they have made versus circumstances)

PROBE:

- used public transport more or less
- used car more or less
- trip chaining
- car sharing
- bought a car / got rid of a car
- bought a bicycle / started cycling regular journeys
- walking more (e.g. walking some journeys they used to drive / take the bus for etc)

Why? What motivated you to attempt the change(s)? How? Why?

PROBE:

- to save money/got more money
- time
- change in personal circumstances, e.g. moved house / changed job / had a child etc
- change in public transport provision (e.g. new bus route, more frequent buses/trains, removal of bus route, fewer buses/trains)
- change in road planning (e.g. new road built, new one way system)
- climate/environmental issues/being more sustainable

Have you tried to change the way you travel but not been successful?

- Why were you not successful?
- Were there any positive/negative outcomes from the change in behaviour? What were they?
- What was the reaction of friends, family, and children, if any?

Section 3: Issue based barriers and motivations (30-40 minutes)

This section looks at the specific behaviour changes we want to explore with each segment. For each relevant behaviour we will explore the motivators and barriers to making changes. The discussion will be facilitated by using show cards with the behaviours set out.

ONLY READ OUT IF A RESPONDENTS SPECIFICALLY ASKS WHAT THE RESEARCH IS FOR: *'The government is interested in exploring more sustainable alternatives to how people currently travel'.*

With this in mind, I'd like to go on to discuss various options for how you travel.

The following behaviours will be written onto cards and shown (if appropriate)

- A. Can you walk instead of going by car?
- B. Can you cycle instead of going by car?
- C. Can you go by bus instead of going by car?
- D. Can you go by train instead of going by car?
- E. Can you use Dial A Ride services instead of going by car?
- F. Can you buy a car (or cars) that use(s) less fuel?
- G. Can you reduce the number of vehicles owned/used (e.g. by joining a Car club)?
- H. Can you avoid owning a car at all (e.g. by joining a Car club)?
- I. Can you drive in a more fuel-efficient way?
- J. Can you avoid a journey / combine multiple trips into one trip / make fewer journeys by car or public transport (relocate, work at home, internet shopping)
- K. Can you car share
- L. Can you use a journey planning tool more

NOTE - FOR EACH, PROBE REGARDING:

- **Attitude and behaviour:** what you think about the idea overall / what's your gut reaction to this / to what extent do you do it already / what's the likelihood of you changing to doing more of this behaviour
- **Barriers:** what things might stop or prevent you from changing how you travel in that way, or mean that you don't want to change how you travel in that way – in other words, what are the 'bad things' or 'problems' with it.
- **Motivations / messages:** what you think might be beneficial to you about travelling in that way – in other words, what are the 'good things' about it.
- **Likelihood to change and enablers:** And finally what, if anything, might enable or encourage you to travel in that way – in other words, are there any incentives or other things that government or local councils or other groups could do to enable or encourage you to travel in that way? Probe for what things could 'nudge' them into doing this behaviour 'a bit' more versus 'a lot' more.
IMPORTANT: Probe also to try to get beyond infrastructure issues, e.g. providing information/knowledge; helping to build confidence/experience; building trust; helping them to remain / feel safe.

A. Can you walk instead of going by car?

FOR SEGMENTS: 2, 3, 4, 5, 6, 8 NB SEGMENT 8 WALKS QUITE A LOT ALREADY:
Why?

- Which (if any) regular journeys do you walk?
- **Why do you walk those journeys?**
- Are there more journeys that you could walk?
- **To what extent would you like to walk more? Why?**
- Why don't you walk (more) – PROBE: attitudinal/practical/structural?
- What do you see as the benefits/advantages of walking?
- What do you see as the disadvantages of walking?
- What might encourage you to walk more?
- Do you know people who walk more than you do? What image does this give you of them?

B. Can you cycle instead of going by car?

FOR SEGMENTS: 2, 3, 5, 6, 8 NB 5 CYCLES QUITE A LOT ALREADY: Why, What was the trigger?

- Which (if any) regular journeys do you cycle?
- Why do you cycle those journeys?
- Which (if any) regular journeys could you cycle?
- To what extent would you like to cycle more? Why?
- Current cycling (if any) / past experiences of cycling (e.g. when was the last time they cycled?)
- Have any of you tried cycling regular journeys (e.g. cycling to work) but since given up? If so, what were your experiences? Why did you stop?
- Why don't you cycle (more) – PROBE: attitudinal/practical/structural?
- What do you see as the benefits/advantages of cycling?
- What do you see as the disadvantages of cycling?
- What might encourage you to cycle more?
- Are you aware of any services (e.g. websites) which help you plan cycle journeys in your area, e.g. to avoid roads with heavy traffic? If so, have they used them? If not, would they use such a service? Would it encourage them to cycle (more)?
- Do you know people who cycle more than you do? What image does this give you of them?
- (Pick up on any previous discussion on bicycle ownership) Do they own a bicycle? Why / why not?
- What do you think of cycle hire schemes (such as the London Cycle Hire scheme)?
 PROBE:
 - a. Awareness / current understanding of what a cycle hire service is
 - b. Awareness / availability of cycle hire services in their local area
 - c. Own experiences /previous usage (if any)/do you know anyone who is or has been a member of a cycle hire service

READ OUT (AND HAND OUT): 'THE FOLLOWING DESCRIPTION IS TAKEN FROM THE LONDON CYCLE HIRE SCHEME WEBSITE':

“Take a cycle, ride it where you like, then return it, ready for the next person. Available 24 hours a day, all year round.

It's self-service and there's no booking. Just turn up and go. Best for short journeys.”

- Would you take advantage of a cycle hire scheme if it were available in your area?
 - i. Why / why not?
 - ii. What (if anything) would encourage you to use it? *PROBE* as necessary.
- Would it make them more likely to cycle?
- Do they think other people in their area would use it? Why do they say that?

C. Can you go by bus instead of going by car?

FOR ALL SEGMENTS

- Which (if any) regular journeys do you use the bus for?
- Why do you use the bus for those journeys?
- Why don't you use buses more than you do now? Which journeys could you use the bus for that you don't at the moment?
- To what extent would you like to travel by bus more? Why?
- What do you see as the benefits/advantages of travelling by bus? *PROBE* to get beyond 'top of mind' issues such as cost.
- What do you see as the disadvantages of travelling by bus? *PROBE* to get beyond 'top of mind' issues such as cost.
- What might encourage you to use buses more?
- Do you know people who use buses more than you do? What image does this give you of them?

SEGMENT 6 IS WORRIED ABOUT SAFETY ON BUSES – *PROBE* ON THIS

D. Can you go by train instead of going by car?

FOR ALL SEGMENTS

- Which (if any) regular journeys do they use the train for?
- Why do you use the train for those journeys?
- Why don't you use trains more than you do now? Which journeys could you use trains for that you don't at the moment?
- To what extent would you like to travel by train more? Why?
- What do you see as the benefits/advantages of travelling by train? *PROBE* to get beyond 'top of mind' issues such as cost.
- What do you see as the disadvantages of travelling by train? *PROBE* to get beyond 'top of mind' issues such as cost.
- What might encourage you to use trains more often?
- Do you know people who use trains more than you do? What image does this give you of them?

E Can you use Dial A Ride services instead of going by car?

FOR SEGMENTS 1, 3 AND 4

- Awareness / current understanding of what a Dial A Ride service is
- Awareness / availability of Dial A Ride services in their local area

- Own experiences /previous usage (if any)/do you know anyone who is or has been a member of a Dial A Ride service

READ OUT (AND HAND OUT) 'THE FOLLOWING DESCRIPTION IS TAKEN FROM A LOCAL COUNTY COUNCIL WEBSITE':

"Dial A Ride is a [new] door to door supported service for anyone with a disability, or people over 60, who cannot use public transport.

Passengers book the Dial A Ride minibus to pick them up from their home and take them to their destination. Dial A Ride uses fully accessible, modern minibuses and the driver will assist you from your home and onto the bus (if required).

Passengers can use the service for any purpose such as shopping and medical appointments."

Following this, explore:

- Views on this kind of service (in general)
- Would they consider using it —why/why not?
- What (if anything) would encourage them to use it? (If necessary) PROBE as necessary – e.g. why do you say that?
- Do they think other people in their area would use it? Why do they say that?

F. Can you buy a car (or cars) that use(s) less fuel?

FOR SEGMENTS 2, 3, 4, 5, 6

- Generally do you buy new or second hand cars?
- Why buy a second hand car versus a brand new one
- When you're buying a new car (whether brand new or second hand) what features do you look for? How important is the purchase cost? And what about the running costs, the cost of fuel, road tax etc? And how about the cost of repairs and spare parts?
- Do you usually buy the same type of car? Why? What if your needs change?
- Have you considered buying a similar type of car to the one you currently own/use which uses less fuel?
- Have you thought about switching to a smaller car? Is this feasible? e.g. if they have children etc and/or desirable? **PROBE to explore both practical and emotional/attitudinal barriers to buying a smaller car**
- Have you thought about switching to a car with a different type of fuel? e.g. LPG, hybrid, plug-in hybrid or electric vehicle?
 - Explore awareness/understanding/views on benefits/disadvantages of LPG, hybrid, plug-in hybrid or electric vehicles.

FOR SEGMENT 2: FOCUS ON ASPIRATIONS/FUTURE: Is a car important to you... why? What sort of car would you *realistically* like to have? Why? PROBE ON FEATURES AND IMAGE PROJECTED. How likely do you think it is that you will actually ever own that type of car? Why do you say that? If you never own a car like that will you feel that you have somehow failed in life? What do you think you're current car says about you, if anything? THIRD PERSON TECHNIQUE – Why are cars

important to people / why are cars seen as a status symbol / how can people stop seeing a car as a status symbol

G. Can you reduce the number of vehicles owned/used?

FOR SEGMENTS 5, 6 (ONLY GROUPS WHERE MORE THAN HALF HAVE TWO OR MORE CARS)

- How many cars do you currently own?
- Why do you own that number of cars?
 - a. *PROBE*:
 - i. Have you owned fewer / more cars in the past?
 - ii. What prompted you to own the number of cars you do now?
- Thinking about the future, could you go from a two (or more) car household to a one car household? What would be the effect of this? If you did, which car would you keep? Why?

H. Can you avoid owning a car at all or own fewer cars / use a Car club

FOR ALL SEGMENTS

- Awareness / understanding of car clubs
- Awareness / availability of car clubs in their local area
- Own experiences /previous usage (if any)/do you know anyone who is or has been a member

READ OUT (AND HAND OUT): 'THE FOLLOWING DESCRIPTION OF A CAR CLUB IS TAKEN FROM THE WEBSITE OF ONE OF THE UK'S LEADING CAR CLUB OPERATORS':

"[THE CAR CLUB] has cars parked in a dense network of dedicated spaces across London and several other UK cities, typically within a few minutes walk of your home or work. You can use one for as little as 30 minutes or as long as 6 months.

They are reserved online or by phone, and can be collected and returned 24/7 using one of our high-tech smartcards. Our fleet is made up of brand new [CARS]. We also have vans if you need to move bulkier items, and 7-seaters when you need a few more seats.

The cost of your usage is based on how long you have the car and how far you drive but unless you're a heavy car user, the annual cost of [THE CAR CLUB] will be dramatically less than owning a car and with lots of the hassle of car ownership removed."

For example, you might pay £50 membership for the year and £3.95 an hour or £29 a day on a weekday or £4.95 an hour and £45 a day for weekend rates

Following this, explore:

- Views on this kind of service, including:
 - What do you see the advantages of car clubs to be?
 - What do you see the disadvantages of car clubs to be?

- Could you have one car and use (a) car club car(s) if/when you need a second/third car?
 - If so - why
 - If not – why not
- Could you/your household go without owning a car at all and join a car club so you just have a car if/when you need to travel by car?
 - If so - why
 - If not – why not
- Costs (pick up on any previous mentions):
 - Do you see joining a car club as (potentially) cheaper than owning a car?
 - How do they compare the costs of owning a car vs. joining a car club?
 - Which costs do they take into account (i.e. which costs associated with owning a car; which costs associated with being a member of a car club)?
- Convenience (pick on on any previous mentions):
 - How convenient do you think being a member of a car club would be, e.g. in relation to owning your own car?
 - How do they think it would compare to having access to their own car whenever they want?
 - Would having to book the car in advance cause problems for them?
- Do you see joining a car club as 'normal' for someone like you? Do you see owning a car as 'normal' for someone like you? How do you think what you see as 'normal' would influence whether or not you join a car club?
- What would encourage them to join/use a car club in future? E.g. Would any particular incentives make a difference?

FOR SEGMENT 8:

Why do they not need a car at the moment? How do they currently travel / which mode(s) do they currently rely on?

How do they feel about how they currently travel / the modes they currently use? Are they 'comfortable / happy' with how they currently travel, or are they 'coping / putting up with' how they currently travel?

Although you don't have a car at the moment, how likely do you think it is that you will get a car in the next few years? Why is it likely / less likely? *PROBE FOR CHANGES IN LIFESTAGE, EG HAVING CHILDREN; CHANGES IN LIFESTYLE, MOVING OUT OF TOWN CENTRE.* Are there any other reasons?

How entrenched are their current behaviours? Would they continue to use modes other than the car if they bought a car? Or would they be more likely to use the car as much as possible? Why?

Would segment 8 consider joining a car club as an alternative to owning a car in future? Have they thought about this already? *PROBE* on impact of (lack of)

awareness/understanding of car clubs / whether they see joining a car club as 'normal' for someone like them.

I. Can you drive in a more fuel-efficient way?

FOR ALL SEGMENTS EXCEPT 8 (EXPLORE BRIEFLY)

- Would you say that you drive efficiently...that is doing things like avoiding unnecessary idling, acceleration and braking, keeping tyres inflated to correct pressure levels, and removing roof racks and unnecessary loads when not required/in use? Why do you do these things? Why might you do / not drive in this way

FOR SEGMENT 5:

- Would you be interested in doing the advanced driver training?

J. Can you avoid making a journey / make fewer journeys by car or public transport (relocate, work at home, internet shopping)

FOR ALL SEGMENTS

Do you ever:

- (ALL EXCEPT SEGMENT 8) trip chain a set of activities/errands?
- SEGMENTS 1-6 - EXPLORE BARRIERS – Could you combine going to several places or doing more than one thing while you are out? PROBE: DIFFERENT LOCATIONS/HAVE TO DRIVE BETWEEN PLACES BECAUSE DISABLED/NEED TO REST – CAN'T DO TOO MUCH IN ONE GO BECAUSE DISABLED/OTHER?
- What would help or encourage you to combine going to several places or doing more than one thing while you are out?
- try to make less trips by doing things like buying in bulk or reusing things?
- SEGMENTS 2, 3, 5, 6 could they work from home e.g. once a week or more? Why/why not? **PROBE for both practical barriers (e.g. having to serve customers; having to use specific tools/materials/equipment; having to supervise staff) and emotional/attitudinal/cultural reasons (e.g. managers/organisation not encouraging home working; enjoying the social aspect of work)**
- use home shopping for groceries/other food shopping (green chain delivery)?
- use home shopping for non-food shopping (e.g. clothes, books/DVDs, TVs, furniture)
- telework?
- Do you need to travel so far? E.g. Shopping locally or in the town centre rather than at out-of-town stores / Buying produce produced locally to reduce food miles.
- Relocation - Have you thought about moving closer to work or work closer to home? How important were transport links to you when you moved to your current home? Is this something you thought about when you decided to move to where you live now?

J. Can you car share?

- Do you ever car share to / from work and for the school run/for shopping/sport e.g. with neighbours?

- For what types of journeys / in what scenarios is this workable

K. Can you use a Journey planning tool?

FOR ALL SEGMENTS

- How much journey planning do you do? What sorts of things do you take into account when planning your journey? Why don't you plan journeys in advance?
- IMPORTANT: Do any of you use I-phones or similar devices? If so, do you use them to access real-time information about your journey options?
- Do you know about any websites that help you plan your journey? Have you used any of them? Which do you use? Why those?

IF NECESSARY EXPLAIN ABOUT GOOGLE MAPS AND TRANSPORT DIRECT WEBSITES AS EXAMPLES

- What's good about a journey planning website? What is not good about it?
- Do you think this would help you save time/money/the environment?
- Do you use satnav? Why? What features do you use? Quickest route? Shortest route? Congestion warnings?

Section 4: Changing behaviour (10 minutes)

This section will allow for comparison between the 12 behaviours and understand which ones are easier or more difficult for the segment to incorporate and why.

ACROSS JOURNEY TYPES – THINKING GENERALLY DAY TO DAY

ASK PARTICIPANTS TO SORT THE 12 BEHAVIOURS AS A GROUP IN TERMS: THOSE THAT WOULD BE EASIER AND HARDER TO INCORPORATE

Discuss the barriers and ask why certain behaviours are easier or more difficult to incorporate

IF TIME then ask participants to individually jot down:

1. the 3 behaviours that would be easiest for them to change
 2. the rewards in incorporating these behaviours
 3. the barriers stopping them from making these changes
 4. the 3 behaviours that would be most difficult for them to change
 5. the things that make it so difficult
- To what extent do you feel in control of your travel behaviour? Do you feel able to make individual changes or do you think more should be done to help or encourage people to change their behaviour? Do you want to change? If so, what and how and why? What would be the wider implications? Should people have more or less personal control of their travel behaviour?

Section 5: Climate change (10-15 minutes)

We need to understand whether climate change has motivated them to change their behaviour in any way (e.g. at home) and then if it has (or to what extent it may) change their travel behaviour and why / why not link this back to the 12 behaviours

PICK-UP ON ANY MENTIONS OF CLIMATE CHANGE AS A REASON FOR CHANGE, OTHERWISE SAY:

- Do you think the way we travel has an impact on climate change? To what extent...?
- Has the prospect of climate change motivated you to change the way you travel at all? (Probe for their views on the impact of transport choices versus other changes (like recycling, buying energy efficient light bulbs, changing boiler etc etc that contribute to slowing down climate change)
- What about being more sustainable/wasting less in general? Does that motivate them to change the way they travel?

THIS SHOULD LEAD INTO PERSPECTIVES ON CLIMATE CHANGE – DIFFERENT BELIEFS AND ACTIVITIES

Awareness and understanding of climate change

- How big a role do you think individuals have in causing climate change? What about you personally?
- Does it make you think that you might change your behaviour in any way? If so, does this result in actual behaviour change, or does anything stop/prevent you from changing your behaviour? If so, what kind of things? **PROBE for both practical/structural barriers and attitudinal/emotional barriers.**

Reduction of climate change

- Can we stop, reduce or reverse climate change, and if yes, how? What actions could you or other people take to help reduce climate change?
- How might you change your behaviour, if at all, to help reduce climate change/lower your carbon footprint?
 - PROBE regarding domestic changes
 - PROBE regarding travel behaviour changes
 - Overall, to you think it would be easier for you to change how you travel, or easier to change what you do at home? Why do you say that?
- What about as a society, are there any technological solutions that could be put in place, particularly in relation to how people travel?

ASK PARTICIPANTS TO SORT THE 12 BEHAVIOURS AS A GROUP IN TERMS OF: THOSE THAT WOULD MAKE THE MOST / LEAST DIFFERENCE TO THE CLIMATE

Discuss

ASK PARTICIPANTS TO SORT THE 12 BEHAVIOURS AS A GROUP IN TERMS OF:
HOW EASY IT WOULD BE FOR THEM TO DO EACH BEHAVIOUR (FROM
'EASIEST' TO 'MOST DIFFICULT')

Discuss

Section 6: Wrap up (3 minutes)

IF TIME ASK

- How would other people be persuaded to make these 12 travel behaviour changes (what messages will be effective probe on whether this should be climate change messages or something else)

ASK ALL

- Anything else

Offer DfT colleagues the opportunity to ask a few questions

THANK & CLOSE

Wave 2 2

Travel choice and climate change – Qualitative Research Stage

FINAL Discussion Guide FOR WAVE 2: 9th December 2010

Qualitative research objectives

- Explore the attitudes and beliefs characterising each segment towards climate change and travel behaviour
- Understand what are the most significant barriers and motivations towards changing travel behaviour (including recent behaviour changes and the motivators for those changes)
- Explore which travel behaviours each segments is most and least willing to change and why
- To get an indication of the types of messages and interventions that each segment will respond to in order to change their travel behaviour
- To ensure that the recruitment questionnaire has resulted in the right types of people being recruited into each group

Moderator briefing – specific objectives for each segment

Segment 2

This segment is typically low-average income families. The main behaviour change issues are therefore around how reducing car ownership and/or usage can be fitted into their lifestyles, which may be time pressured as well as economically pressured. Car clubs are one solution which may be attractive for members of this group who live in urban areas but we need to explore their views/understanding of how/whether joining a car club would be cheaper than owning a car. Given their younger profile, cycling may be an option for this group – and they may welcome the money-saving aspect of cycling. Issues around cycling should therefore be explored with this group. Exploring general attitudes to the environment is also important. Some may not have learnt to drive - how dependent are they on other people to help them travel (e.g. other household members driving them when they need to travel)?

Segment 3

This segment is low-average income and middle aged. The main behaviour change issues are therefore the extent to which saving money might motivate behaviour change and attitudes to buses. Car clubs are one solution which may be attractive for members of this group who live in urban areas but we need to explore their views/understanding of how/whether joining a car club would be cheaper than owning a car. Although older, their attitudes to cycling will still be interesting to explore. Exploring the reasons for their lack of interest in the environment is also important.

Segment 4

This segment might be described as 'affluent empty nesters' living in more rural locations. The main behaviour change issues are therefore eco-driving, journey

² Highlighted sections indicate areas to specifically focus on for Wave 2

planning, trip chaining and business trips as well as car purchasing. Understanding why they do not think the climate is changing is also important.

Segment 5

This group of well-educated middle class families live either in affluent urban areas or in rural locations. The main behavioural change issues are therefore public transport use for those in urban areas but also lifestyle issues such as cycling, leisure trips and business trips. The link (or lack of it) between their high level of knowledge about climate change and their behaviour is also important.

Segment 6

This group of middle class families live in urban areas outside London and rural areas. They typically have relatively high income levels but low-mid levels of education. They also have less pro-environmental attitudes. The main behavioural change issues are therefore car purchase decision-making, travelling by car out of habit and business trips. Exploring the reasons for their (relative) lack of interest in the environment is also important, alongside (any) existing environmentally friendly behaviour and whether this can be expanded is also important. They are also positive about cycling, but given their locations it would be useful to explore the extent to which cycling is a realistic option for the regular journeys they make.

Introduction (3 minutes)

- Introduce self and thank everyone for taking the time out to come along
- Introduce PSP/TNS-BMRB and independence from the client
- Introduce anyone else who is observing or helping – introduce Ben or Lee as ‘the client’ rather than saying directly that they are from the DfT (unless a respondent asks) - add they are here to view the moderator rather than the group itself.
- Explain the purpose of the research – we have been asked by the Department of Transport to understand people’s views on transport; how people currently travel; and how they could travel in future
- There are no right or wrong answers. Everyone is entitled to their own view, so I’d like to hear from everyone because everyone’s view is valid. Please respect other people’s views although please say if you disagree with others if you don’t share their opinion.
- No one will be identified in the report. All the information will be collected together and anonymised.
- Please could everyone turn off their mobile phone because it interferes with the recording, even on silent
- I would like to record the discussions to save me taking notes, so I can listen to what you’re all saying. Is that ok?
- Does everything I’ve just described sound ok... Is everyone happy?

SWITCH ON RECORDER

Section 1: Reasons for current travel behaviour (15 minutes)

The main purpose of this section is to understand more about the journeys each segment is making and the mode using and why. We will establish also the range and diversity of transport modes the segment uses.

This section will also serve as an introduction and warm up.

GO ROUND ASKING EACH PERSON TO INTRODUCE THEMSELVES (NAME, WHETHER THEY HAVE CHILDREN AND IF SO THEIR AGES)

- Tell me about the **types of journeys you are making** and how you travel e.g. work/college/regular shopping/taking children to school

IF USEFUL WRITE DOWN THE TYPES OF JOURNEYS ON A FLIPCHART AND MODES OF TRANSPORT USING. DECIDE ON ONE COMMON TYPE OF JOURNEY AND MODE OF TRAVEL AND THEN ASK:

- **Why do you use that mode of transport** for that journey and what factors affect your decision making to use that mode or another mode? Probe
- What factors are most important for **other** types of journeys, e.g. get them to think about the journeys they have made in the last week / few weeks e.g. to doctor, hair dresser, gym, visiting family and friends? Probe

Section 2: Recent changes (if any) in travel behaviour and reasons for changes (5-10 minutes)

This section explores the possibility of behaviour change, leading into section 3 which is a discussion of motivators and barriers and changing behaviour in section 4, eventually focusing on climate change in section 5 and its importance/relevance, to them personally.

- Have there been any **changes to the way you travel** recently, either generally or in relation to any specific regular journeys you make such as going to work, popping to the shops etc, say in the last year or two? What? (probe for change they have made versus circumstances)

PROBE:

- used public transport more or less
- used car more or less
- trip chaining
- car sharing
- bought a car / got rid of a car
- bought a bicycle / started cycling regular journeys

Why? What motivated you to attempt the change(s)? How? Why?

PROBE:

- fitness / mobility / weight
- to save money/got more money
- time
- change in personal circumstances, e.g. moved house / changed job / had a child etc
- change in public transport provision (e.g. new bus route, more frequent buses/trains, removal of bus route, fewer buses/trains)
- change in road planning (e.g. new road built, new one way system)
- climate/environmental issues/being more sustainable

Have you tried to change the way you travel but not been successful?

- Why were you not successful?
- Were there any positive/negative outcomes from the change in behaviour? What were they?
- What was the reaction of friends, family, and children, if any?

Section 3: Issue based barriers and motivations (30-40 minutes)

This section looks at the specific behaviour changes we want to explore with each segment. For each relevant behaviour we will explore the motivators and barriers to making changes. The discussion will be facilitated by using show cards with the behaviours set out.

ONLY READ OUT IF A RESPONDENTS SPECIFICALLY ASKS WHAT THE RESEARCH IS FOR: *'The government is interested in exploring more sustainable alternatives to how people currently travel'.*

With this in mind, I'd like to go on to discuss various options for how you travel.

The following behaviours will be written onto cards and shown (if appropriate)

- M. Can you walk instead of going by car?**
- N. Can you cycle instead of going by car?**
- O. Can you go by bus instead of going by car?**
- P. Can you go by train instead of going by car?**
- Q. Can you use Dial A Ride services instead of going by car?**
- R. Can you buy a car (or cars) that use(s) less fuel?**
- S. Can you reduce the number of vehicles owned/used (e.g. by joining a Car club)?**
- T. Can you avoid owning a car at all (e.g. by joining a Car club)?**
- U. Can you avoid a journey / combine multiple trips into one trip / make fewer journeys by car or public transport (relocate, work at home, internet shopping)**
- V. Can you car share**
- W. Can you use a journey planning tool more**

NOTE - FOR EACH, PROBE REGARDING:

- **Attitude and behaviour:** what you think about the idea overall / what's your gut reaction to this / to what extent do you do it already and why / when / where / in what situations/ what's the likelihood of you changing to doing more of this behaviour
- **Barriers:** what things might stop or prevent you from changing how you travel in that way, or mean that you don't want to change how you travel in that way – in other words, what are the 'bad things' or 'problems' with it.
- **Motivations / messages:** what you think might be beneficial to you about travelling in that way – in other words, what are the 'good things' about it.
- **Likelihood to change and enablers:** And finally what, if anything, might enable or encourage you to travel in that way – in other words, are there any incentives or other things that government or local councils or other groups could do to enable or encourage you to travel in that way? Probe for what things could 'nudge' them into doing this behaviour 'a bit' more versus 'a lot' more.
IMPORTANT: Probe also to try to get beyond infrastructure issues, e.g. providing information/knowledge; helping to build confidence/experience; building trust; helping them to remain / feel safe.

A. Can you walk instead of going by car?

FOR ALL SEGMENTS

B. Can you cycle instead of going by car?

FOR ALL SEGMENTS EXCEPT 4

NB 5 CYCLES QUITE A LOT ALREADY: Why, What was the trigger?

- Current cycling (if any) / past experiences of cycling (e.g. when was the last time they cycled?)
- Have any of you tried cycling regular journeys (e.g. cycling to work) but since given up? If so, what were your experiences? Why did you stop?
- Are you aware of any services (e.g. websites) which help you plan cycle journeys in your area, e.g. to avoid roads with heavy traffic? If so, have they used them? If not, would they use such a service? Would it encourage them to cycle (more)?
- Do you know people who cycle more than you do? What image does this give you of them?
- (Pick up on any previous discussion on bicycle ownership) Do they own a bicycle? Why / why not?
- What do you think of cycle hire schemes (such as the London Cycle Hire scheme)?

PROBE:

- a. Awareness / current understanding of what a cycle hire service is
- b. Awareness / availability of cycle hire services in their local area
- c. Own experiences /previous usage (if any)/do you know anyone who is or has been a member of a cycle hire service

READ OUT (AND HAND OUT) THE CYCLE HIRE CONCEPT FOR ALL EXCEPT SEGMENT 6 AND BRIEFLY FOR SEGMENT 2 AND 5

- Would you take advantage of a cycle hire scheme if it were available in your area?
 - i. Why / why not?
 - ii. What (if anything) would encourage you to use it? PROBE as necessary.
- Would it make them more likely to cycle?
- Do they think other people in their area would use it? Why do they say that?

C. Can you go by bus instead of going by car?

FOR ALL SEGMENTS

D. Can you go by train instead of going by car?

FOR ALL SEGMENTS

E Can you use Dial A Ride services instead of going by car?

FOR SEGMENTS 4 AND 3 BRIEFLY

- Awareness / current understanding of what a Dial A Ride service is

- Awareness / availability of Dial A Ride services in their local area
- Own experiences /previous usage (if any)/do you know anyone who is or has been a member of a Dial A Ride service

READ OUT (AND HAND OUT) 'THE FOLLOWING DESCRIPTION IS TAKEN FROM A LOCAL COUNTY COUNCIL WEBSITE':

"Dial A Ride is a [new] door to door supported service for anyone with a disability, or people over 60, who cannot use public transport.

Passengers book the Dial A Ride minibus to pick them up from their home and take them to their destination. Dial A Ride uses fully accessible, modern minibuses and the driver will assist you from your home and onto the bus (if required).

Passengers can use the service for any purpose such as shopping and medical appointments."

Following this, explore:

- Views on this kind of service (in general)
- Would they consider using it —why/why not?
- What (if anything) would encourage them to use it? (If necessary) **PROBE** as necessary – e.g. why do you say that?
- Do they think other people in their area would use it? Why do they say that?

F. Can you buy a car (or cars) that use(s) less fuel?
FOR ALL SEGMENTS

- What types of cars do you buy and why (probe for new versus second hand / cheap versus expensive / small versus big / what other criteria to people use / to what extent do they think about running costs)
- How has this changed throughout your life / different circumstances

NOTE TO MODERATOR - PLEASE MAKE SURE YOU PROBE ON THE HIGHLIGHTED SECTION BELOW

- Have you considered buying a similar type of car to the one you currently own/use which uses less fuel? (a model that used less fuel)
- Have you thought about switching to a smaller car? Is this feasible? e.g. if they have children etc and/or desirable? **PROBE to explore both practical and emotional/attitudinal barriers to buying a smaller car**
- Have you thought about switching to a car with a different type of fuel? e.g. LPG, hybrid, plug-in hybrid or electric vehicle?
 - Explore awareness/understanding/views on benefits/disadvantages of LPG, hybrid, plug-in hybrid or electric vehicles.
 - Explore specifically awareness of the costs of these cars

G. Can you reduce the number of vehicles owned/used?

FOR SEGMENTS 5, 6 (ONLY GROUPS WHERE MORE THAN HALF HAVE TWO OR MORE CARS)

- How many cars do you currently own?
- Why do you own that number of cars?
 - a. *PROBE*:
 - i. Have you owned fewer / more cars in the past?
 - ii. What prompted you to own the number of cars you do now?
- Thinking about the future, could you go from a two (or more) car household to a one car household? What would be the effect of this? If you did, which car would you keep? Why?

H. Can you avoid owning a car at all or own fewer cars / use a Car club

FOR ALL SEGMENTS

- Awareness / understanding of car clubs
- Awareness / availability of car clubs in their local area
- Own experiences /previous usage (if any)/do you know anyone who is or has been a member

READ OUT (AND HAND OUT): 'CAR CLUB CONCEPT:

Following this, explore:

- Views on this kind of service, including:
 - What do you see the advantages of car clubs to be?
 - What do you see the disadvantages of car clubs to be?
- Could you have one car and use (a) car club car(s) if/when you need a second/third car?
 - If so - why
 - If not – why not
- Could you/your household go without owning a car at all and join a car club so you just have a car if/when you need to travel by car?
 - If so - why
 - If not – why not
- Costs (pick up on any previous mentions):
 - Do you see joining a car club as (potentially) cheaper than owning a car?
 - How do they compare the costs of owning a car vs. joining a car club?
 - Which costs do they take into account (i.e. which costs associated with owning a car; which costs associated with being a member of a car club)?
- Convenience (pick up on any previous mentions):
 - How convenient do you think being a member of a car club would be, e.g. in relation to owning your own car?
 - How do they think it would compare to having access to their own car whenever they want?
 - Would having to book the car in advance cause problems for them?

- Do you see joining a car club as 'normal' for someone like you? Do you see owning a car as 'normal' for someone like you? How do you think what you see as 'normal' would influence whether or not you join a car club?
- What would encourage them to join/use a car club in future? E.g. Would any particular incentives make a difference?

MODERATOR PLEASE MAKE SURE YOU ASK THIS

- For what kinds of situations might you / others use this (probe on having an upgraded car for the day / having a bigger car for the day – moving house or camping holiday etc)

I. Can you avoid making a journey / make fewer journeys by car or public transport (relocate, work at home, internet shopping)

FOR ALL SEGMENTS

Do you ever:

- Trip chain a set of activities/errands / Could you combine going to several places or doing more than one thing while you are out? **PROBE: DIFFERENT LOCATIONS/HAVE TO DRIVE BETWEEN PLACES BECAUSE DISABLED/NEED TO REST – CAN'T DO TOO MUCH IN ONE GO BECAUSE DISABLED/OTHER?**
- What would help or encourage you to combine going to several places or doing more than one thing while you are out / to make less trips e.g. by doing things like buying in bulk or reusing things?
- SEGMENTS 2, 3, 5, 6 could they work from home e.g. once a week or more? Why/why not? **PROBE for both practical barriers (e.g. having to serve customers; having to use specific tools/materials/equipment; having to supervise staff) and emotional/attitudinal/cultural reasons (e.g. managers/organisation not encouraging home working; enjoying the social aspect of work)**
- use home shopping for groceries/other food shopping (green chain delivery)?
- use home shopping for non-food shopping (e.g. clothes, books/DVDs, TVs, furniture)
- Do you need to travel so far? E.g. Shopping locally or in the town centre rather than at out-of-town stores / Buying produce produced locally to reduce food miles.
- Relocation - Have you thought about moving closer to work or work closer to home? How important were transport links to you when you moved to your current home? Is this something you thought about when you decided to move to where you live now?

J. Can you car share?

FOR ALL SEGMENTS

- Explore awareness of and reaction towards informal versus formal concepts
- Do you ever car share to / from work and for the school run/for shopping/sport e.g. with neighbours?
- For what types of journeys / in what scenarios is this workable

K. Can you use a Journey planning tool?

FOR ALL SEGMENTS

- How much journey planning do you do? What sorts of things do you take into account when planning your journey? Why don't you plan journeys in advance?
- IMPORTANT: Do any of you use I-phones or similar devices? If so, do you use them to access real-time information about your journey options?
- Do you know about any websites that help you plan your journey? Have you used any of them? Which do you use? Why those?

IF NECESSARY EXPLAIN ABOUT GOOGLE MAPS AND TRANSPORT DIRECT WEBSITES AS EXAMPLES

- What's good about a journey planning website? What is not good about it?
- Do you think this would help you save time/money/the environment?
- Do you use satnav? Why? What features do you use? Quickest route? Shortest route? Congestion warnings?

Section 4: Changing behaviour (10 minutes)

This section will allow for comparison between the behaviours and understand which ones are easier or more difficult for the segment to incorporate and why.

ACROSS JOURNEY TYPES – THINKING GENERALLY DAY TO DAY

ASK PARTICIPANTS TO SORT THE BEHAVIOURS AS A GROUP IN TERMS:
THOSE THAT WOULD BE EASIER AND HARDER TO INCORPORATE

Discuss the barriers and ask why certain behaviours are easier or more difficult to incorporate

IF TIME then ask participants to individually jot down:

6. the 3 behaviours that would be easiest for them to change
 7. the rewards in incorporating these behaviours
 8. the barriers stopping them from making these changes
 9. the 3 behaviours that would be most difficult for them to change
 10. the things that make it so difficult
- To what extent do you feel in control of your travel behaviour? Do you feel able to make individual changes or do you think more should be done to help or encourage people to change their behaviour? Do you want to change? If so, what and how and why? What would be the wider implications? Should people have more or less personal control of their travel behaviour?

Section 5: Climate change (10-15 minutes)

We need to understand whether climate change has motivated them to change their behaviour in any way (e.g. at home) and then if it has (or to what extent it may) change their travel behaviour and why / why not link this back to the 12 behaviours

PICK-UP ON ANY MENTIONS OF CLIMATE CHANGE AS A REASON FOR CHANGE, OTHERWISE SAY:

- Do you think the way we travel has an impact on climate change? To what extent...?
- Has the prospect of climate change motivated you to change the way you travel at all? (Probe for their views on the impact of transport choices versus other changes (like recycling, buying energy efficient light bulbs, changing boiler etc that contribute to slowing down climate change)
- What about being more sustainable/wasting less in general? Does that motivate them to change the way they travel?

THIS SHOULD LEAD INTO PERSPECTIVES ON CLIMATE CHANGE – DIFFERENT BELIEFS AND ACTIVITIES

Awareness and understanding of climate change

- How big a role do you think individuals have in causing climate change? What about you personally?
- Does it make you think that you might change your behaviour in any way? If so, does this result in actual behaviour change, or does anything stop/prevent you from changing your behaviour? If so, what kind of things? **PROBE for both practical/structural barriers and attitudinal/emotional barriers.**

Reduction of climate change

- Can we stop, reduce or reverse climate change, and if yes, how? What actions could you or other people take to help reduce climate change?
- How might you change your behaviour, if at all, to help reduce climate change/lower your carbon footprint?
 - PROBE regarding domestic changes
 - PROBE regarding travel behaviour changes
 - Overall, to you think it would be easier for you to change how you travel, or easier to change what you do at home? Why do you say that?
- What about as a society, are there any technological solutions that could be put in place, particularly in relation to how people travel?

ASK PARTICIPANTS TO SORT THE 12 BEHAVIOURS AS A GROUP IN TERMS OF: THOSE THAT WOULD MAKE THE MOST / LEAST DIFFERENCE TO THE CLIMATE

Discuss

Section 6: Wrap up (3 minutes)

IF TIME ASK

- How would other people be persuaded to make these 12 travel behaviour changes (what messages will be effective probe on whether this should be climate change messages or something else)

ASK ALL

- Anything else

Offer DfT colleagues the opportunity to ask a few questions

THANK & CLOSE



CYCLE HIRE SCHEME

*“Take a cycle, ride it where you like, then
return it, ready for the next person.
Available 24 hours a day, all year round.*

*It's self-service and there's no booking.
Just turn up and go. Best for short
journeys.*



DIAL A RIDE

- *"Dial A Ride is a [new] door to door supported service for anyone with a disability, or people over 60, who cannot use public transport.*
- *Passengers book the Dial A Ride minibus to pick them up from their home and take them to their destination. Dial A Ride uses fully accessible, modern minibuses and the driver will assist you from your home and onto the bus (if required).*
- *Passengers can use the service for any purpose such as shopping and medical appointments.*



CAR CLUB

- *Get a car within a few minutes walk of your home or work. You can use one for as little as 30 minutes or as long as 6 months.*
- *Cars are reserved online or by phone, and can be collected and returned 24/7 using a high-tech smartcard.*
- *The fleet is made up of brand new cars. It may also have vans if you need to move bulkier items, and 7-seaters when you need a few more seats.*
- *The cost of your usage is based on how long you have the car and how far you drive but unless you're a heavy car user, the annual cost of [THE CAR CLUB] will be dramatically less than owning a car and with lots of the hassle of car ownership removed."*
- *For example, you might pay £50 membership for the year and £3.95 an hour or £29 a day on a weekday or £4.95 an hour and £45 a day for weekend rates*

A. Can you walk instead of going by car?



B. Can you cycle instead of going by car?



C. Can you go by bus instead of going by car?



D. Can you go by train instead of going by car?



E. Can you use Dial A Ride services instead of going by car?



F. Can you buy a car (or cars) that use(s) less fuel?



G. Can you reduce the number of vehicles owned/used (e.g. by joining a Car Club)?



H. Can you avoid owning a car at all (e.g. by joining a Car Club)?



I. Can you avoid a journey / combine multiple trips into one / make fewer by car or public transport (relocate, work at home, internet shopping)?



J. Can you car share? (formal or informal)



K. Can you use a journey planning tool more?



- A. Can you walk instead of going by car?**
- B. Can you cycle instead of going by car?**
- C. Can you go by bus instead of going by car?**
- D. Can you go by train instead of going by car?**
- E. Can you use Dial A Ride services instead of going by car?**
- F. Can you buy a car (or cars) that use(s) less fuel?**
- G. Can you reduce the number of vehicles owned/used (e.g. by joining a Car club)?**
- H. Can you avoid owning a car at all (e.g. by joining a Car club)?**
- I. Can you avoid a journey / combine multiple trips into one trip / make fewer journeys by car or public transport (relocate, work at home, internet shopping)**
- J. Can you car share**
- K. Can you use a journey planning tool more**