Climate Change and Transport Choices segmentation: cross-tabulations

This document presents cross-tabulations outlining analysis of the Climate Change and Transport Choices survey data by the nine segments identified by the segmentation analysis. Separate datasets (in SPSS and CSV format) containing the underlying data outlined in these tables can be found on the DfT website alongside this document.

Cross-tabulations outlining analysis of the survey data by standard key variables (e.g. age, gender, social grade etc) can be found published alongside the interim report of the survey findings here: http://www2.dft.gov.uk/pgr/scienceresearch/social/climatechangetransportchoices/index.html

The cross-tabulations which follow use the numeric value assigned to each segment (1 to 9). For reference, the numeric values correspond to the 'names' assigned to each segment as follows:

Car Owners	
Segment 1	Older, less mobile car owners
Segment 2	Less affluent urban young families
Segment 3	Less affluent older sceptics
Segment 4	Affluent empty nesters
Segment 5	Educated suburban families
Segment 6	Town and rural heavy car use
Non owners	
Segment 7	Elderly without cars
Segment 8	Young urbanites without cars
Segment 9	Urban low income without cars

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

A1. How long have you lived in your current home?

Base : All Respondents

	Total	Car Owners							Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Up to 1 year	495	12	216	9	3	46	44	2	103	60
	13%	4%	26%	2%	1%	7%	8%	1%	38%	30%
More than 1 year, up to 2 years	287	8	95	17	2	50	25	8	40	42
	7%	2%	11%	4%	1%	7%	5%	3%	15%	21%
More than 2 years, up to 5 years	621	32	179	31	11	168	95	16	52	38
	16%	9%	21%	7%	3%	25%	18%	6%	19%	19%
More than 5 years, up to 10 years	651	45	147	62	34	175	119	24	27	18
	17%	13%	18%	13%	10%	26%	23%	10%	10%	9%
More than 10 years, up to 20 years	875	83	165	118	78	170	145	48	31	37
	22%	24%	20%	25%	22%	25%	28%	20%	11%	19%
More than 20 years	989	168	33	230	225	68	93	142	23	7
	25%	48%	4%	49%	64%	10%	18%	58%	8%	3%
Don't know	4	-	1	-	-	-	-	3	-	-
	*	-	*	-	-	-	-	1%	-	-
Refused	1	-	*	*	-	-	-	-	-	-
	*	-	*	*	-	-	-	-	-	-

Table 2 **Page 2**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Not very/not at all important (Net)	**2158** *55%*	**206** *59%*	**422** *51%*	**313** *67%*	**237** *67%*	**365** *54%*	**363** *70%*	**101** *41%*	**85** *31%*	**65** *32%*
Not at all important (1)	1373 *35%*	138 *40%*	224 *27%*	203 *43%*	175 *50%*	226 *33%*	265 *51%*	60 *25%*	46 *17%*	36 *18%*
Not very important (2)	785 *20%*	68 *19%*	199 *24%*	110 *23%*	62 *18%*	138 *20%*	98 *19%*	41 *17%*	39 *14%*	29 *15%*
Very/fairly important (Net)	**1560** *40%*	**130** *38%*	**344** *41%*	**139** *30%*	**104** *29%*	**276** *41%*	**131** *25%*	**127** *52%*	**181** *66%*	**129** *64%*
Very important (5)	884 *23%*	70 *20%*	196 *23%*	73 *16%*	50 *14%*	153 *23%*	43 *8%*	95 *39%*	126 *46%*	79 *39%*
Fairly important (4)	676 *17%*	60 *17%*	148 *18%*	66 *14%*	53 *15%*	123 *18%*	89 *17%*	33 *13%*	55 *20%*	50 *25%*
Neither important nor unimportant (3)	169 *4%*	11 *3%*	49 *6%*	15 *3%*	11 *3%*	34 *5%*	18 *4%*	14 *6%*	9 *3%*	7 *3%*
Don't know	36 *1%*	1 ***	21 *3%*	1 ***	1 ***	1 ***	8 *2%*	1 ***	* ***	1 *1%*
Mean Score	**2.72**	**2.59**	**2.87**	**2.35**	**2.27**	**2.76**	**2.11**	**3.25**	**3.64**	**3.53**
Standard Deviation	**1.62**	**1.61**	**1.57**	**1.52**	**1.54**	**1.61**	**1.41**	**1.67**	**1.56**	**1.55**
Standard Error	**0.026**	**0.082**	**0.061**	**0.068**	**0.077**	**0.064**	**0.071**	**0.084**	**0.098**	**0.099**

Table 3   **Page 3**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

A4. Occupation

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Working full time (30 hours or more per week)	1714 *44%*	55 *16%*	418 *50%*	171 *36%*	68 *19%*	470 *70%*	359 *69%*	14 *6%*	130 *47%*	30 *15%*
Working part time (less than 30 hours per week)	537 *14%*	21 *6%*	134 *16%*	72 *15%*	39 *11%*	126 *19%*	70 *13%*	8 *3%*	38 *14%*	28 *14%*
On a local or government training scheme (GTS)	4 *	- -	1 *	- -	- -	- -	- -	- -	- -	2 *1%*
On an Apprenticeship	4 *	- -	2 *	- -	- -	- -	- -	- -	2 *1%*	- -
Registered unemployed/ signing on for jobseekers allowance	112 *3%*	- -	33 *4%*	15 *3%*	2 *1%*	2 *	7 *1%*	3 *1%*	8 *3%*	40 *20%*
Not registered unemployed but seeking work	62 *2%*	- -	19 *2%*	3 *1%*	5 *1%*	3 *	12 *2%*	- -	5 *2%*	15 *7%*
Looking after family or home/not seeking work	231 *6%*	15 *4%*	88 *11%*	17 *4%*	5 *1%*	21 *3%*	22 *4%*	7 *3%*	11 *4%*	45 *22%*
Long-term sick or disabled	98 *3%*	36 *10%*	7 *1%*	8 *2%*	1 *	2 *	- -	18 *7%*	5 *2%*	22 *11%*
Retired	876 *22%*	217 *62%*	2 *	181 *39%*	232 *66%*	14 *2%*	20 *4%*	194 *80%*	12 *4%*	4 *2%*
In full-time education	271 *7%*	2 *1%*	127 *15%*	- -	- -	38 *6%*	28 *5%*	- -	63 *23%*	13 *7%*
Other	13 *	1 *	3 *	1 *	- -	- -	4 *1%*	- -	1 *	3 *1%*
Refused	1 *	- -	- -	- -	- -	* *	- -	- -	1 *	- -
Don't know	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -

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Table 4   **Page 4**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents in training scheme or apprenticeship

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	5	-	2	-	-	-	-	-	1	2
Weighted base	8	-	3	-	-	-	-	-	2	2
Full time (30 hours or more per week)	4 57%	- -	2 62%	- -	- -	- -	- -	- -	- -	2 100%
Part time (less than 30 hours per week)	3 43%	- -	1 38%	- -	- -	- -	- -	- -	2 100%	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 5   **Page 5**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work full-time or part time

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2040	72	465	234	122	569	330	26	157	65
Weighted base	2250	76	553	243	107	596	429	22	168	58
Employee	1906	62	499	193	76	505	350	19	146	56
	85%	*82%*	*90%*	*79%*	*71%*	*85%*	*82%*	*86%*	*87%*	*97%*
Self-employed	344	14	54	50	31	91	79	3	22	2
	15%	*18%*	*10%*	*21%*	*29%*	*15%*	*18%*	*14%*	*13%*	*3%*
Refused	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Table 6   **Page 6**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....

Base : Respondents who work

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2045	72	467	234	122	569	330	26	158	67
Weighted base	2258	76	556	243	107	596	429	22	170	60
Go to the same place every time	1655 *73%*	61 *80%*	463 *83%*	177 *73%*	69 *65%*	398 *67%*	280 *65%*	18 *81%*	140 *83%*	50 *83%*
Go to the same place at least 2 working days each week	166 *7%*	2 *3%*	22 *4%*	5 *2%*	7 *6%*	74 *12%*	44 *10%*	- -	9 *5%*	3 *5%*
Go to different places (for example, customers' homes etc.),	347 *15%*	10 *13%*	65 *12%*	51 *21%*	18 *17%*	95 *16%*	91 *21%*	1 *5%*	9 *5%*	7 *12%*
Or work at home or in the same building or grounds as your home.	90 *4%*	3 *4%*	6 *1%*	10 *4%*	12 *11%*	29 *5%*	14 *3%*	3 *14%*	12 *7%*	- -

Table 7   **Page 7**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : Respondents who go at least twice a week to the same place of work

	Total	Car Owners							Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1659	62	414	178	84	452	242	23	145	59
Weighted base	1821	63	485	182	76	472	323	18	149	53
Yes - every day I work there	1311 72%	49 78%	352 73%	148 81%	53 70%	331 70%	255 79%	11 63%	79 53%	31 59%
Yes - most days I work there	50 3%	2 3%	13 3%	9 5%	1 1%	13 3%	8 2%	1 6%	3 2%	1 1%
Yes - some of the days I work there	30 2%	- -	4 1%	- -	3 4%	15 3%	5 2%	1 5%	* *	1 2%
No - never	424 23%	12 19%	115 24%	25 14%	19 25%	113 24%	55 17%	4 23%	62 42%	19 35%
Don't know	6 *	- -	- -	- -	- -	- -	* *	* 3%	4 3%	1 3%

Table 8   **Page 8**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who go at least twice a week to the same place of work

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1659	62	414	178	84	452	242	23	145	59
Weighted base	1821	63	485	182	76	472	323	18	149	53
00.00-00.59	8	-	-	4	-	2	-	*	*	-
	*	-	-	2%	-	1%	-	3%	*	-
01.00-01.59	5	-	*	-	2	-	2	-	1	-
	*	-	*	-	2%	-	*	-	1%	-
02.00-02.59	6	-	-	2	-	-	-	2	1	-
	*	-	-	1%	-	-	-	9%	1%	-
03.00-03.59	6	*	2	3	-	-	1	-	-	-
	*	1%	*	2%	-	-	*	-	-	-
04.00-04.59	16	2	5	6	-	3	-	-	-	-
	1%	4%	1%	3%	-	1%	-	-	-	-
05.00-05.59	35	2	19	5	1	1	3	2	1	1
	2%	3%	4%	3%	1%	*	1%	10%	1%	2%
06.00-06.59	113	6	33	27	2	11	17	*	11	4
	6%	10%	7%	15%	3%	2%	5%	2%	8%	7%
07.00-07.59	294	8	80	38	19	61	48	3	20	17
	16%	13%	16%	21%	25%	13%	15%	15%	14%	31%
08.00-08.59	615	19	141	35	27	207	144	1	35	7
	34%	30%	29%	19%	35%	44%	44%	5%	23%	13%
09.00-09.59	359	6	97	23	9	133	48	4	33	7
	20%	9%	20%	12%	12%	28%	15%	24%	22%	14%
10.00-10.59	71	7	19	7	6	9	8	*	11	4
	4%	11%	4%	4%	8%	2%	2%	2%	7%	8%
11.00-11.59	31	1	17	-	1	4	6	1	1	1
	2%	2%	4%	-	1%	1%	2%	4%	*	2%
12.00-12.59	25	*	6	2	1	2	8	-	3	3
	1%	1%	1%	1%	1%	*	3%	-	2%	5%
13.00-13.59	9	-	3	-	-	-	-	-	5	1
	*	-	1%	-	-	-	-	-	3%	2%
14.00-14.59	12	1	7	1	-	-	1	-	1	-
	1%	1%	2%	1%	-	-	*	-	1%	-
15.00-15.59	7	-	3	2	-	2	-	-	*	-
	*	-	1%	1%	-	*	-	-	*	-
16.00-16.59	4	-	1	-	2	-	-	*	-	-
	*	-	*	-	3%	-	-	3%	-	-

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Table 8   **Page 9**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who go at least twice a week to the same place of work

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	1821	63	485	182	76	472	323	18	149	53
17.00-17.59	17	3	5	3	-	2	1	-	2	1
	1%	5%	1%	2%	-	*	*	-	1%	1%
18.00-18.59	13	1	2	-	1	2	2	3	1	-
	1%	1%	*	-	2%	1%	1%	16%	1%	-
19.00-19.59	6	-	1	2	-	2	-	1	-	-
	*	-	*	1%	-	*	-	4%	-	-
20.00-20.59	12	1	1	4	1	1	2	-	-	2
	1%	2%	*	2%	1%	*	1%	-	-	3%
21.00-21.59	5	-	1	1	-	1	1	-	1	*
	*	-	*	1%	-	*	*	-	1%	1%
22.00-22.59	6	-	2	4	-	-	-	-	-	-
	*	-	*	2%	-	-	-	-	-	-
23.00-23.59	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	*	-	-	-
DK	147	5	40	12	4	30	31	1	20	6
	8%	8%	8%	7%	5%	6%	10%	3%	13%	11%
Not stated	1	-	-	-	1	-	-	-	-	-
	*	-	-	-	1%	-	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

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Table 9   **Page 10**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who go at least twice a week to the same place of work

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1659	62	414	178	84	452	242	23	145	59
Weighted base	1821	63	485	182	76	472	323	18	149	53
0-0.9	149	9	41	16	3	27	18	2	27	7
	8%	14%	8%	9%	4%	6%	6%	9%	18%	14%
1-1.9	209	7	75	21	10	39	22	1	22	11
	11%	12%	15%	11%	13%	8%	7%	7%	15%	21%
2-2.9	164	1	66	19	8	31	12	3	15	8
	9%	2%	14%	10%	11%	7%	4%	19%	10%	16%
3-3.9	211	18	56	32	10	40	32	3	13	7
	12%	28%	11%	18%	13%	8%	10%	17%	9%	14%
4-4.9	119	3	23	16	5	33	18	*	16	6
	7%	4%	5%	9%	7%	7%	5%	2%	11%	10%
5-5.9	105	1	35	18	5	22	7	1	11	5
	6%	2%	7%	10%	7%	5%	2%	6%	7%	9%
6-6.9	94	4	24	10	4	25	15	3	9	*
	5%	6%	5%	5%	6%	5%	5%	18%	6%	1%
7-7.9	92	5	26	8	1	32	11	*	7	2
	5%	8%	5%	4%	1%	7%	3%	2%	5%	4%
8-8.9	87	3	19	5	6	14	24	3	12	2
	5%	5%	4%	3%	8%	3%	7%	15%	8%	3%
9-9.9	41	1	2	5	1	15	17	-	-	-
	2%	2%	*	3%	2%	3%	5%	-	-	-
10-10.9	105	5	26	7	5	31	25	1	5	-
	6%	9%	5%	4%	7%	6%	8%	3%	3%	-
11-11.9	26	1	8	5	-	6	6	-	-	1
	1%	1%	2%	3%	-	1%	2%	-	-	2%
12-12.9	56	3	10	3	1	19	19	-	1	1
	3%	5%	2%	2%	1%	4%	6%	-	1%	1%
13-13.9	16	-	4	2	-	8	2	-	1	-
	1%	-	1%	1%	-	2%	1%	-	*	-
14-14.9	15	-	5	-	3	4	4	-	-	-
	1%	-	1%	-	4%	1%	1%	-	-	-
15-15.9	71	-	19	4	3	27	17	-	1	*
	4%	-	4%	2%	4%	6%	5%	-	1%	1%
16-16.9	12	-	2	1	-	7	2	-	*	-
	1%	-	*	1%	-	1%	1%	-	*	-

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Table 9   **Page 11**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who go at least twice a week to the same place of work

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Weighted base	1821	63	485	182	76	472	323	18	149	53
17-17.9	16	-	3	-	*	9	3	-	-	-
	1%	-	1%	-	*	2%	1%	-	-	-
18-18.9	19	-	6	1	-	5	6	-	-	-
	1%	-	1%	1%	-	1%	2%	-	-	-
19-19.9	3	1	*	-	-	2	-	-	-	-
	*	1%	*	-	-	1%	-	-	-	-
20-20.9	34	-	9	*	-	17	7	-	*	-
	2%	-	2%	*	-	4%	2%	-	*	-
21-21.9	5	-	-	1	-	1	3	-	-	-
	*	-	-	1%	-	*	1%	-	-	-
22-22.9	12	-	2	3	1	4	1	-	-	1
	1%	-	*	1%	2%	1%	*	-	-	3%
23-23.9	7	-	1	-	-	2	4	-	-	-
	*	-	*	-	-	1%	1%	-	-	-
24-24.9	3	-	2	-	-	1	-	-	-	-
	*	-	*	-	-	*	-	-	-	-
25-25.9	30	1	5	3	-	9	11	*	-	-
	2%	2%	1%	2%	-	2%	3%	3%	-	-
26-26.9	3	1	1	-	1	-	-	-	-	-
	*	1%	*	-	1%	-	-	-	-	-
27-27.9	2	-	1	-	1	-	-	-	-	-
	*	-	*	-	1%	-	-	-	-	-
28-28.9	5	-	3	1	-	-	-	-	1	-
	*	-	1%	*	-	-	-	-	1%	-
29-29.9	3	-	-	-	-	3	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-
30-30.9	31	-	6	1	2	12	7	-	-	2
	2%	-	1%	1%	3%	3%	2%	-	-	3%
32-32.9	1	-	-	-	*	1	-	-	-	-
	*	-	-	-	*	*	-	-	-	-
34-34.9	1	-	1	-	-	*	-	-	-	-
	*	-	*	-	-	*	-	-	-	-
35 miles or more	74	-	6	*	5	24	32	-	7	-
	4%	-	1%	*	6%	5%	10%	-	4%	-
Under 1 mile (Net)	**149**	**9**	**41**	**16**	**3**	**27**	**18**	**2**	**27**	**7**
	8%	*14%*	*8%*	*9%*	*4%*	*6%*	*6%*	*9%*	*18%*	*14%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 9   **Page 12**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who go at least twice a week to the same place of work

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	1821	63	485	182	76	472	323	18	149	53
1 to under 2 miles (Net)	**209**	**7**	**75**	**21**	**10**	**39**	**22**	**1**	**22**	**11**
	11%	*12%*	*15%*	*11%*	*13%*	*8%*	*7%*	*7%*	*15%*	*21%*
2 to under 5 miles (Net)	**494**	**22**	**144**	**67**	**24**	**104**	**62**	**7**	**44**	**21**
	27%	*34%*	*30%*	*37%*	*31%*	*22%*	*19%*	*38%*	*30%*	*40%*
5 to under 10 miles (Net)	**420**	**14**	**107**	**46**	**18**	**108**	**73**	**7**	**39**	**9**
	23%	*22%*	*22%*	*25%*	*23%*	*23%*	*23%*	*41%*	*26%*	*16%*
10 to under 25 miles (Net)	**400**	**10**	**95**	**28**	**14**	**144**	**98**	**1**	**8**	**3**
	22%	*16%*	*20%*	*15%*	*18%*	*30%*	*30%*	*3%*	*5%*	*6%*
25 to under 50 miles (Net)	**122**	**2**	**19**	**5**	**7**	**44**	**36**	*****	**7**	**2**
	7%	*2%*	*4%*	*3%*	*9%*	*9%*	*11%*	*3%*	*5%*	*3%*
50 to under 100 miles (Net)	**26**	**-**	**3**	*****	**2**	**5**	**14**	**-**	**1**	**-**
	1%	*-*	*1%*	***	*2%*	*1%*	*4%*	*-*	*1%*	*-*
Mean Including 0	8.83	5.15	6.72	5.91	9.46	10.70	13.87	4.77	5.77	4.34
Mean Excluding 0	8.97	5.37	6.79	6.02	9.70	10.91	13.97	4.85	5.87	4.34

Table 10   **Page 13**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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)

Base : Respondents who go at least twice a week to the same place of work

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1659	62	414	178	84	452	242	23	145	59
Weighted base	1821	63	485	182	76	472	323	18	149	53
I usually go straight to work	1556 *85%*	61 *96%*	413 *85%*	171 *94%*	68 *89%*	368 *78%*	275 *85%*	17 *98%*	140 *94%*	44 *83%*
I usually do other things on the way to work	229 *13%*	2 *4%*	59 *12%*	9 *5%*	9 *11%*	95 *20%*	40 *12%*	* *2%*	6 *4%*	7 *14%*
It varies too much to say	33 *2%*	- -	13 *3%*	2 *1%*	- -	7 *1%*	8 *2%*	- -	2 *1%*	2 *4%*
Don't know	3 *	- -	- -	- -	- -	2 *	- -	- -	1 *1%*	- -

Table 11   **Page 14**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents in full time education

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	167	3	70	-	-	21	17	-	44	12
Weighted base	271	2	127	-	-	38	28	-	63	13
0-0.9	19	-	10	-	-	5	2	-	2	-
	7%	-	8%	-	-	14%	6%	-	3%	-
1-1.9	53	-	33	-	-	4	-	-	16	-
	20%	-	26%	-	-	11%	-	-	25%	-
2-2.9	35	1	12	-	-	10	4	-	9	-
	13%	40%	9%	-	-	27%	13%	-	14%	-
3-3.9	34	-	14	-	-	1	3	-	10	6
	12%	-	11%	-	-	3%	10%	-	16%	47%
4-4.9	17	-	6	-	-	-	2	-	9	-
	6%	-	4%	-	-	-	8%	-	14%	-
5-5.9	13	1	5	-	-	-	-	-	6	-
	5%	44%	4%	-	-	-	-	-	10%	-
6-6.9	11	-	8	-	-	-	-	-	3	*
	4%	-	6%	-	-	-	-	-	5%	3%
7-7.9	5	-	3	-	-	1	-	-	-	1
	2%	-	3%	-	-	2%	-	-	-	4%
8-8.9	6	-	2	-	-	2	-	-	1	*
	2%	-	2%	-	-	5%	-	-	2%	3%
9-9.9	3	-	-	-	-	-	2	-	1	-
	1%	-	-	-	-	-	7%	-	2%	-
10-10.9	13	-	4	-	-	7	1	-	-	1
	5%	-	3%	-	-	19%	2%	-	-	7%
11-11.9	5	-	2	-	-	-	1	-	-	1
	2%	-	2%	-	-	-	5%	-	-	11%
12-12.9	4	-	1	-	-	-	2	-	1	-
	1%	-	1%	-	-	-	5%	-	1%	-
15-15.9	19	-	8	-	-	-	6	-	5	*
	7%	-	6%	-	-	-	20%	-	8%	2%
16-16.9	1	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	2%	-	-	-
17-17.9	1	-	1	-	-	-	-	-	-	-
	*	-	1%	-	-	-	-	-	-	-
18-18.9	3	-	3	-	-	-	-	-	-	-
	1%	-	3%	-	-	-	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 11   **Page 15**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents in full time education

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	271	2	127	-	-	38	28	-	63	13
20-20.9	7	-	1	-	-	5	2	-	-	-
	3%	-	*	-	-	12%	7%	-	-	-
24-24.9	3	-	3	-	-	-	-	-	-	-
	1%	-	2%	-	-	-	-	-	-	-
25-25.9	1	-	*	-	-	-	-	-	-	*
	*	-	*	-	-	-	-	-	-	3%
30-30.9	3	-	3	-	-	-	-	-	-	-
	1%	-	3%	-	-	-	-	-	-	-
35miles or more	16	*	6	-	-	2	4	-	-	3
	6%	16%	5%	-	-	6%	15%	-	-	19%
Under 1 mile (Net)	**19**	**-**	**10**	**-**	**-**	**5**	**2**	**-**	**2**	**-**
	7%	*-*	*8%*	*-*	*-*	*14%*	*6%*	*-*	*3%*	*-*
1 to under 2 miles (Net)	**53**	**-**	**33**	**-**	**-**	**4**	**-**	**-**	**16**	**-**
	20%	*-*	*26%*	*-*	*-*	*11%*	*-*	*-*	*25%*	*-*
2 to under 5 miles (Net)	**85**	**1**	**31**	**-**	**-**	**11**	**9**	**-**	**27**	**6**
	31%	*40%*	*24%*	*-*	*-*	*30%*	*31%*	*-*	*44%*	*47%*
5 to under 10 miles (Net)	**38**	**1**	**19**	**-**	**-**	**3**	**2**	**-**	**12**	**1**
	14%	*44%*	*15%*	*-*	*-*	*8%*	*7%*	*-*	*19%*	*11%*
10 to under 25 miles (Net)	**56**	**-**	**24**	**-**	**-**	**12**	**12**	**-**	**6**	**3**
	20%	*-*	*19%*	*-*	*-*	*31%*	*42%*	*-*	*9%*	*20%*
25 to under 50 miles (Net)	**10**	*****	**4**	**-**	**-**	**2**	**-**	**-**	**-**	**3**
	4%	*16%*	*3%*	*-*	*-*	*6%*	*-*	*-*	*-*	*22%*
50 to under 100 miles (Net)	**10**	**-**	**6**	**-**	**-**	**-**	**4**	**-**	**-**	**-**
	4%	*-*	*5%*	*-*	*-*	*-*	*15%*	*-*	*-*	*-*
Mean Including 0	9.22	9.36	10.01	-	-	8.07	17.09	-	4.08	12.64
Mean Excluding 0	9.30	9.36	10.01	-	-	8.58	17.09	-	4.08	12.64

Table 12   **Page 16**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Go out on foot	357	207	8	1	1	2	4	113	3	17
	9%	59%	1%	*	*	*	1%	47%	1%	8%
Use local buses	236	127	7	-	1	1	4	84	1	11
	6%	37%	1%	-	*	*	1%	35%	*	5%
Get in or out of a car	185	82	10	-	2	11	6	62	*	13
	5%	23%	1%	-	1%	2%	1%	25%	*	6%
None	3499	111	826	467	349	665	512	118	271	180
	89%	32%	99%	100%	99%	98%	98%	48%	98%	89%

Table 13   **Page 17**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total			Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Hold driving licence (Net)	**3021** *77%*	**242** *69%*	**654** *78%*	**424** *91%*	**312** *89%*	**659** *97%*	**515** *99%*	**34** *14%*	**121** *44%*	**61** *30%*
Yes, full licence for car	2823 *72%*	235 *67%*	564 *67%*	416 *89%*	312 *89%*	649 *96%*	497 *95%*	31 *13%*	87 *31%*	34 *17%*
Yes, full licence for motorcycle, scooter or moped	244 *6%*	14 *4%*	28 *3%*	44 *9%*	42 *12%*	45 *7%*	63 *12%*	3 *1%*	3 *1%*	1 *1%*
Yes, provisional licence for car	184 *5%*	6 *2%*	84 *10%*	6 *1%*	- -	10 *2%*	16 *3%*	2 *1%*	32 *12%*	26 *13%*
Yes, provisional licence for motorcycle, scooter or moped	38 *1%*	4 *1%*	13 *2%*	3 *1%*	3 *1%*	* *	3 *	* *	9 *3%*	3 *1%*
No - too young	148 *4%*	10 *3%*	46 *5%*	1 *	2 *1%*	9 *1%*	5 *1%*	19 *8%*	35 *13%*	21 *11%*
Currently disqualified	12 *	- -	5 *1%*	- -	- -	- -	- -	1 *	3 *1%*	4 *2%*
No	743 *19%*	96 *28%*	132 *16%*	43 *9%*	38 *11%*	8 *1%*	2 *	190 *78%*	118 *43%*	116 *57%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes (Net)	**155**	**12**	**32**	**19**	**9**	**21**	**43**	**5**	**7**	**7**
	4%	*3%*	*4%*	*4%*	*3%*	*3%*	*8%*	*2%*	*3%*	*3%*
Yes, motorcycle / scooter	95	11	16	14	9	14	25	2	2	2
	2%	*3%*	*2%*	*3%*	*2%*	*2%*	*5%*	*1%*	*1%*	*1%*
Yes, motorcycle / scooter with sidecar	52	2	12	4	1	8	20	-	1	4
	1%	***	*1%*	*1%*	***	*1%*	*4%*	-	*1%*	*2%*
Yes, moped	16	1	3	1	2	1	*	2	4	1
	***	***	***	***	***	***	***	*1%*	*1%*	*1%*
No	3768	336	804	449	343	655	478	239	269	195
	96%	*97%*	*96%*	*96%*	*97%*	*97%*	*92%*	*98%*	*97%*	*97%*

Table 15   **Page 19**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
0	717	-	-	-	-	-	-	242	275	200
	18%	-	-	-	-	-	-	*99%*	*100%*	*99%*
Car In Household (Net)	**3202**	**348**	**836**	**468**	**352**	**676**	**522**	**-**	**-**	**-**
	82%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	**-**	**-**	**-**
1	1497	241	521	284	185	246	21	-	-	-
	38%	*69%*	*62%*	*61%*	*52%*	*36%*	*4%*	-	-	-
2	1213	76	270	143	144	359	221	-	-	-
	31%	*22%*	*32%*	*31%*	*41%*	*53%*	*42%*	-	-	-
3	329	21	35	23	14	54	181	-	-	-
	8%	*6%*	*4%*	*5%*	*4%*	*8%*	*35%*	-	-	-
4	119	4	9	10	7	16	72	-	-	-
	3%	*1%*	*1%*	*2%*	*2%*	*2%*	*14%*	-	-	-
5	30	2	-	7	-	1	20	-	-	-
	1%	***	-	*1%*	-	***	*4%*	-	-	-
6	8	-	-	1	2	-	5	-	-	-
	*	-	-	***	*1%*	-	*1%*	-	-	-
7	1	-	-	1	-	-	-	-	-	-
	*	-	-	***	-	-	-	-	-	-
8	1	-	1	-	-	-	-	-	-	-
	*	-	***	-	-	-	-	-	-	-
9	4	4	-	-	-	-	-	-	-	-
	*	*1%*	-	-	-	-	-	-	-	-
Refused	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	***	-	-
Don't Know	3	-	-	-	-	-	-	1	***	2
	*	-	-	-	-	-	-	***	***	*1%*
Mean Including 0	1.4	1.5	1.4	1.5	1.6	1.8	2.7	0.0	0.0	0.0
Mean Excluding 0	1.8	1.5	1.4	1.5	1.6	1.8	2.7	-	-	-

Table 16   **Page 20**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B12. Looking at the following list, which statement best describes your use of this car/van (vehicle personally use the most)?

Base : Respondents with car in household

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Main driver (the person who drives the most miles in it per year)	2311 *72%*	196 *56%*	450 *54%*	358 *76%*	264 *75%*	568 *84%*	475 *91%*	- -	- -	2 *100%*
Other driver (someone who drives it, but less than the main driver)	296 *9%*	23 *6%*	86 *10%*	51 *11%*	37 *11%*	78 *12%*	19 *4%*	1 *77%*	- -	- -
Passenger only (someone who travels in it, but only ever as a passenger)	585 *18%*	123 *35%*	300 *36%*	56 *12%*	48 *14%*	29 *4%*	27 *5%*	* *23%*	* *100%*	- -
Other	13 *	6 *2%*	- -	3 *1%*	3 *1%*	1 *	- -	- -	- -	- -
Don't know	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 17   **Page 21**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B9. What fuel does the engine use (vehicle personally use the most)?

Base : Respondents with car in household

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Petrol/Diesel (Net)	**3176**	**343**	**820**	**466**	**351**	**673**	**520**	**2**	**-**	**2**
	99%	*99%*	*98%*	*100%*	*100%*	*100%*	*100%*	*100%*	**-**	*100%*
Petrol	2205	274	596	355	242	424	312	1	-	2
	69%	*79%*	*71%*	*76%*	*69%*	*63%*	*60%*	*53%*	-	*100%*
Diesel	971	69	224	111	109	249	208	1	-	-
	30%	*20%*	*27%*	*24%*	*31%*	*37%*	*40%*	*47%*	-	-
Cleaner energy source	**16**	**3**	**5**	**2**	**-**	**4**	**2**	**-**	**-**	**-**
	***	*1%*	*1%*	***	-	*1%*	***	-	-	-
Liquefied petroleum gas (LPG)	7	3	1	1	-	3	-	-	-	-
	***	*1%*	***	***	-	***	-	-	-	-
Hybrid (petrol/ electric)	5	-	4	-	-	1	-	-	-	-
	***	-	***	-	-	***	-	-	-	-
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	-	-	-	-	-	2	-	-	-
	***	-	-	-	-	-	***	-	-	-
Compressed natural gas	1	-	-	1	-	-	-	-	-	-
	***	-	-	***	-	-	-	-	-	-
Electric/battery	1	1	-	-	-	-	-	-	-	-
	***	***	-	-	-	-	-	-	-	-
Don't know	15	2	12	-	1	-	-	-	*	-
	***	***	*1%*	-	***	-	-	-	*100%*	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B6. What is the make of this car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
FORD	517	58	139	96	47	127	50	-	-	-
	16%	17%	17%	21%	13%	19%	10%	-	-	-
VAUXHALL	407	42	135	62	36	79	53	-	-	-
	13%	12%	16%	13%	10%	12%	10%	-	-	-
PEUGEOT	212	25	63	28	21	38	37	1	-	-
	7%	7%	8%	6%	6%	6%	7%	53%	-	-
RENAULT	192	22	62	20	16	43	29	-	-	-
	6%	6%	7%	4%	4%	6%	6%	-	-	-
VOLKSWAGEN	183	8	39	24	24	46	42	-	-	-
	6%	2%	5%	5%	7%	7%	8%	-	-	-
HONDA	141	22	28	26	19	32	15	-	-	-
	4%	6%	3%	5%	5%	5%	3%	-	-	-
CITROEN	139	15	39	18	14	34	18	1	-	-
	4%	4%	5%	4%	4%	5%	3%	47%	-	-
TOYOTA	131	13	34	28	16	31	9	-	-	-
	4%	4%	4%	6%	5%	5%	2%	-	-	-
NISSAN	128	21	30	22	17	25	12	-	-	-
	4%	6%	4%	5%	5%	4%	2%	-	-	-
LAND ROVER	120	11	31	19	14	17	28	-	-	-
	4%	3%	4%	4%	4%	3%	5%	-	-	-
BMW	106	6	20	6	12	32	30	-	-	-
	3%	2%	2%	1%	4%	5%	6%	-	-	-
MERCEDES	85	7	17	11	12	15	22	-	-	-
	3%	2%	2%	2%	3%	2%	4%	-	-	-
FIAT	81	6	30	13	10	14	8	-	-	-
	3%	2%	4%	3%	3%	2%	2%	-	-	-
AUDI	78	5	10	3	7	25	28	-	-	-
	2%	1%	1%	1%	2%	4%	5%	-	-	-
SKODA	52	8	15	6	10	6	8	-	-	-
	2%	2%	2%	1%	3%	1%	2%	-	-	-
MAZDA	51	4	8	4	5	11	19	-	-	-
	2%	1%	1%	1%	2%	2%	4%	-	-	-
VOLVO	48	10	5	5	5	16	6	-	-	-
	1%	3%	1%	1%	1%	2%	1%	-	-	-

Table 18 **Page 23**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B6. What is the make of this car/van (vehicle personally use the most)?

Base : Respondents with car in household

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	3206	348	836	468	352	676	522	2	*	2
SEAT	37	1	8	2	8	8	10	-	-	-
	1%	*	1%	*	2%	1%	2%	-	-	-
SUZUKI	33	6	4	6	4	1	11	-	-	-
	1%	2%	1%	1%	1%	*	2%	-	-	-
HYUNDAI	28	6	6	4	5	4	4	-	-	-
	1%	2%	1%	1%	1%	1%	1%	-	-	-
MITSUBISHI	27	6	5	6	2	3	5	-	-	-
	1%	2%	1%	1%	*	*	1%	-	-	-
KIA	25	7	7	3	1	5	2	-	-	-
	1%	2%	1%	1%	*	1%	*	-	-	-
CHEVROLET	24	1	7	9	6	1	-	-	-	-
	1%	*	1%	2%	2%	*	-	-	-	-
IVECO	24	*	8	3	1	3	9	-	-	-
	1%	*	1%	1%	*	*	2%	-	-	-
SAAB	23	-	5	4	3	4	7	-	-	-
	1%	-	1%	1%	1%	1%	1%	-	-	-
JAGUAR	22	2	-	2	6	1	11	-	-	-
	1%	*	-	*	2%	*	2%	-	-	-
MG	22	3	2	1	1	3	11	-	-	-
	1%	1%	*	*	*	*	2%	-	-	-
SUBARU	19	-	6	-	5	3	5	-	-	-
	1%	-	1%	-	1%	*	1%	-	-	-
MINI	19	-	2	2	2	6	7	-	-	-
	1%	-	*	*	*	1%	1%	-	-	-
DAIHATSU	18	3	2	5	2	4	2	-	-	-
	1%	1%	*	1%	1%	1%	*	-	-	-
ASTON MARTIN	15	2	5	4	2	2	-	-	-	-
	*	1%	1%	1%	1%	*	-	-	-	-
ALFA ROMEO	15	-	6	1	3	3	2	-	-	-
	*	-	1%	*	1%	*	*	-	-	-
LEXUS	11	1	2	-	2	3	3	-	-	-
	*	*	*	-	1%	*	1%	-	-	-
CHRYSLER	8	1	3	-	1	2	2	-	-	-
	*	*	*	-	*	*	*	-	-	-
PERODUA	7	-	5	-	2	*	-	-	-	-
	*	-	1%	-	1%	*	-	-	-	-

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Table 18   **Page 24**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B6. What is the make of this car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	3206	348	836	468	352	676	522	2	*	2
KTM	7	1	-	2	*	3	*	-	-	-
	*	*	-	*	*	*	*	-	-	-
RENAULT TRUCKS	6	1	2	2	-	-	1	-	-	-
	*	*	*	*	-	-	*	-	-	-
SMART	6	-	-	1	*	3	2	-	-	-
	*	-	-	*	*	*	*	-	-	-
ISUZU	5	-	-	4	-	1	-	-	-	-
	*	-	-	1%	-	*	-	-	-	-
JEEP	5	1	-	-	1	2	1	-	-	-
	*	*	-	-	*	*	*	-	-	-
ABARTH	4	-	1	*	-	-	3	-	-	-
	*	-	*	*	-	-	1%	-	-	-
BENTLEY	3	1	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	*	-	-	-
PROTON	2	2	-	-	-	-	-	-	-	-
	*	1%	-	-	-	-	-	-	-	-
MASERATI	2	-	-	-	-	1	2	-	-	-
	*	-	-	-	-	*	*	-	-	-
MORGAN	2	*	2	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-
LDV	2	-	-	1	-	-	1	-	-	-
	*	-	-	*	-	-	*	-	-	-
PORSCHE	2	-	-	1	-	1	-	-	-	-
	*	-	-	*	-	*	-	-	-	-
SSANGYONG	1	-	-	-	1	-	1	-	-	-
	*	-	-	-	*	-	*	-	-	-
CADILLAC	1	-	1	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-
LAMBORGHINI	1	-	-	1	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-
FERRARI	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

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Table 18 **Page 25**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B6. What is the make of this car/van (vehicle personally use the most)?

Base : Respondents with car in household

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	3206	348	836	468	352	676	522	2	*	2
BRISTOL	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
HUMMER	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
TATA	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
DODGE	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	44	5	13	8	5	11	2	-	-	-
	1%	1%	2%	2%	1%	2%	*	-	-	-
Dont know	64	17	30	6	3	6	-	-	*	2
	2%	5%	4%	1%	1%	1%	-	-	100%	100%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B8. What is the approximate age of the car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
1 year	306	38	51	32	49	69	65	*	-	-
	10%	11%	6%	7%	14%	10%	13%	23%	-	-
2 years	233	29	23	25	46	61	49	-	-	-
	7%	8%	3%	5%	13%	9%	9%	-	-	-
3 years	248	24	47	30	32	48	68	-	-	-
	8%	7%	6%	6%	9%	7%	13%	-	-	-
4 years	273	17	76	27	44	53	57	-	-	-
	9%	5%	9%	6%	12%	8%	11%	-	-	-
5 years	297	26	61	39	40	71	60	-	-	-
	9%	8%	7%	8%	11%	11%	11%	-	-	-
6 years	231	23	54	34	27	64	30	-	-	-
	7%	7%	6%	7%	8%	9%	6%	-	-	-
7 years	254	28	75	43	9	56	43	-	-	-
	8%	8%	9%	9%	3%	8%	8%	-	-	-
8 years	234	25	61	42	14	62	28	1	-	-
	7%	7%	7%	9%	4%	9%	5%	47%	-	-
9 years	189	10	58	36	14	42	28	-	-	-
	6%	3%	7%	8%	4%	6%	5%	-	-	-
10 years	300	26	93	55	27	61	37	-	-	-
	9%	7%	11%	12%	8%	9%	7%	-	-	-
11 years	103	10	40	14	7	18	15	-	-	-
	3%	3%	5%	3%	2%	3%	3%	-	-	-
12 years	127	18	34	19	11	34	13	-	-	-
	4%	5%	4%	4%	3%	5%	2%	-	-	-
13 years	70	10	27	10	8	9	6	-	-	-
	2%	3%	3%	2%	2%	1%	1%	-	-	-
14 years	64	12	21	10	3	13	5	-	-	-
	2%	3%	3%	2%	1%	2%	1%	-	-	-
15 years	53	3	10	29	6	5	-	-	-	-
	2%	1%	1%	6%	2%	1%	-	-	-	-
16 years	24	5	5	2	6	2	3	-	-	-
	1%	1%	1%	*	2%	*	1%	-	-	-
17 years	17	3	6	7	-	*	1	-	-	-
	1%	1%	1%	1%	-	*	*	-	-	-

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Table 19 **Page 27**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B8. What is the approximate age of the car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	3206	348	836	468	352	676	522	2	*	2
18 years	10 *	2 *	* *	2 *	1 *	4 1%	2 *	- -	- -	- -
19 years	5 *	2 1%	1 *	1 *	1 *	- -	- -	- -	- -	- -
20 years	12 *	5 1%	3 *	1 *	1 *	* *	2 *	- -	- -	- -
21 years	6 *	1 *	4 *	* *	1 *	- -	- -	- -	- -	- -
22 years	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
23 years	2 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
24 years	3 *	1 *	- -	- -	2 1%	- -	- -	- -	- -	- -
25 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
26 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
27 years	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
28 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
29 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
30 years	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -
31 years	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -
32 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
33 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
34 years	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -
35 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Table 19 **Page 28**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B8. What is the approximate age of the car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Weighted base	3206	348	836	468	352	676	522	2	*	2
36 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
37 years	2	-	-	2	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-
38 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
39 years	1	1	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-
40 years	2	-	-	-	-	-	2	-	-	-
	*	-	-	-	-	-	*	-	-	-
41 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
42 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
45 years	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
48 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
50+ years	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Don't Know	137	26	85	9	1	5	8	1	*	2
	4%	7%	10%	2%	*	1%	2%	30%	100%	100%
1 year or less (Net)	**306**	**38**	**51**	**32**	**49**	**69**	**65**	*****	**-**	**-**
	10%	*11%*	*6%*	*7%*	*14%*	*10%*	*13%*	*23%*	*-*	*-*

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Table 19   **Page 29**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B8. What is the approximate age of the car/van (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Weighted base	3206	348	836	468	352	676	522	2	*	2
2-5 years (Net)	**1051**	**96**	**207**	**121**	**162**	**232**	**233**	**-**	**-**	**-**
	33%	*28%*	*25%*	*26%*	*46%*	*34%*	*45%*	*-*	*-*	*-*
5-10 years (Net)	**1505**	**139**	**402**	**249**	**133**	**356**	**225**	**1**	**-**	**-**
	47%	*40%*	*48%*	*53%*	*38%*	*53%*	*43%*	*47%*	*-*	*-*
10-15 years (Net)	**717**	**78**	**225**	**137**	**62**	**139**	**75**	**-**	**-**	**-**
	22%	*22%*	*27%*	*29%*	*18%*	*21%*	*14%*	*-*	*-*	*-*
More than 15 years (Net)	**140**	**25**	**30**	**44**	**18**	**12**	**11**	**-**	**-**	**-**
	4%	*7%*	*4%*	*9%*	*5%*	*2%*	*2%*	*-*	*-*	*-*
Mean	6.78	7.36	7.51	7.76	5.83	6.33	5.70	5.70	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B10. Looking at the following list, what is the engine size (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Up to 700 cc (0.7 litre)	10	-	3	3	1	3	1	-	-	-
	*	-	*	1%	*	*	*	-	-	-
701 to 1000cc (0.7 to 1 litre)	99	9	34	22	12	18	4	-	-	-
	3%	3%	4%	5%	3%	3%	1%	-	-	-
1001 to 1300cc (1.0 to 1.3 litres)	442	54	112	80	55	89	52	*	-	-
	14%	16%	13%	17%	16%	13%	10%	23%	-	-
1301 to 1400cc (1.3 to 1.4 litres)	305	31	88	48	33	66	38	-	-	-
	10%	9%	10%	10%	9%	10%	7%	-	-	-
1401 to 1500cc (1.4 to 1.5 litres)	175	27	44	26	14	43	21	-	-	-
	5%	8%	5%	6%	4%	6%	4%	-	-	-
1501 to 1800cc (1.5 to 1.8 litres)	752	95	192	113	84	154	112	1	-	-
	23%	27%	23%	24%	24%	23%	22%	77%	-	-
1801 to 2000cc (1.8 to 2.0 litres)	676	58	137	96	83	162	139	-	-	-
	21%	17%	16%	21%	23%	24%	27%	-	-	-
2001 to 2500cc (2.0 to 2.5 litres)	312	26	71	29	35	71	79	-	-	-
	10%	8%	8%	6%	10%	11%	15%	-	-	-
2501 to 3000cc (2.5 to 3.0 litres)	96	5	17	12	6	12	44	-	-	-
	3%	2%	2%	3%	2%	2%	8%	-	-	-
3001cc and over (3 litres and over)	68	4	8	10	8	18	21	-	-	-
	2%	1%	1%	2%	2%	3%	4%	-	-	-
Don't know	239	32	114	26	20	36	9	-	-	2
	7%	9%	14%	6%	6%	5%	2%	-	-	100%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846	95	234	150	100	173	94	*	-	-
	26%	27%	28%	32%	29%	26%	18%	23%	-	-
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927	122	235	140	98	198	133	1	-	-
	29%	35%	28%	30%	28%	29%	26%	77%	-	-
1801cc plus (1.8 litres or more) (Net)	1153	94	234	148	131	263	283	-	-	-
	36%	27%	28%	32%	37%	39%	54%	-	-	-
Not stated	30	5	17	2	1	4	2	-	*	-
	1%	1%	2%	*	*	1%	*	-	100%	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?

Base : Respondents with car in household

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
New	927	121	120	107	198	187	193	2	-	-
	29%	35%	14%	23%	56%	28%	37%	100%	-	-
Second hand	2212	220	674	357	148	485	326	-	-	2
	69%	63%	81%	76%	42%	72%	62%	-	-	100%
Don't know/Not sure	67	7	42	4	6	4	3	-	*	-
	2%	2%	5%	1%	2%	1%	1%	-	100%	-

Table 22   **Page 32**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B14. Where was this car/van bought/obtained (vehicle personally use the most)?

Base : Respondents with car in household

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Private sale	733	68	295	99	35	149	85	1	-	-
	23%	*20%*	*35%*	*21%*	*10%*	*22%*	*16%*	*53%*	*-*	*-*
New car dealer	1189	148	147	156	230	264	242	1	-	-
	37%	*43%*	*18%*	*33%*	*65%*	*39%*	*46%*	*47%*	*-*	*-*
Second hand dealer	1046	103	299	186	77	215	166	-	-	-
	33%	*30%*	*36%*	*40%*	*22%*	*32%*	*32%*	*-*	*-*	*-*
Auction	36	2	16	9	3	4	3	-	-	-
	1%	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*-*	*-*	*-*
Other	104	13	22	11	6	29	23	-	-	-
	3%	*4%*	*3%*	*2%*	*2%*	*4%*	*4%*	*-*	*-*	*-*
Don't know/Not sure	97	13	57	7	2	15	2	-	*	2
	3%	*4%*	*7%*	*1%*	***	*2%*	***	*-*	*100%*	*100%*

Table 23   **Page 33**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who don't have a car in household but who hold a driving licence

		Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	156	-	-	-	-	-	-	47	72	37
Weighted base	150	-	-	-	-	-	-	30	86	34
Cost / it's too expensive	104 *69%*	- -	- -	- -	- -	- -	- -	14 *48%*	62 *72%*	28 *82%*
I have no need of a car / van	35 *24%*	- -	- -	- -	- -	- -	- -	7 *24%*	25 *29%*	3 *9%*
I am too old/unfit/ unwell	9 *6%*	- -	- -	- -	- -	- -	- -	7 *22%*	1 *1%*	2 *5%*
I don't like to drive	7 *5%*	- -	- -	- -	- -	- -	- -	2 *5%*	4 *5%*	1 *4%*
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5 *3%*	- -	- -	- -	- -	- -	- -	2 *6%*	2 *2%*	1 *4%*
I have given it up because of climate change/to reduce my Co2 emissions	4 *2%*	- -	- -	- -	- -	- -	- -	- -	4 *4%*	- -
I have access to someone else's car/van whenever I need one	2 *1%*	- -	- -	- -	- -	- -	- -	* *1%*	2 *2%*	- -
I am currently banned from driving	1 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -
Other	12 *8%*	- -	- -	- -	- -	- -	- -	3 *12%*	5 *6%*	3 *8%*

Table 24   **Page 34**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who don't have a car in household but who hold a driving licence

	Total			Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	156	-	-	-	-	-	-	47	72	37
Weighted base	150	-	-	-	-	-	-	30	86	34
Keen (Net)	**54**	**-**	**-**	**-**	**-**	**-**	**-**	**7**	**29**	**19**
	36%	*-*	*-*	*-*	*-*	*-*	*-*	*23%*	*33%*	*56%*
Very keen	24	-	-	-	-	-	-	4	8	13
	16%	*-*	*-*	*-*	*-*	*-*	*-*	*13%*	*9%*	*37%*
Fairly keen	30	-	-	-	-	-	-	3	21	6
	20%	*-*	*-*	*-*	*-*	*-*	*-*	*10%*	*24%*	*19%*
Not sure/it depends	25	-	-	-	-	-	-	-	19	6
	17%	*-*	*-*	*-*	*-*	*-*	*-*	*-*	*22%*	*19%*
Not keen (Net)	**70**	**-**	**-**	**-**	**-**	**-**	**-**	**23**	**39**	**8**
	47%	*-*	*-*	*-*	*-*	*-*	*-*	*77%*	*45%*	*25%*
Not very keen	33	-	-	-	-	-	-	7	22	3
	22%	*-*	*-*	*-*	*-*	*-*	*-*	*25%*	*26%*	*9%*
Not at all keen	38	-	-	-	-	-	-	16	17	5
	25%	*-*	*-*	*-*	*-*	*-*	*-*	*52%*	*19%*	*16%*

Table 25   **Page 35**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : Respondents with car in household

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Sole decision maker (I alone decide which car/ van to buy)	1008 *31%*	111 *32%*	216 *26%*	161 *34%*	116 *33%*	233 *35%*	168 *32%*	- -	* *100%*	2 *100%*
Main decision maker (I have the main say, but take others' views into account)	353 *11%*	31 *9%*	54 *6%*	53 *11%*	46 *13%*	83 *12%*	85 *16%*	- -	- -	- -
Joint decision maker (I have equal say in which car/van to buy)	1207 *38%*	120 *34%*	242 *29%*	192 *41%*	152 *43%*	280 *41%*	221 *42%*	1 *47%*	- -	- -
Secondary decision maker (I have some influence, but someone else has the main say)	159 *5%*	20 *6%*	52 *6%*	25 *5%*	18 *5%*	36 *5%*	9 *2%*	- -	- -	- -
No influence (I have no say in which car was bought)	466 *15%*	64 *19%*	266 *32%*	36 *8%*	19 *6%*	43 *6%*	36 *7%*	1 *53%*	- -	- -
Don't know/Not sure	12 *	2 *1%*	7 *1%*	1 *	- -	* *	2 *	- -	- -	- -

Table 26   **Page 36**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Main or joint decision maker for buying a car

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2540	308	463	450	361	581	374	1	1	1
Weighted base	2569	262	512	406	314	597	474	1	*	2
Reliability	1747	166	319	275	247	408	330	1	-	2
	68%	63%	62%	68%	78%	68%	69%	100%	-	100%
Costs - purchase/ running/resale value/ tax/insurance	1409	117	294	202	183	364	247	1	*	-
	55%	45%	58%	50%	58%	61%	52%	100%	100%	-
Safety	1283	112	259	181	179	299	253	-	-	-
	50%	43%	51%	44%	57%	50%	53%	-	-	-
Comfort	1259	151	232	181	176	244	272	1	-	2
	49%	58%	45%	45%	56%	41%	57%	100%	-	100%
Interior space/ functionality/boot size	884	81	124	90	122	251	215	1	-	-
	34%	31%	24%	22%	39%	42%	45%	100%	-	-
Environmentally friendly/low CO2 Emissions	565	54	72	90	69	178	102	-	-	-
	22%	21%	14%	22%	22%	30%	21%	-	-	-
Style/design	560	39	75	47	54	70	274	-	-	-
	22%	15%	15%	12%	17%	12%	58%	-	-	-
Small engine	474	70	85	121	53	101	44	-	*	-
	18%	27%	17%	30%	17%	17%	9%	-	100%	-
Features - sat nav CD player music system power steering etc (all features mentioned)	374	27	50	38	44	74	141	-	-	-
	15%	10%	10%	9%	14%	12%	30%	-	-	-
Speed/performance	335	17	35	21	44	29	189	-	-	-
	13%	6%	7%	5%	14%	5%	40%	-	-	-
Image of brand / brand preference	292	17	42	19	40	31	142	-	-	-
	11%	6%	8%	5%	13%	5%	30%	-	-	-
Image of model / model preference	245	13	46	31	21	26	108	-	-	-
	10%	5%	9%	8%	7%	4%	23%	-	-	-
Large engine	127	9	11	16	16	15	59	1	-	-
	5%	3%	2%	4%	5%	3%	12%	100%	-	-
Towing ability	12	1	-	4	2	3	2	-	-	-
	*	*	-	1%	1%	*	*	-	-	-
Four wheel drive	9	1	1	2	6	-	-	-	-	-
	*	*	*	*	2%	-	-	-	-	-
Accessibility for the disabled	7	4	-	1	1	1	-	-	-	-
	*	2%	-	*	*	*	-	-	-	-

Table 26   **Page 37**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Main or joint decision maker for buying a car

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	2569	262	512	406	314	597	474	1	*	2
Small car (no further detail)	2	*	1	1	-	-	-	-	-	-
	*	*	*	*	-	-	-	-	-	-
Country of manufacture	1	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	*	-	-	-	-
Others	48	10	9	8	8	9	5	-	-	-
	2%	4%	2%	2%	2%	2%	1%	-	-	-
Don't know	16	3	4	6	2	1	-	-	-	-
	1%	1%	1%	1%	1%	*	-	-	-	-

Table 27   **Page 38**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Those who think cost is important when buying a car

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1386	142	258	219	210	356	199	1	1	-
Weighted base	1403	117	290	202	183	363	247	1	*	-
Running / fuel costs	1065	89	182	160	152	285	196	1	*	-
	76%	76%	63%	79%	83%	78%	79%	100%	100%	-
Purchase costs	1011	77	206	131	125	281	191	-	*	-
	72%	66%	71%	65%	68%	77%	77%	-	100%	-
Insurance	586	41	149	77	73	147	99	-	*	-
	42%	35%	52%	38%	40%	40%	40%	-	100%	-
Tax	306	25	65	61	35	64	56	-	-	-
	22%	21%	23%	30%	19%	18%	23%	-	-	-
Resale value	173	6	26	12	30	47	53	-	-	-
	12%	5%	9%	6%	16%	13%	21%	-	-	-
Other	14	1	2	1	5	3	1	-	-	-
	1%	1%	1%	1%	3%	1%	*	-	-	-
Don't know	9	4	-	3	1	-	2	-	-	-
	1%	3%	-	2%	*	-	1%	-	-	-

Table 28   **Page 39**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : Respondents who hold a driving licence and who own and drive a car

| | Total | | | Car Owners | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2561	270	480	447	356	620	386	2	-	-
Weighted base	2601	217	533	409	301	646	494	1	-	-
0 miles	3	1	-	2	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	-	-
1 - 4,999 miles (Net)	**742**	**94**	**167**	**155**	**117**	**142**	**67**	**1**	**-**	**-**
	29%	**43%**	**31%**	**38%**	**39%**	**22%**	**13%**	**100%**	**-**	**-**
1 - 499 miles	37	6	8	6	7	9	-	1	-	-
	1%	3%	1%	1%	2%	1%		61%	-	-
500 - 999 miles	63	10	14	17	10	10	1	1	-	-
	2%	4%	3%	4%	3%	2%	*	39%	-	-
1,000 - 1,999 miles	116	22	31	24	15	16	8	-	-	-
	4%	10%	6%	6%	5%	2%	2%	-	-	-
2,000 - 2,999 miles	141	22	23	34	23	31	8	-	-	-
	5%	10%	4%	8%	8%	5%	2%	-	-	-
3,000 - 3,999 miles	169	12	39	34	30	35	19	-	-	-
	7%	6%	7%	8%	10%	5%	4%	-	-	-
4,000 - 4,999 miles	216	22	51	40	33	40	30	-	-	-
	8%	10%	10%	10%	11%	6%	6%	-	-	-
5,000 - 8,999 miles (Net)	**804**	**68**	**166**	**139**	**83**	**192**	**156**	**-**	**-**	**-**
	31%	**31%**	**31%**	**34%**	**27%**	**30%**	**31%**	**-**	**-**	**-**
5,000 - 6,999 miles	440	39	92	81	56	105	66	-	-	-
	17%	18%	17%	20%	19%	16%	13%	-	-	-
7,000 - 8,999 miles	364	29	74	58	26	87	90	-	-	-
	14%	13%	14%	14%	9%	14%	18%	-	-	-
9,000 miles or more (Net)	**962**	**47**	**149**	**100**	**100**	**306**	**260**	**-**	**-**	**-**
	37%	**22%**	**28%**	**24%**	**33%**	**47%**	**53%**	**-**	**-**	**-**
9,000 - 11,999 miles	426	32	79	58	49	126	82	-	-	-
	16%	15%	15%	14%	16%	20%	17%	-	-	-
12,000 - 14,999 miles	232	5	33	22	26	70	76	-	-	-
	9%	3%	6%	5%	9%	11%	15%	-	-	-
15,000 - 17,999 miles	102	1	11	5	6	47	31	-	-	-
	4%	*	2%	1%	2%	7%	6%	-	-	-
18,000 - 20,999 miles	75	8	12	5	11	22	17	-	-	-
	3%	4%	2%	1%	4%	3%	3%	-	-	-
21,000 - 29,999 miles	65	2	7	-	5	28	24	-	-	-
	2%	1%	1%	-	2%	4%	5%	-	-	-

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Table 28   **Page 40**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : Respondents who hold a driving licence and who own and drive a car

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	2601	217	533	409	301	646	494	1	-	-
30,000 miles and over	64	-	8	10	2	13	30	-	-	-
	2%	-	1%	3%	1%	2%	6%	-	-	-
Don't know / Not sure	69	5	41	10	2	4	7	-	-	-
	3%	2%	8%	2%	1%	1%	1%	-	-	-
Not stated	21	2	10	3	-	2	4	-	-	-
	1%	1%	2%	1%	-	*	1%	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
At least once or twice a week	**3397**	**329**	**776**	**460**	**341**	**667**	**521**	**118**	**100**	**84**
	87%	**95%**	**93%**	**98%**	**97%**	**99%**	**100%**	**48%**	**36%**	**41%**
At least once a day	1916	132	457	258	156	455	417	10	16	15
	49%	38%	55%	55%	44%	67%	80%	4%	6%	7%
Less than once a day, but at least 3 times a week	850	101	180	139	138	139	85	25	21	22
	22%	29%	22%	30%	39%	21%	16%	10%	8%	11%
Once or twice a week	630	97	139	63	47	74	19	83	63	47
	16%	28%	17%	13%	13%	11%	4%	34%	23%	23%
Less than that but more than twice a month	64	3	14	3	4	6	-	15	12	7
	2%	1%	2%	1%	1%	1%	-	6%	4%	4%
Once or twice a month	190	8	34	2	6	3	1	35	62	39
	5%	2%	4%	*	2%	*	*	14%	22%	19%
Less than that but more than twice a year	76	3	4	1	-	-	-	19	34	15
	2%	1%	1%	*	-	-	-	8%	12%	7%
Once or twice a year	29	2	-	-	-	-	-	10	12	4
	1%	1%	-	-	-	-	-	4%	4%	2%
Less than that or never	168	3	8	1	1	-	-	47	56	53
	4%	1%	1%	*	*	-	-	19%	20%	26%

Fieldwork : 16th November 2009 - May 2010

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Table 30   **Page 42**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work or in full time education

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	2212	75	537	234	122	590	347	26	202	79
Weighted base	2529	78	683	243	107	634	457	22	232	73
At least once a week (Net)	**1715** *68%*	**52** *66%*	**441** *65%*	**197** *81%*	**77** *72%*	**492** *78%*	**411** *90%*	**6** *28%*	**24** *11%*	**15** *20%*
At least once a day	883 *35%*	36 *46%*	207 *30%*	111 *46%*	35 *33%*	258 *41%*	221 *48%*	3 *13%*	4 *2%*	8 *10%*
Less than once a day, but at least 3 times a week	664 *26%*	10 *13%*	179 *26%*	75 *31%*	30 *28%*	188 *30%*	166 *36%*	3 *14%*	8 *4%*	5 *7%*
Once or twice a week	168 *7%*	6 *7%*	55 *8%*	11 *4%*	12 *11%*	46 *7%*	24 *5%*	- -	12 *5%*	2 *3%*
Less than that but more than twice a month	47 *2%*	- -	12 *2%*	2 *1%*	2 *1%*	18 *3%*	6 *1%*	- -	6 *3%*	2 *2%*
Once or twice a month	64 *3%*	- -	25 *4%*	7 *3%*	1 *1%*	10 *2%*	11 *2%*	1 *5%*	5 *2%*	4 *6%*
Less than that but more than twice a year	35 *1%*	- -	7 *1%*	3 *1%*	2 *2%*	9 *1%*	1 ***	- -	12 *5%*	* *
Once or twice a year	23 *1%*	1 *2%*	4 *1%*	2 *1%*	1 *1%*	5 *1%*	1 ***	- -	9 *4%*	* *1%*
Less than that or never	645 *26%*	25 *32%*	194 *28%*	32 *13%*	24 *22%*	100 *16%*	27 *6%*	15 *68%*	176 *76%*	52 *71%*

Table 31 **Page 43**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who own a car and who use it at least twice a year

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
					Car Owners				Non owners	
Unweighted base	3009	383	675	508	397	641	400	3	1	1
Weighted base	3191	342	829	467	351	676	522	2	*	2
Sense of freedom	1586	190	358	247	223	281	288	-	-	-
	50%	55%	43%	53%	63%	42%	55%	-	-	-
Ability to get to work	673	15	154	86	21	229	168	-	-	2
	21%	4%	19%	18%	6%	34%	32%	-	-	100%
Ability to go shopping	387	94	122	73	47	38	14	-	-	-
	12%	27%	15%	16%	13%	6%	3%	-	-	-
Visiting relatives	158	13	42	19	28	39	16	1	-	-
	5%	4%	5%	4%	8%	6%	3%	53%	-	-
Going to a leisure activity	141	6	55	11	15	42	12	-	*	-
	4%	2%	7%	2%	4%	6%	2%	-	100%	-
Taking children to school	88	-	49	8	-	23	8	-	-	-
	3%	-	6%	2%	-	3%	1%	-	-	-
Going on holiday	66	9	15	9	9	14	9	1	-	-
	2%	3%	2%	2%	2%	2%	2%	47%	-	-
Ability to get to hospital (either self or for another person)	6	4	-	2	-	-	-	-	-	-
	*	1%	-	*	-	-	-	-	-	-
Convenience	4	2	1	1	-	-	-	-	-	-
	*	1%	*	*	-	-	-	-	-	-
Others	18	2	6	3	2	4	-	-	-	-
	1%	1%	1%	1%	1%	1%	-	-	-	-
Nothing	9	5	2	2	-	*	-	-	-	-
	*	1%	*	1%	-	*	-	-	-	-
Don't know	55	3	27	6	6	6	7	-	-	-
	2%	1%	3%	1%	2%	1%	1%	-	-	-
Not stated	1	-	-	-	1	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who use a car at least once or twice a month

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3638	381	672	507	397	641	400	288	181	171
Weighted base	3650	340	825	465	351	676	522	168	174	130
Congestion / traffic jams	1447 *40%*	83 *24%*	318 *39%*	180 *39%*	136 *39%*	345 *51%*	255 *49%*	25 *15%*	69 *40%*	35 *27%*
It's expensive / the cost	806 *22%*	49 *14%*	193 *23%*	85 *18%*	58 *16%*	203 *30%*	143 *27%*	14 *8%*	44 *25%*	17 *13%*
Parking is difficult	566 *16%*	59 *17%*	130 *16%*	76 *16%*	69 *20%*	104 *15%*	59 *11%*	22 *13%*	38 *22%*	9 *7%*
Parking is expensive	361 *10%*	30 *9%*	88 *11%*	46 *10%*	37 *10%*	68 *10%*	41 *8%*	7 *4%*	35 *20%*	10 *8%*
Uncertain journey times, due to congestion	213 *6%*	20 *6%*	32 *4%*	25 *5%*	14 *4%*	64 *9%*	46 *9%*	5 *3%*	7 *4%*	* *
It contributes to pollution / CO2 emissions / bad for environment	205 *6%*	7 *2%*	39 *5%*	8 *2%*	13 *4%*	89 *13%*	33 *6%*	1 *1%*	15 *9%*	1 *
Other drivers / other road users (all mentions)	98 *3%*	12 *3%*	14 *2%*	12 *3%*	15 *4%*	16 *2%*	19 *4%*	2 *1%*	4 *2%*	4 *3%*
It's stressful / I'm a nervous driver	96 *3%*	12 *4%*	18 *2%*	12 *3%*	11 *3%*	30 *5%*	8 *1%*	2 *1%*	2 *1%*	1 *1%*
It's time-consuming / slow / frustrating / boring / tiring	96 *3%*	4 *1%*	13 *2%*	6 *1%*	7 *2%*	41 *6%*	18 *3%*	* *	5 *3%*	1 *1%*
Inadequacies of the road system (road works, pot holes, etc.)	84 *2%*	11 *3%*	8 *1%*	11 *2%*	16 *5%*	17 *2%*	20 *4%*	-	-	1 *1%*
Maintenance / having to look after it / keep tyres inflated	69 *2%*	5 *1%*	22 *3%*	6 *1%*	8 *2%*	19 *3%*	6 *1%*	1 *1%*	2 *1%*	-
Drivers can't drink alcohol	44 *1%*	1 *	9 *1%*	3 *1%*	-	11 *2%*	18 *3%*	* *	-	* *
Lack of exercise/makes you lazy	24 *1%*	1 *	6 *1%*	6 *1%*	1 *	8 *1%*	2 *	-	1 *	-
Drivers can't read / use mobile phone / play games	23 *1%*	1 *	1 *	1 *	6 *2%*	5 *1%*	8 *2%*	* *	2 *1%*	-
Children get irritable	22 *1%*	-	18 *2%*	1 *	-	2 *	1 *	-	* *	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 32 **Page 45**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who use a car at least once or twice a month

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	3650	340	825	465	351	676	522	168	174	130
Driving in bad weather	22	2	9	2	3	2	3	-	-	-
	1%	*1%*	*1%*	*	*1%*	*	*1%*	-	-	-
Safety/security	16	-	11	-	1	2	3	-	-	-
	*	-	*1%*	-	*	*	*	-	-	-
Don't like driving (no further detail)	16	-	-	4	-	12	-	-	-	-
	*	-	-	*1%*	-	*2%*	-	-	-	-
Motorways/dislike motorways	15	*	1	6	6	1	-	1	-	-
	*	*	*	*1%*	*2%*	*	-	*1%*	-	-
Too many speed cameras	15	-	*	1	1	7	5	-	-	-
	*	-	*	*	*	*1%*	*1%*	-	-	-
Difficult or uncomfortable due to illness/disability	11	6	1	*	-	1	-	3	-	*
	*	*2%*	*	*	-	*	-	*2%*	-	*
Others	126	20	21	12	12	23	19	8	4	7
	3%	*6%*	*2%*	*3%*	*4%*	*3%*	*4%*	*5%*	*2%*	*5%*
No answer	1	-	-	-	1	-	-	*	*	-
	*	-	-	-	*	-	-	*	*	-
None-there are no disadvantages for me personally	1023	144	209	149	101	91	111	98	54	66
	28%	*42%*	*25%*	*32%*	*29%*	*13%*	*21%*	*58%*	*31%*	*51%*
Don't know	62	5	22	7	4	2	3	8	7	4
	2%	*1%*	*3%*	*2%*	*1%*	*	*1%*	*5%*	*4%*	*3%*
Not stated	6	4	-	1	1	-	1	*	-	-
	*	*1%*	-	*	*	-	*	*	-	-

Table 33   **Page 46**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23a. Whether driving is something a) I do frequently.

Base : Respondents who use a car at least once or twice a week

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2735	263	602	404	293	581	504	36	24	29
	81%	*80%*	*78%*	*88%*	*86%*	*87%*	*97%*	*30%*	*24%*	*34%*
No	655	64	172	55	48	85	17	82	76	55
	19%	*19%*	*22%*	*12%*	*14%*	*13%*	*3%*	*69%*	*76%*	*66%*
Don't know	7	2	2	*	-	1	-	*	*	-
	*	*1%*	*	*	-	*	-	*	*	-

Produced by TNS-BMRB

Table 34   **Page 47**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23b. Whether driving is something b) I do automatically.

Base : Respondents who use a car at least once or twice a week

	Total				Car Owners				Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2358	257	516	356	249	444	473	27	17	20
	69%	78%	66%	77%	73%	67%	91%	23%	17%	24%
No	1031	72	259	103	92	222	45	91	84	64
	30%	22%	33%	22%	27%	33%	9%	77%	83%	76%
Don't know	9	1	1	1	1	2	3	1	-	-
	*	*	*	*	*	*	1%	*	-	-

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Table 35   **Page 48**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23c. Whether driving is something c) That would require effort not to do it.

Base : Respondents who use a car at least once or twice a week

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2163	240	447	298	219	461	431	32	17	18
	64%	73%	58%	65%	64%	69%	83%	27%	17%	21%
No	1200	87	320	157	118	202	87	85	80	64
	35%	26%	41%	34%	35%	30%	17%	72%	79%	77%
Don't know	33	3	9	4	4	4	2	1	4	2
	1%	1%	1%	1%	1%	1%	*	1%	4%	2%

Table 36

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23d. Whether driving is something d) That belongs to my (daily, weekly, monthly) routine.

Base : Respondents who use a car at least once or twice a week

	Total	Car Owners						Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2757	276	606	398	290	582	510	46	23	26
	81%	*84%*	*78%*	*86%*	*85%*	*87%*	*98%*	*39%*	*23%*	*31%*
No	632	53	170	59	49	83	11	72	77	58
	19%	*16%*	*22%*	*13%*	*14%*	*12%*	*2%*	*61%*	*77%*	*69%*
Don't know	8	1	-	4	2	2	-	-	-	-
	*	***	*-*	*1%*	*1%*	***	*-*	*-*	*-*	*-*

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Table 37   **Page 50**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23e. Whether driving is something e) That's typically "me".

Base : Respondents who use a car at least once or twice a week

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2360	252	500	356	243	464	473	28	22	22
	69%	76%	64%	77%	71%	70%	91%	24%	22%	26%
No	1008	75	273	101	90	197	46	88	78	60
	30%	23%	35%	22%	27%	29%	9%	75%	78%	72%
Don't know	29	3	4	3	7	6	3	1	-	2
	1%	1%	*	1%	2%	1%	*	1%	-	2%

Table 38   **Page 51**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23f. Whether driving is something f) I have been doing for a long time.

Base : Respondents who use a car at least once or twice a week

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3348	369	641	502	387	630	399	202	112	106
Weighted base	3397	329	776	460	341	667	521	118	100	84
Yes	2749	280	558	420	311	579	497	49	33	22
	81%	*85%*	*72%*	*91%*	*91%*	*87%*	*95%*	*41%*	*32%*	*27%*
No	641	48	217	40	29	88	24	69	67	60
	19%	*15%*	*28%*	*9%*	*9%*	*13%*	*5%*	*58%*	*66%*	*72%*
Don't know	7	1	1	-	1	-	-	1	1	1
	*	***	***	-	***	-	-	***	*1%*	*1%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B23. Standard summary table

Base : Respondents who use a car at least once or twice a week

	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.
Unweighted base	3348	3348	3348	3348	3348	3348
Weighted base	3397	3397	3397	3397	3397	3397
Yes	2735	2358	2163	2757	2360	2749
	81%	*69%*	*64%*	*81%*	*69%*	*81%*
No	655	1031	1200	632	1008	641
	19%	*30%*	*35%*	*19%*	*30%*	*19%*
Don't know	7	9	33	8	29	7
	*	***	*1%*	***	*1%*	***

Table 40 **Page 53**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24a. Agreement with a) I think most people judge others by the car they drive

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2009** *51%*	**166** *48%*	**456** *54%*	**235** *50%*	**132** *37%*	**341** *50%*	**310** *59%*	**111** *46%*	**129** *47%*	**129** *64%*
Definitely agree (5)	512 *13%*	43 *12%*	139 *17%*	63 *13%*	34 *10%*	64 *9%*	59 *11%*	32 *13%*	35 *13%*	43 *21%*
Tend to agree (4)	1497 *38%*	123 *35%*	317 *38%*	172 *37%*	98 *28%*	277 *41%*	251 *48%*	79 *32%*	94 *34%*	86 *43%*
Neither agree nor disagree (3)	806 *21%*	68 *20%*	172 *21%*	89 *19%*	72 *20%*	147 *22%*	130 *25%*	53 *22%*	52 *19%*	23 *11%*
Tend/definitely disagree (Net)	**1057** *27%*	**103** *30%*	**198** *24%*	**135** *29%*	**147** *42%*	**188** *28%*	**80** *15%*	**69** *28%*	**89** *32%*	**47** *23%*
Tend to disagree (2)	646 *16%*	57 *16%*	133 *16%*	80 *17%*	78 *22%*	130 *19%*	56 *11%*	40 *16%*	48 *17%*	25 *12%*
Definitely disagree (1)	411 *10%*	46 *13%*	65 *8%*	55 *12%*	69 *20%*	58 *9%*	24 *5%*	29 *12%*	41 *15%*	22 *11%*
Not applicable	7 ***	* ***	3 ***	2 ***	- -	- -	- -	1 *1%*	1 ***	- -
Don't know	44 *1%*	10 *3%*	7 *1%*	7 *1%*	2 *1%*	- -	1 ***	10 *4%*	4 *2%*	3 *2%*
Mean Score	**3.27**	**3.18**	**3.40**	**3.23**	**2.86**	**3.23**	**3.51**	**3.20**	**3.12**	**3.52**
Standard Deviation	**1.20**	**1.25**	**1.17**	**1.24**	**1.29**	**1.13**	**0.99**	**1.24**	**1.28**	**1.27**
Standard Error	**0.019**	**0.065**	**0.045**	**0.055**	**0.065**	**0.045**	**0.049**	**0.064**	**0.081**	**0.081**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 41 **Page 54**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24b. Agreement with b) I think owning a car is a sign of success

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**788** *20%*	**54** *16%*	**233** *28%*	**73** *16%*	**34** *10%*	**51** *8%*	**128** *25%*	**66** *27%*	**57** *21%*	**92** *46%*
Definitely agree (5)	221 *6%*	9 *3%*	79 *9%*	10 *2%*	4 *1%*	6 *1%*	39 *8%*	19 *8%*	16 *6%*	37 *18%*
Tend to agree (4)	567 *14%*	45 *13%*	154 *18%*	63 *14%*	29 *8%*	45 *7%*	88 *17%*	47 *19%*	41 *15%*	55 *27%*
Neither agree nor disagree (3)	951 *24%*	54 *15%*	216 *26%*	86 *18%*	84 *24%*	164 *24%*	192 *37%*	43 *18%*	75 *27%*	37 *18%*
Tend/definitely disagree (Net)	**2149** *55%*	**232** *67%*	**380** *45%*	**305** *65%*	**234** *66%*	**460** *68%*	**200** *38%*	**127** *52%*	**140** *51%*	**72** *36%*
Tend to disagree (2)	1046 *27%*	104 *30%*	201 *24%*	144 *31%*	91 *26%*	221 *33%*	130 *25%*	66 *27%*	51 *18%*	39 *19%*
Definitely disagree (1)	1103 *28%*	128 *37%*	179 *21%*	162 *34%*	143 *41%*	239 *35%*	70 *13%*	62 *25%*	89 *32%*	33 *16%*
Not applicable	11 ***	2 *1%*	4 ***	* ***	- -	1 ***	- -	2 *1%*	1 *1%*	- -
Don't know	24 *1%*	6 *2%*	4 ***	4 *1%*	- -	- -	2 ***	5 *2%*	2 *1%*	1 *1%*
Mean Score	**2.42**	**2.13**	**2.70**	**2.17**	**2.04**	**2.05**	**2.80**	**2.56**	**2.43**	**3.12**
Standard Deviation	**1.20**	**1.14**	**1.26**	**1.12**	**1.04**	**0.97**	**1.11**	**1.29**	**1.25**	**1.36**
Standard Error	**0.019**	**0.058**	**0.048**	**0.050**	**0.052**	**0.038**	**0.055**	**0.066**	**0.079**	**0.087**

Note: Segment1 through Segment7 fall under the "Car Owners" heading; Segment8 and Segment9 fall under the "Non owners" heading.

Table 42   **Page 55**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24c. Agreement with c) People who don't own a car are at a disadvantage

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2115** *54%*	**198** *57%*	**401** *48%*	**257** *55%*	**221** *63%*	**374** *55%*	**328** *63%*	**116** *47%*	**111** *40%*	**108** *54%*
Definitely agree (5)	846 *22%*	102 *29%*	151 *18%*	106 *23%*	93 *26%*	134 *20%*	146 *28%*	45 *18%*	24 *9%*	46 *23%*
Tend to agree (4)	1269 *32%*	96 *28%*	251 *30%*	152 *32%*	128 *36%*	241 *36%*	182 *35%*	71 *29%*	87 *31%*	62 *31%*
Neither agree nor disagree (3)	758 *19%*	53 *15%*	197 *24%*	74 *16%*	63 *18%*	165 *24%*	108 *21%*	24 *10%*	44 *16%*	31 *15%*
Tend/definitely disagree (Net)	**1018** *26%*	**86** *25%*	**233** *28%*	**132** *28%*	**64** *18%*	**136** *20%*	**85** *16%*	**100** *41%*	**120** *44%*	**62** *31%*
Tend to disagree (2)	628 *16%*	51 *15%*	149 *18%*	86 *18%*	48 *14%*	80 *12%*	61 *12%*	55 *23%*	68 *24%*	31 *15%*
Definitely disagree (1)	390 *10%*	35 *10%*	84 *10%*	46 *10%*	16 *5%*	57 *8%*	24 *5%*	45 *18%*	53 *19%*	31 *15%*
Not applicable	9 ***	4 *1%*	2 ***	- -	- -	- -	- -	2 *1%*	1 ***	- -
Don't know	22 *1%*	7 *2%*	3 ***	5 *1%*	4 *1%*	- -	- -	2 *1%*	- -	1 ***
Mean Score	**3.40**	**3.53**	**3.28**	**3.40**	**3.67**	**3.47**	**3.70**	**3.06**	**2.86**	**3.31**
Standard Deviation	**1.26**	**1.34**	**1.24**	**1.29**	**1.15**	**1.18**	**1.13**	**1.42**	**1.29**	**1.38**
Standard Error	**0.020**	**0.069**	**0.048**	**0.057**	**0.058**	**0.046**	**0.057**	**0.072**	**0.081**	**0.088**

Table 43 **Page 56**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24d. Agreement with d) People should be allowed to use their cars as much as they like

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2675** **68%**	**268** **77%**	**584** **70%**	**352** **75%**	**249** **71%**	**342** **51%**	**421** **81%**	**174** **71%**	**145** **53%**	**143** **71%**
Definitely agree (5)	1395 *36%*	149 *43%*	290 *35%*	182 *39%*	140 *40%*	133 *20%*	255 *49%*	93 *38%*	83 *30%*	71 *35%*
Tend to agree (4)	1280 *33%*	119 *34%*	293 *35%*	170 *36%*	109 *31%*	208 *31%*	166 *32%*	81 *33%*	62 *22%*	72 *36%*
Neither agree nor disagree (3)	572 *15%*	40 *11%*	131 *16%*	48 *10%*	47 *13%*	141 *21%*	63 *12%*	24 *10%*	50 *18%*	28 *14%*
Tend/definitely disagree (Net)	**655** **17%**	**36** **10%**	**118** **14%**	**66** **14%**	**57** **16%**	**192** **28%**	**36** **7%**	**39** **16%**	**79** **29%**	**30** **15%**
Tend to disagree (2)	454 *12%*	28 *8%*	83 *10%*	42 *9%*	42 *12%*	137 *20%*	27 *5%*	20 *8%*	52 *19%*	21 *11%*
Definitely disagree (1)	201 *5%*	8 *2%*	35 *4%*	24 *5%*	15 *4%*	55 *8%*	10 *2%*	19 *8%*	27 *10%*	8 *4%*
Not applicable	7 *	3 *1%*	- -	1 *	- -	* *	- -	3 *1%*	1 *	- -
Don't know	13 *	1 *	3 *	1 *	- -	1 *	1 *	4 *2%*	- -	1 *1%*
Mean Score	**3.82**	**4.08**	**3.86**	**3.95**	**3.90**	**3.34**	**4.21**	**3.88**	**3.44**	**3.87**
Standard Deviation	**1.18**	**1.04**	**1.13**	**1.15**	**1.17**	**1.23**	**0.97**	**1.24**	**1.35**	**1.13**
Standard Error	**0.019**	**0.053**	**0.043**	**0.051**	**0.059**	**0.049**	**0.049**	**0.063**	**0.085**	**0.072**

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Table 44   **Page 57**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2781	289	502	455	368	621	387	49	73	37
Weighted base	2823	235	564	416	312	649	497	31	87	34
Definitely/tend agree (Net)	**2055** **73%**	**161** **68%**	**459** **81%**	**285** **69%**	**225** **72%**	**441** **68%**	**393** **79%**	**10** **33%**	**61** **70%**	**21** **61%**
Definitely agree (5)	1172 42%	93 40%	281 50%	153 37%	148 47%	182 28%	256 51%	6 19%	39 45%	14 41%
Tend to agree (4)	884 31%	67 29%	177 31%	132 32%	77 25%	259 40%	138 28%	5 15%	22 25%	7 20%
Neither agree nor disagree (3)	366 13%	31 13%	66 12%	47 11%	50 16%	104 16%	53 11%	3 9%	5 6%	7 21%
Tend/definitely disagree (Net)	**381** **13%**	**37** **16%**	**39** **7%**	**79** **19%**	**36** **12%**	**104** **16%**	**51** **10%**	**14** **44%**	**16** **19%**	**5** **15%**
Tend to disagree (2)	236 8%	28 12%	22 4%	40 10%	27 9%	69 11%	38 8%	3 10%	6 7%	3 8%
Definitely disagree (1)	145 5%	9 4%	17 3%	38 9%	10 3%	35 5%	13 3%	11 34%	10 12%	2 7%
Not applicable	18 1%	6 2%	- -	2 *	1 *	- -	- -	4 14%	5 5%	1 3%
Don't know	3 *	- -	- -	3 1%	- -	- -	- -	- -	- -	- -
Mean Score	**3.96**	**3.91**	**4.21**	**3.78**	**4.05**	**3.75**	**4.18**	**2.71**	**3.89**	**3.82**
Standard Deviation	**1.16**	**1.18**	**1.00**	**1.29**	**1.12**	**1.13**	**1.06**	**1.66**	**1.41**	**1.27**
Standard Error	**0.022**	**0.070**	**0.045**	**0.061**	**0.059**	**0.046**	**0.054**	**0.259**	**0.167**	**0.215**

Table 45 **Page 58**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2781	289	502	455	368	621	387	49	73	37
Weighted base	2823	235	564	416	312	649	497	31	87	34
Definitely/tend agree (Net)	**882** *31%*	**68** *29%*	**163** *29%*	**165** *40%*	**84** *27%*	**212** *33%*	**142** *29%*	**12** *40%*	**23** *26%*	**13** *39%*
Definitely agree (5)	280 *10%*	27 *12%*	50 *9%*	65 *16%*	21 *7%*	59 *9%*	34 *7%*	7 *23%*	11 *13%*	6 *19%*
Tend to agree (4)	602 *21%*	41 *17%*	113 *20%*	100 *24%*	63 *20%*	153 *24%*	108 *22%*	5 *17%*	12 *14%*	7 *20%*
Neither agree nor disagree (3)	486 *17%*	42 *18%*	89 *16%*	59 *14%*	36 *12%*	130 *20%*	104 *21%*	3 *9%*	16 *19%*	6 *16%*
Tend/definitely disagree (Net)	**1427** *51%*	**119** *51%*	**311** *55%*	**187** *45%*	**190** *61%*	**304** *47%*	**251** *50%*	**10** *31%*	**42** *48%*	**12** *36%*
Tend to disagree (2)	747 *26%*	59 *25%*	147 *26%*	99 *24%*	81 *26%*	190 *29%*	139 *28%*	2 *7%*	27 *31%*	4 *11%*
Definitely disagree (1)	680 *24%*	60 *26%*	164 *29%*	89 *21%*	109 *35%*	115 *18%*	112 *23%*	8 *24%*	15 *18%*	8 *25%*
Not applicable	23 *1%*	4 *2%*	- -	3 *1%*	1 ***	- -	- -	6 *20%*	6 *6%*	3 *9%*
Don't know	5 ***	1 ***	1 ***	1 ***	1 ***	2 ***	- -	- -	- -	- -
Mean Score	**2.66**	**2.63**	**2.53**	**2.89**	**2.37**	**2.77**	**2.62**	**3.09**	**2.71**	**2.97**
Standard Deviation	**1.32**	**1.35**	**1.33**	**1.40**	**1.32**	**1.25**	**1.24**	**1.65**	**1.31**	**1.52**
Standard Error	**0.025**	**0.080**	**0.059**	**0.066**	**0.069**	**0.050**	**0.063**	**0.268**	**0.155**	**0.270**

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Table 46　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 59**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects

Base : Don't own/use car

	Total		Car Owners						Segment7	Non owners Segment8	Segment9
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6				
Unweighted base	898	-	-	-	-	-	-		395	254	249
Weighted base	717	-	-	-	-	-	-		242	275	200
Definitely/tend agree (Net)	**149** *21%*	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -		**22** *9%*	**50** *18%*	**76** *38%*
Definitely agree (5)	61 *9%*	- -	- -	- -	- -	- -	- -		8 *3%*	13 *5%*	41 *20%*
Tend to agree (4)	87 *12%*	- -	- -	- -	- -	- -	- -		14 *6%*	38 *14%*	35 *18%*
Neither agree nor disagree (3)	63 *9%*	- -	- -	- -	- -	- -	- -		17 *7%*	23 *8%*	23 *12%*
Tend/definitely disagree (Net)	**399** *56%*	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -		**117** *48%*	**189** *69%*	**93** *47%*
Tend to disagree (2)	114 *16%*	- -	- -	- -	- -	- -	- -		29 *12%*	49 *18%*	36 *18%*
Definitely disagree (1)	285 *40%*	- -	- -	- -	- -	- -	- -		88 *36%*	140 *51%*	57 *29%*
Not applicable	104 *14%*	- -	- -	- -	- -	- -	- -		86 *35%*	10 *4%*	8 *4%*
Don't know	3 *	- -	- -	- -	- -	- -	- -		1 *	2 *1%*	- -
Mean Score	**2.22**	**-**	**-**	**-**	**-**	**-**	**-**		**1.88**	**1.99**	**2.82**
Standard Deviation	**1.41**	**-**	**-**	**-**	**-**	**-**	**-**		**1.23**	**1.28**	**1.55**
Standard Error	**0.053**	**-**	**-**	**-**	**-**	**-**	**-**		**0.081**	**0.082**	**0.102**

Table 47   **Page 60**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24h. Agreement with h) Not having a car would seriously damage my career / job prospects

Base : Own/use a car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree	**1331**	**45**	**340**	**156**	**61**	**361**	**366**	**-**	**-**	**2**
(Net)	*42%*	*13%*	*41%*	*33%*	*17%*	*53%*	*70%*	**-**	**-**	*100%*
Definitely agree (5)	903	35	212	115	44	228	268	-	-	-
	28%	*10%*	*25%*	*25%*	*13%*	*34%*	*51%*	-	-	-
Tend to agree (4)	428	10	128	41	17	133	98	-	-	2
	13%	*3%*	*15%*	*9%*	*5%*	*20%*	*19%*	-	-	*100%*
Neither agree nor	341	25	131	27	32	70	56	-	-	-
disagree (3)	*11%*	*7%*	*16%*	*6%*	*9%*	*10%*	*11%*	-	-	-
Tend/definitely disagree	**1067**	**114**	**338**	**171**	**130**	**233**	**79**	**-**	*****	**-**
(Net)	*33%*	*33%*	*40%*	*37%*	*37%*	*34%*	*15%*	**-**	*100%*	**-**
Tend to disagree (2)	411	24	145	63	30	108	41	-	*	-
	13%	*7%*	*17%*	*14%*	*8%*	*16%*	*8%*	-	*100%*	-
Definitely disagree	655	90	193	108	101	125	38	-	-	-
(1)	*20%*	*26%*	*23%*	*23%*	*29%*	*18%*	*7%*	-	-	-
Not applicable	460	161	24	114	126	12	21	2	-	-
	14%	*46%*	*3%*	*24%*	*36%*	*2%*	*4%*	*100%*	-	-
Don't know	7	3	2	-	2	-	-	-	-	-
	*	*1%*	*	-	*1%*	-	-	-	-	-
Mean Score	**3.19**	**2.32**	**3.03**	**2.98**	**2.44**	**3.35**	**4.03**	**-**	**2.00**	**4.00**
Standard Deviation	**1.60**	**1.57**	**1.53**	**1.68**	**1.58**	**1.54**	**1.29**	**-**	**-**	**-**
Standard Error	**0.032**	**0.112**	**0.060**	**0.088**	**0.098**	**0.061**	**0.066**	**-**	**-**	**-**

Table 48   **Page 61**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24i. Agreement with i) For me, there are no practical alternatives to travelling by car

Base : Own/use a car

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
			Car Owners						Non owners	
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree (Net)	**1661** *52%*	**214** *61%*	**309** *37%*	**243** *52%*	**177** *50%*	**355** *53%*	**362** *69%*	**-** **-**	**-** **-**	**2** *100%*
Definitely agree (5)	997 *31%*	143 *41%*	159 *19%*	135 *29%*	112 *32%*	199 *29%*	248 *48%*	- -	- -	- -
Tend to agree (4)	664 *21%*	71 *20%*	150 *18%*	108 *23%*	64 *18%*	156 *23%*	114 *22%*	- -	- -	2 *100%*
Neither agree nor disagree (3)	347 *11%*	26 *7%*	129 *15%*	43 *9%*	30 *9%*	67 *10%*	52 *10%*	- -	- -	- -
Tend/definitely disagree (Net)	**1174** *37%*	**99** *28%*	**397** *47%*	**178** *38%*	**142** *40%*	**252** *37%*	**105** *20%*	**2** *100%*	***** *100%*	**-** **-**
Tend to disagree (2)	683 *21%*	60 *17%*	225 *27%*	110 *23%*	72 *21%*	147 *22%*	68 *13%*	1 *30%*	- -	- -
Definitely disagree (1)	491 *15%*	39 *11%*	172 *21%*	68 *15%*	69 *20%*	105 *15%*	36 *7%*	1 *70%*	* *100%*	- -
Not applicable	11 ***	8 *2%*	- -	1 ***	2 *1%*	- -	- -	- -	- -	- -
Don't know	13 ***	2 *1%*	2 ***	2 ***	2 *1%*	2 ***	3 *1%*	- -	- -	- -
Mean Score	**3.31**	**3.65**	**2.88**	**3.28**	**3.22**	**3.29**	**3.90**	**1.30**	**1.00**	**4.00**
Standard Deviation	**1.48**	**1.46**	**1.42**	**1.47**	**1.56**	**1.47**	**1.31**	**-**	**-**	**-**
Standard Error	**0.027**	**0.075**	**0.055**	**0.065**	**0.079**	**0.058**	**0.066**	**-**	**-**	**-**

Table 49 **Page 62**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24j. Agreement with j) In general, it's usually cheaper for me to go by car than use public transport

Base : Own/use a car

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree (Net)	**1831** **57%**	**167** **48%**	**502** **60%**	**213** **46%**	**176** **50%**	**427** **63%**	**345** **66%**	**-** **-**	**-** **-**	**2** **100%**
Definitely agree (5)	1025 *32%*	93 *27%*	264 *32%*	121 *26%*	109 *31%*	222 *33%*	216 *41%*	- -	- -	- -
Tend to agree (4)	806 *25%*	74 *21%*	238 *28%*	92 *20%*	67 *19%*	205 *30%*	128 *25%*	- -	- -	2 *100%*
Neither agree nor disagree (3)	478 *15%*	43 *12%*	141 *17%*	52 *11%*	40 *11%*	119 *18%*	80 *15%*	1 *77%*	* *100%*	- -
Tend/definitely disagree (Net)	**765** **24%**	**110** **32%**	**173** **21%**	**171** **36%**	**121** **34%**	**120** **18%**	**70** **13%**	***** **23%**	**-** **-**	**-** **-**
Tend to disagree (2)	389 *12%*	43 *12%*	97 *12%*	84 *18%*	47 *13%*	77 *11%*	41 *8%*	* *23%*	- -	- -
Definitely disagree (1)	376 *12%*	67 *19%*	77 *9%*	87 *19%*	73 *21%*	42 *6%*	29 *6%*	- -	- -	- -
Not applicable	59 *2%*	15 *4%*	13 *2%*	14 *3%*	10 *3%*	2 ***	6 *1%*	- -	- -	- -
Don't know	74 *2%*	13 *4%*	7 *1%*	18 *4%*	6 *2%*	9 *1%*	21 *4%*	- -	- -	- -
Mean Score	**3.56**	**3.26**	**3.63**	**3.18**	**3.27**	**3.73**	**3.93**	**2.77**	**3.00**	**4.00**
Standard Deviation	**1.38**	**1.52**	**1.30**	**1.51**	**1.56**	**1.22**	**1.21**	**-**	**-**	**-**
Standard Error	**0.026**	**0.080**	**0.050**	**0.069**	**0.080**	**0.049**	**0.062**	**-**	**-**	**-**

Fieldwork : 16th November 2009 - May 2010

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Table 50   **Page 63**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24k. Agreement with k) If I could, I would gladly do without a car

Base : Own/use a car

| | Total | | | Car Owners | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree (Net)	**849** **26%**	**78** **22%**	**196** **23%**	**128** **27%**	**74** **21%**	**289** **43%**	**80** **15%**	**1** **70%**	***** **100%**	**2** **100%**
Definitely agree (5)	341 11%	34 10%	80 10%	53 11%	31 9%	118 18%	24 5%	- -	- -	- -
Tend to agree (4)	508 16%	44 13%	116 14%	75 16%	43 12%	171 25%	56 11%	1 70%	* 100%	2 100%
Neither agree nor disagree (3)	380 12%	35 10%	125 15%	44 9%	35 10%	94 14%	48 9%	- -	- -	- -
Tend/definitely disagree (Net)	**1940** **61%**	**225** **65%**	**503** **60%**	**293** **63%**	**240** **68%**	**285** **42%**	**394** **76%**	**1** **30%**	**-** **-**	**-** **-**
Tend to disagree (2)	824 26%	77 22%	237 28%	129 28%	85 24%	160 24%	135 26%	- -	- -	- -
Definitely disagree (1)	1116 35%	147 42%	265 32%	164 35%	155 44%	125 18%	259 50%	1 30%	- -	- -
Not applicable	31 1%	10 3%	13 2%	1 *	3 1%	5 1%	- -	- -	- -	- -
Don't know	6 *	1 *	- -	2 *	1 *	3 *	- -	- -	- -	- -
Mean Score	**2.41**	**2.23**	**2.40**	**2.41**	**2.17**	**3.00**	**1.95**	**3.11**	**4.00**	**4.00**
Standard Deviation	**1.38**	**1.38**	**1.32**	**1.40**	**1.35**	**1.40**	**1.20**	**-**	**-**	**-**
Standard Error	**0.025**	**0.071**	**0.051**	**0.062**	**0.068**	**0.056**	**0.060**	**-**	**-**	**-**

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Table 51   **Page 64**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24l. Agreement with l) I couldn't manage without a car

Base : Own/use a car

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
					Car Owners				Non owners	
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree (Net)	**2094** **65%**	**239** **69%**	**455** **54%**	**267** **57%**	**228** **65%**	**475** **70%**	**427** **82%**	**1** **53%**	**-** **-**	**2** **100%**
Definitely agree (5)	1317 *41%*	164 *47%*	249 *30%*	170 *36%*	138 *39%*	275 *41%*	320 *61%*	- -	- -	- -
Tend to agree (4)	777 *24%*	75 *22%*	206 *25%*	98 *21%*	90 *25%*	200 *30%*	106 *20%*	1 *53%*	- -	2 *100%*
Neither agree nor disagree (3)	252 *8%*	12 *4%*	92 *11%*	43 *9%*	25 *7%*	51 *8%*	28 *5%*	- -	- -	- -
Tend/definitely disagree (Net)	**829** **26%**	**87** **25%**	**279** **33%**	**157** **33%**	**95** **27%**	**149** **22%**	**61** **12%**	**1** **47%**	*** **100%**	**-** **-**
Tend to disagree (2)	509 *16%*	46 *13%*	164 *20%*	101 *22%*	65 *18%*	99 *15%*	35 *7%*	- -	- -	- -
Definitely disagree (1)	319 *10%*	40 *12%*	115 *14%*	56 *12%*	31 *9%*	50 *7%*	26 *5%*	1 *47%*	* *100%*	- -
Not applicable	19 *1%*	8 *2%*	10 *1%*	- -	1 ***	1 ***	- -	- -	- -	- -
Don't know	11 ***	2 ***	- -	1 ***	2 *1%*	- -	7 *1%*	- -	- -	- -
Mean Score	**3.71**	**3.82**	**3.37**	**3.48**	**3.69**	**3.82**	**4.28**	**2.58**	**1.00**	**4.00**
Standard Deviation	**1.40**	**1.45**	**1.44**	**1.46**	**1.38**	**1.30**	**1.15**	**-**	**-**	**-**
Standard Error	**0.026**	**0.074**	**0.055**	**0.065**	**0.070**	**0.052**	**0.058**	**-**	**-**	**-**

Table 52   **Page 65**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24m. Agreement with m) I would like to own a larger or faster car

Base : Own/use a car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3025	389	681	511	398	641	400	3	1	1
Weighted base	3206	348	836	468	352	676	522	2	*	2
Definitely/tend agree	**605**	**16**	**283**	**41**	**18**	**80**	**165**	**-**	**-**	**2**
(Net)	*19%*	*5%*	*34%*	*9%*	*5%*	*12%*	*32%*	*-*	*-*	*100%*
Definitely agree (5)	261	9	117	20	7	25	83	-	-	-
	8%	*3%*	*14%*	*4%*	*2%*	*4%*	*16%*	*-*	*-*	*-*
Tend to agree (4)	344	7	166	21	11	55	82	-	-	2
	11%	*2%*	*20%*	*4%*	*3%*	*8%*	*16%*	*-*	*-*	*100%*
Neither agree nor	486	32	158	33	40	82	141	-	*	-
disagree (3)	*15%*	*9%*	*19%*	*7%*	*11%*	*12%*	*27%*	*-*	*100%*	*-*
Tend/definitely disagree	**2057**	**286**	**366**	**388**	**289**	**512**	**215**	**2**	**-**	**-**
(Net)	*64%*	*82%*	*44%*	*83%*	*82%*	*76%*	*41%*	*100%*	*-*	*-*
Tend to disagree (2)	775	71	162	126	82	224	110	-	-	-
	24%	*20%*	*19%*	*27%*	*23%*	*33%*	*21%*	*-*	*-*	*-*
Definitely disagree	1282	215	203	261	208	288	104	2	-	-
(1)	*40%*	*62%*	*24%*	*56%*	*59%*	*43%*	*20%*	*100%*	*-*	*-*
Not applicable	50	13	28	6	1	2	1	-	-	-
	2%	*4%*	*3%*	*1%*	***	***	***	*-*	*-*	*-*
Don't know	8	1	2	*	4	-	-	-	-	-
	***	***	***	***	*1%*	*-*	*-*	*-*	*-*	*-*
Mean Score	**2.21**	**1.58**	**2.79**	**1.73**	**1.64**	**1.97**	**2.86**	**1.00**	**3.00**	**4.00**
Standard Deviation	**1.30**	**0.95**	**1.40**	**1.07**	**0.94**	**1.10**	**1.34**	**-**	**-**	**-**
Standard Error	**0.024**	**0.049**	**0.054**	**0.048**	**0.048**	**0.043**	**0.067**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24n. Agreement with n) It's usually quicker for me to get to work by car than use public transport

Base : Work and go to the same place of work at least twice a week and own/use a car

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1434	62	414	178	84	452	242	-	1	1
Weighted base	1603	63	485	182	76	472	323	-	*	2
Definitely/tend agree (Net)	**1247** **78%**	**40** **64%**	**367** **76%**	**147** **81%**	**53** **70%**	**343** **73%**	**294** **91%**	**-** **-**	**-** **-**	**2** **100%**
Definitely agree (5)	1006 63%	36 57%	290 60%	113 62%	47 61%	275 58%	245 76%	- -	- -	- -
Tend to agree (4)	242 15%	5 7%	77 16%	35 19%	6 8%	68 15%	48 15%	- -	- -	2 100%
Neither agree nor disagree (3)	68 4%	3 5%	27 6%	7 4%	3 3%	25 5%	3 1%	- -	- -	- -
Tend/definitely disagree (Net)	**255** **16%**	**13** **21%**	**84** **17%**	**21** **12%**	**16** **21%**	**98** **21%**	**22** **7%**	**-** **-**	***** **100%**	**-** **-**
Tend to disagree (2)	81 5%	1 2%	37 8%	12 7%	3 4%	24 5%	4 1%	- -	- -	- -
Definitely disagree (1)	174 11%	12 19%	47 10%	9 5%	13 17%	74 16%	17 5%	- -	* 100%	- -
Not applicable	28 2%	6 9%	6 1%	3 2%	4 5%	6 1%	4 1%	- -	- -	- -
Don't know	6 *	1 2%	- -	3 2%	1 1%	- -	1 *	- -	- -	- -
Mean Score	**4.16**	**3.91**	**4.10**	**4.31**	**3.98**	**3.96**	**4.57**	**-**	**1.00**	**4.00**
Standard Deviation	**1.36**	**1.64**	**1.36**	**1.16**	**1.59**	**1.51**	**1.00**	**-**	**-**	**-**
Standard Error	**0.036**	**0.216**	**0.067**	**0.089**	**0.179**	**0.072**	**0.065**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24o. Agreement with o) I enjoy driving on my own

Base : Hold car driving licence and own/use a car and driver

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2543	268	472	443	356	618	384	2	-	-
Weighted base	2580	216	523	405	301	644	490	1	-	-
Definitely/tend agree (Net)	**1669** **65%**	**136** **63%**	**377** **72%**	**233** **57%**	**197** **65%**	**371** **58%**	**356** **73%**	**-** **-**	**-** **-**	**-** **-**
Definitely agree (5)	892 *35%*	70 *33%*	215 *41%*	109 *27%*	114 *38%*	172 *27%*	211 *43%*	- -	- -	- -
Tend to agree (4)	777 *30%*	66 *31%*	161 *31%*	124 *31%*	83 *28%*	199 *31%*	144 *29%*	- -	- -	- -
Neither agree nor disagree (3)	527 *20%*	35 *16%*	92 *18%*	80 *20%*	56 *19%*	165 *26%*	99 *20%*	1 *39%*	- -	- -
Tend/definitely disagree (Net)	**376** **15%**	**43** **20%**	**51** **10%**	**91** **22%**	**48** **16%**	**107** **17%**	**35** **7%**	**1** **61%**	**-** **-**	**-** **-**
Tend to disagree (2)	243 *9%*	28 *13%*	33 *6%*	58 *14%*	33 *11%*	70 *11%*	20 *4%*	1 *61%*	- -	- -
Definitely disagree (1)	133 *5%*	15 *7%*	18 *3%*	33 *8%*	15 *5%*	37 *6%*	16 *3%*	- -	- -	- -
Not applicable	2 *	1 *	- -	1 *	- -	* *	- -	- -	- -	- -
Don't know	6 *	1 *	3 *1%*	1 *	- -	1 *	- -	- -	- -	- -
Mean Score	**3.80**	**3.70**	**4.01**	**3.54**	**3.82**	**3.62**	**4.05**	**2.39**	**-**	**-**
Standard Deviation	**1.16**	**1.24**	**1.08**	**1.25**	**1.19**	**1.16**	**1.04**	**-**	**-**	**-**
Standard Error	**0.023**	**0.076**	**0.050**	**0.060**	**0.063**	**0.047**	**0.053**	**-**	**-**	**-**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24p. Agreement with p) If I could, I would prefer to drive less than I do

Base : Hold car driving licence and own/use a car and driver

		Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2543	268	472	443	356	618	384	2	-	-
Weighted base	2580	216	523	405	301	644	490	1	-	-
Definitely/tend agree (Net)	**1202** *47%*	**78** *36%*	**226** *43%*	**188** *46%*	**104** *35%*	**390** *61%*	**216** *44%*	**-** **-**	**-** **-**	**-** **-**
Definitely agree (5)	415 *16%*	26 *12%*	70 *13%*	64 *16%*	32 *11%*	154 *24%*	69 *14%*	- -	- -	- -
Tend to agree (4)	787 *30%*	52 *24%*	156 *30%*	124 *31%*	72 *24%*	236 *37%*	147 *30%*	- -	- -	- -
Neither agree nor disagree (3)	508 *20%*	38 *18%*	119 *23%*	61 *15%*	59 *20%*	117 *18%*	112 *23%*	1 *100%*	- -	- -
Tend/definitely disagree (Net)	**851** *33%*	**98** *46%*	**175** *33%*	**143** *35%*	**136** *45%*	**137** *21%*	**162** *33%*	**-** **-**	**-** **-**	**-** **-**
Tend to disagree (2)	498 *19%*	49 *23%*	93 *18%*	80 *20%*	83 *28%*	89 *14%*	104 *21%*	- -	- -	- -
Definitely disagree (1)	353 *14%*	49 *23%*	82 *16%*	63 *16%*	53 *17%*	48 *7%*	58 *12%*	- -	- -	- -
Not applicable	13 *1%*	2 *1%*	2 ***	9 *2%*	- -	* *	- -	- -	- -	- -
Don't know	6 ***	- -	1 ***	3 *1%*	1 ***	- -	- -	- -	- -	- -
Mean Score	**3.16**	**2.80**	**3.07**	**3.12**	**2.83**	**3.56**	**3.13**	**3.00**	**-**	**-**
Standard Deviation	**1.29**	**1.36**	**1.28**	**1.34**	**1.28**	**1.20**	**1.24**	**-**	**-**	**-**
Standard Error	**0.026**	**0.083**	**0.059**	**0.065**	**0.068**	**0.048**	**0.063**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24q. Agreement with q) I tend to buy the same brand of car (e.g. Ford Toyota)

Base : Own/use a car and make car purchasing decisions

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2540	308	463	450	361	581	374	1	1	1
Weighted base	2569	262	512	406	314	597	474	1	*	2
Definitely/tend agree (Net)	**898** *35%*	**105** *40%*	**151** *29%*	**173** *43%*	**154** *49%*	**178** *30%*	**136** *29%*	**1** *100%*	**-** **-**	**2** *100%*
Definitely agree (5)	342 *13%*	49 *19%*	54 *11%*	79 *19%*	70 *22%*	48 *8%*	40 *8%*	1 *100%*	- -	- -
Tend to agree (4)	557 *22%*	56 *21%*	96 *19%*	94 *23%*	83 *27%*	130 *22%*	96 *20%*	- -	- -	2 *100%*
Neither agree nor disagree (3)	488 *19%*	45 *17%*	118 *23%*	54 *13%*	45 *14%*	131 *22%*	94 *20%*	- -	* *100%*	- -
Tend/definitely disagree (Net)	**1148** *45%*	**107** *41%*	**235** *46%*	**173** *43%*	**107** *34%*	**286** *48%*	**240** *51%*	**-** **-**	**-** **-**	**-** **-**
Tend to disagree (2)	595 *23%*	54 *21%*	122 *24%*	85 *21%*	57 *18%*	154 *26%*	122 *26%*	- -	- -	- -
Definitely disagree (1)	554 *22%*	53 *20%*	113 *22%*	88 *22%*	50 *16%*	132 *22%*	117 *25%*	- -	- -	- -
Not applicable	29 *1%*	4 *2%*	9 *2%*	5 *1%*	7 *2%*	2 ***	2 ***	- -	- -	- -
Don't know	5 ***	- -	- -	1 ***	1 ***	- -	3 *1%*	- -	- -	- -
Mean Score	**2.82**	**2.98**	**2.72**	**2.98**	**3.22**	**2.68**	**2.61**	**5.00**	**3.00**	**4.00**
Standard Deviation	**1.35**	**1.42**	**1.30**	**1.46**	**1.41**	**1.26**	**1.29**	**-**	**-**	**-**
Standard Error	**0.027**	**0.082**	**0.061**	**0.069**	**0.075**	**0.052**	**0.067**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24r. Agreement with r) I tend to buy the same type / size of car (e.g. small car family estate sports car)

Base : Own/use a car and make car purchasing decisions

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2540	308	463	450	361	581	374	1	1	1
Weighted base	2569	262	512	406	314	597	474	1	*	2
Definitely/tend agree (Net)	**1518** *59%*	**171** *65%*	**250** *49%*	**254** *63%*	**234** *75%*	**350** *59%*	**255** *54%*	**1** *100%*	**-** *-*	**2** *100%*
Definitely agree (5)	538 *21%*	59 *23%*	89 *17%*	95 *23%*	114 *36%*	100 *17%*	80 *17%*	- -	- -	- -
Tend to agree (4)	980 *38%*	112 *43%*	161 *31%*	159 *39%*	120 *38%*	251 *42%*	175 *37%*	1 *100%*	- -	2 *100%*
Neither agree nor disagree (3)	399 *16%*	27 *10%*	105 *21%*	38 *9%*	36 *11%*	108 *18%*	83 *18%*	- -	* *100%*	- -
Tend/definitely disagree (Net)	**607** *24%*	**58** *22%*	**142** *28%*	**106** *26%*	**37** *12%*	**134** *22%*	**129** *27%*	**-** *-*	**-** *-*	**-** *-*
Tend to disagree (2)	366 *14%*	35 *13%*	81 *16%*	57 *14%*	26 *8%*	94 *16%*	72 *15%*	- -	- -	- -
Definitely disagree (1)	241 *9%*	24 *9%*	61 *12%*	49 *12%*	11 *3%*	39 *7%*	57 *12%*	- -	- -	- -
Not applicable	32 *1%*	5 *2%*	14 *3%*	5 *1%*	3 *1%*	3 ***	2 ***	- -	- -	- -
Don't know	13 *1%*	- -	1 ***	3 *1%*	3 *1%*	2 ***	4 *1%*	- -	- -	- -
Mean Score	**3.48**	**3.58**	**3.27**	**3.49**	**3.98**	**3.47**	**3.32**	**4.00**	**3.00**	**4.00**
Standard Deviation	**1.24**	**1.24**	**1.27**	**1.33**	**1.07**	**1.14**	**1.27**	**-**	**-**	**-**
Standard Error	**0.025**	**0.071**	**0.060**	**0.063**	**0.057**	**0.048**	**0.066**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B24. Standard summary table

Base : All Respondents

	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	e) I enjoy driving	f) I find driving stressful	g) Not having a car has seriously damaged my career / job prospects	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	n) It's usually quicker for me to get to work by car than use public transport	o) I enjoy driving on my own	p) If I could, I would prefer to drive less than I do	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)
Unweighted base	3923	3923	3923	3923	2781	2781	898	3025	3025	3025	3025	3025	3025	1434	2543	2543	2540	2540
Weighted base	3923	3923	3923	3923	2823	2823	717	3206	3206	3206	3206	3206	3206	1603	2580	2580	2569	2569
Definitely/tend agree (Net)	**2009** *51%*	**788** *20%*	**2115** *54%*	**2675** *68%*	**2055** *73%*	**882** *31%*	**149** *21%*	**1331** *42%*	**1661** *52%*	**1831** *57%*	**849** *26%*	**2094** *65%*	**605** *19%*	**1247** *78%*	**1669** *65%*	**1202** *47%*	**898** *35%*	**1518** *59%*
Definitely agree (5)	512 *13%*	221 *6%*	846 *22%*	1395 *36%*	1172 *42%*	280 *10%*	61 *9%*	903 *28%*	997 *31%*	1025 *32%*	341 *11%*	1317 *41%*	261 *8%*	1006 *63%*	892 *35%*	415 *16%*	342 *13%*	538 *21%*
Tend to agree (4)	1497 *38%*	567 *14%*	1269 *32%*	1280 *33%*	884 *31%*	602 *21%*	87 *12%*	428 *13%*	664 *21%*	806 *25%*	508 *16%*	777 *24%*	344 *11%*	242 *15%*	777 *30%*	787 *30%*	557 *22%*	980 *38%*
Neither agree nor disagree (3)	806 *21%*	951 *24%*	758 *19%*	572 *15%*	366 *13%*	486 *17%*	63 *9%*	341 *11%*	347 *11%*	478 *15%*	380 *12%*	252 *8%*	486 *15%*	68 *4%*	527 *20%*	508 *20%*	488 *19%*	399 *16%*
Tend/definitely disagree (Net)	**1057** *27%*	**2149** *55%*	**1018** *26%*	**655** *17%*	**381** *13%*	**1427** *51%*	**399** *56%*	**1067** *33%*	**1174** *37%*	**765** *24%*	**1940** *61%*	**829** *26%*	**2057** *64%*	**255** *16%*	**376** *15%*	**851** *33%*	**1148** *45%*	**607** *24%*
Tend to disagree (2)	646 *16%*	1046 *27%*	628 *16%*	454 *12%*	236 *8%*	747 *26%*	114 *16%*	411 *13%*	683 *21%*	389 *12%*	824 *26%*	509 *16%*	775 *24%*	81 *5%*	243 *9%*	498 *19%*	595 *23%*	366 *14%*
Definitely disagree (1)	411 *10%*	1103 *28%*	390 *10%*	201 *5%*	145 *5%*	680 *24%*	285 *40%*	655 *20%*	491 *15%*	376 *12%*	1116 *35%*	319 *10%*	1282 *40%*	174 *11%*	133 *5%*	353 *14%*	554 *22%*	241 *9%*
Not applicable	7 *	11 *	9 *	7 *	18 *1%*	23 *1%*	104 *14%*	460 *14%*	11 *	59 *2%*	31 *1%*	19 *1%*	50 *2%*	28 *2%*	2 *	13 *1%*	29 *1%*	32 *1%*
Don't know	44 *1%*	24 *1%*	22 *1%*	13 *	3 *	5 *	3 *	7 *	13 *	74 *2%*	6 *	11 *	8 *	6 *	6 *	6 *	5 *	13 *1%*
Mean Score	**3.27**	**2.42**	**3.40**	**3.82**	**3.96**	**2.66**	**2.22**	**3.19**	**3.31**	**3.56**	**2.41**	**3.71**	**2.21**	**4.16**	**3.80**	**3.16**	**2.82**	**3.48**
Standard Deviation	**1.20**	**1.20**	**1.26**	**1.18**	**1.16**	**1.32**	**1.41**	**1.60**	**1.48**	**1.38**	**1.38**	**1.40**	**1.30**	**1.36**	**1.16**	**1.29**	**1.35**	**1.24**
Standard Error	**0.019**	**0.019**	**0.020**	**0.019**	**0.022**	**0.025**	**0.053**	**0.032**	**0.027**	**0.026**	**0.025**	**0.026**	**0.024**	**0.036**	**0.023**	**0.026**	**0.027**	**0.025**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B28. Length of time to walk from home to nearest bus stop or place to get bus

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
2 minutes or less	1688	101	454	186	110	296	191	78	172	102
	43%	29%	54%	40%	31%	44%	37%	32%	62%	50%
3-4 minutes	655	57	135	85	61	111	73	44	50	41
	17%	16%	16%	18%	17%	16%	14%	18%	18%	20%
5-6 minutes	831	76	151	101	98	159	106	61	39	40
	21%	22%	18%	22%	28%	23%	20%	25%	14%	20%
7-13 minutes	405	53	49	53	51	65	68	37	13	16
	10%	15%	6%	11%	15%	10%	13%	15%	5%	8%
14-26 minutes	172	31	19	24	14	29	34	16	2	3
	4%	9%	2%	5%	4%	4%	7%	6%	1%	1%
27-43 minutes	46	8	9	7	7	5	10	1	-	-
	1%	2%	1%	1%	2%	1%	2%	1%	-	-
44 minutes or longer	60	17	5	6	9	3	19	1	-	-
	2%	5%	1%	1%	2%	*	4%	1%	-	-
Don't know	65	6	15	6	2	9	20	5	*	*
	2%	2%	2%	1%	1%	1%	4%	2%	*	*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B29. Frequency of buses from nearest bus stop during the day

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Less than one a day	30	5	2	5	8	3	6	1	1	-
	1%	1%	*	1%	2%	*	1%	*	*	-
At least one a day	273	31	38	30	51	45	61	8	5	3
	7%	9%	5%	6%	14%	7%	12%	3%	2%	2%
At least one an hour	528	47	85	86	65	99	80	37	12	15
	13%	14%	10%	18%	18%	15%	15%	15%	4%	7%
At least one every half-hour	898	88	191	107	82	148	113	70	43	56
	23%	25%	23%	23%	23%	22%	22%	29%	15%	28%
Or, at least one every quarter of an hour	1423	95	372	156	80	216	78	105	198	123
	36%	27%	44%	33%	23%	32%	15%	43%	72%	61%
Don't know	771	81	148	84	67	164	183	23	17	4
	20%	23%	18%	18%	19%	24%	35%	9%	6%	2%

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B30. How frequently do you use an ordinary bus?

Base : All Respondents

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
At least once a week (Net)	**1127** *29%*	**69** *20%*	**237** *28%*	**108** *23%*	**84** *24%*	**111** *16%*	**30** *6%*	**143** *59%*	**189** *69%*	**154** *77%*
At least once a day	350 *9%*	16 *5%*	84 *10%*	13 *3%*	6 *2%*	17 *3%*	11 *2%*	36 *15%*	97 *35%*	70 *35%*
Less than once a day, but at least 3 times a week	309 *8%*	15 *4%*	59 *7%*	29 *6%*	24 *7%*	35 *5%*	6 *1%*	58 *24%*	38 *14%*	46 *23%*
Once or twice a week	467 *12%*	39 *11%*	94 *11%*	65 *14%*	55 *16%*	59 *9%*	14 *3%*	49 *20%*	54 *20%*	38 *19%*
Less than that but more than twice a month	140 *4%*	8 *2%*	36 *4%*	16 *3%*	17 *5%*	23 *3%*	11 *2%*	7 *3%*	15 *5%*	7 *4%*
Once or twice a month	401 *10%*	37 *11%*	89 *11%*	52 *11%*	62 *18%*	57 *8%*	32 *6%*	14 *6%*	32 *12%*	26 *13%*
Less than that but more than twice a year	250 *6%*	21 *6%*	57 *7%*	24 *5%*	26 *7%*	65 *10%*	34 *6%*	11 *5%*	10 *4%*	3 *2%*
Once or twice a year	464 *12%*	24 *7%*	107 *13%*	64 *14%*	39 *11%*	123 *18%*	80 *15%*	11 *5%*	12 *4%*	2 *1%*
Less than that or never	1541 *39%*	189 *54%*	309 *37%*	205 *44%*	123 *35%*	296 *44%*	335 *64%*	58 *24%*	18 *6%*	8 *4%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2059** *52%*	**199** *57%*	**422** *50%*	**297** *63%*	**203** *58%*	**268** *40%*	**269** *52%*	**151** *62%*	**114** *42%*	**134** *67%*
Definitely agree (5)	839 *21%*	91 *26%*	179 *21%*	125 *27%*	74 *21%*	83 *12%*	108 *21%*	74 *30%*	35 *13%*	70 *35%*
Tend to agree (4)	1220 *31%*	109 *31%*	243 *29%*	172 *37%*	129 *37%*	185 *27%*	161 *31%*	77 *32%*	79 *29%*	64 *32%*
Neither agree nor disagree (3)	862 *22%*	74 *21%*	204 *24%*	71 *15%*	67 *19%*	169 *25%*	130 *25%*	36 *15%*	86 *31%*	25 *12%*
Tend/definitely disagree (Net)	**936** *24%*	**61** *18%*	**197** *24%*	**96** *21%*	**74** *21%*	**233** *35%*	**117** *22%*	**42** *17%*	**74** *27%*	**40** *20%*
Tend to disagree (2)	544 *14%*	37 *11%*	105 *13%*	61 *13%*	38 *11%*	146 *22%*	66 *13%*	25 *10%*	36 *13%*	30 *15%*
Definitely disagree (1)	392 *10%*	24 *7%*	92 *11%*	36 *8%*	36 *10%*	87 *13%*	51 *10%*	18 *7%*	39 *14%*	10 *5%*
Not applicable	22 *1%*	4 *1%*	3 ***	1 ***	3 *1%*	5 *1%*	3 *1%*	3 *1%*	- -	- -
Don't know	44 *1%*	10 *3%*	10 *1%*	3 *1%*	4 *1%*	1 ***	2 ***	10 *4%*	1 ***	2 *1%*
Mean Score	**3.41**	**3.61**	**3.38**	**3.63**	**3.49**	**3.05**	**3.40**	**3.72**	**3.14**	**3.77**
Standard Deviation	**1.25**	**1.20**	**1.26**	**1.22**	**1.24**	**1.23**	**1.23**	**1.24**	**1.22**	**1.23**
Standard Error	**0.020**	**0.062**	**0.049**	**0.055**	**0.063**	**0.049**	**0.062**	**0.064**	**0.076**	**0.078**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31b. Agreement with b) I would only travel by bus if I had no other choice

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2335** **60%**	**223** **64%**	**553** **66%**	**289** **62%**	**173** **49%**	**368** **54%**	**391** **75%**	**99** **41%**	**118** **43%**	**121** **60%**
Definitely agree (5)	1241 32%	142 41%	303 36%	139 30%	95 27%	174 26%	223 43%	52 21%	46 17%	67 33%
Tend to agree (4)	1093 28%	82 23%	250 30%	150 32%	77 22%	195 29%	168 32%	47 19%	72 26%	53 26%
Neither agree nor disagree (3)	367 9%	25 7%	73 9%	49 10%	35 10%	67 10%	59 11%	15 6%	27 10%	16 8%
Tend/definitely disagree (Net)	**1174** **30%**	**89** **26%**	**206** **25%**	**125** **27%**	**140** **40%**	**238** **35%**	**63** **12%**	**120** **49%**	**131** **48%**	**63** **31%**
Tend to disagree (2)	673 17%	42 12%	131 16%	77 16%	63 18%	167 25%	50 10%	51 21%	60 22%	31 15%
Definitely disagree (1)	502 13%	47 14%	75 9%	48 10%	77 22%	71 10%	12 2%	69 28%	71 26%	32 16%
Not applicable	39 1%	8 2%	3 *	6 1%	3 1%	3 *	8 1%	9 4%	- -	- -
Don't know	8 *	2 *	1 *	- -	2 *	* *	2 *	* *	- -	2 1%
Mean Score	**3.49**	**3.68**	**3.69**	**3.55**	**3.15**	**3.35**	**4.05**	**2.84**	**2.86**	**3.46**
Standard Deviation	**1.42**	**1.47**	**1.34**	**1.34**	**1.54**	**1.37**	**1.08**	**1.57**	**1.47**	**1.49**
Standard Error	**0.023**	**0.076**	**0.052**	**0.060**	**0.078**	**0.054**	**0.054**	**0.080**	**0.092**	**0.094**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1995** *51%*	**85** *24%*	**500** *60%*	**216** *46%*	**175** *50%*	**462** *68%*	**261** *50%*	**66** *27%*	**138** *50%*	**94** *46%*
Definitely agree (5)	935 *24%*	33 *9%*	226 *27%*	96 *21%*	64 *18%*	245 *36%*	116 *22%*	26 *11%*	72 *26%*	56 *28%*
Tend to agree (4)	1061 *27%*	52 *15%*	273 *33%*	120 *26%*	110 *31%*	216 *32%*	145 *28%*	40 *16%*	66 *24%*	38 *19%*
Neither agree nor disagree (3)	588 *15%*	35 *10%*	127 *15%*	75 *16%*	52 *15%*	85 *13%*	105 *20%*	25 *10%*	51 *19%*	32 *16%*
Tend/definitely disagree (Net)	**1253** *32%*	**200** *57%*	**207** *25%*	**167** *36%*	**118** *34%*	**126** *19%*	**143** *27%*	**131** *54%*	**86** *31%*	**75** *37%*
Tend to disagree (2)	603 *15%*	55 *16%*	106 *13%*	92 *20%*	53 *15%*	93 *14%*	92 *18%*	36 *15%*	34 *12%*	43 *21%*
Definitely disagree (1)	650 *17%*	145 *42%*	101 *12%*	75 *16%*	65 *19%*	33 *5%*	52 *10%*	95 *39%*	52 *19%*	32 *16%*
Not applicable	73 *2%*	28 *8%*	3 ***	5 *1%*	5 *1%*	3 ***	9 *2%*	20 *8%*	- -	- -
Don't know	14 ***	- -	- -	4 *1%*	2 *1%*	1 ***	3 *1%*	2 *1%*	- -	1 *1%*
Mean Score	**3.27**	**2.29**	**3.50**	**3.15**	**3.16**	**3.81**	**3.36**	**2.40**	**3.26**	**3.21**
Standard Deviation	**1.42**	**1.44**	**1.33**	**1.39**	**1.40**	**1.21**	**1.29**	**1.47**	**1.45**	**1.46**
Standard Error	**0.023**	**0.076**	**0.051**	**0.062**	**0.071**	**0.048**	**0.065**	**0.078**	**0.091**	**0.092**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31d. Agreement with d) I find travelling by bus is expensive

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1696** *43%*	**94** *27%*	**495** *59%*	**171** *36%*	**84** *24%*	**337** *50%*	**182** *35%*	**49** *20%*	**139** *51%*	**144** *72%*
Definitely agree (5)	887 *23%*	55 *16%*	265 *32%*	70 *15%*	46 *13%*	159 *23%*	109 *21%*	24 *10%*	64 *23%*	94 *47%*
Tend to agree (4)	809 *21%*	39 *11%*	231 *28%*	100 *21%*	37 *11%*	179 *26%*	74 *14%*	25 *10%*	75 *27%*	50 *25%*
Neither agree nor disagree (3)	637 *16%*	48 *14%*	137 *16%*	55 *12%*	51 *15%*	132 *20%*	160 *31%*	19 *8%*	24 *9%*	9 *5%*
Tend/definitely disagree (Net)	**1208** *31%*	**146** *42%*	**164** *20%*	**179** *38%*	**157** *45%*	**161** *24%*	**115** *22%*	**134** *55%*	**109** *39%*	**44** *22%*
Tend to disagree (2)	506 *13%*	35 *10%*	96 *11%*	58 *12%*	32 *9%*	109 *16%*	79 *15%*	18 *8%*	48 *17%*	30 *15%*
Definitely disagree (1)	702 *18%*	111 *32%*	68 *8%*	121 *26%*	125 *36%*	51 *8%*	36 *7%*	115 *47%*	61 *22%*	14 *7%*
Not applicable	175 *4%*	42 *12%*	5 *1%*	24 *5%*	31 *9%*	14 *2%*	24 *5%*	32 *13%*	2 *1%*	3 *1%*
Don't know	207 *5%*	18 *5%*	35 *4%*	40 *9%*	28 *8%*	32 *5%*	41 *8%*	9 *4%*	1 ***	1 *1%*
Mean Score	**3.19**	**2.63**	**3.66**	**2.86**	**2.48**	**3.45**	**3.31**	**2.13**	**3.12**	**3.92**
Standard Deviation	**1.46**	**1.56**	**1.28**	**1.51**	**1.52**	**1.26**	**1.23**	**1.50**	**1.51**	**1.33**
Standard Error	**0.025**	**0.088**	**0.050**	**0.072**	**0.083**	**0.052**	**0.065**	**0.083**	**0.096**	**0.085**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1463** *37%*	**142** *41%*	**216** *26%*	**212** *45%*	**175** *50%*	**233** *34%*	**80** *15%*	**169** *69%*	**134** *49%*	**102** *51%*
Definitely agree (5)	490 *12%*	45 *13%*	58 *7%*	66 *14%*	65 *18%*	61 *9%*	18 *3%*	83 *34%*	55 *20%*	40 *20%*
Tend to agree (4)	972 *25%*	97 *28%*	159 *19%*	146 *31%*	110 *31%*	172 *25%*	62 *12%*	86 *35%*	79 *29%*	62 *31%*
Neither agree nor disagree (3)	888 *23%*	61 *18%*	193 *23%*	108 *23%*	89 *25%*	169 *25%*	148 *28%*	22 *9%*	64 *23%*	33 *16%*
Tend/definitely disagree (Net)	**1470** *37%*	**127** *36%*	**416** *50%*	**128** *27%*	**80** *23%*	**268** *40%*	**265** *51%*	**44** *18%*	**78** *28%*	**65** *32%*
Tend to disagree (2)	702 *18%*	54 *16%*	182 *22%*	56 *12%*	43 *12%*	150 *22%*	115 *22%*	21 *9%*	48 *17%*	33 *16%*
Definitely disagree (1)	769 *20%*	72 *21%*	234 *28%*	72 *15%*	37 *11%*	118 *17%*	150 *29%*	23 *9%*	30 *11%*	32 *16%*
Not applicable	72 *2%*	15 *4%*	7 *1%*	12 *2%*	6 *2%*	4 *1%*	20 *4%*	9 *4%*	-	-
Don't know	31 *1%*	3 *1%*	5 *1%*	8 *2%*	3 *1%*	2 ***	9 *2%*	-	-	2 *1%*
Mean Score	**2.93**	**2.96**	**2.54**	**3.17**	**3.36**	**2.86**	**2.36**	**3.79**	**3.30**	**3.23**
Standard Deviation	**1.32**	**1.37**	**1.27**	**1.29**	**1.23**	**1.24**	**1.14**	**1.28**	**1.27**	**1.37**
Standard Error	**0.021**	**0.072**	**0.049**	**0.058**	**0.063**	**0.049**	**0.058**	**0.065**	**0.080**	**0.087**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31f. Agreement with f) I find travelling by bus stressful

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1266** *32%*	**119** *34%*	**362** *43%*	**96** *21%*	**53** *15%*	**188** *28%*	**178** *34%*	**59** *24%*	**100** *36%*	**110** *55%*
Definitely agree (5)	532 *14%*	68 *20%*	165 *20%*	26 *5%*	20 *6%*	60 *9%*	90 *17%*	24 *10%*	31 *11%*	48 *24%*
Tend to agree (4)	733 *19%*	51 *15%*	197 *24%*	70 *15%*	33 *9%*	128 *19%*	88 *17%*	35 *14%*	69 *25%*	62 *31%*
Neither agree nor disagree (3)	702 *18%*	46 *13%*	157 *19%*	77 *17%*	59 *17%*	145 *21%*	129 *25%*	21 *9%*	40 *15%*	27 *13%*
Tend/definitely disagree (Net)	**1804** *46%*	**159** *46%*	**302** *36%*	**270** *58%*	**217** *62%*	**329** *49%*	**173** *33%*	**155** *64%*	**135** *49%*	**64** *32%*
Tend to disagree (2)	923 *24%*	58 *17%*	169 *20%*	150 *32%*	81 *23%*	200 *30%*	116 *22%*	55 *23%*	59 *21%*	37 *18%*
Definitely disagree (1)	881 *22%*	101 *29%*	132 *16%*	120 *26%*	137 *39%*	130 *19%*	58 *11%*	100 *41%*	77 *28%*	27 *13%*
Not applicable	85 *2%*	15 *4%*	7 *1%*	12 *3%*	12 *3%*	10 *1%*	21 *4%*	7 *3%*	-	-
Don't know	66 *2%*	8 *2%*	9 *1%*	13 *3%*	11 *3%*	4 *1%*	20 *4%*	1 ***	* ***	1 ***
Mean Score	**2.76**	**2.77**	**3.11**	**2.40**	**2.15**	**2.68**	**3.08**	**2.27**	**2.71**	**3.33**
Standard Deviation	**1.37**	**1.54**	**1.37**	**1.20**	**1.24**	**1.24**	**1.28**	**1.40**	**1.40**	**1.37**
Standard Error	**0.022**	**0.081**	**0.053**	**0.055**	**0.064**	**0.050**	**0.066**	**0.072**	**0.088**	**0.087**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B31. Standard summary table

Base : All Respondents

	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
Unweighted base	3923	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923	3923
Definitely/tend agree (Net)	**2059** *52%*	**2335** *60%*	**1995** *51%*	**1696** *43%*	**1463** *37%*	**1266** *32%*
Definitely agree (5)	839 *21%*	1241 *32%*	935 *24%*	887 *23%*	490 *12%*	532 *14%*
Tend to agree (4)	1220 *31%*	1093 *28%*	1061 *27%*	809 *21%*	972 *25%*	733 *19%*
Neither agree nor disagree (3)	862 *22%*	367 *9%*	588 *15%*	637 *16%*	888 *23%*	702 *18%*
Tend/definitely disagree (Net)	**936** *24%*	**1174** *30%*	**1253** *32%*	**1208** *31%*	**1470** *37%*	**1804** *46%*
Tend to disagree (2)	544 *14%*	673 *17%*	603 *15%*	506 *13%*	702 *18%*	923 *24%*
Definitely disagree (1)	392 *10%*	502 *13%*	650 *17%*	702 *18%*	769 *20%*	881 *22%*
Not applicable	22 *1%*	39 *1%*	73 *2%*	175 *4%*	72 *2%*	85 *2%*
Don't know	44 *1%*	8 ***	14 ***	207 *5%*	31 *1%*	66 *2%*
Mean Score	**3.41**	**3.49**	**3.27**	**3.19**	**2.93**	**2.76**
Standard Deviation	**1.25**	**1.42**	**1.42**	**1.46**	**1.32**	**1.37**
Standard Error	**0.020**	**0.023**	**0.023**	**0.025**	**0.021**	**0.022**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B32. Length of time to walk from home to nearest railway station

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
2 minutes or less	91	-	27	5	5	16	3	2	30	4
	2%	-	3%	1%	1%	2%	1%	1%	11%	2%
3-4 minutes	101	7	30	7	6	21	5	3	18	3
	3%	2%	4%	2%	2%	3%	1%	1%	6%	2%
5-6 minutes	205	8	52	15	9	47	22	6	30	15
	5%	2%	6%	3%	3%	7%	4%	3%	11%	7%
7-13 minutes	479	28	109	47	34	95	43	34	53	34
	12%	8%	13%	10%	10%	14%	8%	14%	19%	17%
14-26 minutes	851	68	216	94	75	135	102	44	66	51
	22%	19%	26%	20%	21%	20%	20%	18%	24%	25%
27-43 minutes	583	47	139	78	48	102	75	31	33	31
	15%	13%	17%	17%	14%	15%	14%	13%	12%	15%
44 minutes or longer	1541	183	246	213	174	258	261	106	39	61
	39%	53%	29%	46%	49%	38%	50%	43%	14%	30%
Don't know	72	6	17	9	*	2	10	17	8	3
	2%	2%	2%	2%	*	*	2%	7%	3%	2%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
At least once a week (Net)	**368** *9%*	**6** *2%*	**70** *8%*	**18** *4%*	**22** *6%*	**109** *16%*	**40** *8%*	**9** *4%*	**72** *26%*	**22** *11%*
At least once a day	91 *2%*	- -	18 *2%*	2 *	2 *1%*	36 *5%*	9 *2%*	1 *	19 *7%*	5 *2%*
Less than once a day, but at least 3 times a week	59 *2%*	- -	12 *1%*	- -	3 *1%*	20 *3%*	10 *2%*	- -	11 *4%*	3 *2%*
Once or twice a week	217 *6%*	6 *2%*	40 *5%*	15 *3%*	17 *5%*	53 *8%*	21 *4%*	8 *3%*	42 *15%*	14 *7%*
Less than that but more than twice a month	91 *2%*	2 *1%*	18 *2%*	5 *1%*	9 *3%*	23 *3%*	15 *3%*	2 *1%*	8 *3%*	7 *4%*
Once or twice a month	523 *13%*	17 *5%*	126 *15%*	31 *7%*	47 *13%*	114 *17%*	68 *13%*	20 *8%*	63 *23%*	37 *18%*
Less than that but more than twice a year	566 *14%*	25 *7%*	106 *13%*	41 *9%*	57 *16%*	165 *24%*	89 *17%*	14 *6%*	47 *17%*	23 *11%*
Once or twice a year	888 *23%*	69 *20%*	192 *23%*	110 *24%*	98 *28%*	169 *25%*	124 *24%*	41 *17%*	34 *12%*	51 *25%*
Less than that or never	1487 *38%*	229 *66%*	324 *39%*	263 *56%*	118 *34%*	97 *14%*	186 *36%*	157 *64%*	52 *19%*	61 *30%*

Table 71   **Page 84**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34a. Agreement with a) In general, I think that successful people tend to travel by car rather than by train

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1042** *27%*	**119** *34%*	**201** *24%*	**186** *40%*	**83** *24%*	**86** *13%*	**110** *21%*	**113** *46%*	**53** *19%*	**89** *44%*
Definitely agree (5)	391 *10%*	55 *16%*	74 *9%*	58 *12%*	31 *9%*	27 *4%*	40 *8%*	53 *22%*	19 *7%*	34 *17%*
Tend to agree (4)	651 *17%*	64 *19%*	128 *15%*	128 *27%*	53 *15%*	60 *9%*	70 *13%*	60 *25%*	34 *12%*	55 *27%*
Neither agree nor disagree (3)	1196 *30%*	107 *31%*	290 *35%*	117 *25%*	109 *31%*	185 *27%*	210 *40%*	54 *22%*	85 *31%*	39 *20%*
Tend/definitely disagree (Net)	**1568** *40%*	**101** *29%*	**323** *39%*	**147** *31%*	**151** *43%*	**401** *59%*	**194** *37%*	**53** *22%*	**135** *49%*	**64** *32%*
Tend to disagree (2)	905 *23%*	58 *17%*	194 *23%*	95 *20%*	87 *25%*	214 *32%*	113 *22%*	29 *12%*	76 *27%*	40 *20%*
Definitely disagree (1)	663 *17%*	43 *12%*	129 *15%*	52 *11%*	64 *18%*	188 *28%*	81 *15%*	24 *10%*	59 *21%*	24 *12%*
Not applicable	34 *1%*	9 *2%*	9 *1%*	6 *1%*	3 *1%*	1 ***	-	4 *2%*	1 ***	1 ***
Don't know	83 *2%*	13 *4%*	13 *2%*	11 *2%*	6 *2%*	2 ***	8 *1%*	20 *8%*	2 *1%*	8 *4%*
Mean Score	**2.79**	**3.09**	**2.78**	**3.10**	**2.71**	**2.29**	**2.76**	**3.40**	**2.55**	**3.18**
Standard Deviation	**1.21**	**1.25**	**1.16**	**1.21**	**1.19**	**1.09**	**1.12**	**1.29**	**1.17**	**1.30**
Standard Error	**0.020**	**0.066**	**0.045**	**0.055**	**0.061**	**0.043**	**0.056**	**0.068**	**0.074**	**0.084**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34b. Agreement with b) I would only travel by train if I had no other choice

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1805** *46%*	**217** *62%*	**430** *51%*	**264** *56%*	**113** *32%*	**208** *31%*	**234** *45%*	**122** *50%*	**108** *39%*	**109** *54%*
Definitely agree (5)	780 *20%*	105 *30%*	171 *20%*	98 *21%*	49 *14%*	91 *13%*	99 *19%*	67 *27%*	40 *15%*	61 *30%*
Tend to agree (4)	1025 *26%*	112 *32%*	259 *31%*	167 *36%*	64 *18%*	117 *17%*	134 *26%*	55 *23%*	67 *24%*	48 *24%*
Neither agree nor disagree (3)	586 *15%*	37 *11%*	139 *17%*	57 *12%*	51 *14%*	104 *15%*	105 *20%*	29 *12%*	43 *16%*	19 *10%*
Tend/definitely disagree (Net)	**1438** *37%*	**74** *21%*	**253** *30%*	**130** *28%*	**177** *50%*	**363** *54%*	**181** *35%*	**70** *29%*	**122** *44%*	**68** *33%*
Tend to disagree (2)	879 *22%*	43 *12%*	162 *19%*	88 *19%*	93 *26%*	219 *32%*	129 *25%*	37 *15%*	64 *23%*	44 *22%*
Definitely disagree (1)	559 *14%*	31 *9%*	91 *11%*	42 *9%*	84 *24%*	144 *21%*	53 *10%*	32 *13%*	58 *21%*	24 *12%*
Not applicable	62 *2%*	14 *4%*	13 *2%*	11 *2%*	5 *1%*	1 ***	-	15 *6%*	3 *1%*	1 ***
Don't know	32 *1%*	5 *2%*	1 ***	6 *1%*	5 *1%*	-	1 ***	8 *3%*	-	5 *2%*
Mean Score	**3.15**	**3.66**	**3.31**	**3.42**	**2.71**	**2.69**	**3.19**	**3.39**	**2.88**	**3.40**
Standard Deviation	**1.37**	**1.30**	**1.30**	**1.28**	**1.39**	**1.34**	**1.28**	**1.44**	**1.38**	**1.43**
Standard Error	**0.022**	**0.068**	**0.050**	**0.057**	**0.071**	**0.053**	**0.064**	**0.076**	**0.087**	**0.092**

Table 73   **Page 86**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34c. Agreement with c) I find travelling by train is expensive

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2590** **66%**	**214** **61%**	**533** **64%**	**284** **61%**	**233** **66%**	**514** **76%**	**371** **71%**	**101** **41%**	**203** **74%**	**137** **68%**
Definitely agree (5)	1572 *40%*	141 *41%*	309 *37%*	174 *37%*	144 *41%*	300 *44%*	221 *42%*	62 *25%*	128 *47%*	93 *46%*
Tend to agree (4)	1018 *26%*	72 *21%*	224 *27%*	110 *24%*	89 *25%*	214 *32%*	151 *29%*	39 *16%*	74 *27%*	44 *22%*
Neither agree nor disagree (3)	493 *13%*	39 *11%*	130 *15%*	59 *13%*	32 *9%*	87 *13%*	68 *13%*	31 *13%*	29 *11%*	18 *9%*
Tend/definitely disagree (Net)	**548** **14%**	**42** **12%**	**126** **15%**	**60** **13%**	**63** **18%**	**65** **10%**	**62** **12%**	**53** **22%**	**41** **15%**	**36** **18%**
Tend to disagree (2)	398 *10%*	27 *8%*	99 *12%*	35 *8%*	42 *12%*	51 *8%*	55 *11%*	26 *10%*	36 *13%*	27 *14%*
Definitely disagree (1)	150 *4%*	15 *4%*	26 *3%*	25 *5%*	21 *6%*	14 *2%*	7 *1%*	27 *11%*	5 *2%*	9 *5%*
Not applicable	97 *2%*	24 *7%*	16 *2%*	17 *4%*	4 *1%*	1 ***	9 *2%*	21 *9%*	3 *1%*	2 *1%*
Don't know	196 *5%*	30 *9%*	32 *4%*	48 *10%*	20 *6%*	9 *1%*	11 *2%*	38 *16%*	* ***	9 *4%*
Mean Score	**3.95**	**4.01**	**3.88**	**3.92**	**3.89**	**4.10**	**4.04**	**3.45**	**4.04**	**3.96**
Standard Deviation	**1.17**	**1.20**	**1.16**	**1.22**	**1.27**	**1.04**	**1.07**	**1.44**	**1.13**	**1.26**
Standard Error	**0.020**	**0.067**	**0.046**	**0.058**	**0.066**	**0.041**	**0.054**	**0.084**	**0.071**	**0.083**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2492** *64%*	**183** *53%*	**449** *54%*	**292** *62%*	**270** *77%*	**511** *76%*	**311** *60%*	**164** *67%*	**192** *70%*	**120** *59%*
Definitely agree (5)	1081 *28%*	76 *22%*	162 *19%*	137 *29%*	158 *45%*	225 *33%*	108 *21%*	85 *35%*	85 *31%*	47 *23%*
Tend to agree (4)	1410 *36%*	107 *31%*	287 *34%*	155 *33%*	112 *32%*	286 *42%*	203 *39%*	79 *32%*	108 *39%*	72 *36%*
Neither agree nor disagree (3)	727 *19%*	64 *18%*	221 *26%*	89 *19%*	48 *14%*	88 *13%*	125 *24%*	22 *9%*	44 *16%*	27 *13%*
Tend/definitely disagree (Net)	**568** *14%*	**75** *22%*	**140** *17%*	**60** *13%*	**25** *7%*	**75** *11%*	**72** *14%*	**38** *15%*	**36** *13%*	**49** *24%*
Tend to disagree (2)	278 *7%*	30 *9%*	65 *8%*	31 *7%*	19 *5%*	36 *5%*	42 *8%*	15 *6%*	21 *7%*	20 *10%*
Definitely disagree (1)	289 *7%*	45 *13%*	74 *9%*	29 *6%*	5 *2%*	39 *6%*	30 *6%*	22 *9%*	15 *6%*	29 *14%*
Not applicable	95 *2%*	21 *6%*	21 *3%*	18 *4%*	3 *1%*	2 ***	10 *2%*	15 *6%*	3 *1%*	3 *1%*
Don't know	41 *1%*	6 *2%*	5 *1%*	10 *2%*	7 *2%*	- -	3 *1%*	6 *2%*	- -	4 *2%*
Mean Score	**3.72**	**3.43**	**3.49**	**3.77**	**4.16**	**3.92**	**3.62**	**3.85**	**3.83**	**3.46**
Standard Deviation	**1.17**	**1.32**	**1.17**	**1.15**	**0.97**	**1.09**	**1.09**	**1.28**	**1.12**	**1.35**
Standard Error	**0.019**	**0.070**	**0.045**	**0.053**	**0.049**	**0.043**	**0.055**	**0.067**	**0.071**	**0.088**

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Table 75 **Page 88**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34e. Agreement with e) I find travelling by train stressful

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**697** *18%*	**85** *24%*	**158** *19%*	**51** *11%*	**37** *10%*	**102** *15%*	**93** *18%*	**37** *15%*	**73** *26%*	**61** *30%*
Definitely agree (5)	290 *7%*	43 *12%*	70 *8%*	17 *4%*	15 *4%*	38 *6%*	28 *5%*	22 *9%*	34 *12%*	23 *12%*
Tend to agree (4)	407 *10%*	42 *12%*	88 *11%*	34 *7%*	22 *6%*	63 *9%*	65 *12%*	15 *6%*	39 *14%*	37 *19%*
Neither agree nor disagree (3)	712 *18%*	47 *13%*	180 *21%*	89 *19%*	44 *12%*	131 *19%*	118 *23%*	32 *13%*	45 *16%*	27 *14%*
Tend/definitely disagree (Net)	**2322** *59%*	**177** *51%*	**466** *56%*	**287** *61%*	**259** *74%*	**441** *65%*	**290** *56%*	**146** *60%*	**150** *55%*	**105** *52%*
Tend to disagree (2)	1175 *30%*	74 *21%*	276 *33%*	136 *29%*	94 *27%*	223 *33%*	163 *31%*	63 *26%*	81 *29%*	67 *33%*
Definitely disagree (1)	1147 *29%*	103 *30%*	191 *23%*	151 *32%*	165 *47%*	219 *32%*	126 *24%*	83 *34%*	70 *25%*	39 *19%*
Not applicable	115 *3%*	27 *8%*	22 *3%*	24 *5%*	5 *1%*	- -	14 *3%*	18 *7%*	3 *1%*	4 *2%*
Don't know	76 *2%*	12 *3%*	11 *1%*	17 *4%*	7 *2%*	2 ***	7 *1%*	11 *5%*	5 *2%*	4 *2%*
Mean Score	**2.33**	**2.50**	**2.47**	**2.13**	**1.90**	**2.23**	**2.41**	**2.21**	**2.58**	**2.69**
Standard Deviation	**1.23**	**1.42**	**1.21**	**1.11**	**1.12**	**1.16**	**1.16**	**1.30**	**1.35**	**1.32**
Standard Error	**0.020**	**0.077**	**0.047**	**0.051**	**0.057**	**0.046**	**0.059**	**0.070**	**0.086**	**0.086**

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Table 76   **Page 89**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B34. Standard summary table

Base : All Respondents

	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
Unweighted base	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923
Definitely/tend agree (Net)	**1042**	**1805**	**2590**	**2492**	**697**
	27%	*46%*	*66%*	*64%*	*18%*
Definitely agree (5)	391	780	1572	1081	290
	10%	*20%*	*40%*	*28%*	*7%*
Tend to agree (4)	651	1025	1018	1410	407
	17%	*26%*	*26%*	*36%*	*10%*
Neither agree nor disagree (3)	1196	586	493	727	712
	30%	*15%*	*13%*	*19%*	*18%*
Tend/definitely disagree (Net)	**1568**	**1438**	**548**	**568**	**2322**
	40%	*37%*	*14%*	*14%*	*59%*
Tend to disagree (2)	905	879	398	278	1175
	23%	*22%*	*10%*	*7%*	*30%*
Definitely disagree (1)	663	559	150	289	1147
	17%	*14%*	*4%*	*7%*	*29%*
Not applicable	34	62	97	95	115
	1%	*2%*	*2%*	*2%*	*3%*
Don't know	83	32	196	41	76
	2%	*1%*	*5%*	*1%*	*2%*
Mean Score	**2.79**	**3.15**	**3.95**	**3.72**	**2.33**
Standard Deviation	**1.21**	**1.37**	**1.17**	**1.17**	**1.23**
Standard Error	**0.020**	**0.022**	**0.020**	**0.019**	**0.020**

Table 77   **Page 90**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	415	34	98	28	23	91	17	24	72	29
	11%	10%	12%	6%	6%	13%	3%	10%	26%	15%
No	3467	313	730	430	326	581	499	217	202	170
	88%	90%	87%	92%	93%	86%	96%	89%	73%	84%
Or, is it in the same place	30	1	3	9	3	3	6	2	*	2
	1%	*	*	2%	1%	*	1%	1%	*	1%
Don't know	11	-	5	2	-	1	-	1	1	1
	*	-	1%	*	-	*	-	1%	1%	1%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondent with an underground station stop closer than a railway station

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	354	28	71	25	25	75	11	33	59	27
Weighted base	415	34	98	28	23	91	17	24	72	29
2 minutes or less	32	-	11	*	-	4	-	2	15	-
	8%	-	11%	1%	-	5%	-	10%	21%	-
3-4 minutes	57	2	15	4	1	11	*	3	15	5
	14%	5%	15%	16%	5%	12%	2%	15%	21%	17%
5-6 minutes	71	-	14	2	2	19	-	8	16	10
	17%	-	14%	8%	10%	21%	-	35%	22%	33%
7-13 minutes	129	14	32	5	10	37	5	2	16	7
	31%	41%	33%	19%	44%	41%	29%	10%	23%	23%
14-26 minutes	80	8	19	6	9	18	5	5	3	7
	19%	25%	19%	23%	38%	20%	29%	19%	5%	23%
27-43 minutes	21	3	2	8	-	1	2	1	2	1
	5%	9%	2%	29%	-	1%	12%	5%	2%	5%
44 minutes or longer	9	5	1	*	1	-	-	1	-	-
	2%	15%	1%	1%	4%	-	-	4%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Not stated	17	2	3	1	-	1	5	1	5	-
	4%	5%	3%	3%	-	1%	28%	2%	7%	-

Table 79   **Page 92**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondent with an underground station stop closer or in the same place than a railway station

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	394	30	75	35	30	79	17	38	60	30
Weighted base	445	35	102	36	26	94	23	26	72	31
At least once a week	**180**	**4**	**46**	**7**	**7**	**43**	**2**	**8**	**51**	**12**
(Net)	*41%*	*11%*	*45%*	*19%*	*28%*	*46%*	*10%*	*30%*	*71%*	*39%*
At least once a day	67	1	21	1	-	14	2	1	26	-
	15%	*3%*	*21%*	*2%*	-	*15%*	*10%*	*3%*	*37%*	-
Less than once a day, but at least 3 times a week	45	-	12	3	1	12	-	4	6	6
	10%	-	*12%*	*10%*	*4%*	*13%*	-	*16%*	*9%*	*20%*
Once or twice a week	68	3	13	3	6	17	-	3	18	6
	15%	*8%*	*13%*	*7%*	*24%*	*18%*	-	*11%*	*25%*	*19%*
Less than that but more than twice a month	22	1	5	2	2	8	1	*	3	1
	5%	*3%*	*5%*	*5%*	*6%*	*8%*	*5%*	*2%*	*4%*	*2%*
Once or twice a month	77	5	18	4	7	17	4	1	13	7
	17%	*14%*	*18%*	*10%*	*29%*	*18%*	*19%*	*6%*	*18%*	*23%*
Less than that but more than twice a year	49	1	9	3	5	16	6	2	2	5
	11%	*2%*	*9%*	*9%*	*19%*	*17%*	*27%*	*7%*	*3%*	*16%*
Once or twice a year	31	8	4	11	1	4	1	1	-	1
	7%	*22%*	*4%*	*29%*	*5%*	*4%*	*4%*	*3%*	-	*4%*
Less than that or never	85	17	19	10	4	6	8	13	3	5
	19%	*47%*	*19%*	*27%*	*14%*	*7%*	*35%*	*52%*	*5%*	*17%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B39a. Have you ever learnt how to ride a bicycle?

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	3591	295	750	450	322	661	502	193	249	170
	92%	*85%*	*90%*	*96%*	*91%*	*98%*	*96%*	*79%*	*90%*	*84%*
No	332	53	87	18	30	15	19	51	27	32
	8%	*15%*	*10%*	*4%*	*9%*	*2%*	*4%*	*21%*	*10%*	*16%*
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : All Respondents

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes - impossible	382	227	1	-	1	-	*	140	2	11
	10%	*65%*	***	*-*	***	*-*	***	*58%*	*1%*	*5%*
Difficult/No (Net)	**3531**	**118**	**834**	**468**	**348**	**676**	**521**	**102**	**274**	**190**
	90%	***34%***	***100%***	***100%***	***99%***	***100%***	***100%***	***42%***	***99%***	***94%***
Yes - difficult	238	75	18	34	47	12	9	28	6	8
	6%	*21%*	*2%*	*7%*	*13%*	*2%*	*2%*	*12%*	*2%*	*4%*
No	3293	44	816	434	300	664	512	74	268	181
	84%	*13%*	*98%*	*93%*	*85%*	*98%*	*98%*	*30%*	*97%*	*90%*
Don't know	10	2	1	-	3	-	-	1	*	1
	*	*1%*	***	*-*	*1%*	*-*	*-*	*1%*	***	*1%*

Table 82   **Page 95**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B39. Ownership / regular use of bike (excluding exercise bikes)

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Own a bicycle yourself	1618	40	318	193	122	469	337	16	79	45
	49%	37%	42%	43%	38%	71%	67%	19%	32%	28%
Have regular use of a bicycle owned by someone else	117	1	40	10	5	22	24	-	8	6
	4%	1%	5%	2%	1%	3%	5%	-	3%	4%
Or have no regular use of a bicycle	1545	67	390	246	192	169	142	69	160	111
	47%	62%	52%	55%	60%	26%	28%	81%	65%	68%

Table 83   **Page 96**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B40. How frequently do you use a bicycle?

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
					Car Owners				Non owners	
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
At least once a week (Net)	**475** *14%*	**11** *10%*	**97** *13%*	**52** *12%*	**21** *7%*	**135** *20%*	**74** *15%*	**5** *5%*	**49** *20%*	**30** *19%*
At least once a day	91 *3%*	- -	16 *2%*	8 *2%*	5 *2%*	23 *4%*	- -	2 *3%*	19 *8%*	17 *11%*
Less than once a day, but at least 3 times a week	126 *4%*	2 *2%*	28 *4%*	10 *2%*	4 *1%*	34 *5%*	31 *6%*	* *	10 *4%*	7 *5%*
Once or twice a week	257 *8%*	9 *8%*	53 *7%*	35 *8%*	13 *4%*	77 *12%*	43 *9%*	2 *2%*	21 *8%*	5 *3%*
Less than that but more than twice a month	114 *3%*	- -	18 *2%*	12 *3%*	6 *2%*	49 *7%*	18 *4%*	1 *1%*	5 *2%*	5 *3%*
Once or twice a month	331 *10%*	5 *5%*	95 *13%*	36 *8%*	14 *5%*	94 *14%*	61 *12%*	2 *2%*	11 *5%*	12 *7%*
Less than that but more than twice a year	224 *7%*	3 *2%*	43 *6%*	17 *4%*	14 *4%*	63 *10%*	70 *14%*	1 *1%*	11 *5%*	2 *2%*
Once or twice a year	317 *10%*	9 *8%*	72 *10%*	35 *8%*	28 *9%*	96 *15%*	50 *10%*	2 *2%*	21 *8%*	5 *3%*
Less than that or never	1819 *55%*	81 *75%*	422 *56%*	298 *66%*	234 *74%*	224 *34%*	228 *45%*	75 *87%*	149 *60%*	109 *67%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42a. Agreement with a) I'm not the kind of person who rides a bicycle

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1108** *34%*	**61** *56%*	**281** *38%*	**169** *38%*	**145** *45%*	**108** *16%*	**138** *27%*	**54** *64%*	**83** *34%*	**69** *43%*
Definitely agree (5)	596 *18%*	37 *34%*	157 *21%*	95 *21%*	89 *28%*	51 *8%*	63 *13%*	34 *40%*	35 *14%*	34 *21%*
Tend to agree (4)	512 *16%*	24 *22%*	124 *17%*	74 *17%*	56 *17%*	57 *9%*	75 *15%*	20 *24%*	48 *19%*	35 *21%*
Neither agree nor disagree (3)	418 *13%*	11 *10%*	99 *13%*	72 *16%*	41 *13%*	77 *12%*	74 *15%*	10 *12%*	19 *8%*	15 *9%*
Tend/definitely disagree (Net)	**1737** *53%*	**34** *31%*	**364** *49%*	**206** *46%*	**129** *40%*	**473** *72%*	**289** *58%*	**21** *24%*	**144** *58%*	**79** *48%*
Tend to disagree (2)	666 *20%*	12 *11%*	153 *21%*	91 *20%*	61 *19%*	154 *23%*	109 *22%*	8 *9%*	50 *20%*	28 *17%*
Definitely disagree (1)	1071 *33%*	21 *20%*	211 *28%*	115 *26%*	68 *21%*	319 *48%*	180 *36%*	13 *15%*	94 *38%*	51 *31%*
Not applicable	16 ***	3 *3%*	2 ***	3 *1%*	4 *1%*	3 ***	1 ***	* ***	1 ***	- -
Don't know	1 ***	- -	1 ***	* ***	- -	- -	- -	- -	- -	- -
Mean Score	**2.66**	**3.40**	**2.82**	**2.87**	**3.12**	**2.04**	**2.47**	**3.65**	**2.51**	**2.84**
Standard Deviation	**1.51**	**1.56**	**1.52**	**1.50**	**1.53**	**1.28**	**1.42**	**1.47**	**1.50**	**1.57**
Standard Error	**0.027**	**0.148**	**0.062**	**0.068**	**0.082**	**0.051**	**0.073**	**0.128**	**0.099**	**0.109**

Table 85   **Page 98**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42b. Agreement with b) I (would) feel confident cycling on the roads (e.g. to work/school/the shops)

Base : Respondents who can ride a bicycle

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1220** *37%*	**10** *9%*	**315** *42%*	**136** *30%*	**68** *22%*	**269** *41%*	**263** *52%*	**11** *13%*	**85** *34%*	**63** *39%*
Definitely agree (5)	538 *16%*	4 *4%*	142 *19%*	49 *11%*	31 *10%*	101 *15%*	133 *26%*	4 *5%*	41 *17%*	31 *19%*
Tend to agree (4)	682 *21%*	5 *5%*	172 *23%*	87 *19%*	37 *12%*	168 *25%*	130 *26%*	7 *8%*	44 *18%*	32 *19%*
Neither agree nor disagree (3)	312 *10%*	11 *11%*	102 *14%*	43 *10%*	22 *7%*	37 *6%*	54 *11%*	9 *11%*	17 *7%*	16 *10%*
Tend/definitely disagree (Net)	**1719** *52%*	**85** *79%*	**325** *44%*	**260** *58%*	**224** *71%*	**353** *53%*	**185** *37%*	**63** *73%*	**139** *56%*	**84** *52%*
Tend to disagree (2)	749 *23%*	25 *23%*	150 *20%*	104 *23%*	72 *23%*	191 *29%*	100 *20%*	14 *16%*	63 *26%*	31 *19%*
Definitely disagree (1)	969 *30%*	60 *56%*	175 *23%*	156 *35%*	153 *48%*	162 *25%*	86 *17%*	49 *57%*	75 *31%*	53 *33%*
Not applicable	19 *1%*	2 *2%*	2 ***	7 *2%*	3 *1%*	2 ***	- -	2 *2%*	1 ***	- -
Don't know	11 ***	- -	3 ***	3 *1%*	- -	- -	- -	- -	5 *2%*	- -
Mean Score	**2.71**	**1.77**	**2.94**	**2.47**	**2.12**	**2.78**	**3.25**	**1.85**	**2.63**	**2.74**
Standard Deviation	**1.49**	**1.10**	**1.46**	**1.43**	**1.38**	**1.45**	**1.46**	**1.23**	**1.50**	**1.55**
Standard Error	**0.027**	**0.104**	**0.059**	**0.065**	**0.074**	**0.058**	**0.075**	**0.109**	**0.100**	**0.107**

Produced by TNS-BMRB

Table 86   **Page 99**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42c. Agreement with c) It's too dangerous for me to cycle on the roads

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1985** *60%*	**84** *78%*	**433** *58%*	**314** *70%*	**226** *71%*	**378** *57%*	**237** *47%*	**65** *76%*	**138** *56%*	**109** *67%*
Definitely agree (5)	1046 *32%*	56 *52%*	207 *28%*	195 *43%*	157 *50%*	167 *25%*	98 *20%*	47 *55%*	64 *26%*	55 *34%*
Tend to agree (4)	938 *29%*	29 *27%*	226 *30%*	119 *26%*	68 *21%*	212 *32%*	139 *28%*	18 *21%*	74 *30%*	54 *33%*
Neither agree nor disagree (3)	420 *13%*	7 *6%*	105 *14%*	45 *10%*	28 *9%*	96 *15%*	78 *15%*	4 *5%*	36 *15%*	21 *13%*
Tend/definitely disagree (Net)	**853** *26%*	**12** *11%*	**207** *28%*	**84** *19%*	**61** *19%*	**184** *28%*	**187** *37%*	**15** *17%*	**72** *29%*	**32** *20%*
Tend to disagree (2)	493 *15%*	6 *6%*	134 *18%*	50 *11%*	33 *10%*	115 *17%*	94 *19%*	10 *12%*	34 *14%*	16 *10%*
Definitely disagree (1)	360 *11%*	6 *5%*	72 *10%*	34 *7%*	27 *9%*	69 *11%*	93 *19%*	4 *5%*	38 *15%*	16 *10%*
Not applicable	16 *1%*	3 *2%*	2 ***	4 *1%*	3 *1%*	2 ***	- -	1 *2%*	1 ***	* ***
Don't know	7 ***	2 *2%*	2 ***	2 ***	* ***	- -	- -	1 *1%*	- -	- -
Mean Score	**3.56**	**4.19**	**3.48**	**3.88**	**3.94**	**3.44**	**3.11**	**4.11**	**3.37**	**3.72**
Standard Deviation	**1.36**	**1.15**	**1.32**	**1.29**	**1.34**	**1.32**	**1.41**	**1.26**	**1.40**	**1.30**
Standard Error	**0.024**	**0.110**	**0.054**	**0.059**	**0.072**	**0.053**	**0.072**	**0.111**	**0.093**	**0.090**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 87   **Page 100**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42d. Agreement with d) I would cycle (more) if there were more dedicated cycle paths

Base : Respondents who can ride a bicycle

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1720** *52%*	**37** *34%*	**379** *51%*	**241** *54%*	**114** *36%*	**452** *68%*	**239** *48%*	**28** *33%*	**132** *54%*	**96** *59%*
Definitely agree (5)	809 *25%*	14 *13%*	164 *22%*	118 *26%*	52 *16%*	245 *37%*	93 *19%*	11 *13%*	63 *25%*	48 *29%*
Tend to agree (4)	911 *28%*	23 *21%*	215 *29%*	123 *27%*	62 *19%*	207 *31%*	146 *29%*	17 *20%*	70 *28%*	48 *30%*
Neither agree nor disagree (3)	528 *16%*	20 *19%*	138 *18%*	66 *15%*	46 *14%*	79 *12%*	105 *21%*	8 *9%*	47 *19%*	19 *12%*
Tend/definitely disagree (Net)	**996** *30%*	**48** *44%*	**224** *30%*	**133** *30%*	**150** *47%*	**128** *19%*	**156** *31%*	**45** *53%*	**67** *27%*	**46** *28%*
Tend to disagree (2)	472 *14%*	12 *11%*	111 *15%*	56 *12%*	49 *15%*	77 *12%*	98 *19%*	18 *21%*	34 *14%*	18 *11%*
Definitely disagree (1)	524 *16%*	36 *33%*	113 *15%*	77 *17%*	101 *32%*	50 *8%*	58 *12%*	27 *32%*	33 *13%*	28 *17%*
Not applicable	32 *1%*	2 *2%*	4 *1%*	10 *2%*	7 *2%*	2 ***	2 ***	4 *5%*	1 ***	1 ***
Don't know	6 ***	1 *1%*	3 ***	-	* *	1 ***	-	-	-	* *
Mean Score	**3.31**	**2.69**	**3.28**	**3.34**	**2.73**	**3.79**	**3.24**	**2.59**	**3.39**	**3.43**
Standard Deviation	**1.40**	**1.47**	**1.36**	**1.44**	**1.51**	**1.27**	**1.28**	**1.48**	**1.35**	**1.46**
Standard Error	**0.025**	**0.139**	**0.055**	**0.066**	**0.081**	**0.051**	**0.065**	**0.133**	**0.089**	**0.101**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42e. Agreement with e) I would cycle (more) if there were more secure places to store bicycles

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1358** *41%*	**19** *18%*	**316** *42%*	**210** *47%*	**58** *18%*	**347** *53%*	**185** *37%*	**20** *24%*	**113** *46%*	**89** *55%*
Definitely agree (5)	565 *17%*	6 *6%*	133 *18%*	85 *19%*	20 *6%*	160 *24%*	59 *12%*	8 *9%*	54 *22%*	39 *24%*
Tend to agree (4)	793 *24%*	13 *12%*	182 *24%*	125 *28%*	38 *12%*	188 *28%*	126 *25%*	12 *14%*	59 *24%*	49 *30%*
Neither agree nor disagree (3)	688 *21%*	16 *15%*	169 *23%*	69 *15%*	56 *18%*	136 *21%*	151 *30%*	11 *13%*	61 *25%*	18 *11%*
Tend/definitely disagree (Net)	**1178** *36%*	**68** *63%*	**254** *34%*	**156** *35%*	**195** *61%*	**172** *26%*	**161** *32%*	**48** *56%*	**71** *29%*	**53** *33%*
Tend to disagree (2)	549 *17%*	16 *15%*	118 *16%*	64 *14%*	70 *22%*	106 *16%*	103 *21%*	15 *18%*	31 *12%*	25 *16%*
Definitely disagree (1)	629 *19%*	52 *48%*	136 *18%*	93 *21%*	124 *39%*	66 *10%*	58 *12%*	33 *38%*	40 *16%*	28 *17%*
Not applicable	44 *1%*	4 *4%*	4 *1%*	13 *3%*	8 *3%*	4 *1%*	4 *1%*	5 *6%*	1 ***	2 *1%*
Don't know	14 ***	1 *1%*	5 *1%*	2 ***	1 ***	2 ***	1 ***	1 *2%*	* ***	1 ***
Mean Score	**3.04**	**2.08**	**3.08**	**3.11**	**2.22**	**3.41**	**3.05**	**2.34**	**3.23**	**3.30**
Standard Deviation	**1.38**	**1.31**	**1.36**	**1.44**	**1.27**	**1.29**	**1.18**	**1.41**	**1.36**	**1.44**
Standard Error	**0.025**	**0.126**	**0.055**	**0.066**	**0.068**	**0.052**	**0.061**	**0.129**	**0.090**	**0.100**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42f. Agreement with f) In general, I would rather cycle than use public transport

Base : Respondents who can ride a bicycle

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1155** *35%*	**24** *22%*	**288** *39%*	**133** *29%*	**54** *17%*	**318** *48%*	**186** *37%*	**12** *14%*	**76** *31%*	**64** *39%*
Definitely agree (5)	519 *16%*	9 *8%*	142 *19%*	55 *12%*	20 *6%*	130 *20%*	89 *18%*	6 *7%*	41 *17%*	27 *16%*
Tend to agree (4)	636 *19%*	15 *14%*	146 *20%*	78 *17%*	34 *11%*	188 *28%*	96 *19%*	6 *8%*	35 *14%*	37 *23%*
Neither agree nor disagree (3)	561 *17%*	10 *9%*	127 *17%*	70 *16%*	37 *12%*	132 *20%*	113 *23%*	8 *9%*	43 *17%*	21 *13%*
Tend/definitely disagree (Net)	**1525** *46%*	**71** *66%*	**330** *44%*	**236** *53%*	**217** *68%*	**204** *31%*	**198** *39%*	**64** *75%*	**127** *51%*	**77** *48%*
Tend to disagree (2)	630 *19%*	21 *20%*	134 *18%*	90 *20%*	61 *19%*	107 *16%*	118 *23%*	14 *17%*	54 *22%*	30 *18%*
Definitely disagree (1)	895 *27%*	50 *46%*	196 *26%*	146 *32%*	156 *49%*	97 *15%*	80 *16%*	49 *58%*	73 *30%*	47 *29%*
Not applicable	34 *1%*	3 *2%*	2 ***	9 *2%*	9 *3%*	3 ***	5 *1%*	2 *3%*	1 ***	* ***
Don't know	6 ***	1 *1%*	1 ***	2 *1%*	- -	2 ***	- -	- -	- -	- -
Mean Score	**2.77**	**2.16**	**2.87**	**2.56**	**2.03**	**3.22**	**2.99**	**1.85**	**2.67**	**2.79**
Standard Deviation	**1.44**	**1.38**	**1.48**	**1.42**	**1.29**	**1.34**	**1.34**	**1.26**	**1.45**	**1.49**
Standard Error	**0.026**	**0.132**	**0.060**	**0.065**	**0.069**	**0.054**	**0.069**	**0.112**	**0.096**	**0.103**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42g. Agreement with g) I (would) enjoy cycling as a leisure / holiday activity

Base : Respondents who can ride a bicycle

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**2165** *66%*	**41** *38%*	**498** *67%*	**268** *60%*	**139** *44%*	**558** *84%*	**371** *74%*	**35** *41%*	**156** *63%*	**98** *61%*
Definitely agree (5)	1082 *33%*	17 *16%*	230 *31%*	130 *29%*	62 *20%*	332 *50%*	169 *34%*	12 *14%*	86 *35%*	44 *27%*
Tend to agree (4)	1083 *33%*	24 *22%*	269 *36%*	138 *31%*	76 *24%*	226 *34%*	203 *40%*	23 *27%*	70 *28%*	54 *33%*
Neither agree nor disagree (3)	335 *10%*	12 *11%*	108 *14%*	46 *10%*	43 *14%*	31 *5%*	47 *9%*	6 *7%*	27 *11%*	15 *9%*
Tend/definitely disagree (Net)	**744** *23%*	**48** *45%*	**137** *18%*	**130** *29%*	**130** *41%*	**68** *10%*	**81** *16%*	**42** *49%*	**59** *24%*	**49** *30%*
Tend to disagree (2)	303 *9%*	16 *15%*	54 *7%*	45 *10%*	40 *13%*	43 *6%*	37 *7%*	18 *21%*	29 *12%*	21 *13%*
Definitely disagree (1)	441 *13%*	32 *30%*	83 *11%*	85 *19%*	89 *28%*	25 *4%*	44 *9%*	25 *29%*	30 *12%*	28 *17%*
Not applicable	31 *1%*	5 *5%*	4 ***	3 *1%*	6 *2%*	4 *1%*	2 ***	2 *2%*	5 *2%*	-
Don't know	6 ***	1 *1%*	1 ***	2 *1%*	1 ***	-	1 ***	* *1%*	-	* ***
Mean Score	**3.64**	**2.78**	**3.68**	**3.41**	**2.94**	**4.22**	**3.83**	**2.76**	**3.63**	**3.41**
Standard Deviation	**1.38**	**1.52**	**1.28**	**1.48**	**1.53**	**1.05**	**1.22**	**1.49**	**1.39**	**1.44**
Standard Error	**0.025**	**0.146**	**0.052**	**0.067**	**0.082**	**0.042**	**0.062**	**0.132**	**0.092**	**0.100**

Table 91   **Page 104**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42h. Agreement with h) I am willing to cycle on the roads (e.g. to work/school/the shops)

Base : Respondents who can ride a bicycle

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**1474** **45%**	**20** **18%**	**352** **47%**	**173** **39%**	**90** **28%**	**370** **56%**	**266** **53%**	**14** **16%**	**123** **50%**	**66** **40%**
Definitely agree (5)	612 19%	4 4%	117 16%	73 16%	38 12%	154 23%	127 25%	7 9%	61 25%	30 18%
Tend to agree (4)	862 26%	15 14%	235 31%	100 22%	52 16%	217 33%	139 28%	6 7%	62 25%	36 22%
Neither agree nor disagree (3)	335 10%	5 5%	98 13%	45 10%	17 5%	58 9%	67 13%	6 8%	26 11%	11 7%
Tend/definitely disagree (Net)	**1429** **44%**	**79** **74%**	**292** **39%**	**222** **49%**	**201** **63%**	**231** **35%**	**165** **33%**	**60** **70%**	**93** **38%**	**86** **53%**
Tend to disagree (2)	587 18%	21 20%	120 16%	79 17%	61 19%	125 19%	85 17%	18 21%	42 17%	36 22%
Definitely disagree (1)	842 26%	58 54%	172 23%	143 32%	140 44%	106 16%	80 16%	42 49%	50 20%	50 31%
Not applicable	28 1%	3 2%	2 *	8 2%	9 3%	1 *	3 1%	2 2%	1 *	- -
Don't know	15 *	1 1%	3 *	2 *	1 *	- -	1 *	4 4%	4 2%	- -
Mean Score	**2.94**	**1.91**	**3.01**	**2.73**	**2.31**	**3.28**	**3.30**	**1.99**	**3.17**	**2.76**
Standard Deviation	**1.50**	**1.26**	**1.43**	**1.52**	**1.49**	**1.42**	**1.42**	**1.33**	**1.50**	**1.54**
Standard Error	**0.027**	**0.120**	**0.058**	**0.070**	**0.080**	**0.057**	**0.073**	**0.118**	**0.099**	**0.106**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42i. Agreement with i) I (would) find cycling on the roads stressful

Base : Respondents who can ride a bicycle

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3155	114	611	487	357	628	386	132	230	210
Weighted base	3281	108	747	450	318	661	502	85	247	162
Definitely/tend agree (Net)	**2079** **63%**	**84** **78%**	**424** **57%**	**312** **69%**	**243** **76%**	**431** **65%**	**252** **50%**	**65** **76%**	**161** **65%**	**107** **66%**
Definitely agree (5)	1159 35%	61 56%	225 30%	186 41%	173 55%	223 34%	108 21%	42 49%	83 33%	60 37%
Tend to agree (4)	920 28%	23 22%	199 27%	126 28%	70 22%	208 32%	144 29%	22 26%	79 32%	48 29%
Neither agree nor disagree (3)	375 11%	11 10%	111 15%	41 9%	15 5%	81 12%	77 15%	4 4%	21 9%	14 9%
Tend/definitely disagree (Net)	**784** **24%**	**8** **7%**	**206** **28%**	**85** **19%**	**54** **17%**	**146** **22%**	**171** **34%**	**12** **14%**	**61** **25%**	**40** **25%**
Tend to disagree (2)	442 13%	2 2%	113 15%	43 9%	28 9%	95 14%	98 20%	6 7%	34 14%	23 14%
Definitely disagree (1)	342 10%	6 5%	93 12%	43 9%	26 8%	51 8%	73 15%	6 7%	28 11%	17 11%
Not applicable	24 1%	2 2%	4 1%	8 2%	5 2%	2 *	1 *	2 2%	1 *	* *
Don't know	18 1%	3 3%	3 *	3 1%	1 *	1 *	1 *	4 4%	2 1%	* *
Mean Score	**3.65**	**4.27**	**3.47**	**3.84**	**4.08**	**3.69**	**3.23**	**4.12**	**3.63**	**3.68**
Standard Deviation	**1.36**	**1.10**	**1.38**	**1.33**	**1.31**	**1.28**	**1.37**	**1.23**	**1.37**	**1.38**
Standard Error	**0.024**	**0.107**	**0.056**	**0.061**	**0.070**	**0.051**	**0.070**	**0.110**	**0.091**	**0.096**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42j. Agreement with j) I'm not the kind of person who cycles to work

Base : Respondents who can ride a bicycle and live 10 miles or less from their place of work

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1131	25	303	146	50	279	143	15	122	48
Weighted base	1250	27	364	150	48	293	192	11	124	41
Definitely/tend agree (Net)	**665** *53%*	**16** *59%*	**206** *57%*	**90** *60%*	**35** *72%*	**125** *43%*	**94** *49%*	**9** *85%*	**64** *52%*	**25** *62%*
Definitely agree (5)	398 *32%*	10 *35%*	129 *35%*	50 *34%*	25 *53%*	67 *23%*	53 *27%*	6 *56%*	43 *35%*	15 *37%*
Tend to agree (4)	268 *21%*	6 *24%*	78 *21%*	40 *27%*	9 *20%*	58 *20%*	41 *22%*	3 *29%*	21 *17%*	10 *25%*
Tend/definitely disagree (Net)	**409** *33%*	**9** *34%*	**104** *29%*	**33** *22%*	**12** *24%*	**125** *43%*	**65** *34%*	**2** *15%*	**46** *37%*	**14** *34%*
Definitely disagree (1)	232 *19%*	6 *21%*	54 *15%*	20 *13%*	7 *13%*	83 *28%*	30 *15%*	1 *8%*	26 *21%*	6 *15%*
Tend to disagree (2)	178 *14%*	3 *12%*	50 *14%*	13 *9%*	5 *11%*	42 *14%*	35 *18%*	1 *7%*	20 *16%*	8 *20%*
Neither agree nor disagree (3)	151 *12%*	1 *5%*	48 *13%*	22 *15%*	2 *3%*	39 *13%*	26 *13%*	- -	12 *10%*	2 *4%*
Not applicable	4 ***	- -	- -	1 *1%*	- -	2 *1%*	- -	- -	1 *1%*	- -
Don't know	1 ***	1 *2%*	- -	*** ***	- -	- -	- -	- -	- -	- -
Not stated	19 *1%*	- -	6 *2%*	3 *2%*	- -	3 *1%*	7 *4%*	- -	1 *1%*	- -
Mean Score	**3.34**	**3.40**	**3.50**	**3.60**	**3.87**	**2.94**	**3.28**	**4.17**	**3.29**	**3.49**
Standard Deviation	**1.52**	**1.62**	**1.47**	**1.40**	**1.50**	**1.56**	**1.46**	**1.31**	**1.59**	**1.52**
Standard Error	**0.045**	**0.331**	**0.085**	**0.117**	**0.212**	**0.094**	**0.124**	**0.338**	**0.145**	**0.219**

Note: columns Segment1–Segment7 fall under the heading "Car Owners"; Segment8–Segment9 fall under "Non owners".

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42k. Agreement with k) It would be quicker for me to cycle to work than go by car

Base : Respondents who can ride a bicycle and own at least 1 car, live 10 miles or less from their work and go to the same place of work at least twice a week

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	947	25	303	146	50	279	143	-	1	-
Weighted base	1075	27	364	150	48	293	192	-	*	-
Tend/definitely disagree (Net)	**765** *71%*	**13** *47%*	**274** *75%*	**109** *73%*	**43** *90%*	**179** *61%*	**146** *76%*	**-**	***** *100%*	**-**
Definitely disagree (1)	574 *53%*	11 *42%*	199 *55%*	79 *53%*	36 *75%*	134 *46%*	114 *59%*	-	-	-
Tend to disagree (2)	191 *18%*	1 *5%*	75 *21%*	29 *20%*	7 *14%*	45 *15%*	33 *17%*	-	* *100%*	-
Definitely/tend agree (Net)	**195** *18%*	**10** *36%*	**51** *14%*	**25** *17%*	**4** *7%*	**80** *27%*	**25** *13%*	**-**	**-**	**-**
Definitely agree (5)	100 *9%*	4 *15%*	26 *7%*	17 *11%*	2 *4%*	42 *14%*	9 *5%*	-	-	-
Tend to agree (4)	95 *9%*	6 *21%*	26 *7%*	8 *5%*	2 *4%*	38 *13%*	15 *8%*	-	-	-
Neither agree nor disagree (3)	89 *8%*	3 *10%*	31 *9%*	12 *8%*	2 *3%*	28 *9%*	14 *7%*	-	-	-
Not applicable	6 *1%*	2 *6%*	1 ***	1 *1%*	-	2 *1%*	-	-	-	-
Don't know	1 ***	-	-	-	-	1 ***	-	-	-	-
Not stated	18 *2%*	-	6 *2%*	3 *2%*	-	3 *1%*	7 *4%*	-	-	-
Mean Score	**2.00**	**2.59**	**1.89**	**2.00**	**1.46**	**2.34**	**1.77**	**-**	**2.00**	**-**
Standard Deviation	**1.36**	**1.63**	**1.25**	**1.38**	**0.99**	**1.52**	**1.20**	**-**	**-**	**-**
Standard Error	**0.045**	**0.339**	**0.073**	**0.116**	**0.140**	**0.092**	**0.101**	**-**	**-**	**-**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B42. Standard summary table

Base : Respondents who can ride a bicycle

	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	j) I'm not the kind of person who cycles to work	k) It would be quicker for me to cycle to work than go by car
Unweighted base	3155	3155	3155	3155	3155	3155	3155	3155	3155	1131	947
Weighted base	3281	3281	3281	3281	3281	3281	3281	3281	3281	1250	1075
Definitely/tend agree (Net)	**1108** *34%*	**1220** *37%*	**1985** *60%*	**1720** *52%*	**1358** *41%*	**1155** *35%*	**2165** *66%*	**1474** *45%*	**2079** *63%*	**665** *53%*	**195** *18%*
Definitely agree (5)	596 *18%*	538 *16%*	1046 *32%*	809 *25%*	565 *17%*	519 *16%*	1082 *33%*	612 *19%*	1159 *35%*	398 *32%*	100 *9%*
Tend to agree (4)	512 *16%*	682 *21%*	938 *29%*	911 *28%*	793 *24%*	636 *19%*	1083 *33%*	862 *26%*	920 *28%*	268 *21%*	95 *9%*
Neither agree nor disagree (3)	418 *13%*	312 *10%*	420 *13%*	528 *16%*	688 *21%*	561 *17%*	335 *10%*	335 *10%*	375 *11%*	151 *12%*	89 *8%*
Tend/definitely disagree (Net)	**1737** *53%*	**1719** *52%*	**853** *26%*	**996** *30%*	**1178** *36%*	**1525** *46%*	**744** *23%*	**1429** *44%*	**784** *24%*	**409** *33%*	**765** *71%*
Tend to disagree (2)	666 *20%*	749 *23%*	493 *15%*	472 *14%*	549 *17%*	630 *19%*	303 *9%*	587 *18%*	442 *13%*	178 *14%*	191 *18%*
Definitely disagree (1)	1071 *33%*	969 *30%*	360 *11%*	524 *16%*	629 *19%*	895 *27%*	441 *13%*	842 *26%*	342 *10%*	232 *19%*	574 *53%*
Not applicable	16 *	19 *1%*	16 *1%*	32 *1%*	44 *1%*	34 *1%*	31 *1%*	28 *1%*	24 *1%*	4 *	6 *1%*
Don't know	1 *	11 *	7 *	6 *	14 *	6 *	6 *	15 *	18 *1%*	1 *	1 *
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	19 *1%*	18 *2%*
Mean Score	**2.66**	**2.71**	**3.56**	**3.31**	**3.04**	**2.77**	**3.64**	**2.94**	**3.65**	**3.34**	**2.00**
Standard Deviation	**1.51**	**1.49**	**1.36**	**1.40**	**1.38**	**1.44**	**1.38**	**1.50**	**1.36**	**1.52**	**1.36**
Standard Error	**0.027**	**0.027**	**0.024**	**0.025**	**0.025**	**0.026**	**0.025**	**0.027**	**0.024**	**0.045**	**0.045**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 96   **Page 109**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B45a. Which form of transport would you say is safest ? Risk of Accidents

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	989	103	190	129	79	127	81	115	90	75
	25%	*30%*	*23%*	*28%*	*23%*	*19%*	*16%*	*47%*	*33%*	*37%*
Overground train (NOT including underground/ tube/metro systems)	1981	146	351	227	217	442	308	79	154	57
	50%	*42%*	*42%*	*49%*	*62%*	*65%*	*59%*	*32%*	*56%*	*28%*
Car	872	93	273	104	53	97	127	49	26	52
	22%	*27%*	*33%*	*22%*	*15%*	*14%*	*24%*	*20%*	*9%*	*26%*
Bicycle	81	6	23	9	2	10	6	1	6	18
	2%	*2%*	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	*9%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B45b. Which form of transport would you say is 2nd safest ? Risk of Accidents

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	1969	162	357	246	196	377	313	102	126	90
	50%	*47%*	*43%*	*53%*	*56%*	*56%*	*60%*	*42%*	*46%*	*45%*
Overground train (NOT including underground/ tube/metro systems)	1013	109	210	125	83	157	110	88	75	57
	26%	*31%*	*25%*	*27%*	*24%*	*23%*	*21%*	*36%*	*27%*	*28%*
Car	814	73	217	94	71	124	84	48	64	40
	21%	*21%*	*26%*	*20%*	*20%*	*18%*	*16%*	*20%*	*23%*	*20%*
Bicycle	126	4	52	3	2	19	15	6	10	15
	3%	*1%*	*6%*	*1%*	*1%*	*3%*	*3%*	*2%*	*4%*	*7%*

Table 98   **Page 111**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B45c. Which form of transport would you say is 3rd safest ? Risk of Accidents

Base : All Respondents

		Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base		3923	389	681	511	398	641	400	398	255	250
Weighted base		3923	348	836	468	352	676	522	244	276	202
Bus		883 *22%*	76 *22%*	264 *32%*	90 *19%*	76 *21%*	151 *22%*	117 *22%*	26 *11%*	54 *20%*	30 *15%*
Overground train (NOT including underground/ tube/metro systems)		767 *20%*	82 *23%*	209 *25%*	98 *21%*	43 *12%*	68 *10%*	94 *18%*	68 *28%*	39 *14%*	67 *33%*
Car		1947 *50%*	168 *48%*	294 *35%*	246 *53%*	217 *62%*	393 *58%*	255 *49%*	131 *54%*	159 *58%*	84 *41%*
Bicycle		326 *8%*	22 *6%*	69 *8%*	35 *7%*	17 *5%*	64 *9%*	56 *11%*	18 *7%*	24 *9%*	21 *10%*

Table 99

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B45d. Which form of transport would you say is 4th safest ? Risk of Accidents

Base : All Respondents

		Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base		3923	389	681	511	398	641	400	398	255	250
Weighted base		3923	348	836	468	352	676	522	244	276	202
Bus		83 2%	7 2%	26 3%	3 1%	1 *	21 3%	10 2%	1 1%	5 2%	7 3%
Overground train (NOT including underground/ tube/metro systems)		161 4%	11 3%	66 8%	19 4%	9 3%	9 1%	10 2%	8 3%	8 3%	21 10%
Car		290 7%	14 4%	52 6%	25 5%	11 3%	63 9%	56 11%	16 7%	26 10%	27 13%
Bicycle		3389 86%	315 91%	692 83%	422 90%	330 94%	583 86%	445 85%	218 90%	236 86%	148 73%

Table 100   **Page 113**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B46a. Which form of transport would you say is safest ? Risk of being victim of crime

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	557	47	97	84	49	37	36	98	65	45
	14%	14%	12%	18%	14%	5%	7%	40%	23%	22%
Overground train (NOT including underground/ tube/metro systems)	546	30	89	80	49	89	68	33	81	27
	14%	9%	11%	17%	14%	13%	13%	13%	29%	14%
Car	2655	264	615	294	237	520	395	105	115	110
	68%	76%	74%	63%	67%	77%	76%	43%	42%	54%
Bicycle	166	7	35	11	17	30	22	8	15	20
	4%	2%	4%	2%	5%	4%	4%	3%	5%	10%

Table 101   **Page 114**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B46b. Which form of transport would you say is 2nd safest ? Risk of being victim of crime

Base : All Respondents

| | Total | | Car Owners | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	1476	158	329	204	139	208	169	90	95	83
	38%	*45%*	*39%*	*44%*	*40%*	*31%*	*32%*	*37%*	*35%*	*41%*
Overground train (NOT including underground/ tube/metro systems)	1236	125	250	152	126	213	137	86	90	57
	32%	*36%*	*30%*	*32%*	*36%*	*32%*	*26%*	*35%*	*33%*	*28%*
Car	524	46	92	66	58	56	62	52	56	34
	13%	*13%*	*11%*	*14%*	*17%*	*8%*	*12%*	*21%*	*20%*	*17%*
Bicycle	686	20	165	45	28	198	154	16	34	28
	17%	*6%*	*20%*	*10%*	*8%*	*29%*	*29%*	*6%*	*12%*	*14%*

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Table 102   **Page 115**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B46c. Which form of transport would you say is 3rd safest ? Risk of being victim of crime

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	1330	121	280	146	144	254	197	48	83	56
	34%	35%	33%	31%	41%	38%	38%	20%	30%	28%
Overground train (NOT including underground/ tube/metro systems)	1512	160	347	175	132	241	218	100	68	71
	39%	46%	41%	37%	37%	36%	42%	41%	25%	35%
Car	578	33	92	100	41	70	41	75	86	39
	15%	10%	11%	21%	12%	10%	8%	31%	31%	19%
Bicycle	504	34	118	47	35	111	65	20	38	36
	13%	10%	14%	10%	10%	16%	12%	8%	14%	18%

Table 103   **Page 116**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B46d. Which form of transport would you say is 4th safest ? Risk of being victim of crime

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Bus	560	22	130	34	20	177	120	8	32	18
	14%	6%	16%	7%	6%	26%	23%	3%	12%	9%
Overground train (NOT including underground/ tube/metro systems)	630	34	151	62	44	133	98	25	37	47
	16%	10%	18%	13%	13%	20%	19%	10%	13%	23%
Car	166	5	37	7	16	30	23	11	18	19
	4%	1%	4%	2%	4%	4%	4%	5%	6%	9%
Bicycle	2567	287	519	365	272	336	281	199	189	119
	65%	82%	62%	78%	77%	50%	54%	82%	68%	59%

Table 104   **Page 117**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Domestic - to other UK locations	190 5%	2 1%	21 2%	14 3%	25 7%	78 12%	38 7%	1 *	9 3%	2 1%
Short-haul international - to somewhere else in Europe	1396 36%	77 22%	264 32%	149 32%	155 44%	357 53%	256 49%	14 6%	102 37%	22 11%
Long-haul international - to somewhere outside Europe	779 20%	37 11%	168 20%	60 13%	83 24%	210 31%	143 27%	14 6%	53 19%	11 5%
None	2003 51%	240 69%	431 52%	275 59%	144 41%	206 31%	181 35%	218 89%	139 50%	168 83%
Don't know	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -

Table 105   **Page 118**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B48. Looking at this list, how many flights within the UK, did you make by plane during the last 12 months?

Base : Respondents who have taken domestic flights

	Total	Car Owners							Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	180	4	15	16	25	72	34	1	10	3
Weighted base	190	2	21	14	25	78	38	1	9	2
One	94	1	14	7	18	27	21	1	4	-
	49%	51%	68%	49%	73%	35%	54%	100%	49%	-
Two	40	1	2	2	2	22	6	-	4	1
	21%	28%	9%	15%	9%	29%	16%	-	41%	80%
Three or more	56	*	5	5	4	28	11	-	1	*
	29%	21%	23%	36%	18%	36%	30%	-	10%	20%

Table 106   **Page 119**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B50. Looking at this list, how many short-haul flights starting from the UK did you make to Europe during the last 12 months?

Base : Respondents who have taken short-haul flights

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1337	92	221	166	172	347	199	24	91	25
Weighted base	1396	77	264	149	155	357	256	14	102	22
One	729	52	151	95	70	160	135	9	43	16
	52%	67%	57%	64%	45%	45%	53%	60%	42%	72%
Two	348	19	71	36	51	86	51	4	28	3
	25%	24%	27%	24%	33%	24%	20%	25%	27%	15%
Three or more	319	7	42	18	34	111	70	2	31	3
	23%	9%	16%	12%	22%	31%	27%	15%	31%	13%

Table 107   **Page 120**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

B51. Looking at this list, how many long-haul flights starting from the UK did you make during the last 12 months?

Base : Respondents who have taken long-haul flights

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	722	45	132	66	89	205	107	17	50	11
Weighted base	779	37	168	60	83	210	143	14	53	11
One	480	26	99	38	50	123	92	12	31	10
	62%	*69%*	*59%*	*63%*	*61%*	*59%*	*64%*	*87%*	*58%*	*93%*
Two	193	9	46	20	20	51	34	2	11	-
	25%	*23%*	*27%*	*34%*	*24%*	*24%*	*24%*	*13%*	*21%*	*-*
Three or more	106	3	22	2	13	36	18	-	11	1
	14%	*8%*	*13%*	*3%*	*15%*	*17%*	*12%*	*-*	*21%*	*7%*

(Note: "Car Owners" spans Segment1 through Segment7; "Non owners" spans Segment8 and Segment9.)

Table 108   **Page 121**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN1a. Whether make regular journeys to place of work / study

Base : Respondents who work or are in full time edcuation

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	2212	75	537	234	122	590	347	26	202	79
Weighted base	2529	78	683	243	107	634	457	22	232	73
Yes - make regular journeys to work / study	2299 *91%*	68 *87%*	647 *95%*	213 *88%*	88 *83%*	569 *90%*	423 *93%*	15 *68%*	208 *89%*	69 *94%*
No - do not make regular journeys to work / study	230 *9%*	10 *13%*	36 *5%*	30 *12%*	19 *17%*	65 *10%*	34 *7%*	7 *32%*	24 *11%*	4 *6%*

Table 109　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 122**

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	2040	72	465	234	122	569	330	26	157	65
Weighted base	2250	76	553	243	107	596	429	22	168	58
Yes - make business trips as part of work	556 *25%*	16 *21%*	62 *11%*	17 *7%*	26 *24%*	247 *41%*	166 *39%*	- -	22 *13%*	- -
No - do not make business trips as part of work	1694 *75%*	60 *79%*	490 *89%*	227 *93%*	81 *76%*	349 *59%*	263 *61%*	22 *100%*	145 *87%*	58 *100%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2007	66	509	207	99	527	318	22	186	73
Weighted base	2299	68	647	213	88	569	423	15	208	69
Car/van as driver	1350	38	306	168	60	409	366	1	1	-
	59%	55%	47%	79%	69%	72%	87%	4%	*	-
Bus	280	14	86	10	12	25	16	6	71	41
	12%	20%	13%	5%	14%	4%	4%	38%	34%	59%
Walk	233	11	89	12	7	31	2	3	65	13
	10%	17%	14%	6%	8%	5%	1%	19%	31%	18%
Car/van as passenger	144	5	83	11	3	9	9	5	11	8
	6%	7%	13%	5%	3%	2%	2%	35%	5%	12%
Railway train	126	-	27	3	4	46	21	1	18	6
	5%	-	4%	1%	4%	8%	5%	4%	9%	9%
Tube/metro/light rail/ tram	70	-	20	1	1	23	2	-	22	*
	3%	-	3%	1%	1%	4%	1%	-	11%	*
Bicycle	66	1	17	5	*	22	2	-	17	1
	3%	1%	3%	2%	*	4%	1%	-	8%	2%
Motorbike/moped/scooter	25	-	17	3	-	1	2	-	2	-
	1%	-	3%	1%	-	*	1%	-	1%	-
Aeroplane	5	-	1	-	-	2	2	-	-	-
	*	-	*	-	-	*	*	-	-	-
Long distance coach	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 111   **Page 124**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN2b. 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?

Base : Respondents who make business trips

		Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	527	13	63	18	29	247	134	-	23	-
Weighted base	556	16	62	17	26	247	166	-	22	-
Car/van as driver	320	10	31	13	17	119	124	-	6	-
	57%	60%	50%	80%	65%	48%	75%	-	28%	-
Railway train	145	6	14	1	7	81	26	-	9	-
	26%	40%	23%	5%	27%	33%	16%	-	42%	-
Car/van as passenger	41	-	12	2	1	16	7	-	3	-
	7%	-	20%	11%	5%	6%	4%	-	12%	-
Aeroplane	34	-	3	-	-	22	8	-	1	-
	6%	-	4%	-	-	9%	5%	-	2%	-
Tube/metro/light rail/	10	-	-	-	-	7	-	-	3	-
tram	2%	-	-	-	-	3%	-	-	11%	-
Bus	2	-	-	1	1	-	1	-	-	-
	*	-	-	4%	3%	-	*	-	-	-
Motorbike/moped/scooter	2	-	2	-	-	-	-	-	-	-
	*	-	3%	-	-	-	-	-	-	-
Walk	1	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-
Bicycle	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	4%	-
Long distance coach	*	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	*	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 112   **Page 125**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work and who don't usually work at home

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1964	68	461	224	108	540	318	24	154	67
Weighted base	2168	73	549	233	95	567	415	19	157	60
At least once a week (Net)	**254** *12%*	**4** *6%*	**41** *7%*	**22** *9%*	**15** *15%*	**92** *16%*	**57** *14%*	******* *2%*	**21** *13%*	**3** *5%*
3 or more times a week	141 *7%*	3 *3%*	33 *6%*	18 *8%*	10 *11%*	39 *7%*	23 *6%*	* *2%*	13 *8%*	2 *4%*
Once or twice a week	113 *5%*	2 *2%*	8 *2%*	4 *2%*	5 *5%*	53 *9%*	33 *8%*	-	8 *5%*	* *1%*
Less than that but more than twice a month	46 *2%*	* *1%*	1 ***	-	2 *2%*	16 *3%*	24 *6%*	-	2 *1%*	1 *1%*
Once or twice a month	112 *5%*	4 *6%*	13 *2%*	2 *1%*	7 *7%*	48 *9%*	27 *7%*	-	10 *7%*	-
Less than that but more than twice a year	43 *2%*	* ***	1 ***	1 *1%*	1 *1%*	27 *5%*	7 *2%*	-	4 *3%*	* *1%*
Once or twice a year	69 *3%*	-	12 *2%*	1 ***	4 *4%*	27 *5%*	15 *4%*	-	9 *6%*	-
Less than that or never	1491 *69%*	57 *78%*	451 *82%*	183 *78%*	58 *61%*	314 *55%*	260 *63%*	14 *77%*	101 *64%*	52 *87%*
Don't know	9 ***	-	5 *1%*	4 *2%*	-	1 ***	-	-	-	-
Not stated	144 *7%*	7 *9%*	25 *5%*	20 *9%*	8 *8%*	42 *7%*	24 *6%*	4 *21%*	10 *6%*	4 *7%*

Table 113   **Page 126**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work at home less than once a year or never

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1334	54	379	178	64	286	194	21	101	57
Weighted base	1491	57	451	183	58	314	260	14	101	52
Yes - could do all of my work from home	17 *1%*	1 *2%*	5 *1%*	- -	1 *1%*	9 *3%*	1 ***	- -	1 *1%*	- -
Yes - could do most of my work from home	21 *1%*	- -	9 *2%*	1 ***	1 *3%*	7 *2%*	1 ***	1 *4%*	1 *1%*	- -
Yes - could do some of my work from home	110 *7%*	3 *5%*	14 *3%*	10 *6%*	2 *3%*	41 *13%*	37 *14%*	- -	3 *3%*	* *1%*
No - could not do any of my work from home	1340 *90%*	53 *93%*	422 *93%*	172 *94%*	54 *94%*	257 *82%*	222 *85%*	14 *96%*	95 *94%*	52 *99%*
Don't know	2 ***	- -	1 ***	- -	- -	- -	- -	- -	1 *1%*	- -

The Car Owners header spans Segment1 through Segment7.

Table 114   **Page 127**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN8. 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?

Base : Respondents who work from home between once or twice a week and once or twice a year

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	369	6	34	9	23	179	84	-	31	3
Weighted base	383	7	36	8	19	171	107	-	34	2
Yes - could do all of my work from home	29 *8%*	- -	1 *2%*	1 *8%*	- -	14 *8%*	10 *9%*	- -	4 *10%*	- -
Yes - could do a lot more work from home	77 *20%*	1 *22%*	5 *15%*	2 *20%*	2 *10%*	44 *26%*	18 *17%*	- -	4 *11%*	- -
Yes - could do a bit more work from home	132 *34%*	2 *36%*	10 *29%*	- -	7 *38%*	62 *36%*	35 *33%*	- -	15 *44%*	- -
No - could not do any more of my work from home	145 *38%*	3 *42%*	20 *55%*	6 *72%*	10 *52%*	50 *29%*	44 *41%*	- -	12 *34%*	2 *100%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 115   **Page 128**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN10. 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?

Base : Respondents who drive regularly to work or to school / college

	Total	Car Owners Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1221	43	276	166	71	387	275	1	2	-
Weighted base	1350	38	306	168	60	409	366	1	1	-
Usually go alone	1041	30	236	137	53	289	296	-	-	-
	77%	80%	77%	82%	88%	71%	81%	-	-	-
Usually take my child/	118	1	27	6	-	66	18	-	-	-
children	9%	3%	9%	3%	-	16%	5%	-	-	-
Usually take friend/	93	2	23	14	3	28	23	1	-	-
neighbour/work colleague	7%	4%	7%	8%	6%	7%	6%	100%	-	-
(anyone else I don't										
live with)										
Usually take my husband/	37	1	9	5	1	12	8	-	-	-
wife/partner	3%	4%	3%	3%	1%	3%	2%	-	-	-
It varies - but I	25	1	2	2	3	6	10	-	*	-
usually take someone	2%	2%	1%	1%	5%	2%	3%	-	35%	-
Usually take another	21	-	8	*	-	3	9	-	-	-
family member I live	2%	-	3%	*	-	1%	2%	-	-	-
with										
It varies too much to	17	3	3	3	*	3	4	-	1	-
say	1%	7%	1%	2%	1%	1%	1%	-	65%	-
Usually take a family	4	-	4	1	-	-	-	-	-	-
member I do not live	*	-	1%	*	-	-	-	-	-	-
with										
Usually take housemate /	4	-	1	-	-	3	-	-	-	-
any other non-family	*	-	*	-	-	1%	-	-	-	-
household member I live										
with										
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Table 116　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 129**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	1331	48	328	174	73	396	280	7	14	11
Weighted base	1494	43	389	178	63	419	376	6	12	8
It is quick / quickest way/ other ways take too long	673 *45%*	18 *43%*	179 *46%*	79 *44%*	29 *45%*	186 *44%*	168 *45%*	3 *54%*	7 *57%*	3 *38%*
It is convenient / most convenient	659 *44%*	16 *39%*	169 *43%*	72 *40%*	24 *38%*	182 *43%*	181 *48%*	3 *56%*	6 *51%*	6 *70%*
I cannot get there any other way	319 *21%*	11 *27%*	59 *15%*	41 *23%*	14 *22%*	92 *22%*	98 *26%*	-	1 *12%*	2 *21%*
I can travel when I want to travel	304 *20%*	9 *21%*	86 *22%*	33 *19%*	19 *31%*	94 *22%*	59 *16%*	-	2 *21%*	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 *14%*	6 *13%*	43 *11%*	24 *14%*	11 *18%*	59 *14%*	60 *16%*	-	-	-
It is reliable / more reliable than other modes	184 *12%*	6 *14%*	48 *12%*	13 *7%*	11 *17%*	53 *13%*	51 *13%*	* *8%*	1 *5%*	1 *7%*
I need my car for work	175 *12%*	2 *5%*	36 *9%*	14 *8%*	12 *18%*	51 *12%*	61 *16%*	-	-	-
It is cheap / cheapest way	156 *10%*	1 *3%*	41 *10%*	16 *9%*	4 *6%*	53 *13%*	40 *11%*	* *8%*	-	1 *9%*
It gives me flexibility	155 *10%*	3 *7%*	29 *7%*	15 *8%*	4 *7%*	67 *16%*	35 *9%*	-	-	1 *17%*
It is comfortable / most comfortable	108 *7%*	2 *4%*	26 *7%*	16 *9%*	2 *4%*	28 *7%*	33 *9%*	1 *17%*	-	-
I usually take my children with me	79 *5%*	-	22 *6%*	4 *2%*	-	40 *10%*	13 *3%*	-	-	* *6%*
I use my car to make other trips while I'm out	75 *5%*	2 *4%*	8 *2%*	5 *3%*	* *1%*	39 *9%*	20 *5%*	-	* *3%*	-
The weather	56 *4%*	-	15 *4%*	6 *3%*	1 *1%*	24 *6%*	9 *2%*	1 *9%*	-	1 *15%*
I enjoy driving	37 *2%*	1 *2%*	12 *3%*	2 *1%*	1 *2%*	11 *3%*	10 *3%*	-	-	-
I usually take someone else with me	33 *2%*	-	9 *2%*	5 *3%*	-	11 *3%*	7 *2%*	1 *20%*	-	1 *7%*
It is safer	20 *1%*	1 *2%*	4 *1%*	6 *3%*	-	6 *1%*	3 *1%*	* *7%*	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 116   **Page 130**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Weighted base	1494	43	389	178	63	419	376	6	12	8
I usually take my partner with me	14 *1%*	1 *2%*	3 *1%*	1 *1%*	1 *1%*	7 *2%*	1 ***	- -	- -	- -
Buses do not run at suitable times	9 *1%*	3 *8%*	2 ***	2 *1%*	- -	1 ***	- -	2 *28%*	- -	- -
Others	58 *4%*	4 *9%*	13 *3%*	9 *5%*	1 *1%*	10 *2%*	21 *6%*	*** *7%*	1 *4%*	- -
Not stated	4 ***	- -	- -	4 *2%*	- -	- -	- -	- -	- -	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger or a motorbike/moped/ scooter

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1350	48	340	175	73	397	282	7	17	11
Weighted base	1519	43	407	181	63	420	378	6	14	8
If it was more convenient/direct services/better routes	347	11	59	45	18	128	82	-	3	1
	23%	26%	15%	25%	28%	31%	22%	-	20%	12%
(go to where I want to										
go)										
If it was cheaper/better value	315	8	97	36	2	114	51	-	3	4
	21%	18%	24%	20%	4%	27%	13%	-	22%	47%
If it was more frequent	247	8	58	33	10	83	53	1	1	1
	16%	18%	14%	18%	15%	20%	14%	26%	10%	9%
If it was quicker	159	1	50	11	5	64	26	-	1	1
	10%	2%	12%	6%	7%	15%	7%	-	8%	15%
If it was more reliable	158	4	50	17	2	48	31	1	2	2
	10%	10%	12%	9%	4%	11%	8%	26%	13%	28%
If I had easier access to services (if bus stop / station was closer,	114	4	16	15	3	36	39	-	1	-
	7%	9%	4%	8%	5%	9%	10%	-	4%	-
easier to get to)										
If there was better integration between buses and trains	103	4	19	6	3	48	22	-	1	1
	7%	8%	5%	3%	5%	11%	6%	-	7%	17%
(railway and light rail/										
underground)										
If it was more comfortable/safer/ cleaner	66	2	20	6	*	20	18	-	1	-
	4%	5%	5%	3%	1%	5%	5%	-	4%	-
Would only use if problem with car / motorbike	45	1	19	10	1	9	3	-	1	-
	3%	3%	5%	6%	1%	2%	1%	-	7%	-
Nothing	629	15	170	71	25	134	202	2	7	2
	41%	35%	42%	40%	40%	32%	54%	39%	48%	19%
Nothing - I drop my child(ren) at school on the way	32	2	12	1	-	12	5	-	-	-
	2%	4%	3%	1%	-	3%	1%	-	-	-
Nothing - too difficult with equipment/papers I need	77	2	17	14	9	12	20	-	-	1
	5%	5%	4%	8%	15%	3%	5%	-	-	17%
Nothing - too difficult because of disability/ poor mobility	7	3	3			-	1	*	-	-
	*	6%	1%			-	*	7%	-	-

Table 117   **Page 132**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger or a motorbike/moped/ scooter

		Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	1519	43	407	181	63	420	378	6	14	8
Nothing - don't like travelling with public/ other people	16	-	3	2	2	2	6	-	*	-
	1%	-	1%	1%	3%	1%	2%	-	3%	-
If I had more/better information	12	-	2	1	*	2	6	-	*	-
	1%	-	*	1%	1%	*	2%	-	3%	-
Others	37	1	8	2	3	10	11	2	-	-
	2%	3%	2%	1%	4%	2%	3%	28%	-	-
Not stated	1	-	1	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-

Produced by TNS-BMRB

Table 118　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 133**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN13a. What are the reasons why you don't walk to [work] or [school/college]?

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live 2 miles or less from their place of work / school / college and who can walk

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	196	3	74	28	12	43	27	-	5	4
Weighted base	218	2	86	25	10	45	43	-	4	3
Walking takes too long / car is quicker	77 *35%*	- -	32 *38%*	8 *31%*	2 *21%*	12 *28%*	21 *48%*	- -	- -	1 *39%*
Walking is inconvenient / car is more convenient	40 *18%*	- -	20 *23%*	4 *15%*	1 *5%*	9 *19%*	6 *15%*	- -	- -	* *13%*
Weather / too hilly	38 *17%*	- -	18 *21%*	6 *23%*	2 *17%*	5 *11%*	5 *12%*	- -	2 *39%*	1 *24%*
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 *15%*	* *19%*	13 *15%*	2 *7%*	2 *19%*	8 *18%*	7 *16%*	- -	- -	- -
Walking takes too much effort / can't be bothered	19 *9%*	- -	8 *10%*	2 *8%*	3 *35%*	3 *7%*	1 *3%*	- -	1 *21%*	1 *24%*
Need car for school run/ lifts for other family or friends	12 *6%*	- -	1 *1%*	* *2%*	- -	10 *22%*	1 *1%*	- -	- -	- -
Worried about personal safety - risk of crime / being attacked / mugged	11 *5%*	- -	3 *3%*	1 *3%*	- -	3 *6%*	3 *7%*	- -	1 *34%*	- -
Worried about safety - risk of accidents / traffic danger	7 *3%*	- -	1 *2%*	- -	- -	1 *1%*	4 *8%*	- -	- -	1 *39%*
I find walking difficult / too old / disabled	6 *3%*	2 *81%*	2 *3%*	1 *3%*	* *4%*	- -	- -	- -	1 *33%*	- -
Need to use car for work	6 *3%*	- -	- -	2 *7%*	- -	4 *10%*	- -	- -	- -	- -
Lack of direct roads / pathways	4 *2%*	- -	2 *2%*	* *1%*	- -	1 *2%*	- -	- -	1 *28%*	- -
No particular reason	12 *5%*	- -	9 *10%*	- -	1 *10%*	1 *1%*	1 *3%*	- -	- -	1 *24%*
Lack of street lighting / poor street lighting	3 *1%*	- -	2 *2%*	- -	- -	1 *1%*	1 *1%*	- -	- -	- -
Lack of (well-maintained) pavements	* *	- -	- -	* *1%*	- -	- -	- -	- -	- -	- -
Others	18 *8%*	- -	7 *8%*	3 *12%*	1 *5%*	6 *12%*	1 *3%*	- -	1 *22%*	- -

Fieldwork : 16th November 2009 - May 2010

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN13a. What are the reasons why you don't walk to [work] or [school/college]?

*Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live 2 miles or less
 from their place of work / school / college and who can walk*

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	218	2	86	25	10	45	43	-	4	3
Don't know	6	-	-	2	-	-	4	-	-	-
	3%	-	-	*7%*	-	-	*9%*	-	-	-
Not stated	1	-	-	-	1	-	-	-	-	-
	*	-	-	-	*8%*	-	-	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and
  live between 0,5 and 25 miles from their place of work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	1030	39	283	135	47	303	195	6	12	10
Weighted base	1151	33	330	140	41	321	264	5	10	8
Buses do not run where/ when I want to travel	435 *38%*	12 *35%*	107 *32%*	64 *46%*	21 *52%*	111 *35%*	113 *43%*	3 *57%*	3 *29%*	2 *24%*
Generally not convenient by bus/ easier or more convenient by car	287 *25%*	7 *21%*	76 *23%*	37 *26%*	8 *20%*	84 *26%*	70 *27%*	1 *14%*	1 *5%*	3 *40%*
Bus journey is too slow / infrequent	278 *24%*	7 *20%*	55 *17%*	21 *15%*	14 *34%*	108 *34%*	70 *27%*	1 *11%*	* *5%*	2 *22%*
I would need to change my bus / no direct route	197 *17%*	6 *18%*	36 *11%*	16 *12%*	4 *10%*	75 *23%*	54 *21%*	-	3 *30%*	1 *18%*
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 *11%*	1 *3%*	40 *12%*	20 *14%*	3 *8%*	42 *13%*	24 *9%*	-	1 *5%*	-
Bus stop is not near to destination	120 *10%*	5 *16%*	26 *8%*	19 *14%*	4 *10%*	28 *9%*	33 *12%*	-	2 *24%*	3 *40%*
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 *10%*	4 *11%*	37 *11%*	8 *6%*	7 *17%*	30 *9%*	25 *10%*	-	-	2 *27%*
Buses are not reliable and punctual	98 *9%*	1 *4%*	35 *11%*	7 *5%*	2 *4%*	31 *10%*	21 *8%*	-	1 *5%*	* *6%*
Bus stop is not near home	70 *6%*	3 *10%*	16 *5%*	11 *8%*	3 *6%*	11 *3%*	26 *10%*	-	1 *5%*	-
Can never be sure what time the bus will arrive/how long it will take	70 *6%*	2 *7%*	26 *8%*	6 *4%*	6 *15%*	12 *4%*	13 *5%*	* *10%*	* *5%*	3 *34%*
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 *4%*	1 *2%*	14 *4%*	5 *4%*	1 *1%*	12 *4%*	11 *4%*	-	1 *5%*	1 *7%*
I don't know what bus services are available	31 *3%*	-	8 *2%*	3 *2%*	* *1%*	11 *3%*	8 *3%*	-	-	1 *16%*
I do not feel safe on the bus / at bus stations	27 *2%*	2 *7%*	10 *3%*	5 *4%*	-	7 *2%*	2 *1%*	* *8%*	1 *5%*	-

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Table 119   **Page 136**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and
live between 0,5 and 25 miles from their place of work / school / college

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	1151	33	330	140	41	321	264	5	10	8
Buses are not accessible/easy to get on	21 *2%*	3 *10%*	8 *2%*	1 *1%*	2 *4%*	4 *1%*	3 *1%*	- -	- -	- -
No particular reason	34 *3%*	- -	24 *7%*	3 *2%*	1 *1%*	3 *1%*	3 *1%*	- -	1 *9%*	- -
Need to use car for work	20 *2%*	- -	3 *1%*	2 *1%*	* *1%*	9 *3%*	5 *2%*	- -	- -	- -
Need car for school run/ lifts for other family or friends	12 *1%*	2 *5%*	1 *	- -	- -	5 *1%*	5 *2%*	- -	- -	- -
Others	64 *6%*	3 *9%*	22 *7%*	5 *3%*	1 *3%*	11 *4%*	20 *8%*	1 *11%*	- -	1 *7%*
Don't know	10 *1%*	- -	3 *1%*	1 *1%*	* *1%*	1 *	2 *1%*	- -	2 *23%*	- -

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live between
2 miles or more from their place of work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	996	36	263	119	48	304	201	6	13	6
Weighted base	1111	31	307	126	44	315	268	5	11	5
Trains do not run where I want to travel	328 *30%*	11 *36%*	80 *26%*	48 *38%*	14 *32%*	82 *26%*	86 *32%*	1 *11%*	4 *35%*	3 *56%*
Train station is not near home	321 *29%*	10 *32%*	85 *28%*	45 *35%*	12 *28%*	80 *25%*	85 *32%*	2 *36%*	1 *12%*	1 *19%*
No direct route - I would need to change train or use bus and train	248 *22%*	3 *11%*	52 *17%*	15 *12%*	11 *24%*	96 *30%*	66 *25%*	- -	3 *27%*	1 *30%*
Train station is not near to destination	230 *21%*	10 *32%*	50 *16%*	38 *30%*	9 *22%*	52 *17%*	68 *25%*	1 *19%*	1 *12%*	1 *12%*
Trains do not run when I want to travel	173 *16%*	2 *6%*	45 *15%*	22 *17%*	6 *13%*	48 *15%*	48 *18%*	2 *44%*	- -	- -
Generally not convenient by train/ easier or more convenient by car	142 *13%*	5 *16%*	27 *9%*	11 *9%*	6 *14%*	41 *13%*	48 *18%*	- -	3 *22%*	1 *30%*
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 *8%*	2 *6%*	26 *8%*	5 *4%*	1 *3%*	29 *9%*	23 *8%*	- -	- -	- -
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 *6%*	2 *8%*	27 *9%*	4 *3%*	3 *8%*	18 *6%*	12 *4%*	- -	- -	1 *30%*
Train journey is too slow / infrequent	57 *5%*	2 *6%*	9 *3%*	3 *2%*	3 *6%*	24 *8%*	14 *5%*	- -	1 *13%*	- -
Trains are not accessible/easy to get on	33 *3%*	- -	15 *5%*	3 *2%*	4 *8%*	6 *2%*	5 *2%*	* *8%*	- -	- -
Can never be sure what time the train will arrive/how long it will take	18 *2%*	- -	5 *2%*	1 *1%*	2 *5%*	3 *1%*	6 *2%*	- -	- -	1 *30%*
Trains are not reliable and punctual	14 *1%*	- -	5 *2%*	2 *2%*	- -	4 *1%*	3 *1%*	- -	- -	- -
I don't know what train services are available	*1%*	- -	5 *2%*	*	- -	5 *2%*	- -	- -	- -	- -

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live between
2 miles or more from their place of work / school / college

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	1111	31	307	126	44	315	268	5	11	5
I do not feel safe on the train / at train stations	8 *1%*	- -	5 *1%*	- -	- -	3 *1%*	- -	- -	- -	- -
Need to use car for work	7 *1%*	- -	* *	- -	- -	4 *1%*	3 *1%*	- -	- -	- -
No particular reason	25 *2%*	- -	15 *5%*	2 *1%*	1 *3%*	5 *2%*	1 *1%*	- -	1 *8%*	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 *1%*	1 *2%*	1 *	- -	- -	4 *1%*	1 *1%*	- -	- -	- -
Need car for school run/ lifts for other family or friends	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Others	29 *3%*	- -	9 *3%*	1 *1%*	- -	12 *4%*	6 *2%*	- -	- -	1 *12%*
Don't know	14 *1%*	1 *4%*	5 *1%*	- -	* *1%*	4 *1%*	3 *1%*	- -	1 *8%*	- -

Table 121   Page 139

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]?

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	73	2	27	7	1	25	8	-	3	-
Weighted base	84	2	34	7	1	25	10	-	3	-
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 *43%*	- -	12 *35%*	6 *77%*	- -	14 *55%*	4 *35%*	- -	1 *22%*	- -
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 *15%*	- -	4 *11%*	2 *28%*	- -	5 *18%*	- -	- -	2 *52%*	- -
Tube/metro/light rail/ trams do not run when I want to travel	8 *9%*	- -	2 *4%*	- -	- -	3 *13%*	3 *27%*	- -	- -	- -
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 *8%*	- -	2 *6%*	- -	- -	4 *15%*	1 *9%*	- -	- -	- -
Tube/metro/light rail/ tram station is not near home	7 *8%*	- -	4 *12%*	- -	- -	* *2%*	2 *22%*	- -	- -	- -
Tube/metro/light rail/ trams do not run where I want to travel	6 *8%*	1 *57%*	3 *10%*	2 *23%*	- -	- -	- -	- -	- -	- -
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 *7%*	- -	2 *7%*	- -	- -	* *2%*	3 *30%*	- -	- -	- -
Tube/metro/light rail/ tram journey is too slow / infrequent	6 *7%*	- -	- -	- -	- -	3 *11%*	3 *27%*	- -	- -	- -
Tube/metro/light rail/ tram station is not near to destination	5 *6%*	1 *43%*	3 *8%*	- -	- -	1 *3%*	1 *9%*	- -	- -	- -
Tube/metro/light rail/ trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 *6%*	- -	1 *2%*	- -	1 *100%*	3 *11%*	1 *9%*	- -	- -	- -

Table 121   **Page 140**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]?

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and
   live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
						Car Owners				
Weighted base	84	2	34	7	1	25	10	-	3	-
I don't know what tube/ metro/light rail/tram services are available	2 2%	- -	2 6%	- -	- -	- -	- -	- -	- -	- -
Tube/metro/light rail/ trams are not reliable and punctual	2 2%	- -	1 2%	- -	- -	- -	1 10%	- -	- -	- -
Can never be sure what time the tube/metro/ light rail/tram will arrive/how long it will take	2 2%	- -	- -	- -	- -	- -	2 15%	- -	- -	- -
Need to use car for work	1 2%	- -	- -	- -	- -	1 6%	- -	- -	- -	- -
Tube/metro/light rail/ trams are not accessible/easy to get on	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -
No particular reason	7 8%	- -	6 18%	- -	- -	- -	- -	- -	1 26%	- -
I do not feel safe on the tube/metro/light rail/tram / at tube/ metro/light rail/tram stations	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Need car for school run/ lifts for other family or friends	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others	4 5%	- -	2 4%	- -	- -	2 7%	1 9%	- -	- -	- -
Don't know	1 1%	- -	- -	- -	- -	1 3%	* 4%	- -	- -	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live 10 miles or less from their place of work / school / college and can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	724	14	213	109	30	205	132	3	10	8
Weighted base	817	12	253	112	27	216	181	2	8	6
It takes too long to cycle / too far away	245	2	85	34	8	63	49	-	2	1
	30%	19%	34%	30%	30%	29%	27%	-	31%	22%
Too much traffic / it's too dangerous	176	4	47	24	6	65	29	1	1	-
	22%	29%	18%	22%	22%	30%	16%	23%	17%	-
Weather	141	2	41	19	1	40	36	-	2	*
	17%	16%	16%	17%	4%	18%	20%	-	19%	7%
Don't own / have access to a bicycle	136	3	63	20	9	14	24	-	*	2
	17%	24%	25%	18%	36%	7%	13%	-	5%	33%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111	1	33	10	2	30	33	-	2	-
	14%	11%	13%	9%	6%	14%	19%	-	31%	-
Too old / Not fit enough to cycle	49	5	10	11	2	10	9	1	-	1
	6%	45%	4%	10%	7%	5%	5%	29%	-	22%
Too hilly round here	44	1	11	12	1	12	6	-	-	-
	5%	12%	4%	11%	4%	5%	3%	-	-	-
Not my style	41	-	16	4	-	9	11	1	-	-
	5%	-	6%	3%	-	4%	6%	48%	-	-
Worried about crime/ personal safety/being attacked	38	1	9	9	-	13	6	-	1	-
	5%	6%	4%	8%	-	6%	3%	-	7%	-
Can ride a bicycle but not confidently enough to ride to work	31	-	9	4	3	14	2	1	-	-
	4%	-	4%	3%	10%	6%	1%	29%	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	27	1	9	6	*	8	1	-	2	-
	3%	12%	3%	5%	2%	4%	1%	-	24%	-
Too dark	24	-	9	5	-	3	7	-	-	-
	3%	-	3%	4%	-	1%	4%	-	-	-
Have to take children with me	22	-	3	-	-	12	7	-	-	*
	3%	-	1%	-	-	5%	4%	-	-	8%
No showers	18	-	2	2	1	7	5	-	*	-
	2%	-	1%	2%	4%	3%	3%	-	5%	-
Nowhere to park a bicycle securely	13	-	5	3	-	5	-	-	-	*
	2%	-	2%	3%	-	2%	-	-	-	8%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and live 10 miles or less from their place of work / school / college and can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	817	12	253	112	27	216	181	2	8	6
Need to use car throughout the day	11	-	2	-	*	8	-	-	-	-
	1%	-	1%	-	2%	4%	-	-	-	-
No particular reason	39	-	16	6	-	3	14	-	1	-
	5%	-	6%	5%	-	1%	8%	-	9%	-
Too lazy	10	-	*	1	-	5	3	-	-	1
	1%	-	*	1%	-	2%	2%	-	-	10%
Need car for work	9	-	5	1	-	1	2	-	-	-
	1%	-	2%	1%	-	*	1%	-	-	-
Can't ride a bicycle	7	-	5	1	-	1	-	-	-	-
	1%	-	2%	1%	-	1%	-	-	-	-
Worried about bike being stolen	7	-	3	*	-	4	-	-	-	-
	1%	-	1%	*	-	2%	-	-	-	-
Take other people with me	6	-	1	-	-	2	2	-	-	-
	1%	-	*	-	-	1%	1%	-	-	-
Work at night/ don't want to cycle at night	2	-	2	-	-	-	-	-	-	-
	*	-	1%	-	-	-	-	-	-	-
Not practical	5	-	1	-	1	2	1	-	-	-
	1%	-	*	-	5%	1%	*	-	-	-
Others	29	-	12	1	1	5	11	-	-	-
	4%	-	5%	1%	3%	2%	6%	-	-	-
Don't know	8	-	4	-	-	1	2	-	-	-
	1%	-	2%	-	-	1%	1%	-	-	-
Not stated	4	-	1	4	-	-	-	-	-	-
	1%	-	*	3%	-	-	-	-	-	-

Produced by TNS-BMRB

Table 123   **Page 143**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who drive regularly to work or to school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	1221	43	276	166	71	387	275	1	2	-
Weighted base	1350	38	306	168	60	409	366	1	1	-
By getting a lift with someone going the same way / going to the same place	338 25%	7 18%	98 32%	42 25%	9 15%	107 26%	75 20%	1 100%	* 35%	- -
Through a car share scheme	144 11%	- -	26 9%	21 13%	3 6%	59 14%	34 9%	- -	- -	- -
None	907 67%	29 78%	195 64%	116 69%	49 82%	263 64%	254 69%	- -	1 65%	- -
Don't know	46 3%	2 4%	9 3%	2 1%	* *	11 3%	21 6%	- -	- -	- -

Produced by TNS-BMRB

Table 124   **Page 144**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN22. 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?

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1331	48	328	174	73	396	280	7	14	11
Weighted base	1494	43	389	178	63	419	376	6	12	8
Yes - I usually do this	370	6	88	34	19	139	82	1	*	*
	25%	13%	23%	19%	30%	33%	22%	9%	3%	6%
Yes - I do this sometimes, but could do it more	337	7	89	28	10	109	90	1	1	1
	23%	18%	23%	16%	16%	26%	24%	18%	8%	14%
Yes - I do this sometimes, but could not do it more	173	7	57	20	6	40	40	-	1	2
	12%	16%	15%	11%	10%	10%	11%	-	9%	22%
Yes - but I have not done this yet	31	-	6	9	2	10	4	-	-	-
	2%	-	2%	5%	4%	2%	1%	-	-	-
No	580	23	149	87	26	120	156	4	10	5
	39%	54%	38%	49%	40%	29%	42%	73%	80%	59%
Don't know	3	-	-	-	-	1	2	-	-	-
	*	-	-	-	-	*	1%	-	-	-

Table 125   **Page 145**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work or to school / college using a car as a driver or passenger

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1331	48	328	174	73	396	280	7	14	11
Weighted base	1494	43	389	178	63	419	376	6	12	8
I haven't really thought about using public transport	815 *55%*	29 *67%*	191 *49%*	116 *65%*	31 *49%*	184 *44%*	253 *67%*	3 *59%*	6 *51%*	2 *23%*
I thought about using public transport but decided not to	464 *31%*	9 *21%*	124 *32%*	39 *22%*	27 *43%*	164 *39%*	96 *26%*	* *7%*	3 *28%*	1 *15%*
I tried to use public transport but have decided not to continue	102 *7%*	3 *7%*	40 *10%*	8 *5%*	2 *3%*	28 *7%*	15 *4%*	1 *9%*	2 *15%*	3 *37%*
I do sometimes use public transport	67 *5%*	2 *4%*	18 *5%*	7 *4%*	3 *4%*	28 *7%*	7 *2%*	1 *26%*	* *3%*	1 *13%*
I am thinking about using public transport more often quite soon	29 *2%*	- -	8 *2%*	4 *2%*	- -	13 *3%*	3 *1%*	- -	- -	1 *12%*
I am thinking about using public transport but I haven't thought	17 *1%*	- -	8 *2%*	5 *3%*	* *1%*	2 *1%*	1 *	- -	* *3%*	- -

about when I will start

Table 126   **Page 146**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN24. Actions taken while thinking about using public transport for regular work / school / college journey

Base : Respondents who are thinking about using public transport to make regular journey to work /s chool / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	41	-	11	8	1	13	5	-	1	2
Weighted base	46	-	16	9	*	16	4	-	*	1
Actually done a 'trial run'	19 42%	- -	3 20%	5 53%	- -	9 60%	2 54%	- -	- -	- -
Researched timetables, routes, fares	22 48%	- -	7 42%	2 25%	- -	11 69%	1 33%	- -	* 100%	1 100%
Discussed with friends or colleagues who use public transport on that route	10 21%	- -	4 27%	3 32%	* 100%	1 4%	1 30%	- -	- -	* 45%
Done something else	3 6%	- -	2 13%	- -	- -	* 3%	- -	- -	- -	- -
None of these - have only just started thinking about it	8 17%	- -	4 24%	3 32%	- -	1 7%	- -	- -	- -	- -

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN25. What were the reasons why you decided to stop using public transport?

Base : Respondents who had tried but stopped using public transport to make regular journey to work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	90	2	30	8	2	29	13	1	2	3
Weighted base	102	3	40	8	2	28	15	1	2	3
It was too expensive	46	1	25	1	-	16	1	-	1	-
	45%	47%	62%	17%	-	58%	9%	-	41%	-
It was not convenient because there is no direct service to where I want to go	33	1	8	3	-	10	7	-	2	3
	33%	47%	19%	35%	-	36%	44%	-	100%	86%
It was not frequent enough	30	-	12	2	1	7	7	-	1	-
	29%	-	29%	29%	36%	25%	45%	-	59%	-
It was too slow	28	1	10	1	-	9	6	-	-	1
	27%	47%	24%	17%	-	31%	37%	-	-	40%
It was too unreliable	26	-	8	4	1	6	7	-	-	*
	26%	-	19%	45%	64%	23%	46%	-	-	14%
Too difficult with equipment/papers I need to take	16	-	6	-	-	5	4	-	-	1
	16%	-	14%	-	-	19%	26%	-	-	46%
It is not comfortable/ safe/clean	15	2	6	3	-	2	3	-	-	-
	15%	53%	14%	38%	-	8%	18%	-	-	-
It's too far to the bus/ tram stop/station	4	-	2	1	-	1	-	-	-	-
	4%	-	5%	10%	-	4%	-	-	-	-
Too difficult because of disability/poor mobility	4	2	-	-	-	-	2	-	-	-
	4%	53%	-	-	-	-	14%	-	-	-
Don't like travelling with public/other people	4	2	-	-	-	1	1	-	-	-
	3%	53%	-	-	-	5%	4%	-	-	-
Too difficult with children	3	-	-	*	-	2	1	-	-	-
	3%	-	-	4%	-	8%	4%	-	-	-
Changed job	3	-	1	-	-	1	-	-	-	-
	3%	-	4%	-	-	5%	-	-	-	-
Moved house	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	23	-	14	2	1	3	3	1	-	-
	23%	-	34%	27%	36%	10%	19%	100%	-	-
Not stated	1	-	-	1	-	-	-	-	-	-
	1%	-	-	10%	-	-	-	-	-	-

Table 128   **Page 148**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less
 from their place of work / school / college and can ride a bicycle

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	713	14	207	108	30	204	132	3	7	8
Weighted base	803	12	246	110	27	215	181	2	6	6
I haven't really thought about cycling	496 62%	7 62%	170 69%	63 57%	19 72%	107 50%	119 66%	1 48%	4 67%	6 100%
I thought about cycling but decided not to	195 24%	4 30%	46 19%	28 26%	6 23%	69 32%	40 22%	1 52%	1 17%	- -
I tried to cycle but have decided not to continue	49 6%	- -	15 6%	8 7%	1 4%	16 7%	9 5%	- -	- -	- -
I am thinking about cycling quite soon	27 3%	- -	7 3%	7 6%	- -	6 3%	7 4%	- -	- -	- -
I do sometimes cycle	24 3%	1 9%	5 2%	3 3%	- -	10 5%	3 2%	- -	1 16%	- -
I am thinking about cycling but I haven't thought about when I	12 2%	- -	2 1%	1 1%	- -	6 3%	3 2%	- -	- -	- -

will start

Table 129   **Page 149**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN27. Actions taken while thinking about using bicycle for regular work / school / college journey

Base : Respondents who are thinking about cycling to work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	38	-	10	9	-	14	5	-	-	-
Weighted base	39	-	9	8	-	12	10	-	-	-
Actually done a 'trial run'	16 *40%*	- -	4 *46%*	1 *8%*	- -	5 *46%*	5 *53%*	- -	- -	- -
Researched routes	6 *15%*	- -	2 *19%*	- -	- -	4 *33%*	* *3%*	- -	- -	- -
Discussed with friends or colleagues who use public transport on that route	6 *15%*	- -	- -	3 *42%*	- -	2 *21%*	- -	- -	- -	- -
Done something else	2 *4%*	- -	- -	1 *13%*	- -	1 *4%*	- -	- -	- -	- -
None of these - have only just started thinking about it	12 *29%*	- -	3 *35%*	3 *37%*	- -	1 *5%*	5 *47%*	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 130

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN28. What, if anything, would encourage you to cycle to [work] or [school/college]?

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less
from their place of work / school / college and can ride a bicycle

	Total			Car Owners					Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	713	14	207	108	30	204	132	3	7	8
Weighted base	803	12	246	110	27	215	181	2	6	6
Nothing (Net)	**485**	**8**	**153**	**71**	**21**	**108**	**119**	**2**	**2**	**2**
	60%	*65%*	*62%*	*64%*	*80%*	*50%*	*66%*	*77%*	*37%*	*33%*
Nothing	389	6	133	63	19	72	94	1	1	1
	48%	*53%*	*54%*	*57%*	*69%*	*33%*	*52%*	*48%*	*12%*	*25%*
Nothing - too far	57	-	14	5	2	17	18	-	1	-
	7%	*-*	*6%*	*4%*	*6%*	*8%*	*10%*	*-*	*24%*	*-*
Nothing - I drop my child(ren) at school on the way	33	-	9	1	-	19	4	-	-	*
	4%	*-*	*4%*	*1%*	*-*	*9%*	*2%*	*-*	*-*	*8%*
Nothing - too difficult with equipment/papers I need	21	-	5	3	2	4	9	-	-	-
	3%	*-*	*2%*	*3%*	*6%*	*2%*	*5%*	*-*	*-*	*-*
Nothing - too difficult because of disability/poor mobility	5	1	-	1	-	1	-	1	-	-
	1%	*12%*	*-*	*1%*	*-*	*1%*	*-*	*29%*	*-*	*-*
Would consider sometimes (e.g. if weather fine)	110	2	32	14	2	19	38	-	2	1
	14%	*14%*	*13%*	*13%*	*7%*	*9%*	*21%*	*-*	*30%*	*23%*
If it was safer / there was less traffic	91	1	20	11	2	41	13	1	*	2
	11%	*12%*	*8%*	*10%*	*7%*	*19%*	*7%*	*23%*	*6%*	*31%*
If there were cycle paths / better cycle paths	89	1	21	9	2	47	8	-	1	-
	11%	*12%*	*9%*	*8%*	*7%*	*22%*	*4%*	*-*	*16%*	*-*
If I lived closer	66	*	20	7	1	19	17	-	*	2
	8%	*4%*	*8%*	*6%*	*4%*	*9%*	*9%*	*-*	*7%*	*30%*
Would only use if problem with car	39	-	16	4	-	10	7	-	1	1
	5%	*-*	*6%*	*4%*	*-*	*5%*	*4%*	*-*	*11%*	*22%*
If there were (more) secure places to store bicycles	36	1	9	3	1	13	9	-	-	1
	4%	*6%*	*4%*	*2%*	*3%*	*6%*	*5%*	*-*	*-*	*10%*
If there was any/better cycle training available to me	1	-	1	-	-	-	-	-	-	-
	***	*-*	*1%*	*-*	*-*	*-*	*-*	*-*	*-*	*-*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 130   **Page 151**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN28. What, if anything, would encourage you to cycle to [work] or [school/college]?

Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less
from their place of work / school / college and can ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	803	12	246	110	27	215	181	2	6	6
Others	54	-	15	10	1	18	9	-	-	-
	7%	-	6%	9%	5%	8%	5%	-	-	-
Not stated	5	-	1	4	-	-	1	-	-	-
	1%	-	*	3%	-	-	*	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN29. Why did you decide to stop cycling to [work] or [school/college]?

Base : Respondents who had tried but stopped cycling to work / school / college

	Total	Segment1	Car Owners Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	37	-	13	7	1	12	4	-	-	-
Weighted base	49	-	15	8	1	16	9	-	-	-
Weather reason	15 *32%*	- -	6 *42%*	1 *17%*	- -	- -	8 *90%*	- -	- -	- -
It is not safe / too much traffic	11 *22%*	- -	2 *11%*	1 *7%*	1 *100%*	7 *45%*	- -	- -	- -	- -
Seasonal reason (Autumn/ winter started / it started getting dark/ cold when I wanted to travel)	8 *16%*	- -	1 *4%*	1 *19%*	- -	2 *11%*	4 *46%*	- -	- -	- -
It was too slow	7 *14%*	- -	2 *10%*	1 *19%*	- -	3 *18%*	1 *10%*	- -	- -	- -
Not fit enough / it was too tiring	6 *13%*	- -	1 *8%*	5 *64%*	- -	- -	- -	- -	- -	- -
Too difficult with equipment/papers I need to take	4 *9%*	- -	1 *7%*	1 *10%*	- -	2 *11%*	1 *10%*	- -	- -	- -
I had an accident	4 *8%*	- -	2 *13%*	- -	- -	2 *11%*	- -	- -	- -	- -
No Shower available	3 *6%*	- -	- -	- -	- -	1 *5%*	2 *23%*	- -	- -	- -
Laziness/no motivation	2 *5%*	- -	* *3%*	- -	- -	- -	2 *23%*	- -	- -	- -
Needed car for convenience/flexibility	2 *5%*	- -	- -	1 *12%*	- -	1 *9%*	- -	- -	- -	- -
Bike broke	2 *5%*	- -	2 *16%*	- -	- -	- -	- -	- -	- -	- -
I have to drop my child(ren) at school on the way	2 *3%*	- -	- -	- -	- -	2 *10%*	- -	- -	- -	- -
Bike was stolen	1 *2%*	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -
Health problems/illness	1 *2%*	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -
Too difficult because of disability/poor mobility	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others	5 *11%*	- -	3 *17%*	1 *17%*	- -	1 *9%*	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN30. What are the reasons for you taking the bus to get to [work] or [school/college]?

Base : Respondents who take the bus to get to work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	222	7	55	10	9	19	9	8	68	37
Weighted base	280	14	86	10	12	25	16	6	71	41
Buses run where I want to travel / direct route	111 / 39%	3 / 25%	43 / 50%	5 / 46%	7 / 60%	5 / 19%	4 / 28%	2 / 44%	26 / 36%	14 / 35%
General convenience	90 / 32%	7 / 49%	19 / 22%	3 / 34%	7 / 56%	6 / 23%	3 / 16%	3 / 50%	31 / 44%	12 / 30%
No choice (Net)	**90** / **32%**	**7** / **51%**	**21** / **25%**	**2** / **20%**	**7** / **54%**	**11** / **43%**	**3** / **21%**	**2** / **33%**	**17** / **24%**	**20** / **48%**
No choice - I don't own / have access to a car	66 / 23%	6 / 41%	11 / 13%	1 / 9%	6 / 50%	3 / 11%	3 / 21%	2 / 33%	17 / 24%	17 / 42%
No choice - other reason	14 / 5%	- / -	5 / 6%	1 / 10%	- / -	5 / 20%	- / -	- / -	* / 1%	2 / 6%
No choice - no parking where I need to go	11 / 4%	2 / 15%	5 / 6%	- / -	1 / 4%	3 / 12%	- / -	- / -	* / 1%	- / -
Bus journey is quick / service is frequent	63 / 22%	5 / 38%	18 / 20%	2 / 16%	3 / 21%	1 / 6%	8 / 49%	- / -	17 / 24%	10 / 24%
Buses are cheap / cheaper / offer good value for money	49 / 18%	- / -	16 / 19%	3 / 26%	- / -	6 / 24%	1 / 3%	- / -	20 / 29%	3 / 9%
Bus stop is near home	46 / 16%	2 / 15%	8 / 9%	3 / 34%	3 / 25%	2 / 8%	3 / 16%	1 / 12%	18 / 25%	6 / 15%
Bus stop is near to destination	41 / 14%	1 / 4%	11 / 13%	3 / 26%	1 / 4%	3 / 11%	3 / 16%	- / -	14 / 20%	7 / 17%
Buses run when I want to travel	40 / 14%	1 / 4%	14 / 16%	3 / 26%	4 / 31%	3 / 11%	4 / 24%	- / -	4 / 6%	8 / 19%
Buses are accessible / easy to get on	27 / 10%	- / -	3 / 4%	2 / 18%	- / -	2 / 10%	2 / 12%	1 / 26%	13 / 18%	3 / 6%
Buses are reliable / punctual	14 / 5%	- / -	5 / 5%	- / -	3 / 21%	1 / 3%	- / -	1 / 12%	4 / 6%	1 / 2%
Good for the environment / low CO2 emissions	9 / 3%	- / -	2 / 2%	1 / 10%	1 / 4%	2 / 6%	- / -	- / -	5 / 6%	- / -
I feel safe on the bus / bus stops / bus stations	8 / 3%	- / -	1 / 1%	1 / 10%	2 / 12%	- / -	- / -	- / -	4 / 6%	- / -
I feel safe at bus stops/stations	6 / 2%	- / -	- / -	1 / 10%	- / -	- / -	- / -	- / -	5 / 8%	- / -

Table 132　　　**Page 154**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN30. What are the reasons for you taking the bus to get to [work] or [school/college]?

Base : Respondents who take the bus to get to work / school / college

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	280	14	86	10	12	25	16	6	71	41
Good information on	2	-	-	-	-	-	-	-	2	-
timetables/routes/fares	1%	-	-	-	-	-	-	-	3%	-
No particular reason	1	-	1	-	-	-	-	-	-	-
	*	-	2%	-	-	-	-	-	-	-
I don't/won't drive	18	5	5	1	3	-	2	-	-	3
	6%	34%	6%	10%	22%	-	15%	-	-	6%
Others	17	-	6	2	3	*	3	*	2	2
	6%	-	6%	16%	22%	2%	19%	6%	3%	4%
Don't know	1	-	-	1	-	-	-	-	-	-
	*	-	-	8%	-	-	-	-	-	-

Table 133   **Page 155**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN32. What are the reasons for you taking the train to get to [work] or [school/college]?

Base : Respondents who take the train to get to work / school / college

	Total	Segment1	Car Owners Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	110	-	21	3	7	40	18	1	15	5
Weighted base	126	-	27	3	4	46	21	1	18	6
Train journey is quick / service is frequent	62 *49%*	- -	9 *35%*	3 *100%*	2 *44%*	27 *58%*	11 *51%*	1 *100%*	5 *28%*	5 *74%*
General convenience	49 *39%*	- -	8 *32%*	2 *52%*	3 *65%*	18 *39%*	12 *55%*	1 *100%*	5 *30%*	1 *12%*
Trains run where I want to travel / direct route	44 *35%*	- -	9 *33%*	1 *26%*	3 *80%*	15 *32%*	6 *30%*	1 *100%*	5 *26%*	5 *78%*
Train station is near home	29 *23%*	- -	9 *36%*	- -	* *12%*	13 *29%*	2 *12%*	1 *100%*	* *2%*	2 *30%*
No choice (Net)	**27** *22%*	**-** -	**10** *38%*	**-** -	***** *7%*	**7** *15%*	**5** *23%*	**1** *100%*	**3** *15%*	**2** *26%*
No choice - no parking where I need to go	13 *10%*	- -	4 *17%*	- -	* *7%*	6 *13%*	2 *11%*	- -	- -	- -
No choice - I don't own / have access to a car	11 *8%*	- -	6 *21%*	- -	- -	- -	- -	1 *100%*	3 *15%*	2 *26%*
No choice - other reason	4 *3%*	- -	- -	- -	- -	1 *3%*	2 *12%*	- -	- -	- -
Trains run when I want to travel	22 *17%*	- -	5 *18%*	- -	1 *35%*	11 *25%*	3 *13%*	1 *100%*	1 *5%*	- -
Train station is near to destination	20 *16%*	- -	1 *5%*	1 *26%*	* *12%*	13 *28%*	4 *19%*	1 *100%*	- -	- -
Trains are reliable / punctual	14 *11%*	- -	2 *9%*	1 *26%*	1 *31%*	4 *8%*	2 *8%*	1 *100%*	2 *9%*	2 *26%*
Trains are cheap / cheaper / offer good value for money	12 *10%*	- -	1 *5%*	- -	2 *44%*	7 *15%*	2 *8%*	1 *100%*	- -	- -
Trains are accessible / easy to get on	12 *9%*	- -	3 *12%*	1 *26%*	2 *44%*	1 *3%*	2 *8%*	1 *100%*	2 *12%*	- -
Good for the environment / low CO2 emissions	3 *3%*	- -	- -	- -	- -	3 *6%*	1 *2%*	- -	- -	- -
I feel safe on the train / at train stations	3 *2%*	- -	- -	- -	- -	1 *2%*	1 *2%*	1 *100%*	- -	1 *9%*
Good information on timetables/routes/fares	1 *****	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -

Table 133   **Page 156**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN32. What are the reasons for you taking the train to get to [work] or [school/college]?

Base : Respondents who take the train to get to work / school / college

| | Total | | Car Owners | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	126	-	27	3	4	46	21	1	18	6
No particular reason	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	12	-	-	-	-	6	1	-	4	-
	9%	-	-	-	-	*14%*	*5%*	-	*24%*	-
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

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Table 134   **Page 157**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who take the tube/metro/light rail/tram to get to work / school / college

	Total	Segment1	Car Owners Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	49	-	12	1	1	16	1	-	17	1
Weighted base	70	-	20	1	1	23	2	-	22	*
Tube/metro/light rail/ tram journey is quick / service is frequent	44 *62%*	- -	16 *79%*	1 *100%*	- -	14 *63%*	2 *100%*	- -	10 *45%*	- -
Tube/metro/light rail/ trams run where I want to travel / direct route	27 *38%*	- -	3 *17%*	- -	1 *100%*	6 *28%*	2 *100%*	- -	13 *59%*	* *100%*
General convenience	21 *30%*	- -	9 *43%*	- -	1 *100%*	5 *22%*	- -	- -	6 *26%*	* *100%*
Tube/metro/light rail/ tram station is near to destination	10 *14%*	- -	3 *17%*	- -	- -	4 *17%*	- -	- -	3 *12%*	- -
Tube/metro/light rail/ tram station is near home	9 *14%*	- -	3 *17%*	- -	1 *100%*	- -	2 *100%*	- -	3 *13%*	- -
No choice (Net)	**9** *13%*	**-** -	**1** *6%*	**-** -	**-** -	**3** *12%*	**-** -	**-** -	**5** *22%*	**-** -
No choice - other reason	4 *6%*	- -	- -	- -	- -	- -	- -	- -	4 *19%*	- -
No choice - no parking where I need to go	4 *6%*	- -	1 *6%*	- -	- -	3 *12%*	- -	- -	- -	- -
No choice - I don't own / have access to a car	1 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -
Tube/metro/light rail/ trams run when I want to travel	8 *11%*	- -	4 *20%*	- -	- -	3 *14%*	- -	- -	1 *3%*	- -
Tube/metro/light rail/ trams are reliable / punctual	8 *11%*	- -	6 *27%*	- -	- -	- -	- -	- -	2 *10%*	- -
Tube/metro/light rail/ trams are accessible / easy to get on	7 *10%*	- -	1 *7%*	- -	- -	1 *5%*	- -	- -	4 *19%*	- -
Good for the environment / low CO2 emissions	3 *5%*	- -	- -	- -	1 *100%*	- -	2 *100%*	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Table 134   **Page 158**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who take the tube/metro/light rail/tram to get to work / school / college

			Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	70	-	20	1	1	23	2	-	22	*
Tube/metro/light rail/ trams are cheap / cheaper / offer good	1	-	1	-	-	-	-	-	-	-
	1%	-	4%	-	-	-	-	-	-	-
value for money										
I feel safe on the tube/ metro/light rail/tram / at tube/metro/light	1	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	3%	-
rail/tram stations										
Good information on	-	-	-	-	-	-	-	-	-	-
timetables/routes/fares	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	8	-	6	-	-	2	-	-	-	-
	11%	-	30%	-	-	9%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who take the train to get to work/school/college

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	110	-	21	3	7	40	18	1	15	5
Weighted base	126	-	27	3	4	46	21	1	18	6
Walk all the way	66	-	15	2	1	25	10	1	11	2
	52%	-	58%	52%	17%	54%	46%	100%	61%	30%
Car/van as driver	23	-	3	1	1	9	10	-	-	-
	18%	-	11%	26%	13%	19%	49%	-	-	-
Car/van as passenger	13	-	7	-	-	5	1	-	-	-
	11%	-	28%	-	-	10%	6%	-	-	-
Walk to bus stop and catch a bus to station	9	-	1	1	3	1	-	-	-	4
	7%	-	4%	21%	70%	3%	-	-	-	57%
Bicycle	5	-	-	-	-	3	-	-	2	-
	4%	-	-	-	-	6%	-	-	13%	-
Motorbike/moped/scooter	2	-	-	-	-	2	-	-	-	1
	2%	-	-	-	-	4%	-	-	-	12%
It varies too much to say	1	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	7%	-
Taxi	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	6	-	-	-	-	2	-	-	3	-
	5%	-	-	-	-	5%	-	-	19%	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN35. What are the reasons you don't walk to the train station?

Base : Respondents who take the train to get to work / school / college and use a car to get to the train station

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	31	-	6	1	1	11	12	-	-	-
Weighted base	36	-	10	1	1	13	12	-	-	-
It takes too long / too far away	28 *76%*	- -	3 *34%*	1 *100%*	1 *100%*	11 *86%*	12 *100%*	- -	- -	- -
Weather	8 *23%*	- -	2 *23%*	- -	- -	3 *24%*	3 *25%*	- -	- -	- -
Too much traffic / it's too dangerous	4 *11%*	- -	- -	- -	- -	2 *15%*	2 *16%*	- -	- -	- -
I'm not the kind of person who walks to the train station / Not my style	2 *5%*	- -	2 *17%*	- -	- -	- -	- -	- -	- -	- -
Too dark	1 *1%*	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -
Too hilly round here	1 *1%*	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -
Worried about crime/ personal safety/being attacked	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Too old /Not fit enough to walk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No particular reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	4 *11%*	- -	3 *26%*	- -	- -	1 *5%*	1 *6%*	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN36. What are the reasons why you don't cycle to the train station?

Base : Respondents who take the train to get to work / school / college and use a car to get to the train station and could ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	28	-	4	1	1	10	12	-	-	-
Weighted base	31	-	6	1	1	12	12	-	-	-
It takes too long to cycle / too far away	12 *40%*	- -	2 *29%*	1 *100%*	- -	3 *21%*	7 *62%*	- -	- -	- -
Weather	9 *29%*	- -	2 *36%*	- -	- -	2 *17%*	4 *39%*	- -	- -	- -
Too much traffic / it's too dangerous	8 *25%*	- -	- -	- -	- -	3 *26%*	5 *42%*	- -	- -	- -
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 *24%*	- -	2 *36%*	- -	- -	1 *12%*	4 *32%*	- -	- -	- -
Don't own / have access to a bicycle	3 *9%*	- -	- -	- -	- -	2 *14%*	1 *11%*	- -	- -	- -
No showers	3 *9%*	- -	- -	- -	- -	- -	3 *24%*	- -	- -	- -
Need a car to pick up children/family/friends	3 *8%*	- -	- -	- -	- -	2 *14%*	1 *8%*	- -	- -	- -
Too hilly round here	2 *7%*	- -	- -	- -	- -	1 *7%*	1 *13%*	- -	- -	- -
I'm not the kind of person who cycles to the train station / Not my style	2 *6%*	- -	2 *27%*	- -	- -	- -	- -	- -	- -	- -
Too old / Not fit enough to cycle	1 *4%*	- -	- -	- -	- -	1 *7%*	1 *5%*	- -	- -	- -
Nowhere to park a bicycle securely	1 *4%*	- -	- -	- -	- -	- -	1 *12%*	- -	- -	- -
Worried about bike being stolen	1 *4%*	- -	- -	- -	- -	- -	1 *12%*	- -	- -	- -
Worried about crime/ personal safety/being attacked	1 *3%*	- -	- -	- -	1 *100%*	- -	1 *5%*	- -	- -	- -
Can ride a bicycle but not confidently enough to ride to work	1 *2%*	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -
Cycle lanes/paths are limited / poor quality/ unsafe	1 *2%*	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN36. What are the reasons why you don't cycle to the train station?

Base : Respondents who take the train to get to work / school / college and use a car to get to the train station and could ride a bicycle

| | Total | Car Owners | | | | | | Non owners | | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	31	-	6	1	1	12	12	-	-	-
Too dark	1	-	-	-	-	-	1	-	-	-
	2%	-	-	-	-	-	5%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	5	-	*	-	-	3	1	-	-	-
	15%	-	8%	-	-	25%	11%	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who cycle to work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	67	1	13	5	1	21	2	-	21	3
Weighted base	66	1	17	5	*	22	2	-	17	1
It is the cheap / cheapest way / free	41 *63%*	1 *100%*	10 *59%*	3 *62%*	* *100%*	13 *60%*	1 *56%*	-	11 *66%*	1 *100%*
It is quick	41 *62%*	-	13 *80%*	2 *33%*	-	16 *72%*	1 *44%*	-	9 *49%*	* *36%*
To keep fit / exercise	33 *50%*	-	4 *24%*	4 *73%*	-	17 *76%*	1 *44%*	-	7 *40%*	1 *66%*
I enjoy cycling	28 *43%*	-	3 *21%*	3 *62%*	* *100%*	14 *65%*	-	-	6 *37%*	1 *66%*
It is the most convenient way	21 *32%*	-	5 *33%*	-	-	7 *33%*	1 *44%*	-	7 *40%*	* *36%*
It's better for the environment / reduces CO2 emissions	17 *26%*	-	1 *9%*	3 *51%*	-	6 *26%*	1 *56%*	-	6 *33%*	-
It is easy to park / lock up	16 *24%*	-	3 *21%*	-	-	7 *32%*	1 *44%*	-	4 *23%*	* *34%*
Flexibility / freedom / no waiting around	13 *20%*	-	2 *12%*	1 *11%*	-	8 *37%*	-	-	3 *16%*	-
No choice (Net)	**6** *10%*	**-**	**-**	**3** *51%*	**-**	**1** *6%*	**-**	**-**	**2** *12%*	***** *30%*
No choice - I don't own / have access to a car	6 *9%*	-	-	3 *51%*	-	1 *4%*	-	-	2 *12%*	* *30%*
No choice - no parking where I need to go	1 *2%*	-	-	-	-	1 *6%*	-	-	-	-
No choice - I can't walk where I need to go	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No choice - bus services don't meet my needs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No choice - train services don't meet my needs	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who cycle to work / school / college

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	66	1	17	5	*	22	2	-	17	1
There is a choice of routes / can take routes which I couldn't	4	-	-	-	-	2	-	-	2	-
	6%	-	-	-	-	9%	-	-	11%	-
otherwise										
I use my cycle at work	4	-	3	-	-	1	-	-	-	-
	6%	-	17%	-	-	4%	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	1	-	-	-	-	1	-
	3%	-	-	16%	-	-	-	-	6%	-
Don't know	2	-	-	-	-	-	-	-	2	-
	2%	-	-	-	-	-	-	-	9%	-

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CN39. 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?

Base : Respondents who make regular journey to work / school / college

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2007	66	509	207	99	527	318	22	186	73
Weighted base	2299	68	647	213	88	569	423	15	208	69
Yes	204	-	87	7	2	49	28	1	23	7
	9%	-	13%	3%	2%	9%	7%	6%	11%	10%
No	2096	68	560	206	86	519	395	14	185	62
	91%	100%	87%	97%	98%	91%	93%	94%	89%	90%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN40. 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?

Base : Respondents who change their method of transport in the last year to make regular journey to work / school / college

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	157	-	61	9	2	43	19	2	14	7
Weighted base	204	-	87	7	2	49	28	1	23	7
Bus	44	-	31	2	-	4	1	1	5	1
	22%	-	35%	27%	-	7%	5%	100%	19%	14%
Car/van as driver	32	-	15	1	2	6	8	-	1	-
	16%	-	17%	22%	75%	11%	28%	-	4%	-
Walk	31	-	9	-	-	16	1	-	-	5
	15%	-	10%	-	-	32%	5%	-	-	71%
Railway train	28	-	10	-	-	10	4	-	4	1
	14%	-	11%	-	-	19%	15%	-	16%	9%
Bicycle	24	-	5	2	-	9	4	-	4	-
	12%	-	6%	28%	-	18%	16%	-	18%	-
Tube/metro/light rail/ tram	20	-	4	-	1	4	2	-	10	-
	10%	-	4%	-	25%	9%	8%	-	41%	-
Motorbike/moped/scooter	12	-	7	1	-	-	5	-	-	-
	6%	-	8%	9%	-	-	16%	-	-	-
Car/van as passenger	10	-	6	1	-	1	2	-	*	*
	5%	-	7%	15%	-	1%	7%	-	2%	6%
Aeroplane	1	-	*	-	-	1	-	-	-	-
	*	-	*	-	-	1%	-	-	-	-
Long distance coach	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Table 141   **Page 167**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who change their method of transport in the last year to make regular journey to work / school / college

	Total	Segment1	Car Owners Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	157	-	61	9	2	43	19	2	14	7
Weighted base	204	-	87	7	2	49	28	1	23	7
New method quicker / more convenient	49 *24%*	- -	28 *32%*	3 *42%*	2 *75%*	6 *13%*	4 *14%*	- -	5 *22%*	1 *17%*
New job	37 *18%*	- -	9 *11%*	* *6%*	1 *25%*	17 *34%*	7 *25%*	- -	2 *9%*	1 *9%*
Moved house	33 *16%*	- -	20 *23%*	- -	- -	6 *12%*	4 *16%*	- -	2 *7%*	1 *9%*
New method cheaper / free	25 *13%*	- -	12 *14%*	- -	- -	- -	3 *11%*	- -	5 *23%*	5 *68%*
I bought a car	23 *12%*	- -	15 *17%*	- -	- -	4 *8%*	5 *16%*	- -	- -	- -
Change in season/weather	13 *6%*	- -	7 *8%*	2 *25%*	- -	2 *5%*	- -	- -	2 *9%*	- -
Change in family circumstances (e.g. had a baby/got divorced/ child left school/etc)	12 *6%*	- -	3 *4%*	1 *12%*	- -	4 *8%*	3 *12%*	- -	- -	- -
Health reasons	10 *5%*	- -	1 *1%*	* *5%*	- -	2 *4%*	- -	- -	3 *12%*	4 *51%*
Change place of work	8 *4%*	- -	2 *2%*	1 *10%*	- -	5 *10%*	1 *2%*	- -	- -	- -
Change in parking arrangements	3 *2%*	- -	1 *2%*	- -	- -	1 *2%*	1 *4%*	- -	- -	- -
Public transport overcrowded/unpleasant	3 *1%*	- -	1 *1%*	- -	- -	- -	- -	- -	2 *9%*	- -
New method more reliable	2 *1%*	- -	2 *2%*	- -	- -	- -	- -	- -	- -	1 *8%*
I wanted to reduce my CO2 emissions	2 *1%*	- -	- -	- -	- -	1 *2%*	1 *5%*	- -	- -	- -
I bought a bicycle	2 *1%*	- -	1 *1%*	1 *10%*	- -	- -	- -	- -	- -	- -
Others	12 *6%*	- -	2 *2%*	- -	- -	4 *7%*	1 *5%*	1 *100%*	4 *19%*	- -

Table 142   **Page 168**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN42. Alternatives available for business trip that the respondent made using a car / van

Base : Respondents who made a business trip using a car as a driver

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	298	7	30	14	19	129	96	-	3	-
Weighted base	320	10	31	13	17	119	124	-	6	-
By getting a lift with someone going the same way / going to the same place	79 *25%*	* *5%*	11 *36%*	1 *11%*	1 *8%*	41 *34%*	20 *16%*	- -	3 *53%*	- -
Through a car share scheme	13 *4%*	1 *11%*	1 *4%*	- -	2 *11%*	3 *2%*	4 *4%*	- -	2 *32%*	- -
None	226 *71%*	8 *85%*	19 *61%*	12 *89%*	14 *81%*	76 *64%*	96 *78%*	- -	1 *15%*	- -
Don't know	8 *2%*	- -	1 *3%*	- -	- -	1 *1%*	6 *5%*	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Table 143   **Page 169**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN43. Length of business trips made in last 6 months

Base : Respondents who have used a car (as a driver or as a passenger) or a plane for business trip

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	368	7	45	16	20	165	108	-	7	-
Weighted base	395	10	46	15	18	157	139	-	9	-
50 miles or more	309	9	37	8	16	117	115	-	8	-
	78%	89%	81%	53%	88%	74%	82%	-	84%	-
25 to 49 miles	159	5	13	7	12	50	67	-	4	-
	40%	47%	29%	48%	67%	32%	48%	-	38%	-
10 to 24 miles	137	5	9	7	11	42	62	-	-	-
	35%	47%	20%	48%	62%	27%	45%	-	-	-
Less than 10 miles	115	6	7	7	8	35	51	-	*	-
	29%	58%	16%	50%	44%	22%	37%	-	5%	-
Don't know	2	-	*	-	-	2	-	-	-	-
	1%	-	1%	-	-	1%	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN44. Thinking more generally about business trips that are 25 miles or over, would you consider travelling by train?

Base : Respondents who have used a car (as a driver or as a passenger) or a plane for business trip of 25 miles or more in the last 6 months

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	331	5	42	12	19	147	99	-	7	-
Weighted base	352	9	44	11	18	134	128	-	9	-
Yes - I usually do this already (for longer business trips)	31 *9%*	- -	5 *11%*	- -	2 *13%*	20 *15%*	4 *4%*	- -	1 *6%*	- -
Yes - I sometimes do this already (for longer business trips)	99 *28%*	- -	18 *41%*	2 *21%*	6 *36%*	33 *24%*	31 *25%*	- -	8 *85%*	- -
Yes - but I don't do this at the moment	55 *16%*	- -	6 *15%*	* *3%*	2 *13%*	25 *19%*	21 *16%*	- -	- -	- -
No	167 *47%*	9 *100%*	14 *33%*	8 *76%*	7 *39%*	57 *42%*	71 *55%*	- -	1 *10%*	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Table 145   **Page 171**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN45. What are the reasons why you wouldn't consider travelling by train?

Base : Respondents who wouldn't consider travelling by train for business trip over 25 miles

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	152	5	17	8	8	58	55	-	1	-
Weighted base	167	9	14	8	7	57	71	-	1	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	5 53%	6 39%	4 51%	4 54%	20 35%	21 29%	- -	- -	- -
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	- -	5 37%	3 40%	* 7%	18 32%	23 33%	- -	- -	- -
Trains do not run where I want to travel	38 23%	1 14%	2 10%	1 11%	- -	20 35%	15 21%	- -	- -	- -
Train station is not near home	33 20%	3 35%	- -	1 11%	1 8%	14 25%	14 20%	- -	- -	- -
Trains do not run when I want to travel	30 18%	4 47%	4 26%	- -	* 6%	14 25%	8 11%	- -	- -	- -
I would need to change train or use bus and train / no direct route	27 16%	- -	1 5%	- -	- -	12 21%	14 20%	- -	1 100%	- -
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	- -	4 28%	- -	1 8%	16 27%	7 10%	- -	- -	- -
Train station is not near to destination	24 14%	1 11%	1 9%	1 18%	- -	11 19%	9 13%	- -	- -	- -
Train journey is too slow / infrequent	11 7%	- -	1 9%	- -	- -	4 7%	6 8%	- -	- -	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	- -	- -	- -	- -	4 8%	4 6%	- -	- -	- -
Can never be sure what time the train will arrive/how long it will take	9 5%	- -	1 9%	- -	- -	5 8%	3 4%	- -	- -	- -
Trains are not reliable and punctual	8 5%	- -	1 4%	- -	- -	5 10%	2 3%	- -	- -	- -
Trains are not accessible/easy to get on	6 4%	* 4%	1 4%	3 38%	- -	1 1%	2 3%	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 145 **Page 172**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN45. What are the reasons why you wouldn't consider travelling by train?

Base : Respondents who wouldn't consider travelling by train for business trip over 25 miles

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	167	9	14	8	7	57	71	-	1	-
I do not feel safe on the train / at train stations	4	-	-	-	-	2	2	-	-	-
	2%	-	-	-	-	3%	3%	-	-	-
I don't know what train services are available	3	1	-	-	-	1	1	-	-	-
	2%	12%	-	-	-	2%	1%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	13	-	*	*	2	4	6	-	-	-
	8%	-	3%	6%	25%	7%	9%	-	-	-
No answer	1	-	1	-	-	-	-	-	-	-
	*	-	6%	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	1%	-	-	-	-
Not stated	*	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	*	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN48. Who mainly decides how you travel on business trips (for example, by car, train or aeroplane?)

Base : All who make business trips

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	527	13	63	18	29	247	134	-	23	-
Weighted base	556	16	62	17	26	247	166	-	22	-
Me personally	416	14	33	12	20	193	131	-	13	-
	75%	88%	53%	71%	76%	78%	79%	-	59%	-
My manager	70	1	20	*	2	24	18	-	4	-
	13%	9%	33%	3%	9%	10%	11%	-	18%	-
It is company policy / decided by a central travel department	42	1	3	2	2	20	13	-	2	-
	8%	3%	5%	9%	6%	8%	8%	-	9%	-
It varies / not possible to say	12	-	5	1	1	2	1	-	2	-
	2%	-	9%	9%	3%	1%	*	-	9%	-
Other people I'm travelling with	8	-	-	1	-	2	3	-	1	-
	1%	-	-	8%	-	1%	2%	-	5%	-
My clients	7	-	-	-	2	5	-	-	-	-
	1%	-	-	-	7%	2%	-	-	-	-

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN50. Do you ever use teleconferencing or video/web-conferencing?

Base : All who make business trips

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	527	13	63	18	29	247	134	-	23	-
Weighted base	556	16	62	17	26	247	166	-	22	-
No	297	8	43	14	17	104	95	-	16	-
	53%	51%	68%	82%	66%	42%	57%	-	71%	-
Yes - teleconferencing	208	2	16	1	8	121	57	-	4	-
	37%	12%	26%	5%	29%	49%	34%	-	16%	-
Yes - video conferencing	136	7	8	1	6	75	33	-	5	-
	24%	42%	13%	6%	24%	31%	20%	-	24%	-
Yes - web conferencing	123	2	6	1	1	79	32	-	1	-
	22%	12%	10%	8%	2%	32%	19%	-	4%	-
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN51. 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?

Base : All who make business trips

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	527	13	63	18	29	247	134	-	23	-
Weighted base	556	16	62	17	26	247	166	-	22	-
Easy (Net)	**239**	**7**	**22**	**4**	**13**	**117**	**65**	**-**	**11**	**-**
	43%	*41%*	*36%*	*24%*	*49%*	*48%*	*39%*	*-*	*50%*	*-*
Very easy (4)	121	6	6	2	5	63	35	-	4	-
	22%	*38%*	*9%*	*10%*	*17%*	*26%*	*21%*	*-*	*20%*	*-*
Fairly easy (3)	118	*	17	2	8	54	30	-	7	-
	21%	*3%*	*27%*	*14%*	*31%*	*22%*	*18%*	*-*	*30%*	*-*
Difficult (Net)	**281**	**8**	**31**	**11**	**11**	**118**	**91**	**-**	**11**	**-**
	51%	*49%*	*49%*	*68%*	*41%*	*48%*	*55%*	*-*	*50%*	*-*
Fairly difficult (2)	77	3	7	1	2	35	28	-	2	-
	14%	*18%*	*11%*	*5%*	*9%*	*14%*	*17%*	*-*	*7%*	*-*
Very difficult (1)	204	5	24	10	8	84	63	-	10	-
	37%	*31%*	*38%*	*63%*	*32%*	*34%*	*38%*	*-*	*43%*	*-*
Don't know	21	-	4	1	2	7	8	-	-	-
	4%	*-*	*6%*	*5%*	*8%*	*3%*	*5%*	*-*	*-*	*-*
Not stated	15	2	6	1	1	4	3	-	-	-
	3%	*10%*	*9%*	*3%*	*2%*	*2%*	*2%*	*-*	*-*	*-*
Mean Score	**2.30**	**2.53**	**2.08**	**1.68**	**2.37**	**2.41**	**2.24**	**-**	**2.27**	**-**
Standard Deviation	**1.21**	**1.38**	**1.10**	**1.12**	**1.18**	**1.22**	**1.20**	**-**	**1.23**	**-**
Standard Error	**0.054**	**0.399**	**0.147**	**0.279**	**0.232**	**0.080**	**0.106**	**-**	**0.257**	**-**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN52. Reasons why it would be difficult to use video / web / telephone conferencing

Base : Those who find difficult to use video/web/telephone conferencing

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	260	8	32	12	14	115	68	-	11	-
Weighted base	281	8	31	11	11	118	91	-	11	-
Prefer to meet face to face	91 *32%*	2 *24%*	10 *33%*	5 *48%*	2 *18%*	32 *27%*	36 *40%*	-	3 *30%*	-
It's more effective to meet face to face	85 *30%*	2 *22%*	4 *12%*	1 *12%*	1 *11%*	49 *41%*	26 *29%*	-	2 *14%*	-
Facilities not available at/near workplace	72 *26%*	* *4%*	9 *29%*	1 *10%*	5 *42%*	34 *28%*	22 *24%*	-	2 *18%*	-
More convenient to meet face to face	57 *20%*	2 *26%*	6 *18%*	3 *28%*	1 *9%*	21 *18%*	22 *24%*	-	3 *30%*	-
I need to take things with me to the meeting	50 *18%*	3 *34%*	8 *26%*	3 *30%*	3 *26%*	22 *18%*	11 *13%*	-	* *3%*	-
The person/s I am meeting do not have the technology	38 *14%*	- -	4 *14%*	* *4%*	2 *21%*	15 *13%*	10 *10%*	-	6 *57%*	-
Type of work that can't be done over the phone	28 *10%*	1 *8%*	6 *20%*	2 *19%*	2 *23%*	8 *7%*	7 *8%*	-	1 *9%*	-
Facilities not easily accessible at/near workplace	27 *10%*	- -	3 *10%*	1 *7%*	3 *24%*	12 *10%*	9 *10%*	-	- -	-
I am not confident enough to use these technologies	8 *3%*	- -	* *1%*	- -	- -	5 *4%*	3 *3%*	-	- -	-
Cheaper to meet face to face	4 *1%*	- -	- -	- -	- -	3 *3%*	1 *1%*	-	- -	-
Other	16 *6%*	- -	2 *5%*	* *4%*	1 *7%*	7 *6%*	6 *7%*	-	- -	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 *30%*	127 *36%*	241 *29%*	176 *38%*	103 *29%*	165 *24%*	128 *25%*	86 *35%*	87 *32%*	63 *31%*
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)	1462 *37%*	122 *35%*	318 *38%*	172 *37%*	154 *44%*	320 *47%*	159 *31%*	57 *24%*	70 *25%*	88 *44%*
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	523 *13%*	41 *12%*	84 *10%*	45 *10%*	50 *14%*	65 *10%*	56 *11%*	54 *22%*	93 *34%*	36 *18%*
I do not usually do food shopping - someone else in my household does the food shopping	762 *19%*	58 *17%*	193 *23%*	76 *16%*	45 *13%*	127 *19%*	178 *34%*	46 *19%*	26 *9%*	14 *7%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN57a. Mode of transport usually use for longest part of journey (top-up shopping)

Base : Respondents who usually do both main and top up shopping

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1495	137	274	204	184	287	132	98	73	106
Weighted base	1462	122	318	172	154	320	159	57	70	88
Car/van as driver	731	61	164	101	87	181	133	3	1	*
	50%	50%	52%	59%	56%	57%	83%	5%	2%	*
Walk	466	18	102	46	36	110	17	25	58	53
	32%	15%	32%	27%	23%	34%	11%	43%	84%	60%
Car/van as passenger	152	37	42	16	16	14	10	9	3	6
	10%	30%	13%	9%	10%	4%	6%	16%	5%	7%
Bus	92	6	9	6	12	6	-	20	7	26
	6%	5%	3%	3%	8%	2%	-	36%	10%	29%
Bicycle	18	1	2	2	3	7	-	*	1	3
	1%	*	1%	1%	2%	2%	-	1%	1%	3%
Tube/metro/light rail/	1	-	-	-	-	1	-	-	-	-
tram	*	-	-	-	-	*	-	-	-	-
Railway train	1	-	-	1	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-
Motorbike/moped/scooter	*	-	-	-	-	-	-	*	-	-
	*	-	-	-	-	-	-	1%	-	-

Table 152   **Page 179**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN57b. Mode of transport usually use for longest part of journey (more regular shops)

Base : Respondents who usually do more regular little shops

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	598	46	79	60	59	82	47	90	81	54
Weighted base	523	41	84	45	50	65	56	54	93	36
Walk	215	7	40	12	13	22	9	21	72	20
	41%	16%	47%	26%	25%	35%	15%	39%	77%	55%
Car/van as driver	196	29	28	27	29	37	41	*	4	*
	38%	70%	34%	61%	59%	58%	73%	1%	4%	1%
Bus	54	1	2	2	1	-	1	27	10	10
	10%	2%	2%	5%	3%	-	1%	51%	11%	27%
Car/van as passenger	30	4	13	3	2	-	-	3	*	4
	6%	11%	15%	6%	5%	-	-	6%	*	11%
Bicycle	17	*	1	1	4	1	4	-	4	2
	3%	1%	2%	2%	8%	2%	6%	-	4%	4%
Motorbike/moped/scooter	5	-	-	-	-	1	2	1	-	*
	1%	-	-	-	-	2%	4%	1%	-	1%
Tube/metro/light rail/	3	-	-	-	-	-	-	*	3	-
tram	1%	-	-	-	-	-	-	1%	3%	-
Railway train	3	-	-	-	-	2	-	1	-	-
	*	-	-	-	-	3%	-	1%	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN57(combined). Mode of transport usually use for longest part of journey (top-up or regular little shops)

Base : Respondents who usually do both main and top-up shopping or regular little shops

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2093	183	353	264	243	369	179	188	154	160
Weighted base	1985	163	402	217	204	385	215	111	163	124
Car/van as driver	928	90	192	129	116	219	174	3	5	1
	47%	55%	48%	59%	57%	57%	81%	3%	3%	1%
Walk	680	25	142	58	49	133	26	46	130	73
	34%	15%	35%	27%	24%	34%	12%	41%	80%	59%
Car/van as passenger	182	41	55	18	19	14	10	12	4	10
	9%	25%	14%	8%	9%	4%	4%	11%	2%	8%
Bus	146	7	11	8	14	6	1	48	17	36
	7%	4%	3%	4%	7%	2%	*	43%	11%	29%
Bicycle	35	1	3	3	7	8	4	*	4	4
	2%	1%	1%	1%	3%	2%	2%	*	3%	4%
Motorbike/moped/scooter	5	-	-	-	-	1	2	1	-	*
	*	-	-	-	-	*	1%	1%	-	*
Tube/metro/light rail/	4	-	-	-	-	1	-	*	3	-
tram	*	-	-	-	-	*	-	*	2%	-
Railway train	3	-	-	1	-	2	-	1	-	-
	*	-	-	*	-	1%	-	1%	-	-

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN59a. Frequency of shopping (top-up shopping)

Base : Respondents who usually do both main and top up shopping

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	1495	137	274	204	184	287	132	98	73	106
Weighted base	1462	122	318	172	154	320	159	57	70	88
Once in the last month	7	*	2	-	1	4	-	-	-	1
	*	*	1%	-	*	1%	-	-	-	1%
Twice in the last month	47	3	16	6	2	9	6	1	2	2
	3%	2%	5%	3%	1%	3%	3%	2%	3%	3%
More or less weekly	404	37	86	46	43	100	43	12	15	22
	28%	30%	27%	27%	28%	31%	27%	21%	22%	25%
Twice weekly	668	49	139	81	77	152	77	25	32	36
	46%	40%	44%	47%	50%	47%	48%	44%	45%	41%
3 to 4 times a week	264	25	54	34	25	45	28	12	17	23
	18%	20%	17%	20%	16%	14%	18%	21%	25%	27%
Once a day	65	8	16	5	7	10	5	6	4	4
	4%	7%	5%	3%	4%	3%	3%	11%	5%	4%
More than once a day	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Don't know	6	-	5	-	-	-	1	-	-	-
	*	-	2%	-	-	-	1%	-	-	-

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN59b. Frequency of shopping (more regular shops)

Base : Respondents who usually do more regular little shops

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	598	46	79	60	59	82	47	90	81	54
Weighted base	523	41	84	45	50	65	56	54	93	36
Once in the last month	*	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	1%
Twice in the last month	14	2	3	1	-	2	1	2	4	-
	3%	4%	4%	2%	-	3%	2%	3%	4%	-
More or less weekly	38	3	3	2	1	8	7	1	8	4
	7%	8%	4%	5%	2%	12%	13%	2%	9%	11%
Twice weekly	156	6	28	12	13	26	18	13	24	16
	30%	14%	34%	27%	27%	40%	32%	23%	26%	43%
3 to 4 times a week	231	19	34	24	30	24	26	26	34	13
	44%	46%	41%	54%	61%	37%	47%	48%	37%	35%
Once a day	79	10	13	4	5	5	3	12	23	4
	15%	25%	15%	10%	9%	7%	5%	23%	25%	10%
More than once a day	2	-	2	-	-	-	-	*	-	-
	*	-	2%	-	-	-	-	1%	-	-
Don't know	3	1	-	1	*	1	-	-	-	-
	*	2%	-	2%	*	1%	-	-	-	-

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN59(combined). Frequency of shopping (top-up or regular little shops)

Base : Respondents who usually do both main and top-up shopping or regular little shops

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2093	183	353	264	243	369	179	188	154	160
Weighted base	1985	163	402	217	204	385	215	111	163	124
Once in the last month	8	*	2	-	1	4	-	-	-	1
	*	*	*	-	*	1%	-	-	-	1%
Twice in the last month	62	5	19	6	2	11	7	3	6	2
	3%	3%	5%	3%	1%	3%	3%	3%	3%	2%
More or less weekly	442	40	89	49	44	108	50	13	23	26
	22%	25%	22%	22%	22%	28%	23%	12%	14%	21%
Twice weekly	823	54	167	94	91	178	95	38	56	51
	41%	33%	42%	43%	44%	46%	44%	34%	34%	41%
3 to 4 times a week	494	44	88	58	55	69	55	38	52	36
	25%	27%	22%	27%	27%	18%	25%	34%	32%	29%
Once a day	144	19	29	9	11	15	8	19	27	7
	7%	12%	7%	4%	6%	4%	4%	17%	17%	6%
More than once a day	2	-	2	-	-	-	-	*	-	-
	*	-	*	-	-	-	-	*	-	-
Don't know	9	1	5	1	*	1	1	-	-	-
	*	1%	1%	*	*	*	1%	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN60a. Reasons for shopping using car / van (top-up shopping)

Base : Respondents who usually do both main and top up shopping by car

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	863	109	175	136	118	175	117	22	3	8
Weighted base	884	97	206	117	103	196	142	12	4	6
I have shopping and cannot carry it all	447 *51%*	53 *55%*	107 *52%*	57 *48%*	57 *56%*	102 *52%*	54 *38%*	7 *62%*	4 *100%*	5 *79%*
It is quick / reliable / convenient	327 *37%*	35 *36%*	75 *36%*	43 *36%*	41 *40%*	66 *33%*	65 *46%*	1 *13%*	- -	1 *12%*
I use my car to make other trips while I'm out	160 *18%*	3 *3%*	34 *17%*	19 *16%*	19 *19%*	56 *28%*	29 *20%*	- -	- -	- -
I cannot get there any other way	150 *17%*	30 *31%*	15 *7%*	17 *14%*	26 *26%*	27 *14%*	31 *21%*	4 *33%*	- -	- -
I can travel when I want to travel	78 *9%*	8 *8%*	16 *8%*	9 *8%*	9 *9%*	18 *9%*	18 *13%*	- -	- -	- -
It gives me flexibility	51 *6%*	4 *4%*	7 *3%*	9 *8%*	10 *10%*	13 *7%*	8 *6%*	- -	- -	- -
I prefer driving	41 *5%*	2 *2%*	5 *2%*	9 *8%*	7 *7%*	7 *4%*	10 *7%*	- -	- -	- -
It is cheap / cheapest way	22 *2%*	1 *1%*	6 *3%*	4 *3%*	2 *2%*	4 *2%*	5 *3%*	- -	- -	1 *12%*
Shop too far away	19 *2%*	1 *1%*	1 *1%*	3 *3%*	5 *5%*	5 *3%*	3 *2%*	- -	- -	- -
Do shopping on way to/ from work/during work time	11 *1%*	- -	5 *3%*	1 *1%*	1 *1%*	4 *2%*	- -	- -	- -	- -
Others	42 *5%*	11 *11%*	11 *5%*	7 *6%*	2 *2%*	7 *4%*	2 *1%*	1 *7%*	- -	1 *9%*
illness/disability	2 ***	1 *1%*	1 ***	- -	- -	* ***	- -	- -	- -	- -
Not stated	4 ***	- -	- -	4 *3%*	- -	- -	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN60b. Reasons for shopping using car / van (more regular shops)

Base : Respondents who usually do more regular little shops by car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	263	36	44	41	40	46	38	8	3	7
Weighted base	226	33	41	30	32	37	41	4	4	4
I have shopping and cannot carry it all	106 *47%*	19 *57%*	14 *34%*	13 *44%*	19 *61%*	16 *42%*	16 *40%*	2 *64%*	4 *89%*	3 *75%*
It is quick / reliable / convenient	94 *42%*	13 *38%*	25 *60%*	16 *54%*	13 *41%*	10 *28%*	15 *36%*	1 *38%*	- -	1 *18%*
I use my car to make other trips while I'm out	41 *18%*	3 *8%*	7 *18%*	8 *28%*	1 *4%*	11 *30%*	11 *26%*	- -	- -	- -
I cannot get there any other way	25 *11%*	7 *22%*	2 *4%*	2 *8%*	7 *22%*	3 *8%*	3 *8%*	* *11%*	-	-
It gives me flexibility	17 *8%*	- -	4 *10%*	5 *18%*	1 *5%*	1 *3%*	5 *13%*	- -	- -	- -
I can travel when I want to travel	17 *8%*	4 *12%*	2 *4%*	3 *10%*	3 *9%*	5 *12%*	1 *3%*	- -	- -	- -
I prefer driving	7 *3%*	1 *4%*	1 *3%*	1 *4%*	1 *2%*	1 *4%*	1 *2%*	- -	- -	- -
It is cheap / cheapest way	6 *2%*	1 *3%*	- -	3 *10%*	- -	1 *2%*	- -	* *11%*	* *11%*	- -
Shop too far away	1 *	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -
Other	16 *7%*	6 *18%*	2 *4%*	2 *7%*	1 *3%*	3 *7%*	2 *5%*	- -	- -	* *6%*
illness/disability	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	1 *	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN60(combined). Reasons for shopping using car / van (top shopping or more regular little shops

Base : Respondents who usually do both main and top-up shopping or regular little shops by car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1126	145	219	177	158	221	155	30	6	15
Weighted base	1110	131	247	147	135	233	183	15	8	11
I have shopping and cannot carry it all	553	72	121	70	77	118	70	9	8	8
	50%	*55%*	*49%*	*48%*	*57%*	*51%*	*38%*	*62%*	*95%*	*77%*
It is quick / reliable / convenient	421	48	100	59	54	76	80	3	-	2
	38%	*37%*	*40%*	*40%*	*40%*	*33%*	*44%*	*19%*	-	*15%*
I use my car to make other trips while I'm out	201	6	42	27	20	67	39	-	-	-
	18%	*4%*	*17%*	*18%*	*15%*	*29%*	*21%*	-	-	-
I cannot get there any other way	175	37	17	19	34	30	34	4	-	-
	16%	*29%*	*7%*	*13%*	*25%*	*13%*	*18%*	*28%*	-	-
I can travel when I want to travel	95	12	18	12	12	23	20	-	-	-
	9%	*9%*	*7%*	*8%*	*9%*	*10%*	*11%*	-	-	-
It gives me flexibility	68	4	11	14	12	14	13	-	-	-
	6%	*3%*	*4%*	*10%*	*9%*	*6%*	*7%*	-	-	-
I prefer driving	47	4	6	10	8	9	11	-	-	-
	4%	*3%*	*2%*	*7%*	*6%*	*4%*	*6%*	-	-	-
It is cheap / cheapest way	28	2	6	7	2	4	5	*	*	1
	2%	*2%*	*2%*	*4%*	*2%*	*2%*	*3%*	*3%*	*5%*	*7%*
Shop too far away	20	2	1	3	5	5	3	-	-	-
	2%	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	-	-	-
Do shopping on way to/ from work/during work time	11	-	5	1	1	4	-	-	-	-
	1%	-	*2%*	*1%*	*1%*	*2%*	-	-	-	-
Others	57	17	13	9	3	10	4	1	-	1
	5%	*13%*	*5%*	*6%*	*2%*	*4%*	*2%*	*5%*	-	*8%*
illness/disability	2	1	1	-	-	*	-	-	-	-
	*	*1%*	*	-	-	*	-	-	-	-
Not stated	4	-	-	4	1	-	-	-	-	-
	*	-	-	*3%*	*	-	-	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61a. Reasons don't use public transport for shopping (top-up shopping)

Base : Respondents who usually do both main and top up shopping using a car but don't use their car for their regular journeey to work/school

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	488	96	70	98	99	56	38	22	2	7
Weighted base	449	84	74	79	89	63	39	12	3	6
I have shopping and cannot carry it all	227 50%	43 52%	36 49%	36 46%	44 50%	37 58%	18 47%	7 64%	1 45%	2 40%
There is no direct route	85 19%	17 21%	3 4%	17 21%	21 24%	13 20%	12 31%	1 5%	- -	1 9%
Generally public transport is not convenient/ easier or more convenient by car	80 18%	16 19%	13 17%	11 14%	18 20%	15 24%	7 19%	- -	- -	- -
Public transport is too slow / service too infrequent	74 16%	14 16%	5 7%	17 21%	15 17%	13 21%	9 22%	1 5%	- -	1 13%
Public transport services are not near home	42 9%	6 7%	3 5%	7 8%	16 17%	6 10%	4 11%	- -	- -	- -
Public transport services are not near destination	35 8%	5 6%	4 5%	8 10%	5 6%	6 9%	7 17%	- -	- -	* 6%
Public transport is not reliable / punctual	31 7%	6 7%	5 7%	3 4%	10 11%	6 9%	1 2%	1 5%	- -	1 13%
Public transport is expensive / It's cheaper by car	23 5%	3 4%	6 7%	2 3%	5 6%	5 8%	2 6%	- -	- -	- -
Public transport is not accessible/easy to get on	13 3%	8 9%	1 1%	- -	2 2%	3 5%	- -	- -	- -	- -
I don't know what public transport services are available / poor information on timetables or routes or fares	13 3%	1 1%	- -	2 3%	5 6%	1 2%	4 9%	- -	- -	- -
Illness/disability	9 2%	6 7%	* *	1 1%	1 1%	- -	- -	1 13%	- -	- -
It's always full by the time it gets to my stop	3 1%	3 3%	* 1%	- -	- -	- -	- -	- -	- -	- -
No particular reason	9 1%	1 1%	3 3%	2 2%	1 1%	- -	1 3%	- -	1 55%	- -
I do not feel safe on public transport	3 1%	1 1%	- -	- -	1 1%	- -	1 2%	- -	- -	- -

Table 160   **Page 188**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61a. Reasons don't use public transport for shopping (top-up shopping)

Base : Respondents who usually do both main and top up shopping using a car but don't use their car for their regular journeey to work/school

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Weighted base	449	84	74	79	89	63	39	12	3	6
Prefer to walk/shops	-	-	-	-	-	-	-	-	-	-
close enough to walk to	-	-	-	-	-	-	-	-	-	-
Others	30	3	9	4	3	4	4	3	-	-
	7%	4%	12%	4%	4%	6%	9%	28%	-	-
Don't know	6	-	1	1	1	2	-	-	-	2
	1%	-	1%	1%	1%	3%	-	-	-	32%
Not stated	*	-	-	*	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-

Table 161　　　　　　　　　　　　　　　　　　　　　　　　**Page 189**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61b. Reasons don't use public transport for shopping (more regular shops)

Base : Respondents who usually do more regular little shops using a car but don't use their car for their regular journeey to work/school

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	133	30	14	19	31	12	10	8	3	6
Weighted base	109	26	17	12	25	9	9	4	4	4
I have shopping and cannot carry it all	59 54%	14 52%	10 60%	7 57%	12 48%	5 57%	4 41%	2 50%	4 89%	3 80%
Generally public transport is not convenient/ easier or more convenient by car	20 18%	5 19%	5 32%	* 4%	4 17%	2 25%	1 17%	1 25%	- -	- -
Public transport is too slow / service too infrequent	17 15%	2 7%	3 16%	- -	5 21%	3 29%	1 14%	- -	3 79%	- -
There is no direct route	14 13%	3 13%	1 8%	- -	6 22%	1 15%	1 17%	* 14%	- -	1 16%
Public transport services are not near home	13 12%	5 20%	- -	1 5%	4 15%	1 10%	2 22%	- -	- -	- -
Public transport services are not near destination	7 7%	2 9%	- -	- -	2 7%	1 8%	2 26%	- -	- -	- -
Public transport is expensive / It's cheaper by car	7 6%	1 3%	3 17%	1 6%	1 3%	1 15%	- -	* 11%	- -	- -
Public transport is not reliable / punctual	4 4%	* 1%	3 16%	* 4%	- -	1 8%	- -	- -	- -	- -
Prefer to walk/shops close enough to walk to	3 3%	1 3%	- -	1 13%	1 4%	- -	- -	- -	- -	- -
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	* 1%	- -	- -	1 2%	- -	* 2%	- -	- -	- -
I do not feel safe on public transport	1 1%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -
It's always full by the time it gets to my stop	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No particular reason	4 4%	- -	* 2%	* 4%	1 3%	1 9%	* 4%	- -	* 11%	1 20%
Public transport is not accessible/easy to get on	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61b. Reasons don't use public transport for shopping (more regular shops)

Base : Respondents who usually do more regular little shops using a car but don't use their car for their regular journeey to work/school

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	109	26	17	12	25	9	9	4	4	4
Illness/disability	2	1	-	-	-	-	-	1	-	-
	2%	5%	-	-	-	-	-	25%	-	-
Others	13	5	2	3	1	-	2	-	-	-
	12%	19%	13%	22%	4%	-	22%	-	-	-
Don't know	1	1	1	-	-	-	-	-	-	-
	1%	2%	3%	-	-	-	-	-	-	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61(combined). Reasons don't use public transport for shopping (top shopping or more regular little shops

Base : Respondents who usually do both main and top-up shopping or regular little shops by car

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	621	126	84	117	130	68	48	30	5	13
Weighted base	558	110	91	91	114	72	48	15	7	10
I have shopping and cannot carry it all	286 *51%*	57 *52%*	47 *51%*	43 *47%*	57 *49%*	42 *58%*	22 *46%*	9 *60%*	5 *72%*	6 *56%*
Generally public transport is not convenient/ easier or more convenient by car	100 *18%*	21 *19%*	18 *20%*	12 *13%*	22 *20%*	17 *24%*	9 *18%*	1 *6%*	- -	- -
There is no direct route	99 *18%*	21 *19%*	5 *5%*	17 *19%*	27 *23%*	14 *20%*	14 *28%*	1 *7%*	- -	1 *12%*
Public transport is too slow / service too infrequent	90 *16%*	15 *14%*	8 *8%*	17 *19%*	20 *18%*	16 *22%*	10 *20%*	1 *4%*	3 *48%*	1 *8%*
Public transport services are not near home	55 *10%*	11 *10%*	3 *4%*	7 *8%*	19 *17%*	7 *10%*	6 *13%*	- -	- -	- -
Public transport services are not near destination	42 *8%*	8 *7%*	4 *4%*	8 *9%*	7 *6%*	6 *9%*	9 *18%*	- -	- -	* *4%*
Public transport is not reliable / punctual	35 *6%*	6 *6%*	8 *8%*	3 *4%*	10 *8%*	6 *9%*	1 *1%*	1 *4%*	- -	1 *8%*
Public transport is expensive / It's cheaper by car	30 *5%*	4 *4%*	8 *9%*	3 *3%*	6 *5%*	6 *9%*	2 *5%*	* *3%*	- -	- -
I don't know what public transport services are available / poor information on timetables or routes or fares	14 *3%*	1 *1%*	- -	2 *2%*	6 *5%*	1 *2%*	4 *8%*	- -	- -	- -
Public transport is not accessible/easy to get on	13 *2%*	8 *7%*	1 *1%*	- -	2 *1%*	3 *4%*	- -	- -	- -	- -
No particular reason	12 *2%*	1 *1%*	3 *3%*	2 *2%*	2 *2%*	1 *1%*	1 *3%*	- -	2 *28%*	1 *8%*
I do not feel safe on public transport	4 *1%*	2 *2%*	- -	- -	1 *1%*	- -	1 *1%*	- -	- -	- -
It's always full by the	3 *3%*	3 *3%*	* *	- -	- -	- -	- -	- -	- -	- -
Illness/disability	11 *2%*	7 *6%*	* *	1%*	1%*	- -	- -	2 *16%*	- -	- -

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN61(combined). Reasons don't use public transport for shopping (top shopping or more regular little shops

Base : Respondents who usually do both main and top-up shopping or regular little shops by car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	558	110	91	91	114	72	48	15	7	10
Prefer to walk/shops	3	1	-	1	1	-	-	-	-	-
close enough to walk to	1%	1%	-	2%	1%	-	-	-	-	-
Others	43	8	11	6	4	4	6	3	-	-
	8%	8%	12%	7%	4%	5%	12%	22%	-	-
Don't know	7	1	1	1	1	2	-	-	-	2
	1%	1%	2%	1%	1%	2%	-	-	-	19%
Not stated	*	-	-	*	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN63a. Reasons don't use bicycle for shopping (top-up shopping)

Base : Respondents who usually do both main and top up shopping using a car but don't use their car for their regular journeey to work/school and could ride a bicycle

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	376	32	61	90	90	55	35	7	1	5
Weighted base	359	29	66	75	82	62	36	4	1	3
I have shopping and cannot carry it all	220 61%	13 45%	48 73%	38 51%	40 49%	52 83%	22 62%	2 54%	1 100%	2 68%
Don't have access to a bicycle / my own bicycle	89 25%	7 26%	11 16%	22 30%	30 37%	4 7%	12 34%	2 39%	- -	1 22%
Too much traffic / it's too dangerous	50 14%	1 5%	3 5%	10 13%	17 21%	11 18%	7 20%	- -	- -	- -
It takes too long to cycle / too far away	45 13%	2 7%	1 2%	8 11%	14 17%	11 17%	9 24%	1 13%	- -	- -
Too old /unfit	39 11%	5 17%	- -	13 17%	16 19%	1 2%	3 8%	1 35%	- -	- -
Can't ride a bicycle / not confident enough	26 7%	5 19%	- -	7 9%	10 13%	2 3%	1 4%	- -	- -	- -
Weather	21 6%	1 2%	4 5%	8 11%	- -	6 10%	3 7%	- -	- -	- -
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	* 1%	1 2%	4 6%	3 4%	2 4%	3 7%	- -	- -	* 10%
No/not enough cycle lanes/paths at all along my route	10 3%	- -	1 2%	3 4%	- -	5 7%	1 2%	- -	- -	- -
Worried about crime/ personal safety/being attacked	3 1%	- -	- -	1 2%	- -	1 2%	- -	- -	- -	- -
No particular reason	10 3%	2 6%	1 1%	2 3%	2 3%	3 5%	- -	- -	- -	- -
Takes too long/time	2 *	- -	- -	- -	- -	1 1%	1 3%	- -	- -	- -
Others	17 5%	3 10%	5 7%	4 6%	1 1%	2 4%	2 7%	* 11%	- -	- -
Don't know	2 1%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	- -

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN63b. Reasons don't use bicycle for shopping (more regular shops)

Base : Respondents who usually do more regular little shops using a car but don't use their car for their regular journeey to work/school and could ride a bicycle

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	100	7	11	19	30	12	10	3	2	6
Weighted base	80	7	12	12	25	9	9	1	1	4
I have shopping and cannot carry it all	39 *49%*	3 *41%*	5 *41%*	5 *41%*	11 *44%*	7 *83%*	4 *49%*	- -	1 *100%*	3 *73%*
Don't have access to a bicycle / my own bicycle	23 *28%*	2 *30%*	3 *23%*	5 *43%*	8 *30%*	1 *13%*	1 *14%*	* *28%*	- -	2 *54%*
Too much traffic / it's too dangerous	11 *13%*	- -	3 *24%*	* *3%*	6 *23%*	* *3%*	1 *10%*	- -	- -	1 *16%*
It takes too long to cycle / too far away	7 *9%*	- -	- -	1 *5%*	3 *13%*	2 *23%*	- -	- -	- -	1 *26%*
Can't ride a bicycle / not confident enough	7 *8%*	2 *27%*	- -	* *3%*	1 *4%*	2 *17%*	2 *22%*	- -	- -	- -
Too old /unfit	7 *8%*	3 *35%*	- -	* *4%*	3 *11%*	- -	- -	1 *72%*	- -	- -
Weather	5 *6%*	- -	- -	- -	2 *6%*	- -	2 *22%*	- -	- -	1 *26%*
No/not enough cycle lanes/paths at all along my route	2 *3%*	- -	- -	- -	1 *4%*	1 *8%*	- -	* *35%*	- -	- -
I'm not the kind of person who cycles to do their shopping / Not my style	2 *2%*	- -	- -	* *4%*	1 *3%*	- -	- -	- -	- -	1 *20%*
Worried about crime/ personal safety/being attacked	2 *2%*	1 *10%*	- -	- -	1 *4%*	- -	- -	- -	- -	- -
No particular reason	1 *1%*	- -	- -	1 *9%*	- -	- -	- -	- -	- -	- -
Takes too long/time	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others	6 *8%*	- -	2 *15%*	1 *5%*	2 *9%*	1 *9%*	1 *13%*	- -	- -	- -
Don't know	1 *1%*	- -	1 *5%*	- -	- -	- -	* *4%*	- -	- -	- -
Not stated	1 *1%*	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN63(combined) Reasons don't bicycle for shopping (top shopping or more regular little shops

Base : Respondents who usually do both main and top-up shopping or regular little shops by car (and can ride a bicycle)

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	476	39	72	109	120	67	45	10	3	11
Weighted base	439	36	78	86	107	71	45	6	2	7
I have shopping and cannot carry it all	259 *59%*	16 *44%*	53 *68%*	43 *49%*	51 *48%*	59 *83%*	27 *59%*	2 *42%*	2 *100%*	5 *70%*
Don't have access to a bicycle / my own bicycle	112 *26%*	9 *27%*	14 *17%*	27 *31%*	38 *35%*	6 *8%*	14 *30%*	2 *36%*	-	3 *39%*
Too much traffic / it's too dangerous	61 *14%*	1 *4%*	6 *8%*	10 *12%*	23 *22%*	11 *16%*	8 *18%*	-	-	1 *8%*
It takes too long to cycle / too far away	52 *12%*	2 *6%*	1 *2%*	9 *10%*	17 *16%*	13 *18%*	9 *19%*	1 *10%*	-	1 *14%*
Too old /unfit	46 *10%*	7 *20%*	- -	13 *16%*	18 *17%*	1 *2%*	3 *7%*	2 *43%*	- -	- -
Can't ride a bicycle / not confident enough	33 *7%*	7 *20%*	- -	7 *8%*	11 *11%*	4 *5%*	3 *7%*	-	-	-
Weather	26 *6%*	1 *2%*	4 *5%*	8 *9%*	2 *1%*	6 *9%*	5 *10%*	-	-	1 *14%*
I'm not the kind of person who cycles to do their shopping / Not my style	17 *4%*	* *1%*	1 *2%*	5 *6%*	4 *4%*	2 *3%*	3 *6%*	-	-	1 *16%*
No/not enough cycle lanes/paths at all along my route	12 *3%*	- -	1 *2%*	3 *4%*	1 *1%*	5 *7%*	1 *2%*	* *8%*	-	-
No particular reason	11 *2%*	2 *5%*	1 *1%*	3 *3%*	2 *2%*	3 *4%*	-	-	-	-
Worried about crime/ personal safety/being attacked	5 *1%*	1 *2%*	-	1 *2%*	1 *1%*	1 *2%*	-	-	-	-
Takes too long/time	2 *	- -	- -	- -	- -	1 *1%*	1 *2%*	-	-	-
Others	24 *5%*	3 *8%*	6 *8%*	5 *6%*	3 *2%*	3 *4%*	4 *8%*	* *8%*	-	-
Don't know	3 *1%*	-	1 *1%*	1 *1%*	1 *1%*	-	* *1%*	-	-	-
Not stated	1 *	- -	- -	- -	1 *1%*	-	-	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : All who do a main shop

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1816	255	247	274	247	168	74	229	146	176
Weighted base	1647	220	287	230	216	175	88	138	146	146
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	48 22%	54 19%	33 14%	25 12%	13 7%	12 14%	47 34%	12 8%	26 17%
Use home delivery (e.g. internet shopping / telephone)	197 12%	24 11%	36 13%	2 1%	13 6%	51 29%	16 18%	10 7%	27 19%	18 12%
Use a formal car share scheme	4 *	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -
Don't know	2 *	- -	2 1%	- -	- -	- -	- -	1 *	- -	- -
No	1194 73%	152 69%	200 70%	196 85%	180 83%	109 62%	62 70%	82 59%	108 74%	105 72%

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who do shopping trips

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2241	294	282	309	296	202	89	318	225	226
Weighted base	2009	253	331	254	258	202	103	192	238	179
Yes (Net)	**1176**	**153**	**192**	**164**	**167**	**126**	**74**	**97**	**113**	**90**
	59%	*60%*	*58%*	*65%*	*65%*	*62%*	*72%*	*51%*	*48%*	*50%*
Yes - for some food shopping trips	534	70	91	76	78	53	34	46	43	43
	27%	*28%*	*27%*	*30%*	*30%*	*26%*	*33%*	*24%*	*18%*	*24%*
Yes - for most food shopping trips	374	43	55	52	58	42	25	26	40	33
	19%	*17%*	*17%*	*20%*	*23%*	*21%*	*24%*	*14%*	*17%*	*19%*
Yes - for all shopping trips	268	40	46	36	30	31	15	25	31	14
	13%	*16%*	*14%*	*14%*	*12%*	*15%*	*15%*	*13%*	*13%*	*8%*
No	832	100	139	89	91	76	29	94	124	89
	41%	*40%*	*42%*	*35%*	*35%*	*38%*	*28%*	*49%*	*52%*	*50%*
Don't know	1	-	-	1	-	-	-	*	-	-
	*	-	-	*	-	-	-	*	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who do shopping trips

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3326	338	561	448	358	541	279	325	239	237
Weighted base	3161	290	643	392	307	550	344	197	250	187
Regularly	292	18	42	2	14	105	37	11	43	20
	9%	6%	7%	1%	5%	19%	11%	5%	17%	11%
Sometimes	330	33	88	11	12	92	47	12	25	10
	10%	11%	14%	3%	4%	17%	14%	6%	10%	5%
Have only done this once or twice	240	15	73	11	13	64	28	7	22	6
	8%	5%	11%	3%	4%	12%	8%	4%	9%	3%
Never	2295	224	438	367	268	288	230	167	161	151
	73%	77%	68%	94%	87%	52%	67%	85%	64%	81%
Don't know	4	-	2	-	-	-	2	-	-	-
	*	-	*	-	-	-	1%	-	-	-

Fieldwork : 16th November 2009 - May 2010

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : All who do shopping trips

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3326	338	561	448	358	541	279	325	239	237
Weighted base	3161	290	643	392	307	550	344	197	250	187
Regularly	676	29	125	27	47	255	134	5	48	6
	21%	*10%*	*19%*	*7%*	*15%*	*46%*	*39%*	*3%*	*19%*	*3%*
Sometimes	909	69	224	80	100	202	112	28	82	12
	29%	*24%*	*35%*	*20%*	*32%*	*37%*	*33%*	*14%*	*33%*	*6%*
Have only done this once or twice	178	20	40	21	19	23	26	5	20	4
	6%	*7%*	*6%*	*5%*	*6%*	*4%*	*7%*	*2%*	*8%*	*2%*
Never	1394	172	253	264	142	69	70	159	99	165
	44%	*59%*	*39%*	*67%*	*46%*	*13%*	*20%*	*81%*	*40%*	*88%*
Don't know	4	-	2	-	-	-	2	-	-	-
	*	*-*	***	*-*	*-*	*-*	*1%*	*-*	*-*	*-*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN104. How much, if anything, would you say you know about Eco-driving and/or Smarter driving?

Base : Respondents who have a driving licence and have at least one car in their household

| | Total | | | | Car Owners | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2713	296	557	465	368	628	396	2	1	-
Weighted base	2807	242	654	424	312	659	515	1	*	-
A lot	143	8	27	6	17	37	48	-	-	-
	5%	3%	4%	1%	6%	6%	9%	-	-	-
A fair amount	553	39	112	67	65	153	115	1	-	-
	20%	16%	17%	16%	21%	23%	22%	39%	-	-
Just a little	1120	74	251	153	122	298	222	1	-	-
	40%	31%	38%	36%	39%	45%	43%	61%	-	-
Nothing (Net)	**970**	**119**	**255**	**197**	**106**	**169**	**124**	**-**	*****	**-**
	35%	**49%**	**39%**	**46%**	**34%**	**26%**	**24%**	**-**	**100%**	**-**
Nothing - have only heard of the name	448	35	139	92	43	71	68	-	*	-
	16%	15%	21%	22%	14%	11%	13%	-	100%	-
Nothing - have never heard of it	522	83	116	105	64	98	56	-	-	-
	19%	34%	18%	25%	20%	15%	11%	-	-	-
Don't know	21	2	9	2	*	1	6	-	-	-
	1%	1%	1%	1%	*	*	1%	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who have a driving licence and have at least one car in their household

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2713	296	557	465	368	628	396	2	1	-
Weighted base	2807	242	654	424	312	659	515	1	*	-
Driving in a more fuel efficient manner	1250 *45%*	103 *43%*	228 *35%*	194 *46%*	158 *51%*	334 *51%*	232 *45%*	1 *39%*	- -	- -
Using a car less for short trips	658 *23%*	24 *10%*	154 *24%*	87 *21%*	79 *25%*	215 *33%*	100 *19%*	- -	- -	- -
Using buses, trains, or other public transport (more) instead of driving	374 *13%*	18 *7%*	90 *14%*	41 *10%*	62 *20%*	110 *17%*	54 *10%*	- -	- -	- -
Car sharing (more) instead of going in an individual car	357 *13%*	37 *15%*	113 *17%*	35 *8%*	38 *12%*	78 *12%*	55 *11%*	- -	- -	- -
Buying a car with a smaller engine	327 *12%*	32 *13%*	74 *11%*	57 *13%*	26 *8%*	87 *13%*	51 *10%*	- -	- -	- -
Cycling (more) instead of going by car	209 *7%*	5 *2%*	44 *7%*	23 *5%*	9 *3%*	90 *14%*	39 *7%*	- -	- -	- -
Looking for information about cleaner vehicles	141 *5%*	7 *3%*	26 *4%*	13 *3%*	16 *5%*	51 *8%*	27 *5%*	- -	- -	- -
Switching to a car which uses a cleaner energy source	99 *4%*	6 *3%*	10 *2%*	19 *4%*	19 *6%*	18 *3%*	26 *5%*	- -	- -	- -
Giving up one (or more) of the household cars	42 *1%*	2 *1%*	10 *1%*	6 *1%*	2 *1%*	10 *2%*	12 *2%*	- -	- -	- -
Buying a hybrid car	27 *1%*	3 *1%*	1 ***	7 *2%*	3 *1%*	4 *1%*	9 *2%*	- -	- -	- -
Joining a car club	13 ***	- -	5 *1%*	1 ***	1 ***	5 *1%*	2 ***	- -	- -	- -
None	799 *28%*	101 *42%*	206 *31%*	127 *30%*	85 *27%*	121 *18%*	159 *31%*	1 *61%*	* *100%*	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who have a driving licence and who drive at least one car in their household

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2561	270	480	447	356	620	386	2	-	-
Weighted base	2601	217	533	409	301	646	494	1	-	-
Regularly checking my tyre pressure	1466 *56%*	118 *54%*	319 *60%*	222 *54%*	180 *60%*	364 *56%*	263 *53%*	- -	- -	- -
Not accelerating too hard / going easy on the accelerator	1456 *56%*	125 *58%*	229 *43%*	233 *57%*	217 *72%*	375 *58%*	277 *56%*	1 *39%*	- -	- -
Reading the road to avoid unnecessary acceleration and braking	1333 *51%*	119 *55%*	206 *39%*	168 *41%*	206 *68%*	372 *58%*	262 *53%*	1 *39%*	- -	- -
Changing my speed to save fuel	1214 *47%*	103 *47%*	217 *41%*	189 *46%*	155 *51%*	310 *48%*	239 *48%*	1 *61%*	- -	- -
Planning my journey to avoid congestion/road works/getting lost	1054 *41%*	92 *42%*	172 *32%*	140 *34%*	146 *49%*	287 *44%*	218 *44%*	- -	- -	- -
Using air conditioning only when I really need it	979 *38%*	71 *33%*	182 *34%*	110 *27%*	128 *42%*	286 *44%*	202 *41%*	- -	- -	- -
Driving off from cold / Not warming up the car before driving off	718 *28%*	55 *25%*	111 *21%*	109 *27%*	116 *39%*	180 *28%*	146 *30%*	1 *61%*	- -	- -
Switching off my engine when stuck in a traffic jam	572 *22%*	59 *27%*	72 *13%*	91 *22%*	97 *32%*	168 *26%*	85 *17%*	1 *61%*	- -	- -
Checking revs / changing gear between 2000rpm and 2500rpm	560 *22%*	45 *21%*	74 *14%*	78 *19%*	89 *30%*	162 *25%*	112 *23%*	- -	- -	- -
Removing unused roof racks	191 *7%*	14 *7%*	21 *4%*	22 *5%*	35 *11%*	61 *9%*	38 *8%*	- -	- -	- -
Other	8 ***	2 *1%*	* ***	2 *1%*	1 ***	2 ***	- -	- -	- -	- -
None-I've not adopted any of them	247 *10%*	23 *11%*	65 *12%*	48 *12%*	17 *6%*	40 *6%*	53 *11%*	- -	- -	- -
Don't know	29 *1%*	2 *1%*	6 *1%*	5 *1%*	4 *1%*	5 *1%*	6 *1%*	- -	- -	- -

Produced by TNS-BMRB

Table 173   **Page 203**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN108. Likelihood of buying a petrol or diesel car with lower carbon dioxide/CO2 emissions and/or a smaller engine size than your current car when next buy a car

Base : All who decide about car purchase

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2681	332	505	470	380	610	381	1	1	1
Weighted base	2728	281	564	431	333	633	483	1	*	2
Likely (Net)	**1818**	**148**	**372**	**294**	**207**	**499**	**296**	**-**	**-**	**2**
	67%	*53%*	*66%*	*68%*	*62%*	*79%*	*61%*	*-*	*-*	*100%*
Very likely (4)	765	67	143	132	77	237	108	-	-	-
	28%	*24%*	*25%*	*31%*	*23%*	*38%*	*22%*	*-*	*-*	*-*
Fairly likely (3)	1053	81	229	161	131	262	188	-	-	2
	39%	*29%*	*41%*	*37%*	*39%*	*41%*	*39%*	*-*	*-*	*100%*
Not likely (Net)	**763**	**102**	**148**	**114**	**106**	**124**	**169**	**1**	*****	**-**
	28%	*36%*	*26%*	*26%*	*32%*	*20%*	*35%*	*100%*	*100%*	*-*
Not very likely (2)	546	62	107	75	74	104	123	1	-	-
	20%	*22%*	*19%*	*17%*	*22%*	*16%*	*26%*	*100%*	*-*	*-*
Not at all likely (1)	217	40	40	39	32	20	45	-	*	-
	8%	*14%*	*7%*	*9%*	*10%*	*3%*	*9%*	*-*	*100%*	*-*
Don't know	143	30	44	24	16	10	19	-	-	-
	5%	*11%*	*8%*	*6%*	*5%*	*2%*	*4%*	*-*	*-*	*-*
Not stated	4	1	-	-	2	-	-	-	-	-
	*	*1%*	*-*	*-*	*1%*	*-*	*-*	*-*	*-*	*-*
Mean Score	**2.92**	**2.70**	**2.91**	**2.95**	**2.80**	**3.15**	**2.77**	**2.00**	**1.00**	**3.00**
Standard Deviation	**0.92**	**1.03**	**0.89**	**0.94**	**0.93**	**0.81**	**0.92**	**-**	**-**	**-**
Standard Error	**0.018**	**0.061**	**0.041**	**0.045**	**0.049**	**0.033**	**0.048**	**-**	**-**	**-**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN109. Reasons for being unlikely to consider buying a petrol or diesel car with lower carbon dioxide/CO2 emissions and/or a smaller engine size

Base : Respondents who are not likely to buy a car with lower CO2 emissions/smaller engine than current car

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	751	111	139	134	122	110	133	1	1	-
Weighted base	763	102	148	114	106	124	169	1	*	-
They are too small	200	24	43	21	30	39	42	1	-	-
	26%	24%	29%	19%	28%	32%	25%	100%	-	-
They are not powerful	182	12	26	14	25	25	79	-	-	-
enough	24%	11%	18%	12%	24%	20%	47%	-	-	-
They are more expensive	131	18	38	31	7	20	18	-	-	-
	17%	17%	26%	27%	6%	16%	11%	-	-	-
They are too slow	64	3	13	7	5	9	26	1	-	-
	8%	3%	9%	6%	5%	7%	16%	100%	-	-
Already have a car with	50	9	8	10	9	13	1	-	-	-
a small engine	7%	9%	6%	9%	8%	11%	*	-	-	-
I've always had the same	47	9	4	9	10	8	7	-	-	-
make/model of car	6%	9%	3%	8%	10%	6%	4%	-	-	-
I don't know enough	41	6	6	5	5	4	15	-	-	-
about them	5%	6%	4%	5%	5%	3%	9%	-	-	-
I don't know anything	28	4	5	3	6	9	-	-	-	-
about them	4%	4%	4%	3%	6%	7%	-	-	-	-
This will be my last	27	8	-	5	12	-	1	-	-	-
car/unlikely to buy	3%	8%	-	5%	11%	-	*	-	-	-
another car										
I don't think they will	26	5	4	5	3	2	7	-	-	-
make any difference to	3%	5%	2%	4%	3%	2%	4%	-	-	-
the environment										
I don't think they are	18	*	2	3	3	3	6	-	-	-
safe	2%	*	1%	3%	3%	3%	3%	-	-	-
Need a car that can tow	13	-	-	4	3	2	4	-	-	-
a boat/caravan	2%	-	-	3%	3%	2%	2%	-	-	-
They look silly	13	*	-	8	2	-	2	-	-	-
	2%	*	-	7%	2%	-	1%	-	-	-
Aready have a lower co2	11	1	1	2	3	3	1	-	-	-
emissions car	1%	1%	1%	2%	3%	2%	1%	-	-	-
Prefer my current car/	10	3	*	1	2	-	4	-	-	-
the car I have just	1%	3%	*	1%	2%	-	2%	-	-	-
bought										
Do not drive/rarely	9	3	3	2	2	-	-	-	*	-
drive	1%	2%	2%	2%	2%	-	-	-	100%	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN109. Reasons for being unlikely to consider buying a petrol or diesel car with lower carbon dioxide/CO2 emissions and/or a smaller engine size

Base : Respondents who are not likely to buy a car with lower CO2 emissions/smaller engine than current car

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
					Car Owners				Non owners	
Weighted base	763	102	148	114	106	124	169	1	*	-
I haven't seen any second hand	8	1	1	-	3	2	2	-	-	-
	1%	1%	1%	-	3%	1%	1%	-	-	-
Unlikely to buy a new car	7	2	-	3	1	-	-	-	-	-
	1%	2%	-	3%	1%	-	-	-	-	-
Need a family car/car to accommodate family	6	2	2	1	*	2	-	-	-	-
	1%	2%	1%	1%	*	1%	-	-	-	-
Don't think it is important	5	-	2	-	-	1	2	-	-	-
	1%	-	2%	-	-	1%	1%	-	-	-
Not my choice	3	1	1	-	-	1	-	-	-	-
	*	1%	1%	-	-	1%	-	-	-	-
Don't know	7	-	4	1	-	-	3	-	-	-
	1%	-	3%	1%	-	-	2%	-	-	-
Others	71	10	6	8	8	8	31	-	-	-
	9%	10%	4%	7%	7%	7%	19%	-	-	-
No answer	6	1	4	*	-	-	1	-	-	-
	1%	1%	2%	*	-	-	*	-	-	-
Not stated	4	-	-	*	1	-	2	-	-	-
	1%	-	-	*	1%	-	1%	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN110. Reasons for being likely to consider buying a petrol or diesel car with lower carbon dioxide/CO2 emissions and/or a smaller engine size

Base : Respondents who are likely to buy a car with lower CO2 emissions/smaller engine than current car

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	1763	179	323	306	233	486	235	-	-	1
Weighted base	1818	148	372	294	207	499	296	-	-	2
Because they are cheaper to run	991 *55%*	82 *55%*	182 *49%*	175 *60%*	105 *50%*	272 *55%*	176 *59%*	- -	- -	- -
I care about the environment	790 *43%*	55 *37%*	146 *39%*	102 *35%*	93 *45%*	274 *55%*	120 *41%*	- -	- -	- -
To reduce my CO2 emissions	669 *37%*	60 *41%*	135 *36%*	91 *31%*	82 *39%*	216 *43%*	84 *28%*	- -	- -	2 *100%*
Lower tax band	370 *20%*	21 *14%*	59 *16%*	47 *16%*	41 *20%*	117 *23%*	84 *28%*	- -	- -	- -
Because they are cheaper to buy	239 *13%*	29 *20%*	48 *13%*	43 *15%*	35 *17%*	57 *11%*	28 *9%*	- -	- -	- -
They are easy to park	39 *2%*	3 *2%*	5 *1%*	11 *4%*	12 *6%*	6 *1%*	2 *1%*	- -	- -	- -
I wouldn't have to pay a congestion charge	19 *1%*	- -	9 *2%*	- -	4 *2%*	6 *1%*	- -	- -	- -	- -
Prefer/need to drive a smaller car	13 *1%*	1 *1%*	1 ***	4 *1%*	4 *2%*	1 ***	1 ***	- -	- -	- -
Because cost of parking permit linked to emissions	11 *1%*	1 ***	3 *1%*	1 ***	1 ***	2 ***	4 *1%*	- -	- -	- -
Better for / save the environment	11 *1%*	1 *1%*	3 *1%*	1 ***	- -	5 *1%*	1 ***	- -	- -	- -
Less pollution/cleaner air	4 ***	3 *2%*	- -	1 ***	- -	- -	- -	- -	- -	- -
Don't know	3 ***	*** ***	2 ***	- -	1 *1%*	- -	- -	- -	- -	- -
Nothing	1 ***	1 *1%*	- -	- -	- -	- -	- -	- -	- -	- -
Others	63 *3%*	5 *4%*	13 *3%*	11 *4%*	9 *4%*	14 *3%*	12 *4%*	- -	- -	- -

Table 176   **Page 207**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

CN111. Whether a member of formal car sharing scheme of car club

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Formal car sharing scheme	29 1%	* *	6 1%	- -	4 1%	12 2%	4 1%	1 *	2 1%	* *
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	1 *	8 1%	2 *	2 1%	15 2%	2 *	- -	5 2%	1 *
Neither	3736 95%	336 97%	805 96%	446 95%	332 94%	625 92%	498 95%	239 98%	256 93%	199 99%
Don't know	125 3%	10 3%	17 2%	21 4%	15 4%	26 4%	18 4%	4 1%	12 4%	2 1%

Table 177   **Page 208**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who are not member of a car sharing scheme or car club

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3750	375	656	491	376	592	384	389	244	243
Weighted base	3736	336	805	446	332	625	498	239	256	199
I don't need to / I have my own car	1274 *34%*	132 *39%*	304 *38%*	155 *35%*	159 *48%*	279 *45%*	164 *33%*	18 *8%*	48 *19%*	15 *7%*
Not aware such services existed	626 *17%*	49 *15%*	171 *21%*	77 *17%*	48 *14%*	81 *13%*	90 *18%*	35 *15%*	32 *12%*	42 *21%*
Car sharing / car clubs are not available in my area	589 *16%*	74 *22%*	99 *12%*	76 *17%*	67 *20%*	105 *17%*	123 *25%*	20 *8%*	9 *4%*	17 *9%*
I don't need to / I don't have a car and don't need to use a car	356 *10%*	15 *4%*	55 *7%*	13 *3%*	9 *3%*	13 *2%*	10 *2%*	77 *32%*	95 *37%*	70 *35%*
Haven't ever thought about joining	351 *9%*	22 *7%*	67 *8%*	65 *15%*	26 *8%*	51 *8%*	53 *11%*	27 *11%*	21 *8%*	20 *10%*
It wouldn't benefit me	333 *9%*	39 *11%*	57 *7%*	39 *9%*	30 *9%*	64 *10%*	71 *14%*	18 *8%*	10 *4%*	6 *3%*
I prefer using my own car	285 *8%*	22 *7%*	50 *6%*	36 *8%*	39 *12%*	77 *12%*	54 *11%*	1 ***	4 *2%*	2 *1%*
I'm not interested (any mention)	225 *6%*	24 *7%*	48 *6%*	17 *4%*	31 *9%*	25 *4%*	40 *8%*	21 *9%*	11 *4%*	8 *4%*
Don't / cannot drive	110 *3%*	10 *3%*	39 *5%*	3 *1%*	2 *1%*	8 *1%*	7 *1%*	6 *3%*	17 *7%*	16 *8%*
Not sure what the benefits would be for me	84 *2%*	7 *2%*	11 *1%*	12 *3%*	16 *5%*	18 *3%*	11 *2%*	3 *1%*	5 *2%*	2 *1%*
Don't know how to join	71 *2%*	3 *1%*	19 *2%*	4 *1%*	14 *4%*	19 *3%*	3 *1%*	5 *2%*	4 *2%*	- -
Too complicated	60 *2%*	3 *1%*	5 *1%*	7 *2%*	3 *1%*	21 *3%*	12 *2%*	5 *2%*	2 *1%*	1 *1%*
I don't like the idea of car sharing / joining a car club	59 *2%*	6 *2%*	12 *1%*	11 *2%*	10 *3%*	7 *1%*	9 *2%*	4 *2%*	- -	1 ***
I'm not the kind of person who car shares / joins a car club	42 *1%*	5 *2%*	12 *1%*	7 *2%*	4 *1%*	1 ***	9 *2%*	2 *1%*	* ***	1 ***
Too expensive	37 *1%*	3 *1%*	5 *1%*	2 ***	- -	2 ***	3 *1%*	5 *2%*	8 *3%*	9 *5%*
No one to share with	29 *1%*	* ***	5 *1%*	11 *3%*	- -	4 *1%*	7 *1%*	1 ***	- -	1 ***

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who are not member of a car sharing scheme or car club

| | Total | \multicolumn{7}{c}{Car Owners} | | | | | | | \multicolumn{2}{c}{Non owners} |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Weighted base	3736	336	805	446	332	625	498	239	256	199
Already share with colleagues / friends	26 *1%*	2 *1%*	2 *	2 *	2 *1%*	8 *1%*	5 *1%*	3 *1%*	- -	2 *1%*
Not practical / convenient	22 *1%*	- -	3 *	2 *	1 *	12 *2%*	4 *1%*	- -	- -	- -
Do not own a car	20 *1%*	1 *	11 *1%*	- -	- -	- -	- -	2 *1%*	5 *2%*	1 *1%*
Too much effort / can't be bothered	18 *	1 *	3 *	2 *	- -	7 *1%*	2 *	1 *1%*	1 *	1 *
Do not use car enough/ regularly	15 *	2 *1%*	3 *	1 *	4 *1%*	4 *1%*	- -	- -	1 *	- -
Need car for work purposes	14 *	- -	1 *	2 *1%*	- -	8 *1%*	3 *1%*	- -	- -	- -
Not working / retired, so don't need to car share	10 *	1 *	1 *	3 *1%*	5 *1%*	* *	- -	- -	- -	- -
Timing/don't have enough time to do this	4 *	- -	* *	1 *	- -	2 *	1 *	- -	- -	- -
No room in car to share	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -
Not safe	2 *	- -	* *	- -	- -	1 *	- -	- -	- -	- -
I don't need to (no specific reason given)	4 *	1 *	- -	* *	2 *1%*	- -	- -	- -	1 *	- -
Don't know enough about it	6 *	- -	2 *	- -	- -	3 *	- -	- -	1 *	- -
Illness/disability	3 *	* *	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Not stated	5 *	1 *	- -	- -	1 *	2 *	1 *	- -	- -	- -
Others	88 *2%*	8 *2%*	6 *1%*	10 *2%*	4 *1%*	23 *4%*	20 *4%*	10 *4%*	5 *2%*	2 *1%*
No answer	5 *	1 *	- -	1 *	2 *1%*	- -	- -	- -	- -	- -
Don't know	99 *3%*	4 *1%*	21 *3%*	13 *3%*	4 *1%*	10 *2%*	4 *1%*	13 *6%*	18 *7%*	13 *7%*
Not stated	4 *	- -	- -	4 *1%*	- -	* *	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 178   **Page 210**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with a) There is too much concern with the environment

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**949** *24%*	**111** *32%*	**200** *24%*	**142** *30%*	**97** *28%*	**57** *8%*	**119** *23%*	**88** *36%*	**65** *24%*	**70** *34%*
Definitely agree (5)	324 *8%*	43 *12%*	67 *8%*	51 *11%*	33 *9%*	13 *2%*	32 *6%*	27 *11%*	27 *10%*	31 *15%*
Tend to agree (4)	625 *16%*	68 *20%*	133 *16%*	92 *20%*	64 *18%*	44 *7%*	87 *17%*	60 *25%*	38 *14%*	38 *19%*
Neither agree nor disagree (3)	549 *14%*	35 *10%*	164 *20%*	71 *15%*	36 *10%*	59 *9%*	95 *18%*	21 *9%*	32 *12%*	35 *17%*
Tend/definitely disagree (Net)	**2393** *61%*	**200** *57%*	**465** *56%*	**251** *54%*	**217** *62%*	**560** *83%*	**305** *59%*	**122** *50%*	**178** *65%*	**95** *47%*
Tend to disagree (2)	1124 *29%*	92 *26%*	235 *28%*	140 *30%*	100 *28%*	202 *30%*	183 *35%*	56 *23%*	74 *27%*	43 *21%*
Definitely disagree (1)	1269 *32%*	108 *31%*	230 *28%*	111 *24%*	117 *33%*	358 *53%*	123 *24%*	66 *27%*	104 *38%*	52 *26%*
Not applicable	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	31 *1%*	2 *1%*	8 *1%*	3 *1%*	2 ***	- -	2 ***	12 *5%*	- -	2 *1%*
Mean Score	**2.39**	**2.55**	**2.48**	**2.64**	**2.42**	**1.75**	**2.47**	**2.68**	**2.31**	**2.77**
Standard Deviation	**1.31**	**1.42**	**1.27**	**1.33**	**1.36**	**0.99**	**1.19**	**1.42**	**1.36**	**1.43**
Standard Error	**0.021**	**0.072**	**0.049**	**0.059**	**0.068**	**0.039**	**0.060**	**0.073**	**0.085**	**0.091**

Produced by TNS-BMRB

Table 179   **Page 211**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with b) It's only worth doing environmentally-friendly things if they save you money

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**845** *22%*	**62** *18%*	**245** *29%*	**126** *27%*	**55** *16%*	**64** *10%*	**108** *21%*	**76** *31%*	**53** *19%*	**56** *28%*
Definitely agree (5)	298 *8%*	23 *7%*	90 *11%*	44 *10%*	19 *6%*	15 *2%*	38 *7%*	24 *10%*	21 *8%*	25 *12%*
Tend to agree (4)	546 *14%*	39 *11%*	155 *19%*	81 *17%*	35 *10%*	49 *7%*	70 *13%*	53 *22%*	32 *11%*	31 *15%*
Neither agree nor disagree (3)	551 *14%*	33 *9%*	126 *15%*	65 *14%*	45 *13%*	72 *11%*	104 *20%*	30 *12%*	40 *14%*	35 *17%*
Tend/definitely disagree (Net)	**2507** *64%*	**250** *72%*	**458** *55%*	**275** *59%*	**251** *71%*	**539** *80%*	**308** *59%*	**134** *55%*	**182** *66%*	**109** *54%*
Tend to disagree (2)	1296 *33%*	106 *31%*	265 *32%*	154 *33%*	118 *34%*	246 *36%*	194 *37%*	59 *24%*	93 *34%*	60 *30%*
Definitely disagree (1)	1211 *31%*	144 *41%*	194 *23%*	121 *26%*	133 *38%*	293 *43%*	114 *22%*	74 *30%*	89 *32%*	49 *24%*
Not applicable	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -
Don't know	20 *1%*	3 *1%*	7 *1%*	2 *	1 *	1 *	2 *	3 *1%*	1 *	2 *1%*
Mean Score	**2.34**	**2.10**	**2.62**	**2.51**	**2.12**	**1.89**	**2.47**	**2.55**	**2.28**	**2.61**
Standard Deviation	**1.26**	**1.25**	**1.31**	**1.30**	**1.18**	**1.01**	**1.18**	**1.38**	**1.24**	**1.34**
Standard Error	**0.020**	**0.064**	**0.051**	**0.058**	**0.059**	**0.040**	**0.059**	**0.070**	**0.078**	**0.085**

Table 180   **Page 212**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with c) I don't have time to worry about my impact on the environment

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**657** *17%*	**70** *20%*	**130** *16%*	**105** *22%*	**52** *15%*	**45** *7%*	**85** *16%*	**62** *25%*	**53** *19%*	**57** *28%*
Definitely agree (5)	203 *5%*	29 *8%*	35 *4%*	34 *7%*	8 *2%*	6 *1%*	26 *5%*	27 *11%*	13 *5%*	26 *13%*
Tend to agree (4)	454 *12%*	41 *12%*	95 *11%*	71 *15%*	44 *13%*	39 *6%*	59 *11%*	34 *14%*	40 *15%*	31 *15%*
Neither agree nor disagree (3)	682 *17%*	49 *14%*	198 *24%*	85 *18%*	43 *12%*	65 *10%*	118 *23%*	32 *13%*	50 *18%*	43 *21%*
Tend/definitely disagree (Net)	**2557** *65%*	**226** *65%*	**504** *60%*	**276** *59%*	**257** *73%*	**566** *84%*	**316** *61%*	**144** *59%*	**172** *62%*	**97** *48%*
Tend to disagree (2)	1437 *37%*	114 *33%*	324 *39%*	163 *35%*	136 *39%*	276 *41%*	201 *39%*	77 *31%*	87 *32%*	59 *29%*
Definitely disagree (1)	1120 *29%*	112 *32%*	180 *22%*	113 *24%*	121 *34%*	290 *43%*	114 *22%*	68 *28%*	84 *31%*	38 *19%*
Not applicable	3 ***	2 *1%*	- -	- -	- -	- -	- -	1 *1%*	- -	- -
Don't know	23 *1%*	1 ***	5 *1%*	2 ***	1 ***	1 ***	3 *1%*	5 *2%*	1 ***	5 *3%*
Mean Score	**2.28**	**2.31**	**2.38**	**2.46**	**2.10**	**1.81**	**2.39**	**2.48**	**2.30**	**2.73**
Standard Deviation	**1.15**	**1.27**	**1.07**	**1.22**	**1.08**	**0.89**	**1.10**	**1.34**	**1.18**	**1.30**
Standard Error	**0.018**	**0.064**	**0.041**	**0.054**	**0.054**	**0.035**	**0.055**	**0.068**	**0.074**	**0.083**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 181   **Page 213**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with d) I find it hard to change my habits to be more environmentally-friendly

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1229** *31%*	**91** *26%*	**300** *36%*	**141** *30%*	**76** *22%*	**164** *24%*	**238** *46%*	**73** *30%*	**74** *27%*	**71** *35%*
Definitely agree (5)	300 *8%*	32 *9%*	65 *8%*	41 *9%*	13 *4%*	27 *4%*	44 *8%*	29 *12%*	27 *10%*	23 *11%*
Tend to agree (4)	929 *24%*	59 *17%*	235 *28%*	100 *21%*	64 *18%*	137 *20%*	195 *37%*	44 *18%*	47 *17%*	49 *24%*
Neither agree nor disagree (3)	645 *16%*	46 *13%*	152 *18%*	79 *17%*	41 *12%*	121 *18%*	82 *16%*	33 *13%*	51 *19%*	41 *20%*
Tend/definitely disagree (Net)	**2025** *52%*	**208** *60%*	**379** *45%*	**248** *53%*	**234** *67%*	**391** *58%*	**198** *38%*	**133** *55%*	**145** *53%*	**88** *44%*
Tend to disagree (2)	1260 *32%*	108 *31%*	257 *31%*	151 *32%*	128 *36%*	245 *36%*	149 *29%*	76 *31%*	88 *32%*	59 *29%*
Definitely disagree (1)	766 *20%*	101 *29%*	122 *15%*	97 *21%*	107 *30%*	146 *22%*	49 *9%*	57 *23%*	58 *21%*	29 *14%*
Not applicable	4 *	- -	- -	- -	- -	- -	2 *	1 *1%*	- -	* *
Don't know	19 *	2 *1%*	6 *1%*	1 *	- -	- -	2 *	3 *1%*	5 *2%*	1 *1%*
Mean Score	**2.68**	**2.46**	**2.84**	**2.65**	**2.28**	**2.49**	**3.07**	**2.64**	**2.62**	**2.89**
Standard Deviation	**1.24**	**1.32**	**1.21**	**1.27**	**1.18**	**1.15**	**1.17**	**1.35**	**1.27**	**1.25**
Standard Error	**0.020**	**0.067**	**0.047**	**0.056**	**0.059**	**0.046**	**0.059**	**0.068**	**0.080**	**0.080**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with e) Most people I know do their bit for the environment these days

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2562** **65%**	**247** **71%**	**544** **65%**	**336** **72%**	**246** **70%**	**430** **64%**	**307** **59%**	**183** **75%**	**151** **55%**	**119** **59%**
Definitely agree (5)	737 *19%*	104 *30%*	125 *15%*	108 *23%*	73 *21%*	97 *14%*	57 *11%*	64 *26%*	66 *24%*	43 *21%*
Tend to agree (4)	1825 *47%*	143 *41%*	419 *50%*	228 *49%*	173 *49%*	333 *49%*	250 *48%*	119 *49%*	85 *31%*	76 *38%*
Neither agree nor disagree (3)	588 *15%*	42 *12%*	137 *16%*	57 *12%*	50 *14%*	99 *15%*	103 *20%*	22 *9%*	45 *16%*	32 *16%*
Tend/definitely disagree (Net)	**710** **18%**	**51** **15%**	**148** **18%**	**73** **16%**	**49** **14%**	**143** **21%**	**110** **21%**	**23** **9%**	**69** **25%**	**45** **22%**
Tend to disagree (2)	545 *14%*	39 *11%*	110 *13%*	50 *11%*	39 *11%*	122 *18%*	92 *18%*	17 *7%*	46 *17%*	29 *14%*
Definitely disagree (1)	165 *4%*	11 *3%*	38 *5%*	23 *5%*	10 *3%*	21 *3%*	18 *3%*	6 *2%*	23 *8%*	16 *8%*
Not applicable	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	64 *2%*	9 *3%*	8 *1%*	2 ***	7 *2%*	4 *1%*	2 ***	16 *6%*	10 *4%*	6 *3%*
Mean Score	**3.63**	**3.85**	**3.58**	**3.75**	**3.75**	**3.54**	**3.45**	**3.96**	**3.47**	**3.52**
Standard Deviation	**1.07**	**1.08**	**1.04**	**1.08**	**1.00**	**1.04**	**1.02**	**0.95**	**1.27**	**1.21**
Standard Error	**0.017**	**0.056**	**0.040**	**0.048**	**0.051**	**0.041**	**0.051**	**0.049**	**0.081**	**0.078**

Table 183 **Page 215**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with f) Sometimes I feel under pressure to say that I am doing more to help the environment than I am

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**868** **22%**	**73** **21%**	**206** **25%**	**100** **21%**	**56** **16%**	**134** **20%**	**136** **26%**	**42** **17%**	**70** **25%**	**51** **25%**
Definitely agree (5)	203 5%	18 5%	40 5%	25 5%	8 2%	21 3%	32 6%	14 6%	19 7%	25 13%
Tend to agree (4)	665 17%	56 16%	165 20%	74 16%	48 14%	113 17%	105 20%	27 11%	51 18%	26 13%
Neither agree nor disagree (3)	780 20%	37 11%	206 25%	70 15%	62 18%	154 23%	130 25%	32 13%	46 17%	44 22%
Tend/definitely disagree (Net)	**2248** **57%**	**235** **68%**	**419** **50%**	**296** **63%**	**234** **67%**	**388** **57%**	**252** **48%**	**164** **67%**	**159** **58%**	**102** **51%**
Tend to disagree (2)	1123 29%	90 26%	237 28%	166 35%	80 23%	205 30%	156 30%	68 28%	72 26%	49 24%
Definitely disagree (1)	1125 29%	145 42%	182 22%	130 28%	154 44%	183 27%	95 18%	96 39%	87 31%	53 26%
Not applicable	2 *	- -	- -	- -	- -	- -	- -	2 1%	- -	- -
Don't know	26 1%	2 1%	6 1%	3 1%	-	-	4 1%	5 2%	1 *	5 2%
Mean Score	**2.41**	**2.16**	**2.57**	**2.35**	**2.08**	**2.39**	**2.65**	**2.14**	**2.43**	**2.60**
Standard Deviation	**1.21**	**1.27**	**1.17**	**1.20**	**1.17**	**1.14**	**1.17**	**1.24**	**1.29**	**1.35**
Standard Error	**0.019**	**0.065**	**0.045**	**0.053**	**0.059**	**0.045**	**0.059**	**0.063**	**0.081**	**0.086**

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Table 184   **Page 216**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with g) Being green isn't something people like me worry about

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**811** *21%*	**95** *27%*	**157** *19%*	**139** *30%*	**56** *16%*	**40** *6%*	**105** *20%*	**87** *36%*	**61** *22%*	**72** *36%*
Definitely agree (5)	255 *7%*	41 *12%*	43 *5%*	44 *9%*	16 *5%*	14 *2%*	20 *4%*	34 *14%*	16 *6%*	27 *13%*
Tend to agree (4)	556 *14%*	54 *15%*	115 *14%*	95 *20%*	40 *11%*	26 *4%*	84 *16%*	53 *22%*	44 *16%*	45 *22%*
Neither agree nor disagree (3)	637 *16%*	35 *10%*	192 *23%*	67 *14%*	44 *13%*	65 *10%*	105 *20%*	29 *12%*	51 *19%*	48 *24%*
Tend/definitely disagree (Net)	**2446** *62%*	**210** *60%*	**482** *58%*	**259** *55%*	**248** *70%*	**571** *85%*	**310** *59%*	**122** *50%*	**162** *59%*	**81** *40%*
Tend to disagree (2)	1355 *35%*	99 *28%*	309 *37%*	162 *35%*	127 *36%*	258 *38%*	214 *41%*	71 *29%*	73 *26%*	41 *21%*
Definitely disagree (1)	1091 *28%*	112 *32%*	173 *21%*	96 *21%*	121 *34%*	313 *46%*	96 *18%*	51 *21%*	90 *32%*	39 *19%*
Not applicable	1 ***	- -	* *	- -	- -	- -	- -	1 ***	- -	- -
Don't know	28 *1%*	8 *2%*	5 *1%*	3 *1%*	4 *1%*	- -	2 ***	5 *2%*	1 *1%*	1 *1%*
Mean Score	**2.37**	**2.45**	**2.45**	**2.63**	**2.15**	**1.77**	**2.46**	**2.78**	**2.36**	**2.89**
Standard Deviation	**1.21**	**1.40**	**1.12**	**1.28**	**1.15**	**0.92**	**1.09**	**1.38**	**1.25**	**1.32**
Standard Error	**0.019**	**0.072**	**0.043**	**0.057**	**0.058**	**0.036**	**0.054**	**0.070**	**0.079**	**0.084**

Table 185   **Page 217**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with h) What I do in my life doesn't make any real difference to the environment

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**902** *23%*	**115** *33%*	**146** *18%*	**147** *31%*	**83** *24%*	**59** *9%*	**110** *21%*	**107** *44%*	**78** *28%*	**56** *28%*
Definitely agree (5)	283 *7%*	40 *11%*	43 *5%*	44 *9%*	35 *10%*	7 *1%*	31 *6%*	38 *16%*	21 *8%*	24 *12%*
Tend to agree (4)	619 *16%*	75 *22%*	103 *12%*	103 *22%*	48 *14%*	51 *8%*	80 *15%*	69 *28%*	57 *21%*	32 *16%*
Neither agree nor disagree (3)	562 *14%*	36 *10%*	190 *23%*	62 *13%*	45 *13%*	64 *9%*	71 *14%*	27 *11%*	26 *9%*	43 *21%*
Tend/definitely disagree (Net)	**2431** *62%*	**194** *56%*	**495** *59%*	**251** *54%*	**222** *63%*	**553** *82%*	**338** *65%*	**104** *43%*	**171** *62%*	**102** *50%*
Tend to disagree (2)	1397 *36%*	102 *29%*	306 *37%*	162 *35%*	128 *36%*	261 *39%*	231 *44%*	62 *25%*	84 *30%*	61 *30%*
Definitely disagree (1)	1034 *26%*	92 *26%*	189 *23%*	89 *19%*	94 *27%*	292 *43%*	107 *21%*	43 *17%*	87 *32%*	40 *20%*
Not applicable	2 ***	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Don't know	26 *1%*	4 *1%*	4 *1%*	8 *2%*	2 *1%*	1 ***	2 ***	4 *2%*	1 ***	1 *1%*
Mean Score	**2.41**	**2.62**	**2.40**	**2.67**	**2.43**	**1.85**	**2.42**	**2.99**	**2.42**	**2.69**
Standard Deviation	**1.24**	**1.38**	**1.12**	**1.28**	**1.29**	**0.95**	**1.15**	**1.38**	**1.33**	**1.29**
Standard Error	**0.020**	**0.070**	**0.043**	**0.057**	**0.065**	**0.038**	**0.058**	**0.070**	**0.083**	**0.082**

Table 186   **Page 218**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with i) It's not worth doing things to help the environment if others don't do the same

Base : All Respondents

| | Total | | | Car Owners | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**955** *24%*	**97** *28%*	**163** *20%*	**168** *36%*	**83** *23%*	**97** *14%*	**139** *27%*	**90** *37%*	**56** *20%*	**61** *30%*
Definitely agree (5)	351 *9%*	45 *13%*	47 *6%*	69 *15%*	36 *10%*	22 *3%*	56 *11%*	33 *14%*	19 *7%*	24 *12%*
Tend to agree (4)	604 *15%*	52 *15%*	116 *14%*	100 *21%*	46 *13%*	75 *11%*	83 *16%*	57 *23%*	37 *13%*	38 *19%*
Neither agree nor disagree (3)	486 *12%*	29 *8%*	154 *18%*	47 *10%*	34 *10%*	48 *7%*	74 *14%*	25 *10%*	40 *15%*	34 *17%*
Tend/definitely disagree (Net)	**2460** *63%*	**219** *63%*	**513** *61%*	**251** *54%*	**235** *67%*	**530** *78%*	**306** *59%*	**124** *51%*	**179** *65%*	**103** *51%*
Tend to disagree (2)	1278 *33%*	96 *27%*	287 *34%*	140 *30%*	113 *32%*	253 *37%*	198 *38%*	53 *22%*	81 *29%*	57 *28%*
Definitely disagree (1)	1182 *30%*	124 *36%*	226 *27%*	111 *24%*	122 *35%*	277 *41%*	107 *21%*	71 *29%*	99 *36%*	46 *23%*
Not applicable	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -
Don't know	21 *1%*	2 *1%*	6 *1%*	2 ***	- -	1 ***	3 *1%*	4 *2%*	- -	3 *2%*
Mean Score	**2.40**	**2.42**	**2.36**	**2.73**	**2.32**	**1.98**	**2.58**	**2.70**	**2.26**	**2.68**
Standard Deviation	**1.30**	**1.43**	**1.18**	**1.41**	**1.34**	**1.11**	**1.28**	**1.45**	**1.26**	**1.34**
Standard Error	**0.021**	**0.073**	**0.045**	**0.063**	**0.067**	**0.044**	**0.064**	**0.074**	**0.079**	**0.085**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 187   **Page 219**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Agreement with j) It would embarrass me if my friends thought my lifestyle was purposefully environmentally friendly

Base : All Respondents

| | | | | Car Owners | | | | | Non owners | |
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree	**269**	**22**	**76**	**45**	**11**	**12**	**36**	**23**	**17**	**27**
(Net)	*7%*	*6%*	*9%*	*10%*	*3%*	*2%*	*7%*	*9%*	*6%*	*14%*
Definitely agree (5)	106	7	28	17	3	7	16	7	6	14
	3%	*2%*	*3%*	*4%*	*1%*	*1%*	*3%*	*3%*	*2%*	*7%*
Tend to agree (4)	163	14	48	28	8	5	20	16	11	13
	4%	*4%*	*6%*	*6%*	*2%*	*1%*	*4%*	*7%*	*4%*	*7%*
Neither agree nor	528	38	145	63	39	50	93	24	41	35
disagree (3)	*13%*	*11%*	*17%*	*13%*	*11%*	*7%*	*18%*	*10%*	*15%*	*17%*
Tend/definitely disagree	**3106**	**288**	**610**	**357**	**302**	**612**	**390**	**191**	**218**	**139**
(Net)	**79%**	**83%**	**73%**	**76%**	**86%**	**90%**	**75%**	**78%**	**79%**	**69%**
Tend to disagree (2)	1176	92	281	145	94	192	167	66	77	61
	30%	*26%*	*34%*	*31%*	*27%*	*28%*	*32%*	*27%*	*28%*	*30%*
Definitely disagree	1930	195	329	211	207	419	223	125	142	77
(1)	*49%*	*56%*	*39%*	*45%*	*59%*	*62%*	*43%*	*51%*	*51%*	*38%*
Not applicable	5	-	-	-	*	2	-	2	-	-
	*	-	-	-	*	*	-	*1%*	-	-
Don't know	16	1	6	4	-	-	2	3	-	1
	*	*	*1%*	*1%*	-	-	*	*1%*	-	*
Mean Score	**1.81**	**1.69**	**1.99**	**1.91**	**1.59**	**1.50**	**1.92**	**1.80**	**1.77**	**2.13**
Standard Deviation	**1.00**	**0.97**	**1.05**	**1.08**	**0.84**	**0.75**	**1.02**	**1.06**	**0.98**	**1.20**
Standard Error	**0.016**	**0.049**	**0.040**	**0.048**	**0.042**	**0.030**	**0.051**	**0.054**	**0.061**	**0.076**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D3. Standard summary table

Base : All Respondents

	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
Unweighted base	3923	3923	3923	3923	3923	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923	3923	3923	3923	3923	3923
Definitely/tend agree (Net)	**949** **24%**	**845** **22%**	**657** **17%**	**1229** **31%**	**2562** **65%**	**868** **22%**	**811** **21%**	**902** **23%**	**955** **24%**	**269** **7%**
Definitely agree (5)	324 *8%*	298 *8%*	203 *5%*	300 *8%*	737 *19%*	203 *5%*	255 *7%*	283 *7%*	351 *9%*	106 *3%*
Tend to agree (4)	625 *16%*	546 *14%*	454 *12%*	929 *24%*	1825 *47%*	665 *17%*	556 *14%*	619 *16%*	604 *15%*	163 *4%*
Neither agree nor disagree (3)	549 *14%*	551 *14%*	682 *17%*	645 *16%*	588 *15%*	780 *20%*	637 *16%*	562 *14%*	486 *12%*	528 *13%*
Tend/definitely disagree (Net)	**2393** **61%**	**2507** **64%**	**2557** **65%**	**2025** **52%**	**710** **18%**	**2248** **57%**	**2446** **62%**	**2431** **62%**	**2460** **63%**	**3106** **79%**
Tend to disagree (2)	1124 *29%*	1296 *33%*	1437 *37%*	1260 *32%*	545 *14%*	1123 *29%*	1355 *35%*	1397 *36%*	1278 *33%*	1176 *30%*
Definitely disagree (1)	1269 *32%*	1211 *31%*	1120 *29%*	766 *20%*	165 *4%*	1125 *29%*	1091 *28%*	1034 *26%*	1182 *30%*	1930 *49%*
Not applicable	- -	* *	3 *	4 *	- -	2 *	1 *	2 *	* *	5 *
Don't know	31 *1%*	20 *1%*	23 *1%*	19 *	64 *2%*	26 *1%*	28 *1%*	26 *1%*	21 *1%*	16 *
Mean Score	**2.39**	**2.34**	**2.28**	**2.68**	**3.63**	**2.41**	**2.37**	**2.41**	**2.40**	**1.81**
Standard Deviation	**1.31**	**1.26**	**1.15**	**1.24**	**1.07**	**1.21**	**1.21**	**1.24**	**1.30**	**1.00**
Standard Error	**0.021**	**0.020**	**0.018**	**0.020**	**0.017**	**0.019**	**0.019**	**0.020**	**0.021**	**0.016**

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
I don't really do anything that is environmentally friendly	150 *4%*	12 *3%*	40 *5%*	17 *4%*	2 *1%*	3 *1%*	15 *3%*	12 *5%*	20 *7%*	30 *15%*
I do one or two things that are environmentally friendly	1277 *33%*	77 *22%*	338 *40%*	143 *31%*	69 *20%*	180 *27%*	262 *50%*	73 *30%*	70 *25%*	65 *32%*
I do quite a few things that are environmentally friendly	1671 *43%*	147 *42%*	344 *41%*	211 *45%*	162 *46%*	373 *55%*	199 *38%*	67 *28%*	104 *38%*	63 *31%*
I'm environmentally friendly in most things I do	735 *19%*	103 *29%*	104 *12%*	81 *17%*	112 *32%*	113 *17%*	44 *8%*	75 *31%*	74 *27%*	29 *14%*
I'm environmentally friendly in everything I do	71 *2%*	6 *2%*	7 *1%*	13 *3%*	6 *2%*	7 *1%*	2 ***	10 *4%*	8 *3%*	12 *6%*
Don't know	19 ***	4 *1%*	4 ***	3 *1%*	- -	- -	- -	6 *3%*	- -	3 *2%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
I'm happy with what I do at the moment	2103 *54%*	260 *75%*	416 *50%*	315 *67%*	227 *64%*	186 *27%*	259 *50%*	199 *81%*	129 *47%*	113 *56%*
I'd like to do a bit more to help the environment	1587 *40%*	75 *21%*	386 *46%*	135 *29%*	115 *33%*	411 *61%*	243 *47%*	30 *12%*	120 *44%*	72 *36%*
I'd like to do a lot more to help the environment	223 *6%*	12 *3%*	34 *4%*	17 *4%*	9 *3%*	79 *12%*	19 *4%*	11 *5%*	25 *9%*	15 *7%*
Don't know	10 ***	1 ***	- -	1 ***	* ***	- -	- -	4 *2%*	2 *1%*	2 *1%*

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Climate change is not happening (Net)	**314** *8%*	**48** *14%*	**55** *7%*	**42** *9%*	**43** *12%*	**30** *4%*	**38** *7%*	**26** *10%*	**17** *6%*	**15** *7%*
Climate change is definitely not happening	113 *3%*	20 *6%*	22 *3%*	14 *3%*	16 *5%*	12 *2%*	7 *1%*	12 *5%*	4 *2%*	6 *3%*
Climate change is probably not happening	201 *5%*	28 *8%*	33 *4%*	28 *6%*	27 *8%*	18 *3%*	31 *6%*	14 *6%*	13 *5%*	9 *4%*
I'm not sure if climate change is happening	928 *24%*	83 *24%*	217 *26%*	135 *29%*	101 *29%*	90 *13%*	125 *24%*	69 *29%*	53 *19%*	53 *26%*
Climate change is happening (Net)	**2682** *68%*	**216** *62%*	**565** *68%*	**291** *62%*	**208** *59%*	**556** *82%*	**358** *69%*	**149** *61%*	**205** *74%*	**134** *67%*
Climate change is probably happening	1335 *34%*	93 *27%*	284 *34%*	162 *35%*	116 *33%*	271 *40%*	179 *34%*	75 *31%*	99 *36%*	55 *27%*
Climate change is definitely happening	1347 *34%*	124 *36%*	280 *34%*	129 *28%*	92 *26%*	285 *42%*	179 *34%*	73 *30%*	106 *39%*	79 *39%*

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D8. Whether believe 'human activity' is changing the world's climate

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Human activity is not changing the climate (Net)	**382** *10%*	**56** *16%*	**61** *7%*	**60** *13%*	**50** *14%*	**32** *5%*	**49** *9%*	**33** *13%*	**21** *8%*	**21** *10%*
Human activity is definitely not changing the world's climate	140 *4%*	32 *9%*	23 *3%*	24 *5%*	18 *5%*	7 *1%*	6 *1%*	8 *3%*	9 *3%*	12 *6%*
Human activity is probably not changing the world's climate	242 *6%*	24 *7%*	38 *5%*	35 *8%*	33 *9%*	24 *4%*	42 *8%*	24 *10%*	12 *4%*	10 *5%*
I'm not sure if human activity is changing the world's climate	966 *25%*	89 *26%*	216 *26%*	144 *31%*	95 *27%*	101 *15%*	135 *26%*	81 *33%*	52 *19%*	53 *26%*
Human activity is changing the climate (Net)	**2576** *66%*	**203** *58%*	**560** *67%*	**264** *56%*	**206** *59%*	**544** *80%*	**338** *65%*	**130** *53%*	**203** *74%*	**128** *63%*
Human activity is probably changing the world's climate	1418 *36%*	117 *34%*	304 *36%*	158 *34%*	142 *40%*	272 *40%*	187 *36%*	74 *30%*	108 *39%*	56 *28%*
Human activity is definitely changing the world's climate	1157 *30%*	86 *25%*	256 *31%*	106 *23%*	65 *18%*	272 *40%*	151 *29%*	56 *23%*	95 *34%*	72 *35%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
A lot/fair amount (Net)	**1607**	**126**	**312**	**145**	**158**	**408**	**202**	**69**	**134**	**53**
	41%	*36%*	*37%*	*31%*	*45%*	*60%*	*39%*	*28%*	*49%*	*26%*
A lot (6)	206	11	31	9	16	58	29	8	36	8
	5%	*3%*	*4%*	*2%*	*4%*	*9%*	*6%*	*3%*	*13%*	*4%*
A fair amount (5)	1401	114	281	136	142	350	173	60	99	45
	36%	*33%*	*34%*	*29%*	*40%*	*52%*	*33%*	*25%*	*36%*	*22%*
A little (4)	1824	154	412	261	170	245	285	93	111	93
	47%	*44%*	*49%*	*56%*	*48%*	*36%*	*55%*	*38%*	*40%*	*46%*
Hardly anything/hadn't heard (Net)	**383**	**50**	**91**	**47**	**24**	**21**	**29**	**61**	**25**	**35**
	10%	*14%*	*11%*	*10%*	*7%*	*3%*	*6%*	*25%*	*9%*	*17%*
Hardly anything (3)	367	47	88	46	23	21	29	58	24	31
	9%	*14%*	*11%*	*10%*	*7%*	*3%*	*6%*	*24%*	*9%*	*15%*
Hadn't heard about it before now (1)	16	3	3	1	1	-	-	3	1	4
	*	*1%*	***	***	***	-	-	*1%*	***	*2%*
Nothing but I've heard about it (2)	104	17	21	14	*	2	5	21	4	19
	3%	*5%*	*3%*	*3%*	***	***	*1%*	*8%*	*1%*	*9%*
Don't know	5	1	-	1	-	1	-	-	2	1
	*	***	-	***	-	***	-	-	*1%*	*1%*
Mean Score	**4.30**	**4.14**	**4.24**	**4.16**	**4.42**	**4.65**	**4.37**	**3.88**	**4.50**	**3.90**
Standard Deviation	**0.84**	**0.92**	**0.82**	**0.77**	**0.70**	**0.69**	**0.72**	**1.02**	**0.90**	**1.05**
Standard Error	**0.013**	**0.047**	**0.031**	**0.034**	**0.035**	**0.027**	**0.036**	**0.051**	**0.057**	**0.067**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Climate change is already having a real impact	1635 *42%*	132 *38%*	340 *41%*	155 *33%*	113 *32%*	378 *56%*	235 *45%*	88 *36%*	111 *40%*	83 *41%*
Climate change is not yet having a real impact, but will do in my lifetime	796 *20%*	53 *15%*	207 *25%*	79 *17%*	64 *18%*	147 *22%*	116 *22%*	26 *10%*	73 *26%*	32 *16%*
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 *26%*	113 *33%*	185 *22%*	176 *38%*	118 *33%*	109 *16%*	134 *26%*	72 *30%*	62 *22%*	46 *23%*
Climate change is not happening / will never have a real impact	136 *3%*	19 *5%*	22 *3%*	12 *3%*	27 *8%*	8 *1%*	16 *3%*	15 *6%*	10 *4%*	6 *3%*
Don't know	340 *9%*	31 *9%*	81 *10%*	46 *10%*	30 *9%*	34 *5%*	21 *4%*	42 *17%*	20 *7%*	34 *17%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Climate change will have as much of an impact on the UK as on other countries	2431 *62%*	210 *60%*	517 *62%*	309 *66%*	177 *50%*	439 *65%*	356 *68%*	134 *55%*	157 *57%*	130 *65%*
Climate change will have less of an impact on the UK than on other countries	801 *20%*	65 *19%*	141 *17%*	74 *16%*	108 *31%*	183 *27%*	106 *20%*	35 *14%*	73 *26%*	18 *9%*
Climate change will have an impact on other countries, but not on the UK	92 *2%*	11 *3%*	33 *4%*	10 *2%*	3 *1%*	7 *1%*	8 *2%*	7 *3%*	4 *2%*	8 *4%*
Climate change is not happening / will not have an impact on the UK or other countries	113 *3%*	19 *5%*	17 *2%*	15 *3%*	20 *6%*	6 *1%*	13 *2%*	15 *6%*	3 *1%*	6 *3%*
Don't know	486 *12%*	43 *12%*	129 *15%*	60 *13%*	44 *12%*	41 *6%*	39 *8%*	52 *21%*	38 *14%*	39 *19%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D21. How concerned are you about climate change?

Base : All except respondents who think climate change is definitely not happening / will not affect the UK

| | Total | | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3864	381	672	505	384	639	397	388	250	248
Weighted base	3865	337	826	459	342	674	518	237	272	200
A very/fairly concerned	**2682**	**216**	**526**	**318**	**225**	**568**	**369**	**139**	**204**	**117**
(Net)	**69%**	**64%**	**64%**	**69%**	**66%**	**84%**	**71%**	**59%**	**75%**	**58%**
Very concerned (5)	619	50	104	58	49	169	62	36	54	37
	16%	15%	13%	13%	14%	25%	12%	15%	20%	19%
Fairly concerned (4)	2064	166	422	260	176	400	307	103	150	79
	53%	49%	51%	57%	51%	59%	59%	44%	55%	40%
Neither concerned nor	750	58	221	83	70	73	115	41	42	47
unconcerned (3)	19%	17%	27%	18%	21%	11%	22%	17%	15%	24%
Very/fairly unconcerned	**420**	**62**	**75**	**56**	**46**	**32**	**34**	**54**	**26**	**34**
(Net)	**11%**	**18%**	**9%**	**12%**	**13%**	**5%**	**7%**	**23%**	**9%**	**17%**
Fairly unconcerned (2)	305	46	58	36	35	29	27	34	20	22
	8%	14%	7%	8%	10%	4%	5%	14%	7%	11%
Very unconcerned (1)	114	16	17	20	11	3	7	20	6	12
	3%	5%	2%	4%	3%	*	1%	9%	2%	6%
Don't know	14	1	4	1	1	1	-	3	1	2
	*	*	*	*	*	*	-	1%	*	1%
Mean Score	**3.72**	**3.56**	**3.65**	**3.65**	**3.64**	**4.04**	**3.75**	**3.43**	**3.83**	**3.55**
Standard Deviation	**0.93**	**1.05**	**0.86**	**0.95**	**0.96**	**0.76**	**0.79**	**1.17**	**0.90**	**1.11**
Standard Error	**0.015**	**0.054**	**0.033**	**0.042**	**0.049**	**0.030**	**0.039**	**0.060**	**0.057**	**0.071**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22. True or false - a) Climate change is the result of the hole in the ozone layer

Base : All except respondents who think climate change is definitely not happening

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3801	369	663	500	377	628	393	378	248	245
Weighted base	3810	328	814	455	336	664	515	232	271	196
True	1601	146	382	206	117	255	200	87	118	91
	42%	*45%*	*47%*	*45%*	*35%*	*38%*	*39%*	*37%*	*44%*	*46%*
False	742	39	125	46	74	230	127	20	59	23
	19%	*12%*	*15%*	*10%*	*22%*	*35%*	*25%*	*8%*	*22%*	*12%*
I'm not sure / don't know	1467	142	308	203	145	179	188	126	94	82
	39%	*43%*	*38%*	*45%*	*43%*	*27%*	*37%*	*54%*	*35%*	*42%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22. True or false - b) Transport is one of the major contributors to climate change

Base : All except respondents who think climate change is definitely not happening

		Car Owners							Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3801	369	663	500	377	628	393	378	248	245
Weighted base	3810	328	814	455	336	664	515	232	271	196
True	2505	199	594	279	178	446	328	147	205	128
	66%	61%	73%	61%	53%	67%	64%	63%	76%	66%
False	467	41	79	62	63	82	86	21	18	15
	12%	12%	10%	14%	19%	12%	17%	9%	7%	8%
I'm not sure / don't know	838	88	141	113	96	135	100	64	48	52
	22%	27%	17%	25%	28%	20%	20%	28%	18%	27%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - c) A two degree rise in global temperature will not make much difference to our lives

Base : All Respondents

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	717	97	152	107	67	55	88	65	49	39
	18%	28%	18%	23%	19%	8%	17%	26%	18%	19%
False	2322	169	459	240	215	558	337	93	158	92
	59%	49%	55%	51%	61%	83%	65%	38%	57%	46%
I'm not sure / don't know	884	81	225	121	70	63	98	86	68	71
	23%	23%	27%	26%	20%	9%	19%	35%	25%	35%

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - d) Overall in the UK buses, lorries and trains together emit more CO2 than cars

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	1315	154	290	209	115	135	173	101	61	76
	34%	44%	35%	45%	33%	20%	33%	41%	22%	38%
False	1120	86	238	107	91	267	143	46	98	45
	29%	25%	28%	23%	26%	39%	27%	19%	36%	22%
I'm not sure / don't know	1488	108	308	153	146	274	206	97	117	80
	38%	31%	37%	33%	41%	40%	39%	40%	42%	40%

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - e) CO2 is one of the gases that causes the greenhouse effect

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	3028	228	617	350	283	619	441	143	220	125
	77%	66%	74%	75%	81%	92%	85%	59%	80%	62%
False	134	20	34	17	16	7	13	9	7	11
	3%	6%	4%	4%	5%	1%	3%	4%	3%	6%
I'm not sure / don't know	761	100	186	101	53	49	67	91	49	65
	19%	29%	22%	21%	15%	7%	13%	38%	18%	32%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 202   **Page 234**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - f) The greenhouse effect traps heat which is created by the sun shining on the earth's surface from escaping

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	2126	175	442	238	192	432	302	100	160	84
	54%	*50%*	*53%*	*51%*	*55%*	*64%*	*58%*	*41%*	*58%*	*42%*
False	310	31	58	31	27	73	46	9	13	20
	8%	*9%*	*7%*	*7%*	*8%*	*11%*	*9%*	*4%*	*5%*	*10%*
I'm not sure / don't know	1488	141	336	199	133	170	174	135	102	98
	38%	*41%*	*40%*	*42%*	*38%*	*25%*	*33%*	*55%*	*37%*	*48%*

Table 203   **Page 235**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - g) Most scientists believe that recent temperature increases are the result of a natural cycle

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	1158	131	218	186	127	132	144	88	81	52
	30%	38%	26%	40%	36%	20%	28%	36%	29%	26%
False	1344	90	276	109	107	349	212	49	91	62
	34%	26%	33%	23%	30%	52%	41%	20%	33%	31%
I'm not sure / don't know	1421	128	342	174	118	195	166	107	103	88
	36%	37%	41%	37%	34%	29%	32%	44%	37%	43%

Table 204   **Page 236**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. True or false - h) Most scientists believe that human activity is a cause of climate change

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
True	2520	202	559	252	188	521	357	121	196	123
	64%	*58%*	*67%*	*54%*	*53%*	*77%*	*68%*	*50%*	*71%*	*61%*
False	456	54	78	85	62	53	61	29	15	18
	12%	*16%*	*9%*	*18%*	*18%*	*8%*	*12%*	*12%*	*5%*	*9%*
I'm not sure / don't know	947	91	199	131	101	102	104	93	65	61
	24%	*26%*	*24%*	*28%*	*29%*	*15%*	*20%*	*38%*	*23%*	*30%*

Table 205   **Page 237**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D22a. Standard summary table

Base : All Respondents

	a) Climate change is the result of the hole in the ozone layer	b) Transport is one of the major contributors to climate change	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
Unweighted base	3801	3801	3923	3923	3923	3923	3923	3923
Weighted base	3810	3810	3923	3923	3923	3923	3923	3923
True	1601	2505	717	1315	3028	2126	1158	2520
	42%	*66%*	*18%*	*34%*	*77%*	*54%*	*30%*	*64%*
False	742	467	2322	1120	134	310	1344	456
	19%	*12%*	*59%*	*29%*	*3%*	*8%*	*34%*	*12%*
I'm not sure / don't know	1467	838	884	1488	761	1488	1421	947
	39%	*22%*	*23%*	*38%*	*19%*	*38%*	*36%*	*24%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23a. Agreement with a) We seem to have much more severe weather in the UK these days

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2344**	**190**	**573**	**319**	**135**	**350**	**315**	**159**	**162**	**142**
	60%	*55%*	*69%*	*68%*	*38%*	*52%*	*60%*	*65%*	*59%*	*70%*
Definitely agree (5)	892	87	234	123	28	114	110	78	60	58
	23%	*25%*	*28%*	*26%*	*8%*	*17%*	*21%*	*32%*	*22%*	*29%*
Tend to agree (4)	1452	103	339	195	107	236	205	81	102	84
	37%	*30%*	*41%*	*42%*	*30%*	*35%*	*39%*	*33%*	*37%*	*42%*
Neither agree nor disagree (3)	674	44	151	49	56	159	97	24	67	26
	17%	*13%*	*18%*	*10%*	*16%*	*23%*	*19%*	*10%*	*24%*	*13%*
Tend/definitely disagree (Net)	**879**	**110**	**110**	**99**	**161**	**165**	**110**	**58**	**37**	**30**
	22%	*32%*	*13%*	*21%*	*46%*	*24%*	*21%*	*24%*	*13%*	*15%*
Tend to disagree (2)	569	56	81	81	87	110	75	33	25	21
	14%	*16%*	*10%*	*17%*	*25%*	*16%*	*14%*	*14%*	*9%*	*11%*
Definitely disagree (1)	311	54	29	19	74	55	34	25	12	9
	8%	*15%*	*3%*	*4%*	*21%*	*8%*	*7%*	*10%*	*4%*	*4%*
Not applicable	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Don't know	26	4	3	1	-	2	-	2	10	3
	1%	*1%*	***	***	-	***	-	*1%*	*4%*	*2%*
Mean Score	**3.53**	**3.33**	**3.80**	**3.69**	**2.80**	**3.36**	**3.54**	**3.63**	**3.65**	**3.81**
Standard Deviation	**1.22**	**1.41**	**1.06**	**1.15**	**1.29**	**1.18**	**1.16**	**1.34**	**1.07**	**1.10**
Standard Error	**0.019**	**0.072**	**0.041**	**0.051**	**0.065**	**0.047**	**0.058**	**0.067**	**0.068**	**0.070**

Table 207   **Page 239**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23b. Agreement with b) I've noticed a change in the seasons in the last few years

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**3038** **77%**	**290** **83%**	**652** **78%**	**403** **86%**	**238** **68%**	**485** **72%**	**400** **77%**	**190** **78%**	**220** **80%**	**157** **78%**
Definitely agree (5)	1428 *36%*	172 *49%*	277 *33%*	201 *43%*	113 *32%*	197 *29%*	167 *32%*	114 *47%*	102 *37%*	86 *43%*
Tend to agree (4)	1610 *41%*	118 *34%*	376 *45%*	202 *43%*	124 *35%*	289 *43%*	234 *45%*	77 *32%*	118 *43%*	72 *36%*
Neither agree nor disagree (3)	413 *11%*	22 *6%*	106 *13%*	27 *6%*	45 *13%*	97 *14%*	58 *11%*	17 *7%*	22 *8%*	19 *10%*
Tend/definitely disagree (Net)	**452** **12%**	**36** **10%**	**73** **9%**	**35** **8%**	**68** **19%**	**90** **13%**	**63** **12%**	**36** **15%**	**29** **10%**	**22** **11%**
Tend to disagree (2)	317 *8%*	29 *8%*	55 *7%*	28 *6%*	43 *12%*	71 *10%*	38 *7%*	24 *10%*	10 *4%*	20 *10%*
Definitely disagree (1)	135 *3%*	7 *2%*	18 *2%*	8 *2%*	25 *7%*	19 *3%*	25 *5%*	12 *5%*	18 *7%*	3 *1%*
Not applicable	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	20 *1%*	1 ***	5 *1%*	3 *1%*	1 ***	3 ***	- -	1 ***	5 *2%*	3 *1%*
Mean Score	**3.99**	**4.21**	**4.01**	**4.21**	**3.74**	**3.85**	**3.92**	**4.06**	**4.02**	**4.10**
Standard Deviation	**1.05**	**1.01**	**0.96**	**0.91**	**1.23**	**1.05**	**1.07**	**1.17**	**1.11**	**1.02**
Standard Error	**0.017**	**0.051**	**0.037**	**0.041**	**0.062**	**0.041**	**0.054**	**0.059**	**0.070**	**0.065**

Table 208   **Page 240**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23c. Agreement with c) The effects of climate change are too far in the future to really worry me

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**905** *23%*	**134** *39%*	**154** *18%*	**157** *33%*	**84** *24%*	**58** *9%*	**68** *13%*	**129** *53%*	**66** *24%*	**54** *27%*
Definitely agree (5)	293 *7%*	50 *14%*	37 *4%*	55 *12%*	22 *6%*	13 *2%*	17 *3%*	65 *27%*	19 *7%*	15 *7%*
Tend to agree (4)	612 *16%*	84 *24%*	117 *14%*	102 *22%*	62 *18%*	45 *7%*	51 *10%*	65 *27%*	47 *17%*	39 *19%*
Neither agree nor disagree (3)	626 *16%*	46 *13%*	189 *23%*	64 *14%*	61 *17%*	60 *9%*	85 *16%*	30 *12%*	54 *19%*	38 *19%*
Tend/definitely disagree (Net)	**2339** *60%*	**162** *47%*	**482** *58%*	**244** *52%*	**198** *56%*	**555** *82%*	**363** *70%*	**77** *32%*	**155** *56%*	**102** *51%*
Tend to disagree (2)	1311 *33%*	86 *25%*	278 *33%*	156 *33%*	114 *33%*	260 *38%*	254 *49%*	39 *16%*	69 *25%*	55 *27%*
Definitely disagree (1)	1028 *26%*	76 *22%*	204 *24%*	88 *19%*	84 *24%*	296 *44%*	110 *21%*	38 *16%*	85 *31%*	47 *23%*
Not applicable	13 ***	1 ***	- -	1 ***	6 *2%*	- -	5 *1%*	1 *1%*	- -	* ***
Don't know	40 *1%*	5 *1%*	11 *1%*	3 *1%*	3 *1%*	3 ***	- -	7 *3%*	1 ***	7 *4%*
Mean Score	**2.44**	**2.84**	**2.40**	**2.74**	**2.49**	**1.84**	**2.25**	**3.34**	**2.44**	**2.58**
Standard Deviation	**1.24**	**1.40**	**1.13**	**1.31**	**1.22**	**0.97**	**1.01**	**1.44**	**1.28**	**1.27**
Standard Error	**0.020**	**0.071**	**0.044**	**0.058**	**0.062**	**0.039**	**0.050**	**0.073**	**0.081**	**0.082**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23d. Agreement with d) It's not worth Britain trying to combat climate change, because other countries will just cancel out what we do

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1043** **27%**	**138** **40%**	**162** **19%**	**195** **42%**	**104** **29%**	**111** **16%**	**132** **25%**	**95** **39%**	**63** **23%**	**44** **22%**
Definitely agree (5)	341 9%	52 15%	46 5%	75 16%	37 11%	23 3%	44 9%	41 17%	12 4%	11 5%
Tend to agree (4)	703 18%	86 25%	116 14%	119 25%	67 19%	88 13%	88 17%	54 22%	50 18%	34 17%
Neither agree nor disagree (3)	626 16%	44 13%	208 25%	66 14%	45 13%	55 8%	68 13%	37 15%	39 14%	64 32%
Tend/definitely disagree (Net)	**2178** **56%**	**164** **47%**	**446** **53%**	**199** **43%**	**196** **56%**	**510** **75%**	**318** **61%**	**97** **40%**	**166** **60%**	**81** **40%**
Tend to disagree (2)	1172 30%	77 22%	256 31%	128 27%	107 30%	243 36%	202 39%	52 21%	74 27%	34 17%
Definitely disagree (1)	1005 26%	87 25%	190 23%	72 15%	90 26%	267 39%	116 22%	45 18%	92 33%	47 23%
Not applicable	9 *	- -	- -	- -	5 1%	- -	- -	1 *	- -	3 2%
Don't know	68 2%	2 1%	20 2%	9 2%	2 1%	1 *	3 1%	15 6%	7 3%	9 4%
Mean Score	**2.53**	**2.82**	**2.47**	**3.00**	**2.58**	**2.05**	**2.50**	**2.97**	**2.32**	**2.61**
Standard Deviation	**1.29**	**1.43**	**1.16**	**1.35**	**1.34**	**1.14**	**1.25**	**1.40**	**1.25**	**1.20**
Standard Error	**0.021**	**0.073**	**0.045**	**0.060**	**0.068**	**0.045**	**0.062**	**0.073**	**0.079**	**0.078**

Table 210   **Page 242**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23e. Agreement with e) If things continue on their current course, we will soon experience a major environmental disaster

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree **(Net)**	**1945** *50%*	**152** *44%*	**422** *51%*	**235** *50%*	**120** *34%*	**399** *59%*	**238** *46%*	**118** *49%*	**160** *58%*	**101** *50%*
Definitely agree (5)	578 *15%*	35 *10%*	144 *17%*	60 *13%*	31 *9%*	119 *18%*	50 *10%*	39 *16%*	59 *21%*	40 *20%*
Tend to agree (4)	1367 *35%*	116 *33%*	278 *33%*	174 *37%*	90 *25%*	280 *41%*	188 *36%*	79 *32%*	101 *37%*	61 *30%*
Neither agree nor disagree (3)	1123 *29%*	90 *26%*	269 *32%*	125 *27%*	106 *30%*	177 *26%*	182 *35%*	50 *21%*	68 *25%*	55 *27%*
Tend/definitely disagree **(Net)**	**701** *18%*	**77** *22%*	**121** *14%*	**92** *20%*	**111** *32%*	**92** *14%*	**95** *18%*	**48** *20%*	**37** *14%*	**28** *14%*
Tend to disagree (2)	471 *12%*	45 *13%*	90 *11%*	59 *13%*	65 *19%*	72 *11%*	69 *13%*	28 *12%*	23 *9%*	18 *9%*
Definitely disagree (1)	230 *6%*	32 *9%*	30 *4%*	33 *7%*	46 *13%*	19 *3%*	26 *5%*	20 *8%*	14 *5%*	11 *5%*
Not applicable	4 ***	- -	- -	- -	1 ***	- -	- -	- -	- -	3 *2%*
Don't know	150 *4%*	30 *9%*	24 *3%*	17 *4%*	14 *4%*	8 *1%*	6 *1%*	26 *11%*	11 *4%*	14 *7%*
Mean Score	**3.42**	**3.25**	**3.51**	**3.38**	**2.98**	**3.61**	**3.32**	**3.41**	**3.63**	**3.56**
Standard Deviation	**1.08**	**1.14**	**1.03**	**1.10**	**1.17**	**0.99**	**0.99**	**1.20**	**1.08**	**1.11**
Standard Error	**0.018**	**0.061**	**0.040**	**0.050**	**0.060**	**0.039**	**0.050**	**0.064**	**0.069**	**0.073**

Table 211　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 243**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23f. Agreement with f) What I do personally can make a real difference to climate change

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2025** *52%*	**157** *45%*	**465** *56%*	**227** *48%*	**161** *46%*	**400** *59%*	**266** *51%*	**102** *42%*	**150** *55%*	**97** *48%*
Definitely agree (5)	566 *14%*	46 *13%*	129 *15%*	53 *11%*	42 *12%*	131 *19%*	48 *9%*	30 *12%*	56 *20%*	31 *16%*
Tend to agree (4)	1459 *37%*	111 *32%*	336 *40%*	174 *37%*	118 *34%*	270 *40%*	218 *42%*	72 *30%*	94 *34%*	66 *33%*
Neither agree nor disagree (3)	862 *22%*	78 *22%*	224 *27%*	104 *22%*	84 *24%*	107 *16%*	109 *21%*	33 *14%*	70 *25%*	55 *27%*
Tend/definitely disagree (Net)	**991** *25%*	**106** *30%*	**143** *17%*	**133** *28%*	**101** *29%*	**165** *24%*	**147** *28%*	**97** *40%*	**54** *20%*	**44** *22%*
Tend to disagree (2)	677 *17%*	67 *19%*	103 *12%*	78 *17%*	65 *18%*	130 *19%*	112 *22%*	56 *23%*	29 *11%*	36 *18%*
Definitely disagree (1)	314 *8%*	39 *11%*	40 *5%*	55 *12%*	36 *10%*	36 *5%*	34 *7%*	41 *17%*	25 *9%*	8 *4%*
Not applicable	6 ***	1 ***	- -	1 ***	1 ***	- -	- -	1 *1%*	- -	3 *2%*
Don't know	39 *1%*	7 *2%*	5 *1%*	4 *1%*	5 *1%*	4 *1%*	- -	10 *4%*	2 *1%*	3 *2%*
Mean Score	**3.33**	**3.17**	**3.49**	**3.20**	**3.19**	**3.49**	**3.26**	**2.97**	**3.46**	**3.40**
Standard Deviation	**1.16**	**1.22**	**1.05**	**1.20**	**1.19**	**1.16**	**1.10**	**1.34**	**1.19**	**1.08**
Standard Error	**0.019**	**0.063**	**0.040**	**0.053**	**0.060**	**0.046**	**0.055**	**0.069**	**0.075**	**0.069**

Table 212

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23g. Agreement with g) Developments in technology will stop climate change so we won't have to change how we live

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**593** *15%*	**57** *17%*	**122** *15%*	**96** *20%*	**43** *12%*	**59** *9%*	**78** *15%*	**47** *19%*	**57** *21%*	**33** *16%*
Definitely agree (5)	142 *4%*	13 *4%*	35 *4%*	17 *4%*	6 *2%*	13 *2%*	16 *3%*	14 *6%*	21 *8%*	7 *4%*
Tend to agree (4)	451 *12%*	44 *13%*	87 *10%*	79 *17%*	37 *11%*	46 *7%*	62 *12%*	34 *14%*	36 *13%*	26 *13%*
Neither agree nor disagree (3)	894 *23%*	79 *23%*	254 *30%*	104 *22%*	78 *22%*	98 *14%*	115 *22%*	54 *22%*	58 *21%*	54 *27%*
Tend/definitely disagree (Net)	**2270** *58%*	**179** *52%*	**437** *52%*	**249** *53%*	**211** *60%*	**518** *77%*	**324** *62%*	**96** *39%*	**156** *57%*	**100** *50%*
Tend to disagree (2)	1368 *35%*	104 *30%*	272 *32%*	156 *33%*	123 *35%*	296 *44%*	213 *41%*	65 *27%*	80 *29%*	59 *29%*
Definitely disagree (1)	902 *23%*	76 *22%*	166 *20%*	93 *20%*	89 *25%*	222 *33%*	110 *21%*	31 *13%*	76 *28%*	41 *20%*
Not applicable	10 ***	- -	- -	- -	4 *1%*	- -	3 *1%*	* *	- -	3 *2%*
Don't know	155 *4%*	32 *9%*	23 *3%*	19 *4%*	16 *5%*	1 ***	2 ***	46 *19%*	4 *2%*	11 *6%*
Mean Score	**2.35**	**2.42**	**2.45**	**2.49**	**2.25**	**2.01**	**2.34**	**2.67**	**2.43**	**2.47**
Standard Deviation	**1.08**	**1.12**	**1.06**	**1.12**	**1.03**	**0.96**	**1.04**	**1.14**	**1.24**	**1.10**
Standard Error	**0.018**	**0.060**	**0.041**	**0.051**	**0.053**	**0.038**	**0.052**	**0.064**	**0.078**	**0.072**

Table 213   **Page 245**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23h. Agreement with h) Climate change is beyond control - it's too late to do anything about it

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**544** *14%*	**68** *20%*	**89** *11%*	**87** *19%*	**33** *9%*	**68** *10%*	**46** *9%*	**71** *29%*	**38** *14%*	**44** *22%*
Definitely agree (5)	147 *4%*	24 *7%*	26 *3%*	24 *5%*	8 *2%*	11 *2%*	8 *2%*	25 *10%*	12 *5%*	8 *4%*
Tend to agree (4)	396 *10%*	44 *13%*	63 *8%*	63 *13%*	25 *7%*	57 *8%*	38 *7%*	46 *19%*	25 *9%*	36 *18%*
Neither agree nor disagree (3)	742 *19%*	68 *19%*	180 *22%*	85 *18%*	72 *20%*	88 *13%*	109 *21%*	47 *19%*	43 *16%*	50 *25%*
Tend/definitely disagree (Net)	**2509** *64%*	**193** *55%*	**542** *65%*	**280** *60%*	**234** *66%*	**511** *76%*	**351** *67%*	**107** *44%*	**192** *70%*	**99** *49%*
Tend to disagree (2)	1464 *37%*	100 *29%*	322 *38%*	176 *38%*	139 *40%*	297 *44%*	233 *45%*	57 *23%*	94 *34%*	45 *22%*
Definitely disagree (1)	1045 *27%*	92 *27%*	220 *26%*	104 *22%*	94 *27%*	214 *32%*	118 *23%*	50 *21%*	98 *36%*	54 *27%*
Not applicable	15 ***	1 ***	- -	1 ***	7 *2%*	- -	2 ***	1 ***	- -	3 *2%*
Don't know	113 *3%*	18 *5%*	25 *3%*	15 *3%*	7 *2%*	9 *1%*	13 *2%*	18 *7%*	2 *1%*	6 *3%*
Mean Score	**2.25**	**2.41**	**2.20**	**2.40**	**2.15**	**2.03**	**2.18**	**2.73**	**2.12**	**2.48**
Standard Deviation	**1.09**	**1.23**	**1.03**	**1.14**	**0.99**	**0.97**	**0.93**	**1.32**	**1.14**	**1.20**
Standard Error	**0.018**	**0.064**	**0.040**	**0.051**	**0.051**	**0.039**	**0.047**	**0.070**	**0.072**	**0.078**

Note: "Car Owners" spans Segment1 through Segment7; "Non owners" spans Segment8 and Segment9.

Table 214　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 246**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D23. Standard summary table

Base : All Respondents

	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
Unweighted base	3923	3923	3923	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923	3923	3923	3923
Definitely/tend agree (Net)	**2344** *60%*	**3038** *77%*	**905** *23%*	**1043** *27%*	**1945** *50%*	**2025** *52%*	**593** *15%*	**544** *14%*
Definitely agree (5)	892 *23%*	1428 *36%*	293 *7%*	341 *9%*	578 *15%*	566 *14%*	142 *4%*	147 *4%*
Tend to agree (4)	1452 *37%*	1610 *41%*	612 *16%*	703 *18%*	1367 *35%*	1459 *37%*	451 *12%*	396 *10%*
Neither agree nor disagree (3)	674 *17%*	413 *11%*	626 *16%*	626 *16%*	1123 *29%*	862 *22%*	894 *23%*	742 *19%*
Tend/definitely disagree (Net)	**879** *22%*	**452** *12%*	**2339** *60%*	**2178** *56%*	**701** *18%*	**991** *25%*	**2270** *58%*	**2509** *64%*
Tend to disagree (2)	569 *14%*	317 *8%*	1311 *33%*	1172 *30%*	471 *12%*	677 *17%*	1368 *35%*	1464 *37%*
Definitely disagree (1)	311 *8%*	135 *3%*	1028 *26%*	1005 *26%*	230 *6%*	314 *8%*	902 *23%*	1045 *27%*
Not applicable	- -	- -	13 *	9 *	4 *	6 *	10 *	15 *
Don't know	26 *1%*	20 *1%*	40 *1%*	68 *2%*	150 *4%*	39 *1%*	155 *4%*	113 *3%*
Mean Score	**3.53**	**3.99**	**2.44**	**2.53**	**3.42**	**3.33**	**2.35**	**2.25**
Standard Deviation	**1.22**	**1.05**	**1.24**	**1.29**	**1.08**	**1.16**	**1.08**	**1.09**
Standard Error	**0.019**	**0.017**	**0.020**	**0.021**	**0.018**	**0.019**	**0.018**	**0.018**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 215   **Page 247**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
A great deal/fair amount (Net)	**1481** *38%*	**115** *33%*	**297** *36%*	**146** *31%*	**132** *38%*	**369** *55%*	**187** *36%*	**60** *25%*	**125** *45%*	**49** *24%*
A great deal (5)	118 *3%*	3 *1%*	25 *3%*	6 *1%*	11 *3%*	33 *5%*	21 *4%*	3 *1%*	11 *4%*	4 *2%*
A fair amount (4)	1363 *35%*	113 *32%*	272 *32%*	139 *30%*	121 *35%*	336 *50%*	166 *32%*	56 *23%*	114 *41%*	45 *22%*
A little (3)	1739 *44%*	128 *37%*	397 *47%*	223 *48%*	174 *49%*	269 *40%*	264 *51%*	78 *32%*	127 *46%*	79 *39%*
Hardly anything/nothing (Net)	**624** *16%*	**90** *26%*	**123** *15%*	**90** *19%*	**36** *10%*	**33** *5%*	**65** *12%*	**99** *41%*	**19** *7%*	**68** *34%*
Hardly anything (2)	490 *12%*	70 *20%*	99 *12%*	68 *14%*	31 *9%*	32 *5%*	59 *11%*	65 *27%*	15 *5%*	52 *26%*
Nothing (1)	134 *3%*	20 *6%*	24 *3%*	23 *5%*	5 *1%*	1 ***	7 *1%*	34 *14%*	4 *2%*	16 *8%*
Climate change is not happening/is not caused by human activity	54 *1%*	11 *3%*	12 *1%*	6 *1%*	9 *3%*	2 ***	4 *1%*	3 *1%*	4 *2%*	3 *1%*
Don't know	25 *1%*	4 *1%*	6 *1%*	2 ***	1 ***	2 ***	2 ***	4 *2%*	* ***	3 *1%*
Mean Score	**3.22**	**3.02**	**3.21**	**3.08**	**3.30**	**3.55**	**3.26**	**2.70**	**3.41**	**2.84**
Standard Deviation	**0.83**	**0.91**	**0.81**	**0.84**	**0.73**	**0.67**	**0.76**	**1.03**	**0.73**	**0.95**
Standard Error	**0.013**	**0.047**	**0.031**	**0.037**	**0.037**	**0.027**	**0.038**	**0.053**	**0.046**	**0.061**

Fieldwork : 16th November 2009 - May 2010

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Table 216   **Page 248**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
A very/fairly interested (Net)	**2259** *58%*	**162** *46%*	**458** *55%*	**272** *58%*	**208** *59%*	**500** *74%*	**280** *54%*	**95** *39%*	**175** *64%*	**109** *54%*
Very interested (5)	446 *11%*	20 *6%*	89 *11%*	37 *8%*	47 *13%*	126 *19%*	54 *10%*	18 *8%*	26 *9%*	27 *13%*
Fairly interested (4)	1814 *46%*	141 *41%*	368 *44%*	235 *50%*	161 *46%*	374 *55%*	226 *43%*	77 *32%*	149 *54%*	82 *41%*
Neither interested nor uninterested (3)	845 *22%*	84 *24%*	224 *27%*	92 *20%*	71 *20%*	97 *14%*	132 *25%*	44 *18%*	56 *20%*	44 *22%*
Fairly/very uninterested (Net)	**721** *18%*	**87** *25%*	**127** *15%*	**95** *20%*	**59** *17%*	**73** *11%*	**102** *20%*	**94** *39%*	**41** *15%*	**43** *21%*
Fairly uninterested (2)	464 *12%*	52 *15%*	85 *10%*	54 *12%*	34 *10%*	56 *8%*	72 *14%*	52 *21%*	26 *9%*	32 *16%*
Very uninterested (1)	258 *7%*	34 *10%*	42 *5%*	41 *9%*	25 *7%*	17 *3%*	30 *6%*	42 *17%*	15 *6%*	12 *6%*
Climate change is not happening/is not caused by human activity	65 *2%*	11 *3%*	14 *2%*	6 *1%*	15 *4%*	4 *1%*	5 *1%*	6 *3%*	3 *1%*	2 *1%*
Don't know	32 *1%*	4 *1%*	14 *2%*	3 *1%*	- -	2 ***	2 ***	4 *2%*	- -	3 *1%*
Mean Score	**3.45**	**3.18**	**3.47**	**3.38**	**3.51**	**3.80**	**3.39**	**2.90**	**3.53**	**3.41**
Standard Deviation	**1.06**	**1.10**	**1.00**	**1.08**	**1.08**	**0.93**	**1.04**	**1.26**	**0.98**	**1.10**
Standard Error	**0.017**	**0.057**	**0.039**	**0.048**	**0.056**	**0.037**	**0.052**	**0.064**	**0.062**	**0.070**

Table 217   **Page 249**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26a. Agreement with a) Low carbon emissions would be high on my list of 'must haves' if I were to buy a new car

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2186** **56%**	**197** **57%**	**413** **49%**	**314** **67%**	**216** **61%**	**476** **70%**	**263** **50%**	**68** **28%**	**160** **58%**	**78** **39%**
Definitely agree (5)	861 22%	92 27%	150 18%	120 26%	94 27%	193 29%	65 12%	38 15%	79 29%	30 15%
Tend to agree (4)	1324 34%	105 30%	263 31%	194 41%	122 35%	283 42%	198 38%	31 13%	82 30%	48 24%
Neither agree nor disagree (3)	746 19%	45 13%	215 26%	70 15%	58 17%	118 17%	113 22%	23 9%	53 19%	51 26%
Tend/definitely disagree (Net)	**686** **17%**	**64** **18%**	**177** **21%**	**70** **15%**	**67** **19%**	**77** **11%**	**146** **28%**	**22** **9%**	**31** **11%**	**34** **17%**
Tend to disagree (2)	433 11%	38 11%	109 13%	49 10%	39 11%	65 10%	93 18%	7 3%	20 7%	14 7%
Definitely disagree (1)	252 6%	25 7%	68 8%	21 4%	28 8%	12 2%	53 10%	14 6%	12 4%	19 10%
Not applicable	247 6%	35 10%	14 2%	10 2%	5 1%	3 *	-	125 51%	25 9%	31 15%
Don't know	58 1%	7 2%	17 2%	5 1%	6 2%	2 *	-	6 3%	6 2%	8 4%
Mean Score	**3.58**	**3.66**	**3.39**	**3.76**	**3.63**	**3.87**	**3.25**	**3.62**	**3.80**	**3.34**
Standard Deviation	**1.17**	**1.26**	**1.18**	**1.10**	**1.23**	**1.00**	**1.18**	**1.35**	**1.12**	**1.22**
Standard Error	**0.020**	**0.068**	**0.046**	**0.049**	**0.063**	**0.039**	**0.059**	**0.102**	**0.074**	**0.089**

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Table 218   **Page 250**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26b. Agreement with b) I should try to limit my car use for the sake of the environment

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2085** *53%*	**154** *44%*	**452** *54%*	**253** *54%*	**174** *49%*	**507** *75%*	**276** *53%*	**53** *22%*	**146** *53%*	**70** *35%*
Definitely agree (5)	592 *15%*	50 *14%*	109 *13%*	62 *13%*	45 *13%*	154 *23%*	44 *8%*	19 *8%*	81 *30%*	27 *14%*
Tend to agree (4)	1493 *38%*	105 *30%*	343 *41%*	192 *41%*	129 *37%*	352 *52%*	231 *44%*	34 *14%*	65 *24%*	43 *21%*
Neither agree nor disagree (3)	694 *18%*	58 *17%*	180 *21%*	91 *20%*	58 *17%*	82 *12%*	100 *19%*	26 *11%*	58 *21%*	41 *21%*
Tend/definitely disagree (Net)	**777** *20%*	**101** *29%*	**162** *19%*	**112** *24%*	**107** *30%*	**82** *12%*	**141** *27%*	**22** *9%*	**24** *9%*	**26** *13%*
Tend to disagree (2)	483 *12%*	60 *17%*	102 *12%*	75 *16%*	61 *17%*	62 *9%*	82 *16%*	15 *6%*	12 *4%*	12 *6%*
Definitely disagree (1)	294 *7%*	41 *12%*	59 *7%*	37 *8%*	46 *13%*	19 *3%*	59 *11%*	7 *3%*	12 *4%*	13 *7%*
Not applicable	329 *8%*	31 *9%*	30 *4%*	9 *2%*	11 *3%*	2 ***	- -	137 *56%*	47 *17%*	61 *30%*
Don't know	37 *1%*	4 *1%*	13 *2%*	2 ***	1 ***	4 *1%*	5 *1%*	5 *2%*	- -	3 *2%*
Mean Score	**3.45**	**3.20**	**3.43**	**3.36**	**3.19**	**3.84**	**3.23**	**3.41**	**3.84**	**3.43**
Standard Deviation	**1.16**	**1.28**	**1.11**	**1.15**	**1.27**	**0.98**	**1.16**	**1.16**	**1.13**	**1.19**
Standard Error	**0.020**	**0.068**	**0.043**	**0.052**	**0.064**	**0.039**	**0.058**	**0.094**	**0.079**	**0.095**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26c. Agreement with c) I would rather save energy at home than change how I travel

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**2105** *54%*	**192** *55%*	**494** *59%*	**276** *59%*	**189** *54%*	**300** *44%*	**318** *61%*	**116** *48%*	**130** *47%*	**91** *45%*
Definitely agree (5)	684 *17%*	71 *21%*	166 *20%*	86 *18%*	63 *18%*	100 *15%*	95 *18%*	39 *16%*	33 *12%*	31 *15%*
Tend to agree (4)	1422 *36%*	121 *35%*	328 *39%*	191 *41%*	126 *36%*	200 *30%*	222 *43%*	77 *31%*	97 *35%*	60 *30%*
Neither agree nor disagree (3)	1076 *27%*	88 *25%*	217 *26%*	116 *25%*	88 *25%*	237 *35%*	130 *25%*	56 *23%*	81 *29%*	64 *32%*
Tend/definitely disagree (Net)	**630** *16%*	**52** *15%*	**113** *13%*	**68** *14%*	**71** *20%*	**134** *20%*	**61** *12%*	**35** *15%*	**61** *22%*	**35** *17%*
Tend to disagree (2)	484 *12%*	34 *10%*	87 *10%*	52 *11%*	53 *15%*	109 *16%*	52 *10%*	22 *9%*	48 *17%*	27 *13%*
Definitely disagree (1)	147 *4%*	18 *5%*	26 *3%*	15 *3%*	18 *5%*	25 *4%*	9 *2%*	13 *5%*	14 *5%*	8 *4%*
Not applicable	56 *1%*	11 *3%*	5 *1%*	- -	2 *1%*	2 ***	3 *1%*	24 *10%*	3 *1%*	6 *3%*
Don't know	55 *1%*	4 *1%*	8 *1%*	8 *2%*	1 ***	5 *1%*	10 *2%*	12 *5%*	1 ***	6 *3%*
Mean Score	**3.53**	**3.58**	**3.63**	**3.61**	**3.47**	**3.36**	**3.67**	**3.52**	**3.32**	**3.41**
Standard Deviation	**1.05**	**1.10**	**1.02**	**1.02**	**1.11**	**1.04**	**0.95**	**1.11**	**1.06**	**1.05**
Standard Error	**0.017**	**0.057**	**0.039**	**0.046**	**0.056**	**0.041**	**0.048**	**0.061**	**0.067**	**0.069**

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26d. Agreement with d) How I personally travel makes a real difference to climate change

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1834**	**131**	**421**	**182**	**148**	**378**	**225**	**88**	**161**	**98**
	47%	*38%*	*50%*	*39%*	*42%*	*56%*	*43%*	*36%*	*58%*	*49%*
Definitely agree (5)	450	35	106	36	32	84	28	30	67	32
	11%	*10%*	*13%*	*8%*	*9%*	*12%*	*5%*	*12%*	*24%*	*16%*
Tend to agree (4)	1384	96	316	147	116	294	197	58	94	66
	35%	*28%*	*38%*	*31%*	*33%*	*44%*	*38%*	*24%*	*34%*	*33%*
Neither agree nor disagree (3)	937	72	231	109	82	155	137	40	65	45
	24%	*21%*	*28%*	*23%*	*23%*	*23%*	*26%*	*16%*	*23%*	*22%*
Tend/definitely disagree (Net)	**1046**	**131**	**168**	**163**	**116**	**135**	**157**	**82**	**44**	**49**
	27%	*38%*	*20%*	*35%*	*33%*	*20%*	*30%*	*33%*	*16%*	*24%*
Tend to disagree (2)	674	69	117	105	66	100	121	49	22	27
	17%	*20%*	*14%*	*22%*	*19%*	*15%*	*23%*	*20%*	*8%*	*13%*
Definitely disagree (1)	371	63	51	59	51	34	37	33	22	22
	9%	*18%*	*6%*	*13%*	*14%*	*5%*	*7%*	*13%*	*8%*	*11%*
Not applicable	41	4	4	3	-	1	-	24	2	3
	1%	*1%*	***	*1%*	-	***	-	*10%*	*1%*	*1%*
Don't know	67	10	12	10	5	7	2	11	4	6
	2%	*3%*	*1%*	*2%*	*1%*	*1%*	***	*4%*	*1%*	*3%*
Mean Score	**3.23**	**2.91**	**3.38**	**2.99**	**3.04**	**3.44**	**3.11**	**3.02**	**3.60**	**3.31**
Standard Deviation	**1.16**	**1.29**	**1.07**	**1.18**	**1.22**	**1.05**	**1.05**	**1.31**	**1.18**	**1.24**
Standard Error	**0.019**	**0.067**	**0.041**	**0.053**	**0.061**	**0.042**	**0.052**	**0.071**	**0.075**	**0.081**

Table 221   **Page 253**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26e. Agreement with e) I have already done as much as I can to reduce my CO2 emissions

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1527**	**216**	**241**	**262**	**165**	**160**	**115**	**153**	**121**	**94**
	39%	*62%*	*29%*	*56%*	*47%*	*24%*	*22%*	*63%*	*44%*	*47%*
Definitely agree (5)	432	76	54	78	46	26	21	64	42	25
	11%	*22%*	*6%*	*17%*	*13%*	*4%*	*4%*	*26%*	*15%*	*12%*
Tend to agree (4)	1094	140	187	184	119	134	94	89	79	69
	28%	*40%*	*22%*	*39%*	*34%*	*20%*	*18%*	*37%*	*29%*	*34%*
Neither agree nor disagree (3)	959	58	260	102	95	148	155	37	57	47
	24%	*17%*	*31%*	*22%*	*27%*	*22%*	*30%*	*15%*	*21%*	*23%*
Tend/definitely disagree (Net)	**1328**	**56**	**313**	**92**	**89**	**362**	**251**	**19**	**94**	**52**
	34%	*16%*	*37%*	*20%*	*25%*	*54%*	*48%*	*8%*	*34%*	*26%*
Tend to disagree (2)	1070	37	263	78	79	281	205	14	72	42
	27%	*11%*	*31%*	*17%*	*22%*	*42%*	*39%*	*6%*	*26%*	*21%*
Definitely disagree (1)	258	19	50	15	10	81	46	5	22	10
	7%	*5%*	*6%*	*3%*	*3%*	*12%*	*9%*	*2%*	*8%*	*5%*
Not applicable	43	5	5	1	2	1	-	23	3	3
	1%	*2%*	*1%*	***	*1%*	***	-	*9%*	*1%*	*2%*
Don't know	66	12	18	11	1	5	*	11	1	6
	2%	*3%*	*2%*	*2%*	***	*1%*	***	*5%*	***	*3%*
Mean Score	**3.10**	**3.66**	**2.92**	**3.51**	**3.32**	**2.61**	**2.69**	**3.92**	**3.17**	**3.29**
Standard Deviation	**1.13**	**1.12**	**1.03**	**1.06**	**1.05**	**1.05**	**1.00**	**0.98**	**1.21**	**1.11**
Standard Error	**0.018**	**0.058**	**0.040**	**0.048**	**0.053**	**0.042**	**0.050**	**0.053**	**0.077**	**0.072**

Table 222   **Page 254**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26f. Agreement with f) Higher taxes should be imposed to try to stop people having cars with high CO2 emissions

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Definitely/tend agree (Net)	**1678** **43%**	**141** **41%**	**274** **33%**	**195** **42%**	**168** **48%**	**417** **62%**	**150** **29%**	**105** **43%**	**144** **52%**	**85** **42%**
Definitely agree (5)	675 17%	62 18%	101 12%	75 16%	54 15%	186 28%	36 7%	59 24%	64 23%	38 19%
Tend to agree (4)	1003 26%	79 23%	173 21%	120 26%	114 32%	231 34%	114 22%	45 19%	80 29%	48 24%
Neither agree nor disagree (3)	569 14%	43 12%	169 20%	66 14%	41 12%	76 11%	62 12%	37 15%	37 13%	38 19%
Tend/definitely disagree (Net)	**1595** **41%**	**153** **44%**	**375** **45%**	**202** **43%**	**139** **40%**	**181** **27%**	**310** **59%**	**75** **31%**	**87** **31%**	**73** **36%**
Tend to disagree (2)	673 17%	57 16%	141 17%	98 21%	57 16%	89 13%	124 24%	35 14%	46 17%	27 13%
Definitely disagree (1)	922 24%	96 28%	234 28%	104 22%	82 23%	92 14%	186 36%	40 16%	40 15%	46 23%
Not applicable	23 1%	1 *	3 *	* *	- -	- -	- -	14 6%	3 1%	2 1%
Don't know	58 1%	10 3%	15 2%	5 1%	4 1%	2 *	- -	13 5%	6 2%	3 2%
Mean Score	**2.96**	**2.86**	**2.71**	**2.92**	**3.00**	**3.49**	**2.40**	**3.23**	**3.30**	**3.02**
Standard Deviation	**1.45**	**1.51**	**1.39**	**1.42**	**1.44**	**1.37**	**1.34**	**1.47**	**1.40**	**1.45**
Standard Error	**0.023**	**0.078**	**0.054**	**0.063**	**0.073**	**0.054**	**0.067**	**0.079**	**0.089**	**0.093**

Table 223   **Page 255**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

D26a-f. Standard summary table

Base : All Respondents

	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
Unweighted base	3923	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923	3923
Definitely/tend agree (Net)	**2186** *56%*	**2085** *53%*	**2105** *54%*	**1834** *47%*	**1527** *39%*	**1678** *43%*
Definitely agree (5)	861 *22%*	592 *15%*	684 *17%*	450 *11%*	432 *11%*	675 *17%*
Tend to agree (4)	1324 *34%*	1493 *38%*	1422 *36%*	1384 *35%*	1094 *28%*	1003 *26%*
Neither agree nor disagree (3)	746 *19%*	694 *18%*	1076 *27%*	937 *24%*	959 *24%*	569 *14%*
Tend/definitely disagree (Net)	**686** *17%*	**777** *20%*	**630** *16%*	**1046** *27%*	**1328** *34%*	**1595** *41%*
Tend to disagree (2)	433 *11%*	483 *12%*	484 *12%*	674 *17%*	1070 *27%*	673 *17%*
Definitely disagree (1)	252 *6%*	294 *7%*	147 *4%*	371 *9%*	258 *7%*	922 *24%*
Not applicable	247 *6%*	329 *8%*	56 *1%*	41 *1%*	43 *1%*	23 *1%*
Don't know	58 *1%*	37 *1%*	55 *1%*	67 *2%*	66 *2%*	58 *1%*
Mean Score	**3.58**	**3.45**	**3.53**	**3.23**	**3.10**	**2.96**
Standard Deviation	**1.17**	**1.16**	**1.05**	**1.16**	**1.13**	**1.45**
Standard Error	**0.020**	**0.020**	**0.017**	**0.019**	**0.018**	**0.023**

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 224   **Page 256**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E1. Do you ever listen to the radio?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	3292	276	690	398	312	641	492	165	186	133
	84%	*79%*	*83%*	*85%*	*89%*	*95%*	*94%*	*68%*	*67%*	*66%*
No	631	72	146	70	40	35	30	79	90	69
	16%	*21%*	*17%*	*15%*	*11%*	*5%*	*6%*	*32%*	*33%*	*34%*

Table 225   **Page 257**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E2. How often these days do you listen to commercial radio stations (e.g. Classic FM Capital 95.8 Heart FM)?

Base : Those who listen to the radio

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3275	302	559	432	357	611	377	277	190	170
Weighted base	3292	276	690	398	312	641	492	165	186	133
Regularly	1319	83	343	158	90	269	208	43	80	43
	40%	30%	50%	40%	29%	42%	42%	26%	43%	33%
Sometimes	1135	105	247	129	100	205	152	53	77	66
	34%	38%	36%	32%	32%	32%	31%	32%	41%	50%
Never	839	87	100	110	122	167	132	69	29	23
	25%	32%	15%	28%	39%	26%	27%	42%	16%	18%

Produced by TNS-BMRB

Table 226   **Page 258**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E4. How many hours a day do you watch TV?

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Don't watch	91	*	18	4	1	21	4	3	29	10
	2%	*	2%	1%	*	3%	1%	1%	10%	5%
Under 0.5 - 2 hours	**1176**	**37**	**265**	**69**	**79**	**370**	**187**	**21**	**109**	**38**
(Net)	**30%**	**11%**	**32%**	**15%**	**22%**	**55%**	**36%**	**9%**	**40%**	**19%**
Under 0.5 hours	71	1	22	4	2	19	4	2	13	4
	2%	*	3%	1%	1%	3%	1%	1%	5%	2%
0.5 - 1 hour	240	6	52	14	24	85	30	3	14	10
	6%	2%	6%	3%	7%	13%	6%	1%	5%	5%
1-1.5 hours	340	12	64	21	13	127	56	2	39	7
	9%	3%	8%	4%	4%	19%	11%	1%	14%	3%
1.5 -2 hours	525	18	128	30	39	139	97	13	43	18
	13%	5%	15%	6%	11%	20%	19%	5%	16%	9%
2 - 4 hours (Net)	**1806**	**159**	**421**	**261**	**180**	**256**	**284**	**81**	**88**	**77**
	46%	**46%**	**50%**	**56%**	**51%**	**38%**	**54%**	**33%**	**32%**	**38%**
2-3 hours	1002	71	237	125	98	156	171	44	57	42
	26%	20%	28%	27%	28%	23%	33%	18%	21%	21%
3-4 hours	804	87	184	136	81	100	113	37	30	35
	20%	25%	22%	29%	23%	15%	22%	15%	11%	17%
4 hours or more (Net)	**851**	**151**	**132**	**134**	**93**	**29**	**47**	**138**	**50**	**76**
	22%	**44%**	**16%**	**29%**	**26%**	**4%**	**9%**	**57%**	**18%**	**38%**
4-5 hours	470	75	77	81	65	26	34	58	28	27
	12%	22%	9%	17%	19%	4%	6%	24%	10%	13%
5-7 hours	224	44	38	32	21	-	9	39	15	25
	6%	13%	5%	7%	6%	-	2%	16%	5%	13%
7-9 hours	77	17	11	15	2	1	4	14	6	8
	2%	5%	1%	3%	1%	*	1%	6%	2%	4%
9 hours or more	80	15	7	5	4	2	2	27	2	17
	2%	4%	1%	1%	1%	*	*	11%	1%	8%

Table 227   **Page 259**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who watch television

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3832	388	668	507	396	619	397	390	229	238
Weighted base	3832	347	818	464	351	655	518	240	247	192
I only receive terrestrial channels (ie via a standard roof or	273	24	39	29	31	25	20	43	40	20
	7%	7%	5%	6%	9%	4%	4%	18%	16%	11%
indoor aerial)										
I have Freeview digital television	1730	191	265	242	205	279	199	143	108	100
	45%	55%	32%	52%	58%	43%	39%	59%	44%	52%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other	2084	151	551	229	146	382	358	69	114	85
	54%	43%	67%	49%	42%	58%	69%	29%	46%	44%
cable/satellite service										

Table 228   **Page 260**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

		Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					Non owners	
Unweighted base		3923	389	681	511	398	641	400	398	255	250
Weighted base		3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)		105 *3%*	10 *3%*	8 *1%*	28 *6%*	22 *6%*	13 *2%*	4 *1%*	8 *3%*	7 *2%*	5 *2%*
Quite often (at least 1 out of 4 issues)		49 *1%*	3 *1%*	15 *2%*	7 *1%*	2 *1%*	7 *1%*	6 *1%*	3 *1%*	4 *1%*	2 *1%*
Occasionally (less than 1 out 4 issues)		109 *3%*	5 *1%*	14 *2%*	16 *3%*	12 *3%*	26 *4%*	23 *4%*	6 *3%*	5 *2%*	1 ***
Not read in past 12 months		3660 *93%*	330 *95%*	799 *96%*	417 *89%*	315 *90%*	630 *93%*	488 *94%*	226 *93%*	260 *94%*	195 *96%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 229
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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	350	46	33	62	77	51	33	26	15	8
	9%	13%	4%	13%	22%	8%	6%	11%	6%	4%
Quite often (at least 1 out of 4 issues)	124	9	32	13	8	21	29	4	3	3
	3%	3%	4%	3%	2%	3%	6%	2%	1%	2%
Occasionally (less than 1 out 4 issues)	262	15	39	40	29	58	56	9	10	6
	7%	4%	5%	9%	8%	9%	11%	4%	4%	3%
Not read in past 12 months	3187	277	733	353	239	545	403	205	247	185
	81%	80%	88%	75%	68%	81%	77%	84%	90%	92%

Table 230   **Page 262**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	226 *6%*	32 *9%*	38 *5%*	46 *10%*	12 *3%*	16 *2%*	26 *5%*	34 *14%*	13 *5%*	10 *5%*
Quite often (at least 1 out of 4 issues)	60 *2%*	2 *1%*	23 *3%*	6 *1%*	1 ***	2 ***	15 *3%*	3 *1%*	5 *2%*	3 *1%*
Occasionally (less than 1 out 4 issues)	159 *4%*	14 *4%*	48 *6%*	20 *4%*	5 *1%*	16 *2%*	37 *7%*	3 *1%*	9 *3%*	6 *3%*
Not read in past 12 months	3478 *89%*	299 *86%*	727 *87%*	396 *85%*	334 *95%*	642 *95%*	444 *85%*	205 *84%*	249 *90%*	183 *91%*

Table 231   **Page 263**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	5 *	-	1 *	1 *	-	-	-	-	3 *1%*	-
Quite often (at least 1 out of 4 issues)	4 *	-	-	1 *	1 *	-	1 *	-	1 *	-
Occasionally (less than 1 out 4 issues)	12 *	-	3 *	3 *1%*	-	4 *1%*	1 *	-	1 *	-
Not read in past 12 months	3902 *99%*	348 *100%*	833 *100%*	463 *99%*	351 *100%*	672 *99%*	520 *100%*	244 *100%*	270 *98%*	202 *100%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 232   **Page 264**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	98 *2%*	11 *3%*	32 *4%*	12 *3%*	- -	2 ***	13 *3%*	6 *3%*	10 *4%*	11 *6%*
Quite often (at least 1 out of 4 issues)	41 *1%*	2 *1%*	13 *2%*	4 *1%*	2 ***	3 ***	12 *2%*	* ***	1 ***	4 *2%*
Occasionally (less than 1 out 4 issues)	73 *2%*	2 ***	28 *3%*	9 *2%*	1 ***	8 *1%*	12 *2%*	2 *1%*	5 *2%*	6 *3%*
Not read in past 12 months	3711 *95%*	333 *96%*	763 *91%*	443 *95%*	349 *99%*	663 *98%*	484 *93%*	235 *97%*	260 *94%*	180 *89%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 233   **Page 265**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	491 *13%*	64 *18%*	156 *19%*	71 *15%*	16 *4%*	25 *4%*	47 *9%*	40 *16%*	28 *10%*	45 *22%*
Quite often (at least 1 out of 4 issues)	134 *3%*	8 *2%*	53 *6%*	8 *2%*	5 *1%*	17 *2%*	26 *5%*	4 *2%*	7 *3%*	6 *3%*
Occasionally (less than 1 out 4 issues)	254 *6%*	10 *3%*	91 *11%*	28 *6%*	8 *2%*	29 *4%*	47 *9%*	7 *3%*	19 *7%*	15 *7%*
Not read in past 12 months	3043 *78%*	266 *76%*	536 *64%*	361 *77%*	323 *92%*	606 *90%*	402 *77%*	193 *79%*	221 *80%*	136 *67%*

Table 234

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E6. How often do you use, read or look at each of the following newspapers?
- Metro (free)

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	218 *6%*	7 *2%*	61 *7%*	7 *1%*	6 *2%*	37 *5%*	14 *3%*	11 *5%*	58 *21%*	16 *8%*
Quite often (at least 1 out of 4 issues)	89 *2%*	2 ***	23 *3%*	7 *1%*	2 *1%*	19 *3%*	8 *2%*	3 *1%*	22 *8%*	5 *2%*
Occasionally (less than 1 out 4 issues)	199 *5%*	5 *1%*	58 *7%*	13 *3%*	11 *3%*	41 *6%*	32 *6%*	7 *3%*	24 *9%*	9 *4%*
Not read in past 12 months	3417 *87%*	334 *96%*	694 *83%*	442 *94%*	334 *95%*	579 *86%*	466 *89%*	223 *91%*	172 *62%*	172 *85%*

Table 235 **Page 267**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

| | Total | Car Owners | | | | | | | Non owners | |
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	37 *1%*	1 *	4 *1%*	6 *1%*	2 *1%*	9 *1%*	5 *1%*	1 *	9 *3%*	- -
Quite often (at least 1 out of 4 issues)	44 *1%*	- -	11 *1%*	1 *	2 *1%*	14 *2%*	9 *2%*	- -	7 *3%*	- -
Occasionally (less than 1 out 4 issues)	106 *3%*	* *	18 *2%*	5 *1%*	11 *3%*	46 *7%*	18 *3%*	* *	8 *3%*	- -
Not read in past 12 months	3735 *95%*	347 *100%*	803 *96%*	457 *98%*	337 *96%*	607 *90%*	489 *94%*	243 *100%*	251 *91%*	202 *100%*

Table 236   **Page 268**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	122 *3%*	4 *1%*	14 *2%*	3 *1%*	21 *6%*	35 *5%*	23 *4%*	3 *1%*	19 *7%*	- -
Quite often (at least 1 out of 4 issues)	92 *2%*	4 *1%*	16 *2%*	* *	5 *1%*	36 *5%*	19 *4%*	- -	10 *4%*	1 *
Occasionally (less than 1 out 4 issues)	163 *4%*	5 *1%*	23 *3%*	8 *2%*	21 *6%*	64 *9%*	25 *5%*	4 *1%*	13 *5%*	2 *1%*
Not read in past 12 months	3546 *90%*	335 *96%*	783 *94%*	457 *98%*	305 *87%*	542 *80%*	455 *87%*	237 *97%*	233 *85%*	199 *99%*

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	123 *3%*	4 *1%*	20 *2%*	3 *1%*	6 *2%*	45 *7%*	9 *2%*	4 *1%*	32 *12%*	- -
Quite often (at least 1 out of 4 issues)	55 *1%*	1 *	11 *1%*	2 *1%*	5 *2%*	17 *3%*	8 *1%*	1 *	9 *3%*	- -
Occasionally (less than 1 out 4 issues)	136 *3%*	3 *1%*	23 *3%*	8 *2%*	16 *5%*	56 *8%*	15 *3%*	1 *	14 *5%*	- -
Not read in past 12 months	3610 *92%*	339 *98%*	783 *94%*	455 *97%*	324 *92%*	558 *82%*	490 *94%*	239 *98%*	221 *80%*	202 *100%*

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E6. How often do you use, read or look at each of the following newspapers?
- The Daily Telegraph

Base : All Respondents

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	154	23	12	7	56	16	21	6	11	2
	4%	7%	1%	1%	16%	2%	4%	3%	4%	1%
Quite often (at least 1 out of 4 issues)	53	4	13	2	12	9	7	-	6	-
	1%	1%	2%	*	3%	1%	1%	-	2%	-
Occasionally (less than 1 out 4 issues)	159	7	18	12	19	55	34	2	12	-
	4%	2%	2%	3%	5%	8%	7%	1%	4%	-
Not read in past 12 months	3557	314	794	447	265	596	459	236	247	200
	91%	90%	95%	95%	75%	88%	88%	97%	90%	99%

Table 239   **Page 271**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	30	-	3	-	4	9	7	-	7	1
	1%	*-*	***	*-*	*1%*	*1%*	*1%*	*-*	*3%*	***
Quite often (at least 1 out of 4 issues)	22	1	4	*	1	8	5	-	2	-
	1%	***	*1%*	***	***	*1%*	*1%*	*-*	*1%*	*-*
Occasionally (less than 1 out 4 issues)	58	-	11	3	3	21	12	*	7	-
	1%	*-*	*1%*	*1%*	*1%*	*3%*	*2%*	***	*3%*	*-*
Not read in past 12 months	3813	347	818	465	343	639	498	243	259	201
	97%	*100%*	*98%*	*99%*	*98%*	*95%*	*95%*	*100%*	*94%*	*100%*

Produced by TNS-BMRB

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E6. Standard summary table

Base : All Respondents

	Almost always (at least 3 out of 4 issues)	Quite often (at least 1 out of 4 issues)	Occasionally (less than 1 out 4 issues)	Not read in past 12 months
Daily Express	105 *3%*	49 *1%*	109 *3%*	3660 *93%*
Daily Mail	350 *9%*	124 *3%*	262 *7%*	3187 *81%*
Daily Mirror	226 *6%*	60 *2%*	159 *4%*	3478 *89%*
Daily Record	5 ***	4 ***	12 ***	3902 *99%*
Daily Star	98 *2%*	41 *1%*	73 *2%*	3711 *95%*
The Sun	491 *13%*	134 *3%*	254 *6%*	3043 *78%*
Metro (free)	218 *6%*	89 *2%*	199 *5%*	3417 *87%*
The Independent	37 *1%*	44 *1%*	106 *3%*	3735 *95%*
The Times	122 *3%*	92 *2%*	163 *4%*	3546 *90%*
The Guardian	123 *3%*	55 *1%*	136 *3%*	3610 *92%*
The Daily Telegraph	154 *4%*	53 *1%*	159 *4%*	3557 *91%*
Financial Times	30 *1%*	22 *1%*	58 *1%*	3813 *97%*
Any broadsheet (Net)	397 *10%*	176 *4%*	282 *7%*	3067 *78%*
Any mid-market tabloid (Net)	431 *11%*	156 *4%*	308 *8%*	3028 *77%*
Any red-top tabloid (Net)	707 *18%*	182 *5%*	336 *9%*	2697 *69%*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Sunday Express

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	91 *2%*	10 *3%*	6 *1%*	24 *5%*	23 *7%*	7 *1%*	6 *1%*	9 *4%*	2 *1%*	4 *2%*
Quite often (at least 1 out of 4 issues)	19 ***	1 ***	3 ***	4 *1%*	1 ***	5 *1%*	3 *1%*	* ***	* ***	1 ***
Occasionally (less than 1 out 4 issues)	41 *1%*	5 *1%*	4 *1%*	8 *2%*	3 *1%*	9 *1%*	7 *1%*	1 *1%*	* ***	1 *1%*
Not read in past 12 months	3772 *96%*	332 *95%*	823 *98%*	431 *92%*	325 *92%*	655 *97%*	506 *97%*	233 *96%*	273 *99%*	195 *97%*

Table 242   **Page 274**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- The Mail on Sunday

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	299	37	29	48	59	51	52	10	7	4
	8%	*11%*	*4%*	*10%*	*17%*	*8%*	*10%*	*4%*	*3%*	*2%*
Quite often (at least 1 out of 4 issues)	60	3	14	10	4	18	7	3	1	*
	2%	*1%*	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	***	***
Occasionally (less than 1 out 4 issues)	101	8	14	18	10	23	18	4	2	3
	3%	*2%*	*2%*	*4%*	*3%*	*3%*	*3%*	*2%*	*1%*	*2%*
Not read in past 12 months	3464	300	779	392	278	583	445	227	265	195
	88%	*86%*	*93%*	*84%*	*79%*	*86%*	*85%*	*93%*	*96%*	*96%*

Table 243   **Page 275**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Sunday Mirror

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	171 *4%*	25 *7%*	39 *5%*	38 *8%*	9 *2%*	7 *1%*	20 *4%*	21 *9%*	10 *3%*	3 *1%*
Quite often (at least 1 out of 4 issues)	34 *1%*	2 ***	16 *2%*	2 ***	1 ***	3 *1%*	7 *1%*	-	1 ***	3 *2%*
Occasionally (less than 1 out 4 issues)	61 *2%*	6 *2%*	13 *2%*	7 *2%*	3 *1%*	6 *1%*	15 *3%*	1 *1%*	2 *1%*	6 *3%*
Not read in past 12 months	3657 *93%*	316 *91%*	769 *92%*	421 *90%*	340 *96%*	659 *97%*	479 *92%*	222 *91%*	263 *95%*	189 *94%*

Table 244   **Page 276**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Sunday People

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	84	13	13	20	4	2	5	14	7	7
	2%	4%	2%	4%	1%	*	1%	6%	2%	3%
Quite often (at least 1 out of 4 issues)	13	-	-	1	1	5	2	-	1	1
	*	-	-	*	*	1%	*	-	*	1%
Occasionally (less than 1 out 4 issues)	24	6	7	3	-	1	4	*	3	-
	1%	2%	1%	1%	-	*	1%	*	1%	-
Not read in past 12 months	3802	329	816	445	346	668	510	230	265	194
	97%	95%	98%	95%	98%	99%	98%	94%	96%	96%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 245   **Page 277**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Daily Star on Sunday

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	21 *1%*	2 *	3 *	3 *1%*	- -	2 *	3 *	1 *	4 *1%*	4 *2%*
Quite often (at least 1 out of 4 issues)	8 *	- -	3 *	2 *	1 *	1 *	- -	- -	* *	1 *1%*
Occasionally (less than 1 out 4 issues)	14 *	2 *	2 *	2 *	- -	3 *	- -	- -	* *	4 *2%*
Not read in past 12 months	3880 *99%*	345 *99%*	828 *99%*	461 *99%*	351 *100%*	670 *99%*	519 *100%*	243 *100%*	271 *98%*	192 *95%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 246   **Page 278**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Independent on Sunday

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	17 *	- -	- -	5 1%	1 *	3 *	5 1%	- -	2 1%	- -
Quite often (at least 1 out of 4 issues)	10 *	- -	1 *	- -	1 *	6 1%	1 *	- -	1 *	- -
Occasionally (less than 1 out 4 issues)	47 1%	1 *	5 1%	2 *	5 1%	21 3%	12 2%	* *	1 *	- -
Not read in past 12 months	3849 98%	347 100%	831 99%	461 99%	345 98%	646 96%	504 97%	243 100%	270 98%	202 100%

Produced by TNS-BMRB

Table 247   **Page 279**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- News of the World

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	376 *10%*	47 *14%*	121 *14%*	46 *10%*	14 *4%*	25 *4%*	39 *7%*	31 *13%*	20 *7%*	33 *16%*
Quite often (at least 1 out of 4 issues)	63 *2%*	4 *1%*	24 *3%*	6 *1%*	1 ***	5 *1%*	12 *2%*	1 ***	7 *3%*	3 *2%*
Occasionally (less than 1 out 4 issues)	120 *3%*	6 *2%*	49 *6%*	20 *4%*	4 *1%*	15 *2%*	9 *2%*	3 *1%*	9 *3%*	6 *3%*
Not read in past 12 months	3364 *86%*	291 *84%*	643 *77%*	397 *85%*	333 *95%*	631 *93%*	462 *89%*	208 *85%*	240 *87%*	160 *79%*

Table 248   **Page 280**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- The Observer

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	70	1	8	4	11	31	4	1	11	-
	2%	*	1%	1%	3%	5%	1%	*	4%	-
Quite often (at least 1 out of 4 issues)	29	-	11	2	1	10	4	-	2	-
	1%	-	1%	*	*	1%	1%	-	1%	-
Occasionally (less than 1 out 4 issues)	66	2	10	4	7	26	11	3	4	-
	2%	1%	1%	1%	2%	4%	2%	1%	1%	-
Not read in past 12 months	3757	345	808	459	334	609	503	240	259	202
	96%	99%	97%	98%	95%	90%	96%	98%	94%	100%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Sunday Telegraph

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	112 *3%*	13 *4%*	3 ***	11 *2%*	47 *13%*	8 *1%*	23 *4%*	5 *2%*	3 *1%*	1 ***
Quite often (at least 1 out of 4 issues)	26 *1%*	- -	2 ***	3 *1%*	6 *2%*	9 *1%*	3 *1%*	1 ***	3 *1%*	- -
Occasionally (less than 1 out 4 issues)	68 *2%*	4 *1%*	10 *1%*	9 *2%*	9 *2%*	21 *3%*	9 *2%*	2 *1%*	5 *2%*	- -
Not read in past 12 months	3716 *95%*	331 *95%*	822 *98%*	446 *95%*	290 *82%*	638 *94%*	487 *93%*	236 *97%*	265 *96%*	201 *100%*

Table 250   **Page 282**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. How often do you use, read or look at each of the following newspapers?
- Sunday Times

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Almost always (at least 3 out of 4 issues)	196 *5%*	5 *1%*	23 *3%*	8 *2%*	32 *9%*	58 *9%*	48 *9%*	6 *3%*	16 *6%*	* *
Quite often (at least 1 out of 4 issues)	68 *2%*	3 *1%*	12 *1%*	- -	2 *1%*	40 *6%*	5 *1%*	2 *1%*	4 *2%*	- -
Occasionally (less than 1 out 4 issues)	95 *2%*	4 *1%*	22 *3%*	5 *1%*	7 *2%*	38 *6%*	11 *2%*	2 *1%*	6 *2%*	* *
Not read in past 12 months	3564 *91%*	336 *97%*	779 *93%*	456 *97%*	311 *88%*	541 *80%*	459 *88%*	233 *96%*	248 *90%*	201 *100%*

Produced by TNS-BMRB

Table 251   **Page 283**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E10. Standard summary table

Base : All Respondents

	Almost always (at least 3 out of 4 issues)	Quite often (at least 1 out of 4 issues)	Occasionally (less than 1 out 4 issues)	Not read in past 12 months
Sunday Express	91 *2%*	19 ***	41 *1%*	3772 *96%*
The Mail on Sunday	299 *8%*	60 *2%*	101 *3%*	3464 *88%*
Sunday Mirror	171 *4%*	34 *1%*	61 *2%*	3657 *93%*
Sunday People	84 *2%*	13 ***	24 *1%*	3802 *97%*
Daily Star on Sunday	21 *1%*	8 ***	14 ***	3880 *99%*
Independent on Sunday	17 ***	10 ***	47 *1%*	3849 *98%*
News of the World	376 *10%*	63 *2%*	120 *3%*	3364 *86%*
The Observer	70 *2%*	29 *1%*	66 *2%*	3757 *96%*
Sunday Telegraph	112 *3%*	26 *1%*	68 *2%*	3716 *95%*
Sunday Times	196 *5%*	68 *2%*	95 *2%*	3564 *91%*
Any Sunday broadsheet (Net)	367 *9%*	106 *3%*	163 *4%*	3286 *84%*
Any Sunday mid-market tabloid (Net)	381 *10%*	71 *2%*	127 *3%*	3344 *85%*
Any Sunday red-top tabloid (Net)	549 *14%*	92 *2%*	163 *4%*	3119 *80%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 252　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 284**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	3104	214	755	315	286	660	505	41	230	98
	79%	*61%*	*90%*	*67%*	*81%*	*98%*	*97%*	*17%*	*83%*	*49%*
No	818	134	82	153	66	15	17	202	45	104
	21%	*39%*	*10%*	*33%*	*19%*	*2%*	*3%*	*83%*	*17%*	*51%*
Don't know	1	-	-	-	-	*	-	*	-	-
	*	-	-	-	-	*	-	*	-	-

Table 253 **Page 285**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who have access to the internet at home

	Total			Car Owners					Non owners	
		Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2821	216	602	310	322	622	387	59	196	107
Weighted base	3104	214	755	315	286	660	505	41	230	98
At least once a week (Net)	**2758** **89%**	**143** **67%**	**713** **94%**	**228** **72%**	**244** **85%**	**636** **96%**	**467** **93%**	**24** **58%**	**221** **96%**	**84** **85%**
Daily	2078 67%	98 46%	546 72%	133 42%	166 58%	531 80%	337 67%	13 31%	194 84%	60 61%
A few times a week	520 17%	31 14%	118 16%	75 24%	65 23%	91 14%	105 21%	7 17%	20 8%	10 10%
Once a week	159 5%	13 6%	49 6%	20 6%	14 5%	14 2%	24 5%	5 11%	7 3%	14 14%
A few times a month	59 2%	2 1%	11 1%	17 5%	5 2%	7 1%	8 2%	3 7%	5 2%	1 1%
Once a month	47 2%	5 2%	5 1%	12 4%	6 2%	1 *	11 2%	4 10%	1 *	3 3%
Every 2-3 months	30 1%	5 2%	7 1%	5 2%	5 2%	5 1%	3 1%	- -	- -	- -
At least once a year	25 1%	5 3%	- -	10 3%	1 *	3 *	5 1%	* 1%	- -	1 1%
Not in past year / Never	185 6%	55 26%	19 3%	44 14%	24 8%	8 1%	11 2%	10 24%	4 2%	10 10%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 254

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents who are working, training or in education

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2228	79	540	235	122	590	350	27	203	82
Weighted base	2545	81	686	244	107	634	461	23	233	76
Yes	1677	40	414	78	79	547	329	3	152	35
	66%	50%	60%	32%	74%	86%	71%	12%	65%	46%
No	868	41	272	166	28	87	132	20	81	41
	34%	50%	40%	68%	26%	14%	29%	88%	35%	54%
Don't know	*	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	*	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 255   **Page 287**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. In the last 12 months have you... - Watched a documentary about environmental issues?

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	2730	229	521	315	272	571	401	131	202	90
	70%	66%	62%	67%	77%	84%	77%	54%	73%	45%
No	1165	117	314	149	73	104	119	110	74	105
	30%	34%	38%	32%	21%	15%	23%	45%	27%	52%
Don't know	28	2	2	4	7	2	2	2	-	7
	1%	1%	*	1%	2%	*	*	1%	-	3%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. In the last 12 months have you... - Listened to programme about environmental issues on the radio?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	1415	112	233	152	157	366	219	55	77	44
	36%	32%	28%	33%	45%	54%	42%	23%	28%	22%
No	2495	235	602	316	192	309	303	186	195	158
	64%	68%	72%	67%	54%	46%	58%	76%	71%	78%
Don't know	12	1	2	-	3	1	-	3	3	*
	*	*	*	-	1%	*	-	1%	1%	*

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. In the last 12 months have you... - Read an article about environmental issues in a science magazine like New Scientist?

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	520	18	99	27	44	185	71	8	55	14
	13%	5%	12%	6%	12%	27%	14%	3%	20%	7%
No	3394	330	738	440	308	491	451	235	218	184
	87%	95%	88%	94%	88%	73%	86%	97%	79%	91%
Don't know	10	-	-	1	-	1	-	-	3	4
	*	-	-	*	-	*	-	-	1%	2%

Table 258   **Page 290**

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	2507	175	488	270	281	547	362	113	192	79
	64%	50%	58%	58%	80%	81%	69%	46%	70%	39%
No	1399	172	347	194	68	128	160	129	83	117
	36%	49%	42%	42%	19%	19%	31%	53%	30%	58%
Don't know	17	1	2	4	2	1	-	2	-	5
	*	*	*	1%	1%	*	-	1%	-	3%

Table 259   **Page 291**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. In the last 12 months have you... - Discussed environmental issues with a friend or member of your family

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	2366	178	467	234	224	577	339	86	182	80
	60%	51%	56%	50%	64%	85%	65%	35%	66%	40%
No	1549	166	368	234	128	99	181	158	94	121
	39%	48%	44%	50%	36%	15%	35%	65%	34%	60%
Don't know	8	4	1	-	1	-	2	-	-	1
	*	1%	*	-	*	-	*	-	-	*

Produced by TNS-BMRB

Table 260   **Page 292**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. In the last 12 months have you... - Searched for information about environmental issues on the Internet?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes	848	26	207	33	56	317	111	5	78	15
	22%	7%	25%	7%	16%	47%	21%	2%	28%	7%
No	3065	322	625	435	296	359	411	238	197	183
	78%	93%	75%	93%	84%	53%	79%	98%	71%	91%
Don't know	9	-	3	-	-	-	-	1	1	4
	*	-	*	-	-	-	-	*	*	2%

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Table 261

Page 293

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

E17. Standard summary table

Base : All Respondents

	Watched a documentary about environmental issues?	Listened to programme about environmental issues on the radio?	Read an article about environmental issues in a science magazine like New Scientist?	Read an article in a general magazine or newspaper about environmental issues?	Discussed environmental issues with a friend or member of your family	Searched for information about environmental issues on the Internet?
Unweighted base	3923	3923	3923	3923	3923	3923
Weighted base	3923	3923	3923	3923	3923	3923
Yes	2730	1415	520	2507	2366	848
	70%	*36%*	*13%*	*64%*	*60%*	*22%*
No	1165	2495	3394	1399	1549	3065
	30%	*64%*	*87%*	*36%*	*39%*	*78%*
Don't know	28	12	10	17	8	9
	1%	***	***	***	***	***

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 262   **Page 294**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Change job	439	2	131	20	8	110	99	-	57	12
	11%	*1%*	*16%*	*4%*	*2%*	*16%*	*19%*	*-*	*21%*	*6%*
Purchase/Sell a house/ flat	147	3	55	8	4	27	41	*	4	4
	4%	*1%*	*7%*	*2%*	*1%*	*4%*	*8%*	*	*2%*	*2%*
Birth/adoption of your second or subsequent child	100	-	37	4	-	24	15	-	5	14
	3%	*-*	*4%*	*1%*	*-*	*4%*	*3%*	*-*	*2%*	*7%*
Move in with partner	91	-	38	2	-	10	10	1	17	14
	2%	*-*	*5%*	*	*-*	*1%*	*2%*	*	*6%*	*7%*
Start university	90	*	32	-	-	21	13	-	17	6
	2%	*	*4%*	*-*	*-*	*3%*	*2%*	*-*	*6%*	*3%*
Move out of parental home	81	-	31	2	-	8	9	-	18	12
	2%	*-*	*4%*	*	*-*	*1%*	*2%*	*-*	*6%*	*6%*
Finish school	80	4	37	1	-	14	8	-	13	3
	2%	*1%*	*4%*	*	*-*	*2%*	*2%*	*-*	*5%*	*1%*
Birth/adoption of your first child	78	-	34	*	-	15	13	-	5	11
	2%	*-*	*4%*	*	*-*	*2%*	*2%*	*-*	*2%*	*6%*
Start first job	75	4	41	-	-	8	10	1	7	5
	2%	*1%*	*5%*	*-*	*-*	*1%*	*2%*	*	*3%*	*2%*
Enter retirement	72	9	-	28	22	5	5	3	1	-
	2%	*3%*	*-*	*6%*	*6%*	*1%*	*1%*	*1%*	*	*-*
Child goes to university	67	4	3	8	7	25	19	-	-	1
	2%	*1%*	*	*2%*	*2%*	*4%*	*4%*	*-*	*-*	*1%*
Child leaves home	65	10	9	10	6	18	5	3	2	3
	2%	*3%*	*1%*	*2%*	*2%*	*3%*	*1%*	*1%*	*1%*	*2%*
Divorce/Separate from long-term partner	56	1	16	11	2	11	3	-	7	6
	1%	*	*2%*	*2%*	*	*2%*	*1%*	*-*	*2%*	*3%*
None of these	2787	314	482	387	313	442	323	236	160	130
	71%	*90%*	*58%*	*83%*	*89%*	*65%*	*62%*	*97%*	*58%*	*64%*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 263   **Page 295**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
1-2 (Net)	**1921**	**251**	**232**	**309**	**294**	**217**	**159**	**220**	**139**	**102**
	49%	*72%*	*28%*	*66%*	*83%*	*32%*	*30%*	*90%*	*50%*	*50%*
1	529	58	50	64	53	48	10	144	54	49
	13%	*17%*	*6%*	*14%*	*15%*	*7%*	*2%*	*59%*	*20%*	*24%*
2	1392	193	182	245	240	169	149	76	85	53
	35%	*55%*	*22%*	*52%*	*68%*	*25%*	*29%*	*31%*	*31%*	*26%*
3-4 (Net)	**1551**	**73**	**441**	**134**	**54**	**364**	**297**	**20**	**95**	**73**
	40%	*21%*	*53%*	*29%*	*15%*	*54%*	*57%*	*8%*	*35%*	*36%*
3	773	45	215	77	37	149	144	13	52	41
	20%	*13%*	*26%*	*16%*	*10%*	*22%*	*28%*	*5%*	*19%*	*20%*
4	778	28	227	57	17	215	153	7	43	32
	20%	*8%*	*27%*	*12%*	*5%*	*32%*	*29%*	*3%*	*16%*	*16%*
5-6 (Net)	**408**	**24**	**142**	**23**	**4**	**90**	**66**	**2**	**34**	**24**
	10%	*7%*	*17%*	*5%*	*1%*	*13%*	*13%*	*1%*	*12%*	*12%*
5	284	20	98	15	-	71	49	2	14	16
	7%	*6%*	*12%*	*3%*	-	*11%*	*9%*	*1%*	*5%*	*8%*
6	124	4	44	8	4	18	17	-	21	8
	3%	*1%*	*5%*	*2%*	*1%*	*3%*	*3%*	-	*7%*	*4%*
6+ (Net)	**43**	**1**	**22**	**3**	**-**	**5**	**-**	**2**	**7**	**3**
	1%	***	*3%*	*1%*	-	*1%*	-	*1%*	*3%*	*1%*
7	28	1	11	3	-	5	-	2	6	1
	1%	***	*1%*	*1%*	-	*1%*	-	*1%*	*2%*	*1%*
8	11	-	9	-	-	1	-	-	-	2
	*	-	*1%*	-	-	***	-	-	-	*1%*
9	3	-	2	-	-	-	-	-	1	-
	*	-	***	-	-	-	-	-	***	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 264   **Page 296**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F3. Types of relationship within the household

Base : Respondents with 2 or more living in the household (Note: Figures sum to more than 100% due to multi-coding (most households have multiple relationships))

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2865	272	596	382	286	546	379	95	157	152
Weighted base	3394	290	787	404	299	629	512	100	222	153
Husband/Wife/Civil Partner	2325 *68%*	242 *84%*	377 *48%*	347 *86%*	280 *94%*	522 *83%*	378 *74%*	70 *70%*	70 *32%*	38 *25%*
Partner (unmarried/not in a civil partnership)	325 *10%*	11 *4%*	137 *17%*	20 *5%*	3 *1%*	44 *7%*	48 *9%*	2 *2%*	29 *13%*	31 *20%*
Son/daughter (including adopted, foster, step)	1576 *46%*	107 *37%*	359 *46%*	148 *37%*	33 *11%*	462 *73%*	288 *56%*	17 *17%*	51 *23%*	112 *73%*
Son/daughter (including in law)	1222 *36%*	73 *25%*	334 *42%*	123 *31%*	48 *16%*	315 *50%*	143 *28%*	16 *16%*	67 *30%*	102 *67%*
Mother/father (including adopted, foster, step)	710 *21%*	11 *4%*	347 *44%*	12 *3%*	7 *2%*	82 *13%*	181 *35%*	3 *3%*	41 *18%*	25 *17%*
Mother/father (including in law)	85 *3%*	2 *1%*	28 *4%*	10 *2%*	1 ***	19 *3%*	18 *4%*	2 *2%*	3 *1%*	2 *1%*
Brother/Sister (including step, foster and adopted)	510 *15%*	10 *4%*	276 *35%*	4 *1%*	3 *1%*	42 *7%*	96 *19%*	5 *5%*	45 *21%*	27 *18%*
Grandparent (including step, foster and adopted)	11 ***	- -	7 *1%*	- -	- -	2 ***	1 ***	- -	1 *1%*	- -
Grandchild (including step, foster and adopted)	40 *1%*	12 *4%*	2 ***	3 *1%*	9 *3%*	- -	2 ***	8 *8%*	2 *1%*	2 *2%*
Other relative (including step, foster and adopted)	51 *2%*	1 ***	33 *4%*	2 *1%*	- -	2 ***	2 ***	3 *3%*	2 *1%*	6 *4%*
Other non relative	436 *13%*	- -	138 *17%*	14 *3%*	2 *1%*	33 *5%*	19 *4%*	15 *15%*	209 *94%*	7 *4%*
Don't know	5 ***	- -	4 ***	2 ***	- -	- -	- -	- -	- -	- -
Refused	7 ***	- -	4 *1%*	- -	1 ***	- -	- -	- -	1 ***	- -

Table 265   **Page 297**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F3. Types of relationship within the household

Base : Respondents with 2 or more living in the household (Note: Figures sum to more than 100% due to multi-coding (most households have multiple relationships))

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	2865	272	596	382	286	546	379	95	157	152
Weighted base	3394	290	787	404	299	629	512	100	222	153
Husband\Wife\Civil Partner	2174 *64%*	232 *80%*	335 *43%*	339 *84%*	274 *92%*	483 *77%*	337 *66%*	70 *70%*	66 *30%*	38 *25%*
Partner (unmarried\not in a civil partnership)	288 *8%*	7 *2%*	121 *15%*	20 *5%*	3 *1%*	36 *6%*	46 *9%*	2 *2%*	27 *12%*	27 *18%*
Son\daughter (including adopted, foster, step)	136 *4%*	15 *5%*	24 *3%*	15 *4%*	7 *2%*	19 *3%*	6 *1%*	5 *5%*	10 *5%*	35 *23%*
Son\daughter (including in law)	136 *4%*	21 *7%*	30 *4%*	9 *2%*	4 *1%*	22 *4%*	3 *1%*	7 *7%*	13 *6%*	27 *17%*
Mother\father (including adopted, foster, step)	413 *12%*	8 *3%*	197 *25%*	9 *2%*	5 *2%*	42 *7%*	101 *20%*	2 *2%*	30 *14%*	19 *13%*
Mother\father (including in law)	53 *2%*	2 *1%*	18 *2%*	6 *1%*	1 ***	12 *2%*	7 *1%*	2 *2%*	3 *1%*	2 *1%*
Brother\Sister (including step, foster and adopted)	28 *1%*	2 *1%*	9 *1%*	- -	2 *1%*	1 ***	3 ***	2 *2%*	9 *4%*	- -
Grandparent (including step, foster and adopted)	8 ***	- -	3 ***	- -	- -	2 ***	1 ***	- -	1 *1%*	- -
Grandchild (including step, foster and adopted)	6 ***	2 *1%*	* ***	1 ***	- -	- -	- -	- -	3 *3%*	- -	- -
Other relative (including step, foster and adopted)	14 ***	1 ***	4 *1%*	- -	- -	- -	1 ***	3 *3%*	2 *1%*	3 *2%*
Other non relative	133 *4%*	- -	43 *5%*	5 *1%*	1 ***	11 *2%*	7 *1%*	3 *3%*	60 *27%*	3 *2%*
DK	2 ***	- -	- -	2 ***	- -	- -	- -	- -	- -	- -
Refused	3 ***	- -	2 ***	- -	* ***	- -	- -	- -	1 ***	- -

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F4. Gender of respondent

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
				Car Owners						
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Male	1918	148	378	267	182	320	310	73	151	87
	49%	43%	45%	57%	52%	47%	60%	30%	55%	43%
Female	2005	200	458	201	170	356	211	170	125	115
	51%	57%	55%	43%	48%	53%	40%	70%	45%	57%

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F4. Presence of male and female household members

Base : Respondents with 2 or more living in the household (Note: Figures sum to more than 100% due to multi-coding (most households have multiple relationships))

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	2865	272	596	382	286	546	379	95	157	152
Weighted base	3394	290	787	404	299	629	512	100	222	153
Male	3701	244	1058	330	200	762	564	78	284	182
	109%	*84%*	*134%*	*81%*	*67%*	*121%*	*110%*	*79%*	*128%*	*119%*
Female	3602	224	988	355	188	761	612	63	238	172
	106%	*77%*	*126%*	*88%*	*63%*	*121%*	*120%*	*64%*	*107%*	*112%*

Table 268   **Page 300**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F5. Ages of all household members

Base : Respondents with 2 or more living in the household (Note: Figures sum to more than 100% due to multi-coding (most households have multiple relationships))

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	2865	272	596	382	286	546	379	95	157	152
Weighted base	3394	290	787	404	299	629	512	100	222	153
15 or Under (Net)	**1995**	**61**	**684**	**90**	**13**	**577**	**276**	**10**	**124**	**160**
	59%	*21%*	*87%*	*22%*	*4%*	*92%*	*54%*	*10%*	*56%*	*105%*
16-20 (Net)	**760**	**36**	**193**	**86**	**20**	**155**	**128**	**15**	**88**	**40**
	22%	*13%*	*25%*	*21%*	*7%*	*25%*	*25%*	*15%*	*39%*	*26%*
21-39 (Net)	**1708**	**75**	**583**	**114**	**43**	**302**	**266**	**14**	**215**	**96**
	50%	*26%*	*74%*	*28%*	*14%*	*48%*	*52%*	*14%*	*97%*	*63%*
40-49 (Net)	**992**	**42**	**318**	**84**	**26**	**249**	**198**	**12**	**39**	**24**
	29%	*14%*	*40%*	*21%*	*9%*	*40%*	*39%*	*12%*	*18%*	*16%*
50-59 (Net)	**762**	**60**	**129**	**98**	**68**	**164**	**188**	**25**	**21**	**10**
	22%	*21%*	*16%*	*24%*	*23%*	*26%*	*37%*	*25%*	*9%*	*7%*
60-69 (Net)	**484**	**87**	**36**	**119**	**112**	**31**	**62**	**23**	**8**	**5**
	14%	*30%*	*5%*	*29%*	*38%*	*5%*	*12%*	*23%*	*4%*	*3%*
70+ (Net)	**400**	**108**	**15**	**82**	**100**	**15**	**31**	**42**	**8**	**1**
	12%	*37%*	*2%*	*20%*	*33%*	*2%*	*6%*	*42%*	*4%*	***
16+ (Net)	**5106**	**407**	**1274**	**583**	**368**	**915**	**873**	**131**	**379**	**175**
	150%	*141%*	*162%*	*144%*	*123%*	*146%*	*171%*	*131%*	*171%*	*115%*
DK/NS	**202**	**1**	**86**	**12**	**7**	**31**	**28**	**1**	**19**	**18**
	6%	***	*11%*	*3%*	*2%*	*5%*	*5%*	*1%*	*9%*	*12%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F5. Age of respondent

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
16-20	316	4	167	-	-	36	46	-	44	18
	8%	1%	20%	-	-	5%	9%	-	16%	9%
21-29	604	-	273	-	1	66	85	-	107	72
	15%	-	33%	-	*	10%	16%	-	39%	36%
30-39	651	5	248	13	1	183	105	2	51	44
	17%	1%	30%	3%	*	27%	20%	1%	19%	22%
40-49	726	39	118	82	10	254	132	12	34	45
	19%	11%	14%	17%	3%	38%	25%	5%	12%	22%
50-59	583	51	28	134	75	113	110	29	25	19
	15%	15%	3%	29%	21%	17%	21%	12%	9%	9%
60-69	505	100	1	147	136	23	37	45	13	2
	13%	29%	*	31%	39%	3%	7%	19%	5%	1%
70+	538	149	1	92	128	2	7	155	2	2
	14%	43%	*	20%	36%	*	1%	64%	1%	1%

Table 270   **Page 302**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F6. What is your marital status?

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Married'/'civil partnership	2126 *54%*	234 *67%*	320 *38%*	339 *72%*	278 *79%*	458 *68%*	336 *64%*	70 *29%*	60 *22%*	31 *15%*
Living as a couple	409 *10%*	9 *3%*	155 *19%*	23 *5%*	5 *1%*	67 *10%*	68 *13%*	2 *1%*	42 *15%*	38 *19%*
Divorced'/'separated, including from a civil partnership	270 *7%*	30 *9%*	39 *5%*	47 *10%*	17 *5%*	44 *6%*	7 *1%*	32 *13%*	20 *7%*	35 *17%*
Widowed	213 *5%*	49 *14%*	2 ***	24 *5%*	30 *8%*	1 ***	2 ***	99 *41%*	3 *1%*	3 *1%*
Single	905 *23%*	25 *7%*	321 *38%*	36 *8%*	23 *7%*	106 *16%*	109 *21%*	39 *16%*	151 *55%*	95 *47%*

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Table 271　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 303**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All Respondents

| | | | | Car Owners | | | | | Non owners | |
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
White British	3293	324	618	421	340	591	485	212	154	148
	84%	93%	74%	90%	96%	87%	93%	87%	56%	73%
Another white background	217	13	54	13	8	34	8	15	54	17
	6%	4%	6%	3%	2%	5%	2%	6%	19%	9%
Indian	87	*	30	14	-	18	12	2	6	3
	2%	*	4%	3%	-	3%	2%	1%	2%	2%
Pakistani	73	1	49	7	2	3	2	-	7	3
	2%	*	6%	1%	1%	*	*	-	2%	1%
African	63	2	29	1	-	1	4	4	14	9
	2%	1%	4%	*	-	*	1%	2%	5%	4%
Caribbean	50	*	10	2	-	9	7	3	13	5
	1%	*	1%	*	-	1%	1%	1%	5%	2%
Any other Asian background	40	3	20	1	1	1	-	1	10	5
	1%	1%	2%	*	*	*	-	*	3%	2%
Any other	27	-	7	5	*	6	-	*	4	3
	1%	-	1%	1%	*	1%	-	*	1%	1%
Bangladeshi	21	3	5	1	-	1	2	2	5	3
	1%	1%	1%	*	-	*	*	1%	2%	1%
Chinese	16	-	4	-	-	8	-	-	5	*
	*	-	*	-	-	1%	-	-	2%	*
Any other Black background	11	1	2	-	1	-	-	2	5	-
	*	*	*	-	*	-	-	1%	2%	-
White and Black African	8	-	2	2	-	-	-	3	-	1
	*	-	*	*	-	-	-	1%	-	1%
Any other Mixed background	8	-	2	-	-	2	-	-	-	3
	*	-	*	-	-	*	-	-	-	2%
White and Black Caribbean	6	-	2	-	-	3	1	-	-	1
	*	-	*	-	-	*	*	-	-	*
White and Asian	*	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	*	-	-	-	-
Refused	2	-	-	1	-	-	1	-	-	1
	*	-	-	*	-	-	*	-	-	*

Table 272   **Page 304**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who do not currently work

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	530	47	139	43	14	26	29	42	29	161
Weighted base	501	50	148	44	13	28	41	28	29	121
Yes	71	3	24	4	2	5	14	1	8	9
	14%	6%	16%	9%	15%	19%	34%	3%	29%	8%
No	431	47	124	40	11	22	27	27	21	112
	86%	94%	84%	91%	85%	81%	66%	97%	71%	92%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Table 273   **Page 305**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : All who are retired or had a paid job in the last 6 months

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1228	265	25	236	265	29	31	330	30	17
Weighted base	945	220	26	185	234	19	34	193	21	13
Employee	849	186	26	163	218	16	30	179	18	12
	90%	84%	100%	88%	93%	85%	87%	93%	89%	93%
Self-employed	96	34	-	21	16	3	4	14	2	1
	10%	16%	-	12%	7%	15%	13%	7%	11%	7%

Table 274   **Page 306**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who are or used to be an employee or self employed

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3268	337	490	470	387	598	361	356	187	82
Weighted base	3196	296	578	428	341	615	463	215	188	71
1	254	29	22	52	20	56	41	14	21	*
	8%	*10%*	*4%*	*12%*	*6%*	*9%*	*9%*	*7%*	*11%*	*1%*
2 to 24	992	90	203	140	89	154	158	72	54	31
	31%	*30%*	*35%*	*33%*	*26%*	*25%*	*34%*	*34%*	*29%*	*43%*
25 to 499	1213	106	228	161	140	216	176	75	75	35
	38%	*36%*	*39%*	*38%*	*41%*	*35%*	*38%*	*35%*	*40%*	*50%*
Or 500 or more employees?	737	72	126	75	91	189	88	54	39	5
	23%	*24%*	*22%*	*17%*	*27%*	*31%*	*19%*	*25%*	*20%*	*7%*

Table 275   **Page 307**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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?

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Respondent	2377	196	406	306	220	409	275	211	196	159
	61%	*56%*	*49%*	*65%*	*63%*	*60%*	*53%*	*86%*	*71%*	*79%*
Respondent's spouse/ partner	1064	116	217	145	122	219	158	28	42	17
	27%	*33%*	*26%*	*31%*	*35%*	*32%*	*30%*	*12%*	*15%*	*8%*
Other adult	450	33	203	13	10	46	88	5	31	21
	11%	*9%*	*24%*	*3%*	*3%*	*7%*	*17%*	*2%*	*11%*	*10%*
Don't know	32	2	11	5	-	3	-	-	6	5
	1%	*1%*	*1%*	*1%*	-	***	-	-	*2%*	*2%*

Table 276　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 308**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Those who are not the chief Income Earner in their household

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	1212	137	288	148	127	228	173	37	46	28
Weighted base	1514	149	419	157	132	265	247	33	73	38
Employed	1024	76	312	92	71	214	173	9	62	14
	68%	51%	74%	59%	54%	81%	70%	29%	84%	36%
Self-employed	248	16	83	22	12	47	64	1	2	1
	16%	11%	20%	14%	9%	18%	26%	2%	3%	2%
Unemployed and seeking work	21	-	10	-	-	-	-	-	4	8
	1%	-	2%	-	-	-	-	-	5%	21%
Looking after family or home'/'not seeking work	22	4	1	1	-	-	1	1	1	11
	1%	3%	*	1%	-	-	1%	3%	2%	30%
Long-term sick or disabled	24	8	4	6	-	-	-	2	-	3
	2%	6%	1%	4%	-	-	-	7%	-	8%
Retired	169	43	6	36	49	3	9	20	3	1
	11%	29%	1%	23%	37%	1%	3%	59%	5%	2%
In full-time education	1	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	*	-	-	-	-
Don't know	4	1	3	-	-	-	-	-	1	-
	*	1%	1%	-	-	-	-	-	1%	-

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Chief income earner unemployed or long-term sick/disabled

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
			Car Owners						Non owners	
Unweighted base	54	9	14	8	-	-	1	4	3	15
Weighted base	67	13	15	7	-	-	1	3	5	22
Yes	5	1	3	-	-	-	1	-	-	-
	8%	7%	21%	-	-	-	100%	-	-	-
No	61	12	12	7	-	-	-	3	5	22
	92%	93%	79%	100%	-	-	-	100%	100%	100%
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Table 278   **Page 310**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

F12. Highest level of education

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
University Higher Degree (e.g. MSc PhD)	262 7%	7 2%	34 4%	- -	24 7%	122 18%	35 7%	1 1%	37 13%	* *
First degree level qualification (e.g. BA BSc) including	525 13%	25 7%	84 10%	- -	63 18%	213 32%	81 16%	5 2%	47 17%	6 3%
foundation degrees PGCE										
Diploma in higher education HNC HND Nursing or Teaching	330 8%	34 10%	58 7%	6 1%	65 19%	74 11%	61 12%	11 4%	17 6%	3 1%
qualification (excluding										
PGCE)										
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837 21%	36 10%	247 30%	37 8%	75 21%	161 24%	153 29%	16 6%	96 35%	16 8%
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ	879 22%	69 20%	264 32%	95 20%	93 26%	91 13%	131 25%	27 11%	61 22%	49 24%
intermediate or										
equivalent										
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level	172 4%	13 4%	52 6%	34 7%	5 2%	5 1%	22 4%	6 2%	10 4%	25 12%
or equivalent										
None of the above	894 23%	158 45%	89 11%	295 63%	23 6%	6 1%	36 7%	178 73%	8 3%	102 51%
Refused	25 1%	6 2%	7 1%	1 *	4 1%	4 1%	2 *	* *	- -	* *

Table 279　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 311**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work, seek job, are in long term sick/disabled or retired and who don't have any of the qualification listed at F12
(Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of education)

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	1082	182	59	349	25	4	30	300	11	122
Weighted base	867	157	70	295	23	6	34	176	8	98
10	1	-	1	-	-	-	-	-	-	*
	*	-	1%	-	-	-	-	-	-	*
11	2	1	-	-	1	-	-	*	-	-
	*	1%	-	-	3%	-	-	*	-	-
12	2	-	-	1	1	-	-	*	-	*
	*	-	-	*	3%	-	-	*	-	*
13	8	2	-	1	-	-	-	1	-	3
	1%	1%	-	*	-	-	-	1%	-	3%
14	132	36	1	27	1	-	1	64	1	3
	15%	23%	1%	9%	3%	-	2%	36%	13%	3%
15	356	74	8	159	10	-	14	68	3	20
	41%	47%	11%	54%	43%	-	39%	39%	40%	20%
16	249	39	35	79	6	1	14	27	3	44
	29%	25%	51%	27%	26%	23%	41%	15%	39%	45%
17	24	4	3	8	1	1	-	2	-	5
	3%	2%	5%	3%	6%	14%	-	1%	-	5%
18	38	*	6	5	1	3	5	5	-	13
	4%	*	9%	2%	6%	47%	14%	3%	-	13%
19	15	-	5	3	2	1	1	1	1	2
	2%	-	7%	1%	10%	15%	4%	*	8%	2%
20	5	*	2	2	-	-	-	-	-	-
	1%	*	4%	1%	-	-	-	-	-	-
21	6	*	2	4	-	-	-	-	-	-
	1%	*	3%	1%	-	-	-	-	-	-
22	4	-	-	4	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-
23	6	-	1	-	-	-	-	-	-	5
	1%	-	2%	-	-	-	-	-	-	5%
25	*	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	*
26	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	*	-	-
27	2	-	2	-	-	-	-	-	-	-
	*	-	3%	-	-	-	-	-	-	-

Table 279　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Page 312**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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

Base : Respondents who work, seek job, are in long term sick/disabled or retired and who don't have any of the qualification listed at F12
(Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of education)

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Weighted base	867	157	70	295	23	6	34	176	8	98
36	3	-	-	-	-	-	-	3	-	-
	*	-	-	-	-	-	-	2%	-	-
53	1	-	-	1	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-
Under 15 (Net)	**146**	**39**	**2**	**29**	**2**	**-**	**1**	**66**	**1**	**7**
	17%	*25%*	*3%*	*10%*	*9%*	*-*	*2%*	*37%*	*13%*	*7%*
15 years old (Net)	**356**	**74**	**8**	**159**	**10**	**-**	**14**	**68**	**3**	**20**
	41%	*47%*	*11%*	*54%*	*43%*	*-*	*39%*	*39%*	*40%*	*20%*
16 years old (Net)	**249**	**39**	**35**	**79**	**6**	**1**	**14**	**27**	**3**	**44**
	29%	*25%*	*51%*	*27%*	*26%*	*23%*	*41%*	*15%*	*39%*	*45%*
17 or older (Net)	**106**	**5**	**22**	**27**	**5**	**4**	**6**	**12**	**1**	**25**
	12%	*3%*	*31%*	*9%*	*23%*	*77%*	*18%*	*7%*	*8%*	*25%*
Never attended full-time education	9	-	2	1	-	-	-	3	-	2
	1%	*-*	*3%*	**	*-*	*-*	*-*	*2%*	*-*	*2%*
Refused	1	-	-	*	-	-	-	-	-	*
	*	-	-	*	-	-	-	-	-	*

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB

Table 280   **Page 313**

Climate Change and Travel Choice segmentation: JN 197769 : December 2009

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.

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
					Car Owners					
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Under £1,000 to £12,499 (Net)	**533** *14%*	**73** *21%*	**92** *11%*	**86** *18%*	**19** *5%*	**22** *3%*	**19** *4%*	**85** *35%*	**40** *14%*	**98** *48%*
Less than £1,000	7 *	- -	1 *	1 *	1 *	* *	1 *	- -	2 *1%*	1 *
£1,000 to £1,999	25 *1%*	3 *1%*	9 *1%*	7 *1%*	- -	- -	- -	1 *1%*	2 *1%*	3 *1%*
£2,000 to £2,999	9 *	* *	1 *	1 *	- -	1 *	1 *	2 *1%*	1 *	2 *1%*
£3,000 to £3,999	25 *1%*	* *	2 *	3 *1%*	- -	- -	1 *	4 *2%*	6 *2%*	8 *4%*
£4,000 to £4,999	27 *1%*	2 *1%*	5 *1%*	2 *	- -	- -	- -	6 *2%*	2 *1%*	10 *5%*
£5,000 to £5,999	55 *1%*	1 *	9 *1%*	8 *2%*	3 *1%*	* *	1 *	12 *5%*	3 *1%*	17 *8%*
£6,000 to £6,999	84 *2%*	6 *2%*	15 *2%*	14 *3%*	2 *1%*	13 *2%*	7 *1%*	12 *5%*	2 *1%*	13 *6%*
£7,000 to £7,999	54 *1%*	8 *2%*	7 *1%*	9 *2%*	1 *	1 *	2 *	13 *5%*	2 *1%*	12 *6%*
£8,000 to £8,999	46 *1%*	9 *2%*	9 *1%*	8 *2%*	1 *	- -	- -	10 *4%*	3 *1%*	7 *4%*
£9,000 to £9,999	48 *1%*	11 *3%*	13 *2%*	6 *1%*	2 *	1 *	- -	4 *2%*	3 *1%*	8 *4%*
£10,000 to £12,499	153 *4%*	32 *9%*	20 *2%*	29 *6%*	9 *3%*	5 *1%*	6 *1%*	20 *8%*	14 *5%*	18 *9%*
£12,500 to £19,999 (Net)	**412** *11%*	**43** *12%*	**114** *14%*	**82** *18%*	**38** *11%*	**21** *3%*	**17** *3%*	**18** *7%*	**51** *19%*	**27** *13%*
£12,500 to £14,999	163 *4%*	12 *4%*	45 *5%*	35 *8%*	11 *3%*	4 *1%*	6 *1%*	11 *4%*	26 *9%*	13 *6%*
£15,000 to £17,499	123 *3%*	19 *5%*	27 *3%*	18 *4%*	20 *6%*	6 *1%*	4 *1%*	5 *2%*	16 *6%*	9 *5%*
£17,500 to £19,999	126 *3%*	12 *4%*	41 *5%*	29 *6%*	8 *2%*	11 *2%*	7 *1%*	2 *1%*	10 *4%*	5 *3%*
£20,000 to £34,999 (Net)	**605** *15%*	**42** *12%*	**179** *21%*	**85** *18%*	**70** *20%*	**92** *14%*	**89** *17%*	**6** *3%*	**33** *12%*	**9** *4%*

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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.

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Weighted base	3923	348	836	468	352	676	522	244	276	202
£20,000 to £24,999	207	14	64	37	23	23	26	3	14	5
	5%	4%	8%	8%	7%	3%	5%	1%	5%	2%
£25,000 to £29,999	215	17	66	24	21	32	36	4	10	4
	5%	5%	8%	5%	6%	5%	7%	2%	4%	2%
£30,000 to £34,999	184	11	49	25	26	37	27	-	9	-
	5%	3%	6%	5%	7%	5%	5%	-	3%	-
£35,000 to £59,999 (Net)	**554**	**18**	**98**	**44**	**64**	**191**	**115**	**1**	**21**	**2**
	14%	5%	12%	9%	18%	28%	22%	*	8%	1%
£35,000 to £39,999	173	4	37	15	24	52	35	-	7	-
	4%	1%	4%	3%	7%	8%	7%	-	3%	-
£40,000 to £49,999	198	9	40	15	25	60	40	1	7	1
	5%	3%	5%	3%	7%	9%	8%	*	2%	1%
£50,000 to £59,999	182	4	21	14	15	79	40	-	7	*
	5%	1%	3%	3%	4%	12%	8%	-	3%	*
£60,000 plus (Net)	**389**	**4**	**33**	**5**	**19**	**178**	**139**	**1**	**10**	**1**
	10%	1%	4%	1%	5%	26%	27%	*	4%	1%
£60,000 to £69,999	93	2	17	3	5	36	27	-	1	1
	2%	*	2%	1%	2%	5%	5%	-	1%	1%
£70,000 to £74,999	56	2	5	*	5	25	16	1	-	-
	1%	1%	1%	*	1%	4%	3%	*	-	-
£75,000 or more	241	-	11	1	9	116	95	-	9	-
	6%	-	1%	*	3%	17%	18%	-	3%	-
Refused	886	106	164	111	108	115	82	86	69	44
	23%	31%	20%	24%	31%	17%	16%	35%	25%	22%
Don't know	543	61	156	55	33	57	61	47	51	21
	14%	18%	19%	12%	9%	8%	12%	19%	19%	11%

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

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Living comfortably on present income	1732 *44%*	133 *38%*	279 *33%*	169 *36%*	237 *67%*	381 *56%*	339 *65%*	94 *39%*	84 *31%*	16 *8%*
Coping on present income	1649 *42%*	152 *44%*	390 *47%*	236 *50%*	107 *30%*	262 *39%*	167 *32%*	118 *48%*	146 *53%*	71 *35%*
Finding it difficult on present income	420 *11%*	48 *14%*	127 *15%*	53 *11%*	9 *2%*	32 *5%*	14 *3%*	25 *10%*	41 *15%*	71 *35%*
Finding it very difficult on present income	123 *3%*	15 *4%*	41 *5%*	9 *2%*	- -	1 ***	3 *1%*	6 *2%*	4 *1%*	44 *22%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

Social grade

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Car Owners Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
ABC1 (Net)	**2243**	**186**	**377**	**118**	**310**	**617**	**377**	**72**	**173**	**12**
	57%	*53%*	*45%*	*25%*	*88%*	*91%*	*72%*	*30%*	*63%*	*6%*
A	217	10	7	-	54	90	49	2	4	-
	6%	*3%*	*1%*	-	*15%*	*13%*	*9%*	*1%*	*1%*	-
B	773	52	81	20	129	272	183	14	23	-
	20%	*15%*	*10%*	*4%*	*37%*	*40%*	*35%*	*6%*	*8%*	-
C1	1253	124	289	98	127	256	145	55	147	12
	32%	*36%*	*35%*	*21%*	*36%*	*38%*	*28%*	*23%*	*53%*	*6%*
C2DE (Net)	**1680**	**162**	**459**	**350**	**42**	**59**	**145**	**171**	**102**	**190**
	43%	*47%*	*55%*	*75%*	*12%*	*9%*	*28%*	*70%*	*37%*	*94%*
C2	853	75	271	183	37	58	115	47	54	13
	22%	*22%*	*32%*	*39%*	*10%*	*9%*	*22%*	*19%*	*20%*	*6%*
D	504	46	140	136	5	-	29	64	35	50
	13%	*13%*	*17%*	*29%*	*1%*	-	*6%*	*26%*	*13%*	*25%*
E	324	42	49	31	1	*	1	60	13	127
	8%	*12%*	*6%*	*7%*	*	*	*	*25%*	*5%*	*63%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

 Car in household

Base : All Respondents

| | | | | Car Owners | | | | | Non owners | |
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
None	717	-	-	-	-	-	-	242	275	200
	18%	-	-	-	-	-	-	*99%*	*100%*	*99%*
One	1497	241	521	284	185	246	21	-	-	-
	38%	*69%*	*62%*	*61%*	*52%*	*36%*	*4%*	-	-	-
Two or more	1705	107	315	184	167	430	500	-	-	-
	43%	*31%*	*38%*	*39%*	*48%*	*64%*	*96%*	-	-	-

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

Highest level of education

Base : All Respondents

	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
				Car Owners					Non owners	
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
University Higher	786	32	118	-	87	335	117	6	84	6
Degree or First degree	20%	9%	14%	-	25%	50%	22%	3%	30%	3%
Diploma in HE or A level	1167	71	306	43	140	235	214	27	113	19
	30%	20%	37%	9%	40%	35%	41%	11%	41%	9%
GCSE	1051	82	317	129	98	96	153	32	71	74
	27%	23%	38%	28%	28%	14%	29%	13%	26%	37%
None of the above	894	158	89	295	23	6	36	178	8	102
	23%	45%	11%	63%	6%	1%	7%	73%	3%	51%

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

Habitual Driver

Base : All Respondents

					Car Owners				Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes - Habitual Driver	2088	229	453	312	214	385	447	19	14	14
	53%	*66%*	*54%*	*67%*	*61%*	*57%*	*86%*	*8%*	*5%*	*7%*
No - Not Habitual	1835	119	383	156	138	291	75	224	261	188
	47%	*34%*	*46%*	*33%*	*39%*	*43%*	*14%*	*92%*	*95%*	*93%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

Impact of climate change on UK

Base : All Respondents

	Total	Segment1	Segment2	Car Owners Segment3	Segment4	Segment5	Segment6	Segment7	Non owners Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Yes - already impacting on UK	1574 *40%*	126 *36%*	332 *40%*	151 *32%*	107 *30%*	363 *54%*	226 *43%*	83 *34%*	108 *39%*	79 *39%*
Yes - not yet impacting on UK but will in lifetime	723 *18%*	48 *14%*	179 *21%*	72 *15%*	61 *17%*	139 *21%*	105 *20%*	22 *9%*	67 *24%*	30 *15%*
Yes - will only impact on UK in future	822 *21%*	88 *25%*	131 *16%*	148 *32%*	101 *29%*	100 *15%*	114 *22%*	54 *22%*	52 *19%*	34 *17%*
No - will have no impact on UK / climate change not happening	241 *6%*	31 *9%*	56 *7%*	27 *6%*	30 *9%*	17 *2%*	26 *5%*	26 *11%*	13 *5%*	15 *8%*
Unsure / Dont know	564 *14%*	55 *16%*	138 *17%*	71 *15%*	52 *15%*	57 *8%*	51 *10%*	59 *24%*	36 *13%*	44 *22%*

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Climate Change and Travel Choice segmentation: JN 197769 : December 2009

Driving status

Base : All Respondents

				Car Owners					Non owners	
	Total	Segment1	Segment2	Segment3	Segment4	Segment5	Segment6	Segment7	Segment8	Segment9
Unweighted base	3923	389	681	511	398	641	400	398	255	250
Weighted base	3923	348	836	468	352	676	522	244	276	202
Private vehicle driver - full license & drive house hold vehicle	2580 *66%*	216 *62%*	523 *62%*	405 *87%*	301 *86%*	644 *95%*	490 *94%*	1 *1%*	- -	- -
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150 *4%*	- -	- -	- -	- -	- -	- -	30 *12%*	86 *31%*	34 *17%*
Passenger - no full license / do not drive but house hold vehicle	598 *15%*	129 *37%*	300 *36%*	59 *13%*	51 *14%*	30 *4%*	27 *5%*	* *	* *	- -
Non-user - no full license and no house hold vehicle	567 *14%*	- -	- -	- -	- -	- -	- -	212 *87%*	189 *69%*	166 *82%*

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