Every journey makes a difference: How we can support people to switch how they travel



Client: Stagecoach

Fieldwork dates: 7 July 2022 to 9 July 2022

Interview method: Online

Population effectively sampled: UK adults who have a car and live within a 15-minute walk of a public transport stop

Online sampling method: A sample was selected at random from the LUCID marketplace and the sample was selected in proportion to the demographic distribution of the population sampled.

Sample size: 4,265

Data weighting: Data was weighted to the profile of UK adults aged 18+ who have a car and live within a 15-miunte walk of a public transport stop. Data was weighted by sex and age. Targets for the weighted data were derived from a previous, nationally-representative survey of 1,018 UK adults that determined the demographic makeup of this population.

Presentation of questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, including all response codes and the bases for all demographics.

In all questions where the responses are a list of parties, names, or statements, these will typically have been displayed to respondents in a randomising order.

Questions where there is a 'natural order' to responses (e.g., numerical responses, ordinal scales such as 'strongly disagree' to 'strongly agree', or factual questions (e.g., demographics) will not have been randomised.

Some questions may not have been asked to all respondents, for example in cases where they were filtered based on answers to previous questions to ensure that respondents were only asked relevant questions. This will affect the base size of the question.

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British Polling Council: WA Communications is a member of the British Polling Council and abides by its rules https://www.britishpollingcouncil.org/

Q10. Below are some different types of journeys that you might take by car. Thinking about the last full week (Monday to Sunday, inclusive) – how many of each have you taken by car, if any? If you were on holiday then think about the last normal week before that.

Count a journey as including both the 'out' and 'back' part, even if there's a big time gap in the middle (e.g. a commute to and then home from work would just be 1 journey, but a school run would be 2 journeys per day if you returned home after dropping off before going out again later to pick up)

Row %	None	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+	Row Population
Commuting to and from your place of work (including driving to a station)	13%	10%	14%	11%	10%	20%	5%	4%	2%	1%	5%	0%	1%	0%	1%	2%	1,885
Taking children to and from school / nursery	35%	8%	12%	7%	7%	14%	3%	2%	2%	1%	6%	0%	1%	0%	1%	2%	1,625
Going shopping for food or other items and running other errands	5%	25%	29%	16%	8%	5%	3%	3%	1%	1%	1%	0%	1%	0%	0%	1%	4,282
Going to a personal leisure or fitness activity (e g gym, sports, classes, kids matches, etc) – both for yourself and / or taking others in your household	46%	16%	14%	8%	5%	3%	2%	1%	1%	1%	1%	0%	0%	0%	0%	0%	4,282
Going out to socialise / a day out (e g on a date, meeting friends, getting food and drinks, to the countryside etc)	30%	30%	19%	7%	5%	2%	2%	1%	1%	1%	1%	0%	0%	0%	0%	0%	4,282

Weighted n = from 1,625 to 4,282; unweighted n = from 1,734 to 4,265 ['commuting...' was shown only to respondents who have a job that is always/sometimes from a physical location; 'taking children...' was shown only to respondents with school-aged children]

Q11. Have you reduced the amount of journeys you have taken by car in response to the increased price of fuel in recent months?

Column %			Are you?						
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
Not reduced at all	19%	11%	14%	16%	18%	22%	28%	24%	15%
Reduced a bit	50%	56%	55%	53%	50%	46%	44%	46%	53%
Reduced a fair amount	19%	25%	21%	19%	18%	21%	16%	18%	20%
Reduced a lot	12%	8%	11%	12%	15%	11%	12%	11%	12%
NET: Have reduced	81%	89%	86%	84%	82%	78%	72%	76%	85%
Column Population	4,282	347	779	732	775	698	951	2,013	2,269

Q12. For those car journeys you've cut back, are you still making the same trip but by other modes of transport (e g bus, train, cycling, etc.), or have you cut some trips out altogether?

Column %		Are you?							
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
Making all the same journeys as before, just by different means	24%	32%	27%	25%	23%	22%	21%	24%	25%
Making some by different means, cut others out altogether	43%	50%	44%	48%	45%	35%	37%	45%	41%
Cut the journeys out altogether	33%	18%	28%	26%	32%	43%	42%	31%	34%
Column Population	3,459	308	671	615	636	546	683	1,525	1,935

Q13 Think now about just the last journey you made by car within each of the types below. How far was the round trip in miles (give a rough estimate if you're not sure)?

Row %	Less than 1	1-3	4-6	7-9	10-14	15-19	20-24	25-29	30-49	50-69	70-99	100+	Row Population
Commuting to and from your place of work (including driving to a station)	3%	18%	17%	14%	14%	8%	9%	4%	7%	4%	2%	1%	1,639
Taking children to and from school / nursery	10%	32%	25%	12%	9%	5%	3%	2%	2%	0%	0%	0%	1,059
Going shopping for food or other items and running other errands	6%	35%	26%	11%	10%	5%	3%	1%	1%	0%	0%	0%	4,068
Going to a personal leisure or fitness activity (e g gym, sports, classes, kids matches, etc) – both for yourself and / or taking others in your household	10%	31%	25%	13%	9%	4%	3%	2%	1%	1%	0%	0%	2,291
Going out to socialise / a day out (e g on a date, meeting friends, getting food and drinks, to the countryside etc)	6%	21%	21%	13%	14%	6%	5%	3%	4%	3%	2%	2%	3,003

Weighted n = 1,639 to 4,068; unweighted n = from 1,133 to 4,054 [each option shown only to respondents who have made that journey type in the past week]

Q20. For the commute journey we've been talking about, how would you describe your position on using your car less and other modes of transport more?

Column %		How old	are you?			Are you?			
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
I'm very open to it – I don't need much of a push	18%	6 23%	24%	17%	14%	16%	12%	22%	16%
I'm fairly open to it – only a bit would need to change (to either make the car a worse choice and / or other modes a better choice)	24%	6 34%	25%	29%	21%	13%	12%	23%	24%
I'm in the middle – a few things would need to change (to either make the car a worse choice and / or other modes a better choice)	20%	6 23%	20%	20%	20%	18%	14%	17%	21%
I'm not that open to it – a fair amount would need to change (to either make the car a worse choice and / or other modes a better choice)	119	6 11%	9%	11%	13%	10%	5%	9%	11%
I'm not very open to it – a lot would need to change (to either make the car a worse choice and / or other modes a better choice)	9%	6%	10%	9%	8%	12%	16%	8%	11%
I'm not open to it at all – I won't make that journey by any other means than car	19%	6 4%	12%	14%	25%	30%	41%	20%	17%
Column Population	1,60	1 154	412	372	361	230	72	659	942

Weighted n = 1,601; unweighted n = 1,671 [respondents who commute by car regularly]

Q23. As a final question on the commute journey we've been talking about, how much would each of the following change your likelihood of using your car for that journey?

Row %	I would make the journey by car at least as often as I currently do	I would make the journey by car slightly less often than I currently do	I would make the journey by car much less often than I currently do	l would never make the journey by car
If parking spaces are reduced so that you can't rely on finding a space easily at your destination	36%	32%	23%	9%
If your workplace starts charging and you have to pay £550 for a yearly pass to park at work	28%	25%	23%	24%
If a clean air / congestion charge zone is introduced in town, meaning you have to pay £15 per day to go into more central parts	31%	27%	24%	18%
If local roads are changed (e g no through-roads), meaning your drive takes 25% longer – e g a 20 minute journey takes 25 minutes	38%	32%	23%	7%
If road-pricing is introduced and you have to pay 16p per mile to use the roads	31%	30%	27%	12%
If bus fares are capped at £2 per journey, no matter the length	35%	30%	25%	10%
If there are more bus lanes meaning bus journey times are both faster and more predictable	39%	32%	21%	8%
If it is guaranteed that a bus will arrive at least every 8 minutes at any stop you go to	35%	33%	23%	9%

Weighted n = 1,639; unweighted n = 1,711 [respondents who have commuted by car]

Q20. For the school run we've been talking about, how would you describe your position on using your car less and other modes of transport more?

Column %			Are you?						
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
I'm very open to it – I don't need much of a push	29%	33%	33%	28%	24%	22%	0%	28%	30%
I'm fairly open to it – only a bit would need to change (to either make the car a worse choice and / or other modes a better choice)	29%	34%	32%	27%	27%	20%	20%	32%	27%
I'm in the middle – a few things would need to change (to either make the car a worse choice and / or other modes a better choice)	18%	25%	16%	20%	16%	14%	0%	21%	16%
I'm not that open to it – a fair amount would need to change (to either make the car a worse choice and / or other modes a better choice)	7%	0%	6%	8%	7%	12%	20%	5%	8%
I'm not very open to it – a lot would need to change (to either make the car a worse choice and / or other modes a better choice)	6%	5%	6%	5%	9%	2%	0%	4%	7%
I'm not open to it at all – I won't make that journey by any other means than car	11%	3%	7%	11%	17%	29%	60%	9%	13%
Column Population	1,031	81	339	357	201	48	6	383	649

Weighted n = 1,031; unweighted n = 1,104 [respondents who do school runs by car regularly]

Q23. As a final question on the school run we've been talking about, how much would each of the following change your likelihood of using your car for that journey?

Row %	I would make the journey by car at least as often as I currently do	I would make the journey by car slightly less often than I currently do	I would make the journey by car much less often than I currently do	I would never make the journey by car
If parking spaces are reduced so that you can't rely on finding a space easily at your destination	33%	35%	24%	8%
If a clean air / congestion charge zone is introduced in town, meaning you have to pay £15 per day to go into more central parts	31%	31%	21%	16%
If local roads are changed (e g no through-roads), meaning your drive takes 25% longer – e g a 20 minute journey takes 25 minutes	34%	36%	21%	8%
If road-pricing is introduced and you have to pay 16p per mile to use the roads	32%	35%	22%	12%
If bus fares are capped at £2 per journey, no matter the length	35%	34%	21%	10%
If there are more bus lanes meaning bus journey times are both faster and more predictable	35%	34%	22%	9%
If it is guaranteed that a bus will arrive at least every 8 minutes at any stop you go to	34%	35%	21%	10%

Q20. For the shopping journey we've been talking about, how would you describe your position on using your car less and other modes of transport more?

Column %			Are you?						
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
l'm very open to it – I don't need much of a push	18%	30%	23%	19%	15%	15%	11%	19%	16%
I'm fairly open to it – only a bit would need to change (to either make the car a worse choice and / or other modes a better choice)	19%	31%	26%	26%	20%	15%	8%	19%	20%
I'm in the middle – a few things would need to change (to either make the car a worse choice and/or other modes a better choice)	16%	21%	21%	17%	18%	14%	10%	15%	17%
I'm not that open to it – a fair amount would need to change (to either make the car a worse choice and / or other modes a better choice)	11%	9%	11%	12%	11%	11%	13%	10%	13%
I'm not very open to it – a lot would need to change (to either make the car a worse choice and/or other modes a better choice)	10%	4%	8%	9%	11%	13%	13%	10%	11%
I'm not open to it at all – I won't make that journey by any other means than car	25%	4%	12%	17%	25%	32%	45%	28%	23%
Column Population	3,969	325	736	693	706	639	871	1,851	2,118

Weighted n = 3,969; unweighted n = 3,957 [respondents who make shopping journeys by car regularly]

Q23. As a final question on the shopping journey we've been talking about, how much would each of the following change your likelihood of using your car for that journey?

Row %	I would make the journey by car at least as often as I currently do	I would make the journey by car slightly less often than I currently do	I would make the journey by car much less often than I currently do	l would never make the journey by car
If parking spaces are reduced so that you can't rely on finding a space easily at your destination	39%	31%	22%	8%
If a clean air / congestion charge zone is introduced in town, meaning you have to pay £15 per day to go into more central parts	32%	24%	23%	21%
If local roads are changed (e g no through-roads), meaning your drive takes 25% longer – e g a 20 minute journey takes 25 minutes	44%	31%	18%	7%
If road-pricing is introduced and you have to pay 16p per mile to use the roads	34%	29%	25%	12%
If bus fares are capped at £2 per journey, no matter the length	46%	27%	19%	8%
If there are more bus lanes meaning bus journey times are both faster and more predictable	46%	30%	18%	7%
If it is guaranteed that a bus will arrive at least every 8 minutes at any stop you go to	45%	28%	20%	7%

Weighted n = 4,068; unweighted n = 4,054 [respondents who have made a shopping journey by car]

Q20. For the personal journey we've been talking about, how would you describe your position on using your car less and other modes of transport more?

Column %			Are you?						
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
l'm very open to it – I don't need much of a push	23%	30%	27%	23%	18%	20%	20%	27%	20%
I'm fairly open to it – only a bit would need to change (to either make the car a worse choice and / or other modes a better choice)	27%	38%	33%	30%	27%	20%	12%	24%	30%
I'm in the middle – a few things would need to change (to either make the car a worse choice and / or other modes a better choice)	20%	20%	20%	21%	24%	18%	14%	19%	21%
I'm not that open to it – a fair amount would need to change (to either make the car a worse choice and / or other modes a better choice)	8%	8%	7%	9%	8%	7%	8%	6%	10%
I'm not very open to it – a lot would need to change (to either make the car a worse choice and/or other modes a better choice)	8%	4%	6%	8%	9%	11%	11%	7%	9%
I'm not open to it at all – I won't make that journey by any other means than car	13%	1%	7%	8%	14%	23%	35%	15%	11%
Column Population	2,188	250	527	474	395	273	268	975	1,213

Weightd n = 2,188; unweighted n = 2,237 [respondents who make personal journeys by car regularly]

Q23. As a final question on the personal journey we've been talking about, how much would each of the following change your likelihood of using your car for that journey?

Row %	I would make the journey by car at least as often as I currently do	I would make the journey by car slightly less often than I currently do	I would make the journey by car much less often than I currently do	l would never make the journey by car
If parking spaces are reduced so that you can't rely on finding a space easily at your destination	32%	34%	26%	8%
If a clean air / congestion charge zone is introduced in town, meaning you have to pay £15 per day to go into more central parts	27%	29%	25%	18%
If local roads are changed (e g no through-roads), meaning your drive takes 25% longer – e g a 20 minute journey takes 25 minutes	36%	33%	22%	9%
If road-pricing is introduced and you have to pay 16p per mile to use the roads	29%	32%	27%	13%
If bus fares are capped at £2 per journey, no matter the length	34%	34%	23%	9%
If there are more bus lanes meaning bus journey times are both faster and more predictable	35%	34%	24%	7%
If it is guaranteed that a bus will arrive at least every 8 minutes at any stop you go to	33%	34%	25%	9%

Weighetd n = 2,291; unweighted n =2,339 [respondents who have made a personal journey by car]

Q20. For the social journey we've been talking about, how would you describe your position on using your car less and other modes of transport more?

Column %	How old are you?							Are you?	
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
l'm very open to it – I don't need much of a push	20%	28%	25%	22%	18%	15%	13%	22%	18%
I'm fairly open to it – only a bit would need to change (to either make the car a worse choice and / or other modes a better choice)	25%	40%	30%	28%	24%	19%	12%	23%	26%
I'm in the middle – a few things would need to change (to either make the car a worse choice and / or other modes a better choice)	18%	19%	21%	22%	20%	16%	11%	16%	20%
I'm not that open to it – a fair amount would need to change (to either make the car a worse choice and / or other modes a better choice)	10%	7%	9%	11%	10%	12%	10%	8%	11%
I'm not very open to it – a lot would need to change (to either make the car a worse choice and / or other modes a better choice)	9%	3%	8%	7%	9%	12%	13%	8%	9%
I'm not open to it at all – I won't make that journey by any other means than car	18%	3%	8%	10%	19%	27%	41%	22%	15%
Column Population	2,807	286	603	529	483	406	501	1,253	1,555

Weighted n = 2,807; unweighted n = 2,827 [respondents who make social journeys by car regularly]

Q23. As a final question on the social journey we've been talking about, how much would each of the following change your likelihood of using your car for that journey?

Row %	I would make the journey by car at least as often as I currently do	I would make the journey by car slightly less often than I currently do	I would make the journey by car much less often than I currently do	I would never make the journey by car
If parking spaces are reduced so that you can't rely on finding a space easily at your destination	34%	33%	24%	8%
If a clean air / congestion charge zone is introduced in town, meaning you have to pay £15 per day to go into more central parts	28%	27%	25%	20%
If local roads are changed (e g no through-roads), meaning your drive takes 25% longer – e g a 20 minute journey takes 25 minutes	39%	34%	20%	7%
If road-pricing is introduced and you have to pay 16p per mile to use the roads	28%	32%	27%	13%
If bus fares are capped at £2 per journey, no matter the length	37%	32%	22%	9%
If there are more bus lanes meaning bus journey times are both faster and more predictable	38%	32%	23%	7%
If it is guaranteed that a bus will arrive at least every 8 minutes at any stop you go to	37%	31%	23%	8%

Weighted n = 3,003; unweighted n = 3,016 [respondents who have made a social journey by car]

Q24. The things from the previous question are all interventions that your local authority can put in place to try to encourage lower car usage and more use of other types of transport. Overall, do you agree or disagree that local authorities should be doing things like this?

Column %		How old are you?									
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female		
Strongly agree	17%	24%	18%	18%	16%	17%	12%	17%	17%		
Tend to agree	35%	40%	38%	40%	32%	33%	30%	33%	36%		
Neither agree nor disagree	20%	20%	20%	19%	22%	17%	21%	18%	21%		
Tend to disagree	12%	9%	11%	10%	12%	12%	14%	12%	12%		
Strongly disagree	15%	6%	12%	12%	15%	20%	21%	19%	12%		
Don't know	1%	1%	1%	1%	2%	1%	2%	1%	2%		
Column Population	4,282	347	779	732	775	698	951	2,013	2,269		

Reducing parking space availability in towns

Column %		How old are you?									
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female		
Strongly support	6%	10%	8%	7%	6%	5%	4%	7%	5%		
Support	14%	19%	17%	18%	13%	11%	7%	15%	12%		
Neither support nor oppose	18%	27%	21%	19%	17%	18%	14%	18%	18%		
Oppose	27%	26%	24%	25%	27%	25%	31%	23%	30%		
Strongly oppose	34%	17%	29%	30%	35%	40%	43%	35%	33%		
Dont know	1%	2%	1%	1%	1%	1%	2%	1%	2%		
Column Population	4,282	347	779	732	775	698	951	2,013	2,269		

Charging employers who provide staff car-parks, so employers pass charges on to employees who park

Column %		How old are you?									
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female		
Strongly support	8%	13%	9%	8%	8%	5%	5%	9%	6%		
Support	16%	20%	20%	18%	14%	14%	11%	17%	14%		
Neither support nor oppose	19%	25%	19%	20%	19%	18%	19%	19%	19%		
Oppose	19%	15%	18%	17%	19%	20%	24%	17%	21%		
Strongly oppose	36%	25%	32%	35%	39%	40%	38%	35%	37%		
Dont know	2%	2%	2%	1%	1%	2%	4%	2%	2%		
Column Population	4,281	347	779	732	774	698	951	2,012	2,269		

Introducing a zone in the centre of town that you have to pay to enter in a car (e g "Clean Air Zone" or "Congestion Zone")

Column %		How old are you?									
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female		
Strongly support	10%	16%	11%	11%	9%	10%	7%	12%	8%		
Support	25%	33%	26%	29%	25%	22%	21%	25%	25%		
Neither support nor oppose	22%	21%	23%	23%	22%	22%	20%	21%	23%		
Oppose	17%	16%	17%	14%	17%	17%	20%	16%	18%		
Strongly oppose	25%	12%	21%	22%	27%	28%	31%	25%	24%		
Dont know	1%	1%	2%	1%	1%	1%	2%	1%	2%		
Column Population	4,281	347	779	732	774	698	951	2,012	2,269		

Reallocating road usage to prioritise bus-lanes and reducing road space for cars

Column %		Are you?							
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
Strongly support	9%	14%	12%	9%	9%	9%	5%	10%	8%
Support	23%	28%	25%	29%	22%	20%	18%	23%	23%
Neither support nor oppose	25%	28%	26%	27%	23%	24%	23%	24%	26%
Oppose	20%	18%	20%	17%	19%	22%	22%	17%	22%
Strongly oppose	21%	11%	16%	16%	24%	24%	29%	23%	19%
Dont know	2%	1%	2%	2%	1%	2%	2%	1%	2%
Column Population	4,281	347	779	732	774	698	951	2,012	2,269

Introducing road-pricing so drivers have to pay per mile to use the roads

Column %		How old are you?									
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female		
Strongly support	7%	12%	7%	9%	7%	5%	4%	8%	5%		
Support	14%	22%	17%	17%	13%	12%	10%	17%	12%		
Neither support nor oppose	17%	20%	20%	19%	17%	16%	15%	18%	17%		
Oppose	21%	19%	19%	18%	23%	23%	25%	18%	24%		
Strongly oppose	38%	25%	35%	35%	40%	43%	45%	37%	39%		
Dont know	2%	2%	2%	2%	1%	1%	2%	1%	2%		
Column Population	4,281	347	779	732	774	698	951	2,012	2,269		

Setting up "Low Traffic Neighbourhoods" with restrictions on through-traffic, so drivers can't always drive the most direct route / stop rat-runs

Column %		Are you?							
	NET	18-24	25-34	35-44	45-54	55-64	65 and over	Male	Female
Strongly support	11%	17%	10%	13%	13%	10%	8%	13%	10%
Support	32%	31%	34%	34%	30%	35%	27%	30%	33%
Neither support nor oppose	23%	24%	25%	23%	22%	21%	22%	21%	24%
Oppose	15%	17%	14%	14%	15%	14%	16%	14%	16%
Strongly oppose	18%	9%	15%	14%	18%	19%	25%	20%	15%
Dont know	2%	2%	2%	1%	2%	1%	2%	2%	2%
Column Population	4,282	347	779	732	775	698	951	2,013	2,269