

Living in Lancashire Wave 25 survey

Transport information

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1 Executive Summary

This wave of the Living in Lancashire panel looked at levels of usage of public transport and car sharing, and peoples' reasons behind this, and preferences for how transport information is provided. The survey was sent to all 3031 members of the panel on 3 June and the fieldwork ended on 10 July 2009. In total 2430 questionnaires were returned, giving an overall response rate of 80%.

1.1 Key findings

1.1.1 Transport usage

- The most regularly used methods of travelling around were cars (74% used daily) and walking (65% used daily). Out of the public transport options listed the bus was used five times more frequently than the train. There are difficulties in encouraging rural communities and more economically prosperous people onto public transport as they tend to use cars more frequently.
- A quarter of respondents said that nothing prevents them from using public transport more. This is higher among people who have no access to a household vehicle (57%), are over 60 (46%), or live in council or housing association property (41%).
- The most common replies about what prevents people from using public transport more was the length of time needed to make the trip (50%), the high cost (34%) and the infrequency of travel (31%). Respondents from a BME background were more likely to say that unreliability (45%), a lack of information (25%) and difficulty using timetables (18%) prevented them using public transport more.

1.1.2 Public transport information

- Public transport users are more satisfied with public transport information overall compared to all respondents (54% versus 49% satisfied). And satisfaction with information also increases for people who don't have a car in their household (75% satisfied).
- Most people found it easy to access the information they needed and to understand it (78% and 80% very or fairly easy), with regular users saying it was easier to find and understand.

- Half of respondents use public transport information very infrequently or not at all (25% for both). Only one in ten people use it on a weekly basis, and one in six uses it on a monthly basis. People without access to a vehicle, or who live in council or housing association property, use transport information more regularly.
- Printed and online information were the most used sources of transport information (55% and 46% respectively). These are also the preferred methods, though online information was most preferred (53%). Real-time information is also more preferred than it is currently used. Printed information is used and preferred more, by older people, whereas online information is both used and preferred more by the younger age groups and the higher socio-economic groups.
- A quarter of respondents don't like electronic access to information (27%). The internet was the most preferred form of access (65%), with mobile forms of electronic communication being less popular except among people from a BME background and younger people.
- Preferred places to get printed timetable information were bus stations and stops (52% and 48% respectively). Many also liked information through their door (44%) especially popular among younger people and people from a BME background.
- The information considered most useful were bus routes displayed on printed maps (78% useful). Online transport information specific to the area and journey planners on the internet were also considered useful by at least two-thirds of respondents (69% and 67% respectively). More people thought that internet access on mobile phones was not useful (35%) than thought it would be useful.

1.1.3 Awareness of travel schemes

- Awareness of TravelWise Lancashire is fairly low (22% have heard of it), though it is higher in South Ribble (39%). The majority of awareness resulted from press and other media (50%) or from leaflets and promotional items (49%).
- A similar proportion had heard of Traveline (25%), higher among people who don't have a vehicle in their household (39%). Of the people who have heard of Traveline, most people have not contacted the service (47%). The most common way of contacting Traveline was via their website (31%) or by telephone (24%). Less than one in five people use the service regularly, most using it as an ad hoc reference for journey planning. Those who have used Traveline were satisfied with the service they received (85% satisfied), and found the information useful (90%).

- Most people don't share a car (66%), though more people do as a driver (18%) than as a passenger (13%) at the moment. Three in ten people who don't car share would consider it as a driver or passenger in the future. The main reason given for not car sharing in the future was that it wasn't convenient for them (51%). Another common reason was a lack of knowledge about who to car share with (27%), which presents an opportunity because this is something that the county council can influence through the car sharing website.
- The majority of respondents had not heard of shared wheels (94%), even fewer people had actually visited the site (2%). A significant number would consider registering on the website to help them find someone to car share with (18%). Of the handful of people (26) who have used the site, everyone thought it was easy to use.

1.2 Recommendations

- Changes that may encourage people to use public transport are by reducing the amount of time to make trips (eg through planning routes and connections) and making it more affordable. Also look at the provision of public transport services in West Lancashire as many people say they don't use it because of a lack of services.
- Look at opportunities for increasing public transport usage among BME communities through improved communication about public transport. For example, by making information readily available in the way they want it (preferred mechanisms are leaflets through the door and mobile internet or text messages) and providing timetables in an easy to understand format.
- Keep bus stations and stops well stocked with up-to-date timetable information, and consider producing printed maps with bus routes on them.
- Continue to provide online transport information through journey planners and provide information specific to the local area.
- Consider expanding the provision of real-time information because more people prefer it than can currently use it (because provision is limited to Preston and South Ribble).
- The awareness and use of TravelWise and Traveline could also be increased. Lessons could be learnt for how to promote TravelWise from South Ribble because awareness is significantly higher here.

- There are also opportunities to increase car sharing in the county because many people don't car share because they don't know who to share with. This could be aided through the promotion of the shared wheels website because people would consider registering on the site.

2 Introduction

Lancashire County Council has used Living in Lancashire regularly since August 2001 (formerly known as Life in Lancashire). A panel of willing participants is recruited and is approached on a regular basis to seek their views on a range of topics and themes. Panel members are voluntary participants in the research they complete and no incentives are given for completion.

The panel has been designed to be a representative cross-section of the county's population. The results for each survey are weighted in order to reflect the demographic profile of the county's population.

The panel provides access to a sufficiently large sample of the population so that reliable results can be reported at a county wide level. It also provides data at a number of sub-area and sub-group levels.

Each wave of Living in Lancashire is themed. Firstly, it enables sufficient coverage on a particular topic to be able to provide insight into that topic. And secondly, it comes across better to the residents completing the questionnaires if there is a clear theme (or 2-3 clear themes) within each survey.

The panel is refreshed periodically. New members are recruited to the panel and some current members are retired on a random basis. This means that the panel remains fresh and is not subject to conditioning i.e. the views of panel members become too informed with county council services to be unrepresentative of the population as a whole.

3 Research Objectives

The objectives of this consultation are to find out levels of usage of public transport and car sharing, and peoples' reasons behind this. It also looks in detail at what forms of public transport information people are aware of, use and prefer.

4 Methodology

This wave of Living in Lancashire research was sent to 3031 members of the panel on 3 June. A reminder was sent on the 24 June, and the fieldwork ended on 10 July 2009.

In total 2430 questionnaires were returned, giving an overall response rate of 80%.

All data are weighted by age, ethnicity and district to reflect the Lancashire overall population, and figures are based on all respondents unless otherwise stated. The weighted responses have been scaled to match the effective response of 2091, which is the equivalent size of the data if it had not been weighted and was a perfect random sample.

4.1 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of respondents	50/50 + / -	30/70 + / -	10/90 + / -
50	14%	13%	8%
100	10%	9%	6%
200	7%	6%	4%
500	4%	4%	3%
1000	3%	3%	2%
2000	2%	2%	1%

On a question where 50% of the people in a sample of 1000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire Lancashire population using the same procedure.

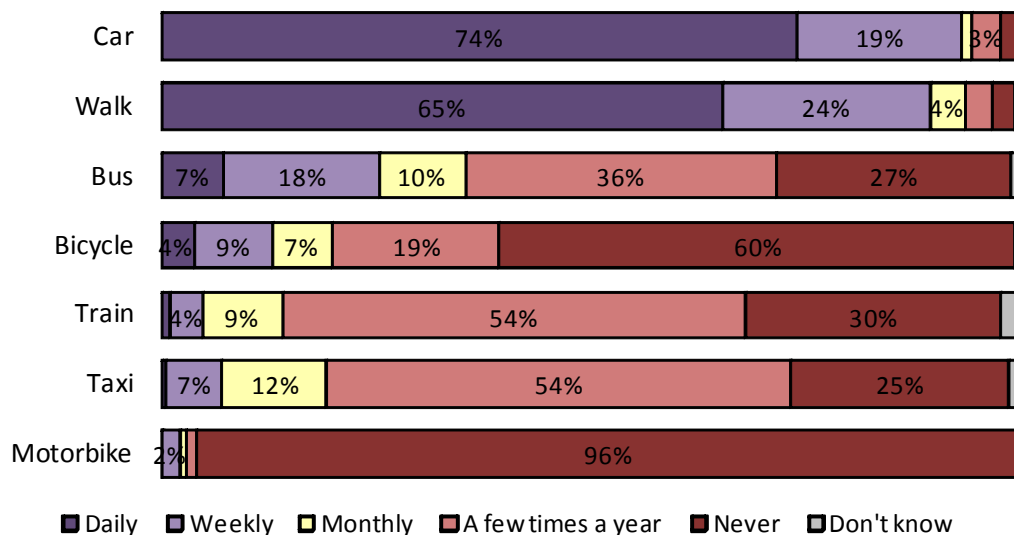
In charts or tables where responses do not add up to 100%, this is due to multiple responses or computer rounding.

5 Main Research Findings

5.1 Usage of transport methods

The first questions on the questionnaire looked at what methods of transport people use and how frequently they use them. The most regularly used methods of travelling around were cars (74% used daily) and walking (65% used daily). Out of the public transport options listed the bus was used five times more frequently than the train (25% versus 5% use it at least weekly). One in seven people also use a bicycle on at least a weekly basis (13%), though a large proportion never cycle (60%). There are very few motorcyclists (96% never use one) and they are used less regularly.

Chart 1 - How often, if at all, do you use the following forms of transport?



Base: All respondents (unweighted 1819, weighted 1656)

There were a number of differences in respondents' usage of the different forms of transport. These are highlighted below for the different transport types.

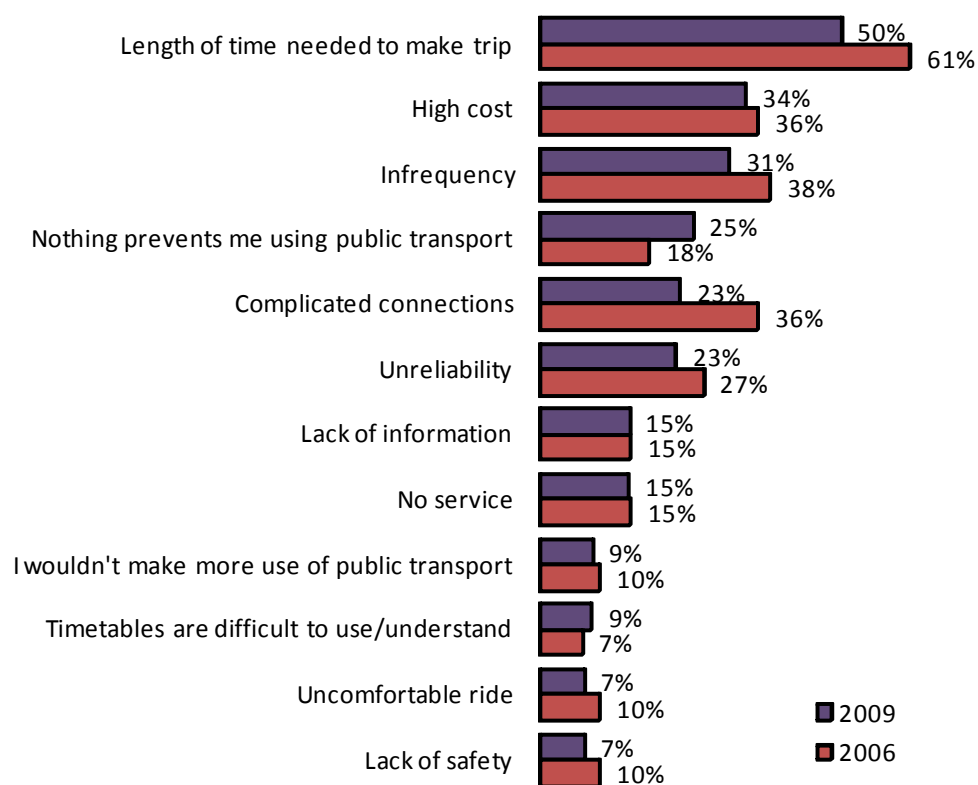
- Less frequent users of **cars** were those living in council or housing association property (43% daily), people with a disability (64% daily), in the lowest socio-economic groups (DE 65% daily), or those over 60 (66% daily). Whereas people living in rural areas use a car more frequently (80% daily).
- The people who **walk** more regularly are those who don't have access to a vehicle in their household (83% daily).

- **Bus** usage increases in frequency for people who don't have a car in their household (34% daily) or live in council or housing association property (26% daily). It is also significantly higher among the over 60s (11% daily) and the lower socio-economic groups (C2 10% and DE 13% daily). There are also some differences geographically, with Preston residents being more frequent bus users (40% use it at least weekly) and Ribble Valley residents more likely to never use the bus (34% never).
- Tendency to use a **bicycle** is lower among the over 60s, those with a disability and women (80%, 73% and 65% never use a bicycle respectively). Although in the Lancaster district use of bicycles is significantly higher (19% use one at least every week).
- The people who are more likely to use the **train** are people who work full-time (20% never) or are in the higher socio-economic groups (AB 23% and C1 25% never). Older residents (over 60) and those living in Pendle or Hyndburn were less likely to use the train (40%, 48% and 35% never use the train respectively).
- For **taxis** it is people who don't have a vehicle in their household and those living in council or housing association property who are more likely to use them (20% and 23% weekly respectively).

When asked specifically about what prevents them from using public transport more, the most common reply was that the length of time needed to make the trip put people off using it (50%). Other frequently mentioned barriers to public transport usage were the high cost (34%) and the infrequency of travel (31%). A quarter of respondents said that nothing prevents them from using public transport more, and almost one in ten said that they wouldn't make any more use of public transport (9%).

This question was also asked on a previous Living in Lancashire survey in 2006. The main reasons for not using public transport have not changed between the two surveys, although the significance of the length of time to make a trip and the infrequency of services has fallen slightly. The problem of complicated connections has also seen the largest drop in the proportion of people mentioning it (13% fall). There are also now slightly more people who say that nothing prevents them from using public transport (7% increase).

Chart 2 - Which three or four things, if any, prevent you from using public transport more?



Base: All respondents (2009 unweighted 2296, weighted 1998; 2006 unweighted 1289, weighted 1076)

Different groups of people have different reasons for not using public transport more. The types of people who are most likely to say that nothing prevents them using public transport have no access to a household vehicle (57%), are over 60 (46%), or live in council or housing association property (41%). Residents of the West Lancashire district were more likely to say that the infrequency of services (44%) prevented them using public transport, or even that there was no service (25%).

Looking at differences by age, the over 60s were more likely to say that timetables are difficult to use or understand (12%). The younger age groups were more likely to give the reasons of unreliability (16-24 years 43%), the length of time needed to make the trip (25-59 years 55%), and the high cost (25-44 years 47%) as reasons for not using public transport more.

Respondents from a BME background were more likely to say that unreliability (45%), a lack of information (25%) and difficulty using timetables (18%) prevented them using public transport more.

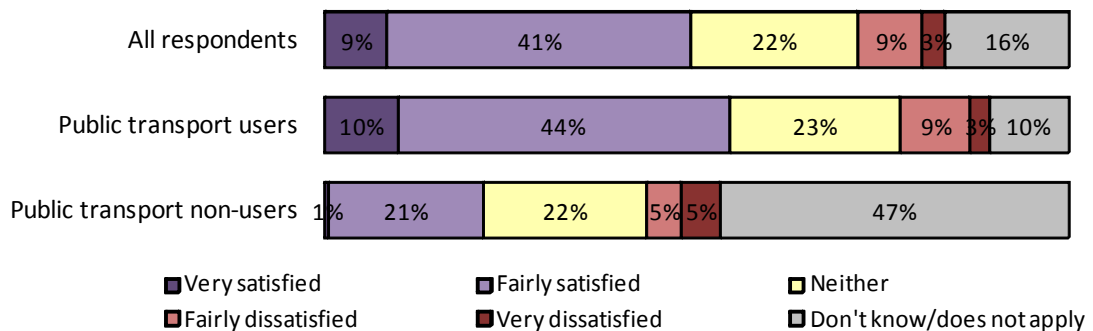
Those people with access to a vehicle in the household were more likely to give the reasons of the length of time needed to make the trip (55%), infrequency of services (33%) and complicated connections (26%) as reasons.

5.2 Satisfaction with public transport information in Lancashire

A couple of questions looked at respondents levels of satisfaction with public transport information in Lancashire.

The first question asked how satisfied people are overall with public transport information. The chart below also shows the levels of satisfaction for all respondents and by whether people use public transport (either users of buses or trains). Public transport users are slightly more satisfied with public transport information overall compared to all respondents (54% versus 49% satisfied). Almost half of the people who don't travel by public transport said that they didn't know (47%). There are similar proportions of respondents dissatisfied across all types of respondent (12% dissatisfied for users, 10% dissatisfied for non-users).

Chart 3 - Overall, how satisfied are you with public transport information in Lancashire?

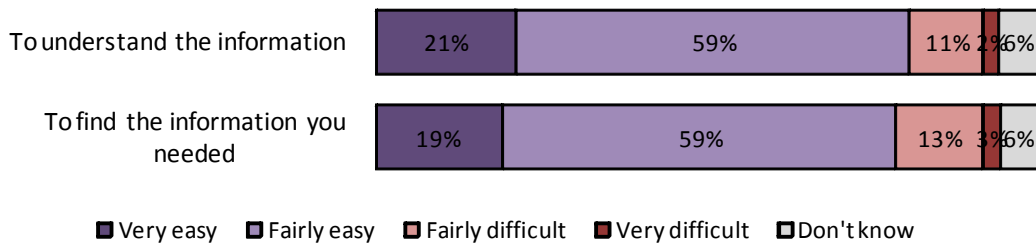


Base: All respondents (unweighted 2390, weighted 2070)

Overall satisfaction with public transport information increases for people who don't have a car in their household (75% satisfied) and among the over 60s (58% satisfied). Residents of West Lancashire district were more likely to say don't know or doesn't apply (22%).

The next question asked the people who had used public transport information in the past, how easy they felt it was to find and understand. Perceptions on both measures were very similar, with most people finding it easy to access the information they needed and to understand it (78% and 80% very or fairly easy respectively). There are still people however who say it's difficult to find and understand public transport information (16% and 13% respectively).

Chart 4 - Thinking about the public transport information you've used. Overall how easy was it...?



Base: All respondents (unweighted 1685, weighted 1521)

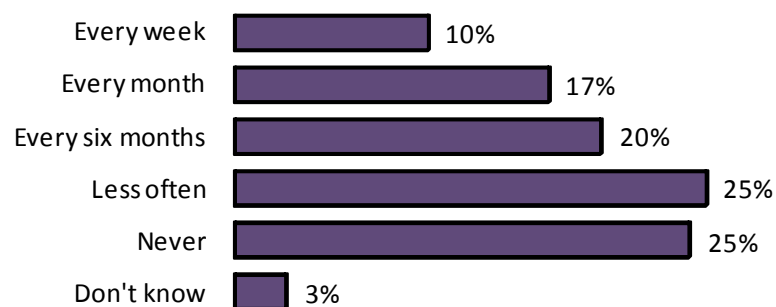
There were no differences in respondents' perceptions of the transport information they've used by demographics or by geography.

Perceptions did differ by frequency of using public transport information, with regular users more likely to find it easy to find and understand (28% and 29% respectively find it very easy when they use information at least on a monthly basis). Also where people currently access the information by telephone, they are less likely to say that the information was easy to find (15% very easy).

5.3 Usage of public transport information

The panel were asked how often they use public transport information, for example journey planners and timetables. Half of respondents use public transport information very infrequently or not at all (25% for both). Only one in ten people use it on a weekly basis (10%), and one in six use it on a monthly basis (17%).

Chart 5 - How often do you use public transport information, such as journey planners and timetables?

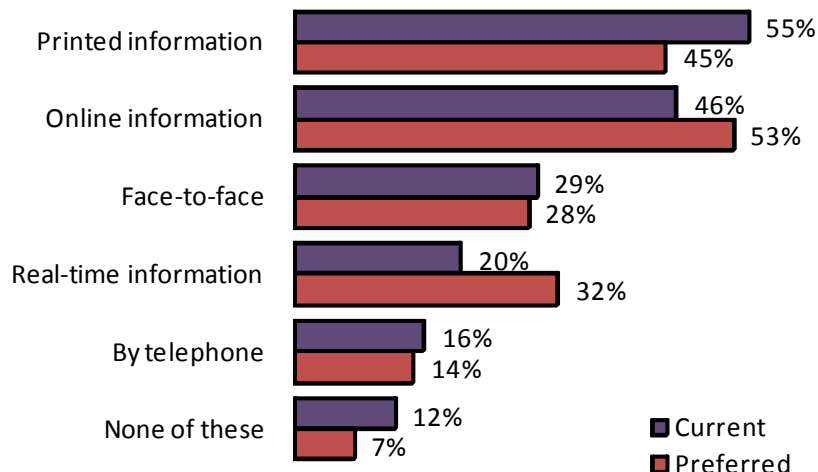


Base: All respondents (unweighted 2377, weighted 2059)

Again there are differences among demographic groups. People who don't have access to a vehicle in their household or who live in council or housing association property are more likely to use transport information regularly (41% and 29% respectively every week). Where people don't use public transport they are more likely to never use transport information (75%). Residents of Lancaster district use transport information more regularly too (39% use it at least weekly).

The method of communicating public transport information was also looked into, comparing current and preferred methods. Of the current communication methods listed, printed and online information were the most used (55% and 46% respectively). These were also the top two preferred methods, though online information was most preferred (53%) compared to printed information (45%). Real-time information is also more preferred than it is currently used (32% versus 20%), whereas face-to-face remains fairly static (29% use, 28% prefer).

Chart 6 - a) How, if at all, do you currently get information on public transport? b) And, how would you prefer to get information on public transport?



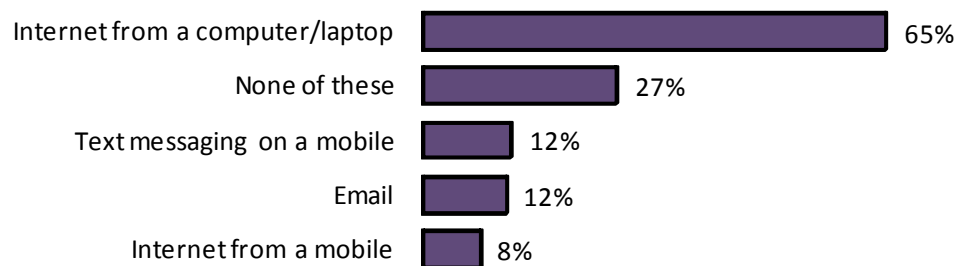
Base: All respondents (unweighted 1657, weighted 1485)

Printed information is currently used more, and also preferred more, by older people (over 60 64% and 55% respectively). Online information is both used more by the younger age groups and the higher socio-economic groups (25-44 years 63%, AB 59% and C1 54%). Online is also preferred more by the same groups (16-24 years 77%, 25-44 years 68%, AB 65%, and C1 58%). Real time information is currently used more in Preston district (48%), and also by respondents from a BME background (30%) and people in council or housing association property (29%).

Respondents from a BME background were more likely to say they currently don't use any of these channels (21%) and they were more likely to say they'd prefer none of these channels (16%), although they were more likely to prefer to use the phone (27%).

Looking specifically at electronic means of communicating, a quarter would not prefer electronic access to information (27%). The internet was the most preferred form of access (65%), with mobile forms of electronic communication being less preferred (12% text messaging, 8% internet from a mobile) perhaps reflecting the lower penetration of these technologies.

Chart 7 - Thinking about electronic communications, which of the following would you prefer to use to access public transport information?

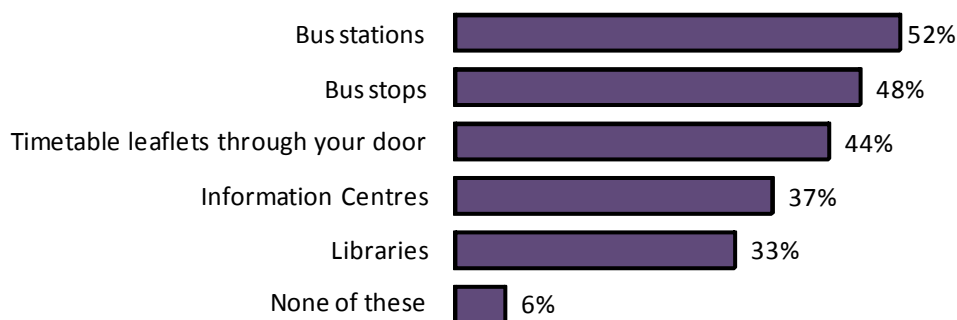


Base: All respondents (unweighted 2277, weighted 1996)

Once again it was older respondents (over 60 56%), those living in council or housing association property (43%), or the lower socio-economic groups (C2 38% and DE 37%) who were more likely to say none of these were preferred electronic communication methods. Mobile internet and text messaging was significantly more preferred among BME groups (29% and 33% respectively) and among younger people (16-24 years 26% for both communications, 25-44 years 14% and 17% respectively). Text messaging is more popular among residents living in council or housing association property (28%).

When asked about printed timetable information, respondents preferred site for accessing this information was at bus stations and stops (52% and 48% respectively). Many people would also like this information through their door (44%).

Chart 8 - Thinking about printed timetable information, which of the following places would you prefer to get information from?



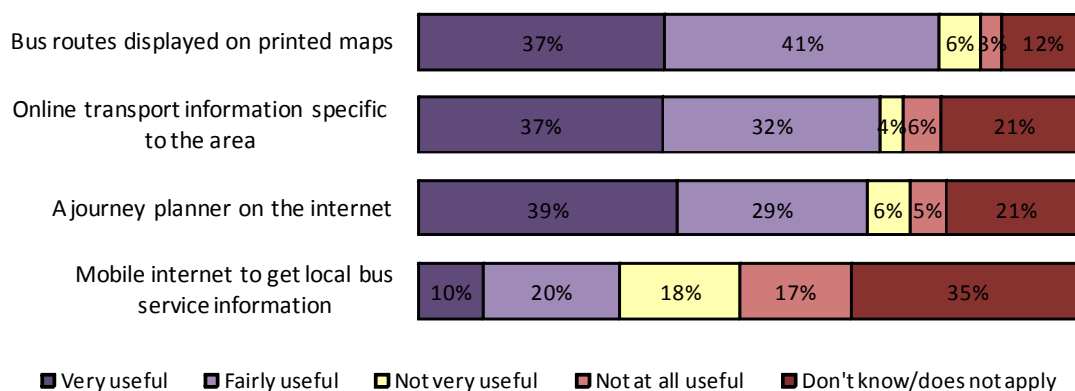
Base: All respondents (unweighted 2354, weighted 2032)

Information at bus stops is preferred by younger respondents (16-24 years 62%, 25-44 years 55%), whereas Fylde residents were less likely to want information at bus stations (31%). Leaflets through the door were more popular among younger people (16-24 71%) and people from a BME background (59%).

5.4 Development of transport information

Respondents were also asked to consider how useful they would find a number of different types of transport information. The information considered most useful were bus routes displayed on printed maps (78% useful). Online transport information specific to the area and journey planners on the internet were also considered useful by at least two-thirds of respondents (69% and 67% respectively). More people thought that internet access on mobile phones was not useful (35%) than thought it would be useful (30%).

Chart 9 - How useful, if at all, would you find the following types of public transport information?



Base: All respondents (unweighted 1726, weighted 1564)

Journey planners on the internet were considered less useful among the over 60s (23% very useful) and among the socio-economic group DE (30% very useful). It was also the over 60s who were less interested online information specific to their local area (22% very useful) and mobile internet (5% very useful).

5.5 Perceptions of transport information schemes

The county council have involvement in a number of public transport information schemes including TravelWise and Traveline. A number of questions were asked around awareness and perceptions of these schemes.

5.5.1 TravelWise Lancashire

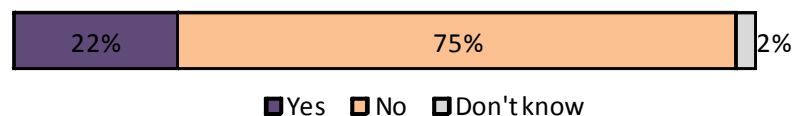
Some background information was included in the questionnaire about TravelWise.

"TravelWise is a national campaign which encourages people to cut down on their car journeys and use sustainable transport. TravelWise Lancashire is based at the county council and promotes the TravelWise campaign within Lancashire, with a main aim to help people make smarter transport choices – to walk, cycle, car share and use public transport more."

"Some of the TravelWise work undertaken by the county council includes promotional campaigns to encourage the use of greener modes of transport through a variety of events, activities and programmes, as well as designing travel plans with dedicated School Travel and Business Travel teams."

Respondents were then asked if they had heard of TravelWise Lancashire before reading the questionnaire. Results show that awareness is fairly low (22% have heard of it).

Chart 10 - Before reading this questionnaire, had you heard of TravelWise Lancashire?

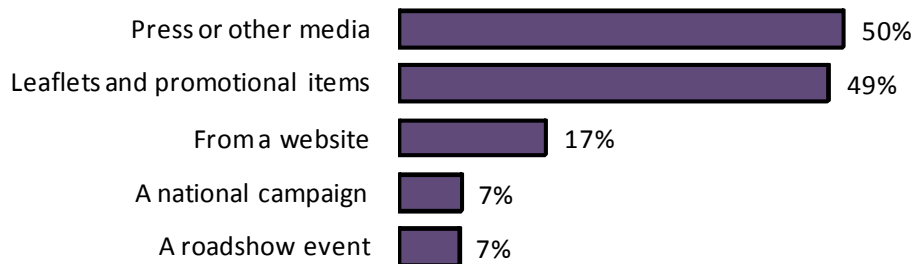


Base: All respondents (unweighted 2381, weighted 2059)

Older respondents were less likely to have heard of TravelWise (15%), but South Ribble residents were most likely to have heard of it (39%).

The respondents who had heard of TravelWise were then asked how they heard of it. The majority of awareness resulted from press and other media (50%) or from leaflets and promotional items (49%).

Chart 11 - How did you hear about TravelWise Lancashire?¹



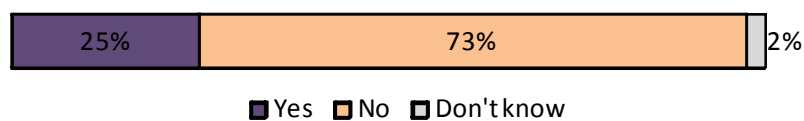
Base: All respondents (unweighted 437, weighted 397)

There were few differences in how different people came to hear of TravelWise. As shown on preferred media, it was the over 60s who were less likely to have heard about it from a website (7%), and the lower socio-economic groups who were more likely to have seen it in the press or other media (C2 63%, DE 68%).

5.5.2 Traveline

Traveline is a national service that provides impartial journey planning information about all public transport services by the telephone, internet and text messages at bus stops. Respondents were also asked if they had heard of Traveline before reading the questionnaire. A similar proportion had heard of this scheme (25%) as had heard of TravelWise, while the majority were not aware of it (73%).

Chart 12 - Before reading this questionnaire, had you heard of Traveline?



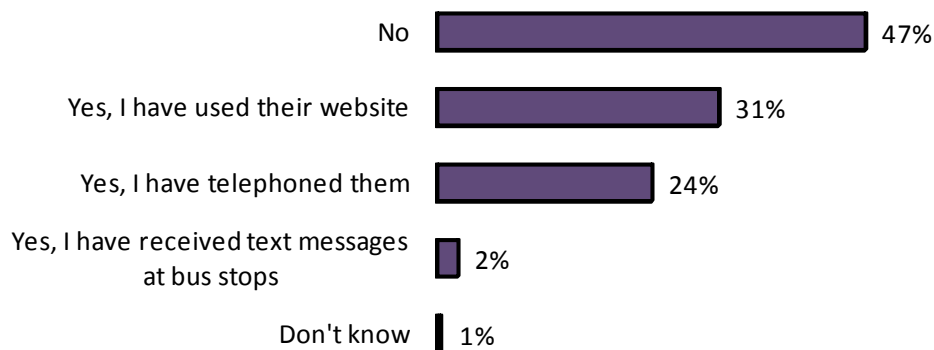
Base: All respondents (unweighted 2364, weighted 2046)

Awareness of Traveline was higher among people who don't have a vehicle in their household (39%).

Of the people who have heard of Traveline, most people have not contacted the service (47%). The most common way of contacting Traveline was via their website (31%) or by telephone (24%).

¹ Responses filtered to only show those people who have heard of TravelWise Lancashire

Chart 13 - Have you ever contacted Traveline for information?²

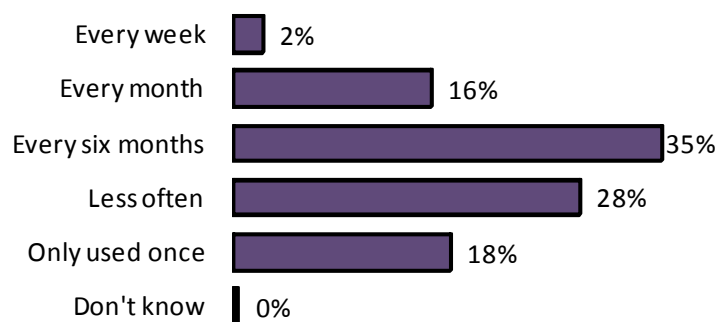


Base: All respondents (unweighted 567, weighted 510)

Men were less likely to have contacted Traveline (54% not contacted them). There are only differences in the use of the website for contacting Traveline, the over 60s were less likely to use it (20%) but the higher socio-economic groups were more likely to use it (AB 47%, C1 40%).

Those people who had contacted Traveline were then asked how often they contacted them. Less than one in five people use the service regularly (2% every week, 16% every month). It seems to be used more as an ad hoc reference for journey planning (35% every six months, 28% less often), quite a number of respondents have only used the service once (18%).

Chart 14 - How often do you use Traveline for information?³



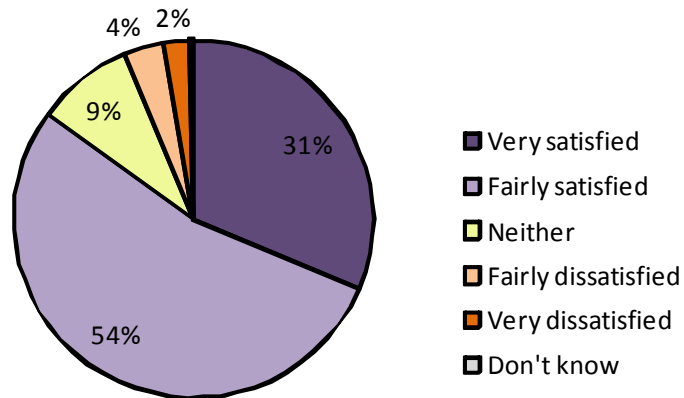
Base: All respondents (unweighted 291, weighted 269)

² Responses filtered to only show those people who have heard of Traveline

³ Responses filtered to only show those people who have heard of Traveline and have used it

Those who have used Traveline were satisfied with the service they received (85%), a third of respondents were very satisfied (31%). Very few people were dissatisfied with the service (6%).

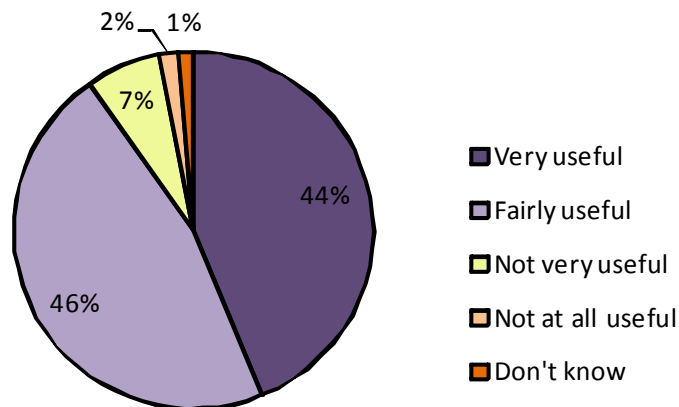
Chart 15 - Overall, how satisfied were you with the service provided by Traveline?⁴



Base: All respondents (unweighted 292, weighted 270)

Respondents also thought that the information they got from Traveline was useful (90%), only 3% not finding it useful.

Chart 16 - How useful was the information you got from Traveline?⁵



Base: All respondents (unweighted 292, weighted 270)

⁴ Responses filtered to only show those people who have heard of Traveline and have used it

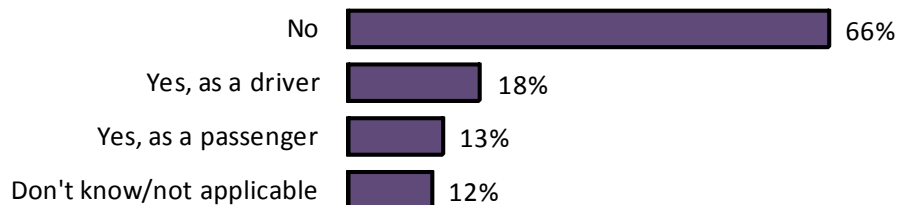
⁵ Responses filtered to only show those people who have heard of Traveline and have used it

5.5.3 Car sharing (www.sharedwheels.co.uk)

The county council also works to promote car sharing in Lancashire. A series of questions were put to the panel about their attitudes towards car sharing, and their perceptions of the council's shared wheels website (www.sharedwheels.co.uk).

Most people don't car share at the moment (66%). More people on the panel car share as a driver (18%) than as a passenger (13%) at the moment.

Chart 17 - Do you currently car share for some of your journeys?



Base: All respondents (unweighted 2375, weighted 2058)

White respondents and those without a disability were less likely to car share (67% and 69% no).

Those who said they didn't car share were then asked if they would consider car sharing in the future. Many said that they wouldn't consider it in the future (44%), though there was a considerable proportion who would consider car sharing as either a driver or passenger (26% and 23% respectively).

Chart 18 - Would you consider car sharing in the future?

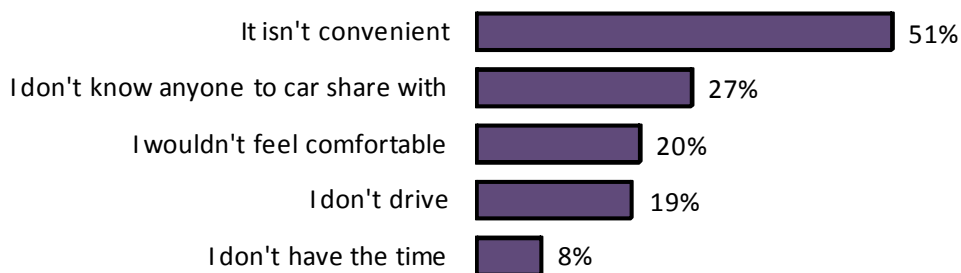


Base: All respondents (unweighted 1977, weighted 1716)

The only difference in the likeliness of car sharing in the future was that people from a BME background were more open car sharing as a passenger (46%).

The reasons people gave for not considering car sharing in the future were that it wasn't convenient for them (51%). Another common reason was a lack of knowledge about who to car share with (27%), which presents an opportunity because this is something that the county council can influence through the car sharing website. Some people will never want to car share, either because they don't drive (19%) or because they wouldn't feel comfortable (20%).

Chart 19 - Please tell us why you wouldn't consider car sharing?



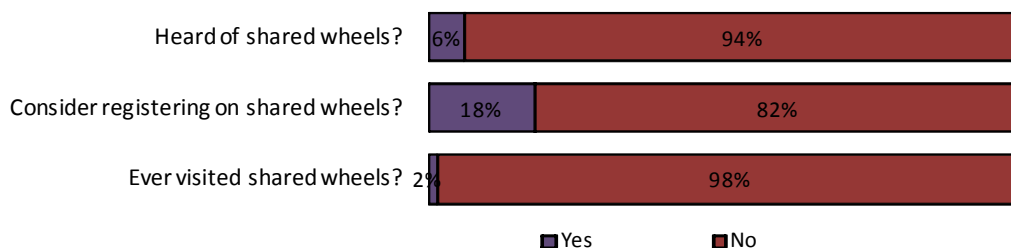
Base: All respondents (unweighted 1124, weighted 937)

The reasons given for not car sharing were varied for different groups of people. People from a BME background were less likely to say that it wasn't convenient (33%) but more likely to say they didn't have the time (30%). Whereas people who are of working age were more likely to say that car sharing wasn't convenient (25-44 years 55%, 45-59 years 61%). The people who were more likely to say that they don't drive live in council or housing association property (63%), are in socio-economic group DE (37%), have a disability (31%), or were over 60 (29%).

The people who currently car share, or would consider car sharing in the future were asked a series of questions about shared wheels, the council's car sharing website.

The majority of respondents had not heard of shared wheels (94%), even fewer people had actually visited the site (2%). A significant number would consider registering on the website to help them find someone to car share with (18%).

Chart 20 - Awareness of shared wheels website (www.sharedwheels.co.uk)

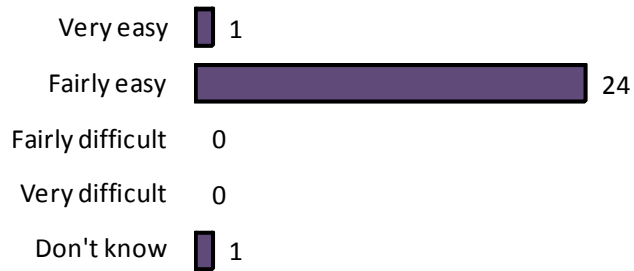


Base: All respondents (unweighted 1658, weighted 1434)

People who work full-time were more likely to have heard of shared wheels (9%), and it is the over 60s who were less likely to consider registering on the website (5%).

Of the handful of people who have used the site, everyone thought the site was easy to use (25 respondents).

Chart 21 - How easy was the shared wheels website to use?



Base: All respondents (weighted 26)

6 Appendix

6.1 Socio-Economic-Group Definitions

These groups are based on Market Research Society definitions and on the respondent. They are graded as A, B, C1, C2, D and E.

Group A

- Professional people, very senior managers in business or commerce or top-level civil servants.
- Retired people, previously grade A, and their widows

Group B

- Middle management executives in large organisations, with appropriate qualifications
- Principle officers in local government and civil service
- Top management or owners of small business concerns, educational and service establishments
- Retired people previously grade B, and their widows

Group C1

- Junior management, owners of small establishments, and all others in non-manual positions
- Jobs in this group have very varied responsibilities and educational requirements
- Retired people, previously grade C1, and their widows

Group C2

- All skilled manual workers, and those manual workers for responsibility for other people
- Retired people, previously grade C2, with pensions from their job
- Widows, if receiving pensions from their late partner's job

Group D

- All semi skilled and unskilled manual workers, and apprentices and trainees to skilled workers
- Retired people, previously grade D, with pensions from their late job
- Widows, if receiving pensions from their late partner's job

Group E

- All those entirely dependant on the state long term, through sickness, unemployment, old age or other reasons
- Those unemployed for a period exceeding six months (otherwise classified on previous occupation)
- Casual workers and those without a regular income