

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

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

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Up to 1 year	495	270	224	69	211	106	56	23	22	7	85	176	112	122	226	55	132	80	165	198	131
	13%	14%	11%	22%	35%	16%	8%	4%	4%	1%	9%	14%	13%	15%	13%	10%	10%	30%	23%	13%	8%
More than 1 year, up to 2 years	287	131	156	26	102	64	47	18	18	12	60	94	57	76	155	36	74	21	88	101	95
	7%	7%	8%	8%	17%	10%	6%	3%	4%	2%	6%	8%	7%	9%	9%	7%	5%	8%	12%	7%	6%
More than 2 years, up to 5 years	621	321	301	36	99	217	138	67	32	32	176	211	98	137	351	95	146	26	105	259	258
	16%	17%	15%	11%	16%	33%	19%	11%	6%	6%	18%	17%	11%	17%	20%	18%	11%	10%	15%	17%	15%
More than 5 years, up to 10 years	651	300	352	53	74	156	167	97	56	49	201	186	147	117	318	104	182	45	69	234	349
	17%	16%	18%	17%	12%	24%	23%	17%	11%	9%	20%	15%	17%	14%	18%	19%	13%	17%	10%	16%	20%
More than 10 years, up to 20 years	875	415	460	129	57	78	262	161	89	100	236	279	182	178	372	148	254	98	116	300	459
	22%	22%	23%	41%	9%	12%	36%	28%	18%	19%	24%	22%	21%	21%	22%	27%	18%	36%	16%	20%	27%
More than 20 years	989	478	511	3	61	29	55	215	288	337	231	306	256	196	295	100	590	-	171	405	412
	25%	25%	25%	1%	10%	5%	8%	37%	57%	63%	23%	24%	30%	24%	17%	19%	43%	-	24%	27%	24%
Don't know	4	3	*	-	-	-	1	2	-	*	-	-	1	3	1	2	*	-	3	-	1
	*	*	*	-	-	-	*	*	-	*	-	*	*	*	*	*	*	-	*	-	*
Refused	1	*	*	-	-	*	-	-	-	*	-	*	*	-	*	-	*	-	-	*	*
	*	*	*	-	-	*	-	-	-	*	-	*	*	-	*	-	*	-	-	*	*

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Up to 1 year	495 13%	111 20%	303 13%	45 10%	36 6%	102 21%	33 8%	27 6%	333 13%	120 15%	178 15%	121 12%	72 8%
More than 1 year, up to 2 years	287 7%	69 12%	164 7%	16 3%	38 6%	62 13%	25 6%	17 4%	182 7%	78 10%	82 7%	72 7%	56 6%
More than 2 years, up to 5 years	621 16%	115 20%	349 15%	74 16%	83 14%	164 34%	101 24%	63 15%	293 11%	165 21%	175 15%	178 17%	102 11%
More than 5 years, up to 10 years	651 17%	76 13%	394 17%	75 16%	107 18%	110 23%	120 28%	102 24%	320 12%	160 20%	202 17%	183 17%	104 12%
More than 10 years, up to 20 years	875 22%	108 19%	505 22%	122 26%	140 24%	41 8%	126 29%	190 44%	518 20%	139 18%	291 25%	259 25%	183 20%
More than 20 years	989 25%	89 16%	581 25%	136 29%	184 31%	7 1%	22 5%	32 7%	928 36%	125 16%	239 20%	237 23%	375 42%
Don't know	4 *	-	4 *	-	-	-	-	1 *	3 *	-	-	1 *	3 *
Refused	1 *	-	1 *	-	-	-	-	-	1 *	-	-	* *	* *

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

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

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Up to 1 year	495 13%	210 10%	285 16%	205 9%	156 13%	105 26%	29 24%	111 14%	35 17%	70 17%	79 10%	24 12%	89 13%	47 9%	7 13%	31 12%
More than 1 year, up to 2 years	287 7%	121 6%	166 9%	128 6%	85 7%	67 17%	6 5%	56 7%	13 7%	37 9%	58 7%	13 7%	53 8%	31 6%	2 3%	22 8%
More than 2 years, up to 5 years	621 16%	335 16%	286 16%	354 16%	196 16%	57 14%	15 12%	122 15%	40 20%	85 20%	101 13%	39 20%	117 17%	62 13%	10 18%	42 16%
More than 5 years, up to 10 years	651 17%	406 19%	246 13%	388 18%	214 17%	36 9%	13 11%	135 17%	26 13%	77 18%	108 14%	46 23%	131 19%	69 14%	9 16%	47 18%
More than 10 years, up to 20 years	875 22%	464 22%	411 22%	486 23%	303 24%	66 16%	21 17%	177 22%	49 24%	85 20%	188 24%	46 23%	157 23%	100 20%	9 16%	59 23%
More than 20 years	989 25%	552 26%	438 24%	596 28%	281 23%	77 19%	35 30%	197 25%	37 18%	71 17%	264 33%	30 15%	126 19%	182 37%	16 30%	58 22%
Don't know	4 *	1 *	3 *	- -	4 *	- -	- -	1 *	- -	- -	* -	- -	- -	- -	2 4%	- -
Refused	1 *	* *	* *	* *	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Up to 1 year	495 13%	196 12%	113 16%	85 10%	27 11%	74 13%	59 11%	146 9%	45 12%	111 13%	134 25%	65 8%	47 10%	54 10%	51 11%	8 10%	13 9%	7 19%
More than 1 year, up to 2 years	287 7%	122 8%	44 6%	59 7%	14 6%	48 8%	29 5%	99 6%	29 8%	56 7%	74 14%	49 6%	22 5%	40 7%	26 5%	2 2%	12 8%	7 21%
More than 2 years, up to 5 years	621 16%	273 17%	111 15%	115 14%	33 14%	89 16%	91 17%	263 16%	77 20%	119 14%	71 14%	133 16%	103 21%	81 15%	73 15%	17 21%	29 24%	7 15%
More than 5 years, up to 10 years	651 17%	300 19%	109 15%	125 15%	27 11%	91 16%	101 19%	287 18%	66 17%	149 17%	49 9%	175 21%	87 18%	90 17%	103 21%	20 24%	21 15%	2 5%
More than 10 years, up to 20 years	875 22%	341 22%	201 28%	179 22%	56 23%	97 17%	124 24%	362 22%	88 23%	215 25%	86 16%	213 26%	83 17%	122 23%	108 23%	15 18%	29 20%	4 13%
More than 20 years	989 25%	338 21%	145 20%	259 31%	83 35%	165 29%	121 23%	475 29%	76 20%	205 24%	112 21%	183 22%	142 29%	153 28%	119 25%	20 25%	36 26%	8 23%
Don't know	4 *	3 *	- -	* *	- -	- -	- -	- -	* *	3 *	- -	- -	- -	- -	- -	- -	1 1%	- -
Refused	1 *	- -	* *	- -	- -	* *	* *	- -	- -	* *	- -	* *	- -	* *	- -	- -	- -	- -

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Up to 1 year	495 13%	245 10%	54 36%	80 13%	111 20%	100 10%	73 9%	58 8%	80 13%	54 36%	111 20%	14 20%	87 17%	53 11%	45 9%	56 11%	66 13%	187 13%
More than 1 year, up to 2 years	287 7%	158 6%	16 11%	37 6%	72 13%	69 7%	38 5%	46 6%	37 6%	16 11%	72 13%	5 7%	46 9%	41 8%	23 5%	43 9%	40 8%	94 7%
More than 2 years, up to 5 years	621 16%	442 17%	24 16%	70 12%	81 14%	177 18%	147 18%	103 14%	70 12%	24 16%	81 14%	15 22%	85 17%	53 11%	90 18%	84 17%	112 22%	198 14%
More than 5 years, up to 10 years	651 17%	497 19%	14 9%	78 13%	56 10%	205 21%	158 20%	122 16%	78 13%	14 9%	56 10%	12 18%	79 16%	86 17%	93 19%	86 17%	99 20%	208 15%
More than 10 years, up to 20 years	875 22%	575 22%	20 14%	180 30%	95 17%	205 21%	168 21%	191 26%	180 30%	20 14%	95 17%	12 17%	104 21%	121 24%	119 24%	102 20%	109 22%	320 22%
More than 20 years	989 25%	661 26%	21 14%	153 26%	150 26%	205 21%	221 27%	223 30%	153 26%	21 14%	150 26%	12 17%	99 20%	142 29%	128 26%	128 26%	73 15%	419 29%
Don't know	4 *	1 *	- -	- -	3 *	- -	- -	1 *	- -	- -	3 *	- -	- -	1 *	- -	- -	- -	2 *
Refused	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Not very/not at all important (Net)	2158	1087	1072	167	263	327	417	349	322	313	556	682	507	414	980	283	763	125	251	771	1135
	55%	57%	53%	53%	44%	50%	57%	60%	64%	58%	56%	54%	59%	50%	57%	52%	55%	46%	35%	52%	67%
Not at all important (1)	1373	703	671	76	154	180	282	241	224	216	360	434	339	240	653	178	490	46	142	468	763
	35%	37%	33%	24%	25%	28%	39%	41%	44%	40%	36%	35%	40%	29%	38%	33%	36%	17%	20%	31%	45%
Not very important (2)	785	384	401	91	110	147	135	107	98	97	196	247	167	174	326	105	273	79	109	303	372
	20%	20%	20%	29%	18%	23%	19%	18%	19%	18%	20%	20%	20%	21%	19%	19%	20%	29%	15%	20%	22%
Very/fairly important (Net)	1560	733	828	98	305	300	276	209	167	204	385	510	298	367	658	230	559	106	434	651	473
	40%	38%	41%	31%	51%	46%	38%	36%	33%	38%	39%	41%	35%	44%	38%	43%	41%	39%	61%	43%	28%
Very important (5)	884	399	485	63	165	183	143	110	94	128	214	296	163	211	375	113	335	58	297	366	219
	23%	21%	24%	20%	27%	28%	20%	19%	19%	24%	22%	24%	19%	26%	22%	21%	24%	22%	41%	24%	13%
Fairly important (4)	676	334	343	35	141	117	133	99	74	76	171	214	135	156	284	117	224	47	137	285	254
	17%	17%	17%	11%	23%	18%	18%	17%	15%	14%	17%	17%	16%	19%	17%	22%	16%	17%	19%	19%	15%
Neither important nor unimportant (3)	169	82	87	26	29	24	33	23	15	19	39	55	35	40	71	20	48	30	30	64	75
	4%	4%	4%	8%	5%	4%	5%	4%	3%	4%	4%	4%	4%	5%	4%	4%	3%	11%	4%	4%	4%
Don't know	36	16	19	24	7	-	*	2	-	3	9	7	13	7	9	7	9	11	2	11	22
	1%	1%	1%	8%	1%	-	*	*	-	*	1%	1%	2%	1%	1%	1%	1%	4%	*	1%	1%
Mean Score	2.72	2.65	2.78	2.72	3.09	2.96	2.61	2.53	2.43	2.63	2.68	2.75	2.54	2.91	2.65	2.78	2.74	2.97	3.47	2.85	2.28
Standard Deviation	1.62	1.60	1.63	1.50	1.60	1.62	1.60	1.60	1.60	1.66	1.62	1.63	1.60	1.61	1.63	1.60	1.64	1.45	1.61	1.62	1.48
Standard Error	0.026	0.038	0.035	0.110	0.074	0.065	0.060	0.068	0.063	0.062	0.051	0.047	0.058	0.052	0.041	0.072	0.040	0.114	0.054	0.040	0.040

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Not very/not at all important (Net)	2158	120	1290	295	453	239	255	234	1430	337	708	611	486
	55%	21%	56%	63%	77%	49%	60%	54%	55%	43%	61%	58%	54%
Not at all important (1)	1373	72	770	201	329	137	155	156	926	204	455	406	302
	35%	13%	33%	43%	56%	28%	36%	36%	36%	26%	39%	39%	34%
Not very important (2)	785	48	520	94	123	102	101	78	504	133	253	206	184
	20%	8%	23%	20%	21%	21%	24%	18%	20%	17%	22%	20%	21%
Very/fairly important (Net)	1560	416	881	152	112	231	157	166	1007	410	401	371	370
	40%	73%	38%	32%	19%	48%	37%	38%	39%	52%	34%	35%	41%
Very important (5)	884	275	484	70	55	130	67	87	600	240	223	188	225
	23%	48%	21%	15%	9%	27%	16%	20%	23%	30%	19%	18%	25%
Fairly important (4)	676	142	397	82	56	102	90	78	407	170	178	183	145
	17%	25%	17%	17%	10%	21%	21%	18%	16%	22%	15%	17%	16%
Neither important nor unimportant (3)	169	23	113	14	19	15	12	24	117	37	52	50	30
	4%	4%	5%	3%	3%	3%	3%	6%	5%	5%	4%	5%	3%
Don't know	36	8	17	7	5	2	3	9	23	3	6	19	8
	1%	1%	1%	1%	1%	*	1%	2%	1%	*	1%	2%	1%
Mean Score	2.72	3.89	2.70	2.40	1.95	2.97	2.56	2.68	2.71	3.14	2.53	2.56	2.78
Standard Deviation	1.62	1.43	1.58	1.54	1.36	1.62	1.53	1.60	1.63	1.62	1.58	1.58	1.65
Standard Error	0.026	0.071	0.030	0.083	0.065	0.078	0.080	0.093	0.031	0.056	0.050	0.051	0.050

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
								Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Not very/not at all important (Net)	2158	1382	776	1475	496	115	72	482	119	221	478	119	341	250	29	108
	55%	66%	42%	68%	40%	28%	61%	60%	59%	52%	60%	60%	51%	51%	53%	42%
Not at all important (1)	1373	931	442	965	300	64	45	310	82	135	302	83	202	166	21	63
	35%	45%	24%	45%	24%	16%	38%	39%	41%	32%	38%	42%	30%	34%	39%	24%
Not very important (2)	785	451	334	510	197	51	27	171	37	86	175	37	139	84	7	46
	20%	22%	18%	24%	16%	12%	23%	21%	18%	20%	22%	19%	21%	17%	13%	18%
Very/fairly important (Net)	1560	605	955	582	664	276	39	270	71	176	274	67	301	220	26	143
	40%	29%	52%	27%	54%	68%	33%	34%	36%	41%	34%	34%	45%	45%	47%	55%
Very important (5)	884	295	589	279	387	192	25	156	38	101	142	30	176	132	15	87
	23%	14%	32%	13%	31%	47%	22%	20%	19%	24%	18%	15%	26%	27%	27%	33%
Fairly important (4)	676	310	366	303	277	84	14	114	33	75	133	37	125	88	11	56
	17%	15%	20%	14%	22%	20%	12%	14%	17%	18%	17%	19%	19%	18%	20%	22%
Neither important nor unimportant (3)	169	81	88	82	66	16	5	39	7	22	42	6	28	18	-	6
	4%	4%	5%	4%	5%	4%	4%	5%	3%	5%	5%	3%	4%	4%	-	2%
Don't know	36	20	16	19	13	1	2	8	3	6	5	6	4	3	-	2
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	3%	1%	1%	-	1%
Mean Score	2.72	2.32	3.18	2.26	3.21	3.71	2.55	2.54	2.53	2.81	2.54	2.46	2.90	2.87	2.82	3.23
Standard Deviation	1.62	1.51	1.62	1.47	1.61	1.53	1.61	1.58	1.61	1.61	1.56	1.56	1.63	1.67	1.74	1.64
Standard Error	0.026	0.034	0.037	0.032	0.046	0.074	0.136	0.055	0.118	0.081	0.054	0.118	0.065	0.074	0.243	0.101

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Not very/not at all important (Net)	2158	799	397	479	144	339	325	1151	137	359	187	523	343	417	205	44	63	9
	55%	51%	55%	58%	60%	60%	62%	70%	36%	42%	35%	64%	71%	77%	43%	54%	44%	27%
Not at all important	1373	492	230	318	95	239	207	758	70	230	108	332	234	287	129	27	44	8
(1)	35%	31%	32%	39%	39%	42%	40%	46%	18%	27%	21%	41%	48%	53%	27%	33%	31%	23%
Not very important	785	307	168	161	49	100	118	393	67	129	78	191	109	130	76	18	19	1
(2)	20%	20%	23%	20%	20%	18%	22%	24%	18%	15%	15%	23%	22%	24%	16%	22%	13%	3%
Very/fairly important (Net)	1560	704	276	301	88	192	174	408	226	437	315	252	117	105	250	34	72	23
	40%	45%	38%	37%	36%	34%	33%	25%	59%	51%	60%	31%	24%	19%	52%	42%	50%	67%
Very important	884	396	158	166	56	108	84	195	155	232	218	115	55	49	138	20	40	17
(5)	23%	25%	22%	20%	23%	19%	16%	12%	41%	27%	41%	14%	11%	9%	29%	25%	28%	49%
Fairly important	676	308	118	136	32	83	90	213	72	205	97	137	62	56	112	14	31	6
(4)	17%	20%	16%	17%	13%	15%	17%	13%	19%	24%	18%	17%	13%	10%	23%	17%	22%	18%
Neither important nor unimportant	169	58	40	39	10	22	26	56	15	51	21	33	23	17	23	4	7	2
(3)	4%	4%	6%	5%	4%	4%	5%	3%	4%	6%	4%	4%	5%	3%	5%	4%	5%	6%
Don't know	36	13	10	2	-	11	*	18	3	10	4	11	2	3	-	-	-	-
	1%	1%	1%	*	-	2%	*	1%	1%	1%	1%	1%	*	1%	-	-	-	-
Mean Score	2.72	2.88	2.73	2.60	2.61	2.50	2.48	2.19	3.46	3.10	3.46	2.40	2.16	1.98	3.11	2.80	3.03	3.66
Standard Deviation	1.62	1.63	1.58	1.60	1.64	1.61	1.53	1.44	1.59	1.60	1.62	1.50	1.43	1.34	1.62	1.64	1.66	1.66
Standard Error	0.026	0.041	0.062	0.056	0.105	0.065	0.067	0.036	0.082	0.055	0.068	0.053	0.067	0.058	0.074	0.171	0.133	0.304

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Not very/not at all important (Net)	2158 55%	1603 62%	51 34%	289 48%	200 35%	658 68%	504 63%	406 55%	289 48%	51 34%	200 35%	35 50%	241 48%	272 55%	301 60%	299 60%	261 52%	785 55%
Not at all important (1)	1373 35%	1061 41%	28 19%	161 27%	113 20%	466 48%	325 40%	253 34%	161 27%	28 19%	113 20%	17 25%	149 30%	165 33%	191 38%	208 42%	171 34%	488 34%
Not very important (2)	785 20%	542 21%	23 15%	128 21%	87 15%	192 20%	180 22%	153 21%	128 21%	23 15%	87 15%	18 25%	92 18%	107 21%	109 22%	90 18%	90 18%	297 21%
Very/fairly important (Net)	1560 40%	851 33%	94 63%	263 44%	340 60%	262 27%	256 32%	308 41%	263 44%	94 63%	340 60%	26 38%	231 46%	194 39%	166 33%	175 35%	221 44%	572 40%
Very important (5)	884 23%	434 17%	57 38%	146 24%	240 42%	133 14%	122 15%	169 23%	146 24%	57 38%	240 42%	10 14%	139 28%	120 24%	82 16%	89 18%	132 26%	323 23%
Fairly important (4)	676 17%	418 16%	37 25%	117 20%	100 18%	129 13%	134 17%	139 19%	117 20%	37 25%	418 18%	17 24%	92 18%	74 15%	84 17%	87 17%	90 18%	249 17%
Neither important nor unimportant (3)	169 4%	109 4%	5 3%	30 5%	25 4%	36 4%	41 5%	29 4%	30 5%	5 3%	25 4%	3 4%	24 5%	26 5%	24 5%	23 5%	16 3%	55 4%
Don't know	36 1%	16 1%	- -	17 3%	2 *	6 1%	3 *	2 *	17 3%	- -	2 *	6 8%	2 *	6 1%	8 2%	1 *	- -	19 1%
Mean Score	2.72	2.46	3.48	2.93	3.47	2.24	2.44	2.75	2.93	3.48	3.47	2.75	2.96	2.75	2.50	2.51	2.84	2.73
Standard Deviation	1.62	1.55	1.57	1.59	1.62	1.50	1.52	1.62	1.59	1.57	1.62	1.48	1.64	1.62	1.54	1.58	1.66	1.62
Standard Error	0.026	0.031	0.126	0.075	0.059	0.050	0.054	0.058	0.075	0.126	0.059	0.185	0.071	0.072	0.071	0.072	0.073	0.043

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

A4. Occupation

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Working full time (30 hours or more per week)	1714 44%	1080 56%	633 32%	73 23%	326 54%	381 59%	479 66%	340 58%	109 22%	6 1%	523 53%	593 47%	412 48%	186 22%	1714 100%	-	-	-	171	590	950
Working part time (less than 30 hours per week)	537 14%	127 7%	410 20%	27 9%	94 15%	122 19%	124 17%	110 19%	53 11%	7 1%	120 12%	168 13%	131 15%	118 14%	-	537 99%	-	-	74	205	258
On a local or government training scheme (GTS)	4 *	-	4 *	1 *	1 *	1 *	-	-	-	-	-	1 *	1 *	1 *	2 *	1 *	-	-	2 *	1 *	-
On an Apprenticeship	4 *	-	4 *	4 1%	-	-	-	-	-	-	-	2 *	2 *	-	2 *	2 *	-	-	2 *	-	2 *
Registered unemployed/ signing on for jobseekers allowance	112 3%	72 4%	39 2%	9 3%	28 5%	31 5%	21 3%	21 4%	2 *	-	4 *	15 1%	18 2%	75 9%	-	-	112 8%	-	52 7%	37 2%	23 1%
Not registered unemployed but seeking work	62 2%	33 2%	29 1%	4 1%	20 3%	8 1%	18 2%	9 2%	4 1%	-	11 1%	14 1%	7 1%	30 4%	-	-	62 5%	-	20 3%	14 1%	29 2%
Looking after family or home/not seeking work	231 6%	34 2%	197 10%	5 2%	60 10%	83 13%	43 6%	30 5%	8 2%	1 *	31 3%	55 4%	38 4%	107 13%	-	-	231 17%	-	63 9%	94 6%	75 4%
Long-term sick or disabled	98 3%	47 2%	51 3%	-	5 1%	15 2%	31 4%	36 6%	10 2%	2 *	5 1%	12 1%	7 1%	75 9%	-	-	98 7%	-	45 6%	31 2%	22 1%
Retired	876 22%	392 20%	484 24%	-	-	2 *	3 *	32 6%	317 63%	522 97%	226 23%	272 22%	191 22%	187 23%	-	-	876 64%	-	208 29%	450 30%	216 13%
In full-time education	271 7%	123 6%	149 7%	192 61%	66 11%	7 1%	6 1%	-	-	-	67 7%	118 9%	42 5%	45 5%	-	-	-	271 100%	76 11%	70 5%	125 7%
Other	13 *	8 *	5 *	-	4 1%	4 1%	1 *	4 1%	1 *	-	3 *	1 *	4 *	4 1%	-	-	-	-	4 *	5 *	5 *
Refused	1 *	*	1 *	-	-	-	1 *	*	-	-	-	1 *	*	-	-	-	-	-	1 *	-	*
Don't know	*	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-
	*	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-

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

A4. Occupation

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Working full time (30 hours or more per week)	1714 44%	253 45%	982 43%	210 45%	269 46%	234 48%	214 50%	227 52%	1038 40%	473 60%	564 48%	468 45%	202 23%
Working part time (less than 30 hours per week)	537 14%	86 15%	315 14%	62 13%	74 13%	111 23%	107 25%	64 15%	255 10%	105 13%	163 14%	176 17%	87 10%
On a local or government training scheme (GTS)	4 *	1 *	3 *	- -	- -	1 *	- -	1 *	1 *	- -	1 *	1 *	1 *
On an Apprenticeship	4 *	- -	2 *	2 *	- -	- -	- -	- -	4 *	- -	- -	2 *	2 *
Registered unemployed/ signing on for jobseekers allowance	112 3%	32 6%	63 3%	11 2%	5 1%	23 5%	12 3%	13 3%	64 2%	9 1%	21 2%	43 4%	37 4%
Not registered unemployed but seeking work	62 2%	20 4%	31 1%	2 *	9 2%	6 1%	5 1%	9 2%	42 2%	10 1%	22 2%	15 1%	13 1%
Looking after family or home/not seeking work	231 6%	43 7%	137 6%	27 6%	24 4%	82 17%	46 11%	38 9%	65 3%	42 5%	43 4%	71 7%	72 8%
Long-term sick or disabled	98 3%	13 2%	72 3%	6 1%	7 1%	5 1%	10 2%	8 2%	75 3%	4 1%	23 2%	25 2%	46 5%
Retired	876 22%	65 11%	510 22%	132 28%	169 29%	3 1%	2 *	13 3%	858 33%	92 12%	183 16%	182 17%	412 46%
In full-time education	271 7%	52 9%	179 8%	14 3%	26 4%	19 4%	30 7%	61 14%	162 6%	48 6%	141 12%	63 6%	20 2%
Other	13 *	2 *	5 *	2 *	4 1%	1 *	* *	- -	11 *	2 *	5 *	3 *	3 *
Refused	1 *	1 *	* *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -
Don't know	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -

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

A4. Occupation

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Working full time (30 hours or more per week)	1714 44%	1075 51%	639 35%	1023 47%	551 44%	121 30%	19 16%	338 42%	103 51%	222 52%	304 38%	106 53%	349 52%	152 31%	21 39%	115 44%
Working part time (less than 30 hours per week)	537 14%	277 13%	260 14%	300 14%	183 15%	49 12%	5 4%	98 12%	25 13%	75 18%	98 12%	30 15%	119 18%	47 9%	7 12%	40 15%
On a local or government training scheme (GTS)	4 *	- -	4 *	- -	3 *	1 *	- -	- -	- -	1 *	- -	1 1%	1 *	- -	- -	- -
On an Apprenticeship	4 *	2 *	2 *	- -	2 *	2 1%	- -	4 *	- -	- -	- -	- -	- -	- -	- -	- -
Registered unemployed/ signing on for jobseekers allowance	112 3%	38 2%	74 4%	47 2%	41 3%	20 5%	3 3%	28 4%	7 3%	16 4%	20 3%	2 1%	22 3%	7 1%	2 4%	5 2%
Not registered unemployed but seeking work	62 2%	24 1%	38 2%	29 1%	15 1%	15 4%	2 2%	12 1%	4 2%	8 2%	11 1%	6 3%	3 1%	9 2%	4 7%	6 2%
Looking after family or home/not seeking work	231 6%	99 5%	132 7%	133 6%	60 5%	32 8%	6 5%	48 6%	10 5%	18 4%	47 6%	7 4%	47 7%	31 6%	2 4%	19 7%
Long-term sick or disabled	98 3%	42 2%	56 3%	44 2%	26 2%	19 5%	10 8%	22 3%	8 4%	7 2%	21 3%	4 2%	8 1%	19 4%	1 3%	6 2%
Retired	876 22%	438 21%	438 24%	511 24%	227 18%	89 22%	49 42%	182 23%	24 12%	27 6%	256 32%	27 13%	77 11%	202 41%	14 26%	56 22%
In full-time education	271 7%	87 4%	184 10%	67 3%	124 10%	57 14%	23 19%	65 8%	20 10%	49 11%	41 5%	15 8%	44 7%	18 4%	3 5%	14 5%
Other	13 *	5 *	8 *	3 *	5 *	3 1%	1 1%	2 *	- -	1 *	1 *	- -	3 *	6 1%	- -	- -
Refused	1 *	* *	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	* *	- -	- -	- -
Don't know	* *	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -

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

A4. Occupation

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Working full time (30 hours or more per week)	1714 44%	753 48%	331 46%	339 41%	86 36%	204 36%	252 48%	771 47%	196 51%	355 41%	140 27%	398 49%	290 60%	288 53%	267 56%	54 66%	75 53%	19 57%
Working part time (less than 30 hours per week)	537 14%	228 15%	99 14%	96 12%	26 11%	87 15%	75 14%	225 14%	54 14%	129 15%	54 10%	135 17%	53 11%	84 15%	68 14%	9 11%	31 22%	3 8%
On a local or government training scheme (GTS)	4 *	2 *	-	-	-	1 *	-	-	-	3 *	1 *	-	-	-	-	-	-	-
On an Apprenticeship	4 *	-	2 *	2 *	-	-	-	-	-	2 *	2 *	-	-	-	-	-	-	-
Registered unemployed/ signing on for jobseekers allowance	112 3%	46 3%	18 3%	11 1%	13 6%	23 4%	10 2%	37 2%	12 3%	30 3%	23 4%	20 2%	8 2%	10 2%	5 1%	1 1%	2 1%	1 3%
Not registered unemployed but seeking work	62 2%	28 2%	13 2%	8 1%	2 1%	10 2%	10 2%	19 1%	7 2%	8 1%	17 3%	17 2%	5 1%	4 1%	6 1%	* 1%	-	-
Looking after family or home/not seeking work	231 6%	88 6%	36 5%	44 5%	19 8%	44 8%	29 6%	104 6%	24 6%	37 4%	38 7%	41 5%	21 4%	28 5%	18 4%	-	6 4%	-
Long-term sick or disabled	98 3%	47 3%	14 2%	18 2%	6 3%	13 2%	15 3%	30 2%	3 1%	23 3%	28 5%	16 2%	5 1%	7 1%	5 1%	-	1 1%	-
Retired	876 22%	286 18%	116 16%	258 31%	64 26%	152 27%	117 22%	393 24%	56 15%	171 20%	138 26%	170 21%	96 20%	107 20%	87 18%	18 22%	25 18%	11 32%
In full-time education	271 7%	90 6%	90 13%	43 5%	21 9%	27 5%	15 3%	52 3%	26 7%	98 11%	80 15%	21 3%	4 1%	10 2%	21 4%	-	1 1%	-
Other	13 *	3 *	3 *	3 *	3 1%	1 *	2 *	1 *	3 1%	3 *	4 1%	* *	2 *	1 *	4 1%	-	-	-
Refused	1 *	1 *	* *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	* *	-
Don't know	* *	-	-	-	-	* *	-	* *	-	-	-	* *	-	-	-	-	-	-

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

A4. Occupation

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Working full time (30 hours or more per week)	1714 44%	1391 54%	47 32%	139 23%	124 22%	677 70%	420 52%	275 37%	139 23%	47 32%	124 22%	19 28%	116 23%	169 34%	269 54%	303 61%	367 74%	490 34%
Working part time (less than 30 hours per week)	537 14%	382 15%	27 18%	78 13%	47 8%	105 11%	142 18%	113 15%	78 13%	27 18%	47 8%	22 32%	59 12%	75 15%	89 18%	70 14%	43 9%	201 14%
On a local or government training scheme (GTS)	4 *	- -	- -	1 *	2 *	- -	- -	- -	1 *	- -	2 *	- -	1 *	1 *	- -	1 *	- -	- -
On an Apprenticeship	4 *	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	4 *
Registered unemployed/ signing on for jobseekers allowance	112 3%	47 2%	11 7%	13 2%	41 7%	6 1%	16 2%	21 3%	13 2%	11 7%	41 7%	4 6%	43 9%	11 2%	5 1%	6 1%	- -	46 3%
Not registered unemployed but seeking work	62 2%	32 1%	1 1%	11 2%	19 3%	11 1%	5 1%	16 2%	11 2%	1 1%	19 3%	- -	15 3%	7 1%	- -	2 *	9 2%	30 2%
Looking after family or home/not seeking work	231 6%	115 4%	9 6%	52 9%	54 9%	36 4%	36 4%	34 5%	52 9%	9 6%	54 9%	9 13%	61 12%	43 9%	16 3%	18 4%	11 2%	82 6%
Long-term sick or disabled	98 3%	34 1%	9 6%	19 3%	35 6%	12 1%	11 1%	11 2%	19 3%	9 6%	35 6%	- -	47 9%	12 2%	4 1%	2 *	1 *	33 2%
Retired	876 22%	514 20%	27 18%	149 25%	182 32%	98 10%	161 20%	246 33%	149 25%	27 18%	182 32%	9 14%	107 21%	153 31%	99 20%	76 15%	48 10%	394 28%
In full-time education	271 7%	58 2%	16 11%	132 22%	59 10%	13 1%	12 2%	28 4%	132 22%	16 11%	59 10%	5 7%	48 10%	25 5%	15 3%	21 4%	20 4%	143 10%
Other	13 *	7 *	* *	2 *	3 1%	5 1%	1 *	1 *	2 *	* *	3 1%	- -	3 1%	2 *	1 *	- -	2 *	6 *
Refused	1 *	* *	1 1%	- -	- -	* *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *

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

A4. Occupation

Base : All Respondents

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Don't know	*	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	5	-	5	3	1	1	-	-	-	-	-	2	2	1	3	2	-	-	3	1	1
Weighted base	8	-	8	5	1	1	-	-	-	-	-	3	3	1	4	3	-	-	4	1	2
Full time (30 hours or more per week)	4	-	4	3	-	1	-	-	-	-	-	1	2	1	4	-	-	-	2	-	2
	57%	-	57%	62%	-	100%	-	-	-	-	-	33%	62%	100%	100%	-	-	-	54%	-	100%
Part time (less than 30 hours per week)	3	-	3	2	1	-	-	-	-	-	-	2	1	-	-	3	-	-	2	1	-
	43%	-	43%	38%	100%	-	-	-	-	-	-	67%	38%	-	-	100%	-	-	46%	100%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	5	1	3	1	-	1	-	1	3	-	1	2	2
Weighted base	8	1	5	2	-	1	-	1	5	-	1	3	3
Full time (30 hours or more per week)	4 57%	1 100%	1 30%	2 100%	-	-	-	1 100%	3 59%	-	1 100%	-	3 100%
Part time (less than 30 hours per week)	3 43%	-	3 70%	-	-	1 100%	-	-	2 41%	-	-	3 100%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more - not interested in finding out more	Do nothing / 1 or 2 things - do not want to do more - not interested in finding out more	Do quite a few things - do not want to do more - not interested in finding out more	Do quite a few things - do not want to do more - not interested in finding out more	Do most or every thing - do not want to do more - not interested in finding out more	Do most or every thing - do not want to do more - not interested in finding out more		
Unweighted base	5	1	4	-	3	2	-	2	-	1	-	1	1	-	-	-
Weighted base	8	2	6	-	4	3	-	4	-	1	-	1	1	-	-	-
Full time (30 hours or more per week)	4	2	2	-	3	1	-	2	-	-	-	1	1	-	-	-
	57%	100%	42%	-	74%	33%	-	49%	-	-	-	100%	100%	-	-	-
Part time (less than 30 hours per week)	3	-	3	-	1	2	-	2	-	1	-	-	-	-	-	-
	43%	-	58%	-	26%	67%	-	51%	-	100%	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change
Unweighted base	5	2	1	1	-	1	-	-	-	3	2	-	-	-	-	-	-
Weighted base	8	2	2	2	-	1	-	-	-	4	3	-	-	-	-	-	-
Full time (30 hours or more per week)	4 57%	1 46%	-	2 100%	-	1 100%	-	-	-	3 74%	1 33%	-	-	-	-	-	-
Part time (less than 30 hours per week)	3 43%	1 54%	2 100%	-	-	-	-	-	-	1 26%	2 67%	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	5	-	2	3	-	-	-	2	-	3	-	1	1	-	1	-	2
Weighted base	8	-	3	4	-	-	-	3	-	4	-	1	1	-	1	-	4
Full time (30 hours or more per week)	4	-	2	2	-	-	-	2	-	2	-	1	-	-	1	-	2
	57%	-	62%	54%	-	-	-	62%	-	54%	-	100%	-	-	100%	-	49%
Part time (less than 30 hours per week)	3	-	1	2	-	-	-	1	-	2	-	-	1	-	-	-	2
	43%	-	38%	46%	-	-	-	38%	-	46%	-	-	100%	-	-	-	51%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2040	1040	1000	66	312	470	574	411	191	16	627	689	445	279	1544	496	-	-	246	836	956
Weighted base	2250	1207	1043	100	420	503	603	450	162	13	643	761	543	304	1714	537	-	-	245	795	1208
Employee	1906	969	937	93	383	437	508	366	110	9	544	653	450	259	1446	460	-	-	219	694	992
	85%	80%	90%	93%	91%	87%	84%	81%	68%	69%	85%	86%	83%	85%	84%	86%	-	-	89%	87%	82%
Self-employed	344	238	106	7	37	65	94	84	52	4	98	108	94	45	268	77	-	-	27	101	216
	15%	20%	10%	7%	9%	13%	16%	19%	32%	31%	15%	14%	17%	15%	16%	14%	-	-	11%	13%	18%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2040	228	1395	181	236	288	280	203	1269	602	587	550	287
Weighted base	2250	338	1297	271	344	346	322	290	1293	578	728	645	288
Employee	1906	267	1164	218	257	293	270	246	1097	498	620	549	227
	85%	79%	90%	80%	75%	85%	84%	85%	85%	86%	85%	85%	79%
Self-employed	344	71	133	53	87	53	51	45	196	80	107	96	61
	15%	21%	10%	20%	25%	15%	16%	15%	15%	14%	15%	15%	21%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Unweighted base	2040	1205	835	1192	671	153	24	396	112	277	368	116	420	175	23	148
Weighted base	2250	1352	898	1323	734	170	24	435	128	297	402	135	468	199	28	154
Employee	1906	1128	778	1091	649	144	22	382	106	261	335	110	398	158	27	126
	85%	83%	87%	82%	88%	85%	93%	88%	83%	88%	83%	81%	85%	79%	98%	81%
Self-employed	344	225	120	232	85	26	2	53	22	36	67	25	70	41	1	29
	15%	17%	13%	18%	12%	15%	7%	12%	17%	12%	17%	19%	15%	21%	2%	19%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2040	897	377	389	111	266	307	885	234	437	177	486	300	343	303	63	105	18
Weighted base	2250	981	430	435	113	291	327	996	250	484	194	533	344	372	334	63	105	22
Employee	1906	846	351	364	94	251	266	825	220	430	166	441	277	306	283	55	98	17
	85%	86%	82%	84%	84%	86%	81%	83%	88%	89%	86%	83%	81%	82%	85%	88%	93%	77%
Self-employed	344	136	79	71	18	40	61	171	30	54	28	92	67	67	51	8	8	5
	15%	14%	18%	16%	16%	14%	19%	17%	12%	11%	14%	17%	19%	18%	15%	12%	7%	23%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2040	1618	64	163	182	720	502	359	163	64	182	37	154	209	307	354	418	598
Weighted base	2250	1773	75	217	170	782	562	388	217	75	170	41	175	244	358	372	410	691
Employee	1906	1476	62	199	157	622	487	333	199	62	157	34	150	223	308	319	336	570
	85%	83%	83%	92%	92%	79%	87%	86%	92%	83%	92%	82%	86%	91%	86%	86%	82%	82%
Self-employed	344	297	13	18	14	161	75	54	18	13	14	8	25	21	50	53	74	122
	15%	17%	17%	8%	8%	21%	13%	14%	8%	17%	8%	18%	14%	9%	14%	14%	18%	18%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2045	1040	1005	69	313	471	574	411	191	16	627	691	447	280	1547	498	-	-	249	837	957
Weighted base	2258	1207	1051	105	421	504	603	450	162	13	643	764	546	305	1718	540	-	-	250	796	1210
Go to the same place every time	1655	824	830	90	327	385	428	306	108	11	434	587	400	234	1250	405	-	-	206	616	831
	73%	68%	79%	85%	78%	76%	71%	68%	66%	85%	68%	77%	73%	77%	73%	75%	-	-	82%	77%	69%
Go to the same place at least 2 working days each week	166	96	71	5	16	43	57	31	15	-	89	55	15	7	138	28	-	-	12	55	99
	7%	8%	7%	5%	4%	8%	9%	7%	9%	-	14%	7%	3%	2%	8%	5%	-	-	5%	7%	8%
Go to different places (for example, customers' homes etc.),	347	243	104	11	62	65	99	81	28	1	95	83	111	58	282	65	-	-	17	99	231
	15%	20%	10%	10%	15%	13%	16%	18%	17%	11%	15%	11%	20%	19%	16%	12%	-	-	7%	12%	19%
Or work at home or in the same building or grounds as your home.	90	44	46	-	16	11	19	33	12	1	24	39	20	6	48	42	-	-	15	26	49
	4%	4%	4%	-	4%	2%	3%	7%	7%	5%	4%	5%	4%	2%	3%	8%	-	-	6%	3%	4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2045	229	1398	182	236	289	280	204	1272	602	588	552	289
Weighted base	2258	339	1302	273	344	347	322	292	1298	578	729	648	292
Go to the same place every time	1655 73%	242 71%	995 76%	205 75%	213 62%	265 76%	235 73%	205 70%	950 73%	399 69%	544 75%	481 74%	219 75%
Go to the same place at least 2 working days each week	166 7%	24 7%	82 6%	23 8%	37 11%	25 7%	23 7%	28 9%	90 7%	73 13%	50 7%	30 5%	13 4%
Go to different places (for example, customers' homes etc.),	347 15%	47 14%	194 15%	33 12%	73 21%	49 14%	47 15%	50 17%	201 15%	80 14%	115 16%	104 16%	48 16%
Or work at home or in the same building or grounds as your home.	90 4%	26 8%	30 2%	12 4%	21 6%	8 2%	16 5%	9 3%	57 4%	27 5%	19 3%	33 5%	12 4%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2045	1206	839	1192	674	155	24	398	112	278	368	117	421	175	23	148
Weighted base	2258	1354	904	1323	738	173	24	439	128	298	402	137	469	199	28	154
Go to the same place every time	1655 73%	955 71%	700 77%	935 71%	564 76%	134 77%	21 88%	338 77%	88 69%	232 78%	297 74%	98 72%	330 70%	130 66%	24 86%	112 73%
Go to the same place at least 2 working days each week	166 7%	103 8%	63 7%	97 7%	59 8%	10 6%	1 3%	28 6%	8 6%	33 11%	22 5%	8 6%	43 9%	14 7%	* 2%	10 6%
Go to different places (for example, customers' homes etc.),	347 15%	251 19%	96 11%	239 18%	90 12%	16 10%	2 7%	61 14%	28 22%	30 10%	67 17%	24 17%	66 14%	42 21%	3 12%	26 17%
Or work at home or in the same building or grounds as your home.	90 4%	45 3%	45 5%	52 4%	25 3%	13 8%	1 3%	12 3%	4 3%	3 1%	16 4%	7 5%	30 6%	12 6%	- -	6 4%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2045	899	378	390	111	267	307	885	234	440	179	486	300	343	303	63	105	18
Weighted base	2258	983	432	437	113	293	327	996	250	488	197	533	344	372	334	63	105	22
Go to the same place every time	1655 73%	719 73%	303 70%	326 75%	79 70%	227 77%	236 72%	700 70%	181 73%	383 78%	155 79%	375 70%	231 67%	264 71%	229 69%	43 68%	80 76%	17 75%
Go to the same place at least 2 working days each week	166 7%	84 9%	38 9%	27 6%	6 5%	11 4%	29 9%	68 7%	24 9%	36 7%	10 5%	37 7%	28 8%	29 8%	36 11%	7 11%	11 10%	2 11%
Go to different places (for example, customers' homes etc.),	347 15%	144 15%	62 14%	71 16%	22 19%	48 16%	51 16%	188 19%	31 13%	58 12%	18 9%	90 17%	76 22%	69 19%	52 16%	10 17%	13 13%	2 7%
Or work at home or in the same building or grounds as your home.	90 4%	36 4%	29 7%	13 3%	5 5%	7 2%	12 4%	40 4%	14 5%	11 2%	14 7%	31 6%	9 3%	10 3%	17 5%	3 4%	2 2%	1 7%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2045	1618	64	165	185	720	502	359	165	64	185	37	155	210	307	355	418	600
Weighted base	2258	1773	75	221	175	782	562	388	221	75	175	41	176	245	358	373	410	695
Go to the same place every time	1655 73%	1239 70%	55 74%	200 91%	150 86%	460 59%	434 77%	315 81%	200 91%	55 74%	150 86%	30 72%	132 75%	207 85%	270 75%	274 73%	263 64%	508 73%
Go to the same place at least 2 working days each week	166 7%	149 8%	7 9%	5 2%	5 3%	97 12%	32 6%	18 5%	5 2%	7 9%	5 3%	2 4%	6 4%	9 4%	30 8%	27 7%	57 14%	37 5%
Go to different places (for example, customers' homes etc.),	347 15%	312 18%	3 4%	15 7%	14 8%	199 25%	67 12%	37 9%	15 7%	3 4%	14 8%	10 24%	31 17%	26 11%	50 14%	55 15%	71 17%	115 17%
Or work at home or in the same building or grounds as your home.	90 4%	74 4%	9 12%	1 1%	6 4%	27 3%	29 5%	17 4%	1 1%	9 12%	6 4%	-	7 4%	3 1%	9 2%	17 5%	18 4%	36 5%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1659	797	862	62	265	399	463	318	139	13	508	575	346	230	1264	395	-	-	225	699	733
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
Yes - every day I work there	1311	707	604	71	212	297	377	245	101	8	352	444	338	178	1021	289	-	-	121	463	726
	72%	77%	67%	75%	62%	69%	78%	73%	83%	74%	67%	69%	81%	74%	74%	67%	-	-	56%	69%	78%
Yes - most days I work there	50	27	24	5	10	7	10	12	6	1	10	25	8	7	42	8	-	-	5	18	28
	3%	3%	3%	5%	3%	2%	2%	4%	5%	6%	2%	4%	2%	3%	3%	2%	-	-	2%	3%	3%
Yes - some of the days I work there	30	13	16	1	5	6	7	7	2	1	16	10	1	2	20	9	-	-	2	9	18
	2%	1%	2%	1%	2%	1%	2%	2%	2%	14%	3%	2%	*	1%	1%	2%	-	-	1%	1%	2%
No - never	424	170	254	16	114	119	89	73	13	1	145	161	67	51	301	122	-	-	83	181	157
	23%	18%	28%	17%	33%	28%	18%	22%	10%	6%	28%	25%	16%	21%	22%	28%	-	-	38%	27%	17%
Don't know	6	3	4	3	2	-	2	-	*	-	1	2	*	3	3	3	-	-	6	*	-
	*	*	*	3%	*	-	*	-	*	-	*	*	*	1%	*	1%	-	-	3%	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1659	185	1153	151	170	241	227	165	1026	488	474	451	233
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
Yes - every day I work there	1311 72%	115 43%	803 75%	181 79%	212 85%	187 64%	210 81%	189 81%	725 70%	305 65%	419 70%	399 78%	181 78%
Yes - most days I work there	50 3%	5 2%	33 3%	4 2%	8 3%	5 2%	7 3%	10 4%	28 3%	12 3%	14 2%	14 3%	8 3%
Yes - some of the days I work there	30 2%	5 2%	19 2%	2 1%	4 2%	4 2%	8 3%	- -	18 2%	12 3%	10 2%	6 1%	2 1%
No - never	424 23%	141 53%	216 20%	41 18%	26 10%	93 32%	33 13%	33 14%	264 25%	141 30%	150 25%	89 17%	40 17%
Don't know	6 *	- -	6 1%	- -	- -	1 *	* *	1 *	4 *	1 *	1 *	3 1%	1 1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1659	950	709	944	558	135	22	333	91	243	292	93	332	130	21	119
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
Yes - every day I work there	1311 72%	850 80%	461 60%	862 84%	378 61%	60 42%	11 51%	280 77%	65 67%	183 69%	243 76%	76 72%	268 72%	92 64%	20 81%	79 64%
Yes - most days I work there	50 3%	37 4%	13 2%	27 3%	19 3%	4 3%	- -	15 4%	1 1%	9 4%	8 3%	5 4%	6 2%	3 2%	- -	3 3%
Yes - some of the days I work there	30 2%	16 1%	14 2%	14 1%	15 2%	1 *	- -	5 1%	- -	10 4%	4 1%	2 1%	3 1%	5 3%	- -	2 2%
No - never	424 23%	155 15%	269 35%	128 12%	212 34%	74 52%	10 45%	62 17%	30 32%	63 24%	64 20%	23 22%	95 25%	44 31%	5 19%	38 31%
Don't know	6 *	* *	6 1%	* *	* *	5 3%	1 4%	4 1%	- -	- -	* *	1 *	1 *	1 1%	- -	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1659	737	303	316	85	218	249	695	188	370	157	384	227	275	238	50	84	14
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
Yes - every day I work there	1311	550	239	268	66	187	211	651	126	252	71	340	219	241	153	29	53	5
	72%	68%	70%	76%	77%	79%	80%	85%	61%	60%	43%	83%	85%	82%	58%	58%	59%	24%
Yes - most days I work there	50	26	10	8	3	4	7	20	4	14	4	11	4	12	10	1	5	-
	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	4%	2%	6%	-	-
Yes - some of the days I work there	30	12	6	5	2	4	8	7	-	15	1	8	5	1	10	-	1	-
	2%	2%	2%	1%	2%	2%	3%	1%	-	4%	*	2%	2%	1%	4%	-	1%	-
No - never	424	213	83	72	15	41	38	90	74	137	84	53	30	38	93	20	31	15
	23%	26%	24%	20%	17%	17%	15%	12%	36%	33%	51%	13%	12%	13%	35%	40%	35%	76%
Don't know	6	2	3	-	-	1	-	*	*	-	6	-	-	*	-	-	-	-
	*	*	1%	-	-	1%	-	*	*	-	3%	-	-	*	-	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1659	1272	59	151	166	520	413	308	151	59	166	31	126	186	257	290	330	470
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
Yes - every day I work there	1311 72%	1040 75%	28 45%	141 69%	93 60%	455 82%	354 76%	207 62%	141 69%	28 45%	93 60%	23 74%	108 78%	168 78%	240 80%	218 72%	216 67%	362 66%
Yes - most days I work there	50 3%	43 3%	* 1%	2 1%	5 3%	10 2%	17 4%	15 4%	2 1%	* 1%	5 3%	1 2%	2 1%	6 3%	9 3%	7 2%	6 2%	21 4%
Yes - some of the days I work there	30 2%	25 2%	1 2%	2 1%	1 1%	8 1%	11 2%	5 1%	2 1%	1 2%	1 1%	2 6%	1 *	2 1%	7 2%	5 2%	7 2%	8 2%
No - never	424 23%	279 20%	31 49%	59 29%	52 34%	82 15%	84 18%	107 32%	59 29%	31 49%	52 34%	6 19%	28 20%	41 19%	44 15%	71 24%	91 29%	149 27%
Don't know	6 *	* *	2 3%	- -	4 3%	- -	* *	- -	- -	2 3%	4 3%	- -	* *	- -	- -	1 *	* *	5 1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1659	797	862	62	265	399	463	318	139	13	508	575	346	230	1264	395	-	-	225	699	733
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
00.00-00.59	8	*	7	-	-	*	4	3	-	-	2	1	-	5	2	6	-	-	1	4	3
	*	*	1%	-	-	*	1%	1%	-	-	*	*	-	2%	*	1%	-	-	*	1%	*
01.00-01.59	5	5	-	-	-	1	2	2	-	-	-	2	3	-	5	-	-	-	1	*	3
	*	1%	-	-	-	*	*	*	-	-	-	*	1%	-	*	-	-	-	1%	*	*
02.00-02.59	6	4	2	-	1	-	2	1	2	-	-	-	2	3	5	1	-	-	3	2	1
	*	*	*	-	*	-	*	*	1%	-	-	-	1%	1%	*	*	-	-	1%	*	*
03.00-03.59	6	6	-	-	-	1	3	2	1	-	-	1	*	5	5	1	-	-	-	2	4
	*	1%	-	-	-	*	1%	*	1%	-	-	*	*	2%	*	*	-	-	-	*	*
04.00-04.59	16	14	2	-	-	3	7	4	2	-	2	2	8	3	13	2	-	-	-	10	6
	1%	1%	*	-	-	1%	1%	1%	2%	-	*	*	2%	1%	1%	1%	-	-	-	1%	1%
05.00-05.59	35	25	11	5	2	8	10	8	1	-	1	7	18	10	23	12	-	-	4	11	20
	2%	3%	1%	6%	1%	2%	2%	2%	1%	-	*	1%	4%	4%	2%	3%	-	-	2%	2%	2%
06.00-06.59	113	94	19	3	17	15	33	29	13	2	9	24	63	16	105	8	-	-	14	53	45
	6%	10%	2%	3%	5%	4%	7%	9%	11%	19%	2%	4%	15%	7%	8%	2%	-	-	6%	8%	5%
07.00-07.59	294	171	123	9	54	55	84	61	27	4	77	93	85	39	254	40	-	-	40	112	143
	16%	19%	14%	10%	16%	13%	17%	18%	22%	36%	15%	15%	21%	16%	18%	9%	-	-	18%	17%	15%
08.00-08.59	615	296	319	18	121	165	155	117	39	1	242	241	89	43	512	104	-	-	43	205	368
	34%	32%	35%	19%	35%	39%	32%	35%	31%	5%	46%	38%	22%	18%	37%	24%	-	-	20%	30%	40%
09.00-09.59	359	144	215	19	75	105	99	44	16	2	115	156	58	30	248	111	-	-	44	135	180
	20%	16%	24%	20%	22%	24%	20%	13%	13%	14%	22%	24%	14%	12%	18%	26%	-	-	20%	20%	19%
10.00-10.59	71	22	49	9	11	10	19	15	7	1	15	32	8	16	37	34	-	-	15	28	28
	4%	2%	5%	10%	3%	2%	4%	4%	5%	6%	3%	5%	2%	7%	3%	8%	-	-	7%	4%	3%
11.00-11.59	31	18	13	8	8	10	3	1	1	-	4	8	18	2	16	15	-	-	3	17	12
	2%	2%	1%	9%	2%	2%	1%	*	1%	-	1%	1%	4%	1%	1%	4%	-	-	1%	2%	1%
12.00-12.59	25	7	18	3	6	3	4	8	-	-	10	4	4	6	11	13	-	-	5	8	11
	1%	1%	2%	3%	2%	1%	1%	2%	-	-	2%	1%	1%	2%	1%	3%	-	-	2%	1%	1%
13.00-13.59	9	4	4	-	3	2	2	1	-	-	-	5	1	3	6	3	-	-	6	3	-
	*	*	*	-	1%	*	1%	*	-	-	-	1%	*	1%	*	1%	-	-	3%	*	-
14.00-14.59	12	5	7	3	1	4	2	1	1	-	4	3	2	3	5	7	-	-	1	4	7
	1%	1%	1%	3%	*	1%	*	*	1%	-	1%	*	*	1%	*	2%	-	-	*	1%	1%
15.00-15.59	7	4	3	1	1	2	2	1	-	-	3	2	1	1	4	3	-	-	-	4	2
	*	*	*	1%	*	*	*	*	-	-	*	*	*	1%	*	1%	-	-	-	1%	*

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
16.00-16.59	4 *	3 *	* *	- -	- -	- -	- -	1 *	3 2%	- -	- -	2 *	- -	1 1%	1 *	3 1%	- -	- -	* *	3 *	- -
17.00-17.59	17 1%	13 1%	4 *	2 2%	4 1%	3 1%	1 *	5 1%	1 1%	1 7%	1 *	5 1%	3 1%	7 3%	11 1%	6 1%	- -	- -	2 1%	8 1%	6 1%
18.00-18.59	13 1%	4 *	8 1%	* *	3 1%	1 *	4 1%	3 1%	1 1%	- -	4 1%	2 *	4 1%	2 1%	4 *	8 2%	- -	- -	4 2%	* *	8 1%
19.00-19.59	6 *	1 *	5 1%	- -	* *	- -	4 1%	- -	1 1%	1 6%	- -	2 *	* *	4 1%	1 *	5 1%	- -	- -	1 *	3 *	3 *
20.00-20.59	12 1%	9 1%	2 *	- -	- -	3 1%	4 1%	4 1%	1 1%	1 7%	2 *	- -	2 *	8 3%	8 1%	4 1%	- -	- -	2 1%	6 1%	4 *
21.00-21.59	5 *	1 *	4 *	- -	1 *	2 *	2 *	- -	1 1%	- -	2 *	- -	1 *	3 1%	3 *	3 1%	- -	- -	1 1%	2 *	2 *
22.00-22.59	6 *	- -	6 1%	- -	2 1%	- -	4 1%	- -	- -	- -	- -	1 *	4 1%	1 *	5 *	1 *	- -	- -	- -	2 *	4 *
23.00-23.59	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
DK	147 8%	69 7%	79 9%	14 15%	31 9%	35 8%	35 7%	28 8%	5 4%	- -	29 6%	46 7%	42 10%	30 13%	102 7%	46 11%	- -	- -	26 12%	50 7%	71 8%
Not stated	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1659	185	1153	151	170	241	227	165	1026	488	474	451	233
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
00.00-00.59	8 *	3 1%	3 *	- -	2 1%	- -	1 *	1 1%	5 1%	2 *	- -	1 *	5 2%
01.00-01.59	5 *	1 *	2 *	- -	2 1%	- -	- -	- -	5 *	1 *	2 *	2 *	- -
02.00-02.59	6 *	- -	6 1%	- -	- -	- -	2 1%	- -	4 *	- -	- -	4 1%	2 1%
03.00-03.59	6 *	- -	5 *	1 *	- -	1 *	2 1%	- -	3 *	- -	- -	* *	5 2%
04.00-04.59	16 1%	2 1%	10 1%	3 1%	1 *	2 1%	3 1%	- -	11 1%	1 *	4 1%	6 1%	5 2%
05.00-05.59	35 2%	2 1%	26 2%	5 2%	3 1%	5 2%	4 2%	1 *	25 2%	- -	7 1%	19 4%	10 4%
06.00-06.59	113 6%	9 3%	74 7%	19 9%	11 4%	10 3%	13 5%	19 8%	71 7%	7 2%	42 7%	28 5%	34 15%
07.00-07.59	294 16%	37 14%	184 17%	28 12%	45 18%	40 14%	37 14%	22 9%	196 19%	56 12%	113 19%	78 15%	47 20%
08.00-08.59	615 34%	72 27%	355 33%	91 40%	98 39%	102 35%	87 34%	92 39%	335 32%	216 46%	184 31%	174 34%	38 16%
09.00-09.59	359 20%	88 33%	194 18%	37 16%	41 16%	80 28%	55 21%	47 20%	177 17%	134 28%	123 21%	70 14%	30 13%
10.00-10.59	71 4%	19 7%	34 3%	6 3%	11 4%	12 4%	10 4%	7 3%	42 4%	13 3%	22 4%	31 6%	5 2%
11.00-11.59	31 2%	8 3%	11 1%	4 2%	9 4%	2 1%	6 2%	11 5%	13 1%	3 1%	11 2%	13 3%	3 1%
12.00-12.59	25 1%	4 2%	11 1%	1 *	8 3%	5 2%	1 *	1 1%	16 2%	5 1%	8 1%	7 1%	4 2%
13.00-13.59	9 *	3 1%	4 *	1 *	- -	1 *	1 *	- -	7 1%	1 *	2 *	5 1%	1 *
14.00-14.59	12 1%	2 1%	8 1%	- -	2 1%	4 1%	- -	2 1%	6 1%	2 *	4 1%	2 *	4 2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
15.00-15.59	7 *	* *	6 1%	- -	- -	1 *	3 1%	- -	3 *	3 1%	* *	1 *	2 1%
16.00-16.59	4 *	- -	4 *	- -	- -	- -	- -	- -	4 *	- -	2 *	1 *	* *
17.00-17.59	17 1%	- -	13 1%	4 2%	- -	4 1%	6 2%	- -	7 1%	3 1%	1 *	5 1%	8 4%
18.00-18.59	13 1%	4 1%	2 *	4 2%	3 1%	* *	1 *	5 2%	6 1%	3 1%	4 1%	3 1%	3 1%
19.00-19.59	6 *	1 *	5 *	- -	- -	- -	3 1%	2 1%	2 *	- -	2 *	3 1%	1 *
20.00-20.59	12 1%	- -	11 1%	- -	1 *	4 1%	2 1%	2 1%	3 *	1 *	1 *	1 *	8 3%
21.00-21.59	5 *	- -	3 *	2 1%	- -	1 *	3 1%	- -	2 *	1 *	1 *	3 1%	* *
22.00-22.59	6 *	3 1%	3 *	- -	- -	- -	1 *	3 1%	2 *	2 *	- -	- -	4 2%
23.00-23.59	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -
DK	147 8%	8 3%	103 10%	23 10%	13 5%	17 6%	18 7%	19 8%	93 9%	18 4%	61 10%	54 11%	14 6%
Not stated	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1659	950	709	944	558	135	22	333	91	243	292	93	332	130	21	119
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
00.00-00.59	8	3	5	3	5	*	-	2	-	3	-	-	1	*	-	2
	*	*	1%	*	1%	*	-	*	-	1%	-	-	*	*	-	1%
01.00-01.59	5	4	1	4	-	1	-	1	-	*	2	-	2	-	-	-
	*	*	*	*	-	1%	-	*	-	*	1%	-	1%	-	-	-
02.00-02.59	6	5	1	5	-	1	-	2	-	1	-	-	-	2	-	1
	*	*	*	*	-	1%	-	*	-	*	-	-	-	1%	-	1%
03.00-03.59	6	4	2	2	4	-	-	2	1	-	2	-	2	-	-	-
	*	*	*	*	1%	-	-	*	1%	-	*	-	1%	-	-	-
04.00-04.59	16	9	7	12	3	-	-	2	1	-	5	-	5	-	1	1
	1%	1%	1%	1%	1%	-	-	*	1%	-	2%	-	1%	-	3%	1%
05.00-05.59	35	22	13	25	6	4	*	8	1	3	7	2	7	3	-	4
	2%	2%	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	2%	-	3%
06.00-06.59	113	79	34	66	39	8	*	18	2	9	32	12	15	12	5	8
	6%	7%	4%	6%	6%	6%	1%	5%	2%	3%	10%	11%	4%	8%	21%	7%
07.00-07.59	294	161	133	180	88	25	1	64	16	41	48	18	64	23	5	15
	16%	15%	17%	17%	14%	17%	5%	17%	17%	16%	15%	17%	17%	16%	21%	12%
08.00-08.59	615	396	219	371	212	28	5	125	37	95	96	32	137	50	6	36
	34%	37%	29%	36%	34%	19%	22%	34%	38%	36%	30%	30%	37%	35%	23%	30%
09.00-09.59	359	174	185	185	135	34	5	54	23	65	55	24	78	24	5	32
	20%	16%	24%	18%	22%	24%	21%	15%	24%	25%	17%	22%	21%	16%	18%	26%
10.00-10.59	71	28	43	25	38	7	1	16	-	10	11	4	16	9	-	5
	4%	3%	6%	2%	6%	5%	7%	4%	-	4%	3%	3%	4%	7%	-	4%
11.00-11.59	31	13	18	14	13	4	-	2	-	4	7	3	10	4	-	-
	2%	1%	2%	1%	2%	3%	-	1%	-	2%	2%	3%	3%	3%	-	-
12.00-12.59	25	16	8	14	6	3	1	7	2	3	*	5	3	4	-	*
	1%	2%	1%	1%	1%	2%	6%	2%	2%	1%	*	5%	1%	3%	-	*
13.00-13.59	9	1	8	1	3	3	2	3	1	2	2	-	-	1	-	1
	*	*	1%	*	1%	2%	7%	1%	1%	1%	1%	-	-	1%	-	1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
14.00-14.59	12 1%	8 1%	4 *	5 *	5 1%	2 1%	-	8 2%	1 1%	-	1 *	-	-	-	-	2 1%
15.00-15.59	7 *	2 *	4 1%	3 *	4 1%	-	-	2 1%	-	*	1 *	1 1%	1 *	*	-	1 1%
16.00-16.59	4 *	-	4 *	-	3 *	*	-	*	-	-	2 1%	-	1 *	-	-	-
17.00-17.59	17 1%	12 1%	5 1%	11 1%	4 1%	2 2%	-	6 2%	1 1%	2 1%	5 2%	-	2 *	1 *	-	1 1%
18.00-18.59	13 1%	7 1%	5 1%	5 *	4 1%	4 3%	-	1 *	-	2 1%	4 1%	1 1%	-	3 2%	2 8%	-
19.00-19.59	6 *	1 *	5 1%	3 *	3 *	-	-	*	-	2 1%	1 *	-	2 1%	-	-	1 *
20.00-20.59	12 1%	8 1%	3 *	8 1%	1 *	2 1%	-	6 2%	-	2 1%	1 *	-	-	2 1%	1 3%	-
21.00-21.59	5 *	3 *	2 *	3 *	1 *	1 1%	-	3 1%	-	1 *	1 *	-	1 *	-	-	-
22.00-22.59	6 *	6 1%	-	6 1%	-	-	-	1 *	-	-	-	-	1 *	1 1%	-	3 2%
23.00-23.59	1 *	1 *	-	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-
DK	147 8%	93 9%	55 7%	80 8%	46 7%	14 10%	6 29%	35 9%	10 11%	20 7%	37 12%	5 5%	24 6%	5 3%	1 3%	9 8%
Not stated	1 *	1 *	-	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1659	737	303	316	85	218	249	695	188	370	157	384	227	275	238	50	84	14
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
00.00-00.59	8*	6 1%	2*	-	-	-	1*	2*	5 2%	-	*	1*	2 1%	-	1*	3 6%	-	-
01.00-01.59	5*	3*	1*	2*	-	-	2 1%	2*	-	-	1*	-	-	4 1%	-	-	-	-
02.00-02.59	6*	3*	1*	-	-	1 1%	-	5 1%	-	-	1*	-	2 1%	-	-	-	-	-
03.00-03.59	6*	1*	1*	2 1%	1 1%	1*	-	2*	-	4 1%	-	1*	1*	1*	-	1 3%	2 3%	-
04.00-04.59	16 1%	5 1%	2 1%	4 1%	1 1%	4 2%	4 1%	8 1%	1 1%	2*	-	7 2%	4 2%	1 *	3 1%	-	-	-
05.00-05.59	35 2%	15 2%	5 1%	9 3%	2 3%	4 2%	6 2%	19 2%	2 1%	4 1%	5 3%	9 2%	5 2%	9 3%	1*	1 1%	1 1%	2 9%
06.00-06.59	113 6%	40 5%	21 6%	22 6%	15 17%	15 6%	12 5%	54 7%	17 8%	22 5%	8 5%	24 6%	23 9%	15 5%	19 7%	2 4%	4 4%	-
07.00-07.59	294 16%	127 16%	54 16%	63 18%	16 18%	35 15%	41 15%	139 18%	33 16%	55 13%	26 16%	72 17%	48 19%	46 16%	41 15%	5 10%	14 16%	* 2%
08.00-08.59	615 34%	286 36%	127 37%	112 32%	28 32%	62 26%	100 38%	271 35%	73 36%	139 33%	32 20%	158 38%	83 32%	114 39%	102 38%	20 41%	27 29%	2 10%
09.00-09.59	359 20%	160 20%	81 24%	56 16%	6 7%	56 23%	46 17%	140 18%	44 22%	91 22%	39 23%	72 17%	46 18%	57 19%	53 20%	10 19%	25 27%	11 56%
10.00-10.59	71 4%	33 4%	9 3%	17 5%	2 3%	9 4%	7 3%	18 2%	6 3%	31 7%	8 5%	11 3%	3 1%	9 3%	15 6%	2 5%	3 3%	-
11.00-11.59	31 2%	17 2%	7 2%	6 2%	-	* *	1*	13 2%	4 2%	9 2%	4 3%	6 2%	7 3%	-	2 1%	-	2 2%	2 10%
12.00-12.59	25 1%	9 1%	4 1%	3 1%	1 1%	7 3%	4 2%	10 1%	1*	5 1%	4 2%	4 1%	5 2%	2 1%	-	2 4%	-	-
13.00-13.59	9*	5 1%	-	1*	1 1%	2 1%	1*	-	3 1%	1*	5 3%	-	-	-	-	-	-	-
14.00-14.59	12 1%	5 1%	1*	4 1%	1 1%	-	-	5 1%	-	5 1%	2 1%	2 1%	2 1%	-	-	-	2 2%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
15.00-15.59	7	4	*	2	-	1	1	2	2	2	-	*	1	*	2	-	1	-
	*	*	*	1%	-	*	*	*	1%	*	-	*	*	*	1%	-	1%	-
16.00-16.59	4	1	-	-	-	3	-	-	1	2	*	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	*	1%	*	-	-	*	-	-	-	-
17.00-17.59	17	6	1	8	-	1	-	11	1	3	2	2	4	3	1	-	3	1
	1%	1%	*	2%	-	1%	-	1%	*	1%	1%	*	2%	1%	*	-	3%	7%
18.00-18.59	13	4	1	1	4	2	3	2	2	2	4	1	3	*	-	-	4	-
	1%	1%	*	*	5%	1%	1%	*	1%	*	2%	*	1%	*	-	-	4%	-
19.00-19.59	6	1	2	1	*	2	3	*	-	3	-	2	1	-	2	-	-	-
	*	*	1%	*	*	1%	1%	*	-	1%	-	*	*	-	1%	-	-	-
20.00-20.59	12	3	-	7	1	1	5	3	1	1	2	2	-	4	1	-	-	-
	1%	*	-	2%	1%	*	2%	*	*	*	1%	1%	-	1%	1%	-	-	-
21.00-21.59	5	2	1	1	-	1	2	2	1	-	1	-	2	2	-	-	-	1
	*	*	*	*	-	*	1%	*	*	-	1%	-	1%	1%	-	-	-	3%
22.00-22.59	6	2	-	3	1	-	1	5	-	-	-	5	-	1	-	-	-	-
	*	*	-	1%	1%	-	*	1%	-	-	-	1%	-	*	-	-	-	-
23.00-23.59	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	*	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-
DK	147	63	20	27	6	32	26	55	9	38	21	33	17	23	22	4	4	1
	8%	8%	6%	8%	7%	13%	10%	7%	4%	9%	12%	8%	7%	8%	8%	8%	4%	3%
Not stated	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1659	1272	59	151	166	520	413	308	151	59	166	31	126	186	257	290	330	470
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
00.00-00.59	8	7	-	-	1	-	2	4	-	-	1	-	-	-	2	-	1	5
	*	*	-	-	1%	-	1%	1%	-	-	1%	-	-	-	1%	-	*	1%
01.00-01.59	5	4	-	-	1	2	2	-	-	-	1	-	-	-	2	*	1	2
	*	*	-	-	1%	*	*	-	-	-	1%	-	-	-	1%	*	*	*
02.00-02.59	6	2	2	1	1	1	-	1	1	2	1	-	1	3	-	1	-	1
	*	*	3%	*	1%	*	-	*	*	3%	1%	-	1%	1%	-	*	-	*
03.00-03.59	6	6	-	-	-	*	5	1	-	-	-	-	-	1	-	-	1	4
	*	*	-	-	-	*	1%	*	-	-	-	-	-	*	-	-	*	1%
04.00-04.59	16	15	-	1	-	6	5	4	1	-	-	-	-	3	2	4	1	6
	1%	1%	-	*	-	1%	1%	1%	*	-	-	-	-	2%	1%	1%	*	1%
05.00-05.59	35	27	*	4	4	10	9	5	4	*	4	3	4	6	8	7	-	10
	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	9%	3%	3%	3%	2%	-	2%
06.00-06.59	113	86	4	12	10	33	41	9	12	4	10	2	13	21	9	24	8	38
	6%	6%	6%	6%	7%	6%	9%	3%	6%	6%	7%	6%	9%	10%	3%	8%	3%	7%
07.00-07.59	294	226	10	26	30	103	69	47	26	10	30	7	17	38	46	50	55	89
	16%	16%	15%	13%	20%	19%	15%	14%	13%	15%	20%	21%	12%	17%	15%	16%	17%	16%
08.00-08.59	615	505	18	65	25	213	167	115	65	18	25	9	45	53	108	108	136	165
	34%	36%	28%	32%	16%	38%	36%	35%	32%	28%	16%	30%	33%	24%	36%	36%	42%	30%
09.00-09.59	359	273	18	42	26	98	83	85	42	18	26	6	30	43	47	59	80	101
	20%	20%	29%	21%	17%	18%	18%	26%	21%	29%	17%	20%	22%	20%	16%	20%	25%	18%
10.00-10.59	71	43	2	12	13	14	9	20	12	2	13	-	3	12	11	8	11	26
	4%	3%	3%	6%	9%	3%	2%	6%	6%	3%	9%	-	2%	6%	4%	3%	4%	5%
11.00-11.59	31	19	1	9	1	8	8	1	9	1	1	2	1	1	12	2	1	15
	2%	1%	2%	4%	1%	1%	2%	*	4%	2%	1%	6%	1%	1%	4%	1%	*	3%
12.00-12.59	25	13	-	6	5	2	7	4	6	-	5	*	3	2	4	3	2	11
	1%	1%	-	3%	3%	*	1%	1%	3%	-	3%	1%	2%	1%	1%	1%	1%	2%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
13.00-13.59	9	-	1	3	5	-	-	-	3	1	5	-	2	1	4	-	-	2
	*	-	2%	1%	3%	-	-	-	1%	2%	3%	-	1%	*	1%	-	-	*
14.00-14.59	12	6	1	5	*	-	4	2	5	1	*	-	-	1	6	-	2	3
	1%	*	1%	2%	*	-	1%	1%	2%	1%	*	-	-	*	2%	-	1%	1%
15.00-15.59	7	4	-	2	-	2	-	2	2	-	-	1	1	*	2	-	-	3
	*	*	-	1%	-	*	-	1%	1%	-	-	3%	1%	*	1%	-	-	1%
16.00-16.59	4	1	-	2	*	-	-	1	2	-	*	-	-	2	-	1	-	*
	*	*	-	1%	*	-	-	*	1%	-	*	-	-	1%	-	*	-	*
17.00-17.59	17	14	-	1	2	8	3	3	1	-	2	-	2	2	1	5	-	6
	1%	1%	-	*	2%	1%	1%	1%	*	-	2%	-	2%	1%	*	2%	-	1%
18.00-18.59	13	9	-	-	4	3	3	3	-	-	4	-	2	-	3	1	2	4
	1%	1%	-	-	3%	1%	1%	1%	-	-	3%	-	1%	-	1%	*	1%	1%
19.00-19.59	6	5	-	-	1	2	2	1	-	-	1	-	-	1	4	1	*	-
	*	*	-	-	*	*	1%	*	-	-	*	-	-	1%	1%	*	*	-
20.00-20.59	12	8	*	2	1	1	4	4	2	*	1	-	4	2	1	1	2	2
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	-	3%	1%	*	*	*	*
21.00-21.59	5	4	-	-	1	1	1	2	-	-	1	-	-	1	2	1	2	*
	*	*	-	-	1%	*	*	1%	-	-	1%	-	-	*	1%	*	*	*
22.00-22.59	6	6	-	-	-	2	3	1	-	-	-	-	-	4	-	1	-	1
	*	*	-	-	-	*	1%	*	-	-	-	-	-	2%	-	*	-	*
23.00-23.59	1	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-
DK	147	103	6	13	21	45	39	18	13	6	21	1	10	19	26	25	16	51
	8%	7%	9%	7%	13%	8%	8%	5%	7%	9%	13%	4%	7%	9%	9%	8%	5%	9%
Not stated	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1659	797	862	62	265	399	463	318	139	13	508	575	346	230	1264	395	-	-	225	699	733
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
0-0.9	149 8%	68 7%	81 9%	9 9%	29 8%	39 9%	39 8%	19 6%	12 10%	3 27%	33 6%	49 8%	38 9%	30 12%	97 7%	52 12%	-	-	36 16%	59 9%	55 6%
1-1.9	209 11%	74 8%	135 15%	10 11%	54 16%	52 12%	53 11%	31 9%	8 6%	1 12%	40 8%	67 10%	65 16%	37 16%	140 10%	70 16%	-	-	35 16%	103 15%	71 8%
2-2.9	164 9%	63 7%	101 11%	14 14%	35 10%	41 10%	40 8%	25 7%	10 8%	-	40 8%	49 8%	49 12%	26 11%	113 8%	51 12%	-	-	26 12%	71 11%	67 7%
3-3.9	211 12%	94 10%	117 13%	12 13%	43 13%	33 8%	52 11%	58 17%	12 10%	1 11%	40 8%	77 12%	65 16%	30 13%	150 11%	61 14%	-	-	24 11%	85 13%	103 11%
4-4.9	119 7%	66 7%	53 6%	3 3%	18 5%	31 7%	30 6%	31 9%	7 6%	-	26 5%	43 7%	32 8%	17 7%	79 6%	39 9%	-	-	22 10%	37 6%	60 6%
5-5.9	105 6%	58 6%	47 5%	6 6%	31 9%	14 3%	27 6%	19 6%	8 6%	-	26 5%	43 7%	18 4%	18 8%	79 6%	26 6%	-	-	16 7%	45 7%	44 5%
6-6.9	94 5%	46 5%	48 5%	6 6%	13 4%	20 5%	28 6%	22 6%	5 4%	1 8%	20 4%	40 6%	23 6%	10 4%	77 6%	17 4%	-	-	13 6%	33 5%	49 5%
7-7.9	92 5%	56 6%	36 4%	2 2%	17 5%	27 6%	26 5%	14 4%	4 3%	1 7%	26 5%	34 5%	17 4%	15 6%	77 6%	15 3%	-	-	10 4%	35 5%	47 5%
8-8.9	87 5%	42 5%	46 5%	7 8%	22 6%	20 5%	19 4%	11 3%	8 7%	-	25 5%	43 7%	9 2%	10 4%	64 5%	23 5%	-	-	16 7%	28 4%	43 5%
9-9.9	41 2%	19 2%	22 2%	4 4%	2 1%	4 1%	15 3%	12 3%	4 3%	1 14%	19 4%	14 2%	8 2%	1 *	37 3%	4 1%	-	-	-	14 2%	28 3%
10-10.9	105 6%	58 6%	47 5%	8 8%	20 6%	27 6%	22 5%	22 7%	7 5%	-	41 8%	42 7%	12 3%	10 4%	89 6%	16 4%	-	-	6 3%	35 5%	64 7%
11-11.9	26 1%	12 1%	14 2%	1 1%	4 1%	7 2%	8 2%	2 1%	4 4%	-	8 1%	4 1%	9 2%	6 2%	20 1%	6 1%	-	-	1 *	10 2%	15 2%
12-12.9	56 3%	26 3%	30 3%	4 5%	6 2%	15 4%	15 3%	8 2%	6 5%	1 12%	16 3%	23 4%	11 3%	7 3%	44 3%	12 3%	-	-	2 1%	17 3%	37 4%
13-13.9	16 1%	13 1%	4 *	-	-	5 1%	8 2%	2 1%	1 1%	-	6 1%	4 1%	4 1%	2 1%	14 1%	2 *	-	-	1 *	7 1%	8 1%
14-14.9	15 1%	10 1%	5 1%	-	2 *	4 1%	2 *	5 1%	2 2%	-	5 1%	9 1%	2 *	-	13 1%	2 *	-	-	-	6 1%	8 1%
15-15.9	71 4%	43 5%	28 3%	-	11 3%	17 4%	22 5%	17 5%	4 3%	-	33 6%	20 3%	12 3%	6 3%	55 4%	16 4%	-	-	1 1%	18 3%	52 6%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
16-16.9	12 1%	8 1%	4 *	-	-	3 1%	5 1%	3 1%	1 1%	-	5 1%	3 *	2 1%	1 *	11 1%	1 *	-	-	*	6 1%	6 1%
17-17.9	16 1%	3 *	13 1%	-	2 1%	3 1%	6 1%	3 1%	* 1%	1 9%	7 1%	7 1%	* 1%	2 1%	13 1%	3 1%	-	-	-	5 1%	10 1%
18-18.9	19 1%	13 1%	6 1%	2 2%	1 *	7 2%	6 1%	2 1%	2 2%	-	8 1%	7 1%	4 1%	* 1%	18 1%	1 *	-	-	-	6 1%	13 1%
19-19.9	3 *	1 *	2 *	-	-	* *	2 *	1 *	-	-	3 1%	-	* *	-	3 *	1 *	-	-	-	1 *	2 *
20-20.9	34 2%	27 3%	6 1%	-	10 3%	10 2%	6 1%	5 1%	2 1%	-	18 3%	11 2%	3 1%	2 1%	32 2%	2 *	-	-	*	10 2%	23 2%
21-21.9	5 *	4 *	1 *	-	-	2 *	1 *	2 *	-	-	1 *	3 *	1 *	-	5 *	-	-	-	-	2 *	3 *
22-22.9	12 1%	8 1%	5 1%	-	-	7 2%	* *	2 *	3 3%	-	6 1%	* *	4 1%	3 1%	11 1%	1 *	-	-	1 1%	4 1%	7 1%
23-23.9	7 *	5 1%	2 *	-	3 1%	-	5 1%	-	-	-	2 *	3 1%	2 *	-	7 1%	-	-	-	-	1 *	6 1%
24-24.9	3 *	* *	2 *	2 2%	-	-	* *	1 *	-	-	1 *	* *	-	2 1%	3 *	-	-	-	-	1 *	2 *
25-25.9	30 2%	15 2%	15 2%	3 3%	3 1%	9 2%	6 1%	6 2%	2 2%	-	9 2%	12 2%	7 2%	1 1%	26 2%	4 1%	-	-	*	5 1%	24 3%
26-26.9	3 *	2 *	1 *	-	1 *	-	1 *	1 *	-	-	1 *	1 *	-	1 1%	3 *	-	-	-	-	1 *	1 *
27-27.9	2 *	2 *	-	-	-	1 *	-	-	1 *	-	1 *	1 *	-	-	2 *	-	-	-	-	1 *	1 *
28-28.9	5 *	3 *	1 *	-	4 1%	-	-	1 *	-	-	-	2 *	1 1%	3 *	1 *	-	-	-	1 1%	2 *	1 *
29-29.9	3 *	3 *	-	-	-	-	3 1%	-	-	-	2 *	1 *	-	-	3 *	-	-	-	-	-	3 *
30-30.9	31 2%	19 2%	12 1%	1 1%	7 2%	9 2%	8 2%	5 2%	-	-	13 3%	11 2%	5 1%	1 *	29 2%	1 *	-	-	-	10 1%	19 2%
32-32.9	1 *	1 *	* *	-	-	-	1 *	-	-	-	* *	1 *	-	-	1 *	-	-	-	-	* *	1 *
34-34.9	1 *	1 *	-	-	-	1 *	-	-	-	-	* *	-	1 *	-	1 *	-	-	-	-	* *	1 *

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
35 miles or more	74 4%	57 6%	16 2%	1 1%	7 2%	17 4%	29 6%	10 3%	9 7%	-	44 8%	17 3%	12 3%	1 1%	70 5%	4 1%	-	-	7 3%	13 2%	55 6%
Under 1 mile (Net)	149 8%	68 7%	81 9%	9 9%	29 8%	39 9%	39 8%	19 6%	12 10%	3 27%	33 6%	49 8%	38 9%	30 12%	97 7%	52 12%	-	-	36 16%	59 9%	55 6%
1 to under 2 miles (Net)	209 11%	74 8%	135 15%	10 11%	54 16%	52 12%	53 11%	31 9%	8 6%	1 12%	40 8%	67 10%	65 16%	37 16%	140 10%	70 16%	-	-	35 16%	103 15%	71 8%
2 to under 5 miles (Net)	494 27%	222 24%	272 30%	29 31%	95 28%	105 24%	121 25%	113 34%	29 24%	1 11%	106 20%	169 26%	146 35%	73 30%	343 25%	151 35%	-	-	72 33%	193 29%	230 25%
5 to under 10 miles (Net)	420 23%	221 24%	199 22%	25 27%	84 24%	86 20%	115 24%	77 23%	29 24%	3 29%	117 22%	175 27%	75 18%	54 22%	334 24%	86 20%	-	-	55 25%	154 23%	211 23%
10 to under 25 miles (Net)	400 22%	231 25%	168 19%	17 18%	58 17%	109 25%	109 23%	73 22%	32 26%	2 21%	158 30%	137 21%	65 16%	40 16%	337 24%	63 15%	-	-	12 5%	131 19%	257 28%
25 to under 50 miles (Net)	122 7%	84 9%	39 4%	4 4%	21 6%	32 8%	40 8%	19 6%	6 5%	-	55 11%	41 6%	21 5%	6 3%	115 8%	8 2%	-	-	8 3%	26 4%	87 9%
50 to under 100 miles (Net)	26 1%	19 2%	6 1%	1 1%	2 1%	5 1%	8 2%	4 1%	6 5%	-	15 3%	4 1%	6 1%	1 *	23 2%	3 1%	-	-	1 *	7 1%	18 2%
Mean Including 0	8.83	10.67	6.96	6.69	7.15	9.42	9.50	8.71	11.11	5.85	12.33	8.08	7.40	5.71	9.86	5.55	-	-	5.16	7.17	10.86
Mean Excluding 0	8.97	10.83	7.07	6.69	7.17	9.63	9.65	8.80	11.65	6.25	12.61	8.23	7.42	5.77	9.99	5.67	-	-	5.22	7.30	11.00

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1659	185	1153	151	170	241	227	165	1026	488	474	451	233
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
0-0.9	149 8%	10 4%	87 8%	24 11%	27 11%	18 6%	35 13%	19 8%	77 7%	25 5%	43 7%	55 11%	26 11%
1-1.9	209 11%	28 10%	162 15%	15 7%	5 2%	34 12%	39 15%	21 9%	114 11%	40 9%	75 13%	63 12%	31 13%
2-2.9	164 9%	19 7%	113 11%	13 6%	19 7%	19 7%	23 9%	31 13%	91 9%	38 8%	45 8%	57 11%	23 10%
3-3.9	211 12%	38 14%	135 13%	29 13%	10 4%	33 11%	38 15%	27 12%	113 11%	35 7%	84 14%	56 11%	36 15%
4-4.9	119 7%	27 10%	77 7%	10 4%	5 2%	25 9%	13 5%	13 6%	68 7%	23 5%	36 6%	41 8%	15 6%
5-5.9	105 6%	12 5%	65 6%	16 7%	13 5%	19 7%	5 2%	18 8%	63 6%	25 5%	40 7%	25 5%	14 6%
6-6.9	94 5%	22 8%	38 3%	16 7%	18 7%	14 5%	3 1%	12 5%	65 6%	23 5%	29 5%	27 5%	15 6%
7-7.9	92 5%	26 10%	41 4%	8 4%	17 7%	19 6%	20 8%	10 4%	43 4%	26 6%	32 5%	18 3%	16 7%
8-8.9	87 5%	14 5%	50 5%	18 8%	6 2%	13 5%	12 5%	13 6%	49 5%	27 6%	16 3%	34 7%	7 3%
9-9.9	41 2%	6 2%	21 2%	6 3%	8 3%	5 2%	2 1%	2 1%	33 3%	10 2%	19 3%	9 2%	4 2%
10-10.9	105 6%	11 4%	58 5%	14 6%	23 9%	16 5%	12 5%	11 5%	67 6%	40 9%	29 5%	27 5%	8 3%
11-11.9	26 1%	2 1%	8 1%	3 1%	12 5%	2 1%	2 1%	5 2%	16 2%	6 1%	7 1%	8 2%	5 2%
12-12.9	56 3%	10 4%	25 2%	6 2%	15 6%	9 3%	9 3%	5 2%	33 3%	19 4%	19 3%	16 3%	2 1%
13-13.9	16 1%	-	13 1%	-	3 1%	3 1%	4 2%	3 1%	6 1%	7 1%	3 1%	5 1%	1 1%
14-14.9	15 1%	3 1%	8 1%	1 *	3 1%	-	1 *	-	14 1%	4 1%	9 1%	1 *	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
15-15.9	71 4%	14 5%	36 3%	9 4%	11 5%	10 3%	7 3%	11 5%	43 4%	22 5%	29 5%	14 3%	6 2%
16-16.9	12 1%	-	6 1%	5 2%	1 *	-	3 1%	4 2%	5 *	2 *	6 1%	2 *	1 1%
17-17.9	16 1%	2 1%	8 1%	1 *	5 2%	3 1%	3 1%	1 *	8 1%	5 1%	5 1%	5 1%	-
18-18.9	19 1%	-	9 1%	3 1%	8 3%	7 2%	2 1%	2 1%	8 1%	4 1%	8 1%	5 1%	2 1%
19-19.9	3 *	-	3 *	-	1 *	-	2 1%	-	1 *	2 *	1 *	-	* *
20-20.9	34 2%	5 2%	14 1%	6 3%	9 3%	4 2%	4 2%	3 1%	23 2%	17 4%	13 2%	3 1%	* *
21-21.9	5 *	-	5 *	-	-	1 *	1 *	1 1%	2 *	1 *	-	2 *	2 1%
22-22.9	12 1%	1 *	7 1%	4 2%	1 *	3 1%	1 *	-	9 1%	4 1%	3 *	5 1%	1 1%
23-23.9	7 *	-	5 *	-	2 1%	1 *	-	3 1%	3 *	2 1%	2 *	2 *	2 1%
24-24.9	3 *	-	3 *	-	-	-	-	1 *	2 *	-	* *	1 *	2 1%
25-25.9	30 2%	-	20 2%	1 *	9 4%	4 1%	2 1%	2 1%	22 2%	8 2%	11 2%	9 2%	2 1%
26-26.9	3 *	1 *	2 *	-	-	-	-	-	3 *	1 *	2 *	-	-
27-27.9	2 *	-	2 *	-	-	-	-	-	2 *	-	1 *	1 *	-
28-28.9	5 *	1 *	3 *	-	-	1 *	-	-	3 *	1 *	1 *	1 *	1 *
29-29.9	3 *	-	1 *	2 1%	-	2 1%	-	1 1%	-	3 1%	-	-	-
30-30.9	31 2%	8 3%	13 1%	3 1%	8 3%	10 3%	6 2%	4 2%	11 1%	14 3%	6 1%	3 1%	8 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
32-32.9	1	-	1	-	-	-	1	-	*	-	1	-	-
34-34.9	1	-	1	-	-	-	1	-	*	*	-	1	-
35 miles or more	74 4%	6 2%	41 4%	16 7%	11 5%	15 5%	8 3%	9 4%	42 4%	36 8%	21 3%	16 3%	1 *
Under 1 mile (Net)	149 8%	10 4%	87 8%	24 11%	27 11%	18 6%	35 13%	19 8%	77 7%	25 5%	43 7%	55 11%	26 11%
1 to under 2 miles (Net)	209 11%	28 10%	162 15%	15 7%	5 2%	34 12%	39 15%	21 9%	114 11%	40 9%	75 13%	63 12%	31 13%
2 to under 5 miles (Net)	494 27%	84 32%	325 30%	52 23%	34 13%	77 26%	74 29%	71 31%	272 26%	96 20%	165 28%	155 30%	74 32%
5 to under 10 miles (Net)	420 23%	80 30%	214 20%	64 28%	62 25%	70 24%	42 16%	55 24%	253 24%	111 24%	136 23%	113 22%	56 24%
10 to under 25 miles (Net)	400 22%	49 18%	206 19%	51 22%	94 38%	59 20%	51 20%	50 22%	240 23%	135 29%	134 22%	95 19%	34 15%
25 to under 50 miles (Net)	122 7%	11 4%	72 7%	15 6%	25 10%	26 9%	17 7%	11 5%	68 7%	52 11%	34 6%	26 5%	11 5%
50 to under 100 miles (Net)	26 1%	4 2%	11 1%	7 3%	3 1%	6 2%	- -	6 2%	14 1%	12 3%	8 1%	5 1%	1 *
Mean Including 0	8.83	8.24	7.98	10.90	11.25	10.03	7.24	8.99	8.86	11.94	8.51	7.49	6.41
Mean Excluding 0	8.97	8.33	8.07	11.18	11.55	10.21	7.39	9.20	8.96	12.11	8.65	7.61	6.51

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1659	950	709	944	558	135	22	333	91	243	292	93	332	130	21	119
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
0-0.9	149 8%	61 6%	88 12%	74 7%	51 8%	21 15%	4 17%	32 9%	3 3%	22 8%	36 11%	6 5%	27 7%	15 11%	1 5%	6 5%
1-1.9	209 11%	92 9%	118 15%	108 10%	70 11%	21 15%	10 46%	51 14%	6 6%	30 11%	36 11%	13 12%	38 10%	16 11%	2 7%	15 12%
2-2.9	164 9%	93 9%	71 9%	84 8%	63 10%	16 11%	1 5%	33 9%	10 10%	34 13%	25 8%	9 8%	33 9%	5 4%	4 15%	12 10%
3-3.9	211 12%	118 11%	93 12%	124 12%	71 11%	15 10%	1 5%	45 12%	20 20%	19 7%	35 11%	11 10%	47 12%	17 12%	3 11%	15 12%
4-4.9	119 7%	67 6%	52 7%	69 7%	32 5%	18 12%	1 2%	23 6%	7 8%	17 6%	24 8%	6 6%	19 5%	12 8%	4 15%	6 5%
5-5.9	105 6%	54 5%	51 7%	54 5%	35 6%	15 11%	1 3%	27 7%	5 5%	9 3%	14 4%	5 5%	23 6%	10 7%	-	13 11%
6-6.9	94 5%	56 5%	38 5%	51 5%	32 5%	11 8%	-	15 4%	8 8%	5 2%	21 7%	6 6%	19 5%	8 5%	1 4%	11 9%
7-7.9	92 5%	54 5%	38 5%	48 5%	39 6%	6 4%	* 2%	17 5%	5 5%	14 5%	16 5%	3 3%	17 4%	9 6%	3 13%	8 6%
8-8.9	87 5%	58 5%	29 4%	44 4%	32 5%	10 7%	2 8%	16 4%	8 8%	16 6%	19 6%	7 7%	7 2%	5 3%	4 16%	6 5%
9-9.9	41 2%	27 3%	15 2%	32 3%	9 1%	-	-	5 1%	7 7%	3 1%	3 1%	4 4%	9 2%	5 3%	-	4 4%
10-10.9	105 6%	65 6%	40 5%	62 6%	40 6%	3 2%	-	23 6%	6 6%	20 8%	16 5%	3 3%	25 7%	5 4%	1 3%	6 5%
11-11.9	26 1%	19 2%	7 1%	17 2%	8 1%	1 1%	-	1 *	-	6 2%	11 3%	2 2%	5 1%	* *	-	* *
12-12.9	56 3%	41 4%	15 2%	35 3%	21 3%	1 1%	-	7 2%	1 1%	10 4%	14 4%	4 4%	13 3%	5 3%	-	3 3%
13-13.9	16 1%	14 1%	2 *	14 1%	3 *	-	-	3 1%	-	2 1%	4 1%	3 3%	4 1%	1 *	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
14-14.9	15 1%	12 1%	3 *	10 1%	5 1%	-	-	1 *	-	3 1%	5 2%	-	3 1%	2 1%	-	1 *
15-15.9	71 4%	45 4%	26 3%	42 4%	27 4%	2 1%	-	5 1%	3 4%	14 5%	8 2%	9 8%	21 6%	8 5%	1 5%	1 1%
16-16.9	12 1%	9 1%	2 *	9 1%	2 *	* *	-	-	1 1%	2 1%	2 1%	1 1%	5 1%	-	-	-
17-17.9	16 1%	11 1%	4 1%	14 1%	2 *	-	-	1 *	-	2 1%	4 1%	1 1%	5 1%	2 2%	* 1%	-
18-18.9	19 1%	11 1%	8 1%	15 1%	2 *	-	2 9%	9 2%	1 1%	5 2%	-	-	4 1%	-	-	-
19-19.9	3 *	3 *	-	3 *	-	-	-	* *	-	1 *	-	1 1%	1 *	-	-	-
20-20.9	34 2%	25 2%	9 1%	22 2%	11 2%	-	1 3%	6 2%	* 1%	7 3%	5 1%	1 *	11 3%	3 2%	-	2 1%
21-21.9	5 *	4 *	1 *	5 *	-	-	-	1 *	-	2 1%	-	-	2 1%	-	-	-
22-22.9	12 1%	7 1%	5 1%	8 1%	4 1%	-	-	3 1%	-	3 1%	1 *	-	3 1%	1 1%	-	1 1%
23-23.9	7 *	6 1%	1 *	5 *	3 *	-	-	4 1%	-	-	1 *	-	2 *	-	-	1 1%
24-24.9	3 *	3 *	-	2 *	* *	-	-	2 *	* *	-	-	1 1%	-	-	-	-
25-25.9	30 2%	18 2%	12 2%	15 1%	15 2%	-	-	5 1%	2 2%	* *	4 1%	3 3%	11 3%	2 2%	-	3 2%
26-26.9	3 *	3 *	-	3 *	-	-	-	2 1%	-	-	-	-	1 *	-	-	-
27-27.9	2 *	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	1 1%	-	-	-	-
28-28.9	5 *	3 *	1 *	3 *	1 *	-	-	1 *	-	3 1%	-	-	1 *	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
29-29.9	3	2	1	1	2	-	-	-	-	-	-	2	-	1	-	-
	*	*	*	*	*	-	-	-	-	-	-	1%	-	1%	-	-
30-30.9	31	20	11	18	11	2	-	7	*	3	6	3	7	-	-	4
	2%	2%	1%	2%	2%	1%	-	2%	*	1%	2%	3%	2%	-	-	4%
32-32.9	1	1	*	-	1	-	-	-	-	1	*	-	-	-	-	-
	*	*	*	-	*	-	-	-	-	*	*	-	-	-	-	-
34-34.9	1	1	*	1	*	-	-	1	*	-	-	-	-	-	-	-
	*	*	*	*	*	-	-	*	*	-	-	-	-	-	-	-
35 miles or more	74	54	20	40	31	3	-	19	2	13	7	3	12	12	1	3
	4%	5%	3%	4%	5%	2%	-	5%	3%	5%	2%	3%	3%	9%	6%	3%
Under 1 mile (Net)	149	61	88	74	51	21	4	32	3	22	36	6	27	15	1	6
	8%	6%	12%	7%	8%	15%	17%	9%	3%	8%	11%	5%	7%	11%	5%	5%
1 to under 2 miles (Net)	209	92	118	108	70	21	10	51	6	30	36	13	38	16	2	15
	11%	9%	15%	10%	11%	15%	46%	14%	6%	11%	11%	12%	10%	11%	7%	12%
2 to under 5 miles (Net)	494	278	217	277	166	48	3	102	37	70	84	26	98	34	10	33
	27%	26%	28%	27%	27%	34%	13%	28%	38%	27%	26%	24%	26%	24%	41%	27%
5 to under 10 miles (Net)	420	249	171	228	148	41	3	81	32	47	73	26	74	36	8	42
	23%	24%	22%	22%	24%	29%	13%	22%	33%	18%	23%	25%	20%	25%	32%	35%
10 to under 25 miles (Net)	400	276	123	262	128	7	2	65	14	77	71	24	104	26	2	15
	22%	26%	16%	25%	21%	5%	11%	18%	14%	29%	22%	23%	28%	18%	10%	12%
25 to under 50 miles (Net)	122	82	41	67	52	3	-	25	4	14	18	12	26	14	-	10
	7%	8%	5%	6%	8%	2%	-	7%	4%	5%	6%	11%	7%	10%	-	8%
50 to under 100 miles (Net)	26	20	5	16	8	1	-	10	1	5	1	-	5	1	1	1
	1%	2%	1%	2%	1%	1%	-	3%	1%	2%	*	-	1%	1%	6%	1%
Mean Including 0	8.83	10.20	6.94	9.36	9.02	4.98	3.96	9.36	7.66	9.59	7.37	9.17	9.29	9.66	9.09	7.76
Mean Excluding 0	8.97	10.38	7.02	9.52	9.13	5.06	3.96	9.51	7.66	9.74	7.48	9.37	9.39	9.87	9.09	7.98

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1659	737	303	316	85	218	249	695	188	370	157	384	227	275	238	50	84	14
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
0-0.9	149 8%	71 9%	23 7%	24 7%	3 3%	27 11%	24 9%	50 6%	9 5%	42 10%	25 15%	37 9%	15 6%	12 4%	14 5%	3 6%	9 10%	2 12%
1-1.9	209 11%	100 12%	37 11%	41 12%	5 6%	26 11%	39 15%	69 9%	23 11%	47 11%	31 19%	51 12%	20 8%	23 8%	20 7%	2 5%	4 5%	5 24%
2-2.9	164 9%	68 8%	34 10%	31 9%	7 8%	24 10%	18 7%	66 9%	15 8%	48 11%	17 10%	37 9%	17 7%	23 8%	21 8%	5 9%	7 7%	1 7%
3-3.9	211 12%	94 12%	40 12%	34 10%	13 15%	30 13%	29 11%	95 12%	24 12%	47 11%	16 10%	42 10%	29 11%	44 15%	32 12%	2 3%	8 9%	2 10%
4-4.9	119 7%	53 7%	14 4%	26 7%	7 8%	19 8%	19 7%	50 7%	8 4%	24 6%	18 11%	29 7%	17 6%	21 7%	14 5%	3 7%	4 5%	1 6%
5-5.9	105 6%	43 5%	16 5%	25 7%	4 4%	18 7%	9 3%	45 6%	13 6%	22 5%	16 10%	19 5%	11 4%	22 7%	12 5%	3 6%	7 8%	4 19%
6-6.9	94 5%	46 6%	13 4%	17 5%	8 9%	10 4%	12 5%	39 5%	15 8%	17 4%	11 7%	16 4%	11 4%	21 7%	15 6%	1 2%	4 5%	-
7-7.9	92 5%	42 5%	13 4%	23 6%	7 9%	7 3%	4 1%	44 6%	6 3%	32 8%	6 4%	16 4%	15 6%	16 6%	11 4%	5 11%	10 12%	2 8%
8-8.9	87 5%	36 4%	16 5%	20 6%	4 4%	12 5%	10 4%	34 4%	9 4%	23 6%	12 7%	20 5%	10 4%	9 3%	15 6%	2 4%	6 7%	-
9-9.9	41 2%	15 2%	10 3%	11 3%	3 4%	2 1%	8 3%	24 3%	4 2%	6 1%	-	16 4%	1 1%	13 4%	5 2%	-	5 5%	-
10-10.9	105 6%	46 6%	16 5%	22 6%	6 7%	16 7%	17 6%	45 6%	16 8%	24 6%	3 2%	28 7%	22 8%	10 3%	23 9%	-	3 3%	2*
11-11.9	26 1%	9 1%	4 1%	11 3%	-	2 1%	4 2%	13 2%	6 3%	3 1%	1 *	6 2%	4 1%	7 2%	6 2%	-	3 3%	-
12-12.9	56 3%	17 2%	22 7%	5 1%	5 6%	7 3%	10 4%	24 3%	4 2%	17 4%	1 1%	11 3%	13 5%	10 3%	13 5%	2 4%	4 4%	-
13-13.9	16 1%	6 1%	3 1%	3 1%	-	4 2%	2 1%	12 2%	-	3 1%	-	4 1%	5 2%	4 1%	1 *	-	1 1%	-
14-14.9	15 1%	6 1%	5 2%	-	-	3 1%	4 1%	6 1%	4 2%	1 *	-	2 *	1 *	7 2%	-	4 7%	1 1%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
15-15.9	71 4%	29 4%	17 5%	13 4%	2 2%	10 4%	11 4%	30 4%	6 3%	21 5%	2 1%	17 4%	14 5%	11 4%	17 7%	2 3%	1 1%	2 9%
16-16.9	12 1%	2 *	4 1%	2 1%	2 2%	1 1%	3 1%	6 1%	2 1%	* *	* *	4 1%	1 *	4 1%	2 1%	* 1%	- -	- -
17-17.9	16 1%	5 1%	7 2%	4 1%	- *	* *	5 2%	9 1%	2 1%	- -	- -	6 1%	3 1%	4 2%	- -	- -	- -	- -
18-18.9	19 1%	11 1%	6 2%	2 *	- -	1 *	1 1%	13 2%	2 1%	- -	2 1%	6 1%	6 2%	4 1%	2 1%	- -	- -	- -
19-19.9	3 *	3 *	1 *	- -	- -	- -	2 1%	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -
20-20.9	34 2%	17 2%	6 2%	7 2%	2 3%	2 1%	9 4%	13 2%	3 1%	8 2%	1 *	8 2%	8 3%	7 2%	5 2%	2 5%	2 2%	1 3%
21-21.9	5 *	1 *	1 *	2 *	- -	1 1%	3 1%	2 *	- -	- -	- -	2 *	2 1%	1 *	- -	- -	- -	- -
22-22.9	12 1%	6 1%	1 *	5 1%	- -	1 *	* *	8 1%	2 1%	2 *	- -	2 1%	3 1%	2 1%	3 1%	- -	1 1%	- -
23-23.9	7 *	2 *	2 *	2 1%	- -	2 1%	- -	5 1%	1 *	2 *	- -	2 *	1 *	1 *	3 1%	- -	- -	- -
24-24.9	3 *	2 *	- -	* *	- -	- -	1 *	2 *	* *	- -	- -	1 *	2 1%	- -	* *	- -	- -	- -
25-25.9	30 2%	19 2%	6 2%	1 *	* *	3 1%	5 2%	10 1%	8 4%	7 2%	- -	6 1%	4 2%	3 1%	8 3%	4 7%	1 1%	- -
26-26.9	3 *	- -	- -	1 *	1 2%	- -	- -	3 *	- -	- -	- -	2 *	- -	1 *	- -	- -	- -	- -
27-27.9	2 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -
28-28.9	5 *	2 *	1 *	- -	1 1%	- -	1 *	3 *	1 1%	- -	- -	2 *	- -	- -	- -	- -	- -	- -
29-29.9	3 *	- -	1 *	- -	- -	2 1%	- -	1 *	- -	2 *	- -	1 *	- -	- -	2 1%	- -	- -	- -
30-30.9	31 2%	14 2%	3 1%	8 2%	3 3%	3 1%	2 1%	16 2%	7 3%	4 1%	2 1%	5 1%	8 3%	5 2%	6 2%	2 4%	1 1%	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
32-32.9	1	-	1	-	-	*	-	-	1	-	-	-	-	*	1	-	-	-
34-34.9	1	-	1	-	-	-	-	1	-	*	1	-	-	-	*	-	-	-
35 miles or more	74	40	14	13	2	5	13	27	12	19	3	14	15	7	13	6	9	-
	4%	5%	4%	4%	2%	2%	5%	4%	6%	4%	2%	3%	6%	2%	5%	12%	10%	-
Under 1 mile (Net)	149	71	23	24	3	27	24	50	9	42	25	37	15	12	14	3	9	2
	8%	9%	7%	7%	3%	11%	9%	6%	5%	10%	15%	9%	6%	4%	5%	6%	10%	12%
1 to under 2 miles (Net)	209	100	37	41	5	26	39	69	23	47	31	51	20	23	20	2	4	5
	11%	12%	11%	12%	6%	11%	15%	9%	11%	11%	19%	12%	8%	8%	7%	5%	5%	24%
2 to under 5 miles (Net)	494	215	89	91	26	74	66	211	48	118	51	108	63	88	67	10	19	4
	27%	27%	26%	26%	31%	31%	25%	27%	23%	28%	31%	26%	24%	30%	25%	20%	21%	23%
5 to under 10 miles (Net)	420	182	69	96	26	48	42	186	48	100	44	87	48	81	58	11	33	5
	23%	23%	20%	27%	30%	20%	16%	24%	23%	24%	27%	21%	19%	28%	22%	23%	36%	27%
10 to under 25 miles (Net)	400	160	95	78	17	50	72	190	48	80	9	99	84	73	76	10	15	3
	22%	20%	28%	22%	20%	21%	27%	25%	23%	19%	6%	24%	33%	25%	29%	20%	17%	14%
25 to under 50 miles (Net)	122	61	23	21	6	12	15	52	27	25	3	22	26	12	24	13	8	-
	7%	8%	7%	6%	6%	5%	6%	7%	13%	6%	2%	5%	10%	4%	9%	26%	9%	-
50 to under 100 miles (Net)	26	15	6	2	2	1	6	10	2	7	1	9	2	3	6	*	3	-
	1%	2%	2%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	1%	2%	*	3%	-
Mean Including 0	8.83	9.27	9.57	8.32	8.85	7.07	9.57	9.29	10.27	8.41	4.85	9.16	10.60	8.54	10.47	14.29	11.21	4.65
Mean Excluding 0	8.97	9.44	9.76	8.34	8.98	7.19	9.71	9.45	10.31	8.55	4.91	9.37	10.77	8.68	10.57	14.29	11.60	4.65

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1659	1272	59	151	166	520	413	308	151	59	166	31	126	186	257	290	330	470
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
0-0.9	149 8%	92 7%	9 14%	19 9%	27 17%	25 4%	28 6%	36 11%	19 9%	9 14%	27 17%	3 9%	22 16%	27 12%	17 6%	14 5%	20 6%	50 9%
1-1.9	209 11%	125 9%	10 16%	46 23%	25 16%	21 4%	48 10%	54 16%	46 23%	10 16%	25 16%	2 6%	31 22%	35 16%	28 9%	31 10%	19 6%	66 12%
2-2.9	164 9%	111 8%	6 10%	26 13%	20 13%	28 5%	43 9%	35 10%	26 13%	6 10%	20 13%	4 13%	12 9%	24 11%	34 11%	24 8%	17 5%	52 10%
3-3.9	211 12%	159 11%	8 13%	29 14%	16 10%	50 9%	47 10%	57 17%	29 14%	8 13%	16 10%	5 16%	18 13%	39 18%	31 10%	31 10%	24 7%	68 13%
4-4.9	119 7%	89 6%	6 10%	7 4%	15 10%	16 3%	48 10%	23 7%	7 4%	6 10%	15 10%	3 11%	9 7%	22 10%	21 7%	21 7%	18 6%	27 5%
5-5.9	105 6%	78 6%	4 6%	10 5%	13 8%	25 4%	26 6%	23 7%	10 5%	4 6%	13 8%	4 13%	7 5%	6 3%	32 11%	30 10%	3 1%	27 5%
6-6.9	94 5%	68 5%	4 6%	13 6%	9 6%	20 4%	39 8%	10 3%	13 6%	4 6%	9 6%	- -	4 3%	12 6%	11 4%	20 7%	19 6%	29 5%
7-7.9	92 5%	76 6%	2 4%	6 3%	7 5%	23 4%	33 7%	21 6%	6 3%	2 4%	7 5%	- -	5 4%	9 4%	11 4%	16 5%	22 7%	29 5%
8-8.9	87 5%	62 4%	6 10%	9 4%	10 7%	20 4%	26 6%	11 3%	9 4%	6 10%	10 7%	5 15%	8 6%	11 5%	7 2%	11 4%	14 4%	35 6%
9-9.9	41 2%	40 3%	- -	1 1%	- -	18 3%	15 3%	6 2%	1 1%	- -	- -	- -	2 2%	1 1%	10 3%	7 2%	11 3%	9 2%
10-10.9	105 6%	86 6%	2 3%	13 7%	4 3%	42 8%	25 5%	18 5%	13 7%	2 3%	4 3%	1 4%	2 2%	9 4%	15 5%	9 3%	31 10%	38 7%
11-11.9	26 1%	25 2%	- -	- -	1 1%	11 2%	11 2%	3 1%	- -	- -	1 1%	- -	1 1%	* *	11 4%	6 2%	3 1%	5 1%
12-12.9	56 3%	53 4%	1 2%	2 1%	1 *	24 4%	23 5%	6 2%	2 1%	1 2%	1 *	- -	1 *	8 4%	12 4%	9 3%	7 2%	19 4%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
13-13.9	16 1%	16 1%	-	-	1 *	10 2%	5 1%	-	-	-	1 3%	1	2 1%	4 2%	2 1%	2 1%	2 1%	4 1%
14-14.9	15 1%	15 1%	-	-	-	10 2%	1 *	3 1%	-	-	-	-	1 1%	-	3 1%	3 1%	2 1%	6 1%
15-15.9	71 4%	63 5%	-	5 3%	1 1%	32 6%	17 4%	12 4%	5 3%	-	1 1%	3 9%	3 2%	3 1%	18 6%	12 4%	14 4%	21 4%
16-16.9	12 1%	11 1%	* 1%	-	-	8 1%	4 1%	-	-	* 1%	-	-	-	1 *	3 1%	2 1%	4 1%	2 *
17-17.9	16 1%	14 1%	-	2 1%	-	10 2%	2 *	2 1%	2 1%	-	-	-	2 2%	2 1%	-	5 2%	5 2%	1 *
18-18.9	19 1%	17 1%	-	2 1%	-	15 3%	2 *	-	2 1%	-	-	-	-	-	8 3%	3 1%	3 1%	5 1%
19-19.9	3 *	3 *	-	-	-	3 *	-	1 *	-	-	-	-	1 1%	-	-	* 1%	2 1%	-
20-20.9	34 2%	32 2%	* 1%	2 1%	-	24 4%	6 1%	1 *	2 1%	* 1%	-	-	2 1%	1 1%	2 1%	8 3%	16 5%	4 1%
21-21.9	5 *	5 *	-	-	-	5 1%	-	-	-	-	-	-	-	-	3 1%	-	-	2 *
22-22.9	12 1%	11 1%	1 2%	-	-	11 2%	-	-	-	1 2%	-	-	-	-	1 *	4 1%	4 1%	4 1%
23-23.9	7 *	6 *	-	-	-	3 1%	1 *	2 *	-	-	-	-	-	-	6 2%	1 *	-	1 *
24-24.9	3 *	3 *	-	-	-	3 *	-	-	-	-	-	-	-	-	-	-	* *	2 *
25-25.9	30 2%	25 2%	-	4 2%	* *	18 3%	4 1%	3 1%	4 2%	-	* *	-	* *	2 1%	-	6 2%	10 3%	12 2%
26-26.9	3 *	3 *	-	-	-	3 *	-	-	-	-	-	-	-	-	1 *	1 *	1 *	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
27-27.9	2	2	-	-	-	2	-	-	-	-	-	-	-	-	1	-	1	-
28-28.9	5	2	-	1	1	1	-	1	1	-	1	-	1	-	-	3	1	-
29-29.9	3	3	-	-	-	3	-	-	-	-	-	-	-	-	-	2	1	-
30-30.9	31	28	-	2	-	22	5	1	2	-	-	-	1	-	1	6	12	10
32-32.9	1	1	-	-	-	1	*	-	-	-	-	-	-	-	-	*	*	1
34-34.9	1	1	-	-	-	*	1	-	-	-	-	-	-	-	1	-	*	-
35 miles or more	74	64	2	3	4	52	7	5	3	2	4	-	3	1	8	14	33	15
Under 1 mile (Net)	149	92	9	19	27	25	28	36	19	9	27	3	22	27	17	14	20	50
1 to under 2 miles (Net)	209	125	10	46	25	21	48	54	46	10	25	2	31	35	28	31	19	66
2 to under 5 miles (Net)	494	359	21	62	51	94	138	114	62	21	51	13	40	84	87	77	59	148
5 to under 10 miles (Net)	420	324	16	40	39	106	139	70	40	16	39	9	26	39	72	84	69	129
10 to under 25 miles (Net)	400	360	5	26	7	211	96	48	26	5	7	5	15	28	85	64	94	114
25 to under 50 miles (Net)	122	105	1	8	6	81	16	8	8	1	6	-	5	3	10	25	48	30
50 to under 100 miles (Net)	26	23	1	2	-	19	1	2	2	1	-	-	-	-	2	6	11	7

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

	Driving status				Driving status (split by annual mileage)								Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
Mean Including 0	8.83	9.81	6.00	6.12	4.81	14.84	7.01	5.74	6.12	6.00	4.81	5.31	5.28	4.70	8.11	10.09	14.24	7.89
Mean Excluding 0	8.97	9.97	6.07	6.16	4.88	15.04	7.14	5.85	6.16	6.07	4.88	5.43	5.36	4.73	8.19	10.37	14.48	8.00

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1659	797	862	62	265	399	463	318	139	13	508	575	346	230	1264	395	-	-	225	699	733
Weighted base	1821	920	901	95	343	428	485	337	122	11	523	642	415	241	1388	433	-	-	218	671	930
I usually go straight to work	1556	847	709	87	302	350	388	310	110	10	437	538	362	218	1225	331	-	-	199	569	787
	85%	92%	79%	92%	88%	82%	80%	92%	90%	95%	84%	84%	87%	91%	88%	77%	-	-	91%	85%	85%
I usually do other things on the way to work	229	58	170	6	39	65	85	24	10	1	74	92	48	15	135	94	-	-	14	89	126
	13%	6%	19%	6%	11%	15%	17%	7%	8%	5%	14%	14%	12%	6%	10%	22%	-	-	7%	13%	14%
It varies too much to say	33	13	20	2	2	10	13	3	3	-	10	10	5	8	27	6	-	-	4	14	16
	2%	1%	2%	2%	1%	2%	3%	1%	2%	-	2%	2%	1%	3%	2%	1%	-	-	2%	2%	2%
Don't know	3	1	2	-	-	3	-	-	-	-	2	1	-	-	1	2	-	-	1	-	2
	*	*	*	-	-	1%	-	-	-	-	*	*	-	-	*	*	-	-	*	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1659	185	1153	151	170	241	227	165	1026	488	474	451	233
Weighted base	1821	266	1077	228	250	290	259	233	1040	472	594	512	232
I usually go straight to work	1556 85%	248 93%	921 86%	194 85%	193 77%	198 68%	192 74%	196 84%	970 93%	397 84%	500 84%	436 85%	214 92%
I usually do other things on the way to work	229 13%	18 7%	132 12%	28 12%	50 20%	78 27%	63 24%	34 15%	53 5%	68 14%	82 14%	62 12%	14 6%
It varies too much to say	33 2%	-	23 2%	4 2%	6 3%	12 4%	2 1%	2 1%	17 2%	6 1%	12 2%	11 2%	4 2%
Don't know	3 *	-	1 *	2 1%	-	1 *	2 1%	-	-	1 *	-	2 *	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1659	950	709	944	558	135	22	333	91	243	292	93	332	130	21	119
Weighted base	1821	1058	763	1032	624	143	22	366	96	265	319	106	373	144	25	122
I usually go straight to work	1556 85%	883 83%	674 88%	855 83%	546 88%	136 95%	19 88%	316 86%	82 85%	220 83%	278 87%	93 87%	300 80%	131 91%	24 97%	110 90%
I usually do other things on the way to work	229 13%	150 14%	78 10%	151 15%	69 11%	6 4%	3 12%	42 11%	12 12%	38 14%	33 10%	13 12%	67 18%	12 8%	1 3%	11 9%
It varies too much to say	33 2%	23 2%	10 1%	24 2%	8 1%	1 1%	-	6 2%	2 2%	7 3%	8 2%	1 1%	7 2%	2 1%	-	1 1%
Don't know	3 *	2 *	1 *	2 *	-	1 1%	-	3 1%	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1659	737	303	316	85	218	249	695	188	370	157	384	227	275	238	50	84	14
Weighted base	1821	803	341	353	85	238	264	768	205	419	165	412	259	292	265	50	91	19
I usually go straight to work	1556 85%	684 85%	284 83%	312 88%	74 86%	203 85%	227 86%	628 82%	180 88%	366 87%	155 94%	353 86%	209 81%	232 79%	223 84%	46 93%	80 88%	19 98%
I usually do other things on the way to work	229 13%	102 13%	54 16%	38 11%	7 8%	28 12%	31 12%	120 16%	21 10%	48 11%	8 5%	50 12%	43 17%	51 17%	38 14%	3 5%	10 11%	* 2%
It varies too much to say	33 2%	18 2%	3 1%	3 1%	5 5%	4 2%	6 2%	18 2%	4 2%	5 1%	1 1%	8 2%	7 3%	9 3%	4 1%	1 2%	1 1%	- -
Don't know	3 *	- -	- -	- -	- -	3 1%	- -	2 *	- -	- -	1 1%	2 *	- -	- -	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1659	1272	59	151	166	520	413	308	151	59	166	31	126	186	257	290	330	470
Weighted base	1821	1387	63	205	155	556	466	333	205	63	155	31	138	216	300	301	321	544
I usually go straight to work	1556 85%	1162 84%	60 95%	186 91%	139 90%	456 82%	384 82%	294 88%	186 91%	60 95%	139 90%	28 88%	120 87%	173 80%	248 83%	260 86%	270 84%	484 89%
I usually do other things on the way to work	229 13%	194 14%	3 5%	19 9%	11 7%	88 16%	68 14%	35 10%	19 9%	3 5%	11 7%	4 12%	12 9%	42 19%	43 14%	35 12%	46 14%	51 9%
It varies too much to say	33 2%	29 2%	- -	- -	4 2%	12 2%	12 3%	4 1%	- -	- -	4 2%	- -	5 3%	2 1%	9 3%	5 2%	5 2%	8 1%
Don't know	3 *	2 *	- -	- -	1 1%	- -	2 *	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	2 *

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	167	76	91	109	40	10	7	-	1	-	40	77	19	31	-	-	-	167	56	45	66
Weighted base	271	123	149	192	66	7	6	-	*	-	67	118	42	45	-	-	-	271	76	70	125
0-0.9	19 7%	7 6%	12 8%	19 10%	-	* 5%	-	-	-	-	15 23%	1 1%	-	3 7%	-	-	-	19 7%	2 3%	4 6%	13 11%
1-1.9	53 20%	23 19%	30 20%	39 20%	12 18%	1 10%	1 15%	-	-	-	7 10%	40 34%	-	6 13%	-	-	-	53 20%	16 21%	16 23%	21 17%
2-2.9	35 13%	21 17%	14 9%	20 11%	12 18%	1 20%	1 26%	-	-	-	10 15%	18 15%	2 6%	4 9%	-	-	-	35 13%	9 11%	9 13%	17 14%
3-3.9	34 12%	25 20%	9 6%	19 10%	12 18%	1 19%	1 20%	-	-	-	4 6%	14 11%	6 14%	10 23%	-	-	-	34 12%	16 21%	10 14%	7 6%
4-4.9	17 6%	5 4%	12 8%	13 7%	3 5%	1 8%	-	-	-	-	-	8 7%	7 18%	1 2%	-	-	-	17 6%	9 11%	3 4%	5 4%
5-5.9	13 5%	7 6%	6 4%	7 4%	3 4%	1 19%	2 27%	-	-	-	-	6 5%	3 8%	4 8%	-	-	-	13 5%	6 8%	4 6%	2 2%
6-6.9	11 4%	3 2%	9 6%	11 6%	-	-	-	-	-	-	-	-	8 19%	3 7%	-	-	-	11 4%	3 4%	4 5%	4 4%
7-7.9	5 2%	3 2%	2 1%	4 2%	1 1%	-	-	-	-	-	1 1%	1 1%	2 5%	1 1%	-	-	-	5 2%	1 1%	-	4 3%
8-8.9	6 2%	1 1%	5 3%	4 2%	2 3%	-	-	-	-	-	2 3%	3 3%	1 2%	-	-	-	-	6 2%	2 2%	2 3%	2 2%
9-9.9	3 1%	1 1%	2 1%	2 1%	1 2%	-	-	-	-	-	2 3%	1 1%	-	-	-	-	-	3 1%	1 2%	-	2 2%
10-10.9	13 5%	8 6%	5 3%	8 4%	4 7%	-	1 12%	-	-	-	8 11%	2 2%	-	3 7%	-	-	-	13 5%	1 1%	6 8%	6 5%
11-11.9	5 2%	-	5 4%	5 3%	-	-	-	-	-	-	1 2%	-	2 6%	1 3%	-	-	-	5 2%	1 2%	2 4%	1 1%
12-12.9	4 1%	-	4 3%	3 2%	-	1 14%	-	-	-	-	-	2 2%	-	2 3%	-	-	-	4 1%	1 1%	1 2%	2 1%
15-15.9	19 7%	5 4%	14 10%	14 7%	5 8%	-	-	-	-	-	4 6%	10 9%	5 11%	* 1%	-	-	-	19 7%	5 7%	-	14 11%
16-16.9	1 *	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 *	-	-	1 1%
17-17.9	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	1 *	-	1 1%	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	271	123	149	192	66	7	6	-	*	-	67	118	42	45	-	-	-	271	76	70	125
18-18.9	3	2	2	3	-	-	-	-	-	-	-	3	-	-	-	-	-	3	-	-	3
	1%	1%	1%	2%	-	-	-	-	-	-	-	3%	-	-	-	-	-	1%	-	-	3%
20-20.9	7	-	7	5	2	-	-	-	-	-	3	2	-	2	-	-	-	7	-	1	6
	3%	-	5%	3%	2%	-	-	-	-	-	5%	2%	-	4%	-	-	-	3%	-	1%	5%
24-24.9	3	-	3	3	-	-	-	-	-	-	3	-	-	-	-	-	-	3	-	3	-
	1%	-	2%	2%	-	-	-	-	-	-	5%	-	-	-	-	-	-	1%	-	4%	-
25-25.9	1	1	-	*	-	*	-	-	-	-	*	-	*	-	-	-	-	1	*	*	-
	*	1%	-	*	-	6%	-	-	-	-	*	-	1%	-	-	-	-	*	*	1%	-
30-30.9	3	-	3	-	3	-	-	-	-	-	1	-	2	-	-	-	-	3	-	1	2
	1%	-	2%	-	5%	-	-	-	-	-	1%	-	5%	-	-	-	-	1%	-	1%	2%
35miles or more	16	12	3	9	6	-	-	-	*	-	7	3	5	1	-	-	-	16	3	2	11
	6%	10%	2%	5%	9%	-	-	-	100%	-	11%	2%	12%	2%	-	-	-	6%	3%	3%	9%
Under 1 mile (Net)	19	7	12	19	-	*	-	-	-	-	15	1	-	3	-	-	-	19	2	4	13
	7%	6%	8%	10%	-	5%	-	-	-	-	23%	1%	-	7%	-	-	-	7%	3%	6%	11%
1 to under 2 miles (Net)	53	23	30	39	12	1	1	-	-	-	7	40	-	6	-	-	-	53	16	16	21
	20%	19%	20%	20%	18%	10%	15%	-	-	-	10%	34%	-	13%	-	-	-	20%	21%	23%	17%
2 to under 5 miles (Net)	85	50	35	53	27	3	3	-	-	-	15	40	15	15	-	-	-	85	33	22	30
	31%	41%	24%	27%	41%	47%	46%	-	-	-	22%	34%	37%	34%	-	-	-	31%	44%	32%	24%
5 to under 10 miles (Net)	38	15	23	29	7	1	2	-	-	-	5	12	14	8	-	-	-	38	13	10	14
	14%	12%	15%	15%	10%	19%	27%	-	-	-	7%	10%	34%	17%	-	-	-	14%	18%	15%	12%
10 to under 25 miles (Net)	56	14	42	43	11	1	1	-	-	-	19	21	7	9	-	-	-	56	8	14	33
	20%	11%	28%	22%	17%	14%	12%	-	-	-	28%	18%	17%	20%	-	-	-	20%	11%	20%	26%
25 to under 50 miles (Net)	10	4	5	4	5	*	-	-	*	-	3	2	2	3	-	-	-	10	3	2	5
	4%	4%	4%	2%	8%	6%	-	-	100%	-	4%	1%	4%	8%	-	-	-	4%	4%	3%	4%
50 to under 100 miles (Net)	10	9	1	6	4	-	-	-	-	-	4	3	3	-	-	-	-	10	-	1	9
	4%	7%	1%	3%	7%	-	-	-	-	-	6%	2%	8%	-	-	-	-	4%	-	2%	7%
Mean Including 0	9.22	10.74	7.97	8.21	12.81	5.59	3.90	-	40.00	-	11.15	6.80	15.13	7.27	-	-	-	9.22	5.56	7.01	12.69
Mean Excluding 0	9.30	10.74	8.10	8.31	12.81	5.59	3.90	-	40.00	-	11.54	6.80	15.13	7.27	-	-	-	9.30	5.56	7.01	12.92

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	167	28	117	7	15	14	20	35	98	43	71	40	13
Weighted base	271	52	179	14	26	19	30	61	162	48	141	63	20
0-0.9	19 7%	3 5%	17 9%	-	-	-	7 22%	3 5%	10 6%	1 2%	12 8%	5 8%	2 9%
1-1.9	53 20%	-	53 30%	-	-	-	1 5%	9 15%	42 26%	6 13%	39 28%	6 10%	1 6%
2-2.9	35 13%	8 16%	25 14%	-	2 6%	3 16%	3 9%	4 7%	25 16%	9 19%	19 14%	3 6%	3 15%
3-3.9	34 12%	10 20%	23 13%	-	-	1 5%	3 9%	4 7%	26 16%	4 8%	15 11%	12 19%	3 14%
4-4.9	17 6%	6 12%	8 4%	-	2 9%	3 15%	-	6 10%	8 5%	3 6%	7 5%	7 12%	-
5-5.9	13 5%	3 6%	10 5%	-	-	1 3%	3 10%	3 5%	6 4%	2 4%	7 5%	4 7%	-
6-6.9	11 4%	7 13%	5 3%	-	-	5 24%	-	3 4%	4 3%	* 1%	6 4%	2 3%	4 19%
7-7.9	5 2%	-	2 1%	1 7%	2 7%	1 3%	2 7%	1 2%	1 1%	1 2%	1 1%	3 4%	-
8-8.9	6 2%	1 2%	1 1%	2 15%	2 6%	-	2 8%	2 3%	2 1%	4 7%	1 1%	1 2%	-
9-9.9	3 1%	1 3%	2 1%	-	-	-	-	-	3 2%	1 3%	2 1%	-	-
10-10.9	13 5%	2 4%	3 2%	-	7 27%	1 6%	-	7 11%	5 3%	8 16%	2 2%	1 1%	2 12%
11-11.9	5 2%	-	1 1%	2 18%	1 5%	-	-	5 9%	-	1 3%	-	-	4 20%
12-12.9	4 1%	1 3%	2 1%	-	-	1 5%	-	3 5%	-	1 3%	2 2%	-	-
15-15.9	19 7%	5 9%	7 4%	3 25%	4 14%	-	5 15%	7 12%	7 4%	2 4%	11 8%	6 9%	* 1%
16-16.9	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	271	52	179	14	26	19	30	61	162	48	141	63	20
17-17.9	1 *	-	1 *	-	-	-	-	-	1 *	-	1 1%	-	-
18-18.9	3 1%	2 3%	-	-	2 7%	-	2 5%	-	2 1%	-	-	3 5%	-
20-20.9	7 3%	1 1%	-	2 11%	5 19%	-	-	-	7 4%	2 4%	5 3%	-	-
24-24.9	3 1%	-	3 2%	-	-	-	-	-	3 2%	-	3 2%	-	-
25-25.9	1 *	-	1 *	-	-	-	* 1%	-	* *	-	* *	* 1%	-
30-30.9	3 1%	-	2 1%	1 7%	-	1 5%	-	-	2 1%	-	2 2%	1 1%	-
35miles or more	16 6%	1 3%	12 7%	2 18%	-	3 17%	3 10%	3 6%	6 4%	2 4%	5 4%	8 12%	1 4%
Under 1 mile (Net)	19 7%	3 5%	17 9%	-	-	-	7 22%	3 5%	10 6%	1 2%	12 8%	5 8%	2 9%
1 to under 2 miles (Net)	53 20%	-	53 30%	-	-	-	1 5%	9 15%	42 26%	6 13%	39 28%	6 10%	1 6%
2 to under 5 miles (Net)	85 31%	25 48%	56 31%	-	4 15%	7 37%	5 17%	14 23%	60 37%	16 33%	41 29%	23 37%	6 30%
5 to under 10 miles (Net)	38 14%	12 23%	20 11%	3 21%	4 13%	6 31%	7 24%	9 15%	16 10%	8 17%	17 12%	10 15%	4 19%
10 to under 25 miles (Net)	56 20%	11 21%	18 10%	7 54%	19 72%	2 11%	6 20%	22 36%	25 16%	14 30%	25 18%	10 15%	7 33%
25 to under 50 miles (Net)	10 4%	-	9 5%	1 7%	-	1 5%	3 11%	2 3%	4 2%	* 1%	3 2%	5 9%	1 4%
50 to under 100 miles (Net)	10 4%	1 3%	6 3%	2 18%	-	3 17%	-	2 3%	5 3%	2 4%	4 3%	4 6%	-
Mean Including 0	9.22	8.42	8.09	21.94	11.86	22.97	9.63	9.42	7.48	8.80	8.31	12.23	7.17
Mean Excluding 0	9.30	8.42	8.19	21.94	11.86	22.97	9.63	9.42	7.58	8.80	8.45	12.23	7.17

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	167	48	119	45	68	42	12	37	13	29	27	10	27	11	2	9
Weighted base	271	87	184	67	124	57	23	65	20	49	41	15	44	18	3	14
0-0.9	19 7%	4 4%	16 9%	9 13%	9 7%	* 1%	1 5%	4 7%	- -	6 12%	1 1%	2 13%	4 9%	1 6%	- -	2 13%
1-1.9	53 20%	10 12%	43 23%	17 25%	13 11%	10 18%	13 56%	8 12%	6 28%	17 35%	9 21%	6 41%	7 17%	- -	- -	- -
2-2.9	35 13%	15 17%	20 11%	9 13%	21 17%	6 10%	- -	5 8%	2 10%	2 5%	6 15%	4 24%	11 25%	1 8%	- -	4 26%
3-3.9	34 12%	9 10%	25 14%	3 5%	15 12%	13 23%	2 8%	10 15%	4 20%	2 4%	4 9%	1 5%	1 3%	6 30%	- -	7 49%
4-4.9	17 6%	5 6%	12 6%	3 4%	5 4%	5 9%	3 15%	1 1%	2 8%	4 9%	4 10%	- -	3 6%	3 18%	- -	- -
5-5.9	13 5%	4 4%	9 5%	1 1%	6 5%	4 7%	2 7%	4 6%	3 15%	1 2%	3 6%	- -	2 5%	- -	- -	- -
6-6.9	11 4%	3 3%	9 5%	3 4%	5 4%	3 6%	- -	2 3%	* 2%	3 6%	4 9%	3 17%	- -	- -	- -	- -
7-7.9	5 2%	3 3%	2 1%	2 3%	3 2%	- -	- -	- -	1 5%	- -	3 8%	- -	1 1%	- -	- -	- -
8-8.9	6 2%	* *	5 3%	1 1%	5 4%	- -	- -	- -	- -	2 5%	2 5%	- -	2 4%	- -	- -	- -
9-9.9	3 1%	2 2%	1 1%	2 3%	- -	1 2%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	1 10%
10-10.9	13 5%	4 4%	9 5%	3 5%	8 6%	- -	2 8%	4 6%	- -	- -	2 4%	- -	5 12%	2 9%	- -	- -
11-11.9	5 2%	1 2%	4 2%	1 2%	2 2%	1 2%	- -	2 4%	- -	- -	1 3%	- -	- -	- -	1 55%	- -
12-12.9	4 1%	- -	4 2%	2 2%	1 1%	1 2%	- -	1 2%	- -	2 3%	- -	- -	1 2%	- -	- -	- -
15-15.9	19 7%	11 13%	8 4%	3 5%	10 8%	5 9%	* 1%	13 20%	- -	- -	- -	- -	1 1%	5 25%	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	271	87	184	67	124	57	23	65	20	49	41	15	44	18	3	14
16-16.9	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-
	*	-	*	-	1%	-	-	-	3%	-	-	-	-	-	-	-
17-17.9	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-
	*	-	*	-	-	1%	-	-	-	-	-	-	-	4%	-	-
18-18.9	3	3	-	-	3	-	-	2	-	-	-	-	-	-	-	-
	1%	4%	-	-	3%	-	-	2%	-	-	-	-	-	-	-	-
20-20.9	7	3	4	2	5	1	-	-	2	5	-	-	-	-	-	-
	3%	4%	2%	2%	4%	1%	-	-	9%	11%	-	-	-	-	-	-
24-24.9	3	-	3	-	3	-	-	-	-	-	-	-	-	3	-	-
	1%	-	2%	-	3%	-	-	-	-	-	-	-	-	7%	-	-
25-25.9	1	*	*	-	*	*	-	-	-	-	*	-	*	-	-	-
	*	*	*	-	*	1%	-	-	-	-	1%	-	1%	-	-	-
30-30.9	3	3	-	3	-	-	-	-	-	2	1	-	-	-	-	-
	1%	4%	-	5%	-	-	-	-	-	5%	2%	-	-	-	-	-
35miles or more	16	6	9	5	6	5	-	8	-	2	1	-	3	-	1	*
	6%	7%	5%	7%	5%	8%	-	12%	-	4%	3%	-	7%	-	45%	3%
Under 1 mile (Net)	19	4	16	9	9	*	1	4	-	6	1	2	4	1	-	2
	7%	4%	9%	13%	7%	1%	5%	7%	-	12%	1%	13%	9%	6%	-	13%
1 to under 2 miles (Net)	53	10	43	17	13	10	13	8	6	17	9	6	7	-	-	-
	20%	12%	23%	25%	11%	18%	56%	12%	28%	35%	21%	41%	17%	-	-	-
2 to under 5 miles (Net)	85	29	56	14	41	25	5	15	8	9	14	4	15	10	-	10
	31%	33%	31%	22%	33%	43%	23%	24%	38%	18%	34%	28%	34%	56%	-	74%
5 to under 10 miles (Net)	38	12	27	8	20	9	2	7	4	6	12	3	5	-	-	1
	14%	13%	14%	12%	16%	15%	7%	11%	21%	13%	28%	17%	10%	-	-	10%
10 to under 25 miles (Net)	56	23	33	11	34	9	2	23	3	7	3	-	10	7	1	-
	20%	26%	18%	16%	28%	15%	9%	35%	12%	14%	8%	-	23%	38%	55%	-
25 to under 50 miles (Net)	10	4	6	4	3	4	-	2	-	2	3	-	2	-	-	*
	4%	5%	3%	5%	2%	6%	-	3%	-	5%	7%	-	5%	-	-	3%
50 to under 100 miles (Net)	10	6	4	4	4	1	-	6	-	2	-	-	1	-	1	-
	4%	7%	2%	7%	3%	2%	-	9%	-	4%	-	-	3%	-	45%	-
Mean Including 0	9.22	13.20	7.34	11.54	9.18	9.18	2.78	14.84	5.06	8.28	6.02	2.15	9.89	7.16	33.17	4.19

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Weighted base	271	87	184	67	124	57	23	65	20	49	41	15	44	18	3	14
Mean Excluding 0	9.30	13.20	7.43	11.54	9.35	9.18	2.78	14.84	5.06	8.28	6.02	2.15	10.43	7.16	33.17	4.19

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	167	58	50	27	12	20	9	36	17	51	54	13	3	7	11	-	1	-
Weighted base	271	90	90	43	21	27	15	52	26	98	80	21	4	10	21	-	1	-
0-0.9	19 7%	5 6%	12 13%	-	2 8%	* 1%	3 22%	6 11%	4 16%	5 5%	1 2%	3 15%	-	-	2 11%	-	-	-
1-1.9	53 20%	15 17%	25 27%	3 6%	6 29%	5 17%	7 45%	10 19%	6 22%	8 8%	23 29%	7 34%	1 15%	-	2 7%	-	1 100%	-
2-2.9	35 13%	19 21%	8 9%	2 5%	3 13%	3 11%	-	9 16%	7 29%	13 13%	6 7%	-	2 39%	2 22%	7 32%	-	-	-
3-3.9	34 12%	15 17%	8 9%	7 16%	3 13%	* 2%	-	3 6%	3 13%	12 12%	15 19%	-	-	1 11%	-	-	-	-
4-4.9	17 6%	2 2%	7 8%	5 12%	-	3 10%	-	3 5%	-	5 5%	9 11%	-	-	-	-	-	-	-
5-5.9	13 5%	2 3%	3 3%	4 9%	2 9%	2 7%	1 7%	-	-	6 6%	6 7%	1 5%	-	-	-	-	-	-
6-6.9	11 4%	3 3%	5 6%	3 7%	-	* 2%	-	3 5%	-	5 6%	3 4%	3 12%	-	-	-	-	-	-
7-7.9	5 2%	1 2%	3 3%	-	-	1 2%	-	2 4%	1 2%	2 2%	-	-	-	-	1 7%	-	-	-
8-8.9	6 2%	4 4%	2 2%	1 2%	-	-	-	1 1%	2 6%	4 4%	-	-	-	-	2 10%	-	-	-
9-9.9	3 1%	1 2%	-	2 4%	-	-	-	2 4%	-	-	1 2%	-	2 46%	-	-	-	-	-
10-10.9	13 5%	5 6%	3 4%	3 7%	-	1 5%	1 5%	2 5%	3 12%	5 5%	2 2%	1 6%	-	-	3 16%	-	-	-
11-11.9	5 2%	-	1 2%	1 3%	2 12%	-	-	1 3%	-	2 3%	1 2%	-	-	-	-	-	-	-
12-12.9	4 1%	3 3%	-	-	-	1 3%	-	2 3%	-	1 1%	1 1%	2 7%	-	-	-	-	-	-
15-15.9	19 7%	6 6%	2 2%	7 16%	-	4 16%	2 13%	1 2%	-	10 11%	5 6%	-	-	2 19%	-	-	-	-
16-16.9	1 *	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	271	90	90	43	21	27	15	52	26	98	80	21	4	10	21	-	1	-
17-17.9	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
18-18.9	3	2	-	-	-	2	-	-	-	3	-	-	-	2	-	-	-	-
	1%	2%	-	-	-	7%	-	-	-	3%	-	-	-	8%	-	-	-	-
20-20.9	7	2	4	-	-	2	-	2	-	5	1	-	-	2	-	-	-	-
	3%	2%	4%	-	-	6%	-	3%	-	5%	1%	-	-	15%	-	-	-	-
24-24.9	3	-	3	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-
	1%	-	3%	-	-	-	-	-	-	3%	-	-	-	-	-	-	-	-
25-25.9	1	-	-	1	-	-	-	-	-	*	*	-	-	*	-	-	-	-
	*	-	-	2%	-	-	-	-	-	*	*	-	-	2%	-	-	-	-
30-30.9	3	2	-	1	-	-	-	3	-	-	-	-	-	3	-	-	-	-
	1%	3%	-	2%	-	-	-	6%	-	-	-	-	-	33%	-	-	-	-
35miles or more	16	2	4	3	3	3	1	4	-	6	5	4	-	2	-	-	-	-
	6%	3%	4%	7%	15%	12%	8%	7%	-	7%	6%	21%	-	8%	-	-	-	-
Under 1 mile (Net)	19	5	12	-	2	*	3	6	4	5	1	3	-	2	-	-	-	-
	7%	6%	13%	-	8%	1%	22%	11%	16%	5%	2%	15%	-	11%	-	-	-	-
1 to under 2 miles (Net)	53	15	25	3	6	5	7	10	6	8	23	7	1	2	-	1	-	-
	20%	17%	27%	6%	29%	17%	45%	19%	22%	8%	29%	34%	15%	7%	-	100%	-	-
2 to under 5 miles (Net)	85	36	24	14	6	6	-	14	11	30	30	-	2	3	7	-	-	-
	31%	40%	26%	33%	27%	22%	-	28%	41%	31%	37%	-	39%	33%	32%	-	-	-
5 to under 10 miles (Net)	38	11	13	9	2	3	1	7	2	17	10	4	2	3	-	-	-	-
	14%	13%	14%	22%	9%	11%	7%	14%	8%	18%	13%	17%	46%	16%	-	-	-	-
10 to under 25 miles (Net)	56	18	13	12	2	10	3	8	3	31	11	3	-	3	5	-	-	-
	20%	20%	15%	28%	12%	37%	18%	15%	12%	32%	13%	13%	-	34%	23%	-	-	-
25 to under 50 miles (Net)	10	3	2	3	-	1	-	4	-	3	4	-	-	3	*	-	-	-
	4%	4%	3%	8%	-	3%	-	7%	-	3%	4%	-	-	33%	2%	-	-	-
50 to under 100 miles (Net)	10	1	2	1	3	2	1	3	-	4	1	4	-	2	-	-	-	-
	4%	1%	2%	3%	15%	9%	8%	6%	-	4%	2%	21%	-	8%	-	-	-	-
Mean Including 0	9.22	7.56	6.83	10.69	18.27	13.35	8.26	12.45	3.10	10.78	7.37	21.27	5.04	16.58	11.05	-	1.50	-
Mean Excluding 0	9.30	7.75	6.83	10.69	18.27	13.35	8.26	12.45	3.40	10.78	7.37	21.27	5.04	16.58	12.37	-	1.50	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	167	35	12	73	44	11	7	14	73	12	44	3	39	12	10	11	10	85
Weighted base	271	58	16	132	59	13	12	28	132	16	59	5	48	25	15	21	20	143
0-0.9	19 7%	5 10%	* 2%	12 9%	2 3%	-	2 18%	2 8%	12 9%	* 2%	2 3%	1 19%	1 2%	3 12%	3 18%	1 3%	4 19%	8 6%
1-1.9	53 20%	11 18%	7 44%	27 20%	8 14%	3 27%	2 13%	4 16%	27 20%	7 44%	8 14%	1 24%	11 23%	-	-	3 15%	1 5%	38 27%
2-2.9	35 13%	11 18%	1 5%	16 12%	8 13%	2 17%	-	8 30%	16 12%	1 5%	8 13%	-	4 9%	-	*	2 10%	7 33%	22 15%
3-3.9	34 12%	1 2%	4 26%	16 12%	12 20%	-	-	1 4%	16 12%	4 26%	12 20%	-	8 18%	5 20%	-	-	-	21 14%
4-4.9	17 6%	-	-	8 6%	9 15%	-	-	-	8 6%	-	9 15%	-	4 9%	2 7%	1 9%	2 11%	-	7 5%
5-5.9	13 5%	1 2%	3 18%	3 3%	4 6%	1 8%	-	-	3 3%	3 18%	4 6%	-	6 13%	-	-	-	-	7 5%
6-6.9	11 4%	3 5%	-	5 4%	3 6%	-	-	-	5 4%	-	3 6%	3 56%	* 1%	3 11%	-	-	-	8 6%
7-7.9	5 2%	1 2%	-	3 2%	1 1%	-	-	1 5%	3 2%	-	1 1%	-	1 1%	-	2 13%	1 4%	-	1 1%
8-8.9	6 2%	2 4%	-	2 2%	2 3%	-	-	2 7%	2 2%	-	2 3%	-	2 3%	2 6%	-	-	2 10%	1 1%
9-9.9	3 1%	2 3%	-	-	1 2%	-	2 15%	-	-	-	1 2%	-	-	-	2 13%	-	-	1 1%
10-10.9	13 5%	5 8%	-	6 5%	1 2%	1 5%	1 6%	3 12%	6 5%	-	1 2%	-	1 2%	-	-	2 10%	5 27%	4 3%
11-11.9	5 2%	-	-	4 3%	1 2%	-	-	-	4 3%	-	1 2%	-	-	2 10%	-	-	-	3 2%
12-12.9	4 1%	2 3%	1 6%	1 1%	-	2 12%	-	-	1 1%	1 6%	-	-	2 5%	-	-	-	-	1 1%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	271	58	16	132	59	13	12	28	132	16	59	5	48	25	15	21	20	143
15-15.9	19 7%	2 3%	-	9 7%	5 9%	-	2 16%	-	9 7%	-	5 9%	-	1 1%	4 17%	3 23%	5 22%	1 6%	5 3%
16-16.9	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	-	-
17-17.9	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-
18-18.9	3 1%	2 3%	-	2 1%	-	-	2 13%	-	2 1%	-	-	-	2 3%	-	2 12%	-	-	-
20-20.9	7 3%	2 3%	-	5 4%	-	2 12%	-	-	5 4%	-	-	-	-	2 8%	-	5 22%	-	1 *
24-24.9	3 1%	-	-	3 2%	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	3 2%
25-25.9	1 *	* 1%	-	-	* 1%	* 3%	-	-	-	-	-	-	1 2%	-	-	-	-	-
30-30.9	3 1%	3 6%	-	-	-	1 7%	2 19%	-	-	-	-	-	-	2 10%	1 6%	-	-	-
35miles or more	16 6%	6 11%	-	7 5%	3 4%	1 9%	-	5 18%	7 5%	-	3 4%	-	3 5%	-	* 2%	1 3%	-	12 9%
Under 1 mile (Net)	19 7%	5 10%	* 2%	12 9%	2 3%	-	2 18%	2 8%	12 9%	* 2%	2 3%	1 19%	1 2%	3 12%	3 18%	1 3%	4 19%	8 6%
1 to under 2 miles (Net)	53 20%	11 18%	7 44%	27 20%	8 14%	3 27%	2 13%	4 16%	27 20%	7 44%	8 14%	1 24%	11 23%	-	-	3 15%	1 5%	38 27%
2 to under 5 miles (Net)	85 31%	12 20%	5 30%	40 30%	28 48%	2 17%	-	10 34%	40 30%	5 30%	28 48%	-	17 36%	6 26%	2 12%	4 21%	7 33%	49 34%
5 to under 10 miles (Net)	38 14%	9 16%	3 18%	14 11%	10 18%	1 8%	2 15%	3 12%	14 11%	3 18%	10 18%	3 56%	9 18%	4 17%	4 26%	1 4%	2 10%	19 13%
10 to under 25 miles (Net)	56 20%	11 19%	1 6%	32 24%	8 13%	4 29%	4 34%	3 12%	32 24%	1 6%	8 13%	-	7 14%	9 35%	5 35%	11 54%	7 32%	17 12%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	271	58	16	132	59	13	12	28	132	16	59	5	48	25	15	21	20	143
25 to under 50 miles (Net)	10 4%	4 6%	-	3 2%	3 5%	1 10%	2 19%	-	3 2%	-	3 5%	-	3 7%	2 10%	1 9%	1 3%	-	2 2%
50 to under 100 miles (Net)	10 4%	6 11%	-	4 3%	-	1 9%	-	5 18%	4 3%	-	-	-	-	-	-	-	-	10 7%
Mean Including 0	9.22	15.20	2.89	8.65	6.30	13.78	12.54	18.96	8.65	2.89	6.30	3.72	7.00	10.16	11.18	10.80	5.12	9.95
Mean Excluding 0	9.30	15.82	2.89	8.65	6.30	13.78	15.37	18.96	8.65	2.89	6.30	3.72	7.00	10.16	11.18	10.80	5.76	9.95

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Go out on foot	357	136	221	6	5	14	45	44	77	167	48	110	70	128	29	18	307	2	133	149	75
	9%	7%	11%	2%	1%	2%	6%	8%	15%	31%	5%	9%	8%	16%	2%	3%	22%	1%	19%	10%	4%
Use local buses	236	80	156	6	4	9	30	21	43	123	27	66	49	94	23	4	206	2	96	96	44
	6%	4%	8%	2%	1%	1%	4%	4%	9%	23%	3%	5%	6%	11%	1%	1%	15%	1%	13%	6%	3%
Get in or out of a car	185	69	116	7	6	17	24	15	38	79	25	51	36	73	26	12	142	3	75	64	46
	5%	4%	6%	2%	1%	3%	3%	3%	7%	15%	3%	4%	4%	9%	2%	2%	10%	1%	10%	4%	3%
None	3499	1761	1738	308	592	629	665	531	417	357	933	1121	766	679	1664	512	1045	267	565	1326	1604
	89%	92%	87%	98%	98%	97%	92%	91%	83%	66%	94%	90%	90%	82%	97%	95%	76%	99%	79%	89%	94%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Go out on foot	357 9%	51 9%	223 10%	33 7%	50 9%	8 2%	19 5%	31 7%	299 12%	23 3%	74 6%	74 7%	181 20%
Use local buses	236 6%	38 7%	141 6%	21 5%	36 6%	5 1%	8 2%	21 5%	202 8%	10 1%	46 4%	47 4%	132 15%
Get in or out of a car	185 5%	18 3%	123 5%	11 2%	33 6%	8 2%	11 3%	14 3%	152 6%	15 2%	44 4%	35 3%	88 10%
None	3499 89%	510 90%	2028 88%	431 92%	530 90%	475 98%	400 94%	396 92%	2228 86%	754 96%	1072 92%	965 92%	689 77%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Go out on foot	357	160	197	204	65	43	44	88	17	15	88	8	28	77	8	21
	9%	8%	11%	9%	5%	11%	37%	11%	8%	4%	11%	4%	4%	16%	15%	8%
Use local buses	236	103	133	133	36	26	41	59	9	12	59	5	17	50	7	11
	6%	5%	7%	6%	3%	6%	34%	7%	5%	3%	7%	3%	3%	10%	12%	4%
Get in or out of a car	185	82	103	97	33	23	32	48	10	14	35	3	18	40	3	9
	5%	4%	6%	5%	3%	6%	27%	6%	5%	3%	4%	1%	3%	8%	6%	4%
None	3499	1890	1610	1921	1155	352	72	695	183	399	694	188	641	401	46	235
	89%	91%	88%	89%	93%	86%	61%	87%	91%	94%	87%	95%	95%	82%	84%	91%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Go out on foot	357 9%	130 8%	47 7%	84 10%	30 12%	66 12%	38 7%	166 10%	8 2%	57 7%	87 17%	42 5%	34 7%	43 8%	12 2%	1 1%	3 2%	-
Use local buses	236 6%	78 5%	24 3%	59 7%	23 10%	52 9%	22 4%	110 7%	6 2%	31 4%	67 13%	21 3%	19 4%	27 5%	8 2%	1 1%	3 2%	-
Get in or out of a car	185 5%	73 5%	22 3%	39 5%	18 7%	34 6%	12 2%	85 5%	9 2%	24 3%	55 10%	26 3%	19 4%	15 3%	10 2%	1 1%	3 2%	-
None	3499 89%	1420 90%	663 92%	726 88%	204 85%	486 86%	480 91%	1441 88%	371 97%	784 91%	424 81%	764 93%	445 92%	492 91%	461 96%	80 98%	134 94%	34 100%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Go out on foot	357 9%	134 5%	20 13%	86 14%	113 20%	33 3%	50 6%	50 7%	86 14%	20 13%	113 20%	1 1%	67 13%	60 12%	32 6%	16 3%	4 1%	178 12%
Use local buses	236 6%	79 3%	12 8%	60 10%	84 15%	16 2%	28 4%	35 5%	60 10%	12 8%	84 15%	-	41 8%	39 8%	16 3%	10 2%	3 1%	127 9%
Get in or out of a car	185 5%	73 3%	13 9%	37 6%	62 11%	15 2%	29 4%	28 4%	37 6%	13 9%	62 11%	-	28 6%	22 4%	17 3%	12 2%	9 2%	97 7%
None	3499 89%	2410 93%	130 87%	500 84%	436 77%	920 96%	743 92%	678 91%	500 84%	130 87%	436 77%	68 99%	421 84%	427 86%	459 92%	476 95%	488 98%	1229 86%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Hold driving licence (Net)	3021	1614	1407	177	440	550	644	486	407	316	909	968	661	483	1528	456	887	139	214	1208	1597
	77%	84%	70%	56%	73%	84%	89%	83%	81%	59%	92%	77%	78%	58%	89%	84%	64%	51%	30%	81%	94%
Yes, full licence for car	2823	1520	1303	107	378	522	625	480	399	312	886	907	609	421	1463	420	837	93	150	1143	1528
	72%	79%	65%	34%	63%	80%	86%	82%	79%	58%	89%	72%	71%	51%	85%	78%	61%	34%	21%	76%	90%
Yes, full licence for motorcycle, scooter or moped	244	207	37	-	9	37	56	51	50	41	70	84	68	22	140	15	87	1	8	74	162
	6%	11%	2%	-	2%	6%	8%	9%	10%	8%	7%	7%	8%	3%	8%	3%	6%	*	1%	5%	9%
Yes, provisional licence for car	184	80	103	64	60	26	17	8	7	1	24	56	45	59	58	38	43	42	61	63	60
	5%	4%	5%	20%	10%	4%	2%	1%	1%	*	2%	4%	5%	7%	3%	7%	3%	16%	8%	4%	4%
Yes, provisional licence for motorcycle, scooter or moped	38	36	2	10	9	7	2	9	1	*	7	8	14	9	25	1	5	6	12	6	20
	1%	2%	*	3%	1%	1%	*	1%	*	*	1%	1%	2%	1%	1%	*	*	2%	2%	*	1%
No - too young	148	45	103	63	34	8	11	7	6	20	23	49	25	51	30	17	49	53	75	38	35
	4%	2%	5%	20%	6%	1%	1%	1%	1%	4%	2%	4%	3%	6%	2%	3%	4%	19%	10%	3%	2%
Currently disqualified	12	6	6	2	3	5	*	1	-	1	*	3	2	7	4	2	4	2	7	3	2
	*	*	*	1%	*	1%	*	*	*	*	*	*	*	1%	*	*	*	1%	1%	*	*
No	743	253	490	73	127	89	71	90	91	201	57	233	165	287	157	65	439	78	421	249	70
	19%	13%	24%	23%	21%	14%	10%	15%	18%	37%	6%	19%	19%	35%	9%	12%	32%	29%	59%	17%	4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Hold driving licence (Net)	3021	363	1749	389	520	392	351	339	1939	677	970	810	547
	77%	64%	76%	83%	88%	81%	82%	78%	75%	86%	83%	77%	61%
Yes, full licence for car	2823	335	1628	364	496	357	338	305	1823	660	890	744	512
	72%	59%	71%	78%	84%	73%	79%	71%	71%	84%	76%	71%	57%
Yes, full licence for motorcycle, scooter or moped	244	18	108	51	66	30	23	26	165	41	78	70	56
	6%	3%	5%	11%	11%	6%	5%	6%	6%	5%	7%	7%	6%
Yes, provisional licence for car	184	25	119	23	18	37	14	34	98	17	75	60	30
	5%	4%	5%	5%	3%	8%	3%	8%	4%	2%	6%	6%	3%
Yes, provisional licence for motorcycle, scooter or moped	38	5	15	5	13	6	1	-	31	3	17	11	8
	1%	1%	1%	1%	2%	1%	*	-	1%	*	1%	1%	1%
No - too young	148	59	61	7	22	27	14	25	82	26	26	55	40
	4%	10%	3%	1%	4%	6%	3%	6%	3%	3%	2%	5%	4%
Currently disqualified	12	1	11	-	-	2	3	3	5	2	3	3	4
	*	*	*	-	-	*	1%	1%	*	*	*	*	*
No	743	144	481	72	46	66	59	67	551	81	168	184	304
	19%	25%	21%	15%	8%	14%	14%	15%	21%	10%	14%	17%	34%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Hold driving licence (Net)	3021	1950	1071	1943	892	143	43	590	160	362	614	156	582	333	36	176
	77%	93%	58%	90%	72%	35%	37%	74%	80%	85%	77%	79%	86%	68%	65%	68%
Yes, full licence for car	2823	1890	932	1897	791	108	27	536	144	340	577	148	568	307	32	164
	72%	91%	51%	88%	64%	26%	23%	67%	72%	80%	72%	75%	84%	62%	59%	63%
Yes, full licence for motorcycle, scooter or moped	244	173	71	166	61	12	5	54	8	21	44	20	39	37	5	16
	6%	8%	4%	8%	5%	3%	4%	7%	4%	5%	5%	10%	6%	8%	10%	6%
Yes, provisional licence for car	184	57	127	40	102	32	10	45	15	22	36	10	11	26	4	11
	5%	3%	7%	2%	8%	8%	9%	6%	8%	5%	5%	5%	2%	5%	6%	4%
Yes, provisional licence for motorcycle, scooter or moped	38	14	24	14	13	7	4	13	-	*	9	1	4	9	-	1
	1%	1%	1%	1%	1%	2%	4%	2%	-	*	1%	1%	1%	2%	-	1%
No - too young	148	24	124	28	64	51	5	31	7	12	28	4	31	17	3	12
	4%	1%	7%	1%	5%	12%	4%	4%	4%	3%	4%	2%	5%	4%	5%	5%
Currently disqualified	12	1	11	1	7	4	-	1	2	1	7	-	-	1	-	-
	*	*	1%	*	1%	1%	-	*	1%	*	1%	-	-	*	-	-
No	743	112	631	186	276	211	70	176	31	48	151	38	60	139	16	70
	19%	5%	34%	9%	22%	52%	59%	22%	15%	11%	19%	19%	9%	28%	29%	27%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Hold driving licence (Net)	3021	1251	582	623	178	387	491	1451	307	586	186	818	484	540	480	82	142	34
	77%	80%	81%	76%	74%	69%	94%	89%	80%	68%	35%	100%	100%	100%	100%	100%	100%	100%
Yes, full licence for car	2823	1191	518	594	163	357	483	1414	287	504	135	818	484	540	480	82	142	34
	72%	76%	72%	72%	68%	63%	92%	87%	75%	59%	26%	100%	100%	100%	100%	100%	100%	100%
Yes, full licence for motorcycle, scooter or moped	244	98	36	58	20	32	43	123	18	43	16	71	39	45	39	7	13	9
	6%	6%	5%	7%	8%	6%	8%	8%	5%	5%	3%	9%	8%	8%	9%	9%	9%	25%
Yes, provisional licence for car	184	57	59	27	11	28	6	34	20	82	42	2	1	-	-	-	2	-
	5%	4%	8%	3%	5%	5%	1%	2%	5%	10%	8%	*	*	-	-	-	1%	-
Yes, provisional licence for motorcycle, scooter or moped	38	12	7	4	6	8	2	12	4	9	12	2	1	8	-	-	-	-
	1%	1%	1%	1%	3%	1%	*	1%	1%	1%	2%	*	*	1%	-	-	-	-
No - too young	148	51	40	23	4	29	1	26	12	53	56	-	-	-	-	-	-	-
	4%	3%	6%	3%	2%	5%	*	2%	3%	6%	11%	-	-	-	-	-	-	-
Currently disqualified	12	6	2	1	1	2	*	*	-	7	4	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	*	-	1%	1%	-	-	-	-	-	-	-
No	743	266	98	175	59	145	31	155	63	213	281	-	-	-	-	-	-	-
	19%	17%	14%	21%	25%	26%	6%	9%	17%	25%	53%	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Hold driving licence (Net)	3021	2580	150	205	65	962	804	745	205	150	65	69	316	362	420	453	474	996
	77%	100%	100%	34%	11%	100%	100%	100%	34%	100%	11%	100%	63%	73%	84%	91%	95%	70%
Yes, full licence for car	2823	2580	150	93	-	962	804	745	93	150	-	69	275	319	401	430	469	930
	72%	100%	100%	16%	-	100%	100%	100%	16%	100%	-	100%	55%	64%	80%	86%	94%	65%
Yes, full licence for motorcycle, scooter or moped	244	223	6	5	2	109	62	51	5	6	2	1	21	28	40	42	53	60
	6%	9%	4%	1%	*	11%	8%	7%	1%	4%	*	2%	4%	6%	8%	8%	11%	4%
Yes, provisional licence for car	184	5	-	105	61	1	2	-	105	-	61	2	36	38	16	24	5	64
	5%	*	-	17%	11%	*	*	-	17%	-	11%	3%	7%	8%	3%	5%	1%	4%
Yes, provisional licence for motorcycle, scooter or moped	38	11	7	13	5	9	-	1	13	7	5	1	7	5	3	2	2	19
	1%	*	5%	2%	1%	1%	-	*	2%	5%	1%	1%	1%	1%	1%	*	*	1%
No - too young	148	-	-	73	75	-	-	-	73	-	75	-	31	25	18	4	8	62
	4%	-	-	12%	13%	-	-	-	12%	-	13%	-	6%	5%	4%	1%	2%	4%
Currently disqualified	12	-	1	4	6	-	-	-	4	1	6	-	3	3	*	1	-	4
	*	-	1%	1%	1%	-	-	-	1%	1%	1%	-	1%	1%	*	*	-	*
No	743	-	-	316	421	-	-	-	316	-	421	-	148	109	59	40	17	368
	19%	-	-	53%	74%	-	-	-	53%	-	74%	-	30%	22%	12%	8%	3%	26%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes (Net)	155	131	24	17	19	22	38	30	16	13	36	41	54	24	110	6	34	6	18	23	114
	4%	7%	1%	6%	3%	3%	5%	5%	3%	2%	4%	3%	6%	3%	6%	1%	2%	2%	3%	2%	7%
Yes, motorcycle / scooter	95	81	14	7	6	11	27	21	14	9	30	25	24	16	65	4	25	2	6	17	73
	2%	4%	1%	2%	1%	2%	4%	4%	3%	2%	3%	2%	3%	2%	4%	1%	2%	1%	1%	1%	4%
Yes, motorcycle / scooter with sidecar	52	40	13	6	9	10	11	9	5	2	7	16	22	7	42	1	9	-	5	5	42
	1%	2%	1%	2%	1%	2%	1%	2%	1%	*	1%	1%	3%	1%	2%	*	1%	-	1%	*	2%
Yes, moped	16	15	1	5	4	*	2	-	3	2	-	5	8	2	5	3	3	4	7	2	7
	*	1%	*	1%	1%	*	*	-	1%	*	-	*	1%	*	*	1%	*	2%	1%	*	*
No	3768	1786	1981	298	585	629	688	554	488	525	954	1212	799	804	1608	534	1345	265	699	1475	1590
	96%	93%	99%	94%	97%	97%	95%	95%	97%	98%	96%	97%	94%	97%	94%	99%	98%	98%	97%	98%	93%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes (Net)	155	13	64	19	59	14	15	21	106	20	53	51	31
	4%	2%	3%	4%	10%	3%	4%	5%	4%	3%	5%	5%	3%
Yes, motorcycle / scooter	95	5	44	14	32	14	3	12	65	15	28	31	21
	2%	1%	2%	3%	5%	3%	1%	3%	3%	2%	2%	3%	2%
Yes, motorcycle / scooter with sidecar	52	8	13	2	30	1	11	7	34	6	22	15	9
	1%	1%	1%	*	5%	*	3%	2%	1%	1%	2%	1%	1%
Yes, moped	16	-	10	4	2	1	1	1	13	-	6	6	4
	*	-	*	1%	*	*	*	*	1%	-	1%	1%	*
No	3768	554	2236	448	529	473	412	412	2471	766	1114	1000	863
	96%	98%	97%	96%	90%	97%	96%	95%	96%	97%	95%	95%	97%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes (Net)	155	92	64	94	32	18	11	29	7	13	24	12	35	19	5	11
	4%	4%	3%	4%	3%	4%	10%	4%	4%	3%	3%	6%	5%	4%	8%	4%
Yes, motorcycle / scooter	95	56	39	62	20	8	5	16	4	8	15	9	16	14	5	10
	2%	3%	2%	3%	2%	2%	4%	2%	2%	2%	2%	4%	2%	3%	8%	4%
Yes, motorcycle / scooter with sidecar	52	36	16	34	11	5	2	9	3	5	3	3	21	6	1	1
	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	*	1%	3%	1%	1%	1%
Yes, moped	16	5	11	5	1	5	5	5	-	-	6	1	2	-	1	2
	*	*	1%	*	*	1%	4%	1%	-	-	1%	1%	*	-	1%	1%
No	3768	1996	1771	2064	1207	390	107	769	193	412	775	186	639	471	50	248
	96%	96%	97%	96%	97%	96%	90%	96%	96%	97%	97%	94%	95%	96%	92%	96%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes (Net)	155	69	24	30	11	22	24	69	7	25	29	34	23	24	20	5	4	4
	4%	4%	3%	4%	5%	4%	5%	4%	2%	3%	6%	4%	5%	4%	4%	6%	3%	12%
Yes, motorcycle / scooter	95	42	13	21	6	13	17	45	6	14	13	24	17	15	14	3	3	4
	2%	3%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	3%	3%	4%	2%	12%
Yes, motorcycle / scooter with sidecar	52	25	8	8	5	7	8	27	1	10	7	12	8	10	7	1	1	-
	1%	2%	1%	1%	2%	1%	1%	2%	*	1%	1%	2%	2%	2%	1%	1%	1%	-
Yes, moped	16	6	5	3	-	2	2	3	-	1	10	3	1	-	-	1	-	-
	*	*	1%	*	-	*	*	*	-	*	2%	*	*	-	-	2%	-	-
No	3768	1505	698	792	230	542	500	1564	375	832	497	784	461	516	460	77	138	30
	96%	96%	97%	96%	95%	96%	95%	96%	98%	97%	94%	96%	95%	96%	96%	94%	97%	88%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes (Net)	155	115	6	19	12	61	32	20	19	6	12	1	11	16	19	27	30	54
	4%	4%	4%	3%	2%	6%	4%	3%	3%	4%	2%	2%	2%	3%	4%	5%	6%	4%
Yes, motorcycle / scooter	95	78	3	10	3	44	18	16	10	3	3	-	5	9	14	22	20	26
	2%	3%	2%	2%	1%	5%	2%	2%	2%	2%	1%	-	1%	2%	3%	4%	4%	2%
Yes, motorcycle / scooter with sidecar	52	39	-	6	5	18	14	5	6	-	5	1	7	7	6	5	11	17
	1%	2%	-	1%	1%	2%	2%	1%	1%	-	1%	2%	1%	1%	1%	1%	2%	1%
Yes, moped	16	5	4	3	3	3	1	2	3	4	3	-	2	-	*	2	-	12
	*	*	2%	1%	1%	*	*	*	1%	2%	1%	-	*	-	*	*	-	1%
No	3768	2465	143	579	555	901	772	725	579	143	555	68	488	483	479	472	469	1377
	96%	96%	96%	97%	98%	94%	96%	97%	97%	96%	98%	98%	98%	97%	96%	95%	94%	96%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
0	717	309	408	63	178	96	89	73	58	160	43	214	111	349	174	76	387	76	717	-	-
	18%	16%	20%	20%	30%	15%	12%	12%	12%	30%	4%	17%	13%	42%	10%	14%	28%	28%	100%	-	-
Car In Household (Net)	3202	1607	1595	253	426	555	635	511	444	378	946	1038	739	479	1542	464	990	195	-	1497	1705
	82%	84%	80%	80%	70%	85%	87%	88%	88%	70%	96%	83%	87%	58%	90%	86%	72%	72%	-	100%	100%
1	1497	713	784	77	186	301	238	179	239	277	341	517	355	285	590	206	626	70	-	1497	-
	38%	37%	39%	24%	31%	46%	33%	31%	47%	51%	34%	41%	42%	34%	34%	38%	45%	26%	-	100%	-
2	1213	616	597	105	160	215	292	202	152	87	430	395	254	134	646	189	290	86	-	-	1213
	31%	32%	30%	33%	26%	33%	40%	35%	30%	16%	43%	32%	30%	16%	38%	35%	21%	32%	-	-	71%
3	329	180	149	44	43	30	77	87	41	7	111	86	91	41	206	57	40	24	-	-	329
	8%	9%	7%	14%	7%	5%	11%	15%	8%	1%	11%	7%	11%	5%	12%	11%	3%	9%	-	-	19%
4	119	67	52	26	22	6	23	26	8	8	49	31	21	19	65	9	30	13	-	-	119
	3%	3%	3%	8%	4%	1%	3%	5%	2%	2%	5%	2%	2%	2%	4%	2%	2%	5%	-	-	7%
5	30	24	6	-	12	3	4	6	5	-	8	6	15	1	28	-	2	-	-	-	30
	1%	1%	*	-	2%	*	1%	1%	1%	-	1%	1%	2%	*	2%	-	*	-	-	-	2%
6	8	1	7	1	1	-	-	5	-	-	4	3	1	-	3	3	1	1	-	-	8
	*	*	*	*	*	-	-	1%	-	-	*	*	*	-	*	1%	*	*	-	-	*
7	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	1
	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*
8	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1
	*	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*
9	4	4	-	-	-	-	-	4	-	-	4	-	-	-	4	-	-	-	-	-	4
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	*	-	-	-	-	-	*
Refused	1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-
	*	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	-	-
Don't Know	3	2	1	-	-	-	2	-	1	-	1	*	2	-	2	-	1	-	-	-	-
	*	*	*	-	-	-	*	-	*	-	*	*	*	-	*	-	*	-	-	-	-
Mean Including 0	1.4	1.5	1.3	1.7	1.3	1.3	1.6	1.8	1.4	0.9	1.8	1.4	1.5	0.9	1.7	1.5	1.1	1.4	0.0	1.0	2.4
Mean Excluding 0	1.8	1.8	1.7	2.1	1.9	1.5	1.8	2.1	1.6	1.3	1.9	1.7	1.8	1.6	1.9	1.7	1.5	1.9	-	1.0	2.4



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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
0	717 18%	200 35%	437 19%	55 12%	24 4%	92 19%	34 8%	60 14%	531 21%	97 12%	158 14%	176 17%	286 32%
Car In Household (Net)	3202 82%	365 64%	1861 81%	412 88%	564 96%	393 81%	393 92%	373 86%	2044 79%	690 88%	1009 86%	874 83%	606 68%
1	1497 38%	243 43%	935 41%	177 38%	142 24%	204 42%	151 35%	125 29%	1017 39%	300 38%	412 35%	392 37%	381 43%
2	1213 31%	88 16%	677 29%	167 36%	280 48%	159 33%	194 45%	166 38%	694 27%	296 38%	413 35%	345 33%	154 17%
3	329 8%	21 4%	174 8%	49 10%	85 15%	26 5%	36 8%	58 13%	210 8%	66 8%	117 10%	98 9%	46 5%
4	119 3%	12 2%	58 3%	7 2%	41 7%	2 *	12 3%	15 4%	89 3%	16 2%	56 5%	34 3%	9 1%
5	30 1%	- -	9 *	12 2%	9 2%	2 *	- -	7 2%	20 1%	10 1%	9 1%	- -	11 1%
6	8 *	- -	6 *	- -	2 *	- -	- -	1 *	7 *	3 *	1 *	3 *	1 *
7	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *
8	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
9	4 *	- -	- -	- -	4 1%	- -	- -	- -	4 *	- -	- -	- -	4 *
Refused	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *
Don't Know	3 *	2 *	1 *	- -	- -	2 *	- -	- -	1 *	- -	* *	1 *	2 *
Mean Including 0	1.4	0.9	1.4	1.6	2.1	1.3	1.6	1.7	1.4	1.5	1.6	1.5	1.1
Mean Excluding 0	1.8	1.5	1.7	1.8	2.2	1.6	1.8	2.0	1.8	1.8	1.8	1.8	1.6

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
0	717 18%	46 2%	671 37%	93 4%	205 17%	339 83%	80 68%	177 22%	31 15%	58 14%	126 16%	28 14%	79 12%	129 26%	15 28%	60 23%
Car In Household (Net)	3202 82%	2040 98%	1162 63%	2063 96%	1032 83%	69 17%	38 32%	621 78%	169 85%	366 86%	672 84%	169 86%	595 88%	361 74%	40 72%	197 76%
1	1497 38%	802 38%	696 38%	834 39%	584 47%	51 12%	28 24%	274 34%	67 33%	153 36%	345 43%	71 36%	255 38%	190 39%	20 37%	113 44%
2	1213 31%	869 42%	344 19%	870 40%	321 26%	17 4%	6 5%	225 28%	65 33%	149 35%	240 30%	72 37%	267 40%	119 24%	12 21%	62 24%
3	329 8%	240 12%	89 5%	241 11%	83 7%	1 *	4 4%	81 10%	29 14%	49 11%	68 9%	18 9%	39 6%	29 6%	2 4%	15 6%
4	119 3%	94 4%	25 1%	85 4%	34 3%	-	-	32 4%	8 4%	15 3%	15 2%	8 4%	18 3%	12 2%	5 10%	6 2%
5	30 1%	23 1%	7 *	21 1%	9 1%	-	-	9 1%	1 1%	-	2 *	-	10 1%	6 1%	-	1 *
6	8 *	7 *	1 *	7 *	1 *	-	-	1 *	-	1 *	-	-	4 1%	2 *	-	-
7	1 *	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-
8	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-
9	4 *	4 *	-	4 *	-	-	-	-	-	-	-	-	-	4 1%	-	-
Refused	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-	* *	-	-
Don't Know	3 *	2 *	1 *	1 *	2 *	-	-	-	-	-	1 *	-	-	* *	-	2 1%
Mean Including 0	1.4	1.8	1.0	1.8	1.3	0.2	0.4	1.4	1.6	1.6	1.4	1.5	1.6	1.3	1.3	1.2

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - want to do more - not inte rested in finding out more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - want to do more - not inte rested in finding out more	Do most or every thing - want to do more - inte rested in finding out more			
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Mean Excluding 0	1.8	1.9	1.5	1.9	1.6	1.3	1.4	1.8	1.9	1.8	1.6	1.8	1.8	1.8	1.8	1.6

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
0	717 18%	268 17%	119 16%	140 17%	52 22%	138 24%	12 2%	81 5%	41 11%	164 19%	419 80%	-	-	-	-	-	-	-
Car In Household (Net)	3202 82%	1305 83%	604 84%	682 83%	187 78%	425 75%	513 98%	1551 95%	339 89%	692 81%	107 20%	818 100%	484 100%	539 100%	480 100%	81 99%	142 100%	34 100%
1	1497 38%	593 38%	254 35%	357 43%	84 35%	209 37%	213 41%	622 38%	216 56%	369 43%	79 15%	311 38%	181 37%	205 38%	235 49%	46 56%	72 51%	27 79%
2	1213 31%	496 31%	265 37%	234 28%	58 24%	161 28%	214 41%	656 40%	106 28%	215 25%	23 4%	350 43%	219 45%	235 44%	176 37%	27 33%	48 34%	7 20%
3	329 8%	151 10%	59 8%	62 8%	21 9%	36 6%	62 12%	179 11%	13 3%	70 8%	5 1%	108 13%	60 12%	66 12%	41 8%	8 10%	15 10%	1 2%
4	119 3%	40 3%	24 3%	20 2%	18 7%	17 3%	19 4%	66 4%	4 1%	30 4%	-	41 5%	20 4%	16 3%	19 4%	1 1%	5 3%	-
5	30 1%	20 1%	1 *	5 1%	2 1%	2 *	4 1%	17 1%	2 *	7 1%	-	6 1%	2 *	13 2%	7 1%	-	2 1%	-
6	8 *	4 *	-	3 *	-	1 *	1 *	6 *	-	1 *	-	3 *	3 1%	-	1 *	-	-	-
7	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
8	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-
9	4 *	-	-	-	4 2%	-	-	4 *	-	-	-	-	-	4 1%	-	-	-	-
Refused	1 *	* *	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 1%	-	-
Don't Know	3 *	* *	-	-	2 1%	1 *	-	1 *	2 *	* *	-	-	-	1 *	-	-	-	-
Mean Including 0	1.4	1.5	1.5	1.4	1.6	1.3	1.8	1.8	1.3	1.4	0.3	1.9	1.9	1.9	1.7	1.6	1.7	1.2

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Mean Excluding 0	1.8	1.8	1.8	1.7	2.0	1.7	1.8	1.9	1.4	1.7	1.3	1.9	1.9	1.9	1.7	1.6	1.7	1.2

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
0	717 18%	-	150 100%	-	567 100%	-	-	-	-	150 100%	567 100%	-	193 39%	103 21%	46 9%	29 6%	30 6%	316 22%
Car In Household (Net)	3202 82%	2579 100%	-	598 100%	-	962 100%	804 100%	743 100%	598 100%	-	-	69 100%	306 61%	395 79%	451 90%	470 94%	469 94%	1112 78%
1	1497 38%	1077 42%	-	404 68%	-	326 34%	329 41%	382 51%	404 68%	-	-	39 56%	184 37%	239 48%	204 41%	169 34%	164 33%	538 38%
2	1213 31%	1062 41%	-	146 24%	-	440 46%	336 42%	267 36%	146 24%	-	-	20 29%	87 17%	118 24%	181 36%	222 45%	218 44%	387 27%
3	329 8%	298 12%	-	27 5%	-	134 14%	94 12%	59 8%	27 5%	-	-	10 15%	21 4%	29 6%	44 9%	52 10%	55 11%	129 9%
4	119 3%	102 4%	-	17 3%	-	44 5%	32 4%	25 3%	17 3%	-	-	-	13 3%	5 1%	17 3%	17 3%	22 4%	45 3%
5	30 1%	29 1%	-	1 *	-	13 1%	11 1%	6 1%	1 *	-	-	-	1 *	4 1%	4 1%	6 1%	5 1%	9 1%
6	8 *	7 *	-	1 *	-	1 *	1 *	4 1%	1 *	-	-	-	-	-	1 *	2 *	5 1%	-
7	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *
8	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-
9	4 *	4 *	-	-	-	4 *	-	-	-	-	-	-	-	-	-	-	-	4 *
Refused	1 *	1 *	-	* *	-	-	-	1 *	* *	-	-	-	-	* *	-	-	-	1 *

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Don't Know	3*	1*	-	*	-	-	-	1*	*	-	-	-	-	-	1*	-	-	2*
Mean Including 0	1.4	1.8	0.0	1.4	0.0	2.0	1.8	1.7	1.4	0.0	0.0	1.6	1.0	1.2	1.6	1.8	1.8	1.4
Mean Excluding 0	1.8	1.8	-	1.4	-	2.0	1.8	1.7	1.4	-	-	1.6	1.6	1.5	1.8	1.9	1.9	1.8

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Main driver (the person who drives the most miles in it per year)	2311	1280	1032	78	265	444	529	412	325	258	756	731	505	320	1271	347	639	47	-	904	1406
	72%	80%	65%	31%	62%	80%	83%	81%	73%	68%	80%	70%	68%	67%	82%	75%	64%	24%	-	60%	82%
Other driver (someone who drives it, but less than the main driver)	296	131	165	18	55	44	61	37	48	32	90	97	74	35	132	38	110	17	-	189	105
	9%	8%	10%	7%	13%	8%	10%	7%	11%	8%	9%	9%	10%	7%	9%	8%	11%	8%	-	13%	6%
Passenger only (someone who travels in it, but only ever as a passenger)	585	186	398	157	106	65	46	53	70	86	94	211	161	118	136	76	239	132	-	393	191
	18%	12%	25%	62%	25%	12%	7%	10%	16%	23%	10%	20%	22%	25%	9%	16%	24%	68%	-	26%	11%
Other	13	11	2	-	-	1	*	7	3	3	8	-	1	5	5	4	4	-	-	10	3
	*	1%	*	-	-	*	*	1%	1%	1%	1%	-	*	1%	*	1%	*	-	-	1%	*
Don't know	1	1	-	-	-	-	-	1	-	-	-	-	-	1	1	-	-	-	-	1	-
	*	*	-	-	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	*	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Main driver (the person who drives the most miles in it per year)	2311 72%	235 64%	1322 71%	301 73%	453 80%	296 75%	292 74%	263 71%	1461 71%	558 81%	733 73%	597 68%	410 67%
Other driver (someone who drives it, but less than the main driver)	296 9%	42 12%	174 9%	41 10%	39 7%	46 12%	25 6%	27 7%	198 10%	63 9%	90 9%	92 11%	47 8%
Passenger only (someone who travels in it, but only ever as a passenger)	585 18%	85 23%	359 19%	69 17%	71 13%	53 13%	72 18%	82 22%	378 18%	63 9%	182 18%	186 21%	147 24%
Other	13 *	4 1%	6 *	2 *	1 *	- -	4 1%	- -	9 *	6 1%	4 *	* *	3 1%
Don't know	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Main driver (the person who drives the most miles in it per year)	2311 72%	1711 84%	600 52%	1705 83%	575 56%	23 33%	8 22%	451 73%	116 68%	285 78%	461 68%	128 76%	468 79%	240 66%	30 76%	129 65%
Other driver (someone who drives it, but less than the main driver)	296 9%	145 7%	152 13%	147 7%	140 14%	8 11%	1 3%	46 7%	14 8%	33 9%	68 10%	10 6%	64 11%	34 9%	-	26 13%
Passenger only (someone who travels in it, but only ever as a passenger)	585 18%	183 9%	402 35%	208 10%	314 30%	36 53%	27 70%	124 20%	40 23%	48 13%	143 21%	31 18%	62 10%	79 22%	10 24%	43 22%
Other	13 *	3 *	10 1%	3 *	6 1%	2 4%	2 5%	* *	- -	- -	1 *	- -	1 *	9 2%	- -	1 *
Don't know	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	1 *	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Main driver (the person who drives the most miles in it per year)	2311 72%	971 74%	420 70%	492 72%	141 75%	288 67%	430 84%	1275 82%	211 62%	364 52%	31 29%	743 91%	462 96%	491 91%	389 81%	65 79%	118 84%	26 75%
Other driver (someone who drives it, but less than the main driver)	296 9%	127 10%	36 6%	79 12%	16 8%	39 9%	42 8%	105 7%	48 14%	92 13%	9 8%	75 9%	22 4%	49 9%	91 19%	17 21%	23 16%	9 25%
Passenger only (someone who travels in it, but only ever as a passenger)	585 18%	205 16%	142 24%	109 16%	31 17%	97 23%	40 8%	168 11%	81 24%	233 34%	63 59%	-	-	-	-	-	-	-
Other	13 *	3 *	6 1%	2 *	1 *	2 *	-	3 *	1 *	5 1%	4 4%	-	-	-	-	-	-	-
Don't know	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Main driver (the person who drives the most miles in it per year)	2311 72%	2295 89%	-	-	-	908 94%	745 93%	587 79%	-	-	-	55 80%	209 68%	264 67%	335 74%	361 77%	407 87%	734 66%
Other driver (someone who drives it, but less than the main driver)	296 9%	285 11%	-	-	-	54 6%	59 7%	158 21%	-	-	-	14 20%	19 6%	36 9%	49 11%	47 10%	41 9%	104 9%
Passenger only (someone who travels in it, but only ever as a passenger)	585 18%	-	-	585 98%	-	-	-	-	585 98%	-	-	-	77 25%	94 24%	62 14%	61 13%	19 4%	271 24%
Other	13 *	-	-	13 2%	-	-	-	-	13 2%	-	-	-	1 *	1 *	4 1%	-	1 *	6 1%
Don't know	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Petrol/Diesel (Net)	3176	1595	1582	245	421	549	632	507	445	377	936	1031	737	472	1540	461	982	184	-	1481	1692
	99%	99%	99%	97%	99%	99%	99%	99%	100%	100%	99%	99%	99%	99%	100%	99%	99%	94%	-	99%	99%
Petrol	2205	1045	1160	166	299	366	421	349	315	290	639	735	489	342	1002	340	734	123	-	1100	1102
	69%	65%	73%	65%	70%	66%	66%	68%	71%	77%	67%	71%	66%	71%	65%	73%	74%	63%	-	73%	65%
Diesel	971	550	421	79	122	183	211	159	130	87	297	296	249	130	538	121	248	61	-	381	590
	30%	34%	26%	31%	29%	33%	33%	31%	29%	23%	31%	28%	34%	27%	35%	26%	25%	31%	-	25%	35%
Cleaner energy source	16	9	6	4	1	4	4	2	*	*	10	1	-	4	5	2	6	4	-	8	8
	*	1%	*	1%	*	1%	1%	*	*	*	1%	*	-	1%	*	*	1%	2%	-	1%	*
Liquefied petroleum gas (LPG)	7	4	3	-	1	3	4	-	-	-	4	1	-	2	3	1	3	-	-	2	5
	*	*	*	-	*	*	1%	-	-	-	*	*	-	1%	*	*	*	-	-	*	*
Hybrid (petrol/ electric)	5	4	1	4	-	-	-	1	*	-	5	-	-	-	-	1	*	4	-	5	-
	*	*	*	1%	-	-	-	*	*	-	1%	-	-	-	-	*	*	2%	-	*	-
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	2	-	-	-	2	-	-	-	-	2	-	-	-	2	-	-	-	-	-	2
	*	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*
Compressed natural gas	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	*
Electric/battery	1	-	1	-	-	-	*	-	-	*	-	-	-	1	-	-	1	-	-	1	-
	*	-	*	-	-	-	*	-	-	*	-	-	-	*	-	-	*	-	-	*	-
Don't know	15	6	9	5	4	2	1	1	1	1	2	7	4	2	*	2	5	8	-	9	6
	*	*	1%	2%	1%	*	*	*	*	*	*	1%	1%	*	*	*	*	4%	-	1%	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Petrol/Diesel (Net)	3176	361	1845	411	559	387	388	372	2028	684	999	866	604
	99%	99%	99%	100%	99%	98%	99%	100%	99%	99%	99%	99%	99%
Petrol	2205	297	1303	272	333	256	239	248	1462	500	673	584	429
	69%	81%	70%	66%	59%	65%	61%	67%	71%	73%	67%	67%	70%
Diesel	971	64	543	138	227	132	150	124	566	184	325	282	175
	30%	18%	29%	33%	40%	33%	38%	33%	28%	27%	32%	32%	29%
Cleaner energy source	16	4	6	2	3	4	2	*	9	5	6	3	2
	*	1%	*	*	1%	1%	*	*	*	1%	1%	*	*
Liquefied petroleum gas (LPG)	7	1	3	2	2	3	2	*	2	2	2	3	-
	*	*	*	*	*	1%	*	*	*	*	*	*	-
Hybrid (petrol/electric)	5	4	1	-	-	-	-	-	5	1	4	-	-
	*	1%	*	-	-	-	-	-	*	*	*	-	-
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	-	-	-	2	2	-	-	-	2	-	-	-
	*	-	-	-	*	*	-	-	-	*	-	-	-
Compressed natural gas	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*
Electric/battery	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*
Don't know	15	1	13	-	1	3	3	-	9	2	5	6	3
	*	*	1%	-	*	1%	1%	-	*	*	*	1%	*

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Petrol/Diesel (Net)	3176	2029	1147	2060	1012	68	37	621	168	365	659	170	591	356	39	198
	99%	99%	99%	100%	98%	99%	96%	100%	99%	100%	98%	100%	99%	98%	99%	100%
Petrol	2205	1380	825	1399	723	55	29	442	100	259	469	100	412	248	30	135
	69%	68%	71%	68%	70%	80%	76%	71%	59%	71%	70%	59%	69%	69%	75%	68%
Diesel	971	649	322	661	289	14	8	179	68	106	189	70	179	107	10	63
	30%	32%	28%	32%	28%	20%	20%	29%	40%	29%	28%	41%	30%	30%	24%	32%
Cleaner energy source	16	12	4	3	12	-	1	-	2	2	7	-	1	4	*	-
	*	1%	*	*	1%	-	2%	-	1%	*	1%	-	*	1%	1%	-
Liquefied petroleum gas (LPG)	7	5	2	2	5	-	-	-	*	2	3	-	-	2	-	-
	*	*	*	*	*	-	-	-	*	*	*	-	-	1%	-	-
Hybrid (petrol/ electric)	5	5	*	1	4	-	-	-	-	-	4	-	1	-	-	-
	*	*	*	*	*	-	-	-	-	-	1%	-	*	-	-	-
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	2	-	-	2	-	-	-	-	-	-	-	-	2	-	-
	*	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-
Compressed natural gas	1	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-
	*	-	*	-	*	-	-	-	1%	-	-	-	-	-	-	-
Electric/battery	1	-	1	-	-	-	1	-	-	-	-	-	-	*	*	-
	*	-	*	-	-	-	2%	-	-	-	-	-	-	*	1%	-
Don't know	15	2	13	2	11	1	1	-	-	1	7	-	3	2	-	1
	*	*	1%	*	1%	1%	2%	-	-	*	1%	-	*	1%	-	*

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Petrol/Diesel (Net)	3176	1296	593	677	187	423	511	1549	338	674	105	818	483	539	477	81	140	34
	99%	99%	98%	99%	99%	99%	100%	100%	99%	97%	98%	100%	100%	100%	99%	99%	99%	100%
Petrol	2205	918	388	472	133	294	356	1043	245	478	84	600	296	367	347	58	104	29
	69%	70%	64%	69%	71%	69%	69%	67%	72%	69%	78%	73%	61%	68%	72%	71%	73%	84%
Diesel	971	379	205	205	54	129	155	506	93	196	21	218	187	173	131	23	36	5
	30%	29%	34%	30%	28%	30%	30%	33%	27%	28%	20%	27%	39%	32%	27%	28%	25%	16%
Cleaner energy source	16	9	*	4	2	1	2	1	3	9	1	1	2	*	3	1	2	-
	*	1%	*	1%	1%	*	*	*	1%	1%	1%	*	*	*	1%	1%	1%	-
Liquefied petroleum gas (LPG)	7	4	*	-	2	1	1	1	1	4	-	-	2	*	1	1	2	-
	*	*	*	-	1%	*	*	*	*	1%	-	-	*	*	1%	1%	1%	-
Hybrid (petrol/ electric)	5	1	-	4	-	-	1	-	*	4	-	1	-	*	-	-	-	-
	*	*	-	1%	-	-	*	-	*	1%	-	*	-	*	-	-	-	-
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-
Compressed natural gas	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
Electric/battery	1	*	-	-	-	*	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	-	*	-	-	-	-	1%	-	-	-	-	-	-	-
Don't know	15	1	11	1	-	2	*	2	1	10	1	-	-	-	-	-	-	-
	*	*	2%	*	-	*	*	*	*	1%	1%	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Petrol/Diesel (Net)	3176	2573	-	577	-	957	802	744	577	-	-	69	303	393	449	465	466	1100
	<i>99%</i>	<i>100%</i>	-	<i>96%</i>	-	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>96%</i>	-	-	<i>100%</i>	<i>99%</i>	<i>99%</i>	<i>99%</i>	<i>99%</i>	<i>99%</i>	<i>99%</i>
Petrol	2205	1800	-	383	-	532	602	613	383	-	-	53	214	292	309	300	301	789
	<i>69%</i>	<i>70%</i>	-	<i>64%</i>	-	<i>55%</i>	<i>75%</i>	<i>82%</i>	<i>64%</i>	-	-	<i>76%</i>	<i>70%</i>	<i>74%</i>	<i>68%</i>	<i>64%</i>	<i>64%</i>	<i>71%</i>
Diesel	971	773	-	193	-	425	200	131	193	-	-	16	89	102	140	165	165	311
	<i>30%</i>	<i>30%</i>	-	<i>32%</i>	-	<i>44%</i>	<i>25%</i>	<i>18%</i>	<i>32%</i>	-	-	<i>24%</i>	<i>29%</i>	<i>26%</i>	<i>31%</i>	<i>35%</i>	<i>35%</i>	<i>28%</i>
Cleaner energy source	16	8	-	7	-	5	2	1	7	-	-	-	2	*	3	3	3	5
	<i>*</i>	<i>*</i>	-	<i>1%</i>	-	<i>*</i>	<i>*</i>	<i>*</i>	<i>1%</i>	-	-	-	<i>1%</i>	<i>*</i>	<i>1%</i>	<i>1%</i>	<i>1%</i>	<i>*</i>
Liquefied petroleum gas (LPG)	7	5	-	2	-	2	2	1	2	-	-	-	1	-	3	1	3	-
	<i>*</i>	<i>*</i>	-	<i>*</i>	-	<i>*</i>	<i>*</i>	<i>*</i>	<i>*</i>	-	-	-	<i>*</i>	-	<i>1%</i>	<i>*</i>	<i>1%</i>	-
Hybrid (petrol/ electric)	5	1	-	4	-	1	*	-	4	-	-	-	-	-	*	-	-	5
	<i>*</i>	<i>*</i>	-	<i>1%</i>	-	<i>*</i>	<i>*</i>	-	<i>1%</i>	-	-	-	-	-	<i>*</i>	-	-	<i>*</i>
Biofuel blends over 5% (includes E85 - 85% ethanol)	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-
	<i>*</i>	<i>*</i>	-	-	-	<i>*</i>	-	-	-	-	-	-	-	-	-	<i>*</i>	-	-
Compressed natural gas	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	<i>*</i>	-	-	<i>*</i>	-	-	-	-	<i>*</i>	-	-	-	<i>*</i>	-	-	-	-	-
Electric/battery	1	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	*
	<i>*</i>	-	-	-	-	-	-	-	-	-	-	-	-	<i>*</i>	-	-	-	<i>*</i>
Don't know	15	-	-	15	-	-	-	-	15	-	-	-	1	2	-	1	1	10
	<i>*</i>	-	-	<i>2%</i>	-	-	-	-	<i>2%</i>	-	-	-	<i>*</i>	<i>*</i>	-	<i>*</i>	<i>*</i>	<i>1%</i>

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
FORD	517	271	246	46	51	100	106	82	74	58	130	164	134	88	258	66	150	42	-	260	257
	16%	17%	15%	18%	12%	18%	17%	16%	17%	15%	14%	16%	18%	18%	17%	14%	15%	21%	-	17%	15%
VAUXHALL	407	198	209	31	87	73	83	52	41	40	88	131	120	67	199	61	119	28	-	184	222
	13%	12%	13%	12%	21%	13%	13%	10%	9%	11%	9%	13%	16%	14%	13%	13%	12%	14%	-	12%	13%
PEUGEOT	212	100	112	18	35	38	40	28	25	29	50	75	60	26	104	27	64	16	-	91	119
	7%	6%	7%	7%	8%	7%	6%	5%	6%	8%	5%	7%	8%	5%	7%	6%	6%	8%	-	6%	7%
RENAULT	192	89	103	18	33	39	38	21	25	18	38	75	53	27	89	33	56	14	-	98	94
	6%	6%	6%	7%	8%	7%	6%	4%	6%	5%	4%	7%	7%	6%	6%	7%	6%	7%	-	7%	6%
VOLKSWAGEN	183	92	91	12	27	44	37	19	22	21	67	58	40	18	91	25	52	14	-	101	82
	6%	6%	6%	5%	6%	8%	6%	4%	5%	5%	7%	6%	5%	4%	6%	5%	5%	7%	-	7%	5%
HONDA	141	70	71	18	8	20	19	28	24	24	52	42	19	29	56	18	57	11	-	71	70
	4%	4%	4%	7%	2%	4%	3%	5%	5%	6%	6%	4%	3%	6%	4%	4%	6%	5%	-	5%	4%
CITROEN	139	72	67	11	21	17	30	23	20	17	33	48	32	25	72	18	45	4	-	72	66
	4%	4%	4%	4%	5%	3%	5%	4%	5%	5%	4%	5%	4%	5%	5%	4%	4%	2%	-	5%	4%
TOYOTA	131	56	75	13	12	20	26	24	17	19	36	50	31	15	57	18	41	13	-	66	65
	4%	3%	5%	5%	3%	4%	4%	5%	4%	5%	4%	5%	4%	3%	4%	4%	4%	7%	-	4%	4%
NISSAN	128	64	64	3	11	20	34	19	19	20	40	37	21	30	58	19	48	2	-	73	55
	4%	4%	4%	1%	3%	4%	5%	4%	4%	5%	4%	4%	3%	6%	4%	4%	5%	1%	-	5%	3%
LAND ROVER	120	60	59	10	13	18	30	11	22	16	41	31	28	20	54	16	44	6	-	56	64
	4%	4%	4%	4%	3%	3%	5%	2%	5%	4%	4%	3%	4%	4%	4%	3%	4%	3%	-	4%	4%
BMW	106	62	44	5	6	31	23	20	12	10	55	32	13	6	62	13	27	4	-	36	70
	3%	4%	3%	2%	1%	6%	4%	4%	3%	3%	6%	3%	2%	1%	4%	3%	3%	2%	-	2%	4%
MERCEDES	85	46	39	4	3	7	22	24	15	9	37	25	11	12	45	10	24	4	-	26	59
	3%	3%	2%	2%	1%	1%	3%	5%	3%	2%	4%	2%	1%	3%	3%	2%	2%	2%	-	2%	3%
FIAT	81	42	40	13	15	12	9	15	11	6	21	27	22	12	30	27	21	4	-	49	32
	3%	3%	2%	5%	4%	2%	1%	3%	2%	2%	2%	3%	3%	3%	2%	6%	2%	2%	-	3%	2%
AUDI	78	43	35	4	11	15	22	17	7	2	33	32	9	4	58	5	13	2	-	21	57
	2%	3%	2%	2%	3%	3%	3%	3%	2%	1%	3%	3%	1%	1%	4%	1%	1%	1%	-	1%	3%
SKODA	52	27	26	3	8	8	5	9	10	9	18	12	13	10	24	7	22	-	-	37	15
	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	-	-	2%	1%
MAZDA	51	28	23	3	5	7	17	7	3	9	20	15	4	12	22	9	18	2	-	17	34
	2%	2%	1%	1%	1%	1%	3%	1%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	-	1%	2%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
VOLVO	48 1%	18 1%	30 2%	2 1%	3 1%	3 1%	14 2%	7 1%	11 2%	8 2%	21 2%	15 1%	10 1%	2 *	22 1%	5 1%	21 2%	-	-	16 1%	31 2%
SEAT	37 1%	13 1%	24 2%	1 *	8 2%	6 1%	7 1%	10 2%	2 1%	3 1%	11 1%	14 1%	10 1%	3 1%	15 1%	13 3%	8 1%	-	-	12 1%	25 1%
SUZUKI	33 1%	15 1%	18 1%	2 1%	3 1%	4 1%	3 1%	10 2%	3 1%	8 2%	4 *	12 1%	11 1%	7 1%	12 1%	6 1%	13 1%	1 1%	-	15 1%	19 1%
HYUNDAI	28 1%	14 1%	14 1%	2 1%	-	4 1%	7 1%	5 1%	6 1%	4 1%	9 1%	10 1%	4 1%	5 1%	9 1%	1 *	17 2%	2 1%	-	19 1%	9 1%
MITSUBISHI	27 1%	19 1%	7 *	3 1%	3 1%	5 1%	2 *	8 2%	3 1%	3 1%	15 2%	4 *	7 1%	2 *	16 1%	7 1%	3 *	-	-	7 *	20 1%
KIA	25 1%	8 *	17 1%	3 1%	2 1%	* *	7 1%	2 *	5 1%	5 1%	4 *	10 1%	10 1%	1 *	9 1%	1 *	12 1%	3 2%	-	8 1%	17 1%
CHEVROLET	24 1%	13 1%	11 1%	-	1 *	5 1%	3 1%	7 1%	4 1%	3 1%	1 *	9 1%	6 1%	8 2%	7 *	6 1%	12 1%	-	-	10 1%	14 1%
IVECO	24 1%	12 1%	11 1%	2 1%	13 3%	1 *	2 *	4 1%	* *	1 *	12 1%	3 *	4 *	5 1%	16 1%	3 1%	2 *	2 1%	-	9 1%	15 1%
SAAB	23 1%	19 1%	4 *	-	1 *	6 1%	6 1%	3 *	8 2%	-	9 1%	9 1%	5 1%	1 *	14 1%	5 1%	5 *	-	-	10 1%	13 1%
JAGUAR	22 1%	17 1%	5 *	-	-	3 *	2 *	6 1%	10 2%	2 *	15 2%	2 *	5 1%	-	14 1%	4 1%	5 *	-	-	3 *	19 1%
MG	22 1%	11 1%	10 1%	1 *	3 1%	5 1%	1 *	8 2%	3 1%	-	11 1%	6 1%	2 *	3 1%	10 1%	2 *	9 1%	1 1%	-	3 *	19 1%
SUBARU	19 1%	9 1%	10 1%	-	10 2%	3 *	1 *	1 *	3 1%	2 1%	10 1%	8 1%	1 *	1 *	11 1%	1 *	7 1%	-	-	6 *	13 1%
MINI	19 1%	3 *	15 1%	-	4 1%	3 1%	7 1%	1 *	1 1%	2 1%	12 1%	4 *	3 *	-	13 1%	4 1%	2 *	-	-	7 *	11 1%
DAIHATSU	18 1%	12 1%	6 *	-	-	5 1%	1 *	4 1%	6 1%	3 1%	2 *	6 1%	7 1%	3 1%	8 1%	3 1%	6 1%	-	-	8 1%	9 1%
ASTON MARTIN	15 *	7 *	9 1%	2 1%	1 *	1 *	1 *	5 1%	2 *	4 1%	4 *	7 1%	1 *	3 1%	4 *	4 1%	6 1%	2 1%	-	11 1%	5 *
ALFA ROMEO	15 *	6 *	9 1%	-	3 1%	2 *	6 1%	2 *	1 *	1 *	4 *	4 *	5 1%	2 *	8 *	2 *	5 1%	-	-	7 *	9 1%
LEXUS	11 *	3 *	7 *	-	2 *	1 *	3 *	3 1%	1 *	1 *	5 *	4 *	2 *	-	3 *	4 1%	3 *	-	-	4 *	7 *

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
CHRYSLER	8	4	5	2 1%	1	2	1	1	2	-	5	2	2	-	5	3	1	-	-	2	6
PERODUA	7	2	5	-	2 1%	-	3	2	-	-	2	2	1	2	5	-	2	-	-	6	2
KTM	7	4	3	-	-	-	2	3	2	1	1	3	-	2	4	1	2	-	-	3	4
RENAULT TRUCKS	6	4	3	2 1%	-	-	-	2	1	1	-	3	1	2	2	-	2	2	-	3	3
SMART	6	4	2	1	2	3 1%	-	-	1	*	4	-	2	1	3	-	1	1	-	*	6
ISUZU	5	4	1	-	-	-	1	3	-	1	1	3	-	3	1	1	-	-	2	3	
JEEP	5	2	3	-	-	1	-	2	2	-	4	1	-	2	1	1	-	-	1	3	
ABARTH	4	1	3	1	-	-	-	3	-	*	3	-	1	-	3	*	1	-	*	4	
BENTLEY	3	1	1	-	-	-	-	3	-	1	-	1	-	1	-	1	-	-	-	3	
PROTON	2	*	2	-	-	-	-	2	-	*	-	-	-	2	-	-	2	-	2	-	
MASERATI	2	-	2	-	2	-	1	-	-	-	1	2	-	2	1	-	-	-	1	2	
MORGAN	2	-	2	-	-	2	-	-	-	*	-	2	*	-	2	*	-	-	2	-	
LDV	2	2	-	-	1	-	-	1	-	-	2	-	-	1	1	-	-	-	1	1	
PORSCHE	2	2	-	-	-	1	-	-	-	1	1	-	-	1	-	1	-	-	-	2	
SSANGYONG	1	1	1	-	-	1	-	-	-	1	-	1	1	-	1	-	-	-	1	1	
CADILLAC	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	
LAMBORGHINI	1	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
FERRARI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRISTOL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HUMMER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TATA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DODGE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	44	27	18	6	1	10	7	5	9	6	9	22	8	5	26	3	14	1	-	21	23
	1%	2%	1%	2%	*	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	*	-	1%	1%
Dont know	64	30	34	10	12	9	7	6	9	11	9	20	19	17	16	7	27	14	-	38	25
	2%	2%	2%	4%	3%	2%	1%	1%	2%	3%	1%	2%	3%	4%	1%	2%	3%	7%	-	3%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
FORD	517 16%	49 13%	319 17%	67 16%	82 15%	64 16%	69 18%	73 20%	311 15%	104 15%	162 16%	135 15%	108 18%
VAUXHALL	407 13%	36 10%	259 14%	50 12%	62 11%	56 14%	48 12%	46 12%	256 13%	69 10%	139 14%	117 13%	79 13%
PEUGEOT	212 7%	13 4%	131 7%	17 4%	50 9%	26 7%	18 5%	37 10%	130 6%	33 5%	81 8%	51 6%	46 7%
RENAULT	192 6%	20 5%	111 6%	27 7%	34 6%	26 7%	24 6%	22 6%	120 6%	34 5%	59 6%	65 7%	32 5%
VOLKSWAGEN	183 6%	29 8%	101 5%	24 6%	29 5%	20 5%	25 6%	13 4%	125 6%	49 7%	75 7%	32 4%	28 5%
HONDA	141 4%	31 9%	66 4%	24 6%	20 3%	15 4%	9 2%	8 2%	109 5%	39 6%	38 4%	42 5%	21 4%
CITROEN	139 4%	10 3%	82 4%	27 7%	20 4%	20 5%	20 5%	10 3%	89 4%	28 4%	38 4%	49 6%	21 3%
TOYOTA	131 4%	26 7%	74 4%	12 3%	20 4%	15 4%	14 4%	17 4%	86 4%	24 4%	36 4%	33 4%	39 6%
NISSAN	128 4%	21 6%	72 4%	16 4%	20 3%	10 3%	19 5%	16 4%	83 4%	26 4%	35 4%	38 4%	28 5%
LAND ROVER	120 4%	4 1%	67 4%	10 2%	39 7%	17 4%	14 3%	23 6%	67 3%	18 3%	45 4%	35 4%	20 3%
BMW	106 3%	14 4%	53 3%	13 3%	26 5%	25 6%	16 4%	7 2%	56 3%	41 6%	26 3%	28 3%	11 2%
MERCEDES	85 3%	11 3%	50 3%	6 1%	19 3%	5 1%	13 3%	8 2%	58 3%	22 3%	22 2%	21 2%	18 3%
FIAT	81 3%	8 2%	60 3%	8 2%	6 1%	8 2%	19 5%	6 2%	49 2%	18 3%	25 2%	26 3%	11 2%
AUDI	78 2%	12 3%	37 2%	11 3%	18 3%	6 1%	11 3%	7 2%	54 3%	27 4%	19 2%	25 3%	7 1%
SKODA	52 2%	5 1%	31 2%	11 3%	6 1%	3 1%	6 2%	5 1%	38 2%	16 2%	12 1%	14 2%	9 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
MAZDA	51 2%	2 *	30 2%	8 2%	12 2%	6 1%	8 2%	6 2%	31 2%	16 2%	16 2%	12 1%	7 1%
VOLVO	48 1%	-	24 1%	4 1%	20 3%	3 1%	8 2%	6 2%	31 2%	16 2%	13 1%	13 1%	6 1%
SEAT	37 1%	1 *	22 1%	13 3%	1 *	7 2%	1 *	4 1%	24 1%	8 1%	9 1%	17 2%	4 1%
SUZUKI	33 1%	3 1%	24 1%	1 *	4 1%	2 *	4 1%	2 1%	25 1%	2 *	13 1%	10 1%	7 1%
HYUNDAI	28 1%	2 *	17 1%	4 1%	5 1%	6 1%	5 1%	2 1%	15 1%	2 *	8 1%	12 1%	7 1%
MITSUBISHI	27 1%	* *	9 *	5 1%	13 2%	6 1%	2 *	3 1%	16 1%	2 *	5 1%	12 1%	8 1%
KIA	25 1%	2 1%	13 1%	3 1%	6 1%	1 *	1 *	7 2%	17 1%	1 *	10 1%	11 1%	3 *
CHEVROLET	24 1%	8 2%	14 1%	2 *	* *	4 1%	2 *	- -	19 1%	3 *	10 1%	6 1%	5 1%
IVECO	24 1%	5 1%	18 1%	- -	- -	5 1%	2 *	- -	17 1%	4 1%	13 1%	3 *	3 1%
SAAB	23 1%	5 1%	7 *	9 2%	3 *	2 *	4 1%	5 1%	12 1%	8 1%	8 1%	6 1%	2 *
JAGUAR	22 1%	-	9 1%	5 1%	7 1%	-	2 1%	4 1%	16 1%	5 1%	6 1%	7 1%	5 1%
MG	22 1%	1 *	10 1%	5 1%	6 1%	2 1%	2 *	1 *	17 1%	9 1%	8 1%	3 *	1 *
SUBARU	19 1%	-	6 *	7 2%	6 1%	3 1%	-	4 1%	12 1%	4 1%	9 1%	4 *	2 *
MINI	19 1%	1 *	12 1%	1 *	5 1%	-	5 1%	1 *	13 1%	10 1%	4 *	3 *	2 *
DAIHATSU	18 1%	2 1%	12 1%	-	4 1%	1 *	-	* *	16 1%	4 1%	3 *	6 1%	5 1%
ASTON MARTIN	15 *	-	14 1%	-	1 *	-	-	2 1%	13 1%	1 *	7 1%	3 *	5 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
ALFA ROMEO	15*	1*	9 1%	1*	3 1%	4 1%	-	4 1%	7*	5 1%	2*	3*	4 1%
LEXUS	11*	3 1%	7*	-	1*	3 1%	2 1%	1*	4*	3*	4*	4*	-
CHRYSLER	8*	1*	8*	-	-	1*	3 1%	2 1%	3*	1*	4*	3*	1*
PERODUA	7*	2 1%	5*	-	-	-	-	2 1%	5*	1*	4*	-	2*
KTM	7*	-	6*	-	*	2*	-	-	5*	1*	4*	2*	-
RENAULT TRUCKS	6*	-	3*	1*	2*	-	2*	2 1%	2*	2*	-	4*	1*
SMART	6*	-	2*	2 1%	2*	1*	-	1*	5*	3*	-	1*	2*
ISUZU	5*	-	1*	-	3 1%	-	1*	-	4*	1*	-	-	4 1%
JEEP	5*	1*	2*	-	2*	1*	-	-	3*	3*	-	2*	-
ABARTH	4*	3 1%	1*	-	-	-	-	-	4*	-	3*	-	1*
BENTLEY	3*	-	1*	1*	-	-	-	-	3*	-	1*	1*	-
PROTON	2*	-	*	2*	-	-	-	-	2*	*	-	-	2*
MASERATI	2*	1*	2*	-	-	2 1%	-	-	-	1*	-	2*	-
MORGAN	2*	-	*	2*	-	-	-	2*	*	-	-	-	2*
LDV	2*	-	2*	-	-	-	-	-	2*	-	1*	1*	-
PORSCHE	2*	1*	-	1*	-	1*	-	-	1*	1*	-	-	1*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
SSANGYONG	1	-	1	-	1	-	-	-	1	1	-	-	1
CADILLAC	1	1	-	-	-	-	-	-	1	-	1	-	-
LAMBORGHINI	1	-	1	-	-	-	-	-	1	-	-	-	1
FERRARI	-	-	-	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-	-	-	-
BRISTOL	-	-	-	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-	-	-	-
HUMMER	-	-	-	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-	-	-	-
TATA	-	-	-	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
DODGE	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	44	17	19	6	1	5	8	7	25	13	13	5	13
	1%	5%	1%	2%	*	1%	2%	2%	1%	2%	1%	1%	2%
Dont know	64	14	40	6	5	13	6	4	41	11	17	12	24
	2%	4%	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	4%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
FORD	517 16%	336 16%	181 16%	336 16%	162 16%	11 16%	8 21%	85 14%	29 17%	70 19%	117 17%	30 18%	102 17%	46 13%	3 7%	33 16%
VAUXHALL	407 13%	246 12%	161 14%	256 12%	136 13%	10 15%	4 10%	100 16%	18 11%	55 15%	84 12%	26 15%	49 8%	43 12%	4 9%	26 13%
PEUGEOT	212 7%	143 7%	69 6%	139 7%	68 7%	3 4%	2 5%	25 4%	18 11%	26 7%	55 8%	8 5%	44 7%	28 8%	2 6%	5 3%
RENAULT	192 6%	121 6%	71 6%	128 6%	49 5%	13 19%	2 4%	37 6%	9 5%	19 5%	36 5%	12 7%	49 8%	12 3%	4 11%	14 7%
VOLKSWAGEN	183 6%	119 6%	64 5%	110 5%	68 7%	4 6%	* 1%	28 5%	9 5%	29 8%	36 5%	8 5%	45 8%	19 5%	- -	9 5%
HONDA	141 4%	73 4%	68 6%	81 4%	55 5%	3 4%	2 6%	23 4%	6 4%	19 5%	27 4%	5 3%	33 5%	17 5%	1 3%	10 5%
CITROEN	139 4%	87 4%	52 4%	95 5%	41 4%	1 1%	2 5%	24 4%	14 8%	16 4%	29 4%	9 6%	29 5%	15 4%	1 2%	2 1%
TOYOTA	131 4%	78 4%	53 5%	89 4%	43 4%	- -	- -	25 4%	6 4%	8 2%	31 5%	7 4%	28 5%	15 4%	1 3%	8 4%
NISSAN	128 4%	83 4%	45 4%	82 4%	44 4%	- -	2 6%	22 3%	5 3%	15 4%	20 3%	4 2%	27 4%	19 5%	7 19%	8 4%
LAND ROVER	120 4%	77 4%	42 4%	81 4%	35 3%	1 2%	3 7%	29 5%	5 3%	10 3%	29 4%	4 3%	18 3%	16 4%	1 2%	8 4%
BMW	106 3%	79 4%	27 2%	68 3%	36 4%	* 1%	1 3%	17 3%	1 1%	12 3%	21 3%	5 3%	29 5%	9 2%	6 15%	6 3%
MERCEDES	85 3%	56 3%	29 3%	58 3%	25 2%	1 2%	1 2%	13 2%	4 2%	6 2%	20 3%	3 2%	15 3%	16 4%	1 2%	6 3%
FIAT	81 3%	47 2%	34 3%	47 2%	32 3%	3 4%	- -	21 3%	7 4%	9 3%	9 1%	1 1%	15 2%	15 4%	- -	4 2%
AUDI	78 2%	60 3%	18 2%	48 2%	29 3%	1 2%	- -	14 2%	4 2%	9 2%	15 2%	9 6%	12 2%	9 2%	- -	6 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
SKODA	52 2%	32 2%	20 2%	33 2%	16 2%	2 3%	1 3%	9 2%	- -	4 1%	14 2%	5 3%	9 2%	6 2%	* 1%	3 1%
MAZDA	51 2%	41 2%	10 1%	37 2%	12 1%	- -	2 5%	6 1%	3 2%	9 2%	11 2%	2 1%	11 2%	7 2%	1 3%	2 1%
VOLVO	48 1%	27 1%	20 2%	26 1%	18 2%	- -	3 7%	9 1%	- -	7 2%	7 1%	* *	10 2%	8 2%	- -	6 3%
SEAT	37 1%	23 1%	14 1%	26 1%	9 1%	- -	2 5%	9 1%	4 2%	4 1%	7 1%	2 1%	8 1%	2 1%	- -	2 1%
SUZUKI	33 1%	27 1%	6 1%	24 1%	9 1%	- -	- -	11 2%	1 1%	2 *	6 1%	3 2%	5 1%	3 1%	2 6%	1 *
HYUNDAI	28 1%	20 1%	8 1%	19 1%	9 1%	- -	- -	9 2%	- -	1 *	6 1%	- -	4 1%	5 1%	- -	2 1%
MITSUBISHI	27 1%	21 1%	6 1%	21 1%	5 1%	* 1%	- -	3 1%	- -	3 1%	3 *	3 2%	1 *	12 3%	1 3%	- -
KIA	25 1%	21 1%	4 *	19 1%	6 1%	- -	- -	8 1%	1 1%	2 1%	3 *	- -	4 1%	5 1%	- -	1 *
CHEVROLET	24 1%	18 1%	6 1%	18 1%	6 1%	- -	- -	11 2%	- -	5 1%	2 *	1 1%	2 *	1 *	- -	1 1%
IVECO	24 1%	15 1%	9 1%	16 1%	7 1%	- -	- -	7 1%	1 *	2 1%	5 1%	1 1%	3 1%	2 *	- -	2 1%
SAAB	23 1%	11 1%	12 1%	9 *	9 1%	5 7%	- -	5 1%	- -	2 1%	2 *	6 3%	1 *	3 1%	- -	5 3%
JAGUAR	22 1%	20 1%	2 *	19 1%	3 *	- -	- -	7 1%	1 1%	2 *	4 1%	- -	5 1%	2 1%	- -	* *
MG	22 1%	16 1%	6 *	16 1%	5 1%	- -	- -	2 *	- -	4 1%	9 1%	3 2%	3 1%	1 *	- -	- -
SUBARU	19 1%	9 *	10 1%	13 1%	4 *	2 3%	- -	7 1%	- -	- -	3 *	1 *	1 *	2 1%	- -	7 3%
MINI	19 1%	14 1%	5 *	15 1%	3 *	- -	- -	6 1%	2 1%	1 *	4 1%	1 *	5 1%	- -	1 2%	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
DAIHATSU	18 1%	13 1%	5 *	11 1%	6 1%	-	-	5 1%	-	-	7 1%	2 1%	1 *	3 1%	-	-
ASTON MARTIN	15 *	9 *	7 1%	11 1%	3 *	1 1%	-	3 *	1 1%	1 *	2 *	-	4 1%	4 1%	-	1 *
ALFA ROMEO	15 *	10 1%	5 *	13 1%	2 *	-	-	2 *	-	3 1%	4 1%	-	3 1%	1 *	-	2 1%
LEXUS	11 *	9 *	2 *	6 *	5 *	-	-	3 1%	-	3 1%	3 *	1 1%	1 *	-	-	-
CHRYSLER	8 *	6 *	2 *	5 *	4 *	-	-	3 *	1 1%	1 *	1 *	-	-	2 *	1 2%	-
PERODUA	7 *	3 *	4 *	2 *	4 *	1 1%	-	4 1%	-	-	2 *	-	-	-	-	1 *
KTM	7 *	3 *	3 *	5 *	2 *	-	-	-	-	* *	2 *	-	2 *	-	-	2 1%
RENAULT TRUCKS	6 *	5 *	2 *	5 *	2 *	-	-	-	-	1 *	2 *	-	3 *	-	-	-
SMART	6 *	2 *	4 *	1 *	5 *	-	-	2 *	-	3 1%	-	1 *	1 *	* *	-	-
ISUZU	5 *	1 *	4 *	4 *	1 *	-	-	-	-	-	2 *	-	3 1%	-	-	-
JEEP	5 *	2 *	3 *	3 *	1 *	-	-	-	-	-	2 *	-	2 *	-	-	-
ABARTH	4 *	4 *	-	4 *	* *	-	-	4 1%	-	-	-	-	-	-	-	-
BENTLEY	3 *	1 *	1 *	3 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-
PROTON	2 *	-	2 *	* *	2 *	-	-	-	-	-	2 *	-	-	-	-	-
MASERATI	2 *	2 *	1 *	2 *	1 *	-	-	-	2 1%	-	-	-	1 *	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																169
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
MORGAN	2	-	2	-	2	-	*	-	-	-	2	-	-	*	-	-
	*	-	*	-	*	-	1%	-	-	-	*	-	-	*	-	-
LDV	2	1	1	2	-	-	-	1	-	-	-	-	-	-	-	1
	*	*	*	*	-	-	-	*	-	-	-	-	-	-	-	*
PORSCHE	2	2	-	1	1	-	-	-	-	1	-	-	-	1	-	-
	*	*	-	*	*	-	-	-	-	*	-	-	-	*	-	-
SSANGYONG	1	1	1	1	-	-	1	1	-	-	1	-	-	-	-	-
	*	*	*	*	-	-	2%	*	-	-	*	-	-	-	-	-
CADILLAC	1	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-
	*	-	*	-	-	2%	-	*	-	-	-	-	-	-	-	-
LAMBORGHINI	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-
FERRARI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRISTOL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HUMMER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
TATA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DODGE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	44	32	13	25	17	2	-	9	7	1	10	4	5	4	-	5
	1%	2%	1%	1%	2%	2%	-	1%	4%	*	2%	2%	1%	1%	-	3%
Dont know	64	18	46	30	28	4	3	11	10	2	16	1	4	9	1	8
	2%	1%	4%	1%	3%	5%	9%	2%	6%	1%	2%	1%	1%	2%	3%	4%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
FORD	517 16%	209 16%	107 18%	109 16%	33 17%	60 14%	91 18%	245 16%	44 13%	118 17%	19 18%	123 15%	70 14%	97 18%	64 13%	18 21%	27 19%	4 11%
VAUXHALL	407 13%	174 13%	67 11%	93 14%	20 11%	53 12%	62 12%	194 13%	49 14%	87 13%	14 13%	100 12%	66 14%	64 12%	61 13%	12 15%	15 11%	6 18%
PEUGEOT	212 7%	95 7%	41 7%	47 7%	9 5%	20 5%	37 7%	102 7%	22 7%	46 7%	4 4%	59 7%	34 7%	34 6%	35 7%	4 4%	13 9%	3 7%
RENAULT	192 6%	88 7%	30 5%	32 5%	11 6%	30 7%	25 5%	103 7%	14 4%	35 5%	15 14%	55 7%	29 6%	40 7%	26 6%	2 3%	5 3%	5 14%
VOLKSWAGEN	183 6%	80 6%	37 6%	33 5%	7 4%	25 6%	34 7%	76 5%	30 9%	38 5%	4 4%	37 5%	33 7%	25 5%	39 8%	3 4%	10 7%	1 3%
HONDA	141 4%	62 5%	24 4%	28 4%	7 4%	20 5%	20 4%	60 4%	16 5%	39 6%	5 5%	34 4%	14 3%	22 4%	30 6%	4 5%	4 3%	2 6%
CITROEN	139 4%	41 3%	26 4%	33 5%	11 6%	27 6%	26 5%	69 4%	9 3%	31 5%	3 3%	41 5%	25 5%	24 4%	12 3%	4 5%	9 6%	1 3%
TOYOTA	131 4%	44 3%	30 5%	35 5%	9 5%	14 3%	26 5%	63 4%	12 3%	31 4%	- -	35 4%	18 4%	27 5%	17 3%	5 6%	4 3%	- -
NISSAN	128 4%	51 4%	33 5%	28 4%	7 4%	9 2%	17 3%	65 4%	21 6%	23 3%	2 2%	30 4%	23 5%	17 3%	24 5%	5 6%	11 8%	- -
LAND ROVER	120 4%	50 4%	14 2%	31 4%	8 4%	18 4%	16 3%	65 4%	3 1%	32 5%	4 4%	33 4%	20 4%	20 4%	10 2%	4 5%	8 6%	2 5%
BMW	106 3%	44 3%	15 3%	27 4%	5 2%	15 3%	21 4%	47 3%	15 4%	22 3%	1 1%	23 3%	21 4%	17 3%	24 5%	4 5%	1 1%	* 1%
MERCEDES	85 3%	38 3%	19 3%	11 2%	5 2%	13 3%	17 3%	41 3%	12 3%	13 2%	2 2%	21 3%	16 3%	13 2%	16 3%	1 2%	2 1%	- -
FIAT	81 3%	31 2%	14 2%	19 3%	8 4%	9 2%	14 3%	33 2%	17 5%	15 2%	3 3%	31 4%	6 1%	10 2%	16 3%	1 1%	3 2%	1 3%
AUDI	78 2%	30 2%	19 3%	19 3%	4 2%	5 1%	13 3%	35 2%	8 2%	21 3%	1 1%	17 2%	17 3%	15 3%	15 3%	2 2%	5 4%	1 3%
SKODA	52 2%	18 1%	8 1%	10 2%	3 2%	13 3%	4 1%	29 2%	4 1%	12 2%	3 3%	17 2%	6 1%	7 1%	3 1%	2 3%	4 3%	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
MAZDA	51 2%	26 2%	13 2%	8 1%	1 1%	3 1%	14 3%	23 2%	2 1%	10 1%	2 2%	19 2%	7 1%	8 2%	7 1%	3 4%	1 1%	-
VOLVO	48 1%	24 2%	10 2%	10 1%	3 1%	2 *	10 2%	17 1%	5 2%	13 2%	3 2%	13 2%	5 1%	8 1%	12 3%	1 1%	3 2%	-
SEAT	37 1%	12 1%	9 2%	11 2%	2 1%	3 1%	3 1%	22 1%	6 2%	4 1%	2 2%	9 1%	3 1%	12 2%	5 1%	-	1 1%	2 5%
SUZUKI	33 1%	13 1%	5 1%	5 1%	2 1%	8 2%	3 1%	21 1%	3 1%	6 1%	-	10 1%	6 1%	7 1%	5 1%	-	-	-
HYUNDAI	28 1%	10 1%	5 1%	9 1%	3 2%	2 *	3 1%	16 1%	2 1%	7 1%	-	5 1%	4 1%	4 1%	6 1%	1 1%	-	-
MITSUBISHI	27 1%	10 1%	4 1%	3 *	4 2%	6 1%	2 *	19 1%	2 1%	3 *	*	5 1%	3 1%	10 2%	4 1%	-	2 1%	*
KIA	25 1%	6 *	2 *	9 1%	1 1%	7 2%	6 1%	13 1%	1 *	5 1%	-	9 1%	3 1%	4 1%	3 1%	-	-	-
CHEVROLET	24 1%	5 *	2 *	4 1%	7 4%	6 1%	4 1%	14 1%	5 1%	1 *	-	17 2%	1 *	-	3 1%	-	*	-
IVECO	24 1%	8 1%	2 *	8 1%	-	6 1%	4 1%	12 1%	2 1%	5 1%	-	7 1%	6 1%	2 *	4 1%	-	-	-
SAAB	23 1%	17 1%	1 *	4 1%	*	1 *	4 1%	6 *	3 1%	6 1%	5 4%	7 1%	1 *	1 *	5 1%	-	3 2%	5 14%
JAGUAR	22 1%	9 1%	3 *	5 1%	1 *	4 1%	-	19 1%	*	3 *	-	6 1%	4 1%	8 2%	1 *	*	2 1%	-
MG	22 1%	10 1%	6 1%	6 1%	-	-	5 1%	11 1%	5 2%	-	-	10 1%	3 1%	3 1%	3 1%	1 2%	-	-
SUBARU	19 1%	10 1%	1 *	3 *	2 1%	4 1%	3 1%	10 1%	-	4 1%	2 2%	4 *	7 1%	2 *	-	-	-	-
MINI	19 1%	8 1%	2 *	4 1%	-	5 1%	3 1%	12 1%	1 *	2 *	-	5 1%	3 1%	6 1%	3 1%	-	-	-
DAIHATSU	18 1%	6 *	4 1%	3 *	2 1%	4 1%	2 *	9 1%	2 1%	4 1%	-	4 *	3 1%	1 *	4 1%	1 1%	1 1%	-
ASTON MARTIN	15 *	5 *	4 1%	5 1%	-	2 *	2 *	10 1%	2 1%	1 *	1 1%	1 *	5 1%	2 *	-	-	*	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
ALFA ROMEO	15	6	-	2	1	7	3	11	1	1	-	4	5	4	2	-	-	-
	*	*	-	*	*	2%	1%	1%	*	*	-	*	1%	1%	*	-	-	-
LEXUS	11	1	4	3	-	2	1	5	2	2	-	3	2	1	2	1	-	-
	*	*	1%	*	-	1%	*	*	1%	*	-	*	*	*	*	2%	-	-
CHRYSLER	8	4	1	2	-	1	2	3	1	3	-	3	1	-	*	1	-	-
	*	*	*	*	-	*	*	*	*	*	-	*	*	-	*	1%	-	-
PERODUA	7	2	-	-	-	5	-	2	-	4	1	-	-	2	4	-	-	-
	*	*	-	-	-	1%	-	*	-	1%	1%	-	-	*	1%	-	-	-
KTM	7	2	-	2	-	3	-	5	-	2	-	1	2	1	2	-	-	-
	*	*	-	*	-	1%	-	*	-	*	-	*	*	*	*	-	-	-
RENAULT TRUCKS	6	1	3	-	-	2	1	3	2	-	-	1	3	1	-	-	-	-
	*	*	*	-	-	1%	*	*	*	-	-	*	1%	*	-	-	-	-
SMART	6	5	*	1	-	-	-	1	1	4	-	1	-	-	1	-	2	-
	*	*	*	*	-	-	-	*	*	1%	-	*	-	-	*	-	1%	-
ISUZU	5	-	-	5	-	-	-	4	-	1	-	-	1	3	1	-	-	-
	*	-	-	1%	-	-	-	*	-	*	-	-	*	1%	*	-	-	-
JEEP	5	2	1	1	-	1	-	3	-	1	-	2	1	1	-	-	1	-
	*	*	*	*	-	*	-	*	-	*	-	*	*	*	-	-	1%	-
ABARTH	4	3	*	1	-	-	3	1	*	-	-	-	3	-	*	-	-	-
	*	*	*	*	-	-	1%	*	*	-	-	-	1%	-	*	-	-	-
BENTLEY	3	1	-	-	1	-	1	1	-	-	-	1	-	1	-	-	-	-
	*	*	-	-	1%	-	*	*	-	-	-	*	-	*	-	-	-	-
PROTON	2	*	-	2	-	-	*	-	-	2	-	*	-	-	-	-	-	-
	*	*	-	*	-	-	*	-	-	*	-	*	-	-	-	-	-	-
MASERATI	2	1	2	-	-	-	2	-	1	-	-	-	2	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	*	-	*	-	-	-	-
MORGAN	2	2	-	-	-	-	-	-	2	-	*	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-
LDV	2	1	-	1	-	-	1	1	-	-	-	-	2	-	-	-	-	-
	*	*	-	*	-	-	*	*	-	-	-	*	-	-	-	-	-	-
PORSCHE	2	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	*	-	*	-	-	*	-	-	*	*	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
SSANGYONG	1	1	-	-	1	-	-	1	-	-	1	-	-	1	-	-	-	1
CADILLAC	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	2%
LAMBORGHINI	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-
FERRARI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRISTOL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HUMMER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TATA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
DODGE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	44	19	14	4	3	3	2	23	5	12	2	8	3	6	9	1	1	-
	1%	1%	2%	1%	2%	1%	*	1%	2%	2%	2%	1%	1%	1%	2%	1%	1%	-
Dont know	64	19	22	6	7	9	7	23	10	18	7	6	1	4	2	1	1	1
	2%	1%	4%	1%	4%	2%	1%	1%	3%	3%	6%	1%	*	1%	*	1%	1%	2%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
FORD	517 16%	403 16%	-	114 19%	-	172 18%	118 15%	105 14%	114 19%	-	-	7 10%	50 16%	78 20%	75 17%	68 15%	60 13%	186 17%
VAUXHALL	407 13%	325 13%	-	77 13%	-	117 12%	89 11%	103 14%	77 13%	-	-	16 23%	47 15%	49 12%	57 13%	57 12%	36 8%	161 14%
PEUGEOT	212 7%	182 7%	-	30 5%	-	51 5%	59 7%	66 9%	30 5%	-	-	5 7%	24 8%	24 6%	29 6%	36 8%	23 5%	76 7%
RENAULT	192 6%	162 6%	-	27 4%	-	61 6%	50 6%	49 7%	27 4%	-	-	3 4%	18 6%	29 7%	33 7%	26 6%	23 5%	63 6%
VOLKSWAGEN	183 6%	148 6%	-	33 5%	-	61 6%	37 5%	44 6%	33 5%	-	-	7 10%	15 5%	18 5%	28 6%	42 9%	39 8%	42 4%
HONDA	141 4%	111 4%	-	28 5%	-	28 3%	37 5%	41 6%	28 5%	-	-	4 6%	9 3%	14 3%	18 4%	30 6%	21 5%	49 4%
CITROEN	139 4%	116 4%	-	21 4%	-	47 5%	35 4%	30 4%	21 4%	-	-	3 4%	16 5%	18 4%	23 5%	24 5%	10 2%	48 4%
TOYOTA	131 4%	107 4%	-	23 4%	-	28 3%	35 4%	41 5%	23 4%	-	-	3 4%	12 4%	16 4%	21 5%	13 3%	17 4%	53 5%
NISSAN	128 4%	111 4%	-	15 2%	-	24 3%	40 5%	41 6%	15 2%	-	-	5 7%	12 4%	25 6%	19 4%	8 2%	17 4%	47 4%
LAND ROVER	120 4%	97 4%	-	22 4%	-	31 3%	33 4%	31 4%	22 4%	-	-	1 1%	13 4%	14 4%	14 3%	12 3%	25 5%	41 4%
BMW	106 3%	91 4%	-	15 2%	-	50 5%	24 3%	16 2%	15 2%	-	-	1 1%	9 3%	5 1%	6 1%	19 4%	37 8%	29 3%
MERCEDES	85 3%	70 3%	-	15 3%	-	26 3%	24 3%	18 2%	15 3%	-	-	1 1%	11 4%	2 *	9 2%	11 2%	18 4%	33 3%
FIAT	81 3%	67 3%	-	14 2%	-	24 2%	19 2%	20 3%	14 2%	-	-	4 6%	4 1%	16 4%	17 4%	7 1%	8 2%	30 3%

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

	Driving status				Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	69	306	395	452	470	469	1115
AUDI	78 2%	72 3%	-	7 1%	-	43 5%	17 2%	11 1%	7 1%	-	1 1%	2 1%	4 1%	9 2%	12 3%	33 7%	18 2%
SKODA	52 2%	39 1%	-	14 2%	-	18 2%	11 1%	8 1%	14 2%	-	1 1%	5 2%	3 1%	12 3%	8 2%	2 *	22 2%
MAZDA	51 2%	45 2%	-	6 1%	-	14 1%	24 3%	8 1%	6 1%	-	-	4 1%	5 1%	2 *	9 2%	13 3%	17 2%
VOLVO	48 1%	42 2%	-	6 1%	-	14 1%	13 2%	14 2%	6 1%	-	-	3 1%	4 1%	6 1%	13 3%	10 2%	12 1%
SEAT	37 1%	33 1%	-	4 1%	-	13 1%	14 2%	6 1%	4 1%	-	-	2 1%	3 1%	4 1%	5 1%	8 2%	15 1%
SUZUKI	33 1%	28 1%	-	6 1%	-	12 1%	10 1%	6 1%	6 1%	-	-	4 1%	9 2%	5 1%	4 1%	1 *	11 1%
HYUNDAI	28 1%	20 1%	-	8 1%	-	6 1%	8 1%	6 1%	8 1%	-	-	3 1%	6 1%	4 1%	3 1%	2 *	10 1%
MITSUBISHI	27 1%	24 1%	-	3 1%	-	13 1%	9 1%	2 *	3 1%	-	1 1%	2 1%	3 1%	3 1%	4 1%	4 1%	10 1%
KIA	25 1%	19 1%	-	6 1%	-	5 1%	9 1%	4 1%	6 1%	-	1 1%	1 *	6 2%	9 2%	4 1%	-	5 *
CHEVROLET	24 1%	21 1%	-	3 *	-	3 *	4 1%	13 2%	3 *	-	-	10 3%	5 1%	4 1%	2 *	1 *	1 *
IVECO	24 1%	18 1%	-	6 1%	-	8 1%	4 *	7 1%	6 1%	-	-	5 *	2 1%	1 *	3 1%	7 2%	5 *
SAAB	23 1%	21 1%	-	2 *	-	9 1%	5 1%	5 1%	2 *	-	1 2%	-	1 *	4 1%	3 1%	6 1%	9 1%
JAGUAR	22 1%	21 1%	-	1 *	-	17 2%	3 *	1 *	1 *	-	-	-	2 1%	1 *	5 1%	4 1%	9 1%
MG	22 1%	21 1%	-	-	-	7 1%	10 1%	3 *	-	-	-	1 *	3 1%	1 *	4 1%	4 1%	8 1%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
SUBARU	19 1%	13 1%	-	6 1%	-	7 1%	3 *	3 *	6 1%	-	-	-	-	2 1%	4 1%	4 1%	5 1%	4 *
MINI	19 1%	16 1%	-	1 *	-	9 1%	6 1%	2 *	1 *	-	-	-	1 *	-	3 1%	-	9 2%	6 1%
DAIHATSU	18 1%	14 1%	-	4 1%	-	4 *	8 1%	3 *	4 1%	-	-	-	* *	3 1%	4 1%	2 *	1 *	7 1%
ASTON MARTIN	15 *	9 *	-	7 1%	-	1 *	5 1%	4 1%	7 1%	-	-	-	2 1%	5 1%	2 1%	3 1%	2 *	1 *
ALFA ROMEO	15 *	15 1%	-	1 *	-	6 1%	1 *	5 1%	1 *	-	-	2 3%	-	-	2 1%	1 *	4 1%	8 1%
LEXUS	11 *	9 *	-	2 *	-	4 *	4 *	1 *	2 *	-	-	-	-	-	1 *	1 *	4 1%	5 *
CHRYSLER	8 *	6 *	-	3 *	-	2 *	3 *	1 *	3 *	-	-	-	1 *	-	2 *	* *	1 *	5 *
PERODUA	7 *	6 *	-	1 *	-	* *	5 1%	2 *	1 *	-	-	-	3 1%	-	2 *	-	2 *	-
KTM	7 *	6 *	-	1 *	-	1 *	3 *	2 *	1 *	-	-	-	-	-	-	3 1%	1 *	3 *
RENAULT TRUCKS	6 *	5 *	-	2 *	-	4 *	-	1 *	2 *	-	-	-	1 *	2 *	1 *	-	-	2 *
SMART	6 *	5 *	-	2 *	-	1 *	3 *	1 *	2 *	-	-	-	-	-	-	1 *	1 *	4 *
ISUZU	5 *	5 *	-	-	-	-	3 *	1 *	-	-	-	1 1%	1 *	1 *	3 1%	-	-	1 *
JEEP	5 *	5 *	-	-	-	2 *	-	3 *	-	-	-	-	-	-	1 *	-	2 *	2 *
ABARTH	4 *	3 *	-	1 *	-	-	3 *	* *	1 *	-	-	-	-	-	* *	-	-	4 *

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

	Driving status					Driving status (split by annual mileage)						Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	69	306	395	452	470	469	1115
BENTLEY	3	3	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1
PROTON	2	*	-	2	-	-	-	*	2	-	-	2	-	-	*	-	-
MASERATI	2	2	-	-	-	2	-	1	-	-	-	-	-	-	2	1	-
MORGAN	2	-	-	2	-	-	-	-	2	-	-	-	*	-	2	-	-
LDV	2	2	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-
PORSCHE	2	2	-	-	-	-	2	-	-	-	-	-	-	-	-	1	1
SSANGYONG	1	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1
CADILLAC	1	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
LAMBORGHINI	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1
FERRARI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ROLLS-ROYCE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ARIEL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BRISTOL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ALPINA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
HUMMER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CORVETTE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CATERHAM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LOTUS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TATA	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PIAGGIO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DAIMLER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAYBACH	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DODGE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTFIELD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	44	28	-	14	-	12	11	5	14	-	-	*	4	13	4	12	4	7
	1%	1%	-	2%	-	1%	1%	1%	2%	-	-	1%	1%	3%	1%	3%	1%	1%
Dont know	64	15	-	47	-	3	2	9	47	-	-	1	9	5	3	5	-	42
	2%	1%	-	8%	-	*	*	1%	8%	-	-	2%	3%	1%	1%	1%	-	4%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
1 year	306	172	134	22	29	56	58	59	46	35	128	94	53	31	172	18	102	13	-	139	166
	10%	11%	8%	9%	7%	10%	9%	11%	10%	9%	13%	9%	7%	6%	11%	4%	10%	7%	-	9%	10%
2 years	233	124	109	12	20	33	43	42	42	42	93	70	50	19	109	22	95	7	-	102	130
	7%	8%	7%	5%	5%	6%	7%	8%	9%	11%	10%	7%	7%	4%	7%	5%	10%	3%	-	7%	8%
3 years	248	119	129	15	36	30	64	40	38	25	88	89	46	25	111	42	74	19	-	105	143
	8%	7%	8%	6%	8%	5%	10%	8%	9%	7%	9%	9%	6%	5%	7%	9%	7%	10%	-	7%	8%
4 years	273	134	139	31	36	48	49	40	39	29	80	109	48	36	128	39	81	23	-	124	149
	9%	8%	9%	12%	9%	9%	8%	8%	9%	8%	8%	10%	6%	8%	8%	8%	8%	12%	-	8%	9%
5 years	297	149	148	27	22	72	59	51	40	27	96	91	66	44	154	46	80	16	-	125	172
	9%	9%	9%	10%	5%	13%	9%	10%	9%	7%	10%	9%	9%	9%	10%	10%	8%	8%	-	8%	10%
6 years	231	112	119	18	25	52	51	31	22	32	83	72	52	25	118	40	65	9	-	101	130
	7%	7%	7%	7%	6%	9%	8%	6%	5%	9%	9%	7%	7%	5%	8%	9%	7%	5%	-	7%	8%
7 years	254	122	132	21	41	40	67	36	28	20	54	98	64	37	134	45	64	10	-	113	141
	8%	8%	8%	8%	10%	7%	11%	7%	6%	5%	6%	9%	9%	8%	9%	10%	6%	5%	-	8%	8%
8 years	234	112	123	21	34	38	48	39	30	24	72	72	51	39	103	48	63	20	-	130	103
	7%	7%	8%	8%	8%	7%	8%	8%	7%	6%	8%	7%	7%	8%	7%	10%	6%	10%	-	9%	6%
9 years	189	95	94	7	34	36	38	25	30	20	52	67	43	26	101	30	52	6	-	89	99
	6%	6%	6%	3%	8%	6%	6%	5%	7%	5%	5%	6%	6%	6%	7%	6%	5%	3%	-	6%	6%
10 years	300	152	148	21	52	46	56	57	32	35	71	89	83	57	142	48	89	21	-	147	153
	9%	9%	9%	8%	12%	8%	9%	11%	7%	9%	8%	9%	11%	12%	9%	10%	9%	11%	-	10%	9%
11 years	103	52	51	7	10	33	17	9	16	12	21	36	27	20	42	22	35	4	-	52	52
	3%	3%	3%	3%	2%	6%	3%	2%	4%	3%	2%	3%	4%	4%	3%	5%	4%	2%	-	3%	3%
12 years	127	67	61	9	16	21	22	22	21	16	38	33	28	28	72	14	35	7	-	55	72
	4%	4%	4%	4%	4%	4%	3%	4%	5%	4%	4%	3%	4%	6%	5%	3%	4%	3%	-	4%	4%
13 years	70	38	32	3	8	16	14	6	12	11	13	22	20	14	33	6	28	2	-	30	40
	2%	2%	2%	1%	2%	3%	2%	1%	3%	3%	1%	2%	3%	3%	2%	1%	3%	1%	-	2%	2%
14 years	64	25	39	1	11	11	10	14	10	6	17	13	16	17	28	8	23	3	-	28	36
	2%	2%	2%	*	3%	2%	2%	3%	2%	2%	2%	1%	2%	4%	2%	2%	2%	2%	-	2%	2%
15 years	53	30	23	2	5	2	11	12	14	7	7	13	24	8	22	5	24	-	-	31	22
	2%	2%	1%	1%	1%	*	2%	2%	3%	2%	1%	1%	3%	2%	1%	1%	2%	-	-	2%	1%
16 years	24	11	13	2	2	2	5	3	4	6	6	9	5	3	9	3	11	-	-	11	13
	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
17 years	17 1%	11 1%	6 *	- -	5 1%	1 *	2 *	3 1%	5 1%	2 *	1 *	4 *	5 1%	7 1%	11 1%	1 *	5 1%	- -	- -	10 1%	8 *
18 years	10 *	7 *	3 *	* *	- -	3 1%	3 *	* *	- -	4 1%	4 *	2 *	3 *	1 *	5 *	1 *	4 *	- -	- -	6 *	4 *
19 years	5 *	2 *	3 *	- -	- -	1 *	1 *	1 *	1 *	2 *	* *	1 *	2 *	1 *	1 *	- -	3 *	- -	- -	3 *	1 *
20 years	12 *	7 *	6 *	2 1%	- -	1 *	3 *	3 1%	2 *	2 1%	4 *	3 *	3 *	2 *	6 *	1 *	4 *	2 1%	- -	4 *	8 *
21 years	6 *	5 *	1 *	- -	2 *	2 *	- -	- -	1 *	1 *	2 *	2 *	- -	2 *	2 *	2 *	2 *	- -	- -	3 *	2 *
22 years	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
23 years	2 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- -	2 *	- -	- -	1 *	1 *
24 years	3 *	2 *	1 *	- -	- -	- -	- -	- -	- -	3 1%	2 *	- -	- -	1 *	- -	- -	3 *	- -	- -	3 *	- -
25 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
26 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
27 years	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *
28 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
29 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
30 years	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *
31 years	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
32 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
33 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -



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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
34 years	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-
35 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
37 years	2	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	2	-	-	-	2
38 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39 years	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-
40 years	2	2	-	-	-	2	-	-	-	-	-	2	-	2	-	-	-	-	-	-	2
41 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
42 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
48 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
50+ years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	137	55	82	33	40	12	13	16	9	16	10	48	45	33	39	22	42	33	-	85	49
	4%	3%	5%	13%	9%	2%	2%	3%	2%	4%	1%	5%	6%	7%	3%	5%	4%	17%	-	6%	3%
1 year or less (Net)	306	172	134	22	29	56	58	59	46	35	128	94	53	31	172	18	102	13	-	139	166
	10%	11%	8%	9%	7%	10%	9%	11%	10%	9%	13%	9%	7%	6%	11%	4%	10%	7%	-	9%	10%
2-5 years (Net)	1051	526	525	84	113	183	215	173	159	123	357	359	210	125	502	149	330	64	-	456	595
	33%	33%	33%	33%	27%	33%	34%	34%	36%	32%	38%	35%	28%	26%	33%	32%	33%	33%	-	30%	35%
5-10 years (Net)	1505	742	763	114	207	285	319	240	183	157	429	489	359	228	751	256	412	83	-	706	799
	47%	46%	48%	45%	49%	51%	50%	47%	41%	42%	45%	47%	48%	48%	49%	55%	42%	42%	-	47%	47%
10-15 years (Net)	717	363	353	43	101	129	131	120	105	88	167	206	198	145	339	104	234	37	-	342	375
	22%	23%	22%	17%	24%	23%	21%	24%	24%	23%	18%	20%	27%	30%	22%	22%	24%	19%	-	23%	22%
More than 15 years (Net)	140	82	59	6	13	11	27	24	30	29	30	37	48	25	59	14	64	2	-	73	67
	4%	5%	4%	2%	3%	2%	4%	5%	7%	8%	3%	4%	7%	5%	4%	3%	6%	1%	-	5%	4%
Mean	6.78	6.80	6.76	6.29	7.09	6.67	6.68	6.63	6.92	7.09	6.06	6.53	7.46	7.77	6.63	7.05	6.93	6.44	-	6.90	6.67

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
1 year	306 10%	44 12%	186 10%	30 7%	46 8%	30 8%	43 11%	26 7%	207 10%	73 11%	110 11%	79 9%	42 7%
2 years	233 7%	14 4%	148 8%	35 9%	35 6%	15 4%	23 6%	29 8%	166 8%	56 8%	67 7%	63 7%	44 7%
3 years	248 8%	24 6%	140 8%	35 9%	49 9%	29 7%	30 8%	29 8%	159 8%	46 7%	89 9%	72 8%	40 7%
4 years	273 9%	38 10%	149 8%	44 11%	42 8%	29 7%	33 8%	35 9%	176 9%	60 9%	100 10%	78 9%	34 6%
5 years	297 9%	32 9%	164 9%	29 7%	72 13%	42 11%	41 10%	39 10%	175 9%	84 12%	95 9%	78 9%	39 6%
6 years	231 7%	24 7%	129 7%	37 9%	42 7%	41 10%	32 8%	35 9%	123 6%	66 10%	51 5%	57 7%	56 9%
7 years	254 8%	33 9%	138 7%	31 8%	51 9%	35 9%	32 8%	37 10%	150 7%	49 7%	75 7%	71 8%	56 9%
8 years	234 7%	38 10%	114 6%	33 8%	50 9%	32 8%	26 7%	37 10%	140 7%	68 10%	54 5%	59 7%	51 8%
9 years	189 6%	20 5%	112 6%	20 5%	37 7%	25 6%	22 6%	16 4%	126 6%	36 5%	63 6%	44 5%	43 7%
10 years	300 9%	32 9%	204 11%	31 7%	33 6%	26 7%	47 12%	22 6%	206 10%	56 8%	116 12%	74 8%	51 8%
11 years	103 3%	9 2%	61 3%	15 4%	19 3%	19 5%	15 4%	7 2%	62 3%	20 3%	26 3%	36 4%	19 3%
12 years	127 4%	15 4%	67 4%	24 6%	21 4%	25 6%	13 3%	11 3%	79 4%	29 4%	32 3%	38 4%	28 5%
13 years	70 2%	4 1%	40 2%	9 2%	17 3%	8 2%	12 3%	12 3%	38 2%	9 1%	17 2%	25 3%	17 3%
14 years	64 2%	3 1%	35 2%	5 1%	20 4%	6 1%	8 2%	2 *	48 2%	5 1%	23 2%	19 2%	17 3%
15 years	53 2%	7 2%	31 2%	8 2%	6 1%	2 *	2 1%	10 3%	39 2%	1 *	16 2%	18 2%	17 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
16 years	24 1%	1 *	14 1%	3 1%	6 1%	2 1%	-	5 1%	17 1%	6 1%	6 1%	8 1%	3 *
17 years	17 1%	-	11 1%	1 *	5 1%	2 1%	-	1 *	15 1%	1 *	4 *	7 1%	5 1%
18 years	10 *	-	7 *	2 *	2 *	3 1%	1 *	* *	5 *	2 *	1 *	3 *	4 1%
19 years	5 *	-	5 *	-	-	-	-	2 1%	3 *	* *	1 *	2 *	2 *
20 years	12 *	-	9 *	1 *	2 *	-	2 1%	2 *	8 *	3 *	5 *	4 *	1 *
21 years	6 *	2 1%	4 *	-	-	2 1%	-	-	4 *	-	4 *	2 *	* *
22 years	1 *	-	1 *	-	-	-	-	-	1 *	1 *	-	-	-
23 years	2 *	-	1 *	1 *	-	-	-	-	2 *	-	-	2 *	-
24 years	3 *	2 1%	1 *	-	-	-	-	-	3 *	2 *	-	-	1 *
25 years	-	-	-	-	-	-	-	-	-	-	-	-	-
26 years	-	-	-	-	-	-	-	-	-	-	-	-	-
27 years	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	-
28 years	-	-	-	-	-	-	-	-	-	-	-	-	-
29 years	-	-	-	-	-	-	-	-	-	-	-	-	-
30 years	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *
31 years	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
32 years	-	-	-	-	-	-	-	-	-	-	-	-	-
33 years	-	-	-	-	-	-	-	-	-	-	-	-	-
34 years	*	-	*	-	-	-	-	-	*	-	-	-	*
35 years	-	-	-	-	-	-	-	-	-	-	-	-	-
36 years	-	-	-	-	-	-	-	-	-	-	-	-	-
37 years	2	-	-	-	2	-	-	-	2	-	-	2	-
38 years	-	-	-	-	-	-	-	-	-	-	-	-	-
39 years	1	-	1	-	-	1	-	-	-	1	-	-	-
40 years	2	-	2	-	-	-	-	-	2	-	2	-	-
41 years	-	-	-	-	-	-	-	-	-	-	-	-	-
42 years	-	-	-	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-	-	-	-
45 years	-	-	-	-	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
48 years	-	-	-	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-	-	-	-
50+ years	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	137 4%	25 7%	89 5%	16 4%	6 1%	21 5%	9 2%	19 5%	87 4%	16 2%	53 5%	33 4%	35 6%
1 year or less (Net)	306 10%	44 12%	186 10%	30 7%	46 8%	30 8%	43 11%	26 7%	207 10%	73 11%	110 11%	79 9%	42 7%
2-5 years (Net)	1051 33%	108 29%	601 32%	144 35%	199 35%	116 29%	127 32%	132 35%	676 33%	246 36%	350 35%	291 33%	157 26%
5-10 years (Net)	1505 47%	179 49%	861 46%	181 44%	285 51%	201 51%	200 51%	185 50%	920 45%	359 52%	453 45%	383 44%	298 49%
10-15 years (Net)	717 22%	70 19%	439 24%	91 22%	117 21%	85 21%	98 25%	62 17%	472 23%	120 17%	230 23%	211 24%	149 24%
More than 15 years (Net)	140 4%	13 3%	87 5%	17 4%	23 4%	12 3%	6 2%	19 5%	103 5%	18 3%	40 4%	48 6%	35 6%
Mean	6.78	6.51	6.81	6.73	6.89	7.01	6.55	6.55	6.82	6.28	6.59	6.98	7.37

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
1 year	306	227	79	201	104	-	2	67	14	34	65	12	52	34	8	19
	10%	11%	7%	10%	10%	-	4%	11%	8%	9%	10%	7%	9%	9%	19%	9%
2 years	233	162	70	162	68	1	2	53	13	24	47	15	46	25	*	7
	7%	8%	6%	8%	7%	1%	6%	9%	8%	7%	7%	9%	8%	7%	1%	4%
3 years	248	168	80	165	83	*	1	40	19	24	50	17	52	27	4	15
	8%	8%	7%	8%	8%	1%	2%	6%	11%	7%	7%	10%	9%	7%	9%	8%
4 years	273	186	87	170	94	9	-	48	15	32	56	18	53	29	4	18
	9%	9%	7%	8%	9%	13%	-	8%	9%	9%	8%	10%	9%	8%	10%	9%
5 years	297	184	113	204	89	4	1	59	11	34	58	24	64	28	2	18
	9%	9%	10%	10%	9%	6%	1%	9%	6%	9%	9%	14%	11%	8%	5%	9%
6 years	231	144	87	156	66	2	6	46	6	25	45	18	41	36	1	10
	7%	7%	7%	8%	6%	4%	17%	7%	4%	7%	7%	11%	7%	10%	4%	5%
7 years	254	165	89	165	85	3	1	55	10	28	64	12	42	23	*	20
	8%	8%	8%	8%	8%	4%	4%	9%	6%	8%	9%	7%	7%	6%	1%	10%
8 years	234	149	85	137	92	4	1	48	13	35	40	5	50	24	3	14
	7%	7%	7%	7%	9%	6%	2%	8%	8%	9%	6%	3%	8%	7%	8%	7%
9 years	189	118	71	127	58	4	-	38	13	24	33	5	32	18	7	17
	6%	6%	6%	6%	6%	5%	-	6%	8%	7%	5%	3%	5%	5%	19%	8%
10 years	300	189	111	199	87	8	5	51	9	47	66	8	56	38	2	24
	9%	9%	10%	10%	8%	12%	14%	8%	5%	13%	10%	5%	9%	10%	5%	12%
11 years	103	65	38	67	29	4	3	24	4	12	24	1	26	10	2	1
	3%	3%	3%	3%	3%	6%	9%	4%	2%	3%	4%	*	4%	3%	5%	*
12 years	127	73	54	80	41	3	3	12	16	10	29	12	28	16	1	3
	4%	4%	5%	4%	4%	5%	8%	2%	9%	3%	4%	7%	5%	4%	3%	2%
13 years	70	45	25	47	17	3	2	15	6	1	19	1	15	12	-	1
	2%	2%	2%	2%	2%	5%	4%	2%	3%	*	3%	1%	3%	3%	-	*
14 years	64	37	26	42	19	2	1	12	1	8	15	1	9	12	2	4
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	*	2%	3%	4%	2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
15 years	53 2%	28 1%	25 2%	30 1%	18 2%	3 4%	2 6%	15 2%	5 3%	6 2%	7 1%	3 2%	7 1%	6 2%	-	3 1%
16 years	24 1%	18 1%	6 1%	20 1%	3 *	-	1 3%	5 1%	1 *	5 1%	3 *	1 1%	3 1%	5 1%	-	1 *
17 years	17 1%	11 1%	6 1%	11 1%	6 1%	1 1%	-	3 1%	-	3 1%	6 1%	1 1%	2 *	* *	-	2 1%
18 years	10 *	6 *	4 *	5 *	5 1%	-	-	3 *	1 1%	-	1 *	1 1%	1 *	2 1%	-	1 1%
19 years	5 *	2 *	3 *	2 *	1 *	1 1%	1 2%	2 *	-	-	2 *	-	1 *	1 *	-	-
20 years	12 *	9 *	3 *	7 *	5 *	-	1 1%	1 *	-	1 *	1 *	4 2%	3 1%	2 1%	* *	-
21 years	6 *	3 *	2 *	2 *	4 *	-	-	2 *	-	2 *	-	-	2 *	* *	-	-
22 years	1 *	1 *	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-
23 years	2 *	1 *	1 *	2 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *
24 years	3 *	1 *	2 *	3 *	-	-	-	-	-	2 1%	1 *	-	-	-	-	-
25 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27 years	1 *	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-
28 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
30 years	1*	1*	-	1*	-	-	-	-	-	-	-	-	-	1*	-	-
31 years	1*	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	1%
32 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
33 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34 years	* *	* *	-	-	* *	-	-	* *	-	-	-	-	-	-	-	-
35 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
37 years	2* *	2* *	-	2* *	-	-	-	-	-	-	2* *	-	-	-	-	-
38 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39 years	1* *	-	1* *	-	-	-	1* 2%	-	-	-	1* *	-	-	-	-	-
40 years	2* *	-	2* *	2* *	-	-	-	-	-	-	-	-	-	-	-	2* 1%
41 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
42 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
45 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
48 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50+ years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	137	45	92	53	61	17	5	22	12	10	36	11	9	12	3	20
	4%	2%	8%	3%	6%	24%	14%	4%	7%	3%	5%	6%	2%	3%	7%	10%
1 year or less (Net)	306	227	79	201	104	-	2	67	14	34	65	12	52	34	8	19
	10%	11%	7%	10%	10%	-	4%	11%	8%	9%	10%	7%	9%	9%	19%	9%
2-5 years (Net)	1051	700	350	700	333	14	3	200	58	114	212	74	215	109	10	58
	33%	34%	30%	34%	32%	20%	9%	32%	34%	31%	31%	43%	36%	30%	25%	29%
5-10 years (Net)	1505	950	556	988	477	25	15	297	62	192	306	73	285	167	16	102
	47%	46%	48%	48%	46%	37%	38%	48%	37%	53%	45%	43%	48%	46%	42%	51%
10-15 years (Net)	717	437	279	466	211	24	16	128	40	83	160	26	141	93	7	36
	22%	21%	24%	23%	20%	34%	42%	21%	24%	23%	24%	15%	24%	26%	17%	18%
More than 15 years (Net)	140	84	56	89	42	4	5	32	7	19	25	9	18	18	*	10
	4%	4%	5%	4%	4%	6%	14%	5%	4%	5%	4%	6%	3%	5%	*	5%
Mean	6.78	6.55	7.20	6.74	6.63	8.83	9.95	6.61	6.78	6.92	6.90	6.24	6.65	7.07	6.23	7.06

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
1 year	306 10%	118 9%	60 10%	77 11%	17 9%	33 8%	40 8%	161 10%	39 11%	64 9%	2 2%	91 11%	34 7%	49 9%	57 12%	8 10%	5 4%	- -
2 years	233 7%	90 7%	44 7%	62 9%	16 8%	21 5%	47 9%	115 7%	18 5%	49 7%	3 3%	54 7%	51 11%	47 9%	39 8%	8 9%	5 3%	3 8%
3 years	248 8%	108 8%	50 8%	49 7%	14 8%	27 6%	43 8%	121 8%	22 6%	61 9%	1 1%	62 8%	35 7%	50 9%	44 9%	4 5%	13 9%	1 2%
4 years	273 9%	115 9%	52 9%	59 9%	16 9%	30 7%	42 8%	128 8%	40 12%	54 8%	9 8%	72 9%	36 7%	45 8%	52 11%	8 10%	6 4%	4 12%
5 years	297 9%	129 10%	59 10%	53 8%	13 7%	43 10%	52 10%	152 10%	34 10%	55 8%	4 4%	75 9%	54 11%	53 10%	33 7%	6 8%	14 10%	4 13%
6 years	231 7%	94 7%	45 7%	40 6%	12 7%	40 9%	29 6%	127 8%	28 8%	39 6%	9 8%	65 8%	37 8%	40 7%	33 7%	10 13%	13 10%	3 8%
7 years	254 8%	102 8%	46 8%	64 9%	6 3%	36 8%	45 9%	120 8%	29 8%	56 8%	5 4%	73 9%	34 7%	33 6%	42 9%	5 6%	17 12%	2 6%
8 years	234 7%	94 7%	44 7%	43 6%	13 7%	41 10%	35 7%	103 7%	29 9%	63 9%	5 4%	52 6%	45 9%	29 5%	29 6%	11 13%	18 13%	3 9%
9 years	189 6%	80 6%	32 5%	45 7%	10 5%	21 5%	29 6%	98 6%	13 4%	45 7%	4 3%	40 5%	43 9%	38 7%	27 6%	4 5%	10 7%	1 2%
10 years	300 9%	127 10%	54 9%	53 8%	22 12%	44 10%	55 11%	144 9%	22 6%	65 9%	14 13%	64 8%	51 10%	59 11%	44 9%	9 11%	12 8%	5 15%
11 years	103 3%	36 3%	23 4%	25 4%	6 3%	13 3%	13 3%	54 3%	12 4%	16 2%	8 7%	28 3%	13 3%	16 3%	15 3%	4 4%	4 3%	2 5%
12 years	127 4%	46 4%	32 5%	23 3%	9 5%	17 4%	15 3%	65 4%	13 4%	28 4%	6 6%	50 6%	4 1%	22 4%	21 4%	2 2%	10 7%	* 1%
13 years	70 2%	30 2%	9 1%	17 2%	4 2%	11 3%	15 3%	32 2%	4 1%	13 2%	5 2%	20 2%	6 1%	10 2%	6 1%	2 2%	3 2%	4 12%
14 years	64 2%	30 2%	8 1%	6 1%	10 5%	10 2%	13 3%	29 2%	5 2%	14 2%	2 2%	19 2%	4 1%	18 3%	12 2%	- -	3 2%	1 2%
15 years	53 2%	17 1%	9 1%	17 2%	1 1%	8 2%	6 1%	23 2%	8 2%	10 1%	5 5%	9 1%	13 3%	6 1%	9 2%	- -	3 2%	1 3%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
16 years	24 1%	10 1%	8 1%	4 1%	* *	2 *	6 1%	14 1%	-	3 *	1 1%	8 1%	6 1%	7 1%	-	-	1 1%	-
17 years	17 1%	8 1%	3 *	5 1%	1 1%	-	3 1%	7 *	1 *	5 1%	1 1%	6 1%	1 *	4 1%	3 1%	-	-	-
18 years	10 *	5 *	-	2 *	1 *	2 1%	* *	5 *	2 1%	3 *	-	1 *	1 *	2 *	3 1%	-	2 2%	-
19 years	5 *	1 *	-	2 *	2 1%	1 *	-	2 *	-	1 *	1 1%	1 *	1 *	* *	1 *	-	-	1 2%
20 years	12 *	6 *	1 *	2 *	-	3 1%	2 *	5 *	* *	4 1%	1 *	6 1%	1 *	* *	3 1%	-	-	-
21 years	6 *	-	-	3 *	1 *	2 *	1 *	1 *	2 1%	2 *	-	-	2 *	-	2 1%	-	2 1%	-
22 years	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-
23 years	2 *	1 *	-	-	1 1%	-	-	2 *	-	-	-	-	1 *	1 *	-	-	-	-
24 years	3 *	-	2 *	1 *	-	-	-	3 *	-	-	-	-	-	2 *	-	-	-	-
25 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27 years	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-
28 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30 years	1 *	-	-	-	1 1%	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-
31 years	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-



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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
32 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
33 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34 years	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-
35 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
37 years	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-
38 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39 years	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-
40 years	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-
41 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
42 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
48 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50+ years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	137	53	24	29	13	18	16	37	17	44	22	20	9	7	4	1	2	-
	4%	4%	4%	4%	7%	4%	3%	2%	5%	6%	21%	3%	2%	1%	1%	1%	2%	-
1 year or less (Net)	306	118	60	77	17	33	40	161	39	64	2	91	34	49	57	8	5	-
	10%	9%	10%	11%	9%	8%	8%	10%	11%	9%	2%	11%	7%	9%	12%	10%	4%	-
2-5 years (Net)	1051	442	205	224	59	122	184	516	114	219	17	263	177	195	168	26	37	12
	33%	34%	34%	33%	31%	29%	36%	33%	34%	32%	16%	32%	37%	36%	35%	31%	26%	35%
5-10 years (Net)	1505	626	279	298	76	226	245	744	155	323	40	370	264	251	209	46	83	18
	47%	48%	46%	44%	40%	53%	48%	48%	45%	47%	37%	45%	55%	46%	44%	56%	59%	53%
10-15 years (Net)	717	286	135	141	51	104	118	348	65	146	40	189	91	130	107	17	34	13
	22%	22%	22%	21%	27%	24%	23%	22%	19%	21%	37%	23%	19%	24%	22%	20%	24%	38%
More than 15 years (Net)	140	53	23	37	8	19	23	65	14	28	9	34	27	25	22	-	8	2
	4%	4%	4%	5%	4%	5%	5%	4%	4%	4%	9%	4%	6%	5%	5%	-	6%	5%
Mean	6.78	6.76	6.58	6.60	7.22	7.19	6.95	6.67	6.42	6.74	9.26	6.78	6.69	6.84	6.50	6.16	7.74	7.97

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
1 year	306	245	-	56	-	132	61	51	56	-	-	1	24	24	50	53	65	91
	10%	9%	-	9%	-	14%	8%	7%	9%	-	-	1%	8%	6%	11%	11%	14%	8%
2 years	233	206	-	25	-	87	67	50	25	-	-	1	13	26	31	24	59	80
	7%	8%	-	4%	-	9%	8%	7%	4%	-	-	2%	4%	7%	7%	5%	13%	7%
3 years	248	208	-	40	-	92	60	51	40	-	-	5	16	20	26	55	51	80
	8%	8%	-	7%	-	10%	7%	7%	7%	-	-	7%	5%	5%	6%	12%	11%	7%
4 years	273	223	-	49	-	89	69	60	49	-	-	4	17	33	36	44	39	104
	9%	9%	-	8%	-	9%	9%	8%	8%	-	-	6%	6%	8%	8%	9%	8%	9%
5 years	297	240	-	56	-	99	77	56	56	-	-	8	17	37	45	41	49	108
	9%	9%	-	9%	-	10%	10%	8%	9%	-	-	11%	6%	9%	10%	9%	10%	10%
6 years	231	201	-	30	-	79	66	53	30	-	-	2	18	22	30	40	34	87
	7%	8%	-	5%	-	8%	8%	7%	5%	-	-	4%	6%	6%	7%	9%	7%	8%
7 years	254	206	-	46	-	78	76	47	46	-	-	4	25	38	39	37	37	78
	8%	8%	-	8%	-	8%	9%	6%	8%	-	-	6%	8%	10%	9%	8%	8%	7%
8 years	234	187	-	44	-	63	54	61	44	-	-	9	25	32	33	31	38	75
	7%	7%	-	7%	-	7%	7%	8%	7%	-	-	12%	8%	8%	7%	7%	8%	7%
9 years	189	163	-	23	-	63	52	43	23	-	-	6	25	20	19	37	23	64
	6%	6%	-	4%	-	7%	6%	6%	4%	-	-	8%	8%	5%	4%	8%	5%	6%
10 years	300	244	-	53	-	71	82	83	53	-	-	8	43	47	61	30	20	100
	9%	9%	-	9%	-	7%	10%	11%	9%	-	-	11%	14%	12%	13%	6%	4%	9%
11 years	103	81	-	22	-	20	30	27	22	-	-	4	10	19	18	17	11	28
	3%	3%	-	4%	-	2%	4%	4%	4%	-	-	6%	3%	5%	4%	4%	2%	2%
12 years	127	108	-	17	-	38	23	48	17	-	-	-	20	22	14	19	16	36
	4%	4%	-	3%	-	4%	3%	6%	3%	-	-	-	7%	5%	3%	4%	3%	3%
13 years	70	51	-	18	-	10	17	24	18	-	-	*	10	10	6	8	5	30
	2%	2%	-	3%	-	1%	2%	3%	3%	-	-	1%	3%	3%	1%	2%	1%	3%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
14 years	64 2%	56 2%	-	8 1%	-	11 1%	23 3%	20 3%	8 1%	-	-	1 1%	7 2%	6 2%	8 2%	11 2%	7 1%	25 2%
15 years	53 2%	41 2%	-	12 2%	-	4 *	21 3%	14 2%	12 2%	-	-	2 3%	9 3%	15 4%	8 2%	6 1%	1 *	14 1%
16 years	24 1%	21 1%	-	2 *	-	6 1%	7 1%	8 1%	2 *	-	-	-	3 1%	5 1%	2 *	4 1%	4 1%	6 1%
17 years	17 1%	14 1%	-	3 1%	-	2 *	5 1%	6 1%	3 1%	-	-	-	3 1%	1 *	5 1%	* *	1 *	6 1%
18 years	10 *	10 *	-	-	-	2 *	1 *	7 1%	-	-	-	-	* *	2 *	1 *	1 *	3 1%	3 *
19 years	5 *	4 *	-	1 *	-	-	1 *	2 *	1 *	-	-	1 1%	2 1%	2 1%	-	* *	-	1 *
20 years	12 *	10 *	-	2 *	-	4 *	3 *	3 *	2 *	-	-	-	4 1%	1 *	1 *	1 *	3 1%	2 *
21 years	6 *	6 *	-	-	-	-	2 *	4 1%	-	-	-	-	2 1%	* *	1 *	-	2 *	1 *
22 years	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-
23 years	2 *	2 *	-	-	-	-	-	2 *	-	-	-	-	-	1 *	1 *	-	-	-
24 years	3 *	2 *	-	1 *	-	-	-	2 *	1 *	-	-	-	-	2 1%	-	-	-	1 *
25 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
26 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27 years	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-



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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
28 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
29 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30 years	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
31 years	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
32 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
33 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34 years	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-
35 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
36 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
37 years	2	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-
38 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
39 years	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1
40 years	2	2	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-
41 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license in house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
42 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
43 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
44 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
45 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
46 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
47 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
48 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
49 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50 years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50+ years	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	137	43	-	90	-	8	7	15	90	-	-	14	9	11	14	8	2	92
	4%	2%	-	15%	-	1%	1%	2%	15%	-	-	20%	3%	3%	3%	2%	*	8%
1 year or less (Net)	306	245	-	56	-	132	61	51	56	-	-	1	24	24	50	53	65	91
	10%	9%	-	9%	-	14%	8%	7%	9%	-	-	1%	8%	6%	11%	11%	14%	8%
2-5 years (Net)	1051	877	-	170	-	368	273	218	170	-	-	18	63	116	137	165	197	371
	33%	34%	-	28%	-	38%	34%	29%	28%	-	-	26%	21%	29%	30%	35%	42%	33%
5-10 years (Net)	1505	1241	-	252	-	455	407	343	252	-	-	36	153	196	226	217	200	513
	47%	48%	-	42%	-	47%	51%	46%	42%	-	-	53%	50%	49%	50%	46%	43%	46%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
10-15 years (Net)	717	581	-	130	-	154	196	216	130	-	-	15	99	119	115	92	59	233
	22%	23%	-	22%	-	16%	24%	29%	22%	-	-	22%	32%	30%	25%	20%	13%	21%
More than 15 years (Net)	140	118	-	21	-	20	41	55	21	-	-	2	26	29	22	12	15	36
	4%	5%	-	4%	-	2%	5%	7%	4%	-	-	3%	8%	7%	5%	3%	3%	3%
Mean	6.78	6.77	-	6.79	-	5.82	6.90	7.82	6.79	-	-	7.55	8.29	7.62	6.92	6.31	5.66	6.68

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Up to 700 cc (0.7 litre)	10 *	8 1%	2 *	- -	- -	2 *	3 1%	1 *	1 *	2 1%	4 *	4 *	1 *	2 *	8 *	- -	3 *	- -	- -	7 *	3 *
701 to 1000cc (0.7 to 1 litre)	99 3%	52 3%	47 3%	16 6%	14 3%	14 3%	9 1%	17 3%	17 4%	13 3%	23 2%	25 2%	28 4%	24 5%	41 3%	15 3%	33 3%	11 5%	-	34 2%	65 4%
1001 to 1300cc (1.0 to 1.3 litres)	442 14%	171 11%	271 17%	43 17%	70 16%	67 12%	68 11%	72 14%	50 11%	72 19%	115 12%	162 16%	97 13%	68 14%	208 13%	65 14%	129 13%	39 20%	-	209 14%	233 14%
1301 to 1400cc (1.3 to 1.4 litres)	305 10%	146 9%	159 10%	26 10%	38 9%	59 11%	51 8%	38 8%	42 9%	50 13%	71 8%	111 11%	68 9%	55 11%	146 9%	44 9%	101 10%	14 7%	-	166 11%	139 8%
1401 to 1500cc (1.4 to 1.5 litres)	175 5%	97 6%	78 5%	11 4%	27 6%	34 6%	29 5%	23 4%	23 5%	28 7%	56 6%	59 6%	36 5%	25 5%	88 6%	20 4%	59 6%	6 3%	-	97 6%	78 5%
1501 to 1800cc (1.5 to 1.8 litres)	752 23%	370 23%	382 24%	48 19%	88 21%	121 22%	172 27%	126 25%	110 25%	86 23%	213 22%	224 22%	197 27%	118 25%	344 22%	121 26%	260 26%	26 13%	-	357 24%	393 23%
1801 to 2000cc (1.8 to 2.0 litres)	676 21%	389 24%	287 18%	25 10%	80 19%	132 24%	159 25%	118 23%	105 23%	58 15%	208 22%	233 22%	143 19%	92 19%	373 24%	82 18%	190 19%	29 15%	-	300 20%	376 22%
2001 to 2500cc (2.0 to 2.5 litres)	312 10%	184 11%	128 8%	26 10%	35 8%	53 10%	76 12%	43 8%	45 10%	35 9%	102 11%	97 9%	86 12%	28 6%	165 11%	44 10%	90 9%	11 6%	-	111 7%	201 12%
2501 to 3000cc (2.5 to 3.0 litres)	96 3%	72 4%	24 2%	3 1%	10 2%	14 2%	20 3%	31 6%	16 4%	3 1%	51 5%	19 2%	15 2%	10 2%	71 5%	7 1%	15 2%	2 1%	-	15 1%	81 5%
3001cc and over (3 litres and over)	68 2%	42 3%	26 2%	1 *	5 1%	18 3%	16 2%	14 3%	13 3%	1 *	39 4%	17 2%	10 1%	2 *	41 3%	15 3%	10 1%	1 1%	-	21 1%	47 3%
Don't know	239 7%	62 4%	177 11%	46 18%	54 13%	35 6%	28 4%	24 5%	23 5%	29 8%	53 6%	80 8%	57 8%	49 10%	56 4%	46 10%	91 9%	44 23%	-	163 11%	74 4%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846 26%	368 23%	478 30%	85 34%	122 29%	140 25%	129 20%	127 25%	109 24%	135 36%	209 22%	298 29%	192 26%	146 31%	395 26%	124 27%	263 27%	63 32%	-	409 27%	437 26%
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927 29%	467 29%	460 29%	59 23%	115 27%	155 28%	201 32%	148 29%	134 30%	114 30%	269 28%	283 27%	232 31%	143 30%	432 28%	142 31%	320 32%	33 17%	-	454 30%	472 28%
1801cc plus (1.8 litres or more) (Net)	1153 36%	688 43%	465 29%	54 21%	130 30%	216 39%	271 43%	206 40%	179 40%	98 26%	401 42%	366 35%	254 34%	132 28%	649 42%	149 32%	306 31%	44 22%	-	448 30%	705 41%
Not stated	30 1%	15 1%	15 1%	8 3%	5 1%	6 1%	5 1%	3 1%	1 *	1 *	12 1%	8 1%	4 1%	6 1%	5 *	4 1%	10 1%	12 6%	-	16 1%	13 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Up to 700 cc (0.7 litre)	10 *	2 1%	4 *	- -	4 1%	1 *	1 *	- -	9 *	5 1%	2 *	2 *	2 *
701 to 1000cc (0.7 to 1.3 litres)	99 3%	20 6%	59 3%	3 1%	17 3%	3 1%	6 2%	10 3%	80 4%	20 3%	33 3%	28 3%	17 3%
1001 to 1300cc (1.0 to 1.3 litres)	442 14%	40 11%	299 16%	45 11%	57 10%	35 9%	37 9%	40 11%	330 16%	78 11%	164 16%	110 13%	86 14%
1301 to 1400cc (1.3 to 1.4 litres)	305 10%	35 10%	188 10%	44 11%	39 7%	41 10%	34 9%	20 5%	210 10%	70 10%	94 9%	86 10%	54 9%
1401 to 1500cc (1.4 to 1.5 litres)	175 5%	28 8%	100 5%	34 8%	13 2%	26 7%	16 4%	14 4%	119 6%	56 8%	40 4%	42 5%	35 6%
1501 to 1800cc (1.5 to 1.8 litres)	752 23%	70 19%	442 24%	104 25%	136 24%	86 22%	89 23%	102 27%	475 23%	146 21%	239 24%	215 25%	143 24%
1801 to 2000cc (1.8 to 2.0 litres)	676 21%	73 20%	360 19%	109 26%	134 24%	86 22%	106 27%	89 24%	395 19%	152 22%	221 22%	186 21%	113 19%
2001 to 2500cc (2.0 to 2.5 litres)	312 10%	24 6%	169 9%	40 10%	80 14%	47 12%	39 10%	44 12%	182 9%	64 9%	85 8%	103 12%	56 9%
2501 to 3000cc (2.5 to 3.0 litres)	96 3%	7 2%	44 2%	9 2%	36 6%	16 4%	15 4%	8 2%	58 3%	24 3%	30 3%	24 3%	19 3%
3001cc and over (3 litres and over)	68 2%	14 4%	29 2%	4 1%	22 4%	11 3%	10 2%	8 2%	39 2%	19 3%	23 2%	14 2%	13 2%
Don't know	239 7%	49 13%	151 8%	19 5%	20 4%	36 9%	36 9%	36 10%	131 6%	49 7%	68 7%	55 6%	66 11%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846 26%	95 26%	546 29%	92 22%	113 20%	79 20%	77 20%	71 19%	619 30%	168 24%	291 29%	225 26%	157 26%
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927 29%	98 27%	542 29%	138 34%	149 26%	112 28%	105 27%	116 31%	594 29%	203 29%	279 28%	257 29%	178 29%
1801cc plus (1.8 litres or more) (Net)	1153 36%	117 32%	602 32%	161 39%	272 48%	160 41%	169 43%	150 40%	674 33%	259 38%	359 36%	327 37%	201 33%
Not stated	30 1%	5 1%	19 1%	2 *	4 1%	7 2%	4 1%	* *	18 1%	6 1%	10 1%	9 1%	5 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Up to 700 cc (0.7 litre)	10	3	7	3	5	-	2	1	-	2	1	2	1	1	-	2
	*	*	1%	*	1%	-	6%	*	-	1%	*	1%	*	*	-	1%
701 to 1000cc (0.7 to 1 litre)	99	66	33	66	32	2	-	14	1	17	22	5	24	9	-	6
	3%	3%	3%	3%	3%	2%	-	2%	1%	5%	3%	3%	4%	3%	-	3%
1001 to 1300cc (1.0 to 1.3 litres)	442	295	147	295	130	10	7	92	14	52	100	21	88	53	3	17
	14%	14%	13%	14%	13%	14%	18%	15%	9%	14%	15%	12%	15%	15%	7%	8%
1301 to 1400cc (1.3 to 1.4 litres)	305	190	115	205	94	5	2	54	15	32	73	16	49	41	2	22
	10%	9%	10%	10%	9%	7%	5%	9%	9%	9%	11%	9%	8%	11%	6%	11%
1401 to 1500cc (1.4 to 1.5 litres)	175	100	75	107	61	5	2	27	14	29	35	4	29	19	3	16
	5%	5%	6%	5%	6%	8%	6%	4%	8%	8%	5%	2%	5%	5%	8%	8%
1501 to 1800cc (1.5 to 1.8 litres)	752	500	252	508	225	14	5	158	43	84	169	36	146	80	9	25
	23%	24%	22%	25%	22%	21%	12%	25%	25%	23%	25%	21%	25%	22%	22%	13%
1801 to 2000cc (1.8 to 2.0 litres)	676	485	191	463	201	8	4	138	43	73	130	41	125	66	12	48
	21%	24%	16%	22%	19%	11%	11%	22%	25%	20%	19%	24%	21%	18%	30%	24%
2001 to 2500cc (2.0 to 2.5 litres)	312	192	121	207	95	5	5	63	17	29	51	23	67	41	4	18
	10%	9%	10%	10%	9%	8%	14%	10%	10%	8%	8%	13%	11%	11%	10%	9%
2501 to 3000cc (2.5 to 3.0 litres)	96	67	29	62	32	2	1	21	*	9	23	5	16	14	3	5
	3%	3%	3%	3%	3%	3%	3%	3%	*	2%	3%	3%	3%	4%	8%	2%
3001cc and over (3 litres and over)	68	48	20	45	22	2	-	14	-	8	13	5	18	6	1	4
	2%	2%	2%	2%	2%	2%	-	2%	-	2%	2%	3%	3%	2%	2%	2%
Don't know	239	83	156	99	115	16	8	39	21	30	42	13	29	25	3	36
	7%	4%	13%	5%	11%	23%	22%	6%	12%	8%	6%	8%	5%	7%	7%	18%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846	551	295	566	256	16	9	160	30	101	195	42	161	103	5	45
	26%	27%	25%	27%	25%	23%	22%	26%	18%	28%	29%	25%	27%	29%	13%	22%
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927	600	327	615	286	20	7	185	57	112	203	39	175	99	12	41
	29%	29%	28%	30%	28%	29%	18%	30%	33%	31%	30%	23%	29%	27%	30%	21%
1801cc plus (1.8 litres or more) (Net)	1153	792	361	777	349	17	11	236	60	119	217	74	225	127	19	74
	36%	39%	31%	38%	34%	24%	28%	38%	35%	33%	32%	43%	38%	35%	49%	37%
Not stated	30	13	17	5	23	1	2	-	2	2	14	-	4	6	*	1
	1%	1%	1%	*	2%	1%	4%	-	1%	1%	2%	-	1%	2%	1%	*

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Up to 700 cc (0.7 litre)	10 *	3 *	4 1%	2 *	2 1%	- -	1 *	2 *	* *	5 1%	2 2%	- -	- -	1 *	1 *	- -	4 3%	1 2%
701 to 1000cc (0.7 to 1 litre)	99 3%	38 3%	17 3%	20 3%	15 8%	10 2%	15 3%	51 3%	21 6%	11 2%	2 1%	39 5%	15 3%	7 1%	21 4%	2 2%	8 6%	- -
1001 to 1300cc (1.0 to 1.3 litres)	442 14%	190 15%	71 12%	107 16%	19 10%	55 13%	82 16%	213 14%	48 14%	83 12%	17 16%	153 19%	48 10%	70 13%	78 16%	5 6%	18 13%	7 20%
1301 to 1400cc (1.3 to 1.4 litres)	305 10%	134 10%	56 9%	77 11%	12 7%	27 6%	56 11%	149 10%	29 9%	64 9%	6 6%	94 11%	35 7%	56 10%	54 11%	9 12%	10 7%	4 12%
1401 to 1500cc (1.4 to 1.5 litres)	175 5%	73 6%	43 7%	27 4%	7 4%	25 6%	22 4%	85 5%	25 7%	36 5%	8 7%	50 6%	23 5%	27 5%	31 6%	4 5%	10 7%	4 12%
1501 to 1800cc (1.5 to 1.8 litres)	752 23%	272 21%	162 27%	147 21%	50 27%	121 28%	125 24%	383 25%	69 20%	156 23%	19 18%	199 24%	123 26%	139 26%	95 20%	23 28%	30 21%	6 16%
1801 to 2000cc (1.8 to 2.0 litres)	676 21%	267 20%	125 21%	160 23%	33 18%	91 21%	121 24%	342 22%	67 20%	134 19%	12 11%	165 20%	140 29%	119 22%	107 22%	20 24%	27 19%	5 16%
2001 to 2500cc (2.0 to 2.5 litres)	312 10%	129 10%	56 9%	70 10%	21 11%	36 8%	44 9%	163 10%	24 7%	71 10%	11 10%	71 9%	60 12%	54 10%	40 8%	6 8%	19 13%	4 12%
2501 to 3000cc (2.5 to 3.0 litres)	96 3%	51 4%	12 2%	17 3%	7 4%	9 2%	7 1%	55 4%	10 3%	22 3%	3 3%	17 2%	13 3%	30 6%	15 3%	7 9%	8 6%	- -
3001cc and over (3 litres and over)	68 2%	27 2%	6 1%	22 3%	3 2%	10 2%	10 2%	35 2%	6 2%	15 2%	2 2%	12 1%	14 3%	14 3%	18 4%	1 1%	2 1%	2 5%
Don't know	239 7%	112 9%	42 7%	29 4%	16 8%	40 9%	28 5%	71 5%	39 11%	77 11%	24 23%	17 2%	12 2%	22 4%	18 4%	5 6%	4 3%	2 6%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846 26%	362 28%	143 24%	204 30%	46 25%	91 21%	153 30%	413 27%	98 29%	158 23%	25 23%	285 35%	97 20%	134 25%	153 32%	16 20%	36 26%	11 32%
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927 29%	345 26%	204 34%	174 25%	58 31%	146 34%	147 29%	468 30%	94 27%	192 28%	27 25%	249 30%	146 30%	166 31%	125 26%	27 33%	40 28%	9 28%
1801cc plus (1.8 litres or more) (Net)	1153 36%	474 36%	199 33%	269 39%	65 34%	146 34%	182 36%	594 38%	107 31%	242 35%	27 25%	265 32%	228 47%	218 40%	180 38%	34 41%	55 39%	11 33%
Not stated	30 1%	10 1%	11 2%	5 1%	2 1%	3 1%	2 *	3 *	3 1%	20 3%	2 2%	1 *	2 *	* *	3 1%	1 1%	2 1%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Up to 700 cc (0.7 litre)	10	7	-	-	-	1	3	3	-	-	-	-	1	1	*	1	2	5
	*	*	-	-	-	*	*	*	-	-	-	-	*	*	*	*	*	*
701 to 1000cc (0.7 to 1 litre)	99	91	-	7	-	15	20	51	7	-	-	5	13	16	7	20	5	38
	3%	4%	-	1%	-	2%	3%	7%	1%	-	-	7%	4%	4%	2%	4%	1%	3%
1001 to 1300cc (1.0 to 1.3 litres)	442	378	-	56	-	100	117	150	56	-	-	12	43	84	65	47	58	145
	14%	15%	-	9%	-	10%	15%	20%	9%	-	-	17%	14%	21%	14%	10%	12%	13%
1301 to 1400cc (1.3 to 1.4 litres)	305	263	-	39	-	72	88	98	39	-	-	6	32	39	61	30	34	109
	10%	10%	-	7%	-	7%	11%	13%	7%	-	-	9%	10%	10%	13%	6%	7%	10%
1401 to 1500cc (1.4 to 1.5 litres)	175	148	-	28	-	48	43	53	28	-	-	4	20	27	20	29	24	55
	5%	6%	-	5%	-	5%	5%	7%	5%	-	-	6%	7%	7%	4%	6%	5%	5%
1501 to 1800cc (1.5 to 1.8 litres)	752	614	-	133	-	222	226	158	133	-	-	9	78	94	115	113	90	262
	23%	24%	-	22%	-	23%	28%	21%	22%	-	-	12%	25%	24%	25%	24%	19%	23%
1801 to 2000cc (1.8 to 2.0 litres)	676	584	-	90	-	289	166	116	90	-	-	14	68	67	104	120	123	195
	21%	23%	-	15%	-	30%	21%	16%	15%	-	-	20%	22%	17%	23%	26%	26%	17%
2001 to 2500cc (2.0 to 2.5 litres)	312	253	-	56	-	128	71	49	56	-	-	4	15	37	45	51	58	106
	10%	10%	-	9%	-	13%	9%	7%	9%	-	-	6%	5%	9%	10%	11%	12%	10%
2501 to 3000cc (2.5 to 3.0 litres)	96	91	-	5	-	49	28	13	5	-	-	1	6	9	11	19	23	28
	3%	4%	-	1%	-	5%	4%	2%	1%	-	-	1%	2%	2%	2%	4%	5%	3%
3001cc and over (3 litres and over)	68	63	-	6	-	18	28	16	6	-	-	1	2	3	7	4	32	20
	2%	2%	-	1%	-	2%	3%	2%	1%	-	-	1%	1%	1%	1%	1%	7%	2%
Don't know	239	80	-	158	-	17	11	37	158	-	-	15	25	16	14	30	17	136
	7%	3%	-	26%	-	2%	1%	5%	26%	-	-	21%	8%	4%	3%	6%	4%	12%
701 to 1400cc (0.7 to 1.4 litres) (Net)	846	733	-	102	-	187	225	299	102	-	-	22	88	139	133	98	96	292
	26%	28%	-	17%	-	19%	28%	40%	17%	-	-	32%	29%	35%	29%	21%	21%	26%
1401 to 1800cc (1.4 to 1.8 litres) (Net)	927	762	-	160	-	270	269	211	160	-	-	13	98	121	135	142	114	317
	29%	30%	-	27%	-	28%	33%	28%	27%	-	-	18%	32%	31%	30%	30%	24%	28%

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
1801cc plus (1.8 litres or more) (Net)	1153 36%	991 38%	-	157 26%	-	483 50%	293 36%	195 26%	157 26%	-	-	20 29%	91 30%	116 29%	167 37%	194 41%	236 50%	349 31%
Not stated	30 1%	8 *	-	22 4%	-	5 *	2 *	1 *	22 4%	-	-	-	3 1%	2 1%	3 1%	4 1%	3 1%	15 1%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
New	927	498	429	55	85	123	176	172	160	155	355	297	178	96	433	88	363	39	-	416	509
	29%	31%	27%	22%	20%	22%	28%	34%	36%	41%	37%	29%	24%	20%	28%	19%	37%	20%	-	28%	30%
Second hand	2212	1079	1132	175	325	426	457	330	284	214	583	718	540	371	1095	371	612	128	-	1041	1169
	69%	67%	71%	69%	76%	77%	72%	65%	64%	57%	62%	69%	73%	77%	71%	80%	62%	66%	-	70%	69%
Don't know/Not sure	67	31	36	23	16	5	3	8	2	9	9	23	23	12	16	6	17	29	-	41	26
	2%	2%	2%	9%	4%	1%	1%	2%	1%	2%	1%	2%	3%	2%	1%	1%	2%	15%	-	3%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
New	927	111	529	109	178	75	95	98	659	216	298	239	165
	29%	30%	28%	26%	32%	19%	24%	26%	32%	31%	29%	27%	27%
Second hand	2212	247	1287	302	376	314	292	262	1344	459	694	612	432
	69%	67%	69%	73%	67%	80%	74%	70%	66%	67%	69%	70%	71%
Don't know/Not sure	67	9	48	1	10	6	7	13	42	14	18	24	12
	2%	2%	3%	*	2%	1%	2%	3%	2%	2%	2%	3%	2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
New	927	632	295	600	312	5	9	185	45	83	206	54	167	106	15	61
	29%	31%	25%	29%	30%	7%	24%	30%	27%	23%	31%	32%	28%	29%	38%	31%
Second hand	2212	1400	811	1444	692	54	23	429	116	277	445	109	423	255	24	130
	69%	69%	70%	70%	67%	78%	60%	69%	68%	75%	66%	64%	71%	70%	62%	65%
Don't know/Not sure	67	10	57	20	31	10	6	7	8	7	22	6	5	1	-	8
	2%	*	5%	1%	3%	15%	16%	1%	5%	2%	3%	4%	1%	*	-	4%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
New	927	364	171	221	58	114	156	444	110	203	14	229	145	169	164	25	28	6
	29%	28%	28%	32%	31%	27%	30%	29%	32%	29%	13%	28%	30%	31%	34%	31%	20%	18%
Second hand	2212	922	407	451	126	306	354	1090	225	466	76	585	340	368	315	56	114	28
	69%	71%	67%	66%	67%	72%	69%	70%	66%	67%	71%	71%	70%	68%	66%	68%	80%	82%
Don't know/Not sure	67	20	26	11	4	6	2	18	6	25	17	4	-	2	1	1	*	-
	2%	2%	4%	2%	2%	2%	*	1%	2%	4%	15%	1%	-	*	*	1%	*	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
New	927	766	-	154	-	337	217	206	154	-	-	6	63	91	120	148	184	320
	29%	30%	-	26%	-	35%	27%	28%	26%	-	-	9%	20%	23%	27%	32%	39%	29%
Second hand	2212	1805	-	386	-	620	586	538	386	-	-	61	240	301	327	318	282	744
	69%	70%	-	64%	-	64%	73%	72%	64%	-	-	88%	78%	76%	72%	68%	60%	67%
Don't know/Not sure	67	9	-	59	-	5	1	1	59	-	-	2	4	3	5	3	3	50
	2%	*	-	10%	-	1%	*	*	10%	-	-	3%	1%	1%	1%	1%	1%	4%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Private sale	733	376	357	51	151	160	166	95	57	54	166	223	194	149	378	128	184	37	-	359	373
	23%	23%	22%	20%	35%	29%	26%	19%	13%	14%	18%	22%	26%	31%	24%	28%	19%	19%	-	24%	22%
New car dealer	1189	625	564	62	104	166	230	206	212	210	457	389	229	113	550	129	462	45	-	512	676
	37%	39%	35%	24%	24%	30%	36%	40%	48%	55%	48%	37%	31%	24%	36%	28%	47%	23%	-	34%	40%
Second hand dealer	1046	485	561	94	136	185	206	174	156	96	265	346	263	172	506	186	290	63	-	501	545
	33%	30%	35%	37%	32%	33%	32%	34%	35%	25%	28%	33%	36%	36%	33%	40%	29%	32%	-	33%	32%
Auction	36	18	18	3	4	11	6	3	4	5	6	13	9	8	17	7	9	4	-	16	20
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	-	1%	1%
Other	104	63	42	7	11	22	23	23	12	7	39	30	22	14	75	6	21	2	-	49	55
	3%	4%	3%	3%	3%	4%	4%	5%	3%	2%	4%	3%	3%	3%	5%	1%	2%	1%	-	3%	3%
Don't know/Not sure	97	42	55	36	21	12	5	10	5	7	14	38	23	22	19	7	27	44	-	60	35
	3%	3%	3%	14%	5%	2%	1%	2%	1%	2%	1%	4%	3%	5%	1%	2%	3%	22%	-	4%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Private sale	733 23%	105 29%	419 22%	87 21%	122 22%	124 31%	102 26%	96 26%	410 20%	150 22%	224 22%	209 24%	148 24%
New car dealer	1189 37%	109 30%	687 37%	161 39%	233 41%	99 25%	135 34%	131 35%	824 40%	280 41%	384 38%	299 34%	214 35%
Second hand dealer	1046 33%	120 33%	600 32%	147 36%	178 32%	139 35%	126 32%	116 31%	665 33%	208 30%	331 33%	297 34%	203 33%
Auction	36 1%	-	31 2%	2 *	4 1%	3 1%	9 2%	4 1%	20 1%	3 *	15 1%	12 1%	7 1%
Other	104 3%	16 4%	60 3%	13 3%	16 3%	12 3%	13 3%	12 3%	68 3%	31 4%	29 3%	31 4%	14 2%
Don't know/Not sure	97 3%	17 5%	67 4%	3 1%	10 2%	17 4%	8 2%	13 4%	58 3%	19 3%	27 3%	27 3%	24 4%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not inte rested in finding out more	Do most or every thing - want to do more - inte rested in finding out more	
																145
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Private sale	733 23%	438 21%	295 25%	460 22%	253 24%	13 19%	7 18%	144 23%	41 24%	97 27%	136 20%	40 24%	141 24%	77 21%	11 27%	46 23%
New car dealer	1189 37%	804 39%	385 33%	789 38%	380 37%	7 11%	12 32%	240 39%	51 30%	107 29%	269 40%	59 35%	238 40%	130 36%	14 35%	78 39%
Second hand dealer	1046 33%	685 34%	361 31%	694 34%	313 30%	31 44%	8 21%	199 32%	63 37%	131 36%	216 32%	52 30%	176 30%	134 37%	14 35%	60 30%
Auction	36 1%	24 1%	12 1%	22 1%	14 1%	-	-	7 1%	1 *	4 1%	4 1%	-	10 2%	7 2%	-	3 1%
Other	104 3%	78 4%	26 2%	70 3%	25 2%	5 8%	3 8%	20 3%	6 3%	14 4%	20 3%	10 6%	21 3%	10 3%	1 2%	3 1%
Don't know/Not sure	97 3%	13 1%	84 7%	28 1%	49 5%	13 18%	8 21%	11 2%	8 5%	14 4%	28 4%	8 5%	10 2%	5 1%	1 2%	10 5%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Private sale	733	288	135	139	50	120	115	345	89	164	20	193	111	114	111	24	47	8
	23%	22%	22%	20%	26%	28%	23%	22%	26%	24%	19%	24%	23%	21%	23%	29%	33%	22%
New car dealer	1189	477	224	272	66	150	205	585	127	253	20	327	185	205	213	29	38	8
	37%	37%	37%	40%	35%	35%	40%	38%	37%	37%	18%	40%	38%	38%	44%	35%	27%	23%
Second hand dealer	1046	443	184	231	51	136	175	519	102	211	39	255	166	188	130	25	47	15
	33%	34%	30%	34%	27%	32%	34%	33%	30%	30%	36%	31%	34%	35%	27%	31%	34%	44%
Auction	36	22	7	4	1	2	5	17	3	11	-	11	7	2	6	-	3	-
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	*	1%	-	2%	-
Other	104	45	19	24	6	10	9	61	4	21	8	24	14	28	13	4	5	4
	3%	3%	3%	4%	3%	2%	2%	4%	1%	3%	8%	3%	3%	5%	3%	5%	4%	11%
Don't know/Not sure	97	30	34	10	14	8	3	25	17	32	21	7	2	2	6	-	*	-
	3%	2%	6%	2%	7%	2%	1%	2%	5%	5%	19%	1%	*	*	1%	-	*	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Private sale	733 23%	607 24%	-	118 20%	-	176 18%	211 26%	194 26%	118 20%	-	-	25 37%	106 35%	106 27%	115 26%	83 18%	86 18%	236 21%
New car dealer	1189 37%	1006 39%	-	178 30%	-	415 43%	302 37%	282 38%	178 30%	-	-	7 10%	73 24%	124 31%	158 35%	202 43%	238 51%	394 35%
Second hand dealer	1046 33%	828 32%	-	208 35%	-	301 31%	257 32%	237 32%	208 35%	-	-	33 48%	105 34%	135 34%	157 35%	151 32%	113 24%	386 35%
Auction	36 1%	30 1%	-	7 1%	-	10 1%	10 1%	8 1%	7 1%	-	-	1 2%	5 1%	8 2%	6 1%	7 2%	4 1%	7 1%
Other	104 3%	92 4%	-	9 2%	-	55 6%	23 3%	14 2%	9 2%	-	-	* 1%	5 1%	15 4%	12 3%	21 4%	25 5%	27 2%
Don't know/Not sure	97 3%	18 1%	-	78 13%	-	4 *	2 *	9 1%	78 13%	-	-	2 3%	12 4%	8 2%	4 1%	6 1%	3 1%	65 6%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	156	78	78	3	28	26	31	20	25	23	20	48	16	72	48	16	78	12	156	-	-
Weighted base	150	86	64	5	45	27	27	17	14	15	20	50	22	58	47	27	57	16	150	-	-
Cost / it's too expensive	104	64	40	4	36	21	18	11	7	6	12	34	17	41	28	25	36	14	104	-	-
	69%	74%	62%	82%	80%	78%	68%	67%	52%	38%	61%	69%	75%	70%	58%	92%	62%	84%	69%	-	-
I have no need of a car / van	35	20	15	1	15	4	2	6	7	2	7	11	6	12	19	2	11	3	35	-	-
	24%	24%	24%	18%	33%	14%	6%	33%	48%	12%	34%	21%	26%	21%	41%	8%	20%	18%	24%	-	-
I am too old/unfit/unwell	9	4	5	-	-	-	*	2	1	6	1	3	1	4	-	-	9	-	9	-	-
	6%	5%	8%	-	-	-	1%	12%	7%	40%	7%	5%	6%	7%	-	-	16%	-	6%	-	-
I don't like to drive	7	4	3	-	4	-	1	*	*	2	1	1	4	1	4	1	2	-	7	-	-
	5%	5%	4%	-	8%	-	4%	2%	3%	10%	4%	2%	19%	2%	9%	2%	4%	-	5%	-	-
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5	3	2	-	-	1	3	-	*	-	-	2	*	3	2	-	2	1	5	-	-
	3%	3%	4%	-	-	5%	12%	-	2%	-	-	3%	2%	5%	5%	-	3%	6%	3%	-	-
I have given it up because of climate change/to reduce my Co2 emissions	4	1	3	-	-	1	3	-	*	-	2	2	-	-	3	-	*	-	4	-	-
	2%	1%	5%	-	-	2%	10%	-	2%	-	10%	3%	-	-	7%	-	1%	-	2%	-	-
I have access to someone else's car/van whenever I need one	2	1	1	-	-	1	*	-	1	-	*	1	1	*	*	-	1	1	2	-	-
	1%	1%	1%	-	-	3%	1%	-	6%	-	2%	2%	3%	*	1%	-	1%	6%	1%	-	-
I am currently banned from driving	1	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-
	1%	1%	-	-	-	-	-	6%	-	-	-	-	5%	-	2%	-	-	-	1%	-	-
Other	12	9	2	-	-	4	3	*	3	*	3	1	-	8	4	2	6	*	12	-	-
	8%	11%	4%	-	-	16%	12%	2%	23%	3%	18%	2%	-	13%	9%	6%	10%	2%	8%	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	156	33	110	8	5	13	11	8	124	33	33	33	56
Weighted base	150	54	80	13	4	13	12	14	111	30	38	39	42
Cost / it's too expensive	104 69%	40 75%	52 65%	11 85%	1 16%	10 72%	5 45%	11 80%	78 70%	19 64%	30 79%	27 69%	27 64%
I have no need of a car / van	35 24%	12 22%	15 18%	7 60%	2 48%	2 15%	2 15%	- -	32 29%	9 29%	11 28%	7 17%	9 22%
I am too old/unfit/unwell	9 6%	1 2%	7 9%	- -	1 27%	- -	- -	1 5%	9 8%	1 5%	1 2%	2 4%	6 13%
I don't like to drive	7 5%	1 1%	2 3%	4 33%	- -	- -	1 5%	- -	6 6%	- -	4 10%	2 6%	1 2%
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5 3%	* 1%	5 6%	- -	- -	1 7%	2 17%	1 8%	1 1%	* 1%	1 2%	2 6%	1 3%
I have given it up because of climate change/to reduce my Co2 emissions	4 2%	1 3%	2 3%	- -	- -	1 7%	- -	- -	3 2%	2 7%	- -	2 4%	- -
I have access to someone else's car/van whenever I need one	2 1%	- -	2 3%	- -	- -	1 7%	- -	- -	1 1%	* 1%	1 3%	- -	1 1%
I am currently banned from driving	1 1%	- -	1 1%	- -	- -	- -	- -	1 7%	- -	- -	- -	- -	1 2%
Other	12 8%	3 6%	4 5%	4 31%	* 10%	- -	3 26%	- -	9 8%	5 15%	2 4%	2 5%	4 9%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	156	14	142	24	58	59	15	38	5	12	32	8	17	26	2	14
Weighted base	150	9	141	17	44	74	15	34	8	14	27	5	25	22	1	11
Cost / it's too expensive	104	3	101	7	28	58	11	25	7	13	16	4	15	14	1	5
	69%	33%	72%	41%	62%	79%	75%	73%	88%	89%	60%	80%	61%	66%	100%	47%
I have no need of a car / van	35	*	35	2	12	17	4	7	-	1	12	-	6	5	-	4
	24%	4%	25%	13%	28%	23%	25%	20%	-	8%	47%	-	24%	22%	-	41%
I am too old/unfit/unwell	9	1	9	3	1	3	2	5	-	1	1	-	1	*	-	1
	6%	8%	6%	19%	2%	4%	13%	14%	-	8%	3%	-	4%	2%	-	11%
I don't like to drive	7	*	7	*	2	4	-	1	-	-	4	-	1	1	-	1
	5%	3%	5%	2%	5%	6%	-	2%	-	-	15%	-	2%	3%	-	10%
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5	3	2	2	2	2	-	-	1	-	1	*	1	2	-	*
	3%	38%	1%	9%	4%	2%	-	-	12%	-	3%	6%	4%	7%	-	3%
I have given it up because of climate change/to reduce my Co2 emissions	4	-	4	-	2	2	-	-	-	-	*	-	1	1	-	1
	2%	-	3%	-	4%	2%	-	-	-	-	1%	-	5%	3%	-	13%
I have access to someone else's car/van whenever I need one	2	-	2	1	1	*	-	*	-	-	-	*	*	1	-	-
	1%	-	1%	7%	1%	*	-	1%	-	-	-	7%	1%	5%	-	-
I am currently banned from driving	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-
	1%	-	1%	-	-	1%	-	-	-	-	4%	-	-	-	-	-
Other	12	1	10	2	2	6	2	-	3	-	1	*	4	1	-	3
	8%	15%	7%	11%	5%	7%	16%	-	40%	-	4%	7%	14%	3%	-	24%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months					
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change
Unweighted base	156	68	36	18	10	24	4	20	19	39	74	-	-	-	-	-	-
Weighted base	150	63	46	14	7	20	3	14	17	27	88	-	-	-	-	-	-
Cost / it's too expensive	104 69%	45 72%	32 70%	10 68%	3 44%	14 69%	1 43%	6 41%	8 47%	19 71%	69 78%	-	-	-	-	-	-
I have no need of a car / van	35 24%	15 23%	14 31%	3 20%	* 6%	3 17%	-	2 17%	5 31%	7 25%	21 24%	-	-	-	-	-	-
I am too old/unfit/unwell	9 6%	4 6%	* 1%	2 14%	2 31%	1 6%	-	3 24%	* 2%	1 2%	5 6%	-	-	-	-	-	-
I don't like to drive	7 5%	2 3%	4 9%	* 2%	- -	* 2%	-	* 2%	1 3%	2 7%	4 5%	-	-	-	-	-	-
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5 3%	2 4%	* 1%	- -	* 5%	2 10%	-	2 12%	- -	2 7%	2 2%	-	-	-	-	-	-
I have given it up because of climate change/to reduce my Co2 emissions	4 2%	2 3%	1 3%	1 4%	- -	- -	-	-	1 8%	1 2%	2 2%	-	-	-	-	-	-
I have access to someone else's car/van whenever I need one	2 1%	1 2%	1 2%	- -	- -	- -	-	1 8%	1 3%	- -	* *	-	-	-	-	-	-
I am currently banned from driving	1 1%	-	-	-	1 15%	-	-	-	-	-	1 1%	-	-	-	-	-	-
Other	12 8%	5 7%	3 6%	4 27%	* 6%	* 2%	2 57%	-	2 10%	* 1%	8 9%	-	-	-	-	-	-

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	156	-	156	-	-	-	-	-	-	156	-	-	44	21	16	10	12	53
Weighted base	150	-	150	-	-	-	-	-	-	150	-	-	38	14	10	10	15	63
Cost / it's too expensive	104 69%	-	104 69%	-	-	-	-	-	-	104 69%	-	-	25 66%	6 42%	5 49%	6 61%	10 64%	52 83%
I have no need of a car / van	35 24%	-	35 24%	-	-	-	-	-	-	35 24%	-	-	11 29%	2 15%	3 35%	4 41%	5 30%	10 17%
I am too old/unfit/unwell	9 6%	-	9 6%	-	-	-	-	-	-	9 6%	-	-	1 3%	1 10%	-	1 11%	-	6 9%
I don't like to drive	7 5%	-	7 5%	-	-	-	-	-	-	7 5%	-	-	* 1%	2 12%	* 4%	-	* 2%	4 7%
I am temporarily without car / van (e.g. temporarily off the road/will be getting a car soon/between cars)	5 3%	-	5 3%	-	-	-	-	-	-	5 3%	-	-	2 5%	2 14%	1 12%	-	-	-
I have given it up because of climate change/to reduce my Co2 emissions	4 2%	-	4 2%	-	-	-	-	-	-	4 2%	-	-	1 2%	* 2%	1 6%	1 9%	1 5%	-
I have access to someone else's car/van whenever I need one	2 1%	-	2 1%	-	-	-	-	-	-	2 1%	-	-	-	* 2%	1 6%	-	-	1 2%
I am currently banned from driving	1 1%	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	1 7%	-	-	-	-
Other	12 8%	-	12 8%	-	-	-	-	-	-	12 8%	-	-	1 2%	3 21%	* 4%	* 3%	4 25%	4 6%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	156	78	78	3	28	26	31	20	25	23	20	48	16	72	48	16	78	12	156	-	-
Weighted base	150	86	64	5	45	27	27	17	14	15	20	50	22	58	47	27	57	16	150	-	-
Keen (Net)	54	31	24	1	17	13	17	2	2	2	5	25	3	22	17	9	21	7	54	-	-
	36%	36%	37%	20%	37%	47%	64%	12%	16%	17%	25%	50%	12%	38%	36%	33%	36%	43%	36%	-	-
Very keen	24	15	9	-	6	3	13	-	1	1	*	8	1	14	2	6	13	3	24	-	-
	16%	18%	14%	-	13%	10%	47%	-	9%	7%	2%	17%	6%	24%	5%	21%	23%	18%	16%	-	-
Fairly keen	30	16	15	1	11	10	4	2	1	2	5	16	1	8	15	3	8	4	30	-	-
	20%	19%	23%	20%	24%	37%	16%	12%	7%	10%	23%	33%	6%	14%	31%	12%	14%	25%	20%	-	-
Not sure/it depends	25	19	7	-	10	9	2	4	*	-	3	2	8	12	4	12	7	1	25	-	-
	17%	22%	10%	-	21%	35%	8%	22%	2%	-	17%	4%	36%	20%	9%	44%	12%	6%	17%	-	-
Not keen (Net)	70	36	34	4	19	5	8	11	12	12	11	23	12	24	26	6	29	8	70	-	-
	47%	42%	53%	80%	41%	18%	28%	66%	82%	83%	58%	46%	52%	42%	55%	23%	51%	51%	47%	-	-
Not very keen	33	16	16	-	14	1	6	4	4	4	4	12	6	10	16	4	7	5	33	-	-
	22%	19%	25%	-	31%	4%	21%	23%	29%	27%	20%	25%	28%	17%	34%	14%	13%	33%	22%	-	-
Not at all keen	38	20	18	4	5	4	2	7	7	8	7	10	5	14	10	3	22	3	38	-	-
	25%	23%	28%	80%	10%	15%	7%	43%	53%	57%	38%	21%	24%	25%	21%	9%	39%	19%	25%	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	156	33	110	8	5	13	11	8	124	33	33	33	56
Weighted base	150	54	80	13	4	13	12	14	111	30	38	39	42
Keen (Net)	54	15	34	4	1	5	8	9	32	8	19	15	12
	36%	29%	43%	31%	25%	37%	68%	64%	29%	27%	50%	39%	28%
Very keen	24	6	15	2	*	2	6	9	8	2	5	10	8
	16%	11%	19%	19%	10%	14%	47%	64%	7%	5%	13%	24%	19%
Fairly keen	30	10	19	1	1	3	3	-	25	7	14	6	4
	20%	18%	24%	11%	16%	23%	21%	-	22%	22%	37%	15%	10%
Not sure/it depends	25	20	5	-	-	5	1	-	19	5	1	14	4
	17%	38%	6%	-	-	38%	12%	-	17%	17%	4%	36%	9%
Not keen (Net)	70	18	41	9	3	3	2	5	59	16	18	10	26
	47%	33%	51%	69%	75%	25%	20%	36%	54%	55%	46%	25%	62%
Not very keen	33	8	18	6	1	2	1	3	27	8	11	3	10
	22%	14%	22%	51%	14%	14%	5%	22%	24%	26%	29%	8%	24%
Not at all keen	38	10	23	2	2	1	2	2	32	9	6	7	16
	25%	19%	29%	19%	60%	11%	15%	14%	29%	29%	17%	17%	38%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	156	14	142	24	58	59	15	38	5	12	32	8	17	26	2	14
Weighted base	150	9	141	17	44	74	15	34	8	14	27	5	25	22	1	11
Keen (Net)	54	7	48	8	22	22	2	9	8	6	7	2	12	5	*	2
	36%	76%	34%	48%	50%	30%	14%	28%	100%	43%	26%	46%	46%	21%	30%	22%
Very keen	24	5	19	5	9	10	*	4	1	6	2	1	4	3	-	-
	16%	61%	13%	30%	20%	13%	3%	10%	16%	41%	9%	28%	16%	14%	-	-
Fairly keen	30	1	29	3	13	12	2	6	7	*	5	1	7	2	*	2
	20%	15%	21%	18%	30%	17%	12%	17%	84%	2%	17%	17%	30%	7%	30%	22%
Not sure/it depends	25	-	25	2	4	19	-	4	-	2	*	-	11	7	-	1
	17%	-	18%	12%	8%	26%	-	11%	-	16%	1%	-	43%	33%	-	8%
Not keen (Net)	70	2	68	7	18	32	12	21	-	6	19	3	3	10	1	8
	47%	24%	48%	40%	42%	44%	86%	61%	-	41%	72%	54%	11%	46%	70%	71%
Not very keen	33	1	32	2	6	20	5	10	-	1	9	2	2	5	1	3
	22%	9%	23%	9%	13%	27%	35%	29%	-	7%	33%	36%	7%	22%	70%	31%
Not at all keen	38	1	36	5	13	13	7	11	-	5	10	1	1	5	-	4
	25%	15%	26%	31%	28%	17%	50%	32%	-	34%	39%	19%	4%	23%	-	40%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change
Unweighted base	156	68	36	18	10	24	4	20	19	39	74	-	-	-	-	-	-
Weighted base	150	63	46	14	7	20	3	14	17	27	88	-	-	-	-	-	-
Keen (Net)	54	23	13	7	3	8	3	5	11	12	24	-	-	-	-	-	-
	36%	36%	29%	52%	43%	40%	100%	35%	61%	43%	27%	-	-	-	-	-	-
Very keen	24	13	3	1	3	4	2	3	2	7	10	-	-	-	-	-	-
	16%	21%	8%	4%	43%	20%	70%	20%	13%	25%	11%	-	-	-	-	-	-
Fairly keen	30	10	10	7	-	4	1	2	8	5	14	-	-	-	-	-	-
	20%	15%	22%	48%	-	20%	30%	15%	48%	18%	16%	-	-	-	-	-	-
Not sure/it depends	25	11	12	1	-	1	-	2	3	1	19	-	-	-	-	-	-
	17%	18%	26%	8%	-	6%	-	15%	17%	3%	22%	-	-	-	-	-	-
Not keen (Net)	70	29	21	6	4	11	-	7	4	15	45	-	-	-	-	-	-
	47%	46%	45%	40%	57%	55%	-	50%	22%	54%	51%	-	-	-	-	-	-
Not very keen	33	13	13	2	2	3	-	2	1	5	25	-	-	-	-	-	-
	22%	21%	28%	11%	34%	13%	-	12%	7%	18%	28%	-	-	-	-	-	-
Not at all keen	38	16	8	4	2	8	-	5	3	10	20	-	-	-	-	-	-
	25%	25%	17%	29%	23%	42%	-	38%	16%	36%	23%	-	-	-	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	156	-	156	-	-	-	-	-	156	-	-	44	21	16	10	12	53
Weighted base	150	-	150	-	-	-	-	-	150	-	-	38	14	10	10	15	63
Keen (Net)	54	-	54	-	-	-	-	-	54	-	-	14	7	5	4	7	18
	36%	-	36%	-	-	-	-	-	36%	-	-	36%	51%	47%	37%	47%	29%
Very keen	24	-	24	-	-	-	-	-	24	-	-	6	5	1	*	-	12
	16%	-	16%	-	-	-	-	-	16%	-	-	15%	35%	8%	3%	-	20%
Fairly keen	30	-	30	-	-	-	-	-	30	-	-	8	2	4	3	7	6
	20%	-	20%	-	-	-	-	-	20%	-	-	22%	16%	39%	34%	47%	9%
Not sure/it depends	25	-	25	-	-	-	-	-	25	-	-	9	2	*	*	3	11
	17%	-	17%	-	-	-	-	-	17%	-	-	23%	13%	4%	5%	19%	17%
Not keen (Net)	70	-	70	-	-	-	-	-	70	-	-	15	5	5	6	5	34
	47%	-	47%	-	-	-	-	-	47%	-	-	40%	36%	49%	58%	34%	54%
Not very keen	33	-	33	-	-	-	-	-	33	-	-	5	2	2	1	1	21
	22%	-	22%	-	-	-	-	-	22%	-	-	12%	14%	23%	12%	8%	34%
Not at all keen	38	-	38	-	-	-	-	-	38	-	-	11	3	3	5	4	13
	25%	-	25%	-	-	-	-	-	25%	-	-	28%	22%	26%	46%	26%	20%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Sole decision maker (I alone decide which car/van to buy)	1008 31%	593 37%	415 26%	27 11%	146 34%	177 32%	235 37%	155 30%	144 32%	125 33%	277 29%	345 33%	218 29%	169 35%	578 37%	127 27%	279 28%	19 10%	-	499 33%	507 30%
Main decision maker (I have the main say, but take others' views into account)	353 11%	238 15%	115 7%	9 4%	33 8%	73 13%	74 12%	74 15%	43 10%	47 13%	127 13%	111 11%	73 10%	42 9%	201 13%	37 8%	113 11%	3 1%	-	145 10%	208 12%
Joint decision maker (I have equal say in which car/van to buy)	1207 38%	542 34%	666 42%	40 16%	103 24%	218 39%	276 43%	227 45%	204 46%	140 37%	409 43%	376 36%	261 35%	161 34%	574 37%	203 44%	405 41%	24 12%	-	515 34%	691 41%
Secondary decision maker (I have some influence, but someone else has the main say)	159 5%	44 3%	115 7%	19 7%	36 9%	21 4%	21 3%	13 3%	25 6%	24 6%	47 5%	55 5%	41 5%	17 3%	43 3%	33 7%	56 6%	27 14%	-	77 5%	82 5%
No influence (I have no say in which car was bought)	466 15%	186 12%	280 18%	154 61%	103 24%	65 12%	29 5%	41 8%	30 7%	43 11%	84 9%	149 14%	144 19%	88 18%	148 10%	60 13%	138 14%	118 60%	-	255 17%	210 12%
Don't know/Not sure	12 *	6 *	7 *	4 2%	5 1%	1 *	1 *	* *	1 *	- -	3 *	3 *	4 *	3 1%	2 *	4 1%	2 *	4 2%	-	6 *	7 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Sole decision maker (I alone decide which car/van to buy)	1008 31%	117 32%	601 32%	100 24%	190 34%	88 22%	117 30%	109 29%	695 34%	233 34%	307 30%	248 28%	212 35%
Main decision maker (I have the main say, but take others' views into account)	353 11%	56 15%	191 10%	48 12%	58 10%	46 12%	37 9%	48 13%	223 11%	104 15%	129 13%	72 8%	46 7%
Joint decision maker (I have equal say in which car/van to buy)	1207 38%	110 30%	688 37%	196 47%	214 38%	193 49%	163 41%	128 34%	723 35%	246 36%	371 37%	359 41%	225 37%
Secondary decision maker (I have some influence, but someone else has the main say)	159 5%	23 6%	85 5%	17 4%	34 6%	22 5%	20 5%	7 2%	111 5%	42 6%	48 5%	43 5%	24 4%
No influence (I have no say in which car was bought)	466 15%	60 16%	292 16%	49 12%	65 12%	45 11%	55 14%	80 21%	285 14%	61 9%	153 15%	146 17%	100 16%
Don't know/Not sure	12 *	- -	7 *	2 1%	2 *	1 *	2 *	1 *	8 *	3 *	2 *	6 1%	2 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Sole decision maker (I alone decide which car/van to buy)	1008 31%	777 38%	231 20%	707 34%	285 28%	11 16%	5 12%	217 35%	52 30%	122 33%	212 32%	53 31%	167 28%	103 29%	17 44%	61 31%
Main decision maker (I have the main say, but take others' views into account)	353 11%	246 12%	107 9%	255 12%	92 9%	6 8%	1 2%	67 11%	14 8%	36 10%	74 11%	18 11%	71 12%	46 13%	3 9%	24 12%
Joint decision maker (I have equal say in which car/van to buy)	1207 38%	778 38%	429 37%	816 40%	367 35%	16 23%	9 22%	202 32%	57 34%	135 37%	255 38%	74 43%	252 42%	150 42%	10 25%	72 36%
Secondary decision maker (I have some influence, but someone else has the main say)	159 5%	79 4%	80 7%	87 4%	68 7%	3 5%	1 4%	20 3%	4 2%	20 6%	41 6%	4 2%	38 6%	22 6%	-	10 5%
No influence (I have no say in which car was bought)	466 15%	157 8%	309 27%	194 9%	216 21%	33 47%	23 60%	112 18%	39 23%	53 15%	88 13%	22 13%	64 11%	40 11%	9 22%	33 17%
Don't know/Not sure	12 *	5 *	7 1%	6 *	6 1%	-	-	3 1%	4 2%	-	2 *	-	3 1%	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Sole decision maker (I alone decide which car/van to buy)	1008 31%	415 32%	174 29%	210 31%	72 38%	137 32%	188 37%	519 33%	94 28%	191 28%	16 15%	274 33%	220 45%	204 38%	170 36%	35 43%	66 46%	11 31%
Main decision maker (I have the main say, but take others' views into account)	353 11%	156 12%	58 10%	77 11%	21 11%	41 10%	60 12%	195 13%	36 11%	55 8%	6 6%	115 14%	74 15%	63 12%	65 14%	9 11%	15 11%	6 19%
Joint decision maker (I have equal say in which car/van to buy)	1207 38%	501 38%	228 38%	273 40%	57 30%	148 35%	220 43%	595 38%	129 38%	239 34%	25 23%	361 44%	165 34%	214 40%	197 41%	35 42%	48 34%	14 41%
Secondary decision maker (I have some influence, but someone else has the main say)	159 5%	70 5%	25 4%	42 6%	5 3%	18 4%	19 4%	68 4%	16 5%	52 7%	5 4%	37 5%	9 2%	22 4%	23 5%	* 1%	8 6%	* 1%
No influence (I have no say in which car was bought)	466 15%	160 12%	115 19%	79 12%	33 17%	79 19%	25 5%	168 11%	65 19%	152 22%	56 52%	32 4%	16 3%	31 6%	23 5%	3 3%	4 3%	3 8%
Don't know/Not sure	12 *	4 *	3 *	1 *	1 1%	3 1%	- -	6 *	2 1%	5 1%	- -	- -	- -	5 1%	1 *	- -	* *	- -

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Sole decision maker (I alone decide which car/van to buy)	1008 31%	980 38%	-	18 3%	-	392 41%	305 38%	259 35%	18 3%	-	-	25 36%	108 35%	128 32%	114 25%	139 30%	163 35%	356 32%
Main decision maker (I have the main say, but take others' views into account)	353 11%	348 14%	-	4 1%	-	137 14%	118 15%	89 12%	4 1%	-	-	5 7%	26 9%	39 10%	58 13%	64 14%	53 11%	112 10%
Joint decision maker (I have equal say in which car/van to buy)	1207 38%	1033 40%	-	162 27%	-	376 39%	323 40%	306 41%	162 27%	-	-	28 40%	108 35%	150 38%	212 47%	195 42%	204 44%	338 30%
Secondary decision maker (I have some influence, but someone else has the main say)	159 5%	101 4%	-	56 9%	-	19 2%	26 3%	53 7%	56 9%	-	-	4 5%	13 4%	20 5%	24 5%	27 6%	22 5%	54 5%
No influence (I have no say in which car was bought)	466 15%	112 4%	-	352 59%	-	35 4%	33 4%	38 5%	352 59%	-	-	6 9%	50 16%	57 14%	44 10%	44 9%	25 5%	246 22%
Don't know/Not sure	12 *	6 *	-	6 1%	-	4 *	-	-	6 1%	-	-	2 3%	-	2 *	-	-	2 *	9 1%

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

	Sex			Age						Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	2540	1299	1241	51	220	439	552	415	473	390	845	819	502	374	1225	350	925	32	-	1374	1163
Weighted base	2569	1373	1196	76	281	468	586	456	391	312	813	832	553	371	1352	367	796	46	-	1160	1406
Reliability	1747	929	818	39	164	314	400	326	274	230	585	566	356	240	909	255	558	22	-	771	973
	68%	68%	68%	52%	58%	67%	68%	71%	70%	74%	72%	68%	64%	65%	67%	69%	70%	48%	-	67%	69%
Costs - purchase/ running/resale value/ tax/insurance	1409	717	692	39	152	289	333	245	198	153	440	490	286	193	752	206	420	31	-	621	786
	55%	52%	58%	52%	54%	62%	57%	54%	51%	49%	54%	59%	52%	52%	56%	56%	53%	67%	-	54%	56%
Safety	1283	625	658	32	115	271	294	234	181	155	431	439	252	162	652	199	409	19	-	592	691
	50%	46%	55%	43%	41%	58%	50%	51%	46%	50%	53%	53%	46%	44%	48%	54%	51%	42%	-	51%	49%
Comfort	1259	658	601	28	131	224	269	209	222	176	393	424	272	170	621	169	443	19	-	570	686
	49%	48%	50%	37%	46%	48%	46%	46%	57%	56%	48%	51%	49%	46%	46%	46%	56%	42%	-	49%	49%
Interior space/ functionality/boot size	884	466	418	15	59	180	217	165	147	100	331	289	170	93	455	138	272	17	-	362	521
	34%	34%	35%	20%	21%	38%	37%	36%	38%	32%	41%	35%	31%	25%	34%	38%	34%	38%	-	31%	37%
Environmentally friendly/low CO2 Emissions	565	275	290	8	45	106	130	129	81	65	195	190	106	73	297	92	160	13	-	259	306
	22%	20%	24%	11%	16%	23%	22%	28%	21%	21%	24%	23%	19%	20%	22%	25%	20%	29%	-	22%	22%
Style/design	560	281	279	33	66	115	117	110	69	49	242	168	95	55	330	77	132	18	-	183	376
	22%	20%	23%	43%	24%	25%	20%	24%	18%	16%	30%	20%	17%	15%	24%	21%	17%	40%	-	16%	27%
Small engine	474	224	250	15	38	68	107	85	71	89	95	178	106	96	208	79	179	9	-	252	222
	18%	16%	21%	20%	14%	15%	18%	19%	18%	28%	12%	21%	19%	26%	15%	21%	22%	19%	-	22%	16%
Features - sat nav CD player music system power steering etc (all features mentioned)	374	220	154	17	47	75	78	68	51	38	152	124	63	36	229	41	92	10	-	131	243
	15%	16%	13%	22%	17%	16%	13%	15%	13%	12%	19%	15%	11%	10%	17%	11%	12%	21%	-	11%	17%
Speed/performance	335	195	141	9	58	74	64	55	47	29	161	102	49	23	207	25	93	8	-	110	225
	13%	14%	12%	12%	21%	16%	11%	12%	12%	9%	20%	12%	9%	6%	15%	7%	12%	18%	-	9%	16%
Image of brand / brand preference	292	170	122	10	39	68	66	41	28	39	126	83	51	32	157	35	93	6	-	114	178
	11%	12%	10%	14%	14%	15%	11%	9%	7%	13%	16%	10%	9%	9%	12%	10%	12%	13%	-	10%	13%
Image of model / model preference	245	140	105	14	44	57	48	38	21	22	88	71	52	34	149	31	56	8	-	89	156
	10%	10%	9%	19%	16%	12%	8%	8%	5%	7%	11%	9%	9%	9%	11%	9%	7%	17%	-	8%	11%
Large engine	127	91	36	1	10	29	22	27	23	14	59	28	32	9	66	13	46	-	-	44	82
	5%	7%	3%	1%	3%	6%	4%	6%	6%	5%	7%	3%	6%	2%	5%	3%	6%	-	-	4%	6%
Towing ability	12	9	3	-	-	2	-	5	3	1	3	3	5	1	6	2	4	-	-	4	8
	*	1%	*	-	-	*	-	1%	1%	*	*	*	1%	*	*	*	1%	-	-	*	1%
Four wheel drive	9	7	2	-	1	-	-	1	1	6	3	5	1	1	1	-	8	-	-	6	3
	*	*	*	-	*	-	-	*	*	2%	*	1%	*	*	*	-	1%	-	-	1%	*

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	2569	1373	1196	76	281	468	586	456	391	312	813	832	553	371	1352	367	796	46	-	1160	1406
Accessibility for the disabled	7 *	1 *	6 *	- -	- -	- -	* *	2 *	2 1%	3 1%	2 *	2 *	1 *	2 *	1 *	* *	6 1%	- -	- -	6 1%	1 *
Small car (no further detail)	2 *	- -	2 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	* *	- -	- -	2 *	- -	- -	1 *	1 *
Country of manufacture	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *
Others	48 2%	23 2%	25 2%	5 6%	3 1%	3 1%	10 2%	8 2%	7 2%	12 4%	13 2%	15 2%	9 2%	11 3%	26 2%	5 1%	17 2%	- -	- -	26 2%	22 2%
Don't know	16 1%	13 1%	4 *	- -	4 2%	1 *	- -	- -	7 2%	4 1%	1 *	5 1%	3 1%	7 2%	8 1%	1 *	7 1%	- -	- -	7 1%	10 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2540	201	1728	252	359	283	280	204	1773	632	720	627	540
Weighted base	2569	284	1479	344	462	327	316	285	1641	583	807	680	483
Reliability	1747 68%	215 76%	976 66%	241 70%	315 68%	218 67%	203 64%	204 72%	1121 68%	410 70%	555 69%	479 70%	298 62%
Costs - purchase/ running/resale value/ tax/insurance	1409 55%	142 50%	795 54%	217 63%	256 55%	188 58%	191 61%	170 60%	860 52%	369 63%	474 59%	367 54%	193 40%
Safety	1283 50%	165 58%	724 49%	178 52%	216 47%	208 64%	162 51%	158 56%	755 46%	305 52%	409 51%	351 52%	214 44%
Comfort	1259 49%	152 54%	712 48%	170 49%	225 49%	166 51%	162 51%	127 45%	804 49%	257 44%	406 50%	341 50%	252 52%
Interior space/ functionality/boot size	884 34%	92 32%	466 31%	136 40%	190 41%	145 45%	136 43%	117 41%	485 30%	247 42%	275 34%	236 35%	123 25%
Environmentally friendly/low CO2 Emissions	565 22%	69 24%	310 21%	71 21%	114 25%	49 15%	74 23%	66 23%	376 23%	158 27%	184 23%	131 19%	89 18%
Style/design	560 22%	60 21%	337 23%	51 15%	112 24%	64 20%	60 19%	62 22%	373 23%	148 25%	195 24%	149 22%	65 13%
Small engine	474 18%	63 22%	291 20%	66 19%	55 12%	45 14%	42 13%	57 20%	331 20%	79 14%	154 19%	118 17%	121 25%
Features - sat nav CD player music system power steering etc (all features mentioned)	374 15%	32 11%	217 15%	63 18%	62 14%	49 15%	40 13%	51 18%	234 14%	107 18%	130 16%	90 13%	46 9%
Speed/performance	335 13%	31 11%	177 12%	47 14%	80 17%	43 13%	32 10%	29 10%	232 14%	107 18%	114 14%	85 12%	29 6%
Image of brand / brand preference	292 11%	20 7%	175 12%	32 9%	65 14%	39 12%	34 11%	35 12%	183 11%	85 14%	88 11%	87 13%	31 6%
Image of model / model preference	245 10%	23 8%	152 10%	24 7%	46 10%	37 11%	27 9%	31 11%	149 9%	60 10%	73 9%	74 11%	37 8%
Large engine	127 5%	11 4%	65 4%	14 4%	37 8%	17 5%	15 5%	12 4%	83 5%	26 5%	40 5%	33 5%	26 5%
Towing ability	12 *	- -	7 *	2 *	3 1%	- -	1 *	1 *	10 1%	- -	5 1%	3 *	4 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	2569	284	1479	344	462	327	316	285	1641	583	807	680	483
Four wheel drive	9 *	- -	1 *	1 *	8 2%	1 *	- -	- -	8 1%	- -	5 1%	2 *	3 1%
Accessibility for the disabled	7 *	1 *	4 *	3 1%	- -	- -	- -	- -	7 *	1 *	2 *	4 1%	1 *
Small car (no further detail)	2 *	- -	2 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	1 *
Country of manufacture	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -
Others	48 2%	2 1%	29 2%	8 2%	10 2%	5 1%	3 1%	2 1%	39 2%	8 1%	10 1%	18 3%	11 2%
Don't know	16 1%	3 1%	7 *	6 2%	- -	2 1%	- -	- -	14 1%	1 *	4 *	2 *	9 2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2540	1761	779	1741	755	29	15	482	121	276	569	125	480	289	26	164
Weighted base	2569	1801	768	1778	744	33	14	485	123	293	542	144	490	300	31	156
Reliability	1747	1222	525	1193	526	23	4	312	80	202	360	94	353	207	21	114
	68%	68%	68%	67%	71%	71%	28%	64%	66%	69%	66%	65%	72%	69%	68%	73%
Costs - purchase/running/resale value/tax/insurance	1409	956	453	975	410	19	6	246	70	159	293	72	308	174	10	75
	55%	53%	59%	55%	55%	58%	40%	51%	57%	54%	54%	50%	63%	58%	32%	48%
Safety	1283	857	426	878	386	18	2	225	53	159	256	68	248	157	16	97
	50%	48%	55%	49%	52%	53%	12%	46%	43%	54%	47%	47%	51%	52%	51%	62%
Comfort	1259	895	364	878	364	14	3	245	63	141	256	76	215	160	11	88
	49%	50%	47%	49%	49%	42%	23%	50%	51%	48%	47%	53%	44%	53%	35%	57%
Interior space/functionality/boot size	884	599	284	605	266	11	2	143	48	96	165	57	183	120	11	61
	34%	33%	37%	34%	36%	33%	16%	29%	39%	33%	31%	40%	37%	40%	35%	39%
Environmentally friendly/low CO2 Emissions	565	366	199	368	187	9	1	46	16	67	108	34	158	64	8	63
	22%	20%	26%	21%	25%	27%	7%	9%	13%	23%	20%	24%	32%	21%	24%	41%
Style/design	560	419	140	386	170	2	2	125	40	80	101	39	102	49	3	21
	22%	23%	18%	22%	23%	7%	12%	26%	32%	27%	19%	27%	21%	16%	11%	14%
Small engine	474	339	135	349	115	8	2	81	26	35	106	26	107	67	2	22
	18%	19%	18%	20%	16%	25%	15%	17%	22%	12%	20%	18%	22%	22%	8%	14%
Features - sat nav CD player music system power steering etc (all features mentioned)	374	286	88	264	110	*	-	98	12	58	56	13	77	40	*	18
	15%	16%	11%	15%	15%	1%	-	20%	10%	20%	10%	9%	16%	13%	1%	12%
Speed/performance	335	267	68	227	108	-	-	96	15	42	56	19	71	28	2	6
	13%	15%	9%	13%	15%	-	-	20%	12%	14%	10%	13%	15%	9%	6%	4%
Image of brand / brand preference	292	236	56	209	83	-	-	71	18	41	42	13	53	33	6	14
	11%	13%	7%	12%	11%	-	-	15%	15%	14%	8%	9%	11%	11%	19%	9%
Image of model / model preference	245	202	43	176	67	1	2	71	12	39	45	15	39	17	-	7
	10%	11%	6%	10%	9%	3%	13%	15%	10%	13%	8%	10%	8%	6%	-	4%
Large engine	127	100	27	84	38	4	1	26	9	7	33	6	27	13	1	2
	5%	6%	3%	5%	5%	12%	4%	5%	7%	2%	6%	4%	6%	4%	5%	2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	2569	1801	768	1778	744	33	14	485	123	293	542	144	490	300	31	156
Towing ability	12*	6*	6* 1%	10* 1%	2*	-	-	3* 1%	-	-	3*	-	5* 1%	1*	-	1*
Four wheel drive	9*	7*	2*	9* 1%	-	-	-	1*	-	-	2*	-	1*	6* 2%	-	-
Accessibility for the disabled	7*	7*	-	7*	-	-	-	-	1* 1%	-	2*	1* 1%	1*	1*	-	1*
Small car (no further detail)	2*	* *	1*	1* *	1* *	-	-	-	-	-	1* *	-	1* *	* *	-	-
Country of manufacture	1*	1* *	-	1* *	-	-	-	-	-	-	1* *	-	-	-	-	-
Others	48* 2%	30* 2%	18* 2%	34* 2%	10* 1%	2* 5%	2* 16%	13* 3%	-	6* 2%	5* 1%	1* 1%	8* 2%	12* 4%	* 1%	3* 2%
Don't know	16* 1%	11* 1%	5* 1%	9* 1%	5* 1%	-	2* 12%	2* *	-	3* 1%	2* *	-	2* *	6* 2%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2540	1044	454	562	147	333	463	1278	277	478	44	736	439	489	442	87	143	28
Weighted base	2569	1072	461	560	150	326	469	1309	259	485	47	749	459	481	433	79	129	31
Reliability	1747 68%	734 68%	318 69%	399 71%	95 64%	201 62%	316 68%	877 67%	178 69%	348 72%	27 58%	514 69%	301 65%	323 67%	314 73%	61 77%	83 64%	22 70%
Costs - purchase/running/resale value/tax/insurance	1409 55%	596 56%	274 59%	296 53%	71 47%	172 53%	279 60%	695 53%	147 57%	263 54%	25 53%	461 61%	222 48%	244 51%	258 60%	26 33%	70 54%	18 58%
Safety	1283 50%	547 51%	228 50%	283 50%	64 43%	161 49%	248 53%	629 48%	156 60%	231 48%	19 41%	398 53%	193 42%	246 51%	233 54%	45 57%	54 42%	14 45%
Comfort	1259 49%	518 48%	225 49%	285 51%	75 50%	155 48%	230 49%	648 49%	131 51%	233 48%	17 37%	364 49%	237 52%	223 46%	216 50%	44 55%	50 38%	11 35%
Interior space/functionality/boot size	884 34%	387 36%	156 34%	197 35%	40 27%	105 32%	164 35%	440 34%	92 35%	174 36%	13 28%	263 35%	148 32%	157 33%	169 39%	24 31%	42 33%	11 37%
Environmentally friendly/low CO2 Emissions	565 22%	283 26%	104 23%	101 18%	20 13%	57 17%	149 32%	219 17%	95 37%	91 19%	10 21%	191 25%	80 17%	77 16%	128 29%	15 19%	27 21%	6 21%
Style/design	560 22%	234 22%	109 24%	116 21%	26 18%	74 23%	89 19%	297 23%	46 18%	124 26%	4 9%	163 22%	102 22%	109 23%	117 27%	13 16%	31 24%	4 13%
Small engine	474 18%	211 20%	75 16%	104 19%	28 19%	57 17%	126 27%	223 17%	44 17%	71 15%	10 22%	178 24%	72 16%	76 16%	69 16%	8 10%	23 18%	10 32%
Features - sat nav CD player music system power steering etc (all features mentioned)	374 15%	169 16%	67 15%	81 14%	13 8%	44 14%	65 14%	199 15%	28 11%	82 17%	* 1%	123 16%	65 14%	64 13%	69 16%	14 18%	17 13%	* 1%
Speed/performance	335 13%	173 16%	59 13%	66 12%	15 10%	23 7%	47 10%	179 14%	43 16%	66 14%	- -	100 13%	51 11%	63 13%	73 17%	6 8%	13 10%	- -
Image of brand / brand preference	292 11%	116 11%	50 11%	68 12%	17 11%	42 13%	49 10%	160 12%	26 10%	57 12%	- -	92 12%	51 11%	56 12%	55 13%	7 9%	16 12%	- -
Image of model / model preference	245 10%	103 10%	37 8%	54 10%	10 7%	40 12%	28 6%	148 11%	25 10%	42 9%	3 6%	69 9%	55 12%	44 9%	49 11%	3 4%	8 6%	3 9%
Large engine	127 5%	59 6%	24 5%	19 3%	8 5%	17 5%	10 2%	74 6%	11 4%	27 5%	4 9%	32 4%	26 6%	25 5%	23 5%	6 8%	8 6%	4 14%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	2569	1072	461	560	150	326	469	1309	259	485	47	749	459	481	433	79	129	31
Towing ability	12	3	4	3	1	1	-	10	-	2	-	4	2	4	*	1	-	-
	*	*	1%	1%	*	*	-	1%	-	*	-	1%	1%	1%	*	2%	-	-
Four wheel drive	9	-	2	4	1	2	3	6	-	-	-	1	4	4	-	-	-	-
	*	-	1%	1%	1%	1%	1%	*	-	-	-	*	1%	1%	-	-	-	-
Accessibility for the disabled	7	5	-	2	-	-	3	4	-	-	-	1	2	2	-	-	-	-
	*	*	-	*	-	-	1%	*	-	-	-	*	*	*	-	-	-	-
Small car (no further detail)	2	1	*	-	-	1	1	*	-	1	-	*	1	-	-	-	1	-
	*	*	*	-	-	*	*	*	-	*	-	*	*	-	-	-	*	-
Country of manufacture	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-
Others	48	23	4	13	3	4	11	23	3	8	4	16	7	7	9	-	-	-
	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	8%	2%	1%	2%	2%	-	-	-
Don't know	16	2	3	3	4	4	2	7	-	5	2	3	1	4	2	-	-	-
	1%	*	1%	1%	2%	1%	*	1%	-	1%	4%	*	*	1%	1%	-	-	-

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

	Driving status		Driving status (split by annual mileage)									Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2540	2364	-	155	-	862	741	705	155	-	-	56	230	310	353	384	441	822
Weighted base	2569	2361	-	184	-	905	746	654	184	-	-	57	243	318	384	398	420	806
Reliability	1747 68%	1616 68%	-	117 64%	-	622 69%	520 70%	443 68%	117 64%	-	-	32 56%	158 65%	211 67%	273 71%	295 74%	303 72%	507 63%
Costs - purchase/ running/resale value/ tax/insurance	1409 55%	1299 55%	-	98 53%	-	504 56%	405 54%	368 56%	98 53%	-	-	21 37%	144 59%	176 56%	239 62%	257 65%	220 52%	373 46%
Safety	1283 50%	1183 50%	-	95 51%	-	458 51%	365 49%	333 51%	95 51%	-	-	27 47%	121 50%	157 50%	207 54%	206 52%	235 56%	356 44%
Comfort	1259 49%	1145 48%	-	104 57%	-	451 50%	353 47%	316 48%	104 57%	-	-	25 43%	122 50%	158 50%	183 48%	203 51%	217 52%	377 47%
Interior space/ functionality/boot size	884 34%	815 35%	-	59 32%	-	377 42%	248 33%	182 28%	59 32%	-	-	8 15%	69 28%	95 30%	166 43%	165 41%	170 40%	219 27%
Environmentally friendly/low CO2 Emissions	565 22%	524 22%	-	35 19%	-	215 24%	160 21%	142 22%	35 19%	-	-	7 12%	40 16%	71 22%	70 18%	101 25%	131 31%	151 19%
Style/design	560 22%	540 23%	-	16 9%	-	229 25%	189 25%	116 18%	16 9%	-	-	6 10%	36 15%	56 18%	77 20%	88 22%	146 35%	157 19%
Small engine	474 18%	436 18%	-	34 18%	-	102 11%	143 19%	172 26%	34 18%	-	-	19 34%	67 28%	78 24%	69 18%	54 14%	53 13%	154 19%
Features - sat nav CD player music system power steering etc (all features mentioned)	374 15%	353 15%	-	17 9%	-	173 19%	106 14%	72 11%	17 9%	-	-	2 3%	22 9%	43 13%	47 12%	67 17%	102 24%	93 12%
Speed/performance	335 13%	306 13%	-	26 14%	-	147 16%	94 13%	62 9%	26 14%	-	-	4 6%	14 6%	33 11%	51 13%	55 14%	106 25%	75 9%
Image of brand / brand preference	292 11%	278 12%	-	13 7%	-	130 14%	91 12%	55 8%	13 7%	-	-	2 4%	12 5%	16 5%	45 12%	49 12%	80 19%	89 11%
Image of model / model preference	245 10%	231 10%	-	9 5%	-	88 10%	83 11%	54 8%	9 5%	-	-	6 11%	18 7%	24 8%	36 9%	36 9%	55 13%	76 9%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	2569	2361	-	184	-	905	746	654	184	-	-	57	243	318	384	398	420	806
Large engine	127 5%	124 5%	-	2 1%	-	61 7%	42 6%	21 3%	2 1%	-	-	-	7 3%	15 5%	17 4%	23 6%	33 8%	32 4%
Towing ability	12 *	12 *	-	-	-	4 *	8 1%	-	-	-	-	-	2 1%	* *	5 1%	3 1%	2 *	1 *
Four wheel drive	9 *	9 *	-	-	-	3 *	4 1%	1 *	-	-	-	1 1%	1 *	1 *	2 1%	2 1%	-	3 *
Accessibility for the disabled	7 *	5 *	-	2 1%	-	-	4 1%	1 *	2 1%	-	-	-	-	3 1%	1 *	-	-	2 *
Small car (no further detail)	2 *	2 *	-	-	-	1 *	1 *	* *	-	-	-	-	-	-	1 *	-	-	1 *
Country of manufacture	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-
Others	48 2%	39 2%	-	7 4%	-	12 1%	16 2%	11 2%	7 4%	-	-	* 1%	4 2%	5 1%	8 2%	4 1%	7 2%	21 3%
Don't know	16 1%	11 *	-	5 3%	-	5 *	* *	4 1%	5 3%	-	-	2 3%	1 *	1 *	-	2 1%	1 *	11 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1386	669	717	28	117	268	318	217	242	196	480	476	243	187	682	199	481	22	-	742	642
Weighted base	1403	714	689	39	150	288	331	244	198	153	440	488	286	189	747	206	418	31	-	617	785
Running / fuel costs	1065	557	508	24	97	217	251	183	164	128	344	365	206	148	551	160	338	16	-	460	603
	76%	78%	74%	62%	65%	75%	76%	75%	83%	83%	78%	75%	72%	79%	74%	78%	81%	51%	-	75%	77%
Purchase costs	1011	525	486	24	109	204	251	180	133	110	347	335	202	127	545	146	297	22	-	440	570
	72%	73%	71%	62%	72%	71%	76%	74%	67%	72%	79%	69%	71%	67%	73%	71%	71%	72%	-	71%	73%
Insurance	586	253	333	27	78	128	132	102	62	58	165	208	136	77	305	98	165	18	-	251	335
	42%	35%	48%	68%	52%	44%	40%	42%	31%	38%	38%	43%	47%	41%	41%	48%	39%	57%	-	41%	43%
Tax	306	137	169	9	25	63	70	51	53	35	79	108	69	50	156	48	97	4	-	130	176
	22%	19%	25%	24%	16%	22%	21%	21%	27%	23%	18%	22%	24%	27%	21%	23%	23%	14%	-	21%	22%
Resale value	173	109	63	6	8	45	45	33	21	15	74	64	24	11	113	25	32	3	-	62	110
	12%	15%	9%	16%	5%	16%	13%	13%	11%	10%	17%	13%	9%	6%	15%	12%	8%	10%	-	10%	14%
Other	14	10	4	-	-	2	4	3	4	*	3	4	5	1	6	2	6	*	-	10	4
	1%	1%	1%	-	-	1%	1%	1%	2%	*	1%	1%	2%	*	1%	1%	1%	1%	-	2%	1%
Don't know	9	1	9	-	-	3	-	-	6	-	1	6	-	2	3	1	6	-	-	2	7
	1%	*	1%	-	-	1%	-	-	3%	-	*	1%	-	1%	*	*	1%	-	-	*	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1386	101	928	160	197	165	173	122	926	392	422	341	223
Weighted base	1403	142	790	217	254	188	191	170	854	369	474	362	193
Running / fuel costs	1065	91	599	174	200	139	153	112	661	282	366	263	148
	76%	64%	76%	80%	79%	74%	80%	66%	77%	76%	77%	73%	77%
Purchase costs	1011	109	568	159	174	148	144	123	596	302	332	255	117
	72%	77%	72%	74%	69%	79%	75%	72%	70%	82%	70%	71%	61%
Insurance	586	66	336	90	94	89	82	66	350	141	212	163	68
	42%	46%	43%	42%	37%	47%	43%	39%	41%	38%	45%	45%	35%
Tax	306	25	178	47	56	36	48	31	191	56	98	92	56
	22%	18%	22%	22%	22%	19%	25%	18%	22%	15%	21%	26%	29%
Resale value	173	18	84	31	39	29	31	22	90	65	51	45	11
	12%	12%	11%	15%	15%	15%	16%	13%	11%	18%	11%	12%	6%
Other	14	2	5	4	3	-	2	-	12	1	5	4	4
	1%	1%	1%	2%	1%	-	1%	-	1%	*	1%	1%	2%
Don't know	9	-	5	1	4	-	-	1	8	1	1	5	2
	1%	-	1%	*	1%	-	-	1%	1%	*	*	1%	1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1386	922	464	945	420	16	5	242	67	155	305	60	300	159	9	83
Weighted base	1403	950	453	969	409	19	6	246	70	157	290	72	307	174	10	75
Running / fuel costs	1065	736	329	744	304	12	4	186	49	117	229	58	234	123	9	59
	76%	77%	73%	77%	74%	63%	72%	76%	70%	74%	79%	81%	76%	71%	91%	78%
Purchase costs	1011	681	330	694	298	16	2	172	55	129	194	51	229	120	7	52
	72%	72%	73%	72%	73%	85%	41%	70%	79%	82%	67%	71%	75%	69%	68%	69%
Insurance	586	382	204	417	161	6	2	104	35	75	108	29	142	68	1	24
	42%	40%	45%	43%	39%	33%	28%	42%	51%	48%	37%	40%	46%	39%	8%	32%
Tax	306	207	99	218	84	3	2	54	8	32	67	22	69	41	3	10
	22%	22%	22%	22%	20%	14%	33%	22%	12%	20%	23%	30%	22%	23%	26%	14%
Resale value	173	117	55	99	71	2	-	23	10	24	38	9	41	19	-	9
	12%	12%	12%	10%	17%	10%	-	9%	14%	15%	13%	13%	13%	11%	-	12%
Other	14	11	2	9	4	-	-	1	1	-	2	-	3	2	-	4
	1%	1%	1%	1%	1%	-	-	*	1%	-	1%	-	1%	1%	-	5%
Don't know	9	8	2	8	1	-	-	-	-	-	3	-	1	4	-	2
	1%	1%	*	1%	*	-	-	-	-	-	1%	-	*	2%	-	3%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1386	576	266	309	69	166	273	672	164	256	21	450	215	239	272	30	81	13
Weighted base	1403	592	274	295	71	172	278	691	147	262	25	461	222	239	258	26	70	18
Running / fuel costs	1065 76%	464 78%	207 76%	224 76%	63 89%	106 62%	221 80%	523 76%	114 77%	190 73%	16 65%	363 79%	166 75%	178 75%	199 77%	24 90%	41 58%	12 67%
Purchase costs	1011 72%	437 74%	193 70%	199 67%	46 65%	136 79%	199 72%	495 72%	113 77%	185 70%	19 75%	320 69%	168 76%	171 72%	187 73%	23 86%	53 76%	16 87%
Insurance	586 42%	240 41%	118 43%	126 43%	25 36%	78 45%	122 44%	295 43%	56 38%	105 40%	8 31%	191 41%	106 48%	101 42%	104 41%	7 26%	24 34%	4 24%
Tax	306 22%	106 18%	60 22%	81 28%	20 29%	38 22%	63 23%	154 22%	31 21%	52 20%	5 19%	115 25%	46 21%	48 20%	58 22%	2 7%	11 15%	4 20%
Resale value	173 12%	84 14%	33 12%	40 14%	3 5%	13 8%	29 10%	71 10%	27 18%	44 17%	2 7%	48 10%	26 12%	21 9%	40 16%	13 49%	12 17%	2 10%
Other	14 1%	10 2%	* *	1 *	1 2%	1 *	1 *	8 1%	- -	4 2%	- -	3 1%	1 1%	5 2%	2 1%	- -	1 1%	- -
Don't know	9 1%	6 1%	3 1%	1 *	- -	- -	4 1%	4 1%	1 1%	- -	- -	3 1%	2 1%	- -	1 *	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1386	1300	-	73	-	486	408	386	73	-	-	20	132	172	217	248	240	377
Weighted base	1403	1293	-	98	-	502	403	367	98	-	-	21	144	176	236	256	220	371
Running / fuel costs	1065	982	-	73	-	404	302	265	73	-	-	11	99	126	178	211	165	286
	76%	76%	-	74%	-	80%	75%	72%	74%	-	-	52%	69%	71%	75%	82%	75%	77%
Purchase costs	1011	937	-	66	-	360	296	264	66	-	-	17	105	129	175	177	182	243
	72%	72%	-	67%	-	72%	74%	72%	67%	-	-	81%	73%	73%	74%	69%	83%	65%
Insurance	586	537	-	43	-	201	171	154	43	-	-	11	74	83	99	120	97	114
	42%	42%	-	44%	-	40%	42%	42%	44%	-	-	51%	52%	47%	42%	47%	44%	31%
Tax	306	283	-	19	-	100	96	81	19	-	-	6	30	48	55	50	39	84
	22%	22%	-	20%	-	20%	24%	22%	20%	-	-	29%	21%	27%	23%	20%	18%	23%
Resale value	173	162	-	10	-	86	45	29	10	-	-	2	8	5	20	41	57	41
	12%	13%	-	10%	-	17%	11%	8%	10%	-	-	11%	6%	3%	8%	16%	26%	11%
Other	14	12	-	2	-	4	2	6	2	-	-	-	*	2	5	1	1	4
	1%	1%	-	2%	-	1%	1%	2%	2%	-	-	-	*	1%	2%	1%	*	1%
Don't know	9	6	-	4	-	-	3	1	4	-	-	2	-	4	3	-	1	2
	1%	*	-	4%	-	-	1%	*	4%	-	-	10%	-	2%	1%	-	*	1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	2561	1318	1243	62	248	455	557	411	462	366	871	817	517	356	1264	363	887	38	-	1316	1243
Weighted base	2601	1406	1195	96	320	486	588	450	373	288	845	824	578	354	1398	385	747	63	-	1088	1511
0 miles	3	-	3	-	-	-	-	1	1	1	-	-	3	-	1	-	2	-	-	3	-
1 - 4,999 miles (Net)	742	344	398	24	88	115	120	125	124	146	212	249	153	128	274	113	326	28	-	380	361
	29%	24%	33%	25%	28%	24%	20%	28%	33%	51%	25%	30%	26%	36%	20%	29%	44%	44%	-	35%	24%
1 - 499 miles	37	10	27	-	7	6	3	4	6	11	13	11	8	5	15	6	15	-	-	27	9
	1%	1%	2%	-	2%	1%	1%	1%	2%	4%	2%	1%	1%	1%	1%	2%	2%	-	-	3%	1%
500 - 999 miles	63	24	39	2	5	11	6	9	14	15	19	26	11	7	18	11	33	-	-	40	22
	2%	2%	3%	3%	2%	2%	1%	2%	4%	5%	2%	3%	2%	2%	1%	3%	4%	-	-	4%	1%
1,000 - 1,999 miles	116	48	68	1	10	19	22	20	16	29	29	37	27	24	40	15	58	2	-	70	46
	4%	3%	6%	1%	3%	4%	4%	4%	4%	10%	3%	4%	5%	7%	3%	4%	8%	4%	-	6%	3%
2,000 - 2,999 miles	141	56	85	5	18	13	23	22	26	33	45	45	29	23	44	17	68	12	-	77	64
	5%	4%	7%	5%	6%	3%	4%	5%	7%	11%	5%	5%	5%	6%	3%	4%	9%	20%	-	7%	4%
3,000 - 3,999 miles	169	97	72	9	15	27	28	43	28	19	52	56	34	27	72	26	60	12	-	71	98
	7%	7%	6%	10%	5%	5%	5%	10%	7%	7%	6%	7%	6%	8%	5%	7%	8%	19%	-	7%	6%
4,000 - 4,999 miles	216	110	107	6	34	39	39	27	33	39	55	74	44	43	85	37	92	1	-	94	123
	8%	8%	9%	6%	10%	8%	7%	6%	9%	14%	7%	9%	8%	12%	6%	10%	12%	2%	-	9%	8%
5,000 - 8,999 miles (Net)	804	420	384	29	82	159	194	144	105	91	226	262	206	110	420	142	229	12	-	329	475
	31%	30%	32%	30%	26%	33%	33%	32%	28%	32%	27%	32%	36%	31%	30%	37%	31%	19%	-	30%	31%
5,000 - 6,999 miles	440	220	220	14	33	86	101	87	64	55	125	139	109	67	205	89	138	8	-	203	237
	17%	16%	18%	15%	10%	18%	17%	19%	17%	19%	15%	17%	19%	19%	15%	23%	18%	13%	-	19%	16%
7,000 - 8,999 miles	364	200	165	14	49	74	93	57	41	36	101	123	97	43	216	53	91	4	-	126	238
	14%	14%	14%	15%	15%	15%	16%	13%	11%	13%	12%	15%	17%	12%	15%	14%	12%	7%	-	12%	16%
9,000 miles or more (Net)	962	616	346	25	131	194	261	174	134	44	394	288	189	91	677	105	162	13	-	326	636
	37%	44%	29%	26%	41%	40%	44%	39%	36%	15%	47%	35%	33%	26%	48%	27%	22%	20%	-	30%	42%
9,000 - 11,999 miles	426	226	200	12	58	74	115	79	63	25	152	126	87	60	264	52	102	5	-	182	243
	16%	16%	17%	12%	18%	15%	20%	18%	17%	9%	18%	15%	15%	17%	19%	14%	14%	7%	-	17%	16%
12,000 - 14,999 miles	232	149	83	7	33	50	61	25	44	12	107	65	46	13	150	29	44	8	-	64	167
	9%	11%	7%	8%	10%	10%	10%	5%	12%	4%	13%	8%	8%	4%	11%	7%	6%	13%	-	6%	11%
15,000 - 17,999 miles	102	75	26	-	16	30	31	13	10	1	47	34	16	5	84	10	7	-	-	34	68
	4%	5%	2%	-	5%	6%	5%	3%	3%	*	6%	4%	3%	1%	6%	3%	1%	-	-	3%	4%
18,000 - 20,999 miles	75	57	17	4	9	12	16	26	7	1	34	25	13	3	65	7	3	-	-	14	60
	3%	4%	1%	4%	3%	2%	3%	6%	2%	*	4%	3%	2%	1%	5%	2%	*	-	-	1%	4%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	2601	1406	1195	96	320	486	588	450	373	288	845	824	578	354	1398	385	747	63	-	1088	1511
21,000 - 29,999 miles	65 2%	53 4%	12 1%	2 2%	5 2%	19 4%	18 3%	12 3%	6 2%	2 1%	34 4%	20 2%	11 2%	-	58 4%	3 1%	4 1%	-	-	20 2%	45 3%
30,000 miles and over	64 2%	55 4%	9 1%	-	9 3%	10 2%	21 4%	18 4%	4 1%	2 1%	19 2%	18 2%	16 3%	10 3%	56 4%	3 1%	2 *	-	-	11 1%	52 3%
Don't know / Not sure	69 3%	15 1%	54 5%	11 12%	17 5%	14 3%	9 2%	5 1%	9 3%	3 1%	8 1%	21 2%	22 4%	19 5%	19 1%	22 6%	23 3%	5 7%	-	39 4%	30 2%
Not stated	21 1%	12 1%	9 1%	6 7%	2 1%	4 1%	4 1%	2 *	1 *	3 1%	5 1%	4 *	6 1%	6 2%	7 1%	3 1%	6 1%	5 9%	-	12 1%	9 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2561	192	1739	255	375	295	286	209	1771	666	730	632	513
Weighted base	2601	274	1494	342	492	340	317	291	1653	619	823	687	455
0 miles	3	-	3	-	-	-	-	-	3	-	-	-	3
	*	-	*	-	-	-	-	-	*	-	-	-	1%
1 - 4,999 miles (Net)	742	129	446	76	91	95	62	59	526	172	204	190	172
	29%	47%	30%	22%	19%	28%	20%	20%	32%	28%	25%	28%	38%
1 - 499 miles	37	5	25	4	3	4	3	1	28	10	8	7	7
	1%	2%	2%	1%	1%	1%	1%	*	2%	2%	1%	1%	2%
500 - 999 miles	63	12	33	11	7	6	3	5	49	19	14	16	13
	2%	4%	2%	3%	1%	2%	1%	2%	3%	3%	2%	2%	3%
1,000 - 1,999 miles	116	18	75	9	14	17	15	8	77	24	26	25	41
	4%	6%	5%	3%	3%	5%	5%	3%	5%	4%	3%	4%	9%
2,000 - 2,999 miles	141	27	78	13	23	16	8	9	108	37	29	41	34
	5%	10%	5%	4%	5%	5%	3%	3%	7%	6%	4%	6%	7%
3,000 - 3,999 miles	169	33	107	12	17	19	14	17	118	38	55	46	30
	7%	12%	7%	4%	3%	6%	5%	6%	7%	6%	7%	7%	7%
4,000 - 4,999 miles	216	34	128	26	29	33	19	20	145	44	71	54	46
	8%	12%	9%	8%	6%	10%	6%	7%	9%	7%	9%	8%	10%
5,000 - 8,999 miles (Net)	804	78	471	95	160	96	114	91	503	168	275	204	149
	31%	28%	32%	28%	33%	28%	36%	31%	30%	27%	33%	30%	33%
5,000 - 6,999 miles	440	52	264	44	80	48	63	43	286	84	152	111	89
	17%	19%	18%	13%	16%	14%	20%	15%	17%	14%	18%	16%	20%
7,000 - 8,999 miles	364	25	207	51	80	49	51	48	217	83	123	93	59
	14%	9%	14%	15%	16%	14%	16%	16%	13%	13%	15%	14%	13%
9,000 miles or more (Net)	962	60	518	156	228	130	131	127	573	265	319	261	115
	37%	22%	35%	46%	46%	38%	41%	44%	35%	43%	39%	38%	25%
9,000 - 11,999 miles	426	24	237	76	89	51	51	64	260	109	141	113	62
	16%	9%	16%	22%	18%	15%	16%	22%	16%	18%	17%	16%	14%
12,000 - 14,999 miles	232	11	125	41	54	35	38	13	145	67	80	65	20
	9%	4%	8%	12%	11%	10%	12%	5%	9%	11%	10%	9%	4%
15,000 - 17,999 miles	102	14	51	10	26	19	17	15	50	34	38	23	6
	4%	5%	3%	3%	5%	6%	5%	5%	3%	6%	5%	3%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	2601	274	1494	342	492	340	317	291	1653	619	823	687	455
18,000 - 20,999 miles	75 3%	3 1%	36 2%	9 3%	26 5%	5 2%	9 3%	13 4%	47 3%	20 3%	21 3%	21 3%	12 3%
21,000 - 29,999 miles	65 2%	7 2%	33 2%	12 4%	13 3%	7 2%	7 2%	12 4%	39 2%	25 4%	23 3%	13 2%	4 1%
30,000 miles and over	64 2%	- -	36 2%	7 2%	20 4%	12 4%	10 3%	10 3%	32 2%	9 1%	17 2%	26 4%	11 2%
Don't know / Not sure	69 3%	5 2%	50 3%	11 3%	4 1%	14 4%	9 3%	8 3%	38 2%	14 2%	18 2%	25 4%	12 3%
Not stated	21 1%	2 1%	7 *	3 1%	9 2%	5 1%	1 *	5 2%	11 1%	1 *	7 1%	8 1%	5 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2561	1801	760	1796	733	23	9	487	123	296	563	124	505	270	24	162
Weighted base	2601	1853	748	1852	712	28	9	495	129	318	529	139	532	274	30	152
0 miles	3	2	1	3	-	-	-	-	-	1	1	-	1	-	-	-
	*	*	*	*	-	-	-	-	-	*	*	-	*	-	-	-
1 - 4,999 miles (Net)	742	442	300	471	250	16	5	136	32	93	160	24	139	102	5	49
	29%	24%	40%	25%	35%	58%	59%	27%	25%	29%	30%	18%	26%	37%	16%	33%
1 - 499 miles	37	11	26	13	19	5	-	6	-	7	9	1	4	5	-	6
	1%	1%	4%	1%	3%	17%	-	1%	-	2%	2%	1%	1%	2%	-	4%
500 - 999 miles	63	19	44	33	24	4	1	7	4	20	12	1	7	9	-	2
	2%	1%	6%	2%	3%	15%	14%	2%	3%	6%	2%	1%	1%	3%	-	2%
1,000 - 1,999 miles	116	60	56	73	40	2	2	20	8	11	35	2	17	14	2	5
	4%	3%	8%	4%	6%	5%	23%	4%	6%	4%	7%	1%	3%	5%	7%	3%
2,000 - 2,999 miles	141	98	43	89	52	-	-	22	3	18	24	4	32	28	2	9
	5%	5%	6%	5%	7%	-	-	4%	3%	6%	5%	3%	6%	10%	6%	6%
3,000 - 3,999 miles	169	110	59	112	55	*	2	45	5	10	30	8	35	22	-	14
	7%	6%	8%	6%	8%	1%	22%	9%	4%	3%	6%	6%	7%	8%	-	9%
4,000 - 4,999 miles	216	145	72	151	60	6	-	36	11	26	50	9	45	25	1	13
	8%	8%	10%	8%	8%	20%	-	7%	9%	8%	9%	6%	8%	9%	4%	9%
5,000 - 8,999 miles (Net)	804	591	213	586	213	5	*	168	33	83	182	35	177	69	9	47
	31%	32%	28%	32%	30%	19%	4%	34%	26%	26%	34%	25%	33%	25%	32%	31%
5,000 - 6,999 miles	440	311	129	335	104	*	*	94	17	38	106	12	97	43	4	28
	17%	17%	17%	18%	15%	1%	4%	19%	13%	12%	20%	9%	18%	16%	15%	19%
7,000 - 8,999 miles	364	280	85	250	109	5	-	74	16	46	75	23	81	26	5	19
	14%	15%	11%	14%	15%	18%	-	15%	12%	14%	14%	16%	15%	9%	17%	12%
9,000 miles or more (Net)	962	756	206	730	226	6	1	170	59	129	169	67	204	98	15	49
	37%	41%	28%	39%	32%	20%	6%	34%	46%	41%	32%	48%	38%	36%	51%	32%
9,000 - 11,999 miles	426	332	94	329	96	1	-	64	33	55	70	30	93	43	8	29
	16%	18%	13%	18%	13%	5%	-	13%	26%	17%	13%	21%	17%	16%	27%	19%
12,000 - 14,999 miles	232	178	53	177	52	2	1	39	15	37	44	10	51	21	5	10
	9%	10%	7%	10%	7%	7%	6%	8%	11%	12%	8%	7%	10%	8%	16%	6%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	2601	1853	748	1852	712	28	9	495	129	318	529	139	532	274	30	152
15,000 - 17,999 miles	102 4%	79 4%	23 3%	68 4%	34 5%	-	-	14 3%	5 4%	15 5%	22 4%	12 8%	20 4%	11 4%	-	3 2%
18,000 - 20,999 miles	75 3%	62 3%	13 2%	61 3%	14 2%	-	-	15 3%	1 1%	10 3%	16 3%	5 3%	11 2%	15 6%	-	2 1%
21,000 - 29,999 miles	65 2%	50 3%	15 2%	47 3%	16 2%	2 6%	-	14 3%	-	6 2%	8 2%	6 4%	21 4%	4 1%	-	5 4%
30,000 miles and over	64 2%	55 3%	8 1%	49 3%	14 2%	1 2%	-	24 5%	6 4%	6 2%	9 2%	5 3%	8 1%	4 1%	2 8%	-
Don't know / Not sure	69 3%	53 3%	16 2%	53 3%	15 2%	1 4%	-	14 3%	5 4%	11 4%	11 2%	9 7%	8 2%	4 2%	*	6 4%
Not stated	21 1%	10 1%	11 1%	10 1%	8 1%	-	3 31%	7 1%	-	1 *	6 1%	3 2%	3 1%	1 *	-	1 *

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2561	1062	453	563	149	334	469	1327	275	458	32	793	459	534	480	91	156	30
Weighted base	2601	1095	456	569	155	326	472	1380	257	454	37	818	484	540	480	82	142	34
0 miles	3	1	-	2	-	-	1	2	-	-	-	1	-	2	-	-	-	-
1 - 4,999 miles (Net)	742	324	119	147	53	99	140	331	100	150	21	240	87	145	159	31	60	21
	29%	30%	26%	26%	34%	31%	30%	24%	39%	33%	58%	29%	18%	27%	33%	37%	42%	63%
1 - 499 miles	37	17	7	9	1	2	3	11	10	8	5	5	2	6	13	2	5	5
	1%	2%	2%	2%	1%	1%	1%	1%	4%	2%	13%	1%	*	1%	3%	2%	3%	14%
500 - 999 miles	63	31	6	10	6	9	7	26	9	15	5	13	2	18	19	1	5	5
	2%	3%	1%	2%	4%	3%	2%	2%	4%	3%	15%	2%	*	3%	4%	1%	3%	16%
1,000 - 1,999 miles	116	45	19	20	6	25	23	50	12	28	3	43	12	17	25	1	14	3
	4%	4%	4%	4%	4%	8%	5%	4%	5%	6%	9%	5%	3%	3%	5%	2%	10%	10%
2,000 - 2,999 miles	141	61	18	33	11	17	18	71	23	29	-	45	18	26	36	4	12	-
	5%	6%	4%	6%	7%	5%	4%	5%	9%	6%	-	6%	4%	5%	7%	4%	9%	-
3,000 - 3,999 miles	169	70	31	34	17	17	43	68	18	37	2	59	22	30	33	11	12	2
	7%	6%	7%	6%	11%	5%	9%	5%	7%	8%	6%	7%	5%	6%	7%	13%	8%	6%
4,000 - 4,999 miles	216	99	37	39	11	30	46	105	27	33	6	74	30	48	35	13	13	6
	8%	9%	8%	7%	7%	9%	10%	8%	10%	7%	15%	9%	6%	9%	7%	15%	9%	17%
5,000 - 8,999 miles (Net)	804	336	128	193	41	107	133	453	78	135	6	256	170	160	158	21	34	6
	31%	31%	28%	34%	26%	33%	28%	33%	30%	30%	15%	31%	35%	30%	33%	26%	24%	17%
5,000 - 6,999 miles	440	182	66	116	20	55	70	265	46	58	1	135	115	86	77	9	18	1
	17%	17%	14%	20%	13%	17%	15%	19%	18%	13%	2%	16%	24%	16%	16%	11%	13%	2%
7,000 - 8,999 miles	364	153	62	77	20	52	63	187	32	77	5	121	55	74	81	13	16	5
	14%	14%	14%	13%	13%	16%	13%	14%	13%	17%	14%	15%	11%	14%	17%	15%	11%	15%
9,000 miles or more (Net)	962	394	199	208	57	104	180	550	74	152	6	293	217	220	155	28	43	6
	37%	36%	44%	36%	37%	32%	38%	40%	29%	33%	16%	36%	45%	41%	32%	35%	30%	18%
9,000 - 11,999 miles	426	172	83	99	26	45	95	233	30	66	1	150	90	89	57	15	25	1
	16%	16%	18%	17%	17%	14%	20%	17%	12%	15%	4%	18%	18%	16%	12%	18%	17%	4%
12,000 - 14,999 miles	232	99	55	49	8	21	40	137	11	41	2	62	59	56	38	5	9	2
	9%	9%	12%	9%	5%	6%	9%	10%	4%	9%	7%	8%	12%	10%	8%	6%	6%	7%
15,000 - 17,999 miles	102	44	23	17	6	11	17	51	14	20	-	32	16	19	26	3	5	-
	4%	4%	5%	3%	4%	3%	3%	4%	5%	4%	-	4%	3%	4%	5%	4%	4%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	2601	1095	456	569	155	326	472	1380	257	454	37	818	484	540	480	82	142	34
18,000 - 20,999 miles	75 3%	27 2%	15 3%	17 3%	4 2%	13 4%	11 2%	50 4%	5 2%	9 2%	-	25 3%	15 3%	21 4%	10 2%	2 3%	1 1%	-
21,000 - 29,999 miles	65 2%	31 3%	11 2%	15 3%	5 3%	3 1%	8 2%	39 3%	7 3%	8 2%	2 5%	9 1%	23 5%	16 3%	14 3%	1 1%	* *	2 5%
30,000 miles and over	64 2%	21 2%	12 3%	11 2%	8 5%	11 3%	8 2%	40 3%	7 3%	8 2%	1 2%	14 2%	15 3%	20 4%	9 2%	2 3%	3 2%	1 2%
Don't know / Not sure	69 3%	34 3%	5 1%	14 2%	2 1%	15 4%	15 3%	39 3%	4 2%	11 2%	1 3%	29 4%	11 2%	13 2%	8 2%	2 2%	5 3%	1 3%
Not stated	21 1%	7 1%	5 1%	6 1%	2 1%	1 *	5 1%	5 *	1 *	7 2%	3 7%	-	-	-	-	-	-	-

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

	Driving status		Driving status (split by annual mileage)									Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2561	2543	-	-	914	784	779	-	-	-	66	221	294	352	396	462	836
Weighted base	2601	2580	-	-	962	804	745	-	-	-	69	229	299	385	405	448	835
0 miles	3	3	-	-	-	-	3	-	-	-	-	-	-	-	-	1	2
1 - 4,999 miles (Net)	742	742	-	-	-	-	742	-	-	-	-	86	102	102	87	100	265
	29%	29%	-	-	-	-	100%	-	-	-	-	37%	34%	26%	22%	22%	32%
1 - 499 miles	37	37	-	-	-	-	37	-	-	-	-	5	3	5	4	4	16
	1%	1%	-	-	-	-	5%	-	-	-	-	2%	1%	1%	1%	1%	2%
500 - 999 miles	63	63	-	-	-	-	63	-	-	-	-	7	13	8	12	8	15
	2%	2%	-	-	-	-	8%	-	-	-	-	3%	4%	2%	3%	2%	2%
1,000 - 1,999 miles	116	116	-	-	-	-	116	-	-	-	-	14	20	16	12	13	40
	4%	4%	-	-	-	-	16%	-	-	-	-	6%	7%	4%	3%	3%	5%
2,000 - 2,999 miles	141	141	-	-	-	-	141	-	-	-	-	18	27	11	6	26	53
	5%	5%	-	-	-	-	19%	-	-	-	-	8%	9%	3%	1%	6%	6%
3,000 - 3,999 miles	169	169	-	-	-	-	169	-	-	-	-	15	17	35	24	21	56
	7%	7%	-	-	-	-	23%	-	-	-	-	7%	6%	9%	6%	5%	7%
4,000 - 4,999 miles	216	216	-	-	-	-	216	-	-	-	-	27	21	25	29	28	85
	8%	8%	-	-	-	-	29%	-	-	-	-	12%	7%	7%	7%	6%	10%
5,000 - 8,999 miles (Net)	804	804	-	-	-	-	804	-	-	-	-	65	129	125	133	108	243
	31%	31%	-	-	-	-	100%	-	-	-	-	29%	43%	33%	33%	24%	29%
5,000 - 6,999 miles	440	440	-	-	-	-	440	-	-	-	-	31	60	75	74	53	148
	17%	17%	-	-	-	-	55%	-	-	-	-	13%	20%	19%	18%	12%	18%
7,000 - 8,999 miles	364	364	-	-	-	-	364	-	-	-	-	35	69	50	59	55	96
	14%	14%	-	-	-	-	45%	-	-	-	-	15%	23%	13%	15%	12%	11%
9,000 miles or more (Net)	962	962	-	-	-	962	-	-	-	-	-	65	58	151	179	233	276
	37%	37%	-	-	-	100%	-	-	-	-	-	28%	19%	39%	44%	52%	33%
9,000 - 11,999 miles	426	426	-	-	426	-	-	-	-	-	-	35	34	56	78	79	145
	16%	17%	-	-	44%	-	-	-	-	-	-	15%	11%	15%	19%	18%	17%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license in house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	2601	2580	-	-	962	804	745	-	-	69	229	299	385	405	448	835	
12,000 - 14,999 miles	232 9%	232 9%	-	-	232 24%	-	-	-	-	-	11 5%	14 5%	56 14%	48 12%	48 11%	55 7%	
15,000 - 17,999 miles	102 4%	102 4%	-	-	102 11%	-	-	-	-	-	3 1%	4 1%	15 4%	22 6%	38 8%	19 2%	
18,000 - 20,999 miles	75 3%	75 3%	-	-	75 8%	-	-	-	-	-	9 4%	3 1%	10 2%	9 2%	18 4%	26 3%	
21,000 - 29,999 miles	65 2%	65 3%	-	-	65 7%	-	-	-	-	-	1 1%	1 *	10 3%	9 2%	26 6%	18 2%	
30,000 miles and over	64 2%	64 2%	-	-	64 7%	-	-	-	-	-	6 3%	3 1%	4 1%	13 3%	25 6%	12 1%	
Don't know / Not sure	69 3%	69 3%	-	-	-	-	-	-	-	69 100%	8 3%	7 2%	5 1%	4 1%	4 1%	41 5%	
Not stated	21 1%	-	-	-	-	-	-	-	-	-	5 2%	3 1%	2 *	1 *	2 *	8 1%	

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
At least once or twice a week	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
	87%	86%	87%	78%	79%	88%	91%	92%	92%	82%	95%	86%	89%	75%	92%	90%	82%	70%	42%	95%	98%
At least once a day	1916	1031	885	127	282	359	466	331	220	132	558	592	470	297	1150	279	405	75	41	679	1196
	49%	54%	44%	40%	47%	55%	64%	57%	44%	24%	56%	47%	55%	36%	67%	52%	29%	28%	6%	45%	70%
Less than once a day, but at least 3 times a week	850	341	509	76	93	110	124	129	152	166	251	271	163	165	257	134	390	68	67	430	352
	22%	18%	25%	24%	15%	17%	17%	22%	30%	31%	25%	22%	19%	20%	15%	25%	28%	25%	9%	29%	21%
Once or twice a week	630	284	347	43	105	105	71	75	90	142	132	219	122	157	170	71	340	48	190	310	128
	16%	15%	17%	14%	17%	16%	10%	13%	18%	26%	13%	17%	14%	19%	10%	13%	25%	18%	27%	21%	8%
Less than that but more than twice a month	64	30	33	3	15	9	8	6	7	15	15	25	5	19	24	4	32	4	34	22	8
	2%	2%	2%	1%	2%	1%	1%	1%	1%	3%	2%	2%	1%	2%	1%	1%	2%	2%	5%	1%	*
Once or twice a month	190	93	97	43	49	22	13	16	14	33	16	66	38	70	51	20	77	42	135	37	17
	5%	5%	5%	14%	8%	3%	2%	3%	3%	6%	2%	5%	4%	8%	3%	4%	6%	16%	19%	2%	1%
Less than that but more than twice a year	76	45	31	6	22	17	5	7	5	14	8	24	21	23	19	16	35	5	68	6	3
	2%	2%	2%	2%	4%	3%	1%	1%	1%	3%	1%	2%	2%	3%	1%	3%	3%	2%	9%	*	*
Once or twice a year	29	15	14	-	6	2	7	3	5	6	2	7	4	16	9	1	18	-	27	2	-
	1%	1%	1%	-	1%	*	1%	1%	1%	1%	*	1%	*	2%	1%	*	1%	-	4%	*	-
Less than that or never	168	79	89	17	32	29	31	17	11	30	8	49	29	81	38	16	83	29	155	12	1
	4%	4%	4%	5%	5%	4%	4%	3%	2%	6%	1%	4%	3%	10%	2%	3%	6%	11%	22%	1%	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
At least once or twice a week	3397 87%	376 66%	2020 88%	432 92%	570 97%	428 88%	407 95%	390 90%	2172 84%	689 88%	1041 89%	931 89%	712 80%
At least once a day	1916 49%	172 30%	1140 50%	229 49%	375 64%	259 53%	275 64%	265 61%	1118 43%	408 52%	647 55%	523 50%	324 36%
Less than once a day, but at least 3 times a week	850 22%	85 15%	492 21%	136 29%	138 24%	88 18%	78 18%	80 18%	604 23%	168 21%	240 21%	244 23%	197 22%
Once or twice a week	630 16%	118 21%	388 17%	67 14%	56 10%	81 17%	54 13%	46 11%	450 17%	113 14%	155 13%	165 16%	191 21%
Less than that but more than twice a month	64 2%	14 2%	38 2%	9 2%	4 1%	8 2%	3 1%	3 1%	50 2%	13 2%	14 1%	20 2%	17 2%
Once or twice a month	190 5%	48 8%	121 5%	12 3%	9 1%	18 4%	6 1%	15 3%	151 6%	32 4%	52 4%	46 4%	58 6%
Less than that but more than twice a year	76 2%	44 8%	31 1%	- -	1 *	15 3%	4 1%	3 1%	54 2%	13 2%	19 2%	16 2%	27 3%
Once or twice a year	29 1%	13 2%	16 1%	- -	- -	1 *	- -	1 *	27 1%	7 1%	5 *	4 *	13 1%
Less than that or never	168 4%	73 13%	75 3%	15 3%	4 1%	17 3%	7 2%	20 5%	124 5%	31 4%	36 3%	34 3%	67 7%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
At least once or twice a week	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
	87%	100%	71%	100%	100%	-	-	86%	89%	88%	89%	88%	90%	82%	69%	77%
At least once a day	1916	1523	394	1438	478	-	-	407	116	234	375	110	371	179	24	93
	49%	73%	21%	67%	39%	-	-	51%	58%	55%	47%	56%	55%	36%	45%	36%
Less than once a day, but at least 3 times a week	850	427	423	479	371	-	-	159	34	80	187	41	160	119	4	63
	22%	20%	23%	22%	30%	-	-	20%	17%	19%	23%	21%	24%	24%	7%	24%
Once or twice a week	630	138	492	241	390	-	-	122	27	61	150	24	79	107	9	44
	16%	7%	27%	11%	31%	-	-	15%	14%	14%	19%	12%	12%	22%	17%	17%
Less than that but more than twice a month	64	-	64	-	-	42	21	14	1	5	9	5	11	11	3	3
	2%	-	3%	-	-	10%	18%	2%	1%	1%	1%	2%	2%	2%	6%	1%
Once or twice a month	190	-	190	-	-	144	45	41	11	15	33	9	20	29	7	21
	5%	-	10%	-	-	35%	39%	5%	6%	4%	4%	5%	3%	6%	13%	8%
Less than that but more than twice a year	76	-	76	-	-	63	13	10	6	7	9	3	17	12	4	8
	2%	-	4%	-	-	15%	11%	1%	3%	2%	1%	1%	2%	2%	8%	3%
Once or twice a year	29	-	29	-	-	26	3	6	2	3	5	-	3	5	-	4
	1%	-	2%	-	-	6%	3%	1%	1%	1%	1%	-	*	1%	-	1%
Less than that or never	168	-	168	-	-	133	35	38	3	19	31	6	14	29	3	21
	4%	-	9%	-	-	33%	30%	5%	1%	5%	4%	3%	2%	6%	5%	8%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
At least once or twice a week	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
	87%	87%	87%	87%	84%	86%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	-
At least once a day	1916	795	360	392	118	252	331	1107	155	324	-	571	371	411	247	50	65	-
	49%	50%	50%	48%	49%	45%	63%	68%	40%	38%	-	70%	77%	76%	51%	61%	46%	-
Less than once a day, but at least 3 times a week	850	305	167	204	44	130	144	335	112	259	-	199	87	99	149	18	47	-
	22%	19%	23%	25%	18%	23%	27%	21%	29%	30%	-	24%	18%	18%	31%	22%	33%	-
Once or twice a week	630	264	102	122	41	101	50	191	115	275	-	48	26	30	84	14	30	-
	16%	17%	14%	15%	17%	18%	10%	12%	30%	32%	-	6%	5%	6%	18%	17%	21%	-
Less than that but more than twice a month	64	23	8	18	3	11	-	-	-	-	64	-	-	-	-	-	-	18
	2%	1%	1%	2%	1%	2%	-	-	-	-	12%	-	-	-	-	-	-	53%
Once or twice a month	190	81	39	33	9	27	-	-	-	-	190	-	-	-	-	-	-	14
	5%	5%	5%	4%	4%	5%	-	-	-	-	36%	-	-	-	-	-	-	42%
Less than that but more than twice a year	76	27	17	15	6	10	-	-	-	-	76	-	-	-	-	-	-	2
	2%	2%	2%	2%	2%	2%	-	-	-	-	14%	-	-	-	-	-	-	5%
Once or twice a year	29	13	5	8	2	1	-	-	-	-	29	-	-	-	-	-	-	-
	1%	1%	1%	1%	1%	*	-	-	-	-	6%	-	-	-	-	-	-	-
Less than that or never	168	65	24	29	18	31	-	-	-	-	168	-	-	-	-	-	-	-
	4%	4%	3%	4%	8%	6%	-	-	-	-	32%	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
At least once or twice a week	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
	87%	99%	41%	89%	42%	99%	99%	97%	89%	41%	42%	99%	76%	85%	93%	93%	96%	83%
At least once a day	1916	1715	14	148	27	800	556	317	148	14	27	41	176	222	289	306	303	620
	49%	66%	9%	25%	5%	83%	69%	43%	25%	9%	5%	60%	35%	45%	58%	61%	61%	43%
Less than once a day, but at least 3 times a week	850	598	12	179	55	121	193	266	179	12	55	18	106	120	113	108	113	291
	22%	23%	8%	30%	10%	13%	24%	36%	30%	8%	10%	27%	21%	24%	23%	22%	23%	20%
Once or twice a week	630	233	36	204	154	34	50	140	204	36	154	8	95	83	62	51	61	278
	16%	9%	24%	34%	27%	4%	6%	19%	34%	24%	27%	12%	19%	17%	12%	10%	12%	19%
Less than that but more than twice a month	64	18	7	10	27	3	2	13	10	7	27	-	12	12	4	11	4	19
	2%	1%	5%	2%	5%	*	*	2%	2%	5%	5%	-	2%	2%	1%	2%	1%	1%
Once or twice a month	190	14	28	40	108	1	4	8	40	28	108	1	51	26	14	9	8	81
	5%	1%	19%	7%	19%	*	*	1%	7%	19%	19%	1%	10%	5%	3%	2%	2%	6%
Less than that but more than twice a year	76	2	21	6	47	2	-	-	6	21	47	-	16	4	2	7	6	41
	2%	*	14%	1%	8%	*	-	-	1%	14%	8%	-	3%	1%	*	1%	1%	3%
Once or twice a year	29	-	8	2	19	-	-	-	2	8	19	-	7	4	3	3	1	12
	1%	-	5%	*	3%	-	-	-	*	5%	3%	-	1%	1%	1%	1%	*	1%
Less than that or never	168	-	25	9	131	-	-	-	9	25	131	-	36	27	11	4	2	87
	4%	-	16%	1%	23%	-	-	-	1%	16%	23%	-	7%	6%	2%	1%	*	6%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2212	1116	1096	178	353	481	581	411	192	16	667	768	466	311	1547	498	-	167	305	882	1023
Weighted base	2529	1330	1199	298	487	510	608	450	163	13	709	882	588	350	1718	540	-	271	325	867	1335
At least once a week (Net)	1715	907	808	128	288	350	472	339	129	10	498	572	436	209	1276	363	-	76	44	552	1118
	68%	68%	67%	43%	59%	69%	78%	75%	80%	77%	70%	65%	74%	60%	74%	67%	-	28%	13%	64%	84%
At least once a day	883	536	347	41	130	187	270	181	69	5	261	293	227	102	747	112	-	24	15	286	581
	35%	40%	29%	14%	27%	37%	44%	40%	43%	42%	37%	33%	39%	29%	43%	21%	-	9%	5%	33%	44%
Less than once a day, but at least 3 times a week	664	311	353	68	122	130	164	129	47	3	180	214	179	91	440	190	-	34	15	185	463
	26%	23%	29%	23%	25%	26%	27%	29%	29%	27%	25%	24%	31%	26%	26%	35%	-	12%	5%	21%	35%
Once or twice a week	168	59	109	19	37	33	37	29	13	1	57	65	30	16	89	60	-	19	14	81	74
	7%	4%	9%	6%	8%	6%	6%	6%	8%	8%	8%	7%	5%	5%	5%	11%	-	7%	4%	9%	6%
Less than that but more than twice a month	47	32	14	3	8	15	11	5	3	-	13	24	8	2	31	8	-	7	8	25	14
	2%	2%	1%	1%	2%	3%	2%	1%	2%	-	2%	3%	1%	1%	2%	2%	-	3%	2%	3%	1%
Once or twice a month	64	33	31	15	13	12	17	7	2	-	16	19	17	13	34	16	-	14	10	29	25
	3%	3%	3%	5%	3%	2%	3%	1%	1%	-	2%	2%	3%	4%	2%	3%	-	5%	3%	3%	2%
Less than that but more than twice a year	35	18	17	8	9	3	7	7	1	-	13	10	12	-	9	18	-	8	12	14	9
	1%	1%	1%	3%	2%	1%	1%	2%	1%	-	2%	1%	2%	-	1%	3%	-	3%	4%	2%	1%
Once or twice a year	23	12	11	5	3	1	6	8	-	-	8	7	8	*	16	3	-	4	9	7	6
	1%	1%	1%	2%	1%	*	1%	2%	-	-	1%	1%	1%	*	1%	1%	-	1%	3%	1%	*
Less than that or never	645	328	318	139	166	129	97	85	27	3	163	249	108	125	352	132	-	162	243	239	164
	26%	25%	26%	47%	34%	25%	16%	19%	17%	23%	23%	28%	18%	36%	20%	24%	-	60%	75%	28%	12%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2212	257	1515	189	251	303	300	239	1370	645	659	592	302
Weighted base	2529	391	1481	287	370	366	352	352	1459	626	869	711	311
At least once a week (Net)	1715	142	1040	221	312	246	270	252	948	403	607	484	213
	68%	36%	70%	77%	84%	67%	77%	71%	65%	64%	70%	68%	68%
At least once a day	883	85	527	105	165	117	146	124	496	205	299	245	132
	35%	22%	36%	37%	45%	32%	41%	35%	34%	33%	34%	34%	42%
Less than once a day, but at least 3 times a week	664	34	406	97	127	105	93	107	359	152	237	202	65
	26%	9%	27%	34%	34%	29%	26%	30%	25%	24%	27%	28%	21%
Once or twice a week	168	22	107	19	20	24	31	21	92	45	71	37	16
	7%	6%	7%	7%	5%	7%	9%	6%	6%	7%	8%	5%	5%
Less than that but more than twice a month	47	17	22	8	1	10	1	9	28	18	16	9	3
	2%	4%	1%	3%	*	3%	*	2%	2%	3%	2%	1%	1%
Once or twice a month	64	15	35	5	9	18	11	3	33	16	15	19	12
	3%	4%	2%	2%	2%	5%	3%	1%	2%	3%	2%	3%	4%
Less than that but more than twice a year	35	18	13	3	1	5	4	4	22	9	7	15	4
	1%	5%	1%	1%	*	1%	1%	1%	2%	1%	1%	2%	1%
Once or twice a year	23	5	17	1	-	*	-	3	19	6	10	6	*
	1%	1%	1%	*	-	*	-	1%	1%	1%	1%	1%	*
Less than that or never	645	195	355	49	47	86	67	83	410	175	214	177	79
	26%	50%	24%	17%	13%	24%	19%	24%	28%	28%	25%	25%	25%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2212	1254	958	1237	742	197	36	435	125	307	395	127	448	186	25	157
Weighted base	2529	1441	1088	1389	863	230	47	505	148	347	443	152	513	217	31	168
At least once a week (Net)	1715	1301	414	1237	478	-	-	352	106	242	294	111	359	128	18	99
	68%	90%	38%	89%	55%	-	-	70%	71%	70%	66%	73%	70%	59%	59%	59%
At least once a day	883	732	151	677	206	-	-	192	31	125	167	64	181	66	8	45
	35%	51%	14%	49%	24%	-	-	38%	21%	36%	38%	42%	35%	31%	26%	27%
Less than once a day, but at least 3 times a week	664	494	171	492	172	-	-	127	66	99	108	38	136	39	9	41
	26%	34%	16%	35%	20%	-	-	25%	45%	28%	24%	25%	26%	18%	29%	24%
Once or twice a week	168	76	92	68	100	-	-	33	9	18	19	10	42	23	1	13
	7%	5%	8%	5%	12%	-	-	7%	6%	5%	4%	6%	8%	11%	5%	8%
Less than that but more than twice a month	47	15	31	6	37	3	-	6	3	4	10	2	12	3	-	5
	2%	1%	3%	*	4%	1%	-	1%	2%	1%	2%	1%	2%	2%	-	3%
Once or twice a month	64	16	48	19	33	12	-	17	3	8	12	2	12	*	2	7
	3%	1%	4%	1%	4%	5%	-	3%	2%	2%	3%	1%	2%	*	7%	4%
Less than that but more than twice a year	35	4	31	4	15	16	-	3	-	4	1	1	19	3	1	4
	1%	*	3%	*	2%	7%	-	1%	-	1%	*	1%	4%	1%	3%	2%
Once or twice a year	23	3	20	5	10	8	-	4	3	4	2	-	7	*	-	3
	1%	*	2%	*	1%	3%	-	1%	2%	1%	*	-	1%	*	-	2%
Less than that or never	645	102	544	118	289	191	47	122	33	85	123	36	104	82	9	50
	26%	7%	50%	9%	34%	83%	100%	24%	22%	24%	28%	24%	20%	38%	30%	30%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2212	957	428	417	123	287	316	921	251	491	233	499	303	350	314	63	106	18
Weighted base	2529	1073	523	480	134	320	341	1048	276	587	277	554	348	382	355	63	107	22
At least once a week (Net)	1715	731	327	346	90	221	287	950	167	311	-	483	333	358	239	43	72	-
	68%	68%	63%	72%	67%	69%	84%	91%	61%	53%	-	87%	96%	94%	67%	69%	68%	-
At least once a day	883	378	175	174	57	98	156	521	70	135	-	244	207	197	111	29	31	-
	35%	35%	34%	36%	42%	31%	46%	50%	26%	23%	-	44%	60%	52%	31%	47%	29%	-
Less than once a day, but at least 3 times a week	664	273	118	145	22	106	114	378	63	109	-	193	115	153	95	10	32	-
	26%	25%	23%	30%	17%	33%	33%	36%	23%	19%	-	35%	33%	40%	27%	16%	30%	-
Once or twice a week	168	79	34	27	11	17	17	52	34	66	-	46	11	7	33	4	9	-
	7%	7%	6%	6%	8%	5%	5%	5%	12%	11%	-	8%	3%	2%	9%	6%	8%	-
Less than that but more than twice a month	47	24	18	1	-	5	1	5	13	24	3	1	-	4	12	6	8	2
	2%	2%	3%	*	-	1%	*	*	5%	4%	1%	*	-	1%	3%	9%	7%	9%
Once or twice a month	64	26	7	15	8	8	5	14	13	20	12	10	1	7	11	5	3	2
	3%	2%	1%	3%	6%	2%	2%	1%	5%	3%	4%	2%	*	2%	3%	8%	3%	7%
Less than that but more than twice a year	35	16	17	1	1	1	1	3	4	11	16	4	-	-	6	1	-	2
	1%	1%	3%	*	1%	*	*	*	1%	2%	6%	1%	-	2%	2%	2%	-	8%
Once or twice a year	23	9	9	3	-	2	2	3	4	6	8	4	-	5	*	1	-	-
	1%	1%	2%	1%	-	1%	1%	*	2%	1%	3%	1%	-	2%	1%	1%	1%	-
Less than that or never	645	268	145	114	34	84	44	74	75	214	238	52	14	14	83	7	23	17
	26%	25%	28%	24%	26%	26%	13%	7%	27%	37%	86%	9%	4%	4%	23%	12%	22%	76%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2212	1653	76	238	229	731	509	373	238	76	229	40	194	222	317	366	428	685
Weighted base	2529	1831	91	353	234	795	574	415	353	91	234	46	224	270	373	395	430	838
At least once a week (Net)	1715	1528	20	135	24	732	478	280	135	20	24	38	140	170	287	296	307	515
	68%	83%	22%	38%	10%	92%	83%	67%	38%	22%	10%	83%	63%	63%	77%	75%	71%	61%
At least once a day	883	820	6	45	8	442	238	125	45	6	8	14	64	91	138	153	174	262
	35%	45%	7%	13%	4%	56%	41%	30%	13%	7%	4%	31%	29%	34%	37%	39%	40%	31%
Less than once a day, but at least 3 times a week	664	598	3	48	11	250	211	115	48	3	11	22	61	63	126	110	96	208
	26%	33%	4%	14%	5%	31%	37%	28%	14%	4%	5%	48%	27%	23%	34%	28%	22%	25%
Once or twice a week	168	110	10	42	4	40	28	40	42	10	4	2	16	16	23	33	37	44
	7%	6%	11%	12%	2%	5%	5%	10%	12%	11%	2%	4%	7%	6%	6%	8%	9%	5%
Less than that but more than twice a month	47	32	1	7	7	6	10	15	7	1	7	-	3	8	4	7	15	10
	2%	2%	1%	2%	3%	1%	2%	4%	2%	1%	3%	-	1%	3%	1%	2%	4%	1%
Once or twice a month	64	38	-	17	10	7	13	15	17	-	10	2	4	6	6	5	11	32
	3%	2%	-	5%	4%	1%	2%	4%	5%	-	4%	5%	2%	2%	2%	1%	3%	4%
Less than that but more than twice a year	35	12	10	11	2	3	4	5	11	10	2	-	1	3	2	4	3	22
	1%	1%	11%	3%	1%	*	1%	1%	3%	11%	1%	-	1%	1%	1%	1%	1%	3%
Once or twice a year	23	11	1	2	9	2	4	5	2	1	9	-	2	2	4	2	4	9
	1%	1%	1%	1%	4%	*	1%	1%	1%	1%	4%	-	1%	1%	1%	1%	1%	1%
Less than that or never	645	210	60	181	182	44	65	95	181	60	182	5	73	81	70	81	89	251
	26%	11%	66%	51%	78%	6%	11%	23%	51%	66%	78%	12%	33%	30%	19%	20%	21%	30%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3009	1448	1561	147	315	508	596	462	534	447	953	968	633	455	1367	421	1099	111	-	1648	1356
Weighted base	3191	1599	1592	252	424	552	635	509	442	377	946	1035	739	471	1536	464	985	195	-	1483	1704
Sense of freedom	1586	775	812	109	210	265	284	258	250	209	494	537	332	224	750	200	558	74	-	689	897
	50%	48%	51%	43%	50%	48%	45%	51%	57%	56%	52%	52%	45%	47%	49%	43%	57%	38%	-	46%	53%
Ability to get to work	673	414	259	45	94	128	206	148	47	5	211	191	175	96	502	108	27	32	-	206	466
	21%	26%	16%	18%	22%	23%	33%	29%	11%	1%	22%	18%	24%	20%	33%	23%	3%	17%	-	14%	27%
Ability to go shopping	387	148	239	29	54	45	45	35	71	108	78	136	99	74	91	55	212	28	-	262	125
	12%	9%	15%	12%	13%	8%	7%	7%	16%	29%	8%	13%	13%	16%	6%	12%	22%	14%	-	18%	7%
Visiting relatives	158	57	100	9	23	29	21	25	29	22	59	52	32	14	53	28	65	9	-	95	62
	5%	4%	6%	4%	5%	5%	3%	5%	6%	6%	6%	5%	4%	3%	3%	6%	7%	5%	-	6%	4%
Going to a leisure activity	141	93	48	28	22	27	27	13	12	12	50	48	27	15	58	19	38	26	-	73	68
	4%	6%	3%	11%	5%	5%	4%	3%	3%	3%	5%	5%	4%	3%	4%	4%	4%	13%	-	5%	4%
Taking children to school	88	29	59	6	10	43	25	4	-	-	17	24	26	22	30	22	31	5	-	53	34
	3%	2%	4%	2%	2%	8%	4%	1%	-	-	2%	2%	3%	5%	2%	5%	3%	3%	-	4%	2%
Going on holiday	66	33	32	6	4	9	15	8	18	7	20	15	20	11	25	12	23	6	-	36	29
	2%	2%	2%	2%	1%	2%	2%	2%	4%	2%	2%	1%	3%	2%	2%	3%	2%	3%	-	2%	2%
Ability to get to hospital (either self or for another person)	6	2	4	-	-	-	-	-	3	3	1	2	3	1	-	-	6	-	-	4	2
	*	*	*	-	-	-	-	-	1%	1%	*	*	*	*	-	-	1%	-	-	*	*
Convenience	4	2	2	-	-	-	1	-	1	2	1	-	2	1	1	-	2	-	-	2	2
	*	*	*	-	-	-	*	-	*	*	*	-	*	*	*	-	*	-	-	*	*
Others	18	12	5	5	-	-	3	4	3	3	1	10	6	1	4	5	4	5	-	12	6
	1%	1%	*	2%	-	-	*	1%	1%	1%	*	1%	1%	*	*	1%	*	3%	-	1%	*
Nothing	9	6	3	-	*	2	1	5	1	-	6	2	1	2	3	4	2	-	-	9	1
	*	*	*	-	*	*	*	1%	*	-	1%	*	*	*	*	1%	*	-	-	1%	*
Don't know	55	28	27	15	8	5	7	7	8	6	10	17	17	11	18	10	17	10	-	41	14
	2%	2%	2%	6%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	5%	-	3%	1%
Not stated	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3009	238	2063	293	415	336	332	251	2090	727	840	755	659
Weighted base	3191	361	1855	411	564	394	392	373	2031	685	1005	873	604
Sense of freedom	1586	141	929	208	308	183	162	170	1072	325	507	439	301
	50%	39%	50%	51%	55%	46%	41%	45%	53%	47%	50%	50%	50%
Ability to get to work	673	68	386	98	121	84	108	93	389	168	233	183	86
	21%	19%	21%	24%	21%	21%	27%	25%	19%	24%	23%	21%	14%
Ability to go shopping	387	63	222	43	59	40	39	34	274	63	95	106	122
	12%	17%	12%	10%	10%	10%	10%	9%	13%	9%	9%	12%	20%
Visiting relatives	158	29	93	25	10	23	18	14	103	42	50	35	30
	5%	8%	5%	6%	2%	6%	5%	4%	5%	6%	5%	4%	5%
Going to a leisure activity	141	24	75	18	23	20	13	27	81	43	52	32	12
	4%	7%	4%	4%	4%	5%	3%	7%	4%	6%	5%	4%	2%
Taking children to school	88	24	45	5	14	33	27	22	6	20	21	32	14
	3%	7%	2%	1%	2%	8%	7%	6%	*	3%	2%	4%	2%
Going on holiday	66	4	42	8	12	7	11	5	42	12	17	20	16
	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	3%
Ability to get to hospital (either self or for another person)	6	-	4	-	2	-	-	-	6	-	-	4	1
	*	-	*	-	*	-	-	-	*	-	-	1%	*
Convenience	4	-	2	2	-	-	-	1	2	-	-	1	2
	*	-	*	*	-	-	-	*	*	-	-	*	*
Others	18	*	9	3	5	-	2	3	12	1	11	3	2
	1%	*	*	1%	1%	-	1%	1%	1%	*	1%	*	*
Nothing	9	4	5	-	1	2	5	-	3	6	1	-	2
	*	1%	*	-	*	*	1%	-	*	1%	*	-	*
Don't know	55	3	42	1	9	3	8	4	40	4	19	16	16
	2%	1%	2%	*	2%	1%	2%	1%	2%	1%	2%	2%	3%
Not stated	1	-	1	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	-	-	-	-	*	-	-	*	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3009	1947	1062	1969	964	50	26	581	148	331	670	143	558	340	32	193
Weighted base	3191	2042	1149	2064	1035	61	32	618	168	365	672	167	595	360	39	196
Sense of freedom	1586	1111	475	1106	456	17	7	334	88	189	346	60	292	194	15	64
	50%	54%	41%	54%	44%	29%	22%	54%	53%	52%	51%	36%	49%	54%	39%	33%
Ability to get to work	673	522	152	492	175	2	5	126	40	101	102	52	144	55	10	44
	21%	26%	13%	24%	17%	3%	16%	20%	24%	28%	15%	31%	24%	15%	26%	22%
Ability to go shopping	387	180	207	210	160	15	2	68	9	26	101	20	54	65	5	38
	12%	9%	18%	10%	15%	25%	5%	11%	5%	7%	15%	12%	9%	18%	12%	19%
Visiting relatives	158	59	99	65	83	5	4	25	6	16	34	11	30	19	3	13
	5%	3%	9%	3%	8%	8%	12%	4%	4%	4%	5%	6%	5%	5%	8%	7%
Going to a leisure activity	141	53	88	61	75	4	2	22	9	15	26	5	39	10	-	12
	4%	3%	8%	3%	7%	6%	6%	4%	6%	4%	4%	3%	7%	3%	-	6%
Taking children to school	88	58	30	59	27	1	-	17	4	8	17	5	17	5	2	10
	3%	3%	3%	3%	3%	2%	-	3%	3%	2%	2%	3%	3%	1%	6%	5%
Going on holiday	66	30	35	36	24	4	2	14	6	5	18	3	12	1	2	6
	2%	1%	3%	2%	2%	6%	6%	2%	3%	1%	3%	2%	2%	*	4%	3%
Ability to get to hospital (either self or for another person)	6	2	4	2	-	-	3	-	-	-	5	1	-	-	-	-
	*	*	*	*	-	-	11%	-	-	-	1%	*	-	-	-	-
Convenience	4	2	1	4	-	-	-	1	-	-	-	1	-	2	-	-
	*	*	*	*	-	-	-	*	-	-	-	1%	-	1%	-	-
Others	18	11	7	13	1	-	3	4	3	-	5	-	3	*	-	2
	1%	1%	1%	1%	*	-	9%	1%	2%	-	1%	-	*	*	-	1%
Nothing	9	-	9	-	7	3	-	-	-	-	1	-	1	5	-	2
	*	-	1%	-	1%	5%	-	-	-	-	*	-	*	2%	-	1%
Don't know	55	13	42	15	26	10	4	6	2	6	17	8	3	4	2	5
	2%	1%	4%	1%	3%	16%	13%	1%	1%	2%	3%	5%	1%	1%	5%	2%
Not stated	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3009	1228	547	653	171	410	501	1468	339	625	76	793	459	534	480	91	156	30
Weighted base	3191	1301	600	680	187	424	513	1552	341	694	92	818	484	540	480	82	142	34
Sense of freedom	1586 50%	657 51%	287 48%	361 53%	94 50%	187 44%	266 52%	841 54%	139 41%	316 46%	24 27%	431 53%	245 51%	317 59%	241 50%	40 49%	72 51%	12 36%
Ability to get to work	673 21%	280 22%	134 22%	129 19%	41 22%	89 21%	127 25%	365 24%	61 18%	113 16%	7 7%	199 24%	142 29%	132 24%	93 19%	19 23%	25 18%	3 8%
Ability to go shopping	387 12%	138 11%	72 12%	88 13%	28 15%	60 14%	54 11%	156 10%	43 13%	117 17%	17 18%	77 9%	41 9%	41 8%	53 11%	10 12%	17 12%	8 23%
Visiting relatives	158 5%	70 5%	25 4%	35 5%	6 3%	22 5%	16 3%	49 3%	36 10%	48 7%	9 10%	29 4%	13 3%	12 2%	39 8%	4 5%	9 7%	2 6%
Going to a leisure activity	141 4%	64 5%	32 5%	25 4%	7 4%	12 3%	20 4%	41 3%	30 9%	45 6%	5 6%	26 3%	18 4%	12 2%	26 6%	3 3%	9 6%	2 5%
Taking children to school	88 3%	34 3%	15 3%	21 3%	3 2%	15 4%	17 3%	42 3%	11 3%	16 2%	1 2%	29 4%	10 2%	12 2%	14 3%	2 2%	6 4%	* 1%
Going on holiday	66 2%	24 2%	18 3%	8 1%	1 1%	14 3%	7 1%	29 2%	11 3%	13 2%	6 6%	15 2%	8 2%	9 2%	7 2%	3 3%	1 *	2 6%
Ability to get to hospital (either self or for another person)	6 *	1 *	2 *	- -	- -	3 1%	2 *	1 *	- -	- -	3 4%	- -	2 *	- -	- -	- -	- -	1 2%
Convenience	4 *	2 *	1 *	1 *	- -	- -	1 *	3 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -
Others	18 1%	6 *	6 1%	2 *	1 *	3 1%	3 1%	10 1%	- -	1 *	3 3%	7 1%	2 *	2 *	* *	1 1%	- -	- -
Nothing	9 *	4 *	4 1%	- -	- -	2 *	- -	- -	1 *	6 1%	3 3%	- -	- -	- -	1 *	* *	- -	* 1%
Don't know	55 2%	21 2%	5 1%	10 1%	5 3%	15 4%	- -	15 1%	7 2%	19 3%	14 15%	5 1%	1 *	1 *	4 1%	1 2%	2 2%	3 10%
Not stated	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3009	2543	-	444	-	914	784	779	444	-	-	66	279	368	403	441	482	1036
Weighted base	3191	2580	-	587	-	962	804	745	587	-	-	69	304	394	450	468	469	1106
Sense of freedom	1586	1359	-	218	-	477	450	404	218	-	-	28	135	208	232	232	237	543
	50%	53%	-	37%	-	50%	56%	54%	37%	-	-	41%	44%	53%	51%	49%	51%	49%
Ability to get to work	673	613	-	57	-	340	166	87	57	-	-	21	60	56	91	127	134	205
	21%	24%	-	10%	-	35%	21%	12%	10%	-	-	30%	20%	14%	20%	27%	29%	19%
Ability to go shopping	387	249	-	132	-	48	69	122	132	-	-	9	55	54	50	40	27	161
	12%	10%	-	22%	-	5%	9%	16%	22%	-	-	13%	18%	14%	11%	8%	6%	15%
Visiting relatives	158	108	-	49	-	33	26	47	49	-	-	3	16	22	22	28	21	49
	5%	4%	-	8%	-	3%	3%	6%	8%	-	-	4%	5%	5%	5%	6%	5%	4%
Going to a leisure activity	141	95	-	43	-	18	40	35	43	-	-	2	7	16	21	19	29	50
	4%	4%	-	7%	-	2%	5%	5%	7%	-	-	3%	2%	4%	5%	4%	6%	4%
Taking children to school	88	74	-	14	-	25	28	17	14	-	-	3	12	19	6	8	10	33
	3%	3%	-	2%	-	3%	4%	2%	2%	-	-	5%	4%	5%	1%	2%	2%	3%
Going on holiday	66	44	-	21	-	13	15	15	21	-	-	2	8	7	14	9	8	20
	2%	2%	-	4%	-	1%	2%	2%	4%	-	-	2%	3%	2%	3%	2%	2%	2%
Ability to get to hospital (either self or for another person)	6	3	-	3	-	-	2	1	3	-	-	-	3	-	2	-	-	1
	*	*	-	1%	-	-	*	*	1%	-	-	-	1%	-	*	-	-	*
Convenience	4	3	-	1	-	-	1	1	1	-	-	1	-	-	2	1	-	1
	*	*	-	*	-	-	*	*	*	-	-	1%	-	-	*	*	-	*
Others	18	12	-	5	-	3	5	4	5	-	-	-	2	3	3	2	1	6
	1%	*	-	1%	-	*	1%	1%	1%	-	-	-	1%	1%	1%	*	*	1%
Nothing	9	1	-	8	-	1	-	1	8	-	-	-	1	1	5	2	*	*
	*	*	-	1%	-	*	-	*	1%	-	-	-	*	*	1%	1%	*	*
Don't know	55	18	-	36	-	5	2	10	36	-	-	1	5	9	2	1	1	36
	2%	1%	-	6%	-	1%	*	1%	6%	-	-	1%	2%	2%	1%	*	*	3%
Not stated	1	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	-	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	3638	1671	1967	181	431	575	668	525	611	647	996	1128	708	806	1489	472	1521	145	635	1644	1354
Weighted base	3650	1779	1871	293	543	604	683	556	483	488	972	1173	798	707	1652	508	1243	238	468	1478	1701
Congestion / traffic jams	1447 40%	784 44%	662 35%	95 33%	215 40%	277 46%	322 47%	248 45%	169 35%	120 25%	471 48%	472 40%	301 38%	203 29%	802 49%	196 39%	360 29%	83 35%	128 27%	558 38%	759 45%
It's expensive / the cost	806 22%	420 24%	386 21%	67 23%	144 27%	153 25%	184 27%	109 20%	85 18%	63 13%	238 25%	279 24%	180 23%	108 15%	422 26%	115 23%	197 16%	66 28%	75 16%	307 21%	424 25%
Parking is difficult	566 16%	242 14%	324 17%	28 9%	77 14%	93 15%	126 19%	98 18%	84 17%	61 13%	160 16%	223 19%	101 13%	82 12%	229 14%	84 17%	218 18%	35 15%	68 15%	295 20%	203 12%
Parking is expensive	361 10%	161 9%	200 11%	29 10%	68 13%	67 11%	67 10%	46 8%	47 10%	37 8%	100 10%	144 12%	64 8%	54 8%	136 8%	59 12%	129 10%	37 15%	52 11%	170 12%	139 8%
Uncertain journey times, due to congestion	213 6%	121 7%	92 5%	12 4%	21 4%	47 8%	51 7%	40 7%	29 6%	12 2%	77 8%	74 6%	27 3%	34 5%	116 7%	29 6%	52 4%	14 6%	11 2%	70 5%	131 8%
It contributes to pollution / CO2 emissions / bad for environment	205 6%	99 6%	106 6%	24 8%	33 6%	45 7%	50 7%	33 6%	15 3%	5 1%	89 9%	79 7%	23 3%	15 2%	120 7%	31 6%	34 3%	19 8%	17 4%	80 5%	109 6%
Other drivers / other road users (all mentions)	98 3%	47 3%	51 3%	3 1%	14 3%	11 2%	17 2%	17 3%	24 5%	11 2%	28 3%	35 3%	18 2%	17 2%	51 3%	15 3%	28 2%	4 2%	10 2%	44 3%	45 3%
It's stressful / I'm a nervous driver	96 3%	43 2%	53 3%	- -	7 1%	23 4%	16 2%	24 4%	18 4%	7 1%	37 4%	40 3%	12 1%	8 1%	57 3%	14 3%	25 2%	- -	6 1%	50 3%	40 2%
It's time-consuming / slow / frustrating / boring / tiring	96 3%	65 4%	31 2%	5 2%	10 2%	21 3%	24 4%	15 3%	16 3%	5 1%	41 4%	31 3%	8 1%	15 2%	62 4%	11 2%	13 1%	10 4%	6 1%	29 2%	60 4%
Inadequacies of the road system (road works, pot holes, etc.)	84 2%	39 2%	45 2%	2 1%	7 1%	6 1%	26 4%	20 4%	16 3%	7 1%	35 4%	24 2%	14 2%	12 2%	40 2%	11 2%	32 3%	- -	1 *	32 2%	51 3%
Maintenance / having to look after it / keep tyres inflated	69 2%	38 2%	31 2%	5 2%	12 2%	13 2%	22 3%	5 1%	7 1%	4 1%	17 2%	21 2%	16 2%	16 2%	30 2%	12 2%	20 2%	8 3%	3 1%	33 2%	33 2%
Drivers can't drink alcohol	44 1%	30 2%	14 1%	2 1%	15 3%	7 1%	11 2%	6 1%	2 *	1 *	18 2%	9 1%	13 2%	4 1%	32 2%	3 1%	6 1%	2 1%	1 *	17 1%	27 2%
Lack of exercise/makes you lazy	24 1%	6 *	19 1%	1 *	4 1%	4 1%	6 1%	7 1%	2 *	* *	6 1%	7 1%	9 1%	3 *	13 1%	5 1%	6 *	- -	1 *	12 1%	12 1%
Drivers can't read / use mobile phone / play games	23 1%	14 1%	10 1%	- -	5 1%	3 1%	3 *	5 1%	6 1%	1 *	8 1%	7 1%	5 1%	3 *	14 1%	5 1%	3 *	1 *	2 *	6 *	15 1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3650	1779	1871	293	543	604	683	556	483	488	972	1173	798	707	1652	508	1243	238	468	1478	1701
Children get irritable	22 1%	4 *	19 1%	2 1%	4 1%	13 2%	3 *	- -	* *	- -	2 *	7 1%	5 1%	8 1%	4 *	5 1%	11 1%	2 1%	* *	13 1%	9 1%
Driving in bad weather	22 1%	10 1%	11 1%	3 1%	3 1%	4 1%	5 1%	1 *	1 *	5 1%	7 1%	4 *	3 *	7 1%	12 1%	- -	6 1%	3 1%	- -	12 1%	10 1%
Safety/security	16 *	8 *	8 *	11 4%	1 *	1 *	1 *	1 *	3 1%	- -	5 1%	6 1%	5 1%	- -	10 1%	3 1%	* *	4 2%	- -	7 *	10 1%
Don't like driving (no further detail)	16 *	8 *	8 *	- -	- -	8 1%	4 1%	2 *	1 *	1 *	9 1%	3 *	3 *	1 *	10 1%	1 *	4 *	- -	- -	12 1%	4 *
Motorways/dislike motorways	15 *	3 *	12 1%	- -	1 *	- -	1 *	3 1%	2 *	8 2%	9 1%	2 *	1 *	5 1%	4 *	2 *	10 1%	- -	- -	5 *	9 1%
Too many speed cameras	15 *	11 1%	4 *	- -	- -	2 *	3 1%	7 1%	1 *	2 *	9 1%	4 *	2 *	- -	10 1%	2 *	3 *	- -	- -	2 *	14 1%
Difficult or uncomfortable due to illness/disability	11 *	7 *	4 *	- -	- -	2 *	* *	6 1%	1 *	2 *	5 *	3 *	1 *	3 *	3 *	4 1%	4 *	- -	3 1%	5 *	3 *
Others	126 3%	59 3%	67 4%	10 4%	12 2%	17 3%	16 2%	22 4%	23 5%	27 5%	34 4%	39 3%	25 3%	27 4%	40 2%	10 2%	64 5%	10 4%	19 4%	44 3%	63 4%
No answer	1 *	1 *	1 *	- -	- -	- -	- -	1 *	* *	* *	- -	* *	1 *	* *	1 *	- -	1 *	- -	1 *	1 *	- -
None-there are no disadvantages for me personally	1023 28%	466 26%	558 30%	97 33%	130 24%	140 23%	134 20%	151 27%	142 29%	228 47%	188 19%	303 26%	237 30%	296 42%	346 21%	153 30%	459 37%	63 27%	217 46%	402 27%	404 24%
Don't know	62 2%	24 1%	38 2%	9 3%	13 2%	9 1%	10 2%	7 1%	6 1%	8 2%	8 1%	14 1%	12 1%	28 4%	14 1%	12 2%	32 3%	4 2%	19 4%	25 2%	18 1%
Not stated	6 *	1 *	5 *	- -	- -	1 *	2 *	1 *	1 *	2 *	2 *	1 *	1 *	2 *	1 *	- -	6 *	- -	* *	5 *	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3638	310	2557	335	436	403	360	281	2594	789	950	913	957
Weighted base	3650	437	2178	453	582	454	416	408	2373	735	1108	997	787
Congestion / traffic jams	1447 40%	271 62%	838 38%	140 31%	197 34%	211 46%	177 43%	158 39%	901 38%	386 53%	463 42%	359 36%	233 30%
It's expensive / the cost	806 22%	87 20%	488 22%	92 20%	138 24%	112 25%	110 26%	103 25%	480 20%	208 28%	279 25%	225 23%	90 11%
Parking is difficult	566 16%	182 42%	295 14%	45 10%	44 8%	68 15%	53 13%	65 16%	381 16%	148 20%	184 17%	126 13%	106 13%
Parking is expensive	361 10%	112 26%	178 8%	40 9%	33 6%	44 10%	29 7%	46 11%	242 10%	95 13%	129 12%	80 8%	58 7%
Uncertain journey times, due to congestion	213 6%	32 7%	142 7%	19 4%	21 4%	20 4%	31 7%	23 6%	139 6%	64 9%	85 8%	34 3%	28 4%
It contributes to pollution / CO2 emissions / bad for environment	205 6%	36 8%	124 6%	21 5%	24 4%	30 7%	37 9%	31 8%	106 4%	95 13%	61 5%	34 3%	15 2%
Other drivers / other road users (all mentions)	98 3%	12 3%	59 3%	13 3%	15 3%	9 2%	12 3%	13 3%	64 3%	24 3%	27 2%	23 2%	24 3%
It's stressful / I'm a nervous driver	96 3%	25 6%	60 3%	6 1%	6 1%	13 3%	8 2%	13 3%	62 3%	31 4%	29 3%	21 2%	14 2%
It's time-consuming / slow / frustrating / boring / tiring	96 3%	21 5%	49 2%	13 3%	12 2%	9 2%	15 4%	7 2%	64 3%	42 6%	21 2%	25 3%	8 1%
Inadequacies of the road system (road works, pot holes, etc.)	84 2%	3 1%	48 2%	5 1%	28 5%	9 2%	8 2%	9 2%	58 2%	21 3%	25 2%	27 3%	11 1%
Maintenance / having to look after it / keep tyres inflated	69 2%	8 2%	49 2%	1 *	11 2%	9 2%	16 4%	7 2%	37 2%	21 3%	12 1%	29 3%	7 1%
Drivers can't drink alcohol	44 1%	3 1%	25 1%	6 1%	10 2%	1 *	6 1%	2 1%	35 1%	6 1%	22 2%	10 1%	6 1%
Lack of exercise/makes you lazy	24 1%	8 2%	13 1%	- -	3 1%	2 *	6 2%	1 *	15 1%	3 *	13 1%	1 *	7 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3650	437	2178	453	582	454	416	408	2373	735	1108	997	787
Drivers can't read / use mobile phone / play games	23 1%	7 2%	11 1%	3 1%	2 *	2 *	1 *	6 1%	15 1%	9 1%	3 *	9 1%	2 *
Children get irritable	22 1%	5 1%	16 1%	-	2 *	10 2%	5 1%	5 1%	3 *	2 *	9 1%	7 1%	4 1%
Driving in bad weather	22 1%	-	19 1%	-	3 1%	6 1%	1 *	3 1%	11 *	4 1%	11 1%	7 1%	-
Safety/security	16 *	10 2%	4 *	2 *	-	-	1 *	7 2%	8 *	5 1%	6 1%	2 *	4 *
Don't like driving (no further detail)	16 *	6 1%	2 *	5 1%	3 *	4 1%	7 2%	-	5 *	7 1%	3 *	4 *	2 *
Motorways/dislike motorways	15 *	-	6 *	5 1%	4 1%	1 *	-	-	14 1%	1 *	4 *	3 *	6 1%
Too many speed cameras	15 *	7 2%	5 *	3 1%	1 *	1 *	2 *	-	12 1%	1 *	8 1%	6 1%	* *
Difficult or uncomfortable due to illness/disability	11 *	6 1%	4 *	1 *	1 *	1 *	5 1%	-	6 *	5 1%	2 *	2 *	3 *
Others	126 3%	15 3%	66 3%	14 3%	30 5%	13 3%	14 3%	13 3%	87 4%	34 5%	29 3%	32 3%	30 4%
No answer	1 *	-	1 *	-	-	-	-	-	1 *	-	-	1 *	* *
None-there are no disadvantages for me personally	1023 28%	39 9%	632 29%	172 38%	181 31%	104 23%	100 24%	110 27%	710 30%	106 14%	268 24%	292 29%	346 44%
Don't know	62 2%	6 1%	43 2%	3 1%	10 2%	8 2%	11 3%	7 2%	36 2%	6 1%	13 1%	23 2%	20 3%
Not stated	6 *	-	1 *	-	5 1%	-	1 *	2 *	4 *	2 *	-	2 *	3 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3638	2010	1628	2113	1235	209	81	757	177	367	794	167	616	458	42	232
Weighted base	3650	2088	1562	2157	1240	187	67	744	190	395	755	189	641	444	48	225
Congestion / traffic jams	1447 40%	856 41%	590 38%	844 39%	519 42%	71 38%	13 19%	275 37%	87 46%	176 45%	262 35%	89 47%	281 44%	162 36%	23 47%	89 40%
It's expensive / the cost	806 22%	497 24%	309 20%	478 22%	276 22%	45 24%	7 10%	134 18%	35 18%	117 30%	142 19%	52 28%	203 32%	64 14%	6 13%	52 23%
Parking is difficult	566 16%	269 13%	297 19%	281 13%	233 19%	40 22%	12 18%	87 12%	25 13%	72 18%	98 13%	27 14%	122 19%	69 15%	12 25%	52 23%
Parking is expensive	361 10%	174 8%	188 12%	165 8%	158 13%	29 16%	9 13%	54 7%	12 6%	58 15%	59 8%	19 10%	68 11%	41 9%	5 11%	42 19%
Uncertain journey times, due to congestion	213 6%	119 6%	93 6%	130 6%	74 6%	8 4%	1 1%	50 7%	10 5%	26 7%	44 6%	8 4%	39 6%	18 4%	-	17 8%
It contributes to pollution / CO2 emissions / bad for environment	205 6%	90 4%	115 7%	108 5%	82 7%	11 6%	3 5%	9 1%	16 8%	38 10%	25 3%	9 5%	66 10%	16 4%	2 4%	26 11%
Other drivers / other road users (all mentions)	98 3%	62 3%	36 2%	70 3%	23 2%	5 3%	-	20 3%	*	10 3%	23 3%	3 2%	21 3%	9 2%	2 4%	9 4%
It's stressful / I'm a nervous driver	96 3%	36 2%	60 4%	43 2%	51 4%	2 1%	* 1%	18 2%	3 2%	12 3%	12 2%	7 4%	20 3%	16 4%	-	8 4%
It's time-consuming / slow / frustrating / boring / tiring	96 3%	60 3%	35 2%	56 3%	36 3%	4 2%	-	8 1%	6 3%	11 3%	21 3%	12 6%	25 4%	4 1%	* 1%	9 4%
Inadequacies of the road system (road works, pot holes, etc.)	84 2%	57 3%	27 2%	65 3%	19 2%	-	-	11 2%	4 2%	11 3%	15 2%	2 1%	19 3%	13 3%	-	8 4%
Maintenance / having to look after it / keep tyres inflated	69 2%	45 2%	25 2%	50 2%	18 1%	2 1%	-	14 2%	5 3%	6 2%	16 2%	3 2%	14 2%	5 1%	1 2%	3 1%
Drivers can't drink alcohol	44 1%	36 2%	8 1%	29 1%	13 1%	1 1%	-	14 2%	6 3%	1 *	7 1%	2 1%	10 2%	1 *	-	2 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	3650	2088	1562	2157	1240	187	67	744	190	395	755	189	641	444	48	225
Lack of exercise/makes you lazy	24 1%	12 1%	12 1%	16 1%	5 *	4 2%	-	5 1%	-	4 1%	4 *	1 1%	9 1%	1 *	-	1 1%
Drivers can't read / use mobile phone / play games	23 1%	13 1%	10 1%	13 1%	9 1%	1 *	-	4 1%	-	8 2%	3 *	2 1%	6 1%	1 *	-	-
Children get irritable	22 1%	9 *	13 1%	8 *	15 1%	-	-	4 *	2 1%	5 1%	6 1%	1 *	2 *	-	-	3 1%
Driving in bad weather	22 1%	18 1%	4 *	21 1%	1 *	-	-	1 *	2 1%	6 1%	4 1%	1 *	5 1%	1 *	1 1%	2 1%
Safety/security	16 *	10 1%	6 *	11 1%	5 *	-	-	4 *	5 3%	1 *	4 *	-	2 *	* *	-	1 *
Don't like driving (no further detail)	16 *	1 *	14 1%	6 *	10 1%	-	-	2 *	2 1%	3 1%	4 *	-	1 *	4 1%	-	-
Motorways/dislike motorways	15 *	9 *	6 *	11 1%	3 *	2 1%	-	2 *	-	3 1%	2 *	1 *	3 *	3 1%	-	2 1%
Too many speed cameras	15 *	7 *	8 1%	8 *	8 1%	-	-	4 1%	-	1 *	-	-	4 1%	6 1%	-	-
Difficult or uncomfortable due to illness/disability	11 *	3 *	9 1%	1 *	9 1%	1 1%	-	1 *	-	-	2 *	-	4 1%	5 1%	-	-
Others	126 3%	62 3%	64 4%	73 3%	41 3%	10 5%	2 2%	23 3%	8 4%	11 3%	24 3%	7 3%	25 4%	21 5%	-	7 3%
No answer	1 *	1 *	1 *	1 *	* *	* *	-	-	-	-	* *	-	-	-	-	1 *
None-there are no disadvantages for me personally	1023 28%	590 28%	433 28%	623 29%	303 24%	58 31%	39 59%	265 36%	43 23%	75 19%	249 33%	35 18%	124 19%	169 38%	15 31%	40 18%
Don't know	62 2%	19 1%	43 3%	28 1%	25 2%	7 4%	3 4%	13 2%	5 3%	6 2%	16 2%	4 2%	2 *	4 1%	-	7 3%
Not stated	6 *	4 *	2 *	6 *	1 *	-	-	-	-	1 *	1 *	-	3 1%	2 *	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3638	1451	634	780	217	556	517	1596	382	853	290	793	459	534	480	91	156	29
Weighted base	3650	1469	676	770	215	521	524	1633	382	858	253	818	484	540	480	82	142	33
Congestion / traffic jams	1447 40%	650 44%	278 41%	261 34%	81 38%	176 34%	222 42%	622 38%	192 50%	327 38%	84 33%	361 44%	218 45%	193 36%	260 54%	48 59%	73 51%	16 50%
It's expensive / the cost	806 22%	360 24%	147 22%	167 22%	54 25%	79 15%	127 24%	351 22%	114 30%	162 19%	52 20%	221 27%	129 27%	96 18%	143 30%	28 34%	27 19%	8 24%
Parking is difficult	566 16%	255 17%	107 16%	108 14%	34 16%	62 12%	78 15%	204 12%	88 23%	145 17%	52 21%	121 15%	68 14%	65 12%	102 21%	21 26%	24 17%	8 25%
Parking is expensive	361 10%	175 12%	53 8%	57 7%	28 13%	50 10%	43 8%	122 8%	55 14%	104 12%	38 15%	70 9%	41 9%	41 8%	70 15%	21 26%	25 18%	3 11%
Uncertain journey times, due to congestion	213 6%	103 7%	30 4%	43 6%	16 7%	20 4%	37 7%	92 6%	23 6%	51 6%	9 4%	64 8%	33 7%	27 5%	37 8%	4 5%	10 7%	3 9%
It contributes to pollution / CO2 emissions / bad for environment	205 6%	118 8%	41 6%	28 4%	* *	18 3%	52 10%	56 3%	33 9%	50 6%	14 6%	57 7%	18 4%	22 4%	47 10%	3 4%	11 7%	- -
Other drivers / other road users (all mentions)	98 3%	46 3%	13 2%	26 3%	5 2%	8 2%	16 3%	54 3%	10 3%	13 1%	5 2%	36 4%	14 3%	17 3%	15 3%	1 1%	3 2%	1 2%
It's stressful / I'm a nervous driver	96 3%	44 3%	19 3%	18 2%	3 1%	12 2%	15 3%	27 2%	14 4%	37 4%	2 1%	16 2%	12 2%	10 2%	26 5%	* 1%	10 7%	- -
It's time-consuming / slow / frustrating / boring / tiring	96 3%	56 4%	15 2%	14 2%	4 2%	6 1%	12 2%	44 3%	14 4%	22 3%	4 1%	21 3%	20 4%	13 2%	25 5%	2 3%	3 2%	1 3%
Inadequacies of the road system (road works, pot holes, etc.)	84 2%	39 3%	15 2%	19 2%	4 2%	7 1%	21 4%	44 3%	5 1%	14 2%	- -	28 3%	14 3%	20 4%	9 2%	2 2%	4 3%	- -
Maintenance / having to look after it / keep tyres inflated	69 2%	31 2%	14 2%	11 1%	5 2%	9 2%	9 2%	41 2%	5 1%	12 1%	2 1%	24 3%	9 2%	14 3%	10 2%	2 2%	* *	- -
Drivers can't drink alcohol	44 1%	17 1%	9 1%	9 1%	3 2%	5 1%	4 1%	25 2%	3 1%	11 1%	1 1%	7 1%	8 2%	13 2%	9 2%	1 2%	1 1%	- -
Lack of exercise/makes you lazy	24 1%	13 1%	2 *	3 *	2 1%	4 1%	6 1%	10 1%	1 *	4 *	4 1%	5 1%	1 *	7 1%	3 1%	- -	- -	4 11%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3650	1469	676	770	215	521	524	1633	382	858	253	818	484	540	480	82	142	33
Drivers can't read / use mobile phone / play games	23 1%	13 1%	2 *	1 *	2 1%	4 1%	3 1%	10 1%	1 *	8 1%	1 *	6 1%	1 *	5 1%	6 1%	1 2%	-	-
Children get irritable	22 1%	7 *	9 1%	5 1%	1 *	* *	4 1%	3 *	7 2%	8 1%	-	4 *	3 1%	1 *	5 1%	-	-	-
Driving in bad weather	22 1%	11 1%	1 *	1 *	1 1%	4 1%	6 1%	15 1%	1 *	-	10 1%	5 1%	3 1%	1 *	-	-	-	-
Safety/security	16 *	5 *	11 2%	1 *	-	-	1 *	10 1%	* *	5 1%	-	4 *	1 *	-	1 *	-	-	-
Don't like driving (no further detail)	16 *	5 *	2 *	8 1%	1 *	-	-	6 *	4 1%	6 1%	-	1 *	-	3 *	3 1%	-	4 3%	-
Motorways/dislike motorways	15 *	6 *	3 *	2 *	-	5 1%	2 *	9 1%	-	3 *	2 1%	4 *	3 1%	4 1%	2 *	-	1 *	-
Too many speed cameras	15 *	6 *	1 *	7 1%	1 *	1 *	4 1%	4 *	* *	7 1%	-	4 1%	-	3 1%	7 1%	-	1 1%	-
Difficult or uncomfortable due to illness/disability	11 *	2 *	7 1%	* *	1 1%	1 *	-	1 *	2 *	7 1%	1 *	-	1 *	-	3 1%	-	-	-
Others	126 3%	53 4%	29 4%	24 3%	5 3%	14 3%	22 4%	51 3%	15 4%	26 3%	11 4%	33 4%	9 2%	11 2%	14 3%	1 1%	4 3%	1 4%
No answer	1 *	1 *	-	-	-	* *	-	1 *	-	* *	-	-	1 *	-	-	-	-	-
None-there are no disadvantages for me personally	1023 28%	328 22%	179 26%	253 33%	73 34%	191 37%	113 22%	510 31%	59 15%	244 28%	97 38%	184 23%	110 23%	181 33%	54 11%	15 18%	23 16%	4 13%
Don't know	62 2%	17 1%	13 2%	11 1%	2 1%	19 4%	2 *	26 2%	3 1%	22 3%	10 4%	5 1%	4 1%	9 2%	2 *	-	1 1%	-
Not stated	6 *	3 *	-	* *	2 1%	1 *	3 1%	3 *	1 *	-	-	1 *	2 *	2 *	1 *	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3638	2542	117	439	518	913	784	779	439	117	518	66	470	467	456	469	508	1268
Weighted base	3650	2578	97	581	371	960	804	745	581	97	371	69	440	463	483	485	490	1290
Congestion / traffic jams	1447 40%	1170 45%	33 35%	139 24%	94 25%	462 48%	352 44%	334 45%	139 24%	33 35%	94 25%	22 31%	148 34%	156 34%	210 43%	199 41%	268 55%	465 36%
It's expensive / the cost	806 22%	650 25%	29 30%	74 13%	46 12%	265 28%	219 27%	147 20%	74 13%	29 30%	46 12%	20 29%	77 17%	88 19%	116 24%	133 27%	133 27%	258 20%
Parking is difficult	566 16%	409 16%	25 25%	86 15%	44 12%	98 10%	143 18%	160 22%	86 15%	25 25%	44 12%	8 11%	58 13%	77 17%	65 14%	59 12%	90 18%	218 17%
Parking is expensive	361 10%	272 11%	18 18%	37 6%	35 9%	67 7%	84 10%	115 15%	37 6%	18 18%	35 9%	7 10%	29 7%	38 8%	46 10%	39 8%	52 11%	158 12%
Uncertain journey times, due to congestion	213 6%	177 7%	5 5%	24 4%	6 2%	88 9%	43 5%	46 6%	24 4%	5 5%	6 2%	-	24 5%	16 4%	37 8%	29 6%	49 10%	57 4%
It contributes to pollution / CO2 emissions / bad for environment	205 6%	157 6%	12 12%	31 5%	5 1%	70 7%	49 6%	37 5%	31 5%	12 12%	5 1%	1 1%	16 4%	27 6%	24 5%	44 9%	37 8%	57 4%
Other drivers / other road users (all mentions)	98 3%	86 3%	-	2 *	10 3%	31 3%	21 3%	34 5%	2 *	-	10 3%	* 1%	6 1%	19 4%	5 1%	21 4%	14 3%	33 3%
It's stressful / I'm a nervous driver	96 3%	74 3%	3 3%	16 3%	3 1%	21 2%	19 2%	35 5%	16 3%	3 3%	3 1%	-	9 2%	19 4%	17 4%	7 1%	20 4%	24 2%
It's time-consuming / slow / frustrating / boring / tiring	96 3%	85 3%	2 2%	4 1%	4 1%	36 4%	24 3%	25 3%	4 1%	2 2%	4 1%	-	7 2%	10 2%	13 3%	13 3%	24 5%	27 2%
Inadequacies of the road system (road works, pot holes, etc.)	84 2%	78 3%	-	5 1%	1 *	31 3%	18 2%	27 4%	5 1%	-	1 *	2 2%	9 2%	8 2%	17 4%	17 3%	16 3%	17 1%
Maintenance / having to look after it / keep tyres inflated	69 2%	60 2%	2 2%	7 1%	1 *	22 2%	21 3%	16 2%	7 1%	2 2%	1 *	1 2%	8 2%	10 2%	7 2%	7 2%	9 2%	28 2%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3650	2578	97	581	371	960	804	745	581	97	371	69	440	463	483	485	490	1290
Drivers can't drink alcohol	44 1%	38 1%	*	4 1%	*	20 2%	15 2%	3 *	4 1%	*	*	-	1 *	6 1%	4 1%	11 2%	9 2%	12 1%
Lack of exercise/makes you lazy	24 1%	21 1%	-	3 1%	1 *	3 *	9 1%	9 1%	3 1%	-	1 *	-	3 1%	5 1%	4 1%	6 1%	2 *	4 *
Drivers can't read / use mobile phone / play games	23 1%	19 1%	1 1%	2 *	1 *	10 1%	2 *	7 1%	2 *	1 1%	1 *	-	1 *	-	1 *	11 2%	3 1%	8 1%
Children get irritable	22 1%	13 1%	-	7 1%	*	3 *	7 1%	4 1%	7 1%	-	*	-	4 1%	7 2%	3 1%	3 1%	-	5 *
Driving in bad weather	22 1%	18 1%	-	3 1%	-	9 1%	2 *	6 1%	3 1%	-	-	1 1%	3 1%	2 *	2 *	7 2%	3 1%	4 *
Safety/security	16 *	5 *	-	11 2%	-	3 *	-	1 *	11 2%	-	-	-	-	6 1%	-	6 1%	1 *	4 *
Don't like driving (no further detail)	16 *	11 *	-	5 1%	-	3 *	1 *	7 1%	5 1%	-	-	-	1 *	1 *	1 *	4 1%	6 1%	2 *
Motorways/dislike motorways	15 *	13 1%	-	2 *	-	1 *	4 1%	8 1%	2 *	-	-	-	1 *	2 *	3 1%	3 1%	3 1%	4 *
Too many speed cameras	15 *	15 1%	-	-	-	6 1%	1 *	9 1%	-	-	-	-	-	-	7 1%	3 1%	2 *	3 *
Difficult or uncomfortable due to illness/disability	11 *	4 *	-	4 1%	3 1%	3 *	1 *	* *	4 1%	-	3 1%	-	1 *	3 1%	4 1%	2 *	-	* *
Others	126 3%	74 3%	3 3%	32 6%	16 4%	29 3%	20 2%	24 3%	32 6%	3 3%	16 4%	1 2%	20 4%	18 4%	14 3%	20 4%	22 4%	32 2%
No answer	1 *	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	-	* *	-	1 *	-	* *
None-there are no disadvantages for me personally	1023 28%	571 22%	33 34%	229 40%	184 50%	199 21%	186 23%	162 22%	229 40%	33 34%	184 50%	24 35%	159 36%	140 30%	115 24%	97 20%	84 17%	428 33%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3650	2578	97	581	371	960	804	745	581	97	371	69	440	463	483	485	490	1290
Don't know	62 2%	22 1%	1 1%	21 4%	18 5%	5 1%	10 1%	7 1%	21 4%	1 1%	18 5%	-	16 4%	9 2%	9 2%	4 1%	2 *	23 2%
Not stated	6 *	6 *	-	-	* *	2 *	1 *	4 *	-	-	* *	-	-	-	1 *	1 *	-	4 *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2735	1374	1361	181	358	464	560	447	387	338	800	877	621	437	1349	390	862	127	86	1114	1533
	81%	83%	78%	73%	75%	81%	85%	84%	84%	77%	85%	81%	82%	71%	86%	81%	76%	66%	29%	79%	91%
No	655	280	375	66	120	109	100	84	74	101	140	202	133	179	224	93	270	64	211	301	141
	19%	17%	22%	27%	25%	19%	15%	16%	16%	23%	15%	19%	18%	29%	14%	19%	24%	34%	71%	21%	8%
Don't know	7	2	5	-	1	*	1	3	1	*	1	2	1	3	4	-	2	-	1	4	2
	*	*	*	-	*	*	*	1%	*	*	*	*	*	*	*	-	*	-	*	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2735 81%	255 68%	1600 79%	361 84%	520 91%	319 75%	334 82%	316 81%	1767 81%	567 82%	872 84%	740 80%	535 75%
No	655 19%	118 32%	415 21%	71 16%	50 9%	108 25%	72 18%	74 19%	401 18%	121 18%	166 16%	190 20%	176 25%
Don't know	7 *	2 1%	4 *	- -	- -	1 *	1 *	* *	4 *	1 *	3 *	* *	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2735	2053	683	1966	769	-	-	559	143	324	566	151	513	293	29	150
	81%	98%	52%	91%	62%	-	-	81%	81%	86%	79%	87%	84%	72%	76%	75%
No	655	31	624	189	466	-	-	129	35	50	148	24	94	110	9	49
	19%	1%	48%	9%	38%	-	-	19%	19%	13%	21%	13%	15%	27%	24%	24%
Don't know	7	4	3	2	4	-	-	1	-	1	-	-	2	1	-	1
	*	*	*	*	*	-	-	*	-	*	-	-	*	*	-	1%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2735	1107	504	583	168	374	481	1485	246	524	-	773	466	513	380	70	107	-
	81%	81%	80%	81%	83%	77%	92%	91%	64%	61%	-	94%	96%	95%	79%	86%	76%	-
No	655	256	122	133	34	110	43	146	136	330	-	45	18	26	98	11	34	-
	19%	19%	19%	19%	17%	23%	8%	9%	36%	38%	-	6%	4%	5%	20%	14%	24%	-
Don't know	7	1	3	1	1	*	1	2	*	4	-	-	-	1	2	1	*	-
	*	*	1%	*	*	*	*	*	*	*	-	-	-	*	*	1%	*	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2735 81%	2309 91%	19 31%	324 61%	67 28%	918 96%	744 93%	592 82%	324 61%	19 31%	67 28%	56 83%	257 68%	337 79%	401 86%	403 87%	412 87%	925 78%
No	655 19%	232 9%	42 68%	205 39%	170 72%	35 4%	54 7%	131 18%	205 39%	42 68%	170 72%	12 17%	119 32%	88 21%	63 14%	60 13%	63 13%	261 22%
Don't know	7 *	4 *	* 1%	2 *	* *	3 *	- -	1 *	2 *	* 1%	* *	- -	* *	* *	1 *	2 *	1 *	3 *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2358	1218	1140	141	306	401	486	386	342	296	655	748	552	403	1195	320	739	96	61	950	1345
	69%	74%	65%	57%	64%	70%	73%	72%	74%	67%	70%	69%	73%	65%	76%	66%	65%	50%	20%	67%	80%
No	1031	435	596	106	171	172	174	148	117	143	281	331	203	216	376	164	393	95	236	467	325
	30%	26%	34%	43%	36%	30%	26%	28%	25%	32%	30%	31%	27%	35%	24%	34%	35%	50%	79%	33%	19%
Don't know	9	3	5	-	3	1	2	-	2	1	5	2	1	-	6	-	2	-	1	1	7
	*	*	*	-	1%	*	*	-	*	*	1%	*	*	-	*	-	*	-	*	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2358 69%	196 52%	1366 68%	316 73%	480 84%	286 67%	277 68%	280 72%	1515 70%	450 65%	753 72%	652 70%	484 68%
No	1031 30%	179 48%	650 32%	115 27%	87 15%	141 33%	129 32%	110 28%	651 30%	237 34%	285 27%	278 30%	226 32%
Don't know	9 *	1 *	4 *	1 *	3 1%	1 *	1 *	1 *	6 *	3 *	3 *	1 *	2 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2358	2088	270	1791	567	-	-	522	126	279	481	139	403	253	28	120
	69%	100%	21%	83%	46%	-	-	76%	71%	74%	67%	79%	66%	63%	74%	60%
No	1031	-	1031	363	668	-	-	164	51	96	233	36	203	151	10	80
	30%	-	79%	17%	54%	-	-	24%	29%	26%	33%	21%	33%	37%	26%	40%
Don't know	9	-	9	3	5	-	-	3	1	-	-	-	4	-	-	-
	*	-	1%	*	*	-	-	*	*	-	-	-	1%	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2358 69%	957 70%	418 66%	514 72%	149 73%	321 66%	420 80%	1371 84%	162 42%	405 47%	-	671 82%	446 92%	491 91%	271 56%	56 68%	97 68%	-
No	1031 30%	405 30%	211 34%	200 28%	53 26%	160 33%	104 20%	259 16%	220 57%	448 52%	-	146 18%	38 8%	48 9%	206 43%	25 31%	45 32%	-
Don't know	9 *	2 *	-	4 1%	1 *	2 *	-	3 *	1 *	5 1%	-	2 *	-	1 *	4 1%	1 1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2358 69%	2031 80%	10 16%	252 48%	51 22%	821 86%	643 81%	513 71%	252 48%	10 16%	51 22%	55 80%	222 59%	299 70%	339 73%	339 73%	350 73%	810 68%
No	1031 30%	508 20%	51 83%	277 52%	185 78%	130 14%	154 19%	210 29%	277 52%	51 83%	185 78%	14 20%	155 41%	126 30%	124 27%	125 27%	123 26%	377 32%
Don't know	9 *	7 *	1 1%	1 *	- -	5 *	2 *	1 *	1 *	1 1%	- -	- -	- -	- -	2 *	2 *	4 1%	1 *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2163	1110	1054	131	293	375	432	342	307	283	653	680	495	334	1095	295	674	94	64	837	1260
	64%	67%	61%	53%	61%	65%	65%	64%	67%	64%	69%	63%	66%	54%	69%	61%	59%	49%	22%	59%	75%
No	1200	535	665	112	181	194	224	184	152	154	279	394	252	276	471	184	446	95	227	569	402
	35%	32%	38%	45%	38%	34%	34%	34%	33%	35%	30%	36%	33%	45%	30%	38%	39%	50%	76%	40%	24%
Don't know	33	11	22	4	6	5	6	8	2	2	9	8	8	8	12	5	14	3	7	12	15
	1%	1%	1%	1%	1%	1%	1%	2%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2163 64%	190 51%	1227 61%	289 67%	456 80%	260 61%	241 59%	243 62%	1419 65%	456 66%	695 67%	579 62%	415 58%
No	1200 35%	177 47%	774 38%	140 32%	110 19%	165 39%	156 38%	146 38%	733 34%	229 33%	341 33%	338 36%	289 41%
Don't know	33 1%	9 2%	18 1%	3 1%	4 1%	2 *	10 3%	1 *	20 1%	5 1%	6 1%	14 1%	8 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2163	1774	389	1628	535	-	-	448	127	254	430	114	398	244	20	120
	64%	85%	30%	75%	43%	-	-	65%	71%	68%	60%	65%	65%	60%	54%	60%
No	1200	306	894	511	690	-	-	233	50	117	274	59	204	159	15	81
	35%	15%	68%	24%	56%	-	-	34%	28%	31%	38%	34%	33%	39%	39%	40%
Don't know	33	7	26	19	15	-	-	8	1	4	8	2	7	*	2	-
	1%	*	2%	1%	1%	-	-	1%	*	1%	1%	1%	1%	*	6%	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2163	883	393	468	134	286	368	1260	161	374	-	599	413	454	265	58	74	-
	64%	65%	62%	65%	66%	59%	70%	77%	42%	44%	-	73%	85%	84%	55%	71%	52%	-
No	1200	465	231	244	66	194	150	361	217	473	-	210	70	85	211	23	68	-
	35%	34%	37%	34%	32%	40%	29%	22%	57%	55%	-	26%	14%	16%	44%	28%	48%	-
Don't know	33	16	5	6	3	3	7	12	4	11	-	10	1	2	3	1	-	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	*	*	1%	1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2163 64%	1863 73%	16 26%	222 42%	48 20%	757 79%	609 76%	458 63%	222 42%	16 26%	48 20%	39 57%	193 51%	250 59%	306 66%	316 68%	339 71%	760 64%
No	1200 35%	667 26%	42 69%	298 56%	185 78%	196 20%	184 23%	259 36%	298 56%	42 69%	185 78%	27 40%	180 48%	170 40%	155 33%	145 31%	136 28%	414 35%
Don't know	33 1%	16 1%	3 5%	11 2%	4 2%	3 *	5 1%	6 1%	11 2%	3 5%	4 2%	2 2%	3 1%	5 1%	3 1%	4 1%	2 *	15 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2757	1370	1387	180	360	470	566	443	389	350	816	876	617	448	1345	399	868	137	94	1128	1534
	81%	83%	80%	73%	75%	82%	86%	83%	84%	80%	87%	81%	82%	72%	85%	82%	77%	72%	31%	80%	91%
No	632	281	351	67	121	103	93	91	69	88	121	205	137	168	230	83	263	54	204	288	137
	19%	17%	20%	27%	25%	18%	14%	17%	15%	20%	13%	19%	18%	27%	15%	17%	23%	28%	69%	20%	8%
Don't know	8	4	4	-	-	1	2	-	4	1	4	-	2	3	3	2	3	-	-	3	6
	*	*	*	-	-	*	*	-	1%	*	*	-	*	*	*	*	*	-	-	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2757 81%	263 70%	1605 79%	359 83%	530 93%	326 76%	329 81%	326 83%	1776 82%	579 84%	877 84%	738 79%	542 76%
No	632 19%	111 30%	409 20%	72 17%	40 7%	100 23%	77 19%	65 17%	390 18%	109 16%	161 15%	193 21%	168 24%
Don't know	8 *	2 *	5 *	1 *	- -	2 *	1 *	- -	6 *	2 *	4 *	- -	3 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2757	2088	669	1973	784	-	-	564	138	339	560	151	517	304	30	145
	81%	100%	51%	91%	63%	-	-	82%	78%	90%	79%	86%	85%	75%	81%	72%
No	632	-	632	180	452	-	-	125	40	36	150	24	91	101	7	53
	19%	-	48%	8%	36%	-	-	18%	22%	10%	21%	14%	15%	25%	19%	26%
Don't know	8	-	8	5	3	-	-	1	-	-	3	-	2	-	-	2
	*	-	1%	*	*	-	-	*	-	-	*	-	*	-	-	1%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2757 81%	1119 82%	502 80%	588 82%	172 85%	376 78%	486 93%	1487 91%	246 64%	539 63%	-	767 94%	472 97%	519 96%	380 79%	65 79%	112 79%	-
No	632 19%	244 18%	125 20%	126 18%	30 15%	107 22%	37 7%	142 9%	134 35%	319 37%	-	50 6%	9 2%	21 4%	97 20%	17 20%	30 21%	-
Don't know	8 *	1 *	2 *	3 *	1 *	2 *	1 *	4 *	3 1%	1 *	-	1 *	4 1%	-	3 1%	1 1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2757 81%	2315 91%	18 29%	331 62%	76 32%	916 96%	732 92%	605 84%	331 62%	18 29%	76 32%	62 91%	269 72%	342 80%	396 85%	411 88%	418 88%	921 77%
No	632 19%	222 9%	44 71%	200 38%	161 68%	40 4%	64 8%	112 16%	200 38%	44 71%	161 68%	6 9%	107 28%	84 20%	66 14%	54 12%	59 12%	262 22%
Don't know	8 *	8 *	- -	- -	- -	- -	2 *	6 1%	- -	- -	- -	- -	- -	- -	2 *	- -	- -	6 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2360	1226	1134	149	321	386	476	392	346	291	675	753	537	395	1197	315	734	108	71	933	1355
	69%	74%	65%	60%	67%	67%	72%	73%	75%	66%	72%	70%	71%	64%	76%	65%	65%	57%	24%	66%	81%
No	1008	417	591	98	154	183	182	139	109	143	256	319	211	222	367	167	387	83	224	470	311
	30%	25%	34%	40%	32%	32%	28%	26%	24%	32%	27%	29%	28%	36%	23%	35%	34%	43%	75%	33%	19%
Don't know	29	13	16	-	6	4	3	4	7	6	10	10	8	2	14	2	14	-	3	16	10
	1%	1%	1%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	-	1%	1%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2360 69%	212 57%	1378 68%	307 71%	462 81%	274 64%	270 66%	272 70%	1543 71%	455 66%	759 73%	654 70%	472 66%
No	1008 30%	157 42%	626 31%	122 28%	103 18%	151 35%	136 33%	117 30%	604 28%	230 33%	270 26%	271 29%	235 33%
Don't know	29 1%	6 2%	16 1%	3 1%	5 1%	2 *	1 *	2 *	25 1%	5 1%	13 1%	6 1%	5 1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2360	2088	272	1770	590	-	-	511	125	284	473	131	410	260	29	125
	69%	100%	21%	82%	48%	-	-	74%	71%	76%	66%	75%	67%	64%	78%	63%
No	1008	-	1008	370	638	-	-	171	49	89	235	42	195	139	8	74
	30%	-	77%	17%	51%	-	-	25%	27%	24%	33%	24%	32%	34%	21%	37%
Don't know	29	-	29	17	12	-	-	6	3	2	5	2	4	5	1	2
	1%	-	2%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	2%	1%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2360 69%	969 71%	423 67%	506 70%	144 71%	318 66%	425 81%	1345 82%	171 45%	419 49%	-	677 83%	443 92%	472 87%	301 63%	62 76%	93 65%	-
No	1008 30%	383 28%	202 32%	207 29%	57 28%	160 33%	94 18%	277 17%	207 54%	431 50%	-	135 17%	37 8%	63 12%	171 36%	19 23%	49 35%	-
Don't know	29 1%	12 1%	4 1%	5 1%	2 1%	6 1%	6 1%	11 1%	4 1%	8 1%	-	6 1%	4 1%	4 1%	8 2%	1 1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2360 69%	2048 80%	17 28%	228 43%	54 23%	822 86%	649 81%	525 73%	228 43%	17 28%	54 23%	53 77%	221 59%	273 64%	333 72%	336 72%	346 73%	850 71%
No	1008 30%	474 19%	44 72%	301 57%	180 76%	123 13%	142 18%	194 27%	301 57%	44 72%	180 76%	15 23%	153 41%	149 35%	129 28%	126 27%	121 25%	330 28%
Don't know	29 1%	24 1%	* 1%	2 *	3 1%	11 1%	8 1%	5 1%	2 *	* 1%	3 1%	- -	2 1%	3 1%	2 1%	3 1%	10 2%	9 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3348	1543	1805	151	381	540	634	495	577	570	960	1047	666	675	1420	446	1358	113	415	1592	1336
Weighted base	3397	1656	1741	247	480	573	661	534	462	439	941	1082	756	619	1577	484	1134	191	298	1418	1676
Yes	2749	1396	1353	142	342	453	568	460	412	372	806	882	618	443	1344	380	911	105	101	1136	1509
	81%	84%	78%	58%	71%	79%	86%	86%	89%	85%	86%	82%	82%	72%	85%	79%	80%	55%	34%	80%	90%
No	641	257	385	104	136	120	93	74	48	67	134	197	135	175	230	103	221	85	194	279	167
	19%	15%	22%	42%	28%	21%	14%	14%	10%	15%	14%	18%	18%	28%	15%	21%	20%	45%	65%	20%	10%
Don't know	7	3	3	1	2	-	1	*	2	1	1	3	2	1	3	-	2	1	3	3	1
	*	*	*	*	1%	-	*	*	*	*	*	*	*	*	*	-	*	*	1%	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3348	255	2348	319	426	374	350	267	2357	741	897	841	841
Weighted base	3397	376	2020	432	570	428	407	390	2172	689	1041	931	712
Yes	2749 81%	250 67%	1605 79%	370 86%	524 92%	326 76%	326 80%	304 78%	1793 83%	567 82%	872 84%	736 79%	553 78%
No	641 19%	124 33%	409 20%	62 14%	46 8%	100 23%	81 20%	87 22%	374 17%	121 17%	169 16%	192 21%	158 22%
Don't know	7 *	1 *	5 *	- -	- -	2 *	- -	- -	5 *	2 *	1 *	2 *	2 *

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3348	2010	1338	2113	1235	-	-	687	167	348	740	156	585	407	32	203
Weighted base	3397	2088	1309	2157	1240	-	-	689	177	375	713	175	610	404	37	200
Yes	2749	2030	719	1956	793	-	-	558	141	315	566	148	509	326	31	145
	81%	97%	55%	91%	64%	-	-	81%	79%	84%	79%	84%	83%	81%	83%	72%
No	641	58	584	198	443	-	-	128	36	59	147	27	100	78	6	55
	19%	3%	45%	9%	36%	-	-	19%	21%	16%	21%	16%	16%	19%	15%	27%
Don't know	7	-	7	3	3	-	-	3	-	1	*	-	1	-	1	*
	*	-	1%	*	*	-	-	*	-	*	*	-	*	-	2%	*

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3348	1333	592	723	198	502	517	1596	382	853	-	793	459	534	480	91	156	-
Weighted base	3397	1364	629	718	203	484	524	1633	382	858	-	818	484	540	480	82	142	-
Yes	2749	1111	491	595	166	387	482	1473	250	543	-	750	475	513	393	72	119	-
	81%	81%	78%	83%	82%	80%	92%	90%	65%	63%	-	92%	98%	95%	82%	87%	84%	-
No	641	250	137	122	36	95	42	156	132	312	-	67	9	27	86	10	23	-
	19%	18%	22%	17%	18%	20%	8%	10%	34%	36%	-	8%	2%	5%	18%	12%	16%	-
Don't know	7	3	1	1	1	1	-	3	*	3	-	2	-	-	*	1	-	-
	*	*	*	*	*	*	-	*	*	*	-	*	-	-	*	1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3348	2513	82	400	333	909	778	761	400	82	333	65	386	424	435	448	492	1163
Weighted base	3397	2546	62	531	237	956	798	723	531	62	237	68	377	425	464	465	477	1189
Yes	2749 81%	2322 91%	24 39%	310 58%	77 33%	906 95%	737 92%	629 87%	310 58%	24 39%	77 33%	50 73%	254 67%	341 80%	394 85%	408 88%	417 87%	935 79%
No	641 19%	221 9%	38 61%	220 41%	156 66%	50 5%	60 8%	93 13%	220 41%	38 61%	156 66%	18 27%	121 32%	82 19%	70 15%	57 12%	60 13%	251 21%
Don't know	7 *	3 *	- -	1 *	3 1%	- -	1 *	2 *	1 *	- -	3 1%	- -	2 *	1 *	- -	- -	* *	3 *

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 81%	2358 69%	2163 64%	2757 81%	2360 69%	2749 81%
No	655 19%	1031 30%	1200 35%	632 19%	1008 30%	641 19%
Don't know	7 *	9 *	33 1%	8 *	29 1%	7 *

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

	Sex			Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more	
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357	
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705	
Definitely/tend agree (Net)	2009	1004	1005	180	327	377	381	284	224	236	492	656	416	446	905	279	666	153	369	736	904	
	51%	52%	50%	57%	54%	58%	53%	49%	44%	44%	50%	52%	49%	54%	53%	52%	48%	56%	51%	49%	53%	
Definitely agree	(5)	512	240	272	54	85	94	98	69	56	57	101	149	117	146	213	57	195	46	110	204	198
		13%	13%	14%	17%	14%	14%	13%	12%	11%	11%	10%	12%	14%	18%	12%	11%	14%	17%	15%	14%	12%
Tend to agree	(4)	1497	764	732	126	242	283	284	215	168	179	391	507	299	300	692	222	471	106	259	532	706
		38%	40%	37%	40%	40%	43%	39%	37%	33%	33%	40%	40%	35%	36%	40%	41%	34%	39%	36%	36%	41%
Neither agree nor disagree	(3)	806	375	430	55	110	123	170	135	102	111	219	257	178	151	393	106	259	44	127	305	374
		21%	20%	21%	17%	18%	19%	23%	23%	20%	21%	22%	21%	21%	18%	23%	20%	19%	16%	18%	20%	22%
Tend/definitely disagree (Net)	1057	518	539	78	164	146	169	154	169	176	275	329	245	208	405	151	420	75	202	434	417	
		27%	27%	27%	25%	27%	22%	23%	26%	34%	28%	26%	29%	25%	24%	28%	30%	28%	28%	29%	24%	
Tend to disagree	(2)	646	328	318	61	96	94	109	89	104	93	177	197	151	120	278	80	234	50	110	260	273
		16%	17%	16%	19%	16%	14%	15%	15%	21%	17%	18%	16%	18%	15%	16%	15%	17%	18%	15%	17%	16%
Definitely disagree	(1)	411	190	221	17	69	52	60	66	65	82	98	131	94	87	127	71	186	25	92	174	144
		10%	10%	11%	5%	11%	8%	8%	11%	13%	15%	10%	10%	11%	11%	7%	13%	14%	9%	13%	12%	8%
Not applicable		7	4	3	2	1	2	*	-	-	2	-	1	3	3	4	-	3	-	2	3	2
		*	*	*	1%	*	*	*	-	-	*	-	*	*	*	*	-	*	-	*	*	*
Don't know		44	15	29	-	2	4	6	9	10	14	3	10	10	21	10	4	30	-	17	20	7
		1%	1%	1%	-	*	1%	1%	2%	2%	3%	*	1%	1%	2%	1%	1%	2%	-	2%	1%	*
Mean Score	3.27	3.28	3.26	3.44	3.30	3.42	3.35	3.23	3.09	3.07	3.22	3.28	3.23	3.37	3.34	3.21	3.19	3.36	3.26	3.23	3.32	
Standard Deviation	1.20	1.18	1.21	1.14	1.22	1.14	1.14	1.19	1.23	1.26	1.16	1.18	1.22	1.24	1.12	1.21	1.27	1.23	1.27	1.23	1.23	
Standard Error	0.019	0.028	0.027	0.082	0.056	0.046	0.043	0.051	0.049	0.048	0.036	0.034	0.045	0.041	0.029	0.055	0.031	0.095	0.043	0.030	0.031	

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2009 51%	288 51%	1194 52%	233 50%	293 50%	298 61%	232 54%	222 51%	1257 49%	412 52%	585 50%	547 52%	453 51%
Definitely agree (5)	512 13%	87 15%	309 13%	49 11%	68 12%	77 16%	48 11%	67 16%	320 12%	83 11%	133 11%	155 15%	137 15%
Tend to agree (4)	1497 38%	202 36%	886 39%	183 39%	225 38%	220 45%	184 43%	154 36%	938 36%	328 42%	451 39%	393 37%	316 35%
Neither agree nor disagree (3)	806 21%	77 14%	481 21%	113 24%	134 23%	73 15%	97 23%	92 21%	544 21%	160 20%	234 20%	249 24%	159 18%
Tend/definitely disagree (Net)	1057 27%	193 34%	591 26%	117 25%	156 27%	113 23%	97 23%	113 26%	733 28%	212 27%	336 29%	245 23%	255 29%
Tend to disagree (2)	646 16%	96 17%	379 16%	68 15%	104 18%	69 14%	61 14%	78 18%	438 17%	138 18%	209 18%	137 13%	156 17%
Definitely disagree (1)	411 10%	97 17%	212 9%	49 11%	52 9%	44 9%	36 8%	35 8%	295 11%	74 9%	127 11%	108 10%	99 11%
Not applicable	7 *	- -	7 *	- -	- -	- -	- -	4 1%	3 *	1 *	- -	3 *	4 *
Don't know	44 1%	9 2%	27 1%	4 1%	5 1%	3 1%	- -	2 *	39 2%	3 *	12 1%	6 1%	23 3%
Mean Score	3.27	3.15	3.31	3.25	3.26	3.45	3.34	3.33	3.22	3.27	3.22	3.33	3.27
Standard Deviation	1.20	1.35	1.18	1.16	1.15	1.19	1.12	1.18	1.21	1.15	1.19	1.19	1.25
Standard Error	0.019	0.068	0.023	0.062	0.055	0.057	0.058	0.069	0.023	0.040	0.038	0.038	0.038

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2009	1102	907	1097	637	228	47	408	108	242	375	103	358	253	32	122
	51%	53%	49%	51%	51%	56%	40%	51%	54%	57%	47%	52%	53%	51%	59%	47%
Definitely agree (5)	512	270	242	244	181	70	18	97	27	52	87	28	83	90	9	37
	13%	13%	13%	11%	15%	17%	15%	12%	14%	12%	11%	14%	12%	18%	16%	14%
Tend to agree (4)	1497	832	665	853	456	159	29	311	80	189	288	75	275	162	24	85
	38%	40%	36%	40%	37%	39%	24%	39%	40%	45%	36%	38%	41%	33%	44%	33%
Neither agree nor disagree (3)	806	438	368	466	259	58	23	175	40	76	177	49	139	93	8	43
	21%	21%	20%	22%	21%	14%	19%	22%	20%	18%	22%	25%	21%	19%	15%	16%
Tend/definitely disagree (Net)	1057	529	528	569	331	114	43	200	53	105	238	44	175	139	11	86
	27%	25%	29%	26%	27%	28%	37%	25%	26%	25%	30%	22%	26%	28%	20%	33%
Tend to disagree (2)	646	343	304	367	194	62	23	125	41	67	148	25	117	72	8	42
	16%	16%	17%	17%	16%	15%	19%	16%	20%	16%	18%	13%	17%	15%	14%	16%
Definitely disagree (1)	411	186	225	201	137	52	21	75	12	38	91	19	58	67	3	44
	10%	9%	12%	9%	11%	13%	17%	9%	6%	9%	11%	9%	9%	14%	6%	17%
Not applicable	7	4	3	5	1	1	1	2	-	1	1	-	-	-	1	2
	*	*	*	*	*	*	1%	*	-	*	*	-	-	-	2%	1%
Don't know	44	14	30	21	13	7	5	13	-	1	9	2	2	6	2	6
	1%	1%	2%	1%	1%	2%	4%	2%	-	*	1%	1%	*	1%	4%	2%
Mean Score	3.27	3.32	3.22	3.27	3.28	3.33	3.01	3.29	3.35	3.36	3.17	3.35	3.31	3.28	3.51	3.11
Standard Deviation	1.20	1.16	1.24	1.16	1.22	1.29	1.35	1.16	1.13	1.16	1.19	1.16	1.15	1.31	1.14	1.34
Standard Error	0.019	0.026	0.029	0.025	0.035	0.063	0.117	0.041	0.083	0.058	0.041	0.088	0.046	0.058	0.164	0.084

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	2009	862	335	409	119	285	268	830	194	443	275	424	267	251	280	41	69	21	
	51%	55%	46%	50%	49%	51%	51%	51%	51%	52%	52%	52%	55%	47%	58%	50%	49%	61%	
Definitely agree	(5)	512	229	84	90	40	69	60	185	46	135	87	85	62	46	73	4	26	14
		13%	15%	12%	11%	16%	12%	11%	11%	12%	16%	17%	10%	13%	8%	15%	5%	18%	41%
Tend to agree	(4)	1497	632	251	319	79	216	208	645	148	308	187	339	205	206	207	37	43	7
		38%	40%	35%	39%	33%	38%	40%	40%	39%	36%	36%	41%	42%	38%	43%	45%	31%	20%
Neither agree nor disagree	(3)	806	282	174	176	46	127	117	349	71	187	81	167	113	125	88	21	26	7
		21%	18%	24%	21%	19%	23%	22%	21%	19%	22%	15%	20%	23%	23%	18%	26%	19%	19%
Tend/definitely disagree (Net)	1057	420	209	224	74	131	135	434	114	217	157	217	98	159	111	20	46	7	
		27%	27%	29%	27%	31%	23%	26%	27%	30%	30%	27%	20%	29%	23%	25%	32%	19%	
Tend to disagree	(2)	646	259	130	151	28	79	86	282	68	125	85	147	67	91	70	11	35	4
		16%	16%	18%	18%	12%	14%	16%	17%	18%	15%	16%	18%	14%	17%	14%	13%	25%	12%
Definitely disagree	(1)	411	161	79	73	46	52	49	152	46	91	72	71	30	68	41	10	10	3
		10%	10%	11%	9%	19%	9%	9%	12%	11%	14%	9%	6%	13%	9%	12%	7%	8%	
Not applicable		7	2	-	1	4	1	4	-	1	2	2	2	1	-	-	-	-	
		*	*	-	*	1%	*	*	-	*	*	*	*	*	-	-	-	-	
Don't know		44	9	5	12	1	17	4	17	3	10	11	8	4	4	1	-	1	-
		1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	1%	*	-	1%	-
Mean Score	3.27	3.33	3.18	3.25	3.16	3.32	3.28	3.27	3.21	3.32	3.26	3.27	3.42	3.13	3.42	3.18	3.27	3.75	
Standard Deviation	1.20	1.21	1.19	1.15	1.37	1.16	1.15	1.16	1.22	1.22	1.31	1.14	1.08	1.18	1.17	1.10	1.23	1.32	
Standard Error	0.019	0.031	0.046	0.040	0.088	0.048	0.051	0.029	0.063	0.042	0.056	0.041	0.051	0.051	0.053	0.116	0.099	0.241	

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income						
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430	
Definitely/tend agree (Net)	2009 51%	1353 52%	73 49%	273 46%	296 52%	500 52%	446 55%	372 50%	273 46%	73 49%	296 52%	35 51%	269 54%	246 49%	239 48%	256 51%	258 52%	740 52%	
Definitely agree	(5)	512 13%	309 12%	20 13%	91 15%	90 16%	98 10%	103 13%	99 13%	91 15%	20 13%	90 16%	9 14%	64 13%	76 15%	46 9%	66 13%	50 10%	210 15%
Tend to agree	(4)	1497 38%	1044 40%	53 35%	182 30%	206 36%	401 42%	343 43%	274 37%	182 30%	53 35%	206 36%	26 37%	205 41%	170 34%	193 39%	190 38%	208 42%	530 37%
Neither agree nor disagree	(3)	806 21%	547 21%	28 19%	128 21%	98 17%	233 24%	154 19%	145 19%	128 21%	28 19%	98 17%	15 21%	90 18%	98 20%	110 22%	113 23%	120 24%	275 19%
Tend/definitely disagree (Net)	1057 27%	657 25%	48 32%	190 32%	154 27%	229 24%	194 24%	217 29%	190 32%	48 32%	154 27%	17 25%	131 26%	147 30%	143 29%	128 26%	120 24%	388 27%	
Tend to disagree	(2)	646 16%	424 16%	18 12%	106 18%	92 16%	155 16%	126 16%	134 18%	106 18%	18 12%	92 16%	10 14%	78 16%	80 16%	90 18%	89 18%	90 18%	219 15%
Definitely disagree	(1)	411 10%	233 9%	30 20%	84 14%	63 11%	74 8%	68 8%	84 11%	84 14%	30 20%	63 11%	7 11%	53 11%	67 14%	53 11%	39 8%	30 6%	169 12%
Not applicable		7 *	5 *	1 *	* *	2 *	- *	2 *	1 *	* *	1 *	2 *	1 2%	* *	- *	1 *	- *	- *	6 *
Don't know		44 1%	18 1%	- -	8 1%	17 3%	* *	8 1%	10 1%	8 1%	- -	17 3%	* 1%	9 2%	7 1%	5 1%	2 *	1 *	21 1%
Mean Score	3.27	3.30	3.10	3.15	3.31	3.31	3.36	3.23	3.15	3.10	3.31	3.29	3.30	3.22	3.18	3.31	3.32	3.28	
Standard Deviation	1.20	1.15	1.34	1.28	1.25	1.10	1.15	1.22	1.28	1.34	1.25	1.21	1.20	1.28	1.16	1.14	1.07	1.24	
Standard Error	0.019	0.023	0.108	0.061	0.047	0.036	0.041	0.044	0.061	0.108	0.047	0.152	0.052	0.057	0.054	0.052	0.047	0.033	

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	788	392	397	102	188	128	111	83	68	109	134	224	186	245	326	91	282	87	215	276	297
	20%	20%	20%	32%	31%	20%	15%	14%	13%	20%	13%	18%	22%	30%	19%	17%	20%	32%	30%	18%	17%
Definitely agree	(5) 221	93	128	35	68	36	29	16	14	23	28	61	57	75	73	28	83	35	73	71	77
	6%	5%	6%	11%	11%	6%	4%	3%	3%	4%	3%	5%	7%	9%	4%	5%	6%	13%	10%	5%	5%
Tend to agree	(4) 567	298	269	67	120	92	83	66	54	86	105	163	129	171	253	63	198	52	142	205	219
	14%	16%	13%	21%	20%	14%	11%	11%	11%	16%	11%	13%	15%	21%	15%	12%	14%	19%	20%	14%	13%
Neither agree nor disagree	(3) 951	492	459	103	154	171	179	150	101	92	274	309	201	166	476	125	257	93	155	330	466
	24%	26%	23%	33%	25%	26%	25%	26%	20%	17%	28%	25%	24%	20%	28%	23%	19%	34%	22%	22%	27%
Tend/definitely disagree (Net)	2149	1016	1132	98	262	347	434	347	333	327	579	712	455	404	901	322	825	90	336	880	930
	55%	53%	56%	31%	43%	53%	60%	60%	66%	61%	58%	57%	53%	49%	52%	60%	60%	33%	47%	59%	55%
Tend to disagree	(2) 1046	515	531	66	123	165	211	166	160	155	280	353	214	199	444	153	391	51	153	411	480
	27%	27%	26%	21%	20%	25%	29%	28%	32%	29%	28%	28%	25%	24%	26%	28%	28%	19%	21%	27%	28%
Definitely disagree	(1) 1103	501	601	33	138	182	223	181	172	172	298	359	241	205	457	169	435	39	182	469	450
	28%	26%	30%	10%	23%	28%	31%	31%	34%	32%	30%	29%	28%	25%	27%	31%	32%	14%	25%	31%	26%
Not applicable	11	8	3	4	-	1	-	1	1	4	1	2	7	2	4	-	5	2	4	4	3
	*	*	*	1%	-	*	-	*	*	1%	*	*	1%	*	*	-	*	1%	1%	*	*
Don't know	24	10	14	8	1	4	2	2	2	6	3	6	5	11	11	3	11	-	8	7	9
	1%	1%	1%	2%	*	1%	*	*	*	1%	*	*	1%	1%	1%	1%	1%	-	1%	*	1%
Mean Score	2.42	2.46	2.39	3.02	2.76	2.43	2.28	2.26	2.16	2.30	2.28	2.37	2.46	2.65	2.44	2.31	2.34	2.98	2.67	2.33	2.41
Standard Deviation	1.20	1.18	1.22	1.16	1.31	1.20	1.13	1.10	1.10	1.21	1.09	1.17	1.24	1.31	1.16	1.18	1.23	1.22	1.33	1.19	1.14
Standard Error	0.019	0.028	0.027	0.083	0.060	0.048	0.043	0.047	0.043	0.046	0.034	0.034	0.045	0.043	0.030	0.053	0.030	0.095	0.045	0.029	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	788	119	504	85	82	101	69	112	507	132	210	210	233
	20%	21%	22%	18%	14%	21%	16%	26%	20%	17%	18%	20%	26%
Definitely agree (5)	221	39	143	19	20	33	21	37	130	35	63	54	68
	6%	7%	6%	4%	3%	7%	5%	9%	5%	4%	5%	5%	8%
Tend to agree (4)	567	80	360	65	61	68	48	74	378	97	147	155	164
	14%	14%	16%	14%	10%	14%	11%	17%	15%	12%	13%	15%	18%
Neither agree nor disagree (3)	951	111	556	118	165	129	117	93	612	200	327	266	157
	24%	20%	24%	25%	28%	26%	27%	22%	24%	25%	28%	25%	18%
Tend/definitely disagree (Net)	2149	336	1211	265	337	255	239	222	1433	454	629	561	487
	55%	59%	53%	57%	57%	52%	56%	51%	56%	58%	54%	53%	54%
Tend to disagree (2)	1046	118	649	124	154	116	127	98	704	219	302	257	258
	27%	21%	28%	27%	26%	24%	30%	23%	27%	28%	26%	24%	29%
Definitely disagree (1)	1103	218	562	140	183	139	112	124	728	235	327	303	229
	28%	38%	24%	30%	31%	28%	26%	29%	28%	30%	28%	29%	26%
Not applicable	11	-	11	-	-	-	-	3	8	*	1	4	5
	*	-	*	-	-	-	-	1%	*	*	*	*	1%
Don't know	24	1	19	-	5	2	1	3	18	-	1	10	12
	1%	*	1%	-	1%	1%	*	1%	1%	-	*	1%	1%
Mean Score	2.42	2.30	2.50	2.36	2.28	2.46	2.39	2.54	2.40	2.34	2.41	2.42	2.53
Standard Deviation	1.20	1.29	1.20	1.17	1.12	1.23	1.14	1.31	1.19	1.16	1.17	1.20	1.27
Standard Error	0.019	0.065	0.023	0.063	0.053	0.060	0.059	0.076	0.023	0.040	0.037	0.039	0.039

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	788	396	393	382	241	132	34	208	31	102	127	40	96	114	12	51
	20%	19%	21%	18%	19%	32%	28%	26%	16%	24%	16%	20%	14%	23%	21%	20%
Definitely agree (5)	221	116	105	94	78	43	7	69	8	27	34	14	18	36	5	9
	6%	6%	6%	4%	6%	11%	6%	9%	4%	6%	4%	7%	3%	7%	8%	3%
Tend to agree (4)	567	280	287	288	163	89	27	139	24	75	94	26	77	78	7	43
	14%	13%	16%	13%	13%	22%	23%	17%	12%	18%	12%	13%	11%	16%	13%	17%
Neither agree nor disagree (3)	951	550	401	526	326	73	26	205	56	101	204	47	187	79	11	52
	24%	26%	22%	24%	26%	18%	22%	26%	28%	24%	26%	24%	28%	16%	20%	20%
Tend/definitely disagree (Net)	2149	1129	1019	1239	657	199	54	373	113	220	461	110	390	293	29	152
	55%	54%	56%	57%	53%	49%	46%	47%	56%	52%	58%	55%	58%	60%	53%	59%
Tend to disagree (2)	1046	588	458	644	304	67	31	195	62	119	233	58	181	129	9	55
	27%	28%	25%	30%	25%	17%	26%	24%	31%	28%	29%	29%	27%	26%	17%	21%
Definitely disagree (1)	1103	541	561	595	353	132	24	178	50	101	228	52	209	164	19	98
	28%	26%	31%	28%	28%	32%	20%	22%	25%	24%	28%	26%	31%	33%	35%	38%
Not applicable	11	4	6	4	3	1	2	4	*	-	2	1	1	2	1	-
	*	*	*	*	*	*	2%	1%	*	-	*	*	*	*	2%	-
Don't know	24	8	16	6	13	3	2	8	-	1	5	-	-	4	2	3
	1%	*	1%	*	1%	1%	2%	1%	-	*	1%	-	-	1%	4%	1%
Mean Score	2.42	2.44	2.40	2.37	2.44	2.61	2.67	2.65	2.38	2.55	2.33	2.46	2.28	2.37	2.38	2.26
Standard Deviation	1.20	1.17	1.24	1.15	1.21	1.40	1.21	1.25	1.10	1.21	1.14	1.21	1.10	1.29	1.36	1.22
Standard Error	0.019	0.026	0.028	0.025	0.035	0.068	0.104	0.044	0.081	0.061	0.039	0.092	0.044	0.058	0.196	0.075

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	788	306	149	150	58	125	76	306	57	184	165	117	83	97	80	16	23	14
	20%	19%	21%	18%	24%	22%	15%	19%	15%	21%	31%	14%	17%	18%	17%	20%	16%	41%
Definitely agree (5)	221	85	41	33	27	36	18	76	13	64	50	28	12	27	22	2	8	1
	6%	5%	6%	4%	11%	6%	3%	5%	3%	8%	9%	3%	3%	5%	5%	3%	5%	2%
Tend to agree (4)	567	221	109	117	31	89	58	230	44	119	116	89	71	71	58	14	16	13
	14%	14%	15%	14%	13%	16%	11%	14%	12%	14%	22%	11%	15%	13%	12%	17%	11%	39%
Neither agree nor disagree (3)	951	369	200	205	48	129	135	391	94	232	99	191	144	134	128	15	33	5
	24%	23%	28%	25%	20%	23%	26%	24%	25%	27%	19%	23%	30%	25%	27%	18%	23%	14%
Tend/definitely disagree (Net)	2149	892	372	456	134	294	313	926	230	427	253	506	257	305	273	51	82	15
	55%	57%	52%	56%	56%	52%	60%	57%	60%	50%	48%	62%	53%	57%	57%	62%	58%	45%
Tend to disagree (2)	1046	413	203	231	50	149	159	486	107	197	98	269	121	160	127	25	31	6
	27%	26%	28%	28%	21%	26%	30%	30%	28%	23%	19%	33%	25%	30%	27%	31%	22%	18%
Definitely disagree (1)	1103	479	169	226	83	146	154	441	123	230	155	237	135	145	145	25	50	9
	28%	30%	23%	27%	35%	26%	29%	27%	32%	27%	29%	29%	28%	27%	30%	31%	36%	27%
Not applicable	11	2	1	4	-	3	1	3	*	3	3	3	-	-	-	-	*	-
	*	*	*	1%	-	1%	*	*	*	*	1%	*	-	-	-	-	*	-
Don't know	24	4	*	6	2	12	-	6	-	13	5	1	-	3	-	-	3	-
	1%	*	*	1%	1%	2%	-	*	-	1%	1%	*	-	1%	-	-	2%	-
Mean Score	2.42	2.38	2.51	2.39	2.44	2.49	2.29	2.39	2.26	2.51	2.63	2.27	2.39	2.39	2.34	2.30	2.27	2.70
Standard Deviation	1.20	1.21	1.17	1.15	1.37	1.23	1.11	1.16	1.13	1.24	1.36	1.10	1.11	1.16	1.16	1.16	1.22	1.30
Standard Error	0.019	0.031	0.045	0.040	0.088	0.050	0.049	0.029	0.058	0.043	0.058	0.039	0.052	0.050	0.053	0.122	0.099	0.237

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	788 20%	431 17%	38 25%	138 23%	177 31%	161 17%	135 17%	117 16%	138 23%	38 25%	177 31%	18 26%	136 27%	101 20%	82 16%	73 15%	80 16%	317 22%
Definitely agree	(5) 221 6%	99 4%	13 9%	47 8%	60 10%	40 4%	27 3%	31 4%	47 8%	13 9%	60 10%	1 1%	43 9%	35 7%	15 3%	22 4%	17 3%	89 6%
Tend to agree	(4) 567 14%	332 13%	24 16%	91 15%	118 21%	121 13%	108 13%	86 12%	91 15%	24 16%	118 21%	17 25%	93 19%	67 13%	67 13%	51 10%	63 13%	227 16%
Neither agree nor disagree	(3) 951 24%	650 25%	38 25%	134 22%	117 21%	273 28%	193 24%	167 22%	134 22%	38 25%	117 21%	17 24%	120 24%	97 19%	126 25%	140 28%	155 31%	313 22%
Tend/definitely disagree (Net)	2149 55%	1488 58%	73 49%	314 53%	262 46%	526 55%	470 59%	458 61%	314 53%	73 49%	262 46%	34 49%	242 48%	298 60%	288 58%	284 57%	263 53%	773 54%
Tend to disagree	(2) 1046 27%	741 29%	29 19%	145 24%	125 22%	264 27%	235 29%	226 30%	145 24%	29 19%	125 22%	15 22%	123 25%	148 30%	150 30%	149 30%	137 27%	339 24%
Definitely disagree	(1) 1103 28%	747 29%	45 30%	169 28%	138 24%	262 27%	235 29%	232 31%	169 28%	45 30%	138 24%	19 28%	119 24%	149 30%	138 28%	136 27%	126 25%	434 30%
Not applicable	11 *	4 *	- -	3 1%	4 1%	1 *	2 *	* *	3 1%	- -	4 1%	- -	* *	- -	* *	- -	- -	10 1%
Don't know	24 1%	7 *	1 1%	9 1%	7 1%	1 *	3 *	3 *	9 1%	1 1%	7 1%	- -	2 *	2 *	2 *	1 *	* *	17 1%
Mean Score	2.42	2.34	2.55	2.49	2.71	2.39	2.32	2.27	2.49	2.55	2.71	2.51	2.63	2.37	2.34	2.35	2.41	2.43
Standard Deviation	1.20	1.14	1.31	1.27	1.33	1.13	1.13	1.14	1.27	1.31	1.33	1.19	1.27	1.24	1.11	1.12	1.10	1.25
Standard Error	0.019	0.023	0.106	0.060	0.050	0.038	0.041	0.041	0.060	0.106	0.050	0.146	0.055	0.055	0.051	0.051	0.048	0.034

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2115	1058	1057	173	302	327	383	309	286	335	588	650	452	426	892	281	776	157	332	799	982
	54%	55%	53%	55%	50%	50%	53%	53%	57%	62%	59%	52%	53%	51%	52%	52%	56%	58%	46%	53%	58%
Definitely agree	(5) 846	416	430	47	116	137	146	127	116	158	228	249	189	180	369	97	333	44	115	323	408
	22%	22%	21%	15%	19%	21%	20%	22%	23%	29%	23%	20%	22%	22%	21%	18%	24%	16%	16%	22%	24%
Tend to agree	(4) 1269	642	627	126	186	190	237	182	170	178	360	400	263	246	523	184	444	113	217	475	574
	32%	33%	31%	40%	31%	29%	33%	31%	34%	33%	36%	32%	31%	30%	30%	34%	32%	42%	30%	32%	34%
Neither agree nor disagree	(3) 758	356	402	51	123	152	163	112	91	65	201	261	156	140	384	107	221	46	98	301	359
	19%	19%	20%	16%	20%	23%	23%	19%	18%	12%	20%	21%	18%	17%	22%	20%	16%	17%	14%	20%	21%
Tend/definitely disagree (Net)	1018	483	535	84	179	170	176	159	121	130	198	337	239	244	432	149	368	66	281	382	354
	26%	25%	27%	27%	30%	26%	24%	27%	24%	24%	20%	27%	28%	30%	25%	28%	27%	24%	39%	26%	21%
Tend to disagree	(2) 628	297	331	52	119	91	114	97	71	84	124	215	152	137	270	73	237	46	154	227	247
	16%	16%	16%	16%	20%	14%	16%	17%	14%	16%	12%	17%	18%	17%	16%	14%	17%	17%	21%	15%	15%
Definitely disagree	(1) 390	186	205	32	60	79	62	62	50	45	75	122	87	107	162	76	131	20	128	156	107
	10%	10%	10%	10%	10%	12%	9%	11%	10%	8%	8%	10%	10%	13%	9%	14%	10%	7%	18%	10%	6%
Not applicable	9	7	2	5	1	1	-	-	-	2	-	-	2	7	5	-	2	2	3	2	4
	*	*	*	2%	*	*	-	-	-	*	-	-	*	1%	*	-	*	1%	*	*	*
Don't know	22	12	10	2	-	1	3	3	7	6	3	5	3	11	5	4	12	2	3	13	5
	1%	1%	*	1%	-	*	*	1%	1%	1%	*	*	*	1%	*	1%	1%	1%	*	1%	*
Mean Score	3.40	3.42	3.37	3.34	3.30	3.33	3.40	3.37	3.46	3.60	3.55	3.35	3.37	3.31	3.39	3.28	3.45	3.43	3.05	3.39	3.55
Standard Deviation	1.26	1.26	1.27	1.22	1.26	1.29	1.22	1.28	1.27	1.29	1.19	1.25	1.29	1.34	1.25	1.30	1.29	1.17	1.37	1.27	1.18
Standard Error	0.020	0.030	0.028	0.088	0.058	0.052	0.046	0.054	0.050	0.049	0.038	0.036	0.047	0.044	0.032	0.058	0.031	0.091	0.046	0.031	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2115 54%	252 44%	1197 52%	275 59%	392 67%	238 49%	223 52%	242 56%	1412 55%	448 57%	649 56%	535 51%	469 52%
Definitely agree (5)	846 22%	88 15%	434 19%	118 25%	207 35%	97 20%	83 20%	102 24%	564 22%	165 21%	254 22%	214 20%	209 23%
Tend to agree (4)	1269 32%	164 29%	764 33%	157 34%	184 31%	141 29%	140 33%	140 32%	848 33%	283 36%	395 34%	320 30%	260 29%
Neither agree nor disagree (3)	758 19%	97 17%	469 20%	94 20%	98 17%	113 23%	99 23%	86 20%	461 18%	164 21%	226 19%	228 22%	135 15%
Tend/definitely disagree (Net)	1018 26%	216 38%	615 27%	96 20%	92 16%	135 28%	104 24%	101 23%	678 26%	173 22%	288 25%	280 27%	273 31%
Tend to disagree (2)	628 16%	105 18%	393 17%	62 13%	68 12%	80 17%	62 14%	53 12%	433 17%	96 12%	202 17%	169 16%	158 18%
Definitely disagree (1)	390 10%	111 20%	222 10%	34 7%	24 4%	55 11%	43 10%	48 11%	245 9%	77 10%	86 7%	111 11%	115 13%
Not applicable	9 *	- -	5 *	- -	4 1%	- -	- -	- -	9 *	1 *	- -	5 1%	3 *
Don't know	22 1%	2 *	14 1%	3 1%	3 1%	1 *	- -	4 1%	17 1%	1 *	4 *	4 *	13 1%
Mean Score	3.40	3.02	3.35	3.57	3.83	3.30	3.37	3.45	3.41	3.46	3.46	3.34	3.33
Standard Deviation	1.26	1.37	1.24	1.21	1.16	1.27	1.23	1.28	1.27	1.23	1.21	1.27	1.36
Standard Error	0.020	0.069	0.024	0.065	0.055	0.062	0.064	0.075	0.024	0.043	0.039	0.041	0.041

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2115	1236	879	1229	659	163	65	453	105	252	426	101	346	273	26	120
	54%	59%	48%	57%	53%	40%	55%	57%	53%	59%	53%	51%	51%	56%	48%	46%
Definitely agree (5)	846	557	290	519	254	60	14	175	40	89	182	36	112	143	12	52
	22%	27%	16%	24%	20%	15%	12%	22%	20%	21%	23%	18%	17%	29%	22%	20%
Tend to agree (4)	1269	679	590	710	405	103	51	278	66	163	244	65	234	130	14	68
	32%	33%	32%	33%	33%	25%	43%	35%	33%	38%	31%	33%	35%	27%	26%	26%
Neither agree nor disagree (3)	758	430	329	455	231	57	15	149	42	80	163	44	159	57	13	47
	19%	21%	18%	21%	19%	14%	12%	19%	21%	19%	20%	22%	24%	12%	23%	18%
Tend/definitely disagree (Net)	1018	409	609	460	339	186	33	187	52	92	205	52	167	156	15	86
	26%	20%	33%	21%	27%	46%	28%	23%	26%	22%	26%	26%	25%	32%	27%	33%
Tend to disagree (2)	628	275	353	302	205	104	17	121	33	60	119	32	115	92	4	47
	16%	13%	19%	14%	16%	25%	15%	15%	17%	14%	15%	16%	17%	19%	8%	18%
Definitely disagree (1)	390	134	256	157	134	83	16	66	18	33	86	21	52	64	11	38
	10%	6%	14%	7%	11%	20%	14%	8%	9%	8%	11%	10%	8%	13%	20%	15%
Not applicable	9	1	8	2	4	1	3	5	-	1	2	-	-	*	1	-
	*	*	*	*	*	*	2%	1%	-	*	*	-	-	*	2%	-
Don't know	22	12	10	12	6	1	3	4	1	-	3	-	2	5	-	6
	1%	1%	1%	1%	1%	*	2%	1%	1%	-	*	-	*	1%	-	2%
Mean Score	3.40	3.60	3.17	3.53	3.36	2.88	3.26	3.48	3.38	3.51	3.40	3.33	3.36	3.40	3.23	3.19
Standard Deviation	1.26	1.20	1.30	1.21	1.28	1.38	1.27	1.23	1.24	1.19	1.28	1.24	1.17	1.42	1.42	1.36
Standard Error	0.020	0.027	0.030	0.026	0.036	0.067	0.109	0.043	0.090	0.060	0.044	0.093	0.046	0.063	0.201	0.085

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2115	827	398	473	136	280	289	940	200	459	227	431	295	322	267	50	77	16
	54%	53%	55%	58%	57%	50%	55%	58%	52%	54%	43%	53%	61%	60%	56%	61%	54%	48%
Definitely agree (5)	846	362	127	183	65	110	117	402	77	177	74	145	145	157	104	24	29	6
	22%	23%	18%	22%	27%	19%	22%	25%	20%	21%	14%	18%	30%	29%	22%	29%	21%	17%
Tend to agree (4)	1269	465	271	291	71	171	172	538	123	283	154	285	150	165	164	26	48	10
	32%	30%	38%	35%	30%	30%	33%	33%	32%	33%	29%	35%	31%	31%	34%	31%	34%	31%
Neither agree nor disagree (3)	758	285	133	182	49	109	118	337	69	163	72	172	99	129	110	12	29	5
	19%	18%	18%	22%	21%	19%	22%	21%	18%	19%	14%	21%	21%	24%	23%	15%	20%	14%
Tend/definitely disagree (Net)	1018	453	188	157	55	165	115	345	111	227	220	211	87	83	102	20	34	13
	26%	29%	26%	19%	23%	29%	22%	21%	29%	27%	42%	26%	18%	15%	21%	24%	24%	38%
Tend to disagree (2)	628	277	123	105	31	91	75	227	64	141	121	143	61	53	76	8	20	8
	16%	18%	17%	13%	13%	16%	14%	14%	17%	16%	23%	18%	13%	10%	16%	10%	14%	25%
Definitely disagree (1)	390	175	65	52	25	74	40	118	48	87	99	68	26	30	26	12	14	5
	10%	11%	9%	6%	10%	13%	8%	7%	12%	10%	19%	8%	5%	6%	5%	14%	10%	13%
Not applicable	9	*	*	3	-	5	-	2	-	4	4	-	-	1	-	-	-	-
	*	*	*	*	-	1%	-	*	-	*	1%	-	-	*	-	-	-	-
Don't know	22	9	2	7	-	4	3	9	2	5	3	5	2	5	1	1	2	-
	1%	1%	*	1%	-	1%	1%	1%	*	1%	1%	1%	*	1%	*	1%	1%	-
Mean Score	3.40	3.36	3.38	3.55	3.50	3.27	3.48	3.54	3.31	3.38	2.97	3.36	3.68	3.68	3.51	3.52	3.42	3.14
Standard Deviation	1.26	1.31	1.21	1.16	1.29	1.31	1.20	1.21	1.31	1.26	1.36	1.20	1.18	1.16	1.15	1.39	1.25	1.35
Standard Error	0.020	0.033	0.047	0.040	0.083	0.053	0.053	0.030	0.067	0.043	0.057	0.043	0.055	0.050	0.053	0.146	0.101	0.246

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2115 54%	1459 57%	66 44%	309 52%	266 47%	594 62%	439 55%	396 53%	309 52%	66 44%	266 47%	29 43%	248 50%	237 48%	273 55%	286 57%	294 59%	778 54%
Definitely agree (5)	846 22%	610 24%	20 13%	116 19%	95 17%	253 26%	179 22%	166 22%	116 19%	20 13%	95 17%	12 18%	109 22%	94 19%	111 22%	116 23%	109 22%	308 22%
Tend to agree (4)	1269 32%	849 33%	46 31%	193 32%	171 30%	341 35%	261 32%	230 31%	193 32%	46 31%	171 30%	17 25%	139 28%	143 29%	163 33%	170 34%	184 37%	470 33%
Neither agree nor disagree (3)	758 19%	556 22%	17 11%	101 17%	82 14%	194 20%	196 24%	153 20%	101 17%	17 11%	82 14%	13 18%	80 16%	106 21%	105 21%	119 24%	115 23%	234 16%
Tend/definitely disagree (Net)	1018 26%	550 21%	66 44%	179 30%	215 38%	172 18%	162 20%	193 26%	179 30%	66 44%	215 38%	23 33%	169 34%	151 30%	119 24%	94 19%	89 18%	397 28%
Tend to disagree (2)	628 16%	369 14%	32 21%	100 17%	122 22%	117 12%	108 13%	132 18%	100 17%	32 21%	122 22%	13 18%	111 22%	94 19%	70 14%	60 12%	58 12%	235 16%
Definitely disagree (1)	390 10%	181 7%	35 23%	80 13%	93 16%	56 6%	54 7%	61 8%	80 13%	35 23%	93 16%	10 15%	58 12%	57 11%	48 10%	34 7%	31 6%	162 11%
Not applicable	9 *	1 *	-	5 1%	3 1%	-	-	1 *	5 1%	-	3 1%	-	-	*	1 *	-	-	8 1%
Don't know	22 1%	15 1%	1 *	4 1%	3 *	1 *	6 1%	4 *	4 1%	1 *	3 *	4 6%	2 *	4 1%	1 *	1 *	1 *	14 1%
Mean Score	3.40	3.52	2.90	3.28	3.09	3.64	3.50	3.42	3.28	2.90	3.09	3.13	3.26	3.25	3.44	3.55	3.57	3.37
Standard Deviation	1.26	1.20	1.41	1.32	1.36	1.16	1.17	1.24	1.32	1.41	1.36	1.36	1.33	1.28	1.25	1.17	1.14	1.30
Standard Error	0.020	0.024	0.114	0.062	0.050	0.038	0.042	0.045	0.062	0.114	0.050	0.176	0.057	0.057	0.058	0.053	0.050	0.035

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2675	1380	1296	223	405	420	472	381	355	420	600	848	629	599	1164	336	990	176	459	1000	1214
	68%	72%	65%	71%	67%	65%	65%	65%	70%	78%	61%	68%	74%	72%	68%	62%	72%	65%	64%	67%	71%
Definitely agree	(5) 1395	733	662	116	210	222	235	188	189	237	317	437	331	310	606	182	529	73	245	507	642
	36%	38%	33%	37%	35%	34%	32%	32%	37%	44%	32%	35%	39%	37%	35%	34%	38%	27%	34%	34%	38%
Tend to agree	(4) 1280	647	633	108	194	199	237	194	166	183	283	410	297	290	558	154	462	103	214	493	572
	33%	34%	32%	34%	32%	30%	33%	33%	33%	34%	29%	33%	35%	35%	32%	29%	33%	38%	30%	33%	34%
Neither agree nor disagree	(3) 572	246	326	40	101	106	121	91	59	55	181	174	120	98	270	93	169	38	103	212	257
	15%	13%	16%	13%	17%	16%	17%	16%	12%	10%	18%	14%	14%	12%	16%	17%	12%	14%	14%	14%	15%
Tend/definitely disagree (Net)	655	280	375	52	97	123	131	108	86	56	207	227	100	121	278	111	205	57	146	275	232
	17%	15%	19%	16%	16%	19%	18%	19%	17%	10%	21%	18%	12%	15%	16%	21%	15%	21%	20%	18%	14%
Tend to disagree	(2) 454	189	265	41	73	80	89	69	62	41	151	159	75	70	205	71	138	38	93	199	161
	12%	10%	13%	13%	12%	12%	12%	12%	12%	8%	15%	13%	9%	8%	12%	13%	10%	14%	13%	13%	9%
Definitely disagree	(1) 201	91	110	11	24	43	43	40	24	16	56	68	25	51	74	40	67	19	54	76	71
	5%	5%	5%	3%	4%	7%	6%	7%	5%	3%	6%	5%	3%	6%	4%	7%	5%	7%	7%	5%	4%
Not applicable	7	5	2	-	-	1	-	1	2	4	*	1	2	5	1	*	6	-	4	4	-
	*	*	*	-	-	*	-	*	*	1%	*	*	*	1%	*	*	*	-	1%	*	-
Don't know	13	7	7	-	1	1	2	2	4	3	2	4	3	5	4	-	9	-	5	7	1
	*	*	*	-	*	*	*	*	1%	1%	*	*	*	1%	*	-	1%	-	1%	*	*
Mean Score	3.82	3.91	3.74	3.87	3.82	3.73	3.74	3.72	3.87	4.10	3.66	3.79	3.98	3.90	3.83	3.68	3.91	3.64	3.71	3.78	3.91
Standard Deviation	1.18	1.15	1.21	1.15	1.15	1.24	1.20	1.22	1.19	1.06	1.23	1.20	1.07	1.18	1.16	1.27	1.16	1.21	1.27	1.20	1.13
Standard Error	0.019	0.027	0.026	0.082	0.053	0.050	0.045	0.052	0.047	0.040	0.039	0.035	0.039	0.038	0.030	0.057	0.028	0.094	0.043	0.029	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2675 68%	321 57%	1606 70%	333 71%	415 71%	343 70%	264 62%	289 67%	1780 69%	447 57%	792 68%	750 71%	667 75%
Definitely agree (5)	1395 36%	164 29%	807 35%	179 38%	246 42%	174 36%	113 26%	138 32%	970 38%	210 27%	400 34%	430 41%	351 39%
Tend to agree (4)	1280 33%	157 28%	800 35%	154 33%	169 29%	169 35%	151 35%	150 35%	809 31%	238 30%	392 34%	319 30%	316 35%
Neither agree nor disagree (3)	572 15%	91 16%	297 13%	70 15%	114 19%	69 14%	73 17%	67 15%	363 14%	137 17%	175 15%	161 15%	95 11%
Tend/definitely disagree (Net)	655 17%	154 27%	381 17%	62 13%	58 10%	74 15%	89 21%	77 18%	414 16%	201 26%	198 17%	137 13%	119 13%
Tend to disagree (2)	454 12%	90 16%	270 12%	44 9%	50 9%	55 11%	60 14%	57 13%	283 11%	134 17%	145 12%	89 9%	85 9%
Definitely disagree (1)	201 5%	64 11%	111 5%	18 4%	7 1%	19 4%	30 7%	20 5%	131 5%	67 9%	52 4%	47 4%	34 4%
Not applicable	7 *	- -	4 *	3 1%	- -	- -	- -	- -	7 *	- -	2 *	1 *	5 1%
Don't know	13 *	1 *	11 *	- -	1 *	1 *	- -	- -	12 *	1 *	1 *	3 *	8 1%
Mean Score	3.82	3.47	3.84	3.93	4.01	3.87	3.60	3.76	3.86	3.50	3.81	3.95	3.98
Standard Deviation	1.18	1.35	1.17	1.12	1.03	1.14	1.21	1.17	1.19	1.28	1.17	1.14	1.11
Standard Error	0.019	0.067	0.022	0.061	0.049	0.055	0.063	0.068	0.022	0.044	0.037	0.037	0.034

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2675	1600	1075	1587	769	247	73	644	141	271	593	135	368	364	33	106
	68%	77%	59%	74%	62%	61%	62%	81%	70%	64%	74%	68%	55%	74%	61%	41%
Definitely agree (5)	1395	857	538	836	382	134	43	356	75	105	323	64	176	212	16	56
	36%	41%	29%	39%	31%	33%	36%	45%	38%	25%	40%	32%	26%	43%	29%	22%
Tend to agree (4)	1280	743	537	751	386	113	30	288	66	166	270	70	193	152	18	50
	33%	36%	29%	35%	31%	28%	25%	36%	33%	39%	34%	36%	29%	31%	32%	19%
Neither agree nor disagree (3)	572	264	309	307	187	62	17	79	32	77	104	28	136	58	8	49
	15%	13%	17%	14%	15%	15%	14%	10%	16%	18%	13%	14%	20%	12%	14%	19%
Tend/definitely disagree (Net)	655	219	436	258	278	95	24	73	27	75	97	34	168	64	12	104
	17%	10%	24%	12%	22%	23%	20%	9%	14%	18%	12%	17%	25%	13%	22%	40%
Tend to disagree (2)	454	155	299	186	196	55	17	44	25	57	68	30	116	39	10	63
	12%	7%	16%	9%	16%	14%	14%	6%	13%	14%	9%	15%	17%	8%	18%	24%
Definitely disagree (1)	201	64	137	71	82	40	7	29	2	17	28	4	52	24	2	42
	5%	3%	7%	3%	7%	10%	6%	4%	1%	4%	4%	2%	8%	5%	4%	16%
Not applicable	7	1	6	1	1	1	4	1	-	-	2	-	-	3	1	-
	*	*	*	*	*	*	3%	*	-	-	*	-	-	1%	2%	-
Don't know	13	4	9	5	5	3	*	2	-	2	3	1	1	2	1	-
	*	*	*	*	*	1%	*	*	-	*	*	1%	*	*	1%	-
Mean Score	3.82	4.04	3.57	3.97	3.64	3.61	3.75	4.13	3.93	3.67	4.00	3.82	3.48	4.01	3.67	3.06
Standard Deviation	1.18	1.05	1.27	1.08	1.25	1.33	1.28	1.04	1.07	1.11	1.10	1.11	1.26	1.15	1.21	1.39
Standard Error	0.019	0.024	0.029	0.024	0.036	0.064	0.109	0.036	0.078	0.056	0.038	0.084	0.050	0.051	0.172	0.085

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2675	1005	458	629	187	397	333	1254	177	592	320	554	367	429	293	51	91	22
	68%	64%	63%	77%	77%	70%	63%	77%	46%	69%	61%	68%	76%	80%	61%	62%	64%	63%
Definitely agree (5)	1395	492	219	356	113	216	134	702	78	305	177	270	185	262	137	26	51	19
	36%	31%	30%	43%	47%	38%	26%	43%	20%	36%	34%	33%	38%	49%	29%	32%	36%	56%
Tend to agree (4)	1280	513	239	273	74	180	199	552	99	287	143	284	182	167	155	25	39	3
	33%	33%	33%	33%	31%	32%	38%	34%	26%	33%	27%	35%	38%	31%	32%	30%	28%	8%
Neither agree nor disagree (3)	572	234	135	107	14	82	87	220	61	125	79	141	68	57	59	14	27	3
	15%	15%	19%	13%	6%	14%	17%	13%	16%	15%	15%	17%	14%	11%	12%	17%	19%	9%
Tend/definitely disagree (Net)	655	330	126	79	38	81	104	154	143	135	119	120	49	53	126	17	24	9
	17%	21%	17%	10%	16%	14%	20%	9%	38%	16%	23%	15%	10%	10%	26%	20%	17%	27%
Tend to disagree (2)	454	219	98	59	21	56	77	110	99	97	72	90	33	40	87	10	16	6
	12%	14%	14%	7%	9%	10%	15%	7%	26%	11%	14%	11%	7%	7%	18%	12%	11%	17%
Definitely disagree (1)	201	111	28	20	17	25	27	44	44	38	47	30	16	13	39	7	8	4
	5%	7%	4%	2%	7%	4%	5%	3%	12%	4%	9%	4%	3%	2%	8%	8%	6%	10%
Not applicable	7	-	2	3	1	1	-	1	-	1	5	*	1	-	-	-	-	-
	*	-	*	*	1%	*	-	*	-	*	1%	*	*	-	-	-	-	-
Don't know	13	5	1	3	1	3	1	4	1	4	3	3	-	-	2	-	-	-
	*	*	*	*	1%	1%	*	*	*	1%	1%	*	-	-	*	-	-	-
Mean Score	3.82	3.67	3.73	4.09	4.02	3.90	3.64	4.08	3.17	3.85	3.64	3.83	4.01	4.16	3.55	3.66	3.77	3.81
Standard Deviation	1.18	1.25	1.15	1.03	1.24	1.15	1.16	1.04	1.33	1.16	1.32	1.12	1.05	1.04	1.30	1.28	1.22	1.51
Standard Error	0.019	0.032	0.045	0.036	0.080	0.047	0.051	0.026	0.068	0.040	0.056	0.040	0.049	0.045	0.059	0.134	0.097	0.276

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2675 68%	1807 70%	86 57%	391 65%	373 66%	705 73%	583 72%	468 63%	391 65%	86 57%	373 66%	51 73%	342 69%	367 74%	327 66%	327 66%	311 62%	1001 70%
Definitely agree (5)	1395 36%	951 37%	45 30%	193 32%	200 35%	397 41%	294 37%	236 32%	193 32%	45 30%	200 35%	24 35%	178 36%	174 35%	169 34%	163 33%	173 35%	538 38%
Tend to agree (4)	1280 33%	856 33%	41 28%	199 33%	173 31%	308 32%	289 36%	232 31%	199 33%	41 28%	173 31%	27 39%	164 33%	193 39%	159 32%	164 33%	138 28%	463 32%
Neither agree nor disagree (3)	572 15%	369 14%	36 24%	96 16%	67 12%	125 13%	108 13%	129 17%	96 16%	36 24%	67 12%	7 11%	71 14%	68 14%	91 18%	73 15%	82 16%	187 13%
Tend/definitely disagree (Net)	655 17%	397 15%	28 18%	105 18%	119 21%	129 13%	113 14%	147 20%	105 18%	28 18%	119 21%	8 12%	83 17%	63 13%	80 16%	98 20%	104 21%	227 16%
Tend to disagree (2)	454 12%	281 11%	18 12%	78 13%	75 13%	96 10%	88 11%	93 12%	78 13%	18 12%	75 13%	4 6%	52 11%	48 10%	55 11%	80 16%	76 15%	143 10%
Definitely disagree (1)	201 5%	117 5%	10 6%	28 5%	44 8%	33 3%	25 3%	54 7%	28 5%	10 6%	44 8%	4 6%	31 6%	15 3%	25 5%	19 4%	27 5%	84 6%
Not applicable	7 *	1 *	- -	3 *	4 1%	- -	- -	1 *	3 *	- -	4 1%	* -	- -	- -	- -	- -	- -	7 1%
Don't know	13 *	6 *	* *	3 *	5 1%	3 *	* *	- -	3 *	* *	5 1%	3 4%	2 *	1 *	- -	* *	2 *	8 1%
Mean Score	3.82	3.87	3.63	3.76	3.73	3.98	3.92	3.68	3.76	3.63	3.73	3.94	3.82	3.93	3.78	3.75	3.71	3.87
Standard Deviation	1.18	1.16	1.21	1.17	1.29	1.12	1.10	1.24	1.17	1.21	1.29	1.14	1.21	1.07	1.17	1.18	1.24	1.20
Standard Error	0.019	0.023	0.097	0.055	0.048	0.037	0.039	0.045	0.055	0.097	0.048	0.143	0.052	0.047	0.054	0.054	0.055	0.032

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

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2781	1417	1364	66	285	489	597	442	502	400	914	889	541	437	1326	387	1002	55	156	1367	1255
Weighted base	2823	1520	1303	107	378	522	625	480	399	312	886	907	609	421	1463	420	837	93	150	1143	1528
Definitely/tend agree (Net)	2055	1139	916	90	305	394	443	328	281	214	656	647	447	305	1100	293	584	74	91	802	1161
	73%	75%	70%	84%	81%	76%	71%	68%	70%	69%	74%	71%	73%	72%	75%	70%	70%	79%	61%	70%	76%
Definitely agree	(5) 1172	659	512	44	189	244	223	173	170	128	359	370	259	184	622	148	366	32	58	438	675
	42%	43%	39%	41%	50%	47%	36%	36%	43%	41%	41%	41%	42%	44%	43%	35%	44%	35%	39%	38%	44%
Tend to agree	(4) 884	480	404	46	116	150	220	155	110	87	297	277	189	121	478	145	218	42	33	365	486
	31%	32%	31%	43%	31%	29%	35%	32%	28%	28%	34%	31%	31%	29%	33%	35%	26%	45%	22%	32%	32%
Neither agree nor disagree	(3) 366	178	188	4	51	67	84	69	52	39	117	126	80	43	193	49	111	11	15	149	203
	13%	12%	14%	4%	13%	13%	14%	14%	13%	12%	13%	14%	13%	10%	13%	12%	13%	12%	10%	13%	13%
Tend/definitely disagree (Net)	381	192	189	13	18	59	94	80	65	51	112	129	74	66	164	77	131	7	34	184	162
	13%	13%	15%	12%	5%	11%	15%	17%	16%	16%	13%	14%	12%	16%	11%	18%	16%	8%	22%	16%	11%
Tend to disagree	(2) 236	116	120	9	9	30	62	51	37	37	77	84	45	30	108	47	75	4	11	112	113
	8%	8%	9%	9%	2%	6%	10%	11%	9%	12%	9%	9%	7%	7%	7%	11%	9%	4%	7%	10%	7%
Definitely disagree	(1) 145	76	69	4	9	29	32	29	28	14	35	45	29	36	57	29	55	3	22	72	50
	5%	5%	5%	4%	2%	6%	5%	6%	7%	5%	4%	5%	5%	9%	4%	7%	7%	3%	15%	6%	3%
Not applicable	18	9	9	-	4	1	-	3	2	8	-	5	8	5	4	1	12	1	10	8	-
	1%	1%	1%	-	1%	*	-	1%	*	3%	-	1%	1%	1%	*	*	1%	1%	7%	1%	-
Don't know	3	3	-	-	-	-	3	-	-	-	-	1	-	2	2	1	-	-	-	1	2
	*	*	-	-	-	-	1%	-	-	-	-	*	-	1%	*	-	-	-	-	*	*
Mean Score	3.96	4.01	3.90	4.09	4.25	4.06	3.87	3.82	3.90	3.91	3.98	3.94	4.00	3.93	4.03	3.80	3.93	4.04	3.67	3.87	4.06
Standard Deviation	1.16	1.15	1.18	1.06	0.95	1.15	1.16	1.20	1.25	1.21	1.12	1.17	1.14	1.27	1.10	1.23	1.24	0.98	1.48	1.21	1.08
Standard Error	0.022	0.031	0.032	0.131	0.056	0.052	0.048	0.057	0.056	0.061	0.037	0.039	0.049	0.062	0.030	0.063	0.040	0.133	0.123	0.033	0.030

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

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2781	233	1898	267	383	310	303	217	1951	711	786	677	586
Weighted base	2823	335	1628	364	496	357	338	305	1823	660	890	744	512
Definitely/tend agree (Net)	2055	249	1172	270	364	286	234	227	1308	483	633	563	363
	73%	74%	72%	74%	74%	80%	69%	74%	72%	73%	71%	76%	71%
Definitely agree (5)	1172	128	658	164	221	165	112	125	769	264	366	312	221
	42%	38%	40%	45%	45%	46%	33%	41%	42%	40%	41%	42%	43%
Tend to agree (4)	884	120	514	106	143	120	122	102	539	219	268	251	142
	31%	36%	32%	29%	29%	34%	36%	33%	30%	33%	30%	34%	28%
Neither agree nor disagree (3)	366	33	224	42	68	38	46	33	249	88	141	76	61
	13%	10%	14%	11%	14%	11%	14%	11%	14%	13%	16%	10%	12%
Tend/definitely disagree (Net)	381	54	218	47	63	33	57	43	248	88	107	104	79
	13%	16%	13%	13%	13%	9%	17%	14%	14%	13%	12%	14%	15%
Tend to disagree (2)	236	27	126	28	54	12	33	31	161	59	64	69	43
	8%	8%	8%	8%	11%	3%	10%	10%	9%	9%	7%	9%	8%
Definitely disagree (1)	145	27	91	19	8	21	24	12	87	30	42	35	37
	5%	8%	6%	5%	2%	6%	7%	4%	5%	4%	5%	5%	7%
Not applicable	18	-	12	5	1	1	-	-	17	*	6	1	9
	1%	-	1%	1%	*	*	-	-	1%	*	1%	*	2%
Don't know	3	-	3	-	-	-	-	2	1	-	2	1	-
	*	-	*	-	-	-	-	1%	*	-	*	*	-
Mean Score	3.96	3.88	3.94	4.03	4.04	4.11	3.79	3.98	3.96	3.95	3.96	3.99	3.93
Standard Deviation	1.16	1.23	1.17	1.16	1.08	1.11	1.21	1.14	1.16	1.14	1.14	1.15	1.25
Standard Error	0.022	0.081	0.027	0.072	0.055	0.063	0.069	0.077	0.026	0.043	0.041	0.044	0.052

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

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2781	1839	942	1843	824	87	27	531	132	312	613	136	533	308	27	178
Weighted base	2823	1890	932	1897	791	108	27	536	144	340	577	148	568	307	32	164
Definitely/tend agree (Net)	2055	1470	586	1432	533	77	14	414	101	246	411	117	395	226	29	110
	73%	78%	63%	75%	67%	72%	50%	77%	70%	72%	71%	79%	70%	74%	91%	67%
Definitely agree (5)	1172	874	298	836	281	48	7	252	56	128	240	65	194	152	19	61
	42%	46%	32%	44%	36%	44%	26%	47%	39%	38%	42%	44%	34%	50%	59%	37%
Tend to agree (4)	884	596	288	596	252	29	7	163	45	118	171	52	201	74	10	49
	31%	32%	31%	31%	32%	27%	25%	30%	31%	35%	30%	35%	35%	24%	32%	30%
Neither agree nor disagree (3)	366	212	154	241	112	10	3	54	23	43	76	18	99	27	2	23
	13%	11%	17%	13%	14%	9%	11%	10%	16%	13%	13%	12%	17%	9%	5%	14%
Tend/definitely disagree (Net)	381	200	180	215	141	15	10	66	19	49	80	12	72	49	1	31
	13%	11%	19%	11%	18%	14%	36%	12%	13%	14%	14%	8%	13%	16%	4%	19%
Tend to disagree (2)	236	137	99	150	78	6	2	40	13	30	42	5	50	35	-	20
	8%	7%	11%	8%	10%	6%	9%	8%	9%	9%	7%	4%	9%	11%	-	12%
Definitely disagree (1)	145	63	82	66	63	8	7	25	6	19	39	7	22	14	1	11
	5%	3%	9%	3%	8%	8%	27%	5%	4%	6%	7%	5%	4%	5%	4%	7%
Not applicable	18	5	12	6	5	6	1	2	2	2	8	*	1	2	-	1
	1%	*	1%	*	1%	6%	3%	*	1%	1%	1%	*	*	1%	-	*
Don't know	3	3	-	3	-	-	-	-	-	-	1	-	-	2	-	-
	*	*	-	*	-	-	-	-	-	-	*	-	-	1%	-	-
Mean Score	3.96	4.11	3.68	4.05	3.78	4.00	3.14	4.08	3.93	3.91	3.94	4.11	3.87	4.04	4.42	3.79
Standard Deviation	1.16	1.08	1.27	1.09	1.25	1.25	1.61	1.14	1.13	1.16	1.21	1.06	1.10	1.22	0.92	1.25
Standard Error	0.022	0.025	0.042	0.026	0.044	0.138	0.316	0.050	0.099	0.066	0.049	0.091	0.048	0.070	0.176	0.094

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

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2781	1159	500	594	161	367	477	1366	305	519	114	793	459	534	480	91	156	30
Weighted base	2823	1191	518	594	163	357	483	1414	287	504	135	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2055	872	380	439	120	245	354	1077	198	335	91	604	383	410	336	62	95	28
	73%	73%	73%	74%	73%	68%	73%	76%	69%	66%	67%	74%	79%	76%	70%	75%	67%	82%
Definitely agree (5)	1172	508	187	247	78	152	210	626	95	186	55	354	216	249	167	38	51	18
	42%	43%	36%	42%	48%	43%	43%	44%	33%	37%	41%	43%	45%	46%	35%	46%	36%	52%
Tend to agree (4)	884	364	193	192	42	92	144	452	102	149	36	249	167	161	169	24	44	10
	31%	31%	37%	32%	26%	26%	30%	32%	36%	30%	27%	30%	34%	30%	35%	29%	31%	30%
Neither agree nor disagree (3)	366	151	76	66	21	51	69	172	42	70	13	110	57	67	73	12	17	2
	13%	13%	15%	11%	13%	14%	14%	12%	15%	14%	9%	13%	12%	12%	15%	15%	12%	5%
Tend/definitely disagree (Net)	381	159	57	84	22	59	58	157	46	95	24	101	44	62	71	8	29	4
	13%	13%	11%	14%	13%	17%	12%	11%	16%	19%	18%	12%	9%	11%	15%	10%	21%	13%
Tend to disagree (2)	236	106	31	50	10	39	45	104	31	47	9	60	34	53	45	6	14	3
	8%	9%	6%	8%	6%	11%	9%	7%	11%	9%	6%	7%	7%	10%	9%	8%	10%	10%
Definitely disagree (1)	145	53	26	34	12	20	13	53	15	48	16	41	10	9	26	2	15	1
	5%	4%	5%	6%	7%	6%	3%	4%	5%	10%	12%	5%	2%	2%	5%	2%	11%	3%
Not applicable	18	5	5	5	*	2	1	5	1	4	7	1	-	1	-	-	-	-
	1%	*	1%	1%	*	1%	*	*	*	1%	5%	*	-	*	-	-	-	-
Don't know	3	3	-	-	-	-	1	2	-	-	-	3	-	-	-	-	-	-
	*	*	-	-	-	-	*	*	-	-	-	*	-	-	-	-	-	-
Mean Score	3.96	3.99	3.94	3.96	4.01	3.90	4.02	4.06	3.81	3.76	3.83	4.00	4.13	4.09	3.85	4.09	3.72	4.18
Standard Deviation	1.16	1.15	1.10	1.18	1.23	1.23	1.10	1.09	1.17	1.30	1.37	1.15	1.01	1.06	1.16	1.05	1.33	1.11
Standard Error	0.022	0.034	0.049	0.049	0.097	0.064	0.050	0.030	0.067	0.057	0.132	0.041	0.047	0.046	0.053	0.110	0.107	0.202

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

B24e. Agreement with e) I enjoy driving

Base : Hold car driving licence

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2781	2543	156	82	-	914	784	779	82	156	-	66	271	320	376	416	480	918
Weighted base	2823	2580	150	93	-	962	804	745	93	150	-	69	275	319	401	430	469	930
Definitely/tend agree (Net)	2055 73%	1917 74%	91 61%	47 50%	-	757 79%	620 77%	492 66%	47 50%	91 61%	-	48 69%	199 72%	238 74%	286 71%	318 74%	335 71%	680 73%
Definitely agree (5)	1172 42%	1093 42%	58 39%	20 22%	-	451 47%	352 44%	259 35%	20 22%	58 39%	-	31 45%	109 40%	132 41%	147 37%	192 45%	187 40%	405 44%
Tend to agree (4)	884 31%	824 32%	33 22%	26 28%	-	306 32%	268 33%	233 31%	26 28%	33 22%	-	17 24%	90 33%	106 33%	139 35%	126 29%	147 31%	276 30%
Neither agree nor disagree (3)	366 13%	338 13%	15 10%	13 14%	-	115 12%	94 12%	116 16%	13 14%	15 10%	-	14 20%	22 8%	38 12%	60 15%	68 16%	75 16%	103 11%
Tend/definitely disagree (Net)	381 13%	320 12%	34 22%	27 29%	-	89 9%	88 11%	136 18%	27 29%	34 22%	-	7 11%	48 17%	41 13%	54 13%	44 10%	58 12%	136 15%
Tend to disagree (2)	236 8%	216 8%	11 7%	9 9%	-	59 6%	61 8%	90 12%	9 9%	11 7%	-	7 9%	21 8%	26 8%	40 10%	26 6%	38 8%	85 9%
Definitely disagree (1)	145 5%	103 4%	22 15%	19 20%	-	30 3%	26 3%	46 6%	19 20%	22 15%	-	1 1%	26 10%	15 5%	14 3%	18 4%	20 4%	51 5%
Not applicable	18 1%	2 *	10 7%	6 7%	-	-	-	2 *	6 7%	10 7%	-	-	3 1%	2 1%	-	-	1 *	11 1%
Don't know	3 *	3 *	-	-	-	1 *	2 *	-	-	-	-	-	2 1%	-	1 *	-	-	-
Mean Score	3.96	4.00	3.67	3.24	-	4.13	4.07	3.76	3.24	3.67	-	4.03	3.87	3.99	3.91	4.04	3.95	3.98
Standard Deviation	1.16	1.12	1.48	1.47	-	1.05	1.07	1.22	1.47	1.48	-	1.07	1.29	1.14	1.11	1.11	1.13	1.19
Standard Error	0.022	0.022	0.123	0.169	-	0.035	0.038	0.044	0.169	0.123	-	0.131	0.079	0.064	0.057	0.054	0.052	0.040

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

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2781	1417	1364	66	285	489	597	442	502	400	914	889	541	437	1326	387	1002	55	156	1367	1255
Weighted base	2823	1520	1303	107	378	522	625	480	399	312	886	907	609	421	1463	420	837	93	150	1143	1528
Definitely/tend agree (Net)	882	453	429	20	86	171	219	163	141	83	256	279	209	138	447	148	263	21	47	395	439
	31%	30%	33%	19%	23%	33%	35%	34%	35%	27%	29%	31%	34%	33%	31%	35%	31%	22%	31%	35%	29%
Definitely agree	(5) 280	149	131	4	23	49	74	50	50	30	69	97	60	53	132	44	98	5	23	130	125
	10%	10%	10%	4%	6%	9%	12%	11%	13%	10%	8%	11%	10%	13%	9%	11%	12%	5%	15%	11%	8%
Tend to agree	(4) 602	304	298	16	63	122	145	112	90	54	186	182	149	85	315	103	165	16	24	264	314
	21%	20%	23%	15%	17%	23%	23%	23%	23%	17%	21%	20%	24%	20%	22%	25%	20%	17%	16%	23%	21%
Neither agree nor disagree	(3) 486	248	238	22	74	87	110	97	60	36	159	169	92	66	264	80	122	19	25	172	289
	17%	16%	18%	21%	20%	17%	18%	20%	15%	12%	18%	19%	15%	16%	18%	19%	15%	21%	17%	15%	19%
Tend/definitely disagree (Net)	1427	806	620	65	213	261	295	213	194	185	469	454	296	207	742	191	436	53	63	565	798
	51%	53%	48%	61%	56%	50%	47%	44%	49%	59%	53%	50%	49%	49%	51%	46%	52%	57%	42%	49%	52%
Tend to disagree	(2) 747	426	321	44	123	134	158	111	93	84	263	239	150	94	402	106	199	37	32	290	424
	26%	28%	25%	41%	32%	26%	25%	23%	23%	27%	30%	26%	25%	22%	27%	25%	24%	39%	21%	25%	28%
Definitely disagree	(1) 680	380	300	21	90	127	138	103	101	101	206	216	146	113	340	85	237	16	31	275	374
	24%	25%	23%	20%	24%	24%	22%	21%	25%	32%	23%	24%	24%	27%	23%	20%	28%	18%	21%	24%	24%
Not applicable	23	11	12	-	4	1	1	6	4	7	-	2	11	9	7	1	14	-	15	8	-
	1%	1%	1%	-	1%	*	*	1%	1%	2%	-	*	2%	2%	*	*	2%	-	10%	1%	-
Don't know	5	1	4	-	1	2	-	1	1	1	2	2	-	1	4	-	2	-	-	3	2
	*	*	*	-	*	*	-	*	*	*	*	*	-	*	*	-	*	-	-	*	*
Mean Score	2.66	2.61	2.72	2.42	2.48	2.68	2.78	2.74	2.74	2.60	2.68	2.71	2.69	2.65	2.80	2.62	2.53	2.82	2.72	2.72	2.60
Standard Deviation	1.32	1.32	1.32	1.08	1.20	1.32	1.34	1.31	1.39	1.36	1.26	1.32	1.34	1.40	1.29	1.30	1.39	1.13	1.42	1.36	1.28
Standard Error	0.025	0.035	0.036	0.133	0.071	0.060	0.055	0.063	0.062	0.069	0.042	0.045	0.058	0.068	0.036	0.066	0.044	0.153	0.120	0.037	0.036

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

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2781	233	1898	267	383	310	303	217	1951	711	786	677	586
Weighted base	2823	335	1628	364	496	357	338	305	1823	660	890	744	512
Definitely/tend agree (Net)	882 31%	132 39%	517 32%	95 26%	138 28%	104 29%	111 33%	102 33%	566 31%	191 29%	296 33%	211 28%	181 35%
Definitely agree (5)	280 10%	57 17%	146 9%	26 7%	51 10%	38 11%	22 6%	38 13%	182 10%	53 8%	89 10%	70 9%	66 13%
Tend to agree (4)	602 21%	75 22%	371 23%	69 19%	87 18%	66 18%	89 27%	63 21%	384 21%	138 21%	207 23%	141 19%	114 22%
Neither agree nor disagree (3)	486 17%	62 18%	290 18%	61 17%	73 15%	62 17%	61 18%	67 22%	297 16%	120 18%	170 19%	134 18%	58 11%
Tend/definitely disagree (Net)	1427 51%	140 42%	802 49%	202 55%	282 57%	191 53%	163 48%	135 44%	938 51%	348 53%	415 47%	392 53%	260 51%
Tend to disagree (2)	747 26%	71 21%	456 28%	93 25%	127 26%	91 25%	100 30%	58 19%	497 27%	205 31%	219 25%	184 25%	129 25%
Definitely disagree (1)	680 24%	69 21%	347 21%	109 30%	155 31%	100 28%	62 18%	77 25%	441 24%	143 22%	197 22%	207 28%	132 26%
Not applicable	23 1%	- -	15 1%	5 1%	2 *	- -	2 1%	1 *	20 1%	* *	6 1%	4 1%	12 2%
Don't know	5 *	1 *	4 *	1 *	- -	1 *	1 *	1 *	2 *	- -	1 *	3 *	1 *
Mean Score	2.66	2.94	2.70	2.47	2.50	2.58	2.72	2.76	2.65	2.63	2.74	2.57	2.71
Standard Deviation	1.32	1.40	1.28	1.30	1.36	1.35	1.23	1.37	1.32	1.25	1.31	1.33	1.41
Standard Error	0.025	0.092	0.030	0.080	0.070	0.077	0.071	0.093	0.030	0.047	0.047	0.051	0.059

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

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2781	1839	942	1843	824	87	27	531	132	312	613	136	533	308	27	178
Weighted base	2823	1890	932	1897	791	108	27	536	144	340	577	148	568	307	32	164
Definitely/tend agree (Net)	882	558	325	558	283	32	9	148	49	114	162	51	177	97	11	72
	31%	30%	35%	29%	36%	30%	35%	28%	34%	34%	28%	34%	31%	32%	35%	44%
Definitely agree (5)	280	158	122	152	103	20	5	49	10	39	50	16	51	34	6	26
	10%	8%	13%	8%	13%	19%	18%	9%	7%	11%	9%	11%	9%	11%	18%	16%
Tend to agree (4)	602	400	202	406	180	12	5	99	39	76	112	35	126	63	6	46
	21%	21%	22%	21%	23%	11%	17%	19%	27%	22%	19%	24%	22%	20%	17%	28%
Neither agree nor disagree (3)	486	310	175	321	142	16	7	102	16	51	102	27	117	45	3	21
	17%	16%	19%	17%	18%	15%	25%	19%	11%	15%	18%	18%	21%	15%	11%	13%
Tend/definitely disagree (Net)	1427	1013	414	1008	354	55	10	282	78	171	299	70	272	163	17	70
	51%	54%	44%	53%	45%	51%	37%	53%	54%	50%	52%	47%	48%	53%	54%	43%
Tend to disagree (2)	747	504	243	513	195	31	7	145	41	108	162	36	155	62	6	31
	26%	27%	26%	27%	25%	29%	27%	27%	29%	32%	28%	25%	27%	20%	18%	19%
Definitely disagree (1)	680	509	171	495	159	23	3	136	37	63	137	33	116	101	12	39
	24%	27%	18%	26%	20%	22%	10%	25%	26%	19%	24%	23%	21%	33%	36%	24%
Not applicable	23	5	17	5	12	5	1	3	2	2	12	*	*	2	-	1
	1%	*	2%	*	1%	5%	3%	1%	1%	1%	2%	*	*	1%	-	1%
Don't know	5	4	1	5	-	-	-	1	-	1	1	-	2	-	-	-
	*	*	*	*	-	-	-	*	-	*	*	-	*	-	-	-
Mean Score	2.66	2.57	2.85	2.58	2.84	2.75	3.06	2.59	2.61	2.76	2.60	2.75	2.72	2.56	2.63	2.93
Standard Deviation	1.32	1.31	1.32	1.30	1.34	1.44	1.30	1.30	1.32	1.31	1.29	1.33	1.27	1.41	1.57	1.44
Standard Error	0.025	0.031	0.044	0.030	0.047	0.158	0.254	0.057	0.115	0.074	0.053	0.115	0.055	0.081	0.302	0.109

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

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	2781	1159	500	594	161	367	477	1366	305	519	114	793	459	534	480	91	156	30	
Weighted base	2823	1191	518	594	163	357	483	1414	287	504	135	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	882	420	148	167	49	98	175	383	118	165	42	242	141	152	170	28	55	10	
	31%	35%	29%	28%	30%	27%	36%	27%	41%	33%	31%	30%	29%	28%	35%	35%	39%	29%	
Definitely agree	(5)	280	134	44	45	17	39	41	111	39	64	25	60	37	44	54	10	25	7
		10%	11%	9%	8%	10%	11%	8%	8%	13%	13%	19%	7%	8%	8%	11%	13%	18%	19%
Tend to agree	(4)	602	286	104	122	33	58	134	272	79	101	17	182	104	107	116	18	30	3
		21%	24%	20%	21%	20%	16%	28%	19%	28%	20%	12%	22%	21%	20%	24%	22%	21%	10%
Neither agree nor disagree	(3)	486	186	102	118	22	58	80	241	47	95	22	149	82	81	106	5	18	5
		17%	16%	20%	20%	13%	16%	17%	17%	16%	19%	17%	18%	17%	15%	22%	6%	12%	15%
Tend/definitely disagree (Net)	1427	578	259	301	92	197	227	781	120	235	65	424	259	304	205	49	69	19	
		51%	49%	50%	51%	56%	47%	55%	42%	47%	48%	52%	54%	56%	43%	60%	48%	56%	
Tend to disagree	(2)	747	299	148	159	39	101	126	386	71	124	39	221	140	142	118	20	36	11
		26%	25%	29%	27%	24%	28%	26%	27%	25%	25%	29%	27%	29%	26%	25%	24%	25%	31%
Definitely disagree	(1)	680	279	110	142	52	96	100	394	49	111	26	203	120	161	86	29	33	9
		24%	23%	21%	24%	32%	27%	21%	28%	17%	22%	19%	25%	25%	30%	18%	35%	23%	25%
Not applicable		23	5	8	6	*	4	1	4	2	9	6	1	-	1	-	-	-	-
		1%	*	2%	1%	*	1%	*	*	1%	2%	4%	*	-	*	-	-	-	-
Don't know		5	2	1	2	-	-	1	5	-	-	-	2	1	2	-	-	-	-
		*	*	*	*	-	-	*	*	-	-	*	*	*	*	-	-	-	-
Mean Score	2.66	2.74	2.65	2.61	2.52	2.56	2.77	2.52	2.96	2.77	2.81	2.60	2.58	2.50	2.86	2.53	2.85	2.67	
Standard Deviation	1.32	1.35	1.26	1.27	1.39	1.34	1.29	1.29	1.33	1.35	1.41	1.28	1.28	1.32	1.28	1.48	1.45	1.46	
Standard Error	0.025	0.040	0.057	0.052	0.110	0.070	0.059	0.035	0.076	0.060	0.135	0.045	0.060	0.057	0.058	0.155	0.116	0.267	

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

B24f. Agreement with f) I find driving stressful

Base : Hold car driving licence

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2781	2543	156	82	-	914	784	779	82	156	-	66	271	320	376	416	480	918
Weighted base	2823	2580	150	93	-	962	804	745	93	150	-	69	275	319	401	430	469	930
Definitely/tend agree (Net)	882 31%	799 31%	47 31%	37 40%	-	274 29%	232 29%	273 37%	37 40%	47 31%	-	20 28%	89 32%	103 32%	119 30%	139 32%	140 30%	292 31%
Definitely agree (5)	280 10%	238 9%	23 15%	19 21%	-	75 8%	60 8%	98 13%	19 21%	23 15%	-	5 7%	33 12%	33 10%	32 8%	41 10%	36 8%	106 11%
Tend to agree (4)	602 21%	561 22%	24 16%	18 19%	-	200 21%	171 21%	175 23%	18 19%	24 16%	-	15 21%	56 20%	70 22%	87 22%	97 23%	105 22%	187 20%
Neither agree nor disagree (3)	486 17%	446 17%	25 17%	15 16%	-	150 16%	160 20%	131 18%	15 16%	25 17%	-	5 7%	55 20%	52 16%	82 21%	78 18%	92 20%	126 14%
Tend/definitely disagree (Net)	1427 51%	1329 51%	63 42%	35 37%	-	536 56%	412 51%	337 45%	35 37%	63 42%	-	44 63%	124 45%	162 51%	199 50%	210 49%	235 50%	497 53%
Tend to disagree (2)	747 26%	688 27%	32 21%	26 28%	-	292 30%	219 27%	157 21%	26 28%	32 21%	-	20 29%	61 22%	72 23%	116 29%	109 25%	139 30%	251 27%
Definitely disagree (1)	680 24%	641 25%	31 21%	8 9%	-	243 25%	193 24%	180 24%	8 9%	31 21%	-	24 34%	63 23%	90 28%	83 21%	101 24%	96 21%	246 26%
Not applicable	23 1%	2 *	15 10%	6 7%	-	-	-	2 *	6 7%	15 10%	-	-	7 2%	2 1%	-	2 *	1 *	12 1%
Don't know	5 *	5 *	-	-	-	1 *	1 *	2 *	-	-	-	1 1%	-	-	1 *	1 *	1 *	3 *
Mean Score	2.66	2.64	2.82	3.16	-	2.55	2.61	2.80	3.16	2.82	-	2.38	2.76	2.63	2.67	2.69	2.67	2.62
Standard Deviation	1.32	1.31	1.42	1.33	-	1.28	1.26	1.38	1.33	1.42	-	1.35	1.35	1.37	1.25	1.31	1.24	1.37
Standard Error	0.025	0.026	0.120	0.153	-	0.042	0.045	0.050	0.153	0.120	-	0.168	0.083	0.077	0.064	0.065	0.057	0.046

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	898	342	556	49	156	111	108	97	107	270	56	230	118	494	172	77	589	56	898	-	-
Weighted base	717	309	408	63	178	96	89	73	58	160	43	214	111	349	174	76	387	76	717	-	-
Definitely/tend agree (Net)	149	73	76	20	45	26	28	18	5	6	4	33	22	89	30	21	71	24	149	-	-
	21%	24%	19%	32%	25%	27%	32%	25%	8%	4%	9%	16%	20%	26%	17%	28%	18%	32%	21%	-	-
Definitely agree	(5) 61	31	31	3	18	11	16	6	3	4	1	6	9	45	8	7	37	9	61	-	-
	9%	10%	8%	5%	10%	12%	18%	8%	6%	2%	2%	3%	8%	13%	5%	9%	10%	12%	9%	-	-
Tend to agree	(4) 87	42	45	17	27	14	12	13	2	3	3	28	13	44	22	14	34	15	87	-	-
	12%	14%	11%	27%	15%	15%	14%	17%	3%	2%	7%	13%	12%	13%	13%	18%	9%	20%	12%	-	-
Neither agree nor disagree	(3) 63	24	38	4	19	15	6	4	7	9	4	20	7	33	22	3	30	6	63	-	-
	9%	8%	9%	6%	11%	15%	7%	5%	12%	6%	9%	9%	6%	9%	13%	5%	8%	8%	9%	-	-
Tend/definitely disagree (Net)	399	174	225	30	112	53	50	46	35	72	27	131	66	174	117	51	190	39	399	-	-
	56%	56%	55%	48%	63%	55%	56%	64%	59%	45%	64%	61%	60%	50%	68%	49%	51%	56%	-	-	
Tend to disagree	(2) 114	54	60	10	32	24	8	13	14	13	8	36	10	60	31	16	54	12	114	-	-
	16%	17%	15%	16%	18%	24%	9%	17%	24%	8%	19%	17%	9%	17%	18%	21%	14%	16%	16%	-	-
Definitely disagree	(1) 285	121	164	20	80	29	42	34	21	59	19	95	57	114	86	36	135	27	285	-	-
	40%	39%	40%	32%	45%	31%	47%	47%	36%	37%	45%	44%	51%	33%	50%	47%	35%	35%	40%	-	-
Not applicable	104	35	68	7	2	3	5	4	12	72	6	28	16	53	2	-	95	7	104	-	-
	14%	11%	17%	11%	1%	3%	5%	6%	20%	45%	15%	13%	14%	15%	1%	-	24%	9%	14%	-	-
Don't know	3	2	1	2	-	-	-	-	*	1	1	2	-	-	2	-	1	-	3	-	-
	*	1%	*	3%	-	-	-	-	1%	*	2%	1%	-	-	1%	-	*	-	*	-	-
Mean Score	2.22	2.29	2.17	2.49	2.27	2.51	2.44	2.18	1.98	1.62	1.81	1.99	2.04	2.48	2.02	2.22	2.26	2.52	2.22	-	-
Standard Deviation	1.41	1.45	1.39	1.41	1.42	1.39	1.64	1.43	1.19	1.07	1.11	1.23	1.45	1.50	1.27	1.43	1.46	1.51	1.41	-	-
Standard Error	0.053	0.086	0.068	0.213	0.116	0.135	0.164	0.152	0.130	0.093	0.170	0.091	0.151	0.076	0.098	0.163	0.072	0.209	0.053	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	898	161	658	52	27	93	39	47	719	104	150	205	437
Weighted base	717	200	437	55	24	92	34	60	531	97	158	176	286
Definitely/tend agree (Net)	149 21%	40 20%	97 22%	7 12%	5 21%	20 22%	10 29%	31 51%	88 17%	13 13%	33 21%	48 28%	54 19%
Definitely agree (5)	61 9%	18 9%	33 8%	6 10%	5 19%	8 9%	4 13%	15 25%	34 6%	5 5%	6 4%	27 16%	22 8%
Tend to agree (4)	87 12%	22 11%	64 15%	1 2%	* 2%	12 13%	5 16%	16 26%	55 10%	7 8%	27 17%	21 12%	32 11%
Neither agree nor disagree (3)	63 9%	15 7%	42 10%	6 10%	- -	10 11%	4 12%	5 9%	43 8%	11 12%	12 8%	17 10%	22 8%
Tend/definitely disagree (Net)	399 56%	142 71%	214 49%	30 54%	13 52%	57 62%	20 58%	22 37%	300 57%	71 73%	95 60%	91 52%	141 49%
Tend to disagree (2)	114 16%	44 22%	64 15%	6 10%	1 4%	17 19%	7 21%	7 12%	82 15%	25 26%	28 18%	17 9%	44 15%
Definitely disagree (1)	285 40%	99 49%	150 34%	24 44%	12 49%	40 43%	13 37%	14 24%	218 41%	46 47%	68 43%	75 42%	97 34%
Not applicable	104 14%	3 2%	81 19%	13 23%	7 27%	3 3%	1 2%	2 3%	99 19%	2 2%	17 11%	16 9%	69 24%
Don't know	3 *	-	2 1%	1 1%	-	2 2%	-	-	1 *	-	-	3 2%	-
Mean Score	2.22	2.07	2.34	2.02	2.15	2.22	2.46	3.16	2.08	1.96	2.12	2.42	2.26
Standard Deviation	1.41	1.36	1.42	1.44	1.80	1.39	1.48	1.57	1.34	1.19	1.31	1.59	1.41
Standard Error	0.053	0.109	0.063	0.243	0.436	0.149	0.240	0.236	0.058	0.120	0.116	0.120	0.081

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																Do nothing / 1 or 2 things - do not want to do more
Unweighted base	898	63	835	144	271	374	109	239	39	64	169	31	78	168	18	70
Weighted base	717	46	671	93	205	339	80	177	31	58	126	28	79	129	15	60
Definitely/tend agree (Net)	149	14	134	21	51	70	7	33	6	20	19	12	14	23	6	13
	21%	32%	20%	22%	25%	21%	9%	18%	21%	34%	15%	42%	18%	18%	43%	22%
Definitely agree (5)	61	6	55	10	22	28	1	8	3	11	5	5	6	16	-	5
	9%	14%	8%	11%	11%	8%	2%	5%	11%	19%	4%	17%	8%	12%	-	9%
Tend to agree (4)	87	8	79	11	29	41	6	24	3	9	13	7	8	8	6	8
	12%	18%	12%	11%	14%	12%	8%	14%	10%	15%	11%	26%	10%	6%	43%	13%
Neither agree nor disagree (3)	63	1	61	5	23	25	10	18	6	3	12	1	10	7	2	5
	9%	3%	9%	5%	11%	7%	13%	10%	19%	4%	9%	3%	12%	6%	12%	8%
Tend/definitely disagree (Net)	399	19	380	44	106	208	41	94	18	30	74	14	53	71	4	35
	56%	41%	57%	47%	52%	61%	51%	53%	57%	51%	58%	52%	67%	55%	29%	59%
Tend to disagree (2)	114	6	108	12	26	67	9	31	7	11	20	4	19	14	1	6
	16%	14%	16%	13%	13%	20%	11%	17%	23%	18%	16%	14%	24%	11%	8%	11%
Definitely disagree (1)	285	12	273	32	80	141	32	63	11	19	54	11	34	58	3	29
	40%	27%	41%	34%	39%	42%	40%	36%	34%	33%	43%	38%	42%	45%	21%	48%
Not applicable	104	11	92	24	25	34	22	33	1	6	22	1	3	27	2	5
	14%	25%	14%	26%	12%	10%	27%	19%	3%	10%	17%	2%	4%	21%	16%	8%
Don't know	3	-	3	-	1	2	-	-	-	*	1	-	-	-	-	2
	*	-	*	-	1%	1%	-	-	-	1%	*	-	-	-	-	3%
Mean Score	2.22	2.70	2.19	2.35	2.37	2.17	1.90	2.19	2.39	2.66	2.01	2.69	2.14	2.12	2.91	2.14
Standard Deviation	1.41	1.60	1.40	1.54	1.48	1.38	1.16	1.31	1.37	1.63	1.27	1.62	1.31	1.53	1.32	1.46
Standard Error	0.053	0.239	0.054	0.152	0.099	0.078	0.137	0.100	0.225	0.215	0.112	0.302	0.155	0.139	0.353	0.190

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months					
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change
Unweighted base	898	329	114	179	69	207	16	128	43	228	483	-	-	-	-	-	-
Weighted base	717	268	119	140	52	138	12	81	41	164	419	-	-	-	-	-	-
Definitely/tend agree (Net)	149	58	31	26	10	22	5	16	17	34	77	-	-	-	-	-	-
	21%	22%	26%	19%	20%	16%	40%	20%	41%	21%	18%	-	-	-	-	-	-
Definitely agree (5)	61	26	16	9	3	7	4	6	9	13	30	-	-	-	-	-	-
	9%	10%	13%	7%	5%	5%	36%	7%	22%	8%	7%	-	-	-	-	-	-
Tend to agree (4)	87	32	15	17	8	15	1	10	8	22	47	-	-	-	-	-	-
	12%	12%	13%	12%	15%	11%	4%	13%	19%	13%	11%	-	-	-	-	-	-
Neither agree nor disagree (3)	63	18	14	11	4	17	1	4	6	17	35	-	-	-	-	-	-
	9%	7%	12%	8%	8%	12%	5%	5%	15%	10%	8%	-	-	-	-	-	-
Tend/definitely disagree (Net)	399	161	67	72	27	72	7	37	17	88	249	-	-	-	-	-	-
	56%	60%	56%	51%	52%	52%	55%	46%	43%	54%	59%	-	-	-	-	-	-
Tend to disagree (2)	114	50	18	17	11	18	3	9	3	23	76	-	-	-	-	-	-
	16%	19%	15%	12%	21%	13%	24%	11%	8%	14%	18%	-	-	-	-	-	-
Definitely disagree (1)	285	111	49	55	16	54	4	28	14	66	173	-	-	-	-	-	-
	40%	41%	41%	39%	31%	40%	30%	35%	34%	40%	41%	-	-	-	-	-	-
Not applicable	104	31	7	31	11	25	-	24	1	24	55	-	-	-	-	-	-
	14%	12%	6%	22%	20%	18%	-	29%	2%	15%	13%	-	-	-	-	-	-
Don't know	3	*	-	1	-	2	-	-	-	1	2	-	-	-	-	-	-
	*	*	-	*	-	1%	-	-	-	1%	*	-	-	-	-	-	-
Mean Score	2.22	2.21	2.39	2.16	2.27	2.13	2.91	2.23	2.85	2.23	2.13	-	-	-	-	-	-
Standard Deviation	1.41	1.43	1.50	1.41	1.34	1.33	1.79	1.47	1.62	1.41	1.35	-	-	-	-	-	-
Standard Error	0.053	0.086	0.148	0.128	0.187	0.107	0.448	0.158	0.252	0.105	0.069	-	-	-	-	-	-

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	898	-	156	-	742	-	-	-	-	156	742	-	261	138	67	39	35	358
Weighted base	717	-	150	-	567	-	-	-	-	150	567	-	193	103	46	29	30	316
Definitely/tend agree (Net)	149 21%	-	23 15%	-	125 22%	-	-	-	-	23 15%	125 22%	-	49 25%	19 19%	6 12%	6 20%	5 15%	64 20%
Definitely agree	(5) 61 9%	-	14 9%	-	47 8%	-	-	-	-	14 9%	47 8%	-	25 13%	13 13%	1 3%	1 2%	2 7%	19 6%
Tend to agree	(4) 87 12%	-	9 6%	-	78 14%	-	-	-	-	9 6%	78 14%	-	24 12%	6 6%	4 9%	5 18%	3 9%	46 14%
Neither agree nor disagree	(3) 63 9%	-	14 9%	-	48 9%	-	-	-	-	14 9%	48 9%	-	16 8%	9 9%	5 10%	4 13%	5 16%	25 8%
Tend/definitely disagree (Net)	399 56%	-	97 65%	-	301 53%	-	-	-	-	97 65%	301 53%	-	96 50%	56 55%	32 68%	18 61%	19 64%	179 57%
Tend to disagree	(2) 114 16%	-	35 23%	-	79 14%	-	-	-	-	35 23%	79 14%	-	28 15%	17 17%	6 13%	8 28%	7 23%	47 15%
Definitely disagree	(1) 285 40%	-	62 42%	-	223 39%	-	-	-	-	62 42%	223 39%	-	67 35%	39 38%	25 55%	10 33%	12 41%	132 42%
Not applicable	104 14%	-	15 10%	-	89 16%	-	-	-	-	15 10%	89 16%	-	33 17%	18 18%	4 9%	2 6%	1 5%	45 14%
Don't know	3 *	-	-	-	3 1%	-	-	-	-	-	3 1%	-	-	-	*	-	-	3 1%
Mean Score	2.22	-	2.09	-	2.26	-	-	-	-	2.09	2.26	-	2.44	2.27	1.80	2.24	2.12	2.15
Standard Deviation	1.41	-	1.33	-	1.43	-	-	-	-	1.33	1.43	-	1.53	1.49	1.19	1.20	1.28	1.37
Standard Error	0.053	-	0.117	-	0.060	-	-	-	-	0.117	0.060	-	0.108	0.145	0.159	0.203	0.229	0.082

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	1331	756	575	92	221	285	352	247	111	23	410	422	319	179	917	211	128	70	-	435	894
	42%	47%	36%	36%	52%	51%	55%	48%	25%	6%	43%	41%	43%	37%	59%	45%	13%	36%	-	29%	52%
Definitely agree	(5) 903	534	368	48	145	181	247	184	81	17	275	277	226	124	653	137	76	33	-	273	630
	28%	33%	23%	19%	34%	33%	39%	36%	18%	5%	29%	27%	30%	26%	42%	29%	8%	17%	-	18%	37%
Tend to agree	(4) 428	222	206	44	76	104	105	63	30	6	135	145	93	55	265	74	53	36	-	162	264
	13%	14%	13%	17%	18%	19%	16%	12%	7%	2%	14%	14%	13%	12%	17%	16%	5%	19%	-	11%	15%
Neither agree nor disagree	(3) 341	161	180	52	57	68	59	50	37	20	111	112	77	42	148	47	106	38	-	141	200
	11%	10%	11%	20%	13%	12%	9%	10%	8%	5%	12%	11%	10%	9%	10%	10%	11%	20%	-	9%	12%
Tend/definitely disagree (Net)	1067	480	587	98	141	182	212	190	150	94	299	357	244	166	462	202	322	79	-	602	464
	33%	30%	37%	39%	33%	33%	33%	37%	34%	25%	32%	34%	33%	35%	30%	43%	32%	40%	-	40%	27%
Tend to disagree	(2) 411	190	222	56	57	76	94	76	36	17	117	138	90	66	187	85	91	48	-	207	204
	13%	12%	14%	22%	13%	14%	15%	15%	8%	4%	12%	13%	12%	14%	12%	18%	9%	24%	-	14%	12%
Definitely disagree	(1) 655	290	365	43	83	106	118	114	77	182	219	154	100	275	117	231	31	-	-	396	260
	20%	18%	23%	17%	20%	19%	19%	22%	20%	19%	21%	21%	21%	18%	25%	23%	16%	-	-	26%	15%
Not applicable	460	209	251	8	8	20	14	24	147	238	126	143	99	91	16	4	432	6	-	312	146
	14%	13%	16%	3%	2%	4%	2%	5%	33%	63%	13%	14%	13%	19%	1%	1%	44%	3%	-	21%	9%
Don't know	7	3	5	2	-	-	-	-	2	3	1	4	2	-	1	-	4	2	-	7	1
	*	*	*	1%	-	-	-	-	*	1%	*	*	*	-	*	-	*	1%	-	*	*
Mean Score	3.19	3.37	2.99	3.00	3.34	3.33	3.43	3.26	2.76	2.05	3.25	3.14	3.23	3.10	3.55	3.06	2.37	2.96	-	2.75	3.51
Standard Deviation	1.60	1.59	1.58	1.39	1.55	1.54	1.58	1.63	1.67	1.42	1.57	1.59	1.62	1.62	1.56	1.60	1.44	1.36	-	1.59	1.52
Standard Error	0.032	0.045	0.044	0.116	0.088	0.070	0.065	0.078	0.088	0.109	0.056	0.056	0.070	0.086	0.042	0.078	0.058	0.132	-	0.044	0.044

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	1331	94	767	176	294	193	200	175	762	321	450	379	173
	42%	26%	41%	43%	52%	49%	51%	47%	37%	47%	45%	43%	28%
Definitely agree (5)	903	59	499	131	213	129	128	128	518	213	285	274	125
	28%	16%	27%	32%	38%	33%	32%	34%	25%	31%	28%	31%	21%
Tend to agree (4)	428	34	268	45	81	64	73	47	244	108	165	105	48
	13%	9%	14%	11%	14%	16%	18%	13%	12%	16%	16%	12%	8%
Neither agree nor disagree (3)	341	52	211	48	30	49	41	44	208	75	131	91	43
	11%	14%	11%	12%	5%	12%	10%	12%	10%	11%	13%	10%	7%
Tend/definitely disagree (Net)	1067	206	650	101	110	137	142	139	649	244	325	284	205
	33%	56%	35%	24%	19%	35%	36%	37%	32%	35%	32%	32%	34%
Tend to disagree (2)	411	68	269	39	36	53	67	51	241	102	129	96	77
	13%	19%	14%	9%	6%	13%	17%	14%	12%	15%	13%	11%	13%
Definitely disagree (1)	655	138	382	62	74	84	75	88	408	141	197	188	127
	20%	38%	20%	15%	13%	21%	19%	24%	20%	20%	19%	22%	21%
Not applicable	460	14	230	85	130	15	10	13	422	50	103	117	184
	14%	4%	12%	21%	23%	4%	3%	4%	21%	7%	10%	13%	30%
Don't know	7	-	4	3	-	-	-	2	5	-	-	3	4
	*	-	*	1%	-	-	-	1%	*	-	-	*	1%
Mean Score	3.19	2.46	3.14	3.45	3.74	3.27	3.29	3.21	3.14	3.23	3.23	3.24	2.92
Standard Deviation	1.60	1.50	1.57	1.56	1.54	1.58	1.55	1.63	1.60	1.58	1.55	1.63	1.64
Standard Error	0.032	0.098	0.038	0.106	0.089	0.088	0.086	0.104	0.040	0.061	0.057	0.064	0.079

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																Do quite a few things - do not want to do more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	1331	1024	306	991	323	13	4	247	81	209	253	80	260	111	17	68
	42%	50%	26%	48%	31%	19%	9%	40%	48%	57%	38%	47%	44%	31%	44%	34%
Definitely agree (5)	903	745	157	697	198	4	4	181	40	134	183	66	167	78	13	38
	28%	37%	14%	34%	19%	6%	9%	29%	24%	36%	27%	39%	28%	22%	32%	19%
Tend to agree (4)	428	279	149	294	125	9	-	66	41	76	70	14	94	33	4	31
	13%	14%	13%	14%	12%	13%	-	11%	24%	21%	10%	8%	16%	9%	11%	15%
Neither agree nor disagree (3)	341	205	136	207	129	5	-	71	26	34	64	24	70	33	5	15
	11%	10%	12%	10%	12%	7%	-	11%	15%	9%	9%	14%	12%	9%	13%	8%
Tend/definitely disagree (Net)	1067	519	548	535	467	41	24	211	51	106	216	53	214	109	12	90
	33%	25%	47%	26%	45%	59%	63%	34%	30%	29%	32%	31%	36%	30%	31%	45%
Tend to disagree (2)	411	225	186	209	180	18	4	77	15	50	80	30	93	30	2	34
	13%	11%	16%	10%	17%	26%	11%	12%	9%	14%	12%	18%	16%	8%	6%	17%
Definitely disagree (1)	655	294	361	326	287	23	20	135	36	56	136	22	120	79	10	56
	20%	14%	31%	16%	28%	33%	52%	22%	21%	15%	20%	13%	20%	22%	26%	28%
Not applicable	460	292	168	329	109	11	11	88	11	18	139	13	51	107	4	26
	14%	14%	14%	16%	11%	15%	28%	14%	7%	5%	21%	8%	9%	29%	9%	13%
Don't know	7	2	6	2	6	-	-	4	-	-	1	-	-	2	1	-
	*	*	*	*	1%	-	-	1%	-	-	*	-	-	*	2%	-
Mean Score	3.19	3.55	2.55	3.48	2.75	2.20	1.67	3.15	3.21	3.52	3.16	3.45	3.17	3.01	3.22	2.77
Standard Deviation	1.60	1.54	1.49	1.56	1.54	1.30	1.35	1.62	1.50	1.51	1.63	1.53	1.56	1.66	1.69	1.58
Standard Error	0.032	0.038	0.050	0.039	0.054	0.184	0.288	0.074	0.128	0.085	0.073	0.133	0.070	0.109	0.332	0.124

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1331	576	265	256	80	154	227	764	108	216	16	379	292	283	183	32	43	5
	42%	44%	44%	38%	42%	36%	44%	49%	32%	31%	15%	46%	60%	52%	38%	38%	31%	15%
Definitely agree (5)	903	382	164	193	61	103	150	547	68	130	8	254	211	210	129	19	31	3
	28%	29%	27%	28%	32%	24%	29%	35%	20%	19%	7%	31%	44%	39%	27%	23%	22%	10%
Tend to agree (4)	428	194	101	64	19	51	77	217	40	85	9	125	81	73	54	13	12	2
	13%	15%	17%	9%	10%	12%	15%	14%	12%	9%	8%	15%	17%	14%	11%	15%	9%	5%
Neither agree nor disagree (3)	341	104	90	67	21	59	63	144	38	91	5	103	29	47	62	8	11	2
	11%	8%	15%	10%	11%	14%	12%	9%	11%	13%	5%	13%	6%	9%	13%	10%	8%	6%
Tend/definitely disagree (Net)	1067	473	191	205	58	140	142	393	166	301	65	232	90	133	189	30	68	23
	33%	36%	32%	30%	31%	33%	28%	25%	49%	43%	60%	28%	19%	25%	39%	37%	48%	66%
Tend to disagree (2)	411	202	84	63	14	48	65	144	67	113	22	93	45	52	75	13	26	11
	13%	15%	14%	9%	7%	11%	13%	9%	20%	16%	21%	11%	9%	10%	16%	16%	18%	32%
Definitely disagree (1)	655	271	107	142	45	91	77	249	99	188	42	140	45	81	114	17	42	12
	20%	21%	18%	21%	24%	21%	15%	16%	29%	27%	40%	17%	9%	15%	24%	21%	30%	34%
Not applicable	460	152	55	154	27	72	81	248	29	81	21	103	72	76	44	12	19	4
	14%	12%	9%	23%	14%	17%	16%	16%	8%	12%	20%	13%	15%	14%	9%	15%	13%	12%
Don't know	7	1	2	1	2	2	-	2	-	6	-	*	1	-	1	-	1	-
	*	*	*	*	1%	*	-	*	-	1%	-	*	*	-	*	-	1%	-
Mean Score	3.19	3.19	3.24	3.19	3.24	3.07	3.36	3.51	2.71	2.76	2.03	3.37	3.90	3.60	3.02	3.04	2.71	2.13
Standard Deviation	1.60	1.60	1.51	1.66	1.68	1.58	1.52	1.57	1.55	1.54	1.33	1.54	1.41	1.56	1.59	1.57	1.63	1.32
Standard Error	0.032	0.049	0.069	0.074	0.141	0.087	0.074	0.045	0.090	0.068	0.157	0.060	0.073	0.074	0.078	0.181	0.143	0.260

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	1331	1218	-	107	-	641	371	178	107	-	-	29	101	133	187	235	257	417
	42%	47%	-	18%	-	67%	46%	24%	18%	-	-	41%	33%	34%	41%	50%	55%	37%
Definitely agree (5)	903	858	-	45	-	490	250	101	45	-	-	17	66	84	131	160	182	280
	28%	33%	-	8%	-	51%	31%	14%	8%	-	-	24%	21%	21%	29%	34%	39%	25%
Tend to agree (4)	428	360	-	62	-	150	121	77	62	-	-	12	35	48	56	76	75	137
	13%	14%	-	10%	-	16%	15%	10%	10%	-	-	17%	12%	12%	12%	16%	16%	12%
Neither agree nor disagree (3)	341	263	-	78	-	72	96	88	78	-	-	7	34	42	55	52	46	114
	11%	10%	-	13%	-	7%	12%	12%	13%	-	-	10%	11%	11%	12%	11%	10%	10%
Tend/definitely disagree (Net)	1067	765	-	287	-	183	231	324	287	-	-	27	119	140	154	138	140	377
	33%	30%	-	48%	-	19%	29%	43%	48%	-	-	39%	39%	35%	34%	29%	30%	34%
Tend to disagree (2)	411	314	-	89	-	84	107	103	89	-	-	20	33	49	56	64	60	149
	13%	12%	-	15%	-	9%	13%	14%	15%	-	-	28%	11%	12%	12%	14%	13%	13%
Definitely disagree (1)	655	451	-	198	-	99	123	221	198	-	-	8	86	90	98	73	80	228
	20%	17%	-	33%	-	10%	15%	30%	33%	-	-	11%	28%	23%	22%	16%	17%	20%
Not applicable	460	331	-	122	-	65	107	153	122	-	-	7	52	78	56	43	26	205
	14%	13%	-	20%	-	7%	13%	21%	20%	-	-	10%	17%	20%	12%	9%	6%	18%
Don't know	7	3	-	3	-	1	-	2	3	-	-	-	-	4	-	2	-	2
	*	*	-	1%	-	*	-	*	1%	-	-	-	-	1%	-	*	-	*
Mean Score	3.19	3.38	-	2.29	-	3.95	3.38	2.55	2.29	-	-	3.17	2.85	2.96	3.17	3.43	3.50	3.10
Standard Deviation	1.60	1.58	-	1.37	-	1.41	1.52	1.51	1.37	-	-	1.43	1.63	1.59	1.61	1.53	1.56	1.60
Standard Error	0.032	0.034	-	0.074	-	0.049	0.059	0.063	0.074	-	-	0.190	0.110	0.095	0.087	0.077	0.074	0.056

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	1661	867	793	67	182	292	366	290	254	210	505	533	368	254	882	231	505	37	-	667	992
	52%	54%	50%	26%	43%	53%	57%	57%	57%	55%	53%	51%	50%	53%	57%	50%	51%	19%	-	45%	58%
Definitely agree	(5) 997	512	484	32	89	182	217	187	163	127	300	344	212	141	569	131	277	14	-	378	618
	31%	32%	30%	13%	21%	33%	34%	37%	36%	33%	32%	33%	29%	30%	37%	28%	28%	7%	-	25%	36%
Tend to agree	(4) 664	355	309	34	93	111	149	103	91	83	205	189	156	113	313	101	228	22	-	289	374
	21%	22%	19%	14%	22%	20%	23%	20%	20%	22%	22%	18%	21%	24%	20%	22%	23%	11%	-	19%	22%
Neither agree nor disagree	(3) 347	162	185	30	58	77	64	59	31	27	83	123	90	52	177	56	93	20	-	167	181
	11%	10%	12%	12%	14%	14%	10%	12%	7%	7%	9%	12%	12%	11%	11%	12%	9%	10%	-	11%	11%
Tend/definitely disagree (Net)	1174	567	607	150	185	182	206	159	157	134	352	378	280	163	479	177	377	136	-	650	522
	37%	35%	38%	59%	43%	33%	32%	31%	35%	35%	37%	36%	38%	34%	31%	38%	38%	70%	-	43%	31%
Tend to disagree	(2) 683	314	369	81	112	104	121	93	89	83	193	223	170	97	281	84	242	72	-	356	326
	21%	20%	23%	32%	26%	19%	19%	18%	20%	22%	20%	21%	23%	20%	18%	18%	24%	37%	-	24%	19%
Definitely disagree	(1) 491	253	238	70	73	78	86	66	67	51	159	156	109	66	199	92	136	64	-	294	195
	15%	16%	15%	28%	17%	14%	13%	13%	15%	13%	17%	15%	15%	14%	13%	20%	14%	33%	-	20%	11%
Not applicable	11	7	4	4	-	1	-	1	2	4	-	2	1	8	5	-	7	-	-	6	5
	*	*	*	2%	-	*	-	*	*	1%	-	*	*	2%	*	-	1%	-	-	*	*
Don't know	13	5	8	3	1	2	*	1	3	4	7	2	3	1	1	-	9	3	-	8	6
	*	*	1%	1%	*	*	*	*	1%	1%	1%	*	*	*	*	-	1%	1%	-	1%	*
Mean Score	3.31	3.35	3.27	2.51	3.03	3.39	3.46	3.50	3.44	3.41	3.31	3.33	3.26	3.35	3.50	3.20	3.28	2.23	-	3.07	3.53
Standard Deviation	1.48	1.49	1.48	1.37	1.42	1.46	1.46	1.46	1.52	1.48	1.51	1.49	1.46	1.45	1.46	1.51	1.45	1.23	-	1.50	1.43
Standard Error	0.027	0.039	0.037	0.114	0.080	0.065	0.060	0.068	0.066	0.071	0.049	0.048	0.058	0.068	0.039	0.074	0.044	0.118	-	0.037	0.039

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	1661	124	885	229	423	204	207	192	1057	345	533	461	310
	52%	34%	47%	56%	75%	52%	53%	52%	52%	50%	53%	53%	51%
Definitely agree (5)	997	55	485	133	323	128	112	113	644	201	321	290	179
	31%	15%	26%	32%	57%	32%	29%	30%	31%	29%	32%	33%	29%
Tend to agree (4)	664	68	400	96	100	76	95	80	413	144	212	170	131
	21%	19%	21%	23%	18%	19%	24%	21%	20%	21%	21%	19%	22%
Neither agree nor disagree (3)	347	43	226	38	40	58	57	34	198	70	106	103	67
	11%	12%	12%	9%	7%	15%	15%	9%	10%	10%	11%	12%	11%
Tend/definitely disagree (Net)	1174	200	736	144	94	132	128	143	771	274	364	300	225
	37%	54%	39%	35%	17%	33%	33%	38%	38%	40%	36%	34%	37%
Tend to disagree (2)	683	89	445	96	53	79	81	74	449	143	203	187	142
	21%	24%	24%	23%	9%	20%	21%	20%	22%	21%	20%	21%	23%
Definitely disagree (1)	491	111	291	48	41	53	47	69	322	131	161	113	84
	15%	30%	16%	12%	7%	13%	12%	18%	16%	19%	16%	13%	14%
Not applicable	11	-	6	2	4	-	-	1	10	1	2	5	3
	*	-	*	*	1%	-	-	*	*	*	*	1%	*
Don't know	13	-	11	-	3	1	-	3	10	-	4	6	4
	*	-	1%	-	*	*	-	1%	*	-	*	1%	1%
Mean Score	3.31	2.64	3.19	3.41	4.10	3.37	3.37	3.25	3.30	3.21	3.33	3.39	3.30
Standard Deviation	1.48	1.46	1.45	1.44	1.30	1.45	1.39	1.53	1.50	1.52	1.49	1.46	1.45
Standard Error	0.027	0.094	0.032	0.084	0.064	0.079	0.076	0.097	0.033	0.056	0.052	0.053	0.057

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	1661	1307	354	1269	363	13	15	349	79	183	349	95	288	206	17	89
	52%	64%	30%	61%	35%	19%	39%	56%	47%	50%	52%	56%	48%	57%	42%	45%
Definitely agree (5)	997	823	174	777	200	7	12	207	48	104	210	54	161	139	14	54
	31%	40%	15%	38%	19%	10%	32%	33%	29%	28%	31%	32%	27%	38%	35%	27%
Tend to agree (4)	664	484	180	492	164	6	3	142	31	79	139	41	127	67	3	35
	21%	24%	15%	24%	16%	8%	7%	23%	18%	22%	21%	24%	21%	18%	7%	17%
Neither agree nor disagree (3)	347	213	134	215	129	3	-	72	16	50	69	23	73	21	7	16
	11%	10%	12%	10%	12%	4%	-	12%	9%	14%	10%	14%	12%	6%	19%	8%
Tend/definitely disagree (Net)	1174	512	661	570	531	52	21	191	75	134	250	51	232	131	16	92
	37%	25%	57%	28%	51%	75%	54%	31%	44%	37%	37%	30%	39%	36%	39%	46%
Tend to disagree (2)	683	345	338	379	272	23	9	118	48	83	144	27	137	76	12	36
	21%	17%	29%	18%	26%	34%	23%	19%	28%	23%	21%	16%	23%	21%	31%	18%
Definitely disagree (1)	491	167	323	191	259	29	12	73	27	51	106	24	94	54	3	55
	15%	8%	28%	9%	25%	42%	32%	12%	16%	14%	16%	14%	16%	15%	8%	28%
Not applicable	11	2	9	2	5	1	2	5	-	-	1	-	-	4	-	2
	*	*	1%	*	1%	2%	6%	1%	-	-	*	-	-	1%	-	1%
Don't know	13	8	6	8	5	-	*	4	-	-	5	1	2	1	-	*
	*	*	*	*	1%	-	1%	1%	-	-	1%	1%	*	*	-	*
Mean Score	3.31	3.71	2.60	3.63	2.78	2.10	2.84	3.48	3.16	3.28	3.30	3.44	3.21	3.45	3.30	2.98
Standard Deviation	1.48	1.36	1.42	1.38	1.47	1.33	1.76	1.42	1.49	1.44	1.49	1.44	1.46	1.54	1.44	1.61
Standard Error	0.027	0.031	0.044	0.031	0.048	0.176	0.322	0.059	0.122	0.079	0.058	0.120	0.062	0.084	0.251	0.116

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1661	656	307	364	112	221	306	963	113	251	28	449	341	375	179	49	72	8
	52%	50%	51%	53%	59%	52%	60%	62%	33%	36%	26%	55%	70%	70%	37%	60%	50%	25%
Definitely agree (5)	997	398	173	224	71	131	180	598	56	143	19	224	234	256	101	32	40	5
	31%	30%	29%	33%	38%	31%	35%	39%	17%	21%	18%	27%	48%	48%	21%	39%	28%	15%
Tend to agree (4)	664	258	134	140	40	91	126	365	56	107	8	225	107	119	78	18	31	3
	21%	20%	22%	21%	21%	21%	25%	24%	16%	15%	8%	27%	22%	22%	16%	21%	22%	10%
Neither agree nor disagree (3)	347	141	66	75	19	46	62	153	33	97	3	111	43	40	70	9	7	1
	11%	11%	11%	11%	10%	11%	12%	10%	10%	14%	3%	14%	9%	7%	15%	11%	5%	2%
Tend/definitely disagree (Net)	1174	504	225	237	57	151	141	429	195	336	73	255	96	124	228	24	62	25
	37%	39%	37%	35%	30%	35%	28%	28%	57%	49%	68%	31%	20%	23%	48%	29%	44%	72%
Tend to disagree (2)	683	284	124	159	30	87	100	279	100	172	32	184	64	73	130	8	29	17
	21%	22%	21%	23%	16%	20%	20%	18%	29%	25%	30%	22%	13%	14%	27%	10%	20%	50%
Definitely disagree (1)	491	220	101	78	28	64	41	150	94	165	41	72	33	50	99	15	34	7
	15%	17%	17%	11%	15%	15%	8%	10%	28%	24%	38%	9%	7%	21%	19%	24%	22%	
Not applicable	11	3	5	-	-	4	1	1	-	5	4	1	1	-	1	-	-	-
	*	*	1%	-	-	1%	*	*	-	1%	3%	*	*	-	*	-	-	
Don't know	13	2	1	6	-	4	2	6	1	4	*	3	3	1	1	-	1	*
	*	*	*	1%	-	1%	*	*	*	1%	*	*	1%	*	*	-	1%	1%
Mean Score	3.31	3.25	3.26	3.40	3.52	3.33	3.60	3.64	2.65	2.84	2.36	3.42	3.93	3.85	2.90	3.51	3.11	2.46
Standard Deviation	1.48	1.50	1.48	1.44	1.49	1.48	1.35	1.40	1.45	1.48	1.53	1.33	1.31	1.38	1.45	1.54	1.59	1.36
Standard Error	0.027	0.043	0.064	0.056	0.113	0.073	0.061	0.037	0.079	0.059	0.164	0.047	0.061	0.060	0.066	0.162	0.128	0.252

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	1661	1473	-	174	-	654	470	325	174	-	-	24	147	193	266	235	282	538
	<i>52%</i>	<i>57%</i>	<i>-</i>	<i>29%</i>	<i>-</i>	<i>68%</i>	<i>58%</i>	<i>44%</i>	<i>29%</i>	<i>-</i>	<i>-</i>	<i>34%</i>	<i>48%</i>	<i>49%</i>	<i>59%</i>	<i>50%</i>	<i>60%</i>	<i>48%</i>
Definitely agree	(5) 997	892	-	100	-	433	282	168	100	-	-	8	71	112	156	143	178	337
	<i>31%</i>	<i>35%</i>	<i>-</i>	<i>17%</i>	<i>-</i>	<i>45%</i>	<i>35%</i>	<i>23%</i>	<i>17%</i>	<i>-</i>	<i>-</i>	<i>12%</i>	<i>23%</i>	<i>28%</i>	<i>35%</i>	<i>30%</i>	<i>38%</i>	<i>30%</i>
Tend to agree	(4) 664	581	-	74	-	220	188	157	74	-	-	15	76	80	110	92	104	201
	<i>21%</i>	<i>23%</i>	<i>-</i>	<i>12%</i>	<i>-</i>	<i>23%</i>	<i>23%</i>	<i>21%</i>	<i>12%</i>	<i>-</i>	<i>-</i>	<i>22%</i>	<i>25%</i>	<i>20%</i>	<i>24%</i>	<i>20%</i>	<i>22%</i>	<i>18%</i>
Neither agree nor disagree	(3) 347	280	-	65	-	88	92	91	65	-	-	9	39	48	58	43	34	125
	<i>11%</i>	<i>11%</i>	<i>-</i>	<i>11%</i>	<i>-</i>	<i>9%</i>	<i>11%</i>	<i>12%</i>	<i>11%</i>	<i>-</i>	<i>-</i>	<i>13%</i>	<i>13%</i>	<i>12%</i>	<i>13%</i>	<i>9%</i>	<i>7%</i>	<i>11%</i>
Tend/definitely disagree (Net)	1174	814	-	350	-	219	239	322	350	-	-	34	116	152	128	192	151	434
	<i>37%</i>	<i>32%</i>	<i>-</i>	<i>58%</i>	<i>-</i>	<i>23%</i>	<i>30%</i>	<i>43%</i>	<i>58%</i>	<i>-</i>	<i>-</i>	<i>49%</i>	<i>38%</i>	<i>38%</i>	<i>28%</i>	<i>41%</i>	<i>32%</i>	<i>39%</i>
Tend to disagree	(2) 683	504	-	173	-	143	154	186	173	-	-	22	78	80	78	127	75	244
	<i>21%</i>	<i>20%</i>	<i>-</i>	<i>29%</i>	<i>-</i>	<i>15%</i>	<i>19%</i>	<i>25%</i>	<i>29%</i>	<i>-</i>	<i>-</i>	<i>32%</i>	<i>25%</i>	<i>20%</i>	<i>17%</i>	<i>27%</i>	<i>16%</i>	<i>22%</i>
Definitely disagree	(1) 491	310	-	177	-	76	86	136	177	-	-	12	39	72	49	65	76	190
	<i>15%</i>	<i>12%</i>	<i>-</i>	<i>30%</i>	<i>-</i>	<i>8%</i>	<i>11%</i>	<i>18%</i>	<i>30%</i>	<i>-</i>	<i>-</i>	<i>17%</i>	<i>13%</i>	<i>18%</i>	<i>11%</i>	<i>14%</i>	<i>16%</i>	<i>17%</i>
Not applicable	11	4	-	7	-	-	1	1	7	-	-	1	1	2	-	-	-	8
	<i>*</i>	<i>*</i>	<i>-</i>	<i>1%</i>	<i>-</i>	<i>-</i>	<i>*</i>	<i>*</i>	<i>1%</i>	<i>-</i>	<i>-</i>	<i>2%</i>	<i>*</i>	<i>*</i>	<i>-</i>	<i>-</i>	<i>-</i>	<i>1%</i>
Don't know	13	9	-	2	-	1	2	5	2	-	-	1	2	*	-	-	2	9
	<i>*</i>	<i>*</i>	<i>-</i>	<i>*</i>	<i>-</i>	<i>*</i>	<i>*</i>	<i>1%</i>	<i>*</i>	<i>-</i>	<i>-</i>	<i>1%</i>	<i>1%</i>	<i>*</i>	<i>-</i>	<i>-</i>	<i>*</i>	<i>1%</i>
Mean Score	3.31	3.48	-	2.57	-	3.82	3.53	3.05	2.57	-	-	2.80	3.21	3.21	3.54	3.26	3.50	3.23
Standard Deviation	1.48	1.44	-	1.46	-	1.35	1.41	1.45	1.46	-	-	1.32	1.39	1.50	1.39	1.47	1.52	1.51
Standard Error	0.027	0.029	-	0.069	-	0.045	0.050	0.052	0.069	-	-	0.166	0.083	0.078	0.069	0.070	0.070	0.047

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

	Sex			Age						Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	1831	936	895	153	266	336	415	331	179	152	534	588	422	286	989	261	458	113	-	737	1092
	57%	58%	56%	60%	62%	61%	65%	65%	40%	40%	56%	57%	57%	60%	64%	56%	46%	58%	-	49%	64%
Definitely agree	(5) 1025	525	500	81	133	207	222	178	122	82	297	324	249	154	598	131	239	49	-	395	630
	32%	33%	31%	32%	31%	37%	35%	35%	27%	22%	31%	31%	34%	32%	39%	28%	24%	25%	-	26%	37%
Tend to agree	(4) 806	410	395	71	132	129	194	153	57	69	237	263	173	132	391	130	219	64	-	342	462
	25%	26%	25%	28%	31%	23%	30%	30%	13%	18%	25%	25%	23%	28%	25%	28%	22%	33%	-	23%	27%
Neither agree nor disagree	(3) 478	222	256	36	78	99	94	65	62	44	167	154	106	50	232	79	139	28	-	226	250
	15%	14%	16%	14%	18%	18%	15%	13%	14%	12%	18%	15%	14%	10%	15%	17%	14%	14%	-	15%	15%
Tend/definitely disagree (Net)	765	395	370	50	73	109	112	93	170	158	217	252	178	117	274	106	340	45	-	474	290
	24%	25%	23%	20%	17%	20%	18%	18%	38%	42%	23%	24%	24%	24%	18%	23%	34%	23%	-	32%	17%
Tend to disagree	(2) 389	203	186	26	42	60	81	57	67	56	108	128	95	59	158	60	145	26	-	225	163
	12%	13%	12%	10%	10%	11%	13%	11%	15%	15%	11%	12%	13%	12%	10%	13%	15%	13%	-	15%	10%
Definitely disagree	(1) 376	191	185	23	31	48	32	36	104	102	110	124	84	58	117	45	195	19	-	249	127
	12%	12%	12%	9%	7%	9%	5%	7%	23%	27%	12%	12%	11%	12%	8%	10%	20%	10%	-	17%	7%
Not applicable	59	23	36	10	9	2	4	9	14	11	14	14	13	18	19	7	26	6	-	25	33
	2%	1%	2%	4%	2%	*	1%	2%	3%	3%	1%	1%	2%	4%	1%	2%	3%	3%	-	2%	2%
Don't know	74	34	40	4	*	10	11	13	21	14	14	30	22	8	30	11	29	4	-	35	39
	2%	2%	3%	2%	*	2%	2%	2%	5%	4%	2%	3%	3%	2%	2%	2%	3%	2%	-	2%	2%
Mean Score	3.56	3.56	3.55	3.67	3.71	3.71	3.79	3.77	3.07	2.93	3.55	3.54	3.58	3.58	3.80	3.54	3.17	3.53	-	3.28	3.80
Standard Deviation	1.38	1.39	1.37	1.31	1.22	1.31	1.20	1.26	1.58	1.56	1.36	1.38	1.39	1.40	1.28	1.31	1.49	1.30	-	1.45	1.26
Standard Error	0.026	0.037	0.036	0.111	0.069	0.059	0.050	0.060	0.071	0.076	0.045	0.045	0.056	0.067	0.035	0.065	0.046	0.127	-	0.036	0.035

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	1831 57%	165 45%	1044 56%	249 60%	373 66%	227 58%	249 63%	229 61%	1126 55%	384 56%	596 59%	522 60%	314 52%
Definitely agree (5)	1025 32%	89 24%	531 28%	149 36%	257 46%	135 34%	143 36%	121 32%	627 31%	212 31%	323 32%	309 35%	176 29%
Tend to agree (4)	806 25%	76 21%	514 28%	100 24%	116 21%	92 23%	106 27%	108 29%	499 24%	172 25%	274 27%	213 24%	138 23%
Neither agree nor disagree (3)	478 15%	69 19%	293 16%	51 12%	64 11%	83 21%	79 20%	42 11%	273 13%	127 18%	145 14%	137 16%	65 11%
Tend/definitely disagree (Net)	765 24%	126 34%	452 24%	93 22%	94 17%	78 20%	57 15%	90 24%	539 26%	166 24%	226 22%	172 20%	196 32%
Tend to disagree (2)	389 12%	61 17%	228 12%	49 12%	51 9%	44 11%	37 9%	52 14%	256 13%	76 11%	126 12%	93 11%	94 15%
Definitely disagree (1)	376 12%	65 18%	224 12%	43 10%	43 8%	34 9%	20 5%	38 10%	283 14%	90 13%	100 10%	79 9%	102 17%
Not applicable	59 2%	2 1%	27 1%	10 2%	19 3%	2 *	1 *	2 *	54 3%	3 *	18 2%	23 3%	14 2%
Don't know	74 2%	5 1%	47 3%	9 2%	13 2%	4 1%	6 2%	11 3%	53 3%	10 1%	23 2%	21 2%	19 3%
Mean Score	3.56	3.17	3.50	3.67	3.93	3.64	3.81	3.61	3.48	3.50	3.61	3.70	3.34
Standard Deviation	1.38	1.44	1.36	1.38	1.31	1.30	1.19	1.36	1.43	1.38	1.34	1.32	1.49
Standard Error	0.026	0.094	0.030	0.083	0.066	0.071	0.066	0.087	0.032	0.052	0.047	0.049	0.060

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	1831	1315	516	1302	504	15	10	357	111	219	388	98	328	202	18	104
	57%	64%	44%	63%	49%	22%	25%	58%	65%	60%	58%	58%	55%	56%	46%	52%
Definitely agree (5)	1025	765	260	762	250	6	7	219	62	95	213	59	159	147	12	55
	32%	37%	22%	37%	24%	9%	19%	35%	36%	26%	32%	35%	27%	41%	31%	27%
Tend to agree (4)	806	550	255	540	254	9	2	138	49	125	175	39	168	56	6	50
	25%	27%	22%	26%	25%	13%	6%	22%	29%	34%	26%	23%	28%	15%	15%	25%
Neither agree nor disagree (3)	478	278	200	298	161	7	12	87	20	58	84	34	113	41	7	33
	15%	14%	17%	14%	16%	10%	31%	14%	12%	16%	13%	20%	19%	11%	17%	16%
Tend/definitely disagree (Net)	765	369	396	372	343	38	13	148	36	69	170	27	136	105	14	56
	24%	18%	34%	18%	33%	55%	34%	24%	21%	19%	25%	16%	23%	29%	36%	28%
Tend to disagree (2)	389	197	192	199	172	13	5	90	14	44	77	18	80	45	2	20
	12%	10%	17%	10%	17%	18%	14%	15%	8%	12%	11%	10%	13%	12%	6%	10%
Definitely disagree (1)	376	173	203	172	171	25	7	58	22	25	94	9	56	61	12	36
	12%	8%	17%	8%	17%	37%	20%	9%	13%	7%	14%	6%	9%	17%	30%	18%
Not applicable	59	30	28	32	15	9	3	14	2	6	13	6	7	8	-	2
	2%	1%	2%	2%	1%	13%	7%	2%	1%	2%	2%	3%	1%	2%	-	1%
Don't know	74	49	25	60	12	-	1	14	1	14	17	5	12	5	-	4
	2%	2%	2%	3%	1%	-	3%	2%	*	4%	2%	3%	2%	1%	-	2%
Mean Score	3.56	3.78	3.16	3.77	3.24	2.30	2.89	3.63	3.69	3.63	3.52	3.76	3.51	3.53	3.11	3.35
Standard Deviation	1.38	1.30	1.43	1.30	1.43	1.41	1.40	1.37	1.39	1.21	1.43	1.23	1.29	1.55	1.65	1.46
Standard Error	0.026	0.030	0.045	0.030	0.047	0.192	0.265	0.058	0.115	0.068	0.057	0.104	0.056	0.086	0.287	0.106

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1831	730	360	384	106	251	320	983	160	343	25	490	328	346	244	38	69	10
	57%	56%	60%	56%	56%	59%	62%	63%	47%	50%	23%	60%	68%	64%	51%	46%	49%	30%
Definitely agree (5)	1025	386	186	233	73	148	174	588	77	172	13	263	207	205	118	21	36	5
	32%	30%	31%	34%	39%	35%	34%	38%	23%	25%	12%	32%	43%	38%	25%	26%	26%	15%
Tend to agree (4)	806	343	174	151	33	104	145	395	83	171	12	227	121	140	126	17	32	5
	25%	26%	29%	22%	17%	24%	28%	25%	24%	25%	11%	28%	25%	26%	20%	23%	23%	15%
Neither agree nor disagree (3)	478	212	73	96	28	68	74	224	53	108	19	134	69	68	72	14	24	2
	15%	16%	12%	14%	15%	16%	14%	14%	16%	16%	17%	16%	14%	13%	15%	18%	17%	5%
Tend/definitely disagree (Net)	765	312	147	176	51	79	95	276	125	218	51	159	70	98	153	28	47	19
	24%	24%	24%	26%	27%	19%	19%	18%	37%	31%	47%	19%	14%	18%	32%	35%	33%	56%
Tend to disagree (2)	389	158	70	93	25	44	51	148	68	104	18	94	30	53	79	14	21	8
	12%	12%	12%	14%	13%	10%	10%	10%	20%	15%	17%	12%	6%	10%	16%	17%	15%	24%
Definitely disagree (1)	376	155	77	83	26	35	44	128	57	114	33	65	39	45	74	15	26	11
	12%	12%	13%	12%	14%	8%	9%	8%	17%	16%	31%	8%	8%	15%	18%	19%	19%	32%
Not applicable	59	20	11	10	2	16	3	29	1	14	12	8	8	9	5	*	*	3
	2%	2%	2%	1%	1%	4%	1%	2%	*	2%	11%	1%	2%	2%	1%	1%	*	8%
Don't know	74	31	13	16	2	11	21	40	1	11	1	27	10	19	6	1	1	*
	2%	2%	2%	2%	1%	3%	4%	3%	*	2%	1%	3%	2%	3%	1%	1%	1%	1%
Mean Score	3.56	3.52	3.56	3.54	3.56	3.71	3.72	3.79	3.16	3.28	2.52	3.68	3.91	3.80	3.29	3.20	3.22	2.53
Standard Deviation	1.38	1.36	1.39	1.42	1.47	1.30	1.29	1.30	1.42	1.43	1.43	1.28	1.27	1.31	1.41	1.46	1.46	1.54
Standard Error	0.026	0.040	0.061	0.057	0.113	0.066	0.059	0.035	0.077	0.058	0.158	0.047	0.060	0.058	0.065	0.155	0.118	0.291

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	1831	1525	-	293	-	670	466	356	293	-	-	33	169	222	263	279	298	600
	57%	59%	-	49%	-	70%	58%	48%	49%	-	-	47%	55%	56%	58%	59%	64%	54%
Definitely agree (5)	1025	857	-	161	-	399	263	184	161	-	-	11	92	109	140	161	169	353
	32%	33%	-	27%	-	41%	33%	25%	27%	-	-	16%	30%	28%	31%	34%	36%	32%
Tend to agree (4)	806	668	-	131	-	271	203	172	131	-	-	22	77	112	123	118	129	247
	25%	26%	-	22%	-	28%	25%	23%	22%	-	-	32%	25%	28%	27%	25%	27%	22%
Neither agree nor disagree (3)	478	383	-	92	-	113	142	115	92	-	-	12	31	63	80	72	70	162
	15%	15%	-	15%	-	12%	18%	15%	15%	-	-	18%	10%	16%	18%	15%	15%	15%
Tend/definitely disagree (Net)	765	575	-	183	-	148	166	242	183	-	-	19	99	98	94	108	88	278
	24%	22%	-	31%	-	15%	21%	33%	31%	-	-	27%	32%	25%	21%	23%	19%	25%
Tend to disagree (2)	389	300	-	87	-	93	81	116	87	-	-	10	60	39	54	57	50	128
	12%	12%	-	15%	-	10%	10%	16%	15%	-	-	15%	20%	10%	12%	12%	11%	11%
Definitely disagree (1)	376	276	-	96	-	55	86	126	96	-	-	8	38	58	40	51	38	150
	12%	11%	-	16%	-	6%	11%	17%	16%	-	-	12%	13%	15%	9%	11%	8%	13%
Not applicable	59	34	-	24	-	10	10	13	24	-	-	*	1	6	8	3	2	38
	2%	1%	-	4%	-	1%	1%	2%	4%	-	-	1%	*	2%	2%	1%	*	3%
Don't know	74	63	-	6	-	21	19	19	6	-	-	5	6	7	6	8	10	36
	2%	2%	-	1%	-	2%	2%	2%	1%	-	-	7%	2%	2%	1%	2%	2%	3%
Mean Score	3.56	3.62	-	3.31	-	3.93	3.62	3.24	3.31	-	-	3.26	3.42	3.46	3.62	3.61	3.75	3.50
Standard Deviation	1.38	1.35	-	1.45	-	1.22	1.34	1.45	1.45	-	-	1.29	1.43	1.40	1.29	1.36	1.29	1.43
Standard Error	0.026	0.027	-	0.070	-	0.041	0.049	0.053	0.070	-	-	0.164	0.087	0.074	0.066	0.066	0.060	0.046

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	849	439	410	52	104	182	175	149	113	75	274	286	165	124	393	145	244	62	-	456	390
	26%	27%	26%	21%	24%	33%	27%	29%	25%	20%	29%	28%	22%	26%	25%	31%	25%	32%	-	30%	23%
Definitely agree	(5) 341	175	165	12	41	70	80	56	49	32	105	110	70	56	176	55	97	12	-	196	144
	11%	11%	10%	5%	10%	13%	13%	11%	11%	8%	11%	11%	9%	12%	11%	12%	10%	6%	-	13%	8%
Tend to agree	(4) 508	263	245	41	62	112	94	93	64	43	169	176	95	68	217	90	146	50	-	260	245
	16%	16%	15%	16%	15%	20%	15%	18%	14%	11%	18%	17%	13%	14%	14%	19%	15%	26%	-	17%	14%
Neither agree nor disagree	(3) 380	170	210	50	51	63	83	51	46	35	101	145	90	43	178	59	106	37	-	166	213
	12%	11%	13%	20%	12%	11%	13%	10%	10%	9%	11%	14%	12%	9%	12%	13%	11%	19%	-	11%	13%
Tend/definitely disagree (Net)	1940	978	962	135	268	305	375	307	283	267	563	595	480	302	959	257	631	88	-	850	1089
	61%	61%	60%	53%	63%	55%	59%	60%	63%	71%	59%	57%	65%	63%	62%	55%	64%	45%	-	57%	64%
Tend to disagree	(2) 824	429	395	67	128	119	174	125	110	102	229	258	206	131	401	115	262	44	-	385	439
	26%	27%	25%	26%	30%	22%	27%	24%	25%	27%	24%	25%	28%	27%	26%	25%	26%	22%	-	26%	26%
Definitely disagree	(1) 1116	549	567	68	140	186	201	182	173	165	334	337	274	171	558	143	369	44	-	465	651
	35%	34%	36%	27%	33%	33%	32%	36%	39%	44%	35%	32%	37%	36%	36%	31%	37%	22%	-	31%	38%
Not applicable	31	20	11	15	3	2	4	2	4	1	6	11	4	10	10	2	10	9	-	21	10
	1%	1%	1%	6%	1%	*	1%	*	1%	*	1%	1%	1%	2%	1%	*	1%	4%	-	1%	1%
Don't know	6	3	3	-	-	2	1	2	1	-	3	1	1	*	5	1	1	-	-	4	2
	*	*	*	-	-	*	*	*	*	-	*	*	*	*	*	*	*	-	-	*	*
Mean Score	2.41	2.42	2.40	2.41	2.38	2.57	2.49	2.44	2.33	2.14	2.45	2.48	2.29	2.37	2.38	2.57	2.33	2.70	-	2.55	2.29
Standard Deviation	1.38	1.39	1.38	1.21	1.34	1.45	1.40	1.41	1.40	1.32	1.41	1.38	1.34	1.40	1.39	1.41	1.37	1.27	-	1.43	1.33
Standard Error	0.025	0.037	0.035	0.102	0.075	0.064	0.057	0.066	0.061	0.062	0.046	0.044	0.053	0.066	0.038	0.069	0.041	0.124	-	0.035	0.036

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	849	121	501	106	121	123	129	82	515	242	250	198	150
	26%	33%	27%	26%	21%	31%	33%	22%	25%	35%	25%	23%	25%
Definitely agree (5)	341	53	187	56	46	54	46	32	208	112	85	87	52
	11%	14%	10%	13%	8%	14%	12%	9%	10%	16%	8%	10%	9%
Tend to agree (4)	508	69	314	50	75	69	83	50	307	130	164	111	97
	16%	19%	17%	12%	13%	18%	21%	13%	15%	19%	16%	13%	16%
Neither agree nor disagree (3)	380	34	222	52	72	52	48	53	226	83	120	120	53
	12%	9%	12%	13%	13%	13%	12%	14%	11%	12%	12%	14%	9%
Tend/definitely disagree (Net)	1940	205	1118	254	364	218	212	232	1278	353	633	549	394
	61%	56%	60%	62%	65%	55%	54%	62%	62%	51%	63%	63%	65%
Tend to disagree (2)	824	113	489	85	137	101	95	94	534	171	274	211	162
	26%	31%	26%	21%	24%	26%	24%	25%	26%	25%	27%	24%	27%
Definitely disagree (1)	1116	92	629	168	227	117	117	138	744	183	359	338	232
	35%	25%	34%	41%	40%	30%	30%	37%	36%	26%	36%	39%	38%
Not applicable	31	3	20	1	7	-	3	5	22	7	7	8	9
	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%
Don't know	6	4	3	-	-	*	1	*	5	4	-	*	2
	*	1%	*	-	-	*	*	*	*	1%	-	*	*
Mean Score	2.41	2.66	2.42	2.37	2.24	2.60	2.61	2.30	2.36	2.73	2.35	2.31	2.29
Standard Deviation	1.38	1.41	1.37	1.45	1.33	1.42	1.41	1.33	1.37	1.45	1.34	1.36	1.36
Standard Error	0.025	0.092	0.030	0.085	0.065	0.078	0.078	0.084	0.030	0.054	0.046	0.050	0.053

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	849	416	433	449	361	19	20	96	28	108	156	37	215	115	10	81
	26%	20%	37%	22%	35%	28%	52%	15%	16%	29%	23%	22%	36%	32%	24%	41%
Definitely agree (5)	341	138	203	151	164	15	10	40	9	36	62	14	77	48	6	45
	11%	7%	17%	7%	16%	22%	26%	6%	5%	10%	9%	8%	13%	13%	15%	23%
Tend to agree (4)	508	279	230	297	197	4	10	56	19	72	94	23	138	66	4	35
	16%	14%	20%	14%	19%	6%	26%	9%	11%	20%	14%	13%	23%	18%	9%	18%
Neither agree nor disagree (3)	380	224	155	223	145	9	3	58	27	44	76	28	81	36	6	21
	12%	11%	13%	11%	14%	13%	7%	9%	16%	12%	11%	17%	14%	10%	16%	10%
Tend/definitely disagree (Net)	1940	1392	548	1386	509	32	13	458	112	214	431	101	290	209	23	96
	61%	68%	47%	67%	49%	46%	35%	74%	66%	58%	64%	60%	49%	58%	59%	48%
Tend to disagree (2)	824	508	316	549	251	18	6	166	59	104	164	53	149	73	9	46
	26%	25%	27%	27%	24%	26%	16%	27%	35%	28%	24%	31%	25%	20%	23%	23%
Definitely disagree (1)	1116	884	232	837	259	13	7	292	54	110	267	48	141	136	14	51
	35%	43%	20%	41%	25%	20%	19%	47%	32%	30%	40%	28%	24%	37%	36%	26%
Not applicable	31	8	23	3	16	9	2	8	1	1	7	3	7	2	*	1
	1%	*	2%	*	2%	13%	6%	1%	1%	*	1%	2%	1%	1%	1%	*
Don't know	6	1	5	3	3	-	-	-	*	*	3	1	1	-	-	1
	*	*	*	*	*	-	-	-	*	*	*	*	*	-	-	*
Mean Score	2.41	2.15	2.87	2.21	2.76	2.82	3.25	2.00	2.23	2.51	2.28	2.41	2.77	2.50	2.45	2.89
Standard Deviation	1.38	1.30	1.41	1.31	1.43	1.52	1.53	1.24	1.17	1.36	1.36	1.27	1.39	1.48	1.46	1.54
Standard Error	0.025	0.029	0.043	0.030	0.046	0.210	0.280	0.051	0.097	0.075	0.053	0.106	0.059	0.080	0.258	0.110

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Definitely/tend agree (Net)	849	403	140	154	41	110	159	289	154	208	39	187	104	102	180	24	53	8
	26%	31%	23%	23%	22%	26%	31%	19%	45%	30%	37%	23%	22%	19%	38%	29%	37%	23%
Definitely agree (5)	341	155	61	61	15	48	55	96	66	99	25	60	33	39	80	10	31	6
	11%	12%	10%	9%	8%	11%	11%	6%	19%	14%	23%	7%	7%	7%	17%	12%	22%	17%
Tend to agree (4)	508	248	79	93	27	62	104	193	88	109	14	127	72	63	101	14	22	2
	16%	19%	13%	14%	14%	15%	20%	12%	26%	16%	13%	16%	15%	12%	21%	17%	15%	6%
Neither agree nor disagree (3)	380	147	93	62	23	55	60	163	40	106	12	103	56	43	67	6	10	1
	12%	11%	15%	9%	12%	13%	12%	10%	12%	15%	11%	13%	11%	8%	14%	7%	7%	4%
Tend/definitely disagree (Net)	1940	743	363	459	122	253	292	1095	140	369	45	527	323	390	230	53	78	25
	61%	57%	60%	67%	65%	59%	57%	71%	41%	53%	42%	64%	67%	72%	48%	64%	55%	72%
Tend to disagree (2)	824	310	184	195	36	99	140	409	87	163	24	252	113	113	110	27	28	18
	26%	24%	30%	29%	19%	23%	27%	26%	26%	24%	23%	31%	23%	21%	23%	33%	20%	51%
Definitely disagree (1)	1116	434	179	264	86	154	151	685	53	206	21	276	210	278	121	25	50	7
	35%	33%	30%	39%	46%	36%	30%	44%	16%	30%	19%	34%	43%	51%	25%	31%	35%	21%
Not applicable	31	8	7	6	2	8	1	3	7	9	11	-	-	2	-	-	*	-
	1%	1%	1%	1%	1%	2%	*	*	2%	1%	11%	-	-	*	-	-	*	-
Don't know	6	4	*	1	-	1	1	3	1	2	-	1	1	3	-	-	-	-
	*	*	*	*	-	*	*	*	*	*	-	*	*	*	1%	-	-	-
Mean Score	2.41	2.52	2.43	2.25	2.19	2.41	2.55	2.10	3.08	2.61	2.98	2.32	2.18	2.02	2.81	2.47	2.68	2.47
Standard Deviation	1.38	1.42	1.31	1.34	1.36	1.40	1.38	1.26	1.40	1.43	1.53	1.28	1.31	1.32	1.44	1.40	1.60	1.37
Standard Error	0.025	0.041	0.056	0.053	0.103	0.070	0.062	0.033	0.076	0.057	0.169	0.046	0.061	0.057	0.066	0.147	0.129	0.250

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	849 26%	658 26%	-	186 31%	-	240 25%	203 25%	201 27%	186 31%	-	-	14 21%	96 31%	97 25%	118 26%	124 26%	140 30%	275 25%
Definitely agree (5)	341 11%	258 10%	-	82 14%	-	101 10%	80 10%	73 10%	82 14%	-	-	4 6%	33 11%	41 10%	49 11%	59 12%	50 11%	109 10%
Tend to agree (4)	508 16%	400 16%	-	104 17%	-	139 14%	123 15%	128 17%	104 17%	-	-	10 15%	63 21%	56 14%	69 15%	65 14%	89 19%	166 15%
Neither agree nor disagree (3)	380 12%	286 11%	-	91 15%	-	104 11%	96 12%	80 11%	91 15%	-	-	6 9%	35 11%	54 14%	61 14%	47 10%	44 9%	139 12%
Tend/definitely disagree (Net)	1940 61%	1627 63%	-	295 49%	-	615 64%	504 63%	459 62%	295 49%	-	-	49 70%	173 57%	242 61%	268 59%	298 63%	283 60%	676 61%
Tend to disagree (2)	824 26%	660 26%	-	155 26%	-	224 23%	198 25%	219 29%	155 26%	-	-	20 29%	81 27%	100 25%	125 28%	126 27%	108 23%	283 25%
Definitely disagree (1)	1116 35%	966 37%	-	139 23%	-	392 41%	306 38%	240 32%	139 23%	-	-	29 41%	92 30%	142 36%	143 32%	171 36%	175 37%	393 35%
Not applicable	31 1%	3 *	-	27 5%	-	2 *	1 *	- *	27 5%	-	-	2 1%	2 1%	2 1%	-	-	1 *	23 2%
Don't know	6 *	6 *	-	- -	-	1 *	* *	5 1%	- -	-	-	-	-	-	2 *	1 *	1 *	3 *
Mean Score	2.41	2.35	-	2.71	-	2.30	2.34	2.43	2.71	-	-	2.15	2.55	2.38	2.45	2.39	2.42	2.37
Standard Deviation	1.38	1.38	-	1.39	-	1.40	1.38	1.35	1.39	-	-	1.28	1.39	1.37	1.36	1.41	1.42	1.36
Standard Error	0.025	0.027	-	0.066	-	0.046	0.049	0.049	0.066	-	-	0.157	0.083	0.071	0.068	0.067	0.065	0.043

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

B24I. Agreement with I) I couldn't manage without a car

Base : Own/use a car

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	2094	1052	1042	125	248	377	457	345	298	245	653	665	480	295	1067	306	624	88	-	848	1244
	65%	65%	65%	49%	58%	68%	72%	68%	67%	65%	69%	64%	65%	62%	69%	66%	63%	45%	-	57%	73%
Definitely agree	(5) 1317	658	659	49	144	248	298	226	199	153	392	416	303	205	700	188	389	35	-	508	809
	41%	41%	41%	19%	34%	45%	47%	44%	44%	41%	41%	40%	41%	43%	45%	40%	39%	18%	-	34%	47%
Tend to agree	(4) 777	394	383	76	104	128	159	119	99	91	261	250	177	90	367	119	235	53	-	340	435
	24%	25%	24%	30%	24%	23%	25%	23%	22%	24%	28%	24%	24%	19%	24%	26%	24%	27%	-	23%	26%
Neither agree nor disagree	(3) 252	113	140	25	50	41	49	38	29	21	72	78	60	42	117	40	71	25	-	133	120
	8%	7%	9%	10%	12%	7%	8%	7%	7%	6%	8%	8%	8%	9%	8%	9%	7%	13%	-	9%	7%
Tend/definitely disagree (Net)	829	428	401	87	126	138	131	125	114	109	213	289	197	130	348	118	290	71	-	501	326
	26%	27%	25%	34%	29%	25%	21%	25%	25%	29%	22%	28%	27%	27%	23%	25%	29%	36%	-	33%	19%
Tend to disagree	(2) 509	251	258	61	68	80	76	89	60	75	128	173	126	82	202	77	179	50	-	301	209
	16%	16%	16%	24%	16%	14%	12%	17%	13%	20%	14%	17%	17%	17%	13%	17%	18%	26%	-	20%	12%
Definitely disagree	(1) 319	177	143	25	57	58	55	37	54	34	85	116	71	47	146	41	111	21	-	201	118
	10%	11%	9%	10%	13%	10%	9%	7%	12%	9%	9%	11%	10%	10%	9%	9%	11%	11%	-	13%	7%
Not applicable	19	11	8	12	3	-	*	-	3	1	2	3	3	11	6	-	4	9	-	12	8
	1%	1%	*	5%	1%	-	*	-	1%	*	*	*	*	2%	*	-	*	5%	-	1%	*
Don't know	11	5	7	4	-	-	-	2	2	2	8	3	1	-	6	-	3	3	-	4	7
	*	*	*	2%	-	-	-	*	1%	1%	1%	*	*	-	*	-	*	1%	-	*	*
Mean Score	3.71	3.69	3.73	3.26	3.49	3.77	3.89	3.80	3.75	3.68	3.80	3.65	3.70	3.69	3.83	3.72	3.62	3.16	-	3.44	3.95
Standard Deviation	1.40	1.42	1.38	1.33	1.44	1.41	1.34	1.35	1.45	1.41	1.35	1.43	1.40	1.43	1.38	1.37	1.44	1.32	-	1.47	1.29
Standard Error	0.026	0.037	0.035	0.113	0.081	0.062	0.055	0.063	0.063	0.067	0.044	0.046	0.056	0.067	0.037	0.067	0.043	0.129	-	0.036	0.035

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

B24I. Agreement with I) I couldn't manage without a car

Base : Own/use a car

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	2094 65%	157 43%	1174 63%	300 73%	463 82%	279 71%	277 71%	258 69%	1279 63%	457 66%	654 65%	596 68%	375 62%
Definitely agree (5)	1317 41%	85 23%	703 38%	189 46%	340 60%	175 44%	155 40%	167 45%	819 40%	277 40%	391 39%	396 45%	245 40%
Tend to agree (4)	777 24%	72 20%	471 25%	111 27%	123 22%	104 26%	122 31%	91 24%	461 23%	180 26%	263 26%	200 23%	130 21%
Neither agree nor disagree (3)	252 8%	47 13%	163 9%	23 6%	19 3%	29 7%	22 6%	33 9%	168 8%	56 8%	91 9%	65 7%	39 6%
Tend/definitely disagree (Net)	829 26%	160 44%	512 27%	87 21%	70 12%	86 22%	93 24%	74 20%	576 28%	173 25%	259 26%	203 23%	187 31%
Tend to disagree (2)	509 16%	89 24%	325 17%	59 14%	36 6%	49 12%	57 15%	44 12%	359 18%	93 13%	171 17%	122 14%	118 19%
Definitely disagree (1)	319 10%	71 19%	187 10%	28 7%	34 6%	37 9%	36 9%	30 8%	216 11%	80 12%	88 9%	80 9%	69 11%
Not applicable	19 1%	- -	10 1%	2 *	8 1%	- -	- -	4 1%	16 1%	2 *	4 *	7 1%	6 1%
Don't know	11 *	2 1%	5 *	- -	4 1%	- -	- -	4 1%	7 *	3 *	1 *	3 *	1 *
Mean Score	3.71	3.03	3.64	3.91	4.27	3.84	3.77	3.88	3.65	3.70	3.70	3.82	3.60
Standard Deviation	1.40	1.47	1.40	1.31	1.18	1.36	1.35	1.32	1.43	1.41	1.36	1.38	1.46
Standard Error	0.026	0.095	0.031	0.076	0.058	0.074	0.074	0.084	0.031	0.052	0.047	0.050	0.057

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

B24I. Agreement with I) I couldn't manage without a car

Base : Own/use a car

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	2094	1566	529	1531	528	22	12	430	108	234	450	114	382	249	18	102
	65%	77%	45%	74%	51%	32%	32%	69%	64%	64%	67%	67%	64%	69%	47%	51%
Definitely agree (5)	1317	1058	258	1013	285	11	8	271	69	147	281	74	210	180	16	65
	41%	52%	22%	49%	28%	16%	20%	44%	41%	40%	42%	43%	35%	50%	41%	33%
Tend to agree (4)	777	507	270	518	244	11	5	160	39	87	169	40	172	69	2	37
	24%	25%	23%	25%	24%	16%	12%	26%	23%	24%	25%	23%	29%	19%	6%	18%
Neither agree nor disagree (3)	252	139	114	146	100	6	1	46	8	30	54	10	61	17	7	17
	8%	7%	10%	7%	10%	8%	2%	7%	5%	8%	8%	6%	10%	5%	17%	9%
Tend/definitely disagree (Net)	829	334	495	381	393	37	18	131	52	99	166	44	151	93	11	80
	26%	16%	43%	18%	38%	54%	46%	21%	31%	27%	25%	26%	25%	26%	27%	40%
Tend to disagree (2)	509	208	301	230	256	21	3	78	39	63	104	28	105	57	4	31
	16%	10%	26%	11%	25%	30%	8%	12%	23%	17%	15%	17%	18%	16%	11%	16%
Definitely disagree (1)	319	126	194	151	138	16	15	53	13	36	62	15	46	36	7	49
	10%	6%	17%	7%	13%	24%	38%	9%	8%	10%	9%	9%	8%	10%	17%	24%
Not applicable	19	1	19	1	7	4	7	10	1	-	3	3	-	2	-	-
	1%	*	2%	*	1%	6%	19%	2%	1%	-	*	2%	-	1%	-	-
Don't know	11	3	8	5	6	-	-	3	-	4	-	-	1	-	4	-
	*	*	1%	*	1%	-	-	1%	-	1%	-	-	*	-	9%	-
Mean Score	3.71	4.06	3.09	3.98	3.28	2.68	2.61	3.85	3.67	3.68	3.75	3.77	3.67	3.83	3.47	3.19
Standard Deviation	1.40	1.24	1.44	1.29	1.44	1.45	1.76	1.34	1.40	1.41	1.38	1.40	1.32	1.44	1.60	1.61
Standard Error	0.026	0.028	0.044	0.029	0.046	0.192	0.332	0.056	0.115	0.077	0.053	0.117	0.056	0.078	0.292	0.115

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

B24I. Agreement with I) I couldn't manage without a car

Base : Own/use a car

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30	
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	2094	863	380	467	118	267	366	1166	165	363	34	579	399	425	279	60	78	14	
	65%	66%	63%	68%	62%	63%	71%	75%	48%	52%	32%	71%	82%	79%	58%	73%	55%	42%	
Definitely agree	(5)	1317	536	220	308	86	166	234	779	90	195	18	342	277	315	150	40	54	10
		41%	41%	37%	45%	46%	39%	46%	50%	26%	28%	17%	42%	57%	58%	31%	49%	38%	28%
Tend to agree	(4)	777	327	159	159	32	101	131	387	75	168	16	237	122	110	129	20	24	5
		24%	25%	26%	23%	17%	24%	26%	25%	22%	24%	15%	29%	25%	20%	27%	24%	17%	14%
Neither agree nor disagree	(3)	252	96	63	55	16	23	41	105	30	70	7	57	34	30	46	5	7	2
		8%	7%	10%	8%	9%	5%	8%	7%	9%	10%	6%	7%	7%	6%	10%	7%	5%	6%
Tend/definitely disagree (Net)	829	341	154	150	52	132	104	277	145	248	55	180	50	82	155	17	55	18	
	26%	26%	26%	22%	28%	31%	20%	18%	43%	36%	51%	22%	10%	15%	32%	21%	39%	52%	
Tend to disagree	(2)	509	213	95	92	30	80	67	163	82	174	24	129	23	44	108	10	35	13
		16%	16%	16%	14%	16%	19%	13%	10%	24%	25%	22%	16%	5%	8%	22%	13%	25%	38%
Definitely disagree	(1)	319	128	59	57	22	52	37	114	64	74	31	51	27	38	47	6	19	5
		10%	10%	10%	8%	12%	12%	7%	19%	11%	29%	6%	7%	10%	8%	14%	14%	14%	
Not applicable		19	5	5	5	1	4	-	1	-	7	12	1	-	-	-	-	-	
		1%	*	1%	1%	*	1%	-	*	-	11%	*	-	-	-	-	-	-	
Don't know		11	1	2	5	2	1	2	3	1	5	-	2	1	2	-	-	2	
		*	*	*	1%	1%	*	*	*	*	1%	-	*	*	*	-	-	1%	
Mean Score	3.71	3.72	3.65	3.84	3.69	3.59	3.90	4.00	3.14	3.35	2.66	3.85	4.24	4.16	3.47	3.93	3.42	3.04	
Standard Deviation	1.40	1.40	1.37	1.36	1.48	1.47	1.31	1.29	1.50	1.40	1.55	1.29	1.13	1.26	1.38	1.34	1.54	1.51	
Standard Error	0.026	0.040	0.059	0.053	0.113	0.072	0.059	0.034	0.082	0.056	0.168	0.046	0.053	0.054	0.063	0.140	0.124	0.275	

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

B24I. Agreement with I) I couldn't manage without a car

Base : Own/use a car

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	2094 65%	1835 71%	-	247 41%	-	783 81%	588 73%	417 56%	247 41%	-	-	47 67%	182 59%	245 62%	303 67%	318 68%	351 75%	695 62%
Definitely agree (5)	1317 41%	1188 46%	-	123 21%	-	557 58%	368 46%	229 31%	123 21%	-	-	34 49%	121 39%	148 38%	168 37%	200 43%	236 50%	443 40%
Tend to agree (4)	777 24%	647 25%	-	123 21%	-	226 23%	220 27%	188 25%	123 21%	-	-	13 18%	61 20%	97 24%	134 30%	118 25%	115 25%	252 23%
Neither agree nor disagree (3)	252 8%	182 7%	-	67 11%	-	48 5%	53 7%	77 10%	67 11%	-	-	3 5%	25 8%	29 7%	45 10%	42 9%	29 6%	82 7%
Tend/definitely disagree (Net)	829 26%	556 22%	-	265 44%	-	128 13%	160 20%	249 33%	265 44%	-	-	19 28%	97 32%	118 30%	101 22%	106 23%	89 19%	317 28%
Tend to disagree (2)	509 16%	363 14%	-	142 24%	-	77 8%	95 12%	176 24%	142 24%	-	-	15 22%	62 20%	69 17%	62 14%	70 15%	59 13%	187 17%
Definitely disagree (1)	319 10%	193 7%	-	123 21%	-	51 5%	65 8%	73 10%	123 21%	-	-	4 6%	35 11%	50 13%	39 9%	36 8%	30 6%	130 12%
Not applicable	19 1%	1 *	-	18 3%	-	-	1 *	-	18 3%	-	-	-	2 1%	*	2 *	-	-	15 1%
Don't know	11 *	7 *	-	2 *	-	2 *	3 *	2 *	2 *	-	-	-	-	3 1%	1 *	2 1%	-	5 *
Mean Score	3.71	3.88	-	2.97	-	4.21	3.91	3.44	2.97	-	-	3.82	3.56	3.58	3.74	3.80	4.00	3.63
Standard Deviation	1.40	1.33	-	1.47	-	1.18	1.31	1.39	1.47	-	-	1.40	1.46	1.45	1.32	1.33	1.28	1.45
Standard Error	0.026	0.026	-	0.070	-	0.039	0.047	0.050	0.070	-	-	0.173	0.088	0.076	0.066	0.064	0.058	0.045

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3025	1458	1567	148	317	510	599	464	537	450	954	971	636	464	1375	421	1107	111	-	1663	1357
Weighted base	3206	1609	1597	253	426	555	637	511	446	378	947	1039	741	479	1544	464	992	195	-	1497	1705
Definitely/tend agree (Net)	605	332	273	97	169	138	100	56	29	17	162	199	156	88	357	68	109	69	-	249	355
	19%	21%	17%	38%	40%	25%	16%	11%	6%	5%	17%	19%	21%	18%	23%	15%	11%	35%	-	17%	21%
Definitely agree	(5) 261	138	123	44	77	62	31	26	12	9	66	78	75	42	153	30	51	25	-	97	164
	8%	9%	8%	17%	18%	11%	5%	5%	3%	2%	7%	7%	10%	9%	10%	6%	5%	13%	-	6%	10%
Tend to agree	(4) 344	194	150	53	92	76	70	29	16	8	96	121	81	45	204	38	57	44	-	152	190
	11%	12%	9%	21%	22%	14%	11%	6%	4%	2%	10%	12%	11%	10%	13%	8%	6%	22%	-	10%	11%
Neither agree nor disagree	(3) 486	290	197	51	75	102	104	93	41	20	163	149	113	62	302	45	101	39	-	196	290
	15%	18%	12%	20%	18%	18%	16%	18%	9%	5%	17%	14%	15%	13%	20%	10%	10%	20%	-	13%	17%
Tend/definitely disagree (Net)	2057	959	1098	78	173	314	431	360	365	336	614	674	456	313	871	348	765	65	-	1023	1032
	64%	60%	69%	31%	41%	57%	68%	70%	82%	89%	65%	65%	62%	65%	56%	75%	77%	33%	-	68%	61%
Tend to disagree	(2) 775	416	359	49	87	130	187	140	103	80	244	250	171	110	388	133	208	41	-	332	443
	24%	26%	22%	19%	20%	23%	29%	27%	23%	21%	26%	24%	23%	23%	25%	29%	21%	21%	-	22%	26%
Definitely disagree	(1) 1282	543	739	29	87	185	244	220	262	256	370	424	285	203	483	215	558	24	-	691	589
	40%	34%	46%	11%	20%	33%	38%	43%	59%	68%	39%	41%	38%	42%	31%	46%	56%	12%	-	46%	35%
Not applicable	50	27	23	24	9	2	2	2	8	4	4	17	14	16	14	2	14	20	-	23	27
	2%	2%	1%	10%	2%	*	*	*	2%	1%	*	2%	2%	3%	1%	*	1%	10%	-	2%	2%
Don't know	8	1	7	2	-	-	-	*	3	1	4	-	2	1	1	1	3	2	-	6	1
	*	*	*	1%	-	-	-	*	1%	*	*	-	*	*	*	*	*	1%	-	*	*
Mean Score	2.21	2.35	2.08	3.15	2.96	2.46	2.15	2.02	1.65	1.48	2.20	2.20	2.30	2.16	2.45	1.99	1.81	3.03	-	2.07	2.34
Standard Deviation	1.30	1.30	1.30	1.31	1.41	1.37	1.18	1.15	0.99	0.88	1.26	1.30	1.36	1.33	1.32	1.22	1.16	1.28	-	1.27	1.32
Standard Error	0.024	0.034	0.033	0.113	0.080	0.061	0.049	0.053	0.043	0.042	0.041	0.042	0.054	0.063	0.036	0.060	0.035	0.128	-	0.031	0.036

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3025	242	2074	294	415	336	333	251	2105	731	843	758	665
Weighted base	3206	367	1863	412	564	394	393	373	2046	690	1009	875	609
Definitely/tend agree (Net)	605 19%	97 26%	362 19%	69 17%	77 14%	112 28%	68 17%	89 24%	336 16%	148 21%	197 20%	167 19%	85 14%
Definitely agree (5)	261 8%	28 8%	165 9%	28 7%	39 7%	43 11%	24 6%	31 8%	164 8%	60 9%	81 8%	79 9%	37 6%
Tend to agree (4)	344 11%	69 19%	196 11%	41 10%	38 7%	69 17%	44 11%	59 16%	172 8%	88 13%	116 11%	88 10%	48 8%
Neither agree nor disagree (3)	486 15%	48 13%	289 15%	51 12%	99 18%	69 18%	60 15%	67 18%	291 14%	111 16%	169 17%	146 17%	59 10%
Tend/definitely disagree (Net)	2057 64%	214 58%	1180 63%	284 69%	379 67%	210 53%	263 67%	205 55%	1379 67%	430 62%	630 62%	542 62%	443 73%
Tend to disagree (2)	775 24%	75 20%	447 24%	107 26%	146 26%	86 22%	110 28%	76 20%	504 25%	173 25%	233 23%	216 25%	147 24%
Definitely disagree (1)	1282 40%	139 38%	733 39%	177 43%	233 41%	124 31%	154 39%	129 35%	875 43%	256 37%	397 39%	327 37%	296 49%
Not applicable	50 2%	6 2%	31 2%	4 1%	9 2%	4 1%	2 *	9 2%	36 2%	2 *	13 1%	16 2%	19 3%
Don't know	8 *	2 1%	2 *	4 1%	- -	- -	- -	3 1%	5 *	- -	* *	4 *	3 *
Mean Score	2.21	2.36	2.24	2.10	2.11	2.54	2.17	2.41	2.12	2.30	2.25	2.27	1.95
Standard Deviation	1.30	1.37	1.32	1.26	1.22	1.38	1.23	1.34	1.28	1.32	1.31	1.31	1.22
Standard Error	0.024	0.089	0.029	0.074	0.060	0.075	0.068	0.086	0.028	0.049	0.045	0.048	0.048

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3025	1947	1078	1969	964	59	33	585	149	332	672	145	558	341	33	196
Weighted base	3206	2042	1164	2064	1035	69	38	621	169	366	673	170	595	362	40	199
Definitely/tend agree (Net)	605	435	170	384	196	23	3	147	49	97	87	46	91	39	11	35
	19%	21%	15%	19%	19%	33%	7%	24%	29%	26%	13%	27%	15%	11%	28%	18%
Definitely agree (5)	261	191	70	168	82	10	1	65	20	38	46	21	37	13	5	13
	8%	9%	6%	8%	8%	15%	2%	11%	12%	10%	7%	12%	6%	4%	14%	7%
Tend to agree (4)	344	244	100	216	114	13	2	82	29	58	41	26	55	26	6	22
	11%	12%	9%	10%	11%	18%	4%	13%	17%	16%	6%	15%	9%	7%	15%	11%
Neither agree nor disagree (3)	486	328	159	303	172	6	4	115	25	44	107	32	94	47	4	17
	15%	16%	14%	15%	17%	9%	12%	18%	15%	12%	16%	19%	16%	13%	10%	9%
Tend/definitely disagree (Net)	2057	1266	791	1364	640	29	24	339	92	224	467	88	405	266	21	147
	64%	62%	68%	66%	62%	42%	61%	55%	54%	61%	69%	52%	68%	73%	53%	74%
Tend to disagree (2)	775	519	255	516	246	10	4	141	37	108	173	33	159	81	7	36
	24%	25%	22%	25%	24%	14%	10%	23%	22%	29%	26%	19%	27%	22%	17%	18%
Definitely disagree (1)	1282	747	535	848	395	19	20	197	55	116	294	55	246	185	14	110
	40%	37%	46%	41%	38%	28%	52%	32%	32%	32%	44%	33%	41%	51%	37%	56%
Not applicable	50	11	39	10	22	11	8	16	3	1	11	3	4	9	3	-
	2%	1%	3%	*	2%	16%	20%	3%	2%	*	2%	2%	1%	2%	8%	-
Don't know	8	2	5	4	4	-	-	4	-	*	1	-	-	2	-	-
	*	*	*	*	*	-	-	1%	-	-	*	-	-	*	-	-
Mean Score	2.21	2.32	2.03	2.19	2.25	2.75	1.69	2.46	2.54	2.44	2.05	2.54	2.11	1.86	2.48	1.95
Standard Deviation	1.30	1.33	1.24	1.30	1.30	1.55	1.11	1.35	1.42	1.36	1.22	1.40	1.22	1.13	1.52	1.30
Standard Error	0.024	0.030	0.038	0.029	0.042	0.213	0.213	0.057	0.117	0.075	0.047	0.117	0.052	0.062	0.274	0.093

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3025	1233	550	655	174	413	501	1468	339	625	92	793	459	534	480	91	156	30
Weighted base	3206	1305	604	682	189	426	513	1552	341	694	107	818	484	540	480	82	142	34
Definitely/tend agree (Net)	605	239	131	94	48	92	67	316	52	143	25	141	104	98	84	17	39	17
	19%	18%	22%	14%	26%	22%	13%	20%	15%	21%	24%	17%	21%	18%	17%	20%	27%	50%
Definitely agree (5)	261	99	54	49	18	42	32	135	20	62	11	51	49	52	34	8	20	10
	8%	8%	9%	7%	10%	10%	6%	9%	6%	9%	11%	6%	10%	10%	7%	9%	14%	30%
Tend to agree (4)	344	141	78	44	30	51	35	181	32	82	14	90	54	47	50	9	19	7
	11%	11%	13%	7%	16%	12%	7%	12%	9%	12%	13%	11%	11%	9%	10%	11%	13%	20%
Neither agree nor disagree (3)	486	200	84	111	31	60	62	241	43	129	11	112	82	91	84	13	14	-
	15%	15%	14%	16%	17%	14%	12%	16%	13%	19%	10%	14%	17%	17%	18%	15%	10%	-
Tend/definitely disagree (Net)	2057	853	371	464	104	264	381	983	242	398	52	563	299	348	310	53	89	17
	64%	65%	62%	68%	55%	62%	74%	63%	71%	57%	49%	69%	62%	64%	65%	65%	63%	50%
Tend to disagree (2)	775	311	169	162	35	97	147	369	88	158	13	210	126	139	123	21	29	6
	24%	24%	28%	24%	19%	23%	29%	24%	26%	23%	12%	26%	26%	26%	26%	25%	21%	16%
Definitely disagree (1)	1282	542	202	302	69	167	234	614	154	241	39	353	173	208	187	32	60	12
	40%	42%	33%	44%	37%	39%	46%	40%	45%	35%	37%	43%	36%	39%	39%	39%	42%	34%
Not applicable	50	13	17	8	2	10	1	9	2	20	18	-	-	1	2	-	-	-
	2%	1%	3%	1%	1%	2%	*	1%	*	3%	17%	-	-	*	*	-	-	-
Don't know	8	*	*	4	2	-	1	3	1	2	-	2	-	1	-	-	-	-
	*	*	*	1%	1%	-	*	*	*	*	-	*	-	*	-	-	-	-
Mean Score	2.21	2.18	2.34	2.07	2.41	2.29	1.99	2.26	2.04	2.35	2.38	2.11	2.34	2.24	2.21	2.26	2.36	2.97
Standard Deviation	1.30	1.29	1.31	1.24	1.39	1.36	1.19	1.32	1.23	1.32	1.49	1.25	1.33	1.31	1.26	1.33	1.48	1.73
Standard Error	0.024	0.037	0.057	0.049	0.106	0.068	0.054	0.035	0.067	0.053	0.167	0.045	0.062	0.057	0.058	0.139	0.119	0.316

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3025	2543	-	457	-	914	784	779	457	-	-	66	281	370	405	442	482	1045
Weighted base	3206	2580	-	598	-	962	804	745	598	-	-	69	306	395	452	470	469	1115
Definitely/tend agree (Net)	605 19%	499 19%	-	97 16%	-	206 21%	162 20%	113 15%	97 16%	-	-	18 27%	53 17%	61 15%	74 16%	91 19%	93 20%	234 21%
Definitely agree	(5) 261 8%	224 9%	-	33 5%	-	105 11%	70 9%	41 6%	33 5%	-	-	7 11%	22 7%	24 6%	36 8%	35 8%	45 10%	99 9%
Tend to agree	(4) 344 11%	275 11%	-	65 11%	-	101 10%	91 11%	72 10%	65 11%	-	-	11 16%	31 10%	37 9%	38 8%	55 12%	49 10%	134 12%
Neither agree nor disagree	(3) 486 15%	395 15%	-	90 15%	-	195 20%	111 14%	80 11%	90 15%	-	-	10 14%	47 15%	53 13%	85 19%	80 17%	88 19%	135 12%
Tend/definitely disagree (Net)	2057 64%	1678 65%	-	362 60%	-	558 58%	531 66%	549 74%	362 60%	-	-	41 60%	203 66%	275 70%	290 64%	297 63%	286 61%	706 63%
Tend to disagree	(2) 775 24%	653 25%	-	112 19%	-	258 27%	203 25%	177 24%	112 19%	-	-	15 22%	67 22%	91 23%	109 24%	126 27%	125 27%	256 23%
Definitely disagree	(1) 1282 40%	1025 40%	-	250 42%	-	300 31%	328 41%	372 50%	250 42%	-	-	26 38%	135 44%	184 46%	181 40%	171 36%	161 34%	450 40%
Not applicable	50 2%	4 *	-	46 8%	-	2 *	- *	1 *	46 8%	-	-	- *	4 1%	5 1%	2 *	2 *	- *	38 3%
Don't know	8 *	4 *	-	4 1%	-	1 *	1 *	1 *	4 1%	-	-	- *	- 1%	2 *	1 *	* *	1 *	3 *
Mean Score	2.21	2.23	-	2.12	-	2.43	2.22	1.97	2.12	-	-	2.40	2.13	2.04	2.20	2.27	2.34	2.23
Standard Deviation	1.30	1.31	-	1.27	-	1.32	1.32	1.22	1.27	-	-	1.41	1.29	1.24	1.27	1.27	1.30	1.35
Standard Error	0.024	0.026	-	0.062	-	0.044	0.047	0.044	0.062	-	-	0.173	0.077	0.065	0.063	0.061	0.059	0.042

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1434	688	746	48	208	342	416	286	122	12	482	500	304	148	1106	328	-	-	-	699	733
Weighted base	1603	809	794	78	270	377	443	312	113	10	502	562	369	170	1232	371	-	-	-	671	930
Definitely/tend agree (Net)	1247	633	614	66	210	272	353	236	101	8	373	439	305	131	974	273	-	-	-	465	781
	78%	78%	77%	84%	78%	72%	80%	76%	90%	84%	74%	78%	83%	77%	79%	74%	-	-	-	69%	84%
Definitely agree	(5) 1006	513	492	48	163	234	274	192	87	8	295	366	244	101	802	203	-	-	-	365	641
	63%	63%	62%	62%	60%	62%	62%	62%	77%	84%	59%	65%	66%	59%	65%	55%	-	-	-	54%	69%
Tend to agree	(4) 242	120	122	18	47	39	79	44	14	-	78	72	62	30	172	70	-	-	-	99	141
	15%	15%	15%	23%	18%	10%	18%	14%	13%	-	15%	13%	17%	17%	14%	19%	-	-	-	15%	15%
Neither agree nor disagree	(3) 68	39	28	2	10	21	22	11	2	-	23	21	15	8	50	17	-	-	-	38	29
	4%	5%	4%	2%	4%	5%	5%	3%	2%	-	5%	4%	4%	5%	4%	5%	-	-	-	6%	3%
Tend/definitely disagree (Net)	255	123	132	6	43	82	64	52	6	*	100	93	41	21	186	69	-	-	-	155	100
	16%	15%	17%	8%	16%	22%	15%	17%	6%	4%	20%	16%	11%	13%	15%	19%	-	-	-	23%	11%
Tend to disagree	(2) 81	36	45	3	21	23	23	10	1	*	22	33	18	9	59	22	-	-	-	52	29
	5%	4%	6%	3%	8%	6%	5%	3%	1%	4%	4%	6%	5%	5%	5%	6%	-	-	-	8%	3%
Definitely disagree	(1) 174	87	87	4	22	59	41	42	5	-	78	60	23	12	126	47	-	-	-	103	70
	11%	11%	11%	5%	8%	16%	9%	13%	5%	-	16%	11%	6%	7%	10%	13%	-	-	-	15%	8%
Not applicable	28	12	16	4	7	2	3	9	1	1	5	8	7	8	17	10	-	-	-	11	17
	2%	1%	2%	5%	2%	1%	1%	3%	1%	12%	1%	1%	2%	5%	1%	3%	-	-	-	2%	2%
Don't know	6	2	4	-	-	-	*	4	2	-	1	2	2	2	5	1	-	-	-	3	3
	*	*	1%	-	-	-	*	1%	2%	-	*	*	*	1%	*	*	-	-	-	*	*
Mean Score	4.16	4.18	4.15	4.41	4.17	3.97	4.19	4.12	4.61	4.86	3.99	4.18	4.35	4.23	4.21	4.00	-	-	-	3.87	4.38
Standard Deviation	1.36	1.35	1.38	1.06	1.31	1.53	1.30	1.44	0.96	0.68	1.50	1.37	1.17	1.25	1.34	1.43	-	-	-	1.52	1.19
Standard Error	0.036	0.052	0.051	0.155	0.092	0.083	0.064	0.087	0.088	0.215	0.069	0.062	0.068	0.105	0.041	0.081	-	-	-	0.059	0.044

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1434	130	998	139	167	210	213	148	863	434	430	377	180
Weighted base	1603	197	951	211	244	255	245	210	893	421	545	436	191
Definitely/tend agree (Net)	1247	99	751	180	217	188	192	176	691	298	436	346	158
	78%	50%	79%	85%	89%	74%	78%	84%	77%	71%	80%	79%	83%
Definitely agree (5)	1006	65	602	144	195	154	154	139	559	247	351	283	117
	63%	33%	63%	68%	80%	60%	63%	66%	63%	59%	64%	65%	61%
Tend to agree (4)	242	35	149	36	22	35	38	37	132	51	84	62	41
	15%	18%	16%	17%	9%	14%	15%	18%	15%	12%	15%	14%	22%
Neither agree nor disagree (3)	68	6	51	6	5	15	14	10	28	15	23	20	9
	4%	3%	5%	3%	2%	6%	6%	5%	3%	4%	4%	5%	5%
Tend/definitely disagree (Net)	255	90	129	24	12	50	36	23	146	102	77	57	18
	16%	46%	14%	11%	5%	20%	15%	11%	16%	24%	14%	13%	9%
Tend to disagree (2)	81	21	51	7	2	13	15	7	46	29	23	21	8
	5%	11%	5%	3%	1%	5%	6%	3%	5%	7%	4%	5%	4%
Definitely disagree (1)	174	69	77	17	10	36	21	16	100	73	54	36	10
	11%	35%	8%	8%	4%	14%	9%	8%	11%	17%	10%	8%	6%
Not applicable	28	2	16	-	10	2	3	-	23	6	8	11	3
	2%	1%	2%	-	4%	1%	1%	-	3%	1%	1%	3%	2%
Don't know	6	-	5	1	-	-	*	*	5	1	1	2	2
	*	-	*	1%	-	-	*	*	1%	*	*	1%	1%
Mean Score	4.16	3.03	4.23	4.35	4.67	4.01	4.19	4.31	4.16	3.89	4.22	4.27	4.33
Standard Deviation	1.36	1.74	1.27	1.21	0.91	1.48	1.30	1.21	1.38	1.58	1.31	1.27	1.12
Standard Error	0.036	0.154	0.041	0.103	0.072	0.102	0.090	0.099	0.048	0.077	0.064	0.066	0.085

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1434	935	499	925	472	28	9	275	83	219	257	84	304	103	15	90
Weighted base	1603	1046	558	1014	545	35	10	309	89	247	281	98	342	118	18	98
Definitely/tend agree (Net)	1247	915	332	895	335	14	4	257	74	193	219	82	263	75	14	65
	78%	88%	60%	88%	62%	39%	40%	83%	83%	78%	78%	84%	77%	64%	80%	67%
Definitely agree (5)	1006	767	239	761	234	9	2	213	68	158	180	63	199	61	8	51
	63%	73%	43%	75%	43%	26%	21%	69%	76%	64%	64%	65%	58%	52%	44%	52%
Tend to agree (4)	242	148	93	134	101	4	2	44	6	35	39	19	64	14	6	14
	15%	14%	17%	13%	19%	13%	19%	14%	7%	14%	14%	19%	19%	12%	36%	15%
Neither agree nor disagree (3)	68	35	32	31	30	6	1	16	2	8	11	4	18	2	*	5
	4%	3%	6%	3%	5%	17%	8%	5%	3%	3%	4%	4%	5%	2%	2%	6%
Tend/definitely disagree (Net)	255	82	173	71	166	12	5	27	11	38	48	11	55	35	2	27
	16%	8%	31%	7%	30%	36%	52%	9%	12%	16%	17%	12%	16%	30%	13%	27%
Tend to disagree (2)	81	26	56	20	58	3	*	14	6	11	13	2	16	10	1	8
	5%	2%	10%	2%	11%	8%	3%	5%	7%	5%	5%	2%	5%	9%	5%	8%
Definitely disagree (1)	174	56	117	51	107	10	5	13	4	27	35	10	39	25	1	19
	11%	5%	21%	5%	20%	28%	49%	4%	5%	11%	12%	10%	12%	21%	7%	19%
Not applicable	28	9	19	13	12	3	-	7	2	7	2	-	5	5	-	*
	2%	1%	3%	1%	2%	8%	-	2%	2%	3%	1%	-	1%	4%	-	*
Don't know	6	4	2	4	2	-	-	2	-	2	*	-	-	1	1	-
	*	*	*	*	*	-	-	1%	-	1%	*	-	-	1%	5%	-
Mean Score	4.16	4.50	3.52	4.54	3.56	3.02	2.59	4.43	4.45	4.19	4.14	4.27	4.09	3.68	4.10	3.73
Standard Deviation	1.36	1.06	1.63	1.03	1.60	1.63	1.78	1.07	1.17	1.37	1.41	1.26	1.37	1.68	1.22	1.61
Standard Error	0.036	0.035	0.075	0.034	0.075	0.327	0.593	0.066	0.130	0.094	0.089	0.138	0.080	0.171	0.326	0.170

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1434	643	267	276	70	178	244	681	170	302	37	384	227	275	238	50	84	14
Weighted base	1603	724	298	309	73	200	261	753	185	359	45	412	259	292	265	50	91	19
Definitely/tend agree (Net)	1247	546	226	250	63	163	227	668	113	222	18	357	231	268	160	40	59	9
	78%	75%	76%	81%	86%	81%	87%	89%	61%	62%	39%	87%	89%	92%	60%	81%	65%	47%
Definitely agree (5)	1006	431	169	215	55	135	189	572	72	162	11	298	201	230	112	31	44	6
	63%	60%	57%	70%	76%	68%	72%	76%	39%	45%	25%	72%	78%	79%	42%	62%	49%	31%
Tend to agree (4)	242	115	56	36	8	27	38	96	41	60	6	59	31	37	48	10	15	3
	15%	16%	19%	12%	10%	14%	15%	13%	22%	17%	14%	14%	12%	13%	18%	19%	16%	16%
Neither agree nor disagree (3)	68	28	16	10	3	11	10	21	15	15	7	16	7	4	16	1	3	-
	4%	4%	5%	3%	5%	5%	4%	3%	8%	4%	15%	4%	3%	1%	6%	3%	3%	-
Tend/definitely disagree (Net)	255	133	55	43	5	18	18	53	56	110	18	28	20	17	85	8	26	9
	16%	18%	19%	14%	8%	9%	7%	7%	30%	31%	40%	7%	8%	6%	32%	16%	29%	49%
Tend to disagree (2)	81	38	18	15	4	6	5	15	20	39	3	6	7	3	27	3	5	2
	5%	5%	6%	5%	5%	3%	2%	2%	11%	11%	7%	1%	3%	1%	10%	7%	6%	10%
Definitely disagree (1)	174	95	37	28	2	12	13	38	36	71	15	22	13	14	58	5	21	7
	11%	13%	12%	9%	2%	6%	5%	5%	20%	20%	33%	5%	5%	22%	9%	23%	39%	
Not applicable	28	14	*	4	1	8	4	9	2	10	3	8	1	3	4	-	3	1
	2%	2%	*	1%	2%	4%	1%	1%	1%	3%	6%	2%	*	1%	1%	-	3%	4%
Don't know	6	3	-	2	-	1	2	2	1	1	-	3	-	1	1	-	*	-
	*	*	-	1%	-	1%	1%	*	*	*	-	1%	-	*	*	-	1%	-
Mean Score	4.16	4.06	4.02	4.30	4.55	4.40	4.50	4.55	3.51	3.58	2.92	4.51	4.55	4.62	3.49	4.17	3.64	2.90
Standard Deviation	1.36	1.44	1.41	1.30	0.97	1.14	1.04	1.02	1.56	1.62	1.66	1.04	1.03	0.95	1.63	1.33	1.68	1.83
Standard Error	0.036	0.058	0.087	0.079	0.117	0.087	0.067	0.040	0.121	0.095	0.285	0.054	0.069	0.058	0.107	0.189	0.189	0.528

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1434	1272	-	151	-	520	413	308	151	-	-	31	88	150	221	265	307	403
Weighted base	1603	1387	-	205	-	556	466	333	205	-	-	31	101	184	272	281	298	468
Definitely/tend agree (Net)	1247 78%	1124 81%	-	116 57%	-	492 88%	379 81%	223 67%	116 57%	-	-	29 93%	78 78%	145 79%	212 78%	224 80%	215 72%	373 80%
Definitely agree (5)	1006 63%	921 66%	-	80 39%	-	426 77%	314 67%	164 49%	80 39%	-	-	18 57%	49 49%	117 64%	178 65%	181 65%	184 62%	296 63%
Tend to agree (4)	242 15%	202 15%	-	36 17%	-	67 12%	65 14%	59 18%	36 17%	-	-	11 36%	29 29%	28 15%	34 12%	42 15%	31 10%	77 16%
Neither agree nor disagree (3)	68 4%	46 3%	-	20 10%	-	15 3%	23 5%	7 2%	20 10%	-	-	1 3%	8 8%	9 5%	17 6%	5 2%	13 4%	15 3%
Tend/definitely disagree (Net)	255 16%	194 14%	-	60 29%	-	45 8%	58 12%	90 27%	60 29%	-	-	1 2%	10 10%	27 15%	38 14%	48 17%	63 21%	68 15%
Tend to disagree (2)	81 5%	54 4%	-	27 13%	-	13 2%	13 3%	27 8%	27 13%	-	-	1 2%	5 5%	12 6%	12 4%	16 6%	12 4%	25 5%
Definitely disagree (1)	174 11%	140 10%	-	33 16%	-	32 6%	44 10%	63 19%	33 16%	-	-	-	4 4%	16 9%	27 10%	32 12%	51 17%	44 9%
Not applicable	28 2%	19 1%	-	8 4%	-	2 *	6 1%	10 3%	8 4%	-	-	*	4 4%	2 1%	4 1%	3 1%	6 2%	8 2%
Don't know	6 *	5 *	-	1 *	-	2 *	* *	3 1%	1 *	-	-	*	*	-	1 *	1 *	1 *	3 1%
Mean Score	4.16	4.25	-	3.53	-	4.52	4.28	3.73	3.53	-	-	4.51	4.18	4.20	4.22	4.17	3.98	4.22
Standard Deviation	1.36	1.31	-	1.54	-	1.07	1.28	1.61	1.54	-	-	0.68	1.10	1.30	1.33	1.39	1.56	1.31
Standard Error	0.036	0.037	-	0.127	-	0.047	0.064	0.094	0.127	-	-	0.126	0.121	0.108	0.090	0.086	0.090	0.066

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2543	1308	1235	58	246	452	554	409	460	364	868	814	512	349	1258	360	881	35	-	1305	1236
Weighted base	2580	1394	1186	90	318	482	584	448	372	286	840	820	572	348	1391	382	742	58	-	1077	1502
Definitely/tend agree (Net)	1669	897	772	67	222	332	343	290	240	175	549	499	374	248	918	226	477	42	-	680	989
	65%	64%	65%	75%	70%	69%	59%	65%	64%	61%	65%	61%	65%	71%	66%	59%	64%	73%	-	63%	66%
Definitely agree	(5) 892	470	422	29	139	195	152	146	135	97	296	260	213	123	493	122	260	15	-	364	528
	35%	34%	36%	32%	44%	40%	26%	32%	36%	34%	35%	32%	37%	35%	35%	32%	35%	25%	-	34%	35%
Tend to agree	(4) 777	427	350	38	83	137	191	144	105	78	253	239	160	124	425	104	217	28	-	316	461
	30%	31%	30%	43%	26%	29%	33%	32%	28%	27%	30%	29%	28%	36%	31%	27%	29%	48%	-	29%	31%
Neither agree nor disagree	(3) 527	284	243	13	66	88	141	102	73	44	171	189	114	54	293	94	130	9	-	204	323
	20%	20%	21%	15%	21%	18%	24%	23%	20%	15%	20%	23%	20%	15%	21%	25%	18%	15%	-	19%	21%
Tend/definitely disagree (Net)	376	210	166	9	30	62	97	56	57	64	119	130	81	47	180	61	128	7	-	187	188
	15%	15%	14%	10%	10%	13%	17%	13%	15%	23%	14%	16%	14%	13%	13%	16%	17%	12%	-	17%	13%
Tend to disagree	(2) 243	133	110	9	18	38	70	27	39	43	80	79	59	24	116	43	78	7	-	122	120
	9%	10%	9%	10%	6%	8%	12%	6%	10%	15%	10%	10%	10%	7%	8%	11%	10%	12%	-	11%	8%
Definitely disagree	(1) 133	77	56	-	12	24	27	29	19	22	39	50	21	22	64	19	50	-	-	65	68
	5%	6%	5%	-	4%	5%	5%	7%	5%	8%	5%	6%	4%	6%	5%	5%	7%	-	-	6%	5%
Not applicable	2	*	2	-	-	-	-	*	1	1	-	-	2	-	-	-	2	-	-	2	*
	*	*	*	-	-	-	-	*	*	*	-	-	*	-	-	-	*	-	-	*	*
Don't know	6	3	3	-	-	-	3	-	1	2	2	2	-	1	-	-	5	-	-	4	2
	*	*	*	-	-	-	*	-	*	1%	*	*	*	*	-	-	1%	-	-	*	*
Mean Score	3.80	3.78	3.82	3.98	4.00	3.91	3.64	3.78	3.81	3.66	3.82	3.71	3.85	3.87	3.84	3.70	3.76	3.87	-	3.74	3.84
Standard Deviation	1.16	1.17	1.15	0.94	1.10	1.16	1.13	1.16	1.18	1.30	1.15	1.19	1.15	1.16	1.13	1.17	1.23	0.93	-	1.21	1.13
Standard Error	0.023	0.032	0.033	0.123	0.070	0.055	0.048	0.057	0.055	0.068	0.039	0.042	0.051	0.062	0.032	0.062	0.042	0.158	-	0.034	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2543	191	1731	252	369	291	285	206	1761	665	725	625	508
Weighted base	2580	272	1487	338	483	335	317	286	1643	618	816	679	450
Definitely/tend agree (Net)	1669 65%	178 65%	948 64%	236 70%	308 64%	241 72%	182 58%	173 61%	1072 65%	407 66%	529 65%	433 64%	288 64%
Definitely agree (5)	892 35%	99 36%	470 32%	134 40%	189 39%	142 42%	78 25%	86 30%	586 36%	225 36%	286 35%	237 35%	136 30%
Tend to agree (4)	777 30%	79 29%	478 32%	102 30%	119 25%	99 30%	104 33%	87 31%	486 30%	182 29%	243 30%	195 29%	153 34%
Neither agree nor disagree (3)	527 20%	39 14%	321 22%	59 18%	108 22%	50 15%	90 28%	58 20%	329 20%	130 21%	172 21%	153 23%	70 16%
Tend/definitely disagree (Net)	376 15%	54 20%	214 14%	43 13%	65 13%	44 13%	44 14%	52 18%	236 14%	81 13%	115 14%	92 14%	86 19%
Tend to disagree (2)	243 9%	21 8%	151 10%	32 9%	40 8%	25 8%	31 10%	32 11%	154 9%	45 7%	72 9%	65 10%	60 13%
Definitely disagree (1)	133 5%	33 12%	63 4%	11 3%	25 5%	19 6%	13 4%	19 7%	82 5%	36 6%	43 5%	27 4%	26 6%
Not applicable	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *	* *	- -	- -	2 *
Don't know	6 *	1 *	3 *	- -	2 *	- -	- -	2 1%	4 *	- -	- -	2 *	4 1%
Mean Score	3.80	3.70	3.77	3.93	3.84	3.95	3.64	3.66	3.82	3.83	3.81	3.81	3.70
Standard Deviation	1.16	1.36	1.13	1.12	1.18	1.18	1.08	1.21	1.16	1.17	1.16	1.13	1.20
Standard Error	0.023	0.098	0.027	0.070	0.062	0.069	0.064	0.085	0.028	0.045	0.043	0.045	0.054

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2543	1791	752	1786	727	23	7	482	123	295	558	122	502	269	24	161
Weighted base	2580	1843	737	1842	704	28	6	488	129	317	523	136	529	273	30	151
Definitely/tend agree (Net)	1669	1261	408	1214	429	23	3	345	88	221	339	88	304	176	21	84
	65%	68%	55%	66%	61%	83%	45%	71%	69%	70%	65%	65%	57%	65%	71%	56%
Definitely agree (5)	892	702	190	665	211	14	2	201	45	102	180	44	145	108	15	50
	35%	38%	26%	36%	30%	51%	34%	41%	35%	32%	34%	33%	27%	40%	50%	33%
Tend to agree (4)	777	559	218	549	218	9	1	144	43	119	159	44	159	68	6	34
	30%	30%	30%	30%	31%	32%	10%	29%	33%	37%	30%	32%	30%	25%	21%	23%
Neither agree nor disagree (3)	527	348	179	372	151	3	1	76	28	58	114	33	144	38	5	31
	20%	19%	24%	20%	21%	10%	24%	16%	22%	18%	22%	25%	27%	14%	16%	21%
Tend/definitely disagree (Net)	376	227	149	250	122	2	2	67	13	37	69	14	80	58	4	33
	15%	12%	20%	14%	17%	8%	31%	14%	10%	12%	13%	11%	15%	21%	12%	22%
Tend to disagree (2)	243	147	96	165	74	2	2	38	5	25	49	7	56	44	-	20
	9%	8%	13%	9%	10%	8%	31%	8%	4%	8%	9%	5%	11%	16%	-	13%
Definitely disagree (1)	133	79	53	84	49	-	-	30	7	12	20	8	24	14	4	13
	5%	4%	7%	5%	7%	-	-	6%	6%	4%	4%	6%	4%	5%	12%	9%
Not applicable	2	2	-	2	*	-	-	-	-	1	1	-	*	-	-	-
	*	*	-	*	*	-	-	-	-	*	*	-	*	-	-	-
Don't know	6	5	1	5	1	-	-	-	-	1	-	-	1	1	-	2
	*	*	*	*	*	-	-	-	-	*	-	-	*	*	-	2%
Mean Score	3.80	3.90	3.54	3.84	3.67	4.26	3.48	3.92	3.88	3.87	3.82	3.81	3.65	3.78	3.97	3.59
Standard Deviation	1.16	1.13	1.21	1.15	1.20	0.94	1.37	1.19	1.11	1.07	1.12	1.12	1.12	1.27	1.35	1.31
Standard Error	0.023	0.027	0.044	0.027	0.045	0.195	0.519	0.054	0.101	0.063	0.048	0.101	0.050	0.078	0.276	0.104

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2543	1054	450	559	148	332	463	1323	274	453	30	793	459	534	480	91	156	30
Weighted base	2580	1088	451	563	153	325	467	1375	256	447	34	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1669	715	296	344	105	208	306	908	153	276	26	506	357	351	283	54	91	26
	<i>65%</i>	<i>66%</i>	<i>66%</i>	<i>61%</i>	<i>69%</i>	<i>64%</i>	<i>65%</i>	<i>66%</i>	<i>60%</i>	<i>62%</i>	<i>76%</i>	<i>62%</i>	<i>74%</i>	<i>65%</i>	<i>59%</i>	<i>66%</i>	<i>64%</i>	<i>76%</i>
Definitely agree (5)	892	378	140	186	66	121	170	495	73	138	16	270	191	203	133	33	45	16
	<i>35%</i>	<i>35%</i>	<i>31%</i>	<i>33%</i>	<i>43%</i>	<i>37%</i>	<i>36%</i>	<i>36%</i>	<i>29%</i>	<i>31%</i>	<i>48%</i>	<i>33%</i>	<i>40%</i>	<i>38%</i>	<i>28%</i>	<i>40%</i>	<i>32%</i>	<i>48%</i>
Tend to agree (4)	777	337	156	158	39	87	136	414	80	138	10	236	166	148	150	22	46	10
	<i>30%</i>	<i>31%</i>	<i>35%</i>	<i>28%</i>	<i>26%</i>	<i>27%</i>	<i>29%</i>	<i>30%</i>	<i>31%</i>	<i>31%</i>	<i>28%</i>	<i>29%</i>	<i>34%</i>	<i>27%</i>	<i>31%</i>	<i>27%</i>	<i>32%</i>	<i>28%</i>
Neither agree nor disagree (3)	527	217	90	125	26	69	92	280	50	101	4	179	81	112	117	14	20	4
	<i>20%</i>	<i>20%</i>	<i>20%</i>	<i>22%</i>	<i>17%</i>	<i>21%</i>	<i>20%</i>	<i>20%</i>	<i>20%</i>	<i>23%</i>	<i>12%</i>	<i>22%</i>	<i>17%</i>	<i>21%</i>	<i>24%</i>	<i>17%</i>	<i>14%</i>	<i>12%</i>
Tend/definitely disagree (Net)	376	154	65	91	22	44	69	181	53	70	4	130	45	74	78	13	31	4
	<i>15%</i>	<i>14%</i>	<i>14%</i>	<i>16%</i>	<i>14%</i>	<i>14%</i>	<i>15%</i>	<i>13%</i>	<i>21%</i>	<i>16%</i>	<i>12%</i>	<i>16%</i>	<i>9%</i>	<i>14%</i>	<i>16%</i>	<i>16%</i>	<i>22%</i>	<i>12%</i>
Tend to disagree (2)	243	94	48	63	12	26	45	120	36	37	4	86	31	48	50	11	13	4
	<i>9%</i>	<i>9%</i>	<i>11%</i>	<i>11%</i>	<i>8%</i>	<i>8%</i>	<i>10%</i>	<i>9%</i>	<i>14%</i>	<i>8%</i>	<i>12%</i>	<i>11%</i>	<i>6%</i>	<i>9%</i>	<i>10%</i>	<i>13%</i>	<i>9%</i>	<i>12%</i>
Definitely disagree (1)	133	60	17	29	10	18	24	60	17	32	-	44	14	26	28	3	18	-
	<i>5%</i>	<i>5%</i>	<i>4%</i>	<i>5%</i>	<i>6%</i>	<i>5%</i>	<i>5%</i>	<i>4%</i>	<i>6%</i>	<i>7%</i>	-	<i>5%</i>	<i>3%</i>	<i>5%</i>	<i>6%</i>	<i>3%</i>	<i>12%</i>	-
Not applicable	2	-	*	2	-	-	-	2	*	-	-	1	-	1	-	-	*	-
	*	-	*	*	-	-	-	*	*	-	-	-	-	-	-	-	*	-
Don't know	6	2	-	1	-	3	1	4	-	1	-	2	1	2	1	-	-	-
	*	*	-	*	-	1%	*	*	-	*	-	*	*	*	*	-	-	-
Mean Score	3.80	3.81	3.79	3.73	3.91	3.83	3.82	3.85	3.61	3.70	4.12	3.74	4.01	3.85	3.65	3.87	3.62	4.12
Standard Deviation	1.16	1.16	1.11	1.18	1.22	1.18	1.17	1.14	1.22	1.20	1.04	1.18	1.04	1.17	1.16	1.18	1.35	1.04
Standard Error	0.023	0.036	0.052	0.050	0.101	0.065	0.055	0.031	0.074	0.056	0.190	0.042	0.049	0.051	0.053	0.124	0.108	0.190

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

	Driving status		Driving status (split by annual mileage)									Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2543	2543	-	-	-	914	784	779	-	-	-	66	216	291	351	394	460	831
Weighted base	2580	2580	-	-	-	962	804	745	-	-	-	69	224	296	383	404	446	826
Definitely/tend agree (Net)	1669 65%	1669 65%	-	-	-	662 69%	508 63%	452 61%	-	-	-	47 68%	148 66%	178 60%	240 63%	261 65%	289 65%	553 67%
Definitely agree (5)	892 35%	892 35%	-	-	-	380 40%	266 33%	220 30%	-	-	-	25 37%	81 36%	101 34%	121 32%	140 35%	158 35%	292 35%
Tend to agree (4)	777 30%	777 30%	-	-	-	282 29%	242 30%	232 31%	-	-	-	22 31%	67 30%	77 26%	119 31%	121 30%	131 29%	262 32%
Neither agree nor disagree (3)	527 20%	527 20%	-	-	-	187 19%	184 23%	141 19%	-	-	-	16 22%	30 14%	58 19%	88 23%	85 21%	104 23%	161 19%
Tend/definitely disagree (Net)	376 15%	376 15%	-	-	-	108 11%	113 14%	149 20%	-	-	-	7 10%	45 20%	61 20%	52 14%	58 14%	51 11%	109 13%
Tend to disagree (2)	243 9%	243 9%	-	-	-	70 7%	82 10%	87 12%	-	-	-	4 6%	28 12%	44 15%	33 9%	31 8%	38 8%	70 8%
Definitely disagree (1)	133 5%	133 5%	-	-	-	38 4%	31 4%	61 8%	-	-	-	3 4%	18 8%	17 6%	19 5%	27 7%	13 3%	39 5%
Not applicable	2 *	2 *	-	-	-	* 1%	-	2 *	-	-	-	-	-	-	-	-	-	2 *
Don't know	6 *	6 *	-	-	-	5 1%	-	1 *	-	-	-	-	-	2 1%	1 *	2 *	1 *	1 *
Mean Score	3.80	3.80	-	-	-	3.94	3.78	3.62	-	-	-	3.91	3.74	3.68	3.76	3.78	3.86	3.85
Standard Deviation	1.16	1.16	-	-	-	1.11	1.13	1.25	-	-	-	1.09	1.28	1.24	1.14	1.19	1.09	1.14
Standard Error	0.023	0.023	-	-	-	0.037	0.040	0.045	-	-	-	0.134	0.087	0.073	0.061	0.060	0.051	0.040

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2543	1308	1235	58	246	452	554	409	460	364	868	814	512	349	1258	360	881	35	-	1305	1236
Weighted base	2580	1394	1186	90	318	482	584	448	372	286	840	820	572	348	1391	382	742	58	-	1077	1502
Definitely/tend agree (Net)	1202	683	519	37	129	258	314	214	163	86	412	385	245	160	705	198	269	26	-	485	717
	47%	49%	44%	42%	40%	54%	54%	48%	44%	30%	49%	47%	43%	46%	51%	52%	36%	45%	-	45%	48%
Definitely agree	(5) 415	236	179	11	31	94	123	70	62	24	149	118	97	51	251	72	85	6	-	168	247
	16%	17%	15%	13%	10%	19%	21%	16%	17%	8%	18%	14%	17%	15%	18%	19%	12%	10%	-	16%	16%
Tend to agree	(4) 787	448	339	26	98	164	192	144	101	61	263	267	148	109	454	127	183	21	-	317	470
	30%	32%	29%	29%	31%	34%	33%	32%	27%	21%	31%	33%	26%	31%	33%	33%	25%	36%	-	29%	31%
Neither agree nor disagree	(3) 508	260	248	23	73	98	113	91	64	47	160	166	113	69	272	74	152	7	-	194	313
	20%	19%	21%	26%	23%	20%	19%	20%	17%	16%	19%	20%	20%	20%	20%	19%	21%	12%	-	18%	21%
Tend/definitely disagree (Net)	851	443	408	29	114	123	155	142	138	150	266	263	206	115	412	106	308	25	-	386	465
	33%	32%	34%	33%	36%	26%	27%	32%	37%	52%	32%	32%	36%	33%	30%	28%	41%	43%	-	36%	31%
Tend to disagree	(2) 498	256	242	18	72	75	101	69	85	78	166	153	118	62	241	65	171	21	-	212	286
	19%	18%	20%	20%	23%	16%	17%	15%	23%	27%	20%	19%	21%	18%	17%	17%	23%	36%	-	20%	19%
Definitely disagree	(1) 353	187	166	11	42	48	54	72	54	72	100	111	89	54	171	41	137	4	-	174	179
	14%	13%	14%	12%	13%	10%	9%	16%	14%	25%	12%	13%	15%	15%	12%	11%	18%	7%	-	16%	12%
Not applicable	13	5	8	-	2	3	1	2	3	2	*	5	6	3	2	4	8	-	-	9	5
	1%	*	1%	-	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	1%	-	-	1%	*
Don't know	6	3	3	-	1	-	-	-	3	2	2	1	1	2	1	-	5	-	-	3	3
	*	*	*	-	*	-	-	-	1%	1%	*	*	*	*	*	-	1%	-	-	*	*
Mean Score	3.16	3.21	3.11	3.10	3.01	3.38	3.39	3.16	3.09	2.60	3.23	3.16	3.08	3.12	3.27	3.32	2.88	3.05	-	3.09	3.21
Standard Deviation	1.29	1.30	1.29	1.23	1.21	1.24	1.25	1.32	1.33	1.31	1.28	1.27	1.33	1.30	1.28	1.26	1.30	1.19	-	1.33	1.27
Standard Error	0.026	0.036	0.037	0.161	0.078	0.059	0.053	0.065	0.062	0.069	0.044	0.045	0.059	0.070	0.036	0.067	0.044	0.201	-	0.037	0.036

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2543	191	1731	252	369	291	285	206	1761	665	725	625	508
Weighted base	2580	272	1487	338	483	335	317	286	1643	618	816	679	450
Definitely/tend agree (Net)	1202 47%	129 48%	699 47%	148 44%	225 46%	159 48%	195 62%	148 52%	700 43%	343 56%	370 45%	295 43%	191 42%
Definitely agree (5)	415 16%	53 20%	222 15%	51 15%	89 18%	62 19%	63 20%	62 22%	228 14%	139 23%	127 16%	93 14%	56 12%
Tend to agree (4)	787 30%	76 28%	477 32%	97 29%	136 28%	97 29%	132 42%	85 30%	473 29%	204 33%	243 30%	203 30%	135 30%
Neither agree nor disagree (3)	508 20%	40 15%	310 21%	64 19%	94 19%	78 23%	58 18%	61 21%	310 19%	108 18%	193 24%	134 20%	66 15%
Tend/definitely disagree (Net)	851 33%	102 37%	461 31%	125 37%	164 34%	95 28%	63 20%	76 26%	618 38%	165 27%	251 31%	246 36%	182 40%
Tend to disagree (2)	498 19%	60 22%	268 18%	70 21%	100 21%	64 19%	40 13%	41 14%	354 22%	108 18%	153 19%	131 19%	103 23%
Definitely disagree (1)	353 14%	42 15%	192 13%	56 16%	64 13%	31 9%	23 7%	35 12%	264 16%	57 9%	97 12%	115 17%	79 17%
Not applicable	13 1%	- -	13 1%	- -	- -	2 1%	- -	1 1%	10 1%	* *	2 *	3 *	8 2%
Don't know	6 *	1 *	3 *	1 *	1 *	1 *	- -	- -	5 *	1 *	- -	2 *	3 1%
Mean Score	3.16	3.15	3.18	3.06	3.18	3.29	3.54	3.35	3.03	3.42	3.18	3.04	2.97
Standard Deviation	1.29	1.37	1.27	1.33	1.31	1.23	1.16	1.30	1.31	1.27	1.25	1.31	1.33
Standard Error	0.026	0.100	0.031	0.084	0.068	0.073	0.069	0.091	0.031	0.049	0.046	0.053	0.060

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																Do nothing / 1 or 2 things - do not want to do more
Unweighted base	2543	1791	752	1786	727	23	7	482	123	295	558	122	502	269	24	161
Weighted base	2580	1843	737	1842	704	28	6	488	129	317	523	136	529	273	30	151
Definitely/tend agree (Net)	1202	834	368	821	372	7	2	178	50	187	212	73	293	113	9	87
	47%	45%	50%	45%	53%	26%	29%	37%	39%	59%	41%	53%	55%	41%	32%	57%
Definitely agree (5)	415	270	145	268	141	5	1	59	15	66	68	32	100	34	5	37
	16%	15%	20%	15%	20%	17%	15%	12%	11%	21%	13%	24%	19%	12%	17%	24%
Tend to agree (4)	787	564	222	553	231	3	1	119	35	121	144	41	193	79	4	50
	30%	31%	30%	30%	33%	9%	13%	24%	27%	38%	28%	30%	36%	29%	15%	33%
Neither agree nor disagree (3)	508	359	149	378	120	7	3	119	29	44	106	25	106	45	10	21
	20%	20%	20%	21%	17%	25%	51%	24%	22%	14%	20%	18%	20%	17%	34%	14%
Tend/definitely disagree (Net)	851	637	214	632	204	14	1	187	50	85	201	36	127	112	10	41
	33%	35%	29%	34%	29%	49%	20%	38%	39%	27%	38%	26%	24%	41%	35%	27%
Tend to disagree (2)	498	377	121	366	126	6	-	101	30	57	114	23	86	60	4	23
	19%	20%	16%	20%	18%	22%	-	21%	23%	18%	22%	17%	16%	22%	12%	15%
Definitely disagree (1)	353	260	93	266	79	8	1	87	20	28	87	13	41	52	7	18
	14%	14%	13%	14%	11%	27%	20%	18%	16%	9%	17%	9%	8%	19%	23%	12%
Not applicable	13	9	4	7	7	-	-	1	*	1	3	2	2	1	-	2
	1%	*	1%	*	1%	-	-	*	*	*	1%	2%	*	1%	-	1%
Don't know	6	4	2	5	1	-	-	2	-	-	1	1	1	1	-	-
	*	*	*	*	*	-	-	*	-	-	*	*	*	*	-	-
Mean Score	3.16	3.11	3.28	3.10	3.33	2.68	3.04	2.92	2.95	3.44	2.98	3.42	3.43	2.93	2.91	3.44
Standard Deviation	1.29	1.29	1.30	1.29	1.29	1.43	1.37	1.29	1.26	1.25	1.30	1.29	1.19	1.34	1.38	1.33
Standard Error	0.026	0.031	0.048	0.031	0.048	0.297	0.516	0.059	0.114	0.073	0.055	0.117	0.053	0.082	0.282	0.105

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2543	1054	450	559	148	332	463	1323	274	453	30	793	459	534	480	91	156	30
Weighted base	2580	1088	451	563	153	325	467	1375	256	447	34	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1202	562	215	218	76	131	271	550	151	221	9	410	214	197	262	41	68	9
	47%	52%	48%	39%	50%	40%	58%	40%	59%	49%	27%	50%	44%	37%	55%	50%	48%	27%
Definitely agree (5)	415	193	67	75	31	49	103	165	62	79	6	134	66	68	96	18	28	6
	16%	18%	15%	13%	20%	15%	22%	12%	24%	18%	17%	16%	14%	13%	20%	21%	19%	17%
Tend to agree (4)	787	369	148	143	45	82	168	385	88	142	3	276	148	129	166	23	41	3
	30%	34%	33%	25%	30%	25%	36%	28%	34%	32%	10%	34%	31%	24%	35%	29%	29%	10%
Neither agree nor disagree (3)	508	190	109	120	28	61	89	289	42	78	10	160	103	114	82	13	25	10
	20%	17%	24%	21%	18%	19%	19%	21%	16%	17%	30%	20%	21%	21%	17%	16%	18%	30%
Tend/definitely disagree (Net)	851	329	126	219	49	128	106	526	61	143	15	243	164	225	133	26	45	15
	33%	30%	28%	39%	32%	40%	23%	38%	24%	32%	44%	30%	34%	42%	28%	32%	32%	44%
Tend to disagree (2)	498	192	96	121	22	67	73	293	39	86	6	144	88	134	89	17	20	6
	19%	18%	21%	21%	15%	21%	16%	21%	15%	19%	18%	18%	25%	19%	21%	14%	18%	
Definitely disagree (1)	353	137	31	98	26	61	33	233	21	57	9	98	75	92	44	9	25	9
	14%	13%	7%	17%	17%	19%	7%	17%	8%	13%	26%	12%	16%	17%	9%	11%	18%	26%
Not applicable	13	5	1	5	-	2	1	6	3	4	-	3	2	2	1	2	3	-
	1%	*	*	1%	-	1%	*	*	1%	1%	-	*	*	*	*	2%	2%	-
Don't know	6	2	-	2	-	2	1	4	-	1	-	3	2	1	1	-	-	-
	*	*	-	*	-	1%	*	*	-	*	-	*	*	*	*	-	-	-
Mean Score	3.16	3.27	3.28	2.96	3.21	2.97	3.50	2.97	3.52	3.22	2.74	3.25	3.09	2.90	3.38	3.28	3.19	2.74
Standard Deviation	1.29	1.29	1.15	1.31	1.38	1.36	1.20	1.29	1.25	1.30	1.40	1.26	1.29	1.25	1.34	1.39	1.39	1.40
Standard Error	0.026	0.040	0.055	0.056	0.113	0.075	0.056	0.036	0.076	0.062	0.256	0.045	0.060	0.056	0.057	0.141	0.113	0.256

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

	Driving status		Driving status (split by annual mileage)									Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2543	2543	-	-	-	914	784	779	-	-	-	66	216	291	351	394	460	831
Weighted base	2580	2580	-	-	-	962	804	745	-	-	-	69	224	296	383	404	446	826
Definitely/tend agree (Net)	1202 47%	1202 47%	-	-	-	522 54%	367 46%	286 38%	-	-	-	27 39%	109 49%	138 47%	175 46%	191 47%	216 48%	372 45%
Definitely agree (5)	415 16%	415 16%	-	-	-	200 21%	114 14%	91 12%	-	-	-	10 14%	43 19%	38 13%	66 17%	81 20%	70 16%	118 14%
Tend to agree (4)	787 30%	787 30%	-	-	-	321 33%	252 31%	195 26%	-	-	-	18 25%	66 30%	101 34%	109 28%	110 27%	147 33%	254 31%
Neither agree nor disagree (3)	508 20%	508 20%	-	-	-	162 17%	174 22%	157 21%	-	-	-	15 21%	47 21%	49 17%	76 20%	92 23%	93 21%	151 18%
Tend/definitely disagree (Net)	851 33%	851 33%	-	-	-	276 29%	260 32%	292 39%	-	-	-	23 33%	67 30%	106 36%	132 34%	121 30%	135 30%	289 35%
Tend to disagree (2)	498 19%	498 19%	-	-	-	169 18%	163 20%	154 21%	-	-	-	12 17%	30 13%	63 21%	82 21%	80 20%	82 18%	161 20%
Definitely disagree (1)	353 14%	353 14%	-	-	-	107 11%	98 12%	138 19%	-	-	-	11 15%	37 17%	44 15%	50 13%	41 10%	53 12%	128 15%
Not applicable	13 1%	13 1%	-	-	-	-	2 *	8 1%	-	-	-	4 5%	-	1 *	-	-	-	* 1%
Don't know	6 *	6 *	-	-	-	2 *	2 *	2 *	-	-	-	1 1%	-	2 1%	-	-	2 *	2 *
Mean Score	3.16	3.16	-	-	-	3.35	3.15	2.93	-	-	-	3.05	3.22	3.09	3.15	3.27	3.22	3.09
Standard Deviation	1.29	1.29	-	-	-	1.29	1.25	1.31	-	-	-	1.32	1.35	1.29	1.30	1.27	1.26	1.31
Standard Error	0.026	0.026	-	-	-	0.043	0.045	0.047	-	-	-	0.166	0.092	0.076	0.069	0.064	0.059	0.046

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2540	1299	1241	51	220	439	552	415	473	390	845	819	502	374	1225	350	925	32	-	1374	1163
Weighted base	2569	1373	1196	76	281	468	586	456	391	312	813	832	553	371	1352	367	796	46	-	1160	1406
Definitely/tend agree (Net)	898	503	395	19	81	121	215	162	144	156	276	271	224	128	442	116	328	9	-	432	464
	35%	37%	33%	25%	29%	26%	37%	36%	37%	50%	34%	33%	41%	34%	33%	32%	41%	19%	-	37%	33%
Definitely agree	(5) 342	198	144	6	22	49	71	58	62	74	89	124	80	49	154	39	142	3	-	169	172
	13%	14%	12%	7%	8%	10%	12%	13%	16%	24%	11%	15%	15%	13%	11%	11%	18%	6%	-	15%	12%
Tend to agree	(4) 557	305	251	14	59	72	144	105	82	82	187	147	144	79	288	77	186	6	-	264	291
	22%	22%	21%	18%	21%	15%	25%	23%	21%	26%	23%	18%	26%	21%	21%	21%	23%	13%	-	23%	21%
Neither agree nor disagree	(3) 488	233	255	20	72	107	108	91	58	33	158	169	87	74	279	75	116	16	-	201	287
	19%	17%	21%	26%	26%	23%	18%	20%	15%	10%	19%	20%	16%	20%	21%	20%	15%	35%	-	17%	20%
Tend/definitely disagree (Net)	1148	623	526	25	126	239	260	201	182	115	366	384	234	164	623	173	336	14	-	508	641
	45%	45%	44%	33%	45%	51%	44%	44%	47%	37%	45%	46%	42%	44%	46%	47%	42%	31%	-	44%	46%
Tend to disagree	(2) 595	338	257	11	72	123	144	98	88	59	189	194	128	84	330	87	171	7	-	265	329
	23%	25%	22%	14%	26%	26%	25%	22%	23%	19%	23%	23%	23%	23%	24%	24%	21%	15%	-	23%	23%
Definitely disagree	(1) 554	285	269	15	54	116	117	103	94	56	177	190	106	80	294	86	165	7	-	243	311
	22%	21%	22%	19%	19%	25%	20%	22%	24%	18%	22%	23%	19%	22%	22%	23%	21%	16%	-	21%	22%
Not applicable	29	15	14	9	2	2	2	2	4	7	8	9	6	6	8	4	14	4	-	18	11
	1%	1%	1%	12%	1%	*	*	*	1%	2%	1%	1%	1%	2%	1%	1%	2%	9%	-	2%	1%
Don't know	5	-	5	3	-	-	-	-	2	1	4	-	1	-	-	-	3	3	-	1	4
	*	-	*	3%	-	-	-	-	*	*	1%	-	*	-	-	-	*	5%	-	*	*
Mean Score	2.82	2.85	2.78	2.77	2.73	2.60	2.84	2.82	2.82	3.19	2.78	2.78	2.94	2.81	2.76	2.72	2.96	2.75	-	2.87	2.77
Standard Deviation	1.35	1.37	1.34	1.27	1.22	1.29	1.33	1.35	1.43	1.47	1.32	1.38	1.36	1.35	1.32	1.32	1.43	1.15	-	1.37	1.34
Standard Error	0.027	0.038	0.038	0.191	0.083	0.062	0.057	0.067	0.066	0.075	0.046	0.048	0.061	0.071	0.038	0.071	0.047	0.218	-	0.037	0.039

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2540	201	1728	252	359	283	280	204	1773	632	720	627	540
Weighted base	2569	284	1479	344	462	327	316	285	1641	583	807	680	483
Definitely/tend agree (Net)	898 35%	84 30%	528 36%	121 35%	165 36%	109 33%	83 26%	112 39%	594 36%	183 31%	275 34%	238 35%	194 40%
Definitely agree (5)	342 13%	33 12%	189 13%	53 15%	66 14%	38 12%	24 7%	45 16%	236 14%	58 10%	101 13%	104 15%	76 16%
Tend to agree (4)	557 22%	51 18%	339 23%	68 20%	99 21%	71 22%	60 19%	67 23%	359 22%	125 21%	174 22%	135 20%	118 25%
Neither agree nor disagree (3)	488 19%	64 23%	287 19%	58 17%	78 17%	68 21%	54 17%	57 20%	308 19%	109 19%	160 20%	137 20%	81 17%
Tend/definitely disagree (Net)	1148 45%	133 47%	643 43%	160 46%	213 46%	148 45%	178 56%	112 39%	710 43%	285 49%	364 45%	292 43%	199 41%
Tend to disagree (2)	595 23%	49 17%	355 24%	79 23%	112 24%	69 21%	114 36%	57 20%	355 22%	148 25%	166 21%	161 24%	114 24%
Definitely disagree (1)	554 22%	84 30%	288 19%	81 24%	101 22%	79 24%	65 20%	55 19%	355 22%	137 23%	198 25%	131 19%	86 18%
Not applicable	29 1%	2 1%	19 1%	4 1%	4 1%	1 *	1 *	1 *	26 2%	6 1%	7 1%	9 1%	7 1%
Don't know	5 *	- -	2 *	1 *	3 1%	- -	- -	3 1%	3 *	1 *	- -	3 1%	1 *
Mean Score	2.82	2.65	2.85	2.80	2.82	2.75	2.57	2.96	2.85	2.69	2.77	2.88	2.97
Standard Deviation	1.35	1.38	1.33	1.41	1.38	1.35	1.22	1.37	1.37	1.31	1.37	1.36	1.36
Standard Error	0.027	0.097	0.032	0.089	0.073	0.080	0.073	0.096	0.033	0.053	0.051	0.054	0.059

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2540	1761	779	1741	755	29	15	482	121	276	569	125	480	289	26	164
Weighted base	2569	1801	768	1778	744	33	14	485	123	293	542	144	490	300	31	156
Definitely/tend agree (Net)	898	662	236	637	240	16	5	190	40	85	189	41	174	110	13	54
	35%	37%	31%	36%	32%	49%	34%	39%	32%	29%	35%	28%	36%	37%	41%	34%
Definitely agree (5)	342	259	83	237	99	5	1	69	9	31	74	16	61	54	10	15
	13%	14%	11%	13%	13%	14%	10%	14%	7%	11%	14%	11%	12%	18%	31%	10%
Tend to agree (4)	557	403	153	400	142	12	3	121	31	54	116	25	113	56	3	38
	22%	22%	20%	22%	19%	35%	24%	25%	25%	18%	21%	17%	23%	19%	10%	25%
Neither agree nor disagree (3)	488	341	147	330	148	8	2	79	28	59	104	44	90	53	8	22
	19%	19%	19%	19%	20%	24%	12%	16%	22%	20%	19%	31%	18%	18%	27%	14%
Tend/definitely disagree (Net)	1148	780	369	790	346	9	4	206	55	142	239	59	226	133	9	78
	45%	43%	48%	44%	46%	27%	27%	42%	45%	48%	44%	41%	46%	44%	29%	50%
Tend to disagree (2)	595	401	194	420	169	4	2	108	29	84	131	26	126	55	2	32
	23%	22%	25%	24%	23%	12%	12%	22%	23%	29%	24%	18%	26%	18%	6%	20%
Definitely disagree (1)	554	379	175	370	177	5	2	98	26	57	107	33	100	78	7	47
	22%	21%	23%	21%	24%	15%	16%	20%	22%	20%	20%	23%	20%	26%	23%	30%
Not applicable	29	16	13	18	7	-	4	6	-	7	9	-	-	4	1	2
	1%	1%	2%	1%	1%	-	27%	1%	-	2%	2%	-	-	1%	3%	2%
Don't know	5	2	3	3	3	-	-	4	-	-	1	-	-	-	-	-
	*	*	*	*	*	-	-	1%	-	-	*	-	-	-	-	-
Mean Score	2.82	2.87	2.70	2.84	2.75	3.22	3.01	2.91	2.73	2.71	2.84	2.76	2.82	2.85	3.21	2.63
Standard Deviation	1.35	1.37	1.32	1.35	1.37	1.27	1.44	1.37	1.25	1.28	1.34	1.30	1.33	1.46	1.56	1.39
Standard Error	0.027	0.033	0.048	0.033	0.050	0.237	0.435	0.063	0.114	0.078	0.057	0.116	0.061	0.087	0.319	0.110

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	2540	1044	454	562	147	333	463	1278	277	478	44	736	439	489	442	87	143	28	
Weighted base	2569	1072	461	560	150	326	469	1309	259	485	47	749	459	481	433	79	129	31	
Definitely/tend agree (Net)	898	381	147	198	60	113	170	467	71	170	21	229	191	177	128	28	49	18	
	35%	36%	32%	35%	40%	35%	36%	36%	27%	35%	45%	31%	42%	37%	30%	35%	38%	59%	
Definitely agree	(5)	342	151	34	85	28	45	63	174	24	75	6	72	57	86	49	11	24	5
		13%	14%	7%	15%	18%	14%	13%	13%	9%	16%	13%	10%	13%	18%	11%	14%	18%	17%
Tend to agree	(4)	557	230	113	113	32	68	107	293	47	94	15	157	134	91	79	17	25	13
		22%	21%	24%	20%	22%	21%	23%	22%	18%	19%	32%	21%	29%	19%	18%	21%	19%	42%
Neither agree nor disagree	(3)	488	210	81	105	29	63	74	256	51	96	10	148	70	105	93	13	24	7
		19%	20%	18%	19%	19%	19%	16%	20%	20%	20%	20%	20%	15%	22%	22%	16%	19%	22%
Tend/definitely disagree (Net)	1148	470	221	249	58	150	221	569	136	210	13	365	195	191	209	38	55	6	
		45%	44%	48%	44%	39%	47%	43%	53%	43%	27%	49%	42%	40%	48%	48%	42%	19%	
Tend to disagree	(2)	595	228	132	124	19	91	119	301	59	110	6	213	102	86	111	16	25	4
		23%	21%	29%	22%	13%	28%	25%	23%	23%	23%	12%	28%	22%	18%	26%	21%	20%	13%
Definitely disagree	(1)	554	242	88	125	39	59	102	268	77	100	7	152	93	105	98	22	29	2
		22%	23%	19%	22%	26%	18%	22%	20%	30%	21%	15%	20%	20%	22%	23%	28%	23%	6%
Not applicable		29	11	13	3	2	1	3	15	*	7	4	6	2	7	1	-	2	-
		1%	1%	3%	*	2%	*	1%	1%	*	1%	8%	1%	1%	1%	*	-	1%	-
Don't know		5	-	-	5	-	-	1	2	-	3	-	1	1	1	-	-	-	-
		*	-	-	1%	-	-	*	*	-	1%	-	*	*	*	-	-	-	-
Mean Score	2.82	2.83	2.71	2.83	2.93	2.84	2.81	2.85	2.54	2.86	3.17	2.71	2.91	2.93	2.70	2.73	2.91	3.50	
Standard Deviation	1.35	1.37	1.25	1.39	1.48	1.32	1.37	1.34	1.33	1.37	1.30	1.27	1.35	1.41	1.31	1.43	1.44	1.13	
Standard Error	0.027	0.043	0.059	0.059	0.123	0.073	0.064	0.038	0.080	0.063	0.206	0.047	0.065	0.064	0.063	0.153	0.121	0.213	

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2540	2364	-	155	-	862	741	705	155	-	-	56	230	310	353	384	441	822
Weighted base	2569	2361	-	184	-	905	746	654	184	-	-	57	243	318	384	398	420	806
Definitely/tend agree (Net)	898 35%	820 35%	-	68 37%	-	313 35%	260 35%	232 35%	68 37%	-	-	15 27%	81 34%	119 37%	123 32%	144 36%	119 28%	313 39%
Definitely agree (5)	342 13%	305 13%	-	35 19%	-	109 12%	101 14%	89 14%	35 19%	-	-	5 9%	30 12%	46 14%	53 14%	56 14%	38 9%	120 15%
Tend to agree (4)	557 22%	515 22%	-	34 18%	-	204 23%	159 21%	142 22%	34 18%	-	-	10 18%	52 21%	73 23%	70 18%	88 22%	81 19%	192 24%
Neither agree nor disagree (3)	488 19%	461 20%	-	27 15%	-	164 18%	163 22%	117 18%	27 15%	-	-	16 27%	37 15%	62 20%	76 20%	80 20%	100 24%	133 16%
Tend/definitely disagree (Net)	1148 45%	1060 45%	-	80 43%	-	424 47%	320 43%	294 45%	80 43%	-	-	21 37%	123 51%	127 40%	183 48%	174 44%	200 48%	341 42%
Tend to disagree (2)	595 23%	558 24%	-	31 17%	-	229 25%	163 22%	158 24%	31 17%	-	-	9 15%	60 25%	54 17%	98 25%	91 23%	116 28%	176 22%
Definitely disagree (1)	554 22%	501 21%	-	49 26%	-	195 22%	157 21%	137 21%	49 26%	-	-	13 22%	63 26%	73 23%	86 22%	83 21%	83 20%	165 20%
Not applicable	29 1%	18 1%	-	9 5%	-	3 *	2 *	8 1%	9 5%	-	-	5 8%	1 1%	8 2%	2 1%	1 *	1 *	16 2%
Don't know	5 *	3 *	-	- -	- -	- -	1 *	2 *	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	3 *
Mean Score	2.82	2.81	-	2.85	-	2.78	2.84	2.83	2.85	-	-	2.73	2.69	2.88	2.75	2.85	2.70	2.91
Standard Deviation	1.35	1.34	-	1.50	-	1.34	1.34	1.36	1.50	-	-	1.30	1.38	1.40	1.35	1.35	1.24	1.38
Standard Error	0.027	0.028	-	0.124	-	0.046	0.049	0.052	0.124	-	-	0.178	0.092	0.081	0.072	0.069	0.059	0.049

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2540	1299	1241	51	220	439	552	415	473	390	845	819	502	374	1225	350	925	32	-	1374	1163
Weighted base	2569	1373	1196	76	281	468	586	456	391	312	813	832	553	371	1352	367	796	46	-	1160	1406
Definitely/tend agree (Net)	1518	809	709	34	136	244	346	289	241	227	494	485	323	215	769	215	502	27	-	698	817
	59%	59%	59%	45%	48%	52%	59%	63%	62%	73%	61%	58%	58%	58%	57%	59%	63%	57%	-	60%	58%
Definitely agree	(5) 538	279	259	7	33	90	110	91	108	98	156	190	114	78	257	69	203	5	-	261	277
	21%	20%	22%	9%	12%	19%	19%	20%	28%	31%	19%	23%	21%	21%	19%	19%	26%	11%	-	23%	20%
Tend to agree	(4) 980	530	449	27	104	154	236	198	133	129	338	295	209	137	512	146	299	21	-	437	540
	38%	39%	38%	36%	37%	33%	40%	43%	34%	41%	42%	35%	38%	37%	38%	40%	38%	47%	-	38%	38%
Neither agree nor disagree	(3) 399	200	199	20	71	93	90	47	48	31	115	142	95	47	237	58	99	5	-	169	229
	16%	15%	17%	26%	25%	20%	15%	10%	12%	10%	14%	17%	17%	13%	18%	16%	12%	11%	-	15%	16%
Tend/definitely disagree (Net)	607	344	263	9	70	125	148	117	91	47	190	191	128	97	332	92	176	5	-	264	342
	24%	25%	22%	12%	25%	27%	25%	26%	23%	15%	23%	23%	23%	26%	25%	25%	22%	11%	-	23%	24%
Tend to disagree	(2) 366	203	163	5	47	72	97	61	55	29	124	118	78	46	209	54	100	2	-	166	200
	14%	15%	14%	6%	17%	15%	17%	13%	14%	9%	15%	14%	14%	12%	15%	15%	13%	5%	-	14%	14%
Definitely disagree	(1) 241	141	100	5	23	52	51	56	37	18	65	74	50	52	123	38	76	3	-	99	142
	9%	10%	8%	6%	8%	11%	9%	12%	9%	6%	8%	9%	9%	14%	9%	10%	10%	6%	-	9%	10%
Not applicable	32	13	20	10	4	4	2	1	8	4	7	10	5	11	10	1	14	7	-	21	11
	1%	1%	2%	13%	1%	1%	*	*	2%	1%	1%	1%	1%	3%	1%	*	2%	16%	-	2%	1%
Don't know	13	7	6	3	-	2	-	2	3	3	8	4	1	1	5	1	5	3	-	7	6
	1%	*	1%	4%	-	*	-	*	1%	1%	1%	*	*	*	*	*	1%	5%	-	1%	*
Mean Score	3.48	3.45	3.52	3.43	3.27	3.34	3.44	3.46	3.58	3.85	3.49	3.50	3.47	3.40	3.43	3.43	3.58	3.66	-	3.53	3.44
Standard Deviation	1.24	1.26	1.22	1.04	1.13	1.27	1.22	1.29	1.30	1.15	1.20	1.24	1.23	1.34	1.22	1.24	1.27	1.05	-	1.24	1.24
Standard Error	0.025	0.035	0.035	0.159	0.077	0.061	0.052	0.063	0.060	0.059	0.042	0.044	0.055	0.071	0.035	0.067	0.042	0.202	-	0.034	0.037

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2540	201	1728	252	359	283	280	204	1773	632	720	627	540
Weighted base	2569	284	1479	344	462	327	316	285	1641	583	807	680	483
Definitely/tend agree (Net)	1518 59%	154 54%	875 59%	212 62%	277 60%	182 56%	174 55%	169 59%	992 60%	347 59%	466 58%	409 60%	286 59%
Definitely agree (5)	538 21%	39 14%	304 21%	74 21%	121 26%	64 20%	55 17%	51 18%	368 22%	110 19%	162 20%	157 23%	107 22%
Tend to agree (4)	980 38%	115 41%	571 39%	138 40%	155 34%	118 36%	120 38%	118 41%	624 38%	237 41%	304 38%	252 37%	179 37%
Neither agree nor disagree (3)	399 16%	42 15%	253 17%	50 15%	54 12%	58 18%	53 17%	44 16%	244 15%	85 15%	154 19%	100 15%	58 12%
Tend/definitely disagree (Net)	607 24%	82 29%	325 22%	78 23%	121 26%	85 26%	87 28%	66 23%	367 22%	146 25%	175 22%	157 23%	123 26%
Tend to disagree (2)	366 14%	39 14%	207 14%	42 12%	78 17%	44 14%	62 20%	40 14%	220 13%	90 15%	102 13%	92 14%	78 16%
Definitely disagree (1)	241 9%	43 15%	118 8%	36 11%	43 9%	41 13%	25 8%	27 9%	148 9%	56 10%	73 9%	66 10%	45 9%
Not applicable	32 1%	- -	23 2%	4 1%	6 1%	1 *	2 1%	2 1%	27 2%	3 *	9 1%	7 1%	13 3%
Don't know	13 1%	5 2%	4 *	- -	5 1%	1 *	- -	3 1%	10 1%	3 *	2 *	6 1%	3 1%
Mean Score	3.48	3.24	3.51	3.50	3.52	3.37	3.37	3.45	3.53	3.44	3.48	3.51	3.48
Standard Deviation	1.24	1.30	1.20	1.26	1.31	1.29	1.21	1.22	1.24	1.23	1.21	1.26	1.28
Standard Error	0.025	0.092	0.029	0.080	0.070	0.077	0.072	0.086	0.030	0.049	0.045	0.051	0.056

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2540	1761	779	1741	755	29	15	482	121	276	569	125	480	289	26	164
Weighted base	2569	1801	768	1778	744	33	14	485	123	293	542	144	490	300	31	156
Definitely/tend agree (Net)	1518	1095	423	1053	436	23	6	292	64	173	332	76	288	180	18	90
	59%	61%	55%	59%	59%	69%	43%	60%	53%	59%	61%	53%	59%	60%	58%	57%
Definitely agree (5)	538	395	143	375	154	7	1	105	17	49	118	26	96	77	7	41
	21%	22%	19%	21%	21%	22%	8%	22%	14%	17%	22%	18%	20%	26%	22%	26%
Tend to agree (4)	980	700	279	678	281	15	5	188	48	124	214	50	192	103	11	49
	38%	39%	36%	38%	38%	47%	35%	39%	39%	42%	40%	35%	39%	34%	36%	31%
Neither agree nor disagree (3)	399	270	129	268	125	5	2	72	23	49	87	29	83	31	8	17
	16%	15%	17%	15%	17%	14%	13%	15%	19%	17%	16%	20%	17%	10%	24%	11%
Tend/definitely disagree (Net)	607	412	195	439	161	6	1	109	35	63	114	39	116	81	4	44
	24%	23%	25%	25%	22%	18%	4%	23%	29%	22%	21%	27%	24%	27%	15%	28%
Tend to disagree (2)	366	244	122	267	96	3	1	59	23	35	69	25	76	54	4	21
	14%	14%	16%	15%	13%	8%	4%	12%	19%	12%	13%	17%	15%	18%	15%	14%
Definitely disagree (1)	241	168	73	172	66	3	-	50	12	28	45	15	40	28	-	23
	9%	9%	9%	10%	9%	9%	-	10%	10%	10%	8%	10%	8%	9%	-	15%
Not applicable	32	19	13	16	11	-	5	7	-	7	6	-	1	5	1	5
	1%	1%	2%	1%	2%	-	39%	1%	-	2%	1%	-	*	2%	3%	3%
Don't know	13	5	8	2	11	-	-	4	-	1	3	-	2	3	-	-
	1%	*	1%	*	1%	-	-	1%	-	*	1%	-	*	1%	-	-
Mean Score	3.48	3.51	3.40	3.46	3.50	3.64	3.77	3.50	3.28	3.46	3.55	3.33	3.47	3.51	3.67	3.42
Standard Deviation	1.24	1.24	1.24	1.25	1.22	1.20	0.82	1.26	1.21	1.20	1.21	1.25	1.21	1.31	1.00	1.41
Standard Error	0.025	0.030	0.045	0.030	0.045	0.222	0.260	0.058	0.110	0.073	0.051	0.111	0.055	0.078	0.204	0.111

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2540	1044	454	562	147	333	463	1278	277	478	44	736	439	489	442	87	143	28
Weighted base	2569	1072	461	560	150	326	469	1309	259	485	47	749	459	481	433	79	129	31
Definitely/tend agree (Net)	1518	635	263	353	86	180	284	769	153	282	29	409	279	301	267	49	68	21
	59%	59%	57%	63%	57%	55%	61%	59%	59%	58%	61%	55%	61%	63%	62%	62%	52%	69%
Definitely agree (5)	538	225	81	123	26	83	102	273	54	101	8	140	101	112	84	19	29	7
	21%	21%	18%	22%	17%	25%	22%	21%	21%	21%	18%	19%	22%	23%	19%	24%	22%	23%
Tend to agree (4)	980	410	183	230	60	97	182	496	100	182	20	269	178	189	183	30	39	14
	38%	38%	40%	41%	40%	30%	39%	38%	39%	37%	43%	36%	39%	39%	42%	38%	30%	45%
Neither agree nor disagree (3)	399	154	81	79	29	55	64	203	41	84	6	134	61	68	68	14	24	5
	16%	14%	18%	14%	19%	17%	14%	16%	16%	17%	14%	18%	13%	14%	16%	18%	19%	18%
Tend/definitely disagree (Net)	607	265	103	119	34	86	116	323	60	102	6	200	116	106	90	16	34	4
	24%	25%	22%	21%	23%	26%	25%	25%	23%	21%	14%	27%	25%	22%	21%	20%	26%	14%
Tend to disagree (2)	366	152	65	80	13	55	74	193	35	60	3	119	69	65	53	11	18	3
	14%	14%	14%	14%	9%	17%	16%	15%	14%	12%	7%	16%	15%	14%	12%	14%	14%	11%
Definitely disagree (1)	241	113	38	39	21	31	41	130	24	42	3	80	47	40	37	5	15	1
	9%	11%	8%	7%	14%	9%	10%	9%	9%	9%	7%	11%	10%	8%	9%	6%	12%	3%
Not applicable	32	13	12	5	1	3	3	13	3	8	5	6	2	5	2	-	2	-
	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	12%	1%	*	1%	*	-	2%	-
Don't know	13	5	1	5	-	2	2	1	1	9	-	-	2	1	6	-	1	-
	1%	*	*	1%	-	1%	*	*	1%	2%	-	-	*	*	1%	-	1%	-
Mean Score	3.48	3.46	3.45	3.58	3.38	3.45	3.49	3.45	3.48	3.51	3.67	3.36	3.47	3.56	3.52	3.59	3.38	3.75
Standard Deviation	1.24	1.27	1.19	1.19	1.27	1.30	1.24	1.25	1.24	1.21	1.12	1.26	1.27	1.23	1.19	1.18	1.31	1.04
Standard Error	0.025	0.039	0.057	0.050	0.105	0.072	0.058	0.035	0.075	0.056	0.180	0.047	0.061	0.056	0.057	0.126	0.112	0.197

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2540	2364	-	155	-	862	741	705	155	-	-	56	230	310	353	384	441	822
Weighted base	2569	2361	-	184	-	905	746	654	184	-	-	57	243	318	384	398	420	806
Definitely/tend agree (Net)	1518 59%	1393 59%	-	112 61%	-	536 59%	439 59%	394 60%	112 61%	-	-	25 44%	133 55%	191 60%	235 61%	233 58%	241 57%	486 60%
Definitely agree (5)	538 21%	491 21%	-	45 24%	-	196 22%	152 20%	139 21%	45 24%	-	-	4 7%	44 18%	70 22%	95 25%	88 22%	78 19%	163 20%
Tend to agree (4)	980 38%	903 38%	-	67 37%	-	340 38%	286 38%	255 39%	67 37%	-	-	21 37%	89 37%	120 38%	139 36%	145 36%	163 39%	323 40%
Neither agree nor disagree (3)	399 16%	376 16%	-	23 12%	-	141 16%	130 17%	88 14%	23 12%	-	-	17 30%	33 14%	46 14%	61 16%	69 17%	75 18%	115 14%
Tend/definitely disagree (Net)	607 24%	565 24%	-	35 19%	-	218 24%	174 23%	162 25%	35 19%	-	-	11 19%	73 30%	71 22%	85 22%	96 24%	100 24%	181 23%
Tend to disagree (2)	366 14%	340 14%	-	22 12%	-	139 15%	106 14%	89 14%	22 12%	-	-	5 9%	37 15%	38 12%	52 14%	61 15%	71 17%	106 13%
Definitely disagree (1)	241 9%	226 10%	-	13 7%	-	78 9%	68 9%	73 11%	13 7%	-	-	6 10%	35 15%	32 10%	33 9%	35 9%	30 7%	76 9%
Not applicable	32 1%	18 1%	-	13 7%	-	6 1%	3 *	5 1%	13 7%	-	-	3 6%	4 2%	8 2%	2 1%	*	1 *	16 2%
Don't know	13 1%	9 *	-	1 1%	-	4 *	1 *	4 1%	1 1%	-	-	1 1%	-	2 1%	1 *	-	2 1%	7 1%
Mean Score	3.48	3.47	-	3.63	-	3.49	3.47	3.46	3.63	-	-	3.23	3.28	3.51	3.56	3.47	3.46	3.50
Standard Deviation	1.24	1.24	-	1.22	-	1.24	1.22	1.28	1.22	-	-	1.10	1.33	1.26	1.24	1.24	1.18	1.23
Standard Error	0.025	0.026	-	0.102	-	0.042	0.045	0.049	0.102	-	-	0.152	0.089	0.073	0.066	0.063	0.056	0.043

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

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
2 minutes or less	1688 43%	891 46%	798 40%	147 46%	344 57%	329 51%	348 48%	203 35%	168 33%	150 28%	410 41%	522 42%	401 47%	356 43%	821 48%	226 42%	502 36%	136 50%	349 49%	647 43%	691 41%
3-4 minutes	655 17%	329 17%	326 16%	55 17%	92 15%	113 17%	97 13%	119 20%	88 17%	91 17%	150 15%	221 18%	138 16%	146 18%	291 17%	92 17%	224 16%	44 16%	134 19%	256 17%	265 16%
5-6 minutes	831 21%	384 20%	448 22%	51 16%	97 16%	122 19%	154 21%	144 25%	116 23%	148 27%	229 23%	279 22%	161 19%	162 20%	326 19%	134 25%	326 24%	42 15%	140 19%	330 22%	361 21%
7-13 minutes	405 10%	169 9%	237 12%	31 10%	31 5%	47 7%	73 10%	68 12%	70 14%	85 16%	116 12%	118 9%	81 9%	90 11%	142 8%	43 8%	184 13%	34 12%	66 9%	149 10%	190 11%
14-26 minutes	172 4%	63 3%	109 5%	18 6%	14 2%	22 3%	27 4%	26 5%	30 6%	34 6%	35 4%	71 6%	27 3%	39 5%	67 4%	26 5%	72 5%	6 2%	20 3%	70 5%	82 5%
27-43 minutes	46 1%	27 1%	19 1%	4 1%	7 1%	4 1%	5 1%	8 1%	11 2%	7 1%	16 2%	13 1%	5 1%	13 2%	20 1%	7 1%	18 1%	2 1%	1 *	14 1%	31 2%
44 minutes or longer	60 2%	21 1%	39 2%	10 3%	3 1%	2 *	8 1%	11 2%	14 3%	12 2%	16 2%	9 1%	19 2%	16 2%	17 1%	8 1%	28 2%	7 3%	1 *	16 1%	43 3%
Don't know	65 2%	35 2%	30 1%	- -	16 3%	12 2%	14 2%	5 1%	7 1%	10 2%	19 2%	19 2%	21 2%	6 1%	34 2%	5 1%	25 2%	1 *	6 1%	17 1%	42 2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
2 minutes or less	1688 43%	320 56%	1006 44%	182 39%	181 31%	251 52%	203 48%	166 38%	1068 41%	371 47%	520 45%	448 43%	342 38%
3-4 minutes	655 17%	109 19%	409 18%	75 16%	62 11%	92 19%	70 16%	59 14%	434 17%	118 15%	199 17%	171 16%	164 18%
5-6 minutes	831 21%	90 16%	531 23%	126 27%	84 14%	79 16%	89 21%	110 25%	553 21%	170 22%	242 21%	224 21%	187 21%
7-13 minutes	405 10%	43 8%	225 10%	61 13%	77 13%	31 6%	31 7%	56 13%	288 11%	77 10%	111 9%	106 10%	110 12%
14-26 minutes	172 4%	4 1%	77 3%	16 3%	75 13%	15 3%	25 6%	23 5%	109 4%	19 2%	41 4%	56 5%	52 6%
27-43 minutes	46 1%	-	9 *	3 1%	35 6%	7 1%	3 1%	1 *	35 1%	11 1%	9 1%	16 2%	11 1%
44 minutes or longer	60 2%	-	5 *	2 *	53 9%	-	3 1%	12 3%	45 2%	6 1%	21 2%	19 2%	14 2%
Don't know	65 2%	1 *	39 2%	4 1%	21 4%	12 2%	4 1%	5 1%	44 2%	15 2%	24 2%	11 1%	14 2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
2 minutes or less	1688	832	857	861	559	209	59	362	111	190	339	86	298	162	22	110
	43%	40%	47%	40%	45%	51%	50%	45%	55%	45%	42%	43%	44%	33%	40%	43%
3-4 minutes	655	325	330	336	225	77	16	120	14	69	129	44	116	105	7	46
	17%	16%	18%	16%	18%	19%	14%	15%	7%	16%	16%	22%	17%	21%	13%	18%
5-6 minutes	831	470	361	472	263	79	17	163	46	91	165	35	141	106	21	59
	21%	23%	20%	22%	21%	19%	15%	20%	23%	21%	21%	18%	21%	22%	38%	23%
7-13 minutes	405	228	177	243	116	33	13	78	14	37	91	22	65	67	3	25
	10%	11%	10%	11%	9%	8%	11%	10%	7%	9%	11%	11%	10%	14%	6%	10%
14-26 minutes	172	105	67	116	44	8	4	36	8	23	35	3	32	17	2	12
	4%	5%	4%	5%	4%	2%	4%	5%	4%	5%	4%	2%	5%	3%	3%	5%
27-43 minutes	46	34	12	42	4	1	*	8	2	5	6	1	9	13	-	2
	1%	2%	1%	2%	*	*	*	1%	1%	1%	1%	1%	1%	3%	-	1%
44 minutes or longer	60	44	16	42	13	1	4	8	3	5	16	3	7	13	-	3
	2%	2%	1%	2%	1%	*	3%	1%	1%	1%	2%	2%	1%	3%	-	1%
Don't know	65	50	14	45	15	*	4	24	2	6	17	3	5	7	-	1
	2%	2%	1%	2%	1%	*	3%	3%	1%	1%	2%	2%	1%	1%	-	*

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
2 minutes or less	1688 43%	681 43%	333 46%	325 40%	116 48%	234 42%	205 39%	656 40%	169 44%	390 45%	268 51%	347 42%	197 41%	199 37%	206 43%	38 47%	60 42%	22 63%
3-4 minutes	655 17%	297 19%	103 14%	135 16%	30 12%	90 16%	91 17%	245 15%	64 17%	161 19%	94 18%	123 15%	77 16%	90 17%	96 20%	13 16%	21 15%	4 12%
5-6 minutes	831 21%	336 21%	152 21%	173 21%	51 21%	119 21%	116 22%	356 22%	90 24%	173 20%	96 18%	178 22%	109 23%	113 21%	96 20%	17 21%	39 28%	7 20%
7-13 minutes	405 10%	153 10%	68 9%	95 12%	25 10%	65 11%	61 12%	182 11%	39 10%	77 9%	46 9%	86 10%	44 9%	74 14%	49 10%	8 10%	9 7%	1 3%
14-26 minutes	172 4%	50 3%	36 5%	48 6%	14 6%	24 4%	33 6%	83 5%	7 2%	37 4%	12 2%	43 5%	25 5%	35 7%	16 3%	1 2%	6 4%	1 2%
27-43 minutes	46 1%	20 1%	7 1%	8 1%	1 1%	11 2%	5 1%	36 2%	2 *	2 *	1 *	12 1%	15 3%	10 2%	1 *	1 2%	- -	- -
44 minutes or longer	60 2%	15 1%	13 2%	24 3%	- -	7 1%	5 1%	37 2%	2 1%	11 1%	5 1%	10 1%	7 1%	8 1%	6 1%	- -	3 2%	- -
Don't know	65 2%	23 1%	11 2%	13 2%	4 2%	13 2%	8 2%	37 2%	9 2%	7 1%	4 1%	20 2%	10 2%	11 2%	9 2%	3 3%	4 2%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
2 minutes or less	1688 43%	1069 41%	88 59%	255 43%	261 46%	420 44%	329 41%	293 39%	255 43%	88 59%	261 46%	27 39%	224 45%	198 40%	223 45%	205 41%	226 45%	614 43%
3-4 minutes	655 17%	425 16%	23 15%	95 16%	111 20%	153 16%	121 15%	132 18%	95 16%	23 15%	111 20%	18 26%	98 20%	86 17%	84 17%	65 13%	84 17%	238 17%
5-6 minutes	831 21%	559 22%	30 20%	129 21%	110 19%	192 20%	177 22%	179 24%	129 21%	30 20%	110 19%	11 16%	95 19%	115 23%	95 19%	125 25%	95 19%	307 21%
7-13 minutes	405 10%	271 11%	6 4%	65 11%	60 11%	100 10%	86 11%	79 11%	65 11%	6 4%	60 11%	6 9%	47 9%	53 11%	53 11%	57 11%	50 10%	146 10%
14-26 minutes	172 4%	127 5%	1 1%	25 4%	19 3%	48 5%	49 6%	30 4%	25 4%	1 1%	19 3%	1 1%	25 5%	23 5%	31 6%	19 4%	22 4%	51 4%
27-43 minutes	46 1%	39 2%	* *	5 1%	1 *	20 2%	9 1%	8 1%	5 1%	* *	1 *	2 3%	2 *	7 1%	5 1%	6 1%	7 1%	20 1%
44 minutes or longer	60 2%	34 1%	- -	23 4%	1 *	11 1%	14 2%	9 1%	23 4%	- -	1 *	1 1%	4 1%	8 2%	5 1%	4 1%	7 1%	30 2%
Don't know	65 2%	56 2%	1 1%	3 *	5 1%	18 2%	19 2%	15 2%	3 *	1 1%	5 1%	4 5%	5 1%	10 2%	3 1%	17 3%	7 1%	24 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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Less than one a day	30 1%	9 *	21 1%	- -	2 *	3 1%	10 1%	3 1%	6 1%	7 1%	10 1%	7 1%	4 *	9 1%	11 1%	6 1%	13 1%	1 *	1 *	8 1%	21 1%
At least one a day	273 7%	137 7%	135 7%	17 5%	16 3%	42 6%	49 7%	45 8%	54 11%	49 9%	93 9%	80 6%	57 7%	42 5%	113 7%	35 7%	108 8%	15 6%	16 2%	65 4%	192 11%
At least one an hour	528 13%	266 14%	262 13%	42 13%	44 7%	71 11%	105 14%	66 11%	96 19%	104 19%	150 15%	150 12%	128 15%	100 12%	208 12%	69 13%	219 16%	28 10%	64 9%	190 13%	273 16%
At least one every half-hour	898 23%	422 22%	476 24%	81 26%	131 22%	136 21%	157 22%	156 27%	113 22%	125 23%	221 22%	279 22%	182 21%	216 26%	369 21%	139 26%	328 24%	61 23%	168 23%	342 23%	386 23%
Or, at least one every quarter of an hour	1423 36%	656 34%	767 38%	151 48%	302 50%	265 41%	230 32%	176 30%	145 29%	155 29%	267 27%	518 41%	285 33%	353 43%	565 33%	209 39%	494 36%	149 55%	424 59%	627 42%	370 22%
Don't know	771 20%	427 22%	344 17%	25 8%	110 18%	134 21%	176 24%	137 23%	90 18%	99 18%	248 25%	219 17%	197 23%	108 13%	452 26%	83 15%	218 16%	17 6%	43 6%	265 18%	462 27%

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Less than one a day	30 1%	4 1%	4 *	- -	22 4%	6 1%	2 *	1 *	21 1%	3 *	12 1%	5 1%	10 1%
At least one a day	273 7%	3 1%	27 1%	44 9%	199 34%	30 6%	33 8%	33 8%	176 7%	51 7%	96 8%	91 9%	31 4%
At least one an hour	528 13%	7 1%	204 9%	163 35%	154 26%	58 12%	53 12%	69 16%	348 14%	109 14%	134 11%	146 14%	139 16%
At least one every half-hour	898 23%	62 11%	633 28%	147 31%	55 9%	85 17%	104 24%	93 21%	615 24%	151 19%	263 23%	245 23%	229 26%
Or, at least one every quarter of an hour	1423 36%	458 81%	954 41%	7 2%	4 1%	209 43%	133 31%	158 37%	923 36%	322 41%	426 36%	341 32%	326 36%
Don't know	771 20%	32 6%	479 21%	106 23%	153 26%	98 20%	101 24%	78 18%	493 19%	149 19%	237 20%	222 21%	159 18%

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

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

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Less than one a day	30 1%	24 1%	6 *	18 1%	12 1%	1 *	- -	7 1%	3 1%	5 1%	5 1%	1 1%	5 1%	1 *	- -	3 1%
At least one a day	273 7%	201 10%	72 4%	182 8%	82 7%	4 1%	4 4%	38 5%	4 2%	16 4%	67 8%	9 5%	44 6%	73 15%	6 10%	15 6%
At least one an hour	528 13%	322 15%	207 11%	358 17%	130 10%	28 7%	13 11%	102 13%	25 12%	46 11%	115 14%	20 10%	93 14%	90 18%	5 9%	31 12%
At least one every half-hour	898 23%	426 20%	472 26%	480 22%	296 24%	87 21%	34 29%	204 26%	45 22%	91 21%	189 24%	36 18%	148 22%	123 25%	6 12%	47 18%
Or, at least one every quarter of an hour	1423 36%	549 26%	875 48%	520 24%	580 47%	277 68%	46 39%	279 35%	84 42%	161 38%	252 32%	94 48%	246 37%	142 29%	33 61%	123 47%
Don't know	771 20%	567 27%	204 11%	599 28%	140 11%	11 3%	21 18%	167 21%	40 20%	105 25%	171 21%	37 19%	138 20%	62 13%	5 9%	40 15%

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

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

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Less than one a day	30 1%	9 1%	5 1%	5 1%	3 1%	9 2%	4 1%	14 1%	4 1%	8 1%	1 *	4 *	3 1%	7 1%	2 *	4 5%	1 1%	-
At least one a day	273 7%	105 7%	50 7%	73 9%	18 7%	26 5%	40 8%	142 9%	17 5%	64 7%	9 2%	71 9%	37 8%	52 10%	35 7%	12 15%	9 6%	1 3%
At least one an hour	528 13%	208 13%	99 14%	130 16%	35 15%	57 10%	100 19%	258 16%	37 10%	92 11%	41 8%	152 19%	82 17%	80 15%	56 12%	10 12%	16 11%	3 9%
At least one every half-hour	898 23%	360 23%	158 22%	199 24%	47 20%	132 23%	95 18%	386 24%	97 26%	199 23%	121 23%	156 19%	102 21%	131 24%	118 25%	11 14%	30 21%	2 5%
Or, at least one every quarter of an hour	1423 36%	586 37%	289 40%	244 30%	96 40%	209 37%	133 25%	387 24%	192 50%	388 45%	323 61%	193 24%	120 25%	113 21%	197 41%	29 36%	60 43%	21 60%
Don't know	771 20%	305 19%	121 17%	171 21%	42 18%	132 23%	153 29%	446 27%	34 9%	106 12%	32 6%	243 30%	140 29%	157 29%	73 15%	15 18%	26 18%	8 23%

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Less than one a day	30 1%	21 1%	-	8 1%	1 *	14 1%	4 *	3 *	8 1%	-	1 *	-	2 *	2 *	4 1%	2 *	6 1%	13 1%
At least one a day	273 7%	217 8%	3 2%	34 6%	14 2%	107 11%	74 9%	35 5%	34 6%	3 2%	14 2%	*	23 5%	41 8%	55 11%	34 7%	46 9%	74 5%
At least one an hour	528 13%	398 15%	15 10%	61 10%	49 9%	147 15%	120 15%	126 17%	61 10%	15 10%	49 9%	6 8%	55 11%	72 14%	77 15%	74 15%	62 12%	188 13%
At least one every half-hour	898 23%	550 21%	22 15%	173 29%	146 26%	192 20%	175 22%	162 22%	173 29%	22 15%	146 26%	20 29%	132 27%	127 25%	117 24%	104 21%	80 16%	337 24%
Or, at least one every quarter of an hour	1423 36%	733 28%	101 67%	258 43%	323 57%	214 22%	215 27%	280 38%	258 43%	101 67%	323 57%	24 35%	220 44%	181 36%	157 32%	144 29%	159 32%	562 39%
Don't know	771 20%	661 26%	9 6%	64 11%	34 6%	289 30%	215 27%	139 19%	64 11%	9 6%	34 6%	19 27%	66 13%	75 15%	88 18%	141 28%	145 29%	256 18%

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

B30. How frequently do you use an ordinary bus?

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
At least once a week (Net)	1127	479	647	151	216	171	135	139	149	167	203	378	213	333	339	158	472	153	484	439	200
	29%	25%	32%	48%	36%	26%	19%	24%	30%	31%	20%	30%	25%	40%	20%	29%	34%	57%	68%	29%	12%
At least once a day	350	147	203	75	86	59	50	30	25	25	53	143	50	104	136	48	91	73	202	97	49
	9%	8%	10%	24%	14%	9%	7%	5%	5%	5%	5%	11%	6%	13%	8%	9%	7%	27%	28%	6%	3%
Less than once a day, but at least 3 times a week	309	136	173	34	67	36	21	49	41	61	44	103	73	90	78	38	149	43	141	108	60
	8%	7%	9%	11%	11%	5%	3%	8%	8%	11%	4%	8%	9%	11%	5%	7%	11%	16%	20%	7%	3%
Once or twice a week	467	196	272	42	63	76	63	59	84	81	106	132	90	140	125	72	233	38	141	234	91
	12%	10%	14%	13%	10%	12%	9%	10%	17%	15%	11%	11%	11%	17%	7%	13%	17%	14%	20%	16%	5%
Less than that but more than twice a month	140	74	66	23	32	16	15	19	19	16	27	67	20	26	59	13	46	22	29	64	47
	4%	4%	3%	7%	5%	2%	2%	3%	4%	3%	3%	5%	2%	3%	3%	2%	3%	8%	4%	4%	3%
Once or twice a month	401	200	201	42	63	67	56	40	55	77	94	116	108	83	135	66	172	27	71	183	147
	10%	10%	10%	13%	10%	10%	8%	7%	11%	14%	9%	9%	13%	10%	8%	12%	12%	10%	10%	12%	9%
Less than that but more than twice a year	250	128	121	12	29	51	60	37	26	35	88	74	47	40	124	32	80	13	23	107	119
	6%	7%	6%	4%	5%	8%	8%	6%	5%	7%	9%	6%	5%	5%	7%	6%	6%	5%	3%	7%	7%
Once or twice a year	464	240	224	32	60	86	132	65	51	38	149	143	103	70	267	71	115	11	26	170	269
	12%	13%	11%	10%	10%	13%	18%	11%	10%	7%	15%	11%	12%	8%	16%	13%	8%	4%	4%	11%	16%
Less than that or never	1541	795	746	56	203	260	328	283	205	205	429	474	363	275	793	200	494	45	84	534	923
	39%	41%	37%	18%	34%	40%	45%	49%	41%	38%	43%	38%	43%	33%	46%	37%	36%	17%	12%	36%	54%

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

B30. How frequently do you use an ordinary bus?

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
At least once a week (Net)	1127	330	654	79	64	139	80	120	788	230	301	270	321
	29%	58%	28%	17%	11%	29%	19%	28%	31%	29%	26%	26%	36%
At least once a day	350	164	161	11	14	50	19	49	233	70	109	93	79
	9%	29%	7%	2%	2%	10%	5%	11%	9%	9%	9%	9%	9%
Less than once a day, but at least 3 times a week	309	59	207	31	12	27	23	35	224	55	84	71	97
	8%	10%	9%	7%	2%	6%	5%	8%	9%	7%	7%	7%	11%
Once or twice a week	467	108	285	37	38	62	38	37	331	106	109	106	145
	12%	19%	12%	8%	6%	13%	9%	9%	13%	13%	9%	10%	16%
Less than that but more than twice a month	140	35	80	12	12	13	8	22	98	28	54	34	25
	4%	6%	3%	3%	2%	3%	2%	5%	4%	4%	5%	3%	3%
Once or twice a month	401	70	222	50	59	37	42	48	275	79	108	119	93
	10%	12%	10%	11%	10%	8%	10%	11%	11%	10%	9%	11%	10%
Less than that but more than twice a year	250	23	168	29	30	36	27	32	155	65	83	54	48
	6%	4%	7%	6%	5%	7%	6%	7%	6%	8%	7%	5%	5%
Once or twice a year	464	31	289	68	76	54	79	72	259	121	141	119	77
	12%	6%	13%	15%	13%	11%	18%	17%	10%	15%	12%	11%	9%
Less than that or never	1541	77	886	229	349	208	192	139	1003	264	480	456	331
	39%	14%	39%	49%	59%	43%	45%	32%	39%	34%	41%	43%	37%

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

B30. How frequently do you use an ordinary bus?

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
At least once a week (Net)	1127	209	917	-	779	347	-	214	52	108	227	46	178	162	20	107
	29%	10%	50%	-	63%	85%	-	27%	26%	26%	28%	23%	26%	33%	36%	41%
At least once a day	350	38	312	-	192	158	-	78	23	33	56	11	47	39	8	48
	9%	2%	17%	-	16%	39%	-	10%	12%	8%	7%	5%	7%	8%	15%	19%
Less than once a day, but at least 3 times a week	309	57	252	-	220	89	-	58	10	23	59	12	53	60	5	22
	8%	3%	14%	-	18%	22%	-	7%	5%	5%	7%	6%	8%	12%	10%	9%
Once or twice a week	467	114	353	-	367	100	-	78	19	52	111	23	78	63	6	37
	12%	5%	19%	-	30%	25%	-	10%	10%	12%	14%	12%	12%	13%	11%	14%
Less than that but more than twice a month	140	61	79	94	24	6	17	30	13	10	37	4	29	7	1	7
	4%	3%	4%	4%	2%	1%	14%	4%	6%	2%	5%	2%	4%	1%	2%	3%
Once or twice a month	401	179	222	269	79	26	27	74	12	41	81	21	74	61	5	32
	10%	9%	12%	12%	6%	6%	22%	9%	6%	10%	10%	10%	11%	13%	9%	12%
Less than that but more than twice a year	250	141	109	170	57	7	17	46	15	31	46	22	51	19	3	15
	6%	7%	6%	8%	5%	2%	14%	6%	8%	7%	6%	11%	8%	4%	5%	6%
Once or twice a year	464	317	148	371	80	2	11	86	28	59	94	21	97	47	9	23
	12%	15%	8%	17%	6%	1%	9%	11%	14%	14%	12%	11%	14%	10%	17%	9%
Less than that or never	1541	1181	360	1254	220	21	47	348	80	176	315	84	244	194	17	74
	39%	57%	20%	58%	18%	5%	40%	44%	40%	41%	39%	42%	36%	39%	31%	29%

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

B30. How frequently do you use an ordinary bus?

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
At least once a week (Net)	1127	461	216	206	71	173	-	-	234	545	347	-	-	-	213	35	73	16
	29%	29%	30%	25%	29%	31%	-	-	61%	64%	66%	-	-	-	44%	42%	52%	46%
At least once a day	350	139	78	51	28	54	-	-	49	143	158	-	-	-	32	6	8	6
	9%	9%	11%	6%	12%	10%	-	-	13%	17%	30%	-	-	-	7%	8%	5%	18%
Less than once a day, but at least 3 times a week	309	121	61	70	14	42	-	-	58	162	89	-	-	-	63	2	18	2
	8%	8%	8%	9%	6%	7%	-	-	15%	19%	17%	-	-	-	13%	2%	13%	5%
Once or twice a week	467	200	77	85	29	77	-	-	127	240	100	-	-	-	118	27	47	8
	12%	13%	11%	10%	12%	14%	-	-	33%	28%	19%	-	-	-	25%	33%	33%	23%
Less than that but more than twice a month	140	46	26	37	13	19	22	72	5	19	23	43	16	16	18	-	1	-
	4%	3%	4%	4%	5%	3%	4%	4%	1%	2%	4%	5%	3%	3%	4%	-	*	-
Once or twice a month	401	153	81	88	23	56	65	205	34	45	52	107	27	47	46	5	6	4
	10%	10%	11%	11%	10%	10%	12%	13%	9%	5%	10%	13%	6%	9%	10%	6%	4%	11%
Less than that but more than twice a year	250	108	44	54	9	34	39	131	18	38	23	75	31	43	32	6	9	4
	6%	7%	6%	7%	4%	6%	7%	8%	5%	4%	4%	9%	6%	8%	7%	7%	6%	12%
Once or twice a year	464	203	90	96	23	53	94	277	26	54	13	157	81	97	53	8	8	3
	12%	13%	12%	12%	10%	9%	18%	17%	7%	6%	3%	19%	17%	18%	11%	9%	6%	9%
Less than that or never	1541	603	267	341	101	229	305	948	63	156	67	438	329	336	117	29	45	8
	39%	38%	37%	41%	42%	41%	58%	58%	17%	18%	13%	53%	68%	62%	24%	36%	32%	22%

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

B30. How frequently do you use an ordinary bus?

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
At least once a week (Net)	1127	337	100	293	384	71	85	169	293	100	384	12	196	152	116	97	103	463
	29%	13%	67%	49%	68%	7%	11%	23%	49%	67%	68%	17%	39%	31%	23%	19%	21%	32%
At least once a day	350	52	45	89	157	5	12	33	89	45	157	2	53	51	41	26	23	157
	9%	2%	30%	15%	28%	1%	2%	4%	15%	30%	28%	2%	11%	10%	8%	5%	5%	11%
Less than once a day, but at least 3 times a week	309	85	24	81	117	15	22	41	81	24	117	6	57	47	35	35	24	111
	8%	3%	16%	13%	21%	2%	3%	6%	13%	16%	21%	9%	11%	9%	7%	7%	5%	8%
Once or twice a week	467	199	31	124	110	50	50	95	124	31	110	4	87	55	40	36	55	195
	12%	8%	21%	21%	19%	5%	6%	13%	21%	21%	19%	6%	17%	11%	8%	7%	11%	14%
Less than that but more than twice a month	140	93	8	18	21	24	29	37	18	8	21	3	16	14	14	13	20	62
	4%	4%	6%	3%	4%	3%	4%	5%	3%	6%	4%	4%	3%	3%	3%	4%	4%	4%
Once or twice a month	401	243	22	86	49	54	102	81	86	22	49	5	57	64	51	50	44	135
	10%	9%	15%	14%	9%	6%	13%	11%	14%	15%	9%	7%	11%	13%	10%	10%	9%	9%
Less than that but more than twice a year	250	200	8	25	15	65	69	62	25	8	15	4	25	34	30	38	46	77
	6%	8%	5%	4%	3%	7%	9%	8%	4%	5%	3%	6%	5%	7%	6%	8%	9%	5%
Once or twice a year	464	406	5	31	21	180	120	96	31	5	21	10	38	55	90	73	60	149
	12%	16%	3%	5%	4%	19%	15%	13%	5%	3%	4%	14%	8%	11%	18%	15%	12%	10%
Less than that or never	1541	1302	6	146	78	567	400	299	146	6	78	36	166	179	198	228	226	545
	39%	50%	4%	24%	14%	59%	50%	40%	24%	4%	14%	52%	33%	36%	40%	46%	45%	38%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2059	1035	1023	177	292	286	334	308	313	349	463	645	461	490	813	258	824	156	397	795	864
	52%	54%	51%	56%	48%	44%	46%	53%	62%	65%	47%	51%	54%	59%	47%	48%	60%	57%	55%	53%	51%
Definitely agree	(5) 839	397	442	60	116	134	140	107	120	161	151	253	198	237	325	95	361	56	177	340	319
	21%	21%	22%	19%	19%	21%	19%	18%	24%	30%	15%	20%	23%	29%	19%	18%	26%	21%	25%	23%	19%
Tend to agree	(4) 1220	638	582	116	176	152	195	200	193	189	312	392	263	253	489	162	464	99	220	455	545
	31%	33%	29%	37%	29%	23%	27%	34%	38%	35%	31%	31%	31%	31%	28%	30%	34%	37%	31%	30%	32%
Neither agree nor disagree	(3) 862	421	442	73	150	158	183	116	87	95	243	292	175	152	413	132	255	61	147	337	378
	22%	22%	22%	23%	25%	24%	25%	20%	17%	18%	25%	23%	21%	18%	24%	25%	18%	22%	20%	23%	22%
Tend/definitely disagree (Net)	936	431	505	62	156	203	194	151	98	71	273	295	197	171	469	146	264	51	156	337	442
	24%	22%	25%	20%	26%	31%	27%	26%	19%	13%	28%	24%	23%	21%	27%	27%	19%	19%	22%	23%	26%
Tend to disagree	(2) 544	250	294	42	87	104	124	82	61	43	158	166	122	98	283	72	156	30	90	199	254
	14%	13%	15%	13%	14%	16%	17%	14%	12%	8%	16%	13%	14%	12%	16%	13%	11%	11%	13%	13%	15%
Definitely disagree	(1) 392	181	211	20	69	99	70	69	37	28	115	129	75	73	186	74	108	21	66	138	187
	10%	9%	11%	6%	11%	15%	10%	12%	7%	5%	12%	10%	9%	9%	11%	14%	8%	8%	9%	9%	11%
Not applicable	22	13	10	-	3	1	9	2	2	6	6	10	4	2	12	3	8	-	3	7	12
	1%	1%	*	-	1%	*	1%	*	*	1%	1%	1%	*	*	1%	1%	1%	-	*	*	1%
Don't know	44	18	26	4	3	3	6	7	5	18	5	10	16	13	11	1	28	3	14	21	9
	1%	1%	1%	1%	*	*	1%	1%	1%	3%	1%	1%	2%	2%	1%	*	2%	1%	2%	1%	1%
Mean Score	3.41	3.43	3.38	3.50	3.31	3.18	3.29	3.34	3.60	3.80	3.23	3.38	3.47	3.59	3.29	3.25	3.61	3.52	3.50	3.45	3.33
Standard Deviation	1.25	1.23	1.28	1.14	1.26	1.34	1.24	1.27	1.19	1.13	1.23	1.24	1.25	1.27	1.26	1.28	1.22	1.17	1.26	1.24	1.25
Standard Error	0.020	0.029	0.028	0.082	0.058	0.054	0.047	0.054	0.047	0.043	0.039	0.036	0.046	0.041	0.032	0.058	0.030	0.091	0.043	0.031	0.034

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2059 52%	236 42%	1229 53%	269 57%	325 55%	229 47%	211 49%	233 54%	1386 54%	364 46%	584 50%	535 51%	561 63%
Definitely agree (5)	839 21%	81 14%	492 21%	121 26%	144 24%	102 21%	82 19%	102 24%	553 21%	129 16%	228 20%	226 21%	253 28%
Tend to agree (4)	1220 31%	154 27%	737 32%	147 31%	181 31%	127 26%	128 30%	131 30%	834 32%	236 30%	356 31%	309 29%	309 35%
Neither agree nor disagree (3)	862 22%	140 25%	488 21%	96 21%	138 23%	120 25%	98 23%	89 21%	555 22%	177 23%	288 25%	251 24%	140 16%
Tend/definitely disagree (Net)	936 24%	188 33%	538 23%	93 20%	116 20%	133 27%	115 27%	105 24%	583 23%	239 30%	275 24%	251 24%	165 18%
Tend to disagree (2)	544 14%	86 15%	335 15%	58 12%	65 11%	71 15%	74 17%	65 15%	333 13%	124 16%	160 14%	148 14%	110 12%
Definitely disagree (1)	392 10%	102 18%	203 9%	35 8%	51 9%	61 13%	41 10%	40 9%	250 10%	116 15%	115 10%	103 10%	55 6%
Not applicable	22 1%	- -	21 1%	1 *	1 *	3 1%	3 1%	2 *	14 1%	2 *	6 1%	10 1%	4 *
Don't know	44 1%	3 1%	24 1%	9 2%	8 1%	2 *	- -	4 1%	39 2%	3 *	14 1%	4 *	23 3%
Mean Score	3.41	3.05	3.43	3.57	3.52	3.28	3.32	3.45	3.44	3.18	3.37	3.39	3.68
Standard Deviation	1.25	1.32	1.23	1.22	1.23	1.30	1.24	1.26	1.24	1.30	1.23	1.25	1.20
Standard Error	0.020	0.066	0.024	0.066	0.059	0.063	0.065	0.074	0.024	0.045	0.039	0.040	0.037

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2059	1124	935	1142	642	211	64	447	110	219	405	100	314	285	31	138
	52%	54%	51%	53%	52%	52%	54%	56%	55%	51%	51%	51%	47%	58%	57%	53%
Definitely agree (5)	839	478	361	479	241	90	28	193	37	84	164	48	105	132	15	56
	21%	23%	20%	22%	19%	22%	24%	24%	19%	20%	20%	24%	16%	27%	27%	22%
Tend to agree (4)	1220	646	574	663	401	121	35	254	73	135	242	52	209	153	16	82
	31%	31%	31%	31%	32%	30%	30%	32%	36%	32%	30%	26%	31%	31%	30%	32%
Neither agree nor disagree (3)	862	458	404	494	250	88	31	176	46	86	190	49	169	86	6	44
	22%	22%	22%	23%	20%	22%	26%	22%	23%	20%	24%	25%	25%	18%	10%	17%
Tend/definitely disagree (Net)	936	468	467	482	333	102	19	160	42	119	180	47	186	111	17	74
	24%	22%	25%	22%	27%	25%	16%	20%	21%	28%	22%	24%	28%	23%	32%	29%
Tend to disagree (2)	544	283	261	293	193	44	13	91	28	74	90	29	125	61	11	35
	14%	14%	14%	14%	16%	11%	11%	11%	14%	17%	11%	15%	19%	12%	21%	13%
Definitely disagree (1)	392	186	206	189	139	58	6	69	14	45	89	18	61	50	6	39
	10%	9%	11%	9%	11%	14%	5%	9%	7%	11%	11%	9%	9%	10%	11%	15%
Not applicable	22	18	5	20	1	*	*	6	1	1	6	-	2	2	-	4
	1%	1%	*	1%	*	*	*	1%	1%	*	1%	-	*	*	-	1%
Don't know	44	20	24	20	14	6	4	9	1	*	18	2	3	7	1	-
	1%	1%	1%	1%	1%	2%	4%	1%	*	*	2%	1%	*	1%	2%	-
Mean Score	3.41	3.46	3.34	3.45	3.34	3.35	3.60	3.52	3.46	3.33	3.39	3.43	3.26	3.53	3.42	3.32
Standard Deviation	1.25	1.24	1.27	1.23	1.27	1.33	1.14	1.23	1.16	1.27	1.26	1.26	1.20	1.30	1.38	1.36
Standard Error	0.020	0.028	0.029	0.027	0.036	0.064	0.099	0.043	0.085	0.064	0.044	0.095	0.048	0.058	0.195	0.084

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2059	794	378	476	119	291	294	847	183	459	275	416	258	271	234	46	64	17
	52%	50%	52%	58%	49%	52%	56%	52%	48%	54%	52%	51%	53%	50%	49%	56%	45%	50%
Definitely agree (5)	839	308	143	207	61	119	117	361	60	181	118	158	103	122	83	20	25	3
	21%	20%	20%	25%	25%	21%	22%	22%	16%	21%	22%	19%	21%	23%	17%	24%	18%	8%
Tend to agree (4)	1220	486	235	269	58	172	177	486	123	278	157	258	154	149	151	27	39	14
	31%	31%	33%	33%	24%	31%	34%	30%	32%	32%	30%	32%	32%	28%	31%	32%	27%	42%
Neither agree nor disagree (3)	862	341	167	163	59	132	112	381	66	184	119	193	114	128	101	15	34	7
	22%	22%	23%	20%	24%	23%	21%	23%	17%	21%	23%	24%	24%	24%	21%	19%	24%	19%
Tend/definitely disagree (Net)	936	420	172	165	53	126	113	369	132	201	121	198	100	131	140	20	42	10
	24%	27%	24%	20%	22%	22%	22%	23%	34%	23%	23%	24%	21%	24%	29%	24%	30%	30%
Tend to disagree (2)	544	238	103	101	18	84	72	222	81	112	57	122	69	71	86	12	23	3
	14%	15%	14%	12%	7%	15%	14%	14%	21%	13%	11%	15%	14%	13%	18%	15%	16%	10%
Definitely disagree (1)	392	182	70	64	35	42	42	147	50	89	64	76	31	60	55	8	19	7
	10%	12%	10%	8%	15%	7%	8%	9%	13%	10%	12%	9%	6%	11%	11%	10%	13%	21%
Not applicable	22	8	2	7	4	1	3	17	-	1	1	3	7	5	1	-	-	-
	1%	1%	*	1%	2%	*	1%	1%	-	*	*	*	1%	1%	*	-	-	-
Don't know	44	10	2	11	7	14	2	18	1	12	11	8	4	5	3	1	1	-
	1%	1%	*	1%	3%	2%	*	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	-
Mean Score	3.41	3.32	3.39	3.57	3.40	3.44	3.49	3.43	3.16	3.42	3.41	3.37	3.49	3.38	3.26	3.47	3.20	3.08
Standard Deviation	1.25	1.27	1.23	1.22	1.36	1.20	1.21	1.24	1.30	1.25	1.29	1.22	1.17	1.28	1.26	1.28	1.29	1.31
Standard Error	0.020	0.032	0.048	0.043	0.089	0.049	0.054	0.031	0.066	0.043	0.055	0.044	0.056	0.056	0.058	0.135	0.104	0.239

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2059	1307	74	342	323	482	403	388	342	74	323	34	292	291	246	251	219	758
	52%	51%	49%	57%	57%	50%	50%	52%	57%	49%	57%	49%	59%	58%	49%	50%	44%	53%
Definitely agree (5)	839	514	25	143	152	184	161	154	143	25	152	15	131	124	91	94	84	314
	21%	20%	17%	24%	27%	19%	20%	21%	24%	17%	27%	21%	26%	25%	18%	19%	17%	22%
Tend to agree (4)	1220	792	49	199	171	298	242	234	199	49	171	19	161	167	155	156	136	444
	31%	31%	33%	33%	30%	31%	30%	31%	33%	33%	30%	27%	32%	34%	31%	31%	27%	31%
Neither agree nor disagree (3)	862	593	43	118	104	222	198	158	118	43	104	15	87	90	134	121	135	296
	22%	23%	29%	20%	18%	23%	25%	21%	20%	29%	18%	21%	17%	18%	27%	24%	27%	21%
Tend/definitely disagree (Net)	936	643	32	127	124	240	195	190	127	32	124	17	113	113	113	124	140	333
	24%	25%	22%	21%	22%	25%	24%	26%	21%	22%	22%	25%	23%	23%	23%	25%	28%	23%
Tend to disagree (2)	544	386	16	62	74	155	116	104	62	16	74	12	78	76	65	66	85	175
	14%	15%	11%	10%	13%	16%	14%	14%	10%	11%	13%	18%	16%	15%	13%	13%	17%	12%
Definitely disagree (1)	392	256	16	64	50	85	79	87	64	16	50	5	35	37	48	58	56	158
	10%	10%	11%	11%	9%	9%	10%	12%	11%	11%	9%	7%	7%	7%	10%	12%	11%	11%
Not applicable	22	17	-	2	3	9	4	2	2	-	3	1	2	1	-	1	1	18
	1%	1%	-	*	1%	1%	1%	*	*	-	1%	1%	*	*	-	*	*	1%
Don't know	44	21	*	9	13	8	4	6	9	*	13	3	5	3	5	2	3	26
	1%	1%	*	2%	2%	1%	1%	1%	2%	*	2%	4%	1%	1%	1%	*	1%	2%
Mean Score	3.41	3.36	3.34	3.50	3.55	3.36	3.36	3.36	3.50	3.34	3.55	3.40	3.56	3.54	3.36	3.33	3.22	3.42
Standard Deviation	1.25	1.24	1.20	1.27	1.27	1.22	1.24	1.28	1.27	1.20	1.27	1.24	1.23	1.23	1.20	1.26	1.24	1.28
Standard Error	0.020	0.025	0.096	0.060	0.047	0.041	0.044	0.046	0.060	0.096	0.047	0.159	0.053	0.055	0.056	0.058	0.055	0.035

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2335	1173	1162	183	379	400	454	358	274	287	565	739	532	499	1102	299	784	141	335	868	1130
	60%	61%	58%	58%	63%	61%	62%	61%	54%	53%	57%	59%	62%	60%	64%	55%	57%	52%	47%	58%	66%
Definitely agree	(5) 1241	619	622	83	202	216	234	199	146	162	283	423	274	261	616	147	410	63	163	467	609
	32%	32%	31%	26%	34%	33%	32%	34%	29%	30%	29%	34%	32%	32%	36%	27%	30%	23%	23%	31%	36%
Tend to agree	(4) 1093	554	540	100	176	184	220	160	128	126	282	316	258	238	486	152	374	78	172	401	520
	28%	29%	27%	32%	29%	28%	30%	27%	25%	23%	28%	25%	30%	29%	28%	28%	27%	29%	24%	27%	31%
Neither agree nor disagree	(3) 367	157	210	19	71	61	71	65	41	38	92	116	77	82	175	63	105	24	58	150	158
	9%	8%	10%	6%	12%	9%	10%	11%	8%	7%	9%	9%	9%	10%	10%	12%	8%	9%	8%	10%	9%
Tend/definitely disagree (Net)	1174	566	609	112	150	186	193	155	181	198	326	379	234	235	420	176	468	106	313	464	396
	30%	29%	30%	35%	25%	29%	27%	27%	36%	37%	33%	30%	27%	28%	24%	33%	34%	39%	44%	31%	23%
Tend to disagree	(2) 673	336	337	73	89	113	132	86	92	87	218	197	138	119	255	107	232	76	142	270	260
	17%	18%	17%	23%	15%	17%	18%	15%	18%	16%	22%	16%	16%	14%	15%	20%	17%	28%	20%	18%	15%
Definitely disagree	(1) 502	230	272	38	60	73	61	70	89	111	108	182	95	117	165	69	236	30	171	194	136
	13%	12%	14%	12%	10%	11%	8%	12%	18%	21%	11%	15%	11%	14%	10%	13%	17%	11%	24%	13%	8%
Not applicable	39	20	18	2	4	*	8	4	6	14	5	15	10	9	17	2	19	*	9	13	17
	1%	1%	1%	1%	1%	*	1%	1%	1%	3%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%
Don't know	8	2	6	-	*	4	-	*	3	*	2	3	-	3	4	-	4	-	2	3	3
	*	*	*	-	*	1%	-	*	1%	*	*	*	-	*	*	-	*	-	*	*	*
Mean Score	3.49	3.53	3.46	3.37	3.62	3.55	3.60	3.58	3.30	3.27	3.42	3.49	3.57	3.50	3.67	3.37	3.36	3.25	3.02	3.46	3.72
Standard Deviation	1.42	1.41	1.43	1.40	1.35	1.39	1.33	1.40	1.50	1.56	1.39	1.46	1.38	1.43	1.35	1.40	1.49	1.37	1.53	1.42	1.31
Standard Error	0.023	0.033	0.031	0.100	0.062	0.056	0.050	0.059	0.060	0.059	0.044	0.043	0.051	0.047	0.035	0.063	0.037	0.107	0.052	0.035	0.036

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2335 60%	300 53%	1360 59%	317 68%	358 61%	317 65%	266 62%	282 65%	1470 57%	426 54%	719 62%	639 61%	532 60%
Definitely agree (5)	1241 32%	152 27%	694 30%	188 40%	207 35%	183 38%	123 29%	150 35%	786 30%	211 27%	386 33%	344 33%	294 33%
Tend to agree (4)	1093 28%	149 26%	666 29%	128 27%	151 26%	134 28%	143 34%	132 30%	684 27%	214 27%	334 29%	295 28%	239 27%
Neither agree nor disagree (3)	367 9%	46 8%	227 10%	33 7%	60 10%	35 7%	45 11%	34 8%	252 10%	74 9%	127 11%	97 9%	66 7%
Tend/definitely disagree (Net)	1174 30%	220 39%	680 30%	117 25%	157 27%	130 27%	115 27%	115 26%	815 32%	283 36%	310 27%	302 29%	276 31%
Tend to disagree (2)	673 17%	107 19%	392 17%	77 16%	96 16%	82 17%	76 18%	76 18%	439 17%	168 21%	190 16%	169 16%	145 16%
Definitely disagree (1)	502 13%	113 20%	289 13%	40 9%	60 10%	48 10%	39 9%	39 9%	376 15%	115 15%	120 10%	133 13%	131 15%
Not applicable	39 1%	1 *	28 1%	* *	10 2%	3 1%	1 *	2 *	33 1%	2 *	10 1%	11 1%	16 2%
Don't know	8 *	- -	5 *	- -	3 1%	2 *	- -	- -	7 *	2 *	- -	3 *	3 *
Mean Score	3.49	3.21	3.48	3.74	3.61	3.67	3.55	3.65	3.42	3.31	3.58	3.53	3.48
Standard Deviation	1.42	1.51	1.40	1.36	1.39	1.39	1.32	1.35	1.45	1.44	1.37	1.42	1.47
Standard Error	0.023	0.075	0.027	0.073	0.067	0.067	0.068	0.078	0.028	0.050	0.044	0.046	0.045

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2335	1482	853	1521	577	170	67	523	137	259	457	124	347	302	35	138
	60%	71%	46%	70%	47%	42%	57%	66%	69%	61%	57%	63%	51%	62%	65%	53%
Definitely agree (5)	1241	819	422	838	294	73	36	293	70	122	233	73	151	195	22	74
	32%	39%	23%	39%	24%	18%	31%	37%	35%	29%	29%	37%	22%	40%	40%	29%
Tend to agree (4)	1093	663	431	683	283	97	31	230	68	137	224	51	196	107	13	64
	28%	32%	23%	32%	23%	24%	26%	29%	34%	32%	28%	26%	29%	22%	25%	25%
Neither agree nor disagree (3)	367	197	170	191	129	36	11	59	14	35	83	24	91	38	2	17
	9%	9%	9%	9%	10%	9%	10%	7%	7%	8%	10%	12%	14%	8%	3%	7%
Tend/definitely disagree (Net)	1174	380	795	411	530	201	32	201	43	129	249	49	232	145	16	101
	30%	18%	43%	19%	43%	49%	27%	25%	21%	30%	31%	25%	34%	30%	29%	39%
Tend to disagree (2)	673	247	425	271	291	92	19	120	30	89	120	28	150	74	4	55
	17%	12%	23%	13%	23%	23%	16%	15%	15%	21%	15%	14%	22%	15%	7%	21%
Definitely disagree (1)	502	132	369	140	239	109	13	81	13	40	129	21	82	71	12	46
	13%	6%	20%	7%	19%	27%	11%	10%	7%	10%	16%	11%	12%	15%	22%	18%
Not applicable	39	26	13	30	2	-	7	15	4	-	10	1	2	4	-	2
	1%	1%	1%	1%	*	-	6%	2%	2%	-	1%	*	*	1%	-	1%
Don't know	8	4	4	5	3	*	*	*	2	1	1	-	2	*	2	-
	*	*	*	*	*	*	*	*	1%	*	*	-	*	*	3%	-
Mean Score	3.49	3.87	3.06	3.85	3.08	2.84	3.53	3.68	3.77	3.50	3.40	3.65	3.28	3.58	3.56	3.25
Standard Deviation	1.42	1.24	1.49	1.25	1.48	1.49	1.41	1.38	1.27	1.35	1.46	1.38	1.35	1.50	1.62	1.51
Standard Error	0.023	0.028	0.034	0.028	0.042	0.072	0.123	0.049	0.093	0.068	0.051	0.104	0.054	0.067	0.231	0.093

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2335	911	422	517	153	333	367	1154	158	419	237	535	368	393	224	44	87	12
	60%	58%	58%	63%	63%	59%	70%	71%	41%	49%	45%	65%	76%	73%	47%	54%	61%	35%
Definitely agree	(5) 1241	480	223	281	91	167	206	632	81	213	110	254	227	229	110	24	49	8
	32%	30%	31%	34%	38%	30%	39%	39%	21%	25%	21%	31%	47%	42%	23%	30%	35%	22%
Tend to agree	(4) 1093	431	199	237	61	165	161	522	77	205	128	280	141	165	115	20	38	4
	28%	27%	28%	29%	26%	29%	31%	32%	20%	24%	24%	34%	29%	30%	24%	24%	27%	13%
Neither agree nor disagree	(3) 367	158	75	66	21	47	50	141	36	93	47	79	41	53	64	5	7	7
	9%	10%	10%	8%	9%	8%	10%	9%	9%	11%	9%	10%	9%	10%	13%	6%	5%	19%
Tend/definitely disagree (Net)	1174	492	220	224	64	175	105	306	187	343	233	200	61	86	191	33	48	16
	30%	31%	30%	27%	27%	31%	20%	19%	49%	40%	44%	24%	13%	16%	40%	40%	34%	46%
Tend to disagree	(2) 673	294	124	134	28	93	69	202	105	186	111	142	42	52	121	17	20	11
	17%	19%	17%	16%	12%	16%	13%	12%	27%	22%	21%	17%	9%	10%	25%	21%	14%	31%
Definitely disagree	(1) 502	198	96	90	36	82	37	104	82	157	122	58	19	34	69	16	28	5
	13%	13%	13%	11%	15%	15%	7%	6%	22%	18%	23%	7%	4%	6%	14%	19%	20%	15%
Not applicable	39	12	4	12	3	7	2	28	*	1	7	3	13	6	1	-	*	-
	1%	1%	1%	1%	1%	1%	*	2%	*	*	1%	*	3%	1%	*	-	*	-
Don't know	8	2	2	3	-	2	-	5	1	2	1	2	*	2	-	-	-	-
	*	*	*	*	-	*	-	*	*	*	*	*	*	*	-	-	-	-
Mean Score	3.49	3.45	3.46	3.60	3.60	3.44	3.82	3.86	2.92	3.15	2.98	3.65	4.09	3.94	3.15	3.25	3.42	2.96
Standard Deviation	1.42	1.41	1.42	1.39	1.47	1.44	1.27	1.25	1.48	1.47	1.50	1.28	1.14	1.22	1.40	1.54	1.56	1.41
Standard Error	0.023	0.036	0.055	0.049	0.095	0.059	0.056	0.032	0.076	0.051	0.063	0.046	0.054	0.053	0.064	0.162	0.125	0.257

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2335 60%	1663 64%	64 43%	316 53%	271 48%	664 69%	511 64%	437 59%	316 53%	64 43%	271 48%	51 73%	313 63%	307 62%	304 61%	294 59%	293 59%	824 58%
Definitely agree (5)	1241 32%	901 35%	23 15%	165 28%	140 25%	388 40%	258 32%	222 30%	165 28%	23 15%	140 25%	32 46%	170 34%	162 32%	146 29%	153 31%	153 31%	457 32%
Tend to agree (4)	1093 28%	762 30%	42 28%	151 25%	131 23%	276 29%	253 31%	215 29%	151 25%	42 28%	131 23%	18 27%	142 29%	145 29%	158 32%	141 28%	141 28%	367 26%
Neither agree nor disagree (3)	367 9%	256 10%	13 9%	53 9%	45 8%	87 9%	92 11%	70 9%	53 9%	13 9%	45 8%	7 10%	47 10%	44 9%	60 12%	53 11%	51 10%	111 8%
Tend/definitely disagree (Net)	1174 30%	634 25%	73 48%	221 37%	241 42%	196 20%	192 24%	235 32%	221 37%	73 48%	241 42%	11 16%	138 28%	145 29%	131 26%	148 30%	150 30%	461 32%
Tend to disagree (2)	673 17%	404 16%	32 22%	120 20%	110 19%	137 14%	124 15%	138 18%	120 20%	32 22%	110 19%	6 8%	79 16%	86 17%	89 18%	101 20%	98 20%	221 15%
Definitely disagree (1)	502 13%	230 9%	40 27%	101 17%	131 23%	59 6%	68 8%	97 13%	101 17%	40 27%	131 23%	5 8%	59 12%	59 12%	42 9%	47 10%	53 11%	241 17%
Not applicable	39 1%	23 1%	-	7 1%	9 2%	11 1%	9 1%	3 *	7 1%	-	9 2%	1 1%	1 *	1 *	3 1%	3 1%	* *	30 2%
Don't know	8 *	4 *	-	2 *	2 *	4 *	-	-	2 *	-	2 *	-	-	*	-	1 *	3 1%	3 *
Mean Score	3.49	3.67	2.83	3.27	3.07	3.84	3.64	3.44	3.27	2.83	3.07	3.97	3.57	3.53	3.56	3.51	3.49	3.41
Standard Deviation	1.42	1.34	1.47	1.48	1.54	1.27	1.31	1.42	1.48	1.47	1.54	1.28	1.40	1.40	1.31	1.36	1.38	1.50
Standard Error	0.023	0.027	0.118	0.070	0.057	0.042	0.047	0.051	0.070	0.118	0.057	0.158	0.060	0.062	0.060	0.062	0.061	0.041

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1995	1001	994	159	347	409	434	296	196	155	525	685	419	367	1007	300	538	141	296	780	918
	51%	52%	50%	50%	57%	63%	60%	51%	39%	29%	53%	55%	49%	44%	59%	56%	39%	52%	41%	52%	54%
Definitely agree	(5) 935	477	458	59	164	224	218	131	84	54	232	333	180	189	487	131	245	69	154	363	417
	24%	25%	23%	19%	27%	34%	30%	23%	17%	10%	23%	27%	21%	23%	28%	24%	18%	25%	21%	24%	24%
Tend to agree	(4) 1061	525	536	99	183	185	216	165	112	101	292	351	239	178	520	170	293	72	142	417	500
	27%	27%	27%	31%	30%	28%	30%	28%	22%	19%	30%	28%	28%	22%	30%	31%	21%	27%	20%	28%	29%
Neither agree nor disagree	(3) 588	298	290	39	111	93	113	100	74	58	150	186	137	115	279	82	187	40	107	196	284
	15%	16%	14%	12%	18%	14%	16%	17%	15%	11%	15%	15%	16%	14%	16%	15%	14%	15%	15%	13%	17%
Tend/definitely disagree (Net)	1253	571	682	117	145	146	169	173	217	286	293	353	287	320	412	153	592	90	290	492	470
	32%	30%	34%	37%	24%	22%	23%	30%	43%	30%	28%	34%	39%	24%	28%	43%	33%	40%	33%	28%	
Tend to disagree	(2) 603	291	312	52	80	93	110	85	97	86	166	172	125	139	241	83	234	42	112	224	266
	15%	15%	16%	17%	13%	14%	15%	15%	19%	16%	17%	14%	15%	17%	14%	15%	17%	15%	16%	15%	16%
Definitely disagree	(1) 650	280	370	65	66	53	60	88	120	199	126	181	162	181	171	70	358	48	178	268	204
	17%	15%	18%	21%	11%	8%	8%	15%	24%	37%	13%	14%	19%	22%	10%	13%	26%	18%	25%	18%	12%
Not applicable	73	38	35	-	1	1	9	14	15	33	18	23	9	22	18	3	52	*	20	23	29
	2%	2%	2%	-	*	*	1%	2%	3%	6%	2%	2%	1%	3%	1%	1%	4%	*	3%	2%	2%
Don't know	14	9	5	*	-	2	-	1	3	7	4	5	1	4	2	1	11	*	4	6	4
	*	*	*	*	-	*	-	*	1%	1%	*	*	*	*	*	*	1%	*	*	*	*
Mean Score	3.27	3.34	3.20	3.11	3.50	3.67	3.59	3.29	2.88	2.45	3.35	3.40	3.18	3.07	3.54	3.39	2.87	3.27	2.98	3.26	3.40
Standard Deviation	1.42	1.39	1.44	1.43	1.31	1.30	1.29	1.38	1.45	1.45	1.35	1.40	1.42	1.50	1.31	1.35	1.49	1.44	1.51	1.45	1.34
Standard Error	0.023	0.033	0.032	0.102	0.060	0.052	0.049	0.059	0.058	0.057	0.043	0.041	0.052	0.049	0.033	0.061	0.037	0.112	0.052	0.036	0.037

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1995 51%	284 50%	1237 54%	232 50%	242 41%	294 60%	272 64%	234 54%	1195 46%	457 58%	659 56%	523 50%	344 39%
Definitely agree (5)	935 24%	156 28%	565 25%	99 21%	115 19%	151 31%	130 31%	114 26%	539 21%	239 30%	304 26%	238 23%	153 17%
Tend to agree (4)	1061 27%	128 23%	673 29%	133 28%	127 22%	143 29%	142 33%	120 28%	656 25%	219 28%	355 30%	285 27%	191 21%
Neither agree nor disagree (3)	588 15%	86 15%	319 14%	80 17%	103 18%	68 14%	61 14%	71 16%	388 15%	128 16%	177 15%	156 15%	124 14%
Tend/definitely disagree (Net)	1253 32%	194 34%	693 30%	146 31%	219 37%	123 25%	91 21%	126 29%	913 35%	197 25%	309 27%	352 33%	385 43%
Tend to disagree (2)	603 15%	90 16%	344 15%	62 13%	107 18%	65 13%	57 13%	72 17%	409 16%	106 14%	154 13%	172 16%	164 18%
Definitely disagree (1)	650 17%	104 18%	349 15%	84 18%	112 19%	57 12%	34 8%	54 13%	504 20%	90 11%	156 13%	180 17%	222 25%
Not applicable	73 2%	2 *	42 2%	8 2%	21 3%	3 1%	2 1%	- -	68 3%	1 *	20 2%	16 1%	36 4%
Don't know	14 *	1 *	8 *	2 *	3 1%	- -	- -	1 *	13 1%	3 *	2 *	4 *	5 1%
Mean Score	3.27	3.25	3.34	3.22	3.04	3.55	3.66	3.39	3.13	3.52	3.43	3.22	2.87
Standard Deviation	1.42	1.47	1.40	1.41	1.42	1.36	1.26	1.36	1.44	1.35	1.36	1.42	1.47
Standard Error	0.023	0.074	0.027	0.077	0.069	0.066	0.066	0.079	0.028	0.047	0.044	0.046	0.045

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1995	1086	910	1101	668	174	52	371	97	251	353	125	390	240	23	139
	51%	52%	50%	51%	54%	43%	44%	47%	48%	59%	44%	63%	58%	49%	43%	54%
Definitely agree (5)	935	492	443	489	322	91	32	161	38	107	149	62	195	129	10	81
	24%	24%	24%	23%	26%	22%	27%	20%	19%	25%	19%	32%	29%	26%	19%	31%
Tend to agree (4)	1061	594	467	611	346	83	20	210	58	145	204	62	195	111	13	58
	27%	28%	25%	28%	28%	20%	17%	26%	29%	34%	26%	31%	29%	23%	24%	22%
Neither agree nor disagree (3)	588	315	273	335	169	67	17	115	33	51	139	27	124	60	7	27
	15%	15%	15%	16%	14%	16%	14%	14%	17%	12%	17%	14%	18%	12%	12%	11%
Tend/definitely disagree (Net)	1253	628	625	655	398	165	35	288	66	122	285	44	157	170	25	84
	32%	30%	34%	30%	32%	41%	29%	36%	33%	29%	36%	22%	23%	35%	45%	32%
Tend to disagree (2)	603	327	276	323	206	61	13	127	36	80	128	28	95	51	15	39
	15%	16%	15%	15%	17%	15%	11%	16%	18%	19%	16%	14%	14%	10%	27%	15%
Definitely disagree (1)	650	301	349	332	192	105	21	161	30	42	157	15	61	120	10	45
	17%	14%	19%	15%	15%	26%	18%	20%	15%	10%	20%	8%	9%	24%	18%	17%
Not applicable	73	49	24	57	2	*	13	21	4	*	18	1	2	18	-	7
	2%	2%	1%	3%	*	*	11%	3%	2%	*	2%	*	*	4%	-	3%
Don't know	14	10	4	10	2	1	1	3	*	-	4	1	1	3	-	1
	*	*	*	*	*	*	1%	*	*	-	*	1%	*	1%	-	*
Mean Score	3.27	3.32	3.21	3.29	3.32	2.99	3.27	3.11	3.20	3.46	3.08	3.66	3.55	3.17	2.98	3.37
Standard Deviation	1.42	1.38	1.46	1.39	1.42	1.51	1.52	1.45	1.36	1.31	1.41	1.28	1.29	1.56	1.42	1.51
Standard Error	0.023	0.031	0.034	0.031	0.040	0.073	0.139	0.051	0.100	0.066	0.050	0.097	0.051	0.071	0.199	0.094

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1995	879	380	365	97	273	304	797	228	441	226	463	253	241	293	50	81	23
	51%	56%	53%	44%	40%	48%	58%	49%	60%	51%	43%	57%	52%	45%	61%	61%	57%	68%
Definitely agree	(5)	935	421	169	168	126	147	342	110	212	123	197	118	101	156	25	44	11
		24%	27%	23%	20%	21%	22%	28%	21%	29%	25%	23%	24%	24%	19%	33%	30%	31%
Tend to agree	(4)	1061	458	211	197	147	157	455	118	228	103	266	135	140	137	25	37	12
		27%	29%	29%	24%	20%	26%	30%	28%	31%	20%	32%	28%	26%	29%	30%	26%	36%
Neither agree nor disagree	(3)	588	222	119	118	78	72	263	41	128	84	118	94	91	72	9	19	3
		15%	14%	17%	14%	21%	14%	14%	16%	11%	15%	16%	14%	19%	17%	15%	11%	10%
Tend/definitely disagree (Net)	1253	446	214	315	83	196	140	515	110	287	200	220	125	184	114	22	42	8
		32%	28%	30%	38%	34%	27%	32%	29%	34%	38%	27%	26%	34%	24%	26%	29%	22%
Tend to disagree	(2)	603	232	114	141	89	72	252	61	145	74	135	64	81	67	11	24	3
		15%	15%	16%	17%	12%	16%	14%	15%	16%	17%	14%	17%	13%	15%	14%	13%	9%
Definitely disagree	(1)	650	214	100	174	107	69	264	49	143	126	85	61	103	46	11	18	5
		17%	14%	14%	21%	23%	19%	13%	16%	13%	24%	10%	13%	19%	10%	13%	12%	13%
Not applicable		73	25	5	19	14	8	49	1	2	14	12	11	21	1	-	-	-
		2%	2%	1%	2%	4%	2%	2%	3%	*	3%	1%	2%	4%	*	-	-	-
Don't know		14	2	4	5	3	1	9	1	1	2	5	2	2	-	1	-	-
		*	*	1%	1%	*	*	1%	*	*	*	1%	*	*	-	2%	-	-
Mean Score	3.27	3.41	3.33	3.06	3.04	3.18	3.47	3.23	3.47	3.26	3.05	3.44	3.39	3.10	3.60	3.52	3.47	3.64
Standard Deviation	1.42	1.38	1.36	1.46	1.47	1.45	1.38	1.39	1.39	1.43	1.52	1.31	1.34	1.41	1.32	1.41	1.40	1.38
Standard Error	0.023	0.035	0.053	0.052	0.096	0.060	0.061	0.036	0.071	0.049	0.065	0.047	0.064	0.062	0.061	0.148	0.112	0.251

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1995	1404	57	282	239	529	428	408	282	57	239	40	251	240	273	283	274	674
	51%	54%	38%	47%	42%	55%	53%	55%	47%	38%	42%	58%	50%	48%	55%	57%	55%	47%
Definitely agree	(5) 935	652	30	122	124	254	193	185	122	30	124	19	120	112	129	134	137	302
	24%	25%	20%	20%	22%	26%	24%	25%	20%	20%	22%	28%	24%	22%	26%	27%	27%	21%
Tend to agree	(4) 1061	752	27	161	115	274	235	223	161	27	115	21	131	128	144	149	137	372
	27%	29%	18%	27%	20%	29%	29%	30%	27%	18%	20%	30%	26%	26%	29%	30%	27%	26%
Neither agree nor disagree	(3) 588	407	26	73	81	171	132	94	73	26	81	10	65	63	80	84	86	210
	15%	16%	17%	12%	14%	18%	16%	13%	12%	17%	14%	14%	13%	13%	16%	17%	17%	15%
Tend/definitely disagree (Net)	1253	714	65	235	224	244	229	223	235	65	224	18	176	183	138	129	136	491
	32%	28%	44%	39%	40%	25%	28%	30%	39%	44%	40%	26%	35%	37%	28%	26%	27%	34%
Tend to disagree	(2) 603	385	29	97	83	159	115	102	97	29	83	9	85	74	80	67	96	202
	15%	15%	20%	16%	15%	17%	14%	14%	16%	20%	15%	13%	17%	15%	16%	14%	19%	14%
Definitely disagree	(1) 650	329	36	138	142	86	113	121	138	36	142	8	91	109	58	62	40	290
	17%	13%	24%	23%	25%	9%	14%	16%	23%	24%	25%	12%	18%	22%	12%	12%	8%	20%
Not applicable	73	44	1	8	19	14	11	17	8	1	19	1	5	10	6	1	2	48
	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	*	*	3%
Don't know	14	11	1	-	3	3	4	3	-	1	3	1	2	3	-	2	1	7
	*	*	*	-	1%	*	*	*	-	*	1%	1%	*	1%	-	*	*	*
Mean Score	3.27	3.40	2.90	3.05	2.99	3.48	3.35	3.34	3.05	2.90	2.99	3.49	3.21	3.12	3.42	3.46	3.48	3.14
Standard Deviation	1.42	1.36	1.47	1.48	1.52	1.29	1.37	1.42	1.48	1.47	1.52	1.37	1.45	1.49	1.34	1.35	1.29	1.46
Standard Error	0.023	0.027	0.119	0.070	0.057	0.043	0.049	0.052	0.070	0.119	0.057	0.171	0.063	0.067	0.062	0.062	0.057	0.040

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

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

Base : All Respondents

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1696	769	927	185	322	336	377	303	103	70	349	570	381	395	842	259	419	171	330	606	757
	43%	40%	46%	59%	53%	52%	52%	52%	20%	13%	35%	46%	45%	48%	49%	48%	30%	63%	46%	40%	44%
Definitely agree	(5) 887	387	499	92	168	201	189	150	55	31	166	295	202	223	430	136	228	88	180	310	394
	23%	20%	25%	29%	28%	31%	26%	26%	11%	6%	17%	24%	24%	27%	25%	25%	17%	33%	25%	21%	23%
Tend to agree	(4) 809	381	428	93	154	135	188	152	48	40	183	276	178	172	411	123	191	83	151	296	362
	21%	20%	21%	30%	25%	21%	26%	26%	10%	7%	19%	22%	21%	21%	24%	23%	14%	30%	21%	20%	21%
Neither agree nor disagree	(3) 637	317	320	23	103	129	153	105	74	50	208	196	145	88	345	110	164	15	53	219	366
	16%	17%	16%	7%	17%	20%	21%	18%	15%	9%	21%	16%	17%	11%	20%	20%	12%	6%	7%	15%	21%
Tend/definitely disagree (Net)	1208	642	566	94	152	150	145	116	251	300	336	360	240	272	396	135	596	75	286	514	407
	31%	33%	28%	30%	25%	23%	20%	20%	50%	56%	34%	29%	28%	33%	23%	25%	43%	28%	40%	34%	24%
Tend to disagree	(2) 506	294	212	65	88	94	94	75	49	41	141	154	100	111	248	70	140	43	96	193	217
	13%	15%	11%	21%	15%	14%	13%	13%	10%	8%	14%	12%	12%	13%	14%	13%	10%	16%	13%	13%	13%
Definitely disagree	(1) 702	348	354	29	64	56	51	41	202	260	195	206	140	161	148	65	456	32	190	321	190
	18%	18%	18%	9%	11%	9%	7%	7%	40%	48%	20%	16%	16%	19%	9%	12%	33%	12%	26%	21%	11%
Not applicable	175	84	91	6	6	10	14	12	45	81	41	63	37	35	37	8	124	6	37	74	65
	4%	4%	5%	2%	1%	2%	2%	2%	9%	15%	4%	5%	4%	4%	2%	1%	9%	2%	5%	5%	4%
Don't know	207	105	102	8	21	25	37	48	32	36	56	63	50	38	98	28	76	4	11	85	110
	5%	5%	5%	2%	4%	4%	5%	8%	6%	7%	6%	5%	6%	5%	6%	5%	6%	2%	1%	6%	6%
Mean Score	3.19	3.10	3.28	3.51	3.48	3.54	3.55	3.57	2.31	1.91	2.98	3.27	3.27	3.25	3.46	3.39	2.66	3.59	3.05	3.06	3.36
Standard Deviation	1.46	1.44	1.47	1.37	1.34	1.33	1.24	1.26	1.47	1.33	1.41	1.45	1.44	1.53	1.29	1.35	1.58	1.41	1.61	1.50	1.33
Standard Error	0.025	0.036	0.034	0.099	0.063	0.055	0.048	0.056	0.063	0.056	0.047	0.044	0.056	0.052	0.034	0.063	0.041	0.111	0.056	0.039	0.038

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1696 43%	266 47%	1045 45%	191 41%	194 33%	254 52%	219 51%	238 55%	985 38%	326 41%	551 47%	479 46%	331 37%
Definitely agree (5)	887 23%	154 27%	526 23%	104 22%	103 17%	147 30%	113 27%	123 29%	503 20%	154 20%	287 25%	269 26%	173 19%
Tend to agree (4)	809 21%	112 20%	519 23%	87 19%	92 16%	107 22%	106 25%	114 26%	481 19%	172 22%	264 23%	210 20%	157 18%
Neither agree nor disagree (3)	637 16%	67 12%	346 15%	87 19%	137 23%	101 21%	90 21%	68 16%	378 15%	135 17%	206 18%	212 20%	81 9%
Tend/definitely disagree (Net)	1208 31%	217 38%	703 31%	133 28%	155 26%	104 21%	85 20%	107 25%	911 35%	278 35%	311 27%	246 23%	367 41%
Tend to disagree (2)	506 13%	79 14%	307 13%	48 10%	72 12%	67 14%	61 14%	63 14%	316 12%	134 17%	157 13%	102 10%	109 12%
Definitely disagree (1)	702 18%	138 24%	396 17%	85 18%	83 14%	38 8%	25 6%	44 10%	595 23%	144 18%	153 13%	144 14%	257 29%
Not applicable	175 4%	12 2%	93 4%	20 4%	51 9%	5 1%	14 3%	4 1%	153 6%	16 2%	46 4%	52 5%	58 6%
Don't know	207 5%	6 1%	113 5%	37 8%	51 9%	23 5%	19 4%	15 4%	150 6%	31 4%	54 5%	62 6%	57 6%
Mean Score	3.19	3.12	3.23	3.19	3.12	3.56	3.56	3.51	2.99	3.08	3.35	3.38	2.85
Standard Deviation	1.46	1.57	1.45	1.46	1.36	1.29	1.23	1.34	1.51	1.42	1.39	1.40	1.59
Standard Error	0.025	0.080	0.029	0.086	0.071	0.065	0.066	0.079	0.030	0.051	0.046	0.048	0.052

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1696	874	822	910	543	191	52	366	93	207	312	85	290	200	17	116
	43%	42%	45%	42%	44%	47%	44%	46%	46%	49%	39%	43%	43%	41%	32%	45%
Definitely agree (5)	887	462	425	465	292	108	22	195	47	85	165	42	141	135	13	59
	23%	22%	23%	22%	24%	26%	19%	24%	23%	20%	21%	21%	21%	27%	24%	23%
Tend to agree (4)	809	412	397	446	250	83	30	171	46	122	147	43	149	65	5	57
	21%	20%	22%	21%	20%	20%	25%	21%	23%	29%	18%	22%	22%	13%	8%	22%
Neither agree nor disagree (3)	637	427	210	426	171	21	18	109	35	86	137	35	150	49	8	25
	16%	20%	11%	20%	14%	5%	16%	14%	17%	20%	17%	18%	22%	10%	14%	10%
Tend/definitely disagree (Net)	1208	535	672	547	447	180	34	240	52	109	258	59	185	171	27	99
	31%	26%	37%	25%	36%	44%	29%	30%	26%	26%	32%	30%	28%	35%	49%	38%
Tend to disagree (2)	506	244	262	249	187	58	12	112	31	57	91	31	93	51	7	34
	13%	12%	14%	12%	15%	14%	10%	14%	15%	13%	11%	16%	14%	10%	13%	13%
Definitely disagree (1)	702	291	410	298	260	122	22	129	21	51	167	28	93	120	20	65
	18%	14%	22%	14%	21%	30%	18%	16%	11%	12%	21%	14%	14%	25%	36%	25%
Not applicable	175	84	91	104	50	12	10	40	9	8	40	2	20	42	-	13
	4%	4%	5%	5%	4%	3%	9%	5%	4%	2%	5%	1%	3%	9%	-	5%
Don't know	207	167	40	170	30	4	3	43	12	15	52	17	28	29	3	7
	5%	8%	2%	8%	2%	1%	3%	5%	6%	4%	7%	9%	4%	6%	5%	3%
Mean Score	3.19	3.28	3.10	3.28	3.11	2.99	3.18	3.27	3.37	3.33	3.07	3.22	3.24	3.10	2.69	3.05
Standard Deviation	1.46	1.39	1.53	1.38	1.51	1.65	1.44	1.46	1.35	1.30	1.49	1.39	1.35	1.64	1.64	1.57
Standard Error	0.025	0.033	0.037	0.032	0.044	0.081	0.133	0.054	0.104	0.068	0.055	0.110	0.056	0.080	0.234	0.100

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1696	711	319	297	119	249	235	675	149	393	243	361	176	241	187	37	61	8
	43%	45%	44%	36%	49%	44%	45%	41%	39%	46%	46%	44%	36%	45%	39%	45%	43%	23%
Definitely agree (5)	887	347	172	150	83	135	113	351	66	226	130	185	79	126	86	21	38	5
	23%	22%	24%	18%	34%	24%	22%	22%	17%	26%	25%	23%	16%	23%	18%	25%	27%	14%
Tend to agree (4)	809	365	147	147	36	114	122	324	83	167	113	175	97	115	101	16	22	3
	21%	23%	20%	18%	15%	20%	23%	20%	22%	19%	22%	21%	20%	21%	20%	16%	16%	10%
Neither agree nor disagree (3)	637	246	140	137	32	82	119	308	65	106	40	168	129	97	83	13	27	5
	16%	16%	19%	17%	13%	15%	23%	19%	17%	12%	8%	21%	27%	18%	17%	16%	19%	14%
Tend/definitely disagree (Net)	1208	485	212	277	67	167	125	422	145	302	214	211	115	118	171	26	46	20
	31%	31%	29%	34%	28%	30%	24%	26%	38%	35%	41%	26%	24%	22%	36%	32%	32%	59%
Tend to disagree (2)	506	210	95	104	21	76	57	191	66	120	70	92	63	50	76	9	26	10
	13%	13%	13%	13%	9%	13%	11%	12%	17%	14%	13%	11%	13%	9%	16%	10%	18%	29%
Definitely disagree (1)	702	274	117	173	46	92	67	231	79	181	144	118	52	67	95	18	20	10
	18%	17%	16%	21%	19%	16%	13%	14%	21%	21%	27%	14%	11%	12%	20%	22%	14%	30%
Not applicable	175	64	26	45	18	23	16	87	13	37	22	20	26	31	21	3	8	1
	4%	4%	4%	5%	7%	4%	3%	5%	3%	4%	4%	2%	5%	6%	4%	3%	5%	3%
Don't know	207	68	26	66	6	42	30	140	9	21	7	59	38	54	19	3	1	-
	5%	4%	4%	8%	2%	7%	6%	9%	2%	2%	1%	7%	8%	10%	4%	4%	1%	-
Mean Score	3.19	3.21	3.24	3.00	3.41	3.25	3.33	3.27	2.98	3.17	3.03	3.29	3.21	3.40	3.02	3.19	3.25	2.46
Standard Deviation	1.46	1.44	1.42	1.47	1.57	1.46	1.33	1.40	1.43	1.54	1.61	1.39	1.26	1.38	1.43	1.53	1.44	1.41
Standard Error	0.025	0.038	0.058	0.055	0.108	0.063	0.062	0.038	0.075	0.055	0.070	0.052	0.064	0.066	0.068	0.166	0.120	0.261

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1696 43%	1070 41%	72 48%	282 47%	259 46%	400 42%	343 43%	306 41%	282 47%	72 48%	259 46%	22 31%	229 46%	212 43%	239 48%	236 47%	181 36%	599 42%
Definitely agree (5)	887 23%	540 21%	28 18%	159 27%	152 27%	196 20%	167 21%	168 23%	159 27%	28 18%	152 27%	9 13%	123 25%	108 22%	116 23%	109 22%	85 17%	346 24%
Tend to agree (4)	809 21%	530 21%	44 30%	124 21%	106 19%	204 21%	176 22%	138 18%	124 21%	44 30%	106 19%	13 18%	106 21%	104 21%	122 25%	127 26%	96 19%	254 18%
Neither agree nor disagree (3)	637 16%	521 20%	13 9%	64 11%	39 7%	239 25%	152 19%	114 15%	64 11%	13 9%	39 7%	16 22%	63 13%	77 16%	95 19%	98 20%	133 27%	171 12%
Tend/definitely disagree (Net)	1208 31%	707 27%	58 39%	204 34%	228 40%	216 22%	233 29%	241 32%	204 34%	58 39%	228 40%	18 27%	171 34%	170 34%	130 26%	134 27%	139 28%	465 32%
Tend to disagree (2)	506 13%	327 13%	15 10%	77 13%	81 14%	114 12%	120 15%	85 11%	77 13%	15 10%	81 14%	7 10%	67 13%	62 13%	69 14%	56 11%	79 16%	172 12%
Definitely disagree (1)	702 18%	381 15%	43 29%	126 21%	147 26%	101 11%	112 14%	155 21%	126 21%	43 29%	147 26%	12 17%	104 21%	107 22%	62 12%	77 15%	59 12%	292 20%
Not applicable	175 4%	108 4%	4 3%	27 4%	33 6%	37 4%	28 4%	40 5%	27 4%	4 3%	33 6%	3 5%	20 4%	19 4%	14 3%	15 3%	13 3%	96 7%
Don't know	207 5%	174 7%	2 1%	22 4%	9 2%	70 7%	48 6%	44 6%	22 4%	2 1%	9 2%	10 15%	16 3%	20 4%	21 4%	16 3%	34 7%	100 7%
Mean Score	3.19	3.23	2.99	3.20	3.07	3.33	3.23	3.12	3.20	2.99	3.07	3.01	3.17	3.09	3.35	3.29	3.15	3.15
Standard Deviation	1.46	1.39	1.55	1.55	1.62	1.29	1.38	1.51	1.55	1.55	1.62	1.37	1.52	1.49	1.35	1.38	1.28	1.55
Standard Error	0.025	0.029	0.129	0.076	0.063	0.045	0.052	0.058	0.076	0.129	0.063	0.183	0.068	0.070	0.065	0.065	0.059	0.045

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

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1463	663	799	86	180	198	226	198	261	314	333	465	308	357	478	206	698	77	401	591	467
	37%	35%	40%	27%	30%	30%	31%	34%	52%	58%	34%	37%	36%	43%	28%	38%	51%	28%	56%	39%	27%
Definitely agree	(5) 490	226	265	20	45	63	69	59	99	137	96	157	106	131	140	67	268	16	176	192	120
	12%	12%	13%	6%	7%	10%	9%	10%	20%	25%	10%	13%	12%	16%	8%	12%	19%	6%	25%	13%	7%
Tend to agree	(4) 972	437	535	66	135	135	157	139	163	177	237	308	202	226	339	140	430	61	226	399	346
	25%	23%	27%	21%	22%	21%	22%	24%	32%	33%	24%	25%	24%	27%	20%	26%	31%	23%	31%	27%	20%
Neither agree nor disagree	(3) 888	447	441	66	136	173	181	132	117	82	269	274	192	153	429	133	246	76	119	342	426
	23%	23%	22%	21%	22%	27%	25%	23%	23%	15%	27%	22%	23%	18%	25%	25%	18%	28%	17%	23%	25%
Tend/definitely disagree (Net)	1470	750	721	164	280	265	304	229	106	122	368	475	330	297	763	191	393	116	186	525	759
	37%	39%	36%	52%	46%	41%	42%	39%	21%	23%	37%	38%	39%	36%	44%	35%	29%	43%	26%	35%	45%
Tend to disagree	(2) 702	371	331	85	131	119	140	113	62	52	199	216	153	133	364	86	186	65	102	234	366
	18%	19%	16%	27%	22%	18%	19%	19%	12%	10%	20%	17%	18%	16%	21%	16%	13%	24%	14%	16%	21%
Definitely disagree	(1) 769	379	390	79	148	146	164	115	45	71	169	259	177	164	399	105	207	51	84	291	393
	20%	20%	19%	25%	25%	22%	23%	20%	9%	13%	17%	21%	21%	20%	23%	19%	15%	19%	12%	19%	23%
Not applicable	72	44	28	-	4	11	13	14	15	14	16	30	10	16	30	7	31	3	9	27	35
	2%	2%	1%	-	1%	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%
Don't know	31	14	17	-	5	4	2	10	4	6	4	9	13	5	17	4	10	-	2	12	17
	1%	1%	1%	-	1%	1%	*	2%	1%	1%	*	1%	2%	1%	1%	1%	1%	-	*	1%	1%
Mean Score	2.93	2.87	2.98	2.57	2.66	2.76	2.76	2.84	3.43	3.50	2.89	2.91	2.89	3.03	2.67	2.96	3.27	2.72	3.44	2.98	2.66
Standard Deviation	1.32	1.31	1.33	1.24	1.28	1.29	1.29	1.29	1.21	1.34	1.24	1.34	1.33	1.38	1.27	1.31	1.34	1.18	1.32	1.33	1.25
Standard Error	0.021	0.031	0.029	0.089	0.059	0.052	0.049	0.056	0.049	0.051	0.039	0.039	0.049	0.045	0.033	0.059	0.033	0.092	0.045	0.033	0.034

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

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1463 37%	273 48%	808 35%	162 35%	220 37%	156 32%	125 29%	136 31%	1046 41%	312 40%	345 30%	363 35%	434 49%
Definitely agree (5)	490 12%	115 20%	252 11%	60 13%	63 11%	43 9%	34 8%	40 9%	374 15%	107 14%	89 8%	136 13%	157 18%
Tend to agree (4)	972 25%	158 28%	557 24%	101 22%	156 27%	113 23%	92 21%	96 22%	672 26%	205 26%	256 22%	227 22%	277 31%
Neither agree nor disagree (3)	888 23%	95 17%	534 23%	108 23%	152 26%	121 25%	104 24%	94 22%	568 22%	180 23%	301 26%	246 23%	153 17%
Tend/definitely disagree (Net)	1470 37%	199 35%	898 39%	184 39%	190 32%	204 42%	181 42%	199 46%	886 34%	286 36%	492 42%	414 39%	269 30%
Tend to disagree (2)	702 18%	106 19%	438 19%	69 15%	89 15%	74 15%	104 24%	83 19%	441 17%	154 20%	242 21%	180 17%	121 13%
Definitely disagree (1)	769 20%	93 16%	460 20%	115 25%	101 17%	130 27%	77 18%	117 27%	445 17%	132 17%	250 21%	234 22%	149 17%
Not applicable	72 2%	- -	41 2%	8 2%	23 4%	2 *	12 3%	2 *	56 2%	6 1%	20 2%	18 2%	27 3%
Don't know	31 1%	1 *	20 1%	6 1%	4 1%	5 1%	4 1%	1 *	21 1%	2 *	10 1%	9 1%	11 1%
Mean Score	2.93	3.17	2.87	2.83	2.99	2.72	2.76	2.67	3.04	3.00	2.73	2.85	3.20
Standard Deviation	1.32	1.38	1.30	1.38	1.27	1.32	1.22	1.33	1.32	1.30	1.25	1.35	1.36
Standard Error	0.021	0.069	0.025	0.076	0.062	0.064	0.064	0.077	0.025	0.045	0.040	0.044	0.042

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

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1463	575	888	601	570	250	42	235	48	127	286	61	295	230	26	142
	37%	28%	48%	28%	46%	61%	36%	30%	24%	30%	36%	31%	44%	47%	47%	55%
Definitely agree (5)	490	161	330	160	198	124	8	73	13	36	87	20	80	101	12	61
	12%	8%	18%	7%	16%	30%	7%	9%	7%	8%	11%	10%	12%	20%	23%	24%
Tend to agree (4)	972	414	558	441	372	126	33	162	35	92	199	41	215	129	14	81
	25%	20%	30%	20%	30%	31%	28%	20%	17%	22%	25%	21%	32%	26%	25%	31%
Neither agree nor disagree (3)	888	489	398	545	247	65	30	156	53	124	218	53	159	78	8	34
	23%	23%	22%	25%	20%	16%	26%	20%	26%	29%	27%	27%	24%	16%	14%	13%
Tend/definitely disagree (Net)	1470	949	521	933	408	90	38	382	97	165	265	77	205	172	20	81
	37%	45%	28%	43%	33%	22%	32%	48%	48%	39%	33%	39%	30%	35%	37%	31%
Tend to disagree (2)	702	429	273	428	212	46	16	158	48	90	129	28	128	75	7	37
	18%	21%	15%	20%	17%	11%	14%	20%	24%	21%	16%	14%	19%	15%	14%	14%
Definitely disagree (1)	769	520	248	506	196	44	22	224	49	75	136	49	76	97	13	44
	20%	25%	14%	23%	16%	11%	19%	28%	24%	18%	17%	25%	11%	20%	24%	17%
Not applicable	72	49	23	54	7	3	7	21	1	7	17	4	10	9	-	2
	2%	2%	1%	3%	1%	1%	6%	3%	*	2%	2%	2%	2%	2%	-	1%
Don't know	31	25	6	24	7	-	-	3	2	2	13	4	5	2	1	-
	1%	1%	*	1%	1%	-	-	*	1%	1%	2%	2%	1%	*	1%	-
Mean Score	2.93	2.64	3.25	2.67	3.13	3.59	2.91	2.61	2.57	2.81	2.96	2.77	3.14	3.13	3.09	3.30
Standard Deviation	1.32	1.28	1.30	1.26	1.32	1.32	1.25	1.34	1.22	1.21	1.26	1.33	1.21	1.43	1.51	1.42
Standard Error	0.021	0.029	0.030	0.028	0.038	0.063	0.109	0.048	0.090	0.062	0.044	0.101	0.048	0.064	0.214	0.087

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

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1463	613	254	308	76	212	172	429	205	365	292	233	109	139	200	30	67	23
	37%	39%	35%	37%	31%	38%	33%	26%	54%	43%	56%	28%	23%	26%	42%	36%	47%	67%
Definitely agree (5)	490	210	84	95	28	73	54	106	74	124	133	61	30	33	61	9	19	6
	12%	13%	12%	12%	12%	13%	10%	6%	19%	14%	25%	7%	6%	6%	13%	11%	13%	16%
Tend to agree (4)	972	403	170	213	47	139	118	323	131	241	159	172	79	106	139	21	48	17
	25%	26%	24%	26%	20%	25%	22%	20%	34%	28%	30%	21%	16%	20%	29%	25%	34%	50%
Neither agree nor disagree (3)	888	323	181	207	53	124	122	423	67	181	95	226	126	135	117	14	18	4
	23%	21%	25%	25%	22%	22%	23%	26%	17%	21%	18%	28%	26%	25%	24%	17%	13%	11%
Tend/definitely disagree (Net)	1470	600	271	284	107	210	214	720	108	300	128	335	229	240	153	37	56	8
	37%	38%	37%	35%	44%	37%	41%	44%	28%	35%	24%	41%	47%	45%	32%	46%	40%	22%
Tend to disagree (2)	702	291	140	137	29	104	127	300	54	158	62	172	108	85	87	11	27	2
	18%	18%	19%	17%	12%	19%	24%	18%	14%	18%	12%	21%	22%	16%	18%	13%	19%	7%
Definitely disagree (1)	769	309	131	146	78	105	86	419	54	142	66	163	120	155	66	27	30	5
	20%	20%	18%	18%	32%	19%	16%	26%	14%	17%	13%	20%	25%	29%	14%	32%	21%	16%
Not applicable	72	31	9	12	6	13	6	48	*	7	10	12	14	20	7	-	*	-
	2%	2%	1%	2%	2%	2%	1%	3%	*	1%	2%	2%	3%	4%	1%	-	*	-
Don't know	31	7	8	11	-	5	10	13	2	5	-	12	6	6	4	1	-	-
	1%	*	1%	1%	-	1%	2%	1%	*	1%	-	1%	1%	1%	1%	1%	-	-
Mean Score	2.93	2.94	2.91	2.97	2.66	2.94	2.85	2.62	3.31	3.05	3.45	2.74	2.55	2.56	3.09	2.69	3.00	3.45
Standard Deviation	1.32	1.34	1.28	1.28	1.42	1.32	1.25	1.26	1.32	1.31	1.33	1.22	1.22	1.28	1.25	1.44	1.38	1.30
Standard Error	0.021	0.034	0.050	0.045	0.093	0.054	0.056	0.032	0.068	0.045	0.056	0.044	0.058	0.057	0.057	0.152	0.111	0.238

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

B31e. Agreement with e) I like travelling by bus

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1463 37%	800 31%	88 59%	249 42%	313 55%	249 26%	253 31%	280 38%	249 42%	88 59%	313 55%	18 26%	205 41%	205 41%	167 34%	160 32%	134 27%	591 41%
Definitely agree (5)	490 12%	218 8%	34 23%	94 16%	141 25%	77 8%	56 7%	82 11%	94 16%	34 23%	141 25%	4 5%	73 15%	60 12%	53 11%	48 10%	29 6%	226 16%
Tend to agree (4)	972 25%	582 23%	54 36%	156 26%	172 30%	172 18%	197 25%	198 27%	156 26%	54 36%	172 30%	15 21%	132 26%	145 29%	114 23%	113 23%	104 21%	364 25%
Neither agree nor disagree (3)	888 23%	640 25%	28 19%	127 21%	91 16%	247 26%	196 24%	183 25%	127 21%	28 19%	91 16%	13 19%	100 20%	112 22%	141 28%	126 25%	155 31%	254 18%
Tend/definitely disagree (Net)	1470 37%	1059 41%	33 22%	212 35%	152 27%	434 45%	329 41%	263 35%	212 35%	33 22%	152 27%	33 48%	184 37%	172 35%	182 37%	201 40%	199 40%	532 37%
Tend to disagree (2)	702 18%	493 19%	21 14%	100 17%	81 14%	189 20%	162 20%	128 17%	100 17%	21 14%	81 14%	14 20%	95 19%	85 17%	83 17%	102 20%	92 18%	245 17%
Definitely disagree (1)	769 20%	566 22%	13 8%	112 19%	72 13%	245 25%	167 21%	135 18%	112 19%	13 8%	72 13%	20 28%	89 18%	87 18%	99 20%	98 20%	107 21%	287 20%
Not applicable	72 2%	53 2%	* *	10 2%	9 2%	22 2%	18 2%	12 2%	10 2%	* *	9 2%	1 1%	6 1%	3 1%	7 1%	7 1%	8 2%	40 3%
Don't know	31 1%	28 1%	- -	1 *	2 *	9 1%	8 1%	7 1%	1 *	- -	2 *	4 5%	3 1%	5 1%	1 *	6 1%	2 *	14 1%
Mean Score	2.93	2.76	3.51	3.03	3.41	2.62	2.76	2.95	3.03	3.51	3.41	2.52	3.01	3.01	2.88	2.81	2.71	3.00
Standard Deviation	1.32	1.28	1.23	1.36	1.35	1.28	1.25	1.28	1.36	1.23	1.35	1.29	1.34	1.30	1.28	1.27	1.20	1.39
Standard Error	0.021	0.026	0.099	0.064	0.050	0.043	0.045	0.047	0.064	0.099	0.050	0.161	0.058	0.058	0.059	0.059	0.053	0.038

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

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

Base : All Respondents

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1266	567	699	138	257	256	238	172	96	108	252	424	297	292	587	161	390	118	267	449	548
	32%	30%	35%	44%	43%	39%	33%	30%	19%	20%	25%	34%	35%	35%	34%	30%	28%	43%	37%	30%	32%
Definitely agree	(5) 532	225	307	48	122	106	95	67	36	58	86	188	137	121	244	67	172	43	101	183	246
	14%	12%	15%	15%	20%	16%	13%	12%	7%	11%	9%	15%	16%	15%	14%	12%	12%	16%	14%	12%	14%
Tend to agree	(4) 733	342	391	90	135	150	143	105	60	51	166	236	160	171	343	94	218	74	166	266	302
	19%	18%	20%	29%	22%	23%	20%	18%	12%	9%	17%	19%	19%	21%	20%	17%	16%	27%	23%	18%	18%
Neither agree nor disagree	(3) 702	362	340	33	119	135	165	111	85	55	209	204	155	135	362	122	184	32	88	249	364
	18%	19%	17%	10%	20%	21%	23%	19%	17%	10%	21%	16%	18%	16%	21%	23%	13%	12%	12%	17%	21%
Tend/definitely disagree (Net)	1804	897	908	144	216	243	296	267	292	346	492	562	371	379	692	243	748	118	353	743	707
	46%	47%	45%	46%	36%	37%	41%	46%	58%	64%	50%	45%	44%	46%	40%	45%	54%	44%	49%	50%	42%
Tend to disagree	(2) 923	479	445	90	124	133	164	159	122	131	259	290	187	188	388	141	318	75	150	362	411
	24%	25%	22%	29%	21%	20%	23%	27%	24%	24%	26%	23%	22%	23%	23%	26%	23%	28%	21%	24%	24%
Definitely disagree	(1) 881	418	463	54	91	110	132	109	170	215	233	272	184	191	304	102	430	43	202	381	297
	22%	22%	23%	17%	15%	17%	18%	19%	34%	40%	24%	22%	22%	23%	18%	19%	31%	16%	28%	25%	17%
Not applicable	85	52	33	-	9	11	15	13	20	17	16	40	15	14	42	7	33	3	7	30	47
	2%	3%	2%	-	1%	2%	2%	2%	4%	3%	2%	3%	2%	2%	2%	1%	2%	1%	1%	2%	3%
Don't know	66	41	26	-	4	6	12	20	12	12	21	23	15	7	35	6	25	-	2	26	38
	2%	2%	1%	-	1%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%	2%	-	*	2%	2%
Mean Score	2.76	2.71	2.81	2.96	3.12	3.01	2.86	2.75	2.30	2.22	2.59	2.81	2.85	2.81	2.90	2.78	2.53	3.00	2.74	2.66	2.87
Standard Deviation	1.37	1.33	1.41	1.37	1.37	1.35	1.31	1.30	1.28	1.38	1.27	1.40	1.40	1.40	1.33	1.30	1.42	1.36	1.45	1.37	1.33
Standard Error	0.022	0.032	0.031	0.097	0.064	0.055	0.050	0.056	0.052	0.053	0.041	0.041	0.052	0.046	0.035	0.059	0.035	0.106	0.049	0.034	0.037

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1266 32%	229 40%	770 33%	128 27%	138 23%	201 41%	140 33%	178 41%	746 29%	238 30%	403 35%	343 33%	272 30%
Definitely agree (5)	532 14%	81 14%	316 14%	66 14%	69 12%	83 17%	53 12%	77 18%	320 12%	87 11%	186 16%	145 14%	114 13%
Tend to agree (4)	733 19%	148 26%	453 20%	63 13%	69 12%	118 24%	87 20%	102 24%	426 17%	151 19%	217 19%	199 19%	158 18%
Neither agree nor disagree (3)	702 18%	92 16%	424 18%	61 13%	124 21%	104 21%	96 23%	76 18%	426 17%	129 16%	247 21%	212 20%	111 12%
Tend/definitely disagree (Net)	1804 46%	242 43%	1015 44%	259 55%	288 49%	172 35%	171 40%	173 40%	1288 50%	405 51%	464 40%	454 43%	470 53%
Tend to disagree (2)	923 24%	112 20%	540 23%	136 29%	135 23%	91 19%	106 25%	82 19%	644 25%	212 27%	255 22%	211 20%	237 27%
Definitely disagree (1)	881 22%	130 23%	475 21%	123 26%	153 26%	81 17%	65 15%	91 21%	644 25%	192 24%	209 18%	243 23%	233 26%
Not applicable	85 2%	1 *	52 2%	9 2%	24 4%	3 1%	13 3%	2 *	67 3%	6 1%	35 3%	21 2%	23 3%
Don't know	66 2%	3 1%	39 2%	11 2%	13 2%	7 1%	7 2%	3 1%	50 2%	9 1%	18 2%	21 2%	18 2%
Mean Score	2.76	2.89	2.82	2.58	2.58	3.06	2.90	2.98	2.65	2.65	2.92	2.79	2.63
Standard Deviation	1.37	1.40	1.36	1.40	1.34	1.35	1.27	1.42	1.37	1.34	1.36	1.38	1.40
Standard Error	0.022	0.070	0.027	0.077	0.066	0.066	0.067	0.083	0.026	0.047	0.044	0.045	0.043

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

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

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1266	715	550	692	381	156	37	283	77	143	248	81	188	139	16	79
	32%	34%	30%	32%	31%	38%	31%	35%	38%	34%	31%	41%	28%	28%	30%	31%
Definitely agree (5)	532	321	211	309	157	46	21	131	32	44	94	43	52	83	9	41
	14%	15%	12%	14%	13%	11%	17%	16%	16%	10%	12%	22%	8%	17%	16%	16%
Tend to agree (4)	733	394	339	382	224	110	16	152	45	100	154	38	136	56	7	39
	19%	19%	18%	18%	18%	27%	14%	19%	22%	23%	19%	19%	20%	11%	14%	15%
Neither agree nor disagree (3)	702	409	293	433	206	43	19	149	40	84	146	36	136	66	10	33
	18%	20%	16%	20%	17%	11%	16%	19%	20%	20%	18%	18%	20%	13%	18%	13%
Tend/definitely disagree (Net)	1804	843	961	909	635	205	56	327	73	186	365	72	329	271	28	144
	46%	40%	52%	42%	51%	50%	47%	41%	37%	44%	46%	36%	49%	55%	51%	55%
Tend to disagree (2)	923	462	461	504	316	78	26	183	40	114	190	37	177	94	12	75
	24%	22%	25%	23%	25%	19%	22%	23%	20%	27%	24%	19%	26%	19%	21%	29%
Definitely disagree (1)	881	381	500	405	318	128	30	144	33	71	175	34	152	177	16	69
	22%	18%	27%	19%	26%	31%	26%	18%	16%	17%	22%	17%	23%	36%	30%	27%
Not applicable	85	62	23	67	10	3	6	21	7	5	21	4	14	9	-	3
	2%	3%	1%	3%	1%	1%	5%	3%	3%	1%	3%	2%	2%	2%	-	1%
Don't know	66	59	7	57	8	1	-	17	4	6	20	5	6	5	1	-
	2%	3%	*	3%	1%	*	-	2%	2%	1%	2%	2%	1%	1%	1%	-
Mean Score	2.76	2.90	2.61	2.85	2.66	2.68	2.75	2.92	3.01	2.83	2.74	3.10	2.63	2.53	2.64	2.64
Standard Deviation	1.37	1.36	1.37	1.35	1.37	1.44	1.46	1.37	1.35	1.27	1.34	1.43	1.26	1.51	1.46	1.42
Standard Error	0.022	0.031	0.032	0.030	0.039	0.070	0.126	0.049	0.101	0.065	0.048	0.109	0.051	0.068	0.206	0.088

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1266	520	233	230	93	189	152	540	102	279	193	238	156	180	125	20	44	12
	32%	33%	32%	28%	39%	34%	29%	33%	27%	33%	37%	29%	32%	33%	26%	25%	31%	36%
Definitely agree (5)	532	214	97	90	50	81	68	241	39	117	66	95	62	91	49	11	19	5
	14%	14%	13%	11%	21%	14%	13%	15%	10%	14%	13%	12%	13%	17%	10%	13%	13%	14%
Tend to agree (4)	733	307	136	139	43	108	83	299	62	162	127	142	94	89	76	9	25	8
	19%	19%	19%	17%	18%	19%	16%	18%	16%	19%	24%	17%	19%	17%	16%	12%	17%	22%
Neither agree nor disagree (3)	702	266	150	160	30	96	117	317	54	152	62	182	99	106	102	15	26	6
	18%	17%	21%	20%	12%	17%	22%	19%	14%	18%	12%	22%	20%	20%	21%	18%	18%	18%
Tend/definitely disagree (Net)	1804	738	318	391	106	252	232	677	222	413	261	370	187	210	241	45	70	16
	46%	47%	44%	48%	44%	45%	44%	41%	58%	48%	50%	45%	39%	39%	50%	55%	50%	46%
Tend to disagree (2)	923	388	159	197	61	118	124	380	120	196	103	223	105	111	136	29	29	5
	24%	25%	22%	24%	25%	21%	24%	23%	32%	23%	20%	27%	22%	20%	28%	36%	20%	13%
Definitely disagree (1)	881	350	158	194	45	134	108	297	101	217	158	147	82	99	105	16	42	11
	22%	22%	22%	24%	19%	24%	21%	18%	26%	25%	30%	18%	17%	18%	22%	19%	29%	33%
Not applicable	85	33	10	18	10	14	9	57	2	8	8	11	25	23	8	1	1	-
	2%	2%	1%	2%	4%	2%	2%	3%	1%	1%	2%	1%	5%	4%	2%	1%	1%	-
Don't know	66	17	11	23	2	14	15	42	2	6	1	18	17	4	1	-	-	-
	2%	1%	2%	3%	1%	2%	3%	3%	1%	1%	*	2%	4%	4%	1%	1%	-	-
Mean Score	2.76	2.77	2.79	2.66	2.97	2.79	2.76	2.87	2.52	2.72	2.69	2.77	2.89	2.92	2.63	2.63	2.65	2.70
Standard Deviation	1.37	1.37	1.36	1.33	1.46	1.41	1.33	1.35	1.32	1.39	1.45	1.28	1.32	1.39	1.28	1.30	1.42	1.49
Standard Error	0.022	0.035	0.053	0.047	0.096	0.058	0.060	0.035	0.068	0.048	0.061	0.046	0.065	0.063	0.059	0.138	0.114	0.271

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1266	775	51	213	216	314	239	205	213	51	216	17	180	167	151	151	138	478
	32%	30%	34%	36%	38%	33%	30%	28%	36%	34%	38%	25%	36%	34%	30%	30%	28%	33%
Definitely agree (5)	532	332	19	94	82	140	95	86	94	19	82	11	78	65	60	54	58	217
	14%	13%	13%	16%	14%	15%	12%	12%	16%	13%	14%	16%	16%	13%	12%	11%	12%	15%
Tend to agree (4)	733	443	32	119	134	174	144	120	119	32	134	6	102	102	91	97	80	260
	19%	17%	21%	20%	24%	18%	18%	16%	20%	21%	24%	9%	20%	20%	18%	19%	16%	18%
Neither agree nor disagree (3)	702	537	21	74	67	202	175	147	74	21	67	13	92	75	101	125	120	189
	18%	21%	14%	12%	12%	21%	22%	20%	12%	14%	12%	19%	19%	15%	20%	25%	24%	13%
Tend/definitely disagree (Net)	1804	1139	77	299	275	385	353	368	299	77	275	34	217	242	233	203	219	690
	46%	44%	51%	50%	49%	40%	44%	49%	50%	51%	49%	48%	43%	49%	47%	41%	44%	48%
Tend to disagree (2)	923	636	29	127	122	222	188	205	127	29	122	20	120	109	126	114	129	327
	24%	25%	19%	21%	21%	23%	23%	28%	21%	19%	21%	30%	24%	22%	25%	23%	26%	23%
Definitely disagree (1)	881	503	48	172	154	163	165	162	172	48	154	13	97	133	108	89	91	364
	22%	19%	32%	29%	27%	17%	20%	22%	29%	32%	27%	19%	19%	27%	22%	18%	18%	25%
Not applicable	85	68	*	9	7	34	22	11	9	*	7	1	6	4	8	13	7	46
	2%	3%	*	2%	1%	4%	3%	2%	2%	*	1%	1%	1%	1%	2%	3%	1%	3%
Don't know	66	61	*	3	2	28	16	14	3	*	2	4	3	10	5	7	14	27
	2%	2%	*	1%	*	3%	2%	2%	1%	*	*	6%	1%	2%	1%	1%	3%	2%
Mean Score	2.76	2.78	2.63	2.72	2.76	2.90	2.76	2.67	2.72	2.63	2.76	2.71	2.89	2.71	2.73	2.82	2.76	2.74
Standard Deviation	1.37	1.32	1.45	1.47	1.45	1.33	1.32	1.31	1.47	1.45	1.45	1.36	1.37	1.41	1.33	1.27	1.28	1.44
Standard Error	0.022	0.027	0.117	0.070	0.054	0.045	0.048	0.048	0.070	0.117	0.054	0.172	0.059	0.064	0.062	0.059	0.057	0.040

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
2 minutes or less	91 2%	59 3%	32 2%	7 2%	34 6%	24 4%	9 1%	10 2%	3 1%	3 1%	23 2%	22 2%	38 4%	9 1%	49 3%	22 4%	15 1%	5 2%	35 5%	28 2%	28 2%
3-4 minutes	101 3%	58 3%	43 2%	13 4%	22 4%	21 3%	23 3%	8 1%	7 1%	7 1%	24 2%	45 4%	16 2%	17 2%	49 3%	18 3%	18 1%	17 6%	25 3%	46 3%	31 2%
5-6 minutes	205 5%	95 5%	110 5%	13 4%	45 7%	42 6%	45 6%	29 5%	19 4%	12 2%	60 6%	58 5%	48 6%	39 5%	104 6%	36 7%	56 4%	9 3%	49 7%	65 4%	90 5%
7-13 minutes	479 12%	260 14%	219 11%	49 16%	94 16%	85 13%	80 11%	71 12%	54 11%	46 8%	110 11%	154 12%	114 13%	102 12%	236 14%	49 9%	142 10%	50 19%	122 17%	197 13%	161 9%
14-26 minutes	851 22%	397 21%	454 23%	76 24%	137 23%	154 24%	155 21%	128 22%	93 19%	108 20%	210 21%	270 22%	187 22%	184 22%	375 22%	129 24%	280 20%	64 24%	161 22%	345 23%	345 20%
27-43 minutes	583 15%	294 15%	289 14%	43 14%	92 15%	100 15%	114 16%	79 14%	75 15%	80 15%	135 14%	210 17%	124 15%	114 14%	239 14%	93 17%	201 15%	46 17%	95 13%	235 16%	253 15%
44 minutes or longer	1541 39%	728 38%	813 41%	106 34%	173 29%	207 32%	295 41%	251 43%	242 48%	267 50%	415 42%	473 38%	316 37%	337 41%	645 38%	181 34%	632 46%	76 28%	203 28%	551 37%	784 46%
Don't know	72 2%	28 1%	44 2%	8 3%	8 1%	18 3%	5 1%	8 1%	9 2%	16 3%	14 1%	20 2%	11 1%	27 3%	21 1%	12 2%	35 3%	4 2%	27 4%	31 2%	13 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
2 minutes or less	91 2%	39 7%	39 2%	10 2%	4 1%	16 3%	11 3%	1 *	63 2%	24 3%	35 3%	23 2%	10 1%
3-4 minutes	101 3%	55 10%	31 1%	12 3%	3 *	16 3%	6 1%	7 2%	72 3%	33 4%	24 2%	25 2%	19 2%
5-6 minutes	205 5%	71 13%	101 4%	22 5%	11 2%	31 6%	23 5%	16 4%	134 5%	59 8%	64 5%	42 4%	38 4%
7-13 minutes	479 12%	131 23%	267 12%	62 13%	18 3%	56 12%	43 10%	57 13%	323 13%	113 14%	149 13%	118 11%	97 11%
14-26 minutes	851 22%	123 22%	619 27%	54 11%	55 9%	112 23%	102 24%	110 25%	527 20%	166 21%	275 24%	218 21%	187 21%
27-43 minutes	583 15%	64 11%	424 18%	42 9%	54 9%	71 15%	69 16%	53 12%	391 15%	103 13%	194 17%	164 16%	119 13%
44 minutes or longer	1541 39%	69 12%	770 33%	264 56%	437 74%	170 35%	166 39%	186 43%	1019 40%	282 36%	413 35%	442 42%	394 44%
Don't know	72 2%	15 3%	48 2%	2 *	7 1%	13 3%	6 1%	4 1%	49 2%	8 1%	14 1%	18 2%	30 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
2 minutes or less	91 2%	27 1%	64 3%	41 2%	21 2%	26 6%	3 3%	7 1%	7 4%	6 1%	14 2%	2 1%	34 5%	14 3%	1 1%	7 3%
3-4 minutes	101 3%	34 2%	67 4%	32 1%	46 4%	17 4%	6 5%	17 2%	2 1%	20 5%	12 1%	4 2%	22 3%	16 3%	1 2%	7 3%
5-6 minutes	205 5%	84 4%	121 7%	101 5%	67 5%	31 8%	7 6%	40 5%	10 5%	20 5%	29 4%	11 6%	33 5%	34 7%	3 6%	25 10%
7-13 minutes	479 12%	193 9%	286 16%	190 9%	187 15%	86 21%	15 13%	95 12%	19 9%	55 13%	98 12%	29 15%	81 12%	64 13%	1 2%	36 14%
14-26 minutes	851 22%	426 20%	425 23%	449 21%	284 23%	94 23%	24 20%	171 21%	36 18%	90 21%	174 22%	40 20%	165 24%	106 22%	10 19%	53 20%
27-43 minutes	583 15%	331 16%	253 14%	337 16%	176 14%	58 14%	12 10%	135 17%	42 21%	58 14%	118 15%	34 17%	79 12%	56 11%	15 27%	42 16%
44 minutes or longer	1541 39%	964 46%	576 31%	974 45%	440 36%	83 20%	43 37%	310 39%	83 41%	169 40%	343 43%	75 38%	253 38%	191 39%	21 38%	85 33%
Don't know	72 2%	29 1%	43 2%	33 2%	19 2%	12 3%	8 6%	23 3%	1 1%	6 1%	12 1%	3 1%	7 1%	10 2%	3 5%	5 2%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
2 minutes or less	91 2%	47 3%	29 4%	6 1%	2 1%	6 1%	12 2%	29 2%	12 3%	8 1%	29 6%	18 2%	6 1%	12 2%	5 1%	1 1%	4 3%	- -
3-4 minutes	101 3%	58 4%	20 3%	16 2%	2 1%	5 1%	10 2%	22 1%	19 5%	26 3%	23 4%	15 2%	7 2%	5 1%	19 4%	6 7%	6 4%	5 16%
5-6 minutes	205 5%	83 5%	41 6%	39 5%	11 4%	31 6%	30 6%	70 4%	20 5%	47 5%	38 7%	47 6%	18 4%	24 4%	35 7%	- -	7 5%	* 1%
7-13 minutes	479 12%	202 13%	88 12%	98 12%	27 11%	65 11%	53 10%	138 8%	69 18%	118 14%	102 19%	69 8%	55 11%	47 9%	69 14%	8 10%	18 13%	9 26%
14-26 minutes	851 22%	335 21%	174 24%	163 20%	50 21%	129 23%	126 24%	323 20%	91 24%	193 22%	118 22%	168 21%	91 19%	110 20%	120 25%	21 25%	34 24%	6 17%
27-43 minutes	583 15%	221 14%	105 15%	137 17%	41 17%	78 14%	72 14%	264 16%	52 14%	125 15%	71 13%	130 16%	88 18%	76 14%	65 14%	10 13%	24 17%	7 20%
44 minutes or longer	1541 39%	604 38%	251 35%	352 43%	103 43%	232 41%	214 41%	760 47%	115 30%	325 38%	127 24%	362 44%	210 43%	260 48%	163 34%	34 41%	49 35%	6 16%
Don't know	72 2%	24 1%	15 2%	11 1%	5 2%	17 3%	6 1%	27 2%	3 1%	17 2%	19 4%	8 1%	8 2%	7 1%	3 1%	2 2%	1 1%	1 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
2 minutes or less	91 2%	46 2%	16 11%	10 2%	19 3%	24 3%	6 1%	13 2%	10 2%	16 11%	19 3%	3 4%	14 3%	5 1%	8 2%	12 2%	17 3%	36 3%
3-4 minutes	101 3%	64 2%	10 7%	12 2%	15 3%	9 1%	21 3%	33 4%	12 2%	10 7%	15 3%	1 1%	12 2%	12 2%	11 2%	11 2%	17 3%	37 3%
5-6 minutes	205 5%	131 5%	8 5%	22 4%	41 7%	48 5%	39 5%	41 5%	22 4%	8 5%	41 7%	4 6%	23 5%	19 4%	33 7%	30 6%	32 6%	68 5%
7-13 minutes	479 12%	275 11%	26 17%	80 13%	95 17%	110 11%	83 10%	78 11%	80 13%	26 17%	95 17%	3 5%	67 14%	85 17%	55 11%	50 10%	79 16%	143 10%
14-26 minutes	851 22%	549 21%	27 18%	137 23%	134 24%	190 20%	184 23%	162 22%	137 23%	27 18%	134 24%	13 19%	129 26%	101 20%	110 22%	116 23%	94 19%	300 21%
27-43 minutes	583 15%	401 16%	16 11%	83 14%	79 14%	151 16%	120 15%	111 15%	83 14%	16 11%	79 14%	19 28%	74 15%	77 15%	69 14%	81 16%	54 11%	228 16%
44 minutes or longer	1541 39%	1084 42%	42 28%	240 40%	162 28%	419 44%	345 43%	301 40%	240 40%	42 28%	162 28%	19 28%	165 33%	192 39%	209 42%	196 39%	198 40%	580 41%
Don't know	72 2%	30 1%	5 3%	15 2%	23 4%	11 1%	8 1%	5 1%	15 2%	5 3%	23 4%	7 9%	14 3%	7 1%	2 *	2 *	8 2%	38 3%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
At least once a week (Net)	368	224	144	43	88	85	64	44	29	15	140	136	47	45	208	46	65	48	104	132	133
	9%	12%	7%	14%	15%	13%	9%	8%	6%	3%	14%	11%	6%	5%	12%	8%	5%	18%	14%	9%	8%
At least once a day	91	54	37	8	23	24	23	11	1	1	48	28	6	9	74	6	4	6	24	31	36
	2%	3%	2%	3%	4%	4%	3%	2%	*	*	5%	2%	1%	1%	4%	1%	*	2%	3%	2%	2%
Less than once a day, but at least 3 times a week	59	37	22	7	9	23	9	9	1	1	28	26	2	4	46	3	4	6	14	21	24
	2%	2%	1%	2%	2%	4%	1%	2%	*	*	3%	2%	*	*	3%	1%	*	2%	2%	1%	1%
Once or twice a week	217	133	85	28	56	38	32	24	26	13	64	82	39	33	88	36	57	35	65	80	73
	6%	7%	4%	9%	9%	6%	4%	4%	5%	2%	6%	7%	5%	4%	5%	7%	4%	13%	9%	5%	4%
Less than that but more than twice a month	91	48	42	5	21	29	11	12	9	3	29	30	13	18	53	7	24	7	17	31	42
	2%	3%	2%	2%	4%	5%	2%	2%	2%	*	3%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
Once or twice a month	523	264	259	65	117	94	90	77	44	37	162	175	100	87	248	81	124	70	121	170	233
	13%	14%	13%	21%	19%	14%	12%	13%	9%	7%	16%	14%	12%	10%	14%	15%	9%	26%	17%	11%	14%
Less than that but more than twice a year	566	273	292	57	95	93	122	87	76	36	204	186	97	79	282	89	144	47	84	154	327
	14%	14%	15%	18%	16%	14%	17%	15%	15%	7%	21%	15%	11%	9%	16%	16%	10%	17%	12%	10%	19%
Once or twice a year	888	416	473	55	122	145	199	144	124	100	228	293	190	177	395	155	295	40	126	359	404
	23%	22%	24%	17%	20%	22%	27%	25%	25%	19%	23%	23%	22%	21%	23%	29%	21%	15%	18%	24%	24%
Less than that or never	1487	692	795	91	161	205	240	219	224	348	226	433	405	422	532	162	728	60	266	651	565
	38%	36%	40%	29%	27%	31%	33%	38%	44%	65%	23%	35%	48%	51%	31%	30%	53%	22%	37%	44%	33%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
At least once a week (Net)	368	155	146	31	35	50	26	39	254	158	97	70	41
	9%	27%	6%	7%	6%	10%	6%	9%	10%	20%	8%	7%	5%
At least once a day	91	48	29	10	4	16	3	10	62	49	25	13	5
	2%	9%	1%	2%	1%	3%	1%	2%	2%	6%	2%	1%	1%
Less than once a day, but at least 3 times a week	59	15	24	10	11	15	7	6	32	31	15	12	2
	2%	3%	1%	2%	2%	3%	2%	1%	1%	4%	1%	1%	*
Once or twice a week	217	93	94	12	20	19	15	24	159	79	57	45	35
	6%	16%	4%	2%	3%	4%	4%	5%	6%	10%	5%	4%	4%
Less than that but more than twice a month	91	29	45	6	11	12	3	6	70	24	35	18	13
	2%	5%	2%	1%	2%	2%	1%	1%	3%	3%	3%	2%	1%
Once or twice a month	523	89	329	51	54	73	51	66	334	144	181	124	72
	13%	16%	14%	11%	9%	15%	12%	15%	13%	18%	15%	12%	8%
Less than that but more than twice a year	566	78	311	77	98	68	67	78	352	161	196	125	80
	14%	14%	14%	17%	17%	14%	16%	18%	14%	21%	17%	12%	9%
Once or twice a year	888	99	535	107	148	107	132	98	551	154	268	278	181
	23%	17%	23%	23%	25%	22%	31%	23%	21%	20%	23%	26%	20%
Less than that or never	1487	116	934	194	242	177	149	145	1016	145	391	436	507
	38%	20%	41%	42%	41%	36%	35%	34%	39%	18%	33%	41%	57%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
At least once a week (Net)	368	105	263	-	276	92	-	49	16	34	57	17	82	67	7	37
	9%	5%	14%	-	22%	23%	-	6%	8%	8%	7%	8%	12%	14%	13%	14%
At least once a day	91	16	76	-	67	24	-	14	7	11	10	1	17	15	3	13
	2%	1%	4%	-	5%	6%	-	2%	4%	3%	1%	*	3%	3%	5%	5%
Less than once a day, but at least 3 times a week	59	20	40	-	54	6	-	10	3	9	11	2	9	12	-	2
	2%	1%	2%	-	4%	1%	-	1%	1%	2%	1%	1%	1%	2%	-	1%
Once or twice a week	217	70	148	-	155	63	-	24	6	14	36	14	56	40	5	22
	6%	3%	8%	-	12%	15%	-	3%	3%	3%	4%	7%	8%	8%	9%	8%
Less than that but more than twice a month	91	34	57	40	40	8	2	12	-	9	19	2	27	11	1	10
	2%	2%	3%	2%	3%	2%	2%	2%	-	2%	2%	1%	4%	2%	2%	4%
Once or twice a month	523	231	293	245	173	81	25	97	35	61	100	31	96	46	11	43
	13%	11%	16%	11%	14%	20%	21%	12%	17%	14%	13%	16%	14%	9%	20%	16%
Less than that but more than twice a year	566	313	252	346	157	49	14	99	38	78	85	28	149	49	4	35
	14%	15%	14%	16%	13%	12%	12%	12%	19%	18%	11%	14%	22%	10%	7%	14%
Once or twice a year	888	528	361	544	266	63	15	155	47	105	200	62	155	105	10	46
	23%	25%	20%	25%	21%	15%	13%	19%	23%	25%	25%	31%	23%	21%	19%	18%
Less than that or never	1487	877	610	981	328	115	62	386	65	137	339	58	164	212	21	89
	38%	42%	33%	45%	26%	28%	53%	48%	32%	32%	42%	29%	24%	43%	38%	34%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
At least once a week (Net)	368	161	93	51	20	42	-	-	87	189	92	-	-	-	124	24	42	5
	9%	10%	13%	6%	8%	8%	-	-	23%	22%	18%	-	-	-	26%	29%	29%	16%
At least once a day	91	41	24	18	2	7	-	-	27	40	24	-	-	-	29	4	9	*
	2%	3%	3%	2%	1%	1%	-	-	7%	5%	5%	-	-	-	6%	5%	6%	1%
Less than once a day, but at least 3 times a week	59	26	17	5	5	7	-	-	14	40	6	-	-	-	24	8	8	1
	2%	2%	2%	1%	2%	1%	-	-	4%	5%	1%	-	-	-	5%	9%	5%	3%
Once or twice a week	217	95	52	28	14	28	-	-	46	109	63	-	-	-	70	12	25	4
	6%	6%	7%	3%	6%	5%	-	-	12%	13%	12%	-	-	-	15%	15%	18%	11%
Less than that but more than twice a month	91	56	17	12	*	5	12	29	22	19	10	16	9	11	21	1	3	-
	2%	4%	2%	1%	*	1%	2%	2%	6%	2%	2%	2%	2%	2%	4%	1%	2%	-
Once or twice a month	523	238	103	89	26	67	81	165	47	125	105	117	52	49	56	15	13	10
	13%	15%	14%	11%	11%	12%	15%	10%	12%	15%	20%	14%	11%	9%	12%	19%	9%	30%
Less than that but more than twice a year	566	264	102	97	28	74	104	242	53	103	63	141	86	93	75	4	13	5
	14%	17%	14%	12%	12%	13%	20%	15%	14%	12%	12%	17%	18%	17%	16%	4%	10%	13%
Once or twice a year	888	343	177	187	47	135	128	416	85	181	78	237	108	145	102	24	30	6
	23%	22%	24%	23%	20%	24%	24%	25%	22%	21%	15%	29%	22%	27%	21%	30%	21%	16%
Less than that or never	1487	512	231	385	118	241	200	782	88	240	178	308	228	241	102	14	40	8
	38%	33%	32%	47%	49%	43%	38%	48%	23%	28%	34%	38%	47%	45%	21%	17%	28%	25%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
At least once a week (Net)	368	195	33	66	71	71	54	68	66	33	71	2	23	29	37	59	101	118
	9%	8%	22%	11%	13%	7%	7%	9%	11%	22%	13%	3%	5%	6%	8%	12%	20%	8%
At least once a day	91	43	14	23	11	12	12	18	23	14	11	*	5	6	10	22	27	20
	2%	2%	9%	4%	2%	1%	1%	2%	4%	9%	2%	1%	1%	1%	2%	4%	5%	1%
Less than once a day, but at least 3 times a week	59	41	1	4	13	11	14	16	4	1	13	-	4	3	6	5	23	18
	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	-	1%	1%	1%	1%	5%	1%
Once or twice a week	217	111	18	40	47	48	28	34	40	18	47	2	14	19	21	32	51	80
	6%	4%	12%	7%	8%	5%	3%	5%	7%	12%	8%	2%	3%	4%	4%	6%	10%	6%
Less than that but more than twice a month	91	62	3	12	14	30	18	14	12	3	14	-	15	7	7	8	24	28
	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	-	3%	2%	1%	2%	5%	2%
Once or twice a month	523	314	32	83	89	148	86	71	83	32	89	8	50	44	62	92	86	191
	13%	12%	21%	14%	16%	15%	11%	10%	14%	21%	16%	12%	10%	9%	13%	18%	17%	13%
Less than that but more than twice a year	566	417	23	62	61	180	131	100	62	23	61	5	59	61	72	76	103	196
	14%	16%	15%	10%	11%	19%	16%	13%	10%	15%	11%	8%	12%	12%	14%	15%	21%	14%
Once or twice a year	888	652	21	108	105	250	193	190	108	21	105	20	119	122	112	124	95	317
	23%	25%	14%	18%	18%	26%	24%	26%	18%	14%	18%	28%	24%	24%	22%	25%	19%	22%
Less than that or never	1487	941	38	266	228	284	322	302	266	38	228	34	234	236	208	140	89	580
	38%	36%	26%	45%	40%	30%	40%	40%	45%	26%	40%	49%	47%	47%	42%	28%	18%	41%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1042	529	513	82	128	131	166	149	157	228	173	300	268	301	361	112	497	69	253	435	351
	27%	28%	26%	26%	21%	20%	23%	26%	31%	42%	17%	24%	31%	36%	21%	21%	36%	26%	35%	29%	21%
Definitely agree	(5) 391	201	190	31	49	48	63	43	58	100	63	94	102	132	117	44	202	27	106	164	120
	10%	10%	9%	10%	8%	7%	9%	7%	11%	19%	6%	8%	12%	16%	7%	8%	15%	10%	15%	11%	7%
Tend to agree	(4) 651	327	324	51	79	83	104	106	100	128	111	206	165	169	244	68	295	42	147	271	231
	17%	17%	16%	16%	13%	13%	14%	18%	20%	24%	11%	16%	19%	20%	14%	13%	21%	16%	20%	18%	14%
Neither agree nor disagree	(3) 1196	587	609	116	206	190	221	173	145	144	330	398	264	205	577	169	358	87	178	436	582
	30%	31%	30%	37%	34%	29%	30%	30%	29%	27%	33%	32%	31%	25%	34%	31%	26%	32%	25%	29%	34%
Tend/definitely disagree (Net)	1568	758	810	107	258	319	328	246	184	126	472	532	292	273	745	253	454	109	251	574	742
	40%	40%	40%	34%	43%	49%	45%	42%	36%	23%	48%	42%	34%	33%	43%	47%	33%	40%	35%	38%	44%
Tend to disagree	(2) 905	449	455	85	160	166	189	129	106	71	253	304	180	168	435	130	249	88	143	328	433
	23%	23%	23%	27%	26%	25%	26%	22%	21%	13%	26%	24%	21%	20%	25%	24%	18%	33%	20%	22%	25%
Definitely disagree	(1) 663	309	355	23	99	153	139	117	78	55	219	228	111	105	310	123	205	21	107	246	309
	17%	16%	18%	7%	16%	24%	19%	20%	15%	10%	22%	18%	13%	13%	18%	23%	15%	8%	15%	16%	18%
Not applicable	34	15	19	6	3	5	3	1	6	10	3	9	7	15	9	2	19	4	5	20	8
	1%	1%	1%	2%	*	1%	*	*	1%	2%	*	1%	1%	2%	1%	*	1%	2%	1%	1%	*
Don't know	83	29	54	5	9	5	9	14	12	30	12	14	23	34	26	4	52	2	30	33	21
	2%	2%	3%	2%	2%	1%	1%	2%	2%	5%	1%	1%	3%	4%	1%	1%	4%	1%	4%	2%	1%
Mean Score	2.79	2.82	2.76	2.94	2.70	2.54	2.67	2.70	2.90	3.29	2.53	2.70	2.96	3.07	2.66	2.59	3.03	2.87	3.00	2.85	2.65
Standard Deviation	1.21	1.21	1.21	1.07	1.14	1.20	1.20	1.21	1.24	1.25	1.15	1.17	1.21	1.28	1.14	1.21	1.29	1.10	1.30	1.24	1.14
Standard Error	0.020	0.029	0.027	0.078	0.053	0.049	0.045	0.052	0.050	0.049	0.036	0.034	0.045	0.043	0.029	0.054	0.032	0.086	0.045	0.031	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1042	137	634	122	149	108	95	105	734	136	249	281	368
	27%	24%	28%	26%	25%	22%	22%	24%	28%	17%	21%	27%	41%
Definitely agree (5)	391	57	218	58	58	44	32	33	282	45	95	105	142
	10%	10%	9%	12%	10%	9%	7%	8%	11%	6%	8%	10%	16%
Tend to agree (4)	651	80	416	64	91	64	63	72	452	91	154	175	226
	17%	14%	18%	14%	15%	13%	15%	17%	18%	12%	13%	17%	25%
Neither agree nor disagree (3)	1196	122	714	154	205	152	114	142	788	231	415	337	209
	30%	22%	31%	33%	35%	31%	27%	33%	31%	29%	36%	32%	23%
Tend/definitely disagree (Net)	1568	304	870	177	217	220	206	176	967	415	482	399	261
	40%	54%	38%	38%	37%	45%	48%	41%	38%	53%	41%	38%	29%
Tend to disagree (2)	905	154	531	98	122	111	125	97	572	216	293	229	162
	23%	27%	23%	21%	21%	23%	29%	22%	22%	27%	25%	22%	18%
Definitely disagree (1)	663	150	339	78	96	109	81	79	395	199	189	171	99
	17%	26%	15%	17%	16%	22%	19%	18%	15%	25%	16%	16%	11%
Not applicable	34	-	31	1	2	2	4	5	22	2	7	9	16
	1%	-	1%	*	*	*	1%	1%	1%	*	1%	1%	2%
Don't know	83	4	51	13	15	5	8	5	66	3	14	25	40
	2%	1%	2%	3%	3%	1%	2%	1%	3%	*	1%	2%	4%
Mean Score	2.79	2.54	2.84	2.84	2.81	2.63	2.61	2.73	2.86	2.45	2.72	2.82	3.18
Standard Deviation	1.21	1.29	1.19	1.24	1.19	1.22	1.18	1.18	1.22	1.16	1.14	1.21	1.26
Standard Error	0.020	0.065	0.023	0.068	0.058	0.060	0.062	0.069	0.023	0.040	0.037	0.039	0.039

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1042	562	480	558	325	122	37	243	54	104	227	35	132	158	15	64
	27%	27%	26%	26%	26%	30%	31%	30%	27%	25%	28%	18%	20%	32%	27%	25%
Definitely agree (5)	391	203	187	204	114	53	20	90	17	36	86	13	46	72	5	23
	10%	10%	10%	9%	9%	13%	17%	11%	8%	8%	11%	7%	7%	15%	10%	9%
Tend to agree (4)	651	358	293	354	211	69	17	153	37	68	141	22	86	86	10	41
	17%	17%	16%	16%	17%	17%	14%	19%	19%	16%	18%	11%	13%	18%	18%	16%
Neither agree nor disagree (3)	1196	688	508	706	340	112	38	258	79	106	246	65	226	136	17	54
	30%	33%	28%	33%	27%	27%	32%	32%	39%	25%	31%	33%	34%	28%	32%	21%
Tend/definitely disagree (Net)	1568	781	787	837	536	160	35	270	66	211	292	94	309	175	21	128
	40%	37%	43%	39%	43%	39%	30%	34%	33%	50%	37%	48%	46%	36%	39%	49%
Tend to disagree (2)	905	462	443	500	302	75	28	168	42	124	174	60	189	87	5	55
	23%	22%	24%	23%	24%	18%	23%	21%	21%	29%	22%	30%	28%	18%	10%	21%
Definitely disagree (1)	663	319	344	337	234	85	7	102	24	86	119	34	120	88	16	73
	17%	15%	19%	16%	19%	21%	6%	13%	12%	20%	15%	17%	18%	18%	28%	28%
Not applicable	34	20	14	18	12	2	2	8	-	-	9	1	3	6	1	6
	1%	1%	1%	1%	1%	*	2%	1%	-	-	1%	*	*	1%	2%	2%
Don't know	83	37	46	38	27	13	6	19	1	4	25	2	4	16	1	8
	2%	2%	3%	2%	2%	3%	5%	2%	1%	1%	3%	1%	1%	3%	1%	3%
Mean Score	2.79	2.84	2.74	2.80	2.72	2.82	3.13	2.95	2.90	2.63	2.87	2.59	2.62	2.93	2.69	2.54
Standard Deviation	1.21	1.19	1.24	1.18	1.23	1.32	1.18	1.19	1.11	1.22	1.21	1.11	1.13	1.32	1.34	1.32
Standard Error	0.020	0.027	0.029	0.026	0.036	0.065	0.105	0.042	0.081	0.062	0.043	0.085	0.045	0.060	0.191	0.083

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1042	403	171	235	70	163	135	423	84	241	159	177	131	133	98	24	35	9
	27%	26%	24%	29%	29%	29%	26%	26%	22%	28%	30%	22%	27%	25%	20%	29%	25%	25%
Definitely agree (5)	391	142	59	94	38	57	45	159	25	90	73	64	45	46	31	8	12	6
	10%	9%	8%	11%	16%	10%	8%	10%	6%	10%	14%	8%	9%	8%	6%	10%	8%	16%
Tend to agree (4)	651	261	111	141	32	105	90	264	59	152	86	113	86	88	66	15	23	3
	17%	17%	15%	17%	13%	19%	17%	16%	15%	18%	16%	14%	18%	16%	14%	19%	16%	9%
Neither agree nor disagree (3)	1196	450	233	241	81	191	157	550	83	257	150	254	184	178	162	15	35	11
	30%	29%	32%	29%	34%	34%	30%	34%	22%	30%	28%	31%	38%	33%	34%	18%	25%	31%
Tend/definitely disagree (Net)	1568	684	304	315	83	182	224	613	207	329	195	372	152	218	213	41	69	15
	40%	43%	42%	38%	35%	32%	43%	38%	54%	38%	37%	46%	31%	40%	44%	50%	49%	43%
Tend to disagree (2)	905	372	189	202	42	100	130	371	117	185	103	224	98	118	119	21	29	7
	23%	24%	26%	25%	17%	18%	25%	23%	31%	22%	20%	27%	20%	22%	25%	25%	21%	22%
Definitely disagree (1)	663	312	115	113	42	81	95	242	90	144	92	148	54	100	94	20	40	7
	17%	20%	16%	14%	17%	14%	18%	15%	24%	17%	17%	18%	11%	20%	24%	28%	22%	22%
Not applicable	34	14	6	7	4	4	3	15	1	11	4	3	8	3	1	1	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	1%	*	2%	1%	*	1%	*	-
Don't know	83	23	8	24	3	25	5	33	7	19	19	12	9	6	1	2	-	-
	2%	1%	1%	3%	1%	4%	1%	2%	2%	2%	4%	1%	2%	1%	2%	1%	-	-
Mean Score	2.79	2.71	2.73	2.87	2.93	2.92	2.73	2.83	2.50	2.83	2.89	2.65	2.93	2.74	2.62	2.64	2.55	2.77
Standard Deviation	1.21	1.23	1.16	1.21	1.29	1.19	1.20	1.18	1.20	1.23	1.29	1.17	1.11	1.19	1.14	1.33	1.29	1.35
Standard Error	0.020	0.032	0.045	0.043	0.085	0.050	0.053	0.030	0.062	0.043	0.056	0.042	0.053	0.052	0.053	0.142	0.105	0.247

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1042 27%	606 24%	39 26%	175 29%	214 38%	200 21%	207 26%	184 25%	175 29%	39 26%	214 38%	15 21%	168 34%	147 30%	130 26%	101 20%	68 14%	428 30%
Definitely agree (5)	391 10%	212 8%	14 10%	70 12%	92 16%	77 8%	68 8%	63 8%	70 12%	14 10%	92 16%	4 5%	71 14%	58 12%	36 7%	33 7%	30 6%	162 11%
Tend to agree (4)	651 17%	394 15%	25 17%	105 18%	122 21%	123 13%	139 17%	121 16%	105 18%	25 17%	122 21%	11 16%	96 19%	89 18%	94 19%	68 14%	38 8%	266 19%
Neither agree nor disagree (3)	1196 30%	840 33%	37 25%	173 29%	141 25%	321 33%	288 36%	209 28%	173 29%	37 25%	141 25%	22 32%	141 28%	162 32%	173 35%	160 32%	178 36%	382 27%
Tend/definitely disagree (Net)	1568 40%	1080 42%	69 46%	223 37%	182 32%	429 45%	295 37%	328 44%	223 37%	69 46%	182 32%	28 41%	176 35%	170 34%	184 37%	233 47%	249 50%	557 39%
Tend to disagree (2)	905 23%	616 24%	41 28%	138 23%	102 18%	248 26%	179 22%	175 24%	138 23%	41 28%	102 18%	13 19%	112 23%	124 25%	93 19%	144 29%	136 27%	296 21%
Definitely disagree (1)	663 17%	464 18%	27 18%	86 14%	80 14%	180 19%	115 14%	153 21%	86 14%	27 18%	80 14%	15 22%	64 13%	46 9%	91 18%	89 18%	113 23%	261 18%
Not applicable	34 1%	17 1%	1 1%	12 2%	5 1%	4 *	5 1%	5 1%	12 2%	1 1%	5 1%	2 3%	2 *	3 1%	-	2 *	1 *	26 2%
Don't know	83 2%	37 1%	3 2%	15 3%	26 5%	7 1%	9 1%	19 3%	15 3%	3 2%	26 5%	2 3%	12 2%	16 3%	11 2%	4 1%	4 1%	37 3%
Mean Score	2.79	2.71	2.71	2.89	3.08	2.65	2.83	2.68	2.89	2.71	3.08	2.61	3.00	2.98	2.78	2.62	2.47	2.83
Standard Deviation	1.21	1.18	1.24	1.23	1.30	1.16	1.14	1.23	1.23	1.24	1.30	1.18	1.24	1.15	1.17	1.13	1.11	1.27
Standard Error	0.020	0.024	0.102	0.059	0.050	0.039	0.041	0.045	0.059	0.102	0.050	0.152	0.054	0.052	0.055	0.052	0.049	0.035

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1805	909	896	133	281	289	335	249	241	277	368	533	448	456	746	243	696	113	335	741	726
	46%	47%	45%	42%	47%	44%	46%	43%	48%	51%	37%	43%	53%	55%	43%	45%	50%	42%	47%	49%	43%
Definitely agree	(5) 780	391	389	48	127	127	141	103	99	136	155	235	193	197	301	113	326	38	165	320	293
	20%	20%	19%	15%	21%	20%	19%	18%	20%	25%	16%	19%	23%	24%	18%	21%	24%	14%	23%	21%	17%
Tend to agree	(4) 1025	518	507	85	154	162	194	147	142	141	213	299	255	258	445	130	370	75	170	421	433
	26%	27%	25%	27%	25%	25%	27%	25%	28%	26%	21%	24%	30%	31%	26%	24%	27%	28%	24%	28%	25%
Neither agree nor disagree	(3) 586	282	304	61	107	111	97	87	57	66	145	216	122	103	275	80	174	56	92	193	301
	15%	15%	15%	19%	18%	17%	13%	15%	11%	12%	15%	17%	14%	12%	16%	15%	13%	21%	13%	13%	18%
Tend/definitely disagree (Net)	1438	695	744	115	210	242	285	238	199	150	471	479	259	229	675	213	447	97	259	522	658
	37%	36%	37%	36%	35%	37%	39%	41%	39%	28%	48%	38%	30%	28%	39%	39%	32%	36%	36%	35%	39%
Tend to disagree	(2) 879	421	458	77	130	154	175	149	111	84	280	280	168	151	419	138	264	55	145	318	417
	22%	22%	23%	25%	22%	24%	24%	26%	22%	16%	28%	22%	20%	18%	24%	26%	19%	20%	20%	21%	24%
Definitely disagree	(1) 559	274	285	37	80	89	110	89	88	66	191	199	91	78	257	75	183	42	114	204	241
	14%	14%	14%	12%	13%	14%	15%	15%	17%	12%	19%	16%	11%	9%	15%	14%	13%	15%	16%	14%	14%
Not applicable	62	24	38	7	6	5	7	4	6	28	4	22	15	22	16	4	37	5	19	33	10
	2%	1%	2%	2%	1%	1%	1%	1%	1%	5%	*	2%	2%	3%	1%	1%	3%	2%	3%	2%	1%
Don't know	32	8	23	*	-	4	3	5	1	17	2	3	8	19	6	-	25	*	13	9	9
	1%	*	1%	*	-	1%	*	1%	*	3%	*	*	1%	2%	*	-	2%	*	2%	1%	1%
Mean Score	3.15	3.18	3.13	3.09	3.20	3.13	3.11	3.04	3.11	3.40	2.86	3.07	3.35	3.44	3.07	3.13	3.30	3.05	3.19	3.23	3.07
Standard Deviation	1.37	1.37	1.37	1.27	1.35	1.35	1.38	1.36	1.42	1.39	1.37	1.37	1.33	1.31	1.35	1.37	1.39	1.30	1.43	1.38	1.33
Standard Error	0.022	0.033	0.030	0.092	0.062	0.054	0.052	0.058	0.056	0.055	0.043	0.040	0.049	0.044	0.035	0.062	0.035	0.102	0.049	0.034	0.036

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1805 46%	296 52%	1063 46%	201 43%	246 42%	231 47%	190 45%	202 47%	1181 46%	288 37%	495 42%	506 48%	507 57%
Definitely agree (5)	780 20%	149 26%	430 19%	97 21%	105 18%	100 21%	74 17%	74 17%	533 21%	133 17%	193 17%	209 20%	241 27%
Tend to agree (4)	1025 26%	148 26%	632 27%	104 22%	141 24%	131 27%	117 27%	128 30%	649 25%	155 20%	302 26%	297 28%	267 30%
Neither agree nor disagree (3)	586 15%	60 11%	362 16%	73 16%	91 15%	72 15%	72 17%	66 15%	375 15%	102 13%	208 18%	172 16%	101 11%
Tend/definitely disagree (Net)	1438 37%	209 37%	806 35%	190 41%	232 40%	180 37%	159 37%	149 34%	951 37%	392 50%	447 38%	350 33%	238 27%
Tend to disagree (2)	879 22%	107 19%	506 22%	120 26%	146 25%	108 22%	119 28%	82 19%	571 22%	201 26%	288 25%	230 22%	151 17%
Definitely disagree (1)	559 14%	102 18%	301 13%	70 15%	86 15%	72 15%	40 9%	67 15%	380 15%	190 24%	159 14%	120 11%	88 10%
Not applicable	62 2%	1 *	51 2%	1 *	9 1%	3 1%	4 1%	9 2%	47 2%	3 *	13 1%	12 1%	32 4%
Don't know	32 1%	1 *	18 1%	2 1%	10 2%	1 *	1 *	7 2%	22 1%	1 *	4 *	11 1%	16 2%
Mean Score	3.15	3.24	3.17	3.08	3.06	3.16	3.15	3.15	3.15	2.80	3.07	3.24	3.50
Standard Deviation	1.37	1.47	1.34	1.38	1.36	1.38	1.27	1.35	1.39	1.44	1.32	1.32	1.34
Standard Error	0.022	0.074	0.026	0.075	0.066	0.067	0.066	0.080	0.027	0.050	0.042	0.043	0.042

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1805	1028	777	1029	534	189	52	411	79	185	395	82	251	255	28	107
	46%	49%	42%	48%	43%	46%	44%	51%	40%	44%	49%	41%	37%	52%	51%	41%
Definitely agree (5)	780	424	357	420	240	91	29	168	31	78	169	40	88	136	13	49
	20%	20%	19%	19%	19%	22%	25%	21%	16%	18%	21%	20%	13%	28%	24%	19%
Tend to agree (4)	1025	604	420	610	294	98	23	242	48	107	226	42	163	118	15	58
	26%	29%	23%	28%	24%	24%	19%	30%	24%	25%	28%	21%	24%	24%	27%	22%
Neither agree nor disagree (3)	586	347	239	331	197	39	18	130	36	65	136	35	101	51	3	24
	15%	17%	13%	15%	16%	10%	15%	16%	18%	15%	17%	18%	15%	10%	5%	9%
Tend/definitely disagree (Net)	1438	677	762	747	483	171	37	228	84	175	236	80	316	173	23	118
	37%	32%	41%	35%	39%	42%	32%	29%	42%	41%	30%	41%	47%	35%	42%	46%
Tend to disagree (2)	879	450	430	508	268	84	20	157	56	116	147	49	192	94	9	58
	22%	22%	23%	24%	22%	21%	17%	20%	28%	27%	18%	25%	28%	19%	16%	23%
Definitely disagree (1)	559	227	332	240	216	87	17	71	28	59	89	31	124	79	14	60
	14%	11%	18%	11%	17%	21%	14%	9%	14%	14%	11%	16%	18%	16%	26%	23%
Not applicable	62	26	36	31	18	4	9	24	-	-	17	1	4	8	1	6
	2%	1%	2%	1%	1%	1%	7%	3%	-	-	2%	*	1%	2%	2%	2%
Don't know	32	10	22	18	7	5	2	5	1	-	14	-	2	4	-	3
	1%	*	1%	1%	1%	1%	2%	1%	1%	-	2%	-	*	1%	-	1%
Mean Score	3.15	3.27	3.02	3.22	3.06	3.06	3.26	3.36	2.99	3.07	3.31	3.05	2.85	3.29	3.08	2.91
Standard Deviation	1.37	1.31	1.42	1.32	1.40	1.50	1.44	1.28	1.31	1.35	1.32	1.38	1.34	1.47	1.58	1.49
Standard Error	0.022	0.030	0.033	0.029	0.040	0.073	0.129	0.046	0.096	0.068	0.046	0.105	0.053	0.067	0.224	0.092

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1805	708	312	390	137	258	237	792	153	381	241	371	229	274	179	35	56	12
	46%	45%	43%	47%	57%	46%	45%	49%	40%	44%	46%	45%	47%	51%	37%	43%	39%	36%
Definitely agree	(5) 780	310	139	157	66	109	89	330	71	169	121	137	96	117	80	19	22	8
	20%	20%	19%	19%	27%	19%	17%	20%	19%	20%	23%	17%	20%	22%	17%	23%	16%	22%
Tend to agree	(4) 1025	398	173	232	71	150	148	462	82	213	121	233	134	157	99	17	34	5
	26%	25%	24%	28%	30%	27%	28%	28%	21%	25%	23%	29%	28%	29%	21%	20%	24%	14%
Neither agree nor disagree	(3) 586	210	136	114	30	97	75	256	48	149	57	120	85	84	82	6	19	4
	15%	13%	19%	14%	12%	17%	14%	16%	13%	17%	11%	15%	17%	16%	17%	7%	13%	13%
Tend/definitely disagree (Net)	1438	636	265	289	67	181	209	538	175	308	208	315	162	174	217	39	65	17
	37%	40%	37%	35%	28%	32%	40%	33%	46%	36%	39%	39%	34%	32%	45%	48%	46%	49%
Tend to disagree	(2) 879	343	200	186	33	118	136	372	96	172	104	206	121	121	113	21	31	12
	22%	22%	28%	23%	14%	21%	26%	23%	25%	20%	20%	25%	25%	22%	24%	26%	22%	34%
Definitely disagree	(1) 559	293	65	104	34	64	74	166	79	137	104	109	42	53	103	19	34	5
	14%	19%	9%	13%	14%	11%	14%	10%	21%	16%	20%	13%	9%	10%	22%	23%	24%	15%
Not applicable	62	13	9	14	7	18	1	30	5	12	13	10	4	8	2	1	2	-
	2%	1%	1%	2%	3%	3%	*	2%	1%	1%	2%	1%	1%	1%	*	1%	1%	-
Don't know	32	7	1	14	*	9	1	16	-	7	7	3	4	-	*	-	*	1
	1%	*	*	2%	*	2%	*	1%	-	1%	1%	*	1%	-	*	-	*	2%
Mean Score	3.15	3.06	3.17	3.19	3.44	3.23	3.08	3.26	2.92	3.13	3.10	3.10	3.25	3.31	2.87	2.95	2.85	2.93
Standard Deviation	1.37	1.42	1.28	1.34	1.40	1.32	1.34	1.31	1.44	1.38	1.49	1.33	1.28	1.31	1.40	1.53	1.44	1.44
Standard Error	0.022	0.036	0.050	0.047	0.092	0.055	0.059	0.033	0.074	0.048	0.064	0.048	0.060	0.057	0.064	0.161	0.116	0.267

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1805 46%	1157 45%	60 40%	299 50%	275 48%	401 42%	371 46%	350 47%	299 50%	60 40%	275 48%	34 50%	256 51%	267 54%	246 49%	175 35%	159 32%	702 49%
Definitely agree (5)	780 20%	478 19%	37 25%	131 22%	128 23%	164 17%	154 19%	152 20%	131 22%	37 25%	128 23%	9 13%	112 22%	107 22%	90 18%	69 14%	70 14%	333 23%
Tend to agree (4)	1025 26%	678 26%	23 15%	169 28%	147 26%	237 25%	217 27%	198 27%	169 28%	23 15%	147 26%	26 37%	144 29%	160 32%	156 31%	106 21%	89 18%	369 26%
Neither agree nor disagree (3)	586 15%	399 15%	22 15%	93 16%	70 12%	161 17%	130 16%	94 13%	93 16%	22 15%	70 12%	15 21%	79 16%	71 14%	86 17%	91 18%	86 17%	172 12%
Tend/definitely disagree (Net)	1438 37%	989 38%	67 45%	180 30%	192 34%	396 41%	287 36%	288 39%	180 30%	67 45%	192 34%	18 26%	152 30%	152 30%	157 32%	224 45%	252 51%	502 35%
Tend to disagree (2)	879 22%	624 24%	41 27%	103 17%	104 18%	252 26%	191 24%	170 23%	103 17%	41 27%	104 18%	11 15%	102 20%	104 21%	106 21%	141 28%	148 30%	279 19%
Definitely disagree (1)	559 14%	365 14%	26 18%	77 13%	87 15%	144 15%	96 12%	118 16%	77 13%	26 18%	87 15%	7 11%	49 10%	48 10%	51 10%	83 17%	105 21%	223 16%
Not applicable	62 2%	27 1%	1 1%	16 3%	18 3%	3 *	12 2%	10 1%	16 3%	1 1%	18 3%	2 3%	6 1%	5 1%	7 1%	6 1%	1 *	37 3%
Don't know	32 1%	8 *	* *	10 2%	12 2%	2 *	4 *	2 *	10 2%	* *	12 2%	- -	6 1%	4 1%	3 1%	2 *	1 *	17 1%
Mean Score	3.15	3.11	3.02	3.30	3.23	3.03	3.18	3.13	3.30	3.02	3.23	3.27	3.34	3.36	3.26	2.87	2.74	3.23
Standard Deviation	1.37	1.35	1.46	1.36	1.42	1.34	1.32	1.40	1.36	1.46	1.42	1.21	1.31	1.30	1.27	1.32	1.35	1.43
Standard Error	0.022	0.027	0.118	0.065	0.054	0.044	0.048	0.051	0.065	0.118	0.054	0.151	0.057	0.058	0.059	0.061	0.060	0.039

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

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

Base : All Respondents

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2590	1300	1289	210	410	450	514	392	320	294	749	843	531	467	1190	357	820	211	438	950	1200
	66%	68%	64%	66%	68%	69%	71%	67%	63%	55%	76%	67%	62%	56%	69%	66%	59%	78%	61%	63%	70%
Definitely agree	(5) 1572	796	775	105	249	286	309	236	195	191	429	513	331	298	713	215	520	117	281	607	682
	40%	42%	39%	33%	41%	44%	43%	40%	39%	35%	43%	41%	39%	36%	41%	40%	38%	43%	39%	41%	40%
Tend to agree	(4) 1018	504	514	104	161	164	205	156	125	103	320	330	200	169	477	142	300	95	157	343	518
	26%	26%	26%	33%	27%	25%	28%	27%	25%	19%	32%	26%	23%	20%	28%	26%	22%	35%	22%	23%	30%
Neither agree nor disagree	(3) 493	225	268	40	88	89	94	79	51	52	108	153	116	115	236	80	155	22	78	191	224
	13%	12%	13%	13%	15%	14%	13%	14%	10%	10%	11%	12%	14%	14%	15%	11%	11%	8%	11%	13%	13%
Tend/definitely disagree (Net)	548	266	282	50	74	90	89	77	82	86	103	179	122	144	212	80	220	33	130	215	203
	14%	14%	14%	16%	12%	14%	12%	13%	16%	16%	10%	14%	14%	17%	12%	15%	16%	12%	18%	14%	12%
Tend to disagree	(2) 398	192	206	43	66	70	66	56	43	54	79	127	94	97	165	61	141	27	88	154	155
	10%	10%	10%	14%	11%	11%	9%	10%	8%	10%	8%	10%	11%	12%	10%	11%	10%	10%	12%	10%	9%
Definitely disagree	(1) 150	74	75	7	7	19	23	21	39	33	24	52	27	47	47	19	78	6	41	61	48
	4%	4%	4%	2%	1%	3%	3%	4%	8%	6%	2%	4%	3%	6%	3%	3%	6%	2%	6%	4%	3%
Not applicable	97	43	54	8	14	8	9	8	14	38	11	26	25	36	28	5	59	5	26	45	27
	2%	2%	3%	2%	2%	1%	1%	1%	3%	7%	1%	2%	3%	4%	2%	1%	4%	2%	4%	3%	2%
Don't know	196	84	112	9	19	15	21	27	37	68	19	52	59	66	52	18	126	-	46	97	52
	5%	4%	6%	3%	3%	2%	3%	5%	7%	13%	2%	4%	7%	8%	3%	3%	9%	-	6%	6%	3%
Mean Score	3.95	3.98	3.93	3.86	4.01	4.00	4.02	3.97	3.87	3.85	4.09	3.96	3.93	3.79	4.00	3.92	3.87	4.09	3.85	3.94	4.00
Standard Deviation	1.17	1.17	1.17	1.12	1.08	1.15	1.12	1.15	1.30	1.31	1.05	1.18	1.18	1.28	1.11	1.17	1.27	1.06	1.29	1.20	1.10
Standard Error	0.020	0.029	0.027	0.082	0.051	0.047	0.043	0.051	0.054	0.055	0.034	0.035	0.045	0.045	0.029	0.054	0.033	0.082	0.046	0.031	0.030

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2590 66%	428 76%	1445 63%	310 66%	406 69%	333 68%	276 65%	282 65%	1698 66%	614 78%	805 69%	648 62%	510 57%
Definitely agree (5)	1572 40%	290 51%	836 36%	207 44%	239 41%	230 47%	156 37%	176 41%	1009 39%	385 49%	484 41%	378 36%	320 36%
Tend to agree (4)	1018 26%	139 24%	609 26%	103 22%	167 28%	104 21%	119 28%	106 25%	689 27%	229 29%	321 28%	270 26%	190 21%
Neither agree nor disagree (3)	493 13%	56 10%	325 14%	51 11%	61 10%	72 15%	70 16%	68 16%	284 11%	85 11%	148 13%	163 16%	91 10%
Tend/definitely disagree (Net)	548 14%	71 12%	341 15%	67 14%	69 12%	58 12%	62 15%	55 13%	372 14%	77 10%	167 14%	153 15%	147 16%
Tend to disagree (2)	398 10%	45 8%	249 11%	52 11%	51 9%	48 10%	53 12%	44 10%	253 10%	55 7%	124 11%	118 11%	97 11%
Definitely disagree (1)	150 4%	26 5%	91 4%	15 3%	18 3%	10 2%	9 2%	11 3%	119 5%	21 3%	44 4%	35 3%	49 6%
Not applicable	97 2%	8 1%	68 3%	9 2%	13 2%	11 2%	5 1%	9 2%	72 3%	3 *	17 1%	26 2%	50 6%
Don't know	196 5%	4 1%	123 5%	30 6%	39 7%	13 3%	14 3%	18 4%	151 6%	8 1%	30 3%	61 6%	97 11%
Mean Score	3.95	4.12	3.88	4.01	4.04	4.07	3.89	3.97	3.94	4.16	3.96	3.87	3.85
Standard Deviation	1.17	1.16	1.18	1.19	1.11	1.12	1.13	1.13	1.20	1.06	1.16	1.17	1.28
Standard Error	0.020	0.059	0.024	0.067	0.056	0.056	0.060	0.068	0.024	0.037	0.038	0.039	0.043

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

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

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2590	1386	1204	1408	842	277	63	510	124	304	504	136	498	328	28	153
	66%	66%	66%	65%	68%	68%	53%	64%	62%	72%	63%	69%	74%	67%	52%	59%
Definitely agree (5)	1572	858	714	832	529	170	40	303	69	171	297	78	297	226	21	106
	40%	41%	39%	39%	43%	42%	34%	38%	35%	40%	37%	39%	44%	46%	38%	41%
Tend to agree (4)	1018	528	489	576	313	107	23	207	54	132	207	58	201	101	8	48
	26%	25%	27%	27%	25%	26%	19%	26%	27%	31%	26%	29%	30%	21%	14%	18%
Neither agree nor disagree (3)	493	284	209	287	158	28	19	102	33	53	102	29	84	47	8	28
	13%	14%	11%	13%	13%	7%	17%	13%	17%	12%	13%	15%	12%	9%	14%	11%
Tend/definitely disagree (Net)	548	272	276	284	166	83	15	111	28	57	110	22	77	63	16	57
	14%	13%	15%	13%	13%	20%	13%	14%	14%	13%	14%	11%	11%	13%	29%	22%
Tend to disagree (2)	398	202	196	220	112	54	11	83	22	49	68	14	62	47	10	38
	10%	10%	11%	10%	9%	13%	10%	10%	11%	11%	9%	7%	9%	10%	18%	15%
Definitely disagree (1)	150	70	80	64	54	28	4	28	6	8	41	8	15	17	6	19
	4%	3%	4%	3%	4%	7%	3%	4%	3%	2%	5%	4%	2%	3%	10%	7%
Not applicable	97	53	44	58	25	7	7	26	11	3	23	5	4	19	1	6
	2%	3%	2%	3%	2%	2%	6%	3%	6%	1%	3%	2%	1%	4%	2%	2%
Don't know	196	93	103	120	49	14	13	50	5	8	61	6	10	34	2	15
	5%	4%	6%	6%	4%	3%	11%	6%	2%	2%	8%	3%	2%	7%	4%	6%
Mean Score	3.95	3.98	3.93	3.96	3.99	3.87	3.86	3.93	3.86	3.99	3.91	3.98	4.07	4.08	3.54	3.77
Standard Deviation	1.17	1.15	1.20	1.14	1.18	1.31	1.19	1.17	1.14	1.09	1.21	1.12	1.08	1.18	1.46	1.37
Standard Error	0.020	0.027	0.029	0.026	0.035	0.066	0.115	0.043	0.086	0.056	0.044	0.088	0.043	0.056	0.211	0.087

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months								
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	2590	1093	496	502	160	339	353	1055	281	561	340	559	333	345	356	60	93	26	
	66%	69%	69%	61%	66%	60%	67%	65%	74%	65%	65%	68%	69%	64%	74%	74%	66%	75%	
Definitely agree	(5)	1572	688	278	284	130	192	215	617	166	363	210	322	206	214	220	41	70	11
		40%	44%	38%	35%	54%	34%	41%	38%	44%	42%	40%	39%	43%	40%	46%	50%	49%	33%
Tend to agree	(4)	1018	406	218	218	30	147	138	438	115	198	130	236	126	131	136	19	23	14
		26%	26%	30%	26%	12%	26%	26%	27%	30%	23%	25%	29%	26%	24%	28%	24%	16%	42%
Neither agree nor disagree	(3)	493	187	93	117	29	68	76	211	36	122	47	118	50	76	64	6	21	1
		13%	12%	13%	14%	12%	12%	15%	13%	9%	14%	9%	14%	10%	14%	13%	7%	15%	3%
Tend/definitely disagree (Net)	548	205	103	120	35	84	78	206	53	113	98	92	63	84	46	12	21	6	
		14%	13%	14%	15%	15%	15%	13%	14%	13%	19%	11%	13%	16%	10%	15%	15%	19%	
Tend to disagree	(2)	398	138	82	88	25	65	62	158	32	80	66	75	49	60	27	8	17	3
		10%	9%	11%	11%	10%	12%	12%	10%	8%	9%	12%	9%	10%	11%	6%	9%	12%	9%
Definitely disagree	(1)	150	68	21	32	10	19	17	47	21	33	32	17	14	23	19	5	5	3
		4%	4%	3%	4%	4%	3%	3%	3%	3%	4%	6%	2%	3%	4%	6%	3%	10%	
Not applicable		97	34	9	23	9	22	6	51	5	20	14	15	19	6	2	2	2	-
		2%	2%	1%	3%	4%	4%	1%	3%	1%	2%	3%	2%	4%	1%	*	2%	1%	-
Don't know		196	54	21	61	9	50	10	110	7	41	27	35	19	29	11	2	5	1
		5%	3%	3%	7%	4%	9%	2%	7%	2%	5%	5%	4%	4%	5%	2%	2%	3%	2%
Mean Score		3.95	4.02	3.94	3.86	4.09	3.87	3.93	3.96	4.01	3.98	3.86	4.00	4.03	3.90	4.10	4.07	4.01	3.82
Standard Deviation		1.17	1.17	1.13	1.18	1.25	1.18	1.16	1.13	1.19	1.18	1.29	1.08	1.14	1.21	1.10	1.24	1.22	1.29
Standard Error		0.020	0.031	0.045	0.043	0.084	0.051	0.052	0.030	0.062	0.042	0.057	0.040	0.056	0.054	0.051	0.133	0.101	0.240

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

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

Base : All Respondents

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2590 66%	1771 69%	100 67%	362 61%	338 60%	685 71%	566 70%	493 66%	362 61%	100 67%	338 60%	27 40%	309 62%	307 62%	329 66%	363 73%	382 77%	900 63%
Definitely agree	(5) 1572 40%	1085 42%	66 44%	191 32%	215 38%	409 42%	352 44%	314 42%	191 32%	66 44%	215 38%	11 16%	181 36%	185 37%	184 37%	213 43%	242 48%	567 40%
Tend to agree	(4) 1018 26%	686 27%	34 23%	171 29%	123 22%	277 29%	214 27%	179 24%	171 29%	34 23%	123 22%	17 24%	128 26%	122 25%	145 29%	150 30%	141 28%	332 23%
Neither agree nor disagree	(3) 493 13%	337 13%	15 10%	75 13%	63 11%	131 14%	99 12%	93 13%	75 13%	15 10%	63 11%	14 20%	79 16%	73 15%	70 14%	64 13%	58 12%	148 10%
Tend/definitely disagree (Net)	548 14%	326 13%	28 19%	89 15%	101 18%	112 12%	97 12%	98 13%	89 15%	28 19%	101 18%	19 27%	62 13%	80 16%	65 13%	60 12%	51 10%	230 16%
Tend to disagree	(2) 398 10%	240 9%	24 16%	67 11%	64 11%	82 9%	72 9%	72 10%	67 11%	24 16%	64 11%	14 20%	36 7%	60 12%	44 9%	47 9%	38 8%	172 12%
Definitely disagree	(1) 150 4%	86 3%	4 3%	23 4%	37 7%	30 3%	26 3%	26 3%	23 4%	4 3%	37 7%	5 7%	26 5%	20 4%	20 4%	13 3%	12 2%	58 4%
Not applicable	97 2%	46 2%	2 1%	24 4%	24 4%	10 1%	14 2%	20 3%	24 4%	2 1%	24 4%	2 3%	19 4%	9 2%	4 1%	4 1%	1 *	61 4%
Don't know	196 5%	100 4%	4 3%	48 8%	42 7%	24 2%	28 4%	41 6%	48 8%	4 3%	42 7%	7 10%	30 6%	29 6%	30 6%	8 2%	7 1%	92 6%
Mean Score	3.95	4.00	3.93	3.84	3.83	4.03	4.04	4.00	3.84	3.93	3.83	3.25	3.89	3.85	3.92	4.03	4.14	3.92
Standard Deviation	1.17	1.14	1.23	1.17	1.30	1.11	1.13	1.17	1.17	1.23	1.30	1.22	1.19	1.21	1.15	1.10	1.06	1.23
Standard Error	0.020	0.023	0.102	0.059	0.052	0.037	0.042	0.044	0.059	0.102	0.052	0.159	0.055	0.056	0.055	0.051	0.047	0.035

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

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2492	1197	1295	166	356	402	464	387	360	356	711	809	487	484	1083	360	869	173	474	929	1087
	64%	62%	65%	53%	59%	62%	64%	66%	71%	66%	72%	65%	57%	58%	63%	67%	63%	64%	66%	62%	64%
Definitely agree	(5) 1081	501	581	34	126	171	202	172	199	178	320	360	208	193	446	167	422	42	216	419	445
	28%	26%	29%	11%	21%	26%	28%	29%	39%	33%	32%	29%	24%	23%	26%	31%	31%	15%	30%	28%	26%
Tend to agree	(4) 1410	696	714	133	230	231	262	215	161	178	391	450	280	290	637	193	447	131	258	510	642
	36%	36%	36%	42%	38%	36%	36%	37%	32%	33%	39%	36%	33%	35%	37%	36%	32%	48%	36%	34%	38%
Neither agree nor disagree	(3) 727	360	367	74	142	137	128	104	75	67	158	238	194	137	356	105	211	52	93	300	335
	19%	19%	18%	23%	24%	21%	18%	18%	15%	12%	16%	19%	23%	17%	21%	19%	15%	19%	13%	20%	20%
Tend/definitely disagree (Net)	568	291	277	65	92	99	115	75	51	72	102	178	130	157	233	64	227	42	119	203	242
	14%	15%	14%	20%	15%	15%	16%	13%	10%	13%	10%	14%	15%	19%	14%	12%	16%	16%	17%	14%	14%
Tend to disagree	(2) 278	137	142	42	44	44	47	39	26	36	54	99	58	68	112	34	105	28	55	95	127
	7%	7%	7%	13%	7%	7%	6%	7%	5%	7%	5%	8%	7%	8%	6%	6%	8%	10%	8%	6%	7%
Definitely disagree	(1) 289	154	135	22	47	55	68	36	25	36	48	80	72	89	121	30	122	14	65	108	115
	7%	8%	7%	7%	8%	8%	9%	6%	5%	7%	5%	6%	8%	11%	7%	5%	9%	5%	9%	7%	7%
Not applicable	95	50	45	9	13	7	15	12	13	26	15	23	23	34	33	10	48	5	20	46	28
	2%	3%	2%	3%	2%	1%	2%	2%	3%	5%	2%	2%	3%	4%	2%	2%	3%	2%	3%	3%	2%
Don't know	41	20	21	2	2	6	3	6	5	17	3	4	18	15	14	2	25	-	10	18	12
	1%	1%	1%	1%	*	1%	*	1%	1%	3%	*	*	2%	2%	1%	*	2%	-	1%	1%	1%
Mean Score	3.72	3.68	3.75	3.37	3.58	3.66	3.68	3.79	3.99	3.86	3.91	3.74	3.61	3.55	3.70	3.82	3.72	3.59	3.74	3.72	3.71
Standard Deviation	1.17	1.19	1.16	1.08	1.14	1.19	1.22	1.14	1.11	1.19	1.07	1.15	1.20	1.27	1.14	1.12	1.25	1.04	1.24	1.17	1.15
Standard Error	0.019	0.029	0.026	0.078	0.053	0.048	0.047	0.049	0.045	0.047	0.034	0.034	0.045	0.043	0.029	0.051	0.031	0.082	0.043	0.029	0.031

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

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2492 64%	351 62%	1442 63%	318 68%	381 65%	297 61%	272 64%	261 60%	1662 64%	581 74%	759 65%	623 59%	510 57%
Definitely agree (5)	1081 28%	158 28%	587 26%	170 36%	166 28%	137 28%	94 22%	106 25%	744 29%	291 37%	299 26%	257 24%	228 26%
Tend to agree (4)	1410 36%	193 34%	856 37%	147 31%	215 37%	160 33%	178 42%	155 36%	918 36%	290 37%	460 39%	366 35%	282 32%
Neither agree nor disagree (3)	727 19%	100 18%	466 20%	61 13%	100 17%	82 17%	91 21%	81 19%	473 18%	121 15%	244 21%	215 20%	143 16%
Tend/definitely disagree (Net)	568 14%	112 20%	292 13%	75 16%	88 15%	94 19%	52 12%	75 17%	347 13%	81 10%	142 12%	170 16%	172 19%
Tend to disagree (2)	278 7%	43 8%	163 7%	34 7%	38 6%	39 8%	33 8%	33 8%	173 7%	41 5%	69 6%	87 8%	80 9%
Definitely disagree (1)	289 7%	69 12%	130 6%	41 9%	50 9%	55 11%	19 4%	42 10%	173 7%	40 5%	73 6%	83 8%	92 10%
Not applicable	95 2%	2 *	73 3%	9 2%	11 2%	12 3%	7 2%	10 2%	66 3%	2 *	18 2%	28 3%	46 5%
Don't know	41 1%	2 *	26 1%	5 1%	8 1%	2 *	5 1%	4 1%	29 1%	1 *	3 *	14 1%	23 3%
Mean Score	3.72	3.58	3.73	3.82	3.72	3.61	3.71	3.60	3.76	3.96	3.74	3.62	3.57
Standard Deviation	1.17	1.30	1.11	1.26	1.21	1.30	1.05	1.23	1.16	1.09	1.10	1.19	1.29
Standard Error	0.019	0.065	0.022	0.069	0.058	0.063	0.055	0.073	0.022	0.038	0.035	0.039	0.041

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

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2492	1262	1230	1321	825	277	69	444	103	285	453	128	514	330	30	194
	64%	60%	67%	61%	67%	68%	59%	56%	51%	67%	57%	65%	76%	67%	54%	75%
Definitely agree (5)	1081	526	555	540	373	140	28	159	34	101	195	51	229	190	15	101
	28%	25%	30%	25%	30%	34%	24%	20%	17%	24%	24%	26%	34%	39%	28%	39%
Tend to agree (4)	1410	736	675	780	452	137	41	285	69	185	258	77	285	140	14	93
	36%	35%	37%	36%	36%	34%	35%	36%	34%	43%	32%	39%	42%	29%	26%	36%
Neither agree nor disagree (3)	727	437	291	431	233	48	15	162	60	66	199	37	100	58	9	28
	19%	21%	16%	20%	19%	12%	13%	20%	30%	16%	25%	19%	15%	12%	17%	11%
Tend/definitely disagree (Net)	568	322	246	326	149	69	24	155	28	63	111	26	52	84	14	29
	14%	15%	13%	15%	12%	17%	20%	19%	14%	15%	14%	13%	8%	17%	26%	11%
Tend to disagree (2)	278	161	117	160	78	32	8	80	16	37	52	10	25	36	9	12
	7%	8%	6%	7%	6%	8%	7%	10%	8%	9%	6%	5%	4%	7%	17%	5%
Definitely disagree (1)	289	161	128	166	70	37	16	75	12	25	60	16	27	48	5	18
	7%	8%	7%	8%	6%	9%	14%	9%	6%	6%	7%	8%	4%	10%	8%	7%
Not applicable	95	50	45	57	23	8	6	29	7	6	24	4	4	11	1	7
	2%	2%	2%	3%	2%	2%	5%	4%	4%	2%	3%	2%	1%	2%	2%	3%
Don't know	41	17	24	22	10	6	3	8	3	3	12	2	3	8	1	1
	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	*	2%	2%	*
Mean Score	3.72	3.65	3.80	3.66	3.81	3.79	3.53	3.49	3.52	3.72	3.62	3.72	3.99	3.82	3.50	3.99
Standard Deviation	1.17	1.18	1.17	1.17	1.12	1.27	1.35	1.21	1.07	1.11	1.16	1.16	1.01	1.31	1.32	1.15
Standard Error	0.019	0.027	0.027	0.026	0.032	0.063	0.119	0.044	0.080	0.057	0.041	0.089	0.040	0.060	0.190	0.072

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

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2492	1060	465	512	130	324	379	942	283	541	346	540	287	319	363	47	93	23
	64%	67%	64%	62%	54%	58%	72%	58%	74%	63%	66%	66%	59%	59%	76%	57%	65%	67%
Definitely agree (5)	1081	488	186	217	59	131	165	375	136	237	168	225	117	131	162	26	47	14
	28%	31%	26%	26%	24%	23%	31%	23%	36%	28%	32%	28%	24%	24%	34%	32%	33%	41%
Tend to agree (4)	1410	572	280	294	71	193	214	567	147	305	178	314	170	188	201	20	46	9
	36%	36%	39%	36%	29%	34%	41%	35%	39%	36%	34%	38%	35%	35%	42%	25%	32%	26%
Neither agree nor disagree (3)	727	257	158	173	34	106	95	336	47	187	63	160	103	112	70	18	24	4
	19%	16%	22%	21%	14%	19%	18%	21%	12%	22%	12%	20%	21%	21%	15%	22%	17%	12%
Tend/definitely disagree (Net)	568	221	87	102	65	92	47	279	47	101	93	95	77	94	39	16	21	6
	14%	14%	12%	12%	27%	16%	9%	17%	12%	12%	18%	12%	16%	17%	8%	19%	15%	19%
Tend to disagree (2)	278	111	47	51	26	44	27	134	25	54	40	45	42	43	24	8	12	*
	7%	7%	6%	6%	11%	8%	5%	8%	6%	6%	8%	6%	9%	8%	5%	10%	9%	1%
Definitely disagree (1)	289	110	40	51	39	48	21	145	23	48	53	49	35	50	15	8	8	6
	7%	7%	6%	6%	16%	9%	4%	9%	6%	6%	10%	6%	7%	9%	3%	10%	6%	17%
Not applicable	95	24	9	23	10	29	3	55	4	19	14	18	15	11	3	1	3	1
	2%	2%	1%	3%	4%	5%	1%	3%	1%	2%	3%	2%	3%	2%	1%	1%	2%	2%
Don't know	41	12	2	12	3	11	1	21	1	9	9	6	2	4	5	-	2	-
	1%	1%	*	2%	1%	2%	*	1%	*	1%	2%	1%	*	1%	1%	-	1%	-
Mean Score	3.72	3.79	3.74	3.73	3.37	3.60	3.91	3.57	3.93	3.76	3.73	3.78	3.63	3.58	4.00	3.61	3.80	3.73
Standard Deviation	1.17	1.17	1.09	1.13	1.42	1.21	1.03	1.21	1.13	1.11	1.29	1.11	1.17	1.22	0.99	1.31	1.18	1.48
Standard Error	0.019	0.030	0.043	0.040	0.094	0.051	0.045	0.031	0.058	0.039	0.056	0.040	0.056	0.054	0.046	0.138	0.097	0.275

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

B34d. Agreement with d) I like travelling by train

Base : All Respondents

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2492 64%	1671 65%	103 69%	328 55%	371 65%	640 67%	511 63%	480 64%	328 55%	103 69%	371 65%	40 59%	296 59%	314 63%	314 63%	354 71%	340 68%	873 61%
Definitely agree (5)	1081 28%	723 28%	50 34%	136 23%	166 29%	276 29%	221 28%	207 28%	136 23%	50 34%	166 29%	18 26%	115 23%	143 29%	134 27%	155 31%	144 29%	391 27%
Tend to agree (4)	1410 36%	948 37%	53 35%	191 32%	206 36%	364 38%	289 36%	272 37%	191 32%	53 35%	206 36%	23 33%	181 36%	171 34%	180 36%	199 40%	196 39%	483 34%
Neither agree nor disagree (3)	727 19%	492 19%	17 12%	139 23%	75 13%	185 19%	159 20%	134 18%	139 23%	17 12%	75 13%	13 18%	94 19%	105 21%	115 23%	94 19%	92 19%	227 16%
Tend/definitely disagree (Net)	568 14%	347 13%	26 17%	96 16%	94 17%	120 13%	110 14%	103 14%	96 16%	26 17%	94 17%	14 20%	84 17%	59 12%	58 12%	40 8%	63 13%	265 19%
Tend to disagree (2)	278 7%	175 7%	12 8%	48 8%	43 8%	47 5%	63 8%	56 8%	48 8%	12 8%	43 8%	9 12%	38 8%	31 6%	29 6%	24 5%	31 6%	125 9%
Definitely disagree (1)	289 7%	172 7%	14 9%	49 8%	51 9%	73 8%	47 6%	47 6%	49 8%	14 9%	51 9%	5 8%	45 9%	28 6%	29 6%	16 3%	31 6%	140 10%
Not applicable	95 2%	52 2%	2 1%	23 4%	19 3%	8 1%	17 2%	24 3%	23 4%	2 1%	19 3%	2 3%	18 4%	13 3%	6 1%	7 1%	1 *	51 4%
Don't know	41 1%	18 1%	2 1%	13 2%	8 1%	8 1%	7 1%	3 *	13 2%	2 1%	8 1%	-	8 2%	7 1%	5 1%	4 1%	3 1%	14 1%
Mean Score	3.72	3.75	3.78	3.57	3.73	3.76	3.74	3.75	3.57	3.78	3.73	3.59	3.60	3.77	3.74	3.93	3.79	3.63
Standard Deviation	1.17	1.15	1.26	1.19	1.24	1.15	1.13	1.15	1.19	1.26	1.24	1.24	1.21	1.12	1.11	1.00	1.12	1.27
Standard Error	0.019	0.023	0.103	0.058	0.047	0.039	0.041	0.042	0.058	0.103	0.047	0.155	0.054	0.051	0.052	0.046	0.050	0.035

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

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

Base : All Respondents

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	697	346	351	62	150	132	118	88	74	73	145	224	173	155	287	88	248	66	169	236	290
	18%	18%	17%	20%	25%	20%	16%	15%	15%	13%	15%	18%	20%	19%	17%	16%	18%	24%	24%	16%	17%
Definitely agree	(5) 290	148	142	31	57	49	49	34	32	39	57	79	81	73	101	41	118	28	77	96	115
	7%	8%	7%	10%	9%	8%	7%	6%	6%	7%	6%	6%	9%	9%	6%	8%	9%	10%	11%	6%	7%
Tend to agree	(4) 407	199	208	31	94	83	68	54	43	33	88	145	93	82	186	47	131	38	91	140	174
	10%	10%	10%	10%	15%	13%	9%	9%	8%	6%	9%	12%	11%	10%	11%	9%	9%	14%	13%	9%	10%
Neither agree nor disagree	(3) 712	356	357	57	127	127	145	118	76	63	178	250	148	136	368	92	206	45	104	283	325
	18%	19%	18%	18%	21%	19%	20%	20%	15%	12%	18%	20%	17%	16%	21%	17%	15%	17%	14%	19%	19%
Tend/definitely disagree (Net)	2322	1126	1197	183	304	376	437	352	330	340	642	737	480	463	1002	344	817	155	401	891	1030
	59%	59%	60%	58%	50%	58%	60%	60%	65%	63%	65%	59%	56%	56%	58%	64%	59%	57%	56%	59%	60%
Tend to disagree	(2) 1175	590	586	125	185	198	228	178	133	129	320	371	246	238	552	176	348	98	209	425	540
	30%	31%	29%	40%	31%	30%	31%	31%	26%	24%	32%	30%	29%	29%	32%	33%	25%	36%	29%	28%	32%
Definitely disagree	(1) 1147	536	611	58	119	179	209	174	197	212	322	366	233	225	450	168	469	57	192	465	490
	29%	28%	30%	18%	20%	27%	29%	30%	39%	39%	33%	29%	27%	27%	26%	31%	34%	21%	27%	31%	29%
Not applicable	115	54	61	9	17	10	17	15	15	33	16	26	28	44	38	11	61	5	24	54	37
	3%	3%	3%	3%	3%	2%	2%	3%	3%	6%	2%	2%	3%	5%	2%	2%	4%	2%	3%	4%	2%
Don't know	76	36	40	5	6	6	9	11	10	30	9	15	23	30	24	5	48	-	19	33	23
	2%	2%	2%	2%	1%	1%	1%	2%	2%	6%	1%	1%	3%	4%	1%	1%	3%	-	3%	2%	1%
Mean Score	2.33	2.36	2.31	2.51	2.63	2.41	2.32	2.28	2.12	2.07	2.21	2.34	2.43	2.39	2.36	2.27	2.28	2.56	2.49	2.27	2.32
Standard Deviation	1.23	1.23	1.23	1.21	1.25	1.24	1.20	1.18	1.23	1.26	1.17	1.21	1.29	1.28	1.17	1.22	1.30	1.27	1.34	1.21	1.20
Standard Error	0.020	0.030	0.028	0.088	0.058	0.050	0.046	0.051	0.050	0.050	0.037	0.036	0.048	0.044	0.030	0.056	0.033	0.099	0.046	0.031	0.033

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	697 18%	147 26%	378 16%	78 17%	94 16%	97 20%	76 18%	63 15%	461 18%	155 20%	203 17%	179 17%	158 18%
Definitely agree (5)	290 7%	68 12%	138 6%	34 7%	49 8%	44 9%	24 6%	28 6%	194 8%	62 8%	75 6%	85 8%	66 7%
Tend to agree (4)	407 10%	78 14%	240 10%	44 9%	45 8%	53 11%	52 12%	35 8%	267 10%	93 12%	128 11%	94 9%	91 10%
Neither agree nor disagree (3)	712 18%	109 19%	442 19%	67 14%	94 16%	101 21%	88 21%	88 20%	435 17%	147 19%	219 19%	212 20%	132 15%
Tend/definitely disagree (Net)	2322 59%	307 54%	1339 58%	305 65%	372 63%	269 55%	248 58%	263 61%	1542 60%	477 61%	713 61%	604 57%	511 57%
Tend to disagree (2)	1175 30%	156 28%	719 31%	125 27%	175 30%	136 28%	146 34%	137 32%	756 29%	224 28%	379 32%	308 29%	252 28%
Definitely disagree (1)	1147 29%	150 27%	620 27%	180 39%	197 33%	133 27%	103 24%	125 29%	786 30%	254 32%	334 29%	296 28%	258 29%
Not applicable	115 3%	2 *	91 4%	10 2%	13 2%	13 3%	8 2%	13 3%	81 3%	2 *	25 2%	28 3%	58 6%
Don't know	76 2%	3 *	50 2%	8 2%	16 3%	7 1%	6 1%	5 1%	58 2%	5 1%	8 1%	28 3%	36 4%
Mean Score	2.33	2.57	2.33	2.17	2.24	2.44	2.39	2.28	2.31	2.34	2.32	2.36	2.32
Standard Deviation	1.23	1.34	1.18	1.26	1.26	1.27	1.16	1.18	1.25	1.26	1.20	1.24	1.26
Standard Error	0.020	0.067	0.023	0.069	0.061	0.063	0.061	0.070	0.024	0.044	0.039	0.041	0.040

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

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

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	697	364	333	371	202	100	23	174	33	68	133	31	102	90	13	48
	18%	17%	18%	17%	16%	25%	20%	22%	17%	16%	17%	16%	15%	18%	24%	19%
Definitely agree (5)	290	151	140	148	79	46	16	74	11	26	52	9	38	50	4	24
	7%	7%	8%	7%	6%	11%	14%	9%	5%	6%	7%	5%	6%	10%	7%	9%
Tend to agree (4)	407	214	193	223	123	54	7	101	23	43	81	22	65	39	10	24
	10%	10%	11%	10%	10%	13%	6%	13%	11%	10%	10%	11%	10%	8%	17%	9%
Neither agree nor disagree (3)	712	398	315	395	250	51	16	139	41	91	168	41	136	51	7	31
	18%	19%	17%	18%	20%	13%	14%	17%	20%	22%	21%	21%	20%	10%	12%	12%
Tend/definitely disagree (Net)	2322	1234	1089	1283	735	236	69	438	111	255	446	117	425	322	33	165
	59%	59%	59%	59%	59%	58%	58%	55%	55%	60%	56%	59%	63%	66%	60%	64%
Tend to disagree (2)	1175	619	556	661	371	110	33	240	63	140	214	66	222	130	15	79
	30%	30%	30%	31%	30%	27%	28%	30%	32%	33%	27%	33%	33%	27%	27%	31%
Definitely disagree (1)	1147	615	533	621	364	126	35	198	48	114	232	51	202	192	18	86
	29%	29%	29%	29%	29%	31%	30%	25%	24%	27%	29%	26%	30%	39%	33%	33%
Not applicable	115	60	55	67	31	10	7	28	11	8	28	6	7	17	1	7
	3%	3%	3%	3%	3%	2%	6%	4%	6%	2%	4%	3%	1%	3%	2%	3%
Don't know	76	32	44	41	22	10	3	18	4	3	24	3	4	11	1	7
	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	3%	1%	1%	2%	2%	3%
Mean Score	2.33	2.33	2.34	2.32	2.31	2.44	2.40	2.48	2.38	2.34	2.34	2.33	2.26	2.19	2.36	2.27
Standard Deviation	1.23	1.23	1.24	1.22	1.20	1.38	1.40	1.28	1.16	1.16	1.22	1.14	1.16	1.35	1.32	1.30
Standard Error	0.020	0.028	0.029	0.027	0.035	0.069	0.124	0.046	0.087	0.059	0.044	0.088	0.046	0.062	0.191	0.082

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	697	259	147	132	66	93	79	292	58	144	123	131	75	92	50	15	22	7
	18%	16%	20%	16%	27%	17%	15%	18%	15%	17%	23%	16%	15%	17%	10%	19%	16%	19%
Definitely agree	(5) 290	105	64	50	36	35	33	115	23	56	63	48	27	37	19	8	8	5
	7%	7%	9%	6%	15%	6%	6%	7%	6%	7%	12%	6%	6%	7%	4%	10%	6%	14%
Tend to agree	(4) 407	154	83	82	30	58	47	177	35	88	60	83	48	56	31	7	14	2
	10%	10%	11%	10%	12%	10%	9%	11%	9%	10%	11%	10%	10%	10%	7%	8%	10%	5%
Neither agree nor disagree	(3) 712	264	137	170	39	103	95	300	73	177	68	136	98	117	97	12	24	6
	18%	17%	19%	21%	16%	18%	18%	18%	19%	21%	13%	17%	20%	22%	20%	15%	17%	19%
Tend/definitely disagree (Net)	2322	1005	421	464	120	312	344	938	244	491	305	519	285	309	322	50	89	21
	59%	64%	58%	56%	50%	55%	66%	57%	64%	57%	58%	63%	59%	57%	67%	61%	63%	62%
Tend to disagree	(2) 1175	497	241	217	54	166	177	484	120	250	143	272	151	149	160	22	41	10
	30%	32%	33%	26%	23%	29%	34%	30%	32%	29%	27%	33%	31%	28%	33%	27%	29%	29%
Definitely disagree	(1) 1147	508	181	247	65	146	167	454	123	241	162	247	134	160	162	28	48	11
	29%	32%	25%	30%	27%	26%	32%	28%	32%	28%	31%	30%	28%	30%	34%	34%	34%	33%
Not applicable	115	28	10	29	13	34	3	63	5	26	17	20	20	14	4	3	3	-
	3%	2%	1%	4%	5%	6%	1%	4%	1%	3%	3%	3%	4%	3%	1%	3%	2%	-
Don't know	76	17	7	27	4	21	2	39	2	19	13	12	5	8	7	1	3	-
	2%	1%	1%	3%	2%	4%	*	2%	1%	2%	3%	1%	1%	1%	2%	2%	2%	-
Mean Score	2.33	2.25	2.44	2.31	2.63	2.35	2.23	2.36	2.24	2.35	2.43	2.25	2.31	2.35	2.12	2.30	2.21	2.39
Standard Deviation	1.23	1.21	1.24	1.21	1.43	1.20	1.18	1.23	1.18	1.21	1.38	1.18	1.17	1.22	1.08	1.33	1.21	1.38
Standard Error	0.020	0.031	0.049	0.044	0.096	0.051	0.052	0.032	0.061	0.043	0.060	0.043	0.056	0.054	0.050	0.144	0.100	0.252

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	697 18%	393 15%	35 23%	127 21%	134 24%	161 17%	132 16%	95 13%	127 21%	35 23%	134 24%	5 7%	90 18%	68 14%	71 14%	96 19%	78 16%	294 21%
Definitely agree (5)	290 7%	152 6%	19 13%	59 10%	58 10%	66 7%	43 5%	40 5%	59 10%	19 13%	58 10%	3 5%	52 10%	22 4%	26 5%	36 7%	26 5%	128 9%
Tend to agree (4)	407 10%	241 9%	16 11%	68 11%	76 13%	95 10%	89 11%	56 7%	68 11%	16 11%	76 13%	1 2%	38 8%	46 9%	45 9%	60 12%	52 10%	166 12%
Neither agree nor disagree (3)	712 18%	491 19%	20 14%	116 19%	83 15%	190 20%	144 18%	149 20%	116 19%	20 14%	83 15%	8 11%	99 20%	98 20%	113 23%	103 21%	106 21%	194 14%
Tend/definitely disagree (Net)	2322 59%	1596 62%	92 61%	309 52%	309 55%	592 61%	492 61%	462 62%	309 52%	92 61%	309 55%	50 72%	273 55%	307 62%	295 59%	287 58%	310 62%	850 59%
Tend to disagree (2)	1175 30%	806 31%	46 31%	151 25%	163 29%	300 31%	261 32%	223 30%	151 25%	46 31%	163 29%	23 33%	153 31%	156 31%	134 27%	152 30%	169 34%	411 29%
Definitely disagree (1)	1147 29%	790 31%	45 30%	159 27%	146 26%	292 30%	231 29%	239 32%	159 27%	45 30%	146 26%	27 39%	120 24%	151 30%	161 32%	135 27%	141 28%	438 31%
Not applicable	115 3%	64 2%	1 1%	27 4%	23 4%	12 1%	22 3%	27 4%	27 4%	1 1%	23 4%	2 3%	21 4%	13 3%	6 1%	8 2%	2 *	65 5%
Don't know	76 2%	37 1%	2 1%	20 3%	18 3%	7 1%	14 2%	11 1%	20 3%	2 1%	18 3%	5 7%	16 3%	12 2%	13 3%	5 1%	3 1%	28 2%
Mean Score	2.33	2.26	2.43	2.49	2.50	2.30	2.29	2.20	2.49	2.43	2.50	1.89	2.46	2.22	2.25	2.40	2.30	2.35
Standard Deviation	1.23	1.18	1.37	1.31	1.33	1.21	1.17	1.16	1.31	1.37	1.33	1.05	1.27	1.14	1.17	1.22	1.14	1.31
Standard Error	0.020	0.024	0.111	0.064	0.051	0.040	0.043	0.043	0.064	0.111	0.051	0.138	0.057	0.052	0.055	0.057	0.051	0.036

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 27%	1805 46%	2590 66%	2492 64%	697 18%
Definitely agree	(5)	391 10%	780 20%	1572 40%	1081 28%	290 7%
Tend to agree	(4)	651 17%	1025 26%	1018 26%	1410 36%	407 10%
Neither agree nor disagree	(3)	1196 30%	586 15%	493 13%	727 19%	712 18%
Tend/definitely disagree (Net)		1568 40%	1438 37%	548 14%	568 14%	2322 59%
Tend to disagree	(2)	905 23%	879 22%	398 10%	278 7%	1175 30%
Definitely disagree	(1)	663 17%	559 14%	150 4%	289 7%	1147 29%
Not applicable		34 1%	62 2%	97 2%	95 2%	115 3%
Don't know		83 2%	32 1%	196 5%	41 1%	76 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

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	415	225	190	23	99	98	62	61	34	39	126	161	49	79	181	63	126	43	124	195	96
	11%	12%	9%	7%	16%	15%	8%	10%	7%	7%	13%	13%	6%	10%	11%	12%	9%	16%	17%	13%	6%
No	3467	1674	1793	290	499	545	662	518	460	493	854	1075	795	743	1523	470	1236	226	585	1284	1594
	88%	87%	89%	92%	83%	84%	91%	89%	91%	92%	86%	86%	93%	90%	89%	87%	90%	83%	82%	86%	94%
Or, is it in the same place	30	14	16	1	3	6	2	3	10	5	9	13	5	2	11	5	13	1	3	11	15
	1%	1%	1%	*	1%	1%	*	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%
Don't know	11	4	7	2	3	3	-	1	1	1	*	4	4	3	4	2	4	1	4	7	-
	*	*	*	1%	1%	*	-	*	*	*	*	*	1%	*	*	*	*	*	1%	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	415 11%	287 51%	128 6%	-	-	71 15%	41 10%	32 7%	271 11%	155 20%	119 10%	88 8%	52 6%
No	3467 88%	278 49%	2137 93%	464 99%	588 100%	409 84%	384 90%	399 92%	2276 88%	626 80%	1040 89%	949 90%	829 93%
Or, is it in the same place	30 1%	-	28 1%	2 *	-	4 1%	1 *	1 *	23 1%	4 *	5 *	11 1%	10 1%
Don't know	11 *	2 *	7 *	2 *	-	3 1%	1 *	-	7 *	1 *	3 *	3 *	3 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	415 11%	142 7%	273 15%	131 6%	173 14%	105 26%	6 5%	69 9%	21 10%	41 10%	68 9%	35 18%	71 11%	58 12%	7 13%	41 16%
No	3467 88%	1924 92%	1543 84%	2002 93%	1056 85%	298 73%	111 94%	719 90%	178 89%	379 89%	723 90%	161 81%	599 89%	426 87%	47 87%	215 83%
Or, is it in the same place	30 1%	18 1%	11 1%	21 1%	6 *	2 *	1 1%	8 1%	2 1%	4 1%	2 *	2 1%	2 *	7 1%	-	3 1%
Don't know	11 *	4 *	7 *	3 *	4 *	3 1%	* *	3 *	- -	* *	6 1%	- -	2 *	* *	- -	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	415 11%	203 13%	77 11%	65 8%	32 13%	38 7%	42 8%	89 5%	66 17%	106 12%	111 21%	54 7%	24 5%	33 6%	66 14%	12 14%	14 10%	13 37%
No	3467 88%	1357 86%	640 89%	745 91%	205 85%	519 92%	473 90%	1529 94%	314 82%	742 87%	409 78%	757 93%	458 95%	495 92%	411 86%	70 85%	127 90%	20 59%
Or, is it in the same place	30 1%	12 1%	3 *	9 1%	2 1%	3 1%	7 1%	14 1%	1 *	5 1%	3 1%	4 1%	2 *	11 2%	2 1%	* *	- -	1 4%
Don't know	11 *	2 *	3 *	3 *	1 1%	3 1%	3 *	1 *	* *	4 *	4 1%	3 *	- -	1 *	- -	- -	1 1%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	415 11%	216 8%	40 27%	73 12%	84 15%	54 6%	63 8%	93 12%	73 12%	40 27%	84 15%	6 9%	55 11%	49 10%	41 8%	59 12%	78 16%	133 9%
No	3467 88%	2339 91%	107 72%	518 87%	478 84%	898 93%	733 91%	645 87%	518 87%	107 72%	478 84%	63 91%	441 89%	438 88%	453 91%	434 87%	417 84%	1285 90%
Or, is it in the same place	30 1%	21 1%	1 *	5 1%	3 *	8 1%	7 1%	6 1%	5 1%	1 *	3 *	-	2 *	5 1%	4 1%	6 1%	4 1%	10 1%
Don't know	11 *	4 *	1 1%	3 1%	3 *	2 *	1 *	1 *	3 1%	1 1%	3 *	-	1 *	7 1%	* *	1 *	1 *	2 *

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	354	171	183	14	70	76	63	47	37	47	108	136	39	71	149	48	130	25	118	165	70
Weighted base	415	225	190	23	99	98	62	61	34	39	126	161	49	79	181	63	126	43	124	195	96
2 minutes or less	32 8%	25 11%	7 4%	4 19%	10 10%	8 8%	6 10%	1 1%	1 2%	2 6%	5 4%	23 14%	1 2%	3 4%	22 12%	1 1%	5 4%	5 12%	17 14%	13 6%	3 3%
3-4 minutes	57 14%	28 13%	28 15%	2 10%	18 18%	10 11%	12 20%	7 12%	6 17%	1 4%	12 10%	26 16%	7 14%	11 14%	26 15%	11 17%	13 10%	6 14%	23 19%	26 13%	8 9%
5-6 minutes	71 17%	40 18%	31 16%	9 38%	17 17%	11 11%	7 11%	14 23%	9 25%	5 13%	27 22%	21 13%	6 12%	17 22%	30 17%	10 16%	19 15%	11 26%	34 27%	23 12%	15 15%
7-13 minutes	129 31%	80 35%	49 26%	2 10%	30 31%	40 41%	17 27%	19 31%	6 18%	14 36%	51 40%	42 26%	18 37%	18 23%	60 33%	20 32%	32 26%	14 33%	25 20%	74 38%	30 31%
14-26 minutes	80 19%	29 13%	50 26%	3 12%	19 19%	19 19%	12 19%	8 13%	10 28%	10 26%	21 17%	34 21%	13 27%	11 14%	30 17%	13 21%	33 26%	4 8%	15 12%	43 22%	22 23%
27-43 minutes	21 5%	11 5%	10 5%	- -	4 5%	2 2%	2 4%	9 15%	1 2%	2 5%	1 1%	9 6%	1 1%	10 12%	5 3%	1 2%	14 11%	- -	4 4%	3 1%	14 14%
44 minutes or longer	9 2%	4 2%	5 3%	- -	1 1%	1 1%	4 6%	- -	2 6%	2 4%	2 2%	3 2%	1 1%	3 3%	1 *	1 1%	6 5%	1 2%	1 1%	7 4%	1 1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	17 4%	8 3%	10 5%	2 11%	-	7 7%	2 4%	3 4%	1 2%	2 6%	7 5%	3 2%	3 6%	5 6%	6 3%	6 9%	4 3%	2 4%	5 4%	7 4%	5 5%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	354	208	146	-	-	55	29	24	246	134	81	75	62
Weighted base	415	287	128	-	-	71	41	32	271	155	119	88	52
2 minutes or less	32 8%	28 10%	5 4%	-	-	2 2%	3 6%	-	28 10%	10 7%	20 16%	1 1%	1 3%
3-4 minutes	57 14%	46 16%	11 9%	-	-	4 6%	4 11%	3 9%	45 17%	22 14%	14 12%	17 19%	4 8%
5-6 minutes	71 17%	58 20%	13 10%	-	-	15 22%	4 9%	6 18%	46 17%	29 19%	19 16%	13 15%	10 19%
7-13 minutes	129 31%	78 27%	50 39%	-	-	29 41%	20 49%	10 32%	70 26%	63 40%	35 29%	22 25%	10 19%
14-26 minutes	80 19%	48 17%	32 25%	-	-	13 18%	7 18%	9 27%	50 19%	26 17%	16 14%	20 23%	17 34%
27-43 minutes	21 5%	14 5%	7 5%	-	-	2 3%	2 4%	1 3%	15 6%	1 1%	11 9%	4 5%	4 7%
44 minutes or longer	9 2%	3 1%	6 4%	-	-	1 1%	-	2 7%	5 2%	1 1%	-	4 5%	3 5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	17 4%	13 5%	4 3%	-	-	4 6%	1 2%	2 5%	11 4%	3 2%	4 3%	8 9%	3 6%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	354	110	244	114	140	91	9	59	21	32	63	23	58	50	7	38
Weighted base	415	142	273	131	173	105	6	69	21	41	68	35	71	58	7	41
2 minutes or less	32 8%	4 3%	28 10%	6 4%	14 8%	12 12%	1 16%	5 7%	-	3 7%	5 8%	2 4%	8 12%	2 4%	1 14%	6 15%
3-4 minutes	57 14%	12 8%	45 17%	8 6%	25 15%	24 23%	-	5 8%	3 13%	3 6%	8 12%	2 6%	13 18%	17 30%	-	4 11%
5-6 minutes	71 17%	18 13%	53 19%	13 10%	29 17%	29 27%	1 10%	11 15%	2 9%	9 23%	18 26%	8 24%	12 17%	8 14%	-	3 7%
7-13 minutes	129 31%	48 34%	81 30%	42 32%	65 38%	21 20%	* 5%	16 23%	8 38%	16 40%	22 32%	14 38%	22 31%	15 25%	-	16 38%
14-26 minutes	80 19%	33 23%	46 17%	35 27%	29 17%	14 13%	2 30%	17 25%	7 31%	7 16%	8 12%	6 17%	12 17%	7 13%	6 86%	10 24%
27-43 minutes	21 5%	14 10%	7 3%	16 12%	2 1%	1 1%	2 30%	8 12%	1 5%	1 2%	2 3%	2 6%	2 3%	3 5%	-	2 4%
44 minutes or longer	9 2%	6 4%	2 1%	6 5%	2 1%	1 1%	-	2 3%	1 3%	2 5%	3 4%	-	-	2 3%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	17 4%	7 5%	10 4%	7 5%	6 3%	4 4%	1 9%	5 8%	-	1 2%	3 4%	2 5%	2 3%	4 8%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	354	173	60	50	30	41	34	80	51	89	100	41	22	29	51	13	16	11
Weighted base	415	203	77	65	32	38	42	89	66	106	111	54	24	33	66	12	14	13
2 minutes or less	32 8%	15 7%	9 12%	5 7%	1 2%	3 7%	3 8%	2 3%	10 16%	3 3%	13 12%	3 6%	- -	2 5%	3 4%	1 6%	- -	- -
3-4 minutes	57 14%	34 17%	10 13%	8 12%	2 8%	2 4%	1 2%	7 8%	7 10%	19 17%	24 21%	4 8%	1 6%	1 3%	8 11%	3 22%	1 11%	6 45%
5-6 minutes	71 17%	34 17%	11 14%	13 20%	6 19%	7 18%	1 2%	12 13%	16 24%	13 13%	29 26%	9 16%	2 8%	1 4%	10 15%	4 37%	1 8%	3 23%
7-13 minutes	129 31%	66 32%	28 36%	20 31%	8 25%	7 19%	16 38%	26 29%	19 28%	46 44%	22 20%	11 21%	9 37%	16 49%	27 40%	3 21%	10 70%	2 17%
14-26 minutes	80 19%	36 18%	11 15%	13 20%	6 18%	13 34%	10 24%	25 28%	12 17%	18 17%	15 14%	13 24%	8 35%	6 19%	15 22%	2 14%	2 11%	1 7%
27-43 minutes	21 5%	10 5%	- -	3 5%	7 22%	- -	5 12%	11 12%	- -	2 2%	2 2%	10 18%	- -	3 10%	2 3%	- -	- -	- -
44 minutes or longer	9 2%	3 2%	* -	3 4%	- -	3 7%	2 5%	4 4%	2 3%	- -	1 1%	2 4%	1 4%	2 6%	1 1%	- -	- -	- -
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	17 4%	5 2%	7 9%	- -	2 6%	4 10%	4 9%	3 3%	1 2%	5 4%	5 4%	2 3%	3 11%	1 3%	2 3%	- -	- -	1 8%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	354	183	31	50	87	43	58	78	50	31	87	4	41	38	38	47	62	128
Weighted base	415	216	40	73	84	54	63	93	73	40	84	6	55	49	41	59	78	133
2 minutes or less	32 8%	8 4%	10 25%	5 7%	7 9%	2 4%	-	6 7%	5 7%	10 25%	7 9%	-	1 2%	9 18%	1 2%	6 10%	7 9%	8 6%
3-4 minutes	57 14%	24 11%	9 22%	10 13%	14 17%	-	5 8%	17 19%	10 13%	9 22%	14 17%	2 29%	3 6%	7 15%	11 26%	9 15%	9 11%	18 13%
5-6 minutes	71 17%	30 14%	9 23%	7 10%	24 29%	12 22%	9 14%	9 10%	7 10%	9 23%	24 29%	-	13 24%	5 11%	9 21%	8 13%	14 18%	22 17%
7-13 minutes	129 31%	78 36%	5 12%	26 35%	20 24%	20 37%	20 31%	35 38%	26 35%	5 12%	20 24%	3 54%	12 22%	19 38%	9 22%	21 36%	33 43%	34 26%
14-26 minutes	80 19%	46 22%	4 9%	18 25%	11 13%	14 26%	23 36%	10 11%	18 25%	4 9%	11 13%	-	12 21%	5 10%	9 21%	13 23%	11 14%	30 23%
27-43 minutes	21 5%	15 7%	-	2 2%	4 5%	2 4%	-	13 14%	2 2%	-	4 5%	-	7 13%	3 5%	2 5%	1 2%	1 1%	7 5%
44 minutes or longer	9 2%	6 3%	* 1%	2 2%	1 1%	2 4%	2 3%	2 2%	2 2%	* 1%	1 1%	-	2 4%	-	1 3%	1 1%	-	5 3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	17 4%	9 4%	3 8%	3 5%	2 3%	2 4%	5 7%	1 1%	3 5%	3 8%	2 3%	1 17%	4 7%	1 2%	-	1 1%	3 4%	8 6%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	394	189	205	15	73	83	65	51	52	55	121	151	46	76	161	54	151	26	126	179	87
Weighted base	445	239	206	23	102	103	64	64	44	44	135	174	53	82	191	68	139	44	128	206	110
At least once a week (Net)	180	111	69	17	54	43	28	14	12	12	63	70	20	28	93	22	32	32	70	91	19
	41%	46%	34%	72%	53%	42%	44%	21%	27%	28%	46%	40%	37%	34%	49%	33%	23%	72%	55%	44%	17%
At least once a day	67	47	19	14	28	15	4	3	-	3	27	27	6	6	40	6	3	17	27	35	4
	15%	20%	9%	61%	27%	15%	6%	4%	-	6%	20%	15%	12%	8%	21%	9%	2%	40%	21%	17%	4%
Less than once a day, but at least 3 times a week	45	26	19	3	14	10	9	1	1	6	17	12	7	8	20	3	10	12	17	21	7
	10%	11%	9%	11%	14%	10%	14%	2%	2%	14%	13%	7%	13%	10%	11%	4%	7%	28%	13%	10%	6%
Once or twice a week	68	37	31	-	12	17	15	10	11	3	18	31	7	13	32	14	19	2	27	34	8
	15%	16%	15%	-	12%	17%	24%	15%	24%	8%	13%	18%	12%	16%	17%	20%	14%	5%	21%	16%	7%
Less than that but more than twice a month	22	10	13	3	2	8	4	1	3	1	8	7	3	5	10	3	8	2	4	11	7
	5%	4%	6%	13%	2%	8%	6%	2%	7%	2%	6%	4%	5%	6%	5%	4%	5%	6%	3%	6%	6%
Once or twice a month	77	39	38	1	20	23	7	13	7	6	23	32	9	13	35	10	30	2	21	29	26
	17%	16%	19%	6%	19%	22%	11%	20%	16%	13%	17%	19%	16%	16%	18%	15%	22%	5%	17%	14%	24%
Less than that but more than twice a year	49	28	21	1	9	13	4	7	11	5	19	18	6	6	20	14	14	1	9	24	16
	11%	12%	10%	3%	9%	12%	6%	11%	24%	10%	14%	10%	11%	7%	11%	21%	10%	2%	7%	12%	15%
Once or twice a year	31	16	15	-	2	7	5	15	2	*	8	6	5	11	7	11	13	-	2	11	18
	7%	7%	8%	-	2%	7%	8%	23%	6%	1%	6%	4%	10%	14%	4%	17%	9%	-	2%	5%	17%
Less than that or never	85	36	49	1	15	10	16	15	9	20	14	41	11	19	27	7	43	7	22	40	23
	19%	15%	24%	6%	15%	9%	25%	23%	20%	45%	10%	24%	21%	23%	14%	11%	31%	15%	17%	19%	21%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	394	208	185	1	-	59	30	26	279	140	86	88	78
Weighted base	445	287	156	2	-	75	42	33	294	159	124	99	62
At least once a week (Net)	180	139	41	-	-	29	10	13	127	81	54	28	16
	41%	48%	26%	-	-	39%	25%	39%	43%	51%	44%	29%	26%
At least once a day	67	60	7	-	-	11	-	-	55	31	31	4	1
	15%	21%	4%	-	-	15%	-	-	19%	20%	25%	4%	1%
Less than once a day, but at least 3 times a week	45	29	16	-	-	4	7	3	31	17	9	13	5
	10%	10%	10%	-	-	5%	18%	9%	10%	11%	7%	13%	8%
Once or twice a week	68	50	18	-	-	14	3	10	41	33	14	11	10
	15%	18%	12%	-	-	19%	7%	30%	14%	21%	12%	11%	17%
Less than that but more than twice a month	22	13	9	-	-	2	5	3	11	10	3	5	4
	5%	5%	6%	-	-	3%	13%	10%	4%	6%	2%	5%	7%
Once or twice a month	77	50	27	-	-	21	3	6	47	28	20	20	9
	17%	18%	17%	-	-	28%	8%	18%	16%	18%	16%	20%	14%
Less than that but more than twice a year	49	36	13	-	-	8	8	-	33	20	18	5	5
	11%	13%	8%	-	-	11%	19%	-	11%	12%	14%	6%	8%
Once or twice a year	31	19	13	-	-	-	9	2	20	7	12	7	6
	7%	6%	8%	-	-	-	21%	6%	7%	4%	10%	7%	10%
Less than that or never	85	30	54	2	-	14	6	9	56	13	17	33	22
	19%	10%	35%	100%	-	19%	14%	27%	19%	8%	14%	33%	36%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	394	132	262	139	150	94	11	67	23	37	66	26	62	60	7	42
Weighted base	445	160	285	152	179	107	7	77	23	45	70	37	73	65	7	44
At least once a week (Net)	180	37	143	-	111	69	-	24	6	19	28	10	32	35	3	22
	41%	23%	50%	-	62%	64%	-	31%	27%	41%	40%	26%	44%	53%	42%	50%
At least once a day	67	11	56	-	38	29	-	8	5	11	15	4	12	5	-	6
	15%	7%	20%	-	21%	27%	-	11%	21%	24%	21%	11%	16%	8%	-	14%
Less than once a day, but at least 3 times a week	45	14	31	-	30	15	-	6	1	2	2	3	6	17	1	5
	10%	9%	11%	-	17%	14%	-	8%	6%	5%	3%	8%	9%	26%	8%	11%
Once or twice a week	68	13	55	-	44	24	-	10	-	6	11	2	14	13	2	11
	15%	8%	19%	-	25%	23%	-	12%	-	13%	15%	6%	19%	20%	34%	25%
Less than that but more than twice a month	22	12	11	10	7	4	1	6	-	3	1	1	6	3	-	2
	5%	7%	4%	7%	4%	4%	12%	7%	-	8%	2%	3%	8%	4%	-	5%
Once or twice a month	77	24	53	37	25	11	3	13	5	7	16	9	19	2	1	6
	17%	15%	19%	24%	14%	11%	48%	17%	22%	15%	23%	23%	26%	3%	9%	13%
Less than that but more than twice a year	49	25	24	24	15	9	1	8	3	5	1	13	6	6	-	8
	11%	15%	9%	16%	8%	8%	9%	11%	11%	11%	1%	34%	8%	9%	-	19%
Once or twice a year	31	20	11	25	6	1	-	9	3	2	5	-	3	6	1	2
	7%	13%	4%	16%	3%	1%	-	12%	13%	5%	7%	-	4%	10%	20%	4%
Less than that or never	85	42	43	56	14	13	2	17	6	9	20	5	7	14	2	4
	19%	26%	15%	37%	8%	12%	31%	22%	27%	20%	28%	14%	9%	21%	28%	9%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	394	190	65	61	33	45	42	97	53	97	105	47	25	42	54	14	16	13
Weighted base	445	215	79	74	34	42	49	103	67	112	114	59	26	44	69	12	14	14
At least once a week (Net)	180	89	34	38	9	11	-	-	40	71	69	-	-	-	49	7	9	12
	41%	41%	43%	51%	27%	25%	-	-	60%	64%	60%	-	-	-	71%	60%	65%	82%
At least once a day	67	30	10	25	2	-	-	-	9	28	29	-	-	-	18	2	2	5
	15%	14%	12%	34%	5%	-	-	-	14%	25%	26%	-	-	-	26%	20%	18%	36%
Less than once a day, but at least 3 times a week	45	25	9	3	2	5	-	-	11	19	15	-	-	-	15	1	2	4
	10%	12%	12%	5%	7%	11%	-	-	16%	17%	14%	-	-	-	21%	6%	13%	28%
Once or twice a week	68	33	15	9	5	6	-	-	20	24	24	-	-	-	16	4	5	3
	15%	16%	19%	12%	15%	14%	-	-	30%	21%	21%	-	-	-	24%	34%	35%	18%
Less than that but more than twice a month	22	8	5	3	3	4	2	8	3	4	5	3	2	4	2	-	2	*
	5%	4%	7%	4%	8%	9%	5%	8%	5%	3%	4%	5%	8%	10%	3%	-	14%	3%
Once or twice a month	77	40	17	6	5	9	9	28	10	15	15	20	5	11	5	3	1	1
	17%	19%	21%	8%	14%	22%	19%	27%	15%	13%	13%	33%	19%	26%	7%	24%	8%	6%
Less than that but more than twice a year	49	30	5	6	2	6	8	17	5	10	10	10	6	6	5	2	1	1
	11%	14%	6%	8%	5%	15%	16%	16%	7%	9%	8%	17%	21%	15%	7%	14%	8%	9%
Once or twice a year	31	10	9	5	7	1	6	18	*	6	1	12	6	5	1	*	-	-
	7%	5%	11%	6%	20%	1%	13%	18%	*	5%	1%	21%	24%	11%	1%	2%	-	-
Less than that or never	85	38	9	17	9	12	23	32	8	7	15	14	7	17	7	-	1	-
	19%	18%	12%	23%	26%	28%	47%	31%	12%	6%	13%	24%	28%	38%	10%	-	5%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	394	211	33	54	93	55	66	86	54	33	93	4	44	45	43	54	68	140
Weighted base	445	237	41	77	86	63	70	99	77	41	86	6	57	54	45	64	81	143
At least once a week (Net)	180 41%	77 32%	26 63%	31 41%	44 51%	17 28%	17 24%	42 42%	31 41%	26 63%	44 51%	1 17%	14 24%	20 36%	16 36%	30 47%	49 60%	52 36%
At least once a day	67 15%	28 12%	10 25%	10 13%	17 19%	3 6%	1 2%	22 22%	10 13%	10 25%	17 19%	1 17%	1 2%	10 19%	4 10%	11 18%	17 21%	22 16%
Less than once a day, but at least 3 times a week	45 10%	21 9%	5 12%	8 10%	12 13%	10 15%	5 7%	6 6%	8 10%	5 12%	12 13%	-	4 7%	6 11%	1 3%	9 13%	14 17%	11 8%
Once or twice a week	68 15%	28 12%	11 26%	14 18%	16 19%	4 7%	10 15%	14 14%	14 18%	11 26%	16 19%	-	9 16%	3 6%	10 23%	10 16%	18 22%	18 13%
Less than that but more than twice a month	22 5%	14 6%	* 1%	5 6%	3 4%	1 2%	6 9%	6 6%	5 6%	* 1%	3 4%	-	1 3%	5 9%	1 3%	3 5%	3 4%	8 6%
Once or twice a month	77 17%	46 19%	11 26%	10 13%	11 12%	13 21%	12 18%	19 19%	10 13%	11 26%	11 12%	2 33%	13 23%	3 6%	7 15%	12 19%	17 21%	24 17%
Less than that but more than twice a year	49 11%	31 13%	* 1%	9 12%	8 9%	11 17%	11 15%	8 8%	9 12%	* 1%	8 9%	2 29%	3 6%	12 22%	4 9%	8 13%	5 6%	17 12%
Once or twice a year	31 7%	24 10%	-	5 7%	2 2%	7 12%	8 11%	9 9%	5 7%	-	2 2%	-	9 16%	1 2%	8 18%	3 4%	2 2%	8 6%
Less than that or never	85 19%	46 19%	4 9%	17 22%	18 21%	13 21%	16 23%	15 15%	17 22%	4 9%	18 21%	1 21%	16 28%	13 25%	8 19%	8 12%	5 6%	35 24%

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

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

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	3591	1833	1758	288	553	603	682	528	460	478	941	1146	796	707	1617	499	1220	242	610	1362	1617
	92%	96%	88%	91%	92%	93%	94%	91%	91%	89%	95%	92%	93%	85%	94%	92%	88%	89%	85%	91%	95%
No	332	85	247	28	51	48	44	55	45	60	49	106	56	120	101	41	159	30	107	136	87
	8%	4%	12%	9%	8%	7%	6%	9%	9%	11%	5%	8%	7%	15%	6%	8%	12%	11%	15%	9%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	3591 92%	464 82%	2118 92%	440 94%	569 97%	440 90%	400 94%	397 92%	2354 91%	728 93%	1096 94%	972 92%	772 86%
No	332 8%	103 18%	182 8%	27 6%	19 3%	47 10%	27 6%	35 8%	223 9%	58 7%	71 6%	79 8%	122 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base : All Respondents

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	3591	1955	1636	2012	1133	337	108	718	191	400	739	178	626	447	44	229
	92%	94%	89%	93%	91%	83%	92%	90%	96%	94%	92%	90%	93%	91%	80%	89%
No	332	133	199	145	106	71	10	80	9	25	60	20	48	44	11	29
	8%	6%	11%	7%	9%	17%	8%	10%	4%	6%	8%	10%	7%	9%	20%	11%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	3591	1441	668	773	211	497	485	1527	350	784	446	780	457	501	460	78	133	32
	92%	92%	93%	94%	88%	88%	93%	93%	92%	91%	85%	95%	94%	93%	96%	96%	94%	93%
No	332	132	54	49	30	66	39	106	32	74	81	38	27	38	20	3	9	2
	8%	8%	7%	6%	12%	12%	7%	7%	8%	9%	15%	5%	6%	7%	4%	4%	6%	7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	3591 92%	2442 95%	134 89%	515 86%	476 84%	926 96%	765 95%	694 93%	515 86%	134 89%	476 84%	57 82%	424 85%	451 91%	470 94%	479 96%	485 97%	1281 90%
No	332 8%	138 5%	16 11%	83 14%	92 16%	36 4%	39 5%	50 7%	83 14%	16 11%	92 16%	12 18%	74 15%	47 9%	28 6%	19 4%	14 3%	150 10%
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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes - impossible	382	135	247	4	2	8	22	51	79	217	59	112	70	140	34	8	339	*	152	161	68
	10%	7%	12%	1%	*	1%	3%	9%	16%	40%	6%	9%	8%	17%	2%	1%	25%	*	21%	11%	4%
Difficult/No (Net)	3531	1778	1753	310	602	643	704	531	424	316	930	1136	781	685	1684	531	1033	269	561	1330	1636
	90%	93%	87%	98%	100%	99%	97%	91%	84%	59%	94%	91%	92%	83%	98%	98%	75%	99%	78%	89%	96%
Yes - difficult	238	114	124	4	11	13	30	32	64	84	53	79	51	54	39	23	167	6	42	117	79
	6%	6%	6%	1%	2%	2%	4%	6%	13%	16%	5%	6%	6%	7%	2%	4%	12%	2%	6%	8%	5%
No	3293	1664	1629	306	591	631	674	499	360	232	877	1057	730	630	1645	508	866	263	520	1213	1557
	84%	87%	81%	97%	98%	97%	93%	86%	71%	43%	89%	84%	86%	76%	96%	94%	63%	97%	72%	81%	91%
Don't know	10	4	6	1	-	-	-	1	2	6	1	4	2	3	-	1	8	1	3	7	*
	*	*	*	*	-	-	-	*	*	1%	*	*	*	*	-	*	1%	1%	*	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes - impossible	382 10%	37 7%	242 11%	49 10%	54 9%	7 2%	8 2%	13 3%	353 14%	30 4%	67 6%	79 8%	202 23%
Difficult/No (Net)	3531 90%	530 93%	2048 89%	419 90%	535 91%	479 98%	417 98%	418 97%	2217 86%	756 96%	1097 94%	971 92%	687 77%
Yes - difficult	238 6%	31 6%	141 6%	26 5%	40 7%	6 1%	19 5%	17 4%	195 8%	33 4%	57 5%	60 6%	85 10%
No	3293 84%	499 88%	1907 83%	393 84%	495 84%	473 97%	398 93%	400 93%	2022 78%	723 92%	1041 89%	911 87%	602 67%
Don't know	10 *	- -	10 *	- -	- -	- -	1 *	1 *	7 *	* *	3 *	1 *	5 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes - impossible	382 10%	172 8%	209 11%	212 10%	74 6%	52 13%	44 37%	92 12%	14 7%	10 2%	107 13%	9 4%	13 2%	100 20%	9 17%	22 8%
Difficult/No (Net)	3531 90%	1911 92%	1620 88%	1941 90%	1162 94%	354 87%	74 62%	705 88%	186 93%	413 97%	692 87%	189 95%	660 98%	387 79%	44 80%	237 92%
Yes - difficult	238 6%	124 6%	113 6%	148 7%	61 5%	24 6%	5 4%	44 5%	10 5%	15 4%	48 6%	8 4%	36 5%	48 10%	5 9%	19 7%
No	3293 84%	1787 86%	1506 82%	1793 83%	1101 89%	330 81%	69 59%	661 83%	175 88%	398 94%	643 81%	180 91%	624 93%	339 69%	39 71%	218 84%
Don't know	10 *	4 *	6 *	4 *	4 *	2 *	* *	1 *	1 *	2 *	- -	* *	1 *	4 1%	1 3%	- -

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes - impossible	382 10%	124 8%	39 5%	108 13%	37 15%	74 13%	43 8%	169 10%	14 4%	60 7%	96 18%	43 5%	31 6%	49 9%	8 2%	3 3%	7 5%	2 5%
Difficult/No (Net)	3531 90%	1447 92%	683 95%	713 87%	204 84%	484 86%	482 92%	1460 89%	367 96%	795 93%	428 81%	774 95%	453 94%	490 91%	472 98%	79 97%	134 95%	33 95%
Yes - difficult	238 6%	92 6%	39 5%	62 8%	18 8%	26 5%	38 7%	110 7%	10 3%	50 6%	29 6%	44 5%	36 8%	33 6%	18 4%	3 3%	9 7%	5 14%
No	3293 84%	1355 86%	644 89%	651 79%	186 77%	458 81%	444 85%	1349 83%	357 93%	744 87%	399 76%	730 89%	417 86%	457 85%	454 95%	77 93%	125 88%	28 81%
Don't know	10 *	3 *	-	1 *	1 *	5 1%	-	4 *	1 *	3 *	2 *	1 *	-	*	-	-	1 *	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes - impossible	382 10%	143 6%	16 10%	86 14%	137 24%	31 3%	45 6%	64 9%	86 14%	16 10%	137 24%	3 5%	63 13%	61 12%	24 5%	17 3%	8 2%	208 15%
Difficult/No (Net)	3531 90%	2435 94%	134 90%	508 85%	427 75%	931 97%	759 94%	679 91%	508 85%	134 90%	427 75%	66 95%	434 87%	434 87%	474 95%	481 96%	490 98%	1218 85%
Yes - difficult	238 6%	148 6%	4 2%	44 7%	38 7%	42 4%	48 6%	55 7%	44 7%	4 2%	38 7%	3 5%	40 8%	39 8%	31 6%	28 6%	16 3%	84 6%
No	3293 84%	2287 89%	130 87%	464 77%	389 69%	889 92%	712 89%	624 84%	464 77%	130 87%	389 69%	63 90%	393 79%	395 79%	443 89%	452 91%	475 95%	1134 79%
Don't know	10 *	2 *	-	5 1%	3 1%	-	-	2 *	5 1%	-	3 1%	-	2 *	3 1%	*	*	-	4 *

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Own a bicycle yourself	1618	925	693	144	204	319	422	286	152	89	508	535	353	222	898	245	339	129	140	533	945
	49%	54%	44%	50%	37%	54%	64%	59%	39%	30%	57%	51%	48%	37%	56%	50%	36%	53%	28%	44%	60%
Have regular use of a bicycle owned by someone else	117	62	55	21	25	24	17	13	13	3	25	39	30	23	61	23	19	12	15	32	71
	4%	4%	4%	7%	5%	4%	3%	3%	3%	1%	3%	4%	4%	4%	4%	5%	2%	5%	3%	3%	5%
Or have no regular use of a bicycle	1545	728	817	122	323	252	223	189	229	208	359	476	357	353	632	225	585	101	338	657	549
	47%	42%	52%	42%	58%	42%	34%	39%	58%	69%	40%	45%	48%	59%	40%	46%	62%	42%	69%	54%	35%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Own a bicycle yourself	1618	175	887	213	343	235	254	232	897	406	554	441	210
	49%	40%	46%	53%	66%	54%	65%	60%	43%	58%	54%	48%	34%
Have regular use of a bicycle owned by someone else	117	15	63	18	22	13	15	29	60	18	39	43	17
	4%	3%	3%	4%	4%	3%	4%	7%	3%	3%	4%	5%	3%
Or have no regular use of a bicycle	1545	252	960	174	159	187	125	125	1108	280	440	428	386
	47%	57%	50%	43%	30%	43%	32%	32%	54%	40%	43%	47%	63%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Own a bicycle yourself	1618	951	668	872	628	107	10	281	91	196	301	102	362	158	22	99
	49%	53%	45%	48%	58%	35%	14%	44%	51%	50%	46%	60%	59%	44%	54%	46%
Have regular use of a bicycle owned by someone else	117	66	51	72	30	11	5	26	6	18	16	12	26	8	-	5
	4%	4%	3%	4%	3%	3%	6%	4%	3%	5%	2%	7%	4%	2%	-	2%
Or have no regular use of a bicycle	1545	788	758	887	416	185	57	338	82	174	336	57	225	194	18	109
	47%	44%	51%	48%	39%	61%	79%	52%	46%	45%	51%	34%	37%	54%	46%	51%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Own a bicycle yourself	1618	680	344	305	91	198	215	657	203	426	118	377	205	227	313	51	88	11
	49%	51%	54%	44%	50%	45%	48%	47%	60%	58%	31%	51%	47%	49%	69%	67%	70%	35%
Have regular use of a bicycle owned by someone else	117	54	24	20	5	15	13	58	13	18	15	32	24	7	9	*	3	3
	4%	4%	4%	3%	3%	3%	3%	4%	4%	2%	4%	4%	6%	2%	2%	1%	2%	11%
Or have no regular use of a bicycle	1545	604	268	362	87	224	219	668	122	294	242	329	204	226	130	25	35	16
	47%	45%	42%	53%	47%	51%	49%	48%	36%	40%	65%	45%	47%	49%	29%	33%	28%	54%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Total	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Own a bicycle yourself	1618 49%	1270 55%	30 24%	196 44%	110 30%	551 61%	409 56%	294 46%	196 44%	30 24%	110 30%	16 30%	161 43%	212 54%	245 54%	241 52%	301 63%	459 41%
Have regular use of a bicycle owned by someone else	117 4%	79 3%	2 2%	22 5%	12 3%	25 3%	32 4%	20 3%	22 5%	2 2%	12 3%	2 4%	16 4%	19 5%	13 3%	21 4%	10 2%	38 3%
Or have no regular use of a bicycle	1545 47%	965 42%	90 74%	231 51%	248 67%	324 36%	285 39%	320 50%	231 51%	90 74%	248 67%	36 66%	199 53%	164 42%	195 43%	201 43%	168 35%	618 55%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
At least once a week (Net)	475	317	158	37	85	113	119	66	31	23	120	172	103	80	256	70	97	47	84	179	211
	14%	18%	10%	13%	15%	19%	18%	14%	8%	8%	13%	16%	14%	13%	16%	14%	10%	20%	17%	15%	14%
At least once a day	91	71	20	6	19	28	15	12	6	4	24	31	14	22	53	8	18	12	39	38	14
	3%	4%	1%	2%	4%	5%	2%	2%	1%	1%	3%	3%	2%	4%	3%	2%	2%	5%	8%	3%	1%
Less than once a day, but at least 3 times a week	126	84	42	9	22	38	28	19	4	6	35	36	33	23	65	21	25	11	18	48	61
	4%	5%	3%	3%	4%	6%	4%	4%	1%	2%	4%	3%	4%	4%	4%	4%	3%	5%	4%	4%	4%
Once or twice a week	257	162	96	22	43	48	75	35	22	13	61	105	56	35	137	41	54	23	28	93	136
	8%	9%	6%	8%	8%	8%	11%	7%	6%	4%	7%	10%	8%	6%	9%	8%	6%	10%	6%	8%	9%
Less than that but more than twice a month	114	68	46	12	10	26	35	15	9	5	37	44	23	10	66	16	24	8	11	39	64
	3%	4%	3%	4%	2%	4%	5%	3%	2%	2%	4%	4%	3%	2%	4%	3%	3%	3%	2%	3%	4%
Once or twice a month	331	201	130	39	59	63	93	48	23	5	91	102	89	50	210	47	50	23	25	111	195
	10%	12%	8%	14%	11%	11%	14%	10%	6%	2%	10%	10%	12%	8%	13%	9%	5%	10%	5%	9%	12%
Less than that but more than twice a year	224	118	106	25	32	43	55	41	21	9	97	65	46	16	136	44	23	22	15	64	145
	7%	7%	7%	9%	6%	7%	8%	8%	5%	3%	11%	6%	6%	3%	9%	9%	2%	9%	3%	5%	9%
Once or twice a year	317	171	146	37	41	60	70	66	27	15	107	107	64	39	172	46	64	33	27	102	187
	10%	10%	9%	13%	7%	10%	11%	14%	7%	5%	12%	10%	9%	7%	11%	9%	7%	14%	6%	8%	12%
Less than that or never	1819	840	979	137	325	290	289	252	283	243	440	560	417	403	752	271	684	108	331	725	762
	55%	49%	63%	48%	59%	49%	44%	52%	72%	81%	49%	53%	56%	67%	47%	55%	73%	45%	67%	59%	49%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
At least once a week (Net)	475	67	279	43	86	74	70	59	272	129	158	125	62
	14%	15%	15%	11%	16%	17%	18%	15%	13%	18%	15%	14%	10%
At least once a day	91	25	50	7	9	19	6	4	62	29	22	27	13
	3%	6%	3%	2%	2%	4%	2%	1%	3%	4%	2%	3%	2%
Less than once a day, but at least 3 times a week	126	13	79	11	23	16	26	16	68	38	48	25	15
	4%	3%	4%	3%	4%	4%	7%	4%	3%	5%	5%	3%	2%
Once or twice a week	257	28	150	25	55	39	38	38	142	63	88	73	34
	8%	6%	8%	6%	10%	9%	10%	10%	7%	9%	9%	8%	6%
Less than that but more than twice a month	114	13	67	13	22	12	31	21	49	38	41	23	12
	3%	3%	3%	3%	4%	3%	8%	6%	2%	5%	4%	2%	2%
Once or twice a month	331	41	171	48	70	61	65	47	158	66	114	105	45
	10%	9%	9%	12%	13%	14%	16%	12%	8%	9%	11%	11%	7%
Less than that but more than twice a year	224	18	109	32	66	23	41	30	130	66	79	62	17
	7%	4%	6%	8%	13%	5%	10%	8%	6%	9%	8%	7%	3%
Once or twice a year	317	51	167	47	51	48	39	45	185	83	101	90	40
	10%	12%	9%	12%	10%	11%	10%	12%	9%	12%	10%	10%	7%
Less than that or never	1819	252	1116	223	228	216	148	183	1272	321	540	508	437
	55%	57%	58%	55%	44%	50%	37%	47%	62%	46%	52%	56%	71%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
At least once a week (Net)	475	205	269	-	406	69	-	64	14	60	83	38	116	56	12	29
	14%	11%	18%	-	38%	23%	-	10%	8%	15%	13%	22%	19%	16%	30%	14%
At least once a day	91	9	82	-	55	36	-	6	3	7	12	12	15	24	3	9
	3%	*	6%	-	5%	12%	-	1%	2%	2%	2%	7%	2%	7%	7%	4%
Less than once a day, but at least 3 times a week	126	48	79	-	112	14	-	15	2	18	25	7	40	13	2	5
	4%	3%	5%	-	10%	5%	-	2%	1%	5%	4%	4%	7%	4%	6%	2%
Once or twice a week	257	149	108	-	239	19	-	43	9	35	46	20	61	18	7	15
	8%	8%	7%	-	22%	6%	-	7%	5%	9%	7%	12%	10%	5%	18%	7%
Less than that but more than twice a month	114	70	45	83	21	5	5	18	9	13	25	5	22	10	-	14
	3%	4%	3%	5%	2%	2%	7%	3%	5%	3%	4%	3%	4%	3%	-	6%
Once or twice a month	331	209	122	234	67	23	6	65	23	24	63	24	91	23	4	14
	10%	12%	8%	13%	6%	8%	9%	10%	13%	6%	10%	14%	15%	6%	10%	7%
Less than that but more than twice a year	224	140	84	169	45	10	1	43	25	33	35	15	51	9	-	15
	7%	8%	6%	9%	4%	3%	1%	7%	14%	8%	5%	9%	8%	2%	-	7%
Once or twice a year	317	200	117	208	89	14	7	58	17	35	67	19	64	31	5	20
	10%	11%	8%	11%	8%	5%	9%	9%	9%	9%	10%	11%	11%	9%	13%	9%
Less than that or never	1819	980	839	1138	447	182	53	398	91	225	381	71	268	232	18	122
	55%	54%	57%	62%	42%	60%	74%	62%	51%	58%	58%	41%	44%	64%	46%	57%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
At least once a week (Net)	475	213	104	72	27	60	-	-	136	270	69	-	-	-	225	33	55	7
	14%	16%	16%	10%	15%	14%	-	-	40%	37%	18%	-	-	-	50%	43%	44%	22%
At least once a day	91	36	25	13	3	13	-	-	22	33	36	-	-	-	21	1	9	2
	3%	3%	4%	2%	2%	3%	-	-	6%	5%	10%	-	-	-	5%	2%	7%	6%
Less than once a day, but at least 3 times a week	126	65	23	18	9	12	-	-	42	71	14	-	-	-	69	4	10	1
	4%	5%	4%	3%	5%	3%	-	-	12%	10%	4%	-	-	-	15%	5%	8%	4%
Once or twice a week	257	112	55	40	15	35	-	-	72	167	19	-	-	-	135	27	36	4
	8%	8%	9%	6%	8%	8%	-	-	21%	23%	5%	-	-	-	30%	36%	29%	12%
Less than that but more than twice a month	114	61	25	14	3	12	27	56	6	16	10	40	22	18	9	1	2	-
	3%	5%	4%	2%	2%	3%	6%	4%	2%	2%	3%	5%	5%	4%	2%	2%	1%	-
Once or twice a month	331	134	76	64	22	35	54	180	21	47	29	110	54	48	21	6	12	4
	10%	10%	12%	9%	12%	8%	12%	13%	6%	6%	8%	15%	13%	10%	5%	8%	10%	14%
Less than that but more than twice a year	224	86	53	51	7	28	44	125	14	30	11	68	45	48	24	3	1	-
	7%	6%	8%	7%	4%	6%	10%	9%	4%	4%	3%	9%	10%	10%	5%	4%	1%	-
Once or twice a year	317	138	57	54	23	45	56	152	28	61	21	106	36	54	30	4	16	4
	10%	10%	9%	8%	13%	10%	13%	11%	8%	8%	5%	14%	8%	12%	7%	5%	13%	12%
Less than that or never	1819	707	320	433	101	258	267	871	133	313	235	415	276	292	143	29	40	16
	55%	53%	50%	63%	55%	59%	60%	63%	40%	42%	63%	56%	64%	63%	32%	39%	32%	52%

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
At least once a week (Net)	475	319	19	68	65	112	115	86	68	19	65	5	55	74	58	66	87	135
	14%	14%	15%	15%	18%	12%	16%	14%	15%	15%	18%	10%	15%	19%	13%	14%	18%	12%
At least once a day	91	33	8	18	30	9	9	15	18	8	30	*	10	17	11	8	16	27
	3%	1%	7%	4%	8%	1%	1%	2%	4%	7%	8%	1%	3%	4%	3%	2%	3%	2%
Less than once a day, but at least 3 times a week	126	84	1	24	17	28	34	20	24	1	17	3	12	18	18	18	26	34
	4%	4%	1%	5%	5%	3%	5%	3%	5%	1%	5%	5%	3%	5%	4%	4%	5%	3%
Once or twice a week	257	202	10	25	18	75	73	51	25	10	18	2	32	39	28	40	45	74
	8%	9%	8%	6%	5%	8%	10%	8%	6%	8%	5%	3%	8%	10%	6%	9%	9%	7%
Less than that but more than twice a month	114	92	1	11	10	60	18	13	11	1	10	-	9	11	21	13	20	40
	3%	4%	1%	2%	3%	7%	3%	2%	2%	1%	3%	-	2%	3%	5%	3%	4%	4%
Once or twice a month	331	256	3	47	21	121	83	47	47	3	21	5	39	56	37	48	56	96
	10%	11%	3%	11%	6%	13%	11%	7%	11%	3%	6%	9%	10%	14%	8%	10%	12%	9%
Less than that but more than twice a year	224	188	7	21	8	87	58	39	21	7	8	3	16	24	48	42	41	53
	7%	8%	6%	5%	2%	10%	8%	6%	5%	6%	2%	6%	4%	6%	11%	9%	9%	5%
Once or twice a year	317	249	5	41	22	91	91	64	41	5	22	2	26	38	61	53	59	81
	10%	11%	4%	9%	6%	10%	13%	10%	9%	4%	6%	4%	7%	10%	13%	11%	12%	7%
Less than that or never	1819	1211	86	261	244	427	361	384	261	86	244	39	233	192	228	240	216	710
	55%	52%	71%	58%	66%	47%	50%	61%	58%	71%	66%	71%	62%	49%	50%	52%	45%	64%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1108	468	640	117	193	142	176	149	175	155	256	314	284	254	403	168	432	103	206	453	449
	34%	27%	41%	41%	35%	24%	27%	31%	44%	52%	29%	30%	38%	42%	25%	34%	46%	42%	42%	37%	29%
Definitely agree	(5) 596	230	366	62	90	76	87	97	92	92	117	174	166	139	206	85	250	55	103	273	219
	18%	13%	23%	22%	16%	13%	13%	20%	23%	31%	13%	17%	22%	23%	13%	17%	27%	23%	21%	22%	14%
Tend to agree	(4) 512	238	274	55	103	67	89	53	83	63	139	140	118	115	197	84	181	48	103	180	229
	16%	14%	18%	19%	19%	11%	13%	11%	21%	21%	16%	13%	16%	19%	12%	17%	19%	20%	21%	15%	15%
Neither agree nor disagree	(3) 418	237	181	24	64	91	84	67	53	36	111	133	84	90	237	51	110	19	44	149	226
	13%	14%	12%	8%	12%	15%	13%	14%	13%	12%	12%	13%	11%	15%	15%	10%	12%	8%	9%	12%	14%
Tend/definitely disagree (Net)	1737	1001	736	145	294	360	399	271	163	106	518	599	372	249	946	272	390	120	241	608	887
	53%	58%	47%	50%	53%	60%	60%	56%	41%	35%	58%	57%	50%	42%	59%	55%	41%	50%	49%	50%	57%
Tend to disagree	(2) 666	357	309	77	103	141	129	100	65	51	179	233	154	100	347	104	155	55	85	228	352
	20%	21%	20%	27%	19%	24%	19%	21%	17%	17%	20%	22%	21%	17%	22%	21%	16%	23%	17%	19%	22%
Definitely disagree	(1) 1071	644	427	68	191	219	271	171	98	55	338	367	218	149	599	168	235	65	157	379	535
	33%	38%	27%	24%	35%	37%	41%	35%	25%	18%	38%	35%	29%	25%	38%	34%	25%	27%	32%	31%	34%
Not applicable	16	9	7	1	1	2	3	1	4	4	7	3	1	4	6	1	9	-	1	11	4
	*	1%	*	*	*	*	*	*	1%	1%	1%	*	*	1%	*	*	1%	-	*	1%	*
Don't know	1	-	1	1	-	-	-	*	-	-	-	-	-	1	-	-	1	-	-	1	-
	*	-	*	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-
Mean Score	2.66	2.44	2.90	2.89	2.63	2.39	2.38	2.60	3.02	3.29	2.45	2.54	2.81	2.99	2.41	2.62	3.06	2.89	2.82	2.78	2.52
Standard Deviation	1.51	1.45	1.55	1.51	1.51	1.40	1.46	1.53	1.52	1.51	1.46	1.49	1.55	1.52	1.42	1.52	1.56	1.55	1.57	1.57	1.44
Standard Error	0.027	0.037	0.039	0.113	0.072	0.059	0.057	0.071	0.069	0.079	0.049	0.048	0.062	0.059	0.038	0.071	0.047	0.127	0.066	0.043	0.041

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1108 34%	153 35%	677 35%	133 33%	145 28%	123 28%	92 23%	133 35%	760 37%	179 25%	295 29%	337 37%	287 47%
Definitely agree (5)	596 18%	99 22%	356 19%	67 16%	75 14%	59 14%	43 11%	78 20%	416 20%	86 12%	161 16%	182 20%	162 26%
Tend to agree (4)	512 16%	54 12%	321 17%	66 16%	70 13%	63 15%	50 13%	56 14%	343 17%	93 13%	134 13%	156 17%	125 20%
Neither agree nor disagree (3)	418 13%	43 10%	242 13%	57 14%	76 15%	55 13%	53 13%	45 12%	265 13%	88 12%	143 14%	118 13%	69 11%
Tend/definitely disagree (Net)	1737 53%	244 55%	976 51%	215 53%	302 58%	254 58%	248 63%	206 53%	1029 50%	434 62%	592 57%	453 50%	249 41%
Tend to disagree (2)	666 20%	86 19%	397 21%	75 19%	107 20%	92 21%	97 25%	79 20%	397 19%	138 20%	240 23%	166 18%	115 19%
Definitely disagree (1)	1071 33%	158 36%	579 30%	140 35%	195 37%	162 37%	151 38%	127 33%	632 31%	296 42%	353 34%	287 31%	134 22%
Not applicable	16 *	2 *	12 1%	- -	1 *	3 1%	1 *	1 *	11 1%	3 *	3 *	4 *	7 1%
Don't know	1 *	- -	1 *	- -	- -	- -	- -	* *	1 *	- -	- -	* *	1 *
Mean Score	2.66	2.66	2.72	2.62	2.47	2.46	2.33	2.68	2.76	2.34	2.52	2.76	3.11
Standard Deviation	1.51	1.60	1.51	1.50	1.46	1.46	1.38	1.54	1.53	1.44	1.46	1.54	1.53
Standard Error	0.027	0.091	0.033	0.088	0.074	0.074	0.074	0.095	0.033	0.053	0.050	0.054	0.057

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1108	605	503	670	295	107	37	268	70	119	243	46	139	131	10	76
	34%	34%	34%	37%	27%	35%	51%	42%	39%	31%	37%	27%	23%	36%	25%	35%
Definitely agree (5)	596	334	262	357	166	55	19	139	41	65	121	26	65	86	6	44
	18%	19%	18%	19%	15%	18%	26%	21%	23%	17%	19%	15%	11%	24%	14%	20%
Tend to agree (4)	512	271	241	313	129	52	18	130	29	54	123	20	74	46	4	32
	16%	15%	16%	17%	12%	17%	25%	20%	16%	14%	19%	12%	12%	13%	11%	15%
Neither agree nor disagree (3)	418	275	144	293	96	24	5	98	21	47	86	33	72	33	5	20
	13%	15%	10%	16%	9%	8%	7%	15%	12%	12%	13%	20%	12%	9%	12%	9%
Tend/definitely disagree (Net)	1737	913	824	856	681	171	30	272	88	222	321	92	400	194	24	117
	53%	51%	56%	47%	63%	56%	42%	42%	49%	57%	49%	54%	65%	54%	61%	55%
Tend to disagree (2)	666	395	271	403	189	63	10	106	48	93	124	34	154	60	13	34
	20%	22%	18%	22%	18%	21%	14%	16%	27%	24%	19%	20%	25%	17%	32%	16%
Definitely disagree (1)	1071	519	553	453	491	108	20	166	41	129	197	57	246	135	12	83
	33%	29%	37%	25%	46%	36%	28%	26%	23%	33%	30%	34%	40%	37%	29%	39%
Not applicable	16	10	5	12	2	2	-	7	-	*	1	-	3	2	1	1
	*	1%	*	1%	*	1%	-	1%	-	*	*	-	*	*	2%	*
Don't know	1	1	*	*	1	-	-	-	-	*	1	-	-	-	-	-
	*	*	*	*	*	-	-	-	-	*	*	-	-	-	-	-
Mean Score	2.66	2.72	2.58	2.85	2.34	2.61	3.07	2.95	2.90	2.57	2.76	2.55	2.28	2.69	2.48	2.62
Standard Deviation	1.51	1.48	1.55	1.47	1.52	1.55	1.60	1.51	1.50	1.48	1.51	1.44	1.37	1.63	1.40	1.60
Standard Error	0.027	0.036	0.041	0.035	0.047	0.089	0.190	0.061	0.118	0.079	0.059	0.117	0.058	0.087	0.234	0.110

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1108	405	190	265	67	181	143	527	78	216	143	243	155	170	80	16	25	9
	34%	30%	30%	39%	36%	42%	32%	38%	23%	29%	38%	33%	36%	37%	18%	21%	20%	29%
Definitely agree (5)	596	211	108	149	40	88	64	293	44	121	74	118	85	96	42	9	12	7
	18%	16%	17%	22%	22%	20%	14%	21%	13%	16%	20%	16%	20%	21%	9%	12%	10%	24%
Tend to agree (4)	512	194	82	117	26	94	79	234	34	95	70	124	69	74	39	6	13	1
	16%	14%	13%	17%	14%	21%	18%	17%	10%	13%	19%	17%	16%	9%	9%	10%	10%	5%
Neither agree nor disagree (3)	418	160	84	91	22	62	48	245	28	68	29	125	69	75	46	6	7	1
	13%	12%	13%	13%	12%	14%	11%	18%	8%	9%	8%	17%	16%	16%	10%	8%	5%	2%
Tend/definitely disagree (Net)	1737	768	360	328	92	189	254	602	230	450	201	367	204	214	325	54	93	20
	53%	57%	57%	48%	50%	43%	57%	44%	68%	61%	54%	50%	47%	46%	72%	71%	74%	67%
Tend to disagree (2)	666	287	149	141	32	56	104	299	68	122	73	164	92	109	86	17	18	14
	20%	21%	24%	21%	17%	13%	23%	22%	20%	17%	20%	22%	21%	24%	19%	22%	15%	46%
Definitely disagree (1)	1071	481	210	187	61	133	150	303	163	328	127	203	112	105	239	37	75	6
	33%	36%	33%	27%	33%	30%	33%	22%	48%	45%	34%	28%	26%	23%	53%	49%	59%	21%
Not applicable	16	4	2	3	3	4	3	9	-	2	2	3	6	1	1	-	-	*
	*	*	*	*	1%	1%	1%	1%	-	*	*	*	1%	*	*	-	-	2%
Don't know	1	-	*	1	-	-	*	-	-	1	-	*	-	-	-	-	1	-
	*	-	*	*	-	-	*	-	-	*	-	*	-	-	-	-	1%	-
Mean Score	2.66	2.53	2.57	2.85	2.75	2.88	2.56	2.94	2.20	2.40	2.70	2.71	2.82	2.89	2.02	2.13	1.95	2.65
Standard Deviation	1.51	1.49	1.48	1.52	1.58	1.54	1.46	1.46	1.46	1.55	1.57	1.44	1.48	1.46	1.34	1.42	1.40	1.53
Standard Error	0.027	0.041	0.062	0.060	0.119	0.073	0.070	0.041	0.079	0.058	0.081	0.054	0.075	0.070	0.064	0.156	0.120	0.306

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1108	697	46	193	160	227	205	243	193	46	160	22	138	128	141	130	100	471
	34%	30%	38%	43%	43%	25%	28%	38%	43%	38%	43%	41%	37%	32%	31%	28%	21%	42%
Definitely agree (5)	596	370	20	116	83	123	94	139	116	20	83	13	78	76	65	71	48	259
	18%	16%	16%	26%	22%	14%	13%	22%	26%	16%	22%	24%	21%	19%	14%	15%	10%	23%
Tend to agree (4)	512	327	26	77	77	103	111	103	77	26	77	9	61	52	76	59	51	213
	16%	14%	21%	17%	21%	11%	15%	16%	17%	21%	17%	17%	16%	13%	17%	13%	11%	19%
Neither agree nor disagree (3)	418	328	6	45	38	135	118	70	45	6	38	5	44	47	76	76	66	110
	13%	14%	5%	10%	10%	15%	16%	11%	10%	5%	10%	9%	12%	12%	17%	16%	14%	10%
Tend/definitely disagree (Net)	1737	1277	70	209	171	534	399	318	209	70	171	25	193	219	234	257	308	526
	53%	55%	57%	47%	46%	59%	55%	50%	47%	57%	46%	47%	51%	56%	52%	55%	64%	47%
Tend to disagree (2)	666	500	26	75	58	199	159	129	75	26	58	13	77	87	94	111	91	206
	20%	22%	22%	17%	16%	22%	22%	20%	17%	22%	16%	25%	20%	22%	21%	24%	19%	18%
Definitely disagree (1)	1071	777	44	134	113	336	241	189	134	44	113	12	116	133	140	146	217	320
	33%	34%	36%	30%	30%	37%	33%	30%	30%	36%	30%	22%	31%	34%	31%	31%	45%	29%
Not applicable	16	12	-	3	1	3	3	5	3	-	1	1	1	1	1	*	5	7
	*	1%	-	1%	*	*	*	1%	1%	-	*	2%	*	*	*	*	1%	1%
Don't know	1	1	-	-	-	-	*	-	-	-	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	*	-	-	-	-	2%	-	-	-	-	-	*
Mean Score	2.66	2.57	2.61	2.92	2.89	2.42	2.53	2.80	2.92	2.61	2.89	2.96	2.75	2.63	2.62	2.56	2.20	2.90
Standard Deviation	1.51	1.47	1.54	1.60	1.58	1.43	1.42	1.55	1.60	1.54	1.58	1.55	1.54	1.53	1.43	1.43	1.38	1.57
Standard Error	0.027	0.031	0.141	0.089	0.075	0.049	0.054	0.062	0.089	0.141	0.075	0.216	0.078	0.078	0.070	0.069	0.063	0.049

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1220	828	392	127	243	261	266	171	99	52	348	378	294	201	745	133	238	101	159	410	651
	37%	48%	25%	44%	44%	44%	40%	35%	25%	17%	39%	36%	40%	33%	47%	27%	25%	42%	32%	34%	42%
Definitely agree	(5) 538	382	156	52	110	133	124	64	38	18	147	175	115	102	350	50	94	43	77	183	279
	16%	22%	10%	18%	20%	22%	19%	13%	10%	6%	16%	17%	16%	17%	22%	10%	10%	18%	16%	15%	18%
Tend to agree	(4) 682	446	237	75	133	128	142	108	61	35	201	204	179	99	395	84	144	58	82	228	372
	21%	26%	15%	26%	24%	21%	22%	22%	15%	12%	23%	19%	24%	17%	25%	17%	15%	24%	17%	19%	24%
Neither agree nor disagree	(3) 312	162	150	19	61	51	80	54	26	22	71	106	68	67	161	51	84	13	42	120	150
	10%	9%	10%	7%	11%	9%	12%	11%	7%	7%	8%	10%	9%	11%	10%	10%	9%	5%	9%	10%	10%
Tend/definitely disagree (Net)	1719	706	1012	136	245	280	314	261	265	218	465	555	372	326	680	307	602	123	283	676	758
	52%	41%	65%	47%	44%	47%	47%	53%	67%	72%	52%	53%	50%	54%	43%	62%	64%	51%	57%	55%	48%
Tend to disagree	(2) 749	364	385	70	126	119	163	105	109	57	228	232	156	134	337	131	209	66	107	276	365
	23%	21%	25%	24%	23%	20%	25%	22%	28%	19%	26%	22%	21%	22%	21%	27%	22%	27%	22%	23%	23%
Definitely disagree	(1) 969	342	627	65	119	161	151	156	157	161	238	323	217	192	343	175	393	57	175	399	393
	30%	20%	40%	23%	22%	27%	23%	32%	40%	53%	27%	31%	29%	32%	22%	36%	42%	24%	36%	33%	25%
Not applicable	19	11	8	1	1	4	1	-	3	8	7	6	2	4	4	1	14	-	3	12	4
	1%	1%	*	*	*	1%	*	-	1%	3%	1%	1%	*	1%	*	1%	-	1%	1%	1%	*
Don't know	11	7	4	5	2	-	-	2	1	1	4	4	2	2	-	5	4	5	4	4	2
	*	*	*	2%	*	-	-	*	*	*	*	1%	*	*	-	1%	2%	1%	*	*	*
Mean Score	2.71	3.10	2.30	2.92	2.98	2.92	2.89	2.63	2.27	1.94	2.76	2.69	2.76	2.64	3.05	2.39	2.28	2.85	2.54	2.60	2.86
Standard Deviation	1.49	1.48	1.39	1.48	1.46	1.55	1.46	1.45	1.38	1.28	1.47	1.50	1.49	1.50	1.49	1.38	1.41	1.48	1.51	1.48	1.48
Standard Error	0.027	0.037	0.035	0.111	0.070	0.065	0.057	0.067	0.063	0.068	0.050	0.048	0.059	0.059	0.039	0.065	0.043	0.122	0.064	0.041	0.042

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1220 37%	136 31%	723 38%	162 40%	200 38%	182 42%	162 41%	147 38%	729 35%	285 40%	414 40%	339 37%	181 29%
Definitely agree (5)	538 16%	75 17%	307 16%	75 19%	80 15%	88 20%	62 16%	69 18%	319 15%	133 19%	176 17%	151 17%	77 13%
Tend to agree (4)	682 21%	61 14%	416 22%	86 21%	119 23%	94 22%	100 26%	78 20%	409 20%	152 22%	238 23%	188 21%	104 17%
Neither agree nor disagree (3)	312 10%	40 9%	196 10%	28 7%	47 9%	55 13%	36 9%	31 8%	190 9%	56 8%	104 10%	101 11%	45 7%
Tend/definitely disagree (Net)	1719 52%	260 59%	971 51%	213 53%	274 52%	195 45%	196 50%	206 53%	1122 54%	359 51%	508 49%	469 51%	371 60%
Tend to disagree (2)	749 23%	113 25%	425 22%	100 25%	112 21%	97 22%	88 22%	84 22%	480 23%	169 24%	225 22%	211 23%	138 23%
Definitely disagree (1)	969 30%	148 33%	547 29%	113 28%	162 31%	98 22%	108 27%	122 32%	642 31%	191 27%	283 27%	258 28%	233 38%
Not applicable	19 1%	2 *	12 1%	1 *	4 1%	3 1%	- -	- -	16 1%	3 *	- -	3 *	12 2%
Don't know	11 *	4 1%	6 *	1 *	- -	- -	- -	2 1%	9 *	- -	6 1%	- -	5 1%
Mean Score	2.71	2.55	2.74	2.78	2.70	2.95	2.80	2.71	2.65	2.81	2.80	2.74	2.42
Standard Deviation	1.49	1.50	1.48	1.51	1.49	1.47	1.47	1.53	1.48	1.51	1.49	1.47	1.47
Standard Error	0.027	0.086	0.032	0.089	0.076	0.075	0.079	0.094	0.032	0.056	0.051	0.052	0.055

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1220	693	528	626	464	106	25	250	81	160	203	72	254	120	21	53
	37%	38%	36%	34%	43%	35%	34%	39%	45%	41%	31%	42%	41%	33%	52%	25%
Definitely agree (5)	538	284	254	229	245	55	9	102	42	72	84	39	97	62	9	25
	16%	16%	17%	13%	23%	18%	12%	16%	23%	19%	13%	23%	16%	17%	22%	12%
Tend to agree (4)	682	409	274	397	219	50	16	148	39	88	119	33	157	58	12	28
	21%	23%	19%	22%	20%	17%	22%	23%	22%	23%	18%	19%	26%	16%	30%	13%
Neither agree nor disagree (3)	312	170	142	176	92	40	4	71	9	31	79	18	52	22	6	20
	10%	9%	10%	10%	9%	13%	6%	11%	5%	8%	12%	11%	8%	6%	15%	9%
Tend/definitely disagree (Net)	1719	925	793	1011	514	151	42	313	90	195	365	81	304	213	12	141
	52%	51%	54%	55%	48%	50%	59%	48%	50%	50%	56%	47%	50%	59%	30%	66%
Tend to disagree (2)	749	402	347	439	232	61	17	139	49	89	137	46	149	78	4	56
	23%	22%	23%	24%	22%	20%	23%	22%	27%	23%	21%	27%	24%	22%	10%	26%
Definitely disagree (1)	969	523	446	572	282	90	26	174	41	106	227	35	154	134	8	84
	30%	29%	30%	31%	26%	30%	36%	27%	23%	27%	35%	20%	25%	37%	20%	40%
Not applicable	19	13	6	13	3	2	1	6	-	*	3	-	3	4	1	-
	1%	1%	*	1%	*	1%	1%	1%	-	*	*	-	1%	1%	2%	-
Don't know	11	4	7	5	1	5	-	6	-	1	3	-	-	2	-	-
	*	*	1%	*	*	2%	-	1%	-	*	*	-	-	1%	-	-
Mean Score	2.71	2.74	2.69	2.60	2.92	2.73	2.51	2.79	2.96	2.82	2.53	2.97	2.82	2.53	3.25	2.31
Standard Deviation	1.49	1.48	1.50	1.44	1.54	1.51	1.48	1.47	1.53	1.51	1.45	1.49	1.46	1.54	1.46	1.41
Standard Error	0.027	0.036	0.039	0.035	0.048	0.087	0.178	0.059	0.121	0.080	0.057	0.121	0.061	0.082	0.243	0.097

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1220	500	241	254	68	158	145	481	158	306	130	271	142	161	220	30	68	7
	37%	37%	38%	37%	37%	36%	32%	35%	47%	41%	35%	37%	33%	35%	49%	40%	54%	23%
Definitely agree (5)	538	229	102	111	26	69	57	172	82	162	64	92	50	67	118	17	39	2
	16%	17%	16%	16%	14%	16%	13%	12%	24%	22%	17%	12%	12%	14%	26%	22%	31%	7%
Tend to agree (4)	682	271	139	142	42	88	88	309	76	144	66	178	92	94	102	13	29	5
	21%	20%	22%	21%	23%	20%	20%	22%	22%	19%	18%	24%	21%	21%	23%	17%	23%	16%
Neither agree nor disagree (3)	312	114	70	57	31	39	47	129	18	74	44	70	40	42	31	5	12	13
	10%	9%	11%	8%	17%	9%	11%	9%	5%	10%	12%	9%	9%	7%	7%	10%	42%	
Tend/definitely disagree (Net)	1719	719	322	367	81	230	254	757	160	354	193	391	245	253	200	40	44	10
	52%	54%	51%	53%	44%	53%	57%	55%	48%	48%	52%	53%	57%	55%	44%	53%	35%	34%
Tend to disagree (2)	749	311	175	144	28	91	125	315	85	147	77	198	94	106	102	14	19	3
	23%	23%	28%	21%	15%	21%	28%	23%	25%	20%	21%	27%	22%	23%	23%	18%	15%	9%
Definitely disagree (1)	969	408	147	223	54	138	129	443	75	207	116	193	151	147	98	27	25	7
	30%	31%	23%	32%	29%	32%	29%	32%	22%	28%	31%	26%	35%	32%	22%	35%	20%	24%
Not applicable	19	5	1	4	1	7	2	11	1	3	2	3	5	2	1	*	*	*
	1%	*	*	1%	1%	2%	*	1%	*	*	1%	*	1%	*	*	1%	*	2%
Don't know	11	-	1	5	1	4	-	5	-	1	5	3	-	2	*	-	1	-
	*	-	*	1%	1%	1%	-	*	-	*	1%	*	-	*	*	-	1%	-
Mean Score	2.71	2.70	2.80	2.67	2.78	2.67	2.60	2.60	3.01	2.87	2.69	2.70	2.52	2.62	3.09	2.74	3.31	2.71
Standard Deviation	1.49	1.50	1.43	1.51	1.46	1.51	1.41	1.45	1.54	1.55	1.50	1.41	1.45	1.47	1.54	1.62	1.54	1.22
Standard Error	0.027	0.042	0.060	0.059	0.110	0.072	0.067	0.041	0.084	0.058	0.078	0.053	0.073	0.070	0.073	0.179	0.133	0.243

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1220 37%	899 39%	31 26%	154 34%	128 35%	416 46%	246 34%	218 34%	154 34%	31 26%	128 35%	19 35%	137 36%	151 38%	183 40%	188 41%	194 41%	367 33%
Definitely agree (5)	538 16%	385 17%	15 12%	72 16%	62 17%	174 19%	117 16%	90 14%	72 16%	15 12%	62 17%	4 8%	60 16%	68 17%	76 17%	85 18%	97 20%	152 14%
Tend to agree (4)	682 21%	514 22%	16 13%	82 18%	66 18%	242 27%	129 18%	128 20%	82 18%	16 13%	66 18%	15 27%	77 20%	83 21%	107 24%	102 22%	98 20%	215 19%
Neither agree nor disagree (3)	312 10%	213 9%	6 5%	55 12%	36 10%	90 10%	66 9%	54 8%	55 12%	6 5%	36 10%	5 8%	40 11%	36 9%	46 10%	46 10%	46 10%	98 9%
Tend/definitely disagree (Net)	1719 52%	1183 51%	84 69%	238 53%	199 54%	389 43%	411 57%	353 56%	238 53%	84 69%	199 54%	29 54%	198 52%	200 51%	223 49%	228 49%	236 49%	635 57%
Tend to disagree (2)	749 23%	536 23%	38 31%	101 22%	70 19%	194 22%	185 25%	142 22%	101 22%	38 31%	70 19%	15 28%	79 21%	78 20%	105 23%	96 21%	121 25%	269 24%
Definitely disagree (1)	969 30%	647 28%	46 38%	138 31%	129 35%	196 22%	226 31%	212 33%	138 31%	46 38%	129 35%	14 25%	119 31%	121 31%	117 26%	132 28%	115 24%	366 33%
Not applicable	19 1%	13 1%	-	3 1%	3 1%	1 *	3 *	8 1%	3 1%	-	3 1%	1 2%	1 *	3 1%	1 *	1 *	2 *	11 1%
Don't know	11 *	6 *	1 1%	-	4 1%	4 *	* *	1 *	-	1 1%	4 1%	1 2%	1 *	5 1%	-	-	1 *	4 *
Mean Score	2.71	2.76	2.30	2.66	2.62	3.01	2.62	2.59	2.66	2.30	2.62	2.62	2.68	2.74	2.82	2.81	2.87	2.56
Standard Deviation	1.49	1.48	1.42	1.47	1.53	1.46	1.48	1.48	1.47	1.42	1.53	1.35	1.49	1.52	1.47	1.51	1.49	1.46
Standard Error	0.027	0.032	0.130	0.082	0.073	0.050	0.056	0.059	0.082	0.130	0.073	0.189	0.075	0.078	0.072	0.072	0.068	0.046

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1985	876	1108	142	284	331	405	321	284	218	510	635	440	400	859	310	669	139	310	771	902
	60%	51%	71%	49%	51%	56%	61%	66%	72%	72%	57%	60%	59%	67%	54%	63%	71%	57%	63%	63%	58%
Definitely agree	(5) 1046	408	639	60	117	166	204	171	181	148	253	331	246	216	426	149	423	48	164	418	463
	32%	24%	41%	21%	21%	28%	31%	35%	46%	49%	28%	31%	33%	36%	27%	30%	45%	20%	33%	34%	30%
Tend to agree	(4) 938	469	470	82	167	165	202	150	103	69	256	304	194	184	432	161	246	91	146	353	439
	29%	27%	30%	29%	30%	28%	31%	31%	26%	23%	29%	29%	26%	31%	27%	33%	26%	38%	30%	29%	28%
Neither agree nor disagree	(3) 420	250	169	49	90	83	86	50	42	20	131	133	83	72	217	70	92	40	61	149	210
	13%	15%	11%	17%	16%	14%	13%	10%	11%	7%	15%	13%	11%	12%	14%	14%	10%	16%	12%	12%	13%
Tend/definitely disagree (Net)	853	576	277	95	177	178	168	116	65	55	242	276	216	120	510	110	167	63	119	285	449
	26%	34%	18%	33%	32%	30%	25%	24%	16%	18%	27%	26%	29%	20%	32%	22%	18%	26%	24%	23%	29%
Tend to disagree	(2) 493	327	165	56	111	99	102	65	31	29	150	147	133	63	300	66	86	40	60	169	264
	15%	19%	11%	19%	20%	17%	15%	13%	8%	10%	17%	14%	18%	11%	19%	13%	9%	16%	12%	14%	17%
Definitely disagree	(1) 360	249	111	39	66	78	66	52	34	25	92	129	83	57	210	44	81	23	59	116	185
	11%	15%	7%	14%	12%	13%	10%	11%	9%	8%	10%	12%	11%	9%	13%	9%	9%	10%	12%	10%	12%
Not applicable	16	10	7	1	1	2	2	-	3	7	7	3	2	4	5	1	11	-	3	11	3
	1%	1%	*	*	*	*	*	-	1%	2%	1%	*	*	1%	*	*	1%	-	1%	1%	*
Don't know	7	2	5	1	-	2	-	1	1	2	1	4	-	2	1	2	4	-	1	5	2
	*	*	*	*	-	*	-	*	*	1%	*	*	-	*	*	*	*	-	*	*	*
Mean Score	3.56	3.27	3.87	3.24	3.28	3.41	3.57	3.66	3.94	3.98	3.49	3.54	3.52	3.74	3.36	3.62	3.91	3.41	3.61	3.65	3.47
Standard Deviation	1.36	1.39	1.26	1.35	1.32	1.39	1.33	1.35	1.29	1.33	1.34	1.38	1.40	1.31	1.39	1.29	1.31	1.25	1.37	1.33	1.38
Standard Error	0.024	0.035	0.032	0.101	0.063	0.059	0.052	0.063	0.059	0.071	0.045	0.044	0.056	0.051	0.037	0.061	0.040	0.102	0.058	0.037	0.039

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1985 60%	292 66%	1146 60%	230 57%	317 61%	235 54%	235 60%	248 64%	1267 61%	400 57%	594 58%	539 59%	438 71%
Definitely agree (5)	1046 32%	163 37%	580 30%	134 33%	169 32%	102 23%	108 27%	148 38%	689 33%	189 27%	303 29%	275 30%	273 45%
Tend to agree (4)	938 29%	129 29%	566 30%	96 24%	148 28%	133 30%	127 32%	101 26%	578 28%	211 30%	291 28%	265 29%	165 27%
Neither agree nor disagree (3)	420 13%	64 14%	247 13%	50 12%	59 11%	65 15%	45 11%	59 15%	251 12%	93 13%	146 14%	130 14%	52 8%
Tend/definitely disagree (Net)	853 26%	85 19%	499 26%	123 30%	146 28%	132 30%	114 29%	78 20%	529 26%	207 29%	291 28%	239 26%	111 18%
Tend to disagree (2)	493 15%	34 8%	303 16%	66 16%	90 17%	75 17%	79 20%	57 15%	282 14%	107 15%	172 17%	143 16%	66 11%
Definitely disagree (1)	360 11%	51 12%	196 10%	57 14%	56 11%	57 13%	35 9%	21 5%	247 12%	100 14%	119 11%	95 10%	45 7%
Not applicable	16 1%	2 *	12 1%	1 *	2 *	4 1%	- -	- -	13 1%	3 *	2 *	3 *	9 1%
Don't know	7 *	- -	6 *	1 *	- -	- -	- -	1 *	6 *	- -	- -	3 *	4 1%
Mean Score	3.56	3.72	3.55	3.45	3.54	3.34	3.49	3.77	3.58	3.40	3.47	3.53	3.92
Standard Deviation	1.36	1.34	1.34	1.45	1.38	1.36	1.32	1.25	1.39	1.39	1.37	1.34	1.29
Standard Error	0.024	0.076	0.029	0.085	0.070	0.069	0.071	0.077	0.030	0.051	0.047	0.047	0.048

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1985	1079	906	1156	605	183	40	364	94	223	414	93	370	250	19	147
	60%	60%	61%	63%	56%	60%	56%	56%	53%	57%	63%	54%	60%	69%	48%	69%
Definitely agree (5)	1046	570	476	615	327	87	17	188	46	102	244	47	175	154	9	73
	32%	32%	32%	34%	30%	29%	24%	29%	26%	26%	37%	28%	28%	43%	23%	34%
Tend to agree (4)	938	509	430	541	278	96	24	176	48	120	170	46	196	96	10	74
	29%	28%	29%	30%	26%	32%	33%	27%	27%	31%	26%	27%	32%	27%	25%	35%
Neither agree nor disagree (3)	420	238	182	229	142	40	9	87	18	51	86	34	85	25	5	26
	13%	13%	12%	12%	13%	13%	12%	13%	10%	13%	13%	20%	14%	7%	11%	12%
Tend/definitely disagree (Net)	853	473	380	432	321	77	22	187	67	113	148	44	156	82	14	41
	26%	26%	26%	24%	30%	26%	31%	29%	37%	29%	23%	26%	25%	23%	36%	19%
Tend to disagree (2)	493	281	212	265	174	36	17	100	46	72	87	25	105	29	6	22
	15%	16%	14%	14%	16%	12%	23%	15%	26%	19%	13%	15%	17%	8%	16%	10%
Definitely disagree (1)	360	192	168	167	147	41	5	87	21	41	61	19	51	52	8	19
	11%	11%	11%	9%	14%	14%	7%	13%	12%	11%	9%	11%	8%	15%	20%	9%
Not applicable	16	9	7	10	3	2	1	7	-	1	*	-	3	3	1	-
	1%	1%	*	1%	*	1%	1%	1%	-	*	*	-	*	1%	2%	-
Don't know	7	5	2	4	3	-	-	1	-	-	5	-	-	*	1	-
	*	*	*	*	*	-	-	*	-	-	1%	-	-	*	2%	-
Mean Score	3.56	3.55	3.57	3.64	3.43	3.50	3.42	3.44	3.29	3.44	3.69	3.45	3.55	3.76	3.16	3.75
Standard Deviation	1.36	1.36	1.37	1.32	1.42	1.38	1.29	1.40	1.39	1.34	1.34	1.33	1.29	1.45	1.51	1.27
Standard Error	0.024	0.033	0.036	0.032	0.044	0.080	0.155	0.056	0.110	0.071	0.053	0.108	0.054	0.077	0.254	0.087

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1985	815	389	401	119	262	303	853	202	403	224	456	275	298	245	44	57	17
	60%	61%	61%	58%	65%	60%	68%	62%	60%	55%	60%	62%	64%	65%	54%	58%	46%	56%
Definitely agree	(5) 1046	430	177	229	75	136	145	470	101	226	104	226	144	173	124	30	31	6
	32%	32%	28%	33%	41%	31%	32%	34%	30%	31%	28%	31%	33%	38%	27%	40%	25%	18%
Tend to agree	(4) 938	385	212	172	44	126	158	383	101	177	120	230	131	125	121	14	26	11
	29%	29%	33%	25%	24%	29%	35%	28%	30%	24%	32%	31%	30%	27%	27%	18%	21%	38%
Neither agree nor disagree	(3) 420	173	96	90	16	45	41	188	44	98	49	107	51	44	72	6	11	4
	13%	13%	15%	13%	9%	10%	9%	14%	13%	13%	13%	14%	12%	10%	16%	8%	9%	13%
Tend/definitely disagree (Net)	853	343	148	191	47	123	101	332	90	231	100	172	100	116	134	26	56	9
	26%	26%	23%	28%	26%	28%	23%	24%	27%	31%	27%	23%	23%	25%	30%	34%	45%	29%
Tend to disagree	(2) 493	185	87	117	27	77	63	202	45	130	53	122	51	72	62	16	32	5
	15%	14%	14%	17%	15%	18%	14%	15%	13%	18%	14%	17%	12%	16%	14%	22%	26%	18%
Definitely disagree	(1) 360	158	62	74	20	46	38	129	45	102	46	50	48	44	72	9	24	3
	11%	12%	10%	11%	11%	11%	8%	9%	13%	14%	12%	7%	11%	10%	16%	12%	19%	11%
Not applicable	16	6	1	4	1	4	3	7	*	3	3	2	5	1	2	-	*	*
	1%	*	*	1%	1%	1%	1%	1%	*	*	1%	*	1%	*	*	-	*	2%
Don't know	7	1	*	2	-	4	1	3	-	3	-	1	2	1	-	-	1	-
	*	*	*	*	-	1%	*	*	-	*	-	*	*	*	-	-	1%	-
Mean Score	3.56	3.56	3.56	3.53	3.70	3.53	3.69	3.63	3.50	3.40	3.49	3.63	3.64	3.68	3.36	3.51	3.06	3.35
Standard Deviation	1.36	1.37	1.29	1.39	1.42	1.37	1.29	1.33	1.39	1.43	1.36	1.26	1.35	1.37	1.42	1.50	1.50	1.31
Standard Error	0.024	0.038	0.054	0.054	0.106	0.065	0.062	0.037	0.076	0.054	0.071	0.048	0.068	0.065	0.068	0.165	0.129	0.261

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1985 60%	1392 60%	89 73%	273 61%	221 60%	481 53%	471 65%	411 65%	273 61%	89 73%	221 60%	29 54%	233 62%	244 62%	275 61%	258 56%	262 55%	712 64%
Definitely agree (5)	1046 32%	733 32%	45 37%	143 32%	119 32%	217 24%	278 38%	230 36%	143 32%	45 37%	119 32%	9 16%	121 32%	148 37%	131 29%	130 28%	122 26%	394 35%
Tend to agree (4)	938 29%	659 28%	43 35%	130 29%	103 28%	264 29%	193 27%	181 29%	130 29%	43 35%	103 28%	20 38%	112 30%	96 24%	144 32%	129 28%	140 29%	318 29%
Neither agree nor disagree (3)	420 13%	295 13%	9 8%	59 13%	51 14%	123 14%	95 13%	67 11%	59 13%	9 8%	51 14%	10 18%	48 13%	59 15%	70 16%	66 14%	63 13%	113 10%
Tend/definitely disagree (Net)	853 26%	613 26%	24 20%	114 25%	95 26%	294 33%	157 22%	149 23%	114 25%	24 20%	95 26%	13 24%	95 25%	90 23%	106 23%	137 30%	149 31%	276 25%
Tend to disagree (2)	493 15%	362 16%	12 10%	65 14%	48 13%	180 20%	98 14%	77 12%	65 14%	12 10%	48 13%	7 13%	61 16%	47 12%	62 14%	77 17%	91 19%	155 14%
Definitely disagree (1)	360 11%	250 11%	11 9%	49 11%	47 13%	113 13%	59 8%	72 11%	49 11%	11 9%	47 13%	6 10%	34 9%	43 11%	44 10%	60 13%	59 12%	121 11%
Not applicable	16 1%	11 *	- -	3 1%	3 1%	1 *	3 *	6 1%	3 1%	- -	3 1%	1 2%	1 *	2 *	1 *	1 *	4 1%	9 1%
Don't know	7 *	4 *	- -	1 *	1 *	1 *	- -	2 *	1 *	- -	1 *	2 3%	- -	- -	- -	1 *	1 *	5 *
Mean Score	3.56	3.55	3.81	3.57	3.54	3.32	3.74	3.67	3.57	3.81	3.54	3.37	3.60	3.66	3.57	3.42	3.37	3.65
Standard Deviation	1.36	1.36	1.30	1.35	1.39	1.37	1.31	1.38	1.35	1.30	1.39	1.24	1.33	1.37	1.30	1.39	1.37	1.37
Standard Error	0.024	0.029	0.119	0.075	0.066	0.047	0.050	0.055	0.075	0.119	0.066	0.175	0.067	0.070	0.064	0.066	0.062	0.043

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1720	899	820	143	283	352	368	285	192	98	485	566	379	291	842	299	439	134	256	641	822
	52%	52%	52%	50%	51%	59%	56%	58%	49%	32%	54%	54%	51%	49%	53%	61%	47%	55%	52%	52%	53%
Definitely agree	(5) 809	435	373	52	124	163	196	137	101	36	230	276	167	135	402	137	218	50	120	312	375
	25%	25%	24%	18%	22%	27%	30%	28%	26%	12%	26%	26%	23%	23%	25%	28%	23%	21%	24%	26%	24%
Tend to agree	(4) 911	464	447	91	159	188	172	148	91	62	255	289	212	156	440	162	221	84	136	329	446
	28%	27%	29%	32%	29%	32%	26%	30%	23%	21%	29%	28%	29%	26%	28%	33%	23%	35%	28%	29%	27%
Neither agree nor disagree	(3) 528	319	208	53	107	97	119	74	46	32	130	172	141	84	300	70	116	41	73	181	273
	16%	19%	13%	19%	19%	16%	18%	15%	12%	11%	15%	16%	19%	14%	19%	14%	12%	17%	15%	15%	17%
Tend/definitely disagree (Net)	996	474	522	87	161	144	171	125	151	157	266	307	211	212	437	123	366	65	157	379	459
	30%	28%	33%	30%	29%	24%	26%	26%	38%	52%	30%	29%	28%	35%	27%	25%	39%	27%	32%	31%	29%
Tend to disagree	(2) 472	250	222	55	91	79	81	59	61	47	153	134	93	92	235	58	141	36	69	150	253
	14%	15%	14%	19%	16%	13%	12%	12%	16%	16%	17%	13%	13%	15%	15%	12%	15%	15%	14%	12%	16%
Definitely disagree	(1) 524	224	300	33	70	65	90	66	90	110	113	173	117	120	202	65	225	29	88	230	206
	16%	13%	19%	11%	13%	11%	14%	14%	23%	36%	13%	16%	16%	20%	13%	13%	24%	12%	18%	19%	13%
Not applicable	32	21	11	1	1	2	4	4	6	14	9	5	9	9	11	1	20	-	6	17	9
	1%	1%	1%	*	*	*	1%	1%	1%	5%	1%	*	1%	1%	1%	*	2%	-	1%	1%	1%
Don't know	6	2	4	3	*	1	1	-	-	1	1	*	1	3	2	-	2	2	*	3	2
	*	*	*	1%	*	*	*	-	-	*	*	*	*	1%	*	-	*	1%	*	*	*
Mean Score	3.31	3.38	3.24	3.26	3.32	3.52	3.46	3.48	3.13	2.54	3.38	3.35	3.30	3.16	3.38	3.50	3.07	3.37	3.27	3.29	3.34
Standard Deviation	1.40	1.36	1.45	1.28	1.33	1.31	1.38	1.37	1.53	1.48	1.37	1.42	1.37	1.46	1.35	1.36	1.52	1.30	1.44	1.46	1.35
Standard Error	0.025	0.034	0.037	0.096	0.064	0.056	0.055	0.064	0.070	0.079	0.046	0.046	0.055	0.058	0.036	0.064	0.047	0.107	0.061	0.040	0.038

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1720 52%	281 63%	975 51%	210 52%	253 48%	261 60%	229 58%	207 54%	1022 49%	435 62%	518 50%	465 51%	287 47%
Definitely agree (5)	809 25%	155 35%	438 23%	101 25%	114 22%	139 32%	105 27%	97 25%	468 23%	230 33%	228 22%	215 24%	130 21%
Tend to agree (4)	911 28%	125 28%	537 28%	110 27%	139 27%	122 28%	124 31%	110 29%	555 27%	206 29%	290 28%	250 27%	157 26%
Neither agree nor disagree (3)	528 16%	54 12%	322 17%	61 15%	91 17%	69 16%	66 17%	71 18%	322 16%	94 13%	189 18%	163 18%	80 13%
Tend/definitely disagree (Net)	996 30%	103 23%	591 31%	131 32%	170 33%	102 23%	99 25%	105 27%	690 33%	167 24%	317 31%	281 31%	226 37%
Tend to disagree (2)	472 14%	53 12%	282 15%	53 13%	84 16%	53 12%	57 15%	45 12%	317 15%	86 12%	165 16%	129 14%	90 15%
Definitely disagree (1)	524 16%	51 11%	309 16%	78 19%	86 16%	50 11%	41 10%	61 16%	372 18%	82 12%	152 15%	152 17%	136 22%
Not applicable	32 1%	4 1%	16 1%	2 1%	9 2%	3 1%	- -	- -	29 1%	5 1%	7 1%	3 *	17 3%
Don't know	6 *	- -	5 *	1 *	* *	* *	- -	3 1%	3 *	1 *	1 *	1 *	3 1%
Mean Score	3.31	3.64	3.27	3.25	3.22	3.57	3.50	3.36	3.21	3.60	3.27	3.27	3.09
Standard Deviation	1.40	1.37	1.39	1.46	1.40	1.35	1.31	1.39	1.43	1.36	1.36	1.40	1.48
Standard Error	0.025	0.078	0.030	0.086	0.072	0.069	0.070	0.086	0.031	0.050	0.047	0.049	0.056

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1720	888	832	886	620	185	30	271	81	228	309	92	407	174	20	131
	52%	49%	56%	48%	58%	61%	41%	42%	45%	59%	47%	54%	66%	48%	49%	61%
Definitely agree (5)	809	387	421	366	337	95	11	103	36	103	134	48	202	83	13	80
	25%	21%	29%	20%	31%	31%	15%	16%	20%	27%	21%	28%	33%	23%	32%	37%
Tend to agree (4)	911	500	411	519	283	90	19	167	45	125	175	44	206	90	7	51
	28%	28%	28%	28%	26%	30%	27%	26%	25%	32%	27%	26%	34%	25%	18%	24%
Neither agree nor disagree (3)	528	308	220	308	162	44	14	133	38	43	121	30	87	45	5	24
	16%	17%	15%	17%	15%	14%	20%	21%	21%	11%	18%	17%	14%	13%	14%	11%
Tend/definitely disagree (Net)	996	587	408	611	285	72	27	232	60	113	210	50	116	137	14	59
	30%	33%	28%	33%	27%	24%	38%	36%	33%	29%	32%	29%	19%	38%	35%	27%
Tend to disagree (2)	472	279	193	292	138	28	15	118	30	61	81	30	63	52	6	29
	14%	15%	13%	16%	13%	9%	21%	18%	17%	16%	12%	18%	10%	14%	15%	14%
Definitely disagree (1)	524	308	215	319	148	44	12	114	30	51	128	20	53	85	8	29
	16%	17%	15%	17%	14%	15%	17%	18%	17%	13%	20%	12%	9%	24%	20%	14%
Not applicable	32	19	13	24	5	3	1	8	-	4	11	-	3	5	1	-
	1%	1%	1%	1%	*	1%	2%	1%	-	1%	2%	-	*	1%	2%	-
Don't know	6	3	3	2	3	-	-	2	*	1	2	-	-	-	-	-
	*	*	*	*	*	-	-	*	*	*	*	-	-	-	-	-
Mean Score	3.31	3.21	3.43	3.18	3.49	3.54	3.01	3.04	3.16	3.44	3.16	3.41	3.72	3.10	3.27	3.57
Standard Deviation	1.40	1.40	1.40	1.39	1.40	1.40	1.34	1.35	1.37	1.38	1.42	1.36	1.26	1.51	1.56	1.45
Standard Error	0.025	0.034	0.037	0.034	0.044	0.081	0.162	0.054	0.108	0.074	0.056	0.111	0.053	0.081	0.260	0.099

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1720	775	340	347	87	171	258	628	236	384	214	400	203	201	275	46	69	19
	52%	58%	54%	50%	47%	39%	58%	45%	70%	52%	57%	54%	47%	44%	61%	60%	55%	64%
Definitely agree (5)	809	401	140	156	42	69	122	244	133	204	105	180	80	83	168	25	43	7
	25%	30%	22%	23%	23%	16%	27%	18%	39%	28%	28%	24%	19%	18%	37%	33%	35%	22%
Tend to agree (4)	911	373	201	190	45	102	136	384	104	179	109	220	123	118	107	20	26	13
	28%	28%	32%	28%	24%	23%	30%	28%	31%	24%	29%	30%	28%	26%	24%	27%	21%	43%
Neither agree nor disagree (3)	528	176	113	123	28	88	70	238	38	123	58	120	92	64	78	6	21	3
	16%	13%	18%	18%	15%	20%	16%	17%	11%	17%	15%	16%	21%	14%	17%	9%	17%	9%
Tend/definitely disagree (Net)	996	378	176	208	65	169	115	497	61	225	99	213	127	189	97	23	34	8
	30%	28%	28%	30%	36%	39%	26%	36%	18%	30%	26%	29%	29%	41%	21%	30%	27%	25%
Tend to disagree (2)	472	187	87	94	24	80	56	236	30	107	42	128	53	72	54	13	12	2
	14%	14%	14%	14%	13%	18%	13%	17%	9%	15%	11%	17%	12%	16%	12%	17%	10%	6%
Definitely disagree (1)	524	191	89	114	41	89	58	261	30	118	57	85	74	117	42	10	22	6
	16%	14%	14%	17%	22%	20%	13%	19%	9%	16%	15%	11%	17%	25%	9%	14%	17%	19%
Not applicable	32	7	6	9	3	8	6	18	2	3	4	5	10	5	2	1	*	*
	1%	1%	1%	1%	2%	2%	1%	1%	*	*	1%	1%	2%	1%	1%	1%	*	2%
Don't know	6	2	-	2	*	1	-	2	-	3	-	1	1	1	-	-	1	-
	*	*	-	*	*	*	-	*	-	*	-	*	*	*	-	-	1%	-
Mean Score	3.31	3.46	3.34	3.27	3.12	2.96	3.47	3.08	3.83	3.34	3.44	3.38	3.20	2.95	3.68	3.50	3.46	3.42
Standard Deviation	1.40	1.41	1.34	1.40	1.49	1.38	1.36	1.39	1.29	1.43	1.40	1.33	1.36	1.48	1.33	1.45	1.48	1.43
Standard Error	0.025	0.039	0.056	0.055	0.112	0.066	0.065	0.039	0.071	0.054	0.073	0.051	0.069	0.071	0.063	0.161	0.128	0.286

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1720	1213	71	241	185	475	396	315	241	71	185	28	215	205	229	233	266	572
	52%	52%	58%	54%	50%	53%	54%	50%	54%	58%	50%	52%	57%	52%	51%	50%	56%	51%
Definitely agree	(5) 809	587	22	98	98	231	195	149	98	22	98	12	101	100	103	98	127	280
	25%	25%	18%	22%	26%	26%	27%	24%	22%	18%	26%	22%	27%	25%	23%	21%	26%	25%
Tend to agree	(4) 911	627	49	143	87	244	201	166	143	49	87	16	114	105	126	135	140	292
	28%	27%	40%	32%	23%	27%	28%	26%	32%	40%	23%	30%	30%	27%	28%	29%	29%	26%
Neither agree nor disagree	(3) 528	384	11	70	62	162	121	92	70	11	62	10	60	74	75	87	81	151
	16%	17%	9%	16%	17%	18%	17%	14%	16%	9%	17%	18%	16%	19%	17%	19%	17%	14%
Tend/definitely disagree (Net)	996	690	39	135	118	255	206	215	135	39	118	14	100	110	147	141	125	373
	30%	30%	32%	30%	32%	28%	28%	34%	30%	32%	32%	25%	26%	28%	33%	30%	26%	33%
Tend to disagree	(2) 472	334	20	62	49	129	103	96	62	20	49	6	39	37	81	71	74	170
	14%	14%	17%	14%	13%	14%	14%	15%	14%	17%	13%	11%	10%	9%	18%	15%	15%	15%
Definitely disagree	(1) 524	356	19	73	69	126	103	119	73	19	69	8	61	73	66	70	51	203
	16%	15%	15%	16%	19%	14%	14%	19%	16%	15%	19%	14%	16%	18%	15%	15%	11%	18%
Not applicable	32	24	*	3	5	6	3	13	3	*	5	2	2	6	1	2	5	17
	1%	1%	*	1%	1%	1%	*	2%	1%	*	1%	3%	*	1%	*	*	1%	2%
Don't know	6	3	-	2	*	2	-	1	2	-	*	1	-	1	-	1	1	3
	*	*	-	*	*	*	-	*	*	-	*	2%	-	*	-	*	*	*
Mean Score	3.31	3.33	3.29	3.29	3.26	3.36	3.39	3.21	3.29	3.29	3.26	3.36	3.41	3.31	3.26	3.26	3.46	3.25
Standard Deviation	1.40	1.40	1.36	1.38	1.46	1.37	1.39	1.45	1.38	1.36	1.46	1.37	1.40	1.43	1.38	1.36	1.32	1.46
Standard Error	0.025	0.030	0.125	0.077	0.070	0.047	0.053	0.058	0.077	0.125	0.070	0.193	0.071	0.073	0.067	0.065	0.060	0.046

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1358	759	599	125	250	285	293	216	127	61	347	471	282	259	709	224	320	101	222	517	618
	41%	44%	38%	43%	45%	48%	44%	44%	32%	20%	39%	45%	38%	43%	45%	45%	34%	42%	45%	42%	40%
Definitely agree	(5) 565	319	246	53	99	132	124	92	47	19	156	192	104	113	298	85	132	49	102	225	239
	17%	19%	16%	18%	18%	22%	19%	19%	12%	6%	17%	18%	14%	19%	19%	17%	14%	20%	21%	18%	15%
Tend to agree	(4) 793	440	353	72	151	154	169	124	80	43	191	279	178	145	411	139	188	52	121	292	380
	24%	26%	23%	25%	27%	26%	26%	25%	20%	14%	21%	27%	24%	24%	26%	28%	20%	22%	25%	24%	24%
Neither agree nor disagree	(3) 688	386	302	63	129	141	134	107	77	37	199	221	181	86	358	112	157	58	90	222	375
	21%	23%	19%	22%	23%	24%	20%	22%	19%	12%	22%	21%	24%	14%	23%	23%	17%	24%	18%	18%	24%
Tend/definitely disagree (Net)	1178	540	638	98	171	161	225	159	180	183	329	344	263	241	507	156	427	82	170	453	552
	36%	31%	41%	34%	31%	27%	34%	33%	46%	61%	37%	33%	35%	40%	32%	32%	45%	34%	35%	37%	35%
Tend to disagree	(2) 549	278	271	57	83	84	124	64	78	58	183	155	107	104	268	74	163	40	70	178	299
	17%	16%	17%	20%	15%	14%	19%	13%	20%	19%	21%	15%	14%	17%	17%	15%	17%	16%	14%	15%	19%
Definitely disagree	(1) 629	262	367	40	87	78	102	95	102	125	147	189	156	138	240	82	264	42	100	275	253
	19%	15%	23%	14%	16%	13%	15%	20%	26%	42%	16%	18%	21%	23%	15%	17%	28%	18%	20%	23%	16%
Not applicable	44	26	18	1	1	6	6	4	9	16	13	10	10	11	14	1	28	-	7	24	13
	1%	2%	1%	*	*	1%	1%	1%	2%	5%	1%	1%	1%	2%	1%	*	3%	-	1%	2%	1%
Don't know	14	4	10	1	2	2	3	2	2	2	4	4	4	2	3	-	11	-	2	5	6
	*	*	1%	*	*	*	*	*	*	1%	*	*	1%	*	*	-	1%	-	*	*	*
Mean Score	3.04	3.16	2.90	3.14	3.17	3.30	3.14	3.11	2.72	2.19	3.03	3.13	2.95	2.99	3.16	3.14	2.74	3.11	3.11	3.01	3.03
Standard Deviation	1.38	1.33	1.41	1.32	1.33	1.32	1.35	1.39	1.37	1.32	1.35	1.37	1.35	1.46	1.33	1.33	1.44	1.37	1.44	1.44	1.31
Standard Error	0.025	0.034	0.036	0.099	0.064	0.056	0.053	0.065	0.063	0.071	0.046	0.044	0.054	0.058	0.035	0.063	0.045	0.113	0.061	0.040	0.037

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1358 41%	252 57%	786 41%	152 37%	167 32%	216 50%	179 45%	175 45%	788 38%	335 48%	408 40%	367 40%	239 39%
Definitely agree (5)	565 17%	125 28%	329 17%	62 15%	49 9%	97 22%	76 19%	65 17%	327 16%	149 21%	169 16%	152 17%	93 15%
Tend to agree (4)	793 24%	128 29%	457 24%	90 22%	118 23%	119 27%	103 26%	110 28%	461 22%	186 26%	239 23%	215 24%	147 24%
Neither agree nor disagree (3)	688 21%	69 16%	404 21%	90 22%	125 24%	87 20%	81 21%	79 20%	440 21%	142 20%	244 24%	210 23%	87 14%
Tend/definitely disagree (Net)	1178 36%	116 26%	689 36%	157 39%	216 41%	128 29%	134 34%	128 33%	788 38%	217 31%	365 35%	331 36%	258 42%
Tend to disagree (2)	549 17%	48 11%	336 18%	63 16%	101 19%	66 15%	78 20%	54 14%	350 17%	103 15%	181 18%	158 17%	102 17%
Definitely disagree (1)	629 19%	68 15%	353 18%	94 23%	114 22%	62 14%	56 14%	74 19%	437 21%	113 16%	184 18%	173 19%	156 26%
Not applicable	44 1%	6 1%	23 1%	3 1%	12 2%	3 1%	- -	1 *	40 2%	7 1%	12 1%	4 *	21 3%
Don't know	14 *	- -	7 *	2 1%	4 1%	1 *	- -	3 1%	9 *	3 *	3 *	* *	7 1%
Mean Score	3.04	3.44	3.04	2.90	2.78	3.28	3.17	3.10	2.95	3.22	3.03	3.02	2.86
Standard Deviation	1.38	1.40	1.37	1.39	1.29	1.35	1.33	1.37	1.38	1.37	1.34	1.36	1.45
Standard Error	0.025	0.080	0.030	0.083	0.067	0.069	0.071	0.085	0.030	0.051	0.046	0.048	0.056

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1358	695	663	648	522	161	27	230	68	183	242	82	301	121	21	101
	41%	39%	45%	35%	49%	53%	38%	36%	38%	47%	37%	48%	49%	34%	52%	48%
Definitely agree (5)	565	263	302	223	251	81	10	82	26	79	89	39	125	60	6	53
	17%	15%	20%	12%	23%	27%	14%	13%	15%	20%	14%	23%	20%	17%	16%	25%
Tend to agree (4)	793	432	360	425	271	79	17	148	42	105	153	43	176	61	15	48
	24%	24%	24%	23%	25%	26%	24%	23%	23%	27%	23%	25%	29%	17%	37%	23%
Neither agree nor disagree (3)	688	398	290	405	213	53	16	163	50	56	142	46	136	63	5	23
	21%	22%	20%	22%	20%	17%	23%	25%	28%	14%	22%	27%	22%	17%	12%	11%
Tend/definitely disagree (Net)	1178	676	502	738	327	86	27	242	60	143	252	43	169	163	13	87
	36%	37%	34%	40%	30%	28%	38%	37%	33%	37%	39%	25%	28%	45%	34%	41%
Tend to disagree (2)	549	332	217	367	135	38	9	124	33	75	94	20	98	69	2	31
	17%	18%	15%	20%	13%	12%	12%	19%	19%	19%	14%	12%	16%	19%	5%	15%
Definitely disagree (1)	629	344	285	370	192	48	19	118	27	68	157	23	71	94	11	55
	19%	19%	19%	20%	18%	16%	26%	18%	15%	17%	24%	14%	12%	26%	28%	26%
Not applicable	44	27	17	30	9	4	1	7	1	6	13	-	4	11	1	*
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	-	1%	3%	2%	*
Don't know	14	8	6	10	3	1	-	4	-	*	3	-	2	2	-	2
	*	*	*	1%	*	*	-	1%	-	*	1%	-	*	1%	-	1%
Mean Score	3.04	2.96	3.12	2.87	3.24	3.36	2.88	2.92	3.04	3.13	2.88	3.32	3.31	2.78	3.06	3.06
Standard Deviation	1.38	1.34	1.41	1.32	1.41	1.41	1.42	1.30	1.27	1.41	1.39	1.32	1.29	1.45	1.51	1.56
Standard Error	0.025	0.033	0.037	0.032	0.044	0.082	0.172	0.052	0.100	0.076	0.055	0.107	0.054	0.078	0.251	0.108

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1358	636	301	220	68	133	186	462	193	329	188	298	152	128	245	41	58	15
	41%	48%	47%	32%	37%	30%	41%	33%	57%	45%	50%	40%	35%	28%	54%	54%	46%	49%
Definitely agree (5)	565	278	101	89	36	60	69	154	97	154	91	108	47	38	130	21	30	6
	17%	21%	16%	13%	20%	14%	15%	11%	29%	21%	24%	15%	11%	8%	29%	28%	24%	19%
Tend to agree (4)	793	357	200	132	32	73	117	308	97	175	96	190	105	90	114	20	27	9
	24%	27%	31%	19%	17%	17%	26%	22%	29%	24%	26%	26%	24%	20%	25%	26%	22%	30%
Neither agree nor disagree (3)	688	252	119	176	36	106	88	318	56	157	69	168	104	102	95	11	25	4
	21%	19%	19%	26%	20%	24%	20%	23%	17%	21%	18%	23%	24%	22%	21%	14%	20%	12%
Tend/definitely disagree (Net)	1178	440	204	275	76	182	168	570	85	243	113	259	165	219	109	23	40	11
	36%	33%	32%	40%	42%	42%	37%	41%	25%	33%	30%	35%	38%	48%	24%	30%	32%	38%
Tend to disagree (2)	549	212	95	135	33	74	90	277	37	98	46	164	77	96	59	7	14	3
	17%	16%	15%	20%	18%	17%	20%	20%	11%	13%	12%	22%	18%	21%	13%	9%	11%	9%
Definitely disagree (1)	629	228	109	140	43	108	78	293	48	145	66	95	88	123	50	16	26	8
	19%	17%	17%	20%	24%	25%	17%	21%	14%	20%	18%	13%	20%	27%	11%	21%	20%	28%
Not applicable	44	8	11	13	1	10	6	24	2	7	5	10	8	4	1	2	*	*
	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%
Don't know	14	2	-	4	2	6	1	9	1	2	1	3	3	1	-	1	-	-
	*	*	-	1%	1%	1%	*	1%	*	*	*	*	1%	1%	*	-	1%	-
Mean Score	3.04	3.19	3.14	2.84	2.91	2.77	3.02	2.82	3.47	3.13	3.27	3.07	2.87	2.61	3.48	3.31	3.18	3.03
Standard Deviation	1.38	1.39	1.34	1.32	1.46	1.38	1.34	1.31	1.38	1.41	1.42	1.27	1.31	1.30	1.33	1.52	1.47	1.55
Standard Error	0.025	0.039	0.057	0.052	0.110	0.066	0.064	0.037	0.076	0.053	0.075	0.048	0.066	0.063	0.063	0.168	0.127	0.311

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1358 41%	936 40%	57 47%	191 42%	165 45%	384 43%	292 40%	242 38%	191 42%	57 47%	165 45%	19 35%	192 51%	174 44%	157 35%	176 38%	211 44%	449 40%
Definitely agree (5)	565 17%	381 16%	25 21%	82 18%	76 21%	158 18%	113 16%	107 17%	82 18%	25 21%	76 21%	3 6%	96 25%	56 14%	73 16%	68 15%	101 21%	171 15%
Tend to agree (4)	793 24%	556 24%	32 26%	109 24%	89 24%	226 25%	179 25%	135 21%	109 24%	32 26%	89 24%	16 30%	96 25%	118 30%	84 19%	107 23%	111 23%	277 25%
Neither agree nor disagree (3)	688 21%	508 22%	22 18%	84 19%	69 19%	189 21%	182 25%	128 20%	84 19%	22 18%	69 19%	10 17%	64 17%	71 18%	123 27%	126 27%	102 21%	200 18%
Tend/definitely disagree (Net)	1178 36%	826 36%	42 35%	171 38%	128 35%	310 34%	245 34%	249 39%	171 38%	42 35%	128 35%	23 42%	113 30%	142 36%	166 37%	159 34%	158 33%	439 39%
Tend to disagree (2)	549 17%	419 18%	19 15%	55 12%	51 14%	159 18%	134 18%	114 18%	55 12%	19 15%	51 14%	11 21%	49 13%	51 13%	82 18%	78 17%	89 19%	200 18%
Definitely disagree (1)	629 19%	407 18%	24 20%	116 26%	76 21%	150 17%	111 15%	135 21%	116 26%	24 20%	76 21%	12 21%	64 17%	91 23%	84 19%	81 18%	69 14%	240 21%
Not applicable	44 1%	33 1%	* *	4 1%	7 2%	11 1%	5 1%	15 2%	4 1%	* *	7 2%	2 3%	7 2%	7 2%	3 1%	2 *	6 1%	19 2%
Don't know	14 *	11 *	- -	- -	2 1%	5 1%	4 1%	1 *	- -	- -	2 1%	1 2%	1 *	2 *	3 1%	- -	1 *	7 1%
Mean Score	3.04	3.04	3.14	2.97	3.10	3.09	3.07	2.94	2.97	3.14	3.10	2.76	3.30	2.99	2.95	3.01	3.18	2.95
Standard Deviation	1.38	1.35	1.43	1.46	1.44	1.35	1.30	1.40	1.46	1.43	1.44	1.28	1.43	1.40	1.33	1.31	1.35	1.40
Standard Error	0.025	0.029	0.131	0.081	0.069	0.047	0.049	0.057	0.081	0.131	0.069	0.182	0.073	0.072	0.066	0.063	0.062	0.044

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1155	710	445	84	226	265	289	164	86	41	308	378	264	205	687	155	230	75	152	445	559
	35%	41%	28%	29%	41%	44%	44%	34%	22%	14%	35%	36%	36%	34%	43%	31%	24%	31%	31%	36%	36%
Definitely agree	(5) 519	349	170	39	111	115	138	65	35	16	131	163	132	92	331	59	88	39	74	193	252
	16%	20%	11%	14%	20%	19%	21%	13%	9%	5%	15%	16%	18%	15%	21%	12%	9%	16%	15%	16%	16%
Tend to agree	(4) 636	361	275	45	115	150	151	99	51	25	177	215	132	113	356	96	142	37	78	251	307
	19%	21%	18%	16%	21%	25%	23%	20%	13%	8%	20%	20%	18%	19%	22%	20%	15%	15%	16%	21%	20%
Neither agree nor disagree	(3) 561	310	251	45	101	110	117	98	56	33	152	192	135	82	301	98	120	41	72	178	311
	17%	18%	16%	16%	18%	18%	18%	20%	14%	11%	17%	18%	18%	14%	19%	20%	13%	17%	15%	15%	20%
Tend/definitely disagree (Net)	1525	671	854	156	224	215	249	222	244	214	418	465	338	304	591	238	567	125	266	579	678
	46%	39%	55%	54%	41%	36%	38%	46%	62%	71%	47%	44%	46%	51%	37%	48%	60%	52%	54%	47%	43%
Tend to disagree	(2) 630	315	315	83	105	101	112	82	84	62	194	186	131	119	274	101	191	62	98	198	334
	19%	18%	20%	29%	19%	17%	17%	17%	21%	21%	22%	18%	18%	20%	17%	21%	20%	26%	20%	16%	21%
Definitely disagree	(1) 895	355	540	73	120	113	137	140	160	152	224	279	207	185	318	137	376	63	167	381	344
	27%	21%	34%	25%	22%	19%	21%	29%	41%	50%	25%	27%	28%	31%	20%	28%	40%	26%	34%	31%	22%
Not applicable	34	23	11	1	1	5	6	3	6	12	12	3	7	9	2	23	-	3	15	15	
	1%	1%	1%	*	*	1%	1%	1%	2%	4%	1%	1%	*	1%	*	2%	-	1%	1%	1%	
Don't know	6	2	4	1	-	1	2	1	2	1	3	1	1	4	-	2	-	-	5	2	
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	-	-	*	*	
Mean Score	2.77	3.02	2.50	2.63	2.99	3.09	3.06	2.73	2.27	1.93	2.77	2.81	2.80	2.67	3.07	2.67	2.32	2.69	2.58	2.73	2.86
Standard Deviation	1.44	1.44	1.40	1.37	1.44	1.40	1.44	1.41	1.36	1.22	1.41	1.44	1.47	1.47	1.43	1.38	1.39	1.42	1.47	1.49	1.39
Standard Error	0.026	0.036	0.035	0.103	0.069	0.059	0.057	0.066	0.062	0.065	0.048	0.046	0.059	0.058	0.038	0.065	0.042	0.116	0.062	0.041	0.040

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1155 35%	157 35%	706 37%	132 33%	160 30%	192 44%	189 48%	126 33%	649 31%	262 37%	391 38%	323 35%	173 28%
Definitely agree (5)	519 16%	74 17%	303 16%	63 15%	80 15%	90 21%	73 19%	61 16%	294 14%	122 17%	159 15%	155 17%	82 13%
Tend to agree (4)	636 19%	83 19%	404 21%	69 17%	80 15%	102 23%	115 29%	65 17%	354 17%	140 20%	232 22%	169 18%	91 15%
Neither agree nor disagree (3)	561 17%	79 18%	302 16%	77 19%	103 20%	74 17%	57 14%	76 20%	354 17%	129 18%	184 18%	163 18%	82 13%
Tend/definitely disagree (Net)	1525 46%	205 46%	881 46%	191 47%	249 47%	165 38%	149 38%	183 47%	1028 50%	307 44%	450 44%	419 46%	338 55%
Tend to disagree (2)	630 19%	64 14%	386 20%	67 17%	113 22%	91 21%	66 17%	70 18%	403 20%	127 18%	191 19%	188 21%	117 19%
Definitely disagree (1)	895 27%	141 32%	495 26%	123 30%	135 26%	75 17%	83 21%	113 29%	625 30%	180 26%	259 25%	230 25%	221 36%
Not applicable	34 1%	2 *	17 1%	6 1%	10 2%	4 1%	- -	- -	30 1%	5 1%	8 1%	6 1%	16 3%
Don't know	6 *	- -	4 *	- -	2 *	- -	- -	1 *	6 *	1 *	- -	2 *	4 1%
Mean Score	2.77	2.74	2.81	2.70	2.72	3.10	3.08	2.72	2.65	2.85	2.84	2.81	2.49
Standard Deviation	1.44	1.49	1.44	1.46	1.41	1.40	1.43	1.44	1.44	1.45	1.42	1.44	1.46
Standard Error	0.026	0.085	0.031	0.086	0.073	0.072	0.077	0.089	0.031	0.054	0.049	0.050	0.055

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1155	634	521	556	468	104	27	221	45	141	191	82	252	121	12	87
	35%	35%	35%	30%	44%	34%	38%	34%	25%	36%	29%	48%	41%	33%	31%	41%
Definitely agree (5)	519	266	253	205	238	59	17	90	24	58	78	43	103	62	6	55
	16%	15%	17%	11%	22%	19%	23%	14%	14%	15%	12%	25%	17%	17%	14%	26%
Tend to agree (4)	636	368	268	351	230	45	10	131	21	84	113	40	148	59	7	32
	19%	20%	18%	19%	21%	15%	14%	20%	12%	22%	17%	23%	24%	16%	16%	15%
Neither agree nor disagree (3)	561	320	240	358	150	44	8	111	43	65	125	29	118	37	5	23
	17%	18%	16%	20%	14%	15%	11%	17%	24%	17%	19%	17%	19%	10%	12%	11%
Tend/definitely disagree (Net)	1525	822	703	886	449	153	36	306	90	181	325	59	240	191	21	101
	46%	46%	48%	48%	42%	51%	50%	47%	50%	47%	50%	35%	39%	53%	54%	47%
Tend to disagree (2)	630	375	255	384	173	64	8	123	46	91	128	28	115	54	12	29
	19%	21%	17%	21%	16%	21%	12%	19%	26%	23%	20%	16%	19%	15%	30%	14%
Definitely disagree (1)	895	447	448	502	276	89	27	184	43	90	198	31	125	137	9	72
	27%	25%	30%	27%	26%	29%	38%	28%	24%	23%	30%	18%	20%	38%	23%	34%
Not applicable	34	24	10	26	5	2	1	8	-	1	7	-	4	12	1	2
	1%	1%	1%	1%	*	1%	2%	1%	-	*	1%	-	1%	3%	2%	1%
Don't know	6	5	1	4	2	-	-	-	1	-	5	-	-	-	1	-
	*	*	*	*	*	-	-	-	*	-	1%	-	-	-	2%	-
Mean Score	2.77	2.79	2.74	2.65	2.98	2.74	2.73	2.72	2.64	2.81	2.60	3.20	2.98	2.58	2.66	2.86
Standard Deviation	1.44	1.41	1.49	1.36	1.52	1.50	1.65	1.43	1.33	1.39	1.39	1.45	1.39	1.56	1.41	1.64
Standard Error	0.026	0.035	0.039	0.033	0.047	0.087	0.200	0.057	0.105	0.074	0.055	0.118	0.058	0.084	0.239	0.113

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1155	510	250	198	69	128	154	402	158	310	131	248	143	123	227	38	60	14
	35%	38%	39%	29%	38%	29%	34%	29%	47%	42%	35%	34%	33%	27%	50%	50%	47%	47%
Definitely agree	(5)	519	238	109	87	28	58	147	72	166	76	91	57	42	124	20	36	5
		16%	18%	17%	13%	15%	13%	11%	21%	23%	20%	12%	13%	9%	27%	26%	29%	17%
Tend to agree	(4)	636	272	141	111	41	70	255	86	144	55	157	86	81	104	18	23	9
		19%	20%	22%	16%	23%	16%	18%	26%	19%	15%	21%	20%	18%	23%	24%	19%	30%
Neither agree nor disagree	(3)	561	208	131	118	32	70	266	39	111	52	167	86	71	65	6	13	2
		17%	16%	21%	17%	18%	16%	21%	12%	15%	14%	23%	20%	15%	14%	8%	10%	8%
Tend/definitely disagree (Net)	1525	607	249	359	80	230	197	689	136	314	189	313	195	260	156	32	52	13
	46%	45%	39%	44%	44%	53%	44%	50%	40%	42%	50%	42%	45%	56%	34%	42%	41%	43%
Tend to disagree	(2)	630	266	103	142	18	100	96	288	50	123	73	137	87	108	76	12	6
		19%	20%	16%	21%	10%	23%	22%	21%	15%	17%	19%	19%	20%	24%	17%	16%	21%
Definitely disagree	(1)	895	341	146	217	62	130	101	401	86	190	116	175	108	152	80	20	6
		27%	25%	23%	31%	34%	30%	23%	29%	25%	31%	24%	25%	33%	18%	26%	26%	21%
Not applicable		34	12	5	7	1	9	4	22	3	3	9	7	6	3	-	-	-
		1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	-	-	2%
Don't know		6	-	1	5	-	1	-	4	1	-	1	2	1	1	-	1	-
		*	-	*	1%	-	*	-	*	*	-	*	1%	*	*	-	1%	-
Mean Score	2.77	2.85	2.94	2.57	2.75	2.59	2.81	2.60	3.02	2.96	2.74	2.80	2.76	2.46	3.26	3.08	3.09	3.00
Standard Deviation	1.44	1.46	1.42	1.41	1.50	1.41	1.36	1.36	1.52	1.52	1.53	1.35	1.38	1.35	1.47	1.58	1.61	1.47
Standard Error	0.026	0.041	0.059	0.056	0.112	0.067	0.065	0.038	0.084	0.057	0.080	0.051	0.070	0.065	0.070	0.174	0.138	0.294

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1155 35%	854 37%	41 34%	143 32%	111 30%	381 42%	256 35%	207 33%	143 32%	41 34%	111 30%	9 17%	146 39%	137 35%	156 34%	170 37%	193 40%	352 32%
Definitely agree (5)	519 16%	376 16%	17 14%	67 15%	56 15%	163 18%	115 16%	94 15%	67 15%	17 14%	56 15%	4 7%	72 19%	64 16%	62 14%	83 18%	84 18%	154 14%
Tend to agree (4)	636 19%	478 21%	24 19%	76 17%	55 15%	218 24%	141 19%	114 18%	76 17%	24 19%	55 15%	5 10%	74 20%	73 19%	94 21%	87 19%	109 23%	198 18%
Neither agree nor disagree (3)	561 17%	410 18%	16 13%	77 17%	56 15%	168 19%	120 17%	109 17%	77 17%	16 13%	56 15%	13 23%	51 14%	70 18%	85 19%	80 17%	104 22%	171 15%
Tend/definitely disagree (Net)	1525 46%	1020 44%	65 54%	225 50%	200 54%	342 38%	342 47%	305 48%	225 50%	65 54%	200 54%	30 55%	175 46%	182 46%	208 46%	208 45%	177 37%	574 51%
Tend to disagree (2)	630 19%	446 19%	21 17%	79 18%	77 21%	162 18%	154 21%	116 18%	79 18%	21 17%	77 21%	14 25%	73 19%	49 12%	105 23%	95 20%	79 16%	230 21%
Definitely disagree (1)	895 27%	574 25%	44 36%	146 33%	123 33%	180 20%	188 26%	190 30%	146 33%	44 36%	123 33%	16 30%	102 27%	133 34%	104 23%	113 24%	98 21%	344 31%
Not applicable	34 1%	26 1%	-	5 1%	3 1%	7 1%	5 1%	13 2%	5 1%	-	3 1%	1 2%	4 1%	6 1%	1 *	5 1%	2 *	16 1%
Don't know	6 *	6 *	-	1 *	-	2 *	2 *	-	1 *	-	-	2 3%	-	1 *	2 *	* *	1 *	2 *
Mean Score	2.77	2.84	2.58	2.64	2.57	3.02	2.78	2.69	2.64	2.58	2.57	2.36	2.84	2.71	2.79	2.85	3.00	2.62
Standard Deviation	1.44	1.43	1.49	1.46	1.46	1.40	1.43	1.45	1.46	1.49	1.46	1.23	1.50	1.50	1.37	1.45	1.39	1.44
Standard Error	0.026	0.030	0.137	0.081	0.070	0.048	0.055	0.058	0.081	0.137	0.070	0.174	0.076	0.077	0.067	0.070	0.063	0.045

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	2165	1188	976	166	401	470	490	324	211	103	644	697	473	351	1176	362	474	144	289	758	1117
	66%	69%	62%	58%	73%	79%	74%	66%	54%	34%	72%	66%	64%	59%	74%	74%	50%	60%	59%	62%	71%
Definitely agree	(5) 1082	600	482	61	204	239	278	158	106	36	325	372	226	159	634	172	204	69	142	383	557
	33%	35%	31%	21%	37%	40%	42%	32%	27%	12%	36%	35%	31%	27%	40%	35%	22%	29%	29%	31%	36%
Tend to agree	(4) 1083	588	495	105	197	231	212	166	105	67	319	325	247	192	542	190	270	75	147	376	560
	33%	34%	32%	37%	36%	39%	32%	34%	27%	22%	36%	31%	33%	32%	34%	39%	29%	31%	30%	31%	36%
Neither agree nor disagree	(3) 335	171	163	41	52	51	56	60	50	24	82	105	85	61	154	39	109	32	47	135	152
	10%	10%	10%	14%	9%	9%	8%	12%	13%	8%	9%	10%	12%	10%	10%	8%	12%	13%	10%	11%	10%
Tend/definitely disagree (Net)	744	332	412	73	98	70	112	104	127	160	150	240	179	176	254	88	339	60	148	310	284
	23%	19%	26%	25%	18%	12%	17%	21%	32%	53%	17%	23%	24%	29%	16%	18%	36%	25%	30%	25%	18%
Tend to disagree	(2) 303	142	161	35	43	35	47	38	49	56	58	106	73	66	117	35	123	26	67	110	125
	9%	8%	10%	12%	8%	6%	7%	8%	12%	19%	6%	10%	10%	11%	7%	7%	13%	11%	14%	9%	8%
Definitely disagree	(1) 441	191	251	38	55	35	65	66	79	104	92	134	106	109	137	53	216	34	81	199	159
	13%	11%	16%	13%	10%	6%	10%	13%	20%	34%	10%	13%	14%	18%	9%	11%	23%	14%	16%	16%	10%
Not applicable	31	21	11	7	1	5	4	1	4	11	14	7	2	9	8	2	15	6	7	16	9
	1%	1%	1%	2%	*	1%	1%	*	1%	4%	2%	1%	*	1%	*	2%	3%	1%	1%	1%	1%
Don't know	6	2	4	1	-	*	-	-	2	3	2	-	2	2	-	1	5	-	1	3	2
	*	*	*	*	-	*	-	-	*	1%	*	-	*	*	-	*	1%	-	*	*	*
Mean Score	3.64	3.75	3.51	3.42	3.82	4.02	3.90	3.64	3.29	2.56	3.83	3.67	3.56	3.38	3.90	3.80	3.13	3.51	3.42	3.53	3.79
Standard Deviation	1.38	1.32	1.43	1.32	1.28	1.12	1.30	1.36	1.49	1.48	1.28	1.38	1.39	1.46	1.25	1.29	1.49	1.39	1.45	1.44	1.29
Standard Error	0.025	0.033	0.036	0.099	0.061	0.047	0.051	0.063	0.068	0.079	0.043	0.044	0.055	0.057	0.033	0.061	0.046	0.114	0.061	0.040	0.037

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	2165 66%	329 74%	1218 64%	280 69%	338 64%	343 79%	300 76%	269 70%	1253 61%	552 78%	689 67%	570 62%	339 55%
Definitely agree (5)	1082 33%	187 42%	566 30%	136 34%	193 37%	183 42%	168 43%	134 35%	596 29%	311 44%	346 33%	267 29%	153 25%
Tend to agree (4)	1083 33%	142 32%	652 34%	144 36%	144 28%	160 37%	132 33%	135 35%	657 32%	241 34%	343 33%	303 33%	187 30%
Neither agree nor disagree (3)	335 10%	29 6%	230 12%	29 7%	48 9%	35 8%	33 8%	28 7%	237 11%	42 6%	113 11%	115 13%	64 10%
Tend/definitely disagree (Net)	744 23%	77 17%	441 23%	95 23%	131 25%	54 12%	61 15%	85 22%	544 26%	103 15%	218 21%	222 24%	197 32%
Tend to disagree (2)	303 9%	19 4%	202 11%	35 9%	46 9%	25 6%	23 6%	34 9%	222 11%	42 6%	93 9%	96 11%	68 11%
Definitely disagree (1)	441 13%	57 13%	239 13%	59 15%	85 16%	29 7%	38 10%	52 13%	322 16%	61 9%	125 12%	126 14%	129 21%
Not applicable	31 1%	9 2%	17 1%	- -	6 1%	3 1%	- -	3 1%	25 1%	5 1%	12 1%	6 1%	9 1%
Don't know	6 *	- -	3 *	2 *	1 *	- -	- -	- -	6 *	1 *	1 *	- -	4 1%
Mean Score	3.64	3.88	3.58	3.65	3.61	4.03	3.94	3.70	3.48	4.00	3.68	3.54	3.28
Standard Deviation	1.38	1.36	1.35	1.40	1.47	1.16	1.27	1.38	1.42	1.24	1.35	1.37	1.49
Standard Error	0.025	0.078	0.029	0.082	0.075	0.059	0.068	0.085	0.031	0.046	0.046	0.048	0.056

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	2165	1218	947	1174	771	185	34	383	110	291	395	117	477	204	25	155
	66%	67%	64%	64%	72%	61%	47%	59%	61%	75%	61%	68%	78%	56%	62%	73%
Definitely agree (5)	1082	586	496	532	439	100	10	151	45	148	189	59	260	111	12	102
	33%	32%	34%	29%	41%	33%	14%	23%	25%	38%	29%	35%	42%	31%	29%	48%
Tend to agree (4)	1083	632	451	642	332	85	24	232	64	143	206	57	217	93	13	53
	33%	35%	31%	35%	31%	28%	33%	36%	36%	37%	32%	34%	35%	26%	33%	25%
Neither agree nor disagree (3)	335	186	149	203	88	30	13	77	21	27	91	26	33	32	5	21
	10%	10%	10%	11%	8%	10%	18%	12%	12%	7%	14%	15%	5%	9%	12%	10%
Tend/definitely disagree (Net)	744	383	362	433	207	81	24	167	47	67	163	28	100	118	9	37
	23%	21%	24%	24%	19%	27%	33%	26%	26%	17%	25%	16%	16%	33%	24%	17%
Tend to disagree (2)	303	157	146	185	74	34	9	81	21	30	66	7	39	40	2	15
	9%	9%	10%	10%	7%	11%	13%	13%	12%	8%	10%	4%	6%	11%	5%	7%
Definitely disagree (1)	441	226	215	248	132	47	15	86	26	36	97	21	61	78	7	22
	13%	13%	15%	14%	12%	15%	20%	13%	14%	9%	15%	12%	10%	22%	18%	11%
Not applicable	31	14	17	18	7	6	1	15	1	2	3	-	2	7	1	-
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	*	-	*	2%	2%	-
Don't know	6	4	2	3	2	*	-	3	-	1	2	-	-	-	-	-
	*	*	*	*	*	*	-	1%	-	*	*	-	-	-	-	-
Mean Score	3.64	3.67	3.59	3.57	3.82	3.53	3.07	3.45	3.46	3.87	3.50	3.75	3.94	3.33	3.50	3.93
Standard Deviation	1.38	1.35	1.42	1.36	1.36	1.45	1.37	1.35	1.37	1.27	1.39	1.31	1.28	1.55	1.45	1.34
Standard Error	0.025	0.033	0.037	0.033	0.042	0.084	0.165	0.054	0.108	0.068	0.054	0.106	0.054	0.083	0.242	0.092

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	2165	968	439	388	102	268	304	871	259	512	219	498	285	283	365	51	93	20
	66%	72%	69%	56%	56%	61%	68%	63%	77%	69%	58%	67%	66%	62%	81%	68%	74%	66%
Definitely agree (5)	1082	507	230	184	55	107	156	376	157	282	110	224	134	128	211	35	66	9
	33%	38%	36%	27%	30%	24%	35%	27%	47%	38%	29%	30%	31%	28%	47%	46%	53%	28%
Tend to agree (4)	1083	461	209	204	47	161	148	495	102	230	109	274	151	156	154	16	27	11
	33%	34%	33%	30%	26%	37%	33%	36%	30%	31%	29%	37%	35%	34%	22%	21%	21%	38%
Neither agree nor disagree (3)	335	91	73	93	21	56	46	157	25	63	44	80	51	49	31	8	5	2
	10%	7%	11%	14%	12%	13%	10%	11%	7%	9%	12%	11%	12%	11%	7%	10%	4%	8%
Tend/definitely disagree (Net)	744	269	120	191	57	106	93	340	52	155	105	155	88	124	53	16	27	7
	23%	20%	19%	28%	31%	24%	21%	25%	15%	21%	28%	21%	20%	27%	12%	22%	21%	25%
Tend to disagree (2)	303	119	53	72	21	37	46	139	27	47	44	79	35	46	22	5	10	1
	9%	9%	8%	11%	12%	8%	10%	10%	8%	6%	12%	11%	8%	10%	5%	7%	8%	4%
Definitely disagree (1)	441	150	67	119	36	69	46	201	25	108	61	76	53	78	31	11	16	6
	13%	11%	11%	17%	20%	16%	10%	15%	7%	15%	16%	10%	12%	17%	7%	15%	13%	21%
Not applicable	31	9	3	11	3	6	5	13	*	7	7	4	8	3	3	*	-	*
	1%	1%	*	2%	1%	1%	1%	1%	*	1%	2%	1%	2%	1%	1%	1%	-	2%
Don't know	6	1	-	4	-	1	1	2	1	1	*	1	1	-	1	-	1	-
	*	*	-	1%	-	*	*	*	*	*	*	*	*	-	*	-	1%	-
Mean Score	3.64	3.80	3.76	3.39	3.35	3.46	3.73	3.52	4.01	3.73	3.44	3.67	3.65	3.46	4.10	3.78	3.93	3.50
Standard Deviation	1.38	1.34	1.31	1.44	1.51	1.37	1.32	1.37	1.24	1.41	1.45	1.29	1.33	1.43	1.16	1.47	1.45	1.50
Standard Error	0.025	0.037	0.055	0.057	0.114	0.065	0.063	0.039	0.068	0.053	0.075	0.049	0.067	0.068	0.055	0.162	0.124	0.299

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	2165 66%	1595 69%	76 62%	272 60%	213 58%	663 74%	513 71%	385 61%	272 60%	76 62%	213 58%	34 62%	246 65%	241 61%	320 71%	317 68%	372 78%	669 60%
Definitely agree	(5) 1082 33%	806 35%	37 30%	131 29%	105 28%	369 41%	236 33%	190 30%	131 29%	37 30%	105 28%	10 19%	108 29%	124 31%	157 35%	170 37%	205 43%	318 29%
Tend to agree	(4) 1083 33%	788 34%	39 32%	141 31%	108 29%	293 33%	277 38%	194 31%	141 31%	39 32%	108 29%	24 43%	138 37%	117 30%	163 36%	147 32%	167 35%	351 31%
Neither agree nor disagree	(3) 335 10%	225 10%	9 7%	62 14%	39 10%	81 9%	68 9%	71 11%	62 14%	9 7%	39 10%	6 10%	43 11%	45 11%	50 11%	62 13%	32 7%	103 9%
Tend/definitely disagree (Net)	744 23%	471 20%	37 30%	112 25%	111 30%	151 17%	141 19%	166 26%	112 25%	37 30%	111 30%	12 23%	82 22%	100 25%	80 18%	81 18%	71 15%	330 30%
Tend to disagree	(2) 303 9%	199 9%	19 16%	31 7%	48 13%	66 7%	62 9%	64 10%	31 7%	19 16%	48 13%	6 11%	27 7%	34 9%	42 9%	35 8%	31 7%	134 12%
Definitely disagree	(1) 441 13%	272 12%	17 14%	80 18%	64 17%	84 9%	79 11%	102 16%	80 18%	17 14%	64 17%	6 11%	55 15%	66 17%	38 8%	47 10%	39 8%	196 18%
Not applicable	31 1%	20 1%	-	4 1%	7 2%	5 1%	3 *	10 2%	4 1%	-	7 2%	2 3%	4 1%	7 2%	2 *	3 1%	3 1%	13 1%
Don't know	6 *	4 *	*	-	*	-	1 *	2 *	-	*	*	1 2%	2 *	3 1%	-	-	1 *	1 *
Mean Score	3.64	3.72	3.48	3.47	3.39	3.89	3.73	3.49	3.47	3.48	3.39	3.50	3.58	3.52	3.80	3.78	3.98	3.42
Standard Deviation	1.38	1.34	1.43	1.44	1.46	1.28	1.30	1.43	1.44	1.43	1.46	1.28	1.37	1.45	1.25	1.29	1.23	1.46
Standard Error	0.025	0.028	0.132	0.080	0.070	0.044	0.049	0.058	0.080	0.132	0.070	0.181	0.069	0.074	0.061	0.062	0.056	0.046

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	1474	970	504	145	280	305	330	209	131	74	417	485	331	241	852	191	305	120	202	506	767
	45%	57%	32%	51%	51%	51%	50%	43%	33%	25%	47%	46%	45%	40%	54%	39%	32%	50%	41%	41%	49%
Definitely agree	(5) 612	426	186	52	108	142	135	86	59	30	189	189	121	114	366	71	126	46	98	218	296
	19%	25%	12%	18%	20%	24%	20%	18%	15%	10%	21%	18%	16%	19%	23%	14%	13%	19%	20%	18%	19%
Tend to agree	(4) 862	544	318	93	172	163	195	123	72	45	228	296	210	127	486	120	179	74	104	288	471
	26%	32%	20%	32%	31%	27%	30%	25%	18%	15%	26%	28%	28%	21%	31%	24%	19%	31%	21%	24%	30%
Neither agree nor disagree	(3) 335	170	165	24	71	61	66	68	27	19	93	100	84	57	157	71	81	24	43	138	153
	10%	10%	11%	8%	13%	10%	10%	14%	7%	6%	10%	10%	11%	10%	14%	9%	10%	9%	11%	10%	
Tend/definitely disagree (Net)	1429	554	875	109	199	227	265	211	223	194	365	454	315	295	577	227	527	94	237	560	630
	44%	32%	56%	38%	36%	38%	40%	43%	57%	64%	41%	43%	43%	49%	36%	46%	56%	39%	48%	46%	40%
Tend to disagree	(2) 587	238	349	54	104	102	116	86	78	47	165	191	108	124	257	102	175	50	95	191	300
	18%	14%	22%	19%	19%	17%	18%	18%	20%	16%	18%	18%	15%	21%	16%	21%	19%	21%	19%	16%	19%
Definitely disagree	(1) 842	316	526	55	95	125	149	125	145	147	200	263	207	171	320	125	352	44	142	369	331
	26%	18%	34%	19%	17%	21%	22%	26%	37%	49%	22%	25%	28%	29%	20%	25%	37%	18%	29%	30%	21%
Not applicable	28	16	13	4	1	2	1	1	11	9	14	6	4	5	5	4	19	-	3	13	12
	1%	1%	1%	1%	*	*	*	*	3%	3%	2%	1%	*	1%	*	1%	2%	-	1%	1%	1%
Don't know	15	6	9	5	2	-	-	-	3	5	2	5	7	1	1	-	10	4	8	5	2
	*	*	1%	2%	*	-	-	-	1%	2%	*	*	1%	*	*	-	1%	2%	2%	*	*
Mean Score	2.94	3.31	2.54	3.12	3.17	3.16	3.08	2.92	2.53	2.17	3.05	2.96	2.90	2.81	3.20	2.82	2.51	3.11	2.84	2.83	3.07
Standard Deviation	1.50	1.46	1.44	1.44	1.40	1.49	1.48	1.47	1.52	1.45	1.49	1.49	1.49	1.52	1.47	1.43	1.50	1.43	1.54	1.52	1.45
Standard Error	0.027	0.037	0.036	0.108	0.067	0.063	0.058	0.068	0.070	0.077	0.051	0.048	0.060	0.060	0.039	0.067	0.046	0.117	0.065	0.042	0.041

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	1474 45%	201 46%	833 44%	194 48%	246 47%	236 54%	200 51%	180 47%	857 41%	362 52%	505 49%	408 45%	194 32%
Definitely agree (5)	612 19%	90 20%	328 17%	84 21%	110 21%	101 23%	73 18%	66 17%	373 18%	181 26%	190 18%	156 17%	84 14%
Tend to agree (4)	862 26%	112 25%	504 26%	110 27%	136 26%	136 31%	128 32%	115 30%	484 23%	181 26%	315 31%	253 28%	110 18%
Neither agree nor disagree (3)	335 10%	43 10%	206 11%	29 7%	56 11%	39 9%	45 11%	31 8%	220 11%	59 8%	111 11%	109 12%	54 9%
Tend/definitely disagree (Net)	1429 44%	192 43%	850 45%	176 43%	211 40%	157 36%	149 38%	174 45%	948 46%	275 39%	403 39%	389 43%	349 57%
Tend to disagree (2)	587 18%	64 15%	382 20%	58 14%	83 16%	76 18%	79 20%	62 16%	369 18%	111 16%	188 18%	163 18%	118 19%
Definitely disagree (1)	842 26%	127 29%	468 25%	118 29%	128 25%	81 19%	70 18%	112 29%	579 28%	164 23%	216 21%	226 25%	230 38%
Not applicable	28 1%	2 *	15 1%	1 *	10 2%	3 1%	- -	- -	25 1%	6 1%	3 *	6 1%	12 2%
Don't know	15 *	4 1%	6 *	5 1%	- -	- -	- -	- -	15 1%	1 *	10 1%	1 *	3 1%
Mean Score	2.94	2.94	2.92	2.96	3.03	3.23	3.14	2.90	2.85	3.15	3.07	2.94	2.50
Standard Deviation	1.50	1.55	1.47	1.56	1.51	1.46	1.40	1.52	1.51	1.54	1.44	1.46	1.50
Standard Error	0.027	0.088	0.032	0.092	0.078	0.074	0.075	0.093	0.033	0.057	0.050	0.051	0.057

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	1474	793	681	724	568	153	30	264	84	201	264	85	308	149	22	93
	45%	44%	46%	40%	53%	50%	41%	41%	47%	52%	40%	49%	50%	41%	55%	44%
Definitely agree (5)	612	298	314	259	268	77	8	103	34	71	112	36	122	72	16	44
	19%	17%	21%	14%	25%	25%	12%	16%	19%	18%	17%	21%	20%	20%	39%	21%
Tend to agree (4)	862	495	367	465	300	75	21	161	50	130	152	48	186	77	7	49
	26%	27%	25%	25%	28%	25%	30%	25%	28%	33%	23%	28%	30%	21%	16%	23%
Neither agree nor disagree (3)	335	182	153	195	102	26	12	73	19	35	59	23	65	27	5	23
	10%	10%	10%	11%	9%	9%	16%	11%	11%	9%	9%	13%	11%	8%	13%	11%
Tend/definitely disagree (Net)	1429	806	622	885	399	115	30	294	75	151	321	61	233	179	10	97
	44%	45%	42%	48%	37%	38%	41%	46%	42%	39%	49%	36%	38%	50%	25%	45%
Tend to disagree (2)	587	341	246	373	163	43	8	123	39	69	128	25	104	55	2	40
	18%	19%	17%	20%	15%	14%	11%	19%	22%	18%	20%	15%	17%	15%	6%	19%
Definitely disagree (1)	842	466	376	512	236	72	22	171	36	82	193	36	129	124	7	57
	26%	26%	25%	28%	22%	24%	30%	26%	20%	21%	30%	21%	21%	35%	18%	27%
Not applicable	28	19	9	21	4	2	1	7	1	1	4	3	7	2	2	*
	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	2%	1%	1%	5%	*
Don't know	15	4	11	5	2	8	-	7	-	-	5	-	-	2	1	-
	*	*	1%	*	*	3%	-	1%	-	-	1%	-	-	1%	2%	-
Mean Score	2.94	2.90	3.00	2.77	3.19	3.15	2.81	2.84	3.04	3.10	2.79	3.15	3.11	2.77	3.55	2.92
Standard Deviation	1.50	1.47	1.52	1.46	1.51	1.56	1.45	1.47	1.45	1.45	1.51	1.46	1.46	1.59	1.57	1.52
Standard Error	0.027	0.036	0.040	0.035	0.047	0.090	0.174	0.059	0.114	0.077	0.059	0.119	0.061	0.085	0.270	0.105

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	1474	626	321	276	79	172	188	536	182	386	182	324	160	176	272	41	78	20
	45%	47%	51%	40%	43%	39%	42%	39%	54%	52%	49%	44%	37%	38%	60%	54%	62%	65%
Definitely agree	(5) 612	275	122	119	28	68	63	195	100	168	85	99	66	68	132	22	41	7
	19%	21%	19%	17%	15%	16%	14%	14%	30%	23%	23%	13%	15%	15%	29%	29%	32%	24%
Tend to agree	(4) 862	352	199	157	50	104	125	341	82	218	97	225	94	108	140	19	37	12
	26%	26%	31%	23%	28%	24%	28%	25%	24%	29%	26%	31%	22%	23%	31%	25%	29%	41%
Neither agree nor disagree	(3) 335	128	71	76	20	39	51	145	38	64	38	89	44	44	31	7	13	3
	10%	10%	11%	11%	11%	9%	11%	10%	11%	9%	10%	12%	10%	10%	7%	9%	10%	11%
Tend/definitely disagree (Net)	1429	572	241	320	83	212	202	683	116	284	144	316	221	235	147	28	35	7
	44%	43%	38%	47%	45%	49%	45%	49%	34%	38%	39%	43%	51%	51%	32%	37%	28%	22%
Tend to disagree	(2) 587	240	113	109	39	87	92	281	55	108	51	145	91	95	67	6	13	-
	18%	18%	18%	16%	21%	20%	20%	20%	16%	15%	13%	20%	21%	21%	15%	8%	10%	-
Definitely disagree	(1) 842	332	129	211	44	125	111	401	61	175	94	171	130	140	80	22	22	7
	26%	25%	20%	31%	24%	29%	25%	29%	18%	24%	25%	23%	30%	31%	18%	29%	18%	22%
Not applicable	28	8	2	8	1	10	6	15	*	4	3	4	7	5	2	*	-	*
	1%	1%	*	1%	1%	2%	1%	1%	*	1%	1%	1%	2%	1%	1%	1%	-	2%
Don't know	15	4	-	8	-	4	1	4	1	1	8	5	1	-	-	-	1	-
	*	*	-	1%	-	1%	*	*	*	*	2%	1%	*	-	-	-	1%	-
Mean Score	2.94	3.00	3.12	2.80	2.89	2.77	2.86	2.74	3.32	3.13	3.08	2.91	2.71	2.71	3.39	3.17	3.49	3.45
Standard Deviation	1.50	1.51	1.44	1.52	1.44	1.49	1.43	1.46	1.49	1.52	1.54	1.41	1.48	1.48	1.48	1.64	1.48	1.47
Standard Error	0.027	0.042	0.060	0.060	0.108	0.071	0.069	0.041	0.082	0.057	0.080	0.054	0.075	0.071	0.070	0.181	0.127	0.295

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	1474 45%	1070 46%	42 35%	194 43%	160 43%	491 55%	288 40%	269 42%	194 43%	42 35%	160 43%	23 41%	185 49%	173 44%	207 46%	238 52%	250 52%	421 38%
Definitely agree (5)	612 19%	435 19%	21 18%	77 17%	77 21%	214 24%	120 16%	98 15%	77 17%	21 18%	77 21%	3 6%	72 19%	75 19%	77 17%	113 24%	119 25%	156 14%
Tend to agree (4)	862 26%	635 27%	21 17%	118 26%	83 22%	278 31%	168 23%	171 27%	118 26%	21 17%	83 22%	19 35%	113 30%	97 25%	130 29%	126 27%	131 27%	265 24%
Neither agree nor disagree (3)	335 10%	231 10%	14 12%	59 13%	29 8%	89 10%	83 11%	56 9%	59 13%	14 12%	29 8%	3 5%	34 9%	45 11%	48 11%	55 12%	41 8%	112 10%
Tend/definitely disagree (Net)	1429 44%	988 43%	65 54%	191 42%	171 46%	311 35%	351 48%	300 47%	191 42%	65 54%	171 46%	26 49%	157 42%	170 43%	191 42%	167 36%	185 39%	559 50%
Tend to disagree (2)	587 18%	416 18%	25 21%	72 16%	70 19%	145 16%	143 20%	118 19%	72 16%	25 21%	70 19%	10 19%	71 19%	50 13%	82 18%	75 16%	89 19%	219 20%
Definitely disagree (1)	842 26%	572 25%	40 33%	119 26%	101 27%	166 18%	209 29%	181 29%	119 26%	40 33%	101 27%	16 30%	86 23%	120 30%	109 24%	92 20%	96 20%	339 30%
Not applicable	28 1%	20 1%	-	6 1%	3 1%	6 1%	3 *	9 1%	6 1%	-	3 1%	2 3%	1 *	1 *	6 1%	2 *	3 1%	15 1%
Don't know	15 *	6 *	-	1 *	8 2%	3 *	2 *	1 *	1 *	-	8 2%	1 2%	-	6 2%	-	-	1 *	8 1%
Mean Score	2.94	2.98	2.66	2.91	2.90	3.26	2.79	2.82	2.91	2.66	2.90	2.68	3.04	2.89	2.97	3.20	3.19	2.71
Standard Deviation	1.50	1.49	1.52	1.48	1.55	1.45	1.49	1.49	1.48	1.52	1.55	1.42	1.48	1.54	1.47	1.47	1.50	1.47
Standard Error	0.027	0.032	0.139	0.082	0.074	0.050	0.057	0.060	0.082	0.139	0.074	0.201	0.075	0.079	0.072	0.071	0.068	0.046

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3155	1578	1577	181	437	564	650	465	489	369	887	975	631	662	1445	452	1096	149	568	1337	1246
Weighted base	3281	1715	1566	288	552	596	662	488	394	301	891	1050	741	599	1592	493	943	242	492	1222	1565
Definitely/tend agree (Net)	2079	922	1157	157	307	355	406	340	289	226	577	662	455	385	918	335	675	143	331	792	953
	63%	54%	74%	54%	56%	60%	61%	70%	73%	75%	65%	63%	61%	64%	58%	68%	72%	59%	67%	65%	61%
Definitely agree	(5) 1159	458	701	73	150	185	216	189	193	153	305	382	260	212	466	170	451	71	183	482	492
	35%	27%	45%	25%	27%	31%	33%	39%	49%	51%	34%	36%	35%	35%	29%	34%	48%	29%	37%	39%	31%
Tend to agree	(4) 920	464	456	83	157	170	190	151	96	72	271	280	195	173	452	166	225	73	149	310	461
	28%	27%	29%	29%	28%	29%	29%	31%	24%	24%	30%	27%	26%	29%	28%	34%	24%	30%	30%	25%	29%
Neither agree nor disagree	(3) 375	216	159	38	78	83	86	50	27	14	90	138	82	66	223	53	72	27	39	146	190
	11%	13%	10%	13%	14%	14%	13%	10%	7%	5%	10%	13%	11%	11%	14%	11%	8%	11%	8%	12%	12%
Tend/definitely disagree (Net)	784	559	225	91	163	154	166	94	69	47	214	241	190	139	441	100	166	71	113	261	410
	24%	33%	14%	32%	29%	26%	25%	19%	18%	16%	24%	23%	26%	23%	28%	20%	18%	30%	23%	21%	26%
Tend to disagree	(2) 442	308	134	51	88	86	100	59	33	25	124	133	115	70	246	60	93	41	63	136	243
	13%	18%	9%	18%	16%	14%	15%	12%	8%	8%	14%	13%	16%	12%	15%	12%	10%	17%	13%	11%	16%
Definitely disagree	(1) 342	251	91	40	75	68	66	35	36	22	90	108	75	69	196	40	73	30	51	125	167
	10%	15%	6%	14%	14%	11%	10%	7%	9%	7%	10%	10%	10%	12%	12%	8%	8%	12%	10%	10%	11%
Not applicable	24	12	12	1	1	2	2	4	5	9	8	4	6	6	7	1	16	-	3	13	8
	1%	1%	1%	*	*	*	*	1%	1%	3%	1%	*	1%	1%	*	*	2%	-	1%	1%	1%
Don't know	18	6	12	1	5	2	2	-	4	5	3	5	8	3	3	3	13	-	6	9	3
	1%	*	1%	*	1%	*	*	-	1%	2%	*	*	1%	1%	*	1%	1%	-	1%	1%	*
Mean Score	3.65	3.34	4.00	3.35	3.40	3.54	3.59	3.82	3.98	4.08	3.66	3.67	3.62	3.66	3.47	3.75	3.97	3.47	3.72	3.74	3.56
Standard Deviation	1.36	1.42	1.20	1.39	1.39	1.36	1.34	1.27	1.33	1.27	1.35	1.36	1.37	1.37	1.38	1.28	1.30	1.39	1.36	1.36	1.36
Standard Error	0.024	0.036	0.030	0.104	0.067	0.058	0.053	0.059	0.061	0.068	0.046	0.044	0.055	0.054	0.036	0.060	0.040	0.114	0.058	0.038	0.039

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3155	310	2167	292	386	386	347	265	2157	738	849	823	722
Weighted base	3281	442	1909	405	524	435	394	386	2066	703	1033	913	613
Definitely/tend agree (Net)	2079 63%	313 71%	1181 62%	251 62%	335 64%	250 57%	234 59%	248 64%	1347 65%	450 64%	625 60%	569 62%	422 69%
Definitely agree (5)	1159 35%	192 44%	635 33%	151 37%	181 35%	128 29%	119 30%	150 39%	762 37%	236 34%	352 34%	307 34%	259 42%
Tend to agree (4)	920 28%	120 27%	546 29%	100 25%	154 29%	122 28%	115 29%	99 26%	585 28%	214 30%	273 26%	262 29%	163 27%
Neither agree nor disagree (3)	375 11%	33 7%	238 12%	52 13%	52 10%	62 14%	51 13%	50 13%	212 10%	77 11%	138 13%	113 12%	46 8%
Tend/definitely disagree (Net)	784 24%	93 21%	464 24%	95 24%	132 25%	120 28%	109 28%	87 23%	467 23%	170 24%	258 25%	226 25%	124 20%
Tend to disagree (2)	442 13%	35 8%	271 14%	54 13%	82 16%	64 15%	71 18%	58 15%	248 12%	94 13%	161 16%	122 13%	62 10%
Definitely disagree (1)	342 10%	58 13%	193 10%	41 10%	50 10%	56 13%	38 10%	29 7%	219 11%	77 11%	97 9%	104 11%	62 10%
Not applicable	24 1%	2 *	18 1%	2 *	3 *	3 1%	- -	- -	21 1%	2 *	4 *	4 *	14 2%
Don't know	18 1%	3 1%	9 *	5 1%	2 *	* *	- -	- -	18 1%	3 *	8 1%	* *	7 1%
Mean Score	3.65	3.81	3.62	3.67	3.64	3.47	3.52	3.73	3.70	3.63	3.61	3.60	3.84
Standard Deviation	1.36	1.41	1.35	1.37	1.35	1.39	1.34	1.31	1.36	1.36	1.35	1.37	1.36
Standard Error	0.024	0.081	0.029	0.081	0.069	0.071	0.072	0.081	0.030	0.050	0.047	0.048	0.052

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3155	1689	1466	1729	1050	305	71	629	161	354	657	151	573	358	37	212
Weighted base	3281	1805	1476	1831	1075	303	72	645	179	388	653	171	613	361	40	213
Definitely/tend agree (Net)	2079	1111	968	1191	653	189	45	367	107	244	429	98	398	249	17	160
	63%	62%	66%	65%	61%	63%	63%	57%	60%	63%	66%	57%	65%	69%	43%	75%
Definitely agree (5)	1159	620	539	672	367	103	17	201	54	122	250	50	217	158	10	93
	35%	34%	37%	37%	34%	34%	23%	31%	30%	31%	38%	30%	35%	44%	25%	44%
Tend to agree (4)	920	491	429	519	286	86	28	166	53	121	179	47	180	91	7	67
	28%	27%	29%	28%	27%	28%	39%	26%	30%	31%	27%	28%	29%	25%	17%	31%
Neither agree nor disagree (3)	375	234	141	205	136	23	12	96	32	52	60	33	61	19	7	11
	11%	13%	10%	11%	13%	7%	17%	15%	18%	13%	9%	19%	10%	5%	17%	5%
Tend/definitely disagree (Net)	784	437	347	409	278	84	13	174	38	91	148	40	151	85	15	41
	24%	24%	24%	22%	26%	28%	19%	27%	21%	23%	23%	23%	25%	24%	37%	19%
Tend to disagree (2)	442	260	182	253	139	43	7	104	23	60	79	21	94	38	4	19
	13%	14%	12%	14%	13%	14%	10%	16%	13%	15%	12%	13%	15%	10%	9%	9%
Definitely disagree (1)	342	177	165	156	139	41	6	70	15	31	69	19	57	48	11	21
	10%	10%	11%	9%	13%	13%	9%	11%	9%	8%	11%	11%	9%	13%	27%	10%
Not applicable	24	14	10	17	4	2	1	8	-	-	8	-	3	3	1	*
	1%	1%	1%	1%	*	1%	1%	1%	-	-	1%	-	*	1%	2%	*
Don't know	18	9	10	9	3	6	*	1	2	2	8	-	1	4	1	1
	1%	*	1%	*	*	2%	1%	*	1%	1%	1%	-	*	1%	2%	*
Mean Score	3.65	3.63	3.68	3.72	3.57	3.57	3.60	3.51	3.61	3.63	3.73	3.52	3.67	3.78	3.04	3.90
Standard Deviation	1.36	1.35	1.37	1.32	1.41	1.44	1.21	1.37	1.28	1.29	1.37	1.33	1.35	1.45	1.59	1.33
Standard Error	0.024	0.033	0.036	0.032	0.044	0.083	0.147	0.055	0.101	0.069	0.054	0.108	0.056	0.078	0.269	0.092

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3155	1295	571	658	180	451	442	1287	336	714	376	700	400	445	446	83	137	26
Weighted base	3281	1338	636	687	183	437	448	1383	337	738	375	738	433	460	452	76	126	30
Definitely/tend agree (Net)	2079	859	401	447	109	263	305	886	214	440	235	483	267	309	259	44	70	22
	63%	64%	63%	65%	60%	60%	68%	64%	63%	60%	63%	65%	62%	67%	57%	59%	56%	74%
Definitely agree (5)	1159	477	211	261	64	146	179	493	113	254	120	272	143	179	139	29	37	13
	35%	36%	33%	38%	35%	33%	40%	36%	33%	34%	32%	37%	33%	39%	31%	39%	30%	44%
Tend to agree (4)	920	382	190	186	45	117	126	393	101	186	115	211	123	130	120	15	33	9
	28%	29%	30%	27%	25%	27%	28%	28%	30%	25%	31%	29%	28%	27%	20%	26%	26%	30%
Neither agree nor disagree (3)	375	147	83	69	30	46	40	165	35	101	34	82	55	49	65	6	12	2
	11%	11%	13%	10%	17%	11%	9%	12%	10%	14%	9%	11%	13%	11%	14%	8%	9%	5%
Tend/definitely disagree (Net)	784	320	148	160	41	115	98	311	88	191	97	164	100	98	125	26	42	6
	24%	24%	23%	23%	22%	26%	22%	22%	26%	26%	26%	22%	23%	21%	28%	34%	33%	19%
Tend to disagree (2)	442	178	96	80	19	68	55	198	41	97	50	115	60	57	57	15	20	6
	13%	13%	15%	12%	10%	16%	12%	14%	12%	13%	13%	16%	14%	12%	13%	19%	16%	19%
Definitely disagree (1)	342	142	52	80	22	47	43	113	46	93	47	49	40	41	67	11	22	-
	10%	11%	8%	12%	12%	11%	10%	8%	14%	13%	12%	7%	9%	15%	14%	18%	-	-
Not applicable	24	6	3	7	3	6	4	13	*	4	3	4	8	2	2	-	*	*
	1%	*	*	1%	2%	1%	1%	1%	*	1%	1%	1%	2%	*	1%	-	*	2%
Don't know	18	6	*	6	-	6	1	8	1	3	6	5	3	1	1	-	2	-
	1%	*	*	1%	-	1%	*	1%	*	*	2%	1%	1%	*	*	-	1%	-
Mean Score	3.65	3.66	3.65	3.69	3.61	3.58	3.78	3.70	3.57	3.56	3.58	3.74	3.64	3.76	3.46	3.49	3.35	4.01
Standard Deviation	1.36	1.36	1.30	1.39	1.38	1.39	1.35	1.31	1.41	1.41	1.40	1.29	1.33	1.33	1.42	1.52	1.50	1.14
Standard Error	0.024	0.038	0.055	0.055	0.103	0.066	0.064	0.037	0.077	0.053	0.073	0.049	0.068	0.063	0.068	0.167	0.130	0.228

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3155	2237	119	329	449	858	694	632	329	119	449	53	394	388	418	438	487	1030
Weighted base	3281	2315	122	450	371	900	726	634	450	122	371	54	377	395	452	463	479	1115
Definitely/tend agree (Net)	2079 63%	1455 63%	96 79%	279 62%	235 64%	515 57%	491 68%	420 66%	279 62%	96 79%	235 64%	29 53%	235 62%	241 61%	295 65%	285 62%	292 61%	731 66%
Definitely agree (5)	1159 35%	813 35%	56 46%	159 35%	127 34%	257 29%	281 39%	258 41%	159 35%	56 46%	127 34%	17 31%	128 34%	138 35%	159 35%	161 35%	169 35%	405 36%
Tend to agree (4)	920 28%	641 28%	40 33%	120 27%	109 29%	258 29%	210 29%	162 26%	120 27%	40 33%	109 29%	12 23%	107 28%	103 26%	136 30%	124 27%	124 26%	326 29%
Neither agree nor disagree (3)	375 11%	271 12%	6 5%	61 13%	33 9%	125 14%	82 11%	56 9%	61 13%	6 5%	33 9%	8 14%	36 9%	45 11%	62 14%	56 12%	66 14%	110 10%
Tend/definitely disagree (Net)	784 24%	560 24%	20 16%	106 23%	93 25%	252 28%	149 21%	145 23%	106 23%	20 16%	93 25%	14 26%	104 28%	105 27%	93 21%	120 26%	115 24%	246 22%
Tend to disagree (2)	442 13%	329 14%	14 11%	50 11%	49 13%	150 17%	88 12%	82 13%	50 11%	14 11%	49 13%	8 16%	56 15%	56 14%	57 13%	68 15%	65 14%	139 12%
Definitely disagree (1)	342 10%	232 10%	7 5%	55 12%	44 12%	102 11%	61 8%	63 10%	55 12%	7 5%	44 12%	6 10%	48 13%	49 12%	36 8%	53 11%	50 10%	107 10%
Not applicable	24 1%	18 1%	-	4 1%	3 1%	3 *	2 *	11 2%	4 1%	-	3 1%	2 3%	1 3%	2 1%	2 *	1 *	2 *	16 1%
Don't know	18 1%	11 *	-	1 *	6 2%	4 *	2 *	3 *	1 *	-	6 2%	2 3%	2 *	1 *	-	1 *	2 1%	12 1%
Mean Score	3.65	3.65	4.03	3.62	3.62	3.47	3.78	3.76	3.62	4.03	3.62	3.51	3.56	3.57	3.72	3.59	3.62	3.72
Standard Deviation	1.36	1.35	1.20	1.39	1.40	1.36	1.31	1.38	1.39	1.20	1.40	1.39	1.41	1.41	1.28	1.39	1.36	1.34
Standard Error	0.024	0.029	0.110	0.077	0.067	0.047	0.050	0.055	0.077	0.110	0.067	0.199	0.072	0.072	0.063	0.066	0.062	0.042

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1131	512	619	51	203	258	307	222	81	9	301	401	260	169	822	309	-	-	184	491	455
Weighted base	1250	596	654	75	263	286	318	230	70	8	311	449	325	164	912	337	-	-	175	493	581
Definitely/tend agree (Net)	665	272	393	52	136	138	156	139	39	5	140	244	178	104	466	199	-	-	98	244	322
	53%	46%	60%	69%	52%	48%	49%	60%	56%	70%	45%	54%	55%	63%	51%	59%	-	-	56%	49%	56%
Definitely agree	(5) 398	149	248	34	71	83	97	84	24	3	86	152	99	61	267	130	-	-	64	140	194
	32%	25%	38%	45%	27%	29%	31%	37%	35%	43%	27%	34%	31%	37%	29%	39%	-	-	36%	28%	33%
Tend to agree	(4) 268	123	144	18	64	55	58	55	15	2	54	91	79	43	199	69	-	-	35	104	128
	21%	21%	22%	24%	25%	19%	18%	24%	22%	27%	17%	20%	24%	26%	22%	20%	-	-	20%	21%	22%
Tend/definitely disagree (Net)	409	229	180	16	95	104	111	61	21	1	118	155	98	38	313	97	-	-	61	177	171
	33%	39%	28%	21%	36%	36%	35%	26%	30%	17%	38%	35%	30%	23%	34%	29%	-	-	35%	36%	29%
Definitely disagree	(1) 232	134	98	9	53	61	59	37	12	1	77	80	56	19	183	49	-	-	33	107	91
	19%	22%	15%	12%	20%	21%	19%	16%	17%	17%	25%	18%	17%	11%	20%	14%	-	-	19%	22%	16%
Tend to disagree	(2) 178	96	82	7	42	43	52	24	9	-	42	75	41	20	130	48	-	-	28	70	79
	14%	16%	13%	9%	16%	15%	16%	11%	13%	-	13%	17%	13%	12%	14%	14%	-	-	16%	14%	14%
Neither agree nor disagree	(3) 151	79	72	6	31	34	47	29	6	-	45	47	41	18	116	35	-	-	14	65	73
	12%	13%	11%	8%	12%	12%	15%	12%	8%	-	15%	10%	13%	11%	13%	10%	-	-	8%	13%	12%
Not applicable	4	2	2	-	-	3	-	-	1	-	2	1	1	-	2	2	-	-	1	1	2
	*	*	*	-	-	1%	-	-	1%	-	1%	*	*	-	*	1%	-	-	*	*	*
Don't know	1	*	1	-	-	-	-	*	1	-	-	1	-	*	1	*	-	-	-	1	-
	*	*	*	-	-	-	-	*	1%	-	-	*	-	*	*	*	-	-	-	*	-
Not stated	19	12	6	1	1	7	5	1	3	1	6	2	7	4	15	4	-	-	1	5	13
	1%	2%	1%	2%	1%	2%	1%	*	4%	13%	2%	*	2%	3%	2%	1%	-	-	*	1%	2%
Mean Score	3.34	3.10	3.56	3.82	3.23	3.20	3.27	3.55	3.46	3.91	3.10	3.36	3.39	3.67	3.26	3.56	-	-	3.39	3.20	3.45
Standard Deviation	1.52	1.52	1.48	1.42	1.50	1.55	1.51	1.47	1.54	1.63	1.57	1.53	1.48	1.39	1.52	1.49	-	-	1.57	1.53	1.48
Standard Error	0.045	0.068	0.060	0.201	0.106	0.098	0.087	0.099	0.176	0.575	0.091	0.077	0.093	0.108	0.053	0.085	-	-	0.116	0.070	0.070

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1131	128	803	102	98	165	162	112	692	289	328	336	167
Weighted base	1250	180	768	159	143	198	183	164	705	286	413	379	161
Definitely/tend agree (Net)	665 53%	95 53%	410 53%	89 56%	71 50%	80 40%	89 49%	97 59%	400 57%	142 50%	207 50%	209 55%	98 61%
Definitely agree (5)	398 32%	66 36%	229 30%	54 34%	49 34%	42 21%	54 29%	59 36%	243 34%	81 28%	114 28%	135 36%	65 40%
Tend to agree (4)	268 21%	29 16%	181 24%	35 22%	23 16%	37 19%	36 19%	38 23%	157 22%	62 22%	93 22%	74 20%	33 21%
Tend/definitely disagree (Net)	409 33%	71 40%	254 33%	43 27%	41 29%	74 37%	71 39%	46 28%	218 31%	109 38%	135 33%	121 32%	43 27%
Definitely disagree (1)	232 19%	47 26%	141 18%	21 13%	23 16%	45 23%	47 26%	23 14%	117 17%	75 26%	79 19%	56 15%	21 13%
Tend to disagree (2)	178 14%	24 13%	113 15%	23 14%	18 13%	29 15%	25 13%	23 14%	101 14%	34 12%	56 13%	66 17%	21 13%
Neither agree nor disagree (3)	151 12%	13 7%	97 13%	18 11%	24 17%	35 18%	19 10%	20 12%	77 11%	31 11%	62 15%	43 11%	16 10%
Not applicable	4 *	1 1%	1 *	- -	2 1%	2 1%	- -	- -	2 *	1 *	1 *	- -	2 1%
Don't know	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	* *	1 *
Not stated	19 1%	- -	5 1%	9 5%	5 4%	8 4%	3 2%	1 1%	7 1%	3 1%	9 2%	4 1%	1 1%
Mean Score	3.34	3.24	3.32	3.53	3.41	3.02	3.14	3.53	3.44	3.14	3.26	3.45	3.62
Standard Deviation	1.52	1.67	1.49	1.46	1.50	1.49	1.60	1.45	1.50	1.59	1.49	1.49	1.47
Standard Error	0.045	0.148	0.053	0.148	0.155	0.118	0.127	0.138	0.057	0.094	0.083	0.082	0.115

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1131	602	529	628	376	109	18	234	71	163	209	59	207	85	14	86
Weighted base	1250	679	571	685	432	115	18	253	78	181	231	67	240	92	16	88
Definitely/tend agree (Net)	665	388	277	417	177	61	11	150	49	101	129	24	112	44	7	48
	53%	57%	49%	61%	41%	53%	60%	59%	63%	56%	56%	36%	47%	47%	45%	54%
Definitely agree (5)	398	239	159	248	104	39	7	94	32	61	82	13	64	20	3	26
	32%	35%	28%	36%	24%	34%	36%	37%	41%	34%	36%	20%	27%	22%	20%	30%
Tend to agree (4)	268	149	118	169	73	22	4	56	17	40	47	11	48	24	4	22
	21%	22%	21%	25%	17%	19%	23%	22%	21%	22%	20%	16%	20%	26%	25%	25%
Tend/definitely disagree (Net)	409	178	232	155	211	39	5	69	20	58	70	26	94	37	2	33
	33%	26%	41%	23%	49%	34%	27%	27%	25%	32%	31%	40%	39%	40%	11%	38%
Definitely disagree (1)	232	97	134	80	125	24	3	35	10	29	34	12	58	26	1	26
	19%	14%	24%	12%	29%	21%	14%	14%	12%	16%	15%	18%	24%	28%	9%	29%
Tend to disagree (2)	178	80	98	75	86	15	2	34	10	28	37	14	36	11	*	7
	14%	12%	17%	11%	20%	13%	13%	13%	13%	16%	16%	21%	15%	12%	2%	8%
Neither agree nor disagree (3)	151	94	58	93	41	14	2	34	9	17	26	13	28	10	6	7
	12%	14%	10%	14%	10%	12%	13%	13%	12%	10%	11%	19%	12%	11%	35%	8%
Not applicable	4	2	2	3	-	1	-	-	-	-	-	-	2	1	1	-
	*	*	*	*	-	1%	-	-	-	-	-	-	1%	1%	5%	-
Don't know	1	*	1	*	1	-	-	-	-	*	-	-	-	-	1	-
	*	*	*	*	*	-	-	-	-	*	-	-	-	-	4%	-
Not stated	19	18	1	17	2	-	-	1	-	4	6	4	4	1	-	-
	1%	3%	*	2%	*	-	-	1%	-	2%	2%	5%	1%	1%	-	-
Mean Score	3.34	3.53	3.12	3.65	2.87	3.32	3.55	3.55	3.66	3.43	3.48	2.98	3.10	3.01	3.50	3.18
Standard Deviation	1.52	1.45	1.56	1.39	1.58	1.57	1.49	1.45	1.44	1.51	1.49	1.43	1.56	1.56	1.19	1.64
Standard Error	0.045	0.060	0.068	0.056	0.082	0.151	0.351	0.095	0.171	0.120	0.104	0.191	0.110	0.171	0.343	0.177

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1131	489	189	238	58	157	159	469	111	265	127	269	136	181	153	21	52	12
Weighted base	1250	551	212	261	57	169	168	517	132	300	133	291	153	192	176	24	57	17
Definitely/tend agree (Net)	665	264	127	135	32	106	88	329	52	124	71	166	96	119	62	9	27	5
	53%	48%	60%	52%	56%	63%	52%	64%	40%	42%	54%	57%	63%	62%	35%	39%	48%	32%
Definitely agree (5)	398	154	86	80	19	60	50	198	30	74	46	93	62	74	33	8	12	2
	32%	28%	41%	31%	33%	35%	30%	38%	23%	25%	34%	32%	41%	38%	18%	33%	21%	11%
Tend to agree (4)	268	111	41	56	14	47	38	131	23	50	26	73	34	45	29	1	15	4
	21%	20%	19%	21%	24%	28%	23%	25%	17%	17%	19%	25%	22%	23%	17%	6%	27%	22%
Tend/definitely disagree (Net)	409	212	55	82	17	43	45	109	62	148	44	72	34	45	90	13	23	8
	33%	39%	26%	31%	29%	25%	27%	21%	47%	50%	33%	25%	22%	23%	51%	53%	41%	46%
Definitely disagree (1)	232	122	35	36	11	27	21	59	39	86	27	33	23	23	58	9	19	4
	19%	22%	17%	14%	20%	16%	12%	11%	29%	29%	20%	11%	15%	12%	33%	36%	33%	22%
Tend to disagree (2)	178	90	20	46	6	16	25	50	23	62	18	39	11	21	32	4	5	4
	14%	16%	10%	18%	10%	9%	15%	10%	18%	21%	13%	13%	7%	11%	18%	17%	9%	24%
Neither agree nor disagree (3)	151	68	23	36	7	16	29	64	17	25	17	42	18	27	23	2	6	4
	12%	12%	11%	14%	13%	10%	17%	12%	13%	8%	12%	14%	12%	14%	13%	8%	11%	22%
Not applicable	4	2	-	1	-	1	2	1	-	-	1	-	1	-	-	-	-	-
	*	*	-	*	-	1%	1%	*	-	-	1%	-	1%	-	-	-	-	-
Don't know	1	-	-	1	-	*	-	*	1	-	-	-	-	*	-	-	-	-
	*	-	-	*	-	*	-	*	1%	-	-	-	-	*	-	-	-	-
Not stated	19	4	6	5	1	2	4	13	-	2	-	11	4	1	2	-	-	-
	1%	1%	3%	2%	2%	1%	2%	3%	-	1%	-	4%	2%	1%	1%	-	-	-
Mean Score	3.34	3.15	3.60	3.38	3.41	3.58	3.44	3.71	2.86	2.88	3.35	3.55	3.68	3.66	2.69	2.82	2.95	2.75
Standard Deviation	1.52	1.54	1.52	1.44	1.53	1.47	1.40	1.38	1.56	1.59	1.55	1.38	1.46	1.41	1.53	1.76	1.60	1.34
Standard Error	0.045	0.070	0.111	0.095	0.202	0.119	0.112	0.064	0.149	0.098	0.138	0.085	0.127	0.105	0.124	0.384	0.222	0.388

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1131	824	47	115	137	250	312	240	115	47	137	22	95	152	185	196	191	312
Weighted base	1250	910	50	157	125	269	357	262	157	50	125	22	100	176	212	198	191	372
Definitely/tend agree (Net)	665 53%	484 53%	28 56%	79 50%	70 56%	135 50%	194 54%	142 54%	79 50%	28 56%	70 56%	13 62%	50 50%	87 50%	96 45%	104 52%	93 49%	235 63%
Definitely agree (5)	398 32%	283 31%	21 42%	49 31%	42 34%	83 31%	112 31%	81 31%	49 31%	21 42%	42 34%	8 35%	24 24%	48 27%	54 25%	64 33%	60 31%	147 40%
Tend to agree (4)	268 21%	201 22%	7 14%	30 19%	28 22%	51 19%	82 23%	62 24%	30 19%	7 14%	28 22%	6 26%	26 26%	39 22%	42 20%	39 20%	34 18%	87 23%
Tend/definitely disagree (Net)	409 33%	285 31%	20 39%	61 39%	42 33%	93 34%	102 29%	84 32%	61 39%	20 39%	42 33%	6 29%	40 40%	63 36%	72 34%	72 36%	72 38%	91 24%
Definitely disagree (1)	232 19%	168 18%	12 23%	29 19%	21 17%	54 20%	58 16%	52 20%	29 19%	12 23%	21 17%	4 20%	16 16%	37 21%	40 19%	40 20%	56 29%	43 11%
Tend to disagree (2)	178 14%	116 13%	8 16%	32 20%	20 16%	39 14%	44 12%	32 12%	32 20%	8 16%	20 16%	2 9%	24 24%	27 15%	32 15%	32 16%	15 8%	48 13%
Neither agree nor disagree (3)	151 12%	121 13%	3 5%	15 10%	11 9%	32 12%	55 15%	32 12%	15 10%	3 5%	11 9%	2 9%	8 8%	25 14%	40 19%	17 9%	21 11%	40 11%
Not applicable	4 *	1 *	- -	1 1%	1 1%	- -	- -	1 *	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	1 1%	2 *
Don't know	1 *	* *	- -	1 *	- -	- -	* *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Not stated	19 1%	18 2%	- -	- -	1 1%	10 4%	5 2%	2 1%	- -	- -	1 1%	- -	- -	- -	5 2%	6 3%	4 2%	4 1%
Mean Score	3.34	3.35	3.36	3.24	3.40	3.28	3.41	3.34	3.24	3.36	3.40	3.47	3.18	3.20	3.18	3.29	3.14	3.68
Standard Deviation	1.52	1.50	1.68	1.54	1.52	1.55	1.46	1.52	1.54	1.68	1.52	1.57	1.46	1.51	1.46	1.57	1.66	1.41
Standard Error	0.045	0.053	0.245	0.145	0.131	0.099	0.083	0.099	0.145	0.245	0.131	0.335	0.150	0.122	0.109	0.113	0.121	0.081

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	947	418	529	39	155	211	271	195	68	8	281	339	221	106	692	255	-	-	-	491	455
Weighted base	1075	504	571	61	200	247	287	211	62	7	294	382	283	115	784	290	-	-	-	493	581
Tend/definitely disagree (Net)	765 71%	356 71%	410 72%	55 91%	149 75%	152 62%	194 67%	162 77%	48 77%	5 69%	184 63%	280 73%	220 78%	81 71%	567 72%	198 68%	-	-	-	329 67%	436 75%
Definitely disagree	574	268	306	32	103	121	147	126	40	5	144	207	158	64	419	156	-	-	-	233	341
(1)	53%	53%	54%	52%	52%	49%	51%	60%	63%	69%	49%	54%	56%	56%	53%	54%	-	-	-	47%	59%
Tend to disagree	191	88	103	24	46	31	46	36	8	-	41	72	62	17	148	43	-	-	-	96	95
(2)	18%	17%	18%	39%	23%	13%	16%	17%	13%	-	14%	19%	22%	15%	19%	15%	-	-	-	19%	16%
Definitely/tend agree (Net)	195 18%	90 18%	105 18%	-	31 16%	62 25%	62 22%	31 15%	7 12%	1 9%	78 27%	58 15%	43 15%	16 14%	133 17%	62 21%	-	-	-	122 25%	73 13%
Definitely agree	100	42	57	-	14	34	37	9	4	1	40	30	23	7	76	24	-	-	-	65	35
(5)	9%	8%	10%	-	7%	14%	13%	4%	6%	9%	14%	8%	8%	6%	10%	8%	-	-	-	13%	6%
Tend to agree	95	47	48	-	17	28	25	22	3	-	39	28	19	9	57	38	-	-	-	57	38
(4)	9%	9%	8%	-	8%	11%	9%	10%	5%	-	13%	7%	7%	8%	7%	13%	-	-	-	12%	7%
Neither agree nor disagree	89	44	45	4	17	24	25	15	4	-	23	40	12	14	68	21	-	-	-	36	53
(3)	8%	9%	8%	7%	9%	10%	9%	7%	6%	-	8%	11%	4%	12%	9%	7%	-	-	-	7%	9%
Not applicable	6	1	5	-	1	2	2	-	1	1	2	3	1	-	1	5	-	-	-	3	3
	1%	*	1%	-	1%	1%	1%	-	1%	7%	1%	1%	*	-	*	2%	-	-	-	1%	1%
Don't know	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	*	-	-	-	-	-	*
Not stated	18	12	6	1	1	6	5	1	3	1	6	1	7	4	14	4	-	-	-	5	13
	2%	2%	1%	2%	1%	2%	2%	*	4%	14%	2%	*	2%	4%	2%	1%	-	-	-	1%	2%
Mean Score	2.00	2.00	2.01	1.53	1.95	2.25	2.14	1.81	1.71	1.47	2.27	1.94	1.86	1.89	1.99	2.04	-	-	-	2.23	1.81
Standard Deviation	1.36	1.34	1.38	0.63	1.27	1.52	1.47	1.21	1.23	1.42	1.52	1.29	1.28	1.26	1.35	1.39	-	-	-	1.47	1.22
Standard Error	0.045	0.067	0.060	0.101	0.103	0.106	0.090	0.087	0.153	0.581	0.092	0.071	0.088	0.124	0.052	0.088	-	-	-	0.067	0.058

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	947	86	673	93	95	142	149	95	561	248	291	271	126
Weighted base	1075	131	662	145	137	174	172	141	587	247	372	316	129
Tend/definitely disagree (Net)	765	61	475	119	111	112	109	104	441	152	266	248	91
	71%	46%	72%	82%	81%	64%	63%	73%	75%	62%	72%	78%	70%
Definitely disagree	574	44	338	98	94	87	83	78	326	126	189	183	70
(1)	53%	33%	51%	68%	69%	50%	49%	55%	56%	51%	51%	58%	54%
Tend to disagree	191	17	136	21	17	25	26	26	115	26	77	64	21
(2)	18%	13%	21%	15%	12%	14%	15%	18%	20%	11%	21%	20%	16%
Definitely/tend agree (Net)	195	59	116	11	8	37	40	22	96	73	62	34	25
	18%	45%	18%	8%	6%	21%	24%	15%	16%	30%	17%	11%	19%
Definitely agree	100	30	64	4	2	23	16	11	51	39	28	17	15
(5)	9%	23%	10%	3%	2%	13%	9%	8%	9%	16%	8%	5%	12%
Tend to agree	95	29	52	8	6	14	25	11	45	34	33	18	10
(4)	9%	22%	8%	5%	4%	8%	15%	8%	8%	14%	9%	6%	8%
Neither agree nor disagree	89	9	65	6	11	16	18	14	41	17	33	27	11
(3)	8%	7%	10%	4%	8%	9%	11%	10%	7%	7%	9%	9%	8%
Not applicable	6	3	1	-	3	2	1	-	3	1	1	3	1
	1%	2%	*	-	2%	1%	1%	-	1%	*	*	1%	1%
Don't know	1	-	1	-	-	-	-	1	-	-	1	-	-
*	-	-	*	-	-	-	-	1%	-	-	*	-	-
Not stated	18	-	4	9	5	8	3	1	6	3	9	4	1
	2%	-	1%	6%	4%	4%	2%	1%	1%	1%	2%	1%	1%
Mean Score	2.00	2.88	2.04	1.52	1.49	2.16	2.19	1.93	1.93	2.31	1.99	1.77	2.04
Standard Deviation	1.36	1.63	1.35	1.01	0.94	1.48	1.42	1.29	1.32	1.58	1.30	1.16	1.42
Standard Error	0.045	0.178	0.052	0.107	0.099	0.127	0.117	0.134	0.056	0.101	0.077	0.071	0.128

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	947	593	354	616	300	25	6	185	64	146	178	50	184	64	10	63
Weighted base	1075	673	402	675	362	31	7	204	72	168	196	58	216	74	13	70
Tend/definitely disagree (Net)	765	522	243	524	221	17	3	160	59	119	150	38	137	50	8	41
	71%	78%	60%	78%	61%	55%	50%	78%	82%	71%	77%	66%	63%	68%	62%	59%
Definitely disagree (1)	574	396	178	403	158	9	3	113	45	91	118	26	98	43	5	33
	53%	59%	44%	60%	44%	30%	50%	55%	63%	54%	60%	45%	45%	58%	39%	47%
Tend to disagree (2)	191	126	65	120	63	8	-	47	14	28	32	12	39	7	3	8
	18%	19%	16%	18%	18%	25%	-	23%	19%	17%	17%	21%	18%	10%	23%	11%
Definitely/tend agree (Net)	195	71	123	75	107	10	3	28	9	30	25	9	51	17	1	25
	18%	11%	31%	11%	29%	33%	50%	13%	13%	18%	13%	16%	23%	23%	12%	35%
Definitely agree (5)	100	32	67	30	59	8	2	7	4	16	14	5	29	11	1	14
	9%	5%	17%	5%	16%	28%	27%	3%	6%	9%	7%	9%	13%	14%	5%	19%
Tend to agree (4)	95	39	56	44	48	2	2	21	5	14	11	4	22	6	1	11
	9%	6%	14%	7%	13%	5%	23%	10%	7%	8%	6%	6%	10%	9%	6%	16%
Neither agree nor disagree (3)	89	55	34	54	31	4	-	15	3	14	15	7	23	4	3	4
	8%	8%	9%	8%	9%	12%	-	8%	4%	9%	8%	12%	11%	5%	26%	6%
Not applicable	6	5	1	6	-	-	-	-	-	1	-	-	2	3	-	-
	1%	1%	*	1%	-	-	-	-	-	1%	-	-	1%	4%	-	-
Don't know	1	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	*	-	-	-	2%	-	-	-	-	-	-	-
Not stated	18	18	1	17	2	-	-	1	-	4	6	4	4	-	-	-
	2%	3%	*	2%	*	-	-	1%	-	2%	3%	6%	2%	-	-	-
Mean Score	2.00	1.74	2.42	1.74	2.41	2.75	2.78	1.83	1.73	1.99	1.79	2.07	2.26	2.08	2.15	2.49
Standard Deviation	1.36	1.15	1.56	1.15	1.54	1.63	1.95	1.15	1.21	1.36	1.24	1.34	1.47	1.54	1.22	1.65
Standard Error	0.045	0.048	0.083	0.047	0.089	0.325	0.797	0.085	0.153	0.114	0.094	0.195	0.110	0.198	0.385	0.208

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	947	417	160	202	43	125	155	461	96	204	31	269	136	181	153	21	52	12
Weighted base	1075	492	176	222	45	139	165	510	114	247	38	291	153	192	176	24	57	17
Tend/definitely disagree (Net)	765	340	116	168	36	106	118	406	69	153	20	214	119	160	102	20	29	9
	71%	69%	66%	76%	80%	76%	71%	80%	60%	62%	54%	73%	78%	84%	58%	82%	51%	51%
Definitely disagree	574	248	91	128	24	83	88	315	47	111	13	164	100	116	70	16	19	4
(1)	53%	50%	51%	58%	53%	60%	54%	62%	41%	45%	34%	56%	65%	60%	40%	68%	34%	22%
Tend to disagree	191	91	25	40	12	23	30	91	21	42	8	49	19	44	32	4	9	5
(2)	18%	19%	14%	18%	26%	16%	18%	18%	19%	17%	20%	17%	13%	23%	18%	15%	17%	29%
Definitely/tend agree (Net)	195	98	37	32	5	22	26	49	36	70	14	31	19	17	57	4	24	8
	18%	20%	21%	15%	11%	16%	15%	10%	32%	28%	36%	11%	13%	9%	32%	14%	42%	49%
Definitely agree	100	54	12	20	3	10	13	17	20	39	10	17	4	6	31	2	16	7
(5)	9%	11%	7%	9%	6%	7%	8%	3%	17%	16%	27%	6%	3%	3%	18%	9%	28%	44%
Tend to agree	95	44	25	12	2	12	12	32	17	31	3	14	15	12	26	1	8	1
(4)	9%	9%	14%	5%	5%	8%	7%	6%	15%	13%	9%	5%	10%	6%	15%	5%	13%	5%
Neither agree nor disagree	89	46	17	15	3	9	16	38	10	22	4	33	10	11	16	1	3	-
(3)	8%	9%	10%	7%	7%	6%	10%	7%	8%	9%	10%	11%	6%	9%	3%	6%	-	-
Not applicable	6	4	-	2	-	1	2	4	-	-	-	2	1	-	-	-	-	-
	1%	1%	-	1%	-	1%	1%	1%	-	-	-	1%	1%	1%	-	-	-	-
Don't know	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Not stated	18	4	6	5	1	2	4	13	-	2	-	11	4	1	2	-	-	-
	2%	1%	3%	2%	2%	1%	2%	3%	-	1%	-	4%	2%	1%	1%	-	-	-
Mean Score	2.00	2.10	2.08	1.87	1.82	1.85	1.95	1.67	2.48	2.37	2.75	1.81	1.68	1.66	2.52	1.74	2.85	3.20
Standard Deviation	1.36	1.40	1.37	1.32	1.18	1.30	1.31	1.09	1.55	1.54	1.66	1.20	1.14	1.04	1.56	1.32	1.69	1.76
Standard Error	0.045	0.069	0.109	0.094	0.182	0.117	0.107	0.051	0.159	0.108	0.298	0.075	0.099	0.078	0.126	0.289	0.237	0.509

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	Driving status				Driving status (split by annual mileage)						Equivalised income						
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	947	824	-	115	-	250	312	240	115	-	-	22	66	120	155	175	173	258
Weighted base	1075	910	-	157	-	269	357	262	157	-	-	22	74	149	192	180	172	306
Tend/definitely disagree (Net)	765 71%	652 72%	-	109 69%	-	208 77%	267 75%	162 62%	109 69%	-	-	15 68%	49 65%	109 73%	140 73%	132 73%	104 60%	233 76%
Definitely disagree	574 (1)	489 53%	-	82 52%	-	167 62%	204 57%	111 42%	82 52%	-	-	8 36%	34 45%	78 52%	110 57%	99 55%	78 45%	175 57%
Tend to disagree	191 (2)	162 18%	-	27 17%	-	40 15%	64 18%	51 20%	27 17%	-	-	7 32%	15 20%	30 20%	30 16%	32 18%	26 15%	58 19%
Definitely/tend agree (Net)	195 18%	160 18%	-	33 21%	-	28 10%	55 15%	73 28%	33 21%	-	-	4 20%	10 14%	27 18%	32 17%	28 15%	49 28%	48 16%
Definitely agree	100 (5)	83 9%	-	16 10%	-	14 5%	23 6%	46 18%	16 10%	-	-	* 2%	9 12%	12 8%	15 8%	12 7%	27 16%	24 8%
Tend to agree	95 (4)	77 9%	-	17 11%	-	14 5%	32 9%	26 10%	17 11%	-	-	4 18%	1 2%	15 10%	17 9%	15 8%	22 13%	25 8%
Neither agree nor disagree	89 (3)	74 8%	-	14 9%	-	22 8%	27 8%	24 9%	14 9%	-	-	2 10%	13 18%	14 9%	15 8%	15 8%	15 9%	17 6%
Not applicable	6 1%	4 *	-	1 1%	-	1 1%	2 *	1 *	1 1%	-	-	* 2%	2 2%	-	-	-	1 1%	3 1%
Don't know	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Not stated	18 2%	18 2%	-	-	-	10 4%	5 2%	2 1%	-	-	-	-	-	-	5 2%	6 3%	4 2%	4 1%
Mean Score	2.00	1.99	-	2.09	-	1.71	1.87	2.40	2.09	-	-	2.17	2.13	2.01	1.92	1.90	2.37	1.88
Standard Deviation	1.36	1.35	-	1.41	-	1.17	1.27	1.55	1.41	-	-	1.20	1.36	1.32	1.33	1.28	1.56	1.30
Standard Error	0.045	0.048	-	0.132	-	0.075	0.072	0.100	0.132	-	-	0.262	0.170	0.120	0.108	0.098	0.120	0.082

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

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	989	453	536	58	138	173	161	124	157	178	185	337	216	251	378	104	444	60	277	395	314
	25%	24%	27%	18%	23%	27%	22%	21%	31%	33%	19%	27%	25%	30%	22%	19%	32%	22%	39%	26%	18%
Overground train (NOT including underground/tube/metro systems)	1981	1033	947	151	275	335	383	330	245	262	626	652	381	322	940	278	631	124	288	721	970
	50%	54%	47%	48%	46%	52%	53%	57%	48%	49%	63%	52%	45%	39%	55%	52%	46%	46%	40%	48%	57%
Car	872	396	476	90	167	134	167	122	100	93	168	246	241	218	369	144	278	77	126	354	392
	22%	21%	24%	29%	28%	21%	23%	21%	20%	17%	17%	20%	28%	26%	22%	27%	20%	28%	18%	24%	23%
Bicycle	81	36	46	16	23	8	16	7	4	6	11	18	16	36	30	14	26	11	26	27	28
	2%	2%	2%	5%	4%	1%	2%	1%	1%	1%	1%	1%	2%	4%	2%	3%	2%	4%	4%	2%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	989 25%	153 27%	615 27%	98 21%	123 21%	114 23%	102 24%	106 25%	667 26%	168 21%	263 23%	250 24%	304 34%
Overground train (NOT including underground/tube/metro systems)	1981 50%	280 49%	1081 47%	281 60%	338 57%	248 51%	217 51%	217 50%	1298 50%	512 65%	631 54%	494 47%	334 37%
Car	872 22%	120 21%	550 24%	85 18%	118 20%	105 22%	101 24%	94 22%	572 22%	97 12%	256 22%	276 26%	232 26%
Bicycle	81 2%	14 2%	55 2%	3 1%	10 2%	19 4%	6 1%	16 4%	39 2%	8 1%	17 1%	31 3%	24 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	989	422	567	456	337	164	32	179	49	101	228	37	155	135	11	82
	25%	20%	31%	21%	27%	40%	27%	22%	24%	24%	28%	19%	23%	28%	21%	31%
Overground train (NOT including underground/ tube/metro systems)	1981	1096	885	1117	636	173	55	383	90	236	346	114	396	248	27	137
	50%	52%	48%	52%	51%	43%	46%	48%	45%	56%	43%	57%	59%	50%	49%	53%
Car	872	536	336	551	236	56	29	219	60	75	213	44	106	100	11	38
	22%	26%	18%	26%	19%	14%	24%	27%	30%	18%	27%	22%	16%	20%	21%	15%
Bicycle	81	34	47	34	30	14	2	17	2	12	13	3	16	8	5	3
	2%	2%	3%	2%	2%	4%	2%	2%	1%	3%	2%	2%	2%	2%	10%	1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	989 25%	401 25%	161 22%	211 26%	66 27%	151 27%	134 26%	322 20%	106 28%	231 27%	196 37%	184 22%	94 19%	92 17%	99 21%	19 23%	27 19%	12 34%
Overground train (NOT including underground/ tube/metro systems)	1981 50%	813 52%	404 56%	411 50%	101 42%	251 45%	268 51%	848 52%	214 56%	421 49%	228 43%	454 56%	279 58%	276 51%	300 63%	44 54%	82 58%	17 50%
Car	872 22%	323 21%	141 20%	191 23%	67 28%	150 27%	116 22%	435 27%	51 13%	185 22%	85 16%	170 21%	103 21%	167 31%	72 15%	18 22%	26 18%	4 13%
Bicycle	81 2%	37 2%	17 2%	9 1%	7 3%	11 2%	6 1%	28 2%	10 3%	20 2%	17 3%	10 1%	8 2%	5 1%	9 2%	1 1%	7 5%	1 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	989 25%	527 20%	53 35%	175 29%	224 39%	164 17%	164 20%	174 23%	175 29%	53 35%	224 39%	24 34%	156 31%	139 28%	124 25%	104 21%	82 16%	384 27%
Overground train (NOT including underground/tube/metro systems)	1981 50%	1452 56%	71 47%	227 38%	217 38%	559 58%	467 58%	408 55%	227 38%	71 47%	217 38%	18 26%	212 42%	209 42%	277 56%	292 59%	345 69%	645 45%
Car	872 22%	561 22%	23 15%	182 30%	103 18%	223 23%	159 20%	155 21%	182 30%	23 15%	103 18%	24 34%	109 22%	137 28%	90 18%	99 20%	67 13%	369 26%
Bicycle	81 2%	41 2%	3 2%	14 2%	23 4%	16 2%	14 2%	8 1%	14 2%	3 2%	23 4%	4 6%	22 4%	13 3%	7 1%	3 1%	5 1%	32 2%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	1969	986	983	150	265	307	380	334	261	272	541	615	434	379	864	300	671	129	317	753	898
	50%	51%	49%	48%	44%	47%	52%	57%	52%	51%	55%	49%	51%	46%	50%	56%	49%	47%	44%	50%	53%
Overground train (NOT including underground/tube/metro systems)	1013	479	535	69	160	165	183	131	158	148	231	332	222	228	434	134	391	49	218	382	411
	26%	25%	27%	22%	27%	25%	25%	22%	31%	27%	23%	27%	26%	28%	25%	25%	28%	18%	30%	26%	24%
Car	814	375	439	74	133	156	152	109	80	111	192	267	168	188	357	94	289	73	151	324	339
	21%	20%	22%	23%	22%	24%	21%	19%	16%	21%	19%	21%	20%	23%	21%	17%	21%	27%	21%	22%	20%
Bicycle	126	78	49	22	46	24	12	9	6	7	26	39	29	33	63	13	28	21	31	38	58
	3%	4%	2%	7%	8%	4%	2%	2%	1%	1%	3%	3%	3%	4%	4%	2%	2%	8%	4%	3%	3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	1969 50%	256 45%	1110 48%	269 57%	334 57%	228 47%	223 52%	200 46%	1318 51%	424 54%	590 51%	529 50%	415 46%
Overground train (NOT including underground/tube/metro systems)	1013 26%	154 27%	631 27%	97 21%	131 22%	119 24%	117 27%	100 23%	678 26%	178 23%	287 25%	277 26%	263 29%
Car	814 21%	137 24%	482 21%	87 19%	108 18%	118 24%	71 17%	120 28%	505 20%	164 21%	250 21%	210 20%	185 21%
Bicycle	126 3%	20 3%	77 3%	15 3%	15 2%	22 5%	16 4%	12 3%	76 3%	20 3%	39 3%	35 3%	31 4%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	1969	1090	879	1114	628	170	57	394	101	213	394	100	380	221	21	134
	50%	52%	48%	52%	51%	42%	48%	49%	51%	50%	49%	50%	56%	45%	39%	52%
Overground train (NOT including underground/ tube/metro systems)	1013	517	496	587	288	101	38	206	59	108	222	46	147	135	11	73
	26%	25%	27%	27%	23%	25%	32%	26%	30%	25%	28%	23%	22%	28%	19%	28%
Car	814	425	390	399	286	112	17	163	26	98	155	45	137	117	21	47
	21%	20%	21%	19%	23%	27%	15%	20%	13%	23%	19%	23%	20%	24%	38%	18%
Bicycle	126	56	70	57	38	26	6	35	13	6	28	7	10	18	2	5
	3%	3%	4%	3%	3%	6%	5%	4%	7%	1%	4%	4%	1%	4%	4%	2%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	1969 50%	795 51%	385 53%	408 50%	104 43%	278 49%	270 52%	844 52%	195 51%	433 51%	227 43%	422 52%	258 53%	288 53%	263 55%	43 52%	82 58%	13 38%
Overground train (NOT including underground/ tube/metro systems)	1013 26%	407 26%	170 24%	208 25%	72 30%	156 28%	142 27%	445 27%	83 22%	204 24%	139 26%	222 27%	115 24%	152 28%	94 20%	21 26%	28 19%	10 28%
Car	814 21%	330 21%	143 20%	179 22%	59 24%	103 18%	100 19%	300 18%	100 26%	186 22%	129 25%	157 19%	96 20%	93 17%	111 23%	18 22%	26 18%	9 27%
Bicycle	126 3%	41 3%	24 3%	28 3%	7 3%	27 5%	13 2%	44 3%	4 1%	34 4%	32 6%	18 2%	16 3%	8 1%	11 2%	-	7 5%	2 7%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	1969	1368	81	273	236	500	444	397	273	81	236	28	231	243	261	247	283	704
	50%	53%	54%	46%	42%	52%	55%	53%	46%	54%	42%	40%	46%	49%	52%	49%	57%	49%
Overground train (NOT including underground/tube/metro systems)	1013	641	50	148	168	251	181	180	148	50	168	29	121	140	126	133	95	398
	26%	25%	34%	25%	30%	26%	22%	24%	25%	34%	30%	43%	24%	28%	25%	27%	19%	28%
Car	814	509	16	143	135	193	157	148	143	16	135	11	116	103	103	106	99	287
	21%	20%	11%	24%	24%	20%	20%	20%	24%	11%	24%	17%	23%	21%	21%	21%	20%	20%
Bicycle	126	61	3	35	28	18	22	20	35	3	28	*	31	13	8	13	22	41
	3%	2%	2%	6%	5%	2%	3%	3%	6%	2%	5%	1%	6%	3%	2%	3%	4%	3%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	883	432	451	85	185	157	178	112	82	83	246	271	188	179	438	127	247	66	109	326	446
	22%	23%	22%	27%	31%	24%	24%	19%	16%	15%	25%	22%	22%	22%	26%	24%	18%	24%	15%	22%	26%
Overground train (NOT including underground/ tube/metro systems)	767	334	433	77	122	131	132	106	89	110	117	228	206	216	287	102	296	80	174	327	266
	20%	17%	22%	24%	20%	20%	18%	18%	18%	21%	12%	18%	24%	26%	17%	19%	21%	30%	24%	22%	16%
Car	1947	988	959	118	240	315	349	306	303	316	546	661	386	353	840	258	736	104	371	739	833
	50%	52%	48%	37%	40%	48%	48%	52%	60%	59%	55%	53%	45%	43%	49%	48%	53%	38%	52%	49%	49%
Bicycle	326	164	162	36	57	48	68	59	30	29	81	92	73	80	153	52	100	21	63	105	159
	8%	9%	8%	11%	9%	7%	9%	10%	6%	5%	8%	7%	9%	10%	9%	10%	7%	8%	9%	7%	9%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	883 22%	146 26%	525 23%	92 20%	120 20%	128 26%	96 22%	121 28%	538 21%	182 23%	279 24%	253 24%	161 18%
Overground train (NOT including underground/tube/metro systems)	767 20%	119 21%	470 20%	74 16%	105 18%	90 19%	78 18%	92 21%	507 20%	75 10%	216 19%	229 22%	241 27%
Car	1947 50%	281 50%	1086 47%	270 58%	309 53%	214 44%	222 52%	170 39%	1341 52%	455 58%	573 49%	486 46%	425 48%
Bicycle	326 8%	22 4%	219 10%	32 7%	54 9%	54 11%	31 7%	49 11%	192 7%	75 9%	98 8%	84 8%	67 8%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	883	543	340	551	243	62	26	202	48	104	158	59	123	125	21	40
	22%	26%	19%	26%	20%	15%	22%	25%	24%	24%	20%	30%	18%	26%	38%	15%
Overground train (NOT including underground/ tube/metro systems)	767	403	364	372	257	117	22	179	38	62	192	32	115	86	10	42
	20%	19%	20%	17%	21%	29%	19%	22%	19%	15%	24%	16%	17%	18%	18%	16%
Car	1947	977	970	1062	624	199	62	357	94	210	387	101	367	247	19	155
	50%	47%	53%	49%	50%	49%	52%	45%	47%	49%	48%	51%	54%	50%	35%	60%
Bicycle	326	165	161	172	116	30	8	60	20	49	62	6	69	32	5	22
	8%	8%	9%	8%	9%	7%	7%	8%	10%	11%	8%	3%	10%	6%	9%	8%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	883 22%	344 22%	159 22%	187 23%	67 28%	126 22%	114 22%	437 27%	70 18%	173 20%	88 17%	201 25%	123 25%	155 29%	104 22%	20 24%	32 23%	7 21%
Overground train (NOT including underground/ tube/metro systems)	767 20%	293 19%	117 16%	177 22%	57 24%	124 22%	94 18%	278 17%	62 16%	195 23%	139 26%	115 14%	74 15%	103 19%	70 15%	16 19%	24 17%	6 18%
Car	1947 50%	813 52%	373 52%	396 48%	105 43%	261 46%	269 51%	793 49%	211 55%	413 48%	261 50%	435 53%	248 51%	239 44%	267 56%	43 53%	71 50%	20 59%
Bicycle	326 8%	125 8%	73 10%	62 8%	13 5%	54 10%	48 9%	125 8%	38 10%	77 9%	38 7%	67 8%	39 8%	43 8%	39 8%	3 4%	14 10%	* 1%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	883 22%	642 25%	15 10%	126 21%	94 17%	273 28%	182 23%	169 23%	126 21%	15 10%	94 17%	17 25%	100 20%	101 20%	108 22%	141 28%	125 25%	308 22%
Overground train (NOT including underground/tube/metro systems)	767 20%	409 16%	26 18%	178 30%	147 26%	132 14%	129 16%	129 17%	178 30%	26 18%	147 26%	19 27%	119 24%	123 25%	86 17%	65 13%	52 10%	321 22%
Car	1947 50%	1325 51%	100 67%	239 40%	271 48%	466 48%	430 54%	401 54%	239 40%	100 67%	271 48%	27 39%	231 46%	220 44%	269 54%	259 52%	272 55%	696 49%
Bicycle	326 8%	205 8%	8 5%	55 9%	55 10%	92 10%	62 8%	45 6%	55 9%	8 5%	55 10%	6 8%	48 10%	54 11%	36 7%	33 7%	50 10%	105 7%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	83	47	36	22	16	14	8	13	5	5	19	30	15	19	37	9	18	17	13	23	46
	2%	2%	2%	7%	3%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	6%	2%	2%	3%
Overground train (NOT including underground/ tube/metro systems)	161	71	90	18	47	20	29	16	13	18	15	40	43	62	57	26	60	18	37	67	57
	4%	4%	4%	6%	8%	3%	4%	3%	3%	3%	2%	3%	5%	8%	3%	5%	4%	7%	5%	4%	3%
Car	290	159	131	33	64	46	59	47	22	19	84	79	58	68	151	44	76	18	69	80	141
	7%	8%	7%	11%	11%	7%	8%	8%	4%	4%	8%	6%	7%	8%	9%	8%	6%	7%	10%	5%	8%
Bicycle	3389	1641	1749	241	478	571	631	508	465	496	872	1103	736	679	1472	461	1225	218	598	1328	1460
	86%	86%	87%	76%	79%	88%	87%	87%	92%	92%	88%	88%	86%	82%	86%	85%	89%	81%	83%	89%	86%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	83 2%	12 2%	50 2%	9 2%	11 2%	17 4%	6 1%	5 1%	55 2%	12 2%	34 3%	19 2%	15 2%
Overground train (NOT including underground/tube/metro systems)	161 4%	14 2%	118 5%	15 3%	14 2%	29 6%	15 3%	24 5%	94 4%	22 3%	33 3%	51 5%	56 6%
Car	290 7%	29 5%	182 8%	26 6%	52 9%	49 10%	33 8%	49 11%	159 6%	69 9%	87 7%	79 8%	51 6%
Bicycle	3389 86%	512 90%	1950 85%	418 89%	510 87%	391 80%	374 88%	355 82%	2269 88%	683 87%	1013 87%	902 86%	771 86%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	83 2%	33 2%	50 3%	36 2%	32 3%	11 3%	3 3%	24 3%	2 1%	7 2%	19 2%	3 1%	15 2%	9 2%	1 2%	3 1%
Overground train (NOT including underground/ tube/metro systems)	161 4%	72 3%	89 5%	82 4%	59 5%	17 4%	3 3%	30 4%	13 7%	19 4%	40 5%	6 3%	17 2%	22 4%	8 14%	7 3%
Car	290 7%	151 7%	139 8%	145 7%	93 7%	42 10%	10 9%	59 7%	20 10%	41 10%	45 6%	8 4%	64 9%	27 5%	4 7%	19 7%
Bicycle	3389 86%	1832 88%	1557 85%	1894 88%	1056 85%	338 83%	101 86%	686 86%	165 82%	358 84%	696 87%	181 92%	579 86%	433 88%	42 77%	230 89%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	83 2%	35 2%	18 2%	16 2%	5 2%	9 2%	6 1%	30 2%	11 3%	21 2%	15 3%	12 1%	9 2%	5 1%	14 3%	1 1%	* *	2 7%
Overground train (NOT including underground/ tube/metro systems)	161 4%	60 4%	31 4%	26 3%	11 5%	33 6%	20 4%	62 4%	22 6%	38 4%	20 4%	27 3%	16 3%	9 2%	16 3%	1 1%	9 6%	1 3%
Car	290 7%	108 7%	65 9%	56 7%	10 4%	50 9%	40 8%	105 6%	20 5%	73 8%	52 10%	56 7%	37 8%	41 8%	29 6%	3 3%	19 13%	* 1%
Bicycle	3389 86%	1371 87%	609 84%	723 88%	215 89%	472 84%	459 87%	1436 88%	329 86%	726 85%	439 84%	724 88%	422 87%	485 90%	420 88%	78 95%	114 80%	31 89%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	83 2%	44 2%	* *	24 4%	13 2%	26 3%	14 2%	5 1%	24 4%	* *	13 2%	- -	12 2%	16 3%	5 1%	6 1%	9 2%	34 2%
Overground train (NOT including underground/tube/metro systems)	161 4%	78 3%	2 1%	45 8%	35 6%	20 2%	27 3%	28 4%	45 8%	2 1%	35 6%	3 5%	47 9%	26 5%	10 2%	7 1%	6 1%	65 5%
Car	290 7%	185 7%	11 7%	34 6%	58 10%	80 8%	58 7%	40 5%	34 6%	11 7%	58 10%	7 10%	42 8%	38 8%	36 7%	34 7%	61 12%	79 5%
Bicycle	3389 86%	2273 88%	136 91%	494 83%	461 81%	837 87%	705 88%	672 90%	494 83%	136 91%	461 81%	59 85%	398 80%	419 84%	447 90%	451 90%	423 85%	1252 88%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	557	265	292	24	82	76	76	82	88	129	81	154	145	177	168	65	285	38	208	205	144
	14%	14%	15%	8%	14%	12%	11%	14%	17%	24%	8%	12%	17%	21%	10%	12%	21%	14%	29%	14%	8%
Overground train (NOT including underground/ tube/metro systems)	546	297	249	57	100	71	107	66	63	82	150	200	111	84	230	78	180	56	139	188	217
	14%	15%	12%	18%	17%	11%	15%	11%	13%	15%	15%	16%	13%	10%	13%	14%	13%	21%	19%	13%	13%
Car	2655	1263	1392	212	388	472	515	423	335	311	717	848	552	537	1244	374	861	166	328	1049	1276
	68%	66%	69%	67%	64%	72%	71%	73%	66%	58%	72%	68%	65%	65%	72%	69%	62%	61%	46%	70%	75%
Bicycle	166	93	73	22	35	33	28	13	19	17	41	51	44	29	77	23	53	11	43	55	67
	4%	5%	4%	7%	6%	5%	4%	2%	4%	3%	4%	4%	5%	4%	4%	4%	4%	4%	6%	4%	4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	557 14%	102 18%	336 15%	48 10%	70 12%	54 11%	36 8%	57 13%	410 16%	79 10%	128 11%	138 13%	209 23%
Overground train (NOT including underground/tube/metro systems)	546 14%	76 13%	336 15%	55 12%	78 13%	66 14%	40 9%	66 15%	374 14%	137 17%	158 14%	134 13%	109 12%
Car	2655 68%	362 64%	1532 67%	341 73%	420 71%	327 67%	341 80%	300 69%	1687 65%	533 68%	830 71%	729 69%	550 62%
Bicycle	166 4%	26 5%	96 4%	24 5%	20 3%	40 8%	10 2%	9 2%	106 4%	38 5%	51 4%	51 5%	26 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	557 14%	198 9%	359 20%	226 10%	182 15%	128 31%	21 18%	104 13%	26 13%	57 13%	129 16%	21 11%	85 13%	76 15%	10 19%	44 17%
Overground train (NOT including underground/ tube/metro systems)	546 14%	256 12%	289 16%	255 12%	186 15%	78 19%	26 22%	104 13%	16 8%	68 16%	98 12%	41 21%	95 14%	57 12%	16 29%	43 17%
Car	2655 68%	1570 75%	1085 59%	1611 75%	801 65%	173 43%	69 59%	552 69%	143 71%	286 67%	543 68%	131 66%	458 68%	341 70%	28 50%	162 63%
Bicycle	166 4%	63 3%	103 6%	66 3%	70 6%	28 7%	1 1%	38 5%	15 8%	14 3%	29 4%	5 3%	36 5%	17 3%	1 2%	10 4%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	557 14%	243 15%	96 13%	103 13%	38 16%	78 14%	48 9%	177 11%	52 14%	129 15%	150 28%	76 9%	45 9%	51 10%	50 10%	13 15%	18 13%	2 7%
Overground train (NOT including underground/ tube/metro systems)	546 14%	217 14%	109 15%	102 12%	34 14%	83 15%	64 12%	191 12%	61 16%	125 15%	104 20%	98 12%	64 13%	58 11%	77 16%	11 13%	27 19%	5 15%
Car	2655 68%	1044 66%	489 68%	592 72%	158 66%	371 66%	403 77%	1208 74%	246 65%	555 65%	243 46%	615 75%	364 75%	415 77%	323 67%	54 66%	85 60%	26 75%
Bicycle	166 4%	70 4%	28 4%	24 3%	11 5%	32 6%	9 2%	57 3%	22 6%	48 6%	29 6%	29 4%	11 2%	15 3%	29 6%	4 5%	12 9%	1 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	557 14%	256 10%	43 28%	88 15%	165 29%	63 7%	79 10%	103 14%	88 15%	43 28%	165 29%	10 15%	100 20%	71 14%	68 14%	54 11%	29 6%	235 16%
Overground train (NOT including underground/tube/metro systems)	546 14%	340 13%	33 22%	59 10%	106 19%	128 13%	117 15%	87 12%	59 10%	33 22%	106 19%	8 12%	64 13%	52 10%	78 16%	72 14%	68 14%	211 15%
Car	2655 68%	1882 73%	70 47%	430 72%	258 45%	741 77%	570 71%	523 70%	430 72%	70 47%	258 45%	49 70%	315 63%	342 69%	339 68%	354 71%	378 76%	927 65%
Bicycle	166 4%	102 4%	4 3%	21 4%	38 7%	30 3%	38 5%	32 4%	21 4%	4 3%	38 7%	2 3%	20 4%	33 7%	14 3%	18 4%	24 5%	57 4%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	1476	636	841	112	200	238	284	217	195	231	327	486	329	334	600	214	570	87	265	624	584
	38%	33%	42%	35%	33%	37%	39%	37%	39%	43%	33%	39%	39%	40%	35%	40%	41%	32%	37%	42%	34%
Overground train (NOT including underground/tube/metro systems)	1236	629	607	79	186	186	216	212	180	176	310	383	260	282	533	164	457	80	232	471	532
	32%	33%	30%	25%	31%	29%	30%	36%	36%	33%	31%	31%	31%	34%	31%	30%	33%	30%	32%	31%	31%
Car	524	286	239	44	82	68	87	52	87	104	127	162	125	111	199	51	236	35	143	194	188
	13%	15%	12%	14%	14%	10%	12%	9%	17%	19%	13%	13%	15%	13%	12%	10%	17%	13%	20%	13%	11%
Bicycle	686	368	319	80	137	159	139	102	43	28	226	221	138	101	386	110	116	69	77	209	400
	17%	19%	16%	25%	23%	24%	19%	17%	8%	5%	23%	18%	16%	12%	22%	20%	8%	25%	11%	14%	23%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	1476 38%	162 29%	890 39%	213 46%	212 36%	185 38%	133 31%	187 43%	971 38%	230 29%	411 35%	425 40%	397 44%
Overground train (NOT including underground/ tube/metro systems)	1236 32%	212 37%	725 32%	130 28%	168 29%	138 28%	143 33%	120 28%	834 32%	262 33%	388 33%	289 28%	292 33%
Car	524 13%	83 15%	311 14%	57 12%	74 13%	69 14%	31 7%	43 10%	382 15%	114 14%	125 11%	144 14%	135 15%
Bicycle	686 17%	110 19%	375 16%	68 14%	134 23%	94 19%	119 28%	82 19%	390 15%	180 23%	242 21%	193 18%	71 8%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	1476 38%	807 39%	669 36%	832 39%	457 37%	136 33%	52 44%	309 39%	50 25%	156 37%	322 40%	67 34%	253 38%	182 37%	22 40%	105 40%
Overground train (NOT including underground/ tube/metro systems)	1236 32%	651 31%	585 32%	675 31%	381 31%	139 34%	40 34%	257 32%	68 34%	140 33%	235 29%	60 30%	213 32%	166 34%	10 18%	78 30%
Car	524 13%	225 11%	299 16%	242 11%	179 14%	91 22%	13 11%	112 14%	23 12%	48 11%	117 15%	23 12%	77 11%	71 15%	9 16%	39 15%
Bicycle	686 17%	404 19%	282 15%	408 19%	223 18%	42 10%	13 11%	120 15%	58 29%	81 19%	125 16%	49 25%	131 19%	72 15%	14 25%	37 14%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	1476 38%	582 37%	243 34%	329 40%	79 33%	243 43%	231 44%	601 37%	142 37%	315 37%	188 36%	316 39%	188 39%	199 37%	166 34%	25 30%	55 39%	11 31%
Overground train (NOT including underground/ tube/metro systems)	1236 32%	503 32%	235 33%	243 30%	97 40%	157 28%	159 30%	517 32%	113 30%	268 31%	179 34%	256 31%	158 33%	182 34%	132 27%	34 42%	40 28%	12 35%
Car	524 13%	217 14%	85 12%	108 13%	34 14%	80 14%	47 9%	195 12%	53 14%	126 15%	104 20%	85 10%	49 10%	53 10%	70 15%	14 18%	25 17%	3 9%
Bicycle	686 17%	271 17%	159 22%	141 17%	31 13%	84 15%	88 17%	320 20%	74 19%	149 17%	55 10%	161 20%	90 19%	105 19%	112 23%	8 10%	21 15%	9 26%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Total	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	1476 38%	959 37%	55 37%	236 39%	210 37%	323 34%	321 40%	285 38%	236 39%	55 37%	210 37%	29 42%	209 42%	217 44%	184 37%	154 31%	145 29%	568 40%
Overground train (NOT including underground/tube/metro systems)	1236 32%	815 32%	50 34%	184 31%	182 32%	305 32%	231 29%	254 34%	184 31%	50 34%	182 32%	25 36%	147 30%	137 27%	166 33%	151 30%	134 27%	500 35%
Car	524 13%	300 12%	28 18%	78 13%	115 20%	83 9%	102 13%	110 15%	78 13%	28 18%	115 20%	5 7%	86 17%	72 14%	58 12%	71 14%	55 11%	182 13%
Bicycle	686 17%	506 20%	17 11%	100 17%	60 11%	251 26%	150 19%	95 13%	100 17%	17 11%	60 11%	10 15%	56 11%	73 15%	90 18%	123 25%	166 33%	180 13%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	1330	675	655	106	217	201	262	201	186	158	369	439	282	240	607	181	444	97	187	472	670
	34%	35%	33%	34%	36%	31%	36%	34%	37%	29%	37%	35%	33%	29%	35%	33%	32%	36%	26%	32%	39%
Overground train (NOT including underground/tube/metro systems)	1512	714	797	123	203	271	269	222	193	231	371	469	327	344	682	184	560	76	237	617	656
	39%	37%	40%	39%	34%	42%	37%	38%	38%	43%	37%	37%	38%	42%	40%	34%	41%	28%	33%	41%	38%
Car	578	290	288	40	96	82	100	86	68	106	101	203	137	137	215	83	223	55	199	200	177
	15%	15%	14%	13%	16%	13%	14%	15%	13%	20%	10%	16%	16%	17%	13%	15%	16%	20%	28%	13%	10%
Bicycle	504	239	265	47	87	98	96	74	59	44	150	141	107	107	214	93	153	43	94	208	202
	13%	12%	13%	15%	14%	15%	13%	13%	12%	8%	15%	11%	12%	13%	12%	17%	11%	16%	13%	14%	12%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	1330 34%	185 33%	786 34%	146 31%	212 36%	147 30%	174 41%	122 28%	886 34%	305 39%	428 37%	362 34%	229 26%
Overground train (NOT including underground/tube/metro systems)	1512 39%	212 37%	851 37%	225 48%	223 38%	188 39%	163 38%	172 40%	989 38%	261 33%	416 36%	440 42%	384 43%
Car	578 15%	96 17%	358 16%	50 11%	74 13%	52 11%	44 10%	69 16%	412 16%	101 13%	160 14%	138 13%	176 20%
Bicycle	504 13%	73 13%	304 13%	47 10%	79 13%	100 20%	46 11%	69 16%	289 11%	119 15%	163 14%	111 11%	105 12%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	1330	771	559	798	396	95	40	274	77	141	278	71	219	169	16	74
	34%	37%	30%	37%	32%	23%	34%	34%	38%	33%	35%	36%	32%	34%	30%	29%
Overground train (NOT including underground/ tube/metro systems)	1512	848	664	853	477	144	38	329	72	148	325	65	245	204	18	98
	39%	41%	36%	40%	39%	35%	32%	41%	36%	35%	41%	33%	36%	42%	33%	38%
Car	578	223	355	240	191	115	32	116	19	66	113	29	103	66	14	45
	15%	11%	19%	11%	15%	28%	27%	15%	9%	15%	14%	15%	15%	13%	26%	18%
Bicycle	504	246	258	266	175	55	8	78	33	69	83	32	107	52	6	42
	13%	12%	14%	12%	14%	13%	7%	10%	16%	16%	10%	16%	16%	11%	12%	16%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	1330 34%	524 33%	242 33%	287 35%	95 39%	182 32%	174 33%	624 38%	114 30%	282 33%	135 26%	309 38%	167 34%	224 42%	161 34%	29 35%	41 29%	11 31%
Overground train (NOT including underground/ tube/metro systems)	1512 39%	612 39%	249 34%	334 41%	78 32%	239 42%	211 40%	642 39%	144 38%	334 39%	182 35%	308 38%	200 41%	206 38%	195 41%	28 35%	57 40%	16 45%
Car	578 15%	234 15%	122 17%	94 11%	42 17%	86 15%	61 12%	179 11%	67 17%	124 14%	147 28%	86 11%	59 12%	56 10%	61 13%	12 15%	28 20%	3 10%
Bicycle	504 13%	203 13%	110 15%	107 13%	27 11%	57 10%	79 15%	188 11%	57 15%	118 14%	62 12%	115 14%	58 12%	53 10%	62 13%	13 16%	16 11%	5 14%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	1330 34%	942 37%	43 29%	198 33%	145 26%	380 40%	287 36%	259 35%	198 33%	43 29%	145 26%	16 23%	140 28%	143 29%	195 39%	205 41%	179 36%	469 33%
Overground train (NOT including underground/tube/metro systems)	1512 39%	1010 39%	42 28%	251 42%	194 34%	360 37%	316 39%	310 42%	251 42%	42 28%	194 34%	25 36%	204 41%	228 46%	171 34%	168 34%	197 40%	543 38%
Car	578 15%	306 12%	48 32%	63 11%	150 26%	103 11%	98 12%	93 12%	63 11%	48 32%	150 26%	13 19%	76 15%	66 13%	70 14%	52 10%	47 9%	267 19%
Bicycle	504 13%	322 12%	16 11%	86 14%	78 14%	119 12%	104 13%	83 11%	86 14%	16 11%	78 14%	15 22%	79 16%	61 12%	62 13%	74 15%	76 15%	152 11%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Bus	560	342	218	74	104	137	104	84	36	21	214	174	96	76	344	80	81	48	57	196	306
	14%	18%	11%	23%	17%	21%	14%	14%	7%	4%	22%	14%	11%	9%	20%	15%	6%	18%	8%	13%	18%
Overground train (NOT including underground/tube/metro systems)	630	278	352	56	115	123	134	83	69	50	158	200	154	118	273	114	182	59	109	221	300
	16%	14%	18%	18%	19%	19%	18%	14%	14%	9%	16%	16%	18%	14%	16%	21%	13%	22%	15%	15%	18%
Car	166	79	87	19	39	29	24	21	15	18	45	40	39	43	60	32	58	15	48	55	64
	4%	4%	4%	6%	6%	4%	3%	4%	3%	3%	5%	3%	5%	5%	3%	6%	4%	6%	7%	4%	4%
Bicycle	2567	1218	1349	166	346	362	464	395	384	450	573	839	564	591	1041	314	1058	148	503	1025	1035
	65%	64%	67%	53%	57%	56%	64%	68%	76%	84%	58%	67%	66%	71%	61%	58%	77%	55%	70%	68%	61%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Bus	560 14%	117 21%	288 13%	61 13%	94 16%	101 21%	83 19%	67 15%	310 12%	172 22%	199 17%	126 12%	59 7%
Overground train (NOT including underground/tube/metro systems)	630 16%	66 12%	388 17%	58 12%	118 20%	94 19%	81 19%	74 17%	380 15%	127 16%	205 18%	188 18%	109 12%
Car	166 4%	26 5%	99 4%	20 4%	21 4%	39 8%	11 3%	19 4%	96 4%	38 5%	52 4%	40 4%	33 4%
Bicycle	2567 65%	358 63%	1525 66%	328 70%	355 60%	253 52%	251 59%	272 63%	1791 69%	449 57%	711 61%	696 66%	692 77%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Bus	560 14%	311 15%	249 14%	301 14%	205 17%	49 12%	5 4%	111 14%	47 23%	71 17%	70 9%	39 20%	117 17%	64 13%	6 11%	36 14%
Overground train (NOT including underground/ tube/metro systems)	630 16%	333 16%	297 16%	375 17%	195 16%	47 11%	14 12%	107 13%	44 22%	68 16%	141 18%	32 16%	121 18%	64 13%	11 19%	40 15%
Car	166 4%	69 3%	97 5%	64 3%	69 6%	29 7%	4 3%	18 2%	15 8%	25 6%	26 3%	15 7%	36 5%	12 3%	4 8%	13 5%
Bicycle	2567 65%	1375 66%	1192 65%	1417 66%	771 62%	283 69%	96 81%	562 70%	94 47%	260 61%	562 70%	112 57%	400 59%	350 71%	34 62%	171 66%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Bus	560 14%	225 14%	142 20%	102 12%	29 12%	62 11%	71 14%	230 14%	74 19%	131 15%	53 10%	117 14%	84 17%	65 12%	103 21%	16 20%	27 19%	11 32%
Overground train (NOT including underground/ tube/metro systems)	630 16%	241 15%	129 18%	142 17%	33 14%	85 15%	91 17%	283 17%	63 17%	131 15%	61 12%	156 19%	63 13%	94 17%	76 16%	8 10%	18 13%	1 4%
Car	166 4%	79 5%	26 4%	28 3%	8 3%	26 5%	13 3%	51 3%	16 4%	53 6%	33 6%	33 4%	12 2%	15 3%	25 5%	1 1%	4 3%	2 7%
Bicycle	2567 65%	1029 65%	426 59%	550 67%	172 71%	391 69%	349 67%	1068 65%	229 60%	542 63%	379 72%	513 63%	326 67%	367 68%	276 58%	56 69%	92 65%	20 57%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Bus	560 14%	423 16%	9 6%	76 13%	48 8%	195 20%	117 15%	97 13%	76 13%	9 6%	48 8%	14 21%	50 10%	67 13%	52 10%	86 17%	147 29%	159 11%
Overground train (NOT including underground/tube/metro systems)	630 16%	415 16%	24 16%	105 18%	85 15%	170 18%	141 17%	94 13%	105 18%	24 16%	85 15%	11 16%	83 17%	82 16%	83 17%	107 21%	99 20%	175 12%
Car	166 4%	92 4%	4 3%	26 4%	44 8%	35 4%	35 4%	19 3%	26 4%	4 3%	44 8%	2 4%	22 4%	18 4%	31 6%	22 4%	19 4%	54 4%
Bicycle	2567 65%	1650 64%	112 75%	391 65%	390 69%	562 58%	512 64%	535 72%	391 65%	112 75%	390 69%	41 59%	344 69%	332 67%	332 67%	284 57%	234 47%	1042 73%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Domestic - to other UK locations	190 5%	111 6%	79 4%	9 3%	24 4%	46 7%	44 6%	34 6%	19 4%	14 3%	114 12%	43 3%	26 3%	7 1%	134 8%	11 2%	36 3%	9 3%	11 2%	81 5%	98 6%
Short-haul international - to somewhere else in Europe	1396 36%	710 37%	686 34%	110 35%	239 40%	242 37%	292 40%	220 38%	183 36%	110 20%	512 52%	452 36%	279 33%	153 18%	775 45%	212 39%	307 22%	97 36%	138 19%	515 34%	742 44%
Long-haul international - to somewhere outside Europe	779 20%	402 21%	377 19%	66 21%	153 25%	170 26%	142 20%	100 17%	100 20%	48 9%	305 31%	270 22%	119 14%	86 10%	436 25%	77 14%	178 13%	87 32%	78 11%	266 18%	435 26%
None	2003 51%	958 50%	1045 52%	150 47%	248 41%	318 49%	344 47%	294 50%	255 51%	393 73%	316 32%	605 48%	473 55%	609 74%	678 39%	274 51%	942 68%	98 36%	522 73%	797 53%	680 40%
Don't know	1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	1 *	-	-	-	-	-	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Domestic - to other UK locations	190 5%	42 7%	80 3%	22 5%	45 8%	32 7%	20 5%	19 5%	118 5%	82 10%	56 5%	40 4%	12 1%
Short-haul international - to somewhere else in Europe	1396 36%	171 30%	861 37%	166 35%	198 34%	139 29%	159 37%	159 37%	939 36%	371 47%	461 40%	357 34%	197 22%
Long-haul international - to somewhere outside Europe	779 20%	134 24%	436 19%	85 18%	124 21%	95 20%	72 17%	90 21%	522 20%	269 34%	241 21%	180 17%	86 10%
None	2003 51%	316 56%	1132 49%	249 53%	306 52%	281 58%	216 51%	208 48%	1298 50%	256 33%	551 47%	545 52%	638 71%
Don't know	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Domestic - to other UK locations	190 5%	107 5%	82 4%	95 4%	84 7%	11 3%	- -	32 4%	8 4%	18 4%	31 4%	8 4%	54 8%	20 4%	3 5%	16 6%
Short-haul international - to somewhere else in Europe	1396 36%	805 39%	591 32%	822 38%	481 39%	73 18%	21 17%	262 33%	72 36%	170 40%	280 35%	74 37%	306 45%	141 29%	11 20%	74 29%
Long-haul international - to somewhere outside Europe	779 20%	468 22%	311 17%	432 20%	286 23%	56 14%	6 5%	136 17%	34 17%	108 25%	143 18%	55 28%	154 23%	81 16%	15 27%	53 21%
None	2003 51%	965 46%	1037 57%	1043 48%	578 47%	288 71%	93 79%	446 56%	105 53%	177 42%	418 52%	89 45%	273 40%	291 59%	33 61%	151 58%
Don't know	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Domestic - to other UK locations	190 5%	91 6%	41 6%	34 4%	4 2%	19 3%	30 6%	65 4%	30 8%	54 6%	11 2%	39 5%	22 5%	26 5%	45 9%	6 7%	22 15%	4 12%
Short-haul international - to somewhere else in Europe	1396 36%	596 38%	295 41%	252 31%	64 27%	190 34%	223 42%	599 37%	155 41%	325 38%	94 18%	341 42%	178 37%	222 41%	230 48%	39 47%	64 45%	8 23%
Long-haul international - to somewhere outside Europe	779 20%	373 24%	152 21%	146 18%	33 14%	75 13%	113 22%	319 20%	96 25%	189 22%	61 12%	197 24%	90 19%	105 19%	143 30%	22 27%	35 25%	7 21%
None	2003 51%	738 47%	333 46%	458 56%	156 65%	318 56%	229 44%	814 50%	172 45%	406 47%	382 73%	344 42%	243 50%	258 48%	168 35%	31 38%	59 42%	20 59%
Don't know	1 *	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Domestic - to other UK locations	190 5%	165 6%	3 2%	13 2%	8 1%	90 9%	37 5%	38 5%	13 2%	3 2%	8 1%	*	15 3%	6 1%	18 4%	24 5%	84 17%	44 3%
Short-haul international - to somewhere else in Europe	1396 36%	1081 42%	57 38%	169 28%	81 14%	467 49%	307 38%	280 38%	169 28%	57 38%	81 14%	27 39%	90 18%	119 24%	161 32%	209 42%	323 65%	493 34%
Long-haul international - to somewhere outside Europe	779 20%	599 23%	26 18%	99 17%	51 9%	258 27%	175 22%	151 20%	99 17%	26 18%	51 9%	16 23%	48 10%	74 15%	82 17%	128 26%	203 41%	244 17%
None	2003 51%	1123 44%	82 55%	339 57%	440 78%	346 36%	374 46%	374 50%	339 57%	82 55%	440 78%	30 43%	360 72%	320 64%	266 53%	198 40%	100 20%	759 53%
Don't know	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 *

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	180	103	77	5	24	39	39	32	25	16	104	49	17	10	118	14	42	5	14	81	85
Weighted base	190	111	79	9	24	46	44	34	19	14	114	43	26	7	134	11	36	9	11	81	98
One	94	56	38	8	10	17	17	19	13	9	52	25	10	6	53	7	26	8	5	35	54
	49%	50%	48%	87%	41%	38%	39%	56%	69%	68%	46%	59%	39%	85%	40%	65%	72%	87%	46%	43%	55%
Two	40	21	20	1	3	12	14	6	3	1	27	7	5	1	32	1	6	1	5	17	19
	21%	19%	25%	13%	14%	26%	31%	18%	14%	10%	24%	17%	19%	15%	24%	12%	16%	13%	44%	21%	19%
Three or more	56	35	21	-	11	16	13	9	3	3	35	10	11	-	48	3	4	-	1	29	25
	29%	31%	27%	-	45%	36%	30%	26%	17%	21%	30%	24%	42%	-	36%	24%	12%	-	10%	36%	26%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	180	28	100	15	37	23	20	14	123	85	42	38	15
Weighted base	190	42	80	22	45	32	20	19	118	82	56	40	12
One	94 49%	18 44%	45 56%	11 50%	19 42%	10 30%	11 52%	8 41%	66 56%	35 42%	35 61%	18 45%	7 55%
Two	40 21%	10 24%	13 17%	6 27%	11 24%	3 10%	3 15%	9 47%	25 21%	25 31%	3 5%	9 22%	4 30%
Three or more	56 29%	14 32%	22 27%	5 23%	15 34%	19 60%	7 32%	2 13%	28 23%	22 27%	19 33%	13 33%	2 15%

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	180	104	76	94	75	11	-	31	10	17	34	11	45	17	2	13
Weighted base	190	107	82	95	84	11	-	32	8	18	31	8	54	20	3	16
One	94	50	43	51	39	4	-	15	4	13	15	4	23	10	-	10
	49%	47%	53%	54%	46%	32%	-	47%	43%	71%	50%	46%	43%	49%	-	62%
Two	40	26	15	19	17	4	-	8	3	3	4	2	12	1	3	5
	21%	24%	18%	20%	21%	38%	-	24%	35%	17%	14%	22%	22%	7%	100%	30%
Three or more	56	31	24	24	28	3	-	9	2	2	11	3	19	9	-	1
	29%	29%	29%	26%	33%	30%	-	29%	23%	12%	36%	32%	35%	44%	-	8%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	180	79	34	40	7	20	29	65	28	47	11	42	17	31	41	6	19	4
Weighted base	190	91	41	34	4	19	30	65	30	54	11	39	22	26	45	6	22	4
One	94 49%	45 50%	25 61%	13 38%	3 57%	8 42%	22 74%	29 45%	12 39%	27 50%	4 32%	20 52%	16 71%	11 44%	23 50%	1 23%	7 31%	-
Two	40 21%	22 25%	7 18%	8 23%	1 31%	1 8%	4 14%	15 23%	12 39%	5 10%	4 38%	10 26%	-	8 29%	10 23%	1 9%	5 22%	1 20%
Three or more	56 29%	23 25%	9 21%	14 40%	1 12%	10 50%	4 12%	21 32%	6 21%	22 40%	3 30%	9 22%	6 29%	7 27%	12 27%	4 69%	10 47%	3 80%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	180	160	4	6	10	87	33	39	6	4	10	1	13	10	14	25	76	42
Weighted base	190	165	3	13	8	90	37	38	13	3	8	*	15	6	18	24	84	44
One	94 49%	78 47%	1 27%	10 76%	4 53%	38 43%	23 63%	17 45%	10 76%	1 27%	4 53%	-	7 48%	5 85%	9 48%	12 51%	32 38%	29 66%
Two	40 21%	34 21%	2 62%	1 9%	3 37%	24 26%	4 11%	7 17%	1 9%	2 62%	3 37%	-	2 13%	* 6%	5 29%	6 23%	20 23%	8 18%
Three or more	56 29%	53 32%	* 11%	2 15%	1 10%	28 31%	10 26%	14 38%	2 15%	* 11%	1 10%	* 100%	6 39%	1 9%	4 23%	6 25%	32 38%	7 16%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1337	643	694	68	179	225	283	218	221	143	510	430	234	163	699	197	377	60	139	588	609
Weighted base	1396	710	686	110	239	242	292	220	183	110	512	452	279	153	775	212	307	97	138	515	742
One	729	351	379	63	130	115	156	96	105	63	245	226	173	86	354	137	185	51	67	284	378
	52%	49%	55%	57%	54%	48%	54%	43%	58%	58%	48%	50%	62%	56%	46%	64%	60%	53%	49%	55%	51%
Two	348	196	152	33	58	56	59	67	46	30	119	129	60	40	208	36	74	30	35	122	192
	25%	28%	22%	30%	24%	23%	20%	30%	25%	27%	23%	29%	21%	26%	27%	17%	24%	30%	25%	24%	26%
Three or more	319	164	155	15	51	71	76	58	32	17	148	97	47	27	213	39	48	16	36	110	173
	23%	23%	23%	13%	21%	29%	26%	26%	17%	16%	29%	21%	17%	18%	28%	18%	16%	17%	26%	21%	23%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1337	121	948	117	151	125	136	115	961	394	396	308	225
Weighted base	1396	171	861	166	198	139	159	159	939	371	461	357	197
One	729 52%	68 40%	472 55%	87 53%	103 52%	63 45%	105 66%	88 55%	474 50%	161 43%	226 49%	206 58%	130 66%
Two	348 25%	50 29%	205 24%	45 27%	48 24%	36 26%	26 16%	33 21%	253 27%	98 27%	115 25%	87 24%	45 23%
Three or more	319 23%	54 31%	185 21%	33 20%	48 24%	40 29%	29 18%	38 24%	212 23%	111 30%	120 26%	64 18%	21 11%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Unweighted base	1337	770	567	786	469	68	14	247	67	160	289	67	281	136	9	74
Weighted base	1396	805	591	822	481	73	21	262	72	170	280	74	306	141	11	74
One	729	418	311	436	242	39	12	145	40	92	148	33	148	74	8	35
	52%	52%	53%	53%	50%	53%	57%	56%	56%	54%	53%	45%	48%	52%	76%	47%
Two	348	197	151	216	107	21	4	65	17	44	77	17	76	37	1	14
	25%	24%	26%	26%	22%	29%	20%	25%	24%	26%	27%	24%	25%	26%	9%	19%
Three or more	319	190	129	169	132	13	5	51	15	34	55	23	82	31	2	25
	23%	24%	22%	21%	27%	18%	23%	19%	20%	20%	20%	31%	27%	22%	15%	34%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1337	565	259	261	68	184	212	574	154	315	82	337	160	212	229	43	69	9
Weighted base	1396	596	295	252	64	190	223	599	155	325	94	341	178	222	230	39	64	8
One	729 52%	303 51%	159 54%	129 51%	34 53%	104 55%	119 53%	317 53%	70 45%	172 53%	51 54%	194 57%	78 44%	118 53%	113 49%	15 39%	27 42%	3 36%
Two	348 25%	142 24%	71 24%	72 29%	25 38%	39 20%	54 24%	162 27%	34 22%	73 22%	25 27%	72 21%	60 34%	58 26%	54 24%	11 29%	11 17%	1 16%
Three or more	319 23%	151 25%	65 22%	50 20%	6 9%	46 25%	50 22%	119 20%	52 33%	80 25%	18 19%	75 22%	40 22%	45 20%	63 27%	12 32%	26 40%	4 48%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1337	1059	43	132	96	441	302	292	132	43	96	24	90	121	153	208	316	449
Weighted base	1396	1081	57	169	81	467	307	280	169	57	81	27	90	119	161	209	323	493
One	729 52%	548 51%	26 46%	110 65%	41 50%	216 46%	172 56%	146 52%	110 65%	26 46%	41 50%	15 55%	52 58%	83 70%	93 58%	126 60%	110 34%	265 54%
Two	348 25%	268 25%	12 22%	43 25%	22 28%	111 24%	79 26%	72 26%	43 25%	12 22%	22 28%	5 19%	23 25%	26 22%	36 22%	45 22%	87 27%	131 27%
Three or more	319 23%	265 24%	18 32%	17 10%	18 22%	140 30%	56 18%	62 22%	17 10%	18 32%	18 22%	7 26%	16 17%	9 8%	32 20%	38 18%	127 39%	97 20%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	722	354	368	39	113	153	135	97	130	55	298	244	97	83	388	78	206	48	78	297	347
Weighted base	779	402	377	66	153	170	142	100	100	48	305	270	119	86	436	77	178	87	78	266	435
One	480	241	239	41	93	94	89	62	67	34	171	169	75	65	252	56	122	50	53	163	265
	62%	60%	63%	62%	61%	55%	63%	62%	67%	71%	56%	63%	63%	76%	58%	73%	68%	58%	68%	61%	61%
Two	193	102	91	10	42	52	35	28	18	8	75	68	37	13	120	14	40	19	13	64	117
	25%	25%	24%	15%	28%	30%	25%	28%	18%	18%	25%	25%	31%	15%	28%	18%	23%	21%	17%	24%	27%
Three or more	106	59	46	15	18	24	18	10	15	5	59	32	7	8	64	7	16	18	12	40	54
	14%	15%	12%	23%	12%	14%	13%	10%	15%	11%	19%	12%	6%	9%	15%	9%	9%	21%	15%	15%	12%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	722	90	479	61	92	78	60	58	526	281	182	159	95
Weighted base	779	134	436	85	124	95	72	90	522	269	241	180	86
One	480 62%	58 44%	281 64%	63 75%	78 63%	53 56%	49 68%	55 62%	323 62%	146 54%	149 62%	129 72%	53 62%
Two	193 25%	44 33%	103 24%	14 17%	32 26%	29 31%	18 25%	25 28%	121 23%	69 26%	59 25%	36 20%	29 34%
Three or more	106 14%	31 23%	52 12%	7 9%	15 12%	13 14%	5 6%	9 11%	78 15%	54 20%	32 13%	15 9%	4 5%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Unweighted base	722	422	300	403	265	48	6	125	32	94	145	49	144	70	11	51
Weighted base	779	468	311	432	286	56	6	136	34	108	143	55	154	81	15	53
One	480	298	182	289	158	28	5	87	21	75	83	41	84	47	12	29
	62%	64%	59%	67%	55%	50%	89%	64%	61%	70%	58%	73%	55%	58%	85%	54%
Two	193	117	76	101	79	13	1	26	8	24	33	10	46	26	2	18
	25%	25%	24%	23%	28%	23%	11%	19%	24%	22%	23%	19%	30%	32%	15%	34%
Three or more	106	53	52	42	48	15	-	24	5	9	26	4	23	8	-	6
	14%	11%	17%	10%	17%	27%	-	17%	15%	8%	18%	8%	15%	10%	-	11%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	722	333	140	136	33	80	109	294	93	172	54	178	90	99	131	26	36	9
Weighted base	779	373	152	146	33	75	113	319	96	189	61	197	90	105	143	22	35	7
One	480 62%	217 58%	107 70%	88 60%	22 66%	46 62%	77 68%	212 66%	56 59%	102 54%	33 54%	127 64%	63 70%	66 63%	81 57%	13 59%	16 45%	1 12%
Two	193 25%	107 29%	24 16%	37 26%	6 17%	19 25%	26 23%	75 23%	31 32%	48 26%	13 22%	51 26%	19 22%	25 24%	41 29%	3 14%	12 33%	2 27%
Three or more	106 14%	49 13%	21 14%	21 14%	6 17%	9 13%	10 9%	33 10%	9 9%	39 21%	15 25%	19 10%	7 8%	14 13%	21 15%	6 27%	8 22%	4 61%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	722	569	26	73	52	243	164	147	73	26	52	15	46	57	79	113	199	228
Weighted base	779	599	26	99	51	258	175	151	99	26	51	16	48	74	82	128	203	244
One	480 62%	367 61%	17 64%	58 58%	36 70%	158 61%	117 67%	82 54%	58 58%	17 64%	36 70%	10 67%	30 62%	53 72%	57 69%	77 60%	106 52%	158 65%
Two	193 25%	153 25%	7 27%	28 28%	6 12%	56 22%	35 20%	57 38%	28 28%	7 27%	6 12%	4 29%	18 37%	14 19%	19 23%	37 29%	51 25%	55 23%
Three or more	106 14%	80 13%	2 9%	14 14%	10 19%	44 17%	23 13%	12 8%	14 14%	2 9%	10 19%	1 4%	* 1%	7 9%	6 8%	14 11%	46 23%	31 13%

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 education

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2212	1116	1096	178	353	481	581	411	192	16	667	768	466	311	1547	498	-	167	305	882	1023
Weighted base	2529	1330	1199	298	487	510	608	450	163	13	709	882	588	350	1718	540	-	271	325	867	1335
Yes - make regular journeys to work / study	2299	1200	1100	276	446	483	554	388	141	11	646	797	540	316	1577	465	-	257	291	793	1215
	91%	90%	92%	93%	92%	95%	91%	86%	86%	86%	91%	90%	92%	90%	92%	86%	-	95%	90%	91%	91%
No - do not make regular journeys to work / study	230	130	100	22	41	27	54	62	22	2	63	85	48	33	141	75	-	14	34	74	120
	9%	10%	8%	7%	8%	5%	9%	14%	14%	14%	9%	10%	8%	10%	8%	14%	-	5%	10%	9%	9%

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 education

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2212	257	1515	189	251	303	300	239	1370	645	659	592	302
Weighted base	2529	391	1481	287	370	366	352	352	1459	626	869	711	311
Yes - make regular journeys to work / study	2299	340	1371	264	325	341	312	323	1323	560	821	640	269
	91%	87%	93%	92%	88%	93%	89%	92%	91%	89%	94%	90%	86%
No - do not make regular journeys to work / study	230	51	110	23	45	24	40	29	137	66	48	71	43
	9%	13%	7%	8%	12%	7%	11%	8%	9%	11%	6%	10%	14%

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 education

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2212	1254	958	1237	742	197	36	435	125	307	395	127	448	186	25	157
Weighted base	2529	1441	1088	1389	863	230	47	505	148	347	443	152	513	217	31	168
Yes - make regular journeys to work / study	2299	1311	988	1267	787	200	46	469	139	315	396	140	462	196	28	149
	91%	91%	91%	91%	91%	87%	99%	93%	94%	91%	89%	92%	90%	90%	91%	89%
No - do not make regular journeys to work / study	230	130	99	123	76	31	1	36	9	32	47	12	51	21	3	19
	9%	9%	9%	9%	9%	13%	1%	7%	6%	9%	11%	8%	10%	10%	9%	11%

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 education

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2212	957	428	417	123	287	316	921	251	491	233	499	303	350	314	63	106	18
Weighted base	2529	1073	523	480	134	320	341	1048	276	587	277	554	348	382	355	63	107	22
Yes - make regular journeys to work / study	2299	971	472	444	113	299	300	967	240	548	246	491	329	346	313	51	101	22
	91%	90%	90%	93%	85%	93%	88%	92%	87%	93%	89%	89%	95%	91%	88%	82%	95%	97%
No - do not make regular journeys to work / study	230	102	51	35	21	21	41	82	36	39	31	64	19	36	42	11	5	1
	9%	10%	10%	7%	15%	7%	12%	8%	13%	7%	11%	11%	5%	9%	12%	18%	5%	3%

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 education

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2212	1653	76	238	229	731	509	373	238	76	229	40	194	222	317	366	428	685
Weighted base	2529	1831	91	353	234	795	574	415	353	91	234	46	224	270	373	395	430	838
Yes - make regular journeys to work / study	2299	1653	76	338	215	717	517	378	338	76	215	41	207	252	353	360	386	741
	91%	90%	83%	96%	92%	90%	90%	91%	96%	83%	92%	88%	92%	94%	95%	91%	90%	88%
No - do not make regular journeys to work / study	230	178	15	15	19	78	57	38	15	15	19	5	17	17	20	35	44	97
	9%	10%	17%	4%	8%	10%	10%	9%	4%	17%	8%	12%	8%	6%	5%	9%	10%	12%

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

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2040	1040	1000	66	312	470	574	411	191	16	627	689	445	279	1544	496	-	-	246	836	956
Weighted base	2250	1207	1043	100	420	503	603	450	162	13	643	761	543	304	1714	537	-	-	245	795	1208
Yes - make business trips as part of work	556 25%	350 29%	206 20%	3 3%	76 18%	122 24%	198 33%	113 25%	41 26%	4 29%	282 44%	191 25%	67 12%	17 6%	499 29%	57 11%	-	-	22 9%	167 21%	367 30%
No - do not make business trips as part of work	1694 75%	857 71%	837 80%	97 97%	344 82%	381 76%	405 67%	337 75%	121 74%	9 71%	361 56%	570 75%	476 88%	287 94%	1214 71%	480 89%	-	-	223 91%	628 79%	841 70%

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

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2040	228	1395	181	236	288	280	203	1269	602	587	550	287
Weighted base	2250	338	1297	271	344	346	322	290	1293	578	728	645	288
Yes - make business trips as part of work	556 25%	80 24%	293 23%	62 23%	121 35%	78 23%	88 27%	78 27%	312 24%	232 40%	188 26%	109 17%	28 10%
No - do not make business trips as part of work	1694 75%	259 76%	1004 77%	209 77%	223 65%	267 77%	233 73%	212 73%	981 76%	346 60%	540 74%	536 83%	261 90%

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

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2040	1205	835	1192	671	153	24	396	112	277	368	116	420	175	23	148
Weighted base	2250	1352	898	1323	734	170	24	435	128	297	402	135	468	199	28	154
Yes - make business trips as part of work	556 25%	372 28%	184 21%	341 26%	195 27%	19 11%	1 3%	85 19%	32 25%	64 22%	89 22%	45 33%	155 33%	56 28%	-	31 20%
No - do not make business trips as part of work	1694 75%	980 72%	714 79%	981 74%	538 73%	151 89%	23 97%	350 81%	96 75%	233 78%	313 78%	90 67%	313 67%	143 72%	28 100%	124 80%

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

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2040	897	377	389	111	266	307	885	234	437	177	486	300	343	303	63	105	18
Weighted base	2250	981	430	435	113	291	327	996	250	484	194	533	344	372	334	63	105	22
Yes - make business trips as part of work	556 25%	259 26%	134 31%	87 20%	23 21%	54 18%	98 30%	244 24%	82 33%	113 23%	20 10%	151 28%	84 25%	99 27%	117 35%	16 25%	42 39%	7 32%
No - do not make business trips as part of work	1694 75%	723 74%	297 69%	348 80%	90 79%	238 82%	229 70%	752 76%	168 67%	371 77%	174 90%	382 72%	259 75%	273 73%	217 65%	47 75%	64 61%	15 68%

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

CN1b. Whether make business trips as part of work

Base : Respondents who work

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2040	1618	64	163	182	720	502	359	163	64	182	37	154	209	307	354	418	598
Weighted base	2250	1773	75	217	170	782	562	388	217	75	170	41	175	244	358	372	410	691
Yes - make business trips as part of work	556 25%	516 29%	15 20%	15 7%	7 4%	323 41%	112 20%	77 20%	15 7%	15 20%	7 4%	4 10%	21 12%	25 10%	73 20%	112 30%	229 56%	97 14%
No - do not make business trips as part of work	1694 75%	1257 71%	60 80%	202 93%	163 96%	459 59%	450 80%	310 80%	202 93%	60 80%	163 96%	37 90%	154 88%	219 90%	286 80%	261 70%	180 44%	594 86%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2007	1005	1002	162	327	452	531	361	161	13	604	688	433	282	1419	431	-	157	280	805	921
Weighted base	2299	1200	1100	276	446	483	554	388	141	11	646	797	540	316	1577	465	-	257	291	793	1215
Car/van as driver	1350	743	607	56	205	298	389	278	115	9	402	445	345	157	1040	279	-	30	2	406	942
	59%	62%	55%	20%	46%	62%	70%	72%	82%	78%	62%	56%	64%	50%	66%	60%	-	12%	1%	51%	77%
Bus	280	111	169	78	82	42	29	41	9	-	51	118	53	58	121	64	-	96	117	89	74
	12%	9%	15%	28%	18%	9%	5%	11%	6%	-	8%	15%	10%	18%	8%	14%	-	37%	40%	11%	6%
Walk	233	99	134	65	50	45	48	15	8	1	49	93	42	49	113	50	-	71	80	98	55
	10%	8%	12%	24%	11%	9%	4%	6%	10%	8%	12%	8%	15%	7%	11%	-	28%	28%	12%	5%	
Car/van as passenger	144	62	82	40	44	19	18	20	3	1	20	45	54	26	80	40	-	24	24	66	54
	6%	5%	7%	14%	10%	4%	3%	5%	2%	12%	3%	6%	10%	8%	5%	9%	-	9%	8%	8%	4%
Railway train	126	72	53	14	17	41	29	23	2	-	72	35	13	6	102	10	-	14	25	42	59
	5%	6%	5%	5%	4%	8%	5%	6%	1%	-	11%	4%	2%	2%	6%	2%	-	5%	9%	5%	5%
Tube/metro/light rail/ tram	70	43	27	11	31	15	10	2	1	-	27	31	6	7	50	8	-	12	22	41	6
	3%	4%	2%	4%	7%	3%	2%	1%	1%	-	4%	4%	1%	2%	3%	2%	-	5%	8%	5%	1%
Bicycle	66	41	25	4	13	18	21	7	3	-	20	25	12	8	45	14	-	7	19	39	9
	3%	3%	2%	2%	3%	4%	4%	2%	2%	-	3%	3%	2%	3%	3%	3%	-	3%	6%	5%	1%
Motorbike/moped/scooter	25	23	2	8	4	3	9	1	*	-	3	5	12	6	21	1	-	3	2	9	15
	1%	2%	*	3%	1%	1%	2%	*	*	-	1%	1%	2%	2%	1%	*	-	1%	1%	1%	1%
Aeroplane	5	5	-	-	1	2	1	-	-	-	1	*	3	-	5	-	-	-	-	2	2
	*	*	-	-	*	*	-	-	-	-	*	*	1%	-	*	-	-	-	-	*	*
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2007	224	1396	171	216	280	268	217	1242	571	616	543	265
Weighted base	2299	340	1371	264	325	341	312	323	1323	560	821	640	269
Car/van as driver	1350 59%	97 29%	812 59%	180 68%	260 80%	190 56%	217 69%	187 58%	756 57%	317 57%	483 59%	368 58%	174 65%
Bus	280 12%	79 23%	155 11%	26 10%	20 6%	34 10%	26 8%	49 15%	172 13%	58 10%	100 12%	85 13%	36 13%
Walk	233 10%	18 5%	196 14%	14 5%	5 2%	23 7%	31 10%	36 11%	143 11%	34 6%	99 12%	67 10%	33 12%
Car/van as passenger	144 6%	22 6%	85 6%	22 9%	16 5%	29 9%	16 5%	29 9%	71 5%	16 3%	54 7%	58 9%	16 6%
Railway train	126 5%	41 12%	53 4%	17 7%	15 5%	30 9%	10 3%	15 5%	71 5%	67 12%	32 4%	21 3%	6 2%
Tube/metro/light rail/ tram	70 3%	62 18%	9 1%	-	-	18 5%	-	3 1%	49 4%	41 7%	24 3%	5 1%	* *
Bicycle	66 3%	14 4%	46 3%	2 1%	3 1%	13 4%	10 3%	3 1%	40 3%	23 4%	18 2%	21 3%	4 1%
Motorbike/moped/scooter	25 1%	6 2%	12 1%	1 *	7 2%	3 1%	3 1%	2 *	18 1%	1 *	11 1%	13 2%	-
Aeroplane	5 *	1 *	3 *	-	-	1 *	-	-	3 *	2 *	* *	2 *	-
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2007	1139	868	1123	675	174	35	401	114	278	355	117	406	170	23	137
Weighted base	2299	1311	988	1267	787	200	46	469	139	315	396	140	462	196	28	149
Car/van as driver	1350	1093	256	1069	275	5	-	277	70	207	235	90	292	95	15	66
	59%	83%	26%	84%	35%	3%	-	59%	51%	66%	59%	64%	63%	48%	53%	44%
Bus	280	46	235	6	180	93	1	67	19	26	44	7	54	23	7	32
	12%	3%	24%	*	23%	47%	1%	14%	13%	8%	11%	5%	12%	12%	25%	21%
Walk	233	41	192	93	78	29	34	45	14	31	44	19	38	21	3	17
	10%	3%	19%	7%	10%	15%	73%	10%	10%	10%	11%	14%	8%	11%	12%	12%
Car/van as passenger	144	77	67	78	61	2	4	35	18	17	29	8	17	10	-	11
	6%	6%	7%	6%	8%	1%	9%	7%	13%	5%	7%	6%	4%	5%	-	7%
Railway train	126	30	96	7	95	24	-	19	11	13	13	6	27	24	2	11
	5%	2%	10%	1%	12%	12%	-	4%	8%	4%	3%	4%	6%	12%	6%	7%
Tube/metro/light rail/tram	70	8	62	2	44	24	*	12	3	16	11	1	15	6	-	6
	3%	1%	6%	*	6%	12%	1%	3%	2%	5%	3%	1%	3%	3%	-	4%
Bicycle	66	9	57	-	47	19	-	6	1	5	15	6	12	13	1	6
	3%	1%	6%	-	6%	9%	-	1%	1%	2%	4%	4%	3%	7%	4%	4%
Motorbike/moped/scooter	25	3	23	10	5	2	8	5	3	1	4	3	5	4	-	1
	1%	*	2%	1%	1%	1%	16%	1%	2%	*	1%	2%	1%	2%	-	1%
Aeroplane	5	5	-	3	2	-	-	2	-	-	1	-	1	-	-	-
	*	*	-	*	*	-	-	*	-	-	*	-	*	-	-	-
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2007	860	388	385	107	267	279	844	220	455	209	441	285	316	276	54	100	17
Weighted base	2299	971	472	444	113	299	300	967	240	548	246	491	329	346	313	51	101	22
Car/van as driver	1350 59%	582 60%	250 53%	279 63%	69 61%	169 57%	255 85%	814 84%	99 42%	176 32%	5 2%	418 85%	314 96%	326 94%	175 56%	33 65%	57 57%	4 18%
Bus	280 12%	108 11%	71 15%	44 10%	14 13%	43 14%	- -	6 1%	35 15%	145 26%	94 38%	1 *	- -	3 1%	33 10%	5 10%	9 9%	5 23%
Walk	233 10%	96 10%	58 12%	34 8%	11 10%	34 11%	29 10%	64 7%	23 10%	55 10%	63 26%	46 9%	6 2%	5 1%	8 2%	- -	5 5%	2 10%
Car/van as passenger	144 6%	45 5%	34 7%	28 6%	6 6%	31 10%	12 4%	65 7%	16 7%	45 8%	6 3%	19 4%	6 2%	7 2%	6 2%	2 4%	4 4%	- -
Railway train	126 5%	68 7%	22 5%	23 5%	3 3%	9 3%	- -	7 1%	39 16%	56 10%	24 10%	3 1%	1 *	2 *	45 14%	9 18%	12 12%	4 16%
Tube/metro/light rail/ tram	70 3%	34 3%	15 3%	18 4%	3 3%	1 *	2 1%	- -	16 6%	29 5%	25 10%	* *	1 *	- -	26 8%	2 3%	5 5%	5 23%
Bicycle	66 3%	28 3%	15 3%	10 2%	4 3%	9 3%	- -	- -	12 5%	36 6%	19 8%	- -	- -	- -	18 6%	* 1%	8 8%	1 7%
Motorbike/moped/scooter	25 1%	7 1%	5 1%	8 2%	2 2%	3 1%	1 *	9 1%	- -	5 1%	10 4%	3 1%	- -	3 1%	3 1%	- -	- -	1 3%
Aeroplane	5 *	4 *	1 *	- -	- -	- -	1 *	1 *	- -	2 *	- -	1 *	- -	1 *	1 *	- -	1 1%	- -
Long distance coach	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2007	1489	69	225	211	658	458	337	225	69	211	36	180	204	296	333	389	605
Weighted base	2299	1653	76	338	215	717	517	378	338	76	215	41	207	252	353	360	386	741
Car/van as driver	1350 59%	1327 80%	* *	18 5%	1 1%	646 90%	429 83%	222 59%	18 5%	* *	1 1%	30 73%	91 44%	123 49%	237 67%	238 66%	250 65%	410 55%
Bus	280 12%	56 3%	27 35%	101 30%	90 42%	4 1%	19 4%	32 8%	101 30%	27 35%	90 42%	1 2%	39 19%	41 16%	42 12%	31 8%	23 6%	104 14%
Walk	233 10%	71 4%	22 29%	78 23%	58 27%	14 2%	21 4%	35 9%	78 23%	22 29%	58 27%	1 3%	37 18%	32 13%	24 7%	21 6%	17 4%	103 14%
Car/van as passenger	144 6%	44 3%	4 6%	76 23%	20 9%	12 2%	8 1%	20 5%	76 23%	4 6%	20 9%	4 10%	24 12%	23 9%	18 5%	21 6%	5 1%	53 7%
Railway train	126 5%	76 5%	8 11%	24 7%	17 8%	24 3%	24 5%	25 7%	24 7%	8 11%	17 8%	3 7%	8 4%	10 4%	12 3%	18 5%	52 13%	25 3%
Tube/metro/light rail/ tram	70 3%	39 2%	5 7%	9 3%	17 8%	6 1%	5 1%	28 7%	9 3%	5 7%	17 8%	- -	1 *	11 4%	4 1%	15 4%	19 5%	19 3%
Bicycle	66 3%	27 2%	9 11%	18 5%	10 5%	5 1%	6 1%	14 4%	18 5%	9 11%	10 5%	2 5%	7 3%	7 3%	12 3%	9 3%	16 4%	15 2%
Motorbike/moped/scooter	25 1%	9 1%	- -	13 4%	2 1%	5 1%	3 1%	1 *	13 4%	- -	2 1%	- -	- -	4 2%	3 1%	5 1%	3 1%	10 1%
Aeroplane	5 *	5 *	- -	- -	- -	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *	1 *
Long distance coach	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	527	309	218	2	63	119	198	102	39	4	282	178	55	12	470	57	-	-	23	196	308
Weighted base	556	350	206	3	76	122	198	113	41	4	282	191	67	17	499	57	-	-	22	167	367
Car/van as driver	320	227	93	2	36	67	114	71	29	1	143	115	47	15	293	26	-	-	6	85	229
	57%	65%	45%	57%	48%	55%	57%	63%	69%	40%	51%	60%	70%	87%	59%	46%	-	-	28%	51%	62%
Railway train	145	69	76	-	19	32	55	31	7	1	95	43	6	2	124	22	-	-	9	49	87
	26%	20%	37%	-	25%	26%	28%	28%	16%	27%	34%	23%	9%	10%	25%	38%	-	-	42%	29%	24%
Car/van as passenger	41	21	20	1	14	7	11	6	2	1	16	18	7	1	35	6	-	-	3	17	22
	7%	6%	10%	43%	18%	6%	5%	5%	6%	14%	6%	9%	11%	4%	7%	11%	-	-	12%	10%	6%
Aeroplane	34	23	10	-	7	9	12	3	3	-	18	11	4	-	33	1	-	-	1	8	25
	6%	7%	5%	-	9%	7%	6%	3%	7%	-	6%	6%	6%	-	7%	1%	-	-	2%	5%	7%
Tube/metro/light rail/ tram	10	7	3	-	-	6	2	2	-	-	8	1	-	-	8	2	-	-	3	6	1
	2%	2%	1%	-	-	5%	1%	2%	-	-	3%	1%	-	-	2%	3%	-	-	11%	4%	*
Bus	2	1	1	-	-	1	-	-	1	1	1	1	1	-	1	1	-	-	-	1	1
	*	*	1%	-	-	1%	-	-	2%	19%	*	*	1%	-	*	1%	-	-	-	1%	*
Motorbike/moped/scooter	2	2	-	-	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	-	2
	*	1%	-	-	-	1%	-	-	-	-	-	3%	-	*	-	-	-	-	-	-	1%
Walk	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1
	*	-	1%	-	-	-	1%	-	-	-	1%	-	-	*	-	-	-	-	-	-	*
Bicycle	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-
	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	4%	-	-
Long distance coach	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-
	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	527	55	343	43	86	69	79	57	322	247	162	93	24
Weighted base	556	80	293	62	121	78	88	78	312	232	188	109	28
Car/van as driver	320	31	181	33	76	32	61	51	176	110	116	69	25
	57%	38%	62%	53%	62%	40%	69%	66%	57%	47%	62%	64%	90%
Railway train	145	29	67	19	30	27	23	16	78	86	44	13	2
	26%	36%	23%	30%	25%	35%	26%	21%	25%	37%	23%	12%	6%
Car/van as passenger	41	7	20	2	12	7	3	4	28	10	18	13	1
	7%	8%	7%	3%	10%	9%	3%	5%	9%	4%	10%	12%	2%
Aeroplane	34	6	20	6	1	11	1	7	15	20	5	9	-
	6%	8%	7%	10%	1%	14%	1%	9%	5%	8%	3%	8%	-
Tube/metro/light rail/tram	10	7	1	2	-	-	-	-	10	4	5	1	-
	2%	9%	*	3%	-	-	-	-	3%	2%	3%	1%	-
Bus	2	-	2	-	-	-	1	-	1	1	-	1	1
	*	-	1%	-	-	-	1%	-	*	*	-	1%	3%
Motorbike/moped/scooter	2	-	-	-	2	-	-	-	2	-	-	2	-
	*	-	-	-	2%	-	-	-	1%	-	-	2%	-
Walk	1	-	1	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	-	-	-	-	*	-	-	1%	-
Bicycle	1	-	1	-	-	1	-	-	-	1	-	-	-
	*	-	*	-	-	1%	-	-	-	*	-	-	-
Long distance coach	*	-	*	-	-	-	-	-	*	*	-	-	-
	*	-	*	-	-	-	-	-	*	*	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	527	337	190	315	192	19	1	82	33	63	86	37	146	48	-	32
Weighted base	556	372	184	341	195	19	1	85	32	64	89	45	155	56	-	31
Car/van as driver	320 57%	244 66%	76 41%	237 69%	79 40%	4 22%	-	57 67%	17 54%	35 55%	55 62%	26 59%	83 53%	35 62%	-	12 38%
Railway train	145 26%	70 19%	75 41%	57 17%	77 40%	11 56%	1 100%	13 16%	8 26%	9 14%	24 27%	8 18%	55 36%	15 28%	-	12 38%
Car/van as passenger	41 7%	26 7%	15 8%	26 8%	14 7%	1 6%	-	6 7%	2 7%	10 16%	7 8%	7 15%	5 3%	2 4%	-	2 6%
Aeroplane	34 6%	26 7%	7 4%	16 5%	17 9%	* 2%	-	8 9%	3 10%	9 14%	1 1%	3 7%	6 4%	4 6%	-	1 2%
Tube/metro/light rail/ tram	10 2%	1 *	9 5%	1 *	7 4%	2 8%	-	-	1 2%	-	2 2%	1 2%	3 2%	-	-	4 14%
Bus	2 *	1 *	1 *	1 *	1 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	-	-
Motorbike/moped/scooter	2 *	2 1%	-	2 1%	-	-	-	-	-	-	-	-	2 1%	-	-	-
Walk	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	1 1%	-	-	-
Bicycle	1 *	-	1 *	-	-	1 5%	-	-	-	-	-	-	1 1%	-	-	-
Long distance coach	* *	* *	-	* *	-	-	-	-	-	-	-	-	-	-	-	* 1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	527	256	114	84	22	51	91	224	78	114	20	145	76	86	112	18	43	7
Weighted base	556	259	134	87	23	54	98	244	82	113	20	151	84	99	117	16	42	7
Car/van as driver	320 57%	146 56%	69 51%	55 63%	20 88%	30 56%	61 62%	176 72%	35 42%	44 39%	4 21%	110 73%	60 71%	66 66%	51 43%	11 69%	12 29%	3 45%
Railway train	145 26%	71 28%	45 34%	18 21%	1 4%	9 17%	19 20%	37 15%	33 40%	45 39%	11 58%	25 17%	11 13%	17 17%	45 38%	5 31%	18 43%	2 33%
Car/van as passenger	41 7%	17 7%	8 6%	9 10%	2 8%	6 11%	8 8%	18 8%	3 4%	11 9%	1 6%	5 3%	11 13%	9 9%	5 4%	-	5 11%	1 16%
Aeroplane	34 6%	17 6%	6 5%	4 4%	-	7 13%	8 8%	8 3%	4 5%	13 11%	* 2%	7 4%	3 3%	6 6%	9 8%	-	7 18%	* 6%
Tube/metro/light rail/ tram	10 2%	4 2%	5 4%	1 1%	-	-	-	1 1%	6 8%	1 1%	2 8%	1 1%	-	1 1%	6 5%	-	-	-
Bus	2 *	1 1%	-	1 1%	-	-	-	1 *	1 1%	1 1%	-	1 *	-	1 1%	-	-	-	-
Motorbike/moped/scooter	2 *	-	-	-	-	2 4%	-	2 1%	-	-	-	2 1%	-	-	-	-	-	-
Walk	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-
Bicycle	1 *	-	1 1%	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Long distance coach	* *	* *	-	-	-	-	-	* *	-	-	-	* *	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	527	487	13	14	10	303	108	72	14	13	10	4	15	20	59	104	227	102
Weighted base	556	516	15	15	7	323	112	77	15	15	7	4	21	25	73	112	229	97
Car/van as driver	320 57%	312 60%	6 42%	1 10%	-	208 64%	63 56%	38 49%	1 10%	6 42%	-	3 84%	12 57%	20 80%	54 74%	58 52%	110 48%	66 68%
Railway train	145 26%	123 24%	5 33%	10 66%	5 63%	65 20%	28 25%	30 38%	10 66%	5 33%	5 63%	1 16%	5 23%	4 18%	8 12%	36 32%	71 31%	21 22%
Car/van as passenger	41 7%	35 7%	* 3%	4 25%	2 30%	20 6%	10 9%	5 7%	4 25%	* 3%	2 30%	-	3 14%	* 2%	9 12%	6 5%	19 8%	4 4%
Aeroplane	34 6%	32 6%	-	-	1 7%	22 7%	7 6%	4 5%	-	-	1 7%	-	* 2%	-	1 2%	9 8%	18 8%	4 5%
Tube/metro/light rail/ tram	10 2%	7 1%	3 17%	-	-	3 1%	4 4%	-	-	3 17%	-	-	1 4%	-	-	-	9 4%	-
Bus	2 *	2 *	-	-	-	1 *	-	1 1%	-	-	-	-	-	-	1 1%	-	1 *	1 1%
Motorbike/moped/scooter	2 *	2 *	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%	-	-
Walk	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-
Bicycle	1 *	-	1 6%	-	-	-	-	-	-	1 6%	-	-	-	-	-	1 1%	-	-
Long distance coach	* *	* *	-	-	-	-	* *	-	-	-	-	-	-	-	-	-	* *	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1964	1001	963	69	308	460	555	381	176	15	600	656	435	273	1502	462	-	-	243	806	913
Weighted base	2168	1163	1005	105	405	493	584	417	151	12	618	724	526	299	1670	498	-	-	234	770	1161
At least once a week (Net)	254	133	122	11	31	69	76	37	28	2	118	82	34	20	194	60	-	-	24	84	146
	12%	11%	12%	10%	8%	14%	13%	9%	18%	17%	19%	11%	6%	7%	12%	12%	-	-	10%	11%	13%
3 or more times a week	141	77	64	8	19	43	31	22	18	-	51	45	29	17	109	32	-	-	15	48	78
	7%	7%	6%	8%	5%	9%	5%	5%	12%	-	8%	6%	5%	6%	7%	6%	-	-	7%	6%	7%
Once or twice a week	113	56	57	3	12	25	45	16	10	2	68	37	5	3	85	28	-	-	9	36	68
	5%	5%	6%	3%	3%	5%	8%	4%	7%	17%	11%	5%	1%	1%	5%	6%	-	-	4%	5%	6%
Less than that but more than twice a month	46	33	13	-	5	14	18	6	4	-	27	15	4	-	40	6	-	-	3	13	30
	2%	3%	1%	-	1%	3%	3%	1%	2%	-	4%	2%	1%	-	2%	1%	-	-	1%	2%	3%
Once or twice a month	112	72	41	-	17	32	31	28	1	2	67	32	8	5	96	16	-	-	10	43	59
	5%	6%	4%	-	4%	7%	5%	7%	1%	21%	11%	4%	2%	2%	6%	3%	-	-	4%	6%	5%
Less than that but more than twice a year	43	26	17	-	3	14	17	5	4	-	26	17	-	-	41	2	-	-	5	11	27
	2%	2%	2%	-	1%	3%	3%	1%	3%	-	4%	2%	-	-	2%	*	-	-	2%	1%	2%
Once or twice a year	69	38	31	-	14	19	20	14	2	-	34	28	6	1	64	5	-	-	9	23	37
	3%	3%	3%	-	3%	4%	3%	3%	1%	-	6%	4%	1%	*	4%	1%	-	-	4%	3%	3%
Less than that or never	1491	771	720	81	311	326	378	289	100	6	302	503	441	244	1122	369	-	-	167	543	781
	69%	66%	72%	77%	77%	66%	65%	69%	66%	53%	49%	69%	84%	82%	67%	74%	-	-	71%	70%	67%
Don't know	9	3	7	-	2	1	4	3	-	-	1	3	3	3	6	3	-	-	-	3	7
	*	*	1%	-	1%	*	1%	1%	-	-	*	*	*	1%	*	1%	-	-	-	*	1%
Not stated	144	88	56	13	23	20	40	35	12	1	43	44	30	27	106	38	-	-	16	51	76
	7%	8%	6%	13%	6%	4%	7%	8%	8%	10%	7%	6%	6%	9%	6%	8%	-	-	7%	7%	7%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1964	216	1361	171	216	283	266	196	1219	570	572	531	277
Weighted base	2168	313	1271	261	322	339	306	283	1240	552	710	615	280
At least once a week (Net)	254	61	115	29	50	44	45	31	134	88	81	62	23
	12%	19%	9%	11%	15%	13%	15%	11%	11%	16%	11%	10%	8%
3 or more times a week	141	37	59	18	27	29	14	22	76	43	41	39	18
	7%	12%	5%	7%	8%	9%	5%	8%	6%	8%	6%	6%	6%
Once or twice a week	113	24	56	11	23	15	31	9	58	45	40	23	5
	5%	8%	4%	4%	7%	4%	10%	3%	5%	8%	6%	4%	2%
Less than that but more than twice a month	46	8	18	8	13	10	4	9	23	29	7	6	5
	2%	2%	1%	3%	4%	3%	1%	3%	2%	5%	1%	1%	2%
Once or twice a month	112	25	53	11	23	27	8	21	57	68	33	10	2
	5%	8%	4%	4%	7%	8%	3%	7%	5%	12%	5%	2%	1%
Less than that but more than twice a year	43	10	22	4	6	3	10	6	23	22	13	7	1
	2%	3%	2%	2%	2%	1%	3%	2%	2%	4%	2%	1%	*
Once or twice a year	69	11	40	13	5	17	6	7	38	26	26	15	2
	3%	3%	3%	5%	2%	5%	2%	2%	3%	5%	4%	2%	1%
Less than that or never	1491	171	942	181	197	218	208	186	879	278	517	474	213
	69%	54%	74%	70%	61%	64%	68%	66%	71%	50%	73%	77%	76%
Don't know	9	1	7	-	1	2	-	5	3	1	2	2	4
	*	*	1%	-	*	1%	-	2%	*	*	*	*	1%
Not stated	144	28	74	15	27	17	25	19	83	40	31	40	31
	7%	9%	6%	6%	8%	5%	8%	7%	7%	7%	4%	7%	11%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1964	1163	801	1141	650	150	23	386	108	275	352	112	398	164	23	141
Weighted base	2168	1309	859	1271	714	160	23	427	124	295	386	130	439	186	28	148
At least once a week (Net)	254	148	106	144	88	21	2	45	10	30	40	13	71	21	1	24
	12%	11%	12%	11%	12%	13%	8%	10%	8%	10%	10%	10%	16%	11%	3%	17%
3 or more times a week	141	83	58	83	40	17	1	23	7	20	24	8	26	15	-	18
	7%	6%	7%	7%	6%	11%	3%	5%	5%	7%	6%	6%	6%	8%	-	12%
Once or twice a week	113	66	48	60	48	4	1	21	3	10	16	5	45	6	1	6
	5%	5%	6%	5%	7%	2%	5%	5%	3%	3%	4%	4%	10%	3%	3%	4%
Less than that but more than twice a month	46	29	17	32	10	4	-	9	1	9	8	5	10	1	-	3
	2%	2%	2%	3%	1%	2%	-	2%	1%	3%	2%	4%	2%	1%	-	2%
Once or twice a month	112	71	41	54	47	11	-	19	8	21	8	8	31	14	2	1
	5%	5%	5%	4%	7%	7%	-	4%	7%	7%	2%	6%	7%	7%	7%	*
Less than that but more than twice a year	43	25	17	26	13	3	-	3	4	11	9	1	11	2	-	1
	2%	2%	2%	2%	2%	2%	-	1%	3%	4%	2%	1%	3%	1%	-	1%
Once or twice a year	69	33	36	33	25	10	-	11	4	6	11	3	20	6	*	7
	3%	2%	4%	3%	4%	6%	-	3%	3%	2%	3%	2%	5%	3%	1%	5%
Less than that or never	1491	904	586	902	471	97	21	318	90	193	276	90	272	129	22	98
	69%	69%	68%	71%	66%	60%	92%	75%	72%	65%	71%	69%	62%	69%	78%	66%
Don't know	9	6	4	2	7	-	-	2	-	1	2	3	1	-	-	1
	*	*	*	*	1%	-	-	*	-	*	*	2%	*	-	-	1%
Not stated	144	93	52	78	52	14	-	21	7	25	33	7	21	13	3	13
	7%	7%	6%	6%	7%	9%	-	5%	6%	9%	9%	6%	5%	7%	10%	9%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1964	861	359	376	107	261	294	847	222	428	173	457	291	332	287	60	102	16
Weighted base	2168	947	403	424	107	286	315	956	236	477	183	502	334	362	317	60	104	21
At least once a week (Net)	254	134	39	36	20	26	32	111	40	47	23	51	51	36	41	12	16	1
	12%	14%	10%	8%	19%	9%	10%	12%	17%	10%	12%	10%	15%	10%	13%	20%	16%	4%
3 or more times a week	141	84	17	14	10	16	19	65	14	26	18	30	29	18	15	5	10	1
	7%	9%	4%	3%	9%	6%	6%	7%	6%	5%	10%	6%	9%	5%	5%	8%	10%	4%
Once or twice a week	113	50	22	22	10	10	14	47	26	21	5	21	22	18	26	7	6	-
	5%	5%	5%	5%	9%	3%	4%	5%	11%	4%	3%	4%	6%	5%	8%	12%	6%	-
Less than that but more than twice a month	46	23	10	7	3	4	7	25	7	3	4	14	5	13	6	2	1	2
	2%	2%	2%	2%	3%	1%	2%	3%	3%	1%	2%	3%	1%	4%	2%	4%	1%	9%
Once or twice a month	112	63	28	11	3	8	12	42	14	33	11	19	7	26	27	6	11	3
	5%	7%	7%	3%	3%	3%	4%	4%	6%	7%	6%	4%	2%	7%	9%	10%	10%	13%
Less than that but more than twice a year	43	24	9	7	-	2	6	20	3	10	3	11	7	8	10	*	1	-
	2%	3%	2%	2%	-	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	1%	-
Once or twice a year	69	43	7	10	2	6	9	24	9	16	10	17	12	3	10	3	6	5
	3%	5%	2%	2%	2%	2%	3%	3%	4%	3%	5%	3%	4%	1%	3%	5%	6%	25%
Less than that or never	1491	586	288	327	65	224	221	681	138	333	118	351	241	246	194	26	60	10
	69%	62%	71%	77%	60%	79%	70%	71%	59%	70%	65%	70%	72%	68%	61%	44%	58%	49%
Don't know	9	8	1	-	-	1	-	2	2	5	-	-	-	2	-	1	4	-
	*	1%	*	-	-	*	-	*	1%	-	-	-	1%	-	2%	4%	-	-
Not stated	144	67	22	25	15	15	28	50	22	31	14	38	12	27	28	10	5	-
	7%	7%	5%	6%	14%	5%	9%	5%	9%	6%	7%	8%	4%	8%	9%	16%	5%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1964	1545	62	163	181	692	476	340	163	62	181	37	150	207	296	338	398	575
Weighted base	2168	1699	66	219	169	755	533	370	219	66	169	41	169	242	349	356	391	660
At least once a week (Net)	254	209	5	21	20	109	54	43	21	5	20	2	11	19	34	43	67	79
	12%	12%	7%	10%	12%	14%	10%	12%	10%	7%	12%	5%	7%	8%	10%	12%	17%	12%
3 or more times a week	141	109	3	17	13	53	29	25	17	3	13	2	8	12	24	24	20	53
	7%	6%	4%	8%	8%	7%	5%	7%	8%	4%	8%	5%	5%	5%	7%	7%	5%	8%
Once or twice a week	113	100	2	5	7	56	25	18	5	2	7	-	3	7	10	20	47	26
	5%	6%	3%	2%	4%	7%	5%	5%	2%	3%	4%	-	2%	3%	3%	6%	12%	4%
Less than that but more than twice a month	46	43	-	*	3	27	11	5	*	-	3	-	-	-	9	10	17	11
	2%	3%	-	*	2%	4%	2%	1%	*	-	2%	-	-	-	3%	3%	4%	2%
Once or twice a month	112	99	5	3	5	55	28	17	3	5	5	-	8	9	12	15	48	21
	5%	6%	8%	1%	3%	7%	5%	4%	1%	8%	3%	-	5%	4%	3%	4%	12%	3%
Less than that but more than twice a year	43	38	3	-	2	19	15	2	-	3	2	1	2	5	7	4	16	9
	2%	2%	4%	-	1%	3%	3%	1%	-	4%	1%	3%	1%	2%	2%	1%	4%	1%
Once or twice a year	69	56	3	3	7	27	18	11	3	3	7	-	3	3	6	14	28	14
	3%	3%	4%	2%	4%	4%	3%	3%	2%	4%	4%	-	2%	1%	2%	4%	7%	2%
Less than that or never	1491	1128	45	184	122	457	377	264	184	45	122	31	138	191	268	250	184	460
	69%	66%	68%	84%	73%	61%	71%	71%	84%	68%	73%	74%	82%	79%	77%	70%	47%	70%
Don't know	9	7	-	2	-	1	1	3	2	-	-	2	-	1	2	-	-	7
	*	*	-	1%	-	*	*	1%	1%	-	-	5%	-	*	*	-	-	1%
Not stated	144	120	6	5	10	59	29	26	5	6	10	5	7	15	12	20	31	59
	7%	7%	9%	2%	6%	8%	5%	7%	2%	9%	6%	13%	4%	6%	4%	6%	8%	9%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1964	1300	304	5	225	130
Weighted base	2168	1447	350	5	221	144
At least once a week (Net)	254 12%	181 13%	56 16%	-	17 8%	-
3 or more times a week	141 7%	99 7%	33 9%	-	9 4%	-
Once or twice a week	113 5%	82 6%	23 7%	-	8 4%	-
Less than that but more than twice a month	46 2%	38 3%	4 1%	1 27%	3 1%	-
Once or twice a month	112 5%	78 5%	22 6%	-	12 6%	-
Less than that but more than twice a year	43 2%	32 2%	10 3%	-	1 *	-
Once or twice a year	69 3%	33 2%	25 7%	-	11 5%	-
Less than that or never	1491 69%	1079 75%	233 67%	3 73%	176 79%	-
Don't know	9 *	7 *	-	-	2 1%	-
Not stated	144 7%	-	-	-	-	144 100%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1334	657	677	53	235	298	355	267	118	8	289	449	363	233	997	337	-	-	178	557	598
Weighted base	1491	771	720	81	311	326	378	289	100	6	302	503	441	244	1122	369	-	-	167	543	781
Yes - could do all of my work from home	17 1%	6 1%	11 2%	- -	1 *	8 2%	7 2%	1 *	1 1%	- -	5 2%	10 2%	- -	3 1%	10 1%	7 2%	- -	- -	1 1%	3 1%	13 2%
Yes - could do most of my work from home	21 1%	10 1%	11 2%	- -	7 2%	8 3%	2 1%	3 1%	1 1%	- -	8 2%	12 2%	1 *	1 1%	19 2%	2 1%	- -	- -	1 1%	7 1%	13 2%
Yes - could do some of my work from home	110 7%	56 7%	54 8%	1 2%	20 7%	34 11%	26 7%	23 8%	5 5%	- -	36 12%	48 10%	19 4%	7 3%	91 8%	19 5%	- -	- -	4 2%	31 6%	75 10%
No - could not do any of my work from home	1340 90%	697 90%	643 89%	80 98%	283 91%	274 84%	342 90%	262 91%	93 94%	6 100%	253 84%	433 86%	422 96%	233 95%	1000 89%	341 92%	- -	- -	160 96%	500 92%	679 87%
Don't know	2 *	2 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	- -	- -	1 1%	1 *	- -

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1334	111	980	118	125	176	174	126	858	283	408	417	216
Weighted base	1491	171	942	181	197	218	208	186	879	278	517	474	213
Yes - could do all of my work from home	17 1%	- -	10 1%	1 1%	6 3%	4 2%	2 1%	2 1%	9 1%	4 1%	7 1%	4 1%	1 1%
Yes - could do most of my work from home	21 1%	3 2%	13 1%	5 3%	- -	9 4%	* *	1 1%	10 1%	10 4%	5 1%	4 1%	1 *
Yes - could do some of my work from home	110 7%	18 11%	63 7%	13 7%	16 8%	16 7%	12 6%	18 10%	65 7%	34 12%	38 7%	35 7%	4 2%
No - could not do any of my work from home	1340 90%	148 87%	854 91%	162 89%	176 89%	189 87%	193 93%	165 89%	793 90%	230 83%	468 90%	429 90%	206 97%
Don't know	2 *	1 1%	1 *	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1334	800	534	804	412	97	21	295	72	183	242	79	237	113	17	92
Weighted base	1491	904	586	902	471	97	21	318	90	193	276	90	272	129	22	98
Yes - could do all of my work from home	17 1%	11 1%	6 1%	11 1%	6 1%	-	-	3 1%	2 2%	2 1%	2 1%	1 1%	7 2%	1 *	-	-
Yes - could do most of my work from home	21 1%	12 1%	9 1%	13 1%	8 2%	-	-	3 1%	4 4%	4 2%	6 2%	1 1%	2 1%	-	-	1 1%
Yes - could do some of my work from home	110 7%	78 9%	32 5%	61 7%	46 10%	2 2%	1 6%	18 6%	6 6%	17 9%	16 6%	11 12%	22 8%	11 9%	1 6%	8 8%
No - could not do any of my work from home	1340 90%	802 89%	538 92%	815 90%	411 87%	94 97%	20 94%	293 92%	78 87%	170 88%	251 91%	77 86%	241 89%	117 91%	21 94%	89 91%
Don't know	2 *	1 *	1 *	1 *	-	1 1%	-	1 *	-	-	1 *	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1334	537	245	283	67	202	201	603	124	288	118	316	206	229	167	26	60	8
Weighted base	1491	586	288	327	65	224	221	681	138	333	118	351	241	246	194	26	60	10
Yes - could do all of my work from home	17 1%	10 2%	4 1%	2 1%	* 1%	1 *	5 2%	7 1%	3 2%	2 1%	- -	6 2%	5 2%	1 *	2 1%	2 9%	- -	- -
Yes - could do most of my work from home	21 1%	9 2%	5 2%	4 1%	1 2%	3 1%	3 1%	10 1%	- -	8 2%	- -	4 1%	4 2%	5 2%	5 2%	1 5%	- -	- -
Yes - could do some of my work from home	110 7%	46 8%	18 6%	33 10%	2 3%	12 5%	11 5%	49 7%	19 14%	27 8%	3 3%	16 5%	20 8%	24 10%	35 18%	2 6%	8 13%	- -
No - could not do any of my work from home	1340 90%	520 89%	261 91%	288 88%	62 95%	209 93%	200 91%	615 90%	116 84%	295 89%	114 96%	324 92%	212 88%	216 88%	152 78%	21 79%	52 87%	10 100%
Don't know	2 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1334	1012	42	134	136	407	332	244	134	42	136	29	121	165	225	242	194	387
Weighted base	1491	1128	45	184	122	457	377	264	184	45	122	31	138	191	268	250	184	460
Yes - could do all of my work from home	17 1%	16 1%	1 1%	1 *	* *	4 1%	7 2%	4 2%	1 *	1 1%	* *	- -	2 1%	- -	5 2%	2 1%	2 1%	6 1%
Yes - could do most of my work from home	21 1%	19 2%	1 2%	1 *	1 *	7 1%	5 1%	6 2%	1 *	1 2%	1 *	1 4%	3 2%	1 *	2 1%	3 1%	6 4%	6 1%
Yes - could do some of my work from home	110 7%	105 9%	2 4%	1 1%	2 2%	48 11%	26 7%	28 11%	1 1%	2 4%	2 2%	3 9%	6 5%	9 5%	29 11%	16 6%	30 16%	20 4%
No - could not do any of my work from home	1340 90%	987 88%	41 91%	181 98%	119 98%	398 87%	339 90%	224 85%	181 98%	41 91%	119 98%	27 87%	126 91%	181 95%	230 86%	228 91%	146 79%	429 93%
Don't know	2 *	1 *	1 2%	- -	- -	- -	- -	1 *	- -	1 2%	- -	- -	1 1%	- -	1 *	- -	- -	- -

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

	Mode of transport for work					Not stated
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	
Unweighted base	1334	956	192	4	182	-
Weighted base	1491	1079	233	3	176	-
Yes - could do all of my work from home	17 1%	12 1%	3 1%	-	2 1%	-
Yes - could do most of my work from home	21 1%	13 1%	5 2%	-	3 2%	-
Yes - could do some of my work from home	110 7%	85 8%	15 6%	-	10 6%	-
No - could not do any of my work from home	1340 90%	968 90%	209 90%	3 100%	160 91%	-
Don't know	2 *	1 *	1 *	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	369	203	166	1	38	100	138	65	22	5	224	118	21	6	312	57	-	-	34	146	189
Weighted base	383	224	158	3	50	104	131	68	21	5	221	129	24	8	326	57	-	-	36	126	221
Yes - could do all of my work from home	29 8%	20 9%	9 6%	-	7 14%	11 11%	7 5%	2 2%	2 10%	1 14%	16 7%	11 8%	* 1%	2 27%	24 7%	5 9%	-	-	4 10%	13 10%	13 6%
Yes - could do a lot more work from home	77 20%	39 17%	38 24%	-	7 14%	22 21%	29 22%	13 19%	5 22%	1 13%	52 24%	22 17%	2 9%	-	70 21%	7 12%	-	-	4 11%	20 16%	52 24%
Yes - could do a bit more work from home	132 34%	78 35%	54 34%	-	14 27%	39 37%	51 38%	21 31%	7 33%	1 19%	82 37%	42 32%	4 16%	5 57%	112 34%	20 35%	-	-	15 42%	44 35%	73 33%
No - could not do any more of my work from home	145 38%	87 39%	58 37%	3 100%	22 44%	32 31%	45 34%	33 48%	7 34%	2 54%	71 32%	55 42%	17 74%	1 16%	120 37%	25 43%	-	-	13 37%	49 39%	83 37%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	369	55	231	28	55	66	60	39	204	200	100	54	15
Weighted base	383	77	190	47	70	71	59	52	200	190	118	60	15
Yes - could do all of my work from home	29 8%	6 8%	17 9%	1 2%	5 7%	7 10%	5 8%	2 3%	16 8%	19 10%	7 6%	3 5%	- -
Yes - could do a lot more work from home	77 20%	15 20%	32 17%	15 31%	14 20%	16 22%	8 14%	10 19%	42 21%	36 19%	24 20%	15 25%	2 11%
Yes - could do a bit more work from home	132 34%	31 40%	64 34%	13 28%	24 35%	24 34%	18 30%	19 37%	71 35%	82 43%	29 24%	17 29%	4 27%
No - could not do any more of my work from home	145 38%	24 32%	76 40%	18 39%	26 38%	24 34%	28 48%	21 41%	71 36%	53 28%	59 50%	24 41%	9 61%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	369	211	158	198	146	24	1	51	22	52	59	22	113	28	4	18
Weighted base	383	223	159	206	143	32	1	63	21	56	51	23	118	30	3	17
Yes - could do all of my work from home	29 8%	14 6%	15 10%	11 5%	16 11%	2 5%	1 100%	5 8%	1 7%	4 8%	5 9%	1 6%	5 5%	7 22%	-	*
Yes - could do a lot more work from home	77 20%	47 21%	29 18%	42 20%	31 22%	4 12%	-	8 13%	5 25%	17 30%	7 14%	4 19%	25 22%	5 18%	-	4 24%
Yes - could do a bit more work from home	132 34%	70 31%	62 39%	68 33%	50 35%	14 44%	-	20 32%	7 35%	25 44%	15 30%	5 24%	41 35%	8 27%	2 66%	8 48%
No - could not do any more of my work from home	145 38%	92 41%	53 33%	86 42%	47 33%	12 38%	-	30 47%	7 32%	10 18%	24 47%	12 52%	46 39%	10 33%	1 34%	5 26%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	369	189	73	61	17	29	53	145	63	83	25	84	52	59	79	21	25	6
Weighted base	383	203	76	57	17	29	48	158	60	83	34	83	52	68	79	18	26	10
Yes - could do all of my work from home	29 8%	16 8%	7 9%	4 6%	- -	3 9%	3 6%	8 5%	4 7%	11 14%	3 9%	5 6%	4 8%	1 2%	5 6%	3 15%	7 28%	- -
Yes - could do a lot more work from home	77 20%	45 22%	16 21%	10 17%	* 2%	5 17%	12 25%	29 19%	13 22%	18 22%	4 12%	15 19%	17 32%	9 13%	17 21%	5 26%	3 13%	2 20%
Yes - could do a bit more work from home	132 34%	73 36%	23 30%	25 44%	5 30%	5 18%	14 29%	54 34%	25 41%	25 31%	14 43%	26 32%	13 25%	26 38%	31 39%	6 31%	6 24%	3 30%
No - could not do any more of my work from home	145 38%	68 33%	30 40%	19 33%	12 68%	16 55%	19 40%	67 42%	18 31%	28 34%	12 37%	36 43%	18 35%	32 47%	27 34%	5 28%	9 35%	5 50%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	369	326	11	9	23	188	90	47	9	11	23	1	14	16	38	60	159	82
Weighted base	383	335	12	11	23	185	97	52	11	12	23	1	16	24	44	62	156	80
Yes - could do all of my work from home	29 8%	26 8%	* 3%	- -	3 14%	13 7%	5 6%	7 14%	- -	* 3%	3 14%	- -	- -	1 5%	2 5%	5 8%	12 8%	9 11%
Yes - could do a lot more work from home	77 20%	68 20%	4 31%	5 41%	- -	30 16%	24 25%	12 23%	5 41%	4 31%	- -	1 100%	4 28%	* 2%	7 15%	18 29%	35 22%	13 16%
Yes - could do a bit more work from home	132 34%	110 33%	6 46%	6 55%	10 41%	65 35%	32 33%	13 25%	6 55%	6 46%	10 41%	- -	7 43%	4 18%	17 38%	17 26%	59 38%	29 36%
No - could not do any more of my work from home	145 38%	131 39%	3 20%	* 4%	11 46%	77 42%	35 36%	19 37%	* 4%	3 20%	11 46%	- -	4 28%	18 75%	18 42%	23 37%	51 32%	30 38%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	369	255	80	1	33	-
Weighted base	383	262	84	1	35	-
Yes - could do all of my work from home	29 8%	20 7%	4 4%	-	6 18%	-
Yes - could do a lot more work from home	77 20%	46 18%	25 29%	-	5 15%	-
Yes - could do a bit more work from home	132 34%	86 33%	33 39%	-	14 39%	-
No - could not do any more of my work from home	145 38%	111 42%	23 28%	1 100%	10 27%	-
Don't know	-	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1221	644	577	35	154	281	359	256	125	11	392	410	285	134	940	259	-	22	3	477	741
Weighted base	1350	743	607	56	205	298	389	278	115	9	402	445	345	157	1040	279	-	30	2	406	942
Usually go alone	1041	612	429	36	152	233	283	238	92	7	317	343	255	126	823	200	-	18	-	303	738
	77%	82%	71%	64%	74%	78%	73%	86%	80%	82%	79%	77%	74%	80%	79%	72%	-	60%	-	75%	78%
Usually take my child/ children	118	27	92	*	12	37	60	9	1	-	41	44	27	6	69	48	-	1	-	44	75
	9%	4%	15%	1%	6%	12%	15%	3%	1%	-	10%	10%	8%	4%	7%	17%	-	2%	-	11%	8%
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93	50	42	11	20	14	24	15	7	2	19	29	31	13	69	16	-	7	1	28	64
	7%	7%	7%	20%	10%	5%	6%	5%	6%	18%	5%	7%	9%	9%	7%	6%	-	24%	39%	7%	7%
Usually take my husband/ wife/partner	37	20	17	-	6	5	10	7	9	-	12	15	5	4	34	3	-	-	-	19	17
	3%	3%	3%	-	3%	2%	3%	2%	7%	-	3%	3%	2%	2%	3%	1%	-	-	-	5%	2%
It varies - but I usually take someone	25	16	9	3	4	6	5	2	5	-	9	5	6	4	19	6	-	-	*	4	20
	2%	2%	1%	5%	2%	2%	1%	1%	4%	-	2%	1%	2%	3%	2%	2%	-	-	21%	1%	2%
Usually take another family member I live with	21	6	15	8	9	1	2	2	-	-	3	4	10	3	12	3	-	5	-	4	16
	2%	1%	2%	14%	4%	*	*	1%	-	-	1%	1%	3%	2%	1%	1%	-	18%	-	1%	2%
It varies too much to say	17	11	6	-	2	4	4	5	2	-	3	2	10	1	15	2	-	-	1	2	14
	1%	1%	1%	-	1%	1%	1%	2%	1%	-	1%	1%	3%	1%	1%	1%	-	-	40%	*	2%
Usually take a family member I do not live with	4	3	2	-	-	-	4	1	-	-	-	4	-	1	2	2	-	-	-	4	-
	*	*	*	-	-	-	1%	*	-	-	-	1%	-	*	*	1%	-	-	-	1%	-
Usually take housemate / any other non-family household member I live with	4	2	2	-	1	1	2	-	-	-	1	2	-	1	3	-	-	1	-	3	1
	*	*	*	-	*	*	1%	-	-	-	*	*	-	1%	*	-	-	3%	-	1%	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1221	69	849	125	178	162	190	125	744	328	392	327	164
Weighted base	1350	97	812	180	260	190	217	187	756	317	483	368	174
Usually go alone	1041 77%	84 86%	600 74%	147 82%	211 81%	130 68%	154 71%	144 77%	613 81%	249 79%	358 74%	291 79%	137 79%
Usually take my child/ children	118 9%	3 3%	76 9%	15 9%	25 9%	43 23%	45 21%	23 12%	7 1%	35 11%	48 10%	29 8%	6 3%
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93 7%	6 6%	67 8%	11 6%	9 4%	8 4%	10 5%	10 5%	64 9%	18 6%	37 8%	20 5%	17 10%
Usually take my husband/ wife/partner	37 3%	2 2%	26 3%	4 2%	5 2%	4 2%	- -	3 1%	30 4%	7 2%	12 3%	9 2%	8 5%
It varies - but I usually take someone	25 2%	- -	20 2%	2 1%	3 1%	3 2%	3 1%	1 1%	17 2%	3 1%	8 2%	11 3%	2 1%
Usually take another family member I live with	21 2%	1 1%	13 2%	2 1%	4 2%	- -	* -	5 3%	15 2%	3 1%	9 2%	7 2%	2 1%
It varies too much to say	17 1%	3 3%	10 1%	1 *	4 1%	2 1%	4 2%	3 1%	8 1%	3 1%	7 1%	4 1%	3 2%
Usually take a family member I do not live with	4 *	- -	4 1%	- -	- -	2 1%	- -	- -	2 *	- -	4 1%	- -	1 *
Usually take housemate / any other non-family household member I live with	4 *	- -	2 *	2 1%	- -	- -	- -	3 2%	1 *	2 1%	2 *	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1221	969	252	954	263	4	-	243	67	185	223	79	260	91	11	59
Weighted base	1350	1093	256	1069	275	5	-	277	70	207	235	90	292	95	15	66
Usually go alone	1041	854	188	829	209	4	-	218	50	164	187	61	224	65	14	58
	77%	78%	73%	77%	76%	74%	-	79%	71%	79%	79%	69%	77%	69%	98%	87%
Usually take my child/ children	118	92	27	97	22	-	-	17	9	20	18	8	34	8	-	4
	9%	8%	10%	9%	8%	-	-	6%	13%	9%	8%	9%	12%	8%	-	6%
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93	72	21	71	22	-	-	28	2	10	15	10	16	9	*	2
	7%	7%	8%	7%	8%	-	-	10%	2%	5%	6%	11%	6%	10%	2%	3%
Usually take my husband/ wife/partner	37	27	10	29	8	-	-	4	5	3	7	4	6	8	-	2
	3%	2%	4%	3%	3%	-	-	2%	7%	1%	3%	4%	2%	8%	-	2%
It varies - but I usually take someone	25	21	3	19	5	-	-	4	-	7	3	3	5	3	-	1
	2%	2%	1%	2%	2%	-	-	1%	-	3%	1%	4%	2%	3%	-	1%
Usually take another family member I live with	21	14	6	11	8	1	-	7	2	3	2	-	5	-	-	-
	2%	1%	2%	1%	3%	26%	-	2%	3%	2%	1%	-	2%	-	-	-
It varies too much to say	17	13	4	13	4	-	-	2	1	1	4	1	2	4	-	-
	1%	1%	2%	1%	1%	-	-	1%	1%	1%	2%	2%	1%	5%	-	-
Usually take a family member I do not live with	4	4	-	2	2	-	-	2	-	-	-	2	-	-	-	-
	*	*	-	*	1%	-	-	1%	-	-	-	2%	-	-	-	-
Usually take housemate / any other non-family household member I live with	4	4	-	4	-	-	-	-	2	-	2	-	-	-	-	-
	*	*	-	*	-	-	-	-	3%	-	1%	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1221	514	231	257	65	154	234	720	97	166	4	374	271	299	153	38	60	3
Weighted base	1350	582	250	279	69	169	255	814	99	176	5	418	314	326	175	33	57	4
Usually go alone	1041	461	177	229	60	115	207	622	71	138	4	307	266	253	128	28	52	4
	77%	79%	71%	82%	86%	68%	81%	76%	71%	79%	74%	73%	85%	78%	73%	83%	91%	100%
Usually take my child/ children	118	53	25	22	4	15	20	77	12	10	-	36	22	39	17	3	2	-
	9%	9%	10%	8%	6%	9%	8%	9%	12%	5%	-	9%	7%	12%	10%	8%	3%	-
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93	30	20	14	3	25	16	55	8	14	-	40	16	11	20	1	1	-
	7%	5%	8%	5%	5%	15%	6%	7%	8%	8%	-	10%	5%	3%	11%	3%	1%	-
Usually take my husband/ wife/partner	37	18	8	5	-	5	8	21	2	5	-	17	7	4	4	1	-	-
	3%	3%	3%	2%	-	3%	3%	3%	2%	3%	-	4%	2%	1%	2%	4%	-	-
It varies - but I usually take someone	25	8	7	3	2	4	5	15	3	3	-	12	2	5	4	-	1	-
	2%	1%	3%	1%	3%	2%	2%	2%	3%	2%	-	3%	1%	2%	2%	-	2%	-
Usually take another family member I live with	21	10	3	3	-	4	-	11	1	6	1	3	2	4	2	*	1	-
	2%	2%	1%	1%	-	3%	-	1%	1%	4%	26%	1%	1%	1%	1%	1%	1%	-
It varies too much to say	17	5	8	1	-	3	1	12	1	3	-	4	2	6	2	-	1	-
	1%	1%	3%	*	-	2%	*	2%	1%	2%	-	1%	1%	2%	1%	-	1%	-
Usually take a family member I do not live with	4	2	2	-	-	-	-	2	2	-	-	1	2	-	2	-	-	-
	*	*	1%	-	-	-	-	*	2%	-	-	*	1%	-	1%	-	-	-
Usually take housemate / any other non-family household member I live with	4	-	1	3	-	-	-	4	-	-	-	-	-	4	-	-	-	-
	*	-	*	1%	-	-	-	*	-	-	-	-	-	1%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1221	1198	1	18	2	590	371	210	18	1	2	27	79	99	191	223	259	370
Weighted base	1350	1327	*	18	1	646	429	222	18	*	1	30	91	123	237	238	250	410
Usually go alone	1041	1038	-	3	-	514	327	173	3	-	-	23	70	89	186	176	198	321
	77%	78%	-	18%	-	80%	76%	78%	18%	-	-	77%	77%	72%	79%	74%	79%	78%
Usually take my child/ children	118	118	-	-	-	55	49	14	-	-	-	1	9	19	31	23	15	22
	9%	9%	-	-	-	8%	11%	6%	-	-	-	2%	10%	15%	13%	10%	6%	5%
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93	88	-	3	1	31	27	25	3	-	1	6	8	8	9	23	18	27
	7%	7%	-	14%	49%	5%	6%	11%	14%	-	49%	19%	9%	7%	4%	10%	7%	7%
Usually take my husband/ wife/partner	37	34	-	3	-	20	11	3	3	-	-	-	-	2	5	9	12	9
	3%	3%	-	15%	-	3%	3%	1%	15%	-	-	-	-	2%	2%	4%	5%	2%
It varies - but I usually take someone	25	24	*	-	-	12	4	8	-	*	-	1	2	1	6	4	4	9
	2%	2%	100%	-	-	2%	1%	3%	-	100%	-	2%	2%	1%	2%	2%	2%	2%
Usually take another family member I live with	21	12	-	7	-	7	2	2	7	-	-	-	-	*	2	2	3	14
	2%	1%	-	38%	-	1%	1%	1%	38%	-	-	-	-	*	1%	1%	1%	3%
It varies too much to say	17	14	-	3	1	7	5	1	3	-	1	-	2	4	-	1	2	9
	1%	1%	-	15%	51%	1%	1%	1%	15%	-	51%	-	2%	3%	-	*	1%	2%
Usually take a family member I do not live with	4	4	-	-	-	-	4	-	-	-	-	-	2	1	-	-	-	2
	*	*	-	-	-	-	1%	-	-	-	-	-	2%	1%	-	-	-	*
Usually take housemate / any other non-family household member I live with	4	4	-	-	-	4	-	-	-	-	-	-	-	-	-	2	1	1
	*	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	*	*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1221	1221	-	-	-	-
Weighted base	1350	1350	-	-	-	-
Usually go alone	1041 77%	1041 77%	-	-	-	-
Usually take my child/ children	118 9%	118 9%	-	-	-	-
Usually take friend/ neighbour/work colleague (anyone else I don't live with)	93 7%	93 7%	-	-	-	-
Usually take my husband/ wife/partner	37 3%	37 3%	-	-	-	-
It varies - but I usually take someone	25 2%	25 2%	-	-	-	-
Usually take another family member I live with	21 2%	21 2%	-	-	-	-
It varies too much to say	17 1%	17 1%	-	-	-	-
Usually take a family member I do not live with	4 *	4 *	-	-	-	-
Usually take housemate / any other non-family household member I live with	4 *	4 *	-	-	-	-
Don't know	-	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1331	685	646	57	186	298	374	275	129	12	407	443	320	161	1003	291	-	37	32	531	768
Weighted base	1494	805	689	96	248	317	407	298	118	10	422	490	399	183	1121	318	-	55	26	473	995
It is quick / quickest way/ other ways take too long	673 45%	325 40%	348 50%	64 67%	111 45%	131 41%	174 43%	138 46%	53 45%	2 19%	198 47%	230 47%	155 39%	90 49%	495 44%	147 46%	-	30 55%	13 50%	207 44%	453 46%
It is convenient / most convenient	659 44%	343 43%	316 46%	47 49%	121 49%	136 43%	166 41%	134 45%	51 43%	5 46%	195 46%	232 47%	158 40%	74 40%	511 46%	126 40%	-	21 39%	15 58%	187 40%	456 46%
I cannot get there any other way	319 21%	170 21%	148 22%	14 14%	39 16%	53 17%	95 23%	80 27%	35 30%	3 27%	101 24%	97 20%	82 21%	39 21%	239 21%	69 22%	-	10 18%	3 12%	75 16%	240 24%
I can travel when I want to travel	304 20%	160 20%	144 21%	19 20%	47 19%	70 22%	90 22%	52 17%	25 21%	2 17%	98 23%	114 23%	64 16%	28 15%	231 21%	60 19%	-	13 24%	2 10%	112 24%	189 19%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	140 17%	63 9%	6 6%	35 14%	36 11%	55 14%	46 15%	24 21%	1 13%	66 16%	45 9%	75 19%	18 10%	160 14%	35 11%	-	9 16%	-	52 11%	151 15%
It is reliable / more reliable than other modes	184 12%	90 11%	93 14%	15 15%	35 14%	37 12%	42 10%	34 12%	19 16%	2 17%	75 18%	50 10%	31 8%	27 15%	137 12%	38 12%	-	8 15%	2 6%	57 12%	125 13%
I need my car for work	175 12%	102 13%	73 11%	3 3%	24 10%	46 15%	50 12%	37 13%	11 9%	4 41%	57 13%	60 12%	35 9%	23 12%	153 14%	22 7%	-	-	-	49 10%	126 13%
It is cheap / cheapest way	156 10%	85 11%	71 10%	18 18%	25 10%	35 11%	49 12%	18 6%	12 10%	-	57 13%	40 8%	42 11%	18 10%	123 11%	21 6%	-	13 24%	1 5%	42 9%	113 11%
It gives me flexibility	155 10%	86 11%	68 10%	11 11%	17 7%	39 12%	51 13%	26 9%	11 9%	-	57 13%	48 10%	40 10%	9 5%	116 10%	28 9%	-	11 19%	1 5%	50 11%	103 10%
It is comfortable / most comfortable	108 7%	57 7%	51 7%	14 15%	21 8%	24 8%	24 6%	13 4%	11 9%	1 6%	43 10%	37 8%	22 6%	6 4%	80 7%	16 5%	-	12 22%	1 4%	36 8%	72 7%
I usually take my children with me	79 5%	18 2%	61 9%	* 1%	13 5%	30 10%	30 7%	5 2%	-	-	25 6%	29 6%	21 5%	3 2%	43 4%	37 11%	-	-	* 2%	35 7%	43 4%
I use my car to make other trips while I'm out	75 5%	31 4%	44 6%	4 4%	12 5%	17 5%	24 6%	13 4%	4 3%	1 15%	31 7%	33 7%	9 2%	1 1%	51 5%	20 6%	-	4 7%	* 1%	26 5%	49 5%
The weather	56 4%	27 3%	30 4%	5 5%	7 3%	12 4%	20 5%	12 4%	1 1%	-	18 4%	17 4%	12 3%	10 5%	37 3%	17 5%	-	3 6%	2 7%	27 6%	28 3%
I enjoy driving	37 2%	26 3%	11 2%	3 3%	8 3%	9 3%	11 3%	3 1%	1 1%	1 15%	19 4%	14 3%	4 1%	* *	32 3%	4 1%	-	-	-	16 3%	21 2%
I usually take someone else with me	33 2%	14 2%	19 3%	7 7%	4 1%	7 2%	10 3%	6 2%	-	-	9 2%	9 2%	3 1%	12 6%	24 2%	3 1%	-	5 9%	2 7%	12 2%	19 2%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	1494	805	689	96	248	317	407	298	118	10	422	490	399	183	1121	318	-	55	26	473	995
It is safer	20 1%	6 1%	14 2%	3 3%	3 1%	1 *	8 2%	6 2%	1 1%	-	2 *	5 1%	4 1%	9 5%	13 1%	5 1%	-	3 5%	* 1%	12 3%	8 1%
I usually take my partner with me	14 1%	8 1%	5 1%	-	3 1%	3 1%	2 *	2 1%	4 3%	-	7 2%	6 1%	* *	1 *	12 1%	2 1%	-	-	-	10 2%	3 *
Buses do not run at suitable times	9 1%	8 1%	1 *	-	2 1%	1 *	2 1%	5 2%	-	-	-	1 *	4 1%	5 3%	8 1%	2 1%	-	-	2 6%	1 *	6 1%
Others	58 4%	22 3%	35 5%	2 2%	13 5%	13 4%	16 4%	10 3%	3 3%	-	16 4%	15 3%	20 5%	6 4%	43 4%	12 4%	-	3 5%	1 3%	17 4%	40 4%
Not stated	4 *	4 *	-	-	-	-	4 1%	-	-	-	-	4 1%	-	4 *	-	-	-	-	-	4 1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1331	79	930	135	187	180	201	141	809	347	425	371	178
Weighted base	1494	119	897	202	276	220	232	216	826	333	537	426	189
It is quick / quickest way/ other ways take too long	673 45%	49 41%	438 49%	81 40%	105 38%	91 41%	103 44%	91 42%	388 47%	144 43%	263 49%	181 42%	82 43%
It is convenient / most convenient	659 44%	39 33%	392 44%	100 50%	128 46%	100 45%	88 38%	87 40%	384 47%	157 47%	220 41%	202 47%	78 41%
I cannot get there any other way	319 21%	7 6%	131 15%	51 25%	129 47%	46 21%	44 19%	47 22%	182 22%	66 20%	108 20%	96 23%	48 25%
I can travel when I want to travel	304 20%	44 37%	184 20%	30 15%	46 17%	47 21%	39 17%	46 21%	173 21%	90 27%	84 16%	90 21%	37 20%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	21 18%	114 13%	30 15%	38 14%	28 13%	25 11%	33 15%	117 14%	48 14%	79 15%	56 13%	20 10%
It is reliable / more reliable than other modes	184 12%	19 16%	119 13%	18 9%	28 10%	18 8%	20 9%	31 14%	114 14%	53 16%	54 10%	58 14%	19 10%
I need my car for work	175 12%	12 10%	102 11%	20 10%	41 15%	31 14%	25 11%	27 13%	91 11%	42 13%	64 12%	52 12%	16 9%
It is cheap / cheapest way	156 10%	9 7%	108 12%	19 9%	21 7%	16 7%	19 8%	35 16%	86 10%	48 14%	60 11%	31 7%	18 9%
It gives me flexibility	155 10%	18 15%	84 9%	19 9%	33 12%	34 15%	20 9%	25 12%	76 9%	54 16%	55 10%	34 8%	12 6%
It is comfortable / most comfortable	108 7%	21 18%	58 6%	9 5%	19 7%	15 7%	9 4%	17 8%	67 8%	32 9%	38 7%	22 5%	16 8%
I usually take my children with me	79 5%	3 2%	54 6%	12 6%	10 4%	36 17%	30 13%	11 5%	2 *	22 7%	28 5%	26 6%	3 1%
I use my car to make other trips while I'm out	75 5%	9 8%	44 5%	16 8%	5 2%	18 8%	8 3%	16 7%	33 4%	29 9%	23 4%	20 5%	3 1%
The weather	56 4%	3 3%	41 5%	3 1%	9 3%	13 6%	6 3%	11 5%	26 3%	22 7%	16 3%	11 2%	8 4%
I enjoy driving	37 2%	3 3%	29 3%	1 *	4 1%	4 2%	3 1%	6 3%	24 3%	12 4%	13 2%	9 2%	3 2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1494	119	897	202	276	220	232	216	826	333	537	426	189
I usually take someone else with me	33 2%	2 2%	20 2%	7 3%	4 1%	3 2%	1 *	7 3%	21 3%	11 3%	8 2%	9 2%	4 2%
It is safer	20 1%	5 4%	11 1%	2 1%	2 1%	3 1%	1 *	6 3%	10 1%	2 *	5 1%	7 2%	6 3%
I usually take my partner with me	14 1%	1 1%	10 1%	2 1%	1 *	2 1%	1 *	-	11 1%	4 1%	6 1%	1 *	3 1%
Buses do not run at suitable times	9 1%	-	5 1%	1 1%	3 1%	-	2 1%	4 2%	3 *	-	5 1%	2 *	2 1%
Others	58 4%	4 4%	31 3%	15 7%	7 3%	6 3%	9 4%	11 5%	31 4%	15 4%	24 5%	11 3%	7 4%
Not stated	4 *	-	-	4 2%	-	-	-	4 2%	-	-	-	4 1%	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1331	1023	308	1010	311	7	3	268	75	203	243	84	273	102	11	69	
Weighted base	1494	1171	323	1147	336	7	4	312	88	224	264	98	309	105	15	77	
It is quick / quickest way/ other ways take too long	673 45%	531 45%	142 44%	513 45%	157 47%	3 41%	-	141 45%	37 42%	117 52%	107 40%	49 50%	143 46%	39 38%	4 27%	33 43%	
It is convenient / most convenient	659 44%	521 44%	138 43%	497 43%	157 47%	5 61%	-	153 49%	46 52%	101 45%	105 40%	35 36%	136 44%	42 40%	5 36%	35 46%	
I cannot get there any other way	319 21%	257 22%	61 19%	260 23%	55 16%	2 28%	2 45%	60 19%	17 19%	45 20%	57 22%	25 25%	63 21%	31 29%	2 11%	20 26%	
I can travel when I want to travel	304 20%	255 22%	49 15%	230 20%	70 21%	2 31%	2 45%	55 18%	15 17%	41 18%	61 23%	11 11%	70 23%	24 23%	4 30%	24 31%	
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	162 14%	41 13%	166 14%	37 11%	-	-	44 14%	15 17%	22 10%	31 12%	20 21%	40 13%	21 20%	-	10 13%	
It is reliable / more reliable than other modes	184 12%	147 13%	37 11%	127 11%	56 17%	1 7%	-	34 11%	10 11%	31 14%	29 11%	17 17%	35 11%	17 17%	-	10 13%	
I need my car for work	175 12%	140 12%	35 11%	154 13%	21 6%	-	-	30 10%	9 10%	23 10%	40 15%	18 18%	30 10%	18 17%	* 2%	7 9%	
It is cheap / cheapest way	156 10%	127 11%	29 9%	120 10%	36 11%	-	-	40 13%	7 8%	26 11%	30 11%	9 9%	21 7%	13 12%	-	11 15%	
It gives me flexibility	155 10%	118 10%	37 11%	122 11%	33 10%	-	-	33 10%	4 5%	19 9%	23 9%	8 8%	44 14%	14 14%	-	10 12%	
It is comfortable / most comfortable	108 7%	93 8%	15 5%	82 7%	24 7%	1 18%	-	28 9%	4 4%	16 7%	18 7%	3 3%	24 8%	7 6%	-	8 10%	
I usually take my children with me	79 5%	54 5%	25 8%	56 5%	23 7%	-	-	10 3%	7 8%	14 6%	14 5%	4 5%	18 6%	9 8%	-	3 4%	
I use my car to make other trips while I'm out	75 5%	52 4%	23 7%	54 5%	21 6%	-	-	19 6%	4 4%	14 6%	10 4%	5 6%	11 4%	10 9%	-	1 2%	
The weather	56 4%	46 4%	11 3%	40 4%	16 5%	-	-	10 3%	3 3%	8 4%	11 4%	5 5%	11 4%	4 3%	-	5 7%	

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	1494	1171	323	1147	336	7	4	312	88	224	264	98	309	105	15	77
I enjoy driving	37 2%	31 3%	6 2%	29 3%	7 2%	-	-	11 4%	1 2%	3 2%	7 3%	1 1%	7 2%	5 5%	-	-
I usually take someone else with me	33 2%	21 2%	12 4%	22 2%	11 3%	-	-	9 3%	1 2%	3 1%	7 3%	4 4%	7 2%	2 2%	*	-
It is safer	20 1%	13 1%	7 2%	15 1%	4 1%	-	*	6 2%	-	5 2%	-	-	8 2%	*	-	1 2%
I usually take my partner with me	14 1%	7 1%	7 2%	8 1%	5 2%	-	-	1 *	-	2 1%	2 1%	-	2 1%	6 6%	-	1 2%
Buses do not run at suitable times	9 1%	9 1%	-	7 1%	2 1%	-	-	-	-	3 1%	1 *	-	1 *	4 4%	-	-
Others	58 4%	47 4%	10 3%	44 4%	13 4%	-	*	20 6%	2 2%	11 5%	6 2%	-	10 3%	4 4%	2 13%	3 3%
Not stated	4 *	4 *	-	4 *	-	-	-	4 1%	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1331	555	253	278	70	175	246	764	110	201	10	387	276	305	158	39	63	3
Weighted base	1494	626	285	308	76	200	267	879	115	221	11	436	320	333	180	35	62	4
It is quick / quickest way/ other ways take too long	673 45%	277 44%	126 44%	149 48%	35 46%	86 43%	131 49%	382 43%	50 43%	107 49%	3 27%	198 45%	134 42%	151 45%	74 41%	10 27%	35 57%	-
It is convenient / most convenient	659 44%	276 44%	128 45%	130 42%	35 46%	90 45%	112 42%	385 44%	50 43%	107 49%	5 40%	192 44%	126 39%	151 45%	85 47%	15 42%	26 43%	2 40%
I cannot get there any other way	319 21%	121 19%	71 25%	75 25%	15 20%	35 18%	56 21%	203 23%	16 13%	40 18%	4 34%	90 21%	87 27%	76 23%	32 18%	8 22%	8 13%	2 40%
I can travel when I want to travel	304 20%	152 24%	53 18%	56 18%	20 27%	23 12%	46 17%	185 21%	31 27%	39 18%	4 36%	65 15%	91 28%	67 20%	36 20%	12 34%	12 20%	2 60%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	89 14%	33 12%	48 16%	10 14%	23 12%	34 13%	132 15%	12 10%	25 12%	-	75 17%	42 13%	48 14%	23 13%	5 15%	4 7%	-
It is reliable / more reliable than other modes	184 12%	83 13%	37 13%	33 11%	12 16%	18 9%	26 10%	101 11%	18 15%	38 17%	1 5%	53 12%	40 12%	33 10%	29 16%	6 17%	10 17%	-
I need my car for work	175 12%	78 12%	25 9%	42 14%	10 13%	20 10%	31 12%	122 14%	7 6%	15 7%	-	51 12%	53 16%	47 14%	14 8%	3 9%	4 6%	-
It is cheap / cheapest way	156 10%	59 9%	25 9%	31 10%	15 19%	27 14%	25 9%	95 11%	11 10%	25 12%	-	48 11%	41 13%	27 8%	17 10%	5 14%	8 14%	-
It gives me flexibility	155 10%	65 10%	24 9%	40 13%	13 18%	11 6%	25 9%	97 11%	14 12%	19 9%	-	49 11%	36 11%	34 10%	18 10%	2 5%	9 15%	-
It is comfortable / most comfortable	108 7%	49 8%	12 4%	33 11%	7 9%	7 3%	17 6%	65 7%	9 8%	15 7%	1 12%	28 7%	25 8%	29 9%	11 6%	1 4%	6 10%	-
I usually take my children with me	79 5%	34 5%	13 5%	22 7%	2 3%	7 4%	12 4%	44 5%	9 8%	14 7%	-	22 5%	10 3%	23 7%	14 8%	3 10%	2 3%	-
I use my car to make other trips while I'm out	75 5%	38 6%	12 4%	17 5%	2 3%	6 3%	10 4%	44 5%	6 5%	15 7%	-	21 5%	12 4%	20 6%	14 8%	3 9%	3 5%	-
The weather	56 4%	24 4%	7 2%	15 5%	4 6%	6 3%	16 6%	24 3%	6 5%	10 5%	-	13 3%	15 5%	12 4%	10 6%	2 6%	1 2%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1494	626	285	308	76	200	267	879	115	221	11	436	320	333	180	35	62	4
I enjoy driving	37 2%	12 2%	6 2%	9 3%	6 8%	4 2%	1 1%	28 3%	4 3%	4 2%	-	13 3%	8 3%	6 2%	3 1%	1 4%	3 5%	-
I usually take someone else with me	33 2%	13 2%	8 3%	7 2%	-	5 3%	1 *	21 2%	4 3%	7 3%	-	9 2%	9 3%	2 1%	6 3%	-	-	-
It is safer	20 1%	5 1%	2 1%	4 1%	1 1%	8 4%	6 2%	9 1%	2 2%	2 1%	* 3%	7 2%	1 *	5 1%	2 1%	-	1 1%	-
I usually take my partner with me	14 1%	7 1%	3 1%	2 1%	1 1%	1 *	2 1%	6 1%	2 2%	3 1%	-	5 1%	2 1%	1 *	2 1%	2 6%	-	-
Buses do not run at suitable times	9 1%	4 1%	3 1%	-	-	2 1%	-	7 1%	-	2 1%	-	2 *	-	4 1%	-	* 1%	2 3%	-
Others	58 4%	25 4%	2 1%	22 7%	1 1%	8 4%	5 2%	39 4%	7 6%	6 3%	* 3%	15 3%	5 2%	20 6%	6 3%	-	5 7%	-
Not stated	4 *	-	-	4 1%	-	-	-	4 *	-	-	-	-	-	4 1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1331	1231	5	66	27	599	380	222	66	5	27	30	96	116	210	239	265	405
Weighted base	1494	1370	5	95	22	658	436	243	95	5	22	34	115	146	255	259	255	463
It is quick / quickest way/ other ways take too long	673 45%	602 44%	1 16%	57 60%	12 58%	285 43%	189 43%	112 46%	57 60%	1 16%	12 58%	16 46%	47 41%	75 51%	118 46%	124 48%	134 53%	176 38%
It is convenient / most convenient	659 44%	596 44%	3 58%	46 48%	13 58%	300 46%	186 43%	97 40%	46 48%	3 58%	13 58%	14 41%	57 50%	63 43%	116 45%	129 50%	134 53%	159 34%
I cannot get there any other way	319 21%	302 22%	-	13 14%	3 15%	185 28%	82 19%	31 13%	13 14%	-	3 15%	4 13%	19 17%	21 14%	66 26%	45 17%	60 23%	108 23%
I can travel when I want to travel	304 20%	285 21%	*	15 16%	2 10%	155 24%	89 20%	40 16%	15 16%	*	2 10%	2 7%	10 8%	29 20%	47 18%	37 14%	48 19%	133 29%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	197 14%	-	6 6%	-	112 17%	44 10%	32 13%	6 6%	-	-	9 27%	8 7%	23 16%	31 12%	45 17%	38 15%	58 12%
It is reliable / more reliable than other modes	184 12%	172 13%	-	10 11%	2 8%	97 15%	43 10%	29 12%	10 11%	-	2 8%	3 9%	21 18%	12 8%	38 15%	29 11%	34 13%	50 11%
I need my car for work	175 12%	172 13%	-	1 1%	-	104 16%	44 10%	16 6%	1 1%	-	-	8 25%	15 13%	8 6%	29 11%	37 14%	28 11%	58 13%
It is cheap / cheapest way	156 10%	147 11%	-	7 7%	1 6%	79 12%	42 10%	24 10%	7 7%	-	1 6%	2 5%	11 9%	10 7%	28 11%	29 11%	34 13%	44 10%
It gives me flexibility	155 10%	148 11%	1 30%	4 4%	-	76 11%	49 11%	22 9%	4 4%	1 30%	-	1 4%	11 9%	11 7%	41 16%	24 9%	26 10%	42 9%
It is comfortable / most comfortable	108 7%	101 7%	-	6 7%	1 4%	52 8%	29 7%	19 8%	6 7%	-	1 4%	1 4%	3 3%	14 10%	21 8%	14 5%	23 9%	33 7%
I usually take my children with me	79 5%	74 5%	-	5 5%	*	26 4%	36 8%	12 5%	5 5%	-	*	1 2%	6 6%	18 12%	14 5%	19 7%	8 3%	14 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	1494	1370	5	95	22	658	436	243	95	5	22	34	115	146	255	259	255	463
I use my car to make other trips while I'm out	75 5%	73 5%	* 8%	1 1%	-	38 6%	25 6%	10 4%	1 1%	* 8%	-	1 2%	3 3%	7 5%	16 6%	10 4%	16 6%	22 5%
The weather	56 4%	54 4%	-	1 1%	2 8%	23 4%	13 3%	14 6%	1 1%	-	2 8%	3 9%	9 8%	4 3%	10 4%	10 4%	11 4%	12 3%
I enjoy driving	37 2%	35 3%	-	-	-	21 3%	9 2%	5 2%	-	-	-	1 2%	2 2%	3 2%	6 3%	7 3%	6 2%	12 2%
I usually take someone else with me	33 2%	27 2%	-	3 3%	2 8%	11 2%	7 2%	7 3%	3 3%	-	2 8%	2 6%	5 4%	3 2%	5 2%	7 3%	6 2%	7 2%
It is safer	20 1%	15 1%	-	5 5%	* 2%	5 1%	3 1%	7 3%	5 5%	-	* 2%	1 2%	4 3%	1 *	4 2%	5 2%	2 1%	5 1%
I usually take my partner with me	14 1%	12 1%	-	2 2%	-	7 1%	3 1%	2 1%	2 2%	-	-	-	1 1%	1 *	1 1%	4 2%	4 2%	2 1%
Buses do not run at suitable times	9 1%	8 1%	35%	-	-	3 *	3 1%	1 1%	-	2 35%	-	-	2 1%	5 4%	-	1 *	* *	1 *
Others	58 4%	51 4%	1 11%	6 6%	* 2%	24 4%	17 4%	9 4%	6 6%	1 11%	* 2%	1 4%	6 6%	7 5%	4 2%	13 5%	10 4%	16 4%
Not stated	4 *	4 *	-	-	-	4 1%	-	-	-	-	-	-	-	-	4 1%	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1331	1331	-	-	-	-
Weighted base	1494	1494	-	-	-	-
It is quick / quickest way/ other ways take too long	673 45%	673 45%	-	-	-	-
It is convenient / most convenient	659 44%	659 44%	-	-	-	-
I cannot get there any other way	319 21%	319 21%	-	-	-	-
I can travel when I want to travel	304 20%	304 20%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	203 14%	203 14%	-	-	-	-
It is reliable / more reliable than other modes	184 12%	184 12%	-	-	-	-
I need my car for work	175 12%	175 12%	-	-	-	-
It is cheap / cheapest way	156 10%	156 10%	-	-	-	-
It gives me flexibility	155 10%	155 10%	-	-	-	-
It is comfortable / most comfortable	108 7%	108 7%	-	-	-	-
I usually take my children with me	79 5%	79 5%	-	-	-	-
I use my car to make other trips while I'm out	75 5%	75 5%	-	-	-	-
The weather	56 4%	56 4%	-	-	-	-
I enjoy driving	37 2%	37 2%	-	-	-	-
I usually take someone else with me	33 2%	33 2%	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	1494	1494	-	-	-	-
It is safer	20 1%	20 1%	-	-	-	-
I usually take my partner with me	14 1%	14 1%	-	-	-	-
Buses do not run at suitable times	9 1%	9 1%	-	-	-	-
Others	58 4%	58 4%	-	-	-	-
Not stated	4 *	4 *	-	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1350	702	648	61	189	301	381	276	130	12	410	446	330	164	1018	293	-	39	35	537	778
Weighted base	1519	828	692	104	252	320	416	299	118	10	425	495	410	189	1141	320	-	58	28	482	1010
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	172 21%	175 25%	12 12%	40 16%	72 22%	105 25%	81 27%	36 30%	2 18%	140 33%	91 18%	73 18%	44 23%	261 23%	72 22%	-	14 24%	4 14%	100 21%	243 24%
If it was cheaper/better value	315 21%	171 21%	145 21%	39 37%	47 19%	82 26%	85 20%	46 15%	16 14%	1 10%	83 20%	121 24%	87 21%	24 13%	231 20%	60 19%	-	24 41%	7 25%	103 21%	205 20%
If it was more frequent	247 16%	125 15%	122 18%	21 20%	22 9%	45 14%	81 19%	52 17%	25 21%	2 19%	88 21%	81 16%	50 12%	29 16%	176 15%	59 18%	-	13 21%	4 13%	83 17%	161 16%
If it was quicker	159 10%	90 11%	69 10%	18 17%	29 11%	35 11%	49 12%	22 7%	6 5%	-	61 14%	57 11%	30 7%	11 6%	119 10%	23 7%	-	17 29%	2 8%	47 10%	110 11%
If it was more reliable	158 10%	73 9%	84 12%	15 14%	22 9%	45 14%	44 11%	21 7%	11 9%	-	52 12%	55 11%	28 7%	23 12%	123 11%	23 7%	-	12 21%	6 20%	56 12%	96 10%
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	47 6%	66 10%	11 11%	11 4%	15 5%	44 11%	20 7%	12 10%	1 10%	32 7%	46 9%	20 5%	15 8%	83 7%	25 8%	-	6 11%	1 2%	35 7%	78 8%
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	56 7%	48 7%	7 7%	13 5%	26 8%	30 7%	19 6%	8 7%	* 5%	45 11%	35 7%	17 4%	6 3%	86 8%	12 4%	-	5 8%	2 8%	33 7%	67 7%
If it was more comfortable/safer/ cleaner	66 4%	17 2%	49 7%	10 10%	9 4%	16 5%	22 5%	8 3%	1 *	-	25 6%	23 5%	11 3%	6 3%	39 3%	21 7%	-	6 11%	1 2%	23 5%	42 4%
Would only use if problem with car / motorbike	45 3%	20 2%	24 4%	4 4%	11 4%	8 3%	8 2%	9 3%	4 3%	-	9 2%	9 2%	20 5%	7 4%	31 3%	12 4%	-	2 3%	1 3%	16 3%	27 3%
Nothing	629 41%	367 44%	261 38%	32 31%	114 45%	138 43%	163 39%	131 44%	46 39%	4 45%	143 34%	213 43%	193 47%	79 42%	494 43%	127 40%	-	7 13%	11 38%	195 40%	423 42%
Nothing - I drop my child(ren) at school on the way	32 2%	5 1%	26 4%	2 2%	5 2%	8 3%	14 3%	3 1%	-	-	12 3%	11 2%	5 1%	4 2%	16 1%	15 5%	-	-	-	10 2%	22 2%
Nothing - too difficult with equipment/papers I need	77 5%	54 6%	23 3%	-	18 7%	13 4%	15 4%	20 7%	9 8%	1 13%	17 4%	19 4%	31 7%	10 5%	63 6%	14 4%	-	-	1 5%	21 4%	54 5%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	1519	828	692	104	252	320	416	299	118	10	425	495	410	189	1141	320	-	58	28	482	1010
Nothing - too difficult because of disability/ poor mobility	7 *	3 *	4 1%	- -	3 1%	- -	2 1%	1 *	- -	- -	1 *	2 *	3 1%	* *	5 *	2 1%	- -	- -	* 1%	4 1%	2 *
Nothing - don't like travelling with public/ other people	16 1%	7 1%	9 1%	- -	2 1%	2 1%	3 1%	7 2%	- -	1 15%	8 2%	3 1%	3 1%	2 1%	10 1%	5 2%	- -	- -	* 1%	4 1%	12 1%
If I had more/better information	12 1%	5 1%	7 1%	3 3%	- -	1 *	4 1%	2 1%	2 2%	- -	6 1%	5 1%	* *	1 1%	7 1%	5 2%	- -	- -	* 1%	3 1%	8 1%
Others	37 2%	16 2%	22 3%	7 7%	1 1%	12 4%	6 1%	6 2%	5 4%	- -	19 4%	10 2%	5 1%	4 2%	29 3%	6 2%	- -	3 5%	2 6%	19 4%	17 2%
Not stated	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1350	83	941	136	190	182	204	142	822	349	433	380	178
Weighted base	1519	125	909	203	283	223	235	217	844	334	548	439	189
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	17 13%	196 22%	47 23%	88 31%	39 18%	54 23%	51 24%	203 24%	112 34%	122 22%	81 18%	32 17%
If it was cheaper/better value	315 21%	31 25%	205 23%	37 18%	42 15%	43 19%	52 22%	55 26%	164 19%	86 26%	118 22%	76 17%	34 18%
If it was more frequent	247 16%	13 10%	129 14%	43 21%	63 22%	33 15%	34 14%	42 19%	138 16%	61 18%	101 18%	57 13%	26 14%
If it was quicker	159 10%	23 18%	107 12%	18 9%	12 4%	20 9%	23 10%	39 18%	77 9%	57 17%	64 12%	30 7%	8 4%
If it was more reliable	158 10%	11 9%	102 11%	25 12%	21 7%	22 10%	25 11%	30 14%	81 10%	44 13%	55 10%	38 9%	18 10%
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	5 4%	56 6%	13 6%	39 14%	9 4%	20 8%	18 8%	67 8%	33 10%	37 7%	33 8%	10 5%
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	13 10%	52 6%	22 11%	16 6%	18 8%	12 5%	17 8%	56 7%	42 12%	27 5%	28 6%	5 2%
If it was more comfortable/safer/ cleaner	66 4%	9 8%	45 5%	3 1%	9 3%	8 4%	11 5%	16 8%	30 4%	18 6%	23 4%	23 5%	2 1%
Would only use if problem with car / motorbike	45 3%	10 8%	25 3%	4 2%	6 2%	6 3%	4 2%	5 2%	30 4%	8 2%	11 2%	21 5%	6 3%
Nothing	629 41%	30 24%	384 42%	89 44%	126 44%	94 42%	101 43%	87 40%	347 41%	94 28%	231 42%	211 48%	92 49%
Nothing - I drop my child(ren) at school on the way	32 2%	2 1%	22 2%	3 2%	4 2%	14 6%	14 6%	2 1%	2 *	9 3%	11 2%	11 2%	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1519	125	909	203	283	223	235	217	844	334	548	439	189
Nothing - too difficult with equipment/papers I need	77 5%	8 7%	41 5%	13 6%	14 5%	17 8%	8 3%	10 5%	41 5%	13 4%	20 4%	29 7%	14 8%
Nothing - too difficult because of disability/poor mobility	7 *	5 4%	1 *	-	1 *	-	-	1 *	6 1%	1 *	*	2 *	4 2%
Nothing - don't like travelling with public/other people	16 1%	3 3%	10 1%	1 *	2 1%	1 *	1 *	1 1%	13 2%	3 1%	5 1%	7 1%	2 1%
If I had more/better information	12 1%	1 1%	6 1%	2 1%	3 1%	-	4 1%	4 2%	4 *	4 1%	5 1%	1 *	2 1%
Others	37 2%	9 7%	21 2%	4 2%	3 1%	4 2%	3 1%	6 3%	24 3%	17 5%	10 2%	6 1%	2 1%
Not stated	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1350	1025	325	1018	314	10	8	272	77	204	245	86	277	104	11	71
Weighted base	1519	1174	346	1157	341	10	11	317	91	224	268	101	314	108	15	78
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	260 22%	87 25%	254 22%	90 26%	2 16%	2 16%	57 18%	20 22%	49 22%	62 23%	17 17%	88 28%	24 22%	2 11%	29 37%
If it was cheaper/better value	315 21%	225 19%	90 26%	226 20%	82 24%	4 36%	3 30%	64 20%	19 21%	44 19%	48 18%	23 23%	95 30%	8 7%	-	13 17%
If it was more frequent	247 16%	189 16%	59 17%	181 16%	64 19%	-	2 17%	37 12%	10 11%	45 20%	44 17%	21 21%	67 21%	17 16%	* 1%	6 8%
If it was quicker	159 10%	123 10%	36 10%	112 10%	45 13%	-	2 21%	24 8%	13 14%	25 11%	27 10%	14 14%	42 13%	8 8%	1 8%	4 5%
If it was more reliable	158 10%	114 10%	43 13%	110 9%	44 13%	2 20%	2 17%	28 9%	12 13%	30 13%	28 11%	10 10%	41 13%	8 7%	-	* 1%
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	82 7%	32 9%	81 7%	31 9%	-	2 16%	18 6%	3 3%	18 8%	17 6%	8 8%	32 10%	15 14%	1 4%	2 2%
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	71 6%	32 9%	75 6%	25 7%	1 10%	2 17%	20 6%	7 7%	13 6%	11 4%	8 8%	23 7%	13 12%	-	10 12%
If it was more comfortable/safer/ cleaner	66 4%	46 4%	20 6%	43 4%	23 7%	-	-	13 4%	7 8%	10 4%	6 2%	4 4%	23 7%	2 2%	-	* *
Would only use if problem with car / motorbike	45 3%	32 3%	13 4%	32 3%	9 3%	2 20%	2 17%	17 5%	2 3%	4 2%	3 1%	2 2%	4 1%	4 4%	1 9%	7 9%
Nothing	629 41%	520 44%	109 32%	512 44%	112 33%	1 13%	3 30%	157 49%	26 29%	101 45%	122 45%	43 42%	94 30%	52 48%	5 32%	26 33%
Nothing - I drop my child(ren) at school on the way	32 2%	27 2%	5 1%	25 2%	6 2%	-	-	3 1%	1 1%	8 4%	7 3%	3 3%	7 2%	1 1%	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	1519	1174	346	1157	341	10	11	317	91	224	268	101	314	108	15	78
Nothing - too difficult with equipment/papers I need	77 5%	61 5%	16 5%	66 6%	10 3%	-	-	14 5%	9 10%	1 1%	17 6%	6 6%	14 5%	9 8%	3 21%	2 3%
Nothing - too difficult because of disability/poor mobility	7 *	6 1%	1 *	6 *	1 *	-	* 3%	3 1%	-	1 *	-	-	1 *	2 2%	-	-
Nothing - don't like travelling with public/other people	16 1%	14 1%	2 1%	14 1%	2 1%	-	-	6 2%	-	1 *	2 1%	3 3%	2 1%	1 1%	-	1 1%
If I had more/better information	12 1%	7 1%	5 1%	8 1%	4 1%	-	-	7 2%	* *	1 *	-	* *	1 *	1 1%	-	2 2%
Others	37 2%	23 2%	14 4%	25 2%	12 4%	-	-	6 2%	2 3%	2 1%	10 4%	-	6 2%	3 3%	2 13%	5 6%
Not stated	1 *	-	1 *	-	1 *	-	-	1 *	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1350	560	257	283	73	177	248	770	110	204	18	390	276	306	160	39	63	4
Weighted base	1519	633	290	316	78	202	269	889	115	226	21	439	320	335	183	35	62	4
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	158 25%	55 19%	82 26%	13 17%	39 19%	73 27%	181 20%	40 35%	50 22%	3 16%	100 23%	77 24%	70 21%	58 32%	9 27%	13 22%	2 35%
If it was cheaper/better value	315 21%	130 21%	75 26%	60 19%	16 21%	34 17%	52 19%	174 20%	25 21%	57 25%	7 33%	98 22%	58 18%	55 16%	41 23%	6 17%	15 25%	2 39%
If it was more frequent	247 16%	108 17%	59 20%	61 19%	6 8%	13 7%	50 19%	132 15%	23 20%	41 18%	2 9%	88 20%	46 14%	42 13%	30 17%	9 24%	12 19%	-
If it was quicker	159 10%	71 11%	33 11%	30 10%	6 8%	19 9%	30 11%	82 9%	17 15%	28 12%	2 12%	48 11%	25 8%	30 9%	25 14%	4 12%	9 15%	1 13%
If it was more reliable	158 10%	79 13%	36 12%	23 7%	6 8%	13 7%	29 11%	81 9%	14 12%	30 13%	4 18%	52 12%	25 8%	30 9%	19 10%	5 14%	9 14%	-
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	55 9%	17 6%	23 7%	9 12%	10 5%	21 8%	60 7%	13 11%	18 8%	2 8%	29 7%	24 7%	25 8%	22 12%	3 8%	5 9%	-
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	49 8%	18 6%	16 5%	3 4%	17 8%	20 8%	55 6%	10 9%	15 6%	3 13%	27 6%	25 8%	21 6%	14 7%	6 16%	4 6%	-
If it was more comfortable/safer/ cleaner	66 4%	27 4%	16 5%	12 4%	6 7%	5 3%	8 3%	35 4%	8 7%	15 7%	-	18 4%	10 3%	11 3%	11 6%	2 6%	4 7%	-
Would only use if problem with car / motorbike	45 3%	14 2%	8 3%	14 5%	2 3%	7 3%	3 1%	29 3%	2 2%	7 3%	4 18%	10 2%	8 2%	12 4%	6 3%	* 1%	2 4%	-
Nothing	629 41%	273 43%	112 39%	127 40%	28 36%	89 44%	107 40%	405 46%	30 26%	82 37%	5 22%	171 39%	150 47%	159 48%	64 35%	12 33%	22 35%	1 13%
Nothing - I drop my child(ren) at school on the way	32 2%	11 2%	11 4%	7 2%	1 1%	1 1%	3 1%	22 2%	2 2%	4 2%	-	10 2%	5 1%	11 3%	4 2%	2 4%	1 1%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1519	633	290	316	78	202	269	889	115	226	21	439	320	335	183	35	62	4
Nothing - too difficult with equipment/papers I need	77 5%	26 4%	10 4%	15 5%	8 10%	17 9%	10 4%	56 6%	5 5%	5 2%	-	30 7%	21 6%	14 4%	9 5%	* 1%	1 1%	-
Nothing - too difficult because of disability/ poor mobility	7 *	2 *	1 *	4 1%	-	* *	-	6 1%	-	1 *	* 2%	* *	4 1%	2 1%	-	1 2%	-	-
Nothing - don't like travelling with public/ other people	16 1%	5 1%	4 1%	3 1%	3 4%	1 1%	4 2%	9 1%	2 2%	-	-	3 1%	6 2%	4 1%	1 *	1 4%	-	-
If I had more/better information	12 1%	6 1%	* *	2 1%	3 4%	-	-	8 1%	2 2%	2 1%	-	6 1%	2 1%	* *	2 1%	1 4%	* *	-
Others	37 2%	21 3%	2 1%	8 3%	5 6%	1 1%	5 2%	20 2%	5 5%	7 3%	-	12 3%	7 2%	5 2%	7 4%	-	2 3%	-
Not stated	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	1 1%	-

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

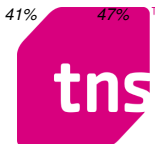
CN13. What, if anything, would encourage you to use public transport for your journeys to [work] or [school/college]?

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1350	1238	5	73	30	602	383	223	73	5	30	30	96	119	213	244	268	410
Weighted base	1519	1379	5	107	23	662	440	243	107	5	23	34	115	150	258	264	258	473
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	330 24%	1 27%	13 12%	3 11%	151 23%	122 28%	55 23%	13 12%	1 27%	3 11%	2 7%	19 16%	43 29%	69 27%	66 25%	84 32%	66 14%
If it was cheaper/better value	315 21%	275 20%	2 46%	31 28%	5 21%	116 17%	102 23%	52 22%	31 28%	2 46%	5 21%	6 17%	11 10%	46 30%	68 26%	56 21%	48 19%	86 18%
If it was more frequent	247 16%	227 16%	1 11%	17 16%	3 13%	110 17%	76 17%	40 16%	17 16%	1 11%	3 13%	2 5%	20 18%	26 17%	57 22%	35 13%	43 17%	66 14%
If it was quicker	159 10%	142 10%	1 23%	15 14%	1 5%	65 10%	55 12%	21 9%	15 14%	1 23%	1 5%	2 5%	11 9%	27 18%	24 9%	21 8%	31 12%	44 9%
If it was more reliable	158 10%	140 10%	- -	12 11%	6 24%	73 11%	44 10%	20 8%	12 11%	- -	6 24%	4 11%	12 11%	20 13%	27 11%	29 11%	25 10%	43 9%
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	108 8%	1 11%	4 4%	- -	53 8%	35 8%	19 8%	4 4%	1 11%	- -	1 2%	3 2%	11 8%	14 5%	26 10%	21 8%	38 8%
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	95 7%	1 30%	4 4%	1 4%	54 8%	27 6%	12 5%	4 4%	1 30%	1 4%	2 7%	7 6%	4 3%	16 6%	16 6%	30 12%	29 6%
If it was more comfortable/safer/ cleaner	66 4%	56 4%	1 11%	10 9%	- -	20 3%	22 5%	13 5%	10 9%	1 11%	- -	1 2%	6 5%	13 8%	5 2%	11 4%	11 4%	20 4%
Would only use if problem with car / motorbike	45 3%	38 3%	- -	5 5%	1 4%	10 2%	16 4%	10 4%	5 5%	- -	1 4%	2 7%	4 4%	12 8%	8 3%	5 2%	6 2%	8 2%
Nothing	629 41%	578 42%	2 35%	38 35%	9 38%	304 46%	160 36%	96 40%	38 35%	2 35%	9 38%	17 52%	54 46%	45 30%	103 40%	97 37%	106 41%	224 47%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	1519	1379	5	107	23	662	440	243	107	5	23	34	115	150	258	264	258	473
Nothing - I drop my child(ren) at school on the way	32 2%	32 2%	-	-	-	10 2%	14 3%	6 3%	-	-	-	1 2%	5 4%	5 3%	2 1%	7 3%	6 2%	7 1%
Nothing - too difficult with equipment/papers I need	77 5%	75 5%	1 30%	-	-	40 6%	17 4%	14 6%	-	1 30%	-	4 12%	7 6%	4 3%	16 6%	15 6%	8 3%	27 6%
Nothing - too difficult because of disability/ poor mobility	7 *	6 *	-	-	*	3 *	3 1%	*	-	-	*	-	-	-	-	-	*	6 1%
Nothing - don't like travelling with public/ other people	16 1%	15 1%	* 8%	1 1%	-	7 1%	6 1%	2 1%	1 1%	* 8%	-	1 2%	* 1%	1 1%	3 1%	1 *	3 1%	8 2%
If I had more/better information	12 1%	12 1%	* 8%	-	-	5 1%	5 1%	1 *	-	* 8%	-	-	1 1%	4 2%	* 1%	4 2%	-	3 1%
Others	37 2%	32 2%	-	3 3%	2 7%	14 2%	9 2%	7 3%	3 3%	-	2 7%	1 4%	3 3%	2 1%	4 1%	10 4%	8 3%	10 2%
Not stated	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1350	1350	-	-	-	-
Weighted base	1519	1519	-	-	-	-
If it was more convenient/direct services/better routes (go to where I want to go)	347 23%	347 23%	-	-	-	-
If it was cheaper/better value	315 21%	315 21%	-	-	-	-
If it was more frequent	247 16%	247 16%	-	-	-	-
If it was quicker	159 10%	159 10%	-	-	-	-
If it was more reliable	158 10%	158 10%	-	-	-	-
If I had easier access to services (if bus stop / station was closer, easier to get to)	114 7%	114 7%	-	-	-	-
If there was better integration between buses and trains (railway and light rail/ underground)	103 7%	103 7%	-	-	-	-
If it was more comfortable/safer/ cleaner	66 4%	66 4%	-	-	-	-
Would only use if problem with car / motorbike	45 3%	45 3%	-	-	-	-
Nothing	629 41%	629 41%	-	-	-	-
Nothing - I drop my child(ren) at school on the way	32 2%	32 2%	-	-	-	-
Nothing - too difficult with equipment/papers I need	77 5%	77 5%	-	-	-	-
Nothing - too difficult because of disability/ poor mobility	7 *	7 *	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	1519	1519	-	-	-	-
Nothing - don't like travelling with public/ other people	16 1%	16 1%	- -	- -	- -	- -
If I had more/better information	12 1%	12 1%	- -	- -	- -	- -
Others	37 2%	37 2%	- -	- -	- -	- -
Not stated	1 *	1 *	- -	- -	- -	- -

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	196	62	134	16	36	44	50	34	13	3	49	60	59	28	121	68	-	7	9	94	93
Weighted base	218	72	145	20	48	53	51	32	10	2	45	72	74	27	136	73	-	9	7	84	126
Walking takes too long / car is quicker	77 35%	26 36%	51 35%	10 49%	17 36%	19 35%	15 30%	14 43%	1 11%	-	17 38%	27 38%	25 33%	7 28%	46 34%	24 32%	-	7 83%	1 17%	25 30%	50 40%
Walking is inconvenient / car is more convenient	40 18%	14 19%	26 18%	5 27%	13 27%	8 16%	6 11%	6 17%	1 14%	-	9 20%	12 17%	17 23%	1 5%	23 17%	15 20%	-	2 19%	* 6%	19 22%	21 16%
Weather / too hilly	38 17%	10 14%	28 19%	5 26%	12 25%	8 15%	4 8%	8 24%	1 8%	-	5 12%	15 21%	12 16%	5 19%	24 18%	14 19%	-	-	2 33%	20 24%	15 12%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	13 19%	19 13%	2 9%	5 11%	8 16%	10 19%	5 15%	2 16%	* 23%	10 22%	9 12%	11 14%	3 11%	23 17%	7 10%	-	1 13%	-	16 18%	17 13%
Walking takes too much effort / can't be bothered	19 9%	4 6%	15 10%	2 9%	6 13%	2 3%	2 4%	4 14%	3 28%	-	4 9%	4 6%	9 12%	3 10%	10 7%	7 10%	-	2 22%	2 22%	5 6%	12 10%
Need car for school run/ lifts for other family or friends	12 6%	1 2%	11 7%	-	-	5 9%	7 14%	-	-	-	6 13%	3 4%	4 5%	-	7 5%	5 7%	-	-	-	2 3%	10 8%
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	6 8%	5 3%	2 8%	2 5%	2 3%	4 8%	1 2%	1 6%	-	2 6%	7 9%	1 1%	1 3%	9 6%	2 3%	-	-	1 20%	3 4%	6 5%
Worried about safety - risk of accidents / traffic danger	7 3%	2 3%	5 3%	-	4 9%	1 1%	1 2%	1 2%	-	-	1 1%	1 1%	4 5%	2 7%	5 4%	2 3%	-	-	1 17%	2 2%	4 3%
I find walking difficult / too old / disabled	6 3%	2 3%	5 3%	-	-	2 4%	3 5%	1 3%	* 3%	1 34%	1 2%	3 4%	2 3%	1 4%	2 1%	4 6%	-	-	1 19%	3 4%	2 1%
Need to use car for work	6 3%	2 2%	4 3%	-	-	-	4 8%	-	2 15%	-	3 7%	2 3%	-	1 3%	5 4%	1 1%	-	-	-	-	6 5%
Lack of direct roads / pathways	4 2%	1 1%	3 2%	1 6%	1 2%	1 2%	1 2%	-	-	-	1 2%	2 2%	1 2%	* 1%	3 2%	1 2%	-	-	1 16%	2 2%	1 1%
No particular reason	12 5%	5 6%	7 5%	-	1 2%	7 13%	1 1%	3 9%	* 4%	-	2 6%	2 3%	5 7%	2 8%	6 4%	5 7%	-	1 7%	1 10%	8 10%	3 2%
Lack of street lighting / poor street lighting	3 1%	1 1%	2 2%	-	2 3%	-	1 1%	1 2%	-	-	1 2%	-	2 2%	-	3 2%	-	-	-	-	2 2%	1 1%
Lack of (well-maintained) pavements	* *	- *	* *	-	-	-	* 1%	-	-	-	-	-	-	* 1%	-	* 1%	-	-	-	-	* *

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	218	72	145	20	48	53	51	32	10	2	45	72	74	27	136	73	-	9	7	84	126
Others	18	2	15	3	-	6	6	3	-	-	1	7	4	5	6	11	-	-	1	6	10
	8%	3%	11%	16%	-	11%	11%	9%	-	-	3%	10%	6%	18%	5%	16%	-	-	13%	8%	8%
Don't know	6	4	2	-	4	-	2	-	-	-	-	6	-	6	-	-	-	-	-	-	6
	3%	6%	1%	-	8%	-	3%	-	-	-	-	8%	-	4%	-	-	-	-	-	-	5%
Not stated	1	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	*	-	1%	-	-	-	-	-	-	43%	-	-	1%	-	-	1%	-	-	-	-	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	196	13	158	12	13	23	41	22	110	43	66	59	28
Weighted base	218	19	154	23	23	28	48	30	112	37	86	67	28
Walking takes too long / car is quicker	77 35%	7 40%	59 39%	7 31%	3 12%	13 45%	16 34%	12 39%	36 32%	18 50%	31 36%	19 29%	8 27%
Walking is inconvenient / car is more convenient	40 18%	3 17%	30 19%	5 21%	2 10%	9 31%	5 11%	3 12%	22 20%	6 17%	18 21%	12 17%	4 14%
Weather / too hilly	38 17%	3 15%	29 19%	3 15%	3 12%	5 18%	8 17%	3 10%	22 19%	7 19%	10 12%	17 26%	3 10%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	4 24%	16 11%	2 8%	9 42%	5 18%	9 19%	3 12%	14 13%	8 22%	16 19%	7 10%	1 4%
Walking takes too much effort / can't be bothered	19 9%	1 5%	19 12%	-	-	3 10%	2 3%	1 4%	14 12%	2 5%	10 11%	6 9%	2 6%
Need car for school run/ lifts for other family or friends	12 6%	-	5 3%	-	7 32%	1 2%	10 21%	1 2%	1 1%	1 1%	10 11%	2 3%	-
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	1 3%	10 7%	-	-	1 2%	2 4%	-	8 7%	4 10%	3 4%	3 5%	1 2%
Worried about safety - risk of accidents / traffic danger	7 3%	-	5 3%	-	2 8%	2 7%	-	1 2%	4 4%	-	3 3%	3 5%	1 4%
I find walking difficult / too old / disabled	6 3%	2 13%	4 3%	-	-	-	-	1 4%	5 5%	-	3 3%	4 6%	-
Need to use car for work	6 3%	-	3 2%	2 10%	1 4%	-	-	4 14%	2 1%	-	2 2%	2 3%	2 6%
Lack of direct roads / pathways	4 2%	-	4 3%	-	-	-	1 3%	* 1%	2 2%	2 6%	2 2%	-	* 1%
No particular reason	12 5%	-	10 7%	2 7%	-	4 14%	1 1%	2 6%	6 5%	2 7%	3 3%	4 6%	3 10%
Lack of street lighting / poor street lighting	3 1%	-	3 2%	-	-	-	1 1%	-	2 2%	1 1%	1 1%	2 2%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	218	19	154	23	23	28	48	30	112	37	86	67	28
Lack of (well-maintained) pavements	*	-	*	-	-	-	-	*	-	-	-	-	*
Others	18 8%	-	14 9%	3 12%	1 5%	2 7%	4 9%	2 7%	9 8%	3 8%	6 7%	3 4%	6 22%
Don't know	6 3%	-	2 1%	4 18%	-	-	-	2 5%	4 4%	-	4 5%	-	2 6%
Not stated	1 *	-	-	-	1 3%	-	-	-	1 1%	-	-	1 1%	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	196	141	55	145	47	4	-	46	11	35	32	12	34	15	-	9
Weighted base	218	158	60	159	56	3	-	57	10	40	35	11	40	14	-	9
Walking takes too long / car is quicker	77 35%	56 36%	20 34%	58 36%	19 34%	-	-	24 41%	6 62%	15 39%	10 28%	5 46%	12 29%	1 5%	-	4 43%
Walking is inconvenient / car is more convenient	40 18%	35 22%	5 8%	31 19%	9 16%	-	-	13 24%	3 34%	4 10%	3 9%	4 42%	9 23%	1 5%	-	2 21%
Weather / too hilly	38 17%	27 17%	10 17%	25 15%	12 22%	1 30%	-	9 15%	3 32%	7 19%	8 22%	5 44%	3 8%	2 12%	-	1 13%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	26 16%	6 10%	21 13%	11 20%	-	-	1 1%	4 40%	3 8%	2 5%	2 19%	14 34%	3 21%	-	4 42%
Walking takes too much effort / can't be bothered	19 9%	14 9%	5 9%	14 9%	4 8%	1 29%	-	2 3%	1 6%	6 15%	4 12%	1 11%	4 10%	1 7%	-	1 6%
Need car for school run/ lifts for other family or friends	12 6%	9 6%	3 5%	12 8%	-	-	-	1 2%	1 6%	3 7%	2 5%	1 5%	5 12%	* 3%	-	-
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	8 5%	3 4%	9 6%	1 1%	1 30%	-	3 5%	1 8%	1 2%	2 6%	1 6%	3 6%	1 4%	-	1 8%
Worried about safety - risk of accidents / traffic danger	7 3%	3 2%	4 7%	4 3%	3 5%	-	-	2 4%	1 6%	3 8%	-	-	-	1 5%	-	-
I find walking difficult / too old / disabled	6 3%	6 3%	1 2%	6 3%	-	1 29%	-	1 2%	-	-	1 3%	* 3%	1 2%	3 21%	-	* 4%
Need to use car for work	6 3%	3 2%	3 5%	6 4%	-	-	-	-	-	-	-	-	2 5%	4 28%	-	-
Lack of direct roads / pathways	4 2%	2 1%	2 3%	2 1%	2 4%	-	-	1 2%	-	3 8%	-	-	-	-	-	-
No particular reason	12 5%	6 4%	5 9%	8 5%	3 5%	1 41%	-	3 6%	1 6%	1 2%	5 13%	-	3 6%	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - interested in finding out more
Weighted base	218	158	60	159	56	3	-	57	10	40	35	11	40	14	-	9
Lack of street lighting / poor street lighting	3 1%	3 2%	-	1 1%	2 3%	-	-	-	-	-	1 3%	-	-	-	-	-
Lack of (well-maintained) pavements	* *	* *	-	* *	-	-	-	* 1%	-	-	-	-	-	-	-	-
Others	18 8%	11 7%	7 11%	12 8%	5 9%	1 30%	-	4 7%	-	5 14%	6 17%	-	2 6%	-	-	-
Don't know	6 3%	4 3%	2 3%	4 3%	2 3%	-	-	4 7%	-	-	2 5%	-	-	-	-	-
Not stated	1 *	1 1%	-	1 *	-	-	-	-	-	-	-	-	-	1 6%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	196	75	37	45	11	28	40	105	14	33	4	64	34	38	16	5	8	1
Weighted base	218	87	40	49	10	32	47	112	13	43	3	71	39	40	19	6	8	1
Walking takes too long / car is quicker	77 35%	33 38%	13 32%	10 20%	4 46%	17 53%	12 27%	45 40%	5 43%	13 31%	-	24 33%	16 41%	14 34%	4 23%	1 20%	4 48%	-
Walking is inconvenient / car is more convenient	40 18%	22 25%	7 17%	10 20%	-	1 3%	2 5%	28 25%	-	9 21%	-	14 20%	8 20%	9 22%	3 17%	-	1 8%	-
Weather / too hilly	38 17%	12 13%	8 21%	9 18%	2 24%	6 20%	3 7%	21 19%	3 22%	9 22%	1 30%	9 12%	8 22%	8 19%	3 15%	2 42%	2 26%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	16 18%	2 4%	11 22%	1 8%	3 11%	6 12%	15 14%	2 17%	9 21%	-	14 19%	2 6%	4 9%	8 43%	1 19%	* 5%	-
Walking takes too much effort / can't be bothered	19 9%	10 11%	3 7%	3 6%	2 25%	1 4%	7 16%	7 6%	1 5%	4 8%	1 29%	8 12%	2 5%	4 10%	1 4%	-	-	-
Need car for school run/ lifts for other family or friends	12 6%	4 4%	-	7 15%	1 12%	-	2 3%	10 9%	-	-	-	7 10%	1 3%	3 8%	-	-	-	-
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	5 6%	2 4%	2 5%	1 7%	1 3%	4 8%	5 5%	1 5%	-	1 30%	5 7%	3 7%	1 2%	1 3%	-	-	-
Worried about safety - risk of accidents / traffic danger	7 3%	2 3%	1 3%	-	1 11%	2 6%	1 1%	4 3%	-	3 6%	-	3 4%	-	2 4%	-	-	-	-
I find walking difficult / too old / disabled	6 3%	3 3%	1 3%	2 4%	1 9%	-	1 2%	4 4%	-	-	1 29%	2 3%	2 4%	1 4%	-	-	-	-
Need to use car for work	6 3%	1 1%	2 5%	2 5%	-	1 3%	5 11%	1 1%	-	-	-	-	5 13%	-	-	-	-	-
Lack of direct roads / pathways	4 2%	3 4%	-	1 2%	-	-	-	2 2%	-	2 5%	-	1 1%	-	-	-	2 36%	-	-
No particular reason	12 5%	5 5%	4 11%	1 2%	-	2 6%	3 5%	5 5%	2 13%	1 3%	1 41%	4 6%	1 3%	3 6%	-	1 23%	-	1 100%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	218	87	40	49	10	32	47	112	13	43	3	71	39	40	19	6	8	1
Lack of street lighting / poor street lighting	3 1%	1 1%	-	-	-	2 7%	1 1%	1 *	-	2 4%	-	1 1%	1 1%	-	-	-	-	-
Lack of (well-maintained) pavements	*	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-
Others	18 8%	1 2%	5 13%	7 14%	-	4 13%	7 14%	5 5%	1 10%	4 8%	1 30%	7 10%	2 5%	2 6%	1 7%	-	1 9%	-
Don't know	6 3%	6 7%	-	-	-	-	-	4 4%	-	2 4%	-	-	-	4 10%	-	-	2 20%	-
Not stated	1 *	-	-	-	1 8%	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified			
Unweighted base	196	166	1	21	8	40	59	60	21	1	8	7	23	28	34	30	22	59
Weighted base	218	182	1	28	7	45	65	64	28	1	7	8	27	31	40	33	22	64
Walking takes too long / car is quicker	77 35%	63 34%	-	13 45%	1 18%	13 28%	20 31%	23 37%	13 45%	-	1 18%	6 82%	15 55%	7 21%	12 30%	9 27%	9 43%	24 38%
Walking is inconvenient / car is more convenient	40 18%	34 19%	-	5 18%	* 6%	9 19%	15 23%	11 16%	5 18%	-	* 6%	* 4%	5 20%	11 36%	7 18%	6 20%	3 14%	6 10%
Weather / too hilly	38 17%	32 17%	-	4 13%	2 35%	5 11%	16 25%	10 15%	4 13%	-	-	1 10%	3 12%	9 28%	12 28%	3 9%	3 13%	9 13%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	29 16%	-	3 11%	-	8 17%	11 17%	8 13%	3 11%	-	-	2 25%	1 4%	4 13%	7 18%	2 6%	6 29%	11 17%
Walking takes too much effort / can't be bothered	19 9%	15 8%	-	3 10%	2 24%	2 4%	6 9%	6 10%	3 10%	-	2 24%	1 15%	4 13%	5 16%	1 2%	4 13%	1 4%	5 8%
Need car for school run/ lifts for other family or friends	12 6%	12 7%	-	-	-	4 9%	7 11%	1 1%	-	-	-	-	* 2%	-	4 11%	5 17%	1 2%	1 2%
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	9 5%	1 100%	-	1 14%	3 7%	2 3%	4 6%	-	1 100%	1 14%	-	1 2%	1 2%	1 2%	4 12%	1 2%	4 7%
Worried about safety - risk of accidents / traffic danger	7 3%	4 2%	-	1 5%	1 18%	2 4%	1 1%	2 3%	1 5%	-	1 18%	-	1 5%	-	2 5%	4 11%	-	-
I find walking difficult / too old / disabled	6 3%	5 3%	1 100%	-	1 13%	3 6%	2 3%	1 1%	-	1 100%	1 13%	-	1 4%	1 3%	1 2%	1 2%	-	3 4%
Need to use car for work	6 3%	5 3%	-	1 3%	-	3 7%	-	2 3%	1 3%	-	-	-	3 11%	-	-	2 6%	-	1 1%
Lack of direct roads / pathways	4 2%	3 2%	-	-	1 17%	2 4%	-	1 2%	-	-	1 17%	-	* 1%	1 2%	1 3%	-	-	2 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive but house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	218	182	1	28	7	45	65	64	28	1	7	8	27	31	40	33	22	64
No particular reason	12 5%	9 5%	-	2 6%	1 11%	2 5%	4 6%	4 6%	2 6%	-	1 11%	-	-	3 10%	-	3 9%	1 3%	6 9%
Lack of street lighting / poor street lighting	3 1%	1 1%	-	2 6%	-	-	1 2%	-	2 6%	-	-	-	1 2%	-	-	-	1 2%	2 3%
Lack of (well-maintained) pavements	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-
Others	18 8%	13 7%	-	3 12%	1 14%	3 8%	5 8%	4 6%	3 12%	-	1 14%	1 13%	2 8%	1 2%	3 8%	-	4 18%	8 12%
Don't know	6 3%	6 3%	-	-	-	-	4 6%	2 3%	-	-	-	-	-	4 13%	2 4%	-	-	-
Not stated	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	196	196	-	-	-	-
Weighted base	218	218	-	-	-	-
Walking takes too long / car is quicker	77 35%	77 35%	-	-	-	-
Walking is inconvenient / car is more convenient	40 18%	40 18%	-	-	-	-
Weather / too hilly	38 17%	38 17%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	32 15%	32 15%	-	-	-	-
Walking takes too much effort / can't be bothered	19 9%	19 9%	-	-	-	-
Need car for school run/ lifts for other family or friends	12 6%	12 6%	-	-	-	-
Worried about personal safety - risk of crime / being attacked / mugged	11 5%	11 5%	-	-	-	-
Worried about safety - risk of accidents / traffic danger	7 3%	7 3%	-	-	-	-
I find walking difficult / too old / disabled	6 3%	6 3%	-	-	-	-
Need to use car for work	6 3%	6 3%	-	-	-	-
Lack of direct roads / pathways	4 2%	4 2%	-	-	-	-
No particular reason	12 5%	12 5%	-	-	-	-
Lack of street lighting / poor street lighting	3 1%	3 1%	-	-	-	-
Lack of (well- maintained) pavements	* *	* *	-	-	-	-
Others	18 8%	18 8%	-	-	-	-

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	Mode of transport for work				Not stated
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	
Weighted base	218	218	-	-	-	-
Don't know	6 3%	6 3%	-	-	-	-
Not stated	1 *	1 *	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1030	481	549	57	140	229	288	211	95	10	311	349	241	129	759	238	-	33	28	431	571
Weighted base	1151	558	593	97	182	240	313	224	86	8	327	389	295	141	842	261	-	49	22	392	737
Buses do not run where/ when I want to travel	435	220	215	27	56	87	119	99	42	5	124	144	104	63	321	109	-	6	7	143	285
	38%	39%	36%	28%	31%	36%	38%	44%	48%	59%	38%	37%	35%	45%	38%	42%	-	12%	33%	36%	39%
Generally not convenient by bus/ easier or more convenient by car	287	136	151	27	47	59	86	46	20	3	82	90	79	35	218	59	-	10	4	91	192
	25%	24%	26%	28%	26%	25%	27%	20%	23%	35%	25%	23%	27%	25%	26%	22%	-	21%	19%	23%	26%
Bus journey is too slow / infrequent	278	107	171	23	42	63	71	54	25	1	99	102	54	23	199	66	-	13	3	76	200
	24%	19%	29%	23%	23%	26%	23%	24%	29%	7%	30%	26%	18%	16%	24%	25%	-	26%	12%	19%	27%
I would need to change my bus / no direct route	197	86	111	6	33	41	69	33	14	-	75	70	41	11	149	41	-	7	4	62	131
	17%	15%	19%	6%	18%	17%	22%	15%	16%	-	23%	18%	14%	8%	18%	16%	-	15%	19%	16%	18%
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130	51	79	24	21	26	35	17	6	1	36	43	42	8	91	29	-	10	1	47	83
	11%	9%	13%	25%	11%	11%	11%	8%	7%	17%	11%	11%	14%	6%	11%	11%	-	21%	2%	12%	11%
Bus stop is not near to destination	120	60	60	12	20	22	23	32	10	-	31	44	27	18	90	26	-	4	5	41	73
	10%	11%	10%	13%	11%	9%	7%	14%	12%	-	9%	11%	9%	13%	11%	10%	-	8%	25%	10%	10%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113	61	52	2	24	26	26	23	11	*	41	35	25	12	84	25	-	3	2	38	73
	10%	11%	9%	2%	13%	11%	8%	10%	13%	5%	13%	9%	8%	8%	10%	10%	-	7%	10%	10%	10%
Buses are not reliable and punctual	98	39	59	14	19	20	31	12	2	-	32	33	20	13	73	15	-	10	1	34	64
	9%	7%	10%	14%	11%	8%	10%	6%	2%	-	10%	8%	7%	9%	9%	6%	-	21%	4%	9%	9%
Bus stop is not near home	70	20	49	15	9	8	12	19	6	-	19	22	15	13	41	22	-	7	1	17	53
	6%	4%	8%	16%	5%	3%	4%	9%	7%	-	6%	6%	5%	10%	5%	8%	-	15%	2%	4%	7%
Can never be sure what time the bus will arrive/how long it will take	70	25	45	5	13	15	18	12	7	-	28	22	12	8	46	19	-	4	4	20	46
	6%	4%	8%	5%	7%	6%	6%	5%	8%	-	8%	6%	4%	6%	5%	7%	-	8%	16%	5%	6%
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45	14	30	5	13	8	12	4	2	-	19	14	8	4	32	10	-	2	1	12	31
	4%	3%	5%	5%	7%	3%	4%	2%	3%	-	6%	4%	3%	3%	4%	4%	-	5%	5%	3%	4%
I don't know what bus services are available	31	12	18	4	1	9	10	6	1	-	13	5	10	2	22	7	-	2	1	6	24
	3%	2%	3%	4%	1%	4%	3%	3%	1%	-	4%	1%	3%	2%	3%	3%	-	4%	6%	1%	3%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	1151	558	593	97	182	240	313	224	86	8	327	389	295	141	842	261	-	49	22	392	737
I do not feel safe on the bus / at bus stations	27 2%	6 1%	20 3%	3 3%	7 4%	4 2%	8 2%	5 2%	1 1%	-	4 1%	12 3%	6 2%	4 3%	14 2%	10 4%	-	3 6%	1 4%	12 3%	14 2%
Buses are not accessible/easy to get on	21 2%	5 1%	16 3%	2 2%	-	4 2%	5 1%	9 4%	1 1%	1 11%	3 1%	11 3%	5 2%	2 2%	18 2%	3 1%	-	-	-	8 2%	13 2%
No particular reason	34 3%	19 3%	16 3%	6 6%	10 6%	9 4%	6 2%	2 1%	1 1%	-	9 3%	10 3%	10 4%	5 4%	19 2%	9 4%	-	6 13%	1 4%	19 5%	14 2%
Need to use car for work	20 2%	10 2%	10 2%	-	1 *	3 1%	10 3%	4 2%	1 2%	-	5 1%	8 2%	4 1%	3 2%	18 2%	1 *	-	-	-	12 3%	8 1%
Need car for school run/ lifts for other family or friends	12 1%	5 1%	7 1%	-	-	4 2%	2 1%	5 2%	-	-	3 1%	4 1%	5 2%	-	10 1%	1 1%	-	-	-	5 1%	7 1%
Others	64 6%	29 5%	35 6%	12 12%	10 6%	13 5%	18 6%	7 3%	3 3%	1 17%	14 4%	34 9%	10 3%	6 4%	38 5%	23 9%	-	3 6%	1 5%	21 5%	41 6%
Don't know	10 1%	6 1%	4 1%	-	3 2%	2 1%	2 1%	2 1%	-	-	4 1%	4 1%	2 1%	-	9 1%	1 1%	-	-	2 10%	3 1%	5 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1030	62	728	103	137	135	159	110	626	270	319	294	138
Weighted base	1151	86	708	154	203	166	177	164	644	262	404	332	145
Buses do not run where/ when I want to travel	435 38%	5 6%	256 36%	62 40%	113 56%	63 38%	73 41%	46 28%	253 39%	86 33%	156 39%	136 41%	55 38%
Generally not convenient by bus/ easier or more convenient by car	287 25%	11 13%	175 25%	39 26%	61 30%	44 26%	47 26%	62 38%	134 21%	71 27%	83 20%	103 31%	30 21%
Bus journey is too slow / infrequent	278 24%	17 19%	169 24%	37 24%	55 27%	42 25%	45 25%	37 23%	155 24%	87 33%	98 24%	84 25%	8 6%
I would need to change my bus / no direct route	197 17%	16 18%	129 18%	21 14%	31 15%	25 15%	32 18%	32 19%	108 17%	71 27%	60 15%	47 14%	18 12%
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 11%	10 12%	99 14%	11 7%	11 5%	10 6%	19 11%	29 17%	72 11%	28 11%	44 11%	47 14%	11 7%
Bus stop is not near to destination	120 10%	5 5%	59 8%	16 10%	41 20%	18 11%	23 13%	13 8%	66 10%	31 12%	26 6%	44 13%	19 13%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 10%	16 19%	61 9%	18 12%	17 9%	19 11%	20 11%	12 8%	61 9%	40 15%	39 10%	23 7%	11 8%
Buses are not reliable and punctual	98 9%	3 3%	68 10%	12 7%	16 8%	13 8%	15 8%	22 13%	48 7%	27 10%	38 9%	26 8%	7 5%
Bus stop is not near home	70 6%	4 5%	26 4%	1 1%	38 19%	7 4%	10 6%	12 7%	41 6%	15 6%	14 4%	33 10%	8 6%
Can never be sure what time the bus will arrive/how long it will take	70 6%	7 8%	53 7%	7 5%	3 1%	11 7%	6 4%	11 7%	41 6%	25 10%	21 5%	16 5%	7 5%
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 4%	3 4%	38 5%	- -	4 2%	4 3%	4 2%	10 6%	26 4%	11 4%	15 4%	16 5%	3 2%
I don't know what bus services are available	31 3%	3 3%	22 3%	2 2%	4 2%	3 2%	5 3%	7 4%	15 2%	12 5%	8 2%	5 2%	5 4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1151	86	708	154	203	166	177	164	644	262	404	332	145
I do not feel safe on the bus / at bus stations	27 2%	9 10%	18 3%	- -	- -	3 2%	1 1%	14 8%	9 1%	2 1%	9 2%	11 3%	5 3%
Buses are not accessible/easy to get on	21 2%	2 2%	13 2%	3 2%	4 2%	1 *	2 1%	2 1%	17 3%	4 1%	8 2%	5 1%	5 3%
No particular reason	34 3%	7 8%	24 3%	3 2%	1 *	7 4%	6 3%	2 1%	19 3%	1 *	15 4%	9 3%	7 5%
Need to use car for work	20 2%	4 4%	11 2%	1 1%	3 2%	3 2%	3 2%	2 2%	11 2%	5 2%	10 2%	4 1%	2 1%
Need car for school run/ lifts for other family or friends	12 1%	3 3%	8 1%	1 1%	- -	- -	8 5%	2 1%	2 *	3 1%	6 2%	3 1%	- -
Others	64 6%	8 9%	40 6%	12 8%	4 2%	4 3%	11 6%	20 12%	28 4%	10 4%	27 7%	20 6%	5 3%
Don't know	10 1%	1 1%	9 1%	- -	- -	1 1%	- -	- -	9 1%	4 2%	1 *	3 1%	1 1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1030	775	255	773	242	8	7	209	63	164	190	62	207	66	9	57
Weighted base	1151	879	272	865	269	8	10	236	67	184	212	71	243	65	13	57
Buses do not run where/ when I want to travel	435 38%	341 39%	95 35%	333 39%	99 37%	* 6%	2 25%	96 41%	22 32%	61 33%	96 46%	21 30%	85 35%	27 42%	5 35%	20 35%
Generally not convenient by bus/ easier or more convenient by car	287 25%	218 25%	69 25%	231 27%	56 21%	- -	- -	66 28%	20 29%	54 29%	53 25%	21 30%	49 20%	15 23%	2 13%	7 12%
Bus journey is too slow / infrequent	278 24%	217 25%	61 22%	218 25%	59 22%	* 6%	- -	54 23%	12 18%	49 27%	54 25%	25 35%	55 23%	13 20%	3 24%	12 21%
I would need to change my bus / no direct route	197 17%	151 17%	46 17%	148 17%	45 17%	2 31%	2 19%	34 14%	11 17%	31 17%	41 19%	8 11%	47 19%	12 19%	- -	12 22%
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 11%	100 11%	30 11%	97 11%	31 12%	- -	2 15%	36 15%	6 8%	23 13%	19 9%	8 11%	23 10%	7 10%	- -	7 12%
Bus stop is not near to destination	120 10%	92 10%	28 10%	85 10%	31 12%	- -	4 37%	24 10%	9 13%	21 12%	27 13%	8 11%	21 9%	6 10%	- -	4 7%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 10%	94 11%	18 7%	89 10%	21 8%	2 31%	- -	23 10%	1 2%	18 10%	18 8%	5 7%	30 12%	5 7%	1 10%	12 22%
Buses are not reliable and punctual	98 9%	75 8%	24 9%	66 8%	31 11%	- -	2 19%	18 8%	1 2%	26 14%	20 9%	11 16%	16 7%	4 6%	* 1%	2 3%
Bus stop is not near home	70 6%	58 7%	12 4%	53 6%	15 5%	- -	2 18%	19 8%	4 5%	12 6%	12 6%	9 12%	11 5%	3 5%	1 4%	- -
Can never be sure what time the bus will arrive/how long it will take	70 6%	51 6%	18 7%	52 6%	17 6%	1 13%	- -	14 6%	4 6%	18 10%	11 5%	6 9%	12 5%	1 2%	- -	4 7%
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 4%	35 4%	9 3%	27 3%	18 7%	- -	- -	12 5%	2 3%	12 7%	4 2%	1 2%	11 4%	2 3%	1 4%	1 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	1151	879	272	865	269	8	10	236	67	184	212	71	243	65	13	57
I don't know what bus services are available	31 3%	20 2%	10 4%	22 2%	9 3%	-	-	9 4%	3 4%	1 1%	10 5%	1 1%	8 3%	-	-	-
I do not feel safe on the bus / at bus stations	27 2%	21 2%	6 2%	21 2%	6 2%	-	*	4 1%	1 2%	6 3%	3 1%	1 1%	8 3%	2 3%	3 24%	1 1%
Buses are not accessible/easy to get on	21 2%	20 2%	1 *	13 1%	8 3%	-	-	7 3%	1 2%	4 2%	3 1%	1 1%	3 1%	1 1%	-	2 3%
No particular reason	34 3%	20 2%	15 5%	19 2%	11 4%	2 25%	2 19%	12 5%	2 3%	8 4%	7 3%	-	3 1%	2 3%	-	-
Need to use car for work	20 2%	17 2%	3 1%	17 2%	3 1%	-	-	1 *	* 1%	5 2%	3 1%	-	9 4%	1 2%	-	*
Need car for school run/ lifts for other family or friends	12 1%	7 1%	5 2%	3 *	9 3%	-	-	1 *	-	1 1%	1 *	1 1%	6 2%	-	-	3 6%
Others	64 6%	42 5%	22 8%	52 6%	12 4%	-	-	15 6%	6 9%	10 5%	11 5%	5 7%	8 3%	2 3%	3 25%	3 6%
Don't know	10 1%	8 1%	2 1%	9 1%	-	1 12%	-	4 2%	-	3 2%	2 1%	1 1%	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1030	429	196	218	52	135	194	579	83	159	15	298	195	242	120	26	49	4
Weighted base	1151	476	222	243	56	154	211	654	93	176	18	329	222	261	135	26	51	4
Buses do not run where/ when I want to travel	435 38%	168 35%	93 42%	104 43%	24 42%	46 30%	66 31%	267 41%	38 41%	61 35%	3 16%	113 34%	85 38%	115 44%	55 40%	11 44%	22 43%	1 13%
Generally not convenient by bus/ easier or more convenient by car	287 25%	105 22%	51 23%	77 32%	16 28%	38 24%	41 19%	190 29%	14 16%	42 24%	-	97 30%	47 21%	75 29%	25 18%	8 30%	10 20%	-
Bus journey is too slow / infrequent	278 24%	139 29%	45 20%	53 22%	9 15%	33 21%	58 28%	160 24%	21 22%	39 22%	*	93 28%	47 21%	74 28%	33 25%	6 24%	11 22%	-
I would need to change my bus / no direct route	197 17%	94 20%	37 16%	40 16%	6 11%	21 13%	46 22%	102 16%	20 21%	25 14%	4 25%	57 17%	46 21%	42 16%	31 23%	3 11%	6 12%	2 35%
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 11%	41 9%	22 10%	38 16%	9 15%	21 13%	20 9%	77 12%	7 8%	24 14%	2 8%	40 12%	20 9%	29 11%	12 9%	3 10%	7 14%	-
Bus stop is not near to destination	120 10%	50 11%	22 10%	24 10%	6 10%	18 12%	9 4%	76 12%	16 17%	15 9%	4 21%	23 7%	21 9%	35 13%	13 10%	2 6%	7 13%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 10%	60 13%	18 8%	24 10%	4 6%	7 4%	17 8%	72 11%	10 10%	12 7%	2 14%	37 11%	24 11%	21 8%	9 6%	5 19%	4 8%	2 39%
Buses are not reliable and punctual	98 9%	40 8%	22 10%	27 11%	4 6%	6 4%	16 8%	50 8%	6 7%	25 14%	2 11%	25 8%	18 8%	20 8%	16 12%	2 7%	2 4%	-
Bus stop is not near home	70 6%	19 4%	16 7%	18 7%	4 6%	13 8%	5 2%	49 7%	5 5%	10 6%	2 10%	11 3%	19 8%	17 7%	9 7%	2 7%	2 4%	-
Can never be sure what time the bus will arrive/how long it will take	70 6%	35 7%	18 8%	16 6%	* 1%	* *	13 6%	39 6%	6 7%	10 6%	1 6%	15 4%	16 7%	18 7%	8 6%	3 11%	2 4%	1 13%
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 4%	14 3%	11 5%	9 4%	1 2%	9 6%	4 2%	22 3%	7 8%	11 6%	-	11 3%	6 3%	9 4%	10 8%	3 10%	1 2%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1151	476	222	243	56	154	211	654	93	176	18	329	222	261	135	26	51	4
I don't know what bus services are available	31 3%	21 4%	3 1%	4 2%	-	3 2%	7 3%	15 2%	1 1%	9 5%	-	6 2%	8 4%	7 3%	5 4%	-	2 5%	-
I do not feel safe on the bus / at bus stations	27 2%	5 1%	7 3%	8 3%	3 6%	4 3%	4 2%	16 2%	1 1%	5 3%	*	7 2%	6 3%	3 1%	6 4%	-	-	-
Buses are not accessible/easy to get on	21 2%	9 2%	4 2%	2 1%	3 6%	2 2%	1 1%	11 2%	2 2%	7 4%	-	2 1%	7 3%	3 1%	3 2%	1 3%	3 5%	-
No particular reason	34 3%	14 3%	2 1%	5 2%	4 7%	9 6%	3 2%	16 2%	4 4%	7 4%	4 22%	5 1%	5 2%	9 4%	2 2%	1 5%	2 4%	-
Need to use car for work	20 2%	8 2%	7 3%	2 1%	-	2 1%	5 2%	12 2%	1 1%	2 1%	-	3 1%	8 4%	5 2%	2 2%	*	-	-
Need car for school run/ lifts for other family or friends	12 1%	8 2%	2 1%	2 1%	-	-	1 1%	1 *	5 5%	4 2%	-	3 1%	-	-	9 6%	-	-	-
Others	64 6%	21 4%	17 7%	12 5%	3 6%	10 6%	14 7%	38 6%	4 4%	7 4%	-	24 7%	4 2%	11 4%	4 3%	-	5 9%	-
Don't know	10 1%	3 1%	2 1%	4 2%	-	2 1%	1 1%	8 1%	-	-	1 5%	1 *	3 2%	3 1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license but drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1030	934	3	65	25	396	323	192	65	3	25	23	74	106	171	190	189	300
Weighted base	1151	1029	4	96	18	429	371	206	96	4	18	23	80	133	208	202	175	352
Buses do not run where/ when I want to travel	435 38%	401 39%	4 100%	25 26%	4 21%	181 42%	154 42%	63 30%	25 26%	4 100%	4 21%	3 13%	22 28%	60 45%	108 52%	81 40%	62 36%	101 29%
Generally not convenient by bus/ easier or more convenient by car	287 25%	262 25%	1 40%	21 22%	3 16%	115 27%	96 26%	48 24%	21 22%	1 40%	3 16%	3 12%	24 30%	37 28%	52 25%	58 29%	44 25%	72 20%
Bus journey is too slow / infrequent	278 24%	264 26%	- -	11 12%	3 14%	119 28%	99 27%	43 21%	11 12%	- -	3 14%	3 12%	23 28%	26 20%	51 25%	49 24%	59 34%	69 20%
I would need to change my bus / no direct route	197 17%	187 18%	1 40%	6 6%	3 16%	89 21%	61 16%	30 15%	6 6%	1 40%	3 16%	6 27%	12 15%	15 11%	41 20%	44 22%	38 22%	47 13%
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 11%	110 11%	1 14%	19 20%	- -	32 7%	52 14%	24 12%	19 20%	1 14%	- -	3 14%	10 12%	18 13%	21 10%	23 11%	17 10%	42 12%
Bus stop is not near to destination	120 10%	100 10%	2 54%	15 15%	3 19%	48 11%	36 10%	13 6%	15 15%	2 54%	3 19%	4 17%	7 9%	20 15%	26 12%	15 7%	18 10%	35 10%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 10%	102 10%	1 40%	9 9%	1 4%	38 9%	43 12%	18 9%	9 9%	1 40%	1 4%	3 15%	6 7%	11 8%	22 10%	12 6%	17 10%	45 13%
Buses are not reliable and punctual	98 9%	83 8%	1 14%	15 15%	* 2%	33 8%	28 8%	19 9%	15 15%	1 14%	* 2%	3 14%	11 14%	8 6%	16 8%	18 9%	17 10%	29 8%
Bus stop is not near home	70 6%	60 6%	1 14%	9 10%	- -	16 4%	31 8%	9 5%	9 10%	1 14%	- -	4 15%	3 4%	11 8%	8 4%	10 5%	6 3%	31 9%
Can never be sure what time the bus will arrive/how long it will take	70 6%	63 6%	1 40%	3 3%	2 12%	24 6%	23 6%	14 7%	3 3%	1 40%	2 12%	2 8%	5 6%	9 7%	9 5%	18 9%	14 8%	14 4%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	1151	1029	4	96	18	429	371	206	96	4	18	23	80	133	208	202	175	352
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 4%	40 4%	1 14%	3 3%	1 3%	11 3%	15 4%	14 7%	3 3%	1 14%	1 3%	1 3%	9 11%	3 2%	2 1%	9 5%	7 4%	15 4%
I don't know what bus services are available	31 3%	29 3%	-	-	1 7%	11 3%	10 3%	7 3%	-	-	1 7%	1 4%	2 3%	1 1%	5 2%	4 2%	7 4%	11 3%
I do not feel safe on the bus / at bus stations	27 2%	23 2%	1 14%	3 3%	* 2%	12 3%	7 2%	3 2%	3 3%	1 14%	* 2%	-	5 7%	2 2%	3 1%	5 2%	3 1%	9 3%
Buses are not accessible/easy to get on	21 2%	19 2%	-	2 2%	-	6 1%	5 1%	8 4%	2 2%	-	-	-	-	4 3%	1 *	2 1%	3 2%	12 3%
No particular reason	34 3%	25 2%	-	9 9%	1 5%	6 1%	6 2%	12 6%	9 9%	-	1 5%	* 1%	1 1%	4 3%	6 3%	5 3%	2 1%	16 4%
Need to use car for work	20 2%	20 2%	-	-	-	15 3%	3 1%	2 1%	-	-	-	-	-	1 1%	4 2%	5 3%	3 2%	6 2%
Need car for school run/ lifts for other family or friends	12 1%	12 1%	-	-	-	3 1%	7 2%	1 1%	-	-	-	-	-	3 2%	3 2%	3 1%	2 1%	1 *
Others	64 6%	48 5%	-	13 14%	1 6%	13 3%	14 4%	20 10%	13 14%	-	1 6%	2 8%	5 6%	11 8%	7 3%	6 3%	11 6%	23 7%
Don't know	10 1%	7 1%	-	1 1%	2 12%	2 *	4 1%	1 1%	1 1%	-	2 12%	-	-	-	-	-	-	10 3%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1030	1030	-	-	-	-
Weighted base	1151	1151	-	-	-	-
Buses do not run where/ when I want to travel	435 38%	435 38%	-	-	-	-
Generally not convenient by bus/ easier or more convenient by car	287 25%	287 25%	-	-	-	-
Bus journey is too slow / infrequent	278 24%	278 24%	-	-	-	-
I would need to change my bus / no direct route	197 17%	197 17%	-	-	-	-
Buses are expensive / more expensive / do not offer good value for money/ It's cheaper by car	130 11%	130 11%	-	-	-	-
Bus stop is not near to destination	120 10%	120 10%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	113 10%	113 10%	-	-	-	-
Buses are not reliable and punctual	98 9%	98 9%	-	-	-	-
Bus stop is not near home	70 6%	70 6%	-	-	-	-
Can never be sure what time the bus will arrive/how long it will take	70 6%	70 6%	-	-	-	-
Buses are uncomfortable / poor condition / not clean / overcrowded /too cold or hot	45 4%	45 4%	-	-	-	-
I don't know what bus services are available	31 3%	31 3%	-	-	-	-
I do not feel safe on the bus / at bus stations	27 2%	27 2%	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	1151	1151	-	-	-	-
Buses are not accessible/easy to get on	21 2%	21 2%	-	-	-	-
No particular reason	34 3%	34 3%	-	-	-	-
Need to use car for work	20 2%	20 2%	-	-	-	-
Need car for school run/ lifts for other family or friends	12 1%	12 1%	-	-	-	-
Others	64 6%	64 6%	-	-	-	-
Don't know	10 1%	10 1%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	996	505	491	49	139	223	284	198	96	7	324	338	219	115	765	196	-	35	25	399	572
Weighted base	1111	583	528	88	177	230	306	212	91	7	338	376	268	130	840	217	-	54	21	357	733
Trains do not run where I want to travel	328 30%	173 30%	155 29%	23 26%	30 17%	79 34%	96 31%	62 29%	36 40%	2 26%	99 29%	102 27%	80 30%	46 36%	239 28%	75 35%	-	14 26%	7 35%	98 28%	222 30%
Train station is not near home	321 29%	149 26%	172 33%	45 52%	43 24%	52 23%	74 24%	75 35%	31 34%	1 18%	87 26%	113 30%	90 33%	32 25%	240 29%	62 29%	-	19 35%	4 19%	77 22%	240 33%
No direct route - I would need to change train or use bus and train	248 22%	120 21%	128 24%	15 18%	41 23%	50 22%	73 24%	46 22%	21 23%	1 14%	104 31%	81 21%	48 18%	15 12%	193 23%	40 19%	-	14 26%	4 21%	61 17%	182 25%
Train station is not near to destination	230 21%	116 20%	114 22%	25 29%	34 19%	44 19%	53 17%	63 30%	11 12%	-	74 22%	73 19%	52 20%	31 24%	169 20%	43 20%	-	18 34%	3 13%	86 24%	141 19%
Trains do not run when I want to travel	173 16%	98 17%	75 14%	17 19%	18 10%	38 16%	52 17%	37 18%	11 12%	1	50 15%	48 13%	47 17%	28 21%	125 15%	42 19%	-	6 11%	2 10%	46 13%	125 17%
Generally not convenient by train/ easier or more convenient by car	142 13%	72 12%	70 13%	7 8%	27 15%	28 12%	29 10%	34 16%	15 16%	22%	47 14%	49 13%	31 12%	15 11%	113 13%	22 10%	-	13 13%	19 19%	39 11%	99 14%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	46 8%	39 7%	12 13%	11 6%	26 11%	23 7%	11 5%	1 2%	22%	28 8%	31 8%	18 7%	8 6%	58 7%	14 6%	-	13 25%	-	25 7%	60 8%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	36 6%	32 6%	5 5%	13 7%	19 8%	15 5%	8 4%	9 10%	-	29 8%	22 6%	12 5%	5 4%	45 5%	16 7%	-	7 12%	1 7%	22 6%	44 6%
Train journey is too slow / infrequent	57 5%	31 5%	26 5%	5 6%	9 5%	17 7%	15 5%	10 5%	1 1%	-	30 9%	13 4%	9 4%	4 3%	40 5%	8 4%	-	8 15%	1 7%	10 3%	46 6%
Trains are not accessible/easy to get on	33 3%	14 2%	19 4%	3 3%	4 2%	10 5%	7 2%	6 3%	3 4%	-	9 3%	15 4%	6 2%	4 3%	26 3%	6 3%	-	1 2%	* 2%	20 6%	13 2%
Can never be sure what time the train will arrive/how long it will take	18 2%	5 1%	13 2%	2 2%	2 1%	7 3%	2 1%	3 2%	2 2%	-	9 3%	1 *	5 2%	3 2%	12 1%	5 2%	-	1 3%	1 7%	5 1%	11 2%
Trains are not reliable and punctual	14 1%	3 *	11 2%	2 2%	4 2%	4 2%	2 1%	1 *	* 1%	-	7 2%	2 1%	2 1%	2 2%	11 1%	-	-	3 6%	-	4 1%	10 1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	1111	583	528	88	177	230	306	212	91	7	338	376	268	130	840	217	-	54	21	357	733
I don't know what train services are available	11 1%	3 *	8 2%	1 2%	2 1%	5 2%	2 1%	* *	- -	- -	5 1%	4 1%	1 *	1 1%	5 1%	4 2%	- -	1 3%	- -	5 1%	6 1%
I do not feel safe on the train / at train stations	8 1%	4 1%	3 1%	- -	1 *	1 1%	6 2%	- -	- -	- -	1 *	6 2%	1 *	- -	5 1%	3 1%	- -	- -	- -	5 1%	3 *
Need to use car for work	7 1%	5 1%	3 1%	- -	1 1%	1 *	4 1%	2 1%	- -	- -	3 1%	2 *	3 1%	- -	7 1%	- -	- -	- -	- -	4 1%	3 *
No particular reason	25 2%	18 3%	7 1%	3 3%	7 4%	8 3%	5 2%	2 1%	1 1%	- -	7 2%	8 2%	7 3%	3 2%	18 2%	6 3%	- -	2 4%	1 4%	15 4%	10 1%
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	5 1%	2 *	- -	1 *	5 2%	1 *	- -	1 1%	- -	3 1%	4 1%	- -	- -	6 1%	1 *	- -	- -	- -	2 1%	5 1%
Need car for school run/ lifts for other family or friends	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	1 *	- -
Others	29 3%	12 2%	17 3%	2 2%	4 2%	8 4%	9 3%	5 3%	- -	- -	11 3%	12 3%	2 1%	3 3%	23 3%	3 2%	- -	2 4%	1 3%	16 5%	12 2%
Don't know	14 1%	8 1%	6 1%	2 2%	2 1%	5 2%	1 *	3 1%	- -	1 19%	5 1%	6 1%	2 1%	2 2%	10 1%	3 2%	- -	- -	1 5%	6 2%	7 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	996	62	683	109	142	134	142	106	614	283	305	277	122
Weighted base	1111	87	659	156	209	165	162	157	627	273	382	315	133
Trains do not run where I want to travel	328 30%	17 20%	196 30%	43 28%	71 34%	50 30%	38 24%	44 28%	195 31%	74 27%	110 29%	101 32%	42 32%
Train station is not near home	321 29%	11 13%	127 19%	55 35%	127 61%	42 26%	39 24%	59 37%	181 29%	65 24%	110 29%	114 36%	32 24%
No direct route - I would need to change train or use bus and train	248 22%	18 21%	164 25%	31 20%	34 17%	33 20%	44 27%	30 19%	140 22%	79 29%	96 25%	59 19%	13 10%
Train station is not near to destination	230 21%	11 12%	135 20%	30 19%	55 26%	34 20%	33 21%	27 17%	136 22%	49 18%	83 22%	67 21%	32 24%
Trains do not run when I want to travel	173 16%	9 11%	97 15%	27 17%	40 19%	27 17%	21 13%	17 11%	108 17%	41 15%	51 13%	53 17%	27 21%
Generally not convenient by train/ easier or more convenient by car	142 13%	7 8%	85 13%	17 11%	33 16%	16 9%	23 14%	23 15%	80 13%	40 15%	45 12%	31 10%	26 19%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	13 15%	54 8%	7 5%	11 5%	14 8%	13 8%	19 12%	40 6%	29 10%	26 7%	20 6%	11 8%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	12 14%	36 6%	10 6%	10 5%	13 8%	7 4%	9 6%	39 6%	30 11%	19 5%	13 4%	6 5%
Train journey is too slow / infrequent	57 5%	5 6%	33 5%	9 6%	9 5%	12 7%	16 10%	8 5%	21 3%	22 8%	19 5%	12 4%	3 2%
Trains are not accessible/easy to get on	33 3%	2 2%	15 2%	13 8%	5 2%	10 6%	8 5%	-	16 3%	8 3%	12 3%	8 3%	5 4%
Can never be sure what time the train will arrive/how long it will take	18 2%	-	13 2%	5 3%	* *	4 2%	1 1%	4 2%	9 1%	7 2%	5 1%	4 1%	1 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	1111	87	659	156	209	165	162	157	627	273	382	315	133
Trains are not reliable and punctual	14 1%	-	11 2%	*	3 1%	1 *	2 1%	2 1%	10 2%	6 2%	3 1%	4 1%	*
I don't know what train services are available	11 1%	1 2%	10 1%	-	-	3 2%	-	3 2%	5 1%	4 2%	3 1%	3 1%	1 1%
I do not feel safe on the train / at train stations	8 1%	3 4%	5 1%	-	-	1 *	2 2%	4 3%	1 *	1 *	2 1%	1 *	3 2%
Need to use car for work	7 1%	1 1%	5 1%	-	2 1%	2 1%	3 2%	-	3 *	3 1%	5 1%	-	-
No particular reason	25 2%	5 6%	20 3%	-	-	6 4%	4 3%	1 1%	14 2%	7 2%	10 3%	5 2%	3 2%
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	3 3%	4 1%	-	1 *	1 *	3 2%	2 1%	1 *	5 2%	-	1 *	1 1%
Need car for school run/ lifts for other family or friends	1 *	-	1 *	-	-	-	-	1 1%	-	1 *	-	-	-
Others	29 3%	4 4%	19 3%	3 2%	2 1%	4 2%	4 3%	6 4%	15 2%	10 4%	6 2%	11 3%	1 *
Don't know	14 1%	1 2%	13 2%	-	-	1 1%	1 1%	2 1%	10 2%	5 2%	2 1%	4 1%	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	996	761	235	751	231	7	7	197	61	159	182	60	208	63	11	54
Weighted base	1111	865	246	842	251	8	10	224	66	180	199	72	237	64	15	55
Trains do not run where I want to travel	328 30%	249 29%	79 32%	238 28%	83 33%	2 25%	4 43%	63 28%	11 16%	53 29%	55 28%	15 21%	90 38%	13 20%	4 26%	24 43%
Train station is not near home	321 29%	255 30%	66 27%	247 29%	69 27%	-	5 53%	59 27%	32 48%	56 31%	58 29%	23 32%	68 29%	10 16%	3 17%	12 22%
No direct route - I would need to change train or use bus and train	248 22%	194 22%	53 22%	198 24%	47 19%	-	2 18%	43 19%	12 18%	49 27%	43 21%	9 12%	58 24%	18 29%	2 12%	15 27%
Train station is not near to destination	230 21%	179 21%	51 21%	171 20%	57 23%	1 12%	2 19%	55 25%	11 16%	41 23%	49 24%	22 31%	34 14%	13 20%	* 3%	5 10%
Trains do not run when I want to travel	173 16%	141 16%	32 13%	121 14%	48 19%	-	4 38%	38 17%	5 8%	17 10%	30 15%	15 21%	49 21%	11 17%	3 19%	5 10%
Generally not convenient by train/ easier or more convenient by car	142 13%	100 12%	42 17%	105 12%	37 15%	-	-	38 17%	8 13%	28 15%	29 15%	5 6%	27 11%	6 9%	1 9%	1 1%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	63 7%	22 9%	62 7%	24 9%	-	-	25 11%	2 3%	11 6%	13 6%	8 11%	23 10%	2 3%	-	2 4%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	53 6%	15 6%	50 6%	15 6%	3 38%	-	14 6%	* 1%	10 5%	12 6%	3 4%	18 8%	5 8%	1 9%	6 10%
Train journey is too slow / infrequent	57 5%	45 5%	12 5%	40 5%	15 6%	1 17%	-	16 7%	3 4%	4 2%	9 4%	5 8%	17 7%	2 3%	* 3%	* 1%
Trains are not accessible/easy to get on	33 3%	28 3%	6 2%	29 3%	4 2%	-	* 4%	9 4%	3 5%	2 1%	9 5%	2 3%	3 1%	2 4%	-	2 4%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Weighted base	1111	865	246	842	251	8	10	224	66	180	199	72	237	64	15	55
Can never be sure what time the train will arrive/how long it will take	18 2%	13 1%	5 2%	16 2%	2 1%	-	-	6 3%	2 2%	5 3%	3 1%	-	2 1%	1 1%	-	-
Trains are not reliable and punctual	14 1%	11 1%	2 1%	9 1%	5 2%	-	-	2 1%	1 2%	4 2%	2 1%	-	3 1%	* 1%	* 3%	-
I don't know what train services are available	11 1%	8 1%	3 1%	7 1%	4 2%	-	-	1 *	-	1 1%	3 2%	3 4%	1 1%	-	-	1 2%
I do not feel safe on the train / at train stations	8 1%	6 1%	2 1%	5 1%	3 1%	-	-	1 *	1 1%	3 2%	-	-	-	-	3 21%	-
Need to use car for work	7 1%	6 1%	2 1%	7 1%	-	-	-	-	-	1 1%	1 *	-	6 2%	-	-	-
No particular reason	25 2%	19 2%	7 3%	15 2%	6 3%	2 25%	2 19%	5 2%	2 4%	4 2%	5 2%	1 1%	3 1%	5 8%	-	-
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	6 1%	1 *	6 1%	1 *	-	-	1 *	1 1%	1 *	1 *	-	4 2%	1 1%	-	-
Need car for school run/ lifts for other family or friends	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-
Others	29 3%	18 2%	11 4%	22 3%	7 3%	-	-	3 1%	* 1%	3 2%	5 2%	7 9%	7 3%	-	1 9%	3 5%
Don't know	14 1%	12 1%	2 1%	11 1%	2 1%	1 12%	-	1 *	1 1%	4 2%	4 2%	1 1%	2 1%	-	2 13%	* 1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	996	418	195	206	52	125	180	571	84	147	14	283	193	238	118	29	46	3
Weighted base	1111	463	218	226	60	143	191	651	92	158	18	312	222	256	133	26	49	4
Trains do not run where I want to travel	328 30%	149 32%	59 27%	71 31%	12 20%	37 26%	59 31%	179 28%	32 35%	51 32%	6 35%	90 29%	63 28%	73 28%	45 34%	7 26%	18 37%	2 55%
Train station is not near home	321 29%	106 23%	69 32%	82 36%	12 20%	52 37%	31 16%	216 33%	30 32%	39 25%	5 29%	82 26%	57 26%	88 34%	38 29%	6 24%	11 22%	-
No direct route - I would need to change train or use bus and train	248 22%	107 23%	52 24%	53 24%	9 15%	26 18%	57 30%	142 22%	17 18%	30 19%	2 10%	83 27%	43 19%	62 24%	35 26%	2 9%	3 6%	-
Train station is not near to destination	230 21%	87 19%	44 20%	52 23%	14 23%	33 23%	37 19%	134 21%	20 22%	36 23%	3 16%	64 20%	36 16%	59 23%	20 15%	10 37%	13 26%	-
Trains do not run when I want to travel	173 16%	69 15%	38 17%	31 14%	9 15%	26 18%	21 11%	100 15%	14 15%	35 22%	4 21%	33 11%	39 18%	43 17%	23 18%	5 21%	13 27%	-
Generally not convenient by train/ easier or more convenient by car	142 13%	56 12%	24 11%	31 14%	6 10%	25 17%	16 8%	89 14%	11 11%	26 17%	-	43 14%	27 12%	31 12%	22 17%	3 12%	8 16%	-
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	37 8%	13 6%	15 7%	9 15%	11 7%	8 4%	54 8%	9 10%	15 9%	-	26 8%	16 7%	18 7%	11 8%	1 4%	5 11%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	35 8%	16 7%	11 5%	5 9%	1 *	11 6%	39 6%	8 8%	7 4%	3 17%	18 6%	16 7%	11 4%	10 7%	2 9%	2 5%	2 45%
Train journey is too slow / infrequent	57 5%	24 5%	11 5%	13 6%	4 6%	4 3%	7 4%	33 5%	5 5%	10 7%	1 7%	14 5%	10 5%	13 5%	7 5%	3 10%	5 9%	-
Trains are not accessible/easy to get on	33 3%	16 3%	3 1%	4 2%	4 6%	7 5%	5 3%	23 4%	1 1%	3 2%	* 2%	11 4%	6 3%	8 3%	2 2%	-	-	-
Can never be sure what time the train will arrive/how long it will take	18 2%	6 1%	6 3%	4 2%	-	2 1%	3 2%	13 2%	1 1%	1 1%	-	5 2%	2 1%	7 3%	2 2%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	1111	463	218	226	60	143	191	651	92	158	18	312	222	256	133	26	49	4
Trains are not reliable and punctual	14 1%	7 1%	4 2%	3 1%	- -	- -	2 1%	7 1%	3 3%	2 1%	- -	1 *	4 2%	5 2%	3 2%	- -	- -	- -
I don't know what train services are available	11 1%	5 1%	3 1%	1 *	- -	2 1%	3 1%	4 1%	- -	4 2%	- -	2 1%	4 2%	1 *	3 2%	- -	- -	- -
I do not feel safe on the train / at train stations	8 1%	1 *	- -	1 1%	3 5%	3 2%	- -	5 1%	- -	3 2%	- -	1 *	4 2%	- -	2 2%	1 3%	- -	- -
Need to use car for work	7 1%	5 1%	1 *	1 *	- -	1 1%	2 1%	6 1%	- -	- -	- -	1 *	6 2%	1 *	- -	- -	- -	- -
No particular reason	25 2%	11 2%	2 1%	3 2%	3 5%	6 4%	2 1%	13 2%	3 4%	3 2%	4 22%	3 1%	6 3%	4 2%	1 1%	3 13%	1 2%	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	4 1%	1 *	1 1%	- -	1 *	- -	6 1%	1 1%	- -	- -	1 *	- -	5 2%	1 1%	- -	- -	- -
Need car for school run/ lifts for other family or friends	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -
Others	29 3%	16 3%	6 3%	4 2%	1 2%	2 1%	4 2%	17 3%	2 2%	5 3%	- -	12 4%	3 1%	7 3%	5 4%	* 2%	1 2%	- -
Don't know	14 1%	4 1%	2 1%	2 1%	2 4%	3 2%	3 2%	8 1%	- -	2 1%	1 5%	2 1%	5 2%	5 2%	- -	- -	2 4%	- -

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	996	910	3	59	22	441	292	158	59	3	22	19	58	88	169	187	208	286
Weighted base	1111	1001	4	87	17	473	337	172	87	4	17	20	65	113	199	201	196	338
Trains do not run where I want to travel	328 30%	298 30%	2 57%	20 23%	5 30%	134 28%	114 34%	50 29%	20 23%	2 57%	5 30%	1 3%	19 29%	45 40%	72 36%	52 26%	57 29%	83 24%
Train station is not near home	321 29%	283 28%	-	33 38%	4 24%	136 29%	96 28%	46 27%	33 38%	-	4 24%	6 28%	15 23%	40 35%	73 37%	59 30%	43 22%	91 27%
No direct route - I would need to change train or use bus and train	248 22%	228 23%	1 37%	15 17%	3 18%	112 24%	72 21%	39 23%	15 17%	1 37%	3 18%	5 27%	14 21%	15 14%	41 21%	47 23%	74 38%	57 17%
Train station is not near to destination	230 21%	201 20%	-	26 30%	3 16%	100 21%	65 19%	33 19%	26 30%	-	3 16%	3 14%	16 24%	31 28%	42 21%	34 17%	41 21%	66 20%
Trains do not run when I want to travel	173 16%	157 16%	2 43%	13 14%	* 3%	77 16%	55 16%	23 14%	13 14%	2 43%	* 3%	1 6%	4 6%	12 10%	38 19%	33 16%	30 15%	57 17%
Generally not convenient by train/ easier or more convenient by car	142 13%	134 13%	1 37%	4 5%	3 15%	75 16%	39 12%	17 10%	4 5%	1 37%	3 15%	2 12%	4 6%	9 8%	37 18%	30 15%	30 16%	32 10%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	77 8%	-	8 10%	-	38 8%	25 7%	14 8%	8 10%	-	-	-	3 5%	5 5%	16 8%	21 11%	21 11%	18 5%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	62 6%	1 37%	5 6%	-	29 6%	15 5%	14 8%	5 6%	1 37%	-	3 15%	1 1%	4 4%	8 4%	10 5%	18 9%	28 8%
Train journey is too slow / infrequent	57 5%	51 5%	-	4 4%	1 8%	34 7%	10 3%	7 4%	4 4%	-	1 8%	-	3 5%	6 5%	7 3%	14 7%	14 7%	12 4%
Trains are not accessible/easy to get on	33 3%	27 3%	-	6 7%	* 2%	13 3%	10 3%	5 3%	6 7%	-	* 2%	-	-	3 2%	3 1%	4 2%	4 2%	21 6%

Fieldwork : 16th November 2009 - May 2010

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	1111	1001	4	87	17	473	337	172	87	4	17	20	65	113	199	201	196	338
Can never be sure what time the train will arrive/how long it will take	18 2%	17 2%	1 37%	-	-	10 2%	2 1%	4 2%	-	1 37%	-	-	* 1%	1 1%	5 2%	4 2%	3 1%	5 2%
Trains are not reliable and punctual	14 1%	12 1%	-	2 2%	-	10 2%	* *	1 1%	2 2%	-	-	-	-	* *	* *	5 3%	2 1%	6 2%
I don't know what train services are available	11 1%	10 1%	-	1 1%	-	1 *	5 2%	2 1%	1 1%	-	-	1 5%	1 2%	-	3 1%	1 1%	2 1%	4 1%
I do not feel safe on the train / at train stations	8 1%	8 1%	-	-	-	5 1%	3 1%	-	-	-	-	-	-	* *	2 1%	1 *	1 *	4 1%
Need to use car for work	7 1%	7 1%	-	-	-	5 1%	2 1%	-	-	-	-	-	-	-	1 *	2 1%	-	5 1%
No particular reason	25 2%	19 2%	-	5 6%	1 5%	10 2%	3 1%	5 3%	5 6%	-	1 5%	1 7%	4 6%	2 2%	4 2%	4 2%	-	12 4%
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	7 1%	-	-	-	3 1%	3 1%	1 1%	-	-	-	1 3%	-	3 3%	-	1 *	2 1%	1 *
Need car for school run/ lifts for other family or friends	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 1%	-
Others	29 3%	28 3%	-	-	1 3%	15 3%	8 2%	4 2%	-	-	1 3%	1 5%	2 3%	3 3%	5 2%	3 1%	8 4%	9 3%
Don't know	14 1%	13 1%	-	-	1 6%	6 1%	4 1%	1 1%	-	-	1 6%	1 7%	1 1%	1 1%	-	* *	-	11 3%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	996	996	-	-	-	-
Weighted base	1111	1111	-	-	-	-
Trains do not run where I want to travel	328 30%	328 30%	-	-	-	-
Train station is not near home	321 29%	321 29%	-	-	-	-
No direct route - I would need to change train or use bus and train	248 22%	248 22%	-	-	-	-
Train station is not near to destination	230 21%	230 21%	-	-	-	-
Trains do not run when I want to travel	173 16%	173 16%	-	-	-	-
Generally not convenient by train/ easier or more convenient by car	142 13%	142 13%	-	-	-	-
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	85 8%	85 8%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	68 6%	68 6%	-	-	-	-
Train journey is too slow / infrequent	57 5%	57 5%	-	-	-	-
Trains are not accessible/easy to get on	33 3%	33 3%	-	-	-	-
Can never be sure what time the train will arrive/how long it will take	18 2%	18 2%	-	-	-	-
Trains are not reliable and punctual	14 1%	14 1%	-	-	-	-
I don't know what train services are available	11 1%	11 1%	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	1111	1111	-	-	-	-
I do not feel safe on the train / at train stations	8 1%	8 1%	- -	- -	- -	- -
Need to use car for work	7 1%	7 1%	- -	- -	- -	- -
No particular reason	25 2%	25 2%	- -	- -	- -	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	7 1%	7 1%	- -	- -	- -	- -
Need car for school run/ lifts for other family or friends	1 *	1 *	- -	- -	- -	- -
Others	29 3%	29 3%	- -	- -	- -	- -
Don't know	14 1%	14 1%	- -	- -	- -	- -

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	73	38	35	1	12	25	14	17	4	-	31	28	9	5	53	19	-	1	3	39	31
Weighted base	84	48	36	4	17	29	12	19	3	-	34	36	7	6	59	21	-	4	3	42	39
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 43%	18 38%	18 49%	-	9 54%	15 53%	3 22%	6 34%	2 70%	-	10 30%	17 47%	5 71%	4 56%	24 41%	12 56%	-	-	1 22%	11 27%	24 62%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	7 14%	6 16%	-	3 19%	5 17%	1 7%	3 16%	-	-	4 11%	5 14%	2 21%	2 31%	11 18%	2 7%	-	-	2 52%	7 18%	3 8%
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	2 4%	6 16%	-	2 11%	1 2%	1 8%	4 22%	-	-	4 12%	3 8%	-	1 9%	4 6%	4 19%	-	-	-	4 8%	4 10%
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	3 6%	4 11%	-	-	5 17%	2 15%	-	-	-	2 5%	5 14%	-	-	5 8%	2 10%	-	-	-	3 7%	4 10%
Tube/metro/light rail/ tram station is not near home	7 8%	4 8%	3 8%	-	2 12%	1 4%	3 29%	-	-	-	3 8%	4 12%	-	-	7 11%	-	-	-	-	5 11%	2 6%
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	4 9%	2 6%	-	1 5%	3 12%	1 4%	1 7%	*	-	1 2%	5 13%	*	1 8%	4 7%	2 10%	-	-	-	3 7%	3 8%
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	1 3%	4 12%	-	2 9%	3 10%	1 11%	-	-	-	3 9%	-	3 36%	-	4 7%	2 7%	-	-	-	3 7%	3 8%
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	3 6%	3 8%	-	-	3 10%	-	3 15%	-	-	3 8%	3 8%	-	-	3 5%	3 13%	-	-	-	-	6 14%
Tube/metro/light rail/ tram station is not near to destination	5 6%	3 6%	3 7%	-	-	3 9%	1 8%	2 9%	-	-	3 8%	-	1 12%	2 27%	4 8%	1 4%	-	-	-	3 8%	2 5%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	84	48	36	4	17	29	12	19	3	-	34	36	7	6	59	21	-	4	3	42	39
Tube/metro/light rail/trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	3 6%	2 7%	-	-	4 13%	1 8%	-	1 20%	-	2 7%	3 8%	-	-	5 8%	1 3%	-	-	-	1 4%	4 10%
I don't know what tube/metro/light rail/tram services are available	2 2%	-	2 6%	-	2 12%	-	-	-	-	-	-	2 6%	-	-	2 3%	-	-	-	-	2 5%	-
Tube/metro/light rail/trams are not reliable and punctual	2 2%	1 2%	1 2%	-	-	2 6%	-	-	-	-	2 5%	-	-	-	2 3%	-	-	-	-	1 2%	1 3%
Can never be sure what time the tube/metro/light rail/tram will arrive/how long it will take	2 2%	2 3%	-	-	-	-	-	2 8%	-	-	-	2 4%	-	-	2 3%	-	-	-	-	-	2 4%
Need to use car for work	1 2%	1 3%	-	-	-	-	-	1 7%	-	-	1 4%	-	-	-	1 2%	-	-	-	-	1 3%	-
Tube/metro/light rail/trams are not accessible/easy to get on	* *	* 1%	-	-	-	-	* 3%	-	-	-	* 1%	-	-	-	-	* 2%	-	-	-	* 1%	-
No particular reason	7 8%	7 14%	* 1%	4 100%	1 6%	1 3%	1 11%	-	-	-	5 14%	1 4%	1 12%	-	2 4%	1 4%	-	4 100%	1 26%	6 14%	* 1%
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 5%	2 5%	-	2 9%	-	3 23%	-	-	-	3 10%	1 2%	-	-	3 6%	1 4%	-	-	-	2 4%	3 7%
Don't know	1 1%	1 2%	-	-	-	-	-	1 6%	-	-	1 2%	* 1%	-	-	* 1%	1 3%	-	-	-	-	1 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	73	29	43	1	-	14	10	4	45	31	16	18	7
Weighted base	84	38	44	2	-	19	12	4	48	32	24	20	7
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 43%	11 28%	24 54%	2 100%	-	10 53%	7 59%	* 9%	18 38%	14 44%	6 23%	11 55%	5 73%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	8 20%	5 10%	-	-	5 25%	3 22%	-	5 10%	4 12%	2 7%	5 24%	2 28%
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	4 10%	4 9%	-	-	-	-	-	8 16%	4 12%	3 11%	1 5%	-
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	6 15%	1 2%	-	-	2 11%	4 31%	-	1 2%	5 15%	-	2 11%	-
Tube/metro/light rail/ tram station is not near home	7 8%	* 1%	6 14%	-	-	3 18%	-	-	3 7%	1 3%	5 18%	1 6%	-
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	2 5%	4 10%	-	-	3 15%	1 4%	-	3 6%	2 6%	-	3 13%	1 18%
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	1 3%	5 10%	-	-	2 8%	-	-	4 9%	3 9%	* 2%	2 8%	1 15%
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	6 15%	-	-	-	-	3 24%	-	3 6%	3 9%	3 11%	-	-
Tube/metro/light rail/ tram station is not near to destination	5 6%	1 2%	5 10%	-	-	-	1 7%	2 40%	3 6%	3 8%	1 4%	2 9%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	84	38	44	2	-	19	12	4	48	32	24	20	7
Tube/metro/light rail/ trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	4 10%	2 4%	-	-	-	3 24%	-	2 5%	5 15%	-	-	1 9%
I don't know what tube/ metro/light rail/tram services are available	2 2%	-	2 5%	-	-	-	-	-	2 4%	-	2 8%	-	-
Tube/metro/light rail/ trams are not reliable and punctual	2 2%	1 2%	1 2%	-	-	-	-	-	2 4%	2 6%	-	-	-
Can never be sure what time the tube/metro/ light rail/tram will arrive/how long it will take	2 2%	-	2 4%	-	-	-	-	-	2 3%	-	2 6%	-	-
Need to use car for work	1 2%	1 4%	-	-	-	-	-	1 32%	-	1 4%	-	-	-
Tube/metro/light rail/ trams are not accessible/easy to get on	* *	-	* 1%	-	-	-	-	-	* 1%	* 1%	-	-	-
No particular reason	7 8%	7 18%	-	-	-	-	1 7%	-	6 13%	-	7 27%	* 2%	-
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 6%	2 4%	-	-	1 5%	-	1 20%	2 5%	3 11%	1 4%	-	-
Don't know	1 1%	1 3%	-	-	-	-	-	-	1 2%	1 3%	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	73	47	26	50	20	2	1	11	5	11	9	8	12	9	-	8
Weighted base	84	58	25	55	25	2	2	13	4	9	13	11	16	9	-	10
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 43%	27 46%	9 36%	28 51%	8 32%	-	-	4 30%	4 100%	4 45%	5 36%	4 33%	8 54%	5 56%	-	3 26%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	7 12%	5 20%	5 10%	5 21%	-	2 100%	1 7%	-	2 17%	-	1 9%	3 18%	-	-	6 59%
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	6 10%	2 7%	6 11%	1 6%	-	-	3 21%	-	1 10%	1 8%	-	1 7%	1 6%	-	1 12%
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	6 10%	1 3%	7 12%	-	-	-	1 7%	-	-	-	2 19%	4 24%	-	-	-
Tube/metro/light rail/ tram station is not near home	7 8%	7 12%	-	3 6%	3 14%	-	-	3 26%	-	-	-	2 19%	1 6%	* 5%	-	-
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	1 2%	5 19%	3 6%	3 13%	-	-	1 11%	-	1 9%	-	-	2 13%	2 19%	-	1 5%
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	4 7%	2 7%	3 6%	2 10%	-	-	-	1 29%	2 17%	-	1 9%	2 11%	* 5%	-	-
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	6 10%	-	6 10%	-	-	-	3 21%	-	-	-	-	3 18%	-	-	-

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	84	58	25	55	25	2	2	13	4	9	13	11	16	9	-	10
Tube/metro/light rail/tram station is not near to destination	5 6%	5 8%	1 3%	5 10%	-	-	-	-	-	2 18%	-	2 16%	1 6%	-	-	1 10%
Tube/metro/light rail/trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	4 6%	1 6%	4 7%	1 6%	-	-	-	-	-	-	-	5 33%	-	-	-
I don't know what tube/metro/light rail/tram services are available	2 2%	2 3%	-	2 4%	-	-	-	2 16%	-	-	-	-	-	-	-	-
Tube/metro/light rail/trams are not reliable and punctual	2 2%	-	2 7%	1 2%	1 3%	-	-	-	-	-	-	1 9%	1 5%	-	-	-
Can never be sure what time the tube/metro/light rail/tram will arrive/how long it will take	2 2%	2 3%	-	2 3%	-	-	-	-	-	-	2 12%	-	-	-	-	-
Need to use car for work	1 2%	1 2%	-	-	1 6%	-	-	-	-	-	-	1 11%	-	-	-	-
Tube/metro/light rail/trams are not accessible/easy to get on	* *	-	* 1%	* 1%	-	-	-	-	-	-	* 3%	-	-	-	-	-
No particular reason	7 8%	5 9%	2 8%	1 2%	4 15%	2 100%	-	2 12%	-	-	4 30%	-	-	2 20%	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
Weighted base	84	58	25	55	25	2	2	13	4	9	13	11	16	9	-	10
Others	4	3	1	4	-	-	-	-	-	1	-	2	2	-	-	-
	5%	6%	4%	8%	-	-	-	-	-	10%	-	14%	11%	-	-	-
Don't know	1	1	-	1	-	-	-	*	-	1	-	-	-	-	-	-
	1%	2%	-	2%	-	-	-	3%	-	8%	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	73	36	10	11	7	9	16	34	7	13	3	15	14	18	5	4	4	-
Weighted base	84	42	10	13	7	12	17	39	9	16	4	18	15	19	7	5	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%	18 43%	3 30%	5 40%	2 21%	8 69%	7 43%	21 54%	- -	8 50%	- -	9 51%	9 61%	10 54%	1 19%	1 14%	2 51%	- -
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	9 21%	1 10%	2 12%	- -	1 7%	- -	5 14%	2 19%	3 22%	2 47%	1 5%	3 21%	- -	1 12%	3 57%	- -	- -
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	5 12%	1 10%	- -	1 15%	1 5%	4 26%	2 5%	* 4%	1 7%	- -	1 8%	4 28%	1 3%	- -	- -	1 49%	- -
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	6 14%	- -	- -	- -	1 7%	- -	7 17%	- -	- -	- -	3 17%	- -	4 20%	- -	- -	- -	- -
Tube/metro/light rail/ tram station is not near home	7 8%	1 2%	2 21%	2 15%	- -	2 15%	* 2%	3 8%	2 23%	1 8%	- -	* 2%	- -	1 5%	3 48%	- -	- -	- -
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	5 12%	- -	1 11%	- -	- -	2 11%	1 4%	3 31%	* 2%	- -	1 8%	- -	1 7%	3 40%	- -	- -	- -
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	3 7%	- -	2 12%	1 14%	* 4%	* 2%	3 8%	- -	2 15%	- -	* 2%	- -	3 16%	1 12%	- -	- -	- -
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	6 13%	- -	- -	- -	- -	3 17%	3 7%	- -	- -	- -	- -	3 19%	3 15%	- -	- -	- -	- -
Tube/metro/light rail/ tram station is not near to destination	5 6%	3 6%	1 9%	- -	- -	2 15%	1 6%	4 11%	- -	- -	- -	2 10%	1 6%	3 14%	- -	- -	- -	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing positive to change	Car only - not willing positive to change	Car and public transport - willing positive to change	Car and public transport - not willing positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	84	42	10	13	7	12	17	39	9	16	4	18	15	19	7	5	3	-
Tube/metro/light rail/trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	5 12%	-	-	-	-	-	4 10%	1 7%	1 5%	-	-	-	4 20%	-	-	-	-
I don't know what tube/metro/light rail/tram services are available	2 2%	-	-	2 15%	-	-	-	2 5%	-	-	-	-	-	-	-	-	-	-
Tube/metro/light rail/trams are not reliable and punctual	2 2%	1 2%	-	-	1 14%	-	-	1 3%	-	1 5%	-	-	-	1 6%	-	-	-	-
Can never be sure what time the tube/metro/light rail/tram will arrive/how long it will take	2 2%	-	-	-	2 21%	-	-	2 4%	-	-	-	-	-	2 8%	-	-	-	-
Need to use car for work	1 2%	1 3%	-	-	-	-	-	-	1 16%	-	-	-	-	-	-	1 29%	-	-
Tube/metro/light rail/trams are not accessible/easy to get on	* *	-	-	* 2%	-	-	-	* 1%	-	-	-	-	-	* 2%	-	-	-	-
No particular reason	7 8%	1 2%	* 4%	4 29%	2 28%	-	-	1 3%	-	4 24%	2 53%	-	-	1 7%	-	-	-	-
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%	3 8%	1 9%	-	-	-	2 11%	2 6%	-	-	-	3 18%	-	1 5%	-	-	-	-
Don't know	1 1%	-	1 7%	* 3%	-	-	1 4%	* 1%	-	-	-	-	1 8%	-	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	73	60	-	9	3	16	26	18	9	-	3	-	6	6	12	12	16	21
Weighted base	84	66	-	14	3	16	32	18	14	-	3	-	8	7	15	12	14	28
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 43%	32 48%	-	4 26%	1 22%	8 51%	17 52%	7 39%	4 26%	-	1 22%	-	2 25%	7 88%	6 39%	7 55%	5 36%	10 37%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	7 11%	-	3 22%	2 52%	2 11%	5 15%	1 6%	3 22%	-	2 52%	-	2 25%	-	-	1 7%	2 13%	8 27%
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	8 11%	-	-	-	2 11%	3 10%	3 14%	-	-	-	-	1 17%	-	1 4%	1 10%	2 12%	3 10%
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	7 10%	-	-	-	-	5 14%	2 12%	-	-	-	-	-	3 38%	2 15%	1 7%	1 6%	-
Tube/metro/light rail/ tram station is not near home	7 8%	5 7%	-	2 15%	-	-	5 15%	-	2 15%	-	-	-	2 26%	-	-	1 11%	1 9%	2 7%
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	5 8%	-	* 2%	-	-	1 4%	4 22%	* 2%	-	-	-	-	-	5 38%	1 4%	-	* 1%
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	4 7%	-	2 11%	-	1 7%	3 10%	-	2 11%	-	-	-	-	-	-	-	3 23%	3 10%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	84	66	-	14	3	16	32	18	14	-	3	-	8	7	15	12	14	28
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	6 8%	-	-	-	-	6 18%	-	-	-	-	-	-	3 38%	-	-	-	3 10%
Tube/metro/light rail/ tram station is not near to destination	5 6%	5 8%	-	-	-	4 24%	1 3%	1 4%	-	-	-	-	2 22%	-	1 6%	1 6%	1 6%	1 4%
Tube/metro/light rail/ trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	4 6%	-	1 11%	-	-	4 12%	-	1 11%	-	-	-	-	3 38%	-	1 12%	1 6%	-
I don't know what tube/ metro/light rail/tram services are available	2 2%	-	-	2 15%	-	-	-	-	2 15%	-	-	-	-	-	-	-	-	2 7%
Tube/metro/light rail/ trams are not reliable and punctual	2 2%	1 2%	-	1 6%	-	-	1 3%	-	1 6%	-	-	-	-	-	-	1 7%	1 7%	-
Can never be sure what time the tube/metro/ light rail/tram will arrive/how long it will take	2 2%	2 2%	-	-	-	-	-	2 8%	-	-	-	-	-	-	-	2 13%	-	-
Need to use car for work	1 2%	1 2%	-	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	1 10%	-
Tube/metro/light rail/ trams are not accessible/easy to get on	* *	* *	-	-	-	-	-	* 2%	-	-	-	-	-	-	-	* 3%	-	-
No particular reason	7 8%	1 2%	-	5 35%	1 26%	1 5%	* 1%	-	5 35%	-	1 26%	-	1 11%	1 12%	1 8%	-	-	4 15%

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive but hold vehicle	Passenger - no full license / do not drive but hold vehicle	Non-user - no full license and no hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - full license / do not drive but hold vehicle	Private vehicle driver - full license but no hold vehicle	Non-user - no full license and no hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	84	66	-	14	3	16	32	18	14	-	3	-	8	7	15	12	14	28
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%	4 6%	-	-	-	2 10%	2 6%	1 5%	-	-	-	-	-	-	1 6%	-	3 24%	-
Don't know	1 1%	1 2%	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	1 4%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	73	73	-	-	-	-
Weighted base	84	84	-	-	-	-
No direct route - I would need to change tube/metro/light rail/ tram or use bus and tube/metro/light rail/ tram	36 43%	36 43%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	12 15%	12 15%	-	-	-	-
Tube/metro/light rail/ trams do not run when I want to travel	8 9%	8 9%	-	-	-	-
Tube/metro/light rail/ trams are expensive / more expensive / do not offer good value for money/ It's cheaper by car	7 8%	7 8%	-	-	-	-
Tube/metro/light rail/ tram station is not near home	7 8%	7 8%	-	-	-	-
Tube/metro/light rail/ trams do not run where I want to travel	6 8%	6 8%	-	-	-	-
Generally not convenient by tube/metro/light rail/tram/ easier or more convenient by car	6 7%	6 7%	-	-	-	-
Tube/metro/light rail/ tram journey is too slow / infrequent	6 7%	6 7%	-	-	-	-
Tube/metro/light rail/ tram station is not near to destination	5 6%	5 6%	-	-	-	-
Tube/metro/light rail/ trams are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	5 6%	5 6%	-	-	-	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	84	84	-	-	-	-
I don't know what tube/ metro/light rail/tram services are available	2 2%	2 2%	-	-	-	-
Tube/metro/light rail/ trams are not reliable and punctual	2 2%	2 2%	-	-	-	-
Can never be sure what time the tube/metro/ light rail/tram will arrive/how long it will take	2 2%	2 2%	-	-	-	-
Need to use car for work	1 2%	1 2%	-	-	-	-
Tube/metro/light rail/ trams are not accessible/easy to get on	* *	* *	-	-	-	-
No particular reason	7 8%	7 8%	-	-	-	-
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%	4 5%	-	-	-	-
Don't know	1 1%	1 1%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	724	326	398	47	107	155	201	150	58	6	199	256	174	95	509	187	-	28	21	308	395
Weighted base	817	383	433	79	133	172	216	160	52	5	210	285	224	97	571	204	-	41	16	287	514
It takes too long to cycle / too far away	245	104	142	27	34	49	66	53	15	1	67	93	61	24	180	50	-	15	4	82	160
	30%	27%	33%	34%	26%	29%	30%	33%	29%	29%	32%	32%	27%	25%	31%	24%	-	38%	23%	28%	31%
Too much traffic / it's too dangerous	176	57	120	24	14	31	59	41	6	1	49	71	41	16	120	45	-	11	2	56	119
	22%	15%	28%	31%	11%	18%	27%	26%	12%	11%	23%	25%	18%	16%	21%	22%	-	26%	12%	19%	23%
Weather	141	53	89	24	18	33	33	28	6	1	37	51	40	14	84	41	-	16	2	42	97
	17%	14%	20%	30%	13%	19%	15%	18%	11%	13%	18%	18%	18%	14%	15%	20%	-	38%	12%	15%	19%
Don't own / have access to a bicycle	136	56	80	24	33	18	23	24	13	1	26	39	47	24	84	40	-	12	2	57	77
	17%	15%	18%	31%	25%	11%	11%	15%	25%	13%	13%	14%	21%	24%	15%	20%	-	29%	15%	20%	15%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111	59	52	10	24	24	29	16	7	-	36	36	30	10	78	23	-	11	2	33	76
	14%	15%	12%	13%	18%	14%	14%	10%	13%	-	17%	13%	13%	10%	14%	11%	-	26%	16%	11%	15%
Too old / Not fit enough to cycle	49	24	25	-	3	10	14	13	7	2	10	19	12	8	28	19	-	2	2	21	26
	6%	6%	6%	-	2%	6%	7%	8%	13%	42%	5%	7%	5%	8%	5%	9%	-	5%	12%	7%	5%
Too hilly round here	44	20	24	3	2	8	9	19	3	1	7	10	18	9	31	10	-	3	-	12	32
	5%	5%	6%	4%	1%	5%	4%	12%	6%	18%	3%	4%	8%	10%	5%	5%	-	7%	-	4%	6%
Not my style	41	18	23	9	7	5	11	9	1	-	12	14	8	7	21	13	-	7	1	14	26
	5%	5%	5%	11%	5%	3%	5%	6%	1%	-	6%	5%	3%	7%	4%	6%	-	18%	7%	5%	5%
Worried about crime/ personal safety/being attacked	38	10	28	4	5	6	12	8	4	-	8	17	11	2	24	11	-	3	1	14	24
	5%	3%	7%	5%	4%	3%	6%	5%	7%	-	4%	6%	5%	2%	4%	5%	-	7%	3%	5%	5%
Can ride a bicycle but not confidently enough to ride to work	31	6	26	8	1	10	1	7	2	2	12	10	6	4	14	10	-	7	1	8	23
	4%	1%	6%	10%	1%	6%	1%	4%	3%	40%	6%	3%	3%	4%	2%	5%	-	18%	4%	3%	4%
Cycle lanes/paths are limited / poor quality/ unsafe	27	10	18	4	3	4	9	6	2	-	8	8	11	1	15	6	-	6	2	10	16
	3%	3%	4%	6%	2%	2%	4%	4%	3%	-	4%	3%	5%	1%	3%	3%	-	14%	12%	3%	3%
Too dark	24	5	19	3	4	3	6	7	1	-	8	6	7	2	14	7	-	3	-	8	16
	3%	1%	4%	4%	3%	2%	3%	4%	1%	-	4%	2%	3%	2%	2%	4%	-	7%	-	3%	3%
Have to take children with me	22	3	19	-	4	11	7	-	-	-	9	7	5	-	12	10	-	-	*	6	15
	3%	1%	4%	-	3%	6%	3%	-	-	-	4%	3%	2%	-	2%	5%	-	-	3%	2%	3%
No showers	18	9	9	-	2	4	3	9	-	-	7	8	4	*	12	6	-	-	*	5	13
	2%	2%	2%	-	2%	2%	1%	6%	-	-	3%	3%	2%	*	2%	3%	-	-	2%	2%	2%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	817	383	433	79	133	172	216	160	52	5	210	285	224	97	571	204	-	41	16	287	514
Nowhere to park a bicycle securely	13 2%	2 1%	10 2%	2 2%	* *	6 3%	2 1%	2 1%	1 2%	-	3 2%	5 2%	3 1%	1 1%	6 1%	5 2%	-	2 4%	* 3%	6 2%	6 1%
Need to use car throughout the day	11 1%	6 2%	4 1%	-	1 *	1 *	6 3%	4 2%	-	-	3 1%	4 1%	4 2%	-	9 2%	2 1%	-	-	-	7 3%	3 1%
No particular reason	39 5%	23 6%	16 4%	-	6 5%	16 10%	11 5%	2 1%	3 5%	-	3 2%	18 6%	12 5%	5 5%	28 5%	10 5%	-	1 2%	1 5%	17 6%	22 4%
Too lazy	10 1%	6 1%	5 1%	-	1 1%	3 2%	3 1%	2 2%	1 1%	-	4 2%	4 1%	1 *	1 1%	8 1%	3 1%	-	-	1 4%	1 1%	8 2%
Need car for work	9 1%	8 2%	1 *	5 7%	1 1%	-	2 1%	-	1 1%	-	1 *	7 2%	-	1 1%	8 1%	1 *	-	-	-	-	9 2%
Can't ride a bicycle	7 1%	1 *	7 2%	-	1 1%	3 2%	2 1%	1 *	-	-	1 1%	3 1%	4 2%	-	2 *	4 2%	-	1 2%	-	6 2%	2 *
Worried about bike being stolen	7 1%	2 1%	5 1%	1 2%	-	1 1%	4 2%	* *	-	-	1 1%	6 2%	-	-	3 1%	3 1%	-	1 3%	-	2 1%	5 1%
Take other people with me	6 1%	1 *	5 1%	-	2 1%	1 *	2 1%	-	1 3%	-	1 1%	5 2%	-	-	3 1%	3 1%	-	-	-	2 1%	4 1%
Work at night/ don't want to cycle at night	2 *	1 *	1 *	-	1 1%	-	1 *	* *	-	-	-	1 *	1 *	* *	2 *	-	-	-	-	2 1%	-
Not practical	5 1%	1 *	4 1%	-	1 1%	1 1%	2 1%	1 1%	-	-	3 2%	1 *	1 *	-	5 1%	1 *	-	-	-	1 *	4 1%
Others	29 4%	14 4%	15 4%	6 8%	5 4%	6 4%	6 3%	5 3%	* 1%	-	15 7%	6 2%	6 3%	3 3%	21 4%	6 3%	-	3 7%	-	7 3%	22 4%
Don't know	8 1%	3 1%	4 1%	2 2%	1 1%	2 1%	1 *	1 1%	-	-	4 2%	2 1%	2 1%	-	6 1%	1 1%	-	-	-	3 1%	4 1%
Not stated	4 1%	4 1%	-	-	-	1 *	4 2%	-	-	-	-	-	4 2%	-	4 1%	-	-	-	-	4 1%	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	724	47	515	72	90	104	123	73	424	174	225	219	99
Weighted base	817	65	511	109	132	123	140	114	439	170	286	254	101
It takes too long to cycle / too far away	245 30%	15 23%	127 25%	36 33%	68 51%	41 34%	31 22%	41 36%	132 30%	53 31%	71 25%	100 40%	20 20%
Too much traffic / it's too dangerous	176 22%	22 33%	90 18%	24 22%	41 31%	17 14%	29 21%	38 33%	92 21%	46 27%	58 20%	52 21%	18 18%
Weather	141 17%	17 26%	84 16%	14 13%	26 20%	21 17%	25 18%	20 18%	75 17%	30 18%	49 17%	45 18%	18 18%
Don't own / have access to a bicycle	136 17%	6 10%	112 22%	8 7%	10 7%	15 12%	10 7%	9 8%	102 23%	16 10%	52 18%	46 18%	21 21%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111 14%	16 24%	54 11%	23 21%	19 14%	22 18%	21 15%	12 10%	57 13%	33 20%	50 18%	16 6%	11 11%
Too old / Not fit enough to cycle	49 6%	3 5%	36 7%	4 3%	6 4%	7 6%	8 6%	7 6%	26 6%	6 4%	11 4%	28 11%	4 4%
Too hilly round here	44 5%	4 6%	28 6%	- -	12 9%	3 2%	9 7%	5 4%	27 6%	9 5%	12 4%	17 7%	6 6%
Not my style	41 5%	4 6%	32 6%	- -	5 4%	2 2%	5 4%	4 3%	30 7%	5 3%	13 5%	15 6%	7 7%
Worried about crime/ personal safety/being attacked	38 5%	3 5%	24 5%	8 7%	3 2%	4 3%	5 4%	8 7%	21 5%	7 4%	14 5%	14 6%	3 3%
Can ride a bicycle but not confidently enough to ride to work	31 4%	7 10%	15 3%	1 1%	9 7%	2 2%	4 3%	3 3%	22 5%	15 9%	6 2%	9 4%	1 1%
Cycle lanes/paths are limited / poor quality/ unsafe	27 3%	6 9%	17 3%	- -	4 3%	2 2%	3 2%	3 3%	19 4%	7 4%	7 3%	9 4%	4 4%
Too dark	24 3%	2 4%	11 2%	2 1%	9 7%	3 3%	4 3%	3 3%	13 3%	7 4%	8 3%	8 3%	2 2%
Have to take children with me	22 3%	- -	11 2%	2 2%	9 7%	8 7%	13 9%	- -	1 *	2 1%	10 4%	9 4%	- -

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	817	65	511	109	132	123	140	114	439	170	286	254	101
No showers	18 2%	2 4%	11 2%	1 1%	4 3%	- -	3 2%	- -	15 3%	7 4%	9 3%	3 1%	- -
Nowhere to park a bicycle securely	13 2%	- -	12 2%	- -	1 1%	- -	3 2%	2 1%	8 2%	2 1%	7 2%	3 1%	1 1%
Need to use car throughout the day	11 1%	2 3%	8 1%	1 1%	- -	2 1%	3 2%	5 4%	1 *	3 2%	5 2%	3 1%	- -
No particular reason	39 5%	4 7%	27 5%	2 1%	6 5%	7 6%	14 10%	7 6%	11 3%	6 3%	18 6%	8 3%	6 6%
Too lazy	10 1%	- -	5 1%	5 4%	- -	- -	1 1%	1 1%	9 2%	5 3%	1 *	4 1%	* *
Need car for work	9 1%	5 8%	2 *	2 1%	- -	- -	- -	5 5%	3 1%	1 1%	5 2%	2 1%	1 1%
Can't ride a bicycle	7 1%	2 3%	5 1%	- -	- -	2 2%	3 2%	1 1%	2 *	2 1%	1 *	5 2%	- -
Worried about bike being stolen	7 1%	- -	5 1%	2 2%	- -	- -	4 3%	2 2%	2 *	- -	7 2%	* *	- -
Take other people with me	6 1%	- -	5 1%	1 1%	- -	2 1%	2 1%	1 *	2 *	1 1%	3 1%	2 1%	- -
Work at night/ don't want to cycle at night	2 *	- -	2 *	- -	- -	1 1%	1 1%	- -	* *	1 1%	1 *	* *	- -
Not practical	5 1%	- -	2 *	3 3%	- -	1 1%	1 *	- -	4 1%	4 3%	1 *	- -	- -
Others	29 4%	- -	24 5%	6 5%	- -	5 4%	6 4%	3 2%	16 4%	8 5%	13 5%	7 3%	1 1%
Don't know	8 1%	1 1%	7 1%	- -	- -	2 2%	1 1%	2 2%	2 1%	2 1%	1 *	3 1%	- -
Not stated	4 1%	- -	1 *	4 3%	- -	- -	- -	4 3%	1 *	- -	- -	4 2%	- -

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	724	536	188	540	175	6	3	156	53	111	143	38	130	45	6	40
Weighted base	817	615	202	601	205	6	5	179	58	124	153	42	160	47	10	42
It takes too long to cycle / too far away	245 30%	182 30%	63 31%	184 31%	59 29%	3 53%	-	51 28%	13 23%	41 34%	55 36%	13 32%	41 26%	18 38%	-	13 30%
Too much traffic / it's too dangerous	176 22%	132 21%	45 22%	135 23%	40 20%	1 17%	-	35 19%	12 21%	28 23%	28 18%	8 20%	43 27%	11 24%	-	11 27%
Weather	141 17%	111 18%	30 15%	96 16%	44 21%	2 36%	-	33 19%	11 19%	19 16%	24 16%	10 24%	36 22%	4 8%	1 14%	2 5%
Don't own / have access to a bicycle	136 17%	105 17%	31 15%	107 18%	29 14%	-	-	39 22%	7 12%	22 17%	31 21%	8 19%	12 8%	11 24%	1 6%	3 7%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111 14%	86 14%	25 12%	85 14%	24 12%	-	2 34%	19 11%	7 12%	14 11%	20 13%	2 4%	28 18%	5 12%	3 34%	12 28%
Too old / Not fit enough to cycle	49 6%	39 6%	10 5%	43 7%	6 3%	-	-	20 11%	3 6%	5 4%	10 6%	-	5 3%	2 5%	-	4 10%
Too hilly round here	44 5%	31 5%	13 6%	31 5%	14 7%	-	-	10 6%	2 3%	1 1%	9 6%	1 2%	15 10%	1 3%	2 25%	2 4%
Not my style	41 5%	35 6%	6 3%	28 5%	11 5%	-	2 37%	13 7%	2 4%	7 6%	5 3%	-	11 7%	-	2 25%	-
Worried about crime/ personal safety/being attacked	38 5%	22 4%	16 8%	32 5%	7 3%	-	-	5 3%	* 1%	8 7%	7 4%	-	11 7%	1 3%	-	5 11%
Can ride a bicycle but not confidently enough to ride to work	31 4%	23 4%	9 4%	19 3%	12 6%	-	-	4 2%	1 2%	6 5%	8 5%	2 6%	9 6%	* 1%	-	1 1%
Cycle lanes/paths are limited / poor quality/ unsafe	27 3%	18 3%	9 5%	22 4%	4 2%	2 34%	-	4 2%	-	5 4%	3 2%	-	10 7%	3 7%	-	1 2%
Too dark	24 3%	21 3%	3 2%	18 3%	6 3%	-	-	6 3%	2 4%	3 3%	3 2%	-	6 3%	1 2%	2 21%	1 2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	817	615	202	601	205	6	5	179	58	124	153	42	160	47	10	42
Have to take children with me	22 3%	16 3%	6 3%	14 2%	8 4%	-	-	6 3%	1 2%	7 6%	3 2%	1 4%	4 2%	-	-	-
No showers	18 2%	13 2%	5 3%	12 2%	6 3%	-	-	6 3%	2 3%	1 1%	5 3%	-	3 2%	* 1%	-	1 2%
Nowhere to park a bicycle securely	13 2%	10 2%	3 1%	9 2%	3 2%	-	-	5 3%	1 2%	2 1%	2 1%	2 5%	1 1%	-	-	-
Need to use car throughout the day	11 1%	9 1%	2 1%	7 1%	3 2%	-	-	* 2%	1 1%	1 1%	2 2%	-	6 4%	-	-	* 1%
No particular reason	39 5%	29 5%	10 5%	23 4%	15 7%	1 20%	-	9 5%	1 2%	3 2%	6 4%	2 5%	13 8%	5 11%	-	-
Too lazy	10 1%	9 1%	1 1%	7 1%	3 2%	-	-	2 1%	-	3 2%	1 *	-	4 3%	-	-	* 1%
Need car for work	9 1%	6 1%	2 1%	9 1%	-	-	-	-	5 9%	2 1%	-	-	1 1%	1 2%	-	-
Can't ride a bicycle	7 1%	6 1%	1 1%	7 1%	-	-	-	-	-	2 2%	-	3 8%	1 1%	-	-	1 2%
Worried about bike being stolen	7 1%	5 1%	2 1%	6 1%	1 1%	-	-	3 2%	-	2 2%	2 1%	-	-	-	-	-
Take other people with me	6 1%	5 1%	1 1%	6 1%	-	-	-	1 1%	-	1 1%	1 1%	2 4%	1 *	1 1%	-	-
Work at night/ don't want to cycle at night	2 *	-	2 1%	1 *	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	* 1%
Not practical	5 1%	5 1%	1 *	5 1%	-	-	-	1 *	1 3%	1 1%	2 1%	-	-	-	-	-
Others	29 4%	22 4%	7 3%	20 3%	8 4%	-	2 29%	6 3%	5 9%	2 2%	5 3%	3 8%	5 3%	-	-	3 7%
Don't know	8 1%	7 1%	1 *	5 1%	2 1%	1 10%	-	1 *	-	1 1%	2 1%	-	2 1%	-	2 20%	-
Not stated	4 1%	4 1%	-	4 1%	1 *	-	-	4 2%	-	-	-	1 1%	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	724	298	128	162	38	98	127	413	55	120	9	218	129	167	84	15	35	2
Weighted base	817	347	138	179	41	112	135	466	67	138	11	240	147	176	101	17	37	2
It takes too long to cycle / too far away	245 30%	96 28%	37 27%	63 35%	12 30%	38 34%	27 20%	156 34%	20 30%	39 28%	3 27%	72 30%	33 22%	61 34%	37 37%	1 7%	8 21%	2 73%
Too much traffic / it's too dangerous	176 22%	73 21%	30 21%	37 21%	4 10%	33 29%	27 20%	109 23%	17 25%	23 17%	1 9%	53 22%	36 25%	40 22%	21 21%	3 18%	7 18%	-
Weather	141 17%	48 14%	30 21%	31 17%	10 25%	23 20%	13 9%	83 18%	15 22%	29 21%	2 19%	31 13%	17 11%	42 24%	30 30%	3 17%	7 18%	2 73%
Don't own / have access to a bicycle	136 17%	47 13%	29 21%	31 18%	7 18%	22 20%	24 18%	83 18%	11 16%	19 13%	-	44 18%	25 17%	30 17%	4 3%	1 7%	5 13%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111 14%	65 19%	9 6%	25 14%	3 8%	9 8%	17 13%	68 15%	11 17%	13 9%	2 17%	41 17%	19 13%	21 12%	9 8%	5 28%	6 17%	-
Too old / Not fit enough to cycle	49 6%	19 6%	10 7%	10 6%	4 11%	5 5%	8 6%	35 7%	2 3%	4 3%	-	15 6%	10 6%	17 10%	2 2%	1 5%	1 4%	-
Too hilly round here	44 5%	16 5%	8 6%	16 9%	-	4 3%	8 6%	23 5%	6 8%	8 6%	-	13 5%	4 3%	11 6%	4 4%	4 21%	5 12%	-
Not my style	41 5%	15 4%	7 5%	10 6%	-	8 7%	6 4%	22 5%	2 2%	10 7%	2 18%	7 3%	11 8%	9 5%	2 2%	-	2 6%	-
Worried about crime/ personal safety/being attacked	38 5%	20 6%	5 4%	6 4%	-	6 6%	15 11%	17 4%	4 6%	3 2%	-	18 8%	3 2%	7 4%	3 3%	-	1 3%	-
Can ride a bicycle but not confidently enough to ride to work	31 4%	16 5%	2 1%	3 2%	2 4%	9 8%	1 1%	18 4%	4 6%	8 6%	-	6 3%	4 3%	7 4%	7 7%	-	1 3%	-
Cycle lanes/paths are limited / poor quality/ unsafe	27 3%	12 3%	3 2%	6 4%	1 2%	5 4%	4 3%	18 4%	2 2%	2 1%	2 17%	4 2%	5 4%	10 5%	1 1%	-	-	-
Too dark	24 3%	10 3%	4 3%	7 4%	1 2%	2 2%	2 2%	15 3%	4 5%	2 2%	-	5 2%	3 2%	10 6%	-	-	2 5%	-
Have to take children with me	22 3%	9 3%	2 2%	5 3%	1 3%	5 4%	-	14 3%	2 3%	7 5%	-	3 1%	1 1%	9 5%	5 5%	1 6%	2 5%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	817	347	138	179	41	112	135	466	67	138	11	240	147	176	101	17	37	2
No showers	18 2%	7 2%	3 2%	4 3%	2 4%	2 1%	2 1%	10 2%	1 2%	5 4%	-	4 2%	4 3%	4 2%	4 4%	1 7%	1 2%	-
Nowhere to park a bicycle securely	13 2%	4 1%	4 3%	5 3%	-	-	1 1%	8 2%	-	3 2%	-	4 2%	5 3%	-	1 1%	1 5%	1 4%	-
Need to use car throughout the day	11 1%	7 2%	3 2%	-	-	1 1%	2 2%	5 1%	3 4%	1 *	-	1 *	5 4%	1 1%	2 2%	1 8%	-	-
No particular reason	39 5%	31 9%	3 2%	1 1%	2 4%	3 2%	5 4%	18 4%	3 4%	12 9%	1 10%	5 2%	12 8%	5 3%	6 6%	3 19%	2 7%	-
Too lazy	10 1%	8 2%	1 1%	1 1%	-	-	6 4%	1 *	2 3%	1 1%	-	6 2%	* *	1 1%	2 2%	-	1 2%	-
Need car for work	9 1%	2 1%	5 4%	1 1%	-	-	2 2%	6 1%	-	-	-	2 1%	2 1%	-	-	-	-	-
Can't ride a bicycle	7 1%	3 1%	1 1%	2 1%	-	1 1%	2 1%	6 1%	-	-	-	5 2%	1 1%	-	-	-	-	-
Worried about bike being stolen	7 1%	3 1%	4 3%	* *	-	-	-	6 1%	-	1 1%	-	2 1%	4 3%	-	1 1%	-	-	-
Take other people with me	6 1%	4 1%	-	1 *	-	1 1%	2 2%	4 1%	-	-	-	3 1%	1 1%	2 1%	-	-	-	-
Work at night/ don't want to cycle at night	2 *	1 *	-	1 1%	-	-	* *	1 *	1 1%	-	-	* *	1 1%	-	1 1%	-	-	-
Not practical	5 1%	4 1%	-	1 1%	-	-	1 *	5 1%	-	-	-	1 *	1 1%	3 2%	-	-	-	-
Others	29 4%	10 3%	8 6%	8 4%	-	4 3%	1 1%	19 4%	4 6%	4 3%	2 14%	9 4%	6 4%	5 3%	6 6%	-	-	-
Don't know	8 1%	3 1%	1 1%	1 1%	2 5%	-	1 1%	4 1%	-	2 1%	1 5%	3 1%	1 1%	1 *	-	-	2 5%	1 27%
Not stated	4 1%	1 *	-	4 2%	-	-	-	4 1%	1 1%	-	-	-	-	4 2%	-	-	1 1%	-

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	724	650	-	51	21	215	258	161	51	-	21	16	59	86	122	136	123	198
Weighted base	817	721	-	78	16	234	298	174	78	-	16	15	65	107	146	143	117	239
It takes too long to cycle / too far away	245 30%	213 30%	-	28 36%	4 23%	78 33%	89 30%	40 23%	28 36%	-	4 23%	6 39%	22 34%	28 27%	35 24%	46 32%	42 36%	72 30%
Too much traffic / it's too dangerous	176 22%	160 22%	-	14 18%	2 12%	40 17%	81 27%	38 22%	14 18%	-	2 12%	1 5%	10 16%	18 17%	43 30%	20 14%	23 19%	62 26%
Weather	141 17%	131 18%	-	8 10%	2 12%	32 14%	61 20%	37 21%	8 10%	-	2 12%	1 8%	11 17%	25 24%	24 16%	26 18%	18 16%	37 16%
Don't own / have access to a bicycle	136 17%	108 15%	-	25 32%	2 15%	21 9%	41 14%	40 23%	25 32%	-	2 15%	6 41%	10 15%	15 14%	17 12%	32 22%	16 13%	47 20%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111 14%	100 14%	-	8 11%	2 16%	30 13%	45 15%	23 13%	8 11%	-	2 16%	2 13%	5 8%	17 16%	22 15%	15 10%	8 7%	44 18%
Too old / Not fit enough to cycle	49 6%	46 6%	-	1 2%	2 12%	16 7%	23 8%	6 3%	1 2%	-	2 12%	-	5 7%	7 7%	10 7%	10 7%	8 7%	8 4%
Too hilly round here	44 5%	41 6%	-	3 4%	-	13 5%	20 7%	9 5%	3 4%	-	-	-	1 1%	7 6%	13 9%	9 7%	4 4%	10 4%
Not my style	41 5%	32 4%	-	8 11%	1 7%	7 3%	15 5%	10 6%	8 11%	-	1 7%	-	1 2%	2 2%	4 3%	8 6%	4 3%	21 9%
Worried about crime/ personal safety/being attacked	38 5%	32 4%	-	6 7%	1 3%	8 4%	15 5%	9 5%	6 7%	-	1 3%	-	1 1%	4 4%	7 5%	9 7%	7 6%	10 4%
Can ride a bicycle but not confidently enough to ride to work	31 4%	24 3%	-	6 8%	1 4%	8 4%	7 2%	9 5%	6 8%	-	1 4%	-	3 5%	3 3%	3 2%	4 3%	6 5%	12 5%
Cycle lanes/paths are limited / poor quality/ unsafe	27 3%	20 3%	-	6 7%	2 12%	8 3%	9 3%	2 1%	6 7%	-	2 12%	-	1 2%	2 2%	5 3%	3 2%	6 5%	10 4%

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Total	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license but drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - no vehicle in house hold / do not drive house hold vehicle	Private vehicle driver - no vehicle in house hold / do not drive house hold vehicle	Private vehicle driver - no vehicle in house hold / do not drive house hold vehicle	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	817	721	-	78	16	234	298	174	78	-	16	15	65	107	146	143	117	239
Too dark	24 3%	20 3%	-	4 5%	-	1 1%	13 4%	5 3%	4 5%	-	-	-	* 1%	5 5%	6 4%	4 3%	2 1%	7 3%
Have to take children with me	22 3%	22 3%	-	-	* 3%	9 4%	13 4%	-	-	-	* 3%	-	2 3%	5 5%	4 3%	5 4%	3 2%	2 1%
No showers	18 2%	18 2%	-	-	* 2%	6 3%	9 3%	2 1%	-	-	* 2%	-	1 1%	2 2%	* *	7 5%	3 3%	4 2%
Nowhere to park a bicycle securely	13 2%	12 2%	-	-	* 3%	2 1%	9 3%	1 1%	-	-	* 3%	1 8%	3 4%	1 1%	3 2%	1 1%	2 1%	3 1%
Need to use car throughout the day	11 1%	11 1%	-	-	-	4 2%	4 1%	2 1%	-	-	-	-	-	1 1%	-	3 2%	4 3%	3 1%
No particular reason	39 5%	34 5%	-	4 6%	1 5%	14 6%	7 2%	12 7%	4 6%	-	1 5%	1 4%	8 12%	5 5%	4 3%	2 2%	7 6%	13 5%
Too lazy	10 1%	10 1%	-	-	1 4%	5 2%	4 1%	* *	-	-	1 4%	-	-	2 2%	1 *	2 1%	5 4%	* *
Need car for work	9 1%	3 *	-	5 7%	-	2 1%	1 *	-	5 7%	-	-	-	1 1%	5 5%	-	2 2%	-	-
Can't ride a bicycle	7 1%	7 1%	-	1 1%	-	3 1%	* *	4 2%	1 1%	-	-	-	2 3%	-	3 2%	-	1 1%	1 *
Worried about bike being stolen	7 1%	7 1%	-	-	-	* *	5 2%	1 1%	-	-	-	-	1 2%	-	3 2%	-	-	3 1%
Take other people with me	6 1%	6 1%	-	-	-	4 2%	1 *	1 1%	-	-	-	-	-	1 *	1 1%	1 *	1 *	3 1%
Work at night/ don't want to cycle at night	2 *	2 *	-	-	-	* *	-	2 1%	-	-	-	-	-	1 1%	1 1%	-	-	-
Not practical	5 1%	5 1%	-	-	-	5 2%	-	-	-	-	-	-	-	-	1 *	1 1%	1 1%	2 1%
Others	29 4%	26 4%	-	4 4%	-	12 5%	7 2%	3 2%	4 4%	-	-	4 28%	* 1%	1 1%	9 6%	6 4%	5 4%	8 3%

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	817	721	-	78	16	234	298	174	78	-	16	15	65	107	146	143	117	239
Don't know	8 1%	8 1%	-	-	-	3 1%	5 2%	-	-	-	-	-	2 3%	1 1%	1 1%	-	-	4 2%
Not stated	4 1%	4 1%	-	-	-	4 2%	-	-	-	-	-	-	-	-	4 3%	1 *	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	724	724	-	-	-	-
Weighted base	817	817	-	-	-	-
It takes too long to cycle / too far away	245 30%	245 30%	-	-	-	-
Too much traffic / it's too dangerous	176 22%	176 22%	-	-	-	-
Weather	141 17%	141 17%	-	-	-	-
Don't own / have access to a bicycle	136 17%	136 17%	-	-	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	111 14%	111 14%	-	-	-	-
Too old / Not fit enough to cycle	49 6%	49 6%	-	-	-	-
Too hilly round here	44 5%	44 5%	-	-	-	-
Not my style	41 5%	41 5%	-	-	-	-
Worried about crime/ personal safety/being attacked	38 5%	38 5%	-	-	-	-
Can ride a bicycle but not confidently enough to ride to work	31 4%	31 4%	-	-	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	27 3%	27 3%	-	-	-	-
Too dark	24 3%	24 3%	-	-	-	-
Have to take children with me	22 3%	22 3%	-	-	-	-
No showers	18 2%	18 2%	-	-	-	-
Nowhere to park a bicycle securely	13 2%	13 2%	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	817	817	-	-	-	-
Need to use car throughout the day	11 1%	11 1%	-	-	-	-
No particular reason	39 5%	39 5%	-	-	-	-
Too lazy	10 1%	10 1%	-	-	-	-
Need car for work	9 1%	9 1%	-	-	-	-
Can't ride a bicycle	7 1%	7 1%	-	-	-	-
Worried about bike being stolen	7 1%	7 1%	-	-	-	-
Take other people with me	6 1%	6 1%	-	-	-	-
Work at night/ don't want to cycle at night	2 *	2 *	-	-	-	-
Not practical	5 1%	5 1%	-	-	-	-
Others	29 4%	29 4%	-	-	-	-
Don't know	8 1%	8 1%	-	-	-	-
Not stated	4 1%	4 1%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1221	644	577	35	154	281	359	256	125	11	392	410	285	134	940	259	-	22	3	477	741
Weighted base	1350	743	607	56	205	298	389	278	115	9	402	445	345	157	1040	279	-	30	2	406	942
By getting a lift with someone going the same way / going to the same place	338 25%	178 24%	160 26%	25 44%	74 36%	62 21%	106 27%	53 19%	16 14%	2 18%	96 24%	93 21%	98 28%	51 32%	260 25%	62 22%	-	15 51%	1 60%	110 27%	227 24%
Through a car share scheme	144 11%	71 10%	73 12%	8 15%	26 13%	37 12%	41 11%	23 8%	8 7%	-	48 12%	49 11%	29 8%	18 11%	110 11%	25 9%	-	9 29%	-	44 11%	100 11%
None	907 67%	509 69%	398 65%	26 47%	118 58%	201 67%	259 66%	207 74%	91 79%	6 74%	273 68%	314 70%	226 65%	95 60%	697 67%	197 71%	-	13 42%	1 40%	272 67%	634 67%
Don't know	46 3%	26 4%	19 3%	-	8 4%	18 6%	9 2%	8 3%	2 1%	1 7%	15 4%	17 4%	9 3%	5 3%	36 3%	9 3%	-	1 2%	-	12 3%	34 4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1221	69	849	125	178	162	190	125	744	328	392	327	164
Weighted base	1350	97	812	180	260	190	217	187	756	317	483	368	174
By getting a lift with someone going the same way / going to the same place	338 25%	19 20%	228 28%	37 21%	53 20%	49 26%	47 22%	37 20%	205 27%	82 26%	130 27%	85 23%	40 23%
Through a car share scheme	144 11%	16 16%	90 11%	18 10%	20 8%	19 10%	18 8%	13 7%	94 12%	39 12%	64 13%	20 5%	21 12%
None	907 67%	71 74%	514 63%	130 72%	191 74%	123 64%	154 71%	142 76%	488 65%	207 65%	309 64%	263 72%	120 69%
Don't know	46 3%	3 3%	34 4%	3 2%	6 2%	11 6%	9 4%	5 3%	21 3%	17 5%	18 4%	7 2%	4 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1221	969	252	954	263	4	-	243	67	185	223	79	260	91	11	59
Weighted base	1350	1093	256	1069	275	5	-	277	70	207	235	90	292	95	15	66
By getting a lift with someone going the same way / going to the same place	338 25%	252 23%	86 34%	251 23%	85 31%	3 55%	-	63 23%	22 31%	46 22%	54 23%	26 29%	81 28%	22 24%	3 21%	18 27%
Through a car share scheme	144 11%	101 9%	42 16%	109 10%	32 12%	3 55%	-	18 7%	8 11%	25 12%	23 10%	10 11%	47 16%	7 8%	1 8%	5 7%
None	907 67%	760 69%	147 57%	736 69%	168 61%	2 45%	-	197 71%	40 57%	141 68%	162 69%	57 64%	184 63%	68 72%	10 66%	46 70%
Don't know	46 3%	36 3%	10 4%	36 3%	10 4%	-	-	9 3%	7 9%	6 3%	7 3%	3 3%	8 3%	3 3%	2 13%	1 1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1221	514	231	257	65	154	234	720	97	166	4	374	271	299	153	38	60	3
Weighted base	1350	582	250	279	69	169	255	814	99	176	5	418	314	326	175	33	57	4
By getting a lift with someone going the same way / going to the same place	338 25%	143 25%	58 23%	71 25%	12 18%	54 32%	63 25%	187 23%	32 32%	53 30%	3 55%	124 30%	57 18%	66 20%	56 32%	6 17%	15 26%	2 40%
Through a car share scheme	144 11%	71 12%	25 10%	27 10%	4 6%	16 10%	24 9%	84 10%	15 15%	18 10%	3 55%	55 13%	26 8%	27 8%	24 14%	1 3%	7 13%	2 40%
None	907 67%	387 67%	169 67%	195 70%	54 77%	103 61%	176 69%	560 69%	58 58%	111 63%	2 45%	264 63%	229 73%	236 72%	105 60%	26 77%	36 62%	2 60%
Don't know	46 3%	26 4%	4 2%	4 2%	2 3%	9 5%	9 4%	27 3%	4 4%	6 3%	-	14 3%	13 4%	9 3%	5 3%	1 2%	4 8%	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1221	1198	1	18	2	590	371	210	18	1	2	27	79	99	191	223	259	370
Weighted base	1350	1327	*	18	1	646	429	222	18	*	1	30	91	123	237	238	250	410
By getting a lift with someone going the same way / going to the same place	338 25%	325 25%	* 100%	12 63%	1 49%	130 20%	112 26%	71 32%	12 63%	* 100%	1 49%	12 42%	18 20%	38 31%	59 25%	68 28%	66 26%	89 22%
Through a car share scheme	144 11%	142 11%	-	1 7%	-	70 11%	35 8%	37 17%	1 7%	-	-	-	6 7%	13 10%	29 12%	31 13%	40 16%	24 6%
None	907 67%	897 68%	-	7 37%	1 51%	459 71%	290 68%	130 59%	7 37%	-	1 51%	17 58%	62 69%	75 61%	155 65%	152 64%	160 64%	303 74%
Don't know	46 3%	46 3%	-	-	-	23 4%	13 3%	10 4%	-	-	-	-	5 6%	3 2%	12 5%	7 3%	9 4%	9 2%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1221	1221	-	-	-	-
Weighted base	1350	1350	-	-	-	-
By getting a lift with someone going the same way / going to the same place	338 25%	338 25%	-	-	-	-
Through a car share scheme	144 11%	144 11%	-	-	-	-
None	907 67%	907 67%	-	-	-	-
Don't know	46 3%	46 3%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1331	685	646	57	186	298	374	275	129	12	407	443	320	161	1003	291	-	37	32	531	768
Weighted base	1494	805	689	96	248	317	407	298	118	10	422	490	399	183	1121	318	-	55	26	473	995
Yes - I usually do this	370	142	228	21	47	84	121	75	18	3	137	122	81	29	250	105	-	15	1	133	235
	25%	18%	33%	22%	19%	26%	30%	25%	15%	31%	32%	25%	20%	16%	22%	33%	-	28%	5%	28%	24%
Yes - I do this sometimes, but could do it more	337	178	159	18	56	81	91	71	21	-	96	117	80	44	258	69	-	10	3	86	248
	23%	22%	23%	19%	22%	25%	22%	24%	18%	-	23%	24%	20%	24%	23%	22%	-	18%	12%	18%	25%
Yes - I do this sometimes, but could not do it more	173	87	86	20	34	26	44	27	22	-	52	58	49	14	129	35	-	8	3	48	122
	12%	11%	12%	21%	14%	8%	11%	9%	19%	-	12%	12%	12%	8%	12%	11%	-	15%	11%	10%	12%
Yes - but I have not done this yet	31	21	10	-	6	4	12	6	4	-	10	8	7	6	29	2	-	-	-	14	18
	2%	3%	1%	-	3%	1%	3%	2%	3%	-	2%	2%	2%	3%	3%	1%	-	-	-	3%	2%
No	580	375	204	35	105	123	139	119	53	7	126	184	181	89	451	107	-	21	19	192	369
	39%	47%	30%	37%	42%	39%	34%	40%	45%	69%	30%	37%	45%	49%	40%	34%	-	39%	72%	41%	37%
Don't know	3	1	2	2	-	-	-	1	-	-	2	1	-	-	3	-	-	-	-	-	3
	*	*	*	2%	-	-	-	*	-	-	*	*	-	-	*	-	-	-	-	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1331	79	930	135	187	180	201	141	809	347	425	371	178
Weighted base	1494	119	897	202	276	220	232	216	826	333	537	426	189
Yes - I usually do this	370 25%	35 29%	209 23%	40 20%	85 31%	62 28%	66 29%	52 24%	190 23%	106 32%	119 22%	103 24%	40 21%
Yes - I do this sometimes, but could do it more	337 23%	20 17%	198 22%	44 22%	75 27%	47 22%	40 17%	56 26%	193 23%	87 26%	127 24%	94 22%	29 15%
Yes - I do this sometimes, but could not do it more	173 12%	14 12%	111 12%	21 10%	27 10%	15 7%	17 7%	30 14%	111 13%	32 10%	79 15%	43 10%	19 10%
Yes - but I have not done this yet	31 2%	4 4%	16 2%	8 4%	3 1%	2 1%	4 2%	9 4%	16 2%	11 3%	6 1%	12 3%	2 1%
No	580 39%	45 38%	361 40%	89 44%	84 31%	93 42%	105 45%	67 31%	315 38%	95 29%	206 38%	175 41%	100 53%
Don't know	3 *	-	3 *	-	-	-	-	2 1%	1 *	1 *	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1331	1023	308	1010	311	7	3	268	75	203	243	84	273	102	11	69
Weighted base	1494	1171	323	1147	336	7	4	312	88	224	264	98	309	105	15	77
Yes - I usually do this	370	262	108	271	99	-	-	59	17	59	60	28	88	32	7	20
	25%	22%	33%	24%	29%	-	-	19%	19%	26%	23%	28%	29%	31%	45%	26%
Yes - I do this sometimes, but could do it more	337	279	59	270	65	2	-	50	21	54	67	24	73	24	3	20
	23%	24%	18%	24%	19%	23%	-	16%	24%	24%	25%	24%	24%	23%	22%	26%
Yes - I do this sometimes, but could not do it more	173	140	32	139	34	-	-	42	13	33	20	15	37	8	*	4
	12%	12%	10%	12%	10%	-	-	14%	14%	15%	7%	16%	12%	8%	3%	5%
Yes - but I have not done this yet	31	25	7	23	7	2	-	8	4	-	6	1	7	3	-	2
	2%	2%	2%	2%	2%	21%	-	3%	5%	-	2%	1%	2%	3%	-	2%
No	580	462	117	443	129	4	4	153	34	77	112	30	103	37	3	31
	39%	39%	36%	39%	38%	57%	100%	49%	38%	34%	42%	31%	33%	35%	17%	40%
Don't know	3	3	-	1	2	-	-	-	-	1	-	-	-	-	2	-
	*	*	-	*	1%	-	-	-	-	*	-	-	-	-	13%	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	1331	555	253	278	70	175	246	764	110	201	10	387	276	305	158	39	63	3
Weighted base	1494	626	285	308	76	200	267	879	115	221	11	436	320	333	180	35	62	4
Yes - I usually do this	370 25%	169 27%	77 27%	73 24%	13 18%	38 19%	78 29%	193 22%	32 28%	67 30%	-	118 27%	68 21%	73 22%	61 34%	12 34%	14 23%	-
Yes - I do this sometimes, but could do it more	337 23%	151 24%	68 24%	56 18%	14 18%	49 24%	75 28%	195 22%	28 24%	37 17%	2 15%	112 26%	83 26%	75 22%	37 20%	5 15%	14 23%	-
Yes - I do this sometimes, but could not do it more	173 12%	61 10%	34 12%	39 13%	15 19%	23 12%	24 9%	115 13%	10 9%	24 11%	-	58 13%	22 7%	48 15%	20 11%	4 11%	4 6%	-
Yes - but I have not done this yet	31 2%	10 2%	6 2%	7 2%	1 1%	7 3%	5 2%	17 2%	3 3%	4 2%	2 14%	4 1%	8 3%	11 3%	2 1%	-	3 5%	2 40%
No	580 39%	235 37%	99 35%	132 43%	31 41%	83 42%	85 32%	358 41%	42 37%	87 39%	8 72%	145 33%	137 43%	126 38%	61 34%	14 40%	25 40%	2 60%
Don't know	3 *	1 *	-	-	2 3%	-	1 *	-	-	2 1%	-	-	1 *	-	-	-	2 3%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1331	1231	5	66	27	599	380	222	66	5	27	30	96	116	210	239	265	405
Weighted base	1494	1370	5	95	22	658	436	243	95	5	22	34	115	146	255	259	255	463
Yes - I usually do this	370 25%	346 25%	* 8%	21 22%	1 5%	176 27%	95 22%	67 28%	21 22%	* 8%	1 5%	8 23%	18 16%	26 18%	67 26%	66 25%	83 33%	109 24%
Yes - I do this sometimes, but could do it more	337 23%	326 24%	-	8 9%	3 15%	155 24%	103 24%	60 25%	8 9%	-	3 15%	8 24%	23 20%	25 17%	69 27%	60 23%	55 22%	106 23%
Yes - I do this sometimes, but could not do it more	173 12%	156 11%	1 16%	14 15%	2 10%	66 10%	50 11%	35 15%	14 15%	1 16%	2 10%	4 13%	7 6%	21 15%	33 13%	34 13%	25 10%	53 11%
Yes - but I have not done this yet	31 2%	29 2%	-	2 2%	-	18 3%	6 1%	3 1%	2 2%	-	-	1 4%	5 4%	4 3%	8 3%	1 *	7 3%	6 1%
No	580 39%	510 37%	4 77%	49 52%	15 71%	240 37%	181 41%	77 32%	49 52%	4 77%	15 71%	12 35%	62 53%	70 48%	78 31%	99 38%	84 33%	186 40%
Don't know	3 *	3 *	-	-	-	1 *	2 *	-	-	-	-	-	-	-	-	-	-	3 1%

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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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1331	1331	-	-	-	-
Weighted base	1494	1494	-	-	-	-
Yes - I usually do this	370 25%	370 25%	-	-	-	-
Yes - I do this sometimes, but could do it more	337 23%	337 23%	-	-	-	-
Yes - I do this sometimes, but could not do it more	173 12%	173 12%	-	-	-	-
Yes - but I have not done this yet	31 2%	31 2%	-	-	-	-
No	580 39%	580 39%	-	-	-	-
Don't know	3 *	3 *	-	-	-	-

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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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1331	685	646	57	186	298	374	275	129	12	407	443	320	161	1003	291	-	37	32	531	768
Weighted base	1494	805	689	96	248	317	407	298	118	10	422	490	399	183	1121	318	-	55	26	473	995
I haven't really thought about using public transport	815 55%	457 57%	358 52%	38 39%	117 47%	162 51%	239 59%	180 60%	72 61%	8 78%	197 47%	264 54%	244 61%	110 60%	622 56%	182 57%	-	11 20%	11 44%	224 47%	579 58%
I thought about using public transport but decided not to	464 31%	217 27%	247 36%	33 34%	97 39%	96 30%	124 31%	79 26%	34 29%	2 17%	152 36%	158 32%	110 28%	44 24%	345 31%	92 29%	-	28 50%	5 19%	148 31%	311 31%
I tried to use public transport but have decided not to continue	102 7%	65 8%	37 5%	15 16%	17 7%	26 8%	17 4%	19 6%	8 7%	-	30 7%	34 7%	21 5%	17 9%	70 6%	22 7%	-	10 18%	5 20%	36 8%	60 6%
I do sometimes use public transport	67 5%	37 5%	30 4%	3 3%	12 5%	22 7%	19 5%	9 3%	2 2%	* 5%	22 5%	21 4%	16 4%	8 4%	50 4%	16 5%	-	1 2%	3 11%	34 7%	30 3%
I am thinking about using public transport more often quite soon	29 2%	19 2%	10 1%	5 5%	3 1%	7 2%	4 1%	8 3%	1 1%	-	16 4%	9 2%	3 1%	1 1%	20 2%	3 1%	-	6 10%	1 4%	20 4%	8 1%
I am thinking about using public transport but I haven't thought about when I will start	17 1%	10 1%	7 1%	2 2%	3 1%	4 1%	4 1%	3 1%	1 1%	-	5 1%	6 1%	4 1%	2 1%	14 1%	3 1%	-	-	* 1%	9 2%	7 1%

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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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1331	79	930	135	187	180	201	141	809	347	425	371	178
Weighted base	1494	119	897	202	276	220	232	216	826	333	537	426	189
I haven't really thought about using public transport	815 55%	47 40%	457 51%	122 61%	188 68%	120 55%	135 58%	111 51%	449 54%	128 38%	296 55%	261 61%	127 67%
I thought about using public transport but decided not to	464 31%	28 23%	293 33%	69 34%	75 27%	69 31%	71 30%	61 29%	263 32%	131 39%	178 33%	116 27%	39 20%
I tried to use public transport but have decided not to continue	102 7%	17 15%	68 8%	9 5%	7 2%	13 6%	14 6%	22 10%	53 6%	38 11%	36 7%	20 5%	8 4%
I do sometimes use public transport	67 5%	8 7%	54 6%	2 1%	3 1%	8 4%	11 5%	13 6%	35 4%	18 5%	15 3%	17 4%	12 6%
I am thinking about using public transport more often quite soon	29 2%	12 10%	16 2%	-	1 *	5 2%	1 *	8 3%	15 2%	14 4%	8 1%	5 1%	2 1%
I am thinking about using public transport but I haven't thought about when I will start	17 1%	7 6%	8 1%	-	2 1%	5 2%	1 *	*	11 1%	5 1%	4 1%	7 2%	1 1%

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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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1331	1023	308	1010	311	7	3	268	75	203	243	84	273	102	11	69
Weighted base	1494	1171	323	1147	336	7	4	312	88	224	264	98	309	105	15	77
I haven't really thought about using public transport	815 55%	696 59%	119 37%	673 59%	137 41%	1 10%	4 90%	191 61%	36 40%	133 59%	156 59%	50 51%	144 46%	51 49%	10 71%	43 56%
I thought about using public transport but decided not to	464 31%	334 29%	130 40%	363 32%	98 29%	3 41%	* 10%	83 26%	40 45%	70 31%	67 25%	34 35%	116 37%	33 31%	2 16%	17 22%
I tried to use public transport but have decided not to continue	102 7%	67 6%	35 11%	65 6%	35 10%	2 23%	- -	23 7%	8 9%	14 6%	15 6%	6 6%	20 6%	12 11%	- -	4 6%
I do sometimes use public transport	67 5%	43 4%	25 8%	24 2%	42 13%	1 7%	- -	9 3%	5 6%	4 2%	17 6%	2 2%	17 5%	8 7%	2 13%	5 6%
I am thinking about using public transport more often quite soon	29 2%	18 2%	11 3%	6 1%	21 6%	1 18%	- -	2 1%	* 1%	2 1%	7 3%	- -	11 3%	1 1%	- -	5 7%
I am thinking about using public transport but I haven't thought about when I will start	17 1%	13 1%	4 1%	15 1%	1 *	- -	- -	4 1%	- -	1 1%	1 *	5 5%	3 1%	- -	- -	2 3%

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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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1331	555	253	278	70	175	246	764	110	201	10	387	276	305	158	39	63	3
Weighted base	1494	626	285	308	76	200	267	879	115	221	11	436	320	333	180	35	62	4
I haven't really thought about using public transport	815 55%	315 50%	159 56%	186 61%	42 56%	112 56%	164 61%	509 58%	31 27%	107 48%	4 38%	231 53%	188 59%	221 66%	80 44%	20 57%	25 41%	- -
I thought about using public transport but decided not to	464 31%	218 35%	84 29%	91 30%	19 25%	53 26%	83 31%	279 32%	43 37%	55 25%	3 30%	159 37%	104 32%	89 27%	54 30%	7 19%	19 31%	2 55%
I tried to use public transport but have decided not to continue	102 7%	41 7%	26 9%	10 3%	7 9%	17 9%	14 5%	51 6%	9 8%	26 12%	2 15%	29 7%	13 4%	11 3%	15 9%	3 9%	5 8%	2 45%
I do sometimes use public transport	67 5%	24 4%	11 4%	12 4%	6 7%	15 8%	4 1%	21 2%	19 17%	23 11%	1 5%	10 2%	8 2%	5 2%	17 10%	4 11%	9 15%	- -
I am thinking about using public transport more often quite soon	29 2%	17 3%	5 2%	6 2%	- -	1 1%	2 1%	4 *	13 12%	8 4%	1 12%	2 *	2 1%	2 1%	13 7%	1 4%	2 3%	- -
I am thinking about using public transport but I haven't thought about when I will start	17 1%	10 2%	* *	3 1%	2 3%	2 1%	- -	15 2%	* *	1 *	- -	5 1%	6 2%	5 1%	- -	- -	1 2%	- -

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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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1331	1231	5	66	27	599	380	222	66	5	27	30	96	116	210	239	265	405
Weighted base	1494	1370	5	95	22	658	436	243	95	5	22	34	115	146	255	259	255	463
I haven't really thought about using public transport	815 55%	764 56%	2 51%	38 40%	9 42%	378 57%	242 55%	124 51%	38 40%	2 51%	9 42%	21 62%	59 51%	84 57%	148 58%	132 51%	131 51%	261 56%
I thought about using public transport but decided not to	464 31%	435 32%	1 11%	23 25%	4 21%	209 32%	139 32%	78 32%	23 25%	1 11%	4 21%	9 27%	37 32%	45 31%	68 27%	91 35%	91 36%	132 29%
I tried to use public transport but have decided not to continue	102 7%	79 6%	1 30%	18 19%	4 18%	30 5%	28 6%	17 7%	18 19%	1 30%	4 18%	3 9%	17 15%	12 8%	10 4%	24 9%	15 6%	25 5%
I do sometimes use public transport	67 5%	53 4%	- -	11 11%	3 14%	21 3%	17 4%	15 6%	11 11%	- -	3 14%	* 1%	1 1%	2 1%	16 6%	9 3%	9 4%	31 7%
I am thinking about using public transport more often quite soon	29 2%	23 2%	- -	5 5%	1 5%	12 2%	5 1%	5 2%	5 5%	- -	1 5%	- -	1 1%	1 *	9 3%	3 1%	6 2%	9 2%
I am thinking about using public transport but I haven't thought about when I will start	17 1%	17 1%	* 8%	- -	- -	7 1%	6 1%	4 1%	- -	* 8%	- -	- -	- -	3 2%	4 2%	1 *	3 1%	5 1%

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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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	1331	1331	-	-	-	-
Weighted base	1494	1494	-	-	-	-
I haven't really thought about using public transport	815 55%	815 55%	-	-	-	-
I thought about using public transport but decided not to	464 31%	464 31%	-	-	-	-
I tried to use public transport but have decided not to continue	102 7%	102 7%	-	-	-	-
I do sometimes use public transport	67 5%	67 5%	-	-	-	-
I am thinking about using public transport more often quite soon	29 2%	29 2%	-	-	-	-
I am thinking about using public transport but I haven't thought about when I will start	17 1%	17 1%	-	-	-	-

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 / school / college

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	41	21	20	3	6	9	13	7	3	-	15	16	6	4	32	6	-	3	3	22	16
Weighted base	46	29	17	7	6	11	9	11	2	-	21	14	7	4	34	6	-	6	1	29	15
Actually done a 'trial run'	19	11	8	-	3	4	3	9	-	-	11	3	5	-	18	2	-	-	-	12	7
	42%	38%	48%	-	47%	38%	40%	78%	-	-	52%	21%	76%	-	51%	26%	-	-	-	43%	43%
Researched timetables, routes, fares	22	18	5	5	1	7	2	6	1	-	14	5	2	1	15	2	-	6	1	14	6
	48%	61%	27%	72%	18%	66%	24%	55%	31%	-	69%	36%	28%	16%	43%	29%	-	100%	100%	50%	42%
Discussed with friends or colleagues who use public transport on that route	10	6	4	4	-	*	3	3	-	-	5	2	2	1	5	*	-	4	*	5	4
	21%	21%	21%	53%	-	4%	31%	25%	-	-	25%	11%	30%	20%	16%	8%	-	66%	34%	19%	24%
Done something else	3	-	3	-	-	2	*	-	-	-	-	3	-	-	-	3	-	-	-	3	-
	6%	-	15%	-	-	19%	5%	-	-	-	-	18%	-	-	-	44%	-	-	-	9%	-
None of these - have only just started thinking about it	8	8	-	2	2	1	2	-	1	-	1	3	1	2	8	-	-	-	-	5	2
	17%	27%	-	28%	35%	8%	17%	-	69%	-	5%	24%	13%	65%	23%	-	-	-	-	18%	15%

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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 / school / college

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	41	9	28	-	4	12	3	6	20	16	10	11	4
Weighted base	46	19	24	-	3	10	2	8	26	19	12	11	4
Actually done a 'trial run'	19	10	7	-	2	-	1	6	13	12	3	3	2
	42%	56%	30%	-	49%	-	33%	77%	48%	63%	23%	26%	45%
Researched timetables, routes, fares	22	10	11	-	1	4	1	5	13	10	5	5	2
	48%	54%	46%	-	36%	35%	40%	61%	50%	56%	39%	44%	55%
Discussed with friends or colleagues who use public transport on that route	10	5	4	-	-	2	1	1	7	1	5	1	2
	21%	29%	18%	-	-	15%	40%	7%	27%	6%	43%	8%	66%
Done something else	3	2	*	-	-	2	*	-	-	*	-	2	-
	6%	11%	2%	-	-	21%	27%	-	-	2%	-	19%	-
None of these - have only just started thinking about it	8	1	6	-	1	3	-	-	4	2	3	1	1
	17%	6%	24%	-	28%	33%	-	-	17%	11%	29%	11%	24%

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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 / school / college

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	41	27	14	22	18	1	-	5	1	4	5	4	14	2	-	6
Weighted base	46	31	15	22	23	1	-	7	*	3	8	5	13	1	-	7
Actually done a 'trial run'	19	13	6	8	11	-	-	3	-	2	3	2	5	-	-	5
	42%	43%	40%	36%	49%	-	-	44%	-	57%	36%	30%	36%	-	-	67%
Researched timetables, routes, fares	22	14	9	5	16	1	-	-	*	1	6	1	9	1	-	4
	48%	44%	58%	23%	69%	100%	-	-	100%	16%	73%	29%	69%	47%	-	52%
Discussed with friends or colleagues who use public transport on that route	10	9	*	4	6	-	-	1	*	-	5	-	1	1	-	1
	21%	30%	3%	17%	27%	-	-	18%	100%	-	64%	-	8%	53%	-	12%
Done something else	3	3	-	3	-	-	-	-	-	-	-	2	*	-	-	-
	6%	8%	-	12%	-	-	-	-	-	-	-	41%	3%	-	-	-
None of these - have only just started thinking about it	8	4	4	7	1	-	-	3	-	1	1	-	1	-	-	2
	17%	13%	24%	31%	5%	-	-	45%	-	27%	11%	-	11%	-	-	20%

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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 / school / college

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	41	24	7	6	1	3	4	18	10	8	1	8	7	7	9	1	4	-
Weighted base	46	27	5	9	2	3	2	20	14	9	1	7	8	7	13	1	3	-
Actually done a 'trial run'	19 42%	14 50%	2 48%	3 34%	-	-	* 22%	7 38%	9 68%	2 21%	-	2 30%	-	6 82%	10 75%	1 100%	-	-
Researched timetables, routes, fares	22 48%	16 60%	2 31%	4 44%	-	1 20%	-	5 25%	11 80%	5 53%	1 100%	2 27%	1 15%	2 28%	9 72%	-	1 40%	-
Discussed with friends or colleagues who use public transport on that route	10 21%	3 12%	1 12%	5 60%	-	1 26%	2 79%	2 10%	1 5%	5 60%	-	* 6%	1 15%	2 29%	1 8%	-	1 24%	-
Done something else	3 6%	2 8%	* 8%	-	-	-	* 21%	2 11%	-	-	-	3 37%	-	-	-	-	-	-
None of these - have only just started thinking about it	8 17%	3 12%	-	1 12%	2 100%	2 53%	-	7 34%	-	1 12%	-	-	5 70%	1 18%	-	-	1 36%	-

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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 / school / college

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	41	36	1	2	2	17	11	8	2	1	2	-	2	3	11	7	6	12
Weighted base	46	39	*	5	1	20	11	9	5	*	1	-	1	3	13	4	9	14
Actually done a 'trial run'	19	19	-	-	-	11	6	3	-	-	-	-	3	6	1	7	2	
	42%	49%	-	-	-	54%	54%	30%	-	-	-	-	84%	46%	19%	78%	15%	
Researched timetables, routes, fares	22	16	*	5	1	13	2	1	5	*	1	-	1	1	8	1	5	7
	48%	40%	100%	100%	100%	65%	18%	11%	100%	100%	100%	-	52%	28%	60%	15%	59%	46%
Discussed with friends or colleagues who use public transport on that route	10	5	-	4	*	3	2	1	4	-	*	-	1	-	2	1	-	6
	21%	14%	-	74%	45%	15%	14%	11%	74%	-	45%	-	48%	-	16%	28%	-	41%
Done something else	3	3	-	-	-	-	*	2	-	-	-	-	-	-	2	*	-	-
	6%	7%	-	-	-	-	4%	25%	-	-	-	-	-	-	16%	10%	-	-
None of these - have only just started thinking about it	8	8	-	-	-	4	1	3	-	-	-	-	-	-	2	1	-	5
	17%	20%	-	-	-	21%	10%	29%	-	-	-	-	-	-	14%	29%	-	32%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	41	41	-	-	-	-
Weighted base	46	46	-	-	-	-
Actually done a 'trial run'	19 42%	19 42%	-	-	-	-
Researched timetables, routes, fares	22 48%	22 48%	-	-	-	-
Discussed with friends or colleagues who use public transport on that route	10 21%	10 21%	-	-	-	-
Done something else	3 6%	3 6%	-	-	-	-
None of these - have only just started thinking about it	8 17%	8 17%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	90	53	37	9	12	28	17	16	8	-	30	29	18	13	65	18	-	7	6	38	46
Weighted base	102	65	37	15	17	26	17	19	8	-	30	34	21	17	70	22	-	10	5	36	60
It was too expensive	46	27	19	11	10	10	8	5	2	-	12	20	8	6	30	7	-	9	1	15	30
	45%	41%	53%	74%	59%	37%	49%	26%	25%	-	41%	59%	38%	34%	43%	31%	-	96%	14%	42%	50%
It was not convenient because there is no direct service to where I want to go	33	22	11	2	3	11	6	5	6	-	13	9	4	8	27	3	-	3	4	11	18
	33%	34%	29%	13%	19%	42%	37%	24%	76%	-	42%	25%	17%	50%	38%	14%	-	35%	82%	29%	30%
It was not frequent enough	30	22	8	2	9	6	5	4	4	-	10	10	6	4	21	4	-	5	1	7	21
	29%	33%	21%	11%	55%	22%	28%	24%	46%	-	34%	28%	27%	24%	31%	16%	-	47%	20%	20%	35%
It was too slow	28	19	9	1	5	8	6	6	2	-	7	8	6	8	14	10	-	5	1	7	19
	27%	29%	25%	4%	28%	30%	37%	34%	28%	-	23%	23%	27%	46%	20%	43%	-	47%	23%	20%	32%
It was too unreliable	26	17	9	5	5	4	3	6	3	-	12	5	5	4	17	6	-	4	*	8	18
	26%	26%	25%	35%	30%	17%	16%	32%	38%	-	41%	15%	24%	23%	24%	27%	-	37%	8%	23%	29%
Too difficult with equipment/papers I need to take	16	10	6	3	5	4	1	1	2	-	9	3	3	1	8	1	-	8	1	1	14
	16%	16%	17%	21%	28%	16%	9%	4%	25%	-	31%	8%	15%	8%	11%	4%	-	80%	26%	2%	24%
It is not comfortable/safe/clean	15	4	11	-	3	4	3	3	2	-	7	4	2	2	12	2	-	1	-	9	6
	15%	6%	30%	-	17%	15%	19%	17%	25%	-	24%	13%	9%	11%	18%	7%	-	14%	-	24%	11%
It's too far to the bus/tram stop/station	4	2	2	-	1	1	1	*	-	-	*	2	1	-	4	-	-	-	-	3	1
	4%	3%	5%	-	9%	3%	8%	2%	-	-	2%	6%	7%	-	6%	-	-	-	-	7%	2%
Too difficult because of disability/poor mobility	4	2	2	-	-	-	-	2	2	-	2	2	-	-	4	-	-	-	-	-	4
	4%	3%	4%	-	-	-	-	9%	25%	-	7%	5%	-	-	5%	-	-	-	-	-	6%
Don't like travelling with public/other people	4	-	4	-	-	2	-	2	-	-	2	2	-	-	2	1	-	-	-	1	3
	3%	-	10%	-	-	7%	-	9%	-	-	6%	5%	-	-	3%	6%	-	-	-	2%	5%
Too difficult with children	3	1	2	-	1	1	*	1	-	-	1	1	1	*	2	1	-	-	-	2	1
	3%	2%	5%	-	6%	2%	2%	7%	-	-	2%	4%	4%	2%	3%	6%	-	-	-	5%	2%
Changed job	3	-	3	-	1	1	-	-	-	-	1	1	-	-	1	1	-	-	-	1	1
	3%	-	7%	-	9%	5%	-	-	-	-	4%	4%	-	-	2%	6%	-	-	-	4%	2%
Moved house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	14	9	9	2	2	2	4	4	-	7	10	3	3	16	5	-	2	1	9	13
	23%	21%	25%	61%	10%	7%	15%	19%	49%	-	25%	29%	13%	18%	23%	23%	-	21%	9%	26%	22%
Not stated	1	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1
	1%	1%	-	-	-	-	-	-	10%	-	3%	-	-	-	1%	-	-	-	-	-	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	90	13	66	6	5	9	14	12	55	35	27	20	8
Weighted base	102	17	68	9	7	13	14	22	53	38	36	20	8
It was too expensive	46 45%	11 65%	31 45%	4 38%	1 12%	6 44%	9 61%	10 43%	22 42%	14 38%	22 61%	7 34%	3 39%
It was not convenient because there is no direct service to where I want to go	33 33%	3 17%	20 29%	9 100%	1 12%	5 36%	6 43%	4 20%	18 34%	14 38%	7 20%	6 32%	5 60%
It was not frequent enough	30 29%	1 3%	23 33%	3 32%	4 53%	3 25%	3 18%	4 17%	20 38%	12 31%	12 34%	4 19%	2 25%
It was too slow	28 27%	2 13%	20 30%	1 16%	4 55%	5 38%	6 44%	4 18%	13 24%	13 35%	10 27%	3 13%	3 33%
It was too unreliable	26 26%	2 10%	23 33%	2 23%	-	1 6%	3 18%	11 48%	12 24%	13 35%	7 19%	6 29%	* 5%
Too difficult with equipment/papers I need to take	16 16%	2 10%	7 10%	8 84%	-	6 44%	-	5 24%	5 10%	8 20%	5 13%	3 13%	1 17%
It is not comfortable/safe/clean	15 15%	4 23%	9 13%	2 23%	-	-	3 19%	5 23%	7 14%	4 10%	7 20%	4 19%	* 5%
It's too far to the bus/tram stop/station	4 4%	1 7%	3 4%	-	-	-	-	-	4 8%	1 2%	2 5%	1 7%	-
Too difficult because of disability/poor mobility	4 4%	2 9%	-	2 23%	-	-	-	2 9%	2 3%	2 6%	2 5%	-	-
Don't like travelling with public/other people	4 3%	2 9%	2 3%	-	-	-	2 13%	-	2 3%	-	3 8%	1 3%	-
Too difficult with children	3 3%	-	3 5%	-	-	1 7%	2 13%	* 2%	-	-	-	3 14%	* 5%
Changed job	3 3%	-	3 4%	-	-	-	1 9%	-	1 3%	-	3 8%	-	-
Moved house	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23 23%	7 41%	9 13%	4 44%	3 45%	-	1 6%	11 50%	11 21%	6 15%	12 32%	4 20%	2 19%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	102	17	68	9	7	13	14	22	53	38	36	20	8
Not stated	1 1%	-	-	-	1 13%	-	-	-	1 2%	-	-	-	1 11%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	90	58	32	56	33	1	-	18	4	11	15	6	21	10	-	5
Weighted base	102	67	35	65	35	2	-	23	8	14	15	6	20	12	-	4
It was too expensive	46 45%	33 49%	13 37%	36 55%	8 24%	2 100%	-	11 46%	7 87%	4 33%	9 55%	2 37%	8 39%	3 28%	-	2 55%
It was not convenient because there is no direct service to where I want to go	33 33%	20 30%	13 36%	23 36%	10 28%	-	-	7 32%	1 13%	5 37%	7 43%	1 18%	5 27%	5 44%	-	1 33%
It was not frequent enough	30 29%	21 32%	8 23%	23 36%	6 18%	-	-	9 39%	-	4 30%	2 15%	4 70%	4 21%	4 31%	-	2 52%
It was too slow	28 27%	22 33%	6 16%	18 27%	10 30%	-	-	6 25%	1 8%	8 58%	2 15%	3 53%	5 25%	4 29%	-	-
It was too unreliable	26 26%	18 27%	9 24%	17 26%	10 28%	-	-	8 35%	1 9%	6 45%	4 27%	3 55%	1 7%	3 24%	-	-
Too difficult with equipment/papers I need to take	16 16%	10 15%	6 18%	13 21%	3 8%	-	-	7 29%	1 13%	2 15%	2 13%	2 37%	-	2 19%	-	-
It is not comfortable/safe/clean	15 15%	9 13%	6 18%	10 15%	5 15%	-	-	5 23%	-	3 25%	3 18%	-	4 19%	-	-	-
It's too far to the bus/tram stop/station	4 4%	2 3%	2 5%	3 5%	1 2%	-	-	1 3%	-	1 11%	-	-	1 8%	* 4%	-	-
Too difficult because of disability/poor mobility	4 4%	4 6%	-	2 3%	2 5%	-	-	2 9%	-	-	-	-	2 8%	-	-	-
Don't like travelling with public/other people	4 3%	4 5%	-	2 3%	2 5%	-	-	1 6%	-	1 4%	-	-	2 8%	-	-	-
Too difficult with children	3 3%	3 5%	-	2 3%	1 3%	-	-	* 2%	-	1 4%	1 6%	-	-	-	-	1 28%
Changed job	3 3%	3 4%	-	3 4%	-	-	-	1 6%	-	1 11%	-	-	-	-	-	-
Moved house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Weighted base	102	67	35	65	35	2	-	23	8	14	15	6	20	12	-	4
Other	23	14	8	15	7	-	-	6	5	2	3	-	4	2	-	1
	23%	22%	24%	24%	22%	-	-	28%	70%	12%	22%	-	18%	16%	-	11%
Not stated	1	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	7%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	90	38	22	10	4	16	14	42	8	25	1	25	12	11	14	3	5	1
Weighted base	102	41	26	10	7	17	14	51	9	26	2	29	13	11	15	3	5	2
It was too expensive	46 45%	17 41%	17 64%	3 34%	4 62%	4 25%	10 67%	26 51%	1 16%	7 27%	2 100%	15 51%	9 66%	5 44%	5 34%	-	1 17%	2 100%
It was not convenient because there is no direct service to where I want to go	33 33%	20 47%	6 21%	2 24%	1 15%	4 26%	9 60%	15 29%	2 25%	7 29%	-	8 28%	9 67%	2 21%	5 32%	-	2 34%	-
It was not frequent enough	30 29%	9 22%	7 27%	2 25%	4 62%	7 39%	1 10%	22 43%	2 24%	4 17%	-	14 47%	3 24%	5 48%	3 17%	1 43%	2 33%	-
It was too slow	28 27%	16 39%	6 21%	1 15%	3 47%	2 10%	5 36%	12 24%	3 33%	7 28%	-	11 36%	4 30%	2 17%	8 52%	1 43%	1 17%	-
It was too unreliable	26 26%	10 24%	4 15%	5 56%	1 15%	6 33%	2 14%	15 29%	1 16%	8 32%	-	11 38%	2 14%	3 29%	4 25%	1 36%	-	-
Too difficult with equipment/papers I need to take	16 16%	7 17%	4 14%	1 12%	4 62%	-	3 18%	11 21%	-	3 11%	-	7 25%	1 11%	3 31%	3 19%	-	-	-
It is not comfortable/safe/clean	15 15%	4 8%	6 21%	2 19%	-	4 25%	1 4%	9 18%	1 16%	4 15%	-	8 28%	1 5%	1 12%	2 11%	-	-	-
It's too far to the bus/tram stop/station	4 4%	1 3%	-	-	-	3 17%	1 6%	2 5%	-	1 3%	-	2 7%	-	1 12%	-	1 21%	-	-
Too difficult because of disability/poor mobility	4 4%	2 5%	2 6%	-	-	-	-	2 4%	-	2 6%	-	2 7%	-	2 11%	-	-	-	-
Don't like travelling with public/other people	4 3%	1 1%	3 11%	-	-	-	1 4%	1 2%	-	2 6%	-	1 4%	1 5%	-	2 11%	-	-	-
Too difficult with children	3 3%	2 4%	1 5%	*	-	-	1 4%	2 3%	1 11%	-	-	* 1%	2 14%	-	1 6%	-	-	-
Changed job	3 3%	-	1 5%	-	-	1 8%	-	3 5%	-	-	-	3 9%	-	-	-	-	-	-
Moved house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23 23%	8 20%	5 20%	3 34%	2 23%	4 25%	-	15 30%	1 7%	7 26%	-	6 21%	-	3 30%	2 13%	-	2 49%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	102	41	26	10	7	17	14	51	9	26	2	29	13	11	15	3	5	2
Not stated	1 1%	-	-	-	-	1 5%	-	1 2%	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	90	71	1	13	5	28	25	15	13	1	5	3	13	6	10	20	18	23
Weighted base	102	79	1	18	4	30	28	17	18	1	4	3	17	12	10	24	15	25
It was too expensive	46 45%	36 46%	-	9 52%	1 19%	14 45%	8 29%	11 64%	9 52%	-	1 19%	3 100%	4 23%	8 67%	3 27%	7 28%	9 61%	16 65%
It was not convenient because there is no direct service to where I want to go	33 33%	26 33%	1 100%	3 16%	3 76%	16 52%	3 12%	6 34%	3 16%	1 100%	3 76%	1 34%	4 22%	4 33%	5 50%	5 21%	9 64%	6 25%
It was not frequent enough	30 29%	28 35%	-	1 4%	1 27%	11 36%	11 40%	5 29%	1 4%	-	1 27%	1 34%	4 24%	-	-	12 52%	3 21%	10 41%
It was too slow	28 27%	27 34%	-	-	1 31%	8 27%	9 32%	7 43%	-	-	1 31%	2 63%	8 46%	1 12%	* 3%	3 14%	3 22%	12 46%
It was too unreliable	26 26%	21 27%	-	5 28%	* 11%	7 24%	12 43%	* 2%	5 28%	-	* 11%	1 37%	7 41%	-	2 24%	9 39%	1 8%	7 27%
Too difficult with equipment/papers I need to take	16 16%	15 19%	1 100%	-	-	6 19%	1 4%	7 41%	-	1 100%	-	1 37%	1 7%	-	1 14%	4 16%	5 36%	5 18%
It is not comfortable/safe/clean	15 15%	12 15%	-	4 20%	-	5 17%	4 13%	3 18%	4 20%	-	-	-	4 26%	1 12%	1 6%	7 29%	1 4%	1 5%
It's too far to the bus/tram stop/station	4 4%	4 5%	-	-	-	1 2%	* 2%	3 17%	-	-	-	-	-	-	-	1 6%	1 9%	1 5%
Too difficult because of disability/poor mobility	4 4%	4 5%	-	-	-	4 12%	-	-	-	-	-	-	-	-	-	4 16%	-	-
Don't like travelling with public/other people	4 3%	4 4%	-	-	-	2 5%	1 5%	1 4%	-	-	-	-	1 7%	-	1 6%	2 7%	-	-
Too difficult with children	3 3%	3 4%	-	-	-	-	2 8%	1 6%	-	-	-	-	* 2%	-	2 16%	1 5%	-	-
Changed job	3 3%	3 3%	-	-	-	-	1 5%	1 8%	-	-	-	-	1 7%	-	-	1 6%	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	102	79	1	18	4	30	28	17	18	1	4	3	17	12	10	24	15	25
Moved house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	23	14	-	9	1	5	6	3	9	-	1	-	2	8	2	7	3	2
	23%	17%	-	49%	13%	17%	20%	18%	49%	-	13%	-	15%	67%	17%	28%	17%	8%
Not stated	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	1%	-	-	5%	-	-	-	-	5%	-	-	-	-	-	-	-	-	3%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	90	90	-	-	-	-
Weighted base	102	102	-	-	-	-
It was too expensive	46 45%	46 45%	-	-	-	-
It was not convenient because there is no direct service to where I want to go	33 33%	33 33%	-	-	-	-
It was not frequent enough	30 29%	30 29%	-	-	-	-
It was too slow	28 27%	28 27%	-	-	-	-
It was too unreliable	26 26%	26 26%	-	-	-	-
Too difficult with equipment/papers I need to take	16 16%	16 16%	-	-	-	-
It is not comfortable/ safe/clean	15 15%	15 15%	-	-	-	-
It's too far to the bus/ tram stop/station	4 4%	4 4%	-	-	-	-
Too difficult because of disability/poor mobility	4 4%	4 4%	-	-	-	-
Don't like travelling with public/other people	4 3%	4 3%	-	-	-	-
Too difficult with children	3 3%	3 3%	-	-	-	-
Changed job	3 3%	3 3%	-	-	-	-
Moved house	-	-	-	-	-	-
Other	23 23%	23 23%	-	-	-	-
Not stated	1 1%	1 1%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	713	315	398	45	106	152	198	149	57	6	198	255	167	93	501	186	-	26	18	304	391
Weighted base	803	370	433	75	132	169	212	158	52	5	209	284	216	94	562	203	-	38	14	280	509
I haven't really thought about cycling	496	207	289	49	90	99	121	97	39	1	115	193	126	62	331	141	-	24	11	170	316
	62%	56%	67%	66%	68%	58%	57%	61%	75%	24%	55%	68%	58%	66%	59%	69%	-	64%	77%	61%	62%
I thought about cycling but decided not to	195	95	100	17	28	37	62	39	9	4	62	57	54	22	148	33	-	14	2	67	126
	24%	26%	23%	22%	21%	22%	29%	25%	18%	76%	30%	20%	25%	24%	26%	16%	-	36%	16%	24%	25%
I tried to cycle but have decided not to continue	49	32	16	6	3	12	15	11	2	-	13	13	18	4	34	14	-	-	-	18	30
	6%	9%	4%	7%	2%	7%	7%	7%	4%	-	6%	5%	8%	4%	6%	7%	-	-	-	7%	6%
I am thinking about cycling quite soon	27	17	10	-	4	12	5	5	1	-	3	14	6	4	20	7	-	-	-	9	18
	3%	5%	2%	-	3%	7%	2%	3%	2%	-	2%	5%	3%	4%	4%	3%	-	-	-	3%	3%
I do sometimes cycle	24	11	13	-	6	6	6	5	1	-	9	4	10	1	17	7	-	-	1	12	11
	3%	3%	3%	-	5%	3%	3%	3%	2%	-	4%	1%	4%	1%	3%	3%	-	-	7%	4%	2%
I am thinking about cycling but I haven't thought about when I will start	12	7	5	3	-	4	4	2	-	-	7	2	2	1	11	1	-	-	-	4	8
	2%	2%	1%	4%	-	2%	2%	1%	-	-	3%	1%	1%	1%	2%	1%	-	-	-	1%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	713	45	507	72	89	104	120	73	416	174	221	212	99
Weighted base	803	63	502	109	129	123	138	114	428	170	281	245	101
I haven't really thought about cycling	496 62%	41 66%	305 61%	63 58%	87 67%	88 71%	77 56%	64 56%	267 62%	93 55%	163 58%	170 69%	64 63%
I thought about cycling but decided not to	195 24%	17 27%	119 24%	34 31%	25 19%	23 19%	29 21%	37 33%	106 25%	56 33%	72 26%	45 19%	21 21%
I tried to cycle but have decided not to continue	49 6%	3 5%	30 6%	8 7%	7 6%	5 4%	13 9%	8 7%	24 6%	8 5%	22 8%	14 6%	5 5%
I am thinking about cycling quite soon	27 3%	1 2%	20 4%	- -	6 5%	3 3%	11 8%	2 1%	11 3%	3 2%	11 4%	7 3%	6 6%
I do sometimes cycle	24 3%	- -	17 3%	3 3%	3 3%	3 3%	7 5%	3 3%	10 2%	7 4%	8 3%	4 2%	4 4%
I am thinking about cycling but I haven't thought about when I will start	12 2%	- -	10 2%	1 1%	1 1%	1 1%	1 1%	- -	10 2%	2 1%	5 2%	5 2%	1 1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	713	536	177	535	174	3	1	153	51	111	141	38	128	44	6	39
Weighted base	803	615	188	595	204	3	2	175	55	124	149	42	159	46	10	42
I haven't really thought about cycling	496 62%	405 66%	91 48%	394 66%	100 49%	1 19%	2 100%	117 67%	39 70%	83 67%	97 65%	26 61%	77 48%	23 51%	6 65%	27 64%
I thought about cycling but decided not to	195 24%	132 21%	64 34%	153 26%	40 20%	2 50%	-	35 20%	11 21%	31 25%	37 25%	11 26%	44 28%	13 29%	-	14 34%
I tried to cycle but have decided not to continue	49 6%	34 6%	14 8%	22 4%	26 13%	-	-	12 7%	-	3 2%	5 3%	4 9%	17 11%	6 13%	2 21%	-
I am thinking about cycling quite soon	27 3%	18 3%	9 5%	10 2%	18 9%	-	-	4 3%	2 4%	2 1%	7 5%	-	11 7%	* 1%	-	-
I do sometimes cycle	24 3%	15 2%	9 5%	11 2%	11 6%	1 31%	-	6 3%	2 3%	1 1%	3 2%	-	8 5%	3 6%	1 14%	1 3%
I am thinking about cycling but I haven't thought about when I will start	12 2%	10 2%	2 1%	4 1%	8 4%	-	-	1 1%	1 1%	5 4%	1 1%	2 4%	3 2%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	713	294	128	158	35	98	125	410	55	119	4	217	129	166	83	15	35	2
Weighted base	803	343	138	172	38	112	134	461	67	136	5	239	147	174	100	17	37	2
I haven't really thought about cycling	496 62%	206 60%	88 64%	109 63%	21 56%	72 64%	76 57%	318 69%	26 39%	74 54%	2 49%	138 58%	102 69%	126 73%	40 40%	7 43%	22 59%	1 27%
I thought about cycling but decided not to	195 24%	83 24%	35 26%	46 27%	9 23%	22 20%	47 35%	107 23%	20 30%	20 15%	2 32%	75 31%	34 23%	39 22%	20 20%	6 33%	6 15%	2 73%
I tried to cycle but have decided not to continue	49 6%	23 7%	4 3%	5 3%	7 19%	9 8%	6 5%	16 3%	11 17%	15 11%	-	11 5%	7 5%	3 2%	15 15%	-	3 8%	-
I am thinking about cycling quite soon	27 3%	12 4%	5 3%	6 3%	-	5 4%	2 1%	8 2%	4 6%	14 10%	-	6 3%	2 1%	1 1%	10 10%	2 14%	4 11%	-
I do sometimes cycle	24 3%	11 3%	3 2%	6 4%	1 2%	3 3%	2 1%	10 2%	5 7%	7 5%	1 20%	7 3%	-	3 2%	10 10%	1 4%	1 3%	-
I am thinking about cycling but I haven't thought about when I will start	12 2%	7 2%	4 3%	-	-	1 1%	2 1%	2 1%	1 1%	7 5%	-	1 *	2 1%	1 1%	5 5%	1 7%	2 4%	-

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Private vehicle driver - full license in house hold / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	713	647	-	47	18	214	257	160	47	-	18	16	59	83	120	133	122	196
Weighted base	803	716	-	72	14	232	296	173	72	-	14	15	65	103	144	140	116	236
I haven't really thought about cycling	496 62%	435 61%	-	49 67%	11 77%	129 56%	185 63%	107 62%	49 67%	-	11 77%	14 92%	38 58%	65 63%	84 58%	76 55%	63 55%	170 72%
I thought about cycling but decided not to	195 24%	181 25%	-	12 17%	2 16%	70 30%	68 23%	42 24%	12 17%	-	2 16%	1 8%	18 27%	17 17%	45 31%	37 27%	37 31%	42 18%
I tried to cycle but have decided not to continue	49 6%	39 5%	-	9 13%	-	19 8%	13 4%	8 4%	9 13%	-	-	-	5 8%	11 10%	7 5%	11 8%	5 4%	10 4%
I am thinking about cycling quite soon	27 3%	26 4%	-	1 2%	-	7 3%	8 3%	11 6%	1 2%	-	-	-	4 6%	3 3%	4 3%	6 4%	5 5%	5 2%
I do sometimes cycle	24 3%	22 3%	-	1 1%	1 7%	3 1%	14 5%	5 3%	1 1%	-	1 7%	-	1 2%	5 5%	3 2%	6 4%	3 3%	7 3%
I am thinking about cycling but I haven't thought about when I will start	12 2%	12 2%	-	-	-	3 1%	9 3%	-	-	-	-	-	-	2 2%	1 1%	3 2%	3 3%	3 1%

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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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	713	713	-	-	-	-
Weighted base	803	803	-	-	-	-
I haven't really thought about cycling	496 62%	496 62%	-	-	-	-
I thought about cycling but decided not to	195 24%	195 24%	-	-	-	-
I tried to cycle but have decided not to continue	49 6%	49 6%	-	-	-	-
I am thinking about cycling quite soon	27 3%	27 3%	-	-	-	-
I do sometimes cycle	24 3%	24 3%	-	-	-	-
I am thinking about cycling but I haven't thought about when I will start	12 2%	12 2%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	38	22	16	2	5	12	10	8	1	-	11	13	8	6	29	9	-	-	-	17	21
Weighted base	39	24	15	3	4	16	9	7	1	-	10	16	9	5	31	8	-	-	-	13	26
Actually done a 'trial run'	16	9	7	-	1	9	2	4	-	-	2	11	1	2	13	3	-	-	-	5	11
	40%	37%	46%	-	34%	55%	24%	56%	-	-	24%	68%	12%	33%	40%	40%	-	-	-	38%	41%
Researched routes	6	4	2	-	1	3	2	-	-	-	3	2	1	-	5	1	-	-	-	3	3
	15%	17%	12%	-	21%	22%	18%	-	-	-	28%	13%	12%	-	15%	15%	-	-	-	25%	10%
Discussed with friends or colleagues who use public transport on that route	6	3	3	-	1	1	3	1	-	-	2	-	2	2	6	-	-	-	-	2	3
	15%	13%	17%	-	25%	6%	34%	11%	-	-	24%	-	19%	35%	18%	-	-	-	-	17%	13%
Done something else	2	-	2	-	-	-	1	-	1	-	-	1	-	1	-	2	-	-	-	1	1
	4%	-	10%	-	-	-	6%	-	100%	-	-	3%	-	22%	-	19%	-	-	-	4%	4%
None of these - have only just started thinking about it	12	9	2	3	1	3	2	2	-	-	3	3	5	*	9	2	-	-	-	3	8
	29%	39%	14%	100%	31%	18%	24%	32%	-	-	33%	18%	57%	11%	30%	25%	-	-	-	23%	33%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	38	1	33	1	3	4	8	1	25	6	13	11	7
Weighted base	39	1	30	1	7	4	12	2	21	5	15	12	7
Actually done a 'trial run'	16	-	10	-	6	2	8	-	6	2	11	2	2
	40%	-	32%	-	85%	41%	62%	-	31%	37%	71%	13%	25%
Researched routes	6	-	6	-	-	1	2	-	2	1	2	2	-
	15%	-	20%	-	-	30%	19%	-	11%	21%	14%	20%	-
Discussed with friends or colleagues who use public transport on that route	6	1	5	-	-	-	-	2	4	2	*	-	3
	15%	100%	15%	-	-	-	-	100%	19%	41%	3%	-	48%
Done something else	2	-	2	-	-	-	1	-	1	1	1	-	-
	4%	-	5%	-	-	-	4%	-	5%	11%	7%	-	-
None of these - have only just started thinking about it	12	-	10	1	1	1	2	-	8	-	2	8	2
	29%	-	32%	100%	15%	30%	15%	-	40%	-	11%	68%	28%

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	38	27	11	16	22	-	-	6	4	7	6	2	12	1	-	-
Weighted base	39	29	10	13	26	-	-	6	3	6	8	2	14	*	-	-
Actually done a 'trial run'	16	11	4	4	12	-	-	2	2	1	1	-	9	-	-	-
	40%	40%	42%	30%	46%	-	-	34%	81%	18%	13%	-	66%	-	-	-
Researched routes	6	4	2	3	3	-	-	2	1	*	2	-	1	-	-	-
	15%	15%	15%	25%	10%	-	-	31%	34%	4%	29%	-	4%	-	-	-
Discussed with friends or colleagues who use public transport on that route	6	3	3	1	4	-	-	1	-	-	2	2	2	-	-	-
	15%	9%	30%	10%	17%	-	-	13%	-	-	20%	100%	11%	-	-	-
Done something else	2	1	1	1	1	-	-	-	-	-	-	-	2	-	-	-
	4%	2%	10%	4%	4%	-	-	-	-	-	-	-	11%	-	-	-
None of these - have only just started thinking about it	12	10	1	5	7	-	-	1	-	5	3	-	2	*	-	-
	29%	35%	13%	35%	26%	-	-	23%	-	82%	37%	-	12%	100%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	38	17	9	6	-	6	4	12	5	17	-	9	4	3	12	3	6	-
Weighted base	39	19	9	6	-	6	3	10	5	21	-	7	4	2	16	3	6	-
Actually done a 'trial run'	16 40%	10 54%	2 24%	1 20%	-	2 41%	1 17%	3 35%	2 39%	10 47%	-	2 33%	-	2 77%	9 58%	2 67%	* 8%	-
Researched routes	6 15%	2 11%	4 44%	-	-	-	2 46%	2 17%	-	3 13%	-	2 25%	1 37%	-	1 6%	-	* 8%	-
Discussed with friends or colleagues who use public transport on that route	6 15%	4 21%	1 11%	-	-	1 12%	-	1 14%	1 18%	3 16%	-	* 6%	1 24%	-	-	-	4 79%	-
Done something else	2 4%	-	-	2 28%	-	-	-	1 5%	1 21%	-	-	1 7%	-	-	1 7%	-	-	-
None of these - have only just started thinking about it	12 29%	3 17%	3 30%	3 52%	-	3 47%	2 54%	3 28%	1 22%	6 28%	-	3 37%	2 39%	* 23%	5 32%	1 33%	1 13%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income				
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	38	37	-	1	-	8	18	11	1	-	-	4	5	5	10	6	8
Weighted base	39	38	-	1	-	10	16	11	1	-	-	4	5	6	8	9	8
Actually done a 'trial run'	16	16	-	-	-	6	4	6	-	-	-	2	2	*	3	6	2
	40%	42%	-	-	-	55%	25%	54%	-	-	-	54%	41%	9%	36%	73%	24%
Researched routes	6	5	-	1	-	1	3	*	1	-	-	1	1	1	1	1	*
	15%	12%	-	100%	-	10%	21%	3%	100%	-	-	34%	20%	24%	12%	10%	6%
Discussed with friends or colleagues who use public transport on that route	6	6	-	-	-	1	3	2	-	-	-	-	-	2	1	1	2
	15%	15%	-	-	-	7%	21%	14%	-	-	-	-	-	29%	14%	11%	25%
Done something else	2	2	-	-	-	-	1	1	-	-	-	-	1	1	-	-	-
	4%	4%	-	-	-	-	3%	9%	-	-	-	-	11%	18%	-	-	-
None of these - have only just started thinking about it	12	12	-	-	-	3	6	3	-	-	-	*	1	1	4	1	4
	29%	30%	-	-	-	28%	37%	23%	-	-	-	13%	28%	20%	50%	9%	45%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	38	38	-	-	-	-
Weighted base	39	39	-	-	-	-
Actually done a 'trial run'	16 40%	16 40%	-	-	-	-
Researched routes	6 15%	6 15%	-	-	-	-
Discussed with friends or colleagues who use public transport on that route	6 15%	6 15%	-	-	-	-
Done something else	2 4%	2 4%	-	-	-	-
None of these - have only just started thinking about it	12 29%	12 29%	-	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	713	315	398	45	106	152	198	149	57	6	198	255	167	93	501	186	-	26	18	304	391
Weighted base	803	370	433	75	132	169	212	158	52	5	209	284	216	94	562	203	-	38	14	280	509
Nothing (Net)	485	199	286	34	90	93	129	96	39	5	116	164	138	67	328	137	-	21	6	173	306
	60%	54%	66%	45%	68%	55%	61%	61%	74%	100%	55%	58%	64%	71%	58%	67%	-	55%	42%	62%	60%
Nothing	389	162	227	27	71	73	98	85	31	4	84	135	111	60	265	111	-	14	3	143	243
	48%	44%	52%	36%	54%	43%	46%	54%	60%	87%	40%	48%	51%	64%	47%	54%	-	38%	23%	51%	48%
Nothing - too far	57	20	37	5	7	8	21	11	4	1	18	22	13	5	39	14	-	4	1	14	41
	7%	5%	8%	6%	5%	5%	10%	7%	8%	29%	9%	8%	6%	5%	7%	7%	-	12%	11%	5%	8%
Nothing - I drop my child(ren) at school on the way	33	3	30	*	6	13	12	2	-	-	11	12	9	2	14	19	-	-	*	13	20
	4%	1%	7%	1%	5%	8%	6%	1%	-	-	5%	4%	4%	2%	3%	9%	-	-	3%	5%	4%
Nothing - too difficult with equipment/papers I need	21	15	6	3	7	6	-	2	3	-	7	3	9	1	17	1	-	3	-	5	16
	3%	4%	1%	4%	6%	3%	-	1%	6%	-	4%	1%	4%	1%	3%	1%	-	8%	-	2%	3%
Nothing - too difficult because of disability/poor mobility	5	1	4	-	1	-	1	1	1	1	1	1	1	1	1	3	-	-	1	3	1
	1%	*	1%	-	1%	-	1%	*	2%	13%	1%	1%	*	1%	*	2%	-	-	5%	1%	*
Would consider sometimes (e.g. if weather fine)	110	58	51	10	21	32	25	19	3	-	22	39	38	11	77	28	-	5	3	33	74
	14%	16%	12%	13%	16%	19%	12%	12%	6%	-	10%	14%	18%	12%	14%	14%	-	12%	22%	12%	15%
If it was safer / there was less traffic	91	40	50	12	7	21	28	16	8	-	38	21	20	12	59	21	-	11	3	34	55
	11%	11%	12%	16%	5%	12%	13%	10%	15%	-	18%	7%	9%	13%	11%	10%	-	29%	19%	12%	11%
If there were cycle paths / better cycle paths	89	47	42	9	13	19	23	24	2	-	35	39	12	3	62	21	-	7	1	36	52
	11%	13%	10%	12%	10%	12%	11%	15%	4%	-	17%	14%	6%	4%	11%	10%	-	18%	7%	13%	10%
If I lived closer	66	32	34	11	11	15	11	13	6	-	23	21	15	7	47	13	-	6	2	22	42
	8%	9%	8%	14%	8%	9%	5%	8%	12%	-	11%	7%	7%	7%	8%	6%	-	15%	15%	8%	8%
Would only use if problem with car	39	17	22	11	4	1	14	6	2	-	5	13	16	4	28	6	-	6	2	10	27
	5%	5%	5%	15%	3%	1%	7%	4%	4%	-	2%	5%	8%	5%	5%	3%	-	15%	14%	4%	5%
If there were (more) secure places to store bicycles	36	14	22	14	2	9	8	4	-	-	13	18	2	3	14	12	-	10	1	10	25
	4%	4%	5%	18%	2%	5%	4%	2%	-	-	6%	6%	1%	3%	3%	6%	-	28%	4%	4%	5%
If there was any/better cycle training available to me	1	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-
	*	-	*	-	1%	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	*	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	803	370	433	75	132	169	212	158	52	5	209	284	216	94	562	203	-	38	14	280	509
Others	54	27	27	10	4	13	13	12	2	-	17	20	11	6	39	14	-	1	-	14	40
	7%	7%	6%	13%	3%	7%	6%	7%	5%	-	8%	7%	5%	6%	7%	7%	-	3%	-	5%	8%
Not stated	5	4	1	-	-	1	4	-	-	-	1	-	4	-	5	-	-	-	-	4	1
	1%	1%	*	-	-	1%	2%	-	-	-	*	-	2%	-	1%	-	-	-	-	2%	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	713	45	507	72	89	104	120	73	416	174	221	212	99
Weighted base	803	63	502	109	129	123	138	114	428	170	281	245	101
Nothing (Net)	485	28	304	75	78	81	76	60	267	95	158	159	66
	60%	45%	60%	69%	60%	66%	55%	52%	62%	56%	56%	65%	66%
Nothing	389	21	256	60	52	57	63	46	224	69	127	128	59
	48%	33%	51%	56%	41%	46%	46%	40%	52%	41%	45%	52%	58%
Nothing - too far	57	3	33	2	19	6	6	14	30	14	15	22	5
	7%	4%	6%	2%	15%	5%	4%	13%	7%	8%	5%	9%	5%
Nothing - I drop my child(ren) at school on the way	33	-	17	8	9	19	10	4	1	7	14	11	*
	4%	-	3%	7%	7%	16%	7%	3%	*	4%	5%	5%	*
Nothing - too difficult with equipment/papers I need	21	2	9	7	3	3	2	*	16	6	11	1	2
	3%	3%	2%	7%	2%	2%	1%	*	4%	4%	4%	1%	2%
Nothing - too difficult because of disability/poor mobility	5	3	2	-	-	-	-	-	5	1	-	3	-
	1%	4%	*	-	-	-	-	-	1%	1%	-	1%	-
Would consider sometimes (e.g. if weather fine)	110	13	71	10	15	12	32	4	61	16	55	26	13
	14%	21%	14%	10%	12%	10%	23%	4%	14%	9%	20%	11%	13%
If it was safer / there was less traffic	91	8	49	11	23	11	17	10	53	28	35	20	7
	11%	13%	10%	10%	17%	9%	13%	9%	12%	17%	13%	8%	7%
If there were cycle paths / better cycle paths	89	9	64	9	7	10	14	17	48	31	30	22	6
	11%	14%	13%	8%	6%	8%	10%	15%	11%	18%	11%	9%	6%
If I lived closer	66	5	35	8	18	12	9	8	37	17	18	25	6
	8%	7%	7%	8%	14%	10%	7%	7%	9%	10%	6%	10%	6%
Would only use if problem with car	39	4	19	3	13	3	7	10	20	4	16	14	4
	5%	7%	4%	2%	10%	2%	5%	8%	5%	3%	6%	6%	4%
If there were (more) secure places to store bicycles	36	4	23	5	4	3	7	8	19	6	22	5	2
	4%	6%	5%	5%	3%	2%	5%	7%	4%	4%	8%	2%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	803	63	502	109	129	123	138	114	428	170	281	245	101
If there was any/better cycle training available to me	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *	-	-
Others	54 7%	9 15%	29 6%	10 10%	5 4%	8 6%	6 4%	11 10%	30 7%	15 9%	16 6%	15 6%	8 7%
Not stated	5 1%	-	1 *	4 3%	-	-	1 *	4 3%	1 *	-	-	5 2%	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	713	536	177	535	174	3	1	153	51	111	141	38	128	44	6	39
Weighted base	803	615	188	595	204	3	2	175	55	124	149	42	159	46	10	42
Nothing (Net)	485	383	102	388	96	1	-	117	32	75	98	24	81	33	6	17
	60%	62%	54%	65%	47%	19%	-	67%	57%	61%	66%	58%	51%	72%	65%	41%
Nothing	389	315	75	317	71	1	-	99	30	63	78	18	60	20	5	15
	48%	51%	40%	53%	35%	19%	-	57%	54%	51%	53%	42%	38%	44%	52%	36%
Nothing - too far	57	46	11	49	8	-	-	12	1	6	14	4	12	6	-	2
	7%	7%	6%	8%	4%	-	-	7%	1%	5%	10%	10%	7%	12%	-	5%
Nothing - I drop my child(ren) at school on the way	33	19	15	25	8	-	-	5	1	9	7	3	7	2	-	-
	4%	3%	8%	4%	4%	-	-	3%	2%	7%	5%	6%	4%	5%	-	-
Nothing - too difficult with equipment/papers I need	21	18	3	13	8	-	-	5	-	3	*	1	6	4	1	-
	3%	3%	1%	2%	4%	-	-	3%	-	3%	*	2%	4%	10%	14%	-
Nothing - too difficult because of disability/poor mobility	5	3	2	3	2	-	-	1	-	-	1	-	1	1	-	-
	1%	*	1%	*	1%	-	-	1%	-	-	*	-	1%	3%	-	-
Would consider sometimes (e.g. if weather fine)	110	80	30	61	46	2	2	25	4	8	21	9	29	5	1	7
	14%	13%	16%	10%	22%	50%	100%	14%	7%	7%	14%	21%	18%	11%	14%	18%
If it was safer / there was less traffic	91	62	29	60	31	-	-	13	9	13	19	2	24	3	-	8
	11%	10%	15%	10%	15%	-	-	7%	16%	10%	13%	4%	15%	6%	-	20%
If there were cycle paths / better cycle paths	89	57	32	53	36	1	-	7	5	19	16	6	20	8	-	8
	11%	9%	17%	9%	18%	31%	-	4%	9%	15%	11%	15%	12%	18%	-	19%
If I lived closer	66	51	15	40	25	2	-	15	4	16	12	5	11	1	-	2
	8%	8%	8%	7%	12%	50%	-	9%	8%	13%	8%	12%	7%	3%	-	4%
Would only use if problem with car	39	31	8	26	13	-	-	5	-	4	6	4	16	1	-	1
	5%	5%	4%	4%	6%	-	-	3%	-	3%	4%	10%	10%	1%	-	3%

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	803	615	188	595	204	3	2	175	55	124	149	42	159	46	10	42
If there were (more) secure places to store bicycles	36 4%	24 4%	12 6%	24 4%	12 6%	-	-	3 2%	2 3%	9 7%	5 3%	8 19%	8 5%	1 3%	-	-
If there was any/better cycle training available to me	1 *	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-
Others	54 7%	43 7%	11 6%	40 7%	14 7%	-	-	10 6%	7 12%	8 7%	6 4%	-	15 9%	1 1%	2 21%	5 13%
Not stated	5 1%	5 1%	-	4 1%	1 *	-	-	4 2%	-	1 *	-	1 1%	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	713	294	128	158	35	98	125	410	55	119	4	217	129	166	83	15	35	2
Weighted base	803	343	138	172	38	112	134	461	67	136	5	239	147	174	100	17	37	2
Nothing (Net)	485	198	76	110	27	74	76	312	31	65	1	139	94	133	44	6	20	1
	60%	58%	55%	64%	71%	66%	57%	68%	46%	48%	12%	58%	64%	77%	44%	36%	54%	27%
Nothing	389	150	66	89	20	64	65	253	20	51	1	112	77	111	27	5	17	1
	48%	44%	48%	52%	51%	57%	48%	55%	30%	38%	12%	47%	52%	64%	27%	30%	47%	27%
Nothing - too far	57	26	7	13	4	7	6	43	3	5	-	19	15	12	5	-	2	-
	7%	8%	5%	8%	10%	7%	4%	9%	4%	3%	-	8%	10%	7%	5%	-	5%	-
Nothing - I drop my child(ren) at school on the way	33	16	3	9	2	3	5	20	4	4	-	12	5	9	4	1	1	-
	4%	5%	2%	5%	4%	3%	4%	4%	6%	3%	-	5%	3%	5%	4%	6%	2%	-
Nothing - too difficult with equipment/papers I need	21	13	1	4	2	1	3	10	2	5	-	5	2	6	6	-	-	-
	3%	4%	1%	2%	6%	1%	2%	2%	4%	4%	-	2%	1%	3%	6%	-	-	-
Nothing - too difficult because of disability/poor mobility	5	2	1	-	1	1	-	3	1	1	-	-	1	2	1	-	-	-
	1%	1%	1%	-	4%	1%	-	1%	2%	*	-	-	1%	1%	1%	-	-	-
Would consider sometimes (e.g. if weather fine)	110	50	18	24	7	11	13	48	17	29	3	33	14	11	26	7	7	2
	14%	15%	13%	14%	17%	10%	10%	10%	25%	21%	69%	14%	9%	6%	26%	43%	18%	73%
If it was safer / there was less traffic	91	35	19	20	3	14	14	45	9	23	-	32	11	15	12	3	3	-
	11%	10%	14%	12%	7%	12%	11%	10%	13%	17%	-	13%	7%	9%	12%	15%	9%	-
If there were cycle paths / better cycle paths	89	41	17	18	1	13	23	30	14	21	1	31	8	12	20	-	4	-
	11%	12%	13%	10%	2%	12%	17%	7%	21%	16%	20%	13%	5%	7%	21%	-	11%	-
If I lived closer	66	25	15	17	4	5	9	31	5	20	2	20	9	8	15	1	1	2
	8%	7%	11%	10%	10%	5%	6%	7%	7%	15%	32%	8%	6%	5%	15%	5%	3%	73%
Would only use if problem with car	39	20	10	6	2	2	9	17	7	6	-	12	10	3	9	-	1	-
	5%	6%	7%	3%	4%	2%	7%	4%	10%	5%	-	5%	7%	2%	9%	-	3%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	803	343	138	172	38	112	134	461	67	136	5	239	147	174	100	17	37	2
If there were (more) secure places to store bicycles	36 4%	10 3%	12 9%	7 4%	1 2%	6 5%	9 7%	15 3%	4 6%	9 6%	-	17 7%	4 3%	3 2%	3 3%	-	1 4%	-
If there was any/better cycle training available to me	1 *	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
Others	54 7%	26 8%	11 8%	9 5%	3 7%	5 5%	9 7%	31 7%	8 12%	6 4%	-	18 7%	9 6%	7 4%	7 7%	1 7%	5 14%	-
Not stated	5 1%	1 *	-	4 2%	-	-	1 *	4 1%	1 1%	-	-	-	1 *	4 2%	-	-	1 1%	-

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license but drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	713	647	-	47	18	214	257	160	47	-	18	16	59	83	120	133	122	196
Weighted base	803	716	-	72	14	232	296	173	72	-	14	15	65	103	144	140	116	236
Nothing (Net)	485	437	-	41	6	142	192	93	41	-	6	11	30	62	77	77	70	169
	60%	61%	-	56%	42%	61%	65%	53%	56%	-	42%	72%	46%	60%	53%	55%	60%	72%
Nothing	389	350	-	35	3	104	157	79	35	-	3	10	24	46	63	59	52	145
	48%	49%	-	48%	23%	45%	53%	45%	48%	-	23%	68%	36%	45%	44%	43%	45%	62%
Nothing - too far	57	52	-	4	1	23	22	7	4	-	1	-	5	7	9	9	10	16
	7%	7%	-	5%	11%	10%	7%	4%	5%	-	11%	-	8%	6%	7%	7%	8%	7%
Nothing - I drop my child(ren) at school on the way	33	31	-	2	*	14	11	6	2	-	*	1	3	11	7	7	5	2
	4%	4%	-	3%	3%	6%	4%	3%	3%	-	3%	4%	4%	10%	5%	5%	4%	1%
Nothing - too difficult with equipment/papers I need	21	20	-	1	-	10	7	2	1	-	-	1	-	4	1	6	4	7
	3%	3%	-	1%	-	4%	2%	1%	1%	-	-	4%	-	4%	1%	4%	3%	3%
Nothing - too difficult because of disability/poor mobility	5	4	-	-	1	2	-	2	-	-	1	-	-	1	1	1	-	3
	1%	1%	-	-	5%	1%	-	1%	-	-	5%	-	-	1%	*	1%	-	1%
Would consider sometimes (e.g. if weather fine)	110	99	-	7	3	31	34	33	7	-	3	2	9	13	20	23	20	25
	14%	14%	-	10%	22%	13%	11%	19%	10%	-	22%	11%	13%	13%	14%	16%	17%	11%
If it was safer / there was less traffic	91	76	-	12	3	17	35	23	12	-	3	1	9	10	20	20	17	15
	11%	11%	-	17%	19%	7%	12%	13%	17%	-	19%	9%	14%	10%	14%	14%	15%	6%
If there were cycle paths / better cycle paths	89	75	-	13	1	24	31	18	13	-	1	2	14	11	22	18	9	15
	11%	11%	-	18%	7%	11%	10%	10%	18%	-	7%	13%	21%	11%	15%	13%	8%	6%
If I lived closer	66	56	-	8	2	17	28	9	8	-	2	1	4	6	18	11	16	11
	8%	8%	-	11%	15%	7%	10%	5%	11%	-	15%	6%	7%	6%	12%	8%	14%	5%

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

	Driving status				Driving status (split by annual mileage)							Equivalent income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license and no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	803	716	-	72	14	232	296	173	72	-	14	15	65	103	144	140	116	236
Would only use if problem with car	39 5%	35 5%	-	2 3%	2 14%	7 3%	16 6%	11 6%	2 3%	-	2 14%	-	4 7%	3 3%	7 5%	5 3%	4 3%	16 7%
If there were (more) secure places to store bicycles	36 4%	28 4%	-	7 10%	1 4%	10 4%	11 4%	5 3%	7 10%	-	1 4%	2 13%	5 8%	2 2%	12 8%	6 4%	3 3%	8 3%
If there was any/better cycle training available to me	1 *	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-
Others	54 7%	47 7%	-	7 10%	-	23 10%	12 4%	11 7%	7 10%	-	-	1 4%	4 7%	13 13%	5 3%	16 11%	9 8%	7 3%
Not stated	5 1%	5 1%	-	-	-	4 2%	-	1 *	-	-	-	-	-	-	4 3%	1 *	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	713	713	-	-	-	-
Weighted base	803	803	-	-	-	-
Nothing (Net)	485	485	-	-	-	-
	60%	60%	-	-	-	-
Nothing	389	389	-	-	-	-
	48%	48%	-	-	-	-
Nothing - too far	57	57	-	-	-	-
	7%	7%	-	-	-	-
Nothing - I drop my child(ren) at school on the way	33	33	-	-	-	-
	4%	4%	-	-	-	-
Nothing - too difficult with equipment/papers I need	21	21	-	-	-	-
	3%	3%	-	-	-	-
Nothing - too difficult because of disability/poor mobility	5	5	-	-	-	-
	1%	1%	-	-	-	-
Would consider sometimes (e.g. if weather fine)	110	110	-	-	-	-
	14%	14%	-	-	-	-
If it was safer / there was less traffic	91	91	-	-	-	-
	11%	11%	-	-	-	-
If there were cycle paths / better cycle paths	89	89	-	-	-	-
	11%	11%	-	-	-	-
If I lived closer	66	66	-	-	-	-
	8%	8%	-	-	-	-
Would only use if problem with car	39	39	-	-	-	-
	5%	5%	-	-	-	-
If there were (more) secure places to store bicycles	36	36	-	-	-	-
	4%	4%	-	-	-	-
If there was any/better cycle training available to me	1	1	-	-	-	-
	*	*	-	-	-	-

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	Mode of transport for work				Not stated
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	
Weighted base	803	803	-	-	-	-
Others	54	54	-	-	-	-
	7%	7%	-	-	-	-
Not stated	5	5	-	-	-	-
	1%	1%	-	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	37	26	11	4	4	8	11	8	2	-	10	9	14	4	26	11	-	-	-	17	20
Weighted base	49	32	16	6	3	12	15	11	2	-	13	13	18	4	34	14	-	-	-	18	30
Weather reason	15	10	6	1	1	7	1	5	1	-	4	5	4	2	12	4	-	-	-	4	11
	32%	30%	34%	18%	32%	58%	8%	44%	30%	-	30%	36%	24%	57%	34%	25%	-	-	-	22%	38%
It is not safe / too much traffic	11	8	2	1	-	1	5	3	1	-	3	4	4	-	7	3	-	-	-	4	7
	22%	25%	15%	12%	-	8%	36%	26%	30%	-	23%	27%	21%	-	21%	24%	-	-	-	22%	22%
Seasonal reason (Autumn/winter started / it started getting dark/ cold when I wanted to travel)	8	4	4	-	-	-	2	5	-	-	4	-	4	-	6	2	-	-	-	2	6
	16%	12%	25%	-	-	-	15%	50%	-	-	30%	-	21%	-	17%	14%	-	-	-	11%	19%
It was too slow	7	6	1	-	1	3	2	1	-	-	1	1	4	-	6	1	-	-	-	3	4
	14%	18%	5%	-	16%	23%	13%	13%	-	-	6%	11%	25%	-	17%	7%	-	-	-	16%	12%
Not fit enough / it was too tiring	6	6	-	-	-	-	4	2	-	-	-	-	5	1	6	-	-	-	-	3	3
	13%	19%	-	-	-	-	26%	20%	-	-	-	-	27%	30%	18%	-	-	-	-	18%	9%
Too difficult with equipment/papers I need to take	4	4	-	-	-	2	1	1	-	-	3	-	2	-	3	1	-	-	-	1	3
	9%	13%	-	-	-	20%	8%	7%	-	-	19%	-	10%	-	10%	7%	-	-	-	8%	9%
I had an accident	4	2	2	2	-	-	2	-	-	-	-	-	4	-	4	-	-	-	-	-	4
	8%	5%	12%	35%	-	-	11%	-	-	-	-	-	20%	-	11%	-	-	-	-	-	12%
No Shower available	3	1	2	-	-	-	-	3	-	-	2	1	-	-	3	-	-	-	-	1	2
	6%	3%	12%	-	-	-	-	26%	-	-	15%	6%	-	-	8%	-	-	-	-	5%	7%
Laziness/no motivation	2	*	2	-	-	-	*	2	-	-	2	-	-	*	2	-	-	-	-	*	2
	5%	1%	12%	-	-	-	3%	19%	-	-	15%	-	-	11%	7%	-	-	-	-	2%	7%
Needed car for convenience/flexibility	2	1	1	-	-	-	1	1	-	-	1	1	-	-	1	1	-	-	-	-	2
	5%	5%	6%	-	-	-	10%	9%	-	-	11%	7%	-	-	3%	10%	-	-	-	-	8%
Bike broke	2	*	2	2	*	-	-	-	-	-	2	-	-	*	2	2	-	-	-	*	2
	5%	1%	12%	36%	10%	-	-	-	-	-	15%	-	2%	-	14%	14%	-	-	-	2%	7%
I have to drop my child(ren) at school on the way	2	-	2	-	-	2	-	-	-	-	-	2	-	-	2	2	-	-	-	2	-
	3%	-	10%	-	-	14%	-	-	-	-	-	12%	-	-	12%	-	-	-	-	9%	-
Bike was stolen	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-
	2%	-	6%	18%	-	-	-	-	-	-	-	8%	-	-	7%	-	-	-	-	6%	-
Health problems/illness	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-
	2%	3%	-	-	-	8%	-	-	-	-	-	5%	-	-	7%	-	-	-	-	5%	-
Too difficult because of disability/poor mobility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	49	32	16	6	3	12	15	11	2	-	13	13	18	4	34	14	-	-	-	18	30
Others	5	4	1	-	1	-	3	-	1	-	1	-	3	1	3	3	-	-	-	3	2
	11%	12%	8%	-	42%	-	16%	-	70%	-	10%	-	14%	33%	7%	19%	-	-	-	18%	6%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	37	3	24	5	5	3	8	4	22	7	14	12	4
Weighted base	49	3	30	8	7	5	13	8	24	8	22	14	5
Weather reason	15 32%	-	10 34%	3 41%	2 27%	3 65%	5 40%	2 26%	5 23%	2 25%	6 27%	8 55%	-
It is not safe / too much traffic	11 22%	1 18%	7 23%	2 24%	1 16%	-	1 10%	2 23%	8 32%	2 24%	6 29%	1 8%	1 24%
Seasonal reason (Autumn/winter started / it started getting dark/ cold when I wanted to travel)	8 16%	1 18%	3 11%	2 26%	2 27%	-	1 11%	2 26%	4 18%	2 25%	2 8%	4 29%	-
It was too slow	7 14%	-	6 20%	1 11%	-	-	4 35%	-	2 10%	1 10%	4 18%	2 14%	-
Not fit enough / it was too tiring	6 13%	-	5 17%	1 15%	-	-	3 21%	2 25%	2 7%	-	2 9%	4 31%	-
Too difficult with equipment/papers I need to take	4 9%	-	2 8%	1 11%	1 16%	-	2 14%	-	3 11%	3 32%	1 5%	1 6%	-
I had an accident	4 8%	-	2 6%	2 25%	-	-	-	-	4 15%	-	2 8%	-	2 40%
No Shower available	3 6%	-	-	2 26%	1 11%	-	-	-	3 12%	-	1 4%	2 15%	-
Laziness/no motivation	2 5%	-	* 1%	2 26%	-	-	-	-	2 10%	-	-	2 15%	* 9%
Needed car for convenience/flexibility	2 5%	-	1 3%	-	1 20%	-	1 12%	-	1 4%	1 18%	-	1 7%	-
Bike broke	2 5%	-	2 8%	-	-	-	2 26%	*	* 1%	-	2 11%	-	-
I have to drop my child(ren) at school on the way	2 3%	-	2 6%	-	-	2 35%	-	-	-	-	2 8%	-	-
Bike was stolen	1 2%	-	1 3%	-	-	-	-	-	1 4%	-	1 5%	-	-
Health problems/illness	1 2%	-	1 3%	-	-	-	-	-	1 4%	-	1 5%	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	49	3	30	8	7	5	13	8	24	8	22	14	5
Too difficult because of disability/poor mobility	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	5	3	-	-	2	-	-	-	5	1	-	3	1
	11%	100%	-	-	26%	-	-	-	22%	17%	-	18%	27%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	37	26	11	19	18	-	-	8	-	3	5	3	12	5	1	-
Weighted base	49	34	14	22	26	-	-	12	-	3	5	4	17	6	2	-
Weather reason	15	15	-	10	5	-	-	5	-	1	1	1	6	-	2	-
	32%	45%	-	46%	19%	-	-	40%	-	27%	11%	33%	36%	-	100%	-
It is not safe / too much traffic	11	7	4	3	7	-	-	1	-	2	2	2	2	2	-	-
	22%	20%	25%	15%	28%	-	-	5%	-	59%	31%	67%	11%	40%	-	-
Seasonal reason (Autumn/winter started / it started getting dark/cold when I wanted to travel)	8	6	2	1	7	-	-	1	-	-	-	2	2	1	2	-
	16%	17%	14%	3%	28%	-	-	5%	-	-	-	48%	12%	24%	100%	-
It was too slow	7	3	3	2	5	-	-	1	-	-	2	-	2	2	-	-
	14%	9%	25%	8%	19%	-	-	4%	-	-	37%	-	12%	38%	-	-
Not fit enough / it was too tiring	6	3	3	5	1	-	-	2	-	1	-	1	1	1	-	-
	13%	8%	24%	21%	6%	-	-	16%	-	27%	-	33%	5%	24%	-	-
Too difficult with equipment/papers I need to take	4	3	2	2	2	-	-	-	-	1	1	-	*	2	-	-
	9%	8%	12%	10%	8%	-	-	-	-	27%	20%	-	3%	35%	-	-
I had an accident	4	4	-	-	4	-	-	2	-	-	-	2	-	-	-	-
	8%	11%	-	-	14%	-	-	16%	-	-	-	48%	-	-	-	-
No Shower available	3	3	-	-	3	-	-	-	-	-	-	-	3	-	-	-
	6%	8%	-	-	11%	-	-	-	-	-	-	-	17%	-	-	-
Laziness/no motivation	2	2	-	*	2	-	-	-	-	*	-	-	2	-	-	-
	5%	7%	-	2%	8%	-	-	-	-	14%	-	-	12%	-	-	-
Needed car for convenience/flexibility	2	1	1	1	1	-	-	-	-	-	1	-	1	-	-	-
	5%	3%	10%	4%	6%	-	-	-	-	-	19%	-	9%	-	-	-
Bike broke	2	2	*	*	2	-	-	2	-	-	-	-	-	-	-	-
	5%	6%	2%	1%	8%	-	-	19%	-	-	-	-	-	-	-	-
I have to drop my child(ren) at school on the way	2	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-
	3%	-	12%	7%	-	-	-	-	-	-	33%	-	-	-	-	-
Bike was stolen	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-
	2%	3%	-	-	4%	-	-	8%	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
Weighted base	49	34	14	22	26	-	-	12	-	3	5	4	17	6	2	-
Health problems/illness	1 2%	1 3%	-	1 4%	-	-	-	-	-	-	1 20%	-	-	-	-	-
Too difficult because of disability/poor mobility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	5 11%	3 9%	2 14%	3 11%	3 10%	-	-	1 5%	-	-	-	-	3 19%	1 22%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	37	16	3	4	7	7	6	13	7	11	-	9	5	4	11	-	2	-
Weighted base	49	23	4	5	7	9	6	16	11	15	-	11	7	3	15	-	3	-
Weather reason	15 32%	12 53%	-	-	2 28%	1 11%	3 47%	7 46%	4 35%	1 7%	-	2 18%	6 79%	2 50%	2 14%	-	2 70%	-
It is not safe / too much traffic	11 22%	5 23%	-	1 18%	3 41%	1 14%	-	3 20%	3 28%	4 28%	-	2 15%	1 16%	1 16%	5 36%	-	-	-
Seasonal reason (Autumn/winter started / it started getting dark/ cold when I wanted to travel)	8 16%	5 23%	-	-	2 24%	1 7%	-	1 4%	5 48%	2 12%	-	1 5%	-	-	4 25%	-	2 70%	-
It was too slow	7 14%	2 10%	-	2 34%	1 8%	2 23%	-	2 12%	1 13%	3 23%	-	2 17%	-	-	3 23%	-	-	-
Not fit enough / it was too tiring	6 13%	1 6%	-	-	2 28%	3 30%	1 13%	4 24%	1 13%	-	-	2 18%	1 11%	2 58%	-	-	-	-
Too difficult with equipment/papers I need to take	4 9%	3 11%	-	1 18%	1 11%	-	* 8%	2 11%	1 11%	1 6%	-	1 14%	1 11%	-	2 14%	-	-	-
I had an accident	4 8%	-	-	2 36%	2 24%	-	-	-	-	4 25%	-	-	-	-	2 12%	-	-	-
No Shower available	3 6%	3 12%	-	-	-	-	-	-	2 18%	1 6%	-	-	-	-	2 14%	-	1 30%	-
Laziness/no motivation	2 5%	2 10%	-	-	-	-	* 7%	-	2 18%	-	-	* 4%	-	-	2 14%	-	-	-
Needed car for convenience/flexibility	2 5%	-	2 65%	-	-	-	-	1 6%	1 13%	-	-	-	1 27%	1 10%	-	-	-	-
Bike broke	2 5%	2 9%	-	-	* 5%	-	-	* 2%	-	2 14%	-	-	5%	-	-	-	-	-
I have to drop my child(ren) at school on the way	2 3%	-	-	2 30%	-	-	2 26%	-	-	-	-	2 15%	-	-	-	-	-	-
Bike was stolen	1 2%	-	-	-	-	1 11%	-	-	-	1 7%	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	49	23	4	5	7	9	6	16	11	15	-	11	7	3	15	-	3	-
Health problems/illness	1 2%	-	-	1 18%	-	-	-	1 6%	-	-	-	1 9%	-	-	-	-	-	-
Too difficult because of disability/poor mobility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	5 11%	-	1 35%	-	1 19%	3 28%	-	3 16%	1 12%	1 9%	-	3 23%	-	-	3 18%	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income				
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	37	31	-	6	-	14	11	6	6	-	-	2	7	5	10	5	8
Weighted base	49	39	-	9	-	19	13	8	9	-	-	5	11	7	11	5	10
Weather reason	15 32%	13 34%	-	2 22%	-	7 37%	2 19%	4 52%	2 22%	-	-	4 76%	4 37%	3 35%	1 9%	2 44%	2 21%
It is not safe / too much traffic	11 22%	9 22%	-	2 21%	-	2 10%	6 49%	1 8%	2 21%	-	-	1 24%	-	2 21%	4 32%	1 13%	4 37%
Seasonal reason (Autumn/winter started / it started getting dark/cold when I wanted to travel)	8 16%	6 16%	-	1 15%	-	2 11%	2 14%	3 34%	1 15%	-	-	-	1 13%	2 28%	2 15%	3 57%	-
It was too slow	7 14%	5 14%	-	1 15%	-	2 12%	3 24%	-	1 15%	-	-	-	3 33%	1 14%	1 12%	1 18%	-
Not fit enough / it was too tiring	6 13%	5 12%	-	1 15%	-	1 6%	3 21%	1 11%	1 15%	-	-	-	3 31%	-	-	-	3 29%
Too difficult with equipment/papers I need to take	4 9%	4 11%	-	-	-	3 14%	2 14%	-	-	-	-	1 24%	-	1 14%	* 4%	1 18%	1 8%
I had an accident	4 8%	2 4%	-	2 21%	-	-	2 14%	-	2 21%	-	-	-	-	-	2 15%	-	2 20%
No Shower available	3 6%	3 7%	-	-	-	3 15%	-	-	-	-	-	-	-	-	-	3 62%	-
Laziness/no motivation	2 5%	2 6%	-	-	-	2 11%	* 3%	-	-	-	-	-	-	-	* 4%	2 44%	-
Needed car for convenience/flexibility	2 5%	2 6%	-	-	-	1 8%	-	1 12%	-	-	-	-	-	-	2 21%	-	-
Bike broke	2 5%	* 1%	-	2 21%	-	-	* 3%	-	2 21%	-	-	-	-	2 28%	-	* 7%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income				
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	49	39	-	9	-	19	13	8	9	-	-	5	11	7	11	5	10
I have to drop my child(ren) at school on the way	2 3%	2 4%	-	-	-	2 9%	-	-	-	-	-	-	-	2 23%	-	-	-
Bike was stolen	1 2%	-	-	1 11%	-	-	-	-	1 11%	-	-	-	1 9%	-	-	-	-
Health problems/illness	1 2%	1 3%	-	-	-	-	1 8%	-	-	-	-	-	-	1 14%	-	-	-
Too difficult because of disability/poor mobility	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	5 11%	5 13%	-	-	-	3 17%	-	2 26%	-	-	-	-	1 12%	-	2 17%	1 13%	1 14%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	37	37	-	-	-	-
Weighted base	49	49	-	-	-	-
Weather reason	15 32%	15 32%	-	-	-	-
It is not safe / too much traffic	11 22%	11 22%	-	-	-	-
Seasonal reason (Autumn/ winter started / it started getting dark/ cold when I wanted to travel)	8 16%	8 16%	-	-	-	-
It was too slow	7 14%	7 14%	-	-	-	-
Not fit enough / it was too tiring	6 13%	6 13%	-	-	-	-
Too difficult with equipment/papers I need to take	4 9%	4 9%	-	-	-	-
I had an accident	4 8%	4 8%	-	-	-	-
No Shower available	3 6%	3 6%	-	-	-	-
Laziness/no motivation	2 5%	2 5%	-	-	-	-
Needed car for convenience/flexibility	2 5%	2 5%	-	-	-	-
Bike broke	2 5%	2 5%	-	-	-	-
I have to drop my child(ren) at school on the way	2 3%	2 3%	-	-	-	-
Bike was stolen	1 2%	1 2%	-	-	-	-
Health problems/illness	1 2%	1 2%	-	-	-	-
Too difficult because of disability/poor mobility	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	49	49	-	-	-	-
Others	5 11%	5 11%	-	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	222	83	139	46	53	45	31	37	10	-	41	96	35	50	110	54	-	58	113	66	43
Weighted base	280	111	169	78	82	42	29	41	9	-	51	118	53	58	121	64	-	96	117	89	74
Buses run where I want to travel / direct route	111 39%	43 38%	68 40%	37 47%	24 30%	21 51%	10 35%	17 40%	1 17%	-	20 39%	40 34%	32 59%	19 34%	38 31%	23 37%	-	49 52%	43 36%	44 49%	24 33%
General convenience	90 32%	42 38%	48 29%	17 22%	28 34%	16 39%	8 26%	21 50%	1 8%	-	13 25%	43 36%	13 24%	21 37%	30 25%	33 52%	-	27 28%	46 39%	25 28%	19 26%
No choice (Net)	90 32%	32 29%	57 34%	26 33%	29 36%	7 17%	11 36%	11 28%	5 58%	-	14 28%	39 33%	10 19%	27 46%	43 35%	19 30%	-	28 29%	39 33%	25 28%	26 36%
No choice - I don't own / have access to a car	66 23%	22 20%	43 26%	21 27%	19 23%	5 12%	8 26%	8 21%	5 58%	-	8 15%	27 22%	8 14%	24 41%	33 27%	17 26%	-	16 17%	36 31%	18 20%	12 16%
No choice - other reason	14 5%	7 7%	7 4%	5 6%	7 9%	* 1%	- -	1 3%	- -	-	- -	9 7%	2 4%	3 5%	1 1%	1 1%	-	12 12%	3 2%	3 3%	8 11%
No choice - no parking where I need to go	11 4%	3 2%	8 5%	- -	3 4%	2 5%	3 11%	2 6%	- -	-	6 13%	4 3%	* 1%	- -	10 8%	1 2%	-	- -	* -	4 5%	6 8%
Bus journey is quick / service is frequent	63 22%	22 20%	41 24%	15 20%	18 22%	13 31%	6 21%	10 24%	1 12%	-	23 45%	23 20%	9 17%	8 13%	23 19%	20 32%	-	19 20%	27 23%	19 21%	18 24%
Buses are cheap / cheaper / offer good value for money	49 18%	20 18%	30 18%	13 16%	19 24%	8 19%	5 17%	3 7%	1 17%	-	9 18%	23 19%	12 22%	5 9%	20 17%	10 16%	-	19 20%	24 20%	13 15%	12 16%
Bus stop is near home	46 16%	17 15%	29 17%	8 11%	9 11%	8 20%	10 35%	8 20%	1 17%	-	8 17%	21 18%	6 12%	10 17%	23 19%	16 24%	-	7 7%	24 21%	10 12%	11 15%
Bus stop is near to destination	41 14%	15 13%	26 15%	9 11%	12 15%	6 15%	9 29%	5 12%	* 5%	-	8 15%	20 17%	3 5%	10 17%	18 15%	9 14%	-	13 14%	21 18%	10 11%	10 13%
Buses run when I want to travel	40 14%	19 17%	20 12%	15 19%	6 7%	8 19%	5 18%	5 12%	1 12%	-	8 16%	13 11%	7 14%	11 20%	14 12%	8 13%	-	17 18%	12 10%	12 14%	15 21%
Buses are accessible / easy to get on	27 10%	10 9%	17 10%	8 10%	8 10%	4 10%	1 3%	3 8%	2 22%	-	4 8%	6 5%	6 10%	10 18%	7 6%	8 13%	-	11 12%	17 15%	3 4%	6 9%
Buses are reliable / punctual	14 5%	5 4%	9 5%	2 2%	2 3%	4 9%	2 8%	3 7%	1 12%	-	2 4%	9 8%	* 1%	3 5%	5 4%	5 7%	-	4 5%	6 5%	5 5%	3 4%
Good for the environment / low CO2 emissions	9 3%	2 2%	7 4%	2 2%	1 1%	2 4%	1 3%	4 10%	- -	-	3 5%	3 3%	1 1%	3 5%	6 5%	- -	-	3 3%	5 4%	2 2%	3 4%
I feel safe on the bus / bus stops / bus stations	8 3%	3 3%	5 3%	- -	- -	4 10%	1 3%	3 6%	- -	-	- -	4 3%	- -	4 7%	2 2%	5 7%	-	1 1%	4 4%	1 1%	3 3%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	280	111	169	78	82	42	29	41	9	-	51	118	53	58	121	64	-	96	117	89	74
I feel safe at bus stops/stations	6 2%	4 3%	3 2%	-	-	5 13%	-	1 3%	-	-	-	2 2%	-	4 7%	2 1%	3 5%	-	2 2%	5 5%	-	1 1%
Good information on timetables/routes/fares	2 1%	-	2 1%	-	-	2 4%	-	-	-	-	-	2 2%	-	-	1 *	-	-	1 1%	2 2%	-	-
No particular reason	1 *	-	1 1%	-	1 2%	-	-	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-
I don't/won't drive	18 6%	6 6%	12 7%	4 5%	5 6%	-	3 9%	7 16%	-	-	2 5%	10 9%	* 1%	5 9%	15 12%	3 5%	-	-	3 2%	8 9%	7 10%
Others	17 6%	8 7%	9 6%	1 1%	3 4%	7 18%	1 3%	4 11%	* 4%	-	4 8%	8 7%	1 2%	4 7%	9 7%	5 7%	-	4 4%	4 3%	10 11%	4 5%
Don't know	1 *	1 1%	-	-	-	-	-	-	1 10%	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	222	51	147	14	10	29	19	28	146	57	64	65	35
Weighted base	280	79	155	26	20	34	26	49	172	58	100	85	36
Buses run where I want to travel / direct route	111 39%	40 51%	56 36%	8 32%	6 28%	16 46%	11 44%	14 28%	70 41%	25 43%	34 34%	31 36%	21 59%
General convenience	90 32%	29 37%	51 33%	8 32%	2 11%	18 54%	9 36%	13 26%	50 29%	18 31%	33 33%	28 33%	11 32%
No choice (Net)	90 32%	11 14%	63 41%	5 20%	10 52%	13 38%	9 36%	21 42%	46 27%	15 26%	32 32%	32 38%	11 30%
No choice - I don't own / have access to a car	66 23%	4 5%	48 31%	5 20%	9 44%	12 36%	5 20%	17 35%	31 18%	10 17%	19 19%	27 32%	10 27%
No choice - other reason	14 5%	7 8%	6 4%	- -	2 8%	1 2%	2 6%	3 7%	8 5%	3 5%	7 7%	3 3%	1 3%
No choice - no parking where I need to go	11 4%	- -	11 7%	- -	- -	- -	3 10%	1 1%	8 4%	2 4%	6 6%	2 3%	1 2%
Bus journey is quick / service is frequent	63 22%	23 30%	33 21%	2 6%	5 26%	9 26%	12 45%	9 19%	33 19%	15 26%	29 29%	12 14%	6 17%
Buses are cheap / cheaper / offer good value for money	49 18%	13 17%	26 17%	8 29%	2 11%	4 10%	3 12%	9 18%	34 20%	8 14%	25 25%	9 10%	7 19%
Bus stop is near home	46 16%	17 22%	23 15%	2 6%	4 18%	8 25%	3 10%	9 18%	26 15%	11 20%	10 10%	17 20%	7 19%
Bus stop is near to destination	41 14%	16 20%	19 12%	2 6%	4 21%	5 16%	3 11%	9 19%	23 13%	13 22%	7 7%	15 17%	7 18%
Buses run when I want to travel	40 14%	10 13%	19 12%	6 24%	4 23%	2 6%	3 13%	7 15%	27 16%	8 15%	7 7%	13 15%	12 32%
Buses are accessible / easy to get on	27 10%	9 12%	13 8%	2 9%	2 10%	7 20%	1 5%	3 7%	15 9%	4 6%	9 9%	9 11%	5 13%
Buses are reliable / punctual	14 5%	3 4%	8 5%	2 6%	1 5%	* 1%	3 13%	2 4%	8 5%	5 8%	5 5%	* *	3 10%
Good for the environment / low CO2 emissions	9 3%	2 3%	5 3%	2 6%	- -	- -	1 5%	2 5%	6 3%	2 3%	1 1%	2 3%	4 12%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	280	79	155	26	20	34	26	49	172	58	100	85	36
I feel safe on the bus / bus stops / bus stations	8 3%	4 5%	2 1%	2 6%	-	3 9%	1 5%	-	3 2%	1 2%	2 2%	4 5%	1 3%
I feel safe at bus stops/stations	6 2%	5 6%	2 1%	-	-	4 11%	1 5%	-	2 1%	1 2%	1 1%	3 4%	1 3%
Good information on timetables/routes/fares	2 1%	1 2%	1 *	-	-	-	1 5%	-	1 *	1 2%	1 1%	-	-
No particular reason	1 *	-	1 1%	-	-	-	-	-	1 1%	-	1 1%	-	-
I don't/won't drive	18 6%	-	5 3%	9 36%	4 20%	-	-	7 14%	11 7%	* 1%	7 7%	9 11%	2 5%
Others	17 6%	5 6%	10 6%	3 10%	-	4 10%	* 2%	1 1%	12 7%	1 2%	7 7%	6 7%	2 7%
Don't know	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	1 1%	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	222	31	191	5	133	83	1	50	15	27	38	6	39	13	5	27
Weighted base	280	46	235	6	180	93	1	67	19	26	44	7	54	23	7	32
Buses run where I want to travel / direct route	111 39%	15 32%	96 41%	1 19%	72 40%	37 40%	-	19 28%	3 15%	17 65%	21 47%	-	21 39%	14 61%	5 66%	10 32%
General convenience	90 32%	12 27%	78 33%	-	50 28%	40 43%	1 100%	15 22%	5 26%	9 36%	12 28%	3 40%	24 44%	10 41%	2 32%	11 34%
No choice (Net)	90 32%	15 33%	74 32%	2 34%	61 34%	26 28%	-	26 39%	7 40%	3 12%	13 30%	2 32%	21 40%	3 15%	2 34%	10 31%
No choice - I don't own / have access to a car	66 23%	7 15%	59 25%	1 24%	41 23%	23 25%	-	23 34%	5 26%	3 10%	8 19%	2 32%	11 20%	1 6%	2 34%	10 31%
No choice - other reason	14 5%	6 12%	8 4%	-	12 7%	2 2%	-	3 5%	1 4%	-	1 3%	-	8 16%	-	-	-
No choice - no parking where I need to go	11 4%	3 7%	8 3%	1 10%	9 5%	1 1%	-	1 1%	2 10%	1 2%	4 8%	-	2 4%	2 9%	-	-
Bus journey is quick / service is frequent	63 22%	8 17%	55 23%	1 10%	44 24%	19 20%	-	16 23%	6 31%	6 24%	5 13%	2 29%	12 22%	5 22%	-	11 33%
Buses are cheap / cheaper / offer good value for money	49 18%	10 23%	39 17%	2 36%	26 14%	22 23%	-	10 15%	6 33%	6 24%	8 19%	1 21%	12 22%	1 6%	-	5 15%
Bus stop is near home	46 16%	3 6%	43 18%	-	21 12%	24 26%	1 100%	11 16%	1 6%	8 29%	5 11%	-	9 16%	6 25%	1 21%	5 16%
Bus stop is near to destination	41 14%	3 6%	38 16%	-	20 11%	19 21%	1 100%	9 14%	1 6%	6 22%	4 9%	-	10 18%	5 21%	-	6 18%
Buses run when I want to travel	40 14%	3 7%	36 16%	-	28 15%	12 13%	-	11 16%	3 15%	4 16%	7 17%	1 8%	5 9%	5 21%	1 12%	1 4%
Buses are accessible / easy to get on	27 10%	4 8%	23 10%	-	12 6%	15 16%	-	5 7%	7 37%	2 9%	4 9%	1 21%	4 8%	3 14%	-	* 1%
Buses are reliable / punctual	14 5%	-	14 6%	-	10 5%	4 4%	-	4 6%	-	3 13%	1 2%	-	3 5%	1 5%	-	2 8%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	280	46	235	6	180	93	1	67	19	26	44	7	54	23	7	32
Good for the environment / low CO2 emissions	9 3%	1 1%	9 4%	-	6 3%	3 4%	-	2 3%	1 3%	1 5%	3 7%	-	2 4%	-	-	* 1%
I feel safe on the bus / bus stops / bus stations	8 3%	-	8 3%	-	3 1%	5 6%	-	-	-	2 8%	1 2%	-	2 3%	3 14%	-	-
I feel safe at bus stops/stations	6 2%	-	6 3%	-	1 1%	5 6%	-	-	-	1 5%	2 4%	-	-	4 15%	-	-
Good information on timetables/routes/fares	2 1%	-	2 1%	-	-	2 2%	-	-	-	1 5%	1 1%	-	-	-	-	-
No particular reason	1 *	1 3%	-	-	1 1%	-	-	1 2%	-	-	-	-	-	-	-	-
I don't/won't drive	18 6%	-	18 8%	-	15 9%	3 3%	-	5 7%	-	-	6 14%	2 34%	-	-	-	5 15%
Others	17 6%	2 4%	15 6%	1 22%	15 8%	1 1%	-	8 12%	-	2 8%	3 7%	-	3 5%	* 1%	-	1 3%
Don't know	1 *	-	1 *	-	1 *	-	-	-	-	-	1 2%	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	222	90	47	33	14	38	-	5	30	103	84	1	-	2	26	4	9	3
Weighted base	280	108	71	44	14	43	-	6	35	145	94	1	-	3	33	5	9	5
Buses run where I want to travel / direct route	111 39%	42 39%	37 52%	15 34%	4 32%	13 29%	-	1 19%	13 36%	60 41%	37 39%	-	-	-	13 39%	2 46%	4 42%	-
General convenience	90 32%	32 29%	20 28%	18 40%	2 15%	19 44%	-	-	14 41%	36 24%	40 43%	-	-	-	13 40%	1 11%	3 30%	-
No choice (Net)	90 32%	31 29%	19 27%	11 25%	7 46%	22 51%	-	2 34%	10 29%	51 35%	26 28%	1 100%	-	16 49%	1 27%	4 39%	1 27%	
No choice - I don't own / have access to a car	66 23%	22 21%	12 17%	8 19%	3 20%	21 48%	-	1 24%	8 24%	33 23%	23 25%	-	-	-	4 13%	1 27%	2 25%	-
No choice - other reason	14 5%	7 6%	4 5%	2 4%	2 13%	-	-	-	2 4%	11 7%	2 2%	-	-	-	5 15%	-	-	-
No choice - no parking where I need to go	11 4%	2 2%	4 6%	1 2%	2 13%	1 3%	-	1 10%	* 1%	9 6%	1 1%	1 100%	-	-	7 20%	-	1 14%	1 27%
Bus journey is quick / service is frequent	63 22%	27 25%	16 23%	11 26%	3 22%	6 13%	-	1 10%	6 17%	38 26%	19 20%	1 100%	-	-	9 29%	-	4 41%	-
Buses are cheap / cheaper / offer good value for money	49 18%	15 14%	13 19%	13 30%	3 19%	5 13%	-	2 36%	10 29%	15 11%	22 23%	1 100%	-	2 54%	6 18%	-	2 17%	4 83%
Bus stop is near home	46 16%	14 13%	11 15%	9 21%	2 18%	8 20%	-	-	3 8%	18 12%	25 26%	-	-	-	4 13%	-	4 40%	-
Bus stop is near to destination	41 14%	11 10%	12 17%	10 22%	1 4%	7 16%	-	-	4 12%	16 11%	20 21%	-	-	-	4 11%	-	3 29%	-
Buses run when I want to travel	40 14%	8 8%	16 22%	10 22%	2 18%	3 8%	-	-	2 6%	26 18%	12 13%	-	-	-	5 16%	-	4 42%	1 17%
Buses are accessible / easy to get on	27 10%	13 12%	7 10%	5 12%	* 3%	1 3%	-	-	-	12 8%	15 16%	-	-	-	-	-	2 16%	-
Buses are reliable / punctual	14 5%	8 7%	2 2%	* 1%	1 6%	3 7%	-	-	* 1%	9 6%	4 4%	-	-	-	2 5%	-	1 11%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing positive to change	Car only - not willing positive to change	Car and public transport - willing positive to change	Car and public transport - not willing positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	280	108	71	44	14	43	-	6	35	145	94	1	-	3	33	5	9	5
Good for the environment / low CO2 emissions	9 3%	5 5%	3 4%	-	1 4%	1 2%	-	-	* 1%	6 4%	3 3%	-	-	-	1 2%	-	2 16%	-
I feel safe on the bus / bus stops / bus stations	8 3%	1 1%	4 6%	1 2%	-	2 4%	-	-	-	3 2%	5 6%	-	-	-	2 5%	-	-	-
I feel safe at bus stops/stations	6 2%	1 1%	5 7%	-	* 3%	-	-	-	-	1 1%	5 6%	-	-	-	-	-	-	-
Good information on timetables/routes/fares	2 1%	1 1%	1 1%	-	-	-	-	-	-	-	2 2%	-	-	-	-	-	-	-
No particular reason	1 *	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-
I don't/won't drive	18 6%	5 4%	4 6%	5 12%	-	4 9%	-	-	* 1%	15 10%	3 3%	-	-	-	-	-	-	-
Others	17 6%	8 7%	1 1%	4 10%	1 9%	2 6%	-	1 22%	4 12%	10 7%	1 1%	-	-	1 46%	5 14%	-	1 8%	-
Don't know	1 *	1 1%	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 17%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	222	45	23	61	90	5	15	24	61	23	90	1	40	30	35	30	15	72
Weighted base	280	56	27	101	90	4	19	32	101	27	90	1	39	41	42	31	23	104
Buses run where I want to travel / direct route	111 39%	19 34%	7 25%	49 48%	36 40%	-	13 70%	6 19%	49 48%	7 25%	36 40%	-	20 50%	17 42%	10 23%	11 36%	6 25%	47 45%
General convenience	90 32%	16 30%	12 43%	26 26%	34 38%	-	11 60%	5 16%	26 26%	12 43%	34 38%	-	25 65%	10 23%	17 41%	7 24%	6 27%	25 24%
No choice (Net)	90	23	9	26	30	3	5	14	26	9	30	1	17	18	9	11	9	25
No choice - I don't own / have access to a car	66 23%	8 14%	8 31%	22 22%	27 30%	1 15%	1 6%	6 20%	22 22%	8 31%	27 30%	-	13 34%	14 35%	8 19%	5 16%	4 15%	21 20%
No choice - other reason	14 5%	5 9%	* 2%	4 4%	2 3%	-	-	5 16%	4 4%	* 2%	2 3%	-	2 6%	3 6%	* 1%	-	5 22%	3 3%
No choice - no parking where I need to go	11 4%	10 18%	* 2%	1 1%	-	2 45%	4 22%	3 9%	1 1%	* 2%	-	1 100%	1 4%	1 3%	2 4%	7 22%	-	-
Bus journey is quick / service is frequent	63 22%	14 25%	8 28%	20 20%	19 21%	1 14%	9 48%	4 14%	20 20%	8 28%	19 21%	-	6 16%	9 21%	12 29%	7 22%	3 14%	26 25%
Buses are cheap / cheaper / offer good value for money	49 18%	14 25%	6 23%	12 12%	18 20%	3 68%	5 28%	6 17%	12 12%	6 23%	18 20%	-	9 23%	6 14%	10 23%	6 20%	6 28%	12 12%
Bus stop is near home	46 16%	8 14%	6 21%	9 9%	19 21%	-	5 25%	3 10%	9 9%	6 21%	19 21%	-	12 32%	9 22%	7 17%	4 13%	2 9%	11 11%
Bus stop is near to destination	41 14%	6 11%	2 6%	9 9%	19 21%	1 18%	3 15%	3 8%	9 9%	2 6%	19 21%	-	8 19%	10 23%	8 19%	5 18%	1 4%	9 9%
Buses run when I want to travel	40 14%	10 18%	1 4%	18 18%	11 12%	-	7 36%	3 10%	18 18%	1 4%	11 12%	-	1 1%	12 29%	4 10%	1 3%	4 16%	18 17%
Buses are accessible / easy to get on	27 10%	2 3%	6 22%	8 8%	11 12%	-	-	2 5%	8 8%	6 22%	11 12%	-	9 22%	9 22%	1 3%	1 3%	1 3%	6 6%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	280	56	27	101	90	4	19	32	101	27	90	1	39	41	42	31	23	104
Busess are reliable / punctual	14 5%	3 5%	2 7%	6 5%	4 4%	-	3 14%	-	6 5%	2 7%	4 4%	-	3 8%	2 4%	2 4%	-	1 4%	6 6%
Good for the environment / low CO2 emissions	9 3%	2 4%	1 4%	3 3%	3 4%	-	1 3%	2 5%	3 3%	1 4%	3 4%	-	3 7%	2 4%	1 3%	-	* 2%	3 3%
I feel safe on the bus / bus stops / bus stations	8 3%	2 3%	3 12%	2 2%	1 1%	-	2 8%	-	2 2%	3 12%	1 1%	-	4 11%	2 5%	-	-	-	2 1%
I feel safe at bus stops/stations	6 2%	-	4 14%	1 1%	2 2%	-	-	-	1 1%	4 14%	2 2%	-	4 11%	1 3%	1 1%	-	-	* *
Good information on timetables/routes/fares	2 1%	-	1 2%	-	1 1%	-	-	-	-	1 2%	1 1%	-	1 3%	-	1 1%	-	-	-
No particular reason	1 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	1 3%	-	-	-	-
I don't/won't drive	18 6%	-	-	15 15%	3 3%	-	-	-	15 15%	-	3 3%	-	-	1 3%	5 13%	-	2 10%	9 9%
Others	17 6%	7 12%	2 6%	7 7%	2 2%	-	4 23%	2 7%	7 7%	2 6%	2 2%	-	4 9%	3 6%	3 7%	1 3%	4 17%	3 3%
Don't know	1 *	1 2%	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 1%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	222	-	222	-	-	-
Weighted base	280	-	280	-	-	-
Buses run where I want to travel / direct route	111 39%	- -	111 39%	- -	- -	- -
General convenience	90 32%	- -	90 32%	- -	- -	- -
No choice (Net)	90 32%	- -	90 32%	- -	- -	- -
No choice - I don't own / have access to a car	66 23%	- -	66 23%	- -	- -	- -
No choice - other reason	14 5%	- -	14 5%	- -	- -	- -
No choice - no parking where I need to go	11 4%	- -	11 4%	- -	- -	- -
Bus journey is quick / service is frequent	63 22%	- -	63 22%	- -	- -	- -
Buses are cheap / cheaper / offer good value for money	49 18%	- -	49 18%	- -	- -	- -
Bus stop is near home	46 16%	- -	46 16%	- -	- -	- -
Bus stop is near to destination	41 14%	- -	41 14%	- -	- -	- -
Buses run when I want to travel	40 14%	- -	40 14%	- -	- -	- -
Buses are accessible / easy to get on	27 10%	- -	27 10%	- -	- -	- -
Buses are reliable / punctual	14 5%	- -	14 5%	- -	- -	- -
Good for the environment / low CO2 emissions	9 3%	- -	9 3%	- -	- -	- -
I feel safe on the bus / bus stops / bus stations	8 3%	- -	8 3%	- -	- -	- -
I feel safe at bus stops/stations	6 2%	- -	6 2%	- -	- -	- -

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	280	-	280	-	-	-
Good information on timetables/routes/fares	2 1%	-	2 1%	-	-	-
No particular reason	1 *	-	1 *	-	-	-
I don't/won't drive	18 6%	-	18 6%	-	-	-
Others	17 6%	-	17 6%	-	-	-
Don't know	1 *	-	1 *	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	110	62	48	8	14	34	30	20	4	-	64	32	9	5	90	12	-	8	21	45	44
Weighted base	126	72	53	14	17	41	29	23	2	-	72	35	13	6	102	10	-	14	25	42	59
Train journey is quick / service is frequent	62 49%	29 41%	32 61%	6 41%	8 47%	15 36%	15 52%	17 72%	1 75%	-	38 52%	14 40%	6 43%	5 74%	50 49%	6 62%	-	6 42%	10 41%	18 42%	34 57%
General convenience	49 39%	29 40%	20 37%	8 58%	3 17%	10 25%	14 50%	12 53%	1 60%	-	31 43%	12 34%	5 41%	1 12%	36 36%	4 38%	-	8 62%	7 27%	11 26%	31 53%
Trains run where I want to travel / direct route	44 35%	27 37%	17 32%	5 35%	6 33%	15 36%	7 24%	11 47%	1 55%	-	25 35%	9 27%	5 34%	5 78%	36 35%	4 37%	-	4 30%	10 41%	15 36%	19 32%
Train station is near home	29 23%	20 28%	8 15%	5 35%	4 25%	7 16%	5 19%	7 28%	1 34%	-	14 20%	9 25%	4 31%	2 30%	23 22%	2 19%	-	4 30%	3 11%	10 24%	16 27%
No choice (Net)	27 22%	15 20%	13 24%	2 11%	6 38%	13 32%	3 12%	2 8%	1 34%	-	11 16%	13 36%	2 14%	2 26%	23 22%	4 36%	-	1 6%	5 20%	6 15%	16 27%
No choice - no parking where I need to go	13 10%	8 11%	5 10%	-	1 4%	8 20%	2 9%	2 8%	-	-	9 12%	4 13%	-	-	11 11%	2 17%	-	-	-	3 7%	10 17%
No choice - I don't own / have access to a car	11 8%	4 6%	6 12%	2 11%	6 34%	3 6%	-	-	1 34%	-	1 2%	6 17%	2 14%	2 26%	9 9%	1 8%	-	1 6%	5 20%	2 4%	4 6%
No choice - other reason	4 3%	3 4%	1 2%	-	-	3 7%	1 4%	-	-	-	2 2%	2 7%	-	-	3 3%	1 11%	-	-	-	1 3%	3 5%
Trains run when I want to travel	22 17%	11 15%	11 20%	-	4 23%	7 16%	2 7%	8 35%	1 55%	-	14 19%	5 15%	3 20%	-	20 19%	2 17%	-	-	1 6%	10 25%	10 17%
Train station is near to destination	20 16%	15 21%	4 8%	2 18%	1 4%	6 15%	1 4%	9 37%	1 34%	-	16 22%	3 7%	1 11%	-	16 16%	1 9%	-	2 18%	1 2%	4 10%	15 26%
Trains are reliable / punctual	14 11%	6 9%	7 14%	-	3 16%	1 3%	5 16%	4 18%	1 55%	-	6 8%	5 14%	1 11%	2 26%	11 11%	3 25%	-	-	4 15%	7 18%	2 4%
Trains are cheap / cheaper / offer good value for money	12 10%	5 7%	7 13%	5 34%	-	2 5%	2 7%	2 9%	1 55%	-	9 13%	2 6%	1 6%	-	6 6%	1 9%	-	5 38%	1 2%	5 12%	6 11%
Trains are accessible / easy to get on	12 9%	7 10%	4 8%	-	1 7%	6 15%	-	4 16%	1 55%	-	5 6%	4 10%	4 28%	-	11 11%	1 9%	-	-	3 11%	7 16%	2 4%
Good for the environment / low CO2 emissions	3 3%	3 5%	-	-	-	1 3%	2 6%	1 2%	-	-	3 5%	-	-	-	3 3%	-	-	-	-	2 5%	1 2%
I feel safe on the train / at train stations	3 2%	1 2%	1 2%	-	-	1 1%	1 3%	1 2%	1 34%	-	2 3%	-	-	1 9%	2 2%	1 6%	-	-	1 5%	-	1 2%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	126	72	53	14	17	41	29	23	2	-	72	35	13	6	102	10	-	14	25	42	59
Good information on timetables/routes/fares	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	*	1%	-	-	-	-	-	2%	-	-	1%	-	-	-	1%	-	-	-	-	-	1%
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12	6	6	-	-	6	5	1	-	-	11	1	-	10	2	-	-	4	3	4	
	9%	8%	11%	-	-	15%	16%	5%	-	-	15%	3%	-	9%	23%	-	-	18%	8%	7%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	110	29	59	11	11	25	11	11	63	68	21	14	7
Weighted base	126	41	53	17	15	30	10	15	71	67	32	21	6
Train journey is quick / service is frequent	62 49%	23 55%	26 49%	6 36%	7 46%	10 35%	4 38%	10 68%	37 53%	35 52%	15 47%	7 34%	4 74%
General convenience	49 39%	9 21%	22 42%	8 44%	10 71%	9 32%	7 77%	8 53%	24 34%	28 42%	11 35%	6 30%	3 49%
Trains run where I want to travel / direct route	44 35%	22 53%	13 24%	9 50%	1 6%	10 35%	2 25%	4 24%	28 39%	21 31%	11 35%	10 47%	2 41%
Train station is near home	29 23%	14 33%	6 12%	9 50%	-	5 16%	2 25%	4 25%	18 25%	6 9%	9 29%	11 53%	2 41%
No choice (Net)	27 22%	5 11%	12 23%	3 19%	7 50%	11 38%	2 19%	3 17%	11 16%	12 17%	6 20%	7 34%	2 36%
No choice - no parking where I need to go	13 10%	3 7%	3 5%	-	7 50%	7 23%	-	1 5%	5 7%	8 13%	2 7%	2 11%	-
No choice - I don't own / have access to a car	11 8%	2 4%	5 10%	3 19%	-	2 6%	1 8%	2 12%	6 9%	2 3%	3 9%	4 18%	2 36%
No choice - other reason	4 3%	-	4 8%	-	-	3 10%	1 11%	-	-	2 3%	1 4%	1 5%	-
Trains run when I want to travel	22 17%	11 26%	7 13%	2 14%	2 12%	7 23%	1 9%	1 10%	13 18%	11 16%	7 22%	3 14%	1 10%
Train station is near to destination	20 16%	9 22%	4 7%	5 28%	2 12%	4 14%	1 9%	2 13%	13 18%	8 12%	5 16%	6 28%	1 10%
Trains are reliable / punctual	14 11%	2 4%	9 18%	2 9%	1 6%	1 4%	1 9%	* 3%	11 16%	8 12%	1 4%	2 12%	2 37%
Trains are cheap / cheaper / offer good value for money	12 10%	-	7 13%	2 13%	3 21%	3 9%	1 13%	2 11%	7 9%	6 10%	5 16%	-	1 10%
Trains are accessible / easy to get on	12 9%	6 14%	4 7%	2 14%	-	5 15%	-	1 10%	6 8%	7 10%	2 6%	3 13%	1 10%
Good for the environment / low CO2 emissions	3 3%	1 3%	1 3%	-	1 6%	1 3%	1 9%	-	2 2%	3 5%	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	126	41	53	17	15	30	10	15	71	67	32	21	6
I feel safe on the train / at train stations	3 2%	1 1%	1 3%	1 3%	-	1 2%	-	1 5%	1 2%	1 2%	-	-	1 19%
Good information on timetables/routes/fares	1 *	-	1 1%	-	-	-	-	-	1 1%	1 1%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 9%	5 13%	2 4%	3 20%	1 6%	2 6%	3 32%	-	7 10%	9 13%	1 2%	3 13%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	110	26	84	4	87	19	-	14	7	12	17	5	28	15	2	10
Weighted base	126	30	96	7	95	24	-	19	11	13	13	6	27	24	2	11
Train journey is quick / service is frequent	62 49%	13 43%	49 51%	5 74%	50 52%	7 29%	-	6 34%	5 45%	7 54%	8 59%	4 68%	15 55%	12 51%	1 41%	4 34%
General convenience	49 39%	12 40%	37 39%	1 22%	40 43%	7 29%	-	7 39%	1 11%	9 65%	6 49%	2 36%	13 48%	7 31%	1 41%	2 18%
Trains run where I want to travel / direct route	44 35%	11 37%	33 34%	1 12%	31 33%	12 48%	-	7 37%	2 21%	5 38%	3 26%	-	10 37%	13 54%	-	3 29%
Train station is near home	29 23%	5 16%	24 25%	-	24 25%	5 19%	-	7 37%	2 15%	2 13%	5 36%	-	3 10%	8 32%	-	3 30%
No choice (Net)	27 22%	9 29%	19 19%	-	20 22%	7 27%	-	6 29%	2 15%	1 6%	5 39%	1 12%	7 27%	5 22%	-	1 6%
No choice - no parking where I need to go	13 10%	5 17%	8 8%	-	13 14%	-	-	2 12%	-	-	2 18%	-	4 13%	4 17%	-	1 6%
No choice - I don't own / have access to a car	11 8%	-	11 11%	-	4 4%	7 27%	-	2 11%	2 15%	1 6%	3 21%	1 12%	1 5%	1 5%	-	-
No choice - other reason	4 3%	4 12%	* *	-	4 4%	-	-	1 7%	-	-	-	-	3 10%	-	-	-
Trains run when I want to travel	22 17%	4 15%	17 18%	-	20 21%	2 8%	-	-	2 20%	3 20%	3 21%	-	6 21%	7 28%	1 59%	1 6%
Train station is near to destination	20 16%	5 16%	15 16%	1 12%	18 19%	1 5%	-	3 17%	-	1 4%	2 15%	-	6 22%	8 32%	1 41%	-
Trains are reliable / punctual	14 11%	2 6%	12 12%	1 12%	9 10%	3 14%	-	2 12%	1 9%	1 4%	1 6%	1 16%	4 13%	* 1%	2 100%	3 24%
Trains are cheap / cheaper / offer good value for money	12 10%	3 9%	9 10%	2 26%	10 10%	1 4%	-	1 3%	2 15%	6 42%	1 9%	-	2 7%	* 1%	-	1 9%
Trains are accessible / easy to get on	12 9%	3 9%	9 10%	1 12%	7 7%	4 18%	-	1 4%	-	1 4%	3 26%	-	4 15%	3 13%	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	126	30	96	7	95	24	-	19	11	13	13	6	27	24	2	11
Good for the environment / low CO2 emissions	3 3%	1 2%	3 3%	-	3 4%	-	-	-	-	1 4%	-	-	1 3%	-	-	2 19%
I feel safe on the train / at train stations	3 2%	1 2%	2 2%	-	2 2%	1 2%	-	-	-	1 4%	-	-	1 2%	1 3%	-	1 5%
Good information on timetables/routes/fares	1 *	1 2%	-	-	1 1%	-	-	-	-	1 4%	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 9%	-	12 12%	2 26%	7 7%	3 14%	-	-	6 54%	-	-	-	5 17%	-	-	1 9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	110	65	15	17	4	9	-	4	39	48	19	2	1	1	45	8	12	3
Weighted base	126	68	22	23	3	9	-	7	39	56	24	3	1	2	45	9	12	4
Train journey is quick / service is frequent	62 49%	34 50%	9 40%	13 57%	3 100%	2 21%	-	5 74%	18 46%	32 57%	7 29%	3 100%	1 100%	-	27 61%	3 29%	9 69%	* 14%
General convenience	49 39%	22 32%	10 46%	13 55%	2 66%	2 20%	-	1 22%	18 47%	22 39%	7 29%	-	1 100%	-	19 43%	4 43%	7 55%	2 47%
Trains run where I want to travel / direct route	44 35%	24 36%	5 22%	9 37%	2 47%	5 48%	-	1 12%	11 28%	20 37%	12 48%	1 23%	-	20 46%	2 22%	3 23%	2 67%	
Train station is near home	29 23%	15 22%	3 16%	7 30%	* 15%	2 26%	-	-	8 21%	16 29%	5 19%	-	-	10 23%	1 8%	3 26%	2 67%	
No choice (Net)	27 22%	18 26%	7 32%	1 5%	- -	1 11%	- -	- -	8 21%	12 22%	7 27%	- -	- -	9 21%	5 55%	2 19%	2 53%	
No choice - no parking where I need to go	13 10%	7 11%	5 25%	-	-	* 3%	-	-	5 12%	8 15%	-	-	-	7 16%	4 41%	2 19%	-	
No choice - I don't own / have access to a car	11 8%	7 10%	2 7%	1 5%	-	1 8%	-	-	1 3%	3 5%	7 27%	-	-	-	-	-	2 53%	
No choice - other reason	4 3%	4 6%	-	-	-	-	-	-	2 6%	2 3%	-	-	-	3 6%	1 14%	-	-	
Trains run when I want to travel	22 17%	9 14%	-	7 31%	1 32%	4 41%	-	-	7 18%	13 23%	2 8%	-	-	14 32%	-	1 8%	2 53%	
Train station is near to destination	20 16%	7 11%	3 13%	7 29%	* 15%	2 26%	-	1 12%	5 13%	13 23%	1 5%	1 23%	-	10 21%	2 17%	4 30%	* 14%	
Trains are reliable / punctual	14 11%	10 15%	2 8%	1 3%	-	1 10%	-	1 12%	6 15%	3 6%	3 14%	1 23%	-	4 9%	1 9%	* 4%	-	
Trains are cheap / cheaper / offer good value for money	12 10%	5 8%	6 26%	1 5%	-	-	-	2 26%	4 10%	5 10%	1 4%	-	-	2 13%	6 13%	-	-	
Trains are accessible / easy to get on	12 9%	8 12%	2 11%	1 5%	* 15%	-	-	1 12%	3 9%	3 6%	4 18%	1 23%	-	4 8%	-	1 12%	2 67%	

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	126	68	22	23	3	9	-	7	39	56	24	3	1	2	45	9	12	4
Good for the environment / low CO2 emissions	3 3%	3 4%	1 4%	-	-	-	-	-	3 7%	1 1%	-	-	-	-	3 6%	1 9%	-	-
I feel safe on the train / at train stations	3 2%	3 4%	-	-	-	-	-	-	1 2%	1 2%	1 2%	-	-	-	1 3%	-	-	-
Good information on timetables/routes/fares	1 *	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 9%	7 10%	1 4%	3 15%	-	1 12%	-	2 26%	5 12%	2 4%	3 14%	-	-	2 100%	4 10%	1 16%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	110	72	7	16	14	25	23	23	16	7	14	1	8	6	9	14	52	21
Weighted base	126	76	8	24	17	24	24	25	24	8	17	3	8	10	12	18	52	25
Train journey is quick / service is frequent	62 49%	44 58%	3 30%	8 32%	8 46%	12 52%	10 43%	18 73%	8 32%	3 30%	8 46%	3 100%	3 34%	6 60%	9 74%	7 41%	29 56%	7 29%
General convenience	49 39%	33 43%	* 4%	8 34%	6 39%	10 40%	11 45%	12 49%	8 34%	* 4%	6 39%	-	4 50%	4 37%	2 14%	12 64%	20 39%	8 30%
Trains run where I want to travel / direct route	44 35%	28 37%	2 28%	5 23%	8 47%	10 40%	11 46%	8 30%	5 23%	2 28%	8 47%	-	3 46%	5 46%	9 74%	4 20%	14 27%	9 36%
Train station is near home	29 23%	16 22%	* 4%	9 40%	2 15%	3 14%	6 26%	7 27%	9 40%	* 4%	2 15%	-	4 50%	-	9 74%	1 8%	7 14%	7 27%
No choice (Net)	27 22%	18 24%	-	4 16%	5 30%	4 15%	10 41%	5 19%	4 16%	-	5 30%	-	2 21%	-	2 20%	4 25%	11 21%	8 30%
No choice - no parking where I need to go	13 10%	13 17%	-	-	-	4 15%	5 19%	5 19%	-	-	-	-	-	-	-	3 18%	6 11%	4 15%
No choice - I don't own / have access to a car	11 8%	2 2%	-	4 16%	5 30%	-	2 8%	-	4 16%	-	5 30%	-	2 21%	-	2 20%	1 6%	2 3%	4 15%
No choice - other reason	4 3%	4 5%	-	-	-	-	4 16%	-	-	-	-	-	-	-	-	-	4 8%	-
Trains run when I want to travel	22 17%	17 23%	-	3 13%	1 9%	3 11%	6 26%	8 32%	3 13%	-	1 9%	-	1 14%	-	8 62%	1 7%	7 14%	4 18%
Train station is near to destination	20 16%	16 21%	-	3 13%	1 4%	5 21%	3 14%	8 31%	3 13%	-	1 4%	-	-	1 6%	6 47%	* 3%	8 15%	5 20%
Trains are reliable / punctual	14 11%	6 8%	2 19%	4 16%	2 13%	4 16%	-	2 9%	4 16%	2 19%	2 13%	-	2 20%	2 15%	2 16%	-	6 11%	3 11%
Trains are cheap / cheaper / offer good value for money	12 10%	8 10%	-	4 17%	1 4%	1 3%	3 11%	4 17%	4 17%	-	1 4%	-	* 5%	1 8%	2 17%	4 22%	3 6%	2 7%

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	126	76	8	24	17	24	24	25	24	8	17	3	8	10	12	18	52	25
Trains are accessible / easy to get on	12 9%	8 11%	-	1 4%	3 17%	3 12%	5 19%	1 3%	1 4%	-	3 17%	-	-	2 18%	2 20%	2 9%	3 6%	3 11%
Good for the environment / low CO2 emissions	3 3%	3 4%	-	-	-	2 10%	1 4%	-	-	-	-	-	-	-	1 8%	-	2 5%	-
I feel safe on the train / at train stations	3 2%	1 2%	-	-	1 7%	1 2%	-	1 3%	-	-	1 7%	-	1 8%	-	1 5%	-	1 3%	-
Good information on timetables/routes/fares	1 *	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	-	1 1%	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 9%	8 10%	4 52%	-	-	3 13%	1 2%	4 15%	-	4 52%	-	-	1 12%	-	-	2 13%	9 17%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	110	-	110	-	-	-
Weighted base	126	-	126	-	-	-
Train journey is quick / service is frequent	62 49%	- -	62 49%	- -	- -	- -
General convenience	49 39%	- -	49 39%	- -	- -	- -
Trains run where I want to travel / direct route	44 35%	- -	44 35%	- -	- -	- -
Train station is near home	29 23%	- -	29 23%	- -	- -	- -
No choice (Net)	27 22%	- -	27 22%	- -	- -	- -
No choice - no parking where I need to go	13 10%	- -	13 10%	- -	- -	- -
No choice - I don't own / have access to a car	11 8%	- -	11 8%	- -	- -	- -
No choice - other reason	4 3%	- -	4 3%	- -	- -	- -
Trains run when I want to travel	22 17%	- -	22 17%	- -	- -	- -
Train station is near to destination	20 16%	- -	20 16%	- -	- -	- -
Trains are reliable / punctual	14 11%	- -	14 11%	- -	- -	- -
Trains are cheap / cheaper / offer good value for money	12 10%	- -	12 10%	- -	- -	- -
Trains are accessible / easy to get on	12 9%	- -	12 9%	- -	- -	- -
Good for the environment / low CO2 emissions	3 3%	- -	3 3%	- -	- -	- -
I feel safe on the train / at train stations	3 2%	- -	3 2%	- -	- -	- -
Good information on timetables/routes/fares	1 *	- -	1 *	- -	- -	- -

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	126	-	126	-	-	-
No particular reason	-	-	-	-	-	-
Other	12 9%	-	12 9%	-	-	-
Don't know	-	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	49	28	21	5	21	9	10	3	1	-	19	21	4	5	38	5	-	6	17	27	4
Weighted base	70	43	27	11	31	15	10	2	1	-	27	31	6	7	50	8	-	12	22	41	6
Tube/metro/light rail/ tram journey is quick / service is frequent	44 62%	27 61%	17 64%	6 57%	22 70%	9 60%	6 56%	1 63%	-	-	19 69%	14 46%	5 90%	6 87%	32 64%	4 54%	-	7 61%	10 45%	28 67%	6 100%
Tube/metro/light rail/ trams run where I want to travel / direct route	27 38%	16 37%	10 39%	7 62%	10 32%	2 15%	7 67%	-	1 100%	-	13 48%	11 35%	-	3 43%	17 34%	4 46%	-	6 49%	14 61%	10 24%	3 50%
General convenience	21 30%	10 24%	11 39%	4 41%	10 32%	2 13%	3 26%	1 37%	1 100%	-	7 26%	9 30%	1 10%	4 61%	14 27%	2 26%	-	5 45%	6 26%	13 30%	2 35%
Tube/metro/light rail/ tram station is near to destination	10 14%	8 18%	2 7%	2 19%	6 19%	2 12%	-	-	-	-	2 7%	6 19%	-	2 30%	9 17%	-	-	1 10%	3 12%	5 13%	2 29%
Tube/metro/light rail/ tram station is near home	9 14%	5 12%	4 16%	-	8 27%	-	-	-	1 100%	-	5 19%	3 11%	-	1 14%	6 13%	1 12%	-	2 18%	3 13%	4 11%	2 36%
No choice (Net)	9 13%	8 20%	* 2%	4 40%	2 8%	2 15%	-	-	-	-	3 13%	5 18%	-	-	5 9%	-	-	4 37%	5 22%	4 10%	-
No choice - other reason	4 6%	4 10%	-	4 40%	-	-	-	-	-	-	-	4 14%	-	-	-	-	-	4 37%	4 19%	-	-
No choice - no parking where I need to go	4 6%	3 8%	*	-	2 6%	2 15%	-	-	-	-	3 13%	*	-	4 8%	-	-	-	-	-	4 10%	-
No choice - I don't own / have access to a car	1 1%	1 2%	-	-	1 2%	-	-	-	-	-	-	1 2%	-	1 1%	-	-	-	-	1 3%	-	-
Tube/metro/light rail/ trams run when I want to travel	8 11%	6 14%	2 7%	-	4 12%	3 19%	1 9%	*	-	-	2 7%	6 20%	-	-	7 14%	-	-	1 10%	1 3%	6 16%	1 14%
Tube/metro/light rail/ trams are reliable / punctual	8 11%	1 3%	7 25%	-	7 22%	-	1 8%	-	-	-	1 4%	6 19%	-	1 14%	6 11%	-	-	2 18%	2 10%	6 14%	-
Tube/metro/light rail/ trams are accessible / easy to get on	7 10%	6 13%	1 4%	4 40%	1 4%	1 8%	-	-	-	-	1 4%	6 19%	-	-	1 3%	1 14%	-	4 37%	4 19%	3 6%	-
Good for the environment / low CO2 emissions	3 5%	1 2%	2 8%	-	2 7%	-	-	-	1 100%	-	3 12%	-	-	-	2 4%	1 12%	-	-	-	1 2%	2 36%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	70	43	27	11	31	15	10	2	1	-	27	31	6	7	50	8	-	12	22	41	6
Tube/metro/light rail/trams are cheap / cheaper / offer good value for money	1 1%	1 2%	-	-	1 3%	-	-	-	-	-	1 3%	-	-	-	1 2%	-	-	-	-	1 2%	-
I feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	-	1 2%	-	-	-	1 6%	-	-	-	-	-	-	1 9%	-	1 7%	-	-	1 3%	-	-
Good information on timetables/routes/fares	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 11%	5 12%	3 10%	-	7 23%	-	1 8%	-	-	-	-	4 12%	4 75%	-	4 7%	4 54%	-	-	-	8 19%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	49	37	12	-	-	11	-	4	34	30	13	5	1
Weighted base	70	62	9	-	-	18	-	3	49	41	24	5	*
Tube/metro/light rail/ tram journey is quick / service is frequent	44 62%	37 61%	7 76%	-	-	13 75%	-	2 74%	28 57%	22 53%	18 73%	4 88%	-
Tube/metro/light rail/ trams run where I want to travel / direct route	27 38%	23 37%	4 44%	-	-	7 39%	-	-	20 40%	16 39%	10 40%	1 12%	* 100%
General convenience	21 30%	16 26%	5 56%	-	-	6 35%	-	2 50%	13 27%	10 24%	9 37%	2 41%	* 100%
Tube/metro/light rail/ tram station is near to destination	10 14%	8 13%	2 23%	-	-	3 15%	-	-	7 15%	8 19%	2 8%	-	-
Tube/metro/light rail/ tram station is near home	9 14%	8 12%	2 23%	-	-	1 5%	-	-	9 18%	9 21%	1 4%	-	-
No choice (Net)	9 13%	8 14%	* 5%	-	-	-	-	-	9 18%	5 11%	4 18%	-	-
No choice - other reason	4 6%	4 7%	-	-	-	-	-	-	4 9%	-	4 18%	-	-
No choice - no parking where I need to go	4 6%	3 6%	* 5%	-	-	-	-	-	4 8%	4 10%	-	-	-
No choice - I don't own / have access to a car	1 1%	1 1%	-	-	-	-	-	-	1 1%	1 2%	-	-	-
Tube/metro/light rail/ trams run when I want to travel	8 11%	6 9%	2 28%	-	-	-	-	* 13%	8 15%	8 18%	* 2%	-	-
Tube/metro/light rail/ trams are reliable / punctual	8 11%	7 11%	1 13%	-	-	-	-	1 24%	7 14%	2 6%	5 19%	1 16%	-
Tube/metro/light rail/ trams are accessible / easy to get on	7 10%	7 11%	-	-	-	1 6%	-	-	6 12%	3 6%	4 18%	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	70	62	9	-	-	18	-	3	49	41	24	5	*
Good for the environment / low CO2 emissions	3 5%	3 5%	-	-	-	-	-	-	3 7%	3 8%	-	-	-
Tube/metro/light rail/ trams are cheap / cheaper / offer good value for money	1 1%	-	1 10%	-	-	1 5%	-	-	-	1 2%	-	-	-
I feel safe on the tube/ metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	-	1 7%	-	-	1 3%	-	-	-	-	-	1 12%	-
Good information on timetables/routes/fares	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 11%	7 12%	1 9%	-	-	-	-	1 24%	7 15%	2 5%	5 22%	1 16%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	49	5	44	2	31	15	1	9	3	7	8	1	8	5	-	7
Weighted base	70	8	62	2	44	24	*	12	3	16	11	1	15	6	-	6
Tube/metro/light rail/ tram journey is quick / service is frequent	44 62%	8 100%	36 58%	-	32 72%	12 49%	-	6 49%	2 84%	11 69%	6 58%	-	12 78%	5 84%	-	2 25%
Tube/metro/light rail/ trams run where I want to travel / direct route	27 38%	1 11%	26 41%	1 73%	12 28%	13 52%	* 100%	7 62%	1 53%	-	6 51%	-	8 51%	1 10%	-	4 61%
General convenience	21 30%	1 11%	20 32%	1 73%	9 22%	10 41%	* 100%	4 34%	1 31%	4 25%	2 21%	1 100%	6 40%	* 7%	-	2 31%
Tube/metro/light rail/ tram station is near to destination	10 14%	-	10 16%	-	7 16%	3 11%	-	3 23%	1 53%	4 24%	-	-	2 13%	-	-	-
Tube/metro/light rail/ tram station is near home	9 14%	-	9 15%	-	7 15%	3 12%	-	3 23%	1 53%	1 6%	2 20%	-	-	-	-	2 37%
No choice (Net)	9 13%	1 17%	8 12%	* 27%	3 8%	5 21%	-	6 53%	* 16%	-	2 20%	-	-	-	-	-
No choice - other reason	4 6%	-	4 7%	-	-	4 18%	-	4 37%	-	-	-	-	-	-	-	-
No choice - no parking where I need to go	4 6%	1 17%	3 4%	* 27%	3 8%	-	-	1 11%	* 16%	-	2 20%	-	-	-	-	-
No choice - I don't own / have access to a car	1 1%	-	1 1%	-	-	1 3%	-	1 6%	-	-	-	-	-	-	-	-
Tube/metro/light rail/ trams run when I want to travel	8 11%	1 11%	7 11%	-	7 17%	1 3%	-	2 15%	-	5 31%	1 8%	-	* 3%	-	-	-
Tube/metro/light rail/ trams are reliable / punctual	8 11%	-	8 12%	-	2 4%	6 24%	-	1 9%	1 31%	1 6%	-	-	4 24%	-	-	1 20%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	70	8	62	2	44	24	*	12	3	16	11	1	15	6	-	6
Tube/metro/light rail/trams are accessible / easy to get on	7 10%	-	7 11%	1 73%	1 3%	4 18%	-	4 37%	1 53%	-	-	-	1 7%	-	-	-
Good for the environment / low CO2 emissions	3 5%	-	3 5%	-	3 7%	-	-	-	-	-	2 20%	-	-	-	-	1 17%
Tube/metro/light rail/trams are cheap / cheaper / offer good value for money	1 1%	-	1 1%	-	1 2%	-	-	1 7%	-	-	-	-	-	-	-	-
I feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	1 10%	-	-
Good information on timetables/routes/fares	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 11%	-	8 13%	-	8 18%	-	-	-	1 31%	2 13%	1 7%	-	-	4 72%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	49	24	11	9	3	2	2	-	10	21	16	1	1	-	16	2	4	3
Weighted base	70	34	15	18	3	1	2	-	16	29	25	*	1	-	26	2	5	5
Tube/metro/light rail/ tram journey is quick / service is frequent	44 62%	23 67%	7 47%	11 64%	3 100%	-	-	-	7 45%	25 87%	12 49%	-	-	-	20 77%	-	3 66%	4 83%
Tube/metro/light rail/ trams run where I want to travel / direct route	27 38%	12 36%	8 57%	6 32%	-	* 33%	1 73%	-	5 30%	8 27%	13 53%	-	1 100%	-	5 20%	1 48%	4 72%	-
General convenience	21 30%	11 32%	2 12%	6 35%	1 43%	1 100%	1 73%	-	3 18%	7 24%	10 42%	-	1 100%	-	7 27%	1 52%	1 28%	5 92%
Tube/metro/light rail/ tram station is near to destination	10 14%	3 9%	5 36%	1 8%	-	-	-	-	3 18%	4 15%	3 11%	-	-	-	3 11%	-	-	-
Tube/metro/light rail/ tram station is near home	9 14%	4 13%	4 26%	1 8%	-	-	-	-	2 12%	5 16%	3 12%	-	-	-	4 17%	-	-	-
No choice (Net)	9 13%	3 8%	1 5%	4 24%	1 46%	-	* 27%	-	-	3 12%	5 20%	* 100%	-	-	3 14%	-	-	-
No choice - other reason	4 6%	-	-	4 24%	-	-	-	-	-	-	4 17%	-	-	-	-	-	-	-
No choice - no parking where I need to go	4 6%	3 8%	-	-	1 46%	-	* 27%	-	-	3 12%	-	* 100%	-	-	3 14%	-	-	-
No choice - I don't own / have access to a car	1 1%	-	1 5%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Tube/metro/light rail/ trams run when I want to travel	8 11%	5 14%	3 18%	* 2%	-	-	-	-	6 37%	2 5%	1 3%	-	-	-	5 21%	-	-	-
Tube/metro/light rail/ trams are reliable / punctual	8 11%	7 19%	1 8%	-	-	-	-	-	-	2 7%	6 24%	-	-	-	1 4%	-	1 16%	4 74%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	70	34	15	18	3	1	2	-	16	29	25	*	1	-	26	2	5	5
Tube/metro/light rail/trams are accessible / easy to get on	7 10%	1 3%	-	6 32%	-	-	1 73%	-	-	1 5%	4 17%	-	1 100%	-	-	-	-	-
Good for the environment / low CO2 emissions	3 5%	2 6%	1 7%	-	-	-	-	-	1 7%	2 8%	-	-	-	3 13%	-	-	-	-
Tube/metro/light rail/trams are cheap / cheaper / offer good value for money	1 1%	-	1 6%	-	-	-	-	-	1 6%	-	-	-	-	-	-	-	-	-
I feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	1 2%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	-	-
Good information on timetables/routes/fares	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 11%	2 5%	2 13%	4 25%	-	-	-	-	2 13%	6 21%	-	-	-	1 3%	-	-	1 16%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	49	27	5	5	12	5	6	16	5	5	12	-	1	5	5	10	15	13
Weighted base	70	39	5	9	17	6	5	28	9	5	17	-	1	11	4	15	19	19
Tube/metro/light rail/tram journey is quick / service is frequent	44 62%	27 70%	2 42%	7 74%	8 46%	3 56%	2 53%	21 76%	7 74%	2 42%	8 46%	-	1 100%	4 36%	3 62%	9 60%	14 75%	13 65%
Tube/metro/light rail/trams run where I want to travel / direct route	27 38%	11 27%	2 46%	2 25%	11 66%	3 52%	1 16%	7 24%	2 25%	2 46%	11 66%	-	-	7 64%	1 22%	7 48%	5 29%	6 30%
General convenience	21 30%	15 38%	1 13%	* 5%	5 30%	1 21%	2 48%	11 40%	* 5%	1 13%	5 30%	-	1 100%	-	3 65%	6 37%	6 32%	5 28%
Tube/metro/light rail/tram station is near to destination	10 14%	3 7%	1 13%	4 46%	2 12%	-	-	3 10%	4 46%	1 13%	2 12%	-	-	3 25%	1 16%	4 29%	-	2 9%
Tube/metro/light rail/tram station is near home	9 14%	4 11%	2 35%	2 25%	1 6%	2 35%	-	2 8%	2 25%	2 35%	1 6%	-	1 100%	1 8%	2 43%	5 31%	1 5%	-
No choice (Net)	9 13%	4 10%	1 13%	-	4 25%	2 27%	-	2 8%	-	1 13%	4 25%	-	-	4 38%	1 16%	-	2 9%	2 11%
No choice - other reason	4 6%	-	-	-	4 25%	-	-	-	-	-	4 25%	-	-	4 38%	-	-	-	-
No choice - no parking where I need to go	4 6%	4 10%	-	-	-	2 27%	-	2 8%	-	-	-	-	-	-	-	-	2 9%	2 11%
No choice - I don't own / have access to a car	1 1%	-	1 13%	-	-	-	-	-	-	1 13%	-	-	-	-	1 16%	-	-	-
Tube/metro/light rail/trams run when I want to travel	8 11%	5 14%	1 13%	2 22%	-	-	* 9%	5 18%	2 22%	1 13%	-	-	-	3 26%	1 16%	4 23%	1 5%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	70	39	5	9	17	6	5	28	9	5	17	-	1	11	4	15	19	19
Tube/metro/light rail/trams are reliable / punctual	8 11%	6 14%	1 23%	-	1 6%	-	1 17%	5 17%	-	1 23%	1 6%	-	1 100%	-	1 28%	5 31%	1 4%	-
Tube/metro/light rail/trams are accessible / easy to get on	7 10%	1 3%	-	1 15%	4 25%	-	-	1 4%	1 15%	-	4 25%	-	-	4 38%	-	1 9%	1 6%	-
Good for the environment / low CO2 emissions	3 5%	3 8%	-	-	-	2 35%	-	1 4%	-	-	-	-	-	-	-	2 15%	1 5%	-
Tube/metro/light rail/trams are cheap / cheaper / offer good value for money	1 1%	-	-	1 10%	-	-	-	-	1 10%	-	-	-	-	1 8%	-	-	-	-
I feel safe on the tube/metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	-	-	-	1 4%	-	-	-	-	-	-	-	-	-	-	-	-	1 3%
Good information on timetables/routes/fares	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	8 11%	2 4%	-	6 71%	-	-	1 17%	1 3%	6 71%	-	-	-	-	-	-	3 18%	1 4%	4 23%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	49	-	49	-	-	-
Weighted base	70	-	70	-	-	-
Tube/metro/light rail/ tram journey is quick / service is frequent	44 62%	- -	44 62%	- -	- -	- -
Tube/metro/light rail/ trams run where I want to travel / direct route	27 38%	- -	27 38%	- -	- -	- -
General convenience	21 30%	- -	21 30%	- -	- -	- -
Tube/metro/light rail/ tram station is near to destination	10 14%	- -	10 14%	- -	- -	- -
Tube/metro/light rail/ tram station is near home	9 14%	- -	9 14%	- -	- -	- -
No choice (Net)	9 13%	-	9 13%	-	-	-
No choice - other reason	4 6%	- -	4 6%	- -	- -	- -
No choice - no parking where I need to go	4 6%	- -	4 6%	- -	- -	- -
No choice - I don't own / have access to a car	1 1%	- -	1 1%	- -	- -	- -
Tube/metro/light rail/ trams run when I want to travel	8 11%	- -	8 11%	- -	- -	- -
Tube/metro/light rail/ trams are reliable / punctual	8 11%	- -	8 11%	- -	- -	- -
Tube/metro/light rail/ trams are accessible / easy to get on	7 10%	- -	7 10%	- -	- -	- -
Good for the environment / low CO2 emissions	3 5%	- -	3 5%	- -	- -	- -

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	70	-	70	-	-	-
Tube/metro/light rail/ trams are cheap / cheaper / offer good value for money	1 1%	- -	1 1%	- -	- -	- -
I feel safe on the tube/ metro/light rail/tram / at tube/metro/light rail/tram stations	1 1%	- -	1 1%	- -	- -	- -
Good information on timetables/routes/fares	- -	- -	- -	- -	- -	- -
No particular reason	- -	- -	- -	- -	- -	- -
Other	8 11%	- -	8 11%	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	110	62	48	8	14	34	30	20	4	-	64	32	9	5	90	12	-	8	21	45	44
Weighted base	126	72	53	14	17	41	29	23	2	-	72	35	13	6	102	10	-	14	25	42	59
Walk all the way	66	47	19	7	10	18	16	14	1	-	37	21	6	2	56	4	-	6	14	24	28
	52%	64%	36%	47%	59%	44%	55%	61%	54%	-	52%	61%	42%	30%	55%	36%	-	45%	54%	57%	48%
Car/van as driver	23	11	12	-	*	8	7	7	*	-	17	6	1	-	18	5	-	-	-	3	20
	18%	16%	22%	-	3%	20%	23%	31%	25%	-	23%	16%	6%	-	18%	49%	-	-	-	6%	35%
Car/van as passenger	13	2	11	7	3	3	-	-	-	-	5	4	5	-	7	-	-	7	-	5	8
	11%	3%	21%	48%	20%	8%	-	-	-	-	7%	12%	34%	-	6%	-	-	49%	-	11%	14%
Walk to bus stop and catch a bus to station	9	2	7	-	3	2	2	2	*	-	3	3	-	4	8	1	-	-	4	5	*
	7%	3%	14%	-	17%	5%	7%	8%	20%	-	4%	9%	-	57%	8%	15%	-	-	14%	13%	1%
Bicycle	5	5	-	-	-	3	2	-	-	-	2	1	2	-	5	-	-	-	2	3	-
	4%	7%	-	-	-	7%	7%	-	-	-	3%	2%	18%	-	5%	-	-	-	9%	6%	-
Motorbike/moped/scooter	2	1	2	1	-	2	-	-	-	-	2	-	-	1	2	-	-	1	1	2	-
	2%	1%	3%	5%	-	4%	-	-	-	-	2%	-	-	12%	2%	-	-	6%	3%	4%	-
It varies too much to say	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-
	1%	-	2%	-	-	-	5%	-	-	-	2%	-	-	-	1%	-	-	-	5%	-	-
Taxi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	5	1	-	-	5	1	-	-	-	6	-	-	-	6	-	-	-	3	1	1
	5%	6%	2%	-	-	11%	4%	-	-	-	8%	-	-	-	6%	-	-	-	14%	3%	2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	110	29	59	11	11	25	11	11	63	68	21	14	7
Weighted base	126	41	53	17	15	30	10	15	71	67	32	21	6
Walk all the way	66 52%	28 68%	28 54%	10 56%	-	12 39%	5 48%	8 53%	42 58%	35 52%	18 55%	9 43%	4 67%
Car/van as driver	23 18%	1 3%	9 18%	2 10%	11 73%	7 22%	4 44%	* 3%	12 16%	13 19%	4 14%	6 29%	-
Car/van as passenger	13 11%	1 3%	6 12%	2 11%	4 27%	3 10%	-	5 36%	5 7%	4 6%	6 18%	4 18%	-
Walk to bus stop and catch a bus to station	9 7%	5 12%	4 8%	-	-	3 10%	-	-	6 9%	4 6%	2 7%	2 11%	1 20%
Bicycle	5 4%	-	3 5%	2 13%	-	4 13%	-	-	1 1%	3 4%	2 7%	-	-
Motorbike/moped/scooter	2 2%	-	1 1%	2 10%	-	2 6%	1 8%	-	-	2 3%	-	-	1 13%
It varies too much to say	1 1%	1 3%	-	-	-	-	-	-	1 2%	1 2%	-	-	-
Taxi	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 5%	5 11%	1 2%	-	-	-	-	1 8%	5 6%	6 9%	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	110	26	84	4	87	19	-	14	7	12	17	5	28	15	2	10
Weighted base	126	30	96	7	95	24	-	19	11	13	13	6	27	24	2	11
Walk all the way	66	13	53	1	52	12	-	12	2	8	7	2	15	12	2	7
	52%	44%	55%	22%	55%	50%	-	60%	20%	61%	54%	38%	53%	49%	100%	67%
Car/van as driver	23	13	10	1	22	-	-	5	1	1	3	-	10	3	-	-
	18%	43%	11%	12%	23%	-	-	28%	9%	8%	20%	-	35%	14%	-	-
Car/van as passenger	13	4	9	3	9	2	-	-	2	4	3	3	1	1	-	-
	11%	13%	10%	40%	9%	8%	-	-	15%	31%	20%	46%	5%	4%	-	-
Walk to bus stop and catch a bus to station	9	-	9	-	4	5	-	1	1	-	-	-	1	5	-	1
	7%	-	10%	-	5%	20%	-	6%	11%	-	-	-	3%	23%	-	5%
Bicycle	5	-	5	-	5	-	-	-	-	-	-	1	-	2	-	2
	4%	-	5%	-	5%	-	-	-	-	-	-	16%	-	10%	-	15%
Motorbike/moped/scooter	2	-	2	2	-	1	-	-	2	-	1	-	-	-	-	-
	2%	-	3%	26%	-	3%	-	-	15%	-	6%	-	-	-	-	-
It varies too much to say	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	1%	-	1%	-	-	5%	-	-	-	-	-	-	-	-	-	13%
Taxi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6	-	6	-	2	3	-	1	3	-	-	-	1	-	-	-
	5%	-	6%	-	2%	14%	-	6%	30%	-	-	-	4%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	110	65	15	17	4	9	-	4	39	48	19	2	1	1	45	8	12	3
Weighted base	126	68	22	23	3	9	-	7	39	56	24	3	1	2	45	9	12	4
Walk all the way	66 52%	31 46%	11 52%	17 73%	-	6 69%	-	1 22%	19 49%	33 60%	12 50%	-	1 100%	-	22 50%	3 36%	8 66%	1 33%
Car/van as driver	23 18%	17 25%	4 19%	2 7%	-	-	-	1 12%	9 24%	13 23%	-	1 23%	-	-	12 27%	6 64%	4 34%	-
Car/van as passenger	13 11%	9 12%	3 14%	-	2 52%	-	-	3 40%	3 9%	5 10%	2 8%	3 77%	-	-	2 4%	-	-	2 53%
Walk to bus stop and catch a bus to station	9 7%	5 7%	1 4%	1 5%	2 48%	1 11%	-	-	1 2%	4 7%	5 20%	-	-	-	3 7%	-	-	* 14%
Bicycle	5 4%	3 4%	2 11%	-	-	-	-	-	4 11%	1 1%	-	-	-	-	3 6%	-	-	-
Motorbike/moped/scooter	2 2%	2 3%	-	-	-	1 8%	-	2 26%	-	-	1 3%	-	-	2 100%	-	-	-	-
It varies too much to say	1 1%	1 2%	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Taxi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 5%	1 2%	-	3 15%	-	1 12%	-	-	2 6%	-	3 14%	-	-	-	2 5%	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	110	72	7	16	14	25	23	23	16	7	14	1	8	6	9	14	52	21
Weighted base	126	76	8	24	17	24	24	25	24	8	17	3	8	10	12	18	52	25
Walk all the way	66 52%	36 48%	5 59%	16 67%	9 52%	11 47%	12 51%	13 51%	16 67%	5 59%	9 52%	-	5 68%	2 16%	7 58%	8 42%	28 54%	16 63%
Car/van as driver	23 18%	23 30%	-	-	-	9 38%	7 28%	7 28%	-	-	-	-	-	-	1 4%	5 28%	14 27%	3 13%
Car/van as passenger	13 11%	6 8%	-	6 25%	-	-	3 13%	1 3%	6 25%	-	-	3 100%	1 14%	3 25%	3 21%	3 17%	1 2%	3 11%
Walk to bus stop and catch a bus to station	9 7%	4 5%	-	2 8%	4 21%	1 5%	1 4%	1 6%	2 8%	-	4 21%	-	1 8%	4 36%	1 9%	2 13%	* 1%	1 4%
Bicycle	5 4%	3 3%	-	-	2 14%	-	1 4%	2 6%	-	-	2 14%	-	-	2 22%	1 8%	-	2 3%	-
Motorbike/moped/scooter	2 2%	2 2%	-	-	1 5%	-	-	2 7%	-	-	1 5%	-	1 10%	-	-	-	2 3%	-
It varies too much to say	1 1%	-	-	-	1 8%	-	-	-	-	-	1 8%	-	-	-	-	-	-	1 5%
Taxi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 5%	2 3%	3 41%	-	-	2 9%	-	-	-	3 41%	-	-	-	-	-	-	5 9%	1 4%

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	110	-	110	-	-	-
Weighted base	126	-	126	-	-	-
Walk all the way	66 52%	-	66 52%	-	-	-
Car/van as driver	23 18%	-	23 18%	-	-	-
Car/van as passenger	13 11%	-	13 11%	-	-	-
Walk to bus stop and catch a bus to station	9 7%	-	9 7%	-	-	-
Bicycle	5 4%	-	5 4%	-	-	-
Motorbike/moped/scooter	2 2%	-	2 2%	-	-	-
It varies too much to say	1 1%	-	1 1%	-	-	-
Taxi	-	-	-	-	-	-
Other	6 5%	-	6 5%	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	31	13	18	3	4	9	7	7	1	-	20	8	3	-	23	5	-	3	-	9	22
Weighted base	36	14	23	7	4	11	7	7	*	-	21	10	5	-	25	5	-	7	-	8	29
It takes too long / too far away	28	11	17	4	2	8	6	7	*	-	20	5	3	-	20	4	-	4	-	6	21
	76%	80%	74%	60%	39%	72%	94%	100%	100%	-	93%	53%	50%	-	79%	84%	-	60%	-	86%	74%
Weather	8	5	4	-	-	4	2	2	-	-	6	3	-	-	8	1	-	-	-	*	8
	23%	34%	17%	-	-	37%	27%	35%	-	-	27%	28%	-	-	31%	16%	-	-	-	6%	28%
Too much traffic / it's too dangerous	4	2	2	-	-	-	1	2	-	-	4	-	-	-	4	-	-	-	-	-	4
	11%	14%	9%	-	-	-	20%	35%	-	-	18%	-	-	-	16%	-	-	-	-	-	13%
I'm not the kind of person who walks to the train station / Not my style	2	-	2	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	2
	5%	-	8%	-	44%	-	-	-	-	-	18%	-	-	-	7%	-	-	-	-	-	6%
Too dark	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	1%	4%	-	-	-	-	-	7%	-	-	2%	-	-	-	2%	-	-	-	-	-	2%
Too hilly round here	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	1%	4%	-	-	-	-	-	7%	-	-	2%	-	-	-	2%	-	-	-	-	-	2%
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	-	4	3	1	-	1	-	-	-	1	-	3	-	1	-	-	3	-	1	3
	11%	-	18%	40%	16%	-	10%	-	-	-	6%	-	50%	-	5%	-	-	40%	-	9%	12%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	31	2	16	2	11	8	4	4	15	19	6	6	-
Weighted base	36	2	16	4	15	10	4	6	16	17	10	10	-
It takes too long / too far away	28 76%	2 100%	10 65%	4 100%	12 79%	9 92%	4 100%	1 17%	13 82%	15 89%	7 74%	5 57%	-
Weather	8 23%	-	2 13%	-	6 44%	2 22%	-	* 7%	6 36%	4 25%	2 19%	2 25%	-
Too much traffic / it's too dangerous	4 11%	-	1 3%	-	3 23%	1 14%	-	-	2 15%	2 11%	2 19%	-	-
I'm not the kind of person who walks to the train station / Not my style	2 5%	-	2 11%	-	-	-	-	2 30%	-	-	-	2 19%	-
Too dark	1 1%	-	1 3%	-	-	-	-	-	1 3%	1 3%	-	-	-
Too hilly round here	1 1%	-	1 3%	-	-	-	-	-	1 3%	1 3%	-	-	-
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-	-	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 11%	-	4 25%	-	-	-	1 16%	3 46%	1 4%	1 8%	3 26%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	31	16	15	2	28	1	-	5	2	4	6	1	10	3	-	-
Weighted base	36	17	20	3	31	2	-	5	3	5	5	3	11	4	-	-
It takes too long / too far away	28	13	14	1	25	2	-	3	1	5	4	-	10	4	-	-
	76%	79%	73%	23%	81%	100%	-	57%	38%	100%	79%	-	93%	100%	-	-
Weather	8	6	3	-	8	-	-	2	-	1	1	-	1	3	-	-
	23%	34%	14%	-	27%	-	-	43%	-	10%	29%	-	7%	77%	-	-
Too much traffic / it's too dangerous	4	4	-	-	4	-	-	-	-	1	-	-	-	3	-	-
	11%	23%	-	-	12%	-	-	-	-	10%	-	-	-	77%	-	-
I'm not the kind of person who walks to the train station / Not my style	2	-	2	-	2	-	-	-	2	-	-	-	-	-	-	-
	5%	-	9%	-	6%	-	-	-	62%	-	-	-	-	-	-	-
Too dark	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	1%	3%	-	-	2%	-	-	-	-	10%	-	-	-	-	-	-
Too hilly round here	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	1%	3%	-	-	2%	-	-	-	-	10%	-	-	-	-	-	-
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	3	1	3	1	-	-	-	-	-	1	3	-	-	-	-
	11%	16%	7%	77%	4%	-	-	-	-	-	26%	100%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	31	23	4	2	2	-	-	2	12	16	1	2	-	-	14	4	6	1
Weighted base	36	26	7	2	2	-	-	3	13	18	2	3	-	-	14	6	4	2
It takes too long / too far away	28 76%	18 69%	7 100%	2 100%	1 62%	-	-	1 23%	10 75%	15 84%	2 100%	1 23%	-	-	12 87%	3 60%	4 100%	2 100%
Weather	8 23%	6 25%	2 27%	-	-	-	-	-	3 25%	5 29%	-	-	-	-	4 26%	4 64%	1 24%	-
Too much traffic / it's too dangerous	4 11%	2 7%	2 27%	-	-	-	-	-	-	4 21%	-	-	-	-	2 18%	1 23%	-	-
I'm not the kind of person who walks to the train station / Not my style	2 5%	2 7%	-	-	-	-	-	-	-	2 10%	-	-	-	-	-	-	-	-
Too dark	1 1%	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-
Too hilly round here	1 1%	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 11%	3 10%	-	1 40%	1 38%	-	-	3 77%	-	1 7%	-	3 77%	-	-	1 5%	-	1 16%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	31	27	-	3	-	11	7	8	3	-	-	1	1	1	3	4	17	5
Weighted base	36	29	-	6	-	9	10	8	6	-	-	3	1	3	3	8	16	6
It takes too long / too far away	28 76%	23 77%	-	4 70%	-	8 91%	10 100%	4 56%	4 70%	-	-	-	1 100%	-	2 78%	8 100%	15 95%	1 24%
Weather	8 23%	8 29%	-	-	-	4 41%	2 19%	3 36%	-	-	-	-	-	-	-	3 41%	2 15%	3 47%
Too much traffic / it's too dangerous	4 11%	4 13%	-	-	-	2 21%	2 19%	-	-	-	-	-	-	-	-	3 41%	1 3%	-
I'm not the kind of person who walks to the train station / Not my style	2 5%	-	-	2 30%	-	-	-	-	2 30%	-	-	-	-	-	-	-	-	2 30%
Too dark	1 1%	1 2%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 3%	-
Too hilly round here	1 1%	1 2%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 3%	-
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4 11%	4 14%	-	-	-	-	-	1 17%	-	-	-	3 100%	3 100%	1 22%	-	1 4%	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	31	-	31	-	-	-
Weighted base	36	-	36	-	-	-
It takes too long / too far away	28 76%	-	28 76%	-	-	-
Weather	8 23%	-	8 23%	-	-	-
Too much traffic / it's too dangerous	4 11%	-	4 11%	-	-	-
I'm not the kind of person who walks to the train station / Not my style	2 5%	-	2 5%	-	-	-
Too dark	1 1%	-	1 1%	-	-	-
Too hilly round here	1 1%	-	1 1%	-	-	-
Worried about crime/ personal safety/being attacked	-	-	-	-	-	-
Too old /Not fit enough to walk	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-
Other	4 11%	-	4 11%	-	-	-
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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	28	13	15	2	3	8	7	7	1	-	20	6	2	-	21	5	-	2	-	8	20
Weighted base	31	14	18	4	3	10	7	7	*	-	21	7	3	-	22	5	-	4	-	6	25
It takes too long to cycle / too far away	12 40%	7 48%	6 33%	-	1 22%	4 41%	5 69%	3 37%	* 100%	-	9 41%	1 14%	3 100%	-	10 45%	2 49%	-	-	-	3 51%	9 37%
Weather	9 29%	5 40%	3 19%	-	-	5 51%	3 49%	1 7%	-	-	6 29%	3 38%	-	-	7 32%	2 35%	-	-	-	* 7%	8 34%
Too much traffic / it's too dangerous	8 25%	4 31%	4 21%	3 75%	-	-	2 30%	3 40%	-	-	8 37%	-	-	-	5 22%	-	-	3 75%	-	-	8 32%
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	6 46%	1 7%	1 25%	-	3 29%	2 30%	2 23%	-	-	5 24%	2 32%	-	-	6 29%	-	-	1 25%	-	* 8%	7 28%
Don't own / have access to a bicycle	3 9%	2 17%	1 4%	1 25%	1 22%	1 13%	-	-	-	-	3 14%	-	-	-	2 9%	-	-	1 25%	-	1 10%	2 9%
No showers	3 9%	2 13%	1 6%	-	-	2 23%	-	1 7%	-	-	2 7%	1 17%	-	-	3 13%	-	-	-	-	1 19%	2 6%
Need a car to pick up children/family/friends	3 8%	-	3 15%	-	-	1 9%	2 25%	-	-	-	3 12%	-	-	-	-	3 54%	-	-	-	-	3 11%
Too hilly round here	2 7%	1 10%	1 5%	-	-	1 9%	1 12%	1 7%	-	-	2 11%	-	-	-	1 6%	1 19%	-	-	-	-	2 9%
I'm not the kind of person who cycles to the train station / Not my style	2 6%	-	2 10%	-	2 61%	-	-	-	-	-	-	2 24%	-	-	2 8%	-	-	-	-	-	2 7%
Too old / Not fit enough to cycle	1 4%	1 10%	-	-	-	1 12%	1 7%	-	-	-	1 6%	-	-	-	1 6%	-	-	-	-	-	1 6%
Nowhere to park a bicycle securely	1 4%	1 10%	-	-	-	1 20%	-	-	-	-	1 6%	-	-	-	1 6%	-	-	-	-	-	1 5%
Worried about bike being stolen	1 4%	1 10%	-	-	-	1 20%	-	-	-	-	1 6%	-	-	-	1 6%	-	-	-	-	-	1 5%
Worried about crime/ personal safety/being attacked	1 3%	1 4%	1 3%	-	-	-	-	1 14%	-	-	1 2%	1 7%	-	-	1 5%	-	-	-	-	1 8%	1 2%
Can ride a bicycle but not confidently enough to ride to work	1 2%	-	1 4%	-	1 22%	-	-	-	-	-	1 3%	-	-	-	1 3%	-	-	-	-	1 10%	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	31	14	18	4	3	10	7	7	*	-	21	7	3	-	22	5	-	4	-	6	25
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	1 4%	-	-	-	-	-	1 7%	-	-	1 2%	-	-	-	1 2%	-	-	-	-	-	1 2%
Too dark	1 2%	1 4%	-	-	-	-	-	1 7%	-	-	1 2%	-	-	-	1 2%	-	-	-	-	-	1 2%
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 15%	1 9%	3 20%	-	* 17%	1 12%	1 16%	2 27%	-	-	2 12%	2 31%	-	-	4 17%	1 22%	-	-	-	2 27%	3 12%

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	Location				Presence of children in household (youngest child)				Highest level of education			
		Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	28	-	15	2	11	7	4	3	14	17	5	6	-
Weighted base	31	-	13	4	15	8	4	3	15	14	7	10	-
It takes too long to cycle / too far away	12 40%	-	5 38%	2 52%	6 38%	5 64%	3 60%	-	4 29%	7 47%	2 26%	4 39%	-
Weather	9 29%	-	3 20%	-	6 43%	3 37%	2 35%	*	4 25%	7 46%	-	2 25%	-
Too much traffic / it's too dangerous	8 25%	-	2 17%	-	6 39%	2 28%	1 16%	-	5 32%	5 34%	3 41%	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	-	2 16%	-	5 37%	1 16%	-	1 31%	5 33%	4 31%	1 9%	2 25%	-
Don't own / have access to a bicycle	3 9%	-	2 15%	-	1 7%	1 15%	-	1 31%	1 4%	2 12%	1 17%	-	-
No showers	3 9%	-	3 21%	-	-	1 15%	-	-	2 10%	3 20%	-	-	-
Need a car to pick up children/family/friends	3 8%	-	-	2 48%	1 6%	1 11%	2 40%	-	-	1 7%	-	2 18%	-
Too hilly round here	2 7%	-	1 4%	-	2 12%	1 11%	1 20%	-	1 3%	2 16%	-	-	-
I'm not the kind of person who cycles to the train station / Not my style	2 6%	-	2 14%	-	-	-	-	2 56%	-	-	-	2 19%	-
Too old / Not fit enough to cycle	1 4%	-	1 4%	-	1 6%	-	1 20%	-	1 3%	1 10%	-	-	-
Nowhere to park a bicycle securely	1 4%	-	-	-	1 9%	1 16%	-	-	-	1 10%	-	-	-
Worried about bike being stolen	1 4%	-	-	-	1 9%	1 16%	-	-	-	1 10%	-	-	-
Worried about crime/ personal safety/being attacked	1 3%	-	1 8%	-	-	-	-	-	1 7%	1 7%	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	31	-	13	4	15	8	4	3	15	14	7	10	-
Can ride a bicycle but not confidently enough to ride to work	1 2%	-	1 5%	-	-	-	-	-	1 4%	1 5%	-	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	-	1 4%	-	-	-	-	-	1 3%	1 4%	-	-	-
Too dark	1 2%	-	1 4%	-	-	-	-	-	1 3%	1 4%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 15%	-	3 21%	-	2 13%	1 15%	1 25%	-	2 16%	1 9%	2 33%	1 11%	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	28	15	13	1	26	1	-	5	2	3	6	-	9	3	-	-
Weighted base	31	14	17	1	29	2	-	5	3	4	5	-	10	4	-	-
It takes too long to cycle / too far away	12 40%	7 47%	6 34%	1 100%	10 34%	2 100%	-	2 38%	-	1 13%	4 71%	-	5 51%	1 32%	-	-
Weather	9 29%	5 33%	4 25%	-	9 31%	-	-	2 43%	-	1 13%	2 42%	-	3 27%	1 32%	-	-
Too much traffic / it's too dangerous	8 25%	3 20%	5 29%	-	8 28%	-	-	-	-	4 88%	1 13%	-	2 24%	1 32%	-	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	3 22%	4 26%	-	7 26%	-	-	2 43%	1 38%	1 25%	-	-	1 7%	2 55%	-	-
Don't own / have access to a bicycle	3 9%	1 9%	2 10%	-	3 10%	-	-	1 23%	-	-	1 13%	-	-	1 23%	-	-
No showers	3 9%	3 20%	-	-	3 10%	-	-	-	-	1 13%	1 20%	-	1 13%	-	-	-
Need a car to pick up children/family/friends	3 8%	1 7%	2 10%	-	3 9%	-	-	-	-	-	-	-	3 27%	-	-	-
Too hilly round here	2 7%	1 10%	1 5%	-	2 8%	-	-	-	-	1 13%	-	-	2 19%	-	-	-
I'm not the kind of person who cycles to the train station / Not my style	2 6%	-	2 10%	-	2 6%	-	-	-	2 62%	-	-	-	-	-	-	-
Too old / Not fit enough to cycle	1 4%	1 4%	1 5%	-	1 5%	-	-	-	-	1 13%	-	-	1 9%	-	-	-
Nowhere to park a bicycle securely	1 4%	1 10%	-	-	1 5%	-	-	-	-	-	-	-	-	1 32%	-	-
Worried about bike being stolen	1 4%	1 10%	-	-	1 5%	-	-	-	-	-	-	-	-	1 32%	-	-
Worried about crime/ personal safety/being attacked	1 3%	1 7%	-	-	1 4%	-	-	1 9%	-	1 13%	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	31	14	17	1	29	2	-	5	3	4	5	-	10	4	-	-
Can ride a bicycle but not confidently enough to ride to work	1 2%	-	1 4%	-	1 2%	-	-	-	-	-	1 13%	-	-	-	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	1 4%	-	-	1 2%	-	-	-	-	1 13%	-	-	-	-	-	-
Too dark	1 2%	1 4%	-	-	1 2%	-	-	-	-	1 13%	-	-	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 15%	5 34%	-	-	5 17%	-	-	* 9%	-	-	-	-	2 24%	2 45%	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	28	22	3	2	1	-	-	1	10	16	1	1	-	-	13	4	6	1
Weighted base	31	23	6	2	1	-	-	1	10	18	2	1	-	-	13	6	4	2
It takes too long to cycle / too far away	12 40%	10 44%	1 14%	1 40%	1 100%	-	-	1 100%	2 18%	8 43%	2 100%	1 100%	-	-	4 28%	3 60%	3 64%	2 100%
Weather	9 29%	7 32%	1 14%	1 40%	-	-	-	-	4 39%	5 27%	-	-	-	-	2 14%	5 78%	3 62%	-
Too much traffic / it's too dangerous	8 25%	3 14%	3 52%	2 100%	-	-	-	-	1 10%	7 38%	-	-	-	-	3 22%	1 23%	1 16%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	7 32%	-	-	-	-	-	-	5 48%	3 14%	-	-	-	-	2 17%	4 64%	1 16%	-
Don't own / have access to a bicycle	3 9%	2 10%	-	-	1 100%	-	-	-	1 10%	2 11%	-	-	-	-	1 5%	1 22%	-	-
No showers	3 9%	3 12%	-	-	-	-	-	-	1 12%	2 8%	-	-	-	-	2 14%	-	1 24%	-
Need a car to pick up children/family/friends	3 8%	3 11%	-	-	-	-	-	-	-	3 14%	-	-	-	-	2 13%	-	1 22%	-
Too hilly round here	2 7%	1 6%	1 14%	-	-	-	-	-	1 8%	1 8%	-	-	-	-	1 4%	1 14%	1 22%	-
I'm not the kind of person who cycles to the train station / Not my style	2 6%	2 8%	-	-	-	-	-	-	-	2 10%	-	-	-	-	-	-	-	-
Too old / Not fit enough to cycle	1 4%	1 2%	1 14%	-	-	-	-	-	1 8%	1 3%	-	-	-	-	1 4%	1 14%	-	-
Nowhere to park a bicycle securely	1 4%	1 6%	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 23%	-	-	-
Worried about bike being stolen	1 4%	1 6%	-	-	-	-	-	-	-	1 7%	-	-	-	-	1 23%	-	-	-
Worried about crime/ personal safety/being attacked	1 3%	1 4%	-	-	-	-	-	-	1 5%	1 3%	-	-	-	-	1 8%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	31	23	6	2	1	-	-	1	10	18	2	1	-	-	13	6	4	2
Can ride a bicycle but not confidently enough to ride to work	1 2%	-	-	-	1 100%	-	-	-	-	1 4%	-	-	-	-	1 5%	-	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-
Too dark	1 2%	1 2%	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 15%	3 12%	2 33%	-	-	-	-	-	2 22%	2 13%	-	-	-	4 33%	-	-	* 12%	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	28	25	-	2	-	11	6	8	2	-	-	-	-	3	4	16	5
Weighted base	31	25	-	5	-	9	9	8	5	-	-	-	-	3	8	14	6
It takes too long to cycle / too far away	12 40%	12 49%	-	-	-	5 51%	5 63%	2 29%	-	-	-	-	-	3 83%	1 17%	8 57%	* 7%
Weather	9 29%	9 35%	-	-	-	5 50%	-	4 57%	-	-	-	-	-	-	1 17%	5 34%	3 47%
Too much traffic / it's too dangerous	8 25%	5 19%	-	3 63%	-	3 32%	1 15%	1 9%	3 63%	-	-	-	-	-	4 55%	4 25%	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	6 26%	-	-	-	4 41%	-	3 37%	-	-	-	-	-	-	1 17%	3 20%	3 56%
Don't own / have access to a bicycle	3 9%	2 8%	-	-	-	-	1 15%	1 8%	-	-	-	-	-	1 22%	-	1 9%	1 17%
No showers	3 9%	3 11%	-	-	-	2 17%	1 14%	-	-	-	-	-	-	-	-	3 20%	-
Need a car to pick up children/family/friends	3 8%	3 10%	-	-	-	-	-	3 34%	-	-	-	-	-	-	2 21%	1 7%	-
Too hilly round here	2 7%	2 9%	-	-	-	1 15%	-	1 12%	-	-	-	-	-	-	-	2 16%	-
I'm not the kind of person who cycles to the train station / Not my style	2 6%	-	-	2 37%	-	-	-	-	2 37%	-	-	-	-	-	-	-	2 30%
Too old / Not fit enough to cycle	1 4%	1 5%	-	-	-	1 15%	-	-	-	-	-	-	-	-	-	1 10%	-
Nowhere to park a bicycle securely	1 4%	1 5%	-	-	-	1 15%	-	-	-	-	-	-	-	-	1 17%	-	-
Worried about bike being stolen	1 4%	1 5%	-	-	-	1 15%	-	-	-	-	-	-	-	-	1 17%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	31	25	-	5	-	9	9	8	5	-	-	-	-	-	3	8	14	6
Worried about crime/ personal safety/being attacked	1 3%	1 4%	-	-	-	1 6%	-	1 7%	-	-	-	-	-	-	1 17%	-	1 4%	-
Can ride a bicycle but not confidently enough to ride to work	1 2%	1 3%	-	-	-	-	-	1 8%	-	-	-	-	-	-	1 22%	-	-	-
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	1 2%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 4%	-
Too dark	1 2%	1 2%	-	-	-	1 6%	-	-	-	-	-	-	-	-	-	-	1 4%	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 15%	5 19%	-	-	-	* 6%	4 49%	-	-	-	-	-	-	-	-	2 24%	3 20%	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	28	-	28	-	-	-
Weighted base	31	-	31	-	-	-
It takes too long to cycle / too far away	12 40%	- -	12 40%	- -	- -	- -
Weather	9 29%	- -	9 29%	- -	- -	- -
Too much traffic / it's too dangerous	8 25%	- -	8 25%	- -	- -	- -
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	7 24%	- -	7 24%	- -	- -	- -
Don't own / have access to a bicycle	3 9%	- -	3 9%	- -	- -	- -
No showers	3 9%	- -	3 9%	- -	- -	- -
Need a car to pick up children/family/friends	3 8%	- -	3 8%	- -	- -	- -
Too hilly round here	2 7%	- -	2 7%	- -	- -	- -
I'm not the kind of person who cycles to the train station / Not my style	2 6%	- -	2 6%	- -	- -	- -
Too old / Not fit enough to cycle	1 4%	- -	1 4%	- -	- -	- -
Nowhere to park a bicycle securely	1 4%	- -	1 4%	- -	- -	- -
Worried about bike being stolen	1 4%	- -	1 4%	- -	- -	- -
Worried about crime/ personal safety/being attacked	1 3%	- -	1 3%	- -	- -	- -
Can ride a bicycle but not confidently enough to ride to work	1 2%	- -	1 2%	- -	- -	- -
Cycle lanes/paths are limited / poor quality/ unsafe	1 2%	- -	1 2%	- -	- -	- -

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	31	-	31	-	-	-
Too dark	1 2%	-	1 2%	-	-	-
No particular reason	-	-	-	-	-	-
Can't ride a bicycle	-	-	-	-	-	-
Other	5 15%	-	5 15%	-	-	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	67	39	28	3	10	16	26	8	4	-	20	23	15	9	49	13	-	5	24	34	9
Weighted base	66	41	25	4	13	18	21	7	3	-	20	25	12	8	45	14	-	7	19	39	9
It is the cheap / cheapest way / free	41 63%	25 60%	17 67%	3 78%	6 49%	15 80%	12 55%	4 54%	2 75%	-	14 67%	14 55%	6 54%	8 89%	30 66%	8 59%	-	3 48%	13 68%	24 61%	5 60%
It is quick	41 62%	25 62%	16 62%	3 62%	9 75%	14 78%	12 57%	1 12%	2 62%	-	12 59%	18 71%	9 74%	2 24%	28 63%	8 58%	-	5 64%	9 48%	25 64%	7 80%
To keep fit / exercise	33 50%	21 51%	12 48%	-	4 34%	12 66%	12 58%	3 48%	1 40%	-	8 40%	13 53%	7 55%	5 59%	28 61%	4 32%	-	1 12%	8 41%	22 56%	4 44%
I enjoy cycling	28 43%	12 29%	16 65%	-	5 40%	4 23%	15 69%	4 54%	1 37%	-	5 26%	12 49%	6 48%	5 59%	23 50%	5 37%	-	1 12%	7 38%	17 44%	4 50%
It is the most convenient way	21 32%	12 29%	9 37%	2 38%	5 40%	7 40%	6 30%	* 6%	* 16%	-	5 23%	11 44%	2 17%	3 38%	14 32%	4 31%	-	3 35%	7 40%	10 26%	3 39%
It's better for the environment / reduces CO2 emissions	17 26%	4 9%	13 53%	-	3 21%	3 14%	9 41%	3 37%	* 16%	-	4 21%	6 25%	2 18%	4 50%	13 28%	3 24%	-	1 12%	6 31%	10 25%	1 15%
It is easy to park / lock up	16 24%	9 23%	7 26%	-	4 28%	7 38%	4 17%	* 6%	1 54%	-	5 27%	5 21%	3 23%	3 30%	13 29%	2 14%	-	1 12%	4 24%	8 21%	3 39%
Flexibility / freedom / no waiting around	13 20%	9 23%	4 16%	-	4 28%	7 36%	2 11%	-	1 37%	-	5 27%	6 23%	2 17%	-	11 25%	1 11%	-	1 12%	3 15%	8 21%	2 28%
No choice (Net)	6	3	3	-	-	3	-	3	*	-	*	2	1	3	6	-	-	1	2	4	-
No choice - I don't own / have access to a car	6 9%	3 7%	3 12%	-	-	3 16%	-	3 37%	* 16%	-	-	2 6%	1 9%	3 40%	5 11%	-	-	1 12%	2 13%	3 9%	-
No choice - no parking where I need to go	1 2%	1 3%	-	-	-	1 5%	-	* 6%	-	-	* 2%	1 4%	-	-	* 1%	-	-	1 12%	-	1 4%	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	66	41	25	4	13	18	21	7	3	-	20	25	12	8	45	14	-	7	19	39	9
There is a choice of routes / can take routes which I couldn't otherwise	4 6%	2 6%	2 6%	-	-	3 17%	* 2%	-	* 16%	-	* 2%	2 8%	* 3%	1 13%	3 7%	-	-	1 12%	2 10%	2 5%	-
I use my cycle at work	4 6%	3 7%	1 3%	-	-	3 15%	1 4%	-	-	-	1 4%	3 11%	-	-	1 2%	3 20%	-	-	-	4 9%	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 3%	-	2 7%	-	-	-	-	1 12%	1 38%	-	1 4%	-	-	1 12%	-	2 13%	-	-	1 5%	1 2%	-
Don't know	2 2%	2 4%	-	-	-	-	-	2 22%	-	-	2 8%	-	-	-	-	2 12%	-	-	2 8%	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	67	10	53	2	2	12	9	3	43	23	16	21	7
Weighted base	66	14	46	2	3	13	10	3	40	23	18	21	4
It is the cheap / cheapest way / free	41 63%	11 73%	27 60%	* 17%	3 100%	9 72%	6 61%	1 33%	25 63%	16 68%	10 56%	14 67%	2 40%
It is quick	41 62%	10 67%	28 62%	2 83%	1 17%	10 77%	6 65%	2 67%	22 56%	19 80%	7 38%	13 62%	2 61%
To keep fit / exercise	33 50%	11 79%	17 37%	2 83%	3 83%	9 70%	3 32%	1 33%	20 50%	13 54%	7 37%	12 57%	2 45%
I enjoy cycling	28 43%	5 36%	18 39%	2 83%	3 100%	6 45%	3 33%	1 33%	18 46%	10 44%	6 36%	11 50%	1 30%
It is the most convenient way	21 32%	5 32%	16 35%	* 17%	-	4 34%	4 45%	1 33%	11 28%	11 49%	4 21%	5 25%	1 21%
It's better for the environment / reduces CO2 emissions	17 26%	4 25%	11 23%	-	3 83%	3 21%	3 33%	-	11 28%	7 30%	3 19%	6 29%	* 10%
It is easy to park / lock up	16 24%	4 28%	12 26%	-	-	8 60%	-	1 33%	7 18%	8 35%	2 9%	6 26%	1 20%
Flexibility / freedom / no waiting around	13 20%	5 35%	8 17%	-	1 17%	5 43%	-	1 33%	7 17%	7 30%	4 20%	3 12%	* 10%
No choice (Net)	6 10%	-	4 8%	-	3 83%	-	-	-	6 16%	1 6%	1 4%	4 17%	1 19%
No choice - I don't own / have access to a car	6 9%	-	3 7%	-	3 83%	-	-	-	6 15%	1 4%	1 4%	4 17%	1 19%
No choice - no parking where I need to go	1 2%	-	1 3%	-	-	-	-	-	1 3%	1 6%	-	-	-
No choice - I can't walk where I need to go	-	-	-	-	-	-	-	-	-	-	-	-	-
No choice - bus services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	66	14	46	2	3	13	10	3	40	23	18	21	4
No choice - train services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-
There is a choice of routes / can take routes which I couldn't otherwise	4 6%	1 8%	3 6%	-	-	1 9%	-	-	3 7%	1 4%	2 9%	1 5%	* 10%
I use my cycle at work	4 6%	1 6%	3 6%	-	-	-	3 28%	-	1 2%	1 4%	-	3 13%	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 3%	-	2 4%	-	-	-	-	-	2 4%	-	-	1 5%	1 20%
Don't know	2 2%	2 11%	-	-	-	-	-	-	2 4%	-	2 9%	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	67	9	58	-	47	20	-	7	2	5	13	4	13	12	2	9
Weighted base	66	9	57	-	47	19	-	6	1	5	15	6	12	13	1	6
It is the cheap / cheapest way / free	41 63%	4 48%	37 65%	-	30 64%	11 60%	-	4 66%	-	-	11 76%	1 24%	10 81%	11 85%	* 34%	3 51%
It is quick	41 62%	6 68%	35 61%	-	28 60%	12 67%	-	2 30%	-	2 32%	8 50%	5 92%	11 91%	11 79%	-	3 51%
To keep fit / exercise	33 50%	6 71%	27 47%	-	28 59%	5 26%	-	3 48%	1 68%	4 68%	5 34%	1 16%	5 41%	10 74%	1 66%	4 68%
I enjoy cycling	28 43%	6 64%	23 40%	-	20 42%	9 46%	-	2 25%	-	2 47%	5 32%	2 42%	8 64%	4 33%	-	5 89%
It is the most convenient way	21 32%	2 28%	19 33%	-	15 32%	6 32%	-	4 67%	-	-	2 12%	3 50%	5 44%	5 36%	-	2 34%
It's better for the environment / reduces CO2 emissions	17 26%	2 21%	15 26%	-	13 26%	4 24%	-	* 6%	-	2 34%	4 26%	1 26%	4 35%	2 13%	-	3 61%
It is easy to park / lock up	16 24%	2 17%	14 25%	-	12 25%	4 21%	-	4 56%	-	-	2 10%	1 16%	3 21%	6 43%	* 34%	1 23%
Flexibility / freedom / no waiting around	13 20%	3 30%	11 19%	-	10 21%	4 19%	-	2 25%	-	-	2 10%	1 16%	2 20%	6 43%	-	1 23%
No choice (Net)	6 10%	-	6 11%	-	5 11%	1 7%	-	1 17%	* 32%	-	3 22%	-	-	1 5%	-	1 16%
No choice - I don't own / have access to a car	6 9%	-	6 10%	-	5 10%	1 7%	-	1 17%	-	-	3 22%	-	-	1 5%	-	1 16%
No choice - no parking where I need to go	1 2%	-	1 2%	-	* 1%	1 5%	-	-	* 32%	-	-	-	-	-	-	1 16%
No choice - I can't walk where I need to go	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	66	9	57	-	47	19	-	6	1	5	15	6	12	13	1	6
No choice - bus services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No choice - train services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
There is a choice of routes / can take routes which I couldn't otherwise	4 6%	1 13%	3 5%	-	3 6%	1 7%	-	* 6%	-	-	-	-	-	2 17%	-	1 23%
I use my cycle at work	4 6%	1 11%	3 5%	-	4 8%	-	-	-	1 68%	-	-	-	3 22%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 3%	-	2 3%	-	2 4%	-	-	1 16%	-	-	-	-	-	1 6%	-	-
Don't know	2 2%	-	2 3%	-	-	2 8%	-	-	-	-	2 10%	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	67	27	15	12	3	10	-	-	12	35	20	-	-	-	19	1	6	2
Weighted base	66	28	15	10	4	9	-	-	12	36	19	-	-	-	18	*	8	1
It is the cheap / cheapest way / free	41 63%	19 66%	10 64%	6 58%	3 78%	5 48%	-	-	10 85%	20 57%	11 60%	-	-	-	9 50%	*	5 66%	1 73%
It is quick	41 62%	22 77%	8 55%	5 48%	-	6 66%	-	-	8 65%	21 58%	12 67%	-	-	-	11 60%	-	7 85%	1 100%
To keep fit / exercise	33 50%	16 57%	6 40%	7 73%	2 54%	2 19%	-	-	7 60%	21 59%	5 26%	-	-	-	12 69%	-	7 94%	* 27%
I enjoy cycling	28 43%	15 52%	7 43%	4 45%	1 32%	2 18%	-	-	6 48%	14 40%	9 46%	-	-	-	12 65%	*	2 24%	1 100%
It is the most convenient way	21 32%	8 28%	7 47%	2 22%	3 78%	1 12%	-	-	6 54%	9 25%	6 32%	-	-	-	6 36%	-	1 13%	-
It's better for the environment / reduces CO2 emissions	17 26%	9 30%	4 24%	4 37%	-	1 12%	-	-	5 43%	7 21%	4 24%	-	-	-	8 43%	-	-	-
It is easy to park / lock up	16 24%	9 32%	4 23%	1 10%	1 32%	1 12%	-	-	4 35%	8 22%	4 21%	-	-	-	4 21%	-	5 64%	-
Flexibility / freedom / no waiting around	13 20%	8 29%	3 19%	1 6%	1 32%	1 6%	-	-	-	10 28%	4 19%	-	-	-	2 12%	-	5 66%	-
No choice (Net)	6 10%	3 9%	-	3 26%	-	1 14%	-	-	* 4%	5 13%	1 7%	-	-	-	-	-	* 6%	-
No choice - I don't own / have access to a car	6 9%	2 7%	-	3 26%	-	1 14%	-	-	* 4%	4 12%	1 7%	-	-	-	-	-	-	-
No choice - no parking where I need to go	1 2%	1 5%	-	-	-	-	-	-	-	* 1%	1 5%	-	-	-	-	-	* 6%	-
No choice - I can't walk where I need to go	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No choice - bus services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	66	28	15	10	4	9	-	-	12	36	19	-	-	-	18	*	8	1
No choice - train services don't meet my needs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
There is a choice of routes / can take routes which I couldn't otherwise	4	2	1	-	-	1	-	-	1	2	1	-	-	-	-	-	1	-
	6%	6%	8%	-	-	12%	-	-	9%	4%	7%	-	-	-	-	-	15%	-
I use my cycle at work	4	1	2	1	-	-	-	-	1	3	-	-	-	1	-	-	-	-
	6%	3%	12%	10%	-	-	-	-	7%	8%	-	-	-	5%	-	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	1	-	-	1	-	-	1	1	-	-	-	-	-	-	-	-
	3%	-	6%	-	-	9%	-	-	8%	2%	-	-	-	-	-	-	-	-
Don't know	2	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
	2%	-	10%	-	-	-	-	-	-	8%	-	-	-	-	-	-	-	-

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	67	28	9	13	15	5	8	13	13	9	15	2	7	9	11	11	15	14
Weighted base	66	27	9	18	10	5	6	14	18	9	10	2	7	7	12	9	16	15
It is the cheap / cheapest way / free	41 63%	15 57%	6 65%	12 68%	7 70%	* 7%	4 65%	11 79%	12 68%	6 65%	7 70%	-	6 87%	4 61%	6 50%	6 63%	12 73%	8 51%
It is quick	41 62%	19 69%	6 67%	12 67%	3 32%	2 50%	5 77%	11 78%	12 67%	6 67%	3 32%	* 21%	4 55%	5 71%	5 44%	3 34%	12 73%	12 80%
To keep fit / exercise	33 50%	20 73%	4 52%	3 19%	3 32%	4 80%	4 66%	10 70%	3 19%	4 52%	3 32%	2 100%	4 62%	2 26%	9 77%	4 41%	9 59%	5 31%
I enjoy cycling	28 43%	15 56%	4 48%	5 28%	3 30%	4 78%	4 65%	6 41%	5 28%	4 48%	3 30%	2 79%	4 55%	2 30%	9 77%	3 37%	4 23%	6 43%
It is the most convenient way	21 32%	7 27%	5 58%	5 30%	2 24%	* 7%	3 50%	4 27%	5 30%	5 58%	2 24%	-	4 51%	3 48%	1 11%	3 30%	5 32%	5 32%
It's better for the environment / reduces CO2 emissions	17 26%	8 28%	5 54%	3 19%	1 11%	-	2 30%	4 28%	3 19%	5 54%	1 11%	2 79%	3 43%	-	6 56%	2 23%	3 19%	2 15%
It is easy to park / lock up	16 24%	9 31%	2 18%	2 11%	3 29%	-	2 26%	7 49%	2 11%	2 18%	3 29%	-	3 49%	1 21%	* 3%	2 23%	5 34%	3 20%
Flexibility / freedom / no waiting around	13 20%	7 27%	1 11%	3 14%	2 18%	-	-	7 52%	3 14%	1 11%	2 18%	-	1 12%	2 23%	1 11%	2 19%	4 27%	4 24%
No choice (Net)	6 10%	* 2%	1 9%	3 19%	2 17%	-	-	* 3%	3 19%	1 9%	2 17%	-	-	* 7%	4 31%	* 4%	* 3%	2 10%
No choice - I don't own / have access to a car	6 9%	-	1 9%	3 19%	2 17%	-	-	-	3 19%	1 9%	2 17%	-	-	* 7%	4 31%	* 4%	-	2 10%
No choice - no parking where I need to go	1 2%	* 2%	-	1 5%	-	-	-	* 3%	1 5%	-	-	-	-	-	-	-	* 3%	1 6%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	66	27	9	18	10	5	6	14	18	9	10	2	7	7	12	9	16	15
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
There is a choice of routes / can take routes which I couldn't otherwise	4 6%	1 4%	2 18%	1 5%	* 4%	-	-	1 8%	1 5%	2 18%	* 4%	-	1 16%	-	* 3%	-	* 3%	2 14%
I use my cycle at work	4 6%	1 3%	-	2 10%	-	-	1 14%	-	2 10%	-	-	-	-	2 26%	1 8%	1 11%	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2 3%	-	-	1 5%	1 10%	-	-	-	1 5%	-	1 10%	-	-	1 12%	-	1 11%	-	-
Don't know	2 2%	-	2 18%	-	-	-	-	-	-	2 18%	-	-	-	-	-	-	2 10%	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	67	-	-	-	67	-
Weighted base	66	-	-	-	66	-
It is the cheap / cheapest way / free	41 63%	-	-	-	41 63%	-
It is quick	41 62%	-	-	-	41 62%	-
To keep fit / exercise	33 50%	-	-	-	33 50%	-
I enjoy cycling	28 43%	-	-	-	28 43%	-
It is the most convenient way	21 32%	-	-	-	21 32%	-
It's better for the environment / reduces CO2 emissions	17 26%	-	-	-	17 26%	-
It is easy to park / lock up	16 24%	-	-	-	16 24%	-
Flexibility / freedom / no waiting around	13 20%	-	-	-	13 20%	-
No choice (Net)	6 10%	-	-	-	6 10%	-
No choice - I don't own / have access to a car	6 9%	-	-	-	6 9%	-
No choice - no parking where I need to go	1 2%	-	-	-	1 2%	-
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	-	-	-	-	-	-

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Weighted base	66	-	-	-	66	-
There is a choice of routes / can take routes which I couldn't otherwise	4 6%	-	-	-	4 6%	-
I use my cycle at work	4 6%	-	-	-	4 6%	-
No particular reason	-	-	-	-	-	-
Other	2 3%	-	-	-	2 3%	-
Don't know	2 2%	-	-	-	2 2%	-

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

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2007	1005	1002	162	327	452	531	361	161	13	604	688	433	282	1419	431	-	157	280	805	921
Weighted base	2299	1200	1100	276	446	483	554	388	141	11	646	797	540	316	1577	465	-	257	291	793	1215
Yes	204	111	93	44	61	50	36	12	1	-	75	70	38	21	131	36	-	37	31	68	104
	9%	9%	8%	16%	14%	10%	7%	3%	*	-	12%	9%	7%	7%	8%	8%	-	14%	11%	9%	9%
No	2096	1089	1007	232	385	433	518	377	140	11	571	727	502	295	1446	429	-	220	260	724	1111
	91%	91%	92%	84%	86%	90%	93%	97%	100%	100%	88%	91%	93%	93%	92%	92%	-	86%	89%	91%	91%

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

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2007	224	1396	171	216	280	268	217	1242	571	616	543	265
Weighted base	2299	340	1371	264	325	341	312	323	1323	560	821	640	269
Yes	204 9%	49 15%	118 9%	15 6%	21 6%	30 9%	18 6%	29 9%	126 10%	55 10%	81 10%	58 9%	9 4%
No	2096 91%	291 85%	1253 91%	248 94%	304 94%	311 91%	294 94%	294 91%	1197 90%	505 90%	740 90%	582 91%	259 96%

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

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2007	1139	868	1123	675	174	35	401	114	278	355	117	406	170	23	137
Weighted base	2299	1311	988	1267	787	200	46	469	139	315	396	140	462	196	28	149
Yes	204	94	110	73	109	19	2	42	12	23	37	19	46	14	1	11
	9%	7%	11%	6%	14%	9%	5%	9%	8%	7%	9%	13%	10%	7%	5%	7%
No	2096	1217	879	1194	678	181	44	427	127	292	359	121	416	182	26	139
	91%	93%	89%	94%	86%	91%	95%	91%	92%	93%	91%	87%	90%	93%	95%	93%

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

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2007	860	388	385	107	267	279	844	220	455	209	441	285	316	276	54	100	17
Weighted base	2299	971	472	444	113	299	300	967	240	548	246	491	329	346	313	51	101	22
Yes	204 9%	91 9%	40 8%	35 8%	9 8%	30 10%	11 4%	62 6%	27 11%	83 15%	21 9%	36 7%	12 4%	16 5%	46 15%	4 7%	11 11%	5 22%
No	2096 91%	880 91%	432 92%	410 92%	105 92%	269 90%	289 96%	905 94%	213 89%	465 85%	224 91%	454 93%	317 96%	330 95%	267 85%	48 93%	90 89%	17 78%

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

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2007	1489	69	225	211	658	458	337	225	69	211	36	180	204	296	333	389	605
Weighted base	2299	1653	76	338	215	717	517	378	338	76	215	41	207	252	353	360	386	741
Yes	204 9%	130 8%	19 25%	41 12%	12 6%	36 5%	54 10%	36 9%	41 12%	19 25%	12 6%	5 12%	18 9%	14 6%	33 9%	41 11%	43 11%	53 7%
No	2096 91%	1523 92%	57 75%	297 88%	203 94%	682 95%	463 90%	342 91%	297 88%	57 75%	203 94%	36 88%	189 91%	238 94%	320 91%	318 89%	343 89%	688 93%

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

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

	Mode of transport for work					
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	Not stated
Unweighted base	2007	1350	381	5	271	-
Weighted base	2299	1519	476	5	299	-
Yes	204 9%	115 8%	64 13%	-	24 8%	-
No	2096 91%	1404 92%	412 87%	5 100%	275 92%	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	157	75	82	25	45	38	33	15	1	-	57	58	22	20	104	31	-	22	23	65	69
Weighted base	204	111	93	44	61	50	36	12	1	-	75	70	38	21	131	36	-	37	31	68	104
Bus	44	25	19	13	16	10	4	1	1	-	8	21	12	4	19	11	-	15	6	22	16
	22%	23%	20%	29%	26%	20%	11%	11%	100%	-	11%	30%	31%	17%	15%	29%	-	40%	21%	32%	15%
Car/van as driver	32	12	21	5	8	6	11	2	-	-	11	13	7	2	21	7	-	4	1	15	17
	16%	11%	22%	12%	14%	12%	29%	20%	-	-	15%	18%	18%	7%	16%	20%	-	12%	3%	22%	16%
Walk	31	10	21	5	11	5	8	3	-	-	13	13	4	1	19	8	-	3	5	7	19
	15%	9%	23%	11%	18%	10%	21%	22%	-	-	17%	18%	10%	6%	15%	23%	-	9%	16%	10%	18%
Railway train	28	20	8	3	9	10	5	1	-	-	13	8	3	4	17	4	-	7	4	3	20
	14%	18%	8%	8%	14%	21%	14%	4%	-	-	17%	11%	9%	18%	13%	10%	-	18%	14%	4%	20%
Bicycle	24	16	8	5	6	6	5	3	-	-	12	5	1	6	22	2	-	-	4	8	12
	12%	15%	9%	10%	10%	12%	14%	28%	-	-	16%	7%	3%	30%	17%	6%	-	-	13%	12%	11%
Tube/metro/light rail/ tram	20	12	8	-	11	8	1	1	-	-	10	7	1	2	15	-	-	5	10	7	3
	10%	11%	9%	-	17%	16%	3%	4%	-	-	14%	10%	2%	11%	11%	-	-	14%	31%	10%	3%
Motorbike/moped/scooter	12	12	-	8	-	2	2	1	-	-	3	2	8	-	12	-	-	-	-	1	12
	6%	11%	-	19%	-	3%	5%	5%	-	-	4%	2%	20%	-	9%	-	-	-	-	1%	11%
Car/van as passenger	10	3	7	5	1	3	*	1	-	-	4	2	3	2	4	3	-	3	1	5	4
	5%	3%	8%	11%	2%	7%	1%	6%	-	-	5%	2%	7%	10%	3%	10%	-	7%	2%	7%	4%
Aeroplane	1	1	*	-	-	-	1	-	-	-	1	*	-	-	1	*	-	-	-	*	1
	*	*	*	-	-	-	3%	-	-	-	1%	1%	-	-	*	1%	-	-	-	1%	1%
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	157	25	111	10	11	23	16	17	101	50	52	43	12
Weighted base	204	49	118	15	21	30	18	29	126	55	81	58	9
Bus	44 22%	16 31%	24 20%	1 5%	4 20%	5 16%	3 16%	6 21%	30 24%	6 12%	21 26%	14 23%	3 31%
Car/van as driver	32 16%	6 13%	21 18%	4 26%	1 5%	4 13%	5 27%	3 11%	20 16%	9 17%	7 9%	15 25%	1 15%
Walk	31 15%	1 3%	22 19%	3 22%	4 20%	5 17%	7 39%	5 16%	14 11%	7 13%	13 16%	11 19%	-
Railway train	28 14%	8 17%	16 14%	3 21%	-	3 11%	2 11%	4 15%	18 14%	12 22%	12 15%	4 6%	-
Bicycle	24 12%	6 11%	13 11%	-	6 26%	9 31%	1 7%	3 11%	11 8%	9 16%	7 8%	7 12%	2 19%
Tube/metro/light rail/ tram	20 10%	12 25%	8 7%	-	-	1 4%	-	-	19 15%	11 20%	8 10%	1 1%	-
Motorbike/moped/scooter	12 6%	-	7 6%	-	6 26%	-	-	7 25%	5 4%	-	5 6%	6 10%	2 23%
Car/van as passenger	10 5%	-	6 5%	4 26%	-	3 8%	-	-	8 6%	-	7 9%	2 4%	1 11%
Aeroplane	1 *	-	1 *	-	* 2%	-	-	* 1%	1 *	1 1%	* *	-	-
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	157	73	84	59	83	13	2	32	10	19	25	13	37	8	1	12
Weighted base	204	94	110	73	109	19	2	42	12	23	37	19	46	14	1	11
Bus	44	25	19	11	29	2	2	9	-	3	10	6	7	5	1	1
	22%	27%	17%	15%	27%	11%	86%	22%	-	15%	28%	34%	15%	36%	100%	14%
Car/van as driver	32	16	16	12	20	-	-	10	2	3	7	2	5	1	-	3
	16%	17%	15%	17%	18%	-	-	25%	15%	13%	18%	12%	11%	5%	-	24%
Walk	31	8	23	10	17	4	-	5	4	7	6	1	4	2	-	2
	15%	9%	21%	14%	15%	22%	-	13%	34%	29%	17%	6%	8%	15%	-	18%
Railway train	28	10	18	8	15	5	-	6	1	3	8	-	7	3	-	1
	14%	11%	16%	11%	13%	27%	-	14%	7%	12%	21%	-	16%	20%	-	6%
Bicycle	24	10	15	11	10	3	-	5	2	*	3	1	11	3	-	*
	12%	10%	14%	15%	9%	18%	-	11%	15%	2%	7%	6%	24%	19%	-	3%
Tube/metro/light rail/ tram	20	8	13	6	11	3	-	2	3	3	-	5	3	-	-	3
	10%	8%	11%	8%	10%	18%	-	4%	30%	15%	-	26%	7%	-	-	32%
Motorbike/moped/scooter	12	12	-	11	2	-	-	2	-	-	-	3	8	-	-	-
	6%	13%	-	15%	1%	-	-	4%	-	-	-	16%	17%	-	-	-
Car/van as passenger	10	5	5	4	6	1	*	3	-	3	3	-	-	1	-	-
	5%	5%	5%	5%	5%	4%	14%	7%	-	14%	9%	-	-	5%	-	-
Aeroplane	1	-	1	*	1	-	-	-	-	-	-	-	1	-	-	*
	*	-	1%	1%	*	-	-	-	-	-	-	-	1%	-	-	4%
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	157	73	29	23	8	24	11	48	22	61	15	32	6	14	37	4	10	4
Weighted base	204	91	40	35	9	30	11	62	27	83	21	36	12	16	46	4	11	5
Bus	44 22%	18 20%	8 21%	9 27%	1 17%	7 22%	2 17%	9 15%	5 18%	24 29%	4 19%	6 16%	1 11%	2 13%	1 2%	1 38%	3 29%	-
Car/van as driver	32 16%	15 17%	6 15%	5 15%	1 14%	5 17%	2 20%	10 16%	3 10%	18 21%	-	8 23%	1 12%	2 15%	17 38%	1 24%	-	-
Walk	31 15%	14 16%	4 10%	9 25%	1 16%	3 11%	2 18%	8 13%	2 9%	14 17%	4 20%	7 20%	-	3 18%	5 12%	1 24%	2 22%	4 75%
Railway train	28 14%	13 14%	4 9%	2 6%	3 38%	6 20%	1 13%	7 11%	3 10%	12 15%	5 24%	5 13%	-	1 8%	11 24%	1 14%	2 15%	-
Bicycle	24 12%	10 11%	5 14%	4 13%	-	5 16%	1 9%	10 16%	3 12%	7 8%	3 16%	3 7%	4 31%	1 8%	4 8%	-	3 26%	1 25%
Tube/metro/light rail/ tram	20 10%	9 10%	4 9%	4 13%	1 12%	2 6%	-	6 9%	7 27%	4 5%	3 16%	2 4%	-	3 21%	4 9%	-	1 8%	-
Motorbike/moped/scooter	12 6%	8 9%	3 7%	-	-	2 5%	2 19%	8 14%	-	2 2%	-	5 14%	6 46%	-	2 4%	-	-	-
Car/van as passenger	10 5%	3 3%	6 15%	1 2%	*	1 2%	*	3 5%	3 12%	2 3%	1 5%	1 2%	-	2 16%	1 3%	-	-	-
Aeroplane	1 *	1 1%	-	-	-	-	-	*	1 2%	-	-	-	-	*	1 1%	-	-	-
Long distance coach	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	157	107	9	25	14	30	40	32	25	9	14	5	18	12	25	38	34	30
Weighted base	204	130	19	41	12	36	54	36	41	19	12	5	18	14	33	41	43	53
Bus	44 22%	15 11%	3 15%	23 56%	4 29%	4 11%	5 9%	4 11%	23 56%	3 15%	4 29%	2 40%	8 42%	- -	9 28%	3 7%	4 9%	20 38%
Car/van as driver	32 16%	31 24%	1 5%	- -	- -	6 16%	17 31%	8 21%	- -	1 5%	- -	1 17%	2 9%	4 31%	5 14%	11 27%	5 12%	6 11%
Walk	31 15%	22 17%	4 19%	4 9%	1 11%	7 19%	7 12%	7 20%	4 9%	4 19%	1 11%	2 43%	4 22%	3 19%	3 9%	12 29%	4 9%	6 11%
Railway train	28 14%	19 15%	2 13%	4 10%	2 15%	5 13%	7 14%	7 21%	4 10%	2 13%	2 15%	- -	2 9%	- -	5 16%	6 14%	8 19%	7 13%
Bicycle	24 12%	15 12%	2 11%	5 12%	2 18%	5 13%	6 10%	5 14%	5 12%	2 11%	2 18%	- -	2 12%	2 13%	2 7%	7 18%	6 15%	4 8%
Tube/metro/light rail/ tram	20 10%	10 8%	7 35%	- -	3 23%	4 11%	5 10%	1 1%	- -	7 35%	3 23%	- -	- -	2 16%	1 2%	2 6%	12 28%	3 5%
Motorbike/moped/scooter	12 6%	12 9%	- -	- -	- -	5 14%	6 10%	2 5%	- -	- -	- -	- -	- -	- -	6 18%	- -	1 1%	6 10%
Car/van as passenger	10 5%	4 3%	* 2%	5 13%	* 3%	1 2%	2 3%	2 6%	5 13%	* 2%	* 3%	- -	1 7%	3 18%	2 7%	- -	2 5%	2 4%
Aeroplane	1 *	1 1%	- -	- -	- -	* 1%	- -	1 1%	- -	- -	- -	- -	- -	* 3%	- -	- -	1 1%	- -
Long distance coach	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Mode of transport for work					Not stated
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	
Unweighted base	157	89	45	-	23	-
Weighted base	204	115	64	-	24	-
Bus	44 22%	34 29%	8 13%	-	2 8%	-
Car/van as driver	32 16%	6 5%	16 25%	-	11 46%	-
Walk	31 15%	15 13%	15 24%	-	* 2%	-
Railway train	28 14%	20 17%	7 11%	-	1 6%	-
Bicycle	24 12%	15 13%	7 11%	-	2 10%	-
Tube/metro/light rail/ tram	20 10%	9 8%	7 11%	-	4 17%	-
Motorbike/moped/scooter	12 6%	12 11%	-	-	-	-
Car/van as passenger	10 5%	4 4%	3 5%	-	3 12%	-
Aeroplane	1 *	* *	1 1%	-	-	-
Long distance coach	-	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	157	75	82	25	45	38	33	15	1	-	57	58	22	20	104	31	-	22	23	65	69
Weighted base	204	111	93	44	61	50	36	12	1	-	75	70	38	21	131	36	-	37	31	68	104
New method quicker / more convenient	49 24%	35 31%	14 15%	17 38%	16 27%	6 12%	7 19%	3 29%	-	-	14 19%	15 22%	9 24%	10 49%	25 19%	8 23%	-	16 43%	6 20%	15 21%	28 27%
New job	37 18%	18 17%	19 20%	3 6%	9 16%	15 29%	7 20%	3 26%	-	-	17 23%	12 17%	3 7%	5 24%	33 25%	4 10%	-	1 2%	3 9%	14 20%	21 20%
Moved house	33 16%	15 13%	18 20%	9 21%	10 16%	7 13%	7 18%	1 7%	-	-	18 24%	9 13%	6 15%	1 3%	21 16%	3 9%	-	8 23%	2 7%	18 26%	13 13%
New method cheaper / free	25 13%	16 15%	9 10%	4 9%	17 27%	2 4%	3 9%	-	-	-	16 22%	5 12%	5 12%	5 24%	10 8%	4 12%	-	11 29%	10 32%	-	15 15%
I bought a car	23 12%	17 16%	6 7%	18 40%	3 5%	3 5%	-	-	-	-	13 17%	3 4%	7 19%	1 5%	12 9%	2 5%	-	10 27%	-	6 9%	17 16%
Change in season/weather	13 6%	11 10%	2 3%	-	7 12%	3 5%	* 1%	3 24%	-	-	5 6%	3 4%	6 16%	-	8 6%	5 14%	-	-	2 6%	8 11%	4 3%
Change in family circumstances (e.g. had a baby/got divorced/ child left school/etc)	12 6%	1 1%	11 12%	-	-	7 14%	5 13%	-	-	-	7 10%	3 5%	1 2%	-	8 6%	4 10%	-	-	-	7 10%	5 5%
Health reasons	10 5%	4 4%	6 6%	-	8 12%	1 2%	1 3%	* 3%	-	-	2 3%	8 11%	-	* 1%	3 2%	5 13%	-	3 8%	6 20%	3 5%	* *
Change place of work	8 4%	2 2%	6 7%	3 6%	-	2 3%	4 11%	-	-	-	3 4%	2 3%	3 7%	-	2 2%	3 9%	-	3 7%	-	4 6%	4 4%
Change in parking arrangements	3 2%	1 1%	2 2%	-	-	1 3%	1 3%	1 7%	-	-	-	2 3%	1 3%	-	1 1%	2 5%	-	-	-	2 3%	1 1%
Public transport overcrowded/unpleasant	3 1%	2 2%	1 1%	-	3 5%	-	-	-	-	-	-	3 4%	-	-	1 1%	-	-	2 5%	2 6%	1 1%	-
New method more reliable	2 1%	1 1%	1 2%	-	1 1%	2 3%	-	-	-	-	1 1%	-	1 2%	1 3%	1 1%	1 2%	-	1 2%	1 2%	1 1%	1 1%
I wanted to reduce my CO2 emissions	2 1%	1 1%	1 1%	-	1 2%	-	1 3%	-	-	-	2 3%	-	-	-	2 1%	1 2%	-	-	-	1 1%	1 1%
I bought a bicycle	2 1%	1 1%	1 1%	-	-	1 2%	-	1 6%	-	-	-	1 1%	-	1 3%	1 2%	1 2%	-	-	-	1 1%	1 1%
Others	12 6%	7 6%	5 5%	1 2%	4 6%	3 7%	3 9%	* 4%	1 100%	-	5 7%	4 6%	1 3%	1 7%	12 9%	1 2%	-	-	5 17%	2 3%	5 4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	157	25	111	10	11	23	16	17	101	50	52	43	12
Weighted base	204	49	118	15	21	30	18	29	126	55	81	58	9
New method quicker / more convenient	49 24%	16 32%	29 25%	2 10%	3 12%	8 26%	4 24%	6 21%	30 24%	9 17%	22 27%	16 28%	1 14%
New job	37 18%	7 14%	23 20%	5 34%	2 9%	7 23%	2 13%	3 11%	25 20%	18 33%	10 12%	9 15%	* 4%
Moved house	33 16%	9 19%	16 13%	4 26%	4 18%	5 18%	3 14%	2 9%	23 18%	9 16%	18 23%	6 10%	- -
New method cheaper / free	25 13%	7 14%	17 14%	- -	1 7%	4 13%	2 9%	7 23%	13 10%	1 3%	15 18%	7 13%	2 22%
I bought a car	23 12%	5 9%	11 10%	2 13%	6 26%	- -	- -	8 26%	16 13%	4 7%	11 14%	6 11%	2 22%
Change in season/weather	13 6%	8 16%	4 4%	- -	1 5%	- -	* 3%	- -	13 10%	5 10%	6 8%	- -	2 17%
Change in family circumstances (e.g. had a baby/got divorced/child left school/etc)	12 6%	5 9%	4 3%	2 12%	2 8%	8 26%	2 9%	1 5%	1 1%	1 3%	4 5%	5 9%	1 8%
Health reasons	10 5%	1 2%	9 8%	- -	- -	2 8%	1 3%	4 12%	3 3%	2 4%	3 3%	5 9%	- -
Change place of work	8 4%	2 4%	4 4%	- -	2 9%	1 2%	4 19%	- -	4 3%	1 3%	3 4%	3 5%	1 7%
Change in parking arrangements	3 2%	- -	1 1%	1 5%	1 5%	- -	- -	1 4%	2 2%	- -	2 3%	1 1%	- -
Public transport overcrowded/unpleasant	3 1%	- -	3 2%	- -	- -	- -	1 4%	- -	2 2%	- -	2 2%	1 1%	- -
New method more reliable	2 1%	- -	2 2%	- -	- -	1 2%	1 5%	- -	1 1%	2 3%	- -	1 1%	- -
I wanted to reduce my CO2 emissions	2 1%	- -	2 2%	- -	- -	- -	* 1%	1 2%	1 1%	2 3%	1 1%	- -	- -
I bought a bicycle	2 1%	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	1 2%	1 7%
Others	12 6%	3 7%	9 7%	- -	- -	- -	2 10%	1 2%	10 8%	6 10%	4 5%	2 4%	* 5%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	157	73	84	59	83	13	2	32	10	19	25	13	37	8	1	12
Weighted base	204	94	110	73	109	19	2	42	12	23	37	19	46	14	1	11
New method quicker / more convenient	49 24%	23 25%	26 23%	15 21%	28 25%	4 20%	2 86%	13 32%	1 12%	6 24%	11 29%	3 17%	11 25%	3 19%	-	1 9%
New job	37 18%	13 14%	24 22%	15 21%	20 18%	2 8%	-	3 7%	2 16%	4 16%	13 34%	* 3%	6 13%	4 31%	-	5 49%
Moved house	33 16%	15 16%	18 17%	8 12%	21 20%	3 16%	-	7 17%	* 4%	7 32%	8 22%	1 6%	7 14%	1 9%	-	1 10%
New method cheaper / free	25 13%	13 14%	13 12%	8 10%	16 15%	2 11%	-	12 30%	-	4 17%	1 2%	3 16%	5 12%	-	-	-
I bought a car	23 12%	20 22%	3 3%	15 20%	9 8%	-	-	3 7%	-	4 18%	6 16%	4 20%	7 16%	-	-	-
Change in season/weather	13 6%	2 2%	11 10%	2 2%	8 7%	3 18%	-	1 2%	3 24%	-	-	-	5 12%	4 33%	-	-
Change in family circumstances (e.g. had a baby/got divorced/child left school/etc)	12 6%	8 8%	4 3%	8 11%	4 3%	-	-	2 4%	1 7%	1 6%	2 4%	2 11%	4 8%	-	-	-
Health reasons	10 5%	3 4%	7 6%	-	8 7%	2 8%	* 14%	5 11%	-	-	* 1%	4 21%	-	-	-	1 9%
Change place of work	8 4%	5 6%	3 3%	4 6%	4 3%	-	-	2 4%	1 6%	-	3 7%	-	3 5%	1 5%	-	-
Change in parking arrangements	3 2%	2 3%	1 1%	1 2%	2 2%	-	-	-	-	-	-	-	-	-	1 100%	2 18%
Public transport overcrowded/unpleasant	3 1%	1 1%	2 2%	-	1 1%	2 11%	-	2 5%	-	-	1 2%	-	-	-	-	-
New method more reliable	2 1%	1 1%	1 1%	-	2 2%	-	-	1 2%	1 7%	-	-	-	1 1%	-	-	-
I wanted to reduce my CO2 emissions	2 1%	2 2%	1 1%	-	2 2%	-	-	-	-	-	1 3%	-	1 2%	-	-	-
I bought a bicycle	2 1%	2 2%	-	1 1%	1 1%	-	-	1 2%	1 8%	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - want to do more - not inte rested in finding out more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not inte rested in finding out more	Do most or every thing - want to do more - inte rested in finding out more	
Weighted base	204	94	110	73	109	19	2	42	12	23	37	19	46	14	1	11
Others	12 6%	6 6%	7 6%	5 7%	4 4%	3 18%	- -	1 2%	3 30%	1 4%	2 5%	1 7%	3 6%	* 3%	- -	1 5%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	157	73	29	23	8	24	11	48	22	61	15	32	6	14	37	4	10	4
Weighted base	204	91	40	35	9	30	11	62	27	83	21	36	12	16	46	4	11	5
New method quicker / more convenient	49 24%	22 24%	5 13%	8 24%	7 85%	7 22%	4 34%	11 18%	5 19%	23 27%	6 27%	8 21%	-	3 21%	12 26%	-	3 23%	-
New job	37 18%	20 22%	3 8%	5 14%	1 12%	8 28%	5 40%	11 18%	9 32%	11 14%	2 8%	7 18%	3 26%	4 27%	14 29%	1 24%	2 17%	-
Moved house	33 16%	11 12%	8 19%	9 26%	-	5 18%	-	8 14%	4 16%	17 21%	3 14%	3 9%	1 12%	3 19%	5 11%	1 24%	1 12%	2 39%
New method cheaper / free	25 13%	11 13%	6 16%	-	4 46%	4 13%	* 4%	7 11%	5 18%	11 14%	2 10%	5 13%	-	2 15%	5 10%	1 38%	-	-
I bought a car	23 12%	9 10%	7 17%	7 19%	-	1 3%	2 14%	13 21%	-	9 11%	-	7 19%	6 46%	2 13%	3 7%	-	2 17%	-
Change in season/weather	13 6%	3 3%	2 5%	6 17%	-	2 7%	1 5%	1 2%	1 4%	7 9%	3 16%	1 3%	1 5%	-	2 5%	-	-	1 28%
Change in family circumstances (e.g. had a baby/got divorced/child left school/etc)	12 6%	5 5%	4 9%	3 9%	-	-	-	8 13%	-	4 5%	-	5 12%	1 12%	2 12%	-	-	2 22%	-
Health reasons	10 5%	7 8%	1 3%	1 3%	* 4%	-	-	-	1 2%	8 9%	2 9%	-	-	-	1 1%	-	-	2 33%
Change place of work	8 4%	3 3%	2 5%	1 3%	-	3 8%	-	4 7%	3 10%	1 1%	-	3 7%	-	-	3 6%	1 14%	-	-
Change in parking arrangements	3 2%	1 1%	1 3%	-	-	1 3%	-	1 2%	-	2 2%	-	-	1 11%	-	2 4%	-	-	-
Public transport overcrowded/unpleasant	3 1%	2 2%	-	1 2%	-	-	-	-	-	1 1%	2 10%	-	-	-	1 2%	-	-	-
New method more reliable	2 1%	1 1%	1 2%	-	-	1 2%	-	-	1 2%	2 2%	-	-	-	-	1 2%	-	1 8%	-
I wanted to reduce my CO2 emissions	2 1%	2 2%	-	-	-	-	-	-	* 1%	2 2%	-	-	-	-	2 5%	-	-	-
I bought a bicycle	2 1%	1 1%	-	1 3%	-	-	-	1 1%	-	1 1%	-	-	-	1 4%	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	204	91	40	35	9	30	11	62	27	83	21	36	12	16	46	4	11	5
Others	12 6%	7 8%	-	4 13%	-	1 3%	2 17%	3 5%	* 2%	3 4%	3 16%	3 9%	-	1 4%	2 4%	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	157	107	9	25	14	30	40	32	25	9	14	5	18	12	25	38	34	30
Weighted base	204	130	19	41	12	36	54	36	41	19	12	5	18	14	33	41	43	53
New method quicker / more convenient	49 24%	25 20%	3 18%	17 42%	3 23%	3 9%	15 28%	6 17%	17 42%	3 18%	3 23%	1 24%	8 43%	5 36%	6 17%	7 16%	7 16%	17 32%
New job	37 18%	30 23%	-	4 10%	3 23%	11 32%	11 21%	7 20%	4 10%	-	3 23%	1 19%	3 19%	2 16%	11 32%	11 28%	6 14%	3 6%
Moved house	33 16%	17 13%	* 2%	13 33%	2 15%	9 24%	4 8%	4 10%	13 33%	*	2 15%	-	-	2 17%	3 10%	11 27%	7 15%	9 18%
New method cheaper / free	25 13%	13 10%	9 47%	2 5%	1 10%	2 5%	8 16%	3 9%	2 5%	9 47%	1 10%	-	4 24%	3 19%	3 9%	-	3 8%	12 22%
I bought a car	23 12%	20 15%	-	4 9%	-	7 19%	6 10%	6 18%	4 9%	-	-	1 22%	2 10%	-	5 14%	-	6 13%	11 22%
Change in season/weather	13 6%	5 4%	2 11%	6 14%	-	2 5%	2 4%	1 3%	6 14%	2 11%	-	-	-	-	* 1%	5 11%	3 6%	6 10%
Change in family circumstances (e.g. had a baby/got divorced/child left school/etc)	12 6%	10 8%	-	1 3%	-	1 4%	4 8%	5 13%	1 3%	-	-	-	1 7%	-	2 6%	2 6%	6 13%	-
Health reasons	10 5%	2 2%	4 19%	1 4%	3 23%	-	-	2 6%	1 4%	4 19%	3 23%	-	-	1 8%	* 1%	1 1%	2 4%	6 12%
Change place of work	8 4%	6 4%	-	3 6%	-	1 3%	3 5%	2 5%	3 6%	-	-	-	1 3%	-	3 8%	2 6%	2 5%	1 1%
Change in parking arrangements	3 2%	3 2%	-	-	-	1 2%	2 5%	-	-	-	-	-	-	-	-	1 2%	-	2 5%
Public transport overcrowded/unpleasant	3 1%	1 1%	2 10%	-	-	-	-	-	-	2 10%	-	1 17%	2 11%	1 6%	-	-	-	-
New method more reliable	2 1%	2 1%	-	-	1 5%	1 2%	-	-	-	-	1 5%	1 18%	1 3%	-	-	1 2%	-	1 2%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	204	130	19	41	12	36	54	36	41	19	12	5	18	14	33	41	43	53
I wanted to reduce my CO2 emissions	2 1%	2 2%	-	-	-	-	*	2 5%	-	-	-	-	-	-	-	*	1 3%	1 1%
I bought a bicycle	2 1%	1 *	-	-	-	-	-	1 2%	-	-	-	-	1 3%	-	-	1 2%	-	-
Others	12 6%	6 4%	4 23%	1 3%	1 8%	-	2 4%	4 10%	1 3%	4 23%	1 8%	-	2 14%	1 4%	2 5%	6 14%	1 2%	

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

	Mode of transport for work					Not stated
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle	
Unweighted base	157	89	45	-	23	-
Weighted base	204	115	64	-	24	-
New method quicker / more convenient	49 24%	36 31%	13 20%	-	* 2%	-
New job	37 18%	20 18%	11 18%	-	5 22%	-
Moved house	33 16%	17 15%	11 17%	-	5 19%	-
New method cheaper / free	25 13%	12 10%	10 16%	-	4 14%	-
I bought a car	23 12%	23 20%	-	-	-	-
Change in season/weather	13 6%	4 3%	9 14%	-	-	-
Change in family circumstances (e.g. had a baby/got divorced/ child left school/etc)	12 6%	7 6%	4 6%	-	1 3%	-
Health reasons	10 5%	-	6 9%	-	4 17%	-
Change place of work	8 4%	3 3%	2 4%	-	3 10%	-
Change in parking arrangements	3 2%	2 2%	1 1%	-	-	-
Public transport overcrowded/unpleasant	3 1%	-	1 1%	-	2 8%	-
New method more reliable	2 1%	2 2%	-	-	-	-
I wanted to reduce my CO2 emissions	2 1%	* *	-	-	2 8%	-
I bought a bicycle	2 1%	1 1%	-	-	1 4%	-
Others	12 6%	6 5%	4 7%	-	2 8%	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	298	198	100	1	30	64	117	61	24	1	142	108	38	10	276	22	-	-	3	112	183
Weighted base	320	227	93	2	36	67	114	71	29	1	143	115	47	15	293	26	-	-	6	85	229
By getting a lift with someone going the same way / going to the same place	79 25%	43 19%	36 38%	-	11 30%	14 21%	34 30%	15 21%	5 17%	-	38 27%	27 23%	9 20%	4 30%	70 24%	8 31%	-	-	3 53%	20 23%	56 24%
Through a car share scheme	13 4%	9 4%	4 5%	-	3 7%	3 4%	4 3%	2 3%	2 7%	-	9 6%	4 3%	1 1%	-	12 4%	1 5%	-	-	2 32%	2 3%	9 4%
None	226 71%	175 77%	51 55%	2 100%	21 58%	49 73%	79 69%	53 75%	21 73%	1 100%	96 68%	82 71%	37 79%	10 70%	210 72%	16 60%	-	-	1 15%	63 74%	162 71%
Don't know	8 2%	4 2%	4 4%	-	3 9%	2 3%	1 1%	1 1%	1 4%	-	5 3%	2 2%	1 1%	-	7 2%	1 4%	-	-	-	2 2%	6 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	298	20	206	23	49	31	53	35	179	114	104	60	20
Weighted base	320	31	181	33	76	32	61	51	176	110	116	69	25
By getting a lift with someone going the same way / going to the same place	79 25%	9 29%	41 23%	9 27%	20 26%	6 18%	21 34%	16 32%	36 20%	35 32%	35 30%	5 8%	3 12%
Through a car share scheme	13 4%	2 7%	9 5%	- -	2 3%	1 3%	- -	2 3%	11 6%	7 6%	6 5%	1 1%	- -
None	226 71%	19 63%	129 71%	24 73%	54 71%	23 72%	40 66%	35 68%	128 73%	67 61%	78 67%	62 89%	20 79%
Don't know	8 2%	1 2%	6 3%	- -	1 1%	3 10%	- -	- -	5 3%	4 3%	- -	2 3%	2 9%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																Do nothing / 1 or 2 things - do not want to do more
Unweighted base	298	220	78	218	77	3	-	50	18	36	56	20	77	29	-	12
Weighted base	320	244	76	237	79	4	-	57	17	35	55	26	83	35	-	12
By getting a lift with someone going the same way / going to the same place	79 25%	50 21%	28 37%	58 24%	19 24%	1 33%	-	6 11%	4 23%	12 35%	13 23%	5 17%	34 41%	2 7%	-	3 24%
Through a car share scheme	13 4%	8 3%	5 7%	6 3%	6 8%	1 33%	-	-	3 17%	3 8%	2 3%	2 6%	1 1%	4 10%	-	-
None	226 71%	183 75%	43 57%	169 71%	54 69%	3 67%	-	49 86%	11 67%	18 51%	42 75%	22 83%	46 56%	29 83%	-	9 76%
Don't know	8 2%	6 3%	2 2%	6 3%	2 2%	-	-	2 3%	-	4 10%	-	-	3 3%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	298	136	62	51	20	29	59	159	34	43	3	102	58	57	45	13	17	2
Weighted base	320	146	69	55	20	30	61	176	35	44	4	110	60	66	51	11	12	3
By getting a lift with someone going the same way / going to the same place	79 25%	33 23%	17 25%	22 40%	3 15%	4 12%	24 39%	34 19%	12 34%	7 17%	1 33%	34 31%	16 27%	7 10%	14 28%	1 10%	1 6%	1 42%
Through a car share scheme	13 4%	7 5%	3 4%	4 7%	- -	- -	2 3%	4 2%	4 11%	2 5%	1 33%	6 5%	* 1%	- -	4 8%	- -	- -	1 42%
None	226 71%	106 72%	49 72%	30 54%	16 80%	25 84%	35 58%	134 76%	17 50%	37 83%	3 67%	72 66%	40 67%	57 87%	33 65%	10 90%	11 94%	2 58%
Don't know	8 2%	3 2%	1 2%	2 3%	1 5%	1 4%	1 2%	5 3%	2 5%	- -	- -	1 1%	3 6%	2 3%	2 3%	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	298	294	3	1	-	197	60	34	1	3	-	3	8	14	41	60	108	67
Weighted base	320	312	6	1	-	208	63	38	1	6	-	3	12	20	54	58	110	66
By getting a lift with someone going the same way / going to the same place	79 25%	74 24%	3 53%	1 100%	-	38 18%	23 36%	13 35%	1 100%	3 53%	-	-	1 11%	7 36%	16 29%	13 22%	35 32%	7 10%
Through a car share scheme	13 4%	11 4%	2 32%	-	-	5 2%	2 3%	4 11%	-	2 32%	-	-	-	-	3 5%	3 5%	6 6%	1 2%
None	226 71%	225 72%	1 15%	-	-	164 79%	37 58%	21 56%	-	1 15%	-	3 100%	11 89%	13 64%	36 68%	42 72%	68 61%	57 86%
Don't know	8 2%	8 3%	-	-	-	5 2%	3 5%	-	-	-	-	-	-	-	-	2 3%	5 5%	1 2%

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	Mode of transport for business trips			
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	298	298	-	-	-
Weighted base	320	320	-	-	-
By getting a lift with someone going the same way / going to the same place	79 25%	79 25%	-	-	-
Through a car share scheme	13 4%	13 4%	-	-	-
None	226 71%	226 71%	-	-	-
Don't know	8 2%	8 2%	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	368	238	130	2	47	80	138	71	28	2	179	130	48	11	339	29	-	-	7	141	220
Weighted base	395	271	123	3	57	83	137	80	34	2	177	144	59	15	362	33	-	-	9	110	275
50 miles or more	309	225	84	3	46	69	103	61	26	2	146	110	44	9	291	18	-	-	8	85	217
	78%	83%	68%	100%	80%	83%	75%	77%	76%	100%	83%	76%	74%	61%	81%	55%	-	-	84%	77%	79%
25 to 49 miles	159	118	41	1	15	39	42	34	26	2	75	62	17	4	144	14	-	-	4	35	120
	40%	43%	33%	43%	27%	47%	31%	43%	76%	100%	43%	43%	28%	28%	40%	43%	-	-	38%	32%	44%
10 to 24 miles	137	97	40	1	12	20	45	33	23	2	62	52	16	7	124	13	-	-	-	29	109
	35%	36%	33%	43%	22%	25%	33%	41%	68%	100%	35%	36%	28%	46%	34%	39%	-	-	-	26%	40%
Less than 10 miles	115	84	30	-	12	15	38	26	22	2	54	44	11	6	103	12	-	-	*	25	89
	29%	31%	25%	-	21%	18%	28%	33%	63%	100%	31%	31%	18%	38%	29%	35%	-	-	5%	23%	33%
Don't know	2	2	*	-	*	-	2	-	-	-	2	-	*	-	2	*	-	-	-	*	2
	1%	1%	*	-	1%	-	1%	-	-	-	1%	-	1%	-	1%	1%	-	-	-	*	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	368	30	252	29	57	47	57	43	221	149	121	77	21
Weighted base	395	43	221	41	89	50	64	62	218	140	139	90	25
50 miles or more	309	38	174	31	67	41	49	44	175	109	108	76	16
	78%	87%	79%	76%	75%	83%	77%	72%	80%	78%	77%	84%	64%
25 to 49 miles	159	15	86	20	38	25	14	26	94	61	48	36	14
	40%	35%	39%	48%	43%	50%	22%	42%	43%	44%	35%	39%	54%
10 to 24 miles	137	13	67	20	37	18	18	27	75	44	42	36	15
	35%	31%	30%	48%	41%	36%	28%	43%	34%	31%	30%	40%	59%
Less than 10 miles	115	14	51	15	34	17	16	20	61	41	32	28	13
	29%	33%	23%	36%	39%	34%	26%	33%	28%	29%	23%	31%	52%
Don't know	2	-	2	-	-	-	-	2	*	*	2	-	-
	1%	-	1%	-	-	-	-	3%	*	*	1%	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	368	263	105	255	108	5	-	65	22	53	62	26	88	37	-	15
Weighted base	395	296	98	279	110	6	-	71	22	55	63	36	93	40	-	14
50 miles or more	309	229	80	209	94	6	-	65	15	42	45	28	69	36	-	10
	78%	77%	82%	75%	86%	100%	-	92%	67%	77%	71%	78%	74%	89%	-	70%
25 to 49 miles	159	124	34	125	33	2	-	34	10	22	27	13	28	18	-	7
	40%	42%	35%	45%	30%	27%	-	49%	46%	41%	43%	35%	30%	43%	-	48%
10 to 24 miles	137	115	23	111	25	2	-	28	12	19	22	11	24	14	-	7
	35%	39%	23%	40%	23%	27%	-	39%	53%	35%	35%	31%	26%	35%	-	51%
Less than 10 miles	115	97	18	90	24	2	-	26	9	18	18	10	16	13	-	6
	29%	33%	18%	32%	22%	27%	-	37%	41%	32%	28%	27%	17%	33%	-	39%
Don't know	2	2	*	2	*	-	-	-	-	-	-	-	2	-	-	*
	1%	1%	*	1%	*	-	-	-	-	-	-	-	2%	-	-	3%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	368	173	72	63	21	39	72	183	43	65	5	114	68	69	59	13	28	4
Weighted base	395	180	83	67	22	43	77	202	42	68	6	121	74	80	65	11	24	5
50 miles or more	309 78%	142 79%	66 80%	50 74%	18 80%	34 80%	50 65%	159 79%	36 86%	58 86%	6 100%	83 68%	57 77%	67 84%	53 82%	11 100%	20 85%	5 100%
25 to 49 miles	159 40%	69 38%	27 33%	34 50%	9 42%	19 45%	30 38%	95 47%	15 36%	18 26%	2 27%	50 42%	31 43%	41 51%	17 27%	2 22%	11 45%	2 33%
10 to 24 miles	137 35%	50 28%	27 33%	33 49%	8 38%	18 43%	32 41%	79 39%	8 19%	17 25%	2 27%	49 40%	22 30%	40 50%	15 24%	2 22%	7 30%	2 33%
Less than 10 miles	115 29%	45 25%	22 27%	24 36%	6 26%	18 42%	18 24%	71 35%	8 20%	15 23%	2 27%	36 30%	21 29%	32 39%	16 25%	2 22%	6 23%	2 33%
Don't know	2 1%	2 1%	-	-	-	-	2 2%	-	*	-	-	2 2%	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	368	355	4	5	3	235	74	43	5	4	3	3	11	15	50	73	142	77
Weighted base	395	379	7	5	3	250	79	47	5	7	3	3	15	20	64	73	148	75
50 miles or more	309	296	7	5	1	204	58	32	5	7	1	2	10	12	44	57	130	57
	78%	78%	100%	91%	42%	82%	73%	68%	91%	100%	42%	55%	65%	59%	68%	78%	88%	76%
25 to 49 miles	159	155	2	-	2	102	29	22	-	2	2	2	3	4	28	35	58	30
	40%	41%	30%	-	58%	41%	37%	47%	-	30%	58%	55%	22%	20%	45%	48%	39%	39%
10 to 24 miles	137	137	-	-	-	89	31	14	-	-	-	3	3	4	24	37	44	25
	35%	36%	-	-	-	36%	39%	29%	-	-	-	100%	22%	22%	38%	50%	30%	34%
Less than 10 miles	115	114	*	-	-	78	23	12	-	*	-	2	1	10	18	31	35	20
	29%	30%	7%	-	-	31%	29%	25%	-	7%	-	55%	7%	49%	28%	42%	24%	27%
Don't know	2	2	-	*	-	-	2	-	*	-	-	-	-	-	*	-	-	2
	1%	*	-	9%	-	-	2%	-	9%	-	-	-	-	-	1%	-	-	3%

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	Mode of transport for business trips			
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	368	335	-	33	-
Weighted base	395	361	-	34	-
50 miles or more	309 78%	277 77%	-	32 95%	-
25 to 49 miles	159 40%	149 41%	-	9 28%	-
10 to 24 miles	137 35%	130 36%	-	8 23%	-
Less than 10 miles	115 29%	107 30%	-	8 24%	-
Don't know	2 1%	2 1%	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	331	221	110	2	41	78	120	61	27	2	166	118	40	7	308	23	-	-	7	127	197
Weighted base	352	251	101	3	51	82	111	70	33	2	161	131	50	10	328	24	-	-	9	99	244
Yes - I usually do this already (for longer business trips)	31 9%	19 8%	12 12%	-	7 13%	5 6%	13 12%	5 7%	1 4%	-	21 13%	8 6%	3 6%	-	30 9%	1 5%	-	-	1 6%	8 8%	23 9%
Yes - I sometimes do this already (for longer business trips)	99 28%	66 26%	32 32%	-	21 41%	32 40%	20 18%	17 24%	8 24%	1 26%	54 34%	34 26%	10 19%	1 6%	94 29%	5 20%	-	-	8 85%	39 39%	52 21%
Yes - but I don't do this at the moment	55 16%	43 17%	13 12%	-	10 20%	13 16%	19 17%	8 12%	4 13%	-	22 13%	24 18%	8 16%	2 19%	51 16%	4 18%	-	-	-	17 17%	38 16%
No	167 47%	123 49%	44 43%	3 100%	13 26%	31 38%	58 52%	40 57%	19 59%	1 74%	64 40%	66 50%	30 59%	7 75%	153 47%	14 57%	-	-	1 10%	36 36%	130 53%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	331	27	229	24	51	44	49	36	202	135	110	70	16
Weighted base	352	40	198	34	79	47	52	51	203	126	125	83	18
Yes - I usually do this already (for longer business trips)	31 9%	* 1%	24 12%	4 13%	3 3%	4 9%	7 13%	3 6%	17 9%	17 14%	7 5%	8 9%	- -
Yes - I sometimes do this already (for longer business trips)	99 28%	21 53%	55 28%	6 18%	16 21%	14 30%	12 22%	10 21%	63 31%	42 33%	35 28%	19 23%	2 12%
Yes - but I don't do this at the moment	55 16%	5 13%	29 14%	13 38%	8 11%	11 24%	10 19%	12 24%	22 11%	22 17%	16 13%	15 18%	2 13%
No	167 47%	13 33%	91 46%	11 31%	52 65%	18 38%	24 46%	25 49%	100 50%	45 36%	67 54%	41 50%	14 75%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	331	233	98	225	101	5	-	63	19	48	56	22	76	36	-	11
Weighted base	352	260	92	244	102	6	-	69	18	51	54	31	79	39	-	11
Yes - I usually do this already (for longer business trips)	31 9%	22 9%	9 10%	19 8%	12 11%	* 7%	-	2 3%	1 6%	5 10%	7 13%	4 13%	8 10%	3 8%	-	1 5%
Yes - I sometimes do this already (for longer business trips)	99 28%	62 24%	36 39%	59 24%	36 35%	3 53%	-	18 26%	5 28%	13 26%	16 29%	9 27%	25 32%	10 25%	-	3 23%
Yes - but I don't do this at the moment	55 16%	42 16%	14 15%	42 17%	13 13%	-	-	8 12%	2 10%	11 21%	8 14%	8 26%	15 19%	2 5%	-	2 19%
No	167 47%	134 52%	33 36%	123 50%	42 41%	2 40%	-	41 59%	10 56%	21 42%	24 44%	10 34%	30 39%	24 62%	-	6 53%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	331	155	64	58	19	35	58	167	40	61	5	96	61	64	53	13	28	4
Weighted base	352	164	71	59	20	37	60	183	40	62	6	98	66	75	58	11	24	5
Yes - I usually do this already (for longer business trips)	31 9%	22 13%	4 6%	2 3%	2 9%	1 4%	5 8%	14 8%	7 17%	5 8%	*	9 9%	4 6%	6 7%	7 12%	1 12%	2 9%	*
Yes - I sometimes do this already (for longer business trips)	99 28%	46 28%	18 26%	21 36%	1 5%	12 31%	18 30%	41 23%	17 42%	19 31%	3 53%	27 27%	11 17%	17 23%	16 28%	5 46%	9 37%	3 63%
Yes - but I don't do this at the moment	55 16%	33 20%	10 14%	6 11%	3 17%	3 8%	10 17%	32 18%	5 13%	8 13%	-	19 19%	16 24%	8 10%	11 19%	1 6%	1 5%	-
No	167 47%	63 39%	38 54%	30 51%	14 69%	21 56%	27 45%	96 52%	11 28%	30 49%	2 40%	44 44%	35 53%	44 59%	23 40%	4 36%	11 48%	1 28%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	331	319	4	4	3	216	63	38	4	4	3	2	9	10	45	64	137	66
Weighted base	352	337	7	5	3	228	65	42	5	7	3	2	12	13	58	62	141	66
Yes - I usually do this already (for longer business trips)	31 9%	30 9%	-	1 23%	1 20%	22 10%	2 4%	6 14%	1 23%	-	1 20%	-	1 5%	-	1 2%	5 9%	16 12%	8 12%
Yes - I sometimes do this already (for longer business trips)	99 28%	89 26%	6 86%	1 31%	2 80%	51 22%	23 35%	13 31%	1 31%	6 86%	2 80%	2 100%	4 33%	1 7%	18 32%	12 20%	48 34%	14 22%
Yes - but I don't do this at the moment	55 16%	55 16%	-	-	-	34 15%	9 14%	12 28%	-	-	-	-	-	6 44%	10 17%	11 18%	16 11%	12 19%
No	167 47%	163 48%	1 14%	2 46%	-	121 53%	30 46%	11 27%	2 46%	1 14%	-	-	8 61%	7 50%	29 50%	33 53%	60 43%	31 47%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Total	Mode of transport for business trips			
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	331	299	-	32	-
Weighted base	352	320	-	32	-
Yes - I usually do this already (for longer business trips)	31 9%	25 8%	-	6 20%	-
Yes - I sometimes do this already (for longer business trips)	99 28%	90 28%	-	8 25%	-
Yes - but I don't do this at the moment	55 16%	51 16%	-	5 15%	-
No	167 47%	154 48%	-	13 40%	-
Don't know	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	152	103	49	2	14	29	62	30	14	1	66	58	23	5	140	12	-	-	1	53	98
Weighted base	167	123	44	3	13	31	58	40	19	1	64	66	30	7	153	14	-	-	1	36	130
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	46 37%	13 29%	3 100%	5 38%	7 23%	21 36%	14 35%	8 43%	-	29 45%	14 21%	15 51%	1 18%	56 36%	3 23%	-	-	-	15 41%	44 34%
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	37 30%	14 31%	2 57%	7 51%	15 47%	13 23%	9 22%	4 19%	1 100%	26 40%	19 30%	4 14%	1 19%	45 29%	6 40%	-	-	-	13 37%	37 29%
Trains do not run where I want to travel	38 23%	30 24%	8 19%	-	1 5%	17 54%	14 24%	7 18%	-	-	16 25%	17 26%	5 17%	-	36 23%	3 19%	-	-	-	10 27%	29 22%
Train station is not near home	33 20%	23 19%	10 22%	-	3 3%	8 26%	8 14%	12 29%	4 21%	-	12 19%	13 20%	8 26%	-	29 19%	4 29%	-	-	-	4 12%	28 22%
Trains do not run when I want to travel	30 18%	23 19%	7 16%	-	2 15%	4 14%	14 24%	10 25%	-	-	15 24%	10 15%	5 18%	-	29 19%	2 12%	-	-	-	8 23%	22 17%
I would need to change train or use bus and train / no direct route	27 16%	18 15%	9 22%	-	2 13%	7 24%	12 21%	6 15%	-	-	14 21%	8 12%	6 21%	-	27 17%	1 6%	-	-	1 100%	4 11%	23 17%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	22 18%	5 12%	-	3 26%	6 18%	13 22%	4 9%	2 8%	-	15 23%	11 17%	1 2%	-	24 16%	3 23%	-	-	-	8 21%	19 15%
Train station is not near to destination	24 14%	20 16%	4 9%	-	2 13%	9 30%	11 18%	2 6%	-	-	15 24%	4 6%	3 12%	1 19%	22 15%	2 13%	-	-	-	4 13%	20 15%
Train journey is too slow / infrequent	11 7%	8 6%	4 8%	-	2 12%	3 8%	5 8%	2 6%	-	-	7 11%	2 3%	2 8%	-	10 7%	1 6%	-	-	-	4 11%	7 6%
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	5 4%	4 9%	-	1 8%	1 2%	4 6%	1 2%	2 13%	-	6 10%	2 4%	-	-	7 4%	2 14%	-	-	-	2 5%	7 5%
Can never be sure what time the train will arrive/how long it will take	9 5%	5 4%	4 8%	-	1 10%	2 6%	4 7%	1 4%	-	-	6 10%	2 3%	-	-	8 5%	1 6%	-	-	-	1 2%	8 6%
Trains are not reliable and punctual	8 5%	7 6%	1 3%	-	-	2 7%	5 8%	2 4%	-	-	6 9%	2 4%	-	-	7 5%	1 6%	-	-	-	4 11%	4 3%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	167	123	44	3	13	31	58	40	19	1	64	66	30	7	153	14	-	-	1	36	130
Trains are not accessible/easy to get on	6 4%	4 3%	2 5%	-	-	2 5%	4 7%	1 2%	-	-	2 3%	2 3%	-	3 41%	6 4%	1 6%	-	-	-	1 4%	5 4%
I do not feel safe on the train / at train stations	4 2%	-	4 9%	-	2 18%	1 2%	-	1 2%	-	-	3 4%	1 2%	-	-	2 1%	2 14%	-	-	-	1 2%	3 3%
I don't know what train services are available	3 2%	2 2%	1 1%	-	-	1 4%	-	2 4%	-	-	2 3%	1 2%	-	-	3 2%	-	-	-	-	-	3 2%
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 8%	9 7%	4 9%	-	2 13%	* 1%	4 7%	5 12%	2 9%	-	2 3%	6 9%	2 8%	3 41%	11 7%	2 12%	-	-	-	2 4%	11 9%
No answer	1 *	-	1 2%	-	-	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 2%	-
Don't know	1 *	1 1%	-	-	-	1 2%	-	-	-	-	-	1 2%	-	-	1 *	-	-	-	-	1 2%	-
Not stated	* *	-	* 1%	-	-	-	* *	-	-	-	-	-	* 1%	-	* *	-	-	-	-	* 1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	152	10	102	9	31	15	20	18	99	49	57	35	11
Weighted base	167	13	91	11	52	18	24	25	100	45	67	41	14
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	10 75%	32 35%	1 9%	16 30%	5 30%	9 37%	8 31%	37 37%	19 42%	14 21%	17 42%	9 62%
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	3 20%	33 36%	2 23%	12 24%	9 52%	4 17%	5 18%	33 33%	15 33%	18 26%	12 28%	6 47%
Trains do not run where I want to travel	38 23%	1 6%	20 22%	2 17%	16 31%	7 39%	11 46%	7 27%	14 14%	12 27%	13 19%	14 33%	- -
Train station is not near home	33 20%	- -	10 11%	4 40%	19 36%	4 20%	6 27%	10 38%	13 13%	11 24%	10 16%	9 23%	2 14%
Trains do not run when I want to travel	30 18%	1 6%	20 22%	2 19%	8 15%	3 15%	7 31%	8 30%	13 13%	12 26%	11 16%	8 20%	- -
I would need to change train or use bus and train / no direct route	27 16%	3 20%	14 16%	2 15%	9 17%	3 16%	4 17%	5 20%	16 16%	11 24%	12 18%	5 11%	- -
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	3 21%	18 20%	- -	6 12%	3 16%	5 19%	6 23%	14 14%	12 26%	4 5%	8 20%	3 25%
Train station is not near to destination	24 14%	- -	15 16%	1 11%	8 16%	4 22%	5 19%	4 17%	11 11%	12 27%	5 8%	5 12%	1 10%
Train journey is too slow / infrequent	11 7%	- -	9 10%	1 11%	1 2%	3 19%	1 3%	2 9%	5 5%	5 11%	3 5%	3 7%	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	1 10%	6 7%	- -	1 3%	1 4%	1 6%	1 5%	6 6%	3 7%	2 4%	1 2%	2 17%
Can never be sure what time the train will arrive/how long it will take	9 5%	- -	7 8%	1 7%	1 2%	1 4%	1 6%	2 7%	5 5%	6 13%	2 3%	1 2%	- -

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	167	13	91	11	52	18	24	25	100	45	67	41	14
Trains are not reliable and punctual	8 5%	-	6 7%	-	2 4%	1 4%	1 3%	2 9%	5 5%	5 11%	2 3%	1 3%	-
Trains are not accessible/easy to get on	6 4%	-	5 5%	-	2 3%	-	-	2 9%	4 4%	2 4%	* 1%	3 7%	1 10%
I do not feel safe on the train / at train stations	4 2%	-	4 4%	-	-	1 4%	-	-	3 3%	1 1%	1 2%	1 2%	1 8%
I don't know what train services are available	3 2%	-	3 3%	-	-	-	1 6%	-	2 2%	2 5%	1 1%	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 8%	-	5 5%	-	8 15%	-	2 7%	3 10%	9 9%	2 4%	11 16%	* 1%	-
No answer	1 *	1 6%	-	-	-	-	-	1 3%	-	-	-	1 2%	-
Don't know	1 *	-	1 1%	-	-	-	-	-	1 1%	-	-	1 2%	-
Not stated	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	152	115	37	106	44	2	-	40	9	19	25	6	30	18	-	5
Weighted base	167	134	33	123	42	2	-	41	10	21	24	10	30	24	-	6
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	49 36%	10 31%	42 34%	17 40%	-	-	20 49%	3 32%	5 25%	8 32%	5 47%	8 27%	7 31%	-	2 30%
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	43 32%	8 23%	39 31%	12 29%	-	-	17 43%	3 30%	10 45%	6 25%	-	9 29%	4 18%	-	1 21%
Trains do not run where I want to travel	38 23%	32 24%	7 21%	21 17%	18 42%	-	-	9 21%	-	6 27%	4 16%	2 20%	12 40%	6 24%	-	-
Train station is not near home	33 20%	28 21%	5 14%	29 23%	4 10%	-	-	8 19%	3 25%	5 21%	1 2%	1 5%	9 31%	6 25%	-	1 21%
Trains do not run when I want to travel	30 18%	24 18%	6 18%	21 17%	8 18%	1 59%	-	6 16%	1 13%	2 9%	5 21%	3 32%	6 21%	5 21%	-	1 20%
I would need to change train or use bus and train / no direct route	27 16%	22 16%	6 17%	19 16%	7 18%	1 41%	-	11 26%	1 11%	2 11%	3 11%	1 12%	8 25%	1 3%	-	1 17%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	15 11%	12 36%	17 14%	8 20%	1 59%	-	4 10%	1 13%	1 5%	7 29%	3 25%	7 24%	2 10%	-	1 21%
Train station is not near to destination	24 14%	17 13%	7 21%	17 14%	6 14%	1 59%	-	7 18%	3 26%	1 4%	3 14%	-	6 21%	4 16%	-	-
Train journey is too slow / infrequent	11 7%	8 6%	3 10%	7 6%	4 9%	-	-	2 5%	2 15%	2 9%	3 11%	-	2 6%	2 7%	-	-
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	6 5%	2 7%	6 5%	2 6%	-	-	1 3%	-	4 17%	1 3%	-	2 7%	1 5%	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	167	134	33	123	42	2	-	41	10	21	24	10	30	24	-	6
Can never be sure what time the train will arrive/how long it will take	9 5%	6 5%	2 8%	4 3%	3 8%	1 59%	-	2 4%	2 19%	1 6%	1 3%	-	2 7%	1 3%	-	-
Trains are not reliable and punctual	8 5%	5 4%	3 11%	5 4%	4 9%	-	-	1 3%	-	1 2%	4 15%	* 3%	2 8%	* 2%	-	-
Trains are not accessible/easy to get on	6 4%	6 4%	1 3%	6 5%	1 1%	-	-	3 7%	-	-	2 11%	-	1 3%	* 1%	-	-
I do not feel safe on the train / at train stations	4 2%	4 3%	-	4 3%	-	-	-	-	-	1 5%	1 3%	1 13%	1 3%	-	-	-
I don't know what train services are available	3 2%	3 2%	-	2 1%	1 3%	-	-	-	1 6%	-	-	-	1 4%	1 4%	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 8%	12 9%	* 1%	12 10%	1 2%	-	-	-	-	3 16%	2 10%	1 13%	1 4%	3 13%	-	2 29%
No answer	1 *	-	1 2%	-	1 2%	-	-	-	1 8%	-	-	-	-	-	-	-
Don't know	1 *	1 1%	-	-	2 2%	-	-	1 2%	-	-	-	-	-	-	-	-
Not stated	* *	* *	-	-	* 1%	-	-	-	-	-	-	-	* 1%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	152	60	32	28	13	19	21	85	13	31	2	36	33	37	21	5	15	1
Weighted base	167	63	38	30	14	21	27	96	11	30	2	44	35	44	23	4	11	1
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	17 27%	12 30%	13 44%	8 57%	8 40%	6 22%	36 38%	4 39%	12 40%	-	16 36%	14 40%	13 29%	8 35%	2 61%	4 34%	-
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	17 28%	12 31%	9 29%	4 31%	8 38%	7 26%	31 33%	4 35%	8 26%	-	10 22%	14 40%	15 34%	8 33%	1 33%	3 27%	-
Trains do not run where I want to travel	38 23%	25 39%	2 5%	6 19%	1 5%	5 26%	1 4%	20 21%	5 45%	12 41%	-	4 9%	9 26%	8 17%	10 43%	2 46%	5 43%	-
Train station is not near home	33 20%	14 22%	7 19%	4 13%	1 7%	6 30%	6 20%	23 24%	4 35%	-	-	8 18%	12 33%	9 20%	4 17%	-	-	-
Trains do not run when I want to travel	30 18%	15 23%	6 14%	6 21%	1 10%	3 12%	1 3%	21 21%	6 52%	2 6%	59%	8 17%	4 10%	10 23%	5 21%	1 27%	2 14%	1 100%
I would need to change train or use bus and train / no direct route	27 16%	11 18%	4 10%	10 32%	2 13%	1 5%	2 9%	17 18%	3 31%	4 13%	1 41%	7 17%	3 8%	9 20%	6 25%	*	*	-
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	12 19%	7 18%	4 14%	4 25%	* 1%	2 6%	16 17%	2 22%	6 19%	1 59%	1 2%	10 29%	6 14%	3 15%	2 51%	1 11%	1 100%
Train station is not near to destination	24 14%	10 16%	6 14%	5 16%	-	4 18%	1 3%	16 17%	4 35%	2 7%	1 59%	7 17%	5 15%	4 9%	6 24%	*	-	1 100%
Train journey is too slow / infrequent	11 7%	5 9%	2 6%	1 5%	2 15%	-	4 13%	4 4%	1 10%	3 8%	-	* 11%	4 8%	4 5%	1 18%	1 16%	2 16%	-
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	2 4%	1 3%	3 9%	-	2 12%	4 14%	3 3%	1 10%	1 4%	-	-	3 9%	3 7%	1 5%	1 33%	-	-
Can never be sure what time the train will arrive/how long it will take	9 5%	4 6%	1 4%	2 7%	1 6%	1 3%	-	4 4%	2 22%	1 3%	1 59%	-	2 6%	2 5%	3 14%	-	-	1 100%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	167	63	38	30	14	21	27	96	11	30	2	44	35	44	23	4	11	1
Trains are not reliable and punctual	8 5%	4 6%	2 4%	1 5%	2 11%	-	* 1%	4 5%	1 10%	2 8%	-	1 1%	3 8%	1 3%	1 5%	1 18%	2 15%	-
Trains are not accessible/easy to get on	6 4%	2 3%	-	2 8%	1 4%	2 8%	-	6 6%	1 5%	-	-	* 1%	2 7%	3 7%	1 2%	-	-	-
I do not feel safe on the train / at train stations	4 2%	1 2%	1 3%	1 5%	-	-	-	4 4%	-	-	-	1 3%	2 6%	1 1%	-	-	-	-
I don't know what train services are available	3 2%	2 4%	-	-	-	1 3%	-	2 2%	1 12%	-	-	1 2%	-	1 1%	1 6%	-	-	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 8%	8 13%	3 7%	2 8%	-	-	9 33%	3 3%	* 2%	* 1%	-	9 21%	3 9%	-	* 1%	* 11%	-	-
No answer	1 *	1 1%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	1 7%	-
Don't know	1 *	1 1%	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-	1 6%	-
Not stated	* *	* *	-	-	-	-	-	-	* 2%	-	-	-	-	* 1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	152	148	1	2	-	105	31	12	2	1	-	-	5	5	21	34	55	32
Weighted base	167	163	1	2	-	121	30	11	2	1	-	-	8	7	29	33	60	31
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	57 35%	-	1 63%	-	47 39%	6 19%	4 37%	1 63%	-	-	-	4 52%	1 20%	6 22%	14 44%	18 31%	14 46%
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	51 31%	-	-	-	38 31%	13 42%	-	-	-	-	-	1 14%	1 22%	7 23%	11 34%	21 35%	9 29%
Trains do not run where I want to travel	38 23%	38 23%	-	1 37%	-	31 26%	6 21%	-	1 37%	-	-	-	3 33%	-	5 19%	3 10%	17 28%	10 33%
Train station is not near home	33 20%	33 20%	-	-	-	27 22%	3 11%	3 23%	-	-	-	-	3 33%	3 42%	8 26%	5 15%	10 16%	5 17%
Trains do not run when I want to travel	30 18%	30 19%	-	-	-	21 18%	5 16%	4 36%	-	-	-	-	3 38%	4 58%	4 14%	3 9%	10 16%	7 22%
I would need to change train or use bus and train / no direct route	27 16%	26 16%	1 100%	-	-	22 18%	3 12%	-	-	1 100%	-	-	-	-	8 27%	2 6%	13 22%	5 15%
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	26 16%	-	1 37%	-	19 16%	6 21%	-	1 37%	-	-	-	-	-	2 7%	8 25%	8 13%	9 29%
Train station is not near to destination	24 14%	24 15%	-	-	-	21 18%	2 8%	* 4%	-	-	-	-	5 63%	1 22%	1 5%	7 21%	6 10%	4 11%
Train journey is too slow / infrequent	11 7%	11 7%	-	-	-	10 8%	1 5%	-	-	-	-	-	-	-	1 2%	3 8%	5 8%	3 10%
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	9 5%	-	-	-	6 5%	2 8%	-	-	-	-	-	-	-	5 15%	2 4%	2 4%	2 6%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	167	163	1	2	-	121	30	11	2	1	-	-	8	7	29	33	60	31
Can never be sure what time the train will arrive/how long it will take	9 5%	9 5%	-	-	-	7 6%	1 5%	-	-	-	-	-	-	-	1 5%	1 4%	3 5%	3 9%
Trains are not reliable and punctual	8 5%	8 5%	-	-	-	8 6%	1 2%	-	-	-	-	-	-	-	1 2%	1 2%	4 6%	3 10%
Trains are not accessible/easy to get on	6 4%	6 4%	-	-	-	5 4%	1 5%	-	-	-	-	-	-	1 22%	-	-	1 2%	4 12%
I do not feel safe on the train / at train stations	4 2%	4 2%	-	-	-	1 1%	2 8%	-	-	-	-	-	-	-	1 5%	1 3%	1 1%	1 2%
I don't know what train services are available	3 2%	3 2%	-	-	-	2 2%	-	1 9%	-	-	-	-	-	-	2 8%	-	1 1%	-
No particular reason	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	13 8%	13 8%	-	-	-	9 7%	4 12%	* 3%	-	-	-	-	-	-	2 6%	3 8%	8 14%	-
No answer	1 *	1 *	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 1%	-
Don't know	1 *	1 *	-	-	-	-	1 2%	-	-	-	-	-	-	-	-	-	1 1%	-
Not stated	* *	* *	-	-	-	* *	-	-	-	-	-	-	-	-	-	-	* *	-

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

	Mode of transport for business trips				
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	152	141	-	11	-
Weighted base	167	154	-	13	-
I have to take things (e.g. tools, laptop, luggage etc) and cannot carry it all	59 35%	57 37%	- -	2 17%	- -
Generally not convenient by train/ easier or more convenient by car/ aeroplane	51 30%	49 32%	- -	2 12%	- -
Trains do not run where I want to travel	38 23%	36 23%	- -	3 20%	- -
Train station is not near home	33 20%	33 21%	- -	- -	- -
Trains do not run when I want to travel	30 18%	29 19%	- -	1 9%	- -
I would need to change train or use bus and train / no direct route	27 16%	26 17%	- -	2 13%	- -
Trains are expensive / more expensive / do not offer good value for money/ It's cheaper by car	27 16%	25 16%	- -	2 13%	- -
Train station is not near to destination	24 14%	24 16%	- -	- -	- -
Train journey is too slow / infrequent	11 7%	10 6%	- -	2 12%	- -
Trains are uncomfortable / poor condition / not clean / overcrowded / too cold or hot	9 5%	6 4%	- -	2 19%	- -
Can never be sure what time the train will arrive/how long it will take	9 5%	9 6%	- -	- -	- -
Trains are not reliable and punctual	8 5%	8 5%	- -	- -	- -
Trains are not accessible/easy to get on	6 4%	6 4%	- -	1 4%	- -

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Total	Mode of transport for business trips			
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Weighted base	167	154	-	13	-
I do not feel safe on the train / at train stations	4 2%	4 3%	- -	- -	- -
I don't know what train services are available	3 2%	3 2%	- -	- -	- -
No particular reason	- -	- -	- -	- -	- -
Other	13 8%	11 7%	- -	2 17%	- -
No answer	1 *	1 1%	- -	- -	- -
Don't know	1 *	- -	- -	1 6%	- -
Not stated	* *	* *	- -	- -	- -

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	527	309	218	2	63	119	198	102	39	4	282	178	55	12	470	57	-	-	23	196	308
Weighted base	556	350	206	3	76	122	198	113	41	4	282	191	67	17	499	57	-	-	22	167	367
Me personally	416	260	156	-	38	91	163	85	36	4	230	138	36	13	371	46	-	-	13	119	284
	75%	74%	76%	-	50%	74%	82%	75%	88%	100%	82%	72%	54%	74%	74%	80%	-	-	59%	71%	77%
My manager	70	46	25	3	25	15	12	15	1	-	21	25	23	2	67	4	-	-	4	27	39
	13%	13%	12%	100%	33%	12%	6%	13%	2%	-	7%	13%	34%	10%	13%	7%	-	-	18%	16%	11%
It is company policy / decided by a central travel department	42	27	15	-	8	7	17	9	2	-	21	16	4	1	42	*	-	-	2	9	31
	8%	8%	7%	-	11%	6%	8%	8%	5%	-	8%	8%	7%	4%	8%	1%	-	-	9%	5%	8%
It varies / not possible to say	12	8	4	-	5	2	3	2	*	-	5	6	-	1	10	3	-	-	2	7	4
	2%	2%	2%	-	6%	1%	2%	2%	1%	-	2%	3%	-	8%	2%	4%	-	-	9%	4%	1%
Other people I'm travelling with	8	3	5	-	-	4	2	2	-	-	1	4	3	1	5	3	-	-	1	1	6
	1%	1%	2%	-	-	3%	1%	2%	-	-	*	2%	5%	4%	1%	5%	-	-	5%	1%	2%
My clients	7	6	1	-	-	4	1	-	2	-	5	3	-	-	5	2	-	-	-	4	3
	1%	2%	*	-	-	3%	1%	-	4%	-	2%	1%	-	-	1%	3%	-	-	-	2%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	527	55	343	43	86	69	79	57	322	247	162	93	24
Weighted base	556	80	293	62	121	78	88	78	312	232	188	109	28
Me personally	416	57	212	52	96	61	73	62	220	188	125	77	25
	75%	71%	72%	83%	79%	77%	83%	80%	71%	81%	67%	71%	92%
My manager	70	7	45	5	14	7	7	6	50	17	36	17	-
	13%	9%	15%	8%	11%	10%	8%	8%	16%	7%	19%	15%	-
It is company policy / decided by a central travel department	42	6	27	3	6	4	5	6	27	16	15	11	1
	8%	8%	9%	5%	5%	5%	5%	8%	9%	7%	8%	10%	3%
It varies / not possible to say	12	6	5	-	2	1	1	-	11	3	7	1	1
	2%	7%	2%	-	2%	1%	1%	-	4%	1%	4%	1%	5%
Other people I'm travelling with	8	-	6	2	-	1	3	4	1	2	2	4	-
	1%	-	2%	4%	-	2%	3%	5%	*	1%	1%	3%	-
My clients	7	4	-	-	3	4	-	-	3	5	2	-	-
	1%	5%	-	-	3%	5%	-	-	1%	2%	1%	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	527	337	190	315	192	19	1	82	33	63	86	37	146	48	-	32
Weighted base	556	372	184	341	195	19	1	85	32	64	89	45	155	56	-	31
Me personally	416	275	141	252	147	16	1	67	24	46	66	29	115	43	-	26
	75%	74%	76%	74%	75%	85%	100%	78%	75%	72%	75%	65%	74%	77%	-	86%
My manager	70	53	17	48	22	-	-	12	6	6	13	6	22	5	-	1
	13%	14%	9%	14%	11%	-	-	14%	20%	9%	15%	13%	14%	9%	-	3%
It is company policy / decided by a central travel department	42	27	15	28	12	1	-	6	2	8	4	5	15	3	-	*
	8%	7%	8%	8%	6%	7%	-	7%	5%	13%	4%	10%	10%	5%	-	1%
It varies / not possible to say	12	9	3	6	5	2	-	-	-	1	4	4	1	1	-	1
	2%	3%	2%	2%	2%	8%	-	-	-	2%	5%	10%	1%	1%	-	2%
Other people I'm travelling with	8	3	5	5	3	-	-	1	-	2	1	1	3	1	-	-
	1%	1%	3%	1%	2%	-	-	1%	-	4%	2%	2%	2%	1%	-	-
My clients	7	3	4	2	5	-	-	-	-	-	-	-	1	4	-	2
	1%	1%	2%	*	3%	-	-	-	-	-	-	-	1%	7%	-	7%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	527	256	114	84	22	51	91	224	78	114	20	145	76	86	112	18	43	7
Weighted base	556	259	134	87	23	54	98	244	82	113	20	151	84	99	117	16	42	7
Me personally	416	209	89	59	19	40	78	175	64	83	17	112	58	78	94	13	30	7
	75%	81%	67%	68%	82%	74%	79%	72%	78%	73%	86%	74%	69%	79%	80%	83%	73%	100%
My manager	70	28	19	16	3	4	10	38	9	14	-	20	14	12	11	2	5	-
	13%	11%	14%	18%	15%	8%	10%	16%	10%	12%	-	13%	16%	12%	9%	14%	11%	-
It is company policy / decided by a central travel department	42	10	22	7	-	3	6	23	5	7	1	12	12	5	6	*	2	-
	8%	4%	16%	8%	-	5%	6%	9%	6%	7%	6%	8%	14%	5%	5%	3%	5%	-
It varies / not possible to say	12	1	4	5	-	2	-	6	1	4	2	2	-	4	4	-	1	-
	2%	1%	3%	5%	-	4%	-	3%	1%	3%	8%	1%	-	4%	3%	-	2%	-
Other people I'm travelling with	8	2	-	-	1	5	3	2	3	1	-	3	1	-	1	-	-	-
	1%	1%	-	-	4%	9%	3%	1%	3%	1%	-	2%	1%	-	1%	-	-	-
My clients	7	7	-	-	-	-	2	-	1	5	-	2	-	-	1	-	4	-
	1%	3%	-	-	-	-	2%	-	1%	4%	-	1%	-	-	1%	-	10%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	527	487	13	14	10	303	108	72	14	13	10	4	15	20	59	104	227	102
Weighted base	556	516	15	15	7	323	112	77	15	15	7	4	21	25	73	112	229	97
Me personally	416 75%	392 76%	10 64%	9 56%	3 48%	259 80%	78 70%	52 67%	9 56%	10 64%	3 48%	3 71%	17 81%	19 77%	47 65%	75 67%	177 77%	82 84%
My manager	70 13%	64 12%	4 25%	3 17%	* 4%	31 9%	22 20%	10 13%	3 17%	4 25%	* 4%	1 16%	* 2%	4 17%	16 22%	19 17%	21 9%	10 11%
It is company policy / decided by a central travel department	42 8%	37 7%	- -	3 18%	2 27%	26 8%	5 5%	6 8%	3 18%	- -	2 27%	- -	2 11%	- -	3 4%	13 12%	21 9%	2 2%
It varies / not possible to say	12 2%	10 2%	2 10%	- -	* 6%	2 1%	5 4%	3 4%	- -	2 10%	* 6%	1 13%	- -	1 6%	1 1%	2 2%	6 3%	1 2%
Other people I'm travelling with	8 1%	6 1%	- -	1 9%	1 16%	3 1%	- -	2 3%	1 9%	- -	1 16%	- -	1 7%	- -	5 7%	1 1%	1 *	1 1%
My clients	7 1%	7 1%	- -	- -	- -	2 1%	1 1%	4 5%	- -	- -	- -	- -	- -	- -	1 1%	2 2%	4 2%	1 1%

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

	Mode of transport for business trips				
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	527	336	156	33	2
Weighted base	556	363	158	34	2
Me personally	416 75%	273 75%	117 74%	25 74%	2 100%
My manager	70 13%	50 14%	15 10%	5 15%	-
It is company policy / decided by a central travel department	42 8%	23 6%	16 10%	3 10%	-
It varies / not possible to say	12 2%	8 2%	4 3%	-	-
Other people I'm travelling with	8 1%	8 2%	-	1 2%	-
My clients	7 1%	2 *	5 3%	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	527	309	218	2	63	119	198	102	39	4	282	178	55	12	470	57	-	-	23	196	308
Weighted base	556	350	206	3	76	122	198	113	41	4	282	191	67	17	499	57	-	-	22	167	367
No	297	181	116	1	51	53	99	63	28	2	120	110	53	15	253	44	-	-	16	80	201
	53%	52%	56%	43%	67%	44%	50%	55%	68%	54%	42%	57%	78%	90%	51%	77%	-	-	71%	48%	55%
Yes - teleconferencing	208	138	70	2	22	58	80	38	9	-	129	65	13	2	200	8	-	-	4	70	134
	37%	39%	34%	57%	29%	48%	40%	33%	23%	-	46%	34%	19%	10%	40%	14%	-	-	16%	42%	37%
Yes - video conferencing	136	89	47	-	10	40	54	27	4	1	103	28	5	-	126	10	-	-	5	42	88
	24%	25%	23%	-	13%	33%	27%	24%	10%	19%	37%	15%	7%	-	25%	17%	-	-	24%	25%	24%
Yes - web conferencing	123	80	43	-	9	42	43	19	7	1	85	32	5	-	117	5	-	-	1	49	73
	22%	23%	21%	-	12%	35%	22%	17%	18%	27%	30%	17%	7%	-	23%	10%	-	-	4%	29%	20%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	527	55	343	43	86	69	79	57	322	247	162	93	24
Weighted base	556	80	293	62	121	78	88	78	312	232	188	109	28
No	297	37	153	30	78	36	53	44	164	104	109	67	17
	53%	46%	52%	48%	64%	46%	60%	57%	52%	45%	58%	62%	60%
Yes - teleconferencing	208	34	115	28	31	35	30	32	111	100	69	37	3
	37%	42%	39%	46%	25%	44%	34%	41%	36%	43%	37%	34%	10%
Yes - video conferencing	136	26	66	22	22	28	19	15	74	78	30	21	7
	24%	33%	22%	35%	18%	36%	22%	19%	24%	34%	16%	19%	26%
Yes - web conferencing	123	23	65	22	13	23	13	19	67	70	30	21	2
	22%	28%	22%	35%	11%	29%	15%	25%	22%	30%	16%	20%	7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - want to do more - not inte rested in finding out more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more
Unweighted base	527	337	190	315	192	19	1	82	33	63	86	37	146	48	-	32
Weighted base	556	372	184	341	195	19	1	85	32	64	89	45	155	56	-	31
No	297	210	87	202	85	9	1	50	19	32	47	20	86	30	-	15
	53%	57%	47%	59%	44%	46%	100%	59%	59%	49%	53%	44%	55%	53%	-	48%
Yes - teleconferencing	208	129	79	110	92	6	-	33	11	27	34	22	52	16	-	14
	37%	35%	43%	32%	47%	33%	-	39%	35%	42%	38%	49%	33%	29%	-	45%
Yes - video conferencing	136	80	56	59	70	7	-	17	6	14	21	14	39	15	-	10
	24%	22%	30%	17%	36%	37%	-	20%	18%	22%	24%	31%	25%	28%	-	32%
Yes - web conferencing	123	73	49	57	63	3	-	16	9	11	18	5	37	13	-	13
	22%	20%	27%	17%	32%	14%	-	19%	28%	17%	21%	11%	24%	24%	-	42%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	527	256	114	84	22	51	91	224	78	114	20	145	76	86	112	18	43	7
Weighted base	556	259	134	87	23	54	98	244	82	113	20	151	84	99	117	16	42	7
No	297 53%	131 51%	67 50%	53 61%	11 46%	36 66%	57 59%	145 59%	35 43%	50 45%	9 48%	99 66%	45 54%	53 53%	52 44%	4 24%	18 44%	2 34%
Yes - teleconferencing	208 37%	103 40%	56 42%	30 34%	7 31%	12 23%	30 31%	80 33%	38 46%	54 48%	6 31%	43 28%	29 34%	36 36%	56 48%	8 49%	20 48%	3 44%
Yes - video conferencing	136 24%	70 27%	38 29%	11 13%	5 23%	11 20%	22 22%	37 15%	32 39%	38 33%	7 35%	21 14%	13 15%	25 25%	43 36%	7 43%	18 44%	2 28%
Yes - web conferencing	123 22%	74 29%	21 16%	14 16%	1 3%	12 22%	19 20%	37 15%	28 34%	36 31%	3 14%	25 17%	13 15%	18 19%	37 31%	7 47%	14 33%	2 23%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	527	487	13	14	10	303	108	72	14	13	10	4	15	20	59	104	227	102
Weighted base	556	516	15	15	7	323	112	77	15	15	7	4	21	25	73	112	229	97
No	297 53%	274 53%	11 70%	6 42%	5 71%	164 51%	69 61%	39 51%	6 42%	11 70%	5 71%	2 54%	14 67%	21 86%	47 65%	59 53%	101 44%	54 56%
Yes - teleconferencing	208 37%	195 38%	2 10%	8 54%	2 29%	132 41%	33 30%	28 37%	8 54%	2 10%	2 29%	2 46%	7 31%	2 8%	21 29%	39 35%	106 46%	34 35%
Yes - video conferencing	136 24%	128 25%	4 28%	2 16%	1 15%	83 26%	24 22%	20 26%	2 16%	4 28%	1 15%	1 13%	1 6%	2 6%	9 13%	23 20%	82 36%	19 20%
Yes - web conferencing	123 22%	116 22%	* 2%	5 34%	1 9%	72 22%	24 22%	19 24%	5 34%	* 2%	1 9%	1 13%	2 8%	- -	10 13%	22 20%	73 32%	16 17%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Mode of transport for business trips				
	Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	527	336	156	33	2
Weighted base	556	363	158	34	2
No	297 53%	223 61%	64 41%	9 27%	1 41%
Yes - teleconferencing	208 37%	112 31%	77 49%	18 53%	1 59%
Yes - video conferencing	136 24%	63 17%	57 36%	15 44%	1 59%
Yes - web conferencing	123 22%	56 15%	48 30%	17 51%	1 59%
Don't know	-	-	-	-	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	527	309	218	2	63	119	198	102	39	4	282	178	55	12	470	57	-	-	23	196	308
Weighted base	556	350	206	3	76	122	198	113	41	4	282	191	67	17	499	57	-	-	22	167	367
Easy (Net)	239	157	81	3	31	54	91	46	12	2	138	81	14	5	219	20	-	-	11	64	163
	43%	45%	39%	100%	42%	44%	46%	41%	29%	46%	49%	43%	21%	29%	44%	35%	-	-	50%	38%	45%
Very easy	(4) 121	82	39	1	16	31	40	23	8	1	76	39	2	3	118	3	-	-	4	29	87
	22%	23%	19%	43%	21%	26%	20%	21%	19%	27%	27%	21%	2%	19%	24%	5%	-	-	20%	17%	24%
Fairly easy	(3) 118	75	43	2	16	22	51	23	4	1	62	42	13	2	101	17	-	-	7	35	76
	21%	21%	21%	57%	21%	18%	26%	20%	10%	19%	22%	22%	19%	10%	20%	30%	-	-	30%	21%	21%
Difficult (Net)	281	169	112	-	33	67	94	60	24	2	137	90	44	10	246	35	-	-	11	88	182
	51%	48%	55%	-	44%	55%	48%	53%	59%	54%	49%	47%	66%	56%	49%	61%	-	-	50%	52%	50%
Fairly difficult	(2) 77	50	28	-	8	14	31	20	4	-	47	28	2	-	71	6	-	-	2	25	51
	14%	14%	14%	-	10%	11%	16%	18%	11%	-	17%	15%	3%	-	14%	11%	-	-	7%	15%	14%
Very difficult	(1) 204	119	85	-	26	53	63	40	20	2	90	62	42	10	175	28	-	-	10	63	131
	37%	34%	41%	-	34%	43%	32%	35%	48%	54%	32%	32%	63%	56%	35%	50%	-	-	43%	38%	36%
Don't know	21	13	8	-	7	1	6	3	5	-	2	14	6	-	21	1	-	-	-	6	16
	4%	4%	4%	-	9%	1%	3%	2%	11%	-	1%	8%	8%	-	4%	2%	-	-	-	3%	4%
Not stated	15	11	4	-	4	*	6	4	1	-	5	5	3	2	13	2	-	-	-	10	6
	3%	3%	2%	-	5%	*	3%	4%	1%	-	2%	3%	4%	14%	3%	3%	-	-	-	6%	2%
Mean Score	2.30	2.37	2.18	3.43	2.33	2.27	2.37	2.28	1.99	2.18	2.45	2.34	1.55	1.91	2.35	1.89	-	-	2.27	2.20	2.35
Standard Deviation	1.21	1.21	1.19	0.61	1.23	1.27	1.16	1.19	1.25	1.56	1.21	1.19	0.93	1.34	1.22	1.02	-	-	1.23	1.17	1.22
Standard Error	0.054	0.071	0.083	0.429	0.163	0.117	0.085	0.122	0.211	0.780	0.073	0.093	0.135	0.423	0.058	0.139	-	-	0.257	0.088	0.071

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	527	55	343	43	86	69	79	57	322	247	162	93	24
Weighted base	556	80	293	62	121	78	88	78	312	232	188	109	28
Easy (Net)	239	30	131	25	53	33	36	38	132	114	69	45	11
	43%	38%	45%	40%	44%	42%	40%	49%	42%	49%	37%	41%	40%
Very easy (4)	121	17	64	18	21	17	14	19	71	61	31	22	7
	22%	22%	22%	30%	18%	22%	16%	24%	23%	26%	16%	20%	24%
Fairly easy (3)	118	13	67	6	32	16	22	20	61	53	38	23	4
	21%	16%	23%	10%	26%	20%	25%	25%	20%	23%	20%	21%	16%
Difficult (Net)	281	40	146	32	63	45	48	32	156	106	100	60	15
	51%	50%	50%	51%	52%	57%	54%	41%	50%	46%	53%	56%	55%
Fairly difficult (2)	77	11	42	11	13	16	11	9	42	45	24	7	2
	14%	14%	14%	18%	11%	20%	12%	12%	13%	19%	13%	6%	9%
Very difficult (1)	204	29	104	21	50	29	37	23	114	61	76	54	13
	37%	36%	35%	33%	41%	37%	42%	30%	37%	26%	40%	49%	46%
Don't know	21	1	12	6	3	1	3	6	12	6	12	3	1
	4%	1%	4%	9%	2%	1%	3%	8%	4%	2%	7%	2%	3%
Not stated	15	9	4	-	2	-	2	1	12	7	7	1	1
	3%	11%	1%	-	2%	-	2%	2%	4%	3%	4%	1%	2%
Mean Score	2.30	2.26	2.33	2.40	2.20	2.26	2.15	2.48	2.31	2.52	2.14	2.12	2.19
Standard Deviation	1.21	1.24	1.20	1.29	1.19	1.19	1.17	1.21	1.23	1.17	1.18	1.25	1.30
Standard Error	0.054	0.179	0.067	0.201	0.130	0.144	0.137	0.166	0.071	0.076	0.098	0.133	0.278

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
																82
Unweighted base	527	337	190	315	192	19	1	82	33	63	86	37	146	48	-	32
Weighted base	556	372	184	341	195	19	1	85	32	64	89	45	155	56	-	31
Easy (Net)	239	154	84	141	89	9	-	34	14	31	41	15	70	20	-	13
	43%	41%	46%	41%	45%	49%	-	40%	45%	48%	46%	34%	45%	36%	-	44%
Very easy (4)	121	82	39	71	45	5	-	18	7	12	20	6	35	14	-	7
	22%	22%	21%	21%	23%	28%	-	21%	22%	19%	23%	13%	23%	26%	-	23%
Fairly easy (3)	118	73	45	70	44	4	-	15	7	19	20	9	34	6	-	6
	21%	20%	24%	20%	23%	21%	-	18%	23%	29%	23%	21%	22%	11%	-	20%
Difficult (Net)	281	189	92	177	94	10	1	41	15	32	45	26	78	30	-	15
	51%	51%	50%	52%	48%	51%	100%	48%	46%	49%	51%	58%	50%	54%	-	48%
Fairly difficult (2)	77	47	31	41	31	5	-	8	4	10	7	13	28	5	-	2
	14%	13%	17%	12%	16%	28%	-	10%	12%	15%	7%	29%	18%	9%	-	8%
Very difficult (1)	204	142	61	136	63	4	1	32	11	22	38	13	50	25	-	12
	37%	38%	33%	40%	32%	23%	100%	38%	34%	34%	43%	29%	32%	45%	-	40%
Don't know	21	18	3	16	5	-	-	7	3	1	1	1	3	3	-	2
	4%	5%	2%	5%	3%	-	-	9%	8%	2%	2%	2%	2%	5%	-	7%
Not stated	15	10	5	7	8	-	-	3	-	-	2	3	5	2	-	1
	3%	3%	3%	2%	4%	-	-	4%	-	-	2%	6%	3%	4%	-	2%
Mean Score	2.30	2.27	2.35	2.24	2.39	2.53	1.00	2.26	2.36	2.34	2.27	2.20	2.38	2.19	-	2.30
Standard Deviation	1.21	1.23	1.17	1.22	1.19	1.16	-	1.25	1.23	1.16	1.26	1.05	1.18	1.32	-	1.29
Standard Error	0.054	0.069	0.087	0.071	0.089	0.265	-	0.147	0.217	0.147	0.138	0.178	0.100	0.201	-	0.239

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	527	256	114	84	22	51	91	224	78	114	20	145	76	86	112	18	43	7	
Weighted base	556	259	134	87	23	54	98	244	82	113	20	151	84	99	117	16	42	7	
Easy (Net)	239	127	54	26	11	20	39	102	37	52	9	58	40	39	46	12	21	2	
	43%	49%	41%	29%	49%	37%	40%	42%	44%	46%	47%	38%	47%	39%	39%	79%	50%	33%	
Very easy	(4)	121	73	25	11	5	7	22	49	17	27	5	32	20	18	20	8	12	-
		22%	28%	19%	12%	23%	13%	23%	20%	21%	24%	27%	21%	24%	18%	17%	48%	29%	-
Fairly easy	(3)	118	55	29	15	6	13	16	53	19	25	4	26	19	20	25	5	8	2
		21%	21%	22%	17%	26%	24%	17%	22%	24%	20%	24%	18%	23%	21%	31%	20%	33%	
Difficult (Net)	281	115	75	50	9	32	53	124	39	54	10	82	39	54	59	3	21	5	
		51%	44%	57%	57%	38%	60%	54%	51%	48%	48%	53%	54%	47%	54%	50%	18%	50%	67%
Fairly difficult	(2)	77	34	24	9	2	8	14	27	14	16	5	21	6	14	21	1	6	4
		14%	13%	18%	11%	10%	14%	15%	11%	18%	14%	27%	14%	7%	14%	18%	3%	14%	62%
Very difficult	(1)	204	81	52	40	6	25	38	97	25	38	5	61	34	39	38	2	15	*
		37%	31%	39%	46%	28%	46%	39%	40%	30%	34%	26%	40%	40%	39%	32%	15%	36%	6%
Don't know		21	13	1	5	2	1	2	14	4	1	-	8	3	5	5	-	-	-
		4%	5%	1%	5%	7%	1%	2%	6%	5%	1%	-	5%	3%	5%	4%	-	-	-
Not stated		15	3	3	8	1	1	4	3	2	6	-	3	3	2	8	*	-	-
		3%	1%	2%	9%	6%	1%	5%	1%	2%	5%	-	2%	3%	2%	6%	3%	-	-
Mean Score	2.30	2.49	2.21	1.95	2.51	2.05	2.24	2.24	2.38	2.39	2.47	2.21	2.33	2.19	2.27	3.15	2.43	2.27	
Standard Deviation	1.21	1.23	1.17	1.14	1.22	1.14	1.24	1.22	1.17	1.22	1.17	1.22	1.27	1.19	1.15	1.10	1.26	0.60	
Standard Error	0.054	0.079	0.111	0.132	0.279	0.162	0.133	0.084	0.137	0.117	0.262	0.104	0.149	0.134	0.114	0.266	0.192	0.227	

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	527	487	13	14	10	303	108	72	14	13	10	4	15	20	59	104	227	102
Weighted base	556	516	15	15	7	323	112	77	15	15	7	4	21	25	73	112	229	97
Easy (Net)	239	217	5	10	6	140	40	35	10	5	6	2	7	2	24	41	116	48
	43%	42%	30%	63%	91%	43%	36%	46%	63%	30%	91%	46%	34%	8%	33%	37%	51%	50%
Very easy (4)	121	110	3	5	1	74	17	18	5	3	1	1	3	1	7	22	64	24
	22%	21%	23%	35%	14%	23%	16%	23%	35%	23%	14%	33%	13%	5%	9%	20%	28%	24%
Fairly easy (3)	118	107	1	4	6	66	22	18	4	1	6	1	4	1	17	19	52	25
	21%	21%	8%	28%	77%	21%	20%	23%	28%	8%	77%	13%	21%	3%	24%	17%	23%	25%
Difficult (Net)	281	263	11	6	1	169	58	34	6	11	1	2	14	20	46	62	103	37
	51%	51%	70%	37%	9%	52%	52%	43%	37%	70%	9%	54%	66%	81%	64%	55%	45%	38%
Fairly difficult (2)	77	73	1	2	*	51	16	6	2	1	*	-	5	1	9	22	29	11
	14%	14%	8%	16%	6%	16%	14%	8%	16%	8%	6%	-	23%	6%	13%	20%	13%	11%
Very difficult (1)	204	189	9	3	*	117	42	28	3	9	*	2	9	19	37	40	73	26
	37%	37%	61%	21%	4%	36%	38%	36%	21%	61%	4%	54%	43%	75%	51%	36%	32%	27%
Don't know	21	21	-	-	-	7	6	8	-	-	-	-	-	-	3	4	3	12
	4%	4%	-	-	-	2%	6%	10%	-	-	-	-	-	-	3%	4%	1%	12%
Not stated	15	15	-	-	-	7	8	1	-	-	-	-	-	3	-	5	8	1
	3%	3%	-	-	-	2%	7%	1%	-	-	-	-	-	11%	-	4%	3%	1%
Mean Score	2.30	2.29	1.92	2.76	3.00	2.31	2.16	2.37	2.76	1.92	3.00	2.26	2.03	1.31	1.91	2.23	2.49	2.54
Standard Deviation	1.21	1.21	1.31	1.18	0.63	1.21	1.17	1.26	1.18	1.31	0.63	1.60	1.10	0.82	1.08	1.18	1.23	1.20
Standard Error	0.054	0.056	0.362	0.316	0.199	0.071	0.119	0.153	0.316	0.362	0.199	0.798	0.285	0.193	0.141	0.122	0.083	0.124

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

		Mode of transport for business trips				
		Total	Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base		527	336	156	33	2
Weighted base		556	363	158	34	2
Easy (Net)		239	135	82	20	1
		43%	37%	52%	61%	59%
Very easy	(4)	121	71	41	8	1
		22%	19%	26%	24%	59%
Fairly easy	(3)	118	65	41	12	-
		21%	18%	26%	37%	-
Difficult (Net)		281	196	71	13	1
		51%	54%	45%	39%	41%
Fairly difficult	(2)	77	41	28	8	1
		14%	11%	18%	24%	41%
Very difficult	(1)	204	155	43	5	-
		37%	43%	28%	15%	-
Don't know		21	19	2	-	-
		4%	5%	2%	-	-
Not stated		15	13	2	-	-
		3%	4%	2%	-	-
Mean Score		2.30	2.15	2.52	2.70	3.17
Standard Deviation		1.21	1.22	1.17	1.01	1.33
Standard Error		0.054	0.070	0.095	0.176	0.944

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	260	140	120	-	29	66	92	49	22	2	134	85	35	6	226	34	-	-	11	102	147
Weighted base	281	169	112	-	33	67	94	60	24	2	137	90	44	10	246	35	-	-	11	88	182
Prefer to meet face to face	91 32%	47 28%	44 39%	-	12 35%	22 33%	31 33%	17 28%	9 36%	1 26%	45 33%	30 34%	12 28%	4 38%	73 30%	18 53%	-	-	3 30%	30 34%	58 32%
It's more effective to meet face to face	85 30%	53 31%	32 28%	-	9 27%	29 43%	27 29%	11 18%	9 37%	-	48 35%	27 30%	10 22%	-	78 32%	7 21%	-	-	2 14%	22 25%	62 34%
Facilities not available at/near workplace	72 26%	43 25%	29 26%	-	6 19%	8 12%	33 35%	18 29%	7 30%	-	37 27%	22 24%	14 30%	-	64 26%	8 23%	-	-	2 18%	24 27%	47 26%
More convenient to meet face to face	57 20%	38 22%	20 18%	-	11 33%	16 24%	14 14%	8 14%	7 28%	1 74%	26 19%	23 26%	7 15%	1 15%	50 20%	7 21%	-	-	3 30%	12 14%	42 23%
I need to take things with me to the meeting	50 18%	34 20%	16 14%	-	10 30%	9 13%	16 17%	12 20%	3 14%	-	23 16%	9 10%	16 37%	2 22%	44 18%	6 17%	-	-	* 3%	19 22%	31 17%
The person/s I am meeting do not have the technology	38 14%	23 14%	15 13%	-	10 29%	7 10%	13 13%	8 13%	1 4%	-	19 14%	15 17%	4 9%	-	35 14%	3 9%	-	-	6 57%	13 15%	18 10%
Type of work that can't be done over the phone	28 10%	18 11%	10 9%	-	-	9 13%	9 9%	8 13%	2 9%	-	7 5%	9 10%	7 16%	5 47%	25 10%	3 8%	-	-	1 9%	13 15%	14 8%
Facilities not easily accessible at/near workplace	27 10%	18 10%	10 9%	-	1 4%	3 4%	17 18%	4 6%	3 11%	-	19 14%	5 5%	3 7%	-	24 10%	3 8%	-	-	-	11 12%	17 9%
I am not confident enough to use these technologies	8 3%	3 2%	5 5%	-	* 1%	-	5 5%	1 2%	-	1 74%	6 4%	* 4%	1 2%	-	7 3%	1 1%	-	-	-	2 2%	6 3%
Cheaper to meet face to face	4 1%	4 2%	-	-	2 5%	* *	2 2%	-	-	-	1 1%	3 3%	-	-	2 1%	1 4%	-	-	-	* *	3 2%
Other	16 6%	10 6%	6 5%	-	2 6%	6 9%	4 5%	3 4%	1 4%	-	10 7%	4 4%	3 6%	-	11 5%	5 13%	-	-	-	6 7%	10 6%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	260	26	168	23	43	40	40	22	158	111	83	52	14
Weighted base	281	40	146	32	63	45	48	32	156	106	100	60	15
Prefer to meet face to face	91 32%	15 37%	53 36%	12 37%	11 18%	14 32%	17 35%	9 28%	51 33%	32 30%	26 27%	25 41%	8 56%
It's more effective to meet face to face	85 30%	14 34%	42 28%	10 31%	20 32%	12 28%	19 39%	11 33%	43 28%	41 39%	20 20%	21 35%	3 21%
Facilities not available at/near workplace	72 26%	8 20%	35 24%	6 19%	23 37%	7 17%	16 33%	5 17%	44 28%	31 29%	21 21%	15 26%	5 31%
More convenient to meet face to face	57 20%	13 33%	29 20%	4 12%	11 18%	9 21%	10 21%	4 12%	34 22%	21 20%	19 19%	12 20%	5 35%
I need to take things with me to the meeting	50 18%	7 17%	27 19%	3 8%	14 22%	4 9%	8 17%	9 29%	29 18%	15 14%	14 14%	17 28%	5 35%
The person/s I am meeting do not have the technology	38 14%	9 22%	15 11%	3 8%	11 18%	4 9%	- -	5 15%	29 19%	15 14%	14 14%	8 13%	1 8%
Type of work that can't be done over the phone	28 10%	5 13%	13 9%	1 2%	9 15%	4 8%	5 10%	3 10%	16 10%	8 7%	13 13%	7 11%	1 4%
Facilities not easily accessible at/near workplace	27 10%	5 13%	11 7%	5 15%	6 10%	5 11%	5 11%	3 8%	15 9%	9 9%	9 9%	6 10%	4 24%
I am not confident enough to use these technologies	8 3%	- -	5 3%	- -	3 4%	2 4%	1 3%	- -	5 3%	2 2%	3 3%	3 4%	- -
Cheaper to meet face to face	4 1%	- -	4 3%	- -	- -	1 3%	- -	- -	2 2%	2 2%	1 1%	- -	- -
Other	16 6%	2 4%	8 5%	6 18%	1 1%	6 14%	- -	4 11%	6 4%	7 7%	4 4%	5 8%	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	260	168	92	165	85	9	1	42	16	28	44	21	69	27	-	13
Weighted base	281	189	92	177	94	10	1	41	15	32	45	26	78	30	-	15
Prefer to meet face to face	91 32%	62 33%	29 31%	52 30%	36 38%	3 30%	-	11 28%	7 49%	16 49%	19 42%	3 10%	22 29%	7 25%	-	6 39%
It's more effective to meet face to face	85 30%	60 32%	25 27%	48 27%	33 36%	3 32%	1 100%	15 36%	2 11%	11 33%	13 29%	12 45%	18 23%	8 28%	-	7 47%
Facilities not available at/near workplace	72 26%	52 28%	20 22%	49 28%	20 21%	4 39%	-	11 27%	1 9%	10 31%	6 13%	7 26%	26 33%	8 26%	-	4 25%
More convenient to meet face to face	57 20%	43 23%	14 16%	36 20%	21 23%	-	-	9 21%	3 23%	6 20%	7 15%	8 30%	20 26%	3 11%	-	1 5%
I need to take things with me to the meeting	50 18%	37 20%	13 14%	33 19%	16 17%	1 14%	-	9 21%	5 33%	7 21%	9 19%	-	9 12%	9 29%	-	3 23%
The person/s I am meeting do not have the technology	38 14%	23 12%	15 16%	21 12%	17 18%	-	-	2 5%	2 16%	4 11%	6 13%	-	16 20%	9 28%	-	-
Type of work that can't be done over the phone	28 10%	16 8%	12 13%	18 10%	8 9%	2 21%	-	5 13%	-	-	5 10%	3 12%	7 9%	4 14%	-	3 22%
Facilities not easily accessible at/near workplace	27 10%	18 9%	10 11%	15 8%	11 12%	1 12%	-	3 7%	3 23%	1 4%	2 5%	5 18%	8 10%	3 9%	-	2 15%
I am not confident enough to use these technologies	8 3%	7 3%	1 1%	7 4%	1 1%	-	-	3 8%	1 8%	*	-	-	3 4%	-	-	-
Cheaper to meet face to face	4 1%	3 2%	1 1%	2 1%	2 2%	-	-	* 1%	-	-	3 7%	-	-	-	-	-
Other	16 6%	8 4%	8 9%	9 5%	7 8%	-	-	1 3%	2 17%	3 10%	1 2%	4 16%	4 5%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	260	109	61	52	10	28	48	117	34	51	10	79	36	48	49	4	23	4
Weighted base	281	115	75	50	9	32	53	124	39	54	10	82	39	54	59	3	21	5
Prefer to meet face to face	91 32%	33 29%	24 32%	16 33%	1 11%	16 51%	15 29%	37 30%	15 39%	21 38%	3 28%	24 29%	7 18%	20 37%	19 32%	1 44%	13 61%	* 8%
It's more effective to meet face to face	85 30%	45 39%	15 19%	16 31%	1 6%	9 29%	8 15%	40 32%	13 34%	20 36%	4 37%	22 26%	10 26%	16 30%	25 43%	1 44%	6 30%	2 39%
Facilities not available at/near workplace	72 26%	24 21%	22 30%	14 29%	4 45%	7 23%	12 24%	36 29%	4 11%	15 28%	4 36%	22 27%	15 38%	11 21%	10 17%	2 82%	7 32%	3 53%
More convenient to meet face to face	57 20%	22 19%	15 20%	15 30%	2 28%	3 10%	6 11%	30 24%	11 29%	10 19%	-	19 23%	7 18%	10 19%	15 26%	1 44%	2 7%	-
I need to take things with me to the meeting	50 18%	15 13%	17 22%	10 20%	-	9 27%	10 18%	23 19%	8 21%	8 14%	1 13%	17 21%	6 15%	10 19%	11 19%	1 44%	3 15%	1 28%
The person/s I am meeting do not have the technology	38 14%	16 14%	10 14%	6 13%	-	6 18%	3 5%	18 15%	11 28%	6 11%	-	11 13%	4 10%	6 11%	7 12%	1 44%	2 12%	-
Type of work that can't be done over the phone	28 10%	14 13%	2 3%	5 11%	1 6%	5 16%	8 16%	9 7%	6 15%	2 4%	2 20%	11 13%	4 10%	3 5%	5 8%	-	2 9%	-
Facilities not easily accessible at/near workplace	27 10%	7 6%	10 13%	6 11%	1 11%	4 11%	5 10%	9 8%	4 10%	7 13%	1 11%	8 10%	3 9%	3 6%	7 11%	1 44%	3 16%	1 24%
I am not confident enough to use these technologies	8 3%	2 2%	1 1%	3 6%	1 17%	-	2 4%	5 4%	-	1 1%	-	2 2%	1 3%	4 8%	-	1 18%	-	-
Cheaper to meet face to face	4 1%	-	2 3%	-	1 14%	*	-	2 1%	-	2 4%	-	*	-	1 2%	2 3%	-	1 3%	-
Other	16 6%	4 4%	4 6%	3 6%	-	4 13%	3 6%	6 4%	3 7%	4 8%	-	6 7%	1 4%	2 3%	6 11%	-	1 4%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	260	243	9	5	2	146	59	36	5	9	2	2	8	15	36	58	97	46
Weighted base	281	263	11	6	1	169	58	34	6	11	1	2	14	20	46	62	103	37
Prefer to meet face to face	91 32%	84 32%	3 32%	2 34%	-	54 32%	22 39%	6 19%	2 34%	3 32%	-	2 70%	4 29%	8 41%	13 28%	22 36%	32 31%	12 32%
It's more effective to meet face to face	85 30%	83 31%	2 15%	1 14%	-	57 34%	17 29%	8 24%	1 14%	2 15%	-	-	5 34%	8 38%	12 25%	22 36%	31 30%	8 22%
Facilities not available at/near workplace	72 26%	70 27%	2 16%	* 8%	* 40%	42 25%	18 32%	9 26%	* 8%	2 16%	* 40%	1 30%	1 10%	3 15%	13 29%	15 24%	29 28%	11 30%
More convenient to meet face to face	57 20%	54 21%	3 32%	-	-	35 20%	10 18%	9 27%	-	3 32%	-	-	1 8%	1 7%	8 17%	13 21%	29 28%	5 14%
I need to take things with me to the meeting	50 18%	50 19%	* 3%	-	-	36 21%	9 15%	5 15%	-	* 3%	-	-	3 18%	7 36%	11 23%	11 18%	16 15%	3 8%
The person/s I am meeting do not have the technology	38 14%	32 12%	6 57%	-	* 60%	27 16%	5 9%	-	-	6 57%	* 60%	-	3 24%	2 12%	5 11%	6 10%	21 21%	-
Type of work that can't be done over the phone	28 10%	24 9%	1 9%	2 43%	-	17 10%	-	7 21%	2 43%	1 9%	-	-	4 28%	4 18%	3 7%	2 3%	13 12%	3 7%
Facilities not easily accessible at/near workplace	27 10%	27 10%	-	-	-	19 11%	5 9%	3 9%	-	-	-	-	1 8%	1 5%	5 12%	8 13%	10 10%	2 5%
I am not confident enough to use these technologies	8 3%	8 3%	-	-	-	6 4%	1 1%	1 2%	-	-	-	-	1 8%	-	1 3%	-	3 3%	2 6%
Cheaper to meet face to face	4 1%	4 1%	-	-	-	2 1%	1 1%	2 5%	-	-	-	-	-	-	-	1 1%	* *	3 7%
Other	16 6%	16 6%	-	-	-	7 4%	6 10%	4 10%	-	-	-	-	-	-	4 8%	6 9%	5 5%	1 4%

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	Mode of transport for business trips			
		Car/van/ motorbike	Public transport	Aeroplane	Walk/bicycle
Unweighted base	260	181	67	11	1
Weighted base	281	196	71	13	1
Prefer to meet face to face	91 32%	58 30%	25 35%	7 51%	1 100%
It's more effective to meet face to face	85 30%	61 31%	18 25%	6 42%	1 100%
Facilities not available at/near workplace	72 26%	52 26%	18 25%	2 16%	1 100%
More convenient to meet face to face	57 20%	50 25%	8 11%	- -	- -
I need to take things with me to the meeting	50 18%	38 19%	9 12%	3 27%	- -
The person/s I am meeting do not have the technology	38 14%	28 14%	9 13%	1 7%	- -
Type of work that can't be done over the phone	28 10%	22 11%	5 8%	- -	- -
Facilities not easily accessible at/near workplace	27 10%	15 8%	11 16%	1 7%	- -
I am not confident enough to use these technologies	8 3%	5 2%	2 3%	1 6%	- -
Cheaper to meet face to face	4 1%	2 1%	2 2%	- -	- -
Other	16 6%	11 6%	3 4%	2 12%	- -

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	519 27%	657 33%	37 12%	202 33%	179 27%	224 31%	185 32%	170 34%	181 34%	249 25%	385 31%	262 31%	280 34%	508 30%	149 28%	455 33%	58 21%	235 33%	521 35%	418 25%
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%	610 32%	852 42%	47 15%	217 36%	305 47%	309 43%	200 34%	190 38%	195 36%	388 39%	502 40%	283 33%	288 35%	616 36%	250 46%	551 40%	41 15%	214 30%	622 42%	624 37%
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%	266 14%	257 13%	43 14%	81 13%	86 13%	81 11%	87 15%	71 14%	74 14%	121 12%	180 14%	100 12%	122 15%	195 11%	89 17%	192 14%	47 17%	183 25%	183 12%	157 9%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	524 27%	239 12%	189 60%	105 17%	82 13%	113 16%	112 19%	74 15%	89 16%	231 23%	186 15%	208 24%	137 17%	400 23%	52 10%	182 13%	126 46%	86 12%	170 11%	506 30%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	187 33%	678 29%	128 27%	182 31%	151 31%	118 28%	97 23%	809 31%	204 26%	343 29%	295 28%	327 37%
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%	195 34%	872 38%	181 39%	214 36%	206 42%	189 44%	145 34%	922 36%	336 43%	418 36%	392 37%	306 34%
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%	114 20%	313 14%	52 11%	44 7%	56 11%	31 7%	50 12%	386 15%	113 14%	162 14%	133 13%	113 13%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	71 12%	436 19%	107 23%	149 25%	75 15%	89 21%	140 32%	459 18%	134 17%	244 21%	231 22%	149 17%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	635 30%	541 29%	685 32%	340 27%	120 29%	31 26%	260 33%	57 29%	124 29%	247 31%	50 25%	179 27%	160 33%	9 17%	80 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%	828 40%	634 35%	846 39%	466 38%	126 31%	24 20%	249 31%	68 34%	158 37%	346 43%	82 41%	271 40%	170 35%	21 38%	96 37%
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%	212 10%	311 17%	215 10%	173 14%	117 29%	18 15%	90 11%	35 18%	56 13%	78 10%	40 20%	93 14%	68 14%	12 23%	46 18%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	412 20%	350 19%	411 19%	261 21%	45 11%	45 38%	200 25%	39 20%	87 20%	129 16%	26 13%	131 19%	93 19%	13 23%	37 14%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	437 28%	185 26%	291 35%	86 36%	177 31%	165 31%	520 32%	103 27%	237 28%	151 29%	262 32%	141 29%	172 32%	120 25%	32 39%	41 29%	4 13%
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%	615 39%	277 38%	292 36%	76 31%	201 36%	224 43%	622 38%	154 40%	312 36%	150 29%	352 43%	182 38%	205 38%	205 43%	35 42%	51 36%	17 49%
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%	223 14%	105 15%	102 12%	30 12%	63 11%	57 11%	157 10%	57 15%	116 14%	135 26%	76 9%	40 8%	64 12%	70 15%	6 7%	22 16%	6 16%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	298 19%	155 21%	138 17%	49 21%	123 22%	78 15%	333 20%	68 18%	192 22%	90 17%	128 16%	122 25%	99 18%	85 18%	10 12%	28 20%	7 22%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	772 30%	46 31%	159 27%	188 33%	242 25%	251 31%	258 35%	159 27%	46 31%	188 33%	21 30%	166 33%	152 30%	173 35%	142 28%	121 24%	422 30%
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%	1046 41%	43 29%	195 33%	171 30%	392 41%	331 41%	293 39%	195 33%	43 29%	171 30%	29 42%	179 36%	179 36%	200 40%	198 40%	223 45%	484 34%
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%	284 11%	53 36%	54 9%	129 23%	104 11%	90 11%	79 11%	54 9%	53 36%	129 23%	10 15%	75 15%	78 16%	41 8%	62 13%	72 14%	195 14%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	479 19%	7 5%	191 32%	79 14%	223 23%	132 16%	114 15%	191 32%	7 5%	79 14%	9 13%	78 16%	90 18%	85 17%	97 19%	83 17%	329 23%

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	3923	1132	193	768
Weighted base	3923	1115	154	716
I usually only do a main shop (e.g. a weekly/ fortnightly shop)	1176 30%	- -	- -	- -
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%	884 79%	94 61%	484 68%
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%	231 21%	60 39%	232 32%
I do not usually do food shopping - someone else in my household does the food shopping	762 19%	- -	- -	- -

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1495	577	918	36	176	280	296	201	251	255	407	478	257	353	553	237	680	22	275	702	516
Weighted base	1462	610	852	47	217	305	309	200	190	195	388	502	283	288	616	250	551	41	214	622	624
Car/van as driver	731	330	402	18	90	154	176	109	97	88	230	267	134	101	370	117	236	8	4	292	436
	50%	54%	47%	39%	42%	51%	57%	55%	51%	45%	59%	53%	47%	35%	60%	47%	43%	19%	2%	47%	70%
Walk	466	194	272	16	91	108	96	55	54	47	117	143	88	117	180	85	174	24	135	205	125
	32%	32%	32%	35%	42%	35%	31%	27%	28%	24%	30%	29%	31%	41%	29%	34%	32%	59%	63%	33%	20%
Car/van as passenger	152	42	110	11	15	28	22	14	23	39	21	58	44	30	42	28	76	7	18	80	54
	10%	7%	13%	24%	7%	9%	7%	7%	12%	20%	5%	11%	16%	10%	7%	11%	14%	16%	9%	13%	9%
Bus	92	32	60	1	18	13	11	16	15	19	14	28	13	37	15	19	57	2	53	35	4
	6%	5%	7%	1%	8%	4%	3%	8%	8%	10%	4%	5%	5%	13%	2%	7%	10%	4%	25%	6%	1%
Bicycle	18	11	7	1	2	2	3	6	2	3	4	7	3	4	7	2	8	1	4	9	6
	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
Tube/metro/light rail/ tram	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1	-
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	-	-	*	-
Railway train	1	-	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-
	*	-	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-
Motorbike/moped/scooter	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-
	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1495	135	1064	132	164	192	169	110	1024	355	364	382	382
Weighted base	1462	195	872	181	214	206	189	145	922	336	418	392	306
Car/van as driver	731	71	418	79	163	100	98	75	459	170	227	197	131
	50%	36%	48%	44%	76%	48%	52%	52%	50%	51%	54%	50%	43%
Walk	466	74	316	59	17	76	64	39	287	127	120	120	97
	32%	38%	36%	32%	8%	37%	34%	27%	31%	38%	29%	31%	32%
Car/van as passenger	152	24	71	32	25	20	17	19	97	13	51	47	41
	10%	12%	8%	18%	12%	10%	9%	13%	11%	4%	12%	12%	13%
Bus	92	22	52	9	8	9	8	11	65	18	14	26	33
	6%	11%	6%	5%	4%	4%	4%	8%	7%	5%	3%	7%	11%
Bicycle	18	2	14	2	1	1	3	2	12	6	6	3	3
	1%	1%	2%	1%	*	1%	2%	1%	1%	2%	1%	1%	1%
Tube/metro/light rail/tram	1	1	-	-	-	-	-	-	1	1	-	-	-
	*	1%	-	-	-	-	-	-	*	*	-	-	-
Railway train	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*
Motorbike/moped/scooter	*	-	*	-	-	-	-	-	*	-	*	-	-
	*	-	*	-	-	-	-	-	*	-	*	-	-

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1495	806	689	846	479	142	28	266	66	160	350	76	278	182	21	92
Weighted base	1462	828	634	846	466	126	24	249	68	158	346	82	271	170	21	96
Car/van as driver	731	578	153	551	177	3	-	141	44	84	157	39	159	63	11	32
	50%	70%	24%	65%	38%	3%	-	57%	64%	53%	46%	47%	59%	37%	55%	34%
Walk	466	160	306	199	169	80	18	72	14	52	104	26	82	67	7	41
	32%	19%	48%	24%	36%	63%	77%	29%	20%	33%	30%	32%	30%	39%	36%	43%
Car/van as passenger	152	78	74	94	48	6	5	24	5	8	55	9	11	24	1	15
	10%	9%	12%	11%	10%	5%	20%	10%	8%	5%	16%	11%	4%	14%	3%	15%
Bus	92	8	84	2	55	35	1	12	4	13	26	4	13	13	1	7
	6%	1%	13%	*	12%	28%	3%	5%	5%	8%	7%	5%	5%	7%	5%	7%
Bicycle	18	3	14	-	15	3	-	-	2	1	3	3	5	3	-	1
	1%	*	2%	-	3%	2%	-	-	3%	1%	1%	3%	2%	2%	-	1%
Tube/metro/light rail/ tram	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	2%	-	-	-	-
Railway train	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-
Motorbike/moped/scooter	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-
	*	-	*	*	-	-	-	-	-	-	-	*	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1495	613	267	312	82	221	223	623	156	323	170	358	170	213	207	35	58	12
Weighted base	1462	615	277	292	76	201	224	622	154	312	150	352	182	205	205	35	51	17
Car/van as driver	731 50%	297 48%	144 52%	147 50%	45 59%	99 49%	144 64%	407 65%	67 44%	110 35%	3 2%	245 70%	140 77%	157 76%	107 52%	32 91%	28 54%	3 19%
Walk	466 32%	209 34%	91 33%	81 28%	18 24%	67 33%	58 26%	141 23%	58 38%	110 35%	98 66%	96 27%	27 15%	35 17%	61 30%	3 9%	15 30%	11 64%
Car/van as passenger	152 10%	57 9%	24 9%	42 14%	6 9%	23 12%	21 9%	74 12%	8 5%	39 13%	10 7%	10 3%	13 7%	13 6%	10 5%	-	5 9%	-
Bus	92 6%	47 8%	14 5%	19 6%	5 7%	7 4%	1 *	1 *	15 10%	39 13%	35 24%	1 *	1 1%	-	14 7%	-	2 4%	3 17%
Bicycle	18 1%	5 1%	5 2%	2 1%	1 1%	5 3%	-	-	4 3%	11 4%	3 2%	-	-	-	10 5%	-	1 2%	-
Tube/metro/light rail/ tram	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	1 1%	-	-	-
Railway train	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-
Motorbike/moped/scooter	* *	* *	-	-	-	-	-	* *	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1495	1053	47	160	228	373	330	318	160	47	228	32	210	200	193	193	214	485
Weighted base	1462	1046	43	195	171	392	331	293	195	43	171	29	179	179	200	198	223	484
Car/van as driver	731 50%	712 68%	-	14 7%	4 2%	274 70%	243 73%	182 62%	14 7%	-	4 2%	13 45%	51 29%	86 48%	117 59%	114 58%	131 59%	233 48%
Walk	466 32%	248 24%	27 62%	80 41%	109 64%	90 23%	67 20%	80 27%	80 41%	27 62%	109 64%	11 40%	90 50%	46 26%	54 27%	66 33%	73 33%	137 28%
Car/van as passenger	152 10%	51 5%	3 6%	81 42%	16 9%	18 5%	15 4%	16 5%	81 42%	3 6%	16 9%	2 8%	20 11%	29 16%	13 6%	12 6%	8 4%	70 14%
Bus	92 6%	20 2%	13 31%	17 9%	40 23%	5 1%	2 1%	10 4%	17 9%	13 31%	40 23%	2 8%	15 8%	15 9%	14 7%	2 1%	6 3%	40 8%
Bicycle	18 1%	12 1%	* 1%	3 1%	3 2%	3 1%	4 1%	5 2%	3 1%	* 1%	3 2%	-	3 1%	3 1%	2 1%	3 1%	3 1%	4 1%
Tube/metro/light rail/ tram	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	1 1%	-
Railway train	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	-
Motorbike/moped/scooter	* *	- -	* 1%	-	-	-	-	-	-	* 1%	-	-	-	* *	-	-	-	-

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	1495	864	107	524
Weighted base	1462	884	94	484
Car/van as driver	731 50%	731 83%	-	-
Walk	466 32%	-	-	466 96%
Car/van as passenger	152 10%	152 17%	-	-
Bus	92 6%	-	92 98%	-
Bicycle	18 1%	-	-	18 4%
Tube/metro/light rail/ tram	1 *	-	1 1%	-
Railway train	1 *	-	1 1%	-
Motorbike/moped/scooter	* *	* *	- -	- -

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	598	297	301	30	67	90	103	99	98	111	147	191	94	166	215	81	269	32	224	239	134
Weighted base	523	266	257	43	81	86	81	87	71	74	121	180	100	122	195	89	192	47	183	183	157
Walk	215	112	103	28	53	40	24	24	22	23	49	73	46	47	75	34	71	34	113	62	39
	41%	42%	40%	65%	66%	47%	29%	27%	32%	31%	40%	40%	46%	39%	39%	39%	37%	73%	62%	34%	25%
Car/van as driver	196	102	95	5	14	28	46	47	31	23	58	68	36	34	94	36	60	5	4	88	104
	38%	38%	37%	12%	18%	33%	57%	55%	44%	31%	48%	38%	36%	28%	48%	41%	31%	10%	2%	48%	66%
Bus	54	19	36	5	5	7	3	5	12	18	3	21	9	21	12	5	35	3	48	6	1
	10%	7%	14%	12%	6%	8%	4%	6%	16%	24%	3%	12%	9%	18%	6%	6%	18%	6%	26%	3%	*
Car/van as passenger	30	15	15	5	4	9	1	3	3	5	3	11	5	11	1	7	17	4	8	17	5
	6%	6%	6%	11%	4%	10%	2%	4%	4%	7%	3%	6%	5%	9%	1%	8%	9%	8%	4%	9%	3%
Bicycle	17	12	6	-	1	1	5	4	2	4	3	6	3	6	6	4	7	-	5	8	4
	3%	4%	2%	-	2%	2%	6%	5%	3%	5%	3%	3%	3%	5%	3%	5%	4%	-	3%	4%	3%
Motorbike/moped/scooter	5	5	-	-	-	-	2	1	-	1	2	-	1	1	4	-	1	-	1	-	4
	1%	2%	-	-	-	-	3%	2%	-	1%	2%	-	1%	1%	2%	-	1%	-	1%	-	2%
Tube/metro/light rail/ tram	3	2	1	-	1	-	-	2	-	*	2	-	*	1	-	2	*	1	3	-	-
	1%	1%	1%	-	1%	-	-	2%	-	1%	1%	-	*	1%	-	2%	*	2%	2%	-	-
Railway train	3	-	3	-	2	-	-	-	1	-	1	2	-	-	3	-	-	-	1	2	-
	*	-	1%	-	2%	-	-	-	1%	-	*	1%	-	-	1%	-	-	-	*	1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	598	90	417	47	44	46	32	40	480	128	156	147	164
Weighted base	523	114	313	52	44	56	31	50	386	113	162	133	113
Walk	215 41%	70 62%	118 38%	24 47%	2 5%	28 51%	9 30%	17 34%	160 41%	52 46%	68 42%	56 42%	39 34%
Car/van as driver	196 38%	26 23%	114 36%	22 42%	34 78%	20 35%	15 50%	21 42%	140 36%	39 35%	72 44%	53 40%	31 28%
Bus	54 10%	10 9%	39 13%	2 4%	3 6%	5 8%	1 4%	2 5%	46 12%	10 9%	7 4%	9 7%	29 26%
Car/van as passenger	30 6%	2 2%	23 7%	2 5%	2 5%	1 3%	4 14%	5 9%	19 5%	3 3%	5 3%	11 9%	10 9%
Bicycle	17 3%	1 1%	14 5%	* 1%	2 5%	2 3%	* 1%	4 7%	12 3%	7 6%	5 3%	4 3%	2 2%
Motorbike/moped/scooter	5 1%	-	5 1%	-	-	-	-	2 3%	3 1%	1 *	3 2%	-	1 1%
Tube/metro/light rail/ tram	3 1%	3 2%	* *	-	-	-	-	-	3 1%	-	3 2%	-	* *
Railway train	3 *	2 2%	-	1 1%	-	-	-	-	3 1%	2 2%	-	-	1 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	598	242	356	250	204	121	23	119	35	53	102	33	90	84	14	59
Weighted base	523	212	311	215	173	117	18	90	35	56	78	40	93	68	12	46
Walk	215	46	169	59	60	80	16	39	15	17	27	19	46	22	5	21
	41%	22%	54%	27%	35%	68%	90%	44%	43%	30%	35%	47%	50%	33%	41%	46%
Car/van as driver	196	145	51	141	52	3	-	33	13	25	35	11	32	26	5	14
	38%	68%	17%	66%	30%	3%	-	37%	37%	45%	45%	29%	35%	39%	38%	32%
Bus	54	1	53	-	28	27	-	12	2	3	8	3	5	12	2	6
	10%	1%	17%	-	16%	23%	-	14%	6%	5%	11%	8%	6%	17%	18%	12%
Car/van as passenger	30	16	14	15	14	-	1	2	3	4	5	3	4	5	*	3
	6%	7%	5%	7%	8%	-	4%	3%	8%	7%	6%	8%	4%	7%	4%	6%
Bicycle	17	4	13	-	13	4	-	1	*	4	1	2	4	3	-	2
	3%	2%	4%	-	8%	3%	-	1%	1%	8%	1%	5%	5%	4%	-	4%
Motorbike/moped/scooter	5	-	5	-	3	1	1	1	1	-	-	2	-	-	-	1
	1%	-	1%	-	2%	1%	5%	1%	4%	-	-	4%	-	-	-	1%
Tube/metro/light rail/tram	3	-	3	-	-	3	-	*	-	1	2	-	-	-	-	-
	1%	-	1%	-	-	3%	-	1%	-	2%	2%	-	-	-	-	-
Railway train	3	-	3	-	3	-	-	-	-	2	-	-	1	-	-	-
	*	-	1%	-	1%	-	-	-	-	4%	-	-	1%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	598	246	102	121	40	89	61	189	58	146	144	90	48	75	79	8	25	6
Weighted base	523	223	105	102	30	63	57	157	57	116	135	76	40	64	70	6	22	6
Walk	215 41%	98 44%	52 49%	31 30%	15 52%	19 30%	18 31%	41 26%	28 48%	32 28%	96 71%	19 24%	6 15%	14 23%	25 35%	1 23%	5 23%	5 90%
Car/van as driver	196 38%	87 39%	31 29%	44 43%	11 37%	24 38%	37 64%	105 67%	12 21%	40 35%	3 2%	54 71%	33 82%	49 76%	28 40%	4 77%	16 73%	-
Bus	54 10%	20 9%	5 5%	13 13%	3 11%	12 19%	-	-	3 5%	25 22%	27 20%	-	-	-	2 2%	-	1 4%	-
Car/van as passenger	30 6%	6 3%	11 11%	6 6%	-	7 11%	3 5%	12 7%	6 10%	9 7%	1 1%	4 5%	1 3%	1 1%	3 4%	-	-	-
Bicycle	17 3%	9 4%	2 2%	5 5%	-	1 1%	-	-	7 12%	7 6%	4 3%	-	-	-	10 14%	-	-	-
Motorbike/moped/scooter	5 1%	1 1%	1 1%	2 2%	-	1 1%	-	-	-	3 3%	2 1%	-	-	-	3 4%	-	-	1 10%
Tube/metro/light rail/ tram	3 1%	1 *	2 1%	* *	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-
Railway train	3 *	1 *	2 2%	- -	- -	- -	- -	- -	3 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	598	331	52	40	172	129	101	92	40	52	172	9	99	87	53	72	89	198
Weighted base	523	284	53	54	129	104	90	79	54	53	129	10	75	78	41	62	72	195
Walk	215 41%	75 27%	38 70%	25 47%	75 58%	21 20%	25 28%	27 34%	25 47%	38 70%	75 58%	3 26%	25 33%	30 38%	14 35%	21 33%	27 38%	98 50%
Car/van as driver	196 38%	184 65%	4 7%	7 12%	1 1%	74 71%	57 63%	46 58%	7 12%	4 7%	1 1%	7 63%	24 31%	28 36%	17 41%	28 45%	36 50%	64 33%
Bus	54 10%	2 1%	8 16%	4 8%	39 30%	-	1 1%	2 2%	4 8%	8 16%	39 30%	-	16 21%	9 12%	3 8%	5 8%	1 1%	20 10%
Car/van as passenger	30 6%	8 3%	-	13 25%	8 6%	4 4%	1 1%	3 3%	13 25%	-	8 6%	1 11%	4 5%	10 13%	3 7%	1 2%	2 3%	9 5%
Bicycle	17 3%	10 4%	2 4%	2 3%	3 3%	3 3%	5 5%	2 3%	2 3%	2 4%	3 3%	-	6 8%	1 1%	3 7%	3 6%	1 2%	3 1%
Motorbike/moped/scooter	5 1%	4 1%	-	-	1 1%	2 2%	1 2%	-	-	-	1 1%	-	* 1%	-	-	1 2%	2 3%	1 *
Tube/metro/light rail/ tram	3 1%	-	2 3%	-	1 1%	-	-	-	-	2 3%	1 1%	-	1 1%	-	-	-	2 2%	* *
Railway train	3 *	-	-	2 4%	1 *	-	-	-	2 4%	-	1 *	-	-	-	1 1%	2 3%	-	-

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	598	268	86	244
Weighted base	523	231	60	232
Walk	215 41%	-	-	215 92%
Car/van as driver	196 38%	196 85%	-	-
Bus	54 10%	-	54 91%	-
Car/van as passenger	30 6%	30 13%	-	-
Bicycle	17 3%	-	-	17 8%
Motorbike/moped/scooter	5 1%	5 2%	-	-
Tube/metro/light rail/ tram	3 1%	-	3 5%	-
Railway train	3 *	-	3 4%	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2093	874	1219	66	243	370	399	300	349	366	554	669	351	519	768	318	949	54	499	941	650
Weighted base	1985	875	1110	90	298	390	390	287	261	269	509	682	383	410	811	340	743	88	396	806	781
Car/van as driver	928	432	496	23	105	182	222	156	128	111	289	334	170	135	465	153	297	13	8	380	539
	47%	49%	45%	26%	35%	47%	57%	55%	49%	41%	57%	49%	44%	33%	57%	45%	40%	14%	2%	47%	69%
Walk	680	305	375	44	144	148	120	78	76	69	166	216	134	164	256	119	244	58	248	268	164
	34%	35%	34%	49%	48%	38%	31%	27%	29%	26%	33%	32%	35%	40%	32%	35%	33%	66%	63%	33%	21%
Car/van as passenger	182	57	125	16	19	37	23	18	26	44	24	68	49	41	43	35	93	11	26	97	59
	9%	7%	11%	18%	6%	10%	6%	6%	10%	16%	5%	10%	13%	10%	5%	10%	13%	12%	7%	12%	8%
Bus	146	51	96	6	23	19	13	22	27	37	18	49	22	58	27	24	92	4	101	41	5
	7%	6%	9%	6%	8%	5%	3%	8%	10%	14%	3%	7%	6%	14%	3%	7%	12%	5%	25%	5%	1%
Bicycle	35	23	13	1	3	4	8	10	4	6	8	12	6	9	13	7	15	1	9	16	10
	2%	3%	1%	1%	1%	1%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%
Motorbike/moped/scooter	5	5	*	-	-	-	2	1	-	1	2	-	1	1	4	-	1	-	1	-	4
	*	1%	*	-	-	-	1%	*	-	1%	*	-	*	*	*	-	*	-	*	-	*
Tube/metro/light rail/tram	4	3	1	-	2	-	-	2	-	*	3	-	*	1	1	2	*	1	3	1	-
	*	*	*	-	1%	-	-	1%	-	*	1%	-	*	*	*	*	*	1%	1%	*	-
Railway train	3	-	3	-	2	-	1	-	1	-	1	3	-	-	3	-	-	-	1	3	-
	*	-	*	-	1%	-	*	-	*	-	*	*	-	-	*	-	-	-	*	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2093	225	1481	179	208	238	201	150	1504	483	520	529	546
Weighted base	1985	309	1185	233	258	261	219	195	1309	448	581	525	419
Car/van as driver	928 47%	97 31%	532 45%	101 43%	197 77%	119 46%	113 51%	96 49%	600 46%	209 47%	299 51%	249 47%	162 39%
Walk	680 34%	145 47%	433 37%	83 36%	19 7%	105 40%	73 33%	56 28%	447 34%	179 40%	188 32%	176 34%	136 32%
Car/van as passenger	182 9%	26 8%	94 8%	35 15%	27 11%	21 8%	21 10%	24 12%	117 9%	16 4%	56 10%	58 11%	51 12%
Bus	146 7%	33 11%	92 8%	12 5%	11 4%	13 5%	9 4%	13 7%	111 8%	28 6%	21 4%	35 7%	62 15%
Bicycle	35 2%	3 1%	28 2%	2 1%	3 1%	3 1%	3 2%	5 3%	24 2%	13 3%	11 2%	6 1%	5 1%
Motorbike/moped/scooter	5 *	-	5 *	-	-	-	-	2 1%	3 *	1 *	3 1%	-	1 *
Tube/metro/light rail/ tram	4 *	4 1%	* *	-	-	-	-	-	4 *	1 *	3 *	-	* *
Railway train	3 *	2 1%	1 *	1 *	-	-	-	-	3 *	2 *	-	-	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2093	1048	1045	1096	683	263	51	385	101	213	452	109	368	266	35	151
Weighted base	1985	1040	945	1061	639	243	42	339	104	214	423	122	363	238	33	142
Car/van as driver	928	724	204	692	230	6	-	174	57	109	193	50	191	89	16	47
	47%	70%	22%	65%	36%	3%	-	51%	55%	51%	45%	41%	53%	38%	49%	33%
Walk	680	206	475	258	229	160	35	111	29	69	131	44	129	89	12	62
	34%	20%	50%	24%	36%	66%	83%	33%	28%	32%	31%	37%	35%	37%	38%	44%
Car/van as passenger	182	94	88	109	62	6	6	27	8	12	60	12	15	29	1	17
	9%	9%	9%	10%	10%	2%	13%	8%	8%	6%	14%	10%	4%	12%	3%	12%
Bus	146	9	137	2	83	61	1	24	6	16	34	7	18	24	3	13
	7%	1%	15%	*	13%	25%	2%	7%	6%	7%	8%	6%	5%	10%	10%	9%
Bicycle	35	8	27	-	29	7	-	1	2	5	4	5	10	6	-	3
	2%	1%	3%	-	4%	3%	-	*	2%	3%	1%	4%	3%	2%	-	2%
Motorbike/moped/scooter	5	-	5	*	3	1	1	1	1	-	-	2	-	-	-	1
	*	-	1%	*	*	*	2%	*	1%	-	-	2%	-	-	-	*
Tube/metro/light rail/tram	4	-	4	-	1	3	-	*	-	1	2	1	-	-	-	-
	*	-	*	-	*	1%	-	*	-	*	*	1%	-	-	-	-
Railway train	3	-	3	-	3	-	-	-	-	2	-	-	1	1	-	-
	*	-	*	-	1%	-	-	-	-	1%	-	-	*	*	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2093	859	369	433	122	310	284	812	214	469	314	448	218	288	286	43	83	18
Weighted base	1985	839	383	394	105	264	281	780	211	428	285	428	222	269	275	40	73	22
Car/van as driver	928 47%	385 46%	175 46%	191 48%	56 53%	122 46%	180 64%	512 66%	79 38%	150 35%	6 2%	299 70%	173 78%	205 76%	135 49%	36 89%	44 60%	3 15%
Walk	680 34%	306 37%	143 37%	112 28%	34 32%	86 33%	76 27%	182 23%	86 41%	143 33%	194 68%	114 27%	33 15%	50 18%	86 31%	4 11%	21 28%	16 70%
Car/van as passenger	182 9%	63 7%	35 9%	48 12%	6 6%	30 11%	24 8%	85 11%	14 7%	48 11%	11 4%	14 3%	14 7%	14 5%	13 5%	-	5 7%	-
Bus	146 7%	67 8%	20 5%	32 8%	8 8%	19 7%	1 *	1 *	18 9%	65 15%	62 22%	1 *	1 *	-	15 5%	-	3 4%	3 13%
Bicycle	35 2%	14 2%	7 2%	7 2%	1 1%	6 2%	-	-	11 5%	18 4%	7 2%	-	-	-	21 7%	-	1 1%	-
Motorbike/moped/scooter	5 *	2 *	1 *	2 1%	-	1 *	-	*	-	3 1%	2 1%	-	-	-	3 1%	-	-	1 2%
Tube/metro/light rail/ tram	4 *	1 *	2 *	2 *	-	-	-	-	-	1 *	3 1%	-	-	-	1 *	-	-	-
Railway train	3 *	1 *	2 1%	-	-	-	-	-	3 2%	-	-	-	-	-	1 *	-	-	-

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2093	1384	99	200	400	502	431	410	200	99	400	41	309	287	246	265	303	683
Weighted base	1985	1330	96	249	300	497	421	373	249	96	300	39	254	256	240	260	295	679
Car/van as driver	928 47%	897 67%	4 4%	21 8%	4 1%	348 70%	300 71%	228 61%	21 8%	4 4%	4 1%	20 50%	75 29%	113 44%	134 56%	143 55%	167 57%	297 44%
Walk	680 34%	324 24%	64 67%	105 42%	184 61%	111 22%	92 22%	106 29%	105 42%	64 67%	184 61%	14 36%	115 45%	75 29%	68 28%	87 33%	101 34%	235 35%
Car/van as passenger	182 9%	60 4%	3 3%	95 38%	23 8%	22 4%	16 4%	19 5%	95 38%	3 3%	23 8%	3 9%	24 10%	39 15%	16 6%	13 5%	10 4%	79 12%
Bus	146 7%	23 2%	22 22%	21 9%	79 26%	5 1%	3 1%	12 3%	21 9%	22 22%	79 26%	2 6%	30 12%	24 9%	17 7%	7 3%	7 2%	60 9%
Bicycle	35 2%	22 2%	2 2%	4 2%	7 2%	6 1%	9 2%	7 2%	4 2%	2 2%	7 2%	-	9 3%	4 1%	5 2%	6 2%	4 1%	7 1%
Motorbike/moped/scooter	5 *	4 *	* *	- -	1 *	2 *	1 *	- -	- -	* *	1 *	- -	* *	* *	- -	1 1%	2 1%	1 *
Tube/metro/light rail/ tram	4 *	1 *	2 2%	- -	1 *	1 *	- -	- -	- -	2 2%	1 *	- -	1 *	- -	- -	- -	3 1%	* *
Railway train	3 *	1 *	- -	2 1%	1 *	- -	- -	1 *	2 1%	- -	1 *	- -	- -	- -	1 *	3 1%	- -	- -

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	2093	1132	193	768
Weighted base	1985	1115	154	716
Car/van as driver	928 47%	928 83%	-	-
Walk	680 34%	-	-	680 95%
Car/van as passenger	182 9%	182 16%	-	-
Bus	146 7%	-	146 95%	-
Bicycle	35 2%	-	-	35 5%
Motorbike/moped/scooter	5 *	5 *	-	-
Tube/metro/light rail/ tram	4 *	-	4 3%	-
Railway train	3 *	-	3 2%	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1495	577	918	36	176	280	296	201	251	255	407	478	257	353	553	237	680	22	275	702	516
Weighted base	1462	610	852	47	217	305	309	200	190	195	388	502	283	288	616	250	551	41	214	622	624
Once in the last month	7 *	4 1%	3 *	1 1%	2 1%	1 *	2 1%	* *	1 *	- -	4 1%	2 *	1 *	1 *	5 1%	1 1%	1 *	- -	1 *	3 *	4 1%
Twice in the last month	47 3%	27 4%	20 2%	5 11%	9 4%	11 4%	4 1%	9 4%	5 3%	5 2%	14 4%	12 2%	9 3%	12 4%	25 4%	2 1%	16 3%	5 12%	6 3%	25 4%	16 3%
More or less weekly	404 28%	175 29%	229 27%	21 45%	64 30%	86 28%	72 23%	63 32%	58 31%	39 20%	124 32%	148 29%	72 25%	61 21%	185 30%	63 25%	138 25%	18 44%	49 23%	163 26%	192 31%
Twice weekly	668 46%	255 42%	412 48%	11 23%	103 47%	128 42%	163 53%	79 40%	83 44%	101 52%	167 43%	231 46%	137 48%	132 46%	271 44%	125 50%	253 46%	16 39%	92 43%	272 44%	303 49%
3 to 4 times a week	264 18%	123 20%	141 16%	3 6%	28 13%	65 21%	56 18%	40 20%	35 18%	38 19%	61 16%	87 17%	53 19%	63 22%	113 18%	41 16%	109 20%	1 2%	53 25%	121 19%	90 14%
Once a day	65 4%	22 4%	43 5%	6 12%	9 4%	12 4%	9 3%	8 4%	8 4%	12 6%	17 4%	18 4%	10 3%	20 7%	15 2%	15 6%	34 6%	1 3%	14 7%	35 6%	16 3%
More than once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6 *	2 *	4 *	1 2%	2 1%	1 *	2 1%	-	-	-	1 *	3 1%	1 *	1 *	2 *	3 1%	1 *	-	-	3 *	3 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1495	135	1064	132	164	192	169	110	1024	355	364	382	382
Weighted base	1462	195	872	181	214	206	189	145	922	336	418	392	306
Once in the last month	7 *	-	7 1%	-	-	1 *	2 1%	-	4 *	4 1%	1 *	2 1%	-
Twice in the last month	47 3%	14 7%	20 2%	4 2%	9 4%	3 2%	4 2%	-	40 4%	12 4%	11 3%	9 2%	15 5%
More or less weekly	404 28%	66 34%	229 26%	49 27%	60 28%	57 28%	36 19%	42 29%	269 29%	97 29%	120 29%	104 27%	80 26%
Twice weekly	668 46%	49 25%	410 47%	95 53%	113 53%	92 45%	99 52%	72 50%	405 44%	146 44%	199 47%	186 47%	132 43%
3 to 4 times a week	264 18%	58 30%	158 18%	23 13%	25 12%	39 19%	35 18%	29 20%	162 18%	60 18%	71 17%	69 18%	63 21%
Once a day	65 4%	7 4%	42 5%	10 5%	7 3%	11 6%	14 7%	3 2%	38 4%	14 4%	14 3%	22 6%	15 5%
More than once a day	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6 *	-	6 1%	-	-	2 1%	-	-	4 *	2 1%	3 1%	* *	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1495	806	689	846	479	142	28	266	66	160	350	76	278	182	21	92
Weighted base	1462	828	634	846	466	126	24	249	68	158	346	82	271	170	21	96
Once in the last month	7 *	5 1%	3 *	5 1%	2 *	1 *	-	2 1%	-	1 1%	* *	2 2%	1 *	2 1%	-	-
Twice in the last month	47 3%	28 3%	20 3%	29 3%	12 3%	5 4%	1 3%	9 4%	-	3 2%	17 5%	2 3%	10 4%	4 2%	-	3 3%
More or less weekly	404 28%	237 29%	167 26%	232 27%	130 28%	34 27%	8 33%	82 33%	18 26%	43 27%	83 24%	21 26%	83 31%	47 28%	9 42%	17 18%
Twice weekly	668 46%	394 48%	273 43%	401 47%	210 45%	50 39%	7 30%	102 41%	37 54%	73 46%	170 49%	31 37%	129 48%	79 46%	6 29%	42 43%
3 to 4 times a week	264 18%	129 16%	135 21%	144 17%	81 17%	33 26%	6 23%	40 16%	12 17%	30 19%	53 15%	24 29%	38 14%	26 15%	6 29%	33 35%
Once a day	65 4%	29 4%	36 6%	33 4%	26 6%	3 3%	3 11%	13 5%	2 3%	7 5%	19 6%	-	10 4%	12 7%	-	1 1%
More than once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6 *	6 1%	-	3 *	4 1%	-	-	2 1%	-	-	3 1%	2 2%	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1495	613	267	312	82	221	223	623	156	323	170	358	170	213	207	35	58	12
Weighted base	1462	615	277	292	76	201	224	622	154	312	150	352	182	205	205	35	51	17
Once in the last month	7 *	3 *	1 *	2 1%	1 1%	* *	- -	5 1%	1 1%	1 *	1 *	3 1%	1 1%	- -	1 1%	1 1%	- -	- -
Twice in the last month	47 3%	17 3%	8 3%	13 4%	6 8%	4 2%	5 2%	24 4%	1 *	12 4%	6 4%	11 3%	10 5%	7 4%	3 2%	1 2%	2 4%	- -
More or less weekly	404 28%	182 30%	78 28%	74 25%	18 23%	52 26%	60 27%	172 28%	51 33%	79 25%	42 28%	100 28%	54 30%	47 23%	67 32%	10 29%	18 36%	10 60%
Twice weekly	668 46%	267 43%	136 49%	142 49%	31 41%	92 46%	114 51%	287 46%	65 42%	146 47%	57 38%	160 45%	88 49%	108 53%	100 49%	9 25%	17 34%	4 21%
3 to 4 times a week	264 18%	124 20%	39 14%	47 16%	15 20%	39 19%	37 16%	107 17%	29 19%	52 17%	39 26%	61 17%	21 12%	39 19%	30 15%	15 43%	5 10%	3 19%
Once a day	65 4%	18 3%	15 5%	13 5%	5 7%	14 7%	8 4%	25 4%	6 4%	20 6%	6 4%	17 5%	6 3%	4 2%	3 2%	- -	5 10%	- -
More than once a day	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	6 *	4 1%	* *	1 *	- -	1 *	1 1%	2 *	- -	4 1%	- -	1 *	2 1%	- -	1 *	- -	3 6%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1495	1053	47	160	228	373	330	318	160	47	228	32	210	200	193	193	214	485
Weighted base	1462	1046	43	195	171	392	331	293	195	43	171	29	179	179	200	198	223	484
Once in the last month	7 *	6 1%	-	1 *	1 *	3 1%	* 1%	2 1%	1 *	-	1 *	* 1%	1 1%	* 1%	2 1%	2 1%	-	2 *
Twice in the last month	47 3%	33 3%	1 1%	8 4%	5 3%	9 2%	12 4%	9 3%	8 4%	1 1%	5 3%	3 9%	4 2%	6 3%	3 1%	6 3%	4 2%	25 5%
More or less weekly	404 28%	306 29%	9 22%	46 24%	39 23%	108 28%	103 31%	89 30%	46 24%	9 22%	39 23%	6 20%	37 21%	54 30%	56 28%	72 37%	76 34%	109 23%
Twice weekly	668 46%	485 46%	22 51%	89 46%	70 41%	186 47%	151 46%	132 45%	89 46%	22 51%	70 41%	15 52%	92 51%	72 40%	98 49%	89 45%	109 49%	208 43%
3 to 4 times a week	264 18%	174 17%	5 11%	35 18%	48 28%	72 18%	47 14%	53 18%	35 18%	5 11%	48 28%	2 7%	33 18%	36 20%	30 15%	25 13%	27 12%	113 23%
Once a day	65 4%	35 3%	6 14%	16 8%	8 5%	14 4%	14 4%	8 3%	16 8%	6 14%	8 5%	-	12 6%	11 6%	12 6%	4 2%	6 3%	21 4%
More than once a day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	6 *	6 1%	-	-	-	-	3 1%	-	-	-	-	3 10%	-	-	-	-	-	6 1%

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	1495	864	107	524
Weighted base	1462	884	94	484
Once in the last month	7 *	5 1%	-	3 1%
Twice in the last month	47 3%	35 4%	3 3%	9 2%
More or less weekly	404 28%	266 30%	22 23%	116 24%
Twice weekly	668 46%	400 45%	41 44%	226 47%
3 to 4 times a week	264 18%	140 16%	21 23%	103 21%
Once a day	65 4%	32 4%	6 7%	27 6%
More than once a day	-	-	-	-
Don't know	6 *	6 1%	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	598	297	301	30	67	90	103	99	98	111	147	191	94	166	215	81	269	32	224	239	134
Weighted base	523	266	257	43	81	86	81	87	71	74	121	180	100	122	195	89	192	47	183	183	157
Once in the last month	*	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-	*	-	-
	*	*	-	-	1%	-	-	-	-	-	-	-	-	*	-	-	*	-	*	-	-
Twice in the last month	14	8	6	3	5	-	2	2	1	2	3	3	5	3	4	1	2	7	5	1	8
	3%	3%	2%	6%	7%	-	2%	2%	1%	2%	2%	2%	5%	3%	2%	2%	1%	15%	3%	1%	5%
More or less weekly	38	16	22	7	12	6	8	*	1	3	11	15	5	7	18	7	7	5	13	11	14
	7%	6%	8%	15%	15%	7%	10%	*	2%	4%	9%	9%	5%	6%	9%	8%	3%	12%	7%	6%	9%
Twice weekly	156	76	79	19	25	25	26	30	12	18	33	60	25	38	68	31	43	13	52	49	55
	30%	29%	31%	45%	31%	29%	32%	35%	17%	25%	27%	33%	25%	31%	35%	34%	22%	29%	29%	27%	35%
3 to 4 times a week	231	118	113	13	21	39	35	40	42	41	60	74	43	53	80	30	103	18	73	92	66
	44%	44%	44%	30%	26%	45%	43%	46%	59%	55%	49%	41%	43%	44%	41%	33%	54%	38%	40%	50%	42%
Once a day	79	43	36	1	17	14	10	14	13	10	14	25	22	18	21	19	35	3	39	27	13
	15%	16%	14%	3%	21%	16%	12%	16%	19%	14%	12%	14%	22%	15%	11%	22%	18%	7%	21%	15%	8%
More than once a day	2	2	-	-	-	2	-	-	*	-	-	2	-	*	2	-	*	-	*	2	-
	*	1%	-	-	-	2%	-	-	1%	-	-	1%	-	*	1%	-	*	-	*	1%	-
Don't know	3	1	2	-	-	-	1	1	1	-	1	-	1	1	1	1	1	-	-	2	1
	*	*	1%	-	-	-	1%	1%	2%	-	1%	-	1%	1%	*	1%	*	-	-	1%	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	598	90	417	47	44	46	32	40	480	128	156	147	164
Weighted base	523	114	313	52	44	56	31	50	386	113	162	133	113
Once in the last month	*	-	*	-	-	-	-	-	*	-	-	*	-
Twice in the last month	14 3%	1 1%	12 4%	1 2%	-	3 6%	-	2 3%	10 2%	2 2%	6 3%	5 3%	2 2%
More or less weekly	38 7%	7 7%	21 7%	5 10%	4 9%	6 11%	-	4 9%	27 7%	10 8%	15 9%	8 6%	6 5%
Twice weekly	156 30%	29 25%	106 34%	11 22%	10 23%	14 24%	9 31%	22 44%	111 29%	39 35%	61 38%	31 23%	26 23%
3 to 4 times a week	231 44%	55 48%	122 39%	29 57%	25 56%	24 44%	18 59%	13 26%	175 45%	48 42%	62 38%	62 46%	57 50%
Once a day	79 15%	20 17%	51 16%	5 10%	4 8%	6 11%	3 8%	9 19%	61 16%	12 10%	18 11%	28 21%	22 19%
More than once a day	2 *	2 2%	* *	- -	- -	2 4%	- -	- -	* *	2 2%	- -	- -	* *
Don't know	3 *	- -	1 *	- -	2 4%	- -	1 2%	- -	2 *	1 1%	1 1%	- -	1 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	598	242	356	250	204	121	23	119	35	53	102	33	90	84	14	59
Weighted base	523	212	311	215	173	117	18	90	35	56	78	40	93	68	12	46
Once in the last month	*	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-
Twice in the last month	14	9	6	8	2	5	-	4	2	4	1	1	-	2	-	1
More or less weekly	38	15	23	17	13	9	-	8	3	4	8	3	7	3	-	3
Twice weekly	156	70	86	62	57	32	5	27	10	18	25	17	30	15	3	10
3 to 4 times a week	231	87	144	96	77	45	12	42	17	23	33	9	34	33	9	28
Once a day	79	29	50	28	23	27	1	9	4	6	11	10	19	15	*	4
More than once a day	2	*	2	*	2	-	-	*	-	-	-	-	2	-	-	-
Don't know	3	2	1	3	-	-	-	-	1	-	1	-	1	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	598	246	102	121	40	89	61	189	58	146	144	90	48	75	79	8	25	6
Weighted base	523	223	105	102	30	63	57	157	57	116	135	76	40	64	70	6	22	6
Once in the last month	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Twice in the last month	14	5	4	1	4	1	-	8	-	2	5	5	1	2	*	-	2	-
	3%	2%	3%	1%	14%	2%	-	5%	-	2%	3%	6%	2%	3%	*	-	7%	-
More or less weekly	38	13	12	6	2	5	7	10	7	6	9	8	1	3	6	-	1	-
	7%	6%	12%	6%	6%	8%	12%	6%	12%	5%	6%	11%	2%	5%	9%	-	6%	-
Twice weekly	156	66	27	34	8	21	17	45	13	44	37	24	14	19	20	2	7	2
	30%	29%	26%	34%	27%	33%	30%	29%	23%	38%	27%	31%	35%	29%	28%	45%	30%	34%
3 to 4 times a week	231	101	39	49	12	29	27	69	23	54	57	33	20	29	33	3	13	4
	44%	45%	37%	48%	40%	47%	47%	44%	40%	47%	42%	43%	50%	45%	47%	51%	57%	66%
Once a day	79	37	22	10	4	6	5	23	12	11	28	6	3	10	9	*	-	-
	15%	16%	21%	10%	14%	10%	9%	14%	21%	9%	21%	8%	9%	16%	13%	4%	-	-
More than once a day	2	2	*	-	-	-	-	*	2	-	-	-	-	2	-	-	-	-
	*	1%	*	-	-	-	-	*	3%	-	-	-	-	3%	-	-	-	-
Don't know	3	1	-	2	-	-	1	2	-	-	-	1	1	1	-	-	-	-
	*	*	-	2%	-	-	1%	1%	-	-	-	1%	2%	1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	598	331	52	40	172	129	101	92	40	52	172	9	99	87	53	72	89	198
Weighted base	523	284	53	54	129	104	90	79	54	53	129	10	75	78	41	62	72	195
Once in the last month	*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*
	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	*
Twice in the last month	14	9	1	-	4	3	2	4	-	1	4	-	*	4	-	-	2	8
	3%	3%	2%	-	3%	3%	2%	6%	-	2%	3%	-	*	5%	-	-	3%	4%
More or less weekly	38	20	8	5	5	8	7	4	5	8	5	1	6	4	3	9	7	9
	7%	7%	15%	10%	4%	7%	7%	6%	10%	15%	4%	11%	9%	5%	6%	14%	10%	5%
Twice weekly	156	88	6	14	46	31	36	18	14	6	46	4	20	24	13	14	25	60
	30%	31%	12%	26%	35%	29%	40%	22%	26%	12%	35%	37%	27%	31%	31%	23%	35%	31%
3 to 4 times a week	231	134	20	24	53	50	40	42	24	20	53	3	36	32	20	36	30	77
	44%	47%	38%	44%	41%	48%	44%	52%	44%	38%	41%	30%	48%	41%	50%	57%	42%	40%
Once a day	79	29	17	10	21	14	6	9	10	17	21	1	13	13	3	4	7	39
	15%	10%	32%	19%	17%	13%	7%	11%	19%	32%	17%	5%	17%	17%	8%	6%	9%	20%
More than once a day	2	2	-	-	*	-	-	2	-	-	*	-	-	-	2	-	-	*
	*	1%	-	-	*	-	-	2%	-	-	*	-	-	5%	-	-	-	*
Don't know	3	3	-	-	-	-	-	1	-	-	-	2	-	1	-	-	1	1
	*	1%	-	-	-	-	-	1%	-	-	-	16%	-	1%	-	-	2%	*

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	598	268	86	244
Weighted base	523	231	60	232
Once in the last month	*	-	-	*
Twice in the last month	14 3%	6 3%	-	9 4%
More or less weekly	38 7%	16 7%	6 11%	16 7%
Twice weekly	156 30%	79 34%	18 30%	59 25%
3 to 4 times a week	231 44%	103 45%	31 52%	97 42%
Once a day	79 15%	26 11%	4 7%	49 21%
More than once a day	2 *	-	-	2 1%
Don't know	3 *	3 1%	-	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2093	874	1219	66	243	370	399	300	349	366	554	669	351	519	768	318	949	54	499	941	650
Weighted base	1985	875	1110	90	298	390	390	287	261	269	509	682	383	410	811	340	743	88	396	806	781
Once in the last month	8 *	5 1%	3 *	1 1%	3 1%	1 *	2 1%	* *	1 *	- -	4 1%	2 *	1 *	1 *	5 1%	1 *	2 *	- -	1 *	3 *	4 *
Twice in the last month	62 3%	35 4%	26 2%	8 9%	14 5%	11 3%	5 1%	11 4%	6 2%	6 2%	17 3%	16 2%	14 4%	15 4%	29 4%	3 1%	18 2%	12 14%	11 3%	26 3%	24 3%
More or less weekly	442 22%	192 22%	250 23%	27 31%	76 26%	93 24%	81 21%	63 22%	59 23%	42 16%	134 26%	163 24%	77 20%	68 16%	204 25%	70 21%	144 19%	23 26%	62 16%	174 22%	206 26%
Twice weekly	823 41%	332 38%	492 44%	30 34%	128 43%	153 39%	188 48%	109 38%	96 37%	119 44%	200 39%	291 43%	162 42%	170 42%	339 42%	156 46%	296 40%	29 34%	144 36%	321 40%	358 46%
3 to 4 times a week	494 25%	241 28%	254 23%	16 18%	48 16%	104 27%	91 23%	80 28%	77 29%	79 29%	121 24%	161 24%	96 25%	116 28%	193 24%	71 21%	212 29%	18 21%	126 32%	212 26%	157 20%
Once a day	144 7%	66 7%	79 7%	7 8%	26 9%	26 7%	19 5%	22 8%	21 8%	22 8%	31 6%	44 6%	31 8%	38 9%	36 4%	35 10%	69 9%	5 5%	53 13%	62 8%	29 4%
More than once a day	2 *	2 *	- -	- -	- -	2 1%	- -	- -	* -	- -	- -	2 *	- -	* *	2 *	- -	* -	- -	* *	2 *	- -
Don't know	9 *	3 *	6 1%	1 1%	2 1%	1 *	3 1%	1 *	1 *	- -	2 *	3 *	2 *	2 *	3 *	4 1%	2 *	- -	- -	5 1%	4 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2093	225	1481	179	208	238	201	150	1504	483	520	529	546
Weighted base	1985	309	1185	233	258	261	219	195	1309	448	581	525	419
Once in the last month	8 *	- -	8 1%	- -	- -	1 *	2 1%	- -	5 *	4 1%	1 *	3 *	- -
Twice in the last month	62 3%	15 5%	32 3%	5 2%	9 4%	6 2%	4 2%	2 1%	50 4%	14 3%	16 3%	13 3%	17 4%
More or less weekly	442 22%	74 24%	250 21%	54 23%	64 25%	63 24%	36 16%	46 24%	296 23%	107 24%	135 23%	112 21%	85 20%
Twice weekly	823 41%	78 25%	516 44%	106 46%	123 48%	106 41%	108 49%	94 48%	516 39%	185 41%	259 45%	216 41%	158 38%
3 to 4 times a week	494 25%	113 37%	280 24%	52 22%	49 19%	63 24%	53 24%	42 21%	337 26%	107 24%	134 23%	131 25%	120 29%
Once a day	144 7%	27 9%	92 8%	15 6%	10 4%	18 7%	16 7%	12 6%	98 8%	26 6%	32 5%	50 10%	37 9%
More than once a day	2 *	2 1%	* *	- -	- -	2 1%	- -	- -	* *	2 *	- -	- -	* *
Don't know	9 *	- -	7 1%	- -	2 1%	2 1%	1 *	- -	6 *	3 1%	4 1%	* *	2 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2093	1048	1045	1096	683	263	51	385	101	213	452	109	368	266	35	151
Weighted base	1985	1040	945	1061	639	243	42	339	104	214	423	122	363	238	33	142
Once in the last month	8 *	5 *	3 *	5 1%	2 *	1 *	-	2 *	-	1 *	1 *	2 2%	1 *	2 1%	-	-
Twice in the last month	62 3%	37 4%	25 3%	37 3%	14 2%	10 4%	1 2%	12 4%	2 2%	7 3%	18 4%	3 3%	10 3%	6 2%	-	4 3%
More or less weekly	442 22%	252 24%	190 20%	248 23%	143 22%	43 18%	8 19%	90 27%	21 20%	48 22%	91 21%	24 20%	90 25%	51 21%	9 26%	20 14%
Twice weekly	823 41%	464 45%	359 38%	463 44%	267 42%	81 33%	12 29%	129 38%	47 45%	91 43%	195 46%	48 39%	159 44%	94 39%	9 27%	52 37%
3 to 4 times a week	494 25%	216 21%	279 30%	240 23%	158 25%	79 32%	17 41%	82 24%	28 27%	54 25%	86 20%	33 27%	73 20%	59 25%	15 47%	61 43%
Once a day	144 7%	58 6%	86 9%	61 6%	49 8%	30 12%	4 9%	22 6%	6 5%	13 6%	30 7%	10 8%	29 8%	27 11%	* 1%	5 3%
More than once a day	2 *	* *	2 *	* *	2 *	-	-	* *	-	-	-	-	2 1%	-	-	-
Don't know	9 *	8 1%	1 *	5 *	4 1%	-	-	2 *	1 1%	-	3 1%	2 2%	1 *	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2093	859	369	433	122	310	284	812	214	469	314	448	218	288	286	43	83	18
Weighted base	1985	839	383	394	105	264	281	780	211	428	285	428	222	269	275	40	73	22
Once in the last month	8 *	3 *	1 *	2 1%	1 1%	* *	* *	5 1%	1 1%	1 *	1 *	3 1%	1 *	- -	1 *	1 1%	- -	- -
Twice in the last month	62 3%	22 3%	11 3%	14 4%	10 9%	5 2%	5 2%	32 4%	1 *	14 3%	10 4%	15 4%	10 5%	9 3%	3 1%	1 1%	4 5%	- -
More or less weekly	442 22%	195 23%	91 24%	80 20%	19 18%	57 22%	66 24%	182 23%	58 28%	85 20%	51 18%	108 25%	55 25%	50 19%	73 26%	10 25%	20 27%	10 45%
Twice weekly	823 41%	333 40%	163 43%	176 45%	39 37%	113 43%	131 47%	332 43%	78 37%	189 44%	94 33%	184 43%	103 46%	126 47%	120 43%	11 28%	24 33%	5 24%
3 to 4 times a week	494 25%	225 27%	78 21%	96 24%	27 25%	68 26%	64 23%	177 23%	52 25%	106 25%	96 34%	94 22%	41 19%	68 25%	63 23%	18 44%	18 24%	7 31%
Once a day	144 7%	54 6%	37 10%	23 6%	9 9%	20 8%	13 5%	48 6%	19 9%	30 7%	34 12%	23 5%	9 4%	14 5%	13 5%	* 1%	5 7%	- -
More than once a day	2 *	2 *	* *	- -	- -	- -	- -	* *	2 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -
Don't know	9 *	5 1%	* *	3 1%	- -	1 *	2 1%	3 *	- -	4 1%	- -	2 *	2 1%	1 *	1 *	- -	3 4%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2093	1384	99	200	400	502	431	410	200	99	400	41	309	287	246	265	303	683
Weighted base	1985	1330	96	249	300	497	421	373	249	96	300	39	254	256	240	260	295	679
Once in the last month	8 *	6 *	* *	1 *	1 *	3 1%	* *	2 1%	1 *	* *	1 *	* 1%	1 1%	* *	2 1%	2 1%	- -	2 *
Twice in the last month	62 3%	42 3%	2 2%	8 3%	9 3%	12 2%	14 3%	14 4%	8 3%	2 2%	9 3%	3 6%	5 2%	10 4%	3 1%	6 2%	6 2%	33 5%
More or less weekly	442 22%	326 24%	17 18%	52 21%	44 15%	116 23%	110 26%	93 25%	52 21%	17 18%	44 15%	7 18%	44 17%	57 22%	58 24%	81 31%	83 28%	118 17%
Twice weekly	823 41%	573 43%	28 30%	103 42%	116 39%	217 44%	187 44%	150 40%	103 42%	28 30%	116 39%	19 48%	112 44%	97 38%	110 46%	103 40%	134 45%	268 39%
3 to 4 times a week	494 25%	308 23%	25 26%	58 23%	101 34%	122 25%	86 20%	95 25%	58 23%	25 26%	101 34%	5 13%	69 27%	68 26%	50 21%	61 23%	57 19%	190 28%
Once a day	144 7%	64 5%	23 24%	26 10%	29 10%	28 6%	20 5%	17 4%	26 10%	23 24%	29 10%	1 1%	24 10%	24 9%	15 6%	7 3%	13 4%	60 9%
More than once a day	2 *	2 *	- -	- -	* *	- -	- -	2 1%	- -	- -	* *	- -	- -	- -	2 1%	- -	- -	* *
Don't know	9 *	9 1%	- -	- -	- -	- -	3 1%	1 *	- -	- -	- -	5 12%	- -	1 *	- -	- -	1 *	7 1%

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	2093	1132	193	768
Weighted base	1985	1115	154	716
Once in the last month	8 *	5 *	- -	3 *
Twice in the last month	62 3%	41 4%	3 2%	18 2%
More or less weekly	442 22%	282 25%	28 18%	132 18%
Twice weekly	823 41%	479 43%	60 39%	285 40%
3 to 4 times a week	494 25%	243 22%	52 34%	200 28%
Once a day	144 7%	57 5%	11 7%	76 11%
More than once a day	2 *	- -	- -	2 *
Don't know	9 *	9 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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	863	334	529	22	77	165	176	118	152	153	263	299	152	149	357	135	365	6	32	427	403
Weighted base	884	372	512	29	105	182	198	123	119	126	251	324	178	131	412	145	313	14	22	372	490
I have shopping and cannot carry it all	447 51%	179 48%	268 52%	17 59%	51 48%	96 52%	94 47%	57 46%	61 51%	73 58%	116 46%	183 57%	78 44%	71 54%	186 45%	83 58%	170 54%	8 52%	16 73%	216 58%	215 44%
It is quick / reliable / convenient	327 37%	158 42%	169 33%	15 53%	37 35%	66 36%	79 40%	37 30%	47 39%	46 36%	105 42%	113 35%	62 35%	47 36%	159 39%	45 31%	117 38%	5 37%	2 10%	129 35%	196 40%
I use my car to make other trips while I'm out	160 18%	58 16%	102 20%	2 8%	20 19%	32 18%	45 23%	28 23%	15 13%	16 13%	50 20%	64 20%	33 19%	13 10%	83 20%	37 26%	38 12%	2 11%	-	59 16%	101 21%
I cannot get there any other way	150 17%	54 14%	96 19%	2 8%	10 10%	16 9%	36 18%	22 18%	31 26%	31 25%	49 20%	54 17%	26 15%	21 16%	64 16%	13 9%	73 23%	-	3 15%	40 11%	107 22%
I can travel when I want to travel	78 9%	45 12%	33 6%	7 25%	6 5%	21 12%	13 7%	6 5%	12 10%	12 10%	25 10%	35 11%	7 4%	10 8%	36 9%	9 6%	29 9%	4 26%	-	33 9%	45 9%
It gives me flexibility	51 6%	19 5%	32 6%	4 14%	6 6%	5 3%	12 6%	9 7%	6 5%	9 7%	20 8%	20 6%	8 4%	3 2%	20 5%	9 6%	22 7%	-	-	18 5%	33 7%
I prefer driving	41 5%	18 5%	23 4%	1 2%	3 3%	9 5%	8 4%	5 4%	6 5%	9 7%	12 5%	13 4%	6 4%	9 7%	20 5%	3 2%	18 6%	-	-	20 5%	21 4%
It is cheap / cheapest way	22 2%	10 3%	12 2%	3 12%	2 2%	4 2%	6 3%	1 1%	3 2%	2 2%	5 2%	9 3%	1 1%	7 5%	12 3%	5 4%	5 2%	-	1 4%	7 2%	15 3%
Shop too far away	19 2%	5 1%	14 3%	-	1 1%	4 2%	4 2%	4 3%	3 2%	4 3%	13 5%	4 1%	3 1%	-	8 2%	1 *	10 3%	-	-	10 3%	9 2%
Do shopping on way to/ from work/during work time	11 1%	1 *	10 2%	2 7%	-	2 1%	4 2%	2 2%	1 *	-	2 1%	3 1%	6 3%	1 *	7 2%	5 3%	-	-	-	5 1%	6 1%
Others	42 5%	20 5%	21 4%	-	8 7%	8 5%	7 3%	4 4%	7 6%	8 6%	11 4%	12 4%	8 4%	11 8%	15 4%	6 4%	21 7%	-	1 6%	24 6%	17 3%
illness/disability	2 *	1 *	1 *	-	-	1 *	-	-	* 1%	1 *	1 *	-	1 *	-	1 *	-	1 *	-	-	1 *	1 *
Not stated	4 *	4 1%	-	-	-	-	4 2%	-	-	-	-	-	4 2%	-	4 1%	-	-	-	-	4 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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	863	66	574	80	143	107	98	68	590	199	233	218	204
Weighted base	884	95	489	111	188	119	114	94	557	182	278	243	172
I have shopping and cannot carry it all	447 51%	73 77%	268 55%	48 43%	58 31%	69 58%	51 45%	46 49%	281 50%	102 56%	127 46%	113 46%	99 58%
It is quick / reliable / convenient	327 37%	18 19%	197 40%	49 44%	63 33%	39 32%	43 38%	35 37%	210 38%	60 33%	114 41%	92 38%	59 34%
I use my car to make other trips while I'm out	160 18%	7 8%	82 17%	23 21%	48 26%	23 19%	22 19%	22 23%	94 17%	39 22%	55 20%	41 17%	23 14%
I cannot get there any other way	150 17%	3 3%	46 9%	18 16%	82 44%	9 7%	18 16%	24 25%	99 18%	29 16%	38 14%	56 23%	27 16%
I can travel when I want to travel	78 9%	7 8%	48 10%	5 4%	18 10%	6 5%	10 9%	5 5%	57 10%	14 8%	28 10%	24 10%	12 7%
It gives me flexibility	51 6%	3 3%	35 7%	6 5%	8 4%	3 2%	6 6%	9 9%	33 6%	14 8%	16 6%	14 6%	7 4%
I prefer driving	41 5%	1 1%	25 5%	10 9%	5 2%	6 5%	3 3%	1 1%	31 6%	3 2%	15 5%	13 6%	9 5%
It is cheap / cheapest way	22 2%	- -	20 4%	2 1%	- -	- -	1 1%	2 2%	19 3%	8 5%	4 1%	5 2%	5 3%
Shop too far away	19 2%	1 2%	11 2%	4 3%	2 1%	2 2%	3 2%	1 1%	12 2%	6 3%	5 2%	5 2%	3 1%
Do shopping on way to/ from work/during work time	11 1%	1 1%	7 1%	2 2%	2 1%	- -	1 1%	3 3%	8 1%	2 1%	5 2%	4 2%	1 *
Others	42 5%	4 4%	29 6%	8 7%	2 1%	9 7%	5 4%	1 1%	28 5%	10 6%	15 5%	5 2%	12 7%
illness/disability	2 *	- -	2 *	- -	- -	- -	1 1%	- -	1 *	1 1%	- -	1 *	- -
Not stated	4 *	- -	- -	4 3%	- -	- -	- -	4 4%	- -	- -	- -	4 2%	- -

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	863	630	233	637	215	7	4	163	46	93	207	45	164	93	8	42	
Weighted base	884	656	227	645	225	9	5	165	49	92	213	48	170	87	12	47	
I have shopping and cannot carry it all	447 51%	322 49%	125 55%	327 51%	109 48%	9 100%	2 37%	76 46%	26 52%	47 51%	102 48%	23 49%	76 45%	56 64%	6 48%	36 77%	
It is quick / reliable / convenient	327 37%	255 39%	72 32%	246 38%	81 36%	-	-	71 43%	13 27%	31 34%	74 35%	20 41%	65 38%	38 43%	4 36%	12 25%	
I use my car to make other trips while I'm out	160 18%	118 18%	42 18%	125 19%	35 16%	-	-	25 15%	10 21%	18 20%	28 13%	7 15%	39 23%	16 18%	2 16%	14 29%	
I cannot get there any other way	150 17%	116 18%	34 15%	115 18%	32 14%	-	3 63%	19 11%	4 8%	11 12%	50 23%	8 16%	33 19%	20 23%	-	6 12%	
I can travel when I want to travel	78 9%	64 10%	13 6%	53 8%	24 11%	-	-	14 9%	3 5%	4 5%	22 10%	3 6%	16 9%	12 14%	1 11%	2 4%	
It gives me flexibility	51 6%	38 6%	12 5%	40 6%	11 5%	-	-	3 2%	1 2%	3 4%	16 8%	3 6%	9 5%	11 12%	-	4 9%	
I prefer driving	41 5%	31 5%	10 4%	34 5%	7 3%	-	-	6 4%	2 4%	5 5%	16 7%	1 2%	6 3%	2 3%	-	2 4%	
It is cheap / cheapest way	22 2%	19 3%	3 1%	13 2%	9 4%	-	-	8 5%	-	2 2%	9 4%	1 2%	2 1%	1 1%	-	-	
Shop too far away	19 2%	16 2%	3 1%	18 3%	1 1%	-	-	3 2%	4 8%	3 3%	4 2%	-	4 3%	-	-	1 3%	
Do shopping on way to/ from work/during work time	11 1%	8 1%	3 2%	7 1%	4 2%	-	-	2 1%	-	* 1%	5 2%	1 2%	1 1%	-	-	1 3%	
Others	42 5%	28 4%	14 6%	30 5%	10 4%	2 17%	1 16%	13 8%	3 6%	2 2%	10 5%	1 2%	8 5%	4 4%	-	1 2%	
illness/disability	2 *	2 *	* *	2 *	* *	-	-	1 *	-	-	1 *	-	* *	-	-	-	
Not stated	4 *	4 1%	-	4 1%	-	-	-	4 2%	-	-	-	-	-	-	-	-	

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	863	330	159	195	54	125	160	477	75	140	11	252	141	180	108	30	36	2
Weighted base	884	354	167	189	51	122	164	481	76	149	14	255	154	170	118	32	33	3
I have shopping and cannot carry it all	447 51%	202 57%	72 43%	90 47%	21 40%	62 51%	102 62%	225 47%	39 52%	69 46%	11 78%	126 49%	86 56%	80 47%	51 43%	20 63%	19 58%	3 100%
It is quick / reliable / convenient	327 37%	130 37%	56 33%	70 37%	24 47%	48 39%	59 36%	187 39%	20 27%	61 41%	-	102 40%	56 36%	62 37%	48 41%	7 21%	7 22%	-
I use my car to make other trips while I'm out	160 18%	55 16%	41 25%	32 17%	8 15%	24 20%	37 23%	88 18%	11 14%	24 16%	-	56 22%	34 22%	31 18%	25 21%	4 14%	6 17%	-
I cannot get there any other way	150 17%	49 14%	34 20%	43 22%	6 13%	18 15%	31 19%	83 17%	9 12%	23 16%	3 22%	48 19%	21 14%	25 15%	22 19%	6 20%	2 6%	-
I can travel when I want to travel	78 9%	30 9%	7 4%	22 12%	6 12%	12 10%	12 7%	42 9%	5 6%	20 13%	-	19 7%	18 12%	12 7%	12 10%	5 17%	3 9%	-
It gives me flexibility	51 6%	15 4%	8 5%	14 7%	5 10%	8 7%	15 9%	24 5%	5 7%	6 4%	-	19 7%	7 4%	10 6%	7 6%	2 7%	1 2%	-
I prefer driving	41 5%	16 5%	3 2%	12 6%	2 5%	7 6%	4 3%	30 6%	1 1%	6 4%	-	8 3%	12 8%	13 7%	2 2%	2 7%	2 7%	-
It is cheap / cheapest way	22 2%	9 2%	4 2%	3 1%	3 6%	4 3%	1 1%	11 2%	2 2%	8 5%	-	4 1%	8 5%	1 *	4 3%	3 8%	1 4%	-
Shop too far away	19 2%	9 2%	4 2%	4 2%	1 1%	2 1%	5 3%	12 3%	-	1 1%	-	6 2%	6 4%	5 3%	1 1%	-	-	-
Do shopping on way to/ from work/during work time	11 1%	5 2%	3 2%	3 1%	-	1 1%	2 1%	5 1%	-	4 3%	-	5 2%	-	2 1%	1 1%	1 3%	1 2%	-
Others	42 5%	15 4%	2 1%	12 6%	3 6%	10 8%	9 5%	21 4%	3 3%	7 5%	2 17%	12 5%	5 3%	8 5%	3 3%	1 2%	3 11%	2 47%
illness/disability	2 *	1 *	1 *	-	-	-	-	2 *	*	-	-	1 *	-	1 *	*	-	-	-
Not stated	4 *	-	-	4 2%	-	-	-	4 1%	-	-	-	-	-	4 2%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	863	749	4	78	28	274	250	206	78	4	28	19	76	116	115	128	126	302
Weighted base	884	764	3	95	19	292	258	198	95	3	19	15	72	115	129	126	139	303
I have shopping and cannot carry it all	447 51%	384 50%	1 29%	47 49%	15 79%	133 45%	142 55%	100 51%	47 49%	1 29%	15 79%	9 59%	31 43%	57 50%	64 50%	53 42%	52 38%	190 63%
It is quick / reliable / convenient	327 37%	282 37%	1 40%	41 43%	1 6%	118 40%	98 38%	63 32%	41 43%	1 40%	1 6%	4 25%	31 43%	43 38%	49 38%	56 45%	60 43%	88 29%
I use my car to make other trips while I'm out	160 18%	156 20%	-	4 4%	-	71 24%	57 22%	27 14%	4 4%	-	-	1 7%	6 9%	16 14%	37 28%	31 24%	26 19%	44 15%
I cannot get there any other way	150 17%	125 16%	-	21 22%	3 17%	58 20%	33 13%	33 17%	21 22%	-	3 17%	1 7%	13 19%	19 16%	19 14%	17 13%	30 22%	52 17%
I can travel when I want to travel	78 9%	70 9%	-	8 8%	-	31 10%	19 7%	18 9%	8 8%	-	-	2 13%	2 3%	5 4%	13 10%	11 9%	13 10%	33 11%
It gives me flexibility	51 6%	46 6%	-	4 4%	-	19 6%	17 7%	11 5%	4 4%	-	-	-	2 3%	7 6%	7 5%	9 7%	7 5%	19 6%
I prefer driving	41 5%	40 5%	-	1 1%	-	13 4%	12 5%	14 7%	1 1%	-	-	*	1 2%	3 3%	3 2%	8 6%	3 2%	22 7%
It is cheap / cheapest way	22 2%	20 3%	-	1 1%	1 4%	9 3%	5 2%	6 3%	1 1%	-	1 4%	-	-	3 3%	3 2%	2 1%	2 1%	12 4%
Shop too far away	19 2%	18 2%	-	1 1%	-	8 3%	4 2%	6 3%	1 1%	-	-	-	1 1%	3 3%	2 1%	1 1%	7 5%	4 1%
Do shopping on way to/ from work/during work time	11 1%	9 1%	-	2 2%	-	2 1%	4 1%	3 2%	2 2%	-	-	-	1 1%	3 2%	1 1%	3 2%	1 1%	3 1%
Others	42 5%	34 4%	1 31%	6 6%	1 3%	10 3%	14 5%	8 4%	6 6%	1 31%	1 3%	2 16%	5 8%	11 10%	8 6%	4 3%	7 5%	5 2%
illness/disability	2 *	2 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 *
Not stated	4 *	4 *	-	-	-	4 1%	-	-	-	-	-	-	-	-	4 3%	-	-	-

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

	Mode of transport for shopping trips			Walk/bicycle
	Total	Car/van/ motorbike	Public transport	
Unweighted base	863	863	-	-
Weighted base	884	884	-	-
I have shopping and cannot carry it all	447 51%	447 51%	-	-
It is quick / reliable / convenient	327 37%	327 37%	-	-
I use my car to make other trips while I'm out	160 18%	160 18%	-	-
I cannot get there any other way	150 17%	150 17%	-	-
I can travel when I want to travel	78 9%	78 9%	-	-
It gives me flexibility	51 6%	51 6%	-	-
I prefer driving	41 5%	41 5%	-	-
It is cheap / cheapest way	22 2%	22 2%	-	-
Shop too far away	19 2%	19 2%	-	-
Do shopping on way to/ from work/during work time	11 1%	11 1%	-	-
Others	42 5%	42 5%	-	-
illness/disability	2 *	2 *	-	-
Not stated	4 *	4 *	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	263	134	129	8	21	38	56	56	45	39	75	91	43	54	111	42	101	8	18	149	96
Weighted base	226	117	110	10	18	37	48	51	34	28	62	78	41	45	95	44	77	9	12	105	109
I have shopping and cannot carry it all	106 47%	57 49%	50 45%	4 36%	6 31%	12 33%	22 47%	31 61%	18 52%	14 49%	31 50%	28 36%	21 52%	26 58%	46 48%	17 38%	41 53%	2 28%	9 77%	45 43%	52 47%
It is quick / reliable / convenient	94 42%	55 47%	39 36%	7 68%	8 43%	20 53%	17 35%	20 40%	12 36%	11 38%	23 38%	31 39%	21 50%	20 43%	42 44%	15 35%	31 40%	6 66%	2 18%	45 43%	47 43%
I use my car to make other trips while I'm out	41 18%	18 15%	23 21%	2 25%	1 8%	6 16%	12 26%	16 31%	3 9%	* 2%	11 17%	18 24%	10 23%	2 5%	25 27%	11 25%	3 4%	2 26%	-	17 16%	25 23%
I cannot get there any other way	25 11%	12 10%	14 12%	-	1 8%	4 10%	4 7%	4 9%	11 33%	1 2%	7 11%	10 13%	3 7%	5 12%	8 8%	4 9%	14 18%	-	* 3%	15 14%	10 9%
It gives me flexibility	17 8%	4 4%	13 12%	-	-	4 11%	2 5%	6 12%	1 4%	4 12%	2 4%	8 10%	6 14%	2 4%	5 5%	4 8%	8 11%	-	-	9 9%	8 7%
I can travel when I want to travel	17 8%	9 8%	8 7%	-	-	2 5%	4 9%	5 10%	5 15%	1 3%	7 11%	4 5%	3 7%	4 9%	8 9%	3 7%	6 8%	-	-	9 9%	8 7%
I prefer driving	7 3%	4 4%	2 2%	-	* 2%	1 2%	* 1%	1 3%	2 5%	2 7%	2 3%	3 3%	2 5%	-	2 2%	1 2%	4 5%	-	-	5 5%	2 2%
It is cheap / cheapest way	6 2%	3 2%	3 3%	-	-	1 2%	1 2%	1 2%	3 8%	1 2%	1 1%	* 9%	4 9%	1 2%	3 3%	1 2%	2 2%	-	1 7%	2 2%	3 3%
Shop too far away	1 *	1 1%	-	-	-	-	-	-	-	1 3%	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-
Other	16 7%	8 7%	8 7%	* 3%	4 21%	1 4%	1 1%	5 10%	2 5%	3 10%	4 7%	8 10%	-	4 8%	5 5%	3 7%	7 9%	* 3%	* 2%	8 8%	7 7%
illness/disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	-	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	263	23	181	22	37	19	21	22	201	51	82	75	52
Weighted base	226	28	137	24	37	21	20	26	160	42	77	64	41
I have shopping and cannot carry it all	106 47%	16 57%	63 46%	12 49%	15 41%	10 47%	11 56%	9 35%	76 48%	19 46%	30 39%	30 47%	26 63%
It is quick / reliable / convenient	94 42%	6 22%	61 45%	11 45%	16 43%	7 34%	9 46%	14 55%	64 40%	18 43%	36 47%	24 37%	16 38%
I use my car to make other trips while I'm out	41 18%	4 14%	23 17%	7 28%	8 20%	2 7%	4 20%	4 15%	32 20%	7 17%	10 13%	21 32%	4 9%
I cannot get there any other way	25 11%	2 8%	12 9%	1 3%	10 27%	1 5%	1 5%	3 11%	21 13%	4 9%	8 11%	5 8%	8 19%
It gives me flexibility	17 8%	5 18%	11 8%	-	2 5%	-	1 6%	5 20%	11 7%	3 6%	8 10%	5 8%	2 4%
I can travel when I want to travel	17 8%	1 3%	8 6%	4 17%	4 11%	1 7%	1 4%	3 11%	12 8%	3 7%	5 7%	3 5%	5 12%
I prefer driving	7 3%	* 1%	4 3%	2 8%	-	1 3%	-	-	6 4%	2 4%	1 1%	3 5%	1 2%
It is cheap / cheapest way	6 2%	-	3 2%	1 3%	2 6%	1 3%	-	-	5 3%	1 2%	* *	2 3%	2 6%
Shop too far away	1 *	-	1 1%	-	-	-	-	-	1 *	-	-	-	1 2%
Other	16 7%	5 19%	9 6%	1 6%	-	3 17%	2 10%	2 9%	8 5%	3 7%	6 7%	2 3%	6 13%
illness/disability	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	1 2%	-	-	-	-	-	-	1 *	-	1 1%	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	263	193	70	185	75	1	2	50	18	32	45	13	43	31	6	21
Weighted base	226	161	65	156	66	3	1	36	16	29	40	15	36	31	5	17
I have shopping and cannot carry it all	106 47%	71 44%	35 54%	71 45%	32 48%	3 100%	*	19 53%	8 48%	12 42%	19 48%	3 23%	16 44%	16 50%	4 70%	9 54%
It is quick / reliable / convenient	94 42%	67 42%	27 41%	70 45%	24 36%	-	-	17 48%	12 74%	12 42%	16 41%	6 40%	9 27%	14 47%	* 8%	6 35%
I use my car to make other trips while I'm out	41 18%	32 20%	9 14%	27 17%	14 21%	-	-	5 14%	-	6 19%	7 17%	3 19%	11 30%	7 24%	* 8%	2 13%
I cannot get there any other way	25 11%	21 13%	5 7%	19 12%	6 9%	-	-	6 16%	1 6%	1 3%	7 17%	-	5 14%	3 8%	-	3 20%
It gives me flexibility	17 8%	12 8%	5 8%	11 7%	6 9%	-	-	5 13%	-	4 14%	3 8%	3 23%	2 5%	-	-	-
I can travel when I want to travel	17 8%	12 7%	6 9%	12 7%	6 8%	-	-	4 12%	2 15%	3 11%	2 5%	2 13%	1 2%	2 6%	-	1 4%
I prefer driving	7 3%	5 3%	1 2%	4 3%	3 4%	-	-	2 6%	1 4%	-	1 3%	-	* 1%	-	-	2 13%
It is cheap / cheapest way	6 2%	5 3%	* 1%	4 3%	2 2%	-	-	2 4%	1 7%	2 7%	* 1%	-	-	-	-	1 3%
Shop too far away	1 *	- -	1 1%	1 *	-	-	-	-	-	-	1 2%	-	-	-	-	-
Other	16 7%	11 7%	4 6%	12 8%	3 4%	-	* 37%	3 8%	1 4%	1 3%	4 9%	2 14%	2 5%	1 3%	1 21%	1 5%
illness/disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	1 *	-	1 *	-	-	-	1 2%	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	263	102	48	55	16	42	42	143	17	58	3	66	42	61	35	6	19	-
Weighted base	226	93	42	50	11	31	40	116	18	49	4	58	34	49	31	4	16	-
I have shopping and cannot carry it all	106 47%	44 47%	17 41%	22 44%	7 66%	16 52%	21 54%	49 42%	6 34%	26 53%	4 93%	24 42%	15 45%	24 48%	13 42%	3 73%	11 68%	-
It is quick / reliable / convenient	94 42%	36 39%	17 40%	26 52%	3 25%	12 41%	8 20%	62 53%	8 44%	16 33%	-	23 40%	18 52%	23 46%	7 24%	2 48%	6 36%	-
I use my car to make other trips while I'm out	41 18%	18 19%	6 15%	11 23%	1 13%	4 15%	9 24%	18 15%	5 29%	9 18%	-	10 17%	4 12%	11 23%	10 33%	1 14%	2 9%	-
I cannot get there any other way	25 11%	12 13%	3 6%	5 10%	1 14%	4 14%	5 12%	14 12%	-	6 13%	-	6 10%	4 11%	9 18%	3 9%	-	1 5%	-
It gives me flexibility	17 8%	6 6%	5 12%	6 12%	-	* 1%	4 9%	7 6%	4 22%	2 5%	-	4 7%	1 2%	5 11%	1 3%	* 5%	2 11%	-
I can travel when I want to travel	17 8%	6 6%	1 3%	5 10%	2 15%	3 11%	3 7%	9 8%	-	6 12%	-	7 12%	* 1%	4 9%	1 5%	2 45%	1 4%	-
I prefer driving	7 3%	3 3%	1 3%	1 1%	1 11%	1 4%	-	4 3%	1 3%	2 4%	-	1 2%	1 2%	1 3%	2 8%	* 5%	-	-
It is cheap / cheapest way	6 2%	1 1%	2 6%	2 3%	-	1 2%	-	4 3%	-	2 3%	-	1 2%	1 1%	2 4%	-	-	1 7%	-
Shop too far away	1 *	-	-	1 2%	-	-	1 2%	-	-	-	-	-	1 2%	-	-	-	-	-
Other	16 7%	3 3%	4 10%	7 14%	-	2 6%	3 7%	10 8%	2 9%	1 2%	* 7%	5 8%	2 7%	5 11%	2 5%	-	-	-
illness/disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	-	-	-	1 5%	-	-	1 *	-	-	-	-	-	1 1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	263	229	2	14	16	98	65	59	14	2	16	7	31	37	24	39	48	84
Weighted base	226	193	4	20	8	78	58	49	20	4	8	8	27	38	20	30	38	73
I have shopping and cannot carry it all	106 47%	91 47%	4 100%	6 30%	6 66%	33 43%	31 54%	24 48%	6 30%	4 100%	6 66%	3 34%	12 43%	15 38%	12 59%	11 36%	16 41%	42 57%
It is quick / reliable / convenient	94 42%	79 41%	* 13%	13 66%	2 20%	34 44%	20 35%	19 39%	13 66%	* 13%	2 20%	5 63%	9 34%	15 40%	7 37%	15 49%	19 51%	28 38%
I use my car to make other trips while I'm out	41 18%	37 19%	-	3 15%	-	18 23%	15 26%	3 6%	3 15%	-	-	1 15%	4 15%	5 13%	4 23%	10 33%	9 22%	9 13%
I cannot get there any other way	25 11%	22 11%	-	3 15%	* 5%	12 15%	5 8%	4 9%	3 15%	-	* 5%	1 12%	2 8%	8 20%	-	5 17%	3 7%	8 10%
It gives me flexibility	17 8%	13 7%	-	4 21%	-	2 2%	3 5%	7 15%	4 21%	-	-	1 10%	1 5%	10 28%	2 10%	-	2 6%	1 2%
I can travel when I want to travel	17 8%	16 8%	-	2 8%	-	10 12%	3 6%	2 4%	2 8%	-	-	1 12%	1 2%	* 1%	1 4%	4 12%	7 18%	5 7%
I prefer driving	7 3%	6 3%	-	1 3%	-	3 3%	2 4%	1 2%	1 3%	-	-	-	-	2 5%	1 3%	1 3%	1 1%	3 4%
It is cheap / cheapest way	6 2%	5 2%	-	-	1 10%	1 1%	2 3%	2 4%	-	-	1 10%	-	1 4%	1 1%	-	* 1%	-	4 5%
Shop too far away	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	-
Other	16 7%	14 7%	-	1 4%	* 3%	4 5%	3 5%	7 14%	1 4%	-	* 3%	-	3 11%	4 11%	2 10%	-	3 7%	4 5%
illness/disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	263	263	-	-
Weighted base	226	226	-	-
I have shopping and cannot carry it all	106 47%	106 47%	-	-
It is quick / reliable / convenient	94 42%	94 42%	-	-
I use my car to make other trips while I'm out	41 18%	41 18%	-	-
I cannot get there any other way	25 11%	25 11%	-	-
It gives me flexibility	17 8%	17 8%	-	-
I can travel when I want to travel	17 8%	17 8%	-	-
I prefer driving	7 3%	7 3%	-	-
It is cheap / cheapest way	6 2%	6 2%	-	-
Shop too far away	1 *	1 *	-	-
Other	16 7%	16 7%	-	-
illness/disability	-	-	-	-
Not stated	1 *	1 *	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1126	468	658	30	98	203	232	174	197	192	338	390	195	203	468	177	466	14	50	576	499
Weighted base	1110	489	621	39	123	220	246	174	154	155	312	402	219	176	508	188	390	23	34	477	599
I have shopping and cannot carry it all	553 50%	236 48%	317 51%	21 53%	56 46%	108 49%	116 47%	87 50%	79 51%	87 56%	146 47%	211 53%	99 45%	97 55%	232 46%	100 53%	211 54%	10 43%	25 75%	261 55%	267 45%
It is quick / reliable / convenient	421 38%	213 44%	209 34%	22 57%	44 36%	86 39%	96 39%	58 33%	59 38%	56 36%	128 41%	144 36%	83 38%	66 38%	201 40%	61 32%	149 38%	11 48%	4 13%	174 37%	243 41%
I use my car to make other trips while I'm out	201 18%	76 15%	126 20%	5 12%	21 17%	38 17%	58 24%	44 25%	18 12%	17 11%	61 19%	82 20%	43 20%	16 9%	109 21%	48 25%	41 10%	4 16%	-	75 16%	126 21%
I cannot get there any other way	175 16%	66 13%	110 18%	2 6%	12 9%	20 9%	40 16%	27 15%	43 28%	32 21%	56 18%	64 16%	29 13%	27 15%	72 14%	16 9%	87 22%	-	4 11%	54 11%	117 20%
I can travel when I want to travel	95 9%	54 11%	41 7%	7 18%	6 5%	23 11%	17 7%	11 7%	17 11%	13 8%	32 10%	39 10%	10 5%	14 8%	44 9%	12 7%	35 9%	4 16%	-	43 9%	52 9%
It gives me flexibility	68 6%	23 5%	45 7%	4 10%	6 5%	9 4%	15 6%	15 9%	7 5%	13 8%	22 7%	28 7%	13 6%	5 3%	25 5%	13 7%	31 8%	-	-	27 6%	41 7%
I prefer driving	47 4%	22 5%	25 4%	1 2%	3 3%	9 4%	8 3%	7 4%	8 5%	11 7%	14 4%	16 4%	8 4%	9 5%	22 4%	4 2%	22 6%	-	-	25 5%	22 4%
It is cheap / cheapest way	28 2%	13 3%	15 2%	3 9%	2 2%	4 2%	7 3%	2 1%	6 4%	3 2%	6 2%	9 2%	5 2%	8 5%	15 3%	6 3%	7 2%	-	2 5%	9 2%	17 3%
Shop too far away	20 2%	6 1%	14 2%	-	1 1%	4 2%	4 2%	4 2%	3 2%	4 3%	13 4%	4 1%	3 1%	-	8 2%	1 *	11 3%	-	-	10 2%	9 2%
Do shopping on way to/ from work/during work time	11 1%	1 *	10 2%	2 5%	-	2 1%	4 2%	2 1%	1 *	-	2 1%	3 1%	6 3%	1 *	7 1%	5 3%	-	-	-	5 1%	6 1%
Others	57 5%	28 6%	29 5%	* 1%	11 9%	10 4%	7 3%	9 5%	9 6%	11 7%	15 5%	20 5%	8 3%	15 8%	20 4%	9 5%	28 7%	* 1%	2 5%	32 7%	24 4%
illness/disability	2 *	1 *	1 *	-	-	1 *	-	-	* 1%	1 *	1 *	-	1 *	-	1 *	-	1 *	-	-	1 *	1 *
Not stated	4 *	4 1%	1 *	-	-	-	4 2%	1 *	-	-	1 *	-	4 2%	-	4 1%	1 *	-	-	-	4 1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1126	89	755	102	180	126	119	90	791	250	315	293	256
Weighted base	1110	123	627	135	225	140	134	120	716	225	355	307	213
I have shopping and cannot carry it all	553 50%	89 72%	332 53%	59 44%	73 33%	79 56%	62 47%	55 46%	357 50%	121 54%	157 44%	143 46%	125 59%
It is quick / reliable / convenient	421 38%	24 19%	259 41%	60 44%	79 35%	46 33%	52 39%	49 41%	274 38%	78 35%	150 42%	116 38%	75 35%
I use my car to make other trips while I'm out	201 18%	12 9%	105 17%	30 22%	55 25%	25 18%	25 19%	25 21%	126 18%	47 21%	65 18%	62 20%	27 13%
I cannot get there any other way	175 16%	5 4%	59 9%	19 14%	92 41%	10 7%	19 14%	27 22%	120 17%	32 14%	46 13%	62 20%	35 16%
I can travel when I want to travel	95 9%	8 7%	56 9%	9 6%	22 10%	7 5%	11 8%	7 6%	69 10%	17 8%	33 9%	27 9%	17 8%
It gives me flexibility	68 6%	8 6%	45 7%	6 4%	10 4%	3 2%	8 6%	14 12%	44 6%	17 8%	24 7%	19 6%	9 4%
I prefer driving	47 4%	2 1%	29 5%	12 9%	5 2%	7 5%	3 2%	1 1%	37 5%	5 2%	16 5%	17 6%	9 4%
It is cheap / cheapest way	28 2%	- -	23 4%	2 2%	2 1%	1 1%	1 1%	2 2%	24 3%	9 4%	4 1%	7 2%	8 4%
Shop too far away	20 2%	1 1%	12 2%	4 3%	2 1%	2 2%	3 2%	1 1%	13 2%	6 3%	5 1%	5 2%	3 2%
Do shopping on way to/ from work/during work time	11 1%	1 1%	7 1%	2 2%	2 1%	- -	1 1%	3 2%	8 1%	2 1%	5 1%	4 1%	1 *
Others	57 5%	9 7%	37 6%	9 7%	2 1%	12 9%	7 5%	3 2%	36 5%	13 6%	20 6%	7 2%	17 8%
illness/disability	2 *	- -	2 *	- -	- -	- -	1 1%	- -	1 *	1 1%	- -	1 *	- -
Not stated	4 *	1 *	- -	4 3%	- -	- -	- -	4 3%	1 *	- -	1 *	4 1%	- -

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1126	823	303	822	290	8	6	213	64	125	252	58	207	124	14	63	
Weighted base	1110	817	293	801	291	12	6	201	65	121	253	62	206	118	17	64	
I have shopping and cannot carry it all	553 50%	394 48%	160 55%	398 50%	141 48%	12 100%	2 41%	95 47%	33 51%	59 49%	121 48%	27 43%	92 45%	71 60%	9 55%	45 71%	
It is quick / reliable / convenient	421 38%	323 40%	99 34%	316 39%	105 36%	-	-	88 44%	25 38%	43 36%	90 36%	25 41%	74 36%	52 44%	5 27%	18 28%	
I use my car to make other trips while I'm out	201 18%	151 18%	51 17%	152 19%	49 17%	-	-	31 15%	10 15%	24 20%	35 14%	10 16%	50 24%	23 20%	2 14%	16 25%	
I cannot get there any other way	175 16%	137 17%	39 13%	134 17%	38 13%	-	3 54%	24 12%	5 7%	12 10%	57 22%	8 12%	38 18%	23 19%	-	9 14%	
I can travel when I want to travel	95 9%	76 9%	19 6%	65 8%	30 10%	-	-	18 9%	5 8%	8 6%	24 10%	5 8%	17 8%	14 12%	1 8%	3 4%	
It gives me flexibility	68 6%	51 6%	18 6%	51 6%	17 6%	-	-	8 4%	1 2%	8 6%	20 8%	6 10%	11 5%	11 9%	-	4 6%	
I prefer driving	47 4%	37 4%	11 4%	38 5%	9 3%	-	-	8 4%	3 4%	5 4%	17 7%	1 1%	6 3%	2 2%	-	4 7%	
It is cheap / cheapest way	28 2%	24 3%	4 1%	17 2%	11 4%	-	-	9 5%	1 2%	4 3%	10 4%	1 1%	2 1%	1 1%	-	1 1%	
Shop too far away	20 2%	16 2%	3 1%	18 2%	1 *	-	-	3 1%	4 6%	3 3%	4 2%	-	4 2%	-	-	1 2%	
Do shopping on way to/ from work/during work time	11 1%	8 1%	3 1%	7 1%	4 1%	-	-	2 1%	-	* *	5 2%	1 1%	1 1%	-	-	1 2%	
Others	57 5%	39 5%	18 6%	42 5%	12 4%	2 13%	1 19%	16 8%	4 6%	2 2%	13 5%	3 5%	10 5%	5 4%	1 6%	2 3%	
illness/disability	2 *	2 *	* *	2 *	* *	-	-	1 *	-	-	1 *	-	* *	-	-	-	
Not stated	4 *	4 1%	-	4 1%	-	-	-	4 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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1126	432	207	250	70	167	202	620	92	198	14	318	183	241	143	36	55	2
Weighted base	1110	447	209	239	62	152	204	597	93	198	18	313	188	219	149	36	49	3
I have shopping and cannot carry it all	553 50%	246 55%	90 43%	111 47%	28 45%	78 51%	124 61%	274 46%	45 49%	95 48%	14 82%	150 48%	101 54%	104 47%	63 43%	23 65%	30 62%	3 100%
It is quick / reliable / convenient	421 38%	166 37%	73 35%	96 40%	26 43%	60 40%	67 33%	249 42%	28 30%	78 39%	-	125 40%	74 39%	85 39%	56 38%	9 24%	13 27%	-
I use my car to make other trips while I'm out	201 18%	73 16%	48 23%	44 18%	9 15%	28 19%	46 23%	106 18%	16 17%	33 17%	-	66 21%	38 20%	42 19%	35 24%	5 14%	7 14%	-
I cannot get there any other way	175 16%	61 14%	36 17%	48 20%	8 13%	23 15%	36 18%	98 16%	9 10%	30 15%	3 17%	54 17%	25 13%	34 15%	25 17%	6 18%	3 6%	-
I can travel when I want to travel	95 9%	36 8%	8 4%	27 11%	7 12%	15 10%	14 7%	51 8%	5 5%	25 13%	-	25 8%	19 10%	17 8%	13 9%	7 21%	4 7%	-
It gives me flexibility	68 6%	21 5%	13 6%	20 8%	5 8%	9 6%	19 9%	32 5%	9 10%	8 4%	-	23 7%	8 4%	16 7%	8 6%	2 7%	2 5%	-
I prefer driving	47 4%	19 4%	4 2%	12 5%	4 6%	8 5%	4 2%	34 6%	1 2%	8 4%	-	9 3%	13 7%	14 6%	5 3%	2 7%	2 5%	-
It is cheap / cheapest way	28 2%	10 2%	6 3%	4 2%	3 5%	5 3%	1 1%	15 3%	2 2%	9 5%	-	5 2%	9 5%	3 1%	4 3%	3 7%	2 5%	-
Shop too far away	20 2%	9 2%	4 2%	5 2%	1 1%	2 1%	6 3%	12 2%	-	1 1%	-	6 2%	6 3%	5 2%	1 1%	-	-	-
Do shopping on way to/ from work/during work time	11 1%	5 1%	3 1%	3 1%	-	1 *	2 1%	5 1%	-	4 2%	-	5 2%	-	2 1%	1 1%	1 2%	1 1%	-
Others	57 5%	17 4%	6 3%	19 8%	3 5%	12 8%	12 6%	31 5%	4 4%	8 4%	3 15%	17 5%	8 4%	14 6%	5 3%	1 1%	3 7%	2 47%
illness/disability	2 *	1 *	1 *	-	-	-	-	2 *	*	-	-	1 *	-	1 *	*	-	-	-
Not stated	4 *	-	-	4 2%	1 1%	-	-	4 1%	-	-	-	-	-	4 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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1126	978	6	92	44	372	315	265	92	6	44	26	107	153	139	167	174	386
Weighted base	1110	956	6	115	28	370	316	247	115	6	28	23	99	153	149	156	177	376
I have shopping and cannot carry it all	553 50%	475 50%	4 70%	53 46%	21 75%	166 45%	173 55%	124 50%	53 46%	4 70%	21 75%	12 50%	43 43%	72 47%	76 51%	63 41%	68 38%	232 62%
It is quick / reliable / convenient	421 38%	361 38%	2 25%	54 47%	3 11%	152 41%	118 37%	82 33%	54 47%	2 25%	3 11%	9 38%	40 40%	58 38%	56 38%	71 46%	80 45%	116 31%
I use my car to make other trips while I'm out	201 18%	193 20%	-	7 6%	-	88 24%	72 23%	30 12%	7 6%	-	-	2 9%	10 10%	21 14%	41 28%	40 26%	35 20%	54 14%
I cannot get there any other way	175 16%	147 15%	-	24 21%	4 13%	70 19%	38 12%	37 15%	24 21%	-	4 13%	2 8%	16 16%	26 17%	19 13%	22 14%	33 19%	60 16%
I can travel when I want to travel	95 9%	85 9%	-	10 8%	-	40 11%	22 7%	20 8%	10 8%	-	-	3 12%	3 3%	5 3%	14 9%	15 10%	20 11%	38 10%
It gives me flexibility	68 6%	59 6%	-	8 7%	-	20 5%	20 6%	18 7%	8 7%	-	-	1 3%	3 3%	17 11%	8 6%	9 6%	9 5%	21 6%
I prefer driving	47 4%	46 5%	-	2 1%	-	15 4%	15 5%	15 6%	2 1%	-	-	* 2%	1 1%	5 4%	3 2%	9 6%	4 2%	25 7%
It is cheap / cheapest way	28 2%	25 3%	-	1 1%	2 6%	10 3%	7 2%	8 3%	1 1%	-	2 6%	-	1 1%	4 2%	3 2%	2 1%	2 1%	16 4%
Shop too far away	20 2%	19 2%	-	1 1%	-	8 2%	5 2%	6 2%	1 1%	-	-	-	1 1%	4 3%	2 1%	1 1%	7 4%	4 1%
Do shopping on way to/ from work/during work time	11 1%	9 1%	-	2 2%	-	2 1%	4 1%	3 1%	2 2%	-	-	-	1 1%	3 2%	1 *	3 2%	1 1%	3 1%
Others	57 5%	48 5%	1 13%	6 6%	1 3%	14 4%	17 5%	14 6%	6 6%	1 13%	1 3%	2 11%	8 8%	16 10%	10 7%	4 3%	10 5%	9 2%
illness/disability	2 *	2 *	-	-	-	-	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 *
Not stated	4 *	4 *	-	-	-	4 1%	1 *	-	-	-	-	-	-	-	4 3%	-	-	1 *

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	1126	1126	-	-
Weighted base	1110	1110	-	-
I have shopping and cannot carry it all	553 50%	553 50%	-	-
It is quick / reliable / convenient	421 38%	421 38%	-	-
I use my car to make other trips while I'm out	201 18%	201 18%	-	-
I cannot get there any other way	175 16%	175 16%	-	-
I can travel when I want to travel	95 9%	95 9%	-	-
It gives me flexibility	68 6%	68 6%	-	-
I prefer driving	47 4%	47 4%	-	-
It is cheap / cheapest way	28 2%	28 2%	-	-
Shop too far away	20 2%	20 2%	-	-
Do shopping on way to/ from work/during work time	11 1%	11 1%	-	-
Others	57 5%	57 5%	-	-
illness/disability	2 *	2 *	-	-
Not stated	4 *	4 *	-	-

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 journey to work/school

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	488	173	315	12	27	62	65	48	125	149	139	165	75	109	85	35	365	3	30	275	182
Weighted base	449	171	278	14	32	68	66	48	98	123	123	161	77	88	94	35	313	8	19	226	203
I have shopping and cannot carry it all	227	75	151	10	19	33	32	26	45	62	59	88	34	46	45	24	156	1	11	127	89
	50%	44%	55%	73%	60%	48%	48%	53%	46%	51%	48%	54%	44%	53%	48%	70%	50%	14%	56%	56%	44%
There is no direct route	85	41	44	1	5	5	13	14	19	28	36	21	14	15	21	7	57	-	1	31	53
	19%	24%	16%	5%	16%	7%	20%	29%	20%	23%	29%	13%	18%	17%	22%	20%	18%	-	3%	14%	26%
Generally public transport is not convenient/ easier or more convenient by car	80	36	44	3	8	8	13	10	16	22	23	34	5	19	15	2	57	7	-	40	40
	18%	21%	16%	19%	26%	12%	19%	21%	16%	18%	18%	21%	6%	22%	16%	5%	18%	86%	-	18%	20%
Public transport is too slow / service too infrequent	74	31	42	1	3	9	14	8	18	21	28	20	12	13	12	4	57	-	1	30	42
	16%	18%	15%	5%	9%	13%	21%	18%	19%	17%	23%	12%	16%	15%	13%	12%	18%	-	4%	13%	21%
Public transport services are not near home	42	18	24	-	*	5	7	2	11	17	16	12	11	3	7	2	33	-	-	17	25
	9%	10%	9%	-	1%	8%	10%	5%	11%	14%	13%	7%	14%	3%	8%	7%	10%	-	-	8%	12%
Public transport services are not near destination	35	16	19	1	*	8	6	3	8	9	11	15	5	4	9	4	22	-	*	10	25
	8%	10%	7%	5%	1%	12%	9%	6%	8%	7%	9%	9%	7%	4%	10%	10%	7%	-	2%	4%	12%
Public transport is not reliable / punctual	31	16	15	1	*	7	5	2	8	9	12	12	4	3	10	2	19	-	1	17	13
	7%	9%	5%	7%	1%	10%	7%	3%	8%	7%	9%	8%	5%	4%	10%	6%	6%	-	4%	7%	6%
Public transport is expensive / It's cheaper by car	23	9	14	1	4	2	9	3	2	3	6	8	5	5	9	-	15	-	-	6	17
	5%	5%	5%	5%	11%	3%	14%	6%	2%	2%	5%	5%	7%	6%	9%	-	5%	-	-	3%	9%
Public transport is not accessible/easy to get on	13	4	9	-	*	*	2	2	4	4	6	1	2	4	2	-	11	-	-	6	7
	3%	2%	3%	-	1%	1%	3%	5%	4%	3%	5%	1%	2%	5%	2%	-	4%	-	-	3%	3%
I don't know what public transport services are available / poor information on timetables or routes or fares	13	6	7	-	1	1	3	1	1	5	8	2	*	2	3	1	9	-	-	4	9
	3%	3%	3%	-	4%	2%	4%	2%	1%	4%	6%	2%	1%	3%	4%	3%	3%	-	-	2%	5%
Illness/disability	9	3	6	-	-	*	1	1	3	4	1	3	3	2	-	-	9	-	1	6	1
	2%	1%	2%	-	-	*	2%	2%	3%	3%	1%	2%	3%	3%	-	-	3%	-	8%	3%	1%
It's always full by the time it gets to my stop	3	2	2	-	*	-	1	*	1	1	-	-	1	3	-	-	3	-	-	3	-
	1%	1%	1%	-	1%	-	2%	*	1%	1%	-	-	1%	3%	-	-	1%	-	-	1%	-
No particular reason	9	2	6	-	-	2	1	3	2	1	1	2	4	1	2	1	5	-	1	5	2
	2%	1%	2%	-	-	3%	1%	7%	2%	1%	1%	1%	5%	1%	3%	4%	2%	-	7%	2%	1%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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 journey to work/school

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	449	171	278	14	32	68	66	48	98	123	123	161	77	88	94	35	313	8	19	226	203
I do not feel safe on public transport	3 1%	1 *	2 1%	1 5%	-	-	1 1%	1 1%	1 1%	-	-	1 1%	-	2 2%	1 1%	1 3%	1 *	-	-	1 *	2 1%
Prefer to walk/shops close enough to walk to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	30 7%	10 6%	20 7%	2 15%	3 10%	6 9%	5 7%	4 9%	2 2%	8 6%	8 6%	14 8%	5 6%	4 5%	9 9%	3 10%	18 6%	-	3 17%	18 8%	9 4%
Don't know	6 1%	1 1%	5 2%	-	-	4 7%	-	-	* 1%	1 1%	1 1%	2 1%	-	3 3%	1 1%	1 2%	4 1%	-	2 10%	3 1%	1 *
Not stated	* *	* *	-	-	-	-	-	-	-	* *	-	-	-	* 1%	-	-	* *	-	-	* *	-

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 journey to work/school

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	488	38	316	44	90	48	31	29	380	97	107	114	165
Weighted base	449	52	242	54	101	46	34	36	333	85	108	122	129
I have shopping and cannot carry it all	227	35	131	26	35	25	19	18	164	51	51	58	63
	50%	67%	54%	48%	35%	55%	58%	49%	49%	59%	47%	47%	49%
There is no direct route	85	4	43	10	28	7	5	4	69	19	25	16	25
	19%	8%	18%	19%	28%	15%	15%	10%	21%	23%	23%	13%	19%
Generally public transport is not convenient/ easier or more convenient by car	80	7	46	11	16	4	5	8	63	11	26	24	18
	18%	14%	19%	19%	16%	8%	14%	23%	19%	13%	24%	19%	14%
Public transport is too slow / service too infrequent	74	2	30	9	32	7	6	6	54	15	16	20	22
	16%	4%	13%	17%	31%	15%	19%	16%	16%	18%	15%	16%	17%
Public transport services are not near home	42	-	12	3	28	2	6	6	29	10	7	13	12
	9%	-	5%	5%	28%	3%	17%	16%	9%	12%	6%	11%	10%
Public transport services are not near destination	35	3	12	3	17	3	5	3	25	3	10	13	9
	8%	5%	5%	6%	17%	6%	14%	7%	7%	3%	9%	11%	7%
Public transport is not reliable / punctual	31	1	13	8	9	3	-	4	24	9	6	7	9
	7%	2%	5%	14%	9%	7%	-	10%	7%	11%	6%	6%	7%
Public transport is expensive / It's cheaper by car	23	1	16	3	3	3	3	6	12	6	3	10	4
	5%	3%	7%	5%	3%	6%	8%	15%	4%	7%	2%	8%	3%
Public transport is not accessible/easy to get on	13	-	8	1	4	3	-	-	11	3	1	5	4
	3%	-	3%	2%	4%	6%	-	-	3%	4%	1%	4%	3%
I don't know what public transport services are available / poor information on timetables or routes or fares	13	-	6	2	5	1	*	1	10	2	4	4	3
	3%	-	3%	3%	5%	1%	1%	4%	3%	3%	4%	3%	2%
Illness/disability	9	-	6	1	2	-	-	-	9	1	1	3	4
	2%	-	3%	2%	2%	-	-	-	3%	1%	1%	2%	3%
It's always full by the time it gets to my stop	3	-	3	-	-	*	-	1	2	-	-	1	2
	1%	-	1%	-	-	1%	-	3%	1%	-	-	1%	2%

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 journey to work/school

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	449	52	242	54	101	46	34	36	333	85	108	122	129
No particular reason	9 2%	2 4%	5 2%	-	1 1%	-	-	2 5%	7 2%	1 1%	3 2%	4 4%	1 1%
I do not feel safe on public transport	3 1%	-	3 1%	-	-	1 1%	-	-	2 1%	-	2 2%	1 1%	1 *
Prefer to walk/shops close enough to walk to	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	30 7%	5 9%	19 8%	4 8%	2 2%	7 14%	1 4%	1 3%	21 6%	6 7%	12 11%	8 6%	5 4%
Don't know	6 1%	-	5 2%	-	1 1%	2 4%	-	2 5%	3 1%	1 1%	2 2%	-	3 3%
Not stated	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *

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 journey to work/school

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	488	332	156	344	137	4	3	93	22	36	134	20	82	72	4	24
Weighted base	449	303	146	309	133	4	3	81	20	33	123	22	76	67	4	23
I have shopping and cannot carry it all	227 50%	151 50%	76 52%	157 51%	65 49%	4 100%	-	35 43%	11 57%	22 65%	57 47%	11 49%	38 50%	35 52%	2 42%	16 72%
There is no direct route	85 19%	59 19%	26 18%	61 20%	22 16%	-	2 62%	11 14%	1 3%	6 19%	24 19%	5 22%	16 22%	13 20%	3 58%	6 27%
Generally public transport is not convenient/ easier or more convenient by car	80 18%	64 21%	16 11%	61 20%	19 14%	-	-	18 23%	3 13%	3 8%	25 20%	1 5%	17 23%	12 18%	-	1 5%
Public transport is too slow / service too infrequent	74 16%	53 18%	20 14%	50 16%	23 18%	-	-	14 17%	1 6%	5 14%	28 23%	2 7%	10 13%	11 17%	-	3 15%
Public transport services are not near home	42 9%	29 10%	13 9%	35 11%	7 5%	-	-	6 8%	-	3 10%	15 12%	4 17%	6 8%	6 9%	-	2 9%
Public transport services are not near destination	35 8%	26 9%	9 6%	27 9%	8 6%	-	-	11 13%	2 10%	2 7%	7 6%	1 6%	3 4%	7 11%	-	1 4%
Public transport is not reliable / punctual	31 7%	21 7%	10 7%	17 5%	14 11%	-	-	6 7%	-	2 5%	13 10%	4 20%	4 5%	1 2%	-	1 5%
Public transport is expensive / It's cheaper by car	23 5%	19 6%	5 3%	13 4%	11 8%	-	-	2 3%	1 5%	* 1%	12 10%	* 1%	3 4%	3 5%	-	1 6%
Public transport is not accessible/easy to get on	13 3%	11 4%	2 2%	12 4%	1 1%	-	1 25%	3 4%	1 3%	-	4 3%	-	3 3%	3 4%	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	13 3%	7 2%	6 4%	8 3%	5 4%	-	-	1 1%	-	3 8%	3 3%	-	2 3%	3 4%	-	1 6%
Illness/disability	9 2%	6 2%	2 2%	7 2%	1 1%	-	* 13%	3 4%	-	-	3 2%	-	1 2%	2 3%	-	* 1%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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 journey to work/school

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	449	303	146	309	133	4	3	81	20	33	123	22	76	67	4	23
It's always full by the time it gets to my stop	3 1%	3 1%	-	3 1%	-	-	-	3 4%	-	*	-	-	-	-	-	-
No particular reason	9 2%	3 1%	5 4%	6 2%	2 2%	-	-	1 2%	-	1 2%	1 1%	1 3%	2 3%	2 3%	-	1 3%
I do not feel safe on public transport	3 1%	2 1%	1 *	2 1%	1 1%	-	-	2 3%	-	-	-	-	1 1%	-	-	-
Prefer to walk/shops close enough to walk to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	30 7%	19 6%	11 8%	15 5%	15 11%	-	-	4 5%	5 26%	3 10%	6 5%	3 15%	5 7%	3 4%	-	* 2%
Don't know	6 1%	5 2%	1 1%	4 1%	2 1%	-	-	2 2%	1 4%	-	2 2%	-	1 1%	-	-	-
Not stated	*	*	-	-	*	-	-	-	-	-	-	-	-	*	1%	-

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 journey to work/school

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	488	178	82	121	35	72	93	251	47	90	7	142	62	83	68	16	17	-
Weighted base	449	175	79	101	31	62	85	224	43	90	7	131	57	67	67	18	13	-
I have shopping and cannot carry it all	227	94	34	47	15	36	45	112	26	39	4	61	26	41	28	11	6	-
	50%	54%	43%	46%	49%	58%	52%	50%	62%	43%	60%	47%	46%	62%	42%	63%	44%	-
There is no direct route	85	33	12	22	10	7	24	38	9	13	2	29	17	11	17	1	1	-
	19%	19%	15%	22%	32%	12%	28%	17%	21%	14%	25%	23%	31%	17%	25%	6%	8%	-
Generally public transport is not convenient/ easier or more convenient by car	80	32	15	12	9	12	16	45	2	17	-	28	12	16	13	1	2	-
	18%	18%	19%	12%	29%	19%	19%	20%	6%	19%	-	22%	21%	24%	19%	7%	12%	-
Public transport is too slow / service too infrequent	74	24	17	19	5	7	20	30	3	20	-	32	9	4	15	1	3	-
	16%	14%	22%	19%	17%	12%	23%	14%	7%	23%	-	24%	16%	6%	22%	3%	23%	-
Public transport services are not near home	42	12	9	10	3	8	10	26	1	5	-	17	8	6	3	2	2	-
	9%	7%	11%	10%	11%	13%	11%	11%	3%	6%	-	13%	14%	9%	4%	10%	16%	-
Public transport services are not near destination	35	16	4	6	1	8	5	22	3	5	-	13	6	3	4	3	1	-
	8%	9%	5%	6%	4%	13%	5%	10%	7%	6%	-	10%	11%	4%	5%	16%	10%	-
Public transport is not reliable / punctual	31	14	10	3	1	3	3	14	5	9	-	6	4	3	7	3	3	-
	7%	8%	13%	3%	5%	5%	3%	6%	13%	9%	-	5%	6%	5%	11%	16%	25%	-
Public transport is expensive / It's cheaper by car	23	7	4	6	3	4	3	10	3	8	-	6	4	3	10	-	1	-
	5%	4%	5%	6%	9%	6%	3%	4%	7%	9%	-	5%	6%	4%	15%	-	8%	-
Public transport is not accessible/easy to get on	13	6	1	3	*	3	4	7	1	-	1	5	*	3	1	-	-	-
	3%	4%	1%	3%	1%	5%	5%	3%	2%	-	10%	4%	1%	4%	1%	-	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	13	5	2	2	1	3	4	4	1	4	-	4	1	2	4	*	1	-
	3%	3%	2%	2%	5%	5%	5%	2%	2%	5%	-	3%	2%	4%	6%	3%	6%	-
Illness/disability	9	1	2	4	1	1	1	6	*	1	*	2	-	1	1	-	-	-
	2%	1%	3%	4%	2%	1%	1%	3%	1%	1%	5%	2%	-	1%	2%	-	-	-

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 journey to work/school

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	449	175	79	101	31	62	85	224	43	90	7	131	57	67	67	18	13	-
It's always full by the time it gets to my stop	3 1%	* *	- -	- -	2 7%	1 1%	- -	3 2%	- -	- -	- -	3 2%	* 1%	- -	- -	- -	- -	- -
No particular reason	9 2%	1 1%	3 4%	2 2%	- -	1 2%	1 1%	6 2%	1 2%	2 2%	- -	2 1%	2 4%	2 3%	1 2%	- -	- -	- -
I do not feel safe on public transport	3 1%	1 *	1 1%	1 1%	1 3%	- -	- -	2 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -
Prefer to walk/shops close enough to walk to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	30 7%	7 4%	6 8%	10 10%	3 8%	4 7%	3 4%	12 5%	3 8%	11 13%	- -	4 3%	3 5%	4 7%	6 9%	2 11%	2 12%	- -
Don't know	6 1%	1 *	1 1%	1 1%	- -	3 5%	1 1%	3 2%	1 2%	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 7%	- -
Not stated	* *	- -	- -	* *	- -	- -	- -	- -	* 1%	- -	- -	- -	- -	* 1%	- -	- -	- -	- -

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 journey to work/school

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	488	388	4	66	26	106	127	144	66	4	26	11	55	86	50	53	52	192
Weighted base	449	351	3	75	17	100	115	130	75	3	17	7	48	79	44	49	57	171
I have shopping and cannot carry it all	227 50%	173 49%	2 59%	41 54%	9 55%	50 50%	61 53%	59 45%	41 54%	2 59%	9 55%	3 54%	22 45%	34 44%	18 42%	25 51%	18 31%	109 64%
There is no direct route	85 19%	77 22%	-	7 10%	1 3%	23 23%	27 24%	27 21%	7 10%	-	1 3%	* 6%	6 12%	15 19%	13 30%	13 26%	15 27%	24 14%
Generally public transport is not convenient/ easier or more convenient by car	80 18%	71 20%	-	8 11%	-	14 14%	22 19%	35 27%	8 11%	-	-	-	10 20%	14 18%	8 19%	9 19%	14 25%	24 14%
Public transport is too slow / service too infrequent	74 16%	63 18%	-	10 13%	1 5%	16 16%	21 19%	25 19%	10 13%	-	1 5%	1 19%	13 28%	13 16%	12 28%	6 13%	7 12%	21 13%
Public transport services are not near home	42 9%	37 10%	-	5 7%	-	15 15%	11 9%	11 8%	5 7%	-	-	-	5 10%	3 4%	4 9%	5 9%	10 18%	15 9%
Public transport services are not near destination	35 8%	30 9%	-	4 6%	* 2%	7 7%	13 11%	10 7%	4 6%	-	* 2%	-	3 6%	8 10%	1 3%	3 6%	8 14%	12 7%
Public transport is not reliable / punctual	31 7%	26 7%	-	4 6%	1 5%	6 6%	7 6%	12 9%	4 6%	-	1 5%	1 10%	3 5%	6 8%	5 12%	1 2%	6 11%	10 6%
Public transport is expensive / It's cheaper by car	23 5%	23 7%	-	-	-	7 7%	5 5%	10 7%	-	-	-	1 19%	2 4%	7 9%	1 3%	* 1%	2 3%	10 6%
Public transport is not accessible/easy to get on	13 3%	9 3%	-	4 5%	-	3 3%	3 3%	3 2%	4 5%	-	-	* 6%	* 1%	1 1%	-	3 7%	2 4%	6 4%

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 journey to work/school

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	449	351	3	75	17	100	115	130	75	3	17	7	48	79	44	49	57	171
I don't know what public transport services are available / poor information on timetables or routes or fares	13 3%	13 4%	-	-	-	3 3%	6 5%	4 3%	-	-	-	-	1 1%	1 2%	4 9%	2 4%	-	5 3%
Illness/disability	9 2%	4 1%	1 31%	3 4%	1 4%	-	2 2%	2 1%	3 4%	1 31%	1 4%	-	* 1%	1 2%	-	1 2%	-	6 4%
It's always full by the time it gets to my stop	3 1%	3 1%	-	-	-	-	3 3%	* *	-	-	-	-	3 5%	1 1%	-	-	-	-
No particular reason	9 2%	7 2%	-	-	1 8%	* *	4 3%	3 2%	-	-	1 8%	-	3 5%	2 2%	1 2%	1 2%	* 1%	2 1%
I do not feel safe on public transport	3 1%	2 1%	-	1 1%	-	2 2%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%
Prefer to walk/shops close enough to walk to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	30 7%	21 6%	* 11%	6 8%	3 18%	6 6%	11 9%	3 2%	6 8%	* 11%	3 18%	1 21%	4 9%	6 7%	2 5%	3 6%	8 14%	7 4%
Don't know	6 1%	3 1%	-	1 1%	2 11%	2 2%	* *	-	1 1%	-	2 11%	-	1 2%	-	-	-	1 1%	4 3%
Not stated	* *	* *	-	-	-	-	* *	-	-	-	-	-	-	* 1%	-	-	-	-

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 journey to work/school

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	488	488	-	-
Weighted base	449	449	-	-
I have shopping and cannot carry it all	227 50%	227 50%	-	-
There is no direct route	85 19%	85 19%	-	-
Generally public transport is not convenient/ easier or more convenient by car	80 18%	80 18%	-	-
Public transport is too slow / service too infrequent	74 16%	74 16%	-	-
Public transport services are not near home	42 9%	42 9%	-	-
Public transport services are not near destination	35 8%	35 8%	-	-
Public transport is not reliable / punctual	31 7%	31 7%	-	-
Public transport is expensive / It's cheaper by car	23 5%	23 5%	-	-
Public transport is not accessible/easy to get on	13 3%	13 3%	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	13 3%	13 3%	-	-
Illness/disability	9 2%	9 2%	-	-
It's always full by the time it gets to my stop	3 1%	3 1%	-	-
No particular reason	9 2%	9 2%	-	-

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 journey to work/school

	Mode of transport for shopping trips			Walk/bicycle
	Total	Car/van/ motorbike	Public transport	
Weighted base	449	449	-	-
I do not feel safe on public transport	3 1%	3 1%	-	-
Prefer to walk/shops close enough to walk to	-	-	-	-
Others	30 7%	30 7%	-	-
Don't know	6 1%	6 1%	-	-
Not stated	*	*	-	-

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 journey to work/school

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	133	71	62	4	8	13	16	21	33	38	40	35	19	39	19	9	101	3	17	82	34
Weighted base	109	61	48	6	6	16	11	19	24	27	33	29	18	30	14	13	77	3	12	63	34
I have shopping and cannot carry it all	59 54%	33 54%	26 55%	2 28%	4 73%	12 73%	6 55%	9 47%	13 55%	14 50%	14 44%	15 52%	9 53%	21 69%	9 62%	7 55%	42 55%	* 9%	9 74%	37 59%	14 40%
Generally public transport is not convenient/ easier or more convenient by car	20 18%	10 17%	10 20%	1 23%	1 16%	4 28%	1 10%	* 2%	6 23%	6 22%	6 20%	5 18%	4 20%	5 15%	2 16%	- -	17 22%	- -	1 8%	14 22%	5 15%
Public transport is too slow / service too infrequent	17 15%	9 14%	8 16%	3 48%	- -	4 24%	1 6%	1 3%	4 16%	5 18%	8 24%	1 5%	3 19%	4 14%	1 9%	3 24%	10 12%	3 79%	3 27%	6 10%	8 22%
There is no direct route	14 13%	8 13%	6 13%	1 24%	* 8%	2 12%	1 6%	1 6%	5 20%	4 14%	5 15%	5 16%	1 5%	4 13%	2 17%	2 14%	10 13%	- -	1 10%	8 13%	5 13%
Public transport services are not near home	13 12%	7 11%	6 12%	- -	- -	- -	- -	4 22%	6 24%	2 9%	7 22%	2 8%	2 9%	2 6%	- -	3 20%	10 13%	- -	- -	5 7%	8 23%
Public transport services are not near destination	7 7%	4 7%	3 6%	- -	- -	1 4%	- -	2 10%	3 13%	1 5%	5 15%	1 2%	- -	2 6%	- -	2 15%	5 7%	- -	- -	3 5%	4 11%
Public transport is expensive / It's cheaper by car	7 6%	1 2%	5 11%	- -	- -	3 18%	1 6%	2 8%	1 4%	1 3%	1 2%	3 12%	2 9%	1 4%	- -	- -	7 9%	- -	* 3%	5 8%	2 5%
Public transport is not reliable / punctual	4 4%	* 1%	4 8%	3 48%	- -	1 4%	- -	- -	* 1%	* 2%	1 3%	- -	3 18%	- -	- -	- -	1 2%	3 79%	- -	1 1%	3 10%
Prefer to walk/shops close enough to walk to	3 3%	1 2%	2 4%	- -	- -	- -	1 5%	1 4%	1 4%	1 3%	1 2%	1 4%	- -	1 5%	- -	- -	3 4%	- -	- -	2 3%	1 3%
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	1 1%	* 1%	- -	- -	- -	- -	- -	1 2%	1 2%	1 3%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	* 1%
I do not feel safe on public transport	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	1 3%	1 2%	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -
It's always full by the time it gets to my stop	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
No particular reason	4 4%	2 4%	2 3%	- -	1 20%	* 2%	* 4%	1 4%	- -	1 5%	1 3%	1 4%	1 5%	1 4%	1 5%	1 6%	2 3%	- -	1 11%	3 4%	- -

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 journey to work/school

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	109	61	48	6	6	16	11	19	24	27	33	29	18	30	14	13	77	3	12	63	34
Public transport is not accessible/easy to get on	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illness/disability	2	2	*	-	-	1	-	-	*	1	-	1	1	*	-	-	2	-	1	1	1
	2%	3%	1%	-	-	5%	-	-	2%	4%	-	3%	6%	1%	-	-	3%	-	8%	1%	2%
Others	13	6	7	-	-	2	3	3	1	3	3	5	2	4	-	3	10	*	-	8	4
	12%	10%	14%	-	-	14%	26%	17%	5%	11%	8%	16%	10%	12%	-	20%	12%	12%	-	13%	13%
Don't know	1	1	-	-	-	-	1	-	1	-	-	1	1	-	1	-	-	-	-	1	-
	1%	2%	-	-	-	-	5%	-	3%	-	-	2%	4%	-	8%	-	-	-	-	2%	-

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 journey to work/school

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	133	15	98	8	12	6	5	10	112	19	44	34	34
Weighted base	109	21	72	6	11	8	4	13	84	17	38	27	26
I have shopping and cannot carry it all	59 54%	13 65%	40 55%	3 55%	3 28%	8 100%	2 48%	4 29%	46 55%	12 70%	19 49%	15 57%	13 48%
Generally public transport is not convenient/ easier or more convenient by car	20 18%	-	18 24%	1 22%	1 8%	-	-	4 32%	15 18%	2 10%	10 26%	5 19%	3 12%
Public transport is too slow / service too infrequent	17 15%	3 15%	10 14%	-	3 31%	3 41%	-	3 25%	10 12%	1 6%	9 24%	6 24%	-
There is no direct route	14 13%	1 6%	9 13%	-	4 36%	-	1 30%	1 5%	12 15%	* 3%	4 11%	6 22%	4 14%
Public transport services are not near home	13 12%	2 7%	2 3%	-	9 81%	-	-	2 11%	11 13%	3 16%	3 8%	1 3%	6 23%
Public transport services are not near destination	7 7%	-	3 4%	-	4 37%	-	-	-	7 8%	3 16%	3 9%	* 1%	1 3%
Public transport is expensive / It's cheaper by car	7 6%	-	6 8%	-	1 8%	-	-	4 27%	3 4%	1 4%	3 9%	1 5%	1 5%
Public transport is not reliable / punctual	4 4%	-	4 6%	-	-	-	-	3 20%	1 2%	1 6%	3 7%	-	* 2%
Prefer to walk/shops close enough to walk to	3 3%	1 7%	2 3%	-	-	-	-	-	3 4%	1 4%	-	2 7%	1 3%
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	-	1 1%	-	-	-	-	-	1 1%	* 2%	* 1%	-	-
I do not feel safe on public transport	1 1%	-	1 1%	-	-	-	-	-	1 1%	1 5%	-	-	-
It's always full by the time it gets to my stop	-	-	-	-	-	-	-	-	-	-	-	-	-

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 journey to work/school

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	109	21	72	6	11	8	4	13	84	17	38	27	26
No particular reason	4 4%	-	2 3%	2 26%	-	-	-	-	4 5%	-	2 5%	1 5%	* 2%
Public transport is not accessible/easy to get on	-	-	-	-	-	-	-	-	-	-	-	-	-
Illness/disability	2 2%	-	2 3%	-	-	-	-	-	2 3%	1 5%	-	1 2%	1 3%
Others	13 12%	4 21%	8 11%	1 10%	-	-	2 52%	2 17%	8 10%	1 9%	3 9%	4 14%	4 16%
Don't know	1 1%	1 3%	1 1%	-	-	-	-	1 4%	1 1%	-	-	1 2%	1 2%

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 journey to work/school

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	133	84	49	83	47	1	2	22	9	11	28	3	17	21	5	14
Weighted base	109	64	45	66	39	3	1	13	8	10	23	6	15	18	5	11
I have shopping and cannot carry it all	59 54%	31 49%	28 63%	30 46%	26 65%	3 100%	* 37%	7 54%	5 60%	7 70%	11 46%	-	7 49%	11 61%	5 100%	6 60%
Generally public transport is not convenient/ easier or more convenient by car	20 18%	12 18%	8 18%	13 19%	7 17%	-	* 63%	1 6%	2 29%	5 45%	3 13%	-	3 22%	6 32%	-	* 3%
Public transport is too slow / service too infrequent	17 15%	11 17%	6 13%	11 16%	3 7%	3 100%	-	1 11%	1 12%	2 21%	3 13%	3 45%	2 14%	4 25%	-	-
There is no direct route	14 13%	11 17%	4 8%	8 13%	5 14%	-	* 63%	1 8%	1 12%	2 17%	3 14%	-	2 14%	1 7%	1 18%	3 32%
Public transport services are not near home	13 12%	9 14%	4 8%	9 14%	3 9%	-	-	1 9%	1 12%	-	2 10%	-	3 18%	3 18%	-	2 22%
Public transport services are not near destination	7 7%	3 5%	4 9%	5 7%	3 6%	-	-	3 26%	1 12%	-	-	-	2 13%	1 5%	-	-
Public transport is expensive / It's cheaper by car	7 6%	3 5%	4 8%	3 4%	4 10%	-	-	* 3%	* 5%	3 32%	2 8%	-	-	1 5%	-	-
Public transport is not reliable / punctual	4 4%	4 6%	-	4 6%	-	-	-	1 5%	-	-	-	3 45%	-	-	-	* 3%
Prefer to walk/shops close enough to walk to	3 3%	2 3%	1 3%	2 3%	2 4%	-	-	* 3%	1 10%	-	1 3%	-	-	* 2%	1 14%	1 5%
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	1 2%	-	1 1%	* 1%	-	-	-	-	-	-	-	1 5%	-	-	* 3%
I do not feel safe on public transport	1 1%	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 7%

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 journey to work/school

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	109	64	45	66	39	3	1	13	8	10	23	6	15	18	5	11
It's always full by the time it gets to my stop	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	4	1	2	2	2	-	-	1	*	1	1	-	-	-	-	1
	4%	2%	5%	3%	5%	-	-	4%	6%	8%	6%	-	-	-	-	7%
Public transport is not accessible/easy to get on	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illness/disability	2	1	2	2	*	-	-	-	1	-	1	-	-	-	-	1
	2%	1%	4%	3%	1%	-	-	-	12%	-	3%	-	-	-	-	5%
Others	13	9	3	9	4	-	-	1	-	-	3	3	2	1	1	2
	12%	15%	7%	13%	10%	-	-	5%	-	-	12%	55%	15%	6%	14%	15%
Don't know	1	1	1	1	1	-	-	1	-	-	1	-	-	-	-	-
	1%	1%	1%	1%	2%	-	-	5%	-	-	2%	-	-	-	-	-

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 journey to work/school

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	133	48	20	28	11	26	21	62	12	35	3	29	16	26	20	5	9	-
Weighted base	109	38	20	24	8	19	19	47	12	28	4	23	11	21	17	3	7	-
I have shopping and cannot carry it all	59 54%	19 49%	13 66%	10 41%	5 61%	12 67%	11 60%	19 40%	9 76%	17 61%	3 87%	10 45%	5 40%	10 47%	10 57%	1 53%	6 93%	-
Generally public transport is not convenient/ easier or more convenient by car	20 18%	8 21%	5 23%	6 24%	-	1 8%	3 18%	9 19%	3 28%	3 13%	* 13%	4 16%	1 9%	5 25%	1 9%	* 8%	2 27%	-
Public transport is too slow / service too infrequent	17 15%	7 18%	4 18%	4 16%	-	2 11%	1 6%	10 20%	1 7%	2 7%	3 80%	7 30%	1 7%	3 15%	1 5%	* 8%	2 25%	-
There is no direct route	14 13%	6 17%	3 13%	5 20%	-	* 2%	2 9%	6 14%	2 13%	4 14%	* 13%	3 13%	1 11%	4 19%	2 10%	* 14%	3 41%	-
Public transport services are not near home	13 12%	6 15%	1 7%	4 16%	1 7%	1 5%	2 9%	7 16%	2 17%	2 6%	-	1 5%	1 13%	6 27%	3 15%	-	1 14%	-
Public transport services are not near destination	7 7%	3 9%	1 3%	1 4%	1 7%	2 9%	-	5 10%	2 17%	1 2%	-	1 4%	1 11%	2 8%	3 15%	-	-	-
Public transport is expensive / It's cheaper by car	7 6%	1 2%	5 22%	* 2%	1 8%	* 2%	1 5%	2 4%	4 31%	* 1%	-	1 3%	* 3%	1 4%	* 2%	-	* 7%	-
Public transport is not reliable / punctual	4 4%	4 10%	-	-	-	* 2%	* 2%	4 8%	-	-	-	3 13%	-	1 5%	-	-	-	-
Prefer to walk/shops close enough to walk to	3 3%	1 3%	* 2%	1 3%	-	1 5%	1 3%	1 3%	-	2 6%	-	* 2%	1 4%	1 4%	1 4%	1 23%	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	* 1%	* 1%	1 2%	-	-	* 2%	1 1%	-	* 1%	-	* 1%	1 5%	-	-	* 8%	-	-
I do not feel safe on public transport	1 1%	1 2%	-	-	-	-	-	1 2%	-	-	-	-	1 7%	-	-	-	-	-

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 journey to work/school

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	109	38	20	24	8	19	19	47	12	28	4	23	11	21	17	3	7	-
It's always full by the time it gets to my stop	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	4	1	-	*	*	2	-	2	-	2	-	*	-	1	1	-	-	-
	4%	3%	-	1%	5%	11%	-	4%	-	7%	-	1%	-	6%	7%	-	-	-
Public transport is not accessible/easy to get on	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illness/disability	2	1	*	*	-	-	-	2	-	*	-	-	1	-	-	-	-	-
	2%	3%	2%	2%	-	-	-	4%	-	1%	-	-	12%	-	-	-	-	-
Others	13	3	4	4	*	2	5	3	-	4	-	6	1	1	1	-	-	-
	12%	8%	18%	16%	3%	10%	28%	7%	-	14%	-	25%	7%	3%	8%	-	-	-
Don't know	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-	1	-	-
	1%	-	-	-	15%	-	-	1%	-	2%	-	-	-	3%	-	25%	-	-

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 journey to work/school

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	133	105	2	10	15	36	27	38	10	2	15	4	20	30	7	17	18	41
Weighted base	109	81	4	16	8	26	21	29	16	4	8	5	17	30	4	10	14	33
I have shopping and cannot carry it all	59 54%	42 51%	4 100%	9 57%	5 62%	12 46%	13 59%	16 56%	9 57%	4 100%	5 62%	1 23%	11 64%	11 35%	2 35%	4 41%	7 52%	25 75%
Generally public transport is not convenient/ easier or more convenient by car	20 18%	13 16%	-	6 35%	1 11%	5 19%	2 9%	6 19%	6 35%	-	1 11%	1 17%	3 20%	5 16%	1 24%	1 11%	4 28%	5 16%
Public transport is too slow / service too infrequent	17 15%	14 17%	3 87%	-	-	8 29%	* 2%	2 7%	-	3 87%	-	4 67%	3 19%	5 16%	1 26%	1 14%	5 36%	1 3%
There is no direct route	14 13%	13 16%	-	-	1 14%	5 18%	1 5%	6 20%	-	-	1 14%	1 26%	2 11%	5 16%	* 11%	1 11%	4 27%	2 6%
Public transport services are not near home	13 12%	12 14%	-	1 5%	-	3 11%	6 27%	2 8%	1 5%	-	-	1 17%	-	7 23%	1 20%	1 11%	3 20%	1 2%
Public transport services are not near destination	7 7%	6 8%	-	1 5%	-	2 6%	4 18%	-	1 5%	-	-	1 17%	-	1 3%	1 29%	1 11%	3 20%	1 3%
Public transport is expensive / It's cheaper by car	7 6%	3 3%	-	4 23%	* 5%	-	1 4%	2 6%	4 23%	-	* 5%	-	* 2%	4 13%	1 28%	1 7%	-	* 1%
Public transport is not reliable / punctual	4 4%	4 5%	-	-	-	1 3%	-	1 3%	-	-	-	3 50%	-	3 10%	* 7%	-	-	1 2%
Prefer to walk/shops close enough to walk to	3 3%	3 4%	-	-	-	1 4%	1 6%	1 2%	-	-	-	-	1 3%	1 4%	-	1 6%	* 3%	* 1%
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	1 1%	-	-	-	* 1%	-	1 3%	-	-	-	-	-	-	* 7%	-	* 1%	1 2%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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 journey to work/school

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non-active driver - full license in house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	109	81	4	16	8	26	21	29	16	4	8	5	17	30	4	10	14	33
I do not feel safe on public transport	1 1%	1 1%	-	-	-	-	1 4%	-	-	-	-	-	-	1 3%	-	-	-	-
It's always full by the time it gets to my stop	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No particular reason	4 4%	3 3%	-	-	1 16%	1 3%	* 1%	2 5%	-	-	1 16%	-	1 4%	* 1%	-	2 16%	* 2%	1 2%
Public transport is not accessible/easy to get on	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Illness/disability	2 2%	1 2%	-	-	1 11%	-	1 4%	1 2%	-	-	1 11%	-	* 3%	1 2%	-	1 8%	-	* 1%
Others	13 12%	9 11%	-	4 25%	-	3 13%	2 7%	4 13%	4 25%	-	-	-	4 23%	7 24%	-	1 9%	-	1 2%
Don't know	1 1%	1 1%	-	-	-	1 2%	-	1 2%	-	-	-	-	-	-	-	-	-	1 4%

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 journey to work/school

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	133	133	-	-
Weighted base	109	109	-	-
I have shopping and cannot carry it all	59 54%	59 54%	-	-
Generally public transport is not convenient/ easier or more convenient by car	20 18%	20 18%	-	-
Public transport is too slow / service too infrequent	17 15%	17 15%	-	-
There is no direct route	14 13%	14 13%	-	-
Public transport services are not near home	13 12%	13 12%	-	-
Public transport services are not near destination	7 7%	7 7%	-	-
Public transport is expensive / It's cheaper by car	7 6%	7 6%	-	-
Public transport is not reliable / punctual	4 4%	4 4%	-	-
Prefer to walk/shops close enough to walk to	3 3%	3 3%	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	1 1%	1 1%	-	-
I do not feel safe on public transport	1 1%	1 1%	-	-
It's always full by the time it gets to my stop	-	-	-	-
No particular reason	4 4%	4 4%	-	-

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 journey to work/school

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Weighted base	109	109	-	-
Public transport is not accessible/easy to get on	-	-	-	-
Illness/disability	2 2%	2 2%	-	-
Others	13 12%	13 12%	-	-
Don't know	1 1%	1 1%	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	621	244	377	16	35	75	81	69	158	187	179	200	94	148	104	44	466	6	47	357	216
Weighted base	558	233	325	19	38	83	77	67	123	150	156	190	94	117	108	48	390	11	31	289	237
I have shopping and cannot carry it all	286 51%	108 47%	178 55%	12 60%	23 62%	44 53%	38 49%	35 52%	59 48%	76 50%	73 47%	103 54%	43 46%	67 57%	54 50%	31 66%	198 51%	1 13%	19 62%	164 57%	102 43%
Generally public transport is not convenient/ easier or more convenient by car	100 18%	46 20%	54 17%	4 20%	9 25%	12 15%	14 18%	11 16%	21 17%	28 19%	29 19%	39 20%	8 9%	24 20%	17 16%	2 3%	74 19%	7 60%	1 3%	54 19%	45 19%
There is no direct route	99 18%	49 21%	51 16%	2 11%	5 14%	6 8%	14 18%	15 23%	24 20%	32 21%	40 26%	26 14%	14 15%	18 16%	24 22%	9 18%	67 17%	- -	2 5%	39 14%	58 24%
Public transport is too slow / service too infrequent	90 16%	40 17%	50 15%	3 17%	3 8%	12 15%	14 19%	9 14%	22 18%	26 17%	36 23%	21 11%	16 17%	17 15%	13 12%	7 15%	67 17%	3 24%	4 13%	37 13%	49 21%
Public transport services are not near home	55 10%	25 11%	30 9%	- -	* 1%	5 6%	7 9%	7 10%	16 13%	19 13%	23 15%	14 8%	12 13%	4 4%	7 7%	5 11%	43 11%	- -	- -	22 7%	33 14%
Public transport services are not near destination	42 8%	21 9%	22 7%	1 4%	* 1%	9 10%	6 8%	5 7%	11 9%	10 7%	15 10%	15 8%	5 6%	6 5%	9 8%	6 12%	27 7%	- -	* 1%	13 5%	29 12%
Public transport is not reliable / punctual	35 6%	17 7%	19 6%	4 19%	* 1%	7 9%	5 6%	2 2%	8 6%	10 6%	13 8%	12 7%	7 7%	3 3%	10 9%	2 4%	21 5%	3 24%	1 2%	17 6%	16 7%
Public transport is expensive / It's cheaper by car	30 5%	10 4%	20 6%	1 4%	4 10%	5 6%	10 13%	4 6%	3 2%	3 2%	6 4%	11 6%	7 7%	6 5%	9 8%	- -	21 5%	- -	* 1%	11 4%	19 8%
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	6 3%	8 2%	- -	1 4%	1 2%	3 3%	1 1%	2 1%	6 4%	9 6%	2 1%	* 1%	2 2%	3 3%	1 2%	10 2%	- -	- -	4 2%	10 4%
Public transport is not accessible/easy to get on	13 2%	4 2%	9 3%	- -	* 1%	* *	2 2%	2 4%	4 3%	4 3%	6 4%	1 1%	2 2%	4 4%	2 2%	- -	11 3%	- -	- -	6 2%	7 3%
No particular reason	12 2%	4 2%	8 2%	- -	1 3%	2 3%	1 1%	4 6%	2 1%	2 2%	2 1%	3 2%	5 5%	2 2%	3 3%	2 4%	7 2%	- -	3 9%	8 3%	2 1%
I do not feel safe on public transport	4 1%	1 1%	2 1%	1 4%	- -	- -	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	- -	2 1%	1 1%	1 2%	1 *	- -	- -	1 *	2 1%
It's always full by the time it gets to my stop	3 1%	2 1%	2 1%	- -	* 1%	- -	1 2%	* *	1 1%	1 *	- -	- -	1 1%	3 2%	- -	- -	3 1%	- -	- -	3 1%	- -

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Weighted base	558	233	325	19	38	83	77	67	123	150	156	190	94	117	108	48	390	11	31	289	237
Illness/disability	11 2%	4 2%	7 2%	-	-	1 1%	1 1%	1 1%	3 2%	5 3%	1 1%	4 2%	4 4%	3 2%	-	-	11 3%	-	2 8%	7 2%	2 1%
Prefer to walk/shops close enough to walk to	3 1%	1 1%	2 1%	-	-	-	1 1%	1 1%	1 1%	1 1%	1 *	1 1%	-	1 1%	-	-	3 1%	-	-	2 1%	1 *
Others	43 8%	16 7%	27 8%	2 11%	3 9%	8 10%	8 10%	8 11%	3 3%	11 7%	10 7%	18 10%	6 7%	8 7%	9 8%	6 12%	28 7%	* 4%	3 11%	26 9%	13 6%
Don't know	7 1%	3 1%	5 1%	-	-	4 5%	1 1%	-	1 1%	1 1%	1 1%	2 1%	1 1%	3 3%	2 2%	1 2%	4 1%	-	2 6%	5 2%	1 *
Not stated	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *	- -

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	621	53	414	52	102	54	36	39	492	116	151	148	199
Weighted base	558	73	313	60	112	54	38	49	417	102	146	149	155
I have shopping and cannot carry it all	286 51%	49 66%	170 54%	29 48%	38 34%	33 61%	22 57%	22 44%	210 50%	63 61%	70 48%	73 49%	76 49%
Generally public transport is not convenient/ easier or more convenient by car	100 18%	7 10%	64 20%	12 20%	17 15%	4 7%	5 13%	13 26%	79 19%	13 13%	36 24%	29 19%	21 14%
There is no direct route	99 18%	5 7%	52 17%	10 17%	32 28%	7 13%	6 17%	4 9%	81 20%	20 19%	29 20%	22 15%	29 18%
Public transport is too slow / service too infrequent	90 16%	5 7%	41 13%	9 15%	35 31%	10 19%	6 17%	9 18%	65 15%	17 16%	25 17%	26 18%	22 14%
Public transport services are not near home	55 10%	2 2%	14 4%	3 4%	37 33%	2 3%	6 15%	7 15%	40 10%	13 12%	10 7%	14 9%	18 12%
Public transport services are not near destination	42 8%	3 3%	15 5%	3 6%	21 19%	3 5%	5 13%	3 5%	32 8%	5 5%	13 9%	13 9%	10 7%
Public transport is not reliable / punctual	35 6%	1 1%	17 5%	8 13%	9 8%	3 6%	- -	6 13%	25 6%	10 10%	9 6%	7 5%	9 6%
Public transport is expensive / It's cheaper by car	30 5%	1 2%	22 7%	3 5%	4 3%	3 5%	3 7%	9 18%	16 4%	7 7%	6 4%	12 8%	6 4%
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	- -	7 2%	2 3%	5 4%	1 1%	* 1%	1 3%	12 3%	3 3%	4 3%	4 2%	3 2%
Public transport is not accessible/easy to get on	13 2%	- -	8 3%	1 2%	4 3%	3 5%	- -	- -	11 3%	3 3%	1 1%	5 3%	4 2%
No particular reason	12 2%	2 3%	8 2%	2 3%	1 1%	- -	- -	2 3%	11 3%	1 1%	5 3%	6 4%	1 1%
I do not feel safe on public transport	4 1%	- -	4 1%	- -	- -	1 1%	- -	- -	3 1%	1 1%	2 1%	1 *	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	558	73	313	60	112	54	38	49	417	102	146	149	155
It's always full by the time it gets to my stop	3 1%	-	3 1%	-	-	* 1%	-	1 2%	2 *	-	-	1 1%	2 1%
Illness/disability	11 2%	-	9 3%	1 2%	2 1%	-	-	-	11 3%	2 2%	1 1%	3 2%	5 3%
Prefer to walk/shops close enough to walk to	3 1%	1 2%	2 1%	-	-	-	-	-	3 1%	1 1%	-	2 1%	1 1%
Others	43 8%	9 12%	27 9%	5 8%	2 2%	7 12%	4 10%	3 7%	29 7%	8 8%	15 10%	11 8%	9 6%
Don't know	7 1%	1 1%	6 2%	-	1 1%	2 3%	-	2 5%	3 1%	1 1%	2 1%	1 *	4 3%
Not stated	* *	-	* *	-	-	-	-	-	* *	-	-	-	* *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	621	416	205	427	184	5	5	115	31	47	162	23	99	93	9	38
Weighted base	558	368	190	375	172	8	4	94	27	43	145	28	91	85	9	33
I have shopping and cannot carry it all	286 51%	182 50%	104 54%	187 50%	91 53%	8 100%	* 8%	42 44%	16 58%	29 67%	68 47%	11 39%	45 50%	46 54%	7 72%	23 68%
Generally public transport is not convenient/ easier or more convenient by car	100 18%	76 21%	24 13%	73 20%	26 15%	-	* 13%	19 20%	5 18%	7 17%	28 19%	1 4%	21 23%	18 21%	-	1 4%
There is no direct route	99 18%	70 19%	29 15%	70 19%	27 16%	-	2 62%	12 13%	2 6%	8 18%	27 18%	5 17%	18 20%	14 17%	3 37%	10 29%
Public transport is too slow / service too infrequent	90 16%	64 17%	26 14%	61 16%	26 15%	3 42%	-	16 17%	2 7%	7 16%	31 21%	4 15%	12 13%	16 19%	-	3 10%
Public transport services are not near home	55 10%	38 10%	17 9%	45 12%	10 6%	-	-	7 8%	1 3%	3 7%	17 12%	4 13%	9 10%	9 11%	-	4 13%
Public transport services are not near destination	42 8%	29 8%	13 7%	31 8%	11 6%	-	-	14 15%	3 10%	2 6%	7 5%	1 5%	5 5%	8 10%	-	1 3%
Public transport is not reliable / punctual	35 6%	25 7%	10 5%	21 6%	14 8%	-	-	6 7%	-	2 4%	13 9%	7 25%	4 4%	1 2%	-	1 4%
Public transport is expensive / It's cheaper by car	30 5%	22 6%	9 4%	15 4%	15 9%	-	-	3 3%	1 5%	3 8%	14 10%	* 1%	3 3%	4 5%	-	1 4%
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	8 2%	6 3%	9 2%	5 3%	-	-	1 1%	-	3 6%	3 2%	-	3 3%	3 3%	-	2 5%
Public transport is not accessible/easy to get on	13 2%	11 3%	2 1%	12 3%	1 *	-	1 20%	3 3%	1 2%	-	4 3%	-	3 3%	3 3%	-	-
No particular reason	12 2%	5 1%	8 4%	8 2%	4 3%	-	-	2 2%	* 2%	1 3%	2 2%	1 2%	2 2%	2 3%	-	1 4%

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	558	368	190	375	172	8	4	94	27	43	145	28	91	85	9	33
I do not feel safe on public transport	4 1%	3 1%	1 *	3 1%	1 1%	-	-	2 3%	-	-	-	-	1 1%	-	-	1 2%
It's always full by the time it gets to my stop	3 1%	3 1%	-	3 1%	-	-	-	3 3%	-	*	-	-	-	-	-	-
Illness/disability	11 2%	7 2%	4 2%	9 2%	2 1%	-	10%	3 3%	1 3%	-	4 2%	-	1 1%	2 2%	-	1 2%
Prefer to walk/shops close enough to walk to	3 1%	2 1%	1 1%	2 *	2 1%	-	-	* 3%	1 3%	-	1 *	-	*	1 7%	1 7%	1 1%
Others	43 8%	28 8%	15 8%	24 6%	19 11%	-	-	5 5%	19 19%	3 7%	9 6%	7 23%	7 8%	4 4%	1 7%	2 6%
Don't know	7 1%	6 2%	1 1%	5 1%	2 1%	-	-	2 3%	1 3%	-	3 2%	-	1 1%	-	-	-
Not stated	* *	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* 1%	- -	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	621	226	102	149	46	98	114	313	59	125	10	171	78	109	88	21	26	-
Weighted base	558	213	99	125	39	81	104	270	54	118	11	154	68	87	84	21	20	-
I have shopping and cannot carry it all	286 51%	112 53%	47 48%	57 45%	20 52%	49 60%	56 54%	131 48%	35 65%	56 47%	8 69%	72 47%	30 45%	51 58%	38 45%	13 61%	12 61%	-
Generally public transport is not convenient/ easier or more convenient by car	100 18%	40 19%	20 20%	18 14%	9 23%	13 17%	19 18%	54 20%	6 10%	20 17%	*	32 21%	13 19%	21 24%	14 17%	2 7%	3 17%	-
There is no direct route	99 18%	40 19%	15 15%	27 21%	10 25%	8 10%	25 24%	44 16%	10 19%	17 14%	2 21%	33 21%	19 28%	15 18%	18 22%	1 7%	4 20%	-
Public transport is too slow / service too infrequent	90 16%	31 15%	21 21%	23 18%	5 14%	9 12%	21 20%	40 15%	4 7%	22 19%	3 28%	39 25%	10 14%	7 8%	16 19%	1 4%	5 23%	-
Public transport services are not near home	55 10%	18 8%	10 11%	14 11%	4 10%	9 11%	11 11%	33 12%	3 6%	7 6%	-	18 12%	9 13%	11 13%	5 6%	2 8%	3 16%	-
Public transport services are not near destination	42 8%	20 9%	4 4%	7 5%	2 4%	10 12%	5 4%	27 10%	5 9%	6 5%	-	14 9%	8 11%	4 5%	6 7%	3 14%	1 7%	-
Public transport is not reliable / punctual	35 6%	17 8%	10 10%	3 2%	1 4%	4 5%	3 3%	18 7%	5 10%	9 7%	-	9 6%	4 5%	4 5%	7 8%	3 14%	3 17%	-
Public transport is expensive / It's cheaper by car	30 5%	7 4%	9 9%	6 5%	3 9%	4 5%	4 3%	12 4%	7 12%	8 7%	-	7 4%	4 6%	4 4%	10 12%	-	2 8%	-
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	5 2%	2 2%	3 2%	1 4%	3 4%	4 4%	4 2%	1 1%	5 4%	-	5 3%	2 2%	2 3%	4 5%	1 3%	1 4%	-
Public transport is not accessible/easy to get on	13 2%	6 3%	1 1%	3 2%	* 1%	3 4%	4 4%	7 3%	1 1%	-	1 7%	5 3%	* 1%	3 3%	1 1%	-	-	-
No particular reason	12 2%	3 1%	3 3%	3 2%	* 1%	3 4%	1 1%	7 3%	1 1%	4 3%	-	2 1%	2 3%	3 4%	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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	558	213	99	125	39	81	104	270	54	118	11	154	68	87	84	21	20	-
I do not feel safe on public transport	4 1%	1 1%	1 1%	1 1%	1 3%	-	-	3 1%	-	1 1%	-	1 1%	2 2%	-	1 1%	-	-	-
It's always full by the time it gets to my stop	3 1%	* *	-	-	2 6%	1 1%	-	3 1%	-	-	-	3 2%	* 1%	-	-	-	-	-
Illness/disability	11 2%	2 1%	3 3%	4 4%	1 2%	1 1%	1 1%	8 3%	* *	1 1%	* 3%	2 1%	1 2%	1 1%	1 1%	-	-	-
Prefer to walk/shops close enough to walk to	3 1%	1 1%	* *	1 1%	-	1 1%	1 *	1 *	-	2 1%	-	* *	1 1%	1 1%	1 1%	1 3%	-	-
Others	43 8%	10 5%	10 10%	14 11%	3 7%	6 8%	8 8%	16 6%	3 6%	15 13%	-	10 7%	4 6%	5 6%	7 9%	2 10%	2 8%	-
Don't know	7 1%	1 *	1 1%	1 1%	1 3%	3 4%	1 1%	4 1%	1 2%	2 1%	-	1 1%	-	1 1%	1 1%	1 3%	1 4%	-
Not stated	* *	-	-	* *	-	-	-	-	* 1%	-	-	-	-	-	* 1%	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	621	493	6	76	41	142	154	182	76	6	41	15	75	116	57	70	70	233
Weighted base	558	433	6	91	25	125	136	159	91	6	25	12	65	110	48	59	71	205
I have shopping and cannot carry it all	286 51%	215 50%	5 83%	50 55%	14 57%	62 49%	74 54%	75 47%	50 55%	5 83%	14 57%	5 40%	32 50%	45 41%	20 41%	29 50%	25 35%	134 65%
Generally public transport is not convenient/ easier or more convenient by car	100 18%	85 20%	-	14 15%	1 4%	19 15%	24 18%	41 26%	14 15%	-	1 4%	1 8%	13 20%	19 18%	9 20%	10 17%	18 25%	30 15%
There is no direct route	99 18%	90 21%	-	7 8%	2 7%	27 22%	28 21%	33 21%	7 8%	-	2 7%	2 15%	8 12%	20 18%	13 28%	14 23%	19 27%	26 13%
Public transport is too slow / service too infrequent	90 16%	76 18%	3 50%	10 11%	1 3%	23 18%	22 16%	27 17%	10 11%	3 50%	1 3%	5 41%	17 25%	18 16%	14 28%	8 13%	12 17%	22 11%
Public transport services are not near home	55 10%	49 11%	-	6 7%	-	18 15%	16 12%	13 8%	6 7%	-	-	1 8%	5 8%	10 9%	5 10%	6 10%	13 18%	16 8%
Public transport services are not near destination	42 8%	36 8%	-	5 6%	* 1%	9 7%	17 12%	10 6%	5 6%	-	* 1%	1 8%	3 4%	9 8%	3 6%	4 7%	11 15%	13 6%
Public transport is not reliable / punctual	35 6%	30 7%	-	4 5%	1 3%	7 5%	7 5%	13 8%	4 5%	-	1 3%	3 28%	3 4%	9 8%	5 11%	1 2%	6 8%	11 5%
Public transport is expensive / It's cheaper by car	30 5%	26 6%	-	4 4%	* 2%	7 6%	6 5%	11 7%	4 4%	-	* 2%	1 10%	2 4%	11 10%	3 6%	1 2%	2 2%	11 5%
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	14 3%	-	-	-	3 3%	6 4%	5 3%	-	-	-	-	1 1%	1 1%	4 8%	2 3%	* *	6 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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	558	433	6	91	25	125	136	159	91	6	25	12	65	110	48	59	71	205
Public transport is not accessible/easy to get on	13 2%	9 2%	-	4 4%	-	3 2%	3 3%	3 2%	4 4%	-	-	*	*	1 1%	-	3 5%	2 3%	6 3%
No particular reason	12 2%	10 2%	-	-	3 11%	1 1%	4 3%	4 3%	-	-	3 11%	-	3 5%	2 2%	1 1%	3 5%	1 1%	3 1%
I do not feel safe on public transport	4 1%	3 1%	-	1 1%	-	2 2%	1 1%	-	1 1%	-	-	-	1 1%	1 1%	1 1%	-	1 1%	1 1%
It's always full by the time it gets to my stop	3 1%	3 1%	-	-	-	-	3 2%	*	-	-	-	-	3 4%	1 1%	-	-	-	-
Illness/disability	11 2%	5 1%	1 13%	3 4%	2 6%	-	3 2%	2 1%	3 4%	1 13%	2 6%	-	1 1%	2 2%	-	2 3%	-	7 3%
Prefer to walk/shops close enough to walk to	3 1%	3 1%	-	-	-	1 1%	1 1%	1 *	-	-	-	-	1 1%	1 1%	-	1 1%	*	*
Others	43 8%	30 7%	* 4%	10 11%	3 12%	10 8%	12 9%	7 4%	10 11%	* 4%	3 12%	1 12%	8 13%	13 12%	2 5%	4 6%	8 11%	8 4%
Don't know	7 1%	4 1%	-	1 1%	2 8%	3 2%	* 9%	1 *	1 1%	-	2 8%	-	1 1%	-	-	-	1 1%	6 3%
Not stated	* *	* *	-	-	-	-	* *	-	-	-	-	-	-	*	-	-	-	-

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	621	621	-	-
Weighted base	558	558	-	-
I have shopping and cannot carry it all	286 51%	286 51%	-	-
Generally public transport is not convenient/ easier or more convenient by car	100 18%	100 18%	-	-
There is no direct route	99 18%	99 18%	-	-
Public transport is too slow / service too infrequent	90 16%	90 16%	-	-
Public transport services are not near home	55 10%	55 10%	-	-
Public transport services are not near destination	42 8%	42 8%	-	-
Public transport is not reliable / punctual	35 6%	35 6%	-	-
Public transport is expensive / It's cheaper by car	30 5%	30 5%	-	-
I don't know what public transport services are available / poor information on timetables or routes or fares	14 3%	14 3%	-	-
Public transport is not accessible/easy to get on	13 2%	13 2%	-	-
No particular reason	12 2%	12 2%	-	-
I do not feel safe on public transport	4 1%	4 1%	-	-
It's always full by the time it gets to my stop	3 1%	3 1%	-	-

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Weighted base	558	558	-	-
Illness/disability	11 2%	11 2%	-	-
Prefer to walk/shops close enough to walk to	3 1%	3 1%	-	-
Others	43 8%	43 8%	-	-
Don't know	7 1%	7 1%	-	-
Not stated	*	*	-	-

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 journey to work/school and could ride a bicycle

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	376	143	233	12	23	54	57	38	95	97	112	136	54	74	81	34	258	3	12	201	162
Weighted base	359	147	213	14	29	59	58	39	76	85	105	135	57	62	89	34	228	8	9	169	181
I have shopping and cannot carry it all	220 61%	101 69%	119 56%	12 85%	24 86%	42 72%	41 71%	28 71%	33 44%	39 46%	61 57%	87 65%	31 55%	40 65%	69 78%	27 78%	116 51%	8 100%	6 64%	101 60%	112 62%
Don't have access to a bicycle / my own bicycle	89 25%	39 27%	50 24%	1 7%	5 17%	14 24%	6 11%	11 29%	22 29%	30 36%	36 34%	32 24%	8 14%	13 21%	21 23%	3 9%	66 29%	- -	2 28%	42 25%	45 25%
Too much traffic / it's too dangerous	50 14%	13 9%	37 17%	1 5%	4 14%	1 1%	6 11%	11 28%	12 16%	15 18%	15 15%	19 14%	9 17%	6 10%	11 13%	4 12%	35 15%	- -	- -	18 11%	32 18%
It takes too long to cycle / too far away	45 13%	16 11%	29 14%	2 12%	2 6%	2 3%	13 22%	8 21%	7 9%	12 14%	18 17%	11 8%	9 16%	7 12%	13 14%	5 15%	27 12%	- -	- -	10 6%	34 19%
Too old /unfit	39 11%	15 10%	24 11%	- -	- -	- -	4 7%	2 5%	8 10%	25 30%	12 12%	6 9%	6 10%	9 15%	2 3%	- -	36 16%	- -	1 17%	20 12%	17 9%
Can't ride a bicycle / not confident enough	26 7%	6 4%	20 9%	1 7%	1 5%	- -	1 2%	3 8%	8 11%	11 13%	6 6%	11 8%	5 9%	4 7%	3 4%	1 4%	22 9%	- -	- -	18 10%	9 5%
Weather	21 6%	8 6%	13 6%	2 15%	1 5%	1 2%	4 7%	4 11%	5 7%	3 3%	5 5%	10 7%	2 3%	4 7%	9 10%	3 8%	10 4%	- -	- -	7 4%	15 8%
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	2 2%	12 6%	- -	2 7%	2 3%	1 1%	4 10%	4 6%	2 2%	3 3%	5 4%	3 6%	3 5%	5 6%	- -	10 4%	- -	* 4%	6 4%	8 5%
No/not enough cycle lanes/paths at all along my route	10 3%	- -	10 5%	1 5%	- -	- -	4 7%	2 6%	1 2%	1 2%	3 3%	4 3%	1 2%	2 3%	1 2%	2 7%	6 3%	- -	- -	3 2%	7 4%
Worried about crime/ personal safety/being attacked	3 1%	- -	3 1%	- -	- -	1 1%	1 1%	- -	1 1%	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	2 1%	- -	- -	2 1%	1 *
No particular reason	10 3%	1 1%	9 4%	- -	- -	3 5%	1 1%	- -	2 3%	4 5%	2 2%	4 3%	2 4%	2 3%	2 2%	1 3%	7 3%	- -	- -	9 5%	1 *
Takes too long/time	2 *	1 1%	1 *	- -	- -	2 3%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	2 1%
Others	17 5%	5 3%	13 6%	2 15%	1 5%	4 7%	2 3%	1 2%	3 4%	4 5%	4 4%	6 4%	4 8%	3 5%	3 3%	2 6%	13 6%	- -	* 6%	13 8%	4 2%
Don't know	2 1%	2 2%	- -	- -	- -	- -	- -	- -	1 2%	1 1%	1 1%	- -	1 2%	- -	- -	- -	2 1%	- -	- -	1 1%	1 1%

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 journey to work/school and could ride a bicycle

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	376	34	233	34	75	40	29	28	279	79	92	91	111
Weighted base	359	48	186	43	83	38	32	34	255	71	96	97	92
I have shopping and cannot carry it all	220 61%	41 86%	119 64%	25 58%	35 42%	24 61%	26 81%	23 66%	148 58%	47 65%	66 68%	58 60%	47 52%
Don't have access to a bicycle / my own bicycle	89 25%	9 19%	55 29%	8 20%	17 21%	6 17%	2 6%	5 16%	76 30%	17 24%	21 22%	22 23%	29 32%
Too much traffic / it's too dangerous	50 14%	1 3%	26 14%	5 12%	18 22%	- -	2 7%	12 34%	36 14%	9 13%	11 11%	21 22%	7 8%
It takes too long to cycle / too far away	45 13%	1 3%	17 9%	5 11%	22 27%	2 5%	5 17%	11 32%	27 10%	11 16%	12 12%	14 14%	8 9%
Too old /unfit	39 11%	2 5%	15 8%	5 11%	17 21%	- -	3 8%	- -	36 14%	6 8%	13 14%	6 6%	14 15%
Can't ride a bicycle / not confident enough	26 7%	1 3%	15 8%	2 4%	8 9%	- -	- -	2 6%	24 9%	4 5%	7 8%	8 8%	7 8%
Weather	21 6%	- -	8 4%	4 9%	9 11%	1 1%	4 11%	2 6%	15 6%	5 7%	5 5%	8 8%	4 4%
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	- -	9 5%	1 2%	5 6%	1 3%	- -	2 7%	11 4%	3 4%	3 3%	4 4%	6 6%
No/not enough cycle lanes/paths at all along my route	10 3%	- -	5 3%	1 3%	3 4%	- -	2 6%	4 11%	4 2%	2 2%	2 2%	4 4%	2 2%
Worried about crime/ personal safety/being attacked	3 1%	- -	2 1%	- -	1 1%	- -	- -	- -	3 1%	1 2%	- -	- -	1 2%
No particular reason	10 3%	1 2%	4 2%	5 12%	- -	3 7%	1 3%	- -	6 2%	3 4%	1 1%	3 3%	3 3%
Takes too long/time	2 *	- -	1 1%	- -	1 1%	2 5%	- -	- -	- -	2 2%	- -	- -	- -
Others	17 5%	1 3%	8 4%	8 18%	* 1%	4 11%	1 5%	2 5%	10 4%	4 5%	6 6%	4 4%	4 5%
Don't know	2 1%	- -	1 *	- -	1 2%	- -	- -	- -	2 1%	- -	1 1%	- -	1 1%

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 journey to work/school and could ride a bicycle

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	376	254	122	255	117	4	-	62	17	30	105	15	70	50	4	22	
Weighted base	359	239	121	236	118	4	-	60	16	30	98	18	66	45	4	22	
I have shopping and cannot carry it all	220 61%	147 62%	72 60%	132 56%	84 71%	3 65%	-	38 63%	11 67%	19 65%	47 48%	14 79%	41 62%	29 64%	4 91%	17 78%	
Don't have access to a bicycle / my own bicycle	89 25%	61 26%	29 24%	67 29%	21 17%	2 35%	-	18 31%	2 10%	11 37%	22 23%	3 15%	12 18%	16 36%	* 9%	5 23%	
Too much traffic / it's too dangerous	50 14%	35 15%	15 13%	35 15%	15 13%	-	-	6 11%	-	4 14%	11 12%	1 7%	13 20%	10 22%	-	3 16%	
It takes too long to cycle / too far away	45 13%	31 13%	14 12%	29 12%	16 13%	-	-	2 4%	-	1 5%	20 20%	1 7%	8 11%	9 21%	-	4 17%	
Too old /unfit	39 11%	28 12%	11 9%	32 13%	7 6%	-	-	7 11%	1 4%	1 3%	14 14%	1 7%	8 12%	6 12%	-	3 12%	
Can't ride a bicycle / not confident enough	26 7%	13 6%	13 11%	20 8%	7 6%	-	-	3 5%	1 8%	3 11%	7 7%	-	3 5%	6 13%	-	3 13%	
Weather	21 6%	17 7%	4 4%	12 5%	9 8%	-	-	1 1%	-	4 14%	8 8%	1 5%	2 3%	5 11%	-	-	
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	9 4%	5 4%	10 4%	5 4%	-	-	1 2%	-	-	6 6%	-	5 8%	1 2%	-	1 5%	
No/not enough cycle lanes/paths at all along my route	10 3%	9 4%	1 1%	8 3%	2 2%	-	-	1 2%	-	-	3 3%	-	2 4%	3 6%	-	-	
Worried about crime/ personal safety/being attacked	3 1%	1 1%	2 1%	2 1%	1 1%	-	-	1 1%	-	-	1 1%	1 4%	-	-	-	-	
No particular reason	10 3%	4 2%	6 5%	7 3%	3 2%	-	-	1 2%	-	-	4 4%	1 4%	1 2%	2 4%	-	1 4%	
Takes too long/time	2 *	1 *	1 1%	-	2 2%	-	-	1 2%	-	-	-	-	1 1%	-	-	-	
Others	17 5%	16 7%	2 1%	10 4%	7 6%	-	-	3 4%	3 19%	1 2%	6 6%	3 15%	2 3%	1 1%	-	-	

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 journey to work/school and could ride a bicycle

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not inte rested in finding out more	Do most or every thing - want to do more - inte rested in finding out more	
Weighted base	359	239	121	236	118	4	-	60	16	30	98	18	66	45	4	22
Don't know	2 1%	2 1%	-	1 1%	1 1%	-	-	-	-	-	1 1%	-	-	1 3%	-	-

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 journey to work/school and could ride a bicycle

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	376	143	67	89	28	49	77	178	43	74	4	117	52	61	60	15	15	-
Weighted base	359	142	67	79	27	43	71	165	39	80	4	110	49	51	62	16	12	-
I have shopping and cannot carry it all	220 61%	92 64%	40 60%	48 60%	15 54%	26 59%	35 50%	97 59%	29 76%	55 69%	3 65%	60 55%	29 60%	33 65%	43 70%	14 88%	9 76%	-
Don't have access to a bicycle / my own bicycle	89 25%	31 22%	16 24%	20 25%	7 27%	15 34%	19 27%	48 29%	7 17%	14 17%	2 35%	33 30%	12 24%	16 32%	12 19%	1 4%	1 10%	-
Too much traffic / it's too dangerous	50 14%	13 9%	14 20%	15 19%	2 6%	6 14%	9 13%	26 16%	5 13%	10 12%	-	19 18%	7 14%	5 9%	12 19%	2 12%	* 3%	-
It takes too long to cycle / too far away	45 13%	9 7%	9 14%	16 20%	5 18%	6 13%	6 8%	23 14%	3 9%	12 16%	-	8 7%	8 17%	9 17%	9 14%	3 16%	1 12%	-
Too old /unfit	39 11%	13 9%	9 13%	9 11%	3 9%	6 15%	10 15%	21 13%	3 8%	4 6%	-	14 12%	6 12%	7 13%	3 5%	3 17%	-	-
Can't ride a bicycle / not confident enough	26 7%	9 7%	3 4%	5 6%	4 14%	6 13%	8 12%	11 7%	1 3%	5 7%	-	13 11%	2 4%	3 6%	3 5%	1 4%	-	-
Weather	21 6%	8 6%	8 12%	4 5%	-	1 3%	4 5%	9 5%	1 4%	8 10%	-	6 6%	4 8%	1 2%	7 11%	2 13%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	5 4%	5 8%	3 3%	1 5%	* 1%	6 8%	4 3%	2 5%	3 4%	-	4 3%	4 7%	3 5%	5 7%	-	-	-
No/not enough cycle lanes/paths at all along my route	10 3%	3 2%	2 3%	5 6%	-	-	2 2%	6 4%	1 2%	1 1%	-	5 5%	2 4%	1 1%	1 1%	1 4%	* 4%	-
Worried about crime/ personal safety/being attacked	3 1%	-	1 1%	1 1%	-	2 4%	1 1%	1 1%	-	1 1%	-	1 1%	1 1%	-	1 1%	-	-	-
No particular reason	10 3%	4 3%	1 1%	2 3%	-	2 5%	3 4%	4 2%	2 4%	1 1%	-	2 2%	2 3%	-	3 4%	-	-	-
Takes too long/time	2 *	1 1%	-	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	-	1 1%	-	1 8%	-
Others	17 5%	7 5%	3 4%	4 5%	2 6%	2 5%	-	10 6%	-	7 9%	-	5 5%	1 2%	1 2%	4 6%	-	1 5%	-

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 journey to work/school and could ride a bicycle

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	359	142	67	79	27	43	71	165	39	80	4	110	49	51	62	16	12	-
Don't know	2 1%	1 1%	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 3%	-	1 6%	-	-

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 journey to work/school and could ride a bicycle

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	376	320	1	40	11	94	101	117	40	1	11	8	33	70	43	45	46	139
Weighted base	359	300	1	48	8	89	97	109	48	1	8	5	32	61	39	44	53	129
I have shopping and cannot carry it all	220 61%	189 63%	1 100%	23 48%	5 60%	62 70%	58 60%	66 61%	23 48%	1 100%	5 60%	3 54%	22 67%	27 43%	20 50%	21 48%	32 59%	98 76%
Don't have access to a bicycle / my own bicycle	89 25%	75 25%	1 100%	11 23%	2 21%	14 16%	25 26%	36 33%	11 23%	1 100%	2 21%	1 16%	9 29%	17 28%	10 26%	14 32%	14 27%	25 19%
Too much traffic / it's too dangerous	50 14%	45 15%	-	6 12%	-	11 13%	19 20%	14 13%	6 12%	-	-	-	5 15%	4 7%	7 18%	5 12%	7 13%	21 17%
It takes too long to cycle / too far away	45 13%	38 13%	-	7 16%	-	10 11%	13 14%	14 13%	7 16%	-	-	-	2 7%	4 7%	8 20%	4 8%	9 17%	18 14%
Too old /unfit	39 11%	32 11%	-	5 11%	1 19%	7 8%	15 15%	10 9%	5 11%	-	1 19%	-	3 11%	6 9%	4 10%	5 11%	6 11%	15 12%
Can't ride a bicycle / not confident enough	26 7%	22 7%	-	4 8%	-	2 3%	7 8%	12 11%	4 8%	-	-	1 13%	2 6%	6 10%	5 12%	1 2%	4 7%	9 7%
Weather	21 6%	21 7%	-	-	-	6 6%	9 10%	6 5%	-	-	-	-	2 6%	5 9%	4 9%	3 6%	2 4%	6 4%
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	15 5%	-	-	*	3 3%	5 5%	7 6%	-	-	*	-	2 5%	2 4%	2 6%	-	3 6%	5 4%
No/not enough cycle lanes/paths at all along my route	10 3%	10 3%	-	-	-	1 2%	7 7%	1 1%	-	-	-	-	1 2%	1 2%	1 4%	1 2%	1 1%	5 4%
Worried about crime/ personal safety/being attacked	3 1%	2 1%	-	1 2%	-	1 2%	1 1%	-	1 2%	-	-	-	-	-	1 2%	-	1 1%	1 1%
No particular reason	10 3%	7 2%	-	3 7%	-	4 5%	1 1%	2 2%	3 7%	-	-	-	-	3 4%	3 7%	2 6%	1 2%	1 1%
Takes too long/time	2 *	2 1%	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	2 3%	-

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 journey to work/school and could ride a bicycle

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	359	300	1	48	8	89	97	109	48	1	8	5	32	61	39	44	53	129
Others	17 5%	11 4%	-	6 12%	* 6%	4 5%	5 5%	2 2%	6 12%	-	* 6%	1 17%	2 6%	7 12%	3 8%	3 7%	2 3%	1 *
Don't know	2 1%	2 1%	-	-	-	1 2%	-	1 1%	-	-	-	-	-	-	-	-	1 3%	1 1%

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 journey to work/school and could ride a bicycle

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	376	376	-	-
Weighted base	359	359	-	-
I have shopping and cannot carry it all	220 61%	220 61%	-	-
Don't have access to a bicycle / my own bicycle	89 25%	89 25%	-	-
Too much traffic / it's too dangerous	50 14%	50 14%	-	-
It takes too long to cycle / too far away	45 13%	45 13%	-	-
Too old /unfit	39 11%	39 11%	-	-
Can't ride a bicycle / not confident enough	26 7%	26 7%	-	-
Weather	21 6%	21 6%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	15 4%	15 4%	-	-
No/not enough cycle lanes/paths at all along my route	10 3%	10 3%	-	-
Worried about crime/ personal safety/being attacked	3 1%	3 1%	-	-
No particular reason	10 3%	10 3%	-	-
Takes too long/time	2 *	2 *	-	-
Others	17 5%	17 5%	-	-
Don't know	2 1%	2 1%	-	-

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 journey to work/school and could ride a bicycle

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	100	61	39	3	8	9	15	15	20	30	33	28	14	25	18	6	73	2	11	63	26
Weighted base	80	51	29	3	6	10	9	14	17	22	28	24	13	16	14	8	57	1	6	48	26
I have shopping and cannot carry it all	39 49%	24 46%	16 54%	1 46%	5 80%	3 34%	8 94%	10 70%	8 45%	4 20%	14 51%	9 40%	6 48%	10 60%	10 75%	6 78%	22 39%	-	4 61%	25 51%	11 42%
Don't have access to a bicycle / my own bicycle	23 28%	15 29%	8 27%	2 54%	2 30%	2 19%	1 12%	2 14%	5 27%	10 44%	7 26%	5 20%	5 36%	6 38%	3 19%	-	19 34%	1 100%	3 41%	13 28%	7 26%
Too much traffic / it's too dangerous	11 13%	5 9%	6 21%	-	-	4 35%	1 8%	1 9%	4 21%	2 8%	5 18%	4 17%	1 6%	1 6%	2 13%	1 8%	8 15%	-	1 10%	6 13%	4 15%
It takes too long to cycle / too far away	7 9%	5 10%	2 6%	1 46%	-	1 7%	1 12%	1 4%	2 14%	1 5%	3 11%	2 10%	1 5%	1 6%	1 10%	-	6 10%	-	1 17%	2 4%	4 17%
Can't ride a bicycle / not confident enough	7 8%	1 2%	6 19%	-	-	-	-	4 25%	1 6%	2 10%	1 2%	5 21%	1 7%	* 2%	1 5%	-	6 11%	-	-	3 7%	4 14%
Too old /unfit	7 8%	2 4%	4 15%	-	-	-	-	-	4 23%	3 13%	1 5%	1 2%	3 24%	2 12%	-	-	7 12%	-	1 15%	4 8%	2 8%
Weather	5 6%	2 4%	3 9%	-	-	-	1 12%	3 21%	-	1 2%	3 11%	1 2%	-	1 6%	1 8%	2 24%	2 3%	-	1 17%	2 3%	2 8%
No/not enough cycle lanes/paths at all along my route	2 3%	-	2 7%	-	-	1 7%	-	1 7%	-	* 2%	2 6%	-	-	* 3%	1 8%	-	1 2%	-	* 8%	1 2%	1 3%
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	1 2%	1 2%	-	1 14%	-	-	1 5%	-	* 2%	1 2%	-	* 3%	1 5%	-	-	2 3%	-	1 13%	* 1%	1 3%
Worried about crime/ personal safety/being attacked	2 2%	-	2 6%	-	-	-	-	1 7%	1 4%	-	1 4%	1 3%	-	-	1 8%	-	1 1%	-	-	2 4%	-
No particular reason	1 1%	* 1%	1 2%	-	-	-	-	-	1 5%	-	-	-	* 4%	1 3%	-	-	1 2%	-	-	* 1%	1 2%
Takes too long/time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	6 8%	6 11%	1 3%	-	-	2 18%	1 7%	2 12%	* 1%	2 10%	3 9%	3 11%	1 6%	1 4%	1 7%	3 31%	3 5%	-	-	4 8%	3 10%
Don't know	1 1%	1 2%	-	-	* 6%	-	1 6%	-	-	-	-	1 4%	-	-	1 6%	-	-	-	-	1 2%	-
Not stated	1 1%	1 1%	-	-	-	-	-	-	1 3%	1 2%	-	-	-	-	-	-	1 1%	-	-	1 1%	-

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 journey to work/school and could ride a bicycle

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	100	8	75	8	9	5	4	6	85	15	37	24	22
Weighted base	80	9	56	6	9	5	3	7	66	14	33	18	14
I have shopping and cannot carry it all	39 49%	6 63%	26 47%	4 64%	4 39%	4 78%	1 26%	2 37%	33 49%	10 72%	12 37%	9 53%	7 47%
Don't have access to a bicycle / my own bicycle	23 28%	1 14%	17 31%	3 55%	1 6%	1 19%	* 13%	-	21 32%	1 9%	10 29%	6 36%	5 33%
Too much traffic / it's too dangerous	11 13%	1 11%	7 12%	-	3 33%	-	-	4 54%	7 11%	1 4%	5 16%	2 12%	3 19%
It takes too long to cycle / too far away	7 9%	-	5 8%	-	2 26%	-	-	-	7 11%	1 5%	1 2%	2 10%	4 28%
Can't ride a bicycle / not confident enough	7 8%	3 34%	2 3%	-	2 20%	-	-	1 10%	6 9%	-	5 15%	1 5%	* 3%
Too old /unfit	7 8%	-	5 9%	-	2 19%	-	-	-	7 10%	* 3%	3 10%	-	3 21%
Weather	5 6%	1 11%	2 3%	-	2 22%	-	-	-	5 7%	2 14%	1 2%	1 6%	1 7%
No/not enough cycle lanes/paths at all along my route	2 3%	1 11%	1 2%	-	-	-	-	-	2 3%	1 5%	-	1 6%	* 3%
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	-	2 3%	-	-	-	-	1 10%	1 2%	1 5%	1 3%	-	* 3%
Worried about crime/ personal safety/being attacked	2 2%	1 11%	1 1%	-	-	-	-	-	2 3%	-	-	1 6%	-
No particular reason	1 1%	-	1 1%	* 8%	-	-	-	-	1 2%	-	-	* 3%	1 3%
Takes too long/time	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	6 8%	1 6%	5 9%	1 13%	-	1 22%	2 60%	-	4 6%	1 7%	2 7%	3 18%	-
Don't know	1 1%	-	1 2%	-	-	-	-	1 9%	* *	-	* 1%	1 3%	-

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 journey to work/school and could ride a bicycle

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	80	9	56	6	9	5	3	7	66	14	33	18	14
Not stated	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	-	1 3%	-

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 journey to work/school and could ride a bicycle

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	100	62	38	60	38	-	2	19	5	9	21	2	14	17	2	8
Weighted base	80	46	34	46	33	-	1	11	4	8	16	3	13	13	1	8
I have shopping and cannot carry it all	39 49%	18 40%	21 61%	19 42%	20 60%	-	-	7 61%	* 9%	3 38%	8 52%	-	8 63%	7 54%	1 56%	4 54%
Don't have access to a bicycle / my own bicycle	23 28%	18 39%	5 13%	18 38%	5 14%	-	* 37%	5 43%	3 61%	-	3 21%	1 40%	5 37%	5 36%	-	* 6%
Too much traffic / it's too dangerous	11 13%	5 10%	6 18%	3 8%	7 22%	-	-	* 3%	-	3 35%	1 8%	-	1 7%	1 11%	1 44%	3 42%
It takes too long to cycle / too far away	7 9%	7 15%	* 1%	6 12%	1 4%	-	-	1 12%	-	-	-	-	2 18%	1 8%	-	2 30%
Can't ride a bicycle / not confident enough	7 8%	5 12%	1 4%	5 10%	2 6%	-	-	1 10%	-	1 8%	1 8%	2 60%	-	2 14%	-	-
Too old /unfit	7 8%	3 6%	4 12%	6 12%	1 2%	-	* 63%	* 4%	1 21%	-	1 6%	-	1 7%	2 16%	-	* 6%
Weather	5 6%	1 2%	4 10%	1 2%	4 10%	-	-	-	-	-	1 3%	-	3 23%	1 8%	-	-
No/not enough cycle lanes/paths at all along my route	2 3%	1 1%	2 4%	1 2%	1 3%	-	-	1 6%	-	-	-	-	-	1 8%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	1 2%	1 2%	1 1%	1 4%	-	-	-	* 10%	1 10%	1 4%	-	-	-	-	-
Worried about crime/ personal safety/being attacked	2 2%	-	2 5%	-	2 5%	-	-	1 6%	-	-	-	-	-	1 8%	-	-
No particular reason	1 1%	* 1%	1 1%	1 1%	* 1%	-	-	-	-	-	-	-	-	* 4%	-	1 6%
Takes too long/time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	6 8%	3 5%	4 12%	2 5%	4 13%	-	-	-	-	1 17%	1 8%	-	3 23%	-	-	1 10%

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 journey to work/school and could ride a bicycle

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
Weighted base	80	46	34	46	33	-	1	11	4	8	16	3	13	13	1	8
Don't know	1 1%	1 2%	-	1 2%	-	-	-	*	-	-	1 4%	-	-	-	-	-
Not stated	1 1%	1 1%	-	1 1%	-	-	-	-	-	-	1 4%	-	-	-	-	-

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 journey to work/school and could ride a bicycle

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	100	33	14	23	8	22	14	46	12	26	2	21	12	19	18	4	8	-
Weighted base	80	27	14	19	5	15	13	33	12	22	1	15	9	15	16	2	5	-
I have shopping and cannot carry it all	39 49%	16 61%	7 51%	5 24%	2 32%	9 62%	7 55%	12 36%	7 58%	13 61%	-	5 34%	2 19%	10 64%	12 73%	2 81%	3 50%	-
Don't have access to a bicycle / my own bicycle	23 28%	6 22%	3 19%	7 38%	2 32%	5 33%	5 40%	12 38%	* 3%	4 20%	* 37%	4 24%	6 66%	3 18%	3 16%	* 19%	2 31%	-
Too much traffic / it's too dangerous	11 13%	4 15%	3 22%	2 10%	* 5%	1 9%	-	3 11%	4 31%	4 17%	-	1 5%	-	3 18%	2 15%	* 11%	1 13%	-
It takes too long to cycle / too far away	7 9%	4 17%	1 4%	2 10%	-	-	1 8%	5 14%	-	1 6%	-	1 4%	-	4 27%	1 8%	-	-	-
Can't ride a bicycle / not confident enough	7 8%	3 10%	1 6%	2 10%	-	1 9%	3 22%	2 6%	-	2 10%	-	3 21%	-	2 10%	1 4%	-	1 18%	-
Too old /unfit	7 8%	2 9%	-	3 17%	-	1 6%	1 11%	4 13%	1 4%	-	* 63%	1 6%	1 15%	3 19%	1 3%	-	-	-
Weather	5 6%	3 11%	-	1 3%	-	1 7%	1 8%	-	2 21%	1 5%	-	-	-	4 22%	-	-	-	-
No/not enough cycle lanes/paths at all along my route	2 3%	1 3%	-	-	-	2 10%	-	1 3%	-	1 5%	-	-	-	1 4%	1 6%	-	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	-	-	-	1 20%	1 5%	-	1 2%	-	1 6%	-	1 4%	-	-	* 3%	-	-	-
Worried about crime/ personal safety/being attacked	2 2%	-	-	1 4%	-	1 7%	-	-	-	2 8%	-	-	-	2 11%	-	-	-	-
No particular reason	1 1%	1 4%	-	-	-	-	1 4%	-	-	* 2%	-	-	1 6%	-	-	-	* 9%	-
Takes too long/time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	6 8%	-	2 14%	3 16%	-	1 9%	-	2 7%	1 8%	3 16%	-	2 14%	-	2 11%	1 41%	-	-	-

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 journey to work/school and could ride a bicycle

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	80	27	14	19	5	15	13	33	12	22	1	15	9	15	16	2	5	-
Don't know	1 1%	* 1%	-	-	1 10%	-	-	1 3%	-	-	-	-	-	1 6%	-	-	-	-
Not stated	1 1%	1 2%	-	-	-	-	-	1 2%	-	-	-	1 4%	-	-	-	-	-	-

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 journey to work/school and could ride a bicycle

	Driving status				Driving status (split by annual mileage)								Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	100	82	-	6	11	32	19	28	6	-	11	3	12	20	6	13	17	32
Weighted base	80	63	-	11	6	22	16	22	11	-	6	3	8	21	4	8	13	26
I have shopping and cannot carry it all	39 49%	32 52%	-	3 28%	4 61%	8 38%	12 79%	11 47%	3 28%	-	4 61%	1 47%	4 54%	4 20%	2 61%	4 48%	7 51%	18 69%
Don't have access to a bicycle / my own bicycle	23 28%	17 27%	-	3 30%	3 41%	7 31%	4 29%	5 23%	3 30%	-	3 41%	* 18%	5 62%	4 17%	* 12%	1 11%	3 21%	10 39%
Too much traffic / it's too dangerous	11 13%	7 11%	-	3 26%	1 10%	3 12%	1 9%	3 13%	3 26%	-	1 10%	-	-	6 27%	1 18%	2 22%	2 12%	1 4%
It takes too long to cycle / too far away	7 9%	6 10%	-	-	1 17%	3 15%	* 3%	2 10%	-	-	1 17%	-	-	3 14%	-	* 5%	1 10%	2 9%
Can't ride a bicycle / not confident enough	7 8%	6 10%	-	-	-	1 4%	1 6%	5 20%	-	-	-	-	-	5 22%	1 22%	-	* 3%	1 3%
Too old /unfit	7 8%	6 9%	-	-	1 15%	1 4%	1 6%	3 11%	-	-	1 15%	1 53%	-	1 7%	1 22%	-	2 17%	2 8%
Weather	5 6%	4 6%	-	-	1 17%	-	3 19%	1 2%	-	-	1 17%	-	-	1 2%	-	-	2 15%	2 8%
No/not enough cycle lanes/paths at all along my route	2 3%	2 3%	-	-	* 8%	1 3%	1 7%	-	-	-	* 8%	-	-	-	-	-	-	2 8%
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	1 2%	-	-	1 13%	-	-	1 5%	-	-	1 13%	-	-	* 2%	-	1 9%	-	1 3%
Worried about crime/ personal safety/being attacked	2 2%	2 3%	-	-	-	-	1 7%	1 3%	-	-	-	-	-	-	-	-	-	2 7%
No particular reason	1 1%	1 2%	-	-	-	* 2%	-	1 2%	-	-	-	-	* 6%	1 2%	-	-	-	-
Takes too long/time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 journey to work/school and could ride a bicycle

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	80	63	-	11	6	22	16	22	11	-	6	3	8	21	4	8	13	26
Others	6	5	-	2	-	4	1	-	2	-	-	-	1	2	1	2	1	-
	8%	7%	-	16%	-	19%	4%	-	16%	-	-	-	8%	8%	18%	28%	9%	-
Don't know	1	1	-	-	-	1	*	-	-	-	-	-	-	-	-	-	*	1
	1%	1%	-	-	-	3%	2%	-	-	-	-	-	-	-	-	-	2%	2%
Not stated	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	1%	1%	-	-	-	3%	-	-	-	-	-	-	-	-	-	-	4%	-

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 journey to work/school and could ride a bicycle

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	100	100	-	-
Weighted base	80	80	-	-
I have shopping and cannot carry it all	39 49%	39 49%	-	-
Don't have access to a bicycle / my own bicycle	23 28%	23 28%	-	-
Too much traffic / it's too dangerous	11 13%	11 13%	-	-
It takes too long to cycle / too far away	7 9%	7 9%	-	-
Can't ride a bicycle / not confident enough	7 8%	7 8%	-	-
Too old /unfit	7 8%	7 8%	-	-
Weather	5 6%	5 6%	-	-
No/not enough cycle lanes/paths at all along my route	2 3%	2 3%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	2 2%	2 2%	-	-
Worried about crime/ personal safety/being attacked	2 2%	2 2%	-	-
No particular reason	1 1%	1 1%	-	-
Takes too long/time	-	-	-	-
Others	6 8%	6 8%	-	-
Don't know	1 1%	1 1%	-	-
Not stated	1 1%	1 1%	-	-

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)

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	476	204	272	15	31	63	72	53	115	127	145	164	68	99	99	40	331	5	23	264	188
Weighted base	439	198	242	17	34	69	67	54	93	106	133	158	69	78	103	42	285	8	15	217	206
I have shopping and cannot carry it all	259 59%	125 63%	134 56%	13 78%	29 85%	46 66%	49 74%	38 70%	41 44%	43 41%	75 56%	97 61%	37 54%	50 64%	80 77%	33 78%	138 48%	8 92%	9 63%	126 58%	123 59%
Don't have access to a bicycle / my own bicycle	112 26%	54 27%	58 24%	3 15%	7 19%	16 23%	7 11%	13 25%	26 28%	40 38%	44 33%	37 23%	12 18%	19 25%	23 23%	3 7%	85 30%	1 8%	5 34%	56 26%	51 25%
Too much traffic / it's too dangerous	61 14%	18 9%	43 18%	1 4%	4 12%	4 6%	7 11%	12 23%	16 17%	16 16%	20 15%	24 15%	10 15%	7 9%	13 13%	5 11%	43 15%	- -	1 4%	24 11%	36 17%
It takes too long to cycle / too far away	52 12%	21 11%	31 13%	3 18%	2 5%	3 4%	14 21%	9 16%	9 10%	13 12%	21 16%	13 8%	10 14%	8 11%	14 14%	5 12%	33 12%	- -	1 7%	12 6%	39 19%
Too old /unfit	46 10%	17 9%	28 12%	- -	- -	- -	4 6%	2 3%	11 12%	28 26%	14 10%	12 8%	9 12%	11 14%	2 2%	- -	43 15%	- -	2 17%	24 11%	19 9%
Can't ride a bicycle / not confident enough	33 7%	7 4%	26 11%	1 6%	1 4%	- -	1 2%	7 12%	9 10%	13 13%	7 5%	15 10%	6 9%	5 6%	4 4%	1 3%	28 10%	- -	- -	21 10%	12 6%
Weather	26 6%	10 5%	16 6%	2 12%	1 4%	1 2%	5 8%	7 14%	5 6%	3 3%	8 6%	10 6%	2 3%	5 7%	10 9%	5 11%	12 4%	- -	1 7%	8 4%	16 8%
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	4 2%	13 5%	- -	3 8%	2 3%	1 1%	5 9%	4 5%	2 2%	4 3%	5 3%	4 5%	4 5%	5 5%	- -	11 4%	- -	1 8%	7 3%	9 4%
No/not enough cycle lanes/paths at all along my route	12 3%	- -	12 5%	1 4%	- -	1 1%	4 6%	3 6%	1 1%	2 2%	5 4%	4 2%	1 2%	2 3%	2 2%	2 6%	7 2%	- -	* 3%	4 2%	7 4%
No particular reason	11 2%	1 1%	9 4%	- -	- -	3 4%	1 1%	- -	2 2%	5 5%	2 1%	4 3%	3 4%	2 3%	2 2%	1 3%	8 3%	- -	- -	9 4%	1 1%
Worried about crime/ personal safety/being attacked	5 1%	- -	5 2%	- -	- -	1 1%	1 1%	1 2%	1 1%	1 1%	2 2%	2 1%	- -	- -	2 2%	- -	3 1%	- -	- -	4 2%	1 *
Takes too long/time	2 *	1 1%	1 *	- -	- -	2 3%	- -	- -	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 2%	- -	- -	- -	- -	2 1%
Others	24 5%	11 5%	13 5%	2 13%	1 4%	6 8%	3 4%	3 5%	4 4%	6 6%	7 5%	8 5%	5 7%	4 5%	4 3%	5 11%	16 6%	- -	* 3%	17 8%	6 3%
Don't know	3 1%	3 2%	- -	- -	* 1%	- -	1 1%	- -	1 1%	1 1%	1 1%	1 1%	1 1%	- -	1 1%	- -	2 1%	- -	- -	2 1%	1 1%
Not stated	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -

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)

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	476	42	308	42	84	45	33	34	364	94	129	115	133
Weighted base	439	57	242	49	92	43	35	41	321	85	129	114	106
I have shopping and cannot carry it all	259 59%	47 82%	145 60%	29 58%	38 42%	27 63%	27 76%	25 61%	180 56%	57 66%	78 61%	67 59%	54 51%
Don't have access to a bicycle / my own bicycle	112 26%	11 19%	72 30%	12 24%	18 19%	7 17%	2 7%	5 13%	97 30%	18 22%	30 24%	28 25%	34 32%
Too much traffic / it's too dangerous	61 14%	2 4%	32 13%	5 10%	21 23%	- -	2 6%	15 37%	44 14%	10 11%	16 13%	23 20%	10 9%
It takes too long to cycle / too far away	52 12%	1 2%	22 9%	5 10%	25 27%	2 4%	5 15%	11 27%	34 11%	12 14%	12 10%	16 14%	12 12%
Too old /unfit	46 10%	2 4%	20 8%	5 9%	19 21%	- -	3 8%	- -	43 13%	6 7%	16 13%	6 5%	17 16%
Can't ride a bicycle / not confident enough	33 7%	5 8%	17 7%	2 4%	10 10%	- -	- -	3 7%	30 9%	4 4%	12 9%	9 7%	8 7%
Weather	26 6%	1 2%	10 4%	4 8%	11 12%	1 1%	4 10%	2 5%	20 6%	7 8%	5 4%	9 8%	5 5%
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	- -	11 5%	1 2%	5 5%	1 3%	- -	3 7%	12 4%	3 4%	4 3%	4 3%	6 6%
No/not enough cycle lanes/paths at all along my route	12 3%	1 2%	6 2%	1 3%	3 4%	- -	2 5%	4 9%	6 2%	2 3%	2 2%	5 4%	2 2%
No particular reason	11 2%	1 2%	4 2%	6 11%	- -	3 6%	1 2%	- -	7 2%	3 3%	1 1%	3 3%	4 3%
Worried about crime/ personal safety/being attacked	5 1%	1 2%	3 1%	- -	1 1%	- -	- -	- -	5 1%	1 2%	- -	1 1%	1 1%
Takes too long/time	2 *	- -	1 *	- -	1 1%	2 4%	- -	- -	- -	2 2%	- -	- -	- -
Others	24 5%	2 3%	13 5%	8 17%	* 1%	5 12%	3 9%	2 4%	14 4%	5 5%	8 6%	7 6%	4 4%
Don't know	3 1%	- -	2 1%	- -	1 1%	- -	- -	1 1%	3 1%	- -	2 1%	1 *	1 1%

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)

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	439	57	242	49	92	43	35	41	321	85	129	114	106
Not stated	1	-	1	-	-	-	-	-	1	-	-	1	-
	*	-	*	-	-	-	-	-	*	-	-	1%	-

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)

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	476	316	160	315	155	4	2	81	22	39	126	17	84	67	6	30
Weighted base	439	284	155	282	152	4	1	71	20	38	113	21	80	59	6	30
I have shopping and cannot carry it all	259 59%	166 58%	93 60%	151 54%	104 69%	3 65%	-	45 63%	11 54%	22 59%	55 48%	14 66%	49 62%	36 61%	5 83%	21 71%
Don't have access to a bicycle / my own bicycle	112 26%	79 28%	33 21%	85 30%	25 17%	2 35%	* 37%	23 33%	4 21%	11 29%	26 22%	4 19%	17 21%	21 36%	* 6%	5 18%
Too much traffic / it's too dangerous	61 14%	39 14%	22 14%	39 14%	22 15%	-	-	7 10%	-	7 19%	13 11%	1 6%	14 18%	12 20%	1 11%	7 23%
It takes too long to cycle / too far away	52 12%	37 13%	15 10%	35 12%	17 11%	-	-	4 5%	-	1 4%	20 17%	1 6%	10 12%	10 18%	-	6 20%
Too old /unfit	46 10%	31 11%	15 9%	37 13%	8 5%	-	* 63%	7 10%	2 8%	1 3%	14 13%	1 6%	9 11%	8 13%	-	3 10%
Can't ride a bicycle / not confident enough	33 7%	19 7%	14 9%	24 9%	9 6%	-	-	4 6%	1 6%	4 10%	8 7%	2 9%	3 4%	8 13%	-	3 10%
Weather	26 6%	18 6%	8 5%	13 5%	13 8%	-	-	1 1%	-	4 11%	9 8%	1 4%	5 7%	6 10%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	11 4%	6 4%	11 4%	6 4%	-	-	1 2%	* 2%	1 2%	6 6%	-	5 7%	1 1%	-	1 4%
No/not enough cycle lanes/paths at all along my route	12 3%	9 3%	3 2%	9 3%	3 2%	-	-	2 3%	-	-	3 3%	-	2 3%	4 7%	-	-
No particular reason	11 2%	4 2%	6 4%	8 3%	3 2%	-	-	1 1%	-	-	4 4%	1 3%	1 1%	2 4%	-	1 4%
Worried about crime/ personal safety/being attacked	5 1%	1 *	3 2%	2 1%	2 2%	-	-	2 2%	-	-	1 1%	1 3%	-	1 2%	-	-
Takes too long/time	2 *	1 *	1 1%	-	2 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-
Others	24 5%	18 6%	6 4%	12 4%	12 8%	-	-	3 4%	3 15%	2 5%	7 6%	3 12%	5 7%	1 1%	-	1 3%

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)

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - want to do more - not inte rested in finding out more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - do more - not inte rested in finding out more	Do most or every thing - do more - inte rested in finding out more	
Weighted base	439	284	155	282	152	4	1	71	20	38	113	21	80	59	6	30
Don't know	3 1%	3 1%	-	2 1%	1 1%	-	-	*	-	-	1 1%	-	-	1 2%	-	-
Not stated	1 *	1 *	-	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-

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)

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	476	176	81	112	36	71	91	224	55	100	6	138	64	80	78	19	23	-
Weighted base	439	169	81	98	32	58	84	198	51	101	5	125	58	66	78	18	17	-
I have shopping and cannot carry it all	259 59%	108 64%	47 58%	52 53%	16 50%	35 60%	42 50%	109 55%	36 71%	68 68%	3 55%	65 52%	31 54%	43 65%	55 70%	15 86%	12 68%	-
Don't have access to a bicycle / my own bicycle	112 26%	37 22%	19 23%	27 28%	9 28%	20 34%	24 29%	61 31%	7 14%	18 18%	2 35%	37 30%	18 30%	19 29%	15 19%	1 6%	3 17%	-
Too much traffic / it's too dangerous	61 14%	17 10%	17 21%	17 18%	2 6%	8 13%	9 11%	29 15%	9 17%	13 13%	-	20 16%	7 12%	8 11%	14 18%	2 12%	1 6%	-
It takes too long to cycle / too far away	52 12%	14 8%	10 12%	18 18%	5 15%	6 10%	7 8%	28 14%	3 7%	14 14%	-	8 7%	8 14%	13 20%	10 13%	3 14%	1 8%	-
Too old /unfit	46 10%	15 9%	9 11%	12 12%	3 8%	7 12%	12 14%	25 13%	3 7%	4 4%	*	15 12%	7 13%	10 15%	3 4%	3 16%	-	-
Can't ride a bicycle / not confident enough	33 7%	12 7%	4 5%	7 7%	4 11%	7 12%	11 13%	13 7%	1 2%	7 7%	-	16 13%	2 4%	5 7%	4 5%	1 4%	1 6%	-
Weather	26 6%	11 7%	8 10%	4 5%	-	2 4%	5 6%	9 4%	4 8%	9 9%	-	6 5%	4 7%	1 2%	11 14%	2 11%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	5 3%	5 7%	3 3%	3 8%	1 2%	6 7%	5 3%	2 4%	4 4%	-	4 3%	4 6%	3 4%	5 6%	-	-	-
No/not enough cycle lanes/paths at all along my route	12 3%	4 2%	2 2%	5 5%	-	2 3%	2 2%	7 4%	1 1%	2 2%	-	5 4%	2 4%	1 2%	2 2%	1 4%	*	-
No particular reason	11 2%	5 3%	1 1%	2 2%	-	2 3%	4 4%	4 2%	2 3%	1 1%	-	2 2%	2 4%	-	3 3%	-	*	-
Worried about crime/ personal safety/being attacked	5 1%	-	1 1%	1 1%	-	3 4%	1 1%	1 1%	-	2 2%	-	1 *	1 1%	-	2 3%	-	-	-
Takes too long/time	2 *	1 *	-	1 1%	-	-	-	-	1 2%	1 1%	-	-	-	-	1 1%	-	1 6%	-
Others	24 5%	7 4%	5 6%	7 7%	2 5%	4 6%	-	12 6%	1 2%	11 10%	-	7 6%	1 2%	1 2%	5 7%	1 4%	1 3%	-

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)

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	439	169	81	98	32	58	84	198	51	101	5	125	58	66	78	18	17	-
Don't know	3 1%	2 1%	1 1%	-	1 2%	-	-	2 1%	-	1 1%	-	-	-	2 3%	-	1 5%	-	-
Not stated	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-

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)

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	476	402	1	46	22	126	120	145	46	1	22	11	45	90	49	58	63	171
Weighted base	439	362	1	59	14	111	112	132	59	1	14	8	40	83	43	51	67	155
I have shopping and cannot carry it all	259 59%	221 61%	1 100%	26 44%	9 61%	70 63%	70 62%	77 58%	26 44%	1 100%	9 61%	4 52%	26 65%	31 37%	22 51%	25 48%	39 58%	116 75%
Don't have access to a bicycle / my own bicycle	112 26%	92 25%	1 100%	14 24%	4 30%	21 19%	29 26%	41 31%	14 24%	1 100%	4 30%	1 17%	14 35%	21 25%	11 24%	15 29%	17 26%	35 22%
Too much traffic / it's too dangerous	61 14%	52 14%	-	8 14%	1 4%	14 12%	21 18%	17 13%	8 14%	-	1 4%	-	5 12%	10 12%	8 18%	7 14%	8 13%	23 15%
It takes too long to cycle / too far away	52 12%	44 12%	-	7 13%	1 7%	13 12%	13 12%	17 13%	7 13%	-	1 7%	-	2 6%	7 9%	7 18%	8 8%	10 16%	20 13%
Too old /unfit	46 10%	38 10%	-	5 9%	2 17%	8 7%	16 14%	13 10%	5 9%	-	2 17%	1 19%	3 9%	7 8%	5 11%	5 9%	8 12%	17 11%
Can't ride a bicycle / not confident enough	33 7%	28 8%	-	4 6%	-	3 3%	8 7%	16 12%	4 6%	-	-	1 8%	2 5%	11 13%	5 13%	1 2%	4 6%	10 6%
Weather	26 6%	24 7%	-	-	1 7%	6 5%	12 11%	6 5%	-	-	1 7%	-	2 5%	6 7%	4 8%	3 5%	4 6%	8 5%
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	16 4%	-	-	1 8%	3 2%	5 4%	8 6%	-	-	1 8%	-	2 4%	3 3%	2 6%	1 1%	3 5%	6 4%
No/not enough cycle lanes/paths at all along my route	12 3%	11 3%	-	-	* 3%	2 2%	8 7%	1 1%	-	-	* 3%	-	1 1%	1 2%	1 3%	1 2%	1 1%	7 4%
No particular reason	11 2%	8 2%	-	3 5%	-	5 4%	1 1%	2 2%	3 5%	-	-	-	* 1%	3 4%	3 6%	2 5%	1 2%	1 1%
Worried about crime/ personal safety/being attacked	5 1%	4 1%	-	1 2%	-	1 1%	2 1%	1 1%	1 2%	-	-	-	-	-	1 2%	-	1 1%	3 2%
Takes too long/time	2 *	2 *	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	2 3%	-

Fieldwork : 16th November 2009 - May 2010

Produced by TNS-BMRB



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)

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	439	362	1	59	14	111	112	132	59	1	14	8	40	83	43	51	67	155
Others	24 5%	16 4%	-	8 13%	* 3%	8 7%	5 5%	2 1%	8 13%	-	* 3%	1 11%	3 6%	9 11%	4 9%	5 10%	3 4%	1 *
Don't know	3 1%	3 1%	-	-	-	2 2%	* *	1 1%	-	-	-	-	-	-	-	-	2 2%	1 1%
Not stated	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 1%	-

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)

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	476	476	-	-
Weighted base	439	439	-	-
I have shopping and cannot carry it all	259 59%	259 59%	-	-
Don't have access to a bicycle / my own bicycle	112 26%	112 26%	-	-
Too much traffic / it's too dangerous	61 14%	61 14%	-	-
It takes too long to cycle / too far away	52 12%	52 12%	-	-
Too old /unfit	46 10%	46 10%	-	-
Can't ride a bicycle / not confident enough	33 7%	33 7%	-	-
Weather	26 6%	26 6%	-	-
I'm not the kind of person who cycles to do their shopping / Not my style	17 4%	17 4%	-	-
No/not enough cycle lanes/paths at all along my route	12 3%	12 3%	-	-
No particular reason	11 2%	11 2%	-	-
Worried about crime/ personal safety/being attacked	5 1%	5 1%	-	-
Takes too long/time	2 *	2 *	-	-
Others	24 5%	24 5%	-	-
Don't know	3 1%	3 1%	-	-
Not stated	1 *	1 *	-	-

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1816	698	1118	44	212	248	248	188	387	489	412	554	299	551	372	153	1235	45	547	881	384
Weighted base	1647	662	985	60	249	254	243	182	290	368	363	549	291	444	398	150	1006	82	428	781	434
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	87 13%	183 19%	12 20%	51 20%	22 9%	35 14%	31 17%	50 17%	69 19%	40 11%	78 14%	56 19%	95 21%	59 15%	22 14%	180 18%	9 11%	84 20%	109 14%	77 18%
Use home delivery (e.g. internet shopping / telephone)	197 12%	55 8%	141 14%	8 13%	35 14%	57 22%	45 19%	20 11%	12 4%	19 5%	63 17%	73 13%	22 8%	39 9%	63 16%	28 18%	93 9%	9 11%	55 13%	85 11%	57 13%
Use a formal car share scheme	4 *	3 *	1 *	- -	- -	4 2%	- -	- -	- -	- -	1 *	3 1%	- -	- -	4 1%	- -	- -	- -	2 *	- -	2 *
Don't know	2 *	- -	2 *	1 2%	1 *	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	2 *	- -	1 *	2 *	- -
No	1194 73%	520 79%	674 68%	39 65%	167 67%	174 68%	168 69%	132 73%	228 79%	285 78%	263 73%	398 73%	216 74%	317 71%	277 70%	102 68%	744 74%	64 78%	292 68%	593 76%	306 71%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1816	219	1255	150	192	199	132	93	1392	345	381	411	665
Weighted base	1647	295	944	185	223	200	147	119	1180	311	404	410	511
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	21 7%	173 18%	33 18%	42 19%	30 15%	25 17%	20 16%	195 17%	27 9%	73 18%	66 16%	101 20%
Use home delivery (e.g. internet shopping / telephone)	197 12%	44 15%	97 10%	31 17%	25 11%	45 22%	29 20%	25 21%	98 8%	48 15%	68 17%	51 12%	30 6%
Use a formal car share scheme	4 *	3 1%	1 *	- -	- -	1 *	- -	- -	3 *	4 1%	- -	- -	- -
Don't know	2 *	- -	2 *	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *
No	1194 73%	232 78%	681 72%	121 66%	160 72%	126 63%	96 65%	79 66%	893 76%	232 74%	275 68%	297 72%	383 75%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1816	768	1048	856	631	268	61	379	75	141	444	65	265	280	20	129
Weighted base	1647	697	949	767	589	239	52	317	68	139	393	63	248	270	17	122
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	121 17%	148 16%	146 19%	100 17%	21 9%	3 6%	55 17%	5 8%	25 18%	66 17%	6 9%	46 18%	49 18%	3 17%	12 10%
Use home delivery (e.g. internet shopping / telephone)	197 12%	60 9%	137 14%	71 9%	80 14%	33 14%	13 24%	28 9%	8 12%	16 12%	30 8%	9 15%	50 20%	28 11%	-	24 20%
Use a formal car share scheme	4 *	1 *	3 *	2 *	2 *	-	-	-	-	1 1%	-	1 1%	-	2 1%	-	-
Don't know	2 *	1 *	1 *	1 *	1 *	1 *	-	1 *	-	-	1 *	-	-	1 *	-	-
No	1194 73%	520 75%	674 71%	555 72%	413 70%	188 79%	38 72%	236 74%	54 80%	96 69%	299 76%	49 76%	161 65%	190 70%	14 83%	90 74%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1816	706	271	410	121	308	214	642	190	441	329	331	141	170	233	38	66	15
Weighted base	1647	652	264	373	114	244	196	571	178	411	291	306	125	147	208	37	56	17
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	99 15%	49 19%	61 16%	13 12%	48 19%	35 18%	111 19%	28 16%	72 18%	24 8%	83 27%	-	-	31 15%	-	-	9 51%
Use home delivery (e.g. internet shopping / telephone)	197 12%	84 13%	40 15%	37 10%	8 7%	27 11%	24 12%	46 8%	19 11%	61 15%	46 16%	27 9%	14 11%	14 10%	27 13%	2 5%	13 23%	6 34%
Use a formal car share scheme	4 *	2 *	1 *	-	1 1%	-	1 1%	1 *	2 1%	-	-	2 1%	-	-	-	-	-	-
Don't know	2 *	-	-	2 1%	-	-	-	1 *	-	1 *	1 *	-	-	-	-	-	1 2%	-
No	1194 73%	475 73%	179 68%	279 75%	91 80%	170 70%	138 70%	417 73%	130 73%	282 69%	226 78%	197 64%	111 89%	133 90%	152 73%	35 95%	42 75%	6 36%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1816	994	92	260	455	213	321	432	260	92	455	28	320	274	201	170	176	675
Weighted base	1647	897	86	306	342	205	293	375	306	86	342	24	275	238	183	165	173	612
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	123 14%	13 15%	61 20%	71 21%	38 19%	38 13%	45 12%	61 20%	13 15%	71 21%	1 6%	62 23%	45 19%	27 15%	25 15%	15 9%	95 15%
Use home delivery (e.g. internet shopping / telephone)	197 12%	102 11%	17 20%	39 13%	37 11%	25 12%	35 12%	38 10%	39 13%	17 20%	37 11%	4 17%	33 12%	23 10%	29 16%	24 15%	36 21%	52 8%
Use a formal car share scheme	4 *	2 *	2 2%	- -	- -	1 *	- -	1 *	- -	2 2%	- -	- -	- -	- -	- -	1 1%	2 1%	1 *
Don't know	2 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 4%	- -	- -	- -	- -	1 *	1 *
No	1194 73%	677 75%	54 63%	211 69%	237 69%	140 68%	224 76%	295 79%	211 69%	54 63%	237 69%	17 73%	185 67%	173 73%	128 70%	120 73%	121 70%	468 76%

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	1816	489	102	399
Weighted base	1647	449	88	352
Share a car with people (e.g. family members who do not live with you or friends) on an informal basis	270 16%	64 14%	9 10%	54 15%
Use home delivery (e.g. internet shopping / telephone)	197 12%	42 9%	17 19%	50 14%
Use a formal car share scheme	4 *	1 *	- -	2 1%
Don't know	2 *	2 *	- -	- -
No	1194 73%	343 76%	64 73%	254 72%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2241	904	1337	69	255	299	303	247	469	599	508	679	360	694	464	191	1504	70	764	1027	445
Weighted base	2009	841	1168	97	306	306	282	230	347	442	443	670	358	539	484	199	1198	118	605	903	498
Yes (Net)	1176	475	701	47	167	186	157	129	238	253	294	392	207	283	280	100	738	53	299	565	311
	59%	56%	60%	48%	54%	61%	56%	56%	69%	57%	66%	58%	58%	53%	58%	50%	62%	45%	49%	63%	62%
Yes - for some food shopping trips	534	216	317	18	78	88	61	55	118	117	123	187	88	135	128	40	345	18	131	268	135
	27%	26%	27%	18%	26%	29%	22%	24%	34%	27%	28%	28%	25%	25%	27%	20%	29%	15%	22%	30%	27%
Yes - for most food shopping trips	374	140	234	19	52	57	57	35	75	79	104	108	74	88	75	30	246	22	99	173	102
	19%	17%	20%	20%	17%	19%	20%	15%	22%	18%	23%	16%	21%	16%	15%	15%	21%	18%	16%	19%	20%
Yes - for all shopping trips	268	118	150	10	37	41	40	39	45	57	67	97	45	61	77	31	147	13	68	124	74
	13%	14%	13%	10%	12%	13%	14%	17%	13%	13%	15%	14%	12%	11%	16%	15%	12%	11%	11%	14%	15%
No	832	365	467	50	140	120	125	101	109	187	149	278	151	254	204	99	459	65	305	337	188
	41%	43%	40%	52%	46%	39%	44%	44%	31%	42%	34%	42%	42%	47%	42%	50%	38%	55%	50%	37%	38%
Don't know	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	*	1	-
	*	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2241	295	1559	177	210	226	145	116	1754	423	491	505	806
Weighted base	2009	395	1164	211	240	233	160	149	1467	380	518	495	605
Yes (Net)	1176	197	675	127	176	142	86	83	865	235	301	293	338
	59%	50%	58%	60%	74%	61%	54%	56%	59%	62%	58%	59%	56%
Yes - for some food shopping trips	534	86	328	52	68	60	39	38	397	106	135	141	147
	27%	22%	28%	25%	29%	26%	25%	25%	27%	28%	26%	29%	24%
Yes - for most food shopping trips	374	53	219	41	61	49	31	29	265	73	95	87	116
	19%	13%	19%	20%	25%	21%	19%	20%	18%	19%	18%	18%	19%
Yes - for all shopping trips	268	59	129	34	47	33	16	16	203	56	72	65	75
	13%	15%	11%	16%	20%	14%	10%	11%	14%	15%	14%	13%	12%
No	832	198	487	84	63	92	73	66	601	145	217	201	266
	41%	50%	42%	40%	26%	39%	46%	44%	41%	38%	42%	41%	44%
Don't know	1	-	1	-	-	-	-	-	1	-	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2241	878	1363	973	795	389	84	459	97	168	526	86	320	350	32	177
Weighted base	2009	787	1222	861	722	356	70	370	92	167	451	92	312	323	29	158
Yes (Net)	1176	528	648	552	424	175	25	206	55	109	245	66	191	188	18	88
	59%	67%	53%	64%	59%	49%	35%	56%	60%	65%	54%	71%	61%	58%	65%	56%
Yes - for some food shopping trips	534	230	304	247	201	75	9	100	24	51	122	29	76	92	6	31
	27%	29%	25%	29%	28%	21%	13%	27%	26%	31%	27%	31%	24%	29%	21%	20%
Yes - for most food shopping trips	374	178	196	187	117	60	9	67	16	37	70	16	72	55	7	32
	19%	23%	16%	22%	16%	17%	13%	18%	17%	22%	16%	17%	23%	17%	24%	20%
Yes - for all shopping trips	268	120	149	117	105	40	7	39	16	21	53	21	43	41	6	24
	13%	15%	12%	14%	15%	11%	9%	11%	17%	13%	12%	22%	14%	13%	20%	15%
No	832	259	573	308	298	181	45	164	36	58	206	27	121	134	10	70
	41%	33%	47%	36%	41%	51%	65%	44%	40%	35%	46%	29%	39%	42%	35%	44%
Don't know	1	-	1	1	-	-	-	*	-	-	1	-	-	-	-	-
	*	-	*	*	-	-	-	*	-	-	*	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2241	875	337	500	154	375	247	726	238	557	473	374	160	201	287	45	81	21
Weighted base	2009	798	339	447	136	290	227	634	224	498	426	339	139	173	253	40	69	23
Yes (Net)	1176	482	201	253	81	158	160	392	136	288	200	234	100	101	178	17	37	15
	59%	60%	59%	57%	60%	55%	70%	62%	61%	58%	47%	69%	72%	58%	70%	42%	54%	65%
Yes - for some food shopping trips	534	187	109	121	38	79	73	175	57	145	85	101	32	57	94	6	16	7
	27%	23%	32%	27%	28%	27%	32%	28%	25%	29%	20%	30%	23%	33%	37%	14%	23%	31%
Yes - for most food shopping trips	374	179	47	89	18	42	51	136	37	81	69	86	43	25	43	3	10	6
	19%	22%	14%	20%	13%	14%	23%	21%	16%	16%	16%	25%	31%	14%	17%	7%	15%	27%
Yes - for all shopping trips	268	116	46	44	25	37	36	82	43	62	46	47	26	20	41	8	11	2
	13%	15%	13%	10%	19%	13%	16%	13%	19%	12%	11%	14%	18%	11%	16%	21%	16%	7%
No	832	315	137	193	55	132	67	240	88	210	226	104	39	72	75	23	32	8
	41%	39%	41%	43%	40%	45%	30%	38%	39%	42%	53%	31%	28%	42%	30%	58%	46%	35%
Don't know	1	1	*	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	*	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2241	1169	143	291	621	267	369	499	291	143	621	34	401	349	229	214	224	824
Weighted base	2009	1037	138	350	467	245	333	428	350	138	467	32	329	304	201	204	213	759
Yes (Net)	1176	682	64	184	235	170	221	267	184	64	235	23	182	185	107	141	135	427
	59%	66%	46%	53%	50%	69%	67%	63%	53%	46%	50%	74%	55%	61%	53%	69%	63%	56%
Yes - for some food shopping trips	534	311	34	89	97	65	102	130	89	34	97	15	99	90	61	62	66	155
	27%	30%	25%	25%	21%	26%	31%	31%	25%	25%	21%	47%	30%	30%	31%	30%	31%	20%
Yes - for most food shopping trips	374	217	15	56	84	69	68	78	56	15	84	2	51	61	28	48	43	143
	19%	21%	11%	16%	18%	28%	20%	18%	16%	11%	18%	7%	16%	20%	14%	23%	20%	19%
Yes - for all shopping trips	268	154	14	40	54	37	52	59	40	14	54	6	31	34	18	31	26	129
	13%	15%	10%	11%	12%	15%	16%	14%	11%	10%	12%	20%	10%	11%	9%	15%	12%	17%
No	832	354	74	166	231	75	111	159	166	74	231	8	147	119	93	63	78	331
	41%	34%	54%	47%	49%	31%	33%	37%	47%	54%	49%	26%	45%	39%	47%	31%	37%	44%
Don't know	1	1	-	-	*	-	-	1	-	-	*	-	-	-	-	-	-	1
	*	*	-	-	*	-	-	*	-	-	*	-	-	-	-	-	-	*

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	2241	627	186	602
Weighted base	2009	563	146	543
Yes (Net)	1176	408	91	307
	59%	72%	62%	57%
Yes - for some food shopping trips	534 27%	188 33%	45 31%	148 27%
Yes - for most food shopping trips	374 19%	125 22%	29 20%	95 18%
Yes - for all shopping trips	268 13%	95 17%	17 11%	64 12%
No	832 41%	155 27%	55 38%	235 43%
Don't know	1 *	* *	- -	- -

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3326	1403	1923	91	410	557	614	478	567	609	837	1051	607	831	1258	462	1504	90	796	1519	1006
Weighted base	3161	1394	1767	127	499	569	614	471	431	450	759	1067	645	690	1318	488	1198	145	631	1327	1199
Regularly	292	104	187	9	55	89	75	34	12	17	102	99	40	50	134	70	69	16	73	86	133
	9%	7%	11%	7%	11%	16%	12%	7%	3%	4%	13%	9%	6%	7%	10%	14%	6%	11%	12%	6%	11%
Sometimes	330	136	194	16	55	88	92	45	18	16	104	110	63	52	165	70	84	11	47	142	142
	10%	10%	11%	13%	11%	15%	15%	10%	4%	3%	14%	10%	10%	8%	12%	14%	7%	8%	7%	11%	12%
Have only done this once or twice	240	109	131	23	35	54	56	39	21	12	76	92	38	34	130	24	54	30	36	97	107
	8%	8%	7%	19%	7%	10%	9%	8%	5%	3%	10%	9%	6%	5%	10%	5%	4%	21%	6%	7%	9%
Never	2295	1044	1250	76	354	338	389	353	380	405	474	765	503	552	886	324	991	88	475	1002	814
	73%	75%	71%	60%	71%	59%	63%	75%	88%	90%	62%	72%	78%	80%	67%	66%	83%	61%	75%	76%	68%
Don't know	4	-	4	2	-	-	2	-	-	-	2	-	-	2	4	-	-	-	-	-	4
	*	-	*	2%	-	-	*	-	-	-	*	-	-	*	*	-	-	-	-	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3326	367	2325	282	352	371	308	218	2429	722	832	805	942
Weighted base	3161	496	1864	361	440	412	338	293	2118	652	923	820	745
Regularly	292 9%	47 10%	151 8%	42 12%	52 12%	77 19%	53 16%	24 8%	137 6%	79 12%	103 11%	77 9%	31 4%
Sometimes	330 10%	77 15%	179 10%	31 9%	44 10%	70 17%	54 16%	41 14%	165 8%	90 14%	91 10%	95 12%	52 7%
Have only done this once or twice	240 8%	37 8%	157 8%	14 4%	31 7%	31 8%	25 7%	31 11%	153 7%	56 9%	98 11%	58 7%	27 4%
Never	2295 73%	335 68%	1373 74%	274 76%	313 71%	234 57%	205 61%	193 66%	1663 78%	427 65%	631 68%	588 72%	636 85%
Don't know	4 *	-	4 *	-	-	-	-	4 1%	-	-	-	2 *	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3326	1703	1623	1798	1046	396	86	668	162	336	729	158	536	433	42	234
Weighted base	3161	1675	1485	1746	979	363	73	598	161	338	670	172	543	398	42	222
Regularly	292	133	158	153	88	36	14	43	21	45	44	10	69	27	3	29
	9%	8%	11%	9%	9%	10%	19%	7%	13%	13%	7%	6%	13%	7%	7%	13%
Sometimes	330	178	153	171	115	38	6	55	17	36	60	24	80	37	-	21
	10%	11%	10%	10%	12%	10%	9%	9%	11%	11%	9%	14%	15%	9%	-	9%
Have only done this once or twice	240	141	99	126	82	29	3	45	16	29	49	11	59	17	2	13
	8%	8%	7%	7%	8%	8%	4%	8%	10%	8%	7%	6%	11%	4%	4%	6%
Never	2295	1221	1074	1295	689	261	49	453	107	228	517	127	335	318	36	159
	73%	73%	72%	74%	70%	72%	68%	76%	67%	68%	77%	73%	62%	80%	85%	72%
Don't know	4	2	2	-	4	-	-	2	-	-	-	-	-	-	2	-
	*	*	*	-	*	-	-	*	-	-	-	-	-	-	5%	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3326	1326	555	720	209	516	453	1345	326	720	482	694	367	463	417	80	131	24
Weighted base	3161	1276	568	684	192	441	446	1300	313	665	436	690	363	441	395	72	114	27
Regularly	292 9%	125 10%	55 10%	57 8%	10 5%	44 10%	42 9%	112 9%	37 12%	52 8%	50 11%	63 9%	38 10%	29 7%	40 10%	6 8%	14 12%	2 9%
Sometimes	330 10%	154 12%	56 10%	54 8%	22 11%	45 10%	43 10%	128 10%	32 10%	83 13%	44 10%	67 10%	34 9%	55 13%	44 11%	5 7%	17 15%	5 19%
Have only done this once or twice	240 8%	104 8%	58 10%	47 7%	12 6%	20 5%	33 7%	92 7%	30 10%	52 8%	32 7%	56 8%	27 8%	33 7%	42 11%	7 9%	7 6%	1 3%
Never	2295 73%	891 70%	400 70%	526 77%	146 76%	332 75%	328 73%	968 74%	213 68%	476 72%	310 71%	504 73%	264 73%	324 73%	269 68%	54 75%	74 65%	19 69%
Don't know	4 *	2 *	-	-	2 1%	-	-	-	2 1%	2 *	-	-	-	-	-	-	2 2%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3326	2176	148	335	648	746	678	693	335	148	648	59	480	441	409	406	444	1146
Weighted base	3161	2102	142	407	489	739	672	631	407	142	489	60	420	408	413	402	416	1101
Regularly	292 9%	192 9%	24 17%	26 6%	50 10%	72 10%	63 9%	48 8%	26 6%	24 17%	50 10%	9 16%	35 8%	23 6%	42 10%	43 11%	72 17%	76 7%
Sometimes	330 10%	228 11%	10 7%	53 13%	36 7%	87 12%	83 12%	57 9%	53 13%	10 7%	36 7%	* 1%	41 10%	42 10%	46 11%	48 12%	54 13%	98 9%
Have only done this once or twice	240 8%	173 8%	11 8%	31 8%	25 5%	56 8%	61 9%	54 9%	31 8%	11 8%	25 5%	2 3%	30 7%	28 7%	33 8%	46 11%	45 11%	59 5%
Never	2295 73%	1507 72%	98 69%	296 73%	377 77%	523 71%	463 69%	473 75%	296 73%	98 69%	377 77%	48 80%	314 75%	316 77%	292 71%	265 66%	244 59%	864 78%
Don't know	4 *	2 *	- -	2 *	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	4 *

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	3326	1132	193	768
Weighted base	3161	1115	154	716
Regularly	292 9%	94 8%	16 10%	62 9%
Sometimes	330 10%	114 10%	15 10%	79 11%
Have only done this once or twice	240 8%	95 8%	7 5%	56 8%
Never	2295 73%	810 73%	116 75%	517 72%
Don't know	4 *	2 *	-	2 *

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3326	1403	1923	91	410	557	614	478	567	609	837	1051	607	831	1258	462	1504	90	796	1519	1006
Weighted base	3161	1394	1767	127	499	569	614	471	431	450	759	1067	645	690	1318	488	1198	145	631	1327	1199
Regularly	676	327	350	31	110	185	176	105	49	21	269	246	113	47	372	128	125	48	60	239	377
	21%	23%	20%	24%	22%	33%	29%	22%	11%	5%	35%	23%	18%	7%	28%	26%	10%	33%	9%	18%	31%
Sometimes	909	367	542	49	177	150	201	128	131	73	260	333	182	134	436	161	256	52	122	371	416
	29%	26%	31%	39%	35%	26%	33%	27%	31%	16%	34%	31%	28%	19%	33%	33%	21%	36%	19%	28%	35%
Have only done this once or twice	178	95	82	14	20	35	24	32	28	25	45	66	33	33	68	30	68	12	29	93	55
	6%	7%	5%	11%	4%	6%	4%	7%	6%	6%	6%	6%	5%	5%	5%	6%	6%	8%	5%	7%	5%
Never	1394	605	789	31	192	199	211	207	223	331	182	421	317	474	439	170	749	33	419	624	347
	44%	43%	45%	25%	39%	35%	34%	44%	52%	74%	24%	39%	49%	69%	33%	35%	63%	23%	66%	47%	29%
Don't know	4	-	4	2	-	-	2	-	-	-	2	-	-	2	4	-	-	-	-	-	4
	*	-	*	2%	-	-	*	-	-	-	*	-	-	*	*	-	-	-	-	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3326	367	2325	282	352	371	308	218	2429	722	832	805	942
Weighted base	3161	496	1864	361	440	412	338	293	2118	652	923	820	745
Regularly	676 21%	91 18%	382 21%	79 22%	123 28%	129 31%	112 33%	67 23%	368 17%	222 34%	253 27%	161 20%	41 5%
Sometimes	909 29%	135 27%	522 28%	104 29%	148 34%	119 29%	114 34%	82 28%	594 28%	223 34%	304 33%	251 31%	129 17%
Have only done this once or twice	178 6%	29 6%	100 5%	20 6%	30 7%	21 5%	15 4%	18 6%	124 6%	34 5%	61 7%	47 6%	32 4%
Never	1394 44%	242 49%	855 46%	158 44%	139 32%	143 35%	98 29%	121 41%	1032 49%	174 27%	306 33%	360 44%	544 73%
Don't know	4 *	-	4 *	-	-	-	-	4 1%	-	-	-	2 *	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing /	Do nothing /	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	
								1 or 2 things - want to do more - not interested in finding out more	1 or 2 things - want to do more - not interested in finding out more							
Unweighted base	3326	1703	1623	1798	1046	396	86	668	162	336	729	158	536	433	42	234
Weighted base	3161	1675	1485	1746	979	363	73	598	161	338	670	172	543	398	42	222
Regularly	676	378	298	374	250	38	14	102	41	84	110	46	170	72	3	50
	21%	23%	20%	21%	26%	10%	19%	17%	25%	25%	16%	27%	31%	18%	7%	22%
Sometimes	909	542	367	546	270	74	19	149	48	119	197	51	196	87	9	54
	29%	32%	25%	31%	28%	20%	26%	25%	30%	35%	29%	30%	36%	22%	21%	24%
Have only done this once or twice	178	100	78	100	60	17	-	34	16	19	43	10	29	11	-	16
	6%	6%	5%	6%	6%	5%	-	6%	10%	6%	6%	6%	5%	3%	-	7%
Never	1394	653	740	726	395	234	40	312	56	117	320	65	148	228	28	103
	44%	39%	50%	42%	40%	64%	54%	52%	35%	35%	48%	38%	27%	57%	68%	46%
Don't know	4	2	2	-	4	-	-	2	-	-	-	-	-	-	2	-
	*	*	*	-	*	-	-	*	-	-	-	-	-	-	5%	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3326	1326	555	720	209	516	453	1345	326	720	482	694	367	463	417	80	131	24
Weighted base	3161	1276	568	684	192	441	446	1300	313	665	436	690	363	441	395	72	114	27
Regularly	676	300	144	135	30	68	101	273	87	163	52	173	78	97	136	13	38	7
	21%	24%	25%	20%	16%	15%	23%	21%	28%	25%	12%	25%	22%	22%	34%	19%	33%	26%
Sometimes	909	391	170	182	51	115	167	379	92	178	93	243	113	135	133	10	29	7
	29%	31%	30%	27%	27%	26%	37%	29%	29%	27%	21%	35%	31%	31%	34%	14%	25%	26%
Have only done this once or twice	178	68	33	43	11	23	32	68	12	49	17	47	12	28	21	7	5	1
	6%	5%	6%	6%	6%	5%	7%	5%	4%	7%	4%	7%	3%	6%	5%	10%	4%	4%
Never	1394	514	221	325	98	235	146	580	121	274	273	227	159	181	105	41	40	12
	44%	40%	39%	47%	51%	53%	33%	45%	39%	41%	63%	33%	44%	41%	27%	58%	35%	44%
Don't know	4	2	-	-	2	-	-	-	2	2	-	-	-	-	-	-	2	-
	*	*	-	-	1%	-	-	-	1%	*	-	-	-	-	-	-	2%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Private vehicle driver - full license but no house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3326	2176	148	335	648	746	678	693	335	148	648	59	480	441	409	406	444	1146
Weighted base	3161	2102	142	407	489	739	672	631	407	142	489	60	420	408	413	402	416	1101
Regularly	676 21%	543 26%	27 19%	67 16%	33 7%	234 32%	175 26%	123 20%	67 16%	27 19%	33 7%	10 17%	44 10%	49 12%	118 29%	121 30%	191 46%	153 14%
Sometimes	909 29%	669 32%	41 29%	116 29%	82 17%	245 33%	216 32%	194 31%	116 29%	41 29%	82 17%	13 21%	93 22%	119 29%	128 31%	158 39%	141 34%	269 24%
Have only done this once or twice	178 6%	122 6%	5 4%	25 6%	24 5%	42 6%	41 6%	37 6%	25 6%	5 4%	24 5%	3 5%	25 6%	28 7%	29 7%	27 7%	18 4%	51 5%
Never	1394 44%	766 36%	69 49%	197 48%	350 72%	217 29%	238 35%	277 44%	197 48%	69 49%	350 72%	34 56%	259 62%	211 52%	139 34%	96 24%	65 16%	624 57%
Don't know	4 *	2 *	-	2 *	-	-	2 *	-	2 *	-	-	-	-	-	-	-	-	4 *

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

	Mode of transport for shopping trips			
	Total	Car/van/ motorbike	Public transport	Walk/bicycle
Unweighted base	3326	1132	193	768
Weighted base	3161	1115	154	716
Regularly	676 21%	266 24%	27 17%	163 23%
Sometimes	909 29%	331 30%	28 18%	214 30%
Have only done this once or twice	178 6%	72 6%	6 4%	45 6%
Never	1394 44%	444 40%	94 61%	293 41%
Don't know	4 *	2 *	- -	2 *

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2713	1373	1340	93	282	473	577	426	483	379	909	866	548	390	1304	388	949	62	-	1419	1291
Weighted base	2807	1487	1319	159	374	508	609	466	390	300	889	901	627	390	1460	414	811	113	-	1208	1597
A lot	143 5%	116 8%	27 2%	11 7%	19 5%	27 5%	34 6%	25 5%	18 5%	10 3%	61 7%	39 4%	32 5%	10 3%	93 6%	12 3%	35 4%	3 3%	-	42 3%	101 6%
A fair amount	553 20%	376 25%	177 13%	32 20%	55 15%	114 22%	127 21%	85 18%	96 25%	43 14%	213 24%	171 19%	104 17%	65 17%	328 23%	61 15%	142 18%	20 17%	-	218 18%	334 21%
Just a little	1120 40%	564 38%	557 42%	76 48%	162 43%	198 39%	238 39%	195 42%	151 39%	101 34%	377 42%	372 41%	243 39%	129 33%	603 41%	170 41%	286 35%	59 52%	-	465 39%	654 41%
Nothing (Net)	970 35%	422 28%	548 42%	38 24%	133 36%	164 32%	207 34%	158 34%	125 32%	145 48%	235 26%	311 34%	244 39%	180 46%	425 29%	168 41%	341 42%	30 26%	-	470 39%	500 31%
Nothing - have only heard of the name	448 16%	182 12%	266 20%	26 16%	83 22%	79 15%	86 14%	69 15%	59 15%	46 15%	108 12%	147 16%	114 18%	79 20%	192 13%	94 23%	140 17%	17 15%	-	203 17%	244 15%
Nothing - have never heard of it	522 19%	240 16%	282 21%	12 8%	50 13%	86 17%	121 20%	89 19%	66 17%	99 33%	127 14%	163 18%	130 21%	101 26%	233 16%	74 18%	201 25%	13 11%	-	267 22%	255 16%
Don't know	21 1%	10 1%	11 1%	2 1%	6 2%	4 1%	3 *	4 1%	* *	2 1%	3 *	8 1%	5 1%	5 1%	10 1%	3 1%	6 1%	2 2%	-	12 1%	9 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2713	206	1847	268	392	310	297	223	1883	690	782	670	550
Weighted base	2807	296	1625	369	517	359	335	321	1791	642	913	742	492
A lot	143 5%	12 4%	90 6%	15 4%	26 5%	16 4%	16 5%	23 7%	88 5%	44 7%	52 6%	29 4%	16 3%
A fair amount	553 20%	64 22%	302 19%	71 19%	116 22%	72 20%	74 22%	47 15%	360 20%	155 24%	199 22%	131 18%	64 13%
Just a little	1120 40%	119 40%	676 42%	135 37%	191 37%	128 36%	130 39%	131 41%	732 41%	274 43%	383 42%	304 41%	156 32%
Nothing (Net)	970 35%	97 33%	546 34%	148 40%	179 35%	139 39%	116 35%	116 36%	599 33%	165 26%	273 30%	274 37%	252 51%
Nothing - have only heard of the name	448 16%	33 11%	265 16%	84 23%	66 13%	65 18%	53 16%	61 19%	269 15%	72 11%	140 15%	133 18%	101 21%
Nothing - have never heard of it	522 19%	64 22%	281 17%	64 17%	113 22%	74 21%	63 19%	55 17%	330 18%	94 15%	134 15%	141 19%	151 31%
Don't know	21 1%	4 1%	11 1%	- -	5 1%	4 1%	- -	4 1%	13 1%	4 1%	6 1%	4 *	4 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2713	1860	853	1848	812	34	19	519	133	311	599	132	523	291	26	168
Weighted base	2807	1938	869	1919	824	42	22	540	150	344	574	148	551	299	32	160
A lot	143 5%	97 5%	46 5%	95 5%	45 5%	3 7%	-	18 3%	*	11 3%	32 6%	10 7%	24 4%	29 10%	2 7%	17 11%
A fair amount	553 20%	376 19%	176 20%	354 18%	183 22%	10 25%	5 25%	83 15%	18 12%	60 17%	105 18%	34 23%	130 24%	74 25%	3 8%	45 28%
Just a little	1120 40%	787 41%	334 38%	775 40%	325 39%	12 28%	8 39%	205 38%	70 47%	168 49%	213 37%	61 42%	256 46%	83 28%	9 27%	54 34%
Nothing (Net)	970 35%	663 34%	307 35%	678 35%	267 32%	17 40%	8 35%	226 42%	61 40%	103 30%	222 39%	42 28%	141 26%	112 37%	16 52%	42 26%
Nothing - have only heard of the name	448 16%	311 16%	137 16%	318 17%	120 15%	6 14%	4 20%	122 23%	34 23%	48 14%	83 14%	22 15%	78 14%	38 13%	5 15%	17 10%
Nothing - have never heard of it	522 19%	352 18%	170 20%	360 19%	147 18%	11 26%	3 15%	105 19%	27 18%	55 16%	138 24%	20 13%	63 11%	74 25%	12 37%	26 16%
Don't know	21 1%	15 1%	5 1%	16 1%	4 1%	-	-	7 1%	1 1%	2 1%	3 1%	-	-	2 1%	2 6%	2 1%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	2713	1120	488	591	157	357	481	1367	294	518	53	793	459	534	480	91	156	30
Weighted base	2807	1171	514	600	166	356	487	1432	284	540	64	818	484	540	480	82	142	34
A lot	143 5%	77 7%	27 5%	24 4%	7 4%	8 2%	27 5%	68 5%	18 6%	27 5%	3 5%	53 6%	31 6%	8 1%	33 7%	4 4%	4 3%	3 8%
A fair amount	553 20%	271 23%	107 21%	96 16%	32 19%	46 13%	123 25%	231 16%	67 24%	115 21%	16 25%	172 21%	114 24%	58 11%	128 27%	22 27%	21 15%	7 19%
Just a little	1120 40%	479 41%	210 41%	259 43%	50 30%	122 34%	193 40%	582 41%	118 42%	207 38%	20 32%	365 45%	193 40%	190 35%	198 41%	31 38%	50 35%	12 36%
Nothing (Net)	970 35%	339 29%	170 33%	212 35%	75 45%	174 49%	140 29%	539 38%	77 27%	190 35%	24 39%	222 27%	143 29%	279 52%	119 25%	26 31%	65 46%	13 37%
Nothing - have only heard of the name	448 16%	174 15%	72 14%	98 16%	30 18%	74 21%	64 13%	254 18%	33 11%	87 16%	10 16%	107 13%	67 14%	136 25%	56 12%	11 13%	23 16%	5 15%
Nothing - have never heard of it	522 19%	165 14%	98 19%	114 19%	45 27%	100 28%	76 16%	284 20%	45 16%	102 19%	14 23%	115 14%	76 16%	143 26%	63 13%	15 19%	42 29%	7 22%
Don't know	21 1%	5 *	-	8 1%	2 1%	6 2%	4 1%	12 1%	2 1%	2 *	-	7 1%	3 1%	5 1%	2 *	-	2 1%	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2713	2543	-	152	-	914	784	779	152	-	-	66	240	317	367	417	471	901
Weighted base	2807	2580	-	205	-	962	804	745	205	-	-	69	253	332	403	440	456	923
A lot	143 5%	135 5%	-	8 4%	-	72 8%	36 5%	25 3%	8 4%	-	-	1 1%	8 3%	17 5%	23 6%	26 6%	27 6%	41 4%
A fair amount	553 20%	521 20%	-	26 13%	-	226 23%	165 20%	121 16%	26 13%	-	-	10 14%	41 16%	43 13%	76 19%	86 20%	133 29%	172 19%
Just a little	1120 40%	1038 40%	-	73 36%	-	393 41%	342 43%	277 37%	73 36%	-	-	26 38%	73 29%	125 38%	183 45%	201 46%	180 40%	357 39%
Nothing (Net)	970 35%	867 34%	-	96 47%	-	264 27%	255 32%	318 43%	96 47%	-	-	31 44%	125 49%	144 43%	117 29%	126 29%	116 25%	343 37%
Nothing - have only heard of the name	448 16%	405 16%	-	41 20%	-	125 13%	122 15%	140 19%	41 20%	-	-	19 27%	46 18%	67 20%	64 16%	60 14%	55 12%	157 17%
Nothing - have never heard of it	522 19%	462 18%	-	55 27%	-	139 14%	133 17%	178 24%	55 27%	-	-	12 17%	79 31%	77 23%	53 13%	66 15%	61 13%	186 20%
Don't know	21 1%	19 1%	-	2 1%	-	6 1%	6 1%	4 1%	2 1%	-	-	1 2%	5 2%	2 1%	4 1%	-	-	9 1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2713	1373	1340	93	282	473	577	426	483	379	909	866	548	390	1304	388	949	62	-	1419	1291
Weighted base	2807	1487	1319	159	374	508	609	466	390	300	889	901	627	390	1460	414	811	113	-	1208	1597
Driving in a more fuel efficient manner	1250 45%	780 52%	470 36%	53 33%	128 34%	232 46%	284 47%	217 47%	196 50%	139 46%	430 48%	404 45%	259 41%	157 40%	716 49%	143 35%	357 44%	29 26%	-	525 43%	724 45%
Using a car less for short trips	658 23%	324 22%	335 25%	29 18%	100 27%	127 25%	147 24%	104 22%	94 24%	56 19%	252 28%	212 24%	134 21%	61 16%	337 23%	101 24%	184 23%	35 31%	-	311 26%	347 22%
Using buses, trains, or other public transport (more) instead of driving	374 13%	178 12%	196 15%	33 21%	52 14%	66 13%	64 10%	44 9%	73 19%	42 14%	158 18%	135 15%	57 9%	24 6%	163 11%	51 12%	127 16%	33 29%	-	195 16%	179 11%
Car sharing (more) instead of going in an individual car	357 13%	151 10%	205 16%	34 21%	90 24%	44 9%	60 10%	49 10%	45 12%	35 12%	114 13%	117 13%	88 14%	38 10%	165 11%	41 10%	117 14%	31 28%	-	143 12%	213 13%
Buying a car with a smaller engine	327 12%	173 12%	154 12%	21 13%	34 9%	60 12%	83 14%	48 10%	43 11%	40 13%	99 11%	117 13%	70 11%	41 11%	178 12%	43 10%	91 11%	16 14%	-	128 11%	200 13%
Cycling (more) instead of going by car	209 7%	128 9%	81 6%	11 7%	28 8%	43 9%	65 11%	36 8%	18 5%	6 2%	71 8%	81 9%	40 6%	16 4%	116 8%	36 9%	40 5%	15 13%	-	92 8%	117 7%
Looking for information about cleaner vehicles	141 5%	83 6%	58 4%	4 2%	11 3%	32 6%	38 6%	28 6%	15 4%	14 5%	68 8%	38 4%	19 3%	17 4%	82 6%	17 4%	39 5%	2 2%	-	54 4%	87 5%
Switching to a car which uses a cleaner energy source	99 4%	66 4%	32 2%	-	9 2%	11 2%	25 4%	17 4%	17 4%	19 6%	40 4%	21 2%	29 5%	9 2%	54 4%	12 3%	32 4%	-	-	32 3%	66 4%
Giving up one (or more) of the household cars	42 1%	24 2%	18 1%	6 4%	2 1%	7 1%	11 2%	8 2%	6 1%	2 1%	14 2%	16 2%	8 1%	4 1%	25 2%	8 2%	6 1%	2 2%	-	-	42 3%
Buying a hybrid car	27 1%	8 1%	19 1%	-	1 *	1 *	10 2%	9 2%	3 1%	4 1%	11 1%	5 1%	5 1%	6 2%	8 1%	7 2%	12 1%	-	-	7 1%	21 1%
Joining a car club	13 *	11 1%	3 *	2 1%	1 *	4 1%	3 *	2 *	1 *	1 *	3 *	5 1%	3 1%	2 1%	9 1%	1 *	1 *	2 2%	-	6 *	8 *
None	799 28%	379 25%	420 32%	55 35%	104 28%	133 26%	167 27%	140 30%	106 27%	94 31%	231 26%	234 26%	195 31%	138 35%	392 27%	133 32%	240 30%	30 27%	-	352 29%	445 28%

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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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2713	206	1847	268	392	310	297	223	1883	690	782	670	550
Weighted base	2807	296	1625	369	517	359	335	321	1791	642	913	742	492
Driving in a more fuel efficient manner	1250 45%	125 42%	722 44%	161 44%	242 47%	143 40%	156 47%	132 41%	818 46%	301 47%	425 47%	307 41%	209 42%
Using a car less for short trips	658 23%	102 35%	382 24%	91 25%	83 16%	89 25%	83 25%	84 26%	403 22%	205 32%	206 23%	162 22%	83 17%
Using buses, trains, or other public transport (more) instead of driving	374 13%	59 20%	220 14%	40 11%	56 11%	39 11%	37 11%	41 13%	258 14%	132 21%	126 14%	79 11%	35 7%
Car sharing (more) instead of going in an individual car	357 13%	33 11%	226 14%	41 11%	57 11%	43 12%	37 11%	41 13%	235 13%	90 14%	146 16%	73 10%	46 9%
Buying a car with a smaller engine	327 12%	40 14%	200 12%	35 9%	52 10%	35 10%	42 12%	37 11%	214 12%	75 12%	113 12%	85 11%	55 11%
Cycling (more) instead of going by car	209 7%	21 7%	128 8%	21 6%	39 7%	29 8%	48 14%	25 8%	107 6%	61 9%	84 9%	51 7%	13 3%
Looking for information about cleaner vehicles	141 5%	18 6%	72 4%	17 5%	34 7%	23 6%	29 9%	10 3%	79 4%	60 9%	42 5%	26 4%	12 3%
Switching to a car which uses a cleaner energy source	99 4%	5 2%	58 4%	16 4%	19 4%	13 4%	5 2%	13 4%	68 4%	24 4%	31 3%	28 4%	16 3%
Giving up one (or more) of the household cars	42 1%	1 *	23 1%	10 3%	8 1%	6 2%	6 2%	4 1%	25 1%	8 1%	18 2%	15 2%	1 *
Buying a hybrid car	27 1%	3 1%	17 1%	2 1%	6 1%	1 *	5 2%	5 2%	15 1%	5 1%	13 1%	2 *	8 2%
Joining a car club	13 *	1 *	6 *	2 *	4 1%	2 *	- *	2 1%	10 1%	5 1%	4 *	4 *	1 *
None	799 28%	59 20%	461 28%	115 31%	164 32%	106 30%	81 24%	95 30%	516 29%	139 22%	236 26%	234 32%	181 37%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2713	1860	853	1848	812	34	19	519	133	311	599	132	523	291	26	168
Weighted base	2807	1938	869	1919	824	42	22	540	150	344	574	148	551	299	32	160
Driving in a more fuel efficient manner	1250 45%	919 47%	331 38%	895 47%	331 40%	15 35%	10 45%	193 36%	49 33%	143 41%	269 47%	70 48%	287 52%	127 42%	16 50%	92 57%
Using a car less for short trips	658 23%	351 18%	307 35%	390 20%	250 30%	14 34%	4 17%	80 15%	30 20%	93 27%	105 18%	41 28%	176 32%	73 25%	4 13%	54 34%
Using buses, trains, or other public transport (more) instead of driving	374 13%	153 8%	221 25%	138 7%	215 26%	17 41%	3 14%	30 5%	17 11%	51 15%	78 14%	13 9%	102 18%	36 12%	2 6%	45 28%
Car sharing (more) instead of going in an individual car	357 13%	230 12%	126 15%	239 12%	103 12%	11 27%	3 14%	56 10%	17 11%	53 15%	65 11%	20 14%	87 16%	38 13%	1 4%	18 11%
Buying a car with a smaller engine	327 12%	246 13%	82 9%	230 12%	93 11%	1 3%	3 14%	55 10%	15 10%	30 9%	67 12%	23 16%	77 14%	38 13%	3 9%	18 11%
Cycling (more) instead of going by car	209 7%	102 5%	107 12%	40 2%	159 19%	8 18%	3 14%	17 3%	9 6%	17 5%	34 6%	21 14%	77 14%	19 6%	3 8%	12 7%
Looking for information about cleaner vehicles	141 5%	95 5%	46 5%	83 4%	56 7%	2 5%	- -	9 2%	4 3%	19 6%	16 3%	10 7%	55 10%	10 3%	5 17%	13 8%
Switching to a car which uses a cleaner energy source	99 4%	82 4%	17 2%	67 4%	31 4%	- -	- -	9 2%	2 1%	7 2%	20 3%	10 7%	18 3%	19 6%	6 19%	7 4%
Giving up one (or more) of the household cars	42 1%	23 1%	18 2%	29 1%	8 1%	3 7%	2 9%	9 2%	1 1%	3 1%	- -	3 2%	14 3%	7 2%	- -	4 3%
Buying a hybrid car	27 1%	22 1%	5 1%	18 1%	9 1%	- -	- -	3 1%	- -	1 *	9 2%	- -	6 1%	3 1%	- -	4 3%
Joining a car club	13 *	6 *	7 1%	10 1%	2 *	1 2%	- -	2 *	- -	3 1%	1 *	1 *	5 1%	2 1%	- -	1 1%
None	799 28%	586 30%	213 25%	581 30%	198 24%	9 22%	10 46%	208 38%	60 40%	103 30%	186 32%	27 18%	86 16%	94 31%	11 34%	21 13%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2713	1120	488	591	157	357	481	1367	294	518	53	793	459	534	480	91	156	30
Weighted base	2807	1171	514	600	166	356	487	1432	284	540	64	818	484	540	480	82	142	34
Driving in a more fuel efficient manner	1250 45%	579 49%	229 45%	270 45%	52 31%	120 34%	261 54%	633 44%	146 51%	185 34%	24 38%	378 46%	484 100%	12 2%	233 49%	82 100%	2 1%	16 48%
Using a car less for short trips	658 23%	325 28%	109 21%	128 21%	20 12%	76 21%	155 32%	235 16%	116 41%	135 25%	18 28%	383 47%	-	-	234 49%	-	-	13 36%
Using buses, trains, or other public transport (more) instead of driving	374 13%	190 16%	70 14%	60 10%	21 12%	34 10%	53 11%	86 6%	95 34%	120 22%	20 32%	131 16%	-	-	186 39%	-	-	14 40%
Car sharing (more) instead of going in an individual car	357 13%	165 14%	70 14%	58 10%	11 7%	53 15%	79 16%	161 11%	41 14%	62 11%	14 23%	222 27%	-	-	89 19%	-	-	9 26%
Buying a car with a smaller engine	327 12%	150 13%	60 12%	62 10%	23 14%	32 9%	78 16%	152 11%	50 18%	43 8%	4 7%	225 28%	-	-	87 18%	-	-	1 2%
Cycling (more) instead of going by car	209 7%	105 9%	46 9%	31 5%	8 5%	20 5%	9 2%	30 2%	64 23%	95 18%	11 17%	40 5%	-	-	152 32%	-	-	7 20%
Looking for information about cleaner vehicles	141 5%	76 6%	26 5%	26 4%	4 2%	9 3%	31 6%	52 4%	29 10%	27 5%	2 3%	46 6%	18 4%	19 3%	50 10%	1 1%	5 4%	2 6%
Switching to a car which uses a cleaner energy source	99 4%	46 4%	17 3%	23 4%	7 4%	6 2%	25 5%	42 3%	12 4%	19 3%	-	63 8%	-	-	30 6%	-	-	-
Giving up one (or more) of the household cars	42 1%	26 2%	6 1%	3 1%	3 2%	3 1%	9 2%	19 1%	4 1%	4 1%	5 7%	29 4%	-	-	8 2%	-	-	3 8%
Buying a hybrid car	27 1%	13 1%	6 1%	4 1%	2 1%	3 1%	1 *	17 1%	5 2%	4 1%	-	18 2%	-	-	9 2%	-	-	-
Joining a car club	13 *	9 1%	2 *	1 *	-	2 1%	4 1%	6 *	1 *	1 *	1 1%	10 1%	-	-	1 *	-	-	-
None	799 28%	261 22%	153 30%	196 33%	58 35%	131 37%	88 18%	494 34%	36 13%	162 30%	19 30%	28 3%	-	509 94%	7 1%	-	135 95%	2 7%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2713	2543	-	152	-	914	784	779	152	-	-	66	240	317	367	417	471	901
Weighted base	2807	2580	-	205	-	962	804	745	205	-	-	69	253	332	403	440	456	923
Driving in a more fuel efficient manner	1250 45%	1207 47%	-	34 17%	-	515 54%	395 49%	278 37%	34 17%	-	-	19 28%	93 37%	114 34%	175 43%	218 50%	226 50%	423 46%
Using a car less for short trips	658 23%	629 24%	-	26 13%	-	198 21%	201 25%	207 28%	26 13%	-	-	22 32%	64 25%	75 23%	99 25%	139 32%	110 24%	171 19%
Using buses, trains, or other public transport (more) instead of driving	374 13%	331 13%	-	41 20%	-	93 10%	105 13%	119 16%	41 20%	-	-	14 20%	23 9%	52 16%	59 15%	68 15%	85 19%	87 9%
Car sharing (more) instead of going in an individual car	357 13%	320 12%	-	33 16%	-	111 12%	97 12%	103 14%	33 16%	-	-	9 13%	45 18%	34 10%	37 9%	67 15%	53 12%	120 13%
Buying a car with a smaller engine	327 12%	313 12%	-	12 6%	-	116 12%	82 10%	105 14%	12 6%	-	-	10 15%	32 13%	38 11%	52 13%	57 13%	38 8%	111 12%
Cycling (more) instead of going by car	209 7%	198 8%	-	10 5%	-	72 8%	75 9%	44 6%	10 5%	-	-	6 9%	17 7%	24 7%	36 9%	40 9%	54 12%	37 4%
Looking for information about cleaner vehicles	141 5%	140 5%	-	1 *	-	59 6%	51 6%	27 4%	1 *	-	-	2 3%	11 4%	13 4%	14 4%	32 7%	36 8%	34 4%
Switching to a car which uses a cleaner energy source	99 4%	94 4%	-	3 2%	-	49 5%	30 4%	15 2%	3 2%	-	-	* 4%	11 4%	7 2%	14 4%	21 5%	16 3%	30 3%
Giving up one (or more) of the household cars	42 1%	40 2%	-	2 1%	-	14 1%	13 2%	13 2%	2 1%	-	-	- 2%	6 2%	4 1%	3 1%	11 2%	11 2%	7 1%
Buying a hybrid car	27 1%	27 1%	-	- -	-	6 1%	15 2%	7 1%	- -	-	-	- 1%	1 1%	3 1%	4 1%	1 *	3 1%	15 2%
Joining a car club	13 *	11 *	-	2 1%	-	8 1%	- -	3 *	2 1%	-	-	- 2%	4 2%	- -	- -	6 1%	- -	4 *
None	799 28%	681 26%	-	109 53%	-	264 27%	187 23%	212 28%	109 53%	-	-	18 26%	73 29%	110 33%	118 29%	88 20%	113 25%	296 32%

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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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2561	1318	1243	62	248	455	557	411	462	366	871	817	517	356	1264	363	887	38	-	1316	1243
Weighted base	2601	1406	1195	96	320	486	588	450	373	288	845	824	578	354	1398	385	747	63	-	1088	1511
Regularly checking my tyre pressure	1466 56%	910 65%	556 47%	40 41%	198 62%	280 58%	315 54%	242 54%	214 57%	177 61%	463 55%	465 56%	338 58%	201 57%	848 61%	169 44%	420 56%	24 38%	-	638 59%	828 55%
Not accelerating too hard / going easy on the accelerator	1456 56%	852 61%	604 51%	51 53%	156 49%	233 48%	298 51%	253 56%	260 70%	205 71%	511 60%	461 56%	300 52%	185 52%	754 54%	196 51%	463 62%	41 65%	-	606 56%	850 56%
Reading the road to avoid unnecessary acceleration and braking	1333 51%	776 55%	557 47%	46 48%	110 35%	231 47%	312 53%	244 54%	218 58%	172 60%	507 60%	410 50%	256 44%	159 45%	729 52%	171 45%	404 54%	24 37%	-	550 51%	782 52%
Changing my speed to save fuel	1214 47%	720 51%	494 41%	39 40%	156 49%	216 45%	260 44%	212 47%	192 51%	141 49%	386 46%	387 47%	286 49%	156 44%	672 48%	150 39%	367 49%	21 33%	-	490 45%	723 48%
Planning my journey to avoid congestion/road works/getting lost	1054 41%	600 43%	455 38%	33 35%	103 32%	178 37%	250 43%	196 44%	175 47%	120 42%	382 45%	321 39%	234 41%	117 33%	582 42%	142 37%	311 42%	16 25%	-	425 39%	630 42%
Using air conditioning only when I really need it	979 38%	543 39%	436 37%	32 33%	114 36%	191 39%	241 41%	160 36%	142 38%	100 35%	371 44%	315 38%	201 35%	92 26%	560 40%	130 34%	271 36%	15 24%	-	380 35%	599 40%
Driving off from cold / Not warming up the car before driving off	718 28%	419 30%	300 25%	22 23%	66 21%	121 25%	163 28%	124 28%	119 32%	102 35%	258 31%	228 28%	149 26%	82 23%	373 27%	96 25%	235 31%	14 22%	-	274 25%	443 29%
Switching off my engine when stuck in a traffic jam	572 22%	328 23%	244 20%	14 14%	39 12%	97 20%	110 19%	103 23%	114 31%	96 33%	210 25%	180 22%	117 20%	66 19%	279 20%	80 21%	203 27%	9 14%	-	240 22%	332 22%
Checking revs / changing gear between 2000rpm and 2500rpm	560 22%	362 26%	198 17%	13 13%	61 19%	102 21%	119 20%	96 21%	97 26%	73 25%	216 25%	157 19%	122 21%	65 18%	313 22%	64 17%	169 23%	12 19%	-	222 20%	338 22%
Removing unused roof racks	191 7%	137 10%	54 5%	1 1%	11 3%	29 6%	65 11%	29 7%	34 9%	22 8%	81 10%	58 7%	36 6%	16 5%	109 8%	14 4%	66 9%	1 2%	-	73 7%	118 8%
Other	8 *	5 *	3 *	- -	- -	2 *	2 *	1 *	- -	3 1%	2 *	3 *	2 *	* *	3 *	1 *	4 1%	* 1%	-	7 1%	1 *
None-I've not adopted any of them	247 10%	102 7%	145 12%	10 10%	33 10%	51 10%	65 11%	42 9%	25 7%	22 8%	78 9%	63 8%	66 11%	39 11%	128 9%	39 10%	73 10%	7 11%	-	102 9%	145 10%
Don't know	29 1%	11 1%	17 1%	3 3%	6 2%	2 *	6 1%	4 1%	4 1%	4 1%	8 1%	10 1%	8 1%	3 1%	8 1%	8 2%	12 2%	1 1%	-	11 1%	17 1%

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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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2561	192	1739	255	375	295	286	209	1771	666	730	632	513
Weighted base	2601	274	1494	342	492	340	317	291	1653	619	823	687	455
Regularly checking my tyre pressure	1466 56%	163 59%	819 55%	197 58%	287 58%	182 53%	178 56%	151 52%	955 58%	332 54%	471 57%	404 59%	250 55%
Not accelerating too hard / going easy on the accelerator	1456 56%	126 46%	836 56%	193 57%	301 61%	150 44%	157 49%	151 52%	999 60%	372 60%	473 57%	387 56%	218 48%
Reading the road to avoid unnecessary acceleration and braking	1333 51%	112 41%	760 51%	187 55%	273 56%	141 42%	174 55%	138 47%	879 53%	352 57%	428 52%	358 52%	190 42%
Changing my speed to save fuel	1214 47%	75 27%	716 48%	182 53%	242 49%	139 41%	148 47%	123 42%	804 49%	292 47%	387 47%	323 47%	207 46%
Planning my journey to avoid congestion/road works/getting lost	1054 41%	80 29%	616 41%	139 41%	219 44%	124 37%	135 42%	132 45%	664 40%	265 43%	365 44%	283 41%	138 30%
Using air conditioning only when I really need it	979 38%	87 32%	561 38%	143 42%	187 38%	135 40%	140 44%	93 32%	612 37%	268 43%	328 40%	256 37%	120 26%
Driving off from cold / Not warming up the car before driving off	718 28%	35 13%	451 30%	99 29%	133 27%	85 25%	92 29%	82 28%	460 28%	181 29%	233 28%	191 28%	111 24%
Switching off my engine when stuck in a traffic jam	572 22%	52 19%	311 21%	80 24%	129 26%	59 17%	70 22%	46 16%	397 24%	157 25%	181 22%	135 20%	96 21%
Checking revs / changing gear between 2000rpm and 2500rpm	560 22%	40 14%	325 22%	93 27%	102 21%	51 15%	79 25%	56 19%	374 23%	147 24%	190 23%	137 20%	85 19%
Removing unused roof racks	191 7%	13 5%	129 9%	19 6%	30 6%	21 6%	29 9%	27 9%	114 7%	54 9%	67 8%	45 7%	23 5%
Other	8 *	- -	5 *	1 *	1 *	1 *	1 *	- -	6 *	3 1%	2 *	- -	3 1%
None-I've not adopted any of them	247 10%	33 12%	137 9%	34 10%	44 9%	42 12%	31 10%	42 14%	133 8%	54 9%	77 9%	60 9%	55 12%
Don't know	29 1%	4 2%	22 1%	- -	2 *	7 2%	- -	3 1%	19 1%	6 1%	7 1%	5 1%	8 2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2561	1801	760	1796	733	23	9	487	123	296	563	124	505	270	24	162
Weighted base	2601	1853	748	1852	712	28	9	495	129	318	529	139	532	274	30	152
Regularly checking my tyre pressure	1466 56%	1084 58%	382 51%	1049 57%	393 55%	16 58%	7 86%	257 52%	61 48%	156 49%	307 58%	66 47%	308 58%	194 71%	17 57%	98 64%
Not accelerating too hard / going easy on the accelerator	1456 56%	1032 56%	424 57%	1032 56%	408 57%	12 42%	4 42%	218 44%	56 44%	169 53%	314 59%	73 53%	331 62%	177 65%	14 46%	100 66%
Reading the road to avoid unnecessary acceleration and braking	1333 51%	939 51%	394 53%	946 51%	371 52%	12 43%	3 40%	214 43%	46 36%	135 42%	269 51%	65 47%	299 56%	191 70%	13 45%	98 64%
Changing my speed to save fuel	1214 47%	893 48%	321 43%	880 48%	320 45%	11 38%	3 41%	202 41%	57 44%	134 42%	256 48%	52 38%	277 52%	131 48%	18 59%	85 56%
Planning my journey to avoid congestion/road works/getting lost	1054 41%	738 40%	316 42%	754 41%	291 41%	8 30%	1 13%	174 35%	37 28%	114 36%	204 39%	53 38%	237 44%	150 55%	5 17%	80 52%
Using air conditioning only when I really need it	979 38%	700 38%	279 37%	725 39%	243 34%	8 30%	2 26%	153 31%	48 37%	104 33%	190 36%	52 38%	234 44%	107 39%	10 35%	77 51%
Driving off from cold / Not warming up the car before driving off	718 28%	509 27%	209 28%	525 28%	187 26%	6 20%	1 9%	126 25%	29 22%	65 20%	146 28%	34 24%	171 32%	84 31%	11 38%	51 34%
Switching off my engine when stuck in a traffic jam	572 22%	393 21%	179 24%	399 22%	166 23%	5 19%	2 23%	73 15%	21 17%	58 18%	110 21%	22 16%	155 29%	74 27%	11 38%	45 29%
Checking revs / changing gear between 2000rpm and 2500rpm	560 22%	379 20%	181 24%	390 21%	160 23%	7 24%	3 34%	67 14%	18 14%	67 21%	108 21%	33 24%	143 27%	67 24%	8 28%	47 31%
Removing unused roof racks	191 7%	138 7%	53 7%	138 7%	52 7%	* 1%	1 9%	24 5%	4 3%	12 4%	40 8%	12 8%	48 9%	29 10%	3 9%	19 12%
Other	8 *	4 *	4 *	6 *	2 *	- -	- -	1 *	* *	1 *	3 *	1 *	* *	* *	- -	1 1%
None-I've not adopted any of them	247 10%	174 9%	73 10%	186 10%	57 8%	3 12%	1 7%	80 16%	11 8%	37 12%	44 8%	17 12%	33 6%	16 6%	4 14%	5 3%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	2601	1853	748	1852	712	28	9	495	129	318	529	139	532	274	30	152
Don't know	29	20	9	19	9	1	-	7	1	4	6	2	4	2	2	1
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	7%	1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2561	1062	453	563	149	334	469	1327	275	458	32	793	459	534	480	91	156	30
Weighted base	2601	1095	456	569	155	326	472	1380	257	454	37	818	484	540	480	82	142	34
Regularly checking my tyre pressure	1466 56%	650 59%	249 55%	320 56%	77 50%	169 52%	279 59%	770 56%	146 57%	247 54%	24 64%	476 58%	315 65%	251 46%	262 55%	58 71%	71 50%	21 62%
Not accelerating too hard / going easy on the accelerator	1456 56%	665 61%	256 56%	334 59%	63 41%	138 42%	318 67%	714 52%	168 65%	241 53%	16 42%	498 61%	338 70%	189 35%	304 63%	50 61%	49 34%	16 45%
Reading the road to avoid unnecessary acceleration and braking	1333 51%	593 54%	218 48%	313 55%	73 47%	135 41%	268 57%	678 49%	146 57%	225 49%	16 43%	443 54%	282 58%	215 40%	269 56%	43 53%	54 38%	16 46%
Changing my speed to save fuel	1214 47%	548 50%	215 47%	258 45%	65 42%	128 39%	240 51%	640 46%	122 47%	199 44%	14 39%	423 52%	296 61%	155 29%	237 49%	39 48%	42 30%	14 42%
Planning my journey to avoid congestion/road works/getting lost	1054 41%	471 43%	187 41%	228 40%	55 36%	113 35%	223 47%	532 39%	102 40%	188 41%	10 26%	381 47%	194 40%	177 33%	212 44%	34 42%	40 28%	10 28%
Using air conditioning only when I really need it	979 38%	436 40%	168 37%	234 41%	41 26%	101 31%	208 44%	517 37%	103 40%	141 31%	11 29%	351 43%	211 44%	161 30%	192 40%	22 26%	28 19%	11 31%
Driving off from cold / Not warming up the car before driving off	718 28%	318 29%	125 27%	168 30%	34 22%	73 22%	145 31%	380 28%	78 30%	109 24%	7 18%	260 32%	151 31%	110 20%	140 29%	17 21%	29 20%	7 19%
Switching off my engine when stuck in a traffic jam	572 22%	275 25%	88 19%	127 22%	20 13%	63 19%	121 26%	278 20%	75 29%	91 20%	7 20%	215 26%	102 21%	80 15%	125 26%	15 18%	24 17%	7 22%
Checking revs / changing gear between 2000rpm and 2500rpm	560 22%	247 23%	102 22%	140 25%	28 18%	43 13%	111 24%	278 20%	65 25%	95 21%	10 27%	202 25%	125 26%	62 12%	127 26%	14 17%	17 12%	10 29%
Removing unused roof racks	191 7%	85 8%	32 7%	51 9%	7 4%	17 5%	47 10%	90 7%	24 9%	27 6%	1 3%	69 8%	42 9%	27 5%	37 8%	8 10%	7 5%	1 3%
Other	8 *	3 *	1 *	* *	1 *	3 1%	1 *	5 *	1 *	1 *	- -	4 *	1 *	* *	2 *	- -	- -	- -
None-I've not adopted any of them	247 10%	81 7%	41 9%	47 8%	20 13%	58 18%	28 6%	158 11%	12 5%	45 10%	4 11%	73 9%	- -	113 21%	20 4%	- -	34 24%	4 11%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	2601	1095	456	569	155	326	472	1380	257	454	37	818	484	540	480	82	142	34
Don't know	29 1%	10 1%	3 1%	6 1%	5 3%	5 2%	1 *	18 1%	1 *	8 2%	1 2%	5 1%	-	15 3%	3 1%	-	6 4%	1 2%

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

	Driving status		Driving status (split by annual mileage)									Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2561	2543	-	-	914	784	779	-	-	-	66	221	294	352	396	462	836
Weighted base	2601	2580	-	-	962	804	745	-	-	-	69	229	299	385	405	448	835
Regularly checking my tyre pressure	1466 56%	1453 56%	-	-	597 62%	463 58%	366 49%	-	-	-	27 39%	134 59%	178 60%	190 49%	239 59%	232 52%	492 59%
Not accelerating too hard / going easy on the accelerator	1456 56%	1443 56%	-	-	552 57%	471 59%	395 53%	-	-	-	25 36%	112 49%	161 54%	218 57%	241 60%	267 60%	457 55%
Reading the road to avoid unnecessary acceleration and braking	1333 51%	1323 51%	-	-	538 56%	429 53%	339 46%	-	-	-	17 25%	99 43%	126 42%	207 54%	220 54%	256 57%	425 51%
Changing my speed to save fuel	1214 47%	1208 47%	-	-	467 49%	393 49%	325 44%	-	-	-	23 33%	87 38%	115 38%	182 47%	207 51%	207 46%	417 50%
Planning my journey to avoid congestion/road works/getting lost	1054 41%	1047 41%	-	-	416 43%	344 43%	270 36%	-	-	-	17 25%	92 40%	105 35%	170 44%	154 38%	194 43%	339 41%
Using air conditioning only when I really need it	979 38%	975 38%	-	-	398 41%	324 40%	233 31%	-	-	-	21 30%	60 26%	91 30%	152 40%	183 45%	199 44%	295 35%
Driving off from cold / Not warming up the car before driving off	718 28%	714 28%	-	-	279 29%	241 30%	180 24%	-	-	-	13 19%	58 25%	68 23%	123 32%	131 32%	126 28%	212 25%
Switching off my engine when stuck in a traffic jam	572 22%	568 22%	-	-	231 24%	190 24%	134 18%	-	-	-	14 20%	49 21%	68 23%	87 23%	113 28%	110 25%	146 17%
Checking revs / changing gear between 2000rpm and 2500rpm	560 22%	557 22%	-	-	241 25%	185 23%	122 16%	-	-	-	9 14%	47 21%	46 15%	83 22%	123 30%	101 23%	160 19%
Removing unused roof racks	191 7%	191 7%	-	-	92 10%	66 8%	32 4%	-	-	-	-	8 4%	26 9%	34 9%	20 5%	32 7%	70 8%
Other	8 *	8 *	-	-	4 *	1 *	3 *	-	-	-	-	1 1%	2 1%	1 *	3 1%	1 *	1 *

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

	Driving status				Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	2601	2580	-	-	962	804	745	-	-	-	69	229	299	385	405	448	835
None-I've not adopted any of them	247 10%	244 9%	-	-	75 8%	55 7%	99 13%	-	-	-	15 21%	21 9%	35 12%	47 12%	20 5%	49 11%	75 9%
Don't know	29 1%	29 1%	-	-	7 1%	8 1%	9 1%	-	-	-	5 7%	3 1%	1 *	-	1 *	1 *	23 3%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	2681	1335	1346	63	244	461	573	426	499	415	890	863	537	391	1264	380	984	45	-	1450	1228
Weighted base	2728	1417	1311	95	317	489	607	469	415	336	860	887	594	388	1395	400	852	74	-	1237	1488
Likely (Net)	1818	935	883	47	204	339	438	332	271	187	573	616	394	235	953	297	519	44	-	813	1003
	67%	66%	67%	50%	64%	69%	72%	71%	65%	56%	67%	70%	66%	61%	68%	74%	61%	60%	-	66%	67%
Very likely	(4) 765	405	360	16	80	129	190	137	140	73	253	269	158	85	417	121	209	14	-	348	417
	28%	29%	27%	17%	25%	26%	31%	29%	34%	22%	29%	30%	27%	22%	30%	30%	25%	19%	-	28%	28%
Fairly likely	(3) 1053	530	523	31	124	210	248	195	131	114	320	348	236	150	535	175	310	30	-	465	587
	39%	37%	40%	33%	39%	43%	41%	42%	32%	34%	37%	39%	40%	39%	38%	44%	36%	41%	-	38%	39%
Not likely (Net)	763	432	331	35	96	131	152	114	121	114	253	229	167	115	389	85	264	25	-	329	433
	28%	30%	25%	37%	30%	27%	25%	24%	29%	34%	29%	26%	28%	30%	28%	21%	31%	33%	-	27%	29%
Not very likely	(2) 546	321	225	20	75	106	108	89	89	59	182	159	124	81	296	70	162	16	-	217	328
	20%	23%	17%	21%	24%	22%	18%	19%	21%	18%	21%	18%	21%	21%	21%	17%	19%	22%	-	18%	22%
Not at all likely	(1) 217	111	106	15	21	24	45	26	31	55	70	71	43	33	93	15	102	8	-	112	105
	8%	8%	8%	16%	7%	5%	7%	5%	8%	16%	8%	8%	7%	9%	7%	4%	12%	11%	-	9%	7%
Don't know	143	49	94	12	17	20	16	23	22	33	34	41	30	38	52	19	67	5	-	91	52
	5%	3%	7%	13%	5%	4%	3%	5%	5%	10%	4%	5%	5%	10%	4%	5%	8%	6%	-	7%	4%
Not stated	4	1	3	-	-	-	1	-	2	1	1	-	3	-	1	-	3	-	-	4	-
	*	*	*	-	-	-	*	-	*	*	*	-	1%	-	*	-	*	-	-	*	-
Mean Score	2.92	2.90	2.94	2.59	2.88	2.94	2.99	2.99	2.97	2.68	2.92	2.96	2.91	2.82	2.95	3.06	2.80	2.73	-	2.92	2.92
Standard Deviation	0.92	0.92	0.91	1.00	0.89	0.84	0.90	0.86	0.95	1.04	0.93	0.92	0.90	0.91	0.90	0.81	0.98	0.93	-	0.94	0.90
Standard Error	0.018	0.026	0.026	0.135	0.059	0.040	0.038	0.043	0.044	0.054	0.032	0.032	0.040	0.049	0.026	0.043	0.033	0.143	-	0.026	0.026

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2681	213	1822	265	381	303	296	211	1871	676	752	663	568
Weighted base	2728	307	1564	361	496	348	336	292	1752	625	855	723	507
Likely (Net)	1818	241	1030	228	319	242	239	200	1138	450	588	470	301
	67%	79%	66%	63%	64%	69%	71%	68%	65%	72%	69%	65%	59%
Very likely (4)	765	77	460	113	115	95	111	83	476	199	242	205	113
	28%	25%	29%	31%	23%	27%	33%	29%	27%	32%	28%	28%	22%
Fairly likely (3)	1053	164	570	115	205	147	128	117	662	251	346	265	188
	39%	53%	36%	32%	41%	42%	38%	40%	38%	40%	40%	37%	37%
Not likely (Net)	763	62	434	111	156	84	91	80	508	160	226	220	153
	28%	20%	28%	31%	32%	24%	27%	27%	29%	26%	26%	30%	30%
Not very likely (2)	546	54	316	77	100	71	70	47	358	123	165	156	100
	20%	18%	20%	21%	20%	20%	21%	16%	20%	20%	19%	22%	20%
Not at all likely (1)	217	8	119	34	57	12	21	33	151	37	61	64	53
	8%	3%	8%	9%	11%	4%	6%	11%	9%	6%	7%	9%	10%
Don't know	143	4	97	23	20	23	5	12	103	15	39	33	51
	5%	1%	6%	6%	4%	7%	2%	4%	6%	2%	5%	5%	10%
Not stated	4	-	4	-	-	-	1	-	3	1	2	-	1
	*	-	*	-	-	-	*	-	*	*	*	-	*
Mean Score	2.92	3.02	2.94	2.91	2.79	3.00	2.99	2.90	2.89	3.00	2.94	2.89	2.80
Standard Deviation	0.92	0.74	0.92	0.98	0.94	0.82	0.90	0.96	0.93	0.88	0.89	0.94	0.95
Standard Error	0.018	0.051	0.022	0.062	0.050	0.049	0.053	0.068	0.022	0.034	0.033	0.038	0.042

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2681	1826	855	1823	808	33	17	502	124	293	606	128	513	307	26	174
Weighted base	2728	1880	848	1865	812	36	15	505	127	313	583	148	527	322	31	166
Likely (Net)	1818	1224	595	1232	560	20	7	265	73	219	349	106	424	216	25	140
	67%	65%	70%	66%	69%	54%	45%	52%	57%	70%	60%	71%	80%	67%	82%	85%
Very likely (4)	765	506	259	502	254	6	3	95	25	97	133	43	215	74	9	73
	28%	27%	31%	27%	31%	16%	22%	19%	20%	31%	23%	29%	41%	23%	30%	44%
Fairly likely (3)	1053	717	336	730	305	14	4	170	47	121	216	63	208	143	16	67
	39%	38%	40%	39%	38%	38%	24%	34%	37%	39%	37%	43%	39%	44%	52%	40%
Not likely (Net)	763	555	208	537	207	14	6	208	45	81	192	33	93	90	3	18
	28%	30%	25%	29%	25%	38%	37%	41%	36%	26%	33%	22%	18%	28%	10%	11%
Not very likely (2)	546	406	140	389	148	6	2	150	32	64	130	22	74	59	2	13
	20%	22%	17%	21%	18%	18%	14%	30%	26%	20%	22%	15%	14%	18%	6%	8%
Not at all likely (1)	217	149	68	148	58	7	3	59	13	17	61	11	19	32	1	5
	8%	8%	8%	8%	7%	20%	22%	12%	10%	5%	11%	7%	4%	10%	4%	3%
Don't know	143	100	43	94	43	3	3	32	8	14	42	10	10	14	3	8
	5%	5%	5%	5%	5%	8%	18%	6%	6%	4%	7%	7%	2%	4%	9%	5%
Not stated	4	1	2	1	2	-	-	1	1	-	-	-	1	2	-	-
	*	*	*	*	*	-	-	*	1%	-	-	-	*	1%	-	-
Mean Score	2.92	2.89	2.98	2.90	2.99	2.54	2.55	2.64	2.72	3.00	2.78	2.99	3.20	2.84	3.18	3.32
Standard Deviation	0.92	0.91	0.91	0.91	0.91	1.03	1.20	0.94	0.93	0.88	0.94	0.88	0.82	0.91	0.73	0.76
Standard Error	0.018	0.022	0.032	0.022	0.033	0.189	0.309	0.044	0.086	0.053	0.040	0.080	0.037	0.054	0.150	0.059

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2681	1103	475	598	152	353	481	1342	291	517	50	769	448	508	460	88	151	29
Weighted base	2728	1142	485	602	155	344	487	1377	274	537	52	786	468	504	455	79	137	32
Likely (Net)	1818	841	327	375	82	193	415	817	229	331	27	554	321	299	333	55	80	17
	67%	74%	67%	62%	53%	56%	85%	59%	83%	62%	52%	70%	68%	59%	73%	70%	58%	55%
Very likely (4)	765	369	118	165	30	83	198	304	108	146	9	247	132	104	163	17	41	6
	28%	32%	24%	27%	19%	24%	41%	22%	40%	27%	18%	31%	28%	21%	36%	22%	30%	19%
Fairly likely (3)	1053	472	209	210	52	111	217	513	121	185	17	307	189	195	170	38	39	11
	39%	41%	43%	35%	34%	32%	45%	37%	44%	34%	34%	39%	40%	39%	37%	48%	28%	36%
Not likely (Net)	763	254	131	196	65	117	62	475	36	170	19	207	122	171	109	20	48	13
	28%	22%	27%	33%	42%	34%	13%	35%	13%	32%	38%	26%	26%	34%	24%	25%	35%	40%
Not very likely (2)	546	191	91	137	44	84	48	341	28	120	9	156	91	117	81	12	39	8
	20%	17%	19%	23%	28%	24%	10%	25%	10%	22%	17%	20%	19%	23%	18%	15%	28%	25%
Not at all likely (1)	217	64	39	59	21	34	14	134	8	50	11	51	31	54	29	8	9	5
	8%	6%	8%	10%	14%	10%	3%	10%	3%	9%	21%	6%	7%	11%	6%	10%	7%	15%
Don't know	143	45	26	32	7	33	10	85	8	35	6	25	26	34	13	4	9	2
	5%	4%	5%	5%	5%	9%	2%	6%	3%	6%	11%	3%	5%	7%	3%	6%	7%	5%
Not stated	4	1	2	-	-	1	1	1	1	2	-	-	-	-	-	-	-	-
	*	*	*	-	-	*	*	*	*	*	-	-	-	-	-	-	-	-
Mean Score	2.92	3.05	2.89	2.84	2.62	2.78	3.26	2.76	3.24	2.85	2.54	2.99	2.95	2.74	3.06	2.86	2.87	2.62
Standard Deviation	0.92	0.86	0.89	0.96	0.97	0.96	0.75	0.93	0.76	0.95	1.07	0.89	0.89	0.93	0.90	0.89	0.95	0.99
Standard Error	0.018	0.027	0.042	0.041	0.081	0.054	0.035	0.026	0.046	0.044	0.159	0.033	0.043	0.043	0.043	0.098	0.081	0.190

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2681	2453	-	204	-	880	765	750	204	-	-	58	241	326	377	406	461	870
Weighted base	2728	2462	-	241	-	923	771	706	241	-	-	61	256	337	408	425	442	859
Likely (Net)	1818	1659	-	145	-	630	531	461	145	-	-	37	170	208	274	305	301	561
	67%	67%	-	60%	-	68%	69%	65%	60%	-	-	60%	67%	62%	67%	72%	68%	65%
Very likely (4)	765	709	-	51	-	272	234	187	51	-	-	16	71	86	117	115	151	224
	28%	29%	-	21%	-	29%	30%	27%	21%	-	-	27%	28%	26%	29%	27%	34%	26%
Fairly likely (3)	1053	949	-	94	-	358	297	274	94	-	-	20	100	121	157	190	149	336
	39%	39%	-	39%	-	39%	39%	39%	39%	-	-	33%	39%	36%	38%	45%	34%	39%
Not likely (Net)	763	690	-	64	-	260	205	214	64	-	-	11	74	101	114	110	131	234
	28%	28%	-	27%	-	28%	27%	30%	27%	-	-	19%	29%	30%	28%	26%	30%	27%
Not very likely (2)	546	503	-	39	-	184	160	149	39	-	-	10	51	67	82	79	95	173
	20%	20%	-	16%	-	20%	21%	21%	16%	-	-	17%	20%	20%	20%	18%	22%	20%
Not at all likely (1)	217	187	-	26	-	76	45	65	26	-	-	1	23	34	33	31	35	61
	8%	8%	-	11%	-	8%	6%	9%	11%	-	-	2%	9%	10%	8%	7%	8%	7%
Don't know	143	113	-	28	-	33	35	32	28	-	-	13	12	26	19	10	11	65
	5%	5%	-	12%	-	4%	5%	4%	12%	-	-	21%	5%	8%	5%	2%	3%	8%
Not stated	4	-	-	4	-	-	-	-	4	-	-	-	-	2	1	1	-	-
	*	-	-	2%	-	-	-	-	2%	-	-	-	-	1%	*	*	-	-
Mean Score	2.92	2.93	-	2.81	-	2.93	2.98	2.87	2.81	-	-	3.08	2.89	2.84	2.92	2.94	2.97	2.91
Standard Deviation	0.92	0.91	-	0.95	-	0.92	0.88	0.93	0.95	-	-	0.80	0.93	0.96	0.92	0.87	0.95	0.89
Standard Error	0.018	0.019	-	0.071	-	0.032	0.033	0.035	0.071	-	-	0.121	0.062	0.055	0.049	0.044	0.045	0.032

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	751	403	348	24	73	120	145	99	139	151	247	220	166	118	337	88	310	15	-	402	347
Weighted base	763	432	331	35	96	131	152	114	121	114	253	229	167	115	389	85	264	25	-	329	433
They are too small	200 26%	110 26%	90 27%	7 20%	25 26%	51 39%	30 20%	29 25%	35 29%	24 21%	87 34%	45 20%	41 24%	28 24%	112 29%	19 22%	61 23%	8 32%	-	86 26%	113 26%
They are not powerful enough	182 24%	129 30%	53 16%	8 22%	38 39%	32 25%	30 19%	27 24%	28 23%	20 18%	80 32%	58 25%	32 19%	12 10%	112 29%	17 20%	47 18%	6 23%	-	52 16%	130 30%
They are more expensive	131 17%	67 16%	64 19%	9 25%	12 13%	20 15%	37 24%	19 17%	21 18%	13 11%	26 10%	48 21%	24 14%	34 30%	66 17%	21 25%	42 16%	2 7%	-	62 19%	69 16%
They are too slow	64 8%	37 8%	27 8%	5 14%	19 19%	15 11%	7 5%	9 8%	7 6%	2 2%	26 10%	17 8%	9 6%	11 10%	46 12%	5 6%	10 4%	2 10%	-	25 7%	38 9%
Already have a car with a small engine	50 7%	25 6%	25 8%	- 4%	4 4%	7 6%	9 6%	7 7%	11 9%	12 11%	17 7%	12 5%	15 9%	6 6%	16 4%	9 11%	25 9%	- -	-	19 6%	31 7%
I've always had the same make/model of car	47 6%	24 6%	22 7%	2 5%	3 4%	4 3%	8 5%	8 7%	8 7%	13 11%	14 5%	16 7%	10 6%	7 6%	13 3%	10 11%	23 9%	2 8%	-	23 7%	24 6%
I don't know enough about them	41 5%	21 5%	20 6%	- 11%	11 7%	9 4%	7 3%	3 3%	4 3%	8 7%	10 4%	16 7%	10 6%	5 4%	25 6%	4 5%	12 5%	-	-	20 6%	21 5%
I don't know anything about them	28 4%	12 3%	15 5%	2 5%	4 4%	5 4%	6 4%	2 2%	6 5%	3 3%	8 3%	8 3%	6 4%	5 4%	14 4%	2 3%	10 4%	1 4%	-	15 5%	12 3%
This will be my last car/unlikely to buy another car	27 3%	12 3%	14 4%	- -	- -	- -	1 *	3 2%	9 7%	14 13%	8 3%	10 4%	3 2%	5 4%	2 *	3 4%	22 8%	-	-	20 6%	7 2%
I don't think they will make any difference to the environment	26 3%	16 4%	10 3%	4 12%	- -	2 1%	5 3%	4 3%	6 5%	5 4%	7 3%	9 4%	6 4%	3 3%	11 3%	1 1%	11 4%	3 12%	-	11 3%	15 4%
I don't think they are safe	18 2%	10 2%	7 2%	- -	1 1%	5 3%	4 3%	1 1%	4 3%	3 3%	9 4%	4 2%	3 2%	1 1%	10 3%	1 2%	6 2%	-	-	5 1%	13 3%
Need a car that can tow a boat/caravan	13 2%	8 2%	5 1%	- -	- -	3 2%	2 1%	4 3%	2 2%	2 2%	7 3%	2 1%	3 2%	1 1%	6 2%	1 1%	5 2%	-	-	3 1%	10 2%
They look silly	13 2%	8 2%	5 1%	2 5%	- -	- -	1 1%	7 6%	3 2%	* *	3 1%	1 *	2 1%	7 6%	3 1%	- -	10 4%	-	-	4 1%	9 2%
Already have a lower co2 emissions car	11 1%	5 1%	7 2%	- -	1 1%	4 3%	1 1%	2 2%	1 1%	3 3%	5 2%	5 2%	1 *	1 1%	3 1%	2 2%	6 2%	-	-	5 2%	6 1%
Prefer my current car/ the car I have just bought	10 1%	5 1%	4 1%	- -	- -	2 2%	2 1%	1 1%	2 2%	3 2%	3 1%	5 2%	1 1%	- -	4 1%	- -	6 2%	-	-	6 2%	4 1%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	763	432	331	35	96	131	152	114	121	114	253	229	167	115	389	85	264	25	-	329	433
Do not drive/rarely drive	9 1%	4 1%	5 2%	-	2 2%	-	2 1%	-	3 2%	3 3%	2 1%	1 1%	5 3%	1 1%	4 1%	-	6 2%	-	-	9 3%	-
I haven't seen any second hand	8 1%	5 1%	3 1%	2 5%	-	2 2%	1 1%	-	2 2%	1 1%	5 2%	1 *	2 1%	* *	3 1%	-	3 1%	2 7%	-	6 2%	2 1%
Unlikely to buy a new car	7 1%	1 *	6 2%	-	-	-	1 1%	1 1%	1 1%	3 3%	1 *	3 1%	1 1%	1 1%	1 *	1 1%	4 2%	-	-	4 1%	3 1%
Need a family car/car to accommodate family	6 1%	1 *	5 1%	-	1 1%	2 1%	2 1%	1 1%	* *	-	2 1%	1 *	* *	3 3%	3 1%	1 1%	2 1%	-	-	4 1%	2 1%
Don't think it is important	5 1%	4 1%	1 *	-	1 1%	1 1%	1 1%	1 1%	1 *	-	4 2%	-	1 1%	-	5 1%	-	-	-	-	1 *	4 1%
Not my choice	3 *	1 *	2 1%	-	1 1%	1 1%	-	-	-	1 1%	1 1%	1 *	1 1%	-	1 *	1 2%	1 *	-	-	3 1%	-
Don't know	7 1%	5 1%	2 1%	2 6%	2 2%	* *	2 1%	1 1%	1 *	-	3 1%	1 *	2 1%	1 1%	4 1%	2 3%	1 *	-	-	3 1%	5 1%
Others	71 9%	47 11%	25 7%	4 12%	9 10%	9 7%	22 15%	15 14%	7 6%	4 4%	31 12%	16 7%	13 8%	12 10%	43 11%	4 5%	20 7%	5 19%	-	16 5%	55 13%
No answer	6 1%	4 1%	2 1%	2 4%	-	1 1%	2 1%	* *	-	1 1%	1 *	2 1%	1 *	3 2%	3 1%	* *	1 *	2 6%	-	3 1%	3 1%
Not stated	4 1%	3 1%	* *	-	-	1 1%	-	2 2%	* *	-	-	3 1%	1 1%	-	2 1%	-	1 1%	-	-	* *	3 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	751	46	506	84	115	71	76	56	548	160	207	194	184
Weighted base	763	62	434	111	156	84	91	80	508	160	226	220	153
They are too small	200 26%	22 36%	108 25%	32 29%	38 24%	32 38%	34 37%	12 15%	122 24%	49 31%	59 26%	54 25%	37 24%
They are not powerful enough	182 24%	17 27%	96 22%	28 26%	41 26%	18 21%	18 20%	19 24%	127 25%	49 30%	72 32%	41 19%	20 13%
They are more expensive	131 17%	17 28%	65 15%	19 17%	30 19%	11 13%	24 26%	13 16%	84 16%	22 14%	40 18%	47 21%	22 15%
They are too slow	64 8%	13 21%	31 7%	7 6%	13 8%	2 3%	5 5%	7 9%	49 10%	14 9%	24 11%	25 11%	1 1%
Already have a car with a small engine	50 7%	2 4%	28 6%	7 6%	13 8%	1 1%	6 6%	1 2%	42 8%	17 11%	9 4%	14 6%	10 6%
I've always had the same make/model of car	47 6%	5 8%	29 7%	7 6%	6 4%	10 11%	3 3%	1 1%	34 7%	11 7%	12 6%	9 4%	13 8%
I don't know enough about them	41 5%	4 7%	20 5%	9 8%	7 5%	5 6%	2 3%	8 10%	25 5%	11 7%	12 5%	10 5%	8 5%
I don't know anything about them	28 4%	1 2%	18 4%	2 2%	6 4%	2 2%	5 6%	6 7%	15 3%	3 2%	6 3%	12 5%	6 4%
This will be my last car/unlikely to buy another car	27 3%	* 1%	17 4%	5 5%	4 2%	- -	- -	- -	27 5%	* *	5 2%	7 3%	14 9%
I don't think they will make any difference to the environment	26 3%	3 5%	18 4%	1 1%	4 2%	4 4%	1 1%	1 2%	20 4%	* *	11 5%	8 4%	6 4%
I don't think they are safe	18 2%	3 4%	7 2%	6 5%	2 1%	- -	3 3%	4 6%	10 2%	6 4%	5 2%	4 2%	4 3%
Need a car that can tow a boat/caravan	13 2%	- -	9 2%	2 1%	2 2%	- -	1 1%	3 4%	9 2%	- -	6 3%	3 2%	4 2%
They look silly	13 2%	7 11%	2 *	- -	4 3%	- -	* *	2 2%	10 2%	1 *	7 3%	5 2%	* *
Already have a lower co2 emissions car	11 1%	- -	7 2%	2 2%	2 1%	1 1%	2 2%	- -	9 2%	4 2%	2 1%	2 1%	4 2%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	763	62	434	111	156	84	91	80	508	160	226	220	153
Prefer my current car/ the car I have just bought	10 1%	1 1%	6 1%	1 1%	2 1%	2 3%	- -	2 2%	6 1%	4 2%	3 1%	1 *	3 2%
Do not drive/rarely drive	9 1%	2 3%	6 1%	- -	1 1%	- -	- -	- -	9 2%	- -	1 *	3 1%	6 4%
I haven't seen any second hand	8 1%	- -	6 1%	- -	3 2%	- -	- -	1 1%	8 1%	3 2%	2 1%	2 1%	1 1%
Unlikely to buy a new car	7 1%	- -	4 1%	2 2%	1 *	- -	- -	1 2%	6 1%	- -	2 1%	1 *	4 3%
Need a family car/car to accommodate family	6 1%	- -	6 1%	- -	- -	2 2%	* *	2 2%	2 *	2 1%	* *	3 1%	1 1%
Don't think it is important	5 1%	- -	5 1%	- -	- -	2 3%	- -	2 3%	1 *	2 1%	1 1%	1 *	1 *
Not my choice	3 *	- -	3 1%	- -	- -	- -	1 1%	- -	2 *	1 *	1 1%	- -	1 1%
Don't know	7 1%	- -	5 1%	- -	2 1%	2 3%	- -	- -	5 1%	1 1%	2 1%	4 2%	- -
Others	71 9%	7 12%	30 7%	11 10%	22 14%	5 6%	8 9%	17 22%	42 8%	16 10%	22 10%	22 10%	12 8%
No answer	6 1%	1 1%	4 1%	1 1%	- -	- -	- -	2 2%	4 1%	1 *	3 1%	* *	1 1%
Not stated	4 1%	- -	3 1%	- -	1 1%	- -	1 1%	- -	3 1%	1 1%	- -	3 1%	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	751	533	218	519	213	12	7	203	45	70	205	30	90	82	5	21
Weighted base	763	555	208	537	207	14	6	208	45	81	192	33	93	90	3	18
They are too small	200 26%	145 26%	55 26%	150 28%	46 22%	4 29%	-	52 25%	12 27%	25 31%	50 26%	4 13%	26 28%	24 26%	1 42%	5 27%
They are not powerful enough	182 24%	140 25%	42 20%	126 24%	52 25%	3 25%	1 11%	60 29%	11 25%	25 31%	41 21%	9 27%	17 18%	17 19%	-	2 11%
They are more expensive	131 17%	98 18%	34 16%	87 16%	37 18%	6 42%	2 34%	34 16%	8 17%	11 13%	31 16%	4 13%	26 28%	15 17%	1 22%	2 11%
They are too slow	64 8%	48 9%	16 8%	40 7%	22 11%	2 14%	-	24 11%	4 9%	3 4%	15 8%	4 12%	9 10%	4 5%	-	1 5%
Already have a car with a small engine	50 7%	32 6%	18 8%	38 7%	11 6%	1 5%	-	9 5%	1 2%	5 7%	10 5%	2 8%	11 11%	8 9%	-	3 19%
I've always had the same make/model of car	47 6%	36 7%	11 5%	35 7%	11 5%	-	1 15%	14 7%	* 1%	5 6%	12 6%	* 1%	7 8%	8 8%	-	* 2%
I don't know enough about them	41 5%	30 5%	11 5%	30 6%	9 4%	2 13%	-	13 6%	2 4%	5 6%	13 7%	-	3 4%	5 5%	-	-
I don't know anything about them	28 4%	22 4%	5 3%	18 3%	9 4%	* 3%	-	7 3%	4 8%	6 8%	2 1%	1 2%	4 4%	4 4%	-	1 6%
This will be my last car/unlikely to buy another car	27 3%	14 3%	12 6%	14 3%	12 6%	-	1 14%	4 2%	-	-	11 6%	-	1 1%	5 5%	* 13%	5 28%
I don't think they will make any difference to the environment	26 3%	18 3%	8 4%	17 3%	8 4%	2 11%	-	10 5%	-	-	11 6%	-	2 3%	3 3%	-	-
I don't think they are safe	18 2%	11 2%	7 3%	12 2%	6 3%	-	-	9 5%	-	1 2%	2 1%	-	1 1%	3 3%	-	1 4%
Need a car that can tow a boat/caravan	13 2%	6 1%	7 3%	8 1%	4 2%	-	1 11%	5 2%	-	-	4 2%	2 5%	1 1%	2 2%	-	-
They look silly	13 2%	12 2%	1 *	11 2%	2 1%	-	-	7 3%	-	2 2%	1 *	-	-	3 4%	-	-
Already have a lower co2 emissions car	11 1%	9 2%	3 1%	8 1%	4 2%	-	-	2 1%	1 3%	2 3%	4 2%	-	1 1%	1 1%	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	763	555	208	537	207	14	6	208	45	81	192	33	93	90	3	18
Prefer my current car/ the car I have just bought	10 1%	7 1%	3 1%	7 1%	3 1%	-	-	4 2%	2 4%	*	2 1%	-	2 2%	*	-	-
Do not drive/rarely drive	9 1%	3 1%	6 3%	2 *	5 2%	1 6%	1 21%	3 1%	-	1 1%	3 2%	1 2%	-	2 2%	-	-
I haven't seen any second hand	8 1%	7 1%	2 1%	7 1%	1 1%	-	-	3 1%	*	-	1 1%	*	1 1%	3 3%	-	-
Unlikely to buy a new car	7 1%	5 1%	2 1%	6 1%	1 1%	-	-	2 1%	-	1 2%	2 1%	-	-	*	12%	*
Need a family car/car to accommodate family	6 1%	5 1%	1 1%	6 1%	*	-	-	2 1%	*	-	2 1%	1 2%	-	1 1%	-	-
Don't think it is important	5 1%	4 1%	1 1%	1 *	4 2%	-	-	3 1%	-	-	-	-	2 2%	-	-	-
Not my choice	3 *	2 *	1 1%	1 *	2 1%	-	-	-	-	1 1%	2 1%	-	-	-	-	-
Don't know	7 1%	6 1%	1 1%	5 1%	2 1%	1 4%	-	1 *	1 3%	3 3%	-	2 6%	*	1 1%	-	-
Others	71 9%	49 9%	23 11%	49 9%	22 11%	-	*	25 12%	6 14%	2 2%	19 10%	7 21%	3 4%	9 10%	*	-
No answer	6 1%	3 1%	3 1%	3 1%	2 1%	-	-	1 *	1 3%	3 3%	1 *	-	-	-	-	-
Not stated	4 1%	4 1%	-	4 1%	-	-	-	-	-	-	2 1%	-	2 2%	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	751	248	124	193	63	123	66	453	40	173	19	201	115	173	107	25	55	10
Weighted base	763	254	131	196	65	117	62	475	36	170	19	207	122	171	109	20	48	13
They are too small	200 26%	77 30%	39 30%	46 23%	9 14%	30 26%	22 35%	129 27%	9 25%	37 21%	4 21%	61 29%	45 37%	31 18%	26 24%	4 19%	12 25%	3 26%
They are not powerful enough	182 24%	64 25%	34 26%	50 25%	17 26%	17 14%	9 15%	117 25%	6 16%	46 27%	4 21%	51 25%	37 30%	32 19%	30 27%	5 27%	13 28%	4 32%
They are more expensive	131 17%	44 17%	25 19%	32 16%	16 24%	15 13%	11 18%	76 16%	8 21%	29 17%	8 40%	45 22%	19 16%	19 11%	20 18%	2 12%	8 17%	6 46%
They are too slow	64 8%	19 8%	9 7%	20 10%	3 5%	13 11%	2 3%	38 8%	3 9%	19 11%	2 10%	15 7%	7 5%	18 10%	14 13%	4 20%	* 1%	2 15%
Already have a car with a small engine	50 7%	23 9%	7 5%	9 5%	2 4%	9 8%	12 19%	26 5%	2 6%	9 5%	1 4%	24 11%	3 2%	10 6%	5 5%	- -	5 11%	- -
I've always had the same make/model of car	47 6%	12 5%	7 6%	20 10%	3 4%	5 5%	* 1%	35 7%	- -	11 6%	1 4%	8 4%	9 7%	16 9%	5 5%	1 7%	3 5%	- -
I don't know enough about them	41 5%	20 8%	4 3%	7 4%	3 5%	6 5%	5 8%	26 5%	* 1%	8 5%	2 10%	10 5%	7 6%	13 8%	7 6%	- -	1 2%	2 15%
I don't know anything about them	28 4%	8 3%	3 2%	14 7%	2 2%	2 2%	1 1%	18 4%	2 4%	8 4%	* 2%	4 2%	5 4%	9 5%	7 7%	- -	2 3%	- -
This will be my last car/unlikely to buy another car	27 3%	8 3%	2 2%	6 3%	3 4%	7 6%	1 1%	13 3%	2 6%	10 6%	1 4%	3 1%	2 1%	9 5%	5 4%	1 5%	1 2%	1 6%
I don't think they will make any difference to the environment	26 3%	4 2%	7 6%	9 5%	6 9%	- -	- -	17 3%	- -	8 5%	2 8%	3 2%	7 5%	3 2%	1 1%	3 14%	4 8%	2 13%
I don't think they are safe	18 2%	9 3%	1 1%	4 2%	1 1%	3 3%	3 4%	9 2%	1 4%	5 3%	- -	5 2%	5 4%	- -	5 5%	- -	* 1%	- -
Need a car that can tow a boat/caravan	13 2%	1 1%	5 3%	4 2%	1 1%	2 2%	- -	8 2%	- -	4 3%	1 3%	3 2%	1 1%	4 2%	4 3%	1 4%	- -	1 5%
They look silly	13 2%	- -	3 2%	3 1%	7 10%	- -	- -	11 2%	- -	2 1%	- -	9 5%	2 1%	- -	- -	- -	2 3%	- -
Already have a lower co2 emissions car	11 1%	3 1%	2 2%	4 2%	- -	2 2%	1 2%	6 1%	2 5%	2 1%	- -	4 2%	1 *	3 2%	3 3%	- -	1 2%	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	763	254	131	196	65	117	62	475	36	170	19	207	122	171	109	20	48	13
Prefer my current car/ the car I have just bought	10 1%	3 1%	3 2%	2 1%	-	2 2%	1 1%	6 1%	* 1%	3 2%	-	3 1%	-	1 1%	* 1%	1 6%	1 3%	-
Do not drive/rarely drive	9 1%	4 2%	* *	4 2%	1 1%	-	-	2 1%	3 9%	2 1%	2 10%	-	* 1%	1 1%	-	-	* 1%	-
I haven't seen any second hand	8 1%	1 *	1 1%	3 2%	2 3%	1 1%	* 1%	6 1%	1 2%	1 *	-	3 1%	3 2%	1 *	1 1%	-	1 2%	-
Unlikely to buy a new car	7 1%	2 1%	1 1%	2 1%	1 1%	1 1%	1 1%	5 1%	1 1%	1 *	-	5 2%	* *	1 *	1 *	-	-	-
Need a family car/car to accommodate family	6 1%	1 *	1 *	2 1%	1 2%	2 1%	1 2%	5 1%	-	* *	-	5 2%	-	1 1%	* *	-	-	-
Don't think it is important	5 1%	3 1%	-	-	1 1%	1 1%	-	1 *	-	4 2%	-	1 *	-	1 *	-	1 7%	2 5%	-
Not my choice	3 *	1 *	-	1 *	1 2%	-	1 1%	-	-	2 1%	-	1 *	-	1 1%	-	-	-	-
Don't know	7 1%	1 *	2 2%	-	2 3%	2 2%	* 1%	4 1%	-	2 1%	1 3%	1 *	-	4 2%	2 2%	-	-	1 5%
Others	71 9%	28 11%	12 10%	15 8%	2 3%	14 12%	2 4%	46 10%	4 10%	19 11%	* 2%	16 8%	10 8%	22 13%	11 10%	1 6%	6 12%	-
No answer	6 1%	* *	2 1%	1 *	* *	3 2%	-	3 1%	* 1%	2 1%	-	2 1%	2 1%	-	2 2%	* 2%	-	-
Not stated	4 1%	1 *	2 1%	-	-	1 1%	* 1%	3 1%	-	-	-	1 1%	1 1%	2 1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	751	686	-	56	-	242	207	226	56	-	-	11	68	106	100	104	133	240
Weighted base	763	690	-	64	-	260	205	214	64	-	-	11	74	101	114	110	131	234
They are too small	200 26%	182 26%	-	18 28%	-	87 33%	42 21%	47 22%	18 28%	-	-	5 46%	12 17%	27 27%	29 26%	35 32%	38 29%	58 25%
They are not powerful enough	182 24%	173 25%	-	10 15%	-	87 34%	47 23%	39 18%	10 15%	-	-	-	12 16%	15 15%	20 18%	34 31%	57 43%	44 19%
They are more expensive	131 17%	120 17%	-	9 14%	-	32 12%	40 20%	44 21%	9 14%	-	-	3 29%	22 30%	20 20%	27 24%	20 18%	11 8%	31 13%
They are too slow	64 8%	60 9%	-	4 6%	-	31 12%	17 8%	12 5%	4 6%	-	-	-	3 4%	4 4%	12 11%	9 8%	19 14%	18 8%
Already have a car with a small engine	50 7%	47 7%	-	3 5%	-	10 4%	18 9%	19 9%	3 5%	-	-	* 4%	7 9%	7 7%	5 5%	7 6%	5 4%	19 8%
I've always had the same make/model of car	47 6%	42 6%	-	5 7%	-	13 5%	12 6%	17 8%	5 7%	-	-	-	1 2%	7 7%	6 5%	5 4%	7 5%	21 9%
I don't know enough about them	41 5%	40 6%	-	1 2%	-	13 5%	8 4%	16 8%	1 2%	-	-	2 15%	-	3 3%	6 6%	6 5%	5 4%	20 9%
I don't know anything about them	28 4%	26 4%	-	1 2%	-	11 4%	9 5%	6 3%	1 2%	-	-	1 6%	9 12%	5 5%	1 1%	1 1%	5 4%	7 3%
This will be my last car/unlikely to buy another car	27 3%	21 3%	-	5 8%	-	1 *	4 2%	16 7%	5 8%	-	-	* 3%	3 4%	6 6%	3 3%	1 1%	1 1%	12 5%
I don't think they will make any difference to the environment	26 3%	23 3%	-	3 5%	-	6 2%	8 4%	10 4%	3 5%	-	-	-	5 6%	3 3%	1 1%	1 1%	7 5%	9 4%
I don't think they are safe	18 2%	16 2%	-	2 3%	-	6 2%	6 3%	4 2%	2 3%	-	-	-	-	3 3%	2 2%	7 6%	4 3%	2 1%
Need a car that can tow a boat/caravan	13 2%	13 2%	-	-	-	4 2%	7 4%	1 1%	-	-	-	-	1 2%	1 1%	4 4%	2 2%	2 2%	2 1%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	763	690	-	64	-	260	205	214	64	-	-	11	74	101	114	110	131	234
They look silly	13 2%	13 2%	-	-	-	3 1%	3 1%	7 3%	-	-	-	-	7 9%	1 1%	-	1 1%	-	4 2%
Already have a lower co2 emissions car	11 1%	11 2%	-	-	-	3 1%	6 3%	3 1%	-	-	-	-	1 1%	1 1%	-	2 1%	2 2%	6 3%
Prefer my current car/ the car I have just bought	10 1%	7 1%	-	1 2%	-	1 *	4 2%	1 1%	1 2%	-	-	-	-	2 2%	2 2%	* *	3 2%	3 1%
Do not drive/rarely drive	9 1%	2 *	-	6 9%	-	-	-	2 1%	6 9%	-	-	-	5 6%	1 1%	-	-	2 1%	2 1%
I haven't seen any second hand	8 1%	8 1%	-	-	-	4 1%	2 1%	3 1%	-	-	-	-	-	1 1%	-	1 1%	2 2%	4 2%
Unlikely to buy a new car	7 1%	6 1%	-	1 1%	-	-	1 *	5 3%	1 1%	-	-	-	1 1%	2 2%	-	-	-	5 2%
Need a family car/car to accommodate family	6 1%	6 1%	-	-	-	2 1%	3 1%	1 *	-	-	-	-	1 2%	1 1%	-	-	* *	3 1%
Don't think it is important	5 1%	5 1%	-	-	-	2 1%	-	3 2%	-	-	-	-	-	2 2%	1 1%	-	2 2%	-
Not my choice	3 *	2 *	-	1 1%	-	1 *	1 1%	-	1 1%	-	-	-	2 2%	-	-	1 1%	-	-
Don't know	7 1%	7 1%	-	* 1%	-	2 1%	4 2%	1 1%	* 1%	-	-	-	-	-	3 3%	-	2 1%	3 1%
Others	71 9%	66 10%	-	2 4%	-	34 13%	20 10%	13 6%	2 4%	-	-	-	6 7%	6 6%	7 6%	15 14%	15 12%	22 10%
No answer	6 1%	6 1%	-	-	-	1 *	3 1%	1 *	-	-	-	1 11%	1 1%	-	1 1%	1 1%	* *	2 1%
Not stated	4 1%	4 1%	-	-	-	2 1%	-	1 1%	-	-	-	-	-	* *	2 2%	-	1 1%	-

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	1763	872	891	31	154	321	407	305	329	216	602	595	333	233	874	273	584	27	-	927	835
Weighted base	1818	935	883	47	204	339	438	332	271	187	573	616	394	235	953	297	519	44	-	813	1003
Because they are cheaper to run	991 55%	542 58%	449 51%	24 50%	106 52%	189 56%	240 55%	186 56%	147 54%	100 53%	310 54%	328 53%	233 59%	120 51%	541 57%	163 55%	265 51%	21 46%	-	408 50%	584 58%
I care about the environment	790 43%	366 39%	424 48%	19 40%	84 41%	169 50%	185 42%	138 42%	124 46%	71 38%	287 50%	268 43%	149 38%	87 37%	406 43%	136 46%	231 45%	14 32%	-	354 44%	437 44%
To reduce my CO2 emissions	669 37%	344 37%	325 37%	19 41%	71 35%	122 36%	168 38%	120 36%	98 36%	71 38%	209 37%	252 41%	127 32%	81 34%	348 36%	98 33%	199 38%	21 48%	-	319 39%	348 35%
Lower tax band	370 20%	204 22%	166 19%	13 28%	48 23%	72 21%	104 24%	59 18%	46 17%	28 15%	139 24%	111 18%	84 21%	35 15%	221 23%	55 19%	92 18%	1 3%	-	127 16%	243 24%
Because they are cheaper to buy	239 13%	128 14%	111 13%	5 11%	26 13%	41 12%	48 11%	41 12%	44 16%	33 18%	81 14%	71 12%	56 14%	30 13%	131 14%	35 12%	69 13%	3 6%	-	116 14%	123 12%
They are easy to park	39 2%	19 2%	20 2%	1 3%	2 1%	5 1%	4 1%	5 2%	11 4%	11 6%	15 3%	11 2%	7 2%	5 2%	9 1%	12 4%	18 4%	-	-	22 3%	17 2%
I wouldn't have to pay a congestion charge	19 1%	10 1%	9 1%	4 8%	1 1%	6 2%	3 1%	5 1%	-	-	11 2%	8 1%	-	-	6 1%	5 2%	4 1%	4 9%	-	15 2%	4 *
Prefer/need to drive a smaller car	13 1%	8 1%	5 1%	-	-	2 *	3 1%	1 *	1 *	6 3%	5 1%	3 1%	1 *	3 1%	5 1%	1 *	6 1%	-	-	8 1%	5 *
Because cost of parking permit linked to emissions	11 1%	5 1%	7 1%	-	1 *	4 1%	1 *	4 1%	2 1%	1 *	5 1%	6 1%	1 *	-	4 *	4 1%	3 1%	-	-	3 *	8 1%
Better for / save the environment	11 1%	5 1%	6 1%	1 3%	2 1%	3 1%	1 *	1 *	1 *	1 1%	1 *	8 1%	2 1%	-	5 1%	1 *	3 1%	2 6%	-	8 1%	3 *
Less pollution/cleaner air	4 *	1 *	3 *	-	-	-	-	-	4 1%	-	-	1 *	-	3 1%	-	-	4 1%	-	-	3 *	1 *
Don't know	3 *	1 *	2 *	-	2 1%	-	-	-	1 *	1 1%	1 *	-	-	2 1%	-	2 1%	1 *	-	-	3 *	-
Nothing	1 *	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	1 *	-	-	1 *	-
Others	63 3%	25 3%	38 4%	2 4%	7 3%	6 2%	17 4%	17 5%	9 3%	7 3%	19 3%	28 4%	8 2%	9 4%	29 3%	13 4%	21 4%	1 1%	-	33 4%	30 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1763	164	1188	164	247	211	214	143	1195	492	510	431	318
Weighted base	1818	241	1030	228	319	242	239	200	1138	450	588	470	301
Because they are cheaper to run	991 55%	86 36%	587 57%	144 63%	175 55%	142 59%	132 55%	108 54%	610 54%	214 48%	320 54%	288 61%	166 55%
I care about the environment	790 43%	106 44%	419 41%	104 46%	162 51%	105 44%	124 52%	91 46%	470 41%	260 58%	251 43%	186 40%	91 30%
To reduce my CO2 emissions	669 37%	149 62%	346 34%	65 28%	109 34%	85 35%	87 36%	87 43%	410 36%	208 46%	220 37%	147 31%	89 29%
Lower tax band	370 20%	21 9%	235 23%	36 16%	78 24%	46 19%	59 24%	27 13%	239 21%	97 22%	117 20%	114 24%	40 13%
Because they are cheaper to buy	239 13%	28 12%	142 14%	29 13%	40 12%	28 12%	27 11%	19 9%	165 14%	59 13%	72 12%	59 12%	47 16%
They are easy to park	39 2%	- -	30 3%	1 *	8 2%	3 1%	* *	2 1%	34 3%	9 2%	11 2%	14 3%	5 2%
I wouldn't have to pay a congestion charge	19 1%	9 4%	9 1%	1 1%	- -	3 1%	2 1%	4 2%	10 1%	5 1%	9 2%	4 1%	- -
Prefer/need to drive a smaller car	13 1%	- -	8 1%	5 2%	- -	- -	1 *	2 1%	10 1%	2 *	6 1%	2 *	4 1%
Because cost of parking permit linked to emissions	11 1%	3 1%	8 1%	1 *	- -	2 1%	1 *	- -	9 1%	3 1%	4 1%	2 *	2 1%
Better for / save the environment	11 1%	7 3%	3 *	- -	1 *	1 *	- -	- -	10 1%	3 1%	5 1%	3 1%	1 *
Less pollution/cleaner air	4 *	2 1%	- -	2 1%	- -	- -	- -	- -	4 *	- -	- -	- -	4 1%
Don't know	3 *	- -	2 *	- -	1 *	- -	2 1%	- -	1 *	- -	3 *	* *	- -
Nothing	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -
Others	63 3%	12 5%	43 4%	4 2%	5 2%	3 1%	4 2%	8 4%	48 4%	14 3%	24 4%	14 3%	12 4%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1763	1175	588	1193	544	18	8	255	71	207	357	92	410	205	19	143
Weighted base	1818	1224	595	1232	560	20	7	265	73	219	349	106	424	216	25	140
Because they are cheaper to run	991 55%	664 54%	327 55%	674 55%	311 56%	4 20%	3 37%	149 56%	54 74%	130 59%	205 59%	58 55%	209 49%	118 54%	10 38%	57 41%
I care about the environment	790 43%	498 41%	292 49%	531 43%	244 44%	14 70%	2 26%	80 30%	17 24%	94 43%	114 33%	44 42%	247 58%	99 46%	11 43%	83 59%
To reduce my CO2 emissions	669 37%	427 35%	242 41%	418 34%	240 43%	10 50%	2 23%	54 20%	18 24%	73 34%	111 32%	32 30%	196 46%	93 43%	10 40%	82 59%
Lower tax band	370 20%	244 20%	125 21%	263 21%	104 19%	1 4%	2 34%	61 23%	15 20%	46 21%	68 20%	23 22%	103 24%	31 14%	2 7%	20 14%
Because they are cheaper to buy	239 13%	158 13%	81 14%	165 13%	71 13%	1 4%	2 34%	39 15%	9 13%	18 8%	58 17%	11 10%	41 10%	36 17%	4 17%	22 16%
They are easy to park	39 2%	18 2%	20 3%	21 2%	18 3%	-	-	7 3%	-	1 *	12 3%	2 2%	9 2%	6 3%	-	3 2%
I wouldn't have to pay a congestion charge	19 1%	9 1%	9 2%	5 *	14 3%	-	-	-	*	5 2%	-	-	6 2%	2 1%	-	*
Prefer/need to drive a smaller car	13 1%	9 1%	4 1%	10 1%	1 *	-	2 27%	2 1%	2 2%	-	-	2 2%	2 1%	5 2%	-	-
Because cost of parking permit linked to emissions	11 1%	8 1%	4 1%	9 1%	2 *	-	1 8%	5 2%	-	*	3 1%	-	2 1%	1 *	-	-
Better for / save the environment	11 1%	2 *	9 2%	7 1%	3 1%	1 7%	-	1 *	-	4 2%	2 *	-	5 1%	-	-	-
Less pollution/cleaner air	4 *	2 *	2 *	1 *	3 *	-	-	1 *	-	-	2 1%	-	-	-	1 4%	-
Don't know	3 *	1 *	2 *	1 *	2 *	-	-	-	-	-	3 1%	-	-	-	-	-
Nothing	1 *	1 *	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-
Others	63 3%	40 3%	23 4%	44 4%	19 3%	-	* 4%	14 5%	2 3%	7 3%	11 3%	6 5%	12 3%	7 3%	2 10%	3 2%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1763	802	322	368	79	192	402	791	239	305	26	538	306	293	334	58	84	17
Weighted base	1818	841	327	375	82	193	415	817	229	331	27	554	321	299	333	55	80	17
Because they are cheaper to run	991 55%	412 49%	180 55%	227 61%	43 53%	128 66%	207 50%	467 57%	111 48%	200 61%	6 24%	331 60%	157 49%	155 52%	193 58%	23 42%	52 66%	5 27%
I care about the environment	790 43%	443 53%	140 43%	140 37%	16 19%	51 26%	241 58%	290 36%	126 55%	119 36%	16 58%	261 47%	119 37%	120 40%	150 45%	21 38%	34 43%	10 58%
To reduce my CO2 emissions	669 37%	360 43%	106 32%	117 31%	33 40%	54 28%	163 39%	254 31%	117 51%	123 37%	12 43%	184 33%	121 38%	92 31%	140 42%	35 64%	31 38%	4 25%
Lower tax band	370 20%	165 20%	76 23%	80 21%	15 18%	35 18%	71 17%	192 24%	38 17%	65 20%	3 12%	116 21%	78 24%	64 22%	69 21%	11 19%	15 19%	2 13%
Because they are cheaper to buy	239 13%	107 13%	35 11%	56 15%	11 14%	30 16%	54 13%	111 14%	30 13%	41 12%	3 12%	83 15%	40 13%	30 10%	41 12%	5 10%	14 17%	2 13%
They are easy to park	39 2%	13 2%	7 2%	14 4%	3 4%	2 1%	5 1%	16 2%	10 4%	9 3%	- -	14 2%	4 1%	1 *	11 3%	4 7%	4 5%	- -
I wouldn't have to pay a congestion charge	19 1%	6 1%	4 1%	7 2%	- -	2 1%	2 1%	2 *	8 4%	6 2%	- -	3 *	- -	2 1%	7 2%	- -	* *	- -
Prefer/need to drive a smaller car	13 1%	8 1%	- -	5 1%	- -	1 *	1 *	9 1%	- *	1 *	2 7%	9 2%	1 *	1 *	1 *	- -	- -	2 11%
Because cost of parking permit linked to emissions	11 1%	8 1%	2 1%	1 *	- -	1 1%	5 1%	4 *	2 1%	* *	1 2%	1 *	6 2%	1 *	2 1%	- -	* *	- -
Better for / save the environment	11 1%	3 *	5 2%	4 1%	- -	- -	3 1%	3 *	3 1%	1 *	1 5%	2 *	3 1%	1 *	1 *	1 2%	- -	- -
Less pollution/cleaner air	4 *	- -	1 *	3 1%	- -	- -	1 *	- -	- -	3 1%	- -	- -	- -	1 *	1 *	- -	- -	- -
Don't know	3 *	2 *	* *	1 *	- -	- -	- -	1 *	- -	2 1%	- -	- -	* *	1 *	- -	- -	- -	- -
Nothing	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -
Others	63 3%	35 4%	10 3%	9 2%	3 4%	6 3%	13 3%	31 4%	7 3%	12 4%	* 1%	18 3%	12 4%	9 3%	7 2%	* 1%	3 4%	* 2%

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1763	1630	-	120	-	604	518	475	120	-	-	33	156	192	255	291	316	553
Weighted base	1818	1659	-	145	-	630	531	461	145	-	-	37	170	208	274	305	301	561
Because they are cheaper to run	991 55%	916 55%	-	69 48%	-	350 56%	279 52%	267 58%	69 48%	-	-	20 55%	93 55%	109 52%	169 62%	200 66%	154 51%	266 47%
I care about the environment	790 43%	716 43%	-	66 46%	-	278 44%	235 44%	193 42%	66 46%	-	-	11 29%	57 34%	91 44%	116 42%	143 47%	165 55%	218 39%
To reduce my CO2 emissions	669 37%	607 37%	-	54 37%	-	219 35%	202 38%	176 38%	54 37%	-	-	10 28%	61 36%	73 35%	93 34%	93 30%	108 36%	241 43%
Lower tax band	370 20%	355 21%	-	13 9%	-	158 25%	123 23%	72 16%	13 9%	-	-	3 9%	27 16%	31 15%	69 25%	64 21%	70 23%	108 19%
Because they are cheaper to buy	239 13%	215 13%	-	23 16%	-	75 12%	66 12%	70 15%	23 16%	-	-	4 12%	22 13%	27 13%	32 12%	37 12%	37 12%	85 15%
They are easy to park	39 2%	38 2%	-	1 1%	-	10 2%	13 2%	15 3%	1 1%	-	-	-	3 2%	3 1%	4 1%	4 1%	2 1%	22 4%
I wouldn't have to pay a congestion charge	19 1%	12 1%	-	7 5%	-	2 *	7 1%	3 1%	7 5%	-	-	-	-	4 2%	2 1%	1 *	5 2%	6 1%
Prefer/need to drive a smaller car	13 1%	13 1%	-	-	-	2 *	8 1%	3 1%	-	-	-	3 2%	1 1%	1 *	4 1%	-	-	3 1%
Because cost of parking permit linked to emissions	11 1%	9 1%	-	2 1%	-	4 1%	5 1%	1 *	2 1%	-	-	-	-	3 1%	1 *	1 *	1 *	6 1%
Better for / save the environment	11 1%	8 *	-	3 2%	-	2 *	4 1%	2 *	3 2%	-	-	-	3 2%	1 *	-	5 2%	1 *	1 *
Less pollution/cleaner air	4 *	2 *	-	2 1%	-	-	1 *	1 *	2 1%	-	-	-	2 1%	1 *	-	-	-	1 *
Don't know	3 *	1 *	-	2 1%	-	-	-	1 *	2 1%	-	-	1 *	2 1%	1 *	-	-	-	-
Nothing	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	1818	1659	-	145	-	630	531	461	145	-	-	37	170	208	274	305	301	561
Others	63	50	-	14	-	23	17	9	14	-	-	1	6	6	11	12	11	18
	3%	3%	-	9%	-	4%	3%	2%	9%	-	-	2%	3%	3%	4%	4%	4%	3%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Formal car sharing scheme	29 1%	15 1%	15 1%	4 1%	7 1%	5 1%	8 1%	1 *	3 1%	1 *	8 1%	11 1%	5 1%	6 1%	23 1%	2 *	2 *	2 1%	3 *	6 *	20 1%
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	25 1%	10 1%	2 *	5 1%	15 2%	5 1%	4 1%	4 1%	1 *	14 1%	14 1%	4 *	3 *	26 2%	4 1%	3 *	2 1%	6 1%	20 1%	10 1%
Neither	3736 95%	1814 95%	1922 96%	300 95%	576 95%	610 94%	693 95%	558 96%	481 95%	517 96%	930 94%	1182 94%	815 96%	810 98%	1615 94%	518 96%	1331 97%	256 95%	691 96%	1426 95%	1615 95%
Don't know	125 3%	66 3%	59 3%	9 3%	16 3%	22 3%	20 3%	20 3%	17 3%	20 4%	39 4%	47 4%	30 4%	9 1%	56 3%	16 3%	43 3%	10 4%	17 2%	48 3%	60 3%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Formal car sharing scheme	29 1%	2 *	18 1%	2 *	7 1%	2 *	6 1%	3 1%	18 1%	14 2%	9 1%	5 1%	1 *
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	16 3%	10 *	2 1%	7 1%	3 1%	1 *	3 1%	28 1%	21 3%	8 1%	5 *	1 *
Neither	3736 95%	532 94%	2190 95%	451 96%	563 96%	466 96%	404 95%	410 95%	2456 95%	725 92%	1108 95%	1004 96%	875 98%
Don't know	125 3%	16 3%	83 4%	13 3%	13 2%	16 3%	16 4%	16 4%	78 3%	28 4%	41 4%	37 4%	17 2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Formal car sharing scheme	29 1%	22 1%	7 *	18 1%	11 1%	1 *	- -	3 *	- -	6 1%	8 1%	2 1%	4 1%	4 1%	1 2%	2 1%
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	10 *	26 1%	13 1%	17 1%	6 1%	- -	2 *	- -	6 1%	2 *	2 1%	14 2%	2 *	1 2%	6 2%
Neither	3736 95%	1990 95%	1746 95%	2059 95%	1168 94%	393 96%	115 98%	770 96%	194 97%	392 92%	771 96%	187 94%	635 94%	469 96%	50 92%	245 95%
Don't know	125 3%	69 3%	56 3%	69 3%	44 4%	9 2%	3 2%	24 3%	7 3%	21 5%	20 2%	7 4%	21 3%	15 3%	4 7%	6 2%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Formal car sharing scheme	29 1%	9 1%	11 2%	1 *	2 1%	5 1%	2 *	16 1%	5 1%	5 1%	1 *	9 1%	8 2%	1 *	7 1%	-	1 1%	-
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	21 1%	10 1%	2 *	-	2 *	6 1%	7 *	14 4%	3 *	6 1%	11 1%	1 *	1 *	11 2%	1 1%	1 1%	2 6%
Neither	3736 95%	1480 94%	687 95%	794 97%	230 95%	545 97%	500 95%	1559 95%	346 91%	823 96%	508 97%	778 95%	461 95%	516 96%	443 92%	77 94%	137 96%	29 85%
Don't know	125 3%	64 4%	16 2%	25 3%	9 4%	12 2%	17 3%	51 3%	17 4%	27 3%	12 2%	21 3%	15 3%	23 4%	19 4%	5 6%	4 3%	3 9%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Formal car sharing scheme	29 1%	26 1%	2 1%	- *	1 *	15 2%	6 1%	4 1%	- *	2 1%	1 *	- *	1 *	4 1%	2 *	7 1%	5 1%	9 1%
Car club (e.g. Street Car, Zip Car, City Car etc.)	36 1%	27 1%	5 4%	2 *	1 *	17 2%	1 *	9 1%	2 *	5 4%	1 *	- *	4 1%	3 1%	1 *	8 2%	14 3%	5 *
Neither	3736 95%	2440 95%	140 94%	578 97%	550 97%	903 94%	775 96%	699 94%	578 97%	140 94%	550 97%	63 91%	475 95%	478 96%	484 97%	461 92%	453 91%	1385 97%
Don't know	125 3%	89 3%	2 1%	18 3%	15 3%	29 3%	22 3%	32 4%	18 3%	2 1%	15 3%	6 9%	18 4%	13 3%	12 2%	23 5%	28 6%	31 2%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time education	None	One	Two or more
Unweighted base	3750	1707	2043	187	455	592	670	536	616	694	951	1141	725	933	1463	480	1636	156	871	1586	1288
Weighted base	3736	1814	1922	300	576	610	693	558	481	517	930	1182	815	810	1615	518	1331	256	691	1426	1615
I don't need to / I have my own car	1274 34%	637 35%	637 33%	71 24%	185 32%	235 39%	258 37%	160 29%	191 40%	174 34%	392 42%	439 37%	242 30%	200 25%	577 36%	172 33%	448 34%	72 28%	81 12%	606 42%	588 36%
Not aware such services existed	626 17%	270 15%	356 19%	71 24%	117 20%	97 16%	101 15%	94 17%	57 12%	89 17%	132 14%	186 16%	163 20%	145 18%	263 16%	104 20%	216 16%	43 17%	109 16%	246 17%	271 17%
Car sharing / car clubs are not available in my area	589 16%	285 16%	304 16%	35 12%	61 11%	92 15%	135 19%	101 18%	91 19%	75 14%	187 20%	166 14%	123 15%	114 14%	271 17%	96 19%	200 15%	20 8%	45 7%	207 15%	336 21%
I don't need to / I don't have a car and don't need to use a car	356 10%	163 9%	193 10%	44 15%	87 15%	40 7%	46 7%	40 7%	31 7%	67 13%	42 5%	103 9%	66 8%	145 18%	120 7%	30 6%	161 12%	45 17%	241 35%	68 5%	47 3%
Haven't ever thought about joining	351 9%	205 11%	146 8%	22 7%	50 9%	62 10%	59 8%	50 9%	49 10%	59 11%	77 8%	106 9%	90 11%	78 10%	167 10%	38 7%	131 10%	14 6%	67 10%	129 9%	154 10%
It wouldn't benefit me	333 9%	165 9%	168 9%	18 6%	37 7%	56 9%	62 9%	62 11%	51 11%	46 9%	94 10%	121 10%	71 9%	47 6%	164 10%	55 11%	105 8%	9 4%	34 5%	115 8%	184 11%
I prefer using my own car	285 8%	151 8%	135 7%	9 3%	32 6%	59 10%	57 8%	41 7%	50 10%	36 7%	122 13%	80 7%	41 5%	42 5%	147 9%	45 9%	88 7%	5 2%	6 1%	120 8%	158 10%
I'm not interested (any mention)	225 6%	113 6%	112 6%	12 4%	37 6%	32 5%	35 5%	31 6%	35 7%	43 8%	55 6%	68 6%	54 7%	47 6%	86 5%	28 5%	100 8%	7 3%	40 6%	74 5%	111 7%
Don't / cannot drive	110 3%	43 2%	67 3%	33 11%	22 4%	16 3%	10 1%	12 2%	6 1%	11 2%	18 2%	36 3%	26 3%	29 4%	24 1%	12 2%	34 3%	37 14%	40 6%	39 3%	31 2%
Not sure what the benefits would be for me	84 2%	38 2%	46 2%	8 3%	10 2%	10 2%	14 2%	19 3%	14 3%	10 2%	28 3%	31 3%	11 1%	13 2%	31 2%	12 2%	32 2%	7 3%	9 1%	32 2%	42 3%
Don't know how to join	71 2%	28 2%	42 2%	10 3%	14 2%	12 2%	9 1%	10 2%	8 2%	7 1%	18 2%	21 2%	17 2%	15 2%	36 2%	5 1%	20 2%	9 4%	9 1%	27 2%	34 2%
Too complicated	60 2%	29 2%	31 2%	3 1%	6 1%	11 2%	15 2%	15 3%	6 1%	3 1%	21 2%	14 1%	18 2%	7 1%	37 2%	10 2%	10 1%	2 1%	8 1%	18 1%	33 2%
I don't like the idea of car sharing / joining a car club	59 2%	30 2%	28 1%	5 2%	5 1%	10 2%	6 1%	13 2%	13 3%	8 1%	18 2%	19 2%	12 1%	11 1%	29 2%	5 1%	22 2%	2 1%	4 1%	28 2%	26 2%
I'm not the kind of person who car shares / joins a car club	42 1%	20 1%	22 1%	7 2%	5 1%	3 1%	7 1%	9 2%	6 1%	4 1%	8 1%	18 1%	5 1%	11 1%	14 1%	10 2%	15 1%	4 1%	3 *	14 1%	25 2%
Too expensive	37 1%	21 1%	17 1%	3 1%	10 2%	7 1%	5 1%	6 1%	1 *	4 1%	8 1%	13 1%	6 1%	10 1%	13 1%	2 *	21 2%	2 1%	22 3%	5 *	10 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3736	1814	1922	300	576	610	693	558	481	517	930	1182	815	810	1615	518	1331	256	691	1426	1615
No one to share with	29 1%	13 1%	16 1%	1 *	2 *	7 1%	6 1%	11 2%	1 *	1 *	9 1%	5 *	6 1%	9 1%	22 1%	2 *	4 *	-	2 *	11 1%	16 1%
Already share with colleagues / friends	26 1%	7 *	18 1%	4 1%	-	4 1%	7 1%	5 1%	2 *	4 1%	9 1%	8 1%	3 *	6 1%	11 1%	4 1%	8 1%	4 1%	5 1%	6 *	15 1%
Not practical / convenient	22 1%	11 1%	11 1%	-	2 *	3 *	11 2%	4 1%	2 *	1 *	9 1%	10 1%	1 *	2 *	20 1%	1 *	1 *	-	-	7 1%	15 1%
Do not own a car	20 1%	4 *	15 1%	7 2%	7 1%	-	2 *	2 *	* *	1 *	4 *	3 *	5 1%	8 1%	3 *	1 *	5 *	11 4%	8 1%	7 *	5 *
Too much effort / can't be bothered	18 *	8 *	10 1%	2 1%	2 *	6 1%	2 *	2 *	2 *	2 *	10 1%	5 *	1 *	2 *	7 *	2 *	5 *	4 2%	3 *	7 1%	8 1%
Do not use car enough/ regularly	15 *	8 *	8 *	-	2 *	3 *	3 *	* *	6 1%	2 *	4 *	8 1%	1 *	2 *	5 *	1 *	10 1%	-	1 *	13 1%	2 *
Need car for work purposes	14 *	11 1%	3 *	-	-	2 *	6 1%	1 *	6 1%	-	8 1%	4 *	1 *	2 *	13 1%	1 *	-	-	-	5 *	10 1%
Not working / retired, so don't need to car share	10 *	8 *	3 *	-	-	-	-	4 1%	4 1%	2 *	5 1%	3 *	2 *	1 *	2 *	-	9 1%	-	-	3 *	7 *
Timing/don't have enough time to do this	4 *	2 *	2 *	-	* *	2 *	1 *	1 *	-	-	1 *	1 *	1 *	1 *	3 *	1 *	1 *	-	-	2 *	2 *
No room in car to share	2 *	-	2 *	-	1 *	-	2 *	-	-	-	-	2 *	-	1 *	2 *	-	1 *	-	-	1 *	2 *
Not safe	2 *	1 *	1 *	-	1 *	-	1 *	-	-	-	1 *	-	1 *	* *	-	1 *	* *	-	-	1 *	1 *
I don't need to (no specific reason given)	4 *	2 *	2 *	-	1 *	-	-	-	1 *	2 *	1 *	2 *	* *	-	1 *	-	3 *	-	1 *	2 *	1 *
Don't know enough about it	6 *	3 *	3 *	-	2 *	2 *	* *	2 *	-	-	3 *	3 *	-	-	1 *	-	2 *	2 1%	1 *	5 *	-
Illness/disability	3 *	2 *	1 *	-	-	-	* *	-	-	2 *	-	2 *	-	* *	-	-	3 *	-	2 *	* *	-
Not stated	5 *	4 *	1 *	-	-	-	2 *	1 *	2 *	-	5 *	-	-	-	2 *	1 *	2 *	-	-	1 *	4 *
Others	88 2%	51 3%	37 2%	1 *	10 2%	16 3%	24 3%	15 3%	12 3%	10 2%	33 4%	21 2%	18 2%	16 2%	45 3%	19 4%	22 2%	2 1%	16 2%	27 2%	44 3%
No answer	5 *	5 *	* *	-	-	-	-	1 *	2 *	1 *	1 *	2 *	1 *	-	2 *	-	3 *	-	-	3 *	2 *

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3736	1814	1922	300	576	610	693	558	481	517	930	1182	815	810	1615	518	1331	256	691	1426	1615
Don't know	99	48	52	14	18	19	14	11	8	14	9	26	27	37	31	13	42	13	44	35	20
	3%	3%	3%	5%	3%	3%	2%	2%	2%	3%	1%	2%	3%	5%	2%	3%	3%	5%	6%	2%	1%
Not stated	4	4	-	-	-	-	4	-	-	-	*	-	4	-	4	-	-	-	-	4	-
	*	*	-	-	-	-	1%	-	-	-	*	-	*	-	*	-	-	-	-	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3750	378	2613	334	425	412	356	279	2703	781	943	921	1076
Weighted base	3736	532	2190	451	563	466	404	410	2456	725	1108	1004	875
I don't need to / I have my own car	1274 34%	220 41%	721 33%	140 31%	194 34%	174 37%	149 37%	124 30%	827 34%	296 41%	420 38%	307 31%	241 27%
Not aware such services existed	626 17%	43 8%	393 18%	78 17%	112 20%	86 18%	68 17%	90 22%	381 16%	108 15%	189 17%	189 19%	134 15%
Car sharing / car clubs are not available in my area	589 16%	9 2%	267 12%	65 14%	248 44%	64 14%	81 20%	61 15%	382 16%	127 18%	172 16%	184 18%	104 12%
I don't need to / I don't have a car and don't need to use a car	356 10%	89 17%	216 10%	41 9%	10 2%	38 8%	28 7%	31 8%	259 11%	51 7%	88 8%	101 10%	115 13%
Haven't ever thought about joining	351 9%	35 7%	211 10%	57 13%	47 8%	36 8%	35 9%	33 8%	248 10%	68 9%	87 8%	87 9%	108 12%
It wouldn't benefit me	333 9%	27 5%	210 10%	40 9%	55 10%	42 9%	48 12%	36 9%	206 8%	65 9%	127 11%	83 8%	57 6%
I prefer using my own car	285 8%	63 12%	145 7%	33 7%	44 8%	44 10%	25 6%	33 8%	184 7%	82 11%	94 8%	66 7%	43 5%
I'm not interested (any mention)	225 6%	20 4%	118 5%	53 12%	34 6%	23 5%	18 5%	31 8%	152 6%	34 5%	56 5%	85 9%	47 5%
Don't / cannot drive	110 3%	20 4%	63 3%	15 3%	12 2%	9 2%	17 4%	14 3%	70 3%	13 2%	42 4%	26 3%	29 3%
Not sure what the benefits would be for me	84 2%	6 1%	52 2%	7 2%	19 3%	13 3%	8 2%	4 1%	60 2%	25 3%	25 2%	22 2%	12 1%
Don't know how to join	71 2%	16 3%	44 2%	2 *	9 2%	10 2%	6 1%	7 2%	48 2%	22 3%	18 2%	15 2%	15 2%
Too complicated	60 2%	6 1%	40 2%	10 2%	4 1%	8 2%	9 2%	9 2%	34 1%	18 2%	20 2%	7 1%	13 1%
I don't like the idea of car sharing / joining a car club	59 2%	9 2%	35 2%	3 1%	11 2%	7 2%	1 *	2 1%	48 2%	13 2%	15 1%	16 2%	16 2%
I'm not the kind of person who car shares / joins a car club	42 1%	4 1%	21 1%	5 1%	12 2%	1 *	7 2%	3 1%	31 1%	4 1%	15 1%	14 1%	7 1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3736	532	2190	451	563	466	404	410	2456	725	1108	1004	875
Too expensive	37 1%	16 3%	18 1%	3 1%	-	4 1%	5 1%	3 1%	26 1%	12 2%	8 1%	8 1%	10 1%
No one to share with	29 1%	5 1%	21 1%	3 1%	-	6 1%	1 *	4 1%	17 1%	3 *	9 1%	8 1%	9 1%
Already share with colleagues / friends	26 1%	1 *	16 1%	2 1%	6 1%	1 *	2 *	4 1%	19 1%	5 1%	10 1%	4 *	6 1%
Not practical / convenient	22 1%	4 1%	15 1%	3 1%	-	3 1%	4 1%	2 1%	13 1%	10 1%	8 1%	3 *	2 *
Do not own a car	20 1%	2 *	18 1%	-	1 *	-	9 2%	4 1%	7 *	1 *	10 1%	3 *	6 1%
Too much effort / can't be bothered	18 *	-	11 *	7 1%	1 *	1 *	3 1%	1 *	13 1%	8 1%	4 *	2 *	4 *
Do not use car enough/ regularly	15 *	2 *	11 *	1 *	2 *	3 1%	1 *	1 *	11 *	6 1%	3 *	4 *	3 *
Need car for work purposes	14 *	6 1%	7 *	2 *	-	-	2 *	4 1%	9 *	7 1%	3 *	4 *	1 *
Not working / retired, so don't need to car share	10 *	4 1%	4 *	-	2 *	-	-	-	10 *	1 *	2 *	* *	7 1%
Timing/don't have enough time to do this	4 *	-	4 *	-	-	-	2 *	-	2 *	1 *	* *	2 *	1 *
No room in car to share	2 *	-	2 *	-	-	1 *	2 *	-	-	-	-	2 *	-
Not safe	2 *	-	2 *	-	-	-	1 *	* *	1 *	1 *	1 *	-	-
I don't need to (no specific reason given)	4 *	1 *	3 *	1 *	-	-	-	-	4 *	2 *	-	-	2 *
Don't know enough about it	6 *	4 1%	2 *	-	-	2 *	-	-	4 *	2 *	3 *	1 *	-
Illness/disability	3 *	-	1 *	-	2 *	-	-	-	3 *	-	* *	-	2 *
Not stated	5 *	-	-	-	5 1%	-	-	-	5 *	-	1 *	3 *	1 *

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3736	532	2190	451	563	466	404	410	2456	725	1108	1004	875
Others	88 2%	16 3%	47 2%	15 3%	9 2%	9 2%	15 4%	6 2%	57 2%	27 4%	24 2%	17 2%	18 2%
No answer	5 *	-	1 *	3 1%	1 *	-	-	-	5 *	2 *	-	1 *	1 *
Don't know	99 3%	25 5%	68 3%	1 *	5 1%	22 5%	9 2%	6 1%	62 3%	13 2%	19 2%	33 3%	34 4%
Not stated	4 *	-	* *	4 1%	-	-	-	4 1%	* *	-	* *	4 *	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3750	1923	1827	2019	1173	419	139	800	181	371	810	166	604	486	47	251
Weighted base	3736	1990	1746	2059	1168	393	115	770	194	392	771	187	635	469	50	245
I don't need to / I have my own car	1274 34%	812 41%	462 26%	814 40%	376 32%	69 18%	14 12%	257 33%	56 29%	145 37%	261 34%	56 30%	225 35%	182 39%	14 28%	73 30%
Not aware such services existed	626 17%	342 17%	284 16%	375 18%	184 16%	51 13%	16 14%	135 18%	46 24%	70 18%	109 14%	47 25%	111 17%	60 13%	6 12%	37 15%
Car sharing / car clubs are not available in my area	589 16%	402 20%	186 11%	403 20%	152 13%	19 5%	15 13%	99 13%	19 10%	51 13%	131 17%	22 12%	118 19%	110 23%	5 10%	32 13%
I don't need to / I don't have a car and don't need to use a car	356 10%	47 2%	309 18%	78 4%	112 10%	132 34%	34 30%	81 10%	17 9%	24 6%	82 11%	12 6%	34 5%	65 14%	6 11%	28 12%
Haven't ever thought about joining	351 9%	195 10%	156 9%	190 9%	121 10%	35 9%	6 5%	71 9%	26 14%	46 12%	72 9%	18 10%	54 9%	37 8%	6 13%	19 8%
It wouldn't benefit me	333 9%	199 10%	133 8%	189 9%	119 10%	16 4%	9 8%	71 9%	11 6%	34 9%	85 11%	12 6%	66 10%	30 6%	3 6%	21 9%
I prefer using my own car	285 8%	177 9%	108 6%	180 9%	97 8%	8 2%	1 *	59 8%	14 7%	33 8%	59 8%	7 4%	54 8%	37 8%	2 4%	20 8%
I'm not interested (any mention)	225 6%	129 6%	96 6%	129 6%	70 6%	21 5%	5 4%	64 8%	24 12%	12 3%	47 6%	14 7%	27 4%	28 6%	4 8%	4 2%
Don't / cannot drive	110 3%	22 1%	87 5%	18 1%	57 5%	27 7%	8 7%	16 2%	3 1%	13 3%	23 3%	3 2%	11 2%	30 6%	- -	11 4%
Not sure what the benefits would be for me	84 2%	37 2%	47 3%	46 2%	32 3%	5 1%	* *	12 2%	* *	8 2%	29 4%	1 1%	21 3%	7 1%	- -	5 2%
Don't know how to join	71 2%	30 2%	41 2%	39 2%	23 2%	7 2%	* *	13 2%	6 3%	10 3%	17 2%	2 1%	18 3%	4 1%	- -	1 *
Too complicated	60 2%	31 2%	29 2%	24 1%	29 2%	6 2%	* *	11 1%	2 1%	9 2%	11 1%	1 1%	14 2%	4 1%	1 2%	6 2%
I don't like the idea of car sharing / joining a car club	59 2%	35 2%	24 1%	32 2%	23 2%	3 1%	1 1%	12 2%	3 1%	6 1%	19 2%	2 1%	7 1%	9 2%	* 1%	2 1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	3736	1990	1746	2059	1168	393	115	770	194	392	771	187	635	469	50	245
I'm not the kind of person who car shares / joins a car club	42 1%	23 1%	19 1%	24 1%	13 1%	1 *	2 2%	15 2%	4 2%	- -	14 2%	* *	4 1%	3 1%	* 1%	1 1%
Too expensive	37 1%	13 1%	25 1%	11 1%	8 1%	16 4%	2 2%	6 1%	2 1%	4 1%	8 1%	1 *	4 1%	1 *	1 3%	9 4%
No one to share with	29 1%	18 1%	11 1%	23 1%	5 *	2 *	- -	8 1%	* *	3 1%	4 1%	- -	3 *	4 1%	- -	6 3%
Already share with colleagues / friends	26 1%	12 1%	13 1%	15 1%	10 1%	* *	- -	4 *	* *	3 1%	4 1%	1 1%	7 1%	6 1%	- -	- -
Not practical / convenient	22 1%	11 1%	11 1%	13 1%	9 1%	- -	- -	- -	- -	3 1%	6 1%	3 2%	7 1%	3 1%	- -	1 *
Do not own a car	20 1%	11 1%	9 *	5 *	11 1%	3 1%	1 1%	4 1%	- -	3 1%	1 *	- -	3 *	6 1%	- -	3 1%
Too much effort / can't be bothered	18 *	10 1%	8 *	9 *	9 1%	* *	- -	5 1%	1 1%	4 1%	4 *	2 1%	1 *	* *	- -	1 *
Do not use car enough/ regularly	15 *	7 *	8 *	8 *	4 *	3 1%	1 1%	1 *	1 1%	3 1%	2 *	1 *	6 1%	1 *	- -	1 *
Need car for work purposes	14 *	8 *	6 *	11 1%	3 *	- -	- -	- -	- -	- -	2 *	9 5%	3 *	1 *	- -	- -
Not working / retired, so don't need to car share	10 *	4 *	6 *	5 *	5 *	- -	- -	1 *	- -	* *	2 *	- -	4 1%	1 *	- -	2 1%
Timing/don't have enough time to do this	4 *	2 *	2 *	3 *	1 *	- -	- -	3 *	* *	* *	- -	- -	1 *	- -	- -	- -
No room in car to share	2 *	1 *	2 *	2 *	1 *	- -	- -	- -	- -	- -	1 *	- -	2 *	- -	- -	- -
Not safe	2 *	* *	1 *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	* *	1 *	- -	- -
I don't need to (no specific reason given)	4 *	3 *	1 *	1 *	2 *	1 *	- -	2 *	- -	- -	1 *	- -	- -	- -	- -	1 *
Don't know enough about it	6 *	2 *	4 *	3 *	3 *	- -	- -	- -	- -	- -	1 *	- -	5 1%	* *	- -	- -

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	3736	1990	1746	2059	1168	393	115	770	194	392	771	187	635	469	50	245
Illness/disability	3 *	- -	3 *	1 *	- -	- -	2 2%	2 *	- -	- -	- -	- -	- -	* *	- -	- -
Not stated	5 *	5 *	- -	3 *	2 *	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	2 4%	- -
Others	88 2%	46 2%	42 2%	58 3%	17 1%	6 2%	7 6%	10 1%	8 4%	14 4%	8 1%	2 1%	23 4%	11 2%	* 1%	11 5%
No answer	5 *	4 *	1 *	4 *	1 *	- -	- -	1 *	- -	- -	* *	1 *	1 *	1 *	- -	- -
Don't know	99 3%	23 1%	76 4%	32 2%	35 3%	26 6%	7 6%	26 3%	2 1%	10 2%	20 3%	7 4%	12 2%	5 1%	3 6%	12 5%
Not stated	4 *	4 *	* *	4 *	- -	- -	- -	4 *	- -	- -	- -	- -	* *	- -	- -	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3750	1479	633	805	230	603	493	1526	353	820	558	751	441	512	448	86	151	26
Weighted base	3736	1480	687	794	230	545	500	1559	346	823	508	778	461	516	443	77	137	29
I don't need to / I have my own car	1274 34%	549 37%	243 35%	247 31%	73 32%	163 30%	215 43%	600 38%	121 35%	256 31%	83 16%	299 38%	216 47%	212 41%	190 43%	38 50%	65 48%	12 42%
Not aware such services existed	626 17%	233 16%	103 15%	153 19%	34 15%	104 19%	72 14%	303 19%	53 15%	131 16%	67 13%	140 18%	83 18%	87 17%	66 15%	2 3%	11 8%	5 16%
Car sharing / car clubs are not available in my area	589 16%	263 18%	118 17%	123 15%	37 16%	48 9%	111 22%	293 19%	46 13%	106 13%	34 7%	147 19%	97 21%	104 20%	66 15%	19 25%	26 19%	1 4%
I don't need to / I don't have a car and don't need to use a car	356 10%	120 8%	77 11%	75 9%	25 11%	59 11%	20 4%	58 4%	25 7%	87 11%	166 33%	7 1%	7 1%	11 2%	5 1%	* *	4 3%	1 2%
Haven't ever thought about joining	351 9%	130 9%	66 10%	83 10%	22 10%	51 9%	34 7%	155 10%	35 10%	86 10%	41 8%	87 11%	34 7%	48 9%	55 13%	8 11%	12 9%	2 5%
It wouldn't benefit me	333 9%	134 9%	53 8%	85 11%	21 9%	40 7%	54 11%	136 9%	43 12%	76 9%	25 5%	77 10%	53 11%	49 9%	60 14%	7 9%	11 8%	2 6%
I prefer using my own car	285 8%	116 8%	57 8%	63 8%	19 8%	30 6%	50 10%	129 8%	35 10%	62 8%	9 2%	85 11%	45 10%	39 8%	64 14%	5 6%	15 11%	4 13%
I'm not interested (any mention)	225 6%	56 4%	39 6%	65 8%	15 7%	50 9%	7 1%	122 8%	13 4%	57 7%	26 5%	47 6%	15 3%	43 8%	19 4%	3 4%	12 8%	2 9%
Don't / cannot drive	110 3%	38 3%	26 4%	23 3%	5 2%	17 3%	2 *	16 1%	11 3%	45 6%	35 7%	- -	- -	2 *	1 *	- -	- -	- -
Not sure what the benefits would be for me	84 2%	31 2%	12 2%	15 2%	11 5%	16 3%	7 1%	40 3%	19 6%	13 2%	5 1%	23 3%	7 2%	14 3%	21 5%	3 3%	2 1%	- -
Don't know how to join	71 2%	33 2%	5 1%	17 2%	4 2%	12 2%	8 2%	31 2%	8 2%	16 2%	8 2%	19 2%	6 1%	8 2%	12 3%	- -	3 3%	1 5%
Too complicated	60 2%	24 2%	11 2%	12 2%	4 2%	9 2%	6 1%	18 1%	7 2%	22 3%	7 1%	7 1%	5 1%	9 2%	17 4%	1 1%	7 5%	2 6%
I don't like the idea of car sharing / joining a car club	59 2%	22 1%	9 1%	15 2%	2 1%	10 2%	5 1%	27 2%	2 1%	20 2%	4 1%	8 1%	7 2%	12 2%	7 2%	1 1%	6 5%	- -

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3736	1480	687	794	230	545	500	1559	346	823	508	778	461	516	443	77	137	29
I'm not the kind of person who car shares / joins a car club	42 1%	14 1%	3 *	8 1%	6 3%	11 2%	2 *	22 1%	1 *	12 2%	4 1%	12 2%	3 1%	7 1%	4 1%	1 2%	1 1%	-
Too expensive	37 1%	23 2%	4 1%	5 1%	3 1%	3 1%	6 1%	5 *	1 *	7 1%	18 4%	7 1%	1 *	1 *	1 *	-	3 2%	-
No one to share with	29 1%	9 1%	4 1%	12 2%	1 *	3 1%	10 2%	13 1%	-	5 1%	2 *	15 2%	3 1%	5 1%	2 1%	-	-	-
Already share with colleagues / friends	26 1%	12 1%	6 1%	4 *	2 1%	3 1%	3 1%	12 1%	5 1%	6 1%	10 *	3 1%	-	4 1%	-	2 1%	-	-
Not practical / convenient	22 1%	8 1%	3 *	8 1%	-	3 1%	3 1%	11 1%	2 1%	7 1%	-	9 1%	1 *	4 1%	6 1%	-	1 *	-
Do not own a car	20 1%	11 1%	3 *	3 *	-	3 1%	3 1%	2 *	1 *	10 1%	4 1%	-	-	-	-	-	-	-
Too much effort / can't be bothered	18 *	6 *	4 1%	5 1%	-	3 1%	2 *	7 *	2 1%	6 1%	3 *	3 *	3 1%	2 *	1 2%	2 2%	2 2%	-
Do not use car enough/ regularly	15 *	6 *	5 1%	3 *	1 *	1 *	3 1%	5 *	3 1%	1 *	4 1%	7 1%	1 *	1 *	1 1%	1 *	1 *	1 2%
Need car for work purposes	14 *	10 1%	1 *	2 *	1 1%	-	-	11 1%	-	3 *	-	7 1%	1 *	4 1%	2 1%	-	-	-
Not working / retired, so don't need to car share	10 *	5 *	1 *	3 *	-	2 *	2 *	5 *	3 1%	2 *	-	1 *	3 *	3 1%	-	1 1%	-	-
Timing/don't have enough time to do this	4 *	2 *	1 *	-	-	2 *	1 *	2 *	-	1 *	-	1 *	1 *	1 *	1 *	-	1 1%	-
No room in car to share	2 *	1 *	2 *	-	-	-	2 *	-	1 *	-	-	2 *	-	-	-	-	-	-
Not safe	2 *	1 *	-	1 *	-	1 *	-	1 *	1 *	-	-	1 *	-	1 *	-	-	-	-
I don't need to (no specific reason given)	4 *	2 *	2 *	1 *	1 *	-	-	1 *	-	2 *	1 *	-	1 *	1 *	-	1 1%	-	-
Don't know enough about it	6 *	5 *	-	1 *	-	1 *	1 *	2 *	-	3 *	-	3 *	-	2 *	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3736	1480	687	794	230	545	500	1559	346	823	508	778	461	516	443	77	137	29
Illness/disability	3	*	-	2	-	*	-	1	-	-	2	-	-	-	-	-	-	-
	*	*	-	*	-	*	-	*	-	*	*	-	-	-	-	-	-	-
Not stated	5	4	-	1	-	-	-	3	2	-	-	1	-	1	2	-	-	-
	*	*	-	*	-	-	-	*	1%	-	-	*	-	*	*	-	-	-
Others	88	35	11	24	2	16	17	40	7	10	13	21	16	15	9	-	5	1
	2%	2%	2%	3%	1%	3%	3%	3%	2%	1%	2%	3%	3%	3%	2%	-	4%	2%
No answer	5	1	1	2	-	1	-	4	-	1	-	1	1	*	-	-	-	-
	*	*	*	*	-	*	-	*	-	*	-	*	*	*	-	-	-	-
Don't know	99	36	19	13	5	26	8	25	8	27	32	11	3	7	3	6	4	-
	3%	2%	3%	2%	2%	5%	2%	2%	2%	3%	6%	1%	1%	1%	1%	8%	3%	-
Not stated	4	-	-	4	-	*	-	4	-	-	-	*	-	4	-	-	-	-
	*	-	-	*	-	*	-	*	-	-	-	*	-	1%	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3750	2415	149	439	722	863	754	737	439	149	722	61	516	494	456	450	475	1359
Weighted base	3736	2440	140	578	550	903	775	699	578	140	550	63	475	478	484	461	453	1385
I don't need to / I have my own car	1274 34%	1032 42%	23 16%	158 27%	58 11%	380 42%	298 39%	331 47%	158 27%	23 16%	58 11%	22 35%	102 21%	160 33%	176 36%	153 33%	196 43%	487 35%
Not aware such services existed	626 17%	395 16%	22 16%	116 20%	86 16%	131 14%	149 19%	99 14%	116 20%	22 16%	86 16%	16 25%	84 18%	84 18%	73 15%	77 17%	42 9%	267 19%
Car sharing / car clubs are not available in my area	589 16%	460 19%	7 5%	76 13%	38 7%	194 21%	155 20%	103 15%	76 13%	7 5%	38 7%	7 11%	56 12%	78 16%	88 18%	72 16%	99 22%	196 14%
I don't need to / I don't have a car and don't need to use a car	356 10%	35 1%	51 36%	81 14%	190 35%	15 2%	13 2%	7 1%	81 14%	51 36%	190 35%	-	92 19%	69 14%	36 8%	27 6%	17 4%	114 8%
Haven't ever thought about joining	351 9%	246 10%	18 13%	37 6%	49 9%	88 10%	74 10%	75 11%	37 6%	18 13%	49 9%	9 15%	36 8%	46 10%	58 12%	51 11%	40 9%	120 9%
It wouldn't benefit me	333 9%	258 11%	4 3%	40 7%	30 5%	111 12%	87 11%	57 8%	40 7%	4 3%	30 5%	4 6%	35 7%	37 8%	54 11%	44 10%	46 10%	116 8%
I prefer using my own car	285 8%	256 10%	3 2%	20 3%	2 *	86 9%	85 11%	83 12%	20 3%	2 2%	2 *	2 4%	32 7%	27 6%	49 10%	44 10%	76 17%	58 4%
I'm not interested (any mention)	225 6%	141 6%	9 7%	42 7%	31 6%	49 5%	43 6%	42 6%	42 7%	9 7%	31 6%	6 10%	34 7%	20 4%	26 5%	28 6%	25 5%	92 7%
Don't / cannot drive	110 3%	3 *	1 1%	66 11%	39 7%	-	1 *	2 *	66 11%	1 1%	39 7%	-	27 6%	9 2%	15 3%	18 4%	10 2%	31 2%
Not sure what the benefits would be for me	84 2%	70 3%	1 *	5 1%	8 1%	30 3%	21 3%	17 2%	5 1%	1 *	8 1%	2 3%	9 2%	12 3%	16 3%	9 2%	12 3%	26 2%
Don't know how to join	71 2%	50 2%	1 *	11 2%	8 2%	19 2%	12 2%	19 3%	11 2%	1 *	8 2%	-	3 1%	7 1%	8 2%	12 3%	6 1%	34 2%
Too complicated	60 2%	48 2%	2 1%	4 1%	6 1%	23 3%	16 2%	8 1%	4 1%	2 1%	6 1%	1 1%	1 *	3 1%	12 2%	14 3%	14 3%	15 1%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3736	2440	140	578	550	903	775	699	578	140	550	63	475	478	484	461	453	1385
I don't like the idea of car sharing / joining a car club	59 2%	41 2%	1 1%	12 2%	3 1%	14 2%	14 2%	11 2%	12 2%	1 1%	3 1%	2 4%	4 1%	6 1%	10 2%	7 1%	11 2%	21 2%
I'm not the kind of person who car shares / joins a car club	42 1%	29 1%	* *	10 2%	3 *	13 1%	7 1%	7 1%	10 2%	* *	3 *	1 2%	5 1%	12 3%	5 1%	6 1%	2 *	11 1%
Too expensive	37 1%	14 1%	2 2%	1 *	20 4%	6 1%	5 1%	3 *	1 *	2 2%	20 4%	- -	5 1%	3 1%	2 *	3 1%	4 1%	20 1%
No one to share with	29 1%	25 1%	- -	3 *	2 *	9 1%	11 1%	5 1%	3 *	- -	2 *	- -	8 2%	8 2%	2 *	6 1%	3 1%	2 *
Already share with colleagues / friends	26 1%	19 1%	- -	2 *	5 1%	7 1%	2 *	10 1%	2 *	- -	5 1%	- -	2 *	4 1%	4 1%	1 *	10 2%	5 *
Not practical / convenient	22 1%	19 1%	- -	3 *	- -	11 1%	6 1%	2 *	3 *	- -	- -	1 1%	1 *	5 1%	2 *	5 1%	8 2%	1 *
Do not own a car	20 1%	- -	1 1%	12 2%	7 1%	- -	- -	- -	12 2%	1 1%	7 1%	- -	5 1%	4 1%	1 *	8 2%	- -	3 *
Too much effort / can't be bothered	18 *	14 1%	1 *	2 *	2 *	6 1%	3 *	5 1%	2 *	1 *	2 *	- -	1 *	1 *	1 *	5 1%	2 *	9 1%
Do not use car enough/ regularly	15 *	10 *	1 1%	4 1%	- -	2 *	6 1%	3 *	4 1%	1 1%	- -	- -	4 1%	4 1%	1 *	3 1%	2 1%	1 *
Need car for work purposes	14 *	14 1%	- -	1 *	- -	9 1%	3 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	5 1%	4 1%	5 *
Not working / retired, so don't need to car share	10 *	9 *	- -	1 *	- -	1 *	3 *	5 1%	1 *	- -	- -	- -	1 *	4 1%	* *	2 *	* *	3 *
Timing/don't have enough time to do this	4 *	4 *	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	1 *	1 *	* *	1 *	1 *	- -
No room in car to share	2 *	2 *	- -	1 *	- -	- -	- -	2 *	1 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3736	2440	140	578	550	903	775	699	578	140	550	63	475	478	484	461	453	1385
Not safe	2	2	-	-	-	1	-	*	-	-	-	-	-	-	1	*	-	-
I don't need to (no specific reason given)	4	2	1	1	-	1	-	2	1	1	-	-	-	1	1	-	-	2
Don't know enough about it	6	5	-	-	1	-	3	2	-	-	1	-	2	-	-	-	4	1
Illness/disability	3	-	-	*	2	-	-	-	*	-	2	-	*	-	-	-	-	2
Not stated	5	4	-	1	-	3	1	-	1	-	-	-	-	-	2	2	1	
Others	88	67	6	5	10	30	21	15	5	6	10	1	13	14	8	14	22	17
	2%	3%	4%	1%	2%	3%	3%	2%	1%	4%	2%	1%	3%	3%	2%	3%	5%	1%
No answer	5	2	-	3	-	-	2	-	3	-	-	-	-	*	1	1	-	3
Don't know	99	34	6	17	39	5	10	16	17	6	39	3	12	6	5	3	2	71
	3%	1%	4%	3%	7%	1%	1%	2%	3%	4%	7%	4%	3%	1%	1%	1%	*	5%
Not stated	4	4	-	-	-	4	-	-	-	-	-	-	-	-	4	-	*	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	1%	-	*	-

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	949	530	419	75	161	114	156	134	130	180	180	259	227	282	359	110	406	68	220	359	368
	24%	28%	21%	24%	27%	17%	21%	23%	26%	33%	18%	21%	27%	34%	21%	20%	29%	25%	31%	24%	22%
Definitely agree	(5) 324	182	142	21	51	40	62	45	46	59	55	89	71	109	111	40	151	21	85	140	98
	8%	9%	7%	7%	8%	6%	9%	8%	9%	11%	6%	7%	8%	13%	6%	7%	11%	8%	12%	9%	6%
Tend to agree	(4) 625	348	277	54	110	73	94	89	84	121	126	170	156	172	248	69	255	47	135	219	269
	16%	18%	14%	17%	18%	11%	13%	15%	17%	22%	13%	14%	18%	21%	14%	13%	19%	17%	19%	15%	16%
Neither agree nor disagree	(3) 549	267	282	68	91	104	93	84	55	54	117	151	152	130	271	87	149	41	88	222	239
	14%	14%	14%	21%	15%	16%	13%	14%	11%	10%	12%	12%	18%	16%	16%	16%	11%	15%	12%	15%	14%
Tend/definitely disagree (Net)	2393	1114	1279	171	348	428	476	363	317	290	689	835	466	403	1083	338	802	162	395	905	1093
	61%	58%	64%	54%	58%	66%	66%	62%	63%	54%	70%	67%	55%	49%	63%	63%	58%	60%	55%	60%	64%
Tend to disagree	(2) 1124	528	596	87	167	198	227	178	132	135	309	361	257	196	525	159	366	71	173	405	545
	29%	28%	30%	27%	28%	30%	31%	31%	26%	25%	31%	29%	30%	24%	31%	29%	27%	26%	24%	27%	32%
Definitely disagree	(1) 1269	587	683	84	182	230	249	185	185	154	380	474	209	206	558	180	436	91	221	499	548
	32%	31%	34%	27%	30%	35%	34%	32%	37%	29%	38%	38%	25%	25%	32%	33%	32%	34%	31%	33%	32%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	31	6	25	2	4	5	1	1	3	14	4	7	7	13	5	4	22	-	14	12	5
	1%	*	1%	1%	1%	1%	*	*	1%	3%	*	1%	1%	2%	*	1%	2%	-	2%	1%	*
Mean Score	2.39	2.48	2.29	2.50	2.47	2.22	2.30	2.36	2.35	2.61	2.15	2.23	2.55	2.73	2.32	2.31	2.50	2.39	2.56	2.39	2.31
Standard Deviation	1.31	1.34	1.27	1.24	1.32	1.22	1.29	1.28	1.36	1.40	1.22	1.28	1.27	1.39	1.24	1.27	1.39	1.31	1.41	1.33	1.23
Standard Error	0.021	0.032	0.028	0.089	0.061	0.049	0.049	0.054	0.054	0.053	0.039	0.037	0.047	0.045	0.032	0.057	0.034	0.102	0.048	0.033	0.034

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	949	147	566	115	121	121	70	104	653	134	247	253	309
	24%	26%	25%	25%	21%	25%	16%	24%	25%	17%	21%	24%	35%
Definitely agree (5)	324	67	188	34	35	42	26	33	223	47	84	92	100
	8%	12%	8%	7%	6%	9%	6%	8%	9%	6%	7%	9%	11%
Tend to agree (4)	625	80	379	81	86	79	44	71	431	88	163	161	208
	16%	14%	16%	17%	15%	16%	10%	16%	17%	11%	14%	15%	23%
Neither agree nor disagree (3)	549	61	344	80	65	80	67	73	329	74	165	182	128
	14%	11%	15%	17%	11%	17%	16%	17%	13%	9%	14%	17%	14%
Tend/definitely disagree (Net)	2393	358	1367	268	401	285	289	252	1568	578	750	611	439
	61%	63%	59%	57%	68%	58%	68%	58%	61%	73%	64%	58%	49%
Tend to disagree (2)	1124	124	683	128	189	118	146	113	747	216	360	311	228
	29%	22%	30%	27%	32%	24%	34%	26%	29%	27%	31%	30%	26%
Definitely disagree (1)	1269	234	684	140	212	166	143	139	821	362	390	299	211
	32%	41%	30%	30%	36%	34%	33%	32%	32%	46%	33%	28%	24%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	31	1	23	6	2	*	2	3	26	*	5	6	19
	1%	*	1%	1%	*	*	*	1%	1%	*	*	1%	2%
Mean Score	2.39	2.33	2.43	2.44	2.22	2.41	2.21	2.41	2.41	2.03	2.30	2.46	2.72
Standard Deviation	1.31	1.43	1.29	1.28	1.25	1.33	1.19	1.30	1.32	1.24	1.27	1.29	1.36
Standard Error	0.021	0.071	0.025	0.070	0.059	0.064	0.062	0.076	0.025	0.043	0.040	0.042	0.042

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	949	516	433	499	293	124	33	320	36	66	238	32	51	147	19	35
	24%	25%	24%	23%	24%	30%	28%	40%	18%	16%	30%	16%	8%	30%	35%	14%
Definitely agree (5)	324	172	152	166	97	54	7	130	11	20	61	12	14	52	6	16
	8%	8%	8%	8%	8%	13%	6%	16%	6%	5%	8%	6%	2%	11%	11%	6%
Tend to agree (4)	625	343	281	333	197	70	25	190	25	46	177	20	37	96	13	19
	16%	16%	15%	15%	16%	17%	21%	24%	12%	11%	22%	10%	6%	20%	23%	7%
Neither agree nor disagree (3)	549	312	237	321	165	45	17	197	39	46	128	36	42	40	6	8
	14%	15%	13%	15%	13%	11%	15%	25%	19%	11%	16%	18%	6%	8%	10%	3%
Tend/definitely disagree (Net)	2393	1245	1149	1319	775	234	65	273	126	311	426	130	580	296	28	215
	61%	60%	63%	61%	63%	57%	55%	34%	63%	73%	53%	66%	86%	60%	52%	83%
Tend to disagree (2)	1124	610	514	664	349	88	23	180	78	133	235	70	240	117	9	59
	29%	29%	28%	31%	28%	22%	19%	23%	39%	31%	29%	35%	36%	24%	17%	23%
Definitely disagree (1)	1269	635	635	656	426	146	42	94	48	177	190	60	340	180	19	156
	32%	30%	35%	30%	34%	36%	35%	12%	24%	42%	24%	30%	50%	37%	35%	60%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	31	15	16	18	6	5	4	8	-	1	7	1	-	7	2	1
	1%	1%	1%	1%	*	1%	3%	1%	-	*	1%	*	-	1%	4%	*
Mean Score	2.39	2.43	2.34	2.39	2.34	2.50	2.42	3.10	2.37	2.05	2.60	2.26	1.73	2.43	2.58	1.76
Standard Deviation	1.31	1.30	1.32	1.28	1.31	1.46	1.35	1.26	1.14	1.18	1.28	1.17	0.95	1.42	1.48	1.20
Standard Error	0.021	0.029	0.030	0.028	0.037	0.071	0.116	0.044	0.083	0.059	0.044	0.088	0.038	0.064	0.210	0.074

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	949	240	124	276	129	179	66	433	46	247	156	156	120	130	111	15	30	9
	24%	15%	17%	34%	53%	32%	13%	27%	12%	29%	30%	19%	25%	24%	23%	19%	21%	25%
Definitely agree (5)	324	80	33	106	64	41	17	149	29	68	61	53	37	41	35	5	10	1
	8%	5%	5%	13%	26%	7%	3%	9%	7%	8%	12%	6%	8%	8%	7%	6%	7%	2%
Tend to agree (4)	625	160	91	171	65	138	49	284	17	179	95	103	83	89	76	10	20	8
	16%	10%	13%	21%	27%	24%	9%	17%	5%	21%	18%	13%	17%	16%	13%	14%	14%	23%
Neither agree nor disagree (3)	549	129	110	132	51	127	40	281	16	150	63	115	77	97	46	12	18	5
	14%	8%	15%	16%	21%	22%	8%	17%	4%	17%	12%	14%	16%	18%	10%	14%	13%	15%
Tend/definitely disagree (Net)	2393	1201	486	411	57	239	417	902	320	455	299	543	285	310	322	55	91	21
	61%	76%	67%	50%	24%	42%	80%	55%	84%	53%	57%	66%	59%	57%	67%	67%	64%	60%
Tend to disagree (2)	1124	479	257	221	23	144	167	496	120	229	111	263	148	164	138	20	40	4
	29%	30%	36%	27%	10%	26%	32%	30%	32%	27%	21%	32%	30%	30%	29%	24%	28%	11%
Definitely disagree (1)	1269	722	229	190	34	94	250	406	200	226	188	280	137	146	185	35	51	17
	32%	46%	32%	23%	14%	17%	48%	25%	52%	26%	36%	34%	28%	27%	38%	43%	36%	49%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	31	3	2	2	5	20	*	17	-	6	8	5	2	3	1	-	2	-
	1%	*	*	*	2%	3%	*	1%	-	1%	2%	1%	*	1%	*	-	2%	-
Mean Score	2.39	1.98	2.23	2.73	3.43	2.79	1.89	2.55	1.83	2.57	2.48	2.24	2.45	2.47	2.25	2.14	2.27	2.18
Standard Deviation	1.31	1.19	1.16	1.36	1.36	1.21	1.10	1.29	1.18	1.30	1.43	1.23	1.27	1.26	1.31	1.27	1.28	1.32
Standard Error	0.021	0.030	0.045	0.047	0.088	0.050	0.048	0.032	0.060	0.044	0.061	0.044	0.060	0.055	0.060	0.133	0.103	0.241

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	949 24%	570 22%	34 23%	147 25%	186 33%	181 19%	199 25%	177 24%	147 25%	34 23%	186 33%	13 19%	157 31%	140 28%	103 21%	101 20%	62 12%	387 27%
Definitely agree (5)	324 8%	180 7%	15 10%	56 9%	70 12%	46 5%	71 9%	60 8%	56 9%	15 10%	70 12%	4 5%	68 14%	47 9%	35 7%	27 5%	22 4%	125 9%
Tend to agree (4)	625 16%	391 15%	19 13%	92 15%	116 20%	135 14%	129 16%	118 16%	92 15%	19 13%	116 20%	10 14%	89 18%	93 19%	67 14%	74 15%	40 8%	261 18%
Neither agree nor disagree (3)	549 14%	370 14%	20 14%	89 15%	68 12%	143 15%	126 16%	91 12%	89 15%	20 14%	68 12%	10 15%	75 15%	77 15%	93 19%	66 13%	64 13%	175 12%
Tend/definitely disagree (Net)	2393 61%	1626 63%	95 63%	359 60%	300 53%	634 66%	476 59%	474 64%	359 60%	95 63%	300 53%	42 61%	261 52%	279 56%	301 60%	331 66%	372 75%	849 59%
Tend to disagree (2)	1124 29%	775 30%	39 26%	165 28%	135 24%	310 32%	236 29%	210 28%	165 28%	39 26%	135 24%	19 27%	132 26%	139 28%	134 27%	163 33%	170 34%	385 27%
Definitely disagree (1)	1269 32%	851 33%	56 37%	194 32%	165 29%	324 34%	240 30%	263 35%	194 32%	56 37%	165 29%	23 34%	129 26%	140 28%	167 33%	168 34%	202 41%	464 32%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	31 1%	14 1%	* *	3 1%	14 2%	4 *	3 *	3 *	3 1%	* *	14 2%	4 5%	7 1%	3 1%	2 *	* *	1 *	19 1%
Mean Score	2.39	2.33	2.33	2.41	2.62	2.24	2.44	2.33	2.41	2.33	2.62	2.26	2.66	2.53	2.34	2.26	2.01	2.43
Standard Deviation	1.31	1.27	1.36	1.33	1.42	1.19	1.30	1.32	1.33	1.36	1.42	1.24	1.39	1.33	1.26	1.22	1.12	1.34
Standard Error	0.021	0.025	0.109	0.062	0.053	0.040	0.047	0.047	0.062	0.109	0.053	0.158	0.060	0.059	0.058	0.056	0.049	0.036

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	845	444	400	94	161	139	131	90	97	132	153	223	229	239	342	89	337	76	182	321	339
	22%	23%	20%	30%	27%	21%	18%	15%	19%	25%	15%	18%	27%	29%	20%	16%	24%	28%	25%	21%	20%
Definitely agree	(5) 298	154	145	31	60	57	49	23	39	41	49	85	70	94	118	29	119	33	69	114	115
	8%	8%	7%	10%	10%	9%	7%	4%	8%	8%	5%	7%	8%	11%	7%	5%	9%	12%	10%	8%	7%
Tend to agree	(4) 546	291	255	64	102	82	82	67	58	92	105	138	158	145	224	60	218	43	113	207	224
	14%	15%	13%	20%	17%	13%	11%	12%	11%	17%	11%	11%	19%	18%	13%	11%	16%	16%	16%	14%	13%
Neither agree nor disagree	(3) 551	301	250	44	99	99	107	95	50	58	142	158	131	121	262	80	172	37	105	182	263
	14%	16%	12%	14%	16%	15%	15%	16%	10%	11%	14%	13%	15%	15%	15%	15%	12%	14%	15%	12%	15%
Tend/definitely disagree (Net)	2507	1166	1341	173	339	413	487	398	355	343	691	867	488	461	1109	370	858	157	424	984	1098
	64%	61%	67%	55%	56%	63%	67%	68%	70%	64%	70%	69%	57%	56%	65%	69%	62%	58%	59%	66%	64%
Tend to disagree	(2) 1296	627	670	112	200	210	247	202	163	161	344	421	294	237	592	186	418	95	213	475	609
	33%	33%	33%	35%	33%	32%	34%	35%	32%	30%	35%	34%	35%	29%	34%	34%	30%	35%	30%	32%	36%
Definitely disagree	(1) 1211	540	671	61	138	203	239	196	192	182	347	446	194	224	517	184	440	61	211	509	490
	31%	28%	33%	19%	23%	31%	33%	34%	38%	34%	35%	36%	23%	27%	30%	34%	32%	23%	29%	34%	29%
Not applicable	*	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-
	*	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-
Don't know	20	5	15	5	5	1	2	*	4	4	4	5	5	7	5	1	12	2	6	10	5
	1%	*	1%	1%	1%	*	*	*	1%	1%	*	*	1%	1%	*	*	1%	1%	1%	1%	*
Mean Score	2.34	2.42	2.26	2.65	2.57	2.35	2.24	2.17	2.18	2.34	2.15	2.19	2.55	2.57	2.32	2.19	2.38	2.60	2.46	2.29	2.33
Standard Deviation	1.26	1.26	1.25	1.28	1.28	1.28	1.22	1.13	1.27	1.31	1.16	1.23	1.26	1.35	1.22	1.18	1.31	1.33	1.32	1.28	1.21
Standard Error	0.020	0.030	0.027	0.092	0.059	0.051	0.046	0.048	0.050	0.049	0.037	0.035	0.046	0.044	0.031	0.053	0.032	0.103	0.044	0.031	0.033

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	845 22%	123 22%	526 23%	99 21%	97 16%	121 25%	68 16%	118 27%	538 21%	121 15%	210 18%	242 23%	268 30%
Definitely agree (5)	298 8%	52 9%	170 7%	35 7%	42 7%	40 8%	30 7%	55 13%	173 7%	48 6%	67 6%	85 8%	98 11%
Tend to agree (4)	546 14%	71 12%	356 15%	64 14%	55 9%	81 17%	38 9%	63 15%	365 14%	73 9%	143 12%	157 15%	170 19%
Neither agree nor disagree (3)	551 14%	79 14%	334 15%	60 13%	78 13%	73 15%	67 16%	74 17%	337 13%	93 12%	170 15%	168 16%	117 13%
Tend/definitely disagree (Net)	2507 64%	364 64%	1423 62%	308 66%	412 70%	293 60%	291 68%	239 55%	1684 65%	571 73%	784 67%	635 60%	500 56%
Tend to disagree (2)	1296 33%	151 27%	789 34%	155 33%	201 34%	139 29%	170 40%	106 25%	881 34%	246 31%	434 37%	330 31%	278 31%
Definitely disagree (1)	1211 31%	213 38%	634 28%	153 33%	211 36%	154 32%	121 28%	133 31%	803 31%	326 41%	350 30%	306 29%	222 25%
Not applicable	*	-	*	-	-	-	-	-	*	-	-	-	*
Don't know	20 1%	1 *	16 1%	2 *	2 *	-	-	2 1%	18 1%	1 *	3 *	6 1%	8 1%
Mean Score	2.34	2.29	2.40	2.30	2.17	2.41	2.27	2.54	2.31	2.07	2.26	2.41	2.60
Standard Deviation	1.26	1.33	1.25	1.26	1.22	1.31	1.17	1.39	1.24	1.20	1.18	1.27	1.34
Standard Error	0.020	0.066	0.024	0.068	0.058	0.063	0.061	0.081	0.023	0.042	0.037	0.041	0.041

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	845	475	370	456	253	109	27	292	35	94	164	46	70	100	8	30
	22%	23%	20%	21%	20%	27%	23%	37%	18%	22%	21%	23%	10%	20%	14%	12%
Definitely agree (5)	298	167	131	166	82	44	7	103	6	30	61	10	23	42	5	15
	8%	8%	7%	8%	7%	11%	6%	13%	3%	7%	8%	5%	3%	9%	10%	6%
Tend to agree (4)	546	307	239	289	171	65	20	188	29	64	103	37	46	58	2	15
	14%	15%	13%	13%	14%	16%	17%	24%	15%	15%	13%	19%	7%	12%	4%	6%
Neither agree nor disagree (3)	551	312	239	320	166	49	16	170	34	41	140	37	72	28	7	14
	14%	15%	13%	15%	13%	12%	14%	21%	17%	10%	18%	19%	11%	6%	14%	5%
Tend/definitely disagree (Net)	2507	1294	1213	1374	812	250	71	330	131	289	493	114	532	360	38	215
	64%	62%	66%	64%	65%	61%	61%	41%	66%	68%	62%	58%	79%	73%	69%	83%
Tend to disagree (2)	1296	684	613	732	408	121	35	220	77	163	293	63	272	123	18	67
	33%	33%	33%	34%	33%	30%	30%	28%	38%	39%	37%	32%	40%	25%	33%	26%
Definitely disagree (1)	1211	610	600	642	404	128	36	111	54	126	200	51	260	236	20	148
	31%	29%	33%	30%	33%	31%	31%	14%	27%	30%	25%	26%	39%	48%	36%	57%
Not applicable	*	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-
Don't know	20	8	13	8	9	1	3	6	-	1	2	-	1	4	2	-
	1%	*	1%	*	1%	*	2%	1%	-	*	*	-	*	1%	4%	-
Mean Score	2.34	2.39	2.28	2.35	2.28	2.45	2.36	2.94	2.28	2.31	2.41	2.44	1.96	2.07	2.16	1.77
Standard Deviation	1.26	1.27	1.25	1.25	1.24	1.36	1.26	1.26	1.10	1.24	1.21	1.20	1.04	1.34	1.27	1.15
Standard Error	0.020	0.028	0.029	0.027	0.035	0.065	0.107	0.044	0.080	0.062	0.042	0.090	0.041	0.059	0.179	0.071

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	845 22%	240 15%	147 20%	214 26%	100 41%	144 26%	70 13%	386 24%	54 14%	199 23%	136 26%	141 17%	121 25%	109 20%	95 20%	9 12%	32 23%	1 4%
Definitely agree (5)	298 8%	94 6%	42 6%	67 8%	46 19%	49 9%	24 5%	142 9%	26 7%	56 6%	50 10%	44 5%	50 10%	33 6%	24 5%	5 6%	8 5%	-
Tend to agree (4)	546 14%	146 9%	105 15%	147 18%	53 22%	95 17%	45 9%	244 15%	28 7%	143 17%	85 16%	97 12%	71 15%	75 14%	71 15%	4 5%	24 17%	1 4%
Neither agree nor disagree (3)	551 14%	150 10%	100 14%	127 15%	50 21%	124 22%	40 8%	280 17%	28 7%	137 16%	65 12%	120 15%	59 12%	100 19%	54 11%	11 13%	15 10%	5 14%
Tend/definitely disagree (Net)	2507 64%	1181 75%	474 66%	480 58%	89 37%	283 50%	415 79%	959 59%	297 78%	514 60%	321 61%	553 68%	304 63%	330 61%	329 69%	62 76%	93 66%	28 81%
Tend to disagree (2)	1296 33%	576 37%	243 34%	273 33%	40 17%	163 29%	200 38%	532 33%	118 31%	290 34%	156 30%	295 36%	169 35%	532 32%	174 33%	26 31%	44 31%	19 56%
Definitely disagree (1)	1211 31%	605 38%	231 32%	207 25%	48 20%	119 21%	215 41%	427 26%	179 47%	225 26%	165 31%	258 32%	135 28%	156 29%	170 36%	36 44%	49 35%	9 26%
Not applicable	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-
Don't know	20 1%	3 *	2 *	1 *	2 1%	13 2%	-	8 *	2 1%	7 1%	3 1%	5 1%	-	1 *	2 *	-	2 1%	-
Mean Score	2.34	2.08	2.28	2.51	3.04	2.62	1.98	2.47	1.96	2.43	2.43	2.23	2.45	2.36	2.20	1.98	2.27	1.97
Standard Deviation	1.26	1.18	1.22	1.27	1.41	1.24	1.12	1.26	1.21	1.23	1.34	1.17	1.31	1.21	1.22	1.17	1.26	0.77
Standard Error	0.020	0.030	0.047	0.044	0.091	0.051	0.049	0.032	0.062	0.042	0.056	0.042	0.061	0.052	0.056	0.123	0.101	0.140

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	845	508	30	144	152	183	185	126	144	30	152	15	127	116	101	104	63	334
	22%	20%	20%	24%	27%	19%	23%	17%	24%	20%	27%	22%	25%	23%	20%	21%	13%	23%
Definitely agree (5)	298	165	10	62	59	59	62	37	62	10	59	7	50	36	28	47	22	116
	8%	6%	7%	10%	10%	6%	8%	5%	10%	7%	10%	9%	10%	7%	6%	9%	4%	8%
Tend to agree (4)	546	344	20	81	93	124	122	89	81	20	93	8	77	80	74	57	41	218
	14%	13%	13%	14%	16%	13%	15%	12%	14%	13%	16%	12%	15%	16%	15%	11%	8%	15%
Neither agree nor disagree (3)	551	363	19	81	86	153	117	86	81	19	86	7	77	83	86	62	67	176
	14%	14%	13%	14%	15%	16%	15%	11%	14%	13%	15%	10%	16%	17%	17%	12%	13%	12%
Tend/definitely disagree (Net)	2507	1699	100	368	324	623	500	531	368	100	324	46	292	300	309	331	369	906
	64%	66%	67%	62%	57%	65%	62%	71%	62%	67%	57%	67%	59%	60%	62%	66%	74%	63%
Tend to disagree (2)	1296	885	48	190	164	336	273	248	190	48	164	28	176	147	176	170	179	448
	33%	34%	32%	32%	29%	35%	34%	33%	32%	32%	29%	41%	35%	30%	35%	34%	36%	31%
Definitely disagree (1)	1211	814	52	178	160	287	227	282	178	52	160	18	116	152	133	161	190	459
	31%	32%	34%	30%	28%	30%	28%	38%	30%	34%	28%	26%	23%	31%	27%	32%	38%	32%
Not applicable	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*
	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*
Don't know	20	9	*	5	5	4	2	3	5	*	5	1	2	-	2	1	1	14
	1%	*	*	1%	1%	*	*	*	1%	*	1%	1%	*	-	*	*	*	1%
Mean Score	2.34	2.28	2.26	2.43	2.51	2.30	2.40	2.12	2.43	2.26	2.51	2.37	2.53	2.40	2.37	2.31	2.05	2.35
Standard Deviation	1.26	1.22	1.26	1.32	1.34	1.20	1.26	1.19	1.32	1.26	1.34	1.27	1.28	1.27	1.19	1.29	1.11	1.29
Standard Error	0.020	0.024	0.101	0.062	0.049	0.040	0.045	0.043	0.062	0.101	0.049	0.157	0.055	0.056	0.055	0.059	0.049	0.035

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	657	358	299	60	109	70	115	94	75	135	127	179	155	197	270	65	280	43	169	234	252
	17%	19%	15%	19%	18%	11%	16%	16%	15%	25%	13%	14%	18%	24%	16%	12%	20%	16%	24%	16%	15%
Definitely agree	(5) 203	107	96	17	28	19	36	32	23	48	30	48	40	84	69	17	105	13	66	76	62
	5%	6%	5%	5%	5%	3%	5%	5%	5%	9%	3%	4%	5%	10%	4%	3%	8%	5%	9%	5%	4%
Tend to agree	(4) 454	251	204	43	81	51	78	62	52	87	96	130	115	113	201	48	176	30	103	159	190
	12%	13%	10%	14%	13%	8%	11%	11%	10%	16%	10%	10%	13%	14%	12%	9%	13%	11%	14%	11%	11%
Neither agree nor disagree	(3) 682	357	325	86	127	127	127	88	60	66	140	219	169	155	335	86	196	62	124	264	294
	17%	19%	16%	27%	21%	19%	18%	15%	12%	12%	14%	17%	20%	19%	19%	16%	14%	23%	17%	18%	17%
Tend/definitely disagree (Net)	2557	1193	1364	168	364	450	483	397	364	331	720	850	526	461	1108	387	885	167	411	988	1155
	65%	62%	68%	53%	60%	69%	67%	68%	72%	62%	73%	68%	62%	56%	64%	72%	64%	62%	57%	66%	68%
Tend to disagree	(2) 1437	664	772	116	226	237	262	224	184	189	395	460	326	255	627	211	489	106	222	543	671
	37%	35%	39%	37%	37%	36%	36%	38%	36%	35%	40%	37%	38%	31%	36%	39%	35%	39%	31%	36%	39%
Definitely disagree	(1) 1120	529	591	52	138	213	221	173	180	143	325	390	200	205	481	176	396	61	190	446	484
	29%	28%	29%	17%	23%	33%	30%	30%	36%	27%	33%	31%	23%	25%	28%	33%	29%	22%	26%	30%	28%
Not applicable	3	*	3	-	-	-	-	-	2	1	-	3	-	*	-	-	3	-	1	2	-
	*	*	*	-	-	-	-	-	*	*	-	*	-	*	-	-	*	-	*	*	-
Don't know	23	9	14	2	3	5	1	5	3	5	4	3	2	14	6	3	15	-	11	8	4
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	*	*	2%	*	*	1%	-	2%	1%	*
Mean Score	2.28	2.34	2.22	2.54	2.39	2.11	2.24	2.23	2.11	2.45	2.10	2.19	2.38	2.53	2.27	2.11	2.34	2.36	2.48	2.24	2.22
Standard Deviation	1.15	1.17	1.12	1.09	1.12	1.05	1.15	1.15	1.14	1.29	1.06	1.10	1.12	1.29	1.11	1.06	1.24	1.09	1.28	1.14	1.09
Standard Error	0.018	0.028	0.024	0.078	0.052	0.042	0.043	0.049	0.045	0.048	0.034	0.032	0.041	0.042	0.028	0.048	0.030	0.084	0.043	0.028	0.030

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	657 17%	96 17%	399 17%	70 15%	92 16%	67 14%	47 11%	87 20%	457 18%	92 12%	170 15%	170 16%	217 24%
Definitely agree (5)	203 5%	47 8%	114 5%	21 5%	21 4%	15 3%	11 3%	31 7%	146 6%	19 2%	60 5%	43 4%	80 9%
Tend to agree (4)	454 12%	49 9%	286 12%	49 10%	71 12%	52 11%	36 8%	55 13%	311 12%	73 9%	110 9%	127 12%	138 15%
Neither agree nor disagree (3)	682 17%	73 13%	441 19%	92 20%	77 13%	93 19%	71 17%	107 25%	410 16%	99 13%	204 17%	223 21%	155 17%
Tend/definitely disagree (Net)	2557 65%	394 69%	1443 63%	301 64%	419 71%	324 67%	308 72%	236 55%	1689 66%	591 75%	792 68%	653 62%	506 57%
Tend to disagree (2)	1437 37%	180 32%	874 38%	174 37%	208 35%	182 37%	171 40%	132 30%	952 37%	284 36%	457 39%	396 38%	291 33%
Definitely disagree (1)	1120 29%	214 38%	569 25%	127 27%	211 36%	142 29%	137 32%	104 24%	737 29%	306 39%	335 29%	257 24%	216 24%
Not applicable	3 *	- -	1 *	2 *	- -	- -	- -	- -	3 *	2 *	- -	* *	1 *
Don't know	23 1%	4 1%	16 1%	3 1%	- -	3 1%	1 *	2 1%	17 1%	2 *	1 *	4 *	14 2%
Mean Score	2.28	2.18	2.34	2.27	2.12	2.21	2.09	2.48	2.29	2.00	2.23	2.33	2.52
Standard Deviation	1.15	1.26	1.13	1.11	1.13	1.07	1.02	1.20	1.17	1.06	1.12	1.10	1.26
Standard Error	0.018	0.063	0.022	0.060	0.054	0.052	0.053	0.070	0.022	0.037	0.036	0.035	0.038

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	657	359	299	355	187	93	23	264	56	51	119	28	36	65	8	26
	17%	17%	16%	16%	15%	23%	19%	33%	28%	12%	15%	14%	5%	13%	14%	10%
Definitely agree (5)	203	100	103	108	50	36	10	99	16	16	32	7	3	17	2	9
	5%	5%	6%	5%	4%	9%	8%	12%	8%	4%	4%	4%	*	4%	3%	3%
Tend to agree (4)	454	259	195	247	138	57	13	165	40	34	88	21	33	48	6	17
	12%	12%	11%	11%	11%	14%	11%	21%	20%	8%	11%	11%	5%	10%	11%	7%
Neither agree nor disagree (3)	682	377	305	384	211	56	31	213	60	63	160	44	63	54	6	14
	17%	18%	17%	18%	17%	14%	26%	27%	30%	15%	20%	22%	9%	11%	10%	6%
Tend/definitely disagree (Net)	2557	1340	1217	1407	834	254	63	312	85	310	516	123	575	370	39	218
	65%	64%	66%	65%	67%	62%	53%	39%	42%	73%	65%	62%	85%	75%	71%	84%
Tend to disagree (2)	1437	777	660	851	426	128	31	223	67	205	319	71	296	171	15	64
	37%	37%	36%	39%	34%	31%	26%	28%	33%	48%	40%	36%	44%	35%	27%	25%
Definitely disagree (1)	1120	563	558	556	407	126	32	89	18	105	196	52	279	199	24	154
	29%	27%	30%	26%	33%	31%	27%	11%	9%	25%	25%	26%	41%	40%	44%	60%
Not applicable	3	2	1	2	1	-	*	*	-	-	-	2	-	-	*	-
	*	*	*	*	*	-	*	*	-	-	-	1%	-	-	1%	-
Don't know	23	10	13	9	7	6	1	9	-	*	4	-	-	1	2	-
	1%	*	1%	*	1%	2%	1%	1%	-	*	1%	-	-	*	4%	-
Mean Score	2.28	2.30	2.25	2.30	2.18	2.38	2.47	2.95	2.84	2.18	2.29	2.28	1.79	2.01	1.97	1.70
Standard Deviation	1.15	1.14	1.16	1.12	1.13	1.30	1.24	1.20	1.09	1.02	1.08	1.09	0.84	1.11	1.16	1.07
Standard Error	0.018	0.025	0.027	0.025	0.032	0.063	0.105	0.042	0.079	0.051	0.037	0.083	0.033	0.049	0.166	0.066

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	657	174	99	160	77	147	51	304	26	161	115	94	85	97	51	8	31	3	
	17%	11%	14%	19%	32%	26%	10%	19%	7%	19%	22%	11%	18%	18%	11%	10%	22%	9%	
Definitely agree	(5)	203	53	33	47	37	34	16	92	9	41	46	27	26	33	11	2	4	1
		5%	3%	5%	6%	15%	6%	3%	6%	2%	5%	9%	3%	5%	6%	2%	3%	3%	2%
Tend to agree	(4)	454	121	67	113	40	113	36	211	18	120	70	67	60	64	40	6	27	3
		12%	8%	9%	14%	17%	20%	7%	13%	5%	14%	13%	8%	12%	12%	8%	7%	19%	8%
Neither agree nor disagree	(3)	682	171	130	187	61	132	41	343	20	191	87	137	88	109	68	13	22	1
		17%	11%	18%	23%	25%	23%	8%	21%	5%	22%	17%	17%	18%	20%	14%	16%	16%	2%
Tend/definitely disagree (Net)	2557	1219	491	473	101	272	432	975	333	500	316	586	309	333	360	61	87	31	
	65%	77%	68%	58%	42%	48%	82%	60%	87%	58%	60%	72%	64%	62%	75%	75%	61%	89%	
Tend to disagree	(2)	1437	617	302	292	52	173	229	622	147	279	159	347	179	209	173	21	47	14
		37%	39%	42%	36%	22%	31%	44%	38%	39%	33%	30%	42%	37%	39%	36%	25%	33%	41%
Definitely disagree	(1)	1120	602	189	181	49	99	203	353	186	221	157	239	129	124	187	40	40	17
		29%	38%	26%	22%	20%	18%	39%	22%	49%	26%	30%	29%	27%	23%	39%	49%	28%	48%
Not applicable		3	2	-	*	-	1	-	2	-	1	*	-	-	-	-	-	-	-
		*	*	-	*	-	*	-	*	-	*	*	-	-	-	-	-	-	-
Don't know		23	7	2	1	2	11	-	9	2	4	7	2	2	1	1	-	2	-
		1%	*	*	*	1%	2%	-	1%	1%	1%	1%	*	*	*	*	-	1%	-
Mean Score	2.28	1.98	2.24	2.45	2.85	2.66	1.92	2.43	1.72	2.39	2.40	2.14	2.32	2.39	1.99	1.89	2.34	1.74	
Standard Deviation	1.15	1.05	1.08	1.14	1.34	1.17	1.00	1.13	0.93	1.15	1.28	1.03	1.15	1.14	1.04	1.09	1.17	0.96	
Standard Error	0.018	0.027	0.042	0.040	0.086	0.048	0.044	0.028	0.048	0.040	0.054	0.037	0.054	0.049	0.047	0.115	0.094	0.175	

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	657 17%	369 14%	27 18%	114 19%	142 25%	141 15%	110 14%	106 14%	114 19%	27 18%	142 25%	13 18%	102 21%	107 22%	59 12%	63 13%	47 9%	279 19%
Definitely agree	(5) 203 5%	104 4%	12 8%	32 5%	54 9%	33 3%	30 4%	39 5%	32 5%	12 8%	54 9%	1 2%	36 7%	39 8%	16 3%	16 3%	9 2%	87 6%
Tend to agree	(4) 454 12%	266 10%	15 10%	81 14%	88 16%	108 11%	80 10%	67 9%	81 14%	15 10%	88 16%	11 16%	66 13%	69 14%	42 9%	47 9%	38 8%	192 13%
Neither agree nor disagree	(3) 682 17%	437 17%	18 12%	119 20%	107 19%	169 18%	149 19%	107 14%	119 20%	18 12%	107 19%	12 17%	95 19%	96 19%	96 19%	79 16%	79 16%	237 17%
Tend/definitely disagree (Net)	2557 65%	1765 68%	101 67%	359 60%	311 55%	649 67%	542 67%	529 71%	359 60%	101 67%	311 55%	45 65%	292 59%	292 59%	342 69%	354 71%	373 75%	904 63%
Tend to disagree	(2) 1437 37%	990 38%	60 40%	218 36%	162 28%	361 37%	317 39%	283 38%	218 36%	60 40%	162 28%	29 42%	187 37%	179 36%	194 39%	199 40%	194 39%	484 34%
Definitely disagree	(1) 1120 29%	776 30%	41 27%	142 24%	149 26%	288 30%	225 28%	247 33%	142 24%	41 27%	149 26%	16 23%	106 21%	113 23%	149 30%	155 31%	178 36%	420 29%
Not applicable	3 *	-	-	2 *	1 *	-	-	-	2 *	-	1 *	-	*	2 *	*	-	-	*
Don't know	23 1%	8 *	4 3%	4 1%	7 1%	3 *	3 *	2 *	4 1%	4 3%	7 1%	-	9 2%	1 *	*	3 1%	1 *	10 1%
Mean Score	2.28	2.20	2.29	2.40	2.53	2.20	2.22	2.15	2.40	2.29	2.53	2.33	2.47	2.48	2.16	2.14	2.01	2.32
Standard Deviation	1.15	1.10	1.22	1.15	1.29	1.09	1.08	1.14	1.15	1.22	1.29	1.07	1.18	1.21	1.05	1.06	0.99	1.20
Standard Error	0.018	0.022	0.098	0.054	0.048	0.036	0.038	0.041	0.054	0.098	0.048	0.131	0.051	0.054	0.048	0.049	0.044	0.032

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1229	623	607	150	214	191	242	164	119	149	325	355	281	268	569	158	370	131	217	429	581
	31%	32%	30%	48%	35%	29%	33%	28%	24%	28%	33%	28%	33%	32%	33%	29%	27%	48%	30%	29%	34%
Definitely agree	(5) 300	146	153	36	45	41	66	32	28	52	53	107	58	81	108	47	111	33	79	109	112
	8%	8%	8%	11%	7%	6%	9%	6%	6%	10%	5%	9%	7%	10%	6%	9%	8%	12%	11%	7%	7%
Tend to agree	(4) 929	476	453	114	169	150	176	132	91	97	272	248	223	187	461	111	258	99	137	320	470
	24%	25%	23%	36%	28%	23%	24%	23%	18%	18%	27%	20%	26%	23%	27%	21%	19%	36%	19%	26%	28%
Neither agree nor disagree	(3) 645	323	322	58	110	135	116	87	79	60	146	216	125	158	312	81	212	39	125	228	293
	16%	17%	16%	18%	18%	21%	16%	15%	16%	11%	15%	17%	15%	19%	18%	15%	15%	14%	17%	15%	17%
Tend/definitely disagree (Net)	2025	959	1066	99	275	323	366	332	306	325	516	672	443	395	832	300	787	95	365	832	827
	52%	50%	53%	31%	46%	50%	50%	57%	61%	60%	52%	54%	52%	48%	48%	56%	57%	35%	51%	56%	48%
Tend to disagree	(2) 1260	607	652	71	201	200	227	218	175	168	333	407	285	235	544	194	445	69	222	499	538
	32%	32%	33%	22%	33%	31%	31%	37%	35%	31%	34%	32%	33%	28%	32%	36%	32%	26%	31%	33%	32%
Definitely disagree	(1) 766	352	414	28	74	124	140	113	130	157	183	265	158	160	288	106	342	26	143	333	289
	20%	18%	21%	9%	12%	19%	19%	19%	26%	29%	19%	21%	19%	19%	17%	20%	25%	9%	20%	22%	17%
Not applicable	4	3	1	2	-	-	*	-	-	1	-	3	-	1	-	-	2	2	2	-	2
	*	*	*	1%	-	-	*	-	-	*	-	*	-	*	-	-	*	1%	*	-	*
Don't know	19	10	9	6	5	2	2	*	1	3	2	8	4	6	5	1	8	4	9	9	2
	*	1%	*	2%	1%	*	*	*	*	1%	*	1%	*	1%	*	*	1%	2%	1%	1%	*
Mean Score	2.68	2.72	2.64	3.19	2.85	2.67	2.73	2.58	2.43	2.47	2.67	2.62	2.69	2.75	2.74	2.63	2.53	3.16	2.70	2.58	2.75
Standard Deviation	1.24	1.24	1.25	1.18	1.18	1.20	1.27	1.19	1.21	1.34	1.21	1.26	1.23	1.28	1.20	1.25	1.27	1.22	1.30	1.25	1.21
Standard Error	0.020	0.029	0.027	0.085	0.055	0.048	0.048	0.050	0.048	0.050	0.038	0.036	0.045	0.041	0.031	0.056	0.031	0.095	0.044	0.031	0.033

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1229 31%	164 29%	723 31%	148 32%	194 33%	185 38%	116 27%	171 39%	758 29%	245 31%	357 31%	327 31%	294 33%
Definitely agree (5)	300 8%	48 8%	169 7%	33 7%	50 9%	38 8%	25 6%	57 13%	179 7%	44 6%	77 7%	80 8%	98 11%
Tend to agree (4)	929 24%	117 21%	554 24%	115 25%	144 24%	148 30%	90 21%	113 26%	579 22%	202 26%	279 24%	247 24%	197 22%
Neither agree nor disagree (3)	645 16%	88 16%	405 18%	79 17%	73 12%	97 20%	91 21%	69 16%	389 15%	116 15%	195 17%	187 18%	144 16%
Tend/definitely disagree (Net)	2025 52%	310 55%	1154 50%	241 51%	321 55%	204 42%	221 52%	190 44%	1410 55%	424 54%	606 52%	534 51%	449 50%
Tend to disagree (2)	1260 32%	167 29%	765 33%	149 32%	179 30%	113 23%	152 36%	119 28%	875 34%	255 32%	404 35%	327 31%	265 30%
Definitely disagree (1)	766 20%	143 25%	389 17%	92 20%	142 24%	91 19%	69 16%	71 16%	535 21%	170 22%	202 17%	206 20%	183 20%
Not applicable	4 *	- -	4 *	- -	- -	- -	- -	- -	4 *	- -	2 *	1 *	1 *
Don't know	19 *	4 1%	15 1%	- -	- -	* *	- -	3 1%	16 1%	1 *	8 1%	3 *	6 1%
Mean Score	2.68	2.57	2.71	2.68	2.63	2.85	2.65	2.92	2.61	2.61	2.68	2.68	2.73
Standard Deviation	1.24	1.30	1.21	1.24	1.31	1.26	1.15	1.32	1.24	1.23	1.21	1.24	1.31
Standard Error	0.020	0.065	0.023	0.067	0.062	0.061	0.060	0.077	0.023	0.043	0.038	0.040	0.040

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1229	740	489	725	356	114	34	364	119	206	196	59	160	68	16	36
	31%	35%	27%	34%	29%	28%	29%	46%	59%	48%	25%	30%	24%	14%	30%	14%
Definitely agree (5)	300	166	134	169	79	39	12	115	22	49	41	13	20	23	5	9
	8%	8%	7%	8%	6%	10%	10%	14%	11%	12%	5%	7%	3%	5%	10%	4%
Tend to agree (4)	929	575	355	556	277	74	21	249	96	156	155	45	140	45	11	27
	24%	28%	19%	26%	22%	18%	18%	31%	48%	37%	19%	23%	21%	9%	20%	10%
Neither agree nor disagree (3)	645	349	296	360	196	68	21	155	41	64	165	50	101	35	6	22
	16%	17%	16%	17%	16%	17%	18%	19%	21%	15%	21%	25%	15%	7%	12%	8%
Tend/definitely disagree (Net)	2025	992	1034	1065	679	220	62	271	41	152	436	89	413	387	29	200
	52%	47%	56%	49%	55%	54%	52%	34%	20%	36%	55%	45%	61%	79%	54%	77%
Tend to disagree (2)	1260	606	653	670	414	138	38	208	36	113	275	70	286	181	9	79
	32%	29%	36%	31%	33%	34%	32%	26%	18%	27%	34%	35%	42%	37%	17%	30%
Definitely disagree (1)	766	385	381	395	265	82	24	63	5	40	161	19	127	206	20	121
	20%	18%	21%	18%	21%	20%	20%	8%	2%	9%	20%	9%	19%	42%	37%	47%
Not applicable	4	2	2	2	1	-	1	3	-	-	-	-	-	-	-	1
	*	*	*	*	*	-	1%	*	-	-	-	-	-	-	-	*
Don't know	19	5	14	5	7	6	1	5	-	3	2	-	-	1	3	-
	*	*	1%	*	1%	2%	1%	1%	-	1%	*	-	-	*	5%	-
Mean Score	2.68	2.77	2.57	2.74	2.59	2.63	2.66	3.18	3.48	3.15	2.55	2.82	2.47	1.97	2.47	1.93
Standard Deviation	1.24	1.26	1.22	1.25	1.23	1.27	1.28	1.20	0.99	1.21	1.16	1.10	1.11	1.13	1.45	1.14
Standard Error	0.020	0.028	0.028	0.027	0.035	0.061	0.109	0.042	0.072	0.061	0.040	0.083	0.044	0.050	0.207	0.070

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	1229	441	230	261	93	204	153	572	79	278	147	244	172	212	117	23	42	8	
	31%	28%	32%	32%	39%	36%	29%	35%	21%	32%	28%	30%	35%	39%	24%	28%	30%	24%	
Definitely agree	(5)	300	88	58	62	33	60	25	144	18	61	51	42	46	47	24	4	7	1
		8%	6%	8%	7%	14%	11%	5%	9%	5%	7%	10%	5%	10%	9%	5%	5%	5%	3%
Tend to agree	(4)	929	352	173	199	60	145	128	428	61	216	96	202	126	164	93	19	36	7
		24%	22%	24%	24%	25%	26%	24%	26%	16%	25%	18%	25%	26%	30%	19%	23%	25%	21%
Neither agree nor disagree	(3)	645	181	143	143	57	121	62	298	43	153	89	129	84	93	76	10	25	7
		16%	12%	20%	17%	24%	21%	12%	18%	11%	18%	17%	16%	17%	17%	16%	13%	17%	19%
Tend/definitely disagree (Net)	2025	950	346	412	88	229	307	757	260	419	282	443	228	234	286	49	73	19	
	52%	60%	48%	50%	36%	41%	59%	46%	68%	49%	54%	54%	47%	43%	60%	59%	51%	57%	
Tend to disagree	(2)	1260	560	235	256	47	161	191	479	145	268	176	294	142	153	186	20	46	15
		32%	36%	33%	31%	20%	29%	36%	29%	38%	31%	33%	36%	29%	28%	39%	25%	32%	45%
Definitely disagree	(1)	766	390	111	157	41	68	116	278	115	151	106	149	86	82	100	29	27	4
		20%	25%	15%	19%	17%	12%	22%	17%	30%	18%	20%	18%	15%	21%	35%	19%	12%	
Not applicable		4	-	2	1	*	1	-	2	-	1	-	-	-	-	-	-	-	-
		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know		19	1	2	5	2	9	2	3	-	7	7	3	-	*	1	-	2	-
		*	*	*	1%	1%	2%	*	*	-	1%	1%	*	-	*	*	-	1%	-
Mean Score	2.68	2.48	2.76	2.70	2.99	2.94	2.53	2.80	2.27	2.73	2.63	2.62	2.80	2.89	2.49	2.39	2.64	2.59	
Standard Deviation	1.24	1.24	1.20	1.24	1.30	1.21	1.21	1.25	1.18	1.22	1.27	1.18	1.27	1.24	1.17	1.31	1.19	1.05	
Standard Error	0.020	0.031	0.047	0.043	0.084	0.049	0.053	0.031	0.061	0.042	0.053	0.042	0.059	0.054	0.053	0.138	0.096	0.191	

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1229 31%	818 32%	43 29%	183 31%	174 31%	338 35%	247 31%	211 28%	183 31%	43 29%	174 31%	21 31%	150 30%	140 28%	162 33%	158 32%	158 32%	460 32%
Definitely agree	(5) 300 8%	171 7%	12 8%	45 8%	67 12%	63 7%	55 7%	49 7%	45 8%	12 8%	67 12%	4 6%	45 9%	42 8%	36 7%	18 4%	24 5%	134 9%
Tend to agree	(4) 929 24%	647 25%	31 21%	138 23%	106 19%	275 29%	192 24%	163 22%	138 23%	31 21%	106 19%	17 24%	105 21%	98 20%	126 25%	140 28%	133 27%	326 23%
Neither agree nor disagree	(3) 645 16%	424 16%	23 15%	96 16%	102 18%	155 16%	143 18%	113 15%	96 16%	23 15%	102 18%	14 20%	101 20%	81 16%	71 14%	104 21%	78 16%	211 15%
Tend/definitely disagree (Net)	2025 52%	1332 52%	83 56%	313 52%	282 50%	469 49%	410 51%	421 56%	313 52%	83 56%	282 50%	33 48%	247 49%	273 55%	264 53%	236 47%	263 53%	742 52%
Tend to disagree	(2) 1260 32%	856 33%	55 37%	172 29%	167 29%	306 32%	265 33%	265 36%	172 29%	55 37%	167 29%	19 28%	171 34%	171 34%	171 34%	153 31%	171 34%	423 30%
Definitely disagree	(1) 766 20%	476 18%	28 19%	141 24%	115 20%	163 17%	144 18%	155 21%	141 24%	28 19%	115 20%	14 20%	75 15%	102 20%	93 19%	83 17%	92 19%	320 22%
Not applicable	4 *	- -	1 *	2 *	1 *	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	4 *
Don't know	19 *	6 *	- -	4 1%	9 2%	1 *	4 1%	- -	4 1%	- -	9 2%	1 2%	1 *	4 1%	1 *	- -	- -	13 1%
Mean Score	2.68	2.68	2.62	2.62	2.72	2.76	2.69	2.58	2.62	2.62	2.72	2.69	2.74	2.61	2.68	2.71	2.65	2.67
Standard Deviation	1.24	1.22	1.23	1.28	1.31	1.22	1.21	1.22	1.28	1.23	1.31	1.23	1.21	1.25	1.24	1.15	1.20	1.31
Standard Error	0.020	0.024	0.099	0.060	0.049	0.040	0.043	0.044	0.060	0.099	0.049	0.153	0.052	0.056	0.057	0.052	0.053	0.035

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2562	1156	1406	171	349	415	485	391	351	399	638	826	557	541	1052	380	965	156	450	1000	1109
	65%	60%	70%	54%	58%	64%	67%	67%	70%	74%	64%	66%	65%	65%	61%	70%	70%	57%	63%	67%	65%
Definitely agree	(5) 737	315	422	26	91	127	134	98	120	141	167	238	156	176	253	110	335	35	173	303	261
	19%	16%	21%	8%	15%	20%	18%	17%	24%	26%	17%	19%	18%	21%	15%	20%	24%	13%	24%	20%	15%
Tend to agree	(4) 1825	841	984	145	258	288	351	293	231	259	471	588	401	365	798	270	630	120	277	696	849
	47%	44%	49%	46%	43%	44%	48%	50%	46%	48%	48%	47%	47%	44%	46%	50%	46%	44%	39%	47%	50%
Neither agree nor disagree	(3) 588	336	252	51	86	116	116	94	62	62	146	197	140	105	301	69	178	36	99	224	264
	15%	18%	13%	16%	14%	18%	16%	16%	12%	12%	15%	16%	16%	13%	18%	13%	13%	13%	14%	15%	16%
Tend/definitely disagree (Net)	710	400	310	89	158	110	121	93	87	51	193	220	142	154	345	87	198	78	136	248	325
	18%	21%	15%	28%	26%	17%	17%	16%	17%	9%	20%	18%	17%	19%	20%	16%	14%	29%	19%	17%	19%
Tend to disagree	(2) 545	311	234	61	118	87	101	72	63	43	161	165	118	101	279	67	143	53	92	189	263
	14%	16%	12%	19%	19%	13%	14%	12%	12%	8%	16%	13%	14%	12%	16%	12%	10%	20%	13%	13%	15%
Definitely disagree	(1) 165	89	76	28	40	23	20	22	24	8	32	55	24	53	66	20	54	25	44	59	62
	4%	5%	4%	9%	7%	4%	3%	4%	5%	2%	3%	4%	3%	6%	4%	4%	4%	9%	6%	4%	4%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	64	26	37	4	12	10	4	5	4	26	13	10	14	27	20	4	38	2	32	26	6
	2%	1%	2%	1%	2%	1%	1%	1%	1%	5%	1%	1%	2%	3%	1%	1%	3%	1%	4%	2%	*
Mean Score	3.63	3.52	3.73	3.26	3.41	3.64	3.66	3.65	3.72	3.94	3.59	3.63	3.65	3.64	3.53	3.72	3.78	3.33	3.65	3.68	3.58
Standard Deviation	1.07	1.09	1.05	1.14	1.16	1.06	1.02	1.02	1.11	0.93	1.05	1.07	1.03	1.15	1.05	1.04	1.06	1.19	1.18	1.06	1.04
Standard Error	0.017	0.026	0.023	0.082	0.054	0.043	0.039	0.043	0.044	0.036	0.033	0.031	0.038	0.038	0.027	0.047	0.026	0.093	0.040	0.026	0.028

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2562 65%	342 60%	1466 64%	326 70%	428 73%	301 62%	282 66%	271 63%	1708 66%	480 61%	754 65%	682 65%	629 70%
Definitely agree (5)	737 19%	148 26%	371 16%	88 19%	131 22%	88 18%	67 16%	72 17%	510 20%	143 18%	190 16%	179 17%	222 25%
Tend to agree (4)	1825 47%	194 34%	1096 48%	238 51%	297 51%	212 44%	216 51%	199 46%	1198 46%	337 43%	564 48%	503 48%	407 46%
Neither agree nor disagree (3)	588 15%	76 13%	374 16%	60 13%	78 13%	71 15%	60 14%	73 17%	383 15%	129 16%	184 16%	176 17%	96 11%
Tend/definitely disagree (Net)	710 18%	129 23%	425 18%	76 16%	80 14%	109 22%	83 19%	85 20%	433 17%	163 21%	219 19%	179 17%	145 16%
Tend to disagree (2)	545 14%	81 14%	340 15%	58 12%	65 11%	74 15%	75 18%	57 13%	338 13%	133 17%	174 15%	127 12%	108 12%
Definitely disagree (1)	165 4%	48 8%	85 4%	18 4%	14 2%	35 7%	8 2%	28 6%	95 4%	30 4%	45 4%	52 5%	38 4%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	64 2%	20 3%	35 2%	6 1%	3 *	6 1%	1 *	4 1%	52 2%	14 2%	9 1%	13 1%	23 3%
Mean Score	3.63	3.57	3.59	3.69	3.79	3.51	3.61	3.54	3.67	3.56	3.59	3.61	3.77
Standard Deviation	1.07	1.27	1.05	1.04	0.99	1.17	1.01	1.11	1.06	1.09	1.05	1.06	1.09
Standard Error	0.017	0.064	0.020	0.056	0.047	0.057	0.052	0.065	0.020	0.038	0.034	0.034	0.034

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2562	1411	1151	1437	820	234	72	454	107	236	572	137	444	392	39	173
	65%	68%	63%	67%	66%	57%	61%	57%	53%	56%	72%	69%	66%	80%	71%	67%
Definitely agree (5)	737	379	358	376	230	104	26	108	12	57	153	23	123	163	20	73
	19%	18%	20%	17%	19%	25%	22%	14%	6%	13%	19%	12%	18%	33%	37%	28%
Tend to agree (4)	1825	1033	792	1060	590	130	45	346	94	179	419	114	321	229	18	100
	47%	49%	43%	49%	48%	32%	38%	43%	47%	42%	52%	57%	48%	47%	34%	39%
Neither agree nor disagree (3)	588	299	289	315	174	74	25	157	41	74	117	39	92	33	4	25
	15%	14%	16%	15%	14%	18%	21%	20%	20%	17%	15%	20%	14%	7%	8%	10%
Tend/definitely disagree (Net)	710	360	349	382	230	81	17	171	51	111	100	21	137	48	10	58
	18%	17%	19%	18%	19%	20%	14%	21%	25%	26%	13%	10%	20%	10%	18%	23%
Tend to disagree (2)	545	283	262	301	179	56	9	117	44	86	87	16	114	38	4	38
	14%	14%	14%	14%	14%	14%	8%	15%	22%	20%	11%	8%	17%	8%	8%	15%
Definitely disagree (1)	165	77	88	81	51	25	8	54	7	25	13	5	23	10	5	20
	4%	4%	5%	4%	4%	6%	6%	7%	4%	6%	2%	3%	3%	2%	10%	8%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	64	17	46	24	15	20	4	16	2	5	10	1	1	18	2	3
	2%	1%	3%	1%	1%	5%	4%	2%	1%	1%	1%	*	*	4%	4%	1%
Mean Score	3.63	3.65	3.60	3.63	3.63	3.60	3.65	3.43	3.31	3.37	3.77	3.68	3.60	4.05	3.84	3.65
Standard Deviation	1.07	1.04	1.11	1.05	1.07	1.20	1.13	1.11	1.00	1.13	0.94	0.88	1.07	0.97	1.32	1.26
Standard Error	0.017	0.023	0.026	0.023	0.031	0.059	0.098	0.039	0.073	0.057	0.033	0.066	0.043	0.043	0.186	0.077

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2562	1019	500	559	147	337	359	1078	262	557	305	530	324	360	297	59	106	27
	65%	65%	69%	68%	61%	60%	68%	66%	69%	65%	58%	65%	67%	67%	62%	72%	75%	77%
Definitely agree (5)	737	316	130	163	56	72	101	275	86	145	131	121	82	91	77	23	28	9
	19%	20%	18%	20%	23%	13%	19%	17%	22%	17%	25%	15%	17%	17%	16%	28%	19%	28%
Tend to agree (4)	1825	702	370	396	91	265	258	803	177	413	175	409	243	270	219	37	79	17
	47%	45%	51%	48%	38%	47%	49%	49%	46%	48%	33%	50%	50%	50%	46%	45%	55%	50%
Neither agree nor disagree (3)	588	210	107	119	40	111	64	251	41	133	99	113	80	87	76	13	14	8
	15%	13%	15%	15%	17%	20%	12%	15%	11%	15%	19%	14%	16%	16%	15%	10%	23%	
Tend/definitely disagree (Net)	710	329	108	132	50	91	98	284	74	156	98	168	78	87	103	10	18	-
	18%	21%	15%	16%	21%	16%	19%	17%	19%	18%	19%	21%	16%	16%	21%	12%	13%	-
Tend to disagree (2)	545	252	93	108	27	65	86	214	55	124	65	132	66	69	90	7	15	-
	14%	16%	13%	13%	11%	11%	16%	13%	14%	14%	12%	16%	14%	13%	19%	8%	11%	-
Definitely disagree (1)	165	77	15	25	22	26	12	69	19	32	32	36	12	17	13	3	3	-
	4%	5%	2%	3%	9%	5%	2%	4%	5%	4%	6%	4%	2%	3%	3%	4%	2%	-
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	64	16	7	11	4	25	3	21	4	12	24	8	3	6	4	-	4	-
	2%	1%	1%	1%	2%	4%	1%	1%	1%	1%	5%	1%	1%	1%	1%	-	3%	-
Mean Score	3.63	3.60	3.71	3.70	3.55	3.54	3.67	3.62	3.67	3.61	3.61	3.55	3.66	3.65	3.54	3.84	3.82	4.05
Standard Deviation	1.07	1.13	0.98	1.03	1.23	1.02	1.04	1.05	1.13	1.05	1.19	1.07	0.99	1.01	1.06	1.04	0.94	0.72
Standard Error	0.017	0.029	0.038	0.036	0.080	0.042	0.046	0.026	0.058	0.036	0.051	0.038	0.046	0.044	0.049	0.109	0.076	0.131

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2562 <i>65%</i>	1703 <i>66%</i>	102 <i>68%</i>	388 <i>65%</i>	348 <i>61%</i>	612 <i>64%</i>	542 <i>67%</i>	499 <i>67%</i>	388 <i>65%</i>	102 <i>68%</i>	348 <i>61%</i>	50 <i>72%</i>	316 <i>63%</i>	327 <i>66%</i>	312 <i>63%</i>	329 <i>66%</i>	315 <i>63%</i>	963 <i>67%</i>
Definitely agree (5)	737 <i>19%</i>	430 <i>17%</i>	41 <i>27%</i>	131 <i>22%</i>	132 <i>23%</i>	154 <i>16%</i>	126 <i>16%</i>	138 <i>19%</i>	131 <i>22%</i>	41 <i>27%</i>	132 <i>23%</i>	12 <i>17%</i>	87 <i>17%</i>	94 <i>19%</i>	81 <i>16%</i>	77 <i>15%</i>	76 <i>15%</i>	322 <i>23%</i>
Tend to agree (4)	1825 <i>47%</i>	1273 <i>49%</i>	62 <i>41%</i>	258 <i>43%</i>	215 <i>38%</i>	458 <i>48%</i>	416 <i>52%</i>	361 <i>48%</i>	258 <i>43%</i>	62 <i>41%</i>	215 <i>38%</i>	38 <i>55%</i>	230 <i>46%</i>	233 <i>47%</i>	230 <i>46%</i>	252 <i>51%</i>	239 <i>48%</i>	640 <i>45%</i>
Neither agree nor disagree (3)	588 <i>15%</i>	390 <i>15%</i>	15 <i>10%</i>	97 <i>16%</i>	85 <i>15%</i>	155 <i>16%</i>	140 <i>17%</i>	84 <i>11%</i>	97 <i>16%</i>	15 <i>10%</i>	85 <i>15%</i>	11 <i>15%</i>	74 <i>15%</i>	68 <i>14%</i>	83 <i>17%</i>	98 <i>20%</i>	72 <i>15%</i>	192 <i>13%</i>
Tend/definitely disagree (Net)	710 <i>18%</i>	463 <i>18%</i>	27 <i>18%</i>	105 <i>17%</i>	109 <i>19%</i>	191 <i>20%</i>	114 <i>14%</i>	151 <i>20%</i>	105 <i>17%</i>	27 <i>18%</i>	109 <i>19%</i>	8 <i>11%</i>	98 <i>20%</i>	92 <i>19%</i>	94 <i>19%</i>	70 <i>14%</i>	110 <i>22%</i>	246 <i>17%</i>
Tend to disagree (2)	545 <i>14%</i>	379 <i>15%</i>	19 <i>13%</i>	71 <i>12%</i>	73 <i>13%</i>	161 <i>17%</i>	94 <i>12%</i>	117 <i>16%</i>	71 <i>12%</i>	19 <i>13%</i>	73 <i>13%</i>	7 <i>10%</i>	67 <i>14%</i>	71 <i>14%</i>	82 <i>17%</i>	57 <i>11%</i>	94 <i>19%</i>	174 <i>12%</i>
Definitely disagree (1)	165 <i>4%</i>	84 <i>3%</i>	8 <i>5%</i>	34 <i>6%</i>	36 <i>6%</i>	30 <i>3%</i>	20 <i>3%</i>	34 <i>5%</i>	34 <i>6%</i>	8 <i>5%</i>	36 <i>6%</i>	1 <i>1%</i>	30 <i>6%</i>	22 <i>4%</i>	11 <i>2%</i>	13 <i>3%</i>	16 <i>3%</i>	73 <i>5%</i>
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	64 <i>2%</i>	24 <i>1%</i>	6 <i>4%</i>	8 <i>1%</i>	26 <i>5%</i>	4 <i>*</i>	7 <i>1%</i>	11 <i>2%</i>	8 <i>1%</i>	6 <i>4%</i>	26 <i>5%</i>	1 <i>1%</i>	11 <i>2%</i>	11 <i>2%</i>	10 <i>2%</i>	1 <i>*</i>	1 <i>*</i>	29 <i>2%</i>
Mean Score	3.63	3.62	3.75	3.64	3.62	3.57	3.67	3.62	3.64	3.75	3.62	3.77	3.56	3.63	3.59	3.65	3.53	3.69
Standard Deviation	1.07	1.03	1.16	1.12	1.18	1.04	0.96	1.10	1.12	1.16	1.18	0.90	1.12	1.09	1.03	0.96	1.06	1.11
Standard Error	0.017	0.021	0.095	0.053	0.045	0.035	0.035	0.040	0.053	0.095	0.045	0.112	0.049	0.049	0.048	0.044	0.047	0.030

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	868	419	449	95	150	140	171	117	104	91	226	269	187	185	364	149	278	76	161	326	379
	22%	22%	22%	30%	25%	22%	24%	20%	21%	17%	23%	21%	22%	22%	21%	28%	20%	28%	22%	22%	22%
Definitely agree	(5) 203	93	110	12	39	37	53	23	25	14	39	70	44	50	90	30	74	10	58	73	72
	5%	5%	5%	4%	7%	6%	7%	4%	5%	3%	4%	6%	5%	6%	5%	6%	5%	4%	8%	5%	4%
Tend to agree	(4) 665	326	338	83	111	103	118	93	79	77	187	199	143	135	274	119	205	67	102	253	307
	17%	17%	17%	26%	18%	16%	16%	16%	16%	14%	19%	16%	17%	16%	16%	22%	15%	25%	14%	17%	18%
Neither agree nor disagree	(3) 780	389	391	62	143	149	169	120	72	66	207	251	164	159	414	105	200	59	122	287	371
	20%	20%	19%	20%	24%	23%	23%	21%	14%	12%	21%	20%	19%	19%	24%	19%	14%	22%	17%	19%	22%
Tend/definitely disagree (Net)	2248	1102	1146	157	305	356	385	346	326	373	554	727	494	474	930	286	884	136	422	875	948
	57%	57%	57%	50%	50%	55%	53%	59%	65%	69%	56%	58%	58%	57%	54%	53%	64%	50%	59%	58%	56%
Tend to disagree	(2) 1123	552	571	84	195	187	209	164	141	143	276	344	280	223	511	142	397	67	189	434	500
	29%	29%	28%	27%	32%	29%	29%	28%	28%	27%	28%	27%	33%	27%	30%	26%	29%	25%	26%	29%	29%
Definitely disagree	(1) 1125	550	575	73	110	169	176	182	185	229	278	383	214	250	419	144	487	68	233	442	448
	29%	29%	29%	23%	18%	26%	24%	31%	37%	43%	28%	31%	25%	30%	24%	27%	35%	25%	33%	29%	26%
Not applicable	2	-	2	-	-	-	-	-	-	2	-	-	*	1	-	-	2	-	2	-	-
	*	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	*	-	*	-	-
Don't know	26	7	18	2	6	6	1	*	3	7	4	6	7	9	10	-	16	-	10	9	6
	1%	*	1%	1%	1%	1%	*	*	1%	1%	*	*	1%	1%	1%	-	1%	-	1%	1%	*
Mean Score	2.41	2.40	2.41	2.61	2.62	2.46	2.53	2.34	2.24	2.06	2.43	2.38	2.44	2.40	2.48	2.53	2.25	2.56	2.38	2.38	2.44
Standard Deviation	1.21	1.20	1.22	1.21	1.17	1.20	1.23	1.19	1.24	1.17	1.19	1.23	1.19	1.25	1.17	1.25	1.24	1.21	1.30	1.21	1.18
Standard Error	0.019	0.028	0.027	0.086	0.054	0.048	0.046	0.050	0.049	0.044	0.038	0.036	0.043	0.041	0.030	0.056	0.030	0.093	0.044	0.030	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	868 22%	147 26%	512 22%	96 21%	112 19%	123 25%	73 17%	128 30%	544 21%	187 24%	259 22%	218 21%	203 23%
Definitely agree (5)	203 5%	49 9%	114 5%	22 5%	18 3%	32 7%	16 4%	36 8%	119 5%	41 5%	53 5%	48 5%	61 7%
Tend to agree (4)	665 17%	98 17%	398 17%	75 16%	94 16%	91 19%	57 13%	92 21%	424 16%	146 19%	206 18%	170 16%	141 16%
Neither agree nor disagree (3)	780 20%	103 18%	468 20%	88 19%	121 21%	136 28%	90 21%	95 22%	459 18%	151 19%	247 21%	234 22%	146 16%
Tend/definitely disagree (Net)	2248 57%	315 56%	1302 57%	277 59%	354 60%	225 46%	263 62%	206 48%	1554 60%	448 57%	654 56%	596 57%	530 59%
Tend to disagree (2)	1123 29%	131 23%	687 30%	136 29%	169 29%	116 24%	156 36%	96 22%	757 29%	215 27%	328 28%	307 29%	261 29%
Definitely disagree (1)	1125 29%	185 33%	614 27%	140 30%	185 31%	109 22%	108 25%	110 26%	798 31%	233 30%	326 28%	289 28%	270 30%
Not applicable	2 *	- -	* *	1 *	- -	- -	- -	- -	2 *	- -	- -	- -	2 *
Don't know	26 1%	2 *	18 1%	5 1%	1 *	3 1%	1 *	4 1%	18 1%	* *	7 1%	3 *	13 1%
Mean Score	2.41	2.46	2.43	2.35	2.30	2.63	2.34	2.64	2.34	2.42	2.42	2.41	2.39
Standard Deviation	1.21	1.33	1.20	1.20	1.16	1.21	1.10	1.30	1.21	1.23	1.20	1.18	1.26
Standard Error	0.019	0.066	0.023	0.065	0.055	0.058	0.057	0.075	0.023	0.043	0.038	0.038	0.038

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	868	482	386	474	275	93	26	186	61	129	169	45	134	67	14	60
	22%	23%	21%	22%	22%	23%	22%	23%	31%	30%	21%	23%	20%	14%	25%	23%
Definitely agree (5)	203	108	95	108	48	40	7	51	15	30	44	10	23	11	5	13
	5%	5%	5%	5%	4%	10%	6%	6%	8%	7%	5%	5%	3%	2%	9%	5%
Tend to agree (4)	665	374	291	365	227	53	19	135	46	99	126	35	112	55	9	46
	17%	18%	16%	17%	18%	13%	16%	17%	23%	23%	16%	18%	17%	11%	16%	18%
Neither agree nor disagree (3)	780	440	341	441	243	77	19	204	34	96	152	56	143	56	9	27
	20%	21%	19%	20%	20%	19%	16%	26%	17%	23%	19%	28%	21%	11%	16%	11%
Tend/definitely disagree (Net)	2248	1154	1094	1228	714	234	72	402	103	199	474	96	397	361	30	171
	57%	55%	60%	57%	58%	57%	61%	50%	51%	47%	59%	49%	59%	74%	56%	66%
Tend to disagree (2)	1123	573	550	637	348	105	33	215	64	113	255	60	227	123	8	57
	29%	27%	30%	30%	28%	26%	28%	27%	32%	27%	32%	30%	34%	25%	15%	22%
Definitely disagree (1)	1125	581	544	590	366	129	39	188	39	86	219	36	170	239	22	114
	29%	28%	30%	27%	30%	32%	33%	24%	19%	20%	27%	18%	25%	49%	41%	44%
Not applicable	2	1	*	2	-	-	-	*	-	-	-	-	-	-	-	-
	*	*	*	*	-	-	-	*	-	-	-	-	-	-	-	-
Don't know	26	11	14	13	7	3	1	5	2	*	5	*	-	7	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	-	1%	4%	*
Mean Score	2.41	2.45	2.36	2.42	2.39	2.43	2.34	2.56	2.67	2.70	2.40	2.61	2.39	1.92	2.35	2.18
Standard Deviation	1.21	1.22	1.21	1.20	1.20	1.32	1.26	1.21	1.24	1.23	1.20	1.13	1.13	1.13	1.42	1.31
Standard Error	0.019	0.027	0.028	0.026	0.034	0.064	0.107	0.042	0.091	0.062	0.041	0.085	0.045	0.050	0.201	0.080

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	868	319	179	188	61	120	111	363	85	190	119	156	119	126	108	13	37	8
	22%	20%	25%	23%	25%	21%	21%	22%	22%	23%	23%	19%	25%	23%	23%	16%	26%	23%
Definitely agree (5)	203	76	38	43	20	26	21	87	15	33	47	32	22	39	20	2	3	1
	5%	5%	5%	5%	8%	5%	4%	5%	4%	4%	9%	4%	4%	7%	4%	2%	2%	2%
Tend to agree (4)	665	243	141	145	40	94	90	275	70	157	73	125	97	87	89	11	34	7
	17%	15%	20%	18%	17%	17%	17%	17%	18%	18%	14%	15%	20%	16%	18%	13%	24%	21%
Neither agree nor disagree (3)	780	275	158	164	47	136	95	345	57	186	96	174	111	108	115	15	24	6
	20%	17%	22%	20%	20%	24%	18%	21%	15%	22%	18%	21%	23%	20%	24%	18%	17%	19%
Tend/definitely disagree (Net)	2248	975	384	467	129	292	318	910	240	474	306	484	255	302	254	54	79	20
	57%	62%	53%	57%	53%	52%	61%	56%	63%	55%	58%	59%	53%	56%	53%	66%	56%	58%
Tend to disagree (2)	1123	487	218	226	46	147	171	467	130	218	138	262	137	157	127	22	37	11
	29%	31%	30%	27%	19%	26%	33%	29%	34%	25%	26%	32%	28%	29%	27%	27%	26%	32%
Definitely disagree (1)	1125	489	166	241	83	145	148	443	110	256	168	222	118	145	127	32	42	9
	29%	31%	23%	29%	34%	26%	28%	27%	29%	30%	32%	27%	24%	27%	27%	39%	30%	26%
Not applicable	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-
Don't know	26	4	1	3	4	14	-	13	-	7	5	5	-	4	2	-	2	-
	1%	*	*	*	2%	2%	-	1%	-	1%	1%	1%	-	1%	*	-	1%	-
Mean Score	2.41	2.32	2.54	2.42	2.45	2.47	2.36	2.44	2.34	2.40	2.41	2.36	2.52	2.47	2.47	2.12	2.41	2.42
Standard Deviation	1.21	1.20	1.19	1.23	1.35	1.19	1.17	1.21	1.19	1.20	1.31	1.15	1.19	1.25	1.18	1.15	1.21	1.17
Standard Error	0.019	0.030	0.046	0.043	0.087	0.048	0.052	0.030	0.061	0.041	0.055	0.041	0.055	0.054	0.054	0.121	0.097	0.213

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	868 22%	567 22%	38 25%	134 22%	123 22%	222 23%	167 21%	158 21%	134 22%	38 25%	123 22%	20 29%	108 22%	134 27%	96 19%	115 23%	111 22%	302 21%
Definitely agree (5)	203 5%	117 5%	11 7%	28 5%	48 8%	43 5%	33 4%	38 5%	28 5%	11 7%	48 8%	3 4%	38 8%	31 6%	23 5%	19 4%	21 4%	70 5%
Tend to agree (4)	665 17%	450 17%	27 18%	106 18%	75 13%	179 19%	134 17%	120 16%	106 18%	27 18%	75 13%	17 25%	70 14%	103 21%	73 15%	97 19%	90 18%	232 16%
Neither agree nor disagree (3)	780 20%	552 21%	23 16%	106 18%	99 17%	204 21%	194 24%	147 20%	106 18%	23 16%	99 17%	7 10%	104 21%	90 18%	120 24%	111 22%	127 25%	229 16%
Tend/definitely disagree (Net)	2248 57%	1448 56%	88 59%	356 60%	334 59%	531 55%	437 54%	439 59%	356 60%	88 59%	334 59%	41 60%	284 57%	273 55%	280 56%	267 54%	261 52%	883 62%
Tend to disagree (2)	1123 29%	752 29%	44 29%	170 28%	145 26%	276 29%	237 29%	212 28%	170 28%	44 29%	145 26%	26 38%	153 31%	139 28%	143 29%	140 28%	136 27%	411 29%
Definitely disagree (1)	1125 29%	696 27%	44 29%	187 31%	189 33%	254 26%	200 25%	226 30%	187 31%	44 29%	189 33%	15 22%	130 26%	134 27%	137 28%	127 26%	124 25%	471 33%
Not applicable	2 *	-	-	-	2 *	-	-	-	-	-	2 *	-	1 *	-	-	-	-	* *
Don't know	26 1%	13 1%	* *	2 *	10 2%	5 1%	6 1%	1 *	2 *	* *	10 2%	1 1%	2 *	1 *	2 *	5 1%	-	16 1%
Mean Score	2.41	2.43	2.44	2.36	2.36	2.46	2.45	2.37	2.36	2.44	2.36	2.50	2.46	2.51	2.40	2.47	2.49	2.31
Standard Deviation	1.21	1.19	1.28	1.22	1.30	1.19	1.15	1.21	1.22	1.28	1.30	1.20	1.23	1.26	1.17	1.18	1.17	1.23
Standard Error	0.019	0.024	0.103	0.057	0.049	0.040	0.041	0.044	0.057	0.103	0.049	0.149	0.053	0.056	0.054	0.054	0.051	0.033

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	811	420	391	81	130	95	128	106	98	173	135	239	199	239	301	72	372	64	216	296	296
	21%	22%	20%	26%	21%	15%	18%	18%	19%	32%	14%	19%	23%	29%	18%	13%	27%	23%	30%	20%	17%
Definitely agree	(5) 255	124	131	20	29	26	42	40	26	72	35	80	46	95	77	17	147	14	77	103	75
	7%	6%	7%	6%	5%	4%	6%	7%	5%	13%	3%	6%	5%	11%	4%	3%	11%	5%	11%	7%	4%
Tend to agree	(4) 556	296	260	61	101	68	87	66	72	101	100	159	153	144	224	55	225	50	139	193	221
	14%	15%	13%	19%	17%	11%	12%	11%	14%	19%	10%	13%	18%	17%	13%	10%	16%	18%	19%	13%	13%
Neither agree nor disagree	(3) 637	351	286	76	131	114	112	86	55	63	136	188	157	156	311	83	181	62	129	226	282
	16%	18%	14%	24%	22%	18%	15%	15%	11%	12%	14%	15%	18%	19%	18%	15%	13%	23%	18%	15%	17%
Tend/definitely disagree (Net)	2446	1136	1310	156	341	438	484	388	347	292	714	821	489	422	1098	385	807	146	364	956	1125
	62%	59%	65%	50%	56%	67%	67%	66%	69%	54%	72%	66%	57%	51%	64%	71%	59%	54%	51%	64%	66%
Tend to disagree	(2) 1355	678	677	103	201	233	252	216	186	164	367	426	313	250	648	204	419	78	185	525	645
	35%	35%	34%	33%	33%	36%	35%	37%	37%	30%	37%	34%	37%	30%	38%	38%	30%	29%	26%	35%	38%
Definitely disagree	(1) 1091	459	633	54	140	205	232	172	161	128	347	395	177	172	450	180	388	68	179	431	481
	28%	24%	32%	17%	23%	32%	29%	32%	24%	24%	35%	32%	21%	21%	26%	33%	28%	25%	25%	29%	28%
Not applicable	1	*	1	-	-	*	-	-	*	*	-	1	-	*	-	-	1	-	1	*	-
	*	*	*	-	-	*	-	-	*	*	-	*	-	*	-	-	*	-	*	*	-
Don't know	28	10	18	2	3	4	2	3	4	11	5	4	7	11	9	*	19	-	7	19	2
	1%	1%	1%	1%	*	1%	*	*	1%	2%	*	*	1%	1%	1%	*	1%	-	1%	1%	*
Mean Score	2.37	2.45	2.29	2.65	2.46	2.19	2.25	2.29	2.23	2.67	2.09	2.28	2.50	2.68	2.32	2.12	2.50	2.50	2.65	2.33	2.27
Standard Deviation	1.21	1.20	1.22	1.16	1.16	1.12	1.19	1.20	1.19	1.38	1.10	1.21	1.17	1.30	1.13	1.08	1.34	1.20	1.33	1.22	1.13
Standard Error	0.019	0.028	0.027	0.083	0.053	0.045	0.045	0.051	0.047	0.052	0.035	0.035	0.043	0.042	0.029	0.049	0.033	0.093	0.045	0.030	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	811 21%	136 24%	486 21%	97 21%	92 16%	87 18%	60 14%	96 22%	568 22%	87 11%	205 18%	205 19%	305 34%
Definitely agree (5)	255 7%	47 8%	147 6%	34 7%	26 4%	28 6%	13 3%	37 9%	177 7%	26 3%	63 5%	54 5%	107 12%
Tend to agree (4)	556 14%	89 16%	339 15%	63 13%	65 11%	59 12%	47 11%	59 14%	391 15%	61 8%	142 12%	150 14%	198 22%
Neither agree nor disagree (3)	637 16%	75 13%	404 18%	80 17%	77 13%	90 19%	64 15%	91 21%	391 15%	92 12%	202 17%	214 20%	127 14%
Tend/definitely disagree (Net)	2446 62%	348 61%	1388 60%	290 62%	419 71%	307 63%	302 71%	242 56%	1595 62%	605 77%	755 65%	627 60%	447 50%
Tend to disagree (2)	1355 35%	146 26%	833 36%	154 33%	222 38%	163 33%	174 41%	123 28%	896 35%	260 33%	438 38%	385 37%	263 29%
Definitely disagree (1)	1091 28%	203 36%	556 24%	136 29%	197 34%	144 30%	128 30%	120 28%	699 27%	345 44%	316 27%	242 23%	184 21%
Not applicable	1 *	- -	1 *	- -	- -	* *	- -	- -	1 *	- -	* *	* *	* *
Don't know	28 1%	7 1%	21 1%	- -	- -	2 *	1 *	2 1%	22 1%	2 *	4 *	5 *	14 2%
Mean Score	2.37	2.34	2.42	2.37	2.15	2.31	2.16	2.47	2.39	1.93	2.31	2.42	2.75
Standard Deviation	1.21	1.33	1.19	1.24	1.14	1.18	1.07	1.27	1.23	1.08	1.15	1.14	1.34
Standard Error	0.019	0.067	0.023	0.066	0.054	0.057	0.056	0.074	0.023	0.037	0.037	0.037	0.041

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	811	428	383	429	236	113	33	309	65	61	167	31	46	82	10	28
	21%	20%	21%	20%	19%	28%	28%	39%	33%	14%	21%	16%	7%	17%	18%	11%
Definitely agree (5)	255	133	122	131	72	42	10	108	15	13	47	10	9	31	8	4
	7%	6%	7%	6%	6%	10%	9%	14%	8%	3%	6%	5%	1%	6%	15%	2%
Tend to agree (4)	556	295	262	298	164	71	23	200	50	49	120	21	37	51	2	24
	14%	14%	14%	14%	13%	17%	20%	25%	25%	12%	15%	11%	5%	10%	3%	9%
Neither agree nor disagree (3)	637	359	278	351	199	67	19	208	51	57	158	35	60	44	5	15
	16%	17%	15%	16%	16%	17%	16%	26%	25%	13%	20%	18%	9%	9%	9%	6%
Tend/definitely disagree (Net)	2446	1289	1157	1361	794	226	65	274	83	303	465	131	568	363	38	215
	62%	62%	63%	63%	64%	55%	55%	34%	41%	71%	58%	66%	84%	74%	70%	83%
Tend to disagree (2)	1355	763	592	820	397	111	27	193	63	193	316	89	282	158	11	48
	35%	37%	32%	38%	32%	27%	23%	24%	31%	46%	40%	45%	42%	32%	21%	18%
Definitely disagree (1)	1091	526	565	541	397	115	38	81	20	110	149	42	286	205	27	167
	28%	25%	31%	25%	32%	28%	32%	10%	10%	26%	19%	21%	42%	42%	50%	65%
Not applicable	1	*	1	-	1	-	*	*	-	*	-	*	-	-	-	-
	*	*	*	-	*	-	*	*	-	*	-	*	-	-	-	-
Don't know	28	12	16	16	9	2	1	7	1	2	9	-	-	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	4%	*
Mean Score	2.37	2.40	2.33	2.37	2.28	2.54	2.49	3.08	2.89	2.20	2.49	2.34	1.81	2.07	2.09	1.65
Standard Deviation	1.21	1.19	1.24	1.18	1.21	1.34	1.35	1.21	1.12	1.04	1.14	1.08	0.90	1.22	1.46	1.05
Standard Error	0.019	0.027	0.028	0.026	0.035	0.065	0.115	0.042	0.082	0.053	0.039	0.082	0.036	0.054	0.206	0.065

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	811	223	113	186	101	188	50	379	44	193	146	121	100	107	64	16	34	2
	21%	14%	16%	23%	42%	33%	10%	23%	11%	22%	28%	15%	21%	20%	13%	20%	24%	7%
Definitely agree	(5) 255	67	35	62	45	47	11	120	15	57	52	35	21	38	20	3	7	1
	7%	4%	5%	8%	19%	8%	2%	7%	4%	7%	10%	4%	4%	7%	4%	4%	5%	2%
Tend to agree	(4) 556	156	78	124	57	141	39	259	29	135	94	85	79	70	44	13	27	2
	14%	10%	11%	15%	24%	25%	7%	16%	8%	16%	18%	10%	16%	13%	9%	16%	19%	5%
Neither agree nor disagree	(3) 637	187	122	165	43	119	45	306	27	173	86	119	70	110	66	13	17	3
	16%	12%	17%	20%	18%	21%	9%	19%	7%	20%	16%	15%	14%	20%	14%	16%	12%	9%
Tend/definitely disagree (Net)	2446	1160	485	466	94	241	426	935	312	483	291	576	313	316	349	53	88	29
	62%	74%	67%	57%	39%	43%	81%	57%	82%	56%	55%	70%	65%	59%	73%	64%	62%	84%
Tend to disagree	(2) 1355	555	301	292	52	156	208	611	123	274	138	333	198	200	173	16	40	16
	35%	35%	42%	35%	21%	28%	40%	37%	32%	32%	26%	41%	41%	37%	36%	19%	28%	45%
Definitely disagree	(1) 1091	605	185	174	43	85	218	323	188	209	153	243	115	117	176	37	49	13
	28%	38%	26%	21%	18%	15%	42%	20%	49%	24%	29%	30%	24%	22%	37%	45%	34%	39%
Not applicable	1	*	-	-	-	1	-	-	-	1	*	-	-	-	-	-	*	-
	*	*	-	-	-	*	-	-	-	*	*	-	-	-	-	-	*	-
Don't know	28	4	2	4	2	15	3	13	-	9	3	3	*	6	-	-	2	-
	1%	*	*	1%	1%	3%	1%	1%	-	1%	1%	*	*	1%	-	-	1%	-
Mean Score	2.37	2.06	2.27	2.52	3.04	2.84	1.88	2.53	1.84	2.48	2.53	2.19	2.37	2.46	2.08	2.14	2.32	1.86
Standard Deviation	1.21	1.13	1.10	1.20	1.39	1.22	0.99	1.19	1.09	1.21	1.34	1.10	1.14	1.17	1.12	1.26	1.28	0.92
Standard Error	0.019	0.029	0.043	0.042	0.089	0.050	0.044	0.030	0.056	0.042	0.056	0.039	0.053	0.051	0.051	0.132	0.103	0.169

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	811 21%	446 17%	30 20%	139 23%	186 33%	151 16%	148 18%	136 18%	139 23%	30 20%	186 33%	12 17%	148 30%	110 22%	79 16%	74 15%	54 11%	345 24%
Definitely agree (5)	255 7%	126 5%	5 4%	51 9%	72 13%	40 4%	38 5%	44 6%	51 9%	5 4%	72 13%	3 4%	48 10%	37 8%	18 4%	18 4%	20 4%	115 8%
Tend to agree (4)	556 14%	320 12%	25 17%	88 15%	114 20%	110 11%	109 14%	92 12%	88 15%	25 17%	114 20%	8 12%	101 20%	73 15%	62 12%	56 11%	34 7%	231 16%
Neither agree nor disagree (3)	637 16%	399 15%	30 20%	107 18%	98 17%	156 16%	129 16%	104 14%	107 18%	30 20%	98 17%	10 14%	97 19%	86 17%	94 19%	91 18%	64 13%	205 14%
Tend/definitely disagree (Net)	2446 62%	1724 67%	89 59%	342 57%	275 48%	654 68%	522 65%	500 67%	342 57%	89 59%	275 48%	48 69%	251 50%	298 60%	322 65%	333 67%	381 76%	862 60%
Tend to disagree (2)	1355 35%	974 38%	41 27%	185 31%	144 25%	386 40%	300 37%	258 35%	185 31%	41 27%	144 25%	31 45%	151 30%	183 37%	192 38%	188 38%	192 39%	449 31%
Definitely disagree (1)	1091 28%	750 29%	48 32%	157 26%	131 23%	268 28%	222 28%	242 33%	157 26%	48 32%	131 23%	17 25%	100 20%	115 23%	131 26%	144 29%	188 38%	413 29%
Not applicable	1 *	*	-	-	1 *	-	-	*	-	-	1 *	-	*	-	*	-	-	*
Don't know	28 1%	11 *	-	10 2%	7 1%	2 *	5 1%	4 1%	10 2%	-	7 1%	-	3 1%	4 1%	2 *	-	1 *	18 1%
Mean Score	2.37	2.26	2.32	2.48	2.73	2.24	2.30	2.24	2.48	2.32	2.73	2.27	2.69	2.46	2.28	2.23	2.01	2.42
Standard Deviation	1.21	1.15	1.19	1.27	1.36	1.11	1.15	1.20	1.27	1.19	1.36	1.10	1.27	1.21	1.09	1.10	1.07	1.28
Standard Error	0.019	0.023	0.096	0.060	0.050	0.037	0.041	0.043	0.060	0.096	0.050	0.136	0.055	0.054	0.051	0.050	0.047	0.034

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	902	484	417	85	110	104	144	124	128	207	161	261	231	249	326	83	427	64	239	322	338
	23%	25%	21%	27%	18%	16%	20%	21%	25%	38%	16%	21%	27%	30%	19%	15%	31%	24%	33%	22%	20%
Definitely agree	(5) 283	165	118	15	41	32	39	46	33	77	45	73	69	96	95	26	152	10	83	94	106
	7%	9%	6%	5%	7%	5%	5%	8%	7%	14%	5%	6%	8%	12%	6%	5%	11%	4%	12%	6%	6%
Tend to agree	(4) 619	319	299	70	69	72	105	78	95	130	116	187	162	153	231	57	275	54	156	228	233
	16%	17%	15%	22%	11%	11%	14%	13%	19%	24%	12%	15%	19%	18%	13%	10%	20%	20%	22%	15%	14%
Neither agree nor disagree	(3) 562	262	300	54	128	96	102	76	52	54	120	179	128	136	254	88	179	38	95	229	238
	14%	14%	15%	17%	21%	15%	14%	13%	10%	10%	12%	14%	15%	16%	15%	16%	13%	14%	13%	15%	14%
Tend/definitely disagree (Net)	2431	1162	1269	172	364	449	475	381	323	267	705	806	484	436	1131	365	758	167	376	934	1120
	62%	61%	63%	55%	60%	69%	65%	65%	64%	50%	71%	64%	57%	53%	66%	68%	55%	61%	52%	62%	66%
Tend to disagree	(2) 1397	663	733	111	226	229	258	230	186	157	379	427	322	269	648	210	441	94	206	495	695
	36%	35%	37%	35%	37%	35%	36%	39%	37%	29%	38%	34%	38%	33%	38%	39%	32%	35%	29%	33%	41%
Definitely disagree	(1) 1034	499	536	61	138	220	217	152	137	111	326	379	162	167	483	155	318	73	170	439	425
	26%	26%	27%	19%	23%	34%	30%	26%	27%	21%	33%	30%	19%	20%	28%	29%	23%	27%	24%	29%	25%
Not applicable	2	*	1	-	-	-	-	-	-	2	-	2	-	-	-	-	2	-	2	-	-
	*	*	*	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-
Don't know	26	8	18	5	2	2	5	2	2	8	4	5	9	7	7	4	14	2	5	12	9
	1%	*	1%	1%	*	*	1%	*	*	2%	*	*	1%	1%	*	1%	1%	1%	1%	1%	1%
Mean Score	2.41	2.47	2.36	2.57	2.42	2.18	2.30	2.37	2.40	2.82	2.16	2.32	2.59	2.68	2.30	2.23	2.64	2.39	2.69	2.36	2.35
Standard Deviation	1.24	1.28	1.20	1.17	1.16	1.16	1.20	1.22	1.25	1.39	1.14	1.22	1.23	1.30	1.17	1.12	1.33	1.19	1.36	1.23	1.17
Standard Error	0.020	0.030	0.026	0.084	0.053	0.047	0.045	0.052	0.049	0.052	0.036	0.035	0.045	0.042	0.030	0.051	0.033	0.092	0.046	0.030	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	902	128	540	107	126	95	61	99	646	114	218	258	303
	23%	23%	23%	23%	21%	20%	14%	23%	25%	15%	19%	25%	34%
Definitely agree (5)	283	41	172	32	38	28	10	32	213	28	85	72	97
	7%	7%	7%	7%	6%	6%	2%	7%	8%	4%	7%	7%	11%
Tend to agree (4)	619	88	368	75	88	68	51	67	433	86	133	186	206
	16%	15%	16%	16%	15%	14%	12%	16%	17%	11%	11%	18%	23%
Neither agree nor disagree (3)	562	57	387	55	63	74	76	68	344	78	169	183	131
	14%	10%	17%	12%	11%	15%	18%	16%	13%	10%	15%	17%	15%
Tend/definitely disagree (Net)	2431	379	1355	302	395	316	290	261	1564	592	777	603	445
	62%	67%	59%	65%	67%	65%	68%	60%	61%	75%	67%	57%	50%
Tend to disagree (2)	1397	157	830	174	236	176	169	143	909	262	464	394	266
	36%	28%	36%	37%	40%	36%	40%	33%	35%	33%	40%	38%	30%
Definitely disagree (1)	1034	222	525	128	159	141	120	118	655	330	314	209	179
	26%	39%	23%	27%	27%	29%	28%	27%	25%	42%	27%	20%	20%
Not applicable	2	-	*	-	1	-	-	-	2	-	-	-	2
	*	-	*	-	*	-	-	-	*	-	-	-	*
Don't know	26	2	18	3	3	1	-	5	21	1	3	7	13
	1%	*	1%	1%	*	*	-	1%	1%	*	*	1%	1%
Mean Score	2.41	2.23	2.49	2.37	2.33	2.31	2.21	2.42	2.47	2.01	2.32	2.54	2.74
Standard Deviation	1.24	1.31	1.22	1.24	1.21	1.19	1.05	1.25	1.27	1.13	1.19	1.19	1.31
Standard Error	0.020	0.065	0.023	0.067	0.058	0.058	0.055	0.073	0.024	0.039	0.038	0.039	0.040

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	902	462	440	469	273	118	41	323	54	59	201	48	55	113	10	29
	23%	22%	24%	22%	22%	29%	35%	41%	27%	14%	25%	24%	8%	23%	19%	11%
Definitely agree (5)	283	141	142	141	86	40	16	103	11	16	64	14	12	41	7	8
	7%	7%	8%	7%	7%	10%	14%	13%	6%	4%	8%	7%	2%	8%	13%	3%
Tend to agree (4)	619	321	297	329	187	78	25	220	43	43	137	34	43	72	3	21
	16%	15%	16%	15%	15%	19%	21%	28%	21%	10%	17%	17%	6%	15%	6%	8%
Neither agree nor disagree (3)	562	318	245	327	170	44	21	176	32	53	142	42	55	37	7	14
	14%	15%	13%	15%	14%	11%	18%	22%	16%	13%	18%	21%	8%	7%	13%	5%
Tend/definitely disagree (Net)	2431	1296	1136	1348	785	244	54	291	115	311	449	107	562	338	35	216
	62%	62%	62%	62%	63%	60%	46%	37%	57%	73%	56%	54%	83%	69%	64%	83%
Tend to disagree (2)	1397	772	624	828	406	130	34	227	84	198	283	75	297	163	10	58
	36%	37%	34%	38%	33%	32%	28%	28%	42%	47%	35%	38%	44%	33%	19%	22%
Definitely disagree (1)	1034	523	511	521	379	114	21	65	31	112	166	32	264	175	25	158
	26%	25%	28%	24%	31%	28%	17%	8%	15%	26%	21%	16%	39%	36%	45%	61%
Not applicable	2	-	2	1	-	-	*	2	-	-	-	-	-	-	-	-
	*	-	*	*	-	-	*	*	-	-	-	-	-	-	-	-
Don't know	26	13	13	11	12	2	2	6	-	1	7	*	2	3	2	-
	1%	1%	1%	1%	1%	*	1%	1%	-	*	1%	*	*	1%	4%	-
Mean Score	2.41	2.41	2.41	2.41	2.34	2.51	2.85	3.09	2.60	2.18	2.56	2.61	1.87	2.26	2.18	1.70
Standard Deviation	1.24	1.21	1.27	1.20	1.25	1.34	1.33	1.19	1.15	1.05	1.23	1.16	0.93	1.31	1.43	1.08
Standard Error	0.020	0.027	0.029	0.026	0.036	0.065	0.113	0.042	0.084	0.053	0.043	0.088	0.037	0.058	0.202	0.066

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	902	218	138	253	101	192	49	421	45	228	159	127	104	144	79	11	31	4	
	23%	14%	19%	31%	42%	34%	9%	26%	12%	27%	30%	15%	22%	27%	16%	13%	22%	13%	
Definitely agree	(5)	283	58	43	90	39	53	14	127	17	68	56	32	24	49	35	3	8	1
		7%	4%	6%	11%	16%	9%	3%	8%	5%	8%	11%	4%	5%	9%	7%	4%	6%	2%
Tend to agree	(4)	619	161	95	163	62	139	35	294	28	160	102	95	80	95	44	8	23	4
		16%	10%	13%	20%	26%	25%	7%	18%	7%	19%	19%	12%	17%	18%	9%	10%	16%	11%
Neither agree nor disagree	(3)	562	133	112	160	51	107	38	289	29	141	65	98	86	85	65	8	20	5
		14%	8%	15%	19%	21%	19%	7%	18%	7%	16%	12%	12%	18%	16%	14%	10%	14%	14%
Tend/definitely disagree (Net)	2431	1220	473	402	86	250	436	912	306	479	298	588	293	308	336	62	85	25	
	62%	77%	65%	49%	36%	44%	83%	56%	80%	56%	57%	72%	60%	57%	70%	76%	60%	73%	
Tend to disagree	(2)	1397	622	301	262	46	164	224	604	130	276	163	359	170	191	188	21	48	12
		36%	40%	42%	32%	19%	29%	43%	37%	34%	32%	31%	44%	35%	35%	39%	26%	34%	36%
Definitely disagree	(1)	1034	597	172	140	40	86	212	308	176	203	135	229	122	116	147	41	37	13
		26%	38%	24%	17%	17%	15%	41%	19%	46%	24%	26%	28%	25%	22%	31%	50%	26%	37%
Not applicable		2	-	-	-	-	2	-	1	-	-	-	-	-	-	-	-	-	-
		*	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	-	-
Don't know		26	3	-	7	3	13	1	10	2	9	3	6	1	3	-	1	5	-
		1%	*	-	1%	1%	2%	*	1%	1%	1%	1%	1%	*	*	-	1%	4%	-
Mean Score	2.41	2.02	2.36	2.76	3.06	2.83	1.88	2.59	1.90	2.55	2.58	2.19	2.41	2.57	2.23	1.89	2.39	2.04	
Standard Deviation	1.24	1.10	1.15	1.26	1.34	1.24	0.98	1.21	1.11	1.26	1.34	1.09	1.18	1.26	1.19	1.15	1.22	1.07	
Standard Error	0.020	0.028	0.045	0.044	0.086	0.051	0.043	0.030	0.057	0.043	0.056	0.039	0.055	0.055	0.054	0.121	0.099	0.195	

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	902 23%	500 19%	37 25%	152 25%	202 36%	159 17%	166 21%	164 22%	152 25%	37 25%	202 36%	11 15%	130 26%	123 25%	80 16%	87 17%	72 14%	409 29%
Definitely agree (5)	283 7%	151 6%	9 6%	46 8%	75 13%	41 4%	55 7%	54 7%	46 8%	9 6%	75 13%	2 2%	52 10%	32 6%	23 5%	29 6%	21 4%	125 9%
Tend to agree (4)	619 16%	349 14%	28 19%	106 18%	128 23%	118 12%	111 14%	110 15%	106 18%	28 19%	128 23%	9 13%	78 16%	91 18%	57 12%	57 12%	51 10%	284 20%
Neither agree nor disagree (3)	562 14%	367 14%	18 12%	100 17%	77 14%	148 15%	131 16%	79 11%	100 17%	18 12%	77 14%	10 14%	84 17%	92 18%	91 18%	69 14%	47 9%	180 13%
Tend/definitely disagree (Net)	2431 62%	1696 66%	94 62%	342 57%	282 50%	652 68%	502 62%	496 67%	342 57%	94 62%	282 50%	47 68%	283 57%	282 57%	325 65%	338 68%	379 76%	824 58%
Tend to disagree (2)	1397 36%	991 38%	44 30%	190 32%	162 29%	370 38%	310 39%	277 37%	190 32%	44 30%	162 29%	33 47%	195 39%	176 35%	187 38%	181 36%	214 43%	443 31%
Definitely disagree (1)	1034 26%	706 27%	49 33%	152 25%	120 21%	282 29%	191 24%	218 29%	152 25%	49 33%	120 21%	14 21%	88 18%	106 21%	138 28%	157 31%	165 33%	381 27%
Not applicable	2 *	-	-	-	2 *	-	-	-	-	-	2 *	-	-	-	-	-	-	2 *
Don't know	26 1%	16 1%	1 1%	5 1%	4 1%	3 *	5 1%	6 1%	5 1%	1 1%	4 1%	2 3%	2 *	1 *	2 *	4 1%	1 *	16 1%
Mean Score	2.41	2.32	2.35	2.50	2.78	2.23	2.41	2.33	2.50	2.35	2.78	2.27	2.62	2.53	2.28	2.23	2.10	2.53
Standard Deviation	1.24	1.18	1.28	1.26	1.36	1.13	1.19	1.25	1.26	1.28	1.36	1.02	1.24	1.20	1.13	1.19	1.10	1.31
Standard Error	0.020	0.023	0.103	0.059	0.050	0.037	0.043	0.045	0.059	0.103	0.050	0.129	0.053	0.053	0.052	0.054	0.049	0.035

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	955	531	424	94	121	116	167	137	138	182	187	260	268	240	378	93	414	69	204	323	424
	24%	28%	21%	30%	20%	18%	23%	23%	27%	34%	19%	21%	31%	29%	22%	17%	30%	25%	28%	22%	25%
Definitely agree	(5) 351	201	150	24	35	42	61	55	49	84	62	92	100	98	124	27	184	16	75	126	149
	9%	10%	7%	8%	6%	7%	8%	9%	10%	16%	6%	7%	12%	12%	7%	5%	13%	6%	10%	8%	9%
Tend to agree	(4) 604	330	274	70	86	73	106	82	89	98	125	169	168	142	254	66	230	53	129	197	275
	15%	17%	14%	22%	14%	11%	15%	14%	18%	18%	13%	13%	20%	17%	15%	12%	17%	20%	18%	13%	16%
Neither agree nor disagree	(3) 486	236	250	43	123	91	77	71	37	44	106	146	123	111	238	86	125	36	100	188	198
	12%	12%	12%	14%	20%	14%	11%	12%	7%	8%	11%	12%	14%	13%	14%	16%	9%	13%	14%	13%	12%
Tend/definitely disagree (Net)	2460	1144	1316	174	353	444	479	375	328	306	694	840	458	467	1096	359	828	164	406	978	1075
	63%	60%	66%	55%	58%	68%	66%	64%	65%	57%	70%	67%	54%	56%	64%	67%	60%	61%	57%	65%	63%
Tend to disagree	(2) 1278	638	640	117	199	229	234	200	162	136	349	434	267	228	590	187	402	93	191	495	592
	33%	33%	32%	37%	33%	35%	32%	34%	32%	25%	35%	35%	31%	28%	34%	35%	29%	34%	27%	33%	35%
Definitely disagree	(1) 1182	506	676	57	154	214	246	174	166	170	345	406	192	239	506	172	426	71	215	483	483
	30%	26%	34%	18%	26%	33%	34%	30%	33%	32%	35%	32%	23%	29%	29%	32%	31%	26%	30%	32%	28%
Not applicable	*	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-
	*	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	*	-	*	-	-
Don't know	21	6	15	4	7	1	3	1	1	5	2	5	4	10	6	1	12	2	7	7	7
	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	*	*	*	1%	*	*	1%	1%	1%	1%	*
Mean Score	2.40	2.52	2.29	2.64	2.41	2.23	2.31	2.39	2.39	2.61	2.20	2.28	2.67	2.55	2.36	2.24	2.52	2.44	2.52	2.32	2.42
Standard Deviation	1.30	1.33	1.27	1.23	1.18	1.21	1.30	1.30	1.36	1.48	1.22	1.25	1.33	1.38	1.25	1.17	1.42	1.23	1.36	1.28	1.29
Standard Error	0.021	0.031	0.028	0.088	0.055	0.048	0.049	0.055	0.054	0.056	0.038	0.036	0.049	0.045	0.032	0.053	0.035	0.096	0.046	0.031	0.035

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	955 24%	134 24%	564 25%	122 26%	134 23%	99 20%	66 15%	114 26%	676 26%	128 16%	265 23%	260 25%	297 33%
Definitely agree (5)	351 9%	47 8%	193 8%	51 11%	60 10%	35 7%	20 5%	49 11%	247 10%	37 5%	114 10%	85 8%	115 13%
Tend to agree (4)	604 15%	87 15%	371 16%	72 15%	74 13%	64 13%	46 11%	65 15%	429 17%	90 12%	151 13%	176 17%	182 20%
Neither agree nor disagree (3)	486 12%	73 13%	289 13%	70 15%	54 9%	83 17%	55 13%	64 15%	285 11%	70 9%	135 12%	166 16%	115 13%
Tend/definitely disagree (Net)	2460 63%	360 64%	1429 62%	273 58%	397 68%	304 62%	306 72%	251 58%	1600 62%	588 75%	764 65%	619 59%	473 53%
Tend to disagree (2)	1278 33%	151 27%	787 34%	146 31%	194 33%	155 32%	166 39%	135 31%	822 32%	260 33%	412 35%	345 33%	250 28%
Definitely disagree (1)	1182 30%	210 37%	642 28%	127 27%	203 35%	148 30%	140 33%	116 27%	778 30%	328 42%	352 30%	274 26%	223 25%
Not applicable	*	-	*	-	-	-	-	-	*	-	-	-	*
Don't know	21 1%	-	17 1%	2 *	2 *	1 *	-	4 1%	16 1%	-	3 *	5 *	9 1%
Mean Score	2.40	2.31	2.42	2.51	2.31	2.34	2.16	2.52	2.43	2.04	2.37	2.48	2.68
Standard Deviation	1.30	1.33	1.28	1.33	1.33	1.24	1.14	1.34	1.33	1.18	1.30	1.26	1.38
Standard Error	0.021	0.066	0.025	0.072	0.064	0.060	0.059	0.078	0.025	0.041	0.041	0.041	0.042

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	955	536	419	513	282	117	42	307	66	76	229	41	89	99	13	30
	24%	26%	23%	24%	23%	29%	36%	38%	33%	18%	29%	21%	13%	20%	23%	12%
Definitely agree (5)	351	196	155	205	86	44	15	130	23	20	84	15	25	38	3	12
	9%	9%	8%	10%	7%	11%	13%	16%	11%	5%	10%	8%	4%	8%	6%	5%
Tend to agree (4)	604	340	264	308	196	73	27	176	43	55	145	26	63	61	9	18
	15%	16%	14%	14%	16%	18%	23%	22%	21%	13%	18%	13%	9%	13%	17%	7%
Neither agree nor disagree (3)	486	264	222	267	150	58	10	164	33	34	116	30	48	30	5	19
	12%	13%	12%	12%	12%	14%	9%	21%	17%	8%	15%	15%	7%	6%	9%	7%
Tend/definitely disagree (Net)	2460	1276	1185	1363	802	231	64	323	100	313	450	126	537	359	35	209
	63%	61%	65%	63%	65%	57%	55%	41%	50%	74%	56%	64%	80%	73%	64%	81%
Tend to disagree (2)	1278	670	608	734	406	110	28	229	78	176	252	73	271	125	16	55
	33%	32%	33%	34%	33%	27%	24%	29%	39%	41%	31%	37%	40%	26%	29%	21%
Definitely disagree (1)	1182	606	577	629	396	121	37	94	22	137	199	53	266	234	19	154
	30%	29%	31%	29%	32%	30%	31%	12%	11%	32%	25%	27%	40%	48%	35%	60%
Not applicable	*	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	*	*	-	-	-	-	-	-	-	-
Don't know	21	12	9	14	5	2	1	4	1	2	3	*	-	2	2	-
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	*	*	-	*	4%	-
Mean Score	2.40	2.45	2.35	2.41	2.33	2.53	2.63	3.02	2.83	2.16	2.58	2.37	1.98	2.06	2.28	1.76
Standard Deviation	1.30	1.31	1.29	1.30	1.27	1.36	1.46	1.28	1.22	1.16	1.32	1.22	1.09	1.32	1.30	1.15
Standard Error	0.021	0.029	0.030	0.028	0.036	0.066	0.123	0.045	0.089	0.058	0.046	0.093	0.043	0.058	0.185	0.070

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	955	289	167	244	97	158	60	452	57	225	160	170	113	141	110	21	28	4
	24%	18%	23%	30%	40%	28%	12%	28%	15%	26%	30%	21%	23%	26%	23%	25%	20%	10%
Definitely agree (5)	351	94	51	103	54	48	19	186	24	63	59	65	47	54	29	7	8	-
	9%	6%	7%	13%	22%	9%	4%	11%	6%	7%	11%	8%	10%	10%	6%	8%	5%	-
Tend to agree (4)	604	195	116	140	43	110	42	266	34	162	100	105	66	86	81	14	20	4
	15%	12%	16%	17%	18%	20%	8%	16%	9%	19%	19%	13%	14%	16%	17%	18%	14%	10%
Neither agree nor disagree (3)	486	138	92	101	46	110	33	235	11	139	69	83	69	76	48	8	16	4
	12%	9%	13%	12%	19%	20%	6%	14%	3%	16%	13%	10%	14%	14%	10%	10%	12%	11%
Tend/definitely disagree (Net)	2460	1145	463	476	96	279	429	935	313	489	295	562	301	320	322	53	95	27
	63%	73%	64%	58%	40%	50%	82%	57%	82%	57%	56%	69%	62%	59%	67%	65%	67%	79%
Tend to disagree (2)	1278	530	273	268	52	154	192	542	145	261	138	300	161	179	171	18	52	15
	33%	34%	38%	33%	22%	27%	37%	33%	38%	30%	26%	37%	33%	33%	36%	22%	37%	44%
Definitely disagree (1)	1182	615	190	208	44	125	237	392	168	228	157	262	140	141	151	35	43	12
	30%	39%	26%	25%	18%	22%	45%	24%	44%	27%	30%	32%	29%	26%	31%	43%	30%	35%
Not applicable	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-
Don't know	21	2	1	1	2	15	3	11	-	5	2	4	1	3	-	-	2	-
	1%	*	*	*	1%	3%	1%	1%	-	1%	*	1%	*	1%	-	-	1%	-
Mean Score	2.40	2.12	2.40	2.59	3.04	2.64	1.88	2.58	1.95	2.50	2.55	2.28	2.42	2.50	2.31	2.26	2.26	1.96
Standard Deviation	1.30	1.22	1.23	1.36	1.43	1.27	1.07	1.32	1.18	1.27	1.38	1.26	1.30	1.31	1.24	1.38	1.20	0.95
Standard Error	0.021	0.031	0.048	0.047	0.092	0.052	0.047	0.033	0.060	0.044	0.058	0.045	0.061	0.057	0.057	0.144	0.096	0.173

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	955 24%	586 23%	41 27%	157 26%	163 29%	209 22%	196 24%	169 23%	157 26%	41 27%	163 29%	13 19%	143 29%	111 22%	117 23%	118 24%	103 21%	363 25%
Definitely agree (5)	351 9%	210 8%	13 9%	64 11%	62 11%	70 7%	75 9%	64 9%	64 11%	13 9%	62 11%	1 1%	65 13%	45 9%	45 9%	38 8%	27 5%	132 9%
Tend to agree (4)	604 15%	376 15%	28 19%	93 16%	101 18%	138 14%	121 15%	105 14%	93 16%	28 19%	101 18%	12 18%	78 16%	66 13%	72 14%	80 16%	77 15%	231 16%
Neither agree nor disagree (3)	486 12%	304 12%	26 17%	83 14%	73 13%	121 13%	101 13%	74 10%	83 14%	26 17%	73 13%	7 11%	66 13%	78 16%	65 13%	59 12%	47 9%	171 12%
Tend/definitely disagree (Net)	2460 63%	1680 65%	82 55%	355 59%	324 57%	628 65%	502 62%	501 67%	355 59%	82 55%	324 57%	49 70%	287 57%	309 62%	315 63%	321 64%	348 70%	880 62%
Tend to disagree (2)	1278 33%	896 35%	40 27%	179 30%	151 27%	340 35%	284 35%	249 33%	179 30%	40 27%	151 27%	23 33%	166 33%	170 34%	169 34%	163 33%	179 36%	432 30%
Definitely disagree (1)	1182 30%	783 30%	42 28%	175 29%	173 31%	287 30%	218 27%	252 34%	175 29%	42 28%	173 31%	26 37%	121 24%	140 28%	146 29%	158 32%	169 34%	449 31%
Not applicable	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*
Don't know	21 1%	10 *	1 1%	4 1%	6 1%	5 1%	5 1%	* *	4 1%	1 1%	6 1%	-	3 1%	-	2 *	1 *	1 *	16 1%
Mean Score	2.40	2.35	2.54	2.48	2.51	2.34	2.44	2.30	2.48	2.54	2.51	2.13	2.60	2.41	2.40	2.35	2.22	2.41
Standard Deviation	1.30	1.27	1.31	1.34	1.38	1.25	1.29	1.30	1.34	1.31	1.38	1.14	1.35	1.27	1.29	1.28	1.22	1.33
Standard Error	0.021	0.025	0.106	0.063	0.051	0.041	0.046	0.047	0.063	0.106	0.051	0.141	0.058	0.056	0.059	0.059	0.054	0.036

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	269	152	117	32	49	35	45	34	35	38	37	74	69	89	110	26	106	26	65	114	87
	7%	8%	6%	10%	8%	5%	6%	6%	7%	7%	4%	6%	8%	11%	6%	5%	8%	10%	9%	8%	5%
Definitely agree	(5) 106	62	44	14	12	14	25	14	12	15	17	30	27	31	49	8	38	11	27	44	35
	3%	3%	2%	4%	2%	2%	3%	2%	2%	3%	2%	2%	3%	4%	3%	2%	3%	4%	4%	3%	2%
Tend to agree	(4) 163	90	73	18	38	21	20	20	23	23	20	43	42	58	62	18	68	15	38	71	52
	4%	5%	4%	6%	6%	3%	3%	3%	5%	4%	2%	3%	5%	7%	4%	3%	5%	5%	5%	5%	3%
Neither agree nor disagree	(3) 528	269	259	56	93	90	109	82	54	44	114	152	146	115	264	82	145	36	100	182	246
	13%	14%	13%	18%	15%	14%	15%	14%	11%	8%	12%	12%	17%	14%	15%	15%	11%	13%	14%	12%	14%
Tend/definitely disagree (Net)	3106	1490	1616	226	459	521	570	467	415	447	833	1024	633	616	1338	431	1114	209	546	1190	1368
	79%	78%	81%	72%	76%	80%	79%	80%	82%	83%	84%	82%	74%	74%	78%	80%	81%	77%	76%	79%	80%
Tend to disagree	(2) 1176	594	582	107	202	201	190	144	139	292	393	260	230	539	169	382	82	203	464	508	
	30%	31%	29%	34%	33%	31%	26%	33%	29%	26%	30%	31%	30%	28%	31%	31%	28%	30%	28%	31%	30%
Definitely disagree	(1) 1930	896	1034	119	258	320	381	274	271	308	541	631	373	385	799	262	732	127	343	726	860
	49%	47%	52%	38%	43%	49%	52%	47%	54%	57%	55%	50%	44%	47%	46%	48%	53%	47%	48%	48%	50%
Not applicable	5	4	1	-	-	2	-	-	-	3	3	1	-	1	2	*	2	-	2	2	*
	*	*	*	-	-	*	-	-	-	*	*	*	-	*	*	*	*	-	*	*	*
Don't know	16	3	13	2	2	3	2	-	1	6	2	2	5	7	3	1	12	-	4	9	2
	*	*	1%	1%	*	*	*	-	*	1%	*	*	1%	1%	*	*	1%	-	1%	1%	*
Mean Score	1.81	1.86	1.75	2.05	1.91	1.78	1.78	1.81	1.73	1.67	1.66	1.76	1.93	1.93	1.85	1.78	1.75	1.89	1.88	1.82	1.76
Standard Deviation	1.00	1.04	0.96	1.09	1.00	0.95	1.03	0.97	0.98	1.00	0.89	0.96	1.05	1.11	1.00	0.93	1.02	1.08	1.08	1.02	0.95
Standard Error	0.016	0.024	0.021	0.078	0.046	0.038	0.039	0.041	0.039	0.038	0.028	0.028	0.038	0.036	0.025	0.042	0.025	0.084	0.036	0.025	0.026

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	269 7%	41 7%	170 7%	29 6%	29 5%	37 8%	19 4%	28 6%	185 7%	30 4%	57 5%	69 7%	112 12%
Definitely agree (5)	106 3%	18 3%	63 3%	11 2%	14 2%	14 3%	9 2%	17 4%	66 3%	7 1%	26 2%	26 3%	46 5%
Tend to agree (4)	163 4%	24 4%	107 5%	18 4%	15 2%	23 5%	10 2%	11 2%	119 5%	23 3%	31 3%	43 4%	66 7%
Neither agree nor disagree (3)	528 13%	64 11%	319 14%	58 12%	85 15%	85 17%	56 13%	79 18%	307 12%	78 10%	151 13%	181 17%	115 13%
Tend/definitely disagree (Net)	3106 79%	459 81%	1796 78%	377 81%	473 80%	364 75%	352 82%	323 75%	2066 80%	676 86%	956 82%	799 76%	655 73%
Tend to disagree (2)	1176 30%	166 29%	743 32%	116 25%	150 26%	148 30%	137 32%	117 27%	774 30%	222 28%	356 31%	331 31%	258 29%
Definitely disagree (1)	1930 49%	292 52%	1053 46%	261 56%	323 55%	217 44%	214 50%	206 48%	1293 50%	454 58%	600 51%	469 45%	398 44%
Not applicable	5 *	2 *	* *	2 *	* *	- -	- -	- -	5 *	3 *	* *	- -	2 *
Don't know	16 *	- -	14 1%	2 *	- -	* *	1 *	2 *	13 1%	- -	2 *	1 *	10 1%
Mean Score	1.81	1.77	1.86	1.71	1.72	1.91	1.74	1.87	1.79	1.61	1.74	1.88	1.98
Standard Deviation	1.00	1.02	1.01	0.99	0.97	1.03	0.92	1.05	1.00	0.85	0.94	1.00	1.16
Standard Error	0.016	0.051	0.019	0.053	0.046	0.050	0.048	0.061	0.019	0.029	0.030	0.032	0.035

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	269	150	119	144	82	35	8	87	14	40	47	13	25	19	8	14
	7%	7%	6%	7%	7%	9%	6%	11%	7%	9%	6%	6%	4%	4%	15%	5%
Definitely agree (5)	106	57	49	48	34	19	4	37	3	14	17	7	8	10	4	4
	3%	3%	3%	2%	3%	5%	4%	5%	1%	3%	2%	4%	1%	2%	7%	1%
Tend to agree (4)	163	93	70	96	47	16	3	51	11	26	30	5	17	9	4	10
	4%	4%	4%	4%	4%	4%	3%	6%	6%	6%	4%	3%	3%	2%	8%	4%
Neither agree nor disagree (3)	528	296	231	296	162	50	18	195	36	33	111	29	65	36	5	9
	13%	14%	13%	14%	13%	12%	16%	24%	18%	8%	14%	15%	10%	7%	8%	3%
Tend/definitely disagree (Net)	3106	1635	1471	1705	989	322	90	514	149	350	633	156	584	433	40	237
	79%	78%	80%	79%	80%	79%	76%	64%	74%	83%	79%	79%	87%	88%	73%	91%
Tend to disagree (2)	1176	633	543	667	359	122	27	241	77	136	272	66	199	120	13	50
	30%	30%	30%	31%	29%	30%	23%	30%	39%	32%	34%	33%	29%	24%	24%	19%
Definitely disagree (1)	1930	1002	928	1037	631	200	62	272	72	214	361	90	385	314	27	187
	49%	48%	51%	48%	51%	49%	53%	34%	36%	50%	45%	46%	57%	64%	49%	72%
Not applicable	5	2	3	1	3	-	1	1	-	-	3	-	-	-	-	-
	*	*	*	*	*	-	1%	*	-	-	*	-	-	-	-	-
Don't know	16	6	10	11	3	*	1	2	1	1	5	-	-	3	2	-
	*	*	1%	1%	*	*	1%	*	1%	*	1%	-	-	1%	4%	-
Mean Score	1.81	1.83	1.78	1.81	1.78	1.85	1.79	2.17	1.98	1.80	1.83	1.86	1.61	1.53	1.97	1.43
Standard Deviation	1.00	1.01	0.99	0.98	1.00	1.08	1.06	1.11	0.95	1.04	0.96	1.01	0.85	0.87	1.27	0.85
Standard Error	0.016	0.023	0.023	0.021	0.029	0.052	0.090	0.039	0.069	0.052	0.033	0.076	0.034	0.039	0.179	0.052

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	269	90	44	52	32	50	39	105	24	57	43	43	34	38	30	2	4	4
	7%	6%	6%	6%	13%	9%	7%	6%	6%	7%	8%	5%	7%	7%	6%	3%	3%	11%
Definitely agree (5)	106	31	19	21	20	15	12	36	10	25	23	13	8	16	13	1	*	2
	3%	2%	3%	3%	8%	3%	2%	2%	3%	3%	4%	2%	2%	3%	3%	2%	*	7%
Tend to agree (4)	163	59	26	31	12	35	27	69	15	33	20	30	26	22	17	1	4	1
	4%	4%	4%	4%	5%	6%	5%	4%	4%	4%	4%	4%	5%	4%	3%	1%	3%	4%
Neither agree nor disagree (3)	528	136	101	133	43	114	32	265	28	135	69	113	57	91	61	8	14	-
	13%	9%	14%	16%	18%	20%	6%	16%	7%	16%	13%	14%	12%	17%	13%	10%	10%	-
Tend/definitely disagree (Net)	3106	1344	577	635	162	388	454	1251	330	660	412	658	392	409	386	71	121	31
	79%	85%	80%	77%	67%	69%	86%	77%	86%	77%	78%	80%	81%	76%	80%	87%	85%	89%
Tend to disagree (2)	1176	462	231	258	52	174	158	510	98	261	149	257	161	150	140	15	46	12
	30%	29%	32%	31%	21%	31%	30%	31%	26%	30%	28%	31%	33%	28%	29%	18%	32%	36%
Definitely disagree (1)	1930	882	346	377	111	214	296	741	232	398	262	401	231	259	246	56	75	18
	49%	56%	48%	46%	46%	38%	56%	45%	61%	46%	50%	49%	48%	48%	51%	69%	53%	53%
Not applicable	5	3	-	-	-	2	-	1	-	3	1	-	-	2	-	-	*	-
	*	*	-	-	-	*	-	*	-	*	-	-	-	*	-	-	*	-
Don't know	16	1	-	3	3	9	-	11	-	3	2	3	1	2	1	-	2	-
	*	*	-	*	1%	2%	-	1%	-	*	*	*	*	*	*	-	1%	-
Mean Score	1.81	1.66	1.81	1.85	2.07	2.03	1.67	1.86	1.62	1.85	1.84	1.77	1.80	1.86	1.76	1.49	1.63	1.76
Standard Deviation	1.00	0.93	0.98	0.99	1.27	1.05	0.96	0.99	0.96	1.01	1.08	0.93	0.96	1.03	0.99	0.85	0.80	1.15
Standard Error	0.016	0.024	0.038	0.034	0.082	0.043	0.042	0.025	0.049	0.035	0.045	0.033	0.045	0.045	0.045	0.089	0.065	0.209

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	269 7%	156 6%	14 9%	43 7%	51 9%	49 5%	52 6%	46 6%	43 7%	14 9%	51 9%	8 12%	51 10%	35 7%	33 7%	27 5%	23 5%	100 7%
Definitely agree	(5) 106 3%	54 2%	6 4%	23 4%	21 4%	19 2%	18 2%	17 2%	23 4%	6 4%	21 4%	1 1%	17 3%	12 2%	11 2%	17 3%	6 1%	43 3%
Tend to agree	(4) 163 4%	101 4%	8 5%	20 3%	30 5%	30 3%	34 4%	29 4%	20 3%	8 5%	30 5%	8 11%	34 7%	23 5%	22 5%	10 2%	17 3%	57 4%
Neither agree nor disagree	(3) 528 13%	345 13%	17 11%	83 14%	83 15%	133 14%	110 14%	93 13%	83 14%	17 11%	83 15%	9 13%	73 15%	87 17%	84 17%	63 13%	64 13%	157 11%
Tend/definitely disagree (Net)	3106 79%	2068 80%	119 79%	469 78%	427 75%	776 81%	641 80%	602 81%	469 78%	119 79%	427 75%	49 71%	371 74%	376 75%	381 77%	408 82%	411 82%	1159 81%
Tend to disagree	(2) 1176 30%	781 30%	49 33%	182 30%	154 27%	284 30%	252 31%	224 30%	182 30%	49 33%	154 27%	21 30%	157 31%	155 31%	159 32%	148 30%	151 30%	406 28%
Definitely disagree	(1) 1930 49%	1287 50%	70 47%	287 48%	273 48%	492 51%	389 48%	378 51%	287 48%	70 47%	273 48%	28 41%	214 43%	220 44%	222 45%	260 52%	260 52%	753 53%
Not applicable	5 *	3 *	-	-	2 *	-	-	2 *	-	-	2 *	-	1 1%	-	-	-	-	4 *
Don't know	16 *	9 *	-	3 1%	4 1%	3 *	2 *	1 *	3 1%	-	4 1%	2 3%	3 1%	1 *	-	1 *	1 *	11 1%
Mean Score	1.81	1.78	1.87	1.84	1.88	1.75	1.80	1.76	1.84	1.87	1.88	1.97	1.95	1.90	1.88	1.75	1.71	1.75
Standard Deviation	1.00	0.97	1.07	1.04	1.08	0.95	0.98	0.97	1.04	1.07	1.08	1.06	1.08	1.01	0.99	0.99	0.90	1.01
Standard Error	0.016	0.019	0.086	0.049	0.040	0.031	0.035	0.035	0.049	0.086	0.040	0.133	0.047	0.045	0.046	0.045	0.040	0.027

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

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

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

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
I don't really do anything that is environmentally friendly	150 4%	77 4%	73 4%	29 9%	34 6%	15 2%	25 3%	24 4%	11 2%	12 2%	18 2%	32 3%	26 3%	74 9%	41 2%	17 3%	66 5%	26 10%	61 8%	49 3%	40 2%
I do one or two things that are environmentally friendly	1277 33%	664 35%	613 31%	144 46%	258 43%	252 39%	205 28%	148 25%	129 26%	141 26%	311 31%	392 31%	301 35%	273 33%	624 36%	184 34%	357 26%	108 40%	208 29%	445 30%	624 37%
I do quite a few things that are environmentally friendly	1671 43%	784 41%	887 44%	112 35%	222 37%	286 44%	353 49%	287 49%	215 43%	197 37%	453 46%	555 44%	369 43%	293 35%	761 44%	246 46%	558 40%	100 37%	233 33%	673 45%	764 45%
I'm environmentally friendly in most things I do	735 19%	353 18%	382 19%	25 8%	82 14%	87 13%	126 17%	115 20%	138 27%	162 30%	199 20%	255 20%	127 15%	154 19%	259 15%	88 16%	348 25%	33 12%	175 24%	296 20%	261 15%
I'm environmentally friendly in everything I do	71 2%	32 2%	38 2%	4 1%	5 1%	10 2%	14 2%	11 2%	11 2%	16 3%	8 1%	15 1%	23 3%	25 3%	29 2%	4 1%	36 3%	1 1%	30 4%	27 2%	14 1%
Don't know	19 *	6 *	13 1%	2 1%	4 1%	1 *	2 *	- -	- -	10 2%	- -	4 *	6 1%	9 1%	3 *	- -	14 1%	2 1%	9 1%	8 1%	2 *

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
I don't really do anything that is environmentally friendly	150 4%	34 6%	97 4%	14 3%	5 1%	22 4%	5 1%	27 6%	97 4%	17 2%	42 4%	39 4%	51 6%
I do one or two things that are environmentally friendly	1277 33%	126 22%	830 36%	154 33%	166 28%	181 37%	135 32%	156 36%	805 31%	227 29%	383 33%	361 34%	297 33%
I do quite a few things that are environmentally friendly	1671 43%	231 41%	957 42%	201 43%	282 48%	201 41%	221 52%	184 42%	1066 41%	375 48%	520 45%	447 43%	319 36%
I'm environmentally friendly in most things I do	735 19%	155 27%	362 16%	94 20%	124 21%	78 16%	59 14%	56 13%	542 21%	159 20%	204 18%	186 18%	183 20%
I'm environmentally friendly in everything I do	71 2%	20 4%	38 2%	3 1%	10 2%	5 1%	6 1%	10 2%	50 2%	9 1%	17 1%	13 1%	30 3%
Don't know	19 *	- -	16 1%	2 *	2 *	2 *	* *	- -	17 1%	- -	- -	5 *	15 2%

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

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

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
I don't really do anything that is environmentally friendly	150 4%	69 3%	81 4%	71 3%	37 3%	36 9%	6 5%	107 13%	15 8%	24 6%	-	-	-	-	-	-
I do one or two things that are environmentally friendly	1277 33%	774 37%	503 27%	772 36%	363 29%	100 24%	42 36%	691 87%	185 92%	400 94%	-	-	-	-	-	-
I do quite a few things that are environmentally friendly	1671 43%	896 43%	775 42%	933 43%	565 46%	146 36%	27 23%	-	-	-	799 100%	198 100%	674 100%	-	-	-
I'm environmentally friendly in most things I do	735 19%	320 15%	415 23%	349 16%	248 20%	100 25%	38 32%	-	-	-	-	-	-	449 92%	48 88%	237 91%
I'm environmentally friendly in everything I do	71 2%	21 1%	50 3%	25 1%	20 2%	25 6%	1 1%	-	-	-	-	-	-	42 8%	7 12%	22 9%
Don't know	19 *	8 *	11 1%	7 *	7 1%	1 *	4 3%	-	-	-	-	-	-	-	-	-

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
I don't really do anything that is environmentally friendly	150 4%	34 2%	12 2%	32 4%	29 12%	43 8%	6 1%	65 4%	4 1%	33 4%	42 8%	18 2%	12 2%	27 5%	5 1%	2 2%	2 2%	- -
I do one or two things that are environmentally friendly	1277 33%	425 27%	237 33%	295 36%	77 32%	243 43%	135 26%	637 39%	69 18%	294 34%	142 27%	257 31%	174 36%	233 43%	130 27%	26 32%	45 31%	5 15%
I do quite a few things that are environmentally friendly	1671 43%	722 46%	333 46%	344 42%	87 36%	185 33%	249 48%	684 42%	205 54%	360 42%	173 33%	390 48%	225 46%	208 38%	242 50%	40 48%	63 45%	21 61%
I'm environmentally friendly in most things I do	735 19%	356 23%	137 19%	129 16%	43 18%	69 12%	122 23%	227 14%	97 26%	151 18%	138 26%	144 18%	67 14%	68 13%	98 20%	13 15%	28 20%	8 22%
I'm environmentally friendly in everything I do	71 2%	34 2%	3 *	19 2%	5 2%	10 2%	11 2%	14 1%	7 2%	13 1%	26 5%	7 1%	6 1%	4 1%	6 1%	2 2%	3 2%	1 2%
Don't know	19 *	3 *	- -	2 *	1 *	13 2%	1 *	6 *	- -	7 1%	5 1%	2 *	1 *	1 *	- -	- -	- -	- -

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
I don't really do anything that is environmentally friendly	150 4%	65 3%	5 4%	23 4%	55 10%	16 2%	22 3%	23 3%	23 4%	5 4%	55 10%	4 6%	44 9%	21 4%	18 4%	5 1%	12 3%	50 3%
I do one or two things that are environmentally friendly	1277 33%	869 34%	52 35%	191 32%	156 28%	342 36%	263 33%	238 32%	191 32%	52 35%	156 28%	26 38%	160 32%	157 31%	151 30%	174 35%	154 31%	481 34%
I do quite a few things that are environmentally friendly	1671 43%	1188 46%	57 38%	238 40%	177 31%	440 46%	394 49%	325 44%	238 40%	57 38%	177 31%	28 41%	173 35%	210 42%	235 47%	227 45%	254 51%	573 40%
I'm environmentally friendly in most things I do	735 19%	424 16%	30 20%	130 22%	145 26%	153 16%	113 14%	148 20%	130 22%	30 20%	145 26%	10 14%	105 21%	89 18%	79 16%	89 18%	77 15%	296 21%
I'm environmentally friendly in everything I do	71 2%	29 1%	5 4%	11 2%	25 4%	9 1%	12 1%	8 1%	11 2%	5 4%	25 4%	* 1%	14 3%	22 4%	12 2%	3 1%	2 *	18 1%
Don't know	19 *	4 *	* *	6 1%	9 2%	1 *	- -	3 *	6 1%	* *	9 2%	- -	3 1%	* *	2 *	1 *	- -	13 1%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
I'm happy with what I do at the moment	2103 54%	1073 56%	1030 51%	160 51%	279 46%	287 44%	332 46%	296 51%	321 64%	428 80%	434 44%	620 49%	509 60%	540 65%	799 46%	244 45%	924 67%	127 47%	438 61%	816 54%	847 50%
I'd like to do a bit more to help the environment	1587 40%	726 38%	861 43%	141 45%	292 48%	325 50%	334 46%	249 43%	151 30%	95 18%	482 49%	550 44%	314 37%	242 29%	803 47%	258 48%	391 28%	131 48%	220 31%	602 40%	764 45%
I'd like to do a lot more to help the environment	223 6%	112 6%	111 6%	14 4%	34 6%	38 6%	57 8%	37 6%	32 6%	12 2%	74 8%	80 6%	28 3%	40 5%	115 7%	37 7%	55 4%	14 5%	51 7%	78 5%	94 5%
Don't know	10 *	7 *	3 *	- -	- -	1 *	3 *	2 *	* *	4 1%	- -	3 *	1 *	6 1%	1 *	- -	9 1%	- -	8 1%	2 *	- -

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
I'm happy with what I do at the moment	2103 54%	226 40%	1261 55%	296 63%	320 54%	201 41%	201 47%	192 44%	1508 59%	281 36%	568 49%	620 59%	620 69%
I'd like to do a bit more to help the environment	1587 40%	305 54%	893 39%	151 32%	238 40%	250 51%	196 46%	215 50%	925 36%	429 55%	534 46%	390 37%	225 25%
I'd like to do a lot more to help the environment	223 6%	34 6%	138 6%	20 4%	30 5%	35 7%	29 7%	25 6%	133 5%	76 10%	65 6%	40 4%	42 5%
Don't know	10 *	3 1%	7 *	- -	- -	- -	- -	- -	10 *	- -	* *	2 *	8 1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
I'm happy with what I do at the moment	2103 54%	1128 54%	975 53%	1185 55%	633 51%	204 50%	81 68%	798 100%	-	-	799 100%	-	-	491 100%	-	-
I'd like to do a bit more to help the environment	1587 40%	865 41%	722 39%	859 40%	527 43%	172 42%	29 25%	-	191 96%	366 86%	-	182 92%	592 88%	-	48 88%	208 80%
I'd like to do a lot more to help the environment	223 6%	95 5%	128 7%	112 5%	77 6%	28 7%	6 5%	-	9 4%	59 14%	-	16 8%	82 12%	-	7 12%	51 20%
Don't know	10 *	* *	10 1%	2 *	2 *	4 1%	2 2%	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
I'm happy with what I do at the moment	2103 54%	662 42%	360 50%	534 65%	178 74%	368 65%	192 37%	992 61%	123 32%	510 59%	285 54%	387 47%	252 52%	327 61%	185 39%	44 54%	78 55%	14 40%
I'd like to do a bit more to help the environment	1587 40%	768 49%	333 46%	262 32%	56 23%	169 30%	279 53%	580 36%	211 55%	316 37%	201 38%	386 47%	206 43%	189 35%	256 53%	33 41%	56 39%	18 53%
I'd like to do a lot more to help the environment	223 6%	138 9%	30 4%	26 3%	7 3%	22 4%	53 10%	59 4%	47 12%	30 3%	34 7%	45 5%	26 5%	24 4%	39 8%	5 6%	7 5%	2 7%
Don't know	10 *	5 *	-	-	-	5 1%	*	1 *	-	2 *	6 1%	*	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
I'm happy with what I do at the moment	2103 54%	1287 50%	83 55%	361 60%	356 63%	438 46%	419 52%	401 54%	361 60%	83 55%	356 63%	30 43%	306 61%	302 61%	262 52%	222 45%	188 38%	823 58%
I'd like to do a bit more to help the environment	1587 40%	1145 44%	46 31%	214 36%	174 31%	454 47%	338 42%	313 42%	214 36%	46 31%	174 31%	39 57%	166 33%	176 35%	206 41%	243 49%	273 55%	524 37%
I'd like to do a lot more to help the environment	223 6%	148 6%	19 13%	21 4%	32 6%	69 7%	47 6%	31 4%	21 4%	19 13%	32 6%	* 1%	25 5%	20 4%	31 6%	34 7%	38 8%	76 5%
Don't know	10 *	* *	2 1%	2 *	6 1%	* *	- -	- -	2 *	2 1%	6 1%	- -	1 *	1 *	- -	1 *	- -	7 1%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Climate change is not happening (Net)	314	186	127	32	42	35	49	44	46	66	58	92	79	84	128	31	129	22	57	124	132
	8%	10%	6%	10%	7%	5%	7%	7%	9%	12%	6%	7%	9%	10%	7%	6%	9%	8%	8%	8%	8%
Climate change is definitely not happening	113	72	41	7	17	10	19	19	18	23	23	31	19	40	41	12	50	11	22	42	49
	3%	4%	2%	2%	3%	2%	3%	3%	4%	4%	2%	3%	2%	5%	2%	2%	4%	4%	3%	3%	3%
Climate change is probably not happening	201	114	87	24	26	24	30	24	28	44	35	61	60	45	87	20	79	12	35	82	84
	5%	6%	4%	8%	4%	4%	4%	4%	6%	8%	4%	5%	7%	5%	5%	4%	6%	4%	5%	5%	5%
I'm not sure if climate change is happening	928	442	486	82	136	136	164	124	132	153	189	283	232	224	374	141	359	52	175	359	393
	24%	23%	24%	26%	23%	21%	23%	21%	26%	28%	19%	23%	27%	27%	22%	26%	26%	19%	24%	24%	23%
Climate change is happening (Net)	2682	1289	1392	202	425	481	513	415	326	319	743	877	541	520	1216	367	891	196	485	1014	1179
	68%	67%	69%	64%	70%	74%	71%	71%	65%	59%	75%	70%	63%	63%	71%	68%	65%	72%	68%	68%	69%
Climate change is probably happening	1335	614	720	111	219	202	251	211	165	176	371	453	278	233	602	218	430	80	228	507	598
	34%	32%	36%	35%	36%	31%	35%	36%	33%	33%	37%	36%	33%	28%	35%	40%	31%	30%	32%	34%	35%
Climate change is definitely happening	1347	675	672	91	207	279	262	204	161	143	372	425	263	287	615	150	461	116	258	507	581
	34%	35%	34%	29%	34%	43%	36%	35%	32%	27%	38%	34%	31%	35%	36%	28%	33%	43%	36%	34%	34%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Climate change is not happening (Net)	314	36	210	33	35	29	16	35	234	34	92	85	99
	8%	6%	9%	7%	6%	6%	4%	8%	9%	4%	8%	8%	11%
Climate change is definitely not happening	113	17	73	11	13	18	3	10	81	17	36	22	37
	3%	3%	3%	2%	2%	4%	1%	2%	3%	2%	3%	2%	4%
Climate change is probably not happening	201	19	137	22	23	11	12	25	153	17	56	63	62
	5%	3%	6%	5%	4%	2%	3%	6%	6%	2%	5%	6%	7%
I'm not sure if climate change is happening	928	84	567	121	156	125	88	125	590	100	260	293	269
	24%	15%	25%	26%	26%	26%	21%	29%	23%	13%	22%	28%	30%
Climate change is happening (Net)	2682	447	1524	314	397	333	323	273	1752	653	815	673	527
	68%	79%	66%	67%	68%	68%	76%	63%	68%	83%	70%	64%	59%
Climate change is probably happening	1335	217	751	170	196	154	166	132	882	284	395	392	255
	34%	38%	33%	36%	33%	32%	39%	31%	34%	36%	34%	37%	29%
Climate change is definitely happening	1347	229	773	144	201	179	157	141	870	369	420	282	272
	34%	40%	34%	31%	34%	37%	37%	33%	34%	47%	36%	27%	30%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Climate change is not happening (Net)	314	186	128	174	92	37	10	136	14	18	74	13	10	37	8	3
Climate change is definitely not happening	113	65	47	60	33	14	5	58	2	5	17	3	2	19	2	3
Climate change is probably not happening	201	120	80	114	59	23	5	78	12	13	56	10	8	17	5	-
I'm not sure if climate change is happening	928	531	397	556	258	73	41	263	68	69	222	61	87	104	11	27
Climate change is happening (Net)	2682	1371	1311	1427	890	298	67	399	118	337	503	124	577	351	36	228
Climate change is probably happening	1335	666	668	718	444	142	31	241	67	155	296	71	257	148	15	83
Climate change is definitely happening	1347	705	642	709	445	156	36	158	51	182	207	53	320	202	21	145

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Climate change is not happening (Net)	314	40	49	63	120	42	17	157	10	82	47	59	40	59	36	6	12	1
	8%	3%	7%	8%	50%	7%	3%	10%	3%	10%	9%	7%	8%	11%	8%	7%	8%	4%
Climate change is definitely not happening	113	21	8	13	59	11	6	54	6	27	19	25	7	23	13	5	4	1
	3%	1%	1%	2%	24%	2%	1%	3%	2%	3%	4%	3%	2%	4%	3%	6%	3%	3%
Climate change is probably not happening	201	18	41	49	62	30	11	103	4	55	27	34	32	36	23	1	8	*
	5%	1%	6%	6%	26%	5%	2%	6%	1%	6%	5%	4%	7%	5%	1%	6%	1%	1%
I'm not sure if climate change is happening	928	115	140	287	68	319	80	476	35	222	114	191	128	153	85	16	33	4
	24%	7%	19%	35%	28%	56%	15%	29%	9%	26%	22%	23%	26%	28%	18%	20%	23%	11%
Climate change is happening (Net)	2682	1419	534	472	53	204	427	1000	336	553	365	568	317	328	358	60	97	29
	68%	90%	74%	57%	22%	36%	82%	61%	88%	64%	69%	69%	65%	61%	75%	73%	69%	84%
Climate change is probably happening	1335	516	331	311	37	140	176	542	133	311	173	277	160	175	186	27	42	16
	34%	33%	46%	38%	15%	25%	34%	33%	35%	36%	33%	34%	33%	32%	39%	33%	30%	48%
Climate change is definitely happening	1347	903	203	161	16	63	251	458	204	242	192	290	157	153	172	33	55	13
	34%	57%	28%	20%	7%	11%	48%	28%	53%	28%	37%	35%	32%	28%	36%	40%	39%	36%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Climate change is not happening (Net)	314	213	11	41	46	83	63	64	41	11	46	3	43	38	37	40	22	134
	8%	8%	8%	7%	8%	9%	8%	9%	7%	8%	8%	5%	9%	8%	7%	8%	4%	9%
Climate change is definitely not happening	113	78	3	12	20	31	19	27	12	3	20	3	27	13	5	9	11	49
	3%	3%	2%	2%	3%	3%	2%	4%	2%	2%	3%	4%	5%	3%	1%	2%	2%	3%
Climate change is probably not happening	201	135	9	29	26	52	44	37	29	9	26	1	16	25	31	31	12	85
	5%	5%	6%	5%	5%	5%	6%	5%	5%	6%	5%	1%	3%	5%	6%	6%	2%	6%
I'm not sure if climate change is happening	928	610	30	138	145	231	182	172	138	30	145	26	142	114	135	103	86	347
	24%	24%	20%	23%	26%	24%	23%	23%	23%	20%	26%	37%	29%	23%	27%	21%	17%	24%
Climate change is happening (Net)	2682	1757	108	419	377	648	559	509	419	108	377	40	313	346	327	356	390	949
	68%	68%	72%	70%	66%	67%	70%	68%	70%	72%	66%	58%	63%	69%	66%	71%	78%	66%
Climate change is probably happening	1335	884	55	212	173	319	304	246	212	55	173	15	132	175	161	185	199	483
	34%	34%	37%	35%	30%	33%	38%	33%	35%	37%	30%	21%	27%	35%	32%	37%	40%	34%
Climate change is definitely happening	1347	873	54	207	204	329	255	263	207	54	204	26	181	171	166	171	191	466
	34%	34%	36%	35%	36%	34%	32%	35%	35%	36%	36%	37%	36%	34%	33%	34%	38%	33%

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

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

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Human activity is not changing the climate (Net)	382	243	138	31	40	39	76	49	60	86	68	119	101	94	156	33	161	29	75	152	155
	10%	13%	7%	10%	7%	6%	10%	8%	12%	16%	7%	9%	12%	11%	9%	6%	12%	11%	10%	10%	9%
Human activity is definitely not changing the world's climate	140	81	58	14	10	14	25	27	26	24	20	42	35	43	48	16	60	14	29	55	56
	4%	4%	3%	4%	2%	2%	3%	5%	5%	4%	2%	3%	4%	5%	3%	3%	4%	5%	4%	4%	3%
Human activity is probably not changing the world's climate	242	162	80	18	30	25	51	22	34	63	48	77	66	52	108	17	101	15	46	97	99
	6%	8%	4%	6%	5%	4%	7%	4%	7%	12%	5%	6%	8%	6%	6%	3%	7%	5%	6%	6%	6%
I'm not sure if human activity is changing the world's climate	966	442	524	79	141	138	168	144	133	162	182	302	241	240	390	143	379	50	184	362	419
	25%	23%	26%	25%	23%	21%	23%	25%	26%	30%	18%	24%	28%	29%	23%	26%	28%	18%	26%	24%	25%
Human activity is changing the climate (Net)	2576	1232	1343	205	423	473	483	390	312	290	739	831	511	494	1172	365	838	193	458	984	1131
	66%	64%	67%	65%	70%	73%	66%	67%	62%	54%	75%	66%	60%	60%	68%	68%	61%	71%	64%	66%	66%
Human activity is probably changing the world's climate	1418	668	751	122	208	237	238	230	189	194	411	451	294	262	607	220	488	101	236	547	632
	36%	35%	37%	39%	34%	36%	33%	39%	37%	36%	42%	36%	34%	32%	35%	41%	35%	37%	33%	37%	37%
Human activity is definitely changing the world's climate	1157	565	593	83	216	236	245	160	123	95	328	380	217	232	565	145	351	92	222	436	499
	30%	29%	30%	26%	36%	36%	34%	27%	24%	18%	33%	30%	25%	28%	33%	27%	25%	34%	31%	29%	29%

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Human activity is not changing the climate (Net)	382	42	248	43	48	38	23	45	276	41	118	101	120
	10%	7%	11%	9%	8%	8%	5%	10%	11%	5%	10%	10%	13%
Human activity is definitely not changing the world's climate	140	24	84	10	21	16	11	15	98	11	48	34	46
	4%	4%	4%	2%	4%	3%	2%	3%	4%	1%	4%	3%	5%
Human activity is probably not changing the world's climate	242	18	164	33	28	22	13	30	178	30	70	67	73
	6%	3%	7%	7%	5%	5%	3%	7%	7%	4%	6%	6%	8%
I'm not sure if human activity is changing the world's climate	966	92	606	117	150	116	90	106	654	108	262	291	296
	25%	16%	26%	25%	25%	24%	21%	25%	25%	14%	22%	28%	33%
Human activity is changing the climate (Net)	2576	432	1446	308	390	333	313	282	1647	638	787	659	479
	66%	76%	63%	66%	66%	68%	73%	65%	64%	81%	67%	63%	54%
Human activity is probably changing the world's climate	1418	215	789	174	240	166	160	156	937	319	413	410	267
	36%	38%	34%	37%	41%	34%	37%	36%	36%	41%	35%	39%	30%
Human activity is definitely changing the world's climate	1157	217	657	134	150	167	154	126	711	320	374	248	212
	30%	38%	29%	29%	25%	34%	36%	29%	28%	41%	32%	24%	24%

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

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

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Human activity is not changing the climate (Net)	382	221	161	224	112	32	15	138	15	14	98	19	14	67	8	7
	10%	11%	9%	10%	9%	8%	13%	17%	8%	3%	12%	9%	2%	14%	15%	3%
Human activity is definitely not changing the world's climate	140	76	64	75	44	17	3	55	2	3	31	6	5	28	2	4
	4%	4%	3%	3%	4%	4%	3%	7%	1%	1%	4%	3%	1%	6%	4%	2%
Human activity is probably not changing the world's climate	242	145	98	149	67	15	11	83	13	10	67	12	9	38	6	2
	6%	7%	5%	7%	5%	4%	10%	10%	6%	2%	8%	6%	1%	8%	12%	1%
I'm not sure if human activity is changing the world's climate	966	538	427	582	259	88	37	312	51	68	251	56	77	101	10	27
	25%	26%	23%	27%	21%	21%	31%	39%	25%	16%	31%	28%	11%	21%	19%	11%
Human activity is changing the climate (Net)	2576	1329	1247	1351	869	289	67	348	134	343	450	123	582	323	36	225
	66%	64%	68%	63%	70%	71%	56%	44%	67%	81%	56%	62%	86%	66%	66%	87%
Human activity is probably changing the world's climate	1418	762	656	779	455	153	32	224	88	180	279	88	286	169	21	77
	36%	37%	36%	36%	37%	37%	27%	28%	44%	42%	35%	44%	42%	34%	38%	30%
Human activity is definitely changing the world's climate	1157	567	591	573	414	136	35	124	46	163	171	35	296	154	15	148
	30%	27%	32%	27%	33%	33%	30%	16%	23%	38%	21%	18%	44%	31%	28%	57%

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

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

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Human activity is not changing the climate (Net)	382	68	58	101	108	47	16	207	17	95	46	65	54	72	39	8	18	4
	10%	4%	8%	12%	45%	8%	3%	13%	4%	11%	9%	8%	11%	13%	8%	9%	13%	11%
Human activity is definitely not changing the world's climate	140	29	17	32	47	15	7	68	7	38	20	25	17	24	8	4	10	1
	4%	2%	2%	4%	20%	3%	1%	4%	2%	4%	4%	3%	4%	4%	2%	5%	7%	3%
Human activity is probably not changing the world's climate	242	39	42	68	61	32	9	139	10	57	26	40	37	48	31	4	8	3
	6%	2%	6%	8%	25%	6%	2%	9%	3%	7%	5%	5%	8%	9%	6%	4%	5%	8%
I'm not sure if human activity is changing the world's climate	966	146	153	260	91	316	75	507	27	232	124	198	134	158	84	15	32	2
	25%	9%	21%	32%	38%	56%	14%	31%	7%	27%	24%	24%	28%	29%	18%	18%	23%	5%
Human activity is changing the climate (Net)	2576	1360	512	461	42	201	433	918	338	531	356	555	296	310	357	59	92	29
	66%	86%	71%	56%	17%	36%	83%	56%	89%	62%	68%	68%	61%	57%	74%	72%	65%	84%
Human activity is probably changing the world's climate	1418	572	342	320	32	151	192	587	153	302	184	299	162	205	185	31	53	16
	36%	36%	47%	39%	13%	27%	37%	36%	40%	35%	35%	37%	34%	38%	39%	38%	37%	46%
Human activity is definitely changing the world's climate	1157	788	170	140	9	50	241	332	185	229	171	256	133	105	172	28	39	13
	30%	50%	24%	17%	4%	9%	46%	20%	48%	27%	33%	31%	28%	19%	36%	34%	28%	38%

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Human activity is not changing the climate (Net)	382	259	11	42	64	98	70	88	42	11	64	2	55	46	37	45	31	168
	10%	10%	7%	7%	11%	10%	9%	12%	7%	7%	11%	3%	11%	9%	7%	9%	6%	12%
Human activity is definitely not changing the world's climate	140	89	1	22	28	32	25	31	22	1	28	1	25	25	11	16	9	54
	4%	3%	1%	4%	5%	3%	3%	4%	4%	1%	5%	2%	5%	5%	2%	3%	2%	4%
Human activity is probably not changing the world's climate	242	170	10	20	37	66	46	57	20	10	37	1	30	21	25	29	22	115
	6%	7%	6%	3%	6%	7%	6%	8%	3%	6%	6%	1%	6%	4%	5%	6%	4%	8%
I'm not sure if human activity is changing the world's climate	966	623	37	155	148	226	209	165	155	37	148	23	140	126	129	97	88	387
	25%	24%	24%	26%	26%	23%	26%	22%	26%	24%	26%	33%	28%	25%	26%	19%	18%	27%
Human activity is changing the climate (Net)	2576	1699	102	401	355	638	524	492	401	102	355	44	304	326	332	358	380	875
	66%	66%	68%	67%	63%	66%	65%	66%	67%	68%	63%	64%	61%	65%	67%	72%	76%	61%
Human activity is probably changing the world's climate	1418	952	58	220	178	362	291	272	220	58	178	27	165	189	195	188	199	481
	36%	37%	39%	37%	31%	38%	36%	36%	37%	39%	31%	39%	33%	38%	39%	38%	40%	34%
Human activity is definitely changing the world's climate	1157	747	44	180	177	275	233	221	180	44	177	18	139	137	137	170	181	394
	30%	29%	30%	30%	31%	29%	29%	30%	30%	30%	31%	25%	28%	27%	28%	34%	36%	28%

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

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

Base : All Respondents

	Sex			Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more	
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357	
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705	
A lot/fair amount (Net)	1607	864	743	146	211	308	321	240	230	152	531	527	296	252	768	209	474	146	256	602	748	
	41%	45%	37%	46%	35%	47%	44%	41%	46%	28%	54%	42%	35%	31%	45%	39%	34%	54%	36%	40%	44%	
A lot	(6)	206	120	86	27	27	49	47	25	20	12	70	72	29	35	114	17	51	24	52	52	102
		5%	6%	4%	9%	4%	7%	6%	4%	4%	2%	7%	6%	3%	4%	7%	3%	4%	9%	7%	4%	6%
A fair amount	(5)	1401	744	657	119	184	260	274	215	210	140	461	455	267	218	655	192	424	121	204	550	647
		36%	39%	33%	38%	30%	40%	38%	37%	42%	26%	47%	36%	31%	26%	38%	36%	31%	45%	28%	37%	38%
A little	(4)	1824	852	972	124	306	284	341	285	219	265	404	595	446	380	800	274	649	97	297	717	809
		47%	44%	48%	39%	51%	44%	47%	49%	43%	49%	41%	47%	52%	46%	47%	51%	47%	36%	41%	48%	47%
Hardly anything/hadn't heard (Net)	383	160	222	36	72	41	49	53	43	88	48	106	90	139	124	51	185	21	118	129	134	
		10%	8%	11%	11%	12%	6%	7%	9%	9%	16%	5%	8%	11%	17%	7%	9%	13%	8%	16%	9%	8%
Hardly anything	(3)	367	156	211	36	69	36	47	52	43	83	47	103	87	129	120	51	174	20	110	123	131
		9%	8%	11%	11%	11%	6%	7%	9%	8%	15%	5%	8%	10%	16%	7%	9%	13%	8%	15%	8%	8%
Hadn't heard about it before now	(1)	16	5	11	*	3	5	2	1	*	5	1	2	3	10	4	-	12	*	8	5	3
		*	*	1%	*	*	1%	*	*	*	1%	*	*	*	1%	*	-	1%	*	1%	*	*
Nothing but I've heard about it	(2)	104	39	64	7	15	17	15	5	11	34	6	22	21	54	22	6	68	8	44	47	13
		3%	2%	3%	2%	2%	3%	2%	1%	2%	6%	1%	2%	2%	7%	1%	1%	5%	3%	6%	3%	1%
Don't know		5	2	4	2	*	*	1	1	2	-	1	3	*	2	3	*	2	-	3	2	-
		*	*	*	1%	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*
Mean Score	4.30	4.38	4.23	4.39	4.22	4.42	4.39	4.34	4.37	4.00	4.54	4.36	4.22	4.02	4.41	4.30	4.13	4.49	4.12	4.28	4.40	
Standard Deviation	0.84	0.82	0.86	0.89	0.83	0.87	0.81	0.75	0.79	0.92	0.73	0.80	0.80	0.98	0.79	0.73	0.92	0.87	1.03	0.82	0.76	
Standard Error	0.013	0.019	0.019	0.063	0.038	0.035	0.030	0.032	0.031	0.034	0.023	0.023	0.029	0.032	0.020	0.033	0.022	0.068	0.034	0.020	0.021	

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
A lot/fair amount (Net)	1607 41%	287 51%	892 39%	180 39%	248 42%	205 42%	187 44%	178 41%	1037 40%	480 61%	512 44%	373 36%	235 26%
A lot (6)	206 5%	43 8%	107 5%	23 5%	33 6%	32 6%	22 5%	28 6%	125 5%	88 11%	55 5%	40 4%	23 3%
A fair amount (5)	1401 36%	244 43%	785 34%	157 34%	215 37%	173 36%	165 39%	150 35%	913 35%	393 50%	457 39%	334 32%	212 24%
A little (4)	1824 47%	222 39%	1083 47%	228 49%	290 49%	212 44%	205 48%	205 47%	1203 47%	270 34%	573 49%	535 51%	436 49%
Hardly anything/hadn't heard (Net)	383 10%	48 9%	249 11%	44 9%	41 7%	57 12%	32 7%	35 8%	260 10%	29 4%	68 6%	120 11%	160 18%
Hardly anything (3)	367 9%	45 8%	236 10%	44 9%	41 7%	54 11%	31 7%	34 8%	247 10%	29 4%	67 6%	117 11%	149 17%
Hadn't heard about it before now (1)	16 *	3 1%	13 1%	* *	- -	2 *	1 *	* *	13 *	1 *	1 *	3 *	11 1%
Nothing but I've heard about it (2)	104 3%	9 2%	71 3%	15 3%	9 1%	11 2%	4 1%	15 4%	74 3%	6 1%	13 1%	20 2%	61 7%
Don't know	5 *	- -	5 *	- -	- -	3 1%	- -	- -	3 *	1 *	1 *	2 *	2 *
Mean Score	4.30	4.46	4.25	4.27	4.38	4.32	4.39	4.32	4.28	4.67	4.40	4.23	3.95
Standard Deviation	0.84	0.85	0.86	0.83	0.76	0.87	0.75	0.86	0.85	0.76	0.73	0.79	0.94
Standard Error	0.013	0.042	0.016	0.045	0.036	0.042	0.039	0.050	0.016	0.026	0.023	0.026	0.028

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
A lot/fair amount (Net)	1607	855	752	845	563	172	27	217	48	147	294	76	347	279	18	178
	41%	41%	41%	39%	45%	42%	23%	27%	24%	35%	37%	39%	52%	57%	32%	69%
A lot (6)	206	91	116	98	67	38	4	39	4	10	33	9	36	44	4	27
	5%	4%	6%	5%	5%	9%	3%	5%	2%	2%	4%	5%	5%	9%	7%	10%
A fair amount (5)	1401	765	636	747	497	135	23	177	44	137	261	67	312	235	14	151
	36%	37%	35%	35%	40%	33%	19%	22%	22%	32%	33%	34%	46%	48%	25%	58%
A little (4)	1824	1003	822	1073	534	162	55	397	108	240	417	98	308	159	23	71
	47%	48%	45%	50%	43%	40%	46%	50%	54%	56%	52%	49%	46%	32%	42%	27%
Hardly anything/hadn't heard (Net)	383	189	193	198	104	53	27	140	38	35	73	17	12	39	11	7
	10%	9%	11%	9%	8%	13%	23%	18%	19%	8%	9%	9%	2%	8%	20%	3%
Hardly anything (3)	367	185	182	193	102	49	23	134	38	34	66	17	12	39	11	7
	9%	9%	10%	9%	8%	12%	19%	17%	19%	8%	8%	9%	2%	8%	20%	3%
Hadn't heard about it before now (1)	16	5	11	5	3	4	4	6	-	1	7	-	-	-	-	-
	*	*	1%	*	*	1%	4%	1%	-	*	1%	-	-	-	-	-
Nothing but I've heard about it (2)	104	40	64	41	35	17	10	43	6	3	15	6	5	14	3	1
	3%	2%	3%	2%	3%	4%	8%	5%	3%	1%	2%	3%	1%	3%	5%	*
Don't know	5	1	5	-	3	3	-	1	-	1	1	-	*	-	1	2
	*	*	*	-	*	1%	-	*	-	*	*	-	*	-	1%	1%
Mean Score	4.30	4.32	4.29	4.30	4.36	4.28	3.79	4.02	4.01	4.27	4.26	4.28	4.53	4.52	4.10	4.76
Standard Deviation	0.84	0.79	0.90	0.79	0.84	1.01	1.07	0.93	0.79	0.68	0.81	0.82	0.66	0.87	0.97	0.68
Standard Error	0.013	0.018	0.021	0.017	0.024	0.049	0.090	0.033	0.058	0.034	0.028	0.062	0.026	0.039	0.137	0.042

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

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

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
A lot/fair amount (Net)	1607	883	307	248	89	81	257	587	244	319	199	361	203	196	243	45	67	11
	41%	56%	42%	30%	37%	14%	49%	36%	64%	37%	38%	44%	42%	36%	51%	55%	48%	32%
A lot (6)	206	138	24	27	12	4	34	64	39	28	42	38	26	17	30	6	5	3
	5%	9%	3%	3%	5%	1%	7%	4%	10%	3%	8%	5%	5%	3%	6%	7%	4%	8%
A fair amount (5)	1401	744	282	221	77	77	223	523	205	292	158	323	177	179	213	40	62	8
	36%	47%	39%	27%	32%	14%	43%	32%	54%	34%	30%	39%	37%	33%	44%	48%	44%	24%
A little (4)	1824	611	355	485	102	270	241	833	122	413	217	393	240	281	200	34	63	21
	47%	39%	49%	59%	43%	48%	46%	51%	32%	48%	41%	48%	50%	52%	42%	42%	44%	61%
Hardly anything/hadn't heard (Net)	383	69	52	66	37	158	23	175	15	90	80	59	40	48	28	2	8	1
	10%	4%	7%	8%	15%	28%	4%	11%	4%	10%	15%	7%	8%	9%	6%	3%	6%	4%
Hardly anything (3)	367	69	52	66	37	143	22	171	14	88	72	58	39	46	28	2	7	1
	9%	4%	7%	8%	15%	25%	4%	10%	4%	10%	14%	7%	8%	9%	6%	3%	5%	2%
Hadn't heard about it before now (1)	16	-	-	1	-	15	1	4	1	2	9	1	1	2	-	-	1	1
	*	-	-	*	-	3%	*	*	*	*	2%	*	*	*	-	-	*	2%
Nothing but I've heard about it (2)	104	10	9	22	12	50	3	38	2	34	27	6	1	15	8	-	3	1
	3%	1%	1%	3%	5%	9%	1%	2%	*	4%	5%	1%	*	3%	2%	-	2%	3%
Don't know	5	1	-	1	-	4	-	-	-	3	3	-	-	-	1	-	1	-
	*	*	-	*	-	1%	-	-	-	*	1%	-	-	-	*	-	*	-
Mean Score	4.30	4.59	4.36	4.20	4.16	3.64	4.50	4.24	4.69	4.22	4.17	4.40	4.38	4.24	4.48	4.59	4.40	4.26
Standard Deviation	0.84	0.74	0.72	0.75	0.93	0.95	0.72	0.80	0.73	0.84	1.04	0.73	0.74	0.79	0.77	0.66	0.79	0.90
Standard Error	0.013	0.019	0.028	0.026	0.059	0.038	0.032	0.020	0.038	0.029	0.044	0.026	0.034	0.034	0.035	0.070	0.063	0.165

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
A lot/fair amount (Net)	1607	1127	58	215	198	452	340	311	215	58	198	23	170	181	208	262	253	532
	41%	44%	39%	36%	35%	47%	42%	42%	36%	39%	35%	34%	34%	36%	42%	52%	51%	37%
A lot (6)	206	125	13	25	39	54	34	35	25	13	39	2	18	24	26	26	35	77
	5%	5%	9%	4%	7%	6%	4%	5%	4%	9%	7%	3%	4%	5%	5%	5%	7%	5%
A fair amount (5)	1401	1002	45	190	159	398	306	276	190	45	159	21	152	157	182	236	219	455
	36%	39%	30%	32%	28%	41%	38%	37%	32%	30%	28%	31%	31%	32%	37%	47%	44%	32%
A little (4)	1824	1233	69	283	228	440	396	364	283	69	228	31	229	248	241	209	221	677
	47%	48%	46%	47%	40%	46%	49%	49%	47%	46%	40%	45%	46%	50%	48%	42%	44%	47%
Hardly anything/hadn't heard (Net)	383	186	20	74	98	61	58	56	74	20	98	11	73	51	42	25	21	170
	10%	7%	13%	12%	17%	6%	7%	8%	12%	13%	17%	16%	15%	10%	8%	5%	4%	12%
Hardly anything (3)	367	181	19	71	91	58	58	54	71	19	91	11	67	49	39	25	21	166
	9%	7%	13%	12%	16%	6%	7%	7%	12%	13%	16%	16%	13%	10%	8%	5%	4%	12%
Hadn't heard about it before now (1)	16	5	*	3	8	3	1	2	3	*	8	-	6	3	3	-	-	5
	*	*	*	*	1%	*	*	*	*	*	1%	-	1%	1%	1%	-	-	*
Nothing but I've heard about it (2)	104	34	3	26	40	8	10	12	26	3	40	4	27	18	7	3	3	45
	3%	1%	2%	4%	7%	1%	1%	2%	4%	2%	7%	5%	5%	4%	1%	1%	1%	3%
Don't know	5	1	-	1	3	1	-	1	1	-	3	-	*	-	-	-	-	5
	*	*	-	*	1%	*	-	*	*	-	1%	-	*	-	-	-	-	*
Mean Score	4.30	4.38	4.30	4.18	4.08	4.44	4.37	4.35	4.18	4.30	4.08	4.10	4.10	4.23	4.34	4.52	4.52	4.24
Standard Deviation	0.84	0.76	0.90	0.89	1.06	0.75	0.74	0.78	0.89	0.90	1.06	0.89	0.95	0.86	0.80	0.70	0.72	0.87
Standard Error	0.013	0.015	0.072	0.042	0.039	0.025	0.026	0.028	0.042	0.072	0.039	0.109	0.041	0.038	0.037	0.032	0.032	0.023

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Climate change is already having a real impact	1635 42%	769 40%	866 43%	87 28%	259 43%	338 52%	316 43%	263 45%	216 43%	156 29%	475 48%	525 42%	322 38%	313 38%	776 45%	237 44%	519 38%	98 36%	281 39%	610 41%	743 44%
Climate change is not yet having a real impact, but will do in my lifetime	796 20%	405 21%	391 19%	125 40%	130 21%	125 19%	149 21%	114 20%	84 17%	69 13%	209 21%	285 23%	167 20%	135 16%	360 21%	117 22%	217 16%	100 37%	130 18%	290 19%	376 22%
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 26%	511 27%	505 25%	62 20%	135 22%	123 19%	185 25%	151 26%	147 29%	212 39%	221 22%	296 24%	270 32%	228 28%	417 24%	118 22%	430 31%	49 18%	180 25%	438 29%	396 23%
Climate change is not happening / will never have a real impact	136 3%	81 4%	55 3%	17 5%	15 2%	9 1%	21 3%	20 3%	21 4%	34 6%	32 3%	41 3%	30 4%	33 4%	46 3%	16 3%	59 4%	12 4%	30 4%	42 3%	62 4%
Don't know	340 9%	151 8%	188 9%	24 8%	65 11%	56 9%	56 8%	35 6%	37 7%	67 12%	53 5%	106 8%	63 7%	118 14%	119 7%	53 10%	154 11%	13 5%	95 13%	116 8%	128 7%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Climate change is already having a real impact	1635 42%	276 49%	928 40%	204 44%	228 39%	228 47%	182 43%	183 42%	1043 40%	458 58%	485 42%	380 36%	306 34%
Climate change is not yet having a real impact, but will do in my lifetime	796 20%	128 23%	458 20%	94 20%	115 20%	94 19%	112 26%	86 20%	506 20%	161 20%	273 23%	238 23%	121 14%
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 26%	112 20%	604 26%	112 24%	187 32%	98 20%	97 23%	121 28%	700 27%	119 15%	296 25%	296 28%	298 33%
Climate change is not happening / will never have a real impact	136 3%	19 3%	82 4%	17 4%	18 3%	13 3%	10 2%	10 2%	103 4%	18 2%	48 4%	27 3%	41 5%
Don't know	340 9%	32 6%	228 10%	40 9%	39 7%	55 11%	26 6%	34 8%	224 9%	31 4%	66 6%	110 11%	127 14%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Climate change is already having a real impact	1635 42%	879 42%	757 41%	882 41%	537 43%	191 47%	25 22%	215 27%	53 26%	217 51%	258 32%	73 37%	410 61%	216 44%	20 37%	167 64%
Climate change is not yet having a real impact, but will do in my lifetime	796 20%	413 20%	383 21%	414 19%	277 22%	78 19%	27 23%	145 18%	50 25%	92 22%	160 20%	57 29%	145 22%	92 19%	9 16%	47 18%
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 26%	550 26%	466 25%	612 28%	275 22%	89 22%	40 34%	269 34%	71 35%	81 19%	277 35%	46 23%	93 14%	126 26%	15 28%	35 13%
Climate change is not happening / will never have a real impact	136 3%	77 4%	59 3%	79 4%	37 3%	14 3%	7 6%	57 7%	6 3%	4 1%	31 4%	7 3%	1 *	21 4%	5 9%	3 1%
Don't know	340 9%	170 8%	170 9%	170 8%	114 9%	36 9%	19 16%	113 14%	21 10%	30 7%	73 9%	14 7%	25 4%	35 7%	6 10%	7 3%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Climate change is already having a real impact	1635 42%	1574 100%	-	-	8 3%	53 9%	310 59%	572 35%	228 60%	309 36%	217 41%	378 46%	194 40%	194 36%	231 48%	45 55%	62 44%	21 62%
Climate change is not yet having a real impact, but will do in my lifetime	796 20%	-	723 100%	-	19 8%	55 10%	102 19%	312 19%	84 22%	193 22%	105 20%	153 19%	100 21%	100 19%	95 20%	19 23%	26 18%	4 11%
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 26%	-	-	822 100%	70 29%	124 22%	100 19%	511 31%	56 15%	219 26%	129 25%	211 26%	137 28%	175 32%	105 22%	12 14%	34 24%	7 19%
Climate change is not happening / will never have a real impact	136 3%	-	-	-	136 56%	-	2 *	77 5%	3 1%	34 4%	20 4%	25 3%	13 3%	31 6%	14 3%	2 2%	3 2%	1 3%
Don't know	340 9%	-	-	-	8 3%	332 59%	11 2%	160 10%	11 3%	104 12%	55 10%	51 6%	40 8%	40 7%	35 7%	5 6%	17 12%	1 4%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Climate change is already having a real impact	1635 42%	1125 44%	65 44%	219 37%	216 38%	410 43%	345 43%	337 45%	219 37%	65 44%	216 38%	34 49%	186 37%	204 41%	201 40%	227 46%	249 50%	569 40%
Climate change is not yet having a real impact, but will do in my lifetime	796 20%	496 19%	50 33%	166 28%	80 14%	213 22%	141 18%	133 18%	166 28%	50 33%	80 14%	8 12%	104 21%	98 20%	97 20%	107 22%	109 22%	281 20%
Climate change will not have a real impact in my lifetime, but will have a real impact on future generations	1016 26%	681 26%	19 13%	146 24%	161 28%	245 25%	238 30%	181 24%	146 24%	19 13%	161 28%	17 24%	137 27%	154 31%	149 30%	127 25%	109 22%	340 24%
Climate change is not happening / will never have a real impact	136 3%	89 3%	5 3%	13 2%	26 5%	31 3%	22 3%	34 5%	13 2%	5 3%	26 5%	2 3%	15 3%	17 3%	12 2%	14 3%	10 2%	68 5%
Don't know	340 9%	189 7%	11 7%	54 9%	84 15%	63 7%	58 7%	60 8%	54 9%	11 7%	84 15%	8 12%	58 12%	25 5%	39 8%	23 5%	22 4%	172 12%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Climate change will have as much of an impact on the UK as on other countries	2431	1138	1293	173	370	410	492	379	324	283	587	768	571	504	1080	353	832	157	421	949	1059
	62%	59%	64%	55%	61%	63%	68%	65%	64%	53%	59%	61%	67%	61%	63%	65%	60%	58%	59%	63%	62%
Climate change will have less of an impact on the UK than on other countries	801	461	341	78	112	137	119	127	101	128	291	261	128	120	389	92	248	71	126	299	377
	20%	24%	17%	25%	19%	21%	16%	22%	20%	24%	29%	21%	15%	15%	23%	17%	18%	26%	18%	20%	22%
Climate change will have an impact on other countries, but not on the UK	92	46	46	8	17	15	24	9	12	8	11	27	24	29	34	9	39	10	19	39	34
	2%	2%	2%	2%	3%	2%	3%	1%	2%	2%	1%	2%	3%	4%	2%	2%	3%	4%	3%	3%	2%
Climate change is not happening / will not have an impact on the UK or other countries	113	73	41	12	10	8	19	20	16	28	26	32	23	32	42	10	53	6	22	34	55
	3%	4%	2%	4%	2%	1%	3%	3%	3%	5%	3%	3%	3%	4%	2%	2%	4%	2%	3%	2%	3%
Don't know	486	200	286	45	96	82	72	48	51	91	75	164	106	142	173	76	207	27	129	176	181
	12%	10%	14%	14%	16%	13%	10%	8%	10%	17%	8%	13%	12%	17%	10%	14%	15%	10%	18%	12%	11%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Climate change will have as much of an impact on the UK as on other countries	2431 62%	353 62%	1437 62%	272 58%	368 63%	289 59%	276 65%	283 65%	1583 61%	466 59%	744 64%	677 64%	532 60%
Climate change will have less of an impact on the UK than on other countries	801 20%	132 23%	417 18%	111 24%	142 24%	105 22%	87 20%	73 17%	536 21%	249 32%	244 21%	173 16%	133 15%
Climate change will have an impact on other countries, but not on the UK	92 2%	20 3%	58 3%	5 1%	10 2%	19 4%	13 3%	14 3%	46 2%	10 1%	27 2%	26 2%	28 3%
Climate change is not happening / will not have an impact on the UK or other countries	113 3%	16 3%	65 3%	12 3%	20 3%	7 1%	7 2%	7 2%	92 4%	13 2%	37 3%	22 2%	39 4%
Don't know	486 12%	47 8%	323 14%	68 14%	48 8%	66 14%	45 10%	55 13%	320 12%	49 6%	116 10%	153 15%	161 18%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Climate change will have as much of an impact on the UK as on other countries	2431 62%	1312 63%	1119 61%	1387 64%	733 59%	247 60%	64 55%	436 55%	99 50%	275 65%	494 62%	118 60%	473 70%	305 62%	26 47%	197 76%
Climate change will have less of an impact on the UK than on other countries	801 20%	429 21%	372 20%	403 19%	295 24%	87 21%	17 14%	129 16%	54 27%	98 23%	157 20%	46 23%	154 23%	104 21%	15 28%	42 16%
Climate change will have an impact on other countries, but not on the UK	92 2%	45 2%	47 3%	47 2%	30 2%	13 3%	1 1%	25 3%	3 1%	3 1%	24 3%	15 7%	11 2%	7 1%	5 9%	1 *
Climate change is not happening / will not have an impact on the UK or other countries	113 3%	66 3%	47 3%	65 3%	31 2%	10 3%	7 6%	50 6%	3 1%	2 1%	23 3%	4 2%	-	23 5%	4 8%	2 1%
Don't know	486 12%	236 11%	250 14%	256 12%	151 12%	51 12%	28 24%	157 20%	42 21%	46 11%	102 13%	14 7%	35 5%	52 11%	4 8%	16 6%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Climate change will have as much of an impact on the UK as on other countries	2431 62%	1247 79%	494 68%	604 73%	17 7%	69 12%	407 78%	980 60%	275 72%	458 53%	311 59%	546 67%	333 69%	321 59%	282 59%	57 69%	80 56%	23 68%
Climate change will have less of an impact on the UK than on other countries	801 20%	327 21%	228 32%	218 27%	7 3%	22 4%	93 18%	310 19%	83 22%	212 25%	104 20%	142 17%	95 20%	104 19%	134 28%	20 24%	34 24%	9 25%
Climate change will have an impact on other countries, but not on the UK	92 2%	-	-	-	92 38%	-	4 1%	43 3%	7 2%	24 3%	15 3%	16 2%	13 3%	13 2%	9 2%	2 2%	3 2%	-
Climate change is not happening / will not have an impact on the UK or other countries	113 3%	-	-	-	113 47%	-	1 *	64 4%	3 1%	28 3%	17 3%	21 3%	8 2%	30 5%	17 4%	-	3 2%	1 3%
Don't know	486 12%	-	-	-	13 5%	473 84%	20 4%	235 14%	15 4%	136 16%	79 15%	93 11%	35 7%	73 13%	38 8%	4 5%	22 16%	1 3%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Climate change will have as much of an impact on the UK as on other countries	2431 62%	1642 64%	79 53%	350 58%	342 60%	600 62%	522 65%	474 64%	350 58%	79 53%	342 60%	46 66%	309 62%	350 70%	297 60%	318 64%	305 61%	851 60%
Climate change will have less of an impact on the UK than on other countries	801 20%	538 21%	45 30%	134 22%	80 14%	230 24%	161 20%	139 19%	134 22%	45 30%	80 14%	7 10%	81 16%	71 14%	115 23%	121 24%	150 30%	264 18%
Climate change will have an impact on other countries, but not on the UK	92 2%	54 2%	3 2%	19 3%	16 3%	20 2%	14 2%	20 3%	19 3%	3 2%	16 3%	- -	11 2%	12 2%	13 3%	7 1%	6 1%	43 3%
Climate change is not happening / will not have an impact on the UK or other countries	113 3%	80 3%	3 2%	7 1%	19 3%	30 3%	19 2%	29 4%	7 1%	3 2%	19 3%	2 3%	16 3%	11 2%	9 2%	14 3%	9 2%	56 4%
Don't know	486 12%	266 10%	19 13%	89 15%	110 19%	82 8%	88 11%	82 11%	89 15%	19 13%	110 19%	15 21%	82 16%	55 11%	65 13%	39 8%	29 6%	217 15%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3864	1765	2099	194	466	618	697	552	633	704	998	1183	743	940	1529	491	1666	163	881	1640	1338
Weighted base	3865	1878	1987	311	597	649	718	568	498	524	978	1236	844	807	1700	534	1350	266	705	1480	1676
A very/fairly concerned (Net)	2682	1242	1440	166	389	472	552	429	369	305	742	898	544	498	1220	394	892	166	456	1029	1194
	69%	66%	72%	54%	65%	73%	77%	76%	74%	58%	76%	73%	64%	62%	72%	74%	66%	62%	65%	70%	71%
Very concerned (5)	619	258	361	37	68	113	135	85	119	62	182	218	109	111	275	85	227	32	127	229	263
	16%	14%	18%	12%	11%	17%	19%	15%	24%	12%	19%	18%	13%	14%	16%	16%	17%	12%	18%	15%	16%
Fairly concerned (4)	2064	984	1080	129	321	358	417	345	250	243	560	681	435	387	945	309	665	134	330	801	930
	53%	52%	54%	42%	54%	55%	58%	61%	50%	46%	57%	55%	52%	48%	56%	58%	49%	50%	47%	52%	55%
Neither concerned nor unconcerned (3)	750	391	358	100	153	126	107	97	70	96	160	213	193	183	348	91	236	72	130	273	347
	19%	21%	18%	32%	26%	19%	15%	17%	14%	18%	16%	17%	23%	23%	20%	17%	17%	27%	18%	18%	21%
Very/fairly unconcerned (Net)	420	240	180	45	51	48	58	40	59	119	75	122	104	119	130	48	213	27	113	171	135
	11%	13%	9%	14%	9%	7%	8%	7%	12%	23%	8%	10%	12%	15%	8%	9%	16%	10%	16%	12%	8%
Fairly unconcerned (2)	305	172	133	30	48	31	47	27	40	82	59	90	76	81	96	41	150	19	74	125	106
	8%	9%	7%	10%	8%	5%	7%	5%	8%	16%	6%	7%	9%	10%	6%	8%	11%	7%	11%	8%	6%
Very unconcerned (1)	114	68	46	14	3	18	11	13	19	37	16	32	28	38	34	7	62	8	39	46	29
	3%	4%	2%	5%	*	3%	2%	2%	4%	7%	2%	3%	3%	5%	2%	1%	5%	3%	5%	3%	2%
Don't know	14	5	9	*	3	3	*	2	1	3	1	2	4	7	3	1	10	*	6	7	1
	*	*	*	*	1%	*	*	*	*	1%	*	*	*	1%	*	*	1%	*	1%	*	*
Mean Score	3.72	3.64	3.80	3.47	3.68	3.80	3.86	3.82	3.83	3.40	3.85	3.78	3.62	3.57	3.78	3.79	3.63	3.61	3.62	3.71	3.77
Standard Deviation	0.93	0.95	0.90	0.98	0.80	0.88	0.85	0.82	1.01	1.11	0.85	0.91	0.94	1.00	0.85	0.85	1.04	0.90	1.07	0.94	0.85
Standard Error	0.015	0.023	0.020	0.070	0.037	0.035	0.032	0.035	0.040	0.042	0.027	0.026	0.034	0.033	0.022	0.038	0.026	0.071	0.036	0.023	0.023

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3864	397	2692	339	436	424	369	297	2774	826	976	954	1078
Weighted base	3865	556	2268	460	580	481	424	432	2529	779	1145	1044	873
A very/fairly concerned (Net)	2682 69%	453 81%	1498 66%	303 66%	428 74%	339 70%	313 74%	310 72%	1721 68%	650 83%	802 70%	674 65%	545 62%
Very concerned (5)	619 16%	108 19%	352 16%	66 14%	93 16%	79 16%	79 19%	63 15%	398 16%	183 23%	173 15%	141 14%	119 14%
Fairly concerned (4)	2064 53%	345 62%	1147 51%	237 52%	335 58%	260 54%	234 55%	247 57%	1323 52%	467 60%	629 55%	533 51%	426 49%
Neither concerned nor unconcerned (3)	750 19%	63 11%	493 22%	94 20%	99 17%	116 24%	81 19%	82 19%	471 19%	87 11%	223 20%	260 25%	171 20%
Very/fairly unconcerned (Net)	420 11%	37 7%	268 12%	63 14%	51 9%	24 5%	30 7%	40 9%	326 13%	41 5%	116 10%	108 10%	150 17%
Fairly unconcerned (2)	305 8%	29 5%	191 8%	49 11%	36 6%	21 4%	19 5%	30 7%	236 9%	33 4%	82 7%	85 8%	100 11%
Very unconcerned (1)	114 3%	8 1%	77 3%	14 3%	15 3%	3 1%	11 3%	10 2%	90 4%	8 1%	34 3%	23 2%	50 6%
Don't know	14 *	2 *	9 *	1 *	2 *	3 1%	- -	- -	11 *	1 *	3 *	1 *	8 1%
Mean Score	3.72	3.93	3.67	3.64	3.79	3.82	3.83	3.75	3.68	4.01	3.72	3.66	3.54
Standard Deviation	0.93	0.81	0.95	0.96	0.88	0.78	0.88	0.87	0.97	0.78	0.91	0.89	1.05
Standard Error	0.015	0.041	0.018	0.052	0.042	0.038	0.046	0.050	0.018	0.027	0.029	0.029	0.032

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3864	1982	1882	2084	1220	424	136	795	186	396	829	175	636	497	49	265
Weighted base	3865	2055	1810	2124	1226	402	114	767	199	424	789	197	674	479	52	259
A very/fairly concerned (Net)	2682	1424	1258	1450	894	279	60	321	116	355	490	148	618	350	34	242
	69%	69%	70%	68%	73%	70%	52%	42%	58%	84%	62%	76%	92%	73%	65%	93%
Very concerned (5)	619	306	313	310	205	93	10	36	7	82	71	17	170	93	11	128
	16%	15%	17%	15%	17%	23%	9%	5%	4%	19%	9%	9%	25%	19%	22%	49%
Fairly concerned (4)	2064	1118	945	1140	688	186	50	285	108	272	419	132	448	257	23	114
	53%	54%	52%	54%	56%	46%	44%	37%	54%	64%	53%	67%	66%	54%	44%	44%
Neither concerned nor unconcerned (3)	750	417	332	425	234	58	32	262	66	54	201	27	50	61	5	13
	19%	20%	18%	20%	19%	15%	28%	34%	33%	13%	26%	14%	7%	13%	10%	5%
Very/fairly unconcerned (Net)	420	211	208	244	94	60	22	179	17	16	95	21	6	64	13	3
	11%	10%	12%	11%	8%	15%	19%	23%	9%	4%	12%	11%	1%	13%	25%	1%
Fairly unconcerned (2)	305	161	145	186	64	40	15	116	16	15	74	15	6	48	13	2
	8%	8%	8%	9%	5%	10%	13%	15%	8%	4%	9%	8%	1%	10%	25%	1%
Very unconcerned (1)	114	51	64	58	30	20	7	63	1	1	21	6	-	16	-	2
	3%	2%	4%	3%	2%	5%	6%	8%	1%	*	3%	3%	-	3%	-	1%
Don't know	14	3	11	4	5	4	1	4	-	-	3	-	-	3	-	-
	*	*	1%	*	*	1%	1%	1%	-	-	*	-	-	1%	-	-
Mean Score	3.72	3.72	3.72	3.69	3.80	3.73	3.36	3.15	3.52	3.99	3.57	3.70	4.16	3.76	3.62	4.41
Standard Deviation	0.93	0.90	0.96	0.92	0.87	1.08	1.01	1.01	0.72	0.69	0.88	0.85	0.58	0.99	1.09	0.68
Standard Error	0.015	0.020	0.022	0.020	0.025	0.053	0.088	0.036	0.053	0.035	0.031	0.064	0.023	0.045	0.156	0.042

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3864	1562	664	834	192	612	516	1568	382	838	560	784	455	523	474	90	155	28
Weighted base	3865	1574	723	822	190	557	523	1600	382	844	516	805	481	527	475	82	141	33
A very/fairly concerned (Net)	2682	1391	541	472	65	214	468	982	356	537	339	590	327	346	368	68	103	26
	69%	88%	75%	57%	34%	38%	89%	61%	93%	64%	66%	73%	68%	66%	78%	83%	73%	77%
Very concerned (5)	619	453	80	55	7	25	155	155	122	83	103	135	75	61	92	17	16	10
	16%	29%	11%	7%	4%	4%	30%	10%	32%	10%	20%	17%	16%	12%	19%	20%	11%	29%
Fairly concerned (4)	2064	938	462	417	58	189	313	827	234	454	236	455	252	285	277	51	87	16
	53%	60%	64%	51%	31%	34%	60%	52%	61%	54%	46%	56%	52%	54%	58%	63%	62%	48%
Neither concerned nor unconcerned (3)	750	111	133	227	56	224	36	390	19	215	91	134	107	116	83	4	26	5
	19%	7%	18%	28%	30%	40%	7%	24%	5%	25%	18%	17%	22%	22%	18%	5%	19%	14%
Very/fairly unconcerned (Net)	420	72	48	123	68	108	20	224	7	87	82	79	46	65	23	9	10	3
	11%	5%	7%	15%	36%	19%	4%	14%	2%	10%	16%	10%	10%	12%	5%	11%	7%	9%
Fairly unconcerned (2)	305	50	45	94	46	70	17	169	5	60	55	64	34	42	18	7	6	3
	8%	3%	6%	11%	24%	13%	3%	11%	1%	7%	11%	8%	7%	8%	4%	9%	4%	9%
Very unconcerned (1)	114	22	3	29	22	38	2	56	2	28	27	15	12	23	5	2	4	-
	3%	1%	*	3%	12%	7%	*	3%	1%	3%	5%	2%	2%	4%	1%	3%	3%	-
Don't know	14	1	-	1	-	12	-	4	-	5	5	3	1	-	-	1	1	-
	*	*	-	*	-	2%	-	*	-	1%	1%	*	*	-	-	1%	1%	-
Mean Score	3.72	4.11	3.79	3.46	2.90	3.17	4.15	3.54	4.23	3.60	3.65	3.79	3.72	3.60	3.91	3.90	3.75	3.97
Standard Deviation	0.93	0.77	0.73	0.91	1.08	0.95	0.72	0.93	0.64	0.88	1.08	0.88	0.90	0.95	0.78	0.93	0.83	0.91
Standard Error	0.015	0.020	0.028	0.031	0.078	0.039	0.032	0.024	0.033	0.031	0.046	0.031	0.042	0.041	0.036	0.098	0.067	0.171

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	Driving status			Driving status (split by annual mileage)								Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3864	2509	155	450	726	900	778	766	450	155	726	65	531	500	468	477	511	1377
Weighted base	3865	2543	149	590	556	946	800	729	590	149	556	68	482	492	496	495	494	1406
A very/fairly concerned (Net)	2682	1827	112	382	344	683	552	547	382	112	344	45	307	349	344	359	394	930
	69%	72%	75%	65%	62%	72%	69%	75%	65%	75%	62%	67%	64%	71%	69%	72%	80%	66%
Very concerned (5)	619	404	35	85	92	146	124	121	85	35	92	13	74	80	68	100	93	204
	16%	16%	23%	14%	17%	15%	16%	17%	14%	23%	17%	19%	15%	16%	14%	20%	19%	14%
Fairly concerned (4)	2064	1423	77	296	253	537	427	427	296	77	253	32	233	269	276	259	301	727
	53%	56%	52%	50%	45%	57%	53%	59%	50%	52%	45%	48%	48%	55%	56%	52%	61%	52%
Neither concerned nor unconcerned (3)	750	476	20	139	109	181	177	110	139	20	109	8	111	83	113	105	67	271
	19%	19%	14%	23%	20%	19%	22%	15%	23%	14%	20%	12%	23%	17%	23%	21%	13%	19%
Very/fairly unconcerned (Net)	420	235	17	68	96	80	70	71	68	17	96	14	64	59	39	31	33	195
	11%	9%	11%	11%	17%	8%	9%	10%	11%	11%	17%	20%	13%	12%	8%	6%	7%	14%
Fairly unconcerned (2)	305	173	12	54	62	63	55	43	54	12	62	12	45	39	26	28	24	143
	8%	7%	8%	9%	11%	7%	7%	6%	9%	8%	11%	18%	9%	8%	5%	6%	5%	10%
Very unconcerned (1)	114	62	4	14	34	17	16	27	14	4	34	2	19	20	13	2	9	51
	3%	2%	3%	2%	6%	2%	2%	4%	2%	3%	6%	2%	4%	4%	3%	*	2%	4%
Don't know	14	5	*	2	6	2	1	1	2	*	6	1	1	2	-	1	*	9
	*	*	*	*	1%	*	*	*	*	*	1%	2%	*	1%	-	*	*	1%
Mean Score	3.72	3.76	3.85	3.66	3.56	3.78	3.74	3.78	3.66	3.85	3.56	3.64	3.62	3.72	3.73	3.86	3.90	3.64
Standard Deviation	0.93	0.88	0.97	0.92	1.09	0.85	0.87	0.92	0.92	0.97	1.09	1.06	0.98	0.97	0.86	0.82	0.82	0.97
Standard Error	0.015	0.018	0.079	0.043	0.041	0.028	0.031	0.033	0.043	0.079	0.041	0.134	0.043	0.043	0.040	0.037	0.036	0.026

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3801	1731	2070	193	459	608	688	546	616	691	987	1163	732	919	1505	484	1636	161	866	1609	1321
Weighted base	3810	1845	1965	308	587	641	707	564	487	516	967	1221	834	788	1677	528	1330	260	695	1455	1656
True	1601	705	896	104	254	283	341	247	191	182	355	516	358	372	706	230	563	96	295	636	670
	42%	38%	46%	34%	43%	44%	48%	44%	39%	35%	37%	42%	43%	47%	42%	43%	42%	37%	43%	44%	40%
False	742	485	257	93	105	149	148	97	85	66	291	230	128	93	392	78	176	91	99	241	400
	19%	26%	13%	30%	18%	23%	21%	17%	17%	13%	30%	19%	15%	12%	23%	15%	13%	35%	14%	17%	24%
I'm not sure / don't know	1467	655	812	112	229	210	218	220	211	267	321	475	347	323	579	221	590	73	301	578	586
	39%	36%	41%	36%	39%	33%	31%	39%	43%	52%	33%	39%	42%	41%	35%	42%	44%	28%	43%	40%	35%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3801	391	2641	336	433	412	369	291	2729	816	960	939	1056
Weighted base	3810	550	2227	457	576	468	424	422	2495	769	1131	1029	857
True	1601 42%	234 42%	973 44%	169 37%	225 39%	209 45%	182 43%	196 46%	1014 41%	317 41%	464 41%	448 44%	366 43%
False	742 19%	115 21%	411 18%	95 21%	122 21%	86 18%	88 21%	84 20%	485 19%	237 31%	263 23%	150 15%	89 10%
I'm not sure / don't know	1467 39%	202 37%	843 38%	193 42%	229 40%	174 37%	154 36%	142 34%	996 40%	216 28%	404 36%	431 42%	401 47%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3801	1947	1854	2056	1198	414	133	766	185	391	818	173	633	489	49	261
Weighted base	3810	2022	1788	2097	1206	394	113	741	199	419	782	194	672	471	52	255
True	1601	876	725	899	491	169	41	267	55	213	333	73	293	207	22	136
	42%	43%	41%	43%	41%	43%	37%	36%	28%	51%	43%	37%	44%	44%	42%	53%
False	742	389	353	388	270	68	16	123	44	90	149	44	142	91	11	45
	19%	19%	20%	19%	22%	17%	14%	17%	22%	21%	19%	23%	21%	19%	21%	18%
I'm not sure / don't know	1467	757	710	809	445	157	55	351	100	117	300	77	237	173	19	74
	39%	37%	40%	39%	37%	40%	49%	47%	50%	28%	38%	40%	35%	37%	37%	29%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3801	1538	654	818	185	606	511	1545	375	823	547	772	449	513	464	85	153	28
Weighted base	3810	1552	715	808	182	552	518	1579	376	830	507	793	477	517	467	77	138	33
True	1601 42%	811 52%	308 43%	299 37%	52 28%	131 24%	285 55%	615 39%	183 49%	308 37%	210 41%	358 45%	200 42%	210 41%	161 35%	39 51%	54 39%	17 50%
False	742 19%	335 22%	154 22%	154 19%	50 28%	50 9%	80 15%	308 20%	85 23%	185 22%	84 17%	144 18%	115 24%	96 19%	130 28%	21 27%	38 27%	7 20%
I'm not sure / don't know	1467 39%	406 26%	253 35%	356 44%	80 44%	372 67%	153 30%	656 42%	108 29%	337 41%	212 42%	292 37%	162 34%	211 41%	176 38%	17 22%	47 34%	10 30%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3801	2464	151	447	715	883	761	756	447	151	715	64	519	489	464	471	505	1353
Weighted base	3810	2502	147	586	548	931	785	718	586	147	548	67	472	486	493	490	488	1382
True	1601 42%	1038 41%	66 45%	253 43%	229 42%	380 41%	308 39%	322 45%	253 43%	66 45%	229 42%	28 42%	229 49%	193 40%	205 42%	219 45%	178 36%	577 42%
False	742 19%	550 22%	27 19%	90 15%	71 13%	233 25%	176 22%	133 19%	90 15%	27 19%	71 13%	8 11%	72 15%	67 14%	95 19%	106 22%	158 32%	244 18%
I'm not sure / don't know	1467 39%	914 37%	53 36%	243 42%	247 45%	318 34%	302 38%	264 37%	243 42%	53 36%	247 45%	31 46%	171 36%	225 46%	192 39%	165 34%	153 31%	561 41%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3801	1731	2070	193	459	608	688	546	616	691	987	1163	732	919	1505	484	1636	161	866	1609	1321
Weighted base	3810	1845	1965	308	587	641	707	564	487	516	967	1221	834	788	1677	528	1330	260	695	1455	1656
True	2505	1162	1343	235	436	438	454	363	289	289	617	809	561	517	1106	345	826	219	477	979	1046
	66%	63%	68%	76%	74%	68%	64%	64%	59%	56%	64%	66%	67%	66%	66%	65%	62%	84%	69%	67%	63%
False	467	305	162	33	45	71	113	60	72	72	140	151	92	85	234	52	157	20	54	156	257
	12%	17%	8%	11%	8%	11%	16%	11%	15%	14%	14%	12%	11%	11%	14%	10%	12%	8%	8%	11%	15%
I'm not sure / don't know	838	378	459	41	106	131	140	141	126	154	210	262	181	186	337	132	347	21	164	320	354
	22%	21%	23%	13%	18%	20%	20%	25%	26%	30%	22%	21%	22%	24%	20%	25%	26%	8%	24%	22%	21%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3801	391	2641	336	433	412	369	291	2729	816	960	939	1056
Weighted base	3810	550	2227	457	576	468	424	422	2495	769	1131	1029	857
True	2505	375	1498	285	348	342	282	287	1594	546	743	675	527
	66%	68%	67%	62%	60%	73%	67%	68%	64%	71%	66%	66%	61%
False	467	50	266	62	89	49	50	62	305	92	164	103	104
	12%	9%	12%	14%	15%	11%	12%	15%	12%	12%	15%	10%	12%
I'm not sure / don't know	838	125	463	110	139	77	91	74	596	131	224	250	226
	22%	23%	21%	24%	24%	16%	21%	17%	24%	17%	20%	24%	26%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3801	1947	1854	2056	1198	414	133	766	185	391	818	173	633	489	49	261
Weighted base	3810	2022	1788	2097	1206	394	113	741	199	419	782	194	672	471	52	255
True	2505	1277	1228	1312	842	277	75	405	129	334	461	126	521	289	35	197
	66%	63%	69%	63%	70%	70%	66%	55%	65%	80%	59%	65%	78%	61%	66%	77%
False	467	299	168	280	144	34	9	108	26	32	123	22	43	79	9	21
	12%	15%	9%	13%	12%	9%	8%	15%	13%	8%	16%	11%	6%	17%	18%	8%
I'm not sure / don't know	838	446	391	506	221	83	29	227	43	52	197	46	108	103	8	37
	22%	22%	22%	24%	18%	21%	26%	31%	22%	13%	25%	24%	16%	22%	16%	15%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3801	1538	654	818	185	606	511	1545	375	823	547	772	449	513	464	85	153	28
Weighted base	3810	1552	715	808	182	552	518	1579	376	830	507	793	477	517	467	77	138	33
True	2505 66%	1217 78%	506 71%	472 58%	78 43%	233 42%	405 78%	907 57%	326 87%	515 62%	352 69%	532 67%	290 61%	290 56%	326 70%	53 69%	82 59%	25 76%
False	467 12%	140 9%	89 12%	125 15%	56 31%	56 10%	34 7%	246 16%	15 4%	129 16%	43 9%	94 12%	82 17%	79 15%	56 12%	15 20%	28 20%	4 11%
I'm not sure / don't know	838 22%	195 13%	120 17%	212 26%	48 26%	263 48%	80 15%	426 27%	34 9%	186 22%	111 22%	167 21%	105 22%	148 29%	84 18%	9 11%	29 21%	4 13%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3801	2464	151	447	715	883	761	756	447	151	715	64	519	489	464	471	505	1353
Weighted base	3810	2502	147	586	548	931	785	718	586	147	548	67	472	486	493	490	488	1382
True	2505 66%	1598 64%	113 77%	407 69%	364 66%	545 59%	522 66%	484 67%	407 69%	113 77%	364 66%	47 70%	334 71%	320 66%	307 62%	318 65%	319 65%	907 66%
False	467 12%	357 14%	8 6%	52 9%	46 8%	173 19%	90 11%	88 12%	52 9%	8 6%	46 8%	7 11%	39 8%	53 11%	54 11%	82 17%	70 14%	169 12%
I'm not sure / don't know	838 22%	546 22%	26 18%	127 22%	138 25%	213 23%	174 22%	147 20%	127 22%	26 18%	138 25%	13 19%	99 21%	113 23%	131 27%	90 18%	99 20%	306 22%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	717	367	351	51	93	105	106	103	109	150	130	238	159	190	266	85	326	38	150	284	281
	18%	19%	17%	16%	15%	16%	15%	18%	22%	28%	13%	19%	19%	23%	15%	16%	24%	14%	21%	19%	16%
False	2322	1194	1128	193	343	418	481	370	290	227	721	754	457	390	1138	299	687	188	342	881	1097
	59%	62%	56%	61%	57%	64%	66%	63%	57%	42%	73%	60%	54%	47%	66%	55%	50%	69%	48%	59%	64%
I'm not sure / don't know	884	357	526	71	168	129	139	110	106	162	139	261	237	248	315	155	366	45	225	333	326
	23%	19%	26%	23%	28%	20%	19%	19%	21%	30%	14%	21%	28%	30%	18%	29%	27%	16%	31%	22%	19%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	717 18%	113 20%	400 17%	91 19%	114 19%	82 17%	72 17%	65 15%	498 19%	83 10%	187 16%	214 20%	230 26%
False	2322 59%	324 57%	1344 58%	282 60%	372 63%	286 59%	275 65%	271 63%	1489 58%	611 78%	786 67%	531 51%	379 42%
I'm not sure / don't know	884 23%	131 23%	557 24%	95 20%	102 17%	118 24%	80 19%	97 22%	589 23%	93 12%	194 17%	306 29%	285 32%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	717	390	327	390	220	79	29	204	23	55	158	35	86	110	11	32
	18%	19%	18%	18%	18%	19%	25%	25%	11%	13%	20%	18%	13%	22%	20%	12%
False	2322	1252	1069	1287	761	224	50	351	123	311	424	118	500	273	28	189
	59%	60%	58%	60%	61%	55%	43%	44%	61%	73%	53%	60%	74%	56%	51%	73%
I'm not sure / don't know	884	445	439	481	259	105	39	244	55	59	217	44	87	108	16	38
	23%	21%	24%	22%	21%	26%	33%	31%	27%	14%	27%	22%	13%	22%	30%	15%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	717 18%	226 14%	122 17%	196 24%	83 34%	90 16%	73 14%	317 19%	59 16%	160 19%	108 21%	122 15%	89 18%	100 19%	73 15%	18 23%	28 20%	6 17%
False	2322 59%	1161 74%	452 62%	425 52%	85 35%	199 35%	387 74%	900 55%	279 73%	482 56%	274 52%	532 65%	302 62%	315 58%	332 69%	57 69%	82 58%	25 73%
I'm not sure / don't know	884 23%	187 12%	149 21%	200 24%	73 30%	274 49%	64 12%	416 26%	43 11%	216 25%	144 27%	165 20%	93 19%	125 23%	75 16%	7 8%	32 23%	4 10%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	717 18%	436 17%	29 19%	124 21%	121 21%	142 15%	140 17%	140 19%	124 21%	29 19%	121 21%	14 20%	121 24%	107 22%	75 15%	79 16%	64 13%	271 19%
False	2322 59%	1645 64%	82 55%	322 54%	260 46%	652 68%	503 63%	452 61%	322 54%	82 55%	260 46%	38 55%	241 48%	250 50%	309 62%	343 69%	374 75%	806 56%
I'm not sure / don't know	884 23%	499 19%	39 26%	153 26%	186 33%	168 18%	160 20%	153 21%	153 26%	39 26%	186 33%	17 25%	137 28%	141 28%	115 23%	77 15%	60 12%	354 25%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	1315	615	700	114	168	189	234	189	193	228	257	400	315	342	503	171	559	81	235	534	543
	34%	32%	35%	36%	28%	29%	32%	32%	38%	42%	26%	32%	37%	41%	29%	32%	41%	30%	33%	36%	32%
False	1120	654	466	105	179	214	235	162	121	105	338	383	199	200	584	127	292	113	189	397	534
	29%	34%	23%	33%	30%	33%	32%	28%	24%	19%	34%	31%	23%	24%	34%	24%	21%	42%	26%	26%	31%
I'm not sure / don't know	1488	649	839	97	257	249	257	233	190	205	394	470	339	285	631	242	529	77	293	567	627
	38%	34%	42%	31%	43%	38%	35%	40%	38%	38%	40%	37%	40%	34%	37%	45%	38%	29%	41%	38%	37%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	1315 34%	178 31%	785 34%	155 33%	197 33%	161 33%	138 32%	137 32%	880 34%	174 22%	372 32%	361 34%	400 45%
False	1120 29%	170 30%	648 28%	138 29%	165 28%	140 29%	129 30%	148 34%	703 27%	301 38%	361 31%	270 26%	184 21%
I'm not sure / don't know	1488 38%	219 39%	867 38%	175 37%	227 39%	187 38%	159 37%	147 34%	995 39%	311 40%	434 37%	420 40%	310 35%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	1315	718	597	757	387	134	37	312	56	129	284	63	163	196	21	84
	34%	34%	33%	35%	31%	33%	31%	39%	28%	30%	35%	32%	24%	40%	39%	33%
False	1120	616	504	583	380	130	26	168	52	155	211	58	235	131	17	90
	29%	30%	27%	27%	31%	32%	22%	21%	26%	37%	26%	29%	35%	27%	30%	35%
I'm not sure / don't know	1488	754	734	817	472	143	55	319	92	140	305	77	276	165	17	85
	38%	36%	40%	38%	38%	35%	46%	40%	46%	33%	38%	39%	41%	34%	31%	33%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	1315 34%	502 32%	257 36%	314 38%	102 42%	140 25%	186 35%	571 35%	99 26%	288 34%	171 33%	274 33%	170 35%	185 34%	138 29%	27 33%	40 28%	14 42%
False	1120 29%	550 35%	212 29%	192 23%	58 24%	108 19%	168 32%	415 25%	133 35%	247 29%	157 30%	234 29%	145 30%	153 28%	143 30%	35 43%	53 37%	8 24%
I'm not sure / don't know	1488 38%	521 33%	254 35%	316 38%	81 34%	315 56%	170 32%	647 40%	150 39%	323 38%	198 38%	310 38%	169 35%	202 38%	199 41%	20 25%	49 34%	12 34%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	1315 34%	848 33%	37 25%	218 36%	198 35%	312 32%	263 33%	251 34%	218 36%	37 25%	198 35%	22 32%	211 42%	173 35%	156 31%	148 30%	121 24%	505 35%
False	1120 29%	771 30%	63 42%	151 25%	126 22%	319 33%	247 31%	190 26%	151 25%	63 42%	126 22%	15 22%	117 23%	132 26%	146 29%	163 33%	190 38%	373 26%
I'm not sure / don't know	1488 38%	961 37%	50 34%	229 38%	243 43%	331 34%	294 37%	304 41%	229 38%	50 34%	243 43%	32 47%	171 34%	193 39%	196 39%	188 38%	188 38%	552 39%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	3028	1525	1503	250	467	505	583	464	398	362	869	975	623	561	1399	413	975	234	484	1135	1404
	77%	80%	75%	79%	77%	78%	80%	79%	79%	67%	88%	78%	73%	68%	81%	76%	71%	86%	68%	76%	82%
False	134	83	51	7	19	27	29	19	17	16	26	41	34	33	67	11	51	3	27	55	52
	3%	4%	3%	2%	3%	4%	4%	3%	3%	3%	3%	3%	4%	4%	4%	2%	4%	1%	4%	4%	3%
I'm not sure / don't know	761	309	452	59	118	119	114	100	90	161	95	237	195	234	252	116	353	34	205	307	249
	19%	16%	23%	19%	20%	18%	16%	17%	18%	30%	10%	19%	23%	28%	15%	22%	26%	13%	29%	20%	15%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	3028	441	1766	371	450	362	340	332	1994	699	970	767	575
	77%	78%	77%	79%	76%	74%	80%	77%	77%	89%	83%	73%	64%
False	134	18	75	10	30	24	6	29	76	17	44	36	37
	3%	3%	3%	2%	5%	5%	1%	7%	3%	2%	4%	3%	4%
I'm not sure / don't know	761	108	459	86	108	101	81	71	507	70	153	249	282
	19%	19%	20%	18%	18%	21%	19%	17%	20%	9%	13%	24%	32%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	3028	1649	1378	1688	969	291	80	535	155	361	579	149	599	379	41	221
	77%	79%	75%	78%	78%	71%	68%	67%	77%	85%	72%	75%	89%	77%	75%	85%
False	134	76	58	78	40	13	3	42	4	14	27	12	5	21	3	6
	3%	4%	3%	4%	3%	3%	2%	5%	2%	3%	3%	6%	1%	4%	5%	2%
I'm not sure / don't know	761	363	398	392	231	103	35	221	41	49	193	37	69	91	11	32
	19%	17%	22%	18%	19%	25%	30%	28%	20%	12%	24%	19%	10%	18%	19%	12%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	3028	1376	622	614	129	287	462	1226	330	638	371	665	399	411	401	65	114	28
	77%	87%	86%	75%	54%	51%	88%	75%	86%	74%	71%	81%	82%	76%	84%	79%	80%	81%
False	134	27	22	31	37	17	4	74	9	31	16	19	18	27	11	10	3	1
	3%	2%	3%	4%	15%	3%	1%	5%	2%	4%	3%	2%	4%	5%	2%	12%	2%	3%
I'm not sure / don't know	761	171	78	177	75	260	58	333	42	188	139	134	67	103	67	7	25	5
	19%	11%	11%	22%	31%	46%	11%	20%	11%	22%	26%	16%	14%	19%	14%	9%	18%	15%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	3028	2082	125	438	359	801	629	605	438	125	359	47	361	365	389	427	440	1046
	77%	81%	83%	73%	63%	83%	78%	81%	73%	83%	63%	68%	72%	73%	78%	86%	88%	73%
False	134	89	2	18	25	33	38	17	18	2	25	2	16	16	17	10	19	55
	3%	3%	1%	3%	4%	3%	5%	2%	3%	1%	4%	3%	3%	3%	3%	2%	4%	4%
I'm not sure / don't know	761	409	23	142	183	129	138	123	142	23	183	20	122	117	92	61	40	330
	19%	16%	15%	24%	32%	13%	17%	17%	24%	15%	32%	29%	24%	23%	18%	12%	8%	23%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	2126	1159	966	198	311	373	399	329	274	242	628	678	415	404	998	250	684	187	341	834	948
	54%	60%	48%	63%	52%	57%	55%	56%	54%	45%	63%	54%	49%	49%	58%	46%	50%	69%	47%	56%	56%
False	310	159	150	21	52	50	66	41	46	34	86	108	64	52	163	39	90	15	42	111	156
	8%	8%	7%	7%	9%	8%	9%	7%	9%	6%	9%	9%	7%	6%	9%	7%	7%	5%	6%	7%	9%
I'm not sure / don't know	1488	599	889	97	241	229	261	213	185	262	276	466	374	372	557	250	605	70	334	552	601
	38%	31%	44%	31%	40%	35%	36%	37%	37%	49%	28%	37%	44%	45%	32%	46%	44%	26%	47%	37%	35%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	2126	307	1233	263	322	252	230	257	1387	549	667	515	385
	54%	54%	54%	56%	55%	52%	54%	59%	54%	70%	57%	49%	43%
False	310	58	166	34	52	47	31	44	188	75	101	70	61
	8%	10%	7%	7%	9%	10%	7%	10%	7%	10%	9%	7%	7%
I'm not sure / don't know	1488	202	901	170	214	189	166	131	1002	162	399	466	448
	38%	36%	39%	36%	36%	39%	39%	30%	39%	21%	34%	44%	50%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	2126	1109	1016	1145	713	212	56	388	89	242	428	102	416	265	25	166
	54%	53%	55%	53%	58%	52%	48%	49%	44%	57%	54%	52%	62%	54%	45%	64%
False	310	194	115	175	95	33	6	52	15	38	50	23	59	41	8	23
	8%	9%	6%	8%	8%	8%	5%	7%	8%	9%	6%	12%	9%	8%	14%	9%
I'm not sure / don't know	1488	784	704	837	432	163	56	358	96	144	321	72	199	185	22	69
	38%	38%	38%	39%	35%	40%	47%	45%	48%	34%	40%	37%	29%	38%	41%	27%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	2126	1015	418	418	95	180	327	818	271	442	268	457	279	257	290	60	74	23
	54%	64%	58%	51%	39%	32%	62%	50%	71%	52%	51%	56%	58%	48%	60%	73%	52%	66%
False	310	127	54	66	42	22	34	141	30	65	40	64	49	45	45	11	12	6
	8%	8%	7%	8%	17%	4%	6%	9%	8%	8%	8%	8%	10%	8%	9%	14%	8%	18%
I'm not sure / don't know	1488	432	251	338	105	361	164	674	81	351	219	298	157	238	145	10	56	6
	38%	27%	35%	41%	44%	64%	31%	41%	21%	41%	42%	36%	32%	44%	30%	13%	40%	16%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	2126	1439	81	331	259	549	449	413	331	81	259	27	260	270	273	276	321	725
	54%	56%	54%	55%	46%	57%	56%	56%	55%	54%	46%	39%	52%	54%	55%	55%	64%	51%
False	310	232	6	33	36	110	64	53	33	6	36	5	31	30	30	64	49	106
	8%	9%	4%	6%	6%	11%	8%	7%	6%	4%	6%	7%	6%	6%	6%	13%	10%	7%
I'm not sure / don't know	1488	910	62	234	272	303	291	278	234	62	272	37	208	198	195	158	129	599
	38%	35%	41%	39%	48%	32%	36%	37%	39%	41%	48%	54%	42%	40%	39%	32%	26%	42%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	1158	595	563	78	146	148	223	175	179	209	232	380	274	271	485	142	476	52	219	466	471
	30%	31%	28%	25%	24%	23%	31%	30%	35%	39%	23%	30%	32%	33%	28%	26%	35%	19%	31%	31%	28%
False	1344	701	643	120	203	278	275	204	151	112	456	429	257	202	650	201	366	121	201	477	664
	34%	37%	32%	38%	34%	43%	38%	35%	30%	21%	46%	34%	30%	24%	38%	37%	27%	44%	28%	32%	39%
I'm not sure / don't know	1421	621	800	118	255	225	228	204	174	218	302	444	321	354	583	198	537	99	297	554	569
	36%	32%	40%	37%	42%	34%	31%	35%	35%	40%	31%	35%	38%	43%	34%	37%	39%	36%	41%	37%	33%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	1158 30%	185 33%	645 28%	151 32%	177 30%	119 24%	90 21%	143 33%	806 31%	170 22%	346 30%	322 31%	312 35%
False	1344 34%	186 33%	778 34%	166 35%	215 37%	189 39%	172 40%	168 39%	815 32%	403 51%	411 35%	315 30%	212 24%
I'm not sure / don't know	1421 36%	196 35%	878 38%	151 32%	196 33%	180 37%	165 39%	121 28%	956 37%	213 27%	410 35%	413 39%	371 41%

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	1158	657	501	661	346	116	36	257	40	98	267	58	142	199	22	71
	30%	31%	27%	31%	28%	28%	30%	32%	20%	23%	33%	29%	21%	41%	39%	27%
False	1344	704	640	721	456	129	38	210	69	181	217	76	324	150	14	100
	34%	34%	35%	33%	37%	32%	32%	26%	34%	43%	27%	38%	48%	31%	26%	39%
I'm not sure / don't know	1421	727	694	775	438	163	45	331	91	145	315	64	207	142	19	88
	36%	35%	38%	36%	35%	40%	38%	41%	46%	34%	39%	32%	31%	29%	34%	34%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	1158 30%	389 25%	206 29%	307 37%	121 50%	134 24%	118 22%	543 33%	97 25%	249 29%	151 29%	235 29%	178 37%	153 28%	110 23%	23 28%	49 35%	3 9%
False	1344 34%	739 47%	267 37%	194 24%	51 21%	93 17%	260 50%	461 28%	177 46%	279 32%	167 32%	305 37%	149 31%	179 33%	205 43%	33 40%	53 37%	21 61%
I'm not sure / don't know	1421 36%	445 28%	250 35%	321 39%	69 29%	336 60%	147 28%	629 39%	108 28%	330 38%	208 40%	278 34%	158 33%	208 38%	165 34%	26 32%	40 28%	10 30%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	1158 30%	750 29%	43 28%	175 29%	177 31%	282 29%	245 30%	202 27%	175 29%	43 28%	177 31%	22 32%	173 35%	154 31%	122 25%	129 26%	103 21%	476 33%
False	1344 34%	944 37%	50 33%	193 32%	151 27%	372 39%	278 35%	272 36%	193 32%	50 33%	151 27%	22 32%	128 26%	146 29%	175 35%	215 43%	254 51%	425 30%
I'm not sure / don't know	1421 36%	885 34%	57 38%	230 38%	240 42%	308 32%	281 35%	271 36%	230 38%	57 38%	240 42%	25 36%	198 40%	198 40%	201 40%	154 31%	141 28%	529 37%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
True	2520	1230	1290	207	449	452	486	347	298	282	703	820	516	481	1159	363	783	204	437	960	1119
	64%	64%	64%	66%	74%	69%	67%	59%	59%	52%	71%	65%	61%	58%	67%	67%	57%	75%	61%	64%	66%
False	456	281	175	39	37	54	90	82	69	85	102	134	111	108	197	37	199	22	62	176	218
	12%	15%	9%	12%	6%	8%	12%	14%	14%	16%	10%	11%	13%	13%	11%	7%	14%	8%	9%	12%	13%
I'm not sure / don't know	947	406	541	69	118	146	151	154	138	171	185	298	225	239	362	140	397	45	218	362	367
	24%	21%	27%	22%	20%	22%	21%	26%	27%	32%	19%	24%	26%	29%	21%	26%	29%	17%	30%	24%	22%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
True	2520	386	1463	298	373	335	293	290	1602	591	783	671	460
	64%	68%	64%	64%	63%	69%	69%	67%	62%	75%	67%	64%	51%
False	456	51	266	63	77	45	29	61	321	72	146	104	131
	12%	9%	12%	13%	13%	9%	7%	14%	12%	9%	13%	10%	15%
I'm not sure / don't know	947	130	572	107	138	107	105	82	653	123	238	276	303
	24%	23%	25%	23%	23%	22%	25%	19%	25%	16%	20%	26%	34%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
True	2520	1352	1168	1355	836	263	65	418	136	332	455	129	519	318	27	181
	64%	65%	64%	63%	67%	64%	55%	52%	68%	78%	57%	65%	77%	65%	49%	70%
False	456	273	183	283	125	34	14	128	16	26	121	23	45	72	12	14
	12%	13%	10%	13%	10%	8%	12%	16%	8%	6%	15%	11%	7%	15%	21%	5%
I'm not sure / don't know	947	463	484	519	278	111	39	253	48	67	224	47	110	101	16	64
	24%	22%	26%	24%	22%	27%	33%	32%	24%	16%	28%	24%	16%	21%	29%	25%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
True	2520 64%	1206 77%	506 70%	494 60%	85 35%	229 41%	407 78%	948 58%	315 82%	522 61%	329 62%	542 66%	303 63%	333 62%	341 71%	52 63%	93 66%	25 72%
False	456 12%	122 8%	74 10%	114 14%	86 36%	59 11%	36 7%	247 15%	20 5%	105 12%	48 9%	87 11%	81 17%	76 14%	48 10%	16 19%	19 13%	3 8%
I'm not sure / don't know	947 24%	245 16%	143 20%	214 26%	70 29%	275 49%	82 16%	437 27%	47 12%	231 27%	150 28%	190 23%	100 21%	131 24%	92 19%	15 18%	30 21%	7 20%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
True	2520 64%	1687 65%	112 75%	374 62%	325 57%	638 66%	522 65%	484 65%	374 62%	112 75%	325 57%	43 63%	313 63%	296 59%	347 70%	342 69%	363 73%	859 60%
False	456 12%	329 13%	9 6%	63 10%	53 9%	115 12%	111 14%	97 13%	63 10%	9 6%	53 9%	6 9%	74 15%	55 11%	41 8%	67 13%	54 11%	165 12%
I'm not sure / don't know	947 24%	564 22%	28 19%	162 27%	190 33%	209 22%	172 21%	163 22%	162 27%	28 19%	190 33%	19 28%	112 22%	147 30%	110 22%	90 18%	82 16%	407 28%

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 42%	2505 66%	717 18%	1315 34%	3028 77%	2126 54%	1158 30%	2520 64%
False	742 19%	467 12%	2322 59%	1120 29%	134 3%	310 8%	1344 34%	456 12%
I'm not sure / don't know	1467 39%	838 22%	884 23%	1488 38%	761 19%	1488 38%	1421 36%	947 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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2344	1052	1293	190	412	419	418	332	298	276	531	731	534	548	1013	329	823	171	459	902	980
	60%	55%	64%	60%	68%	64%	58%	57%	59%	51%	54%	58%	63%	66%	59%	61%	60%	63%	64%	60%	57%
Definitely agree	(5) 892	374	518	70	148	182	150	110	114	117	157	279	215	241	349	128	350	62	195	363	333
	23%	19%	26%	22%	25%	28%	21%	19%	23%	22%	16%	22%	25%	29%	20%	24%	25%	23%	27%	24%	20%
Tend to agree	(4) 1452	678	774	119	263	236	268	222	184	159	375	452	320	306	664	202	472	109	265	539	646
	37%	35%	39%	38%	44%	36%	37%	38%	36%	29%	38%	36%	37%	37%	39%	37%	34%	40%	37%	36%	38%
Neither agree nor disagree	(3) 674	361	313	70	118	123	129	104	69	60	198	229	151	96	328	116	169	60	118	239	317
	17%	19%	16%	22%	20%	19%	18%	18%	14%	11%	20%	18%	18%	12%	19%	22%	12%	22%	16%	16%	19%
Tend/definitely disagree (Net)	879	492	387	50	71	106	174	144	134	200	259	281	166	174	370	94	375	35	124	347	407
	22%	26%	19%	16%	12%	16%	24%	25%	27%	37%	26%	22%	19%	21%	22%	17%	27%	13%	17%	23%	24%
Tend to disagree	(2) 569	318	251	32	47	79	119	92	83	116	166	178	109	116	252	65	229	20	78	223	267
	14%	17%	13%	10%	8%	12%	16%	16%	17%	22%	17%	14%	13%	14%	15%	12%	17%	7%	11%	15%	16%
Definitely disagree	(1) 311	174	136	17	24	27	55	52	51	84	94	103	56	58	118	29	146	15	46	124	140
	8%	9%	7%	5%	4%	4%	8%	9%	10%	16%	9%	8%	7%	7%	7%	5%	11%	6%	6%	8%	8%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	26	13	13	6	3	3	5	3	3	3	1	11	2	10	8	-	13	5	16	9	1
	1%	1%	1%	2%	1%	*	1%	*	1%	1%	*	1%	*	1%	*	-	1%	2%	2%	1%	*
Mean Score	3.53	3.40	3.65	3.62	3.77	3.72	3.47	3.42	3.45	3.20	3.34	3.50	3.62	3.68	3.51	3.62	3.48	3.69	3.69	3.53	3.45
Standard Deviation	1.22	1.23	1.19	1.11	1.03	1.12	1.21	1.22	1.28	1.41	1.20	1.22	1.18	1.23	1.17	1.13	1.32	1.09	1.18	1.24	1.20
Standard Error	0.019	0.029	0.026	0.080	0.048	0.045	0.045	0.052	0.051	0.053	0.038	0.035	0.043	0.040	0.030	0.051	0.032	0.085	0.040	0.031	0.033

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2344 60%	358 63%	1413 61%	248 53%	326 55%	340 70%	262 61%	268 62%	1474 57%	453 58%	674 58%	634 60%	571 64%
Definitely agree (5)	892 23%	155 27%	540 23%	90 19%	107 18%	143 29%	100 23%	91 21%	558 22%	154 20%	260 22%	233 22%	243 27%
Tend to agree (4)	1452 37%	203 36%	873 38%	157 34%	219 37%	197 40%	162 38%	177 41%	916 36%	299 38%	414 35%	401 38%	328 37%
Neither agree nor disagree (3)	674 17%	113 20%	376 16%	81 17%	104 18%	76 16%	77 18%	64 15%	457 18%	154 20%	223 19%	184 18%	110 12%
Tend/definitely disagree (Net)	879 22%	86 15%	498 22%	138 29%	158 27%	68 14%	86 20%	100 23%	625 24%	172 22%	266 23%	230 22%	204 23%
Tend to disagree (2)	569 14%	55 10%	347 15%	86 18%	80 14%	52 11%	67 16%	56 13%	395 15%	112 14%	163 14%	148 14%	140 16%
Definitely disagree (1)	311 8%	31 5%	150 7%	51 11%	78 13%	16 3%	20 5%	44 10%	231 9%	60 8%	102 9%	82 8%	64 7%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	26 1%	10 2%	14 1%	1 *	1 *	3 1%	1 *	-	21 1%	8 1%	4 *	3 *	9 1%
Mean Score	3.53	3.71	3.57	3.32	3.34	3.83	3.60	3.50	3.46	3.48	3.49	3.53	3.62
Standard Deviation	1.22	1.14	1.19	1.28	1.29	1.07	1.14	1.24	1.24	1.18	1.23	1.20	1.24
Standard Error	0.019	0.057	0.023	0.069	0.061	0.052	0.059	0.072	0.023	0.041	0.039	0.039	0.038

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2344	1240	1105	1277	744	255	69	449	119	277	459	118	422	275	24	188
	60%	59%	60%	59%	60%	62%	59%	56%	60%	65%	57%	60%	63%	56%	45%	73%
Definitely agree (5)	892	450	443	478	281	104	29	150	40	100	172	38	155	135	15	85
	23%	22%	24%	22%	23%	25%	25%	19%	20%	24%	22%	19%	23%	27%	28%	33%
Tend to agree (4)	1452	790	662	799	462	151	40	300	79	177	287	80	268	141	9	104
	37%	38%	36%	37%	37%	37%	34%	38%	40%	42%	36%	40%	40%	29%	17%	40%
Neither agree nor disagree (3)	674	333	340	353	229	75	17	131	35	71	125	39	141	74	12	38
	17%	16%	19%	16%	18%	18%	15%	16%	17%	17%	16%	20%	21%	15%	22%	15%
Tend/definitely disagree (Net)	879	510	369	522	259	68	31	211	46	75	209	41	103	141	18	32
	22%	24%	20%	24%	21%	17%	26%	26%	23%	18%	26%	21%	15%	29%	33%	12%
Tend to disagree (2)	569	320	249	337	174	43	15	143	30	54	138	31	77	53	14	27
	14%	15%	14%	16%	14%	10%	13%	18%	15%	13%	17%	16%	11%	11%	26%	11%
Definitely disagree (1)	311	190	121	185	85	25	16	68	17	21	71	10	26	88	4	4
	8%	9%	7%	9%	7%	6%	13%	9%	8%	5%	9%	5%	4%	18%	7%	2%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	26	5	21	6	8	11	1	6	-	2	7	-	7	1	-	1
	1%	*	1%	*	1%	3%	1%	1%	-	*	1%	-	1%	*	-	*
Mean Score	3.53	3.47	3.58	3.49	3.55	3.67	3.44	3.40	3.48	3.66	3.44	3.53	3.67	3.37	3.33	3.92
Standard Deviation	1.22	1.24	1.19	1.23	1.18	1.16	1.35	1.22	1.20	1.12	1.25	1.12	1.07	1.44	1.32	1.02
Standard Error	0.019	0.028	0.027	0.027	0.034	0.056	0.114	0.043	0.088	0.056	0.043	0.084	0.043	0.064	0.184	0.063

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2344	1088	420	452	93	292	364	913	257	487	324	515	262	293	269	48	81	24
	60%	69%	58%	55%	38%	52%	69%	56%	67%	57%	62%	63%	54%	54%	56%	59%	57%	69%
Definitely agree (5)	892	500	133	128	37	94	137	341	110	171	133	199	79	104	93	17	34	6
	23%	32%	18%	16%	15%	17%	26%	21%	29%	20%	25%	24%	16%	19%	19%	21%	24%	16%
Tend to agree (4)	1452	587	287	324	55	198	227	572	147	316	191	316	183	189	176	31	47	18
	37%	37%	40%	39%	23%	35%	43%	35%	38%	37%	36%	39%	38%	35%	37%	37%	33%	53%
Neither agree nor disagree (3)	674	251	142	127	43	112	71	282	68	161	92	131	92	89	110	9	20	3
	17%	16%	20%	15%	18%	20%	13%	17%	18%	19%	17%	16%	19%	16%	23%	12%	14%	8%
Tend/definitely disagree (Net)	879	228	159	235	106	152	90	433	52	207	98	172	128	158	99	23	40	8
	22%	14%	22%	29%	44%	27%	17%	26%	14%	24%	19%	21%	26%	29%	21%	28%	28%	23%
Tend to disagree (2)	569	151	108	152	62	96	61	276	39	135	58	130	77	93	71	15	27	4
	14%	10%	15%	18%	26%	17%	12%	17%	10%	16%	11%	16%	16%	17%	15%	19%	19%	11%
Definitely disagree (1)	311	76	51	83	44	57	29	157	13	72	41	42	50	65	28	8	13	4
	8%	5%	7%	10%	18%	10%	5%	10%	3%	8%	8%	5%	10%	12%	6%	10%	9%	12%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	26	8	2	8	-	7	*	5	5	3	12	1	2	1	1	1	1	-
	1%	*	*	1%	-	1%	*	*	1%	*	2%	*	*	*	*	1%	1%	-
Mean Score	3.53	3.82	3.48	3.32	2.92	3.32	3.73	3.41	3.80	3.44	3.62	3.61	3.34	3.32	3.49	3.43	3.44	3.51
Standard Deviation	1.22	1.13	1.16	1.23	1.35	1.23	1.13	1.26	1.08	1.21	1.21	1.16	1.22	1.29	1.14	1.29	1.29	1.25
Standard Error	0.019	0.029	0.045	0.043	0.087	0.050	0.050	0.032	0.056	0.042	0.051	0.041	0.057	0.056	0.052	0.137	0.103	0.228

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

	Total	Driving status					Driving status (split by annual mileage)						Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2344 60%	1492 58%	93 62%	373 62%	366 65%	527 55%	480 60%	441 59%	373 62%	93 62%	366 65%	44 63%	343 69%	313 63%	316 63%	278 56%	257 51%	837 59%
Definitely agree (5)	892 23%	533 21%	35 23%	157 26%	160 28%	176 18%	156 19%	189 25%	157 26%	35 23%	160 28%	11 16%	124 25%	141 28%	111 22%	115 23%	70 14%	331 23%
Tend to agree (4)	1452 37%	959 37%	58 39%	216 36%	207 36%	350 36%	325 40%	251 34%	216 36%	58 39%	207 36%	33 47%	219 44%	171 34%	205 41%	163 33%	187 37%	507 35%
Neither agree nor disagree (3)	674 17%	454 18%	30 20%	98 16%	88 16%	173 18%	149 19%	116 16%	98 16%	30 20%	88 16%	16 23%	56 11%	78 16%	67 13%	95 19%	120 24%	258 18%
Tend/definitely disagree (Net)	879 22%	627 24%	26 17%	124 21%	98 17%	260 27%	170 21%	187 25%	124 21%	26 17%	98 17%	10 14%	94 19%	101 20%	114 23%	124 25%	121 24%	324 23%
Tend to disagree (2)	569 14%	417 16%	15 10%	71 12%	64 11%	162 17%	114 14%	134 18%	71 12%	15 10%	64 11%	7 10%	69 14%	67 13%	73 15%	84 17%	83 17%	193 13%
Definitely disagree (1)	311 8%	209 8%	12 8%	54 9%	34 6%	98 10%	56 7%	53 7%	54 9%	12 8%	34 6%	3 4%	25 5%	34 7%	41 8%	40 8%	39 8%	131 9%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	26 1%	7 *	1 1%	3 1%	15 3%	2 *	4 *	1 *	3 1%	1 1%	15 3%	-	5 1%	6 1%	1 *	2 *	1 *	11 1%
Mean Score	3.53	3.46	3.61	3.59	3.71	3.36	3.51	3.52	3.59	3.61	3.71	3.62	3.70	3.65	3.55	3.46	3.34	3.50
Standard Deviation	1.22	1.21	1.18	1.25	1.18	1.24	1.16	1.24	1.25	1.18	1.18	1.00	1.14	1.22	1.22	1.24	1.14	1.24
Standard Error	0.019	0.024	0.095	0.059	0.044	0.041	0.042	0.045	0.059	0.095	0.044	0.123	0.049	0.054	0.056	0.057	0.050	0.033

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	3038	1425	1613	219	460	497	544	475	423	421	728	966	670	673	1321	427	1090	189	565	1156	1314
	77%	74%	80%	69%	76%	76%	75%	81%	84%	78%	74%	77%	79%	81%	77%	79%	79%	70%	79%	77%	77%
Definitely agree	(5) 1428	600	827	82	188	223	247	227	226	235	314	433	322	358	548	203	593	80	301	542	584
	36%	31%	41%	26%	31%	34%	34%	39%	45%	44%	32%	35%	38%	43%	32%	38%	43%	30%	42%	36%	34%
Tend to agree	(4) 1610	824	785	136	272	274	297	248	196	186	414	533	348	315	773	224	497	109	265	614	730
	41%	43%	39%	43%	45%	42%	41%	42%	39%	35%	42%	43%	41%	38%	45%	41%	36%	40%	37%	41%	43%
Neither agree nor disagree	(3) 413	224	189	48	79	76	89	47	36	38	127	136	88	62	204	51	118	40	58	174	181
	11%	12%	9%	15%	13%	12%	12%	8%	7%	7%	13%	11%	10%	8%	12%	9%	9%	15%	8%	12%	11%
Tend/definitely disagree (Net)	452	259	193	44	62	74	90	60	45	77	135	140	90	87	192	59	161	37	86	157	208
	12%	13%	10%	14%	10%	11%	12%	10%	9%	14%	14%	11%	11%	10%	11%	11%	12%	14%	12%	10%	12%
Tend to disagree	(2) 317	177	140	28	43	56	60	46	31	53	92	92	74	60	133	45	119	17	53	116	147
	8%	9%	7%	9%	7%	9%	8%	8%	6%	10%	9%	7%	9%	7%	8%	8%	9%	6%	7%	8%	9%
Definitely disagree	(1) 135	82	53	16	19	18	30	14	13	24	43	48	17	27	58	14	42	20	33	41	61
	3%	4%	3%	5%	3%	3%	4%	2%	3%	5%	4%	4%	2%	3%	3%	3%	3%	7%	5%	3%	4%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	20	10	11	4	3	4	4	1	1	2	*	10	5	5	1	3	11	5	8	10	2
	1%	1%	1%	1%	1%	1%	1%	*	*	*	*	1%	1%	1%	*	1%	1%	2%	1%	1%	*
Mean Score	3.99	3.88	4.10	3.77	3.94	3.97	3.93	4.08	4.17	4.03	3.87	3.97	4.04	4.12	3.94	4.04	4.08	3.80	4.05	4.01	3.96
Standard Deviation	1.05	1.08	1.01	1.10	1.01	1.03	1.08	1.00	0.99	1.14	1.09	1.05	1.00	1.04	1.03	1.02	1.07	1.16	1.11	1.02	1.06
Standard Error	0.017	0.026	0.022	0.078	0.046	0.042	0.041	0.042	0.039	0.043	0.034	0.030	0.037	0.034	0.026	0.046	0.026	0.090	0.037	0.025	0.029

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	3038 77%	421 74%	1803 78%	349 75%	465 79%	383 79%	329 77%	339 78%	1986 77%	583 74%	883 76%	831 79%	725 81%
Definitely agree (5)	1428 36%	208 37%	807 35%	178 38%	235 40%	177 36%	150 35%	146 34%	955 37%	241 31%	420 36%	403 38%	360 40%
Tend to agree (4)	1610 41%	214 38%	995 43%	171 37%	230 39%	206 42%	179 42%	193 45%	1032 40%	343 44%	463 40%	428 41%	365 41%
Neither agree nor disagree (3)	413 11%	69 12%	237 10%	54 12%	53 9%	48 10%	50 12%	43 10%	272 11%	97 12%	126 11%	119 11%	67 7%
Tend/definitely disagree (Net)	452 12%	68 12%	250 11%	65 14%	70 12%	55 11%	44 10%	50 12%	303 12%	105 13%	150 13%	98 9%	93 10%
Tend to disagree (2)	317 8%	45 8%	174 8%	49 10%	49 8%	37 8%	40 9%	31 7%	209 8%	72 9%	111 10%	68 7%	60 7%
Definitely disagree (1)	135 3%	23 4%	75 3%	16 3%	20 3%	18 4%	4 1%	19 4%	94 4%	34 4%	39 3%	30 3%	33 4%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	20 1%	8 1%	11 *	* *	1 *	2 *	3 1%	-	15 1%	* *	9 1%	2 *	9 1%
Mean Score	3.99	3.96	4.00	3.95	4.04	4.00	4.02	3.96	3.99	3.87	3.96	4.05	4.08
Standard Deviation	1.05	1.09	1.03	1.10	1.07	1.05	0.97	1.06	1.07	1.08	1.07	1.01	1.04
Standard Error	0.017	0.055	0.020	0.059	0.051	0.051	0.050	0.061	0.020	0.037	0.034	0.033	0.032

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	3038	1625	1412	1698	949	308	84	559	154	331	604	151	557	400	38	231
	77%	78%	77%	79%	77%	75%	71%	70%	77%	78%	76%	76%	83%	81%	70%	89%
Definitely agree (5)	1428	760	667	784	435	169	41	226	62	142	266	67	278	233	17	131
	36%	36%	36%	36%	35%	41%	34%	28%	31%	33%	33%	34%	41%	47%	32%	50%
Tend to agree (4)	1610	865	745	914	514	139	43	333	92	189	338	84	278	167	21	100
	41%	41%	41%	42%	41%	34%	36%	42%	46%	45%	42%	43%	41%	34%	39%	39%
Neither agree nor disagree (3)	413	222	191	216	146	40	11	104	21	39	93	23	81	32	2	13
	11%	11%	10%	10%	12%	10%	10%	13%	10%	9%	12%	12%	12%	7%	3%	5%
Tend/definitely disagree (Net)	452	235	217	235	139	54	23	128	25	53	96	22	36	57	14	14
	12%	11%	12%	11%	11%	13%	20%	16%	13%	12%	12%	11%	5%	12%	26%	6%
Tend to disagree (2)	317	168	149	170	101	36	10	90	15	38	72	18	28	32	11	10
	8%	8%	8%	8%	8%	9%	9%	11%	7%	9%	9%	9%	4%	7%	20%	4%
Definitely disagree (1)	135	68	68	65	38	19	13	38	10	15	24	5	8	25	3	4
	3%	3%	4%	3%	3%	5%	11%	5%	5%	3%	3%	2%	1%	5%	6%	2%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	20	6	15	8	5	6	-	8	-	2	6	1	-	2	*	*
	1%	*	1%	*	*	2%	-	1%	-	*	1%	*	-	*	1%	*
Mean Score	3.99	4.00	3.99	4.01	3.98	4.00	3.75	3.78	3.90	3.96	3.95	3.97	4.17	4.13	3.71	4.33
Standard Deviation	1.05	1.04	1.07	1.03	1.04	1.14	1.31	1.12	1.08	1.05	1.04	1.02	0.88	1.12	1.28	0.87
Standard Error	0.017	0.023	0.024	0.022	0.030	0.055	0.110	0.039	0.079	0.053	0.036	0.077	0.035	0.050	0.180	0.054

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	3038	1359	554	615	131	378	455	1243	310	639	391	674	363	399	361	60	107	27
	77%	86%	77%	75%	54%	67%	87%	76%	81%	74%	74%	82%	75%	74%	75%	73%	75%	78%
Definitely agree	(5) 1428	745	236	256	48	143	234	549	161	274	209	311	150	174	161	30	49	13
	36%	47%	33%	31%	20%	25%	45%	34%	42%	32%	40%	38%	31%	32%	34%	36%	35%	38%
Tend to agree	(4) 1610	614	318	360	83	236	220	694	149	365	182	363	213	225	199	30	57	14
	41%	39%	44%	44%	34%	42%	42%	39%	43%	35%	44%	44%	42%	42%	37%	40%	40%	40%
Neither agree nor disagree	(3) 413	101	94	89	37	92	35	180	44	102	51	68	58	66	69	5	13	-
	11%	6%	13%	11%	15%	16%	7%	11%	12%	12%	10%	8%	12%	12%	14%	6%	9%	-
Tend/definitely disagree (Net)	452	109	74	112	73	83	33	202	27	112	77	73	59	75	49	17	22	8
	12%	7%	10%	14%	30%	15%	6%	12%	7%	13%	15%	9%	12%	14%	10%	20%	15%	22%
Tend to disagree	(2) 317	80	59	76	47	55	27	143	21	80	46	60	34	51	35	13	16	4
	8%	5%	8%	9%	20%	10%	5%	9%	5%	9%	9%	7%	7%	10%	7%	15%	11%	12%
Definitely disagree	(1) 135	29	15	37	26	28	6	60	7	32	31	13	25	24	14	4	6	4
	3%	2%	2%	4%	11%	5%	1%	4%	2%	4%	6%	2%	5%	4%	3%	5%	4%	11%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	20	4	*	5	-	10	1	7	-	5	6	3	4	-	2	-	*	-
	1%	*	*	1%	-	2%	*	*	-	1%	1%	*	1%	-	*	-	*	-
Mean Score	3.99	4.25	3.97	3.88	3.33	3.74	4.24	3.94	4.14	3.90	3.95	4.10	3.89	3.88	3.96	3.84	3.91	3.83
Standard Deviation	1.05	0.92	0.99	1.09	1.29	1.10	0.88	1.06	0.95	1.07	1.18	0.95	1.08	1.10	1.02	1.22	1.12	1.35
Standard Error	0.017	0.023	0.038	0.038	0.083	0.045	0.039	0.027	0.048	0.037	0.050	0.034	0.051	0.048	0.046	0.128	0.090	0.246

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	3038 77%	1990 77%	121 81%	462 77%	444 78%	710 74%	641 80%	584 78%	462 77%	121 81%	444 78%	56 80%	392 79%	408 82%	408 82%	387 78%	355 71%	1086 76%
Definitely agree	(5) 1428 36%	888 34%	62 41%	231 39%	239 42%	307 32%	274 34%	283 38%	231 39%	62 41%	239 42%	23 34%	184 37%	209 42%	182 37%	185 37%	133 27%	534 37%
Tend to agree	(4) 1610 41%	1102 43%	59 40%	231 39%	205 36%	402 42%	367 46%	301 40%	231 39%	59 40%	205 36%	32 47%	208 42%	200 40%	226 45%	202 40%	222 44%	552 39%
Neither agree nor disagree	(3) 413 11%	279 11%	9 6%	74 12%	48 9%	123 13%	75 9%	75 10%	74 12%	9 6%	48 9%	6 9%	53 11%	43 9%	47 9%	50 10%	72 15%	147 10%
Tend/definitely disagree (Net)	452 12%	302 12%	18 12%	59 10%	67 12%	126 13%	88 11%	83 11%	59 10%	18 12%	67 12%	6 8%	52 10%	41 8%	40 8%	61 12%	71 14%	186 13%
Tend to disagree	(2) 317 8%	213 8%	8 6%	50 8%	44 8%	89 9%	61 8%	58 8%	50 8%	8 6%	44 8%	6 8%	38 8%	27 5%	30 6%	46 9%	46 9%	130 9%
Definitely disagree	(1) 135 3%	89 3%	10 7%	10 2%	23 4%	37 4%	27 3%	25 3%	10 2%	10 7%	23 4%	-	15 3%	15 3%	10 2%	15 3%	25 5%	56 4%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	20 1%	9 *	1 1%	3 *	7 1%	4 *	1 *	3 *	3 *	1 1%	7 1%	2 3%	1 *	5 1%	2 *	-	1 *	11 1%
Mean Score	3.99	3.97	4.04	4.05	4.06	3.89	4.00	4.02	4.05	4.04	4.06	4.08	4.02	4.14	4.09	3.99	3.79	3.97
Standard Deviation	1.05	1.05	1.14	1.00	1.10	1.08	1.02	1.05	1.00	1.14	1.10	0.88	1.02	0.99	0.94	1.06	1.09	1.10
Standard Error	0.017	0.021	0.092	0.047	0.040	0.036	0.036	0.038	0.047	0.092	0.040	0.110	0.044	0.044	0.043	0.048	0.048	0.029

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	905	484	420	72	109	97	130	101	121	275	149	262	232	261	286	75	480	59	246	369	287
	23%	25%	21%	23%	18%	15%	18%	17%	24%	51%	15%	21%	27%	32%	17%	14%	35%	22%	34%	25%	17%
Definitely agree	(5) 293	151	143	21	16	33	36	35	35	117	37	82	73	100	71	20	186	14	98	117	77
	7%	8%	7%	7%	3%	5%	5%	6%	7%	22%	4%	7%	9%	12%	4%	4%	13%	5%	14%	8%	5%
Tend to agree	(4) 612	334	278	51	93	64	94	66	86	158	112	180	159	161	215	55	294	46	148	252	210
	16%	17%	14%	16%	15%	10%	13%	11%	17%	29%	11%	14%	19%	19%	12%	10%	21%	17%	21%	17%	12%
Neither agree nor disagree	(3) 626	307	319	63	126	100	107	98	73	58	113	209	154	151	291	103	190	41	121	244	261
	16%	16%	16%	20%	21%	15%	15%	17%	15%	11%	11%	17%	18%	18%	17%	19%	14%	15%	17%	16%	15%
Tend/definitely disagree (Net)	2339	1107	1231	177	361	446	483	376	301	196	721	765	459	395	1128	356	677	169	333	866	1139
	60%	58%	61%	56%	60%	68%	66%	65%	60%	36%	73%	61%	54%	48%	66%	66%	49%	63%	46%	58%	67%
Tend to disagree	(2) 1311	615	695	109	220	226	260	218	163	114	399	401	285	226	655	193	370	89	163	469	679
	33%	32%	35%	35%	36%	35%	36%	37%	32%	21%	40%	32%	33%	27%	38%	36%	27%	33%	23%	31%	40%
Definitely disagree	(1) 1028	492	536	67	141	220	223	158	138	81	322	364	174	168	473	162	307	81	170	397	460
	26%	26%	27%	21%	23%	34%	31%	27%	27%	15%	33%	29%	20%	20%	28%	30%	22%	30%	24%	27%	27%
Not applicable	13	8	5	2	-	-	*	3	6	2	4	7	1	2	4	-	9	-	2	5	7
	*	*	*	1%	-	-	*	1%	1%	*	*	1%	*	*	*	-	1%	-	*	*	*
Don't know	40	11	29	2	9	8	6	5	4	7	4	10	8	19	8	6	24	2	15	15	11
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	2%	*	1%	2%	1%	2%	1%	1%
Mean Score	2.44	2.49	2.39	2.51	2.37	2.17	2.25	2.31	2.43	3.22	2.13	2.36	2.61	2.75	2.27	2.21	2.76	2.34	2.77	2.47	2.27
Standard Deviation	1.24	1.26	1.22	1.19	1.08	1.16	1.17	1.17	1.26	1.41	1.11	1.23	1.24	1.32	1.12	1.10	1.38	1.21	1.39	1.27	1.12
Standard Error	0.020	0.030	0.027	0.085	0.050	0.047	0.044	0.050	0.050	0.053	0.035	0.036	0.046	0.043	0.029	0.049	0.034	0.094	0.047	0.031	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	905	143	532	115	115	80	57	103	665	84	227	232	352
	23%	25%	23%	25%	20%	16%	13%	24%	26%	11%	19%	22%	39%
Definitely agree (5)	293	57	157	38	41	21	14	33	225	21	70	77	122
	7%	10%	7%	8%	7%	4%	3%	8%	9%	3%	6%	7%	14%
Tend to agree (4)	612	86	374	77	74	58	43	71	440	63	157	154	230
	16%	15%	16%	17%	13%	12%	10%	16%	17%	8%	13%	15%	26%
Neither agree nor disagree (3)	626	83	393	65	86	89	70	66	400	81	181	222	138
	16%	15%	17%	14%	15%	18%	17%	15%	16%	10%	16%	21%	15%
Tend/definitely disagree (Net)	2339	337	1339	283	379	313	299	255	1472	617	752	587	376
	60%	60%	58%	61%	65%	64%	70%	59%	57%	78%	64%	56%	42%
Tend to disagree (2)	1311	132	797	151	231	177	161	135	838	287	432	374	213
	33%	23%	35%	32%	39%	36%	38%	31%	33%	37%	37%	36%	24%
Definitely disagree (1)	1028	206	542	132	148	136	138	120	634	330	320	214	163
	26%	36%	24%	28%	25%	28%	32%	28%	25%	42%	27%	20%	18%
Not applicable	13	-	8	1	4	-	-	4	9	2	1	3	5
	*	-	*	*	1%	-	-	1%	*	*	*	*	1%
Don't know	40	4	29	3	4	5	-	4	31	2	5	8	24
	1%	1%	1%	1%	1%	1%	-	1%	1%	*	*	1%	3%
Mean Score	2.44	2.39	2.47	2.43	2.36	2.28	2.14	2.44	2.52	1.92	2.33	2.53	2.93
Standard Deviation	1.24	1.37	1.22	1.28	1.19	1.13	1.08	1.27	1.28	1.04	1.19	1.18	1.35
Standard Error	0.020	0.069	0.023	0.069	0.057	0.055	0.056	0.074	0.024	0.036	0.038	0.038	0.041

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	905	464	440	457	259	138	52	304	49	53	198	34	56	146	19	38
	23%	22%	24%	21%	21%	34%	44%	38%	24%	12%	25%	17%	8%	30%	36%	15%
Definitely agree (5)	293	130	163	127	88	55	22	119	9	16	55	13	14	43	6	15
	7%	6%	9%	6%	7%	14%	19%	15%	4%	4%	7%	7%	2%	9%	11%	6%
Tend to agree (4)	612	335	277	329	171	82	30	185	40	37	143	20	42	103	14	22
	16%	16%	15%	15%	14%	20%	25%	23%	20%	9%	18%	10%	6%	21%	25%	9%
Neither agree nor disagree (3)	626	323	304	360	185	62	20	183	55	39	165	48	49	61	6	11
	16%	15%	17%	17%	15%	15%	17%	23%	27%	9%	21%	24%	7%	13%	12%	4%
Tend/definitely disagree (Net)	2339	1272	1067	1314	780	201	44	297	94	331	421	115	567	277	24	210
	60%	61%	58%	61%	63%	49%	37%	37%	47%	78%	53%	58%	84%	56%	44%	81%
Tend to disagree (2)	1311	770	541	782	418	88	23	222	70	191	295	78	251	122	17	65
	33%	37%	29%	36%	34%	21%	20%	28%	35%	45%	37%	39%	37%	25%	30%	25%
Definitely disagree (1)	1028	502	526	532	363	113	20	74	25	140	127	37	316	155	8	145
	26%	24%	29%	25%	29%	28%	17%	9%	12%	33%	16%	19%	47%	32%	14%	56%
Not applicable	13	12	1	9	4	-	*	8	-	-	1	-	-	1	2	-
	*	1%	*	*	*	-	*	1%	-	-	*	-	-	*	4%	-
Don't know	40	17	24	18	12	8	3	7	3	2	14	1	2	5	3	-
	1%	1%	1%	1%	1%	2%	2%	1%	1%	*	2%	1%	*	1%	5%	-
Mean Score	2.44	2.43	2.45	2.41	2.35	2.70	3.09	3.07	2.69	2.05	2.62	2.47	1.79	2.50	2.87	1.83
Standard Deviation	1.24	1.20	1.29	1.19	1.24	1.42	1.39	1.23	1.07	1.05	1.16	1.12	0.97	1.36	1.30	1.21
Standard Error	0.020	0.027	0.030	0.026	0.035	0.069	0.119	0.043	0.078	0.053	0.040	0.084	0.038	0.061	0.188	0.074

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	905	208	98	303	116	180	65	391	49	210	189	132	98	127	91	19	31	6
	23%	13%	13%	37%	48%	32%	12%	24%	13%	24%	36%	16%	20%	24%	19%	23%	22%	18%
Definitely agree (5)	293	62	32	85	51	62	12	115	20	68	77	37	25	34	27	10	6	1
	7%	4%	4%	10%	21%	11%	2%	7%	5%	8%	15%	5%	5%	6%	6%	13%	5%	2%
Tend to agree (4)	612	145	65	218	65	118	53	276	29	142	112	95	72	93	64	9	25	5
	16%	9%	9%	26%	27%	21%	10%	17%	7%	17%	21%	12%	15%	17%	13%	11%	17%	16%
Neither agree nor disagree (3)	626	120	120	159	62	166	36	324	19	166	81	113	72	113	51	9	12	4
	16%	8%	17%	19%	26%	29%	7%	20%	5%	19%	15%	14%	15%	21%	11%	11%	8%	12%
Tend/definitely disagree (Net)	2339	1240	503	355	50	191	422	892	314	466	244	565	308	294	334	53	95	24
	60%	79%	70%	43%	21%	34%	80%	55%	82%	54%	46%	69%	64%	55%	70%	65%	67%	70%
Tend to disagree (2)	1311	578	328	250	27	127	203	579	121	297	111	320	189	183	171	24	58	15
	33%	37%	45%	30%	11%	23%	39%	35%	32%	35%	21%	39%	39%	34%	36%	30%	41%	43%
Definitely disagree (1)	1028	661	175	105	23	64	219	313	193	170	133	245	119	112	164	29	37	9
	26%	42%	24%	13%	10%	11%	42%	19%	51%	20%	25%	30%	25%	21%	34%	36%	26%	28%
Not applicable	13	-	-	2	10	2	-	9	-	4	*	-	2	4	1	-	2	-
	*	-	-	*	4%	*	-	1%	-	*	*	-	*	1%	*	-	1%	-
Don't know	40	6	3	3	3	25	1	17	-	12	11	8	4	1	2	-	2	-
	1%	*	*	*	1%	4%	*	1%	-	1%	2%	1%	1%	*	1%	-	2%	-
Mean Score	2.44	1.96	2.24	2.91	3.41	2.98	1.92	2.57	1.85	2.58	2.78	2.21	2.36	2.54	2.20	2.35	2.32	2.22
Standard Deviation	1.24	1.11	1.06	1.22	1.24	1.18	1.05	1.19	1.15	1.21	1.42	1.13	1.16	1.18	1.21	1.39	1.19	1.09
Standard Error	0.020	0.028	0.041	0.043	0.082	0.049	0.046	0.030	0.059	0.042	0.060	0.040	0.055	0.052	0.055	0.146	0.096	0.198

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	905 23%	504 20%	31 21%	141 24%	215 38%	155 16%	161 20%	168 23%	141 24%	31 21%	215 38%	20 29%	154 31%	146 29%	87 18%	70 14%	59 12%	389 27%
Definitely agree (5)	293 7%	141 5%	13 8%	48 8%	86 15%	38 4%	38 5%	58 8%	48 8%	13 8%	86 15%	7 10%	55 11%	45 9%	20 4%	17 3%	20 4%	135 9%
Tend to agree (4)	612 16%	364 14%	19 12%	94 16%	130 23%	117 12%	123 15%	110 15%	94 16%	19 12%	130 23%	13 19%	98 20%	101 20%	67 13%	53 11%	39 8%	254 18%
Neither agree nor disagree (3)	626 16%	373 14%	27 18%	129 21%	95 17%	157 16%	116 14%	93 12%	129 21%	27 18%	95 17%	8 11%	102 20%	85 17%	87 18%	84 17%	56 11%	213 15%
Tend/definitely disagree (Net)	2339 60%	1674 65%	91 61%	320 54%	242 43%	640 67%	523 65%	472 63%	320 54%	91 61%	242 43%	39 57%	236 47%	267 54%	317 64%	344 69%	382 77%	792 55%
Tend to disagree (2)	1311 33%	959 37%	47 31%	182 30%	116 20%	364 38%	325 40%	246 33%	182 30%	47 31%	116 20%	25 36%	154 31%	153 31%	181 36%	188 38%	217 43%	418 29%
Definitely disagree (1)	1028 26%	715 28%	45 30%	138 23%	126 22%	276 29%	198 25%	226 30%	138 23%	45 30%	126 22%	15 21%	82 16%	114 23%	137 27%	156 31%	165 33%	374 26%
Not applicable	13 *	10 *	- *	1 *	2 *	2 *	3 *	5 1%	1 *	- *	2 *	- *	1 *	1 *	2 *	1 *	- *	9 1%
Don't know	40 1%	18 1%	* *	7 1%	14 3%	7 1%	1 *	7 1%	7 1%	* *	14 3%	2 3%	6 1%	- -	4 1%	1 *	2 *	27 2%
Mean Score	2.44	2.32	2.38	2.54	2.88	2.24	2.35	2.36	2.54	2.38	2.88	2.59	2.78	2.62	2.30	2.17	2.06	2.54
Standard Deviation	1.24	1.18	1.26	1.23	1.40	1.12	1.15	1.27	1.23	1.26	1.40	1.31	1.26	1.28	1.13	1.09	1.06	1.32
Standard Error	0.020	0.024	0.102	0.058	0.052	0.037	0.041	0.046	0.058	0.102	0.052	0.165	0.055	0.057	0.052	0.050	0.047	0.036

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1043	580	463	72	127	117	173	166	170	218	187	325	259	272	421	99	465	55	199	393	449
	27%	30%	23%	23%	21%	18%	24%	28%	34%	40%	19%	26%	30%	33%	25%	18%	34%	20%	28%	26%	26%
Definitely agree	(5) 341	197	144	18	26	30	69	54	50	93	57	99	93	92	123	29	175	13	63	128	150
	9%	10%	7%	6%	4%	5%	10%	9%	10%	17%	6%	8%	11%	11%	7%	5%	13%	5%	9%	9%	9%
Tend to agree	(4) 703	384	319	54	101	87	104	112	120	124	131	226	166	180	298	70	290	42	135	265	299
	18%	20%	16%	17%	17%	13%	14%	19%	24%	23%	13%	18%	19%	22%	17%	13%	21%	15%	19%	18%	18%
Neither agree nor disagree	(3) 626	270	355	74	136	106	99	72	67	72	119	186	156	165	269	96	206	52	140	242	244
	16%	14%	18%	23%	22%	16%	14%	12%	13%	13%	12%	15%	18%	20%	16%	18%	15%	19%	19%	16%	14%
Tend/definitely disagree (Net)	2178	1045	1132	161	326	415	447	339	259	230	681	720	422	355	1016	334	659	159	344	839	994
	56%	55%	56%	51%	54%	64%	62%	58%	51%	43%	69%	57%	49%	43%	59%	62%	48%	59%	48%	56%	58%
Tend to disagree	(2) 1172	550	622	104	179	198	247	199	124	122	373	367	248	184	553	189	341	84	161	460	552
	30%	29%	31%	33%	30%	30%	34%	34%	25%	23%	38%	29%	29%	22%	32%	35%	25%	31%	22%	31%	32%
Definitely disagree	(1) 1005	495	510	58	148	218	201	139	135	108	308	353	173	171	463	145	318	75	183	379	442
	26%	26%	25%	18%	24%	33%	28%	24%	27%	20%	31%	28%	20%	21%	27%	27%	23%	28%	26%	25%	26%
Not applicable	9	6	2	-	-	1	-	3	3	2	2	3	-	4	1	1	7	-	4	3	2
	*	*	*	-	-	*	-	1%	1%	*	*	*	-	1%	*	*	*	-	1%	*	*
Don't know	68	15	52	8	15	12	6	4	6	17	1	19	16	31	11	9	42	5	31	21	16
	2%	1%	3%	3%	2%	2%	1%	1%	1%	3%	*	2%	2%	4%	1%	2%	3%	2%	4%	1%	1%
Mean Score	2.53	2.60	2.47	2.58	2.45	2.24	2.44	2.55	2.65	2.95	2.25	2.47	2.71	2.80	2.45	2.34	2.75	2.38	2.61	2.53	2.50
Standard Deviation	1.29	1.34	1.24	1.15	1.17	1.19	1.29	1.30	1.37	1.42	1.19	1.29	1.30	1.32	1.25	1.17	1.38	1.19	1.32	1.28	1.29
Standard Error	0.021	0.032	0.027	0.083	0.054	0.048	0.049	0.055	0.054	0.054	0.038	0.038	0.048	0.044	0.032	0.053	0.034	0.093	0.045	0.032	0.035

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1043	129	604	147	164	107	67	117	752	119	283	312	323
	27%	23%	26%	31%	28%	22%	16%	27%	29%	15%	24%	30%	36%
Definitely agree (5)	341	44	192	38	66	33	14	55	239	24	96	107	113
	9%	8%	8%	8%	11%	7%	3%	13%	9%	3%	8%	10%	13%
Tend to agree (4)	703	85	411	109	98	74	53	62	513	96	187	205	210
	18%	15%	18%	23%	17%	15%	12%	14%	20%	12%	16%	19%	23%
Neither agree nor disagree (3)	626	89	404	65	67	99	66	88	373	78	184	217	145
	16%	16%	18%	14%	11%	20%	16%	20%	14%	10%	16%	21%	16%
Tend/definitely disagree (Net)	2178	336	1241	252	348	268	290	225	1395	584	688	507	383
	56%	59%	54%	54%	59%	55%	68%	52%	54%	74%	59%	48%	43%
Tend to disagree (2)	1172	154	702	137	179	133	164	126	749	261	387	290	219
	30%	27%	31%	29%	30%	27%	39%	29%	29%	33%	33%	28%	25%
Definitely disagree (1)	1005	182	539	115	169	135	125	99	646	323	301	217	164
	26%	32%	23%	24%	29%	28%	29%	23%	25%	41%	26%	21%	18%
Not applicable	9	3	4	-	1	-	-	-	9	-	4	-	5
	*	1%	*	-	*	-	-	-	*	-	*	-	1%
Don't know	68	10	47	4	8	13	4	2	48	6	7	16	39
	2%	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	2%	4%
Mean Score	2.53	2.38	2.56	2.61	2.51	2.44	2.21	2.65	2.58	2.02	2.47	2.71	2.87
Standard Deviation	1.29	1.29	1.27	1.30	1.36	1.25	1.10	1.32	1.32	1.13	1.26	1.28	1.34
Standard Error	0.021	0.065	0.025	0.071	0.066	0.061	0.057	0.077	0.025	0.039	0.040	0.042	0.041

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1043	607	437	609	298	98	38	316	64	67	244	55	94	142	19	38
	27%	29%	24%	28%	24%	24%	32%	40%	32%	16%	30%	28%	14%	29%	35%	15%
Definitely agree (5)	341	207	133	218	76	33	14	138	17	15	75	14	20	45	11	5
	9%	10%	7%	10%	6%	8%	12%	17%	8%	3%	9%	7%	3%	9%	21%	2%
Tend to agree (4)	703	399	303	391	222	65	24	177	47	52	169	41	74	96	8	33
	18%	19%	17%	18%	18%	16%	20%	22%	24%	12%	21%	21%	11%	20%	14%	13%
Neither agree nor disagree (3)	626	309	317	334	195	74	23	182	43	53	156	36	62	55	8	19
	16%	15%	17%	15%	16%	18%	20%	23%	22%	12%	20%	18%	9%	11%	15%	7%
Tend/definitely disagree (Net)	2178	1143	1035	1180	729	216	53	278	92	301	381	106	514	277	27	197
	56%	55%	56%	55%	59%	53%	45%	35%	46%	71%	48%	54%	76%	56%	50%	76%
Tend to disagree (2)	1172	659	513	666	387	97	23	193	57	169	238	73	253	115	15	58
	30%	32%	28%	31%	31%	24%	19%	24%	28%	40%	30%	37%	38%	23%	28%	22%
Definitely disagree (1)	1005	484	522	514	342	119	31	84	36	132	143	33	261	162	12	139
	26%	23%	28%	24%	28%	29%	26%	11%	18%	31%	18%	17%	39%	33%	22%	54%
Not applicable	9	3	6	4	2	3	-	6	-	-	1	-	-	2	-	-
	*	*	*	*	*	1%	-	1%	-	-	*	-	-	*	-	-
Don't know	68	27	41	31	16	17	4	18	1	3	17	*	4	15	-	5
	2%	1%	2%	1%	1%	4%	3%	2%	1%	1%	2%	*	1%	3%	-	2%
Mean Score	2.53	2.61	2.45	2.59	2.43	2.47	2.72	3.12	2.76	2.17	2.74	2.64	2.01	2.47	2.84	1.84
Standard Deviation	1.29	1.30	1.27	1.31	1.24	1.31	1.38	1.27	1.23	1.11	1.25	1.19	1.09	1.39	1.47	1.14
Standard Error	0.021	0.029	0.030	0.029	0.036	0.065	0.120	0.045	0.090	0.056	0.044	0.090	0.043	0.063	0.205	0.070

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1043	286	168	301	117	171	78	531	52	246	136	176	142	167	124	18	34	5
	27%	18%	23%	37%	49%	30%	15%	33%	14%	29%	26%	21%	29%	31%	26%	22%	24%	14%
Definitely agree (5)	341	78	46	100	59	57	17	201	12	64	47	59	47	62	34	8	8	1
	9%	5%	6%	12%	24%	10%	3%	12%	3%	7%	9%	7%	10%	12%	7%	10%	6%	4%
Tend to agree (4)	703	208	122	201	58	114	61	330	40	183	89	116	96	105	90	10	26	3
	18%	13%	17%	24%	24%	20%	12%	20%	10%	21%	17%	14%	20%	19%	12%	12%	18%	10%
Neither agree nor disagree (3)	626	149	109	148	58	162	42	292	34	160	97	110	87	84	58	10	16	6
	16%	9%	15%	18%	24%	29%	8%	18%	9%	19%	19%	13%	18%	16%	12%	12%	11%	17%
Tend/definitely disagree (Net)	2178	1128	441	365	57	187	404	776	295	434	269	523	248	281	296	54	88	24
	56%	72%	61%	44%	24%	33%	77%	48%	77%	51%	51%	64%	51%	52%	62%	66%	62%	69%
Tend to disagree (2)	1172	501	276	239	37	119	195	471	128	259	120	287	139	162	149	25	52	16
	30%	32%	38%	29%	15%	21%	37%	29%	33%	30%	23%	35%	29%	30%	31%	31%	37%	48%
Definitely disagree (1)	1005	626	165	126	20	68	209	306	167	174	149	236	109	119	147	29	36	7
	26%	40%	23%	15%	8%	12%	40%	19%	44%	20%	28%	29%	23%	22%	31%	35%	25%	21%
Not applicable	9	3	-	-	5	1	-	4	-	2	3	1	1	1	-	-	-	-
	*	*	-	-	2%	*	-	*	-	*	1%	*	*	*	-	-	-	-
Don't know	68	8	4	8	5	42	1	29	-	16	21	9	5	6	2	-	4	-
	2%	1%	1%	1%	2%	8%	*	2%	-	2%	4%	1%	1%	1%	*	-	3%	-
Mean Score	2.53	2.11	2.45	2.89	3.43	2.95	2.01	2.78	1.96	2.65	2.53	2.35	2.65	2.68	2.40	2.30	2.41	2.27
Standard Deviation	1.29	1.21	1.20	1.28	1.27	1.19	1.11	1.31	1.11	1.24	1.33	1.24	1.29	1.33	1.29	1.33	1.22	1.04
Standard Error	0.021	0.031	0.047	0.045	0.083	0.050	0.049	0.033	0.057	0.043	0.057	0.044	0.061	0.058	0.059	0.139	0.100	0.189

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1043	665	34	170	165	235	226	191	170	34	165	13	143	154	143	114	104	386
	27%	26%	22%	28%	29%	24%	28%	26%	28%	22%	29%	19%	29%	31%	29%	23%	21%	27%
Definitely agree	(5) 341	219	11	56	52	85	76	53	56	11	52	6	49	49	32	37	29	145
	9%	8%	7%	9%	9%	9%	9%	7%	9%	7%	9%	9%	10%	10%	7%	7%	6%	10%
Tend to agree	(4) 703	446	22	114	113	150	151	138	114	22	113	7	94	105	110	77	75	241
	18%	17%	15%	19%	20%	16%	19%	19%	19%	15%	20%	10%	19%	21%	22%	15%	15%	17%
Neither agree nor disagree	(3) 626	370	19	113	120	143	114	102	113	19	120	11	102	98	82	68	50	226
	16%	14%	13%	19%	21%	15%	14%	14%	19%	13%	21%	16%	20%	20%	17%	14%	10%	16%
Tend/definitely disagree (Net)	2178	1515	90	304	254	576	456	441	304	90	254	42	237	240	268	314	344	775
	56%	59%	60%	51%	45%	60%	57%	59%	51%	60%	45%	60%	47%	48%	54%	63%	69%	54%
Tend to disagree	(2) 1172	832	40	171	121	309	266	230	171	40	121	27	138	129	151	168	196	391
	30%	32%	26%	29%	21%	32%	33%	31%	29%	26%	21%	39%	28%	26%	30%	34%	39%	27%
Definitely disagree	(1) 1005	683	50	133	133	267	191	211	133	50	133	15	99	110	117	147	147	385
	26%	26%	34%	22%	23%	28%	24%	28%	22%	34%	23%	21%	20%	22%	24%	29%	30%	27%
Not applicable	9	4	3	1	1	2	1	1	1	3	1	-	4	-	-	-	-	5
	*	*	2%	*	*	*	*	*	*	2%	*	-	1%	-	-	-	-	*
Don't know	68	26	4	10	27	6	6	10	10	4	27	4	13	7	5	2	2	38
	2%	1%	2%	2%	5%	1%	1%	1%	2%	2%	5%	5%	3%	1%	1%	*	*	3%
Mean Score	2.53	2.48	2.33	2.64	2.69	2.45	2.57	2.44	2.64	2.33	2.69	2.43	2.70	2.70	2.57	2.37	2.28	2.55
Standard Deviation	1.29	1.29	1.31	1.28	1.31	1.29	1.29	1.28	1.28	1.31	1.31	1.22	1.27	1.30	1.25	1.26	1.20	1.33
Standard Error	0.021	0.026	0.108	0.061	0.049	0.043	0.046	0.046	0.061	0.108	0.049	0.156	0.056	0.058	0.058	0.058	0.053	0.036

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1945	933	1012	142	323	352	396	275	250	207	502	636	404	403	905	279	616	138	378	759	806
	50%	49%	50%	45%	54%	54%	54%	47%	50%	38%	51%	51%	47%	49%	53%	52%	45%	51%	53%	51%	47%
Definitely agree	(5) 578	294	284	44	72	143	122	66	83	48	133	191	113	141	245	104	189	39	139	233	207
	15%	15%	14%	14%	12%	22%	17%	11%	17%	9%	13%	15%	13%	17%	14%	19%	14%	14%	19%	16%	12%
Tend to agree	(4) 1367	639	728	98	252	208	273	209	167	160	369	445	291	262	660	175	427	99	239	527	600
	35%	33%	36%	31%	42%	32%	38%	36%	33%	30%	37%	36%	34%	32%	38%	32%	31%	36%	33%	35%	35%
Neither agree nor disagree	(3) 1123	526	596	111	178	184	205	176	128	142	273	356	280	214	483	175	374	90	172	416	533
	29%	27%	30%	35%	29%	28%	28%	30%	25%	26%	28%	28%	33%	26%	28%	32%	27%	33%	24%	28%	31%
Tend/definitely disagree (Net)	701	405	297	55	87	90	112	109	107	142	197	217	143	144	305	68	289	37	113	252	336
	18%	21%	15%	17%	14%	14%	15%	19%	21%	26%	20%	17%	17%	17%	18%	13%	21%	14%	16%	17%	20%
Tend to disagree	(2) 471	263	208	47	59	65	82	74	69	75	134	142	112	83	214	53	170	34	69	165	237
	12%	14%	10%	15%	10%	10%	11%	13%	14%	14%	14%	11%	13%	10%	12%	10%	12%	12%	10%	11%	14%
Definitely disagree	(1) 230	142	89	8	27	25	30	35	38	67	63	75	31	61	91	15	119	4	44	87	99
	6%	7%	4%	3%	5%	4%	4%	6%	7%	12%	6%	6%	4%	7%	5%	3%	9%	1%	6%	6%	6%
Not applicable	4	3	1	-	-	-	-	3	1	-	-	1	-	3	-	-	4	-	3	1	-
	*	*	*	-	-	-	-	1%	*	-	-	*	-	*	-	-	*	-	*	*	-
Don't know	150	50	100	8	16	26	13	20	20	47	18	43	26	64	26	18	97	6	51	70	29
	4%	3%	5%	3%	3%	4%	2%	4%	4%	9%	2%	3%	3%	8%	2%	3%	7%	2%	7%	5%	2%
Mean Score	3.42	3.37	3.48	3.40	3.48	3.61	3.53	3.35	3.39	3.09	3.38	3.44	3.42	3.44	3.45	3.58	3.31	3.51	3.54	3.46	3.35
Standard Deviation	1.08	1.13	1.02	0.99	0.99	1.07	1.04	1.05	1.16	1.19	1.08	1.08	1.01	1.15	1.05	1.01	1.16	0.94	1.13	1.08	1.05
Standard Error	0.018	0.027	0.023	0.071	0.046	0.044	0.039	0.045	0.047	0.047	0.034	0.032	0.037	0.039	0.027	0.046	0.029	0.073	0.039	0.027	0.029

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1945 50%	335 59%	1129 49%	201 43%	280 48%	258 53%	232 54%	225 52%	1230 48%	467 59%	599 51%	453 43%	415 46%
Definitely agree (5)	578 15%	151 27%	297 13%	57 12%	73 12%	109 22%	78 18%	69 16%	322 12%	156 20%	150 13%	140 13%	130 15%
Tend to agree (4)	1367 35%	184 32%	832 36%	144 31%	206 35%	148 30%	154 36%	157 36%	908 35%	311 39%	449 39%	313 30%	285 32%
Neither agree nor disagree (3)	1123 29%	118 21%	684 30%	134 29%	187 32%	149 31%	132 31%	122 28%	720 28%	186 24%	327 28%	373 35%	228 26%
Tend/definitely disagree (Net)	701 18%	88 16%	393 17%	111 24%	109 19%	66 14%	56 13%	81 19%	497 19%	117 15%	212 18%	196 19%	172 19%
Tend to disagree (2)	471 12%	53 9%	284 12%	68 14%	66 11%	50 10%	40 9%	57 13%	324 13%	80 10%	147 13%	128 12%	113 13%
Definitely disagree (1)	230 6%	35 6%	109 5%	43 9%	43 7%	16 3%	16 4%	24 6%	174 7%	37 5%	65 6%	69 7%	59 7%
Not applicable	4 *	3 1%	1 *	- -	- -	- -	- -	- -	4 *	- -	- -	- -	4 *
Don't know	150 4%	23 4%	94 4%	21 5%	12 2%	14 3%	7 2%	4 1%	125 5%	17 2%	29 2%	28 3%	75 8%
Mean Score	3.42	3.67	3.42	3.23	3.35	3.60	3.57	3.44	3.36	3.61	3.42	3.32	3.39
Standard Deviation	1.08	1.17	1.03	1.15	1.08	1.06	1.02	1.08	1.09	1.07	1.05	1.07	1.13
Standard Error	0.018	0.060	0.020	0.064	0.052	0.052	0.053	0.063	0.021	0.037	0.034	0.035	0.036

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1945	977	968	997	657	240	50	259	66	265	328	85	450	261	20	207
	50%	47%	53%	46%	53%	59%	43%	32%	33%	62%	41%	43%	67%	53%	37%	80%
Definitely agree (5)	578	272	306	268	208	89	13	63	15	86	72	16	133	95	6	90
	15%	13%	17%	12%	17%	22%	11%	8%	8%	20%	9%	8%	20%	19%	10%	35%
Tend to agree (4)	1367	705	661	729	449	151	38	196	51	179	256	70	317	166	14	117
	35%	34%	36%	34%	36%	37%	32%	25%	25%	42%	32%	35%	47%	34%	26%	45%
Neither agree nor disagree (3)	1123	633	490	674	337	74	38	298	77	95	266	74	162	100	7	33
	29%	30%	27%	31%	27%	18%	32%	37%	39%	22%	33%	38%	24%	20%	13%	13%
Tend/definitely disagree (Net)	701	404	297	412	204	62	23	195	46	56	166	34	58	101	25	16
	18%	19%	16%	19%	16%	15%	20%	24%	23%	13%	21%	17%	9%	21%	46%	6%
Tend to disagree (2)	471	273	198	287	135	34	14	118	35	40	116	27	45	56	17	15
	12%	13%	11%	13%	11%	8%	12%	15%	17%	9%	15%	14%	7%	11%	31%	6%
Definitely disagree (1)	230	131	99	124	70	27	9	77	11	16	50	8	12	44	9	1
	6%	6%	5%	6%	6%	7%	8%	10%	6%	4%	6%	4%	2%	9%	16%	*
Not applicable	4	1	3	1	-	3	-	4	-	-	-	-	-	-	-	-
	*	*	*	*	-	1%	-	*	-	-	-	-	-	-	-	-
Don't know	150	73	77	74	41	29	6	42	11	9	39	4	4	29	2	3
	4%	3%	4%	3%	3%	7%	5%	5%	6%	2%	5%	2%	1%	6%	4%	1%
Mean Score	3.42	3.35	3.50	3.35	3.49	3.64	3.27	3.07	3.13	3.67	3.24	3.31	3.77	3.46	2.84	4.09
Standard Deviation	1.08	1.08	1.08	1.06	1.08	1.15	1.09	1.08	1.00	1.03	1.04	0.94	0.91	1.22	1.30	0.87
Standard Error	0.018	0.025	0.025	0.024	0.031	0.058	0.096	0.039	0.075	0.052	0.037	0.072	0.036	0.056	0.183	0.053

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1945	1103	346	321	55	120	359	639	289	368	290	431	215	210	265	49	66	22
	50%	70%	48%	39%	23%	21%	68%	39%	76%	43%	55%	53%	44%	39%	55%	60%	46%	63%
Definitely agree (5)	578	390	67	69	15	37	119	149	103	105	102	130	59	44	81	13	19	5
	15%	25%	9%	8%	6%	7%	23%	9%	27%	12%	19%	16%	12%	8%	17%	16%	13%	15%
Tend to agree (4)	1367	713	279	252	40	83	240	489	186	263	189	301	156	166	185	36	47	16
	35%	45%	39%	31%	17%	15%	46%	30%	49%	31%	36%	37%	32%	31%	38%	44%	33%	48%
Neither agree nor disagree (3)	1123	283	240	272	70	257	104	569	56	281	112	234	159	182	127	15	32	6
	29%	18%	33%	33%	29%	46%	20%	35%	15%	33%	21%	29%	33%	34%	26%	19%	23%	16%
Tend/definitely disagree (Net)	701	148	129	199	105	121	54	358	32	172	85	127	106	127	76	16	40	6
	18%	9%	18%	24%	44%	21%	10%	22%	8%	20%	16%	16%	22%	24%	16%	20%	28%	17%
Tend to disagree (2)	471	109	98	132	43	89	43	245	23	111	49	96	79	76	45	10	29	3
	12%	7%	14%	16%	18%	16%	8%	15%	6%	13%	9%	12%	16%	14%	9%	12%	21%	9%
Definitely disagree (1)	230	39	31	66	62	32	11	113	9	61	37	30	26	51	32	6	11	3
	6%	2%	4%	8%	26%	6%	2%	7%	2%	7%	7%	4%	5%	9%	7%	8%	7%	9%
Not applicable	4	3	-	-	1	-	-	1	-	-	3	-	-	1	-	-	-	-
	*	*	-	-	*	-	-	*	-	-	1%	-	-	*	-	-	-	-
Don't know	150	36	8	30	11	65	8	66	4	37	35	26	5	20	11	2	4	1
	4%	2%	1%	4%	4%	12%	1%	4%	1%	4%	7%	3%	1%	4%	2%	2%	3%	3%
Mean Score	3.42	3.85	3.35	3.16	2.58	3.01	3.80	3.20	3.93	3.29	3.55	3.51	3.30	3.15	3.51	3.49	3.25	3.54
Standard Deviation	1.08	0.96	0.98	1.07	1.24	0.95	0.96	1.05	0.94	1.09	1.15	1.03	1.06	1.09	1.09	1.15	1.16	1.15
Standard Error	0.018	0.025	0.038	0.038	0.082	0.041	0.042	0.027	0.048	0.038	0.050	0.037	0.050	0.048	0.050	0.122	0.095	0.217

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1945 50%	1257 49%	79 53%	292 49%	299 53%	471 49%	385 48%	366 49%	292 49%	79 53%	299 53%	35 50%	247 50%	250 50%	231 46%	259 52%	247 50%	710 50%
Definitely agree (5)	578 15%	351 14%	33 22%	83 14%	106 19%	130 13%	93 12%	116 16%	83 14%	33 22%	106 19%	12 17%	65 13%	71 14%	72 15%	76 15%	62 12%	232 16%
Tend to agree (4)	1367 35%	906 35%	46 31%	209 35%	193 34%	341 35%	292 36%	250 34%	209 35%	46 31%	193 34%	23 33%	182 36%	180 36%	159 32%	183 37%	185 37%	478 33%
Neither agree nor disagree (3)	1123 29%	755 29%	42 28%	191 32%	131 23%	274 28%	260 32%	203 27%	191 32%	42 28%	131 23%	18 26%	145 29%	143 29%	169 34%	141 28%	152 31%	373 26%
Tend/definitely disagree (Net)	701 18%	498 19%	19 13%	85 14%	93 16%	205 21%	139 17%	147 20%	85 14%	19 13%	93 16%	7 10%	84 17%	81 16%	80 16%	92 18%	94 19%	272 19%
Tend to disagree (2)	471 12%	339 13%	8 5%	61 10%	61 11%	145 15%	94 12%	93 12%	61 10%	8 5%	61 11%	7 10%	51 10%	57 11%	57 11%	69 14%	67 13%	170 12%
Definitely disagree (1)	230 6%	159 6%	12 8%	24 4%	32 6%	60 6%	45 6%	54 7%	24 4%	12 8%	32 6%	-	33 7%	24 5%	22 4%	23 5%	27 5%	102 7%
Not applicable	4 *	1 *	3 2%	-	-	-	-	1 *	-	3 2%	-	-	3 1%	-	-	-	-	1 *
Don't know	150 4%	69 3%	7 4%	30 5%	44 8%	11 1%	21 3%	28 4%	30 5%	7 4%	44 8%	9 14%	20 4%	25 5%	18 4%	7 1%	6 1%	75 5%
Mean Score	3.42	3.38	3.57	3.47	3.53	3.35	3.38	3.39	3.47	3.57	3.53	3.66	3.41	3.46	3.42	3.45	3.38	3.42
Standard Deviation	1.08	1.08	1.15	1.01	1.12	1.09	1.03	1.13	1.01	1.15	1.12	0.93	1.07	1.04	1.03	1.06	1.04	1.14
Standard Error	0.018	0.022	0.096	0.049	0.043	0.036	0.037	0.041	0.049	0.096	0.043	0.125	0.047	0.048	0.048	0.049	0.046	0.031

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2025	905	1120	143	319	387	398	309	263	206	559	680	407	379	911	330	654	122	346	811	865
	52%	47%	56%	45%	53%	59%	55%	53%	52%	38%	56%	54%	48%	46%	53%	61%	47%	45%	48%	54%	51%
Definitely agree	(5) 566	249	317	26	78	128	131	83	76	45	151	206	92	117	252	93	187	31	117	224	225
	14%	13%	16%	8%	13%	20%	18%	14%	15%	8%	15%	16%	11%	14%	15%	17%	14%	11%	16%	15%	13%
Tend to agree	(4) 1459	655	804	117	242	259	266	226	188	161	408	474	316	262	660	237	467	91	230	588	640
	37%	34%	40%	37%	40%	40%	37%	39%	37%	30%	41%	38%	37%	32%	38%	44%	34%	33%	32%	39%	38%
Neither agree nor disagree	(3) 862	422	439	94	153	141	139	137	99	98	197	256	195	214	394	99	294	72	157	331	373
	22%	22%	22%	30%	25%	22%	19%	24%	20%	18%	20%	20%	23%	26%	23%	18%	21%	27%	22%	22%	22%
Tend/definitely disagree (Net)	991	575	416	78	125	119	186	128	134	220	231	302	244	214	406	104	400	76	195	332	463
	25%	30%	21%	25%	21%	18%	26%	22%	27%	41%	23%	24%	29%	26%	24%	19%	29%	28%	27%	22%	27%
Tend to disagree	(2) 677	388	289	58	101	90	124	84	82	138	165	205	169	138	288	76	253	57	121	218	337
	17%	20%	14%	18%	17%	14%	17%	14%	16%	26%	17%	16%	20%	17%	17%	14%	18%	21%	17%	15%	20%
Definitely disagree	(1) 314	187	127	20	24	29	62	45	52	82	66	97	75	76	118	28	147	20	73	114	126
	8%	10%	6%	6%	4%	4%	9%	8%	10%	15%	7%	8%	9%	9%	7%	5%	11%	7%	10%	8%	7%
Not applicable	6	5	1	-	-	-	-	3	1	2	-	2	-	5	-	-	6	-	4	2	-
	*	*	*	-	-	-	-	1%	*	*	-	*	-	1%	-	-	*	-	1%	*	-
Don't know	39	10	29	-	6	4	4	6	7	12	4	13	6	16	6	7	25	1	15	21	4
	1%	1%	1%	-	1%	1%	*	1%	1%	2%	*	1%	1%	2%	*	1%	2%	*	2%	1%	*
Mean Score	3.33	3.21	3.45	3.23	3.41	3.57	3.39	3.38	3.31	2.90	3.42	3.39	3.21	3.26	3.37	3.54	3.22	3.21	3.28	3.40	3.29
Standard Deviation	1.16	1.19	1.12	1.05	1.04	1.09	1.21	1.13	1.22	1.24	1.13	1.17	1.15	1.18	1.13	1.10	1.22	1.12	1.23	1.14	1.15
Standard Error	0.019	0.028	0.025	0.075	0.048	0.044	0.046	0.048	0.048	0.047	0.036	0.034	0.042	0.039	0.029	0.050	0.030	0.087	0.042	0.028	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2025	326	1178	215	306	265	255	224	1282	476	628	508	401
	52%	58%	51%	46%	52%	54%	60%	52%	50%	61%	54%	48%	45%
Definitely agree (5)	566	106	310	65	86	83	67	62	354	173	150	139	103
	14%	19%	13%	14%	15%	17%	16%	14%	14%	22%	13%	13%	12%
Tend to agree (4)	1459	221	868	151	220	182	188	162	928	303	478	369	297
	37%	39%	38%	32%	37%	37%	44%	38%	36%	39%	41%	35%	33%
Neither agree nor disagree (3)	862	107	542	103	109	119	79	98	565	137	231	297	193
	22%	19%	24%	22%	19%	24%	19%	23%	22%	17%	20%	28%	22%
Tend/definitely disagree (Net)	991	125	549	145	171	102	91	109	689	170	302	239	272
	25%	22%	24%	31%	29%	21%	21%	25%	27%	22%	26%	23%	30%
Tend to disagree (2)	677	85	377	95	120	82	63	65	467	123	197	174	178
	17%	15%	16%	20%	20%	17%	15%	15%	18%	16%	17%	17%	20%
Definitely disagree (1)	314	41	172	50	51	20	27	44	223	47	105	65	94
	8%	7%	7%	11%	9%	4%	6%	10%	9%	6%	9%	6%	11%
Not applicable	6	4	2	-	1	-	-	-	6	-	-	*	6
	*	1%	*	-	*	-	-	-	*	-	-	*	1%
Don't know	39	4	30	4	1	2	2	1	34	3	7	5	23
	1%	1%	1%	1%	*	*	1%	*	1%	*	1%	1%	3%
Mean Score	3.33	3.48	3.34	3.18	3.29	3.47	3.48	3.31	3.29	3.55	3.32	3.33	3.16
Standard Deviation	1.16	1.17	1.13	1.22	1.20	1.09	1.12	1.19	1.17	1.17	1.17	1.09	1.20
Standard Error	0.019	0.059	0.022	0.066	0.057	0.053	0.058	0.069	0.022	0.041	0.037	0.035	0.037

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2025	1033	992	1067	696	208	54	230	67	284	361	93	471	284	23	206
	52%	49%	54%	49%	56%	51%	46%	29%	34%	67%	45%	47%	70%	58%	42%	80%
Definitely agree (5)	566	270	296	277	210	68	12	46	5	54	68	22	162	98	8	100
	14%	13%	16%	13%	17%	17%	10%	6%	3%	13%	9%	11%	24%	20%	14%	39%
Tend to agree (4)	1459	763	696	790	486	140	43	184	62	230	293	71	309	186	15	106
	37%	37%	38%	37%	39%	34%	36%	23%	31%	54%	37%	36%	46%	38%	28%	41%
Neither agree nor disagree (3)	862	479	382	497	249	93	22	243	53	74	220	56	97	76	9	25
	22%	23%	21%	23%	20%	23%	19%	30%	26%	18%	28%	28%	14%	15%	17%	10%
Tend/definitely disagree (Net)	991	558	432	568	287	97	39	310	78	63	204	48	105	125	22	27
	25%	27%	24%	26%	23%	24%	33%	39%	39%	15%	25%	24%	16%	25%	41%	11%
Tend to disagree (2)	677	377	300	382	211	61	23	207	56	43	132	41	78	79	15	21
	17%	18%	16%	18%	17%	15%	19%	26%	28%	10%	17%	21%	12%	16%	27%	8%
Definitely disagree (1)	314	181	133	186	76	37	16	104	22	21	72	7	27	45	7	6
	8%	9%	7%	9%	6%	9%	13%	13%	11%	5%	9%	3%	4%	9%	14%	2%
Not applicable	6	1	5	1	1	4	-	5	-	-	1	-	-	-	-	-
	*	*	*	*	*	1%	-	1%	-	-	*	-	-	-	-	-
Don't know	39	16	24	24	7	6	3	10	3	3	13	1	1	6	-	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	*	*	1%	-	*
Mean Score	3.33	3.27	3.40	3.28	3.44	3.36	3.10	2.82	2.86	3.60	3.20	3.31	3.74	3.44	3.02	4.06
Standard Deviation	1.16	1.16	1.16	1.16	1.14	1.20	1.23	1.11	1.06	1.00	1.10	1.03	1.07	1.24	1.31	1.01
Standard Error	0.019	0.026	0.027	0.025	0.033	0.058	0.106	0.039	0.078	0.050	0.039	0.078	0.043	0.056	0.183	0.062

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2025	1056	409	323	54	184	410	658	325	370	262	479	209	238	279	52	70	22
	52%	67%	57%	39%	22%	33%	78%	40%	85%	43%	50%	58%	43%	44%	58%	63%	49%	65%
Definitely agree (5)	566	370	90	63	12	31	149	128	123	87	79	147	54	47	75	18	18	5
	14%	24%	12%	8%	5%	5%	28%	8%	32%	10%	15%	18%	11%	9%	16%	22%	13%	13%
Tend to agree (4)	1459	685	319	260	41	153	260	530	203	284	183	332	155	191	205	33	52	18
	37%	44%	44%	32%	17%	27%	50%	32%	53%	33%	35%	41%	32%	35%	43%	41%	37%	51%
Neither agree nor disagree (3)	862	217	168	221	70	186	59	439	32	217	115	169	137	128	83	15	20	6
	22%	14%	23%	27%	29%	33%	11%	27%	8%	25%	22%	21%	28%	24%	17%	18%	14%	16%
Tend/definitely disagree (Net)	991	292	145	272	114	168	54	514	24	262	136	165	134	168	114	15	51	7
	25%	19%	20%	33%	47%	30%	10%	31%	6%	31%	26%	20%	28%	31%	24%	19%	36%	19%
Tend to disagree (2)	677	207	107	187	58	118	36	346	20	191	83	114	90	109	89	9	36	6
	17%	13%	15%	23%	24%	21%	7%	21%	5%	22%	16%	14%	19%	20%	18%	11%	25%	16%
Definitely disagree (1)	314	85	39	85	56	50	18	169	5	71	52	50	44	59	26	7	16	1
	8%	5%	5%	10%	23%	9%	3%	10%	1%	8%	10%	6%	9%	11%	5%	8%	11%	3%
Not applicable	6	4	-	1	1	1	-	1	-	1	4	-	-	1	-	-	-	-
	*	*	-	*	1%	*	-	*	-	*	1%	-	-	*	-	-	-	-
Don't know	39	6	*	5	3	25	2	21	-	7	9	6	3	5	3	-	1	-
	1%	*	*	1%	1%	4%	*	1%	-	1%	2%	1%	1%	1%	1%	-	*	-
Mean Score	3.33	3.67	3.44	3.04	2.56	2.99	3.93	3.06	4.10	3.15	3.30	3.50	3.18	3.11	3.45	3.59	3.15	3.56
Standard Deviation	1.16	1.13	1.05	1.13	1.18	1.05	0.99	1.13	0.85	1.13	1.21	1.12	1.14	1.16	1.12	1.18	1.25	1.02
Standard Error	0.019	0.029	0.041	0.039	0.076	0.044	0.044	0.029	0.043	0.039	0.051	0.040	0.054	0.051	0.051	0.124	0.100	0.186

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	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2025 52%	1349 52%	91 60%	313 52%	256 45%	478 50%	426 53%	400 54%	313 52%	91 60%	256 45%	45 65%	238 48%	254 51%	234 47%	260 52%	288 58%	751 53%
Definitely agree (5)	566 14%	363 14%	25 17%	83 14%	92 16%	135 14%	105 13%	109 15%	83 14%	25 17%	92 16%	13 19%	59 12%	71 14%	78 16%	76 15%	79 16%	203 14%
Tend to agree (4)	1459 37%	987 38%	66 44%	230 38%	164 29%	343 36%	321 40%	291 39%	230 38%	66 44%	164 29%	32 46%	179 36%	183 37%	156 31%	184 37%	209 42%	549 38%
Neither agree nor disagree (3)	862 22%	558 22%	26 17%	142 24%	131 23%	225 23%	175 22%	148 20%	142 24%	26 17%	131 23%	10 15%	126 25%	118 24%	133 27%	112 22%	95 19%	278 19%
Tend/definitely disagree (Net)	991 25%	654 25%	29 19%	135 23%	166 29%	256 27%	198 25%	189 25%	135 23%	29 19%	166 29%	11 16%	124 25%	123 25%	124 25%	125 25%	114 23%	380 27%
Tend to disagree (2)	677 17%	452 18%	19 13%	100 17%	102 18%	191 20%	128 16%	128 17%	100 17%	19 13%	102 18%	5 7%	84 17%	73 15%	94 19%	93 19%	82 16%	252 18%
Definitely disagree (1)	314 8%	202 8%	9 6%	36 6%	64 11%	65 7%	70 9%	61 8%	36 6%	9 6%	64 11%	6 9%	41 8%	50 10%	30 6%	32 7%	32 6%	129 9%
Not applicable	6 *	1 *	3 2%	1 *	1 *	-	-	1 *	1 *	3 2%	1 *	-	4 1%	1 *	-	-	-	2 *
Don't know	39 1%	18 1%	1 1%	6 1%	13 2%	3 *	5 1%	7 1%	6 1%	1 1%	13 2%	3 4%	7 1%	3 1%	8 2%	2 *	1 *	19 1%
Mean Score	3.33	3.33	3.54	3.38	3.21	3.30	3.33	3.35	3.38	3.54	3.21	3.61	3.27	3.31	3.32	3.36	3.44	3.32
Standard Deviation	1.16	1.15	1.12	1.10	1.25	1.14	1.15	1.17	1.10	1.12	1.25	1.17	1.13	1.19	1.13	1.14	1.13	1.19
Standard Error	0.019	0.023	0.091	0.052	0.047	0.038	0.041	0.042	0.052	0.091	0.047	0.146	0.049	0.053	0.053	0.052	0.050	0.032

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	593	353	240	37	114	81	114	80	68	98	126	184	141	142	262	68	222	40	136	219	236
	15%	18%	12%	12%	19%	12%	16%	14%	14%	18%	13%	15%	17%	17%	15%	13%	16%	15%	19%	15%	14%
Definitely agree	(5) 142	88	54	2	33	28	35	13	17	14	22	37	33	50	64	26	45	6	42	53	47
	4%	5%	3%	1%	5%	4%	5%	2%	3%	3%	2%	3%	4%	6%	4%	5%	3%	2%	6%	4%	3%
Tend to agree	(4) 451	265	186	35	82	53	79	67	51	84	104	147	108	92	198	42	177	34	94	167	189
	12%	14%	9%	11%	14%	8%	11%	11%	10%	16%	11%	12%	13%	11%	12%	8%	13%	13%	13%	11%	11%
Neither agree nor disagree	(3) 894	422	472	95	153	157	160	110	98	122	187	285	212	210	380	134	315	63	165	338	389
	23%	22%	24%	30%	25%	24%	22%	19%	19%	23%	19%	23%	25%	25%	22%	25%	23%	23%	23%	23%	23%
Tend/definitely disagree (Net)	2270	1079	1191	175	321	403	442	371	310	247	657	734	457	423	1047	324	725	161	351	876	1043
	58%	56%	59%	56%	53%	62%	61%	64%	61%	46%	66%	59%	54%	51%	61%	60%	53%	59%	49%	59%	61%
Tend to disagree	(2) 1368	673	695	121	205	221	262	226	181	151	400	421	302	245	637	200	417	107	204	501	663
	35%	35%	35%	38%	34%	34%	36%	39%	36%	28%	40%	34%	35%	30%	37%	37%	30%	40%	28%	33%	39%
Definitely disagree	(1) 902	405	497	54	116	182	180	145	129	96	257	313	155	177	410	124	309	54	147	375	380
	23%	21%	25%	17%	19%	28%	25%	25%	25%	18%	26%	25%	18%	21%	24%	23%	22%	20%	21%	25%	22%
Not applicable	10	8	3	2	-	-	-	4	3	1	3	4	-	4	4	-	6	-	4	3	4
	*	*	*	1%	-	-	-	1%	1%	*	*	*	-	*	*	-	*	-	1%	*	*
Don't know	155	56	99	7	16	10	10	18	25	70	17	46	42	50	26	13	110	7	62	61	33
	4%	3%	5%	2%	3%	2%	1%	3%	5%	13%	2%	4%	5%	6%	1%	2%	8%	2%	9%	4%	2%
Mean Score	2.35	2.44	2.27	2.38	2.51	2.26	2.34	2.25	2.26	2.51	2.21	2.31	2.46	2.47	2.33	2.33	2.39	2.36	2.51	2.32	2.32
Standard Deviation	1.08	1.12	1.04	0.93	1.12	1.09	1.12	1.04	1.08	1.10	1.02	1.08	1.07	1.16	1.08	1.07	1.11	1.02	1.17	1.09	1.03
Standard Error	0.018	0.027	0.023	0.067	0.052	0.044	0.042	0.045	0.044	0.044	0.033	0.032	0.040	0.039	0.028	0.049	0.028	0.080	0.042	0.027	0.028

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	593 15%	93 16%	363 16%	63 13%	75 13%	68 14%	65 15%	61 14%	399 16%	106 14%	137 12%	172 16%	177 20%
Definitely agree (5)	142 4%	34 6%	88 4%	4 1%	17 3%	30 6%	10 2%	18 4%	85 3%	24 3%	20 2%	52 5%	46 5%
Tend to agree (4)	451 12%	59 10%	275 12%	59 13%	58 10%	38 8%	55 13%	43 10%	315 12%	82 10%	117 10%	120 11%	131 15%
Neither agree nor disagree (3)	894 23%	121 21%	555 24%	97 21%	122 21%	142 29%	99 23%	97 22%	556 22%	128 16%	253 22%	300 29%	208 23%
Tend/definitely disagree (Net)	2270 58%	340 60%	1280 56%	281 60%	369 63%	275 56%	256 60%	266 61%	1474 57%	542 69%	747 64%	548 52%	420 47%
Tend to disagree (2)	1368 35%	176 31%	788 34%	166 36%	237 40%	153 31%	155 36%	161 37%	899 35%	316 40%	448 38%	337 32%	256 29%
Definitely disagree (1)	902 23%	164 29%	492 21%	114 24%	132 22%	122 25%	101 24%	104 24%	575 22%	225 29%	299 26%	212 20%	164 18%
Not applicable	10 *	3 1%	4 *	1 *	2 *	- -	- -	2 *	8 *	- -	2 *	* *	6 1%
Don't know	155 4%	10 2%	99 4%	26 6%	20 3%	3 1%	7 2%	7 2%	139 5%	11 1%	28 2%	29 3%	84 9%
Mean Score	2.35	2.32	2.40	2.25	2.28	2.38	2.33	2.31	2.36	2.18	2.22	2.48	2.55
Standard Deviation	1.08	1.18	1.09	1.01	1.02	1.13	1.05	1.08	1.08	1.06	1.00	1.10	1.15
Standard Error	0.018	0.060	0.021	0.057	0.050	0.055	0.055	0.063	0.021	0.037	0.032	0.036	0.037

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	593	312	282	318	171	79	26	140	17	70	121	24	84	88	15	31
	15%	15%	15%	15%	14%	19%	22%	17%	8%	17%	15%	12%	13%	18%	27%	12%
Definitely agree (5)	142	68	74	72	41	25	4	24	4	15	17	5	31	27	9	9
	4%	3%	4%	3%	3%	6%	3%	3%	2%	3%	2%	3%	5%	5%	17%	3%
Tend to agree (4)	451	243	208	246	130	54	22	116	13	56	104	18	54	61	5	22
	12%	12%	11%	11%	10%	13%	18%	14%	6%	13%	13%	9%	8%	12%	10%	8%
Neither agree nor disagree (3)	894	484	410	500	272	89	33	259	60	64	227	55	112	75	6	25
	23%	23%	22%	23%	22%	22%	28%	32%	30%	15%	28%	28%	17%	15%	11%	10%
Tend/definitely disagree (Net)	2270	1209	1061	1251	757	213	49	343	118	283	405	116	473	296	32	202
	58%	58%	58%	58%	61%	52%	41%	43%	59%	67%	51%	59%	70%	60%	59%	78%
Tend to disagree (2)	1368	744	624	774	438	128	28	225	90	163	259	83	266	174	22	86
	35%	36%	34%	36%	35%	31%	24%	28%	45%	38%	32%	42%	39%	35%	40%	33%
Definitely disagree (1)	902	465	437	477	319	85	21	118	28	120	146	33	207	122	11	115
	23%	22%	24%	22%	26%	21%	17%	15%	14%	28%	18%	17%	31%	25%	20%	44%
Not applicable	10	6	4	4	3	4	-	6	-	-	1	-	-	1	2	-
	*	*	*	*	*	1%	-	1%	-	-	*	-	-	*	4%	-
Don't know	155	77	79	85	37	23	10	51	5	7	45	3	5	31	-	1
	4%	4%	4%	4%	3%	6%	9%	6%	3%	2%	6%	1%	1%	6%	-	1%
Mean Score	2.35	2.35	2.35	2.35	2.28	2.49	2.63	2.60	2.36	2.24	2.45	2.38	2.16	2.34	2.63	1.92
Standard Deviation	1.08	1.07	1.10	1.07	1.08	1.18	1.11	1.03	0.88	1.11	1.02	0.97	1.09	1.17	1.39	1.09
Standard Error	0.018	0.024	0.026	0.024	0.031	0.059	0.100	0.038	0.066	0.056	0.037	0.074	0.043	0.054	0.196	0.067

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	593	219	116	140	38	80	89	229	53	118	105	103	85	78	63	13	24	3
	15%	14%	16%	17%	16%	14%	17%	14%	14%	14%	20%	13%	18%	14%	13%	16%	17%	9%
Definitely agree (5)	142	67	24	21	13	19	21	51	18	23	29	30	17	11	12	4	8	*
	4%	4%	3%	3%	5%	3%	4%	3%	5%	3%	6%	4%	3%	2%	2%	5%	6%	1%
Tend to agree (4)	451	153	93	119	25	61	68	178	35	95	76	73	69	67	51	9	16	3
	12%	10%	13%	14%	10%	11%	13%	11%	9%	11%	14%	9%	14%	12%	11%	11%	11%	7%
Neither agree nor disagree (3)	894	204	171	220	93	206	62	438	59	213	123	164	119	147	98	11	27	6
	23%	13%	24%	27%	39%	37%	12%	27%	15%	25%	23%	20%	25%	27%	20%	13%	19%	16%
Tend/definitely disagree (Net)	2270	1113	427	433	90	207	369	882	266	491	262	525	269	292	313	58	81	25
	58%	71%	59%	53%	37%	37%	70%	54%	70%	57%	50%	64%	56%	54%	65%	71%	57%	73%
Tend to disagree (2)	1368	596	289	290	52	140	189	586	120	318	156	312	166	186	174	29	53	18
	35%	38%	40%	35%	22%	25%	36%	36%	31%	37%	30%	38%	34%	34%	36%	35%	38%	54%
Definitely disagree (1)	902	516	138	143	38	67	180	297	146	174	106	213	103	106	140	29	27	6
	23%	33%	19%	17%	16%	12%	34%	18%	38%	20%	26%	21%	20%	29%	36%	19%	19%	19%
Not applicable	10	3	-	-	7	-	-	4	-	3	4	1	2	1	-	-	2	-
	*	*	-	-	3%	-	-	*	-	*	1%	*	*	*	-	-	1%	-
Don't know	155	34	8	30	13	71	5	79	5	33	33	26	8	22	6	-	8	1
	4%	2%	1%	4%	5%	13%	1%	5%	1%	4%	6%	3%	2%	4%	1%	-	6%	2%
Mean Score	2.35	2.13	2.40	2.48	2.65	2.64	2.15	2.42	2.10	2.36	2.52	2.24	2.43	2.40	2.20	2.13	2.42	2.17
Standard Deviation	1.08	1.11	1.04	1.03	1.07	0.99	1.15	1.03	1.16	1.03	1.16	1.06	1.09	1.02	1.06	1.16	1.13	0.89
Standard Error	0.018	0.029	0.041	0.037	0.072	0.043	0.051	0.027	0.059	0.036	0.051	0.038	0.051	0.045	0.049	0.122	0.095	0.165

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	593 15%	370 14%	42 28%	84 14%	94 16%	147 15%	116 14%	97 13%	84 14%	42 28%	94 16%	10 14%	102 21%	81 16%	59 12%	66 13%	68 14%	216 15%
Definitely agree (5)	142 4%	81 3%	14 9%	18 3%	28 5%	35 4%	22 3%	23 3%	18 3%	14 9%	28 5%	1 2%	34 7%	17 3%	7 1%	13 3%	18 4%	53 4%
Tend to agree (4)	451 12%	288 11%	28 19%	66 11%	66 12%	112 12%	95 12%	73 10%	66 11%	28 19%	66 12%	8 12%	68 14%	64 13%	52 10%	53 11%	50 10%	163 11%
Neither agree nor disagree (3)	894 23%	571 22%	30 20%	156 26%	135 24%	221 23%	183 23%	156 21%	156 26%	30 20%	135 24%	11 16%	137 27%	129 26%	121 24%	94 19%	98 20%	315 22%
Tend/definitely disagree (Net)	2270 58%	1563 61%	64 43%	336 56%	287 51%	579 60%	482 60%	458 61%	336 56%	64 43%	287 51%	44 64%	237 48%	268 54%	309 62%	332 66%	331 66%	793 55%
Tend to disagree (2)	1368 35%	939 36%	38 26%	213 36%	166 29%	354 37%	298 37%	259 35%	213 36%	38 26%	166 29%	27 39%	147 29%	175 35%	195 39%	211 42%	187 37%	454 32%
Definitely disagree (1)	902 23%	625 24%	26 17%	123 21%	121 21%	225 23%	184 23%	199 27%	123 21%	26 17%	121 21%	17 24%	90 18%	94 19%	114 23%	121 24%	145 29%	339 24%
Not applicable	10 *	6 *	3 2%	1 *	* *	2 *	3 *	1 *	1 *	3 2%	* *	- -	3 1%	- -	- -	- -	1 *	6 *
Don't know	155 4%	70 3%	10 7%	22 4%	51 9%	13 1%	19 2%	33 4%	22 4%	10 7%	51 9%	5 7%	19 4%	20 4%	9 2%	7 1%	* *	100 7%
Mean Score	2.35	2.31	2.75	2.38	2.44	2.34	2.32	2.25	2.38	2.75	2.44	2.23	2.60	2.45	2.27	2.24	2.22	2.35
Standard Deviation	1.08	1.07	1.27	1.04	1.14	1.08	1.05	1.07	1.04	1.27	1.14	1.05	1.16	1.06	0.98	1.03	1.08	1.11
Standard Error	0.018	0.022	0.107	0.050	0.044	0.036	0.038	0.039	0.050	0.107	0.044	0.136	0.051	0.048	0.046	0.047	0.048	0.031

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	544	289	255	30	67	65	107	91	80	106	105	157	126	155	223	48	241	28	151	191	200
	14%	15%	13%	9%	11%	10%	15%	16%	16%	20%	11%	13%	15%	19%	13%	9%	17%	10%	21%	13%	12%
Definitely agree	(5) 147	81	67	14	12	16	28	26	24	28	27	44	26	50	53	13	72	9	46	57	44
	4%	4%	3%	4%	2%	3%	4%	4%	5%	5%	3%	4%	3%	6%	3%	2%	5%	3%	6%	4%	3%
Tend to agree	(4) 396	209	188	16	55	49	79	65	56	77	78	113	100	105	169	36	169	19	104	134	156
	10%	11%	9%	5%	9%	7%	11%	11%	11%	14%	8%	9%	12%	13%	10%	7%	12%	7%	15%	9%	9%
Neither agree nor disagree	(3) 742	396	346	68	125	126	128	108	89	98	157	234	164	187	344	101	249	48	139	299	303
	19%	21%	17%	21%	21%	19%	18%	19%	18%	18%	16%	19%	19%	23%	20%	19%	18%	18%	19%	20%	18%
Tend/definitely disagree (Net)	2509	1179	1331	206	398	446	480	362	320	298	711	828	531	439	1118	375	815	191	398	958	1153
	64%	61%	66%	65%	66%	68%	66%	62%	63%	55%	72%	66%	62%	53%	65%	69%	59%	71%	55%	64%	68%
Tend to disagree	(2) 1464	688	776	129	232	242	279	238	182	163	412	482	332	238	662	234	450	112	196	551	718
	37%	36%	39%	41%	38%	37%	38%	41%	36%	30%	42%	38%	39%	29%	39%	43%	33%	41%	27%	37%	42%
Definitely disagree	(1) 1045	490	555	77	165	204	201	124	138	136	299	346	199	201	456	140	365	79	202	407	435
	27%	26%	28%	24%	27%	31%	28%	21%	27%	25%	30%	28%	23%	24%	27%	26%	26%	29%	28%	27%	26%
Not applicable	15	11	4	-	-	-	-	8	3	4	2	5	3	5	3	-	12	-	4	7	4
	*	1%	*	-	-	-	-	1%	1%	1%	*	*	*	1%	*	-	1%	-	1%	*	*
Don't know	113	44	70	13	15	14	12	14	13	33	14	29	29	41	30	16	62	3	26	42	46
	3%	2%	3%	4%	2%	2%	2%	2%	3%	6%	1%	2%	3%	5%	2%	3%	5%	1%	4%	3%	3%
Mean Score	2.25	2.30	2.19	2.21	2.18	2.11	2.24	2.34	2.27	2.40	2.10	2.20	2.30	2.44	2.23	2.13	2.34	2.13	2.41	2.23	2.19
Standard Deviation	1.09	1.11	1.06	1.03	1.01	1.02	1.09	1.08	1.13	1.20	1.02	1.06	1.06	1.19	1.05	0.97	1.17	1.03	1.24	1.08	1.01
Standard Error	0.018	0.026	0.024	0.074	0.047	0.042	0.042	0.046	0.045	0.047	0.032	0.031	0.040	0.040	0.027	0.044	0.029	0.080	0.043	0.027	0.028

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	544	96	317	62	69	60	32	71	380	83	121	144	192
	14%	17%	14%	13%	12%	12%	8%	17%	15%	11%	10%	14%	21%
Definitely agree (5)	147	25	83	19	20	9	9	23	107	16	38	33	59
	4%	4%	4%	4%	3%	2%	2%	5%	4%	2%	3%	3%	7%
Tend to agree (4)	396	70	234	43	49	51	23	49	274	66	83	111	133
	10%	12%	10%	9%	8%	10%	5%	11%	11%	8%	7%	11%	15%
Neither agree nor disagree (3)	742	84	463	95	100	112	81	76	474	100	208	246	181
	19%	15%	20%	20%	17%	23%	19%	18%	18%	13%	18%	23%	20%
Tend/definitely disagree (Net)	2509	381	1440	286	402	307	305	279	1619	594	811	627	468
	64%	67%	63%	61%	68%	63%	71%	65%	63%	76%	69%	60%	52%
Tend to disagree (2)	1464	195	879	168	223	163	177	155	969	313	474	393	276
	37%	34%	38%	36%	38%	34%	41%	36%	38%	40%	41%	37%	31%
Definitely disagree (1)	1045	186	562	119	179	143	128	124	650	281	336	234	192
	27%	33%	24%	25%	30%	29%	30%	29%	25%	36%	29%	22%	21%
Not applicable	15	3	7	1	3	-	-	2	13	1	2	4	7
	*	1%	*	*	1%	-	-	*	1%	*	*	*	1%
Don't know	113	3	72	24	15	9	9	4	92	9	25	29	46
	3%	1%	3%	5%	2%	2%	2%	1%	4%	1%	2%	3%	5%
Mean Score	2.25	2.21	2.28	2.27	2.14	2.20	2.07	2.28	2.28	2.00	2.13	2.33	2.51
Standard Deviation	1.09	1.16	1.07	1.09	1.06	1.04	0.96	1.15	1.10	1.01	1.03	1.05	1.20
Standard Error	0.018	0.058	0.021	0.061	0.051	0.051	0.050	0.067	0.021	0.035	0.033	0.034	0.038

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	544	269	275	255	184	79	25	166	22	36	116	31	52	79	10	28
	14%	13%	15%	12%	15%	19%	22%	21%	11%	9%	15%	16%	8%	16%	18%	11%
Definitely agree (5)	147	70	78	69	43	24	11	51	1	10	25	9	11	26	3	8
	4%	3%	4%	3%	3%	6%	9%	6%	*	2%	3%	5%	2%	5%	6%	3%
Tend to agree (4)	396	199	197	186	141	55	14	115	22	27	90	22	41	53	7	20
	10%	10%	11%	9%	11%	14%	12%	14%	11%	6%	11%	11%	6%	11%	12%	8%
Neither agree nor disagree (3)	742	393	349	438	205	64	34	241	42	46	178	45	67	82	9	21
	19%	19%	19%	20%	17%	16%	29%	30%	21%	11%	22%	23%	10%	17%	16%	8%
Tend/definitely disagree (Net)	2509	1351	1159	1384	818	251	55	347	126	335	473	115	550	313	36	207
	64%	65%	63%	64%	66%	62%	47%	43%	63%	79%	59%	58%	82%	64%	66%	80%
Tend to disagree (2)	1464	819	645	847	470	120	28	231	92	195	305	77	292	149	25	96
	37%	39%	35%	39%	38%	29%	24%	29%	46%	46%	38%	39%	43%	30%	46%	37%
Definitely disagree (1)	1045	531	514	537	349	132	27	117	34	141	168	39	258	164	11	111
	27%	25%	28%	25%	28%	32%	23%	15%	17%	33%	21%	20%	38%	33%	20%	43%
Not applicable	15	9	6	9	2	4	-	10	-	-	3	-	-	1	-	-
	*	*	*	*	*	1%	-	1%	-	-	*	-	-	*	-	-
Don't know	113	66	47	70	30	10	3	35	10	7	29	6	5	16	-	3
	3%	3%	3%	3%	2%	2%	3%	4%	5%	2%	4%	3%	1%	3%	-	1%
Mean Score	2.25	2.23	2.26	2.23	2.22	2.29	2.60	2.67	2.29	1.97	2.35	2.41	1.89	2.22	2.38	1.89
Standard Deviation	1.09	1.06	1.12	1.04	1.10	1.23	1.25	1.11	0.91	0.95	1.05	1.08	0.93	1.19	1.12	1.05
Standard Error	0.018	0.024	0.026	0.023	0.032	0.061	0.108	0.040	0.068	0.048	0.037	0.082	0.037	0.054	0.156	0.065

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	544	184	73	131	64	92	41	215	31	153	105	91	51	61	66	18	20	3
	14%	12%	10%	16%	26%	16%	8%	13%	8%	18%	20%	11%	11%	11%	14%	22%	14%	10%
Definitely agree (5)	147	48	26	28	21	24	12	57	13	30	35	18	9	22	11	6	3	1
	4%	3%	4%	3%	9%	4%	2%	4%	3%	4%	7%	2%	2%	4%	2%	8%	2%	2%
Tend to agree (4)	396	136	47	103	43	68	29	157	18	123	70	73	42	38	55	12	17	3
	10%	9%	7%	13%	18%	12%	5%	10%	5%	14%	13%	9%	9%	7%	12%	14%	12%	8%
Neither agree nor disagree (3)	742	164	129	182	68	199	37	401	34	172	98	139	105	120	60	15	23	7
	19%	10%	18%	22%	28%	35%	7%	25%	9%	20%	19%	17%	22%	22%	12%	18%	16%	21%
Tend/definitely disagree (Net)	2509	1210	515	485	91	209	435	949	316	502	307	560	313	338	346	49	91	24
	64%	77%	71%	59%	38%	37%	83%	58%	83%	59%	58%	68%	65%	63%	72%	60%	65%	69%
Tend to disagree (2)	1464	641	314	306	47	156	250	597	167	303	148	336	197	215	201	28	49	17
	37%	41%	43%	37%	20%	28%	48%	37%	44%	35%	28%	41%	41%	40%	42%	34%	35%	51%
Definitely disagree (1)	1045	569	201	179	44	52	185	352	149	200	159	224	116	123	145	21	42	6
	27%	36%	28%	22%	18%	9%	35%	22%	39%	23%	30%	27%	24%	23%	30%	26%	30%	19%
Not applicable	15	3	-	3	7	1	-	9	-	2	4	1	3	4	1	-	-	-
	*	*	-	*	3%	*	-	1%	-	*	1%	*	1%	1%	*	-	-	-
Don't know	113	13	5	20	11	64	11	59	1	29	13	27	11	16	8	-	7	-
	3%	1%	1%	2%	5%	11%	2%	4%	*	3%	2%	3%	2%	3%	2%	-	5%	-
Mean Score	2.25	2.01	2.14	2.37	2.78	2.71	1.89	2.34	1.89	2.37	2.36	2.15	2.22	2.27	2.12	2.44	2.18	2.23
Standard Deviation	1.09	1.05	1.01	1.07	1.23	0.99	0.93	1.05	0.98	1.11	1.24	1.01	0.98	1.04	1.05	1.24	1.09	0.92
Standard Error	0.018	0.027	0.040	0.038	0.083	0.042	0.041	0.027	0.050	0.039	0.053	0.036	0.046	0.046	0.048	0.130	0.090	0.168

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	544 14%	311 12%	16 11%	74 12%	134 24%	107 11%	103 13%	94 13%	74 12%	16 11%	134 24%	6 9%	104 21%	85 17%	60 12%	54 11%	44 9%	197 14%
Definitely agree (5)	147 4%	71 3%	6 4%	26 4%	40 7%	30 3%	21 3%	17 2%	26 4%	6 4%	40 7%	2 3%	33 7%	31 6%	11 2%	11 2%	12 2%	50 3%
Tend to agree (4)	396 10%	240 9%	11 7%	48 8%	94 17%	77 8%	82 10%	77 10%	48 8%	11 7%	94 17%	4 6%	71 14%	54 11%	49 10%	43 9%	32 6%	147 10%
Neither agree nor disagree (3)	742 19%	470 18%	24 16%	125 21%	115 20%	189 20%	148 18%	127 17%	125 21%	24 16%	115 20%	7 10%	109 22%	100 20%	93 19%	95 19%	67 14%	278 19%
Tend/definitely disagree (Net)	2509 64%	1721 67%	103 69%	380 63%	295 52%	644 67%	532 66%	497 67%	380 63%	103 69%	295 52%	48 69%	271 54%	303 61%	332 67%	344 69%	379 76%	880 61%
Tend to disagree (2)	1464 37%	1043 40%	51 34%	221 37%	145 26%	396 41%	343 43%	275 37%	221 37%	51 34%	145 26%	30 43%	159 32%	173 35%	202 41%	206 41%	226 45%	497 35%
Definitely disagree (1)	1045 27%	678 26%	52 35%	159 27%	150 26%	248 26%	189 23%	223 30%	159 27%	52 35%	150 26%	18 26%	112 22%	130 26%	130 26%	138 28%	153 31%	382 27%
Not applicable	15 *	9 *	3 2%	1 *	1 *	2 *	1 *	5 1%	1 *	3 2%	1 *	1 1%	5 1%	1 *	2 *	-	1 *	7 *
Don't know	113 3%	69 3%	3 2%	18 3%	23 4%	20 2%	20 2%	21 3%	18 3%	3 2%	23 4%	8 12%	10 2%	10 2%	11 2%	5 1%	8 2%	69 5%
Mean Score	2.25	2.19	2.08	2.24	2.50	2.20	2.24	2.15	2.24	2.08	2.50	2.05	2.49	2.35	2.19	2.15	2.03	2.25
Standard Deviation	1.09	1.03	1.09	1.08	1.26	1.02	1.02	1.05	1.08	1.09	1.26	0.99	1.19	1.17	1.02	1.00	0.96	1.09
Standard Error	0.018	0.021	0.089	0.051	0.048	0.034	0.037	0.038	0.051	0.089	0.048	0.131	0.052	0.053	0.047	0.046	0.043	0.030

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

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
A great deal/fair amount (Net)	1481	805	676	124	207	287	301	217	205	139	463	499	281	238	693	195	452	134	232	564	683
	38%	42%	34%	39%	34%	44%	41%	37%	41%	26%	47%	40%	33%	29%	40%	36%	33%	49%	32%	38%	40%
A great deal (5)	118	76	42	15	13	33	23	12	14	8	37	42	22	17	61	11	29	16	19	38	61
	3%	4%	2%	5%	2%	5%	3%	2%	3%	2%	4%	3%	3%	2%	4%	2%	2%	6%	3%	3%	4%
A fair amount (4)	1363	729	634	109	194	254	279	205	191	130	426	457	259	221	632	184	423	118	213	526	622
	35%	38%	32%	35%	32%	39%	38%	35%	38%	24%	43%	36%	30%	27%	37%	34%	31%	43%	30%	35%	36%
A little (3)	1739	809	930	126	300	287	321	271	212	222	438	553	406	343	797	255	580	103	282	677	778
	44%	42%	46%	40%	50%	44%	44%	47%	42%	41%	44%	44%	48%	41%	46%	47%	42%	38%	39%	45%	46%
Hardly anything/nothing (Net)	624	265	359	56	91	65	90	86	75	161	76	172	150	226	203	79	312	29	186	220	218
	16%	14%	18%	18%	15%	10%	12%	15%	15%	30%	8%	14%	18%	27%	12%	15%	23%	11%	26%	15%	13%
Hardly anything (2)	490	205	285	49	73	53	71	72	57	115	67	146	116	162	167	70	229	24	131	166	193
	12%	11%	14%	16%	12%	8%	10%	12%	11%	21%	7%	12%	14%	20%	10%	13%	17%	9%	18%	11%	11%
Nothing (1)	134	60	75	7	18	13	20	14	17	46	10	27	34	64	36	9	83	5	55	54	25
	3%	3%	4%	2%	3%	2%	3%	2%	3%	9%	1%	2%	4%	8%	2%	2%	6%	2%	8%	4%	1%
Climate change is not happening/is not caused by human activity	54	32	22	5	3	9	9	7	9	12	9	23	9	13	16	8	24	4	10	24	20
	1%	2%	1%	2%	*	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%
Don't know	25	7	18	4	3	3	4	2	5	4	4	6	7	9	9	3	11	2	7	11	7
	1%	*	1%	1%	1%	*	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	*
Mean Score	3.22	3.30	3.14	3.25	3.19	3.38	3.30	3.23	3.26	2.88	3.42	3.28	3.14	2.96	3.30	3.22	3.06	3.44	3.01	3.22	3.30
Standard Deviation	0.83	0.84	0.83	0.87	0.79	0.79	0.80	0.78	0.83	0.94	0.72	0.80	0.84	0.93	0.78	0.76	0.90	0.81	0.96	0.82	0.78
Standard Error	0.013	0.020	0.018	0.063	0.037	0.032	0.030	0.033	0.033	0.035	0.023	0.023	0.031	0.031	0.020	0.035	0.022	0.064	0.032	0.020	0.021

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
A great deal/fair amount (Net)	1481 38%	258 45%	824 36%	162 35%	237 40%	180 37%	184 43%	170 39%	946 37%	433 55%	483 41%	346 33%	212 24%
A great deal (5)	118 3%	24 4%	62 3%	9 2%	22 4%	21 4%	16 4%	18 4%	62 2%	41 5%	49 4%	20 2%	8 1%
A fair amount (4)	1363 35%	233 41%	761 33%	153 33%	215 37%	159 33%	169 40%	152 35%	883 34%	393 50%	435 37%	327 31%	203 23%
A little (3)	1739 44%	249 44%	1014 44%	213 46%	263 45%	230 47%	192 45%	175 40%	1142 44%	299 38%	551 47%	496 47%	385 43%
Hardly anything/nothing (Net)	624 16%	55 10%	400 17%	87 19%	83 14%	67 14%	47 11%	74 17%	437 17%	45 6%	108 9%	193 18%	271 30%
Hardly anything (2)	490 12%	48 8%	305 13%	68 15%	69 12%	56 12%	41 10%	59 14%	333 13%	38 5%	84 7%	167 16%	194 22%
Nothing (1)	134 3%	7 1%	95 4%	19 4%	13 2%	10 2%	5 1%	15 4%	103 4%	7 1%	23 2%	26 2%	78 9%
Climate change is not happening/is not caused by human activity	54 1%	2 *	43 2%	6 1%	4 1%	4 1%	3 1%	9 2%	37 1%	6 1%	19 2%	14 1%	15 2%
Don't know	25 1%	3 1%	20 1%	- -	2 *	5 1%	- -	4 1%	16 1%	2 *	5 *	2 *	11 1%
Mean Score	3.22	3.39	3.17	3.14	3.28	3.26	3.35	3.24	3.19	3.54	3.35	3.14	2.85
Standard Deviation	0.83	0.76	0.85	0.84	0.81	0.81	0.76	0.88	0.84	0.71	0.76	0.80	0.91
Standard Error	0.013	0.038	0.017	0.045	0.039	0.039	0.040	0.052	0.016	0.025	0.025	0.026	0.028

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
A great deal/fair amount (Net)	1481	780	701	764	531	151	35	175	50	142	260	67	333	265	14	173
	38%	37%	38%	35%	43%	37%	29%	22%	25%	34%	32%	34%	49%	54%	25%	67%
A great deal (5)	118	64	54	60	40	17	1	18	-	13	9	4	20	26	3	25
	3%	3%	3%	3%	3%	4%	1%	2%	-	3%	1%	2%	3%	5%	5%	10%
A fair amount (4)	1363	716	647	704	491	135	34	158	50	129	251	63	313	239	11	148
	35%	34%	35%	33%	40%	33%	28%	20%	25%	31%	31%	32%	46%	49%	20%	57%
A little (3)	1739	957	782	1019	509	166	45	346	95	241	408	96	312	151	22	67
	44%	46%	43%	47%	41%	41%	38%	43%	47%	57%	51%	48%	46%	31%	40%	26%
Hardly anything/nothing (Net)	624	306	319	331	178	80	36	250	49	41	108	29	29	66	16	18
	16%	15%	17%	15%	14%	20%	30%	31%	25%	10%	14%	15%	4%	13%	29%	7%
Hardly anything (2)	490	244	246	270	140	58	22	190	41	36	83	26	27	48	14	18
	12%	12%	13%	13%	11%	14%	19%	24%	20%	9%	10%	13%	4%	10%	26%	7%
Nothing (1)	134	61	73	61	38	22	14	60	9	5	25	3	2	19	1	-
	3%	3%	4%	3%	3%	5%	12%	8%	4%	1%	3%	1%	*	4%	2%	-
Climate change is not happening/is not caused by human activity	54	32	22	31	14	8	2	17	2	-	21	7	-	7	1	-
	1%	2%	1%	1%	1%	2%	1%	2%	1%	-	3%	3%	-	1%	1%	-
Don't know	25	13	11	12	8	3	1	10	4	1	3	-	*	2	3	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	*	-	*	*	6%	*
Mean Score	3.22	3.23	3.20	3.20	3.29	3.17	2.88	2.85	2.96	3.26	3.17	3.20	3.48	3.43	2.98	3.70
Standard Deviation	0.83	0.81	0.86	0.80	0.83	0.92	1.00	0.91	0.81	0.70	0.76	0.75	0.64	0.89	0.91	0.74
Standard Error	0.013	0.018	0.020	0.018	0.024	0.045	0.086	0.032	0.060	0.035	0.027	0.058	0.025	0.040	0.133	0.045

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
A great deal/fair amount (Net)	1481	801	301	219	68	91	259	505	244	286	186	320	189	167	235	41	53	9
	38%	51%	42%	27%	28%	16%	49%	31%	64%	33%	35%	39%	39%	31%	49%	50%	38%	25%
A great deal (5)	118	84	13	7	6	8	29	30	24	16	18	25	13	11	20	4	7	1
	3%	5%	2%	1%	2%	1%	6%	2%	6%	2%	3%	3%	3%	2%	4%	5%	5%	4%
A fair amount (4)	1363	717	288	212	63	83	229	475	221	270	168	294	176	156	216	37	47	7
	35%	46%	40%	26%	26%	15%	44%	29%	58%	31%	32%	36%	36%	29%	45%	45%	33%	21%
A little (3)	1739	628	351	454	76	230	230	789	125	384	211	386	239	258	190	34	70	22
	44%	40%	49%	55%	31%	41%	44%	48%	33%	45%	40%	47%	49%	48%	40%	42%	49%	64%
Hardly anything/nothing (Net)	624	136	67	138	63	221	36	295	11	166	116	100	49	95	48	7	13	3
	16%	9%	9%	17%	26%	39%	7%	18%	3%	19%	22%	12%	10%	18%	10%	8%	9%	9%
Hardly anything (2)	490	115	57	111	45	161	33	237	10	130	80	82	45	74	36	5	12	3
	12%	7%	8%	14%	19%	28%	6%	15%	3%	15%	15%	10%	9%	14%	8%	6%	8%	9%
Nothing (1)	134	20	10	27	17	60	3	58	1	37	36	18	5	21	12	2	2	-
	3%	1%	1%	3%	7%	11%	1%	4%	*	4%	7%	2%	1%	4%	2%	2%	1%	-
Climate change is not happening/is not caused by human activity	54	4	3	8	29	11	-	31	1	13	10	8	6	15	6	-	2	1
	1%	*	*	1%	12%	2%	-	2%	*	2%	2%	1%	1%	3%	1%	-	1%	2%
Don't know	25	5	1	3	5	12	-	12	-	8	4	4	1	4	-	-	3	-
	1%	*	*	*	2%	2%	-	1%	-	1%	1%	1%	*	1%	-	-	2%	-
Mean Score	3.22	3.47	3.33	3.08	2.97	2.66	3.48	3.12	3.67	3.12	3.10	3.28	3.31	3.12	3.41	3.44	3.33	3.20
Standard Deviation	0.83	0.76	0.71	0.75	0.98	0.92	0.72	0.81	0.65	0.85	0.95	0.78	0.72	0.82	0.79	0.78	0.75	0.67
Standard Error	0.013	0.019	0.027	0.026	0.069	0.038	0.032	0.021	0.033	0.029	0.040	0.028	0.034	0.036	0.037	0.082	0.061	0.124

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

	Total	Driving status				Driving status (split by annual mileage)							Equivalised income					
		Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
A great deal/fair amount (Net)	1481	1014	60	228	172	399	308	290	228	60	172	17	152	161	210	202	228	528
	38%	39%	40%	38%	30%	41%	38%	39%	38%	40%	30%	24%	30%	32%	42%	41%	46%	37%
A great deal (5)	118	81	6	16	12	35	23	22	16	6	12	*	8	15	25	17	18	35
	3%	3%	4%	3%	2%	4%	3%	3%	3%	4%	2%	*	2%	3%	5%	3%	4%	2%
A fair amount (4)	1363	933	53	212	160	364	285	268	212	53	160	16	143	146	185	185	210	493
	35%	36%	36%	35%	28%	38%	35%	36%	35%	36%	28%	24%	29%	29%	37%	37%	42%	34%
A little (3)	1739	1200	60	243	222	429	393	347	243	60	222	31	227	223	214	244	224	606
	44%	46%	40%	41%	39%	45%	49%	47%	41%	40%	39%	44%	46%	45%	43%	49%	45%	42%
Hardly anything/nothing (Net)	624	316	29	116	157	116	91	90	116	29	157	18	112	105	67	45	41	255
	16%	12%	19%	19%	28%	12%	11%	12%	19%	19%	28%	27%	22%	21%	13%	9%	8%	18%
Hardly anything (2)	490	258	25	95	107	88	75	80	95	25	107	15	78	78	55	41	36	202
	12%	10%	16%	16%	19%	9%	9%	11%	16%	16%	19%	22%	16%	16%	11%	8%	7%	14%
Nothing (1)	134	58	4	21	50	28	17	10	21	4	50	3	34	27	12	4	5	53
	3%	2%	3%	4%	9%	3%	2%	1%	4%	3%	9%	5%	7%	5%	2%	1%	1%	4%
Climate change is not happening/is not caused by human activity	54	38	1	6	10	14	7	14	6	1	10	2	6	8	6	7	4	24
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%
Don't know	25	13	*	4	7	4	4	4	4	*	7	1	2	1	1	1	2	18
	1%	1%	*	1%	1%	*	*	1%	1%	*	1%	2%	*	*	*	*	*	1%
Mean Score	3.22	3.28	3.22	3.18	2.96	3.31	3.28	3.29	3.18	3.22	2.96	2.92	3.03	3.09	3.32	3.35	3.41	3.18
Standard Deviation	0.83	0.78	0.88	0.86	0.97	0.81	0.76	0.76	0.86	0.88	0.97	0.84	0.89	0.89	0.83	0.72	0.72	0.85
Standard Error	0.013	0.016	0.071	0.041	0.036	0.027	0.027	0.027	0.041	0.071	0.036	0.107	0.039	0.040	0.038	0.033	0.032	0.023

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
A very/fairly interested (Net)	2259	1062	1198	151	343	413	460	365	293	235	624	745	461	429	1043	353	708	148	377	861	1019
	58%	55%	60%	48%	57%	63%	63%	63%	58%	44%	63%	59%	54%	52%	61%	65%	51%	55%	53%	57%	60%
Very interested	(5) 446	199	247	18	60	101	104	63	68	31	139	149	61	96	205	74	146	20	71	179	195
	11%	10%	12%	6%	10%	15%	14%	11%	13%	6%	14%	12%	7%	12%	12%	14%	11%	7%	10%	12%	11%
Fairly interested	(4) 1814	862	951	132	283	312	356	302	225	203	485	596	400	332	838	278	562	128	306	681	824
	46%	45%	47%	42%	47%	48%	49%	52%	45%	38%	49%	48%	47%	40%	49%	52%	41%	47%	43%	47%	48%
Neither interested nor uninterested	(3) 845	454	390	82	148	143	154	114	104	100	198	245	214	187	392	108	281	63	144	326	374
	22%	24%	19%	26%	24%	22%	21%	20%	21%	19%	20%	20%	25%	23%	23%	20%	20%	23%	20%	22%	22%
Fairly/very uninterested (Net)	721	353	368	72	98	84	102	94	95	176	149	226	155	191	255	71	338	52	177	259	283
	18%	18%	18%	23%	16%	13%	14%	16%	19%	33%	15%	18%	18%	23%	15%	13%	25%	19%	25%	17%	17%
Fairly uninterested	(2) 464	220	244	51	73	58	64	64	57	97	96	151	96	121	170	58	200	33	108	161	193
	12%	11%	12%	16%	12%	9%	9%	11%	11%	18%	10%	12%	11%	15%	10%	11%	15%	12%	15%	11%	11%
Very uninterested	(1) 258	133	125	20	26	26	38	30	38	79	54	75	59	71	86	13	138	19	68	99	90
	7%	7%	6%	6%	4%	4%	5%	5%	8%	15%	5%	6%	7%	9%	5%	2%	10%	7%	10%	7%	5%
Climate change is not happening/is not caused by human activity	65	42	24	7	6	6	8	9	9	21	14	27	15	9	19	4	34	7	12	33	21
	2%	2%	1%	2%	1%	1%	1%	2%	2%	4%	1%	2%	2%	1%	1%	1%	2%	3%	2%	2%	1%
Don't know	32	7	25	5	9	6	2	*	4	6	4	10	8	11	8	5	18	2	7	19	7
	1%	*	1%	1%	2%	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	*
Mean Score	3.45	3.41	3.49	3.25	3.47	3.63	3.59	3.53	3.46	3.02	3.58	3.49	3.37	3.33	3.54	3.65	3.29	3.37	3.29	3.47	3.50
Standard Deviation	1.06	1.06	1.06	1.03	0.98	0.99	1.01	1.01	1.11	1.21	1.03	1.05	1.02	1.13	1.00	0.93	1.16	1.03	1.14	1.06	1.02
Standard Error	0.017	0.025	0.023	0.075	0.046	0.040	0.039	0.043	0.044	0.046	0.033	0.031	0.038	0.037	0.026	0.042	0.029	0.082	0.039	0.026	0.028

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
A very/fairly interested (Net)	2259 58%	380 67%	1262 55%	255 55%	362 62%	297 61%	282 66%	255 59%	1425 55%	565 72%	692 59%	568 54%	424 47%
Very interested (5)	446 11%	93 16%	219 10%	62 13%	72 12%	72 15%	57 13%	51 12%	266 10%	146 19%	136 12%	83 8%	81 9%
Fairly interested (4)	1814 46%	287 51%	1043 45%	193 41%	290 49%	226 46%	225 53%	204 47%	1160 45%	419 53%	556 48%	486 46%	343 38%
Neither interested nor uninterested (3)	845 22%	89 16%	548 24%	99 21%	109 19%	110 23%	82 19%	99 23%	554 21%	126 16%	249 21%	267 25%	199 22%
Fairly/very uninterested (Net)	721 18%	90 16%	425 18%	100 21%	106 18%	69 14%	55 13%	66 15%	531 21%	86 11%	198 17%	197 19%	233 26%
Fairly uninterested (2)	464 12%	59 10%	262 11%	66 14%	77 13%	50 10%	35 8%	42 10%	336 13%	63 8%	123 11%	128 12%	146 16%
Very uninterested (1)	258 7%	31 5%	163 7%	33 7%	30 5%	19 4%	20 5%	24 5%	194 8%	23 3%	75 6%	69 7%	87 10%
Climate change is not happening/is not caused by human activity	65 2%	5 1%	43 2%	8 2%	9 2%	6 1%	4 1%	8 2%	47 2%	7 1%	21 2%	14 1%	24 3%
Don't know	32 1%	3 1%	22 1%	6 1%	2 *	4 1%	3 1%	4 1%	21 1%	2 *	7 1%	4 *	15 2%
Mean Score	3.45	3.63	3.40	3.41	3.52	3.59	3.63	3.52	3.38	3.78	3.49	3.37	3.22
Standard Deviation	1.06	1.05	1.05	1.12	1.04	1.00	0.98	1.02	1.09	0.94	1.05	1.02	1.14
Standard Error	0.017	0.053	0.020	0.061	0.050	0.049	0.051	0.060	0.021	0.033	0.034	0.033	0.035

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
A very/fairly interested (Net)	2259	1167	1093	1221	746	247	45	236	-	424	367	-	674	293	-	259
	58%	56%	60%	57%	60%	60%	38%	30%	-	100%	46%	-	100%	60%	-	100%
Very interested (5)	446	204	242	220	181	39	6	25	-	77	35	-	143	58	-	106
	11%	10%	13%	10%	15%	10%	5%	3%	-	18%	4%	-	21%	12%	-	41%
Fairly interested (4)	1814	963	851	1001	565	207	40	211	-	347	332	-	530	236	-	152
	46%	46%	46%	46%	46%	51%	34%	26%	-	82%	42%	-	79%	48%	-	59%
Neither interested nor uninterested (3)	845	490	355	487	247	72	38	239	132	-	226	126	-	98	20	-
	22%	23%	19%	23%	20%	18%	32%	30%	66%	-	28%	64%	-	20%	37%	-
Fairly/very uninterested (Net)	721	384	337	389	219	82	32	289	60	-	176	66	-	90	29	-
	18%	18%	18%	18%	18%	20%	27%	36%	30%	-	22%	33%	-	18%	53%	-
Fairly uninterested (2)	464	247	217	247	154	44	18	156	47	-	114	55	-	64	23	-
	12%	12%	12%	11%	12%	11%	15%	19%	24%	-	14%	28%	-	13%	42%	-
Very uninterested (1)	258	137	121	141	65	37	14	134	13	-	62	10	-	26	6	-
	7%	7%	7%	7%	5%	9%	12%	17%	6%	-	8%	5%	-	5%	11%	-
Climate change is not happening/is not caused by human activity	65	33	32	38	20	6	2	26	4	-	21	5	-	6	2	-
	2%	2%	2%	2%	2%	1%	1%	3%	2%	-	3%	3%	-	1%	4%	-
Don't know	32	14	18	22	8	2	1	8	4	-	8	1	-	4	3	-
	1%	1%	1%	1%	1%	*	1%	1%	2%	-	1%	*	-	1%	6%	-
Mean Score	3.45	3.42	3.49	3.43	3.53	3.42	3.04	2.79	2.62	4.18	3.21	2.60	4.21	3.49	2.28	4.41
Standard Deviation	1.06	1.04	1.08	1.05	1.06	1.11	1.09	1.12	0.61	0.39	1.02	0.59	0.41	1.04	0.68	0.49
Standard Error	0.017	0.024	0.025	0.023	0.031	0.054	0.093	0.040	0.046	0.019	0.036	0.045	0.016	0.047	0.100	0.030

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
A very/fairly interested (Net)	2259	1163	438	389	59	209	434	787	325	421	292	507	291	279	327	51	88	21
	58%	74%	61%	47%	25%	37%	83%	48%	85%	49%	55%	62%	60%	52%	68%	62%	62%	62%
Very interested (5)	446	285	68	47	10	36	124	96	107	74	45	96	49	53	85	12	11	5
	11%	18%	9%	6%	4%	6%	24%	6%	28%	9%	9%	12%	10%	10%	18%	14%	8%	14%
Fairly interested (4)	1814	878	370	342	50	173	310	691	218	347	247	411	242	226	242	39	77	17
	46%	56%	51%	42%	21%	31%	59%	42%	57%	40%	47%	50%	50%	42%	50%	48%	54%	48%
Neither interested nor uninterested (3)	845	231	178	233	51	151	45	442	34	213	110	169	112	132	76	19	23	7
	22%	15%	25%	28%	21%	27%	9%	27%	9%	25%	21%	21%	23%	24%	16%	23%	16%	20%
Fairly/very uninterested (Net)	721	171	102	186	88	174	43	345	21	197	114	126	70	112	68	13	27	5
	18%	11%	14%	23%	37%	31%	8%	21%	6%	23%	22%	15%	15%	21%	14%	15%	19%	16%
Fairly uninterested (2)	464	122	76	123	41	101	35	212	15	138	63	82	45	73	49	7	17	3
	12%	8%	11%	15%	17%	18%	7%	13%	4%	16%	12%	10%	9%	14%	10%	8%	12%	10%
Very uninterested (1)	258	49	26	63	47	72	8	133	6	59	51	44	26	39	18	6	10	2
	7%	3%	4%	8%	20%	13%	2%	8%	2%	7%	10%	5%	5%	7%	4%	7%	7%	6%
Climate change is not happening/is not caused by human activity	65	4	3	8	41	10	-	38	2	18	8	10	9	12	9	-	1	1
	2%	*	*	1%	17%	2%	-	2%	*	2%	1%	1%	2%	2%	2%	-	1%	2%
Don't know	32	5	1	5	2	20	2	20	-	8	3	7	2	6	-	-	3	-
	1%	*	*	1%	1%	4%	*	1%	-	1%	*	1%	*	1%	-	-	2%	-
Mean Score	3.45	3.79	3.53	3.23	2.66	3.00	3.97	3.26	4.06	3.29	3.33	3.54	3.52	3.35	3.69	3.54	3.45	3.55
Standard Deviation	1.06	0.94	0.93	1.03	1.23	1.15	0.86	1.04	0.82	1.07	1.11	1.01	0.99	1.07	1.01	1.06	1.05	1.07
Standard Error	0.017	0.024	0.036	0.036	0.088	0.047	0.038	0.027	0.042	0.037	0.047	0.036	0.047	0.047	0.047	0.111	0.085	0.198

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
A very/fairly interested (Net)	2259 58%	1563 61%	90 60%	307 51%	287 51%	576 60%	488 61%	467 63%	307 51%	90 60%	287 51%	32 47%	257 52%	285 57%	303 61%	311 62%	319 64%	784 55%
Very interested (5)	446 11%	311 12%	21 14%	62 10%	50 9%	127 13%	91 11%	86 11%	62 10%	21 14%	50 9%	7 10%	45 9%	64 13%	59 12%	62 12%	72 14%	144 10%
Fairly interested (4)	1814 46%	1252 49%	69 46%	245 41%	237 42%	449 47%	397 49%	382 51%	245 41%	69 46%	237 42%	25 36%	212 43%	222 44%	243 49%	250 50%	247 49%	640 45%
Neither interested nor uninterested (3)	845 22%	538 21%	34 22%	159 27%	111 20%	214 22%	159 20%	140 19%	159 27%	34 22%	111 20%	25 36%	126 25%	112 23%	94 19%	108 22%	107 21%	298 21%
Fairly/very uninterested (Net)	721 18%	420 16%	23 15%	112 19%	154 27%	151 16%	143 18%	119 16%	112 19%	23 15%	154 27%	8 11%	104 21%	93 19%	88 18%	74 15%	65 13%	297 21%
Fairly uninterested (2)	464 12%	277 11%	16 11%	67 11%	92 16%	103 11%	103 13%	67 9%	67 11%	16 11%	92 16%	4 6%	60 12%	53 11%	69 14%	51 10%	47 9%	184 13%
Very uninterested (1)	258 7%	144 6%	7 5%	45 7%	61 11%	48 5%	40 5%	52 7%	45 7%	7 5%	61 11%	4 6%	44 9%	40 8%	19 4%	22 4%	18 4%	113 8%
Climate change is not happening/is not caused by human activity	65 2%	41 2%	2 1%	12 2%	10 2%	14 1%	9 1%	17 2%	12 2%	2 1%	10 2%	2 3%	7 1%	7 1%	11 2%	6 1%	6 1%	28 2%
Don't know	32 1%	17 1%	1 1%	8 1%	6 1%	8 1%	5 1%	2 *	8 1%	1 1%	6 1%	2 3%	4 1%	-	2 *	-	3 1%	23 2%
Mean Score	3.45	3.52	3.56	3.37	3.22	3.54	3.50	3.53	3.37	3.56	3.22	3.43	3.32	3.44	3.53	3.56	3.63	3.38
Standard Deviation	1.06	1.03	1.02	1.07	1.17	1.02	1.02	1.05	1.07	1.02	1.17	0.98	1.09	1.10	1.01	0.99	0.97	1.10
Standard Error	0.017	0.021	0.083	0.051	0.044	0.034	0.037	0.038	0.051	0.083	0.044	0.124	0.048	0.049	0.047	0.045	0.043	0.030

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2186	1067	1119	118	297	369	439	373	329	262	580	745	471	390	981	321	743	132	304	897	982
	56%	56%	56%	37%	49%	57%	60%	64%	65%	49%	59%	60%	55%	47%	57%	59%	54%	49%	42%	60%	58%
Definitely agree	(5) 861	421	441	22	86	171	178	134	151	120	209	316	161	176	353	143	336	28	146	380	334
	22%	22%	22%	7%	14%	26%	25%	23%	30%	22%	21%	25%	19%	21%	21%	26%	24%	10%	20%	25%	20%
Tend to agree	(4) 1324	646	679	95	211	198	261	239	178	142	371	429	310	214	629	179	408	104	158	517	648
	34%	34%	34%	30%	35%	30%	36%	41%	35%	26%	37%	34%	36%	26%	37%	33%	30%	38%	22%	34%	38%
Neither agree nor disagree	(3) 746	370	376	90	144	147	156	86	60	62	200	218	164	164	369	112	203	60	127	287	332
	19%	19%	19%	29%	24%	23%	21%	15%	12%	12%	20%	17%	19%	20%	21%	21%	15%	22%	18%	19%	19%
Tend/definitely disagree (Net)	686	387	299	81	145	106	104	92	82	76	183	218	158	128	330	81	211	62	85	234	366
	17%	20%	15%	26%	24%	16%	14%	16%	14%	14%	18%	17%	18%	15%	19%	15%	15%	23%	12%	16%	21%
Tend to disagree	(2) 433	239	194	52	92	77	70	54	48	41	127	125	109	72	199	61	129	45	41	139	254
	11%	12%	10%	17%	15%	12%	10%	9%	10%	8%	13%	10%	13%	9%	12%	11%	9%	16%	6%	9%	15%
Definitely disagree	(1) 252	147	105	29	53	30	34	38	33	35	55	92	49	56	132	20	82	17	44	95	112
	6%	8%	5%	9%	9%	5%	5%	7%	7%	7%	6%	7%	6%	7%	8%	4%	6%	6%	6%	6%	7%
Not applicable	247	79	169	21	7	18	22	31	26	123	21	56	48	122	34	16	183	13	181	48	18
	6%	4%	8%	7%	1%	3%	3%	5%	5%	23%	2%	4%	6%	15%	2%	3%	13%	5%	25%	3%	1%
Don't know	58	16	42	6	11	12	5	2	7	15	6	16	12	24	5	9	39	5	21	31	6
	1%	1%	2%	2%	2%	2%	1%	*	1%	3%	1%	1%	1%	3%	*	2%	3%	2%	3%	2%	*
Mean Score	3.58	3.52	3.64	3.10	3.32	3.65	3.68	3.68	3.77	3.68	3.57	3.64	3.54	3.56	3.52	3.71	3.68	3.32	3.62	3.67	3.50
Standard Deviation	1.17	1.21	1.14	1.10	1.17	1.15	1.11	1.15	1.20	1.25	1.14	1.20	1.14	1.21	1.17	1.11	1.20	1.09	1.22	1.17	1.16
Standard Error	0.020	0.029	0.027	0.081	0.055	0.047	0.043	0.050	0.049	0.056	0.036	0.036	0.043	0.045	0.030	0.051	0.033	0.087	0.050	0.029	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2186 56%	361 64%	1249 54%	240 51%	336 57%	247 51%	237 55%	248 57%	1455 56%	518 66%	670 57%	539 51%	445 50%
Definitely agree (5)	861 22%	164 29%	479 21%	94 20%	124 21%	109 22%	91 21%	89 21%	572 22%	218 28%	241 21%	215 20%	185 21%
Tend to agree (4)	1324 34%	197 35%	769 33%	146 31%	212 36%	138 28%	146 34%	158 37%	882 34%	299 38%	429 37%	325 31%	260 29%
Neither agree nor disagree (3)	746 19%	92 16%	462 20%	84 18%	108 18%	119 24%	107 25%	92 21%	428 17%	129 16%	222 19%	251 24%	139 15%
Tend/definitely disagree (Net)	686 17%	76 13%	380 17%	113 24%	117 20%	100 20%	69 16%	77 18%	440 17%	121 15%	220 19%	199 19%	143 16%
Tend to disagree (2)	433 11%	46 8%	234 10%	81 17%	73 12%	75 15%	44 10%	33 8%	282 11%	78 10%	153 13%	113 11%	88 10%
Definitely disagree (1)	252 6%	30 5%	146 6%	33 7%	44 7%	24 5%	25 6%	45 10%	159 6%	43 5%	67 6%	86 8%	55 6%
Not applicable	247 6%	25 4%	175 8%	26 6%	21 4%	13 3%	13 3%	11 2%	211 8%	13 2%	44 4%	54 5%	136 15%
Don't know	58 1%	14 2%	34 1%	4 1%	6 1%	8 2%	2 *	5 1%	43 2%	5 1%	12 1%	8 1%	31 3%
Mean Score	3.58	3.79	3.57	3.43	3.53	3.50	3.57	3.51	3.61	3.75	3.56	3.47	3.60
Standard Deviation	1.17	1.14	1.16	1.22	1.19	1.17	1.12	1.22	1.18	1.14	1.15	1.20	1.20
Standard Error	0.020	0.059	0.024	0.069	0.058	0.058	0.059	0.072	0.024	0.040	0.037	0.040	0.041

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - want to do more - not inte- rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte- rested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
								Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more			
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2186	1187	999	1233	703	207	43	280	63	262	428	118	505	288	26	208
	56%	57%	54%	57%	57%	51%	37%	35%	32%	62%	54%	60%	75%	59%	48%	80%
Definitely agree (5)	861	430	431	442	302	105	13	82	13	97	147	43	206	133	12	126
	22%	21%	23%	20%	24%	26%	11%	10%	6%	23%	18%	22%	31%	27%	21%	49%
Tend to agree (4)	1324	757	567	791	401	102	31	198	50	166	281	75	299	155	14	82
	34%	36%	31%	37%	32%	25%	26%	25%	25%	39%	35%	38%	44%	31%	26%	32%
Neither agree nor disagree (3)	746	411	334	408	255	67	17	188	68	74	164	46	100	72	8	21
	19%	20%	18%	19%	21%	16%	14%	23%	34%	17%	21%	23%	15%	15%	14%	8%
Tend/definitely disagree (Net)	686	429	257	433	193	47	14	246	57	74	134	29	61	53	13	13
	17%	21%	14%	20%	16%	11%	12%	31%	29%	17%	17%	15%	9%	11%	25%	5%
Tend to disagree (2)	433	273	161	284	117	26	7	130	46	58	85	24	46	33	4	7
	11%	13%	9%	13%	9%	6%	6%	16%	23%	14%	11%	12%	7%	7%	7%	3%
Definitely disagree (1)	252	156	97	149	76	21	7	116	11	16	48	5	15	20	10	6
	6%	7%	5%	7%	6%	5%	6%	15%	6%	4%	6%	3%	2%	4%	18%	2%
Not applicable	247	31	216	58	74	75	41	60	9	10	56	3	8	71	7	17
	6%	1%	12%	3%	6%	18%	35%	7%	5%	2%	7%	2%	1%	14%	13%	7%
Don't know	58	29	29	27	15	13	3	24	3	4	17	-	-	7	-	-
	1%	1%	2%	1%	1%	3%	3%	3%	1%	1%	2%	-	-	2%	-	-
Mean Score	3.58	3.51	3.68	3.53	3.64	3.76	3.48	3.00	3.04	3.66	3.54	3.65	3.95	3.84	3.31	4.30
Standard Deviation	1.17	1.19	1.15	1.18	1.16	1.18	1.16	1.25	1.02	1.10	1.14	1.04	0.97	1.11	1.47	0.92
Standard Error	0.020	0.027	0.029	0.026	0.035	0.067	0.134	0.047	0.078	0.057	0.042	0.080	0.039	0.055	0.226	0.059

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2186	1052	417	420	84	213	524	708	382	322	250	537	275	278	338	51	72	21
	56%	67%	58%	51%	35%	38%	100%	43%	100%	37%	47%	66%	57%	51%	70%	63%	51%	60%
Definitely agree (5)	861	464	149	151	30	67	217	225	185	117	117	196	109	89	139	27	30	6
	22%	29%	21%	18%	13%	12%	41%	14%	49%	14%	22%	24%	22%	16%	29%	33%	21%	16%
Tend to agree (4)	1324	588	268	269	54	146	308	483	196	205	132	341	166	189	199	24	42	15
	34%	37%	37%	33%	22%	26%	59%	30%	51%	24%	25%	42%	34%	35%	42%	29%	30%	44%
Neither agree nor disagree (3)	746	258	164	155	49	120	-	408	-	255	84	126	96	122	74	11	34	5
	19%	16%	23%	19%	20%	21%	-	25%	-	30%	16%	15%	20%	23%	15%	14%	24%	14%
Tend/definitely disagree (Net)	686	190	106	161	86	142	-	433	-	193	60	147	109	131	62	18	33	8
	17%	12%	15%	20%	36%	25%	-	26%	-	23%	11%	18%	23%	24%	13%	23%	23%	22%
Tend to disagree (2)	433	130	71	103	43	87	-	284	-	117	33	103	69	86	48	10	21	5
	11%	8%	10%	13%	18%	15%	-	17%	-	14%	6%	13%	14%	16%	10%	12%	15%	14%
Definitely disagree (1)	252	60	35	59	43	56	-	149	-	76	28	45	40	45	14	9	12	3
	6%	4%	5%	7%	18%	10%	-	9%	-	9%	5%	5%	8%	3%	11%	9%	9%	9%
Not applicable	247	67	30	71	19	61	-	58	-	74	116	1	1	2	1	-	1	1
	6%	4%	4%	9%	8%	11%	-	4%	-	9%	22%	*	*	*	*	-	1%	2%
Don't know	58	7	5	15	3	29	-	27	-	15	17	7	3	8	5	1	2	*
	1%	*	1%	2%	1%	5%	-	2%	-	2%	3%	1%	1%	1%	1%	1%	1%	1%
Mean Score	3.58	3.84	3.62	3.48	2.94	3.17	4.41	3.23	4.49	3.22	3.71	3.67	3.49	3.36	3.85	3.63	3.41	3.47
Standard Deviation	1.17	1.08	1.09	1.19	1.33	1.22	0.49	1.19	0.50	1.17	1.18	1.14	1.22	1.18	1.05	1.35	1.23	1.21
Standard Error	0.020	0.028	0.044	0.044	0.092	0.055	0.022	0.031	0.026	0.043	0.060	0.041	0.057	0.052	0.048	0.142	0.101	0.228

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2186 56%	1572 61%	97 65%	294 49%	206 36%	546 57%	517 64%	469 63%	294 49%	97 65%	206 36%	41 59%	254 51%	271 54%	288 58%	314 63%	299 60%	759 53%
Definitely agree (5)	861 22%	596 23%	51 34%	116 19%	95 17%	199 21%	189 23%	197 26%	116 19%	51 34%	95 17%	12 17%	87 17%	116 23%	100 20%	105 21%	116 23%	337 24%
Tend to agree (4)	1324 34%	976 38%	46 31%	179 30%	111 20%	347 36%	328 41%	272 37%	179 30%	46 31%	111 20%	29 42%	167 34%	155 31%	188 38%	209 42%	183 37%	423 30%
Neither agree nor disagree (3)	746 19%	467 18%	20 13%	149 25%	107 19%	190 20%	153 19%	112 15%	149 25%	20 13%	107 19%	11 17%	92 18%	121 24%	110 22%	105 21%	85 17%	233 16%
Tend/definitely disagree (Net)	686 17%	509 20%	18 12%	86 14%	67 12%	221 23%	127 16%	149 20%	86 14%	18 12%	67 12%	11 17%	77 15%	61 12%	81 16%	72 14%	110 22%	285 20%
Tend to disagree (2)	433 11%	341 13%	10 7%	48 8%	31 5%	152 16%	86 11%	96 13%	48 8%	10 7%	31 5%	8 11%	54 11%	37 8%	49 10%	51 10%	85 17%	157 11%
Definitely disagree (1)	252 6%	167 6%	8 5%	38 6%	37 6%	69 7%	42 5%	53 7%	38 6%	8 5%	37 6%	4 5%	23 5%	24 5%	32 6%	20 4%	26 5%	128 9%
Not applicable	247 6%	6 *	14 9%	58 10%	167 29%	- -	2 *	4 *	58 10%	14 9%	167 29%	1 2%	64 13%	35 7%	18 4%	8 2%	4 1%	120 8%
Don't know	58 1%	26 1%	- -	11 2%	21 4%	5 1%	6 1%	11 1%	11 2%	- -	21 4%	5 7%	12 2%	11 2%	1 *	* *	- -	33 2%
Mean Score	3.58	3.59	3.90	3.54	3.52	3.48	3.67	3.63	3.54	3.90	3.52	3.59	3.57	3.67	3.58	3.67	3.56	3.53
Standard Deviation	1.17	1.17	1.16	1.14	1.22	1.19	1.11	1.21	1.14	1.16	1.22	1.10	1.11	1.10	1.13	1.05	1.17	1.27
Standard Error	0.020	0.023	0.101	0.057	0.057	0.039	0.040	0.044	0.057	0.101	0.057	0.143	0.054	0.052	0.053	0.049	0.052	0.037

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2085	976	1109	162	321	386	412	326	272	207	607	708	416	355	961	323	642	151	267	853	963
	53%	51%	55%	51%	53%	59%	57%	56%	54%	38%	61%	57%	49%	43%	56%	60%	47%	56%	37%	57%	57%
Definitely agree	(5) 592	273	319	39	99	124	107	77	89	56	160	220	94	118	255	89	206	41	128	224	240
	15%	14%	16%	13%	16%	19%	15%	13%	18%	10%	16%	18%	11%	14%	15%	17%	15%	15%	18%	15%	14%
Tend to agree	(4) 1493	703	790	123	222	262	305	249	183	151	447	488	322	237	705	234	436	110	140	629	723
	38%	37%	39%	39%	37%	40%	42%	43%	36%	28%	45%	39%	38%	29%	41%	43%	32%	41%	19%	38%	42%
Neither agree nor disagree	(3) 694	380	315	50	135	136	126	102	77	69	146	221	183	145	335	96	210	53	125	251	318
	18%	20%	16%	16%	22%	21%	17%	17%	15%	13%	15%	18%	21%	18%	20%	18%	15%	19%	17%	17%	19%
Tend/definitely disagree (Net)	777	432	345	68	105	95	149	109	117	135	205	243	177	152	352	86	297	39	71	322	382
	20%	23%	17%	22%	17%	15%	20%	19%	23%	21%	19%	21%	18%	20%	16%	22%	14%	10%	22%	22%	
Tend to disagree	(2) 483	249	233	40	71	54	93	62	75	88	135	149	103	96	215	46	199	21	39	206	237
	12%	13%	12%	13%	12%	8%	13%	11%	15%	16%	14%	12%	12%	12%	8%	14%	8%	5%	14%	14%	
Definitely disagree	(1) 294	183	111	29	34	40	56	47	42	47	70	95	74	56	137	40	98	17	32	116	146
	7%	10%	6%	9%	6%	6%	8%	8%	8%	9%	7%	8%	9%	7%	8%	7%	7%	6%	4%	8%	9%
Not applicable	329	120	209	30	39	29	36	38	37	120	29	73	69	159	60	32	208	27	245	56	28
	8%	6%	10%	10%	6%	4%	5%	7%	7%	22%	3%	6%	8%	19%	4%	6%	15%	10%	34%	4%	2%
Don't know	37	9	28	5	5	7	4	8	2	7	4	8	8	17	10	3	22	3	9	16	13
	1%	*	1%	2%	1%	1%	1%	1%	*	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Mean Score	3.45	3.36	3.55	3.38	3.50	3.61	3.46	3.44	3.20	3.51	3.50	3.33	3.41	3.44	3.57	3.39	3.56	3.63	3.45	3.45	3.41
Standard Deviation	1.16	1.19	1.12	1.19	1.11	1.10	1.15	1.14	1.22	1.24	1.14	1.17	1.14	1.19	1.15	1.12	1.21	1.09	1.17	1.16	1.16
Standard Error	0.020	0.029	0.026	0.090	0.053	0.046	0.045	0.051	0.051	0.055	0.037	0.035	0.044	0.045	0.030	0.052	0.033	0.089	0.052	0.029	0.032

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2085 53%	359 63%	1196 52%	241 52%	290 49%	289 59%	239 56%	252 58%	1305 51%	520 66%	699 60%	507 48%	350 39%
Definitely agree (5)	592 15%	128 23%	313 14%	81 17%	71 12%	107 22%	58 14%	50 12%	376 15%	164 21%	184 16%	147 14%	97 11%
Tend to agree (4)	1493 38%	231 41%	883 38%	160 34%	219 37%	183 38%	181 42%	201 47%	929 36%	356 45%	515 44%	361 34%	254 28%
Neither agree nor disagree (3)	694 18%	96 17%	415 18%	78 17%	105 18%	84 17%	92 22%	61 14%	458 18%	110 14%	183 16%	230 22%	165 18%
Tend/definitely disagree (Net)	777 20%	69 12%	439 19%	114 24%	155 26%	84 17%	77 18%	87 20%	529 21%	126 16%	219 19%	231 22%	194 22%
Tend to disagree (2)	483 12%	38 7%	277 12%	77 16%	91 15%	57 12%	45 11%	37 9%	344 13%	89 11%	117 10%	144 14%	128 14%
Definitely disagree (1)	294 7%	31 5%	162 7%	37 8%	64 11%	27 6%	32 7%	50 11%	185 7%	37 5%	102 9%	87 8%	66 7%
Not applicable	329 8%	36 6%	227 10%	33 7%	33 6%	26 5%	16 4%	27 6%	260 10%	28 4%	58 5%	76 7%	166 19%
Don't know	37 1%	7 1%	23 1%	2 *	5 1%	3 1%	2 *	7 2%	25 1%	3 *	8 1%	6 1%	19 2%
Mean Score	3.45	3.74	3.44	3.39	3.26	3.62	3.46	3.42	3.42	3.69	3.51	3.35	3.26
Standard Deviation	1.16	1.09	1.14	1.22	1.22	1.15	1.11	1.20	1.17	1.09	1.16	1.17	1.18
Standard Error	0.020	0.057	0.023	0.069	0.060	0.057	0.058	0.072	0.024	0.038	0.038	0.040	0.041

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2085	1129	956	1152	716	181	36	253	105	300	332	103	527	246	25	190
	53%	54%	52%	53%	58%	44%	31%	32%	53%	71%	42%	52%	78%	50%	45%	73%
Definitely agree (5)	592	258	334	273	223	84	12	40	22	56	79	26	173	95	9	90
	15%	12%	18%	13%	18%	21%	10%	5%	11%	13%	10%	13%	26%	19%	17%	35%
Tend to agree (4)	1493	871	622	879	493	97	24	212	83	243	253	77	354	151	16	100
	38%	42%	34%	41%	40%	24%	20%	27%	41%	57%	32%	39%	53%	31%	29%	39%
Neither agree nor disagree (3)	694	384	311	389	214	70	21	173	36	55	180	52	83	76	5	24
	18%	18%	17%	18%	17%	17%	17%	22%	18%	13%	23%	27%	12%	15%	10%	9%
Tend/definitely disagree (Net)	777	530	246	529	198	39	10	271	43	44	204	34	45	94	17	21
	20%	25%	13%	25%	16%	10%	9%	34%	21%	10%	26%	17%	7%	19%	31%	8%
Tend to disagree (2)	483	339	143	339	114	26	4	147	34	34	130	26	38	50	8	14
	12%	16%	8%	16%	9%	6%	3%	18%	17%	8%	16%	13%	6%	10%	14%	5%
Definitely disagree (1)	294	191	103	190	84	13	6	124	9	10	74	8	7	44	9	7
	7%	9%	6%	9%	7%	3%	5%	16%	5%	2%	9%	4%	1%	9%	17%	3%
Not applicable	329	29	300	72	92	114	51	89	13	22	75	7	18	71	8	21
	8%	1%	16%	3%	7%	28%	43%	11%	6%	5%	9%	4%	3%	15%	15%	8%
Don't know	37	16	22	15	19	3	*	12	3	3	8	1	-	4	-	3
	1%	1%	1%	1%	2%	1%	*	1%	2%	1%	1%	1%	-	1%	-	1%
Mean Score	3.45	3.33	3.62	3.34	3.58	3.73	3.48	2.85	3.41	3.76	3.19	3.46	3.99	3.49	3.17	4.07
Standard Deviation	1.16	1.17	1.13	1.17	1.14	1.11	1.15	1.20	1.08	0.89	1.16	1.03	0.85	1.26	1.44	0.99
Standard Error	0.020	0.026	0.029	0.026	0.034	0.068	0.139	0.046	0.083	0.046	0.043	0.080	0.034	0.062	0.228	0.064

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	2085	1051	417	373	62	183	524	627	382	334	218	517	275	234	336	54	81	22
	53%	67%	58%	45%	26%	32%	100%	38%	100%	39%	41%	63%	57%	43%	70%	66%	57%	64%
Definitely agree (5)	592	333	95	89	22	54	159	114	150	73	96	150	60	31	109	16	24	7
	15%	21%	13%	11%	9%	10%	30%	7%	39%	9%	18%	18%	12%	6%	23%	20%	17%	20%
Tend to agree (4)	1493	718	322	284	40	129	366	513	232	261	121	367	215	202	227	37	56	15
	38%	46%	45%	35%	17%	23%	70%	31%	61%	30%	23%	45%	44%	37%	47%	46%	40%	44%
Neither agree nor disagree (3)	694	217	141	150	49	138	-	389	-	214	91	138	94	106	70	11	26	6
	18%	14%	19%	18%	20%	24%	-	24%	-	25%	17%	17%	19%	20%	15%	14%	18%	18%
Tend/definitely disagree (Net)	777	190	116	214	101	156	-	529	-	198	49	154	111	189	68	15	32	5
	20%	12%	16%	26%	42%	28%	-	32%	-	23%	9%	19%	23%	35%	14%	18%	22%	16%
Tend to disagree (2)	483	130	82	137	42	91	-	339	-	114	30	105	69	115	48	4	15	4
	12%	8%	11%	17%	18%	16%	-	21%	-	13%	6%	13%	14%	21%	10%	5%	11%	13%
Definitely disagree (1)	294	60	33	77	59	64	-	190	-	84	20	49	42	75	20	11	16	1
	7%	4%	5%	9%	25%	11%	-	12%	-	10%	4%	6%	9%	14%	4%	13%	12%	3%
Not applicable	329	108	45	80	26	69	-	72	-	92	165	4	-	8	-	1	2	1
	8%	7%	6%	10%	11%	12%	-	4%	-	11%	31%	*	-	2%	-	1%	2%	2%
Don't know	37	8	4	5	3	18	-	15	-	19	3	5	4	3	6	1	2	-
	1%	1%	1%	1%	1%	3%	-	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	-
Mean Score	3.45	3.78	3.54	3.23	2.64	3.04	4.30	3.01	4.39	3.17	3.68	3.57	3.38	3.00	3.75	3.56	3.41	3.67
Standard Deviation	1.16	1.03	1.04	1.19	1.34	1.21	0.46	1.16	0.49	1.15	1.12	1.12	1.14	1.18	1.05	1.26	1.24	1.05
Standard Error	0.020	0.027	0.042	0.044	0.094	0.054	0.020	0.030	0.025	0.043	0.062	0.040	0.054	0.052	0.048	0.134	0.101	0.196

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2085 53%	1518 59%	86 57%	287 48%	181 32%	537 56%	468 58%	477 64%	287 48%	86 57%	181 32%	36 52%	229 46%	265 53%	282 57%	297 60%	303 61%	710 50%
Definitely agree (5)	592 15%	399 15%	44 29%	62 10%	83 15%	141 15%	110 14%	142 19%	62 10%	44 29%	83 15%	6 9%	77 15%	77 15%	69 14%	83 17%	92 18%	195 14%
Tend to agree (4)	1493 38%	1118 43%	42 28%	225 38%	98 17%	396 41%	358 44%	335 45%	225 38%	42 28%	98 17%	30 43%	152 30%	188 38%	213 43%	215 43%	211 42%	515 36%
Neither agree nor disagree (3)	694 18%	452 18%	26 17%	115 19%	99 17%	167 17%	158 20%	115 15%	115 19%	26 17%	99 17%	12 17%	98 20%	92 19%	97 19%	92 18%	91 18%	225 16%
Tend/definitely disagree (Net)	777 20%	575 22%	10 7%	121 20%	60 11%	249 26%	174 22%	136 18%	121 20%	10 7%	60 11%	17 24%	79 16%	91 18%	94 19%	97 19%	96 19%	320 22%
Tend to disagree (2)	483 12%	361 14%	6 4%	76 13%	33 6%	157 16%	102 13%	90 12%	76 13%	6 4%	33 6%	12 17%	52 10%	54 11%	56 11%	73 15%	60 12%	186 13%
Definitely disagree (1)	294 7%	214 8%	4 3%	45 7%	28 5%	92 10%	71 9%	46 6%	45 7%	4 3%	28 5%	5 7%	26 5%	37 7%	38 8%	24 5%	36 7%	134 9%
Not applicable	329 8%	16 1%	26 18%	67 11%	219 39%	3 *	- -	11 1%	67 11%	26 18%	219 39%	2 3%	85 17%	49 10%	22 4%	13 3%	6 1%	154 11%
Don't know	37 1%	20 1%	1 1%	9 1%	8 1%	6 1%	5 1%	6 1%	9 1%	1 1%	8 1%	3 4%	9 2%	1 *	4 1%	- -	3 1%	21 1%
Mean Score	3.45	3.44	3.95	3.35	3.52	3.35	3.42	3.60	3.35	3.95	3.52	3.32	3.49	3.48	3.46	3.53	3.54	3.36
Standard Deviation	1.16	1.16	1.04	1.13	1.19	1.20	1.15	1.12	1.13	1.04	1.19	1.13	1.13	1.15	1.12	1.09	1.14	1.22
Standard Error	0.020	0.023	0.098	0.056	0.060	0.040	0.041	0.041	0.056	0.098	0.060	0.143	0.057	0.055	0.053	0.051	0.051	0.035

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	2105	1069	1037	189	331	331	380	315	282	279	517	647	492	450	932	290	720	153	335	792	977
	54%	56%	52%	60%	55%	51%	52%	54%	56%	52%	52%	52%	58%	54%	54%	54%	52%	56%	47%	53%	57%
Definitely agree	(5) 684	340	344	47	103	111	140	94	95	93	164	196	160	165	297	91	256	40	102	243	337
	17%	18%	17%	15%	17%	17%	19%	16%	19%	17%	17%	16%	19%	20%	17%	17%	19%	15%	14%	16%	20%
Tend to agree	(4) 1422	729	693	142	227	220	240	221	187	186	353	451	332	286	636	199	464	113	233	548	640
	36%	38%	35%	45%	38%	34%	33%	38%	37%	34%	36%	36%	39%	35%	37%	37%	34%	42%	33%	39%	38%
Neither agree nor disagree	(3) 1076	503	574	72	160	197	231	166	135	115	282	389	193	213	498	153	353	71	201	405	471
	27%	26%	29%	23%	26%	30%	32%	28%	27%	21%	28%	31%	23%	26%	29%	28%	26%	26%	28%	27%	28%
Tend/definitely disagree (Net)	630	307	324	43	100	109	107	89	78	105	177	195	146	112	265	88	236	40	129	267	231
	16%	16%	16%	14%	17%	17%	15%	15%	15%	19%	18%	16%	17%	13%	15%	16%	17%	15%	18%	18%	14%
Tend to disagree	(2) 484	231	253	33	79	85	81	74	59	72	135	145	119	84	204	73	178	29	94	201	186
	12%	12%	13%	11%	13%	13%	11%	13%	12%	13%	14%	12%	14%	10%	12%	14%	13%	11%	13%	13%	11%
Definitely disagree	(1) 147	75	71	10	21	23	25	15	19	33	41	51	27	27	61	15	59	12	35	66	45
	4%	4%	4%	3%	4%	4%	3%	3%	4%	6%	4%	4%	3%	3%	4%	3%	4%	4%	5%	4%	3%
Not applicable	56	19	37	10	2	5	1	5	7	26	9	11	9	28	9	1	38	6	34	11	11
	1%	1%	2%	3%	*	1%	*	1%	1%	5%	1%	1%	1%	3%	1%	*	3%	2%	5%	1%	1%
Don't know	55	21	34	2	12	9	8	8	3	13	6	12	12	25	13	8	32	1	18	22	14
	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	*	3%	1%	1%
Mean Score	3.53	3.55	3.51	3.60	3.53	3.49	3.54	3.53	3.57	3.47	3.47	3.48	3.57	3.61	3.53	3.52	3.52	3.53	3.41	3.48	3.62
Standard Deviation	1.05	1.05	1.04	0.98	1.04	1.04	1.04	1.00	1.05	1.14	1.06	1.03	1.06	1.04	1.03	1.02	1.09	1.02	1.07	1.06	1.01
Standard Error	0.017	0.025	0.023	0.071	0.048	0.042	0.039	0.043	0.042	0.045	0.034	0.030	0.039	0.035	0.026	0.046	0.027	0.080	0.038	0.026	0.028

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	2105 54%	287 51%	1213 53%	246 53%	359 61%	277 57%	225 53%	240 56%	1363 53%	388 49%	645 55%	571 54%	492 55%
Definitely agree (5)	684 17%	82 15%	396 17%	75 16%	131 22%	97 20%	89 21%	72 17%	426 17%	121 15%	217 19%	177 17%	165 18%
Tend to agree (4)	1422 36%	205 36%	818 36%	171 37%	228 39%	180 37%	135 32%	169 39%	937 36%	268 34%	428 37%	394 37%	328 37%
Neither agree nor disagree (3)	1076 27%	147 26%	647 28%	130 28%	152 26%	116 24%	133 31%	137 32%	690 27%	236 30%	307 26%	307 29%	220 25%
Tend/definitely disagree (Net)	630 16%	122 21%	372 16%	72 15%	64 11%	80 16%	64 15%	46 11%	440 17%	148 19%	197 17%	150 14%	129 14%
Tend to disagree (2)	484 12%	89 16%	295 13%	47 10%	53 9%	64 13%	52 12%	38 9%	329 13%	111 14%	152 13%	123 12%	92 10%
Definitely disagree (1)	147 4%	33 6%	77 3%	25 5%	12 2%	16 3%	12 3%	8 2%	111 4%	38 5%	45 4%	26 3%	37 4%
Not applicable	56 1%	3 *	38 2%	6 1%	9 2%	5 1%	2 1%	1 *	48 2%	7 1%	10 1%	16 2%	23 3%
Don't know	55 1%	9 2%	30 1%	13 3%	3 1%	9 2%	3 1%	7 2%	36 1%	7 1%	8 1%	8 1%	30 3%
Mean Score	3.53	3.39	3.52	3.50	3.72	3.59	3.57	3.61	3.50	3.42	3.54	3.56	3.58
Standard Deviation	1.05	1.10	1.04	1.06	0.98	1.06	1.04	0.93	1.06	1.07	1.06	0.99	1.06
Standard Error	0.017	0.056	0.020	0.058	0.047	0.052	0.054	0.054	0.020	0.037	0.034	0.032	0.033

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	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	2105	1269	837	1260	605	186	54	489	122	228	452	106	309	257	22	111
	54%	61%	46%	58%	49%	46%	46%	61%	61%	54%	57%	54%	46%	52%	40%	43%
Definitely agree (5)	684	446	238	439	179	51	14	162	37	72	132	43	84	98	15	37
	17%	21%	13%	20%	14%	13%	12%	20%	19%	17%	17%	22%	12%	20%	28%	14%
Tend to agree (4)	1422	823	599	821	425	135	41	327	85	156	320	63	225	159	7	74
	36%	39%	33%	38%	34%	33%	34%	41%	42%	37%	40%	32%	33%	32%	12%	28%
Neither agree nor disagree (3)	1076	494	583	555	375	115	32	178	56	126	218	63	219	117	14	76
	27%	24%	32%	26%	30%	28%	27%	22%	28%	30%	27%	32%	33%	24%	26%	29%
Tend/definitely disagree (Net)	630	286	344	298	223	89	20	91	18	66	103	27	138	97	16	69
	16%	14%	19%	14%	18%	22%	17%	11%	9%	16%	13%	14%	21%	20%	30%	27%
Tend to disagree (2)	484	228	255	239	172	65	9	66	15	59	77	21	117	61	14	54
	12%	11%	14%	11%	14%	16%	7%	8%	8%	14%	10%	11%	17%	12%	25%	21%
Definitely disagree (1)	147	57	89	60	51	24	11	25	3	8	27	6	22	36	3	15
	4%	3%	5%	3%	4%	6%	10%	3%	1%	2%	3%	3%	3%	7%	5%	6%
Not applicable	56	13	43	16	18	12	10	20	*	2	13	*	2	14	-	2
	1%	1%	2%	1%	1%	3%	9%	2%	*	*	2%	*	*	3%	-	1%
Don't know	55	26	29	28	18	7	2	20	4	2	12	1	5	5	2	1
	1%	1%	2%	1%	1%	2%	2%	3%	2%	1%	2%	*	1%	1%	4%	*
Mean Score	3.53	3.67	3.36	3.63	3.42	3.32	3.35	3.71	3.71	3.54	3.59	3.59	3.35	3.47	3.34	3.25
Standard Deviation	1.05	1.02	1.05	1.02	1.04	1.09	1.14	1.01	0.91	0.99	1.00	1.04	1.01	1.18	1.29	1.12
Standard Error	0.017	0.023	0.025	0.022	0.030	0.054	0.105	0.036	0.067	0.050	0.035	0.079	0.040	0.054	0.183	0.069

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months								
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30	
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34	
Definitely/tend agree (Net)	2105	764	402	506	139	294	265	995	147	458	241	458	298	320	219	40	81	15	
	54%	49%	56%	62%	58%	52%	51%	61%	39%	53%	46%	56%	62%	59%	46%	49%	57%	45%	
Definitely agree	(5)	684	233	114	153	68	117	95	344	40	139	65	167	98	107	66	13	24	4
		17%	15%	16%	19%	28%	21%	18%	21%	11%	16%	12%	20%	20%	20%	14%	15%	17%	11%
Tend to agree	(4)	1422	531	288	353	72	177	170	651	107	319	176	291	200	213	152	28	56	12
		36%	34%	40%	43%	30%	31%	32%	40%	28%	37%	33%	36%	41%	40%	32%	34%	40%	34%
Neither agree nor disagree	(3)	1076	464	194	204	52	163	148	407	128	247	146	227	119	135	156	25	39	9
		27%	29%	27%	25%	22%	29%	28%	25%	33%	29%	28%	28%	24%	25%	33%	31%	27%	27%
Tend/definitely disagree (Net)	630	307	118	97	38	71	107	192	104	119	109	122	60	76	101	16	20	9	
		16%	19%	16%	12%	13%	20%	12%	27%	14%	21%	15%	12%	14%	21%	19%	14%	26%	
Tend to disagree	(2)	484	233	98	71	24	58	88	150	86	86	73	102	40	63	84	7	10	6
		12%	15%	14%	9%	10%	10%	17%	9%	23%	10%	14%	12%	8%	12%	18%	9%	7%	17%
Definitely disagree	(1)	147	74	20	26	15	12	19	41	18	33	35	20	19	13	16	8	10	3
		4%	5%	3%	3%	6%	2%	4%	3%	5%	4%	7%	2%	4%	3%	10%	7%	8%	
Not applicable		56	16	7	7	8	18	1	15	3	15	22	2	2	-	-	-	1	1
		1%	1%	1%	1%	3%	3%	*	1%	1%	2%	4%	*	*	-	-	-	1%	2%
Don't know		55	23	2	8	3	18	3	25	-	18	9	10	6	4	1	1	-	-
		1%	1%	*	1%	1%	3%	1%	2%	-	2%	2%	1%	1%	1%	1%	1%	1%	-
Mean Score	3.53	3.40	3.53	3.66	3.67	3.62	3.45	3.69	3.17	3.54	3.33	3.60	3.67	3.64	3.35	3.36	3.53	3.22	
Standard Deviation	1.05	1.07	1.01	0.99	1.18	1.02	1.08	0.99	1.05	1.02	1.10	1.03	1.03	1.01	1.03	1.16	1.09	1.14	
Standard Error	0.017	0.027	0.039	0.035	0.078	0.043	0.048	0.025	0.054	0.036	0.048	0.037	0.048	0.044	0.047	0.123	0.088	0.212	

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	2105 54%	1432 55%	68 45%	324 54%	267 47%	554 58%	454 56%	386 52%	324 54%	68 45%	267 47%	38 54%	274 55%	288 58%	262 53%	284 57%	275 55%	722 50%
Definitely agree (5)	684 17%	479 19%	16 10%	101 17%	86 15%	181 19%	145 18%	140 19%	101 17%	16 10%	86 15%	13 18%	95 19%	104 21%	82 16%	98 20%	68 14%	238 17%
Tend to agree (4)	1422 36%	953 37%	52 35%	223 37%	181 32%	374 39%	309 38%	245 33%	223 37%	52 35%	181 32%	25 36%	179 36%	184 37%	181 36%	187 37%	207 41%	484 34%
Neither agree nor disagree (3)	1076 27%	711 28%	50 34%	161 27%	150 27%	269 28%	211 26%	213 29%	161 27%	50 34%	150 27%	17 25%	134 27%	129 26%	152 30%	131 26%	141 28%	388 27%
Tend/definitely disagree (Net)	630 16%	403 16%	25 17%	89 15%	104 18%	133 14%	127 16%	132 18%	89 15%	25 17%	104 18%	11 16%	73 15%	70 14%	77 15%	78 16%	80 16%	252 18%
Tend to disagree (2)	484 12%	313 12%	22 15%	73 12%	72 13%	109 11%	102 13%	95 13%	73 12%	22 15%	72 13%	8 11%	56 11%	50 10%	61 12%	65 13%	60 12%	191 13%
Definitely disagree (1)	147 4%	90 3%	3 2%	17 3%	32 6%	25 3%	25 3%	37 5%	17 3%	3 2%	32 6%	3 5%	17 3%	20 4%	15 3%	13 3%	20 4%	61 4%
Not applicable	56 1%	8 *	4 3%	15 2%	29 5%	- -	- -	5 1%	15 2%	4 3%	29 5%	2 3%	9 2%	4 1%	2 *	2 *	2 *	37 3%
Don't know	55 1%	27 1%	2 1%	9 2%	16 3%	5 *	12 1%	9 1%	9 2%	2 1%	16 3%	1 2%	9 2%	6 1%	5 1%	2 *	1 *	31 2%
Mean Score	3.53	3.56	3.38	3.56	3.42	3.60	3.56	3.49	3.56	3.38	3.42	3.54	3.58	3.62	3.51	3.59	3.49	3.48
Standard Deviation	1.05	1.04	0.95	1.01	1.11	1.00	1.03	1.09	1.01	0.95	1.11	1.09	1.04	1.06	1.01	1.03	1.00	1.07
Standard Error	0.017	0.021	0.079	0.048	0.043	0.033	0.037	0.040	0.048	0.079	0.043	0.138	0.046	0.047	0.047	0.047	0.044	0.029

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1834	868	966	129	300	367	344	273	232	188	508	618	356	352	835	265	596	126	344	753	734
	47%	45%	48%	41%	50%	56%	47%	47%	46%	35%	51%	49%	42%	42%	49%	49%	43%	46%	48%	50%	43%
Definitely agree	(5) 450	207	243	34	75	101	81	65	54	40	105	148	77	119	178	80	154	35	129	182	139
	11%	11%	12%	11%	12%	16%	11%	11%	11%	7%	11%	12%	9%	14%	10%	15%	11%	13%	18%	12%	8%
Tend to agree	(4) 1384	661	723	94	226	266	263	208	177	148	403	470	279	232	658	185	442	91	215	571	596
	35%	34%	36%	30%	37%	41%	36%	36%	35%	28%	41%	37%	33%	28%	38%	34%	32%	34%	30%	38%	35%
Neither agree nor disagree	(3) 937	453	484	73	185	157	171	150	102	99	231	298	221	187	454	142	275	66	150	346	441
	24%	24%	24%	23%	31%	24%	24%	26%	20%	18%	23%	24%	26%	23%	26%	26%	20%	24%	21%	23%	26%
Tend/definitely disagree (Net)	1046	557	489	106	106	113	201	152	155	212	236	320	254	236	411	123	437	72	174	355	515
	27%	29%	24%	34%	18%	17%	28%	26%	31%	39%	24%	26%	30%	29%	24%	23%	32%	27%	24%	24%	30%
Tend to disagree	(2) 674	345	329	76	69	82	134	95	96	123	157	208	171	139	279	91	256	47	97	224	353
	17%	18%	16%	24%	11%	13%	19%	16%	19%	23%	16%	17%	20%	17%	16%	17%	19%	17%	14%	15%	21%
Definitely disagree	(1) 371	212	159	30	37	31	67	57	60	90	79	112	83	97	133	33	181	25	77	131	163
	9%	11%	8%	10%	6%	5%	9%	10%	12%	17%	8%	9%	10%	12%	8%	6%	13%	9%	11%	9%	10%
Not applicable	41	15	25	4	4	1	3	3	5	22	5	5	8	22	2	*	34	4	29	12	-
	1%	1%	1%	1%	1%	*	*	*	1%	4%	1%	*	1%	3%	*	*	2%	1%	4%	1%	-
Don't know	67	24	43	4	9	12	7	7	10	17	10	12	14	31	15	9	38	4	21	32	14
	2%	1%	2%	1%	2%	2%	1%	1%	2%	3%	1%	1%	2%	4%	1%	2%	3%	2%	3%	2%	1%
Mean Score	3.23	3.16	3.29	3.09	3.39	3.51	3.22	3.22	3.14	2.85	3.31	3.27	3.12	3.18	3.28	3.36	3.10	3.24	3.33	3.31	3.12
Standard Deviation	1.16	1.18	1.14	1.18	1.05	1.06	1.16	1.15	1.21	1.25	1.11	1.15	1.14	1.25	1.10	1.12	1.24	1.17	1.26	1.15	1.12
Standard Error	0.019	0.028	0.025	0.085	0.049	0.043	0.044	0.049	0.048	0.049	0.035	0.033	0.042	0.042	0.028	0.050	0.031	0.092	0.044	0.028	0.031

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1834 47%	325 57%	1065 46%	199 42%	244 42%	257 53%	215 50%	204 47%	1158 45%	457 58%	589 51%	436 42%	343 38%
Definitely agree (5)	450 11%	97 17%	250 11%	49 11%	54 9%	83 17%	49 11%	37 8%	281 11%	114 14%	128 11%	113 11%	95 11%
Tend to agree (4)	1384 35%	229 40%	815 35%	149 32%	190 32%	173 36%	166 39%	167 39%	877 34%	343 44%	461 40%	323 31%	248 28%
Neither agree nor disagree (3)	937 24%	118 21%	563 24%	113 24%	142 24%	125 26%	104 24%	95 22%	614 24%	162 21%	279 24%	304 29%	188 21%
Tend/definitely disagree (Net)	1046 27%	110 19%	597 26%	146 31%	192 33%	93 19%	102 24%	124 29%	727 28%	160 20%	285 24%	296 28%	296 33%
Tend to disagree (2)	674 17%	57 10%	401 17%	92 20%	125 21%	62 13%	76 18%	73 17%	464 18%	110 14%	188 16%	194 18%	178 20%
Definitely disagree (1)	371 9%	54 9%	197 9%	54 12%	67 11%	31 6%	26 6%	51 12%	263 10%	50 6%	97 8%	102 10%	118 13%
Not applicable	41 1%	2 *	28 1%	6 1%	4 1%	6 1%	2 *	- -	33 1%	1 *	7 1%	7 1%	26 3%
Don't know	67 2%	11 2%	47 2%	4 1%	6 1%	7 1%	4 1%	10 2%	45 2%	7 1%	7 1%	8 1%	40 5%
Mean Score	3.23	3.47	3.23	3.11	3.07	3.46	3.32	3.15	3.18	3.46	3.29	3.15	3.03
Standard Deviation	1.16	1.18	1.14	1.19	1.17	1.12	1.09	1.17	1.17	1.10	1.12	1.14	1.24
Standard Error	0.019	0.059	0.022	0.065	0.057	0.055	0.057	0.069	0.023	0.038	0.036	0.037	0.039

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1834	878	956	919	649	221	45	206	62	259	303	79	445	258	21	193
	47%	42%	52%	43%	52%	54%	38%	26%	31%	61%	38%	40%	66%	53%	39%	74%
Definitely agree (5)	450	175	275	182	167	84	17	52	10	38	57	8	106	89	9	80
	11%	8%	15%	8%	13%	20%	15%	6%	5%	9%	7%	4%	16%	18%	17%	31%
Tend to agree (4)	1384	702	681	736	482	137	28	154	53	220	246	71	339	169	12	112
	35%	34%	37%	34%	39%	34%	23%	19%	26%	52%	31%	36%	50%	34%	22%	43%
Neither agree nor disagree (3)	937	531	406	554	278	84	22	242	61	84	230	70	131	68	10	34
	24%	25%	22%	26%	22%	20%	18%	30%	31%	20%	29%	35%	19%	14%	17%	13%
Tend/definitely disagree (Net)	1046	635	411	639	286	90	30	318	71	74	238	48	94	145	20	30
	27%	30%	22%	30%	23%	22%	25%	40%	36%	17%	30%	24%	14%	29%	37%	11%
Tend to disagree (2)	674	416	258	424	188	47	15	182	56	46	158	34	79	92	6	20
	17%	20%	14%	20%	15%	12%	13%	23%	28%	11%	20%	17%	12%	19%	11%	8%
Definitely disagree (1)	371	219	153	215	98	43	15	136	15	28	80	14	15	53	14	10
	9%	10%	8%	10%	8%	11%	12%	17%	8%	7%	10%	7%	2%	11%	26%	4%
Not applicable	41	5	36	9	8	7	17	14	1	1	11	1	-	11	-	2
	1%	*	2%	*	1%	2%	14%	2%	*	*	1%	1%	-	2%	-	1%
Don't know	67	40	27	37	19	6	5	19	4	7	18	-	4	9	3	1
	2%	2%	1%	2%	2%	2%	4%	2%	2%	2%	2%	-	1%	2%	6%	*
Mean Score	3.23	3.10	3.38	3.12	3.36	3.43	3.19	2.74	2.93	3.47	3.05	3.13	3.66	3.32	2.92	3.92
Standard Deviation	1.16	1.14	1.16	1.14	1.14	1.25	1.33	1.16	1.03	1.03	1.11	0.99	0.95	1.29	1.49	1.04
Standard Error	0.019	0.026	0.027	0.025	0.033	0.062	0.125	0.042	0.077	0.052	0.039	0.075	0.038	0.058	0.213	0.065

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1834	971	371	297	55	139	524	394	382	267	266	401	200	183	264	45	59	19
	47%	62%	51%	36%	23%	25%	100%	24%	100%	31%	51%	49%	41%	34%	55%	55%	42%	54%
Definitely agree (5)	450	256	82	59	17	37	122	60	102	65	101	81	38	28	56	11	13	8
	11%	16%	11%	7%	7%	6%	23%	4%	27%	8%	19%	10%	8%	5%	12%	13%	9%	23%
Tend to agree (4)	1384	716	289	238	39	102	402	334	280	202	165	319	163	155	208	34	46	11
	35%	45%	40%	29%	16%	18%	77%	20%	73%	24%	31%	39%	34%	29%	43%	42%	33%	32%
Neither agree nor disagree (3)	937	284	185	211	58	199	-	554	-	278	105	203	138	151	100	16	32	8
	24%	18%	26%	26%	24%	35%	-	34%	-	32%	20%	25%	28%	28%	21%	20%	22%	23%
Tend/definitely disagree (Net)	1046	300	151	296	116	183	-	639	-	286	120	203	137	199	106	21	47	7
	27%	19%	21%	36%	48%	32%	-	39%	-	33%	23%	25%	28%	37%	22%	25%	33%	20%
Tend to disagree (2)	674	220	104	189	42	120	-	424	-	188	62	142	94	120	79	11	30	5
	17%	14%	14%	23%	17%	21%	-	26%	-	22%	12%	17%	20%	22%	16%	14%	21%	15%
Definitely disagree (1)	371	80	47	108	74	63	-	215	-	98	58	61	42	80	27	9	17	2
	9%	5%	6%	13%	31%	11%	-	13%	-	11%	11%	7%	9%	15%	6%	11%	12%	5%
Not applicable	41	7	7	10	5	12	-	9	-	8	24	1	-	2	*	-	*	1
	1%	*	1%	1%	2%	2%	-	1%	-	1%	5%	*	-	*	-	-	*	2%
Don't know	67	12	8	9	6	31	-	37	-	19	11	11	9	4	10	-	3	-
	2%	1%	1%	1%	3%	6%	-	2%	-	2%	2%	1%	2%	1%	2%	-	2%	-
Mean Score	3.23	3.54	3.36	2.94	2.49	2.87	4.23	2.75	4.27	2.94	3.39	3.27	3.13	2.87	3.40	3.32	3.06	3.52
Standard Deviation	1.16	1.08	1.08	1.16	1.30	1.08	0.42	1.05	0.44	1.12	1.27	1.10	1.10	1.14	1.08	1.21	1.20	1.18
Standard Error	0.019	0.028	0.042	0.041	0.085	0.046	0.019	0.027	0.023	0.039	0.056	0.039	0.052	0.050	0.050	0.127	0.097	0.219

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1834 47%	1171 45%	79 52%	304 51%	265 47%	431 45%	349 43%	358 48%	304 51%	79 52%	265 47%	32 47%	217 44%	221 44%	237 48%	246 49%	270 54%	642 45%
Definitely agree (5)	450 11%	235 9%	35 23%	83 14%	95 17%	101 11%	53 7%	76 10%	83 14%	35 23%	95 17%	5 7%	51 10%	56 11%	49 10%	61 12%	58 12%	176 12%
Tend to agree (4)	1384 35%	936 36%	44 29%	221 37%	171 30%	330 34%	297 37%	282 38%	221 37%	44 29%	171 30%	28 40%	167 33%	165 33%	188 38%	185 37%	212 43%	467 33%
Neither agree nor disagree (3)	937 24%	648 25%	29 19%	136 23%	121 21%	273 28%	203 25%	155 21%	136 23%	29 19%	121 21%	17 25%	130 26%	129 26%	131 26%	124 25%	122 24%	300 21%
Tend/definitely disagree (Net)	1046 27%	719 28%	37 25%	143 24%	137 24%	245 25%	239 30%	217 29%	143 24%	37 25%	137 24%	17 25%	131 26%	137 27%	127 25%	123 25%	106 21%	422 30%
Tend to disagree (2)	674 17%	481 19%	19 13%	89 15%	78 14%	164 17%	168 21%	137 18%	89 15%	19 13%	78 14%	11 16%	83 17%	76 15%	85 17%	89 18%	79 16%	262 18%
Definitely disagree (1)	371 9%	238 9%	18 12%	55 9%	59 10%	81 8%	71 9%	80 11%	55 9%	18 12%	59 10%	6 9%	48 10%	60 12%	42 8%	34 7%	27 5%	160 11%
Not applicable	41 1%	4 *	2 1%	7 1%	27 5%	-	*	4 1%	7 1%	2 1%	27 5%	-	9 2%	5 1%	-	-	-	27 2%
Don't know	67 2%	38 1%	4 3%	8 1%	17 3%	13 1%	13 2%	10 1%	8 1%	4 3%	17 3%	2 3%	11 2%	7 1%	3 1%	6 1%	1 *	39 3%
Mean Score	3.23	3.18	3.40	3.32	3.31	3.22	3.12	3.19	3.32	3.40	3.31	3.20	3.19	3.16	3.24	3.30	3.39	3.17
Standard Deviation	1.16	1.13	1.32	1.17	1.25	1.12	1.10	1.18	1.17	1.32	1.25	1.10	1.15	1.19	1.11	1.11	1.06	1.22
Standard Error	0.019	0.023	0.108	0.056	0.048	0.037	0.039	0.043	0.056	0.108	0.048	0.138	0.051	0.054	0.051	0.051	0.047	0.034

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1527	744	783	58	153	219	277	210	264	345	290	482	346	410	540	195	737	47	366	635	523
	39%	39%	39%	18%	25%	34%	38%	36%	52%	64%	29%	38%	41%	49%	31%	36%	53%	17%	51%	42%	31%
Definitely agree	(5) 432	204	228	13	35	55	73	55	76	126	70	127	93	143	130	47	243	11	130	195	106
	11%	11%	11%	4%	6%	8%	10%	9%	15%	23%	7%	10%	11%	17%	8%	9%	18%	4%	18%	13%	6%
Tend to agree	(4) 1094	540	555	45	118	164	204	156	188	219	220	355	253	266	409	148	494	36	236	440	417
	28%	28%	28%	14%	20%	25%	28%	27%	37%	41%	22%	28%	30%	32%	24%	27%	36%	13%	33%	29%	24%
Neither agree nor disagree	(3) 959	481	478	71	184	164	183	150	123	85	233	316	236	174	478	147	274	58	141	359	459
	24%	25%	24%	23%	30%	25%	25%	26%	24%	16%	23%	25%	28%	21%	28%	27%	20%	21%	20%	24%	27%
Tend/definitely disagree (Net)	1328	656	673	170	260	255	254	211	107	72	460	428	248	192	681	188	298	157	163	461	702
	34%	34%	34%	54%	43%	39%	35%	36%	21%	13%	46%	34%	29%	23%	40%	35%	22%	58%	23%	31%	41%
Tend to disagree	(2) 1070	514	557	131	211	206	201	178	84	59	365	360	202	144	563	156	240	107	125	388	555
	27%	27%	28%	42%	35%	32%	28%	31%	17%	11%	37%	29%	24%	17%	33%	29%	17%	39%	17%	26%	33%
Definitely disagree	(1) 258	142	116	38	48	49	53	33	23	12	95	69	46	48	118	32	58	50	37	73	147
	7%	7%	6%	12%	8%	8%	7%	6%	5%	2%	10%	5%	5%	6%	7%	6%	4%	19%	5%	5%	9%
Not applicable	43	14	30	4	1	3	1	7	4	22	4	14	8	18	6	3	29	5	29	11	3
	1%	1%	1%	1%	*	1%	*	1%	1%	4%	*	1%	1%	2%	*	1%	2%	2%	4%	1%	*
Don't know	66	23	42	12	5	10	12	5	7	15	4	12	15	34	13	8	41	4	18	30	17
	2%	1%	2%	4%	1%	2%	2%	1%	1%	3%	*	1%	2%	4%	1%	1%	3%	2%	3%	2%	1%
Mean Score	3.10	3.08	3.11	2.54	2.80	2.95	3.06	3.04	3.43	3.77	2.80	3.09	3.17	3.40	2.92	3.04	3.48	2.43	3.44	3.20	2.87
Standard Deviation	1.13	1.14	1.13	1.04	1.04	1.11	1.13	1.10	1.08	1.03	1.11	1.10	1.09	1.16	1.07	1.08	1.12	1.08	1.16	1.13	1.08
Standard Error	0.018	0.027	0.025	0.076	0.048	0.045	0.043	0.047	0.043	0.040	0.035	0.032	0.040	0.039	0.027	0.049	0.028	0.085	0.041	0.028	0.029

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1527 39%	255 45%	876 38%	178 38%	217 37%	157 32%	137 32%	159 37%	1074 42%	249 32%	394 34%	398 38%	473 53%
Definitely agree (5)	432 11%	72 13%	244 11%	47 10%	68 12%	43 9%	22 5%	45 10%	322 12%	60 8%	120 10%	108 10%	142 16%
Tend to agree (4)	1094 28%	183 32%	632 27%	131 28%	149 25%	114 23%	115 27%	114 26%	753 29%	188 24%	275 24%	290 28%	330 37%
Neither agree nor disagree (3)	959 24%	112 20%	599 26%	115 25%	134 23%	131 27%	106 25%	96 22%	627 24%	154 20%	313 27%	313 30%	178 20%
Tend/definitely disagree (Net)	1328 34%	187 33%	751 33%	167 36%	223 38%	186 38%	183 43%	170 39%	789 31%	377 48%	448 38%	316 30%	179 20%
Tend to disagree (2)	1070 27%	145 26%	621 27%	125 27%	179 30%	149 31%	151 35%	132 31%	638 25%	293 37%	381 33%	254 24%	136 15%
Definitely disagree (1)	258 7%	42 7%	129 6%	42 9%	44 7%	37 8%	32 8%	38 9%	151 6%	85 11%	68 6%	63 6%	43 5%
Not applicable	43 1%	1 *	34 1%	3 1%	5 1%	6 1%	- -	1 *	35 1%	3 *	5 *	7 1%	28 3%
Don't know	66 2%	12 2%	40 2%	4 1%	9 2%	6 1%	1 *	6 1%	52 2%	4 1%	6 1%	16 2%	36 4%
Mean Score	3.10	3.18	3.11	3.03	3.03	2.95	2.87	2.99	3.18	2.80	3.00	3.12	3.47
Standard Deviation	1.13	1.18	1.11	1.15	1.16	1.11	1.06	1.17	1.13	1.15	1.10	1.09	1.11
Standard Error	0.018	0.060	0.022	0.063	0.056	0.054	0.055	0.068	0.022	0.040	0.035	0.035	0.035

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1527	766	761	807	461	210	49	284	30	105	383	59	171	345	26	116
	39%	37%	41%	37%	37%	51%	41%	36%	15%	25%	48%	30%	25%	70%	47%	45%
Definitely agree (5)	432	201	231	216	131	62	23	77	7	23	98	11	28	140	6	39
	11%	10%	13%	10%	11%	15%	19%	10%	3%	5%	12%	6%	4%	29%	11%	15%
Tend to agree (4)	1094	565	529	592	329	148	26	207	24	82	285	48	143	204	20	77
	28%	27%	29%	27%	27%	36%	22%	26%	12%	19%	36%	24%	21%	42%	36%	30%
Neither agree nor disagree (3)	959	532	428	551	301	86	22	269	59	79	233	55	132	77	12	34
	24%	25%	23%	26%	24%	21%	19%	34%	29%	18%	29%	28%	20%	16%	21%	13%
Tend/definitely disagree (Net)	1328	753	575	760	434	97	37	203	104	238	153	83	368	53	16	106
	34%	36%	31%	35%	35%	24%	31%	25%	52%	56%	19%	42%	55%	11%	30%	41%
Tend to disagree (2)	1070	610	461	618	350	75	27	158	88	182	131	74	301	39	8	87
	27%	29%	25%	29%	28%	18%	23%	20%	44%	43%	16%	37%	45%	8%	15%	34%
Definitely disagree (1)	258	143	115	142	84	22	10	46	17	56	23	8	68	14	8	18
	7%	7%	6%	7%	7%	5%	8%	6%	8%	13%	3%	4%	10%	3%	14%	7%
Not applicable	43	9	34	15	13	10	6	18	3	-	12	*	-	8	1	1
	1%	*	2%	1%	1%	2%	5%	2%	1%	-	1%	*	-	2%	1%	*
Don't know	66	29	37	24	31	6	5	24	4	2	18	1	3	8	*	1
	2%	1%	2%	1%	3%	1%	4%	3%	2%	1%	2%	*	*	2%	1%	1%
Mean Score	3.10	3.03	3.17	3.06	3.06	3.39	3.23	3.15	2.56	2.61	3.40	2.89	2.65	3.88	3.14	3.12
Standard Deviation	1.13	1.12	1.15	1.12	1.13	1.13	1.29	1.05	0.93	1.11	1.01	1.01	1.05	1.02	1.25	1.24
Standard Error	0.018	0.025	0.027	0.025	0.033	0.056	0.114	0.038	0.070	0.056	0.035	0.077	0.042	0.046	0.179	0.076

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1527	624	238	350	119	195	207	601	166	295	259	279	188	183	155	43	54	12
	39%	40%	33%	43%	49%	35%	39%	37%	43%	34%	49%	34%	39%	34%	32%	53%	38%	34%
Definitely agree (5)	432	155	66	115	47	49	55	161	54	77	85	72	47	55	29	12	13	2
	11%	10%	9%	14%	19%	9%	10%	10%	14%	9%	16%	9%	10%	10%	6%	14%	9%	5%
Tend to agree (4)	1094	469	172	235	73	146	152	439	112	217	174	208	141	128	125	31	41	10
	28%	30%	24%	29%	30%	26%	29%	27%	29%	25%	33%	25%	29%	24%	26%	38%	29%	30%
Neither agree nor disagree (3)	959	294	181	237	67	181	81	470	58	243	108	214	118	159	115	17	30	9
	24%	19%	25%	29%	28%	32%	15%	29%	15%	28%	20%	26%	24%	30%	24%	20%	21%	27%
Tend/definitely disagree (Net)	1328	631	295	217	47	138	234	526	156	278	134	316	172	191	203	22	54	13
	34%	40%	41%	26%	19%	25%	45%	32%	41%	32%	25%	39%	35%	35%	42%	27%	38%	39%
Tend to disagree (2)	1070	500	248	176	31	116	188	430	135	214	102	249	145	159	164	16	40	9
	27%	32%	34%	21%	13%	21%	36%	26%	35%	25%	19%	30%	30%	30%	34%	19%	28%	27%
Definitely disagree (1)	258	131	48	41	16	22	45	96	21	64	31	67	27	32	39	6	13	4
	7%	8%	7%	5%	7%	4%	9%	6%	5%	7%	6%	8%	6%	8%	8%	8%	9%	12%
Not applicable	43	12	4	10	5	12	-	15	-	13	15	1	3	-	-	-	1	-
	1%	1%	1%	1%	2%	2%	-	1%	-	1%	3%	*	-	-	-	-	1%	-
Don't know	66	12	4	9	3	38	3	21	2	29	11	9	6	4	7	-	3	-
	2%	1%	1%	1%	1%	7%	1%	1%	*	3%	2%	1%	1%	1%	2%	-	2%	-
Mean Score	3.10	3.01	2.95	3.26	3.44	3.16	2.97	3.09	3.12	3.04	3.36	2.96	3.08	3.03	2.88	3.32	3.00	2.88
Standard Deviation	1.13	1.17	1.11	1.11	1.15	1.02	1.19	1.09	1.19	1.11	1.17	1.12	1.10	1.09	1.08	1.17	1.17	1.12
Standard Error	0.018	0.030	0.043	0.039	0.076	0.043	0.053	0.028	0.061	0.039	0.050	0.040	0.052	0.048	0.050	0.123	0.096	0.204

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1527	914	68	238	298	267	295	333	238	68	298	19	238	205	183	159	111	629
	39%	35%	46%	40%	53%	28%	37%	45%	40%	46%	53%	27%	48%	41%	37%	32%	22%	44%
Definitely agree	(5) 432	230	17	70	113	68	72	84	70	17	113	6	77	75	48	33	21	177
	11%	9%	12%	12%	20%	7%	9%	11%	12%	12%	20%	8%	15%	15%	10%	7%	4%	12%
Tend to agree	(4) 1094	685	51	168	185	199	223	249	168	51	185	13	161	130	135	126	90	452
	28%	27%	34%	28%	33%	21%	28%	33%	28%	34%	33%	19%	32%	26%	27%	25%	18%	32%
Neither agree nor disagree	(3) 959	662	33	152	107	263	212	178	152	33	107	9	119	143	155	124	117	301
	24%	26%	22%	25%	19%	27%	26%	24%	25%	22%	19%	13%	24%	29%	31%	25%	23%	21%
Tend/definitely disagree (Net)	1328	971	43	179	120	425	293	220	179	43	120	33	122	139	154	208	268	437
	34%	38%	29%	30%	21%	44%	36%	30%	30%	29%	21%	48%	24%	28%	31%	42%	54%	31%
Tend to disagree	(2) 1070	783	34	148	91	332	250	173	148	34	91	28	101	112	128	173	203	353
	27%	30%	23%	25%	16%	34%	31%	23%	25%	23%	16%	40%	20%	22%	26%	35%	41%	25%
Definitely disagree	(1) 258	188	9	31	29	93	43	47	31	9	29	5	21	27	26	35	65	84
	7%	7%	6%	5%	5%	10%	5%	6%	5%	6%	5%	8%	4%	6%	5%	7%	13%	6%
Not applicable	43	4	2	10	26	-	-	4	10	2	26	-	8	7	1	3	1	23
	1%	*	2%	2%	5%	-	-	1%	2%	2%	5%	-	2%	1%	*	1%	*	2%
Don't know	66	29	3	19	16	7	5	9	19	3	16	8	12	4	4	4	2	40
	2%	1%	2%	3%	3%	1%	1%	1%	3%	2%	3%	12%	2%	1%	1%	1%	*	3%
Mean Score	3.10	2.99	3.23	3.17	3.50	2.81	3.04	3.20	3.17	3.23	3.50	2.77	3.36	3.23	3.11	2.90	2.60	3.21
Standard Deviation	1.13	1.11	1.13	1.11	1.16	1.09	1.08	1.12	1.11	1.13	1.16	1.17	1.11	1.13	1.06	1.08	1.06	1.14
Standard Error	0.018	0.022	0.093	0.053	0.045	0.036	0.039	0.041	0.053	0.093	0.045	0.154	0.049	0.051	0.049	0.049	0.047	0.031

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Definitely/tend agree (Net)	1678	828	850	103	214	288	344	243	261	224	474	571	301	332	713	237	600	120	332	668	676
	43%	43%	42%	33%	35%	44%	47%	42%	52%	42%	48%	46%	35%	40%	42%	44%	43%	44%	46%	45%	40%
Definitely agree	(5) 675	322	353	41	77	124	142	81	112	99	173	240	112	150	274	88	269	42	161	261	253
	17%	17%	18%	13%	13%	19%	20%	14%	22%	18%	18%	19%	13%	18%	16%	16%	20%	16%	22%	17%	15%
Tend to agree	(4) 1003	506	497	62	137	164	202	162	149	126	301	331	189	182	439	149	331	78	171	408	422
	26%	26%	25%	20%	23%	25%	28%	28%	30%	23%	30%	26%	22%	22%	26%	28%	24%	29%	24%	27%	25%
Neither agree nor disagree	(3) 569	233	336	64	97	96	107	88	54	62	124	194	128	123	252	90	180	45	112	233	223
	14%	12%	17%	20%	16%	15%	15%	15%	11%	11%	12%	15%	15%	15%	15%	17%	13%	17%	16%	16%	13%
Tend/definitely disagree (Net)	1595	840	755	137	283	260	271	246	183	215	387	469	406	333	743	207	547	94	234	566	795
	41%	44%	38%	43%	47%	40%	37%	42%	36%	40%	39%	37%	48%	40%	43%	38%	40%	35%	33%	38%	47%
Tend to disagree	(2) 673	337	336	68	100	111	112	108	78	95	168	208	157	141	298	93	230	50	108	231	334
	17%	18%	17%	22%	17%	17%	15%	19%	16%	18%	17%	17%	18%	17%	17%	17%	17%	19%	15%	15%	20%
Definitely disagree	(1) 922	503	419	69	183	150	159	138	105	120	220	262	249	192	446	114	317	43	125	335	461
	24%	26%	21%	22%	30%	23%	22%	24%	21%	22%	22%	21%	29%	23%	26%	21%	23%	16%	17%	22%	27%
Not applicable	23	4	19	4	1	1	-	1	1	14	3	3	7	9	2	*	17	3	18	4	-
	1%	*	1%	1%	*	*	-	*	*	3%	*	*	1%	1%	*	*	1%	1%	3%	*	-
Don't know	58	13	45	7	8	6	3	6	5	23	1	15	10	31	8	5	35	10	22	25	11
	1%	1%	2%	2%	1%	1%	*	1%	1%	4%	*	1%	1%	4%	*	1%	3%	4%	3%	2%	1%
Mean Score	2.96	2.90	3.02	2.80	2.71	3.00	3.08	2.90	3.17	2.98	3.04	3.06	2.71	2.95	2.88	3.01	3.00	3.10	3.20	3.02	2.81
Standard Deviation	1.45	1.47	1.42	1.36	1.44	1.46	1.45	1.41	1.47	1.48	1.44	1.44	1.44	1.46	1.45	1.40	1.48	1.35	1.44	1.44	1.45
Standard Error	0.023	0.035	0.031	0.099	0.067	0.059	0.055	0.060	0.059	0.058	0.045	0.042	0.053	0.049	0.037	0.063	0.037	0.107	0.050	0.036	0.039

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Definitely/tend agree (Net)	1678 43%	286 50%	980 43%	188 40%	224 38%	213 44%	172 40%	180 42%	1113 43%	446 57%	469 40%	414 39%	345 39%
Definitely agree (5)	675 17%	123 22%	372 16%	89 19%	91 15%	90 18%	59 14%	75 17%	450 17%	201 26%	172 15%	154 15%	146 16%
Tend to agree (4)	1003 26%	163 29%	608 26%	99 21%	134 23%	123 25%	113 27%	105 24%	662 26%	245 31%	297 25%	259 25%	199 22%
Neither agree nor disagree (3)	569 14%	97 17%	328 14%	66 14%	78 13%	63 13%	71 17%	71 17%	363 14%	80 10%	204 17%	164 16%	117 13%
Tend/definitely disagree (Net)	1595 41%	177 31%	932 41%	210 45%	276 47%	203 42%	177 41%	176 41%	1040 40%	258 33%	481 41%	460 44%	383 43%
Tend to disagree (2)	673 17%	73 13%	401 17%	84 18%	116 20%	81 17%	62 15%	81 19%	450 17%	114 14%	196 17%	185 18%	173 19%
Definitely disagree (1)	922 24%	105 18%	531 23%	126 27%	160 27%	122 25%	114 27%	96 22%	590 23%	145 18%	285 24%	275 26%	210 23%
Not applicable	23 1%	- -	19 1%	3 1%	1 *	3 1%	1 *	- -	18 1%	- -	5 *	5 *	12 1%
Don't know	58 1%	7 1%	41 2%	1 *	10 2%	5 1%	5 1%	5 1%	43 2%	1 *	8 1%	8 1%	38 4%
Mean Score	2.96	3.23	2.95	2.87	2.79	2.95	2.86	2.96	2.97	3.31	2.89	2.84	2.88
Standard Deviation	1.45	1.41	1.44	1.50	1.46	1.48	1.43	1.43	1.45	1.46	1.41	1.44	1.45
Standard Error	0.023	0.071	0.028	0.081	0.070	0.072	0.075	0.083	0.028	0.051	0.045	0.047	0.045

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

	Total	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
		Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Definitely/tend agree (Net)	1678	838	840	878	534	209	58	219	73	217	279	74	402	225	25	160
	43%	40%	46%	41%	43%	51%	49%	27%	36%	51%	35%	37%	60%	46%	46%	62%
Definitely agree (5)	675	308	367	318	231	98	28	81	24	90	89	27	156	109	13	84
	17%	15%	20%	15%	19%	24%	24%	10%	12%	21%	11%	14%	23%	22%	24%	33%
Tend to agree (4)	1003	530	473	559	303	111	30	138	49	127	191	47	246	116	12	76
	26%	25%	26%	26%	24%	27%	25%	17%	24%	30%	24%	24%	37%	24%	21%	29%
Neither agree nor disagree (3)	569	259	310	286	206	63	13	122	36	57	116	33	93	64	4	34
	14%	12%	17%	13%	17%	16%	11%	15%	18%	13%	15%	17%	14%	13%	7%	13%
Tend/definitely disagree (Net)	1595	964	632	969	467	121	38	432	89	148	380	90	178	190	25	57
	41%	46%	34%	45%	38%	30%	33%	54%	44%	35%	48%	45%	26%	39%	46%	22%
Tend to disagree (2)	673	389	285	403	195	57	18	163	38	73	149	53	96	64	9	27
	17%	19%	16%	19%	16%	14%	15%	20%	19%	17%	19%	27%	14%	13%	16%	10%
Definitely disagree (1)	922	575	347	565	272	64	20	270	50	75	231	37	82	126	16	31
	24%	28%	19%	26%	22%	16%	17%	34%	25%	18%	29%	18%	12%	26%	30%	12%
Not applicable	23	4	19	6	9	5	3	5	*	-	8	1	1	6	*	1
	1%	*	1%	*	1%	1%	3%	1%	*	-	1%	*	*	1%	1%	*
Don't know	58	23	35	20	23	10	5	20	3	2	15	*	*	6	*	6
	1%	1%	2%	1%	2%	2%	4%	2%	1%	1%	2%	*	*	1%	1%	2%
Mean Score	2.96	2.81	3.13	2.84	3.02	3.31	3.25	2.48	2.78	3.20	2.69	2.87	3.44	3.04	2.94	3.62
Standard Deviation	1.45	1.46	1.42	1.44	1.44	1.41	1.47	1.39	1.38	1.41	1.41	1.34	1.31	1.53	1.62	1.36
Standard Error	0.023	0.033	0.033	0.032	0.042	0.070	0.128	0.049	0.102	0.071	0.050	0.101	0.052	0.069	0.231	0.084

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Definitely/tend agree (Net)	1678	822	340	305	61	151	320	557	245	289	267	371	202	199	254	34	50	14
	43%	52%	47%	37%	26%	27%	61%	34%	64%	34%	51%	45%	42%	37%	53%	41%	35%	40%
Definitely agree (5)	675	376	96	118	26	60	127	191	126	105	126	136	79	65	113	20	27	7
	17%	24%	13%	14%	11%	11%	24%	12%	33%	12%	24%	17%	16%	12%	23%	24%	19%	21%
Tend to agree (4)	1003	446	244	187	36	91	193	366	119	184	141	235	124	134	141	14	23	6
	26%	28%	34%	23%	15%	16%	37%	22%	31%	21%	27%	29%	26%	25%	29%	18%	16%	18%
Neither agree nor disagree (3)	569	201	97	125	47	99	54	231	44	162	77	110	53	60	64	7	15	7
	14%	13%	13%	15%	20%	18%	10%	14%	12%	19%	15%	13%	11%	11%	13%	9%	10%	19%
Tend/definitely disagree (Net)	1595	539	273	378	129	277	148	820	92	375	160	334	225	276	158	41	74	14
	41%	34%	38%	46%	53%	49%	28%	50%	24%	44%	30%	41%	47%	51%	33%	50%	52%	40%
Tend to disagree (2)	673	234	129	174	32	105	80	324	44	150	75	140	90	113	66	14	36	5
	17%	15%	18%	21%	13%	19%	15%	20%	12%	18%	14%	17%	19%	21%	14%	18%	25%	15%
Definitely disagree (1)	922	305	144	204	97	172	68	497	48	224	85	193	135	163	92	26	39	8
	24%	19%	20%	25%	40%	30%	13%	30%	13%	26%	16%	24%	28%	19%	32%	27%	25%	
Not applicable	23	5	4	7	1	6	-	6	-	9	8	1	*	-	*	-	-	-
	1%	*	1%	1%	*	1%	-	*	-	1%	2%	*	*	*	*	-	-	-
Don't know	58	7	9	8	3	31	2	19	-	23	15	3	3	6	4	-	3	*
	1%	*	1%	1%	1%	6%	*	1%	-	3%	3%	*	1%	1%	1%	-	2%	1%
Mean Score	2.96	3.23	3.03	2.80	2.42	2.55	3.44	2.65	3.60	2.75	3.29	2.98	2.83	2.67	3.24	2.84	2.74	2.97
Standard Deviation	1.45	1.46	1.37	1.42	1.42	1.39	1.35	1.42	1.38	1.39	1.42	1.44	1.48	1.44	1.45	1.61	1.50	1.51
Standard Error	0.023	0.037	0.054	0.050	0.092	0.058	0.060	0.036	0.070	0.049	0.061	0.051	0.070	0.062	0.066	0.169	0.122	0.279

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Definitely/tend agree (Net)	1678 43%	1123 44%	81 54%	208 35%	251 44%	406 42%	338 42%	351 47%	208 35%	81 54%	251 44%	28 40%	211 42%	191 38%	217 43%	228 46%	259 52%	573 40%
Definitely agree (5)	675 17%	445 17%	38 25%	67 11%	123 22%	161 17%	123 15%	150 20%	67 11%	38 25%	123 22%	11 16%	85 17%	75 15%	76 15%	80 16%	108 22%	252 18%
Tend to agree (4)	1003 26%	677 26%	43 29%	142 24%	128 23%	245 26%	215 27%	201 27%	142 24%	43 29%	128 24%	17 24%	125 25%	116 23%	141 28%	149 30%	151 30%	321 22%
Neither agree nor disagree (3)	569 14%	315 12%	19 13%	142 24%	92 16%	108 11%	103 13%	102 14%	142 24%	19 13%	92 16%	3 4%	84 17%	95 19%	76 15%	72 14%	48 10%	193 13%
Tend/definitely disagree (Net)	1595 41%	1122 43%	43 29%	228 38%	191 34%	446 46%	356 44%	283 38%	228 38%	43 29%	191 34%	37 54%	187 37%	202 41%	200 40%	196 39%	191 38%	620 43%
Tend to disagree (2)	673 17%	465 18%	22 15%	96 16%	86 15%	190 20%	148 18%	112 15%	96 16%	22 15%	86 15%	15 22%	73 15%	84 17%	82 17%	88 18%	88 18%	258 18%
Definitely disagree (1)	922 24%	657 25%	21 14%	132 22%	105 18%	256 27%	207 26%	172 23%	132 22%	21 14%	105 18%	22 32%	114 23%	118 24%	117 24%	109 22%	103 21%	362 25%
Not applicable	23 1%	1 *	* *	3 *	18 3%	- -	1 *	1 *	3 *	* 3%	18 3%	- -	6 1%	5 1%	- -	- -	- -	11 1%
Don't know	58 1%	19 1%	6 4%	17 3%	16 3%	2 *	7 1%	9 1%	17 3%	6 4%	16 3%	2 2%	11 2%	5 1%	6 1%	3 1%	1 *	33 2%
Mean Score	2.96	2.92	3.38	2.85	3.15	2.86	2.87	3.06	2.85	3.38	3.15	2.70	2.99	2.89	2.95	3.01	3.15	2.89
Standard Deviation	1.45	1.47	1.40	1.33	1.44	1.47	1.45	1.47	1.33	1.40	1.44	1.55	1.44	1.41	1.42	1.41	1.47	1.48
Standard Error	0.023	0.029	0.115	0.063	0.055	0.049	0.052	0.053	0.063	0.115	0.055	0.193	0.063	0.063	0.066	0.065	0.065	0.040

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

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

E1. Do you ever listen to the radio?

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	3292	1633	1660	262	498	561	624	518	419	411	912	1070	698	613	1530	475	1055	219	482	1245	1564
	84%	85%	83%	83%	82%	86%	86%	89%	83%	76%	92%	85%	82%	74%	89%	88%	77%	81%	67%	83%	92%
No	631	285	346	54	106	90	102	65	86	128	78	183	155	215	188	65	324	52	235	253	141
	16%	15%	17%	17%	18%	14%	14%	11%	17%	24%	8%	15%	18%	26%	11%	12%	23%	19%	33%	17%	8%

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

E1. Do you ever listen to the radio?

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	3292 84%	452 80%	1918 83%	402 86%	520 88%	386 79%	384 90%	358 83%	2164 84%	701 89%	1031 88%	880 84%	659 74%
No	631 16%	115 20%	382 17%	65 14%	68 12%	101 21%	43 10%	74 17%	413 16%	85 11%	135 12%	171 16%	235 26%

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

E1. Do you ever listen to the radio?

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	3292	1862	1431	1882	1063	272	76	644	178	371	666	172	613	376	44	210
	84%	89%	78%	87%	86%	67%	65%	81%	89%	87%	83%	87%	91%	77%	81%	81%
No	631	226	405	276	177	136	42	154	22	53	134	26	60	115	10	49
	16%	11%	22%	13%	14%	33%	35%	19%	11%	13%	17%	13%	9%	23%	19%	19%

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

E1. Do you ever listen to the radio?

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	3292	1350	633	673	191	446	474	1408	333	730	348	736	428	487	437	79	122	31
	84%	86%	88%	82%	79%	79%	90%	86%	87%	85%	66%	90%	88%	90%	91%	97%	86%	90%
No	631	224	90	149	50	118	51	225	49	128	178	82	56	52	42	3	19	4
	16%	14%	12%	18%	21%	21%	10%	14%	13%	15%	34%	10%	12%	10%	9%	3%	14%	10%

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

E1. Do you ever listen to the radio?

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	3292 84%	2321 90%	109 73%	466 78%	373 66%	894 93%	739 92%	632 85%	466 78%	109 73%	373 66%	57 82%	374 75%	419 84%	420 84%	464 93%	465 93%	1149 80%
No	631 16%	259 10%	41 27%	132 22%	194 34%	68 7%	65 8%	113 15%	132 22%	41 27%	194 34%	13 18%	125 25%	79 16%	78 16%	34 7%	33 7%	281 20%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3275	1535	1740	163	387	536	614	491	534	550	926	1028	620	701	1383	438	1305	135	634	1390	1248
Weighted base	3292	1633	1660	262	498	561	624	518	419	411	912	1070	698	613	1530	475	1055	219	482	1245	1564
Regularly	1319	648	671	108	254	268	281	198	121	90	342	412	316	249	696	207	320	92	167	456	695
	40%	40%	40%	41%	51%	48%	45%	38%	29%	22%	38%	39%	45%	41%	45%	44%	30%	42%	35%	37%	44%
Sometimes	1135	540	595	106	173	168	221	192	150	125	304	371	224	236	501	165	377	89	195	460	479
	34%	33%	36%	41%	35%	30%	35%	37%	36%	31%	33%	35%	32%	38%	33%	35%	36%	41%	41%	37%	31%
Never	839	445	394	48	71	126	122	129	148	195	265	287	158	128	333	103	359	38	120	328	389
	25%	27%	24%	18%	14%	22%	20%	25%	35%	47%	29%	27%	23%	21%	22%	22%	34%	18%	25%	26%	25%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3275	327	2256	296	396	339	332	257	2347	746	890	813	801
Weighted base	3292	452	1918	402	520	386	384	358	2164	701	1031	880	659
Regularly	1319 40%	202 45%	773 40%	164 41%	179 34%	179 46%	180 47%	158 44%	802 37%	251 36%	430 42%	388 44%	242 37%
Sometimes	1135 34%	190 42%	660 34%	108 27%	177 34%	115 30%	123 32%	141 39%	755 35%	251 36%	336 33%	310 35%	229 35%
Never	839 25%	59 13%	485 25%	130 32%	164 32%	92 24%	80 21%	59 16%	608 28%	198 28%	265 26%	181 21%	188 29%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3275	1774	1501	1824	1054	306	91	650	168	341	695	151	586	400	40	220
Weighted base	3292	1862	1431	1882	1063	272	76	644	178	371	666	172	613	376	44	210
Regularly	1319	792	527	788	413	91	26	279	81	144	257	78	242	134	21	75
	40%	43%	37%	42%	39%	33%	35%	43%	45%	39%	39%	46%	39%	36%	47%	36%
Sometimes	1135	610	525	611	390	112	22	219	61	141	227	58	205	119	16	84
	34%	33%	37%	32%	37%	41%	28%	34%	34%	38%	34%	34%	33%	32%	36%	40%
Never	839	460	379	482	259	69	28	146	36	86	181	36	167	123	7	50
	25%	25%	26%	26%	24%	25%	37%	23%	20%	23%	27%	21%	27%	33%	17%	24%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3275	1333	580	690	191	481	464	1360	334	720	397	714	405	474	438	87	136	25
Weighted base	3292	1350	633	673	191	446	474	1408	333	730	348	736	428	487	437	79	122	31
Regularly	1319	541	265	263	69	181	197	591	118	296	117	322	176	214	171	28	43	10
	40%	40%	42%	39%	36%	41%	42%	42%	35%	41%	34%	44%	41%	44%	39%	35%	36%	32%
Sometimes	1135	468	229	221	68	149	162	449	125	265	134	234	147	146	139	31	42	9
	34%	35%	36%	33%	36%	33%	34%	32%	38%	36%	38%	32%	34%	30%	32%	39%	34%	30%
Never	839	341	138	189	54	116	115	368	90	169	97	180	105	128	127	21	37	12
	25%	25%	22%	28%	28%	26%	24%	26%	27%	23%	28%	24%	25%	26%	29%	26%	30%	39%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3275	2279	121	343	513	849	718	657	343	121	513	55	402	427	401	436	481	1128
Weighted base	3292	2321	109	466	373	894	739	632	466	109	373	57	374	419	420	464	465	1149
Regularly	1319 40%	963 42%	51 47%	179 38%	116 31%	397 44%	301 41%	237 38%	179 38%	51 47%	116 31%	28 50%	153 41%	167 40%	172 41%	201 43%	195 42%	431 38%
Sometimes	1135 34%	748 32%	40 36%	185 40%	156 42%	274 31%	234 32%	218 34%	185 40%	40 36%	156 42%	22 38%	139 37%	138 33%	139 33%	151 33%	126 27%	442 38%
Never	839 25%	610 26%	19 17%	102 22%	101 27%	223 25%	203 28%	177 28%	102 22%	19 17%	101 27%	7 12%	83 22%	114 27%	109 26%	112 24%	145 31%	276 24%

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Don't watch	91 2%	55 3%	36 2%	13 4%	26 4%	15 2%	18 2%	11 2%	5 1%	3 1%	22 2%	38 3%	9 1%	22 3%	34 2%	13 2%	24 2%	19 7%	42 6%	34 2%	15 1%
Under 0.5 - 2 hours (Net)	1176 30%	635 33%	541 27%	120 38%	244 40%	254 39%	269 37%	141 24%	75 15%	73 14%	427 43%	373 30%	207 24%	169 20%	677 39%	165 31%	216 16%	111 41%	168 23%	387 26%	621 36%
Under 0.5 hours	71 2%	40 2%	31 2%	12 4%	22 4%	9 1%	16 2%	8 1%	3 1%	2 *	19 2%	23 2%	15 2%	15 2%	34 2%	8 1%	11 1%	17 6%	19 3%	21 1%	31 2%
0.5 - 1 hour	240 6%	147 8%	92 5%	26 8%	45 7%	47 7%	56 8%	31 5%	13 3%	22 4%	89 9%	69 5%	42 5%	41 5%	149 9%	18 3%	55 4%	17 6%	28 4%	77 5%	135 8%
1-1.5 hours	340 9%	168 9%	172 9%	39 12%	79 13%	74 11%	84 12%	26 5%	23 4%	16 3%	136 14%	93 7%	76 9%	36 4%	195 11%	52 10%	57 4%	36 13%	48 7%	95 6%	197 12%
1.5 -2 hours	525 13%	279 15%	246 12%	44 14%	98 16%	124 19%	114 16%	75 13%	36 7%	33 6%	184 19%	189 15%	74 9%	77 9%	299 17%	87 16%	94 7%	41 15%	74 10%	193 13%	258 15%
2 - 4 hours (Net)	1806 46%	863 45%	942 47%	128 41%	245 41%	304 47%	336 46%	315 54%	242 48%	235 44%	436 44%	599 48%	430 50%	340 41%	812 47%	283 52%	607 44%	99 36%	244 34%	704 47%	856 50%
2-3 hours	1002 26%	482 25%	520 26%	78 25%	147 24%	184 28%	189 26%	184 32%	119 24%	101 19%	281 28%	310 25%	226 27%	184 22%	469 27%	173 32%	289 21%	69 26%	143 20%	367 25%	491 29%
3-4 hours	804 20%	381 20%	423 21%	50 16%	98 16%	120 18%	148 20%	131 22%	123 24%	134 25%	155 16%	289 23%	203 24%	156 19%	343 20%	110 20%	319 23%	30 11%	100 14%	337 22%	365 21%
4 hours or more (Net)	851 22%	365 19%	486 24%	54 17%	89 15%	77 12%	103 14%	116 20%	183 36%	227 42%	105 11%	241 19%	208 24%	297 36%	194 11%	79 15%	532 39%	43 16%	263 37%	373 25%	213 12%
4-5 hours	470 12%	207 11%	264 13%	34 11%	39 7%	47 7%	61 8%	63 11%	108 21%	118 22%	73 7%	156 12%	117 14%	124 15%	134 8%	50 9%	263 19%	23 9%	111 16%	211 14%	147 9%
5-7 hours	224 6%	98 5%	126 6%	11 4%	31 5%	18 3%	25 3%	30 5%	41 8%	66 12%	23 2%	48 4%	57 7%	96 12%	46 3%	16 3%	150 11%	10 4%	79 11%	103 7%	42 2%
7-9 hours	77 2%	24 1%	52 3%	8 2%	11 2%	4 1%	9 1%	8 1%	19 4%	19 4%	6 1%	21 2%	21 2%	29 3%	10 1%	8 1%	50 4%	9 3%	27 4%	32 2%	17 1%
9 hours or more	80 2%	35 2%	45 2%	2 1%	8 1%	9 1%	8 1%	15 3%	14 3%	23 4%	4 *	16 1%	12 1%	48 6%	4 *	5 1%	70 5%	1 *	46 6%	27 2%	7 *

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Don't watch	91 2%	33 6%	45 2%	5 1%	7 1%	7 1%	9 2%	5 1%	69 3%	28 4%	38 3%	12 1%	13 1%
Under 0.5 - 2 hours (Net)	1176 30%	204 36%	618 27%	149 32%	205 35%	186 38%	160 38%	143 33%	687 27%	374 48%	398 34%	276 26%	123 14%
Under 0.5 hours	71 2%	15 3%	42 2%	5 1%	9 2%	12 2%	13 3%	6 1%	41 2%	27 3%	17 1%	13 1%	15 2%
0.5 - 1 hour	240 6%	41 7%	110 5%	25 5%	64 11%	26 5%	37 9%	43 10%	133 5%	72 9%	75 6%	66 6%	26 3%
1-1.5 hours	340 9%	59 10%	187 8%	36 8%	58 10%	56 11%	53 13%	38 9%	193 7%	123 16%	107 9%	80 8%	30 3%
1.5 -2 hours	525 13%	89 16%	279 12%	83 18%	74 13%	93 19%	57 13%	55 13%	321 12%	153 19%	200 17%	117 11%	52 6%
2 - 4 hours (Net)	1806 46%	241 43%	1082 47%	202 43%	280 48%	206 42%	205 48%	230 53%	1166 45%	336 43%	563 48%	506 48%	387 43%
2-3 hours	1002 26%	155 27%	586 25%	107 23%	154 26%	126 26%	127 30%	138 32%	611 24%	220 28%	323 28%	264 25%	187 21%
3-4 hours	804 20%	87 15%	496 22%	96 20%	126 21%	79 16%	78 18%	92 21%	554 22%	117 15%	240 21%	242 23%	200 22%
4 hours or more (Net)	851 22%	88 16%	555 24%	112 24%	96 16%	88 18%	52 12%	56 13%	655 25%	48 6%	168 14%	257 24%	371 42%
4-5 hours	470 12%	50 9%	281 12%	68 15%	71 12%	45 9%	35 8%	32 7%	357 14%	32 4%	105 9%	160 15%	170 19%
5-7 hours	224 6%	19 3%	166 7%	28 6%	11 2%	26 5%	12 3%	12 3%	173 7%	10 1%	41 3%	53 5%	118 13%
7-9 hours	77 2%	7 1%	48 2%	10 2%	12 2%	7 1%	2 1%	6 1%	61 2%	3 *	11 1%	26 2%	37 4%
9 hours or more	80 2%	12 2%	60 3%	6 1%	2 *	9 2%	3 1%	5 1%	63 2%	3 *	11 1%	19 2%	46 5%

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Don't watch	91 2%	13 1%	77 4%	20 1%	32 3%	31 8%	8 7%	16 2%	2 1%	11 3%	8 1%	10 5%	18 3%	12 2%	1 2%	13 5%
Under 0.5 - 2 hours (Net)	1176 30%	628 30%	549 30%	618 29%	415 33%	115 28%	28 24%	207 26%	57 28%	145 34%	197 25%	68 34%	263 39%	138 28%	6 11%	89 35%
Under 0.5 hours	71 2%	30 1%	42 2%	29 1%	24 2%	15 4%	3 3%	14 2%	7 3%	13 3%	8 1%	3 1%	8 1%	9 2%	- -	10 4%
0.5 - 1 hour	240 6%	130 6%	109 6%	121 6%	95 8%	18 4%	6 5%	44 5%	6 3%	27 6%	41 5%	9 5%	57 8%	27 6%	4 6%	25 10%
1-1.5 hours	340 9%	187 9%	153 8%	182 8%	118 10%	34 8%	6 5%	55 7%	18 9%	45 11%	58 7%	23 12%	85 13%	30 6%	1 2%	22 9%
1.5 -2 hours	525 13%	280 13%	245 13%	287 13%	177 14%	49 12%	13 11%	94 12%	26 13%	60 14%	90 11%	33 17%	114 17%	73 15%	1 2%	32 12%
2 - 4 hours (Net)	1806 46%	1056 51%	750 41%	1071 50%	555 45%	150 37%	30 25%	354 44%	94 47%	208 49%	390 49%	91 46%	314 47%	206 42%	36 67%	102 39%
2-3 hours	1002 26%	580 28%	422 23%	574 27%	321 26%	93 23%	14 12%	201 25%	40 20%	140 33%	204 26%	56 28%	192 28%	101 21%	13 23%	53 20%
3-4 hours	804 20%	476 23%	328 18%	496 23%	234 19%	58 14%	16 14%	152 19%	55 27%	69 16%	187 23%	35 18%	122 18%	105 21%	24 44%	49 19%
4 hours or more (Net)	851 22%	391 19%	459 25%	449 21%	239 19%	112 27%	52 44%	222 28%	47 23%	60 14%	203 25%	29 15%	78 12%	135 27%	11 21%	55 21%
4-5 hours	470 12%	234 11%	236 13%	271 13%	130 10%	53 13%	17 14%	107 13%	20 10%	32 8%	117 15%	15 8%	51 8%	87 18%	5 9%	34 13%
5-7 hours	224 6%	99 5%	125 7%	114 5%	64 5%	33 8%	12 10%	65 8%	15 7%	13 3%	60 7%	6 3%	20 3%	25 5%	4 7%	14 6%
7-9 hours	77 2%	40 2%	37 2%	40 2%	22 2%	9 2%	6 5%	24 3%	5 2%	8 2%	12 2%	7 3%	4 1%	11 2%	1 2%	5 2%
9 hours or more	80 2%	18 1%	62 3%	24 1%	23 2%	17 4%	16 14%	26 3%	7 4%	7 2%	15 2%	1 1%	3 *	12 3%	2 3%	1 *

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Don't watch	91	42	11	20	6	12	6	14	12	19	39	7	3	4	10	3	5	1
	2%	3%	2%	2%	2%	2%	1%	1%	3%	2%	7%	1%	1%	1%	2%	4%	3%	4%
Under 0.5 - 2 hours (Net)	1176	519	259	191	52	155	170	449	149	265	143	271	139	152	213	30	53	11
	30%	33%	36%	23%	22%	28%	32%	27%	39%	31%	27%	33%	29%	28%	44%	36%	37%	32%
Under 0.5 hours	71	40	9	10	8	5	6	23	9	15	18	9	5	8	9	3	3	1
	2%	3%	1%	1%	3%	1%	1%	1%	2%	3%	3%	1%	1%	2%	2%	4%	2%	2%
0.5 - 1 hour	240	102	47	52	8	31	24	96	35	60	24	52	34	30	57	7	15	2
	6%	6%	7%	6%	3%	6%	5%	6%	9%	7%	5%	6%	7%	6%	12%	8%	11%	5%
1-1.5 hours	340	159	71	55	11	44	55	127	45	73	40	85	33	47	60	6	7	3
	9%	10%	10%	7%	4%	8%	11%	8%	12%	9%	8%	10%	7%	9%	13%	8%	5%	9%
1.5 -2 hours	525	218	132	74	26	75	84	203	61	116	61	126	68	66	88	13	27	6
	13%	14%	18%	9%	11%	13%	16%	12%	16%	14%	12%	15%	14%	12%	18%	16%	19%	16%
2 - 4 hours (Net)	1806	719	320	399	129	239	249	821	166	388	180	405	247	276	203	40	67	18
	46%	46%	44%	49%	54%	42%	48%	50%	44%	45%	34%	49%	51%	51%	42%	48%	47%	52%
2-3 hours	1002	405	171	230	56	140	145	429	106	215	107	234	123	157	123	23	41	8
	26%	26%	24%	28%	23%	25%	28%	26%	28%	25%	20%	29%	25%	29%	26%	28%	29%	22%
3-4 hours	804	314	149	169	73	99	104	392	61	173	74	171	124	118	79	16	26	10
	20%	20%	21%	21%	30%	18%	20%	24%	16%	20%	14%	21%	26%	22%	17%	20%	18%	30%
4 hours or more (Net)	851	294	132	212	54	158	100	349	54	185	163	135	96	108	54	10	17	4
	22%	19%	18%	26%	23%	28%	19%	21%	14%	22%	31%	17%	20%	20%	11%	12%	12%	13%
4-5 hours	470	166	69	114	27	95	58	213	32	98	70	88	62	71	39	7	11	1
	12%	11%	10%	14%	11%	17%	11%	13%	8%	11%	13%	11%	13%	13%	8%	9%	8%	4%
5-7 hours	224	61	45	72	15	31	31	83	12	53	45	37	23	23	12	3	4	3
	6%	4%	6%	9%	6%	6%	6%	5%	3%	6%	9%	4%	5%	4%	3%	4%	2%	8%
7-9 hours	77	39	9	11	6	13	6	34	2	21	15	8	7	8	2	-	-	-
	2%	2%	1%	1%	3%	2%	1%	2%	*	2%	3%	1%	1%	2%	*	-	-	-
9 hours or more	80	28	10	16	6	20	5	19	8	14	33	3	4	6	1	-	2	-
	2%	2%	1%	2%	3%	3%	1%	1%	2%	2%	6%	*	1%	1%	*	-	2%	-

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Don't watch	91 2%	33 1%	9 6%	16 3%	33 6%	16 2%	5 1%	10 1%	16 3%	9 6%	33 6%	2 2%	18 4%	9 2%	5 1%	10 2%	11 2%	38 3%
Under 0.5 - 2 hours (Net)	1176 30%	869 34%	51 34%	128 21%	117 21%	389 40%	260 32%	201 27%	128 21%	51 34%	117 21%	18 26%	115 23%	105 21%	145 29%	194 39%	244 49%	373 26%
Under 0.5 hours	71 2%	38 1%	9 6%	14 2%	11 2%	17 2%	8 1%	11 2%	14 2%	9 6%	11 2%	2 3%	8 2%	2 *	9 2%	10 2%	13 3%	31 2%
0.5 - 1 hour	240 6%	196 8%	4 3%	16 3%	23 4%	92 10%	56 7%	45 6%	16 3%	4 3%	23 4%	3 4%	26 5%	18 4%	32 6%	39 8%	53 11%	72 5%
1-1.5 hours	340 9%	243 9%	21 14%	43 7%	26 5%	122 13%	65 8%	51 7%	43 7%	21 14%	26 5%	5 7%	32 6%	25 5%	40 8%	63 13%	67 13%	113 8%
1.5 -2 hours	525 13%	393 15%	17 11%	54 9%	57 10%	158 16%	132 16%	94 13%	54 9%	17 11%	57 10%	8 12%	49 10%	60 12%	65 13%	82 16%	111 22%	157 11%
2 - 4 hours (Net)	1806 46%	1254 49%	45 30%	296 49%	198 35%	451 47%	396 49%	368 49%	296 49%	45 30%	198 35%	40 57%	195 39%	244 49%	256 51%	243 49%	209 42%	657 46%
2-3 hours	1002 26%	710 28%	39 26%	144 24%	104 18%	273 28%	223 28%	191 26%	144 24%	39 26%	104 18%	22 32%	109 22%	133 27%	135 27%	134 27%	139 28%	352 25%
3-4 hours	804 20%	545 21%	7 4%	152 25%	94 17%	178 19%	172 21%	176 24%	152 25%	7 4%	94 17%	18 26%	87 17%	111 22%	121 24%	109 22%	71 14%	305 21%
4 hours or more (Net)	851 22%	424 16%	44 30%	158 26%	219 39%	105 11%	143 18%	166 22%	158 26%	44 30%	219 39%	10 14%	170 34%	140 28%	92 18%	52 10%	35 7%	362 25%
4-5 hours	470 12%	279 11%	18 12%	79 13%	93 16%	76 8%	97 12%	100 13%	79 13%	18 12%	93 16%	7 9%	85 17%	69 14%	61 12%	39 8%	25 5%	190 13%
5-7 hours	224 6%	104 4%	18 12%	37 6%	61 11%	20 2%	40 5%	43 6%	37 6%	18 12%	61 11%	1 2%	49 10%	42 8%	19 4%	11 2%	7 1%	96 7%
7-9 hours	77 2%	26 1%	4 3%	23 4%	23 4%	6 1%	4 *	13 2%	23 4%	4 3%	23 4%	2 3%	15 3%	18 4%	7 1%	1 *	3 1%	34 2%

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

E4. How many hours a day do you watch TV?

Base : All Respondents

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
9 hours or more	80 2%	15 1%	5 3%	18 3%	41 7%	3 *	2 *	10 1%	18 3%	5 3%	41 7%	-	21 4%	11 2%	5 1%	1 *	-	43 3%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3832	1752	2080	192	450	604	688	550	634	714	984	1169	747	932	1511	488	1664	155	852	1632	1343
Weighted base	3832	1863	1970	303	578	636	708	572	500	535	968	1214	844	806	1684	527	1356	252	675	1463	1690
I only receive terrestrial channels (ie via a standard roof or indoor aerial)	273 7%	129 7%	144 7%	11 4%	47 8%	30 5%	39 5%	31 5%	32 6%	83 16%	46 5%	89 7%	60 7%	78 10%	78 5%	46 9%	137 10%	9 3%	102 15%	117 8%	52 3%
I have Freeview digital television	1730 45%	832 45%	898 46%	100 33%	209 36%	236 37%	285 40%	281 49%	285 57%	334 63%	454 47%	517 43%	357 42%	402 50%	655 39%	230 44%	751 55%	91 36%	346 51%	658 45%	723 43%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service	2084 54%	1048 56%	1036 53%	199 66%	371 64%	394 62%	441 62%	296 52%	235 47%	148 28%	545 56%	679 56%	488 58%	371 46%	1071 64%	282 53%	569 42%	156 62%	268 40%	760 52%	1056 62%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3832	381	2674	342	435	424	361	293	2754	800	963	950	1089
Weighted base	3832	534	2256	462	581	480	417	428	2508	759	1129	1038	882
I only receive terrestrial channels (ie via a standard roof or indoor aerial)	273 7%	53 10%	142 6%	39 8%	39 7%	26 5%	13 3%	12 3%	222 9%	52 7%	74 7%	54 5%	90 10%
I have Freeview digital television	1730 45%	221 41%	939 42%	236 51%	334 58%	179 37%	161 39%	143 33%	1248 50%	351 46%	459 41%	444 43%	463 53%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service	2084 54%	278 52%	1332 59%	228 49%	246 42%	300 63%	269 64%	303 71%	1211 48%	401 53%	674 60%	609 59%	385 44%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3832	1994	1838	2088	1205	407	132	810	184	387	831	167	613	499	49	256
Weighted base	3832	2075	1758	2137	1208	377	110	782	198	414	791	188	656	479	54	246
I only receive terrestrial channels (ie via a standard roof or indoor aerial)	273 7%	97 5%	175 10%	104 5%	92 8%	63 17%	14 13%	44 6%	11 5%	25 6%	58 7%	11 6%	33 5%	59 12%	2 3%	27 11%
I have Freeview digital television	1730 45%	909 44%	821 47%	953 45%	531 44%	190 50%	56 51%	334 43%	83 42%	179 43%	386 49%	76 40%	276 42%	234 49%	24 44%	124 50%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service	2084 54%	1237 60%	847 48%	1236 58%	660 55%	143 38%	44 40%	468 60%	111 56%	234 56%	397 50%	118 63%	375 57%	225 47%	34 63%	114 47%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3832	1519	652	822	236	603	509	1579	373	832	539	783	456	529	471	90	150	28
Weighted base	3832	1531	712	802	235	552	519	1619	369	839	487	811	482	535	470	79	137	33
I only receive terrestrial channels (ie via a standard roof or indoor aerial)	273 7%	112 7%	53 7%	43 5%	20 9%	44 8%	27 5%	77 5%	20 6%	71 8%	77 16%	36 4%	17 4%	21 4%	30 6%	4 5%	10 8%	2 5%
I have Freeview digital television	1730 45%	660 43%	314 44%	408 51%	89 38%	259 47%	230 44%	723 45%	174 47%	357 43%	246 51%	352 43%	221 46%	223 42%	217 46%	38 48%	53 39%	18 54%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service	2084 54%	854 56%	400 56%	402 50%	140 59%	288 52%	293 57%	942 58%	195 53%	466 56%	188 39%	483 59%	280 58%	327 61%	256 54%	45 56%	80 58%	16 49%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3832	2507	144	448	708	897	778	768	448	144	708	64	521	499	465	472	504	1371
Weighted base	3832	2547	141	583	534	946	799	735	583	141	534	68	480	489	493	489	488	1393
I only receive terrestrial channels (ie via a standard roof or indoor aerial)	273 7%	120 5%	21 15%	43 7%	80 15%	44 5%	32 4%	39 5%	43 7%	21 15%	80 15%	5 7%	40 8%	38 8%	32 7%	29 6%	19 4%	114 8%
I have Freeview digital television	1730 45%	1122 44%	73 52%	252 43%	273 51%	404 43%	340 43%	357 49%	252 43%	73 52%	273 51%	21 31%	213 44%	253 52%	225 46%	212 43%	214 44%	613 44%
I subscribe to Sky / BT Vision / Tiscali / Virgin Media / any other cable/satellite service	2084 54%	1486 58%	53 37%	319 55%	215 40%	567 60%	482 60%	391 53%	319 55%	53 37%	215 40%	46 68%	257 54%	233 48%	272 55%	288 59%	291 60%	742 53%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	105 3%	58 3%	47 2%	- -	6 1%	10 2%	14 2%	17 3%	28 5%	30 6%	24 2%	37 3%	22 3%	22 3%	36 2%	8 2%	58 4%	3 1%	19 3%	48 3%	37 2%
Quite often (at least 1 out of 4 issues)	49 1%	21 1%	28 1%	- -	10 2%	11 2%	8 1%	7 1%	8 2%	4 1%	7 1%	19 2%	16 2%	7 1%	23 1%	9 2%	13 1%	5 2%	9 1%	15 1%	26 2%
Occasionally (less than 1 out 4 issues)	109 3%	60 3%	49 2%	2 1%	5 1%	19 3%	30 4%	21 4%	19 4%	12 2%	32 3%	28 2%	26 3%	22 3%	60 3%	21 4%	27 2%	1 *	12 2%	44 3%	53 3%
Not read in past 12 months	3660 93%	1779 93%	1881 94%	313 99%	582 96%	610 94%	674 93%	539 92%	450 89%	492 91%	926 94%	1169 93%	788 92%	777 94%	1599 93%	502 93%	1281 93%	263 97%	678 95%	1391 93%	1588 93%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	105 3%	14 2%	70 3%	10 2%	12 2%	3 1%	5 1%	13 3%	84 3%	14 2%	28 2%	27 3%	35 4%
Quite often (at least 1 out of 4 issues)	49 1%	7 1%	25 1%	3 1%	14 2%	5 1%	12 3%	3 1%	28 1%	7 1%	23 2%	10 1%	9 1%
Occasionally (less than 1 out of 4 issues)	109 3%	4 1%	66 3%	21 4%	18 3%	19 4%	12 3%	9 2%	69 3%	27 3%	32 3%	32 3%	17 2%
Not read in past 12 months	3660 93%	542 96%	2139 93%	434 93%	545 93%	460 94%	397 93%	408 94%	2395 93%	739 94%	1084 93%	981 93%	833 93%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not inte rested in finding out more	Do nothing / 1 or 2 things - want to do more - inte rested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - inte rested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - inte rested in finding out more	Do most or every thing - want to do more - inte rested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	105 3%	55 3%	50 3%	57 3%	41 3%	8 2%	- -	16 2%	2 1%	11 3%	23 3%	6 3%	12 2%	27 5%	2 3%	7 3%
Quite often (at least 1 out of 4 issues)	49 1%	32 2%	17 1%	20 1%	25 2%	4 1%	* *	10 1%	- -	3 1%	7 1%	- -	16 2%	8 2%	1 2%	4 2%
Occasionally (less than 1 out of 4 issues)	109 3%	72 3%	37 2%	67 3%	34 3%	5 1%	3 3%	15 2%	6 3%	17 4%	26 3%	6 3%	15 2%	12 3%	- -	11 4%
Not read in past 12 months	3660 93%	1928 92%	1731 94%	2014 93%	1139 92%	392 96%	114 97%	756 95%	192 96%	394 93%	743 93%	185 94%	630 94%	444 90%	52 95%	237 92%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	105 3%	42 3%	11 2%	26 3%	17 7%	9 2%	15 3%	42 3%	10 3%	31 4%	8 1%	17 2%	21 4%	12 2%	18 4%	2 2%	8 6%	- -
Quite often (at least 1 out of 4 issues)	49 1%	26 2%	6 1%	11 1%	2 1%	4 1%	4 1%	16 1%	6 1%	20 2%	4 1%	9 1%	4 1%	4 1%	13 3%	4 4%	* *	- -
Occasionally (less than 1 out of 4 issues)	109 3%	42 3%	22 3%	20 2%	9 4%	17 3%	22 4%	44 3%	7 2%	27 3%	8 2%	25 3%	21 4%	17 3%	13 3%	4 5%	5 3%	1 3%
Not read in past 12 months	3660 93%	1464 93%	683 95%	766 93%	213 88%	534 95%	483 92%	1531 94%	360 94%	779 91%	507 96%	768 94%	438 91%	507 94%	436 91%	73 88%	129 91%	33 97%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	105 3%	77 3%	4 2%	9 2%	15 3%	28 3%	24 3%	24 3%	9 2%	4 2%	15 3%	1 1%	8 2%	13 3%	20 4%	7 1%	9 2%	48 3%
Quite often (at least 1 out of 4 issues)	49 1%	34 1%	- -	6 1%	9 2%	12 1%	12 1%	9 1%	6 1%	- -	9 2%	1 1%	3 1%	14 3%	2 *	9 2%	8 2%	14 1%
Occasionally (less than 1 out of 4 issues)	109 3%	85 3%	5 3%	10 2%	7 1%	37 4%	25 3%	20 3%	10 2%	5 3%	7 1%	3 4%	12 2%	9 2%	16 3%	19 4%	25 5%	29 2%
Not read in past 12 months	3660 93%	2384 92%	141 94%	572 96%	537 95%	884 92%	744 93%	691 93%	572 96%	141 94%	537 95%	65 93%	476 95%	462 93%	461 93%	464 93%	457 92%	1340 94%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	350 9%	162 8%	188 9%	17 5%	16 3%	24 4%	52 7%	71 12%	76 15%	94 17%	101 10%	134 11%	56 7%	59 7%	129 8%	32 6%	173 13%	16 6%	48 7%	140 9%	161 9%
Quite often (at least 1 out of 4 issues)	124 3%	60 3%	64 3%	14 4%	22 4%	19 3%	23 3%	16 3%	17 3%	13 2%	41 4%	33 3%	29 3%	21 3%	59 3%	17 3%	31 2%	14 5%	11 1%	45 3%	68 4%
Occasionally (less than 1 out 4 issues)	262 7%	131 7%	131 7%	23 7%	18 3%	48 7%	52 7%	48 8%	37 7%	36 7%	75 8%	94 8%	51 6%	42 5%	118 7%	47 9%	82 6%	16 6%	24 3%	90 6%	147 9%
Not read in past 12 months	3187 81%	1565 82%	1622 81%	263 83%	548 91%	560 86%	599 82%	448 77%	375 74%	395 73%	774 78%	991 79%	717 84%	706 85%	1412 82%	444 82%	1093 79%	225 83%	634 88%	1221 82%	1329 78%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	350 9%	44 8%	212 9%	43 9%	51 9%	13 3%	13 3%	43 10%	281 11%	40 5%	136 12%	75 7%	97 11%
Quite often (at least 1 out of 4 issues)	124 3%	12 2%	76 3%	18 4%	18 3%	14 3%	17 4%	12 3%	81 3%	23 3%	47 4%	29 3%	23 3%
Occasionally (less than 1 out of 4 issues)	262 7%	14 3%	152 7%	29 6%	66 11%	35 7%	42 10%	30 7%	154 6%	73 9%	75 6%	81 8%	32 4%
Not read in past 12 months	3187 81%	496 87%	1860 81%	377 81%	454 77%	425 87%	354 83%	347 80%	2061 80%	651 83%	909 78%	865 82%	742 83%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	350 9%	214 10%	136 7%	216 10%	107 9%	19 5%	8 7%	75 9%	12 6%	32 8%	97 12%	8 4%	55 8%	52 11%	3 5%	16 6%
Quite often (at least 1 out of 4 issues)	124 3%	70 3%	53 3%	70 3%	43 4%	7 2%	3 2%	17 2%	3 1%	14 3%	31 4%	7 4%	26 4%	15 3%	1 1%	10 4%
Occasionally (less than 1 out of 4 issues)	262 7%	165 8%	97 5%	161 7%	81 7%	14 3%	6 5%	44 6%	10 5%	43 10%	49 6%	12 6%	61 9%	31 6%	4 7%	7 3%
Not read in past 12 months	3187 81%	1638 78%	1549 84%	1709 79%	1008 81%	368 90%	102 86%	661 83%	175 87%	335 79%	622 78%	171 86%	532 79%	393 80%	47 87%	226 87%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	350 9%	114 7%	55 8%	88 11%	41 17%	52 9%	40 8%	176 11%	23 6%	83 10%	27 5%	86 10%	46 10%	51 9%	50 10%	8 10%	10 7%	4 11%
Quite often (at least 1 out of 4 issues)	124 3%	52 3%	28 4%	27 3%	7 3%	9 2%	18 3%	52 3%	17 4%	27 3%	10 2%	33 4%	11 2%	15 3%	21 4%	1 1%	4 3%	1 4%
Occasionally (less than 1 out of 4 issues)	262 7%	106 7%	53 7%	54 7%	13 6%	35 6%	44 8%	118 7%	25 7%	56 7%	19 4%	66 8%	53 11%	31 6%	35 7%	12 14%	13 9%	2 5%
Not read in past 12 months	3187 81%	1302 83%	586 81%	653 79%	179 74%	468 83%	423 81%	1287 79%	317 83%	691 81%	470 89%	634 77%	374 77%	443 82%	374 78%	61 75%	115 81%	28 80%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	350 9%	255 10%	6 4%	47 8%	43 8%	86 9%	67 8%	99 13%	47 8%	6 4%	43 8%	3 4%	41 8%	38 8%	52 10%	37 7%	48 10%	134 9%
Quite often (at least 1 out of 4 issues)	124 3%	86 3%	4 3%	24 4%	6 1%	38 4%	22 3%	23 3%	24 4%	4 3%	6 1%	3 5%	12 2%	15 3%	21 4%	23 5%	18 4%	35 2%
Occasionally (less than 1 out of 4 issues)	262 7%	211 8%	5 3%	23 4%	19 3%	83 9%	66 8%	59 8%	23 4%	5 3%	19 3%	3 5%	28 6%	30 6%	30 6%	41 8%	61 12%	72 5%
Not read in past 12 months	3187 81%	2029 79%	134 90%	504 84%	499 88%	756 79%	649 81%	565 76%	504 84%	134 90%	499 88%	59 86%	417 84%	415 83%	396 79%	398 80%	372 75%	1189 83%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	226	122	104	8	30	27	31	44	42	43	23	60	75	68	89	29	101	7	56	94	75
	6%	6%	5%	3%	5%	4%	4%	8%	8%	8%	2%	5%	9%	8%	5%	5%	7%	3%	8%	6%	4%
Quite often (at least 1 out of 4 issues)	60	34	26	20	9	12	7	5	4	3	7	17	20	16	25	7	13	15	11	18	31
	2%	2%	1%	6%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	6%	1%	1%	2%
Occasionally (less than 1 out 4 issues)	159	77	82	19	26	30	26	37	11	10	37	42	41	39	77	36	37	9	18	52	90
	4%	4%	4%	6%	4%	5%	4%	6%	2%	2%	4%	3%	5%	5%	4%	7%	3%	3%	2%	3%	5%
Not read in past 12 months	3478	1685	1794	268	539	582	663	497	447	482	923	1135	716	705	1527	469	1229	240	632	1334	1508
	89%	88%	89%	85%	89%	89%	91%	85%	89%	90%	93%	91%	84%	85%	89%	87%	89%	88%	88%	89%	88%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	226 6%	28 5%	152 7%	31 7%	15 3%	17 3%	17 4%	33 8%	159 6%	12 1%	63 5%	59 6%	92 10%
Quite often (at least 1 out of 4 issues)	60 2%	7 1%	38 2%	10 2%	4 1%	7 2%	2 1%	7 2%	43 2%	4 *	22 2%	18 2%	15 2%
Occasionally (less than 1 out of 4 issues)	159 4%	14 2%	113 5%	7 2%	25 4%	26 5%	25 6%	32 7%	77 3%	24 3%	48 4%	59 6%	27 3%
Not read in past 12 months	3478 89%	518 91%	1997 87%	419 90%	544 93%	437 90%	383 90%	361 83%	2298 89%	747 95%	1034 89%	915 87%	760 85%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	226 6%	102 5%	124 7%	109 5%	89 7%	24 6%	4 4%	39 5%	19 10%	26 6%	57 7%	9 5%	26 4%	29 6%	5 9%	12 5%
Quite often (at least 1 out of 4 issues)	60 2%	31 1%	29 2%	28 1%	26 2%	5 1%	1 1%	17 2%	7 3%	12 3%	10 1%	1 1%	6 1%	2 *	1 2%	3 1%
Occasionally (less than 1 out of 4 issues)	159 4%	104 5%	55 3%	94 4%	51 4%	10 2%	4 3%	47 6%	8 4%	22 5%	37 5%	8 4%	22 3%	7 1%	1 1%	7 3%
Not read in past 12 months	3478 89%	1851 89%	1627 89%	1927 89%	1073 87%	369 91%	109 92%	695 87%	167 83%	365 86%	695 87%	180 91%	619 92%	452 92%	48 87%	237 91%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	226 6%	92 6%	31 4%	49 6%	15 6%	39 7%	25 5%	84 5%	21 6%	68 8%	28 5%	36 4%	25 5%	23 4%	22 5%	6 7%	7 5%	-
Quite often (at least 1 out of 4 issues)	60 2%	15 1%	15 2%	16 2%	8 3%	6 1%	2 *	26 2%	3 1%	23 3%	6 1%	8 1%	4 1%	8 2%	10 2%	1 1%	3 2%	-
Occasionally (less than 1 out of 4 issues)	159 4%	64 4%	24 3%	36 4%	8 3%	26 5%	25 5%	70 4%	13 3%	38 4%	14 3%	21 3%	32 7%	28 5%	17 4%	7 8%	7 5%	-
Not read in past 12 months	3478 89%	1403 89%	652 90%	720 88%	210 87%	493 87%	473 90%	1454 89%	345 90%	729 85%	478 91%	754 92%	423 87%	480 89%	431 90%	69 84%	124 88%	34 100%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	226 6%	119 5%	5 3%	48 8%	51 9%	30 3%	40 5%	46 6%	48 8%	5 3%	51 9%	3 4%	47 9%	38 8%	26 5%	11 2%	11 2%	92 6%
Quite often (at least 1 out of 4 issues)	60 2%	34 1%	2 1%	15 3%	9 2%	10 1%	14 2%	6 1%	15 3%	2 1%	9 2%	4 5%	5 1%	13 3%	6 1%	8 2%	2 *	25 2%
Occasionally (less than 1 out of 4 issues)	159 4%	113 4%	7 5%	28 5%	11 2%	48 5%	41 5%	19 3%	28 5%	7 5%	11 2%	5 7%	23 5%	24 5%	25 5%	19 4%	21 4%	47 3%
Not read in past 12 months	3478 89%	2315 90%	136 91%	506 85%	497 88%	874 91%	709 88%	674 90%	506 85%	136 91%	497 88%	58 84%	425 85%	423 85%	440 88%	460 92%	464 93%	1266 88%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	5	3	2	-	3	*	-	-	-	1	*	5	-	-	-	1	1	3	3	2	-
	*	*	*	-	1%	*	-	-	-	*	*	*	-	-	-	*	*	1%	*	*	-
Quite often (at least 1 out of 4 issues)	4	3	1	-	-	*	*	1	2	-	1	3	-	-	2	-	1	-	1	2	1
	*	*	*	-	-	*	*	*	*	-	*	*	-	-	*	-	*	-	*	*	*
Occasionally (less than 1 out 4 issues)	12	9	3	1	-	1	6	3	-	2	4	4	3	1	8	-	3	1	1	7	4
	*	*	*	*	-	*	1%	*	-	*	*	*	*	*	*	-	*	*	*	*	*
Not read in past 12 months	3902	1904	1999	315	601	650	720	579	503	535	984	1242	850	827	1708	539	1374	267	712	1487	1700
	99%	99%	100%	100%	99%	100%	99%	99%	100%	99%	99%	99%	100%	100%	99%	100%	100%	99%	99%	99%	100%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	5 *	1 *	4 *	- -	- -	- -	1 *	* *	4 *	- -	3 *	1 *	2 *
Quite often (at least 1 out of 4 issues)	4 *	- -	3 *	1 *	- -	- -	- -	- -	4 *	1 *	1 *	1 *	1 *
Occasionally (less than 1 out of 4 issues)	12 *	2 *	6 *	1 *	3 *	2 *	3 1%	1 *	5 *	2 *	4 *	5 1%	* *
Not read in past 12 months	3902 99%	564 99%	2287 99%	466 100%	585 100%	484 100%	423 99%	431 100%	2564 100%	784 100%	1159 99%	1044 99%	892 100%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	5 *	4 *	1 *	* *	5 *	- -	- -	* *	- -	- -	- -	4 2%	- -	* *	- -	- -
Quite often (at least 1 out of 4 issues)	4 *	3 *	1 *	2 *	2 *	- -	- -	1 *	- -	- -	2 *	- -	* *	1 *	- -	- -
Occasionally (less than 1 out of 4 issues)	12 *	6 *	5 *	2 *	9 1%	1 *	- -	1 *	1 *	- -	5 1%	- -	3 *	2 *	- -	- -
Not read in past 12 months	3902 99%	2075 99%	1828 100%	2154 100%	1224 99%	407 100%	118 100%	796 100%	199 100%	424 100%	793 99%	194 98%	670 99%	488 99%	55 100%	259 100%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	5*	3*	1*	-	-	*	*	-	1*	3*	-	*	-	-	1*	-	-	-
Quite often (at least 1 out of 4 issues)	4*	2*	-	2*	*	-	-	2*	1*	1*	-	1*	-	1*	1*	1%	-	-
Occasionally (less than 1 out of 4 issues)	12*	6*	6*	-	-	1*	-	2*	-	9*	1*	1*	-	1*	4*	5%	2%	-
Not read in past 12 months	3902	1564	715	820	241	563	524	1630	379	845	525	816	484	539	477	77	139	34
	99%	99%	99%	100%	100%	100%	100%	100%	99%	98%	100%	100%	100%	100%	99%	95%	98%	100%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	5*	2*	-	-	3	-	-	2	-	-	3	-	-	1*	*	-	-	4*
Quite often (at least 1 out of 4 issues)	4*	2*	-	1*	1*	1*	1*	1*	1*	-	1*	-	-	-	-	1*	*	2*
Occasionally (less than 1 out of 4 issues)	12*	8*	1	2	-	-	4	4	2	1	-	-	-	*	-	6	3	3*
Not read in past 12 months	3902	2568	149	595	563	961	799	738	595	149	563	69	499	497	498	492	495	1422
	99%	100%	99%	99%	99%	100%	99%	99%	99%	99%	99%	100%	100%	100%	100%	99%	99%	99%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	98 2%	55 3%	42 2%	6 2%	21 4%	25 4%	19 3%	11 2%	7 1%	8 1%	5 *	27 2%	32 4%	34 4%	48 3%	10 2%	34 2%	7 2%	27 4%	38 3%	32 2%
Quite often (at least 1 out of 4 issues)	41 1%	23 1%	18 1%	5 2%	18 3%	5 1%	5 1%	4 1%	5 1%	- -	5 *	11 1%	19 2%	6 1%	18 1%	5 1%	9 1%	9 3%	5 1%	14 1%	22 1%
Occasionally (less than 1 out 4 issues)	73 2%	51 3%	23 1%	15 5%	15 2%	17 3%	9 1%	13 2%	3 1%	2 *	10 1%	18 1%	25 3%	20 2%	40 2%	16 3%	14 1%	3 1%	13 2%	22 1%	38 2%
Not read in past 12 months	3711 95%	1789 93%	1922 96%	289 92%	550 91%	604 93%	693 95%	556 95%	490 97%	529 98%	971 98%	1196 95%	777 91%	767 93%	1613 94%	510 94%	1322 96%	252 93%	672 94%	1423 95%	1612 95%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	98 2%	7 1%	56 2%	26 6%	9 1%	8 2%	19 5%	13 3%	56 2%	1 *	27 2%	39 4%	30 3%
Quite often (at least 1 out of 4 issues)	41 1%	2 *	30 1%	9 2%	- -	6 1%	5 1%	5 1%	24 1%	7 1%	17 1%	7 1%	10 1%
Occasionally (less than 1 out 4 issues)	73 2%	4 1%	50 2%	2 *	17 3%	16 3%	9 2%	20 5%	29 1%	14 2%	18 2%	34 3%	7 1%
Not read in past 12 months	3711 95%	554 98%	2164 94%	431 92%	563 96%	457 94%	393 92%	394 91%	2467 96%	764 97%	1105 95%	971 92%	847 95%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	98 2%	47 2%	51 3%	53 2%	33 3%	11 3%	1 1%	28 4%	8 4%	6 1%	29 4%	7 4%	4 1%	6 1%	3 5%	7 3%
Quite often (at least 1 out of 4 issues)	41 1%	26 1%	15 1%	18 1%	19 2%	4 1%	-	10 1%	5 3%	-	7 1%	1 *	7 1%	10 2%	-	2 1%
Occasionally (less than 1 out of 4 issues)	73 2%	35 2%	38 2%	33 2%	34 3%	6 2%	-	20 3%	1 1%	7 2%	18 2%	* *	16 2%	6 1%	1 1%	3 1%
Not read in past 12 months	3711 95%	1980 95%	1732 94%	2053 95%	1154 93%	387 95%	117 99%	740 93%	186 93%	411 97%	746 93%	190 96%	648 96%	469 96%	51 94%	247 95%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	98 2%	43 3%	19 3%	16 2%	6 3%	13 2%	10 2%	44 3%	8 2%	24 3%	11 2%	12 1%	12 3%	13 2%	6 1%	*	-	-
Quite often (at least 1 out of 4 issues)	41 1%	20 1%	7 1%	3 *	4 2%	6 1%	4 1%	14 1%	1 *	18 2%	4 1%	7 1%	5 1%	3 1%	1 *	2 2%	1 1%	-
Occasionally (less than 1 out of 4 issues)	73 2%	40 3%	11 1%	14 2%	2 1%	7 1%	4 1%	29 2%	9 2%	25 3%	6 1%	6 1%	12 3%	3 *	11 2%	4 5%	4 3%	-
Not read in past 12 months	3711 95%	1471 93%	685 95%	789 96%	229 95%	537 95%	508 97%	1545 95%	363 95%	790 92%	505 96%	794 97%	455 94%	520 96%	462 96%	76 93%	137 97%	34 100%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	98 2%	44 2%	5 3%	26 4%	23 4%	18 2%	16 2%	9 1%	26 4%	5 3%	23 4%	1 2%	19 4%	19 4%	11 2%	2 *	2 *	45 3%
Quite often (at least 1 out of 4 issues)	41 1%	19 1%	1 *	14 2%	5 1%	5 *	7 1%	7 1%	14 2%	1 *	5 1%	1 1%	6 1%	5 1%	2 *	11 2%	4 1%	13 1%
Occasionally (less than 1 out of 4 issues)	73 2%	40 2%	5 3%	19 3%	8 1%	13 1%	18 2%	8 1%	19 3%	5 3%	8 1%	-	13 3%	9 2%	14 3%	9 2%	7 1%	20 1%
Not read in past 12 months	3711 95%	2478 96%	139 93%	539 90%	532 94%	926 96%	763 95%	722 97%	539 90%	139 93%	532 94%	67 97%	461 93%	465 93%	471 94%	477 96%	485 97%	1352 95%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	491 13%	270 14%	222 11%	44 14%	94 16%	97 15%	82 11%	58 10%	49 10%	67 12%	38 4%	123 10%	157 18%	173 21%	209 12%	63 12%	187 14%	30 11%	112 16%	198 13%	181 11%
Quite often (at least 1 out of 4 issues)	134 3%	69 4%	65 3%	27 8%	32 5%	25 4%	21 3%	15 3%	9 2%	5 1%	27 3%	41 3%	36 4%	31 4%	70 4%	17 3%	32 2%	15 6%	18 2%	51 3%	65 4%
Occasionally (less than 1 out 4 issues)	254 6%	159 8%	94 5%	23 7%	71 12%	55 8%	44 6%	33 6%	16 3%	12 2%	50 5%	69 5%	68 8%	67 8%	133 8%	40 7%	61 4%	19 7%	41 6%	97 7%	116 7%
Not read in past 12 months	3043 78%	1419 74%	1624 81%	222 70%	407 67%	474 73%	579 80%	477 82%	429 85%	455 85%	875 88%	1020 81%	591 69%	557 67%	1305 76%	420 78%	1100 80%	207 76%	546 76%	1151 77%	1342 79%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	491 13%	90 16%	293 13%	56 12%	52 9%	79 16%	58 14%	70 16%	284 11%	30 4%	129 11%	170 16%	161 18%
Quite often (at least 1 out of 4 issues)	134 3%	14 3%	93 4%	13 3%	14 2%	22 4%	14 3%	17 4%	83 3%	17 2%	45 4%	47 4%	26 3%
Occasionally (less than 1 out 4 issues)	254 6%	17 3%	167 7%	31 7%	38 6%	53 11%	40 9%	27 6%	133 5%	38 5%	89 8%	92 9%	32 4%
Not read in past 12 months	3043 78%	446 79%	1746 76%	367 78%	485 82%	332 68%	315 74%	319 74%	2077 81%	702 89%	904 77%	742 71%	676 76%

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

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	491 13%	267 13%	224 12%	254 12%	166 13%	64 16%	8 7%	124 16%	33 16%	45 11%	112 14%	16 8%	52 8%	69 14%	18 33%	17 6%
Quite often (at least 1 out of 4 issues)	134 3%	80 4%	55 3%	76 4%	51 4%	6 1%	1 1%	38 5%	16 8%	16 4%	19 2%	8 4%	25 4%	8 2%	1 2%	3 1%
Occasionally (less than 1 out of 4 issues)	254 6%	137 7%	116 6%	149 7%	76 6%	16 4%	12 10%	66 8%	16 8%	37 9%	63 8%	12 6%	24 4%	26 5%	*	10 4%
Not read in past 12 months	3043 78%	1604 77%	1440 78%	1678 78%	947 76%	322 79%	96 82%	570 71%	136 68%	326 77%	605 76%	162 82%	572 85%	388 79%	35 65%	230 89%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	491 13%	179 11%	94 13%	90 11%	35 15%	93 17%	43 8%	211 13%	24 6%	141 16%	72 14%	85 10%	58 12%	58 11%	44 9%	7 8%	16 11%	2 5%
Quite often (at least 1 out of 4 issues)	134 3%	45 3%	36 5%	22 3%	12 5%	20 3%	11 2%	66 4%	15 4%	36 4%	7 1%	33 4%	18 4%	14 3%	12 3%	4 5%	3 2%	- -
Occasionally (less than 1 out of 4 issues)	254 6%	91 6%	55 8%	50 6%	13 5%	45 8%	33 6%	116 7%	15 4%	61 7%	29 5%	56 7%	31 6%	37 7%	28 6%	9 11%	5 3%	3 8%
Not read in past 12 months	3043 78%	1259 80%	537 74%	661 80%	181 75%	406 72%	438 84%	1240 76%	328 86%	619 72%	419 80%	644 79%	378 78%	431 80%	396 82%	62 76%	118 83%	30 86%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	491 13%	269 10%	27 18%	104 17%	85 15%	86 9%	98 12%	82 11%	104 17%	27 18%	85 15%	3 5%	83 17%	85 17%	61 12%	42 8%	19 4%	201 14%
Quite often (at least 1 out of 4 issues)	134 3%	83 3%	5 3%	32 5%	13 2%	38 4%	24 3%	17 2%	32 5%	5 3%	13 2%	5 7%	17 3%	25 5%	15 3%	19 4%	15 3%	43 3%
Occasionally (less than 1 out of 4 issues)	254 6%	169 7%	7 5%	41 7%	34 6%	70 7%	48 6%	50 7%	41 7%	7 5%	34 6%	1 1%	58 12%	34 7%	42 8%	32 6%	31 6%	57 4%
Not read in past 12 months	3043 78%	2059 80%	110 74%	421 70%	436 77%	768 80%	634 79%	597 80%	421 70%	110 74%	436 77%	60 87%	340 68%	354 71%	380 76%	406 81%	434 87%	1129 79%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	218 6%	131 7%	88 4%	17 5%	66 11%	69 11%	25 3%	31 5%	7 1%	4 1%	59 6%	78 6%	40 5%	41 5%	122 7%	33 6%	32 2%	31 12%	86 12%	81 5%	51 3%
Quite often (at least 1 out of 4 issues)	89 2%	51 3%	39 2%	17 5%	31 5%	14 2%	13 2%	4 1%	5 1%	4 1%	29 3%	40 3%	10 1%	11 1%	39 2%	10 2%	14 1%	25 9%	29 4%	32 2%	28 2%
Occasionally (less than 1 out 4 issues)	199 5%	123 6%	76 4%	25 8%	57 10%	43 7%	25 3%	25 4%	15 3%	9 2%	54 5%	80 6%	30 4%	34 4%	104 6%	20 4%	39 3%	35 13%	39 5%	79 5%	81 5%
Not read in past 12 months	3417 87%	1613 84%	1803 90%	257 81%	450 74%	525 81%	664 91%	523 90%	477 95%	521 97%	847 86%	1055 84%	773 91%	742 90%	1452 85%	476 88%	1294 94%	180 67%	563 78%	1305 87%	1545 91%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	218 6%	128 23%	81 4%	6 1%	3 1%	48 10%	15 4%	18 4%	138 5%	87 11%	63 5%	40 4%	26 3%
Quite often (at least 1 out of 4 issues)	89 2%	15 3%	65 3%	5 1%	4 1%	11 2%	3 1%	7 2%	68 3%	29 4%	36 3%	17 2%	8 1%
Occasionally (less than 1 out of 4 issues)	199 5%	37 7%	128 6%	12 3%	22 4%	31 6%	19 4%	22 5%	127 5%	58 7%	70 6%	46 4%	22 2%
Not read in past 12 months	3417 87%	387 68%	2026 88%	445 95%	559 95%	397 82%	390 91%	386 89%	2244 87%	612 78%	998 86%	949 90%	838 94%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	218 6%	51 2%	167 9%	29 1%	107 9%	82 20%	* *	36 4%	9 4%	24 6%	24 3%	13 6%	33 5%	50 10%	2 3%	27 10%
Quite often (at least 1 out of 4 issues)	89 2%	19 1%	70 4%	10 *	56 5%	20 5%	3 3%	15 2%	7 3%	14 3%	18 2%	3 2%	19 3%	7 1%	- -	2 1%
Occasionally (less than 1 out of 4 issues)	199 5%	90 4%	108 6%	84 4%	79 6%	26 6%	10 8%	37 5%	17 8%	27 6%	32 4%	11 5%	36 5%	15 3%	1 2%	23 9%
Not read in past 12 months	3417 87%	1927 92%	1490 81%	2034 94%	998 80%	281 69%	104 88%	710 89%	168 84%	360 85%	724 91%	171 86%	585 87%	419 85%	51 94%	207 80%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	218 6%	101 6%	37 5%	48 6%	12 5%	20 4%	8 2%	21 1%	38 10%	69 8%	82 16%	12 1%	10 2%	5 1%	45 9%	7 9%	15 11%	8 24%
Quite often (at least 1 out of 4 issues)	89 2%	34 2%	22 3%	13 2%	3 1%	16 3%	3 1%	7 *	13 3%	43 5%	23 4%	3 *	4 1%	2 *	20 4%	3 4%	4 3%	3 10%
Occasionally (less than 1 out of 4 issues)	199 5%	89 6%	46 6%	31 4%	10 4%	22 4%	25 5%	60 4%	26 7%	52 6%	36 7%	29 4%	23 5%	12 2%	40 8%	5 6%	9 6%	2 4%
Not read in past 12 months	3417 87%	1350 86%	617 85%	729 89%	215 89%	505 90%	489 93%	1545 95%	304 80%	693 81%	385 73%	775 95%	448 92%	521 97%	375 78%	66 81%	114 81%	21 62%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	218 6%	102 4%	26 17%	28 5%	60 11%	23 2%	36 4%	40 5%	28 5%	26 17%	60 11%	3 5%	27 5%	28 6%	26 5%	34 7%	37 7%	66 5%
Quite often (at least 1 out of 4 issues)	89 2%	39 2%	17 11%	20 3%	12 2%	6 1%	8 1%	24 3%	20 3%	17 11%	12 2%	1 2%	11 2%	6 1%	6 1%	10 2%	24 5%	33 2%
Occasionally (less than 1 out of 4 issues)	199 5%	119 5%	11 7%	38 6%	28 5%	41 4%	44 5%	31 4%	38 6%	11 7%	28 5%	2 3%	28 6%	19 4%	13 3%	30 6%	48 10%	62 4%
Not read in past 12 months	3417 87%	2320 90%	96 64%	512 86%	467 82%	891 93%	717 89%	649 87%	512 86%	96 64%	467 82%	63 90%	433 87%	445 89%	453 91%	425 85%	390 78%	1270 89%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	37 1%	26 1%	11 1%	1 *	7 1%	3 *	8 1%	8 1%	6 1%	4 1%	18 2%	11 1%	3 *	5 1%	14 1%	9 2%	9 1%	4 2%	10 1%	13 1%	14 1%
Quite often (at least 1 out of 4 issues)	44 1%	20 1%	24 1%	11 3%	5 1%	11 2%	8 1%	6 1%	4 1%	- -	17 2%	20 2%	5 1%	3 *	22 1%	3 1%	5 *	14 5%	7 1%	12 1%	25 1%
Occasionally (less than 1 out 4 issues)	106 3%	69 4%	37 2%	13 4%	15 2%	21 3%	22 3%	21 4%	13 3%	2 *	59 6%	30 2%	5 1%	12 1%	52 3%	21 4%	16 1%	18 7%	8 1%	45 3%	53 3%
Not read in past 12 months	3735 95%	1802 94%	1933 96%	291 92%	578 96%	617 95%	689 95%	548 94%	481 95%	532 99%	896 91%	1192 95%	839 98%	808 98%	1630 95%	507 94%	1350 98%	235 87%	691 96%	1427 95%	1613 95%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	37 1%	12 2%	13 1%	3 1%	8 1%	1 *	3 1%	5 1%	28 1%	20 2%	7 1%	7 1%	4 *
Quite often (at least 1 out of 4 issues)	44 1%	8 1%	24 1%	5 1%	8 1%	2 *	10 2%	1 *	31 1%	15 2%	24 2%	4 *	1 *
Occasionally (less than 1 out of 4 issues)	106 3%	14 3%	70 3%	5 1%	16 3%	20 4%	7 2%	17 4%	62 2%	61 8%	36 3%	9 1%	1 *
Not read in past 12 months	3735 95%	533 94%	2193 95%	454 97%	556 95%	464 95%	407 95%	409 94%	2456 95%	690 88%	1100 94%	1031 98%	889 99%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	37 1%	18 1%	19 1%	13 1%	18 1%	6 1%	- -	4 1%	- -	6 1%	9 1%	4 2%	7 1%	3 1%	- -	2 1%
Quite often (at least 1 out of 4 issues)	44 1%	22 1%	22 1%	15 1%	21 2%	8 2%	1 1%	11 1%	* *	1 *	5 1%	5 2%	9 1%	11 2%	- -	1 1%
Occasionally (less than 1 out of 4 issues)	106 3%	47 2%	60 3%	43 2%	46 4%	14 3%	4 3%	11 1%	8 4%	24 6%	13 2%	10 5%	26 4%	5 1%	- -	8 3%
Not read in past 12 months	3735 95%	2001 96%	1735 95%	2087 97%	1156 93%	380 93%	113 96%	771 97%	192 96%	393 92%	772 97%	179 91%	631 94%	472 96%	55 100%	248 96%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	37 1%	22 1%	7 1%	5 1%	* *	2 *	3 1%	10 1%	8 2%	10 1%	6 1%	7 1%	3 1%	2 *	10 2%	1 1%	2 1%	-
Quite often (at least 1 out of 4 issues)	44 1%	18 1%	9 1%	8 1%	2 1%	6 1%	5 1%	10 1%	4 1%	16 2%	9 2%	6 1%	5 1%	4 1%	11 2%	1 1%	2 1%	-
Occasionally (less than 1 out of 4 issues)	106 3%	62 4%	21 3%	17 2%	1 1%	6 1%	16 3%	27 2%	22 6%	24 3%	18 3%	25 3%	8 2%	8 1%	28 6%	5 6%	6 4%	3 9%
Not read in past 12 months	3735 95%	1472 94%	685 95%	792 96%	237 98%	550 98%	501 95%	1586 97%	348 91%	807 94%	493 94%	781 95%	468 97%	527 98%	430 90%	75 92%	133 94%	31 91%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	37 1%	25 1%	6 4%	2 *	4 1%	11 1%	5 1%	9 1%	2 *	6 4%	4 1%	-	2 *	1 *	2 *	8 2%	8 2%	16 1%
Quite often (at least 1 out of 4 issues)	44 1%	28 1%	-	9 2%	7 1%	11 1%	11 1%	6 1%	9 2%	-	7 1%	-	* *	6 1%	-	15 3%	9 2%	15 1%
Occasionally (less than 1 out of 4 issues)	106 3%	82 3%	3 2%	16 3%	5 1%	31 3%	27 3%	22 3%	16 3%	3 2%	5 1%	3 4%	8 2%	6 1%	6 1%	19 4%	42 8%	25 2%
Not read in past 12 months	3735 95%	2446 95%	141 94%	571 95%	551 97%	909 94%	762 95%	709 95%	571 95%	141 94%	551 97%	67 96%	488 98%	484 97%	490 98%	458 92%	440 88%	1375 96%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	122 3%	77 4%	46 2%	7 2%	18 3%	24 4%	22 3%	16 3%	22 4%	13 2%	70 7%	37 3%	12 1%	3 *	75 4%	8 1%	30 2%	8 3%	23 3%	38 3%	62 4%
Quite often (at least 1 out of 4 issues)	92 2%	48 3%	43 2%	11 3%	18 3%	20 3%	20 3%	12 2%	10 2%	2 *	45 5%	34 3%	8 1%	5 1%	52 3%	9 2%	9 1%	19 7%	11 1%	26 2%	55 3%
Occasionally (less than 1 out 4 issues)	163 4%	90 5%	73 4%	14 5%	22 4%	30 5%	33 5%	33 6%	16 3%	16 3%	82 8%	50 4%	9 1%	22 3%	74 4%	29 5%	40 3%	20 7%	19 3%	50 3%	95 6%
Not read in past 12 months	3546 90%	1703 89%	1843 92%	283 90%	547 90%	577 89%	652 90%	522 90%	457 91%	508 94%	792 80%	1132 90%	824 97%	798 96%	1516 88%	494 91%	1300 94%	224 83%	665 93%	1383 92%	1494 88%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	122 3%	40 7%	54 2%	5 1%	23 4%	15 3%	6 1%	9 2%	93 4%	58 7%	40 3%	14 1%	10 1%
Quite often (at least 1 out of 4 issues)	92 2%	16 3%	49 2%	13 3%	14 2%	2 *	17 4%	11 2%	62 2%	36 5%	44 4%	12 1%	* *
Occasionally (less than 1 out of 4 issues)	163 4%	9 2%	97 4%	15 3%	42 7%	23 5%	27 6%	21 5%	93 4%	82 10%	47 4%	23 2%	11 1%
Not read in past 12 months	3546 90%	502 89%	2101 91%	434 93%	509 86%	447 92%	378 89%	392 91%	2329 90%	611 78%	1036 89%	1003 95%	872 98%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	122 3%	64 3%	58 3%	61 3%	41 3%	19 5%	2 1%	19 2%	2 1%	10 2%	27 3%	14 7%	27 4%	15 3%	-	8 3%
Quite often (at least 1 out of 4 issues)	92 2%	43 2%	48 3%	36 2%	41 3%	10 3%	4 4%	17 2%	1 1%	9 2%	5 1%	3 2%	32 5%	12 3%	-	10 4%
Occasionally (less than 1 out of 4 issues)	163 4%	86 4%	78 4%	88 4%	56 4%	18 4%	2 2%	20 2%	5 2%	33 8%	18 2%	9 4%	45 7%	17 4%	2 4%	15 6%
Not read in past 12 months	3546 90%	1895 91%	1651 90%	1973 91%	1101 89%	362 89%	110 93%	742 93%	192 96%	372 88%	749 94%	172 87%	569 85%	446 91%	53 96%	226 87%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	122 3%	67 4%	25 3%	16 2%	6 2%	9 2%	16 3%	44 3%	13 3%	29 3%	20 4%	24 3%	17 3%	18 3%	24 5%	3 3%	7 5%	4 11%
Quite often (at least 1 out of 4 issues)	92 2%	51 3%	25 3%	8 1%	1 1%	7 1%	13 3%	23 1%	14 4%	27 3%	15 3%	18 2%	7 1%	7 1%	20 4%	1 1%	6 4%	-
Occasionally (less than 1 out of 4 issues)	163 4%	87 6%	29 4%	32 4%	5 2%	10 2%	37 7%	51 3%	24 6%	31 4%	20 4%	51 6%	15 3%	15 3%	30 6%	6 7%	11 8%	3 9%
Not read in past 12 months	3546 90%	1369 87%	644 89%	766 93%	229 95%	538 95%	457 87%	1515 93%	331 87%	771 90%	472 90%	725 89%	445 92%	499 93%	406 85%	73 88%	118 83%	27 80%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	122 3%	97 4%	6 4%	3 *	17 3%	41 4%	33 4%	21 3%	3 *	6 4%	17 3%	1 2%	4 1%	6 1%	6 1%	20 4%	51 10%	36 3%
Quite often (at least 1 out of 4 issues)	92 2%	58 2%	7 4%	21 4%	4 1%	28 3%	18 2%	12 2%	21 4%	7 4%	4 1%	* 1%	3 1%	6 1%	5 1%	21 4%	30 6%	27 2%
Occasionally (less than 1 out of 4 issues)	163 4%	131 5%	7 5%	14 2%	12 2%	64 7%	31 4%	37 5%	14 2%	7 5%	12 2%	-	12 2%	17 3%	18 4%	35 7%	50 10%	31 2%
Not read in past 12 months	3546 90%	2294 89%	130 87%	561 94%	535 94%	829 86%	722 90%	675 91%	561 94%	130 87%	535 94%	67 97%	480 96%	470 94%	470 94%	423 85%	367 74%	1337 93%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	123 3%	67 3%	56 3%	10 3%	27 4%	30 5%	24 3%	16 3%	5 1%	10 2%	49 5%	56 4%	12 1%	6 1%	62 4%	17 3%	22 2%	20 7%	35 5%	46 3%	42 2%
Quite often (at least 1 out of 4 issues)	55 1%	25 1%	30 2%	3 1%	8 1%	12 2%	14 2%	11 2%	6 1%	1 *	20 2%	25 2%	7 1%	2 *	35 2%	5 1%	9 1%	6 2%	10 1%	21 1%	24 1%
Occasionally (less than 1 out 4 issues)	136 3%	69 4%	67 3%	16 5%	19 3%	27 4%	33 5%	18 3%	14 3%	8 1%	68 7%	43 3%	15 2%	10 1%	70 4%	23 4%	21 1%	23 8%	15 2%	58 4%	63 4%
Not read in past 12 months	3610 92%	1758 92%	1852 92%	286 91%	549 91%	581 89%	655 90%	538 92%	480 95%	520 97%	853 86%	1129 90%	818 96%	810 98%	1551 90%	495 92%	1328 96%	222 82%	658 92%	1373 92%	1576 92%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	123 3%	50 9%	54 2%	12 3%	6 1%	14 3%	11 3%	13 3%	86 3%	73 9%	38 3%	10 1%	2 *
Quite often (at least 1 out of 4 issues)	55 1%	15 3%	32 1%	3 1%	5 1%	2 *	10 2%	3 1%	41 2%	31 4%	19 2%	2 *	2 *
Occasionally (less than 1 out 4 issues)	136 3%	19 3%	88 4%	5 1%	23 4%	23 5%	14 3%	12 3%	87 3%	66 8%	45 4%	20 2%	4 *
Not read in past 12 months	3610 92%	482 85%	2125 92%	447 96%	555 94%	449 92%	392 92%	405 94%	2364 92%	616 78%	1064 91%	1019 97%	886 99%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	123 3%	46 2%	77 4%	31 1%	67 5%	20 5%	6 5%	9 1%	2 1%	29 7%	12 1%	11 6%	33 5%	11 2%	-	16 6%
Quite often (at least 1 out of 4 issues)	55 1%	22 1%	33 2%	21 1%	27 2%	6 2%	1 1%	8 1%	2 1%	* *	6 1%	-	16 2%	12 2%	-	10 4%
Occasionally (less than 1 out of 4 issues)	136 3%	64 3%	72 4%	57 3%	61 5%	11 3%	6 5%	14 2%	8 4%	20 5%	21 3%	9 5%	34 5%	7 1%	4 6%	17 7%
Not read in past 12 months	3610 92%	1956 94%	1654 90%	2049 95%	1085 88%	371 91%	105 89%	767 96%	188 94%	376 88%	760 95%	177 89%	590 88%	460 94%	51 94%	216 83%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	123 3%	84 5%	22 3%	7 1%	2 1%	8 1%	14 3%	17 1%	28 7%	38 4%	25 5%	14 2%	7 1%	8 1%	33 7%	5 7%	12 9%	1 2%
Quite often (at least 1 out of 4 issues)	55 1%	29 2%	11 2%	5 1%	2 1%	8 1%	11 2%	10 1%	9 2%	18 2%	7 1%	12 1%	7 1%	2 *	7 1%	1 1%	4 2%	-
Occasionally (less than 1 out of 4 issues)	136 3%	69 4%	30 4%	20 2%	6 2%	11 2%	16 3%	41 3%	32 8%	29 3%	18 3%	30 4%	12 3%	12 2%	33 7%	5 6%	4 3%	2 5%
Not read in past 12 months	3610 92%	1392 88%	659 91%	790 96%	232 96%	536 95%	483 92%	1565 96%	313 82%	772 90%	476 90%	763 93%	458 95%	517 96%	407 85%	70 86%	122 86%	32 92%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	123 3%	80 3%	11 8%	7 1%	23 4%	31 3%	13 2%	34 5%	7 1%	11 8%	23 4%	1 2%	8 2%	10 2%	10 2%	15 3%	29 6%	52 4%
Quite often (at least 1 out of 4 issues)	55 1%	33 1%	5 3%	12 2%	5 1%	9 1%	13 2%	10 1%	12 2%	5 3%	5 1%	-	3 1%	3 1%	5 1%	12 2%	14 3%	18 1%
Occasionally (less than 1 out of 4 issues)	136 3%	100 4%	6 4%	21 4%	8 1%	37 4%	29 4%	29 4%	21 4%	6 4%	8 1%	4 6%	7 1%	13 3%	15 3%	29 6%	46 9%	26 2%
Not read in past 12 months	3610 92%	2369 92%	127 85%	559 93%	531 94%	884 92%	750 93%	671 90%	559 93%	127 85%	531 94%	64 92%	480 96%	473 95%	469 94%	443 89%	410 82%	1334 93%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	154 4%	84 4%	70 4%	6 2%	5 1%	10 2%	15 2%	21 4%	43 9%	54 10%	84 8%	50 4%	9 1%	12 1%	42 2%	13 2%	90 7%	7 3%	20 3%	55 4%	79 5%
Quite often (at least 1 out of 4 issues)	53 1%	24 1%	29 1%	8 2%	12 2%	4 1%	3 *	7 1%	11 2%	9 2%	14 1%	26 2%	10 1%	4 *	16 1%	9 2%	20 1%	8 3%	6 1%	20 1%	28 2%
Occasionally (less than 1 out 4 issues)	159 4%	103 5%	56 3%	18 6%	15 2%	27 4%	26 4%	35 6%	21 4%	16 3%	79 8%	52 4%	10 1%	18 2%	81 5%	24 4%	29 2%	25 9%	13 2%	58 4%	88 5%
Not read in past 12 months	3557 91%	1707 89%	1850 92%	283 90%	572 95%	610 94%	681 94%	521 89%	430 85%	460 85%	814 82%	1125 90%	824 97%	794 96%	1578 92%	494 91%	1240 90%	232 85%	678 95%	1364 91%	1510 89%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	154 4%	17 3%	60 3%	25 5%	52 9%	8 2%	6 1%	13 3%	128 5%	50 6%	51 4%	28 3%	24 3%
Quite often (at least 1 out of 4 issues)	53 1%	6 1%	32 1%	6 1%	8 1%	1 *	5 1%	3 1%	44 2%	12 2%	31 3%	5 1%	4 *
Occasionally (less than 1 out of 4 issues)	159 4%	24 4%	91 4%	14 3%	29 5%	19 4%	17 4%	21 5%	101 4%	77 10%	51 4%	22 2%	7 1%
Not read in past 12 months	3557 91%	519 92%	2117 92%	423 90%	499 85%	459 94%	399 93%	396 92%	2303 89%	647 82%	1033 89%	995 95%	859 96%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	154 4%	103 5%	51 3%	98 5%	46 4%	6 1%	4 3%	36 5%	4 2%	9 2%	33 4%	11 5%	14 2%	24 5%	5 9%	16 6%
Quite often (at least 1 out of 4 issues)	53 1%	31 1%	22 1%	23 1%	28 2%	1 *	- -	5 1%	- -	3 1%	16 2%	1 *	11 2%	14 3%	- -	2 1%
Occasionally (less than 1 out of 4 issues)	159 4%	84 4%	75 4%	75 3%	66 5%	17 4%	* *	22 3%	5 2%	25 6%	28 4%	12 6%	32 5%	18 4%	- -	16 6%
Not read in past 12 months	3557 91%	1870 90%	1687 92%	1961 91%	1098 89%	384 94%	114 96%	735 92%	191 95%	387 91%	722 90%	174 88%	616 91%	434 88%	50 91%	225 87%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	154 4%	64 4%	28 4%	33 4%	12 5%	17 3%	28 5%	71 4%	10 3%	36 4%	10 2%	36 4%	20 4%	28 5%	18 4%	4 5%	6 4%	* 1%
Quite often (at least 1 out of 4 issues)	53 1%	22 1%	15 2%	10 1%	2 1%	4 1%	3 1%	20 1%	11 3%	18 2%	1 *	13 2%	1 *	5 1%	11 2%	1 2%	4 3%	- -
Occasionally (less than 1 out of 4 issues)	159 4%	87 6%	33 5%	14 2%	4 2%	20 4%	20 4%	55 3%	25 7%	41 5%	17 3%	28 3%	25 5%	19 4%	33 7%	6 7%	12 8%	1 4%
Not read in past 12 months	3557 91%	1400 89%	647 90%	764 93%	223 93%	522 93%	474 90%	1487 91%	336 88%	762 89%	498 95%	741 91%	439 91%	487 90%	418 87%	71 86%	120 85%	33 95%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	154 4%	113 4%	4 3%	20 3%	16 3%	52 5%	31 4%	29 4%	20 3%	4 3%	16 3%	* 1%	6 1%	12 2%	14 3%	37 7%	28 6%	58 4%
Quite often (at least 1 out of 4 issues)	53 1%	35 1%	3 2%	12 2%	2 *	13 1%	9 1%	9 1%	12 2%	3 2%	2 *	4 5%	1 *	5 1%	7 1%	14 3%	8 2%	20 1%
Occasionally (less than 1 out of 4 issues)	159 4%	123 5%	4 3%	22 4%	9 2%	57 6%	34 4%	32 4%	22 4%	4 3%	9 2%	* *	18 4%	11 2%	17 3%	29 6%	51 10%	34 2%
Not read in past 12 months	3557 91%	2309 89%	138 92%	545 91%	540 95%	839 87%	729 91%	676 91%	545 91%	138 92%	540 95%	65 94%	475 95%	471 94%	461 93%	419 84%	412 83%	1319 92%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	30 1%	21 1%	8 *	- -	4 1%	7 1%	5 1%	10 2%	4 1%	- -	19 2%	10 1%	- -	1 *	21 1%	3 1%	3 *	3 1%	8 1%	10 1%	12 1%
Quite often (at least 1 out of 4 issues)	22 1%	15 1%	7 *	2 1%	4 1%	10 2%	2 *	2 *	1 *	- -	14 1%	8 1%	- -	- -	18 1%	1 *	1 *	2 1%	2 *	10 1%	10 1%
Occasionally (less than 1 out 4 issues)	58 1%	42 2%	16 1%	4 1%	13 2%	15 2%	11 1%	9 2%	3 1%	4 1%	29 3%	20 2%	4 *	6 1%	39 2%	4 1%	7 *	9 3%	8 1%	28 2%	23 1%
Not read in past 12 months	3813 97%	1839 96%	1973 98%	310 98%	582 96%	619 95%	708 98%	562 96%	497 98%	534 99%	928 94%	1215 97%	849 100%	821 99%	1640 95%	532 99%	1369 99%	257 95%	699 97%	1450 97%	1660 97%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	30 1%	16 3%	9 *	2 *	3 1%	2 1%	- -	4 1%	23 1%	17 2%	8 1%	5 *	* *
Quite often (at least 1 out of 4 issues)	22 1%	5 1%	9 *	3 1%	5 1%	2 *	- -	3 1%	17 1%	13 2%	8 1%	- -	* *
Occasionally (less than 1 out 4 issues)	58 1%	15 3%	31 1%	3 1%	10 2%	7 1%	8 2%	3 1%	40 2%	34 4%	17 1%	6 1%	1 *
Not read in past 12 months	3813 97%	531 94%	2251 98%	460 98%	571 97%	476 98%	418 98%	422 98%	2497 97%	723 92%	1133 97%	1040 99%	893 100%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	30 1%	16 1%	14 1%	10 *	15 1%	4 1%	-	8 1%	-	-	4 1%	4 2%	5 1%	4 1%	1 2%	3 1%
Quite often (at least 1 out of 4 issues)	22 1%	15 1%	7 *	12 1%	11 1%	-	-	5 1%	-	*	2 *	4 2%	8 1%	1 *	-	1 1%
Occasionally (less than 1 out of 4 issues)	58 1%	22 1%	36 2%	17 1%	30 2%	11 3%	-	7 1%	3 1%	15 4%	10 1%	5 2%	9 1%	6 1%	-	3 1%
Not read in past 12 months	3813 97%	2035 97%	1778 97%	2119 98%	1183 95%	392 96%	118 100%	778 97%	198 99%	409 96%	783 98%	185 94%	651 97%	480 98%	54 98%	251 97%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	30 1%	20 1%	6 1%	2 *	2 1%	1 *	7 1%	3 *	5 1%	10 1%	4 1%	6 1%	3 1%	1 *	6 1%	2 3%	1 1%	3 7%
Quite often (at least 1 out of 4 issues)	22 1%	14 1%	6 1%	* *	2 1%	- -	2 *	10 1%	4 1%	7 1%	- -	4 *	2 *	3 1%	8 2%	- -	- -	- -
Occasionally (less than 1 out of 4 issues)	58 1%	33 2%	12 2%	10 1%	- -	3 1%	2 *	14 1%	15 4%	15 2%	11 2%	8 1%	8 2%	1 *	12 3%	8 10%	3 2%	4 12%
Not read in past 12 months	3813 97%	1507 96%	699 97%	810 98%	237 98%	560 99%	513 98%	1606 98%	358 94%	825 96%	510 97%	801 98%	471 97%	534 99%	454 95%	72 87%	137 97%	28 80%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	30 1%	22 1%	4 3%	- -	3 1%	7 1%	9 1%	6 1%	- -	4 3%	3 1%	- -	1 *	* *	4 1%	* *	12 2%	13 1%
Quite often (at least 1 out of 4 issues)	22 1%	17 1%	1 *	2 *	2 *	10 1%	3 *	4 *	2 *	1 *	2 *	- -	- -	* *	2 *	3 1%	11 2%	7 *
Occasionally (less than 1 out of 4 issues)	58 1%	44 2%	3 2%	6 1%	4 1%	21 2%	11 1%	12 2%	6 1%	3 2%	4 1%	- -	4 1%	4 1%	2 *	12 2%	21 4%	15 1%
Not read in past 12 months	3813 97%	2497 97%	141 94%	590 99%	558 98%	924 96%	781 97%	723 97%	590 99%	141 94%	558 98%	69 100%	494 99%	493 99%	491 99%	484 97%	455 91%	1396 98%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	91 2%	45 2%	46 2%	- -	5 1%	11 2%	7 1%	18 3%	18 4%	33 6%	19 2%	30 2%	20 2%	23 3%	29 2%	9 2%	53 4%	- -	14 2%	45 3%	31 2%
Quite often (at least 1 out of 4 issues)	19 *	10 1%	9 *	1 *	2 *	5 1%	2 *	3 1%	4 1%	2 *	5 1%	8 1%	6 1%	1 *	10 1%	2 *	6 *	- -	2 *	7 *	10 1%
Occasionally (less than 1 out 4 issues)	41 1%	29 2%	11 1%	1 *	1 *	6 1%	9 1%	7 1%	10 2%	6 1%	12 1%	12 1%	7 1%	9 1%	19 1%	6 1%	15 1%	1 *	3 *	13 1%	25 1%
Not read in past 12 months	3772 96%	1834 96%	1938 97%	314 100%	597 99%	630 97%	708 98%	554 95%	472 94%	497 92%	954 96%	1204 96%	820 96%	795 96%	1659 97%	523 97%	1306 95%	270 100%	698 97%	1433 96%	1639 96%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	91 2%	7 1%	57 2%	14 3%	13 2%	1 *	2 1%	8 2%	81 3%	8 1%	21 2%	26 3%	34 4%
Quite often (at least 1 out of 4 issues)	19 *	1 *	8 *	8 2%	2 *	1 *	3 1%	* *	14 1%	2 *	7 1%	8 1%	1 *
Occasionally (less than 1 out 4 issues)	41 1%	- -	29 1%	1 *	11 2%	2 *	5 1%	2 1%	32 1%	8 1%	8 1%	14 1%	10 1%
Not read in past 12 months	3772 96%	559 99%	2206 96%	444 95%	563 96%	483 99%	416 98%	422 98%	2450 95%	768 98%	1131 97%	1002 95%	849 95%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	91 2%	41 2%	51 3%	44 2%	38 3%	7 2%	2 2%	16 2%	2 1%	5 1%	38 5%	3 1%	5 1%	17 4%	1 2%	3 1%
Quite often (at least 1 out of 4 issues)	19 *	14 1%	4 *	13 1%	4 *	1 *	-	4 1%	-	1 *	3 *	-	5 1%	2 *	* 1%	2 1%
Occasionally (less than 1 out of 4 issues)	41 1%	32 2%	9 *	21 1%	19 2%	1 *	-	5 1%	1 *	7 2%	10 1%	3 1%	7 1%	2 1%	1 2%	4 1%
Not read in past 12 months	3772 96%	2001 96%	1772 97%	2079 96%	1179 95%	399 98%	116 98%	772 97%	197 98%	411 97%	748 94%	192 97%	656 97%	469 96%	52 96%	250 97%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	91 2%	19 1%	8 1%	34 4%	10 4%	20 3%	5 1%	39 2%	5 1%	33 4%	9 2%	3 *	16 3%	12 2%	22 5%	1 1%	4 3%	-
Quite often (at least 1 out of 4 issues)	19 *	10 1%	2 *	6 1%	-	1 *	6 1%	7 *	1 *	3 *	1 *	5 1%	2 *	7 1%	3 1%	1 1%	-	-
Occasionally (less than 1 out of 4 issues)	41 1%	12 1%	14 2%	7 1%	3 1%	5 1%	6 1%	15 1%	2 *	17 2%	1 *	6 1%	10 2%	3 1%	9 2%	1 1%	2 2%	-
Not read in past 12 months	3772 96%	1533 97%	699 97%	775 94%	228 94%	538 96%	507 97%	1572 96%	373 98%	805 94%	515 98%	805 98%	456 94%	518 96%	445 93%	79 97%	135 96%	34 100%

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 Express

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	91 2%	58 2%	2 1%	19 3%	12 2%	19 2%	20 3%	19 2%	19 3%	2 1%	12 2%	-	9 2%	8 2%	15 3%	12 2%	5 1%	43 3%
Quite often (at least 1 out of 4 issues)	19 *	17 1%	* *	- -	1 *	4 *	11 1%	1 *	- -	* *	1 *	1 1%	* *	3 1%	3 1%	3 1%	4 1%	6 *
Occasionally (less than 1 out of 4 issues)	41 1%	32 1%	1 1%	5 1%	2 *	19 2%	9 1%	3 *	5 1%	1 1%	2 *	* 1%	3 1%	5 1%	7 1%	7 1%	7 1%	11 1%
Not read in past 12 months	3772 96%	2473 96%	146 97%	575 96%	552 97%	920 96%	763 95%	721 97%	575 96%	146 97%	552 97%	68 99%	487 98%	482 97%	473 95%	477 96%	482 97%	1370 96%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	299 8%	144 8%	155 8%	12 4%	15 2%	17 3%	61 8%	67 12%	64 13%	62 12%	112 11%	83 7%	59 7%	44 5%	117 7%	36 7%	133 10%	10 4%	21 3%	110 7%	167 10%
Quite often (at least 1 out of 4 issues)	60 2%	27 1%	33 2%	3 1%	5 1%	17 3%	10 1%	12 2%	7 1%	4 1%	16 2%	25 2%	12 1%	7 1%	34 2%	8 2%	12 1%	4 2%	4 1%	24 2%	31 2%
Occasionally (less than 1 out 4 issues)	101 3%	50 3%	51 3%	11 4%	4 1%	15 2%	23 3%	18 3%	16 3%	14 3%	35 4%	32 3%	18 2%	16 2%	51 3%	7 1%	34 2%	8 3%	9 1%	30 2%	62 4%
Not read in past 12 months	3464 88%	1696 88%	1767 88%	289 92%	580 96%	601 92%	631 87%	487 83%	418 83%	457 85%	827 83%	1113 89%	764 90%	760 92%	1515 88%	488 90%	1200 87%	249 92%	682 95%	1333 89%	1445 85%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	299 8%	35 6%	168 7%	33 7%	63 11%	13 3%	28 6%	25 6%	233 9%	45 6%	118 10%	63 6%	71 8%
Quite often (at least 1 out of 4 issues)	60 2%	6 1%	36 2%	5 1%	11 2%	2 *	9 2%	11 2%	38 1%	18 2%	16 1%	17 2%	9 1%
Occasionally (less than 1 out of 4 issues)	101 3%	15 3%	51 2%	11 2%	24 4%	11 2%	13 3%	14 3%	63 2%	21 3%	33 3%	27 3%	19 2%
Not read in past 12 months	3464 88%	511 90%	2045 89%	418 89%	490 83%	460 95%	377 88%	383 89%	2243 87%	702 89%	999 86%	944 90%	796 89%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	299 8%	210 10%	89 5%	211 10%	74 6%	10 2%	4 4%	68 9%	18 9%	26 6%	75 9%	3 2%	47 7%	41 8%	6 10%	16 6%
Quite often (at least 1 out of 4 issues)	60 2%	30 1%	30 2%	26 1%	28 2%	4 1%	1 1%	12 2%	- -	7 2%	13 2%	1 1%	16 2%	6 1%	- -	4 1%
Occasionally (less than 1 out of 4 issues)	101 3%	66 3%	35 2%	66 3%	29 2%	5 1%	1 1%	18 2%	5 3%	18 4%	21 3%	8 4%	21 3%	8 2%	1 1%	1 *
Not read in past 12 months	3464 88%	1783 85%	1681 92%	1854 86%	1108 89%	389 95%	112 95%	700 88%	177 89%	373 88%	690 86%	185 93%	590 88%	435 89%	48 88%	239 92%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	299 8%	94 6%	51 7%	84 10%	33 14%	37 7%	52 10%	158 10%	21 5%	53 6%	14 3%	88 11%	43 9%	50 9%	36 7%	4 5%	11 8%	3 8%
Quite often (at least 1 out of 4 issues)	60 2%	24 2%	16 2%	7 1%	3 1%	9 2%	5 1%	21 1%	8 2%	20 2%	5 1%	11 1%	8 2%	7 1%	13 3%	3 4%	3 2%	-
Occasionally (less than 1 out of 4 issues)	101 3%	38 2%	27 4%	23 3%	4 2%	9 2%	18 3%	48 3%	10 3%	19 2%	5 1%	27 3%	15 3%	20 4%	12 2%	1 1%	4 3%	-
Not read in past 12 months	3464 88%	1418 90%	628 87%	707 86%	201 84%	509 90%	449 86%	1405 86%	343 90%	765 89%	502 95%	693 85%	418 86%	463 86%	419 87%	74 90%	123 87%	31 92%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	299 8%	235 9%	3 2%	41 7%	18 3%	83 9%	65 8%	83 11%	41 7%	3 2%	18 3%	3 4%	25 5%	19 4%	45 9%	41 8%	55 11%	115 8%
Quite often (at least 1 out of 4 issues)	60 2%	45 2%	2 1%	7 1%	3 *	22 2%	13 2%	10 1%	7 1%	2 1%	3 *	1 1%	3 1%	9 2%	5 1%	12 2%	14 3%	16 1%
Occasionally (less than 1 out of 4 issues)	101 3%	78 3%	2 1%	12 2%	7 1%	32 3%	30 4%	16 2%	12 2%	2 1%	7 1%	-	7 1%	11 2%	15 3%	23 5%	20 4%	25 2%
Not read in past 12 months	3464 88%	2222 86%	143 95%	538 90%	540 95%	826 86%	695 86%	636 85%	538 90%	143 95%	540 95%	65 94%	464 93%	460 92%	433 87%	423 85%	410 82%	1274 89%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	171 4%	72 4%	99 5%	13 4%	23 4%	18 3%	24 3%	25 4%	36 7%	34 6%	18 2%	42 3%	68 8%	42 5%	65 4%	22 4%	74 5%	10 4%	33 5%	79 5%	59 3%
Quite often (at least 1 out of 4 issues)	34 1%	16 1%	19 1%	4 1%	12 2%	7 1%	5 1%	5 1%	2 *	- -	7 1%	11 1%	10 1%	6 1%	19 1%	2 *	8 1%	5 2%	4 1%	11 1%	19 1%
Occasionally (less than 1 out 4 issues)	61 2%	35 2%	26 1%	6 2%	15 2%	12 2%	6 1%	11 2%	6 1%	5 1%	19 2%	19 2%	13 2%	9 1%	30 2%	11 2%	16 1%	4 2%	10 1%	15 1%	36 2%
Not read in past 12 months	3657 93%	1795 94%	1862 93%	293 93%	555 92%	615 94%	692 95%	543 93%	461 91%	499 93%	946 96%	1180 94%	761 89%	770 93%	1604 93%	504 93%	1282 93%	252 93%	670 93%	1393 93%	1591 93%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	171 4%	27 5%	114 5%	21 4%	10 2%	9 2%	18 4%	22 5%	122 5%	12 2%	59 5%	28 3%	71 8%
Quite often (at least 1 out of 4 issues)	34 1%	-	28 1%	6 1%	-	7 1%	7 2%	5 1%	16 1%	2 *	16 1%	13 1%	3 *
Occasionally (less than 1 out of 4 issues)	61 2%	4 1%	44 2%	3 1%	9 2%	10 2%	8 2%	8 2%	35 1%	11 1%	13 1%	23 2%	13 1%
Not read in past 12 months	3657 93%	536 95%	2114 92%	438 94%	569 97%	461 95%	394 92%	397 92%	2405 93%	761 97%	1079 92%	986 94%	808 90%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	171 4%	83 4%	88 5%	89 4%	62 5%	19 5%	1 1%	28 4%	27 13%	17 4%	41 5%	8 4%	18 3%	19 4%	* 1%	9 4%
Quite often (at least 1 out of 4 issues)	34 1%	22 1%	12 1%	13 1%	19 2%	2 *	* *	8 1%	1 *	6 1%	3 *	1 1%	5 1%	9 2%	1 2%	- -
Occasionally (less than 1 out of 4 issues)	61 2%	29 1%	31 2%	32 1%	25 2%	3 1%	1 1%	15 2%	4 2%	8 2%	8 1%	3 2%	12 2%	7 1%	2 3%	- -
Not read in past 12 months	3657 93%	1953 94%	1703 93%	2024 94%	1133 91%	384 94%	115 97%	747 94%	169 84%	393 93%	747 93%	186 94%	638 95%	456 93%	51 94%	249 96%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	171 4%	64 4%	28 4%	36 4%	14 6%	30 5%	22 4%	67 4%	11 3%	51 6%	21 4%	32 4%	15 3%	18 3%	15 3%	3 4%	4 2%	-
Quite often (at least 1 out of 4 issues)	34 1%	17 1%	6 1%	4 *	4 2%	4 1%	1 *	11 1%	2 *	18 2%	2 *	2 *	4 1%	6 1%	6 1%	2 2%	2 1%	-
Occasionally (less than 1 out of 4 issues)	61 2%	22 1%	17 2%	10 1%	4 1%	9 2%	7 1%	25 2%	4 1%	21 2%	4 1%	13 2%	5 1%	8 1%	9 2%	1 1%	2 1%	-
Not read in past 12 months	3657 93%	1472 94%	672 93%	773 94%	220 91%	521 92%	494 94%	1530 94%	365 96%	768 90%	499 95%	771 94%	460 95%	508 94%	450 94%	75 92%	135 95%	34 100%

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 Mirror

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	171 4%	88 3%	4 3%	47 8%	29 5%	23 2%	30 4%	30 4%	47 8%	4 3%	29 5%	4 6%	26 5%	41 8%	20 4%	12 2%	3 1%	68 5%
Quite often (at least 1 out of 4 issues)	34 1%	21 1%	* *	8 1%	3 1%	4 *	11 1%	7 1%	8 1%	* *	3 1%	- -	5 1%	6 1%	4 1%	8 2%	2 *	8 1%
Occasionally (less than 1 out of 4 issues)	61 2%	38 1%	4 3%	13 2%	6 1%	15 2%	12 1%	11 1%	13 2%	4 3%	6 1%	- -	4 1%	14 3%	7 1%	7 1%	12 2%	15 1%
Not read in past 12 months	3657 93%	2433 94%	141 94%	531 89%	529 93%	919 96%	752 94%	697 94%	531 89%	141 94%	529 93%	65 94%	464 93%	437 88%	466 94%	472 95%	481 96%	1338 94%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	84 2%	40 2%	44 2%	5 2%	8 1%	8 1%	14 2%	14 2%	15 3%	20 4%	10 1%	11 1%	31 4%	32 4%	23 1%	9 2%	47 3%	5 2%	27 4%	39 3%	18 1%
Quite often (at least 1 out of 4 issues)	13 *	9 *	4 *	- -	4 1%	4 1%	1 *	3 *	1 *	- -	4 *	7 1%	1 *	1 *	9 1%	2 *	2 *	- -	3 *	3 *	7 *
Occasionally (less than 1 out 4 issues)	24 1%	10 1%	14 1%	3 1%	5 1%	3 *	5 1%	4 1%	4 1%	2 *	3 *	5 *	10 1%	6 1%	12 1%	3 1%	6 *	3 1%	3 *	7 *	14 1%
Not read in past 12 months	3802 97%	1859 97%	1943 97%	308 98%	588 97%	636 98%	707 97%	562 96%	484 96%	517 96%	973 98%	1230 98%	811 95%	788 95%	1674 97%	526 97%	1324 96%	264 97%	684 95%	1448 97%	1666 98%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	84 2%	7 1%	59 3%	15 3%	2 *	6 1%	5 1%	8 2%	65 3%	5 1%	20 2%	19 2%	39 4%
Quite often (at least 1 out of 4 issues)	13 *	3 1%	9 *	1 *	-	1 *	4 1%	2 *	6 *	4 1%	6 *	2 *	1 *
Occasionally (less than 1 out of 4 issues)	24 1%	-	21 1%	2 *	1 *	2 *	1 *	4 1%	17 1%	2 *	6 1%	7 1%	9 1%
Not read in past 12 months	3802 97%	557 98%	2210 96%	449 96%	586 100%	477 98%	418 98%	420 97%	2488 97%	776 99%	1135 97%	1023 97%	845 94%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	84 2%	40 2%	44 2%	37 2%	37 3%	9 2%	1 1%	23 3%	4 2%	6 1%	25 3%	-	8 1%	9 2%	1 1%	4 2%
Quite often (at least 1 out of 4 issues)	13 *	6 *	7 *	6 *	5 *	1 *	1 1%	4 1%	-	2 *	4 *	-	3 *	-	-	-
Occasionally (less than 1 out of 4 issues)	24 1%	15 1%	10 1%	14 1%	7 1%	2 1%	* *	5 1%	4 2%	3 1%	6 1%	* *	4 1%	2 *	-	1 *
Not read in past 12 months	3802 97%	2028 97%	1774 97%	2100 97%	1191 96%	396 97%	116 98%	766 96%	193 96%	414 97%	765 96%	197 100%	658 98%	480 98%	54 99%	254 98%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	84 2%	31 2%	13 2%	23 3%	4 2%	13 2%	9 2%	28 2%	8 2%	28 3%	10 2%	10 1%	6 1%	10 2%	7 1%	1 1%	2 2%	-
Quite often (at least 1 out of 4 issues)	13 *	6 *	3 *	1 *	-	3 1%	-	6 *	1 *	4 1%	2 *	-	2 *	4 1%	2 1%	1 1%	-	-
Occasionally (less than 1 out of 4 issues)	24 1%	8 *	8 1%	3 *	1 *	5 1%	3 1%	12 1%	1 *	6 1%	3 *	1 *	2 *	9 2%	2 *	1 1%	2 1%	-
Not read in past 12 months	3802 97%	1530 97%	699 97%	795 97%	236 98%	542 96%	513 98%	1587 97%	372 97%	819 95%	512 97%	807 99%	473 98%	516 96%	469 98%	79 97%	138 97%	34 100%

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 People

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	84 2%	37 1%	4 2%	20 3%	23 4%	6 1%	17 2%	13 2%	20 3%	4 2%	23 4%	* 1%	12 2%	13 3%	9 2%	4 1%	3 1%	43 3%
Quite often (at least 1 out of 4 issues)	13 *	9 *	- -	1 *	3 *	3 *	5 1%	1 *	1 *	- -	3 *	- -	1 *	4 1%	1 *	* *	2 *	3 *
Occasionally (less than 1 out of 4 issues)	24 1%	18 1%	- -	4 1%	3 1%	3 *	10 1%	4 1%	4 1%	- -	3 1%	- -	- -	5 1%	8 2%	4 1%	1 *	6 *
Not read in past 12 months	3802 97%	2517 98%	146 98%	574 96%	538 95%	949 99%	772 96%	727 98%	574 96%	146 98%	538 95%	69 99%	485 97%	476 95%	481 96%	490 98%	492 99%	1378 96%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	21 1%	9 *	12 1%	- -	4 1%	8 1%	5 1%	2 *	1 *	* *	2 *	9 1%	4 *	6 1%	10 1%	4 1%	8 1%	- -	9 1%	3 *	9 1%
Quite often (at least 1 out of 4 issues)	8 *	6 *	2 *	1 *	4 1%	- -	* *	1 *	1 *	* *	2 *	2 *	3 *	1 *	4 *	- -	2 *	1 *	2 *	4 *	2 *
Occasionally (less than 1 out 4 issues)	14 *	5 *	9 *	- -	4 1%	5 1%	3 *	2 *	- -	- -	1 *	5 *	4 1%	4 *	4 *	6 1%	4 *	- -	5 1%	4 *	6 *
Not read in past 12 months	3880 99%	1897 99%	1983 99%	315 100%	592 98%	638 98%	717 99%	578 99%	503 100%	538 100%	985 100%	1237 99%	841 99%	816 99%	1699 99%	531 98%	1365 99%	270 100%	702 98%	1486 99%	1688 99%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	21 1%	2 *	11 *	5 1%	3 1%	9 2%	1 *	3 1%	8 *	1 *	5 *	8 1%	8 1%
Quite often (at least 1 out of 4 issues)	8 *	-	6 *	2 *	-	2 1%	-	-	5 *	3 *	3 *	2 *	* *
Occasionally (less than 1 out 4 issues)	14 *	2 *	11 *	-	1 *	1 *	3 1%	5 1%	5 *	-	4 *	7 1%	3 *
Not read in past 12 months	3880 99%	563 99%	2272 99%	461 99%	584 99%	474 97%	423 99%	425 98%	2558 99%	783 100%	1155 99%	1033 98%	883 99%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	21 1%	8 *	14 1%	12 1%	5 *	4 1%	1 *	6 1%	-	2 *	7 1%	3 2%	2 *	1 *	-	*
Quite often (at least 1 out of 4 issues)	8 *	5 *	3 *	4 *	3 *	-	-	3 *	1 *	-	3 *	-	*	-	-	-
Occasionally (less than 1 out of 4 issues)	14 *	3 *	12 1%	5 *	8 1%	1 *	-	6 1%	4 2%	*	2 *	-	1 *	1 *	-	-
Not read in past 12 months	3880 99%	2073 99%	1807 98%	2136 99%	1223 99%	403 99%	118 100%	783 98%	195 97%	423 100%	787 98%	195 98%	670 100%	489 100%	55 100%	258 100%

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?
- Daily Star on Sunday

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	21 1%	9 1%	1 *	7 1%	2 1%	2 *	1 *	11 1%	1 *	4 *	5 1%	3 *	-	6 1%	1 *	-	-	-
Quite often (at least 1 out of 4 issues)	8 *	1 *	2 *	2 *	1 *	1 *	* *	4 *	1 *	3 *	-	* *	2 *	1 *	-	1 1%	-	-
Occasionally (less than 1 out of 4 issues)	14 *	8 *	1 *	3 *	-	2 *	3 1%	2 *	2 1%	6 1%	1 *	1 *	3 1%	-	1 *	1 1%	-	-
Not read in past 12 months	3880 99%	1556 99%	718 99%	809 98%	238 99%	558 99%	520 99%	1616 99%	378 99%	845 99%	521 99%	814 99%	479 99%	533 99%	478 100%	80 98%	142 100%	34 100%

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?
- Daily Star on Sunday

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	21 1%	10 *	1 1%	3 *	8 1%	4 *	5 1%	1 *	3 *	1 1%	8 1%	-	8 2%	4 1%	3 1%	1 *	1 *	4 *
Quite often (at least 1 out of 4 issues)	8 *	4 *	-	1 *	2 *	1 *	2 *	1 *	1 *	-	2 *	-	1 *	2 *	1 *	2 *	-	1 *
Occasionally (less than 1 out of 4 issues)	14 *	7 *	4 2%	3 *	1 *	2 *	2 *	2 *	3 *	4 2%	1 *	-	3 1%	1 *	1 *	3 1%	-	6 *
Not read in past 12 months	3880 99%	2560 99%	145 97%	592 99%	556 98%	955 99%	795 99%	741 99%	592 99%	145 97%	556 98%	69 100%	487 98%	490 98%	493 99%	493 99%	498 100%	1419 99%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	17	11	7	-	-	2	7	5	4	-	11	3	2	2	9	4	4	-	2	5	10
	*	1%	*	-	-	*	1%	1%	1%	-	1%	*	*	*	1%	1%	*	-	*	*	1%
Quite often (at least 1 out of 4 issues)	10	6	4	-	1	2	3	3	2	-	8	2	1	-	7	1	2	-	1	2	7
	*	*	*	-	*	*	*	1%	*	-	1%	*	*	-	*	*	*	-	*	*	*
Occasionally (less than 1 out 4 issues)	47	31	16	1	2	12	10	13	4	4	29	7	5	6	31	9	6	1	2	18	27
	1%	2%	1%	*	*	2%	1%	2%	1%	1%	3%	1%	1%	1%	2%	2%	*	*	*	1%	2%
Not read in past 12 months	3849	1870	1978	315	602	635	706	562	495	535	942	1242	845	820	1671	526	1367	270	712	1472	1661
	98%	98%	99%	100%	100%	97%	97%	96%	98%	99%	95%	99%	99%	99%	97%	97%	99%	100%	99%	98%	97%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	17 *	4 1%	7 *	2 *	5 1%	2 *	2 *	2 *	12 *	10 1%	1 *	4 *	4 *
Quite often (at least 1 out of 4 issues)	10 *	1 *	6 *	2 *	1 *	2 *	2 1%	1 *	5 *	6 1%	4 *	-	-
Occasionally (less than 1 out 4 issues)	47 1%	4 1%	29 1%	8 2%	5 1%	8 2%	5 1%	10 2%	23 1%	30 4%	9 1%	7 1%	* *
Not read in past 12 months	3849 98%	558 98%	2257 98%	456 97%	577 98%	475 98%	417 98%	420 97%	2537 98%	741 94%	1153 99%	1040 99%	890 100%

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?
- Independent on Sunday

Base : All Respondents

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	17 *	8 *	10 1%	10 *	6 *	2 *	- -	1 *	- -	3 1%	5 1%	- -	4 1%	3 1%	- -	- -
Quite often (at least 1 out of 4 issues)	10 *	3 *	7 *	5 *	3 *	1 *	1 1%	1 *	2 1%	2 *	1 *	- -	2 *	1 *	- -	2 1%
Occasionally (less than 1 out of 4 issues)	47 1%	26 1%	21 1%	18 1%	27 2%	2 *	- -	8 1%	3 2%	14 3%	4 *	- -	12 2%	3 1%	- -	2 1%
Not read in past 12 months	3849 98%	2051 98%	1798 98%	2124 98%	1203 97%	404 99%	117 99%	789 99%	196 98%	406 96%	789 99%	198 100%	655 97%	484 99%	55 100%	255 98%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	17 *	12 1%	- -	3 *	* *	2 *	4 1%	5 *	3 1%	3 *	2 *	6 1%	4 1%	- -	4 1%	- -	2 1%	- -
Quite often (at least 1 out of 4 issues)	10 *	6 *	1 *	2 *	- -	1 *	3 1%	3 *	1 *	2 *	2 *	3 *	1 *	1 *	2 *	1 1%	- -	1 2%
Occasionally (less than 1 out of 4 issues)	47 1%	34 2%	6 1%	6 1%	- -	1 *	9 2%	9 1%	13 3%	14 2%	2 *	6 1%	6 1%	5 1%	16 3%	2 2%	4 3%	* 1%
Not read in past 12 months	3849 98%	1522 97%	715 99%	811 99%	241 100%	559 99%	508 97%	1616 99%	365 95%	839 98%	521 99%	803 98%	473 98%	533 99%	458 96%	79 97%	136 96%	33 96%

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

	Driving status					Driving status (split by annual mileage)						Equivalent income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	17 *	15 1%	2 1%	- -	1 *	7 1%	5 1%	3 *	- -	2 1%	1 *	- -	1 *	1 *	2 *	1 *	4 1%	8 1%
Quite often (at least 1 out of 4 issues)	10 *	9 *	* *	- -	1 *	4 *	4 *	2 *	- -	* *	1 *	- -	- -	1 *	1 *	* *	8 2%	- -
Occasionally (less than 1 out of 4 issues)	47 1%	39 2%	1 1%	6 1%	1 *	11 1%	18 2%	10 1%	6 1%	1 1%	1 *	- -	6 1%	1 *	5 1%	8 2%	20 4%	7 *
Not read in past 12 months	3849 98%	2517 98%	147 98%	593 99%	565 100%	940 98%	778 97%	729 98%	593 99%	147 98%	565 100%	69 100%	491 99%	495 99%	491 99%	489 98%	466 93%	1416 99%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	376 10%	182 9%	194 10%	33 10%	59 10%	78 12%	79 11%	46 8%	40 8%	41 8%	47 5%	89 7%	117 14%	124 15%	156 9%	58 11%	140 10%	20 7%	84 12%	156 10%	135 8%
Quite often (at least 1 out of 4 issues)	63 2%	29 1%	34 2%	11 3%	15 2%	14 2%	9 1%	8 1%	5 1%	2 *	10 1%	22 2%	17 2%	15 2%	34 2%	10 2%	13 1%	5 2%	11 2%	24 2%	27 2%
Occasionally (less than 1 out 4 issues)	120 3%	66 3%	54 3%	8 3%	18 3%	30 5%	35 5%	15 3%	9 2%	5 1%	13 1%	47 4%	29 3%	32 4%	61 4%	17 3%	34 2%	8 3%	18 2%	61 4%	42 2%
Not read in past 12 months	3364 86%	1641 86%	1723 86%	264 84%	512 85%	529 81%	604 83%	515 88%	451 89%	490 91%	921 93%	1095 87%	690 81%	658 79%	1467 85%	455 84%	1192 86%	238 88%	604 84%	1257 84%	1500 88%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	376 10%	52 9%	250 11%	41 9%	34 6%	61 12%	49 11%	61 14%	205 8%	22 3%	95 8%	136 13%	120 13%
Quite often (at least 1 out of 4 issues)	63 2%	5 1%	38 2%	16 3%	5 1%	6 1%	10 2%	10 2%	36 1%	6 1%	16 1%	26 3%	15 2%
Occasionally (less than 1 out of 4 issues)	120 3%	8 1%	82 4%	15 3%	15 3%	19 4%	24 6%	18 4%	59 2%	11 1%	38 3%	49 5%	22 2%
Not read in past 12 months	3364 86%	503 89%	1930 84%	396 85%	535 91%	401 82%	344 81%	343 79%	2276 88%	748 95%	1019 87%	839 80%	738 83%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	376 10%	214 10%	162 9%	203 9%	127 10%	38 9%	7 6%	89 11%	37 19%	43 10%	85 11%	17 8%	36 5%	42 9%	11 20%	13 5%
Quite often (at least 1 out of 4 issues)	63 2%	33 2%	30 2%	30 1%	25 2%	7 2%	1 1%	12 2%	5 2%	13 3%	12 1%	3 2%	12 2%	6 1%	-	-
Occasionally (less than 1 out of 4 issues)	120 3%	58 3%	62 3%	65 3%	42 3%	12 3%	1 1%	33 4%	8 4%	9 2%	29 4%	3 2%	21 3%	9 2%	1 2%	6 2%
Not read in past 12 months	3364 86%	1783 85%	1581 86%	1859 86%	1045 84%	351 86%	108 92%	664 83%	150 75%	359 85%	674 84%	175 88%	605 90%	434 88%	42 77%	239 92%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	376 10%	134 9%	71 10%	69 8%	33 14%	68 12%	34 6%	169 10%	24 6%	103 12%	45 9%	74 9%	43 9%	58 11%	35 7%	4 5%	8 5%	-
Quite often (at least 1 out of 4 issues)	63 2%	26 2%	14 2%	13 2%	4 2%	6 1%	4 1%	25 2%	8 2%	17 2%	8 2%	11 1%	6 1%	10 2%	10 2%	1 1%	4 3%	-
Occasionally (less than 1 out of 4 issues)	120 3%	43 3%	24 3%	23 3%	6 3%	23 4%	11 2%	54 3%	19 5%	23 3%	13 2%	17 2%	14 3%	20 4%	14 3%	4 5%	7 5%	-
Not read in past 12 months	3364 86%	1370 87%	613 85%	717 87%	197 82%	467 83%	475 91%	1384 85%	331 87%	714 83%	460 87%	715 87%	421 87%	451 84%	421 88%	73 89%	124 87%	34 100%

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?
- News of the World

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	376 10%	223 9%	21 14%	64 11%	63 11%	87 9%	63 8%	64 9%	64 11%	21 14%	63 11%	8 12%	59 12%	63 13%	50 10%	29 6%	22 4%	153 11%
Quite often (at least 1 out of 4 issues)	63 2%	42 2%	6 4%	9 1%	6 1%	16 2%	14 2%	8 1%	9 1%	6 4%	6 1%	4 6%	5 1%	12 2%	5 1%	6 1%	12 2%	23 2%
Occasionally (less than 1 out of 4 issues)	120 3%	76 3%	2 1%	25 4%	16 3%	25 3%	26 3%	25 3%	25 4%	2 1%	16 3%	-	25 5%	23 5%	22 4%	15 3%	12 2%	24 2%
Not read in past 12 months	3364 86%	2239 87%	121 81%	501 84%	483 85%	834 87%	700 87%	648 87%	501 84%	121 81%	483 85%	57 83%	410 82%	401 80%	421 85%	448 90%	453 91%	1230 86%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	70 2%	34 2%	37 2%	6 2%	9 1%	14 2%	16 2%	14 2%	6 1%	6 1%	37 4%	29 2%	1 *	3 *	38 2%	10 2%	11 1%	11 4%	11 2%	32 2%	26 2%
Quite often (at least 1 out of 4 issues)	29 1%	13 1%	16 1%	- -	7 1%	8 1%	8 1%	5 1%	2 *	- -	10 1%	12 1%	6 1%	2 *	17 1%	4 1%	5 *	5 2%	2 *	8 1%	19 1%
Occasionally (less than 1 out 4 issues)	66 2%	37 2%	28 1%	5 2%	6 1%	12 2%	16 2%	14 2%	10 2%	3 1%	29 3%	20 2%	4 *	12 2%	36 2%	13 2%	11 1%	5 2%	7 1%	29 2%	30 2%
Not read in past 12 months	3757 96%	1833 96%	1924 96%	304 96%	582 96%	618 95%	686 94%	551 94%	487 96%	529 98%	913 92%	1191 95%	842 99%	811 98%	1627 95%	513 95%	1352 98%	251 92%	697 97%	1427 95%	1630 96%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	70 2%	30 5%	32 1%	4 1%	5 1%	8 2%	6 1%	4 1%	52 2%	38 5%	23 2%	6 1%	4 *
Quite often (at least 1 out of 4 issues)	29 1%	6 1%	17 1%	2 *	4 1%	4 1%	11 3%	2 *	12 *	15 2%	10 1%	3 *	2 *
Occasionally (less than 1 out 4 issues)	66 2%	7 1%	42 2%	8 2%	9 2%	6 1%	9 2%	10 2%	40 2%	37 5%	18 2%	9 1%	3 *
Not read in past 12 months	3757 96%	524 92%	2209 96%	454 97%	570 97%	469 96%	401 94%	416 96%	2472 96%	697 89%	1117 96%	1034 98%	886 99%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	70 2%	22 1%	48 3%	21 1%	40 3%	6 2%	3 3%	3 *	- -	10 2%	6 1%	3 2%	26 4%	10 2%	-	12 5%
Quite often (at least 1 out of 4 issues)	29 1%	13 1%	17 1%	8 *	20 2%	1 *	1 1%	3 *	1 *	7 2%	5 1%	1 1%	5 1%	5 1%	-	3 1%
Occasionally (less than 1 out of 4 issues)	66 2%	31 1%	35 2%	25 1%	34 3%	6 1%	1 1%	5 1%	2 1%	12 3%	9 1%	-	24 4%	3 1%	2 4%	8 3%
Not read in past 12 months	3757 96%	2022 97%	1735 95%	2104 98%	1146 92%	394 97%	113 96%	787 99%	197 98%	396 93%	780 98%	193 98%	618 92%	474 96%	52 96%	236 91%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	70 2%	50 3%	12 2%	3 *	* *	5 1%	9 2%	12 1%	21 5%	19 2%	9 2%	11 1%	1 *	7 1%	18 4%	5 6%	6 4%	1 4%
Quite often (at least 1 out of 4 issues)	29 1%	20 1%	5 1%	2 *	- -	2 *	6 1%	2 *	9 2%	10 1%	2 *	5 1%	2 *	2 *	10 2%	1 1%	2 2%	- -
Occasionally (less than 1 out of 4 issues)	66 2%	41 3%	9 1%	10 1%	- -	6 1%	12 2%	13 1%	17 4%	17 2%	7 1%	13 2%	7 1%	5 1%	17 4%	3 4%	2 1%	1 2%
Not read in past 12 months	3757 96%	1462 93%	696 96%	807 98%	241 100%	551 98%	498 95%	1606 98%	335 88%	811 95%	508 97%	790 96%	475 98%	526 98%	434 90%	73 89%	132 93%	32 94%

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Private vehicle driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	70 2%	49 2%	5 3%	10 2%	7 1%	13 1%	14 2%	22 3%	10 2%	5 3%	7 1%	-	1 *	1 *	5 1%	14 3%	24 5%	25 2%
Quite often (at least 1 out of 4 issues)	29 1%	21 1%	1 1%	7 1%	1 *	3 *	8 1%	9 1%	7 1%	1 1%	1 *	-	-	6 1%	1 *	12 2%	5 1%	4 *
Occasionally (less than 1 out of 4 issues)	66 2%	49 2%	3 2%	10 2%	4 1%	22 2%	14 2%	12 2%	10 2%	3 2%	4 1%	-	10 2%	2 *	8 2%	10 2%	21 4%	15 1%
Not read in past 12 months	3757 96%	2462 95%	141 94%	571 95%	555 98%	923 96%	768 96%	702 94%	571 95%	141 94%	555 98%	69 100%	489 98%	488 98%	484 97%	463 93%	448 90%	1386 97%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	112 3%	58 3%	55 3%	5 2%	- -	6 1%	6 1%	18 3%	31 6%	46 9%	63 6%	35 3%	9 1%	6 1%	20 1%	14 3%	73 5%	5 2%	8 1%	41 3%	63 4%
Quite often (at least 1 out of 4 issues)	26 1%	13 1%	13 1%	- -	1 *	5 1%	8 1%	4 1%	6 1%	3 *	13 1%	8 1%	4 *	1 *	17 1%	* *	9 1%	1 *	4 1%	8 1%	15 1%
Occasionally (less than 1 out 4 issues)	68 2%	38 2%	30 1%	11 3%	2 *	6 1%	18 2%	7 1%	13 3%	12 2%	36 4%	17 1%	6 1%	9 1%	30 2%	5 1%	20 1%	13 5%	6 1%	28 2%	34 2%
Not read in past 12 months	3716 95%	1809 94%	1908 95%	299 95%	602 100%	634 97%	694 96%	555 95%	454 90%	478 89%	878 89%	1192 95%	834 98%	811 98%	1652 96%	520 96%	1278 93%	252 93%	699 97%	1421 95%	1593 93%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	112 3%	17 3%	42 2%	14 3%	39 7%	3 1%	2 *	8 2%	99 4%	33 4%	44 4%	19 2%	16 2%
Quite often (at least 1 out of 4 issues)	26 1%	7 1%	11 *	6 1%	3 *	2 *	4 1%	5 1%	15 1%	12 2%	6 1%	4 *	4 *
Occasionally (less than 1 out 4 issues)	68 2%	6 1%	41 2%	10 2%	11 2%	4 1%	5 1%	12 3%	46 2%	24 3%	20 2%	14 1%	9 1%
Not read in past 12 months	3716 95%	538 95%	2206 96%	438 94%	535 91%	477 98%	416 97%	407 94%	2417 94%	717 91%	1097 94%	1014 96%	865 97%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	112 3%	72 3%	40 2%	72 3%	35 3%	4 1%	1 1%	22 3%	4 2%	8 2%	20 3%	2 1%	14 2%	26 5%	3 5%	12 5%
Quite often (at least 1 out of 4 issues)	26 1%	16 1%	10 1%	14 1%	9 1%	3 1%	-	2 *	-	6 1%	6 1%	-	6 1%	2 *	-	5 2%
Occasionally (less than 1 out of 4 issues)	68 2%	45 2%	23 1%	45 2%	16 1%	3 1%	3 3%	7 1%	2 1%	11 3%	22 3%	7 4%	12 2%	4 1%	-	2 1%
Not read in past 12 months	3716 95%	1955 94%	1761 96%	2027 94%	1178 95%	397 97%	114 96%	767 96%	195 97%	400 94%	750 94%	188 95%	642 95%	459 93%	52 95%	239 93%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	112 3%	44 3%	21 3%	24 3%	9 4%	13 2%	22 4%	50 3%	8 2%	27 3%	5 1%	25 3%	14 3%	20 4%	10 2%	2 3%	10 7%	2 6%
Quite often (at least 1 out of 4 issues)	26 1%	15 1%	2 *	7 1%	1 *	1 *	2 *	12 1%	5 1%	4 *	3 1%	6 1%	2 *	5 1%	7 1%	1 1%	1 *	1 2%
Occasionally (less than 1 out of 4 issues)	68 2%	32 2%	14 2%	6 1%	2 1%	14 3%	10 2%	35 2%	7 2%	9 1%	7 1%	22 3%	8 2%	9 2%	9 2%	2 2%	3 2%	-
Not read in past 12 months	3716 95%	1483 94%	685 95%	785 95%	229 95%	535 95%	491 94%	1536 94%	361 95%	817 95%	511 97%	766 94%	459 95%	506 94%	454 95%	77 94%	128 90%	31 91%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	112 3%	84 3%	2 1%	20 3%	6 1%	32 3%	22 3%	29 4%	20 3%	2 1%	6 1%	* 1%	4 1%	6 1%	15 3%	32 7%	16 3%	38 3%
Quite often (at least 1 out of 4 issues)	26 1%	22 1%	* *	1 *	3 1%	5 1%	11 1%	5 1%	1 *	* *	3 1%	- -	1 *	7 1%	* *	3 1%	8 2%	7 *
Occasionally (less than 1 out of 4 issues)	68 2%	54 2%	5 3%	8 1%	1 *	22 2%	20 3%	11 1%	8 1%	5 3%	1 *	- -	3 1%	6 1%	5 1%	18 4%	15 3%	22 2%
Not read in past 12 months	3716 95%	2421 94%	142 95%	569 95%	556 98%	902 94%	750 93%	700 94%	569 95%	142 95%	556 98%	69 99%	491 98%	479 96%	479 96%	446 89%	459 92%	1363 95%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Almost always (at least 3 out of 4 issues)	196 5%	106 6%	90 4%	11 3%	15 2%	44 7%	48 7%	32 5%	30 6%	16 3%	99 10%	71 6%	11 1%	14 2%	100 6%	30 6%	55 4%	9 3%	23 3%	61 4%	112 7%
Quite often (at least 1 out of 4 issues)	68 2%	39 2%	29 1%	8 3%	10 2%	16 3%	18 2%	5 1%	10 2%	2 *	39 4%	21 2%	4 *	4 *	43 3%	10 2%	7 1%	8 3%	7 1%	27 2%	35 2%
Occasionally (less than 1 out 4 issues)	95 2%	48 3%	47 2%	10 3%	14 2%	24 4%	19 3%	12 2%	6 1%	9 2%	46 5%	33 3%	9 1%	7 1%	50 3%	12 2%	22 2%	11 4%	9 1%	36 2%	50 3%
Not read in past 12 months	3564 91%	1724 90%	1840 92%	286 91%	565 94%	567 87%	641 88%	534 92%	460 91%	511 95%	805 81%	1128 90%	829 97%	802 97%	1525 89%	489 91%	1295 94%	243 90%	679 95%	1374 92%	1507 88%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Almost always (at least 3 out of 4 issues)	196 5%	44 8%	90 4%	12 2%	50 9%	26 5%	23 5%	21 5%	125 5%	84 11%	68 6%	33 3%	9 1%
Quite often (at least 1 out of 4 issues)	68 2%	20 4%	35 2%	8 2%	4 1%	8 2%	15 3%	2 1%	43 2%	39 5%	15 1%	12 1%	2 *
Occasionally (less than 1 out of 4 issues)	95 2%	14 2%	58 3%	9 2%	14 2%	18 4%	9 2%	10 2%	58 2%	54 7%	20 2%	14 1%	6 1%
Not read in past 12 months	3564 91%	489 86%	2118 92%	439 94%	519 88%	434 89%	380 89%	399 92%	2351 91%	609 77%	1063 91%	992 94%	877 98%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Almost always (at least 3 out of 4 issues)	196 5%	106 5%	89 5%	94 4%	82 7%	19 5%	* *	37 5%	4 2%	20 5%	30 4%	9 4%	57 8%	19 4%	1 3%	19 7%
Quite often (at least 1 out of 4 issues)	68 2%	25 1%	43 2%	30 1%	29 2%	6 2%	3 2%	6 1%	* *	8 2%	10 1%	10 5%	23 3%	5 1%	- -	6 2%
Occasionally (less than 1 out of 4 issues)	95 2%	44 2%	51 3%	48 2%	37 3%	9 2%	1 1%	10 1%	5 2%	17 4%	18 2%	4 2%	27 4%	8 2%	- -	7 3%
Not read in past 12 months	3564 91%	1912 92%	1652 90%	1985 92%	1092 88%	373 91%	114 97%	746 93%	192 96%	380 89%	741 93%	175 89%	567 84%	459 93%	53 97%	227 88%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Almost always (at least 3 out of 4 issues)	196 5%	104 7%	35 5%	34 4%	7 3%	17 3%	34 6%	60 4%	31 8%	51 6%	20 4%	47 6%	15 3%	24 4%	45 9%	3 4%	14 10%	3 10%
Quite often (at least 1 out of 4 issues)	68 2%	39 2%	15 2%	9 1%	1 *	4 1%	6 1%	24 1%	15 4%	14 2%	9 2%	18 2%	5 1%	7 1%	12 3%	2 2%	3 2%	2 5%
Occasionally (less than 1 out of 4 issues)	95 2%	45 3%	23 3%	12 1%	2 1%	12 2%	15 3%	33 2%	24 6%	13 2%	10 2%	21 3%	13 3%	10 2%	21 4%	2 3%	1 1%	-
Not read in past 12 months	3564 91%	1385 88%	650 90%	767 93%	231 96%	531 94%	470 90%	1516 93%	312 82%	780 91%	487 93%	731 89%	450 93%	499 92%	402 84%	74 90%	124 87%	29 85%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Almost always (at least 3 out of 4 issues)	196 5%	152 6%	8 5%	20 3%	15 3%	66 7%	48 6%	36 5%	20 3%	8 5%	15 3%	2 3%	9 2%	9 2%	17 3%	27 5%	81 16%	53 4%
Quite often (at least 1 out of 4 issues)	68 2%	49 2%	3 2%	11 2%	4 1%	26 3%	19 2%	4 1%	11 2%	3 2%	4 1%	-	3 1%	6 1%	3 1%	19 4%	23 5%	14 1%
Occasionally (less than 1 out of 4 issues)	95 2%	70 3%	7 5%	16 3%	2 *	28 3%	21 3%	21 3%	16 3%	7 5%	2 *	-	12 2%	4 1%	8 2%	20 4%	28 6%	22 2%
Not read in past 12 months	3564 91%	2309 90%	132 88%	551 92%	546 96%	842 88%	716 89%	684 92%	551 92%	132 88%	546 96%	67 97%	474 95%	479 96%	471 95%	432 87%	366 73%	1341 94%

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%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	3104	1545	1560	292	510	589	656	491	376	191	912	1045	654	494	1555	468	818	252	368	1132	1603
	79%	81%	78%	92%	84%	90%	90%	84%	75%	35%	92%	83%	77%	60%	91%	87%	59%	93%	51%	76%	94%
No	818	373	445	24	94	63	70	92	128	347	78	207	199	334	163	72	561	19	348	365	101
	21%	19%	22%	8%	16%	10%	10%	16%	25%	64%	8%	17%	23%	40%	9%	13%	41%	7%	49%	24%	6%
Don't know	1	-	1	-	-	-	-	*	-	*	-	*	-	*	-	*	-	-	*	-	*
	*	-	*	-	-	-	-	*	-	*	-	*	-	*	-	*	-	-	*	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	3104 79%	469 83%	1780 77%	377 81%	478 81%	440 90%	406 95%	398 92%	1861 72%	738 94%	1014 87%	864 82%	470 53%
No	818 21%	98 17%	519 23%	91 19%	110 19%	47 10%	21 5%	34 8%	716 28%	48 6%	153 13%	187 18%	424 47%
Don't know	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	*

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	3104	1779	1326	1793	1006	246	60	584	174	368	611	169	607	334	38	211
	79%	85%	72%	83%	81%	60%	51%	73%	87%	87%	76%	85%	90%	68%	70%	82%
No	818	309	508	364	233	162	58	214	27	57	188	29	67	156	16	48
	21%	15%	28%	17%	19%	40%	49%	27%	13%	13%	24%	15%	10%	32%	30%	18%
Don't know	1	-	1	*	*	-	-	*	-	-	-	-	*	-	-	-
	*	-	*	*	*	-	-	*	-	-	-	-	*	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	3104	1290	620	620	179	396	453	1340	331	675	305	715	415	462	426	72	119	28
	79%	82%	86%	75%	74%	70%	86%	82%	87%	79%	58%	87%	86%	86%	89%	88%	84%	81%
No	818	283	103	202	62	167	71	293	51	182	221	104	69	77	54	10	22	6
	21%	18%	14%	25%	26%	30%	14%	18%	13%	21%	42%	13%	14%	14%	11%	12%	16%	19%
Don't know	1	*	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	3104 79%	2237 87%	98 66%	479 80%	270 48%	894 93%	693 86%	594 80%	479 80%	98 66%	270 48%	56 82%	336 67%	357 72%	433 87%	448 90%	465 93%	1065 74%
No	818 21%	343 13%	51 34%	119 20%	297 52%	68 7%	111 14%	151 20%	119 20%	51 34%	297 52%	13 18%	163 33%	141 28%	65 13%	50 10%	34 7%	365 25%
Don't know	1 *	- -	- -	* *	* *	- -	- -	- -	* *	- -	* *	- -	- -	* *	- -	- -	- -	* *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2821	1324	1497	174	381	542	618	442	447	217	900	934	515	472	1359	417	882	151	360	1196	1263
Weighted base	3104	1545	1560	292	510	589	656	491	376	191	912	1045	654	494	1555	468	818	252	368	1132	1603
At least once a week (Net)	2758	1410	1347	285	502	560	587	414	283	126	854	946	548	409	1423	421	651	252	328	1014	1415
	89%	91%	86%	98%	98%	95%	89%	84%	75%	66%	94%	91%	84%	83%	91%	90%	80%	100%	89%	90%	88%
Daily	2078	1092	986	243	418	426	445	292	185	70	690	732	366	290	1067	304	467	234	266	768	1044
	67%	71%	63%	83%	82%	72%	68%	59%	49%	37%	76%	70%	56%	59%	69%	65%	57%	93%	72%	68%	65%
A few times a week	520	258	262	33	62	102	113	95	76	41	141	164	142	74	291	82	133	9	36	188	297
	17%	17%	17%	11%	12%	17%	17%	19%	20%	21%	15%	16%	22%	15%	19%	18%	16%	4%	10%	22%	17%
Once a week	159	60	99	10	22	33	29	28	22	15	23	51	41	45	65	34	51	8	26	59	75
	5%	4%	6%	3%	4%	6%	4%	6%	6%	8%	3%	5%	6%	9%	4%	7%	6%	3%	7%	5%	5%
A few times a month	59	25	33	1	4	7	15	16	14	3	6	21	21	11	36	9	13	-	8	20	31
	2%	2%	2%	*	1%	1%	2%	3%	4%	1%	1%	2%	3%	2%	2%	2%	2%	-	2%	2%	2%
Once a month	47	17	30	2	4	5	11	11	12	2	9	11	19	9	30	2	16	-	7	12	27
	2%	1%	2%	1%	1%	1%	2%	2%	3%	1%	1%	1%	3%	2%	2%	*	2%	-	2%	1%	2%
Every 2-3 months	30	16	14	1	-	3	7	9	5	5	3	14	9	4	14	5	12	-	-	8	22
	1%	1%	1%	*	-	1%	1%	2%	1%	3%	*	1%	1%	1%	1%	1%	1%	-	-	1%	1%
At least once a year	25	5	20	-	-	1	5	7	9	3	5	5	8	8	5	8	12	-	1	6	18
	1%	*	1%	-	-	*	1%	1%	3%	2%	1%	*	1%	2%	*	2%	1%	-	*	1%	1%
Not in past year / Never	185	70	115	2	1	12	31	35	53	51	35	48	50	52	47	24	115	-	24	71	89
	6%	5%	7%	1%	*	2%	5%	7%	14%	27%	4%	5%	8%	11%	3%	5%	14%	-	7%	6%	6%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2821	315	1922	256	328	375	346	275	1825	772	818	739	471
Weighted base	3104	469	1780	377	478	440	406	398	1861	738	1014	864	470
At least once a week (Net)	2758 89%	437 93%	1579 89%	323 86%	419 88%	423 96%	373 92%	343 86%	1619 87%	711 96%	936 92%	759 88%	338 72%
Daily	2078 67%	353 75%	1186 67%	230 61%	309 65%	326 74%	287 71%	253 64%	1211 65%	590 80%	722 71%	549 64%	205 44%
A few times a week	520 17%	51 11%	301 17%	78 21%	91 19%	73 17%	61 15%	74 18%	312 17%	101 14%	171 17%	161 19%	85 18%
Once a week	159 5%	33 7%	92 5%	15 4%	19 4%	23 5%	25 6%	16 4%	95 5%	20 3%	43 4%	49 6%	47 10%
A few times a month	59 2%	11 2%	38 2%	4 1%	6 1%	3 1%	8 2%	7 2%	41 2%	*	20 2%	25 3%	11 2%
Once a month	47 2%	7 2%	28 2%	5 1%	8 2%	4 1%	3 1%	6 2%	35 2%	3 *	12 1%	15 2%	17 4%
Every 2-3 months	30 1%	1 *	12 1%	8 2%	9 2%	9 *	4 1%	3 1%	22 1%	4 1%	6 1%	12 1%	8 2%
At least once a year	25 1%	- -	15 1%	4 1%	6 1%	- -	2 1%	8 2%	15 1%	1 *	7 1%	9 1%	8 2%
Not in past year / Never	185 6%	13 3%	109 6%	33 9%	30 6%	9 2%	17 4%	31 8%	128 7%	17 2%	33 3%	43 5%	88 19%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Unweighted base	2821	1616	1205	1646	917	210	48	524	153	336	582	140	551	294	28	203
Weighted base	3104	1779	1326	1793	1006	246	60	584	174	368	611	169	607	334	38	211
At least once a week (Net)	2758	1573	1184	1570	914	220	54	518	163	331	530	156	564	273	29	186
	89%	88%	89%	88%	91%	90%	90%	89%	94%	90%	87%	93%	93%	82%	75%	88%
Daily	2078	1142	936	1120	736	173	49	396	118	248	386	121	432	198	23	149
	67%	64%	71%	62%	73%	71%	82%	68%	68%	67%	63%	72%	71%	59%	59%	71%
A few times a week	520	335	185	357	132	29	3	95	35	65	102	27	114	52	4	24
	17%	19%	14%	20%	13%	12%	5%	16%	20%	18%	17%	16%	19%	16%	11%	12%
Once a week	159	96	63	94	46	18	2	27	10	17	43	8	17	23	2	12
	5%	5%	5%	5%	5%	7%	3%	5%	6%	5%	7%	5%	3%	7%	4%	6%
A few times a month	59	38	21	40	12	3	4	14	2	4	15	4	11	6	1	3
	2%	2%	2%	2%	1%	1%	7%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Once a month	47	32	15	36	5	6	-	5	4	10	12	-	7	5	-	4
	2%	2%	1%	2%	1%	3%	-	1%	2%	3%	2%	-	1%	2%	-	2%
Every 2-3 months	30	21	10	20	10	1	-	9	-	5	8	1	5	2	-	1
	1%	1%	1%	1%	1%	*	-	2%	-	1%	1%	1%	1%	1%	-	1%
At least once a year	25	12	13	20	5	1	-	3	1	5	4	1	7	3	-	1
	1%	1%	1%	1%	*	*	-	*	1%	1%	1%	1%	1%	1%	-	1%
Not in past year / Never	185	103	82	108	60	14	2	36	4	13	42	7	13	45	9	15
	6%	6%	6%	6%	6%	6%	3%	6%	2%	4%	7%	4%	2%	13%	23%	7%

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2821	1195	527	572	159	368	433	1213	320	597	258	668	378	428	402	79	123	25
Weighted base	3104	1290	620	620	179	396	453	1340	331	675	305	715	415	462	426	72	119	28
At least once a week (Net)	2758	1168	569	524	149	347	394	1177	302	612	274	661	363	396	395	66	106	28
	89%	91%	92%	85%	83%	88%	87%	88%	91%	91%	90%	92%	88%	86%	93%	91%	89%	100%
Daily	2078	857	448	392	117	263	286	834	252	484	222	463	281	269	318	54	81	19
	67%	66%	72%	63%	66%	66%	63%	62%	76%	72%	73%	65%	68%	58%	75%	75%	68%	67%
A few times a week	520	247	92	97	21	64	91	266	40	91	32	163	66	96	63	9	17	8
	17%	19%	15%	16%	12%	16%	20%	20%	12%	14%	10%	23%	16%	21%	15%	12%	15%	29%
Once a week	159	64	29	35	11	20	17	77	9	36	20	34	17	32	14	3	8	1
	5%	5%	5%	6%	6%	5%	4%	6%	3%	5%	7%	5%	4%	7%	3%	4%	6%	4%
A few times a month	59	20	9	12	6	11	9	31	6	6	7	11	12	12	6	1	1	-
	2%	2%	1%	2%	3%	3%	2%	2%	2%	1%	2%	2%	3%	3%	1%	1%	*	-
Once a month	47	18	7	12	5	6	9	26	1	4	6	6	14	11	4	-	-	-
	2%	1%	1%	2%	3%	1%	2%	2%	*	1%	2%	1%	3%	2%	1%	-	-	-
Every 2-3 months	30	18	1	5	3	4	4	15	6	4	1	10	3	7	2	3	3	-
	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	2%	1%	4%	2%	-
At least once a year	25	7	5	8	2	3	11	9	3	2	1	8	4	3	2	2	1	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	*	*	1%	1%	1%	*	2%	1%	-
Not in past year / Never	185	58	29	59	13	25	26	82	14	46	17	19	18	33	17	1	9	-
	6%	5%	5%	10%	7%	6%	6%	6%	4%	7%	5%	3%	4%	7%	4%	1%	8%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2821	2103	86	341	274	827	651	575	341	86	274	50	310	317	383	413	473	925
Weighted base	3104	2237	98	479	270	894	693	594	479	98	270	56	336	357	433	448	465	1065
At least once a week (Net)	2758	2015	94	395	234	820	626	520	395	94	234	49	282	304	379	416	451	925
	89%	90%	95%	82%	87%	92%	90%	87%	82%	95%	87%	86%	84%	85%	88%	93%	97%	87%
Daily	2078	1484	82	314	184	629	453	370	314	82	184	33	216	190	278	316	365	712
	67%	66%	83%	65%	68%	70%	65%	62%	65%	83%	68%	59%	64%	53%	64%	71%	79%	67%
A few times a week	520	423	7	57	29	153	138	120	57	7	29	11	53	84	78	77	75	154
	17%	19%	7%	12%	11%	17%	20%	20%	12%	7%	11%	20%	16%	23%	18%	17%	16%	14%
Once a week	159	108	5	25	21	38	35	30	25	5	21	4	13	30	23	23	11	59
	5%	5%	5%	5%	8%	4%	5%	5%	5%	5%	8%	7%	4%	8%	5%	5%	2%	6%
A few times a month	59	43	-	8	8	13	16	11	8	-	8	2	8	5	12	7	8	19
	2%	2%	-	2%	3%	1%	2%	2%	2%	-	3%	3%	2%	1%	3%	2%	2%	2%
Once a month	47	35	1	5	6	17	9	9	5	1	6	-	3	6	10	2	2	24
	2%	2%	1%	1%	2%	2%	1%	1%	1%	1%	2%	-	1%	2%	2%	*	*	2%
Every 2-3 months	30	27	-	3	-	5	10	12	3	-	-	-	3	4	2	5	3	13
	1%	1%	-	1%	-	1%	1%	2%	1%	-	-	-	1%	1%	*	1%	1%	1%
At least once a year	25	20	-	4	1	5	4	10	4	-	1	2	3	7	7	2	-	7
	1%	1%	-	1%	*	1%	1%	2%	1%	-	*	4%	1%	2%	2%	*	-	1%
Not in past year / Never	185	97	4	64	20	33	28	33	64	4	20	3	36	31	24	17	1	77
	6%	4%	4%	13%	8%	4%	4%	5%	13%	4%	8%	6%	11%	9%	6%	4%	*	7%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2228	1124	1104	178	356	485	583	415	194	17	670	772	470	316	1547	498	4	167	310	888	1028
Weighted base	2545	1339	1206	298	491	515	610	454	164	14	713	885	593	354	1718	540	3	271	331	872	1341
Yes	1677	847	831	236	323	357	409	258	87	7	618	682	245	132	1141	261	-	271	190	548	939
	66%	63%	69%	79%	66%	69%	67%	57%	53%	48%	87%	77%	41%	37%	66%	48%	-	100%	57%	63%	70%
No	868	492	375	62	168	158	200	196	77	7	95	202	348	222	577	279	3	*	141	324	401
	34%	37%	31%	21%	34%	31%	33%	43%	47%	52%	13%	23%	59%	63%	34%	52%	100%	*	43%	37%	30%
Don't know	*	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	*
	*	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2228	259	1525	190	254	305	301	239	1383	648	662	596	307
Weighted base	2545	394	1489	289	374	367	352	352	1474	629	874	714	316
Yes	1677 66%	283 72%	955 64%	181 63%	258 69%	251 68%	240 68%	247 70%	940 64%	552 88%	610 70%	404 57%	104 33%
No	868 34%	110 28%	534 36%	107 37%	116 31%	116 32%	112 32%	106 30%	533 36%	77 12%	264 30%	310 43%	212 67%
Don't know	*	-	*	-	-	-	-	-	*	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2228	1258	970	1243	747	200	38	437	125	308	398	127	450	194	25	157
Weighted base	2545	1446	1099	1395	869	234	48	507	148	348	445	152	516	225	31	168
Yes	1677	942	735	883	624	139	32	303	100	263	269	95	380	141	14	109
	66%	65%	67%	63%	72%	59%	68%	60%	67%	76%	61%	63%	74%	63%	45%	65%
No	868	504	363	512	245	95	15	204	49	84	175	57	136	83	17	59
	34%	35%	33%	37%	28%	41%	32%	40%	33%	24%	39%	37%	26%	37%	55%	35%
Don't know	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	-	*	*	-	-	-	-	-	-	-	-	*	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2228	962	431	421	126	288	318	925	253	494	238	500	305	352	318	63	106	18
Weighted base	2545	1077	526	483	138	321	344	1051	279	590	282	555	350	384	360	63	107	22
Yes	1677 66%	747 69%	364 69%	297 61%	82 59%	188 59%	227 66%	655 62%	208 75%	416 70%	171 61%	376 68%	207 59%	242 63%	279 77%	47 75%	72 68%	17 76%
No	868 34%	330 31%	162 31%	186 39%	56 41%	133 41%	116 34%	396 38%	71 25%	174 30%	111 39%	179 32%	143 41%	142 37%	81 23%	16 25%	34 32%	5 24%
Don't know	*	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2228	1662	77	240	233	735	511	376	240	77	233	40	199	223	318	367	429	692
Weighted base	2545	1839	92	355	239	800	576	417	355	92	239	46	227	271	374	395	432	846
Yes	1677 66%	1239 67%	53 57%	238 67%	137 57%	560 70%	375 65%	287 69%	238 67%	53 57%	137 57%	18 38%	118 52%	138 51%	223 60%	298 75%	384 89%	517 61%
No	868 34%	600 33%	39 43%	117 33%	102 43%	240 30%	201 35%	131 31%	117 33%	39 43%	102 43%	28 62%	109 48%	133 49%	151 40%	97 25%	48 11%	329 39%
Don't know	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	2730	1401	1330	205	380	462	527	440	376	341	808	891	557	474	1276	352	904	187	422	1026	1281
	70%	73%	66%	65%	63%	71%	73%	75%	74%	63%	82%	71%	65%	57%	74%	65%	66%	69%	59%	69%	75%
No	1165	509	656	110	220	188	193	138	124	192	172	358	293	342	431	187	462	80	287	461	415
	30%	27%	33%	35%	36%	29%	27%	24%	25%	36%	17%	29%	34%	41%	25%	35%	34%	30%	40%	31%	24%
Don't know	28	8	20	1	4	1	7	5	5	5	10	4	3	12	10	1	13	4	9	10	9
	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	2%	1%	1%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	2730	422	1523	312	473	315	320	285	1810	660	871	690	495
	70%	74%	66%	67%	80%	65%	75%	66%	70%	84%	75%	66%	55%
No	1165	138	767	153	106	171	106	146	742	124	289	348	393
	30%	24%	33%	33%	18%	35%	25%	34%	29%	16%	25%	33%	44%
Don't know	28	6	10	2	9	1	1	2	25	2	7	13	5
	1%	1%	*	1%	2%	*	*	*	1%	*	1%	1%	1%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	2730	1489	1241	1514	896	258	63	408	110	309	553	133	572	371	34	235
	70%	71%	68%	70%	72%	63%	53%	51%	55%	73%	69%	67%	85%	76%	63%	91%
No	1165	587	577	630	337	144	54	387	88	114	237	64	100	113	20	23
	30%	28%	31%	29%	27%	35%	46%	48%	44%	27%	30%	32%	15%	23%	36%	9%
Don't know	28	11	17	14	7	6	1	4	2	2	9	1	2	7	*	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	*	*	1%	1%	*

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	2730	1248	533	536	134	279	429	1085	320	576	321	612	372	334	387	67	101	27
	70%	79%	74%	65%	56%	49%	82%	66%	84%	67%	61%	75%	77%	62%	81%	82%	72%	80%
No	1165	320	181	274	107	283	94	535	60	276	198	201	112	199	92	14	40	7
	30%	20%	25%	33%	44%	50%	18%	33%	16%	32%	38%	25%	23%	37%	19%	17%	28%	20%
Don't know	28	6	8	12	-	2	1	13	2	5	7	6	*	7	1	1	-	-
	1%	*	1%	1%	-	*	*	1%	*	1%	1%	1%	*	1%	*	1%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	2730 70%	1900 74%	100 67%	392 65%	322 57%	730 76%	584 73%	547 73%	392 65%	100 67%	322 57%	39	291 58%	311 62%	385 77%	391 78%	409 82%	944 66%
No	1165 30%	666 26%	50 33%	202 34%	237 42%	227 24%	216 27%	193 26%	202 34%	50 33%	237 42%	30	206 41%	174 35%	113 23%	102 20%	86 17%	483 34%
Don't know	28 1%	15 1%	* *	4 1%	9 2%	5 *	5 1%	5 1%	4 1%	* *	9 2%	-	2 *	13 3%	-	6 1%	4 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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	1415	753	662	83	171	247	291	263	201	160	480	467	255	213	723	195	413	82	175	513	726
	36%	39%	33%	26%	28%	38%	40%	45%	40%	30%	48%	37%	30%	26%	42%	36%	30%	30%	24%	34%	43%
No	2495	1160	1335	231	429	405	435	317	303	375	507	780	596	613	992	344	962	185	535	981	976
	64%	60%	67%	73%	71%	62%	60%	54%	60%	70%	51%	62%	70%	74%	58%	64%	70%	68%	75%	66%	57%
Don't know	12	5	8	1	3	-	-	3	1	4	3	5	2	2	3	1	4	4	6	3	3
	*	*	*	*	1%	-	-	*	*	1%	*	*	*	*	*	*	*	2%	1%	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	1415 36%	228 40%	708 31%	191 41%	287 49%	177 36%	164 38%	170 39%	904 35%	391 50%	464 40%	319 30%	236 26%
No	2495 64%	337 59%	1584 69%	275 59%	300 51%	310 64%	263 62%	262 61%	1661 64%	392 50%	699 60%	730 69%	655 73%
Don't know	12 *	2 *	8 *	1 *	1 *	- -	- -	- -	12 *	3 *	4 *	2 *	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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	1415	789	626	796	497	103	18	168	53	166	278	76	314	190	27	141
	36%	38%	34%	37%	40%	25%	15%	21%	26%	39%	35%	38%	47%	39%	50%	54%
No	2495	1296	1199	1357	739	303	96	626	146	258	519	122	358	300	28	118
	64%	62%	65%	63%	60%	74%	81%	78%	73%	61%	65%	62%	53%	61%	50%	45%
Don't know	12	3	10	4	3	2	4	4	2	1	2	-	2	1	-	1
	*	*	1%	*	*	*	3%	*	1%	*	*	-	*	*	-	*

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	1415 36%	708 45%	266 37%	248 30%	68 28%	124 22%	249 47%	547 34%	192 50%	305 36%	122 23%	327 40%	194 40%	182 34%	229 48%	41 50%	59 42%	12 34%
No	2495 64%	864 55%	451 62%	570 69%	173 72%	437 78%	274 52%	1084 66%	188 49%	551 64%	399 76%	492 60%	286 59%	357 66%	250 52%	41 50%	83 58%	23 66%
Don't know	12 *	2 *	5 1%	4 *	- -	2 *	2 *	2 *	1 *	2 *	6 1%	- -	4 1%	- -	1 *	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	1415 36%	1044 40%	40 26%	195 33%	136 24%	471 49%	309 38%	251 34%	195 33%	40 26%	136 24%	13 18%	135 27%	159 32%	174 35%	225 45%	279 56%	444 31%
No	2495 64%	1531 59%	107 71%	403 67%	429 76%	488 51%	494 61%	493 66%	403 67%	107 71%	429 76%	57 82%	364 73%	339 68%	323 65%	272 55%	219 44%	979 68%
Don't know	12 *	5 *	3 2%	1 *	3 *	4 *	1 *	1 *	1 *	3 2%	3 *	- -	1 *	1 *	2 *	1 *	1 *	7 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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	520	344	175	50	95	99	113	85	53	25	210	170	71	69	273	75	109	59	76	192	251
	13%	18%	9%	16%	16%	15%	16%	15%	11%	5%	21%	14%	8%	8%	16%	14%	8%	22%	11%	13%	15%
No	3394	1567	1827	265	506	549	612	498	451	513	780	1080	781	753	1441	465	1268	208	633	1303	1454
	87%	82%	91%	84%	84%	84%	84%	85%	89%	95%	79%	86%	92%	91%	84%	86%	92%	77%	88%	87%	85%
Don't know	10	6	3	*	4	3	2	-	1	-	-	3	1	6	3	-	2	4	7	2	-
	*	*	*	*	1%	*	*	-	*	-	-	*	*	1%	*	-	*	2%	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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	520 13%	120 21%	275 12%	53 11%	71 12%	65 13%	49 12%	79 18%	326 13%	235 30%	166 14%	84 8%	34 4%
No	3394 87%	440 78%	2022 88%	415 89%	517 88%	422 87%	378 88%	352 81%	2243 87%	549 70%	1001 86%	962 92%	858 96%
Don't know	10 *	6 1%	3 *	- -	- -	- -	- -	1 *	8 *	3 *	- -	4 *	3 *

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	520 13%	239 11%	280 15%	219 10%	219 18%	77 19%	4 3%	67 8%	12 6%	76 18%	74 9%	28 14%	124 18%	73 15%	4 7%	61 24%
No	3394 87%	1847 88%	1547 84%	1937 90%	1019 82%	324 79%	113 96%	731 92%	189 94%	348 82%	726 91%	170 86%	547 81%	414 84%	50 92%	196 76%
Don't know	10 *	1 *	8 *	1 *	1 *	7 2%	1 1%	- -	- -	- -	- -	- -	3 *	4 1%	1 2%	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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	520 13%	284 18%	132 18%	45 6%	27 11%	31 6%	72 14%	147 9%	101 27%	118 14%	81 15%	108 13%	55 11%	39 7%	116 24%	9 12%	32 22%	7 21%
No	3394 87%	1286 82%	586 81%	776 94%	214 89%	532 94%	451 86%	1486 91%	281 73%	739 86%	438 83%	710 87%	428 88%	501 93%	364 76%	72 88%	110 78%	27 79%
Don't know	10 *	4 *	4 1%	1 *	- -	* *	1 *	- -	- -	1 *	7 1%	- -	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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	520 13%	366 14%	38 25%	71 12%	38 7%	162 17%	97 12%	103 14%	71 12%	38 25%	38 7%	4 5%	58 12%	42 9%	58 12%	84 17%	120 24%	158 11%
No	3394 87%	2212 86%	112 75%	528 88%	521 92%	799 83%	707 88%	642 86%	528 88%	112 75%	521 92%	64 93%	440 88%	452 91%	439 88%	414 83%	379 76%	1270 89%
Don't know	10 *	2 *	- -	- -	7 1%	1 *	- -	- -	- -	- -	7 1%	1 2%	- -	4 1%	2 *	1 *	1 *	3 *

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

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	2507	1315	1192	190	359	442	461	384	347	325	790	834	502	381	1162	350	799	187	383	939	1184
	64%	69%	59%	60%	59%	68%	63%	66%	69%	60%	80%	67%	59%	46%	68%	65%	58%	69%	53%	63%	69%
No	1399	596	803	126	240	209	263	195	156	210	199	415	349	436	551	188	574	80	327	550	520
	36%	31%	40%	40%	40%	32%	36%	33%	31%	39%	20%	33%	41%	53%	32%	35%	42%	29%	46%	37%	30%
Don't know	17	6	11	*	5	-	2	4	2	3	1	4	2	11	5	2	6	4	7	9	1
	*	*	1%	*	1%	-	*	1%	*	1%	*	*	*	1%	*	*	*	2%	1%	1%	*

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

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	2507 64%	407 72%	1388 60%	283 60%	429 73%	304 62%	280 66%	262 61%	1661 64%	629 80%	824 71%	631 60%	413 46%
No	1399 36%	155 27%	905 39%	185 40%	154 26%	181 37%	147 34%	169 39%	902 35%	157 20%	340 29%	410 39%	477 53%
Don't know	17 *	5 1%	7 *	- -	6 1%	2 *	- -	1 *	14 1%	1 *	3 *	10 1%	4 *

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

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	2507	1339	1168	1367	842	240	58	388	112	280	498	124	530	331	36	202
	64%	64%	64%	63%	68%	59%	49%	49%	56%	66%	62%	63%	79%	68%	65%	78%
No	1399	743	656	785	392	163	59	408	88	142	296	74	143	154	19	57
	36%	36%	36%	36%	32%	40%	50%	51%	44%	34%	37%	37%	21%	31%	35%	22%
Don't know	17	6	11	6	5	5	1	2	-	2	6	-	1	6	-	1
	*	*	1%	*	*	1%	*	*	-	*	1%	-	*	1%	-	*

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

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	2507 64%	1129 72%	505 70%	495 60%	126 52%	252 45%	372 71%	995 61%	293 77%	550 64%	298 57%	558 68%	327 68%	320 59%	372 78%	59 72%	94 66%	27 78%
No	1399 36%	444 28%	212 29%	321 39%	114 47%	308 55%	150 29%	634 39%	89 23%	303 35%	222 42%	259 32%	156 32%	217 40%	107 22%	23 28%	47 33%	7 22%
Don't know	17 *	1 *	5 1%	6 1%	1 *	4 1%	2 *	4 *	- -	5 1%	6 1%	2 *	1 *	3 *	* *	- -	* *	- -

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

E17. In the last 12 months have you... - Read an article in a general magazine or newspaper about environmental issues?

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	2507 64%	1757 68%	101 68%	352 59%	281 50%	667 69%	551 69%	509 68%	352 59%	101 68%	281 50%	30 43%	254 51%	311 62%	342 69%	374 75%	415 83%	812 57%
No	1399 36%	818 32%	48 32%	242 40%	279 49%	292 30%	251 31%	234 31%	242 40%	48 32%	279 49%	40 57%	243 49%	183 37%	154 31%	125 25%	83 17%	611 43%
Don't know	17 *	6 *	* *	4 1%	7 1%	2 *	2 *	2 *	4 1%	* *	7 1%	- -	2 *	4 1%	3 1%	- -	1 *	7 1%

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

	Sex		Age							Social Grade				Occupation			Car in household					
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more	
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357	
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705	
Yes	2366	1179	1187	184	343	434	482	385	304	235	763	798	442	362	1138	328	708	180	347	903	1115	
	60%	61%	59%	58%	57%	67%	66%	66%	60%	44%	77%	64%	52%	44%	66%	61%	51%	67%	48%	60%	65%	
No	1549	734	814	131	260	218	243	196	200	301	223	450	411	465	577	212	666	90	369	589	587	
	39%	38%	41%	42%	43%	33%	33%	34%	40%	56%	23%	36%	48%	56%	34%	39%	48%	33%	52%	39%	34%	
Don't know	8	4	4	*	1	-	1	2	2	2	4	4	-	1	3	-	5	*	1	5	2	
	*	*	*	*	*	-	*	*	*	*	*	*	-	*	*	-	*	*	*	*	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	2366 60%	410 72%	1291 56%	272 58%	394 67%	308 63%	290 68%	268 62%	1500 58%	626 80%	767 66%	585 56%	376 42%
No	1549 39%	157 28%	1005 44%	195 42%	192 33%	178 37%	135 32%	165 38%	1070 42%	160 20%	398 34%	464 44%	516 58%
Don't know	8 *	* *	5 *	1 *	2 *	- -	1 *	- -	7 *	1 *	2 *	2 *	2 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	2366	1235	1131	1276	808	243	40	300	101	286	448	122	551	313	32	209
	60%	59%	62%	59%	65%	60%	34%	38%	50%	67%	56%	61%	82%	64%	59%	81%
No	1549	846	703	875	431	165	78	498	100	138	350	76	121	174	22	50
	39%	41%	38%	41%	35%	40%	66%	62%	50%	33%	44%	39%	18%	35%	41%	19%
Don't know	8	7	1	7	1	-	*	-	-	-	1	-	2	4	-	1
	*	*	*	*	*	-	*	-	-	-	*	-	*	1%	-	*

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	2366 60%	1143 73%	466 64%	444 54%	100 41%	213 38%	384 73%	892 55%	310 81%	498 58%	283 54%	544 66%	310 64%	272 50%	355 74%	61 74%	89 63%	24 69%
No	1549 39%	426 27%	255 35%	378 46%	141 59%	349 62%	141 27%	734 45%	71 19%	360 42%	243 46%	271 33%	173 36%	268 50%	124 26%	21 26%	52 37%	11 31%
Don't know	8 *	4 *	2 *	* *	- -	1 *	- -	7 *	1 *	* *	* *	3 *	1 *	1 *	1 *	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	2366 60%	1655 64%	100 67%	345 58%	247 44%	654 68%	490 61%	477 64%	345 58%	100 67%	247 44%	34 49%	236 47%	265 53%	318 64%	366 73%	393 79%	788 55%
No	1549 39%	920 36%	50 33%	252 42%	319 56%	306 32%	313 39%	265 36%	252 42%	50 33%	319 56%	35 51%	262 52%	233 47%	180 36%	131 26%	104 21%	639 45%
Don't know	8 *	6 *	- -	2 *	1 *	2 *	1 *	3 *	2 *	- -	1 *	- -	1 *	- -	- -	2 *	2 *	4 *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes	848	493	355	93	150	189	209	123	65	20	344	293	131	80	480	105	158	104	97	293	458
	22%	26%	18%	29%	25%	29%	29%	21%	13%	4%	35%	23%	15%	10%	28%	19%	11%	38%	14%	20%	27%
No	3065	1419	1646	222	447	461	517	460	440	518	645	956	722	742	1238	435	1216	163	614	1204	1244
	78%	74%	82%	71%	74%	71%	71%	79%	87%	96%	65%	76%	85%	90%	72%	81%	88%	60%	86%	80%	73%
Don't know	9	5	5	*	8	1	-	*	-	*	-	4	-	6	*	-	5	4	6	1	3
	*	*	*	*	1%	*	-	*	-	*	-	*	-	1%	*	-	*	2%	1%	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes	848 22%	159 28%	459 20%	85 18%	146 25%	109 22%	141 33%	111 26%	487 19%	331 42%	288 25%	174 17%	51 6%
No	3065 78%	402 71%	1838 80%	383 82%	442 75%	377 77%	285 67%	321 74%	2082 81%	452 57%	878 75%	872 83%	842 94%
Don't know	9 *	6 1%	3 *	- -	- -	1 *	1 *	- -	8 *	3 *	1 *	4 *	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes	848	421	427	438	317	84	9	79	19	95	124	63	271	89	7	100
	22%	20%	23%	20%	26%	20%	8%	10%	9%	22%	16%	32%	40%	18%	12%	38%
No	3065	1665	1400	1718	918	321	108	718	182	329	674	135	401	398	48	159
	78%	80%	76%	80%	74%	79%	92%	90%	91%	77%	84%	68%	59%	81%	88%	62%
Don't know	9	1	8	1	4	4	1	2	-	*	1	-	2	4	-	-
	*	*	*	*	*	1%	*	*	-	*	*	-	*	1%	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes	848 22%	464 30%	193 27%	103 13%	22 9%	65 12%	147 28%	291 18%	148 39%	169 20%	93 18%	198 24%	125 26%	79 15%	176 37%	19 23%	31 22%	12 36%
No	3065 78%	1108 70%	525 73%	716 87%	219 91%	497 88%	377 72%	1341 82%	233 61%	685 80%	429 81%	620 76%	359 74%	461 85%	304 63%	63 77%	109 77%	22 64%
Don't know	9 *	1 *	4 1%	2 *	- -	2 *	- -	1 *	- -	4 *	5 1%	1 *	* *	- -	- -	- -	2 2%	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes	848 22%	640 25%	32 21%	105 18%	65 12%	277 29%	193 24%	154 21%	105 18%	32 21%	65 12%	16 24%	72 14%	77 15%	122 25%	156 31%	171 34%	251 18%
No	3065 78%	1937 75%	117 78%	494 82%	496 88%	685 71%	609 76%	590 79%	494 82%	117 78%	496 88%	53 76%	427 86%	414 83%	376 75%	343 69%	328 66%	1178 82%
Don't know	9 *	3 *	1 *	- -	5 1%	- -	3 *	1 *	- -	1 *	5 1%	- -	* *	7 1%	- -	- -	- -	2 *

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 70%	1415 36%	520 13%	2507 64%	2366 60%	848 22%
No	1165 30%	2495 64%	3394 87%	1399 36%	1549 39%	3065 78%
Don't know	28 1%	12 *	10 *	17 *	8 *	9 *

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Change job	439 11%	261 14%	179 9%	45 14%	136 23%	103 16%	94 13%	51 9%	8 2%	1 *	132 13%	135 11%	105 12%	68 8%	282 16%	91 17%	48 3%	16 6%	69 10%	130 9%	240 14%
Purchase/Sell a house/flat	147 4%	70 4%	78 4%	9 3%	36 6%	43 7%	27 4%	16 3%	14 3%	3 1%	41 4%	48 4%	35 4%	23 3%	82 5%	28 5%	30 2%	6 2%	9 1%	59 4%	80 5%
Birth/adoption of your second or subsequent child	100 3%	46 2%	54 3%	4 1%	32 5%	50 8%	13 2%	1 *	- -	- -	26 3%	23 2%	20 2%	31 4%	46 3%	22 4%	31 2%	1 *	20 3%	38 3%	43 3%
Move in with partner	91 2%	48 2%	43 2%	9 3%	55 9%	15 2%	11 2%	1 *	- *	- *	16 2%	23 2%	30 3%	22 3%	55 3%	10 2%	23 2%	3 1%	31 4%	26 2%	34 2%
Start university	90 2%	39 2%	51 3%	46 14%	27 4%	12 2%	4 1%	- *	* *	1 *	27 3%	36 3%	10 1%	16 2%	9 1%	8 1%	3 *	67 25%	23 3%	24 2%	43 2%
Move out of parental home	81 2%	45 2%	36 2%	28 9%	34 6%	13 2%	2 *	3 1%	* *	- -	13 1%	26 2%	20 2%	22 3%	44 3%	10 2%	8 1%	18 7%	30 4%	22 1%	29 2%
Finish school	80 2%	28 1%	52 3%	71 22%	4 1%	5 1%	1 *	- -	- -	- -	22 2%	30 2%	13 2%	15 2%	18 1%	10 2%	5 *	47 17%	16 2%	17 1%	48 3%
Birth/adoption of your first child	78 2%	36 2%	42 2%	8 3%	30 5%	33 5%	7 1%	- -	- -	- -	22 2%	20 2%	14 2%	22 3%	44 3%	13 2%	19 1%	2 1%	16 2%	31 2%	31 2%
Start first job	75 2%	29 2%	46 2%	55 17%	12 2%	7 1%	1 *	- -	- -	- -	17 2%	19 2%	21 2%	18 2%	26 1%	13 2%	4 *	32 12%	13 2%	17 1%	45 3%
Enter retirement	72 2%	40 2%	32 2%	- -	- -	2 *	1 *	23 4%	41 8%	6 1%	19 2%	27 2%	10 1%	16 2%	1 *	7 1%	65 5%	- -	4 1%	33 2%	35 2%
Child goes to university	67 2%	34 2%	33 2%	- -	- -	4 1%	30 4%	26 5%	6 1%	- -	28 3%	19 1%	10 1%	10 1%	41 2%	15 3%	9 1%	- -	1 *	17 1%	48 3%
Child leaves home	65 2%	25 1%	40 2%	- -	* *	4 1%	23 3%	33 6%	4 1%	1 *	16 2%	17 1%	13 1%	19 2%	35 2%	6 1%	24 2%	- -	8 1%	26 2%	32 2%
Divorce/Separate from long-term partner	56 1%	25 1%	31 2%	3 1%	10 2%	12 2%	17 2%	9 1%	5 1%	- -	7 1%	26 2%	7 1%	16 2%	26 2%	6 1%	20 1%	5 2%	12 2%	31 2%	12 1%
None of these	2787 71%	1340 70%	1447 72%	122 39%	322 53%	401 62%	533 73%	454 78%	427 85%	528 98%	688 69%	881 70%	621 73%	598 72%	1154 67%	360 67%	1141 83%	124 46%	523 73%	1129 75%	1132 66%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Change job	439 11%	89 16%	251 11%	47 10%	53 9%	80 17%	57 13%	48 11%	253 10%	129 16%	144 12%	134 13%	31 3%
Purchase/Sell a house/flat	147 4%	12 2%	96 4%	18 4%	22 4%	36 7%	20 5%	5 1%	86 3%	33 4%	51 4%	47 5%	14 2%
Birth/adoption of your second or subsequent child	100 3%	15 3%	53 2%	13 3%	18 3%	75 15%	4 1%	-	21 1%	30 4%	19 2%	34 3%	16 2%
Move in with partner	91 2%	24 4%	60 3%	7 2%	1 *	11 2%	8 2%	10 2%	62 2%	26 3%	28 2%	25 2%	13 1%
Start university	90 2%	27 5%	50 2%	4 1%	8 1%	8 2%	11 2%	12 3%	58 2%	29 4%	48 4%	13 1%	-
Move out of parental home	81 2%	23 4%	47 2%	6 1%	6 1%	17 4%	4 1%	1 *	59 2%	13 2%	39 3%	22 2%	7 1%
Finish school	80 2%	13 2%	39 2%	4 1%	24 4%	7 1%	17 4%	15 3%	42 2%	16 2%	20 2%	36 3%	8 1%
Birth/adoption of your first child	78 2%	16 3%	50 2%	6 1%	6 1%	51 11%	-	-	27 1%	31 4%	27 2%	16 2%	4 *
Start first job	75 2%	4 1%	49 2%	6 1%	16 3%	6 1%	5 1%	14 3%	50 2%	12 2%	19 2%	36 3%	7 1%
Enter retirement	72 2%	14 2%	42 2%	5 1%	11 2%	1 *	1 *	3 1%	67 3%	12 2%	28 2%	9 1%	22 3%
Child goes to university	67 2%	18 3%	38 2%	1 *	9 2%	1 *	16 4%	15 3%	36 1%	18 2%	31 3%	10 1%	7 1%
Child leaves home	65 2%	9 2%	44 2%	6 1%	7 1%	2 *	4 1%	11 2%	49 2%	10 1%	21 2%	19 2%	16 2%
Divorce/Separate from long-term partner	56 1%	8 1%	39 2%	5 1%	3 1%	9 2%	7 2%	5 1%	35 1%	8 1%	16 1%	20 2%	11 1%
None of these	2787 71%	360 64%	1621 70%	364 78%	442 75%	255 52%	304 71%	316 73%	1912 74%	492 63%	788 68%	724 69%	762 85%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Change job	439 11%	234 11%	205 11%	233 11%	151 12%	49 12%	7 6%	83 10%	42 21%	51 12%	80 10%	18 9%	105 16%	25 5%	8 15%	28 11%
Purchase/Sell a house/flat	147 4%	102 5%	45 2%	90 4%	49 4%	7 2%	1 1%	32 4%	11 5%	11 3%	33 4%	8 4%	31 5%	9 2%	1 2%	12 5%
Birth/adoption of your second or subsequent child	100 3%	57 3%	43 2%	68 3%	22 2%	10 2%	- -	20 2%	3 2%	16 4%	12 1%	9 4%	28 4%	7 1%	- -	6 2%
Move in with partner	91 2%	36 2%	56 3%	39 2%	31 3%	20 5%	1 1%	24 3%	9 5%	10 2%	13 2%	4 2%	23 3%	4 1%	1 2%	3 1%
Start university	90 2%	35 2%	54 3%	23 1%	40 3%	22 5%	5 4%	17 2%	3 2%	12 3%	16 2%	9 5%	15 2%	11 2%	- -	6 2%
Move out of parental home	81 2%	33 2%	48 3%	34 2%	23 2%	18 4%	6 5%	23 3%	3 2%	11 3%	10 1%	7 4%	18 3%	4 1%	1 2%	2 1%
Finish school	80 2%	24 1%	56 3%	22 1%	40 3%	17 4%	2 2%	28 4%	2 1%	11 3%	9 1%	7 3%	9 1%	1 *	3 5%	9 3%
Birth/adoption of your first child	78 2%	47 2%	31 2%	43 2%	21 2%	14 4%	* *	14 2%	5 3%	13 3%	19 2%	6 3%	15 2%	1 *	1 2%	3 1%
Start first job	75 2%	33 2%	42 2%	25 1%	40 3%	7 2%	3 2%	30 4%	6 3%	9 2%	8 1%	8 4%	6 1%	4 1%	1 2%	1 *
Enter retirement	72 2%	46 2%	26 1%	44 2%	26 2%	2 *	* *	17 2%	4 2%	5 1%	22 3%	5 3%	9 1%	8 2%	- -	2 1%
Child goes to university	67 2%	43 2%	24 1%	48 2%	18 1%	1 *	- -	2 *	2 1%	4 1%	10 1%	13 7%	18 3%	7 1%	2 4%	8 3%
Child leaves home	65 2%	34 2%	32 2%	34 2%	24 2%	5 1%	3 2%	7 1%	3 1%	7 2%	17 2%	7 3%	12 2%	9 2%	- -	5 2%
Divorce/Separate from long-term partner	56 1%	34 2%	22 1%	32 1%	16 1%	7 2%	1 1%	8 1%	4 2%	9 2%	11 1%	3 2%	9 1%	7 1%	- -	3 1%
None of these	2787 71%	1489 71%	1298 71%	1563 72%	857 69%	268 66%	98 83%	569 71%	120 60%	282 66%	589 74%	123 62%	453 67%	404 82%	41 75%	187 72%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Change job	439 11%	189 12%	105 15%	56 7%	15 6%	74 13%	55 10%	178 11%	49 13%	102 12%	55 11%	103 13%	58 12%	49 9%	76 16%	9 11%	19 13%	-
Purchase/Sell a house/flat	147 4%	59 4%	32 4%	27 3%	10 4%	18 3%	22 4%	68 4%	16 4%	33 4%	8 2%	31 4%	24 5%	27 5%	25 5%	4 5%	8 6%	1 3%
Birth/adoption of your second or subsequent child	100 3%	44 3%	22 3%	15 2%	6 3%	12 2%	15 3%	53 3%	9 2%	13 2%	10 2%	27 3%	14 3%	17 3%	8 2%	2 2%	2 1%	-
Move in with partner	91 2%	39 2%	21 3%	16 2%	5 2%	11 2%	14 3%	24 1%	11 3%	20 2%	21 4%	17 2%	7 1%	7 1%	11 2%	2 2%	4 3%	2 4%
Start university	90 2%	27 2%	25 3%	22 3%	9 4%	6 1%	6 1%	17 1%	8 2%	32 4%	27 5%	13 2%	5 *	1 1%	17 4%	-	1 *	2 6%
Move out of parental home	81 2%	30 2%	20 3%	13 2%	9 4%	9 2%	7 1%	27 2%	2 *	21 2%	24 5%	17 2%	4 1%	8 1%	8 2%	1 1%	2 2%	-
Finish school	80 2%	16 1%	32 4%	4 *	6 3%	23 4%	4 1%	18 1%	7 2%	33 4%	19 4%	9 1%	-	1 *	4 1%	-	-	-
Birth/adoption of your first child	78 2%	32 2%	20 3%	10 1%	4 2%	13 2%	9 2%	33 2%	7 2%	13 2%	15 3%	12 1%	11 2%	15 3%	11 2%	1 1%	1 1%	1 3%
Start first job	75 2%	16 1%	33 5%	6 1%	5 2%	16 3%	1 *	24 1%	6 2%	34 4%	10 2%	10 1%	5 1%	-	4 1%	-	1 1%	-
Enter retirement	72 2%	34 2%	8 1%	12 1%	10 4%	9 2%	7 1%	36 2%	4 1%	22 3%	2 *	19 2%	11 2%	9 2%	15 3%	4 5%	1 *	-
Child goes to university	67 2%	37 2%	18 2%	7 1%	1 *	4 1%	20 4%	28 2%	6 2%	12 1%	1 *	33 4%	8 2%	4 1%	6 1%	1 1%	2 2%	1 2%
Child leaves home	65 2%	27 2%	15 2%	9 1%	8 3%	7 1%	11 2%	23 1%	2 *	22 3%	8 1%	13 2%	6 1%	7 1%	10 2%	3 3%	3 2%	1 1%
Divorce/Separate from long-term partner	56 1%	25 2%	14 2%	7 1%	2 1%	8 1%	8 1%	25 2%	5 1%	10 1%	8 2%	14 2%	8 2%	9 2%	4 1%	2 3%	3 2%	1 1%
None of these	2787 71%	1119 71%	448 62%	651 79%	170 70%	399 71%	377 72%	1186 73%	273 72%	583 68%	367 70%	566 69%	351 73%	405 75%	326 68%	60 73%	101 71%	29 85%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Change job	439 11%	314 12%	32 21%	55 9%	38 7%	150 16%	91 11%	64 9%	55 9%	32 21%	38 7%	8 12%	54 11%	46 9%	68 14%	68 14%	83 17%	120 8%
Purchase/Sell a house/flat	147 4%	120 5%	2 2%	16 3%	7 1%	62 6%	33 4%	18 2%	16 3%	2 2%	7 1%	7 10%	12 2%	20 4%	15 3%	31 6%	34 7%	36 2%
Birth/adoption of your second or subsequent child	100 3%	70 3%	3 2%	9 2%	17 3%	33 3%	17 2%	19 3%	9 2%	3 2%	17 3%	2 3%	19 4%	15 3%	16 3%	14 3%	14 3%	23 2%
Move in with partner	91 2%	50 2%	15 10%	9 1%	17 3%	22 2%	14 2%	12 2%	9 1%	15 10%	17 3%	2 3%	13 3%	13 3%	10 2%	18 4%	14 3%	24 2%
Start university	90 2%	40 2%	4 3%	24 4%	19 3%	11 1%	11 1%	15 2%	24 4%	4 3%	19 3%	4 5%	14 3%	13 3%	7 1%	13 3%	9 2%	33 2%
Move out of parental home	81 2%	40 2%	3 2%	9 1%	27 5%	18 2%	10 1%	12 2%	9 1%	3 2%	27 5%	-	13 3%	15 3%	14 3%	10 2%	9 2%	18 1%
Finish school	80 2%	14 1%	2 1%	50 8%	14 3%	3 *	3 *	7 1%	50 8%	2 1%	14 3%	1 1%	9 2%	8 2%	14 3%	7 1%	2 *	41 3%
Birth/adoption of your first child	78 2%	53 2%	-	7 1%	16 3%	21 2%	13 2%	16 2%	7 1%	-	16 3%	3 5%	10 2%	11 2%	17 3%	8 2%	22 4%	12 1%
Start first job	75 2%	20 1%	3 2%	40 7%	9 2%	4 *	5 1%	8 1%	40 7%	3 2%	9 2%	4 5%	11 2%	7 1%	12 2%	3 1%	2 *	40 3%
Enter retirement	72 2%	58 2%	2 1%	10 2%	2 *	10 1%	20 3%	27 4%	10 2%	2 1%	2 *	1 2%	12 2%	14 3%	13 3%	7 1%	7 1%	19 1%
Child goes to university	67 2%	56 2%	1 1%	10 2%	* *	32 3%	14 2%	10 1%	10 2%	1 1%	* *	-	6 1%	4 1%	11 2%	16 3%	18 4%	12 1%
Child leaves home	65 2%	43 2%	* *	15 2%	7 1%	15 2%	17 2%	10 1%	15 2%	* *	7 1%	1 1%	21 4%	8 2%	6 1%	12 2%	9 2%	8 1%
Divorce/Separate from long-term partner	56 1%	40 2%	5 4%	4 1%	7 1%	21 2%	6 1%	12 2%	4 1%	5 4%	7 1%	2 2%	9 2%	11 2%	3 1%	6 1%	10 2%	17 1%

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
None of these	2787 71%	1838 71%	90 60%	408 68%	432 76%	650 68%	591 74%	556 75%	408 68%	90 60%	432 76%	41 59%	335 67%	364 73%	342 69%	333 67%	313 63%	1100 77%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
1-2 (Net)	1921	942	979	42	250	172	204	333	419	500	453	631	409	427	731	164	978	37	459	880	580
	49%	49%	49%	13%	41%	26%	28%	57%	83%	93%	46%	50%	48%	52%	43%	30%	71%	14%	64%	59%	34%
1	529	245	284	9	47	51	59	78	89	197	98	167	88	176	164	32	323	7	246	258	24
	13%	13%	14%	3%	8%	8%	8%	13%	18%	37%	10%	13%	10%	21%	10%	6%	23%	3%	34%	17%	1%
2	1392	697	696	33	204	121	146	255	330	303	355	464	321	251	567	132	655	30	212	622	556
	35%	36%	35%	11%	34%	19%	20%	44%	65%	56%	36%	37%	38%	30%	33%	24%	47%	11%	30%	42%	33%
3-4 (Net)	1551	751	801	188	249	390	403	213	76	33	438	498	320	296	793	302	313	140	188	487	876
	40%	39%	40%	60%	41%	60%	56%	36%	15%	6%	44%	40%	37%	36%	46%	56%	23%	52%	26%	33%	51%
3	773	378	396	71	144	173	162	139	57	28	219	231	148	176	402	139	178	52	107	256	411
	20%	20%	20%	23%	24%	27%	22%	24%	11%	5%	22%	18%	17%	21%	23%	26%	13%	19%	15%	17%	24%
4	778	373	405	117	105	217	241	74	19	5	220	267	171	120	392	162	135	89	82	231	465
	20%	19%	20%	37%	17%	33%	33%	13%	4%	1%	22%	21%	20%	14%	23%	30%	10%	33%	11%	15%	27%
5-6 (Net)	408	201	207	72	88	86	112	36	10	5	97	109	111	90	180	70	80	79	58	123	225
	10%	10%	10%	23%	15%	13%	15%	6%	2%	1%	10%	9%	13%	11%	10%	13%	6%	29%	8%	8%	13%
5	284	141	143	52	48	64	86	25	10	1	80	68	65	71	127	43	69	46	29	95	158
	7%	7%	7%	17%	8%	10%	12%	4%	2%	*	8%	5%	8%	9%	7%	8%	5%	17%	4%	6%	9%
6	124	60	64	20	41	22	26	11	-	4	17	41	46	19	53	27	11	33	28	29	67
	3%	3%	3%	6%	7%	3%	4%	2%	-	1%	2%	3%	5%	2%	3%	5%	1%	12%	4%	2%	4%
6+ (Net)	43	24	18	14	17	3	7	2	-	-	1	15	12	15	14	5	8	15	12	7	23
	1%	1%	1%	4%	3%	*	1%	*	-	-	*	1%	1%	2%	1%	1%	1%	6%	2%	*	1%
7	28	11	17	12	5	3	6	2	-	-	*	15	3	10	7	5	6	10	10	5	13
	1%	1%	1%	4%	1%	*	1%	*	-	-	*	1%	*	1%	*	1%	*	4%	1%	*	1%
8	11	11	-	-	11	-	1	-	-	-	1	-	9	2	7	-	2	3	2	-	10
	*	1%	-	-	2%	-	*	-	-	-	*	-	1%	*	*	-	*	1%	*	-	1%
9	3	2	1	2	1	-	-	-	-	-	-	-	-	3	-	-	1	2	1	2	-
	*	*	*	1%	*	-	-	-	-	-	-	-	-	*	-	-	*	1%	*	*	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
1-2 (Net)	1921	255	1107	242	316	31	20	26	1844	326	518	485	580
	49%	45%	48%	52%	54%	6%	5%	6%	72%	41%	44%	46%	65%
1	529	88	322	56	62	-	-	-	529	82	115	128	201
	13%	16%	14%	12%	11%	-	-	-	21%	10%	10%	12%	22%
2	1392	167	785	186	253	31	20	26	1315	243	403	356	380
	35%	30%	34%	40%	43%	6%	5%	6%	51%	31%	35%	34%	42%
3-4 (Net)	1551	242	909	176	224	327	300	313	611	377	500	424	245
	40%	43%	40%	38%	38%	67%	70%	72%	24%	48%	43%	40%	27%
3	773	117	461	87	109	152	90	130	402	187	229	217	136
	20%	21%	20%	19%	19%	31%	21%	30%	16%	24%	20%	21%	15%
4	778	125	449	89	114	175	211	183	209	190	271	207	110
	20%	22%	20%	19%	19%	36%	49%	42%	8%	24%	23%	20%	12%
5-6 (Net)	408	70	249	41	49	104	103	91	110	82	134	126	59
	10%	12%	11%	9%	8%	21%	24%	21%	4%	10%	11%	12%	7%
5	284	54	173	29	29	70	79	60	76	54	85	90	48
	7%	10%	8%	6%	5%	14%	18%	14%	3%	7%	7%	9%	5%
6	124	15	77	12	20	34	24	31	34	27	49	37	11
	3%	3%	3%	3%	3%	7%	6%	7%	1%	3%	4%	3%	1%
6+ (Net)	43	-	34	8	-	25	4	2	12	2	15	16	9
	1%	-	1%	2%	-	5%	1%	*	*	*	1%	2%	1%
7	28	-	27	1	-	11	3	2	12	*	12	10	6
	1%	-	1%	*	-	2%	1%	*	*	*	1%	1%	1%
8	11	-	4	7	-	11	1	-	-	1	3	6	2
	*	-	*	2%	-	2%	*	-	-	*	*	1%	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
9	3 *	-	3 *	-	-	3 1%	-	-	-	1 *	-	-	2 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
1-2 (Net)	1921	990	930	1043	569	238	71	400	77	156	455	77	279	308	23	128
	49%	47%	51%	48%	46%	58%	60%	50%	38%	37%	57%	39%	41%	63%	42%	49%
1	529	217	312	230	165	99	35	128	20	38	120	20	55	95	6	38
	13%	10%	17%	11%	13%	24%	30%	16%	10%	9%	15%	10%	8%	19%	11%	15%
2	1392	774	618	813	404	140	36	272	56	119	334	57	223	213	17	90
	35%	37%	34%	38%	33%	34%	30%	34%	28%	28%	42%	29%	33%	43%	31%	35%
3-4 (Net)	1551	871	681	887	510	121	33	304	94	212	266	97	303	145	21	104
	40%	42%	37%	41%	41%	30%	28%	38%	47%	50%	33%	49%	45%	30%	39%	40%
3	773	437	337	428	264	64	18	156	47	117	130	36	150	75	9	50
	20%	21%	18%	20%	21%	16%	15%	20%	23%	28%	16%	18%	22%	15%	16%	19%
4	778	434	344	460	246	57	15	149	47	95	135	60	153	70	13	54
	20%	21%	19%	21%	20%	14%	13%	19%	24%	22%	17%	31%	23%	14%	23%	21%
5-6 (Net)	408	220	188	206	148	43	12	84	24	52	77	24	83	35	8	20
	10%	11%	10%	10%	12%	10%	10%	10%	12%	12%	10%	12%	12%	7%	15%	8%
5	284	148	137	146	108	28	3	57	18	38	51	21	52	21	8	17
	7%	7%	7%	7%	9%	7%	2%	7%	9%	9%	6%	11%	8%	4%	15%	6%
6	124	72	52	60	40	14	9	27	6	14	25	3	31	14	-	3
	3%	3%	3%	3%	3%	3%	8%	3%	3%	3%	3%	1%	5%	3%	-	1%
6+ (Net)	43	7	36	22	12	6	3	10	6	4	2	-	9	3	2	7
	1%	*	2%	1%	1%	1%	3%	1%	3%	1%	*	-	1%	1%	4%	3%
7	28	3	25	10	10	5	3	5	-	4	2	-	9	2	2	5
	1%	*	1%	*	1%	1%	3%	1%	-	1%	*	-	1%	*	4%	2%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more	
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
8	11 *	3 *	8 *	10 *	2 *	- -	- -	6 1%	6 3%	- -	- -	- -	- -	- -	- -	- -
9	3 *	- -	3 *	2 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	2 1%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
1-2 (Net)	1921	717	317	474	117	295	251	792	179	391	309	396	235	249	232	39	68	20
	49%	46%	44%	58%	49%	52%	48%	48%	47%	46%	59%	48%	49%	46%	48%	48%	48%	60%
1	529	195	77	116	37	104	46	184	35	130	134	69	47	62	53	12	22	5
	13%	12%	11%	14%	15%	18%	9%	11%	9%	15%	25%	8%	10%	11%	11%	15%	15%	14%
2	1392	522	240	358	81	191	205	608	144	261	175	327	189	187	179	27	46	16
	35%	33%	33%	44%	33%	34%	39%	37%	38%	30%	33%	40%	39%	35%	37%	33%	33%	46%
3-4 (Net)	1551	664	307	295	86	199	238	649	173	337	154	319	208	242	202	41	61	11
	40%	42%	43%	36%	36%	35%	45%	40%	45%	39%	29%	39%	43%	45%	42%	50%	43%	31%
3	773	324	154	146	43	107	122	306	84	180	82	138	101	127	105	22	36	6
	20%	21%	21%	18%	18%	19%	23%	19%	22%	21%	16%	17%	21%	24%	22%	27%	25%	19%
4	778	340	154	148	43	92	116	344	90	156	72	181	107	115	96	19	25	4
	20%	22%	21%	18%	18%	16%	22%	21%	24%	18%	14%	22%	22%	21%	20%	23%	18%	12%
5-6 (Net)	408	180	96	51	27	54	33	173	27	121	54	89	39	47	45	2	13	3
	10%	11%	13%	6%	11%	10%	6%	11%	7%	14%	10%	11%	8%	9%	9%	3%	9%	10%
5	284	127	56	37	23	42	24	121	19	88	31	70	26	24	36	1	10	3
	7%	8%	8%	4%	10%	7%	5%	7%	5%	10%	6%	9%	5%	4%	8%	1%	7%	10%
6	124	53	40	15	4	12	9	52	8	32	23	18	13	23	9	1	2	-
	3%	3%	6%	2%	2%	2%	2%	3%	2%	4%	4%	2%	3%	4%	2%	2%	2%	-
6+ (Net)	43	13	2	2	11	15	3	19	2	10	9	15	2	2	2	-	-	-
	1%	1%	*	*	5%	3%	1%	1%	1%	1%	2%	2%	*	*	*	-	-	-
7	28	10	2	2	6	9	3	7	2	8	8	6	2	2	2	-	-	-
	1%	1%	*	*	3%	2%	1%	*	1%	1%	1%	1%	*	*	*	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
8	11*	-	-	-	5 2%	7 1%	-	10 1%	-	2*	-	9 1%	-	1*	-	-	-	-
9	3*	3*	-	-	-	-	-	2*	-	-	1*	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
1-2 (Net)	1921	1239	85	210	374	424	389	404	210	85	374	22	217	260	213	268	280	682
	49%	48%	57%	35%	66%	44%	48%	54%	35%	57%	66%	32%	43%	52%	43%	54%	56%	48%
1	529	269	39	7	207	97	70	95	7	39	207	7	80	82	51	50	80	187
	13%	10%	26%	1%	36%	10%	9%	13%	1%	26%	36%	11%	16%	16%	10%	10%	16%	13%
2	1392	970	45	203	167	327	319	309	203	45	167	15	137	178	162	219	200	496
	35%	38%	30%	34%	29%	34%	40%	42%	34%	30%	29%	22%	28%	36%	33%	44%	40%	35%
3-4 (Net)	1551	1083	40	270	149	427	338	278	270	40	149	39	189	185	240	192	204	541
	40%	42%	27%	45%	26%	44%	42%	37%	45%	27%	26%	56%	38%	37%	48%	38%	41%	38%
3	773	535	25	126	82	214	158	147	126	25	82	16	100	94	106	89	112	273
	20%	21%	17%	21%	14%	22%	20%	20%	21%	17%	14%	24%	20%	19%	21%	18%	22%	19%
4	778	548	14	145	67	214	180	131	145	14	67	22	89	92	134	103	92	269
	20%	21%	10%	24%	12%	22%	22%	18%	24%	10%	12%	32%	18%	18%	27%	21%	18%	19%
5-6 (Net)	408	238	22	108	35	107	76	47	108	22	35	8	75	47	44	38	16	188
	10%	9%	15%	18%	6%	11%	9%	6%	18%	15%	6%	12%	15%	9%	9%	8%	3%	13%
5	284	172	8	80	22	77	54	37	80	8	22	3	47	35	32	31	12	127
	7%	7%	5%	13%	4%	8%	7%	5%	13%	5%	4%	5%	9%	7%	6%	6%	2%	9%
6	124	67	15	28	14	30	21	10	28	15	14	5	28	13	13	7	3	61
	3%	3%	10%	5%	2%	3%	3%	1%	5%	10%	2%	7%	6%	3%	3%	1%	1%	4%
6+ (Net)	43	20	3	10	9	3	1	16	10	3	9	-	17	5	-	1	-	19
	1%	1%	2%	2%	2%	*	*	2%	2%	2%	2%	-	3%	1%	-	*	-	1%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
7	28 1%	10 *	3 2%	8 1%	6 1%	3 *	* *	7 1%	8 1%	3 2%	6 1%	-	8 2%	4 1%	-	-	-	16 1%
8	11 *	10 *	-	-	2 *	-	1 *	9 1%	-	-	2 *	-	7 1%	-	-	1 *	-	3 *
9	3 *	-	-	2 *	1 *	-	-	-	2 *	-	1 *	-	2 *	1 *	-	-	-	-

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))

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2865	1327	1538	181	399	522	578	414	442	329	803	887	593	582	1238	433	1029	153	400	1152	1309
Weighted base	3394	1673	1722	307	558	600	668	505	416	341	892	1086	765	652	1554	508	1056	264	471	1240	1680
Husband/Wife/Civil Partner	2325	1177	1147	44	187	451	534	426	379	304	714	745	503	363	1096	381	831	13	175	896	1250
	68%	70%	67%	14%	34%	75%	80%	84%	91%	89%	80%	69%	66%	56%	71%	75%	79%	5%	37%	72%	74%
Partner (unmarried/not in a civil partnership)	325	179	147	23	130	72	58	28	12	4	69	93	94	69	223	34	59	8	62	113	150
	10%	11%	9%	7%	23%	12%	9%	5%	3%	1%	8%	9%	12%	11%	14%	7%	6%	3%	13%	9%	9%
Son/daughter (including adopted, foster, step)	1576	727	848	19	172	467	619	209	64	26	445	422	339	370	837	337	392	9	179	530	867
	46%	43%	49%	6%	31%	78%	93%	41%	15%	8%	50%	39%	44%	57%	54%	66%	37%	3%	38%	43%	52%
Son/daughter (including in law)	1222	528	693	21	138	378	421	179	47	39	312	374	248	287	586	276	332	20	181	445	591
	36%	32%	40%	7%	25%	63%	63%	35%	11%	11%	35%	34%	32%	44%	38%	54%	31%	8%	38%	36%	35%
Mother/father (including adopted, foster, step)	710	344	366	363	243	62	5	23	14	-	186	171	221	131	283	82	57	287	70	143	497
	21%	21%	21%	118%	44%	10%	1%	5%	3%	-	21%	16%	29%	20%	18%	16%	5%	109%	15%	12%	30%
Mother/father (including in law)	85	48	37	21	39	3	12	5	5	5	21	31	20	13	42	11	14	18	7	21	56
	3%	3%	2%	7%	7%	*	2%	1%	1%	-	2%	3%	3%	2%	3%	2%	1%	7%	2%	2%	3%
Brother/Sister (including step, foster and adopted)	510	256	254	265	190	27	1	12	8	6	83	158	173	95	160	50	50	250	78	115	317
	15%	15%	15%	86%	34%	5%	*	2%	2%	2%	9%	15%	23%	15%	10%	10%	5%	95%	17%	9%	19%
Grandparent (including step, foster and adopted)	11	1	10	5	5	-	1	-	-	-	1	2	7	1	6	3	1	1	1	-	10
	*	*	1%	2%	1%	-	*	-	-	-	*	*	1%	*	*	1%	*	*	*	-	1%
Grandchild (including step, foster and adopted)	40	7	33	-	-	-	8	8	8	16	2	5	18	16	7	2	31	-	12	12	16
	1%	*	2%	-	-	-	1%	2%	2%	5%	*	*	2%	2%	*	*	3%	-	3%	1%	1%
Other relative (including step, foster and adopted)	51	32	19	14	8	15	6	4	-	4	9	5	5	32	27	1	16	7	12	17	23
	2%	2%	1%	5%	2%	3%	1%	1%	-	1%	1%	1%	1%	5%	2%	*	2%	3%	2%	1%	1%
Other non relative	436	291	145	139	201	24	43	25	4	1	23	279	77	57	133	57	19	227	229	98	108
	13%	17%	8%	45%	36%	4%	6%	5%	1%	*	3%	26%	10%	9%	9%	11%	2%	86%	49%	8%	6%
Don't know	5	2	4	4	-	-	-	2	-	-	-	2	-	4	2	-	-	4	-	2	4
	*	*	*	1%	-	-	-	*	-	-	-	*	-	1%	*	-	-	1%	-	*	*
Refused	7	4	3	3	1	2	-	-	-	-	1	4	1	-	4	-	-	3	1	4	1
	*	*	*	1%	*	*	-	-	-	-	*	*	*	-	*	-	-	1%	*	*	*

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))

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2865	287	1976	261	341	429	372	298	1766	659	780	730	672
Weighted base	3394	479	1978	412	526	487	427	432	2048	704	1052	923	694
Husband/Wife/Civil Partner	2325 68%	281 59%	1295 65%	325 79%	424 81%	379 78%	348 82%	252 58%	1345 66%	525 75%	663 63%	606 66%	515 74%
Partner (unmarried/not in a civil partnership)	325 10%	51 11%	209 11%	38 9%	28 5%	49 10%	24 6%	41 10%	211 10%	70 10%	113 11%	95 10%	45 6%
Son/daughter (including adopted, foster, step)	1576 46%	100 21%	968 49%	217 53%	290 55%	461 95%	468 110%	361 83%	285 14%	337 48%	485 46%	496 54%	246 35%
Son/daughter (including in law)	1222 36%	329 69%	718 36%	105 26%	69 13%	411 84%	294 69%	228 53%	288 14%	300 43%	357 34%	300 32%	258 37%
Mother/father (including adopted, foster, step)	710 21%	109 23%	402 20%	74 18%	125 24%	49 10%	55 13%	162 37%	444 22%	111 16%	266 25%	247 27%	86 12%
Mother/father (including in law)	85 3%	21 4%	54 3%	5 1%	5 1%	3 1%	5 1%	18 4%	58 3%	30 4%	14 1%	17 2%	19 3%
Brother/Sister (including step, foster and adopted)	510 15%	85 18%	306 15%	62 15%	57 11%	90 19%	70 16%	148 34%	201 10%	80 11%	189 18%	176 19%	59 9%
Grandparent (including step, foster and adopted)	11 *	- -	7 *	- -	4 1%	3 1%	- -	- -	8 *	- -	4 *	7 1%	- -
Grandchild (including step, foster and adopted)	40 1%	5 1%	19 1%	2 *	15 3%	11 2%	3 1%	12 3%	15 1%	2 *	1 *	24 3%	14 2%
Other relative (including step, foster and adopted)	51 2%	6 1%	32 2%	8 2%	6 1%	13 3%	12 3%	6 2%	20 1%	14 2%	11 1%	19 2%	7 1%
Other non relative	436 13%	80 17%	324 16%	24 6%	7 1%	7 2%	9 2%	9 2%	410 20%	84 12%	245 23%	67 7%	40 6%
Don't know	5 *	- -	5 *	- -	- -	- -	- -	4 1%	2 *	- -	2 *	- -	4 1%
Refused	7 *	4 1%	2 *	- -	- -	- -	- -	- -	7 *	5 1%	- -	1 *	- -

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))

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2865	1579	1286	1652	904	244	65	564	148	317	602	140	524	323	36	194
Weighted base	3394	1871	1523	1927	1074	309	83	671	180	387	679	178	619	396	49	221
Husband/Wife/Civil Partner	2325 68%	1412 75%	912 60%	1478 77%	698 65%	122 40%	27 32%	416 62%	85 47%	240 62%	501 74%	124 70%	464 75%	295 75%	32 66%	161 73%
Partner (unmarried/not in a civil partnership)	325 10%	168 9%	158 10%	173 9%	107 10%	41 13%	4 5%	78 12%	24 13%	35 9%	65 10%	16 9%	59 9%	23 6%	4 8%	21 10%
Son/daughter (including adopted, foster, step)	1576 46%	988 53%	587 39%	976 51%	484 45%	100 32%	16 20%	288 43%	88 49%	181 47%	280 41%	103 58%	380 61%	177 45%	13 26%	62 28%
Son/daughter (including in law)	1222 36%	618 33%	603 40%	713 37%	389 36%	102 33%	18 21%	221 33%	43 24%	140 36%	216 32%	84 47%	228 37%	111 28%	35 71%	139 63%
Mother/father (including adopted, foster, step)	710 21%	361 19%	349 23%	316 16%	312 29%	64 21%	18 22%	175 26%	82 46%	126 33%	92 14%	27 15%	109 18%	51 13%	9 19%	32 14%
Mother/father (including in law)	85 3%	43 2%	42 3%	51 3%	25 2%	8 3%	1 1%	33 5%	- -	12 3%	14 2%	3 2%	13 2%	7 2%	- -	2 1%
Brother/Sister (including step, foster and adopted)	510 15%	223 12%	286 19%	203 11%	231 22%	68 22%	8 9%	161 24%	71 39%	58 15%	60 9%	11 6%	67 11%	37 9%	7 14%	36 16%
Grandparent (including step, foster and adopted)	11 *	4 *	7 *	4 *	2 *	1 *	4 5%	7 1%	- -	- -	- -	- -	- -	1 *	- -	2 1%
Grandchild (including step, foster and adopted)	40 1%	11 1%	30 2%	20 1%	12 1%	1 *	6 7%	8 1%	- -	2 *	22 3%	1 1%	* *	7 2%	- -	- -
Other relative (including step, foster and adopted)	51 2%	17 1%	34 2%	28 1%	14 1%	6 2%	3 4%	8 1%	- -	5 1%	18 3%	- -	7 1%	10 3%	- -	4 2%
Other non relative	436 13%	98 5%	338 22%	111 6%	98 9%	142 46%	85 102%	56 8%	42 23%	82 21%	77 11%	39 22%	72 12%	25 6%	19 39%	20 9%
Don't know	5 *	2 *	4 *	2 *	4 *	- -	- -	4 1%	- -	- -	- -	- -	2 *	- -	- -	- -
Refused	7 *	- -	7 *	- -	1 *	5 2%	- -	2 *	- -	3 1%	- -	- -	- -	1 *	- -	- -

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))

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2865	1165	517	604	170	409	426	1226	307	597	309	649	369	414	370	69	113	22
Weighted base	3394	1379	646	706	204	460	479	1449	347	728	392	749	437	478	427	70	120	30
Husband/Wife/Civil Partner	2325 68%	963 70%	405 63%	524 74%	145 71%	287 63%	383 80%	1095 76%	237 68%	461 63%	149 38%	583 78%	352 80%	391 82%	340 79%	60 85%	97 81%	22 74%
Partner (unmarried/not in a civil partnership)	325 10%	121 9%	67 10%	65 9%	15 8%	57 12%	38 8%	135 9%	46 13%	61 8%	45 12%	60 8%	33 8%	52 11%	36 8%	7 10%	10 8%	4 12%
Son/daughter (including adopted, foster, step)	1576 46%	673 49%	292 45%	321 46%	75 37%	215 47%	238 50%	738 51%	174 50%	310 43%	116 30%	400 53%	195 45%	286 60%	222 52%	38 54%	73 60%	6 19%
Son/daughter (including in law)	1222 36%	554 40%	187 29%	190 27%	119 58%	172 37%	184 38%	529 37%	121 35%	267 37%	120 31%	281 38%	194 44%	160 33%	144 34%	19 27%	47 39%	7 25%
Mother/father (including adopted, foster, step)	710 21%	299 22%	191 30%	75 11%	44 21%	101 22%	33 7%	283 20%	65 19%	247 34%	82 21%	105 14%	69 16%	63 13%	74 17%	5 7%	13 11%	6 19%
Mother/father (including in law)	85 3%	31 2%	11 2%	17 2%	5 2%	22 5%	14 3%	37 3%	7 2%	19 3%	9 2%	29 4%	5 1%	8 2%	8 2%	3 4%	2 1%	-
Brother/Sister (including step, foster and adopted)	510 15%	203 15%	104 16%	58 8%	46 22%	98 21%	19 4%	184 13%	32 9%	200 27%	76 19%	91 12%	26 6%	31 7%	38 9%	2 2%	3 2%	6 19%
Grandparent (including step, foster and adopted)	11 *	3 *	7 1%	- -	- -	- -	- -	4 *	2 1%	- -	5 1%	1 *	- -	3 1%	2 *	- -	- -	- -
Grandchild (including step, foster and adopted)	40 1%	11 1%	8 1%	13 2%	2 1%	5 1%	5 1%	15 1%	3 1%	10 1%	8 2%	2 *	* *	4 1%	- -	- -	- -	- -
Other relative (including step, foster and adopted)	51 2%	18 1%	11 2%	12 2%	3 1%	7 2%	14 3%	14 1%	6 2%	9 1%	9 2%	6 1%	4 1%	1 *	- -	- -	- -	- -
Other non relative	436 13%	162 12%	158 24%	49 7%	23 11%	44 10%	23 5%	88 6%	20 6%	78 11%	227 58%	60 8%	12 3%	10 2%	14 3%	4 6%	3 3%	3 11%
Don't know	5 *	5 *	- -	- -	- -	- -	2 *	- -	- -	4 *	- -	2 *	- -	- -	- -	- -	- -	- -
Refused	7 *	1 *	3 *	- -	1 1%	1 *	- -	- -	1 *	- -	5 1%	- -	- -	- -	- -	- -	- -	1 5%

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))

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2865	2006	76	443	324	724	646	583	443	76	324	53	370	346	368	381	363	1037
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
Husband/Wife/Civil Partner	2325 68%	1844 80%	38 35%	293 49%	137 38%	716 83%	575 78%	516 79%	293 49%	38 35%	137 38%	37 59%	233 56%	285 69%	347 78%	330 73%	339 81%	791 64%
Partner (unmarried/not in a civil partnership)	325 10%	202 9%	26 24%	59 10%	36 10%	78 9%	72 10%	42 7%	59 10%	26 24%	36 10%	10 16%	38 9%	37 9%	48 11%	60 13%	56 13%	88 7%
Son/daughter (including adopted, foster, step)	1576 46%	1219 53%	34 30%	173 29%	146 40%	544 63%	365 50%	270 42%	173 29%	34 30%	146 40%	40 65%	281 67%	234 56%	279 62%	186 41%	197 47%	399 32%
Son/daughter (including in law)	1222 36%	852 37%	29 26%	175 30%	152 42%	328 38%	303 41%	194 30%	175 30%	29 26%	152 42%	28 45%	237 56%	163 39%	158 35%	139 31%	88 21%	437 35%
Mother/father (including adopted, foster, step)	710 21%	335 14%	10 9%	298 50%	59 16%	102 12%	98 13%	117 18%	298 50%	10 9%	59 16%	19 30%	72 17%	78 19%	69 15%	84 19%	59 14%	347 28%
Mother/father (including in law)	85 3%	55 2%	1 1%	21 4%	6 2%	14 2%	22 3%	15 2%	21 4%	1 1%	6 2%	3 4%	5 1%	6 1%	8 2%	12 3%	1 3%	52 4%
Brother/Sister (including step, foster and adopted)	510 15%	195 8%	16 14%	233 39%	62 17%	51 6%	50 7%	83 13%	233 39%	16 14%	62 17%	11 17%	86 21%	44 11%	39 9%	40 9%	15 4%	286 23%
Grandparent (including step, foster and adopted)	11 *	6 *	- -	4 1%	1 *	- -	- -	5 1%	4 1%	- -	1 *	1 1%	1 *	- -	4 1%	- -	- -	6 *
Grandchild (including step, foster and adopted)	40 1%	7 *	2 2%	21 4%	10 3%	2 *	1 *	4 1%	21 4%	2 2%	10 3%	- -	18 4%	1 *	- -	* *	2 *	20 2%
Other relative (including step, foster and adopted)	51 2%	12 1%	6 5%	28 5%	6 2%	5 1%	- -	3 *	28 5%	6 5%	6 2%	4 7%	4 1%	7 2%	9 2%	5 1%	1 *	25 2%
Other non relative	436 13%	105 5%	99 90%	102 17%	129 36%	36 4%	23 3%	46 7%	102 17%	99 90%	129 36%	- -	72 17%	21 5%	6 1%	11 3%	7 2%	318 26%
Don't know	5 *	2 *	- -	4 1%	- -	- -	- -	2 *	4 1%	- -	- -	- -	- -	- -	2 *	- -	- -	4 *

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))

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
Refused	7 *	1 *	- -	4 1%	1 *	- -	- -	1 *	4 1%	- -	1 *	- -	1 *	- -	- -	1 *	- -	4 *

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))

	Sex			Age						Social Grade				Occupation				Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more	
Unweighted base	2865	1327	1538	181	399	522	578	414	442	329	803	887	593	582	1238	433	1029	153	400	1152	1309	
Weighted base	3394	1673	1722	307	558	600	668	505	416	341	892	1086	765	652	1554	508	1056	264	471	1240	1680	
Husband\Wife\Civil Partner	2174	1105	1069	25	170	409	500	400	368	303	670	681	484	339	1005	359	795	11	170	859	1142	
	64%	66%	62%	8%	31%	68%	75%	79%	88%	89%	75%	63%	63%	52%	65%	71%	75%	4%	36%	69%	68%	
Partner (unmarried\not in a civil partnership)	288	161	127	11	111	69	54	28	12	4	61	84	89	54	193	32	55	6	56	108	124	
	8%	10%	7%	4%	20%	12%	8%	5%	3%	1%	7%	8%	12%	8%	12%	6%	5%	2%	12%	9%	7%	
Son\daughter (including adopted, foster, step)	136	18	118	3	27	31	38	22	9	7	13	41	16	66	43	22	65	5	50	58	28	
	4%	1%	7%	1%	5%	5%	6%	4%	2%	2%	1%	4%	2%	10%	3%	4%	6%	2%	11%	5%	2%	
Son\daughter (including in law)	136	30	107	1	18	26	41	21	10	20	20	44	22	50	40	25	65	3	47	60	29	
	4%	2%	6%	*	3%	4%	6%	4%	2%	6%	2%	4%	3%	8%	3%	5%	6%	1%	10%	5%	2%	
Mother\father (including adopted, foster, step)	413	207	206	205	140	39	4	19	7	-	98	109	122	84	164	50	36	160	52	82	279	
	12%	12%	12%	67%	25%	6%	1%	4%	2%	-	11%	10%	16%	13%	11%	10%	3%	61%	11%	7%	17%	
Mother\father (including in law)	53	24	29	16	17	3	11	2	5	-	11	22	9	10	23	8	10	11	7	20	27	
	2%	1%	2%	5%	3%	*	2%	*	1%	-	1%	2%	1%	2%	2%	2%	1%	4%	2%	2%	2%	
Brother\Sister (including step, foster and adopted)	28	18	9	6	5	9	1	2	3	2	3	15	2	8	12	1	7	8	11	8	9	
	1%	1%	1%	2%	1%	1%	*	*	1%	1%	*	1%	*	1%	1%	*	1%	3%	2%	1%	1%	
Grandparent (including step, foster and adopted)	8	1	7	3	3	-	1	-	-	-	1	2	3	1	4	1	1	1	1	-	6	
	*	*	*	1%	1%	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*	-	*
Grandchild (including step, foster and adopted)	6	1	5	-	-	-	*	1	1	3	-	2	-	4	-	1	5	-	3	2	1	
	*	*	*	-	-	-	*	*	*	1%	-	*	-	1%	-	*	1%	-	1%	*	*	
Other relative (including step, foster and adopted)	14	9	5	3	2	2	2	2	-	3	1	1	-	11	6	1	7	-	8	1	5	
	*	1%	*	1%	*	*	*	*	-	1%	*	*	-	2%	*	*	1%	-	2%	*	*	
Other non relative	133	94	39	34	62	12	16	8	1	-	13	81	15	24	59	7	9	58	65	38	30	
	4%	6%	2%	11%	11%	2%	2%	1%	*	-	1%	7%	2%	4%	4%	1%	1%	22%	14%	3%	2%	
DK	2	2	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	-	-	2	-	
	*	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	*	-	
Refused	3	3	1	1	1	1	-	-	-	-	*	2	1	-	3	-	-	1	1	2	*	
	*	*	*	*	*	*	-	-	-	-	*	*	*	-	*	-	-	*	*	*	*	

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))

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2865	287	1976	261	341	429	372	298	1766	659	780	730	672
Weighted base	3394	479	1978	412	526	487	427	432	2048	704	1052	923	694
Husband/Wife/Civil Partner	2174 64%	256 53%	1211 61%	307 75%	399 76%	345 71%	307 72%	235 54%	1287 63%	474 67%	633 60%	566 61%	486 70%
Partner (unmarried/not in a civil partnership)	288 8%	47 10%	183 9%	35 8%	24 5%	45 9%	21 5%	35 8%	188 9%	62 9%	98 9%	83 9%	43 6%
Son/daughter (including adopted, foster, step)	136 4%	15 3%	98 5%	8 2%	15 3%	33 7%	27 6%	30 7%	45 2%	13 2%	28 3%	51 6%	43 6%
Son/daughter (including in law)	136 4%	46 10%	80 4%	6 2%	4 1%	29 6%	28 6%	25 6%	55 3%	19 3%	45 4%	40 4%	33 5%
Mother/father (including adopted, foster, step)	413 12%	59 12%	238 12%	42 10%	74 14%	29 6%	33 8%	90 21%	261 13%	66 9%	152 14%	142 15%	51 7%
Mother/father (including in law)	53 2%	19 4%	31 2%	1 *	3 *	- -	5 1%	12 3%	36 2%	16 2%	6 1%	14 2%	14 2%
Brother/Sister (including step, foster and adopted)	28 1%	12 3%	15 1%	- -	1 *	4 1%	- -	2 1%	22 1%	13 2%	8 1%	2 *	4 1%
Grandparent (including step, foster and adopted)	8 *	- -	6 *	- -	2 *	1 *	- -	- -	6 *	- -	4 *	3 *	- -
Grandchild (including step, foster and adopted)	6 *	- -	6 *	- -	- -	* *	- -	1 *	4 *	- -	1 *	1 *	4 1%
Other relative (including step, foster and adopted)	14 *	1 *	9 *	4 1%	- -	- -	3 1%	1 *	10 *	3 *	3 *	4 *	4 1%
Other non relative	133 4%	23 5%	98 5%	9 2%	4 1%	1 *	2 *	1 *	130 6%	37 5%	71 7%	14 2%	10 2%
DK	2 *	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -
Refused	3 *	1 *	2 *	- -	- -	- -	- -	- -	3 *	2 *	- -	1 *	- -

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))

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2865	1579	1286	1652	904	244	65	564	148	317	602	140	524	323	36	194
Weighted base	3394	1871	1523	1927	1074	309	83	671	180	387	679	178	619	396	49	221
Husband\Wife\Civil Partner	2174	1310	864	1376	655	116	27	386	83	213	472	118	429	284	32	151
	64%	70%	57%	71%	61%	37%	32%	58%	46%	55%	70%	66%	69%	72%	66%	68%
Partner (unmarried/not in a civil partnership)	288	149	140	148	99	37	4	62	22	30	58	16	56	20	4	20
	8%	8%	9%	8%	9%	12%	5%	9%	12%	8%	9%	9%	9%	5%	8%	9%
Son\daughter (including adopted, foster, step)	136	69	67	67	40	22	7	30	10	24	20	4	20	15	1	10
	4%	4%	4%	3%	4%	7%	9%	4%	5%	6%	3%	2%	3%	4%	1%	4%
Son\daughter (including in law)	136	55	81	71	33	24	8	27	4	16	29	9	25	16	1	8
	4%	3%	5%	4%	3%	8%	10%	4%	2%	4%	4%	5%	4%	4%	3%	4%
Mother\father (including adopted, foster, step)	413	207	206	184	173	42	13	109	45	70	52	15	61	35	6	16
	12%	11%	14%	10%	16%	14%	16%	16%	25%	18%	8%	9%	10%	9%	13%	7%
Mother\father (including in law)	53	21	32	24	21	7	1	19	-	8	11	3	7	4	-	2
	2%	1%	2%	1%	2%	2%	1%	3%	-	2%	2%	1%	1%	1%	-	1%
Brother\Sister (including step, foster and adopted)	28	14	14	10	6	12	-	8	4	2	4	-	2	4	-	4
	1%	1%	1%	1%	1%	4%	-	1%	2%	1%	1%	-	*	1%	-	2%
Grandparent (including step, foster and adopted)	8	2	5	2	2	1	2	4	-	-	-	-	-	1	-	2
	*	*	*	*	*	*	2%	1%	-	-	-	-	-	*	-	1%
Grandchild (including step, foster and adopted)	6	2	4	3	2	1	-	4	-	-	1	-	*	1	-	-
	*	*	*	*	*	*	-	1%	-	-	*	-	*	*	-	-
Other relative (including step, foster and adopted)	14	3	11	7	4	2	1	-	-	2	6	-	2	3	-	1
	*	*	1%	*	*	1%	2%	-	-	1%	1%	-	*	1%	-	*
Other non relative	133	37	96	33	38	43	19	19	12	22	25	13	15	12	5	8
	4%	2%	6%	2%	4%	14%	23%	3%	7%	6%	4%	7%	2%	3%	10%	4%
DK	2	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-
	*	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
Refused	3	-	3	-	1	2	-	2	-	1	-	-	-	*	-	-
	*	-	*	-	*	1%	-	*	-	*	-	-	-	*	-	-

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))

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2865	1165	517	604	170	409	426	1226	307	597	309	649	369	414	370	69	113	22
Weighted base	3394	1379	646	706	204	460	479	1449	347	728	392	749	437	478	427	70	120	30
Husband\Wife\Civil Partner	2174 64%	891 65%	368 57%	508 72%	137 67%	270 59%	353 74%	1024 71%	226 65%	429 59%	142 36%	550 73%	331 76%	348 73%	313 73%	55 79%	93 77%	20 68%
Partner (unmarried\not in a civil partnership)	288 8%	112 8%	62 10%	62 9%	12 6%	40 9%	30 6%	118 8%	44 13%	55 8%	41 11%	51 7%	29 7%	46 10%	36 8%	7 10%	10 8%	4 12%
Son\daughter (including adopted, foster, step)	136 4%	43 3%	25 4%	29 4%	6 3%	32 7%	19 4%	48 3%	10 3%	30 4%	29 7%	22 3%	10 2%	23 5%	13 3%	2 2%	3 2%	1 3%
Son\daughter (including in law)	136 4%	65 5%	23 4%	15 2%	9 4%	25 5%	32 7%	39 3%	12 4%	21 3%	32 8%	32 4%	15 3%	11 2%	10 2%	1 2%	3 3%	- -
Mother\father (including adopted, foster, step)	413 12%	169 12%	107 17%	47 7%	29 14%	60 13%	21 4%	163 11%	34 10%	139 19%	56 14%	64 9%	38 9%	36 8%	39 9%	2 3%	9 7%	3 9%
Mother\father (including in law)	53 2%	18 1%	10 2%	11 1%	1 1%	14 3%	7 2%	17 1%	6 2%	15 2%	8 2%	10 1%	3 1%	5 1%	5 1%	3 4%	1 1%	- -
Brother\Sister (including step, foster and adopted)	28 1%	12 1%	3 *	6 1%	1 1%	6 1%	1 *	9 1%	1 *	5 1%	12 3%	2 *	6 1%	1 *	1 *	- -	1 1%	- -
Grandparent (including step, foster and adopted)	8 *	3 *	4 1%	- -	- -	- -	- -	2 *	2 1%	- -	3 1%	1 *	- -	1 *	2 *	- -	- -	- -
Grandchild (including step, foster and adopted)	6 *	2 *	3 *	1 *	- -	* *	1 *	2 *	- -	2 *	1 *	1 *	* *	1 *	- -	- -	- -	- -
Other relative (including step, foster and adopted)	14 *	5 *	3 *	3 *	3 1%	1 *	4 1%	3 *	2 1%	2 *	3 1%	2 *	- -	- -	- -	- -	- -	- -
Other non relative	133 4%	56 4%	38 6%	24 3%	5 2%	10 2%	9 2%	23 2%	9 3%	29 4%	62 16%	13 2%	5 1%	6 1%	9 2%	- -	2 1%	2 6%
DK	2 *	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -
Refused	3 *	1 *	1 *	- -	* *	1 *	- -	- -	1 *	- -	2 1%	- -	- -	- -	- -	- -	- -	* 2%

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))

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	2865	2006	76	443	324	724	646	583	443	76	324	53	370	346	368	381	363	1037
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
Husband\Wife\Civil Partner	2174 64%	1710 74%	38 35%	280 47%	132 37%	651 75%	539 73%	484 74%	280 47%	38 35%	132 37%	36 58%	221 53%	267 64%	314 70%	318 71%	324 77%	730 59%
Partner (unmarried\ not in a civil partnership)	288 8%	181 8%	25 22%	49 8%	31 9%	72 8%	65 9%	36 6%	49 8%	25 22%	31 9%	8 12%	33 8%	33 8%	44 10%	54 12%	52 12%	73 6%
Son\daughter (including adopted, foster, step)	136 4%	72 3%	8 7%	14 2%	42 12%	28 3%	23 3%	18 3%	14 2%	8 7%	42 12%	3 5%	48 11%	26 6%	14 3%	7 2%	5 1%	35 3%
Son\daughter (including in law)	136 4%	71 3%	9 8%	19 3%	38 10%	28 3%	21 3%	22 3%	19 3%	9 8%	38 10%	1 1%	33 8%	17 4%	18 4%	9 2%	5 1%	55 4%
Mother\father (including adopted, foster, step)	413 12%	192 8%	7 7%	166 28%	44 12%	60 7%	60 8%	63 10%	166 28%	7 7%	44 12%	9 15%	47 11%	45 11%	44 10%	44 10%	28 7%	204 16%
Mother\father (including in law)	53 2%	27 1%	1 1%	17 3%	6 2%	8 1%	11 2%	6 1%	17 3%	1 1%	6 2%	2 3%	5 1%	6 1%	3 1%	6 1%	1 *	32 3%
Brother\Sister (including step, foster and adopted)	28 1%	11 *	1 1%	6 1%	10 3%	2 *	4 1%	2 *	6 1%	1 1%	10 3%	3 5%	1 *	6 1%	3 1%	3 1%	1 *	14 1%
Grandparent (including step, foster and adopted)	8 *	4 *	- -	2 *	1 *	- -	- -	3 1%	2 *	- -	1 *	1 1%	1 *	- -	2 *	- -	- -	4 *
Grandchild (including step, foster and adopted)	6 *	2 *	- -	1 *	3 1%	* *	* *	1 *	1 *	- -	3 1%	- -	3 1%	- -	- -	* *	- -	2 *
Other relative (including step, foster and adopted)	14 *	2 *	2 2%	4 1%	6 2%	2 *	- -	- -	4 1%	2 2%	6 2%	- -	4 1%	2 *	1 *	2 *	- -	5 *
Other non relative	133 4%	36 2%	20 18%	32 5%	46 13%	13 2%	10 1%	12 2%	32 5%	20 18%	46 13%	- -	21 5%	13 3%	3 1%	6 1%	3 1%	87 7%
DK	2 *	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -

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))

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
Refused	3	*	-	2	1	-	-	*	2	-	1	-	1	-	-	*	-	2
	*	*	-	*	*	-	-	*	*	-	*	-	*	-	-	*	-	*

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

F4. Gender of respondent

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Male	1918	1918	-	146	286	341	345	297	245	258	517	552	476	373	1080	127	579	123	309	713	894
	49%	100%	-	46%	47%	52%	48%	51%	49%	48%	52%	44%	56%	45%	63%	23%	42%	45%	43%	48%	52%
Female	2005	-	2005	170	319	310	381	286	260	280	473	700	377	455	638	413	801	149	408	784	811
	51%	-	100%	54%	53%	48%	52%	49%	51%	52%	48%	56%	44%	55%	37%	77%	58%	55%	57%	52%	48%

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

F4. Gender of respondent

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Male	1918	295	1086	230	307	217	185	181	1334	408	581	483	435
	49%	52%	47%	49%	52%	45%	43%	42%	52%	52%	50%	46%	49%
Female	2005	272	1215	237	282	270	242	251	1243	379	586	568	459
	51%	48%	53%	51%	48%	55%	57%	58%	48%	48%	50%	54%	51%

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

F4. Gender of respondent

Base : All Respondents

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Male	1918	1089	829	1040	616	203	58	442	92	204	378	101	305	248	29	107
	49%	52%	45%	48%	50%	50%	50%	55%	46%	48%	47%	51%	45%	51%	53%	41%
Female	2005	999	1006	1117	624	205	60	356	108	221	421	97	368	242	26	152
	51%	48%	55%	52%	50%	50%	50%	45%	54%	52%	53%	49%	55%	49%	47%	59%

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

F4. Gender of respondent

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Male	1918	745	377	415	138	242	238	803	189	427	262	383	315	250	284	59	82	21
	49%	47%	52%	51%	57%	43%	45%	49%	49%	50%	50%	47%	65%	46%	59%	72%	58%	61%
Female	2005	829	345	407	103	322	287	830	193	431	264	436	169	289	196	23	59	13
	51%	53%	48%	49%	43%	57%	55%	51%	51%	50%	50%	53%	35%	54%	41%	28%	42%	39%

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

F4. Gender of respondent

Base : All Respondents

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Male	1918 49%	1394 54%	86 57%	198 33%	223 39%	616 64%	420 52%	344 46%	198 33%	86 57%	223 39%	15 22%	234 47%	231 46%	243 49%	255 51%	286 57%	670 47%
Female	2005 51%	1186 46%	64 43%	400 67%	344 61%	346 36%	384 48%	401 54%	400 67%	64 43%	344 61%	54 78%	265 53%	267 54%	256 51%	244 49%	213 43%	761 53%

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))

	Sex			Age						Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2865	1327	1538	181	399	522	578	414	442	329	803	887	593	582	1238	433	1029	153	400	1152	1309
Weighted base	3394	1673	1722	307	558	600	668	505	416	341	892	1086	765	652	1554	508	1056	264	471	1240	1680
Male	3701	1419	2282	427	717	744	883	472	270	188	946	1171	846	738	1563	710	1002	421	538	1231	1926
	109%	85%	133%	139%	129%	124%	132%	93%	65%	55%	106%	108%	111%	113%	101%	140%	95%	160%	114%	99%	115%
Female	3602	2177	1424	493	596	757	825	449	270	210	921	1121	860	700	1843	524	800	424	469	1165	1964
	106%	130%	83%	161%	107%	126%	124%	89%	65%	62%	103%	103%	113%	107%	119%	103%	76%	160%	100%	94%	117%

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))

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2865	287	1976	261	341	429	372	298	1766	659	780	730	672
Weighted base	3394	479	1978	412	526	487	427	432	2048	704	1052	923	694
Male	3701	519	2221	452	509	720	643	656	1683	766	1229	1045	630
	109%	108%	112%	110%	97%	148%	151%	152%	82%	109%	117%	113%	91%
Female	3602	552	2121	408	521	757	647	587	1612	791	1122	1009	660
	106%	115%	107%	99%	99%	155%	152%	136%	79%	112%	107%	109%	95%

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))

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	2865	1579	1286	1652	904	244	65	564	148	317	602	140	524	323	36	194
Weighted base	3394	1871	1523	1927	1074	309	83	671	180	387	679	178	619	396	49	221
Male	3701	1930	1771	2037	1209	358	97	730	224	412	695	225	714	395	61	229
	109%	103%	116%	106%	112%	116%	117%	109%	124%	107%	102%	126%	115%	100%	125%	104%
Female	3602	2015	1587	2036	1169	304	93	727	210	472	650	185	685	351	57	252
	106%	108%	104%	106%	109%	98%	112%	108%	117%	122%	96%	104%	111%	89%	117%	114%

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))

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2865	1165	517	604	170	409	426	1226	307	597	309	649	369	414	370	69	113	22
Weighted base	3394	1379	646	706	204	460	479	1449	347	728	392	749	437	478	427	70	120	30
Male	3701	1539	742	688	201	530	495	1542	364	845	455	830	384	499	402	58	115	26
	109%	112%	115%	97%	98%	115%	104%	106%	105%	116%	116%	111%	88%	105%	94%	83%	96%	87%
Female	3602	1506	702	637	276	480	457	1579	348	821	397	790	507	509	475	79	131	29
	106%	109%	109%	90%	135%	104%	96%	109%	100%	113%	101%	105%	116%	107%	111%	113%	109%	96%

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))

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2865	2006	76	443	324	724	646	583	443	76	324	53	370	346	368	381	363	1037
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
Male	3701 109%	2315 100%	144 130%	817 138%	394 109%	793 92%	734 100%	700 108%	817 138%	144 130%	394 109%	88 142%	549 131%	454 109%	492 110%	439 98%	356 85%	1410 113%
Female	3602 106%	2519 109%	117 106%	596 101%	352 98%	1083 125%	774 105%	599 92%	596 101%	117 106%	352 98%	64 104%	500 119%	422 101%	476 106%	429 96%	408 97%	1367 110%

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))

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	2865	1327	1538	181	399	522	578	414	442	329	803	887	593	582	1238	433	1029	153	400	1152	1309
Weighted base	3394	1673	1722	307	558	600	668	505	416	341	892	1086	765	652	1554	508	1056	264	471	1240	1680
15 or Under (Net)	1995	866	1128	152	311	750	649	107	15	11	525	582	429	459	942	443	457	150	289	723	978
	59%	52%	66%	50%	56%	125%	97%	21%	4%	3%	59%	54%	56%	70%	61%	87%	43%	57%	61%	58%	58%
16-20 (Net)	760	382	378	187	92	57	282	121	15	4	167	273	186	135	366	110	97	188	142	185	433
	22%	23%	22%	61%	17%	10%	42%	24%	4%	1%	19%	25%	24%	21%	24%	22%	9%	71%	30%	15%	26%
21-39 (Net)	1708	923	785	180	529	478	237	185	83	17	364	606	396	342	907	274	324	196	324	556	827
	50%	55%	46%	59%	95%	80%	36%	37%	20%	5%	41%	56%	52%	52%	58%	54%	31%	74%	69%	45%	49%
40-49 (Net)	992	489	504	225	125	78	407	114	18	26	290	272	261	169	509	160	139	181	74	268	650
	29%	29%	29%	73%	22%	13%	61%	23%	4%	8%	33%	25%	34%	26%	33%	31%	13%	69%	16%	22%	39%
50-59 (Net)	762	388	374	132	151	25	86	273	66	28	230	234	179	119	401	130	135	94	56	185	521
	22%	23%	22%	43%	27%	4%	13%	54%	16%	8%	26%	22%	23%	18%	26%	26%	13%	36%	12%	15%	31%
60-69 (Net)	484	261	223	17	29	28	10	73	264	62	127	154	114	89	138	54	280	12	36	193	254
	14%	16%	13%	6%	5%	5%	2%	14%	64%	18%	14%	14%	15%	14%	9%	11%	27%	4%	8%	16%	15%
70+ (Net)	400	189	211	5	13	17	13	35	73	244	112	117	96	75	60	25	309	5	50	202	147
	12%	11%	12%	2%	2%	3%	2%	7%	18%	72%	13%	11%	13%	12%	4%	5%	29%	2%	11%	16%	9%
16+ (Net)	5106	2631	2476	746	939	683	1035	801	520	381	1290	1655	1232	929	2380	754	1285	676	682	1590	2832
	150%	157%	144%	243%	168%	114%	155%	159%	125%	112%	145%	152%	161%	143%	153%	148%	122%	256%	145%	128%	169%
DK/NS	202	99	102	22	63	68	24	13	5	6	51	55	46	50	84	38	60	19	36	84	80
	6%	6%	6%	7%	11%	11%	4%	3%	1%	2%	6%	5%	6%	8%	5%	7%	6%	7%	8%	7%	5%

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))

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	2865	287	1976	261	341	429	372	298	1766	659	780	730	672
Weighted base	3394	479	1978	412	526	487	427	432	2048	704	1052	923	694
15 or Under (Net)	1995	281	1159	286	268	859	745	349	41	485	588	625	287
	59%	59%	59%	70%	51%	177%	175%	81%	2%	69%	56%	68%	41%
16-20 (Net)	760	98	534	59	69	40	99	329	292	113	322	183	134
	22%	21%	27%	14%	13%	8%	23%	76%	14%	16%	31%	20%	19%
21-39 (Net)	1708	346	1035	176	150	370	179	135	1023	419	595	455	231
	50%	72%	52%	43%	29%	76%	42%	31%	50%	60%	57%	49%	33%
40-49 (Net)	992	130	559	99	205	103	226	307	356	206	307	314	159
	29%	27%	28%	24%	39%	21%	53%	71%	17%	29%	29%	34%	23%
50-59 (Net)	762	101	438	94	129	15	32	100	614	162	275	193	127
	22%	21%	22%	23%	24%	3%	7%	23%	30%	23%	26%	21%	18%
60-69 (Net)	484	39	280	63	101	4	4	7	470	65	115	141	159
	14%	8%	14%	15%	19%	1%	1%	2%	23%	9%	11%	15%	23%
70+ (Net)	400	26	225	62	87	5	3	13	379	48	89	90	168
	12%	5%	11%	15%	17%	1%	1%	3%	19%	7%	9%	10%	24%
16+ (Net)	5106	740	3071	555	740	537	544	890	3135	1013	1703	1376	980
	150%	154%	155%	135%	141%	110%	127%	206%	153%	144%	162%	149%	141%
DK/NS	202	49	112	19	21	80	-	3	119	59	60	53	24
	6%	10%	6%	5%	4%	16%	-	1%	6%	8%	6%	6%	3%

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))

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	2865	1579	1286	1652	904	244	65	564	148	317	602	140	524	323	36	194
Weighted base	3394	1871	1523	1927	1074	309	83	671	180	387	679	178	619	396	49	221
15 or Under (Net)	1995	1066	929	1163	661	146	25	384	132	238	321	116	446	170	16	165
	59%	57%	61%	60%	61%	47%	30%	57%	73%	62%	47%	65%	72%	43%	32%	75%
16-20 (Net)	760	404	356	390	232	85	54	160	47	100	162	43	143	62	19	26
	22%	22%	23%	20%	22%	27%	65%	24%	26%	26%	24%	24%	23%	16%	38%	12%
21-39 (Net)	1708	854	854	850	558	254	46	369	104	213	270	125	330	153	32	109
	50%	46%	56%	44%	52%	82%	56%	55%	58%	55%	40%	70%	53%	39%	65%	49%
40-49 (Net)	992	553	439	563	354	61	14	190	65	114	172	47	209	100	14	74
	29%	30%	29%	29%	33%	20%	17%	28%	36%	29%	25%	26%	34%	25%	28%	34%
50-59 (Net)	762	447	315	447	260	35	20	161	42	100	162	34	121	78	21	39
	22%	24%	21%	23%	24%	11%	24%	24%	23%	26%	24%	19%	19%	20%	43%	18%
60-69 (Net)	484	288	197	295	161	18	10	82	23	47	123	20	74	77	10	27
	14%	15%	13%	15%	15%	6%	12%	12%	13%	12%	18%	11%	12%	19%	20%	12%
70+ (Net)	400	233	167	263	92	30	15	82	9	36	100	13	37	87	6	27
	12%	12%	11%	14%	9%	10%	18%	12%	5%	9%	15%	7%	6%	22%	13%	12%
16+ (Net)	5106	2778	2328	2808	1656	483	159	1043	290	610	989	281	915	556	101	303
	150%	148%	153%	146%	154%	156%	191%	155%	161%	158%	146%	158%	148%	140%	207%	137%
DK/NS	202	101	101	102	61	32	6	32	13	36	34	13	39	20	1	13
	6%	5%	7%	5%	6%	11%	7%	5%	7%	9%	5%	7%	6%	5%	3%	6%

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))

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	2865	1165	517	604	170	409	426	1226	307	597	309	649	369	414	370	69	113	22
Weighted base	3394	1379	646	706	204	460	479	1449	347	728	392	749	437	478	427	70	120	30
15 or Under (Net)	1995	858	400	312	129	295	271	892	225	436	171	471	258	288	240	45	74	8
	59%	62%	62%	44%	63%	64%	57%	62%	65%	60%	43%	63%	59%	60%	56%	64%	61%	28%
16-20 (Net)	760	292	152	132	64	120	81	309	53	179	139	197	71	75	78	8	33	5
	22%	21%	24%	19%	31%	26%	17%	21%	15%	25%	35%	26%	16%	16%	18%	11%	28%	17%
21-39 (Net)	1708	748	357	276	106	220	209	640	175	382	300	332	187	223	202	29	55	22
	50%	54%	55%	39%	52%	48%	44%	44%	51%	53%	77%	44%	43%	47%	47%	42%	46%	73%
40-49 (Net)	992	406	200	196	69	122	131	432	107	247	75	223	119	134	117	23	28	4
	29%	29%	31%	28%	34%	27%	27%	30%	31%	34%	19%	30%	27%	28%	27%	32%	23%	15%
50-59 (Net)	762	318	183	136	35	90	95	352	61	199	55	168	110	125	110	10	18	7
	22%	23%	28%	19%	17%	20%	20%	24%	18%	27%	14%	22%	25%	26%	26%	15%	15%	22%
60-69 (Net)	484	193	61	127	33	69	79	215	52	109	28	117	67	73	74	8	17	2
	14%	14%	9%	18%	16%	15%	17%	15%	15%	15%	7%	16%	15%	15%	17%	12%	14%	7%
70+ (Net)	400	143	48	120	30	59	60	203	24	68	45	77	50	66	38	9	16	4
	12%	10%	7%	17%	15%	13%	12%	14%	7%	9%	12%	10%	11%	14%	9%	13%	13%	13%
16+ (Net)	5106	2100	1001	987	337	681	656	2152	472	1184	642	1113	603	696	619	88	168	44
	150%	152%	155%	140%	165%	148%	137%	149%	136%	163%	164%	148%	138%	146%	145%	125%	140%	147%
DK/NS	202	86	44	26	12	34	26	76	16	46	38	35	30	24	18	5	5	3
	6%	6%	7%	4%	6%	7%	5%	5%	4%	6%	10%	5%	7%	5%	4%	7%	4%	9%

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))

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	2865	2006	76	443	324	724	646	583	443	76	324	53	370	346	368	381	363	1037
Weighted base	3394	2312	110	591	360	865	734	650	591	110	360	62	419	416	447	449	419	1244
15 or Under (Net)	1995	1385	52	302	237	586	443	310	302	52	237	46	376	294	287	238	211	589
	59%	60%	47%	51%	66%	68%	60%	48%	51%	47%	66%	74%	90%	71%	64%	53%	50%	47%
16-20 (Net)	760	467	45	150	97	187	157	112	150	45	97	11	152	75	108	61	50	313
	22%	20%	41%	25%	27%	22%	21%	17%	25%	41%	27%	17%	36%	18%	24%	14%	12%	25%
21-39 (Net)	1708	1050	125	327	199	404	298	299	327	125	199	48	233	166	207	214	195	693
	50%	45%	113%	55%	55%	47%	41%	46%	55%	113%	55%	78%	56%	40%	46%	48%	47%	56%
40-49 (Net)	992	648	17	266	57	277	217	135	266	17	57	19	104	111	131	111	124	412
	29%	28%	16%	45%	16%	32%	30%	21%	45%	16%	16%	30%	25%	27%	29%	25%	30%	33%
50-59 (Net)	762	548	7	149	48	228	150	158	149	7	48	11	60	75	94	127	100	306
	22%	24%	7%	25%	13%	26%	20%	24%	25%	7%	13%	18%	14%	18%	21%	28%	24%	25%
60-69 (Net)	484	358	7	86	29	104	109	137	86	7	29	9	43	64	76	58	45	198
	14%	16%	6%	15%	8%	12%	15%	21%	15%	6%	8%	15%	10%	15%	17%	13%	11%	16%
70+ (Net)	400	259	7	90	43	42	96	119	90	7	43	2	48	66	47	40	16	182
	12%	11%	6%	15%	12%	5%	13%	18%	15%	6%	12%	4%	12%	16%	11%	9%	4%	15%
16+ (Net)	5106	3329	208	1068	474	1243	1027	959	1068	208	474	100	641	557	664	610	530	2104
	150%	144%	189%	181%	131%	144%	140%	148%	181%	189%	131%	162%	153%	134%	148%	136%	127%	169%
DK/NS	202	120	1	43	35	47	38	30	43	1	35	6	32	26	18	20	22	84
	6%	5%	1%	7%	10%	5%	5%	5%	7%	1%	10%	10%	8%	6%	4%	5%	5%	7%

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

F5. Age of respondent

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
16-20	316	146	170	316	-	-	-	-	-	-	80	106	63	66	76	29	18	192	63	77	176
	8%	8%	8%	100%	-	-	-	-	-	-	8%	8%	7%	8%	4%	5%	1%	71%	9%	5%	10%
21-29	604	286	319	-	604	-	-	-	-	-	96	210	168	130	326	95	113	66	178	186	239
	15%	15%	16%	-	100%	-	-	-	-	-	10%	17%	20%	16%	19%	18%	8%	24%	25%	12%	14%
30-39	651	341	310	-	-	651	-	-	-	-	179	226	116	130	382	122	137	7	96	301	253
	17%	18%	15%	-	-	100%	-	-	-	-	18%	18%	14%	16%	22%	23%	10%	2%	13%	20%	15%
40-49	726	345	381	-	-	-	726	-	-	-	212	220	157	137	479	124	116	6	89	238	396
	19%	18%	19%	-	-	-	100%	-	-	-	21%	18%	18%	17%	28%	23%	8%	2%	12%	16%	23%
50-59	583	297	286	-	-	-	-	583	-	-	163	162	116	142	340	110	129	-	73	179	332
	15%	16%	14%	-	-	-	-	100%	-	-	16%	13%	14%	17%	20%	20%	9%	-	10%	12%	19%
60-69	505	245	260	-	-	-	-	-	505	-	133	156	109	107	109	53	341	*	58	239	205
	13%	13%	13%	-	-	-	-	-	100%	-	13%	12%	13%	13%	6%	10%	25%	*	8%	16%	12%
70+	538	258	280	-	-	-	-	-	-	538	127	173	123	116	6	7	526	-	160	277	102
	14%	13%	14%	-	-	-	-	-	-	100%	13%	14%	14%	14%	*	1%	38%	-	22%	18%	6%

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

F5. Age of respondent

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
16-20	316 8%	42 7%	201 9%	23 5%	50 8%	26 5%	31 7%	83 19%	176 7%	34 4%	132 11%	112 11%	35 4%
21-29	604 15%	132 23%	384 17%	57 12%	31 5%	127 26%	35 8%	24 6%	418 16%	150 19%	224 19%	173 16%	50 6%
30-39	651 17%	138 24%	365 16%	84 18%	64 11%	243 50%	147 34%	41 9%	221 9%	221 28%	193 17%	162 15%	73 8%
40-49	726 19%	97 17%	425 18%	86 18%	118 20%	80 16%	179 42%	204 47%	263 10%	157 20%	219 19%	229 22%	120 13%
50-59	583 15%	86 15%	324 14%	61 13%	112 19%	7 1%	29 7%	70 16%	477 19%	105 13%	177 15%	148 14%	149 17%
60-69	505 13%	35 6%	282 12%	74 16%	114 19%	4 1%	3 1%	3 1%	494 19%	74 9%	112 10%	126 12%	190 21%
70+	538 14%	37 6%	320 14%	83 18%	99 17%	1 *	2 *	8 2%	528 20%	44 6%	110 9%	102 10%	276 31%

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

F5. Age of respondent

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more		
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
16-20	316 8%	126 6%	190 10%	104 5%	143 12%	46 11%	23 20%	99 12%	27 13%	46 11%	48 6%	18 9%	46 7%	11 2%	6 11%	12 5%
21-29	604 15%	278 13%	326 18%	274 13%	206 17%	109 27%	15 12%	149 19%	49 24%	94 22%	78 10%	37 19%	107 16%	48 10%	6 12%	33 13%
30-39	651 17%	349 17%	302 16%	349 16%	224 18%	68 17%	10 9%	126 16%	44 22%	96 23%	113 14%	37 19%	136 20%	48 10%	6 11%	43 17%
40-49	726 19%	433 21%	293 16%	452 21%	210 17%	56 14%	8 7%	118 15%	31 15%	81 19%	142 18%	43 22%	168 25%	71 14%	8 14%	60 23%
50-59	583 15%	341 16%	242 13%	352 16%	183 15%	40 10%	9 8%	89 11%	25 12%	56 13%	131 16%	29 15%	126 19%	76 15%	12 22%	37 14%
60-69	505 13%	308 15%	196 11%	313 15%	149 12%	31 7%	12 10%	93 12%	13 6%	34 8%	129 16%	24 12%	62 9%	99 20%	7 13%	44 17%
70+	538 14%	253 12%	286 16%	314 15%	126 10%	58 14%	41 34%	124 16%	12 6%	17 4%	158 20%	10 5%	29 4%	139 28%	9 17%	30 11%

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

F5. Age of respondent

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
16-20	316 8%	80 5%	112 16%	48 6%	25 10%	50 9%	11 2%	93 6%	28 7%	115 13%	69 13%	36 4%	18 4%	8 2%	18 4%	2 3%	8 6%	- -
21-29	604 15%	247 16%	113 16%	100 12%	34 14%	110 20%	46 9%	228 14%	54 14%	152 18%	124 24%	108 13%	53 11%	62 12%	66 14%	4 5%	14 10%	9 27%
30-39	651 17%	325 21%	118 16%	95 12%	25 10%	88 16%	89 17%	261 16%	92 24%	132 15%	78 15%	134 16%	96 20%	89 17%	98 21%	22 27%	34 24%	8 24%
40-49	726 19%	310 20%	134 19%	150 18%	47 20%	86 15%	134 26%	318 19%	74 19%	136 16%	65 12%	200 24%	103 21%	123 23%	100 21%	21 25%	34 24%	3 8%
50-59	583 15%	258 16%	105 15%	129 16%	31 13%	59 10%	104 20%	248 15%	61 16%	122 14%	49 9%	131 16%	83 17%	116 22%	82 17%	15 18%	19 13%	2 7%
60-69	505 13%	208 13%	77 11%	124 15%	36 15%	60 11%	84 16%	229 14%	46 12%	103 12%	43 8%	109 13%	78 16%	83 15%	73 15%	12 15%	12 9%	6 16%
70+	538 14%	145 9%	64 9%	175 21%	44 18%	111 20%	57 11%	257 16%	28 7%	98 11%	99 19%	100 12%	53 11%	58 11%	42 9%	6 8%	20 14%	6 18%

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

F5. Age of respondent

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
16-20	316 8%	90 3%	5 3%	157 26%	58 10%	25 3%	29 4%	24 3%	157 26%	5 3%	58 10%	11 17%	41 8%	36 7%	23 5%	17 3%	18 4%	181 13%
21-29	604 15%	318 12%	45 30%	106 18%	134 24%	131 14%	82 10%	88 12%	106 18%	45 30%	134 24%	17 25%	98 20%	70 14%	53 11%	93 19%	68 14%	221 15%
30-39	651 17%	482 19%	27 18%	66 11%	69 12%	194 20%	159 20%	115 15%	66 11%	27 18%	69 12%	14 20%	86 17%	68 14%	106 21%	90 18%	133 27%	168 12%
40-49	726 19%	584 23%	27 18%	47 8%	62 11%	261 27%	194 24%	120 16%	47 8%	27 18%	62 11%	9 13%	88 18%	81 16%	118 24%	104 21%	117 23%	218 15%
50-59	583 15%	448 17%	17 11%	61 10%	56 10%	174 18%	144 18%	126 17%	61 10%	17 11%	56 10%	5 7%	70 14%	58 12%	84 17%	83 17%	97 20%	191 13%
60-69	505 13%	372 14%	14 9%	73 12%	44 8%	134 14%	105 13%	125 17%	73 12%	14 9%	44 8%	9 14%	45 9%	89 18%	68 14%	62 12%	48 10%	193 13%
70+	538 14%	286 11%	15 10%	89 15%	145 26%	44 5%	91 11%	147 20%	89 15%	15 10%	145 26%	3 5%	71 14%	96 19%	45 9%	49 10%	17 3%	260 18%

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

F6. What is your marital status?

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Married/civil partnership	2126	1093	1033	7	125	405	498	411	376	305	660	662	478	327	984	351	782	5	158	835	1130
	54%	57%	52%	2%	21%	62%	69%	70%	74%	57%	67%	53%	56%	39%	57%	65%	57%	2%	22%	56%	66%
Living as a couple	409	206	203	17	180	87	71	36	12	5	89	121	120	80	265	51	85	8	82	148	178
	10%	11%	10%	5%	30%	13%	10%	6%	2%	1%	9%	10%	14%	10%	15%	9%	6%	3%	11%	10%	10%
Divorced/separated, including from a civil partnership	270	89	181	1	12	35	67	68	51	36	40	86	41	103	102	38	125	2	87	148	35
	7%	5%	9%	*	2%	5%	9%	12%	10%	7%	4%	7%	5%	12%	6%	7%	9%	1%	12%	10%	2%
Widowed	213	50	163	-	1	2	2	14	34	161	36	71	37	69	10	8	195	-	104	86	23
	5%	3%	8%	-	*	*	*	2%	7%	30%	4%	6%	4%	8%	1%	1%	14%	-	15%	6%	1%
Single	905	480	425	290	287	122	88	54	31	32	165	313	178	249	357	92	193	256	285	281	339
	23%	25%	21%	92%	47%	19%	12%	9%	6%	6%	17%	25%	21%	30%	21%	17%	14%	94%	40%	19%	20%

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

F6. What is your marital status?

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Married'/civil partnership	2126 54%	260 46%	1180 51%	296 63%	389 66%	322 66%	296 69%	237 55%	1271 49%	472 60%	607 52%	549 52%	487 54%
Living as a couple	409 10%	62 11%	256 11%	53 11%	39 7%	80 17%	40 9%	41 9%	247 10%	82 10%	146 12%	122 12%	56 6%
Divorced'/separated, including from a civil partnership	270 7%	43 8%	175 8%	25 5%	27 5%	20 4%	25 6%	34 8%	190 7%	37 5%	67 6%	88 8%	78 9%
Widowed	213 5%	20 4%	142 6%	26 6%	25 4%	1 *	1 *	5 1%	206 8%	18 2%	36 3%	35 3%	122 14%
Single	905 23%	181 32%	547 24%	68 15%	109 19%	64 13%	64 15%	115 27%	662 26%	178 23%	312 27%	258 25%	150 17%

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

F6. What is your marital status?

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Married/'civil partnership	2126	1297	830	1362	623	116	26	372	75	211	478	114	406	282	31	149
	54%	62%	45%	63%	50%	28%	22%	47%	37%	50%	60%	58%	60%	57%	57%	58%
Living as a couple	409	213	196	217	139	47	6	96	33	44	66	22	86	30	4	27
	10%	10%	11%	10%	11%	12%	5%	12%	16%	10%	8%	11%	13%	6%	8%	11%
Divorced/'separated, including from a civil partnership	270	136	134	142	74	43	11	57	11	24	54	14	44	40	2	22
	7%	7%	7%	7%	6%	11%	9%	7%	6%	6%	7%	7%	6%	8%	4%	8%
Widowed	213	80	133	110	50	31	22	55	8	6	61	4	11	52	3	8
	5%	4%	7%	5%	4%	8%	18%	7%	4%	1%	8%	2%	2%	11%	5%	3%
Single	905	362	543	326	354	170	54	219	73	139	141	43	127	86	14	52
	23%	17%	30%	15%	29%	42%	45%	27%	36%	33%	18%	22%	19%	18%	25%	20%

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

F6. What is your marital status?

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Married//civil partnership	2126 54%	871 55%	366 51%	494 60%	139 58%	255 45%	364 69%	998 61%	216 56%	407 47%	141 27%	538 66%	322 67%	354 66%	312 65%	54 66%	84 59%	21 60%
Living as a couple	409 10%	168 11%	79 11%	77 9%	19 8%	66 12%	41 8%	176 11%	55 14%	84 10%	53 10%	73 9%	52 11%	63 12%	46 10%	7 8%	17 12%	4 11%
Divorced//separated, including from a civil partnership	270 7%	113 7%	43 6%	58 7%	15 6%	42 7%	40 8%	102 6%	17 5%	56 7%	54 10%	51 6%	33 7%	37 7%	23 5%	4 5%	14 10%	4 10%
Widowed	213 5%	65 4%	31 4%	54 7%	14 6%	49 9%	16 3%	94 6%	9 2%	41 5%	53 10%	28 3%	9 2%	27 5%	14 3%	4 5%	3 2%	2 5%
Single	905 23%	357 23%	204 28%	140 17%	54 23%	151 27%	63 12%	263 16%	85 22%	270 31%	224 43%	129 16%	69 14%	59 11%	86 18%	13 16%	24 17%	5 15%

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

F6. What is your marital status?

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Married/civil partnership	2126 54%	1684 65%	39 26%	272 46%	119 21%	633 66%	542 67%	476 64%	272 46%	39 26%	119 21%	34 49%	220 44%	259 52%	325 65%	311 62%	305 61%	707 49%
Living as a couple	409 10%	260 10%	30 20%	62 10%	52 9%	111 12%	83 10%	55 7%	62 10%	30 20%	52 9%	11 16%	51 10%	48 10%	49 10%	70 14%	72 14%	118 8%
Divorced/separated, including from a civil partnership	270 7%	166 6%	20 13%	17 3%	67 12%	66 7%	46 6%	49 7%	17 3%	20 13%	67 12%	5 7%	50 10%	47 9%	28 6%	23 5%	32 6%	90 6%
Widowed	213 5%	85 3%	6 4%	22 4%	98 17%	15 2%	25 3%	42 6%	22 4%	6 4%	98 17%	2 3%	27 5%	43 9%	19 4%	15 3%	9 2%	100 7%
Single	905 23%	385 15%	54 36%	225 38%	231 41%	137 14%	108 13%	122 16%	225 38%	54 36%	231 41%	18 25%	150 30%	101 20%	78 16%	79 16%	81 16%	416 29%

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

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
White British	3293	1613	1680	262	432	477	614	526	473	508	877	1042	734	639	1434	446	1206	196	512	1226	1552
	84%	84%	84%	83%	72%	73%	85%	90%	94%	94%	89%	83%	86%	77%	83%	83%	87%	72%	71%	82%	91%
Another white background	217	114	103	14	67	41	32	26	19	18	45	65	49	58	106	34	62	15	85	93	38
	6%	6%	5%	4%	11%	6%	4%	5%	4%	3%	5%	5%	6%	7%	6%	6%	4%	6%	12%	6%	2%
Indian	87	39	48	9	21	30	14	9	3	1	23	27	18	20	51	7	24	5	12	34	41
	2%	2%	2%	3%	3%	5%	2%	2%	1%	*	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
Pakistani	73	23	50	5	27	26	12	3	1	1	5	20	21	27	24	12	24	14	9	35	29
	2%	1%	2%	1%	4%	4%	2%	*	*	*	2%	3%	3%	3%	1%	2%	2%	5%	1%	2%	2%
African	63	33	31	3	22	20	11	2	1	4	9	26	6	22	17	16	19	12	26	31	6
	2%	2%	2%	1%	4%	3%	1%	*	*	1%	1%	2%	1%	3%	1%	3%	1%	4%	4%	2%	*
Caribbean	50	19	31	7	5	8	20	5	2	3	11	17	6	16	24	6	12	7	21	16	13
	1%	1%	2%	2%	1%	1%	3%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%
Any other Asian background	40	23	17	8	6	17	7	*	2	1	1	12	8	19	16	6	10	7	13	22	3
	1%	1%	1%	3%	1%	3%	1%	*	*	*	*	1%	1%	2%	1%	1%	1%	2%	2%	1%	*
Any other	27	15	12	4	7	7	4	3	*	*	5	12	2	8	13	4	2	8	7	14	5
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	*	1%	1%	1%	*	3%	1%	1%	*
Bangladeshi	21	11	10	-	7	7	3	5	-	-	2	7	3	9	9	2	9	-	9	4	7
	1%	1%	*	-	1%	1%	*	1%	-	-	*	1%	*	1%	1%	*	1%	-	1%	*	*
Chinese	16	11	5	-	4	8	1	3	-	-	8	5	*	3	12	1	-	4	5	9	3
	*	1%	*	-	1%	1%	*	*	-	-	1%	*	*	*	1%	*	-	1%	1%	1%	*
Any other Black background	11	5	7	2	1	4	-	*	2	1	2	8	1	-	*	2	5	3	7	3	1
	*	*	*	1%	*	1%	-	*	*	*	*	1%	*	-	*	*	*	1%	1%	*	*
White and Black African	8	3	5	-	1	1	5	-	-	1	-	2	3	3	3	2	2	*	4	2	2
	*	*	*	-	*	*	1%	-	-	*	-	*	*	*	*	*	*	*	1%	*	*
Any other Mixed background	8	4	3	1	2	5	-	-	-	-	1	3	2	1	3	-	1	2	3	4	-
	*	*	*	*	*	1%	-	-	-	-	*	*	*	*	*	*	*	1%	*	*	-
White and Black Caribbean	6	3	3	1	2	2	1	-	-	-	1	3	-	2	3	2	1	-	1	2	3
	*	*	*	*	*	*	*	-	-	-	*	*	-	*	*	*	*	-	*	*	*
White and Asian	*	*	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	*	-
Refused	2	1	1	-	-	-	2	-	-	-	-	2	-	1	2	-	1	-	1	1	1
	*	*	*	-	-	-	*	-	-	-	*	-	*	*	*	*	*	-	*	*	*

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
White British	3293 84%	297 52%	1982 86%	447 96%	567 96%	348 71%	349 82%	365 84%	2231 87%	577 73%	1010 87%	922 88%	760 85%
Another white background	217 6%	93 16%	95 4%	12 2%	17 3%	34 7%	19 4%	11 2%	154 6%	71 9%	57 5%	42 4%	47 5%
Indian	87 2%	33 6%	51 2%	3 1%	-	26 5%	14 3%	11 3%	36 1%	34 4%	19 2%	14 1%	19 2%
Pakistani	73 2%	14 3%	59 3%	-	-	24 5%	16 4%	11 3%	22 1%	19 2%	22 2%	17 2%	15 2%
African	63 2%	44 8%	19 1%	-	-	17 3%	5 1%	2 *	40 2%	26 3%	12 1%	19 2%	6 1%
Caribbean	50 1%	26 5%	21 1%	3 1%	-	7 2%	5 1%	9 2%	29 1%	10 1%	19 2%	9 1%	10 1%
Any other Asian background	40 1%	18 3%	22 1%	-	-	12 3%	7 2%	3 1%	18 1%	8 1%	9 1%	8 1%	15 2%
Any other	27 1%	16 3%	10 *	-	-	3 1%	-	4 1%	19 1%	7 1%	7 1%	6 1%	6 1%
Bangladeshi	21 1%	4 1%	12 1%	3 1%	2 *	4 1%	7 2%	4 1%	7 *	8 1%	-	3 *	11 1%
Chinese	16 *	7 1%	8 *	* *	2 *	3 1%	-	4 1%	9 *	11 1%	4 *	1 *	-
Any other Black background	11 *	7 1%	3 *	-	1 *	3 1%	-	1 *	7 *	9 1%	* *	1 *	-
White and Black African	8 *	4 1%	5 *	-	-	* *	4 1%	3 1%	1 *	-	2 *	2 *	4 *
Any other Mixed background	8 *	2 *	6 *	-	-	1 *	-	4 1%	2 *	4 1%	-	3 *	1 *
White and Black Caribbean	6 *	2 *	5 *	-	-	4 1%	1 *	-	2 *	2 *	3 *	2 *	* *
White and Asian	* *	-	* *	-	-	-	-	* *	-	* *	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Refused	2 *	1 *	2 *	- -	- -	- -	1 *	- -	2 *	- -	- -	2 *	1 *

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
White British	3293	1858	1434	1911	1032	252	97	685	182	330	711	165	558	412	43	186
	84%	89%	78%	89%	83%	62%	83%	86%	91%	78%	89%	83%	83%	84%	79%	72%
Another white background	217	61	156	84	62	61	10	43	7	14	20	19	50	35	6	22
	6%	3%	9%	4%	5%	15%	8%	5%	3%	3%	3%	9%	7%	7%	12%	8%
Indian	87	45	42	50	24	13	-	21	1	14	10	6	14	2	5	13
	2%	2%	2%	2%	2%	3%	-	3%	1%	3%	1%	3%	2%	*	10%	5%
Pakistani	73	34	39	35	24	14	-	12	2	15	12	3	13	11	-	5
	2%	2%	2%	2%	2%	3%	-	2%	1%	4%	1%	2%	2%	2%	-	2%
African	63	20	43	15	24	23	1	7	3	15	6	2	6	11	-	13
	2%	1%	2%	1%	2%	6%	*	1%	1%	3%	1%	1%	1%	2%	-	5%
Caribbean	50	19	30	18	19	10	2	7	3	13	8	1	12	3	-	3
	1%	1%	2%	1%	2%	3%	2%	1%	1%	3%	1%	*	2%	1%	-	1%
Any other Asian background	40	13	27	14	14	8	4	6	-	4	8	-	5	9	-	7
	1%	1%	1%	1%	1%	2%	4%	1%	-	1%	1%	-	1%	2%	-	3%
Any other	27	11	15	4	15	7	2	4	1	10	7	-	-	*	-	4
	1%	1%	1%	*	1%	2%	1%	1%	*	2%	1%	-	-	*	-	1%
Bangladeshi	21	12	9	14	4	3	-	8	-	3	3	-	5	2	-	*
	1%	1%	1%	1%	*	1%	-	1%	-	1%	*	-	1%	*	-	*
Chinese	16	4	12	3	9	3	1	1	1	2	6	*	4	-	-	2
	*	*	1%	*	1%	1%	1%	*	1%	*	1%	*	1%	-	-	1%
Any other Black background	11	3	8	4	*	7	1	-	1	-	2	1	1	3	-	3
	*	*	*	*	*	2%	1%	-	1%	-	*	*	*	1%	-	1%
White and Black African	8	1	7	-	4	4	-	1	-	1	3	-	2	1	-	*
	*	*	*	-	*	1%	-	*	-	*	*	-	*	*	-	*
Any other Mixed background	8	1	7	-	4	3	-	1	-	2	1	-	5	-	-	-
	*	*	*	-	*	1%	-	*	-	*	*	-	1%	-	-	-
White and Black Caribbean	6	4	3	3	3	-	1	1	-	2	2	-	-	-	-	1
	*	*	*	*	*	-	1%	*	-	1%	*	-	-	-	-	*

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more			
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
White and Asian	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-
Refused	2	2	1	2	-	1	-	1	-	-	-	1	-	-	-	-
	*	*	*	*	-	*	-	*	-	-	-	1%	-	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
White British	3293 84%	1279 81%	637 88%	716 87%	196 81%	466 83%	448 85%	1463 90%	297 78%	735 86%	350 67%	718 88%	433 89%	489 91%	412 86%	66 80%	120 85%	23 68%
Another white background	217 6%	95 6%	40 6%	35 4%	16 7%	32 6%	27 5%	57 3%	21 6%	41 5%	71 13%	28 3%	21 4%	17 3%	19 4%	5 6%	5 4%	6 18%
Indian	87 2%	39 2%	16 2%	17 2%	4 2%	11 2%	15 3%	35 2%	15 4%	10 1%	13 2%	16 2%	12 3%	15 3%	9 2%	1 2%	5 3%	2 4%
Pakistani	73 2%	38 2%	7 1%	7 1%	6 2%	15 3%	13 2%	22 1%	4 1%	20 2%	14 3%	20 2%	4 1%	6 1%	7 1%	-	4 3%	3 8%
African	63 2%	28 2%	10 1%	6 1%	7 3%	13 2%	3 1%	12 1%	13 3%	11 1%	24 5%	9 1%	1 *	3 1%	9 2%	2 3%	1 *	-
Caribbean	50 1%	28 2%	4 1%	11 1%	1 1%	5 1%	7 1%	11 1%	7 2%	12 1%	13 2%	10 1%	3 1%	3 1%	5 1%	1 2%	* *	-
Any other Asian background	40 1%	19 1%	4 1%	8 1%	3 1%	6 1%	4 1%	10 1%	8 2%	5 1%	12 2%	4 1%	4 1%	3 1%	6 1%	-	1 1%	-
Any other	27 1%	12 1%	1 *	10 1%	1 *	3 1%	-	4 *	5 1%	10 1%	8 2%	2 *	1 *	1 *	3 1%	5 6%	-	-
Bangladeshi	21 1%	6 *	2 *	6 1%	-	7 1%	3 1%	12 1%	* *	3 *	3 *	6 1%	3 1%	1 *	-	-	2 2%	-
Chinese	16 *	14 1%	* *	* *	-	1 *	1 *	2 *	6 2%	4 *	4 1%	2 *	1 *	-	6 1%	1 2%	-	-
Any other Black background	11 *	7 *	-	1 *	2 1%	* *	2 *	1 *	* *	-	7 1%	2 *	1 *	-	-	-	-	* 1%
White and Black African	8 *	2 *	-	2 *	3 1%	1 *	-	-	2 1%	2 *	4 1%	-	-	-	1 *	-	2 1%	-
Any other Mixed background	8 *	4 *	-	2 *	1 *	2 *	-	-	3 1%	1 *	3 1%	-	-	-	2 *	-	2 1%	-
White and Black Caribbean	6 *	2 *	2 *	-	2 1%	1 *	1 *	3 *	-	3 *	1 *	1 *	1 *	1 *	2 *	-	* *	-
White and Asian	* *	* *	-	-	-	-	-	-	-	* *	-	-	-	-	* *	-	-	-

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

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Refused	2 *	- -	- -	- -	1 *	2 *	- -	2 *	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
White British	3293	2261	102	498	411	878	710	623	498	102	411	49	378	423	435	443	444	1170
	84%	88%	68%	83%	72%	91%	88%	84%	83%	68%	72%	71%	76%	85%	87%	89%	89%	82%
Another white background	217	101	32	28	53	31	27	36	28	32	53	7	27	29	23	18	31	90
	6%	4%	21%	5%	9%	3%	3%	5%	5%	21%	9%	10%	5%	6%	5%	4%	6%	6%
Indian	87	61	1	15	11	15	23	20	15	1	11	3	18	12	8	9	13	29
	2%	2%	1%	3%	2%	2%	3%	3%	3%	1%	2%	5%	4%	2%	2%	2%	3%	2%
Pakistani	73	42	2	21	7	4	11	22	21	2	7	6	21	8	3	9	1	32
	2%	2%	1%	4%	1%	*	1%	3%	4%	1%	1%	8%	4%	2%	1%	2%	*	2%
African	63	25	4	10	23	7	4	12	10	4	23	2	16	8	9	7	1	22
	2%	1%	2%	2%	4%	1%	1%	2%	2%	2%	4%	3%	3%	2%	2%	1%	*	2%
Caribbean	50	22	3	6	18	9	6	8	6	3	18	-	6	5	8	6	3	23
	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	3%	-	1%	1%	2%	1%	1%	2%
Any other Asian background	40	18	4	8	10	2	6	8	8	4	10	2	20	7	2	2	1	9
	1%	1%	2%	1%	2%	*	1%	1%	1%	2%	2%	3%	4%	1%	*	*	*	1%
Any other	27	12	*	7	7	6	2	4	7	*	7	-	5	3	3	-	-	16
	1%	*	*	1%	1%	1%	*	1%	1%	*	1%	-	1%	1%	1%	-	-	1%
Bangladeshi	21	12	*	-	9	4	7	1	-	*	9	*	3	2	-	3	2	11
	1%	*	*	-	2%	*	1%	*	-	*	2%	1%	1%	*	-	1%	*	1%
Chinese	16	10	2	1	3	2	5	4	1	2	3	-	1	-	2	1	2	9
	*	*	1%	*	1%	*	1%	1%	*	1%	1%	-	*	-	*	*	*	1%
Any other Black background	11	4	-	1	7	-	1	2	1	-	7	-	1	-	1	2	*	7
	*	*	-	*	1%	-	*	*	*	-	1%	-	*	-	*	*	*	1%
White and Black African	8	2	-	1	4	*	*	2	1	-	4	-	1	2	-	-	-	5
	*	*	-	*	1%	*	*	*	*	-	1%	-	*	*	-	-	-	*
Any other Mixed background	8	4	-	1	3	4	-	-	1	-	3	-	2	-	3	1	-	1
	*	*	-	*	1%	*	-	-	*	-	1%	-	*	-	1%	*	-	*

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
White and Black Caribbean	6	5	-	-	1	2	1	3	-	-	1	-	1	-	1	-	*	4
White and Asian	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*
Refused	2	2	-	-	1	-	2	-	-	-	1	-	-	-	-	-	-	2
	*	*	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	*

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	530	191	339	19	117	134	119	107	27	7	48	78	59	345	-	-	530	-	232	182	116
Weighted base	501	186	315	18	113	135	113	96	23	3	51	95	69	286	-	-	501	-	178	175	148
Yes	71	34	36	2	24	16	15	11	2	-	10	18	21	22	-	-	71	-	18	25	27
	14%	18%	12%	10%	21%	12%	13%	12%	8%	-	19%	18%	31%	8%	-	-	14%	-	10%	14%	19%
No	431	152	279	16	89	119	98	85	21	3	41	77	48	264	-	-	431	-	160	150	121
	86%	82%	88%	90%	79%	88%	87%	88%	92%	100%	81%	82%	69%	92%	-	-	86%	-	90%	86%	81%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	530	80	384	35	31	121	69	50	290	63	102	167	193
Weighted base	501	108	302	47	45	116	72	67	245	64	109	155	168
Yes	71 14%	10 10%	45 15%	7 15%	8 18%	10 8%	14 20%	4 7%	42 17%	10 16%	24 22%	27 17%	10 6%
No	431 86%	97 90%	256 85%	40 85%	37 82%	106 92%	58 80%	63 93%	203 83%	53 84%	85 78%	128 83%	158 94%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	530	201	329	243	156	100	31	120	28	56	103	20	83	67	10	33
Weighted base	501	203	298	253	142	85	21	109	28	49	98	19	81	66	10	35
Yes	71	33	37	43	21	6	1	11	5	8	21	5	13	3	-	5
	14%	16%	13%	17%	15%	7%	5%	10%	17%	17%	21%	23%	16%	5%	-	16%
No	431	170	261	210	121	80	20	98	23	41	78	15	67	62	10	30
	86%	84%	87%	83%	85%	93%	95%	90%	83%	83%	79%	77%	84%	95%	100%	84%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	530	218	82	89	33	108	65	178	45	111	131	80	40	49	35	3	11	1
Weighted base	501	209	81	81	40	91	63	189	46	96	107	93	38	49	33	2	10	1
Yes	71 14%	30 14%	16 19%	10 12%	-	15 17%	10 16%	33 17%	7 15%	14 15%	7 6%	16 17%	6 15%	13 27%	8 25%	-	2 20%	-
No	431 86%	179 86%	65 81%	71 88%	40 100%	76 83%	53 84%	156 83%	39 85%	82 85%	100 94%	77 83%	33 85%	36 73%	25 75%	2 100%	8 80%	1 100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	530	219	36	75	196	59	66	82	75	36	196	12	190	77	22	31	23	187
Weighted base	501	226	30	94	148	64	67	82	94	30	148	14	165	74	25	28	20	190
Yes	71 14%	45 20%	6 18%	7 7%	13 9%	17 26%	13 19%	13 15%	7 7%	6 18%	13 9%	3 21%	12 7%	11 15%	4 16%	6 23%	8 41%	29 15%
No	431 86%	181 80%	25 82%	87 93%	135 91%	47 74%	54 81%	69 85%	87 93%	25 82%	135 91%	11 79%	153 93%	63 85%	21 84%	21 77%	12 59%	161 85%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	1228	514	714	2	19	19	18	50	424	696	300	367	241	320	-	-	1228	-	374	617	234
Weighted base	945	426	519	2	24	18	18	44	319	521	236	289	212	209	-	-	945	-	226	475	243
Employee	849	366	483	2	23	15	17	41	296	455	213	255	192	188	-	-	849	-	208	425	214
	90%	86%	93%	100%	96%	87%	95%	94%	93%	87%	91%	88%	91%	90%	-	-	90%	-	92%	90%	88%
Self-employed	96	60	36	-	1	2	1	3	23	67	22	35	19	20	-	-	96	-	17	50	29
	10%	14%	7%	-	4%	13%	5%	6%	7%	13%	9%	12%	9%	10%	-	-	10%	-	8%	10%	12%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1228	70	870	126	162	14	13	14	1187	134	248	226	611
Weighted base	945	75	554	139	177	13	16	17	899	103	207	209	420
Employee	849	70	497	124	158	12	14	16	807	95	187	186	374
	90%	93%	90%	89%	89%	89%	88%	91%	90%	93%	90%	89%	89%
Self-employed	96	5	57	15	20	2	2	1	91	8	20	23	46
	10%	7%	10%	11%	11%	11%	12%	9%	10%	7%	10%	11%	11%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1228	581	647	662	353	139	74	278	39	40	356	33	117	249	16	81
Weighted base	945	471	474	552	248	94	50	193	29	35	276	31	90	204	14	61
Employee	849	407	442	485	229	88	46	174	24	33	251	28	82	177	11	58
	90%	86%	93%	88%	92%	93%	92%	90%	85%	95%	91%	90%	92%	87%	76%	95%
Self-employed	96	64	32	67	19	6	4	19	4	2	25	3	7	27	3	3
	10%	14%	7%	12%	8%	7%	8%	10%	15%	5%	9%	10%	8%	13%	24%	5%

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1228	410	164	334	84	236	142	520	90	263	213	226	120	144	136	25	41	11
Weighted base	945	317	132	268	63	167	127	425	63	185	145	187	101	120	95	18	27	11
Employee	849	289	117	243	54	147	115	370	60	170	134	163	86	104	88	16	21	11
	90%	91%	89%	91%	86%	88%	90%	87%	95%	92%	93%	88%	84%	86%	93%	88%	79%	100%
Self-employed	96	28	15	25	9	20	13	55	3	16	10	23	16	17	7	2	6	-
	10%	9%	11%	9%	14%	12%	10%	13%	5%	8%	7%	12%	16%	14%	7%	12%	21%	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1228	703	47	146	327	135	218	334	146	47	327	16	165	217	135	91	73	547
Weighted base	945	559	32	156	193	115	174	258	156	32	193	12	119	164	103	82	56	422
Employee	849	489	29	147	179	96	149	232	147	29	179	12	109	153	92	74	48	373
	90%	87%	89%	94%	93%	84%	86%	90%	94%	89%	93%	97%	92%	93%	90%	90%	86%	88%
Self-employed	96	70	3	9	14	19	25	26	9	3	14	*	9	12	11	8	8	49
	10%	13%	11%	6%	7%	16%	14%	10%	6%	11%	7%	3%	8%	7%	10%	10%	14%	12%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3268	1554	1714	68	331	489	592	461	615	712	927	1056	686	599	1544	496	1228	-	620	1453	1190
Weighted base	3196	1633	1562	102	444	521	620	494	482	534	878	1050	755	512	1714	537	945	-	471	1270	1451
1	254	156	98	3	25	33	53	57	55	29	53	74	80	47	142	63	49	-	35	90	129
	8%	10%	6%	3%	6%	6%	9%	11%	11%	5%	6%	7%	11%	9%	8%	12%	5%	-	7%	7%	9%
2 to 24	992	451	541	56	126	147	187	152	141	182	212	356	235	189	476	218	298	-	155	383	451
	31%	28%	35%	55%	28%	28%	30%	31%	29%	34%	24%	34%	31%	37%	28%	41%	31%	-	33%	30%	31%
25 to 499	1213	630	583	34	210	203	224	185	183	173	339	385	289	200	684	187	342	-	184	477	551
	38%	39%	37%	33%	47%	39%	36%	37%	38%	32%	39%	37%	38%	39%	40%	35%	36%	-	39%	38%	38%
Or 500 or more employees?	737	396	341	9	82	138	156	101	102	149	274	235	151	77	411	70	256	-	97	319	321
	23%	24%	22%	9%	18%	27%	25%	20%	21%	28%	31%	22%	20%	15%	24%	13%	27%	-	21%	25%	22%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3268	298	2265	307	398	302	293	217	2456	736	835	776	898
Weighted base	3196	413	1851	410	521	359	338	308	2192	681	935	853	708
1	254 8%	49 12%	113 6%	33 8%	60 11%	29 8%	28 8%	32 10%	166 8%	52 8%	65 7%	65 8%	71 10%
2 to 24	992 31%	112 27%	552 30%	136 33%	192 37%	106 29%	115 34%	108 35%	663 30%	153 22%	282 30%	309 36%	241 34%
25 to 499	1213 38%	132 32%	762 41%	140 34%	178 34%	136 38%	111 33%	105 34%	860 39%	274 40%	363 39%	319 37%	251 35%
Or 500 or more employees?	737 23%	121 29%	424 23%	100 24%	92 18%	88 25%	84 25%	62 20%	503 23%	203 30%	225 24%	161 19%	146 21%

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3268	1786	1482	1854	1024	292	98	674	151	317	724	149	537	424	39	229
Weighted base	3196	1823	1373	1875	982	264	74	628	157	332	678	166	558	402	42	216
1	254	158	97	166	59	27	3	38	8	22	51	20	55	37	1	21
	8%	9%	7%	9%	6%	10%	4%	6%	5%	7%	8%	12%	10%	9%	2%	10%
2 to 24	992	596	395	599	289	82	20	205	47	110	224	49	135	136	14	62
	31%	33%	29%	32%	29%	31%	27%	33%	30%	33%	33%	29%	24%	34%	33%	29%
25 to 499	1213	683	530	706	379	98	30	254	63	120	266	60	213	144	14	78
	38%	37%	39%	38%	39%	37%	41%	40%	40%	36%	39%	36%	38%	36%	33%	36%
Or 500 or more employees?	737	386	351	404	256	57	21	131	39	81	137	39	154	85	13	54
	23%	21%	26%	22%	26%	22%	28%	21%	25%	24%	20%	23%	28%	21%	32%	25%

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

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3268	1307	541	723	195	502	449	1405	324	700	390	712	420	487	439	88	146	29
Weighted base	3196	1298	562	703	175	458	454	1421	313	669	338	719	445	492	429	80	133	33
1	254 8%	106 8%	51 9%	46 7%	17 10%	34 7%	41 9%	125 9%	27 9%	32 5%	30 9%	69 10%	38 9%	44 9%	29 7%	6 8%	7 5%	5 16%
2 to 24	992 31%	380 29%	167 30%	233 33%	51 29%	160 35%	140 31%	460 32%	80 26%	209 31%	103 30%	209 29%	167 37%	146 30%	129 30%	16 20%	32 24%	6 17%
25 to 499	1213 38%	498 38%	210 37%	262 37%	65 37%	178 39%	174 38%	532 37%	117 37%	262 39%	128 38%	277 38%	152 34%	206 42%	152 35%	31 39%	58 44%	13 40%
Or 500 or more employees?	737 23%	313 24%	133 24%	162 23%	42 24%	87 19%	99 22%	304 21%	89 29%	167 25%	78 23%	165 23%	88 20%	96 19%	119 28%	27 34%	36 27%	9 27%

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3268	2321	111	309	509	855	720	693	309	111	509	53	319	426	442	445	491	1145
Weighted base	3196	2332	107	374	364	897	736	646	374	107	364	54	294	408	461	454	465	1113
1	254 8%	199 9%	14 13%	19 5%	21 6%	97 11%	56 8%	43 7%	19 5%	14 13%	21 6%	3 5%	28 10%	17 4%	32 7%	40 9%	35 8%	103 9%
2 to 24	992 31%	705 30%	28 26%	127 34%	127 35%	262 29%	227 31%	190 29%	127 34%	28 26%	127 35%	26 48%	99 34%	139 34%	152 33%	110 24%	102 22%	391 35%
25 to 499	1213 38%	889 38%	43 41%	137 37%	140 38%	342 38%	281 38%	246 38%	137 37%	43 41%	140 38%	19 36%	109 37%	160 39%	177 38%	174 38%	183 39%	409 37%
Or 500 or more employees?	737 23%	539 23%	21 20%	91 24%	76 21%	195 22%	172 23%	167 26%	91 24%	21 20%	76 21%	6 11%	58 20%	93 23%	101 22%	131 29%	145 31%	210 19%

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

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Respondent	2377	1469	908	69	311	427	482	362	329	397	553	779	468	578	1271	199	821	77	563	958	853
	61%	77%	45%	22%	52%	66%	66%	62%	65%	74%	56%	62%	55%	70%	74%	37%	60%	28%	79%	64%	50%
Respondent's spouse/ partner	1064	225	839	15	141	200	228	205	161	113	326	329	248	160	291	293	463	14	87	415	561
	27%	12%	42%	5%	23%	31%	31%	35%	32%	21%	33%	26%	29%	19%	17%	54%	34%	5%	12%	28%	33%
Other adult	450	211	239	226	138	23	11	13	13	27	111	126	130	83	136	44	91	176	57	113	280
	11%	11%	12%	72%	23%	4%	1%	2%	3%	5%	11%	10%	15%	10%	8%	8%	7%	65%	8%	8%	16%
Don't know	32	13	19	6	14	2	6	3	1	1	-	19	7	7	20	3	4	4	11	11	10
	1%	1%	1%	2%	2%	*	1%	1%	*	*	-	1%	1%	1%	1%	1%	*	2%	1%	1%	1%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Respondent	2377	384	1379	262	352	295	231	218	1634	504	683	573	612
	61%	68%	60%	56%	60%	61%	54%	50%	63%	64%	59%	55%	68%
Respondent's spouse/partner	1064	108	627	167	162	159	157	115	633	211	318	311	213
	27%	19%	27%	36%	28%	33%	37%	27%	25%	27%	27%	30%	24%
Other adult	450	68	270	39	73	33	36	97	284	68	155	160	61
	11%	12%	12%	8%	12%	7%	8%	23%	11%	9%	13%	15%	7%
Don't know	32	7	25	-	1	1	3	3	25	4	10	8	8
	1%	1%	1%	-	*	*	1%	1%	1%	1%	1%	1%	1%

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

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Respondent	2377	1289	1089	1275	723	291	88	496	116	241	477	121	389	319	37	166
	61%	62%	59%	59%	58%	71%	74%	62%	58%	57%	60%	61%	58%	65%	67%	64%
Respondent's spouse/partner	1064	599	465	681	315	57	11	172	43	113	251	57	223	122	10	70
	27%	29%	25%	32%	25%	14%	9%	22%	21%	27%	31%	29%	33%	25%	19%	27%
Other adult	450	191	259	188	192	50	20	119	38	67	65	17	58	48	8	22
	11%	9%	14%	9%	15%	12%	17%	15%	19%	16%	8%	9%	9%	10%	14%	8%
Don't know	32	9	23	13	9	10	-	11	4	4	5	3	4	1	-	*
	1%	*	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	*	-	*

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Respondent	2377	955	420	514	154	334	310	965	234	489	379	471	324	345	317	65	105	24
	61%	61%	58%	63%	64%	59%	59%	59%	61%	57%	72%	58%	67%	64%	66%	79%	74%	71%
Respondent's spouse/partner	1064	441	187	233	53	150	187	495	105	210	68	282	121	164	126	15	32	6
	27%	28%	26%	28%	22%	27%	36%	30%	27%	24%	13%	34%	25%	30%	26%	19%	23%	17%
Other adult	450	164	113	63	33	77	24	165	40	152	69	61	38	28	36	1	4	4
	11%	10%	16%	8%	14%	14%	5%	10%	10%	18%	13%	7%	8%	5%	7%	1%	3%	12%
Don't know	32	14	2	12	1	3	4	9	3	7	10	5	1	3	1	*	1	-
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	2%	1%	*	1%	*	*	*	-

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Respondent	2377	1651	113	148	450	696	499	432	148	113	450	24	342	308	299	289	319	820
	61%	64%	75%	25%	79%	72%	62%	58%	25%	75%	79%	35%	69%	62%	60%	58%	64%	57%
Respondent's spouse/partner	1064	746	24	223	63	211	255	249	223	24	63	32	107	140	166	160	150	341
	27%	29%	16%	37%	11%	22%	32%	33%	37%	16%	11%	46%	22%	28%	33%	32%	30%	24%
Other adult	450	171	12	217	45	50	47	61	217	12	45	13	48	46	34	48	30	244
	11%	7%	8%	36%	8%	5%	6%	8%	36%	8%	8%	19%	10%	9%	7%	10%	6%	17%
Don't know	32	11	1	11	9	5	3	3	11	1	9	-	1	4	-	2	-	24
	1%	*	1%	2%	2%	*	*	*	2%	1%	2%	-	*	1%	-	*	-	2%

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1212	307	905	143	171	195	211	170	181	141	381	363	277	191	321	262	514	109	110	474	627
Weighted base	1514	436	1078	241	279	223	239	218	174	140	437	455	378	243	427	337	554	190	144	528	841
Employed	1024	324	700	184	211	167	178	151	83	50	327	344	245	108	335	257	288	141	85	346	593
	68%	74%	65%	76%	76%	75%	74%	69%	48%	36%	75%	76%	65%	44%	79%	76%	52%	74%	59%	66%	71%
Self-employed	248	52	196	37	48	40	47	40	18	18	65	61	82	40	76	66	73	33	4	57	187
	16%	12%	18%	16%	17%	18%	20%	18%	10%	13%	15%	13%	22%	17%	18%	19%	13%	17%	3%	11%	22%
Unemployed and seeking work	21	9	13	8	9	2	2	-	-	-	-	1	1	19	1	1	11	7	12	8	2
	1%	2%	1%	3%	3%	1%	1%	-	-	-	-	*	*	8%	*	*	2%	4%	8%	2%	*
Looking after family or home/'not seeking work	22	12	10	3	7	3	4	5	-	-	-	1	-	20	-	-	15	7	14	6	2
	1%	3%	1%	1%	3%	1%	2%	2%	-	-	-	*	-	8%	-	-	3%	4%	9%	1%	*
Long-term sick or disabled	24	12	12	-	1	6	4	7	4	2	-	-	-	24	1	1	21	-	5	14	5
	2%	3%	1%	-	*	3%	2%	3%	2%	1%	-	-	-	10%	*	*	4%	-	4%	3%	1%
Retired	169	22	147	5	3	4	4	15	70	69	45	46	47	31	13	12	143	1	23	93	52
	11%	5%	14%	2%	1%	2%	2%	7%	40%	49%	10%	10%	12%	13%	3%	4%	26%	*	16%	18%	6%
In full-time education	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-
Don't know	4	3	1	3	-	-	-	-	-	1	-	1	4	-	-	-	4	1	1	4	-
	*	1%	*	1%	-	-	-	-	-	1%	-	*	1%	-	-	-	1%	*	*	1%	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1212	88	847	126	151	152	156	129	775	259	331	333	273
Weighted base	1514	176	897	206	236	191	193	212	917	279	474	470	274
Employed	1024	132	616	130	147	139	138	153	594	227	338	316	131
	68%	75%	69%	63%	62%	73%	72%	72%	65%	82%	71%	67%	48%
Self-employed	248	27	143	25	54	39	41	49	119	33	87	81	44
	16%	15%	16%	12%	23%	20%	21%	23%	13%	12%	18%	17%	16%
Unemployed and seeking work	21	4	14	4	-	7	7	1	5	-	8	6	7
	1%	2%	2%	2%	-	4%	4%	1%	1%	-	2%	1%	3%
Looking after family or home/'not seeking work	22	4	15	-	2	6	1	3	11	-	5	11	6
	1%	2%	2%	-	1%	3%	1%	2%	1%	-	1%	2%	2%
Long-term sick or disabled	24	-	15	4	5	-	3	5	16	-	2	7	15
	2%	-	2%	2%	2%	-	2%	2%	2%	-	*	2%	5%
Retired	169	9	92	40	27	-	1	1	167	17	34	45	71
	11%	5%	10%	20%	12%	-	1%	1%	18%	6%	7%	10%	26%
In full-time education	1	-	1	-	-	-	-	-	1	1	-	-	-
	*	-	*	-	-	-	-	-	*	*	-	-	-
Don't know	4	1	1	3	-	-	-	-	4	-	-	3	1
	*	*	*	1%	-	-	-	-	*	-	-	1%	*

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	1212	638	574	719	390	78	25	228	61	137	266	57	229	138	12	77
Weighted base	1514	790	724	870	507	107	30	292	81	180	317	74	281	171	18	92
Employed	1024	535	489	581	353	69	21	203	50	135	202	52	203	89	15	70
	68%	68%	68%	67%	70%	65%	71%	70%	62%	75%	64%	70%	72%	52%	85%	76%
Self-employed	248	151	97	166	75	5	2	50	18	27	50	13	49	29	-	13
	16%	19%	13%	19%	15%	5%	6%	17%	23%	15%	16%	17%	17%	17%	-	14%
Unemployed and seeking work	21	4	18	4	11	5	1	2	1	7	1	1	7	1	-	-
	1%	*	2%	*	2%	5%	3%	1%	1%	4%	*	2%	3%	1%	-	-
Looking after family or home/'not seeking work	22	6	16	8	3	10	1	6	1	2	4	1	-	8	-	-
	1%	1%	2%	1%	1%	9%	3%	2%	1%	1%	1%	1%	-	4%	-	-
Long-term sick or disabled	24	11	12	8	15	1	-	2	2	2	8	-	3	6	-	1
	2%	1%	2%	1%	3%	1%	-	1%	2%	1%	2%	-	1%	3%	-	1%
Retired	169	83	86	103	46	15	5	28	6	7	52	8	19	38	3	8
	11%	11%	12%	12%	9%	14%	17%	10%	8%	4%	16%	11%	7%	22%	15%	9%
In full-time education	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1
	*	-	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%
Don't know	4	-	4	-	4	1	-	-	3	-	-	-	-	1	-	-
	*	-	1%	-	1%	1%	-	-	3%	-	-	-	-	*	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1212	495	215	255	67	180	175	544	126	264	103	279	127	167	144	18	31	9
Weighted base	1514	605	300	296	86	226	211	659	145	362	137	343	159	191	162	17	36	10
Employed	1024	412	222	179	64	148	142	439	111	242	90	240	112	137	116	14	22	7
	68%	68%	74%	60%	74%	65%	67%	67%	77%	67%	66%	70%	70%	72%	72%	85%	61%	69%
Self-employed	248	104	43	55	13	33	37	129	14	61	7	64	34	37	23	1	10	1
	16%	17%	14%	19%	15%	15%	18%	20%	10%	17%	5%	19%	22%	19%	14%	7%	28%	11%
Unemployed and seeking work	21	9	6	3	-	3	2	2	2	9	6	-	1	-	2	-	1	-
	1%	1%	2%	1%	-	1%	1%	*	1%	3%	5%	-	1%	-	2%	-	3%	-
Looking after family or home/'not seeking work	22	6	9	3	1	3	-	8	-	3	11	1	1	-	-	-	-	-
	1%	1%	3%	1%	1%	1%	-	1%	-	1%	8%	*	1%	-	-	-	-	-
Long-term sick or disabled	24	9	4	5	2	4	3	5	5	10	1	1	2	3	-	-	1	-
	2%	1%	1%	2%	2%	2%	1%	1%	3%	3%	1%	*	1%	2%	-	-	2%	-
Retired	169	63	17	51	7	32	26	77	12	34	20	38	8	16	18	1	2	2
	11%	10%	6%	17%	8%	14%	13%	12%	9%	9%	15%	11%	5%	8%	11%	8%	6%	20%
In full-time education	1	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-
Don't know	4	1	-	-	-	4	-	-	-	4	1	-	-	-	-	-	-	-
	*	*	-	-	-	2%	-	-	-	1%	*	-	-	-	-	-	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	1212	775	20	318	90	213	248	280	318	20	90	34	115	149	164	172	156	456
Weighted base	1514	918	35	439	108	261	302	310	439	35	108	45	156	186	199	207	180	586
Employed	1024	648	31	279	54	203	220	193	279	31	54	32	69	118	159	158	145	374
	68%	71%	87%	63%	50%	78%	73%	62%	63%	87%	50%	72%	45%	63%	80%	76%	81%	64%
Self-employed	248	170	-	73	4	47	58	58	73	-	4	8	31	18	18	29	30	122
	16%	19%	-	17%	4%	18%	19%	19%	17%	-	4%	18%	20%	10%	9%	14%	17%	21%
Unemployed and seeking work	21	5	2	5	10	-	2	1	5	2	10	1	13	3	-	-	-	5
	1%	1%	5%	1%	9%	-	1%	*	1%	5%	9%	2%	9%	2%	-	-	-	1%
Looking after family or home/'not seeking work	22	2	1	6	13	-	1	1	6	1	13	-	13	4	-	1	-	3
	1%	*	3%	1%	12%	-	*	*	1%	3%	12%	-	9%	2%	-	1%	-	1%
Long-term sick or disabled	24	8	-	10	5	1	2	5	10	-	5	-	9	4	2	-	-	9
	2%	1%	-	2%	5%	*	1%	1%	2%	-	5%	-	6%	2%	1%	-	-	2%
Retired	169	85	2	61	22	10	18	53	61	2	22	3	18	40	20	19	5	68
	11%	9%	5%	14%	20%	4%	6%	17%	14%	5%	20%	8%	12%	21%	10%	9%	3%	12%
In full-time education	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	*
Don't know	4	-	-	4	1	-	-	-	4	-	1	-	1	-	-	-	-	4
	*	-	-	1%	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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	54	23	31	7	13	10	7	12	3	2	-	2	1	51	2	2	42	7	22	24	8
Weighted base	67	33	34	11	17	11	10	12	4	2	-	2	1	63	2	2	47	14	31	27	9
Yes	5	1	4	-	1	2	-	1	1	-	-	2	1	2	-	1	4	-	-	3	2
	8%	3%	13%	-	6%	20%	-	12%	24%	-	-	100%	100%	3%	-	55%	9%	-	-	12%	26%
No	61	32	30	11	16	9	10	10	3	2	-	-	-	61	2	1	43	14	31	24	6
	92%	97%	87%	100%	94%	80%	100%	88%	76%	100%	-	-	-	97%	100%	45%	91%	100%	100%	88%	74%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	54	3	42	5	4	9	10	7	28	-	10	18	26
Weighted base	67	8	44	8	7	13	12	9	32	-	15	25	28
Yes	5 8%	-	5 12%	-	-	1 7%	2 18%	-	2 7%	-	1 9%	2 9%	2 7%
No	61 92%	8 100%	38 88%	8 100%	7 100%	12 93%	10 82%	9 100%	29 93%	-	13 91%	22 91%	26 93%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	54	19	35	19	22	11	2	10	3	10	11	2	8	9	-	1
Weighted base	67	21	46	20	29	16	2	11	3	11	13	2	10	15	-	1
Yes	5	2	3	2	2	-	1	2	1	1	-	-	-	1	-	-
	8%	11%	7%	11%	8%	-	50%	21%	28%	11%	-	-	-	6%	-	-
No	61	19	43	18	27	16	1	9	3	10	13	2	10	14	-	1
	92%	89%	93%	89%	92%	100%	50%	79%	72%	89%	100%	100%	100%	94%	-	100%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	54	23	13	7	2	9	4	15	5	17	13	2	4	2	5	-	2	-
Weighted base	67	24	19	12	2	10	5	15	7	22	18	2	4	1	5	-	2	-
Yes	5	3	2	-	-	-	-	2	1	1	1	-	1	-	1	-	1	-
	8%	13%	12%	-	-	-	-	15%	14%	6%	5%	-	31%	-	18%	-	65%	-
No	61	21	16	12	2	10	5	13	6	21	17	2	3	1	4	-	1	-
	92%	87%	88%	100%	100%	100%	100%	85%	86%	94%	95%	100%	69%	100%	82%	-	35%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

	Driving status				Driving status (split by annual mileage)							Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	54	15	2	17	20	1	5	8	17	2	20	1	30	7	1	1	-	15
Weighted base	67	14	3	21	28	1	6	7	21	3	28	1	36	10	2	1	-	17
Yes	5 8%	4 25%	-	2 9%	-	-	2 40%	1 19%	2 9%	-	-	-	2 6%	1 9%	-	1 100%	-	1 5%
No	61 92%	11 75%	3 100%	20 91%	28 100%	1 100%	3 60%	5 81%	20 91%	3 100%	28 100%	1 100%	34 94%	9 91%	2 100%	-	-	17 95%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

F12. Highest level of education

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
University Higher Degree (e.g. MSc PhD)	262	130	132	16	49	72	58	37	15	15	176	73	4	8	154	45	45	19	39	109	114
	7%	7%	7%	5%	8%	11%	8%	6%	3%	3%	18%	6%	1%	1%	9%	8%	3%	7%	5%	7%	7%
First degree level qualification (e.g. BA BSc) including foundation degrees PGCE	525	277	247	19	101	149	99	68	60	29	309	165	23	28	319	61	112	29	58	191	276
	13%	14%	12%	6%	17%	23%	14%	12%	12%	5%	31%	13%	3%	3%	19%	11%	8%	11%	8%	13%	16%
Diploma in higher education HNC HND Nursing or Teaching qualification (excluding PGCE)	330	163	167	18	30	51	68	58	52	52	120	135	45	29	144	50	123	14	30	138	161
	8%	8%	8%	6%	5%	8%	9%	10%	10%	10%	12%	11%	5%	4%	8%	9%	9%	5%	4%	9%	9%
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837	419	419	114	193	142	150	119	60	58	167	352	212	106	422	113	170	127	128	274	436
	21%	22%	21%	36%	32%	22%	21%	20%	12%	11%	17%	28%	25%	13%	25%	21%	12%	47%	18%	18%	26%
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ intermediate or equivalent	879	388	492	92	136	132	197	128	111	83	127	313	263	177	400	158	265	54	135	334	409
	22%	20%	25%	29%	23%	20%	27%	22%	22%	15%	13%	25%	31%	21%	23%	29%	19%	20%	19%	22%	24%
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level or equivalent	172	95	76	20	37	31	32	20	14	19	15	39	54	63	68	22	72	9	41	58	72
	4%	5%	4%	6%	6%	5%	4%	3%	3%	3%	2%	3%	6%	8%	4%	4%	5%	3%	6%	4%	4%
None of the above	894	435	459	35	50	73	120	149	190	276	69	162	248	415	205	87	580	20	286	381	225
	23%	23%	23%	11%	8%	11%	17%	26%	38%	51%	7%	13%	29%	50%	12%	16%	42%	7%	40%	25%	13%
Refused	25	11	14	3	7	2	2	3	2	6	7	13	3	2	6	5	13	-	1	13	11
	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%	1%	*	*	*	1%	1%	-	*	1%	1%

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

F12. Highest level of education

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
University Higher Degree (e.g. MSc PhD)	262 7%	104 18%	94 4%	24 5%	40 7%	47 10%	29 7%	27 6%	159 6%	262 33%	-	-	-
First degree level qualification (e.g. BA BSc) including foundation degrees PGCE	525 13%	106 19%	278 12%	64 14%	76 13%	98 20%	59 14%	64 15%	304 12%	525 67%	-	-	-
Diploma in higher education HNC HND Nursing or Teaching qualification (excluding PGCE)	330 8%	40 7%	182 8%	49 10%	58 10%	37 8%	42 10%	35 8%	215 8%	-	330 28%	-	-
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837 21%	106 19%	544 24%	70 15%	117 20%	89 18%	109 25%	80 19%	560 22%	-	837 72%	-	-
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ intermediate or equivalent	879 22%	79 14%	516 22%	124 27%	160 27%	118 24%	112 26%	118 27%	531 21%	-	-	879 84%	-
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level or equivalent	172 4%	22 4%	102 4%	27 6%	21 4%	38 8%	19 5%	19 4%	95 4%	-	-	172 16%	-
None of the above	894 23%	108 19%	563 24%	109 23%	113 19%	57 12%	55 13%	87 20%	695 27%	-	-	-	894 100%
Refused	25 1%	-	21 1%	1 *	2 *	2 1%	2 *	2 *	18 1%	-	-	-	-

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

F12. Highest level of education

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
University Higher Degree (e.g. MSc PhD)	262 7%	109 5%	153 8%	105 5%	116 9%	39 10%	2 2%	20 3%	10 5%	43 10%	32 4%	15 8%	75 11%	19 4%	1 2%	46 18%
First degree level qualification (e.g. BA BSc) including foundation degrees PGCE	525 13%	274 13%	251 14%	276 13%	193 16%	50 12%	5 5%	65 8%	24 12%	81 19%	86 11%	31 16%	136 20%	59 12%	8 14%	35 13%
Diploma in higher education HNC HND Nursing or Teaching qualification (excluding PGCE)	330 8%	197 9%	133 7%	200 9%	108 9%	17 4%	5 4%	53 7%	19 10%	35 8%	72 9%	19 10%	70 10%	39 8%	1 2%	21 8%
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837 21%	478 23%	359 20%	471 22%	263 21%	75 18%	29 24%	161 20%	54 27%	102 24%	140 18%	52 26%	167 25%	102 21%	7 13%	51 20%
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ intermediate or equivalent	879 22%	504 24%	376 20%	532 25%	259 21%	71 17%	18 15%	208 26%	44 22%	85 20%	200 25%	48 24%	134 20%	107 22%	7 13%	44 17%
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level or equivalent	172 4%	86 4%	85 5%	92 4%	48 4%	24 6%	8 6%	38 5%	9 4%	18 4%	38 5%	7 4%	20 3%	24 5%	5 10%	10 4%
None of the above	894 23%	422 20%	472 26%	465 22%	247 20%	132 32%	50 42%	248 31%	37 18%	60 14%	225 28%	24 12%	70 10%	137 28%	23 42%	52 20%
Refused	25 1%	18 1%	7 *	16 1%	6 1%	- -	2 1%	6 1%	2 1%	1 *	4 1%	1 1%	3 *	3 1%	2 4%	- -

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

F12. Highest level of education

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
University Higher Degree (e.g. MSc PhD)	262 7%	148 9%	57 8%	29 3%	11 5%	17 3%	41 8%	64 4%	60 16%	55 6%	41 8%	48 6%	28 6%	21 4%	58 12%	20 24%	13 9%	6 18%
First degree level qualification (e.g. BA BSc) including foundation degrees PGCE	525 13%	297 19%	96 13%	78 9%	16 7%	38 7%	79 15%	197 12%	86 22%	107 12%	56 11%	141 17%	62 13%	62 12%	110 23%	7 8%	38 27%	5 13%
Diploma in higher education HNC HND Nursing or Teaching qualification (excluding PGCE)	330 8%	131 8%	59 8%	65 8%	24 10%	51 9%	59 11%	141 9%	32 8%	76 9%	22 4%	82 10%	41 9%	55 10%	50 10%	9 11%	17 12%	2 5%
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837 21%	335 21%	186 26%	176 21%	52 22%	88 16%	132 25%	339 21%	72 19%	191 22%	103 20%	197 24%	118 24%	102 19%	107 22%	14 17%	15 11%	6 19%
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ intermediate or equivalent	879 22%	303 19%	182 25%	200 24%	45 19%	149 26%	109 21%	423 26%	67 18%	192 22%	88 17%	203 25%	111 23%	149 28%	83 17%	14 17%	21 15%	6 17%
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level or equivalent	172 4%	61 4%	35 5%	31 4%	12 5%	33 6%	19 4%	73 4%	12 3%	36 4%	32 6%	20 2%	27 6%	28 5%	10 2%	2 2%	5 3%	2 5%
None of the above	894 23%	292 19%	105 15%	237 29%	79 33%	181 32%	82 16%	383 23%	52 14%	195 23%	182 35%	125 15%	93 19%	118 22%	61 13%	17 21%	31 22%	6 19%
Refused	25 1%	7 *	3 *	6 1%	3 1%	6 1%	4 1%	13 1%	1 *	5 1%	2 *	3 *	4 1%	5 1%	1 *	* *	2 1%	1 3%

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

F12. Highest level of education

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
University Higher Degree (e.g. MSc PhD)	262 7%	194 8%	5 3%	28 5%	34 6%	83 9%	56 7%	51 7%	28 5%	5 3%	34 6%	3 5%	5 1%	8 2%	20 4%	32 6%	101 20%	96 7%
First degree level qualification (e.g. BA BSc) including foundation degrees PGCE	525 13%	424 16%	25 16%	40 7%	33 6%	181 19%	112 14%	120 16%	40 7%	25 16%	33 6%	11 16%	27 5%	40 8%	75 15%	115 23%	138 28%	129 9%
Diploma in higher education HNC HND Nursing or Teaching qualification (excluding PGCE)	330 8%	256 10%	6 4%	41 7%	24 4%	103 11%	81 10%	66 9%	41 7%	6 4%	24 4%	6 8%	22 4%	28 6%	57 12%	60 12%	48 10%	115 8%
A level AS level NVQ level 3 GNVQ Advanced or equivalent	837 21%	560 22%	32 21%	145 24%	96 17%	216 22%	194 24%	137 18%	145 24%	32 21%	96 17%	12 18%	92 19%	116 23%	117 23%	129 26%	104 21%	279 20%
GCSE grade A* - C O level CSE grade 1 NVQ level 2 GNVQ intermediate or equivalent	879 22%	587 23%	32 21%	149 25%	104 18%	233 24%	177 22%	155 21%	149 25%	32 21%	104 18%	21 30%	124 25%	137 28%	136 27%	98 20%	73 15%	311 22%
GCSE grade D - G CSE below grade 1 NVQ level 1 GNVQ Foundation level or equivalent	172 4%	93 4%	8 5%	37 6%	33 6%	28 3%	27 3%	35 5%	37 6%	8 5%	33 6%	3 5%	40 8%	21 4%	19 4%	15 3%	11 2%	65 5%
None of the above	894 23%	450 17%	42 28%	151 25%	243 43%	115 12%	149 19%	175 23%	151 25%	42 28%	243 43%	12 18%	188 38%	148 30%	74 15%	49 10%	24 5%	412 29%
Refused	25 1%	16 1%	* *	7 1%	* *	3 *	8 1%	5 1%	7 1%	* *	* *	* *	- -	- -	- -	1 *	- -	23 2%

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)

	Sex			Age							Social Grade				Occupation			Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	1082	481	601	10	49	79	109	157	266	412	77	209	268	528	193	94	795	-	430	455	194
Weighted base	867	425	441	12	48	73	119	149	190	275	69	160	235	403	202	87	578	-	280	368	216
10	1	-	1	-	*	1	-	-	-	-	-	-	1	*	1	-	*	-	*	1	-
	*	-	*	-	1%	1%	-	-	-	-	-	-	*	*	1%	-	*	-	*	*	-
11	2	2	*	-	-	-	-	-	1	1	-	1	-	1	-	-	2	-	*	1	1
	*	*	*	-	-	-	-	-	1%	*	-	*	-	*	-	-	*	-	*	*	*
12	2	2	-	-	-	-	*	1	*	1	-	-	1	2	1	-	1	-	1	1	-
	*	*	-	-	-	-	*	*	*	*	-	-	*	*	1%	-	*	-	*	*	-
13	8	6	2	-	3	1	-	1	-	2	1	-	1	6	1	-	6	-	4	2	1
	1%	1%	*	-	7%	2%	-	1%	-	1%	1%	-	1%	1%	1%	-	1%	-	2%	1%	1%
14	132	55	77	-	2	2	2	6	12	108	5	26	36	66	5	3	124	-	67	57	8
	15%	13%	17%	-	3%	3%	2%	4%	6%	39%	7%	16%	15%	16%	2%	4%	21%	-	24%	16%	3%
15	356	186	170	-	10	7	15	71	136	117	25	70	114	147	79	32	246	-	90	173	91
	41%	44%	39%	-	21%	9%	13%	48%	71%	42%	37%	44%	49%	36%	39%	36%	42%	-	32%	47%	42%
16	249	121	128	9	12	42	74	54	27	32	24	45	57	124	77	42	131	-	74	96	80
	29%	28%	29%	75%	25%	58%	62%	36%	14%	11%	35%	28%	24%	31%	38%	48%	23%	-	26%	26%	37%
17	24	12	12	1	3	2	4	2	7	6	4	5	7	9	6	3	15	-	7	11	6
	3%	3%	3%	10%	6%	3%	3%	1%	4%	2%	5%	3%	3%	2%	3%	4%	3%	-	3%	3%	3%
18	38	21	17	-	11	7	8	3	2	7	7	5	6	21	9	5	25	-	18	10	10
	4%	5%	4%	-	24%	9%	7%	2%	1%	2%	10%	3%	2%	5%	4%	5%	4%	-	6%	3%	5%
19	15	9	6	-	3	2	5	2	3	1	3	5	4	3	10	-	6	-	3	8	4
	2%	2%	1%	-	6%	3%	4%	1%	2%	1%	5%	3%	2%	1%	5%	-	1%	-	1%	2%	2%
20	5	1	4	-	-	-	4	-	1	-	-	2	-	3	1	-	4	-	-	3	2
	1%	*	1%	-	-	-	3%	-	*	-	-	1%	-	1%	*	-	1%	-	-	1%	1%
21	6	2	5	2	-	1	1	2	-	-	*	1	3	2	4	1	1	-	-	*	6
	1%	*	1%	15%	-	2%	1%	1%	-	-	1%	1%	1%	*	2%	1%	*	-	-	*	3%
22	4	2	3	-	-	2	3	-	-	-	-	2	3	-	3	-	2	-	-	-	4
	*	*	1%	-	-	2%	2%	-	-	-	-	1%	1%	-	1%	-	*	-	-	-	2%
23	6	4	2	-	1	2	-	3	-	-	-	-	-	6	1	-	5	-	5	1	-
	1%	1%	*	-	2%	2%	-	2%	-	-	-	-	-	1%	1%	-	1%	-	2%	*	-
25	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-
26	1	-	1	-	-	-	*	-	*	-	-	-	-	1	-	*	*	-	1	-	-
	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-	*	*	-	*	-	-

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)

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	867	425	441	12	48	73	119	149	190	275	69	160	235	403	202	87	578	-	280	368	216
27	2	2	-	-	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	2
	*	*	-	-	4%	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	1%
36	3	-	3	-	-	-	3	-	-	-	-	-	3	3	-	-	-	-	3	-	-
	*	-	1%	-	-	-	2%	-	-	-	-	-	1%	1%	-	-	-	-	1%	-	-
53	1	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	1	-
	*	*	-	-	-	-	-	1%	-	-	-	-	*	-	1%	-	-	-	-	*	-
Under 15 (Net)	146	65	81	-	5	4	3	9	13	112	5	26	38	76	9	3	134	-	73	62	10
	17%	15%	18%	-	11%	6%	2%	6%	7%	41%	8%	17%	16%	19%	4%	4%	23%	-	26%	17%	5%
15 years old (Net)	356	186	170	-	10	7	15	71	136	117	25	70	114	147	79	32	246	-	90	173	91
	41%	44%	39%	-	21%	9%	13%	48%	71%	42%	37%	44%	49%	36%	39%	36%	42%	-	32%	47%	42%
16 years old (Net)	249	121	128	9	12	42	74	54	27	32	24	45	57	124	77	42	131	-	74	96	80
	29%	28%	29%	75%	25%	58%	62%	36%	14%	11%	35%	28%	24%	31%	38%	48%	23%	-	26%	26%	37%
17 or older (Net)	106	53	53	3	20	16	27	12	14	14	14	19	25	47	38	10	58	-	37	34	34
	12%	13%	12%	25%	42%	21%	23%	8%	7%	5%	21%	12%	11%	12%	19%	12%	10%	-	13%	9%	16%
Never attended full-time education	9	*	9	-	-	4	*	3	1	1	-	-	-	9	-	-	9	-	5	2	1
	1%	*	2%	-	-	6%	*	2%	*	*	-	-	-	2%	-	-	2%	-	2%	1%	1%
Refused	1	*	*	-	*	-	-	-	*	-	-	-	*	*	-	-	1	-	*	*	-
	*	*	*	-	1%	-	-	-	*	-	-	-	*	*	-	-	*	-	*	*	-

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)

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	1082	83	807	92	100	53	47	58	924	-	-	-	1082
Weighted base	867	105	548	103	111	54	51	78	683	-	-	-	867
10	1 *	-	1 *	-	-	* 1%	-	1 1%	-	-	-	-	1 *
11	2 *	1 1%	1 *	-	-	-	-	-	2 *	-	-	-	2 *
12	2 *	-	2 *	-	1 1%	-	-	-	2 *	-	-	-	2 *
13	8 1%	1 1%	4 1%	3 3%	-	2 5%	1 2%	1 2%	3 *	-	-	-	8 1%
14	132 15%	9 8%	97 18%	16 15%	11 10%	2 4%	1 1%	4 5%	126 18%	-	-	-	132 15%
15	356 41%	28 27%	215 39%	57 55%	56 51%	13 25%	10 20%	7 9%	325 48%	-	-	-	356 41%
16	249 29%	25 24%	170 31%	23 22%	32 29%	20 38%	30 58%	39 50%	160 23%	-	-	-	249 29%
17	24 3%	3 3%	17 3%	2 2%	1 1%	4 7%	-	4 5%	16 2%	-	-	-	24 3%
18	38 4%	16 15%	17 3%	3 3%	2 2%	6 11%	6 11%	6 7%	21 3%	-	-	-	38 4%
19	15 2%	5 4%	7 1%	-	4 3%	-	1 2%	4 5%	10 1%	-	-	-	15 2%
20	5 1%	2 2%	* *	-	2 2%	-	-	2 3%	2 *	-	-	-	5 1%
21	6 1%	2 2%	3 1%	-	2 2%	-	1 2%	1 2%	4 1%	-	-	-	6 1%
22	4 *	3 3%	2 *	-	-	-	-	3 3%	2 *	-	-	-	4 *
23	6 1%	5 5%	1 *	-	-	1 2%	2 3%	-	3 *	-	-	-	6 1%
25	* *	-	* *	-	-	-	-	-	* *	-	-	-	* *

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)

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	867	105	548	103	111	54	51	78	683	-	-	-	867
26	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *
27	2 *	-	2 *	-	-	2 4%	-	-	-	-	-	-	2 *
36	3 *	3 3%	-	-	-	-	-	3 4%	-	-	-	-	3 *
53	1 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	1 *
Under 15 (Net)	146 17%	10 10%	105 19%	19 18%	11 10%	5 10%	2 3%	6 8%	133 19%	-	-	-	146 17%
15 years old (Net)	356 41%	28 27%	215 39%	57 55%	56 51%	13 25%	10 20%	7 9%	325 48%	-	-	-	356 41%
16 years old (Net)	249 29%	25 24%	170 31%	23 22%	32 29%	20 38%	30 58%	39 50%	160 23%	-	-	-	249 29%
17 or older (Net)	106 12%	39 37%	51 9%	5 4%	12 11%	13 24%	10 19%	23 29%	60 9%	-	-	-	106 12%
Never attended full-time education	9 1%	3 3%	6 1%	-	-	2 3%	-	4 5%	4 1%	-	-	-	9 1%
Refused	1 *	-	1 *	-	-	* 1%	-	-	* *	-	-	-	1 *

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)

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	1082	476	606	531	296	181	74	309	46	63	277	27	78	181	22	51
Weighted base	867	417	450	459	231	129	47	236	37	60	219	21	70	135	21	50
10	1	-	1	-	1	-	*	1	-	-	-	-	-	-	-	-
	*	-	*	-	*	-	1%	1%	-	-	-	-	-	-	-	-
11	2	1	1	1	1	-	*	-	-	-	1	-	-	*	1	-
	*	*	*	*	*	-	1%	-	-	-	*	-	-	*	5%	-
12	2	1	1	*	1	*	1	1	*	*	-	-	-	-	-	-
	*	*	*	*	*	*	1%	1%	1%	1%	-	-	-	-	-	-
13	8	3	5	2	4	1	1	4	-	1	-	1	1	1	-	-
	1%	1%	1%	*	2%	1%	2%	2%	-	1%	-	6%	1%	1%	-	-
14	132	45	88	63	31	22	17	39	4	3	38	2	2	28	4	2
	15%	11%	20%	14%	13%	17%	36%	17%	12%	5%	17%	9%	3%	21%	20%	5%
15	356	195	161	205	91	42	18	96	14	18	103	6	35	58	4	20
	41%	47%	36%	45%	39%	33%	38%	41%	39%	29%	47%	27%	49%	43%	21%	39%
16	249	120	129	133	73	37	7	64	15	22	58	7	22	34	7	15
	29%	29%	29%	29%	32%	28%	15%	27%	41%	38%	26%	34%	32%	25%	31%	30%
17	24	10	14	8	10	4	1	5	1	1	5	3	3	5	*	-
	3%	2%	3%	2%	4%	3%	3%	2%	4%	2%	2%	12%	4%	4%	2%	-
18	38	16	23	18	6	14	-	11	1	7	5	1	3	3	1	5
	4%	4%	5%	4%	3%	11%	-	4%	4%	12%	2%	3%	5%	2%	6%	10%
19	15	8	7	10	4	1	-	1	-	3	2	-	1	1	3	4
	2%	2%	2%	2%	2%	1%	-	1%	-	4%	1%	-	1%	1%	15%	8%
20	5	3	1	1	3	-	-	2	-	-	-	-	1	1	-	-
	1%	1%	*	*	2%	-	-	1%	-	-	-	-	1%	1%	-	-
21	6	5	2	3	3	-	-	3	-	*	-	-	2	-	-	1
	1%	1%	*	1%	1%	-	-	1%	-	1%	-	-	2%	-	-	3%
22	4	4	-	4	-	-	-	-	-	-	2	-	-	-	-	3
	*	1%	-	1%	-	-	-	-	-	-	1%	-	-	-	-	5%
23	6	1	5	1	-	5	-	3	-	-	-	2	-	1	-	-
	1%	*	1%	*	-	4%	-	1%	-	-	-	8%	-	1%	-	-

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)

	Habitual Driver		Most frequent mode of transport				Current env. behaviour / willingness / interest to change									
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Weighted base	867	417	450	459	231	129	47	236	37	60	219	21	70	135	21	50
25	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	-
26	1	-	1	-	*	-	*	-	-	*	-	-	-	*	-	-
27	2	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-
36	3	-	3	-	-	3	-	-	-	-	3	-	-	-	-	-
53	1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
Under 15 (Net)	146	49	97	66	37	23	20	46	5	4	39	3	3	30	5	2
	17%	12%	21%	14%	16%	17%	41%	20%	13%	7%	18%	15%	4%	22%	25%	5%
15 years old (Net)	356	195	161	205	91	42	18	96	14	18	103	6	35	58	4	20
	41%	47%	36%	45%	39%	33%	38%	41%	39%	29%	47%	27%	49%	43%	21%	39%
16 years old (Net)	249	120	129	133	73	37	7	64	15	22	58	7	22	34	7	15
	29%	29%	29%	29%	32%	28%	15%	27%	41%	38%	26%	34%	32%	25%	31%	30%
17 or older (Net)	106	51	55	50	28	27	2	25	3	14	17	5	11	12	5	13
	12%	12%	12%	11%	12%	21%	4%	11%	8%	23%	8%	23%	16%	9%	23%	26%
Never attended full-time education	9	2	7	6	2	1	1	4	-	2	3	-	-	1	-	-
	1%	*	2%	1%	1%	1%	2%	2%	-	3%	1%	-	-	1%	-	-
Refused	1	-	1	-	1	-	-	-	-	-	*	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	-

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)

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	1082	346	125	284	83	244	92	439	61	235	255	146	97	123	80	18	36	6
Weighted base	867	287	100	229	73	178	81	378	52	178	177	125	93	117	61	17	30	6
10	1	-	-	1	-	-	-	-	-	1	*	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	1%	*	-	-	-	-	-	-	-
11	2	-	1	-	1	*	1	-	-	1	*	-	-	1	-	-	-	-
	*	-	1%	-	1%	*	1%	-	-	*	*	-	-	1%	-	-	-	-
12	2	-	-	-	1	1	-	*	-	1	1	-	-	-	-	-	1	1
	*	-	-	-	2%	*	-	*	-	*	1%	-	-	-	-	-	2%	9%
13	8	5	-	-	2	1	1	1	-	4	1	-	-	1	-	1	-	-
	1%	2%	-	-	2%	1%	1%	*	-	2%	1%	-	-	1%	-	8%	-	-
14	132	30	9	42	16	35	9	54	3	27	39	11	9	7	1	4	-	
	15%	10%	9%	18%	22%	20%	11%	14%	7%	15%	22%	9%	9%	8%	11%	6%	12%	-
15	356	115	47	111	25	58	43	162	22	68	61	61	48	46	27	7	10	4
	41%	40%	47%	48%	34%	33%	52%	43%	42%	38%	34%	49%	52%	39%	44%	39%	35%	63%
16	249	90	32	52	19	56	20	112	14	59	44	41	19	45	14	7	14	2
	29%	31%	32%	23%	26%	32%	25%	30%	27%	33%	25%	33%	20%	38%	23%	40%	47%	27%
17	24	9	5	7	1	2	-	8	5	5	5	*	1	5	5	-	1	-
	3%	3%	5%	3%	1%	1%	-	2%	10%	3%	3%	*	2%	4%	9%	-	3%	-
18	38	20	2	9	-	7	5	13	1	5	14	6	6	4	2	-	-	-
	4%	7%	2%	4%	-	4%	7%	3%	2%	3%	8%	5%	7%	3%	3%	-	-	-
19	15	7	2	2	3	1	1	9	3	1	1	1	4	3	1	-	-	-
	2%	3%	2%	1%	4%	1%	1%	2%	5%	1%	1%	1%	5%	3%	1%	-	-	-
20	5	*	2	-	-	2	1	*	1	2	-	1	-	-	2	1	-	-
	1%	*	2%	-	-	1%	1%	*	2%	1%	-	1%	-	-	4%	6%	-	-
21	6	2	-	3	-	1	-	3	3	-	-	1	2	-	3	-	-	-
	1%	1%	-	1%	-	1%	-	1%	5%	-	-	1%	2%	-	5%	-	-	-
22	4	-	-	3	-	2	-	4	-	-	-	3	2	-	-	-	-	-
	*	-	-	1%	-	1%	-	1%	-	-	-	2%	2%	-	-	-	-	-
23	6	3	-	-	2	1	-	1	-	-	5	-	1	-	-	-	-	-
	1%	1%	-	-	2%	1%	-	*	-	-	3%	-	1%	-	-	-	-	-

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)

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Weighted base	867	287	100	229	73	178	81	378	52	178	177	125	93	117	61	17	30	6
25	*	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-
26	1	*	-	-	-	*	-	-	-	*	*	-	-	-	-	-	-	-
27	2	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-
36	3	-	-	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-
53	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-
	*	*	-	-	-	-	-	*	-	-	-	-	-	1%	-	-	-	-
Under 15 (Net)	146	35	10	43	20	38	11	55	3	34	42	11	9	11	7	2	4	1
	17%	12%	10%	19%	28%	21%	14%	15%	7%	19%	24%	9%	9%	9%	11%	14%	14%	9%
15 years old (Net)	356	115	47	111	25	58	43	162	22	68	61	61	48	46	27	7	10	4
	41%	40%	47%	48%	34%	33%	52%	43%	42%	38%	34%	49%	52%	39%	44%	39%	35%	63%
16 years old (Net)	249	90	32	52	19	56	20	112	14	59	44	41	19	45	14	7	14	2
	29%	31%	32%	23%	26%	32%	25%	30%	27%	33%	25%	33%	20%	38%	23%	40%	47%	27%
17 or older (Net)	106	45	11	23	8	18	7	42	13	15	29	12	17	15	13	1	1	-
	12%	16%	11%	10%	12%	10%	9%	11%	24%	8%	16%	10%	18%	13%	22%	6%	3%	-
Never attended full-time education	9	1	-	-	*	7	-	6	-	2	2	-	-	-	-	-	-	-
	1%	*	-	-	1%	4%	-	2%	-	1%	1%	-	-	-	-	-	-	-
Refused	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	*	-
	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	1%	-

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)

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but hold house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but hold house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	1082	506	56	138	374	113	164	214	138	56	374	15	235	195	90	58	33	471
Weighted base	867	449	42	131	237	115	149	173	131	42	237	12	182	144	74	49	23	395
10	1	-	-	1	*	-	-	-	1	-	*	-	*	-	-	-	-	1
	*	-	-	1%	*	-	-	-	1%	-	*	-	*	-	-	-	-	*
11	2	1	-	1	*	-	-	1	1	-	*	-	*	-	-	-	-	2
	*	*	-	1%	*	-	-	1%	1%	-	*	-	*	-	-	-	-	*
12	2	1	-	-	1	1	-	1	-	-	1	-	-	-	-	1	-	1
	*	*	-	-	*	1%	-	*	-	-	*	-	-	-	-	3%	-	*
13	8	2	-	1	4	1	-	1	1	-	4	-	4	1	-	1	-	2
	1%	*	-	1%	2%	1%	-	*	1%	-	2%	-	2%	*	-	3%	-	1%
14	132	40	4	23	63	4	17	19	23	4	63	*	31	25	7	1	2	66
	15%	9%	10%	17%	27%	4%	11%	11%	17%	10%	27%	3%	17%	17%	9%	3%	11%	17%
15	356	203	18	58	72	50	62	85	58	18	72	7	76	64	32	24	11	149
	41%	45%	43%	44%	30%	44%	41%	49%	44%	43%	30%	53%	42%	45%	43%	49%	46%	38%
16	249	141	10	34	63	41	49	46	34	10	63	5	46	37	27	14	7	118
	29%	31%	24%	26%	27%	36%	33%	26%	26%	24%	27%	44%	26%	26%	36%	30%	29%	30%
17	24	13	-	3	7	4	4	5	3	-	7	-	6	5	2	1	-	9
	3%	3%	-	3%	3%	4%	3%	3%	3%	-	3%	-	3%	4%	3%	3%	-	2%
18	38	18	5	3	13	6	8	3	3	5	13	-	6	1	6	3	2	21
	4%	4%	12%	2%	5%	5%	6%	2%	2%	12%	5%	-	3%	1%	8%	6%	9%	5%
19	15	9	1	3	2	3	2	4	3	1	2	-	3	6	-	1	-	6
	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	1%	-	2%	4%	-	1%	-	2%
20	5	4	-	*	-	1	2	1	*	-	-	-	3	-	-	-	1	1
	1%	1%	-	*	-	1%	2%	1%	*	-	-	-	1%	-	-	-	4%	*
21	6	6	-	-	-	2	2	2	-	-	-	-	1	-	-	2	*	3
	1%	1%	-	-	-	2%	1%	1%	-	-	-	-	1%	-	-	3%	2%	1%
22	4	4	-	-	-	-	3	2	-	-	-	-	-	3	-	-	-	2
	*	1%	-	-	-	-	2%	1%	-	-	-	-	-	2%	-	-	-	*

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)

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Private but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but hold vehicle	Non-user - no full license and no hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but hold vehicle	Private but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	867	449	42	131	237	115	149	173	131	42	237	12	182	144	74	49	23	395
23	6 1%	1 *	3 7%	-	2 1%	-	-	1 1%	-	3 7%	2 1%	-	4 2%	-	-	-	-	2 *
25	* *	-	-	-	* *	-	-	-	-	-	* *	-	* *	-	-	-	-	-
26	1 *	-	* 1%	-	* *	-	-	-	-	* 1%	-	-	* *	-	-	-	-	* *
27	2 *	2 *	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	2 1%
36	3 *	-	-	-	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	3 1%
53	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-
Under 15 (Net)	146 17%	45 10%	4 10%	26 20%	69 29%	6 5%	17 11%	22 12%	26 20%	4 10%	69 29%	* 3%	35 19%	26 18%	7 9%	4 9%	2 11%	72 18%
15 years old (Net)	356 41%	203 45%	18 43%	58 44%	72 30%	50 44%	62 41%	85 49%	58 44%	18 43%	72 30%	7 53%	76 42%	64 45%	32 43%	24 49%	11 46%	149 38%
16 years old (Net)	249 29%	141 31%	10 24%	34 26%	63 27%	41 36%	49 33%	46 26%	34 26%	10 24%	63 27%	5 44%	46 26%	37 26%	27 36%	14 30%	7 29%	118 30%
17 or older (Net)	106 12%	59 13%	10 23%	9 7%	27 12%	17 15%	22 15%	21 12%	9 7%	10 23%	27 12%	-	23 13%	16 11%	8 11%	6 13%	4 15%	49 12%
Never attended full-time education	9 1%	-	-	4 3%	5 2%	-	-	-	4 3%	-	5 2%	-	1 1%	1 *	-	-	-	7 2%
Refused	1 *	* *	-	-	* *	-	-	* *	-	-	* *	-	-	-	-	-	-	1 *

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

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Under £1,000 to £12,499 (Net)	533	236	298	27	91	71	77	60	76	131	31	110	121	272	99	62	339	29	222	221	90
	14%	12%	15%	9%	15%	11%	11%	10%	15%	24%	3%	9%	14%	33%	6%	11%	25%	11%	31%	15%	5%
Less than £1,000	7	4	2	-	3	1	2	*	*	1	1	2	1	2	2	1	3	1	3	3	1
	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
£1,000 to £1,999	25	8	17	*	8	6	5	2	1	3	1	8	8	8	9	*	11	5	6	7	12
	1%	*	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	1%	1%	*	1%	2%	1%	*	1%
£2,000 to £2,999	9	4	5	2	2	1	1	*	2	1	1	2	2	5	2	1	4	2	5	1	3
	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*	*	*	1%	1%	*	*
£3,000 to £3,999	25	16	10	4	5	2	4	4	2	4	-	9	3	14	2	1	17	3	18	5	2
	1%	1%	*	1%	1%	*	1%	1%	*	1%	-	1%	*	2%	*	*	1%	1%	2%	*	*
£4,000 to £4,999	27	13	14	2	6	4	3	7	1	5	1	4	4	18	1	5	19	2	18	7	3
	1%	1%	1%	1%	1%	1%	*	1%	*	1%	*	*	*	2%	*	1%	1%	1%	2%	*	*
£5,000 to £5,999	55	23	32	6	8	7	8	5	7	14	1	6	9	39	5	7	41	1	32	21	2
	1%	1%	2%	2%	1%	1%	1%	1%	1%	3%	*	*	1%	5%	*	1%	3%	*	4%	1%	*
£6,000 to £6,999	84	33	51	2	12	11	18	15	12	15	14	12	19	40	27	9	46	2	27	31	27
	2%	2%	3%	1%	2%	2%	3%	3%	2%	3%	1%	1%	2%	5%	2%	2%	3%	1%	4%	2%	2%
£7,000 to £7,999	54	19	35	2	11	8	5	2	11	15	1	10	9	34	2	6	41	6	26	19	8
	1%	1%	2%	1%	2%	1%	1%	*	2%	3%	*	1%	1%	4%	*	1%	3%	2%	4%	1%	*
£8,000 to £8,999	46	17	29	-	7	7	5	3	5	19	3	9	8	27	3	3	39	1	20	25	1
	1%	1%	1%	-	1%	1%	1%	*	1%	4%	*	1%	1%	3%	*	1%	3%	*	3%	2%	*
£9,000 to £9,999	48	16	32	1	7	7	13	5	7	9	-	11	15	22	12	9	27	*	15	30	3
	1%	1%	2%	*	1%	1%	2%	1%	1%	2%	-	1%	2%	3%	1%	2%	2%	*	2%	2%	*
£10,000 to £12,499	153	82	70	7	22	17	13	18	30	45	9	39	42	63	35	19	92	5	51	72	29
	4%	4%	4%	2%	4%	3%	2%	3%	6%	8%	1%	3%	5%	8%	2%	4%	7%	2%	7%	5%	2%
£12,500 to £19,999 (Net)	412	194	218	25	71	63	51	61	76	65	48	149	85	131	150	53	182	27	96	207	109
	11%	10%	11%	8%	12%	10%	7%	10%	15%	12%	5%	12%	10%	16%	9%	10%	13%	10%	13%	14%	6%
£12,500 to £14,999	163	82	81	13	31	24	15	25	30	25	10	54	40	59	47	23	77	15	49	75	39
	4%	4%	4%	4%	5%	4%	2%	4%	6%	5%	1%	4%	5%	7%	3%	4%	6%	6%	7%	5%	2%
£15,000 to £17,499	123	58	66	6	23	14	15	17	22	26	21	45	21	37	43	16	56	10	30	64	29
	3%	3%	3%	2%	4%	2%	2%	3%	4%	5%	2%	4%	2%	4%	2%	3%	4%	4%	4%	4%	2%
£17,500 to £19,999	126	55	71	5	18	25	21	19	24	14	17	50	24	35	60	14	49	2	17	68	41
	3%	3%	4%	2%	3%	4%	3%	3%	5%	3%	2%	4%	3%	4%	3%	3%	4%	1%	2%	5%	2%

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

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
£20,000 to £34,999 (Net)	605	326	279	33	86	128	131	101	79	47	136	202	180	86	343	90	149	23	48	274	283
	15%	17%	14%	10%	14%	20%	18%	17%	16%	9%	14%	16%	21%	10%	20%	17%	11%	8%	7%	18%	17%
£20,000 to £24,999	207	87	120	12	28	32	52	34	31	18	43	68	55	41	96	38	63	9	21	106	79
	5%	5%	6%	4%	5%	5%	7%	6%	6%	3%	4%	5%	6%	5%	6%	7%	5%	3%	3%	7%	5%
£25,000 to £29,999	215	129	86	12	33	52	46	32	24	16	42	78	67	27	130	28	52	5	17	89	108
	5%	7%	4%	4%	5%	8%	6%	5%	5%	3%	4%	6%	8%	3%	8%	5%	4%	2%	2%	6%	6%
£30,000 to £34,999	184	110	74	8	25	43	34	35	25	13	51	56	59	18	117	24	35	8	9	79	96
	5%	6%	4%	3%	4%	7%	5%	6%	5%	2%	5%	4%	7%	2%	7%	4%	3%	3%	1%	5%	6%
£35,000 to £59,999 (Net)	554	279	275	27	81	113	144	101	59	29	233	198	96	27	351	90	92	21	24	170	361
	14%	15%	14%	9%	13%	17%	20%	17%	12%	5%	24%	16%	11%	3%	20%	17%	7%	8%	3%	11%	21%
£35,000 to £39,999	173	90	83	9	22	36	49	30	16	11	51	75	37	10	109	31	28	6	7	56	110
	4%	5%	4%	3%	4%	6%	7%	5%	3%	2%	5%	6%	4%	1%	6%	6%	2%	2%	1%	4%	6%
£40,000 to £49,999	198	89	110	10	36	38	42	41	16	14	80	69	41	9	121	33	37	7	9	61	129
	5%	5%	5%	3%	6%	6%	6%	7%	3%	3%	8%	6%	5%	1%	7%	6%	3%	3%	1%	4%	8%
£50,000 to £59,999	182	100	82	8	23	39	53	29	27	4	102	54	18	8	121	26	28	8	8	53	122
	5%	5%	4%	2%	4%	6%	7%	5%	5%	1%	10%	4%	2%	1%	7%	5%	2%	3%	1%	4%	7%
£60,000 plus (Net)	389	214	176	23	54	108	105	70	22	7	275	79	22	13	284	42	34	28	12	89	288
	10%	11%	9%	7%	9%	17%	15%	12%	4%	1%	28%	6%	3%	2%	17%	8%	2%	10%	2%	6%	17%
£60,000 to £69,999	93	45	48	10	14	26	21	12	8	1	56	24	9	5	58	14	13	8	3	29	61
	2%	2%	2%	3%	2%	4%	3%	2%	2%	*	6%	2%	1%	1%	3%	3%	1%	3%	*	2%	4%
£70,000 to £74,999	56	23	33	2	6	6	19	16	4	3	37	11	5	3	40	6	9	-	1	10	45
	1%	1%	2%	*	1%	1%	3%	3%	1%	1%	4%	1%	1%	*	2%	1%	1%	-	*	1%	3%
£75,000 or more	241	145	95	11	34	76	65	42	10	3	183	44	9	6	185	21	12	20	9	50	182
	6%	8%	5%	4%	6%	12%	9%	7%	2%	*	18%	3%	1%	1%	11%	4%	1%	7%	1%	3%	11%
Refused	886	426	460	53	109	117	157	141	135	174	177	336	206	167	328	135	390	30	197	357	330
	23%	22%	23%	17%	18%	18%	22%	24%	27%	32%	18%	27%	24%	20%	19%	25%	28%	11%	27%	24%	19%
Don't know	543	243	300	127	112	52	60	50	58	85	91	178	143	131	163	69	194	113	119	180	244
	14%	13%	15%	40%	18%	8%	8%	9%	11%	16%	9%	14%	17%	16%	9%	13%	14%	42%	17%	12%	14%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Under £1,000 to £12,499 (Net)	533	69	346	56	62	72	52	43	366	27	110	169	227
	14%	12%	15%	12%	11%	15%	12%	10%	14%	3%	9%	16%	25%
Less than £1,000	7	3	4	-	-	1	1	-	5	2	1	2	1
	*	*	*	-	-	*	*	-	*	*	*	*	*
£1,000 to £1,999	25	7	12	4	2	4	6	4	11	4	8	7	5
	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%
£2,000 to £2,999	9	-	8	-	1	1	1	-	7	1	2	2	4
	*	-	*	-	*	*	*	-	*	*	*	*	*
£3,000 to £3,999	25	4	20	1	1	2	1	1	21	1	5	9	9
	1%	1%	1%	*	*	*	*	*	1%	*	*	1%	1%
£4,000 to £4,999	27	4	18	3	2	3	4	2	18	1	3	11	13
	1%	1%	1%	1%	*	1%	1%	*	1%	*	*	1%	1%
£5,000 to £5,999	55	5	37	5	7	6	4	5	40	2	10	12	31
	1%	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	1%	3%
£6,000 to £6,999	84	2	58	12	12	11	14	6	53	7	15	24	37
	2%	*	3%	2%	2%	2%	3%	1%	2%	1%	1%	2%	4%
£7,000 to £7,999	54	7	37	6	4	9	4	9	32	2	7	19	26
	1%	1%	2%	1%	1%	2%	1%	2%	1%	*	1%	2%	3%
£8,000 to £8,999	46	5	28	5	9	7	2	4	33	1	9	17	19
	1%	1%	1%	1%	2%	2%	*	1%	1%	*	1%	2%	2%
£9,000 to £9,999	48	10	33	3	1	8	4	9	27	*	4	23	21
	1%	2%	1%	1%	*	2%	1%	2%	1%	*	*	2%	2%
£10,000 to £12,499	153	22	92	17	22	19	12	3	118	4	44	42	62
	4%	4%	4%	4%	4%	4%	3%	1%	5%	1%	4%	4%	7%
£12,500 to £19,999 (Net)	412	58	265	54	35	59	41	26	285	45	122	137	108
	11%	10%	12%	12%	6%	12%	10%	6%	11%	6%	10%	13%	12%
£12,500 to £14,999	163	34	99	15	15	22	16	9	115	12	49	57	45
	4%	6%	4%	3%	3%	5%	4%	2%	4%	1%	4%	5%	5%
£15,000 to £17,499	123	12	84	20	8	15	13	8	87	20	36	35	32
	3%	2%	4%	4%	1%	3%	3%	2%	3%	3%	3%	3%	4%

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

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
£17,500 to £19,999	126 3%	12 2%	82 4%	19 4%	12 2%	23 5%	11 3%	9 2%	83 3%	13 2%	37 3%	45 4%	31 3%
£20,000 to £34,999 (Net)	605	72	335	75	124	86	74	73	372	118	207	189	90
£20,000 to £24,999	207 5%	24 4%	116 5%	19 4%	49 8%	32 6%	29 7%	22 5%	124 5%	41 5%	60 5%	68 6%	38 4%
£25,000 to £29,999	215 5%	26 5%	123 5%	31 7%	36 6%	41 8%	25 6%	26 6%	124 5%	38 5%	87 7%	62 6%	28 3%
£30,000 to £34,999	184 5%	22 4%	97 4%	25 5%	40 7%	14 3%	20 5%	25 6%	124 5%	39 5%	60 5%	59 6%	24 3%
£35,000 to £59,999 (Net)	554	70	285	93	107	67	88	74	325	173	216	121	44
£35,000 to £39,999	173 4%	17 3%	99 4%	23 5%	35 6%	17 4%	30 7%	29 7%	97 4%	42 5%	71 6%	44 4%	16 2%
£40,000 to £49,999	198 5%	26 4%	97 4%	37 8%	39 7%	22 5%	29 7%	22 5%	125 5%	61 8%	79 7%	42 4%	16 2%
£50,000 to £59,999	182 5%	28 5%	89 4%	33 7%	33 6%	27 6%	29 7%	23 5%	103 4%	70 9%	65 6%	35 3%	12 1%
£60,000 plus (Net)	389	65	184	52	89	79	53	48	209	198	118	60	13
£60,000 to £69,999	93 2%	7 1%	49 2%	18 4%	19 3%	19 4%	13 3%	9 2%	53 2%	36 5%	33 3%	16 2%	7 1%
£70,000 to £74,999	56 1%	2 *	32 1%	8 2%	13 2%	7 1%	6 1%	6 1%	37 1%	21 3%	14 1%	20 2%	1 *
£75,000 or more	241 6%	56 10%	103 4%	25 5%	57 10%	53 11%	34 8%	33 8%	119 5%	141 18%	71 6%	24 2%	5 1%
Refused	886 23%	194 34%	479 21%	99 21%	114 19%	79 16%	81 19%	91 21%	636 25%	173 22%	211 18%	216 21%	269 30%
Don't know	543 14%	39 7%	406 18%	40 9%	57 10%	44 9%	39 9%	77 18%	383 15%	52 7%	183 16%	160 15%	142 16%

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

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Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Under £1,000 to £12,499 (Net)	533	204	329	249	153	99	32	119	32	46	119	18	51	117	3	24
	14%	10%	18%	12%	12%	24%	27%	15%	16%	11%	15%	9%	8%	24%	5%	9%
Less than £1,000	7	2	5	1	4	1	-	3	-	-	*	*	2	-	-	2
	*	*	*	*	*	*	-	*	-	-	*	*	*	-	-	1%
£1,000 to £1,999	25	14	12	14	7	3	1	4	-	6	4	1	1	5	-	3
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	*	*	1%	-	1%
£2,000 to £2,999	9	3	6	5	1	3	-	2	2	1	1	-	1	2	-	-
	*	*	*	*	*	1%	-	*	1%	*	*	-	*	*	-	-
£3,000 to £3,999	25	7	19	6	8	6	5	4	-	4	5	-	3	8	-	1
	1%	*	1%	*	1%	1%	4%	1%	-	1%	1%	-	*	2%	-	*
£4,000 to £4,999	27	9	18	9	8	8	2	11	1	4	4	-	-	6	*	1
	1%	*	1%	*	1%	2%	2%	1%	1%	1%	*	-	-	1%	*	*
£5,000 to £5,999	55	20	34	23	15	13	4	13	1	3	11	1	2	18	*	4
	1%	1%	2%	1%	1%	3%	4%	2%	1%	1%	1%	1%	*	4%	1%	1%
£6,000 to £6,999	84	37	47	51	20	9	3	20	4	7	15	3	15	12	1	5
	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	3%	1%	2%
£7,000 to £7,999	54	19	35	20	18	15	1	14	7	2	14	-	7	10	-	1
	1%	1%	2%	1%	1%	4%	1%	2%	3%	*	2%	-	1%	2%	-	*
£8,000 to £8,999	46	16	30	23	13	9	1	7	2	4	9	4	3	17	-	1
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	*	3%	-	*
£9,000 to £9,999	48	19	30	20	20	6	2	11	1	4	15	3	5	5	*	4
	1%	1%	2%	1%	2%	1%	2%	1%	*	1%	2%	2%	1%	1%	1%	1%
£10,000 to £12,499	153	58	94	75	39	26	12	31	15	9	40	6	11	35	1	4
	4%	3%	5%	3%	3%	6%	11%	4%	7%	2%	5%	3%	2%	7%	2%	1%
£12,500 to £19,999 (Net)	412	199	213	222	116	62	12	100	18	40	94	23	60	50	3	23
	11%	10%	12%	10%	9%	15%	10%	13%	9%	9%	12%	11%	9%	10%	5%	9%
£12,500 to £14,999	163	75	87	83	48	29	2	40	9	9	29	12	28	25	1	9
	4%	4%	5%	4%	4%	7%	2%	5%	5%	2%	4%	6%	4%	5%	2%	4%

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

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Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
£15,000 to £17,499	123 3%	50 2%	74 4%	54 3%	38 3%	23 6%	8 7%	39 5%	2 1%	13 3%	29 4%	* *	13 2%	12 3%	1 3%	11 4%
£17,500 to £19,999	126 3%	74 4%	52 3%	85 4%	30 2%	10 3%	1 1%	21 3%	6 3%	18 4%	36 4%	10 5%	19 3%	13 3%	-	3 1%
£20,000 to £34,999 (Net)	605 15%	363 17%	242 13%	376 17%	191 15%	32 8%	6 5%	112 14%	31 15%	75 18%	133 17%	23 12%	125 19%	59 12%	2 3%	46 18%
£20,000 to £24,999	207 5%	118 6%	89 5%	119 6%	70 6%	18 4%	1 1%	33 4%	6 3%	29 7%	51 6%	7 4%	38 6%	21 4%	1 2%	21 8%
£25,000 to £29,999	215 5%	125 6%	90 5%	133 6%	70 6%	9 2%	2 2%	45 6%	12 6%	29 7%	39 5%	9 4%	44 6%	24 5%	1 1%	13 5%
£30,000 to £34,999	184 5%	120 6%	64 3%	124 6%	51 4%	5 1%	3 3%	34 4%	12 6%	17 4%	43 5%	7 4%	44 6%	15 3%	-	12 5%
£35,000 to £59,999 (Net)	554 14%	338 16%	216 12%	334 15%	192 16%	26 6%	2 2%	79 10%	35 17%	73 17%	96 12%	30 15%	135 20%	52 11%	10 19%	41 16%
£35,000 to £39,999	173 4%	101 5%	72 4%	107 5%	53 4%	11 3%	2 2%	32 4%	5 2%	19 5%	41 5%	3 1%	36 5%	19 4%	1 2%	15 6%
£40,000 to £49,999	198 5%	126 6%	73 4%	119 6%	73 6%	6 2%	-	30 4%	13 6%	28 6%	29 4%	13 7%	51 8%	16 3%	7 14%	11 4%
£50,000 to £59,999	182 5%	111 5%	71 4%	109 5%	66 5%	8 2%	-	17 2%	17 8%	26 6%	26 3%	13 7%	48 7%	18 4%	2 3%	15 6%
£60,000 plus (Net)	389 10%	252 12%	137 7%	227 11%	148 12%	14 3%	1 *	58 7%	27 14%	50 12%	49 6%	30 15%	115 17%	36 7%	3 5%	22 8%
£60,000 to £69,999	93 2%	61 3%	33 2%	65 3%	24 2%	3 1%	*	17 2%	8 4%	13 3%	12 2%	10 5%	24 4%	3 1%	*	6 2%
£70,000 to £74,999	56 1%	41 2%	14 1%	41 2%	14 1%	1 *	-	7 1%	3 1%	12 3%	12 1%	-	11 2%	6 1%	-	5 2%
£75,000 or more	241 6%	151 7%	90 5%	122 6%	109 9%	10 2%	-	34 4%	16 8%	25 6%	25 3%	20 10%	81 12%	27 6%	2 4%	10 4%
Refused	886 23%	460 22%	426 23%	475 22%	257 21%	126 31%	28 23%	180 23%	31 15%	89 21%	199 25%	43 22%	129 19%	115 23%	20 36%	73 28%

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

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Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Don't know	543	272	271	274	182	49	38	149	27	51	110	31	60	61	14	30
	14%	13%	15%	13%	15%	12%	32%	19%	14%	12%	14%	16%	9%	12%	27%	12%

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	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Under £1,000 to £12,499 (Net)	533	199	83	130	22	100	56	193	39	114	132	91	41	46	37	2	14	3
	14%	13%	11%	16%	9%	18%	11%	12%	10%	13%	25%	11%	9%	9%	8%	3%	10%	9%
Less than £1,000	7	6	-	-	-	1	1	*	3	1	1	-	1	-	-	1	1	-
	*	*	-	-	-	*	*	1%	*	*	*	*	*	-	-	1%	*	-
£1,000 to £1,999	25	14	4	3	2	2	2	12	4	3	4	3	-	3	3	-	-	-
	1%	1%	1%	*	1%	*	*	1%	1%	*	1%	*	-	1%	1%	-	-	-
£2,000 to £2,999	9	3	2	*	-	3	3	2	-	1	3	2	2	-	-	-	-	-
	*	*	*	*	-	1%	1%	*	-	*	*	*	*	-	-	-	-	-
£3,000 to £3,999	25	9	4	6	-	6	1	5	3	5	11	2	*	3	2	-	-	-
	1%	1%	1%	1%	-	1%	*	*	1%	1%	2%	*	*	1%	*	-	-	-
£4,000 to £4,999	27	12	3	7	1	4	2	8	1	7	10	4	1	2	*	-	-	-
	1%	1%	*	1%	*	1%	*	*	*	1%	2%	*	*	*	1%	-	-	-
£5,000 to £5,999	55	20	8	9	1	16	3	19	2	12	18	5	4	5	3	-	1	1
	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	3%	1%	1%	1%	1%	-	1%	3%
£6,000 to £6,999	84	33	15	21	3	12	13	38	7	14	12	18	10	10	4	1	2	-
	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	-
£7,000 to £7,999	54	13	13	10	2	16	3	18	5	13	16	9	3	6	3	-	1	1
	1%	1%	2%	1%	1%	3%	*	1%	1%	1%	3%	1%	1%	1%	1%	-	1%	3%
£8,000 to £8,999	46	20	5	13	1	7	3	20	3	11	10	8	2	4	2	-	1	1
	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	-	1%	3%
£9,000 to £9,999	48	16	8	14	3	7	5	15	2	18	8	6	2	5	2	-	5	-
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	-	3%	-
£10,000 to £12,499	153	51	20	47	10	26	20	55	9	30	38	33	16	10	15	1	4	-
	4%	3%	3%	6%	4%	5%	4%	3%	2%	4%	7%	4%	3%	2%	3%	1%	3%	-
£12,500 to £19,999 (Net)	412	145	80	99	34	53	54	168	28	89	74	90	41	60	42	2	9	*
	11%	9%	11%	12%	14%	9%	10%	10%	7%	10%	14%	11%	8%	11%	9%	3%	6%	1%
£12,500 to £14,999	163	54	32	41	15	20	19	64	15	34	31	36	12	18	17	1	3	-
	4%	3%	4%	5%	6%	4%	4%	4%	4%	4%	6%	4%	3%	3%	4%	1%	2%	-

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

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Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
£15,000 to £17,499	123 3%	37 2%	24 3%	30 4%	13 6%	19 3%	13 2%	41 3%	6 2%	31 4%	31 6%	20 3%	15 3%	13 2%	9 2%	-	6 4%	-
£17,500 to £19,999	126 3%	54 3%	24 3%	28 3%	6 3%	14 3%	22 4%	62 4%	6 2%	24 3%	11 2%	33 4%	13 3%	28 5%	16 3%	1 2%	* *	* 1%
£20,000 to £34,999 (Net)	605 15%	258 16%	111 15%	131 16%	32 13%	74 13%	87 17%	289 18%	72 19%	119 14%	38 7%	142 17%	88 18%	105 19%	91 19%	11 13%	22 16%	3 8%
£20,000 to £24,999	207 5%	93 6%	28 4%	45 5%	14 6%	28 5%	23 4%	96 6%	26 7%	43 5%	18 3%	47 6%	28 6%	35 6%	31 7%	2 2%	12 8%	1 3%
£25,000 to £29,999	215 5%	93 6%	43 6%	40 5%	10 4%	28 5%	34 7%	99 6%	29 8%	41 5%	11 2%	37 5%	31 7%	44 8%	40 8%	3 4%	5 4%	* 1%
£30,000 to £34,999	184 5%	73 5%	40 6%	45 6%	8 3%	18 3%	30 6%	94 6%	16 4%	35 4%	8 2%	58 7%	29 6%	26 5%	20 4%	6 7%	5 4%	1 3%
£35,000 to £59,999 (Net)	554 14%	220 14%	117 16%	132 16%	24 10%	61 11%	102 19%	232 14%	63 16%	130 15%	27 5%	159 19%	77 16%	84 15%	103 21%	11 14%	18 13%	13 39%
£35,000 to £39,999	173 4%	64 4%	31 4%	43 5%	8 3%	27 5%	29 5%	78 5%	18 5%	36 4%	13 3%	42 5%	31 6%	30 6%	27 6%	3 4%	8 5%	6 19%
£40,000 to £49,999	198 5%	76 5%	47 7%	46 6%	8 4%	21 4%	43 8%	76 5%	20 5%	53 6%	6 1%	64 8%	24 5%	26 5%	36 7%	4 5%	5 4%	2 4%
£50,000 to £59,999	182 5%	80 5%	39 5%	43 5%	8 3%	13 2%	31 6%	78 5%	24 6%	41 5%	8 2%	53 6%	22 5%	27 5%	40 8%	4 5%	5 4%	6 16%
£60,000 plus (Net)	389 10%	209 13%	73 10%	64 8%	13 5%	31 5%	63 12%	165 10%	57 15%	91 11%	14 3%	99 12%	49 10%	66 12%	90 19%	12 15%	26 18%	5 16%
£60,000 to £69,999	93 2%	39 2%	21 3%	18 2%	5 2%	11 2%	15 3%	50 3%	13 3%	12 1%	4 1%	25 3%	15 3%	18 3%	15 3%	-	3 2%	1 2%
£70,000 to £74,999	56 1%	27 2%	8 1%	12 1%	4 2%	6 1%	15 3%	26 2%	7 2%	8 1%	1 *	18 2%	1 *	19 4%	12 3%	1 2%	* *	* 1%
£75,000 or more	241 6%	144 9%	44 6%	35 4%	4 2%	14 2%	33 6%	89 5%	38 10%	71 8%	10 2%	56 7%	33 7%	30 6%	63 13%	11 13%	22 16%	5 13%
Refused	886 23%	346 22%	156 22%	175 21%	72 30%	136 24%	114 22%	361 22%	87 23%	170 20%	154 29%	149 18%	117 24%	133 25%	83 17%	29 35%	39 27%	8 24%

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

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Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Don't know	543 14%	196 12%	103 14%	92 11%	43 18%	109 19%	48 9%	226 14%	37 10%	145 17%	87 17%	89 11%	70 14%	46 9%	34 7%	14 17%	13 9%	1 2%

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

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Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but hold house hold vehicle	Non-user - no full license and no hold house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but hold house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no hold house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Under £1,000 to £12,499 (Net)	533	235	38	70	184	60	75	94	70	38	184	7	394	139	-	-	-	1
	14%	9%	25%	12%	32%	6%	9%	13%	12%	25%	32%	10%	79%	28%	-	-	-	*
Less than £1,000	7	2	1	1	1	1	1	1	1	1	1	-	7	-	-	-	-	-
	*	*	1%	*	*	*	*	*	*	1%	*	-	1%	-	-	-	-	-
£1,000 to £1,999	25	9	-	9	6	1	5	3	9	-	6	-	25	-	-	-	-	-
	1%	*	-	1%	1%	*	1%	*	1%	-	1%	-	5%	-	-	-	-	-
£2,000 to £2,999	9	4	1	-	4	3	-	1	-	1	4	-	9	-	-	-	-	-
	*	*	1%	-	1%	*	-	*	-	1%	1%	-	2%	-	-	-	-	-
£3,000 to £3,999	25	7	2	-	16	-	3	4	-	2	16	*	25	-	-	-	-	-
	1%	*	1%	-	3%	-	*	*	-	1%	3%	1%	5%	-	-	-	-	-
£4,000 to £4,999	27	8	5	2	13	1	4	1	2	5	13	1	27	-	-	-	-	-
	1%	*	3%	*	2%	*	1%	*	*	3%	2%	1%	5%	-	-	-	-	-
£5,000 to £5,999	55	19	7	4	25	3	5	12	4	7	25	-	55	-	-	-	-	-
	1%	1%	4%	1%	4%	*	1%	2%	1%	4%	4%	-	11%	-	-	-	-	-
£6,000 to £6,999	84	44	3	12	24	21	10	12	12	3	24	1	84	-	-	-	-	-
	2%	2%	2%	2%	4%	2%	1%	2%	2%	2%	4%	2%	17%	-	-	-	-	-
£7,000 to £7,999	54	23	2	5	25	5	6	12	5	2	25	1	36	19	-	-	-	-
	1%	1%	1%	1%	4%	*	1%	2%	1%	1%	4%	1%	7%	4%	-	-	-	-
£8,000 to £8,999	46	18	4	7	16	3	5	8	7	4	16	2	29	18	-	-	-	-
	1%	1%	3%	1%	3%	*	1%	1%	1%	3%	3%	2%	6%	4%	-	-	-	-
£9,000 to £9,999	48	20	*	12	14	6	6	8	12	*	14	*	36	11	-	-	-	1
	1%	1%	*	2%	3%	1%	1%	1%	2%	*	3%	1%	7%	2%	-	-	-	*
£10,000 to £12,499	153	79	13	20	39	16	29	32	20	13	39	2	61	92	-	-	-	-
	4%	3%	8%	3%	7%	2%	4%	4%	3%	8%	7%	2%	12%	18%	-	-	-	-
£12,500 to £19,999 (Net)	412	244	18	71	79	57	91	91	71	18	79	4	97	204	91	21	-	-
	11%	9%	12%	12%	14%	6%	11%	12%	12%	12%	14%	6%	19%	41%	18%	4%	-	-

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

	Driving status					Driving status (split by annual mileage)							Equivalent income					
	Total	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
£12,500 to £14,999	163 4%	88 3%	11 7%	25 4%	38 7%	17 2%	24 3%	43 6%	25 4%	11 7%	38 7%	4 6%	51 10%	82 16%	30 6%	-	-	-
£15,000 to £17,499	123 3%	63 2%	5 3%	30 5%	25 4%	11 1%	28 3%	25 3%	30 5%	5 3%	25 4%	-	26 5%	72 14%	26 5%	-	-	-
£17,500 to £19,999	126 3%	93 4%	2 1%	16 3%	15 3%	29 3%	40 5%	24 3%	16 3%	2 1%	15 3%	-	20 4%	50 10%	35 7%	21 4%	-	-
£20,000 to £34,999 (Net)	605 15%	462 18%	12 8%	91 15%	35 6%	177 18%	166 21%	111 15%	91 15%	12 8%	35 6%	8 12%	9 2%	150 30%	273 55%	134 27%	39 8%	1 *
£20,000 to £24,999	207 5%	156 6%	3 2%	28 5%	18 3%	51 5%	59 7%	42 6%	28 5%	3 2%	18 3%	4 6%	7 1%	81 16%	89 18%	30 6%	-	-
£25,000 to £29,999	215 5%	161 6%	7 4%	36 6%	10 2%	62 6%	56 7%	39 5%	36 6%	7 4%	10 2%	4 6%	2 *	49 10%	121 24%	21 4%	22 4%	-
£30,000 to £34,999	184 5%	145 6%	3 2%	27 5%	7 1%	65 7%	50 6%	30 4%	27 5%	3 2%	7 1%	1 1%	-	19 4%	64 13%	83 17%	17 3%	1 *
£35,000 to £59,999 (Net)	554 14%	465 18%	12 8%	62 10%	12 2%	220 23%	144 18%	93 12%	62 10%	12 8%	12 2%	8 11%	-	5 1%	134 27%	284 57%	130 26%	-
£35,000 to £39,999	173 4%	147 6%	1 1%	17 3%	6 1%	53 6%	56 7%	38 5%	17 3%	1 1%	6 1%	* 1%	-	5 1%	77 15%	78 16%	13 3%	-
£40,000 to £49,999	198 5%	161 6%	5 4%	28 5%	3 1%	77 8%	50 6%	29 4%	28 5%	5 4%	3 1%	5 7%	-	-	49 10%	114 23%	35 7%	-
£50,000 to £59,999	182 5%	157 6%	5 4%	17 3%	* *	90 9%	39 5%	25 3%	17 3%	5 4%	3 *	3 4%	-	-	9 2%	91 18%	82 16%	-
£60,000 plus (Net)	389 10%	348 13%	7 5%	28 5%	5 1%	173 18%	85 11%	88 12%	28 5%	7 5%	5 1%	1 2%	-	-	-	59 12%	330 66%	* *
£60,000 to £69,999	93 2%	76 3%	-	12 2%	3 1%	37 4%	18 2%	21 3%	12 2%	-	3 1%	-	-	-	-	24 5%	69 14%	-
£70,000 to £74,999	56 1%	53 2%	-	2 *	1 *	24 3%	14 2%	13 2%	2 *	-	1 *	1 2%	-	-	14 3%	41 8%	-	-

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

	Driving status					Driving status (split by annual mileage)						Equivalised income						
	Private vehicle driver - full license & drive house hold vehicle	Private vehicle driver - full license / do not drive house hold vehicle	Passenger - no full license / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive house hold vehicle	Private vehicle driver - full license but no vehicle in house hold	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
£75,000 or more	241 6%	219 8%	7 5%	13 2%	1 *	111 12%	53 7%	55 7%	13 2%	7 5%	1 *	-	-	-	21 4%	219 44%	*	*
Refused	886 23%	559 22%	39 26%	125 21%	158 28%	195 20%	168 21%	174 23%	125 21%	39 26%	158 28%	22 31%	-	-	-	-	-	886 62%
Don't know	543 14%	267 10%	24 16%	151 25%	95 17%	80 8%	75 9%	93 13%	151 25%	24 16%	95 17%	19 28%	-	-	-	-	-	543 38%

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

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

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Living comfortably on present income	1732 44%	868 45%	865 43%	192 61%	229 38%	252 39%	282 39%	264 45%	237 47%	276 51%	655 66%	515 41%	370 43%	192 23%	856 50%	202 37%	539 39%	131 48%	193 27%	613 41%	925 54%
Coping on present income	1649 42%	795 41%	853 43%	94 30%	282 47%	273 42%	337 46%	222 38%	220 44%	220 41%	286 29%	589 47%	384 45%	389 47%	689 40%	257 48%	593 43%	104 38%	335 47%	667 45%	647 38%
Finding it difficult on present income	420 11%	202 11%	218 11%	23 7%	80 13%	96 15%	67 9%	85 15%	35 7%	35 7%	41 4%	124 10%	81 9%	174 21%	144 8%	69 13%	175 13%	28 10%	138 19%	175 12%	107 6%
Finding it very difficult on present income	123 3%	53 3%	70 3%	6 2%	13 2%	30 5%	41 6%	13 2%	13 3%	7 1%	8 1%	24 2%	18 2%	73 9%	29 2%	11 2%	72 5%	8 3%	52 7%	43 3%	26 2%

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

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

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Living comfortably on present income	1732 44%	208 37%	937 41%	286 61%	301 51%	169 35%	167 39%	187 43%	1208 47%	436 55%	547 47%	429 41%	308 34%
Coping on present income	1649 42%	224 39%	1038 45%	161 34%	225 38%	235 48%	182 43%	170 39%	1061 41%	275 35%	476 41%	470 45%	417 47%
Finding it difficult on present income	420 11%	106 19%	253 11%	20 4%	42 7%	65 13%	64 15%	55 13%	235 9%	68 9%	120 10%	111 11%	119 13%
Finding it very difficult on present income	123 3%	29 5%	72 3%	1 *	20 3%	17 4%	14 3%	20 5%	72 3%	8 1%	24 2%	41 4%	50 6%

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

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

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Living comfortably on present income	1732 44%	1008 48%	724 39%	1040 48%	544 44%	113 28%	34 29%	362 45%	90 45%	188 44%	367 46%	70 35%	303 45%	222 45%	19 35%	108 42%
Coping on present income	1649 42%	862 41%	787 43%	889 41%	517 42%	179 44%	64 54%	326 41%	82 41%	175 41%	328 41%	96 48%	289 43%	204 42%	24 44%	111 43%
Finding it difficult on present income	420 11%	169 8%	251 14%	180 8%	143 12%	81 20%	15 13%	83 10%	20 10%	44 10%	80 10%	28 14%	64 10%	54 11%	9 16%	33 13%
Finding it very difficult on present income	123 3%	49 2%	74 4%	48 2%	35 3%	34 8%	5 4%	26 3%	8 4%	18 4%	24 3%	5 2%	18 3%	11 2%	3 5%	7 3%

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

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

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Living comfortably on present income	1732 44%	686 44%	337 47%	369 45%	105 44%	236 42%	258 49%	782 48%	173 45%	372 43%	147 28%	372 45%	238 49%	282 52%	243 51%	35 42%	73 51%	15 44%
Coping on present income	1649 42%	660 42%	294 41%	350 43%	87 36%	258 46%	201 38%	688 42%	164 43%	352 41%	243 46%	359 44%	199 41%	205 38%	190 40%	38 46%	59 42%	17 48%
Finding it difficult on present income	420 11%	179 11%	77 11%	79 10%	34 14%	51 9%	46 9%	133 8%	35 9%	109 13%	97 18%	68 8%	37 8%	40 7%	39 8%	7 9%	7 5%	3 8%
Finding it very difficult on present income	123 3%	49 3%	16 2%	24 3%	14 6%	19 3%	19 4%	29 2%	10 3%	25 3%	39 7%	20 2%	9 2%	13 2%	7 2%	2 2%	2 2%	-

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

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

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Living comfortably on present income	1732 44%	1257 49%	36 24%	269 45%	157 28%	494 51%	392 49%	344 46%	269 45%	36 24%	157 28%	27 40%	97 20%	156 31%	241 48%	268 54%	348 70%	622 43%
Coping on present income	1649 42%	1067 41%	77 51%	240 40%	258 45%	383 40%	339 42%	313 42%	240 40%	77 51%	258 45%	32 47%	230 46%	246 49%	207 41%	197 40%	135 27%	634 44%
Finding it difficult on present income	420 11%	202 8%	23 15%	75 12%	115 20%	68 7%	59 7%	67 9%	75 12%	23 15%	115 20%	8 11%	128 26%	81 16%	40 8%	28 6%	14 3%	128 9%
Finding it very difficult on present income	123 3%	54 2%	14 10%	14 2%	37 7%	17 2%	14 2%	21 3%	14 2%	14 10%	37 7%	2 2%	44 9%	15 3%	10 2%	6 1%	2 *	46 3%

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

Social grade

Base : All Respondents

	Sex		Age							Social Grade				Occupation				Car in household			
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
ABC1 (Net)	2243	1069	1173	186	306	405	432	325	289	299	990	1253	-	-	1116	290	645	185	257	858	1127
	57%	56%	59%	59%	51%	62%	60%	56%	57%	56%	100%	100%	-	-	65%	54%	47%	68%	36%	57%	66%
A	217	119	98	22	8	33	47	29	37	40	217	-	-	-	110	17	70	20	7	53	158
	6%	6%	5%	7%	1%	5%	7%	5%	7%	7%	22%	-	-	-	6%	3%	5%	7%	1%	4%	9%
B	773	398	375	58	87	146	165	134	97	87	773	-	-	-	413	103	206	47	36	288	448
	20%	21%	19%	18%	14%	22%	23%	23%	19%	16%	78%	-	-	-	24%	19%	15%	17%	5%	19%	26%
C1	1253	552	700	106	210	226	220	162	156	173	-	1253	-	-	594	170	368	118	214	517	521
	32%	29%	35%	34%	35%	35%	30%	28%	31%	32%	-	100%	-	-	35%	32%	27%	44%	30%	35%	31%
C2DE (Net)	1680	848	832	130	298	247	294	258	215	239	-	-	853	828	602	250	734	86	461	640	578
	43%	44%	41%	41%	49%	38%	40%	44%	43%	44%	-	-	100%	100%	35%	46%	53%	32%	64%	43%	34%
C2	853	476	377	63	168	116	157	116	109	123	-	-	853	-	414	132	261	42	111	355	384
	22%	25%	19%	20%	28%	18%	22%	20%	22%	23%	-	-	100%	-	24%	24%	19%	15%	16%	24%	23%
D	504	239	265	47	72	69	82	92	72	70	-	-	-	504	185	117	175	26	149	187	168
	13%	12%	13%	15%	12%	11%	11%	16%	14%	13%	-	-	-	61%	11%	22%	13%	10%	21%	12%	10%
E	324	134	190	19	58	61	55	50	35	45	-	-	-	324	2	1	298	19	200	98	25
	8%	7%	9%	6%	10%	9%	8%	9%	7%	8%	-	-	-	39%	*	*	22%	7%	28%	7%	1%

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

Social grade

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
ABC1 (Net)	2243	368	1230	272	373	259	260	247	1476	724	774	494	231
	<i>57%</i>	<i>65%</i>	<i>53%</i>	<i>58%</i>	<i>63%</i>	<i>53%</i>	<i>61%</i>	<i>57%</i>	<i>57%</i>	<i>92%</i>	<i>66%</i>	<i>47%</i>	<i>26%</i>
A	217	50	60	37	69	30	21	25	140	116	57	33	11
	<i>6%</i>	<i>9%</i>	<i>3%</i>	<i>8%</i>	<i>12%</i>	<i>6%</i>	<i>5%</i>	<i>6%</i>	<i>5%</i>	<i>15%</i>	<i>5%</i>	<i>3%</i>	<i>1%</i>
B	773	94	428	110	142	95	98	83	497	369	230	109	58
	<i>20%</i>	<i>17%</i>	<i>19%</i>	<i>23%</i>	<i>24%</i>	<i>20%</i>	<i>23%</i>	<i>19%</i>	<i>19%</i>	<i>47%</i>	<i>20%</i>	<i>10%</i>	<i>6%</i>
C1	1253	223	742	126	162	133	141	139	839	239	487	352	162
	<i>32%</i>	<i>39%</i>	<i>32%</i>	<i>27%</i>	<i>27%</i>	<i>33%</i>	<i>32%</i>	<i>32%</i>	<i>33%</i>	<i>30%</i>	<i>42%</i>	<i>34%</i>	<i>18%</i>
C2DE (Net)	1680	199	1070	195	215	227	167	185	1101	63	393	557	663
	<i>43%</i>	<i>35%</i>	<i>47%</i>	<i>42%</i>	<i>37%</i>	<i>47%</i>	<i>39%</i>	<i>43%</i>	<i>43%</i>	<i>8%</i>	<i>34%</i>	<i>53%</i>	<i>74%</i>
C2	853	94	521	115	123	100	89	98	566	27	257	317	248
	<i>22%</i>	<i>17%</i>	<i>23%</i>	<i>25%</i>	<i>21%</i>	<i>21%</i>	<i>21%</i>	<i>23%</i>	<i>22%</i>	<i>3%</i>	<i>22%</i>	<i>30%</i>	<i>28%</i>
D	504	46	331	57	70	72	46	50	335	24	89	154	237
	<i>13%</i>	<i>8%</i>	<i>14%</i>	<i>12%</i>	<i>12%</i>	<i>15%</i>	<i>11%</i>	<i>12%</i>	<i>13%</i>	<i>3%</i>	<i>8%</i>	<i>15%</i>	<i>26%</i>
E	324	59	218	24	23	56	31	38	200	12	47	86	178
	<i>8%</i>	<i>10%</i>	<i>9%</i>	<i>5%</i>	<i>4%</i>	<i>11%</i>	<i>7%</i>	<i>9%</i>	<i>8%</i>	<i>1%</i>	<i>4%</i>	<i>8%</i>	<i>20%</i>

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

Social grade

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do quite a few things - do not want to do more	Do most or every thing - do not want to do more	Do most or every thing - do not want to do more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
ABC1 (Net)	2243	1234	1009	1265	757	176	44	367	111	274	415	131	463	268	32	175
	57%	59%	55%	59%	61%	43%	38%	46%	55%	65%	52%	66%	69%	55%	59%	68%
A	217	133	84	126	81	9	1	30	14	22	32	15	52	35	5	13
	6%	6%	5%	6%	7%	2%	1%	4%	7%	5%	4%	7%	8%	7%	10%	5%
B	773	446	327	479	256	31	8	117	36	111	136	40	179	84	7	64
	20%	21%	18%	22%	21%	8%	7%	15%	18%	26%	17%	20%	27%	17%	13%	25%
C1	1253	655	598	661	421	136	36	220	61	142	247	76	232	149	20	99
	32%	31%	33%	31%	34%	33%	30%	28%	30%	33%	31%	39%	34%	30%	36%	38%
C2DE (Net)	1680	854	827	892	482	233	74	431	90	150	385	67	211	223	22	84
	43%	41%	45%	41%	39%	57%	62%	54%	45%	35%	48%	34%	31%	45%	41%	32%
C2	853	493	359	513	243	77	20	212	52	62	199	34	135	93	13	45
	22%	24%	20%	24%	20%	19%	17%	27%	26%	15%	25%	17%	20%	19%	24%	17%
D	504	253	251	266	142	68	28	134	21	56	123	18	40	72	6	29
	13%	12%	14%	12%	11%	17%	23%	17%	11%	13%	15%	9%	6%	15%	10%	11%
E	324	107	216	113	98	87	26	85	16	31	62	15	35	57	4	11
	8%	5%	12%	5%	8%	21%	22%	11%	8%	7%	8%	7%	5%	12%	7%	4%

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

Social grade

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
ABC1 (Net)	2243	962	453	441	112	275	336	929	270	488	220	530	289	314	357	53	93	25
	57%	61%	63%	54%	47%	49%	64%	57%	71%	57%	42%	65%	60%	58%	74%	65%	66%	72%
A	217	112	38	43	2	21	30	96	27	53	10	50	21	44	43	5	18	4
	6%	7%	5%	5%	1%	4%	6%	6%	7%	6%	2%	6%	4%	8%	9%	6%	13%	11%
B	773	348	156	153	42	74	133	346	105	151	39	215	111	119	143	23	34	9
	20%	22%	22%	19%	17%	13%	25%	21%	27%	18%	7%	26%	23%	22%	30%	28%	24%	25%
C1	1253	502	258	245	68	180	173	488	137	283	171	265	157	150	170	25	41	12
	32%	32%	36%	30%	28%	32%	33%	30%	36%	33%	33%	32%	32%	28%	35%	31%	29%	36%
C2DE (Net)	1680	612	270	381	129	289	189	703	112	370	306	288	195	226	123	29	49	10
	43%	39%	37%	46%	53%	51%	36%	43%	29%	43%	58%	35%	40%	42%	26%	35%	34%	28%
C2	853	312	153	204	60	124	111	402	60	182	97	183	114	139	83	17	25	9
	22%	20%	21%	25%	25%	22%	21%	25%	16%	21%	18%	22%	24%	26%	17%	21%	18%	27%
D	504	183	67	122	41	91	54	212	36	106	96	83	63	63	24	9	22	*
	13%	12%	9%	15%	17%	16%	10%	13%	9%	12%	18%	10%	13%	12%	5%	11%	15%	1%
E	324	116	50	55	27	74	24	89	16	82	113	22	18	23	16	3	2	-
	8%	7%	7%	7%	11%	13%	5%	5%	4%	10%	22%	3%	4%	4%	3%	3%	1%	-

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

Social grade

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
ABC1 (Net)	2243	1660	69	313	187	682	488	462	313	69	187	29	126	207	312	365	449	782
	57%	64%	46%	52%	33%	71%	61%	62%	52%	46%	33%	41%	25%	42%	63%	73%	90%	55%
A	217	186	4	24	2	87	45	52	24	4	2	2	2	5	14	36	109	52
	6%	7%	3%	4%	*	9%	6%	7%	4%	3%	*	2%	*	1%	3%	7%	22%	4%
B	773	654	15	78	21	307	181	160	78	15	21	6	21	45	115	156	220	217
	20%	25%	10%	13%	4%	32%	22%	22%	13%	10%	4%	9%	4%	9%	23%	31%	44%	15%
C1	1253	820	50	211	164	288	262	249	211	50	164	21	103	158	184	173	121	514
	32%	32%	33%	35%	29%	30%	33%	33%	35%	33%	29%	30%	21%	32%	37%	35%	24%	36%
C2DE (Net)	1680	920	81	286	380	280	316	283	286	81	380	41	372	291	186	134	49	648
	43%	36%	54%	48%	67%	29%	39%	38%	48%	54%	67%	59%	75%	58%	37%	27%	10%	45%
C2	853	572	22	162	89	189	206	155	162	22	89	22	103	148	121	102	29	349
	22%	22%	15%	27%	16%	20%	26%	21%	27%	15%	16%	32%	21%	30%	24%	20%	6%	24%
D	504	265	29	85	120	77	86	87	85	29	120	15	121	107	57	29	15	175
	13%	10%	19%	14%	21%	8%	11%	12%	14%	19%	21%	21%	24%	22%	11%	6%	3%	12%
E	324	84	29	39	171	14	24	41	39	29	171	4	149	36	7	3	5	123
	8%	3%	20%	6%	30%	1%	3%	6%	6%	20%	30%	6%	30%	7%	1%	1%	1%	9%

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

Car in household

Base : All Respondents

	Sex			Age							Social Grade				Occupation				Car in household		
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
None	717 18%	309 16%	408 20%	63 20%	178 30%	96 15%	89 12%	73 12%	58 12%	160 30%	43 4%	214 17%	111 13%	349 42%	174 10%	76 14%	387 28%	76 28%	717 100%	-	-
One	1497 38%	713 37%	784 39%	77 24%	186 31%	301 46%	238 33%	179 31%	239 47%	277 51%	341 34%	517 41%	355 42%	285 34%	590 34%	206 38%	626 45%	70 26%	-	1497 100%	-
Two or more	1705 43%	894 47%	811 40%	176 56%	239 40%	253 39%	396 55%	332 57%	205 41%	102 19%	606 61%	521 42%	384 45%	194 23%	952 55%	258 48%	364 26%	125 46%	-	-	1705 100%

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

Car in household

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
None	717 18%	200 35%	437 19%	55 12%	24 4%	92 19%	34 8%	60 14%	531 21%	97 12%	158 14%	176 17%	286 32%
One	1497 38%	243 43%	935 41%	177 38%	142 24%	204 42%	151 35%	125 29%	1017 39%	300 38%	412 35%	392 37%	381 43%
Two or more	1705 43%	121 21%	926 40%	235 50%	422 72%	189 39%	242 57%	248 57%	1026 40%	390 50%	597 51%	482 46%	225 25%

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

Car in household

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
None	717 18%	46 2%	671 37%	93 4%	205 17%	339 83%	80 68%	177 22%	31 15%	58 14%	126 16%	28 14%	79 12%	129 26%	15 28%	60 23%
One	1497 38%	802 38%	696 38%	834 39%	584 47%	51 12%	28 24%	274 34%	67 33%	153 36%	345 43%	71 36%	255 38%	190 39%	20 37%	113 44%
Two or more	1705 43%	1239 59%	466 25%	1229 57%	447 36%	18 4%	10 9%	347 43%	103 51%	214 50%	327 41%	98 49%	339 50%	171 35%	20 36%	84 33%

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

Car in household

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Total	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
None	717 18%	268 17%	119 16%	140 17%	52 22%	138 24%	12 2%	81 5%	41 11%	164 19%	419 80%	-	-	-	-	-	-	-
One	1497 38%	593 38%	254 35%	357 43%	84 35%	209 37%	213 41%	622 38%	216 56%	369 43%	79 15%	311 38%	181 37%	205 38%	235 49%	46 56%	72 51%	27 79%
Two or more	1705 43%	712 45%	349 48%	325 39%	103 43%	216 38%	300 57%	929 57%	124 32%	324 38%	28 5%	508 62%	303 63%	334 62%	244 51%	36 44%	69 49%	7 21%

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

Car in household

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
None	717 18%	- -	150 100%	- -	567 100%	- -	- -	- -	- -	150 100%	567 100%	- -	193 39%	103 21%	46 9%	29 6%	30 6%	316 22%
One	1497 38%	1077 42%	- -	404 68%	- -	326 34%	329 41%	382 51%	404 68%	- -	- -	39 56%	184 37%	239 48%	204 41%	169 34%	164 33%	538 38%
Two or more	1705 43%	1502 58%	- -	193 32%	- -	636 66%	475 59%	361 48%	193 32%	- -	- -	30 44%	122 25%	157 31%	246 49%	301 60%	304 61%	574 40%

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

Highest level of education

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
University Higher Degree or First degree	786 20%	408 21%	379 19%	34 11%	150 25%	221 34%	157 22%	105 18%	74 15%	44 8%	485 49%	239 19%	27 3%	36 4%	473 28%	105 20%	157 11%	48 18%	97 13%	300 20%	390 23%
Diploma in HE or A level	1167 30%	581 30%	586 29%	132 42%	224 37%	193 30%	219 30%	177 30%	112 22%	110 20%	287 29%	487 39%	257 30%	136 16%	565 33%	163 30%	293 21%	141 52%	158 22%	412 28%	597 35%
GCSE	1051 27%	483 25%	568 28%	112 35%	173 29%	162 25%	229 31%	148 25%	126 25%	102 19%	142 14%	352 28%	317 37%	240 29%	468 27%	180 33%	337 24%	63 23%	176 25%	392 26%	482 28%
None of the above	894 23%	435 23%	459 23%	35 11%	50 8%	73 11%	120 17%	149 26%	190 38%	276 51%	69 7%	162 13%	248 29%	415 50%	205 12%	87 16%	580 42%	20 7%	286 40%	381 25%	225 13%

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

Highest level of education

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
University Higher Degree or First degree	786 20%	211 37%	371 16%	88 19%	116 20%	145 30%	87 20%	90 21%	463 18%	786 100%	-	-	-
Diploma in HE or A level	1167 30%	147 26%	727 32%	118 25%	175 30%	126 26%	151 35%	115 27%	775 30%	-	1167 100%	-	-
GCSE	1051 27%	101 18%	618 27%	151 32%	181 31%	156 32%	132 31%	137 32%	625 24%	-	-	1051 100%	-
None of the above	894 23%	108 19%	563 24%	109 23%	113 19%	57 12%	55 13%	87 20%	695 27%	-	-	-	894 100%

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

Highest level of education

Base : All Respondents

	Habitual Driver		Most frequent mode of transport					Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
University Higher Degree or First degree	786 20%	383 18%	403 22%	381 18%	308 25%	89 22%	8 7%	85 11%	34 17%	124 29%	118 15%	46 23%	211 31%	78 16%	9 17%	80 31%
Diploma in HE or A level	1167 30%	675 32%	492 27%	671 31%	370 30%	92 23%	33 28%	214 27%	74 37%	137 32%	212 27%	71 36%	236 35%	142 29%	8 14%	72 28%
GCSE	1051 27%	590 28%	461 25%	624 29%	307 25%	95 23%	25 21%	245 31%	53 26%	102 24%	239 30%	55 28%	153 23%	131 27%	12 23%	54 21%
None of the above	894 23%	422 20%	472 26%	465 22%	247 20%	132 32%	50 42%	248 31%	37 18%	60 14%	225 28%	24 12%	70 10%	137 28%	23 42%	52 20%

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

Highest level of education

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months						
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
University Higher Degree or First degree	786 20%	445 28%	152 21%	106 13%	27 11%	55 10%	120 23%	261 16%	146 38%	163 19%	97 18%	189 23%	90 19%	84 16%	168 35%	26 32%	51 36%	11 31%
Diploma in HE or A level	1167 30%	466 30%	245 34%	241 29%	76 31%	139 25%	191 36%	480 29%	104 27%	266 31%	125 24%	279 34%	160 33%	157 29%	157 33%	22 27%	33 23%	8 24%
GCSE	1051 27%	364 23%	216 30%	232 28%	57 24%	182 32%	128 24%	496 30%	79 21%	228 27%	120 23%	223 27%	138 28%	176 33%	93 19%	16 19%	25 18%	8 23%
None of the above	894 23%	292 19%	105 15%	237 29%	79 33%	181 32%	82 16%	383 23%	52 14%	195 23%	182 35%	125 15%	93 19%	118 22%	61 13%	17 21%	31 22%	6 19%

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

Highest level of education

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
University Higher Degree or First degree	786 20%	618 24%	30 20%	68 11%	67 12%	265 28%	168 21%	172 23%	68 11%	30 20%	67 12%	14 20%	32 6%	48 10%	95 19%	147 30%	239 48%	225 16%
Diploma in HE or A level	1167 30%	816 32%	38 25%	186 31%	120 21%	319 33%	275 34%	204 27%	186 31%	38 25%	120 21%	18 26%	114 23%	144 29%	174 35%	189 38%	152 30%	394 28%
GCSE	1051 27%	679 26%	39 26%	186 31%	137 24%	261 27%	204 25%	190 25%	186 31%	39 26%	137 24%	25 35%	164 33%	159 32%	155 31%	113 23%	84 17%	376 26%
None of the above	894 23%	450 17%	42 28%	151 25%	243 43%	115 12%	149 19%	175 23%	151 25%	42 28%	243 43%	12 18%	188 38%	148 30%	74 15%	49 10%	24 5%	412 29%

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

Habitual Driver

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes - Habitual Driver	2088	1089	999	126	278	349	433	341	308	253	579	655	493	360	1077	277	641	87	46	802	1239
	53%	57%	50%	40%	46%	54%	60%	59%	61%	47%	59%	52%	58%	44%	63%	51%	46%	32%	6%	54%	73%
No - Not Habitual	1835	829	1006	190	326	302	293	242	196	286	411	598	359	467	641	263	738	184	671	696	466
	47%	43%	50%	60%	54%	46%	40%	41%	39%	53%	41%	48%	42%	56%	37%	49%	54%	68%	94%	46%	27%

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

Habitual Driver

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes - Habitual Driver	2088	160	1217	274	438	249	251	240	1348	383	675	590	422
	53%	28%	53%	59%	74%	51%	59%	56%	52%	49%	58%	56%	47%
No - Not Habitual	1835	407	1083	194	151	238	176	192	1229	403	492	461	472
	47%	72%	47%	41%	26%	49%	41%	44%	48%	51%	42%	44%	53%

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

Habitual Driver

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes - Habitual Driver	2088	2088	-	1634	453	-	-	484	114	245	420	122	354	216	26	99
	53%	100%	-	76%	37%	-	-	61%	57%	58%	53%	62%	52%	44%	48%	38%
No - Not Habitual	1835	-	1835	523	786	408	118	315	87	180	379	76	320	275	28	160
	47%	-	100%	24%	63%	100%	100%	39%	43%	42%	47%	38%	48%	56%	52%	62%

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

Habitual Driver

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes - Habitual Driver	2088	850	373	450	130	285	373	1261	128	325	-	607	418	459	233	50	78	-
	53%	54%	52%	55%	54%	51%	71%	77%	34%	38%	-	74%	86%	85%	48%	61%	55%	-
No - Not Habitual	1835	724	349	372	111	279	151	372	254	532	526	212	66	81	247	32	64	34
	47%	46%	48%	45%	46%	49%	29%	23%	66%	62%	100%	26%	14%	15%	52%	39%	45%	100%

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

Habitual Driver

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes - Habitual Driver	2088	1843	9	186	37	756	591	444	186	9	37	53	195	251	296	304	309	733
	53%	71%	6%	31%	7%	79%	73%	60%	31%	6%	7%	76%	39%	50%	59%	61%	62%	51%
No - Not Habitual	1835	737	141	412	530	206	213	301	412	141	530	16	304	247	202	195	189	698
	47%	29%	94%	69%	93%	21%	27%	40%	69%	94%	93%	24%	61%	50%	41%	39%	38%	49%

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

Impact of climate change on UK

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working -full time	Working -part time	Not working	Full time edu- cation	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Yes - already impacting on UK	1574 40%	745 39%	829 41%	80 25%	247 41%	325 50%	310 43%	258 44%	208 41%	145 27%	460 46%	502 40%	312 37%	299 36%	754 44%	229 42%	497 36%	90 33%	268 37%	593 40%	712 42%
Yes - not yet impacting on UK but will in lifetime	723 18%	377 20%	345 17%	112 36%	113 19%	118 18%	134 18%	105 18%	77 15%	64 12%	194 20%	258 21%	153 18%	117 14%	331 19%	101 19%	197 14%	90 33%	119 17%	254 17%	349 20%
Yes - will only impact on UK in future	822 21%	415 22%	407 20%	48 15%	100 17%	95 15%	150 21%	129 22%	124 25%	175 32%	197 20%	245 20%	204 24%	177 21%	341 20%	96 18%	339 25%	43 16%	140 20%	357 24%	325 19%
No - will have no impact on UK / climate change not happening	241 6%	138 7%	103 5%	25 8%	34 6%	25 4%	47 6%	31 5%	36 7%	44 8%	44 4%	68 5%	60 7%	69 8%	86 5%	26 5%	104 8%	21 8%	52 7%	84 6%	103 6%
Unsure / Dont know	564 14%	242 13%	322 16%	50 16%	110 18%	88 14%	86 12%	59 10%	60 12%	111 21%	95 10%	180 14%	124 15%	165 20%	206 12%	87 16%	242 18%	27 10%	138 19%	209 14%	216 13%

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

Impact of climate change on UK

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Yes - already impacting on UK	1574 40%	265 47%	896 39%	194 41%	219 37%	222 46%	179 42%	177 41%	996 39%	445 57%	466 40%	364 35%	292 33%
Yes - not yet impacting on UK but will in lifetime	723 18%	122 22%	410 18%	81 17%	110 19%	87 18%	101 24%	78 18%	456 18%	152 19%	245 21%	216 21%	105 12%
Yes - will only impact on UK in future	822 21%	90 16%	474 21%	93 20%	164 28%	73 15%	73 17%	95 22%	582 23%	106 14%	241 21%	232 22%	237 26%
No - will have no impact on UK / climate change not happening	241 6%	40 7%	147 6%	24 5%	30 5%	32 7%	22 5%	24 6%	163 6%	27 3%	76 6%	57 5%	79 9%
Unsure / Dont know	564 14%	49 9%	373 16%	76 16%	65 11%	72 15%	52 12%	58 14%	381 15%	55 7%	139 12%	182 17%	181 20%

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

Impact of climate change on UK

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - do not want to do more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Yes - already impacting on UK	1574 40%	850 41%	724 39%	844 39%	520 42%	186 46%	24 20%	205 26%	49 25%	203 48%	251 31%	71 36%	399 59%	205 42%	18 34%	165 64%
Yes - not yet impacting on UK but will in lifetime	723 18%	373 18%	349 19%	376 17%	253 20%	71 18%	22 19%	125 16%	41 21%	83 19%	147 18%	51 26%	134 20%	87 18%	8 14%	45 18%
Yes - will only impact on UK in future	822 21%	450 22%	372 20%	503 23%	215 17%	72 18%	32 27%	200 25%	56 28%	71 17%	225 28%	36 18%	83 12%	107 22%	13 24%	29 11%
No - will have no impact on UK / climate change not happening	241 6%	130 6%	111 6%	131 6%	72 6%	28 7%	10 9%	88 11%	9 5%	8 2%	56 7%	20 10%	11 2%	33 7%	10 18%	4 2%
Unsure / Dont know	564 14%	285 14%	279 15%	303 14%	180 15%	51 12%	30 25%	180 23%	44 22%	60 14%	120 15%	20 10%	46 7%	58 12%	5 10%	16 6%

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

Impact of climate change on UK

Base : All Respondents

	Impact of climate change on UK						Car use / willingness to reduce missions				Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know		Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Yes - already impacting on UK	1574	1574	-	-	-	-	303	541	220	300	210	366	189	181	224	45	61	21
	40%	100%	-	-	-	-	58%	33%	58%	35%	40%	45%	39%	34%	47%	55%	43%	62%
Yes - not yet impacting on UK but will in lifetime	723	-	723	-	-	-	97	278	83	170	94	131	97	91	90	18	21	4
	18%	-	100%	-	-	-	19%	17%	22%	20%	18%	16%	20%	17%	19%	22%	15%	11%
Yes - will only impact on UK in future	822	-	-	822	-	-	95	408	47	168	104	169	121	142	87	11	27	6
	21%	-	-	100%	-	-	18%	25%	12%	20%	20%	21%	25%	26%	18%	13%	19%	18%
No - will have no impact on UK / climate change not happening	241	-	-	-	241	-	5	125	10	61	38	42	27	47	27	3	6	1
	6%	-	-	-	100%	-	1%	8%	3%	7%	7%	5%	6%	9%	6%	4%	4%	3%
Unsure / Dont know	564	-	-	-	-	564	24	280	22	159	80	111	50	79	53	5	26	2
	14%	-	-	-	-	100%	5%	17%	6%	19%	15%	14%	10%	15%	11%	6%	18%	5%

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

Impact of climate change on UK

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Yes - already impacting on UK	1574 40%	1088 42%	63 42%	207 35%	206 36%	394 41%	336 42%	325 44%	207 35%	63 42%	206 36%	34 49%	179 36%	198 40%	191 38%	219 44%	242 48%	544 38%
Yes - not yet impacting on UK but will in lifetime	723 18%	451 17%	46 31%	148 25%	73 13%	199 21%	128 16%	119 16%	148 25%	46 31%	73 13%	5 7%	91 18%	88 18%	88 18%	92 18%	104 21%	259 18%
Yes - will only impact on UK in future	822 21%	563 22%	14 10%	112 19%	126 22%	208 22%	193 24%	149 20%	112 19%	14 10%	126 22%	14 20%	106 21%	120 24%	119 24%	111 22%	99 20%	267 19%
No - will have no impact on UK / climate change not happening	241 6%	153 6%	7 5%	32 5%	46 8%	57 6%	41 5%	53 7%	32 5%	7 5%	46 8%	2 3%	31 6%	28 6%	26 5%	25 5%	16 3%	116 8%
Unsure / Dont know	564 14%	325 13%	20 13%	99 17%	118 21%	104 11%	107 13%	99 13%	99 17%	20 13%	118 21%	15 21%	92 18%	64 13%	74 15%	51 10%	38 8%	245 17%

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

Driving status

Base : All Respondents

	Sex		Age							Social Grade				Occupation			Car in household				
	Total	Male	Female	16-20	21-29	30-39	40-49	50-59	60-69	70+	AB	C1	C2	DE	Working full time	Working part time	Not working	Full time education	None	One	Two or more
Unweighted base	3923	1800	2123	197	473	621	707	561	644	720	1010	1201	754	958	1547	498	1696	167	898	1663	1357
Weighted base	3923	1918	2005	316	604	651	726	583	505	538	990	1253	853	828	1718	540	1379	271	717	1497	1705
Private vehicle driver - full license & drive house hold vehicle	2580	1394	1186	90	318	482	584	448	372	286	840	820	572	348	1391	382	742	58	-	1077	1502
	66%	73%	59%	28%	53%	74%	80%	77%	74%	53%	85%	65%	67%	42%	81%	71%	54%	21%	-	72%	88%
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150	86	64	5	45	27	27	17	14	15	20	50	22	58	47	27	57	16	150	-	-
	4%	4%	3%	2%	7%	4%	4%	3%	3%	3%	2%	4%	3%	7%	3%	5%	4%	6%	21%	-	-
Passenger - no full license / do not drive but house hold vehicle	598	198	400	157	106	66	47	61	73	89	102	211	162	124	141	80	243	132	-	404	193
	15%	10%	20%	50%	18%	10%	6%	10%	14%	17%	10%	17%	19%	15%	8%	15%	18%	49%	-	27%	11%
Non-user - no full license and no house hold vehicle	567	223	344	58	134	69	62	56	44	145	23	164	89	291	126	49	330	59	567	-	-
	14%	12%	17%	18%	22%	11%	9%	10%	9%	27%	2%	13%	10%	35%	7%	9%	24%	22%	79%	-	-

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

Driving status

Base : All Respondents

	Location					Presence of children in household (youngest child)				Highest level of education			
	Total	Urban - London	Urban - Other	Town and Fringe	Village, Hamlet and Isolated Dwellings	Age 0 - 4	Age 5 - 11	Age 12 - 17	None	University Higher Degree or First degree	Diploma in HE or A level	GCSE	None of the above
Unweighted base	3923	403	2732	346	442	429	372	298	2824	835	993	963	1102
Weighted base	3923	567	2300	468	588	487	427	432	2577	786	1167	1051	894
Private vehicle driver - full license & drive house hold vehicle	2580 66%	272 48%	1487 65%	338 72%	483 82%	335 69%	317 74%	286 66%	1643 64%	618 79%	816 70%	679 65%	450 50%
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150 4%	54 9%	80 3%	13 3%	4 1%	13 3%	12 3%	14 3%	111 4%	30 4%	38 3%	39 4%	42 5%
Passenger - no full license / do not drive but house hold vehicle	598 15%	89 16%	367 16%	71 15%	72 12%	53 11%	76 18%	82 19%	388 15%	68 9%	186 16%	186 18%	151 17%
Non-user - no full license and no house hold vehicle	567 14%	147 26%	357 16%	43 9%	21 4%	79 16%	22 5%	46 11%	421 16%	67 9%	120 10%	137 13%	243 27%

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

Driving status

Base : All Respondents

	Habitual Driver			Most frequent mode of transport				Current env. behaviour / willingness / interest to change								
	Total	Yes - Habitual Driver	No - Not Habitual	Car only (use at least once or twice a week but no other forms)	Mixed car and public transport (use both at least once or twice a week)	Public transport only (use at least once or twice a week & not car)	Neither (do not use car or public transport frequently)	Do nothing / 1 or 2 things - do not want to do more	Do nothing / 1 or 2 things - want to do more - not interested in finding out more	Do nothing / 1 or 2 things - want to do more - interested in finding out more	Do quite a few things - want to do more - not interested in finding out more	Do quite a few things - want to do more - interested in finding out more	Do most or every thing - do not want to do more	Do most or every thing - want to do more - not interested in finding out more	Do most or every thing - want to do more - interested in finding out more	
Unweighted base	3923	2010	1913	2113	1235	433	142	824	188	396	841	176	636	509	51	266
Weighted base	3923	2088	1835	2157	1240	408	118	798	200	424	799	198	674	491	55	259
Private vehicle driver - full license & drive house hold vehicle	2580 66%	1843 88%	737 40%	1842 85%	704 57%	28 7%	6 5%	488 61%	129 64%	317 75%	523 65%	136 69%	529 79%	273 56%	30 54%	151 58%
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150 4%	9 *	141 8%	17 1%	44 4%	74 18%	15 12%	34 4%	8 4%	14 3%	27 3%	5 3%	25 4%	22 4%	1 3%	11 4%
Passenger - no full license / do not drive but house hold vehicle	598 15%	186 9%	412 22%	211 10%	319 26%	39 10%	29 24%	124 16%	40 20%	48 11%	144 18%	31 16%	63 9%	88 18%	10 18%	44 17%
Non-user - no full license and no house hold vehicle	567 14%	37 2%	530 29%	76 4%	161 13%	265 65%	65 55%	143 18%	22 11%	44 10%	100 12%	23 12%	54 8%	107 22%	14 25%	49 19%

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

Driving status

Base : All Respondents

	Impact of climate change on UK					Car use / willingness to reduce missions					Behaviour change in car drivers over last 12 months							
	Yes - already impacting on UK	Yes - not yet impacting on UK but will in lifetime	Yes - will only impact on UK in future	No - will have no impact on UK / climate change not happening	Unsure / Dont know	Car only - willing / positive to change	Car only - not willing / positive to change	Car and public transport - willing / positive to change	Car and public transport - not willing / positive to change	Unclassified	Car only - have changed car / car use	Car only - eco driving ONLY	Car only - no behaviour change	Car & public transport - have changed car / car use	Car & public transport - eco driving ONLY	Car & public transport - no behaviour change	Unclassified (drivers only)	
Unweighted base	3923	1562	664	834	243	620	517	1596	382	853	575	793	459	534	480	91	156	30
Weighted base	3923	1574	723	822	241	564	524	1633	382	858	526	818	484	540	480	82	142	34
Private vehicle driver - full license & drive house hold vehicle	2580 66%	1088 69%	451 62%	563 69%	153 63%	325 58%	467 89%	1375 84%	256 67%	447 52%	34 7%	818 100%	484 100%	540 100%	480 100%	82 100%	142 100%	34 100%
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150 4%	63 4%	46 6%	14 2%	7 3%	20 4%	3 1%	14 1%	17 5%	27 3%	88 17%	-	-	-	-	-	-	-
Passenger - no full license / do not drive but house hold vehicle	598 15%	207 13%	148 20%	112 14%	32 13%	99 18%	40 8%	171 10%	82 21%	238 28%	68 13%	-	-	-	-	-	-	-
Non-user - no full license and no house hold vehicle	567 14%	206 13%	73 10%	126 15%	46 19%	118 21%	9 2%	67 4%	23 6%	137 16%	331 63%	-	-	-	-	-	-	-

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

Driving status

Base : All Respondents

	Driving status					Driving status (split by annual mileage)							Equivalised income					
	Private vehicle driver - full license & drive house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Passenger - no full license / do not drive but house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - high annual mileage (9,000 miles or more)	Private vehicle driver - medium annual mileage (5,000 - 8,999 miles)	Private vehicle driver - low annual mileage (0 - 4,999 miles)	Passenger - no full license / do not drive but house hold vehicle	Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	Non-user - no full license and no house hold vehicle	Private vehicle driver - mileage unknown)	Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5	Unclassified	
Unweighted base	3923	2543	156	457	742	914	784	779	457	156	742	66	542	508	472	481	517	1403
Weighted base	3923	2580	150	598	567	962	804	745	598	150	567	69	499	498	498	499	499	1430
Private vehicle driver - full license & drive house hold vehicle	2580	2580	-	-	-	962	804	745	-	-	-	69	224	296	383	404	446	826
	66%	100%	-	-	-	100%	100%	100%	-	-	-	100%	45%	59%	77%	81%	90%	58%
Non active driver - full license but no vehicle in house hold / do not drive house hold vehicle	150	-	150	-	-	-	-	-	-	150	-	-	38	14	10	10	15	63
	4%	-	100%	-	-	-	-	-	-	100%	-	-	8%	3%	2%	2%	3%	4%
Passenger - no full license / do not drive but house hold vehicle	598	-	-	598	-	-	-	-	598	-	-	-	77	96	67	61	20	277
	15%	-	-	100%	-	-	-	-	100%	-	-	-	15%	19%	13%	12%	4%	19%
Non-user - no full license and no house hold vehicle	567	-	-	-	567	-	-	-	-	-	567	-	155	89	37	19	15	253
	14%	-	-	-	100%	-	-	-	-	-	100%	-	31%	18%	7%	4%	3%	18%

	Page	Table	Title	Base Description	Base
	1	1	A1. How long have you lived in your current home?	Base : All Respondents	3923
	2	2	A1. How long have you lived in your current home?	Base : All Respondents	3923
	3	3	A1. How long have you lived in your current home?	Base : All Respondents	3923
	4	4	A1. How long have you lived in your current home?	Base : All Respondents	3923
	5	5	A1. How long have you lived in your current home?	Base : All Respondents	3923
	6	6	A3. How important would you say public transport links were in the decision to move here?	Base : All Respondents	3923
	7	7	A3. How important would you say public transport links were in the decision to move here?	Base : All Respondents	3923
	8	8	A3. How important would you say public transport links were in the decision to move here?	Base : All Respondents	3923
	9	9	A3. How important would you say public transport links were in the decision to move here?	Base : All Respondents	3923
	10	10	A3. How important would you say public transport links were in the decision to move here?	Base : All Respondents	3923
	11	11	A4. Occupation	Base : All Respondents	3923
	12	12	A4. Occupation	Base : All Respondents	3923
	13	13	A4. Occupation	Base : All Respondents	3923
	14	14	A4. Occupation	Base : All Respondents	3923
	15	15	A4. Occupation	Base : All Respondents	3923
	17	16	A4a. Can I just check, is your training scheme or Apprenticeship full time or part time?	Base : Respondents in training scheme or apprenticeship	5
	18	17	A4a. Can I just check, is your training scheme or Apprenticeship full time or part time?	Base : Respondents in training scheme or apprenticeship	5
	19	18	A4a. Can I just check, is your training scheme or Apprenticeship full time or part time?	Base : Respondents in training scheme or apprenticeship	5
	20	19	A4a. Can I just check, is your training scheme or Apprenticeship full time or part time?	Base : Respondents in training scheme or apprenticeship	5

Page	Table	Title	Base Description	Base
21	20	A4a. Can I just check, is your training scheme or Apprenticeship full time or part time?	Base : Respondents in training scheme or apprenticeship	5
22	21	A5. Are you working as an employee or are you self-employed?	Base : Respondents who work full-time or part time	2040
23	22	A5. Are you working as an employee or are you self-employed?	Base : Respondents who work full-time or part time	2040
24	23	A5. Are you working as an employee or are you self-employed?	Base : Respondents who work full-time or part time	2040
25	24	A5. Are you working as an employee or are you self-employed?	Base : Respondents who work full-time or part time	2040
26	25	A5. Are you working as an employee or are you self-employed?	Base : Respondents who work full-time or part time	2040
27	26	CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....	Base : Respondents who work	2045
28	27	CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....	Base : Respondents who work	2045
29	28	CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....	Base : Respondents who work	2045
30	29	CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....	Base : Respondents who work	2045
31	30	CN5. [Thinking about your main job and from the following list], when you go to work do you usually.....	Base : Respondents who work	2045
32	31	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	1659
33	32	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	1659
34	33	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	1659

	Page	Table	Title	Base Description	Base
	35	34	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	1659
	36	35	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	1659
	37	36	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	1659
	39	37	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	1659
	41	38	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	1659
	43	39	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	1659
	45	40	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	1659
	47	41	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	1659
	50	42	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	1659
	53	43	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	1659
	56	44	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	1659

Page	Table	Title	Base Description	Base
59	45	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	1659
63	46	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	1659
64	47	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	1659
65	48	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	1659
66	49	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	1659
67	50	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	1659
68	51	A10a. About how far, in miles, do you live from where you usually attend classes?	Base : Respondents in full time education	167
70	52	A10a. About how far, in miles, do you live from where you usually attend classes?	Base : Respondents in full time education	167
72	53	A10a. About how far, in miles, do you live from where you usually attend classes?	Base : Respondents in full time education	167
75	54	A10a. About how far, in miles, do you live from where you usually attend classes?	Base : Respondents in full time education	167
77	55	A10a. About how far, in miles, do you live from where you usually attend classes?	Base : Respondents in full time education	167
80	56	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	3923
81	57	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	3923

Page	Table	Title	Base Description	Base
82	58	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	3923
83	59	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	3923
84	60	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	3923
85	61	B3. Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?	Base : All Respondents	3923
86	62	B3. Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?	Base : All Respondents	3923
87	63	B3. Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?	Base : All Respondents	3923
88	64	B3. Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?	Base : All Respondents	3923
89	65	B3. Do you hold a licence valid in England to drive either a car, or a motorcycle, scooter or moped?	Base : All Respondents	3923
90	66	B4. Do you at present own or have continuous use of a motorcycle, scooter or moped?	Base : All Respondents	3923
91	67	B4. Do you at present own or have continuous use of a motorcycle, scooter or moped?	Base : All Respondents	3923
92	68	B4. Do you at present own or have continuous use of a motorcycle, scooter or moped?	Base : All Respondents	3923
93	69	B4. Do you at present own or have continuous use of a motorcycle, scooter or moped?	Base : All Respondents	3923
94	70	B4. Do you at present own or have continuous use of a motorcycle, scooter or moped?	Base : All Respondents	3923
95	71	B5. How many vehicles does your household own or have continuous use of at present?	Base : All Respondents	3923
96	72	B5. How many vehicles does your household own or have continuous use of at present?	Base : All Respondents	3923

Page	Table	Title	Base Description	Base
97	73	B5. How many vehicles does your household own or have continuous use of at present?	Base : All Respondents	3923
99	74	B5. How many vehicles does your household own or have continuous use of at present?	Base : All Respondents	3923
101	75	B5. How many vehicles does your household own or have continuous use of at present?	Base : All Respondents	3923
103	76	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	3025
104	77	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	3025
105	78	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	3025
106	79	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	3025
107	80	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	3025
108	81	B9. What fuel does the engine use (vehicle personally use the most)?	Base : Respondents with car in household	3025
109	82	B9. What fuel does the engine use (vehicle personally use the most)?	Base : Respondents with car in household	3025
110	83	B9. What fuel does the engine use (vehicle personally use the most)?	Base : Respondents with car in household	3025
111	84	B9. What fuel does the engine use (vehicle personally use the most)?	Base : Respondents with car in household	3025
112	85	B9. What fuel does the engine use (vehicle personally use the most)?	Base : Respondents with car in household	3025
113	86	B6. What is the make of this car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025

Page	Table	Title	Base Description	Base
117	87	B6. What is the make of this car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
122	88	B6. What is the make of this car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
127	89	B6. What is the make of this car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
132	90	B6. What is the make of this car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
137	91	B8. What is the approximate age of the car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
141	92	B8. What is the approximate age of the car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
145	93	B8. What is the approximate age of the car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
149	94	B8. What is the approximate age of the car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
153	95	B8. What is the approximate age of the car/van (vehicle personally use the most)?	Base : Respondents with car in household	3025
158	96	B10. Looking at the following list, what is the engine size (vehicle personally use the most)?	Base : Respondents with car in household	3025
159	97	B10. Looking at the following list, what is the engine size (vehicle personally use the most)?	Base : Respondents with car in household	3025
160	98	B10. Looking at the following list, what is the engine size (vehicle personally use the most)?	Base : Respondents with car in household	3025
161	99	B10. Looking at the following list, what is the engine size (vehicle personally use the most)?	Base : Respondents with car in household	3025
162	100	B10. Looking at the following list, what is the engine size (vehicle personally use the most)?	Base : Respondents with car in household	3025
164	101	B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?	Base : Respondents with car in household	3025
165	102	B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?	Base : Respondents with car in household	3025

Page	Table	Title	Base Description	Base
166	103	B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?	Base : Respondents with car in household	3025
167	104	B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?	Base : Respondents with car in household	3025
168	105	B13. Was this car/van bought/obtained new or second hand (vehicle personally use the most)?	Base : Respondents with car in household	3025
169	106	B14. Where was this car/van bought/obtained (vehicle personally use the most)?	Base : Respondents with car in household	3025
170	107	B14. Where was this car/van bought/obtained (vehicle personally use the most)?	Base : Respondents with car in household	3025
171	108	B14. Where was this car/van bought/obtained (vehicle personally use the most)?	Base : Respondents with car in household	3025
172	109	B14. Where was this car/van bought/obtained (vehicle personally use the most)?	Base : Respondents with car in household	3025
173	110	B14. Where was this car/van bought/obtained (vehicle personally use the most)?	Base : Respondents with car in household	3025
174	111	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	156
175	112	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	156
176	113	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	156
177	114	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	156
178	115	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	156
179	116	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	156

Page	Table	Title	Base Description	Base
180	117	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	156
181	118	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	156
182	119	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	156
183	120	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	156
184	121	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	3025
185	122	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	3025
186	123	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	3025
187	124	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	3025
188	125	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	3025
189	126	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	2540
191	127	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	2540
193	128	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	2540
195	129	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	2540

Page	Table	Title	Base Description	Base
197	130	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	2540
199	131	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	1386
200	132	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	1386
201	133	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	1386
202	134	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	1386
203	135	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	1386
204	136	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	2561
206	137	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	2561
208	138	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	2561
210	139	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	2561
212	140	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	2561
214	141	B20. How frequently do you travel by private car or van - whether as a driver or passenger?	Base : All Respondents	3923
215	142	B20. How frequently do you travel by private car or van - whether as a driver or passenger?	Base : All Respondents	3923
216	143	B20. How frequently do you travel by private car or van - whether as a driver or passenger?	Base : All Respondents	3923

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217	144	B20. How frequently do you travel by private car or van - whether as a driver or passenger?	Base : All Respondents	3923
218	145	B20. How frequently do you travel by private car or van - whether as a driver or passenger?	Base : All Respondents	3923
219	146	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	2212
220	147	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	2212
221	148	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	2212
222	149	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	2212
223	150	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	2212
224	151	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	3009
225	152	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	3009
226	153	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	3009
227	154	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	3009
228	155	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	3009
229	156	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	3638

Page	Table	Title	Base Description	Base
231	157	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	3638
233	158	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	3638
235	159	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	3638
237	160	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	3638
240	161	B23a. Whether driving is something a) I do frequently.	Base : Respondents who use a car at least once or twice a week	3348
241	162	B23a. Whether driving is something a) I do frequently.	Base : Respondents who use a car at least once or twice a week	3348
242	163	B23a. Whether driving is something a) I do frequently.	Base : Respondents who use a car at least once or twice a week	3348
243	164	B23a. Whether driving is something a) I do frequently.	Base : Respondents who use a car at least once or twice a week	3348
244	165	B23a. Whether driving is something a) I do frequently.	Base : Respondents who use a car at least once or twice a week	3348
245	166	B23b. Whether driving is something b) I do automatically.	Base : Respondents who use a car at least once or twice a week	3348
246	167	B23b. Whether driving is something b) I do automatically.	Base : Respondents who use a car at least once or twice a week	3348
247	168	B23b. Whether driving is something b) I do automatically.	Base : Respondents who use a car at least once or twice a week	3348

Page	Table	Title	Base Description	Base
248	169	B23b. Whether driving is something b) I do automatically.	Base : Respondents who use a car at least once or twice a week	3348
249	170	B23b. Whether driving is something b) I do automatically.	Base : Respondents who use a car at least once or twice a week	3348
250	171	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	3348
251	172	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	3348
252	173	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	3348
253	174	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	3348
254	175	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	3348
255	176	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	3348
256	177	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	3348
257	178	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	3348
258	179	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	3348
259	180	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	3348

Page	Table	Title	Base Description	Base
260	181	B23e. Whether driving is something e) That's typically "me".	Base : Respondents who use a car at least once or twice a week	3348
261	182	B23e. Whether driving is something e) That's typically "me".	Base : Respondents who use a car at least once or twice a week	3348
262	183	B23e. Whether driving is something e) That's typically "me".	Base : Respondents who use a car at least once or twice a week	3348
263	184	B23e. Whether driving is something e) That's typically "me".	Base : Respondents who use a car at least once or twice a week	3348
264	185	B23e. Whether driving is something e) That's typically "me".	Base : Respondents who use a car at least once or twice a week	3348
265	186	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	3348
266	187	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	3348
267	188	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	3348
268	189	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	3348
269	190	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	3348
270	191	B23. Standard summary table	Base : Respondents who use a car at least once or twice a week	3348
271	192	B24a. Agreement with a) I think most people judge others by the car they drive	Base : All Respondents	3923

Page	Table	Title	Base Description	Base
272	193	B24a. Agreement with a) I think most people judge others by the car they drive	Base : All Respondents	3923
273	194	B24a. Agreement with a) I think most people judge others by the car they drive	Base : All Respondents	3923
274	195	B24a. Agreement with a) I think most people judge others by the car they drive	Base : All Respondents	3923
275	196	B24a. Agreement with a) I think most people judge others by the car they drive	Base : All Respondents	3923
276	197	B24b. Agreement with b) I think owning a car is a sign of success	Base : All Respondents	3923
277	198	B24b. Agreement with b) I think owning a car is a sign of success	Base : All Respondents	3923
278	199	B24b. Agreement with b) I think owning a car is a sign of success	Base : All Respondents	3923
279	200	B24b. Agreement with b) I think owning a car is a sign of success	Base : All Respondents	3923
280	201	B24b. Agreement with b) I think owning a car is a sign of success	Base : All Respondents	3923
281	202	B24c. Agreement with c) People who don't own a car are at a disadvantage	Base : All Respondents	3923
282	203	B24c. Agreement with c) People who don't own a car are at a disadvantage	Base : All Respondents	3923
283	204	B24c. Agreement with c) People who don't own a car are at a disadvantage	Base : All Respondents	3923
284	205	B24c. Agreement with c) People who don't own a car are at a disadvantage	Base : All Respondents	3923
285	206	B24c. Agreement with c) People who don't own a car are at a disadvantage	Base : All Respondents	3923
286	207	B24d. Agreement with d) People should be allowed to use their cars as much as they like	Base : All Respondents	3923
287	208	B24d. Agreement with d) People should be allowed to use their cars as much as they like	Base : All Respondents	3923

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288	209	B24d. Agreement with d) People should be allowed to use their cars as much as they like	Base : All Respondents	3923
289	210	B24d. Agreement with d) People should be allowed to use their cars as much as they like	Base : All Respondents	3923
290	211	B24d. Agreement with d) People should be allowed to use their cars as much as they like	Base : All Respondents	3923
291	212	B24e. Agreement with e) I enjoy driving	Base : Hold car driving licence	2781
292	213	B24e. Agreement with e) I enjoy driving	Base : Hold car driving licence	2781
293	214	B24e. Agreement with e) I enjoy driving	Base : Hold car driving licence	2781
294	215	B24e. Agreement with e) I enjoy driving	Base : Hold car driving licence	2781
295	216	B24e. Agreement with e) I enjoy driving	Base : Hold car driving licence	2781
296	217	B24f. Agreement with f) I find driving stressful	Base : Hold car driving licence	2781
297	218	B24f. Agreement with f) I find driving stressful	Base : Hold car driving licence	2781
298	219	B24f. Agreement with f) I find driving stressful	Base : Hold car driving licence	2781
299	220	B24f. Agreement with f) I find driving stressful	Base : Hold car driving licence	2781
300	221	B24f. Agreement with f) I find driving stressful	Base : Hold car driving licence	2781
301	222	B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects	Base : Don't own/use car	898
302	223	B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects	Base : Don't own/use car	898
303	224	B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects	Base : Don't own/use car	898
304	225	B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects	Base : Don't own/use car	898
305	226	B24g. Agreement with g) Not having a car has seriously damaged my career / job prospects	Base : Don't own/use car	898
306	227	B24h. Agreement with h) Not having a car would seriously damage my career / job prospects	Base : Own/use a car	3025

Page	Table	Title	Base Description	Base
307	228	B24h. Agreement with h) Not having a car would seriously damage my career / job prospects	Base : Own/use a car	3025
308	229	B24h. Agreement with h) Not having a car would seriously damage my career / job prospects	Base : Own/use a car	3025
309	230	B24h. Agreement with h) Not having a car would seriously damage my career / job prospects	Base : Own/use a car	3025
310	231	B24h. Agreement with h) Not having a car would seriously damage my career / job prospects	Base : Own/use a car	3025
311	232	B24i. Agreement with i) For me, there are no practical alternatives to travelling by car	Base : Own/use a car	3025
312	233	B24i. Agreement with i) For me, there are no practical alternatives to travelling by car	Base : Own/use a car	3025
313	234	B24i. Agreement with i) For me, there are no practical alternatives to travelling by car	Base : Own/use a car	3025
314	235	B24i. Agreement with i) For me, there are no practical alternatives to travelling by car	Base : Own/use a car	3025
315	236	B24i. Agreement with i) For me, there are no practical alternatives to travelling by car	Base : Own/use a car	3025
316	237	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	3025
317	238	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	3025
318	239	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	3025
319	240	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	3025
320	241	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	3025
321	242	B24k. Agreement with k) If I could, I would gladly do without a car	Base : Own/use a car	3025
322	243	B24k. Agreement with k) If I could, I would gladly do without a car	Base : Own/use a car	3025

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323	244	B24k. Agreement with k) If I could, I would gladly do without a car	Base : Own/use a car	3025
324	245	B24k. Agreement with k) If I could, I would gladly do without a car	Base : Own/use a car	3025
325	246	B24k. Agreement with k) If I could, I would gladly do without a car	Base : Own/use a car	3025
326	247	B24l. Agreement with l) I couldn't manage without a car	Base : Own/use a car	3025
327	248	B24l. Agreement with l) I couldn't manage without a car	Base : Own/use a car	3025
328	249	B24l. Agreement with l) I couldn't manage without a car	Base : Own/use a car	3025
329	250	B24l. Agreement with l) I couldn't manage without a car	Base : Own/use a car	3025
330	251	B24l. Agreement with l) I couldn't manage without a car	Base : Own/use a car	3025
331	252	B24m. Agreement with m) I would like to own a larger or faster car	Base : Own/use a car	3025
332	253	B24m. Agreement with m) I would like to own a larger or faster car	Base : Own/use a car	3025
333	254	B24m. Agreement with m) I would like to own a larger or faster car	Base : Own/use a car	3025
334	255	B24m. Agreement with m) I would like to own a larger or faster car	Base : Own/use a car	3025
335	256	B24m. Agreement with m) I would like to own a larger or faster car	Base : Own/use a car	3025
336	257	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	1434
337	258	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	1434

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	338	259	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	1434
	339	260	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	1434
	340	261	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	1434
	341	262	B24o. Agreement with o) I enjoy driving on my own	Base : Hold car driving licence and own/use a car and driver	2543
	342	263	B24o. Agreement with o) I enjoy driving on my own	Base : Hold car driving licence and own/use a car and driver	2543
	343	264	B24o. Agreement with o) I enjoy driving on my own	Base : Hold car driving licence and own/use a car and driver	2543
	344	265	B24o. Agreement with o) I enjoy driving on my own	Base : Hold car driving licence and own/use a car and driver	2543
	345	266	B24o. Agreement with o) I enjoy driving on my own	Base : Hold car driving licence and own/use a car and driver	2543
	346	267	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	2543
	347	268	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	2543
	348	269	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	2543
	349	270	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	2543
	350	271	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	2543

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351	272	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	2540
352	273	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	2540
353	274	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	2540
354	275	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	2540
355	276	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	2540
356	277	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	2540
357	278	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	2540
358	279	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	2540
359	280	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	2540
360	281	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	2540
361	282	B24. Standard summary table	Base : All Respondents	3923
362	283	B28. Length of time to walk from home to nearest bus stop or place to get bus	Base : All Respondents	3923
363	284	B28. Length of time to walk from home to nearest bus stop or place to get bus	Base : All Respondents	3923

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364	285	B28. Length of time to walk from home to nearest bus stop or place to get bus	Base : All Respondents	3923
365	286	B28. Length of time to walk from home to nearest bus stop or place to get bus	Base : All Respondents	3923
366	287	B28. Length of time to walk from home to nearest bus stop or place to get bus	Base : All Respondents	3923
367	288	B29. Frequency of buses from nearest bus stop during the day	Base : All Respondents	3923
368	289	B29. Frequency of buses from nearest bus stop during the day	Base : All Respondents	3923
369	290	B29. Frequency of buses from nearest bus stop during the day	Base : All Respondents	3923
370	291	B29. Frequency of buses from nearest bus stop during the day	Base : All Respondents	3923
371	292	B29. Frequency of buses from nearest bus stop during the day	Base : All Respondents	3923
372	293	B30. How frequently do you use an ordinary bus?	Base : All Respondents	3923
373	294	B30. How frequently do you use an ordinary bus?	Base : All Respondents	3923
374	295	B30. How frequently do you use an ordinary bus?	Base : All Respondents	3923
375	296	B30. How frequently do you use an ordinary bus?	Base : All Respondents	3923
376	297	B30. How frequently do you use an ordinary bus?	Base : All Respondents	3923
377	298	B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus	Base : All Respondents	3923
378	299	B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus	Base : All Respondents	3923
379	300	B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus	Base : All Respondents	3923

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380	301	B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus	Base : All Respondents	3923
381	302	B31a. Agreement with a) In general, I think that successful people tend to travel by car rather than by bus	Base : All Respondents	3923
382	303	B31b. Agreement with b) I would only travel by bus if I had no other choice	Base : All Respondents	3923
383	304	B31b. Agreement with b) I would only travel by bus if I had no other choice	Base : All Respondents	3923
384	305	B31b. Agreement with b) I would only travel by bus if I had no other choice	Base : All Respondents	3923
385	306	B31b. Agreement with b) I would only travel by bus if I had no other choice	Base : All Respondents	3923
386	307	B31b. Agreement with b) I would only travel by bus if I had no other choice	Base : All Respondents	3923
387	308	B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus	Base : All Respondents	3923
388	309	B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus	Base : All Respondents	3923
389	310	B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus	Base : All Respondents	3923
390	311	B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus	Base : All Respondents	3923
391	312	B31c. Agreement with c) In general, when I have the choice I would rather walk or cycle than go by bus	Base : All Respondents	3923
392	313	B31d. Agreement with d) I find travelling by bus is expensive	Base : All Respondents	3923
393	314	B31d. Agreement with d) I find travelling by bus is expensive	Base : All Respondents	3923
394	315	B31d. Agreement with d) I find travelling by bus is expensive	Base : All Respondents	3923

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395	316	B31d. Agreement with d) I find travelling by bus is expensive	Base : All Respondents	3923
396	317	B31d. Agreement with d) I find travelling by bus is expensive	Base : All Respondents	3923
397	318	B31e. Agreement with e) I like travelling by bus	Base : All Respondents	3923
398	319	B31e. Agreement with e) I like travelling by bus	Base : All Respondents	3923
399	320	B31e. Agreement with e) I like travelling by bus	Base : All Respondents	3923
400	321	B31e. Agreement with e) I like travelling by bus	Base : All Respondents	3923
401	322	B31e. Agreement with e) I like travelling by bus	Base : All Respondents	3923
402	323	B31f. Agreement with f) I find travelling by bus stressful	Base : All Respondents	3923
403	324	B31f. Agreement with f) I find travelling by bus stressful	Base : All Respondents	3923
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417	338	B33. How frequently do you use a train, not including underground, tram or light rail ?	Base : All Respondents	3923
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432	353	B34c. Agreement with c) I find travelling by train is expensive	Base : All Respondents	3923
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442	363	B34e. Agreement with e) I find travelling by train stressful	Base : All Respondents	3923
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458	379	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	394
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481	402	B42a. Agreement with a) I'm not the kind of person who rides a bicycle	Base : Respondents who can ride a bicycle	3155
482	403	B42a. Agreement with a) I'm not the kind of person who rides a bicycle	Base : Respondents who can ride a bicycle	3155
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499	420	B42e. Agreement with e) I would cycle (more) if there were more secure places to store bicycles	Base : Respondents who can ride a bicycle	3155
500	421	B42e. Agreement with e) I would cycle (more) if there were more secure places to store bicycles	Base : Respondents who can ride a bicycle	3155
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504	425	B42f. Agreement with f) In general, I would rather cycle than use public transport	Base : Respondents who can ride a bicycle	3155
505	426	B42f. Agreement with f) In general, I would rather cycle than use public transport	Base : Respondents who can ride a bicycle	3155
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527	448	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	1131
528	449	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	1131
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	531	452	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	947
	532	453	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	947
	533	454	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	947
	534	455	B42. Standard summary table	Base : Respondents who can ride a bicycle	3155
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543	464	B45b. Which form of transport would you say is 2nd safest ? Risk of Accidents	Base : All Respondents	3923
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545	466	B45c. Which form of transport would you say is 3rd safest ? Risk of Accidents	Base : All Respondents	3923
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550	471	B45d. Which form of transport would you say is 4th safest ? Risk of Accidents	Base : All Respondents	3923
551	472	B45d. Which form of transport would you say is 4th safest ? Risk of Accidents	Base : All Respondents	3923
552	473	B45d. Which form of transport would you say is 4th safest ? Risk of Accidents	Base : All Respondents	3923
553	474	B45d. Which form of transport would you say is 4th safest ? Risk of Accidents	Base : All Respondents	3923
554	475	B45d. Which form of transport would you say is 4th safest ? Risk of Accidents	Base : All Respondents	3923
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558	479	B46a. Which form of transport would you say is safest ? Risk of being victim of crime	Base : All Respondents	3923
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560	481	B46b. Which form of transport would you say is 2nd safest ? Risk of being victim of crime	Base : All Respondents	3923
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579	500	B47. Looking at this list, what types of flights starting from the UK have you taken in the last 12 months?	Base : All Respondents	3923
580	501	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	180
581	502	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	180
582	503	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	180
583	504	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	180
584	505	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	180
585	506	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	1337
586	507	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	1337

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589	510	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	1337
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591	512	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	722
592	513	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	722
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596	517	CN1a. Whether make regular journeys to place of work / study	Base : Respondents who work or are in full time education	2212
597	518	CN1a. Whether make regular journeys to place of work / study	Base : Respondents who work or are in full time education	2212
598	519	CN1a. Whether make regular journeys to place of work / study	Base : Respondents who work or are in full time education	2212
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601	522	CN1b. Whether make business trips as part of work	Base : Respondents who work	2040
602	523	CN1b. Whether make business trips as part of work	Base : Respondents who work	2040
603	524	CN1b. Whether make business trips as part of work	Base : Respondents who work	2040
604	525	CN1b. Whether make business trips as part of work	Base : Respondents who work	2040
605	526	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	2007
606	527	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	2007
607	528	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	2007
608	529	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	2007
609	530	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	2007
610	531	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	527
611	532	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	527
612	533	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	527
613	534	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	527

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614	535	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	527
615	536	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	1964
616	537	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	1964
617	538	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	1964
618	539	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	1964
619	540	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	1964
620	541	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	1964
621	542	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	1334
622	543	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	1334
623	544	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	1334
624	545	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	1334
625	546	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	1334

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626	547	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	1334
627	548	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	369
628	549	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	369
629	550	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	369
630	551	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	369
631	552	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	369
632	553	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	369
633	554	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	1221
634	555	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	1221
635	556	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	1221

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636	557	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	1221
637	558	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	1221
638	559	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	1221
639	560	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	1331
641	561	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	1331
643	562	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	1331
645	563	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	1331
647	564	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	1331
649	565	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	1331
651	566	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	1350

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653	567	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	1350
655	568	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	1350
657	569	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	1350
659	570	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	1350
661	571	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	1350
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671	576	CN13a. What are the reasons why you don't walk to [work] or [school/college]? from their place of work / school / college and who can walk	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	196
673	577	CN13a. What are the reasons why you don't walk to [work] or [school/college]? from their place of work / school / college and who can walk	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	196
675	578	CN14. What are the reasons why you don't take the bus to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / 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	1030
677	579	CN14. What are the reasons why you don't take the bus to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / 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	1030
679	580	CN14. What are the reasons why you don't take the bus to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / 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	1030

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683	582	CN14. What are the reasons why you don't take the bus to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / 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	1030
685	583	CN14. What are the reasons why you don't take the bus to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / 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	1030
687	584	CN16. What are the reasons why you don't take the train to get to [work] or [school/college]? 2 miles or more from their place of work / 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	996
689	585	CN16. What are the reasons why you don't take the train to get to [work] or [school/college]? 2 miles or more from their place of work / 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	996
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697	589	CN16. What are the reasons why you don't take the train to get to [work] or [school/college]? 2 miles or more from their place of work / 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	996
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703	592	CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and	73
706	593	CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and	73
708	594	CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and	73

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711	595	CN17. What are the reasons why you don't take the tube/metro/light rail/tram to get to [work] or [school/college]? live between 0,5 and 25 miles from their place of work / school / college and have a tube station closer than the railway station	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger or a motorbike/moped/ scooter and	73
713	596	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724
715	597	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724
717	598	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724
719	599	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724
721	600	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724
724	601	CN18. What are the reasons why you don't cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	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	724

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726	602	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	1221
727	603	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	1221
728	604	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	1221
729	605	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	1221
730	606	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	1221
731	607	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	1221
732	608	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	1331
733	609	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	1331
734	610	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	1331
735	611	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	1331

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736	612	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	1331
737	613	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	1331
738	614	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	1331
739	615	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	1331
740	616	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	1331
741	617	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	1331
742	618	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	1331
743	619	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	1331
744	620	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	41

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	745	621	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	41
	746	622	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	41
	747	623	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	41
	748	624	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	41
	749	625	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	41
	750	626	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	90
	751	627	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	90
	753	628	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	90

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755	629	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	90
757	630	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	90
759	631	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	90
760	632	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
761	633	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
762	634	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
763	635	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
764	636	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713

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765	637	CN26. Thinking about your journey to [work] or [school/college], which of these statements best describes your current behaviour? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
766	638	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	38
767	639	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	38
768	640	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	38
769	641	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	38
770	642	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	38
771	643	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	38
772	644	CN28. What, if anything, would encourage you to cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
774	645	CN28. What, if anything, would encourage you to cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713
776	646	CN28. What, if anything, would encourage you to cycle to [work] or [school/college]? from their place of work / school / college and can ride a bicycle	Base : Respondents who make regular journey to work / school / college using a car as a driver or passenger and live 10 miles or less	713

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1618	1379	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	3268
1619	1380	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	3268
1620	1381	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	3923
1621	1382	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	3923
1622	1383	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	3923
1623	1384	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	3923
1624	1385	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	3923
1625	1386	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	1212
1626	1387	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	1212

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1627	1388	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	1212
1628	1389	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	1212
1629	1390	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	1212
1630	1391	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	54
1631	1392	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	54
1632	1393	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	54
1633	1394	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	54
1634	1395	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	54
1635	1396	F12. Highest level of education	Base : All Respondents	3923
1636	1397	F12. Highest level of education	Base : All Respondents	3923
1637	1398	F12. Highest level of education	Base : All Respondents	3923
1638	1399	F12. Highest level of education	Base : All Respondents	3923
1639	1400	F12. Highest level of education	Base : All Respondents	3923
1640	1401	F13. Can I just check, how old were you when you left full-time education? (Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of 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	1082

Page	Table	Title	Base Description	Base
1642	1402	F13. Can I just check, how old were you when you left full-time education? (Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of 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	1082
1644	1403	F13. Can I just check, how old were you when you left full-time education? (Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of 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	1082
1646	1404	F13. Can I just check, how old were you when you left full-time education? (Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of 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	1082
1648	1405	F13. Can I just check, how old were you when you left full-time education? (Note: Discrepancy on age break is caused by inconsistencies in response to age last birthday and terminal age of 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	1082
1650	1406	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	3923
1652	1407	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	3923
1654	1408	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	3923

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1657	1409	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	3923
1660	1410	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	3923
1663	1411	F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?	Base : All Respondents	3923
1664	1412	F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?	Base : All Respondents	3923
1665	1413	F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?	Base : All Respondents	3923
1666	1414	F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?	Base : All Respondents	3923
1667	1415	F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?	Base : All Respondents	3923
1668	1416	Social grade	Base : All Respondents	3923
1669	1417	Social grade	Base : All Respondents	3923
1670	1418	Social grade	Base : All Respondents	3923
1671	1419	Social grade	Base : All Respondents	3923
1672	1420	Social grade	Base : All Respondents	3923
1673	1421	Car in household	Base : All Respondents	3923

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1676	1424	Car in household	Base : All Respondents	3923
1677	1425	Car in household	Base : All Respondents	3923
1678	1426	Highest level of education	Base : All Respondents	3923
1679	1427	Highest level of education	Base : All Respondents	3923
1680	1428	Highest level of education	Base : All Respondents	3923
1681	1429	Highest level of education	Base : All Respondents	3923
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1683	1431	Habitual Driver	Base : All Respondents	3923
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1685	1433	Habitual Driver	Base : All Respondents	3923
1686	1434	Habitual Driver	Base : All Respondents	3923
1687	1435	Habitual Driver	Base : All Respondents	3923
1688	1436	Impact of climate change on UK	Base : All Respondents	3923
1689	1437	Impact of climate change on UK	Base : All Respondents	3923
1690	1438	Impact of climate change on UK	Base : All Respondents	3923
1691	1439	Impact of climate change on UK	Base : All Respondents	3923
1692	1440	Impact of climate change on UK	Base : All Respondents	3923
1693	1441	Driving status	Base : All Respondents	3923
1694	1442	Driving status	Base : All Respondents	3923
1695	1443	Driving status	Base : All Respondents	3923
1696	1444	Driving status	Base : All Respondents	3923
1697	1445	Driving status	Base : All Respondents	3923