TravelWise Merseyside

Comparison of Changes in Attitudes to Travel Behaviour Between 2006 and 2010

Report

Prepared for

The Merseyside Local Transport Plan Support Unit acting on behalf of the Merseyside Transport Partnership

by

Transport & Travel Research Ltd

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EXECUTIVE SUMMARY

TravelWise commissioned TTR to undertake a large-scale survey across Merseyside, as phase 2 of TravelWise market research and evaluation programme (covering the period 2008-11) draws to a close. This is referred to the as the *'final survey'* in this report. Subsequently TravelWise asked TTR to conduct a smaller, supplementary survey in central Liverpool. This is referred to as the *'additional survey'* hereafter. The objectives of these surveys were to:

- evaluate individuals' perceptions of the TravelWise brand and travel modes, their receptiveness to 'smarter choices' messages and their current positioning on a 7-stage model of acceptance, awareness and modal choice
- compare the survey results with those from the baseline survey undertaken in 2006.

Therefore this report covers information about the changes in the local population's attitudes to travel behaviour, and is not reflective of the impact of TravelWise activity. Further analysis of the impact of the TravelWise programme is contained in an additional report, title 'Final Report 2008-11'.

Samples

The *final survey* sample consisted of 968 respondents, compared with 997 in 2006. The profiles of the 2010 and 2006 samples were similar, but there were more unemployed people in 2010 than in 2006. Hence the profile of the respondents to the *final survey* has been adjusted to take account of these differences and ensure comparability. For the *additional survey*, 326 questionnaires were received; only employed individuals were targeted.

Current Travel Behaviour

- A smaller percentage of respondents used the car as a driver in 2010 than in 2006
- A larger proportion of respondents never used the bus in 2010 than in 2006. A smaller proportion used the bus frequently in 2010 than in 2006, although *additional survey* respondents' level of frequent use was similar to that of the *baseline survey* sample
- A smaller percentage of *final survey* respondents used the train than in 2006. However, a*dditional survey* respondents had higher levels of frequent train use than *final and baseline survey* respondents
- The proportion of respondents walking frequently was larger in both 2010 surveys than in 2006
- A smaller percentage of respondents cycled in both 2010 surveys than in 2006.

Comparing the final and baseline survey results, the biggest change in use of transport modes was greater use of frequent walking journeys in 2010 than in 2006. Full trends in travel behaviour will become apparent from the Countywide survey to be repeated in 2010 which will add to the existing travel behaviour trendline.

Segmentation and Willingness to Change

The survey results were used to map the respondents onto the TAPESTRY 7 stages of change model that rates acceptance, awareness and modal choice.

Overall levels of concern about environmental problems, congestion, safety and health all appear to have decreased since 2006 from around 85% to around 50%. The factors that influence perception of these issues are numerous and depend on messages from many sources. However, they do have the potential to impact on people's motivation to change behaviour and this is reflected in lower proportions of the population accepting responsibility to reduce their car use. Nonetheless, actual changes in behaviour appear to be less marked, maybe reflecting that although people still aspire to use of the car, the current economic climate is tying them into ongoing use of sustainable modes.

A clustering technique used in 2006 to identify the following three groups within the 2006 data:
- 'sustainable mode users', i.e. those who use some form of sustainable mode frequently
- 'convertibles', i.e. those most likely to change mode to more sustainable means. Overall they are more outgoing, interested in the world and environment
- 'non-changers', i.e. confirmed motorists

was replicated for the *final survey* dataset. Generally the pattern of results mirrors those from 2006, while reflecting slightly lower favourability toward sustainable modes.

An alternative approach to this type of analysis found that the natural split for the *final survey* respondents only was actually for 4 separate groups as follows:
- 'sustainable mode users', who tend to use the bus, walk and share lifts frequently already. This tends to be an older, poorer demographic with a high proportion of females and retired people
- 'active convertibles', who already travel frequently by bicycle and walking as well as by car and have strong intentions to travel more by bicycle and walking.
- 'motorised mode convertibles', who already travel most frequently by car but also walk frequently and although they have not yet developed strong intentions to travel more sustainably, have an untapped set of positive attitudes towards bus and walking more
- 'non-changers', i.e. confirmed motorists, who tend to be male, middle aged and in employment.

These four groups were also clearly detected within additional survey respondents. Overall, the *additional survey* sample contained more convertibles than the *final survey* sample, 37% compared with 29%.

The fact that the convertibles can now be much more differentiated between active mode users (walking and cycling) and motorised mode users is both interesting and useful. This is because it gives a better understanding of the characteristics of the two convertible groups that have been somewhat apparent but unconfirmed in other recent surveys; particularly the outcomes of the PTP projects in Childwall and Heswall, which appear to have performed well in instigating a shift towards walking, and to a lesser degree cycling, but did not result in a significant increase in bus use.

The characteristics and aspirations of the motorised mode convertibles appear to match 'high end' bus services rather than the standard offering. This suggests a need to improve the quality and hence image / perception of bus services in Merseyside to meet the

increasing expectations of the population in respect of motorised modes, as has been achieved elsewhere in the UK on selected routes / networks.

Perception of Transport Modes

The results suggest that TravelWise messages are correct in relation to marketing of walking, cycling and public transport. However, it might be worth reviewing TravelWise objectives and campaign positioning in light of the fact that congestion appears to be regarded as a less of a problem, whilst there appear to be opportunities linked to the active travel agenda. This is particularly relevant given that it was noted that TravelWise is seen as primarily a public transport campaign rather than a campaign that supports all sustainable modes.

Perception of the car remains positive overall. Although slightly less so than in 2006, it considerably outscored the other modes, apart from walking. Looking at perception of public transport compared with the car, in 2010, public transport still compares reasonably well. Attitudes to the bus remain relatively positive on the whole, although generally less so than in 2006.

In 2010 the bus rated well on availability whenever needed, safety and getting people to desired destination: around 2/3 of both *final and additional survey* respondents strongly agreed or agreed with each of these statements. It is interesting to note that the perceived environmental advantage of bus travel appears to be being eroded. This is important if TravelWise intends to continue to use environmental messages as part of its campaigns, as this might impact the overall credibility of the message.

Perception of walking remains very positive. In 2010, the statements that most respondents strongly agreed or agreed with were friendly to the environment, available whenever needed and reliable (all between 85-97%) for both *final and additional survey* respondents. The highly positive attitudes to walking appear to have translated into a considerable increase in walking from 2006 to 2010.

Attitudes to cycling remain mixed. In 2010, the statements that most people strongly agreed or agreed with were friendly to the environment (75% and 81% for *final and additional survey* respondents respectively) and cost effective (around 68% for both samples). Nearly 3/4 of *final survey* respondents did not think that cycling was available to them whenever needed. The corresponding proportion for additional survey respondents was 56%. This implies that these people did not own or have access to a bike, or consider cycling a realistic option. This links to the fact that TravelWise campaigns on cycling have worked best when targeted at specific groups known to be receptive to travelling by bicycle.

Recommendations

Campaign recommendations are listed below.

Continue to use bright, friendly, healthy, fun, and family oriented messages and images to promote cycling within future campaigns.

Work with bus operators to improve services. Meanwhile, in the short term, further campaigning on bus use should be focused in areas with better services or services are being improved.

When promoting public transport within future campaigns, continue to use lively, friendly, cheerful and family-oriented images, and credible messages about saving costs, e.g. availability of public transport passes, and avoiding parking charges.

Review TravelWise objectives and campaign positioning in light of the fact that congestion appears to be regarded as a less of a problem whilst there appear to be opportunities linked to the active travel agenda. This is particularly relevant given that it was noted that TravelWise is seen as primarily a public transport campaign rather than a campaign that supports all sustainable modes.

Review Countywide survey results and other regional data, e.g. traffic flows, to establish ongoing travel behaviour trends from like for like survey comparisons and if there has been a trend towards reduced congestion that would explain it being considered less of a problem in 2010 than 2006.

1   INTRODUCTION

TravelWise commissioned TTR to undertake a large-scale survey across Merseyside, as phase 2 of TravelWise market research and evaluation programme (covering the period 2008-11) draws to a close. This is referred to the as the *'final survey'* from now on. Subsequently TravelWise asked TTR to conduct a smaller, supplementary survey in central Liverpool. This is referred to as the *'additional survey'* hereafter. The objectives of these surveys were to:

- evaluate individuals' perceptions of the TravelWise brand and travel modes, their receptiveness to 'smarter choices' messages and their current positioning on a 7-stage model of acceptance, awareness and modal choice
- compare the survey results with those from the baseline survey undertaken in 2006 (phase 1 research).

Therefore this report covers information about the changes in the local population's attitudes to travel behaviour, and is not reflective of the impact of TravelWise activity. Further analysis of the impact of the TravelWise programme is contained in an additional report, title 'Final Report 2008-11'.

2   METHODOLOGY

In 2006, which is the baseline for this report, a quantitative on-street questionnaire (997 responses) was conducted in selected locations across Merseyside. A balance had to be achieved between ensuring results from the baseline and the 2010 surveys were comparable *and* making 2010 survey modifications which were likely to result in better or more comprehensive data being obtained, or were desirable for practical reasons.

Since designing the baseline questionnaire, TTR/Interactions have refined the ways in which some questions about mode usage and perception have been asked as part of the ongoing research programme. This includes use of core questions as part of tracking the overall campaign (from May 2008 onwards). We considered to what extent the final surveys should be compared with the baseline from 2006 and with tracking results from 2008 onwards. The resulting questionnaire for the final surveys is similar to, but not exactly the same as, the baseline questionnaire. The final questionnaire is included as Annex A and accompanying showcards are reproduced as Annex B.

Regarding the *final survey*, we aimed for 1,000 respondents on-street, with quotas set by age, gender, ethnicity, social class, car ownership and areas of residence within Merseyside, similar to the quotas for the baseline questionnaire. (The quotas are shown in figure 1 in section 3.1.) A fieldwork agency was engaged to administer the questionnaire, with TTR/Interactions undertaking all other work. It was intended to conduct the questionnaire over a 2 week period, from 22 February to 7 March 2010. In the event, the agency found it difficult to meet the required quotas for employed people. Therefore questionnaire administration was extended until 29 March 2010.

Whilst survey quotas were mostly met, there were fewer ABC1s and C2DEs, and more students/people in training, home makers, retirees and unemployed than in the 2006 sample. (The profile of the final survey sample was adjusted to take account of these differences and ensure comparability, see section 3.1 for more details.) An *additional survey* was subsequently conducted on-street in central Liverpool. We aimed for 300 respondents, all of whom were to be employed and living in Merseyside. Quotas were specified by gender and socio-economic classification with the aim of targeting a higher proportion of employed

people, and ABC1s in particular, see section 3.1. This survey was administered between 9 and 15 July 2010.

NB analysis of recognition and understanding the TravelWise brand has been moved from the main body of this report to the final report covering 2008-11, although the raw data from the *final and additional* surveys regarding these are retained in Annexes C and F respectively.

3   SURVEY RESULTS

3.1   The Sample

For the *final survey*, 968 questionnaires were received, compared with 997 in 2006. Batches of questionnaires were sent to us during and after the survey administration period, for data coding. We understand that the fieldwork agency completed 1,000 questionnaires. However, as already noted the survey took longer to conduct than expected and the agency was unable to send the remaining 31 questionnaires by the deadline set for commencement of data analysis. (These issues are considered further in the 'research lessons' section in the conclusions.) Figure 1 shows the quotas originally requested in black and the outcome actually achieved in blue. NB there were also a few non-responses in each quota category. It can be seen that in each location, the gender, age, employment status and ethnicity quotas were mostly achieved; those that were under-achieved are asterisked, which were not considered significant in terms of overall analysis.

Figure 1   Quotas originally requested and sample actually achieved

Location	Total	Split by gender		Split by age			Split by employment status					Split by ethnicity	
		Male	*Female*	*16-29*	*30-59*	*60+*	*Student/ in education or training*	*Home-makers*	*Retired*	*Unemployed*	*All other occupational groups*	*White*	*Non-white*
Liverpool central	200 183*	90-110 91	90-110 91	70-80 70	90-110 88*	20-30 25	0-30 33	0-30 23	0-20 21	0-20 22	100-200 84*	144-176 159	24-56 23*
Bootle	100 104	45-55 47	45-55 55	35-40 39	45-55 49	10-15 16	0-15 14	0-15 15	0-10 13	0-10 10	50-100 50	72-88 90	12-28 13
Wavertree	100 100	45-55 47	45-55 50	35-40 39	45-55 47	10-15 14	0-15 10	0-15 4	0-10 9	0-10 6	50-100 70	72-88 88	12-28 12
Speke	100 100	45-55 45	45-55 47	35-40 36	45-55 46	10-15 18	0-15 7	0-15 13	0-10 18	0-10 10	50-100 49*	72-88 92	12-28 8*
St Helens	100 101	45-55 50	45-55 51	35-40 39	45-55 47	10-15 14	0-15 11	0-15 7	0-10 11	0-10 8	50-100 64	72-88 87	12-28 13
Southport	100 100	45-55 47	45-55 53	35-40 40	45-55 43	10-15 17	0-15 14	0-15 12	0-10 11	0-10 12	50-100 50	72-88 89	12-28 10*
Kirkby / Huyton	100 83*	45-55 36*	45-55 47	35-40 34*	45-55 37*	10-15 12	0-15 14	0-15 11	0-10 9	0-10 14	50-100 35*	72-88 73	12-28 10*
Birkenhead	100 101	45-55 35*	45-55 66	35-40 41	45-55 48	10-15 12	0-15 12	0-15 17	0-10 10	0-10 10	50-100 52	72-88 91	12-28 10*
Wallasey	100 95*	45-55 47	45-55 47	35-40 34*	45-55 46	10-15 13	0-15 11	0-15 14	0-10 12	0-10 11	50-100 47*	72-88 84	12-28 11*

For the *additional survey*, 326 questionnaires were received from employed individuals. Quotas and outcomes achieved were as follows:

- quota of between 60:40% gender split either way; actual breakdown of 46% men and 54% women
- quota of no more than 45% C2DEs with remainder to be ABC1s; actual breakdown of 55% ABC1s and 45% C2DEs.

For the majority of *additional survey* respondents Liverpool was the nearest town. A detailed breakdown of *additional survey* results is at Annex F.

Figure 2 shows that the age profiles of the samples for *the final and baseline surveys* were similar. The largest difference is that there were more respondents in the two oldest age categories, 55+, in 2010 (21%) than in 2006 (15%). The age profiles of the *additional survey* sample was also similar, but there more respondents in the youngest age groups (31% aged 16-24) and fewer respondents in the oldest age categories (9% aged 55+).

Figure 2   Comparison of age profile for final and baseline surveys

Age / Year	Non-response	16-19	20-24	25-34	35-44	45-54	55-64	65+	TOTAL
2010	0.3% (3)	11.6% (112)	14.8% (143)	20.9% (202)	16.0% (155)	15.6% (151)	11.8% (114)	9.1% (88)	100% (968)
2006	0.2% (2)	8.8% (88)	16.9% (168)	25.6% (255)	23.2% (231)	10.6% (106)	9.5% (95)	5.2% (52)	100% (997)
TOTAL	0.3% (5)	10.2% (200)	15.8% (311)	23.3% (457)	19.6% (386)	13.1% (257)	10.6% (209)	7.1% (140)	100% (1965)

Year x Age

968 2010
997 2006

Non-response · 16-19 · 20-24 · 25-34 · 35-44 · 45-54 · 55-64 · 65+
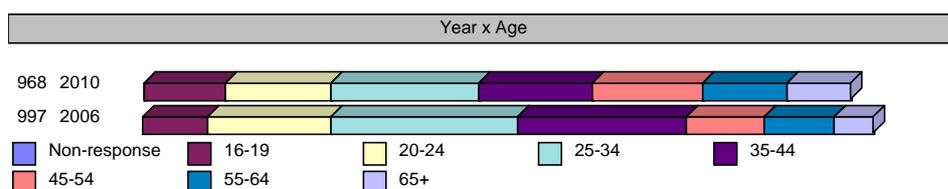
Figure 3 shows that the gender profile for the final and baseline surveys were almost the same and also in line with that for the *additional survey*.

Figure 3   Comparison of gender profile for final and baseline surveys

Gender / Year	Non-response	Male	Female	TOTAL
2010	1.5% (15)	46.0% (445)	52.5% (508)	100% (968)
2006	0.7% (7)	44.5% (444)	54.8% (546)	100% (997)
TOTAL	1.1% (22)	45.2% (889)	53.6% (1054)	100% (1965)

In the *final and baseline survey* samples, the majority of respondents were white, as illustrated by figure 4. There were fewer respondents from other ethnic groups in 2010 (11%) than in 2006 (19%). The *additional survey* sample had a similar ethnicity profile, with most respondents being white, but with less respondents being from other ethnic groups (3%).

Figure 4   Comparison of ethnicity profile for final and baseline surveys

Ethnicity	Non-response	Ethnic group other than white	White	TOTAL
2010	0.4% (4)	11.4% (110)	88.2%...(854)	100% (968)
2006	1.8% (18)	18.8% (187)	79.4% (792)	100% (997)
TOTAL	1.1% (22)	15.1% (297)	83.8% (1646)	100% (1965)

Figure 5 shows that there are some differences in the proportions of socio-economic groups between the *final and baseline survey* samples:

- fewer ABC1s in 2010 (26%) than in 2006 (38%)

- fewer C2DEs in 2010 (35%) than in 2006 (57%)
- more students/people in training, more home makers, more retirees and more unemployed in 2010 (total 36.6%) than in 2006 (total 4.5%).

This may reflect that there is currently a recession and there were more respondents in the older age categories in 2010. The differences in the employment profiles of the *final and baseline* respondents are such that they may affect comparability of the samples. Therefore, where relevant, *final survey* results have been scaled to take account of these differences. *In the remainder of the report, references to 'scaled' results mean scaling to take account of differences in employment profiles of the final and baseline samples.* A detailed breakdown of *final survey* results is at Annex C. These are derived direct from the dataset, and so are not scaled.

Figure 5   Comparison of employment profile for final and baseline surveys (prior to scaling)

Social Class Year	Non-response	ABC1	C2DE	Student	Home maker	Retired	Unemployed	TOTAL
2010	1.7% (16)	26.3% (255)	35.4% (343)	6.8% (66)	12.5% (121)	9.4% (91)	7.9% (76)	100% (968)
2006	0.5% (5)	38.2% (381)	56.8% (566)	2.1% (21)	2.2% (22)	0.2% (2)	0.0% (0)	100% (997)
TOTAL	1.1% (21)	32.4% (636)	46.3% (909)	4.4% (87)	7.3% (143)	4.7% (93)	3.9% (76)	100% (1965)
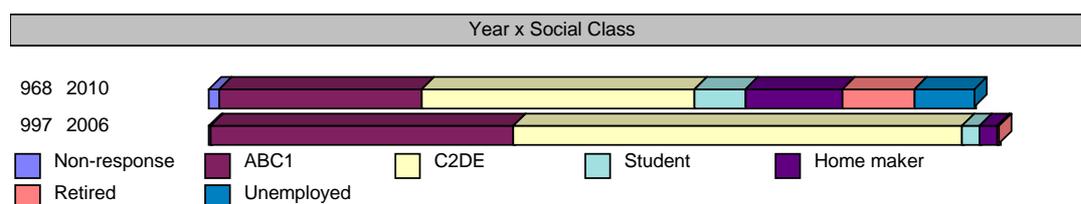
Remember that for the *additional survey* a quota of no more than 45% C2DEs was set and all respondents had to be employed. The proportion of ABC1s in the sample, 55%, is rather higher than the corresponding proportions for the *final and baseline samples.*

3.2   Self-Perception

Final, additional and baseline survey respondents were asked how they saw themselves, rating 17 personal characteristics using the scale strongly agree, agree, neither agree nor disagree, disagree and strongly disagree, because these perceptions have been shown to link receptiveness to behavioural change to different modes. (The full breakdown of responses for the *final survey* can be seen in table C.26, Annex C; the full breakdown of responses for the *additional survey* can be seen in table F.25, Annex F.)

Figure 6 shows that the overall personal characteristics profile for the *final survey* is very similar to that for the *baseline survey*. The biggest variations are that people in the *final survey* sample appear to be less materialistic and more conservative - this was also evident for the *additional survey* sample.

Figure 6   Car users in employment / full time education: Comparison of baseline and final sub-samples' self-perception
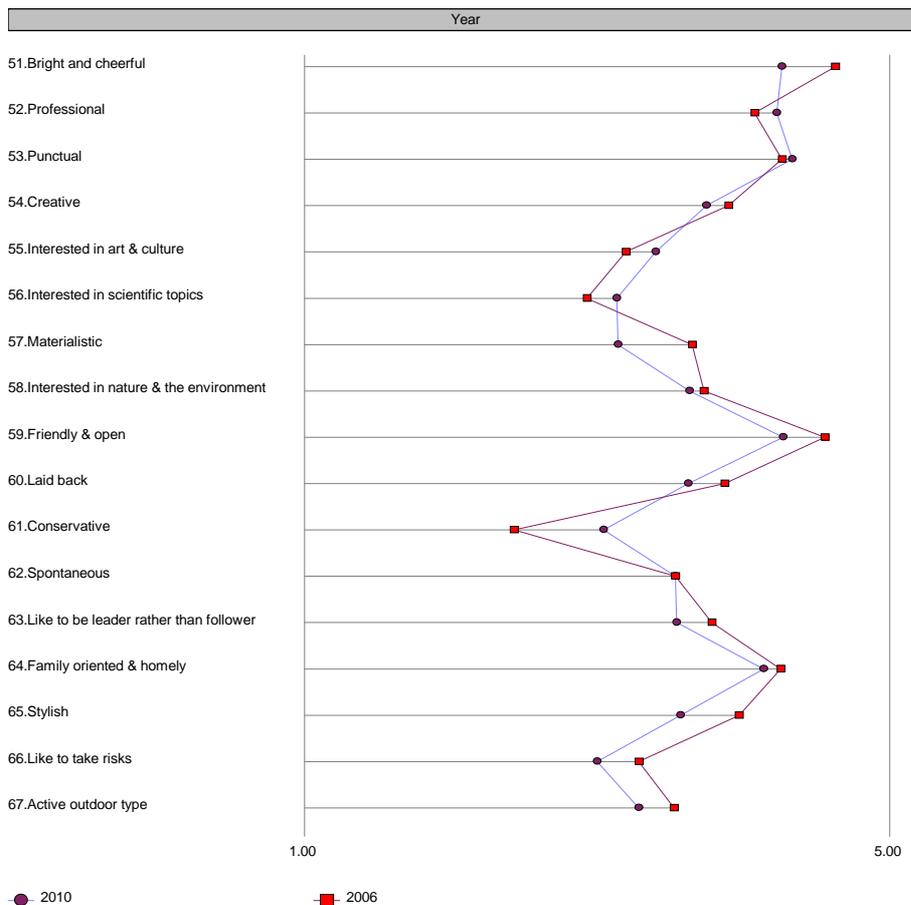
The characteristics that most people identified with, strongly agreeing or agreeing, were similar for the *final, additional and baseline surveys*:

- friendly and open - 90% *final*, 95% *additional and baseline*
- bright and cheerful - 85% *final*, 94% *additional and baseline*
- punctual - 80% *final and baseline*, 92% *additional*
- family oriented and homely - 75% *final*, 82% *additional,* 80% *baseline*

In addition 82% of *additional survey* respondents strongly agreed or agreed that they were professional, reflecting the focus of the sampling.

Across the *final, additional and baseline surveys*, the biggest differences in terms of characteristics that individuals identified with, 15% or more difference in strongly agree/agree ratings were:

- materialistic - 58% *baseline,* 36% *final,* 35% *additional*
- stylish - 70% *baseline,* 52% *final*
- professional 82% *additional*, 63% *baseline,* 61% *final*
- creative 78% *additional*, 61% *final*, 60% *baseline*
- spontaneous - 68% *additional*, 53% *final,* 43% *baseline*
- conservative - 32% *final*, 31% *additional,* 16% *baseline*
- interested in art and culture - 59% *additional,* 40% *baseline*
- like to take risks - 55% *additional,* 39% *baseline,* 36% *final*
- like to be leader rather than follower - 55% *additional*, 40% *final*.

It can be seen that *all three survey* respondents most identified with the traits of friendliness, cheerfulness, punctuality, and homeliness. More *additional survey* respondents saw themselves as professional, creative, spontaneous, interested in culture, risk taking, and liking to lead, than *final and baseline survey* respondents. This may be due to the socio economic profile of the *additional* sample (all employed, with relatively high proportion of ABC1s). Both *final and additional survey* respondents were less materialistic and more conservative than the *baseline survey* sample - the change in economic situation in the last four years may have contributed to these differences.

3.3   Current Travel Behaviour

55% of respondents to the *final survey* owned or had access to a car (scaled figure), the corresponding figures for the *additional and baseline* samples were 57% and 51% respectively. Regarding *final survey* respondents, 71% of those who owned or had access to a car were in employment and 28% were unemployed, in education or training, retired or home-makers; 37% of those who did not own or have access to a car were in employment and 62% were unemployed, in education or training, retired or home-makers.

Final, additional and baseline survey respondents were asked how often they used different forms of transport in a normal week. Please note in the following figures:
- 'frequently' means 3 times a week or more and 'occasionally' means twice a week or less
- all percentages quoted for the *final survey* are scaled.

It can be seen from figure 7 that a smaller percentage of *final and additional survey* respondents used the car as a driver than *baseline survey* respondents. *Additional survey* respondents had the lowest level of car use with less than a third using frequently. With regard to frequent use, there is more difference between the *final and additional survey* samples than between the *final and baseline survey* samples.

Figure 7   Comparison of use of car as a driver for final, additional and baseline surveys

Use of car as driver Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Baseline	0.6%	43.7%	10.7%	44.9%	100%
Final	2.0%	51.4%	6.0%	40.5%	100%
Additional	0.0%	61.7%	7.0%	31.3%	100%

Figure 8 shows that fewer *final survey* respondents car shared than *baseline and additional* survey respondents. *Additional survey* respondents had the highest level of car sharing with over a third car sharing frequently. This group had the highest level of car ownership/access which may have increased the potential for car sharing. The tracking research over 2008-9 indicated that attitudes to car/lift sharing were variable, with some considering this convenient and others viewing it as impractical.

Figure 8   Comparison of use of car share for final, additional and baseline surveys

Use of car share Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Baseline	0.1%	18.9%	51.2%	29.9%	100%
Final	1.2%	31.3%	40.5%	27.1%	100%
Additional	0.0%	31.9%	33.4%	34.7%	100%

Figure 9 illustrates that a smaller proportion of *final and additional survey* respondents used the bus frequently as compared with *baseline survey* respondents, although *additional survey* respondents' level of frequent use was similar to that of the *baseline survey* sample. *Final survey* respondents had the lowest level of frequent use, 31%. A larger percentage of *final and additional survey* respondents never used the bus than *baseline survey* respondents. *Additional survey* respondents had the highest level of non-use, 42%. Usage levels are most polarised for the *additional survey* sample, with similar proportions travelling by bus frequently or not at all.

Figure 9   Comparison of bus use for final, additional and baseline surveys

Use of bus Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Baseline	0.1%	23.0%	31.3%	45.6%	100%
Final	0.9%	35.0%	33.5%	30.6%	100%
Additional	0.0%	41.7%	14.4%	43.9%	100%

Recent research undertaken as part of the wider programme evaluation has revealed that the bus had the highest percentage of lapsed users of all alternatives to the car - an average of 9% of lapsed users across the groups surveyed. This indicates that bus travel continues not to be a mode of preferred choice: qualitative comments from respondents to surveys carried out in 2008-9 showed that while some considered the bus a convenient travel option, many people are concerned about service availability and standards.

It can be seen from figure 10 that a smaller percentage of *final survey* respondents used the train than *baseline survey* respondents. *Additional survey* respondents had higher levels of frequent train use than *final and baseline survey* respondents, but also the largest percentage never using the train. The tracking research over 2008-9 has revealed mixed views about this mode of transport - some people thought it was quick, convenient and cost effective, while others cited lack of nearby service and a price barrier to use. As a result, train is considered for a relatively limited number of specific trip purpose and location combinations.

Figure 10   Comparison of train use for final and baseline surveys

Use of train Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Baseline	0.1%	33.0%	47.4%	19.5%	100%
Final	7.4%	44.8%	41.4%	6.4%	100%
Additional	0.0%	46.7%	29.7%	23.6%	100%

Figure 11 shows that the proportion of *final and additional survey* respondents walking frequently was rather higher than for *baseline survey* respondents. However, the additional survey sample had the highest level of non-use, 47%. Over 2008-9, the tracking research highlighted high levels of walking for a short journey, with associated comments from respondents that were very positive. The residential PTP interventions in 2008 and 2009 both appeared to induce a shift to walking primarily at the expense of car use, but also at the expense of bus use.

Figure 11   Comparison of walking for final, additional and baseline surveys

Use of walking Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Final	0.5%	12.4%	23.1%	64.0%	100%
Baseline	0.2%	16.8%	43.4%	39.6%	100%
Additional	0.0%	25.5%	17.5%	57.0%	100%

Figure 12 shows that a smaller percentage of *final and additional survey* respondents cycled either frequently or occasionally than *baseline survey* respondents. *Additional survey* respondents cycled the least frequently, 6%. It should also be noted that when asked about attitudes to cycling (see section 3.5), 71% of *final survey* respondents strongly disagreed or disagreed that cycling was available whenever they needed it (the corresponding figure for baseline survey respondents was 55%). It cannot be stated definitively how many of these individuals did not own or have access to a bike. However, the implication is that many *final survey* respondents may not have had a bicycle, or just do not consider cycling as a convenient / appropriate mode choice for the majority of journeys that they make. Note that more *additional survey* respondents intended increased future use of cycling than final survey respondents, see section 3.5

Figure 12   Comparison of cycling for final, additional and baseline surveys

Use of cycling Survey	Non-response	Never	Occasionally	Frequently	TOTAL
Baseline	0.4%	71.4%	14.4%	13.7%	100%
Final	1.1%	82.9%	8.8%	7.2%	100%
Additional	0.0%	86.5%	7.3%	6.2%	100%

In the *final and additional surveys*, respondents were asked how many one way trips were made yesterday. In line with other similar surveys, the categories with the largest proportions of *final survey* respondents were as follows: 37.5% of respondents made 2 trips, 21.4% made 4 trips and 13.3% made no trips. 80% of respondents made 4 trips or less, with the average number of trips per person being 3.0.

For the *additional survey*, the categories with the largest proportions of *final survey* respondents were as follows: 25.2% of respondents made 2 trips, 22.7% made 4 trips and 16.6% made no trips. 80% of respondents made 6 trips or less, with the average number of trips per person being 4.5. It can be seen that the *additional survey sample* made more trips than the *final survey* sample, which might be expected due to the differences in the age and socio-economic profiles of the samples.

Respondents were then asked to specify the main mode of travel for each trip, for up to 10 trips. The following percentages take account of all *final survey* respondents, including those who did not make trips:

- the profile for trips 1 and 2 were very similar to each other, the most commonly used modes being walking (1/3 of respondents), car/van as driver (nearly 1/4 of respondents) and bus (16% of respondents). Less than 6% of respondents did not make a 1st or 2nd trip in the day

- the profiles for trips 3 and 4 were also similar to each other, the most frequently used modes being walking (16.2-18.9% of respondents), car/van as driver (just over 13% of respondents) and bus (6% of respondents). Over half of respondents did not make a 3rd or 4th trip.

For the *additional survey* sample, walking, car/van as driver and bus were also the most commonly used modes for trips 1-4. However, there were some differences between the profiles for trips 1 and 2:

- for trip 1, 43% of respondents walked, nearly 1/4 of respondents used car/van as driver and 10% of respondents took the bus. Less than 6% made no trips.

- for trip 2, more respondents used the bus (27%) and less walked (21%) or used car/van as driver (19%). Less than 8% respondents did not make a 2nd trip in the day.

The profile for trips 3 and 4 were similar for *additional survey* respondents - looking at the most frequently used modes, 32-33% of respondents walked, 15-16% of respondents used car/van as driver and 8% of respondents took the bus. Less than 37% of respondents did not make a 3rd or 4th trip.

For detailed results relating to the *final and additional surveys,* see table C.13 of Annex C and table F.13 of Annex F respectively.

Questions concerning number and main mode of trips were not asked in the *baseline survey*. However, similar data is available as a primary output from other sources such as the 2006 and 2008 Countywide surveys and the PTP evaluation surveys.

3.4   Mode Use Comparisons Between Baseline, Final and Additional Surveys

The data presented in section 3.3 can be used to compare the modes used with other sources of similar data in order to gain an indication of differences between survey sample populations.

A direct comparison can be made between the responses to the *baseline, final and additional surveys* in respect of the declared frequency of use of the different modes. Discounting car sharing, for which the wording differed between the two surveys, and adjusting for the different employment profiles of the 2006 and 2010 survey respondents, the data suggest that the *final and additional survey* respondents walk considerably more frequently than the *baseline survey* respondents and that this difference is offset by less frequent use of all the other modes considered. This is shown in figure 13.

Figure 13   **Comparison of frequency of mode use for baseline, final and additional survey respondents**
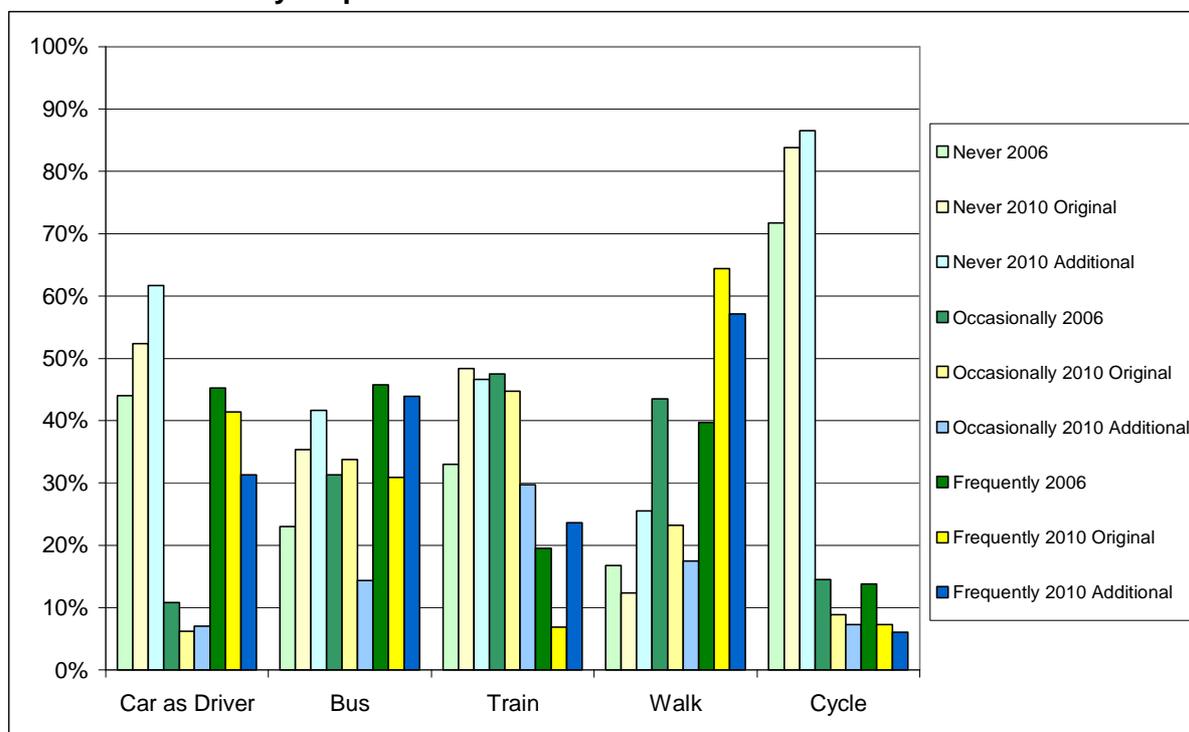
A snapshot of modal split for this group of survey respondents can be obtained by considering the data relating to the modes used for specific journeys made on the previous day.

For the *final and additional survey* respondents, the data suggested a mode split as shown below:

Mode of travel	Original Survey 2010	Additional Survey 2010
Walk	40%	41%
Bicycle	4%	2%
Car Driver	29%	22%
Car Passenger	7%	8%
Taxi	2%	2%
Train	3%	8%
Bus	16%	16%
Other	0%	1%

Comparison with other data sources suggests that this modal split distribution significantly favours walking in comparison with other modes. (It should be noted that the survey data used in the following comparisons have been collected using different survey techniques, over different periods, using different sampling techniques, and as such are not directly comparable. This comparison is being presented to provide an additional check on the mode use data collected in the *final and additional surveys*, in order to help formulate our conclusions.)

The following table compares this data with the Countywide surveys in 2006 and 2008 and the PTP evaluations conducted in Childwall and Heswall. For more information on the different survey methodologies, see Annex D. Comparison of the two PTP surveys shows that survey location has a significant impact on the modal split that is observed, which probably outweighs all the other factors influencing comparison of these datasets. The influence of adjusting the employment status distribution of the 2010 final survey to match that of the 2008 Countywide survey is visible by comparing the first two columns of figure 14.

Figure 14   Comparison of final and additional survey mode split with data from 2006 and 2008 Countywide surveys and 2008 and 2009 PTP evaluations

Mode of travel	Additional Survey	Final survey	Final survey, employment adjusted to match CWS 2008	CWS 2008	CWS 2006	Childwall PTP (Participants)	Heswall PTP (Participants)
Walk	41%	40%	39%	24%	23%	25.3%	15.8%
Bicycle	2%	4%	3%	1%	1%	1.3%	0.9%
Car Driver	22%	29%	26%	38%	40%	44.5%	62.4%
Car Passenger	8%	7%	7%	17%	17%	9.7%	7.6%
Taxi	2%	2%	1%	2%	1%	1.3%	0.2%
Train	8%	3%	3%	3%	3%	3.0%	1.0%
Bus	16%	16%	20%	15%	13%	14.5%	11.7%
Other	1%	0%	0%	1%	0	0.4%	0.5%

In spite of the difficulty in comparing the mode split data obtained from these different sources, when considered together with the data about frequency of mode use, it is clear that the *final and additional surveys* do indicate a strong tendency towards an increase in walking as a mode of travel since 2006. It is likely that this is due to a relatively high concentration of local trips being made by those interviewed in the final survey. However, in order to see a true comparison of the development of modal split in Merseyside and its subsidiary districts, it will be necessary to wait for the results of the 2010 Countywide survey, which is specifically designed for this purpose.

3.5   Intended Changes to Travel Behaviour

In relation to various modes, *final and additional survey* respondents were asked if they would change their travel behaviour, being asked to rank the following options - I will definitely travel more this way, I have already planned to do this more often, I feel that I should do this more often, I see no need to change my behaviour, I have tried this and still use it, I have tried this and it is unsuitable for my needs - using the scale strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. In 2006, respondents were given the following options - I will definitely travel more this way, I have already planned to do this more often, I feel that I should do this more often, I see no need to change my behaviour, no change is possible - but simply asked to reply yes or no to these.

- *Bus: final survey* - the options that most individuals strongly agreed or agreed with were 'no need to change' (81%) and 'tried this and still use it' (69%); *additional survey* - the options that most individuals strongly agreed or agreed with were 'no need to change' 64(%) and 'tried this and still use it' (51%); *baseline survey* - the option with the most positive replies was 'no need to change', over 2/3 of respondents

- *Train: final survey* - the options that most people strongly agreed or agreed with were 'no need to change' (78%) and 'tried this and still use it' (57%); *additional survey* - the options that most individuals strongly agreed or agreed with were 'no need to change' (62%) and 'tried this and still use it' (45%); *baseline survey* - the option with the most positive replies was 'no need to change', over 3/4 of respondents

- *Walking: final survey* - the options that most people strongly agreed or agreed with were 'no need to change' (3/4) or 'tried this and still use it (84%); *additional survey* - the options that most individuals strongly agreed or agreed with were 'tried this and still use it' (73%) and 'feel I should use more' (68%); *baseline survey* - the options with the most positive replies were 'feel I should do this more often', 38% of respondents followed by 'no need to change', 30% of respondents

- *Cycling: final survey* - the option that most respondents strongly agreed or agreed with was 'no need to change' (over 2/3); *additional survey* - the options that most individuals strongly agreed or agreed with were 'no need to change' (44%) and 'feel I should use more' (29%); *baseline survey* - the option with the most positive replies was 'no need to change', 49% of respondents.

In terms of respondents citing definite or planned increased use of these modes:
- among *baseline survey* respondents, the modes attracting the largest percentage of positive responses were walking (64%) and bus (25%)
- among *final survey* respondents, the same two modes attracted the biggest proportion of strongly agree or agree replies, walking (definite and planned increased use 48% and 40% respectively) and bus (definite and planned increased use 25% and 18% respectively
- among *additional survey* respondents, walking and public transport attracted the biggest proportion of strongly agree or agree replies. For walking, definite and planned increased use was 54% and 48% respectively. For bus, definite and planned increased use was 26% and 19% respectively. The same figures applied for definite and planned increased use of the train.

More *additional survey* respondents were disposed to using the train in future than *final survey* respondents. There were more *additional survey* respondents than *final survey* respondents who strongly agreed or agreed that they had tried using the bus and it was unsuitable (25% compared to 18%).

There were more *final survey* respondents who already walk than *additional survey* respondents; related to this there were more *additional survey* respondents disposed to walking in future than *final survey* respondents.

In the case of cycling, percentages already using it were similar for both the *final and additional* survey samples. More *additional survey* respondents were disposed to cycling in future than *final survey* respondents (20% compared to 12% for definite increased use and 17% compared to 10% for planned increased use); in line with this, there were more *final survey* respondents who had tried using and found it unsuitable than *additional survey* respondents (36% compared with 20%).

3.6   Perception of Transport Issues

Final, additional and baseline survey respondents were read various statements about local transport and travel, and asked how they felt about them using the scale strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. In 2006, 10 statements were covered. These related to public transport performance compared with the car, cycling and walking, car use and congestion. In 2010, these same statements were repeated and 4 more were added to reflect changes in the wider socioeconomic context since 2006, i.e.:
- 'changes in fuel prices have a big influence on the way I travel',
- 'traffic safety and accidents are a problem in the Merseyside area',
- 'I am concerned about air pollution from traffic in Merseyside', and
- 'I am concerned about transport's contribution to Climate Change / Global Warming'.

Figure 15 compares perception by *final, additional and baseline survey* respondents of public transport performance compared with the car, looking at respondents who strongly agreed or agreed with relevant statements. It can be seen that compared with those surveyed in 2006, 2010 respondents generally had a less positive perception of public transport performance against the car - although *additional survey* respondents' perception was more favourable than that of *final survey* respondents. Note also that the *additional survey* sample had the highest proportion viewing cost effectiveness positively.

Figure 15   Comparison of perception of public transport performance versus car for final and baseline surveys

Survey Statement	Baseline % strongly agreeing or agreeing	Final (scaled figures) % strongly agreeing or agreeing	Additional % strongly agreeing or agreeing
Public transport is as quick and convenient as using a car for my regular journeys	58%	31%	46%
Public transport is as reliable as travelling by car	52%	27%	40%
Public transport is as safe as travelling by car	66%	53%	57%
Public transport is more cost effective than travelling by car	51%	36%	54%

Figure 16 compares attitudes of *final, additional and baseline survey* respondents to cycling and walking, identifying respondents who strongly agreed or agreed with relevant statements. The majority of all sets of respondents considered that these modes were much

healthier than others. However, as other data show, it is walking that is strongly favoured as a transport option.

Figure 16   Comparison of perception of cycling and walking for final and baseline surveys

Survey Statement	Baseline % strongly agreeing or agreeing	Final (scaled figures) % strongly agreeing or agreeing	Additional % strongly agreeing or agreeing
Cycling or walking is a much healthier way of travelling than other alternatives	91%	81%	90%
Cycling and walking are realistic transport options for me	48%	42%	30%

In the *final, additional and baseline* surveys, two statements about car use were addressed to car users only, and one statement was addressed to all respondents. Figure 17 compares perceptions of car use, looking at *final, additional and baseline survey* respondents who strongly agreed or agreed with these statements. It can be seen that *final and additional survey* car users were less concerned about reducing car use than *baseline survey* car users:

- *final and additional survey* car users felt less sense of moral responsibility to reduce car use. More *additional* than *final survey* respondents felt this responsibility (40% compared with 30%)
- across all three surveys, *additional survey* car users showed the highest proportion perceiving that there was no need to reduce personal car use (47%). The next highest percentage was shown by *final survey* car users (43%). This suggests that while some *additional and final survey* car users recognised the need to reduce car use, there were still a considerable proportion who did not view this as a moral responsibility.

Final and additional survey respondents saw the car's contribution to congestion/pollution as rather less of a problem than *baseline survey* respondents, although more *additional* than *final survey* respondents viewed this as an issue. This may reflect the fact that traffic congestion generally was viewed as less of a problem in 2010 (see below).

Figure 17   Comparison of perception of car use for final and baseline surveys

Survey Statement	Baseline % strongly agreeing or agreeing	Final (scaled figures) % strongly agreeing or agreeing	Additional % strongly agreeing or agreeing
I feel a personal sense of moral responsibility to reduce my use of the private car (% of car users only shown)	51%	30%	40%
I see no need why I should reduce my use of the private car (% of car users only shown)	40%	43%	47%
By using a car you are contributing to the problems of congestion and air pollution	90%	60%	73%

The statement 'changes in fuel prices have a big influence on the way I travel' was referred to *final and additional* survey car users only. 1/3 of *final survey* car users strongly agreed or agreed with this statement. 45% of *additional survey* car users strongly agreed or agreed with it. This latter figure may tie in with the *additional survey* sample having the biggest

percentage across all three surveys viewing cost effectiveness of public transport positively against the car.

The *additional survey* sample only contained employed people, with a larger proportion of ABC1s than in the *final and baseline* samples*.* Therefore the *additional survey* respondents are likely to earn more than *final and baseline* respondents and the price of public transport may be more affordable to them compared with the car. For those who are less well off, the cost of public transport may still be a concern - within the evaluation of the autumn 2008 campaign (focusing on bus use) concerns were expressed by respondents about the cost of fares; the sample surveyed for the evaluation of the autumn 2008 campaign was more akin to the *final survey* sample than the *additional survey* sample.

Regarding the statements about environmental and safety impacts of transport, just one of these was mentioned in the *final, additional and baseline* surveys, 'in general traffic congestion is a serious problem for me at the times I travel'. Congestion was perceived as rather less of a problem in 2010 than in 2006 - the percentages of *final and additional survey* respondents strongly agreeing or agreeing with this statement were 42% (scaled figure) and 47% respectively. This compares with 75% of *baseline survey* respondents.

The proportions of *final and additional survey* respondents strongly agreeing or agreeing with the other statements were similar as follows:
- Traffic safety and accidents are a problem in the Merseyside area - *final* 40%, *additional* 40%
- I am concerned about air pollution from traffic in Merseyside - *final* 41%, *additional* 45%
- I am concerned about transport's contribution to climate change / global warming - *final* 40%, *additional* 49%.

It can be seen that *final and additional survey* respondents had similar and quite high levels of concern about statements relating to environmental and safety impacts of transport. During the tracking research in 2008, individuals were asked about concern about climate change (in general). There was a consistently high level of concern, ranging between 57-88%. The groups having most exposure to TravelWise initiatives showed the highest levels of concern.

3.7   Perception of Transport Modes

Final, additional and baseline survey respondents were read a series of statements for each of the following modes: car, bus, train, walking and cycling. They were asked how they felt about them using the scale strongly agree, agree, neither agree nor disagree, disagree and strongly disagree. In 2006, 6 statements were covered:
- available to me whenever I need it,
- puts me in control of my travelling,
- reliable,
- comfortable,
- bright and upbeat, and
- safe.

In 2010, these statements were repeated and 4 more added as these had been used in more recent phase 2 research:
- friendly to the environment,
- cost effective,
- gets me to where I want to go, and

- enjoyable.

Car

Figure 18 compares the statements that most *final, additional and baseline survey* respondents strongly agreed or agreed with. For each statement listed, the combined percentage of respondents strongly agreeing or agreeing is shown. %). On the whole *additional survey* respondents viewed the car more favourably than *final survey* respondents.

Figure 18   Most positive perceptions of the car

Baseline	Final	Additional
Comfortable - 86% Bright and upbeat - 78% Reliable - 73%	Comfortable - 75% Gets me to where I want to go - 68% Reliable - 67% Enjoyable - 67%	Comfortable - 86% Gets me to where I want to go – 82% Safe - 79%

For the 2 large scale surveys (*final and baseline*), looking at the 6 statements covered in both years:
- in 2010 smaller percentages of people strongly agreed or agreed with these than in 2006. The percentage differences between 2010 and 2006 ranged from -5 to -28%
- while perception of the car was positive overall in both years, the level of positive perceptions had decreased in 2010.

Bus

The following figure compares the statements that most *final, additional and baseline survey* respondents strongly agreed or agreed with. For each statement shown, the percentage of respondents strongly agreeing or agreeing is noted.

Figure 19   Most positive perceptions of the bus

Baseline	Final	Additional
Available to me whenever I need it - 70% Safe - 72%	Available to me whenever I need it - 69% Safe - 65%	Safe - 65% Available to me whenever I need it - 63%
Puts me in control - 60%	Gets me to where I want to go - 64%	Gets me to where I want to go - 63%

For *final survey* respondents, the most negative attitudes related to environmental friendliness of bus as a mode (over 1/3 of respondents strongly disagreed or disagreed), and being in control of travelling and enjoyment (around 1/4 of respondents strongly disagreed or disagreed with each of these statements). A comparison of *final survey* respondents strongly agreeing and strongly disagreeing with statements showed that the majority of those strongly agreeing were currently frequent bus users while the majority of those disagreeing never used the bus. For *additional survey* respondents, the most negative attitudes related to reliability (41%) and being in control of travelling (40%). On the whole, *final survey* respondents perceived the bus more favourably than *additional survey* respondents.

For the 2 large scale surveys (*final and baseline*), with regard to the 6 statements covered in both years:
- the level of positive perception of availability was practically the same in these years
- in 2010 there were smaller proportions of individuals strongly agreeing or agreeing with the other 5 statements than in 2006. The percentage differences ranged from -5 to -10%

- while attitudes to the bus were relatively positive overall in both years, especially for availability and safety, the level of positive perceptions had decreased by 2010, although not greatly.

Train

Figure 20 shows the statements that most *final, additional and baseline survey* respondents strongly agreed or agreed with. For each statement listed, the percentage of respondents strongly agreeing or agreeing is noted.

Figure 20   Most positive perceptions of the train

Baseline	Final	Additional
Safe - 57%	Safe - 64%	Safe - 71%
Available to me whenever I need it - 52%	Comfortable - 59%	Comfortable - 66%
Comfortable - 51%	Available to me whenever I need it - 57%	Friendly to the environment - 64%

For *final survey* respondents, the characteristics that the train rated least well on were being in control of travelling and environmental friendliness (around 30% of respondents strongly disagreed or disagreed with these statements), and availability (about 1/4 of respondents strongly disagreed or disagreed with this). For *additional survey* respondents, the characteristics that the train rated least well on were being in control of travelling (around 1/3 of respondents) and cost effectiveness, availability and gets me to where I want to go (all about 1/4 of respondents). On the whole *additional survey* respondents viewed the train more positively than *final survey* respondents.

For the 2 large scale surveys (*final and baseline*), with respect to the 6 statements covered in both years:
- a slightly smaller percentage of respondents strongly agreed or agreed that the train put them in control in 2010 than in 2006
- there were higher percentages of people strongly agreeing with the other 5 statements in 2010 than in 2006, with the percentage differences ranging from 2-8%
- attitudes towards the train were quite positive overall in both years. The level of positive perceptions had mostly increased by 2010, although not greatly.

Walking

Figure 21 compares the statements that most *final, additional and baseline survey* respondents strongly agreed or agreed with. For each statement listed, the percentage of respondents strongly agreeing or agreeing is shown.

Figure 21   Most positive perceptions of walking

Baseline	Final	Additional
Available to me whenever I need it - 94%	Friendly to the environment - 90%	Friendly to the environment - 97%
Puts me in control - 92%	Available to me whenever I need it - 90%	Cost effective - 90%
Reliable - 91%	Reliable - 89%	Available to me whenever I need it - 87%
		Reliable – 85%

For the 2 large scale surveys (*final and baseline*), looking at the 6 statements covered in both years:

- larger proportions of people strongly agreed or agreed that walking was safe and comfortable in 2010 than in 2006, the percentage differences being 6 and 7% respectively
- there were smaller percentages of respondents strongly agreeing or agreeing with the other 4 statements in 2010 than in 2006. The percentage differences ranged from -2 to -14%
- attitudes to walking were very positive in both 2010 and 2006, although the level of positive perceptions had reduced overall by 2010, but not by large amounts.

Cycling

The following figure illustrates the statements that most *final, additional and baseline survey* respondents strongly agreed or agreed with. For each statement shown, the percentage of respondents strongly agreeing or agreeing is noted.

Figure 22   Most positive perceptions of cycling

Final	Additional	Baseline
Friendly to the environment - 75% Cost effective - 69% Safe - 45%	Friendly to the environment - 81% Cost effective – 68% Reliable - 42%	Reliable - 46% Bright and upbeat - 45%

For the *final and additional survey* samples, the most negative perceptions were the same, i.e. the statements which the largest proportions of respondents strongly disagreed or disagreed with:

- availability - *final* 71%, *additional* - 56%
- being in control of travelling - *final* 67%, *additional* - 49%
- comfort - *final* 63%, *additional* - 50%.

It can be seen that these negative perceptions were less marked among the *additional survey* sample.

For the 2 large scale surveys (*final and baseline*), with regard to the 6 statements covered in both years:

- there was a slightly higher proportion of people strongly agreeing or agreeing that cycling was safe in 2010 than in 2006 (3% difference)
- there were smaller percentages of individuals strongly agreeing or agreeing with the other 5 statements in 2010 than in 2006. The percentage differences ranged from -2 to -20%
- attitudes to cycling were mixed in both years. The level of positive attitudes had decreased overall by 2010.

It is worth considering this last point in the context of attitudes to cycling availability. As already noted, over 55% of both *final and additional survey* respondents did not consider cycling was available to them. Those without use of bicycles may feel less inclined or in less of a position to make positive statements about cycling. Comparisons were made within both the *final and additional survey* datasets of those who strongly agreed and those who strongly disagreed that cycling was available. These comparisons indicated that those strongly agreeing tended to have more positive perceptions of the other 9 cycling statements put to them, and those strongly disagreeing tended to have more negative perceptions of the other statements.

3.8 'Convertible Car Users'

Within the *baseline and final samples*, we identified and compared data relating to respondents who were in employment or full time education and who drive alone either frequently or occasionally. This group comprised around one third of the survey populations and the socio–economic characteristics of the two sub-samples were very similar.

Figure 23 shows that the perceived need to reduce car use and perceptions of public transport are all significantly lower in 2010, based on the average on the responses to each question, with 1 = disagree strongly and 5 = agree strongly.

When the same analysis is carried out on the *additional* survey data the results are at similar levels as for the final survey, i.e. that public transport has a more negative image and walking and cycling are not seen as realistic options - see figure 23a.

Figure 23   Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of transport issues
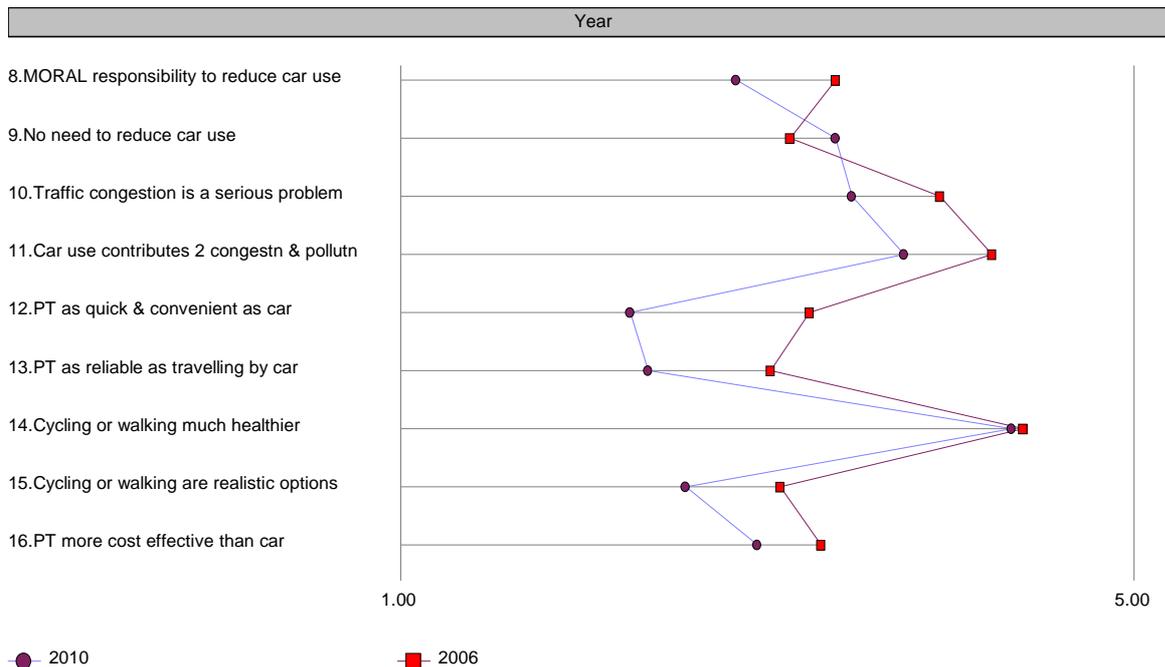
Figure 23a Comparison of final and additional survey respondents' perception of transport issues
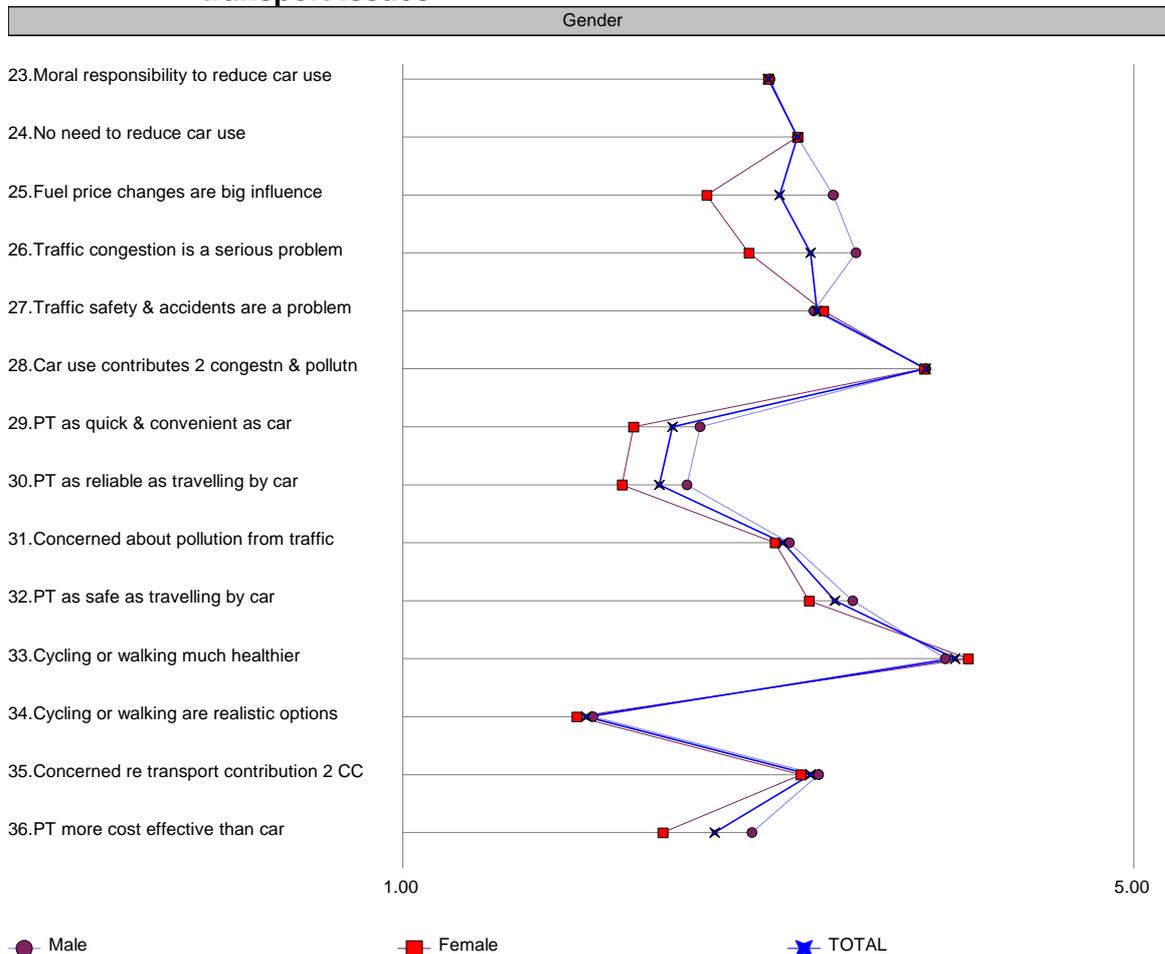
Figure 24 illustrates that car users' perceptions of the car have not changed very much between the *baseline and the final surveys*.

Figure 24   **Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of the car**
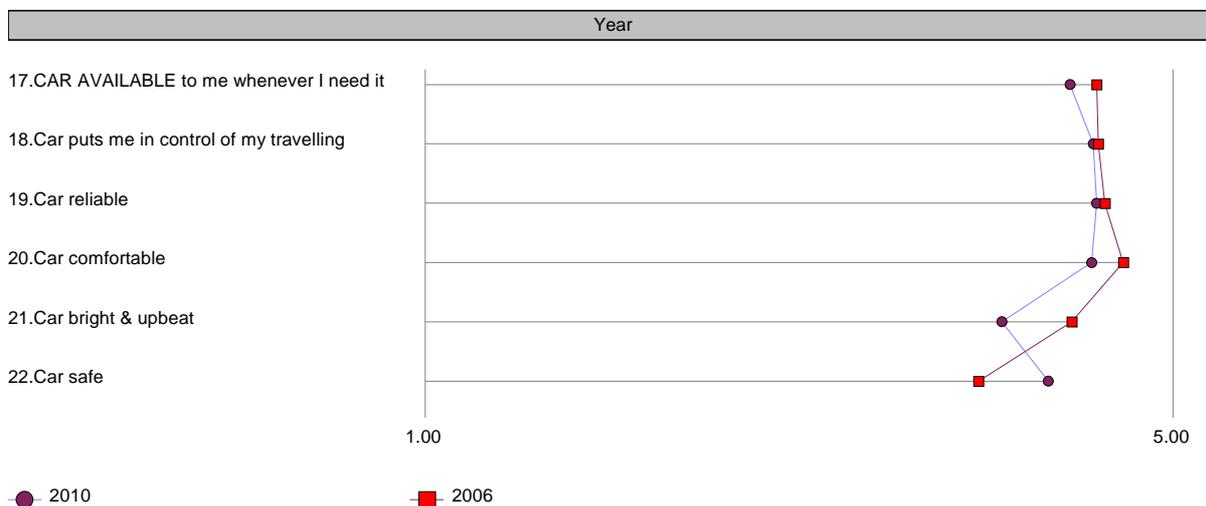
It can be seen from figure 25 that car users' perceptions of the bus are much lower in 2010 in all categories except safety.

Figure 25   **Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of the bus**
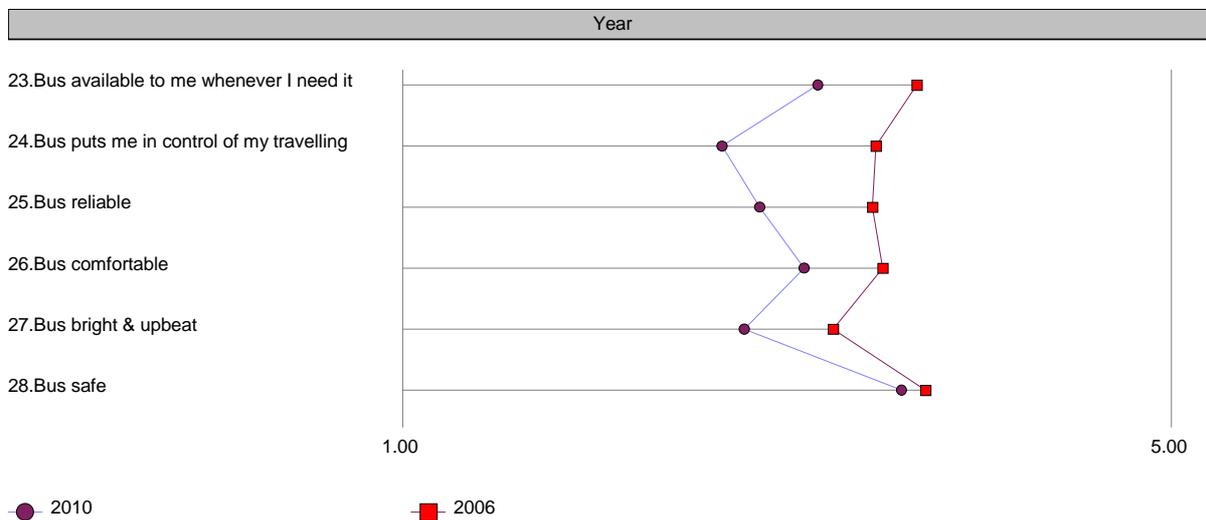
Figure 26 reveals that *final survey* car users' perceptions of the train in 2010 are similar to those of *baseline survey* car users, with the exception of putting people in control of their travelling.

Figure 26   Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of the train
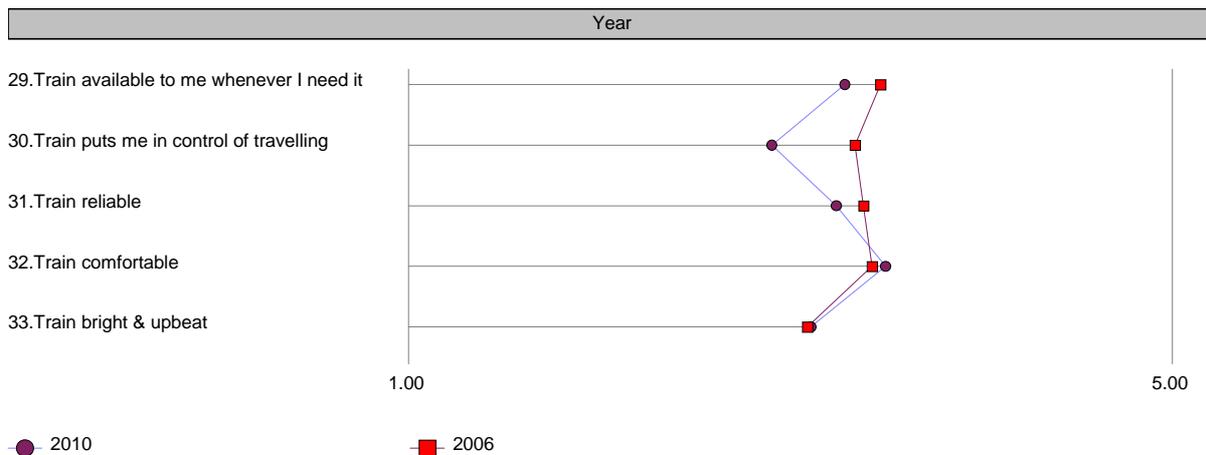
As shown in figure 27, walking is scored more favourably by *final survey* car users than other alternative modes. However it is still somewhat less favourably perceived than by *baseline survey* car users, when it comes to putting the traveller in control and whether it is bright and upbeat.

Figure 27   Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of walking
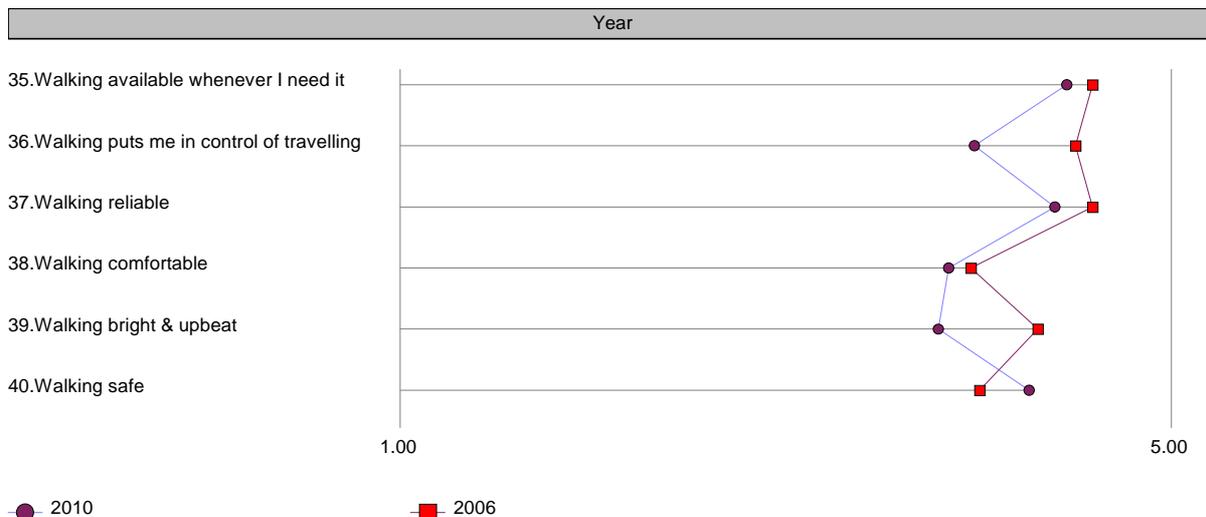
Figure 28 shows that with the exception of safety, cycling is much less favourably perceived by *final survey* car users.

Figure 28   Car users in employment / full time education: Comparison of baseline and final sub-samples' perception of cycling
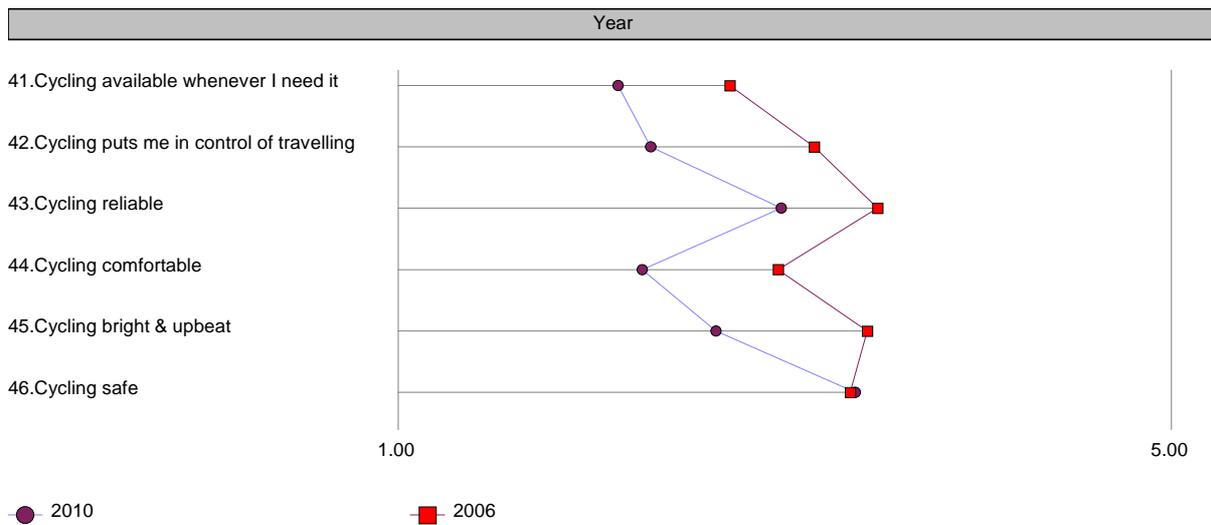
Comparing current travel behaviour of the *baseline and final survey* sub-samples:

- there was less use of the bus and cycling in 2010
- there was greater frequent use of car as a passenger in 2010 than 2006, around 38% compared with 21%
- there was greater frequent use of walking in 2010 than 2006, around 44% compared with 34%.

Figure 29 illustrates that there is a shift in intention to walk more is much higher among *final survey* respondents, but the intention to cycle more is significantly lower. These intentions reflect the perceptions of the modes presented in the preceding graphs.

Figure 29   **Car users in employment / full time education: Comparison of baseline and final sub-samples' intended future mode use**
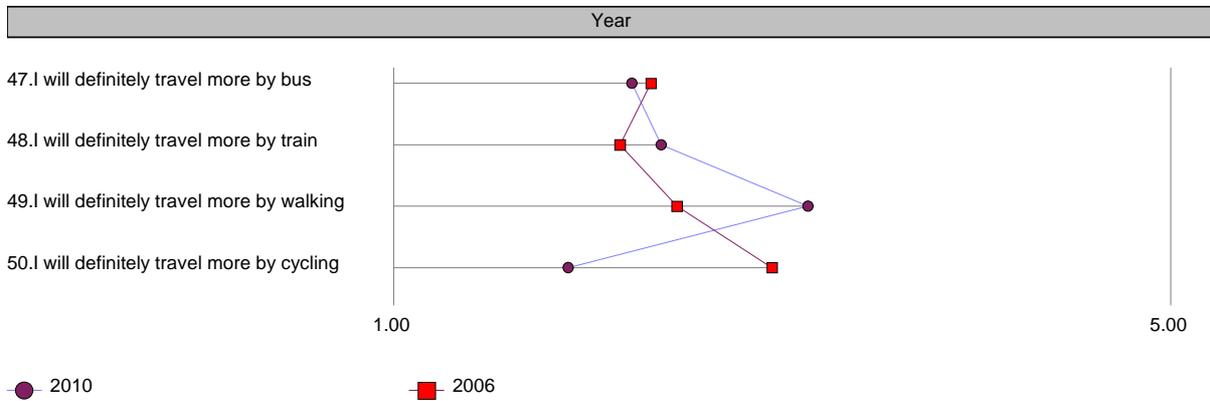
Figure 29a shows the results for intention to change travel behaviour for the *additional survey*. Intention to travel more by bus is the same as the baseline and final surveys. There is a higher propensity to use the train more and a slightly higher propensity to cycle. The intention to walk more is identical to the final survey result and significantly higher than the baseline survey.

Figure 29a
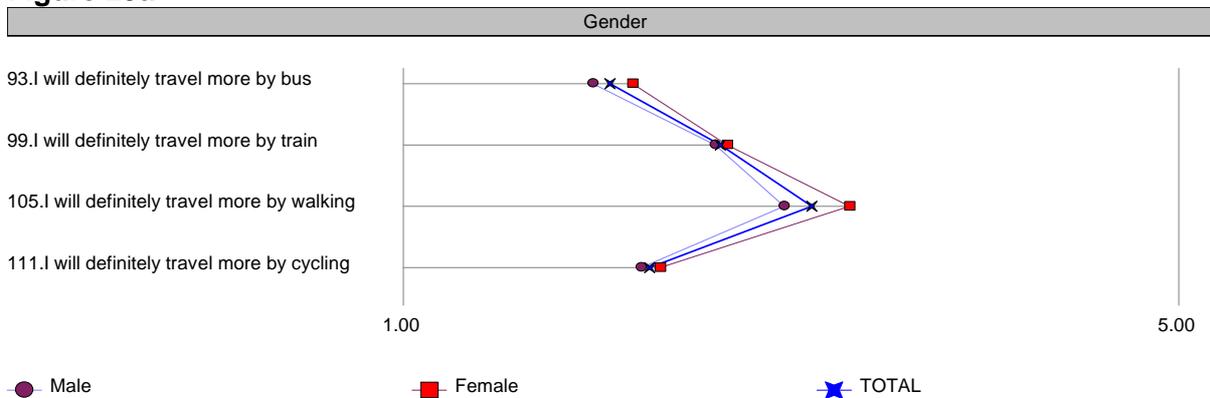
4 SEGMENTATION AND STAGES OF CHANGE

4.1 TAPESTRY 7 Stages of Change

The results of the *baseline survey* were used to position the survey population on the TAPESTRY 7 stages of change model, which rates acceptance, awareness and modal choice as shown in figure 30.

Figure 30   Baseline positioning on the TAPESTRY stages of change

5. Making a choice

Will reduce car use further	
Yes	9.6%

	Will definitely travel more this way	Have planned to do this more often
Car sharing	2.1%	4.7%
Using the bus	2.1%	7.9%
Using the train	0.9%	7.3%
Cycling	1.8%	9.9%
Walking	6.9%	18.9%

4. Evaluation of options

No change is possible	
Car sharing	42.9%
Using the bus	8.1%
Using the train	10.7%
Cycling	15.9%
Walking	6.8%

Cycling/walking are relalistic options for me	
Strongly agree	19.4%
Agree	28.2%

6. Experimental behaviour

Modes Used	Occasionally
Use car as driver	10.8%
Use car as passenger	51.2%
Use carsharing	2.4%
Use bus	31.3%
Use train	47.5%
Walk	43.5%
Cycle	14.5%

3. Perception of options

PT as quick/convenient as car	
Strongly Agree	24.2%
Agree	34.2%

PT as reliable as car	
Strongly Agree	21.7%
Agree	30.7%

PT is more cost effective than a car	
Strongly agree	17.7%
Agree	33.5%

Cycling or walking are healthier	
Strongly agree	52.3%
Agree	38.5%

7. Habitual behaviour

Modes Used	Frequently
Use car as driver	45.2%
Use car as passenger	29.9%
Use carsharing	4.4%
Use bus	45.7%
Use train	19.5%
Walk	39.7%
Cycle	13.8%

7. Habitual behaviour
Long-term adoption of sustainable modes?

6. Experimental behaviour
Trying out new travel choices?

5. Making a choice
Really intend to modify behaviour?

4. Evaluation of options
Is there actually a viable alternative?

3. Perception of options
Perception of sustainable modes?

2.Accepting responsibility
Accept personal / corporate responsibility?

1. Awareness of problem
Aware of the issue of traffic congestion?

2. Accepting responsibility

I feel morally responsible to reduce use of car	
Strongly Agree	12.2%
Agree	39.2%

1. Awareness

Congestion is a problem for me	
Strongly agree	27.2%
Agree	47.7%

Car users contribute to congestion and pollution	
Strongly agree	32.8%
Agree	57.4%

Figure 31 uses the survey results to compare the *baseline, final and additional survey* positions. NB the figures shown for 2010 combine the *final and additional survey* results.

Figure 31   Comparison of baseline and final positioning on the TAPESTRY stages of change

5. Making a choice

I will definitely / have planned to travel more this way

	2006	2010
Bus	25%	25%
Train	16%	18%
Bicycle	36%	15%
Walking	64%	49%

4. Evaluation of options

Cycling and walking are realistic options for me:

	2006	2010
Agree / strongly agree	48%	49%

3. Perception of options

	2006	2010
PT as quick and convenient as car	58%	43%
PT as reliable as car	52%	36%
PT more cost effective than car	51%	47%
Cycling or walking is healthier than car	91%	90%

2. Accepting responsibility

I feel morally responsible to reduce my car use:

	2006	2010
Agree / strongly agree	51%	34%

6. Experimental behaviour

Occasional mode use

	2006	2010
Car as driver	11%	6%
Bus	31%	30%
Train	48%	41%
Bicycle	15%	9%
Walking	44%	20%

7. Habitual behaviour

Frequent mode use

	2006	2010
Car as driver	45%	38%
Bus	46%	34%
Train	20%	11%
Bicycle	14%	8%
Walking	40%	62%

1. Awareness

	2006	2010
Congestion is a problem for me	76%	45%
Car users contribute to congestion and pollution	90%	69%
Traffic safety and accidents are a problem	-	43%
I am concerned about air pollution	-	46%

Central flow diagram (bottom to top):

1. Awareness of problem — Aware of the issue of traffic congestion?
2. Accepting responsibility — Accept personal / corporate responsibility?
3. Perception of options — Perception of sustainable modes?
4. Evaluation of options — Is there actually a viable alternative?
5. Making a choice — Really intend to modify behaviour?
6. Experimental behaviour — Trying out new travel choices?
7. Habitual behaviour — Long-term adoption of sustainable modes?

4.2   Cluster Analysis

The clustering technique used in relation to the *baseline survey* was replicated using all *baseline and final survey* combined rating data for car users in employment / full time education. The data were subjected to a principal components analysis (PCA) using the same three poles as for the baseline which resulted in the following three groups being identified within the 2006 data:

- 'sustainable moders', i.e. those who use some form of sustainable mode frequently
- 'convertibles', i.e. those most likely to change mode to more sustainable means. Overall they are more outgoing, interested in the world and environment
- 'non-changers', i.e. confirmed motorists.

Both principal components analyses included the questions covering perception of transport issues, attitudes towards the modes, self-perception and intended future mode use. The results of the PCA for the *final survey* dataset generally mirror the result from the *baseline survey* data relating to car users in employment / full time education.

Figure 32   Comparison of cluster analysis results for baseline and final survey data

	2006	2010
Sustainable moders	53%	45%
Convertibles	30%	22%
Non-changers	14%	33%

Clearly the data in figure 32 reflects the other survey results which indicate lower favourability toward sustainable modes, although they do not solely reflect the actual mode use shown in section 3.3 because of the influence of the attitudinal questions within the PCA.

When an unconstrained principal components analysis was run solely on the *final survey* data (i.e. one that was not limited to the same 3 poles as in 2006) it was found that the natural split for the *final survey* respondents was actually for 4 separate groups as follows:

- 'sustainable moders', who tend to use the bus, walk and share lifts frequently already. This tends to be an older, poorer demographic with a high proportion of females and retired people

- 'active convertibles', who already travel frequently by bicycle and walking as well as by car and have strong intentions to travel more by bicycle and walking

- 'motorised mode convertibles', who already travel most frequently by car but also walk frequently and although they have no yet developed strong intentions to travel more sustainable, have an untapped set of positive attitudes towards bus and walking more.

- 'non-changers', i.e. confirmed motorists, who tend to be male, middle aged and in employment.

This process was repeated with the data collected from the additional survey. These four groups were again clearly detected. Figure 33 shows a comparison between the proportions of the sample in each group for the *final* and *additional* survey samples.

The data suggest that:

- for the *additional survey*, which focused entirely on people in work, there were fewer people in the 'sustainable moders' category. This is likely to be linked to a higher average socio-economic demographic among the group entirely comprising workers,

suggesting that there are fewer people using public transport due to a lack of economic opportunity to make a choice
- overall, *additional survey* respondents contained more convertibles than the *final survey* sample
- the proportion of 'active convertibles' is similar to the *final survey*
- the proportion of 'motorised mode convertibles' is higher, in part because the higher average socio-economic demographic enables a greater choice and also because there is a greater openness to travel by train. (This group actually contains train travellers unlike the *final survey*.)
- the proportion of 'non-changers' is similar to the *final survey.*

Figure 33   Comparison of cluster analysis results for final sample

Cluster Group	*Final Survey*	*Additional Survey*
Sustainable moders	34%	25%
Active convertibles	18%	17%
Motorised mode convertibles	11%	20%
Non-changers	37%	38%

The fact that the convertibles can now be more easily differentiated between active moders (walk & cycle) and people who are receptive to potentially making a change to public transport has important consequences for the design of future campaigns, as it will be important to target the messages for each mode to the appropriate group within the population.

Overall the proportion of convertibles compares well with the value in 2006 in absolute terms. However, this needs to be viewed in an overall shift from 'sustainable moders' to 'non-changers', suggesting that favourable opinions of car travel are becoming more embedded within the population as time passes and will require an ongoing effort if this trend is to be reversed.

Annex E provides a more detailed representation of these four segments based on the data from the *final survey*.

5   CONCLUSIONS

5.1   Travel Behaviour

Comparing the *final and baseline survey* results, the biggest change in self-reported use of transport modes in a normal week was more use of frequent walking journeys in 2010 than in 2006. *Additional survey* respondents also showed rather more use of frequent walking trips, compared with the baseline, although the effect was not as marked as for the *final survey* sample. This trend appears to be reinforced by the 2010 trip data relating to both the *final and additional surveys* - which showed that walking was a frequently used main mode for the first four trips - and by the comparison of modal split data from Countywide surreys and the residential PTPs.

The increase in walking appears to be associated with a decreased frequency in the use of other modes. This includes a decrease in car use, which is most pronounced in terms of the 62% of *additional survey* respondents reporting that they never used car as a driver. There may be a link to the fact that walking was the mode that most 2006 respondents said they

would definitely or plan to use more, as well as an influence of the recession and fuel prices / travel costs in general.

With the exception of cycling in relation to *final survey* respondents, intentions to use sustainable modes appear to remain quite high in 2010. However, most of these people do not have access to a car and are already bus users. A greater proportion of *additional survey* respondents intended to cycle more than *final survey* respondents. (On the whole *additional survey* respondents had more positive perception of cycling than *final survey* respondents.)

Full trends in travel behaviour will become apparent from the Countywide survey to be repeated in 2010 which will add to the existing, replicated travel behaviour trendline.

5.2   Perception of transport issues and modes

Among *final and additional survey* respondents, levels of concern about local traffic safety, local air pollution from traffic, transport's contribution to climate change /global warming and local traffic congestion when travelling were similar, between 40-49%. In general, *additional survey* respondents' levels of environmental and safety-related concerns were a bit higher than those of the *final survey* sample.

Although being quite high in absolute terms, *final and additional survey* respondents' level of concern about congestion was rather lower than in 2006. Linked to this, car users appeared to be less concerned about reducing car use in 2010 than 2006. As already noted, use of car as a driver was lower in 2010 compared with 2006. Perception of the car as a positive mode remains high, although slightly less than in 2006. It currently rates particularly well on comfort and getting people to desired destination.

Attitudes to the bus are mixed overall, and somewhat less positive than in 2006. Bus travel presently rates well on availability, getting people to desired destination and safety. It is interesting to note that the perceived environmental advantage of bus travel appears to be being eroded. This may be as much about the general perception of the fleet as to actual environmental performance. However, it is important if TravelWise intends to continue environmental messages as part of its campaigns, as this might impact on the overall credibility of the message. Perception of the train remains quite positive overall, although somewhat less so than in 2006. The train currently rates well on safety and comfort.

Looking at perception of public transport performance compared with the car, in 2010 public transport still compares reasonably well. However, levels of positive perception mostly decreased from 2006. The changes in attitude to the bus and to public transport performance versus the car may be reflected in the smaller proportion of individuals using the bus frequently in 2010 than in 2006. *Additional survey* respondents viewed public transport performance more favourably than *final survey* respondents. This appears to be a reflection of the *additional survey* sample having a more positive perception of the train travel in particular.

Perceptions of walking remain very positive, but somewhat less so than in 2006. It currently rates very well on environmental friendliness, availability and reliability. The highly positive attitudes to walking in 2006 appear to have translated into a considerable increase in walking from 2006 to 2010.

Attitudes to cycling remain varied. There was also a trend in 2010 for more positive perception of cycling among those who considered it was available to them. Similar levels of *final and baseline survey* respondents thought that cycling and walking were realistic options

in both 2010 and 2006 (42-48%), while the corresponding figure for *additional survey* respondents was 30%. Although it is not possible to separate out views on cycling and walking within these responses, it seems likely that this was driven by positive opinions of walking rather than cycling.

5.3   Stages of Change and 'Convertibles'

Overall, awareness of environmental problems, the need to change behaviour and willingness to consider behaviour change have all decreased since 2006 from around 85% to around 50%. This is also reflected in lower proportions of the population accepting responsibility to reduce their car use and with positive perceptions of the various options available to them. Nonetheless, at the higher stages of the TAPESTRY stages of change the reductions appear to have been less marked, maybe reflecting that although people still aspire to use of the car (possibly more strongly) current economic climate is tying them into ongoing use of sustainable modes.

The psychological structures have remained largely constant between 2006 and 2010. The proportion of convertibles according to the original categories from 2006 has dropped, but it is now possible to see a differentiation between two convertible groups - one group that already uses and favours active modes (walking and cycling), and another group that is more favourably disposed towards motorised modes, but may be more resistant to change than the active mode convertibles. There remains a segment of middle class, non-sustainable non-changers and a category of older, poorer non-changers who already use public transport.

Motorists who are in work or study do not see the need to change behaviour, have a lower perception of problems than in 2006 and have a significantly lower perception of public transport.

The differentiation between two separate groups of convertibles appears to be in line with recent survey results and also the outcomes of the PTP projects in Childwall and Heswall. These appear to have performed well in instigating a shift towards walking, and to a lesser degree cycling, but did not result in a significant increase in bus use. The characteristics and aspirations of the motorised mode convertibles appear to match 'high end' bus services rather than the standard offering. This suggests a need to improve the image and hence perception of bus services in Merseyside to meet the increasing standards of the population in respect of motorised modes, as has been achieved elsewhere in the UK on selected routes / networks.

5.4   Research Lessons

In both the *final and baseline surveys*, people were asked to rate whether cycling and walking were realistic transport options for them. This allowed comparison of responses for 2010 and 2006. However, it is clear from other research findings that levels of use of and attitudes to walking and cycling are quite different (apart from both being seen as healthy). Thus when asking this question, it probably would have been more useful to have separated walking and cycling.

Administration of the *final survey* took 5 instead of the envisaged 2 weeks, due to difficulties in meeting the required quotas for employed people. We conclude that it was over-optimistic to have planned for this quantitative survey to have been completed within two weeks,

although we do still feel that three weeks should have been realistic. However, the level of working people in the selected district centre locations was just not sufficient to allow this.

As per standing instructions from the client, three quotes were obtained before subcontracting the fieldwork for the *final survey*. In selecting the agency, previous performance was considered, but the main factor taken into account was cost, being mindful of a previous request from TravelWise to use subcontractors offering lower prices wherever possible. The agency chosen (which actually conducted the 2006 survey) was 30% cheaper than either of the other quotes. However, going for the cheapest option can sometimes compromise quality of service, which may also mean that the savings made are reduced. In this case, we had to put a lot effort into chasing the agency about questionnaire delivery, which was not cost effective.

Due to the need to progress the *additional survey* quickly, as agreed with TravelWise, only one quote was obtained before subcontracting the fieldwork. This agency, different to the one subcontracted for the *final survey*, was used to conduct the fieldwork.

6   RECOMMENDATIONS

6.1   Campaign Recommendations

Recommendation 6.1   Continue to use bright, friendly, healthy, fun, and family oriented messages and images to promote cycling within future campaigns.

Recommendation 6.2   Work with bus operators to improve services. Meanwhile, in the short term, further campaigning on bus use should be focused in areas with better services or services are being improved.

Recommendation 6.3   When promoting public transport within future campaigns, continue to use lively, friendly, cheerful and family-oriented images, and credible messages about saving costs, e.g. availability of public transport passes, and avoiding parking charges.

Recommendation 6.4   Review TravelWise objectives and campaign positioning in light of the fact that congestion appears to be regarded as a less of a problem whilst there appear to be opportunities linked to the active travel agenda. This is particularly relevant given that it was noted that TravelWise is seen as primarily a public transport campaign rather than a campaign that supports all sustainable modes.

Recommendation 6.5   Review Countywide survey results and other regional data, e.g. traffic flows, to establish ongoing travel behaviour trends from like for like survey comparisons and if there has been a trend towards reduced congestion that would explain it being considered less of a problem in 2010 than 2006.

(NB additional recommendations about specific modes are included in the final report for 2008-11).

6.2   Research Recommendations

Recommendation 6.5 For any future large scale surveys, it would be advisable to allow an administration period of longer than two weeks. The specific duration should be determined in the light of a) the nature of the survey e.g. desired quotas and questionnaire complexity, and b) wider circumstances prevailing at the time when the survey is administered such as season and economic situation.

Recommendation 6.6 For any future subcontracting of fieldwork, several quotes should be obtained. The decision on who to subcontract to should balance factors such as previous performance, suitability to carry out the specific tasks required, and price. However, price should not be the overriding consideration.

Recommendation 6.7 For any future research into use and perception of different transport modes, questions about cycling and walking should not be combined.

ANNEX A – QUESTIONNAIRE

Nearest Town_____ **Interviewer** _____

NB Instructions for Interviewers are in *italics*

Q1) **Do you recognise the term 'TravelWise'?**	**Yes**	1 *If 'yes', go to Q2*	**No**	2 *If 'no', go to Q3*

Q2) **What does the term 'TravelWise' mean to you?** *(Please write below)*

Q3) **Do you recognise this design?** *(See showcard 1)*	**Yes**	1	**No**	2

Q4) **Do you own or have access to the use of a car?**	**Yes**	1	**No**	2

Q5) **How often do you use the following means of transport in a normal week?** *(See showcard 2 and enter appropriate codes below in ALL boxes)*					
Car as driver alone	**Car with someone else, either as driver or passenger**	**Bus**	**Train**	**Walking**	**Cycling**

Q6) **How many one way trips did you make yesterday?** *(INTERVIEWER NOTE: A TRIP IS A ONE-WAY JOURNEY OF MORE THAN 50 METRES. One trip means one way, so a return journey from A to B and back counts as two trips. Stopping off for something on the way counts as a separate trip.)*	

Q7) **What was the main mode of each trip?** *(See showcard 3 and enter appropriate code)*			
Trip 1		Trip 6	
Trip 2		Trip 7	
Trip 3		Trip 8	
Trip 4		Trip 9	
Trip 5		Trip 10	

Q8) **I am now going to read you some statements that people have used to describe how they feel about travel and transport locally**. *(See showcard 4 and enter appropriate codes below in ALL boxes)*		
I feel a personal sense of moral responsibility to reduce my use of the private car		*Only ask if a car user*
I see no need why I should reduce my use of the private car		
Changes in fuel prices have a big influence on the way I travel		
In general traffic congestion is a serious problem for me at the times I travel		
Traffic safety and accidents are a problem in the Merseyside area		
By using a car you are contributing to the problems of congestion and air pollution		
Public transport is as quick and convenient as using a car for my regular journeys		
Public transport is as reliable as travelling by car		
I am concerned about air pollution from traffic in Merseyside		
Public transport is as safe as travelling by car		
Cycling or walking is a much healthier way of travelling than other alternatives		
Cycling and walking are realistic transport options for me		
I am concerned about transport's contribution to Climate Change / Global Warming		
Public transport is more cost effective than travelling by car		

Q9) **Please can you indicate the extent to which you agree or disagree with the following statements for these means of travelling** *(See showcard 4 and enter appropriate codes below in ALL boxes)*	**Car**	**Bus**	**Train**	**Walking**	**Cycling**
Available to me whenever I need it					
Puts me in control of my travelling					
Reliable					
Comfortable					
Bright & upbeat					
Friendly to the environment					
Safe					
Cost effective					
Gets me to where I want to go					
Enjoyable					

Q10) **Intentions to change your travel behaviour?** (*See showcard 4 and enter appropriate codes below in ALL boxes*)	Car	Bus	Train	Walking	Cycling
I will definitely travel more this way					
I have already planned to do this more often					
I feel that I should do this more often					
I see no need to change my behaviour					
I have tried this and still use it					
I have tried this and it is unsuitable for my needs					

Q11) **On the whole how do you see yourself?**
(*See showcard 4 and enter appropriate codes below in ALL boxes*)

Bright and cheerful / upbeat		Laid back	
Professional		Conservative	
Punctual		Spontaneous	
Creative		Like to be the leader rather than a follower	
Interested in art & culture		Family oriented & homely	
Interested in scientific topics		Stylish	
Materialistic		Like to take risks	
Interested in nature & the environment		Active / outdoor type	
Friendly & open			

Q12) **Age** (*See showcard 5 and enter appropriate code*)		Q13) **Gender**	Male	Female

Q14) **What is your home postcode?**								

Q15) **Ethnicity** (*See showcard 6 and enter appropriate code*)	

Q16) **Which one of these best describes your situation?** (*See showcard 7 and enter appropriate code*)	*6.1*

Q17) **What is your occupation?** (Occupation of interviewee)

OCCUPATIONAL CLASSIFICATION OF RESPONDENT
(Please categorise response into table below)

A/B	C1	C2	D/E	Retired	Home maker	Student	Unemployed
1	2	3	4	5	6	7	8

Q18) **What is the occupation of the principal wage earner / head of household?**

OCCUPATIONAL CLASSIFICATION OF PRINCIPAL WAGE EARNER / HEAD OF HOUSEHOLD
(Please categorise response into table below)

A/B	C1	C2	D/E	Retired	Home maker	Student	Unemployed
1	2	3	4	5	6	7	8

ANNEX B - SHOWCARDS

SHOWCARD 1 / Q3

SHOWCARD 2 / Q5

Never	Less than once a week	Once or twice a week	3 or more times a week
1	2	3	4

SHOWCARD 3 / Q7

1. Walk
2. Bicycle
3. Bus
4. Car / van driver
5. Car / van passenger
6. Motorcycle / moped
7. Train
8. Taxi / minicab
9. Community transport
10.   Ferry
11.   Other

SHOWCARD 4 / Q8, Q9, Q10 & Q11

Use this scale

To what extent do you agree with the following…	**Strongly Agree**	**Agree**	**Neither agree or disagree**	**Disagree**	**Strongly Disagree**
	1	2	3	4	5

SHOWCARD 5 / Q12

1. 16-19	7. 45-49
2. 20-24	8. 50-54
3. 25-29	9. 55-59
4. 30-34	10. 60-64
5. 35-39	11. 65-69
6. 40-44	12. 70 and over

SHOWCARD 6 / Q15

White	**British**	**1**
	Irish	**2**
	Other White	**3**
Mixed	**White / black Caribbean**	**4**
	White / black African	**5**
	White / Asian	**6**
	Other mixed	**7**
Asian or Asian British	**Asian British**	**8**
	Indian	**9**
	Pakistani	**10**
	Bangladeshi	**11**
	Other Asian	**12**
Black or Black British	**Black British**	**13**
	Black Caribbean	**14**
	Black African	**15**
	Other Black	**16**
Chinese or other ethnic group	*Chinese*	17
	Other Ethnic Group / do not wish to state	18

SHOWCARD 7 / Q16

1. Employed full-time (30hrs/week or more)
2. Employed part-time (less than 30hrs/week)
3. Self employed
4. On a government supported training programme
5. In full-time education
6. Unemployed and available for work
7. Permanently sick/disabled
8. Wholly retired from work
9. Looking after the home
10.   Other

ANNEX C -
FINAL SURVEY RESULTS
IN DETAIL

THE SAMPLE

Table C.1 Nearest town

Nearest town	N°cit.	Percent
Non-response	1	0.1%
Bootle	104	10.7%
Kirby/Huyton	83	8.6%
Liverpool Central	183	18.9%
Southport	100	10.3%
Birkenhead	101	10.4%
Wallasey	95	9.8%
Wavertree	100	10.3%
St Helens	101	10.4%
Speke	100	10.3%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 174.79, df = 9, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.2 Age

Age	N°cit.	Percent
Non-response	3	0.3%
16-19	112	11.6%
20-24	143	14.8%
25-29	117	12.1%
30-34	85	8.8%
35-39	75	7.7%
40-44	80	8.3%
45-49	82	8.5%
50-54	69	7.1%
55-59	60	6.2%
60-64	54	5.6%
65-69	41	4.2%
70 & over	47	4.9%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 211.56, df = 12, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.3 Gender

Gender	N°cit.	Percent
Non-response	15	1.5%
Male	445	46.0%
Female	508	52.5%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 446.20, df = 2, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.4   Ethnicity

Ethnicity	N° cit.	Percent
Non-response	4	0.4%
White British	832	86.0%
White Irish	13	1.3%
Other White	9	0.9%
White/black Caribbean	19	2.0%
White/black African	7	0.7%
White Asian	4	0.4%
Other Mixed	11	1.1%
Asian British	17	1.8%
Indian	7	0.7%
Pakistani	2	0.2%
Bangladeshi	1	0.1%
Other Asian	3	0.3%
Black British	16	1.7%
Black Caribbean	6	0.6%
Black African	4	0.4%
Other Black	4	0.4%
Chinese	6	0.6%
Other Ethnic Group / do not wish to state	3	0.3%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 12649.15, df = 18, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.5   Employment situation

Employment situation	N° cit.	Percent
Non-response	9	0.9%
Employed full-time (30hrs/week or more)	350	36.2%
Employed part-time (less than 30hrs/week)	132	13.6%
Self employed	12	1.2%
On government supported training programme	13	1.3%
In full-time education	113	11.7%
Unemployed & available for work	77	8.0%
Permanently sick/disabled	26	2.7%
Wholly retired from work	115	11.9%
Looking after the home	116	12.0%
Other	5	0.5%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 1150.16, df = 10, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.6   Occupational classification of respondent

Occupational classification-respondent	N°cit.	Percent
Non-response	16	1.7%
A/B	26	2.7%
C1	229	23.7%
C2	135	13.9%
D/E	208	21.5%
Retired	91	9.4%
Home maker	121	12.5%
Student	66	6.8%
Unemployed	76	7.9%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 407.25, df = 8, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.7   Occupational classification of principal wage earner / head of household

Occupational classification-PWE/HoH	N°cit.	Percent
Non-response	106	11.0%
A/B	42	4.3%
C1	217	22.4%
C2	184	19.0%
D/E	172	17.8%
Retired	83	8.6%
Home maker	46	4.8%
Student	34	3.5%
Unemployed	84	8.7%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 340.59, df = 8, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

RECOGNITION AND UNDERSTANDING OF TRAVELWISE

NB at the request of TravelWise, analysis of brand recognition and understanding has been moved from the main body of this report to the final report covering 2008-11.

Table C.8   TravelWise recognition

Do you recognise the term 'TravelWise'?	N°cit.	Percent
Non-response	4	0.4%
Yes	213	22.0%
No	751	77.6%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 920.59, df = 2, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.9   Understanding of TravelWise

Only the 213 people who recognised the term TravelWise were asked about understanding of TravelWise's role. Not all of these people replied to this question. The 208 responses are categorised in the table below. Some individuals made more than one comment, referring to two or more specific issues and factors, e.g. promotion of sustainable travel and promotion of healthy travel. The table records a response each time someone mentioned a specific factor. Comments made by only one person have not been itemised separately and have been incorporated in an 'other' category.

A relatively good understanding of TravelWise is revealed among those replying, but with a bias towards TravelWise being about the use of public transport, rather than walking, cycling or car sharing. The most common responses were promoting the use of public transport as an alternative to the car, and general comments relating to 'transport' or 'travel'. These replies accounted for nearly a third of the total, followed by:
- Encouraging people to think about how they travel (e.g. encouraging off peak travel), 8% of citations
- Responses relating to public transport in general, 8% of citations
- Responses relating to TravelWise being a bus company or bus service, 7% of citations.

Response	No. of citations (%)
Dealing with travel and transport generally	32 (15.4%)
Promotion of public transport/public transport as an alternative to the car	32 (15.4%)
Encouraging people to think about how they travel wisely / off peak travel	17 (8.2%)
Related to public transport generally	16 (7.7%)
Related to bus services/companies	15 (7.2%)
Providing information/advice on local travel options/journey planning/website	14 (6.7%)
Encouraging less car use	13 (6.3%)
Promotion of all alternatives to the car	11 (5.3%)
Related to different types of travel	9 (4.3%)
Promotion sustainable/environmentally friendly/low carbon travel	7 (3.4%)
Promotion/improvement of local transport and travel	5 (2.4%)
Promotion of cost effective/efficient travel	5 (2.4%)
Related to Merseytravel/another company	4 (1.9%)
Related to walking/cycling	2 (1.0%)
Promotion safe travel	2 (1.0%)
Don't know/not sure	16 (7.7%)
Other	8 (3.8%)
Total citations	*208 (100.0%)*

Table C.10   Logo recognition

Do you recognise this design?	N° cit.	Percent
Non-response	3	0.3%
Yes	281	29.0%
No	684	70.7%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 726.71, df = 2, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

CURRENT TRAVEL BEHAVIOUR

Table C.11   Car ownership/access

Do you own or have access to car?	N° cit.	Percent
Non-response	9	0.9%
Yes	401	41.4%
No	558	57.6%
TOTAL OBS.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 495.57, df = 2, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.12   Frequency of mode use in a normal week

	Non-response	Never	Less than once a week	Once or twice a week	3 or more times a week	TOTAL
Use of car as driver alone in normal wk	2.0% (19)	63.9% (619)	2.6% (25)	3.5% (34)	28.0% (271)	**100% (968)**
Use of car share in normal wk	1.2% (12)	35.2% (341)	22.4% (217)	17.4% (168)	23.8% (230)	**100% (968)**
Use of bus in normal wk	0.9% (9)	27.2% (263)	18.8% (182)	16.4% (159)	36.7% (355)	**100% (968)**
Use of train in normal wk	0.6% (6)	48.0% (465)	34.0% (329)	10.5% (102)	6.8% (66)	**100% (968)**
Use of walking in normal wk	0.5% (5)	10.6% (103)	8.0% (77)	12.0% (116)	68.9% (667)	**100% (968)**
Use of cycling in normal wk	1.1% (11)	82.3% (797)	5.5% (53)	3.0% (29)	8.1% (78)	**100% (968)**
Total	**1.1% (62)**	**44.6% (2588)**	**15.2% (883)**	**10.5% (608)**	**28.7% (1667)**	**100% (5808)**

Chi2 = 2257.68, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 2257.68, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.13   Number of one way trips yesterday

A trip was defined as one-way from A to B and more than 50 metres.

How many 1 way trips made yesterday	N°cit.	Percent
Non-response	13	1%
0	129	13%
1	42	4%
2	367	38%
3	24	2%
4	208	21%
5	27	3%
6	82	8%
7	19	2%
8	32	3%
9	13	1%
10	8	1%
12	3	0%
16	1	0%
TOTAL CIT.	**968**	**100%**

Difference from reference distribution is highly significant. Chi2 = 2596.65, df = 16, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table C.14   Main mode of one way trips yesterday

NB no trips were made by motorcycle, community transport or ferry.

	Non-response	Walk	Bicycle	Bus	Car/van driver	Car/van passenger	Train	Taxi/minicab	Other	TOTAL
What was the main mode of trip 1	14.2% (137)	34.3% (332)	3.5% (34)	15.7% (152)	23.7% (229)	5.3% (51)	2.6% (25)	0.7% (7)	0.1% (1)	100% (968)
What was the main mode of trip 2	15.6% (151)	33.9% (328)	3.4% (33)	15.9% (154)	23.0% (223)	5.0% (48)	2.6% (25)	0.5% (5)	0.1% (1)	100% (968)
What was the main mode of trip 3	54.8% (530)	18.9% (183)	1.7% (16)	5.8% (56)	13.5% (131)	4.1% (40)	0.8% (8)	0.4% (4)	0.0% (0)	100% (968)
What was the main mode of trip 4	57.2% (554)	16.2% (157)	1.2% (12)	6.2% (60)	13.3% (129)	4.2% (41)	1.0% (10)	0.5% (5)	0.0% (0)	100% (968)
What was the main mode of trip 5	80.9% (783)	7.1% (69)	0.6% (6)	2.2% (21)	6.1% (59)	1.9% (18)	0.4% (4)	0.8% (8)	0.0% (0)	100% (968)
What was the main mode of trip 6	83.6% (809)	6.2% (60)	0.8% (8)	1.8% (17)	5.2% (50)	1.2% (12)	0.3% (3)	0.9% (9)	0.0% (0)	100% (968)
What was the main mode of trip 7	92.1% (892)	3.3% (32)	0.5% (5)	0.7% (7)	2.0% (19)	0.7% (7)	0.2% (2)	0.4% (4)	0.0% (0)	100% (968)
What was the main mode of trip 8	94.0% (910)	2.5% (24)	0.4% (4)	0.6% (6)	1.7% (16)	0.5% (5)	0.1% (1)	0.2% (2)	0.0% (0)	100% (968)
What was the main mode of trip 9	97.6% (945)	1.2% (12)	0.0% (0)	0.4% (4)	0.5% (5)	0.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)	100% (968)
What was the main mode of trip 10	98.8% (956)	0.4% (4)	0.0% (0)	0.5% (5)	0.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.1% (1)	100% (968)
Total	68.9% (6667)	12.4% (1201)	1.2% (118)	5.0% (482)	8.9% (863)	2.3% (224)	0.8% (78)	0.5% (44)	0.0% (3)	100% (9680)

Dependence is highly significant. Chi2 = 4358.96, df = 72, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 20 (22.2%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

PERCEPTION OF TRANSPORT MODES AND ISSUES

Table C.15   Attitudes to travel and transport locally

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
MORAL responsibility to reduce car use	57.2% (554)	3.5% (34)	9.8% (95)	8.8% (85)	14.4% (139)	6.3% (61)	100% (968)
No need to reduce car use	57.2% (554)	9.7% (94)	11.0% (106)	8.8% (85)	9.6% (93)	3.7% (36)	100% (968)
Fuel price changes are big influence	56.7% (549)	4.2% (41)	9.4% (91)	9.1% (88)	13.3% (129)	7.2% (70)	100% (968)
Traffic congestion is a serious problem	12.7% (123)	13.1% (127)	26.1% (253)	12.8% (124)	24.0% (232)	11.3% (109)	100% (968)
Traffic safety & accidents are a problem	12.7% (123)	9.7% (94)	30.7% (297)	25.0% (242)	17.9% (173)	4.0% (39)	100% (968)
Car use contributes 2 congestn & pollutn	12.8% (124)	17.7% (171)	41.1% (398)	20.0% (194)	6.8% (66)	1.5% (15)	100% (968)
PT as quick & convenient as car	12.6% (122)	12.0% (116)	24.8% (240)	13.6% (132)	27.6% (267)	9.4% (91)	100% (968)
PT as reliable as travelling by car	12.6% (122)	8.8% (85)	22.0% (213)	15.7% (152)	31.0% (300)	9.9% (96)	100% (968)
Concerned about pollution from traffic	12.6% (122)	12.7% (123)	28.2% (273)	29.6% (287)	13.8% (134)	3.0% (29)	100% (968)
PT as safe as travelling by car	12.6% (122)	17.9% (173)	36.6% (354)	18.2% (176)	12.9% (125)	1.9% (18)	100% (968)
Cycling or walking much healthier	12.6% (122)	46.6% (451)	32.2% (312)	4.5% (44)	2.5% (24)	1.5% (15)	100% (968)
Cycling or walking are realistic options	12.6% (122)	26.4% (256)	22.5% (218)	11.0% (106)	18.6% (180)	8.9% (86)	100% (968)
Concerned re transport contribution 2 CC	12.5% (121)	10.7% (104)	29.0% (281)	30.1% (291)	13.2% (128)	4.4% (43)	100% (968)
PT more cost effective than car	12.7% (123)	13.2% (128)	25.5% (247)	24.6% (238)	18.7% (181)	5.3% (51)	100% (968)
Total	**22.2% (3003)**	**14.7% (1997)**	**24.9% (3378)**	**16.6% (2244)**	**16.0% (2171)**	**5.6% (759)**	**100% (13552)**

Chi2 = 4724.31, df = 65, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 4724.31, df = 65, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.16   Attitudes to car

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
CAR AVAILABLE to me whenever I need it	0.3% (3)	24.7% (239)	17.0% (165)	6.9% (67)	27.9% (270)	23.1% (224)	100% (968)
Car puts me in control of my travelling	0.3% (3)	28.0% (271)	19.1% (185)	8.8% (85)	25.3% (245)	18.5% (179)	100% (968)
Car reliable	0.5% (5)	32.2% (312)	34.9% (338)	12.5% (121)	11.0% (106)	8.9% (86)	100% (968)
Car comfortable	0.4% (4)	37.0% (358)	38.1% (369)	10.8% (105)	7.3% (71)	6.3% (61)	100% (968)
Car bright & upbeat	0.6% (6)	24.3% (235)	25.6% (248)	29.3% (284)	11.5% (111)	8.7% (84)	100% (968)
Car friendly to the environment	0.2% (2)	6.1% (59)	8.1% (78)	31.4% (304)	38.6% (374)	15.6% (151)	100% (968)
Car safe	0.3% (3)	25.6% (248)	39.9% (386)	18.7% (181)	9.2% (89)	6.3% (61)	100% (968)
Car cost effective	0.8% (8)	15.9% (154)	25.1% (243)	25.4% (246)	22.4% (217)	10.3% (100)	100% (968)
Car gets me to where I want to go	0.4% (4)	36.5% (353)	31.9% (309)	12.4% (120)	9.1% (88)	9.7% (94)	100% (968)
Car enjoyable	0.4% (4)	29.4% (285)	37.3% (361)	18.5% (179)	7.7% (75)	6.6% (64)	100% (968)
Total	**0.4% (42)**	**26.0% (2514)**	**27.7% (2682)**	**17.5% (1692)**	**17.0% (1646)**	**11.4% (1104)**	**100% (9680)**

Chi2 = 1881.94, df = 45, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1881.94, df = 45, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.17   Attitudes to bus

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Bus available to me whenever I need it	0.3% (3)	27.2% (263)	41.6% (403)	10.4% (101)	14.8% (143)	5.7% (55)	100% (968)
Bus puts me in control of my travelling	0.4% (4)	19.0% (184)	35.7% (346)	17.3% (167)	19.9% (193)	7.6% (74)	100% (968)
Bus reliable	0.4% (4)	15.3% (148)	34.8% (337)	22.9% (222)	20.8% (201)	5.8% (56)	100% (968)
Bus comfortable	0.4% (4)	14.5% (140)	42.8% (414)	21.2% (205)	16.9% (164)	4.2% (41)	100% (968)
Bus bright & upbeat	0.7% (7)	11.1% (107)	27.0% (261)	36.7% (355)	18.3% (177)	6.3% (61)	100% (968)
Bus friendly to the environment	0.4% (4)	7.5% (73)	23.8% (230)	30.0% (290)	31.3% (303)	7.0% (68)	100% (968)
Bus safe	0.4% (4)	15.7% (152)	49.3% (477)	23.0% (223)	9.9% (96)	1.7% (16)	100% (968)
Bus cost effective	0.7% (7)	16.2% (157)	42.4% (410)	20.9% (202)	16.7% (162)	3.1% (30)	100% (968)
Bus gets me to where I want to go	0.4% (4)	23.8% (230)	40.3% (390)	16.6% (161)	13.8% (134)	5.1% (49)	100% (968)
Bus enjoyable	0.5% (5)	13.2% (128)	32.3% (313)	27.8% (269)	19.4% (188)	6.7% (65)	100% (968)
Total	**0.5% (46)**	**16.3% (1582)**	**37.0% (3581)**	**22.7% (2195)**	**18.2% (1761)**	**5.3% (515)**	**100% (9680)**

Chi2 = 745.53, df = 45, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 745.53, df = 45, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.18   Attitudes to train

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Train available to me whenever I need it	0.3% (3)	18.6% (180)	38.4% (372)	16.3% (158)	15.1% (146)	11.3% (109)	100% (968)
Train puts me in control of travelling	0.4% (4)	13.7% (133)	33.7% (326)	20.8% (201)	19.1% (185)	12.3% (119)	100% (968)
Train reliable	0.4% (4)	12.7% (123)	37.8% (366)	25.7% (249)	15.6% (151)	7.7% (75)	100% (968)
Train comfortable	0.4% (4)	13.6% (132)	45.6% (441)	23.9% (231)	10.4% (101)	6.1% (59)	100% (968)
Train bright & upbeat	0.7% (7)	9.7% (94)	29.1% (282)	40.6% (393)	13.0% (126)	6.8% (66)	100% (968)
Train friendly to the environment	0.4% (4)	6.7% (65)	30.6% (296)	32.9% (318)	22.2% (215)	7.2% (70)	100% (968)
Train safe	0.4% (4)	13.9% (135)	49.8% (482)	22.9% (222)	9.0% (87)	3.9% (38)	100% (968)
Train cost effective	0.7% (7)	9.1% (88)	36.5% (353)	30.3% (293)	17.7% (171)	5.8% (56)	100% (968)
Train gets me to where I want to go	0.4% (4)	16.1% (156)	37.9% (367)	22.6% (219)	14.8% (143)	8.2% (79)	100% (968)
Train enjoyable	0.5% (5)	12.4% (120)	36.6% (354)	31.0% (300)	13.2% (128)	6.3% (61)	100% (968)
Total	**0.5% (46)**	**12.7% (1226)**	**37.6% (3639)**	**26.7% (2584)**	**15.0% (1453)**	**7.6% (732)**	**100% (9680)**

Chi2 = 501.70, df = 45, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 501.70, df = 45, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.19   Attitudes to walking

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Walking available whenever I need it	0.3% (3)	56.2% (544)	33.7% (326)	4.9% (47)	2.9% (28)	2.1% (20)	**100% (968)**
Walking puts me in control of travelling	0.4% (4)	51.3% (497)	33.3% (322)	7.0% (68)	4.9% (47)	3.1% (30)	**100% (968)**
Walking reliable	0.4% (4)	55.0% (532)	34.1% (330)	6.4% (62)	2.6% (25)	1.5% (15)	**100% (968)**
Walking comfortable	0.4% (4)	35.5% (344)	37.9% (367)	15.6% (151)	7.6% (74)	2.9% (28)	**100% (968)**
Walking bright & upbeat	0.8% (8)	34.1% (330)	33.3% (322)	23.2% (225)	5.5% (53)	3.1% (30)	**100% (968)**
Walking friendly to the environment	0.5% (5)	56.6% (548)	34.2% (331)	5.8% (56)	2.5% (24)	0.4% (4)	**100% (968)**
Walking safe	0.5% (5)	39.8% (385)	42.9% (415)	11.4% (110)	4.4% (43)	1.0% (10)	**100% (968)**
Walking cost effective	0.8% (8)	57.4% (556)	30.5% (295)	6.9% (67)	3.5% (34)	0.8% (8)	**100% (968)**
Walking gets me to where I want to go	0.5% (5)	48.7% (471)	27.3% (264)	11.5% (111)	8.3% (80)	3.8% (37)	**100% (968)**
Walking enjoyable	0.6% (6)	34.5% (334)	41.9% (406)	12.7% (123)	6.7% (65)	3.5% (34)	**100% (968)**
Total	**0.5% (52)**	**46.9% (4541)**	**34.9% (3378)**	**10.5% (1020)**	**4.9% (473)**	**2.2% (216)**	**100% (9680)**

Chi2 = 647.45, df = 45, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 647.45, df = 45, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.20   Attitudes to cycling

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Cycling available whenever I need it	0.5% (5)	11.3% (109)	8.2% (79)	9.0% (87)	29.1% (282)	41.9% (406)	**100% (968)**
Cycling puts me in control of travelling	0.4% (4)	13.6% (132)	8.6% (83)	10.0% (97)	29.8% (288)	37.6% (364)	**100% (968)**
Cycling reliable	0.4% (4)	18.8% (182)	19.6% (190)	15.7% (152)	19.1% (185)	26.3% (255)	**100% (968)**
Cycling comfortable	0.4% (4)	9.0% (87)	11.1% (107)	16.1% (156)	29.1% (282)	34.3% (332)	**100% (968)**
Cycling bright & upbeat	0.6% (6)	11.8% (114)	15.7% (152)	22.2% (215)	22.5% (218)	27.2% (263)	**100% (968)**
Cycling friendly to the environment	0.5% (5)	41.1% (398)	34.1% (330)	9.2% (89)	7.4% (72)	7.6% (74)	**100% (968)**
Cycling safe	0.4% (4)	16.5% (160)	29.0% (281)	19.1% (185)	19.3% (187)	15.6% (151)	**100% (968)**
Cycling cost effective	0.7% (7)	38.2% (370)	31.0% (300)	12.2% (118)	8.5% (82)	9.4% (91)	**100% (968)**
Cycling gets me to where I want to go	0.5% (5)	18.4% (178)	8.7% (84)	13.1% (127)	27.0% (261)	32.3% (313)	**100% (968)**
Cycling enjoyable	0.6% (6)	12.3% (119)	10.7% (104)	15.3% (148)	27.9% (270)	33.2% (321)	**100% (968)**
Total	**0.5% (50)**	**19.1% (1849)**	**17.7% (1710)**	**14.2% (1374)**	**22.0% (2127)**	**26.5% (2570)**	**100% (9680)**

Chi2 = 1951.71, df = 45, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1951.71, df = 45, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

INTENDED CHANGES TO TRAVEL BEHAVIOUR

Table C.21   Future car travel

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
I will definitely travel more by car	0.3% (3)	11.7% (113)	9.1% (88)	25.5% (247)	30.6% (296)	22.8% (221)	**100% (968)**
Already planned to travel more by car	0.4% (4)	8.5% (82)	6.6% (64)	21.7% (210)	36.2% (350)	26.7% (258)	**100% (968)**
Feel I should travel more by car	0.4% (4)	6.3% (61)	6.3% (61)	24.2% (234)	37.0% (358)	25.8% (250)	**100% (968)**
See no need 2 change car travel behavior	0.3% (3)	40.5% (392)	36.7% (355)	10.8% (105)	7.5% (73)	4.1% (40)	**100% (968)**
I have tried the car and still use it	0.4% (4)	30.2% (292)	26.3% (255)	17.9% (173)	13.4% (130)	11.8% (114)	**100% (968)**
I've tried car & unsuitable for my needs	0.4% (4)	5.7% (55)	3.5% (34)	16.8% (163)	35.4% (343)	38.1% (369)	**100% (968)**
Total	**0.4% (22)**	**17.1% (995)**	**14.8% (857)**	**19.5% (1132)**	**26.7% (1550)**	**21.6% (1252)**	**100% (5808)**

Chi2 = 1899.20, df = 25, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1899.20, df = 25, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.22   Future bus travel

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
I will definitely travel more by bus	0.3% (3)	11.8% (114)	12.1% (117)	29.1% (282)	28.0% (271)	18.7% (181)	**100% (968)**
Already planned to travel more by bus	0.4% (4)	8.7% (84)	9.4% (91)	25.6% (248)	34.3% (332)	21.6% (209)	**100% (968)**
Feel I should travel more by bus	0.4% (4)	8.7% (84)	10.5% (102)	29.1% (282)	30.6% (296)	20.7% (200)	**100% (968)**
See no need 2 change bus travel behavior	0.3% (3)	40.2% (389)	40.4% (391)	9.6% (93)	7.3% (71)	2.2% (21)	**100% (968)**
I have tried the bus and still use it	0.3% (3)	34.4% (333)	34.4% (333)	11.0% (106)	11.3% (109)	8.7% (84)	**100% (968)**
I've tried bus & unsuitable for my needs	0.3% (3)	8.5% (82)	9.6% (93)	11.3% (109)	34.6% (335)	35.7% (346)	**100% (968)**
Total	**0.3% (20)**	**18.7% (1086)**	**19.4% (1127)**	**19.3% (1120)**	**24.3% (1414)**	**17.9% (1041)**	**100% (5808)**

Chi2 = 1925.85, df = 25, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1925.85, df = 25, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.23   Future train travel

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by train	0.5% (5)	4.8% (46)	10.1% (98)	33.6% (325)	28.0% (271)	23.0% (223)	100% (968)
Already planned to travel more by train	0.6% (6)	3.7% (36)	8.5% (82)	28.5% (276)	32.5% (315)	26.1% (253)	100% (968)
Feel I should travel more by train	0.7% (7)	4.5% (44)	10.3% (100)	29.5% (286)	30.0% (290)	24.9% (241)	100% (968)
No need 2 change train travel behavior	0.4% (4)	37.1% (359)	40.4% (391)	12.0% (116)	6.9% (67)	3.2% (31)	100% (968)
I have tried the train and still use it	0.4% (4)	23.1% (224)	34.2% (331)	17.5% (169)	13.2% (128)	11.6% (112)	100% (968)
I've tried train unsuitable for my needs	0.4% (4)	9.9% (96)	11.1% (107)	17.6% (170)	34.0% (329)	27.1% (262)	100% (968)
Total	**0.5% (30)**	**13.9% (805)**	**19.1% (1109)**	**23.1% (1342)**	**24.1% (1400)**	**19.3% (1122)**	**100% (5808)**

Chi2 = 1798.49, df = 25, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1798.49, df = 25, 1-p = >99.99%.Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.24   Future walking

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by walking	0.2% (2)	24.5% (237)	23.0% (223)	27.4% (265)	14.9% (144)	10.0% (97)	100% (968)
Already planned 2 travel more by walking	0.3% (3)	19.6% (190)	20.1% (195)	24.2% (234)	20.6% (199)	15.2% (147)	100% (968)
Feel I should travel more by walking	0.3% (3)	24.9% (241)	27.6% (267)	21.2% (205)	14.9% (144)	11.2% (108)	100% (968)
No need 2 change walking travel behavior	0.3% (3)	38.6% (374)	35.7% (346)	11.2% (108)	10.6% (103)	3.5% (34)	100% (968)
I have tried walking and still use it	0.3% (3)	46.7% (452)	37.1% (359)	7.1% (69)	5.3% (51)	3.5% (34)	100% (968)
I've tried walking & unsuitable for me	0.3% (3)	5.4% (52)	5.1% (49)	8.6% (83)	37.2% (360)	43.5% (421)	100% (968)
Total	**0.3% (17)**	**26.6% (1546)**	**24.8% (1439)**	**16.6% (964)**	**17.2% (1001)**	**14.5% (841)**	**100% (5808)**

Chi2 = 1960.77, df = 25, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1960.77, df = 25, 1-p = >99.99%.Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table C.25   Future cycling

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by cycling	0.2% (2)	5.6% (54)	6.1% (59)	14.0% (136)	31.3% (303)	42.8% (414)	100% (968)
Already planned 2 travel more by cycling	0.3% (3)	4.5% (44)	5.4% (52)	12.9% (125)	33.8% (327)	43.1% (417)	100% (968)
Feel I should travel more by cycling	0.3% (3)	7.2% (70)	7.7% (75)	13.0% (126)	30.7% (297)	41.0% (397)	100% (968)
No need 2 change cycling travel behavior	0.3% (3)	36.3% (351)	32.6% (316)	11.5% (111)	9.6% (93)	9.7% (94)	100% (968)
I have tried cycling and still use it	0.3% (3)	10.6% (103)	8.4% (81)	11.6% (112)	30.0% (290)	39.2% (379)	100% (968)
I've tried cycling & unsuitable for me	0.4% (4)	23.1% (224)	13.1% (127)	15.7% (152)	22.7% (220)	24.9% (241)	100% (968)
Total	**0.3% (18)**	**14.6% (846)**	**12.2% (710)**	**13.1% (762)**	**26.3% (1530)**	**33.4% (1942)**	**100% (5808)**

Chi2 = 1374.57, df = 25, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1374.57, df = 25, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

SELF-PERCEPTION

Table C.26   On the whole how do you see yourself?

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Bright and cheerful / upbeat	2.4% (23)	44.8% (434)	40.5% (392)	9.9% (96)	2.1% (20)	0.3% (3)	**100% (968)**
Professional	4.9% (47)	29.4% (285)	31.2% (302)	17.0% (165)	13.4% (130)	4.0% (39)	**100% (968)**
Punctual	4.1% (40)	43.9% (425)	36.5% (353)	9.1% (88)	4.9% (47)	1.5% (15)	**100% (968)**
Creative	4.4% (43)	30.8% (298)	30.6% (296)	18.9% (183)	12.9% (125)	2.4% (23)	**100% (968)**
Interested in art & culture	4.3% (42)	21.2% (205)	28.4% (275)	18.6% (180)	22.1% (214)	5.4% (52)	**100% (968)**
Interested in scientific topics	5.1% (49)	14.6% (141)	18.9% (183)	19.0% (184)	34.5% (334)	8.0% (77)	**100% (968)**
Materialistic	5.2% (50)	13.6% (132)	22.4% (217)	26.2% (254)	24.6% (238)	8.0% (77)	**100% (968)**
Interested in nature & the environment	4.3% (42)	24.5% (237)	37.1% (359)	18.8% (182)	11.0% (106)	4.3% (42)	**100% (968)**
Friendly & open	1.4% (14)	43.7% (423)	46.0% (445)	6.2% (60)	2.2% (21)	0.5% (5)	**100% (968)**
Laid back	3.8% (37)	32.5% (315)	32.3% (313)	18.8% (182)	11.4% (110)	1.1% (11)	**100% (968)**
Conservative	5.3% (51)	10.5% (102)	21.6% (209)	25.4% (246)	30.6% (296)	6.6% (64)	**100% (968)**
Spontaneous	4.0% (39)	21.9% (212)	31.3% (303)	18.9% (183)	21.7% (210)	2.2% (21)	**100% (968)**
Like to be leader rather than follower	5.5% (53)	18.6% (180)	21.8% (211)	25.5% (247)	25.0% (242)	3.6% (35)	**100% (968)**
Family oriented & homely	4.2% (41)	38.2% (370)	37.0% (358)	13.1% (127)	6.7% (65)	0.7% (7)	**100% (968)**
Stylish	4.5% (44)	22.4% (217)	29.9% (289)	20.9% (202)	18.2% (176)	4.1% (40)	**100% (968)**
Like to take risks	4.8% (46)	17.4% (168)	18.9% (183)	19.1% (185)	33.4% (323)	6.5% (63)	**100% (968)**
Active/outdoor type	4.2% (41)	24.4% (236)	26.5% (257)	22.1% (214)	17.9% (173)	4.9% (47)	**100% (968)**
Total	**4.3% (702)**	**26.6% (4380)**	**30.0% (4945)**	**18.1% (2978)**	**17.2% (2830)**	**3.8% (621)**	**100% (16456)**

Chi2 = 2560.16, df = 80, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 2560.16, df = 80, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

ANNEX D - METHODOLOGIES FOR FINAL SURVEY, COUNTYWIDE SURVEYS AND RESIDENTIAL PTP EVALUATIONS

For the *final survey* 2010, trip data was collected for the previous day (mostly weekdays). A trip was defined as a one way journey of more than 50 metres. One trip meant one way, so a return journey from A to B and back was counted as two trips. Stopping off for something on the way was counted as a separate trip. This survey methodology resulted in 3,013 trips being recorded. The main mode of each trip was recorded.

For the Countywide surveys, face to face household interviews were undertaken. The interviewers collected trip data for the previous travel day from each household member (Monday to Friday only). A trip was defined as a one way journey made for a specific purpose. If a journey contained more than one purpose then it was split into a corresponding number of trips. Short walk trips were included, except for numerous short walk trips undertaken within the same purpose. This survey methodology resulted in 11,926 trips being recorded in 2008. The interviewers recorded the more important mode used for each trip.

PTP evaluation was conducted using one-to-one interviews with a single individual in each household in the PTP delivery areas, to ask about their travel the previous day (Monday to Friday only). Interviews were undertaken either face to face on the doorstep - Childwall, or by telephone - Heswall.

ANNEX E- FINAL SURVEY SEGMENTATION ANALYSIS

Label	Motorised mode Convertibles	Non changers	Active Sustainable changers	Sustainable Moders
Attributes				
Demographics				
Soc class				27% retired
Gender		63% male		58% female
Working	V High	High	Med	Low
Age	Younger	Mid age	Young	Old
Beliefs				
Traffic congestion problem	V high	Medium	High	Low
Moral resp. reduce use of car	41%	16%	79%	40%
Car contributes to congestion and pollution	V high	Medium	V high	Medium
PT as quick & convenient as car	Med		High	High
PT as reliable	Low	V Low	High	Medium
Cycle / walk healthier	High	Medium	V high	High
Cycle / walk realistic	High	V Low	V high	High
PT more cost effective	Med	Low	V high	High
Behaviours				
Use of car as driver	V high	V high	High	Low
Use of car share	Low	Med	Low	High
Use of Bus	Med	V Low	Med	High
Use of Train	Low	V Low	Low	V Low
Use of walking	High	Med	High	V High
Use of cycling	Low	V Low	High	V Low
Intentions				
Travel more by bus	Low	Low	Med	High
Travel more by train				Med
Travel more by walking	Low		High	Med
Travel more by cycling	Low	V Low	High	V. Low
Mode Perceptions				
Car				
Available	V High	Med	V high	Low
Puts me in control	High	High	High	Low
Reliable	V High	V high	Med	V high
Comfortable	V High	V high	Med	V high
Bright& Upbeat	High	High	High	Med
Safe	High	V high	High	High
Bus				
Available	High	Low	High	High
Puts me in control	High	Low	V high	V high
Reliable	High	Low	V high	V high
Comfortable	High	Low	High	High
Bright& Upbeat	Med	Low	High	High
Safe	High	High	V high	High
Train				
Available	H	L	H	VH
Puts me in control	H	L	H	H
Reliable	VH	H	VH	VH
Comfortable	H	H	H	VH
Bright& Upbeat	H	H	H	H
Safe	H	VH	VH	VH
Walking				
Available	VH	H	VH	VH
Puts me in control	VH	H	VH	VH
Reliable	H	H	VH	VH
Comfortable	VH	H	VH	VH
Bright& Upbeat	VH	M	VH	H
Safe	VH	H	VH	VH
Cycling				
Available	L	VL	H	VL
Puts me in control	M	L	VH	VL
Reliable	M	M	VH	L
Comfortable	L	L	H	L
Bright& Upbeat	M	M	H	L
Safe	M	M	H	M

	Current sustainable behaviour
	Sustainable belief, attitude or intention
	Non sustainable behaviour
	Non sustainable attitude /intention

	Current sustainable belief / perception
	Sustainable belief / perception
	Non sustainable behaviour
	Non sustainable attitude / intention

ANNEX F - ADDITIONAL SURVEY RESULTS IN DETAIL

THE SAMPLE

Table F.1   Nearest town

Nearest town	N° cit.	Percent
Bootle	17	5.2%
Kirby/Huyton	7	2.1%
Liverpool Central	256	78.5%
Southport	8	2.5%
Birkenhead	15	4.6%
Wallasey	2	0.6%
Wavertree	16	4.9%
St Helens	3	0.9%
Speke	2	0.6%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 1508.12, df = 8, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.2   Age

Age	N° cit.	Percent
16-19	35	10.7%
20-24	65	19.9%
25-29	51	15.6%
30-34	35	10.7%
35-39	35	10.7%
40-44	24	7.4%
45-49	31	9.5%
50-54	20	6.1%
55-59	20	6.1%
60-64	8	2.5%
65-69	2	0.6%
70 & over	0	0.0%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 149.07, df = 11, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.3   Gender

Gender	N° cit.	Percent
Male	149	45.7%
Female	177	54.3%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is slightly significant. Chi2 = 2.40, df = 1, 1-p = 87.90%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.4   Ethnicity

Ethnicity	N° cit.	Percent
White British	303	92.9%
White Irish	7	2.1%
Other White	6	1.8%
White/black Caribbean	0	0.0%
White/black African	0	0.0%
White Asian	1	0.3%
Other Mixed	1	0.3%
Asian British	0	0.0%
Indian	2	0.6%
Pakistani	1	0.3%
Bangladeshi	0	0.0%
Other Asian	0	0.0%
Black British	2	0.6%
Black Caribbean	0	0.0%
Black African	0	0.0%
Other Black	0	0.0%
Chinese	3	0.9%
Other Ethnic Group / do not wish to state	0	0.0%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 4749.01, df = 17, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.5   Employment situation

Employment situation	N° cit.	Percent
Employed full-time (30hrs/week or more)	220	67.5%
Employed part-time (less than 30hrs/week)	98	30.1%
Self employed	8	2.5%
On government supported training programme	0	0.0%
In full-time education	0	0.0%
Unemployed & available for work	0	0.0%
Permanently sick/disabled	0	0.0%
Wholly retired from work	0	0.0%
Looking after the home	0	0.0%
Other	0	0.0%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 1455.23, df = 9, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.6   Occupational classification of principal wage earner

Occupational classification-PWE/HoH	N°cit.	Percent
A/B	72	22.1%
C1	107	32.8%
C2	76	23.3%
D/E	71	21.8%
Retired	0	0.0%
Home maker	0	0.0%
Student	0	0.0%
Unemployed	0	0.0%
TOTAL OBS.	**326**	**100%**

RECOGNITION AND UNDERSTANDING OF TRAVELWISE

NB at the request of TravelWise, analysis of brand recognition and understanding has been moved from the main body of this report to the final report covering 2008-11.

Table F.7   TravelWise recognition

Do you recognise the term 'TravelWise'?	N°cit.	Percent
Yes	76	23.3%
No	250	76.7%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 92.87, df = 1, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

Table F.8   Understanding of TravelWise

Only the 76 people who recognised the term TravelWise were asked about understanding of TravelWise's role. There were 76 responses, summarized in the table below. Comments made by only one person have not been itemized separately and have been incorporated in an 'other' category.

A relatively good understanding of TravelWise was revealed amongst those replying. The most frequent replies being:
- 12% stating that it related to public transport (with a further 5% responding that it related to bus services/companies)
- 11% stating that it was about cost effective travel or purchasing cheaper public transport tickets/passes.

However, 21% of respondents were not sure of the meaning of TravelWise, and 15% of respondents made comments in the 'other' category, for example:

It's a Travel Agents called that by where I live.

Posters at train stations.

Response	No. of citations (%)
Related to public transport generally	9 (11.8%)
Promotion of cost effective/efficient travel/saver tickets	8 (10.5%)
Outlining different options available for travel	6 (7.9%)
Related to bus services/companies	4 (5.3%)
Promotion of sustainable/environmentally friendly/ low carbon travel	4 (5.3%)
Promoting safe travel	4 (5.3%)
Related to smart/wise travel	4 (5.3%)
Related to Merseytravel	3 (3.9%)
Promotion of all alternatives to the car	3 (3.9%)
Related to children's travel to school	2 (2.6%)
Related to finding the right routes to get somewhere	2 (2.6%)
Don't know/not sure	16 (21.1%)
Other	11 (14.5%)
Total citations	*76 (100.0%)*

Table F.9   Logo recognition

Do you recognise this design?	N° cit.	Percent
Yes	64	19.6%
No	262	80.4%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is highly significant. Chi2 = 120.26, df = 1, 1-p = >99.99%. Chi2 is calculated with equal expected frequencies for each modality.

CURRENT TRAVEL BEHAVIOUR

Table F.10   Car ownership/access

Do you own or have access to car?	N° cit.	Percent
Yes	186	57.1%
No	140	42.9%
TOTAL OBS.	**326**	**100%**

Difference from reference distribution is significant. Chi2 = 6.49, df = 1, 1-p = 98.92%.
Chi2 is calculated with equal expected frequencies for each modality.

Table F.11   Frequency of mode use in a normal week

	Never	Less than once a week	Once or twice a week	3 or more times a week	**TOTAL**
Use of car as driver alone in normal wk	61.7% (201)	2.5% (8)	4.6% (15)	31.3% (102)	**100% (326)**
Use of car share in normal wk	31.9% (104)	14.4% (47)	19.0% (62)	34.7% (113)	**100% (326)**
Use of bus in normal wk	41.7% (136)	7.7% (25)	6.7% (22)	43.9% (143)	**100% (326)**
Use of train in normal wk	46.6% (152)	19.6% (64)	10.1% (33)	23.6% (77)	**100% (326)**
Use of walking in normal wk	25.5% (83)	9.8% (32)	7.7% (25)	57.1% (186)	**100% (326)**
Use of cycling in normal wk	86.5% (282)	5.2% (17)	2.1% (7)	6.1% (20)	**100% (326)**
Total	**49.0% (958)**	**9.9% (193)**	**8.4% (164)**	**32.8% (641)**	**100% (1956)**

Dependence is highly significant. Chi2 = 447.24, df = 15, 1-p = >99.99%.
Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.12   Number of one way trips yesterday

A trip was defined as one-way from A to B and more than 50 metres.

No of trips	No. citations	Percent
None	19	5.8%
1	8	2.5%
2	82	25.2%
3	9	2.8%
4	74	22.7%
5	15	4.6%
6	54	16.6%
7	6	1.8%
8	34	10.4%
9	5	1.5%
10	17	5.2%
12	1	0.3%
18	1	0.3%
24	1	0.3%
Total	326	100%

Table F.13   Main mode of one way trips yesterday

---	Non-response	Walk	Bicycle	Bus	Car/van driver	Car/van passenger	Motorcycle/ moped	Train	Taxi/minicab	Community transport	Ferry	Other	TOTAL
Main mode of trip 1	5.8% (19)	42.9% (140)	2.1% (7)	10.4% (34)	23.6% (77)	9.8% (32)	0.3% (1)	2.5% (8)	2.5% (8)	0.0% (0)	0.0% (0)	0.0% (0)	100% (326)
Main mode of trip 2	8.3% (27)	20.9% (68)	1.5% (5)	26.7% (87)	19.0% (62)	6.4% (21)	0.3% (1)	14.7% (48)	1.5% (5)	0.0% (0)	0.3% (1)	0.3% (1)	100% (326)
Main mode of trip 3	33.4% (109)	33.1% (108)	1.5% (5)	7.7% (25)	15.0% (49)	3.4% (11)	0.3% (1)	4.3% (14)	0.6% (2)	0.3% (1)	0.0% (0)	0.3% (1)	100% (326)
Main mode of trip 4	36.2% (118)	31.6% (103)	0.9% (3)	8.0% (26)	16.3% (53)	4.3% (14)	0.0% (0)	1.8% (6)	0.6% (2)	0.3% (1)	0.0% (0)	0.0% (0)	100% (326)
Main mode of trip 5	58.9% (192)	14.7% (48)	0.6% (2)	8.0% (26)	6.7% (22)	4.3% (14)	0.0% (0)	6.1% (20)	0.3% (1)	0.0% (0)	0.0% (0)	0.3% (1)	100% (326)
Main mode of trip 6	63.8% (208)	21.2% (69)	0.6% (2)	2.5% (8)	6.4% (21)	3.7% (12)	0.3% (1)	1.2% (4)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	100% (326)
Main mode of trip 7	80.1% (261)	4.9% (16)	0.0% (0)	5.8% (19)	2.5% (8)	1.8% (6)	0.0% (0)	3.7% (12)	0.9% (3)	0.0% (0)	0.3% (1)	0.0% (0)	100% (326)
Main mode of trip 8	81.9% (267)	9.2% (30)	0.3% (1)	1.5% (5)	3.7% (12)	1.8% (6)	0.0% (0)	1.2% (4)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	100% (326)
Main mode of trip 9	92.3% (301)	2.5% (8)	0.0% (0)	1.2% (4)	2.8% (9)	0.9% (3)	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100% (326)
Main mode of trip 10	93.9% (306)	1.8% (6)	0.0% (0)	0.3% (1)	2.1% (7)	1.2% (4)	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.3% (1)	100% (326)
Total	55.5% (1808)	18.3% (596)	0.8% (25)	7.2% (235)	9.8% (320)	3.8% (123)	0.1% (4)	3.6% (118)	0.7% (23)	0.1% (2)	0.1% (2)	0.1% (4)	100% (3260)

Dependence is highly significant. Chi2 = 1608.67, df = 99, 1-p = >99.99%Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 60 (50.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

PERCEPTION OF TRANSPORT MODES AND ISSUES

Table F.14   Attitudes to travel and transport locally

	Non-response	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Moral responsibility to reduce car use	60.7% (198)	4.6% (15)	11.0% (36)	6.7% (22)	14.4% (47)	2.5% (8)	100% (326)
No need to reduce car use	61.0% (199)	5.5% (18)	12.6% (41)	5.2% (17)	12.9% (42)	2.8% (9)	100% (326)
Fuel price changes are big influence	61.0% (199)	5.8% (19)	11.7% (38)	4.9% (16)	13.2% (43)	3.4% (11)	100% (326)
Traffic congestion is a serious problem	0.0% (0)	12.9% (42)	33.7% (110)	12.0% (39)	33.1% (108)	8.3% (27)	100% (326)
Traffic safety & accidents are a problem	0.0% (0)	8.6% (28)	30.7% (100)	26.1% (85)	30.7% (100)	4.0% (13)	100% (326)
Car use contributes 2 congestn & pollutn	0.0% (0)	15.0% (49)	58.0% (189)	15.0% (49)	10.4% (34)	1.5% (5)	100% (326)
PT as quick & convenient as car	0.0% (0)	14.1% (46)	31.6% (103)	12.0% (39)	31.6% (103)	10.7% (35)	100% (326)
PT as reliable as travelling by car	0.0% (0)	9.5% (31)	30.1% (98)	9.2% (30)	41.1% (134)	10.1% (33)	100% (326)
Concerned about pollution from traffic	0.0% (0)	8.9% (29)	35.9% (117)	22.1% (72)	28.2% (92)	4.9% (16)	100% (326)
PT as safe as travelling by car	0.0% (0)	16.3% (53)	50.6% (165)	13.2% (43)	18.1% (59)	1.8% (6)	100% (326)
Cycling or walking much healthier	0.0% (0)	39.6% (129)	50.6% (165)	3.7% (12)	2.8% (9)	3.4% (11)	100% (326)
Cycling or walking are realistic options	0.0% (0)	10.1% (33)	19.6% (64)	8.6% (28)	33.1% (108)	28.5% (93)	100% (326)
Concerned re transport contribution 2 CC	0.0% (0)	10.4% (34)	38.3% (125)	18.7% (61)	25.2% (82)	7.4% (24)	100% (326)
PT more cost effective than car	0.0% (0)	8.3% (27)	46.0% (150)	20.2% (66)	19.0% (62)	6.4% (21)	100% (326)
Total	13.1% (596)	12.1% (553)	32.9% (1501)	12.7% (579)	22.4% (1023)	6.8% (312)	100% (4564)

Chi2 = 3432.88, df = 65, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 3432.88, df = 65, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.15   Attitudes to car

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Car available to me whenever I need it	32.8% (107)	23.9% (78)	6.4% (21)	25.8% (84)	11.0% (36)	**100% (326)**
Car puts me in control of my travelling	34.7% (113)	24.5% (80)	8.9% (29)	23.6% (77)	8.3% (27)	**100% (326)**
Car reliable	38.0% (124)	35.6% (116)	9.8% (32)	12.0% (39)	4.6% (15)	**100% (326)**
Car comfortable	41.4% (135)	44.8% (146)	6.1% (20)	3.7% (12)	4.0% (13)	**100% (326)**
Car bright & upbeat	31.0% (101)	39.6% (129)	16.9% (55)	8.3% (27)	4.3% (14)	**100% (326)**
Car friendly to the environment	11.0% (36)	11.3% (37)	25.5% (83)	43.3% (141)	8.9% (29)	**100% (326)**
Car safe	29.8% (97)	49.4% (161)	14.1% (46)	4.6% (15)	2.1% (7)	**100% (326)**
Car cost effective	19.0% (62)	22.7% (74)	23.9% (78)	29.1% (95)	5.2% (17)	**100% (326)**
Car gets me to where I want to go	42.0% (137)	39.6% (129)	6.1% (20)	8.9% (29)	3.4% (11)	**100% (326)**
Car enjoyable	35.3% (115)	42.3% (138)	14.1% (46)	6.1% (20)	2.1% (7)	**100% (326)**
Total	**31.5% (1027)**	**33.4% (1088)**	**13.2% (430)**	**16.5% (539)**	**5.4% (176)**	**100% (3260)**

Chi2 = 688.68, df = 36, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 688.68, df = 36, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.16   Attitudes to bus

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Bus available to me whenever I need it	16.9% (55)	45.7% (149)	12.6% (41)	21.8% (71)	3.1% (10)	**100% (326)**
Bus puts me in control of my travelling	10.4% (34)	32.5% (106)	17.5% (57)	33.7% (110)	5.8% (19)	**100% (326)**
Bus reliable	10.1% (33)	29.8% (97)	18.7% (61)	35.6% (116)	5.8% (19)	**100% (326)**
Bus comfortable	8.6% (28)	38.7% (126)	23.0% (75)	25.5% (83)	4.3% (14)	**100% (326)**
Bus bright & upbeat	5.5% (18)	23.0% (75)	33.4% (109)	32.5% (106)	5.5% (18)	**100% (326)**
Bus friendly to the environment	7.4% (24)	31.3% (102)	28.5% (93)	29.1% (95)	3.7% (12)	**100% (326)**
Bus safe	9.5% (31)	55.5% (181)	19.0% (62)	13.2% (43)	2.8% (9)	**100% (326)**
Bus cost effective	11.0% (36)	44.2% (144)	17.2% (56)	24.5% (80)	3.1% (10)	**100% (326)**
Bus gets me to where I want to go	14.7% (48)	47.9% (156)	14.1% (46)	18.4% (60)	4.9% (16)	**100% (326)**
Bus enjoyable	8.3% (27)	24.5% (80)	29.8% (97)	33.1% (108)	4.3% (14)	**100% (326)**
Total	**10.2% (334)**	**37.3% (1216)**	**21.4% (697)**	**26.7% (872)**	**4.3% (141)**	**100% (3260)**

Chi2 = 261.05, df = 36, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 261.05, df = 36, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.17   Attitudes to train

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Train available to me whenever I need it	15.0% (49)	43.9% (143)	17.2% (56)	18.7% (61)	5.2% (17)	100% (326)
Train puts me in control of travelling	9.5% (31)	36.5% (119)	22.1% (72)	26.1% (85)	5.8% (19)	100% (326)
Train reliable	12.6% (41)	40.8% (133)	24.8% (81)	17.5% (57)	4.3% (14)	100% (326)
Train comfortable	13.2% (43)	52.8% (172)	18.7% (61)	12.9% (42)	2.5% (8)	100% (326)
Train bright & upbeat	8.0% (26)	36.5% (119)	34.0% (111)	18.1% (59)	3.4% (11)	100% (326)
Train friendly to the environment	14.4% (47)	49.4% (161)	24.8% (81)	10.1% (33)	1.2% (4)	100% (326)
Train safe	15.3% (50)	55.5% (181)	19.3% (63)	8.6% (28)	1.2% (4)	100% (326)
Train cost effective	12.3% (40)	32.8% (107)	30.1% (98)	21.5% (70)	3.4% (11)	100% (326)
Train gets me to where I want to go	14.7% (48)	44.2% (144)	18.1% (59)	17.5% (57)	5.5% (18)	100% (326)
Train enjoyable	12.9% (42)	37.1% (121)	34.0% (111)	13.8% (45)	2.1% (7)	100% (326)
Total	**12.8% (417)**	**42.9% (1400)**	**24.3% (793)**	**16.5% (537)**	**3.5% (113)**	**100% (3260)**

Chi2 = 177.25, df = 36, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 177.25, df = 36, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.18   Attitudes to walking

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Walking available whenever I need it	53.4% (174)	33.1% (108)	1.8% (6)	5.5% (18)	6.1% (20)	100% (326)
Walking puts me in control of travelling	42.9% (140)	34.7% (113)	5.5% (18)	9.8% (32)	7.1% (23)	100% (326)
Walking reliable	44.8% (146)	40.5% (132)	4.0% (13)	5.2% (17)	5.5% (18)	100% (326)
Walking comfortable	36.2% (118)	33.1% (108)	11.0% (36)	12.6% (41)	7.1% (23)	100% (326)
Walking bright & upbeat	35.6% (116)	38.7% (126)	13.2% (43)	8.0% (26)	4.6% (15)	100% (326)
Walking friendly to the environment	69.0% (225)	27.9% (91)	0.9% (3)	1.8% (6)	0.3% (1)	100% (326)
Walking safe	38.3% (125)	35.9% (117)	12.6% (41)	8.0% (26)	5.2% (17)	100% (326)
Walking cost effective	61.7% (201)	28.5% (93)	1.5% (5)	3.1% (10)	5.2% (17)	100% (326)
Walking gets me to where I want to go	39.0% (127)	29.8% (97)	7.7% (25)	12.6% (41)	11.0% (36)	100% (326)
Walking enjoyable	39.9% (130)	39.6% (129)	5.5% (18)	9.5% (31)	5.5% (18)	100% (326)
Total	**46.1% (1502)**	**34.2% (1114)**	**6.4% (208)**	**7.6% (248)**	**5.8% (188)**	**100% (3260)**

Chi2 = 286.64, df = 36, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 286.64, df = 36, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.19   Attitudes to cycling

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
Cycling available whenever I need it	15.3% (50)	17.2% (56)	11.3% (37)	26.7% (87)	29.4% (96)	100% (326)
Cycling puts me in control of travelling	13.5% (44)	21.8% (71)	15.6% (51)	26.7% (87)	22.4% (73)	100% (326)
Cycling reliable	15.6% (51)	26.4% (86)	18.4% (60)	19.0% (62)	20.6% (67)	100% (326)
Cycling comfortable	11.0% (36)	15.6% (51)	23.0% (75)	28.8% (94)	21.5% (70)	100% (326)
Cycling bright & upbeat	12.6% (41)	24.5% (80)	22.7% (74)	20.9% (68)	19.3% (63)	100% (326)
Cycling friendly to the environment	47.9% (156)	33.1% (108)	8.6% (28)	7.1% (23)	3.4% (11)	100% (326)
Cycling safe	12.3% (40)	20.6% (67)	26.1% (85)	27.0% (88)	14.1% (46)	100% (326)
Cycling cost effective	31.6% (103)	36.8% (120)	12.6% (41)	8.0% (26)	11.0% (36)	100% (326)
Cycling gets me to where I want to go	22.1% (72)	17.8% (58)	15.0% (49)	27.9% (91)	17.2% (56)	100% (326)
Cycling enjoyable	17.5% (57)	21.2% (69)	20.6% (67)	22.7% (74)	18.1% (59)	100% (326)
Total	19.9% (650)	23.5% (766)	17.4% (567)	21.5% (700)	17.7% (577)	100% (3260)

Chi2 = 480.81, df = 36, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 480.81, df = 36, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

INTENDED CHANGES TO TRAVEL BEHAVIOUR

Table F.20   Future car travel

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by car	4.3% (14)	16.9% (55)	22.1% (72)	42.6% (139)	14.1% (46)	100% (326)
Already planned to travel more by car	3.4% (11)	12.0% (39)	15.3% (50)	53.7% (175)	15.6% (51)	100% (326)
Feel I should travel more by car	1.5% (5)	11.0% (36)	17.5% (57)	56.7% (185)	13.2% (43)	100% (326)
See no need 2 change car travel behavior	21.2% (69)	42.9% (140)	15.3% (50)	18.1% (59)	2.5% (8)	100% (326)
I have tried the car and still use it	16.9% (55)	38.7% (126)	13.5% (44)	19.0% (62)	12.0% (39)	100% (326)
I've tried car & unsuitable for my needs	0.9% (3)	6.4% (21)	15.6% (51)	47.5% (155)	29.4% (96)	100% (326)
Total	8.0% (157)	21.3% (417)	16.6% (324)	39.6% (775)	14.5% (283)	100% (1956)

Chi2 = 551.16, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 551.16, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.21   Future bus travel

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by bus	4.0% (13)	22.4% (73)	16.0% (52)	45.1% (147)	12.6% (41)	100% (326)
Already planned to travel more by bus	2.8% (9)	16.3% (53)	15.6% (51)	50.6% (165)	14.7% (48)	100% (326)
Feel I should travel more by bus	2.8% (9)	16.6% (54)	18.1% (59)	50.3% (164)	12.3% (40)	100% (326)
See no need 2 change bus travel behavior	16.9% (55)	46.6% (152)	15.3% (50)	17.5% (57)	3.7% (12)	100% (326)
I have tried the bus and still use it	13.2% (43)	37.7% (123)	9.5% (31)	29.8% (97)	9.8% (32)	100% (326)
I've tried bus & unsuitable for my needs	6.1% (20)	18.4% (60)	11.3% (37)	46.6% (152)	17.5% (57)	100% (326)
Total	7.6% (149)	26.3% (515)	14.3% (280)	40.0% (782)	11.8% (230)	100% (1956)

Chi2 = 293.99, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 293.99, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.22   Future train travel

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by train	3.7% (12)	22.4% (73)	22.1% (72)	43.9% (143)	8.0% (26)	100% (326)
Already planned to travel more by train	2.5% (8)	16.3% (53)	19.9% (65)	52.1% (170)	9.2% (30)	100% (326)
Feel I should travel more by train	3.4% (11)	22.7% (74)	19.6% (64)	46.6% (152)	7.7% (25)	100% (326)
No need 2 change train travel behavior	16.0% (52)	45.7% (149)	17.2% (56)	19.3% (63)	1.8% (6)	100% (326)
I have tried the train and still use it	9.2% (30)	35.9% (117)	15.6% (51)	30.1% (98)	9.2% (30)	100% (326)
I've tried train unsuitable for my needs	3.4% (11)	14.7% (48)	19.3% (63)	46.6% (152)	16.0% (52)	100% (326)
Total	6.3% (124)	26.3% (514)	19.0% (371)	39.8% (778)	8.6% (169)	100% (1956)

Chi2 = 269.30, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 269.30, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.23   Future walking

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by walking	16.9% (55)	37.1% (121)	15.0% (49)	23.6% (77)	7.4% (24)	100% (326)
Already planned 2 travel more by walking	16.6% (54)	31.6% (103)	18.1% (59)	25.2% (82)	8.6% (28)	100% (326)
Feel I should travel more by walking	22.1% (72)	45.7% (149)	7.7% (25)	18.1% (59)	6.4% (21)	100% (326)
No need 2 change walking travel behavior	15.0% (49)	35.3% (115)	17.2% (56)	27.9% (91)	4.6% (15)	100% (326)
I have tried walking and still use it	18.1% (59)	54.9% (179)	11.7% (38)	9.5% (31)	5.8% (19)	100% (326)
I've tried walking & unsuitable for me	6.1% (20)	14.1% (46)	20.6% (67)	44.8% (146)	14.4% (47)	100% (326)
Total	15.8% (309)	36.5% (713)	15.0% (294)	24.8% (486)	7.9% (154)	100% (1956)

Chi2 = 253.42, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 253.42, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table F.24   Future cycling

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	TOTAL
I will definitely travel more by cycling	6.7% (22)	13.2% (43)	17.5% (57)	26.7% (87)	35.9% (117)	100% (326)
Already planned 2 travel more by cycling	6.7% (22)	10.4% (34)	17.2% (56)	30.1% (98)	35.6% (116)	100% (326)
Feel I should travel more by cycling	8.0% (26)	20.6% (67)	15.0% (49)	26.1% (85)	30.4% (99)	100% (326)
No need 2 change cycling travel behavior	18.7% (61)	25.2% (82)	19.6% (64)	23.6% (77)	12.9% (42)	100% (326)
I have tried cycling and still use it	6.4% (21)	10.4% (34)	15.0% (49)	39.6% (129)	28.5% (93)	100% (326)
I've tried cycling & unsuitable for me	4.6% (15)	15.3% (50)	20.2% (66)	31.9% (104)	27.9% (91)	100% (326)
Total	8.5% (167)	15.8% (310)	17.4% (341)	29.7% (580)	28.5% (558)	100% (1956)

Chi2 = 148.23, df = 20, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 148.23, df = 20, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

SELF-PERCEPTION

Table F.25   On the whole how do you see yourself?

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree	**TOTAL**
Bright and cheerful / upbeat	51.2% (167)	42.3% (138)	2.5% (8)	4.0% (13)	0.0% (0)	**100% (326)**
Professional	51.5% (168)	30.1% (98)	9.5% (31)	8.9% (29)	0.0% (0)	**100% (326)**
Punctual	62.6% (204)	29.1% (95)	3.7% (12)	4.3% (14)	0.3% (1)	**100% (326)**
Creative	50.3% (164)	27.3% (89)	8.3% (27)	13.5% (44)	0.6% (2)	**100% (326)**
Interested in art & culture	31.6% (103)	27.0% (88)	12.9% (42)	26.4% (86)	2.1% (7)	**100% (326)**
Interested in scientific topics	19.3% (63)	19.6% (64)	12.0% (39)	45.4% (148)	3.7% (12)	**100% (326)**
Materialistic	11.3% (37)	23.9% (78)	15.3% (50)	44.2% (144)	5.2% (17)	**100% (326)**
Interested in nature & the environment	21.8% (71)	41.4% (135)	16.3% (53)	19.6% (64)	0.9% (3)	**100% (326)**
Friendly & open	55.2% (180)	39.9% (130)	2.5% (8)	2.5% (8)	0.0% (0)	**100% (326)**
Laid back	45.7% (149)	31.3% (102)	11.7% (38)	10.4% (34)	0.9% (3)	**100% (326)**
Conservative	10.7% (35)	20.2% (66)	20.2% (66)	42.3% (138)	6.4% (21)	**100% (326)**
Spontaneous	33.1% (108)	34.7% (113)	12.9% (42)	19.3% (63)	0.0% (0)	**100% (326)**
Like to be leader rather than follower	33.1% (108)	21.8% (71)	19.6% (64)	24.5% (80)	0.9% (3)	**100% (326)**
Family oriented & homely	54.0% (176)	28.2% (92)	8.0% (26)	8.9% (29)	0.9% (3)	**100% (326)**
Stylish	28.8% (94)	33.4% (109)	17.5% (57)	19.6% (64)	0.6% (2)	**100% (326)**
Like to take risks	23.0% (75)	31.9% (104)	12.0% (39)	28.8% (94)	4.3% (14)	**100% (326)**
Active/outdoor type	27.9% (91)	33.7% (110)	13.2% (43)	22.1% (72)	3.1% (10)	**100% (326)**
Total	**36.0% (1993)**	**30.4% (1682)**	**11.6% (645)**	**20.3% (1124)**	**1.8% (98)**	**100% (5542)**

Chi2 = 1210.19, df = 64, 1-p = >99.99%.

Dependence is highly significant. Chi2 = 1210.19, df = 64, 1-p = >99.99%. Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.