



Transport East
Travel & Behaviour
Survey Report

SOUTHEND ON SEA

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1.0 ■ Introduction

1.1 Project Background

Overview

Purpose

The Transport East (TE) region has historically relied on the Census Travel to Work data to understand the travel behaviour of their residents and to inform their work. However, with the 2021 Census being undertaken during the Covid-19 pandemic and the 2011 data now outdated, there is a need to supplement this with a travel and behaviour survey. In addition, data on trip patterns and attributes and perceptions are limited, relying mostly on the National Travel Survey for aspects such as journey purpose by mode.

The purpose of this study is to provide analysis and insight that will be used alongside wider datasets, evidence and insights to inform the development of strategies, policies and planning in the East. This will be provided at a regional and local transport authority level.

Objectives

- The study will help to address and inform the following objectives:
- To understand current travel patterns, including journey purpose, demographics, and place of residence, as well as transport needs
 - To capture attitudes towards changing modes of transport, including the barriers to change
 - To consider travel patterns at district and Local Transport Authority (LTA) geographies.
 - To understand factors that influence travel choices for those who live within the same area.
 - To fill gaps from the 2021 census and reconcile against the 2021 census.
 - To capture travel changes post-Covid.

Methodology*

A 25-minute online survey was carried out between March 18th to April 17th 2024.

The survey captured 3,824 responses from across the TE region and included 105 from 20 miles radius outside of the region to capture those who travel in. The survey used a panel and an open link, which was shared on LTA websites.

In Southend-on-Sea, 284 responses were captured, including 165 panel link responses and 119 open link responses.

Respondents were recruited based on quotas that were reflective of the proportion of residents in the district and LTA. This was taken from the Census 2021 data.

Demographics were not controlled for when recruiting respondents. Therefore, data in the report is weighted to be reflective age and gender groupings from the Census for each district in TE.

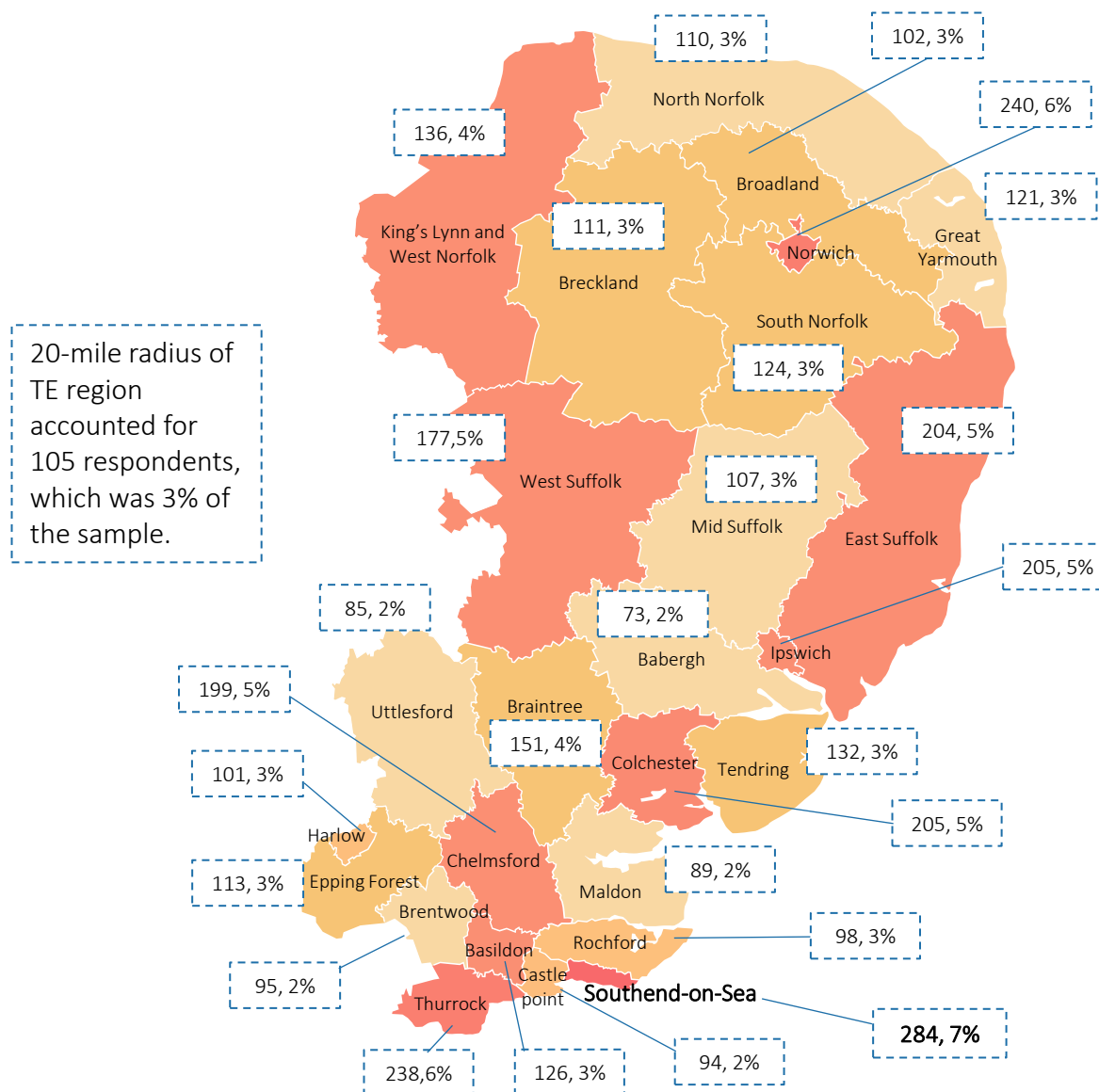
1.2 Fieldwork Summary

Distribution of responses and % of total responses

To assess the validity of the findings and how they were distributed across the TE region, the map shows the number of responses and response rates. These were controlled by target quotas based on the Census 2021, to minimise bias of any one district or authority in the overall results.

We received 284 responses from Southend-on-Sea, accounting for 7% of the total responses. This was a 96% increase on the initial target of 145 responses, the highest uplift in responses across LTAs. More women than men, and those aged 60+, answered the survey compared to other demographics in Southend-on-Sea.

Of the LTAs, Essex had the highest number of responses (1,488 responses) and accounted for 39% of the total responses. This was a 14% increase on the initial target of 1,305 responses, but it was the only LTA where not all districts achieved their target.



Note: the map shows the number of responses of each district, and the % of total responses

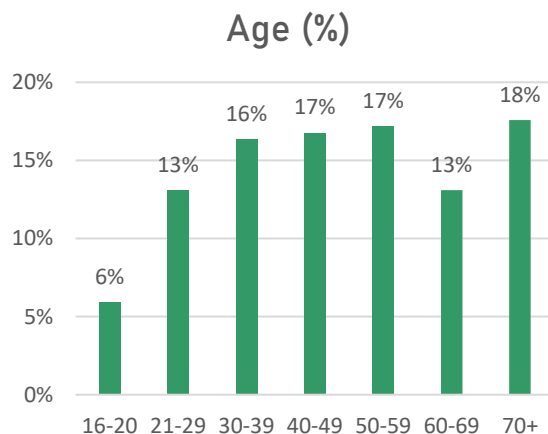
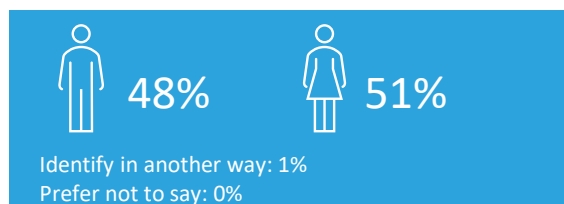
2.0 Southend-on-Sea

2.1 Demographics of Survey Results

Demographics were not controlled for when recruiting respondents to maximise responses. Therefore in the report is weighted to be representative of age and gender from the Census 2021 for each district in the TE region. See Appendices 7.1 for further information on methodology and weighting

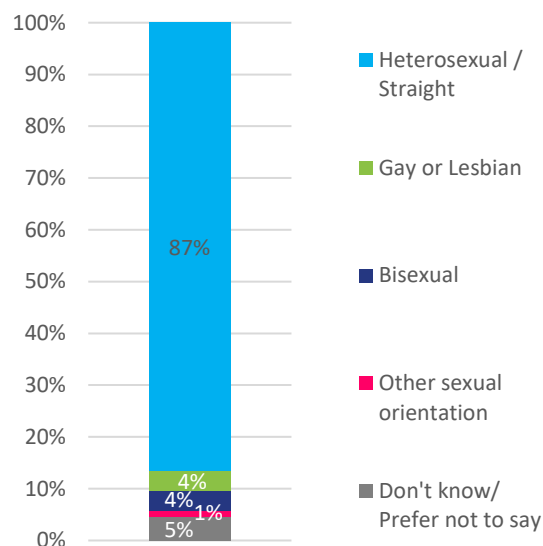
2.1 Demographics of Survey Results for Southend-on-Sea

Age & Gender



Like other Transport East regions, the gender distribution in Southend-on-Sea is approximately equal between men and women. Southend-on-Sea is older than the UK overall - About two thirds (65%) of respondents are 40+, and about a third (31%) are 60+. (vs 24% England & Wales - Census 2021)

Sexual Orientation

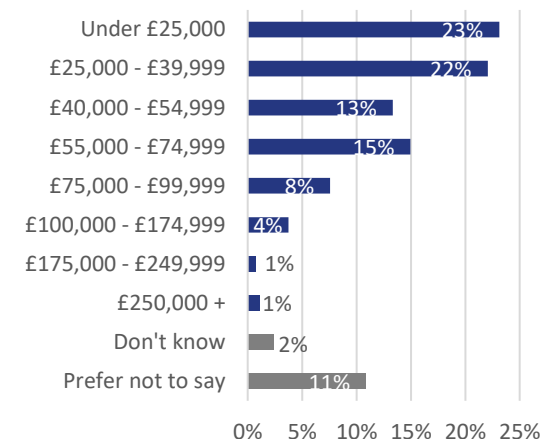


Household/living status

Average household size
3.0

82% have children that are attending school

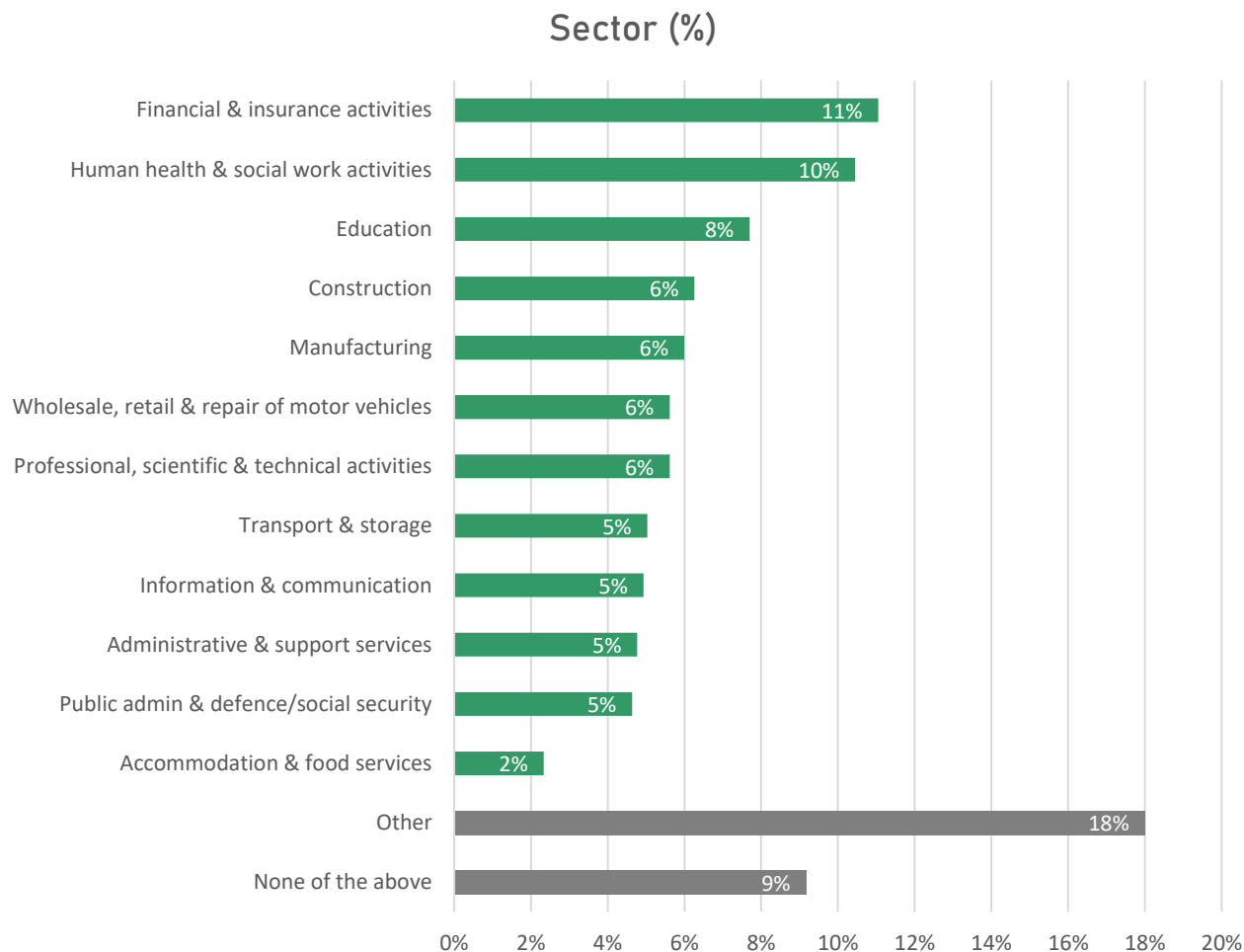
Household income before tax (%)



18% of respondents in Southend-on-Sea live alone. A further 71% live in a household of 2-4 people (including themselves), with the average household size of 3 people. They are most likely to live with their partner (59%), followed by children at 38%.

The average household income is £43,000 - this is higher than the ONS average of £33,200 (ONS, 2022).

2.1 Demographics of Survey Results for Southend-on-Sea



Employment/study status



63% currently work

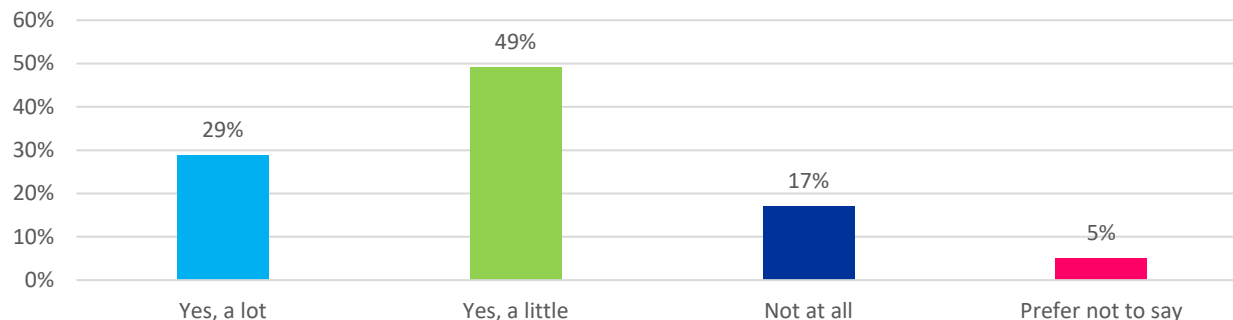
63% of Southend-on-Sea respondents are currently working in a typical week. Of those not working, over half are retired (54%), 15% are looking after home or family/caring for someone and 18% are studying or unable to work due to sickness or disability.

Respondents work in various sectors, with financial & insurance activities and human health & social work activities being the top 2, at 11% and 10% respectively. Education is third at 8%.

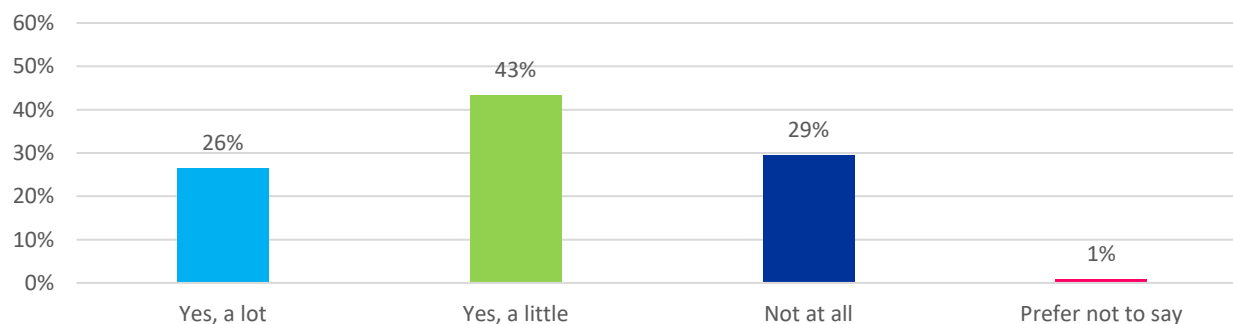
Those who reported other (18%) were required to input a response for their employment. This included those working in entertainment.

2.1 Demographics of Survey Results for Southend-on-Sea

Does your condition reduce your ability to carry out day-to-day activities? (%)



Does your disability impact your ability to travel on different modes of transport? (%)



Disability

24%

Have long-term physical/mental health conditions or disability

Of the 24% of respondents who reported physical or mental health conditions/illness, 24% reported difficulty in mobility, 33% mental health issues and 10% issues with stamina, breathing or fatigue.

29% of these people stated that their disability impacts them 'a lot' by reducing their ability to carry out day-to-day activities, with a further 49% saying they were impacted 'a little'. In a typical week, 51% of them are currently employed.

28% of them require assistance in their day-to-day activities, with a helper/personal assistant/carer being the most-often cited support required.

2.0



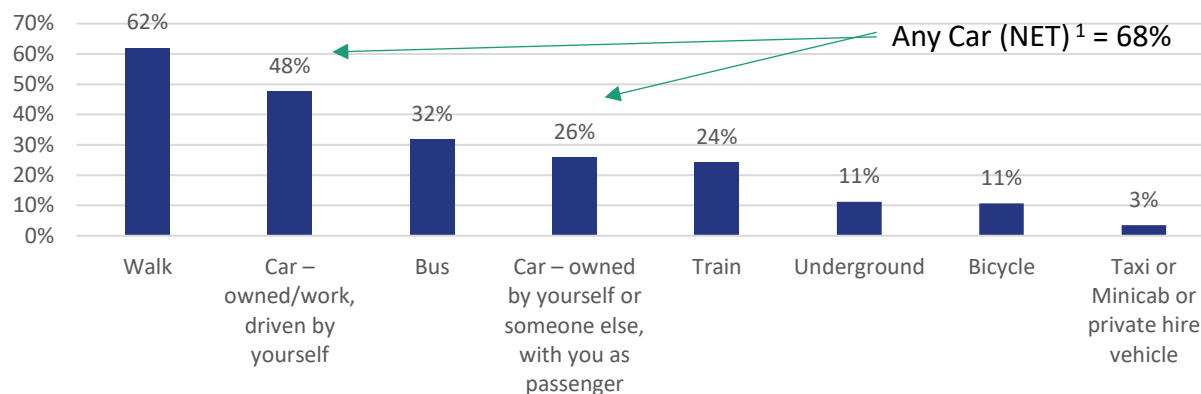
Southend-on-Sea

2.2

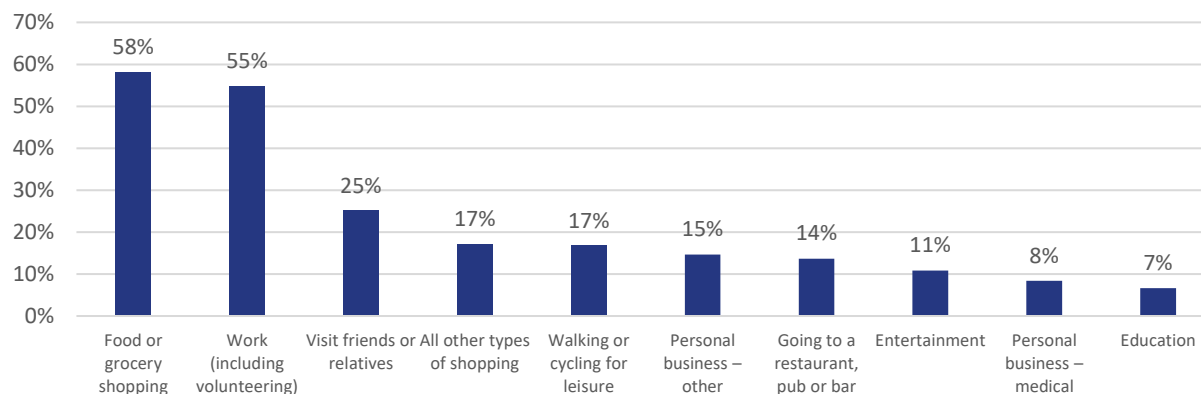
Current travel behaviours and attitudes

2.2 Current Travel Behaviours & Attitudes

Top 8 transport modes used in the last 2 days (%)



Top 10 travel purposes in the last 2 days (%)



Travel behaviours in the last two days

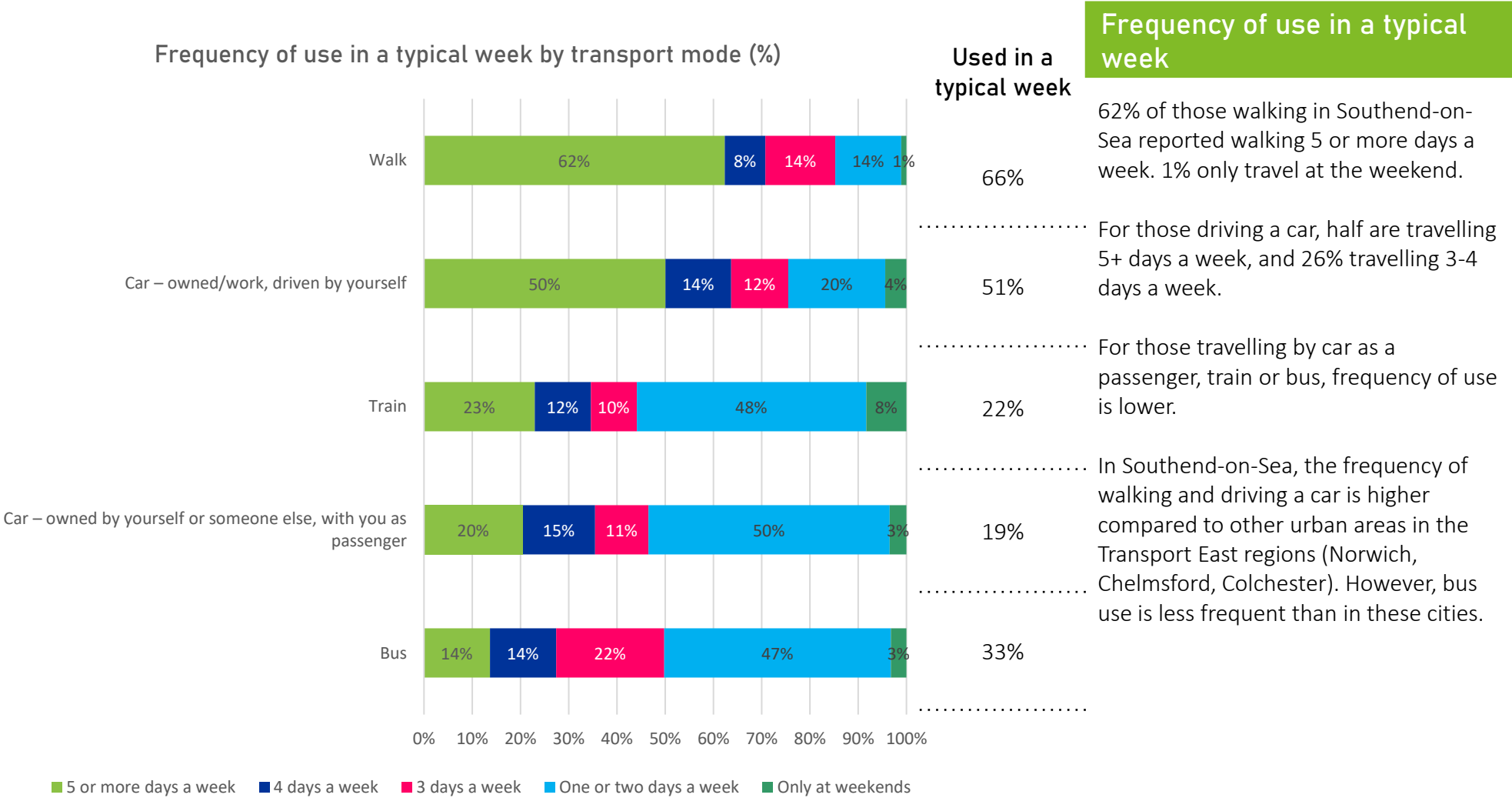
To assess most recent travel behaviour, we explored how people were travelling in the last 2 days. At the time of completing the survey, 73% of people had travelled to other places in the last 2 days. Among those who did not travel, 69% reported that they had no need to travel.

Although using a car (either as a driver, passenger or sharer) was the most used mode of transport, walking was the most-selected single behaviour – perhaps not unexpected for a very urban-centric region.

The most reported travel purposes in the last two days were food/grocery shopping (58%), going to work (55%) and visiting friends/relatives (25%).

On average, respondents spent 25 minutes travelling for food or groceries, and 43 minutes travelling to work (one-way trip).

2.2 Current Travel Behaviours & Attitudes



2.2 Current Travel Behaviours & Attitudes

Walking	Food or grocery shopping (62%)	Walking or cycling for leisure (56%)	Work (including volunteering) (48%)
Car (as driver)	Food or grocery shopping (76%)	Visit friends or relatives (65%)	Work (including volunteering) (62%)
Car (as passenger)	Work (including volunteering) (59%)	Food or grocery shopping (38%)	All other types of shopping (38%)
Train	Work (including volunteering) (82%)	Visit friends or relatives (37%)	Leisure and entertainment (34%)
Bus	Food or grocery shopping (38%)	Visit friends or relatives (35%)	Leisure and entertainment (33%)

Travel purposes in a typical week

The most common trip purposes are food/grocery shopping or for work (including volunteer) – a trend observed across all demographics.

People are more likely to travel for food/grocery shopping by car as a driver.

The leading reason for walking is to food/grocery shopping (62%), a trend that differs to the overall TE region, where walking for leisure dominates. Instead, this is the second most common reason for walking, with dog walking a reason people may go out in Southend-on-Sea.

These figures are similar to the National Travel Survey, whereby shopping and commuting emerged as the most common trip purposes in England in 2022.

2.2 Current Travel Behaviours & Attitudes

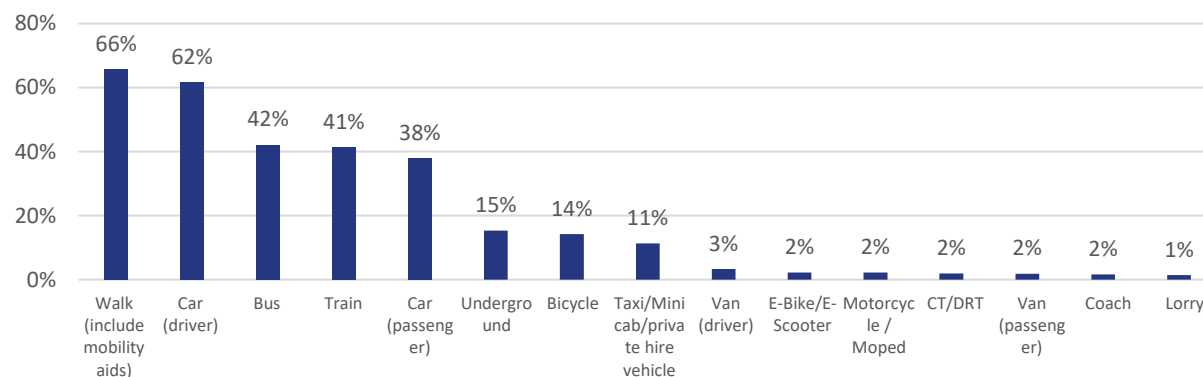
Transport modes used in a typical week

As might be expected for a primarily urban region, walking, travelling by car as a driver and the bus are the top 3 modes of transport that respondents have use in a typical week. This corresponds to the order of use in a typical week, with the main transport modes used are walking (66%) and driving a car (51%). Bus use is higher than being a passenger in a car.

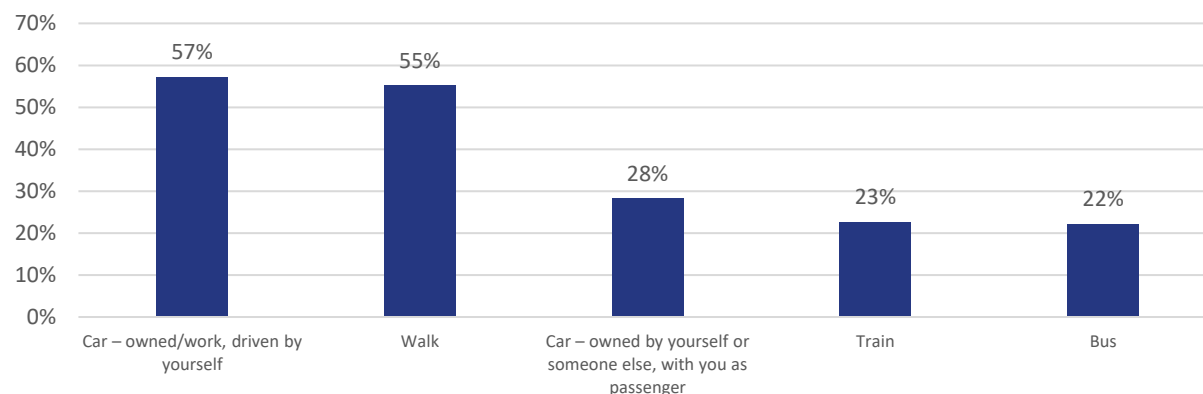
Additionally, 16% of respondent reported cycling in a typical week, higher than the regional average.

Car usage (as a driver) is most notable among those aged 50+ or earning more than £55,000.

Transport modes they have access to in a typical week (%)



Top 5 transport modes used in a typical week (%)



2.2 Current Travel Behaviours & Attitudes

Walking	It is a short journey (49%)	Better for the environment (48%)	Is convenient (43%)
Car (as driver)	Is convenient (61%)	Enables me to get to and from where I need to go (59%)	Is fast at getting me to my destination (49%)
Car (as passenger)	Is convenient (56%)	Is fast at getting me to my destination (46%)	Enables me to do multiple activities in one trip (45%)
Train	Is fast at getting me to my destination (48%)	Is convenient (47%)	More suitable when I travel for this purpose (42%)
Bus	Is convenient (53%)	Enables me to get to and from where I need to go (51%)	Better value for money (41%)

Reasons for choosing each transport mode in a typical week

The leading reason for using the car (either as driver or passenger) is convenience (61% and 56% respectively), followed by the speed and ability to get to and from destinations.

Convenience and the ability to get to and from destinations are also key benefits of bus travel. 41% consider it better value for money; a view that is in line with that of other LTAs in the Transport East area.

For rail travel, speed of getting to a destination is the top reason for choice, while walking is typically chosen for shorter journeys, environmental benefits and its convenience. This is in line with other LTAs.

An additional benefit of non-car options, such as the bus, is cost-savings. 41% of respondents considering it better value for money.

2.2 Current Travel Behaviours & Attitudes

Combining transport modes in one trip

34%

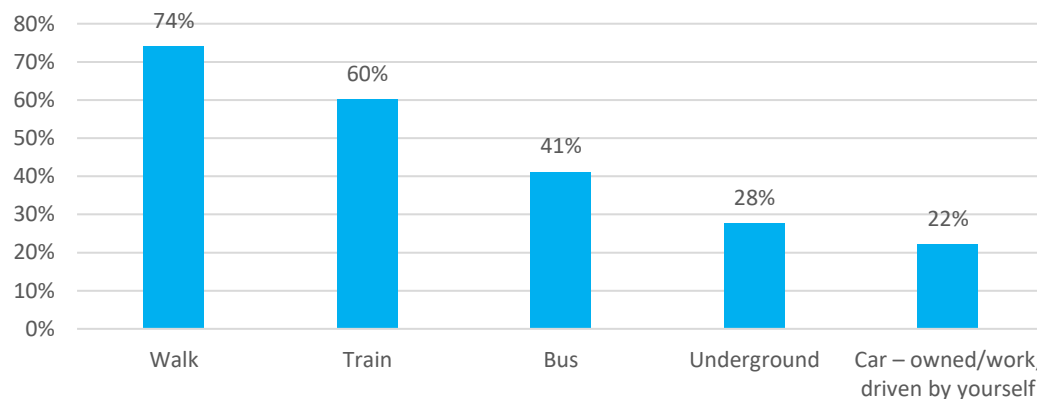
Combine more than one mode of transport into one trip

Average number of transport modes combined: 2.5

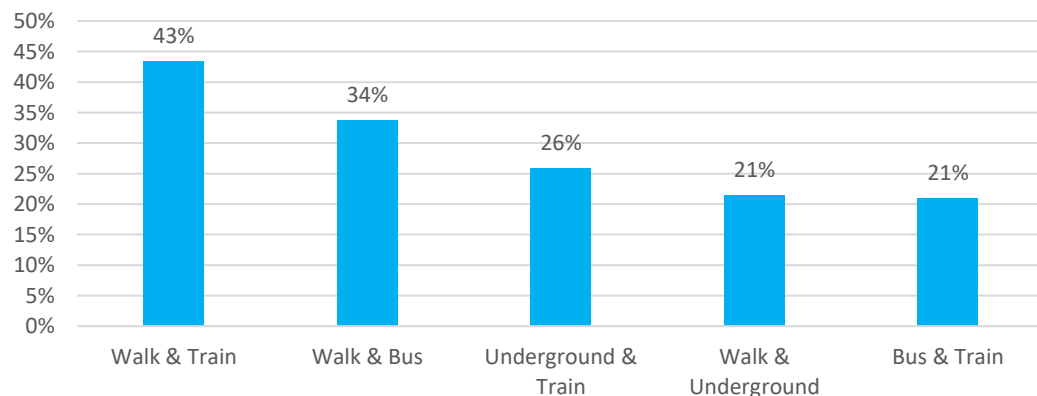
A third of respondents typically combine more than one transport mode into a single trip. Among those who do combine, they typically use 2-3 transport modes per trip.

Walking, train and bus are the transport modes that are most likely to be used in combination with others, with “Underground and train” also included for journeys into London.

Top 5 transport modes used in combination (%)



Top 5 combinations (%)



2.2 Current Travel Behaviours & Attitudes

Electric vehicle charging facilities/points

Among households that own one or more cars/vans, 10% of Southend-on-Sea respondents own an electric vehicle, similar the low uptake across the Transport East region (7%). The behaviour related to using electric vehicles cannot be assessed due to a small sample size.

Road condition

23% are very/fairly satisfied with the condition of roads in their local area.

46% are very/fairly unsatisfied with the condition of the roads in their local area.

Nearly half of the Southend-on-Sea respondents are very/fairly unsatisfied with the condition of roads in their local area. This is similar to Essex, Suffolk and Thurrock.

Use of paid-for parking

35% use paid-for parking in local area

14% use paid-for parking in workplace

44% of respondents who use paid-for parking in the local area are very/fairly satisfied with the availability of parking.

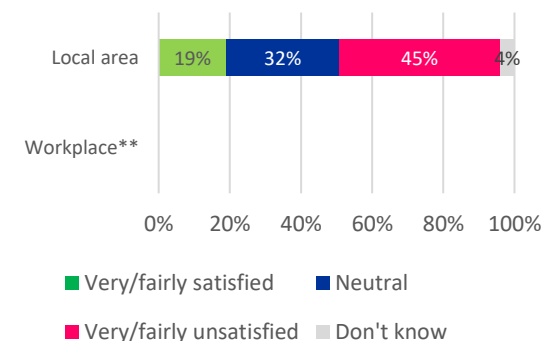
This level of satisfaction is slightly below other areas in the Transport East region. Only 14% use paid-for parking when going to the workplace.

Parking costs

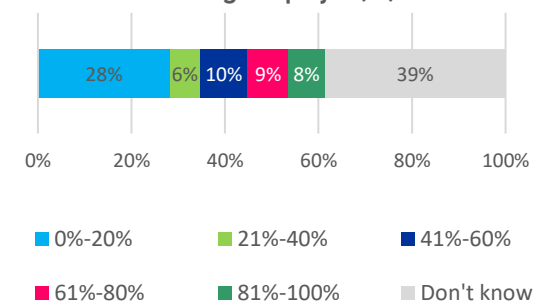
Only a minority (19%) are satisfied with the cost of parking in their local area.

A third of respondents claim they would be willing to pay 20% more of the current parking charges before seeking alternative transport options. 28% would pay a up to a 20% increase in parking charges.

Satisfaction with the cost of public parking (%)

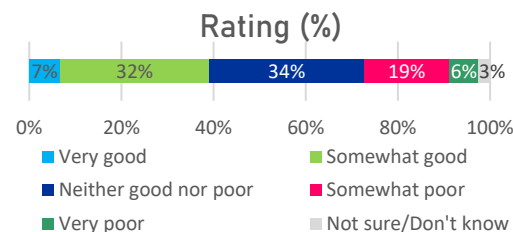


How much more are you willing to pay? (%)



2.2 Current Travel Behaviours & Attitudes

Walking/Wheeling



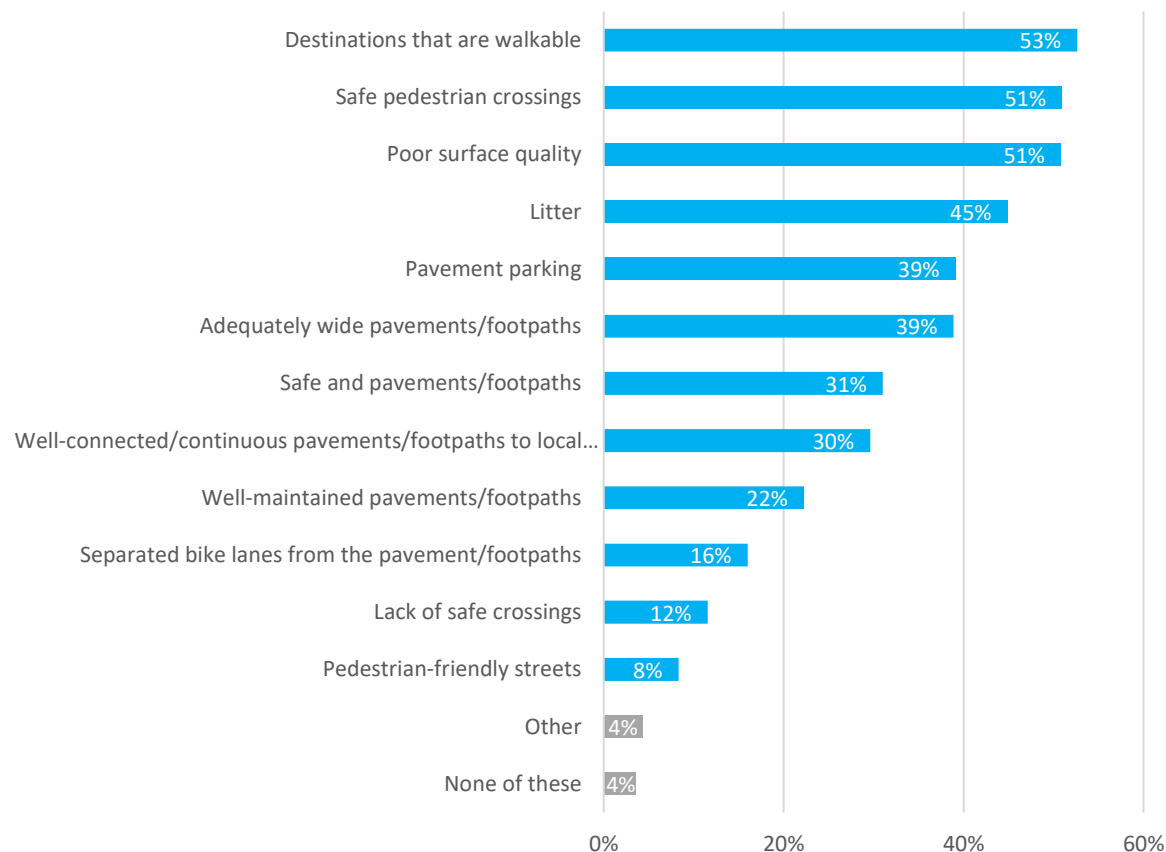
39% respondents who walk rated the walking and wheeling provision in their local area as very good or somewhat good, while a quarter (25%) rated this poorly.

The experience is positive with destinations that are walkable, and with safe pedestrian crossings.

However, many denote the negative experiences. The walking infrastructure is not well-maintained (only 22% suggest it is), with concerns expressed over the poor surface quality and litter when walking in their local area (51% and 45%).

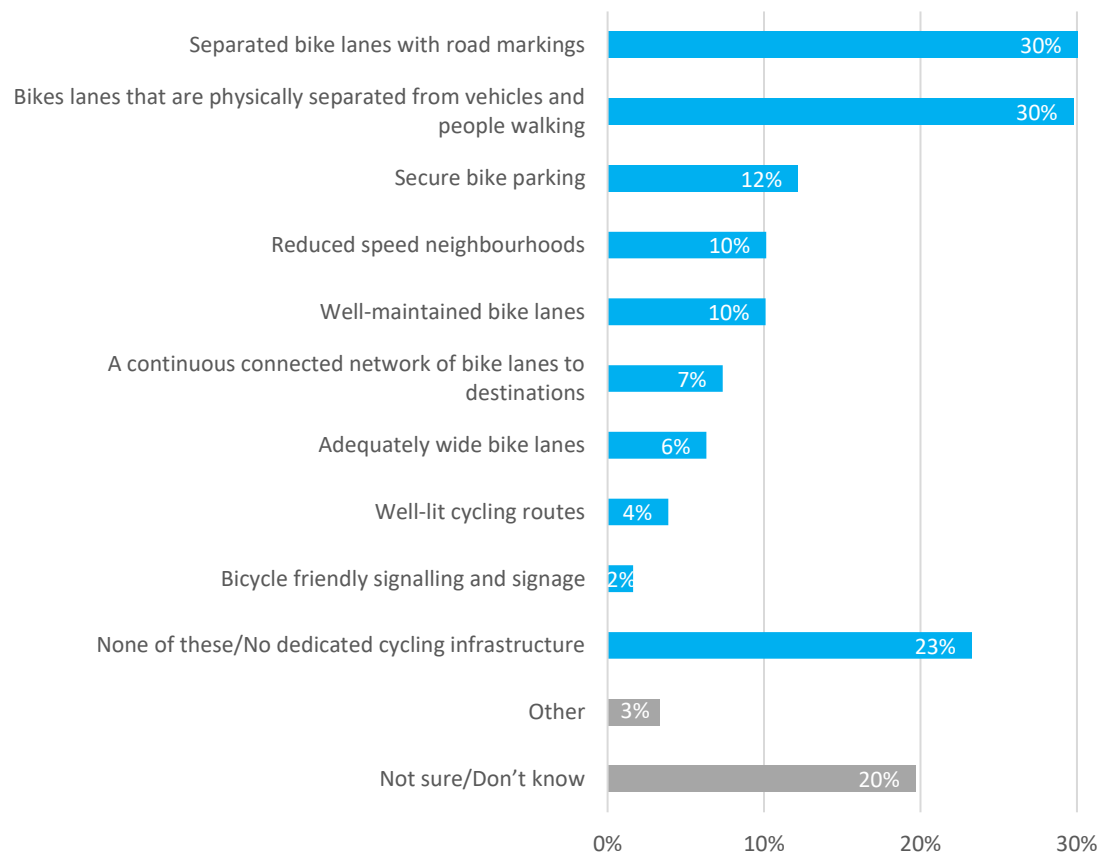
Specifically, those aged 50 and above are predominantly among those expressing concerns about surface quality.

Which of the following they have experienced when walking/wheeling in local area (%)



2.2 Current Travel Behaviours & Attitudes

What do you have in place in your local area for cycling (%)



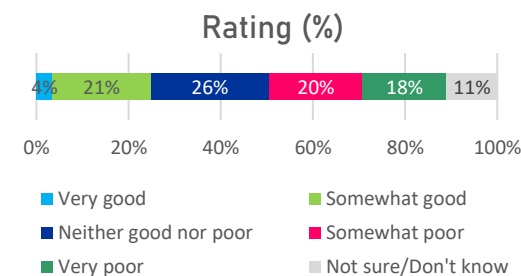
Cycling

35%

Own or have access to a bicycle

Findings suggest that despite 35% owning or having access to a bicycle, cycling provisions in the area are limited. 23% of the respondents reported no dedicated cycling infrastructure in their area. This could be due to a lack of awareness among non-cyclists rather than its absence. Where things are in place, this is mainly in the form of separate bike lanes.

Overall, only 25% rated the cycling facilities in Southend-on-Sea as good.



2.2 Current Travel Behaviours & Attitudes

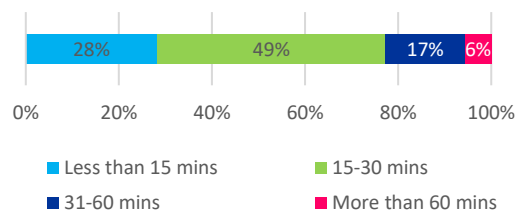
Bus

Of those using the bus, half indicate their typical bus journey lasts between 15 and 30 minutes, averaging at 25 minutes.

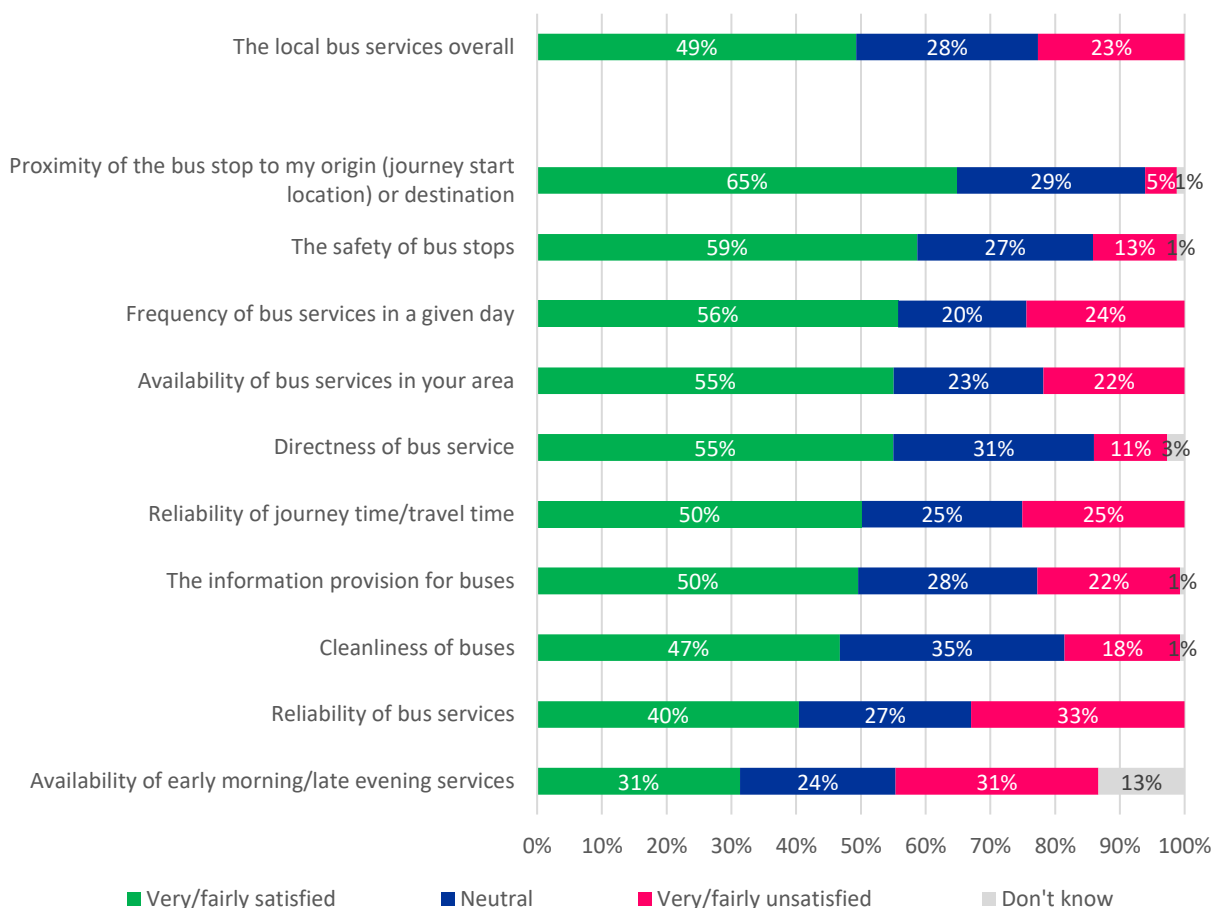
49% are satisfied with the local bus services overall. Leading areas for satisfaction are proximity of the bus stop to their origin (65%), safety (59%), and the frequency of bus services (56%). In contrast, the reliability of bus services and the availability of early morning and late evening services stand out with the highest dissatisfaction rates.

The sample size is too low to draw differences by demographic.

Average bus trip length (%)

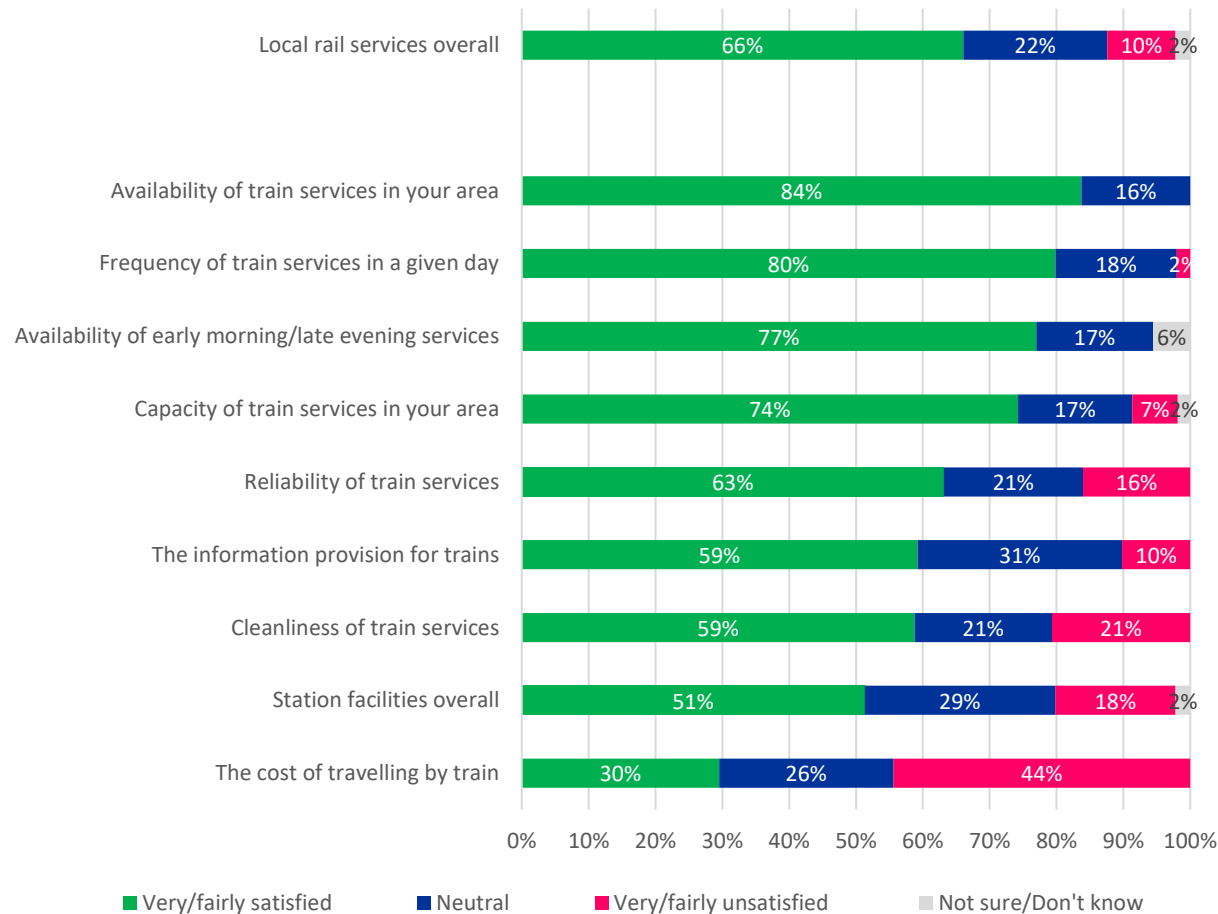


Satisfaction with travelling by bus (%)



2.2 Current Travel Behaviours & Attitudes

Satisfaction with travelling by train (%)



Train

Of those using the train, satisfaction with rail services in Southend-on-Sea is generally positive, with 66% satisfied with the overall local rail services.

Southend-on-Sea performs well regarding the availability and frequency of train services, with 84% and 80% being very/fairly satisfied respectively.

Compared to bus services, train users are more satisfied with the availability of early/late services.

The cost of travel emerges as the primary driver of dissatisfaction among Southend-on-Sea respondents, with 44% being very/fairly unsatisfied.

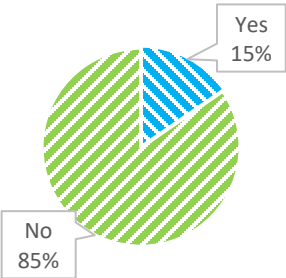
2.2 Current Travel Behaviours & Attitudes

Demand Responsive Transport /Community Transport

Awareness

Most people are not aware of Demand Responsive Transport or Community Transport.

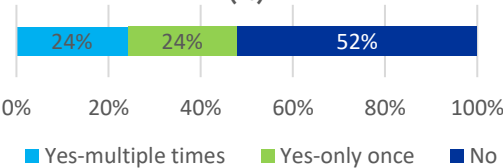
Are you aware of DRT/CT? (%)



Usage

Among the 15% who are aware, 24% have travelled on it multiple times, while a further 24% have used it once. The remaining 52% have never used it before.

Have you used these before? (%)*



Would you be interested in using such service? (%)



Consideration

Looking at the potential use, only 33% (including those with no awareness) would consider using this service. The remaining 67% are not interested in using this service.

A slightly higher proportion of respondents with a disability would be interested in this service.

Interested in using	Disability		Age			
	Yes	No	16-29*	30-49	50-69	70+
Yes	36%	31%	32%	44%	27%	27%
No	64%	69%	68%	56%	73%	73%

Note: * denotes a base size falling below 50 but above 30

2.2 Current Travel Behaviours & Attitudes

Taking children to school

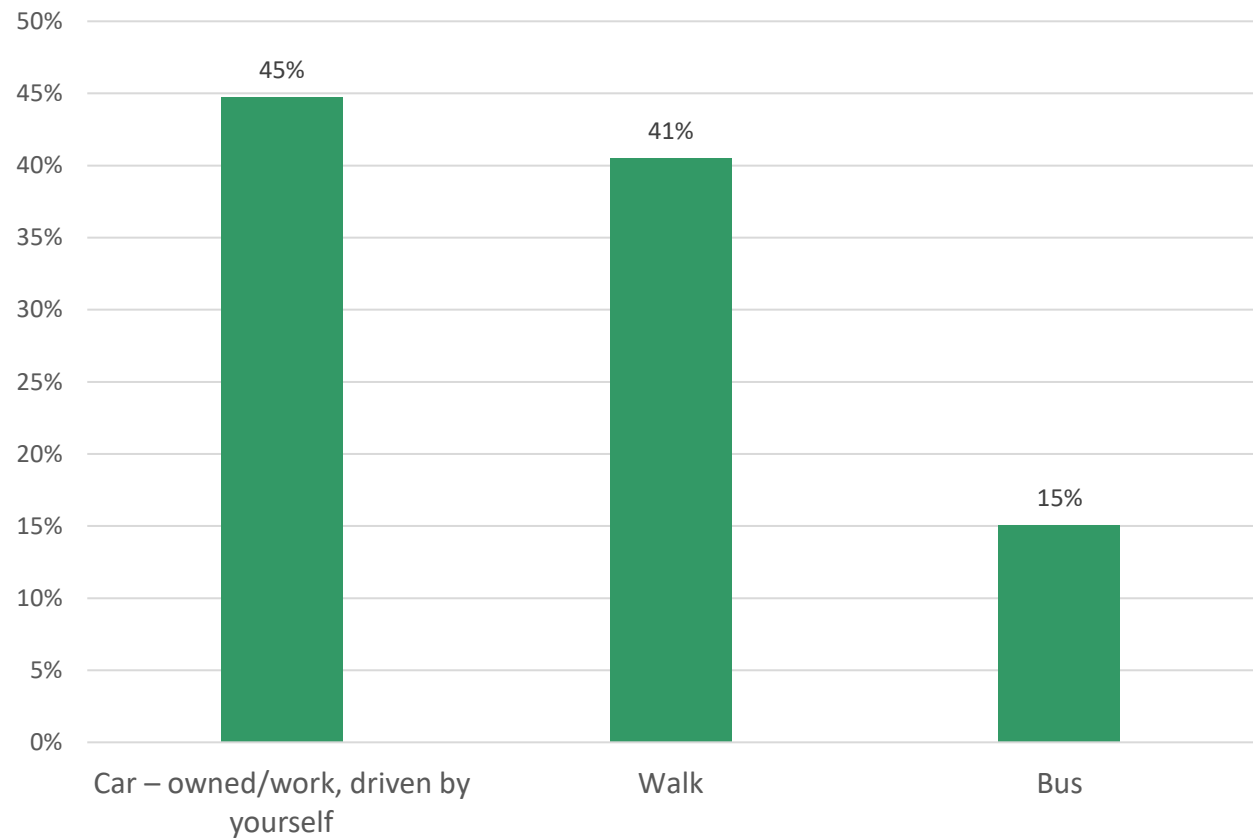
On average, parents take their children to school
4 times a week

42% of parents with school-aged child/ren (which includes nursery age and above) reported they do not take their child/ren to school in a regular week.

For parents who do take their child/ren to school, the main mode of transport is by car. A further 41% of parents walk their child/ren to school.

Walking is not convenient for all parents. The main reason cited for not walking their child/ren to school is the distance to the school or nursery (71%), and time constraints (26%).

Top 3 transport modes that are used the most often when taking child/ren to school (%)*



2.2 Current Travel Behaviours & Attitudes

Work Travel Behaviours

Commuting to work

50% commute to work all of the time

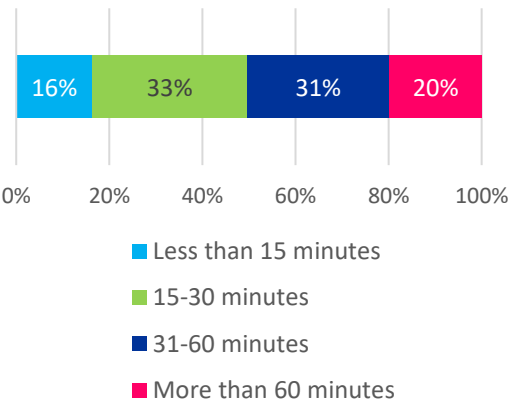
In a typical week, 5% respondents work from home all of the time. All respondents said they spend some time in the work location.

The frequency of commuting is determined by job requirements, with 37% unable to work remotely, 18% are required to be physically present. Only 15% have the flexibility to choose their work setup.

In an average week, most workers from Southend-on-Sea head to the office or a central location between Monday to Thursday (ranging from 69%-76%), with slightly fewer on a Friday (60%).

Typical trip length

Typical trip length to work (%)

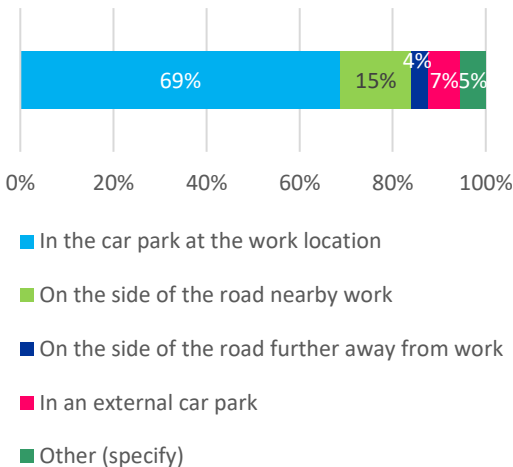


When asked about a typical one-way trip length to work, travelling between 15-60 minutes is most common, with people travelling on average 37 minutes to get to their work location.

Few will spend longer than 60 minutes.

Car parking

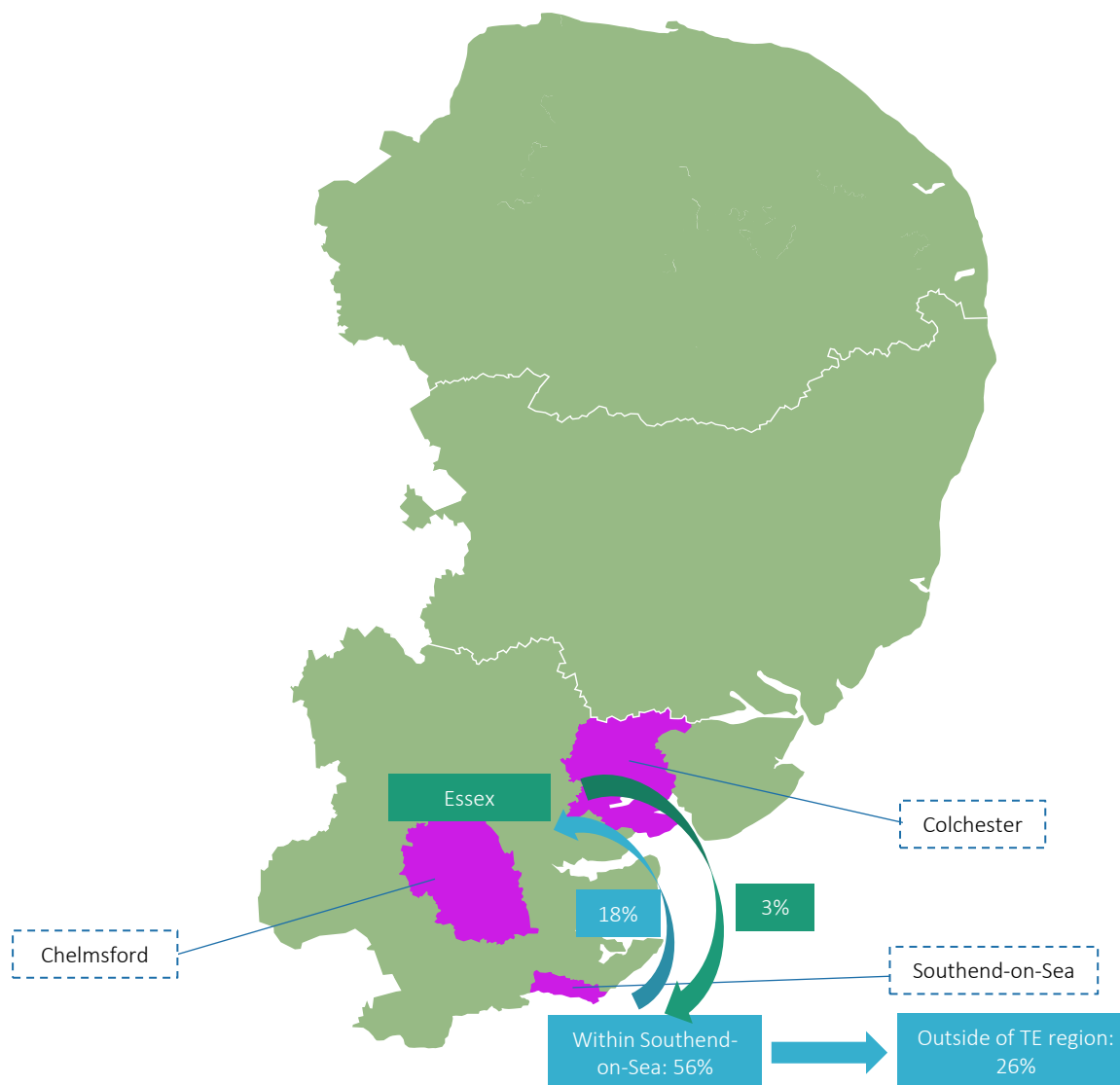
Where they park their car at work (%)



For those who commute regularly, using the car as a driver is the most used mode of transport.

The majority of those who travel to work by car can conveniently park at the work location, as evidenced by the fact that only 14% of them pay for parking, 15% park on a nearby road, and 7% have an external car park they can use.

2.2 Current Travel Behaviours & Attitudes



Work Travel Behaviours

Among the 88% of respondents who provided their work postcode, 56% of Southend-on-Sea respondents work in their local area, and 18% commute to Essex.

Additionally, 26% of the Southend-on-Sea respondents are working outside of the Transport East region, with London being a common destination.

59% of Southend-on-Sea respondents are travelling to work in two cities, Southend-on-Sea and Chelmsford.

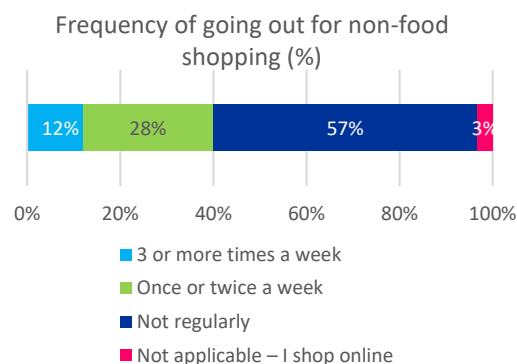
2.2 Current Travel Behaviours & Attitudes

Shopping

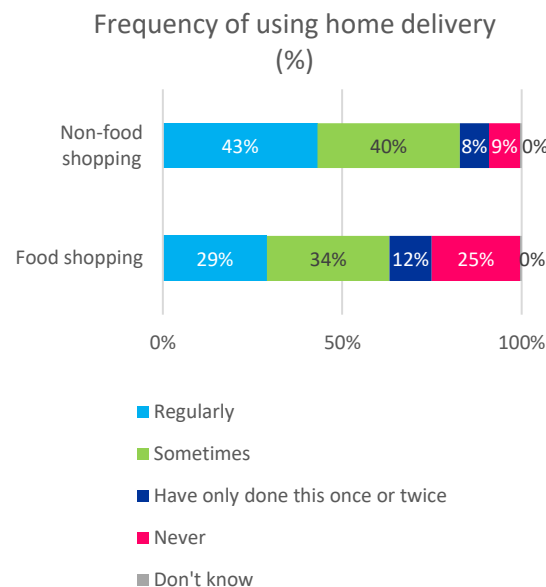
Travelling for non-food shopping

For typical non-food shopping trips, most respondents (53%) choose a destination close to their home or visit nearby towns (39%).

The non-food shopping trips are most likely to be irregular, with 57% reporting this.

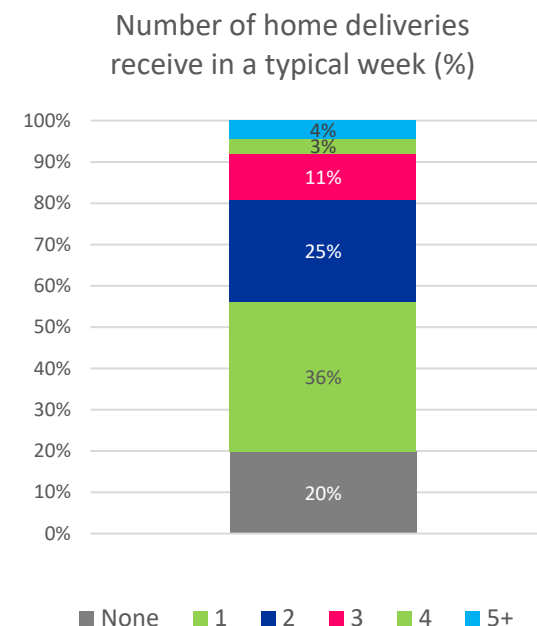


Home delivery current behaviours

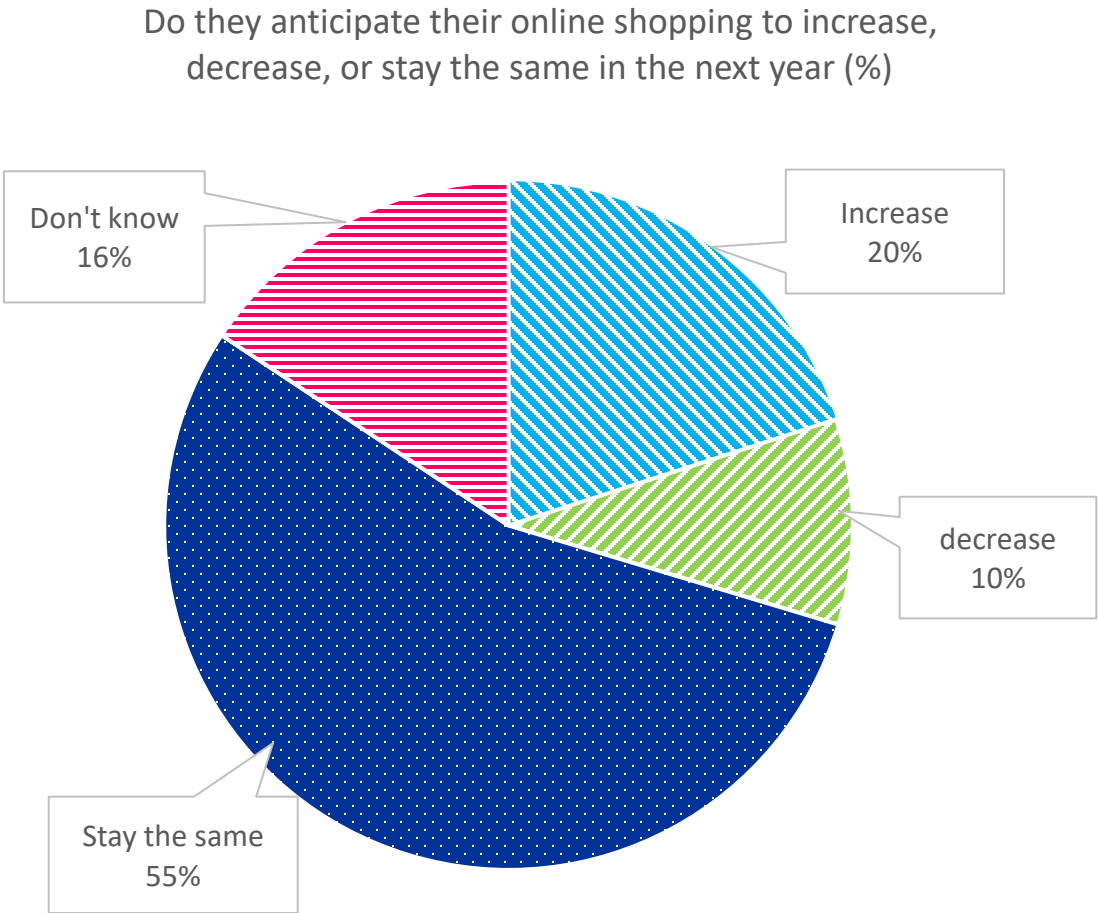


When it comes to home delivery for non-food shopping, 83% of respondents mention using it regularly or sometimes. Food shopping is less noted, with a quarter having never ordered online.

In a typical week, 36% of the participants report receiving home deliveries once, 25% receive them twice, while 20% don't receive any home deliveries at all.



2.2 Current Travel Behaviours & Attitudes



Shopping

Home delivery future behaviours

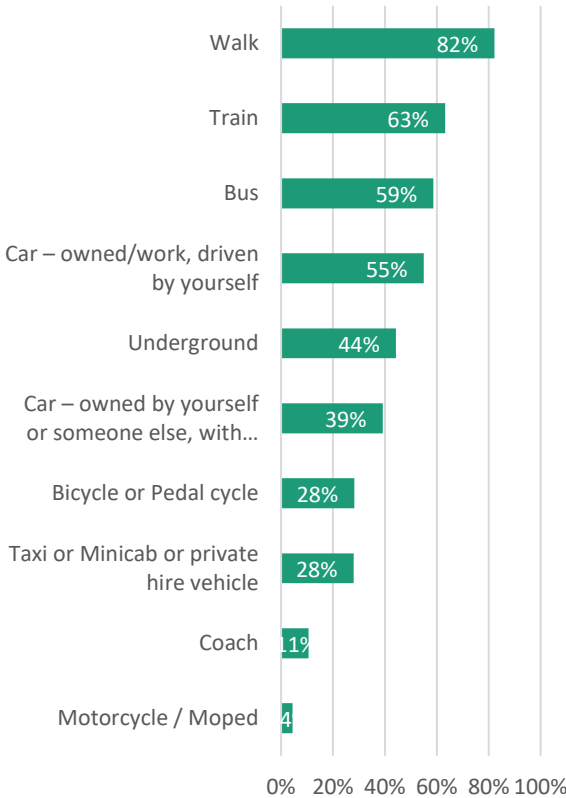
Most respondents (55%) foresee no change in their online shopping habits, including food purchases, over the next year. Meanwhile, 20% anticipate an increase.

People are keen to see offerings to tackle carbon emissions and reduced deliveries in one singular trip.

	Pick up from a central location	Deliver on a day that saves carbon emissions	Deliver all items together rather than on separate trips
Option is currently offered	83%	42%	67%
I would use it	58%	79%	87%

2.2 Current Travel Behaviours & Attitudes

Top 10 transport modes that are likely to be used in the next 12 months (%)



Future usage

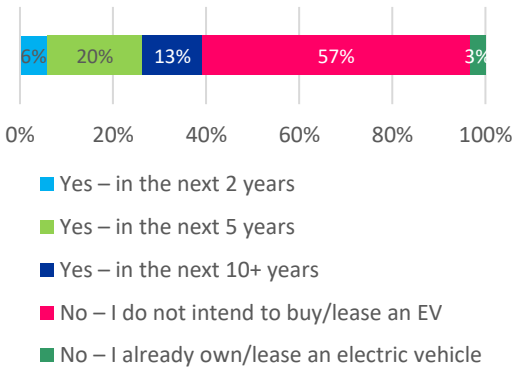
All Transport Modes

The modes of transport most likely to be used in the next 12 months are walking, train, bus and driving a car themselves – these are also currently the top 4 transport modes used.

Electric Vehicle

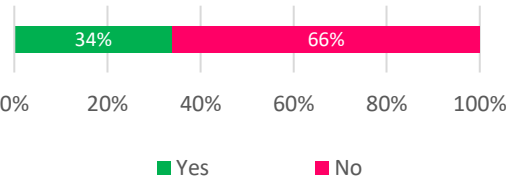
10% of respondents have an electric vehicle. When speaking to those who intend to continue using a car in the future, 39% express an intention to purchase or lease an electric vehicle in the next 2-10+ years, with 20% in the next 5 years. However, most respondents do not intend to buy or lease an electric vehicle.

Do you intend to buy/lease an EV? (%)



Connected and autonomous vehicle

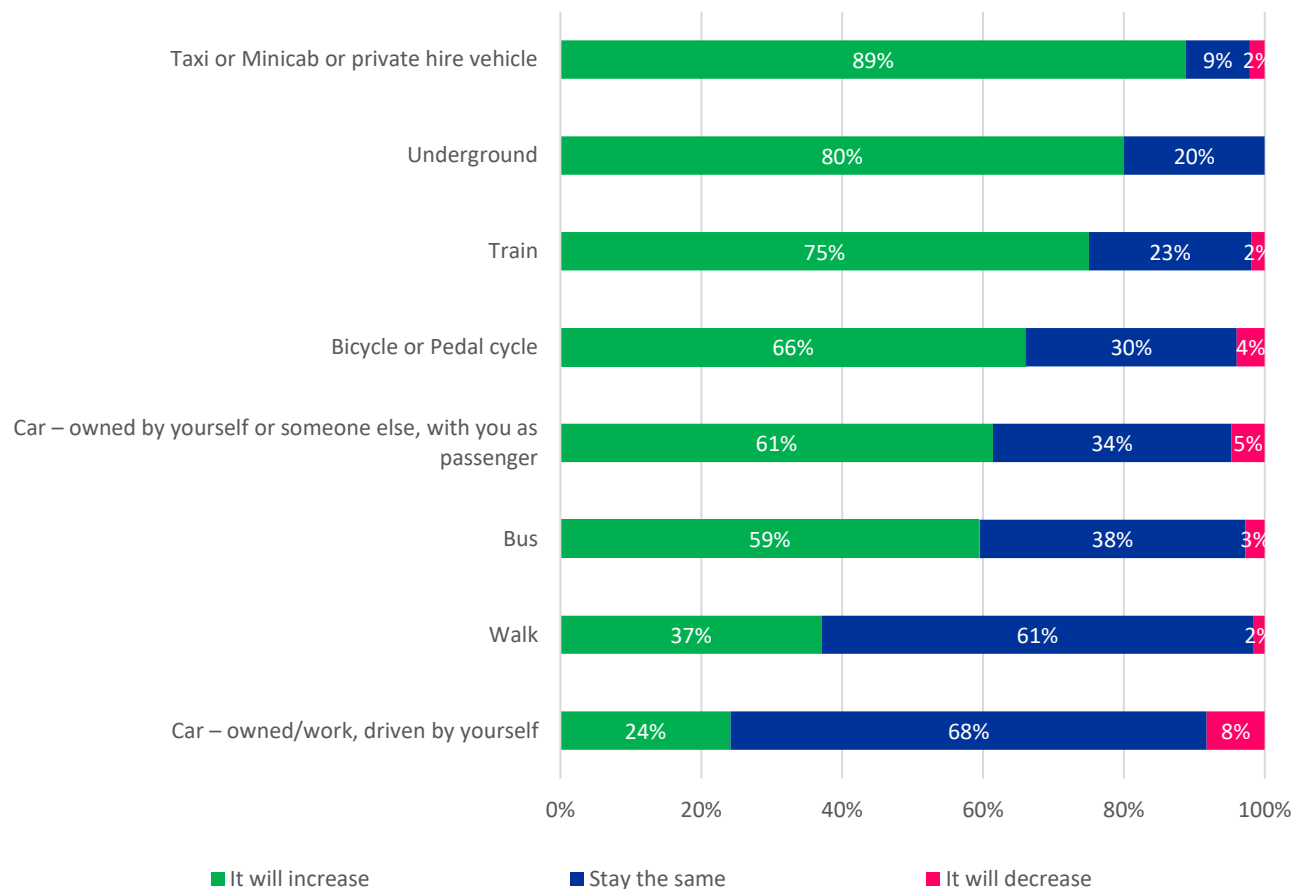
Would you use a connected and autonomous vehicle? (%)



Over a third of Southend-on-Sea respondents would consider using a self-driving autonomous vehicle if available. This view is higher among 16-49 year olds.

2.2 Current Travel Behaviours & Attitudes

Will level of use increase, decrease or stay the same? (%)



Transport mode – level of use (current vs. future)

Of the top 8 transport modes that people currently use in a typical week, 89% claim that they will increase their use of taxi/minicab/private hire vehicle users, with 80% saying they will increase use of the underground in the next 12 months.

Those who will increase the usage of these modes of transport are likely to have an income between £25,000 - £54,999.

66% intend to cycle more in the future. For commonly used modes of transport, walking and driving a car are likely to stay the same.

Very few suggest decreasing their overall usage of the transport modes listed.

2.0

Southend-on-Sea

2.3.1

Future Travel Behaviour and Choices: Barriers and decline in use

To further understand respondents' future travel behaviours, the following slides highlight the key barriers to cycling, using public transport (bus, train and Underground), walking, and various forms of car usage in their local area. Additionally, reasons for decreasing usage of these transport modes in the future are also presented.

2.3.1 Barriers and decline in use

Cycling

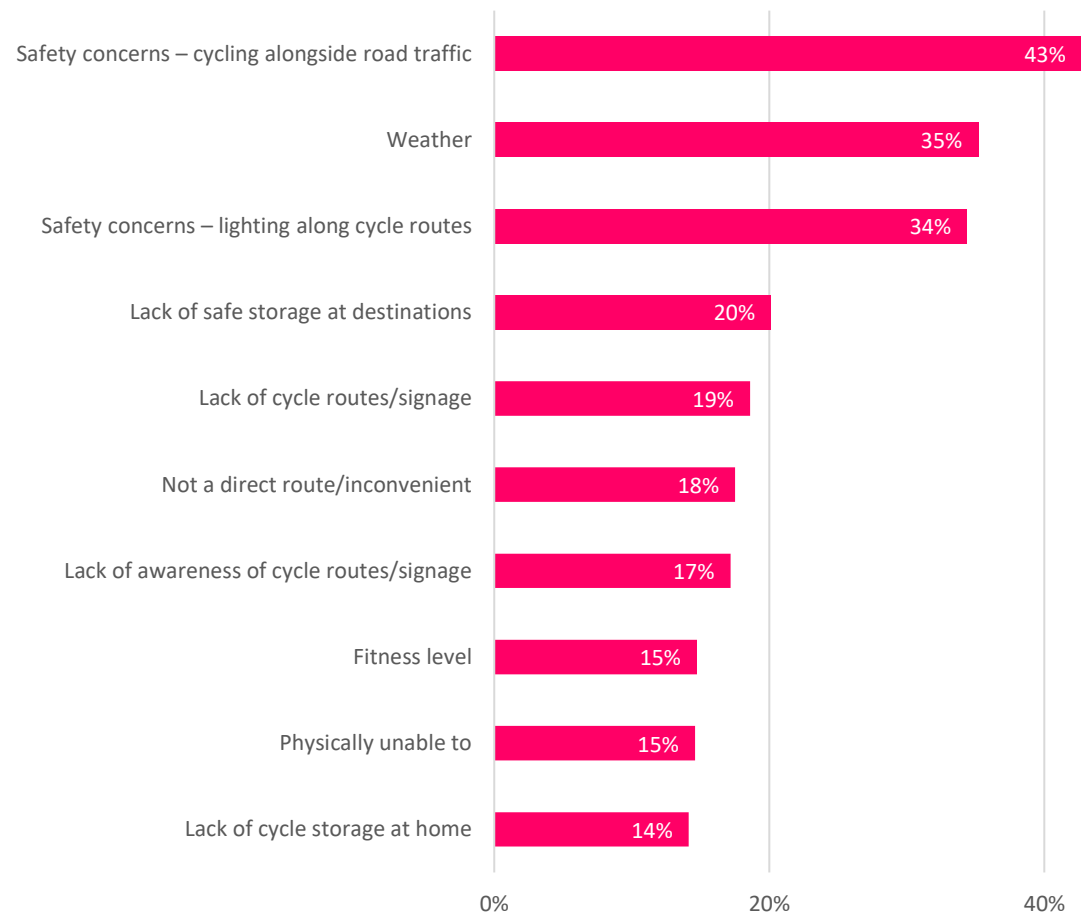
Safety concerns are a notable barrier to cycling in Southend-to-Sea, including concerns towards cycling alongside road traffic (43%) and the lighting provision along cycle routes (34%).

Weather is the second biggest barrier to cycling, putting off over a third for using this mode.

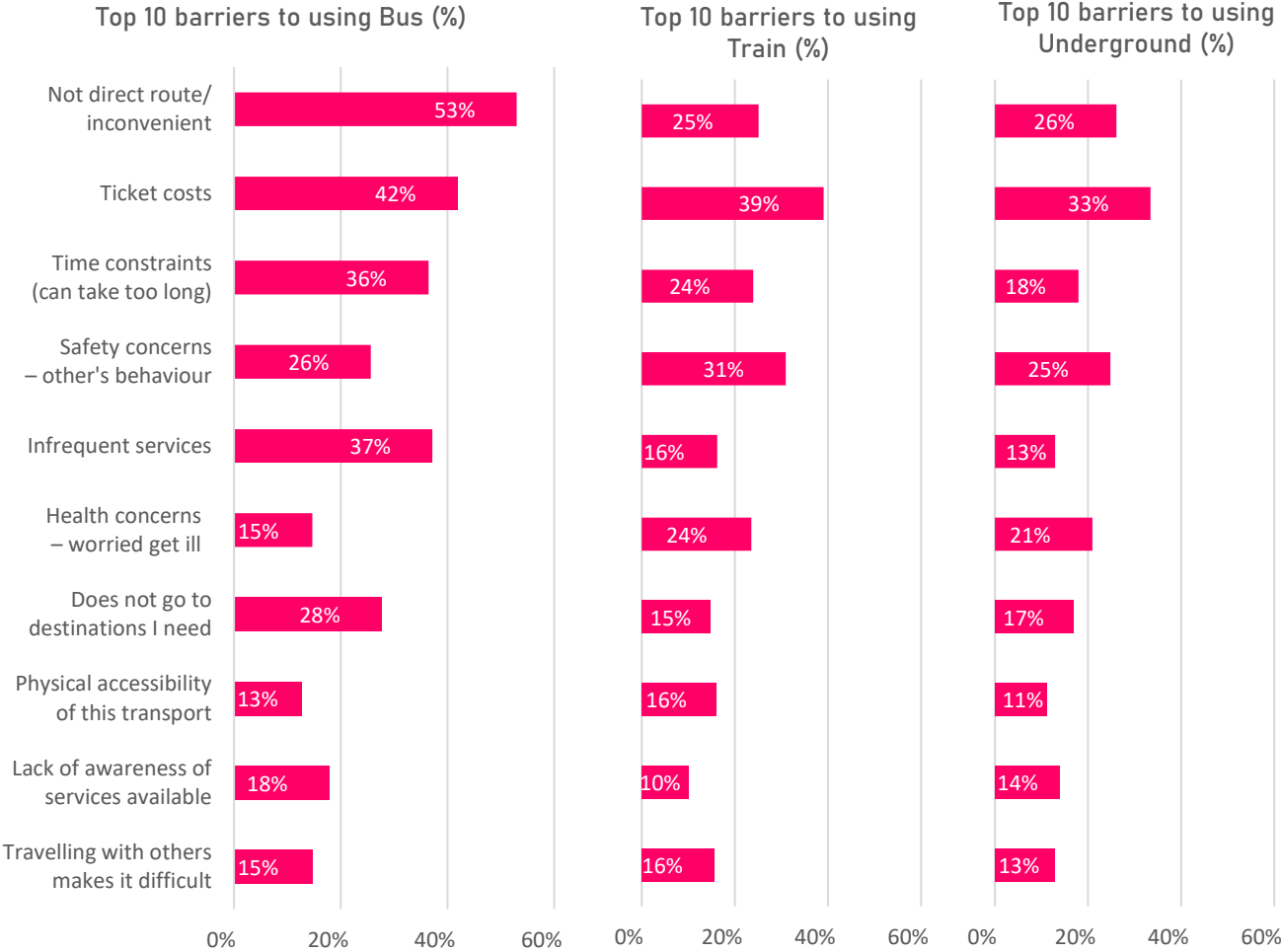
Other infrastructure factors are secondary, but still contributing to reasons for not cycling. For instance, the lack of safe storage at destinations affects 1 in 5 Southend-on-Sea respondents, followed by the lack of cycle routes/signage.

Additionally, 26% of those earning £55,000 or more report that 'not a direct route/inconvenient' is a barrier to cycling.

Top 10 barriers to cycling (%)



2.3.1 Barriers and decline in use



Public transport – barriers

‘Non direct or inconvenient routes’ is a top barrier to using the bus. This is the second and third most noted barrier for Underground and trains, where the price of tickets is a bigger deterrent to travel. Safety concerns is also a key barrier for train and underground usage.

‘Frequency of service’ and ‘journey time’ are also key barriers for bus use. The impact of these factors on train or Underground use is generally less.

The sample size does not allow to draw differences based on demographics.

2.3.1 Barriers and decline in use

Public transport – decline in use

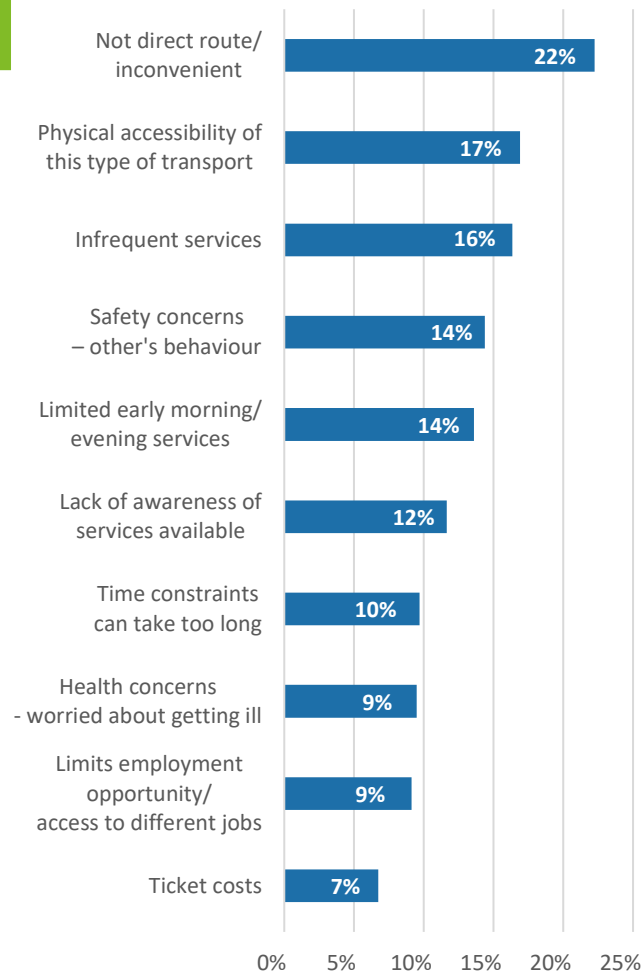
The main reasons given for reducing usage of bus services include a lack of direct routes (22%), physical accessibility (17%) and infrequency of services (16%).

Safety concerns on buses are another reason for using them less, and others point to the limited availability of early morning/evening services.

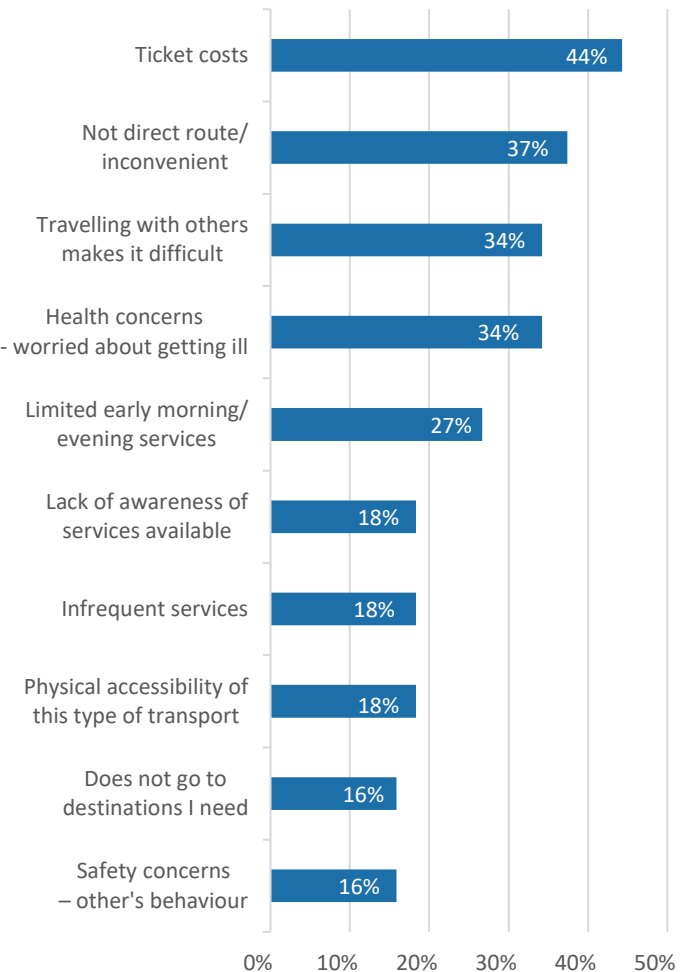
Affordability of services was the main reason to reduce train use (44%) with indirect/ inconvenient services (37%) and travelling with others making it harder (34%) coming next.

However, the number of responses to the reducing rail question was below 30, so particular caution should be applied to these figures.

Top 10 reasons reduce Bus use (%)*



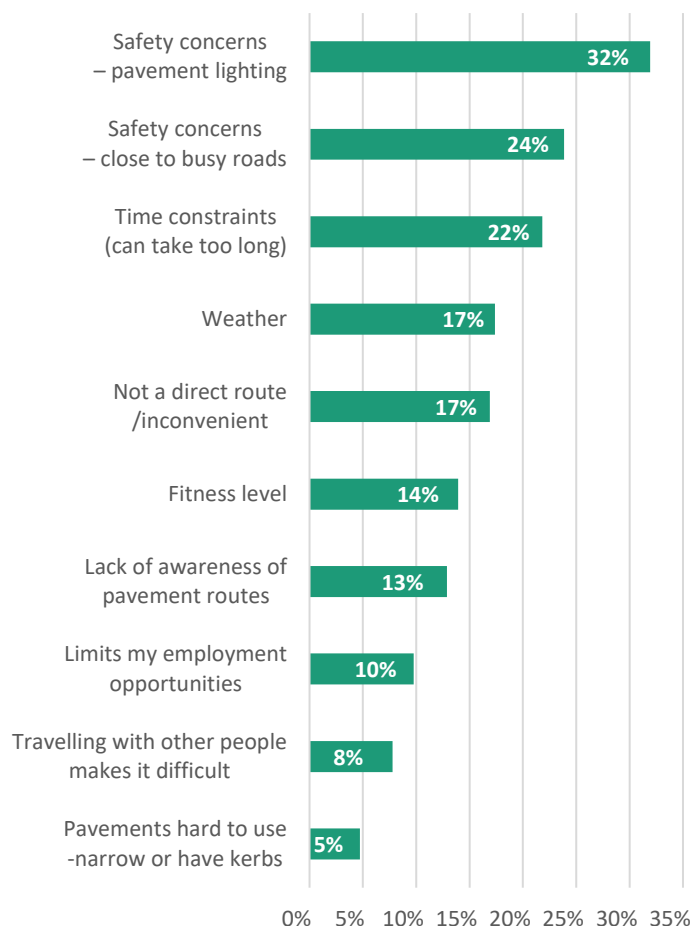
Top 10 reasons reduce Train use (%)**



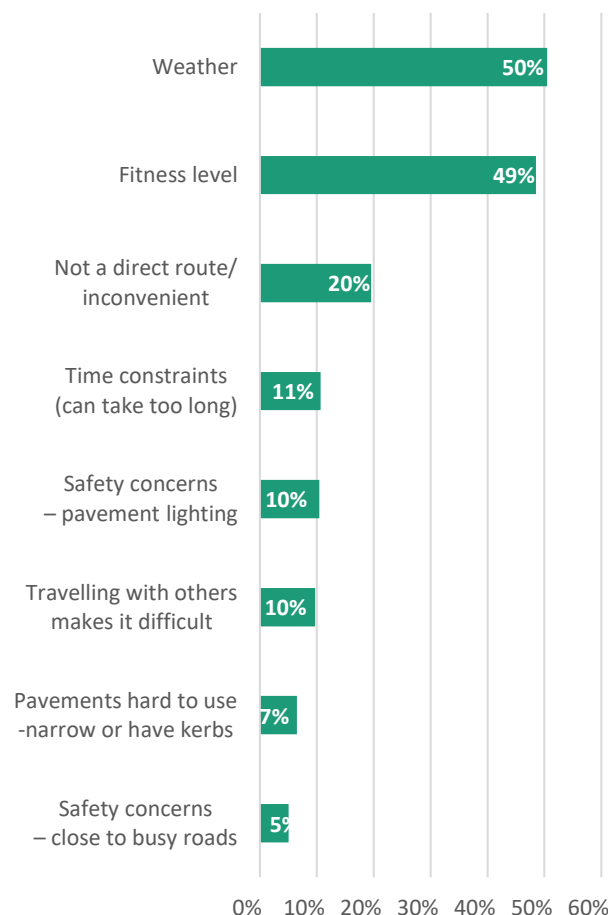
Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

2.3.1 Barriers and decline in use

Top barriers to walking (%)*



Top reasons reduce walking (%)**



Walking

32% of respondents say safety concerns like ‘pavement lighting’ is a barrier. 24% say ‘close to busy roads’ is another barrier.

Also, 22% of Southend-on-Sea respondents consider ‘time constraints’ as a key barrier to walking.

The sample size does not allow to draw differences based on demographics.

For reasons to reduce walking, weather and fitness level were the highest factors noted by respondents. These were rated higher in Southend-on-Sea than across Transport East overall.

Time constraints and safety concerns were lower in Southend-on-Sea than across Transport East overall.

However, the number of responses to the reducing walking question was below 30, so particular caution should be applied to these figures.

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

2.3.1 Barriers and decline in use

Car/motorcycle/van

The expense of using a car/motorcycle/van dominate both barriers and reasons for decline in usage. Fuel costs are the primary reason in both cases (37% and 68%). This barrier is more prominent among those aged 49 years or below.

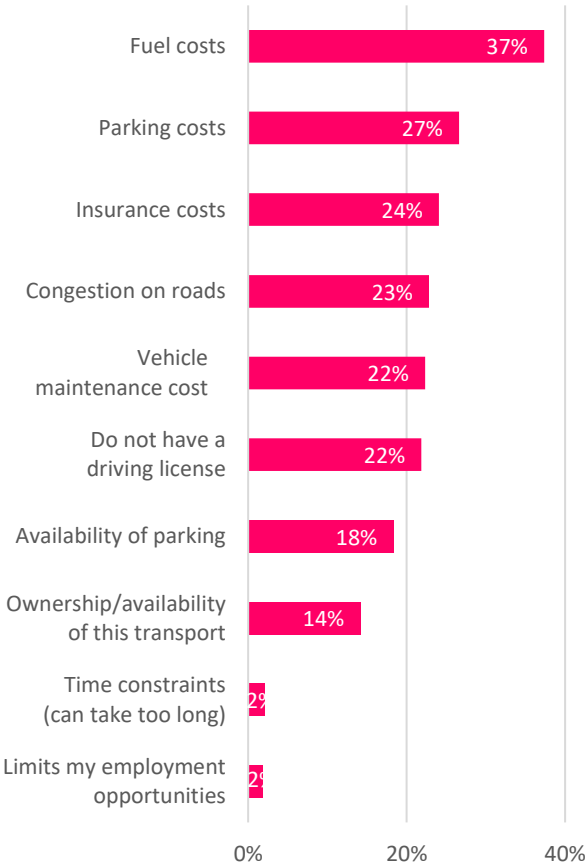
While parking costs are the second major barrier, vehicle maintenance costs are the second most common reason for the decline in usage. In both instances, insurance costs are another significant factor.

However, it is important to consider that the expenses related to certain modes of transportation may be more prevalent/notables than others.

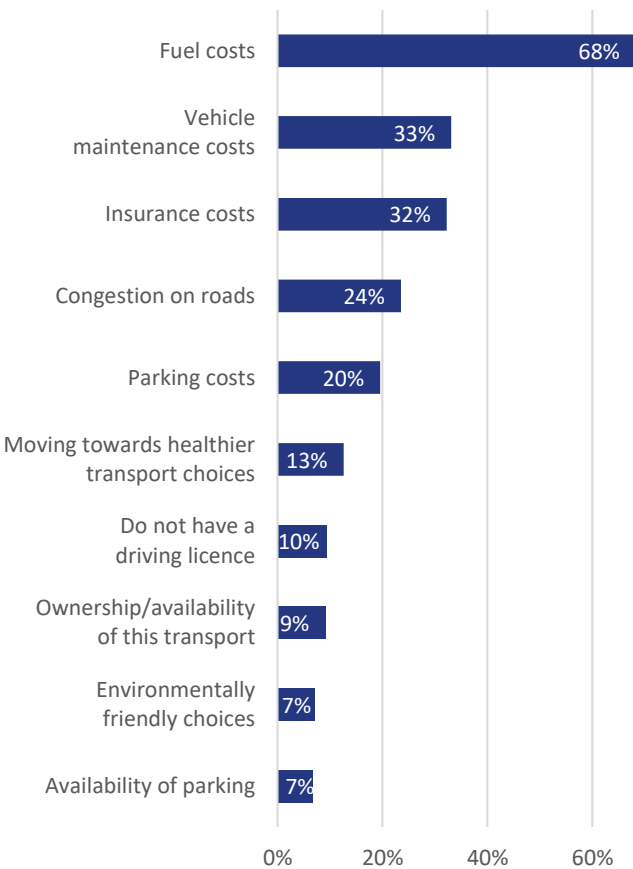
‘Congestion on roads’ is also a notable factor for both barriers and reasons for decline in use.

It is worth noting that ‘environmental friendly choices’ is not a prominent reason for reducing car usage.

Top 10 barriers to using the car/motorcycle/van (%)

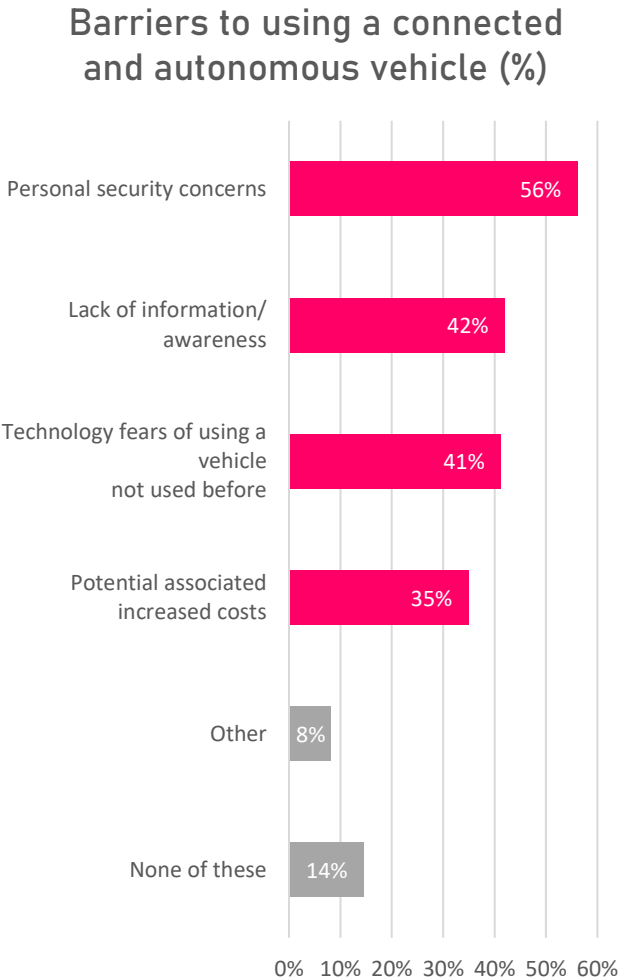
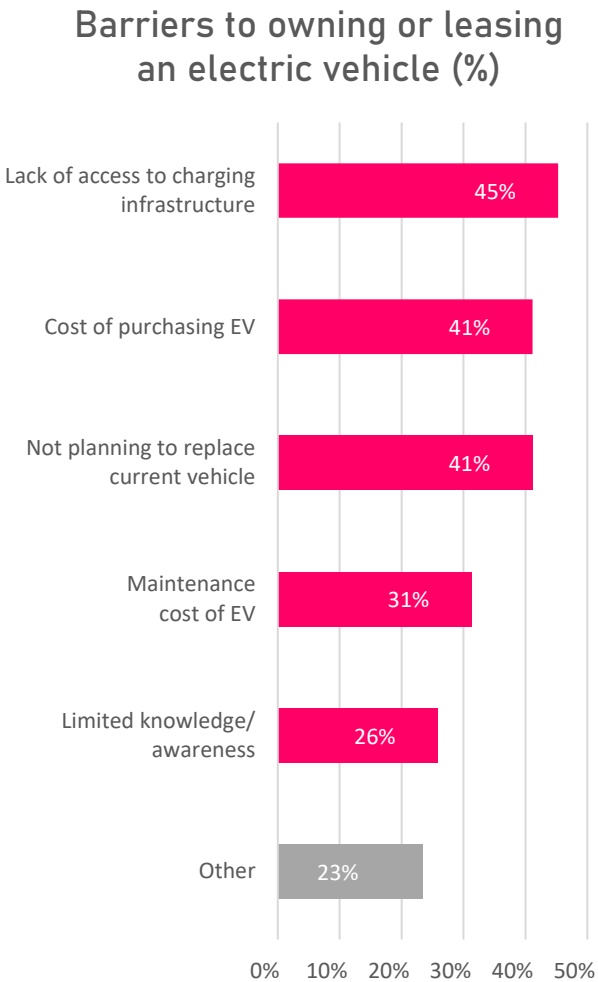


Top 10 reasons reducing using car/motorcycle/van (%)*



Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

2.3.1 Barriers and decline in use



Electric vehicle & connected and autonomous vehicle

Electric Vehicle

‘Lack of access to charging infrastructure’ is the top barrier for 45% of those not intending to buy/lease an EV. ‘Cost of purchase’ and ‘Not planning to replace current vehicle’ is also noted, indicating that more efforts are needed to entice individuals to spend on replacing their current vehicle.

Autonomous Vehicle

Caution around personal security and lack of information/awareness are the biggest barriers for autonomous vehicle use, outweighing potential associated costs.

41% have fears about the technology of an unfamiliar vehicle, suggesting more needs to be done to educate people to address these concerns.

2.3.1 Barriers and decline in use

Car share / car club

Car Sharing

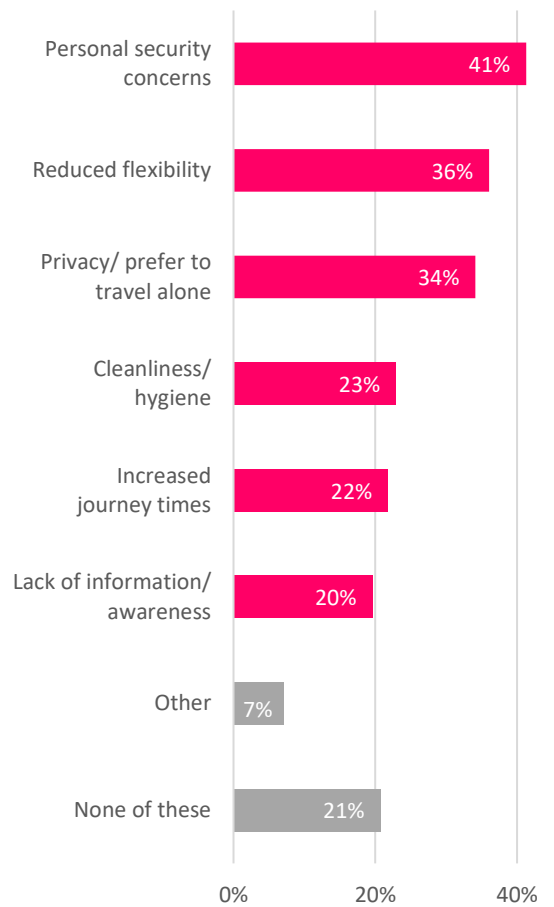
‘Personal security concerns’, ‘reduced flexibility’ and ‘privacy/prefer to travel alone’ are all key barriers to car sharing with other people. Notably, 47% of respondents aged 30-49 report personal security as a barrier.

Car club/car hiring¹

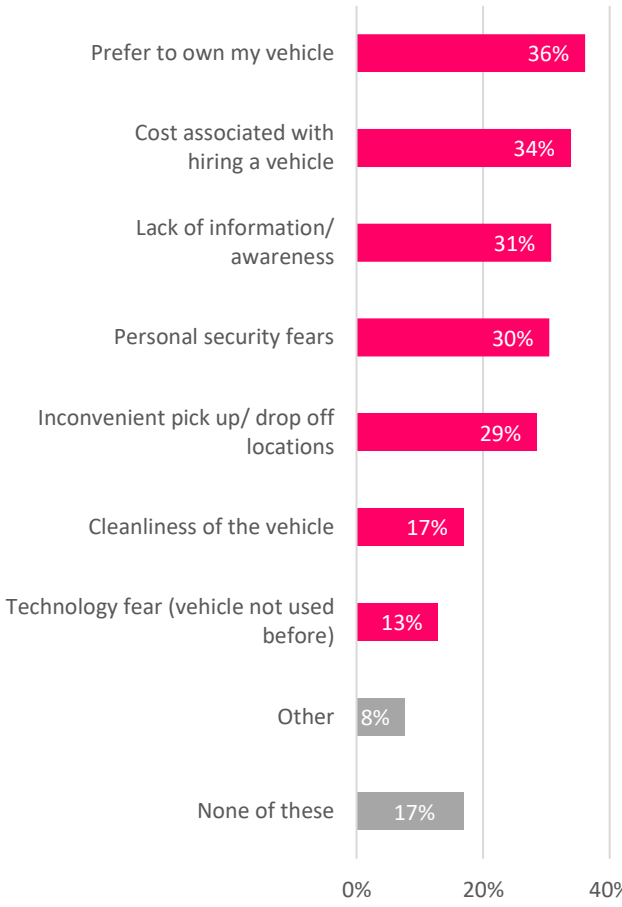
47% of respondents said preference for their own space, in the form of their own vehicle, is the top barrier associated with car club/car hiring, especially for those earning £55,000 or more.

‘Costs associated’, ‘lack of information/awareness’ and ‘personal security fears’ are all secondary but important for over 30% respondents.

Barriers to car sharing with people (%)



Barriers to using car club/car hiring



¹ Car clubs provide access to vehicles without ownership, offering short-term rentals to residents, visitors or businesses, typical by the hour.

2.0

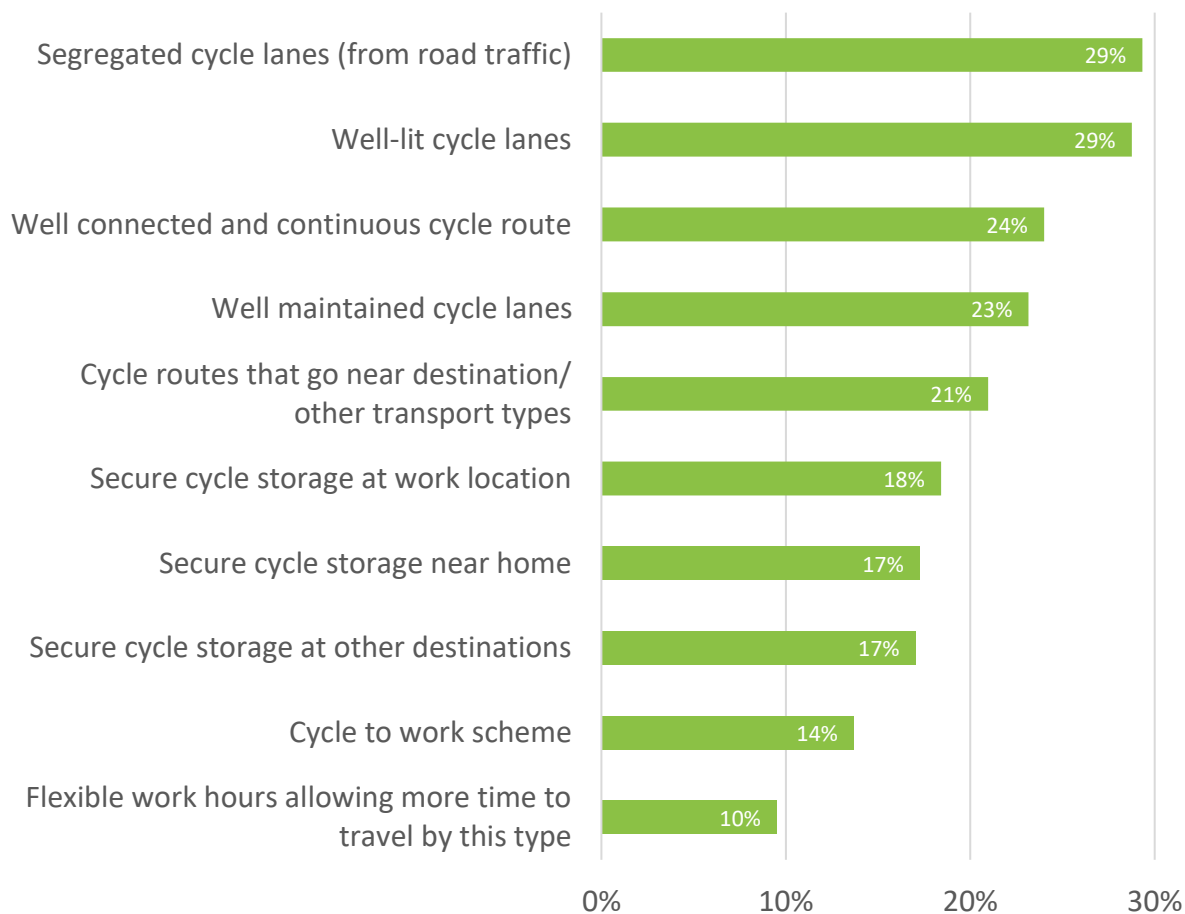
Southend-on-Sea

2.3.2

Future Travel Behaviour and Choices:
Encouraging future use

2.3.2 Encouraging Future Use

Top 10 ways to encourage cycling in the future (%)



Cycling

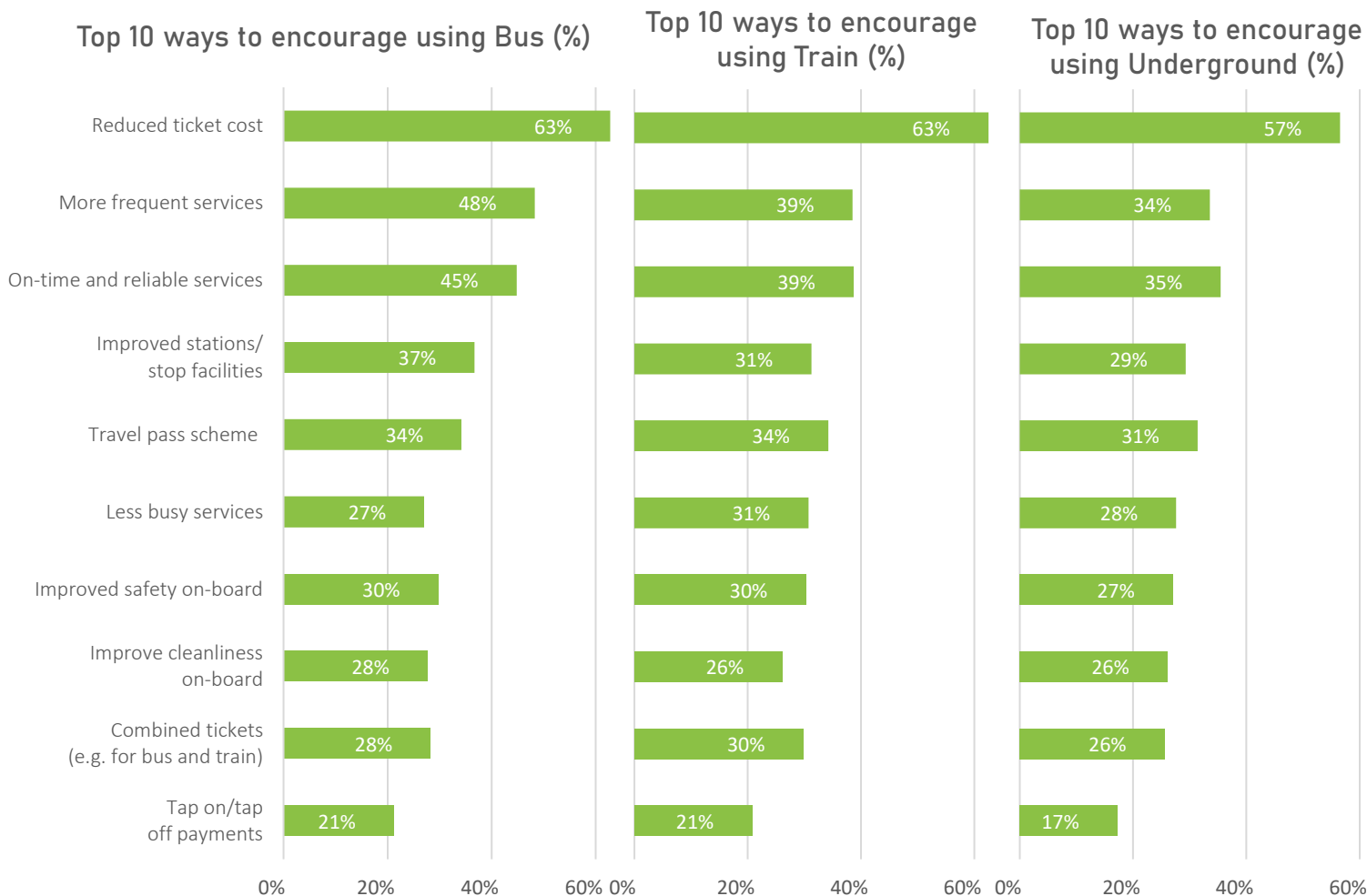
Cycle lanes segregated from road traffic was the top response to encourage cycling in the future, particularly among those aged 30-49 (39%). This is closely followed by well-lit cycle lanes, with both factors cited by 29% of respondents.

Well-connected and continuous cycle routes, as well as well-maintained cycle lanes were also notable factors that would encourage more cycling in Southend-on-Sea.

This suggests that improvements to cycle lanes could potentially encourage more cycling.

2.3.2 Encouraging Future Use

Public transport



‘Reduced ticket cost’ is the stand-out mention for encouraging future use across public transport modes. Notably, the majority of those aged 16-49 report that reducing bus ticket costs would encourage them to use buses, with 80% of the 16-29 age group and 71% of the 30-49 age group citing this as an incentive.

‘More frequent services’ and providing ‘on-time and reliable services’ are additional factors particular importance for encouraging future bus use.

Additionally, the implementation of a travel pass scheme is particularly appealing to those aged 16-29 years old.

2.3.2 Encouraging Future Use

Walking

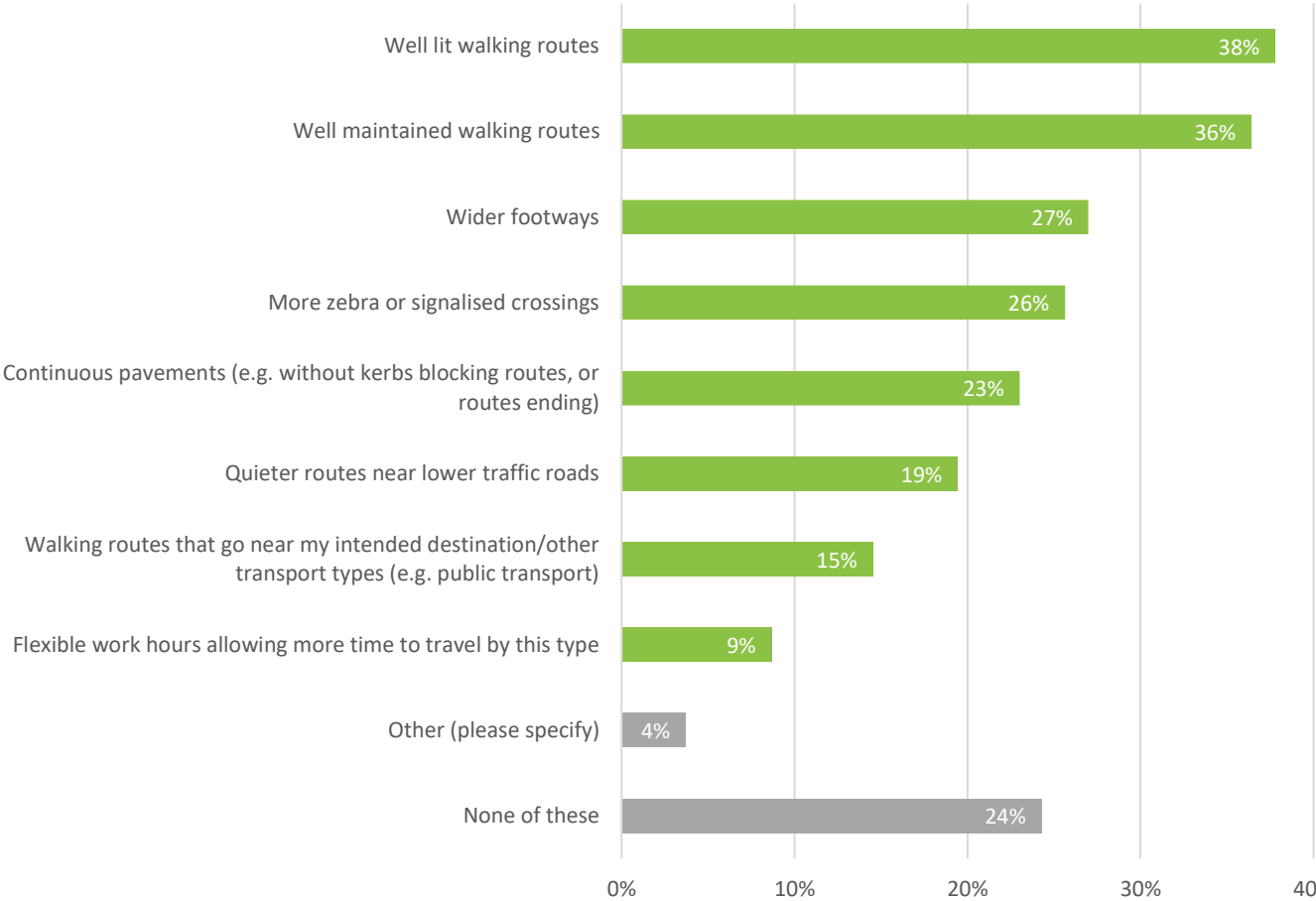
‘Well-lit walking routes’ and ‘well-maintained walking routes’ are the top mentioned ways to encourage walking in the future (38% and 36%). It is worth noting that this is a significant preference, despite most Local Transport Authorities (LTAs) implementing measures to reduce street lighting and save energy.

Additionally, footway maintenance has been prioritised in the maintenance plans of LTAs.

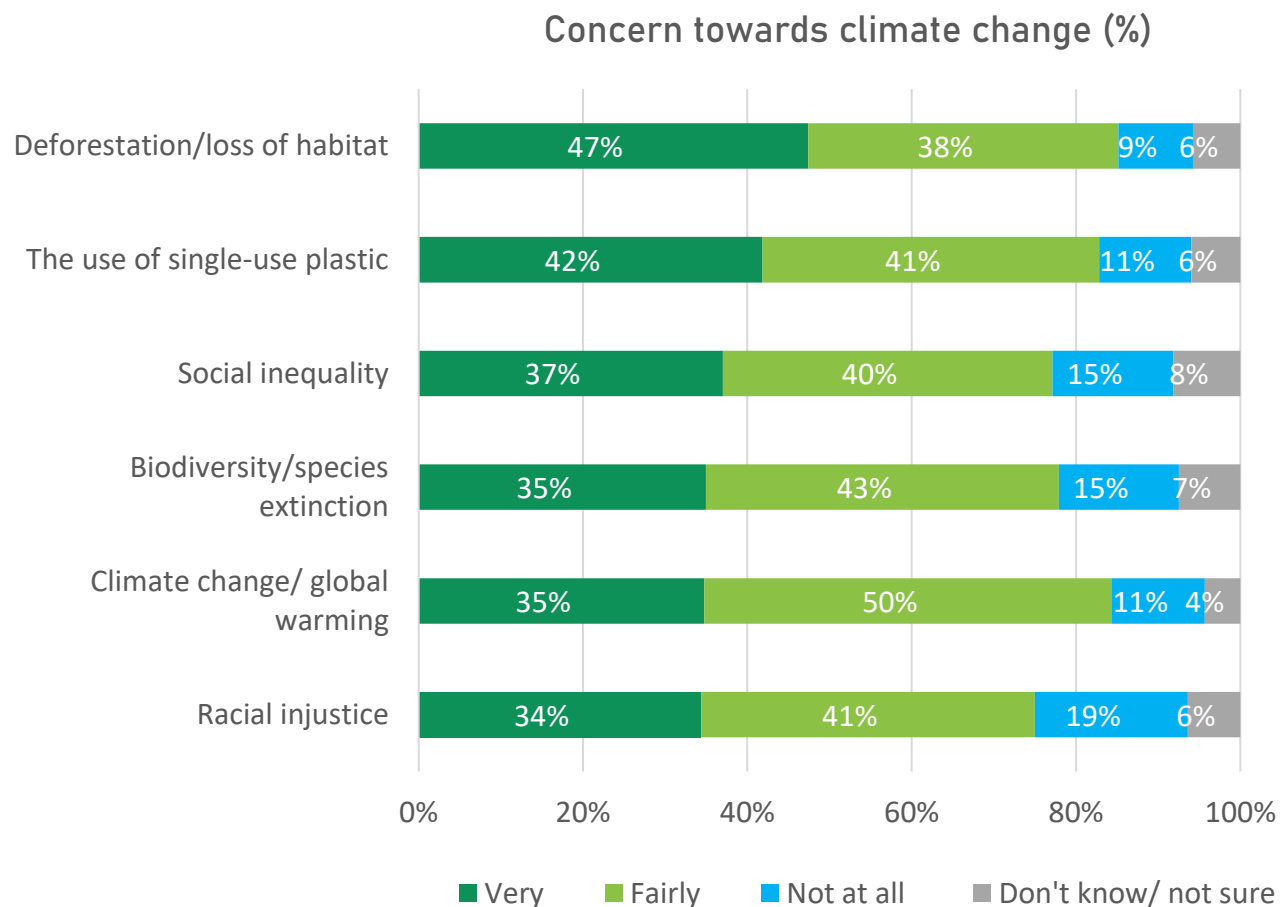
Respondents also said, ‘Wider footways’, ‘More zebra or signalised crossings’ and ‘Continuous pavements’ are additional factors to encourage walking.

Notably, 37% of those aged 50+ reported that none of these factors would encourage them to walk, compared to only 13% of those aged 16-49. This suggest that improvements in walking infrastructure may be more effective for younger and middle-aged individuals.

Ways to encourage walking in the future (%)



2.3.2 Encouraging Future Use



Attitudes to climate change

Concern about global and societal issues is generally high in Southend-on-Sea

Levels of concern for environmental issues rank slightly higher than for social issues. 85% of respondents said they were very or fairly concerned about deforestation and loss of habitat, with 47% indicating they were very concerned. This presents an opportunity to develop more greenways to promote active travel.

This is closely followed by concern for climate change/global warming and the use of single-use plastic, with 84% and 83% expressing they were very or fairly concerned about the two issues respectively.

Views towards the environment are stronger as age increases.

2.3.2 Encouraging Future Use

Attitudes to climate change

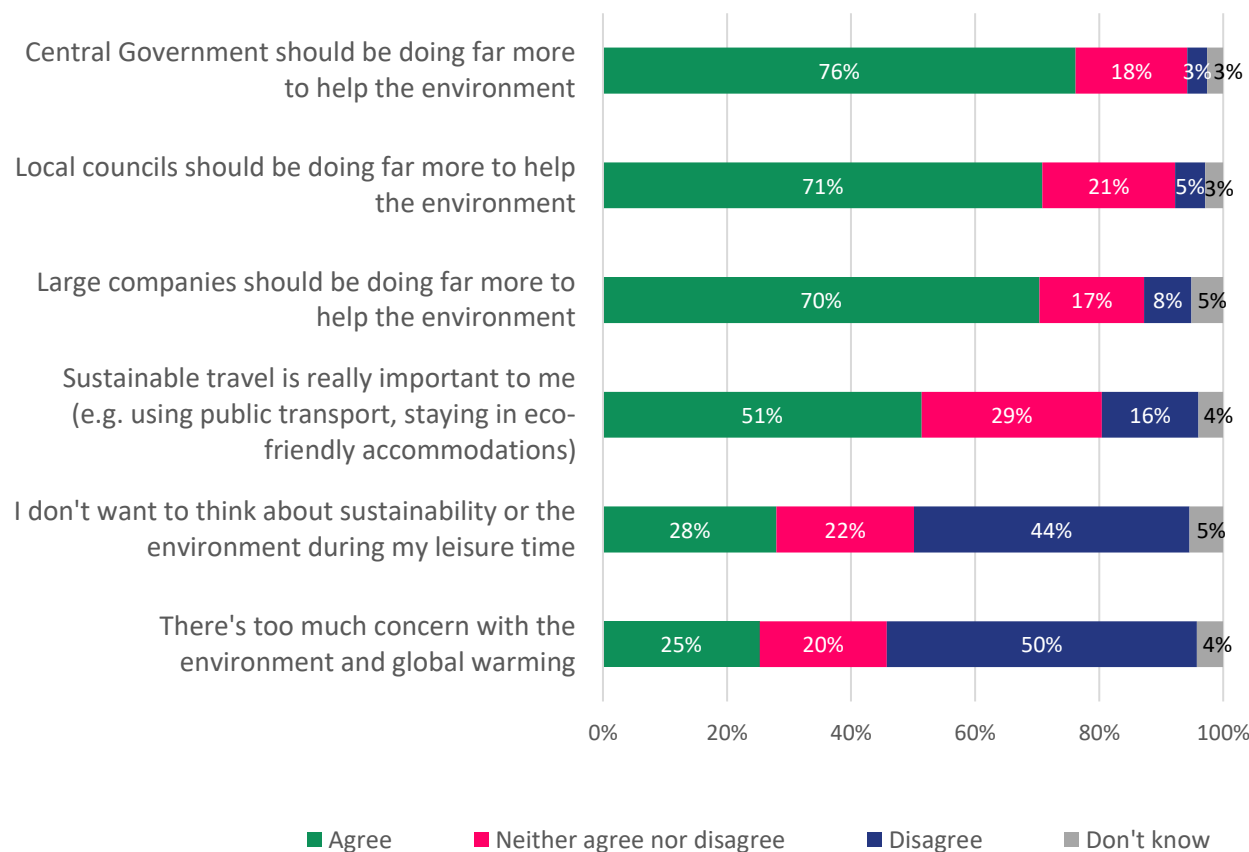
51% of respondents agreed with the statement 'sustainable travel is really important to me', with no distinct difference across demographics.

71% agreed that central government, local councils and large companies should all 'be doing far more to help the environment'.

This suggests that influential organisations have a significant responsibility in driving progress and development, and residents are relying on them to take the lead in bringing positive change in their communities.

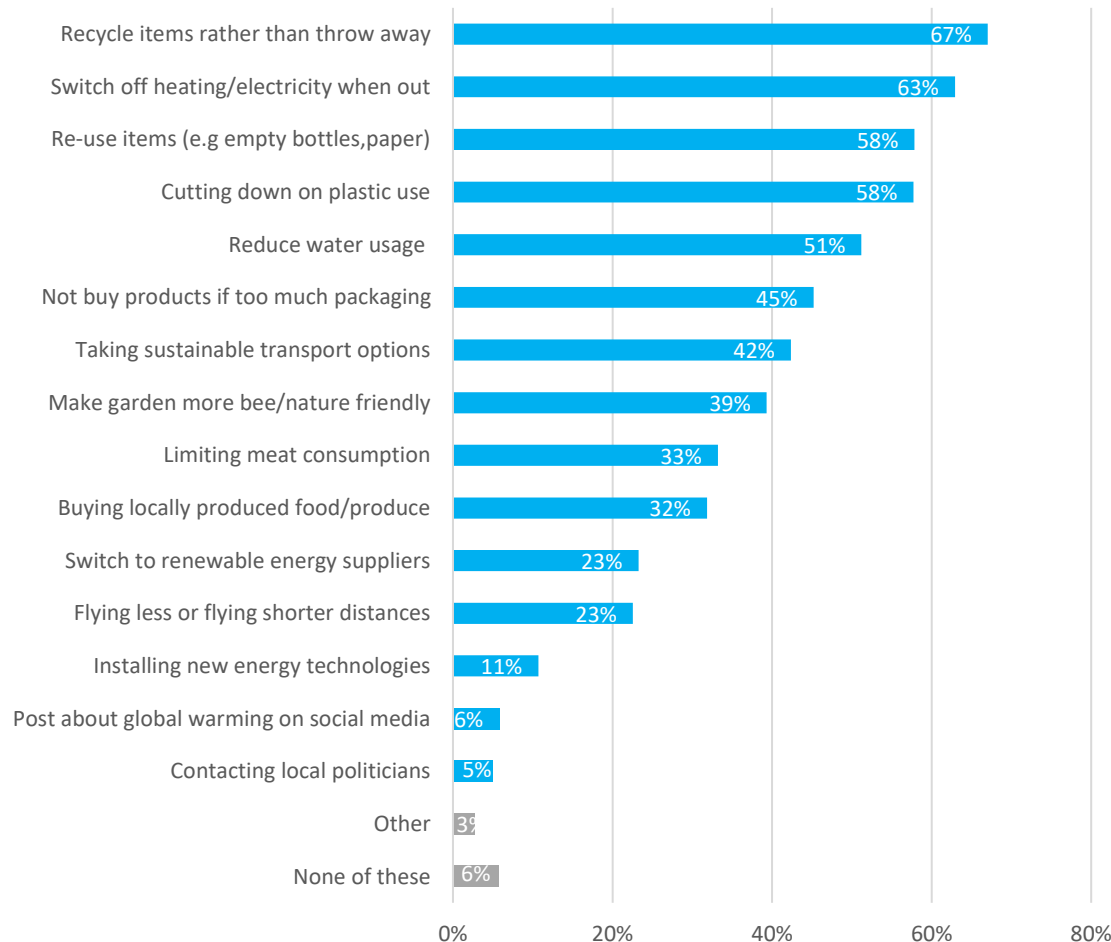
25% said 'there's too much concern with the environment and global warming'.

Agreement with climate change statements (%)



2.3.2 Encouraging Future Use

Personal behaviours carried out to help the environment (%)



Attitudes to climate change

73%

Perceive it is very/somewhat important to make sustainable choices when travelling (e.g. using public transport, like walking or cycling)

Generally, people are carrying out behaviours such as recycling, switching off heating, and reusing items.

73% of Southend-on-Sea respondents state it is important to be sustainable when travelling, but only 42% are currently 'taking sustainable transport options', with only 18% of those aged 16-29 doing so.

This suggests there is significant opportunity to influence and enable a shift to more sustainable transport options in the future.

2.3.2 Encouraging Future Use

Attitudes to climate change

Views on suggested scenarios to reduce environmental impact

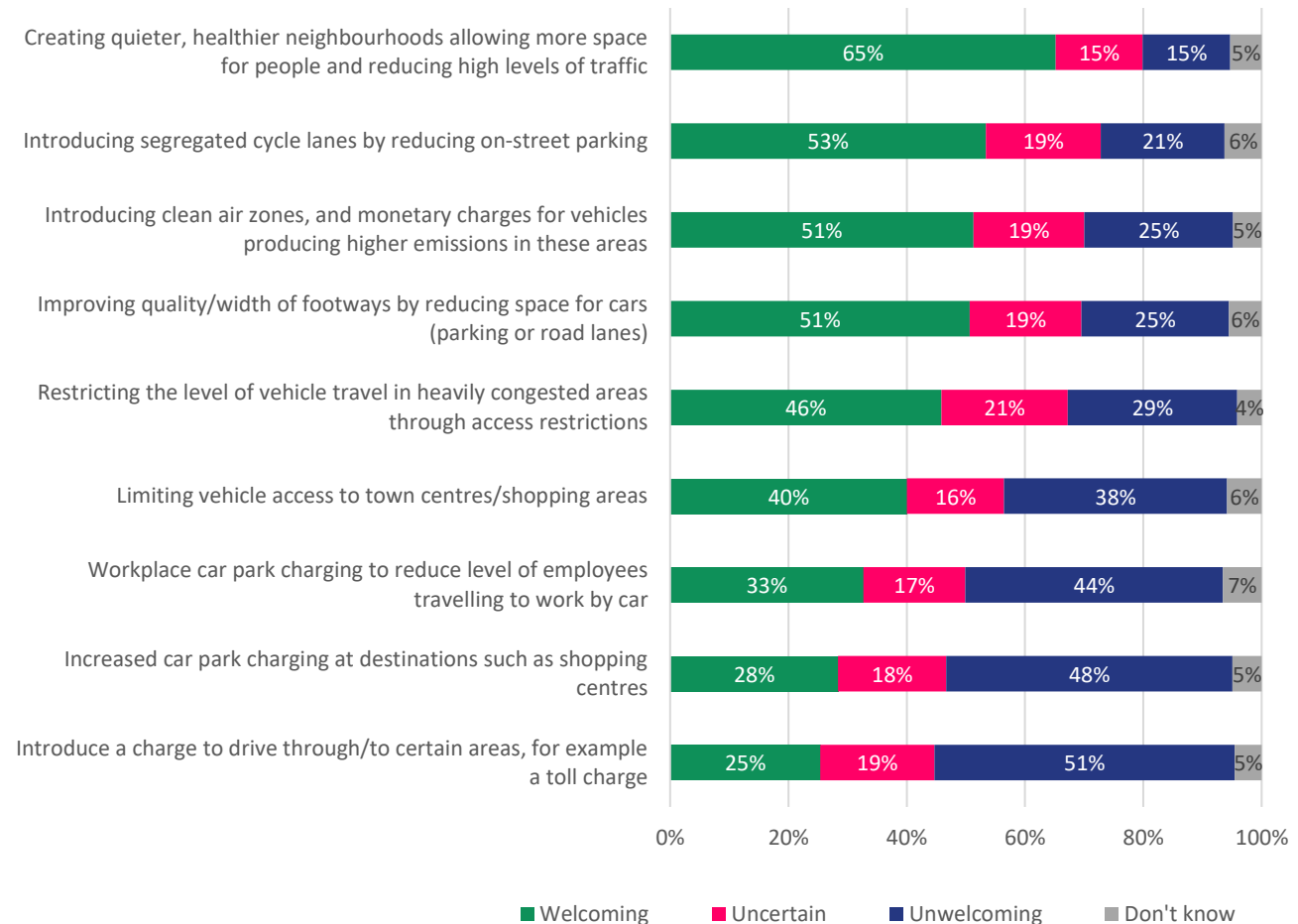
Environment improvements that encourage walking and cycling was generally viewed positively, such as quieter neighbourhoods allowing for more space, reducing on-street parking, clean air zones and reducing space for cars. These findings were consistent across regions.

Scenarios involving driving charges were less welcome – with 51% against the idea of introducing a charge to drive through or to certain areas.

“Creating quieter, healthier neighbourhoods allowing more space for people and reducing high levels of traffic” was the **most welcomed scenario**.

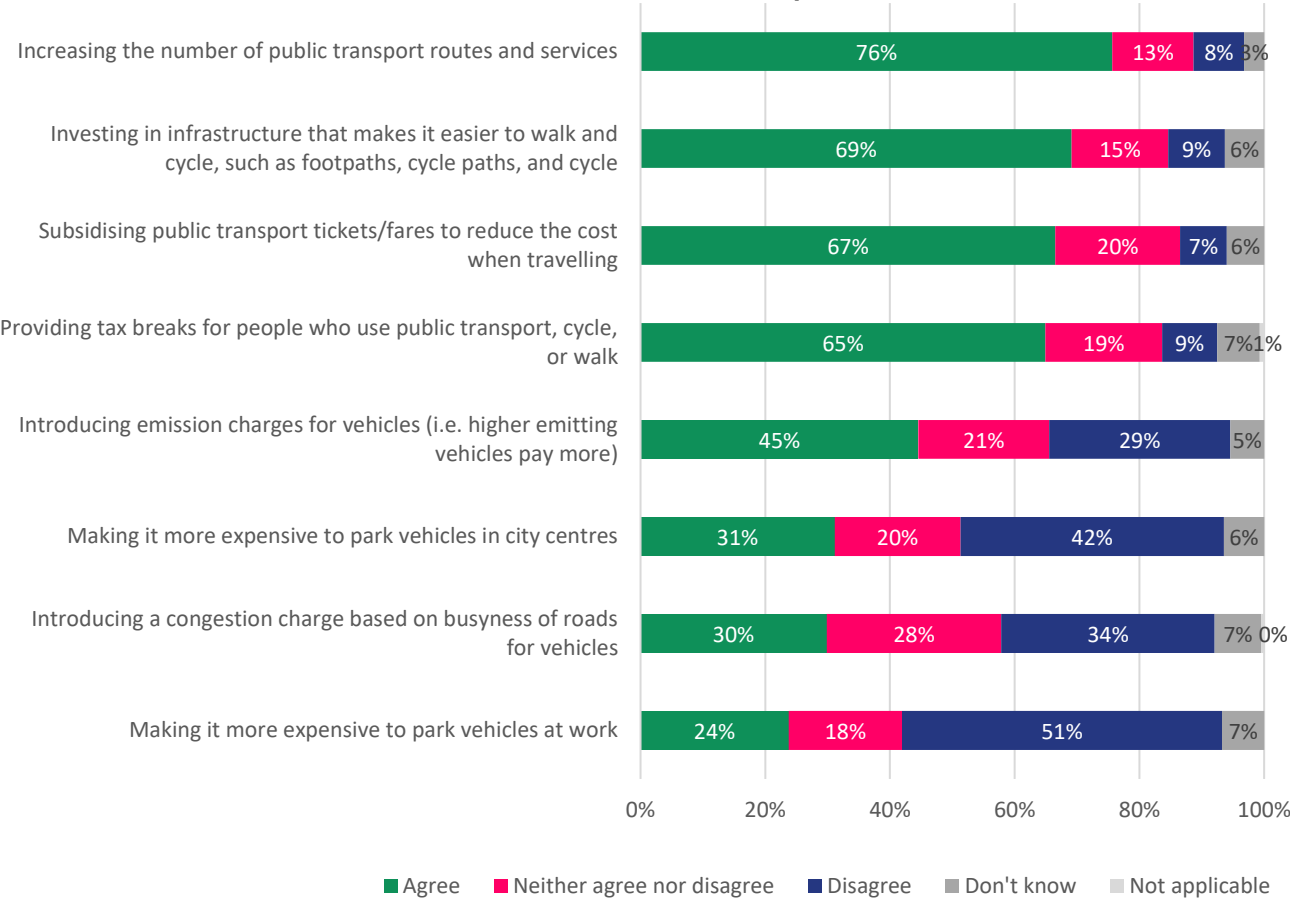
“Introduce a charge to drive through/to certain areas” was the scenario **least likely to be welcomed**.

How welcoming are the following scenarios? (%)



2.3.2 Encouraging Future Use

Agreement on which ideas would encourage more sustainable transport choices (%)



Attitudes to climate change

Views on suggested scenarios to encourage sustainable transport choices

Public transport and active travel infrastructure received favourable feedback. 76% of respondents agreed that ‘increasing the number of public transport routes and services’ can encourage more sustainable transport choices.

‘Investing in infrastructure’, ‘Subsidising public transport tickets’ and ‘providing tax breaks’ would also benefit.

However, initiatives that financially penalised people, through the introduction of charges, were less likely to be considered as having a positive impact. 51% of respondent are against the idea of making it more expensive to park vehicles at work.

Notably, men, middle-aged and high income groups viewed some of these charge-based scenarios more highly.

2.3.2 Encouraging Future Use

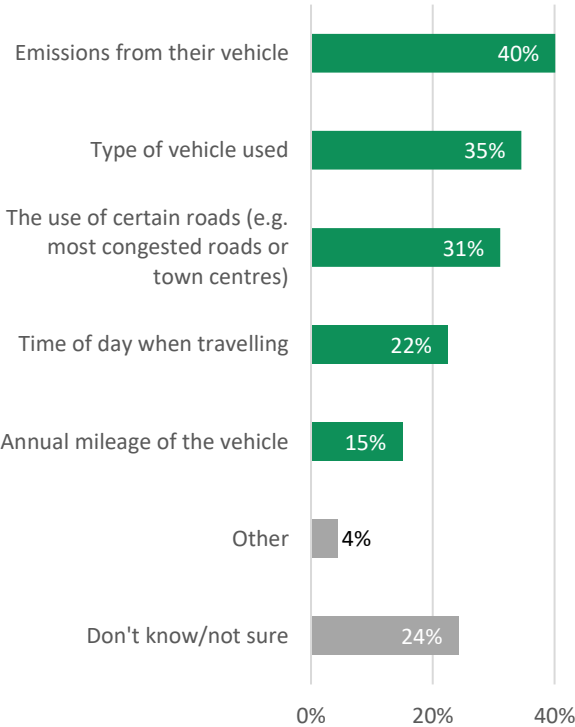
Scenarios for future investment – road charging

40% of respondents said they thought ‘emissions from their vehicles’ was the scenario road charging should be based on, notably among men (49%). An exception to this trend was among those in the income bracket of £25,000 - £54,999, who favoured a road charging scenario based on the type of vehicle used.

‘Type of vehicle used’, ‘the use of certain roads (e.g. most congested roads or town centres)’ and ‘time of day when travelling’ were also suggested as possible options by notable proportions.

‘Annual mileage’ (15%) was the least popular of the scenarios put forward.

Which scenario should road charging be based on? (%)



“Imagine a scenario where road charging has been introduced (charging certain vehicles to access certain roads at certain times of the day and/or week) in the area. The money from the road charging will be used to support funding Government initiatives in the local area. In this scenario, which of the following should the road charging be based upon? ”

2.3.2 Encouraging Future Use

Scenarios for future investment – top priorities for funding

Improvements with the broadest benefits came out top on this priority ranking exercise. Ranking in their top 3 priorities for over half of respondents were:

- Increasing number of available public transport services (52%)
- Improving condition of road (52%)

‘Improving footway quality’ and ‘subsidising ticket cost for local buses’ were also supported by nearly half of respondents.

Noteworthy, subsidising local bus tickets is the top funding priority for people between £55,000 and £99,999 in income.

Investing the funding towards general funding, and not transport, was not received well. Only 10% of respondents considered it as a top 3 priority.

Top 5 items ranked in top 3 (%)

Increasing number of available public transport services (e.g. bus, train)	52%
Improving condition of road (e.g. filling pot holes)	52%
Improving footway quality	46%
Subsidised ticket cost for local bus services	43%
Improving the number and quality of cycleways (e.g. increase the number of segregated cycleways)	24%

“Imagine your local authority has raised additional funds to invest in transport in your area. Please rank the following in terms of which you would consider to be the top 5 priorities for funding in the area that you live in?”

2.3.2 Encouraging Future Use

Scenarios for future investment – top fairest ways of addressing the funding gap

Respondents suggest the fairest way of addressing the funding gap is either to increase the taxes on other types of vehicles (33%) or implement a road user charge based on size and weight of the vehicle (32%).

Implementing a road user charge based on vehicle emission level and allocating a portion of existing tax revenue towards transport infrastructure closely follows.

Reducing Government spending on transport was the least likely of the scenarios to be ranked in the top 3 fairest ways of addressing the funding gap.

Top 5 priorities ranked in top 3 (%)

Increase taxes on other types of vehicles, such as electric vehicles and hybrid vehicles	33%
Implement a road user charge based on size and weight of vehicle	32%
Implement a road user charge based on vehicle emission level	31%
Allocate a portion of existing tax revenue to be used for transport infrastructure	30%
Implement a road user charge to access certain areas	24%

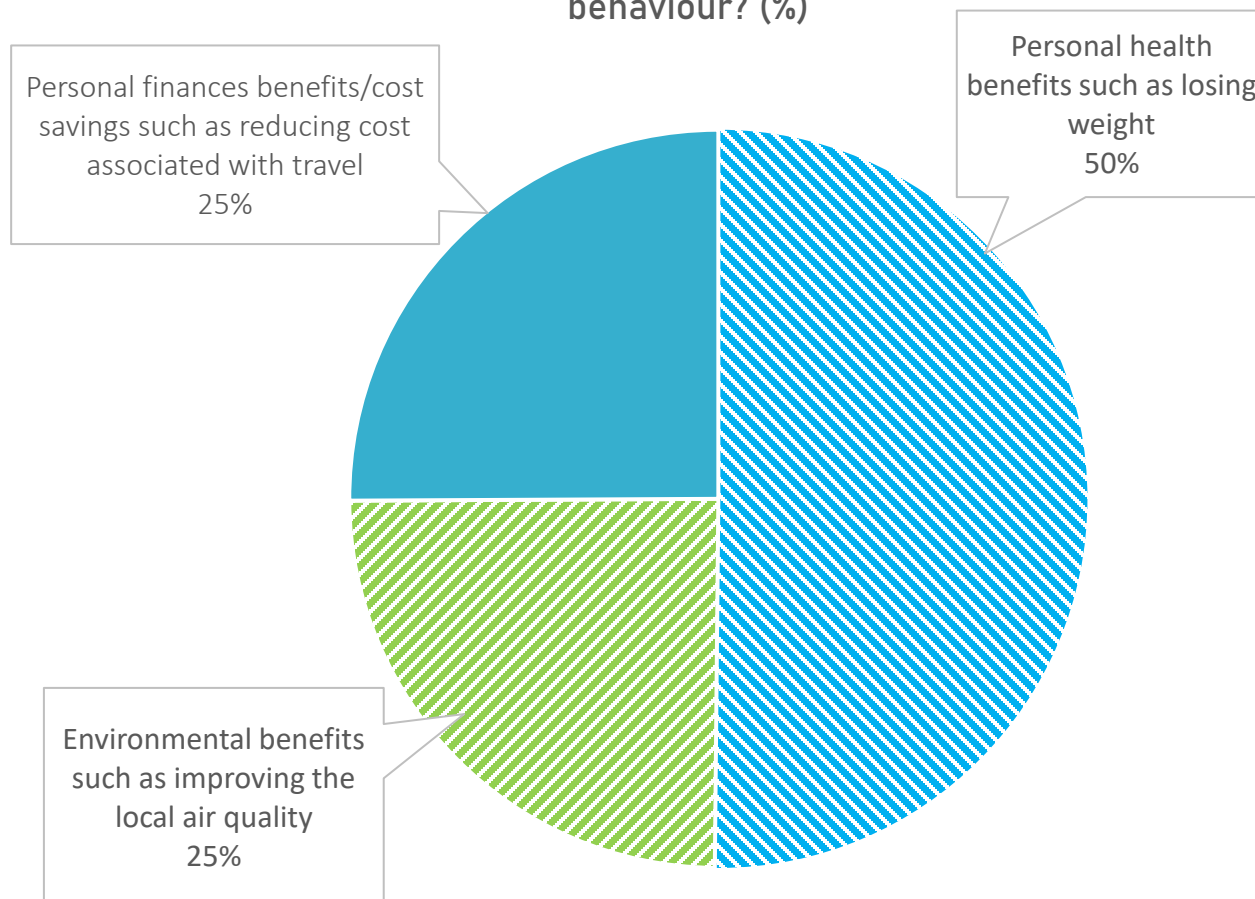
* We asked people to rank statements in order of priority. The above table reflects the statements that appeared most frequently in respondents top three

“Currently the tax you pay when buying fuel goes primarily towards funding transport infrastructure, Government funding, and towards environmental initiatives. As reliance on petrol and diesel vehicles decreases, the transport infrastructure traditionally funded by these fuel taxes will need to be addressed. Please rank the following on which you believe would be the top 5 fairest ways of addressing this funding gap?

2.3.2 Encouraging Future Use

“Imagine you're looking to incorporate more cycling or walking into your daily routine. Your local area wants to encourage residents to get moving, but with so many options available, they need your input. Three different campaigns have been launched, each with a unique message. Which one would most inspire you to choose your bike or to walk over the car for everyday activities?”

What is the best messaging focus for changing your behaviour? (%)



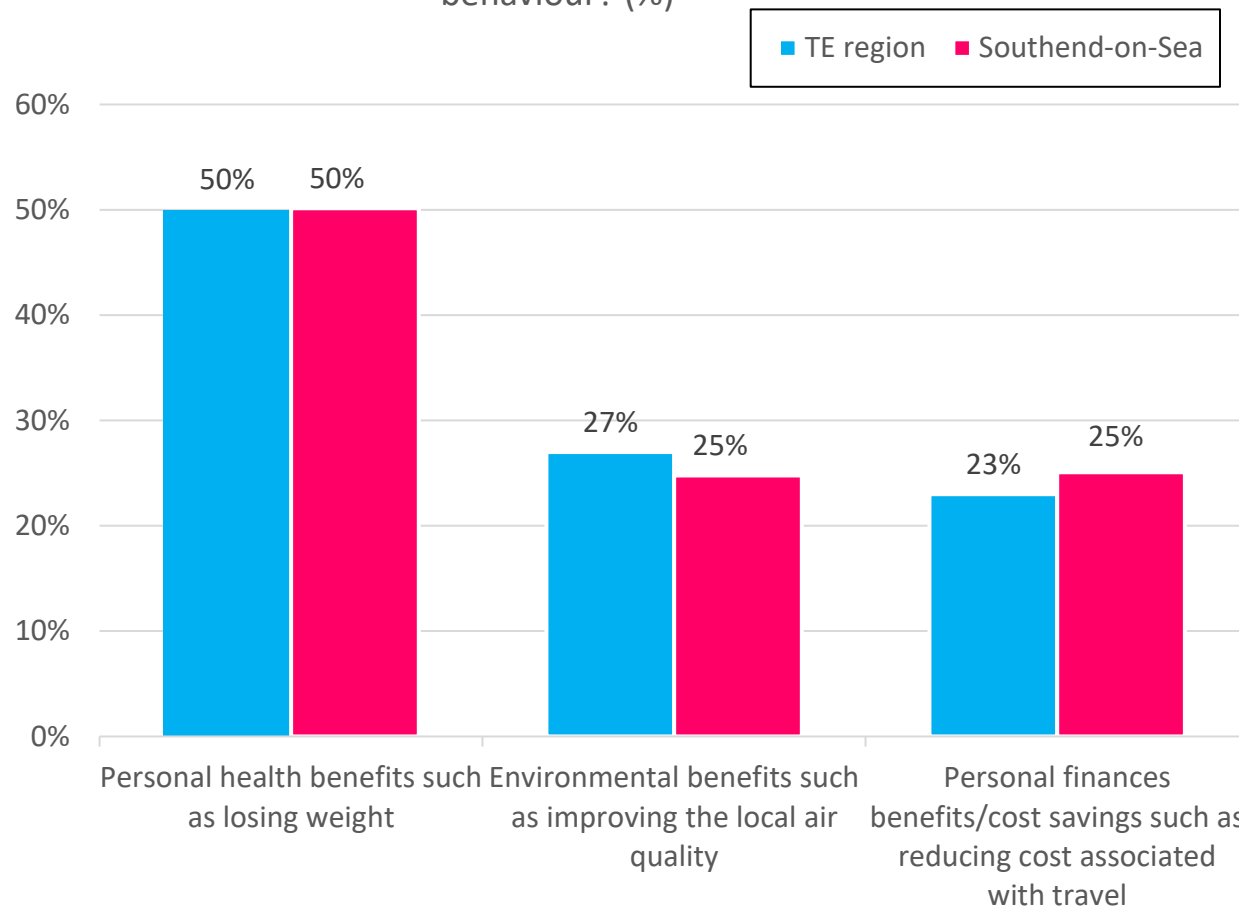
2.3.2 Encouraging Future Use

“Imagine you're looking to incorporate more cycling or walking into your daily routine. Your local area wants to encourage residents to get moving, but with so many options available, they need your input. Three different campaigns have been launched, each with a unique message. Which one would most inspire you to choose your bike or walk over the car for everyday activities?”

Half of respondents said ‘Personal health benefits’ would be the most inspiring campaign message to encourage choosing bike or walking over the car for everyday activities. A quarter said they would be most inspired by ‘Environmental benefits’ and a quarter said ‘Personal finance benefits’ would most inspire them.

This underscores the importance of integrating travel choices into a broader lifestyle perspective and working with other agencies to promote health and well-being.

What is the best messaging focus for changing your behaviour? (%)



2.3.2 Encouraging Future Use

Personal Health Benefits

50% of respondents feel health-related is the best way of inspiring them to bike or cycle for everyday activities. The tangibility of health benefits at an individual level were a key reason it appealed.

The importance of personal health resonated strongly with this audience and this message has the potential to both prompt and reinforce their aspirations/ existing behaviours related to their health.

Some benefits related to mental health and wellbeing were mentioned but primarily this audience focused on the physical health benefits of both weight loss and fitness.

The opportunity to incorporate exercise into 'travelling' was noted positively and there was a sense of proactivity this type of message could evoke. Linked to this is a sense that society needs to be more proactive with their health. There were

several specific mentions of a healthy society can provide relief to the NHS.

A minority of barriers mentioned are a reminder that walking and cycling may not be appropriate for every journey, including in poor weather.

**Personally resonates:
health is important**

"Personal health is of prime importance to me"

"likely to appeal more to individuals rather than environment, or cost savings"

"Only one which is of benefit to me"

"Because I can see the results"

Weight loss AND wider personal health benefits

"We all need to walk more it has so many health benefits mentally and physically"

"To get fit and lose weight"

"Because I want to increase my life expectancy"

"We all need to be looking responsibly at our own health needs."

Broader positive impacts for individuals and society

"a healthier population will also reduce pressure on the NHS & social care"

"Generally most people need to move more... health benefits from walking should be emphasised"

"Obesity is one of the most significant killers today. It adds to the cost of the NHS and lost time working."

Integration in everyday activities = a positive

"Walking or cycling to and from work or other places helps burn off those calories"

"I enjoy using travel to exercise"

"I prefer to use everyday activities to maintain my fitness"

"I struggle to find time to exercise so this would encourage me to exercise while travelling to my destination"

2.3.2 Encouraging Future Use

Environmental Benefits

25% of respondents are most inspired by an environmental message.

Unlike the other two messages, which focus on a personal benefit, this message can appeal because it offers a wider benefit to the community and also the planet.

The associated benefits for health through improved air quality appealed and there was consideration it would have a positive impact for future generations.

There was also a wider narrative around a positive impact on climate change and helping the planet.



2.3.2 Encouraging Future Use

Personal finance benefits/cost savings

25% of respondents said they would be most inspired by a financial message.

Recognising that both themselves and others were struggling financially, any opportunities to ease the financial strain have potential to appeal.

Money generally was identified by some to be a strong motivator for both themselves and others and an opportunity to save money could also be inspiring for this reason.

In comparison, the other messages were not strong enough to compete with a message centring on financial reward for individuals.



3.0 Conclusions and Opportunities

3.0 Conclusions and Opportunities

Key takeaways of travel behaviours and attitudes in Southend- on-Sea

- 'Car' and 'walking' were the most used modes of transport across all journey purposes. The use of public transport is more prevalent in Southend-on-Sea than at a total Transport East level. 33% report using the bus, compared to 23% at a Transport East level, and for rail travel, 22% use the train compared to just 12% at a Transport East level. Cycling is more common here compared to other Local Transport Authorities, with 16% reporting to travel in this way currently.
- People choose transport based on a variety of factors. The car (as a driver), as passengers, and the bus is more convenient (61%, 56%, and 53% respectively), walking for shorter journeys (49%), and the train is fast at getting to a destination (48%).
- Across the top 10 most used transport modes, the most common trips include grocery/food shopping or commuting to work.
- Travel by car/van (as a driver) or walking are carried out most frequently, while car (as a passenger), bus and train are carried out less frequently at around 1-2 days a week.
- Only a minority of people combine more than one type of transport into one trip. If they do, they will combine two types of transport, such as walking, train and bus.
- Of those surveyed, walking will continue to be the main form of transport in the next 12 months. Intentions to travel by rail and bus increase, meaning the intended use of these two modes of transport is higher than the car.

3.1 Conclusions and Opportunities

Walking

Walking is the most used mode of transport and respondents suggest this will be their leading mode of transport for the forthcoming 12 months.

Walking is mainly used for grocery shopping (62%), for leisure time (56%), and getting to work (48%). It is also used when combining multiple modes, such as with train, bus or Underground.

Focusing on walking and wheeling together, satisfaction ratings of the provision to achieve this are moderate at 39%. 25% rate this poorly.

Respondents' experience of walking is mixed, with a notable number sharing that destinations are walkable (53%) and have safe crossings (51%). An adequate width of pavements (39%), safe footpaths (31%) and well-connected pavements (30%) are also

shared by a notable minority. Though there is still room to expand on this and make the connectivity and safe walking areas an experience for the majority.

In addition, for many respondents walking areas have poor surface quality (51%) and litter (45%), and only 8% deem the streets to be pedestrian friendly. This suggests that the quality of the walking areas could be improved for Southend-on-Sea respondents.

For those who do not walk, the biggest barrier is safety concerns, with pavement lighting being a key concern (32%). Providing safer walking routes can encourage future use, by having well-lit walking routes (38%), well-maintained walking routes (36%), wider footways (27%) and signalised crossings (26%). However, improving infrastructure is less effective on those aged 50+ respondents.

Nearly three quarters of respondents perceive it to be important to make more sustainable travel choices, and additionally, 69% of respondents support further investment into infrastructure making it easier to walk.

Opportunities

Safety and maintenance are key concerns to walking. To help encourage walking, the survey results show that there should be:

Investment in safer, well-maintained walking routes: Improving the footpath infrastructure so it is well-lit and maintained for walking is vital. This will benefit all those currently walking, and those aged below 50 years old, who are more likely to be encouraged by these improvements.

3.1 Conclusions and Opportunities

Car Use

The car (as a driver) is the second most used transport mode in a typical week among the survey respondents. Based on their current understanding, it is intended to be the second most used transport mode in the next 12 months.

For drivers, it is used most when food/grocery shopping (76%), visiting friends/relatives (65%) and commuting to work (62%).

Convenience (61% for drivers; 56% for passengers), enabling one to get to/from a destination (59% for drivers; 45% for passengers) and the speed of reaching a destination (49% for drivers; 46% for passengers) are cited as the main reason for using the car.

Parents will often use the car when taking their child to school, as distance or time constraints limit their alternatives to car.

Current conditions of roads could be

improved, with only 16% very/fairly satisfied with the condition. Fuel costs are another deterrent to car use in the future and is most prominent among those below 49 years old. Parking costs and insurance costs are also a concern.

Electric Vehicles (EVs)

Adoption of EVs is low, with only 10% of car users owning an EV. 39% of respondents indicated that they intend to purchase or lease an EV in the next 2-10+ years.

The main barriers to owning or leasing an EV are practical challenges of ensuring access to charging infrastructure (45%), followed by the costs associated with purchasing one (41%). These trends are like those reported at an overall TE level.

Connected and Autonomous Vehicles

CAVs are an area of uncertainty among

most respondents, with 34% indicating they would be willing to use one if it was available. Reported willingness to use is higher among men, and those aged 16-49 years old.

The barriers to adopting this technology is related to personal security concerns (56%), lack of information/awareness (42%) or technology fears (41%).

Car Sharing

Formal car sharing with other people and car clubs/ hiring are two transport modes used by very few respondents. Safety concerns with car sharing are prominent those aged 30-49. It is also considered less flexible.

Preference for your own vehicle is leading barrier to car clubs, particularly among those earning £55,000 or more. Cost of hiring the vehicle is also a barrier.

3.1 Conclusions and Opportunities

Car Use

Opportunities

The survey highlights that using the car will continue to be the case in the forthcoming 12 months among these respondents, although road conditions and costs are a limitation. Respondents indicated an interest in being more sustainable in their transport choices, and there are ways in which to encourage a shift from petrol or diesel car to more sustainable choices in the future to help tackle the key barriers to uptake.

Responses from the survey provide the following recommendations:

Wider availability of charging and tackling purchase costs of electric vehicles (EVs): Adoption is hindered by concerns of access to charging and the costs associated with purchasing an EV. To ensure there are

enough public charging points.

There also needs to be greater focus on the longer-term fuel and maintenance savings for EVs can also incentivise adoption. By tackling these cost and infrastructure barriers could play a key role in accelerating the shift towards this as a cleaner alternative to petrol or diesel-fuelled cars.

EV Incentives and educational campaigns: 16–29-year-olds are more open to new technologies, as displayed by their interest in CAV technology. Developing targeted campaigns that highlight the environmental and potentially financial benefits of EVs (e.g., lower running costs, tax breaks) could be one way to encourage adoption.

Campaigns focused on educating the public about CAV, with an emphasis on

safety factors, could also encourage wider adoption of CAV.

Targeted campaigns and additional research for increasing car sharing adoption: Additional research and campaigns could focus on the safety and flexibility aspects in relation to car sharing. If people consider these to be safer, this could help to reduce the reliance on car ownership and reduce the number of cars on the road.

Improving road conditions: This would enable all car users a better experience when travelling on roads within Southend-on-Sea.

3.1 Conclusions and Opportunities

Cycling

While 35% of respondents owning a bicycle, only 16% report that they use it as mode of transport in a typical week. Although this is higher compared to other Local Transport Authorities.

Cycling provision is not considered to be good in the Southend-on-Sea area, as only 25% rate this as very/good). 23% state there is no provision or dedicated cycling infrastructure, and only 30% report there being separate bike lanes.

The key barriers and concerns of respondents is the safety. Concerns with road traffic was the top barrier (43%). The lighting of cycling routes was third as a barrier (34%). These are among the top 3 barriers shared by all Southend-on-Sea respondents, with no distinct differences. It is also comparable to the TE results, where safety is a key concerns for choosing to travel by bicycle.

Weather (35%) is a limiting factor too

The uptake in cycling is intended to be slightly higher than current activity, based on the reported intentions. It is expected to change from 16% usage to 28%.

With many people wanting to make more sustainable transport choices, ways to encourage cycling include segregated, well-lit, well-connected and well-maintained cycle lanes. Segregated cycle lanes is particularly important to those aged 30-39 years old. There is a small interest in cycle storage at work location and near home.

Encouraging future use is limited by age, with the older age groups sharing fewer areas that would encourage them to cycle in the future.

Opportunities

Like walking there is a need for further investment in cycling infrastructure provision, particularly given the low uptake. With safety, dedicated cycle lanes and maintenance are barrier to using this mode, there is the opportunity to:

- Prioritise improvements to cycling infrastructure: The survey highlights only 25% rate cycling infrastructure positively. Investments should focus on providing dedicated cycling lanes, or lanes protected from the road traffic and with better lighting. This will make cycling a safer and more attractive option for all ages and demographics, potentially encouraging a shift away from car use for short trips.

3.1 Conclusions and Opportunities

Public transport & DRT

Bus

The bus is the most used mode of public transport (33%), with the main purpose of journeys being commuting to work. For many, the bus stop is close to the start of the journey and safe. Two barriers are the reliability of bus services and the availability of early/late services, where 33% and 31% are dissatisfied with each, respectively.

Reducing costs could increase future bus use, particularly among those aged 16-49. This is similar to trends observed across public transport modes, and across all demographics.

The biggest barriers to travel by bus among respondents is the inconvenient/non-direct routes (53%). Ticket costs (42%) and infrequent services (37%) are notable barriers too.

Other ways of encouraging future use of the bus include more frequent services and a travel pass scheme. The latter was particularly noted by 16-29 year olds.

Train

A greater number of Southend-on-Sea respondents use the train compared to the Transport East region - 22% of respondents compared to 12% regionally. They also indicate a planned increase in their rail travel from 22% to 63%.

The majority are satisfied with local rail services (66%); satisfied with the availability of train services (84%), the frequency of services (80%) and early morning/late night services (77%).

Cost is a key deterrent – 44% of all train users are dissatisfied with the expense. It is also one of the leading reasons for not using the train, and the main way to encourage future use. Another key reason for non-use is safety concerns (31%).

Demand-responsive Transport (DRT)

Only 15% are aware of DRT, reflective of the limited number of DRT services in the region. A number of those aware have used it (48%). Interest in using in the future is limited.

Opportunities

- Invest in improving bus scheduling and reliability: The survey indicates dissatisfaction with the reliability and availability of bus services. Exploring options including dedicated bus lanes, improving bus travel times and consistency, a review of current routes in the area, and introducing services in the early or late evening. This will make bus travel a more appealing option.
- Promote discounted public transport options: Fare reductions or discounts would ease the barriers associated with using the train and bus. Also, 16-29 year olds could be targeted via implementing travel passes, which could make it more affordable and attractive to use.

3.1 Conclusions and Opportunities

Work and Shopping

Working

63% of respondents are currently working in a typical week, and work is one of the key reasons people are travelling by transport.

Only 5% work from home all the time, with the rest travelling to the place of work all or some of the time. This is driven in part by the fact that 38% are unable to work remotely, with a further 18% mandated to be physically present. Only 3% are remote working due to no physical office.

Travelling to work takes on average 37 minutes, and this is reflected by where people are travelling to get to work.

56% of respondents are working within Southend-on-Sea. A further 26% work outside of the Transport East region, with most of these people working in London. A small proportion (18%) commute to Essex for work.

Shopping

Focusing on non-food shopping, respondents prefer to visit destinations close to home or nearby towns.

There is a preference for home deliveries, with 83% using home deliveries regularly or sometimes. 61% of respondents are making 1-2 deliveries per week.

Respondents are less inclined to making home deliveries of food, with a quarter having never done this.

The level of online shopping is expected to stay the same for most, but among those expecting a change, more respondents expect to increase their online shopping (+10%). People are keen to see options for deliveries to be combined into one trip or delivered on day that reduces carbon emissions.

Opportunities

- Working from home: The survey results show that working at a specific location at least part of the time is a requirement for most. This means transport to a workplace is required. People will often use a variety of modes, with car being the most popular. Exploring and promoting flexible work arrangements that allows employees to work from home occasionally and rely less on their car for commuting would help reduce car use.
- Promote combined deliveries with reduced emissions: Calling for delivery companies to offer same-day deliveries that combine packages from different retailers or use low-emission vehicles. This caters to people's delivery needs while aligning with their interest in sustainability

3.1 Conclusions and Opportunities

Environment

Respondents were asked to share their views towards environmental and social issues, with a focus on their current travel behaviours.

There is a higher concern for environmental issues than social – with concern highest for deforestation/loss of habitat (85%). Views towards the environment are stronger as age increases.

To address concerns and influence behaviour, there is a desire:

- For Government, Councils and companies to take more action to help the environment
- For the introduction of quieter neighbourhoods with reduced traffic, as well as clean air zones

- Initiatives that promote cycling and walking, including improvements to pedestrian walkways and the implementation of cycle lanes
- To be more sustainable where possible regarding transport choices. 73% think it's important to travel sustainable, 51% agree that sustainable travel is important to them, and 42% consider themselves to be currently taking sustainable transport options. The disconnect is likely driven by an age split – older respondents are more likely to actively taking sustainable transport options, while the opposite is true for younger respondents.

Opportunities

- Bridge the gap between awareness and action: While 73% value sustainable travel, only 42% currently use such options. Implement strategies to bridge this gap, such as educational campaigns highlighting the environmental impact of travel choices; making sustainable options more convenient and accessible as conveyed on previous slides (e.g., dedicated cycling lanes, improved public transport schedules); and incentivising sustainable travel through reduced fares on public transport.

3.1 Conclusions and Opportunities

Funding

Respondents were asked to prioritise alternative opportunities to raise funding to address the future reduction in tax from fuel duty linked to the transition to EVs.

Monetary charges received mixed views, e.g. workplace charging, toll charges, or car parking charging. Men, middle-aged and high-income groups were more accepting of charges as a means for encouraging sustainable transport choices, though for many these were less welcomed.

The top priorities for funding in the future are:

- Enhancing number of public transport services
- Improving road conditions
- Upgrading footways

The order of these differ to the overall Transport East responses, with public transport taking the priority in Southend-on-Sea.

In a scenario where road charging were to be introduced to address the gap in funding, respondents agreed that it should be based upon emissions from the vehicle, or the type of vehicle used (e.g. size, weight, and other types of vehicles such as EVs and hybrid vehicles) – the former similar to that of other Local Transport Authorities in the Transport East geography, but both are seen as fair ways to address any gaps in funding.

Opportunities

Based upon the priorities for survey respondents, there is an opportunity to:

- Allocate resources based on public priorities: Explore the implementation of a road charging scheme based on emissions or the type of vehicle used to generate additional funds for transportation improvements. The funding from this will be used to address improving road conditions and investing in upgrading the footways to better provide for walking.

3.1 Conclusions and Opportunities

Future messaging

Respondents were asked to decide upon which focus of messaging would help them make a choice about their travel behaviour. The messaging was to try and influence behaviour change from car to cycling or walking/wheeling if the option was available to them. Based on this, a focus on **personal health benefits** was considered the most effective message for Southend-on-Sea respondents. 50+ years olds lower income respondents were more likely to seek this message.

Though it is important that the messaging acknowledges that walking and cycling may not be suitable for every trip (e.g. due to poor weather conditions).

What do people want to see?

- **Highlighting the overall health benefits and improvements:**

Focusing on the overall positive impact of cycling and walking/wheeling on physical and mental well-being. This could be done via emphasising the energy boost and improved mood associated with this type of active travel. It is key that the messaging showcases how easily this can be integrated into daily routines and less inconvenient, e.g. “easy way to keep fit”.

- **Promote health lifestyle benefits**

Weight management was an area highlighted for messaging, but it should be done in a way that promotes an overall healthy lifestyle, as weight won't be relevant for everyone.

- **Leverage the NHS for credibility**

Partnering with the NHS would help endorse the health benefits of cycling and walking/wheeling. Using credible sources can be a way to build trust and encourage widespread adoption.

- **Promote a mix of sustainable travel options**

Acknowledging the walking/wheeling or cycling might not be for everyone, and so promoting a mix of sustainable travel options, including public transport, will help cater this message to different needs and abilities. Also, focusing on a gradual adoption, such as short trips will still make a difference.

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4.1



Appendix

Methodology

4.1.1 Sampling and Recruitment

Sampling & Recruitment		
LTA	Target	Achieved
Norfolk	725	944
Suffolk	580	766
Essex	1,305	1,488
Southend-on-Sea	145	284
Thurrock	145	238
20 mile radius	100	105
Total	3,000	3,825

Sampling

The target population of this survey includes all individuals aged 16+ years, and are currently living in the Transport East area (Norfolk, Suffolk, Essex, Southend-on-Sea and Thurrock), including a proportion of those living within a 20 mile radius who travel into the Transport East area.

The total sample size of this survey is 3,825.

To ensure the findings effectively represent the population of interest, quotas were implemented to reflect the proportion of residents in each district and LTA (see table on the left). The proportions were based on the Census 2021 within the Transport East region.

Recruitment

Respondents were recruited through panels and an open link. The open link served as a supplement to the panels, supporting regions with lower response rates. It was shared on the Transport East website and by some of the LTAs and districts.

To encourage survey participation, an incentive was provided to open link respondents – all participants who completed the survey had the opportunity to win one of three £100 Love2shop vouchers.

4.1.2 Data Collection

Data Collection

**25-minute online survey
between March 18th to
April 17th 2024**

Key survey considerations

Survey needs to:

- Provide robust sample sizes for each district within the Transport East area
- Provide detail of existing and future travel behaviour and reason for choices
- Cover barriers and attitudes towards different types of transport
- Help understand attitudes towards different messaging and its possible impact
- Help understand attitudes towards different measures that may encourage transport type shift and bridge funding gap

Questionnaire outline

Section 1: About you

- Initial Demographics

Section 2: Current travel behaviours

- Travel behaviours in the last two days (at the time of completing the survey)
- Typical travel behaviours in a regular week

Section 3: Future travel behaviours

- Likelihood of use
- Barriers to use
- Encouraging future use

Section 4: Views on messaging

- Climate change/carbon emissions
- Funding gap
- Messaging that would encourage change in behaviour

Section 5: Demographics

- Final demographics questions

4.1.3 Data Analysis and Reporting

Data Analysis & Reporting

Weighting

Demographics were not controlled for when recruiting respondents to maximise responses. Thus, data in the report is weighted to be representative of age and gender from the Census 2021 for each district in the TE region.

The scale of the weighting was somewhat significant as we applied weights to both gender and age. The weighting process involved several steps:

1. Firstly, the populations sizes were taken from the census data for age and gender by district. This identified how many people under each age cohort or gender lived within each district area or unitary authority.
2. A sum of the population was then taken for each measure. For gender a sum of the population across the 24 districts and 2 unitary authorities was produced, and the same was conducted for gender.
3. This total population was then used to work out the relevant percentage sizing of the gender and age within each district relative to the whole TE region. I.e. how much did women account for in Babergh relative to the TE region as a whole.
4. With the inclusion of 2.75% of those living within 20 miles radius of the TE region, the percentage sizing was rebased slightly to account for the 2.75%. The final weighting is 97.25% for TE region and 2.75% for those living outside of the catchment area, where their figures by age and gender were based upon their natural fallout in the survey.
5. The weighting criteria produced was then applied into the dataset and used when analysing the data across the report.

To note, social grade was not included in the weighting regime. By applying into the weighting criteria, it reduced the representativeness of the data of the TE population, and so is shown as how they were received in the survey data.

4.1.4 Reporting of Questions

Reporting of Questions

This report conveys all of the key questions relating to the questionnaire outline shared on slide 67.

There are, however, questions that are not included within the report and this is due to the questions having a low base size of <30. Therefore, no data is shared for these questions. The Transport East overview report can provide a top level finding from the Transport Region as a whole for these respective questions.

Questions Not Included

The questions that were not included within the Southend-on-Sea report were:

Electric vehicle charging facilities/points

- C4. What electric vehicle charging facilities/points do you have easy access to?
- C5. How satisfied are you with the availability of charging points...?

Top 5 transport modes used when children travel to school by themselves

- SCH1. You previously shared that your child goes to school, but you do not take them to school. How does your child travel to and from school in a regular week?

Top 10 reasons for reducing...

- F4. You previously stated you will be decreasing your usage of the following transport type (s), for what reason (s)?
 - Reasons for reducing cycling; Reasons for reducing Bus use; Reasons for reducing Underground use; Reasons for reducing train use; Reasons for reducing walking

4.0

Appendix

4.2

Southend-on-Sea – Current Travel Behaviours and Attitudes

4.2.1 Transport modes used in a typical week

Transport modes used (typical week)	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Heterosexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Walk	62%	68%	49%	71%	67%	71%	67%		56%	71%	52%	75%	64%	
Car – owned/work, driven by yourself	53%	50%	25%	52%	63%	57%	54%		36%	57%	36%	49%	62%	
Bus	39%	29%	39%	29%	27%	47%	34%		30%	35%	32%	41%	27%	
Train	21%	24%	17%	29%	22%	15%	24%		16%	25%	12%	22%	35%	
Car – owned by yourself or someone else, with you as passenger	19%	20%	16%	25%	18%	14%	20%		18%	19%	12%	20%	24%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.2.2 Experience with walking/wheeling in local area

Experience with walking/wheeling in local area	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29	30-49	50-69	70+	Heterosexual	LGBTQ+	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+
Destinations that are walkable	52%	53%	30%	55%	62%	52%	55%	35%	46%	57%	43%	60%	56%	50%
Safe and pavements/footpaths	44%	19%	35%	43%	25%	14%	32%	33%	20%	37%	16%	34%	42%	43%
Safe pedestrian crossings	52%	50%	39%	60%	50%	48%	53%	52%	37%	59%	47%	61%	54%	42%
Poor surface quality	50%	50%	29%	36%	68%	72%	52%	29%	48%	53%	47%	52%	47%	38%
Adequately wide pavements/ footpaths	47%	31%	31%	39%	46%	35%	39%	46%	34%	42%	30%	47%	38%	37%
Well-maintained pavements/footpaths	32%	14%	23%	27%	24%	9%	21%	33%	22%	22%	13%	21%	35%	25%
Pavement parking	41%	36%	26%	28%	57%	43%	40%	26%	35%	41%	35%	38%	34%	29%
Litter	47%	41%	30%	38%	59%	51%	46%	34%	45%	45%	45%	49%	34%	31%
Well-connected/continuous pavements/footpaths to local destinations	34%	25%	21%	26%	38%	31%	31%	20%	29%	30%	26%	33%	41%	12%
Lack of safe crossings	15%	8%	7%	8%	15%	16%	10%	12%	10%	12%	12%	8%	6%	19%
Separated bike lanes from the pavement/footpaths	19%	13%	14%	25%	14%	4%	16%	20%	18%	15%	12%	20%	19%	7%
Pedestrian-friendly streets	10%	7%	5%	11%	9%	4%	9%	2%	6%	9%	6%	12%	8%	4%
None of these	1%	6%	9%	5%	0%	1%	3%	9%	5%	2%	9%	2%	0%	0%

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.2.3 Work travel behaviours by modes of transport

Work travel behaviours by modes of transport	Car – owned/work, driven by yourself	Walk	Car – owned by yourself or someone else, with you as passenger**	Bus*	Bicycle or Pedal cycle**	Train*	Underground**
I commute to work all of the time	68%	58%		33%		27%	
I commute to work most of the time	56%	33%		16%		25%	
I do an equal mix of commuting to work and working from home	33%	75%		39%		495	
I work from home most of the time	56%	89%		25%		29%	
I work from home all of the time	76%	83%		5%		17%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.0

Appendix

4.3

Southend-on-Sea – Understanding the factors that may influence future travel behaviour and choices – Barriers and decline in use

4.3.1 Barriers to cycling

Barriers to cycling	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Safety concerns – cycling alongside road traffic	45%	40%	41%	45%	44%	37%	43%		33%	47%	34%	48%	41%	
Weather	35%	36%	37%	35%	41%	23%	35%		26%	40%	24%	40%	39%	
Safety concerns – lighting along cycle routes	38%	31%	45%	37%	34%	17%	34%		29%	35%	18%	36%	41%	
Lack of safe storage at destinations	23%	17%	12%	25%	20%	20%	20%		16%	21%	13%	19%	25%	
Lack of cycle routes/signage	19%	18%	20%	27%	14%	9%	17%		15%	19%	12%	22%	18%	
Not a direct route/inconvenient	14%	19%	17%	23%	17%	9%	14%		18%	17%	11%	15%	29%	
Lack of awareness of cycle routes/signage	15%	18%	21%	28%	9%	7%	17%		10%	17%	11%	15%	17%	
Fitness level	13%	14%	12%	14%	19%	13%	13%		14%	14%	11%	18%	12%	
Physically unable to	15%	13%	12%	6%	16%	32%	12%		37%	7%	25%	13%	7%	
Lack of cycle storage at home	10%	17%	12%	16%	17%	10%	13%		14%	14%	15%	9%	23%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.3.2 Barriers to using the car/motorcycle/van

Barriers to using the car/motorcycle/van	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ +**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+ **
Fuel costs	38%	36%	50%	52%	27%	14%	40%		28%	41%	22%	43%	47%	
Parking costs	32%	21%	30%	26%	27%	23%	28%		22%	27%	19%	31%	25%	
Insurance costs	28%	20%	30%	31%	16%	18%	25%		21%	25%	12%	34%	16%	
Congestion on the roads	30%	16%	19%	23%	25%	24%	25%		14%	26%	8%	28%	27%	
Vehicle maintenance costs	25%	20%	32%	28%	16%	13%	23%		20%	23%	10%	27%	22%	
Do not have a driving license	20%	23%	35%	29%	15%	7%	20%		31%	17%	28%	26%	14%	
Availability of parking	23%	14%	28%	15%	17%	16%	20%		9%	20%	10%	19%	23%	
Ownerships/availability of this type of transport	11%	16%	22%	14%	10%	13%	13%		15%	14%	19%	14%	9%	
Time constraints (e.g. it can take too long to get to a destination)	4%	1%	3%	1%	2%	3%	2%		1%	3%	2%	3%	1%	
This transport limits my employment opportunity/access to different jobs	2%	2%	4%	3%	0%	0%	1%		2%	1%	4%	1%	2%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.3.3 Barriers to car sharing

Barriers to car sharing with people	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Personal security concerns	40%	42%	41%	47%	34%	44%	40%		44%	40%	42%	36%	50%	
Reduced flexibility	37%	35%	33%	35%	36%	41%	36%		33%	37%	31%	30%	37%	
Privacy/prefer to travel alone	36%	32%	29%	33%	39%	33%	34%		30%	36%	35%	25%	40%	
Cleanliness/hygiene	27%	20%	31%	27%	18%	15%	22%		19%	23%	20%	27%	18%	
Increased journey times	20%	24%	21%	28%	18%	17%	21%		20%	23%	21%	12%	21%	
Lack of information/ awareness	22%	18%	28%	23%	11%	19%	20%		19%	19%	12%	21%	19%	
Other	4%	9%	0%	7%	13%	5%	8%		8%	8%	6%	10%	7%	
None of these	24%	18%	9%	16%	28%	31%	20%		29%	18%	27%	26%	12%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.0

Appendix

4.4

Southend-on-Sea – Understanding the factors that may influence future travel behaviour and choices – Encourage Future Use

4.4.1 Encourage cycling in the future

Ways to encourage cycling	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+ **
Segregated cycle lanes (from road traffic)	33%	24%	21%	39%	32%	16%	29%		20%	34%	17%	29%	36%	
Well-lit cycle lanes	33%	24%	26%	38%	29%	15%	29%		21%	32%	19%	34%	29%	
Well connected and continuous cycle routes	29%	18%	12%	30%	30%	15%	24%		16%	28%	12%	27%	29%	
Well-maintained cycle lanes	28%	18%	14%	26%	30%	15%	23%		19%	24%	11%	24%	25%	
Cycle routes that go near my intended destination/other transport types	25%	17%	12%	34%	23%	5%	20%		18%	23%	7%	25%	22%	
Secure cycle storage at work location	21%	16%	22%	31%	13%	0%	18%		20%	17%	11%	22%	25%	
Secure cycle storage near my home	16%	18%	21%	31%	11%	0%	16%		18%	17%	12%	24%	19%	
Secure cycle storage at other destinations	20%	14%	7%	29%	14%	12%	18%		17%	17%	10%	26%	11%	
Cycle to work scheme	20%	8%	23%	17%	12%	0%	15%		20%	12%	9%	16%	19%	
Flexible work hours allowing more time to travel by this type	12%	7%	7%	18%	7%	0%	10%		4%	11%	2%	13%	12%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.4.2 Encourage use of public transport – bus

Ways to encourage use of public transport –Bus	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Reduced ticket cost	59%	66%	80%	71%	59%	36%	64%		56%	65%	56%	62%	72%	
More frequent services	48%	48%	46%	49%	50%	48%	47%		44%	50%	47%	56%	32%	
On-time and reliable services	46%	43%	29%	50%	49%	47%	45%		39%	45%	41%	47%	46%	
Improved stations/stop facilities	34%	39%	35%	39%	36%	35%	37%		29%	39%	35%	36%	36%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	34%	33%	57%	29%	32%	24%	34%		39%	34%	38%	34%	27%	
Improved safety on-board	28%	31%	30%	40%	24%	21%	29%		31%	30%	25%	34%	25%	
Combined tickets (e.g. for bus and train)	30%	26%	18%	32%	32%	25%	29%		30%	28%	25%	32%	22%	
Improve cleanliness on-board	26%	29%	27%	33%	25%	24%	26%		25%	27%	30%	28%	18%	
Less busy services	27%	25%	21%	35%	25%	23%	27%		24%	29%	24%	28%	26%	
Tap on/tap off payments	21%	21%	21%	23%	26%	11%	22%		19%	21%	17%	20%	18%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.4.3 Encourage use of public transport – train

Ways to encourage use of public transport -Train	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Reduced ticket cost	63%	61%	59%	61%	75%	47%	64%		57%	65%	51%	70%	66%	
On-time and reliable services	43%	34%	32%	38%	44%	38%	40%		39%	38%	33%	42%	33%	
More frequent services	36%	40%	41%	38%	43%	30%	40%		41%	39%	34%	40%	36%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	34%	33%	53%	26%	38%	24%	35%		36%	35%	36%	33%	32%	
Improved stations/stop facilities	29%	32%	29%	37%	30%	26%	31%		25%	33%	28%	30%	30%	
Less busy services	28%	32%	32%	40%	25%	23%	30%		28%	32%	29%	28%	30%	
Improved safety on-board	29%	31%	37%	35%	25%	22%	31%		39%	27%	29%	32%	29%	
Combined tickets (e.g. for bus and train)	34%	25%	24%	37%	32%	20%	30%		34%	29%	24%	33%	25%	
Improve cleanliness on-board	24%	27%	29%	30%	23%	20%	25%		23%	27%	24%	25%	25%	
Tap on/tap off payments	21%	20%	14%	25%	26%	10%	21%		22%	19%	20%	19%	19%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.4.4 Encourage use of public transport – Underground

Ways to encourage use of public transport –Underground	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Reduced ticket cost	58%	54%	64%	55%	61%	45%	58%		53%	59%	48%	59%	58%	
On-time and reliable services	41%	30%	29%	43%	32%	34%	36%		31%	37%	27%	40%	36%	
More frequent services	28%	38%	40%	34%	31%	30%	35%		39%	32%	36%	34%	29%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	29%	32%	55%	21%	32%	25%	33%		33%	32%	36%	30%	25%	
Improved stations/stop facilities	28%	30%	26%	33%	29%	26%	30%		27%	30%	30%	29%	24%	
Less busy services	25%	29%	28%	29%	28%	24%	28%		25%	29%	27%	28%	26%	
Improved safety on-board	22%	31%	36%	30%	20%	22%	28%		33%	25%	26%	32%	24%	
Improve cleanliness on-board	26%	26%	31%	31%	20%	21%	25%		21%	28%	24%	26%	20%	
Combined tickets (e.g. for bus and train)	28%	22%	19%	30%	29%	19%	26%		30%	25%	21%	31%	18%	
Flexible work hours allowing more time to travel by this transport type	17%	17%	28%	22%	13%	5%	18%		17%	17%	17%	21%	18%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.4.5 Encourage walking in the future

Ways to encourage walking	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Well lit walking routes	36%	40%	37%	44%	38%	27%	38%		40%	37%	33%	40%	36%	
Well maintained walking routes	39%	33%	33%	33%	38%	43%	37%		31%	38%	33%	44%	25%	
Wider footways	32%	23%	34%	40%	15%	16%	27%		21%	29%	16%	35%	26%	
More zebra or signalised crossings	28%	23%	48%	28%	17%	12%	25%		23%	27%	18%	31%	19%	
Continuous pavements (e.g. without kerbs blocking routes, or routes ending)	33%	14%	25%	25%	18%	24%	22%		22%	22%	22%	22%	24%	
Quieter routes near lower traffic roads	19%	20%	15%	24%	20%	15%	19%		22%	20%	17%	18%	20%	
Walking routes that go near my intended destination/other transport types (e.g. public transport)	18%	11%	16%	15%	14%	13%	14%		14%	16%	18%	12%	13%	
Flexible work hours allowing more time to travel by this type	12%	6%	5%	21%	3%	0%	8%		4%	9%	2%	8%	18%	
Other	3%	3%	0%	4%	5%	6%	4%		8%	2%	7%	4%	1%	
None of these	23%	26%	9%	16%	34%	42%	25%		27%	24%	33%	22%	18%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

4.4.6 Concerns about climate change

Environmental and social issue concerns	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Deforestation/loss of habitat	88%	82%	72%	82%	92%	94%	85%		81%	88%	79%	87%	88%	
Climate change/ global warming	85%	84%	87%	82%	85%	85%	83%		79%	86%	80%	86%	89%	
The use of single-use plastic	83%	83%	74%	80%	87%	91%	82%		84%	83%	80%	85%	82%	
Biodiversity/species extinction	83%	73%	59%	78%	85%	85%	77%		78%	79%	74%	85%	79%	
Social inequality	76%	78%	76%	85%	75%	68%	76%		81%	77%	73%	79%	85%	
Racial injustice	75%	74%	69%	78%	77%	73%	75%		70%	76%	68%	76%	83%	

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4.4.7 Responses to statements about climate change

Agreement with statements about climate change	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+ **
Central Government should be doing far more to help the environment	79%	74%	75%	74%	81%	72%	76%		69%	79%	79%	71%	77%	
Local councils should be doing far more to help the environment	74%	68%	68%	73%	77%	60%	70%		70%	72%	69%	69%	71%	
Large companies should be doing far more to help the environment	76%	64%	67%	68%	77%	66%	69%		73%	69%	68%	66%	78%	
Sustainable travel is really important to me (e.g. using public transport, staying in eco-friendly accommodations)	57%	46%	45%	56%	50%	53%	50%		47%	54%	52%	47%	57%	
I don't want to think about sustainability or the environment during my leisure time	33%	24%	34%	25%	31%	22%	28%		24%	29%	23%	25%	33%	
There's too much concern with the environment and global warming	28%	23%	36%	22%	24%	23%	25%		25%	24%	22%	25%	30%	

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4.4.8 Personal Behaviours to support the environment (1)

Personal behaviours carried out to help the environment	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Recycling items rather than throwing them away	69%	65%	29%	69%	83%	78%	67%		65%	68%	60%	69%	68%	
Switching off the heating/electricity when you go out	62%	63%	45%	60%	76%	66%	62%		64%	64%	60%	67%	58%	
Re-using items like empty bottles, jars, envelopes or paper	59%	57%	34%	53%	75%	63%	59%		51%	60%	53%	64%	52%	
Cutting down on plastic use	58%	57%	39%	54%	71%	61%	59%		57%	59%	51%	60%	57%	
Reduce water usage	47%	54%	37%	43%	61%	65%	53%		48%	52%	46%	59%	39%	
Avoiding buying products with too much packaging	45%	46%	27%	42%	62%	43%	46%		43%	47%	34%	52%	48%	
Taking sustainable transport options, such as public transport, cycling, and walking	45%	39%	18%	44%	51%	51%	43%		40%	43%	34%	53%	33%	
Making my garden more bee/nature friendly	36%	42%	14%	38%	51%	49%	39%		41%	38%	34%	46%	27%	

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4.4.9 Personal Behaviours to support the environment (2)

Personal behaviours carried out to help the environment	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+**	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+**
Limiting your meat consumption	27%	39%	20%	28%	41%	44%	34%		30%	35%	29%	35%	24%	
Buying locally produced food/produce	35%	29%	27%	25%	38%	40%	33%		20%	36%	21%	37%	27%	
Switching to renewable energy suppliers	28%	19%	9%	29%	25%	25%	24%		19%	26%	9%	28%	30%	
Flying less or flying shorter distances	24%	21%	16%	21%	28%	25%	21%		24%	23%	20%	25%	18%	
Installing new energy technologies (e.g. solar panels, heat pumps)	14%	8%	9%	15%	6%	12%	11%		14%	10%	5%	13%	11%	
Posting about global warming on social media	6%	5%	11%	7%	2%	5%	5%		14%	4%	5%	8%	0%	
Contacting local politicians	7%	2%	0%	5%	7%	8%	5%		4%	5%	3%	7%	1%	

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4.4.10 Perception of scenarios if introduced in local area

How welcoming are the following scenarios?	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+* *
Creating quieter, healthier neighbourhoods allowing more space for people and reducing high levels of traffic	69%	61%	67%	73%	59%	59%	66%		52%	70%	56%	67%	78%	
Introducing segregated cycle lanes by reducing on-street parking	57%	50%	61%	64%	46%	39%	52%		53%	54%	43%	61%	62%	
Introducing clean air zones, and monetary charges for vehicles producing higher emissions in these areas	62%	42%	54%	61%	42%	46%	52%		44%	53%	39%	55%	59%	
Improving quality/width of footways by reducing space for cars (parking or road lanes)	53%	48%	51%	60%	44%	45%	51%		41%	55%	34%	58%	58%	
Restricting the level of vehicle travel in heavily congested areas through access restrictions	54%	39%	51%	52%	38%	42%	48%		36%	50%	33%	52%	58%	
Limiting vehicle access to town centres/shopping areas	41%	39%	29%	46%	41%	38%	40%		39%	41%	37%	41%	47%	
Workplace car park charging to reduce level of employees travelling to work by car	40%	27%	43%	38%	23%	28%	33%		30%	34%	26%	35%	44%	
Increased car park charging at destinations such as shopping centres	36%	21%	41%	31%	21%	22%	29%		31%	27%	21%	33%	36%	
Introduce a charge to drive through/to certain areas, for example a toll charge	31%	20%	28%	29%	20%	25%	25%		29%	25%	18%	29%	26%	

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4.4.11 Ideas to encourage more sustainable transport choices

Ideas to encourage more sustainable transport choices	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+*
Increasing the number of public transport routes and services	75%	76%	59%	76%	83%	80%	76%		72%	76%	73%	78%	74%	
Investing in infrastructure that makes it easier to walk and cycle, such as footpaths, cycle paths, and cycle	71%	67%	53%	73%	76%	68%	69%		64%	71%	64%	70%	70%	
Subsidising public transport tickets/fares to reduce the cost when travelling	70%	63%	44%	65%	77%	75%	68%		65%	69%	59%	69%	76%	
Providing tax breaks for people who use public transport, cycle, or walk	63%	66%	49%	75%	76%	45%	67%		65%	66%	53%	68%	71%	
Introducing emission charges for vehicles (i.e. higher emitting vehicles pay more)	51%	39%	30%	53%	46%	42%	43%		39%	48%	29%	54%	51%	
Making it more expensive to park vehicles in city centres	38%	25%	36%	38%	26%	22%	30%		25%	34%	29%	32%	41%	
Introducing a congestion charge based on busyness of roads for vehicles	30%	31%	30%	30%	30%	28%	30%		24%	32%	29%	27%	43%	
Making it more expensive to park vehicles at work	32%	17%	18%	35%	22%	12%	23%		25%	22%	18%	20%	38%	

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4.4.12 Scenarios for road charge implementation

Scenarios that road charging should be based on	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+* *
Emissions from their vehicle	49%	32%	44%	38%	39%	42%	41%		37%	43%	30%	42%	44%	
Type of vehicle used	42%	28%	28%	35%	36%	38%	37%		26%	36%	23%	47%	33%	
The use of certain roads (e.g. most congested roads or town centres)	38%	24%	23%	35%	34%	26%	32%		26%	35%	18%	42%	36%	
Time of day when travelling	26%	20%	30%	16%	21%	29%	24%		13%	26%	19%	27%	18%	
Annual mileage of the vehicle	19%	11%	14%	15%	13%	19%	15%		19%	14%	12%	21%	12%	
Other	5%	4%	0%	3%	6%	9%	5%		5%	5%	5%	2%	6%	
Don't know/not sure	15%	33%	17%	32%	20%	24%	24%		31%	22%	39%	20%	16%	

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4.4.13 Priorities for allocating additional funds

Top priorities for funding	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+*
Increasing number of available public transport services (e.g. bus, train)	54%	48%	32%	52%	58%	61%	51%		44%	55%	40%	58%	58%	
Improving condition of road (e.g. filling pot holes)	50%	54%	35%	43%	62%	68%	57%		44%	54%	50%	58%	42%	
Improving footway quality	47%	44%	51%	45%	35%	59%	46%		45%	46%	55%	46%	41%	
Subsidised ticket cost for local bus services	42%	43%	41%	47%	48%	30%	44%		44%	46%	38%	51%	44%	
Improving the number and quality of cycleways (e.g. increase the number of segregated cycleways)	26%	21%	28%	25%	24%	16%	25%		23%	24%	20%	23%	30%	
Widely-available EV charging points	27%	17%	31%	21%	18%	16%	20%		17%	24%	11%	17%	31%	
Increasing the accessibility to transport services for all users	17%	21%	11%	9%	30%	27%	18%		19%	17%	28%	12%	14%	
Specific named transport improvement projects, for example a new railway station	13%	11%	20%	14%	6%	6%	11%		8%	11%	9%	13%	14%	
Not directly for transport, but towards increasing general funding for local councils	7%	12%	11%	16%	7%	3%	10%		13%	7%	12%	8%	15%	

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4.4.14 Fairest ways of addressing funding gap

Top fairest ways of addressing funding gap	Gender		Age				Sexual orientation		Disability		Income bands			
	Male	Female	16-29*	30-49	50-69	70+	Hetero-sexual	LGBTQ+ **	Yes	No	Under £25k	£25K-£54,999	£55K-£99,999	£100K+*
Increase taxes on other types of vehicles, such as electric vehicles and hybrid vehicles	37%	30%	21%	33%	40%	34%	33%		31%	34%	31%	29%	39%	
Implement a road user charge based on size and weight of vehicle	38%	27%	26%	32%	37%	33%	33%		27%	34%	23%	46%	27%	
Implement a road user charge based on vehicle emission level	38%	24%	31%	31%	31%	29%	31%		32%	31%	23%	34%	43%	
Allocate a portion of existing tax revenue to be used for transport infrastructure	33%	26%	25%	23%	41%	27%	31%		23%	33%	22%	25%	34%	
Implement a road user charge to access certain areas	30%	19%	28%	23%	27%	18%	25%		29%	24%	22%	28%	27%	
Apply a local tax to those visiting the country or area	24%	20%	29%	23%	14%	25%	22%		10%	26%	18%	20%	23%	
Seek additional funding from private companies	14%	21%	13%	21%	23%	8%	18%		11%	21%	15%	16%	22%	
Implement a road user charge at certain times of day/week	18%	12%	16%	10%	17%	22%	15%		16%	15%	14%	17%	18%	
Increase income taxes or fees	10%	10%	18%	6%	10%	8%	10%		12%	7%	11%	9%	11%	
Additional council tax	10%	8%	16%	13%	4%	3%	7%		6%	10%	5%	12%	9%	
Reduction in Government spending on transport	5%	8%	12%	6%	6%	3%	8%		3%	8%	6%	7%	10%	

Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

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