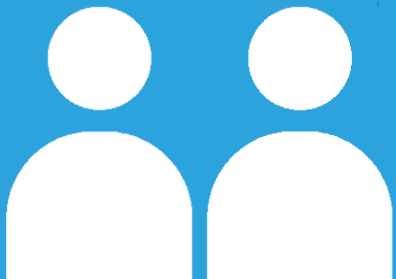




Transport East Travel & Behaviour Survey Report

THURROCK



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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 However, with the 2021 Census being undertaken during the Covid-19 pandemic and the 2011 data now outdated, there is a need to supplement this with a travel and behaviour survey.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(LTAs) 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 respective LTA websites.

In Thurrock, 238 responses were captured, including 156 panel link responses and 82 open link responses.

Respondents were recruited based on quotas that were reflective of the proportion of residents in each 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 of age and gender groupings from the Census for each district in TE.

1.2 Fieldwork Summary

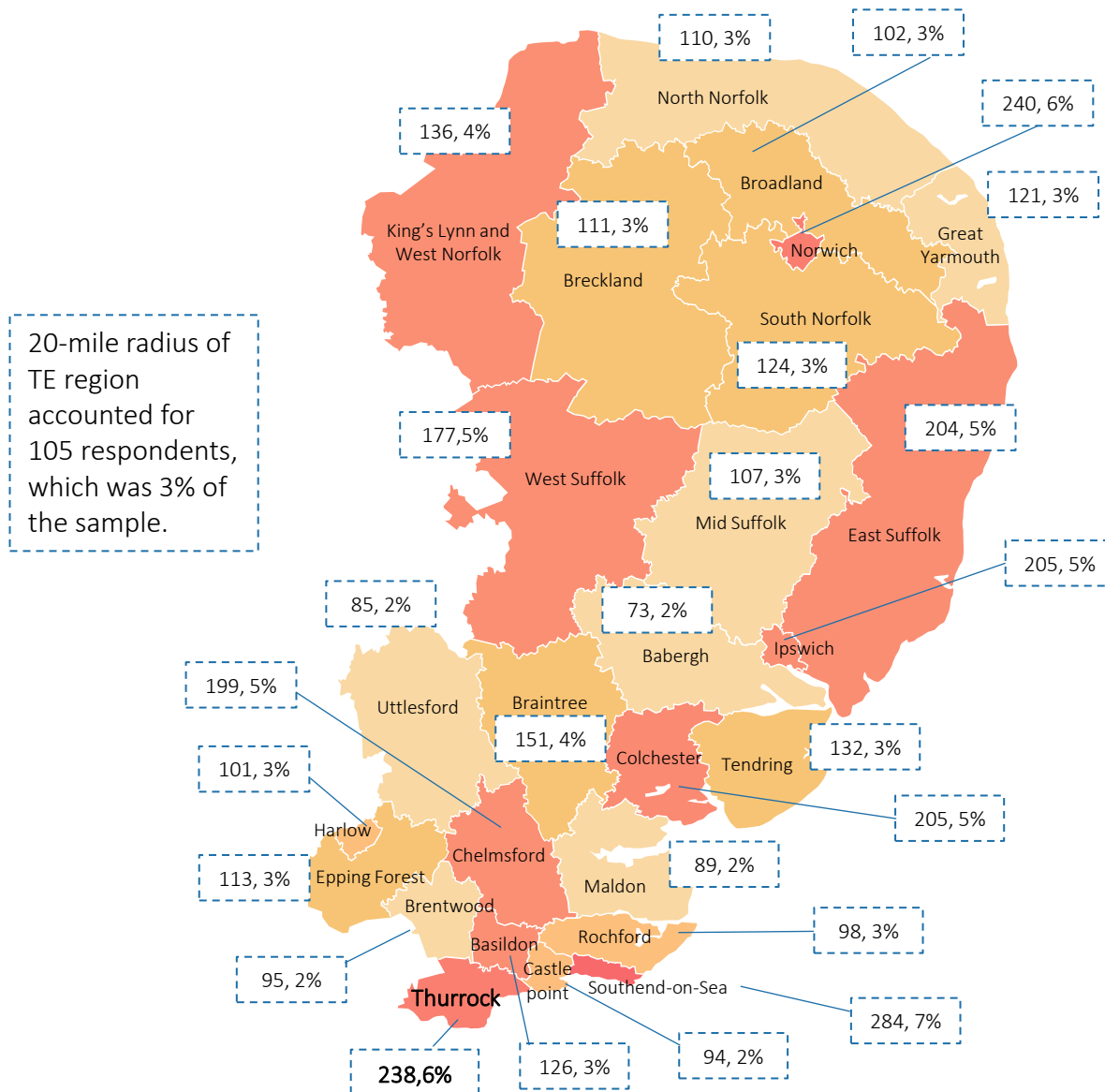
Distribution of responses and % of total responses

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 258 responses from Thurrock, accounting for 6% of the total responses. This was a 64% increase on the initial target of 145 responses. More women than men, and those aged 30-59, answered the surveys than other demographics in Thurrock.

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.

Southend-on-Sea achieved the highest uplift in responses, with a 96% increase above the initial target (from 145 to 284 in the results).



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

2.0



Thurrock

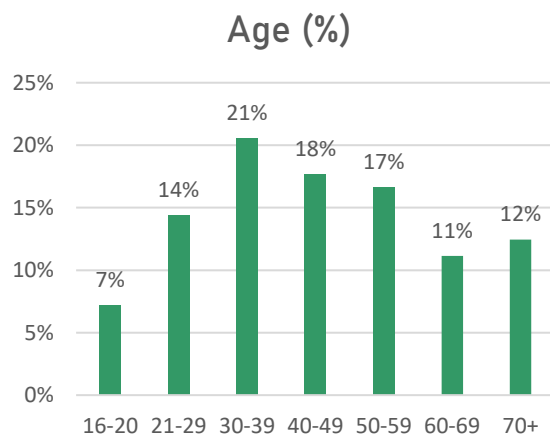
2.1

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

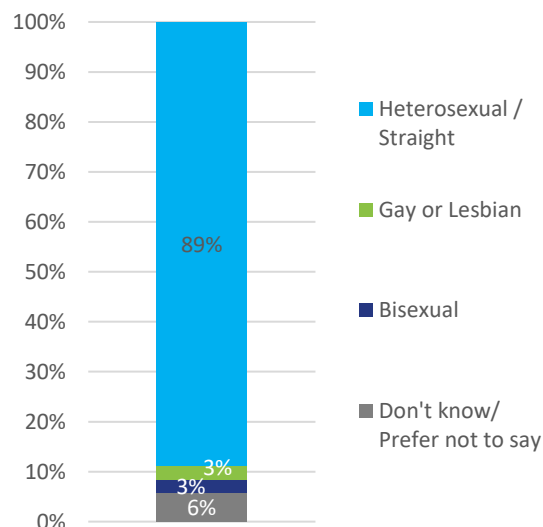
2.1 Demographics of Survey Results for Thurrock

Age & Gender



The gender and age distribution of respondents in Thurrock is consistent with the demographic profile for the area (compared with ONS Census 2021 data).

Sexual Orientation

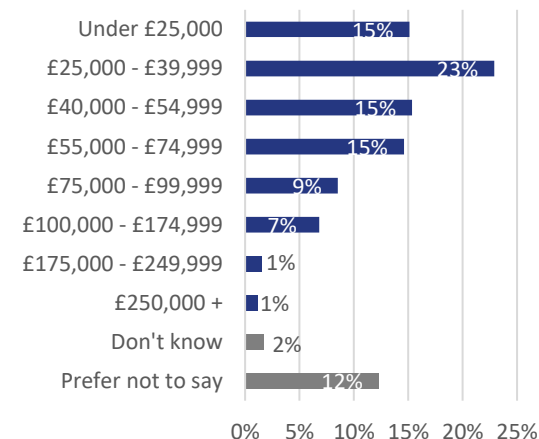


Household/living status

Average household size
3.2

43% have children in the home of whom **80%** are currently attending school

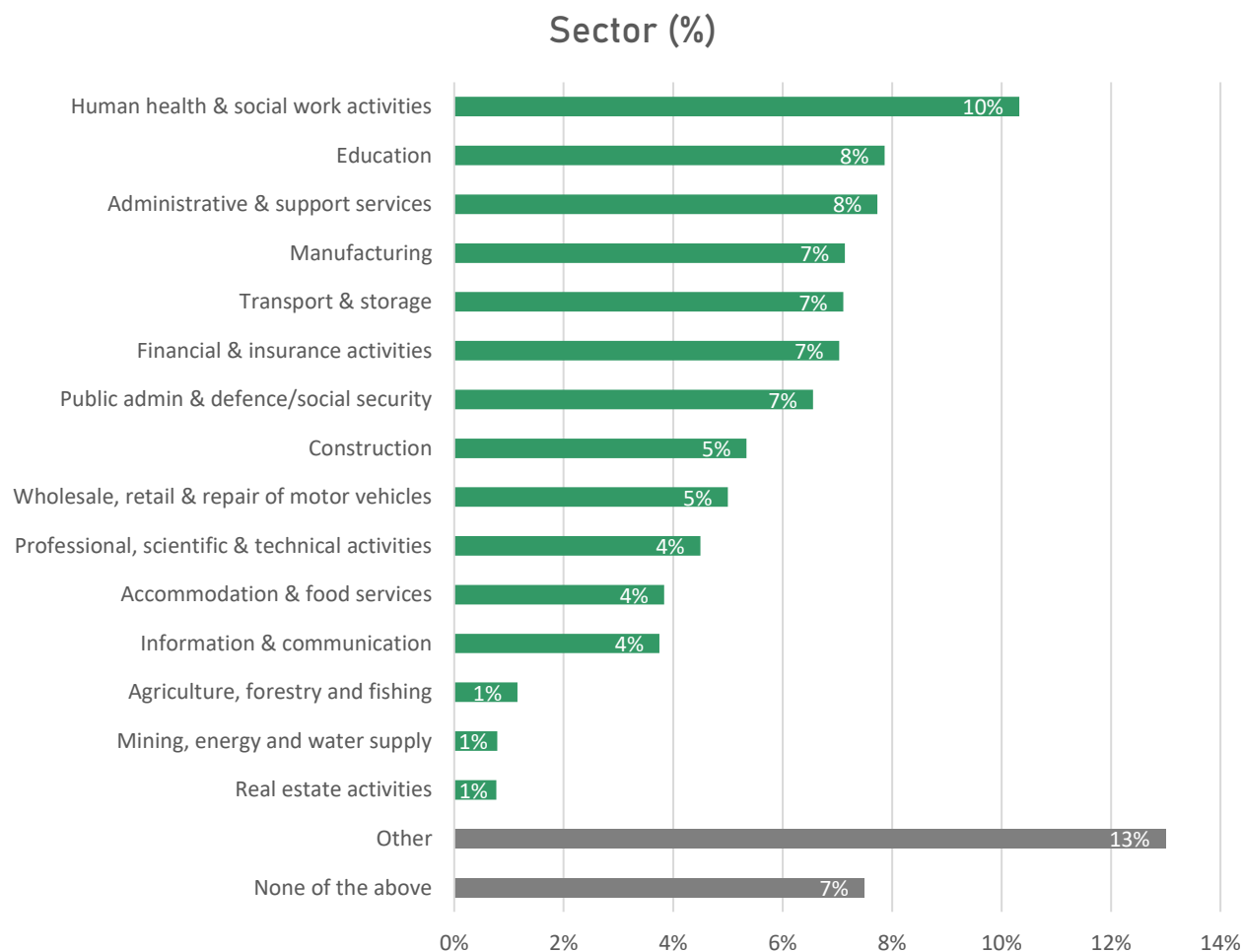
Household income before tax (%)



In Thurrock, the majority of respondents live with others, most commonly their partner (61%) and often with children (43%). The average household size of 3.7 people. Only 13% live alone.

Household income is higher than average (£49,000 vs. a UK average of £33,200 according to the ONS Household Finances survey, 2022).

2.1 Demographics of Survey Results for Thurrock



Employment/study status



72% currently work

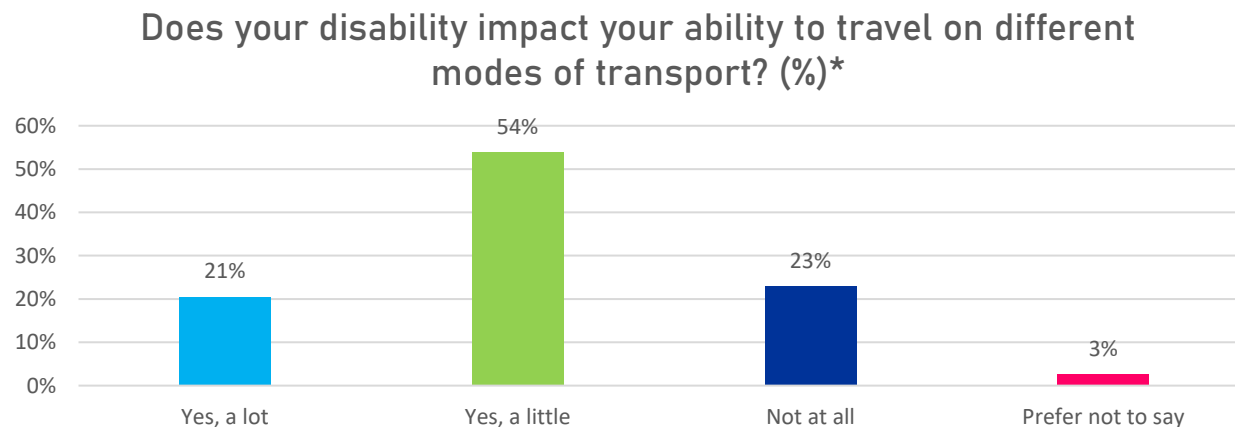
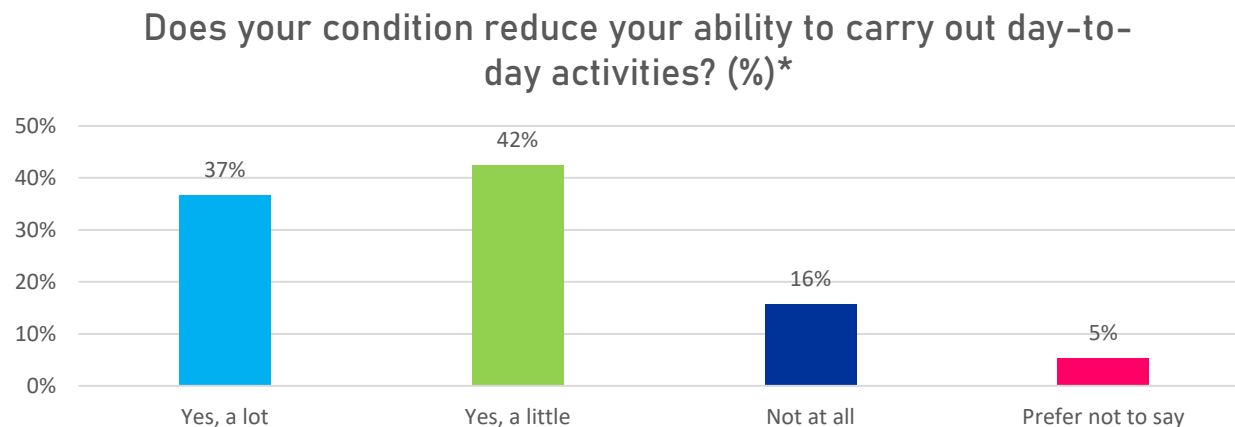
Just under three quarters of people who take weekly trips in Thurrock are in work (in a typical week). This is higher than in the Census 2021, where 57% were employed in the week of filling in the survey.

Respondents work in various sectors, with human health/ social work, education and administration the most common.

13% of respondents work in a sector not listed here and were asked to specify their occupation. This included those who unable to locate their job, e.g. local government.

Among the 28% not working, 57% are retired.

2.1 Demographics of Survey Results for Thurrock



Disability

21%
Have long-term physical/mental health conditions or disability

31% of those aged 50+ have a disability. Overall, the most common condition/illness is mobility issues (32%), hearing impairments (14%) and mental health (13%).

79% of respondents with these conditions/illnesses reported it affects their ability to carry out day-to-day activities (a little or a lot), and 38% require daily support (typically a carer, wheelchair or mobility scooter). 57% are currently employed in a typical week.

75% said their illness/condition had some impact on their ability to use different modes of transport and this was a significant barrier for 21% of those with a disability.

2.0



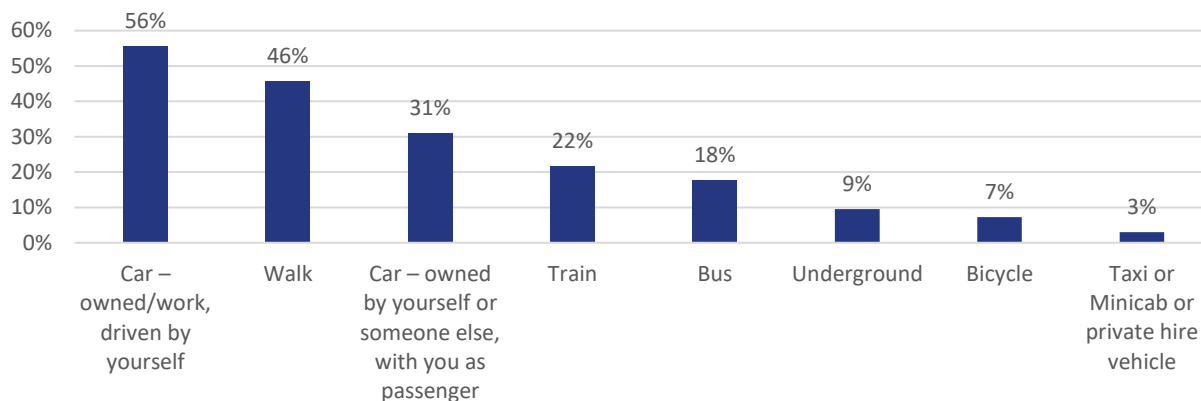
Thurrock

2.2

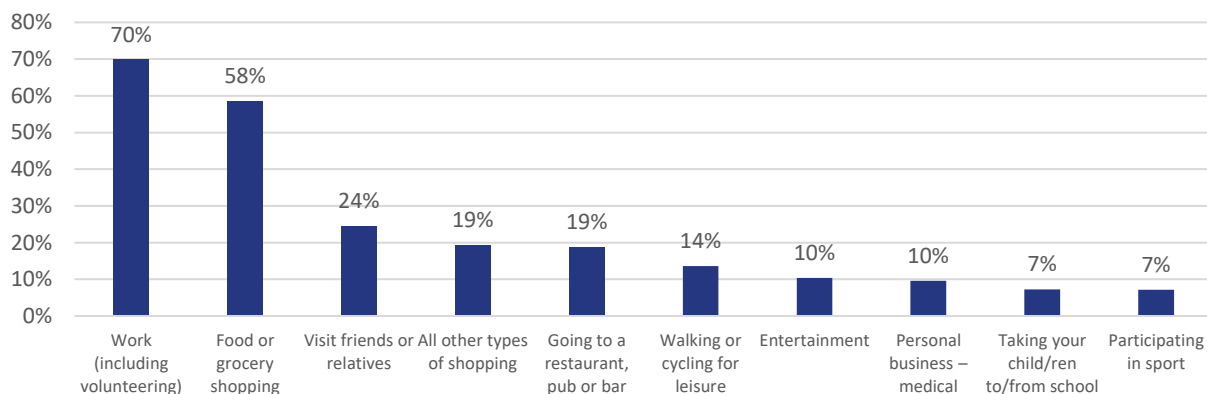
Current travel behaviours and attitudes

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 two days. At the time of completing the survey, 75% of people in Thurrock had travelled in the last 2 days. Where respondents did not travel, the most common reason for not doing so was the lack of need to do so (70%).

The most used transport mode in the last two days was by car (either as a driver or a passenger) and walking, particularly for those aged 50+.

The train and bus were used by 22% and 18% respectively. Bus travel was higher among 16-29 or 70+ year olds, while rail was higher for 16-29 year olds.

The main purposes for travelling in the last two days mirror that of the Transport East region overall. This was for work (70%) and shopping for food or groceries (58%). On average, 41-minutes was spent travelling to work and 23-minute for food or grocery shopping (one-way trip).

2.2 Current Travel Behaviours & Attitudes

Transport modes used in a typical week

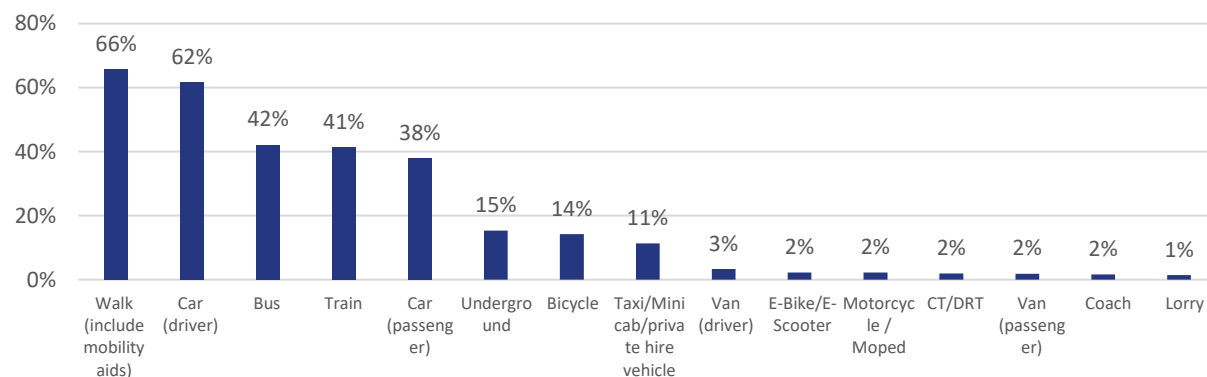
The top three transport modes Thurrock respondents have access to in a typical week are walking, car as a driver, and the bus. This is same as Transport East at an overall level.

Around a quarter report using the train and bus in their typical week (23% and 22% respectively). Rail travel is higher than reported at a Transport East level (23% compared to 12%).

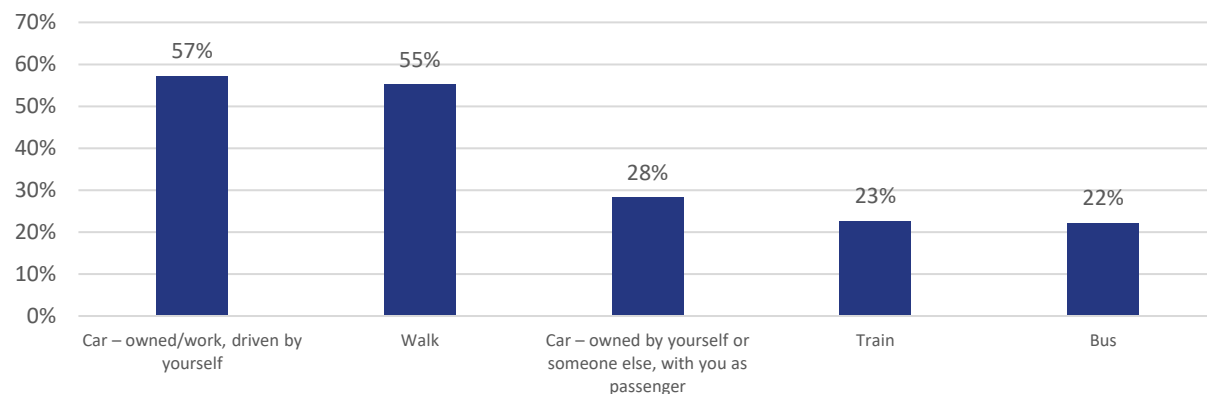
Driving a car (57%) and walking (55%) are the most used transport methods in a typical week.

Using the car (as a driver) and walking are most notable among those aged 50+ or earning more than £55,000. Younger age groups are more likely to travel by public transport, with half of those aged 16-29 using bus, train or Underground in a typical week.

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

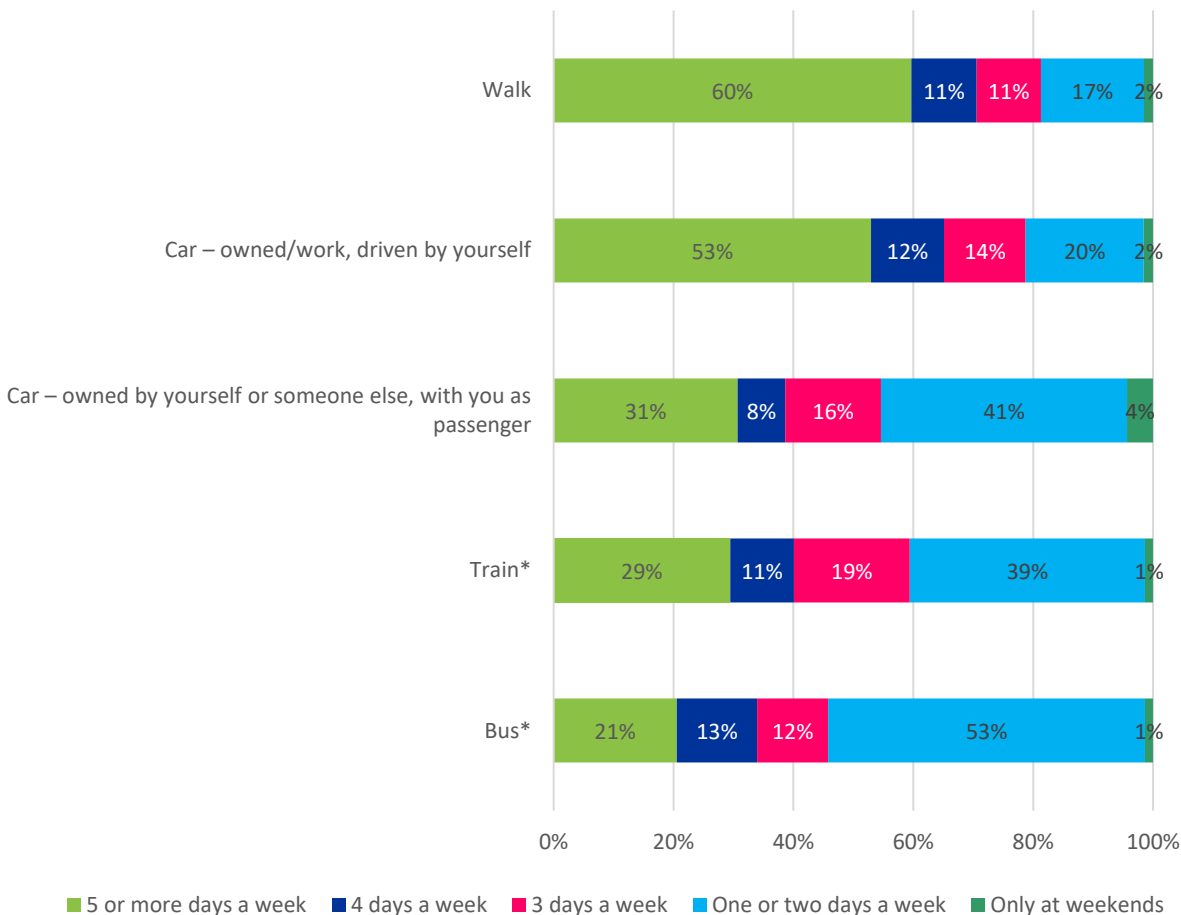


Top 5 transport modes used in a typical week (%)



2.2 Current Travel Behaviours & Attitudes

Frequency of use in a typical week by transport mode (%)



Used in a typical week

Frequency of use in a typical week

Walking is the second most used transport mode, but the most frequent option with 60% walking five or more days per week.

55%

Driving a car is most used mode, and is the second most frequently used transport mode, with 53% of car drivers using it five or more days per week. This is closely linked to the purpose of use conveyed on page 11, where commuting to work is a common purpose.

57%

28%

Travelling by car as a passenger is less frequent and more likely used for leisure (see page 11), being used on average one to two days per week (41%).

23%

54% of respondents typically use the bus for two days or less, or only at weekends. Train use is a little more regular, with most users in Thurrock using this three days a week or less (59%). Please note the small sample sizes for train and bus travel.

22%

2.2 Current Travel Behaviours & Attitudes

Walking	Walking or cycling for leisure (57%)	Food or grocery shopping (52%)	Work, including volunteering (45%)
Car (as driver)	Food or grocery shopping (78%)	Work, including volunteering (75%)	Visit friends or relatives (65%)
Car (as passenger)	Visit friends or relatives (56%)	Leisure and entertainment (54%)	Work, including volunteering (53%)
Train	Work, including volunteering (80%)	Leisure and entertainment (36%)	Visit friends or relatives (34%)
Bus	Work, including volunteering (61%)	Leisure and entertainment (36%)	Visit friends or relatives (33%)

Travel purposes in a typical week

The most frequent reasons for travel in Thurrock are food or grocery shopping, visiting friends or relatives, leisure and entertainment and work (including volunteer work).

People are more likely to travel for food or grocery shopping by car (as a driver). 52% of those walking are also carrying out this activity, however the primary reason for walking is for leisure purposes.

Work-related travel is mainly carried out by train, bus and car (as a driver). There are some who will walk to work.

Car as a passenger is more likely associated to leisure activities, such as visiting friends or leisure and entertainment.

2.2 Current Travel Behaviours & Attitudes

Walking	It is a short journey (50%)	Better for the environment (48%)	Better value for money (40%)
Car (as driver)	Is convenient (62%)	Enables me to get to and from where I need to go (58%)	Is comfortable (48%)
Car (as passenger)	Enables me to get to and from where I need to go (56%)	Is comfortable (53%)	Is convenient (46%)
Train	Is fast at getting me to my destination (36%)	Is convenient (31%)	More suitable when I travel for this purpose (26%)
Bus	Better value for money (52%)	Enables me to get to and from where I need to go (43%)	Is convenient (33%)

Reasons for choosing each transport mode in a typical week

The primary reasons for using a car as a driver or passenger are convenience, getting to and from a destination and comfort.

Walking is often preferred for shorter journeys because it is perceived as being better for the environment, similar to the views conveyed across the East.

Reasons for choosing the train are primarily related to connectivity, as it enables respondents to reach their destination (36%), with comfort and convenience also key.

Bus travel is most likely to be selected for being better value for money (52%)

Please note the small sample sizes for train and bus travel.

2.2 Current Travel Behaviours & Attitudes

Combining transport modes in one trip

32%

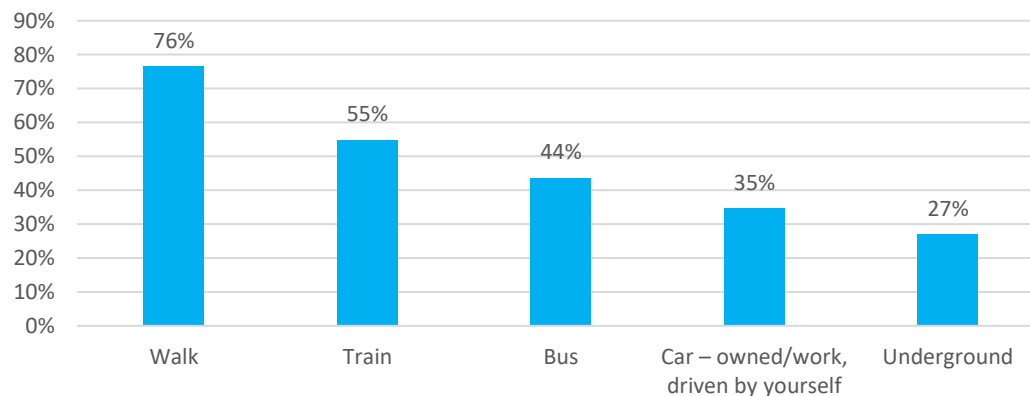
Combine more than one mode of transport into one trip

Average number of transport modes combined: 3.0*

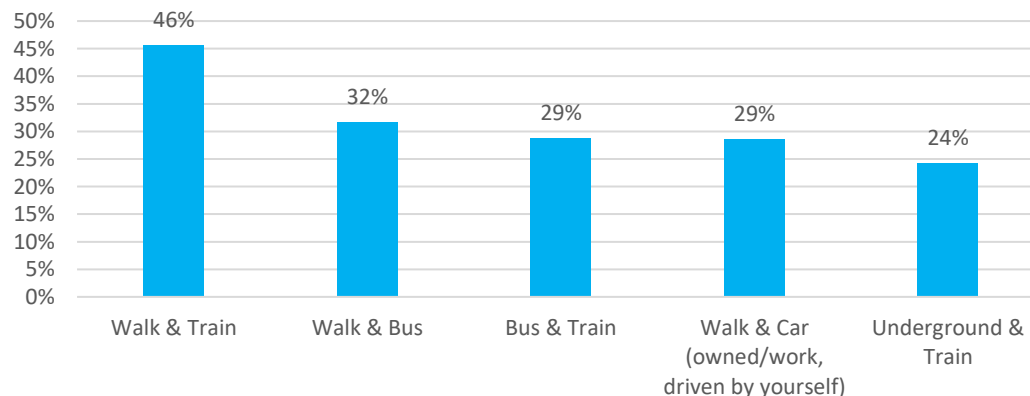
Around one-third of respondents typically use more than one mode of transport during a single trip.

On average, these multi-mode trips use three modes of transport, with walking, train and bus the modes most likely to be combined. Walking and train travel is the most common combination. It is relatively uncommon to use car in combination with public transport.

Top 5 transport modes used in combination (%)



Top 5 combinations (%)



2.2 Current Travel Behaviours & Attitudes

Electric vehicle charging facilities/points

7% of Thurrock respondents who own a car/van have an electric vehicle, with the majority having access to private charging in some form at home. Behaviour patterns for using electric vehicles cannot be assessed due to the 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 Thurrock respondents are unsatisfied with the condition of roads in their local area.

Use of paid-for parking

Local area
(20%)

55*% are very/fairly satisfied with the parking availability in local area

Workplace (21%)

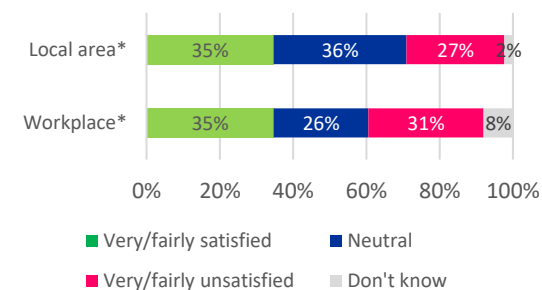
56*% are very/fairly satisfied with the parking availability in workplace

Parking costs

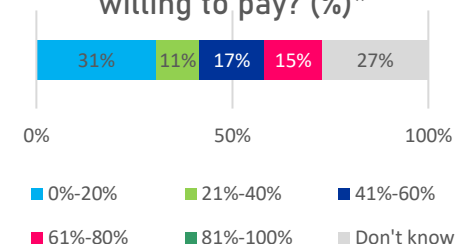
Car users in the Thurrock area are divided in their opinion of parking costs, with 35% satisfied with the cost in their local area or workplace, compared with around 27% who are unsatisfied.

32% would be willing to pay 40% or more of the current cost, whereas 31% of respondents are only willing to pay up to 20% more.

Satisfaction with the cost of public parking (%)

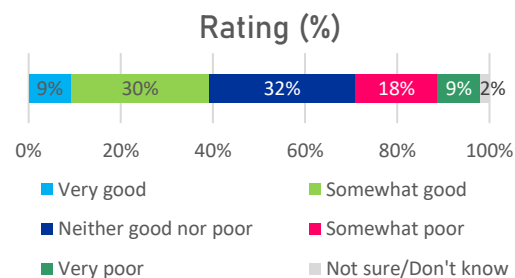


How much more are you willing to pay? (%)*



2.2 Current Travel Behaviours & Attitudes

Walking/Wheeling



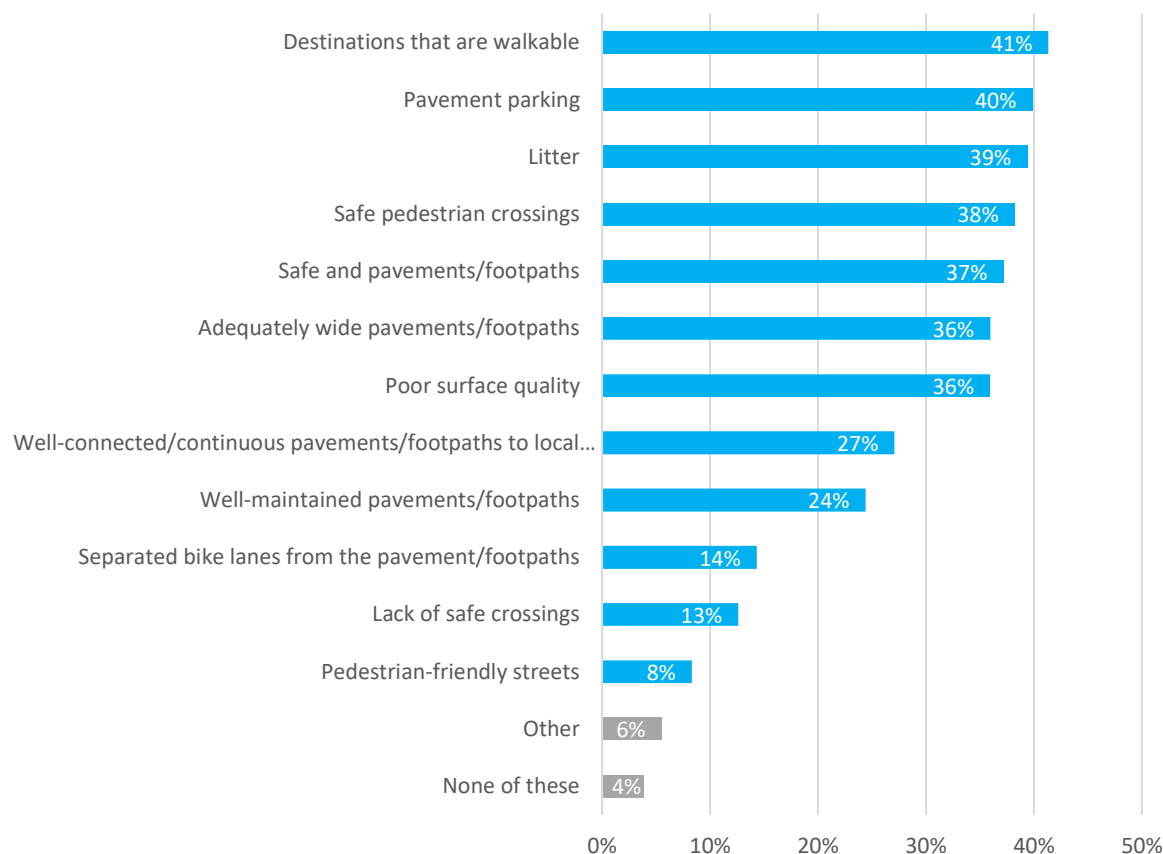
58% of respondents who walk/ wheel rated walking and wheeling provision as moderate. 39% rated it as very good or somewhat good, while 27% rated it poorly.

Walkable destinations (41%), safe pedestrian crossings (38%), safe pavements/ footpaths (37%) and the width of pavements (36%) contribute to positive walking experiences.

However, there are a number of aspects that detract from this – in particular litter (experienced by 39%), poor surface quality (experienced by 36%).

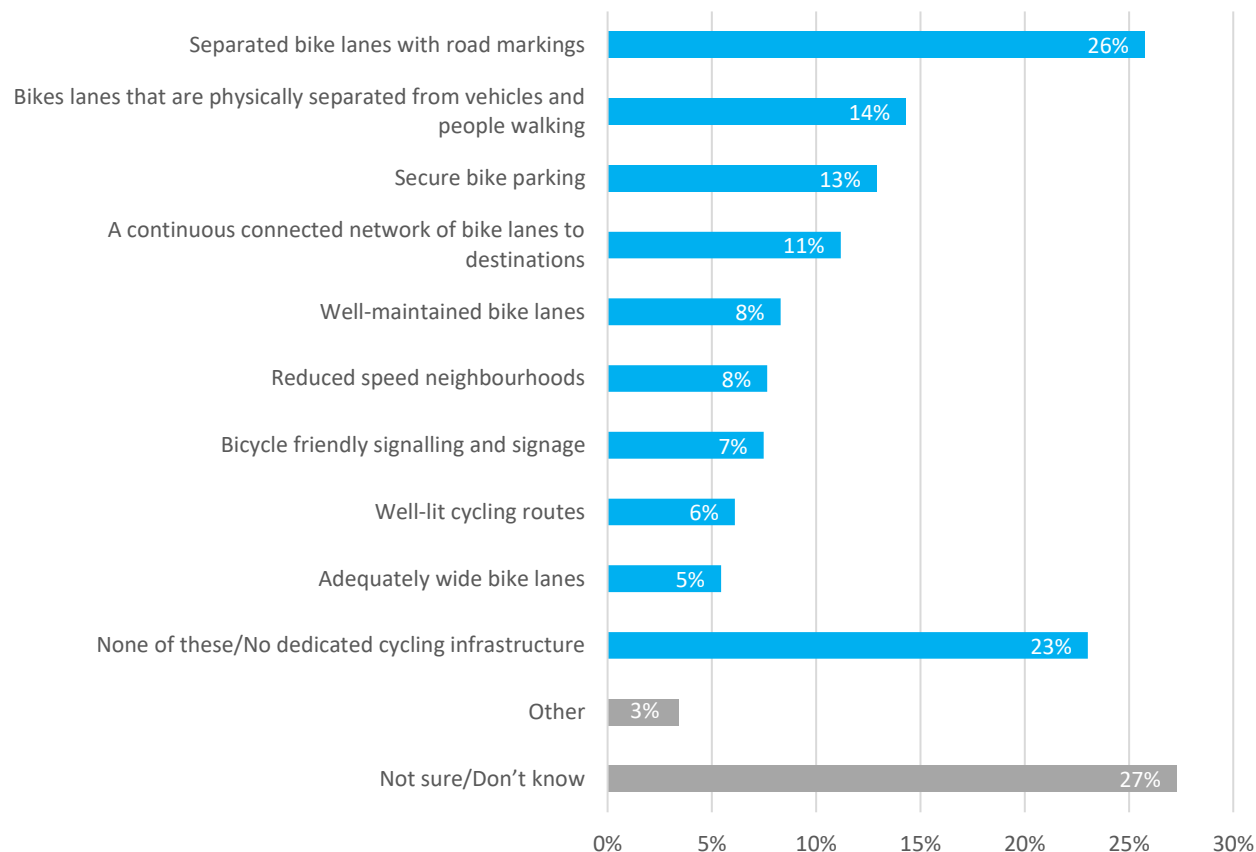
Only 8% believed that streets are pedestrian-friendly. This indicates key areas for improving the walking and wheeling environment in Thurrock.

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 (%)



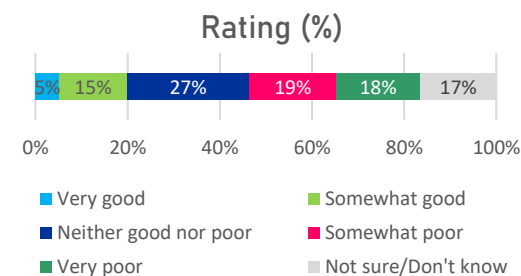
Cycling

35%

Own or have access to a bicycle

Findings show that only 35% own, or have access to, a bicycle, and only 8% currently cycle. 23% of respondents highlight that there is no dedicated cycling infrastructure in their local area. Where dedicated infrastructure is present, it mostly consists of bike lanes on the roads separated with markings.

Overall, only 20% rated the cycling facilities in their local area as good, while 37% rated them as poor, suggesting improvements are needed.



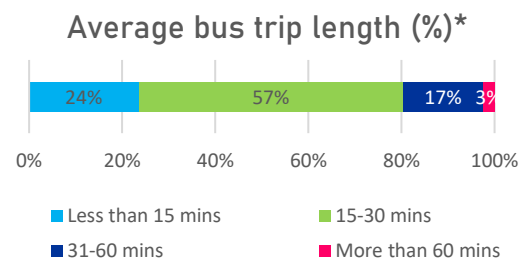
2.2 Current Travel Behaviours & Attitudes

Bus

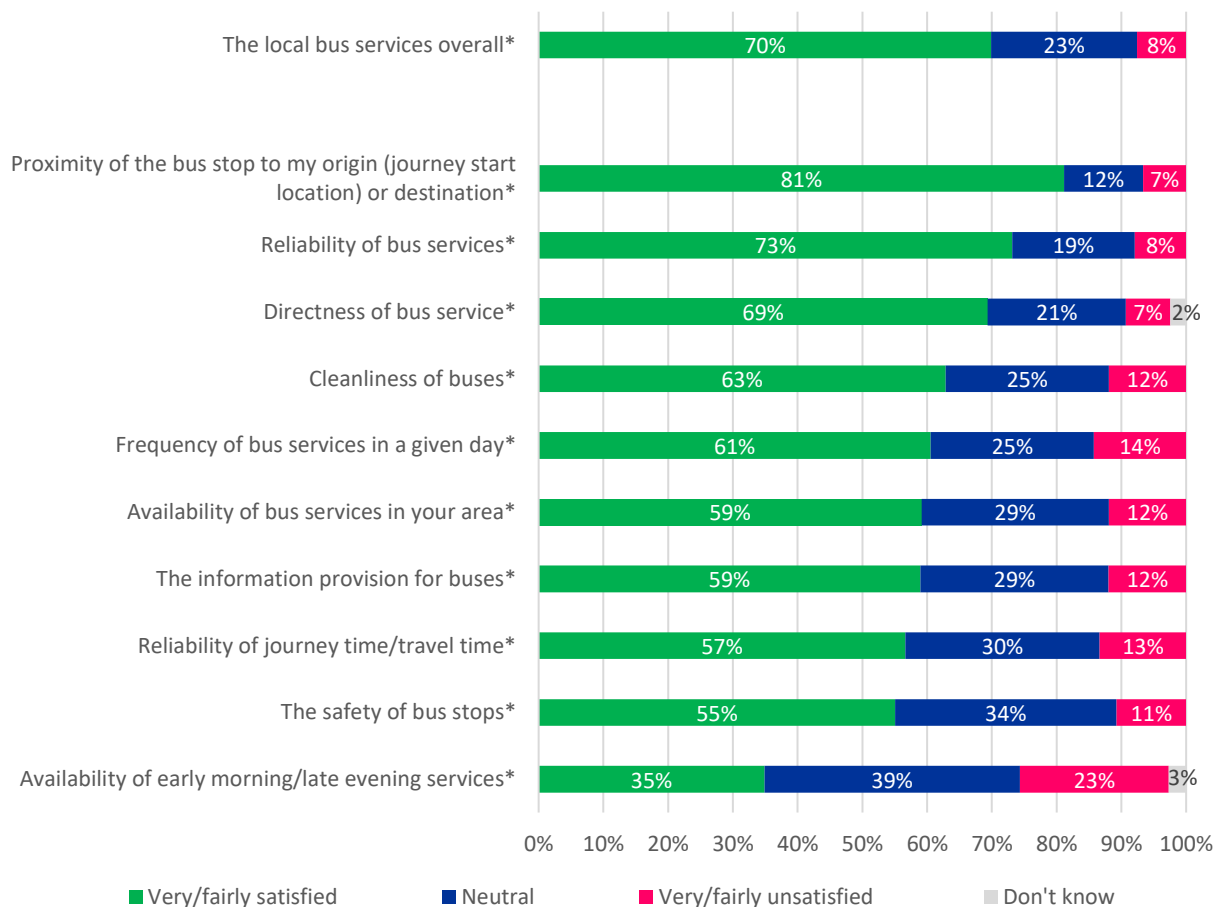
Of those using the bus, 57% report their typical bus journey lasts between 15 and 30 minutes, averaging at 24.2 minutes.

70% of bus users expressed satisfaction towards local bus services. The highest satisfaction rates were for the proximity of the bus stop to their origin or destination (81%), reliability (73%), and the directness of the bus service (69%).

There were lower satisfaction levels with the availability of early morning/ late evening bus services, with 23% showing dissatisfaction. This is a theme that is apparent across the Transport East region.

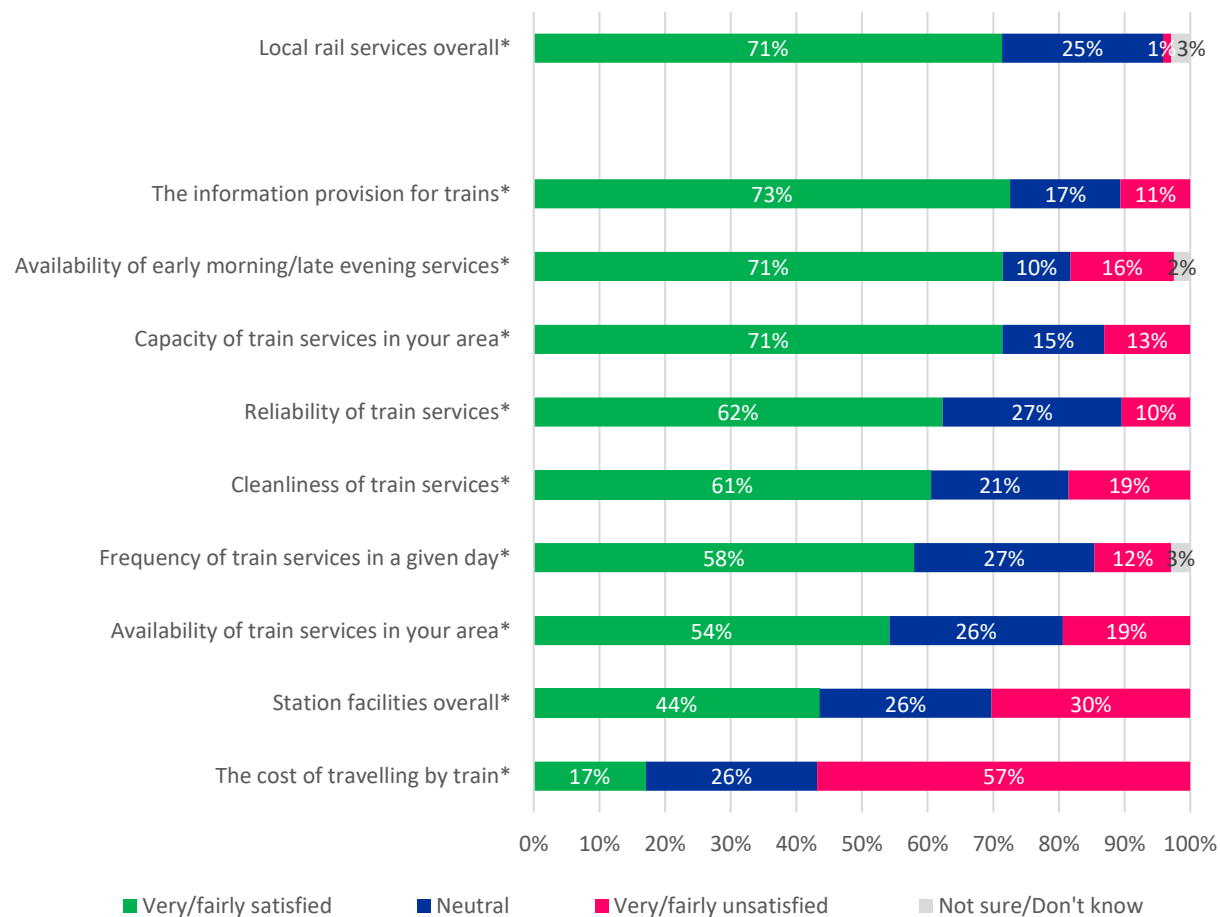


Satisfaction with travelling by bus (%)



2.2 Current Travel Behaviours & Attitudes

Satisfaction with travelling by train (%)



Train

Those using the train is a small sub-sample, and subsequently please note the small sample sizes here.

Of those using the train in Thurrock, the majority are satisfied with local rail services, with 71% saying they are very/fairly satisfied.

The train users are particularly satisfied with the availability of early/late evening services (71%), information provision (73%), and the capacity of train services (71%).

Nonetheless, the cost of travel is a major area of concern for the respondents in Thurrock, with 57% expressing their dissatisfaction with it.

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

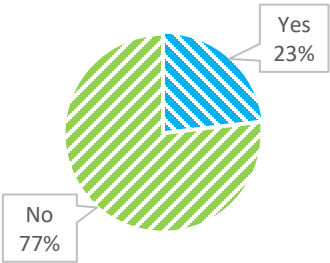
2.2 Current Travel Behaviours & Attitudes

Demand Responsive Transport /Community transport

Awareness

Most respondents are not aware of Demand Responsive Transport (DRT) or Community transport (CT).

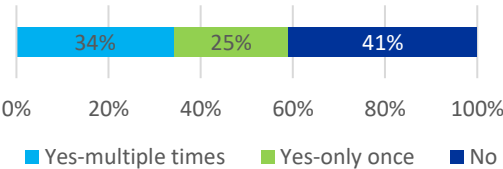
Are you aware of DRT/CT? (%)



Usage

Among the 23% who are aware of it, 34% have used it multiple times, 25% have used it once and the remaining 41% have not yet taken advantage of this service.

Have you used these before? (%)



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



Consideration

Looking at the potential usage among all Thurrock respondents, 37% express an interest in using a service such as DRT or CT. This is marginally higher the Transport East level, where 33% expressed an interest.

This level of interest spans all age groups as well as those with and without a disability.

Interested in using	Disability		Age		
	Yes*	No	16-29*	30-49	50+
Yes	38%	35%	40%	37%	36%
No	62%	65%	60%	63%	64%

2.2 Current Travel Behaviours & Attitudes

Taking children to school

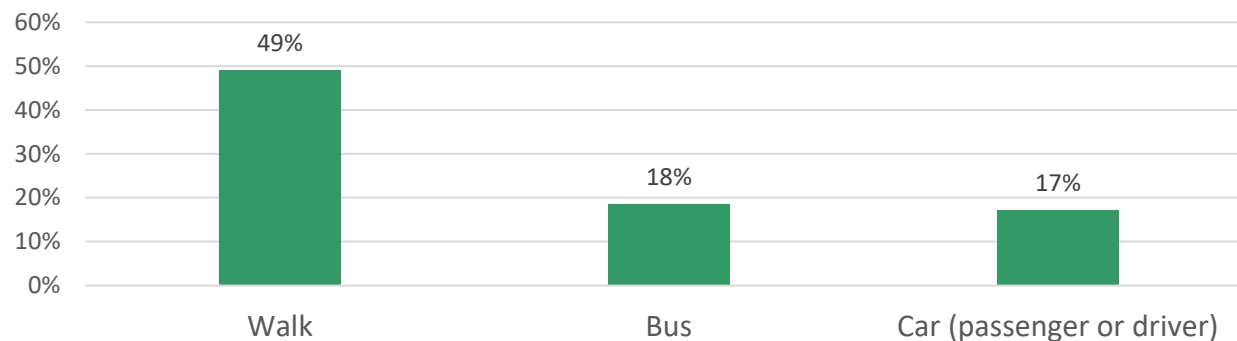
Of the 46% of parents with school-aged child/ren who report their child/ren travel to school by themselves in a typical week, the child/ren mainly walk. Secondary to this are taking the bus or using the car (either as a passenger or as a driver).

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

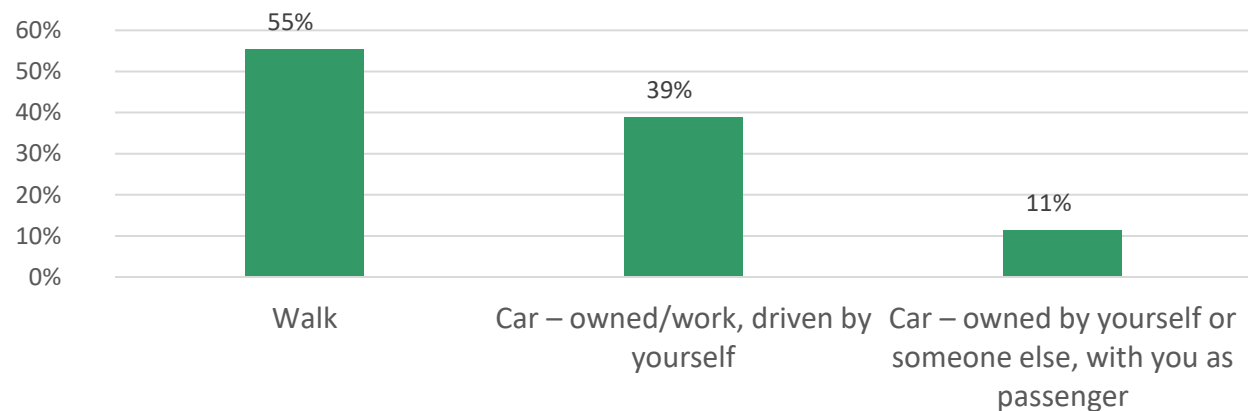
Conversely, where parents who do regularly take their child/ren to school, the most popular mode is walking (55%), followed by car as driver (39%).

For parents who don't walk their child/ren to school, the primary reasons cited include distance to the school or nursery (70%) and time constraints (40%).

Top 3 transport modes used when child/ren travel to school by themselves (%)



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

51% commute to work all of the time

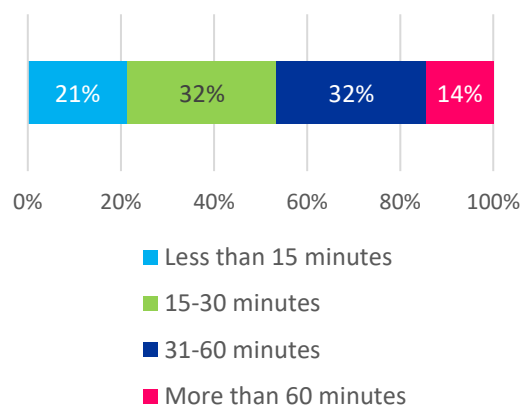
Only 5% of respondent do fully remote working – most need to travel to their place of work.

The frequency of commuting is determined by job requirements, with 42% of workers unable to work remotely, and 15% required by their employers to be physically present. Only 3% of individuals do not have any option but to work from home, due to their employer not having a physical office.

During an average week, most workers in Thurrock commute to their office or a central location from Monday to Thursday (ranging from 72% to 83%), with this reducing to 62% on Fridays. Weekend working is less common and only 18% commute to work on Saturdays, and 14% on Sundays.

Typical trip length

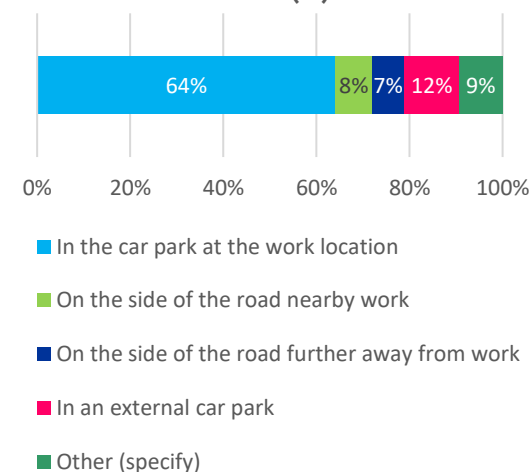
Typical trip length to work (%)



When asked about a typical one-way trip length to work, the most common travel time ranges from 15-60 minutes, with an average travel time of 34.3 minutes to reach their work location. Only 14% of workers live over an hour's travel from their work.

Car parking

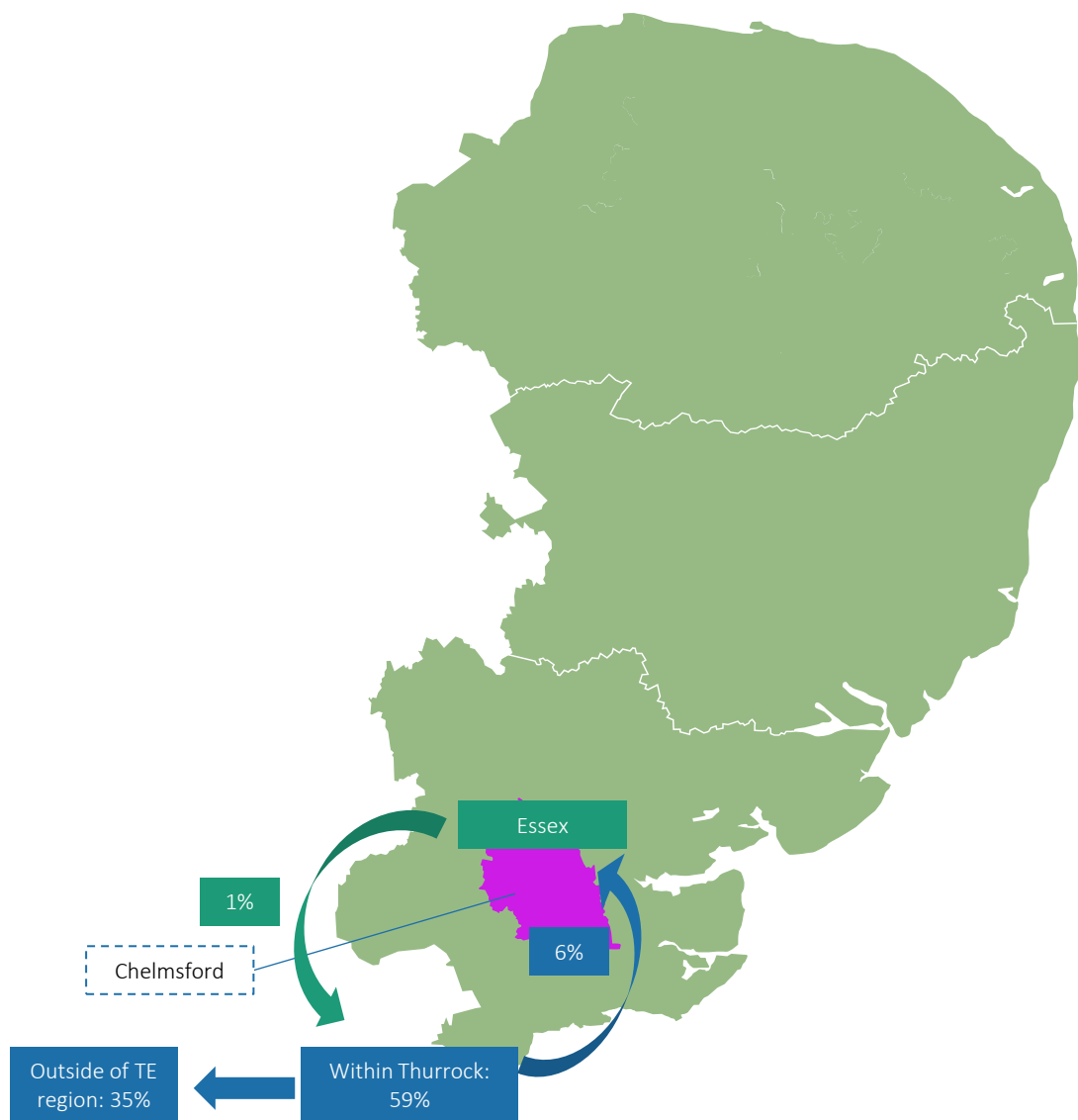
Where they park their car at work (%)



72% of respondents who commute to work by car have the convenience of parking at their work location or on the roadside nearby.

7% choose to park on the side of the road further away from workplace, extending their commute.

2.2 Current Travel Behaviours & Attitudes



Work Travel Behaviours

Among the 88% of respondents who provided their work postcode, 59% work in Thurrock.

A further 35% of respondents are working outside of the Transport East region. With the proximity to London, the majority of those leaving the Transport East region are working in London (82%), while the remaining are working in other areas outside of the 5 Local Transport Authorities.

6% of respondents commute to Essex, with 1% employed in Chelmsford.

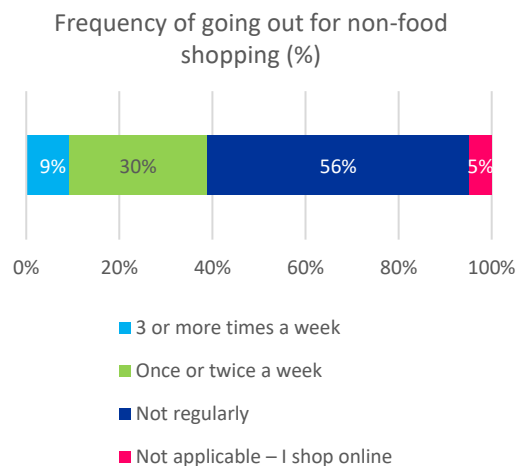
2.2 Current Travel Behaviours & Attitudes

Shopping

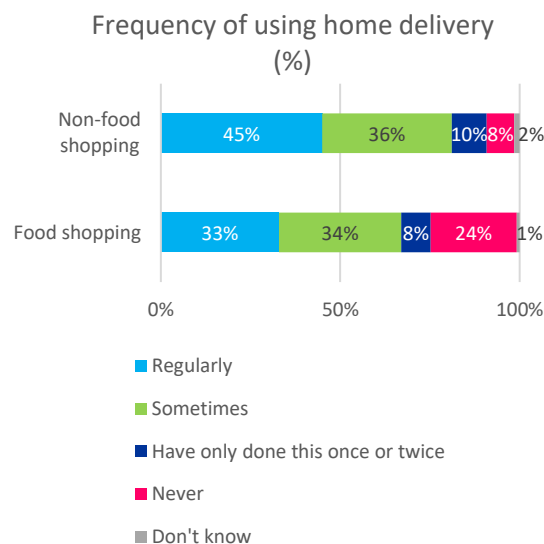
Travelling for non-food shopping

For non-food shopping trips, most respondents (51%) prefer to visit destinations close to their home, which includes both cities or towns.

In terms of frequency, 56% do not go out regularly for non-food shopping trips, with only a minority (30%) going once or twice a week.

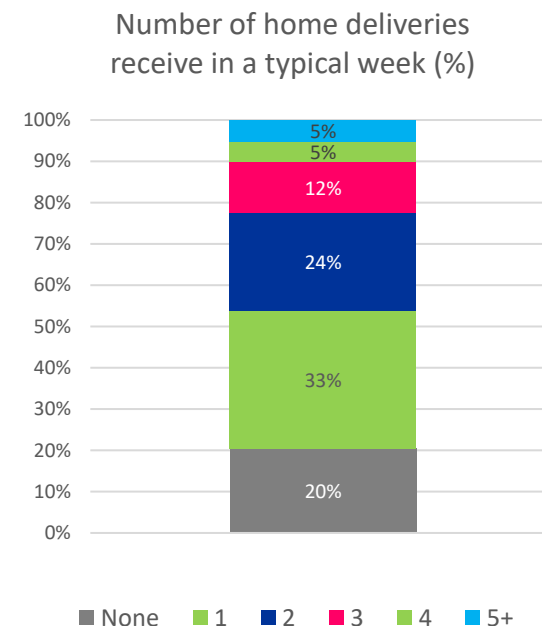


Home delivery current behaviours

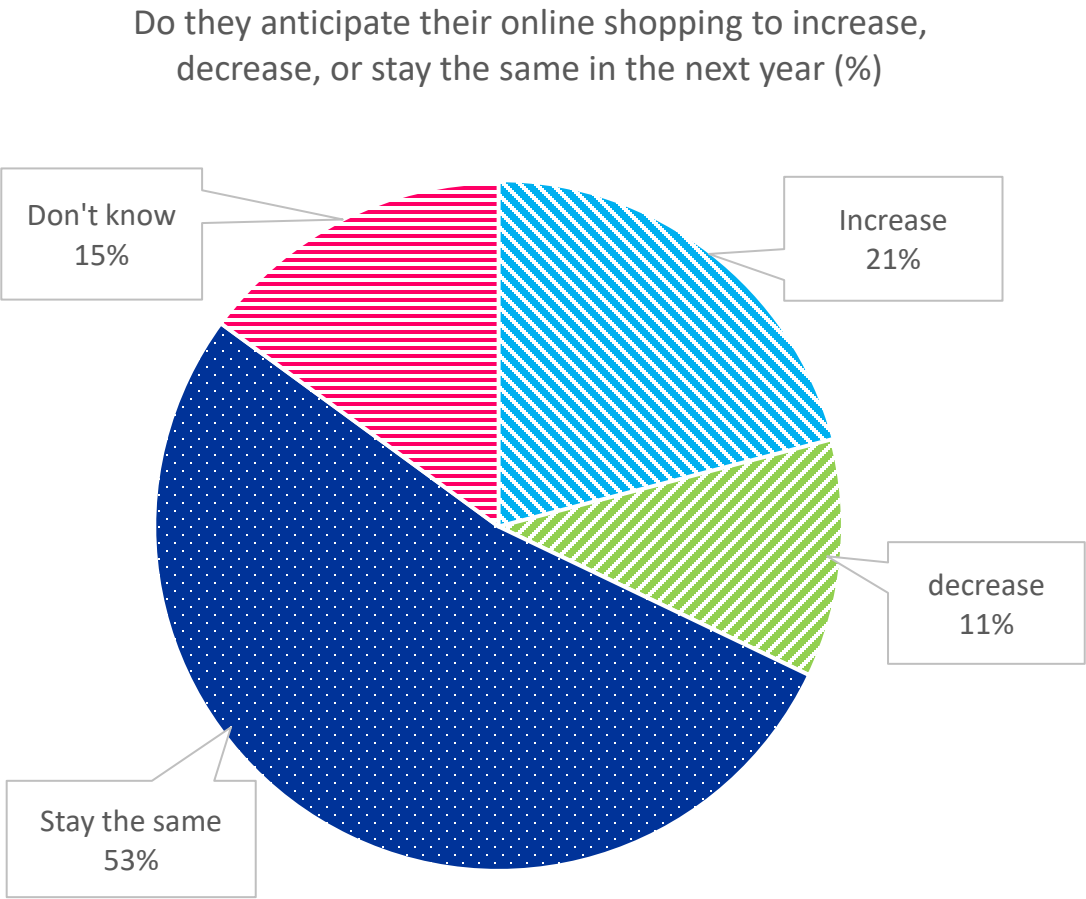


81% of respondents use home deliveries regularly or occasionally. Food shopping home deliveries were less frequent, with 33% using it regularly and 24% having never shopped for food online at all.

In a typical week, 54% of respondents are receiving at least one-two delivery per week, 12% receive at least 3 deliveries a week. 20% do not receive any deliveries at all.



2.2 Current Travel Behaviours & Attitudes



Shopping

Home delivery future behaviours

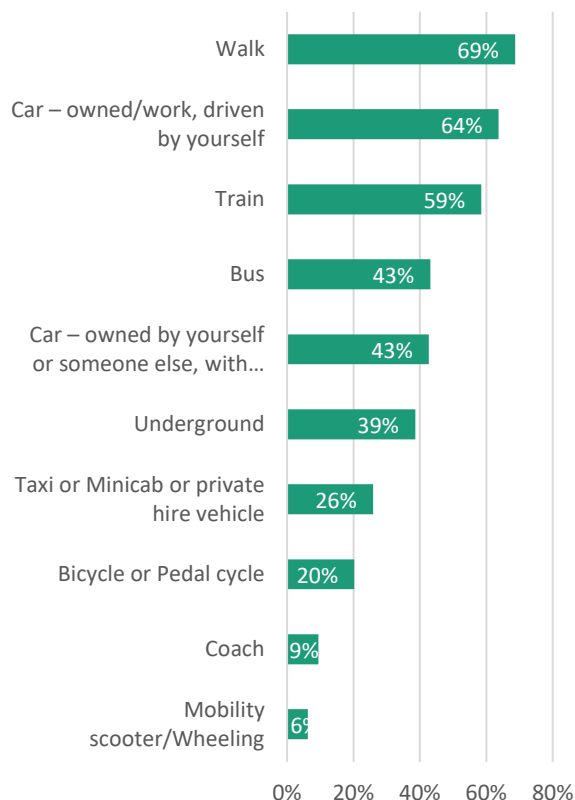
53% of respondents expect to maintain the same level of online shopping in the coming year, but there is likely to be a net increase of 10%.

People are keen to see opportunities to reduce carbon emissions and enable them to consolidate their deliveries into a single 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	80%	48%	72%
I would use it	53%	75%	90%

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

In Thurrock, people are most likely to walk or drive as their primary transport mode in the next 12 months, which are also the top two modes currently in use.

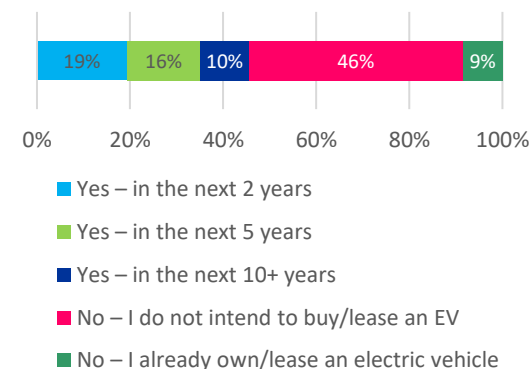
Future rail travel shows an increase from 23% to 59%, with bus travel staying approximately the same as current use at 43%.

Cycling is expected to have a lower uptake, although there's an increase from 8% currently using to 20% planning to use it in the next 12 months.

Electric Vehicle

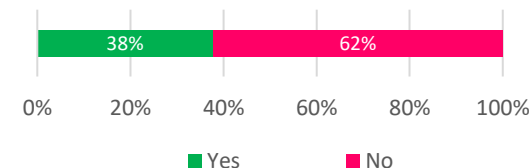
At present, only 7% of the respondents own an electric vehicle or plug-in hybrid. However, 45% intend to purchase or lease an electric vehicle within the next 2-10+ years.

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



Connected and autonomous vehicle

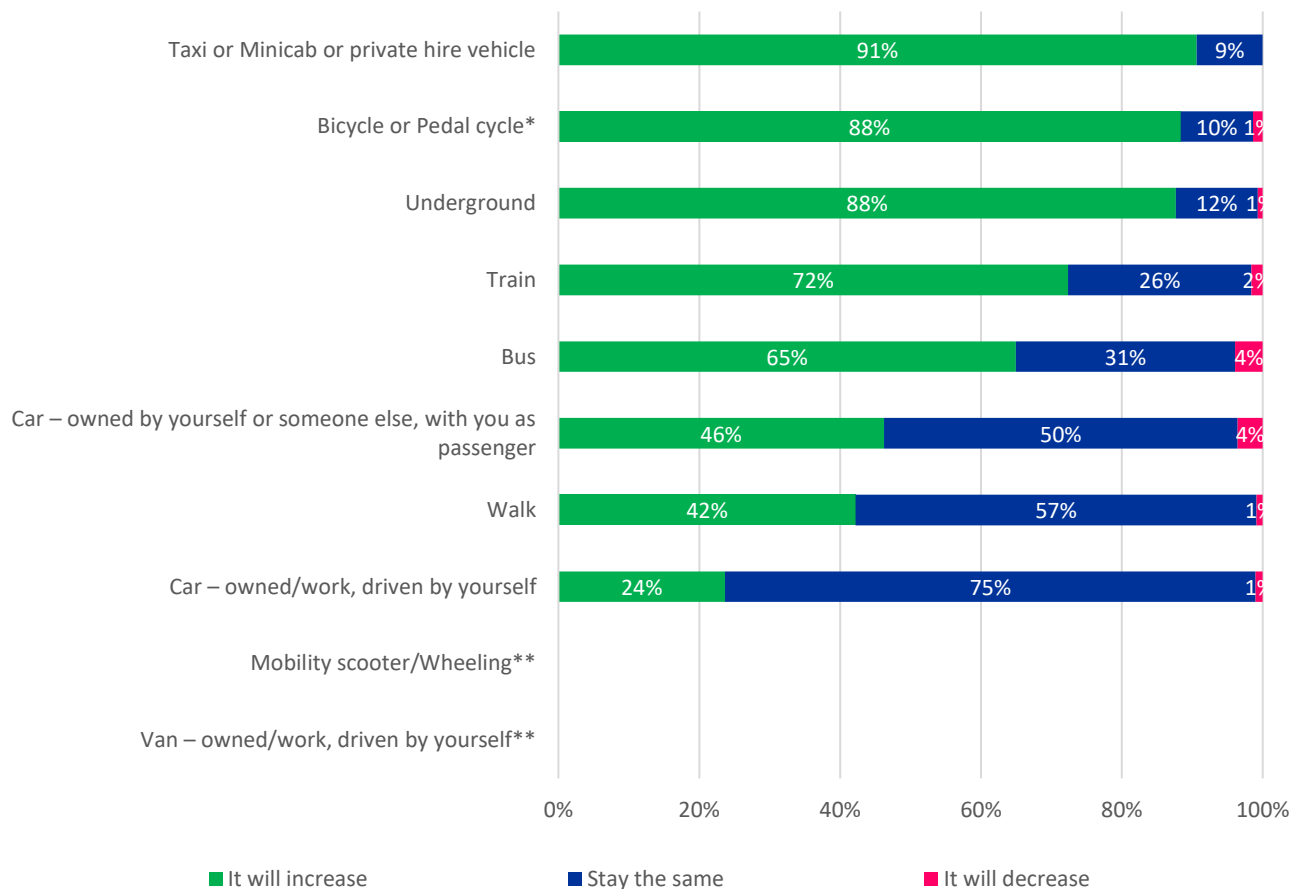
Would you use a connected and autonomous vehicle? (%)



38% of Thurrock respondents would consider using self-driving vehicles that combine connectivity and automated technologies if available. This view is higher among men, and among 16-29 year olds, but decreases with age.

2.2 Current Travel Behaviours & Attitudes

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



Note: ** denotes a base size below 30

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

Thurrock respondents expressed whether they plan to increase, decrease or maintain their usage of each mode.

Of the top 10 modes used in a typical week, the majority (91%) of taxi/minicab/private hire vehicle users and Underground users (88%) plan to increase their usage in the next 12 months.

72% intend to use trains more frequently, intentions shared across the demographics.

However, for the most used modes of transport, such as walking and car (as a driver or passenger), the majority intend to maintain the same level of usage.

Only a small proportion of participants expressed an intention to decrease their usage of any of the listed modes of transport.

2.0

Thurrock

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

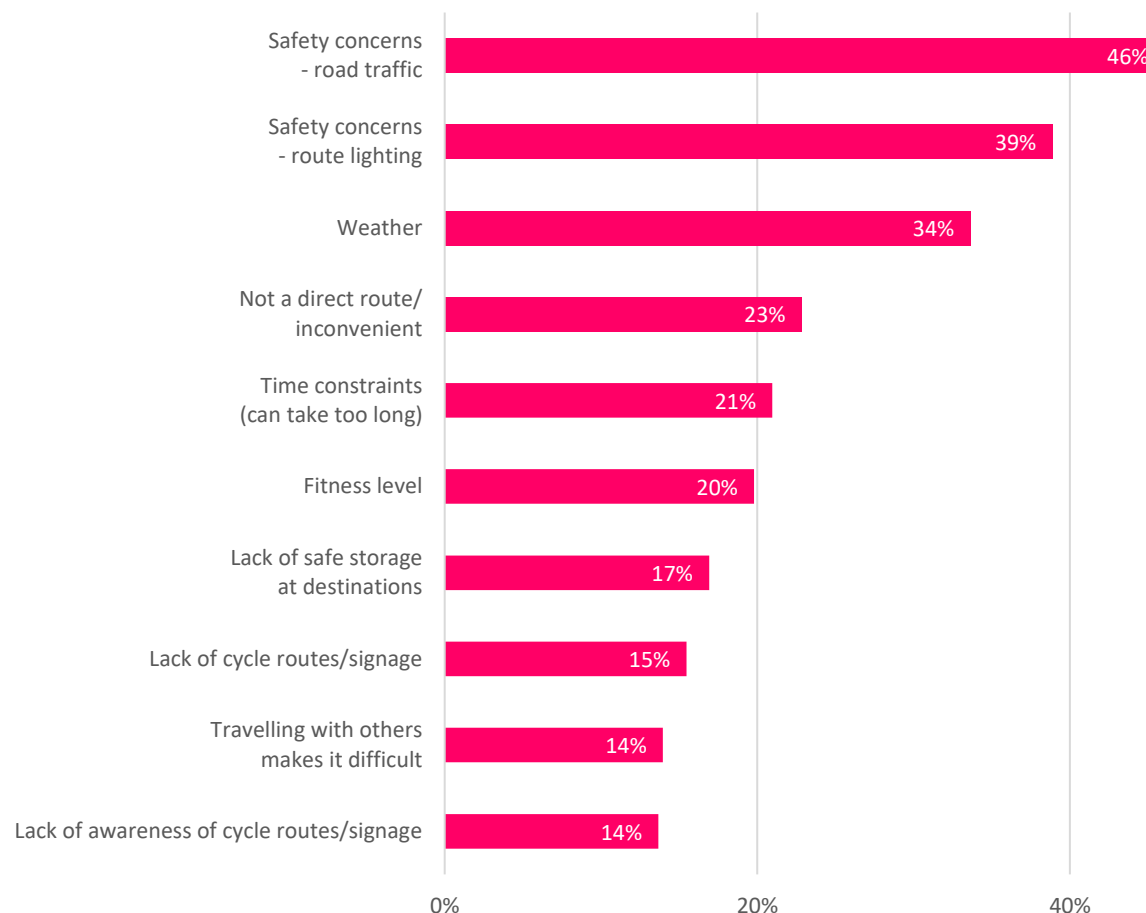
Safety concerns are a notable barrier to cycling, with 46% of respondents concerned by road traffic. 39% said poor lighting along cycle routes is a barrier

Weather conditions are another barrier, discouraging 34% respondents from choosing this mode of transport.

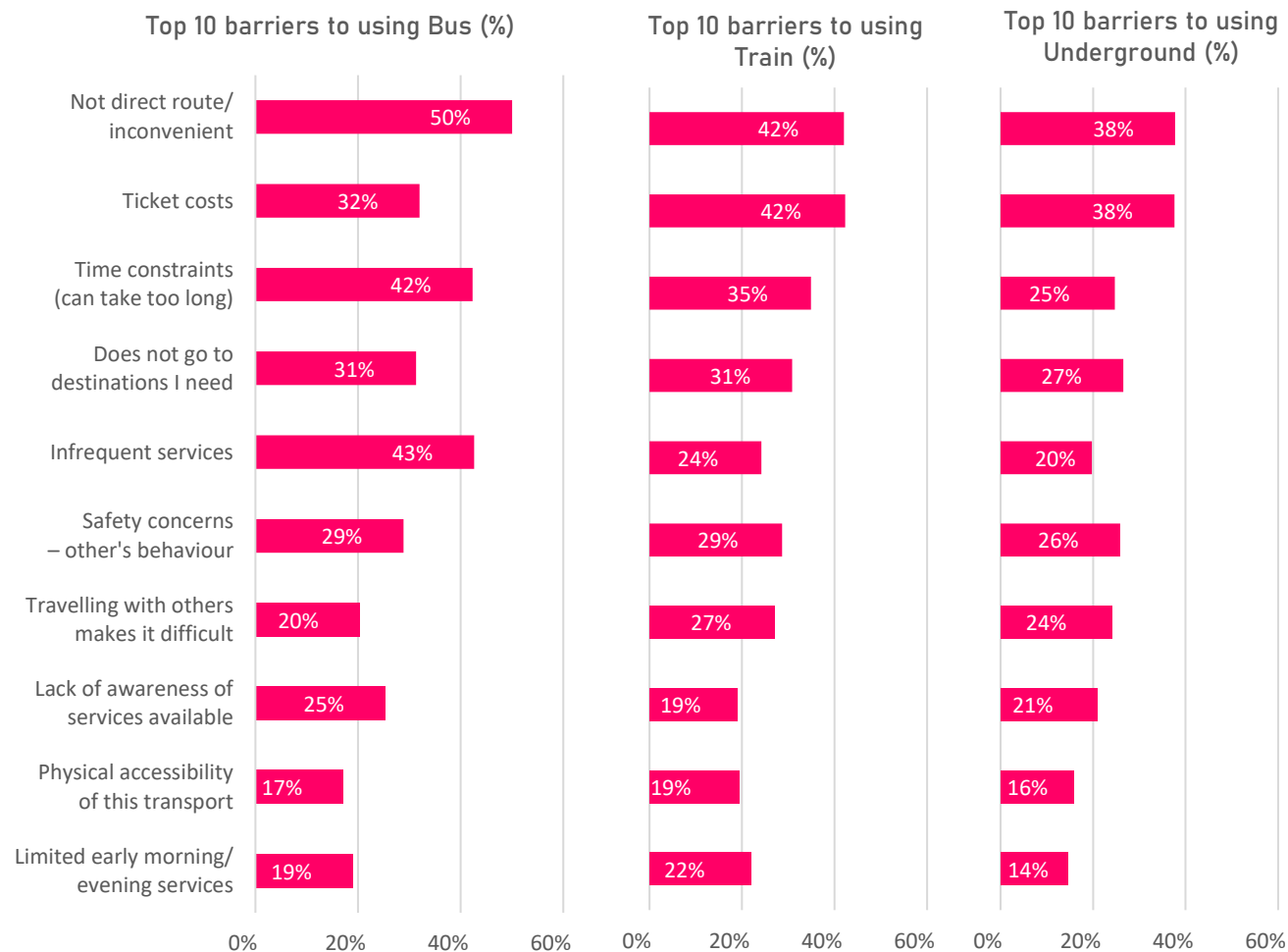
Additionally, non-direct routes, time constraints, and personal fitness levels serve as barriers for some individuals, with each of these factors affecting 23%, 21%, and 20% of respondents, respectively.

There are no distinct differences across demographics of Thurrock respondents. The top three barriers are comparable to other Local Transport Authorities (LTAs), with safety concerns regarding road traffic a key concern for all five LTAs in the Transport East area.

Top 10 barriers to cycling (%)



2.3.1 Barriers and decline in use



Public transport – barriers

‘Non-direct or inconvenient routes’ is one of the top barriers for using buses, trains, and Underground. 50%, 42%, and 38% of potential passengers, respectively, are discouraged by this aspect. For trains and the Underground, this is viewed higher among 50-69 year olds.

‘Time constraints’ (42%) and ‘infrequent services’ (43%) are also key barriers for bus use. This is more prominent among 50-69 year olds.

‘Ticket costs’ is the joint top barrier to using the train (42%) and for using the Underground (38%).

2.3.1 Barriers and decline in use

Public transport – decline in use

For buses, the top reasons were all rated equally at 28% - indirect or inconvenient routes, cost of tickets, travel time taking too long and travelling with others making it difficult to use the bus.

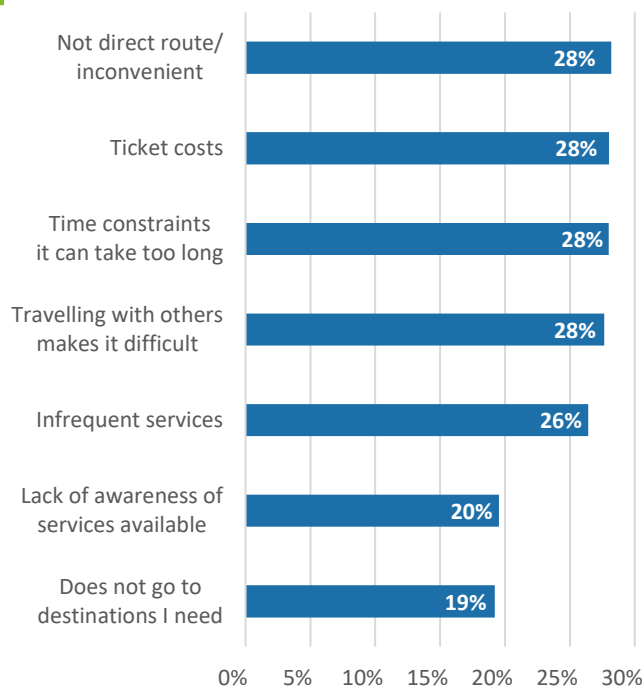
For trains indirect/ inconvenient route was the top reason to reduce use with 86% but was then followed by not serving destinations needed and ticket costs both with 68%. This differed from the overall Transport East results which had ticket costs as the highest reason.

The cost of tickets was a consistent reason for reducing train use across Essex, Southend-on-Sea and Thurrock.

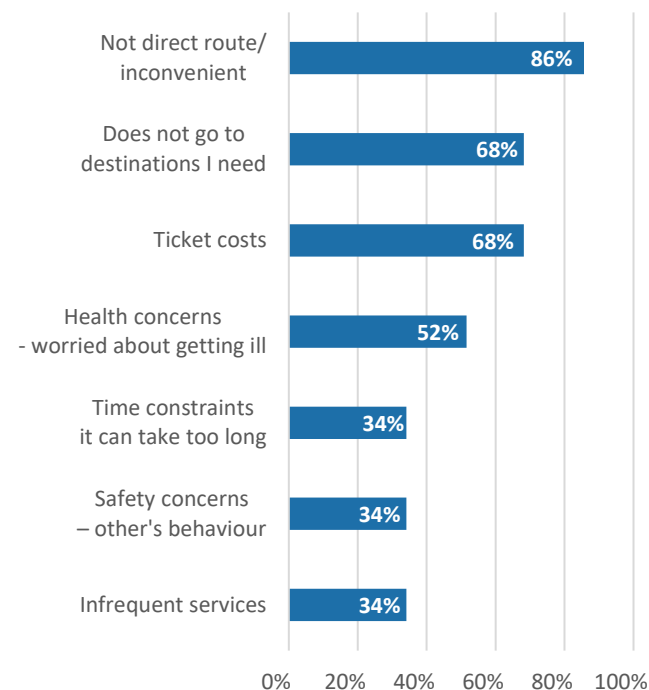
On buses, Thurrock responses were higher than the rest of the Transport East region for ticket costs and travelling with others as reasons to reduce use.

However, the number of responses to these questions was below 30, so caution should be applied to these figures.

Top reasons reduce Bus use (%)**

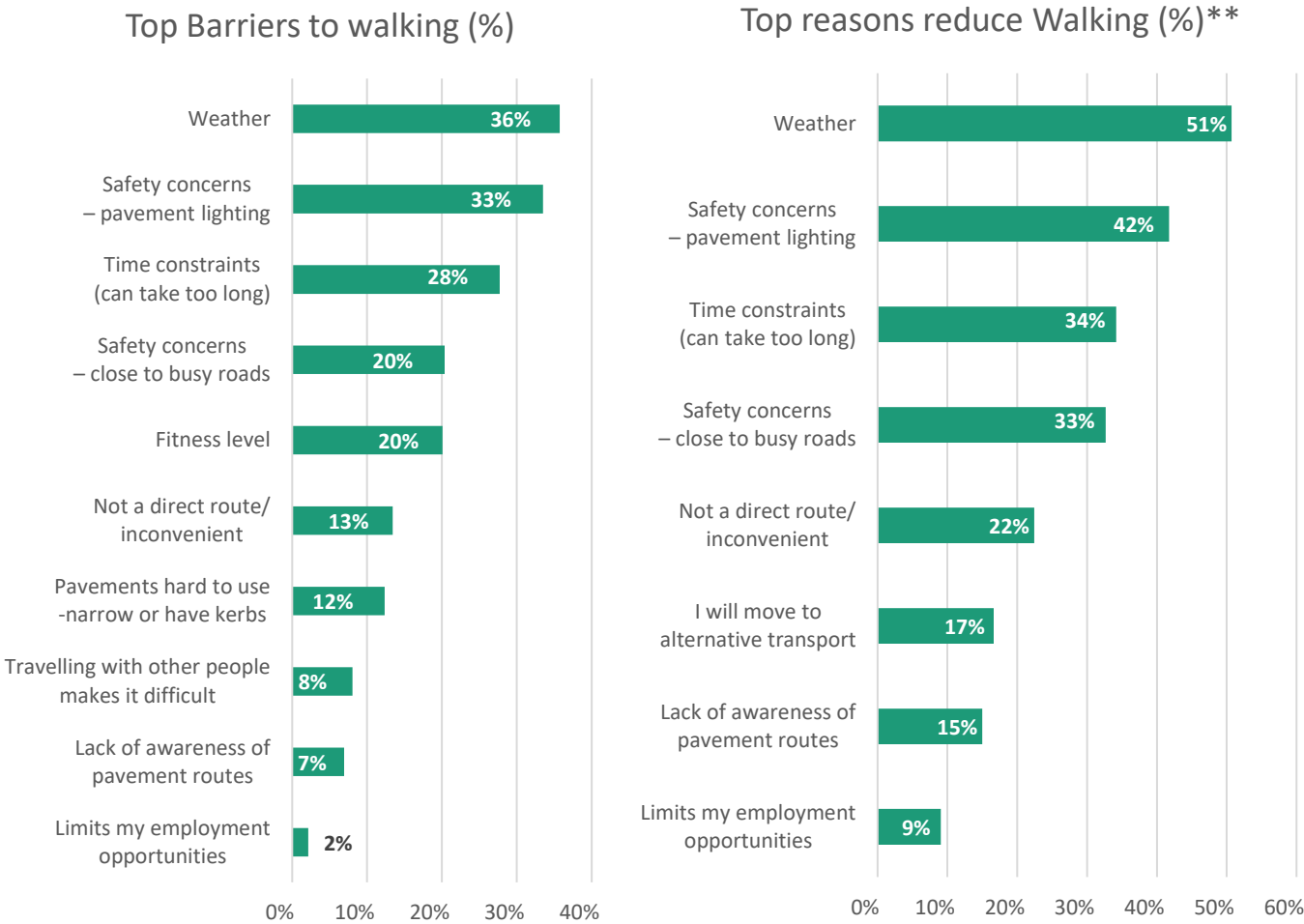


Top reasons reduce Train use (%)**



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



Walking

‘Weather’ (36%) and safety concerns such as insufficient pavement lighting (33%) are the primary barriers for walking as a mode of transport. Safety concerns link to page 18, where the provision of safe pedestrian crossings safe pavements/footpaths was denoted by 38% and 37% respondents respectively.

‘Time constraints’ (28%) is another barrier for walking.

Furthermore, respondents' fitness levels and the proximity of walking routes to busy roads also emerged as barriers that discourage walking as a mode of transport.

The sample size does not allow differences based on demographic to be drawn, and the number of responses to the reducing walking question was below 30, so 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

Factors relating to the cost of using a car/motorcycle/van are the top barriers and reasons for reducing usage of these modes in the future.

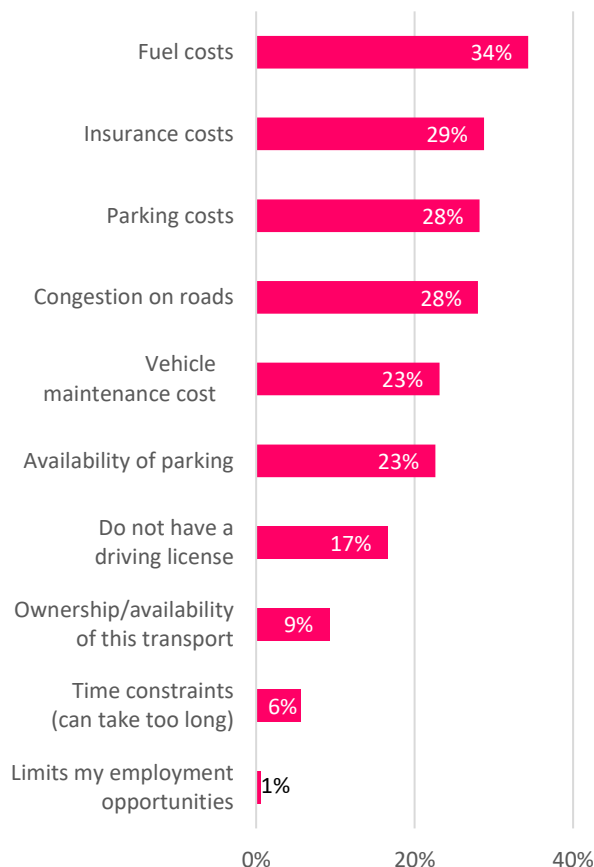
‘Fuel’ cost is the biggest deterrent. This is more prominent among those aged 49 years or below.

Following this are insurance costs, with 29% of individuals considering this a barrier and 28% citing it as a reason for reducing their use. Those earning £54,999 or less were more likely impacted by this.

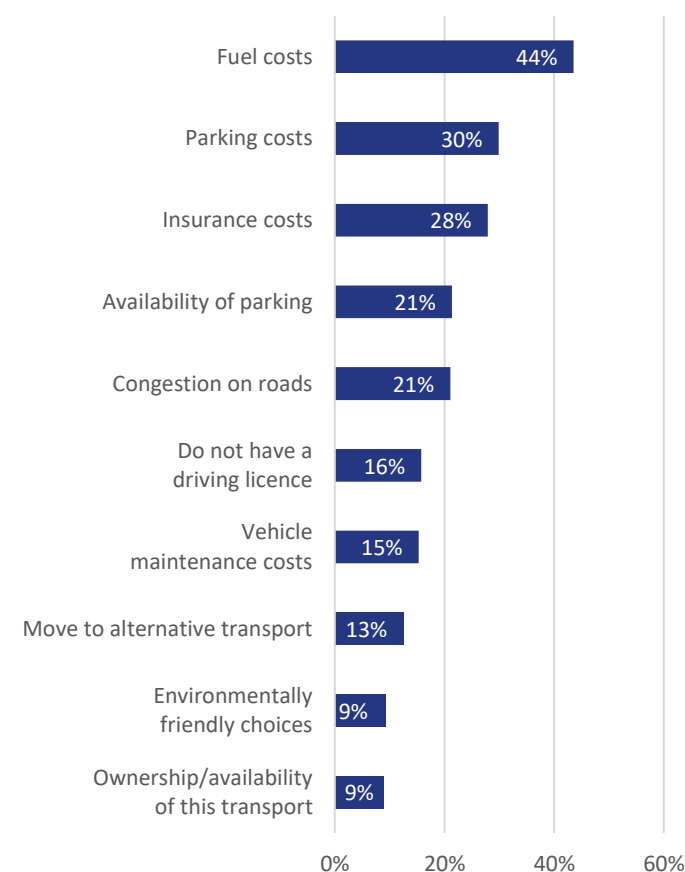
‘Parking costs’ were also cited as a key barrier and reason for reducing usage in the future.

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 (%)



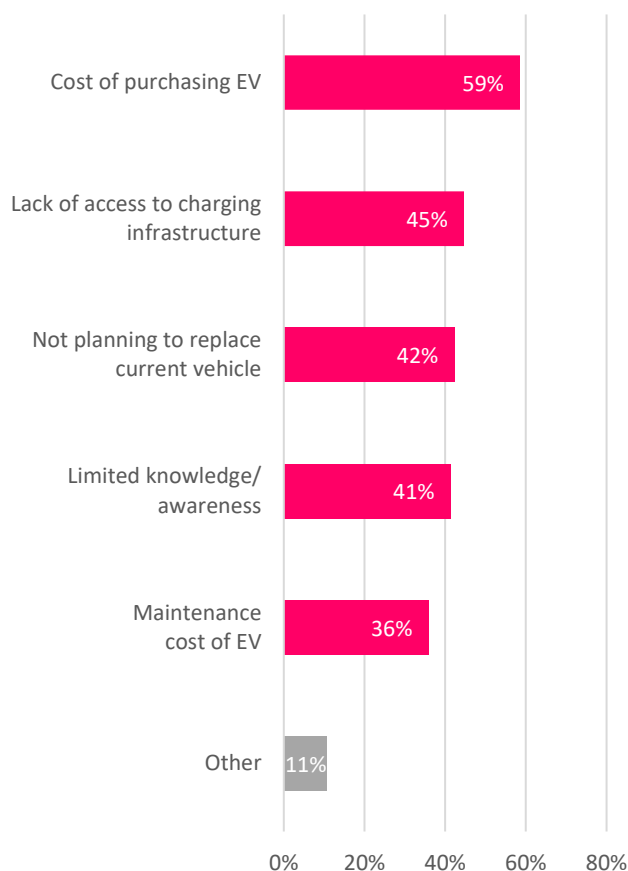
Top 10 reasons reducing using car/motorcycle/van (%)*



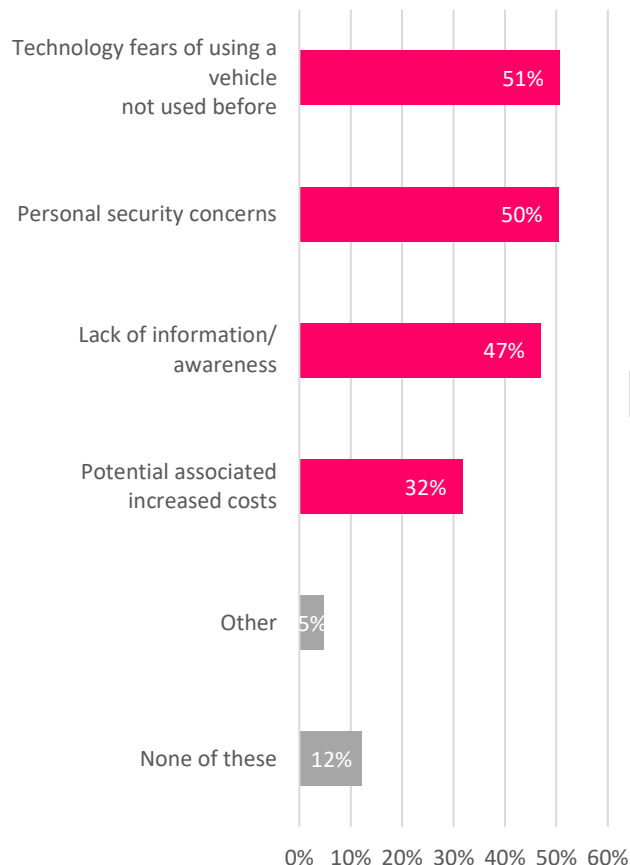
Note: * denotes a base size falling below 50 but above 30; ** denotes a base size below 30

2.3.1 Barriers and decline in use

Barriers to owning or leasing an electric vehicle (%)*



Barriers to using a connected and autonomous vehicle (%)



Electric vehicle & connected and autonomous vehicle

Electric Vehicle

For 59% of those who do not intend to buy or lease an EV, cost of purchase is the main barrier, followed by the limited access to charging infrastructure. 42% of respondents are not inclined to replace their current vehicle. These results are inline with the Transport East region. The sample size though does not allow to draw differences based on demographics.

Autonomous Vehicle

The barriers to using connected or autonomous vehicles are centred around fear – of a technology they haven't used before (51%) or for personal security (50%). The fear increases with age, with 16-29 year olds more open to the idea.

47% of participants have limited knowledge about these vehicles.

2.3.1 Barriers and decline in use

Car share / car club

Car Sharing

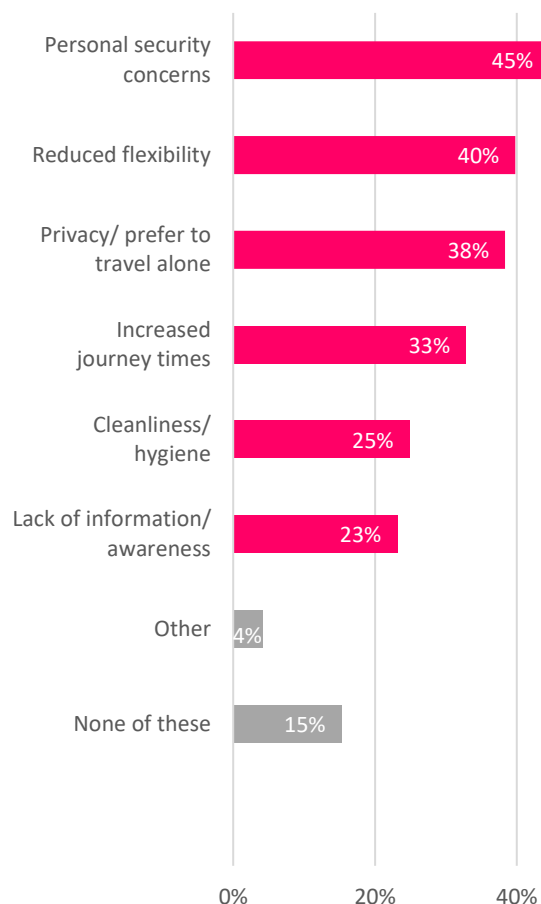
Barriers to car sharing with other people include concerns over 'personal security', 'reduced flexibility', and a preference for travelling alone. Notably, 54% of respondents aged 30-49 report 'personal security' as a barrier. For those aged 50 and over, 'reduced flexibility' and 'privacy' are more significant barriers, each reported by 45% of this group.

Car club/car hiring¹

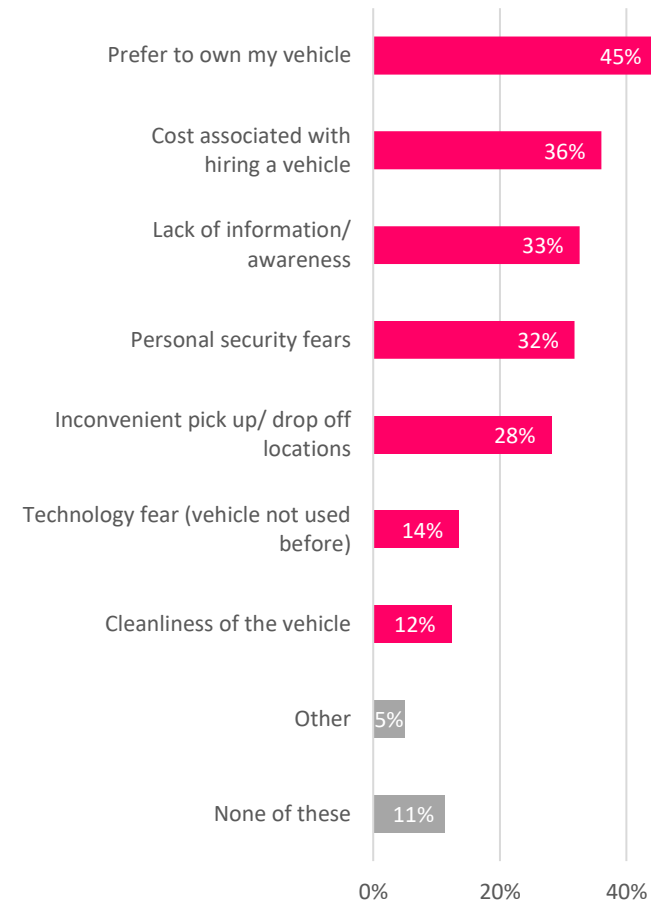
The top barrier associated with car clubs or car hiring is a 'preference for one's own vehicle' (45%), followed by the 'cost of hiring a vehicle' (36%). The former is reported by over half of women and those aged 50+ respectively. Personal security fears also feature for just under a third of Thurrock respondents.

Lack of awareness of car clubs/ hiring limits consideration for a third, so there is an opportunity to encourage usage through promotional messaging.

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.

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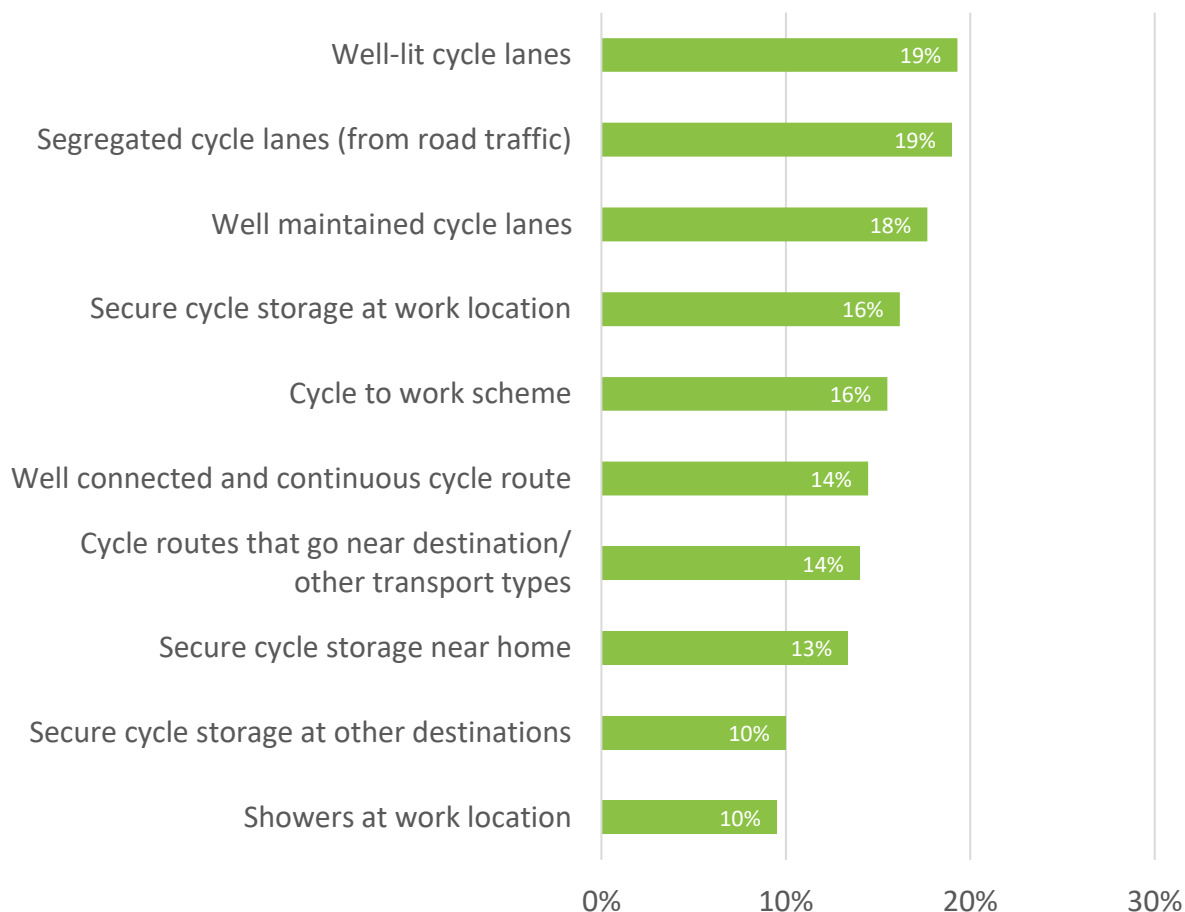
Thurrock

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

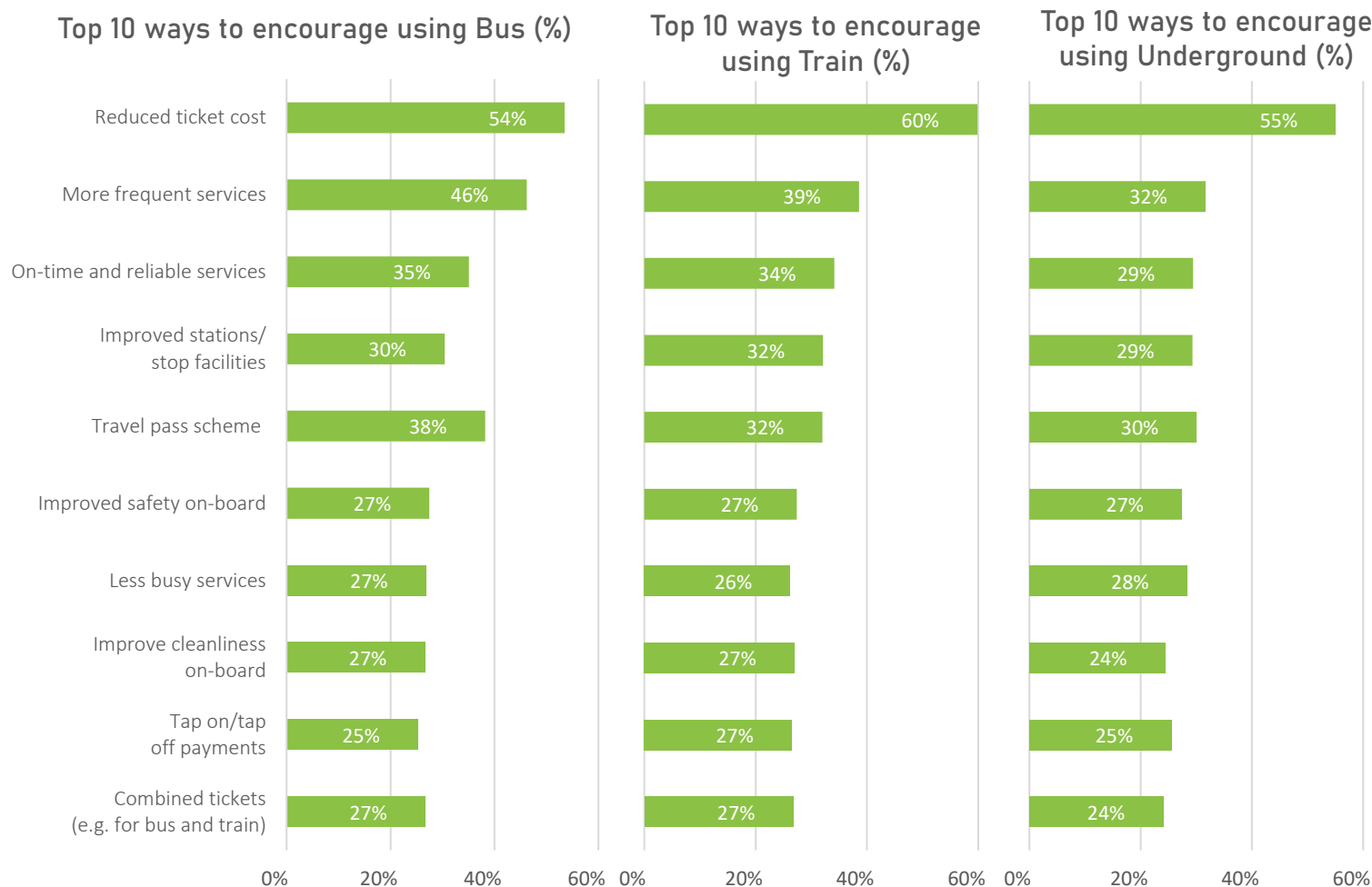
Respondents were asked about measures to encourage them to cycle in the future. Like the results at the Transport East regional level, as age increases, the number of ways to encourage people to cycle decreases. This suggests respondents will choose not to cycle regardless of initiatives put in place.

The results show there were no stand-out triggers, so a combination of strategies may be needed to encourage Thurrock respondents to cycle more frequently.

This could include the provision of well-lit cycle lanes (19%), something which is valued more by those aged 16-49 years old.

In addition to this, the following could also be used: segregated cycle lanes (19%), well-maintained cycle lanes (18%), and secure bike storage at work locations, as well as the implementation of the cycle to work scheme (16% each).

2.3.2 Encouraging Future Use



Public transport

There are a range of measures that could encourage use of public transport, with lowering the cost of tickets the most effective. This is noted by all demographics regardless of income, age or gender.

More frequent services for buses could also have a significant impact.

Additionally, the implementation of a travel pass scheme for buses, is appealing to Thurrock respondents, especially those aged 16-29 years old.

Tying into this, this age group also prefer the concept of tap on/off payments.

2.3.2 Encouraging Future Use

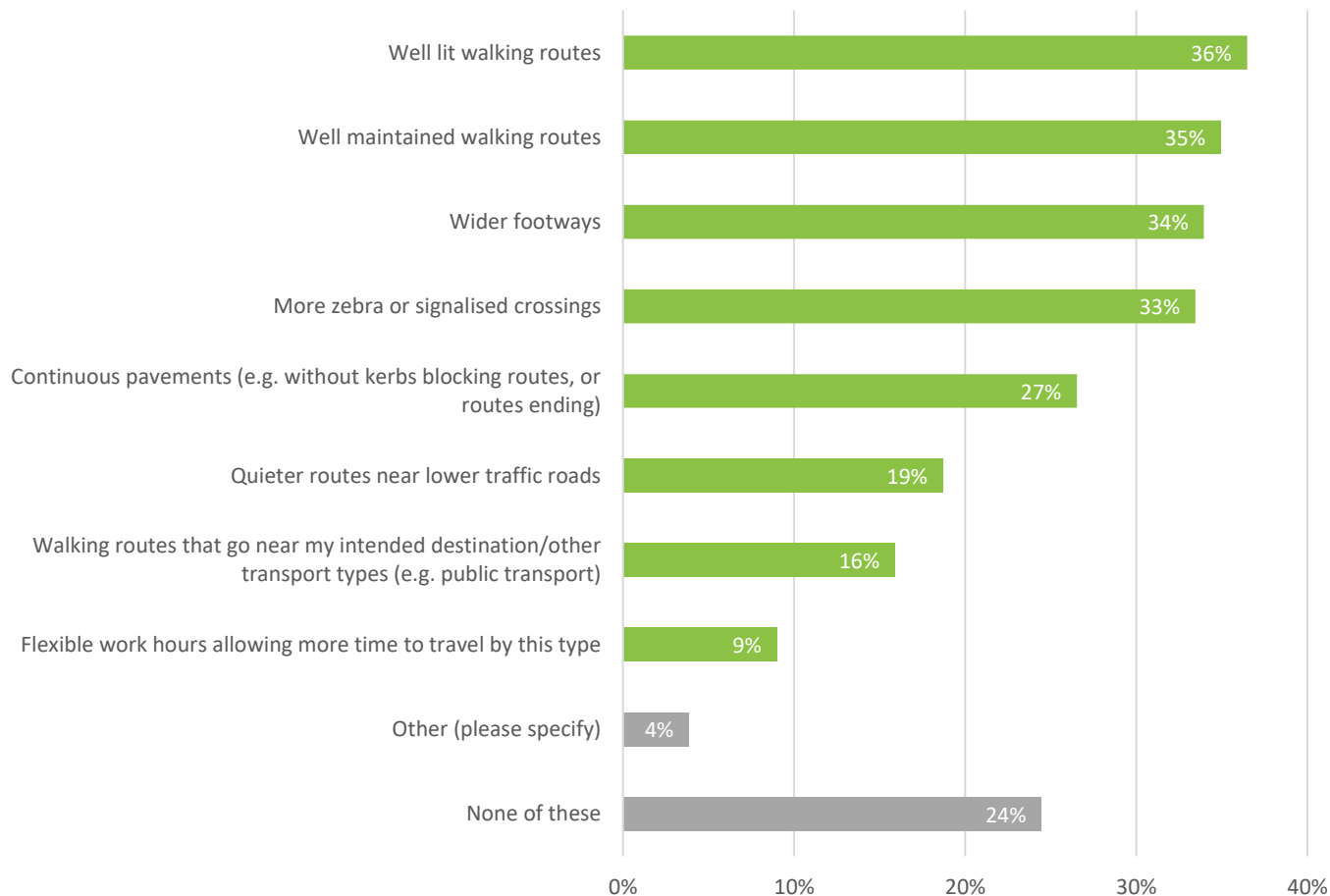
Walking

The most important factors in promoting walking as a mode of transport in the future relate to safety: 'well-lit walking routes' (36%) and 'well-maintained walking routes' (35%), 'wider footways' (34%) and the provision of 'more zebra or signalised crossings' (33%).

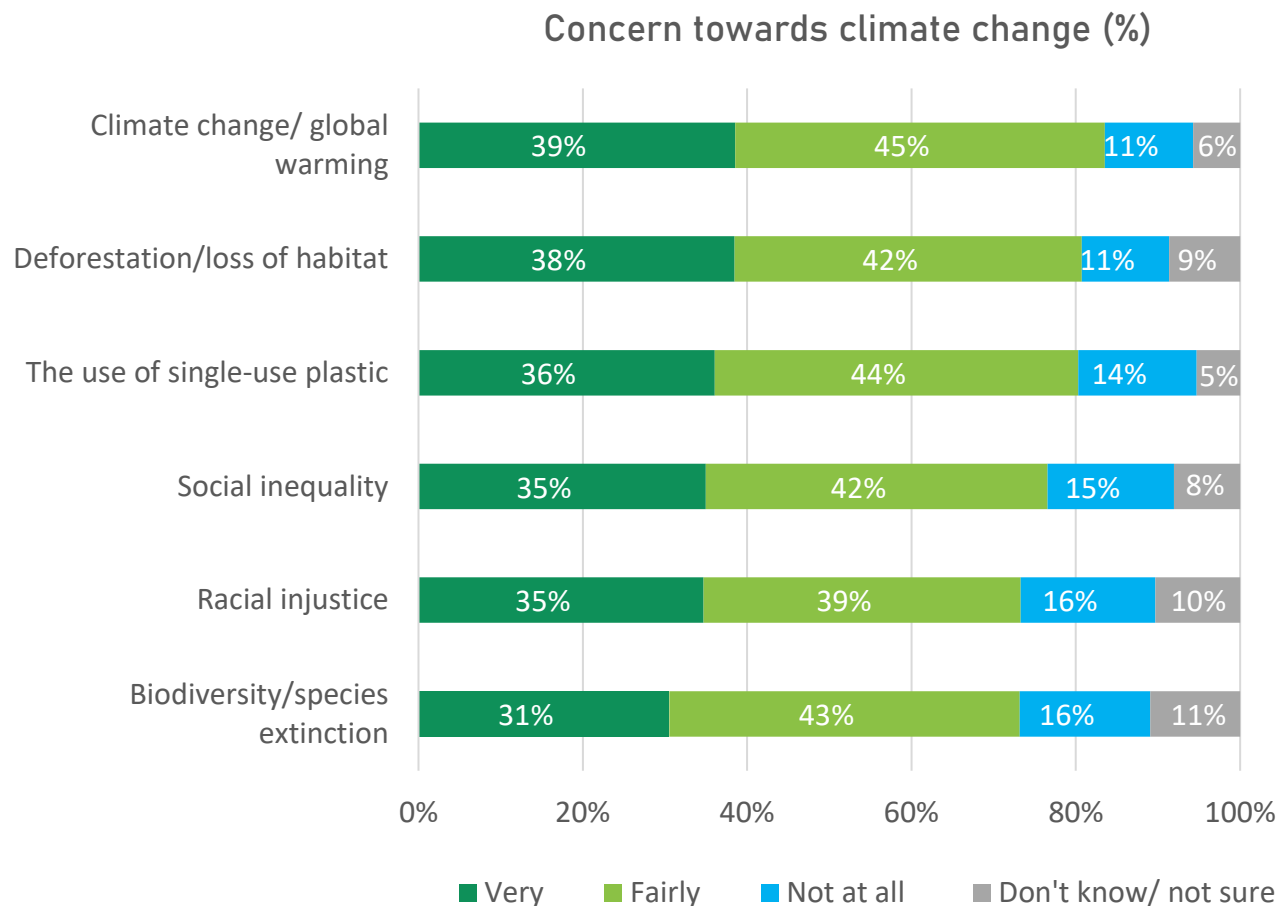
However, 24% said that there was nothing that would encourage them to walk more than they currently do.

39% of those aged 50+ and 32% of men reported that none of these factors would encourage them to walk, suggesting that improvements in walking infrastructure may be less effective for these groups.

Ways to encourage walking in the future (%)



2.3.2 Encouraging Future Use



Attitudes to climate change

In general, people are highly concerned about global and societal issues, with a slightly higher level of concern for environmental issues compared to social issues.

39% of respondents are very concerned by 'climate change', and 38% are very concerned with deforestation. Views towards the environment are stronger as age increases.

16-29 year olds are slightly more concerned about racial injustice than is reported for all of Thurrock respondents.

2.3.2 Encouraging Future Use

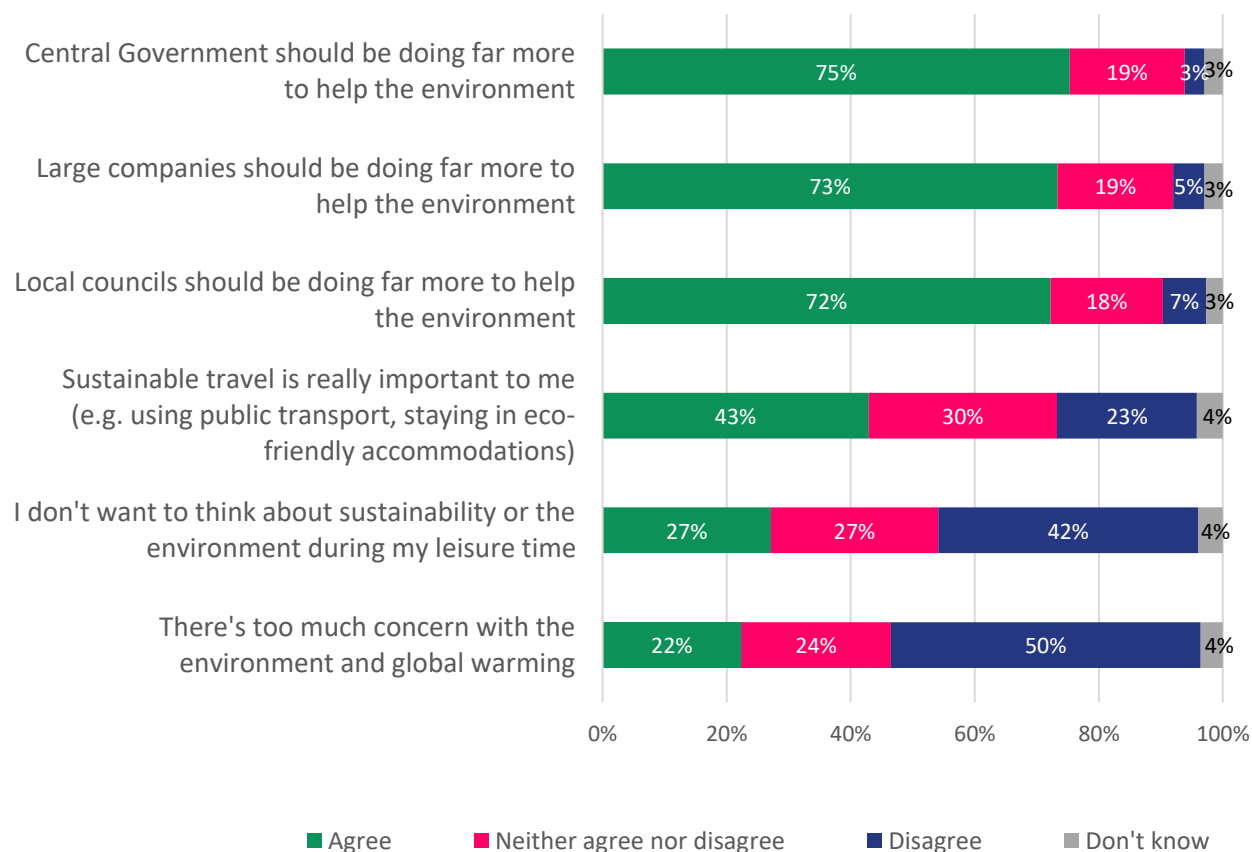
Attitudes to climate change

43% of respondents agreed that 'sustainable travel is really important' to them. This mirrors the results captured for the Transport East region. This view is most prominent among 30-49 year olds and men.

27% said they don't want to think about sustainability/ the environment during their leisure time.

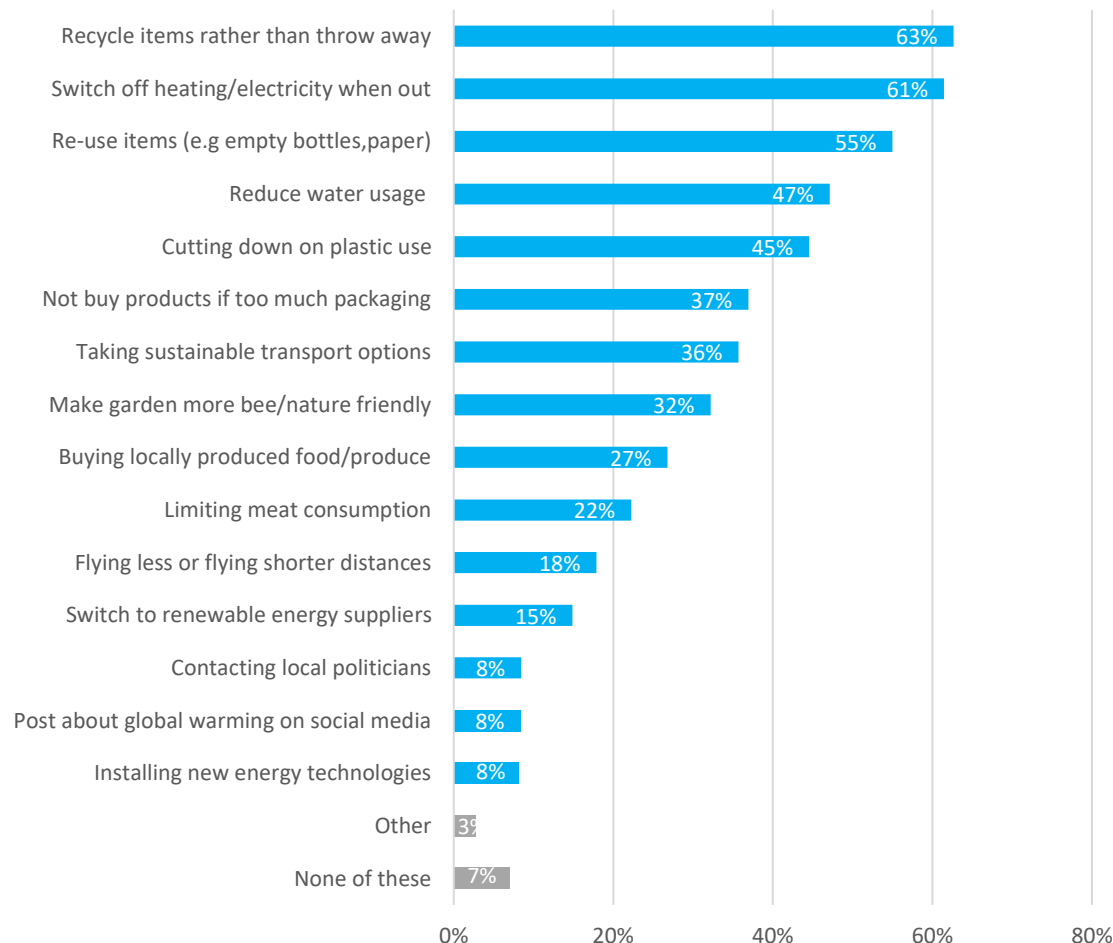
There was a significant agreement that the responsibility should be with central government, local councils, and large corporations. This viewpoint is stronger among woman and those aged 30-49 years old.

Agreement with climate change statements (%)



2.3.2 Encouraging Future Use

Personal behaviours carried out to help the environment (%)



Attitudes to climate change

74%

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

Most people are adopting actions to enhance the environment, such as recycling, turning off heating and electricity while away, and reusing items. Women and those older than 29 years old are doing more of these than other groups.

74% acknowledge the importance of sustainable choices while travelling.

However, only 36% of them are currently choosing sustainable transport. This is the same across the age groups, though less so among women (29%).

This indicates the necessity of bridging the gap between intentions and actions to increase sustainable transport behaviours.

2.3.2 Encouraging Future Use

Attitudes to climate change

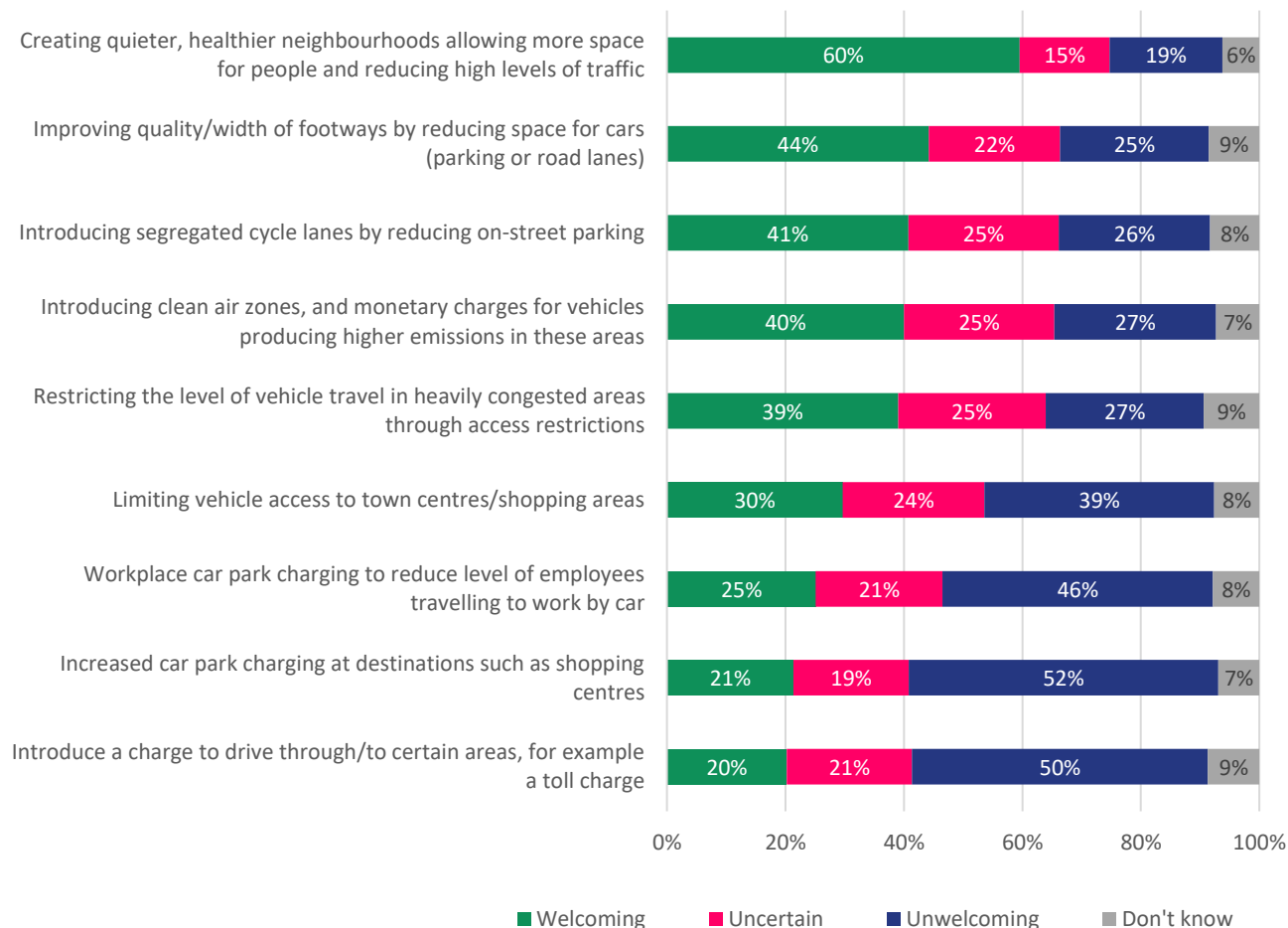
Views on suggested scenarios to reduce environmental impact

People are most inclined to embrace environmental initiatives that act as a 'pull' to promote walking and cycling, such as quieter neighbourhoods with reduced car space, improving quality of footways, introducing segregated cycle lanes, and clean air zones.

Scenarios involving 'push' tactics, where charging is involved, such as increased car parking charges at shopping centres or road tolls, were met with less enthusiasm. 50% and 52% of respondents, respectively, oppose these ideas.

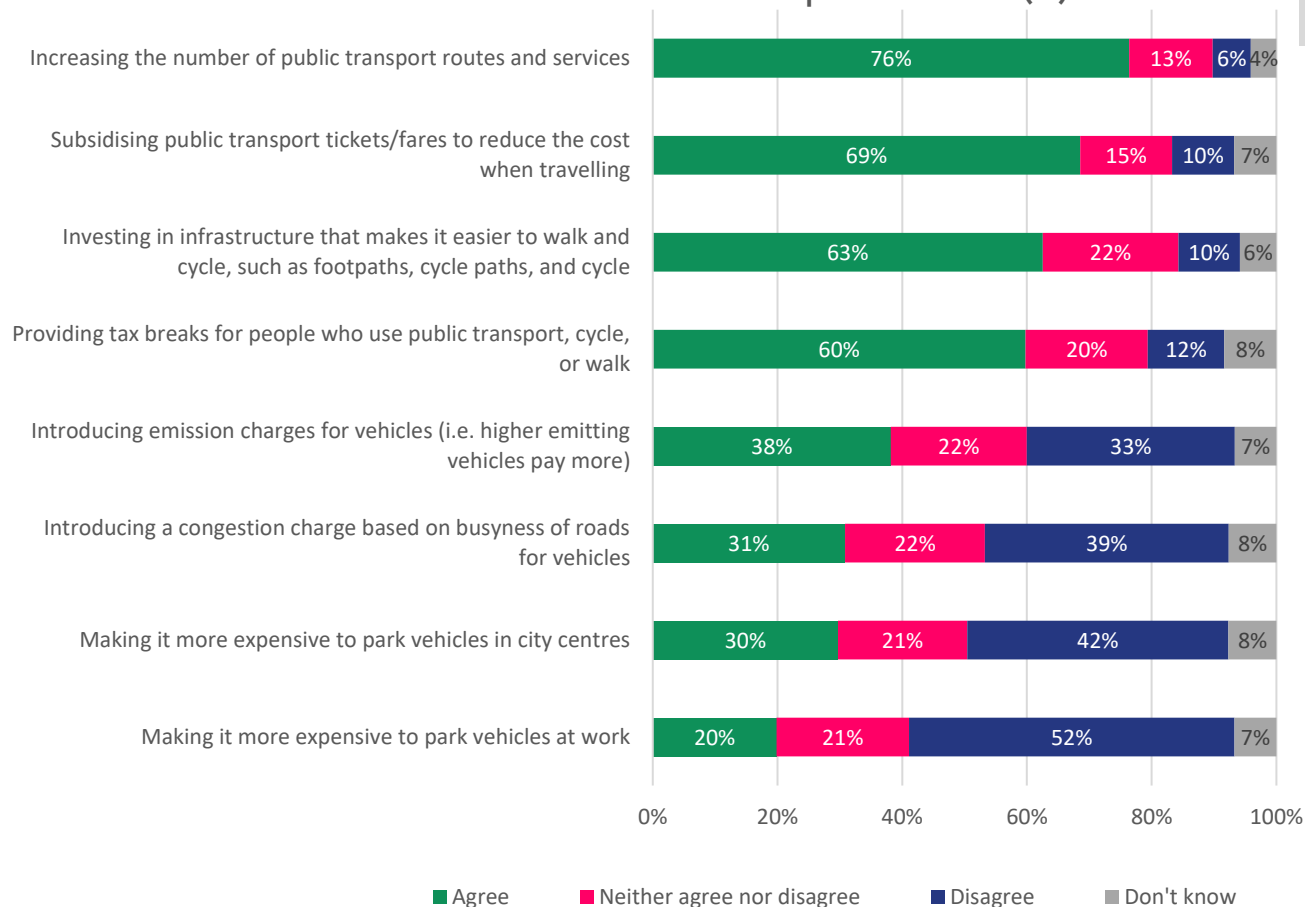
Those under 49 years old were less resistant to ideas of charging than other age groups. Men were also more in favour. There was a consensus across the demographics that 'creating quieter, healthier neighbourhoods' was the most favoured scenario.

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

Three quarters of respondents in Thurrock agreed that 'increasing the number of public transport routes and services' was the top way to encourage them to make more sustainable choices.

This is followed by financial incentivisation to use public transport (69% who stated by subsidising public transport ticket prices or 60% who stated providing tax breaks) and investing in footpath/ cycle path infrastructure (63%).

Increasing the cost of parking for vehicles in workplaces or city centres is not considered to be effective measures in encouraging more sustainable transport choices.

Those aged 16-29 viewed some of these charge-based scenarios more highly, with 30% wanting workplace parking to be more expensive. They were also less likely to seek investment in walking/ cycling infrastructure.

2.3.2 Encouraging Future Use

Scenarios for future investment – road charging

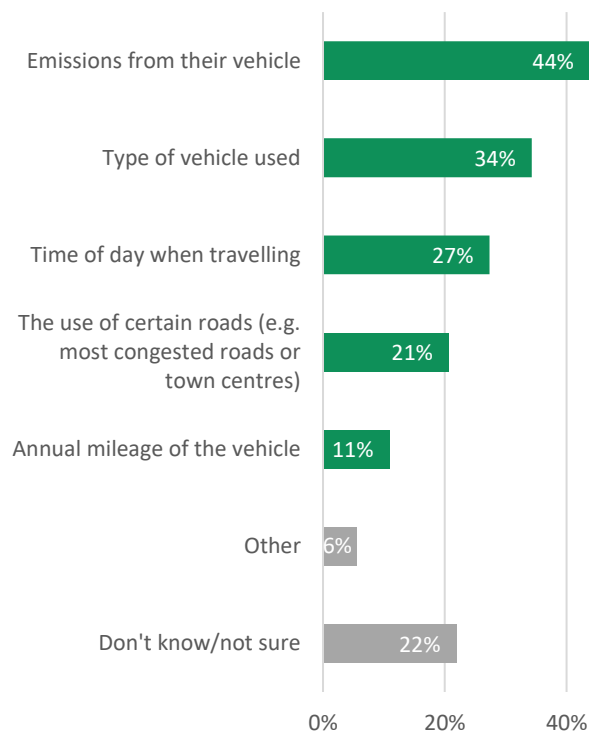
44% of respondents believed that 'emissions from their vehicles' should be the basis for road charging.

34% of respondents favour 'type of vehicle used'.

16-29 year olds supported 'emissions from their vehicle' (49%), with less support for 'type of vehicle used' (29%).

11% of the respondents favoured the 'annual mileage' scenario, making it the least popular option.

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

Half of respondents considered increasing the number of public transport services, and improving the condition of roads, amongst their top three priorities, with 52% and 49%, respectively, supporting these.

Both are supported more by women than men.

Other improvements, such as enhancing the quality of footways and subsidising the cost of local buses, were ranked in the top three by 43% and 42% of respondents, respectively.

The order of the results are different to the overall Transport East region. In Thurrock, increasing the number of public transport services takes top position, ahead of improving road conditions. Improving accessibility for all users is fifth.

Top 5 priorities 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)	49%
Improving footway quality	43%
Subsidised ticket cost for local bus services	42%
Increasing the accessibility to transport services for all users	22%

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

“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

In Thurrock, the fairest ways to tackle the funding gap in transport infrastructure are perceived to be the allocation of a portion of existing tax revenue to transport (33% include in their top 3) and introducing a road user charge based on vehicle emission levels (31% include in their top 3).

The former is supported less so by 16-29 year olds, while all ages agree on charging by emissions.

Other popular measures include increasing taxes on other types of vehicles e.g. Evs (28%), implementing a charge based on size and weight (27%), seeking funding from private companies (27%) and applying a local tax to those visiting the country or area.

The order in ranking differs to the Transport East region, with the allocation of tax revenue considered top by Thurrock respondents and fourth at a Transport East level.

A key difference is the fifth scenario, with Thurrock showing a stronger preference towards funding from private companies. A view supported most by men and younger respondents (aged 49 or less).

Top 5 priorities ranked in top 3 (%)*

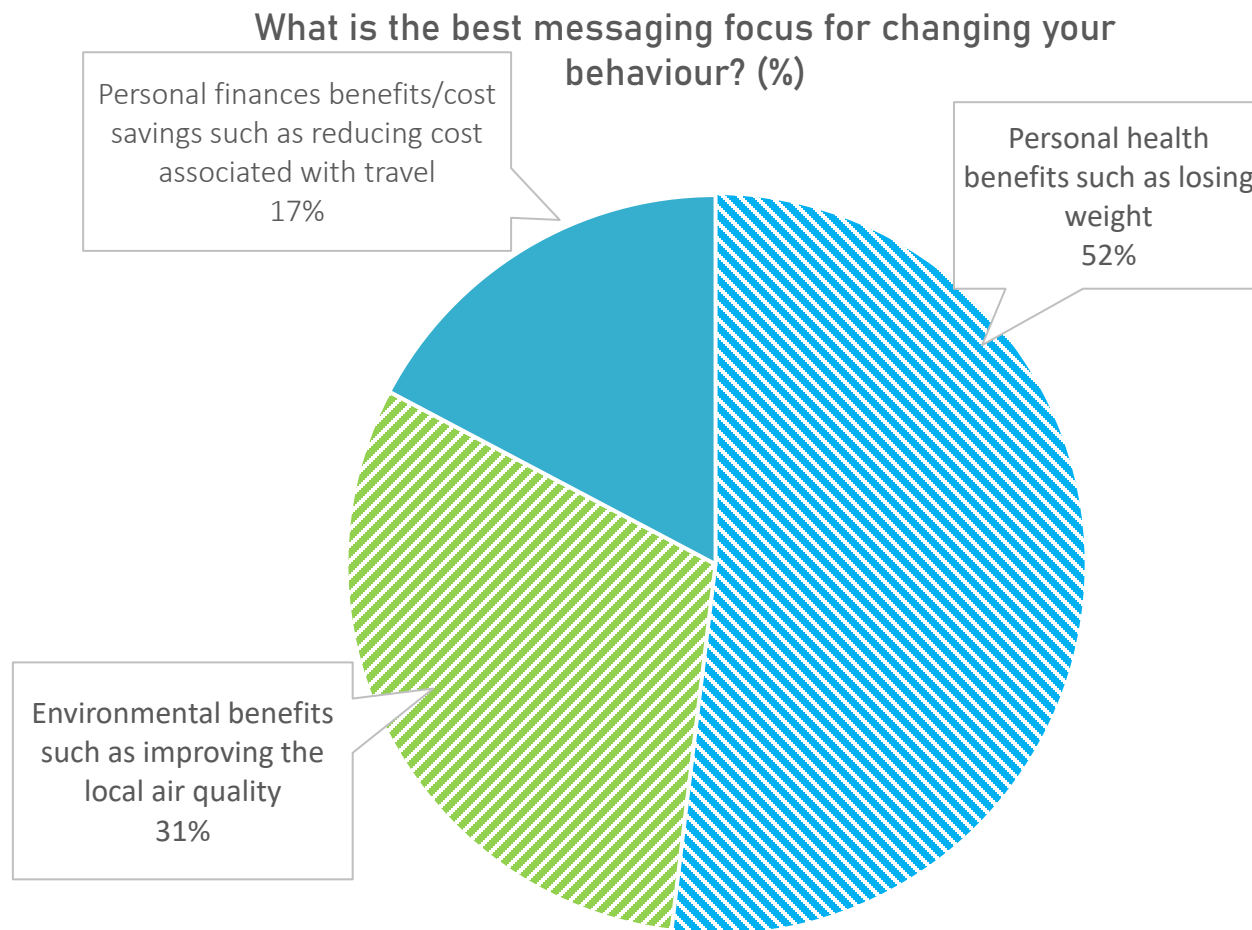
Allocate a portion of existing tax revenue to be used for transport infrastructure	33%
Implement a road user charge based on vehicle emission level	31%
Increase taxes on other types of vehicles, such as electric vehicles and hybrid vehicles	28%
Implement a road user charge based on size and weight of vehicle	27%
Seek additional funding from private companies	27%

* 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?”



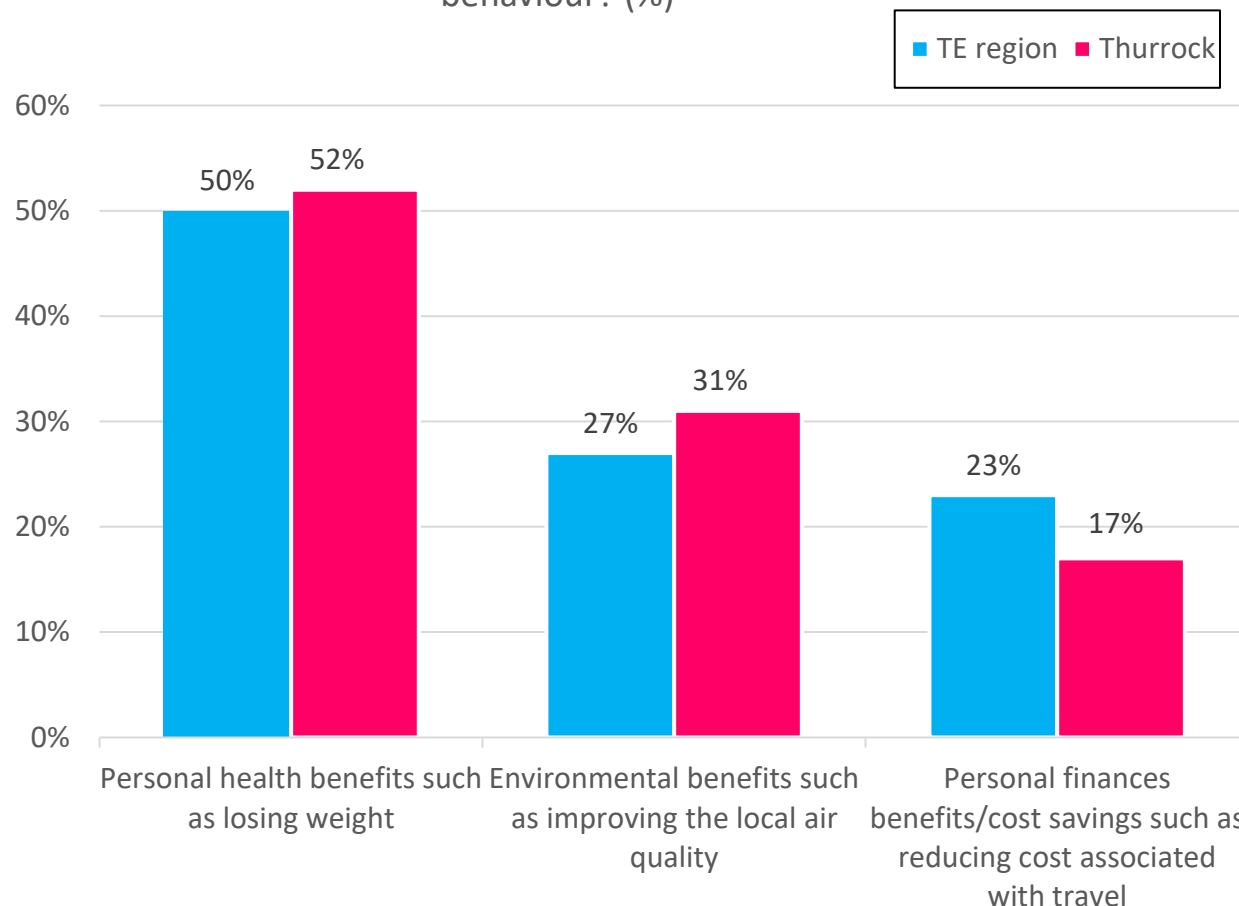
2.3.2 Encouraging Future Use

“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 the respondents in Thurrock said ‘Personal health benefits’ would be the most inspiring campaign message to encourage them to choose cycling or walking/ wheeling over the car for everyday activities. 31% suggested the promotion of environmental benefits.

Respondents in this area were less motivated by benefits to personal finances than those in other areas.

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



2.3.2 Encouraging Future Use

Personal Health Benefits

52% of respondents feel health-related messaging is the best way of inspiring them to walk or cycle for everyday travel. The benefit of improving personal health resonated at an individual level.

Women (61%) were more likely to be inspired by this message, though it does not differ by age. Both weight loss and improved fitness were primary motivators.

A health benefit message has the potential to prompt and reinforce these behaviours.

Mental health and wellbeing were also secondary mentions that held importance and appeal to this audience.

The idea that a personal health message could encourage habit forming of healthy everyday behaviours was valued.

However, a focus on generating wider benefits for society, including specifically benefiting the NHS, are not a key driver.

Some barriers mentioned are that walking and cycling may not be appropriate for every journey or for everyone – existing health conditions, practicalities of particular journeys and safety concerns should be considered.



2.3.2 Encouraging Future Use

Environmental Benefits

3were of respondents in Thurrock believe the environmental message would have the greatest impact.

Men were more likely to select this message (39%) compared to women.

Unlike the other two messages, which focus on a personal benefit, this message can appeal for the opposite reason – offering a wider, communal benefit.

Respondents mentioned that the message was inspiring if it aligned with their existing attitudes towards the environment, including consideration of the impact for future generations and a wider narrative around a positive impact on climate change and helping the planet.

The associated benefits for community/population health through

improved air quality were also valued.

An environmental message also appealed as the benefits were considered to be less well known, providing an opportunity to educate people about these.



2.3.2 Encouraging Future Use

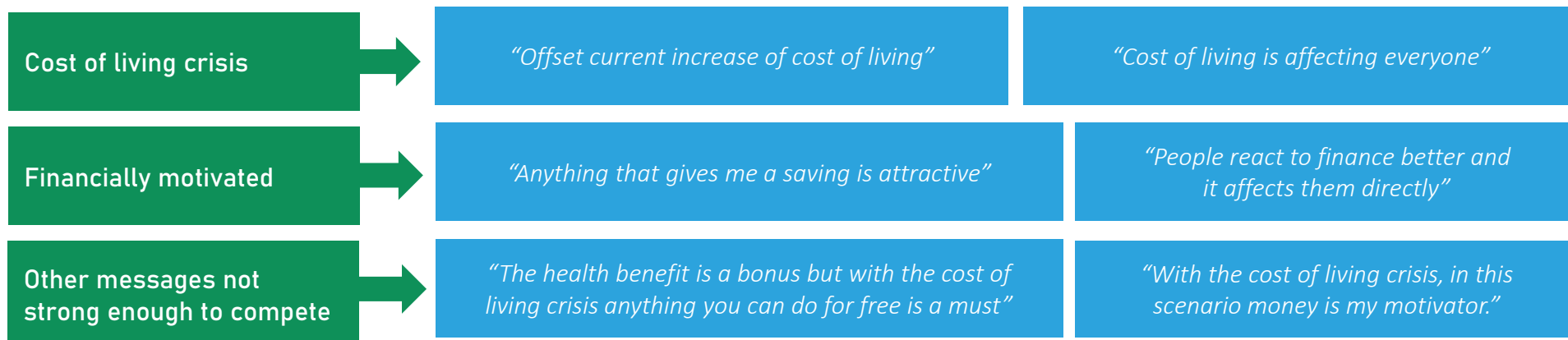
Personal finance benefits/cost savings

The cost of living crisis was a significant factor among 17% who said they would be most inspired by a financial message. There was very little variation across the demographics.

Recognising that both themselves and others were struggling financially, any opportunities to ease the financial strain had

the potential to appeal.

Money was generally identified to be a strong motivator, and, in comparison, the other messages were not thought to be strong enough to compete with a message focused on financial reward for individuals.



3.0 Conclusions and Opportunities

3.0 Conclusions and Opportunities

Key takeaways of travel behaviours and attitudes in Thurrock

- Of those surveyed, 'car' and 'walking' were the most used modes of transport across all journey purposes. The use of public transport, such as bus, train and the Underground, are more prevalent among 16-29 year olds. Rail travel is more common among Thurrock respondents than at a Transport East level (23% versus 12%). Cycling is more limited, with only 8% reporting to travel in this way currently.
- People choose transport based on a variety of factors. The car (as a driver) is more convenient (62%), walking is for shorter journeys (50%), car (as a passenger) enables respondents to get to/from their destination (56%), the train is fast at getting to a destination (36%), and the bus is better value (52%).
- Across the top 10 most used transport modes, the most common trips include grocery/food shopping, commuting to work, or visiting friends/relatives or leisure and entertainment.
- 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.
- 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 and public transport, or bus and train.
- Walking and using the car will continue to be the main forms of transport in the next 12 months. Intentions to travel by bus are similar to current levels, while respondents intend to increase travel by rail and cycling.

3.1 Conclusions and Opportunities

Walking

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

Walking is mainly used for leisure time (57%), for grocery shopping (52%) and getting to work (45%). It is also used when combining multiple modes, such as with bus, car or train.

Satisfaction ratings for local walking and wheeling infrastructure are rated moderately at 39%, and 27% rate this poorly.

Respondents' experience of walking is mixed, with a minority sharing that destinations are walkable (41%), have safe crossings (38%), safe footpaths (37%) and width of pavements (36%). 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 some respondents' walking areas have litter (39%), poor surface quality (36%), and only 8% deem the streets to be pedestrian friendly. This suggests that the quality of the walking areas could be improved for Thurrock respondents.

For those who do not walk, the biggest barrier is the weather (36%). Safety concerns are also key, with pavement lighting being a concern (33%).

Providing safer walking routes could encourage future use, by introducing well-lit walking routes (36%), well-maintained walking routes (35%), wider footways (34%) and signalised crossings (33%). However, improving infrastructure is less effective on those aged 50+ and men.

Three quarters of respondents making sustainable travel choices to be important, and additionally, 63% of respondents support further investment into infrastructure making it easier to walk.

Opportunities

While weather is barrier that is difficult to avoid, safety and maintenance are key concerns. To help encourage walking, the survey results show that there could be:

Investment in safer, well-maintained walking routes: Improving the footpath infrastructure so that is well-lit and maintained for walking would address reported barriers. This will benefit all those currently walking, and those aged below 50 years old and female, who are more likely to be encouraged by these improvements. And further enable more to choose this as a sustainable alternative for journeys.

3.1 Conclusions and Opportunities

Car Use

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

It is used most when food/grocery shopping (78% for drivers), commuting to work (75% for drivers; 53% for passengers), visiting friends/relatives (65% for drivers; 56% for passengers), or leisure and entertainment (54% for passengers).

Convenience (62% for drivers) and enabling one to get to/from a destination (56% 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 time constraints or distance limit their alternatives to car. Some combine car with other modes, with car and walking the third top combination.

Current conditions of roads could be improved, with only 23% very/fairly satisfied with the condition. Fuel costs are deterrent or reason to reduce car use in

the future and is most prominent among those below 49 years old. Insurance costs are also a concern, particularly for those earning less than £54,999.

Electric Vehicles (EVs)

Adoption of EVs is low, with only a small fraction (7%) of car users owning an EV or plug-in hybrid. 45% 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 the costs associated with purchasing one (59%), followed by the practical challenges of ensuring access to infrastructure (45%). These trends are like those reported at an overall Transport East level.

Connected and Autonomous Vehicles

CAVs are an area of uncertainty among most respondents, with 38% indicating they would be willing to use one if it was available. Reported willingness to use is

higher among men, and those aged 16-29 years old, but this decreases with age.

The barriers to adopting this technology is related to technology of fears (51%) or personal security concerns (50%). 16-29 year olds are more open to the idea, but this fear increases with age.

Car Sharing

Formal car sharing with other people and car clubs/ hiring are two transport modes used by very few respondents. Car sharing is considered not as secure as driving by yourself, and these security concerns are prominent for those aged 30-49.

It is also considered less flexible, which is a key barrier for those over 50 to adopt this mode of transport. Preference for your own vehicle is leading barrier to car clubs. Cost of hiring the vehicle is also a barrier, one reported more by women and those aged 50+ years old.

3.1 Conclusions and Opportunities

Car Use

Opportunities

The survey highlights that using the car will continue to be the case in the next 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 shows there is an opportunity to:

Wider availability of charging and tackling purchase costs of electric vehicles (EVs): To address these issues, advocate for increasing the government grants for new public chargers and consider regulations requiring workplaces to offer charging stations. Greater focus on the longer-term fuel and maintenance savings for EVs could also incentivise adoption. Tackling these cost and infrastructure barriers could help

accelerate the shift towards EV's 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.

Targeted campaigns and additional research for increasing car sharing adoption: Any research and communication 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 provide car users a better experience when travelling on roads within Thurrock.

3.1 Conclusions and Opportunities

Cycling

Despite 35% of respondents owning a bicycle, only 8% report they use bike as mode of transport in a typical week.

Cycling provision is not considered to be good in Thurrock, as only 20% rate this as very/good. 23% state there is no provision or dedicated cycling infrastructure, and only 26% report there being separate bike lanes.

The key barriers and concerns of respondents is the safety. Concerns with road traffic was the top barrier (46%). The lighting of cycling routes was second as a barrier (39%). This is a view shared by all Thurrock respondents, with no distinct differences. It is also comparable to the Transport East results, where safety is a key concerns for choosing to travel by bicycle.

Weather is a limiting factor too; an area that cannot be helped by transport authorities but will restrict the extent of travel.

Based on respondent's intentions, cycling is due to be higher than current levels. 20% of respondents intend to cycle more in the next 12 months.

With a suggested increase in uptake, and with many people wanting to make more sustainable transport choices, ways to encourage cycling include well-lit, well-maintained, segregated cycle lanes. Lighting is particularly important to those aged 16-49 years old. There is some interest in cycle storage and cycle to work schemes.

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

Opportunities

There is a need for further investment in cycling provision, particularly given the low uptake. With safety, dedicated cycle lanes and maintenance as barriers to using this mode, there is an opportunity to:

- Prioritise improvements to cycling infrastructure: The survey highlights cycling has limited uptake and only 20% rate cycling infrastructure positively. Investments should focus on improvements like dedicated cycling lanes, or lanes protected from the road traffic. Lighting should be improved to make those aged 16-49 years old feel more safer when cycling. 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 second most used mode of public transport (22%), with the main purpose of journeys being commuting to work. For many, the bus stop is close to the start of the journey, and buses offering a direct and reliable service. One barrier is fewer early/late services, where 23% are dissatisfied with the availability in their area.

For respondents who use the bus, being better value for money is the main reason. Though reducing costs are an opportunity to draw in future bus use across all demographics.

The biggest barriers to travel by bus among respondents is the inconvenient/non-direct routes (50%). Time constraints (42%) and infrequent services (43%) are notable barriers too, particularly for those aged 50-69 years old.

Other than reducing costs, other ways of Encouraging future use of the bus includes more frequent services and a travel pass scheme. The latter was particularly noted by 16-29 year olds, who also liked the concept of tap on/off payments.

Train

A greater number of Thurrock respondents use the train compared to the Transport East region - 23% of respondents compared to 12%. They also indicate a planned increase in their rail travel from 23% to 59%. The majority are satisfied with local rail services (71%); satisfied with information provision on trains (73%), early morning/late night services (71%) and capacity on board (71%).

Cost is a key deterrent – 57% of respondents who use the train are dissatisfied with the expense. It is also one of the leading reasons for people not choosing the train. Another key reason for non-use is the inconvenience (42%), most prominent among 50-69 year olds.

Demand-responsive Transport (DRT)

Only 23% are aware of DRT, reflective of the limited number of DRT services in the region. 59% of respondents who are aware have used DRT. Interest in using in the future is limited across the all groups.

Opportunities

- Invest in improving bus routes, scheduling and reliability: The survey indicates dissatisfaction with frequency, availability and indirect bus routes. Exploring options like dedicated bus lanes, to improve bus travel times and consistency, reviewing current routes in the area, and introducing services in the early or late evening. This will make bus travel a more viable option to those who currently consider it inconvenient.
- 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 by implementing travel passes, which could make it more affordable and attractive to use.

3.1 Conclusions and Opportunities

Working and Shopping

Working

72% of respondents are currently working in a typical week, and work is one of the key reasons people are travelling by transport. Of this group, only 5% work from home all of the time, with the rest travelling to a place of work all or some of the time. 42% state they are unable to work remotely, with a further 15% mandated to be physically present. Only 3% are remote working due to no physical office.

Travelling to work takes on average 34.3 minutes, and this is influenced by where people are travelling to get to work. In Thurrock, 59% of respondents are working within Thurrock. A further 35% work outside of the Transport East region, with most of these people working in London. Only 6% commute to Essex for work.

Shopping

Focusing on non-food shopping, respondents prefer to visit destinations close to home – which could include both towns and cities.

There is, however, a preference for home deliveries, with 81% using home deliveries regularly or sometimes. Around half of respondents are making 1-2 deliveries per week. Respondents are less inclined to make 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 in the office at least part of the time is a requirement for most. This means transport into the office is required. People will often use a variety of means, with car being one of these. One way is to explore and promote flexible work arrangements that will allow employees to work from home occasionally and rely less on their car for commuting.
- Promote combined deliveries with reduced emissions: Calling for delivery companies to offer same-day deliveries that combine packages from different retailers or utilise low-emission vehicles. This caters to their convenience 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 slightly higher concern for environmental issues than social – concern highest for climate change (84%). Views towards the environment are stronger as age increases. Bio-diversity/ species extinction is one area where the level of concern among 16-29 year olds.

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

- For Councils, Government 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. 74% think it's important to travel sustainably. 43% agree that sustainable travel is important to them, and 36% consider to be taking sustainable transport options currently.
- The disconnect is likely driven by a gender split – men are more likely to view sustainability as important to them and then actively taking those options, while the opposite is suggested by women.

Opportunities

- Bridge the gap between awareness and action: While 74% value sustainable travel, only 36% 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. Younger ages 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 differs to the Transport East region, with public transport taking the priority in Thurrock. Improving accessibility for all was considered in fifth position, and its importance increases with age.

Areas that are seen as less important and those that do not have wide transport benefits – e.g. specific named transport projects or increasing general funding for local councils.

In a scenario where road charging is 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 – the former is similar to other Local Transport Authorities, but both are seen as fair ways to address any gaps in funding.

Secondary to this were using an existing proportion of the tax revenue to support the gap, though 16-29 year olds support this less.

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 Thurrock respondents. Women were more likely to seek this message, but choice of this message did not differ by age.

Though it is important that the messaging acknowledges that walking and cycling may not be suitable for everyone or every trip due to health limitations or age.

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. 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 females 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 Thurrock 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...?

Transport modes used when travelling to the airport

- H3. Thinking about your holidays in the last 12 months, how did you travel to the... Airport for your international holiday; Airport for your UK holiday

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

Thurrock – Current Travel Behaviours and Attitudes

4.2.1 Transport modes used in the last two days

Transport modes used (last two days)	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+**
Car – owned/work, driven by yourself	58%	54%	35%	54%	66%		58%		46%	59%		59%	58%	
Walk	44%	47%	43%	41%	49%		47%		32%	49%		45%	44%	
Car – owned by yourself or someone else, with you as passenger	27%	34%	29%	33%	24%		33%		37%	31%		29%	30%	
Train	29%	14%	37%	26%	14%		22%		10%	25%		19%	20%	
Bus	20%	15%	41%	10%	9%		16%		20%	18%		14%	16%	
Underground	11%	8%	10%	10%	6%		10%		8%	11%		7%	13%	
Bicycle	9%	5%	8%	6%	7%		7%		7%	7%		13%	2%	
Taxi or Minicab or private hire vehicle	3%	3%	10%	3%	0%		3%		7%	2%		2%	3%	
Van – owned/work, driven by yourself	4%	2%	0%	2%	6%		3%		0%	3%		1%	0%	
Mobility scooter/Wheeling	5%	0%	4%	0%	0%		2%		7%	1%		4%	0%	

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

FIGURE 1: Top 8 transport modes used in the last two days by district (%)

4.2.2 Transport modes used in the last two days

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+ **
Car – owned/work, driven by yourself	54%	61%	20%	57%	77%		61%		47%	63%	45%	60%	63%	
Walk	51%	59%	46%	51%	61%		57%		55%	57%	56%	51%	59%	
Car – owned by yourself or someone else, with you as passenger	24%	32%	24%	21%	30%		29%		49%	24%	11%	34%	26%	
Train	32%	14%	32%	28%	8%		21%		24%	22%	8%	27%	21%	
Bus	24%	20%	30%	15%	16%		21%		34%	19%	38%	27%	9%	

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

4.2.3 Connected and autonomous vehicles – future use

Future use of CAV	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+ **
Yes	47%	29%	57%	37%	32%		39%		52%	33%	46%	36%	38%	
No	53%	71%	43%	63%	68%		61%		48%	67%	54%	64%	62%	

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

4.0

Appendix

4.3

Thurrock – 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 - road traffic	46%	46%	27%	46%	48%		46%		51%	45%	46%	48%	49%	
Safety concerns - route lighting	39%	38%	39%	40%	34%		40%		29%	42%	29%	36%	43%	
Weather	36%	31%	30%	38%	31%		33%		35%	35%	39%	28%	36%	
Not a direct route/ inconvenient	26%	20%	21%	25%	22%		22%		18%	25%	16%	17%	30%	
Time constraints (can take too long)	26%	16%	16%	21%	24%		22%		21%	22%	24%	14%	30%	
Fitness level	22%	18%	18%	15%	23%		20%		36%	15%	31%	16%	23%	
Lack of safe storage at destinations	20%	14%	11%	14%	22%		17%		20%	17%	25%	11%	20%	
Lack of cycle routes/signage	17%	14%	13%	21%	10%		16%		26%	14%	17%	13%	25%	
Travelling with other people	16%	12%	17%	19%	5%		13%		11%	16%	12%	14%	17%	
Lack of awareness of cycle routes/signage	12%	15%	15%	16%	11%		15%		18%	14%	8%	13%	14%	

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

4.3.2 Barriers to public transport – bus

Barriers to 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+ **
Not direct route/inconvenient	50%	50%		52%	61%		51%			52%		43%	47%	
Infrequent services	35%	50%		38%	56%		43%			46%		40%	49%	
Time constraints (e.g. it can take too long to get to a destination)	40%	44%		38%	59%		43%			46%		42%	46%	
Ticket costs	33%	31%		34%	40%		33%			38%		36%	38%	
Does not go to destinations I need	31%	31%		25%	45%		32%			35%		40%	27%	
Safety concerns – other's behaviour around you	30%	28%		32%	31%		29%			30%		27%	31%	
Lack of awareness of the services available	25%	26%		23%	32%		26%			26%		29%	31%	
Travelling with other people (e.g. children) makes it difficult to travel by public transport	26%	16%		13%	24%		18%			19%		19%	24%	
Limited early morning/evening services available	12%	25%		11%	31%		18%			21%		23%	15%	
Physical accessibility of using this type of transport	20%	14%		8%	26%		17%			11%		11%	15%	

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

4.3.3 Barriers to public transport – train

Barriers to 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+ **
Not direct route/inconvenient	39%	44%		40%			46%			41%		44%		
Infrequent services	26%	22%		20%			27%			29%		32%		
Time constraints (e.g. it can take too long to get to a destination)	43%	28%		33%			37%			39%		30%		
Ticket costs	46%	39%		28%			45%			44%		54%		
Does not go to destinations I need	36%	26%		20%			34%			35%		30%		
Safety concerns – other's behaviour around you	25%	32%		34%			31%			31%		30%		
Health concerns – worried about getting ill from others	26%	19%		12%			25%			24%		18%		
Lack of awareness of the services available	15%	22%		22%			21%			20%		24%		
Limited early morning/evening services available	22%	22%		20%			23%			23%		27%		
Physical accessibility of using this type of transport	22%	17%		9%			20%			16%		15%		

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

4.3.4 Barriers to public transport – Underground

Barriers to 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+**
Not direct route/inconvenient	33%	42%	24%	41%	53%		40%		39%	38%		43%	28%	
Infrequent services	41%	34%	41%	35%	52%		38%		30%	40%		37%	38%	
Time constraints (e.g. it can take too long to get to a destination)	23%	30%	13%	25%	46%		27%		19%	30%		24%	24%	
Ticket costs	24%	28%	18%	34%	32%		26%		16%	28%		26%	29%	
Does not go to destinations I need	23%	27%	18%	28%	35%		25%		19%	27%		17%	29%	
Safety concerns – other's behaviour around you	31%	17%	33%	20%	21%		22%		28%	22%		20%	30%	
Health concerns – worried about getting ill from others	21%	20%	26%	23%	16%		23%		13%	23%		18%	30%	
Lack of awareness of the services available	21%	18%	13%	27%	24%		21%		9%	23%		22%	22%	
Limited early morning/evening services available	18%	18%	13%	23%	24%		19%		18%	19%		17%	27%	
Physical accessibility of using this type of transport	18%	14%	9%	10%	28%		16%		29%	11%		14%	13%	

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

4.3.5 Barriers to walking

Barriers to 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+ **
Weather		32%					36%			44%				
Safety concerns – lighting along pavements		38%					35%			42%				
Time constraints (e.g. it can take too long to get to a destination)		27%					28%			41%				
Safety concerns – pavements close to busy roads		24%					20%			21%				
Fitness level		23%					19%			10%				
Not a direct route/inconvenient		9%					13%			15%				
Pavements are not always wide enough or have kerbs making them hard to use		19%					13%			15%				
Travelling with other people (e.g. children) makes it difficult to walk		18%					8%			12%				
Lack of awareness of pavement routes		6%					7%			7%				
This transport limits my employment opportunity/access to different jobs		6%					3%			7%				

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

4.3.6 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	42%	27%	40%	42%	23%		34%		33%	34%	46%	34%	31%	
Insurance costs	34%	24%	27%	35%	18%		28%		33%	26%	34%	31%	16%	
Parking costs	32%	25%	23%	37%	23%		28%		28%	27%	34%	31%	18%	
Congestion on the roads	32%	24%	29%	30%	24%		27%		29%	28%	44%	26%	20%	
Vehicle maintenance costs	29%	17%	24%	27%	17%		22%		30%	20%	32%	24%	10%	
Availability of parking	26%	19%	16%	31%	23%		23%		25%	24%	39%	26%	9%	
Do not have a driving license	16%	17%	36%	12%	9%		14%		29%	12%	26%	13%	12%	
Ownerships/availability of this type of transport	10%	9%	15%	12%	4%		8%		21%	5%	14%	8%	10%	
Time constraints (e.g. it can take too long to get to a destination)	6%	5%	12%	5%	3%		5%		10%	5%	2%	2%	16%	
This transport limits my employment opportunity/access to different jobs	1%	0%	3%	0%	0%		1%		3%	0%	0%	0%	2%	

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

4.3.7 Barriers to using a connected and autonomous vehicle

Barriers to using a connected and autonomous vehicle	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+**
Technology fears of using a vehicle they haven't used before	48%	53%		49%	54%		51%			51%		50%	55%	
Personal security concerns	41%	57%		54%	49%		49%			51%		44%	55%	
Lack of information/ awareness	43%	50%		52%	53%		51%			50%		39%	63%	
Potential increased costs associated with using this vehicle	33%	31%		44%	25%		34%			32%		32%	29%	
Other	5%	5%		0%	7%		3%			4%		7%	0%	
None of these	20%	6%		8%	7%		11%			10%		11%	14%	

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

4.3.8 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	43%	46%	43%	54%	39%		43%		35%	46%	43%	44%	42%	
Reduced flexibility	37%	42%	32%	40%	47%		40%		33%	42%	49%	32%	40%	
Privacy/prefer to travel alone	32%	45%	26%	38%	44%		39%		29%	42%	42%	36%	31%	
Increased journey times	29%	36%	30%	45%	24%		33%		29%	34%	36%	35%	27%	
Cleanliness/hygiene	26%	24%	32%	33%	13%		25%		19%	26%	20%	22%	19%	
Lack of information/ awareness	26%	20%	30%	21%	22%		22%		30%	21%	12%	29%	23%	
Other	2%	6%	3%	0%	7%		3%		10%	3%	8%	3%	3%	
None of these	22%	10%	8%	11%	19%		16%		29%	12%	10%	17%	14%	

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

4.3.9 Barriers to using a car club/car hiring

Barriers to using a car club/ car hiring	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+ **
Prefer to own my vehicle	38%	52%	29%	45%	59%		45%		32%	48%	50%	41%	49%	
Costs associated with hiring a vehicle	39%	33%	28%	40%	28%		38%		35%	38%	40%	39%	38%	
Lack of information/ awareness	33%	32%	31%	35%	30%		34%		44%	28%	22%	36%	32%	
Personal security fears	31%	32%	45%	40%	15%		29%		26%	32%	32%	32%	26%	
Inconvenient locations for pick up/drop off	29%	27%	15%	34%	27%		29%		21%	31%	24%	31%	31%	
Technology fears of using a vehicle they haven't used before	11%	16%	17%	18%	7%		14%		10%	14%	6%	19%	8%	
Cleanliness of the vehicle	15%	10%	15%	17%	6%		12%		11%	13%	10%	8%	10%	
Other	4%	6%	3%	0%	8%		4%		10%	4%	5%	3%	3%	
None of these	17%	6%	20%	7%	10%		10%		17%	9%	17%	8%	9%	

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

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Appendix

4.4

Thurrock – 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+ **
Well-lit cycle lanes	22%	17%	21%	24%	13%		20%		17%	19%	16%	26%	15%	
Segregated cycle lanes (from road traffic)	22%	16%	16%	19%	22%		19%		23%	18%	14%	21%	16%	
Well-maintained cycle lanes	19%	17%	8%	20%	20%		19%		26%	17%	16%	19%	11%	
Secure cycle storage at work location	23%	10%	28%	15%	12%		16%		25%	13%	22%	20%	10%	
Cycle to work scheme	18%	13%	28%	17%	4%		15%		23%	14%	15%	15%	16%	
Well connected and continuous cycle routes	15%	14%	7%	19%	15%		15%		20%	13%	20%	11%	12%	
Cycle routes that go near my intended destination/other transport types	15%	13%	12%	18%	12%		14%		26%	12%	20%	11%	11%	
Secure cycle storage near my home	17%	10%	22%	16%	5%		13%		18%	11%	13%	15%	13%	
Secure cycle storage at other destinations	13%	7%	8%	13%	8%		10%		14%	8%	16%	10%	13%	
Showers at work location	14%	5%	9%	9%	11%		9%		9%	10%	4%	10%	5%	

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	50%	57%	46%	62%	49%		55%		49%	56%	49%	60%	50%	
More frequent services	43%	49%	45%	49%	42%		46%		48%	47%	58%	40%	50%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	35%	36%	34%	39%	31%		34%		32%	36%	36%	31%	33%	
On-time and reliable services	26%	34%	29%	34%	28%		31%		33%	31%	31%	33%	25%	
Improved stations/stop facilities	26%	27%	22%	35%	24%		28%		29%	27%	24%	29%	27%	
Improved safety on-board	25%	28%	33%	26%	25%		27%		31%	25%	28%	23%	25%	
Less busy services	39%	37%	50%	35%	31%		37%		50%	36%	39%	40%	27%	
Combined tickets (e.g. for bus and train)	27%	26%	33%	25%	29%		26%		28%	27%	32%	23%	21%	
Improve cleanliness on-board	25%	30%	32%	33%	22%		28%		29%	26%	26%	26%	29%	
Tap on/tap off payments	21%	23%	22%	25%	19%		23%		39%	17%	26%	18%	26%	

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	56%	64%	51%	66%	58%		60%		57%	62%	63%	66%	43%	
More frequent services	34%	43%	36%	44%	34%		38%		33%	41%	40%	35%	42%	
On-time and reliable services	36%	33%	36%	42%	22%		31%		28%	34%	38%	30%	30%	
Improved stations/stop facilities	29%	35%	38%	34%	22%		32%		32%	33%	27%	33%	29%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	23%	29%	29%	30%	23%		27%		23%	28%	26%	28%	26%	
Improved safety on-board	25%	29%	35%	29%	20%		28%		28%	26%	28%	23%	29%	
Improve cleanliness on-board	35%	30%	38%	26%	30%		31%		47%	30%	37%	33%	22%	
Combined tickets (e.g. for bus and train)	27%	26%	33%	23%	31%		27%		32%	25%	36%	20%	26%	
Tap on/tap off payments	23%	31%	30%	32%	23%		28%		26%	26%	26%	25%	30%	
Less busy services	17%	22%	25%	19%	15%		20%		40%	14%	14%	16%	28%	

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	49%	60%	51%	58%	53%		57%		48%	57%	53%	62%	44%	
More frequent services	27%	36%	30%	35%	25%		31%		31%	33%	31%	29%	31%	
Travel pass scheme (e.g. London Oyster card, 16-25 Railcard)	28%	31%	30%	37%	20%		28%		26%	31%	31%	24%	25%	
On-time and reliable services	25%	34%	35%	32%	22%		29%		29%	29%	29%	27%	24%	
Improved stations/stop facilities	27%	29%	32%	31%	25%		29%		23%	31%	31%	28%	29%	
Less busy services	20%	29%	25%	26%	23%		25%		28%	24%	24%	23%	27%	
Improved safety on-board	32%	28%	42%	25%	26%		29%		43%	28%	35%	28%	24%	
Tap on/tap off payments	24%	24%	28%	22%	26%		24%		27%	23%	29%	20%	18%	
Improve cleanliness on-board	21%	33%	28%	33%	22%		29%		28%	27%	33%	26%	27%	
Combined tickets (e.g. for bus and train)	19%	22%	29%	20%	15%		21%		43%	14%	14%	18%	29%	

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	30%	43%	33%	41%	32%		35%		35%	36%	44%	34%	33%	
Well maintained walking routes	34%	35%	32%	28%	41%		36%		35%	34%	45%	30%	30%	
Wider footways	29%	39%	47%	42%	14%		34%		34%	34%	30%	39%	30%	
More zebra or signalised crossings	33%	34%	51%	42%	16%		34%		34%	31%	33%	36%	29%	
Continuous pavements (e.g. without kerbs blocking routes, or routes ending)	27%	26%	35%	26%	20%		27%		26%	27%	35%	22%	30%	
Quieter routes near lower traffic roads	18%	19%	20%	15%	17%		20%		19%	17%	31%	15%	15%	
Walking routes that go near my intended destination/other transport types (e.g. public transport)	19%	13%	18%	18%	14%		16%		20%	16%	29%	14%	14%	
Flexible work hours allowing more time to travel by this type	8%	10%	14%	11%	2%		9%		11%	9%	4%	12%	5%	
Other	4%	4%	1%	1%	8%		4%		10%	3%	0%	5%	1%	
None of these	32%	17%	5%	20%	35%		26%		32%	23%	16%	27%	30%	

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+ **
Climate change/ global warming	81%	86%	74%	85%	86%		83%		90%	84%	79%	83%	86%	
Deforestation/loss of habitat	73%	88%	70%	78%	86%		81%		87%	79%	79%	80%	86%	
The use of single-use plastic	77%	84%	72%	77%	84%		81%		91%	77%	77%	84%	80%	
Social inequality	70%	83%	68%	81%	78%		76%		75%	77%	75%	75%	79%	
Racial injustice	68%	79%	82%	79%	67%		72%		76%	73%	65%	74%	85%	
Biodiversity/species extinction	69%	77%	67%	71%	73%		73%		84%	73%	69%	74%	80%	

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

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	70%	80%	61%	82%	75%		76%		81%	74%	81%	77%	71%	
Large companies should be doing far more to help the environment	69%	77%	63%	75%	75%		74%		78%	74%	80%	73%	75%	
Local councils should be doing far more to help the environment	65%	79%	62%	70%	74%		72%		80%	70%	64%	75%	76%	
Sustainable travel is really important to me (e.g. using public transport, staying in eco-friendly accommodations)	49%	37%	38%	47%	38%		44%		39%	44%	54%	41%	47%	
I don't want to think about sustainability or the environment during my leisure time	23%	31%	34%	34%	16%		28%		28%	26%	15%	32%	28%	
There's too much concern with the environment and global warming	20%	25%	33%	29%	13%		22%		21%	24%	29%	22%	19%	

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

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	58%	67%	43%	59%	76%		63%		66%	64%	79%	56%	59%	
Switching off the heating/electricity when you go out	58%	65%	34%	57%	72%		64%		65%	63%	65%	63%	57%	
Re-using items like empty bottles, jars, envelopes or paper	48%	61%	32%	52%	68%		57%		68%	53%	56%	53%	57%	
Reduce water usage	46%	48%	22%	53%	46%		49%		51%	48%	46%	47%	45%	
Cutting down on plastic use	39%	50%	36%	36%	61%		45%		47%	46%	47%	34%	45%	
Avoiding buying products with too much packaging	34%	40%	21%	34%	46%		38%		48%	34%	31%	30%	45%	
Taking sustainable transport options, such as public transport, cycling, and walking	43%	29%	39%	26%	34%		36%		42%	35%	45%	34%	35%	
Making my garden more bee/nature friendly	21%	42%	24%	25%	35%		33%		46%	29%	24%	31%	32%	

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

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+ **
Buying locally produced food/produce	23%	30%	18%	25%	28%		27%		49%	21%	23%	30%	21%	
Limiting your meat consumption	16%	28%	17%	12%	33%		23%		34%	20%	24%	21%	29%	
Flying less or flying shorter distances	18%	18%	20%	16%	11%		19%		24%	15%	18%	16%	13%	
Switching to renewable energy suppliers	16%	13%	10%	18%	15%		15%		24%	14%	22%	15%	13%	
Contacting local politicians	12%	6%	12%	4%	3%		8%		17%	6%	6%	10%	7%	
Posting about global warming on social media	10%	7%	16%	8%	3%		9%		16%	6%	11%	7%	13%	
Installing new energy technologies (e.g. solar panels, heat pumps)	6%	10%	16%	9%	5%		9%		11%	7%	4%	7%	11%	

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

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	59%	60%	58%	64%	50%		60%		51%	62%	62%	58%	64%	
Improving quality/width of footways by reducing space for cars (parking or road lanes)	41%	47%	38%	54%	40%		45%		40%	47%	43%	37%	58%	
Introducing segregated cycle lanes by reducing on-street parking	40%	42%	41%	42%	40%		43%		40%	41%	44%	40%	51%	
Introducing clean air zones, and monetary charges for vehicles producing higher emissions in these areas	37%	43%	34%	45%	39%		41%		44%	39%	44%	43%	43%	
Restricting the level of vehicle travel in heavily congested areas through access restrictions	37%	41%	33%	48%	40%		41%		29%	41%	42%	41%	42%	
Limiting vehicle access to town centres/shopping areas	33%	27%	22%	36%	30%		32%		32%	31%	29%	32%	38%	
Workplace car park charging to reduce level of employees travelling to work by car	24%	26%	29%	32%	21%		26%		27%	24%	24%	27%	30%	
Increased car park charging at destinations such as shopping centres	25%	18%	26%	22%	20%		20%		26%	19%	17%	24%	24%	
Introduce a charge to drive through/to certain areas, for example a toll charge	24%	17%	25%	23%	17%		21%		25%	20%	20%	25%	21%	

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

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	79%	74%	67%	70%	81%		76%		82%	78%	73%	74%	84%	
Subsidising public transport tickets/fares to reduce the cost when travelling	65%	72%	57%	70%	67%		69%		71%	68%	65%	68%	69%	
Investing in infrastructure that makes it easier to walk and cycle, such as footpaths, cycle paths, and cycle	62%	63%	45%	65%	62%		65%		76%	59%	59%	61%	65%	
Providing tax breaks for people who use public transport, cycle, or walk	56%	64%	43%	63%	59%		61%		65%	59%	57%	62%	56%	
Introducing emission charges for vehicles (i.e. higher emitting vehicles pay more)	38%	38%	37%	38%	35%		36%		48%	37%	40%	36%	43%	
Introducing a congestion charge based on busyness of roads for vehicles	37%	25%	34%	30%	28%		31%		28%	32%	27%	28%	45%	
Making it more expensive to park vehicles in city centres	33%	26%	34%	29%	27%		31%		20%	33%	18%	29%	37%	
Making it more expensive to park vehicles at work	23%	17%	30%	20%	21%		20%		13%	21%	16%	23%	18%	

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

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	47%	41%	49%	41%	40%		46%		56%	42%	52%	44%	52%	
Type of vehicle used	33%	35%	29%	37%	33%		34%		29%	37%	44%	32%	30%	
Time of day when travelling	26%	29%	28%	35%	21%		29%		21%	29%	15%	26%	43%	
The use of certain roads (e.g. most congested roads or town centres)	20%	22%	25%	25%	18%		20%		17%	21%	22%	20%	25%	
Annual mileage of the vehicle	13%	9%	9%	9%	14%		11%		14%	11%	2%	11%	18%	
Other	6%	5%	1%	2%	8%		6%		10%	5%	0%	10%	1%	
Don't know/not sure	24%	20%	17%	25%	24%		21%		19%	22%	23%	21%	12%	

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

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)	46%	57%	49%	50%	54%		50%		45%	55%	52%	49%	60%	
Improving condition of road (e.g. filling pot holes)	43%	56%	32%	49%	63%		48%		40%	53%	50%	43%	53%	
Improving footway quality	41%	45%	49%	43%	32%		43%		48%	42%	47%	40%	45%	
Subsidised ticket cost for local bus services	48%	36%	43%	44%	43%		42%		28%	46%	45%	41%	40%	
Increasing the accessibility to transport services for all users	21%	24%	14%	19%	24%		24%		33%	19%	24%	26%	21%	
Improving the number and quality of cycleways (e.g. increase the number of segregated cycleways)	19%	21%	16%	21%	22%		21%		22%	19%	22%	21%	17%	
Specific named transport improvement projects, for example a new railway station	24%	14%	32%	18%	11%		19%		18%	18%	10%	28%	14%	
Widely-available EV charging points	21%	16%	22%	14%	17%		19%		32%	14%	8%	23%	22%	
Not directly for transport, but towards increasing general funding for local councils	11%	12%	16%	11%	14%		12%		14%	12%	19%	14%	4%	

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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+*
Allocate a portion of existing tax revenue to be used for transport infrastructure	33%	34%	22%	34%	38%		32%		32%	33%	19%	27%	38%	
Implement a road user charge based on vehicle emission level	32%	30%	32%	30%	33%		32%		33%	31%	48%	32%	26%	
Increase taxes on other types of vehicles, such as electric vehicles and hybrid vehicles	28%	29%	29%	20%	33%		28%		41%	26%	21%	30%	30%	
Implement a road user charge based on size and weight of vehicle	31%	24%	20%	26%	31%		28%		25%	29%	25%	28%	24%	
Seek additional funding from private companies	30%	24%	28%	32%	18%		24%		25%	28%	25%	29%	24%	
Apply a local tax to those visiting the country or area	23%	30%	29%	30%	16%		27%		30%	27%	23%	23%	38%	
Implement a road user charge to access certain areas	12%	17%	29%	17%	8%		16%		10%	15%	15%	15%	13%	
Additional council tax	19%	10%	30%	11%	12%		13%		7%	15%	6%	11%	24%	
Implement a road user charge at certain times of day/week	14%	14%	22%	16%	7%		14%		11%	15%	8%	15%	17%	
Increase income taxes or fees	10%	11%	12%	8%	17%		10%		10%	11%	18%	11%	11%	
Reduction in Government spending on transport	11%	5%	12%	7%	1%		7%		10%	7%	6%	13%	4%	

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