

IPPR Road Pricing Opinion Poll

Accompanying Statement



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efeedback Ltd is a professional market research agency. Established in 1999, efeedback Ltd conducts a wide range of commercial research across the public, private and voluntary sectors. efeedback Ltd is a Company Partner of the Market Research Society.

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1 Introduction

The Market Research Society (MRS) stipulates¹ that when any public opinion research findings are published they should always be accompanied by a clear statement of basic information concerning how the survey was conducted.

This document sets out both the recommended and required information points specified by the MRS. Accompanying this document are three supporting appendices setting out: the statistics used to calculate the UK population, each of the four questionnaire scripts and the weighting calculations used to weight the results of survey version A.

2 Information Points

The MRS identifies a total of 8 information points that should accompany any published findings of public opinion research, these points are set out below. The information points shown in italics are those the MRS stipulate must be covered in any public reference.

- (a) *The name of the research organisation conducting the survey*
- (b) *The dates of fieldwork*
- (c) The method of data collection
- (d) *The universe effectively represented*
- (e) *The achieved sample size and its geographical coverage*
- (f) The sampling method used, and in the case of random samples, the response rate achieved
- (g) The questionnaire
- (h) Weighting procedures or other statistical calculations

2.1 The Research Organisation Conducting the Survey

efeedback Research Ltd (efeedback) conducted the IPPR Road Pricing survey. All questions concerning the involvement of efeedback Research in this project should be directed to Chris Watt, Research Director on 01761 408165.

2.2 The Dates of Fieldwork

Fieldwork began at 13:00 on 19/5/2006 and concluded at 10:00 on 26/5/2006. Surveys completed after the fieldwork was closed were not included for analysis.

2.3 The Method of Data Collection

Data was collected through an online survey, created and hosted by efeedback.

¹ MRS Draft public opinion research guidelines September 2003.

2.4 The Universe Effectively Represented

The universe represented was the UK population aged 17 and over, defined by four categories; gender, age, standard occupational classification and UK region of residence. Data relating to the make up of the UK population was sourced from the Office of National Statistics. A detailed breakdown of the make up of each of the four categories can be found in Appendix 1.

2.5 The Achieved Sample Size & Geographical Coverage

The achieved sample size, defined by the MRS as the total number of interviews/surveys actually reported on, across each of the four survey versions, is set out in table 1 out below.

Table 1 – Achieved Sample Size

Survey Version	Total Number of Completes
Version A	1150
Version B	100
Version C	146
Version D	144

The poll covered all UK Government Regions. Tables 2 to 5 set out the number of completed surveys within each region.

Table 2 - Survey Version A

Region	Total Number of Completes
North East	33
North West	120
Yorkshire and the Humber	119
East Midlands	94
West Midlands	96
East of England	76
London	121
South East	221
South West	115
Wales	49
Scotland	82
Northern Ireland	24

Table 3 - Survey Version B

Region	Total Number of Completes
London & the South	40
Midlands & Wales	25
The North, Scotland & NI	35

Table 4 - Survey Version C

Region	Total Number of Completes
London & the South	59
Midlands & Wales	38
The North, Scotland & NI	49

Table 5 – Survey Version D

	Total Number of Completes
London & the South	60
Midlands & Wales	33
The North, Scotland & NI	51

2.6 The Sampling Method and Response Rate Achieved.

A sample of contacts was drawn from an online panel of more than 120,000 UK residents. The sample was representative of the UK population (aged over 17) by age, gender, occupation and region. eFeedback used stand alone quotas² when selecting contacts to survey.

All eligible contacts were identified within the panel and then individual contacts were randomly selected to receive an invitation to participate.

The number of invitations mailed out was based on anticipated participation rates. Samples were selected with the objective of yielding 1000 completes for survey version A and 100 completes for versions B, C and D.

Table 6 sets out the total number of invitations that were mailed out for each survey version, the number of responses this yielded and the response rate this represents.

Table 6 – Overall Response Rate

Survey Version	Total Number of Invitations	Total Number of Completes	Response Rate
Version A	4221	1150	27.2%
Version B	400	100	25%
Version C	400	146	36.5%
Version D	400	144	36%

2.7 The Questionnaire

Questionnaire scripts for each of the four survey versions can be found in Appendix 2.

2.8 Weighting Procedures

Where the overall number of completes, produced too few or too many completes within a given category, eFeedback weighted the results back against the target proportions that make the results UK representative.

eFeedback calculate the appropriate weight to use for reporting the results for survey version A by dividing the target number of completes (calculated against the relevant proportion of the UK population) by the achieved number of completes.

² A stand alone quota aims to achieve the required number of completes within a single category, i.e. 49% completes from men and 51% from women and 12.4% from the London area and 13.5% from the South East. More complex projects require inter-locking quotas, where completes within a category are related to each other, i.e. 8% of completes from men living in London.

Table 7 show the breakdown of respondents to survey version A broken down by gender. The table shows that 579 respondents were male, representing 50.3% of all survey respondents. However, male respondents should have only accounted for 49% of the total number of respondents, which would have been 564. In this example 564 would be divided by 579, providing a weight of 0.97.

Gender	No of Completes	Survey %	Target %	Target No of Completes	Weight
Male	579	50.3	49	564	0.97
Female	571	49.7	51	587	1.03

Weightings have been applied to results of survey version A, reported by gender, age, occupation and region. Results for versions B, C and D have not been weighted as they did not require breakdowns across respondent categories. All weighting calculations can be found in Appendix 3.

2.9 Press Statement

eFeedback Research recommend that the following statement should accompany any press release reporting the results of this research.

Statement

eFeedback conduct opinion research using an online panel of more than 120,000 UK residents. A sub-sample representative of the UK population is drawn from the panel for each poll.

Data was weighted to the profile of all UK residents, not just those with access to the internet, over the age of 17. Data was weighted by age, gender, occupation and region.

A full statement covering all information points that the Market Research Society (MRS) stipulates should accompany any public opinion research can be found at www.eFeedback.co.uk/ippr/roadpricingstatement.htm.

Appendix 1 – Make up of the UK Population

Gender

Data is up to date as of 2004 and can be viewed at: Table 1 Mid-2004 Population Estimates: United Kingdom; estimated resident population by single year of age and sex; revised due to Harrow correction - 20 December 2005.

Gender	% of UK Population
Male	49%
Female	51%

Age

Categories based on traditional market research format i.e. 25-34. The data is up to date as of 2004 and can be viewed at: Table 1 Mid-2004 Population Estimates: United Kingdom; estimated resident population by single year of age and sex; revised due to Harrow correction - 20 December 2005.

Age	% of UK Population
18-24	12%
25-34	17%
35-44	20%
45-54	16%
55-64	15%
65+	21%

UK Region

Categories are standard Government Office Region. The data is up to date as of 2004 and can be viewed at: ESTIMATED RESIDENT POPULATION MID-2004 BY SYOA AGE GROUP AND SEX, obtained from the Source: ONS, Population Estimates Unit. Data for Scotland and Northern Ireland is available at <http://www.statistics.gov.uk/cci/nugget.asp?id=6>.

UK Region	% of UK Population
NORTH EAST	4.3%
NORTH WEST	11.4%
YORKSHIRE AND THE HUMBER	8.4%
EAST MIDLANDS	7.2%
WEST MIDLANDS	8.9%
EAST	9.2%
LONDON	12.4%
SOUTH EAST	13.6%
SOUTH WEST	8.4%
WALES	4.9%
SCOTLAND	8.5%
NORTHERN IRELAND	2.9%

Occupation

The occupation classification is based on top-level Standard Occupational Classifications. These statistics have been taken from Table 17: Employees and self-employed by occupation (not seasonally adjusted) of the Labour Force Survey and accurate as of Winter 2005.

SOC 2000 Classification	% of UK Population
Managers and senior officials	15.1%
Professional occupations	12.8%
Associate professional and technical occupations	14.4%
Administrative and secretarial occupations	12.1%
Skilled trades occupations	11.1%
Personal service occupations	7.9%
Sales and customer service occupations	7.8%
Process; plant and machine operatives	7.5%
Elementary occupations	11.2%

Appendix 2 – IPPR Road Pricing Questions

The following documents set out the questions used for versions A, B, C and D of the IPPR road pricing poll.

efeedback Research have been commissioned by a charity to run a survey on transport issues.

This survey will take between **10** and **15** minutes to complete.

All the information you provide will be treated with the strictest of confidence. If you have any questions about this project call efeedback Research on 01761 408 165 or email support@efeedback.co.uk.

Please click Next to start.

Q1 How often do you usually drive a car?

- Never*
- Less than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

Q2 How often do you usually travel in a car that you are not driving yourself?

- Never*
- Less than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

**Q3 How often do you use any form of public transport?
(This includes trains, the tube, trams, metro and buses.)**

- Never*
- Less often than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

Q4 How congested would you say your local roads are?

- Never congested*
- Rarely congested*
- Sometimes congested*
- Normally congested*
- Always congested*

Q5 When travelling to work, which of the following is the main form of transport you use?

- Public transport*
- Private car or motorbike*
- On foot or on a push bike*
- I work from home*
- I don't work*
- Other*

If Other, please specify:

Q6 How many children do you have that attend school or nursery?

- 0*
- 1*
- 2*
- 3*
- 4*
- 5+*

Q7 Are your children ever driven to school or nursery?

- Yes*
- No*

Q7a How often are your children usually driven to school or nursery?

- Less often than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2 - 3 days a week*
- 4-5 days a week*
- Don't know*

Q8 In your experience, can you use public transport to:

- Get everywhere you need to go*
- Get to most places you need to go*
- Get to some places you need to go but not others*
- Rarely get to places you need to go*
- Never get to places you need to go*
- Don't know*

Q9 Overall, how satisfied are you with public transport in your local area?

- Very satisfied*
- Quite satisfied*
- Neither satisfied nor dissatisfied*
- Quite dissatisfied*
- Very dissatisfied*

Q10 How much of a problem do you think congestion on the roads is for you personally?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

Q11 How much of a problem do you think congestion on the roads is for your local area?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

Q12 How much of a problem do you think congestion on the roads is for the country as a whole?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

The rest of this questionnaire is about one idea for how we manage roads in this country. We want to know what you think of this idea.

The idea is called:

ROAD PRICING or ROAD USER CHARGING

Q13 Have you ever heard of this idea?

- Yes
- No

**Q14 As far as you know, what is road pricing?
(You don't need to write more than a couple of sentences.)**

On the next screen is a description of road pricing. Please read it carefully as the rest of this survey is about this idea.

Congestion on our roads is getting worse. Road pricing is one possible way of dealing with that problem.

Road tax would be scrapped and instead you would be charged per mile you drive.

The charge per mile would be higher at **peak** times than at **off-peak** times. For example, it would cost more to drive during rush hour and less at night. It would also be higher in busy places like city centres than quiet places like country roads or many residential streets. You could avoid or reduce the cost in lots of ways, for example by using public transport or driving at a quieter time of day. **Petrol tax** would stay the same as it is now.

These changes would give people a reason to think twice before getting in their car. Some people argue that this will reduce congestion. Others disagree.

No decision has been taken about whether national road pricing should be introduced or not.

Q15 Using a scale of 1-10, let us know how you feel towards the idea of road pricing.

A score of 1 would mean that you are extremely negative or cold to the idea, whilst a score of 10 would be extremely positive or hot.

What number would you say best sums up your view?

You are about to see a series of pairs of statements. Let us know which comes closer to your own views, even if neither is exactly right.

Q16 Statement 1

It is fair to pay for using the roads in proportion to the amount you drive.

Statement 2

It is fair to pay a flat fee for using the roads no matter how much you drive.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q17 Statement 1

I already pay enough to get around. It's not worth paying any more than I do now.

Statement 2

I wouldn't mind paying a bit more if it really meant less congestion and better public transport.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q18 Statement 1

ALL the money raised from road pricing should be spent on transport and nothing else.

Statement 2

MOST of the money raised from road pricing should be spent on transport, but some should be used for other public services like police, schools and hospitals.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q19 Statement 1

Public transport should be improved BEFORE road pricing is introduced

Statement 2

Public transport should be improved AFTER road pricing is introduced

I agree with statement 1 much more than statement 2

I agree with statement 1 a bit more than statement 2

I agree with both equally

I agree with statement 2 a bit more than statement 1

I agree with statement 2 much more than statement 1

Don't Know

Q20 Below is a list of things that could be done if road pricing is introduced. Each is a separate idea that might or might not happen.

For each one, let us know whether doing it would make you more or less likely to **OPPOSE** road pricing.

A lot more likely *A little more likely* *Neither more nor less likely* *A little less likely* *A lot less likely*

Ensuring that all money raised in your local area is spent locally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving public transport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linking road pricing with other measures to reduce congestion, like tackling the school run.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping your payment records entirely private - not even the police will be able to see them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using road pricing technology to enforce speed limits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 The money raised through road pricing could be used in different ways. Which of the following options do you prefer:

- Use any extra money raised to reduce petrol tax
- Use any extra money raised to improve public transport
- Use any extra money to improve the roads
- Use any extra money raised to help improve public services like schools, hospitals and the police
- None of these options

Q22 If all the money was spent on transport, it could be divided in different ways. Which of the following do you prefer:

- 100% on roads. 0% on public transport
- 75% on roads. 25% on public transport
- 50% on roads. 50% on public transport
- 25% on roads. 75% on public transport
- 0% on roads. 100% on public transport

Q23 The next 4 pages present different arguments that are made about road pricing. Some are generally used by people in favour of road pricing, and some are used by people who oppose the idea.

For each, let us know if it makes you more or less likely to **OPPOSE** road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

There will be fewer cars on the road and more money spent on public transport, and so it will be easier to get around.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

This is just an excuse to bring in another stealth tax. The motorist pays enough already.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

If this scheme comes in, a huge amount of money will be wasted on bureaucracy. In London half of the money raised is used just to run the scheme.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Q24 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

The scheme can be run very efficiently. In Germany and Sweden, £5 out of every £6 raised goes to better roads or public transport.

The price would start off low, but once the government have got us locked in they will put the prices up.

Road pricing would give people a reason to think twice before getting in their cars. That's how it will cut congestion.

Q25 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

Road pricing will help with climate change and global warming because fewer cars on the road means fewer greenhouse gasses.

Road pricing would be a massive invasion of privacy. The only way they can charge you per mile you drive is if the government knows about every journey you make.

Road pricing is proved to reduce congestion. In London congestion has fallen by 30% since it was introduced. It has also worked in Melbourne and Singapore amongst other places.

Q26 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

Congestion is a growing problem for the country. We can all see more cars on the roads. We need to do something dramatic to solve the problem. Road pricing is that dramatic solution.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Road pricing will penalise people who live in towns and cities.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Britain is a small island. There isn't room for many more roads. So the only solution to congestion is to encourage people to use their cars less, particularly at busy times. Road pricing does that.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

**Q27 Overall, what are your greatest concerns about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you more money to get around*
- Congestion won't improve*
- It could reduce the amount that you can drive*
- It could mean an invasion of your privacy*
- It could be expensive and wasteful to introduce*
- It could start off cheap but become more expensive*
- Other*

If Other, please specify:

**Q28 Overall, what is your greatest hope about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you less money to get around*
- There will be less congestion*
- Public transport could get better as more money is made available*
- It could reduce greenhouse gas emissions as people drive less*
- Local air pollution could get better - there will be less smog*
- There could be more money for improving roads so they will get better*
- Other*

If Other, please specify:

Q29 Which of the following is most likely to influence your views about road pricing?

- Views of friends and family*
- What the TV and newspapers say*
- Information from politicians*
- What motoring experts say*
- Other*

If Other, please specify:

Q30 How easily can you see yourself opposing the introduction of road pricing?

- No chance*
- A slight chance*
- A fair chance*
- A good chance*
- A very good chance*

Q31 How easily can you see yourself supporting the introduction of road pricing?

- No chance*
- A slight chance*
- A fair chance*
- A good chance*
- A very good chance*

Q32 Given what you now know about road pricing, in which of the following circumstances would you expect the price per mile to be higher?

- City centre during rush hour*
- Country road at night*

Q33 Are you?

Male

Female

Q34 How old are you?

17-24

25-34

35-44

45-54

55-64

65+

Q35 What is your employment status:

- Employed (Full time or Part time)*
- Seeking work*
- Long term benefits claimant*
- Retired*

What is the full title of your main job (e.g. Primary School Teacher, Car Mechanic)?

What type of work are you looking for?

What is the full title of the main job (e.g. Primary School Teacher, Car Mechanic)?

When you were in full-time employment.

What was the full title of your main job (e.g. Primary School Teacher, Car Mechanic)?

Q35a

In what industry do you work (e.g. Health, Education, IT)?

In what industry do you want to work (e.g. Health, Education, IT)?

In what industry did you work (e.g. Health, Education, IT)?

Q35b

Q36 How did you vote at the last general election?

- Conservative*
- Labour*
- Liberal Democrat*
- Plaid Cymru or Scottish National Party*
- Other*
- Did not vote*
- Don't know*
- Prefer not to say*

Q37 What is your postcode?

This information will be used to map congestion hotspots around the UK. The information you provide will not be passed on or used in any sales activity.

Q38 What region do you live in?

If you are not sure which Government Office Region you live in visit www.gos.gov.uk and use the Government Office Network's search facility.

- North East*
- North West*
- Yorkshire and the Humber*
- East Midlands*
- West Midlands*
- East of England*
- London*
- South East*
- South West*
- Wales*
- Scotland*
- Northern Ireland*

Q39 What is your ethnic group?

- White*
- Black or Black British*
- Mixed*
- Asian*
- Chinese*
- Other ethnic group*

Q40_ SOC 2000 - Major Groups

- Managers and senior officials*
- Professional occupations*
- Associate professional and technical occupations*
- Administrative, Clerical and secretarial occupations*
- Skilled trades occupations*
- Personal service occupations*
- Sales and customer service occupations*
- Transport and machine operatives*
- Elementary occupations*

efeedback Research have been commissioned by a charity to run a survey on transport issues.

This survey will take between **10** and **15** minutes to complete.

All the information you provide will be treated with the strictest of confidence. If you have any questions about this project call efeedback Research on 01761 408 165 or email support@efeedback.co.uk.

Please click Next to start.

Q1 How often do you usually drive a car?

- Never*
- Less than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

Q2 How often do you usually travel in a car that you are not driving yourself?

- Never*
- Less than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

**Q3 How often do you use any form of public transport?
(This includes trains, the tube, trams, metro and buses.)**

- Never*
- Less often than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
- 4-5 days a week*
- Every day or nearly every day*
- Don't know*

Q4 How congested would you say your local roads are?

- Never congested*
- Rarely congested*
- Sometimes congested*
- Normally congested*
- Always congested*

Q5 When travelling to work, which of the following is the main form of transport you use?

- Public transport*
- Private car or motorbike*
- On foot or on a push bike*
- I work from home*
- I don't work*
- Other*

If Other, please specify:

Q6 How many children do you have that attend school or nursery?

- 0*
- 1*
- 2*
- 3*
- 4*
- 5+*

Q7 Are your children ever driven to school or nursery?

- Yes*
- No*

Q7a How often are your children usually driven to school or nursery?

- Less often than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2 - 3 days a week*
- 4-5 days a week*
- Don't know*

Q8 In your experience, can you use public transport to:

- Get everywhere you need to go*
- Get to most places you need to go*
- Get to some places you need to go but not others*
- Rarely get to places you need to go*
- Never get to places you need to go*
- Don't know*

Q9 Overall, how satisfied are you with public transport in your local area?

- Very satisfied*
- Quite satisfied*
- Neither satisfied nor dissatisfied*
- Quite dissatisfied*
- Very dissatisfied*

Q10 How much of a problem do you think congestion on the roads is for you personally?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

Q11 How much of a problem do you think congestion on the roads is for your local area?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

Q12 How much of a problem do you think congestion on the roads is for the country as a whole?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

The rest of this questionnaire is about one idea for how we manage roads in this country. We want to know what you think of this idea.

The idea is called:

ROAD PRICING or ROAD USER CHARGING

Q13 Have you ever heard of this idea?

Yes

No

**Q14 As far as you know, what is road pricing?
(You don't need to write more than a couple of sentences.)**

On the next screen is a description of road pricing. Please read it carefully as the rest of this survey is about this idea.

Congestion on our roads is getting worse. Road pricing is one possible way of dealing with that problem.

As well as paying road tax and petrol tax, you would pay an additional charge per mile you drive.

The charge per mile would be higher at **peak** times than at **off-peak** times. For example, it would cost more to drive during rush hour and less at night. It would also be higher in busy places like city centres than quiet places like country roads or many residential streets. You could avoid or reduce the cost in lots of ways, for example by using public transport or driving at a quieter time of day.

These changes would give people a reason to think twice before getting in their car. Some people argue that this will reduce congestion. Others disagree.

No decision has been taken about whether national road pricing should be introduced or not.

Q15 Using a scale of 1-10, let us know how you feel towards the idea of road pricing.

A score of 1 would mean that you are extremely negative or cold to the idea, whilst a score of 10 would be extremely positive or hot.

What number would you say best sums up your view?

You are about to see a series of pairs of statements. Let us know which comes closer to your own views, even if neither is exactly right.

Q16 Statement 1

It is fair to pay for using the roads in proportion to the amount you drive.

Statement 2

It is fair to pay a flat fee for using the roads no matter how much you drive.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q17 Statement 1

I already pay enough to get around. It's not worth paying any more than I do now.

Statement 2

I wouldn't mind paying a bit more if it really meant less congestion and better public transport.

- I agree with statement 1 much more than statement 2*
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ALL the money raised from road pricing should be spent on transport and nothing else.

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MOST of the money raised from road pricing should be spent on transport, but some should be used for other public services like police, schools and hospitals.

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Public transport should be improved BEFORE road pricing is introduced

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- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
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Q20 Below is a list of things that could be done if road pricing is introduced. Each is a separate idea that might or might not happen.

For each one, let us know whether doing it would make you more or less likely to **OPPOSE** road pricing.

A lot more likely *A little more likely* *Neither more nor less likely* *A little less likely* *A lot less likely*

Ensuring that all money raised in your local area is spent locally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving public transport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linking road pricing with other measures to reduce congestion, like tackling the school run.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Q21 The money raised through road pricing could be used in different ways. Which of the following options do you prefer:

- Use any extra money raised to reduce petrol tax
- Use any extra money raised to reduce road tax
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- Use any extra money to improve the roads
- Use any extra money raised to help improve public services like schools, hospitals and the police
- None of these options

Q22 If all the money was spent on transport, it could be divided in different ways. Which of the following do you prefer:

- 100% on roads. 0% on public transport
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- 50% on roads. 50% on public transport
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- 0% on roads. 100% on public transport

Q23 The next 4 pages present different arguments that are made about road pricing. Some are generally used by people in favour of road pricing, and some are used by people who oppose the idea.

For each, let us know if it makes you more or less likely to **OPPOSE** road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

There will be fewer cars on the road and more money spent on public transport, and so it will be easier to get around.

This is just an excuse to bring in another stealth tax. The motorist pays enough already.

If this scheme comes in, a huge amount of money will be wasted on bureaucracy. In London half of the money raised is used just to run the scheme.

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likely*

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*Neither more
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The scheme can be run very efficiently. In Germany and Sweden, £5 out of every £6 raised goes to better roads or public transport.

The price would start off low, but once the government have got us locked in they will put the prices up.

Road pricing would give people a reason to think twice before getting in their cars. That's how it will cut congestion.

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Road pricing will help with climate change and global warming because fewer cars on the road means fewer greenhouse gasses.

Road pricing would be a massive invasion of privacy. The only way they can charge you per mile you drive is if the government knows about every journey you make.

Road pricing is proved to reduce congestion. In London congestion has fallen by 30% since it was introduced. It has also worked in Melbourne and Singapore amongst other places.

Q26 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

*Much more
likely*

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*Neither more
nor less likely*

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*Much less
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Congestion is a growing problem for the country. We can all see more cars on the roads. We need to do something dramatic to solve the problem. Road pricing is that dramatic solution.

Road pricing will penalise people who live in towns and cities.

Britain is a small island. There isn't room for many more roads. So the only solution to congestion is to encourage people to use their cars less, particularly at busy times. Road pricing does that.

**Q27 Overall, what are your greatest concerns about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you more money to get around*
- Congestion won't improve*
- It could reduce the amount that you can drive*
- It could mean an invasion of your privacy*
- It could be expensive and wasteful to introduce*
- It could start off cheap but become more expensive*
- Other*

If Other, please specify:

**Q28 Overall, what is your greatest hope about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you less money to get around*
- There will be less congestion*
- Public transport could get better as more money is made available*
- It could reduce greenhouse gas emissions as people drive less*
- Local air pollution could get better - there will be less smog*
- There could be more money for improving roads so they will get better*
- Other*

If Other, please specify:

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- Views of friends and family*
- What the TV and newspapers say*
- Information from politicians*
- What motoring experts say*
- Other*

If Other, please specify:

Q30 How easily can you see yourself opposing the introduction of road pricing?

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- A fair chance*
- A good chance*
- A very good chance*

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- A slight chance*
- A fair chance*
- A good chance*
- A very good chance*

Q32 Given what you now know about road pricing, in which of the following circumstances would you expect the price per mile to be higher?

- City centre during rush hour*
- Country road at night*

Q33 Are you?

Male

Female

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17-24

25-34

35-44

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65+

Q35 What is your employment status:

- Employed (Full time or Part time)*
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What is the full title of your main job (e.g. Primary School Teacher, Car Mechanic)?

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When you were in full-time employment.

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Q35a

In what industry do you work (e.g. Health, Education, IT)?

In what industry do you want to work (e.g. Health, Education, IT)?

In what industry did you work (e.g. Health, Education, IT)?

Q35b

Q36 How did you vote at the last general election?

- Conservative*
- Labour*
- Liberal Democrat*
- Plaid Cymru or Scottish National Party*
- Other*
- Did not vote*
- Don't know*
- Prefer not to say*

Q37 What is your postcode?

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Q38 What region do you live in?

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- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Wales
- Scotland
- Northern Ireland

Q39 What is your ethnic group?

- White
- Black or Black British
- Mixed
- Asian
- Chinese
- Other ethnic group

Q40 SOC 2000 - Major Groups

- Managers and senior officials
- Professional occupations
- Associate professional and technical occupations
- Administrative, Clerical and secretarial occupations
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- Personal service occupations
- Sales and customer service occupations
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- Elementary occupations

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Q1 How often do you usually drive a car?

- Never*
- Less than once a month*
- Less than once a week but more than once a month*
- Once a week*
- 2-3 days a week*
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Q2 How often do you usually travel in a car that you are not driving yourself?

- Never*
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**Q3 How often do you use any form of public transport?
(This includes trains, the tube, trams, metro and buses.)**

- Never*
- Less often than once a month*
- Less than once a week but more than once a month*
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Q4 How congested would you say your local roads are?

- Never congested*
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Q5 When travelling to work, which of the following is the main form of transport you use?

- Public transport*
- Private car or motorbike*
- On foot or on a push bike*
- I work from home*
- I don't work*
- Other*

If Other, please specify:

Q6 How many children do you have that attend school or nursery?

- 0*
- 1*
- 2*
- 3*
- 4*
- 5+*

Q7 Are your children ever driven to school or nursery?

- Yes*
- No*

Q7a How often are your children usually driven to school or nursery?

- Less often than once a month*
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Q8 In your experience, can you use public transport to:

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Q9 Overall, how satisfied are you with public transport in your local area?

- Very satisfied*
- Quite satisfied*
- Neither satisfied nor dissatisfied*
- Quite dissatisfied*
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Q10 How much of a problem do you think congestion on the roads is for you personally?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

Q11 How much of a problem do you think congestion on the roads is for your local area?

- A very serious problem*
- A quite serious problem*
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Q12 How much of a problem do you think congestion on the roads is for the country as a whole?

- A very serious problem*
- A quite serious problem*
- Not a very serious problem*
- Not a problem at all*
- Don't know*

The rest of this questionnaire is about one idea for how we manage roads in this country. We want to know what you think of this idea.

The idea is called:

ROAD PRICING or ROAD USER CHARGING

Q13 Have you ever heard of this idea?

Yes

No

**Q14 As far as you know, what is road pricing?
(You don't need to write more than a couple of sentences.)**

On the next screen is a description of road pricing. Please read it carefully as the rest of this survey is about this idea.

Congestion on our roads is getting worse. Road pricing is one possible way of dealing with that problem.

Instead of paying petrol tax, you would pay per mile you drive. Petrol tax would be scrapped.

The charge per mile would be higher at **peak** times than at **off-peak** times. For example, it would cost more to drive during rush hour and less at night. It would also be higher in busy places like city centres than quiet places like country roads or many residential streets. You could avoid or reduce the cost in lots of ways, for example by using public transport or driving at a quieter time of day. **Road tax** would stay the same as it is now.

These changes would give people a reason to think twice before getting in their car. Some people argue that this will reduce congestion. Others disagree.

No decision has been taken about whether national road pricing should be introduced or not.

Q15 Using a scale of 1-10, let us know how you feel towards the idea of road pricing.

A score of 1 would mean that you are extremely negative or cold to the idea, whilst a score of 10 would be extremely positive or hot.

What number would you say best sums up your view?

You are about to see a series of pairs of statements. Let us know which comes closer to your own views, even if neither is exactly right.

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ALL the money raised from road pricing should be spent on transport and nothing else.

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MOST of the money raised from road pricing should be spent on transport, but some should be used for other public services like police, schools and hospitals.

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If this scheme comes in, a huge amount of money will be wasted on bureaucracy. In London half of the money raised is used just to run the scheme.

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In what industry do you want to work (e.g. Health, Education, IT)?

In what industry did you work (e.g. Health, Education, IT)?

Q35b

Q36 How did you vote at the last general election?

- Conservative*
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- Other*
- Did not vote*
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- Don't know*

The rest of this questionnaire is about one idea for how we manage roads in this country. We want to know what you think of this idea.

The idea is called:

ROAD PRICING or ROAD USER CHARGING

Q13 Have you ever heard of this idea?

Yes

No

**Q14 As far as you know, what is road pricing?
(You don't need to write more than a couple of sentences.)**

On the next screen is a description of road pricing. Please read it carefully as the rest of this survey is about this idea.

Congestion on our roads is getting worse. Road pricing is one possible way of dealing with that problem.

Road tax and petrol tax would be scrapped. Instead you would pay per mile you drive.

The charge per mile would be higher at **peak** times than at **off-peak** times. For example, it would cost more to drive during rush hour and less at night. It would also be higher in busy places like city centres than quiet places like country roads or many residential streets. You could avoid or reduce the cost in lots of ways, for example by using public transport or driving at a quieter time of day.

These changes would give people a reason to think twice before getting in their car. Some people argue that this will reduce congestion. Others disagree.

No decision has been taken about whether national road pricing should be introduced or not.

Q15 Using a scale of 1-10, let us know how you feel towards the idea of road pricing.

A score of 1 would mean that you are extremely negative or cold to the idea, whilst a score of 10 would be extremely positive or hot.

What number would you say best sums up your view?

You are about to see a series of pairs of statements. Let us know which comes closer to your own views, even if neither is exactly right.

Q16 Statement 1

It is fair to pay for using the roads in proportion to the amount you drive.

Statement 2

It is fair to pay a flat fee for using the roads no matter how much you drive.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q17 Statement 1

I already pay enough to get around. It's not worth paying any more than I do now.

Statement 2

I wouldn't mind paying a bit more if it really meant less congestion and better public transport.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q18 Statement 1

ALL the money raised from road pricing should be spent on transport and nothing else.

Statement 2

MOST of the money raised from road pricing should be spent on transport, but some should be used for other public services like police, schools and hospitals.

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q19 Statement 1

Public transport should be improved BEFORE road pricing is introduced

Statement 2

Public transport should be improved AFTER road pricing is introduced

- I agree with statement 1 much more than statement 2*
- I agree with statement 1 a bit more than statement 2*
- I agree with both equally*
- I agree with statement 2 a bit more than statement 1*
- I agree with statement 2 much more than statement 1*
- Don't Know*

Q20 Below is a list of things that could be done if road pricing is introduced. Each is a separate idea that might or might not happen.

For each one, let us know whether doing it would make you more or less likely to **OPPOSE** road pricing.

A lot more likely *A little more likely* *Neither more nor less likely* *A little less likely* *A lot less likely*

Ensuring that all money raised in your local area is spent locally.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving public transport.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linking road pricing with other measures to reduce congestion, like tackling the school run.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping your payment records entirely private - not even the police will be able to see them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using road pricing technology to enforce speed limits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 The money raised through road pricing could be used in different ways. Which of the following options do you prefer:

- Use any extra money raised to improve public transport
- Use any extra money to improve the roads
- Use any extra money raised to help improve public services like schools, hospitals and the police
- None of these options

Q22 If all the money was spent on transport, it could be divided in different ways. Which of the following do you prefer:

- 100% on roads. 0% on public transport
- 75% on roads. 25% on public transport
- 50% on roads. 50% on public transport
- 25% on roads. 75% on public transport
- 0% on roads. 100% on public transport

Q23 The next 4 pages present different arguments that are made about road pricing. Some are generally used by people in favour of road pricing, and some are used by people who oppose the idea.

For each, let us know if it makes you more or less likely to **OPPOSE** road pricing.

Much more likely *More likely* *Neither more nor less likely* *Less likely* *Much less likely*

There will be fewer cars on the road and more money spent on public transport, and so it will be easier to get around.

This is just an excuse to bring in another stealth tax. The motorist pays enough already.

If this scheme comes in, a huge amount of money will be wasted on bureaucracy. In London half of the money raised is used just to run the scheme.

Q24 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

*Much more
likely*

More likely

*Neither more
nor less likely*

Less likely

*Much less
likely*

The scheme can be run very efficiently. In Germany and Sweden, £5 out of every £6 raised goes to better roads or public transport.

The price would start off low, but once the government have got us locked in they will put the prices up.

Road pricing would give people a reason to think twice before getting in their cars. That's how it will cut congestion.

Q25 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

*Much more
likely*

More likely

*Neither more
nor less likely*

Less likely

*Much less
likely*

Road pricing will help with climate change and global warming because fewer cars on the road means fewer greenhouse gasses.

Road pricing would be a massive invasion of privacy. The only way they can charge you per mile you drive is if the government knows about every journey you make.

Road pricing is proved to reduce congestion. In London congestion has fallen by 30% since it was introduced. It has also worked in Melbourne and Singapore amongst other places.

Q26 As before, for each argument, let us know if it makes you more or less likely to OPPOSE road pricing.

*Much more
likely*

More likely

*Neither more
nor less likely*

Less likely

*Much less
likely*

Congestion is a growing problem for the country. We can all see more cars on the roads. We need to do something dramatic to solve the problem. Road pricing is that dramatic solution.

Road pricing will penalise people who live in towns and cities.

Britain is a small island. There isn't room for many more roads. So the only solution to congestion is to encourage people to use their cars less, particularly at busy times. Road pricing does that.

**Q27 Overall, what are your greatest concerns about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you more money to get around*
- Congestion won't improve*
- It could reduce the amount that you can drive*
- It could mean an invasion of your privacy*
- It could be expensive and wasteful to introduce*
- It could start off cheap but become more expensive*
- Other*

If Other, please specify:

**Q28 Overall, what is your greatest hope about plans for road pricing?
(Please pick up to two items from the list below)**

- It could cost you less money to get around*
- There will be less congestion*
- Public transport could get better as more money is made available*
- It could reduce greenhouse gas emissions as people drive less*
- Local air pollution could get better - there will be less smog*
- There could be more money for improving roads so they will get better*
- Other*

If Other, please specify:

Q29 Which of the following is most likely to influence your views about road pricing?

- Views of friends and family*
- What the TV and newspapers say*
- Information from politicians*
- What motoring experts say*
- Other*

If Other, please specify:

Q30 How easily can you see yourself opposing the introduction of road pricing?

No chance

A slight chance

A fair chance

A good chance

A very good chance

Q31 How easily can you see yourself supporting the introduction of road pricing?

- No chance*
- A slight chance*
- A fair chance*
- A good chance*
- A very good chance*

Q32 Given what you now know about road pricing, in which of the following circumstances would you expect the price per mile to be higher?

- City centre during rush hour*
- Country road at night*

Q33 Are you?

Male

Female

Q34 How old are you?

17-24

25-34

35-44

45-54

55-64

65+

Q35 What is your employment status:

- Employed (Full time or Part time)*
- Seeking work*
- Long term benefits claimant*
- Retired*

What is the full title of your main job (e.g. Primary School Teacher, Car Mechanic)?

What type of work are you looking for?

What is the full title of the main job (e.g. Primary School Teacher, Car Mechanic)?

When you were in full-time employment.

What was the full title of your main job (e.g. Primary School Teacher, Car Mechanic)?

Q35a

In what industry do you work (e.g. Health, Education, IT)?

In what industry do you want to work (e.g. Health, Education, IT)?

In what industry did you work (e.g. Health, Education, IT)?

Q35b

Q36 How did you vote at the last general election?

- Conservative*
- Labour*
- Liberal Democrat*
- Plaid Cymru or Scottish National Party*
- Other*
- Did not vote*
- Don't know*
- Prefer not to say*

Q37 What is your postcode?

This information will be used to map congestion hotspots around the UK. The information you provide will not be passed on or used in any sales activity.

Q38 What region do you live in?

If you are not sure which Government Office Region you live in visit www.gos.gov.uk and use the Government Office Network's search facility.

- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Wales
- Scotland
- Northern Ireland

Q39 What is your ethnic group?

- White
- Black or Black British
- Mixed
- Asian
- Chinese
- Other ethnic group

Q40 SOC 2000 - Major Groups

- Managers and senior officials
- Professional occupations
- Associate professional and technical occupations
- Administrative, Clerical and secretarial occupations
- Skilled trades occupations
- Personal service occupations
- Sales and customer service occupations
- Transport and machine operatives
- Elementary occupations

Appendix 3 – Weighting Calculations

The number of completes relates to the number of individuals in each category participating in the survey.

The Survey % converts the number of completes into a percentage.

The Target % represents the UK population.

The weight is calculated to make the number of completes achieved representative of the UK population.

Gender	No of Completes	Survey %	Target %	Target No of Completes	Weight
Male	579	50.3	49	564	0.97
Female	571	49.7	51	587	1.03

Age	No of Completes	Survey %	Target %	Target No of Completes	Weight
17-24	106	9.2	11.5	132	1.25
25-34	198	17.2	17	196	0.99
35-44	274	23.8	19.7	227	0.83
45-54	227	19.7	16.4	189	0.83
55-64	187	16.3	14.8	170	0.91
65+	158	13.7	20.6	237	1.50

SOC2000	No of Completes	Survey %	Target %	Target No of Completes	Weight
Managers and senior officials	141	12.3	15	172.5	1.22
Professional occupations	191	16.6	13	149.5	0.78
Associate professional and technical occupations	222	19.3	14	161	0.73
Administrative, Clerical and secretarial occupations	158	13.7	12	138	0.87
Skilled trades occupations	95	8.3	11	126.5	1.33
Personal service occupations	96	8.3	8	92	0.96
Sales and customer service occupations	80	7	8	92	1.15
Transport and machine operatives	43	3.7	8	92	2.14
Elementary occupations	124	10.8	11	126.5	1.02

Region	No of Completes	Survey %	Target %	Target No of Completes	Weight
North East	33	2.9	4	46	1.39
North West	120	10.4	11	126.5	1.05
Yorkshire and the Humber	119	10.3	8	92	0.77
East Midlands	94	8.2	7	80.5	0.86
West Midlands	96	8.3	9	103.5	1.08
East of England	76	6.6	9	103.5	1.36
London	121	10.5	12	138	1.14
South East	221	19.2	14	161	0.73
South West	115	10	8	92	0.80
Wales	49	4.3	5	57.5	1.17
Scotland	82	7.1	9	103.5	1.26
Northern Ireland	24	2.1	3	34.5	1.44