

## BUS USER RESEARCH

Potential Cambourne – Cambridge Bus Users



**SYSTRA**

# CAMBRIDGESHIRE BUS USER RESEARCH

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# 1. INTRODUCTION

## 1.1 Study Background

1.1.1 Proposals for a bus priority scheme connecting Cambridge along the often-congested A428 and A1303 are currently being explored. The aim of the scheme is to create ‘better bus journeys’ and more public transport opportunities, and to accommodate planned growth on and around the A428 in future years. It may also provide the opportunity to improve cycling links along these routes. At this stage, both on-road and off-road options are being considered

1.1.2 In the longer term this scheme could link in with the potential Western Orbital bus link, further improving connectivity to/from Cambourne and the surrounding areas to the city centre and key employment sites to the south, such as the Cambridge Biomedical Campus (CBC). This is particularly important given the relocation of the Papworth Hospital from north of Cambourne to the CBC by 2018. A large scale public consultation was undertaken in October 2015 and there has been extensive stakeholder engagement. A joint Local Liaison Forum has been established to engage with the public on both of the Cambourne to Cambridge and Western Orbital schemes. There are a number of complex issues to be addressed in the delivery of the scheme and stakeholder engagement and public consultation are vital to this process. Gathering information from residents in the area will help to ensure that the scheme is fit for purpose and deliverable from a public acceptability perspective.

1.1.3 In addition to the Local Liaison Forum, Cambridgeshire County Council commissioned SYSTRA to undertake two surveys: a survey of existing users of the Cambridgeshire Guided Busway (CGB), to identify motivators and barriers to use which may be relevant to the planning of the Cambridge to Cambourne Scheme; and, a survey of residents to understand potential use of a new scheme, motivators and barriers to use, and the types of journeys that are likely to be made.

1.1.4 This report details the methodology used for the residents’ survey and the results found.

**Please note, this is a draft version of the report with results currently based on unweighted data. A revised version will be available once the analysis has been re-run on weighted data.**

## 2. SURVEY RESULTS

### 2.1 Methodology

2.1.1 'Computer Aided Telephone Interviews' (CATI) were undertaken with residents living in the following areas:

- Cambourne (39% of the total sample);
- Hardwick (20%);
- St. Neots (14%);
- Highfields and Caldecote (12%);
- Coton (9%);
- Dry Drayton (4%); and
- Madingley (2%).

2.1.2 These settlements were selected for the survey because the proposed new bus scheme will connect them and/or pass close by.

2.1.3 To ensure a range of respondent types completed the survey, quotas were set on gender, age and employment status. A sample of landline and mobile phone numbers were obtained; numbers were dialled at random; and, after introducing the survey, the first questions profiled respondents to ensure they were in quota. Interviews were carried out across a range of days and times of day to avoid potential bias to particular demographics.

**Due to the availability of telephone numbers for the areas of interest it was not possible to meet all of the quotas that were set. The results presented in this draft version of the report are therefore not fully representative of the residents living in these areas, and are subject to change. The final version of this report will provide results based on weighted data, ensuring representativeness.**

2.1.4 The survey was undertaken between Friday 14<sup>th</sup> July and Tuesday 1<sup>st</sup> August 2017. The research was undertaken in accordance with the Market Research Society (MRS) codes of conduct.

2.1.5 The survey was designed to capture respondents demographics and information regarding their current journeys along the corridor between St Neots and Cambridge (frequency, types of journey, mode of transport, time of travel). Respondents were subsequently asked similar questions relating to their likely use of the proposed new bus scheme. Furthermore, they were asked to indicate which features would encourage them to use the service, whether they would welcome a walking / cycle path or a park and ride facility, and if they had any concerns about the proposals. A copy of the questionnaire can be found in Appendix A.

2.1.6 It should be noted that respondents could refuse to answer questions if they wished; the response base for each question is provided. Please note that where percentages do not total 100%, this is due either to rounding or the multiple response nature of the question.

## 2.2 Sample

### Profile of Respondents

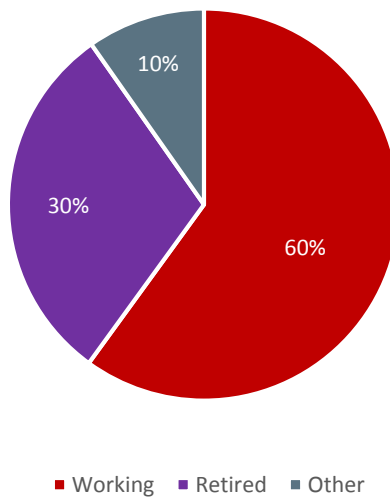
2.2.1 In total 1,000 residents completed the survey, of which 996 provided both their age and gender. Table 1 provides a breakdown of respondent age and gender.

**Table 1. Age and Gender of Respondents**

Age	Male	Female	Total
16 - 24	2%	3%	5%
25 - 49	13%	20%	34%
50 - 64	9%	15%	24%
65+	16%	21%	37%
Total	41%	59%	100%
<b>Base</b>	<b>406</b>	<b>590</b>	<b>996</b>

2.2.2 Figure 1 shows the breakdown of the sample by working status. Nearly two-thirds (60%) of respondents were either in full-time or part-time employment, just under a third (30%) were retired, and the remainder (10%) were classified as other (e.g. students, unemployed).

**Figure 1. Working Status**



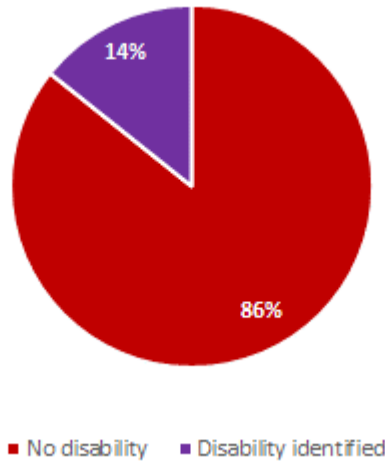
Base: 995

2.2.3 Of the 991 respondents who indicated their socio-economic grade (SEG), by providing the occupation of the main income earner, the sample breakdown was as follows:

- 52% were 'AB' - Higher & intermediate managerial, administrative, professional occupations;
- 30% were 'C1' or 'C2' - Supervisory, clerical & junior managerial, administrative, professional occupations or skilled manual occupations; and
- 18% were 'DE' - Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations.

2.2.4 Figure 2 shows that 14% of the sample reported having a disability. The majority of those who said they had a disability indicated that they had a mobility impairment.

**Figure 2. Disability**



Base: 1,000 (multiple response)

## 2.3 Results

### Journeys Currently Made

#### Journey Purpose

2.3.1 Respondents were asked to indicate the types of journey they currently make between St Neots and Cambridge. Nearly three quarters (72%) of respondents indicated that they made journeys along this route, and of these the majority (81%) made leisure journeys and nearly half (47%) made commuting journeys.

**Table 2. Journey Purpose**

Journey Purpose	Percentage
Commuting	47%
Leisure	81%
Other	20%
<b>Base</b>	<b>716</b>

2.3.2 Looking at frequency of travel by journey purpose, commuters travel along the route between St Neots and Cambridge regularly, with 86% doing so at least twice a week, and the majority of those doing so five or more times per week. Just over half (57%) of leisure journeys were made at least twice a week, with a further third (32%) being made between once a month and once a week. A full breakdown is shown in Table 3.



**Table 3. Frequency of Travel by Journey Purpose**

Frequency of Travel	Commuting	Leisure	Other	All
5+ times a week	63%	32%	27%	<b>34%</b>
2-4 times a week	23%	25%	27%	<b>25%</b>
Once a week	6%	12%	15%	<b>11%</b>
Less than once a week, but at least once a month	6%	20%	15%	<b>18%</b>
Less than once a month	3%	11%	14%	<b>11%</b>
<b>Base</b>	<b>339</b>	<b>578</b>	<b>142</b>	<b>716</b>

2.3.3 When reviewing journey purpose by age, those aged 65 and over were less likely than younger respondents to make commuting journeys (14% of those aged 65+ did so). Similarly, the older the respondent the more likely they were to make 'other' journey types (with 29% of those aged 65+ making 'other' journeys).

2.3.4 The higher a person's SEG the more likely they were to make commuting journeys (57% of those of 'AB' SEG compared to 43% of 'C1C2' and 17% of 'DE').

2.3.5 Those with disabilities were less likely than those with no disability to be making commuting journeys (18% compared with 51%).

### Journey Mode of Transport

2.3.6 Table 4 shows that over three quarters (78%) of those making journeys on the route between St Neots and Cambridge usually drive a car and just over a quarter (28%) use a bus. This varies slightly by journey purpose, with those making commuting journeys slightly more likely than those making other journeys to drive a car or to cycle (86% of commuters drive and 12% cycle). Commuters were also slightly less likely than those making other journeys to take a bus or travel by car as a passenger (23% of commuters take a bus and 10% travel by car as a passenger).

**Table 4. Mode of Travel by Journey Purpose**

Mode of Travel	Commuting	Leisure	Other	All
Car (as driver)	86%	76%	82%	<b>78%</b>
Bus	23%	30%	31%	<b>28%</b>
Car (as passenger)	10%	16%	23%	<b>15%</b>
Cycle	12%	7%	4%	<b>7%</b>
Taxi	1%	1%	3%	<b>1%</b>
Walk	1%	1%	0%	<b>1%</b>
Other	2%	3%	3%	<b>2%</b>
<b>Base</b>	<b>339</b>	<b>578</b>	<b>142</b>	<b>716</b>

2.3.7 Respondents aged 16-24 were more likely than older respondents to say they travel by bus (50%) and more likely than older respondents to say they cycle (13%); but less likely than older respondents to say they drive a car (38%).

2.3.8 With regards to mode of transport by SEG, those in grade 'AB' (high grade professional occupations) are more likely than those in lower SEGs to travel by car (84%) and also more likely to cycle (9%). The lower a respondents' SEG the more likely they were to say they travel by bus (46% of those in the 'DE' grouping made journeys by bus).

2.3.9 Respondents with a disability were less likely than those without a disability to drive a car (54%) and less likely to cycle (4%); but more likely than those without a disability to travel by bus (32%).

### Alternative Modes of Transport

2.3.10 Aside from the modes of transport respondents usually used to make their journeys, they were asked if there were any other modes available to them. Over one third (38%) of respondents said they had the option of taking the bus. However, 42% fell under the 'none of the above' category, indicating that many respondents feel they have no alternative form of transportation available to them.

**Table 5. Mode of Travel by Journey Purpose**

Alternative Modes of Travel	Percentage
Bus	38%
Cycle	9%
By Car (as passenger)	8%
By Car (as driver)	7%
Taxi	6%
Walk	2%
Other	2%
None of the above	42%
<b>Base</b>	<b>715</b>

### Time of Travel

2.3.11 Respondents were asked to indicate the time of day in which they usually travel between Cambridge and St Neots.

- 56% of those surveyed travel on weekdays between 7-10am and 4-7pm;
- 56% travel on weekdays between 10am and 4pm;
- 22% travel on weekdays after 7pm; and
- 46% travel at the weekends.

2.3.12 In relation to time of travel by journey purpose, 86% of commuting journeys take place between 7-10am and 4-7pm on weekdays, whereas 60% of leisure journeys take place between 10am and 4pm on weekdays.

**Table 6. Time of travel by Journey Purpose**

Time of Travel	Commuting	Leisure	Other	All
Weekdays 7-10am or 4-7pm	86%	52%	55%	<b>56%</b>
Weekdays 10am-4pm	38%	60%	70%	<b>56%</b>
Weekdays after 7pm	27%	24%	32%	<b>22%</b>
Weekends	47%	51%	45%	<b>46%</b>
<b>Base</b>	<b>339</b>	<b>578</b>	<b>142</b>	<b>716</b>

2.3.13 Those aged 65 and over were less likely than younger respondents to usually make their journeys on weekdays between 7-10am and 4-7pm (37%); and they were more likely to make journeys on weekdays between 10am and 4pm (79%).

2.3.14 Similarly, the higher a respondents' SEG, the more likely they were to make journeys in the weekday peak times (62% of 'AB' journeys were made in weekday peak times). Whereas the lower the SEG the more likely they were to make journeys between 10am and 4pm on weekdays (79% of 'DE' journeys were made at this time). Those in the 'DE' SEG were also less likely than all other respondents to make journeys at weekends (only 25%).

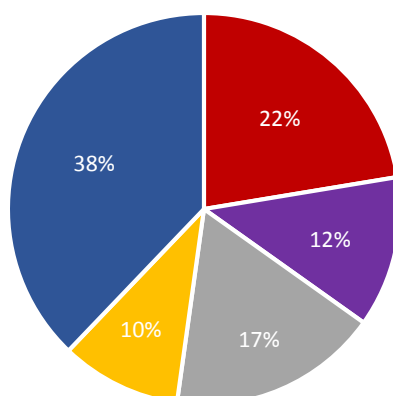
2.3.15 Driving a car is the most common mode of transport, regardless of time of day. However, it should be noted that 90% of people who said they usually make journeys after 7pm on weekdays, said they usually drive a car.

## The New Bus Service

### Likelihood of Using The New Route

2.3.16 After providing details of the types of journeys they currently make along the route between St Neots and Cambridge, respondents were told about the new high quality bus service being proposed by the Greater Cambridge Partnership. They were then asked to what extent they would be likely to use it. Over a third (38%) said they were not at all likely to use it, however 34% indicated a fair to strong likelihood (a rating of 1 or 2).

**Figure 3. Likelihood of using the new bus service**



■ 1 - Very likely ■ 2 ■ 3 ■ 4 ■ 5 - Not likely at all

Base: 996

2.3.17 With regards to likelihood of use by age, a higher proportion of those aged 65+, compared to younger respondents, said they would not be likely at all to use the new service (48%). Similarly, the lower a respondents' SEG, the more likely they were to say they were not at all likely to use it (46% of 'DE' respondents said this).

### Type of Journey Likely to be Made

2.3.18 Respondents who gave a likelihood of using the new bus scheme between 1 and 4, at the previous question, were asked what types of journey they would make using the new scheme. Table 7 shows the results. Almost 9 out of 10 respondents indicated that they would use the proposed service for leisure journeys. Just under a third (31%) would use the service to commute.

**Table 7. Type of Journey likely to be made**

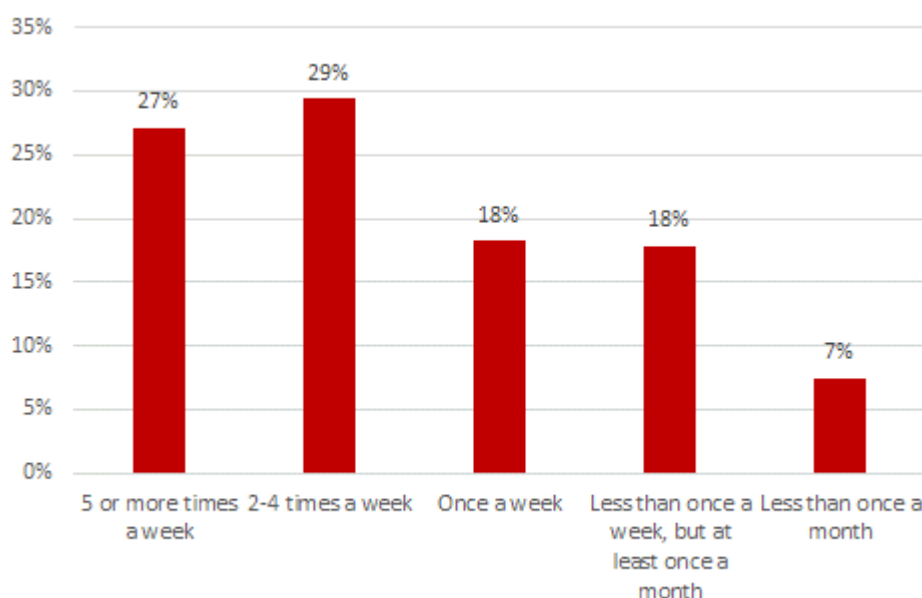
Type of Journey to be made	Percentage
Commuting	31%
Leisure	87%
Other	15%
<b>Base</b>	<b>619</b>

2.3.19 With regards to type of journey likely to be made by age, respondents aged 65 and over were less likely than younger respondents to say they would use it for commuting purposes (only 6%); but more likely than younger respondents to say they would use it for leisure (95%) or 'other' purposes (25%). Similarly, those of 'DE' SEG were far less likely than those in higher SEGs to say they would use it for commuting (only 7%); and more likely than those in higher SEGs to say they would use it for leisure (93%) or 'other' purposes (26%).

2.3.20 Only 16% of people with a disability said they would use the service for commuting journeys, compared to 33% of those without a disability.

- 2.3.21 The same 619 people who answered the question on the types of journeys they would make on the proposed new bus service should have been asked how often they would travel on the service and what time of day they would travel on it. Unfortunately, due to an error in the CATI routing script, a small subset of these people were not asked: 78% (n=483) answered the first of these two questions; and 70% (n=432) answered the second.
- 2.3.22 Comparing the profile of those who answered these two questions (in terms of gender, age and SEG) against the profile of those that should have answered, shows very little difference<sup>1</sup>. The results have therefore been presented below.
- 2.3.23 Figure 4 shows the frequency at which respondents are likely to travel on the proposed service. Over half (57%) could be considered 'frequent' users, travelling at least twice a week.

**Figure 4. Likely frequency of using service<sup>2</sup>**



Base: 483

- 2.3.24 The younger the respondent the more likely they were to say they would use it at least twice a week, with 72% of those aged 16-24 saying they would and only 41% of those aged 65+ saying so. Similarly, the higher the respondents SEG, the more likely they were to say this, with 60% of those in SEG 'AB' saying they would use it at least twice a week compared with only 40% of those in SEG 'DE'.
- 2.3.25 Table 8 sets out the likely time of day of using the service; 51% said they would travel on the new service on weekday peak times (between 7-10am and 4-7pm), and 51% also said they would travel on it between 10am and 4pm on weekdays. The least likely time people would want to use the service was on weekdays after 7pm, when only 19% said they would.

<sup>1</sup> These comparison tables can be found in Appendix B.

<sup>2</sup> Please note, due to a routing error in the CATI script, only 78% (n=483) of the people who should have answered this question did in fact answer it.

**Table 8. Time of Day Journey likely to be made<sup>3</sup>**

Time of Day	Percentage
Weekdays 7-10am or 4-7pm	51%
Weekdays 10am-4pm	51%
Weekdays after 7pm	19%
Weekends	38%
<b>Base</b>	<b>432</b>

- 2.3.26 The younger the respondents the more likely they were to say they would use the service on weekday peak times (65% of those aged 16-49). Similarly, those aged 65 and over were more likely than younger respondents to say they would use the service on weekdays between 10am and 4pm (81%).
- 2.3.27 The higher the respondents SEG the more likely they were to say they would use the service on weekday peak times (59% of those in SEG 'AB'); and the lower the respondents' SEG the more likely they were to say they would use the service on weekdays between 10am and 4pm (72% of those in SEG 'DE').
- 2.3.28 Those with a disability were less likely than those with no disability to say they would use it on weekday peak times (37%), and more likely to say they would use it on weekdays between 10am and 4pm (70%).

**Why not likely to use the Route?**

- 2.3.29 The 377 participants who reported that they would be 'not likely at all' to use the new proposed bus scheme were asked why this was the case. Table 9 shows the categories that responses fell under; 'issues with the route' was the most common response – for example, comments regarding the route not stopping nearby or going to places the respondent travels to. One in ten stated they 'don't use buses', and this was for a variety of reasons, including difficulties using buses or that the person did not travel in general. Six percent of respondents stated they disagree with the scheme so would not use it.

<sup>3</sup> Please note, due to a routing error in the CATI script, only 70% (n=432) of the people who should have answered this question did in fact answer it.

**Table 9. Why would you not be likely at all to use the proposed bus route?**

Response Category	Percentage
Issues with the route	35%
Use alternative forms of transport	21%
Don't use buses	10%
Existing service is adequate	9%
Disapprove of the scheme	6%
Environmental concerns	3%
Price	2%
Not convenient with work commitments	2%
Need more information	1%
Don't like public transport	1%
Other	9%
No response	1%
<b>Base</b>	<b>377</b>

*"I think the current bus service is efficient I have never had a problem so I don't see why another one is needed"*

*"The bus fares are too expensive, I usually travel into Cambridge with my two children (over sixteen) and it is cheaper and easier to travel by car."*

*"I am opposed to the continuous building on the green belt and the long-term environmental damage"*

*"It doesn't go through our village"*

*"...because of the distance I'd have to travel to use the bus"*

*"It doesn't stop at Coton therefore it means we will have the inconvenience of the works but no benefit from the resulting service"*

### Features Likely or Unlikely to Encourage Bus Use

- 2.3.30 Respondents were asked to rate a series of service features in terms of the extent to which each might encourage their use of the new service. Table 10 provides the results. The three features most likely to encourage bus use are the reliability of the journey, frequency of service and speed of journey, with 45%, 41% and 38%, respectively, stating these were very likely to encourage use (and less than a third stating they were not at all likely to encourage use).
- 2.3.31 The three features least likely to encourage use are the ability to cycle to the bus stop, free wi-fi access on the bus and the ability to be dropped off at the bus stop, with 67%, 55% and 53%, respectively, stating these features were not at all likely to encourage use (and less than a fifth stating they were very likely to do so).

2.3.32 Two other noteworthy features, where the proportion of people who said they would be very likely to encourage use outweighed the proportion saying they were not likely at all to do so, were Real Time Information Displays and Distance from home to bus stop.

**Table 10. Features likely or unlikely to encourage use of the proposed new service**

Feature	1 – Very likely	2	3	4	5 – Not likely at all	Base
Reliability	45%	15%	11%	3%	27%	998
Frequency	41%	19%	11%	3%	27%	996
Speed	38%	16%	12%	4%	30%	998
Real Time Information Displays	36%	16%	13%	5%	31%	987
Distance from home to bus stop	31%	17%	18%	4%	29%	996
Price of using bus	34%	12%	12%	3%	39%	996
Personal safety on the bus	29%	15%	15%	6%	34%	990
Personal safety waiting for bus	28%	15%	16%	6%	35%	997
Price of parking at bus stop	26%	10%	11%	5%	48%	980
Physical comfort of the bus	22%	21%	22%	5%	30%	996
Ability to drive to and park at the bus stop	21%	10%	13%	7%	49%	982
Physical comfort of the journey	20%	22%	22%	6%	30%	983
Ability to be dropped off at the bus stop	15%	11%	15%	6%	53%	984
Free Wi-Fi access on the bus	15%	9%	12%	9%	55%	986
Ability to cycle to the bus stop	10%	7%	9%	6%	67%	985

2.3.33 Respondents were then asked to rate which one feature they deemed as most important. Results are shown in Table 11. Once again, reliability of journey and frequency of service were the most popular selections, with 24% and 18% of respondents selecting these, respectively. However, price of using the bus (15%), distance from home to the bus stop (13%) and speed of journey (13%) were also cited as important factors.

2.3.34 Real Time Information Displays, which had appeared to be a worthwhile feature in encouraging use (in Table 10), was only considered to be the *most* important feature to 1% of respondents (n=11).



**Table 11. Which feature is most important to you?**

Feature	Percentage
Reliability of journey	24%
Frequency of service	18%
Price of using the bus	15%
Distance from home to bus stop	13%
Speed of journey	13%
Ability to drive to and park at the bus stop	4%
Feelings of personal safety waiting for the bus	3%
Physical comfort of the bus (e.g. seating/air conditioning)	2%
Feelings of personal safety on the bus	2%
Price of parking at the bus stop	1%
'Real Time Information' displays	1%
Ability to be dropped off at the bus stop	1%
Physical comfort of the journey (e.g. smoothness of ride)	1%
Free Wi-Fi access on the bus	1%
Ability to cycle to the bus stop	1%
<b>Base</b>	<b>880</b>

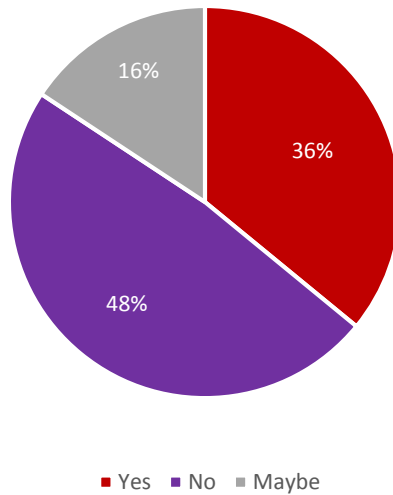
2.3.35 There were some interesting differences with regards to most important feature between age groups, SEG and whether or not a respondent had a disability:

- 16-24 year olds were less likely than older respondents to consider the distance from home to bus stop as most important (just 4% of 16-24 year olds said this);
- 16-24 year olds were more likely than older respondents to consider the price of using the bus as most important (31% of 16-24 year olds thought this);
- Those in SEG 'DE' are more likely than those in higher SEGs to consider the distance from home to bus stop to be most important (21% of those in group 'DE' said this);
- Interestingly, the higher the SEG the more likely the price of the bus is considered most important (16% of those in group 'AB' said this and only 11% in group 'DE');
- Those with a disability were more likely than others to consider distance from home to bus stop to be most important (with 23% stating this), and less likely to consider the price of using the bus to be most important (with only 2% stating this); and
- Those with a disability were also more likely than others to consider the physical comfort of the bus and the physical comfort of the journey most important (6% thought this for each).

### **Likelihood of Using a Segregated Walking/ Cycle Route and Park & Ride Facility**

2.3.36 Respondents were asked if they would be likely to use a segregated (off-road) walking and cycle route, which would be introduced as part of the scheme. Nearly half (48%) of respondents reported that they would not use such a route. Just over a third (36%) confirmed that they would, as shown in Figure 5.

**Figure 5. Would you be likely to use the segregated walking / cycle route**

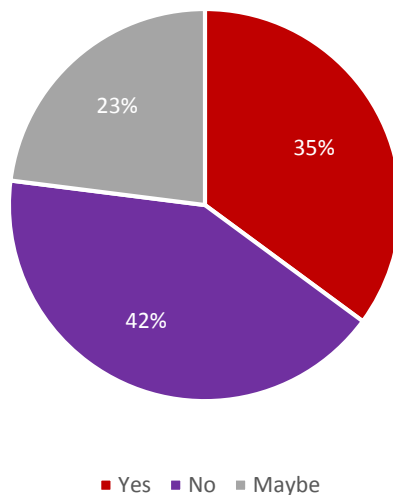


Base: 999

2.3.37 Respondents aged 65 and over were far less likely than younger respondents to say they would use a segregated walking and cycle route, with only 15% of this age group saying they would; respondents in the highest SEG, 'AB', were more likely than those in lower groups to say they would use such a route (44% of those in the 'AB' group said this); and, those with a disability were less likely than those with no disability to say they would (just 16%).

2.3.38 Respondents were also asked about their likely use of a park and ride facility, should one be introduced to the West of Cambridge connecting to the bus route. Figure 6 shows that just over a third (35%) indicated that they would use a Park and Ride service, with around two in five respondents suggesting that they would not.

**Figure 6. Likelihood of using a Park & Ride facility**



Base: 1,000

2.3.39 Table 12 shows that for both the segregated walking and cycle route and the Park and Ride facility, leisure journeys would be the most frequent reason for travel with over 80% of people saying they would use them for this purpose. A third (32%) of respondents would use the walking and cycle route for commuting, whilst a quarter (24%) would travel for this purpose on the Park and Ride.

**Table 12. Type of Journeys made on the additional facilities**

Type of Journey	Walking / Cycle route	Park & Ride
Commuting	32%	24%
Leisure	86%	87%
Other	12%	14%
<b>Base</b>	<b>516</b>	<b>579</b>

### Concerns with the Scheme

2.3.40 Sixty one percent of respondents do not have any concerns over the new scheme. However, as shown in Table 13, under a quarter (23%) said they were concerned about construction on greenbelt/parkland and around one in ten were concerned about noise, congestion and pollution; from both the construction period and when the new buses start running.

**Table 13. Do you have any concerns about the scheme?**

Concern	Percentage
No concerns	61%
Construction on greenbelt/parkland	23%
Increased noise / congestion / pollution from the new bus scheme	11%
Increased noise / congestion / pollutions during construction	10%
Cost of the scheme	8%
Cost of fares	3%
Safety of new bus operations	3%
Access to stop from home	2%
Personal safety at stop	1%
Personal safety on the buses	1%
Other	8%
<b>Base</b>	<b>1,000</b>

2.3.41 Those aged 16-24 were more likely than older respondents to say they had no concerns (82% of 16-24 year olds said this); and, those with disabilities were more likely than those who had no disability to say they had no concerns (69%). Respondents in SEG 'AB' were more likely than those in lower SEGs to express concerns, with 45% doing so compared to only 33% of all other respondents.

2.3.42 Of the 'other' responses that were given, key concerns included:

- Uncertainty over route/ location of services;
- Disruption to villages/ residents/ roads;

- Whether it's worthwhile;
- General environmental concerns;
- A need to retain existing services; and
- A need for further consultation/ information.

## Further comments

2.3.43 Around half of respondents, 527, gave further comments about their thoughts on the proposed new bus scheme. The majority of the comments were broadly negative and many re-iterated concerns about the scheme (although some general positive sentiments were also expressed). Comments related to the following topics:

- Service concerns (location of stops, speed of construction, frequency);
- Suggestions made (alternative destinations, alternative forms of transport);
- Concerns of disruption (congestion, disrupt village life, housing);
- Additional facilities (Park & Ride, walkers, cyclists, disabled access);
- Environmental concerns;
- Cost of scheme/ fares;
- Feel poorly informed/ consulted/ lack of information;
- Fear of compromises (to current services, safety);
- Won't be affected/ Don't use buses;
- Dissatisfaction with Council/ University; and
- Think congestion will be reduced.

*“Carving up the village with this project is no solution to traffic congestion. The already limited bus services here have been cut and we expect to lose even more of our local services, which will force people into their cars, if they own a car. We will be given no real choice. Moreover, the environmental damage will be extensive.”*

*“I believe it would be a good thing as it would offer a choice for both commuting and for leisure travel.”*

*“The area is crying out for a bus service avoiding traffic congestion, so i am in full agreement with the project if the bus travels along a dedicated bus lane or route”*

*“If going through the village then it would be good to keep residents up to date with plans and progress. I have concerns about the safety of the guided busway as there have been a number of accidents with the bus coming off the rails on other guided bus routes in the area so assurance is required that this would be considered when introducing this new route.”*

## 4. CONCLUSIONS

### 4.1 What journeys are currently made along the route between St Neots and Cambridge

4.1.1 Nearly three quarters of the survey sample currently make journeys along the route between St Neots and Cambridge. Most of these respondents travelled for leisure purposes: these leisure journeys tend to be made off peak (largely during the week between 10am and 4pm and at weekends), and at least twice a week. In addition, around half of respondents make commuting journeys along this route: these journeys tend to be made at peak times (weekdays between 7-10am and 4-7pm), and at least five times a week.

4.1.2 Over three quarters of respondents said they usually drive a car for their journeys along this route. When asked what other modes of transport were available to them, over a third indicated they could take a bus, however nearly half suggested they had no alternatives.

4.1.3 There were notable differences in current travel patterns by age and SEG, with respondents aged 65 and over being less likely to make commuting journeys and less likely to travel during weekday peak hours; and, similarly, respondents in socio-economic group 'AB' (higher & intermediate managerial, administrative, professional occupations) being more likely to make commuting journeys and more likely to travel during weekday peak times.

4.1.4 Respondents aged 16-24 and respondents of 'AB' SEG were more likely than other types of respondent to make cycling journeys; and, those aged 16-24, those of 'DE' SEG and those with a disability were more likely than their counterparts to take the bus.

### 4.2 How likely are people to use the new bus scheme

4.2.1 When informed of the potential new bus service between Cambourne and Cambridge, around a third of respondents indicated a fair to strong likelihood of using it. However, around a third also indicated they were not at all likely to use it.

4.2.2 Those aged 65 and over and those of 'DE' SEG were more likely than others to indicate that they would *not* use it.

4.2.3 Respondents were also asked about their likely use of a segregated walking/ cycle route, and of a new park and ride facility. Around a third of respondents indicated that they would use these facilities.

### 4.3 What types of journey would be made on the new bus route

4.3.1 Respondents who expressed at least some likelihood of using the new bus scheme were asked about the types of journey they would make. The vast majority said they would use it for leisure journeys and around a third said they would use it for commuting.

4.3.2 Similarly, the vast majority of those who said they would (or might) use the segregated walking/ cycle route and park and ride facility said they would do so for leisure journeys.

## 4.4 What are the motivators and barriers to use of the new scheme

- 4.4.1 Of the respondents who said they were not at all likely to use the new bus service, the most common reason was due to the proposed route, for example comments regarding the route not stopping nearby or not going to places the respondent travels to. The next most common response was that they would use alternative modes of transport.
- 4.4.2 All respondents were asked whether they had any concerns with the introduction of the scheme. Some people here also indicated an uncertainty over the route/ location of services. However, the main concern expressed was the construction on greenbelt/ parkland.
- 4.4.3 Those in SEG 'AB' were more likely than others to express concerns; and, those aged 16-24 were more likely than older respondents to have no concerns.
- 4.4.4 All respondents were asked what service features would encourage use, and which one service feature was most important to them. Journey reliability and frequency of service are the top two service features. Speed of journey and distance from home to bus stop are also highly rated.
- 4.4.5 Considering that those aged 65 and over and those of 'DE' SEG were less likely to say they would use the scheme, it should be noted that these sub-groups were more likely than others to list distance from home to bus stop as the most important feature. Respondents with a disability were also more likely than those with no disability to consider distance from home to bus stop to be most important.
- 4.4.6 Overall, other service features appear far less likely to encourage use of the new scheme. However, it should be noted that 16-24 year olds were more likely than older respondents to state the price of using the bus as the most important feature. Interestingly, respondents of 'AB' SEG were more likely than those in the other SEGs to consider the price of using the bus as the most important feature too.

## Appendix A – Questionnaire

## CAMBOURNE TO CAMBRIDGE BUS QUESTIONNAIRE – Residents Survey

Good morning/afternoon/ evening. I am conducting a survey on behalf of The Greater Cambridge Partnership to gather residents' views on bus travel to inform proposals for better bus journeys between Cambourne and Cambridge. Please could you spare 5 minutes to answer some questions for me?

*If no: Close interview.*

*If yes:* Thank you. Your answers will help us inform the proposals for the Cambourne to Cambridge – Better Bus Journeys project. Any information you provide will remain confidential and I will not at any point ask for your identity. We adhere to the Market Research Society code of conduct and all data will be held in accordance with the data protection act.

*Interviewer: complete:*

Date:	
Time:	

*Please can I first take a few personal details...?*

### S1. Which of the following age groups do you fall under?

<input type="checkbox"/> <sub>1</sub> Under 16	<input type="checkbox"/> <sub>4</sub> 50-64
<input type="checkbox"/> <sub>2</sub> 16-24	<input type="checkbox"/> <sub>5</sub> 65+
<input type="checkbox"/> <sub>3</sub> 25-49	

### S2. Please can you confirm, are you....?

<input type="checkbox"/> <sub>1</sub> Male
<input type="checkbox"/> <sub>2</sub> Female
<input type="checkbox"/> <sub>3</sub> [Do NOT read out] Other/Prefer not to say

### S3. Which of the following best describes your current situation?

<input type="checkbox"/> <sub>1</sub> Working full-time (30+ hours a week)	<input type="checkbox"/> <sub>4</sub> Retired
<input type="checkbox"/> <sub>2</sub> Working part-time (less than 30 hours a week)	<input type="checkbox"/> <sub>5</sub> Full time student
<input type="checkbox"/> <sub>3</sub> Not working	<input type="checkbox"/> <sub>6</sub> Other, please specify:

### S4. What is the occupation of the main income earner in your household? If the main income earner is retired, please select the option that best describes what their occupation was before they retired.

<input type="checkbox"/> <sub>1</sub> Higher managerial, administrative or professional	<input type="checkbox"/> <sub>4</sub> Skilled manual worker
<input type="checkbox"/> <sub>2</sub> Intermediate managerial, administrative or professional	<input type="checkbox"/> <sub>5</sub> Semi or unskilled manual worker
<input type="checkbox"/> <sub>3</sub> Supervisory or clerical and junior managerial, administrative or professional	<input type="checkbox"/> <sub>6</sub> Casual worker, pensioner (reliant on state pension only), or dependent on state welfare



Thank you, I'd now like to ask you some questions about the types of journey you make, in either direction, along the route between St Neots and Cambridge. This is any journey you make between any points within this route.

**Q1. How often do you travel, in either direction, along the route between St Neots and Cambridge?**

5 or more times a week	2-4 times a week	Once a week	Less than once a week, but at least once a month	Less than once a month	Never
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>6</sub>

**Q1b. What types of journey do you make between St Neots and Cambridge? Please select all that apply**

<input type="checkbox"/> <sub>1</sub> Commuting to/from work/education
<input type="checkbox"/> <sub>2</sub> Leisure
<input type="checkbox"/> <sub>3</sub> Other types of journey

**Q2. How do you usually travel along the route between St Neots and Cambridge? Please select all that apply**

By Car (as driver)	By Car (as passenger)	Taxi	Bus	Cycle	Walk	Other (Please specify)
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>7</sub>	<input type="checkbox"/> <sub>8</sub>

**Q2d. Are there any other modes of transport available to you to make these journeys? (Please tick all that apply) [list only those that aren't mentioned in Q2]**

<input type="checkbox"/> <sub>1</sub> Car (as driver)	<input type="checkbox"/> <sub>5</sub> Cycle
<input type="checkbox"/> <sub>2</sub> Car (as passenger)	<input type="checkbox"/> <sub>6</sub> Walk
<input type="checkbox"/> <sub>3</sub> Taxi	<input type="checkbox"/> <sub>7</sub> Other, please specify:
<input type="checkbox"/> <sub>4</sub> Bus	<input type="checkbox"/> <sub>8</sub> None of the above

**Q3. What time of day do you usually travel along the route between St Neots and Cambridge?**

Weekdays between 7am-10am or 4pm-7pm	Weekdays between 10 am and 4pm	Weekday evenings after 7pm	Weekends
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

## The new bus service

The Greater Cambridge Partnership is proposing a new high-quality bus service between Cambourne and Cambridge, which aims to run on a dedicated bus route similar to the existing Busway between Cambridge and St Ives. These high-quality bus services will provide fast, frequent and reliable bus journeys to destinations such as West Cambridge, the city centre, the Cambridge Biomedical Campus; the Science Park and the railway stations. The services aim to offer quick journeys, by-passing existing congestion on the edges of Cambridge, all on state of the art buses fitted with Wi-Fi and comfortable seating providing an excellent journey experience.

**Q4. On a scale of 1 to 5, where 1 is very likely and 5 is not likely at all, to what extent would you be likely or unlikely to use a proposed bus route?**

1 Very Likely	2	3	4	5 Not likely at all
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>

**Q5. [If Q4 ≠ 5] What types of journey would you make on the proposed bus route? Select all that apply**

<input type="checkbox"/> <sub>1</sub> Commuting to/from work/education
<input type="checkbox"/> <sub>2</sub> Leisure
<input type="checkbox"/> <sub>3</sub> Other types of journey

**Q6. How often would you travel on the proposed bus route?**

5 or more times a week	2-4 times a week	Once a week	Less than once a week, but at least once a month	Less than once a month	Never
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>6</sub>

**Q7. What time of day would you travel on the proposed bus route? (Please tick all that apply)**

Weekdays between 7am-10am or 4pm-7pm	Weekdays between 10 am and 4pm	Weekday evenings after 7pm	Weekends
<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>

**Q8. [If Q4=5] Why would you not be likely at all to use the proposed bus route?**

---

**Q9i. On a scale of 1 to 5, where 1 is very likely and 5 is not likely at all, to what extent are the following features likely or unlikely to encourage you to use the bus route?**

	1 Very Likely	2	3	4	5 Not likely at all	<b>Q9ii. And which <u>one</u> of these is most important to you? [list only those where Q9i ≠ 5]</b>
a) Speed of journey	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
b) Reliability of journey	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
c) Frequency of service	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
d) Distance from home to bus stop	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
e) Ability to cycle to the bus stop	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
f) Ability to be dropped off at the bus stop	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
g) Ability to drive to and park at the bus stop	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
h) Price of using the bus	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
i) Price of parking at the bus stop	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
j) 'Real Time Information' displays	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
k) Feelings of personal safety waiting for the bus	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
l) Feelings of personal safety on the bus	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
m) Physical comfort of the bus (e.g. seating/air conditioning)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
n) Physical comfort of the journey (e.g. smoothness of ride)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	
o) Free Wi-Fi access on the bus	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>5</sub>	

**Q11a. A segregated (off-road) walking and cycle route would be introduced as part of the scheme, would you be likely to use it?**

<input type="checkbox"/> <sub>1</sub> Yes
<input type="checkbox"/> <sub>2</sub> No
<input type="checkbox"/> <sub>3</sub> Maybe

**Q11b. [If Q11a=1 or Q11a=3] What type of journeys would you make using the segregated (off-road) cycle route? (Please tick all that apply)**

<input type="checkbox"/> <sub>1</sub> Commuting to/from work/education
<input type="checkbox"/> <sub>7</sub> Leisure
<input type="checkbox"/> <sub>10</sub> Other types of journey

**Q12a. If a Park and Ride site located to the west of Cambridge, and connecting to the bus route, was included in the scheme, would you use it?**

<input type="checkbox"/> <sub>1</sub> Yes
<input type="checkbox"/> <sub>2</sub> No
<input type="checkbox"/> <sub>3</sub> Maybe

**Q12b. [If Q12a=1 or Q12a=3] What type of journeys would you make using the park and ride site? (Please tick all that apply)**

<input type="checkbox"/> <sub>1</sub> Commuting to/from work/education
<input type="checkbox"/> <sub>7</sub> Leisure
<input type="checkbox"/> <sub>10</sub> Other types of journey

**Q13. Do you have any concerns about the introduction of the bus scheme?**

Do not prompt, probe if necessary and code below (Please tick all that apply)

<input type="checkbox"/> <sub>1</sub> No	<input type="checkbox"/> <sub>7</sub> Yes, safety of the new bus operations
<input type="checkbox"/> <sub>2</sub> Yes, construction on greenbelt/park land	<input type="checkbox"/> <sub>8</sub> Yes, personal safety at-stop
<input type="checkbox"/> <sub>3</sub> Yes, increased noise/congestion/pollution during construction	<input type="checkbox"/> <sub>9</sub> Yes, personal safety on the buses
<input type="checkbox"/> <sub>4</sub> Yes, increased noise/congestion/pollution from the new bus scheme	<input type="checkbox"/> <sub>10</sub> Yes, access to stop from home
<input type="checkbox"/> <sub>5</sub> Yes, cost of the scheme	<input type="checkbox"/> <sub>11</sub> Yes, other (specify)
<input type="checkbox"/> <sub>6</sub> Yes, cost of fares	

**Q14. Do you have any other comments about the proposed bus route that you would like to add?**

---

**Demographics**

*I'd like to take a few final details before we finish...*

**D1. Do you have any disabilities that affect the way you travel?**

<input type="checkbox"/> <sub>1</sub> No	<input type="checkbox"/> <sub>5</sub> Yes - Mental health illness
<input type="checkbox"/> <sub>2</sub> Yes - Visual impairment	<input type="checkbox"/> <sub>6</sub> Yes - Learning difficulty
<input type="checkbox"/> <sub>3</sub> Yes - Mobility impairment	<input type="checkbox"/> <sub>7</sub> Yes - Other, please specify:
<input type="checkbox"/> <sub>4</sub> Yes - Hearing impairment	

**D2. How many people aged 16 and over, including you, live in your household?**

<input type="checkbox"/> <sub>1</sub> 1	<input type="checkbox"/> <sub>4</sub> 4
<input type="checkbox"/> <sub>2</sub> 2	<input type="checkbox"/> <sub>5</sub> More than 4
<input type="checkbox"/> <sub>3</sub> 3	

**D3. [If D2 > 1] Please can you tell me the age, gender and working status of each of the other people in your household who are aged 16 and over?**

		Adult 2	Adult 3	Adult 4	Adult 5	Adult 6
a. Gender	Male	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>
	Female	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>
	Other/Prefer not to say	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>
b. Age	16-24	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>
	25-49	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>
	50-64	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>
	65+	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>
c. Working status	Working full-time (30+ hours a week)	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>	<input type="checkbox"/> <sub>1</sub>
	Working part-time (less than 30 hours a week)	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>2</sub>
	Not working	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>3</sub>
	Retired	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>	<input type="checkbox"/> <sub>4</sub>
	Full time student	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>5</sub>	<input type="checkbox"/> <sub>5</sub>
	Other, please specify:	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>6</sub>	<input type="checkbox"/> <sub>6</sub>

**D4. Would you be willing to participate in further research regarding bus routes and services in Cambridgeshire?**

<input type="checkbox"/> <sub>1</sub> Yes
<input type="checkbox"/> <sub>2</sub> No

**D5. [If D4=1] Please may I take your contact details?** Your name and contact details will be treated in confidence and used only for the purpose stated.

Name:
Email address:
Phone number:

**D6. [If D2 > 1] We are still looking for [gender] aged [age], [working status] to complete our survey, to ensure we get good representation from all types of people living in the area. Would [adult x] be willing to complete this interview with me?**

<input type="checkbox"/> <sub>1</sub> Yes (thank, close and restart)	<input type="checkbox"/> <sub>2</sub> No (thank and close)
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## Appendix B – Demographic Comparison Tables

**Demographic Comparison Tables**

The 619 people who answered the question on the types of journeys they would make on the proposed new bus service should have been asked how often they would travel on the service and what time of day they would travel on it. Unfortunately, due to an error in the CATI routing script, a small subset of these people were not asked: 78% (n=483) answered the first of these two questions; and 70% (n=432) answered the second. Comparing the profile of those who answered these two questions (in terms of gender, age, SEG and working status) against the profile of those that should have answered, shows very little difference

**Should have answered Q6 and Q7**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	255	41.2	41.5	41.5
	Female	360	58.2	58.5	100.0
	Total	615	99.4	100.0	
Missing	System	4	.6		
Total		619	100.0		

**Actually answered Q6**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	198	41.0	41.2	41.2
	Female	283	58.6	58.8	100.0
	Total	481	99.6	100.0	
Missing	System	2	.4		
Total		483	100.0		

**Actually answered Q7**

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	181	41.9	42.1	42.1
	Female	249	57.6	57.9	100.0
	Total	430	99.5	100.0	
Missing	System	2	.5		
Total		432	100.0		

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 24	41	6.6	6.6	6.6
	25 to 49	231	37.3	37.4	44.0
	50 to 64	154	24.9	24.9	68.9
	65+	192	31.0	31.1	100.0
	Total	618	99.8	100.0	
Missing	System	1	.2		
Total		619	100.0		

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 24	32	6.6	6.6	6.6
	25 to 49	178	36.9	36.9	43.6
	50 to 64	131	27.1	27.2	70.7
	65+	141	29.2	29.3	100.0
	Total	482	99.8	100.0	
Missing	System	1	.2		
Total		483	100.0		

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 to 24	31	7.2	7.2	7.2
	25 to 49	164	38.0	38.1	45.2
	50 to 64	116	26.9	26.9	72.2
	65+	120	27.8	27.8	100.0
	Total	431	99.8	100.0	
Missing	System	1	.2		
Total		432	100.0		

		'SEG'			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	'AB'	348	56.2	56.8	56.8
	'C1C2'	172	27.8	28.1	84.8
	'DE'	93	15.0	15.2	100.0
	Total	613	99.0	100.0	
Missing	System	6	1.0		
Total		619	100.0		

		'SEG'			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	'AB'	277	57.3	57.7	57.7
	'C1C2'	128	26.5	26.7	84.4
	'DE'	75	15.5	15.6	100.0
	Total	480	99.4	100.0	
Missing	System	3	.6		
Total		483	100.0		

		'SEG'			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	'AB'	249	57.6	58.0	58.0
	'C1C2'	116	26.9	27.0	85.1
	'DE'	64	14.8	14.9	100.0
	Total	429	99.3	100.0	
Missing	System	3	.7		
Total		432	100.0		

		Working Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working	393	63.5	63.9	63.9
	Retired	150	24.2	24.4	88.3
	Other	72	11.6	11.7	100.0
	Total	615	99.4	100.0	
Missing	System	4	.6		
Total		619	100.0		

		Working Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working	314	65.0	65.4	65.4
	Retired	108	22.4	22.5	87.9
	Other	58	12.0	12.1	100.0
	Total	480	99.4	100.0	
Missing	System	3	.6		
Total		483	100.0		

		Working Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working	286	66.2	66.7	66.7
	Retired	87	20.1	20.3	86.9
	Other	56	13.0	13.1	100.0
	Total	429	99.3	100.0	
Missing	System	3	.7		
Total		432	100.0		

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