

Attitudes to public transport

Research brief

Note: this is a fictitious study devised specifically for training purposes. It does, however, represent the type of research briefs commonly received by the QRU at NatCen.

This study has been commissioned by the **Department for Transport** who want to find out more about the public's current perceptions of public transport in order that they can understand how to encourage people to use it more. The findings will be used to inform the development of future initiatives to encourage greater use of public transport.

The study aims to explore in some detail people's current opinions and usage of the public transport system. This includes gaining an understanding of when, how and why people use public transport and their experiences of doing so. Understanding of how public transport is managed and planned is also sought, and suggestions for how it might change in the future.

Sample design

50 in-depth interviews will be conducted with a cross-section of the adult (16+) population drawn from different geographical locations. People of different ages, gender and socio-economic backgrounds will be included. A secondary sampling criteria will be to include people who are frequent, infrequent and non-users of public transport. In-depth interviews will last approximately one-and-a-half hours.