

Attitudes to public transport

Aims and objectives

The central objective of this study is to explore attitudes to and experiences of public transport. The findings will be used to inform the development of initiatives to encourage greater use of public transport.

Main objectives to explore:

- current use of public and other forms of transport
- attitudes to and experiences of public transport
- facilitators and barriers to using public transport
- awareness of transport planning and policy

Introduction

Aim: To introduce the research and set the context for the proceeding discussion.

- Introduce self and NatCen
- Introduce the study: who it is for, what it is about
- Talk through key points:
 - purpose & length of interview
 - thank you payment
 - voluntary nature of participation and right to withdraw
 - recording of interview
- Confidentiality, and how findings will be reported
- Any questions

1. Background and personal circumstances

Aim: To introduce respondent and highlight any key background issues that might influence their attitude towards public transport.

- Household circumstances (*whether living alone or with others*)
- Area they live in
 - rural / urban
 - local transport links
- Main daytime activity
 - whether working or not
 - details
- Whether car owner or not

2. Experiences of public & other forms of transport

Aim: to establish experiences of public & other forms of transport, what they use, when and why

- Map transport used during a typical week (*prompt for types of transport e.g train, car, bus, tube, coach, foot and explore attitudes towards experience*)
 - how often
 - purpose and length of journey
 - time of day
 - reasons for choosing that type of transport
- Transport used less frequently, not discussed above (*prompt for types of journey e.g long distance travel, visiting family etc*)
 - how often
 - purpose and length of journey
 - reasons for choosing that type of transport
- Transport rarely or never used
 - why not

3. Attitudes towards public transport

Aim: To establish facilitators/barriers to use of public transport. To explore their preferences for different types of transport and why

- Views of advantages/ disadvantages of using public transport
- Views about the following features of public transport
 - convenience; access; availability
 - cost
 - frequency / reliability
 - comfort e.g cleanliness / over crowding
 - behaviour of transport staff & other users
 - safety
 - environmental reasons
 - availability of information
- Views of car usage versus public transport & reasons why
 - Personal experiences of using cars, probe fully

4. Awareness of transport planning / policy

Aim: to explore respondent's understanding of transport planning and policy

- Explore awareness of any changes in local/national public transport system in recent years
(Link to public transport discussed in Section 2 and probe for route changes, timetable changes, fare changes, and vehicle stock changes)

For each change mentioned explore:

- attitudes towards changes – positive/negative
- awareness of organisation/s behind changes
- awareness of reasons for changes
- impact on respondent / transport system in general
- Explore involvement in any transport consultations – experiences of / attitudes towards
- Explore knowledge of local transport planning / policy in general

5. Future role of public transport

Aim: to explore suggestions for how public transport might change in the future. What improvements could be made that would promote use of public transport

- Public transport in the future
 - explore ways in which respondent thinks public transport will change
 - explore attitudes towards these perceived changes – positive or negative
- Improvements in public transport
 - suggestions for ways in which public transport could be improved
 - what aspects of the public transport they consider are most in need of change
 - improvements that would increase the respondent's use of public transport
- Any other issues they would like to raise

Next steps

- Thank the participant. Check whether they have any remaining questions about the research.
- Reassure them about confidentiality and anonymity.
- Give the £20 thank you for taking part
- Ask if they would like to be informed of the outcomes of the research (take e-mail address if that is their preferred way of being informed)