Tactran

Quantitative Research
Taylor McKenzie
November 2022

Project Background

The Tayside and Central Transport Partnership (Tactran) welcomes the ambitious objectives and targets set out in both Scotland's National Transport Strategy 2 (NTS2) and the 2018 – 2032 Climate Change Plan (CCP) to address climate change and, the commitment to reduce car kilometres by 20% by 2030

This needs to be reflected in the new Regional Transport Strategy being developed for Angus Council, Dundee City Council, Perth and Kinross Council and Stirling Council

Tactran is seeking to undertake engagement with representative members of the public to inform policy development (i.e. the writing of a new Regional Transport Strategy)

This understanding will be used to:

- Determine how the emerging RTS will respond to the scale of change required
- Identify types of measures and/or places for the emerging RTS to focus its policy support
- Inform Councillors and other decision makers of the implications of the policy options when they consider the draft strategy

Project Objectives

Business aim of the research

Understand the views of the public on the scale of change required with regards to transport & travel to achieve the Scottish Government's Climate Change targets.

Key Objectives

- Gather robust data to understand the views of the public on the scale of change required with regards to transport & travel to achieve the Scottish Government's Climate Change targets
- Gauge public opinion on the policy options within the Regional Transport Strategy
- Understand key priorities and challenges relating to changing daily routines in order to address the impact of transport on climate change
- Understand wider issues around transport and identify any opportunities when presenting climate change targets

Research Methodology

Quantitative

4 TACTRAN REGIONS	Suggested sample **	Population*
Perth & Kinross Council	300	151,910
Dundee City Council	300	148,820
Angus Council	200	116,040
Stirling Council	200	94,330
	1,000	**511,100**

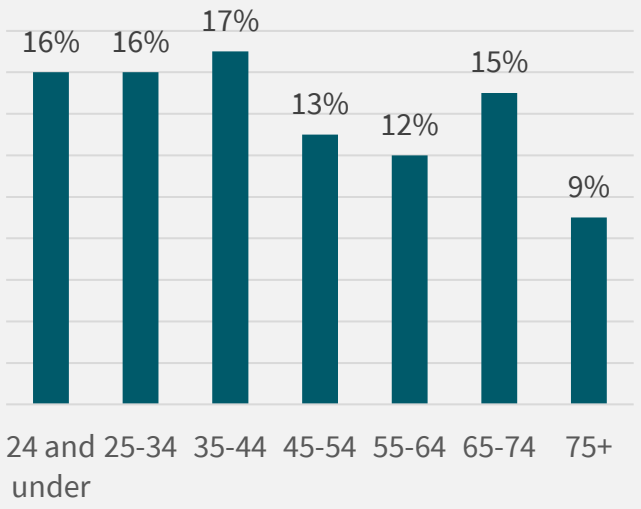
An ‘in street’ interview / CAPI methodology targeting a representative sample of participants who live within the 4 Tactran regions.
The survey was completed by:

1,000 respondents
Aged between 18-75+
A representative mix of those living in Urban & Rural locations, SEG background as well as those from a mix of SIMD quintiles.

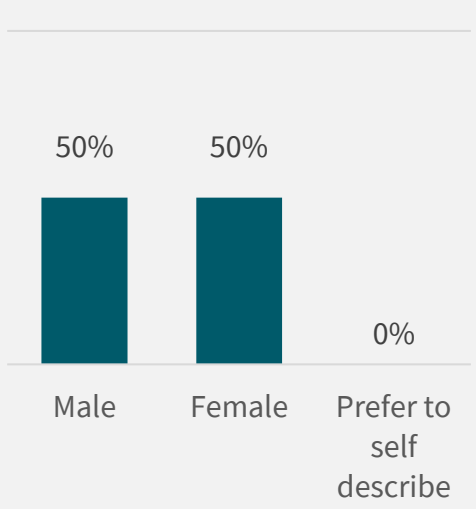
- **CAPI – Computer aided personal interviewing**

Who did we speak to? (1)

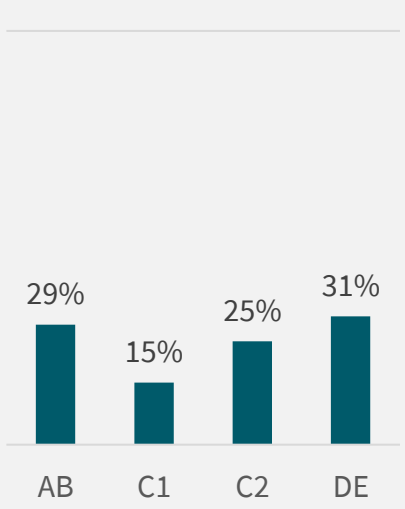
Age



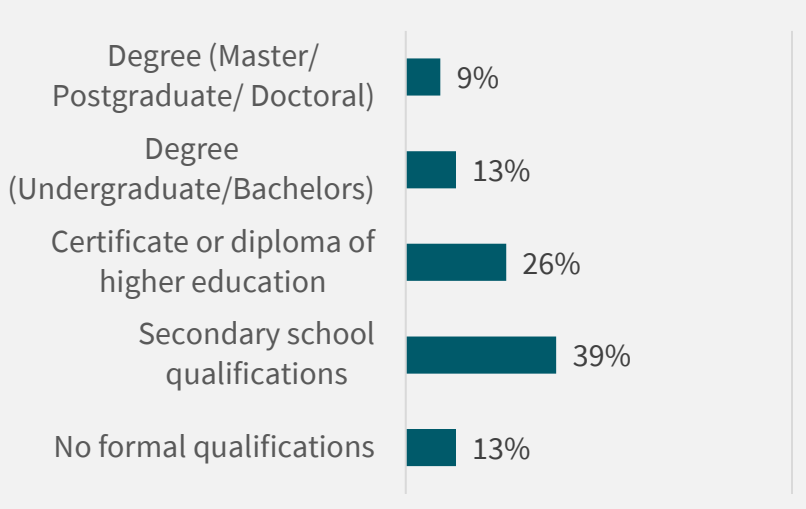
Gender



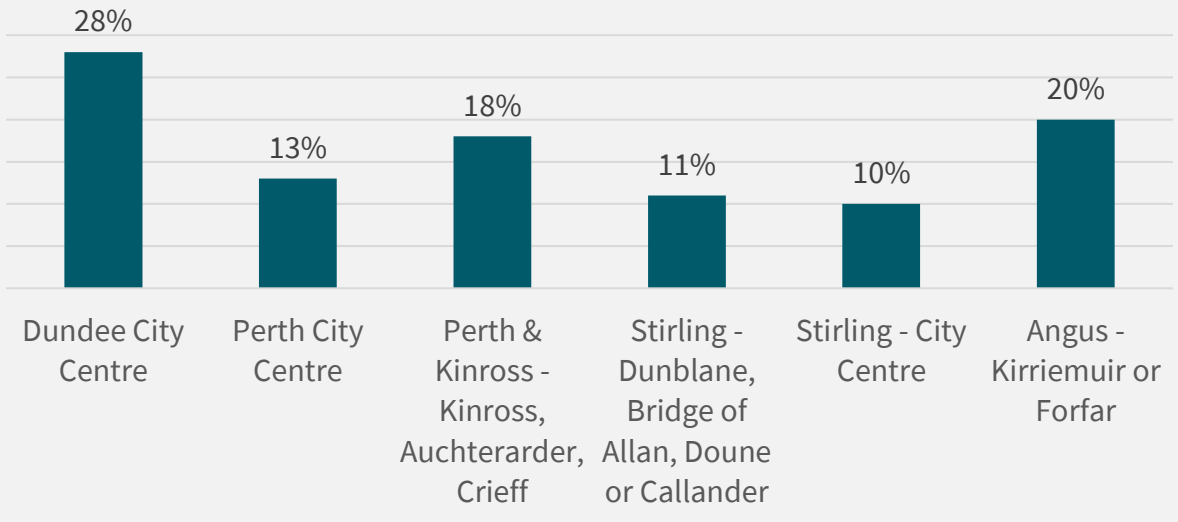
SEG



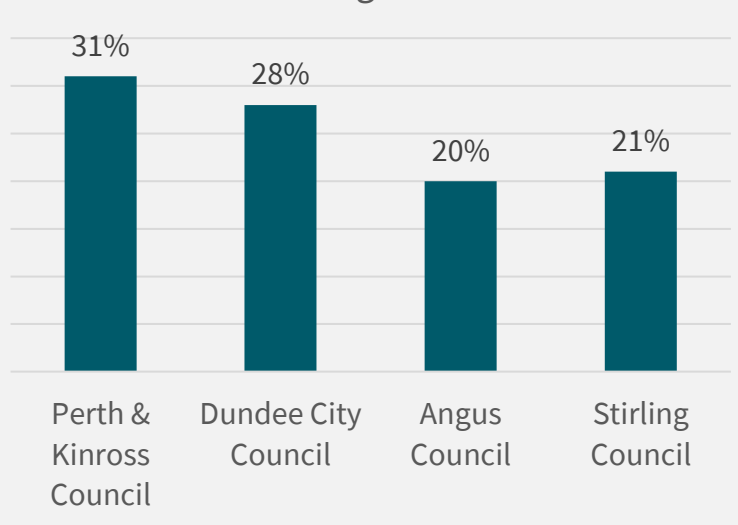
Highest Educational Achievement



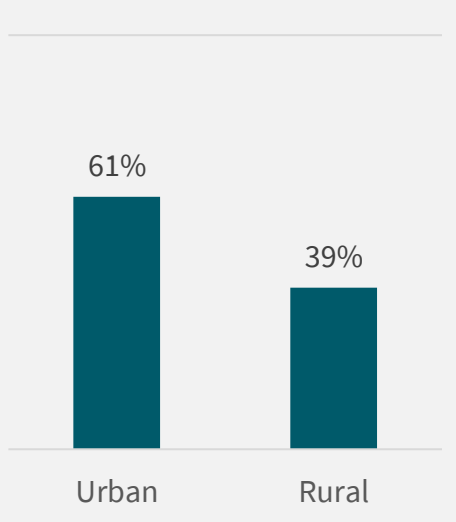
Location



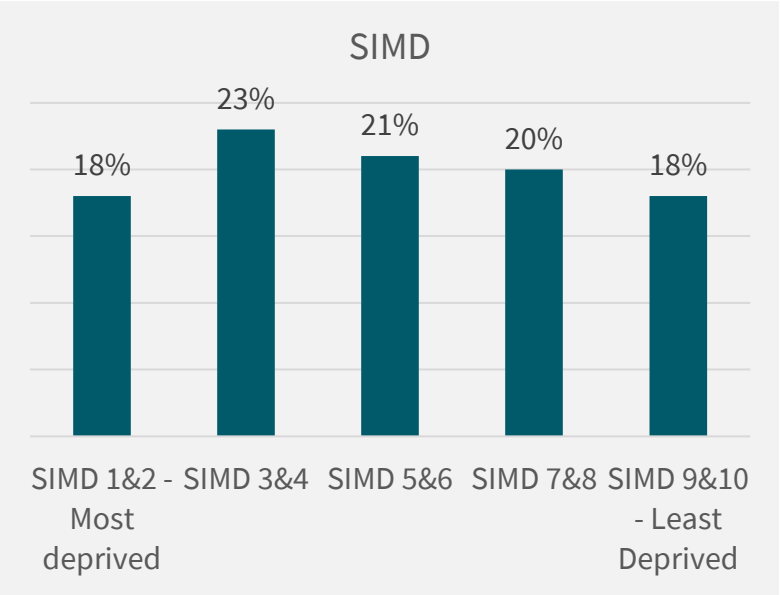
Region

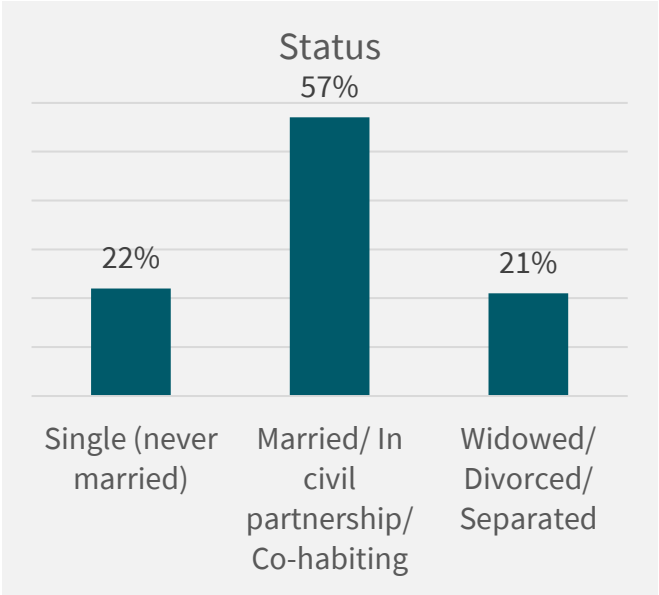


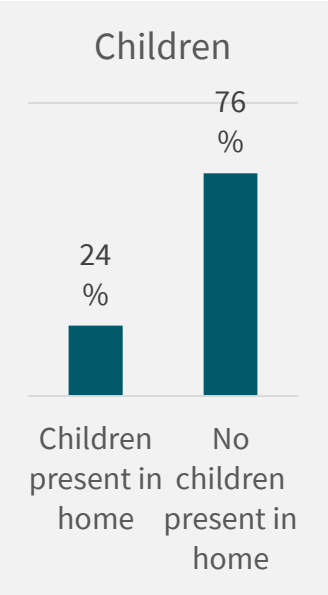
Urban vs. Rural

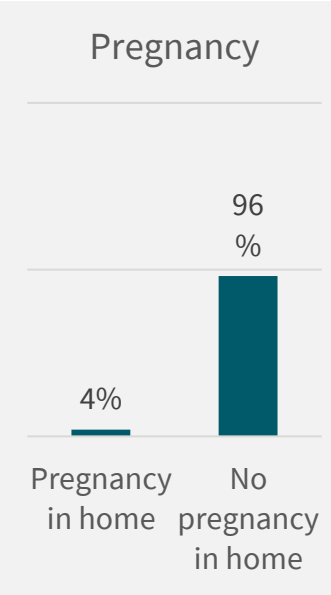


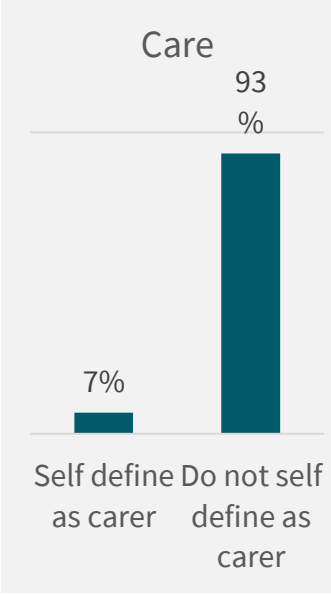
Who did we speak to? (2)

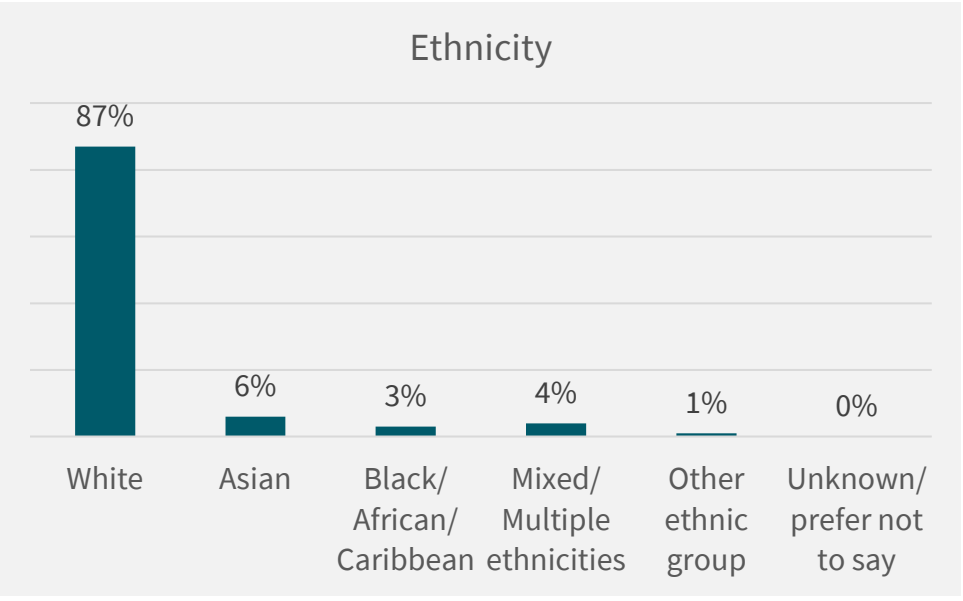


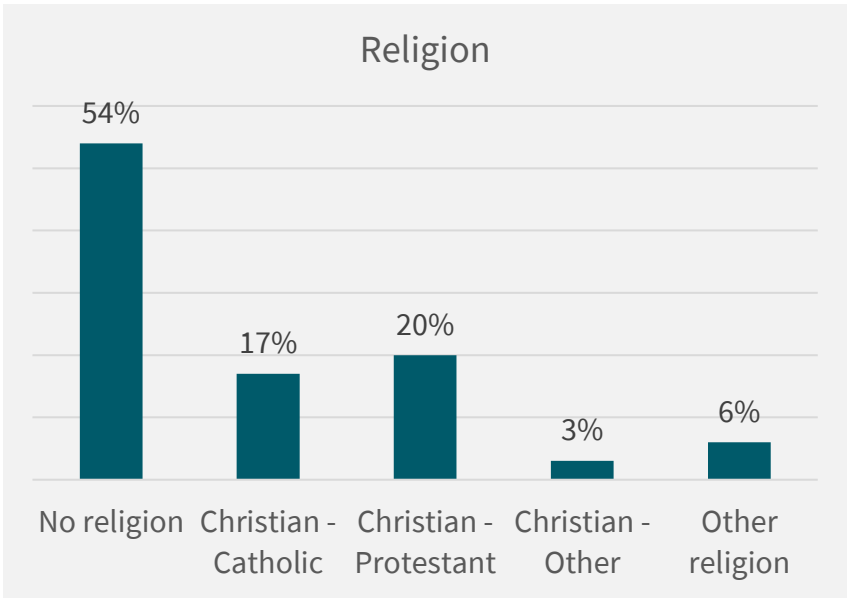


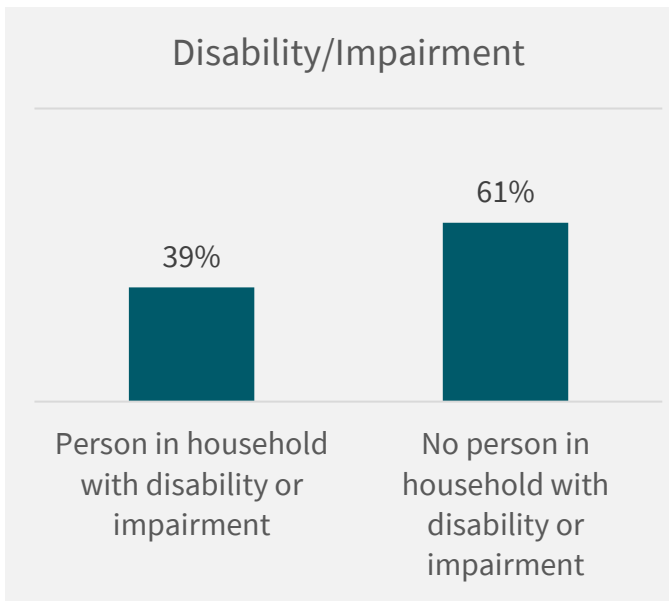












A note about base numbers…

Participants were asked what method of transport they were most reliant on to travel. Car (driver), Bus & walking were the most selected options. As such, some of the base numbers here are very low due to lower levels of reliance on some transport methods overall. Caution is required when interpreting some findings based on this.

Transport Reliant (method most reliant upon)								
Bus	Bicycle	Car (driver)	Car (passenger)	Motorcycle/ Moped/ Scooter	Mobility scooter	Taxi	Train	Walking/On Foot
246	**25**	**502**	**79**	**4**	**8**	**16**	**5**	**117**

QUALITATIVE INSIGHTS

Research Methodology & Who did we speak to? (Qualitative Research)

Ahead of the quantitative survey Taylor McKenzie Research & Marketing Ltd (TMcK) conducted 2 x 90 minute focus groups on teams with a total of 10 respondents.

The main purpose of the qualitative research was to inform the quantitative survey design and ensure the potential future scenarios were understood, but it also produced some interesting insights into peoples attitudes to travel, and the wider 'need for change'.

Sample	Segment	Quota
5 x Participants	**C2DE audience**	• All live within Perth & Kinross, Dundee City, Angus & Stirling Council areas & will include a mix of rural & more urban locations • Mix of age, gender & marital status • Mix of car owners, non owners & public transport users
5 x Participants	**ABC1 audience**	

Current transport usage and perceptions of travel options

Current Usage

Main transport used:

- Cars
- Taxis
- Walking
- Trains
- Cycle Bikes

Some of the audience are using public transport (trains and buses) to make short journeys into local towns or for longer journeys (e.g. trips to Glasgow).

"I mainly use my car because of the convenience" (John, C2DE)

"The main issues is I live 3 miles from the nearest bus stop, so most of my journeys have to start with the car!" (Donna, ABC1)

Perceptions of transport / barriers to usage

Generally the perception of public transport is very negative (particularly local bus travel), this is mainly due to:

- Cancellations/late services
- Strikes
- Poor conditions (dirty etc.)
- Lack of connectivity between areas

Most feel that if bus services improved, they would be open to using them more. However, in their current state buses are not seen as a desirable or practical option if they can be avoided.

"I prefer the trains, its so much easier, you can just go to trainline and type in A to B and there your times. I feel like trying to figure out a bus route is a lot more difficult" (Lyle, ABC1)

"I avoid the bus and take the car because of the terrible bus service and the cancelations, being rural the bus service is very very poor" (Sandra, C2DE)

Potential changes to public transport usage

Increased spend on infrastructure and the introduction of ‘better buses’ (cleaner, more comfortable) are seen to have a positive impact on the potential uptake of public transport usage.

There are also personal motivations to increase public transport use. Many feel that there will be a positive impact on their health as more walking is involved with public transport compared with jumping in the car. The financial impact of having a car is also a concern for the audience, with many feeling that electric buses will be a cheaper alternative to travel due to increasing fuel prices.

However, most feel that unless there is a significant improvement to services and overall transport coverage they are unlikely to be able to increase their usage in any practical sense.

> “I am getting older, I don’t know how much longer I will be driving for so I know that I will need to start using the bus more. But also I think it’s a good thing for health reason to get more active when traveling” (Sandra, C2DE)

> “I think in the future things will become more electric, we see these electric buses and people can afford them more than other transport.” (Kayleigh, C2DE)

Improvements to public transport is likely to increase the viability of this to more people, thus potentially increasing usage. But seeing is very much believing. People want to see tangible improvements in the public transport systems on their doorstep before the believe things are getting better.

The case for change

There is a general feeling that if change has to happen it will happen…

Most feel that over the last few years there has been a natural progression of changes which these proposals fit in to, specifically regarding reducing emissions and a drive for public transport first (specifically in larger cities).

Those who live in rural areas feel that it is important that sustainable transport leaves no one behind, rural areas are less connected currently and these people need to know they will not be disconnected.

Improvements are seen to be positive, however there is scepticism about the reality of these proposals. Many feel that they would be reluctant to reduce car usage as the reliability of public transport is a significant concern, currently this does not feel like an equal switch, regardless of the positive impact on the environment.

The main motivators for change are affordability and reliability of service, the audience want to be incentivised to make changes, the current service offered is not enough to encourage usage.

"I think this is the ways its naturally progressing"
(Magnus, C2DE)

"I think if they are going to improve the busses and trains it will help, I think if it was reliable people would use the bus to get to places. But the unpredictability of transport is the problem"
(Sandra, C2DE)

"These are the countries we need to look to, who have the integrated public transport, like Copenhagen, and places like that, its totally integrated public transport, it's cheap, it's clean, it's reliable, it's frequent. They are miles ahead of us, but we can look to them for best practice "
(Rebecca, ABC1)

"If they offered vouchers or points, something that you could feel like your getting something back from"
(Harrison, ABC1)

In order to increase public transport usage the audience need to feel motivated to make changes, the current transport systems available to them are not motivating enough to increase use. However, improved systems as well as clear benefits for the user will help encourage more uptake.

Understanding the scenarios

The audience were shown 3 different scenarios and asked to consider how ‘fair’ these were to them and others in their community…

A - Facilitate Car based travel

Encourage and enable driving. Invest in roads so less public transport. But electric and low emission vehicle use, and ownership will be encouraged.

B - Encouraging travelling differently with existing options

People will be encouraged to walk and cycle more to local facilities. And use existing bus and train services to access the towns and cities. Increases in parking charges would help encourage this shift.

People will be encouraged to car share, and travel less through home-working etc

C - Enforcing change and providing more options

Restrictions on taking cars into town centres, and road user charging will discourage car use where there are alternatives.

The charging will help provide more, and affordable, buses and trains which people will be expected to use where they are available.

More shared transport options such as car clubs and bike hire exist so people don’t need to own a car.

More space in our towns and cities will be given over to enabling them to be more attractive places to walk and cycle around.

*more detailed overviews were provided during the sessions

The scenarios were broadly supported. There is acceptance that there needs to be more change, particularly from an environmental perspective.

BUT:
There is concern that reducing cars in towns will reduce the footfall to local facilities which are already struggling. It is seen as more acceptable in large cities but not within smaller town centres/rural areas.

Encouraging active travel is also seen as a good thing to implement, however the practicality of this was questioned – it is not an option for all.

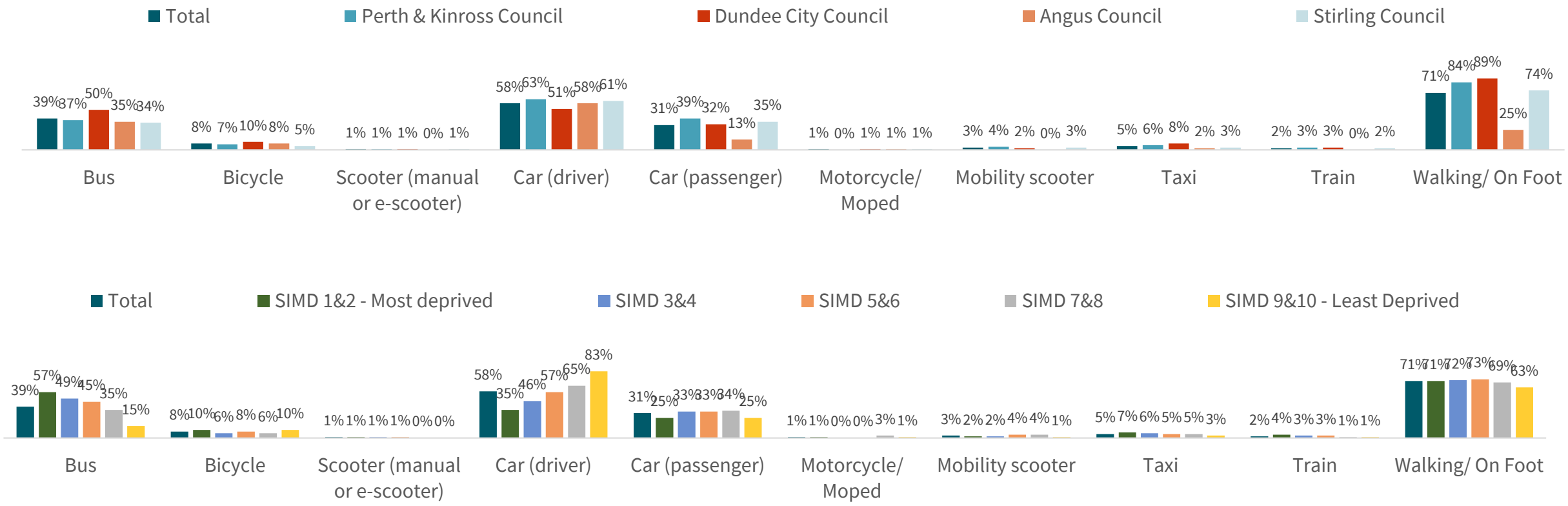
Existing public transport is the main barrier to full acceptance ofmore drastic changes (scenario C)… The vast majority felt that the way that public transport is currently run is poor. It is challenging for them to see a future where this isn’t the case. Limitations in service, cancellations, lack of reliable transport are all still significant barrier to current usage. **The question that need to be addressed is: How will this be different in the future?**

SECTION 1:

Transport Usage

Transport Usage

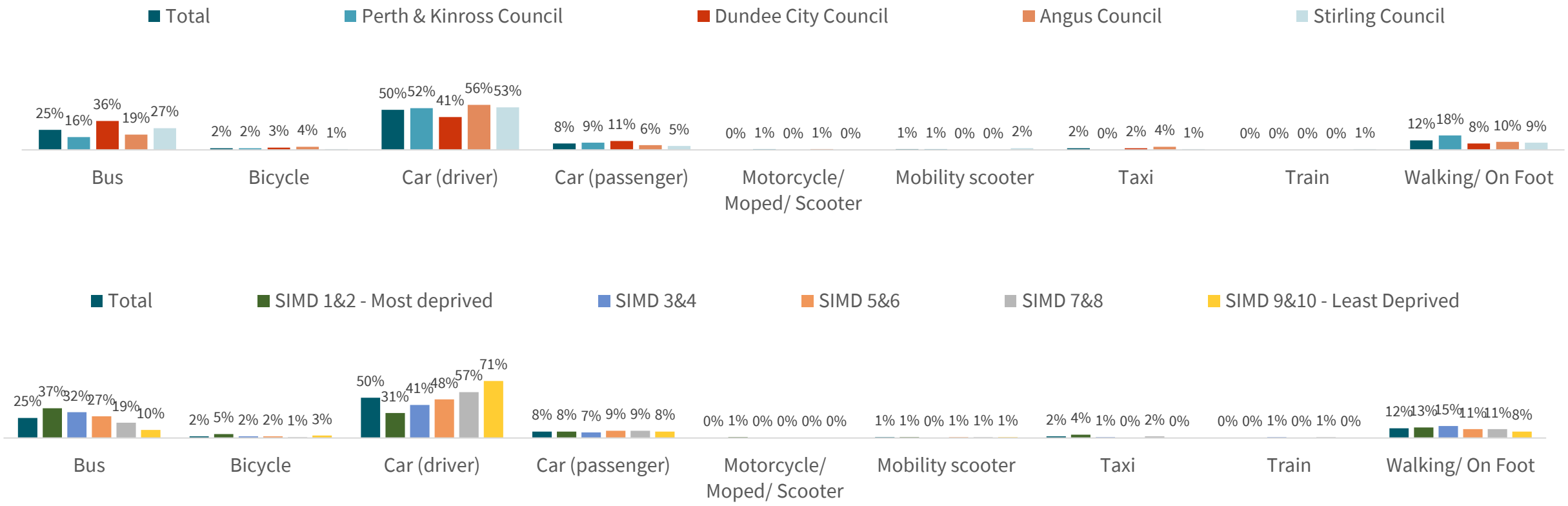
Weekly+ Users Of Transport Modes



Almost 3 out of 4 people (71%) walk as a mode of transport at least once a week and this is more common in the Perth and Kinross and Dundee City council areas. Of motorised transportation modes, the car (as driver) is most frequently used (with usage increasing as we go up the SIMD bands). The bus is the most frequently used means of transport (after walking) for those in the most deprived SIMD classification.

Transport Reliance

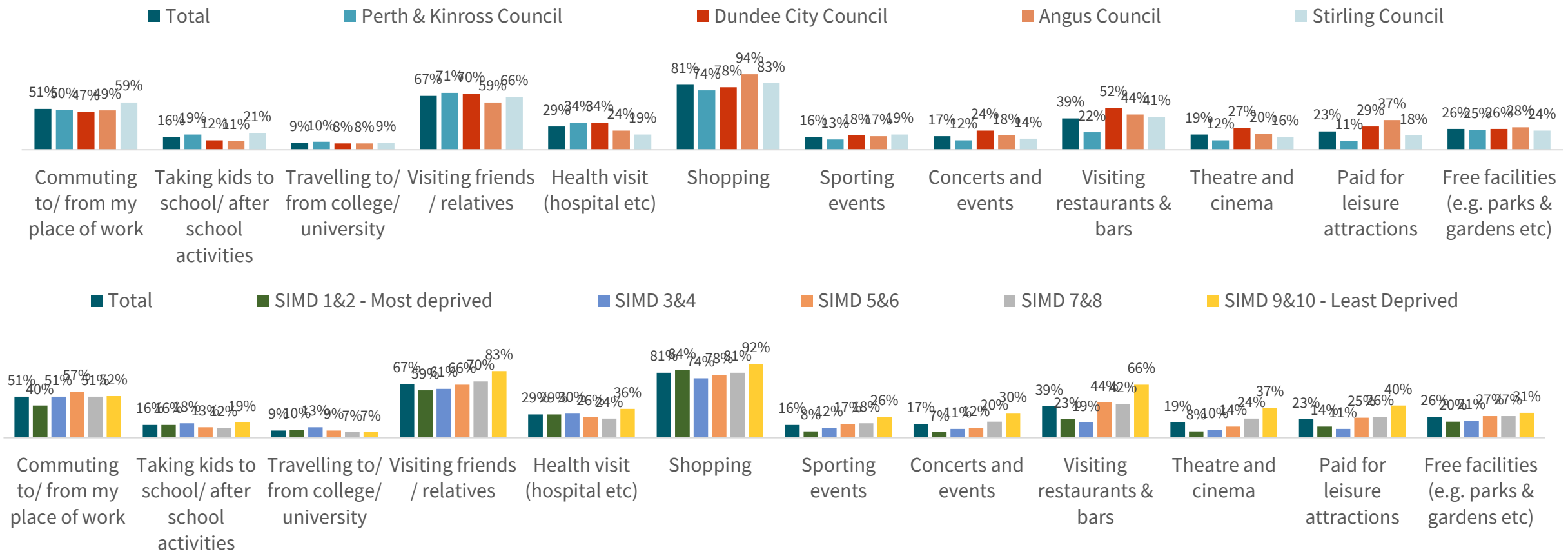
Transport Reliant (mode of transport on which respondent is most reliant)



People are most reliant on using a car as driver. People in Dundee City are more likely than the norm to be reliant on the bus, as are those in the most deprived (SIMD 1&2 and SIMD 3&4) SIMD bands

Regular Journey Types

Journeys Undertaken Regularly



Shopping trips are the most regularly undertaken journey type (81%), followed by visiting family and friends (67%). Both these trip types increase as SIMD band increases. The most deprived SIMD band are significantly less likely to regularly be commuting to/from work.

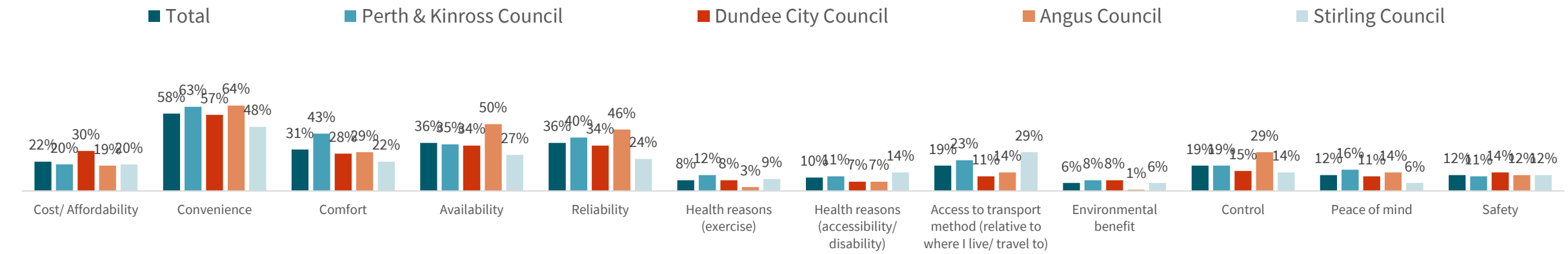
Distance Travelled (Most Frequent Journey)

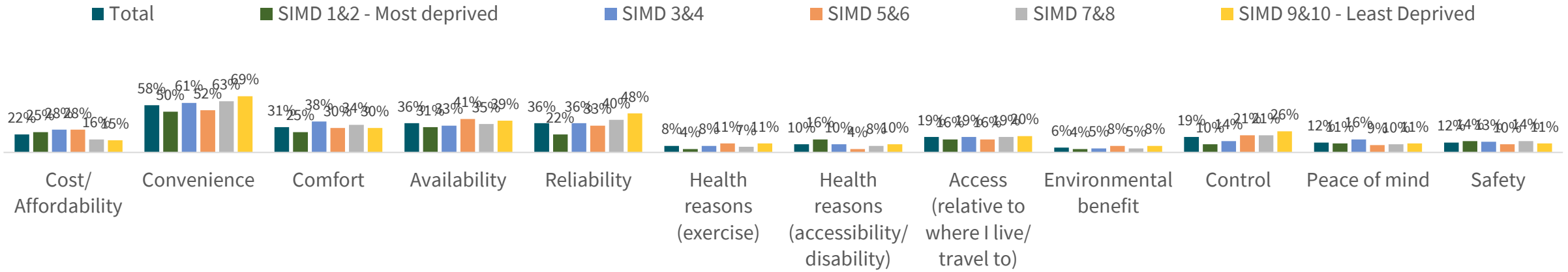
Single Journey Distance

On average, a distance of 8.6 miles is travelled on the most frequent journey type but there are differences by region – a longer average distance (10.9 miles) in Angus compared to 6.6 miles in Dundee City. Those in SIMD 1&2 travel, on average, a shorter distance (7.3 miles) than those in less deprived bands

Drivers of Transport Usage (by area and SIMD)

Main Reasons for Choosing to Travel By Most Reliant Transport Method

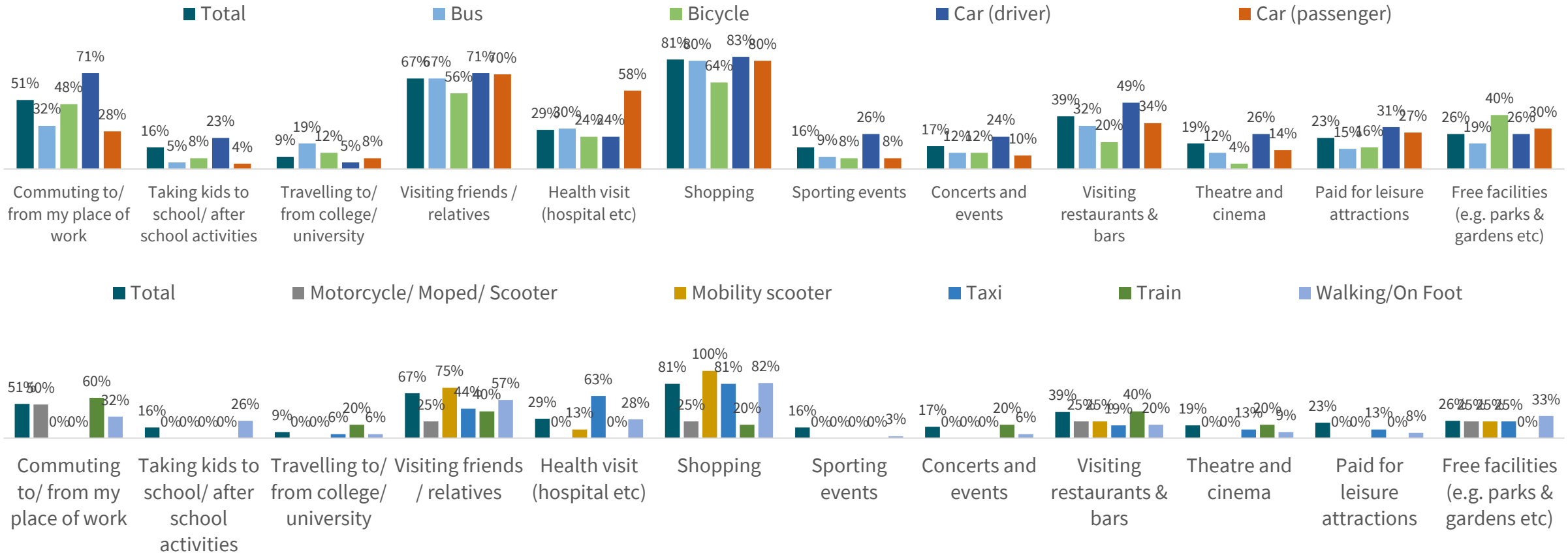




Convenience is the key driver of transport usage generally (58% citing this as a main reason) and is especially key for those in less deprived SIMD bands

Regular Journey Types by Most Reliant Transport Method

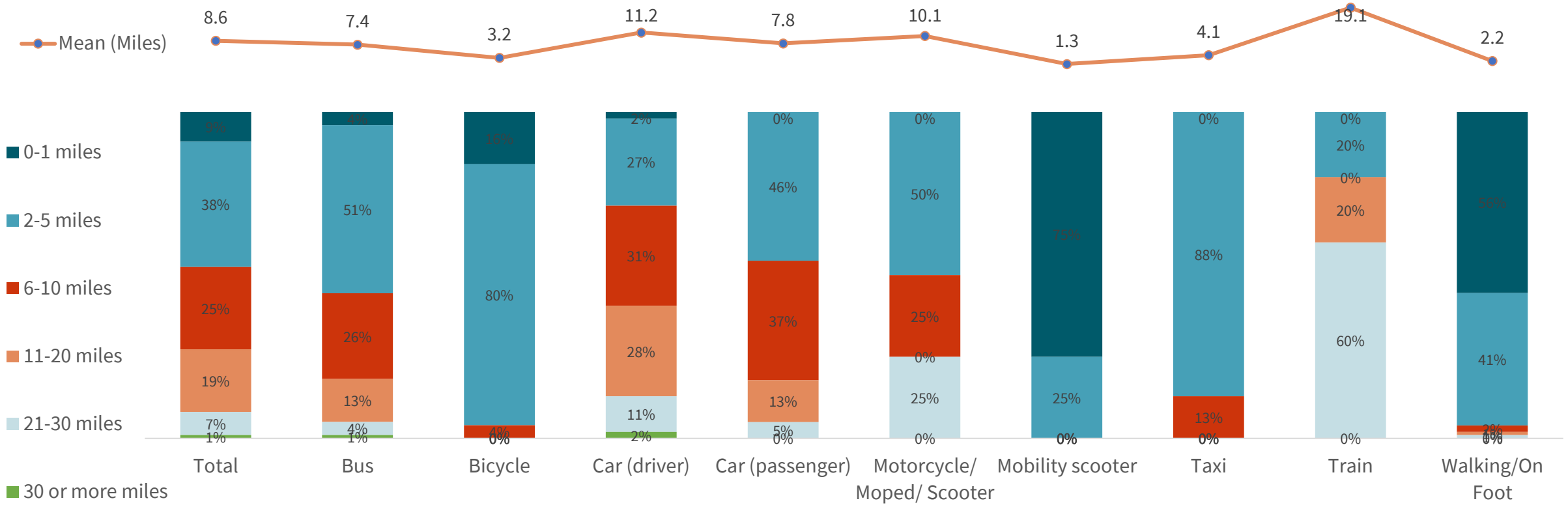
Journeys Undertaken Regularly – Breakdown by Most Reliant Transport Method



Commuting is more likely than the norm to be undertaken by car or by train. Shopping is more likely than average to be a regular journey for those reliant on a mobility scooter. Visiting friends/family or shopping are less likely than average to be regular journey types made by those reliant on a bicycle

Distance Travelled (Most Frequent Journey) by Most Reliant Transport Method

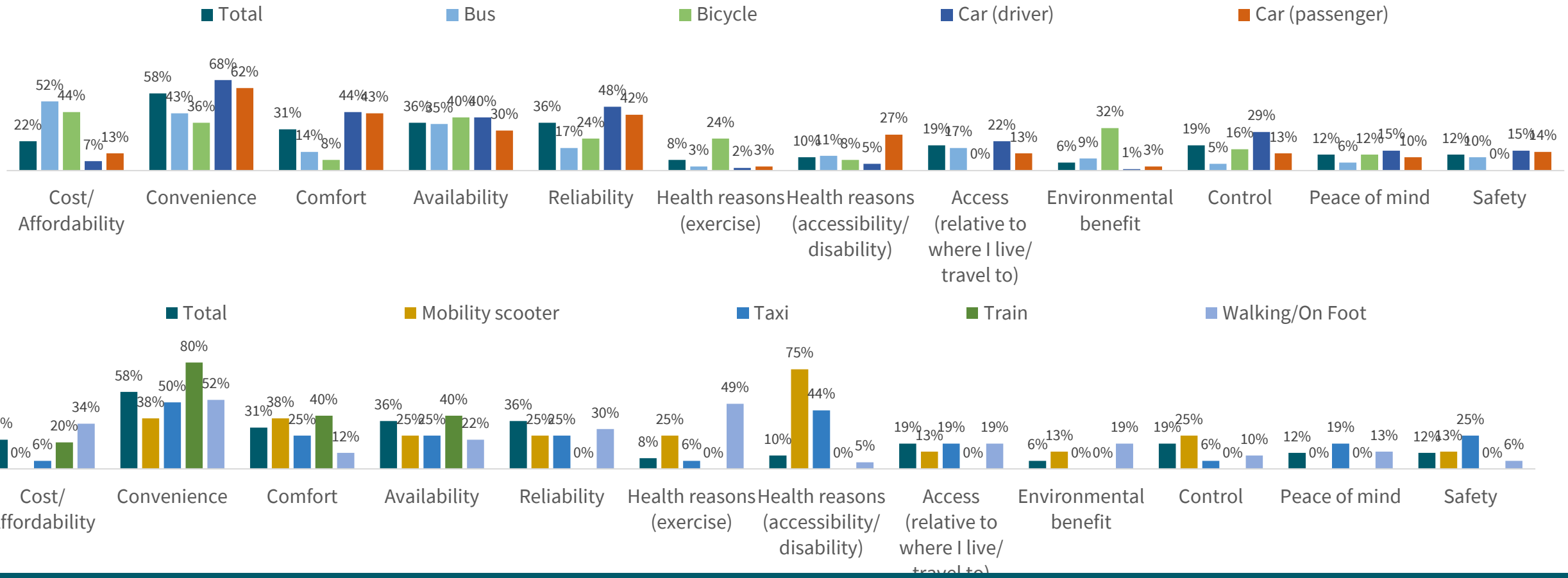
Single Journey Distance – Breakdown by Most Reliant Transport Method



The longest average distances are carried out by those reliant on the train (19.1 miles on average)

Drivers of Transport Usage (by transport type)

Main Reasons for Choosing to Travel By Most Reliant Transport Method



Just 6% mention the environmental benefit as a key reason for their main transport method but this rises to 32% for those primarily using a bicycle. Convenience is more likely to be a key driver than the norm for those reliant on a car or the train. Car users are also more likely to cite reliability. Health reasons are more mentioned for those using a mobility scooter and health (in the form of exercise) for those walking

SECTION 2:

Importance of Objectives

The way that we travel is going to change significantly over the next 10 years. This is due to targets set by the government that mainly centre around the environment. Here are some of the broad targets that have been set across a number of areas:

(Objectives)

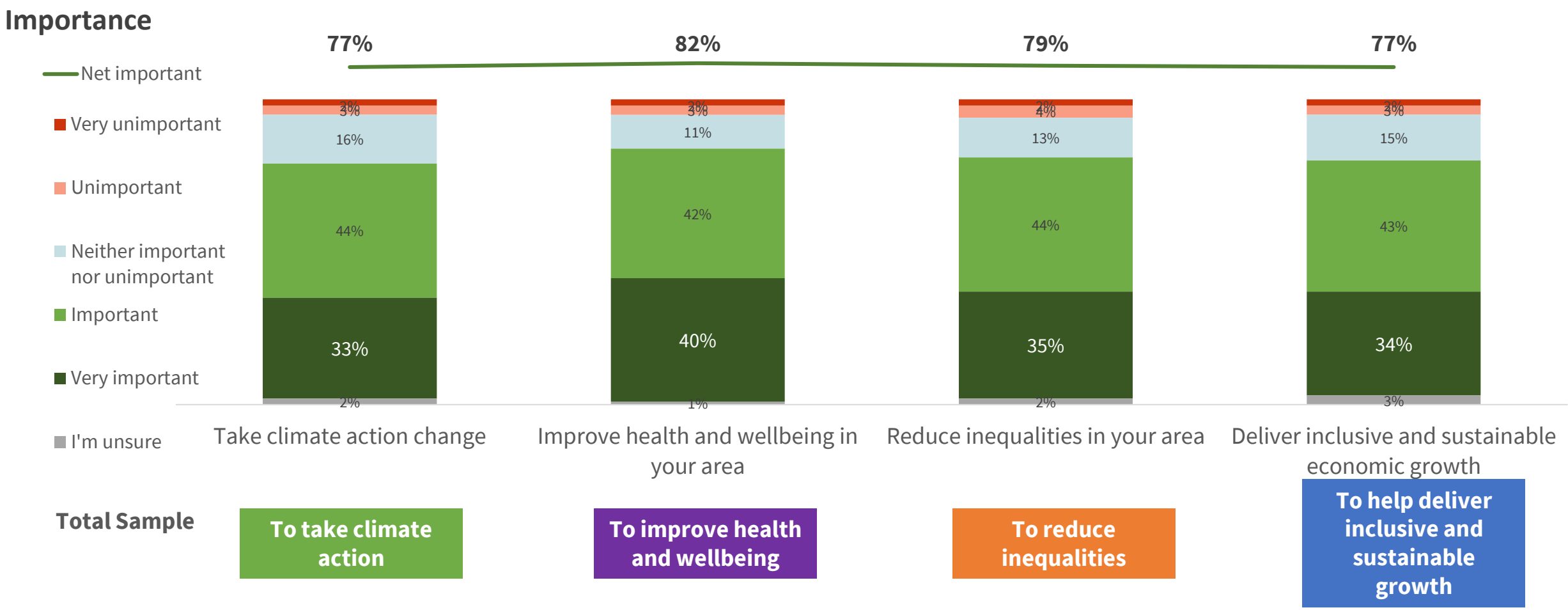
- Take climate action: Reduce greenhouse gas emissions, shift to sustainable modes of travel, reduce car mileage, ensure transport network resilience.

- Improve health and wellbeing: Reduce fatalities & injuries, Improve air quality, improve ability for older people and disadvantaged communities, improve ability for the most vulnerable to access social activities, increase levels of physical activity.

- Reduce inequalities: Improve ability for young people, and disadvantaged & rural communities to access jobs, education and services.

- Help deliver inclusive and sustainable economic growth: Reliable inter and intra-regional journey times, Improve ability for young and disadvantaged communities to access jobs, education and training.

Importance of Objectives



All 4 objectives are deemed important by at least 4 out of 5 people in the area, with improving health and wellbeing being viewed as most important

Objectives – Importance by Region

Full breakdown by other groups of interest available in Excel appendix

		To take climate action	To improve health and wellbeing	To reduce inequalities	To help deliver inclusive and sustainable growth
Index vs Total Sample % Very Important	Very important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	Total %	33%	40%	35%	34%
Region	Perth & Kinross Council	58	55	66	68
	Dundee City Council	124	108	86	94
	Angus Council	158	158	180	176
	Stirling Council	79	98	91	85
Index vs Total Sample % Important	Important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	Total %	77%	82%	79%	77%
Region	Perth & Kinross Council	67%	68%	70%	66%
	Dundee City Council	84%	84%	78%	79%
	Angus Council	87%	97%	95%	94%
	Stirling Council	72%	85%	79%	74%

Residents in the Angus Council Area are more likely than the norm to place importance on all objectives and those in Dundee City to place importance on taking climate change action

Objectives – Importance by SIMD

Full breakdown by other groups of interest available in Excel appendix

Index vs Total Sample % Very Important	Very important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	Total %	33%	40%	35%	34%
SIMD	SIMD 1&2 - Most deprived	94	93	94	91
	SIMD 3&4	73	85	91	82
	SIMD 5&6	103	108	103	97
	SIMD 7&8	97	90	94	100
	SIMD 9&10 - Least Deprived	148	123	117	141

Index vs Total Sample % Important	Important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	Total %	77%	82%	79%	77%
SIMD	SIMD 1&2 - Most deprived	66%	81%	80%	74%
	SIMD 3&4	76%	82%	81%	76%
	SIMD 5&6	79%	82%	80%	74%
	SIMD 7&8	76%	83%	81%	76%
	SIMD 9&10 - Least Deprived	87%	85%	79%	89%

All objectives are relatively more important to SIMD 8&9 compared to other SIMD bands

Full breakdown by other groups of interest available in Excel appendix

Objectives – Importance by Transport Method on which Most Reliant

		To take climate action	To improve health and wellbeing	To reduce inequalities	To help deliver inclusive and sustainable growth
Index vs Total Sample % Very Important	Very important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	Total %	33%	40%	35%	34%
Transport Reliant (method most reliant)	Bus	82	90	86	76
	Bicycle	133	100	114	129
	Car (driver)	109	110	106	115
	Car (passenger)	124	98	91	100
	Motorcycle/ Moped/ Scooter	76	63	71	74
	Mobility scooter	39	33	37	38
	Taxi	94	95	109	74
	Train	121	150	171	176
	Walking/On Foot	94	83	109	88

*Caution: low base numbers on some transport methods

The importance on taking climate action is higher for those reliant on the car as a passenger or reliant on a bicycle. Those primarily using a bicycle are also more likely than the norm to rate delivering inclusive and sustainable economic growth as very important. Train passenger rate the importance of all objectives more highly than the norm

Full breakdown by other groups of interest available in Excel appendix

Objectives – Importance by Transport Method on which Most Reliant

		To take climate action	To improve health and wellbeing	To reduce inequalities	To help deliver inclusive and sustainable growth
Index vs Total Sample % Very Important	Very important	Take climate action change	Improve health and wellbeing in your area	Reduce inequalities in your area	Deliver inclusive and sustainable economic growth
Total	**Total %**	**77%**	**82%**	**79%**	**77%**
Transport Reliant (method most reliant)	**Bus**	73%	86%	81%	74%
	Bicycle	88%	80%	80%	72%
	Car (driver)	80%	84%	81%	79%
	Car (passenger)	71%	74%	78%	75%
	Motorcycle/ Moped/ Scooter	50%	50%	50%	50%
	Mobility scooter	38%	63%	51%	51%
	Taxi	69%	94%	76%	75%
	Train	100%	100%	100%	100%
	Walking/On Foot	78%	75%	74%	78%

*Caution: low base numbers on some transport methods

SECTION 3:

Support for Measures

Introduction for Respondents

To hit or better the interim climate change and child poverty targets by 2030, a significant change in transport delivery and behaviour is required. This will likely mean:

- Significant change in travel habits for individuals and businesses. e.g. shifting away from car usage to more environmentally friendly transport methods such as public transport & active travel.

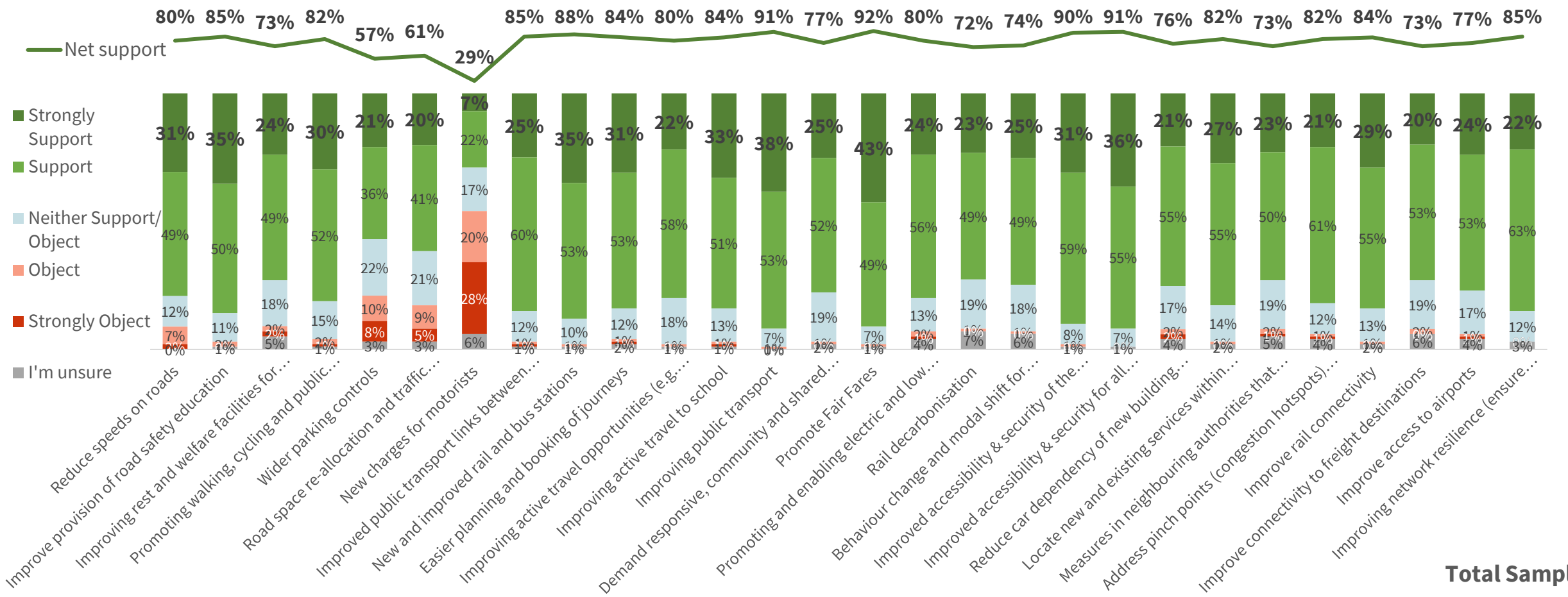
- Additional finances (public and private) must be found to improve active travel opportunities and public transport services which enable people to switch from car usage.

- Disincentivising private car use for those who have alternative travel options available.

- The location of services and new development must not be car dependent so as not to add to the problem. All public agencies will also have to consider how to provide services within liveable / 20min neighbourhoods to reduce travel and improve access for everyone.

- Commercial public transport services alone may not sufficiently support both modal shift and social inclusion objectives. Local authorities may need to consider powers available in the Transport (Scotland) Act 2019. Alternatives to providing subsidised public transport should also be considered, for example, empowering remote communities to develop and deliver their own transport solutions aligned to their needs.

Support for / Objection to Measures



Total Sample

4 of the measures garner almost universal support (90%+). These are: Promote Fair Fares, Improving public transport, Improved accessibility & security for all across public transport and Improved accessibility & security of the street environment. The only measure which is NOT supported is 'new charges for motorists' which 48% of people object to. However, more than 1 in 10 object to Wider parking controls (18% objecting) and Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes) (14% objecting)

Measures - Support by Region (% supporting)

Full breakdown by other groups of interest available in Excel appendix

% Supporting	Total % Supporting	Region			
Support		Perth & Kinross Council	Dundee City Council	Angus Council	Stirling Council
Promote Fair Fares	92%	86%	91%	97%	93%
Improving public transport	91%	86%	94%	98%	89%
Improved accessibility & security for all across public transport	91%	89%	95%	94%	87%
Improve provision of road safety education	85%	83%	92%	93%	72%
New and improved rail and bus stations	88%	83%	89%	94%	89%
Improving active travel to school	84%	80%	84%	94%	85%
Reduce speeds on roads	80%	77%	83%	92%	64%
Easier planning and booking of journeys	84%	83%	82%	95%	79%
Improved accessibility & security of the street environment	90%	87%	94%	93%	87%
Promoting walking, cycling and public transport (car alternatives)	82%	75%	87%	89%	79%
Improve rail connectivity	84%	80%	84%	92%	81%
Locate new and existing services within communities	82%	77%	89%	93%	69%
Improved public transport links between transport modes, e.g. park and ride, bike and ride	85%	79%	88%	93%	82%
Demand responsive, community and shared transport services	77%	72%	80%	94%	66%
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	74%	68%	77%	87%	69%
Improving rest and welfare facilities for hauliers	73%	70%	76%	86%	57%
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	80%	77%	82%	92%	73%
Improve access to airports	77%	76%	75%	85%	76%
Rail decarbonisation	72%	71%	78%	84%	54%
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	73%	73%	76%	91%	54%
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	80%	75%	81%	91%	73%
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	85%	84%	89%	92%	74%
Wider parking controls	57%	51%	50%	65%	64%
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	76%	76%	80%	93%	54%
Address pinch points (congestion hotspots) on strategic roads	82%	80%	87%	89%	72%
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	61%	58%	57%	70%	66%
Improve connectivity to freight destinations	73%	71%	72%	89%	60%
New charges for motorists	29%	41%	36%	15%	16%

Measures - Support by Region

Full breakdown by other groups of interest available in Excel appendix

Index vs Total Sample % Strongly Supporting	Total % Strongly Supporting	Region			
Strongly Support		Perth & Kinross Council	Dundee City Council	Angus Council	Stirling Council
Promote Fair Fares	43%	84	105	95	119
Improving public transport	38%	84	113	103	103
Improved accessibility & security for all across public transport	36%	86	131	83	97
Improve provision of road safety education	35%	89	146	97	63
New and improved rail and bus stations	35%	74	120	117	94
Improving active travel to school	33%	91	118	100	97
Reduce speeds on roads	31%	84	135	103	68
Easier planning and booking of journeys	31%	90	87	126	110
Improved accessibility & security of the street environment	31%	68	135	87	113
Promoting walking, cycling and public transport (car alternatives)	30%	63	137	100	103
Improve rail connectivity	29%	76	117	110	103
Locate new and existing services within communities	27%	85	126	126	67
Improved public transport links between transport modes, e.g. park and ride, bike and ride	25%	88	120	104	92
Demand responsive, community and shared transport services	25%	80	116	132	76
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	25%	88	104	100	116
Improving rest and welfare facilities for hauliers	24%	88	108	129	71
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	24%	75	121	113	104
Improve access to airports	24%	88	79	113	142
Rail decarbonisation	23%	87	126	109	74
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	23%	83	109	143	74
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	22%	86	118	100	95
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	22%	64	136	136	68
Wider parking controls	21%	86	86	100	129
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	21%	76	105	152	71
Address pinch points (congestion hotspots) on strategic roads	21%	81	114	119	90
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	20%	85	75	125	140
Improve connectivity to freight destinations	20%	85	85	150	90
New charges for motorists	7%	157	114	57	57

***Caution: Low support levels on some measures impacting indexing results.**

Measures - Support by SIMD (% supporting)

Full breakdown by other groups of interest available in Excel appendix

% Supporting	Total % Supporting	SIMD				
Support		SIMD 1&2 - Most deprived	SIMD 3&4	SIMD 5&6	SIMD 7&8	SIMD 9&10 - Least Deprived
Promote Fair Fares	92%	91%	88%	92%	93%	99%
Improving public transport	91%	92%	87%	90%	91%	98%
Improved accessibility & security for all across public transport	91%	90%	88%	92%	92%	98%
Improve provision of road safety education	85%	79%	85%	86%	85%	94%
New and improved rail and bus stations	88%	89%	87%	88%	85%	94%
Improving active travel to school	84%	81%	77%	89%	88%	91%
Reduce speeds on roads	80%	77%	79%	81%	77%	89%
Easier planning and booking of journeys	84%	83%	84%	83%	84%	87%
Improved accessibility & security of the street environment	90%	88%	86%	91%	91%	97%
Promoting walking, cycling and public transport (car alternatives)	82%	78%	79%	81%	84%	93%
Improve rail connectivity	84%	82%	81%	90%	79%	87%
Locate new and existing services within communities	82%	79%	85%	84%	77%	89%
Improved public transport links between transport modes, e.g. park and ride, bike and ride	85%	81%	83%	86%	84%	92%
Demand responsive, community and shared transport services	77%	74%	74%	81%	79%	85%
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	74%	63%	72%	81%	75%	83%
Improving rest and welfare facilities for hauliers	73%	65%	73%	75%	70%	80%
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	80%	73%	80%	83%	80%	89%
Improve access to airports	77%	75%	77%	82%	80%	78%
Rail decarbonisation	72%	62%	73%	74%	69%	85%
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	73%	73%	77%	78%	71%	74%
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	80%	73%	78%	83%	80%	86%
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	85%	79%	82%	87%	83%	96%
Wider parking controls	57%	64%	55%	63%	59%	45%
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	76%	73%	76%	80%	72%	83%
Address pinch points (congestion hotspots) on strategic roads	82%	73%	79%	86%	85%	91%
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	61%	64%	61%	66%	64%	58%
Improve connectivity to freight destinations	73%	66%	74%	80%	72%	73%
New charges for motorists	29%	29%	40%	35%	25%	18%

Measures - Support by SIMD

Full breakdown by other groups of interest available in Excel appendix

Index vs Total Sample - % Strongly Supporting	Total % Strongly Supporting	SIMD				
Strongly Support		SIMD 1&2 - Most depri ved	SIMD 3&4	SIMD 5&6	SIMD 7&8	SIMD 9&10 - Least Depri ved
Promote Fair Fares	43%	107	93	100	93	105
Improving public transport	38%	108	89	87	87	121
Improved accessibility & security for all across public transport	36%	94	64	106	111	136
Improve provision of road safety education	35%	106	80	97	94	140
New and improved rail and bus stations	35%	114	89	94	86	111
Improving active travel to school	33%	88	88	106	91	136
Reduce speeds on roads	31%	110	71	103	97	129
Easier planning and booking of journeys	31%	113	94	90	84	110
Improved accessibility & security of the street environment	31%	90	58	97	110	152
Promoting walking, cycling and public transport (car alternatives)	30%	97	77	103	90	123
Improve rail connectivity	29%	110	76	103	86	110
Locate new and existing services within communities	27%	107	85	115	78	119
Improved public transport links between transport modes, e.g. park and ride, bike and ride	25%	116	92	100	80	108
Demand responsive, community and shared transport services	25%	108	84	108	76	116
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	25%	88	76	92	120	140
Improving rest and welfare facilities for hauliers	24%	104	92	100	88	125
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	24%	104	67	100	104	133
Improve access to airports	24%	104	75	108	100	125
Rail decarbonisation	23%	100	78	109	87	130
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	23%	126	87	104	78	117
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	22%	100	95	91	82	132
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	22%	123	64	86	77	150
Wider parking controls	21%	124	76	110	95	95
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	21%	114	67	100	76	138
Address pinch points (congestion hotspots) on strategic roads	21%	90	81	90	90	143
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	20%	135	80	85	110	105
Improve connectivity to freight destinations	20%	115	90	95	80	125
New charges for motorists	7%	171	129	129	43	71

***Caution: Low support levels on some measures impacting indexing results.**

Measures - Support by Transport Method on which Most Reliant

Full breakdown by other groups of interest available in Excel appendix

% Supporting	Total "Supporting"	Transport Reliant (method most reliant)								
Strongly Support	%	Bus	Bicycle	Car (driver)	Car (passenger)	Motorcycle/ Moped/ Scooter	Mobility scooter	Taxi	Train	Walking/On Foot
Promote Fair Fares	92%	91%	100%	91%	91%	100%	101%	88%	100%	90%
Improving public transport	91%	92%	96%	90%	89%	100%	88%	94%	100%	90%
Improved accessibility & security for all across public transport	91%	89%	96%	91%	93%	100%	88%	94%	100%	92%
Improve provision of road safety education	85%	79%	96%	87%	91%	75%	88%	82%	100%	85%
New and improved rail and bus stations	88%	91%	96%	86%	87%	100%	75%	94%	100%	87%
Improving active travel to school	84%	80%	100%	85%	86%	100%	75%	82%	100%	88%
Reduce speeds on roads	80%	75%	96%	77%	88%	75%	100%	82%	100%	84%
Easier planning and booking of journeys	84%	83%	88%	85%	83%	100%	76%	88%	80%	82%
Improved accessibility & security of the street environment	90%	89%	96%	90%	90%	100%	100%	88%	100%	91%
Promoting walking, cycling and public transport (car alternatives)	82%	80%	96%	81%	82%	75%	50%	88%	80%	87%
Improve rail connectivity	84%	83%	88%	86%	76%	100%	63%	81%	100%	84%
Locate new and existing services within communities	82%	82%	96%	81%	81%	100%	63%	69%	100%	85%
Improved public transport links between transport modes, e.g. park and ride, bike and ride	85%	87%	96%	84%	85%	75%	50%	94%	100%	85%
Demand responsive, community and shared transport services	77%	76%	92%	75%	82%	100%	63%	75%	100%	83%
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	74%	68%	88%	79%	69%	100%	51%	82%	100%	68%
Improving rest and welfare facilities for hauliers	73%	65%	92%	76%	75%	75%	63%	57%	80%	71%
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	80%	74%	92%	83%	79%	100%	76%	100%	100%	81%
Improve access to airports	77%	70%	80%	82%	82%	75%	38%	69%	100%	72%
Rail decarbonisation	72%	66%	92%	74%	69%	100%	50%	82%	100%	68%
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	73%	73%	72%	73%	75%	100%	25%	69%	100%	78%
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	80%	82%	96%	78%	75%	100%	63%	81%	100%	83%
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	85%	81%	92%	88%	85%	100%	75%	69%	100%	81%
Wider parking controls	57%	58%	80%	56%	52%	75%	38%	63%	60%	52%
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	76%	73%	92%	77%	74%	100%	50%	82%	40%	78%
Address pinch points (congestion hotspots) on strategic roads	82%	76%	84%	86%	79%	100%	88%	75%	100%	82%
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	61%	64%	80%	59%	57%	75%	50%	82%	100%	65%
Improve connectivity to freight destinations	73%	67%	88%	74%	69%	100%	50%	69%	100%	79%
New charges for motorists	29%	34%	32%	25%	29%	75%	0%	31%	20%	34%

***Caution: low base numbers on some transport methods.**

Measures - Support by Transport Method on which Most Reliant

Full breakdown by other groups of interest available in Excel appendix

Index vs Total Sample % Strongly Supporting	Total "Strongly Supporting"	Transport Reliant (method most reliant)								
Strongly Support	%	Bus	Bicycle	Car (driver)	Car (passenger)	Motorcycle/ Moped/ Scooter	Mobility scooter	Taxi	Train	Walking/On Foot
Promote Fair Fares	43%	119	149	95	100	58	88	88	93	72
Improving public transport	38%	121	179	92	92	66	100	66	105	74
Improved accessibility & security for all across public transport	36%	92	189	100	89	69	139	106	111	100
Improve provision of road safety education	35%	100	149	97	120	71	143	37	0	109
New and improved rail and bus stations	35%	120	183	94	80	71	71	71	114	80
Improving active travel to school	33%	103	170	97	97	76	76	58	121	109
Reduce speeds on roads	31%	106	142	90	132	81	161	61	0	97
Easier planning and booking of journeys	31%	113	181	100	77	81	42	61	129	84
Improved accessibility & security of the street environment	31%	97	206	97	103	81	161	61	129	94
Promoting walking, cycling and public transport (car alternatives)	30%	100	200	87	110	83	0	63	67	130
Improve rail connectivity	29%	97	166	110	66	86	0	86	207	76
Locate new and existing services within communities	27%	104	237	104	81	93	0	48	148	78
Improved public transport links between transport modes, e.g. park and ride, bike and ride	25%	132	256	84	96	100	0	76	80	92
Demand responsive, community and shared transport services	25%	112	208	92	112	100	52	100	160	84
Behaviour change and modal shift for freight (transferring freight from road to rail, more environmentally distribution/delivery within towns/cities)	25%	92	224	108	88	100	52	52	240	72
Improving rest and welfare facilities for hauliers	24%	88	200	92	138	0	104	54	83	117
Promoting and enabling electric and low emission vehicles for individuals, public sector, business and bus & coach fleets	24%	113	267	96	96	104	54	104	167	79
Improve access to airports	24%	63	183	133	58	0	54	104	83	63
Rail decarbonisation	23%	91	243	109	48	217	109	57	87	74
Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries.)	23%	109	174	104	83	109	0	83	87	74
Improving active travel opportunities (e.g. access to bike sharing services, improved infrastructure, cycle parking etc.)	22%	109	273	91	105	227	0	114	182	91
Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)	22%	91	236	105	100	114	0	114	91	68
Wider parking controls	21%	100	229	95	71	238	62	62	0	110
Reduce car dependency of new building developments (more services available within walking distance, development access by means other than car etc.)	21%	105	248	110	52	119	0	62	0	67
Address pinch points (congestion hotspots) on strategic roads	21%	81	248	119	95	0	0	90	190	52
Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes)	20%	115	220	100	65	125	0	95	0	105
Improve connectivity to freight destinations	20%	85	240	115	50	125	0	95	300	75
New charges for motorists	7%	114	229	86	71	357	0	86	0	143

***Caution: low base numbers on some transport methods. Low support levels on some measures impacting indexing results.**

SUMMARY & CONCLUSIONS

Summary – Transport Usage

- **Almost 3 out of 4 people (71%) walk as a mode of transport at least once a week and this is more common in the Perth and Kinross and Dundee City council areas. Of motorised transportation modes, the car (as driver) is most frequently used (with usage increasing as we go up the SIMD bands). The bus is the most frequently used means of transport (after walking) for those in the most deprived SIMD classification**

- **People are most reliant on using a car as driver. People in Dundee City are more likely than the norm to be reliant on the bus, as are those in the most deprived (SIMD 1&2 and SIMD 3&4) SIMD bands**

- **Shopping trips are the most regularly undertaken journey type (81%), followed by visiting family and friends (67%). Both these trip types increase as SIMD band increases. The most deprived SIMD band are significantly less likely to regularly be commuting to/from work (40% compared to total of 51%)**

- **Commuting is more likely than the norm to be undertaken by car or by train. Visiting friends/family or shopping are less likely than average to be regular journey types made by those reliant on a bicycle**

- **On average, a distance of 8.6 miles is travelled on the most frequent journey type but there are differences by region – a longer average distance (10.9 miles) in Angus compared to 6.6 miles in Dundee City. Those in SIMD 1&2 travel, on average, a shorter distance (7.3 miles) than those in less deprived bands**

- **The longest average distances are carried out by those reliant on the train (19.1 miles on average)**

- **Convenience is the key driver of transport usage generally (58% citing this as a main reason) and is especially key for those in less deprived SIMD bands**

- **Just 6% mention the environmental benefit as a key reason for their main transport method but this rises to 32% for those primarily using a bicycle. Convenience is more likely to be a key driver than the norm for those reliant on a car or the train. Car users are also more likely to cite reliability. Health reasons are more mentioned for those using a mobility scooter and health (in the form of exercise) for those walking**

Summary – Objectives

- **All 4 objectives are deemed important by at least 4 out of 5 people in the area, with improving health and wellbeing being viewed as most important**
- **Residents in the Angus Council Area are more likely than the norm to place importance on all objectives and those in Dundee City to place importance on taking climate change action**
- **All objectives are relatively more important to SIMD 8&9 compared to other SIMD bands**
- **The importance on taking climate action is higher for those reliant on the car as a passenger or reliant on a bicycle. Those primarily using a bicycle are also more likely than the norm to rate delivering inclusive and sustainable economic growth as very important. Train passenger rate the importance of all objectives more highly than the norm**

Summary – Measures

- **4 of the measures garner almost universal support (90%+). These are: Promote Fair Fares, Improving public transport, Improved accessibility & security for all across public transport and Improved accessibility & security of the street environment.**

- **The only measure which is NOT supported is road user charging which 48% of people object to**

- **However, more than 1 in 10 object to Wider parking controls (18% objecting) and Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes) (14% objecting)**

- **Residents in Dundee City Council and Angus Council are generally more supportive across a wider range of measures than those in Perth & Kinross Council or Stirling Council**

- **Those in SIMD 1&2 (the most deprived) are more supportive than the norm of road user charging (e.g. tolls for using roads), Road space re-allocation and traffic management (e.g. lane closures, bus lanes, cycle lanes), Measures in neighbouring authorities that could reduce car use (working with neighbouring areas to ensure they also enable reduction in car dependency when crossing boundaries), Wider parking controls and Improving network resilience (ensure transport networks in the region are resilient to any disruption, maintenance regime - ensuring access to services is maintained)**

- **Those in SIMD 9&10 (the least deprived bands) are more supportive of a wider range of measures than the norm**

CONCLUSIONS

The findings of this research indicate a strong alignment of residents views with the key objectives of the proposed strategy and high levels of support for the majority of measures being considered. The following areas of priority are suggested:

Priority Focus – Objectives

- Improving health and wellbeing

Priority Focus – Measures

- Promote Fair Fares
- Improving public transport
- Improved accessibility & security for all across public transport
- Improved accessibility & security of the street environment

There is a high level of objection to new charges targeting motorists

Thanks