Tactran

Quantitative Research Report – October 2023

Taylor McKenzie Research

Curious since 2001

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

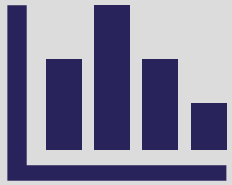
Tactran is seeking to undertake engagement with representative members of the public on the Draft Regional Transport Strategy 2024 – 2034 to understand views on the proposed approach, the impacts that may arise as a result of this and any alternative options that should also be included.

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

Research Methodology

Quantitative



4 TACTRAN REGIONS	Sample * N=	Population*
Perth & Kinross Council	312	151,910
Dundee City Council	302	148,820
Angus Council	204	116,040
Stirling Council	251	94,330
	1,069	**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:

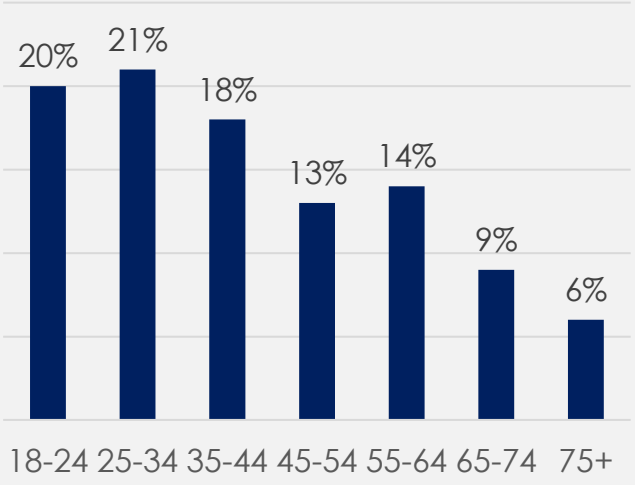
1,069 respondents
Aged between 18 and 75+

A representative mix of those living in Urban & Rural locations, Socio Economic Grouping (SEG) background as well as those from a mix of Scottish Index of Multiple Deprivation (SIMD) quintiles.

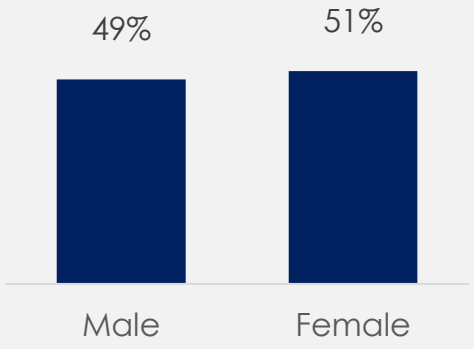
CAPI – Computer aided personal interviewing

Who did we speak to? (1)

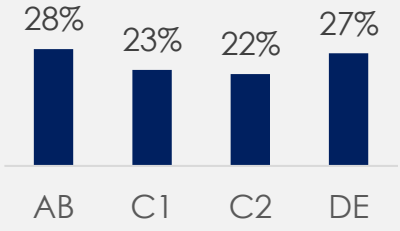
Age



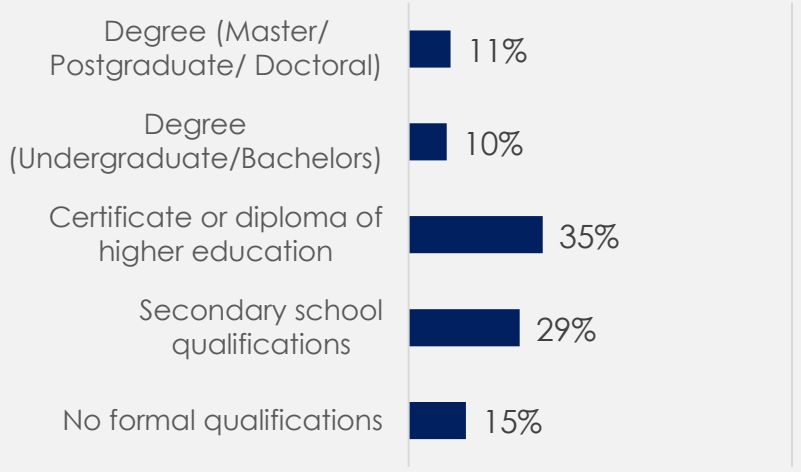
Gender



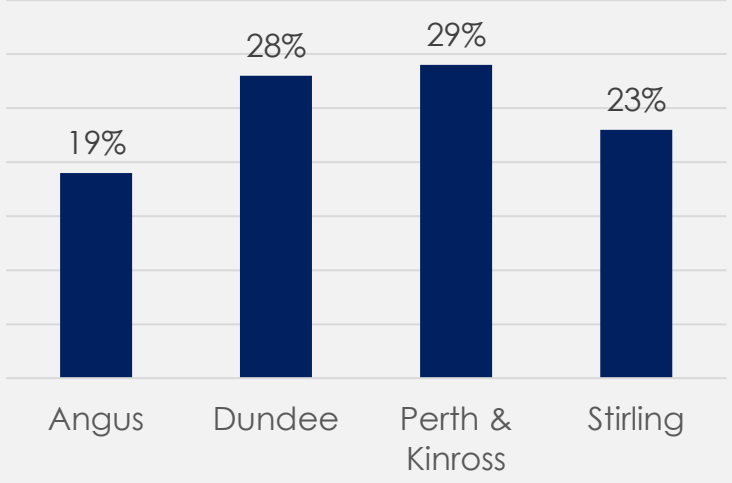
SEG



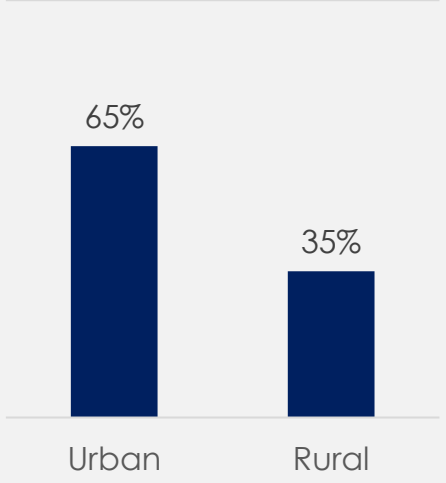
Highest Educational Achievement



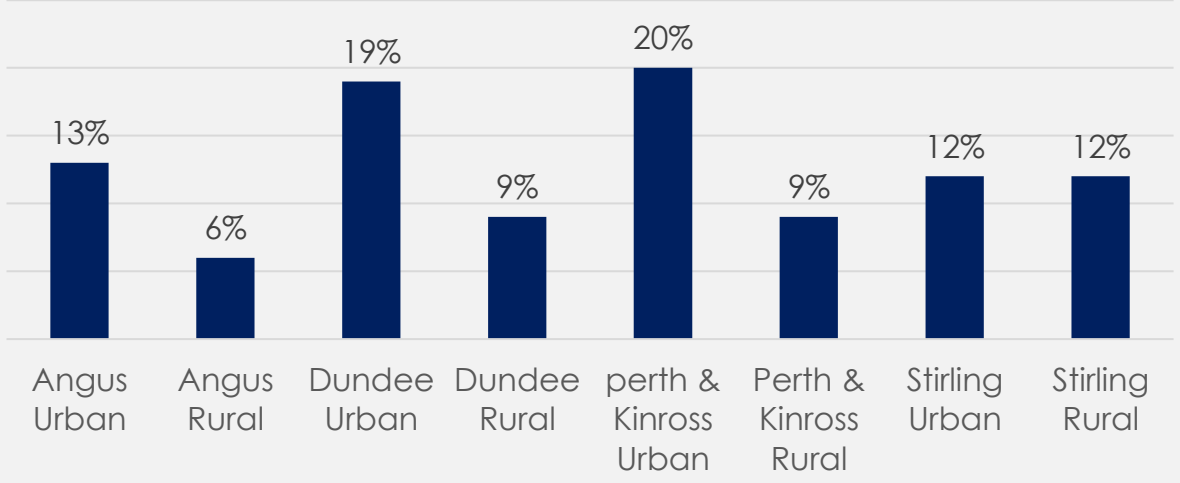
Region



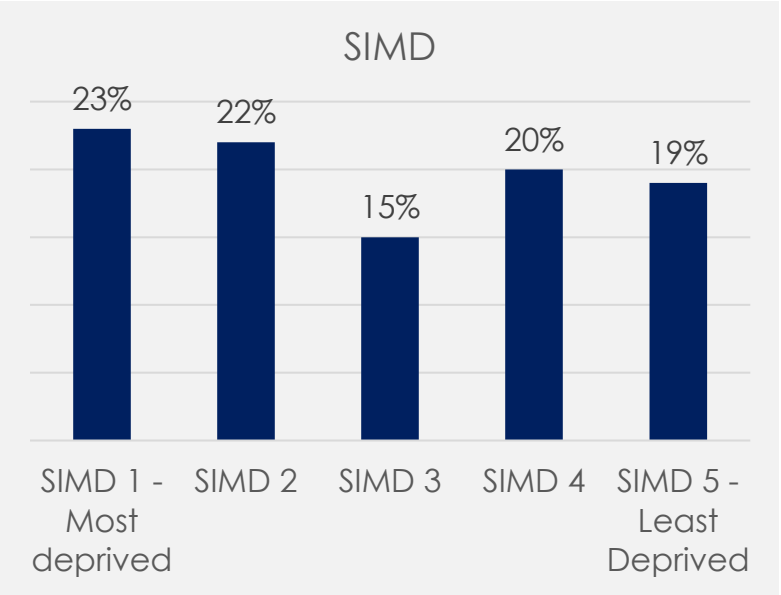
Urban vs. Rural

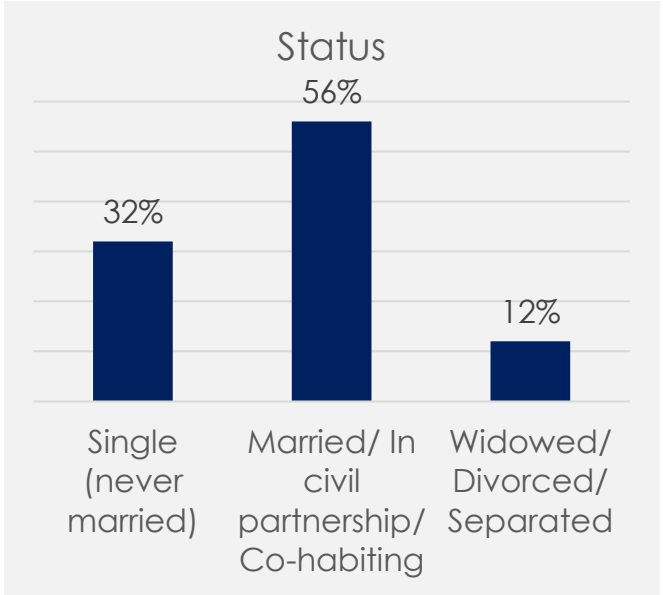


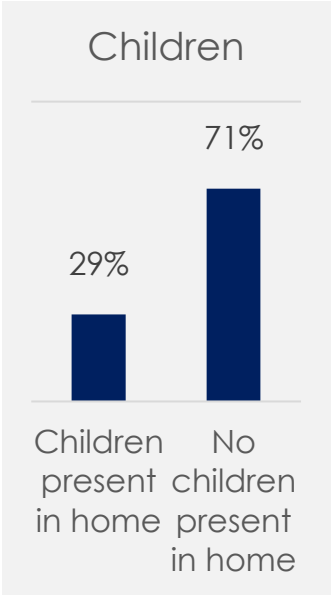
Location

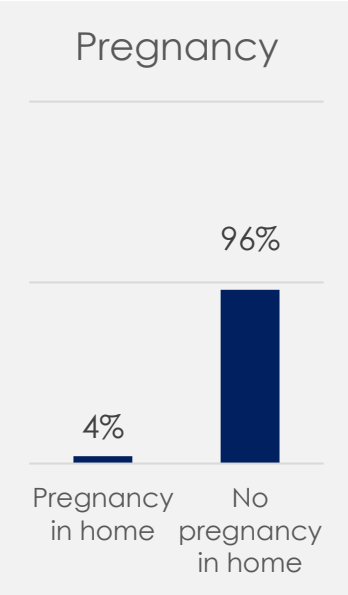


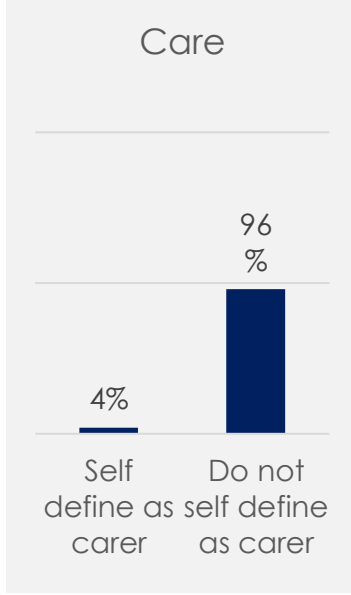
Who did we speak to? (2)

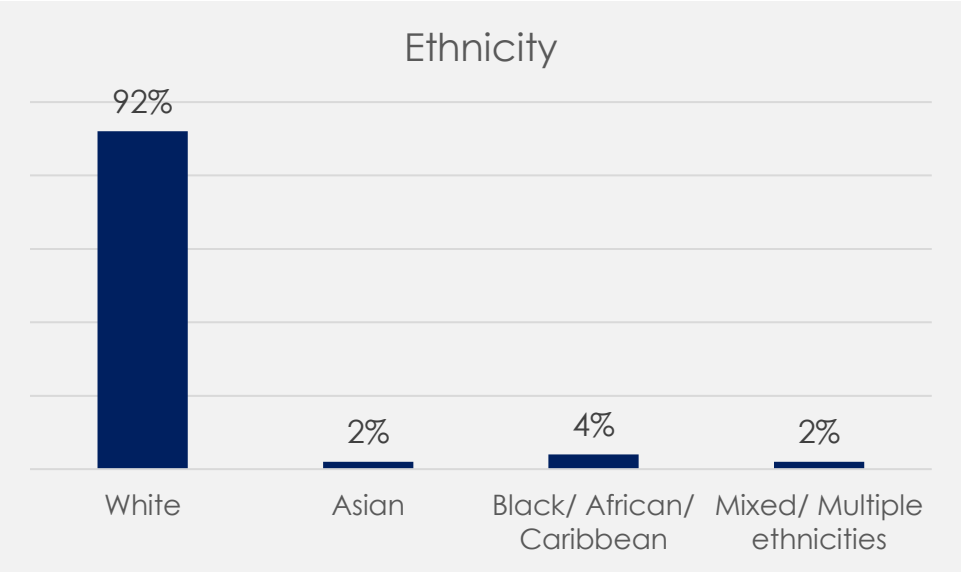


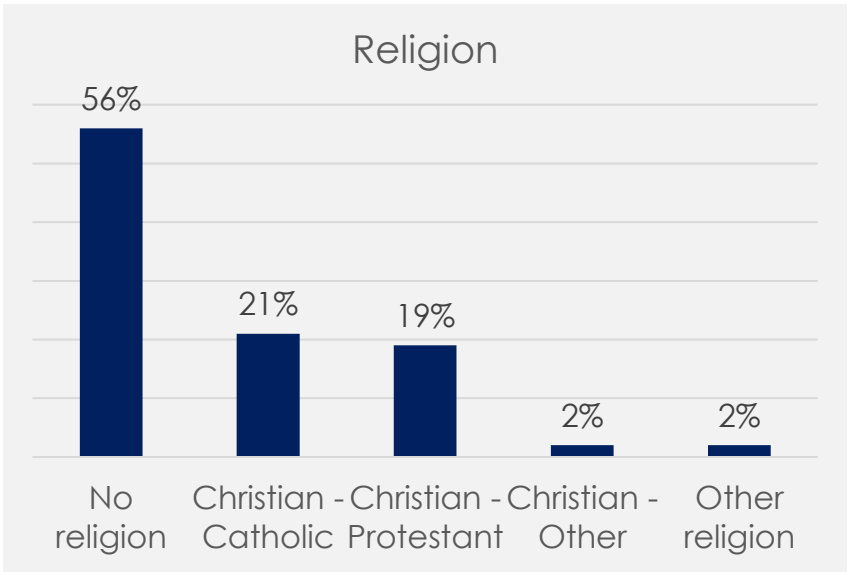


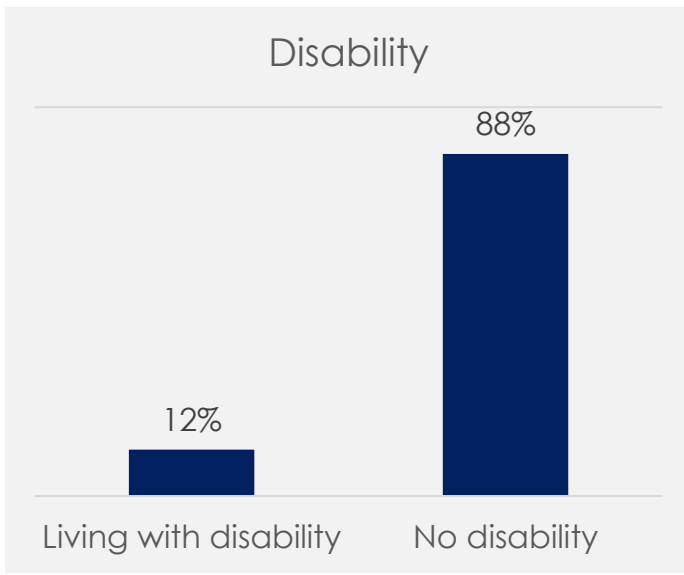










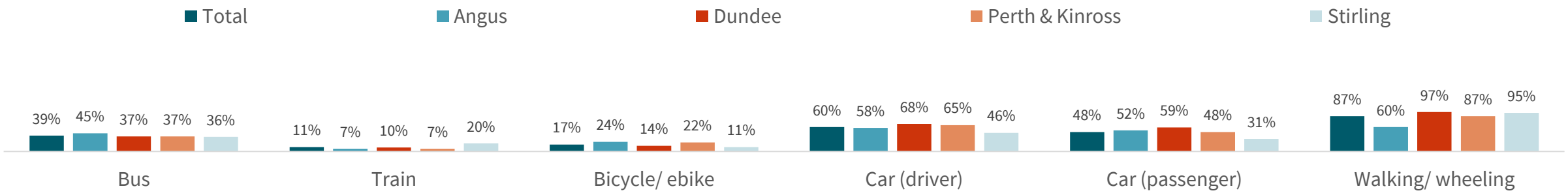


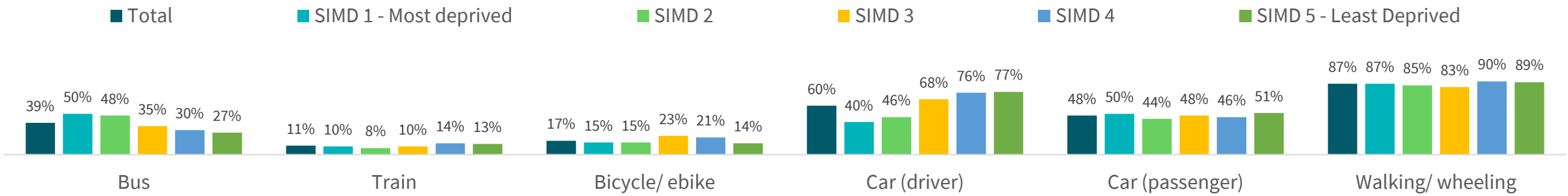
Full Findings

SECTION 1:
Transport Usage

Scottish Household Survey: Weekly transport Usage

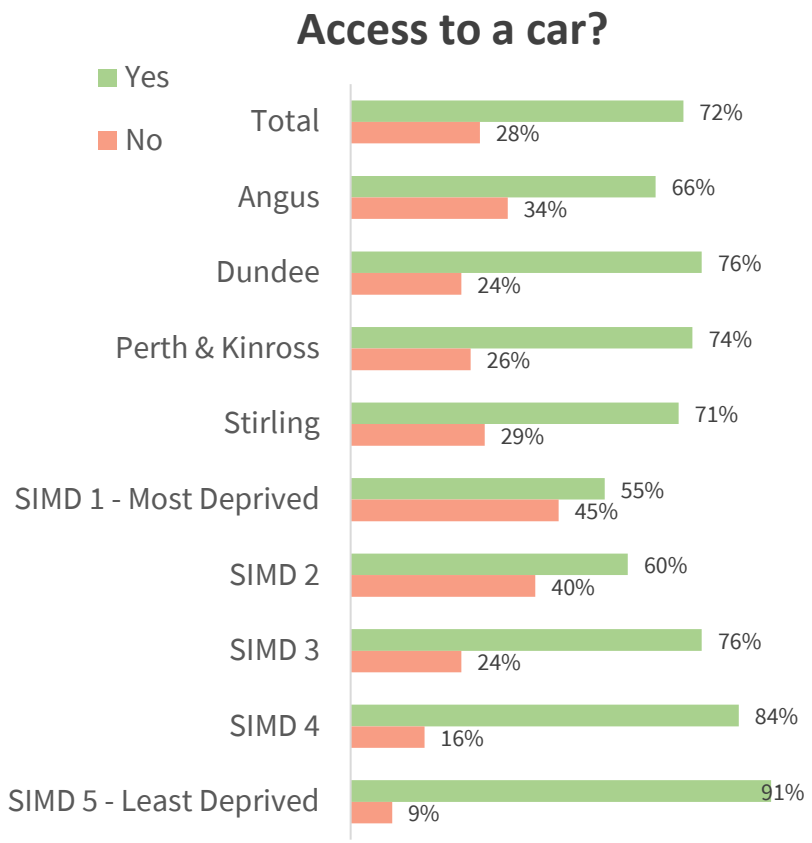
Weekly+ Users Of Transport Modes

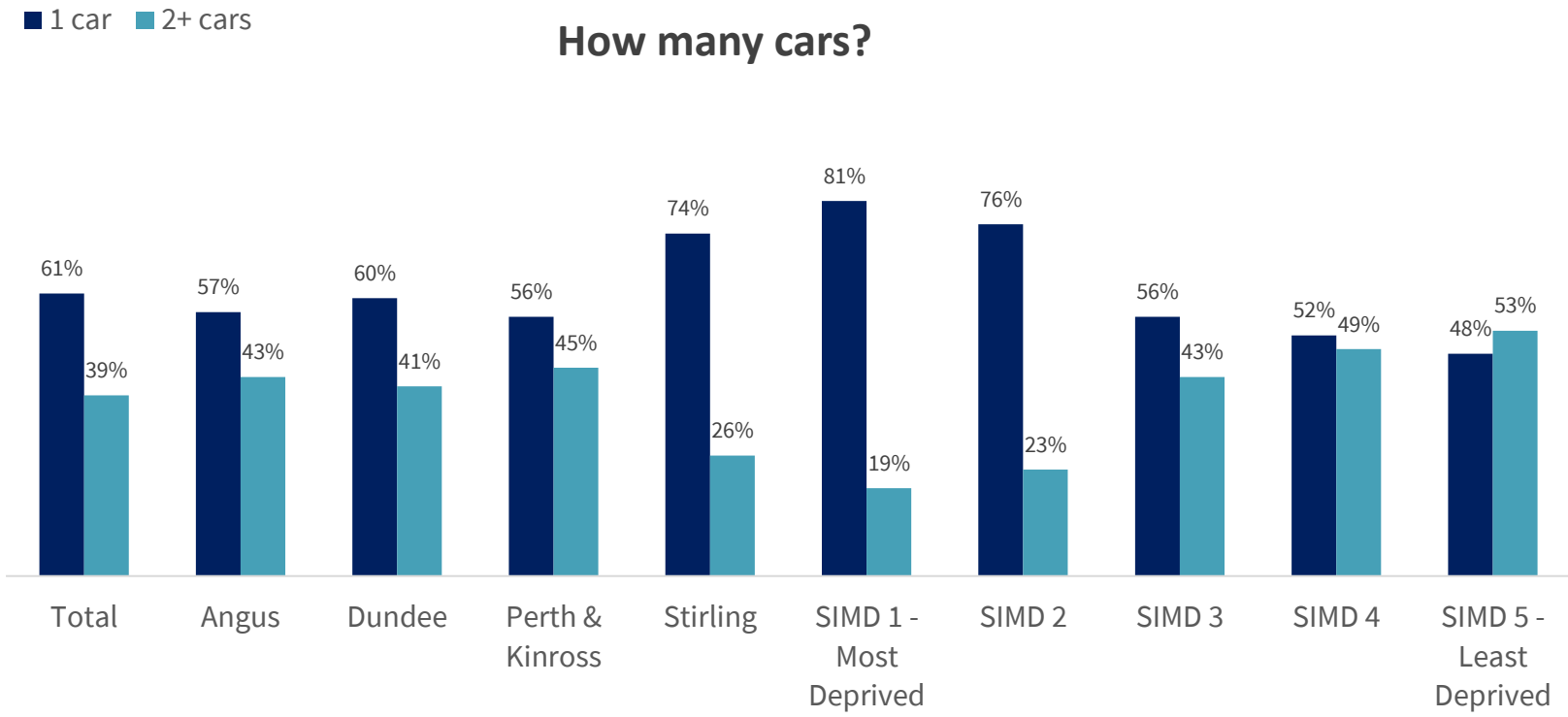




Almost 9 out of 10 people (87%) walk as a mode of transport at least once a week and this is more common in the Dundee and Stirling council areas. Of motorised transportation modes, the car (as driver) is most frequently used (60% overall and with usage increasing as we go up the SIMD bands). Next most commonly used overall is the car as passenger. Bus usage equals car passenger use for those in SIMD 1 and overtakes it for those in SIMD 2.

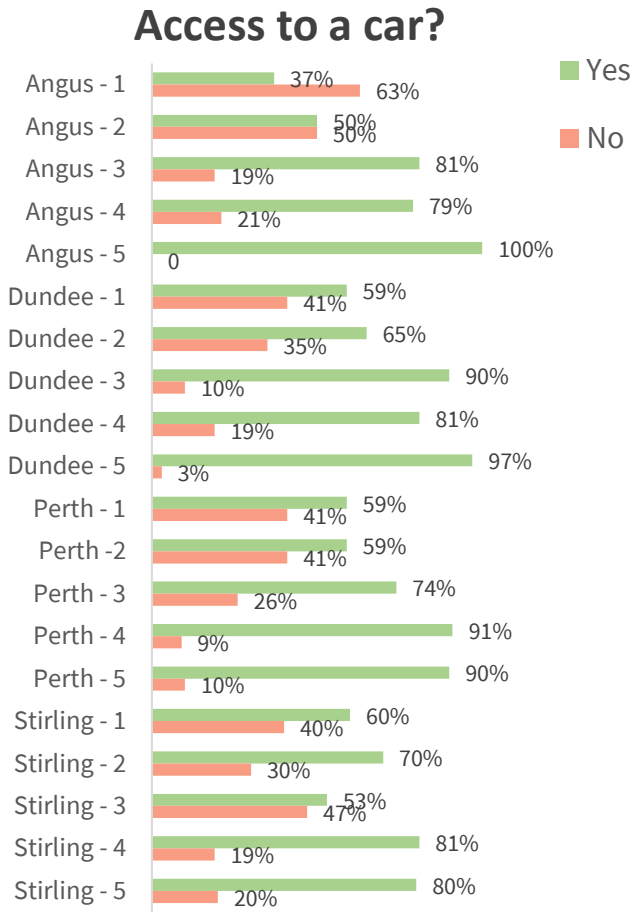
Car Access

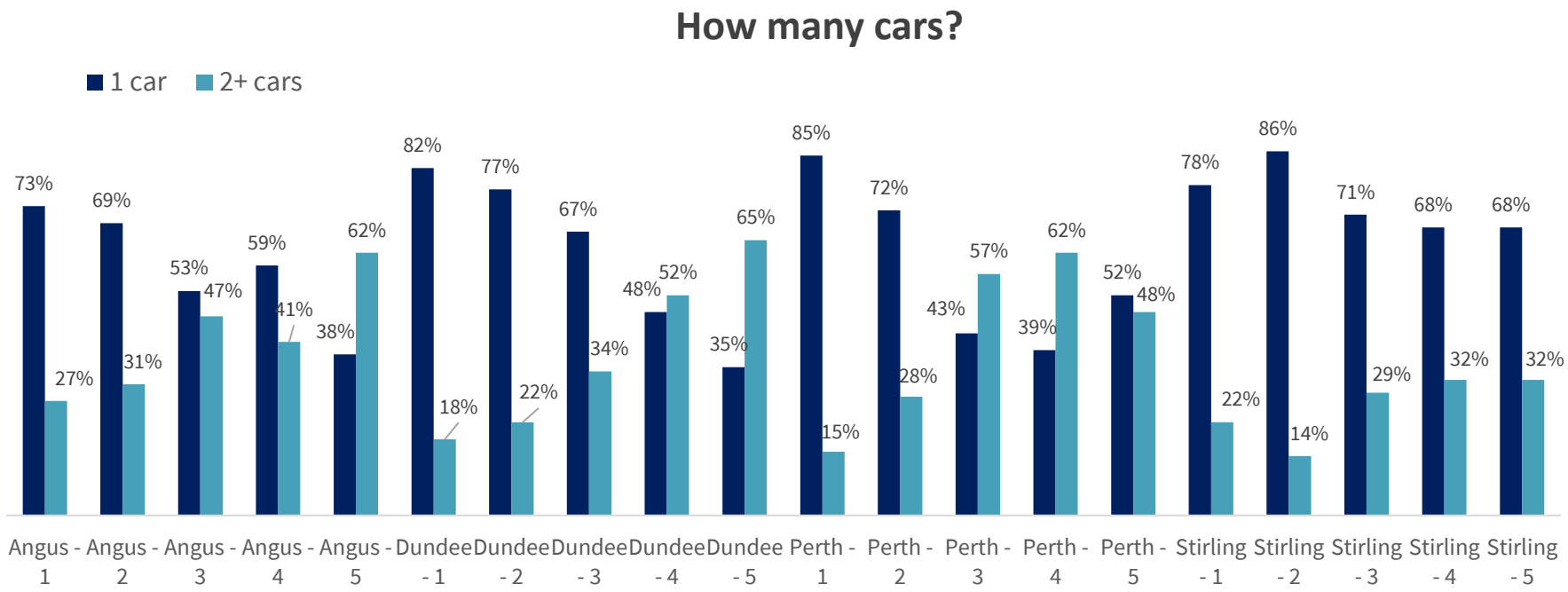




Overall, 72% have access to using a car and car access increases as we go up the SIMD bands (91% in the least deprived quintile having access compared to 55% in the most deprived quintile). Of those who do have access to a car, 39% have access to 2 or more cars.

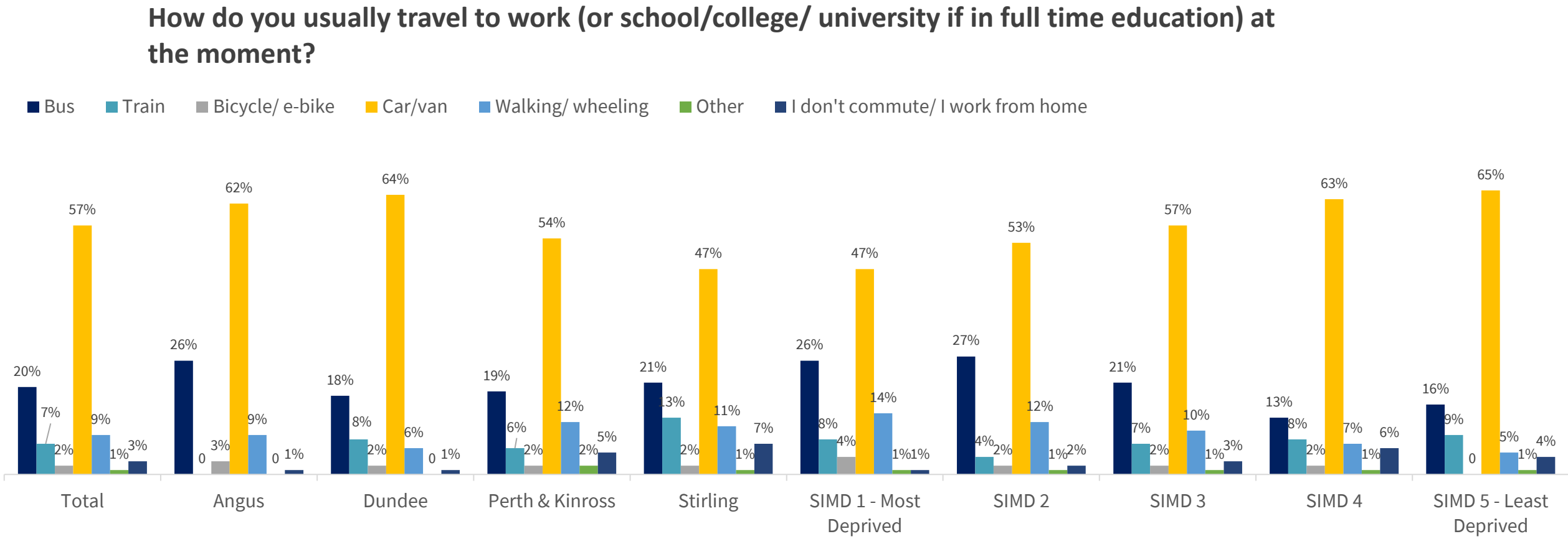
Car Access by Location & SIMD Quintile





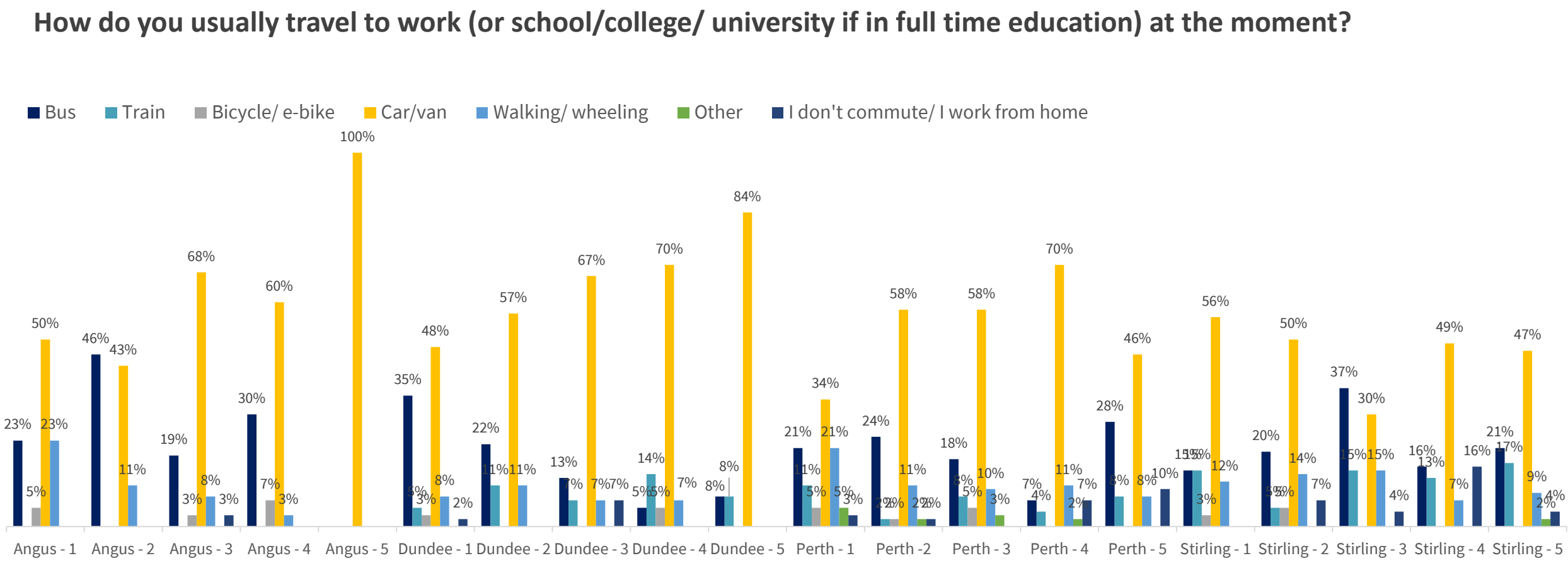
Levels of car access reach 100% in Angus 5 and Angus 5 and Dundee 5 and Perth 4 are the regional SIMD quintiles where there is the highest level of access to 2+ cars. Car access is lowest at just 37% in Angus SIMD quintile 1

Normal Method of Travel to Work/Education



Overall, 57% usually travel to work/education by car, 20% by bus, 9% by walking and 7% by train. Car usage is higher in the least deprived SIMD quintile. Car is most used overall followed by bus. Bus usage is lower in more affluent areas, whereas car usage is higher.

Normal Method of Travel to Work/Education by Location & SIMD Quintile



More people than average normally travel to work or education by car in Angus 5 and Dundee 5 but lower than average numbers travel by car to work/education in Perth 1 and Stirling 3.

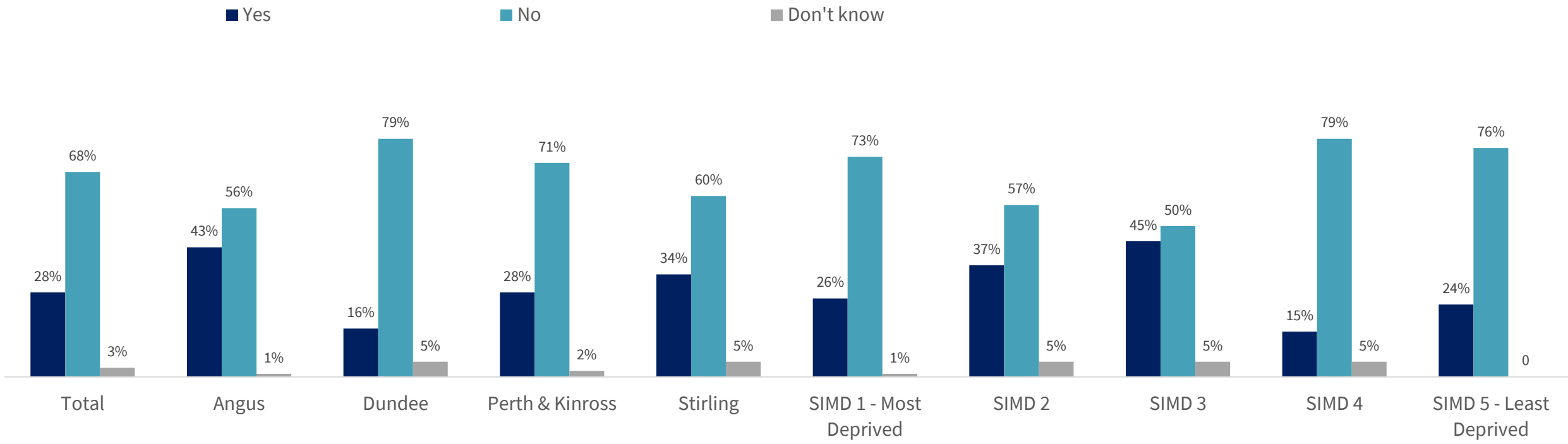
Normal Method of Travel to Work/Education by Location & SIMD Quintile

How do you usually travel to work (or school/college/ university if in full time education) at the moment?

Region SIMD	Angus 1	Angus 2	Angus 3	Angus 4	Angus 5	Dundee 1	Dundee 2	Dundee 3	Dundee 4	Dundee 5	Perth 1	Perth 2	Perth 3	Perth 4	Perth 5	Stirling 1	Stirling 2	Stirling 3	Stirling 4	Stirling 5
Bus	23%	46%	19%	30%	-	35%	22%	13%	5%	8%	21%	24%	18%	7%	28%	15%	20%	37%	16%	21%
Train	-	-	-	-	-	5%	11%	7%	14%	8%	11%	2%	8%	4%	8%	15%	5%	15%	13%	17%
Bicycle/ ebike	5%	-	3%	7%	-	3%	-	-	5%	-	5%	2%	5%	-	-	3%	5%	-	-	-
Car/van	50%	43%	68%	60%	100%	48%	57%	67%	70%	84%	34%	58%	58%	70%	46%	56%	50%	30%	49%	47%
Walking/ wheeling	23%	11%	8%	3%	-	8%	11%	7%	7%	-	21%	11%	10%	11%	8%	12%	14%	15%	7%	9%
Other	-	-	-	-	-	-	-	-	-	-	5%	2%	3%	2%	-	-	-	-	-	2%
I don't commute/ I work from home	-	-	3%	-	-	2%	-	7%	-	-	3%	2%	-	7%	10%	-	7%	4%	16%	4%

Public Transport as Car Alternative

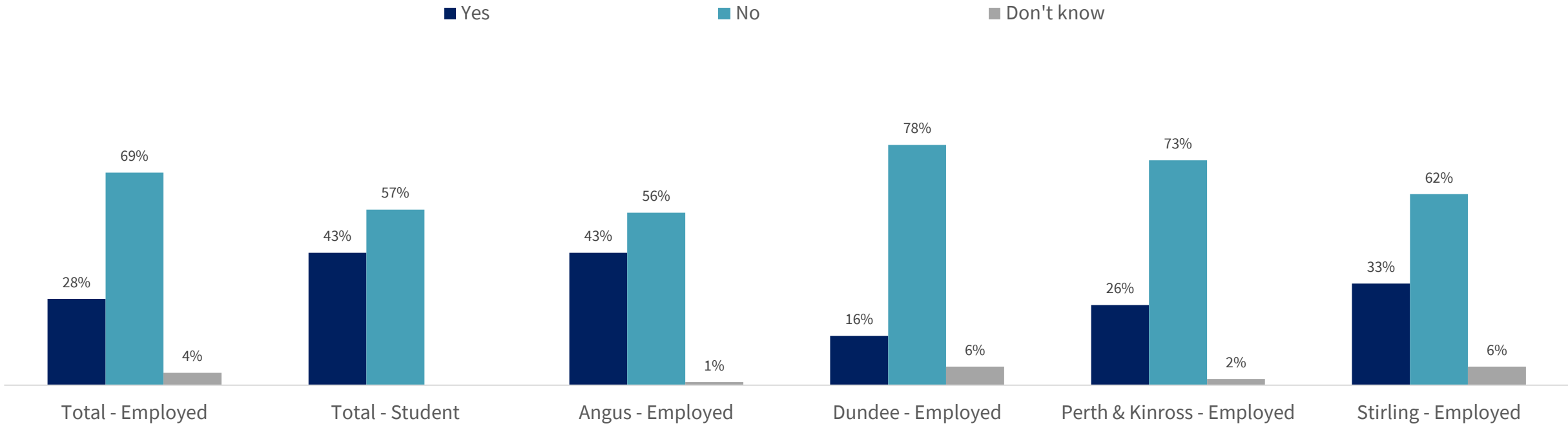
You said that you mostly commute/ travel for business using a car... Can the journey to or from work/school/college/university be carried out using public transport?



Overall, 28% of those currently travelling to work/education by car state they could use public transport to make the journey. Dundee has the highest "No" response (79%) compared to other locations. Those in SIMD Quintiles 2 & 3 are more likely to state they could travel via public transport, compared with the more affluent (SIMD 4&5) and most deprived (SIMD 1), who are more likely to state they could not use public transport.

Scottish Household Survey: Public Transport as Car Alternative

You said that you mostly commute/ travel for business using a car... Can the journey to or from work/school/college/university be carried out using public transport?

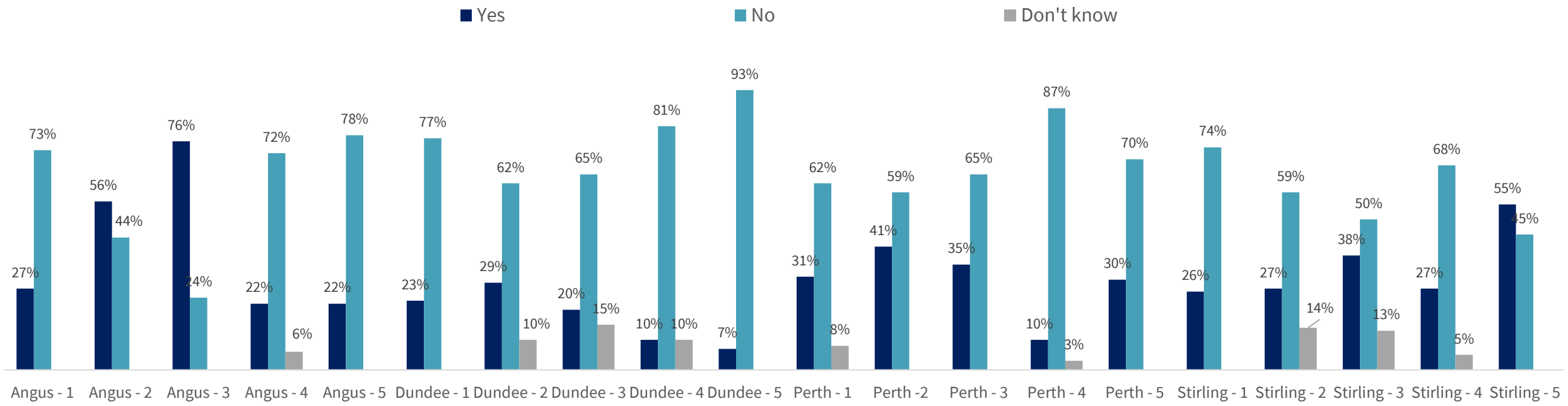


NB: Low base sizes of student can/van commuter sample (n=21)

Overall, 69% of employed adults over the age of 16 could NOT get public transport as an alternative to taking their car/van. This is higher in Dundee than the other locations where 78% employed people believe they couldn't use public transport. Angus came closest at a total level to agreeing they could use public transport with 43% agreeing they could.

Scottish Household Survey: Public Transport as Car Alternative by Location & SIMD Quintile

You said that you mostly commute/ travel for business using a car... Can the journey to or from work/school/college/university be carried out using public transport?



Within Angus 2, Angus 3 and Stirling 5, more than ½ of residents who currently commute by car think the journey could be made by public transport. However, 1 in 10 or fewer believe this to be possible within Dundee 4 or 5 or Perth 4. Across all locations, those that are the most deprived are never the highest group to believe they could use public transport, however, they are higher in comparison to the most affluent in all locations except Stirling.

SECTION 1: Summary

Transport Usage

Trends highlighted in transport usage across the Tactran region were:

- **There is an evident correlation between affluence and transport usage**

- **Bus usage increases as affluence decreases, and the more affluent the area, the less likely a resident is to use a bus.**

- **The car is the most popular mode of transport:**
  - Access to cars increases with affluence i.e. 91% SIMD 5 have access Vs 55% SIMD 1
  - Increased access to 2+ cars is similarly more likely with the more affluent
  - Despite lower access to cars in SIMD 1, those who do currently use a car are amongst the more likely to not able to use public transport.

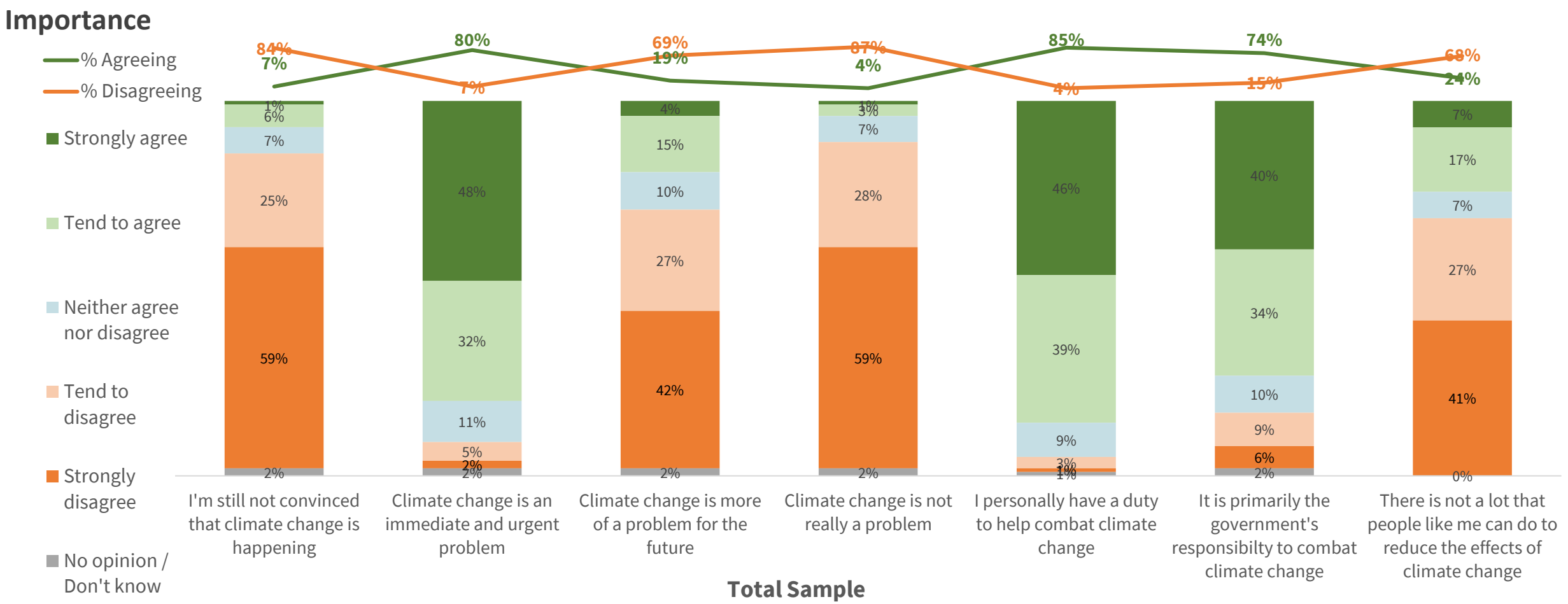
SECTION 2:

Climate Change Strategy

SECTION 2:
Climate Change Strategy

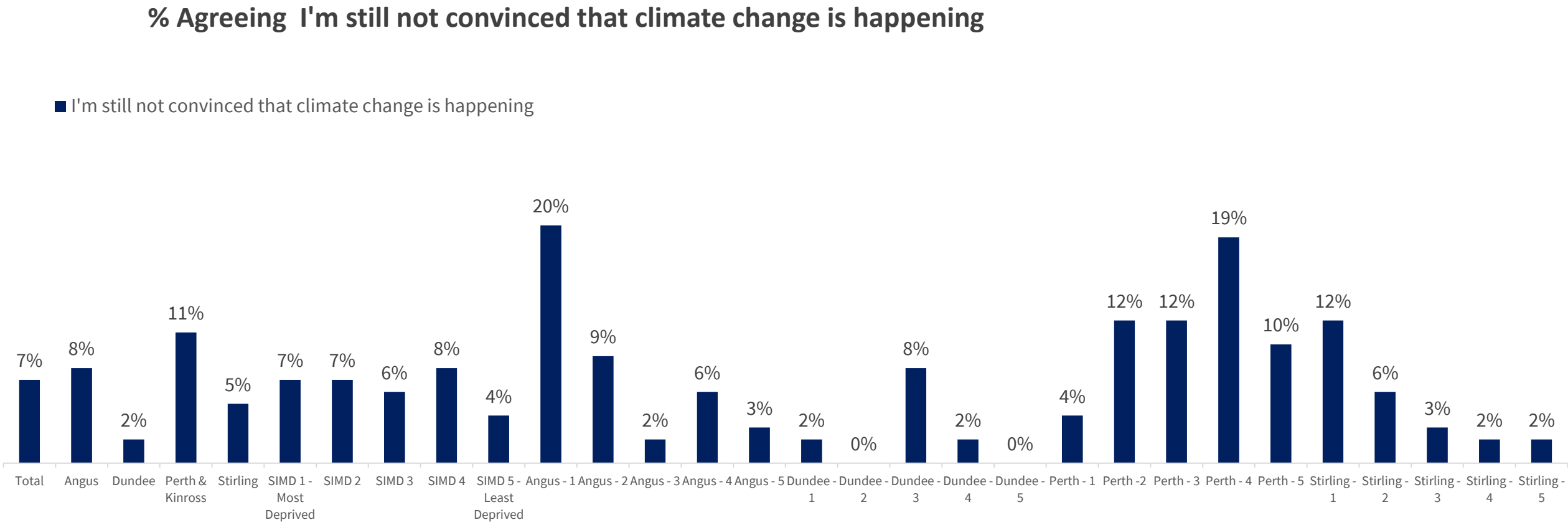
2.1 Climate Change Attitudes

Climate Change Attitudes



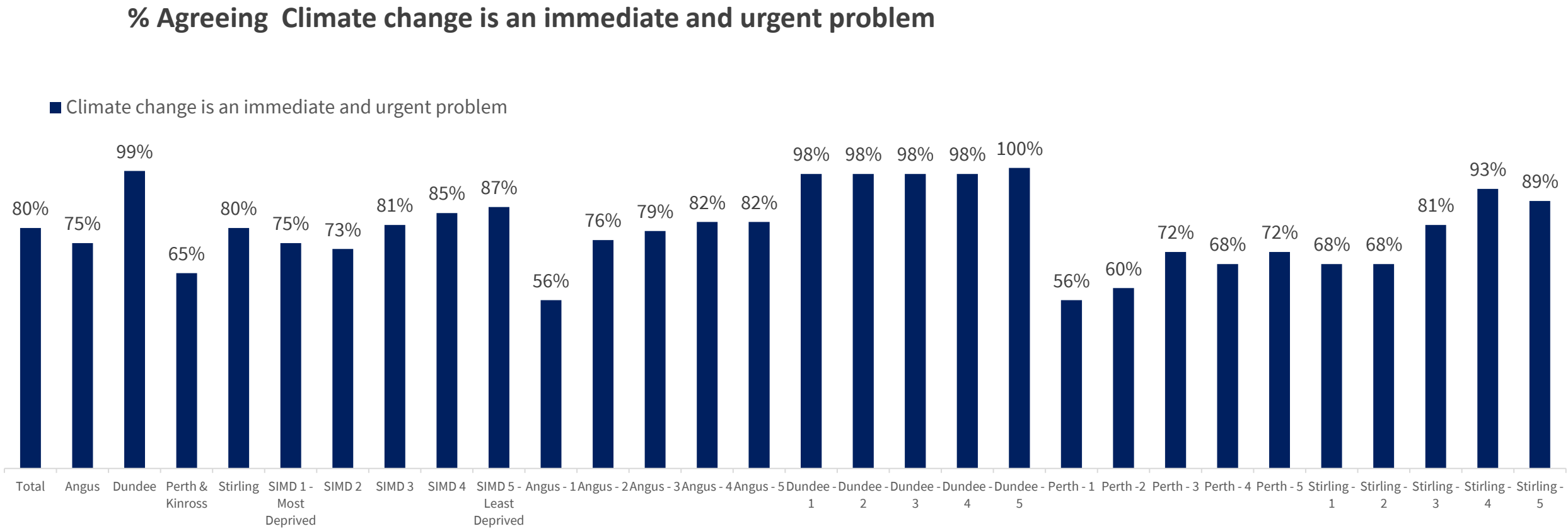
Overall, 85% believe they personally have a duty to help combat climate change and 80% see climate change as an immediate and urgent problem while 19% believe climate change is more of a future problem (just 7% are not convinced climate change is actually happening, while 4% think it is not really a problem). 74% agree that it is primarily the government's responsibility to combat climate change.

Climate Change Attitudes



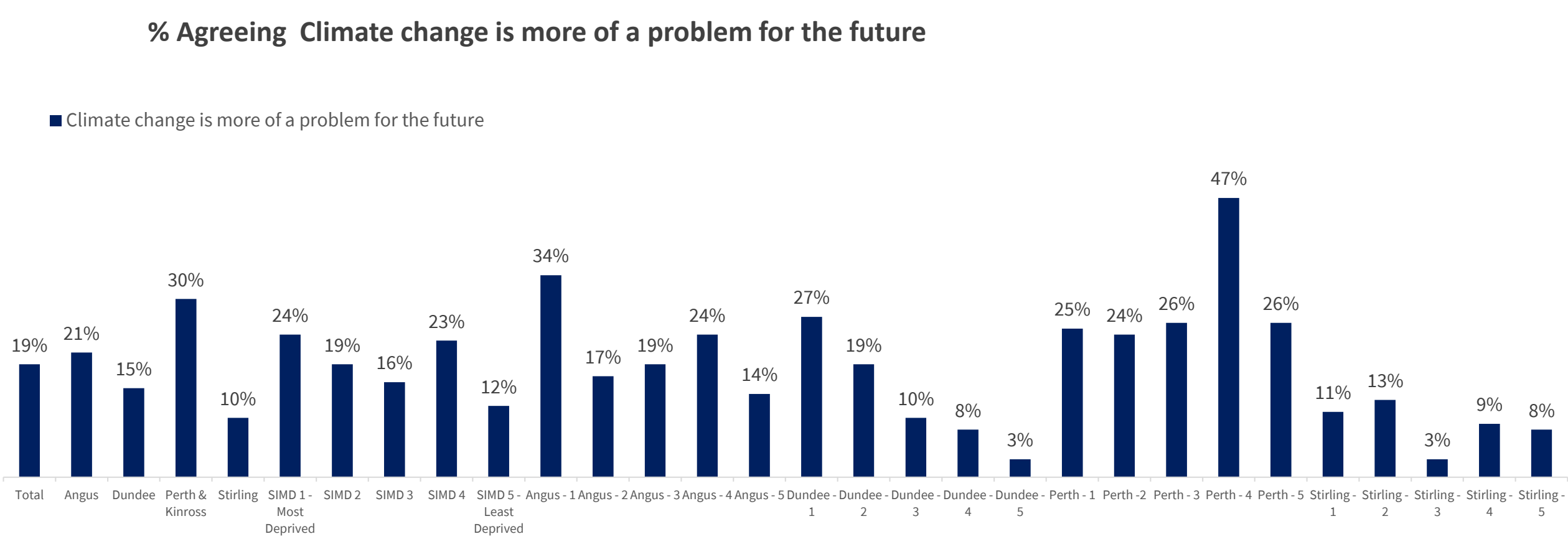
More people than average within Angus SIMD quintile 1 and Perth SIMD quintile 4 are not convinced that climate change is happening

Climate Change Attitudes



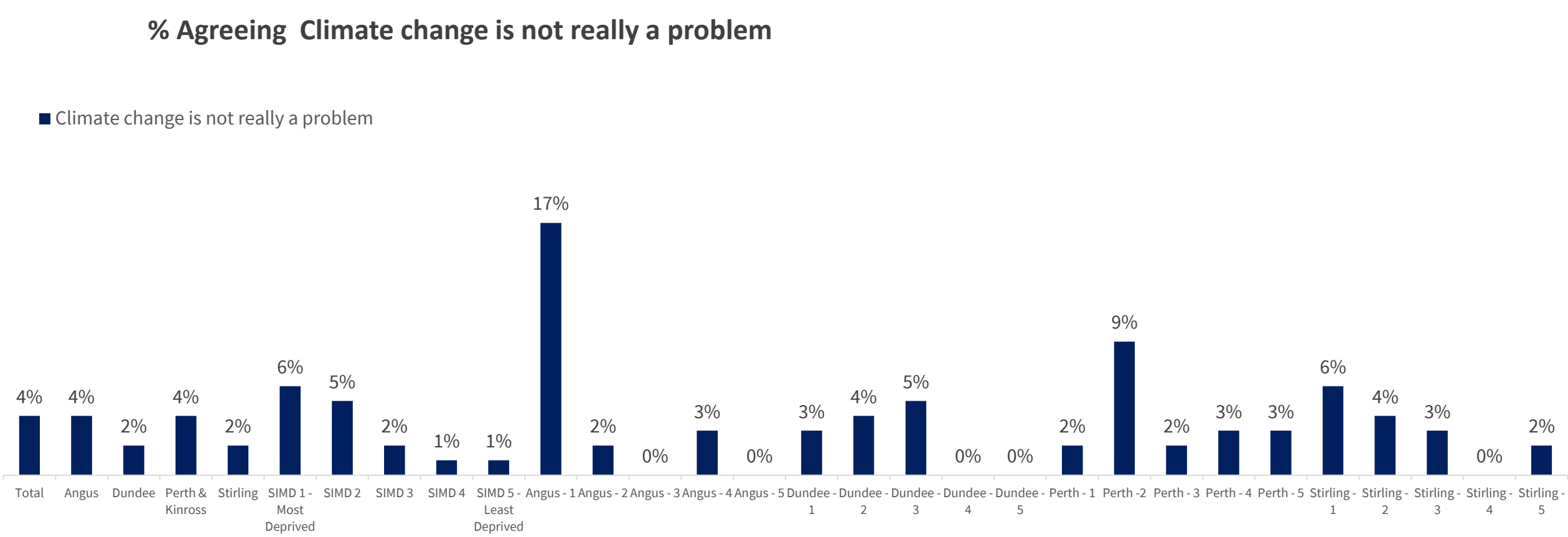
Residents in Dundee are more likely than other areas to think that climate change is an immediate and urgent problem. The level of belief that climate change is an immediate and urgent problem increases in more affluent areas generally, but remains consistently high in Dundee.

Climate Change Attitudes



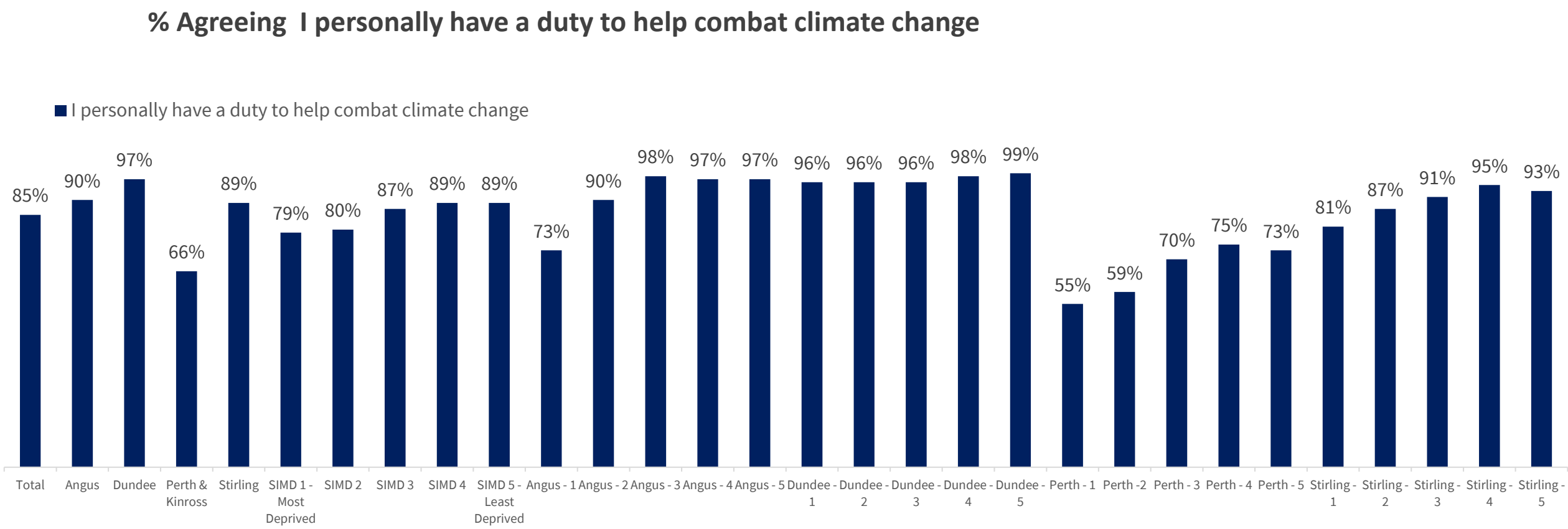
Those living in Perth & Kinross (and particularly in Perth SIMD 4) are more likely than the norm to believe that climate change is more of a problem for the future.

Climate Change Attitudes



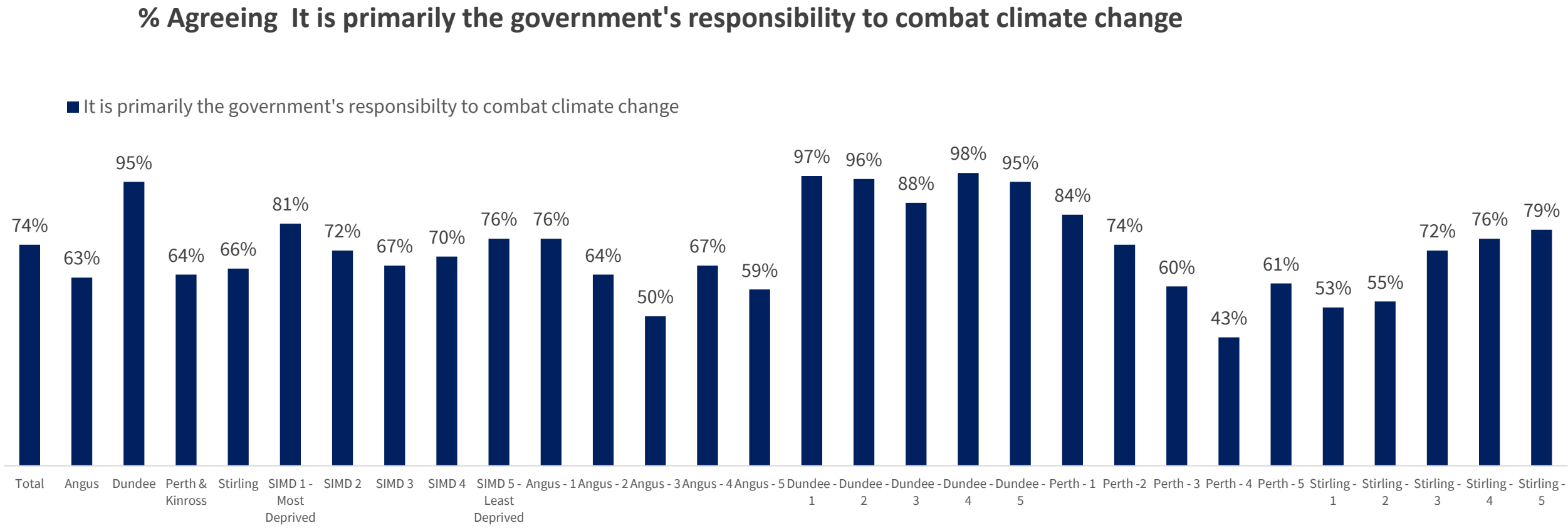
Those living in Angus SIMD 1 are more likely than others to think that climate change is not really a problem.

Climate Change Attitudes



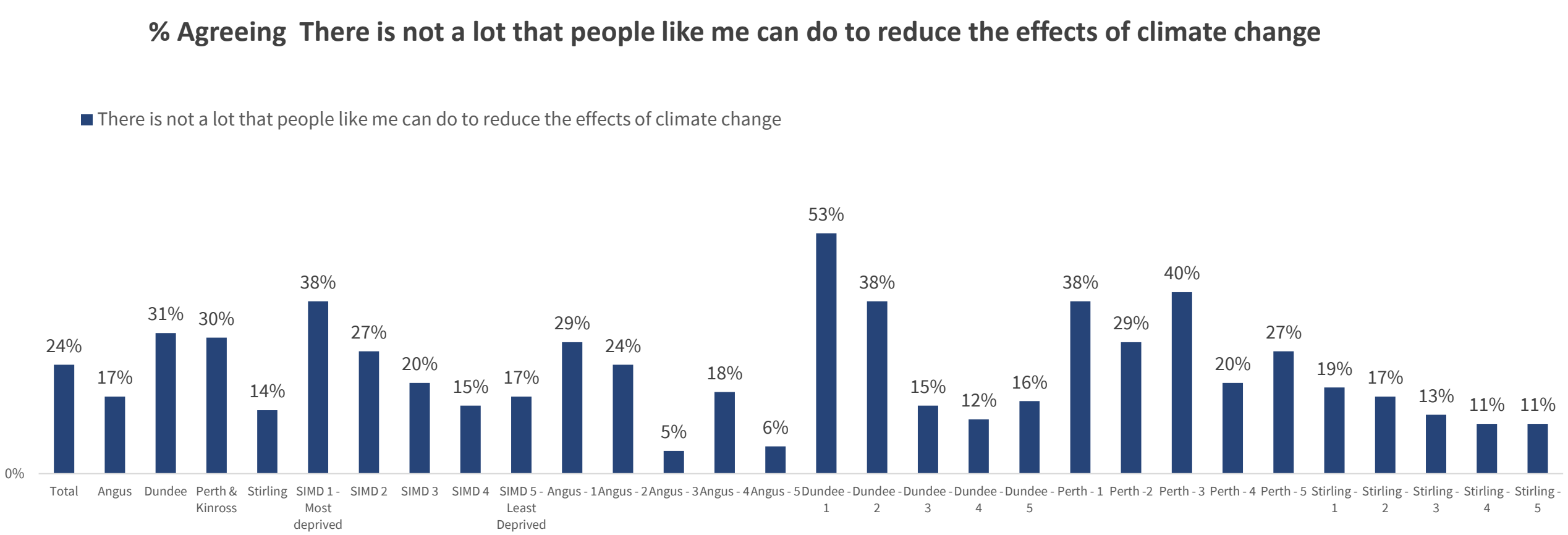
Residents of Perth & Kinross (and especially those in Perth 1 & Perth 2) are less likely than the norm to think they personally have a duty to help combat climate change. As affluence increases there is an increase in those that agree they have a duty to combat climate change.

Climate Change Attitudes



Dundee residents are more likely than the norm to believe it is the government's responsibility to combat climate change

Climate Change Attitudes



Those in the most deprived SIMD quintile are more likely than others to feel that there is not a lot they can do to reduce the effects of climate change. The data would suggest that those in more affluent positions feel more able to take personal action to reduce climate change although there are some regional outliers here.

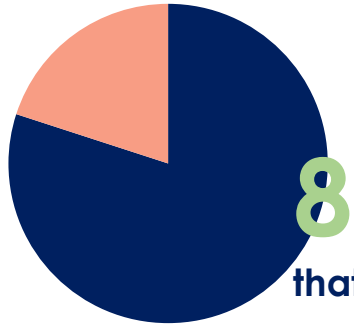
SECTION 2.1: SUMMARY

2.1 Climate Change Attitudes

The attitudes towards climate change found across the residents were varied yet consistent:

- **Levels of affluence correlate with attitudes about climate change.**
- **Those who live in affluent areas are more likely to agree that…**
  - Climate change exists
  - It needs addressing urgently
  - They have a personal duty to address it
  - They can help address it
- **Generally speaking, those in lower SIMD areas are less likely to agree, but there are some regional differences.**

- **Location:**
  - Dundee stands out as being most likely to agree climate change is happening and to agree with statements about tackling it.
  - Perth & Kinross less so.



80% believe that climate change is an urgent problem

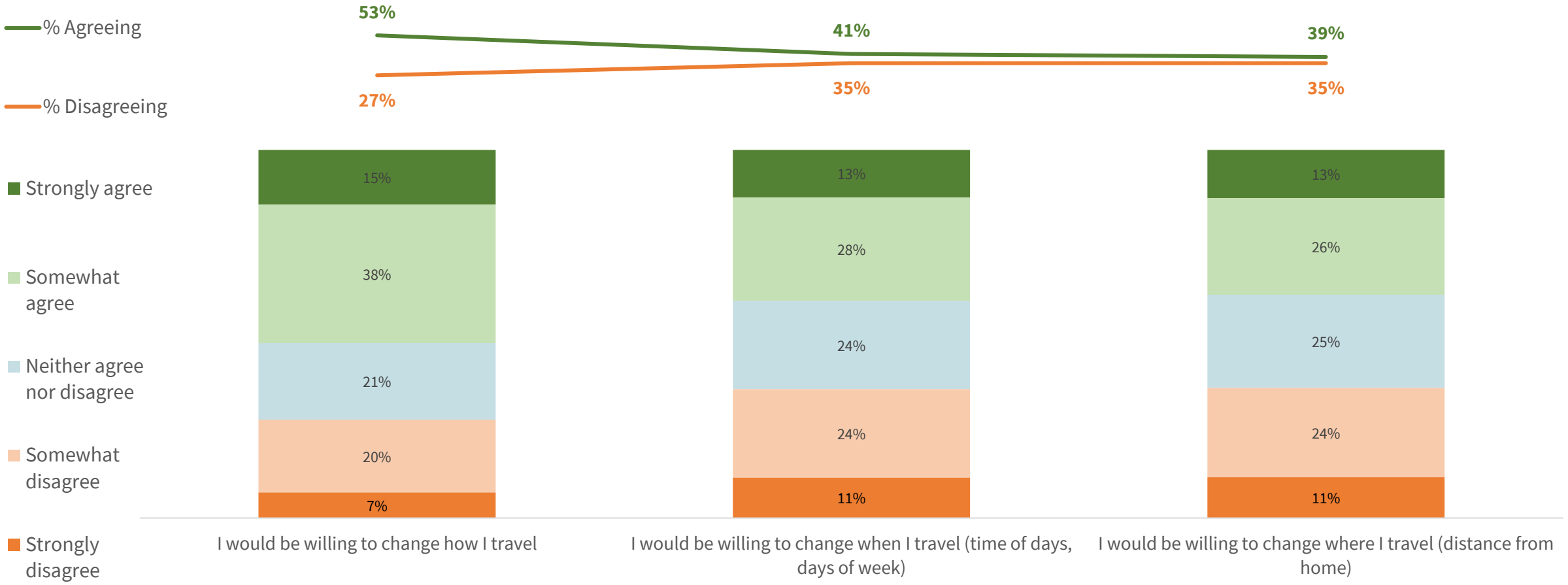
SECTION 2:

Climate Change Strategy

2.2 Willingness to Change Travel

Willingness to change travel – To assist in achieving climate change targets

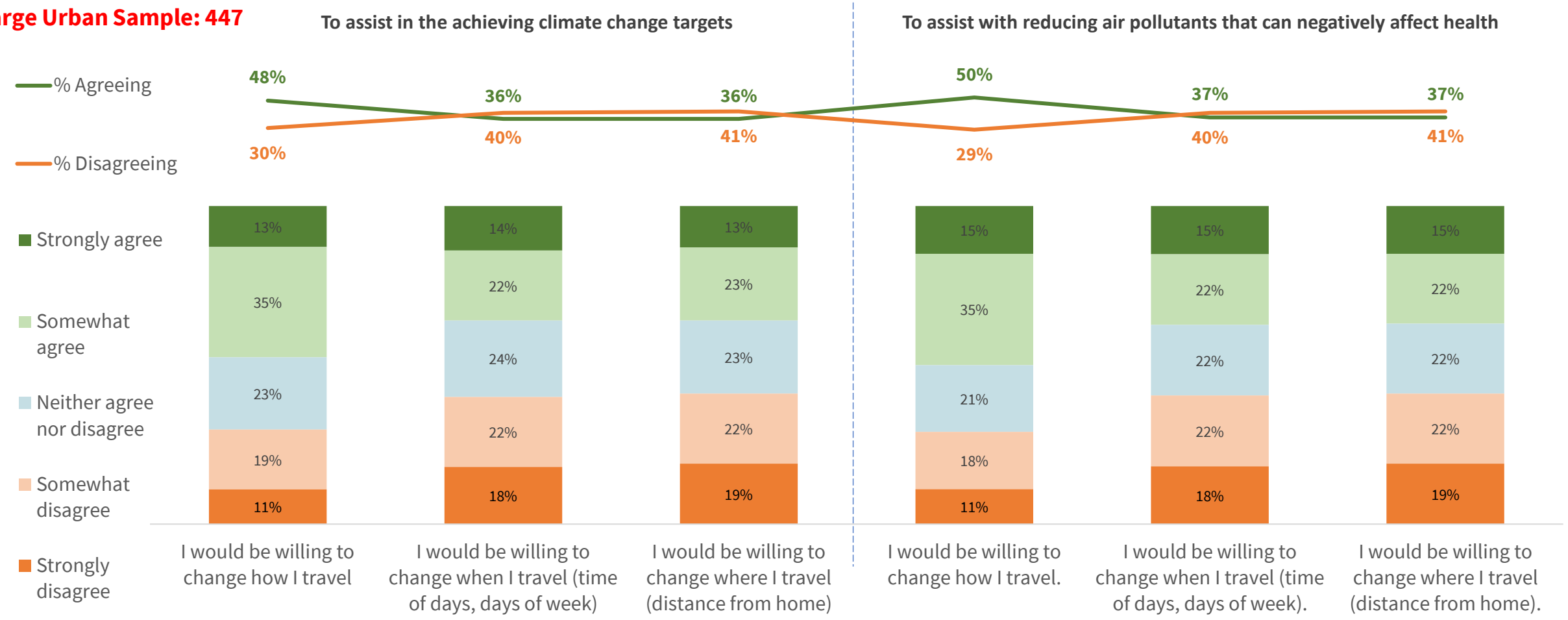
Total Sample



I would be willing to change how I travel was the most agreed with statement, with 53% agreeing overall. It also had the lowest levels of disagreement (27%). Changing time of travel and destination of travel was less agreeable overall.

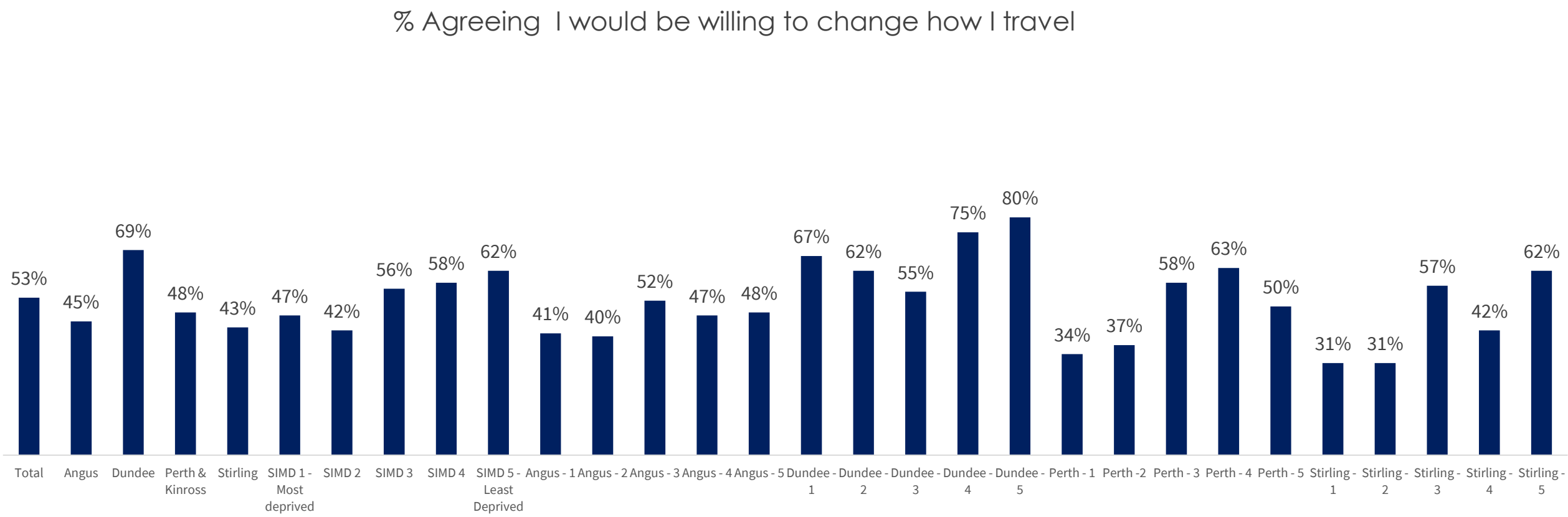
Willingness to change travel – Among those in large urban areas

Large Urban Sample: 447



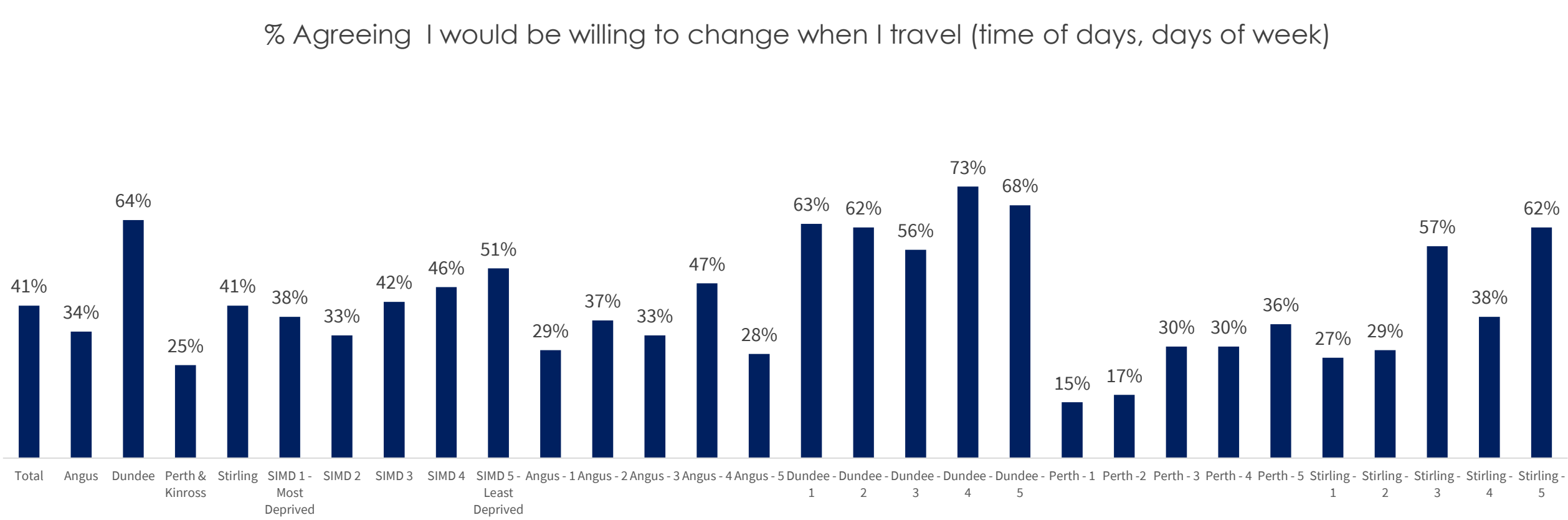
Those in more urban are directly more likely to agree to changes for health and air quality reasons over climate reasons, but the difference is minimal. Willingness to change how they travel is the most agreed with statement across both objectives, with lower support for changing when and where they travel.

Willingness to change how I travel… **to assist in the achieving climate change targets**



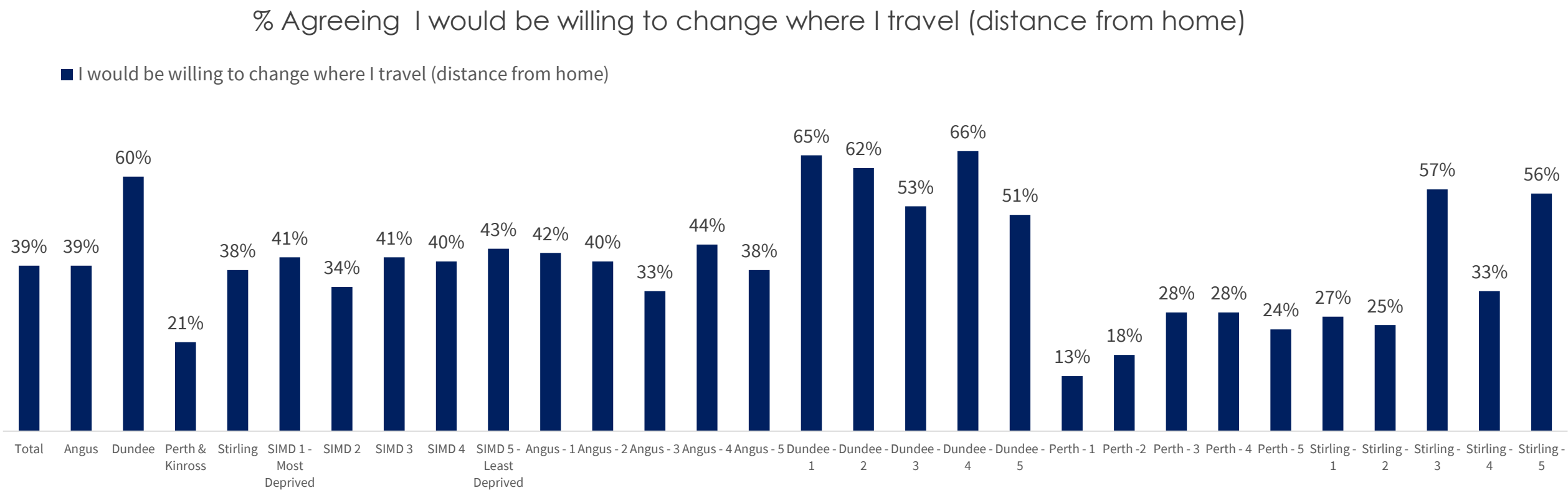
53% overall would be willing to change how they travel to assist in achieving climate change targets and this is significantly higher in Dundee compared to other areas and is especially higher than average within the least deprived SIMD quintile.

Willingness to change when I travel… **to assist in the achieving climate change targets**



41% overall would be willing to change when they travel to assist in achieving climate change targets (higher than the norm in Dundee and especially in Dundee 4&5). The % agreeing increases as affluence increases amongst the residents.

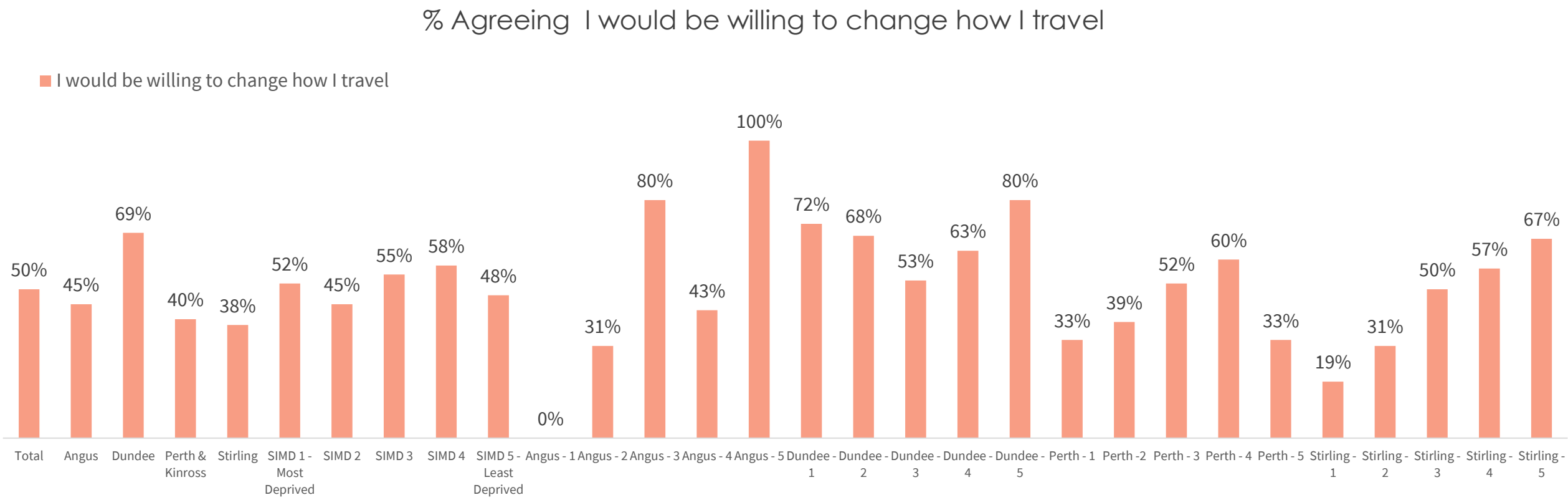
Willingness to change where I travel… **to assist in the achieving climate change targets**



39% overall would be willing to change where they travel to assist in achieving climate change targets, again higher in Dundee than in the other areas.

Willingness to change how I travel… **to assist with reducing air pollutants**

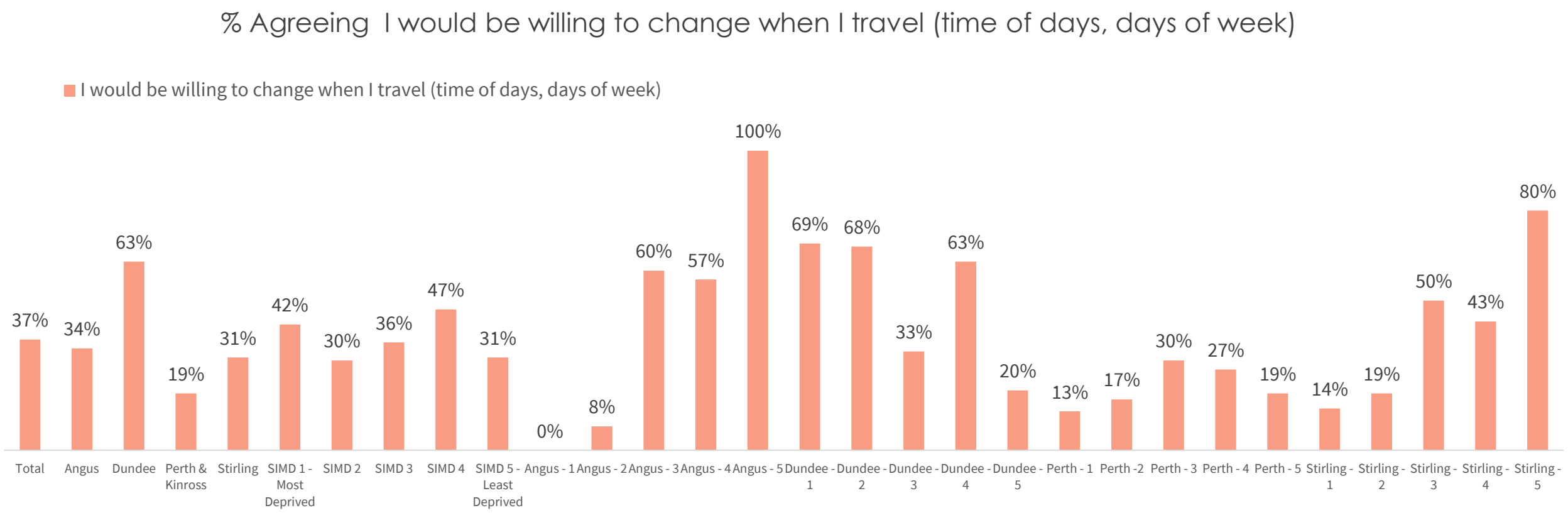
Large Urban Sample: 447



50% overall would be willing to change **how** they travel to assist in reducing air pollutants that can negatively affect health. Willingness is higher than the norm in Dundee (69%). Those in middling and higher affluence areas (3,4 &5) are generally more likely to state that they are willing to change how they travel to reduce air pollutants (with some fluctuations in different regions).

Willingness to change when I travel… **to assist with reducing air pollutants**

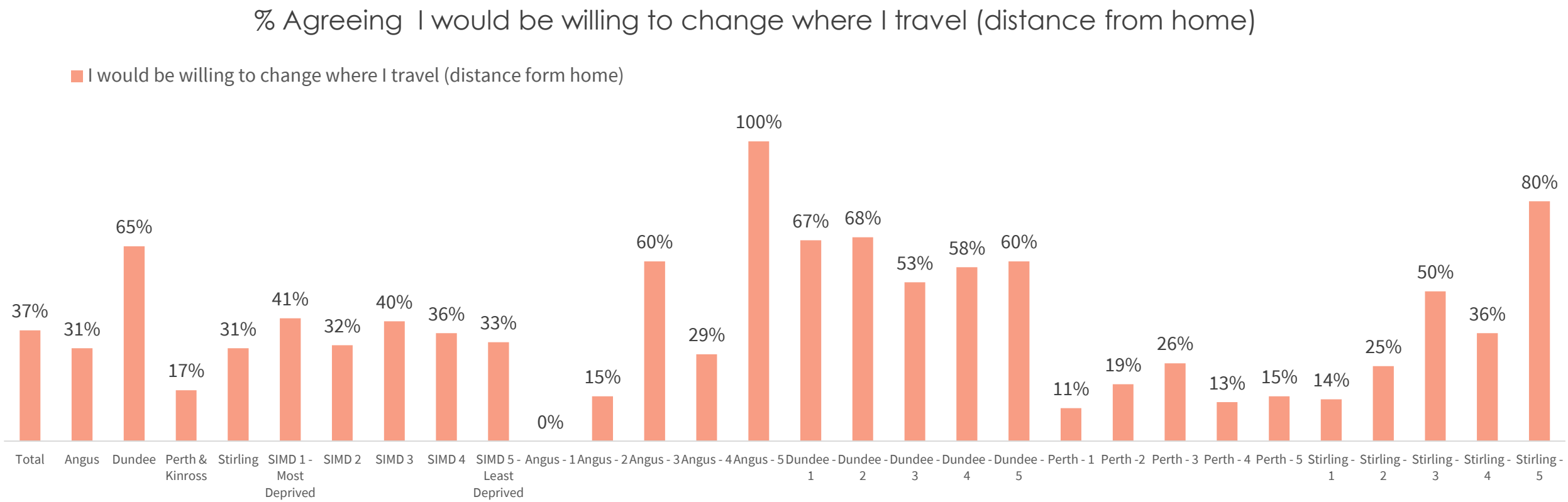
Large Urban Sample: 447



37% overall would be willing to change **when** they travel to assist in reducing air pollutants that can negatively affect health. This, again, is substantially higher in Dundee than across other locations.

Willingness to change travel… **to assist with reducing air pollutants that can negatively effect health**

Large Urban Sample: 447



37% overall would be willing to change **where** they travel to assist in reducing air pollutants that can negatively affect health. Dundee once again has far higher levels of agreement (65%) compared to other locations.

SECTION 2.2: SUMMARY

2.2 Willingness to Change Travel

- Overall, 53% of the sample agreed that they would be willing to change **how** they travel to assist in achieving **climate change targets**. This was higher than changing **when** they travel (41%) or **where** they travel (39%)
  - This is significantly higher in Dundee compared to other areas and is especially higher than average within the least deprived SIMD quintile.
  - Willingness to change was lowest in Perth & Kinross

- 50% of the urban sample would be willing to change **how** they travel to assist in **reducing air pollutants** that can negatively affect health.
  - Willingness is higher in Dundee (69%), and those in higher affluence areas.

- Overall, the urban sample were slightly more motivated to make changes based on **'assisting reducing air pollutants that can negatively affect health'** over **'assisting in the climate change targets'.**

SECTION 2:

Climate Change Strategy

2.3 Adequacy of Transport Provision & Travel Alternatives

Adequacy of Transport Provision

Residents were given some basic info about the draft strategy…

Tactran's Stategy

The regional transport partnership (Tactran) has been working with Angus, Dundee City, Perth & Kinross and Stirling councils to write a transport strategy which covers all 4 council areas.

The draft strategy recognises the big changes we all need to adopt if national targets, in relation to climate change, are to be met. These include how individuals travel and how transport services are provided.

For example, the Scottish Government have set targets to:

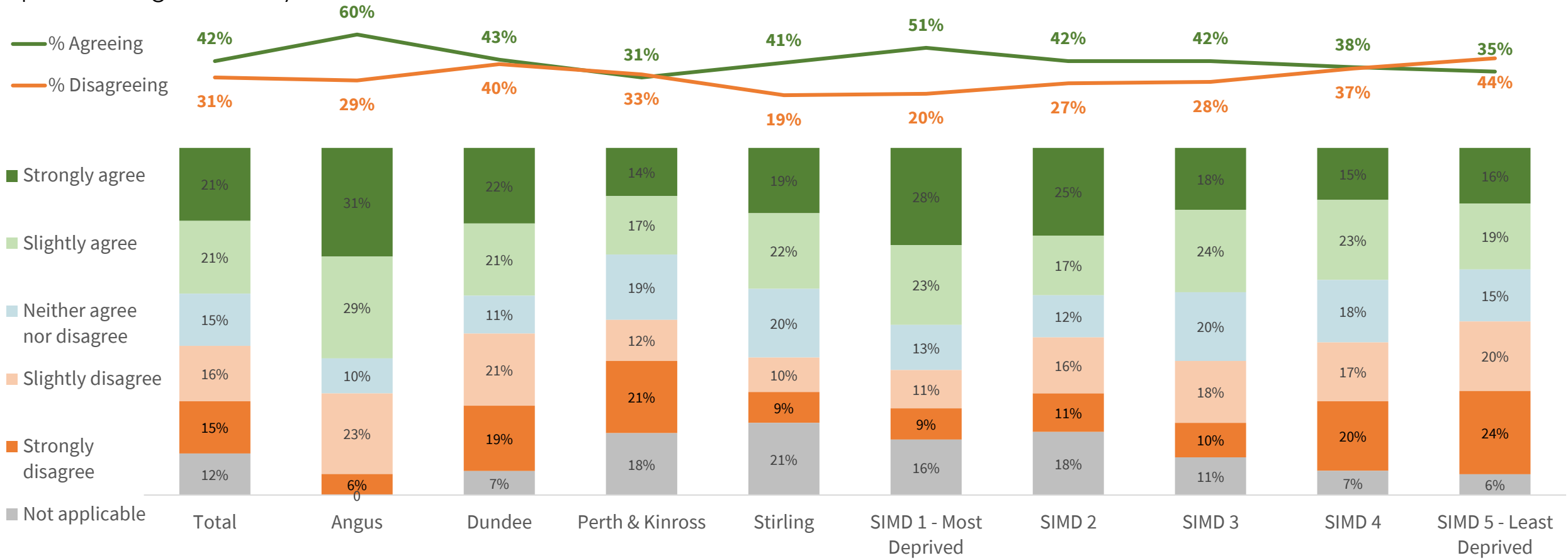
- Reduce car km driven by 20% by 2030
- Make sure there is no need to buy a petrol or diesel car by 2030
- Reduce inequalities by ensuring less than 10% of children are living in absolute poverty by 2030

While the strategy identifies the actions that will be necessary to achieve these changes, we need to continue to work with everyone to understand all their potential impacts, and design these actions to ensure that any changes are as fair as possible for everyone.

The fundamental aim of the strategy is to help you get to where you need to go, whilst addressing those climate change issues.

Adequacy of Transport Provision

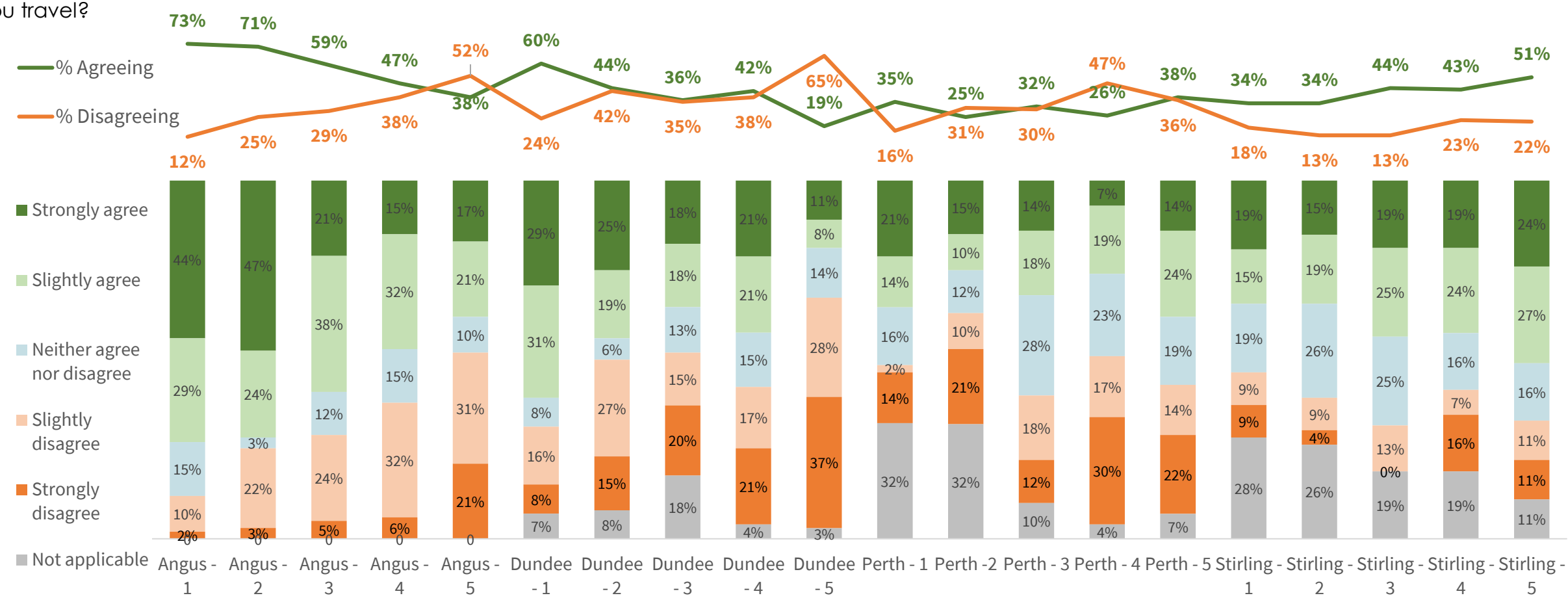
How much do you agree or disagree, that the transport provision in your area are currently adequate enough to enable you to make required changes to how you travel?



Overall, 42% of residents think that the transport provision in their area is currently enough to enable them to make required changes to how they travel. 21% agree strongly that this is the case and 21% agree slightly. A lower than average 31% of Perth & Kinross residents agree provision is adequate. The more affluent quintiles disagree most (44%) that there is adequate transport provision. Those in more affluent areas are less likely to agree that transport provision is adequate enough to change how they travel.

Adequacy of Transport Provision

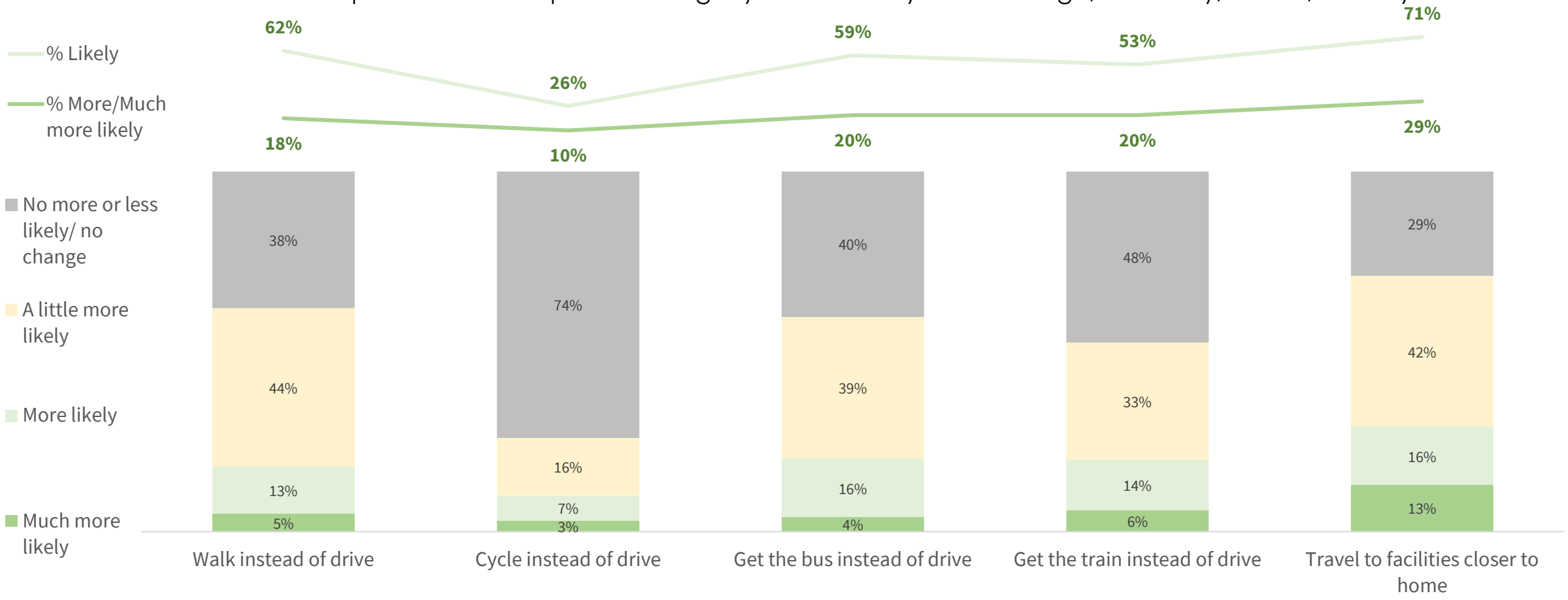
How much do you agree or disagree, that the transport provision in your area are currently adequate enough to enable you to make required changes to how you travel?



Whilst generally speaking those in higher SIMD area are less likely to agree that they could make changes. Stirling 5 is the main exception to this, with this group the most likely of the SIMD groups to in this region to agree that transport provision is adequate enough for the required change.

Travel Alternatives

The government want the public to become less reliant on their cars in order to help tackle climate change. Assuming there were safe, affordable and convenient transport alternatives provided to get you to where you need to go, how likely, if at all, would you be to:



The majority of residents (74%) would be **no more likely** to cycle instead of drive. 62% are likely to walk instead of drive. Likewise, 59% would be more prepared to use the bus and 53% the train instead of using a car and 71% would willing to travel to closer facilities.

SECTION 2.3: SUMMARY

2.3 Adequacy of Transport Provision & Travel Alternatives

42% of the residents 'agreed' that their current level of transport provision was adequate to allow them to make the required changes to how they travel.

Those in least affluent areas are most likely to agree that current transport options are adequate.

- **Location:**
  - Angus - gave the highest level of agreement (60%) that current levels of provisions were adequate.
  - Perth & Kinross – lowest level of agreement (33%)

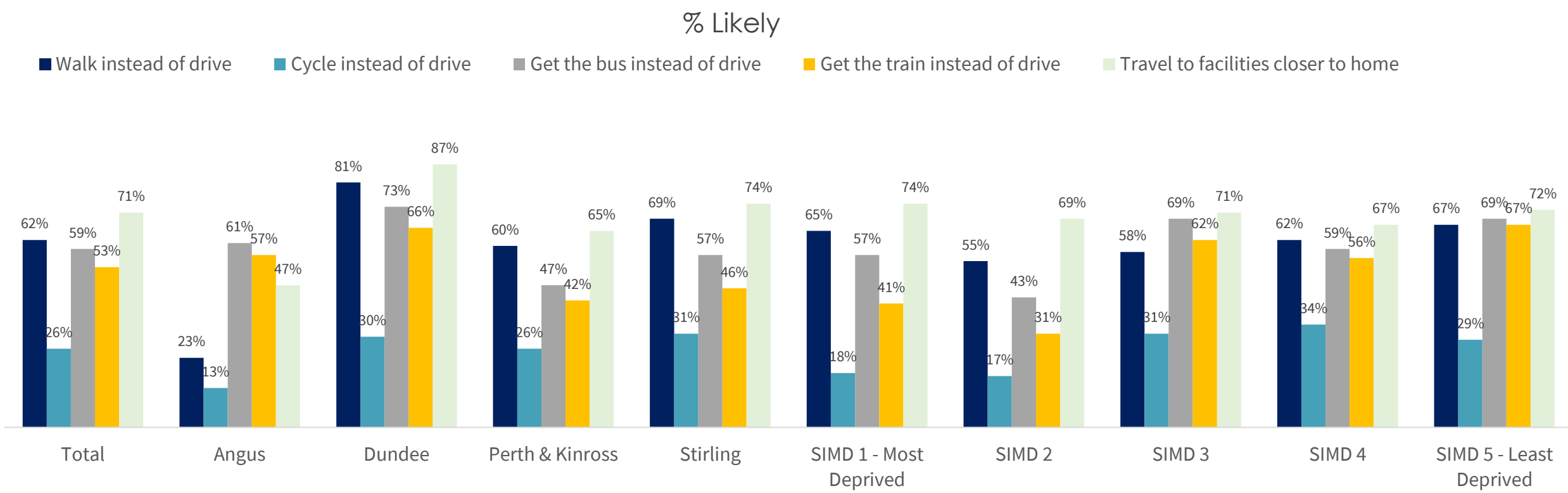
Residents on the whole are unlikely to shift away from driving, even when alternatives are available.

- 74% of residents are no more or less likely to cycle instead of drive, even if they could.
- Train was the most likely transport alternative, but just 6% stated they were much more likely to use instead.

Travel to facilities closer to home was the most 'likely' stated alternative overall.

Travel Alternatives

The government want the public to become less reliant on their cars in order to help tackle climate change. Assuming there were safe, affordable and convenient transport alternatives provided to get you to where you need to go, how likely, if at all, would you be to:



As an alternative, people across all areas are most likely to travel to facilities closer to home and this is particularly pronounced in Dundee. The more affluent groups (SIMD 3 to 5) have a higher likelihood to choose cycling over driving but this is consistently lower than all other travel alternatives offered. There is good willingness across the board to travel to facilities closer to home, particularly in Dundee.

Travel Alternatives

The government want the public to become less reliant on their cars in order to help tackle climate change. Assuming there were safe, affordable and convenient transport alternatives provided to get you to where you need to go, how likely, if at all, would you be to:

% Likely

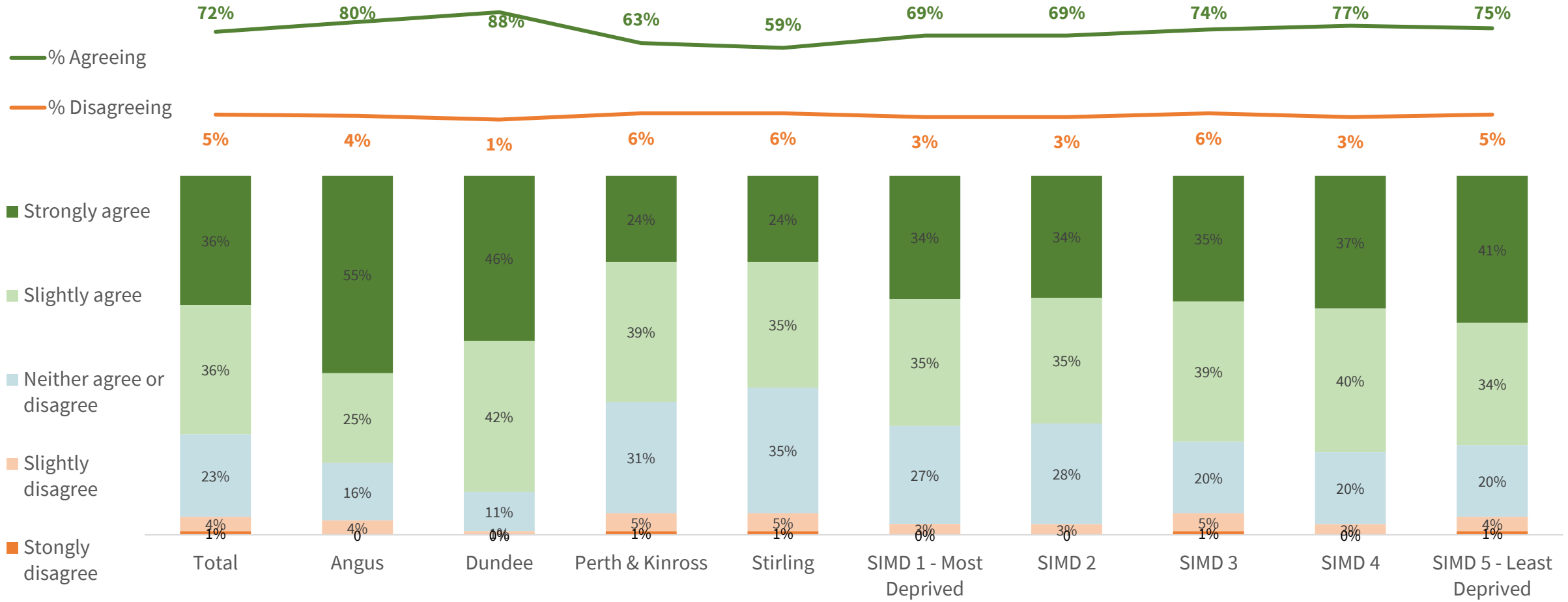
% Likely	Angus 1	Angus 2	Angus 3	Angus 4	Angus 5	Dundee 1	Dundee 2	Dundee 3	Dundee 4	Dundee 5	Perth 1	Perth 2	Perth 3	Perth 4	Perth 5	Stirling 1	Stirling 2	Stirling 3	Stirling 4	Stirling 5
Walk instead of drive	34%	27%	21%	11%	31%	88%	87%	72%	83%	74%	45%	43%	70%	68%	70%	63%	63%	77%	66%	74%
Cycle instead of drive	14%	6%	15%	15%	16%	25%	41%	34%	31%	29%	9%	9%	34%	44%	25%	19%	14%	53%	37%	39%
Get the bus instead of drive	53%	55%	80%	60%	55%	77%	64%	70%	56%	88%	36%	20%	60%	58%	58%	44%	44%	65%	64%	64%
Get the train instead of drive	47%	37%	80%	44%	65%	54%	45%	64%	68%	87%	33%	26%	46%	50%	46%	25%	22%	54%	60%	63%
Travel to facilities closer to home	60%	24%	53%	48%	55%	91%	94%	88%	86%	77%	63%	75%	65%	63%	63%	60%	78%	82%	70%	84%

SECTION 2:
Climate Change Strategy

2.4 Use of Resources

Use of Resources

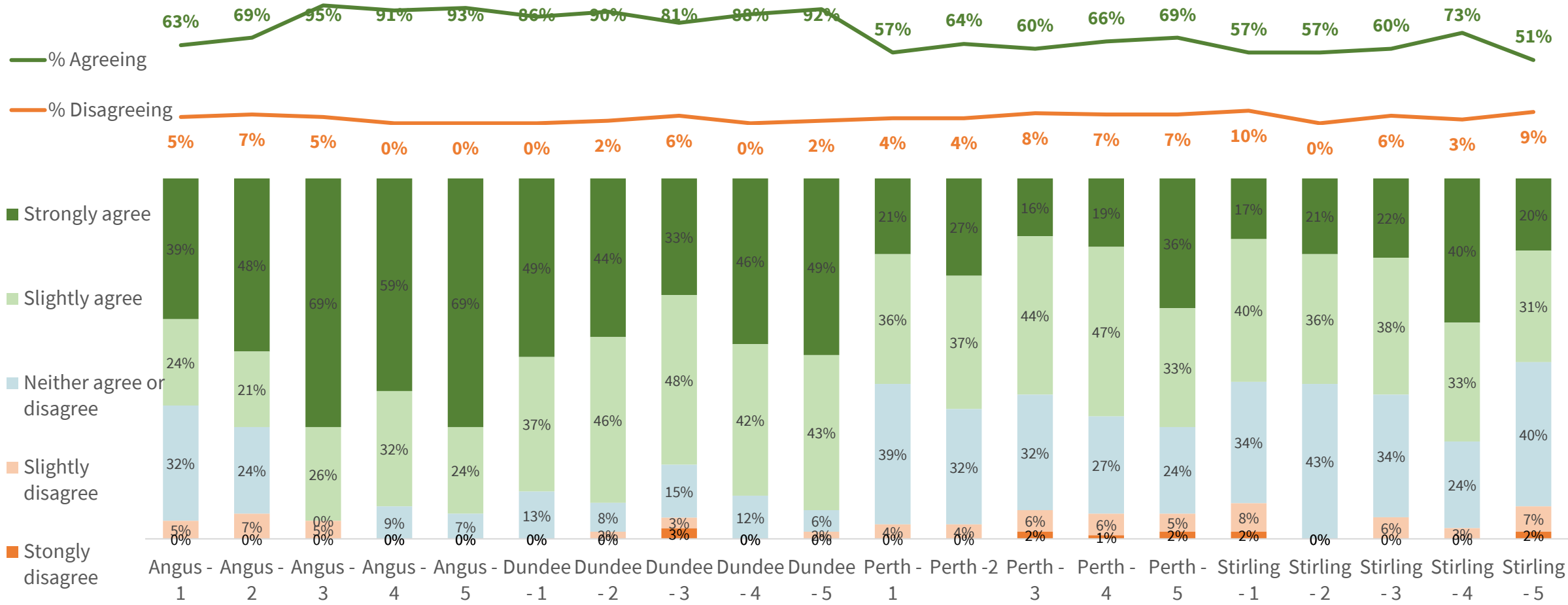
How much do you agree or disagree that resources should be directed to: Locations / trips where the most car km are driven



Overall, 72% agree that resources should be directed to locations / trips where the most car km are driven. This is highest in Dundee (88%) and second highest in Angus (80%). In contrast, agreement is lower in Perth & Kinross (63%) and lowest in Stirling (59%). The levels of agreement also increases somewhat in the more affluent areas, but this is minimal.

Use of Resources

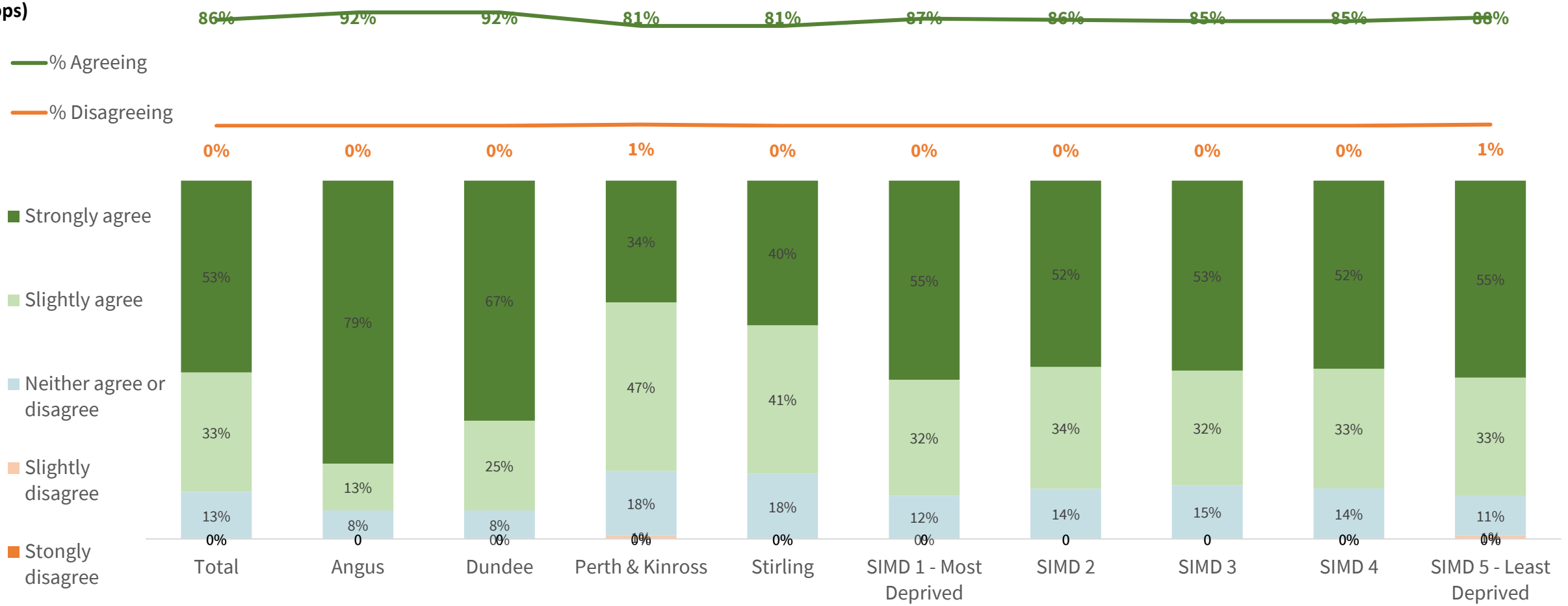
How much do you agree or disagree that resources should be directed to: Locations / trips where the most car km are driven



Generally, there is lower agreement that resources should be directed to locations / trips where the most car km are driven for those in Perth and Stirling compared to the other areas but driven by feeling neutral about this rather than disagreeing. SIMD seems to be having minimal impact here.

Use of Resources

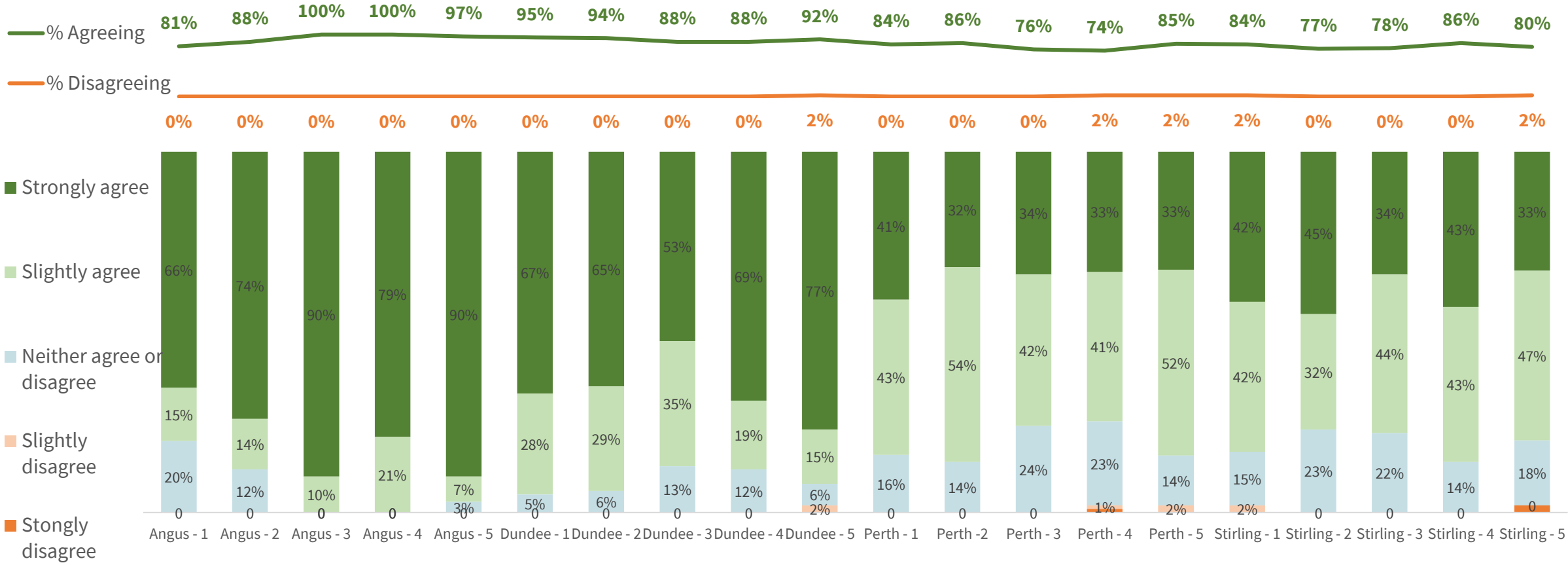
How much do you agree or disagree that resources should be directed to: The more vulnerable/most in need in society to help them access jobs, training and services (healthcare / shops)



86% agree that resources should be directed to the more vulnerable/most in need in society to help them access jobs, training and services (healthcare / shops) with 53% strongly agreeing and 33% slightly agreeing. There is stronger support for this in Angus where 79% strongly agree and Dundee 67% strongly agree.

Use of Resources

How much do you agree or disagree that resources should be directed to: The more vulnerable/most in need in society to help them access jobs, training and services (healthcare / shops)



Agreement that resources should be directed to the more vulnerable/most in need in society is especially high vs the norm for those in Angus SIMD quintiles 3 & 5. Dundee and Angus have higher levels of strong agreement, especially in the higher affluence quintiles. 90% of Angus 5 ‘Strongly agree’ whereas Perth 5 is only 33%.

SECTION 2.4: SUMMARY

2.4 Use of Resources

Amongst the residents, there was high levels of agreement that resources should be used for…

- **Locations & trips where most km are driven**
  - Angus and Dundee have highest levels of agreement
  - A slight correlation is seen between affluence increasing and agreement on this use of resources

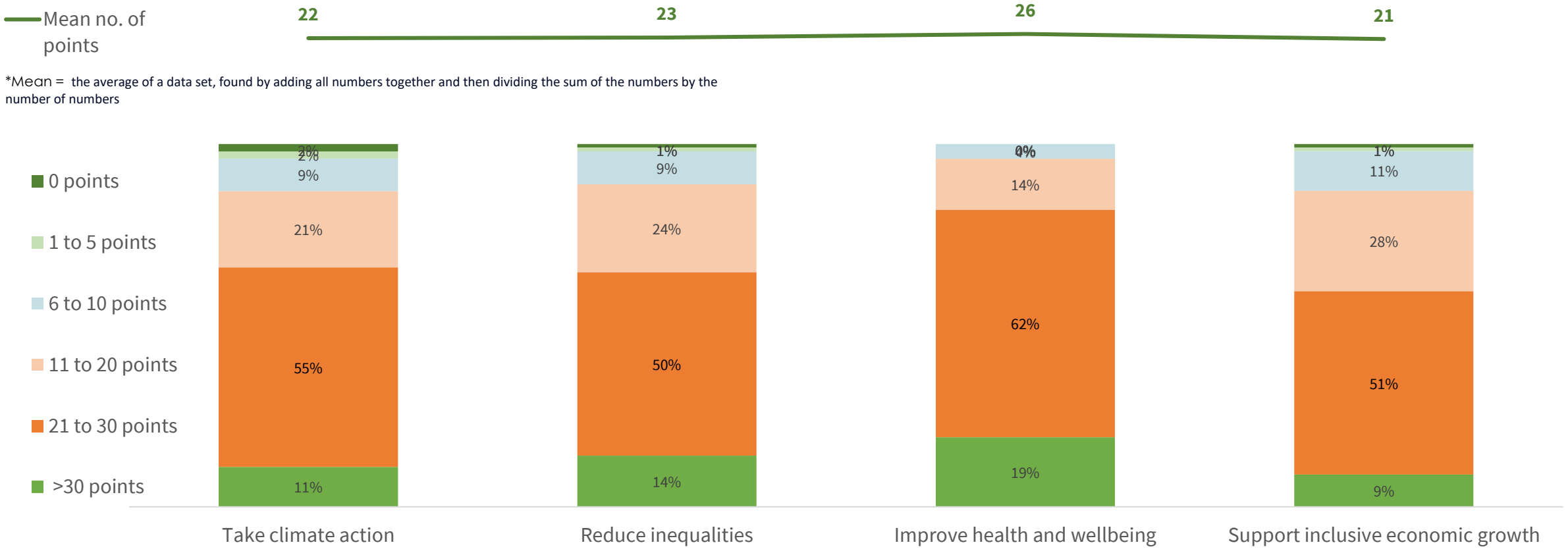
- **Most Vulnerable in Society**
  - High agreement across all locations that resources should help the vulnerable
  - The level of agreement was greater in Angus and Dundee in comparison to Stirling and Perth & Kinross

SECTION 2:
Climate Change Strategy

2.5 Objectives

Objectives: The government has 4 key objectives: Take climate action, Reduce inequalities, Improve health and wellbeing and Support inclusive economic growth

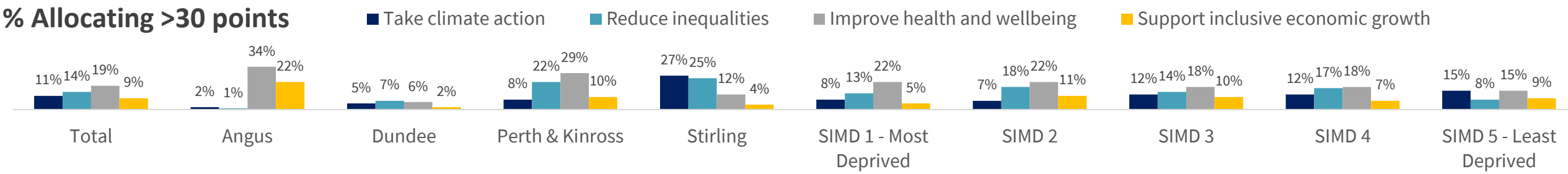
We want you to imagine you have 100 points to split among these 4 objectives. The more points you allocate to an objective, the higher a priority it is for you.

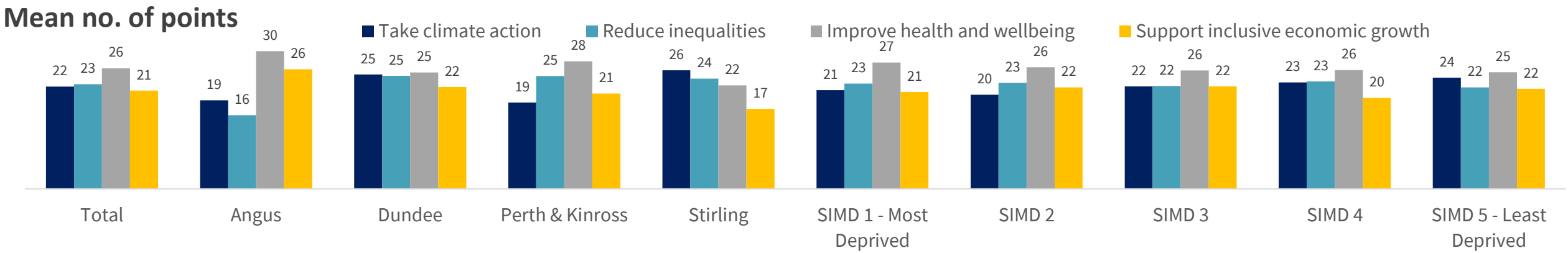


Of the objectives, improving health and wellbeing is viewed as the biggest priority, with 81% of people allocating this more than 20/100 points (19% gave it more than 30 points). Taking climate action comes 3rd of the 4 options when comparing mean scores.

Objectives: The government has 4 key objectives: Take climate action, Reduce inequalities, Improve health and wellbeing and Support inclusive economic growth

We want you to imagine you have 100 points to split among these 4 objectives. The more points you allocate to an objective, the higher a priority it is for you. How would you allocate your 100 points to each of the objectives below?



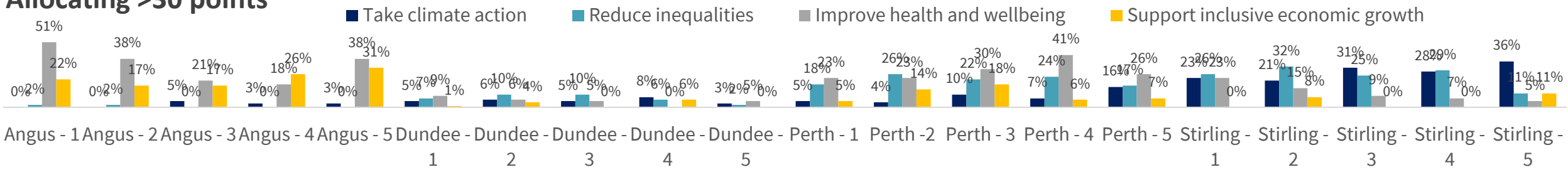


The only region which prioritises climate action of the 4 objectives is Stirling. Taking climate action was the least important objective in Perth & Kinross, and second lowest in Angus. It was also the least important for those in SIMD 1. Its priority increased in line with affluence on the whole. With the exception of Stirling, Health and Wellbeing is the priority across the board.

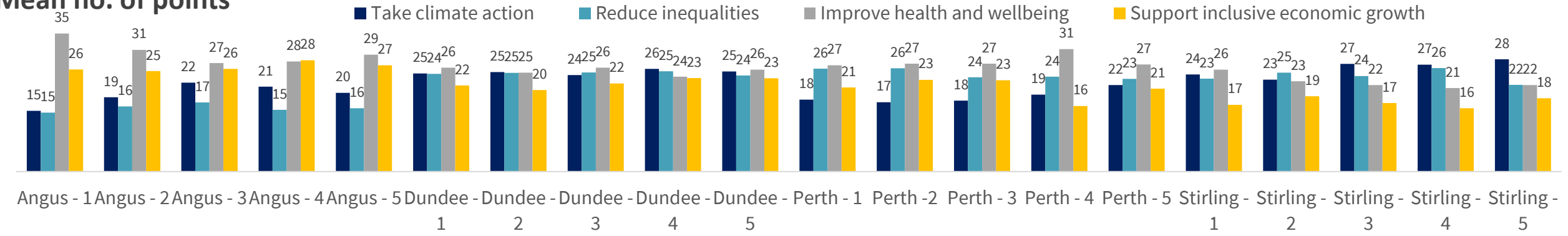
Objectives: The government has 4 key objectives: Take climate action, Reduce inequalities, Improve health and wellbeing and Support inclusive economic growth

We want you to imagine you have 100 points to split among these 4 objectives. The more points you allocate to an objective, the higher a priority it is for you. How would you allocate your 100 points to each of the objectives below?

% Allocating >30 points



Mean no. of points



The higher priority given to taking climate action in Stirling is driven by those in SIMD quintiles 3 and 5. In Stirling and Perth & Kinross, climate action as a priority increases with affluence, but there is less clear a pattern in Dundee and Angus.

Objectives

We want you to imagine you have 100 points to split among these 4 objectives. The more points you allocate to an objective, the higher a priority it is for you. How would you allocate your 100 points to each of the objectives below?

% Allocating >30 points

% >30 points	Angus 1	Angus 2	Angus 3	Angus 4	Angus 5	Dundee 1	Dundee 2	Dundee 3	Dundee 4	Dundee 5	Perth 1	Perth 2	Perth 3	Perth 4	Perth 5	Stirling 1	Stirling 2	Stirling 3	Stirling 4	Stirling 5
Take climate action	0%	0%	5%	3%	3%	5%	6%	5%	8%	3%	5%	4%	10%	7%	16%	23%	21%	31%	28%	36%
Reduce inequalities	2%	2%	0%	0%	0%	7%	10%	10%	6%	2%	18%	26%	22%	24%	17%	26%	32%	25%	29%	11%
Improve health and wellbeing	51%	38%	21%	18%	38%	9%	6%	5%	0%	5%	23%	23%	30%	41%	26%	23%	15%	9%	7%	5%
Support inclusive economic growth	22%	17%	17%	26%	31%	1%	4%	0%	6%	0%	5%	14%	18%	6%	7%	0%	8%	0%	0%	11%

Mean no. of points

Mean	Angus 1	Angus 2	Angus 3	Angus 4	Angus 5	Dundee 1	Dundee 2	Dundee 3	Dundee 4	Dundee 5	Perth 1	Perth 2	Perth 3	Perth 4	Perth 5	Stirling 1	Stirling 2	Stirling 3	Stirling 4	Stirling 5
Take climate action	15	19	22	21	20	25	25	24	26	25	18	17	18	19	22	24	23	27	27	28
Reduce inequalities	15	16	17	15	16	24	25	25	25	24	26	26	24	24	23	23	25	24	26	22
Improve health and wellbeing	35	31	27	28	29	26	25	26	24	26	27	27	27	31	27	26	23	22	21	22
Support inclusive economic growth	26	25	26	28	27	22	20	22	23	23	21	23	23	16	21	17	19	17	16	18

SECTION 2.5: SUMMARY

2.5 Objectives

- **Improving health and wellbeing is the priority for nearly all groups in the Tactran area.**
  - Consistently the main priority across SIMD groups
  - Stirling is the only regional outlier

- **At a total level, taking climate action comes 3rd out of the 4 priorities**
  - Stirling is the only area where taking climate action is most prioritised
  - The level of priority this is given generally rises alongside affluence and is least prioritised by those in SIMD 1

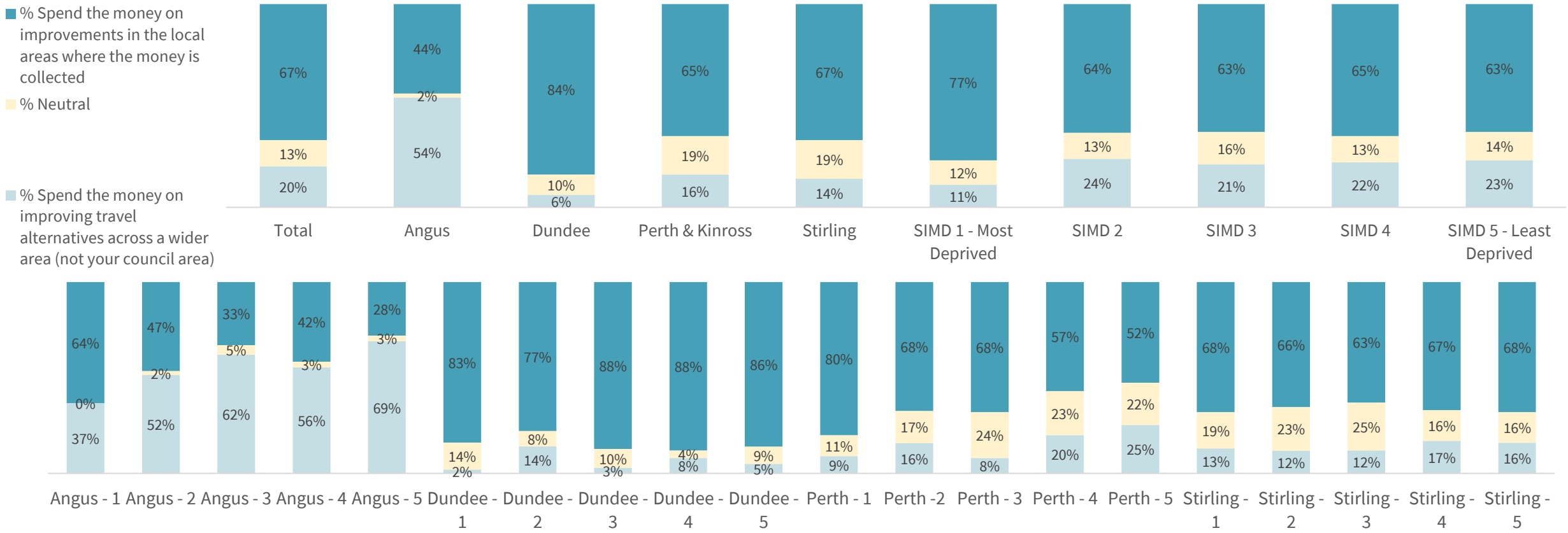
SECTION 2:

Climate Change Strategy

2.6 Charging Mechanism Income Spend & Spend on Travel Improvements

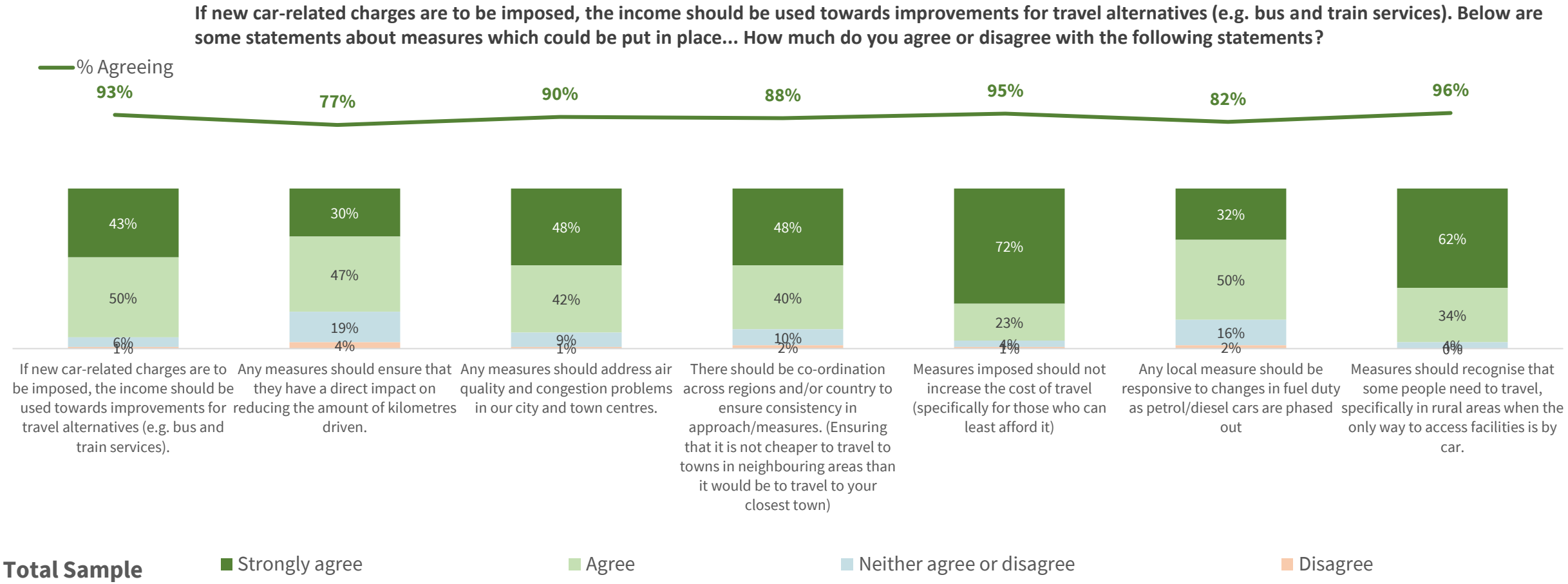
Charging Mechanism Income Spend

"Charging mechanisms' are essentially costs imposed on the population for undertaking certain activities. If these charging mechanisms were to be implemented. How should this income be spent?



Overall, there is a pronounced preference that money generated from charging mechanisms should be spent in the local area where the money is collected as opposed to spent across a wider area. This view is held across all regions apart from Angus where the preference is for spend across a wider area. SIMD 1 is the only Angus group with a different opinion.

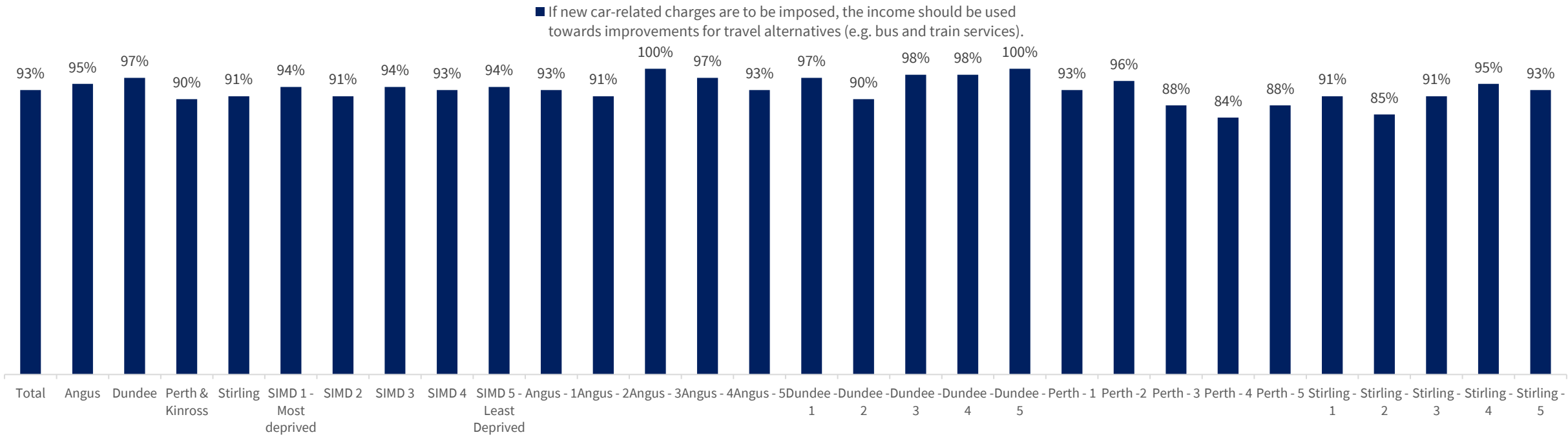
Spend on travel improvements



There is widespread support and agreement for all potential measures concerning spend on improvements to travel alternatives. Highest agreement is that measures should recognise that people need to travel (96%), followed by the view that any measures should not increase the cost of travel (95%).

Spend on travel improvements

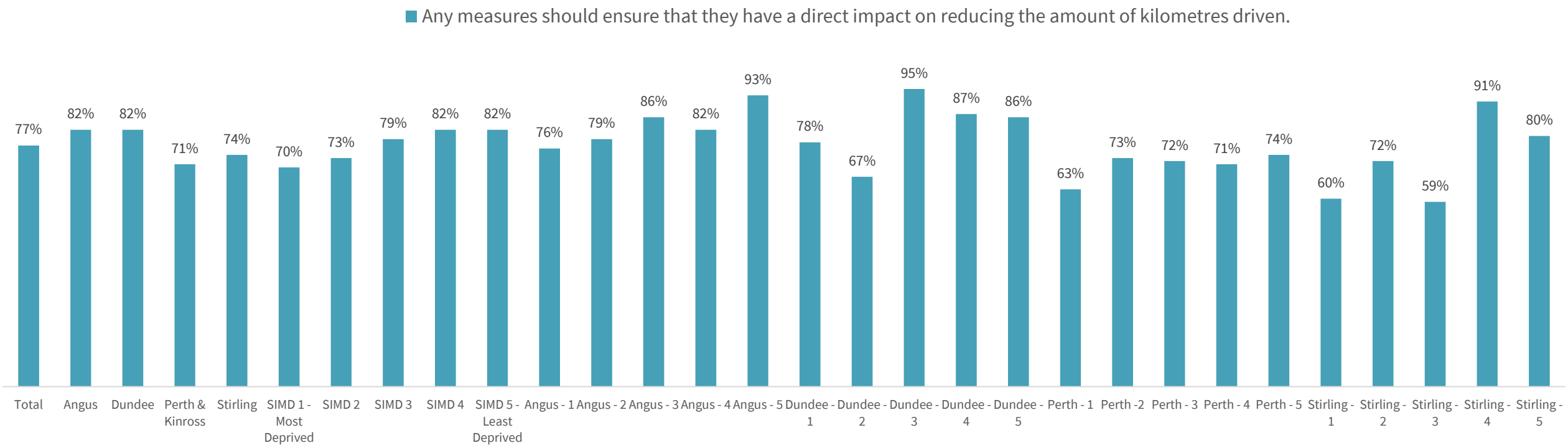
If new car-related charges are to be imposed, the income should be used towards improvements for travel alternatives (e.g. bus and train services). (% Agree)



Overall, 93% of people agree that income should be used towards improvement for travel alternatives. This has almost universal agreement across all regions with only slight fluctuations across SIMD.

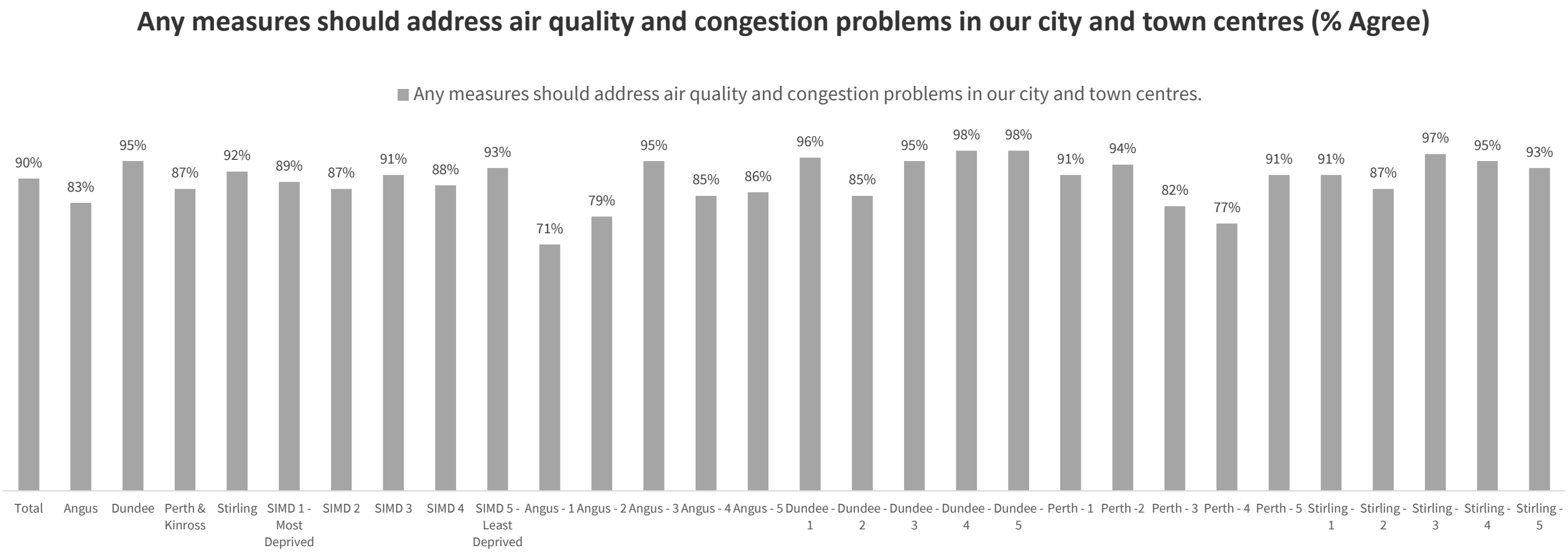
Spend on travel improvements

Any measures should ensure that they have a direct impact on reducing the amount of kilometres driven (% agree)



Overall, 77% of people agree that any measures should ensure that they have a direct impact on reducing the amount of kilometres driven. Agreement levels are higher in Dundee SIMD quintile 3, Angus 5 and Stirling 4. At a total level, Those in higher SIMD quintiles are more likely to agree with this statement than lower ones.

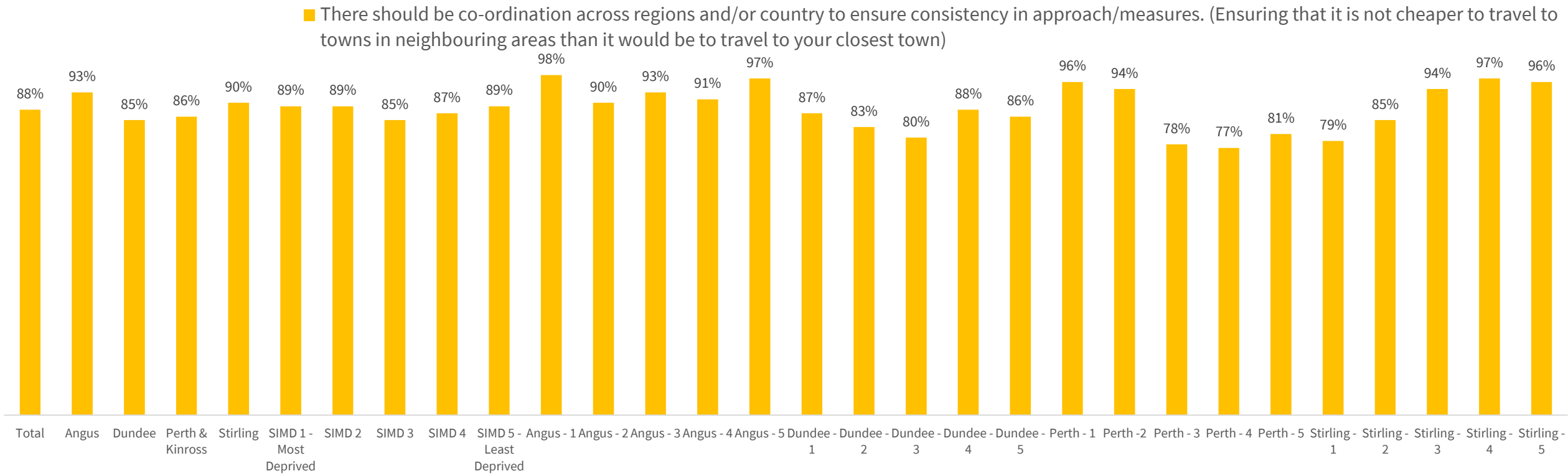
Spend on travel improvements



Overall, 90% of people agree that measures should address air quality and congestion problems in our city and town centres. Agreement is lower in Angus SIMD quintile 1 and Perth SIMD quintile 4 but agreement is largely consistent across the board beyond this.

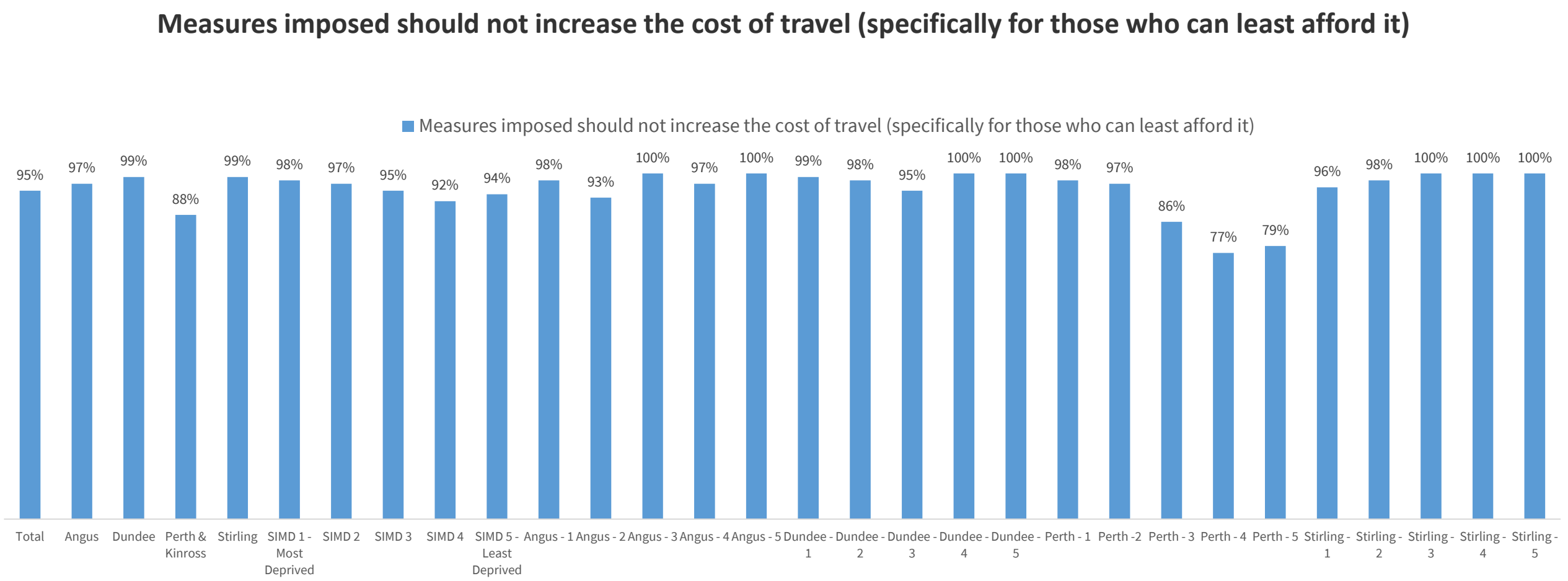
Spend on travel improvements

There should be coordination across regions and/or country to ensure consistency in approach/measures. (Ensuring that it is not cheaper to travel to towns in neighbouring areas than it would be to travel to your closest town) (% Agree)



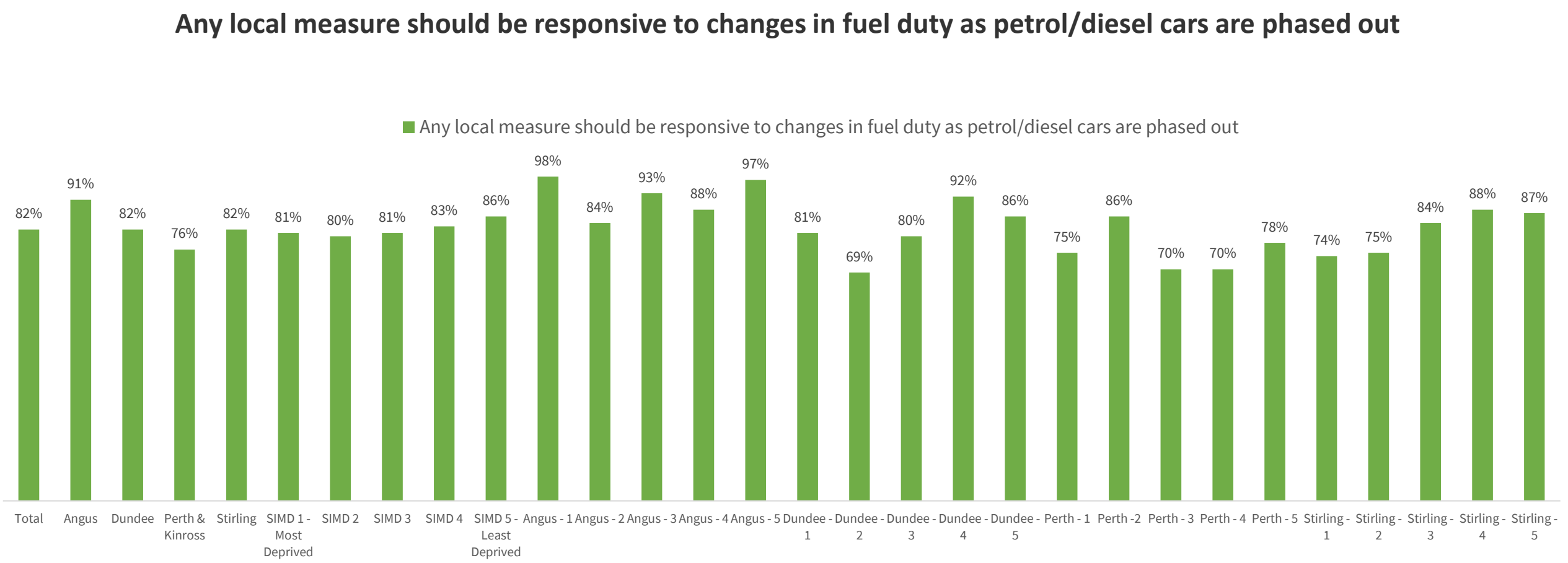
Overall, 88% of people agree that there should be coordination across regions and/or country to ensure consistency in approach/measures and this rises to 93% for those in Angus. There are minimal differences in SIMD at a total level.

Spend on travel improvements



Overall, 95% of people agree that any measures imposed should not increase the cost of travel (specifically for those who can least afford it). This is lower however for those in Perth & Kinross where 88% agree

Spend on travel improvements



Overall, 82% of people agree that any local measure should be responsive to changes in fuel duty as petrol/diesel cars are phased out and in Angus there is higher than average agreement

Spend on travel improvements

Measures should recognise that some people need to travel, specifically in rural areas when the only way to access facilities is by car.

Overall, 96% of people agree that measures should recognise that some people need to travel, specifically in rural areas when the only way to access facilities is by car. Agreement is slightly lower in Perth and Kinross, driven by those in SIMD quintiles 4 and 5

SECTION 2.6: SUMMARY

2.6 Spend On Travel Improvements

Amongst the residents 67% thought that income from Charging Mechanism Income Spend should go towards local improvements.

For spend on travel improvements, agreement for all of the given statements was universally high.

- **Residents agreed particularly strongly with:**
  - Not increasing the customers costs (95%)
  - Acknowledging the challenges of rural travel options (96%)
  - Any new charges for cars should go towards the travel alternatives (93%)

- Differences across SIMD and region were minimal overall.

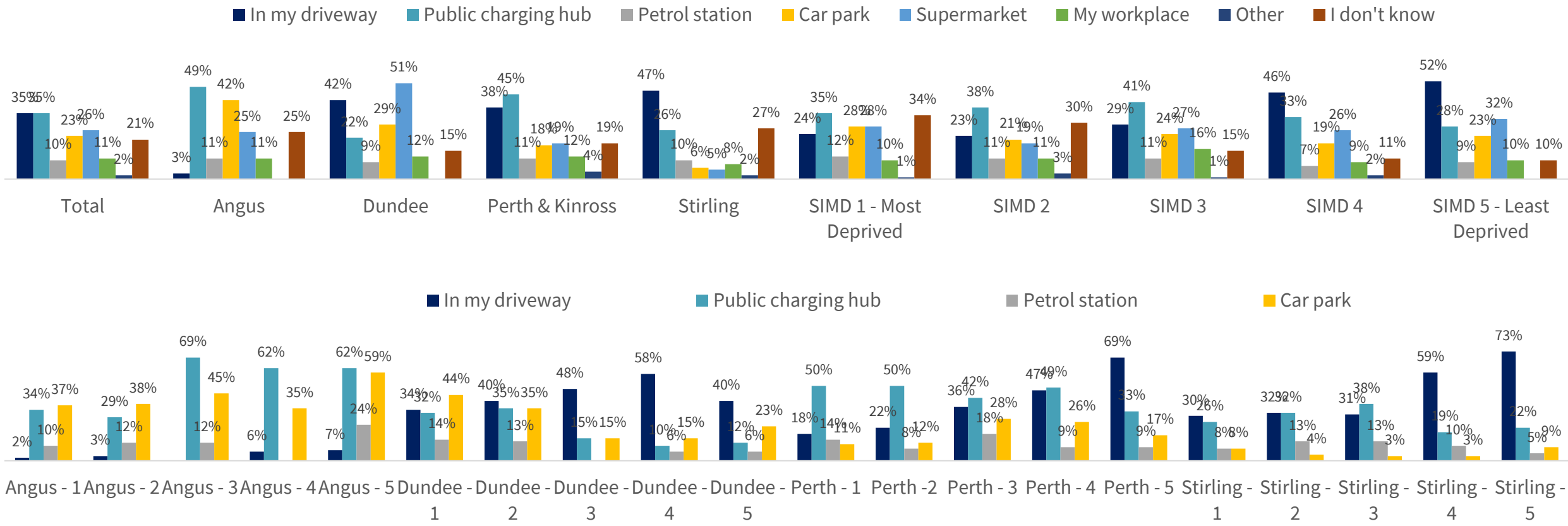
SECTION 2:

Climate Change Strategy

2.7 Charging an Electric Car & Car Clubs

Charging an electric car

If you had an electric car, where could you charge the car?



Overall, people would be most likely to be able to charge an electric car in their driveway or at a public charging hub (35% respectively). 26% mention a supermarket, 23% a car park and 10% a petrol station. 21% currently don't know where they would charge.

Charging an electric car

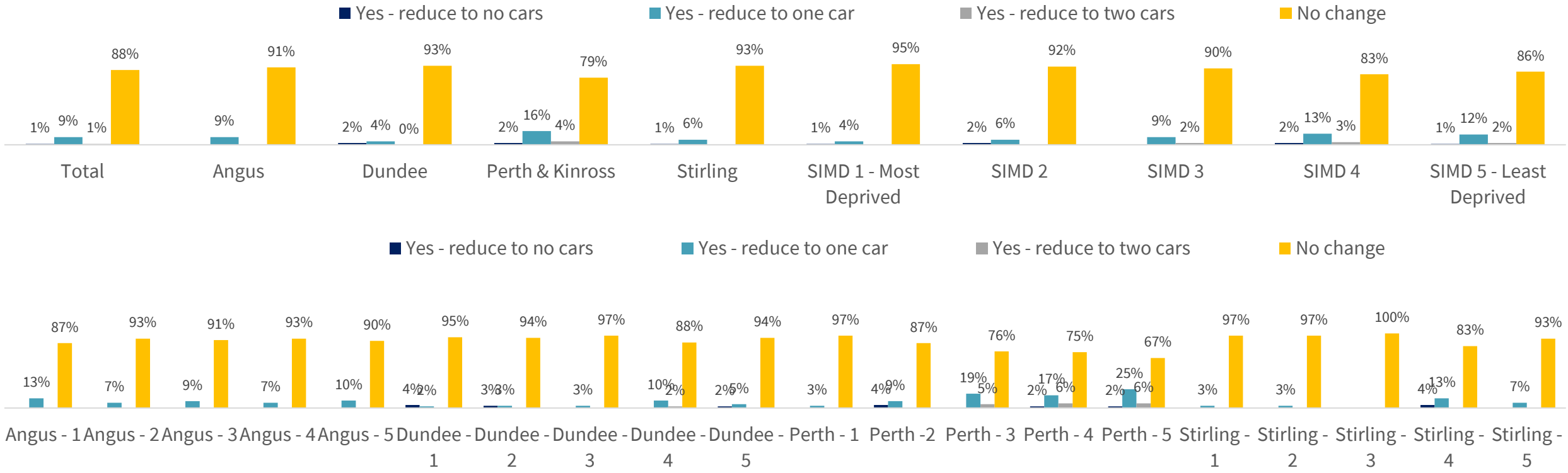
If you had an electric car, where could you charge the car?

Respondents	Total	Angus	Dundee	Perth & Kinross	Stirling	SIMD 1 Most deprived	SIMD 2	SIMD 3	SIMD 4	SIMD 5 Least Deprived
In my driveway	35%	3%	42%	38%	47%	24%	23%	29%	46%	52%
Public charging hub	35%	49%	22%	45%	26%	35%	38%	41%	33%	28%
Petrol station	10%	11%	9%	11%	10%	12%	11%	11%	7%	9%
Car park	23%	42%	29%	18%	6%	28%	21%	24%	19%	23%
Supermarket	26%	25%	51%	19%	5%	28%	19%	27%	26%	32%
My workplace	11%	11%	12%	12%	8%	10%	11%	16%	9%	10%
Other	2%	-	-	4%	2%	1%	3%	1%	2%	-
I don't know	21%	25%	15%	19%	27%	34%	30%	15%	11%	10%

Respondents	Angus 1	Angus 2	Angus 3	Angus 4	Angus 5	Dundee 1	Dundee 2	Dundee 3	Dundee 4	Dundee 5	Perth 1	Perth 2	Perth 3	Perth 4	Perth 5	Stirling 1	Stirling 2	Stirling 3	Stirling 4	Stirling 5
In my driveway	2%	3%	-	6%	7%	34%	40%	48%	58%	40%	18%	22%	36%	47%	69%	30%	32%	31%	59%	73%
Public charging hub	34%	29%	69%	62%	62%	32%	35%	15%	10%	12%	50%	50%	42%	49%	33%	26%	32%	38%	19%	22%
Petrol station	10%	12%	12%	-	24%	14%	13%	-	6%	6%	14%	8%	18%	9%	9%	8%	13%	13%	10%	5%
Car park	37%	38%	45%	35%	59%	44%	35%	15%	15%	23%	11%	12%	28%	26%	17%	8%	4%	3%	3%	9%

Car clubs

Car Clubs are an alternative to owning your own car. They enable club members to share cars, and only pay when they are using them. Do you feel that local electric car clubs could help you reduce the number of cars in your household?



Overall, 12% feel that car clubs could help reduce the number of cars in their household while 88% feel it would not change the number of cars. Differences were fairly minimal across region and SIMD, with the exception of Perth & Kinross, where reducing car ownership agreement (to 1 car) increased in line with SIMD quintile.

SECTION 2.7: SUMMARY

2.7 Charging an Electric Car & Car Clubs

- **Charging an electric car:**
  - Most of residents suggested they would charge car in their driveway or at a public charging hub
  - There was 21% of residents didn't know who didn't know

- **Car clubs:**
  - Most felt car clubs would have no effect on reducing car numbers in their household.
  - Perth & Kinross had slightly lower levels of 'no change'. As SIMD increased, there was more stated likelihood of residents reducing to 1 car.

SUMMARY

Summary – Transport Usage

- Almost 9 out of 10 people (87%) walk as a mode of transport at least once a week. This is more common in the Dundee and Stirling council areas.

- The car (as driver) is most frequently used motorised transport (60% overall, with usage increasing with SIMD grouping). Second most frequently used is the car (as passenger).

- Overall, 72% have access to a car. Car access increases with SIMD bands (91% in the least deprived quintile vs. 55% in the most deprived quintile). Of those who do have access to a car, 39% have access to 2 or more cars (Highest in Angus 5, Dundee 5 and Perth 4)
  - Car access is highest in Angus 5 (100%) and lowest in Angus 1 (37%)

- Overall, 57% usually travel to work/education by car, 20% by bus, 9% by walking and 7% by train.
  - Travel to work/education by car is highest in Angus 5 and Dundee 5, but lowest in Perth 1 and Stirling 3.

- Overall, 28% of those currently travelling to work/education by car could actually use public transport to make the journey
  - Within Angus 2, Angus 3 and Stirling 5, more than ½ of residents who currently commute by car could make the journey by public transport.
  - 1 in 10 or fewer believe this to be possible within Dundee 4 or 5 or Perth 4.

Summary – Attitudes, Willingness to Change & Alternatives

- Overall, 85% believe they personally have a duty to help combat climate change and 80% see climate change as an immediate and urgent problem.
- 19% believe climate change is more of a future problem (and 7% are not convinced climate change is actually happening, while 4% think it is not really a problem).
- 74% agree that it is primarily the government's responsibility to combat climate change
- Within the **total sample,** 53% are willing to change how, when (41%) and where (39%) they tavel to assist in achieving climate change targets.
- With the **Large urban sample,** 50% of the urban sample would be willing to change **how** they travel to assist in **reducing air pollutants** that can negatively affect health.
- Overall, 42% of residents think that the transport provision in their area is currently enough to enable them to make required changes to how they travel.
- 71% of people in the region would be likely to travel to facilities closer to home (assuming there were safe, affordable and convenient transport alternatives provided).

Summary – Resources & Measures

- Overall, 72% agree that resources should be directed to locations / trips where the most car km are driven
- 86% agree that resources should be directed to the more vulnerable/most in need in society to help them access jobs, training and services (healthcare/shops)
- Of the objectives, improving health and wellbeing is viewed as the biggest priority
- Overall, there is a pronounced preference that money generated from charging mechanisms should be spent in the local area where the money is collected (as opposed to spent across a wider area).
- There is widespread support and agreement for all potential measures concerning spend on improvements to travel alternatives. Highest agreement is that measures should recognise that people need to travel (96%), followed by the view that any measures should not increase the cost of travel (95%).
  - 93% of people agree that income should be used towards improvement for travel alternatives
  - 77% of people agree that any measures should ensure that they have a direct impact on reducing the amount of kilometres driven
  - 90% of people agree that measures should address air quality and congestion problems in our city and town centres
  - 88% of people agree that there should be coordination across regions and/or country to ensure consistency in approach/measures
  - 82% of people agree that any local measure should be responsive to changes in fuel duty as petrol/diesel cars are phased out
- Overall, people would most likely be able to charge an electric car in their driveway or at a public charging hub (35% respectively). 26% mention a supermarket, 23% a car park and 10% a petrol station (and 21% currently don't know)
- Overall, 12% feel that car clubs could help reduce the number of cars in their household; while 88% feel it would not change the number of cars