

Public attitudes towards climate change and the impact of transport: 2010 (January 2011 report)

This report summarises attitudes towards climate change in relation to transport. The report covers the following issues.

- Attitudes to climate change and the perceived contribution from transport
- Personal transport behaviour and willingness to change behaviour to limit climate change.
- Support for government intervention to help bring about such a change in behaviour.

The report is based on a survey module which was included in the Office for National Statistics' (ONS) August 2010 Opinions Survey (formerly the Omnibus Survey). This module has also been included in Opinions/Omnibus Surveys in previous years (August 2006, April and August 2007, February and August 2008, August 2009).

Survey design details

The **ONS Opinions (Omnibus) Survey** is a random probability survey of adults aged 16 and over living in private households in Great Britain. Adults are interviewed face to face in their homes. The response rate of 58% resulted in a sample size of 1011. The response rates and sample sizes for all years were as follows:

	Response rate	Sample size
August 2006	67%	1,238
April 2007	62%	1,083
August 2007	64%	1,170
February 2008	60%	1,095
August 2008	60%	1,102
August 2009	54%	1,007
August 2010	58%	1,011

All figures in this report exclude those who refused to answer the questions on which the figure is based.

Differences over time or between groups, which are referred to in the text as significant, are statistically significant at the 5% level. (This means that if the difference didn't really exist in the population then the probability of observing such a large difference in the survey would be low – less than 5%).

The 2010 module has been changed substantially from previous years to focus less on attitudes to and perceptions about climate change and more on the potential to change people's behaviour to help consider how to limit the impact of personal travel on climate change.

Detailed tables are available in Annexes A1 – A5 which correspond to sections 1 – 5 of this report. The questionnaire can be found in Annex B.

More information on attitudes to climate change and transport can be found in the department's [Climate change and transport choices segmentation study](#).

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Overview

Attitudes to climate change

- Levels of belief in and concern about climate change have been falling since the introduction of the survey module in 2006. The proportion of adults who were at least 'fairly concerned' about climate change has fallen from 81% in 2006 to 70% in 2010.

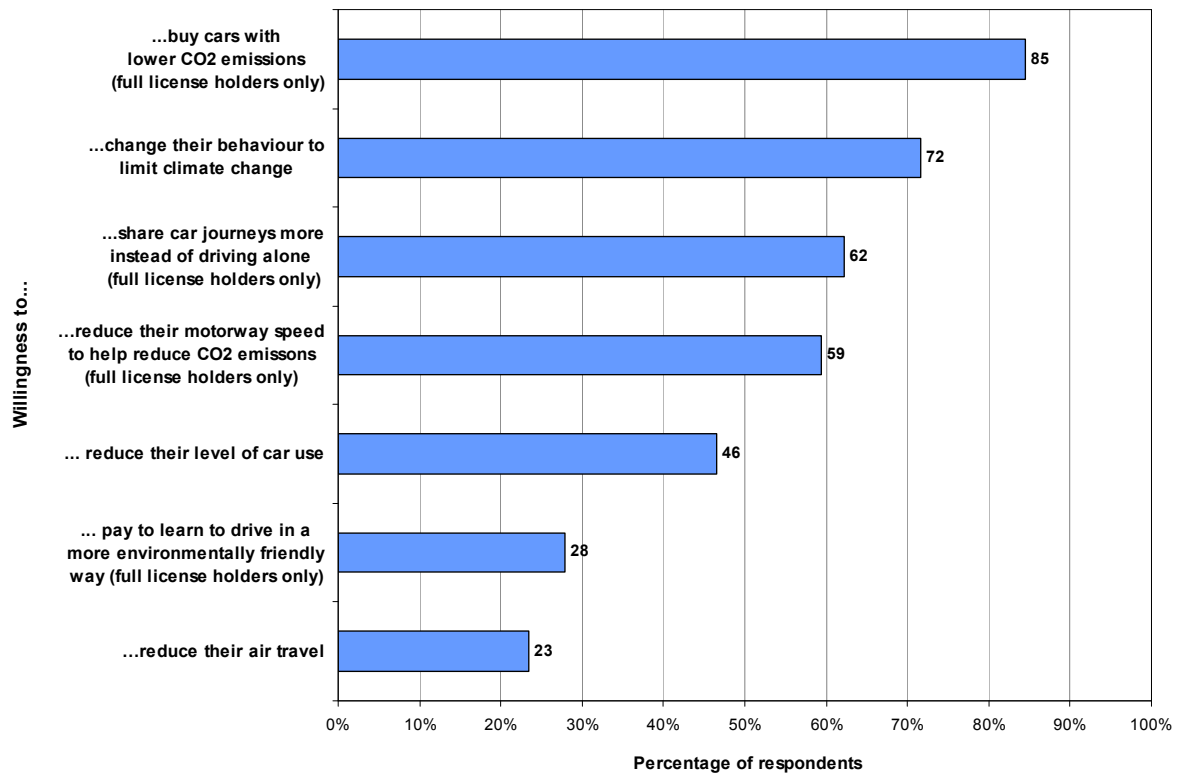
The potential to reduce car use

- Almost half (46%) of respondents were willing to reduce their overall level of car use, see figure 0.1.
- Those who were more concerned about climate change were also more likely to be willing to reduce their car use. Among those who were 'very concerned' about climate change, 64% were willing to reduce their car use, falling to 24% among those who had little or no concern.
- Almost half (47%) of respondents stated that they were willing to use public transport more often instead of travelling by car, with 27% willing to switch to cycling more often and 58% willing to switch to walking more often.
- Of the government interventions included in the survey, higher taxes/other charges to encourage people to travel by car less was the only car related measure for which there was net opposition (41% net opposition), see figure 0.2.
- There was support for more taxes being used to improve public transport (45% net support), which was sustained among those with little or no concern about climate change (27%). Support for this measure was also sustained among those who did not use public transport often (32% for those who used it less than once a year) and those who were very unwilling to use public transport more (17%).

Environmentally friendly driving

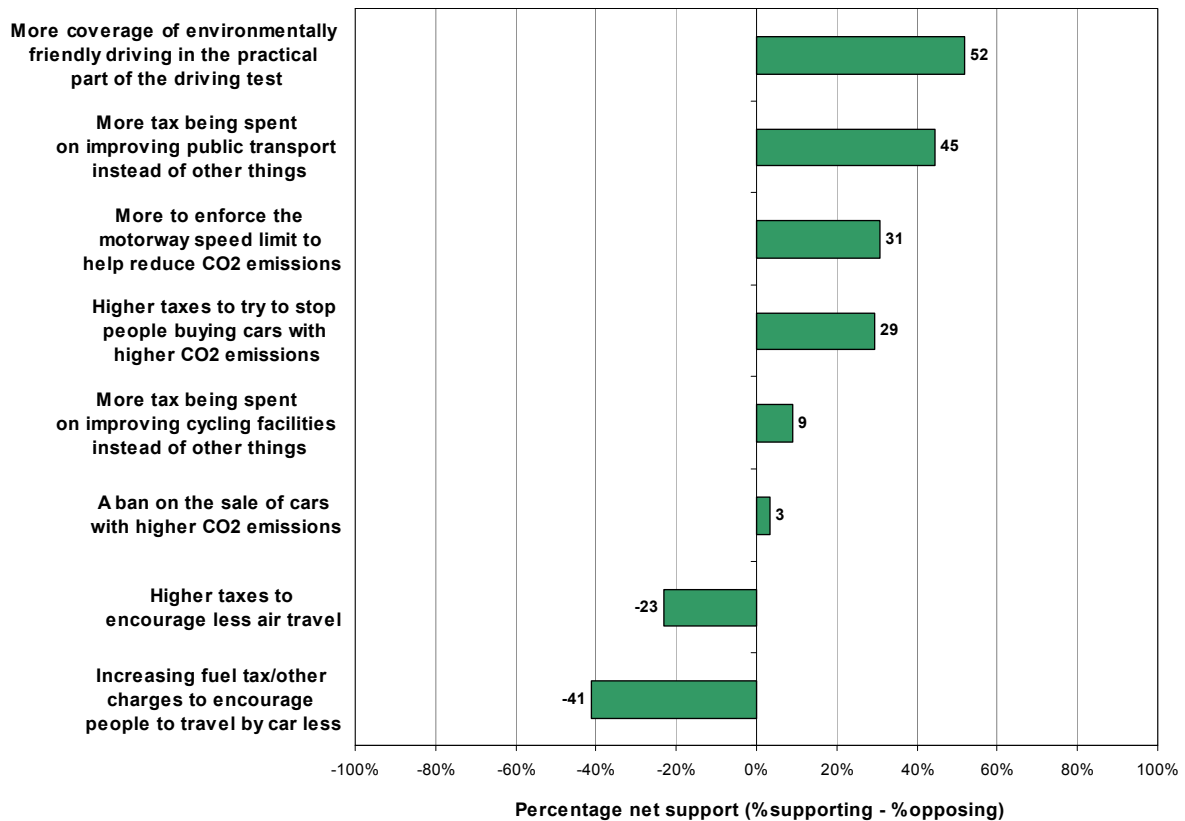
- Two thirds (66%) of respondents agreed that the practical driving test should cover more on environmentally friendly driving.
- Only 28% of drivers (full license holders) were willing to pay to learn to drive in a more environmentally friendly way.
- 65% of female drivers were willing to reduce their motorway speed compared to 54% of male drivers. When looking at those who agreed that more should be done to enforce the motorway speed limit to help reduce CO₂ emissions, the gap between women and men was wider (63% for women and 46% for men).

Figure 0.1 Willingness to change transport behaviour to help limit climate change



Source: Opinions Survey – 2010.
Base number: 729; 996; 729; 729; 994; 730; 982 (top to bottom).

Figure 0.2 Support for government intervention in passenger transport to help limit climate change



Source: Opinions Survey – 2010.
Base number: 998; 997; 999; 996; 996; 997; 997; 999 (top to bottom).

Vehicle purchasing

- Of the actions to help limit climate change included in the survey, purchasing cars with lower CO₂ emissions was the action for which there was the greatest willingness; 85% of drivers (full license holders) were willing to do this, see figure 0.1.
- 55% of respondents supported higher taxes to try to stop people buying cars with high CO₂ emissions, with 26% opposing. When respondents were asked if the sale of such vehicles should be banned, opinions were more divided, with 42% supporting and 39% opposed to a ban.
- Reported levels of knowledge about electric cars were generally low, with 45% of drivers knowing at least 'a little', 28% knowing 'hardly anything' and 27% knowing nothing.
- The main factors drivers said would discourage them from buying an electric car/van centred around, recharging (including *too few public charging points* (34%) and *distance travelled before recharging required* (33%)), lack of knowledge (27%) and purchasing cost (19%).

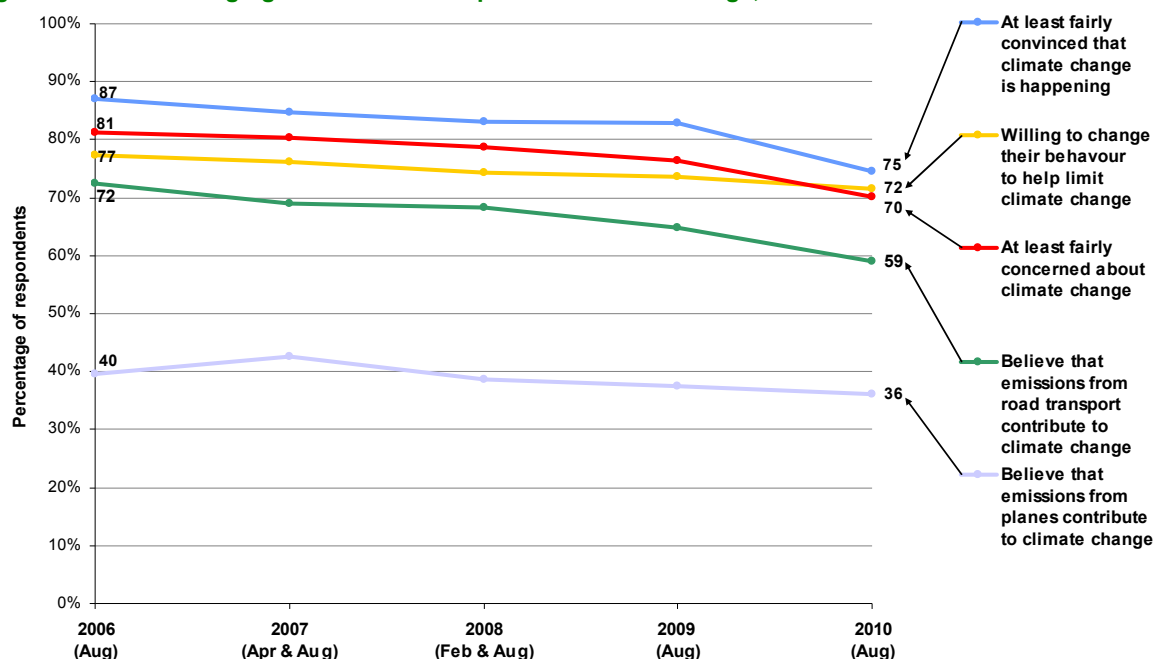
The potential to reduce air travel

- 23% of respondents were willing to reduce the amount they travelled by plane.
- Those who flew the least often were the most likely to be willing to reduce their air travel. 29% of those who flew less than once a year were willing to reduce their air travel, significantly higher than those who flew more often (19%).
- Of the government interventions included in the survey, higher taxes to encourage less air travel was one of only two government interventions for which there was net opposition (23% net opposition), see figure 0.2.

1 Attitudes to climate change

This section looks at levels of belief in and concern about climate change, willingness to change behaviour to limit climate change and perceived causes of climate change. Figure 1.1 below summarises how attitudes to climate change and the perceived contribution from transport have changed over time.

Figure 1.1 Changing attitudes to transport and climate change, 2006 – 2010



Source: Opinions Survey – 2006, 2007, 2008, 2009, 2010.
 Base number: Convinced that climate change is happening? – 1219; 2244; 2192; 1005; 999.
 Level of concern – 1237; 2245; 2192; 1005; 1000. Willingness to change behaviour – 1218; 2244; 2191; 1005; 996.
 Perceived contributors to climate change – 1155; 2156; 2090; 968; 999.

Belief in and concern about climate change

1.1 **Levels of belief in and concern about climate change**, and willingness to change behaviour to limit climate change have all fallen since 2006 as shown in figure 1.1 (also see tables 1.1 – 1.4)

- In 2010, 75% of respondents were at least ‘fairly convinced’ that the world’s climate is changing, falling significantly from 87% in 2006.
- The proportion of respondents who were at least ‘fairly concerned’ about climate change has fallen from 81% in 2006 to 70% in 2010.
- In 2010, 72% of respondents were willing to change their behaviour to help limit climate change, down from 77% in 2006.

1.2 Graduates were significantly more likely to be at least fairly concerned about climate change (82% compared to 67% for non-graduates).

1.3 Those who were more concerned about climate change were more likely to be willing to change their behaviour to limit climate change. 87% of respondents who were at least fairly concerned about climate change were willing to change their behaviour to help limit climate change, compared to 39% for those with little or no concern.

The perceived contribution of transport to climate change

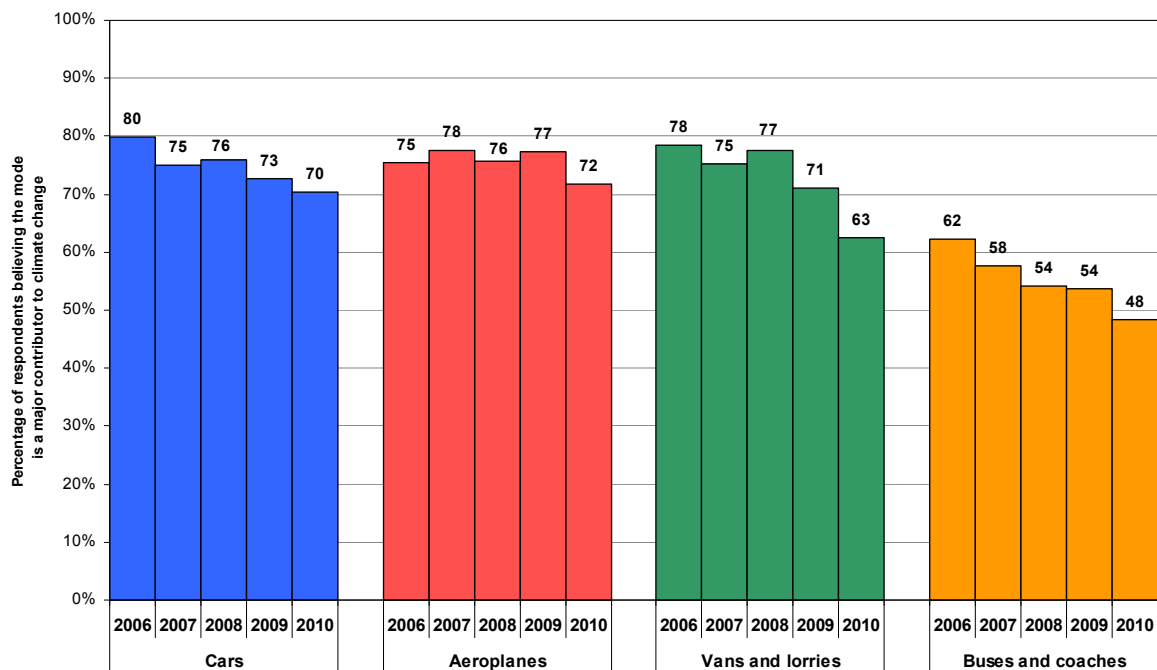
1.4 In each of the surveys since 2006, respondents were asked **what types of things they thought contributed to climate change** (figure 1.1 and table 1.5).

- The proportion of respondents who said emissions from road transport were a contributor to climate change has fallen significantly from 72% in 2006 to 59% in 2010.
- In 2010, 36% of respondents said emissions from planes were a contributor to climate change, down from 40% in 2006.

1.5 Respondents were also asked **which forms of transport they thought were major contributors to climate change**. The most common responses are shown in figure 1.2 below (also see table 1.6a).

- The proportion for each transport mode was lower in 2010 than in 2006.
- The proportion of respondents who considered cars to be a major contributor to greenhouse gas emissions has fallen significantly, from 80% in 2006 to 70% in 2010.

Figure 1.2 The modes of transport which are believed to be major contributors to climate change



Source: Opinions Survey – 2006, 2007, 2008, 2009, 2010.
 Respondents could choose more than one response.
 Base number: 1215; 2236; 2176; 999; 997.

1.6 Respondents were also asked **which form of transport they thought contributed most to climate change** (see table 1.6b):

- Cars (35%) and aeroplanes (38%) were the top two responses. Cars and aeroplanes are in fact the two forms of transport with the highest total greenhouse gas emissions.

2 The potential for reducing car use

This section looks at the travel patterns of respondents, their willingness to take actions to reduce car use/car driving and support for government intervention.

Levels of car use and changes over the past 12 months

2.1 Looking at **how frequently respondents travelled by car**, around half (53%) of respondents travelled by car at least once a day, a fifth (20%) of respondents travelled by car less than once a day but at least 3 times a week, and 28% of respondents travelled by car twice a week or less (see table 2.1).

2.2 How frequently respondents travelled by car appeared to be largely unrelated to how concerned they were about climate change, but appeared to be linked to how much they earned:

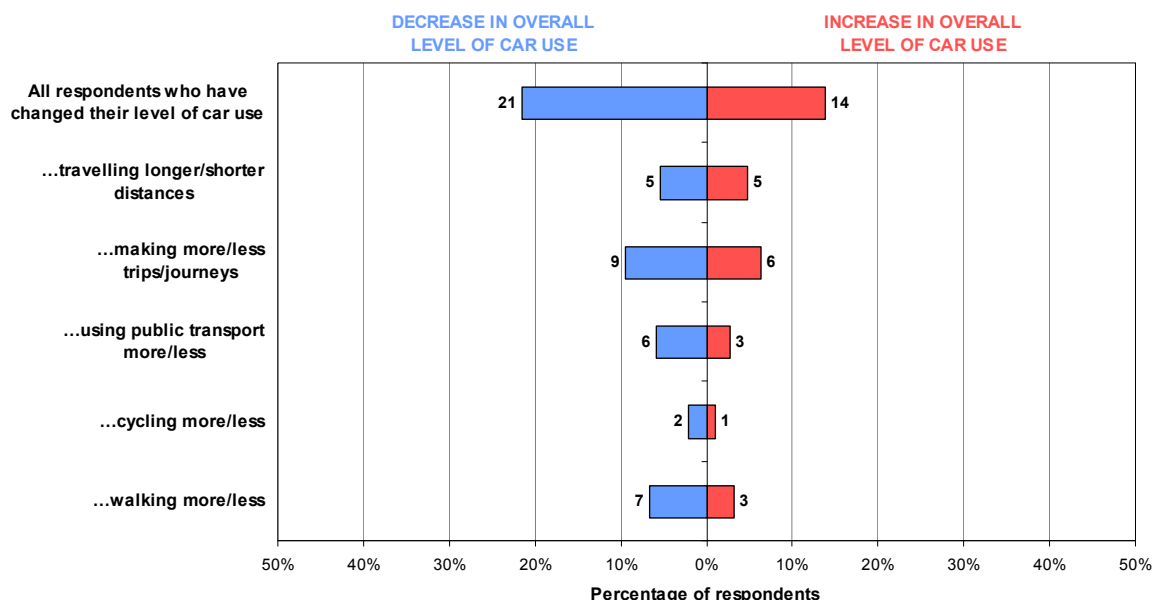
- Among those earning less than £16,639, two thirds (66%) travelled by car at least 3 times a week, rising significantly to 87% among those who earned £26,000 or more.

2.3 Respondents were asked **whether or not their level of car use had changed over the past 12 months**. A fifth (21%) of respondents reported that their level of car use decreased over the past 12 months while 14% reported an increase. For 65% of respondents there had been no change (see table 2.2).

2.4 Respondents who reported that there had been a change in their level of car use, were asked **what changes in their travel had occurred as a part of this change**. The results are summarised in figure 2.1 below.

Figure 2.1 Changes in car use over the past 12 months

Proportion of respondents who have increased/decreased their level of car use in the past 12 months at least in part through...
(Respondents may have changed their level of car use in more than one way)



Source: Opinions Survey – 2010.
Base number: 1011.

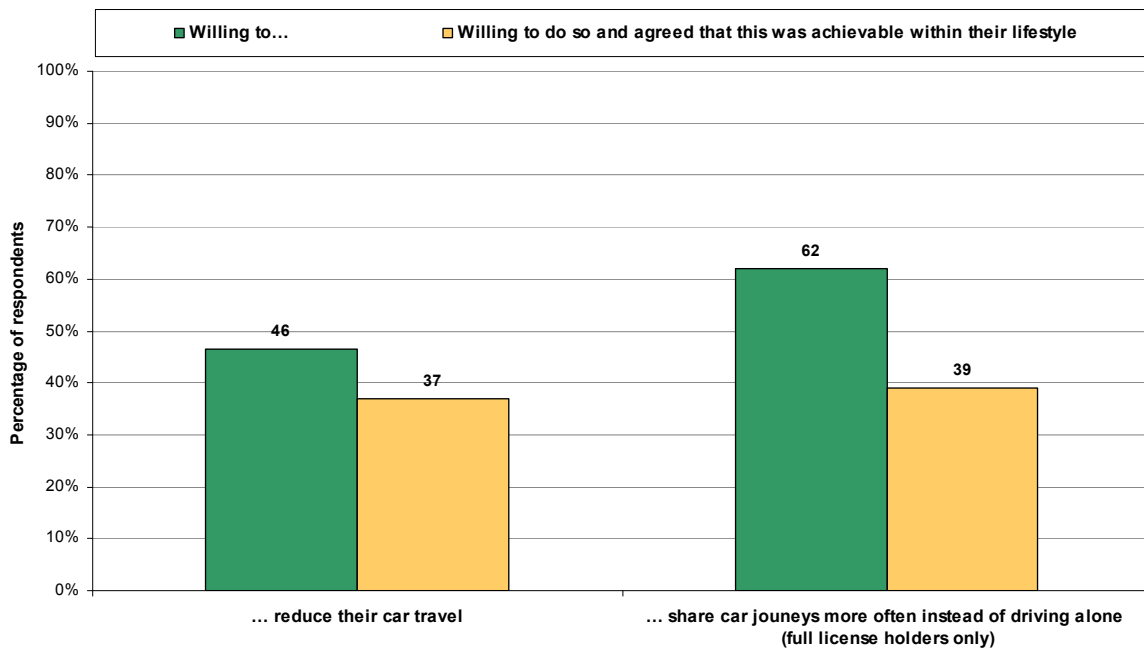
2.5 Respondents who had experienced a change in their level of car use over the past 12 months were asked **what the reasons were for this change**. They were able to provide multiple reasons.

- Among the respondents who had reduced their car use over the past 12 months the most common reasons provided were:
 - Work related reasons, e.g. change in employment status/job/work pattern...(34%)
 - Cost of driving (23%)
 - To improve health/wellbeing (14%)
 - Moved house (14%)
 - Health problems (12%)
 - Concerns about the environment (11%)
- Among the respondents who had increased their car use over the past 12 months, by far the most common reason provided was 'work related reasons' (39%).

Willingness to reduce car use or share car journeys more often

- 2.6 Two possible ways in which car driving can decrease are:
- a decrease in car use (individuals travelling by car less, either as drivers or passengers)
 - drivers sharing car journeys more often rather than travelling alone
- As shown in figure 2.2, the proportion of respondents willing to reduce their car travel (46%) is lower than the proportion of drivers willing to share car journeys more often (62%). When looking at those who were willing to do so and agreed that this was achievable within their lifestyle the proportions were similar in both cases (37% and 39% respectively).

Figure 2.2 Willingness to take actions to reduce car driving



Source: Opinions Survey – 2010.

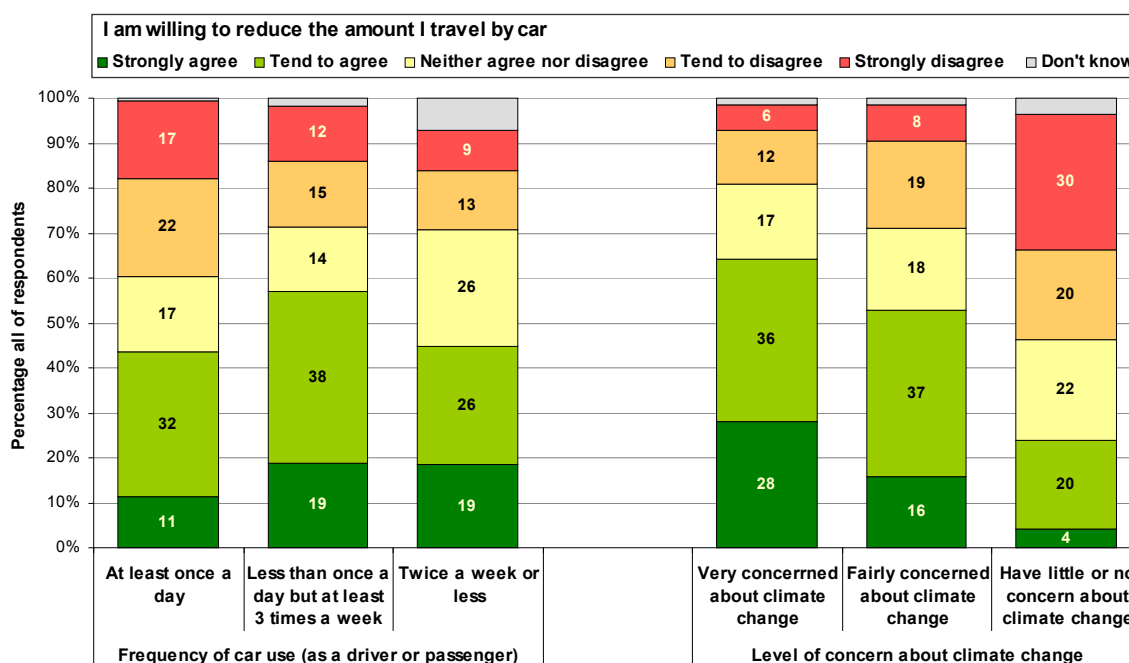
Base number: Willingness to reduce car travel (all adults) = 994;

Willingness to share car journeys more often instead of driving alone (full license holders) = 729.

2.7 In 2010, 46% of respondents were **willing to reduce the amount they travelled by car** while 32% were unwilling to do so (see table 2.3a).

- Those who travelled by car less than once a day but at least three times a week were the most likely (57%) to be willing to reduce their car use, as shown in figure 2.3.
- Among those who were very concerned about climate change 64% were willing to reduce their car use, falling to 24% among those who had little or no concern, see figure 2.3.
- Graduates were significantly more likely to be willing to reduce their car travel than other respondents (62% compared to 42%).

Figure 2.3 Willingness to reduce car use by frequency of car use and by level of concern about climate change



Source: Opinions Survey – 2010.

Base number: Frequency of car use – at least once a day = 502; less than once a day but at least three times a week = 187; twice a week or less = 305.

Levels of concern – very concerned = 214; fairly concerned = 487; little or no concern = 281.

2.8 Of those who were **willing to reduce their car use**, 31% reported that they **had reduced their car travel in the last 12 months**, significantly higher than for all other respondents (13%).

2.9 In 2010, 62% of drivers were **willing to share car journeys more often instead of driving alone**, while 23% were unwilling (see table 2.4a)

- The proportion of drivers willing to share car journeys more appears to decrease significantly with age, from 73% among the 17-34 year olds, to 60% among the 35-64 year olds and 52% among the 65 and over age group.
- Drivers who were graduates were significantly more likely to be willing to share car journeys more often than other drivers (72% compared to 59%).

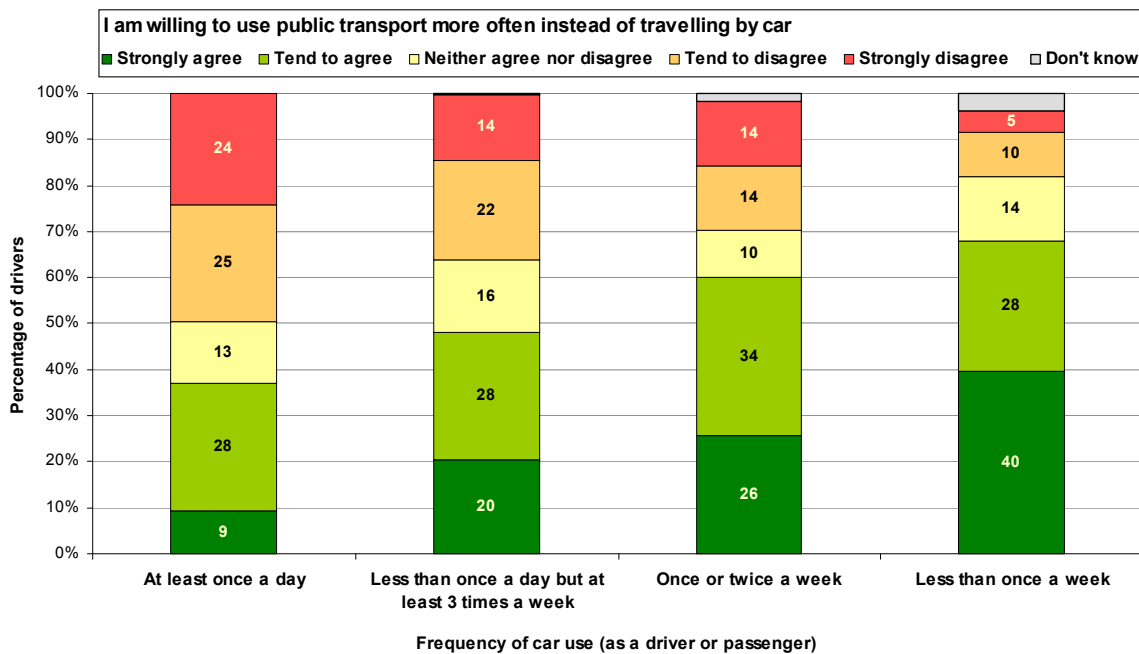
Willingness to switch to using public transport more often

2.10 Around a third (34%) used public transport at least once a week, while 23% used it less than once a year or never (see table 2.5).

2.11 In 2010, 47% of respondents were **willing to use public transport more often instead of travelling by car**, while 39% were unwilling to do so (see table 2.6a).

- Those who travelled by car more frequently (who also tended to travel by public transport the less frequently) were less likely to be willing to switch to using public transport more as shown in figure 2.4 below. Only 37% were willing among those who travelled by car at least once a day.
- Graduates were significantly more likely to be willing to switch to using public transport more (64% compared to 42%).

Figure 2.4 Willingness to use public transport more often instead of travelling by car, by frequency of car use

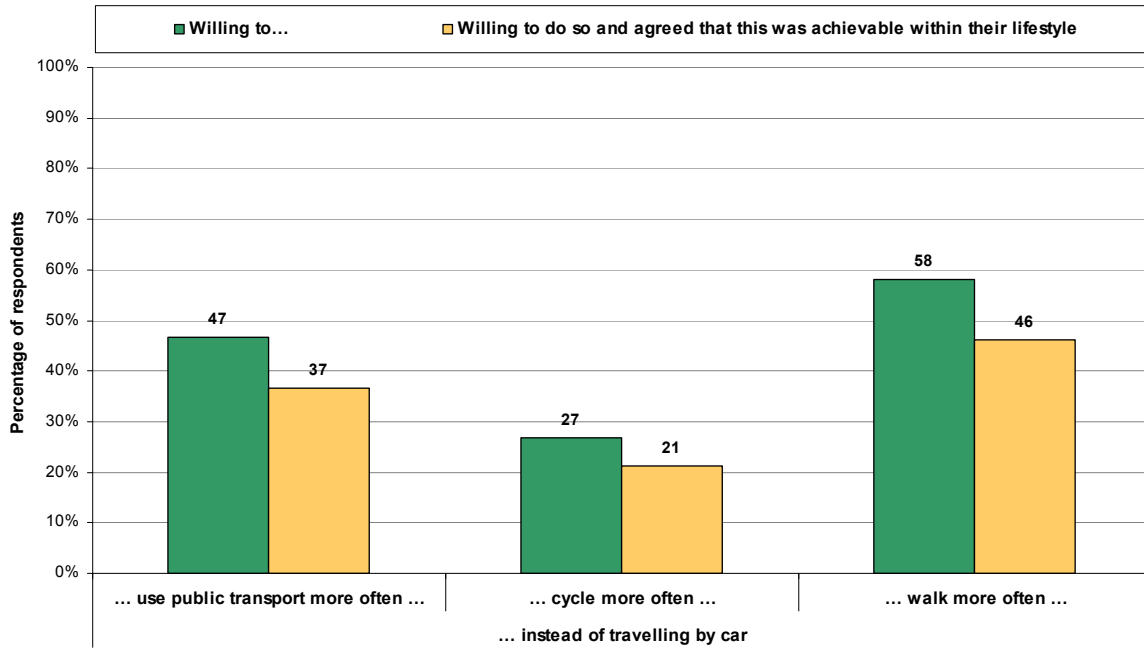


Source: Opinions Survey – 2010.

Base number: at least once a day = 502; less than once a day but at least three times a week = 187; once or twice a week = 137; less than once a week = 169.

2.12 As shown in figure 2.5, although 47% of respondents were willing to use public transport more instead of travelling by car, only 37% of all respondents were both **willing to do so and agreed that this was achievable within their lifestyle** (also see table 2.6b).

Figure 2.5 Willingness to use other modes more often instead of travelling by car



Source: Opinions Survey – 2010.
 Base number: public transport = 995; cycling = 993; walking = 994.

Willingness to switch to walking or cycling more often

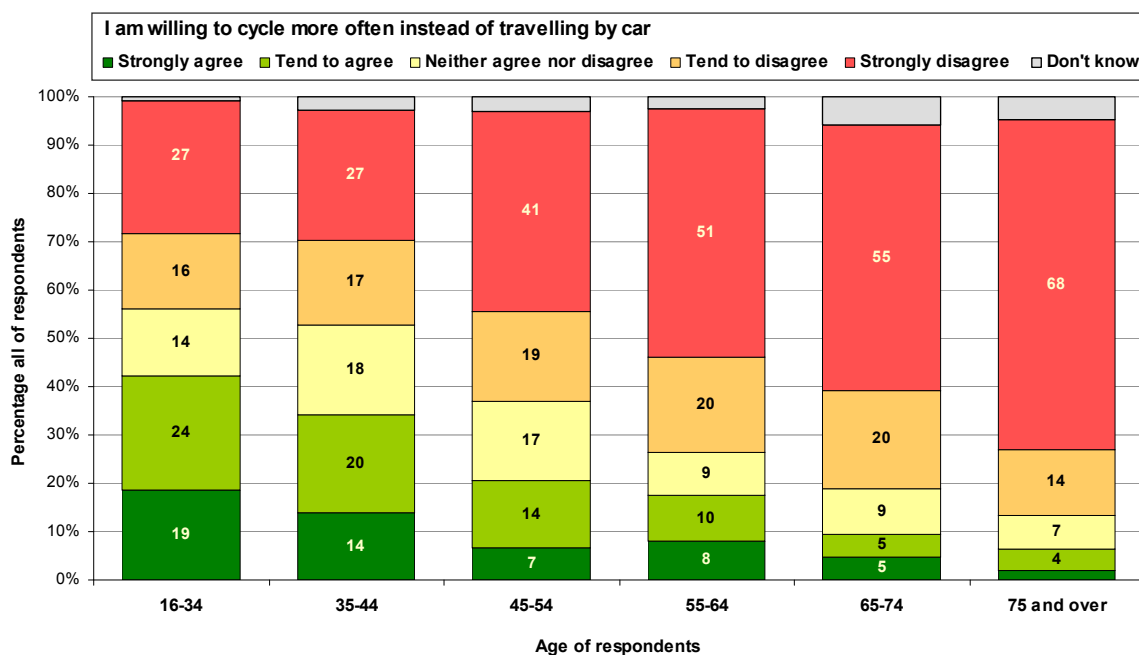
2.13 Looking at **how frequently respondents cycled**, only 13% of respondents cycled more than twice a month. The majority of respondents (73%) cycled less than once a year or never (see table 2.7).

- Men tended to cycle more often than women; 19% of men cycled more than twice a month compared to 7% for women.
- Higher earners tended to cycle more often. Among those earning £16,640 or more, a fifth (21%) cycled more than twice a month, significantly higher than the proportion among those earning less (8%).

2.14 Just over a quarter (27%) of respondents were **willing to cycle more often** instead of travelling by car. Willingness to **walk more often instead of travelling by car** was much higher at 58% (see tables 2.8a and 2.9a).

- Of those who cycled more than twice a month, three quarters (76%) were willing to cycle more often. This fell to 14% among those who cycled less than once a year or never. Men were more likely to be willing to cycle more often, than women (32% compared to 22%).
- Younger respondents were the more likely to be willing to cycle more often instead of travelling by car, as shown in figure 2.6 below. Among 16-34 year olds, 42% were willing to cycle more often.

Figure 2.6 Willingness to cycle more often instead of travelling by car, by age



Source: Opinions Survey – 2010.

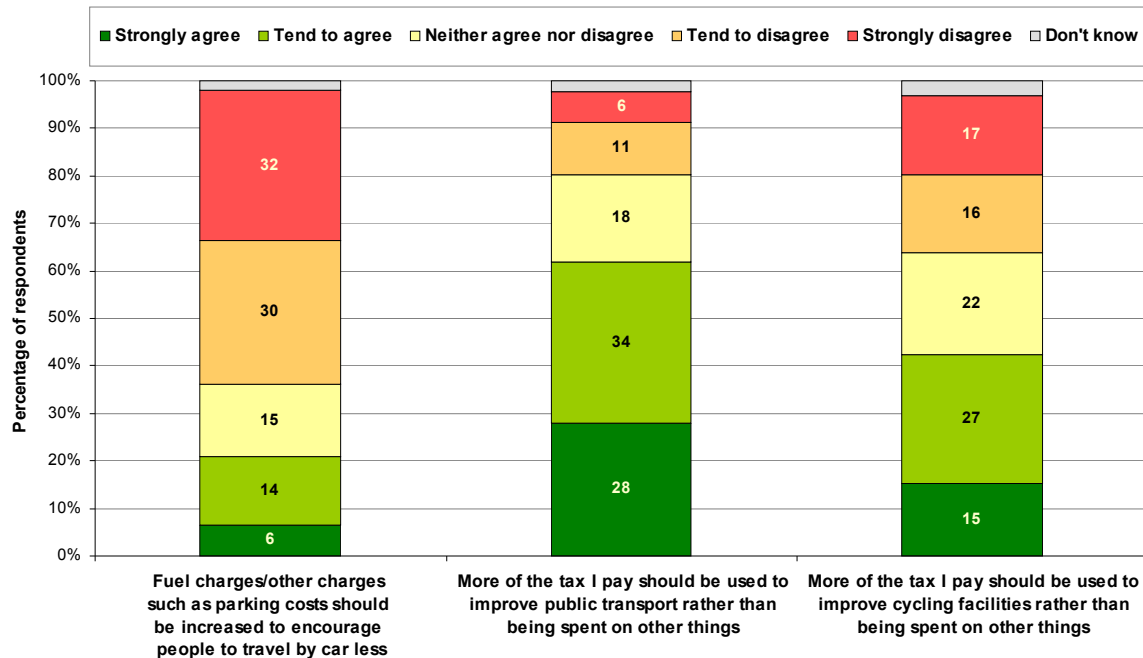
Base number: 16-34 = 202; 35-44 = 176; 45-54 = 164; 65-74 = 161; 75 and over = 117.

2.15 Although 58% of respondents were willing to walk more instead of travelling by car, those who were both **willing to do so and agreeing that this was achievable within their lifestyle** made up only 46% of all respondents. The equivalent proportions for cycling were 27% and 21% respectively (see figure 2.5 on the previous page and tables 2.8b/2.9b).

Support for government intervention to help reduce car use

Levels of support/opposition to possible government interventions which may help to reduce car use are summarised in figure 2.7 below (also see tables 2.10 – 2.12).

Figure 2.7 Attitudes to government intervention to help reduce car use



Source: Opinions Survey – 2010.

Base number: Statement 1 = 999; Statement 2 = 999; Statement 3 = 997.

2.16 There was strong net opposition (41%) for **fuel tax or other charges being increased to encourage people to travel by car less**, with 21% of respondents supporting and 62% of respondents opposing (see table 2.10).

- Opinions varied from 5% net support among those who were very willing to reduce their level of car use to 82% net opposition among those who were very unwilling to reduce their level of car use.

2.17 There was strong net support (45%) for **more tax being spent on improving public transport** rather than being spent on other things, with 62% supporting and 17% opposing (see table 2.11).

- Net support for more government spending on public transport was sustained among those with little or no concern about climate change (27%), those who did not use public transport often (32% for those who used it less than once a year) and those who were very unwilling to use public transport more (17%).

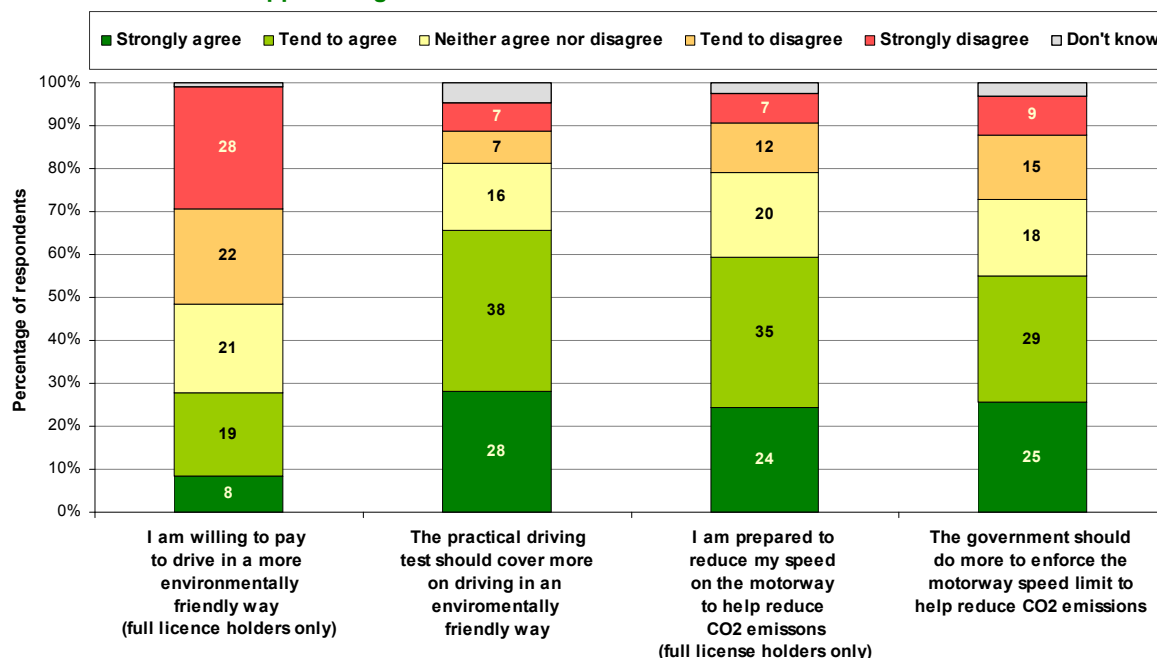
2.18 Net support for **more tax being spent on cycling facilities** rather than on other things was much lower (9%, with 42% supporting and 33% opposing) and was closely linked to how frequently respondents cycled (see table 2.12).

- Among respondents who cycled more than twice a month, 68% supported more government spending on cycling facilities while 15% opposed. Among respondents who cycled less than once a year or never (who accounted for 73% of respondents) opinions were more evenly matched, with 36% supporting and 38% opposing.

3 Environmentally friendly driving

This section looks at willingness to drive in a more environmentally friendly way and support for government intervention to encourage more environmentally friendly driving.

Figure 3.1 Willingness to drive in a more environmentally friendly way and support for government intervention



Source: Opinions Survey – 2010.

Base number: Statement 1 (full license holders) = 730; Statement 2 (all adults) = 998;

Statement 3 (full license holders) = 729; Statement 4 (all adults) = 999.

Willingness to drive in a more environmentally friendly way

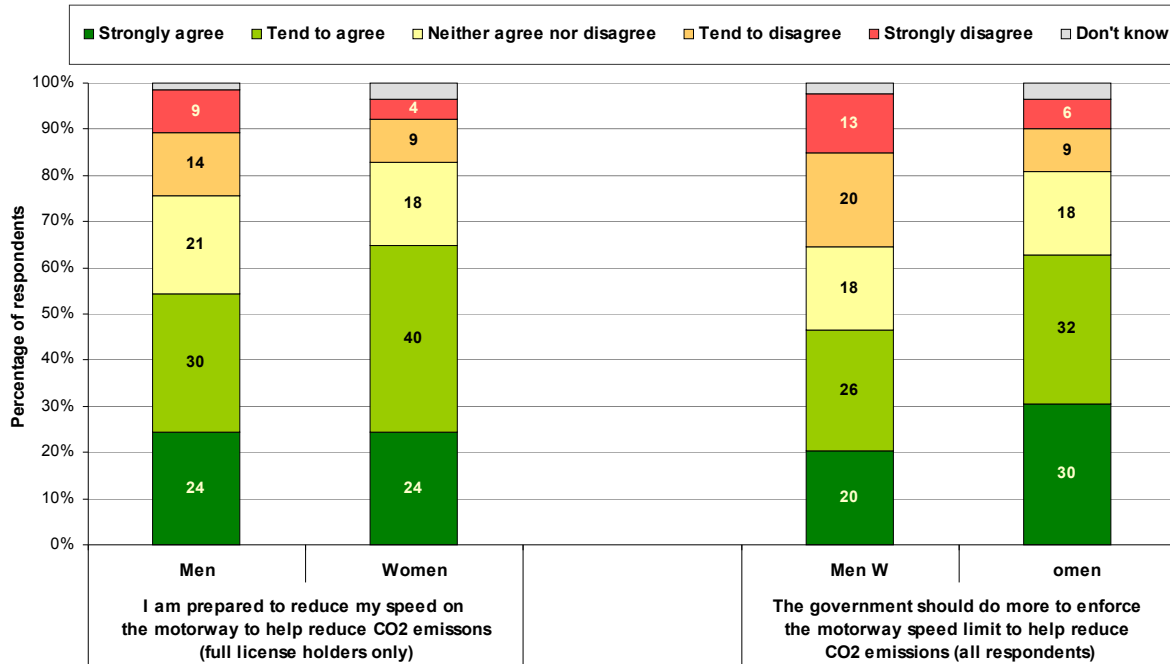
3.1 In 2010, 28% of drivers (full driving license holders) were **willing to pay to learn to drive in a more environmentally friendly way**, while 51% of drivers were unwilling to do so (see figure 3.1 and table 3.1)

- Looking at frequency of car use (as a driver or passenger), 40% who travelled by car the least (twice a week or less) were willing to pay to learn to drive in a more environmentally friendly way, while only a quarter of drivers (25%) who travelled by car more often than twice a week were willing.
- Female drivers were significantly more likely (34%) to be willing to pay to learn eco-driving than male drivers (22%).

3.2 The proportion of drivers who were **willing to reduce their speed on the motorway to help reduce CO₂ emissions** was 59%, while 18% of drivers were unwilling to do so (see figure 3.1 and table 3.2).

- Female drivers were significantly more likely (65%) to be prepared to reduce their motorway speed than male drivers (54%) (see figure 3.2 below).
- Those younger than 45 were significantly less likely (52%) to be prepared to reduce their motorway speed than those aged 45 and over (66%).

Figure 3.2 Attitudes to reducing motorway speed by gender



Source: Opinions Survey – 2010.
 Base number: Statement 1 (full license holders) – men = 351; women = 378
 Statement 2 (all adults) – men = 444; women = 555.

3.3 Looking at how willingness to reduce motorway speed to help reduce CO₂ emissions varies with level of concern about climate change (see table 3.2):

- Three quarters (75%) of those who were at least fairly concerned about climate change were willing to reduce their motorway speed, compared to 35% for those with little or no concern.

Support for government intervention to encourage more environmentally friendly driving

3.4 When asked if they agreed that **the practical part of the driving test should cover more about driving in an environmentally friendly way**, 66% of respondents agreed while 14% disagreed (see figure 3.1 and table 3.3).

3.5 Respondents were also asked whether or not they agreed that **the government should do more to enforce the motorway speed limit**; 55% agreed while 24% of respondents disagreed (see figure 3.1 and table 3.4).

- There was a large difference of opinion on the issue between men and women. Among women 63% agreed, while 46% of men agreed (see figure 3.2 above).

4 Vehicle purchasing

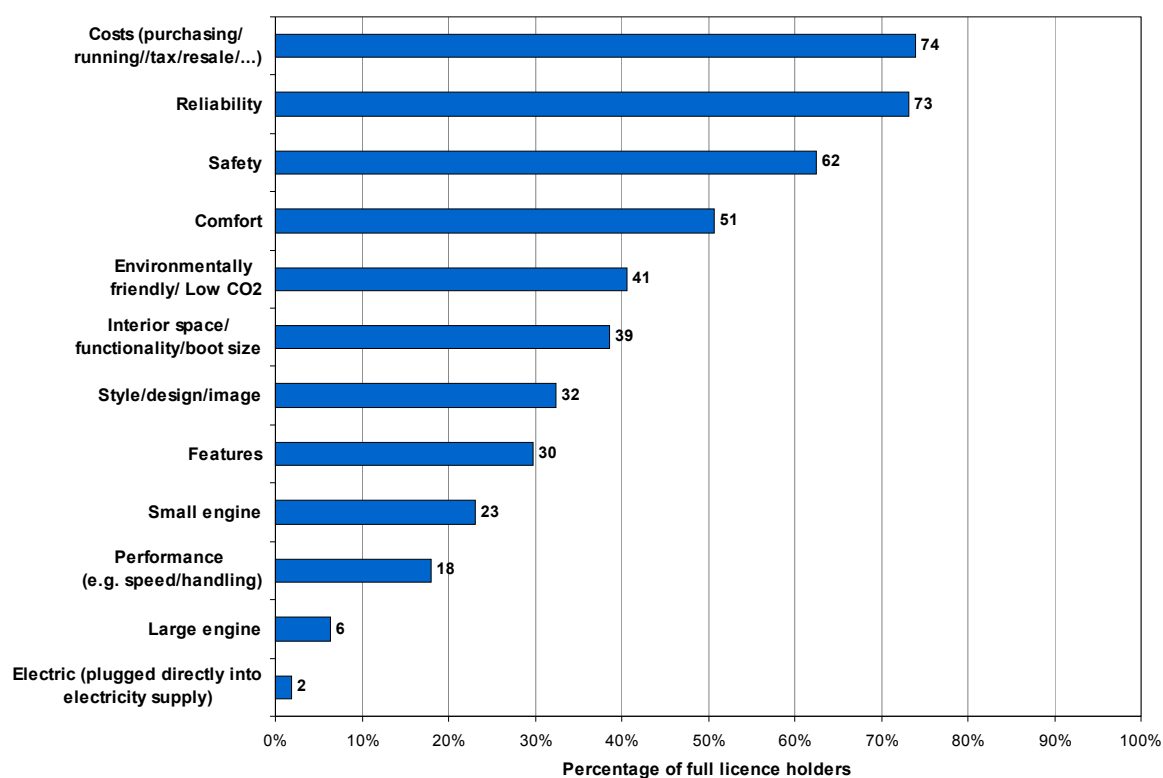
This section looks at the factors that drivers consider when purchasing cars or vans, attitudes to buying cars with lower CO₂ emissions and attitudes towards electric cars.

Factors considered important when buying a car

4.1 Drivers were asked what factors they considered **important when buying a car/van**. They were asked to pick responses from a list and also had the opportunity to report anything not included on the list. The most common responses are shown in figure 4.1 below (also see table 4.1a).

- The things that were important to most drivers were costs (74%), reliability (73%), safety (62%) and comfort (51%).

Figure 4.1 Important factors when buying a car/van



Source: Opinions Survey – 2010.

This chart is based on full licence holders.

Respondents could choose more than one response and provide their own response not included in the list.

Other less common responses, not included in the chart, include: 'don't know' and 'car must be automatic'.

Base number: 730.

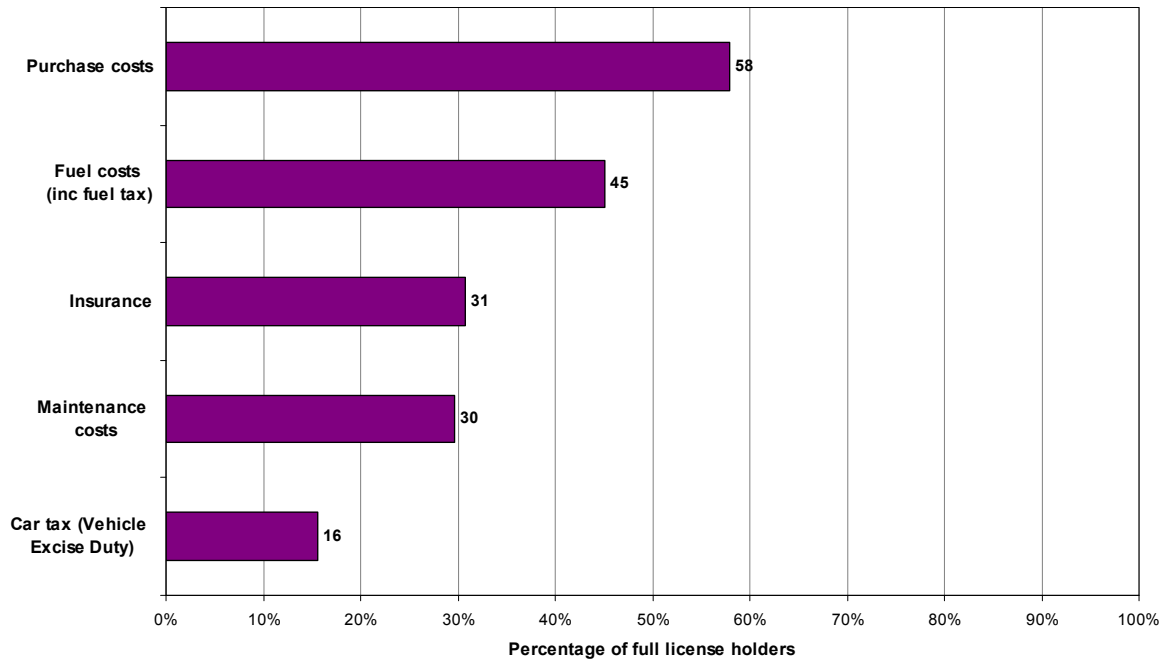
4.2 41% of drivers considered environmental friendliness important when buying a car (see table 4.1a). Almost half of women (48%) considered the car/van being environmentally friendly as important, significantly higher than for men (34%).

4.3 Nearly a quarter (23%) of drivers considered having a small engine important. This proportion varied significantly with age, increasing from 16% among the under 44s to 26% among the 45-64s and 35% among the over 65s. Only 6% of drivers considered having a large engine important when buying a car/van.

4.4 Drivers who mentioned costs as one of the things they considered important when buying a car/van were prompted with a list of costs and asked to pick up to three they would consider most. The most common responses are shown as a proportion of all drivers in figure 4.2 below.

- 58% of drivers considered purchasing costs important while 45% considered fuel costs important (also see table 4.1b).

Figure 4.2 Costs considered important when buying a car/van



Source: Opinions Survey – 2010.

This chart is based on full licence holders.

Respondents who said that costs were an important factor when buying a car/van were asked to pick up to three costs.

The results are shown as a percentage of all full license holders (including those who did not pick costs as an important factor when buying a car/van).

Base number: 730.

4.5 The proportion of drivers for whom purchasing cost was an important factor when buying a car/van varied significantly with age falling from 70% in the 17-34 age group, to 59% for the 35-54 age group and 48% among those who were 55 and over (see table 4.1b).

4.6 The proportion of drivers who considered fuel cost important when buying a car/van also fell significantly with age from 50% for the 17-55 age group to 36% among those who were 55 and over.

Attitudes to purchasing cars with lower CO₂ emissions

4.7 85% of drivers (full license holders) were **willing to buy a car with lower CO₂ emissions** (see figure 4.3 and table 4.2).

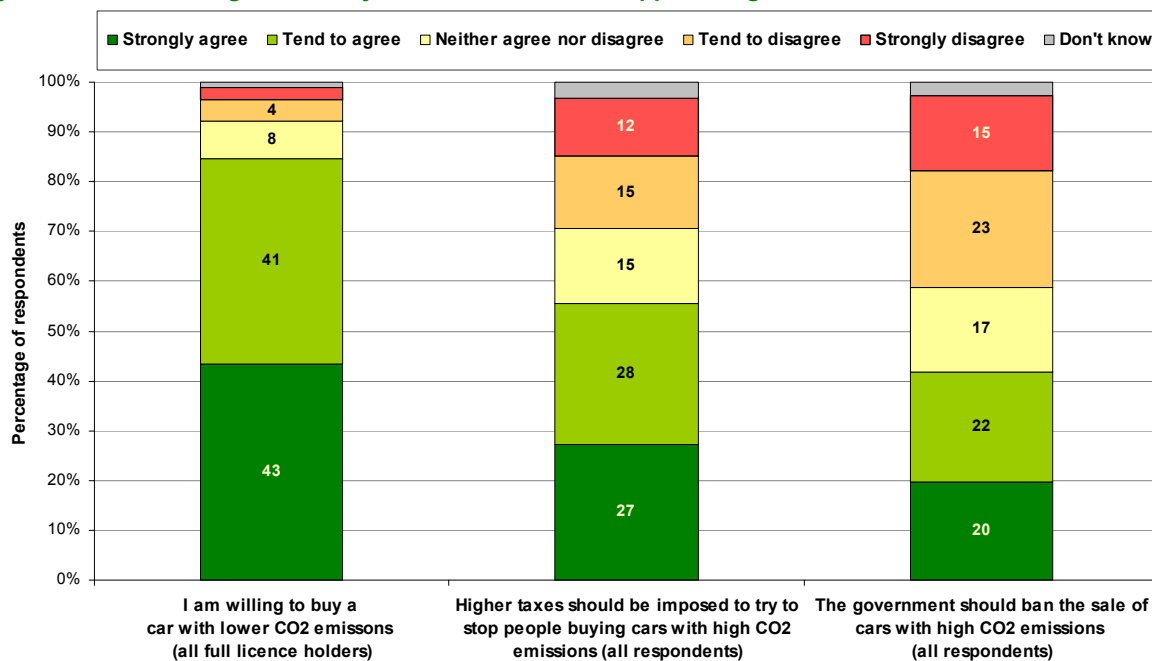
- The proportion of drivers who were willing was high even among those who had little or no concern about climate change (69%).

4.8 Among drivers who picked fuel costs as an important factor when buying a car or van, 91% were willing to buy a car with lower CO₂ emissions, significantly higher than for all other drivers (80%). This indicates that there may be some awareness among drivers that there is a link between CO₂ emissions and fuel economy.

4.9 While willingness to buy lower CO₂ cars was generally high, opinions on **government intervention to discourage/stop the buying of high CO₂ emission cars** were much more divided (see figure 4.3 and tables 4.3, 4.4)

- Just over half (55%) of respondents supported higher taxes to try to stop people buying cars with high CO₂ emissions, while 26% of respondents were opposed.
- Support for a ban on the sale of cars with high CO₂ emissions was 42% with a similar proportion of respondents opposed to a ban (39%).

Figure 4.3 Willingness to buy lower CO₂ cars and support for government intervention



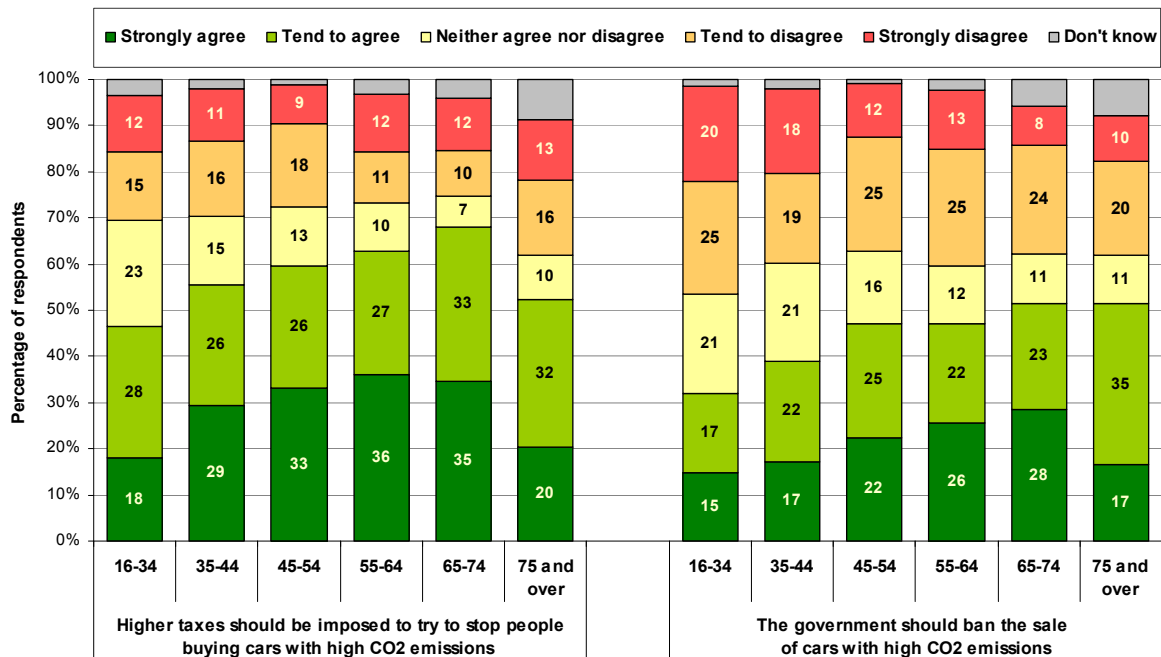
Source: Opinions Survey – 2010.

Base number: Statement 1 (full license holders) = 729; Statement 2 (all adults) = 996; Statement 3 (all adults) = 997.

4.10 Opinions on government intervention varied with gender and age (see table 4.4):

- Half (49%) of women supported a ban on the sale of high CO₂ cars, significantly higher than the proportion of men (34%).
- Support for a ban increased from 34% for 16-44 year olds to a significantly higher 49% for the 45 and over age group (see figure 4.4).

Figure 4.4 Support for government intervention to discourage/stop the purchasing of high CO₂ cars by age group



Source: Opinions Survey – 2010.
 Base number: Statement 1 – 16-34 = 203; 35-44 = 179; 45-54 = 164; 55-64 = 173; 65-74 = 161; 75 and over = 116.
 Statement 2 – 16-34 = 203; 35-44 = 179; 45-54 = 164; 55-64 = 173; 65-74 = 162; 75 and over = 116.

Attitudes to electric cars

In the following, ‘electric’ refers to cars/vans which are plugged directly into the electricity supply.

4.11 Drivers were asked about their **level of knowledge about electric cars**. 45% of drivers reported having at least a little knowledge (4% of drivers said they knew a lot, 9% a fair amount and 32% a little), 28% knew hardly anything about electric cars and 27% knew nothing about electric cars (see table 4.5).

- There was a significant difference in the reported levels of knowledge between male and female drivers. 57% of male drivers had at least a little knowledge about electric cars compared with 33% for female drivers.
- Perceived levels of knowledge about electric cars increased significantly with income. 34% of drivers earning less than £16,640 had at least a little knowledge about electric cars, increasing significantly to 60% for those earning £26,000 and over.

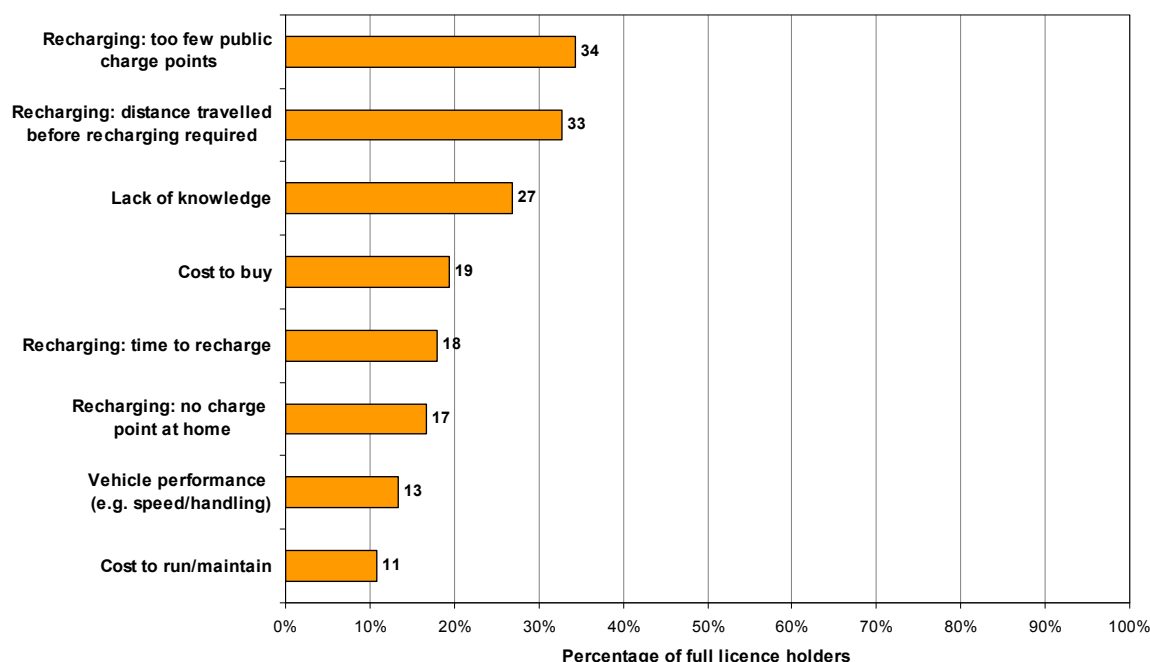
Drivers who had at least heard of electric vehicles before the interview (98% of drivers) were asked:

- a. What if anything would put them off buying an electric car/van (table 4.6)
- b. Next time they bought a car/van what if anything would encourage them to buy an electric car/van (table 4.7)

Drivers were not prompted with a list of possible responses and were not limited in the number of responses they could give.

4.12 The main things drivers said would **discourage them from buying an electric car/van** (summarised in figure 4.5), centred around *recharging, lack of knowledge about electric cars and costs*.

Figure 4.5 The main perceived barriers to purchasing electric car/vans



Source: Opinions Survey – 2010.

This is based on full license holders who had heard of electric cars prior to being surveyed (98% of full licence holders).

Respondents could choose more than one response and were not prompted with a list of possible responses.

Other less common responses, not included in the chart included: "technology: doesn't work/not proven", "nothing", "size of vehicles/practicality", "appearance of vehicles/image", "don't know", "no environmental benefits", "safety".

Base number: 720.

4.13 Among female drivers, 38% mentioned lack of knowledge as a barrier to buying an electric car/van, more than double the proportion for men (17%).

4.14 Younger drivers (16-44s) were significantly more likely than older drivers (45 and overs) to see purchasing cost (27% compared to 14%) and vehicle performance (20% compared to 8%) as barriers to buying an electric car/van.

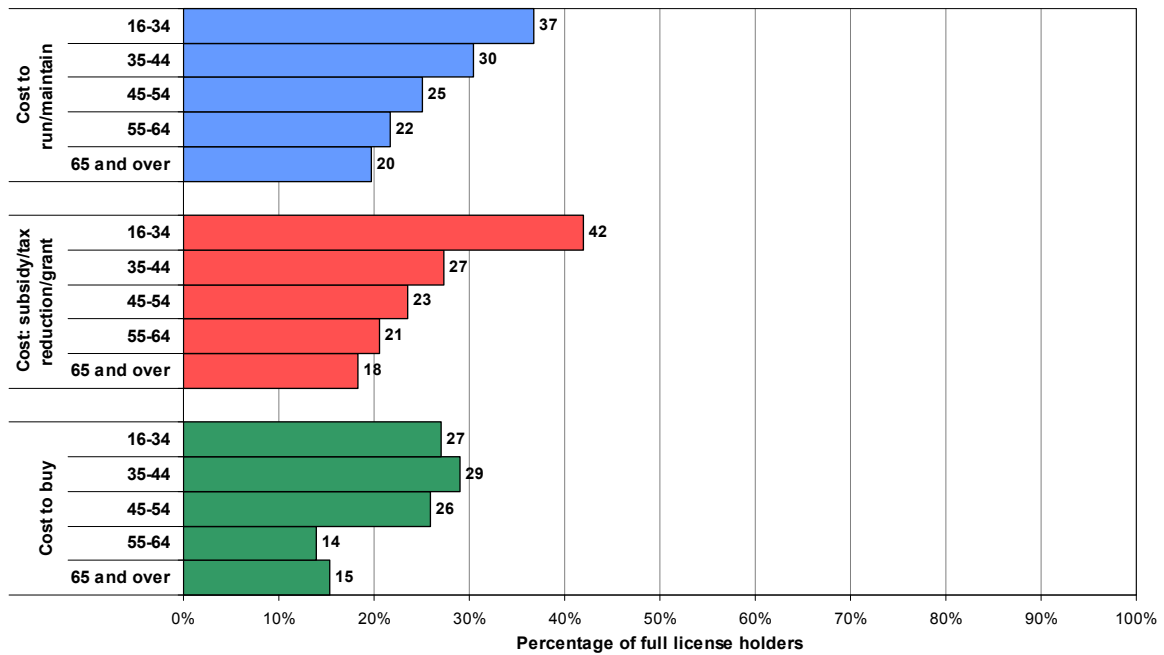
4.15 Drivers on incomes of £16,640 or more were significantly more likely than drivers on lower incomes to see the distance travelled before recharging required (41% compared to 26%) and vehicle performance (21% compared to 7%) as barriers to them buying an electric car/van.

4.16 The things that would **encourage drivers to buy an electric vehicle**, next time they bought a car/van (see also table 4.7), were:

- Costs: to run/maintain (27%), subsidies/tax reduction/grants (27%), cost to buy (23%)
- environmental benefits (16%)
- more knowledge about electric car (16% overall; 11% for men and 21% for women)
- 16% of drivers said that nothing would encourage them to buy an electric car/van.

4.17 Costs were particularly important for encouraging younger drivers to buy an electric car or van as shown in figure 4.6 below. This is in line with costs being more important to younger drivers more generally when buying a car/van (paragraphs 4.5 and 4.6).

Figure 4.6 Factors that could encourage drivers to buy an electric vehicle, next time they buy a car/van – drivers by age



Source: Opinions Survey – 2010.

This is based on full license holders who had heard of electric cars prior to being surveyed (98% of full licence holders).

Base number: 16-34 = 121; 35-44 = 149; 45-54 = 134; 55-64 = 136; 65 and over = 180.

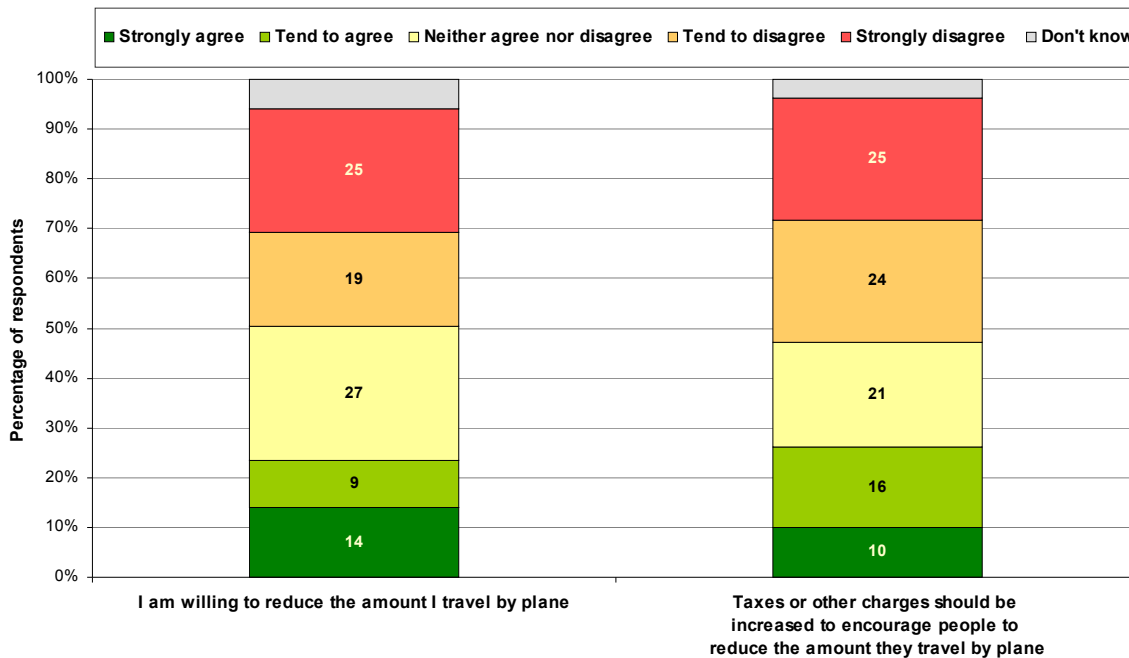
5 The potential for reducing air travel

5.1 Looking at **how frequently respondents travelled by plane**, 14% of respondents flew more than twice a year, with 37% flying once or twice a year and 49% flying less than once a year.

5.2 How frequently respondents travelled by plane appeared to be unrelated to how concerned they were about climate change, but appeared to be closely linked to how much they earned (see table 5.1).

- Those on higher incomes tended to fly more often. 37% of respondents with incomes less than £10,400 flew at least once a year, rising significantly to 53% among those who earned £10,400 to £25,999 and 83% among those who earned £26,000 or more.

Figure 5.1 Willingness to reduce air travel and support for government intervention

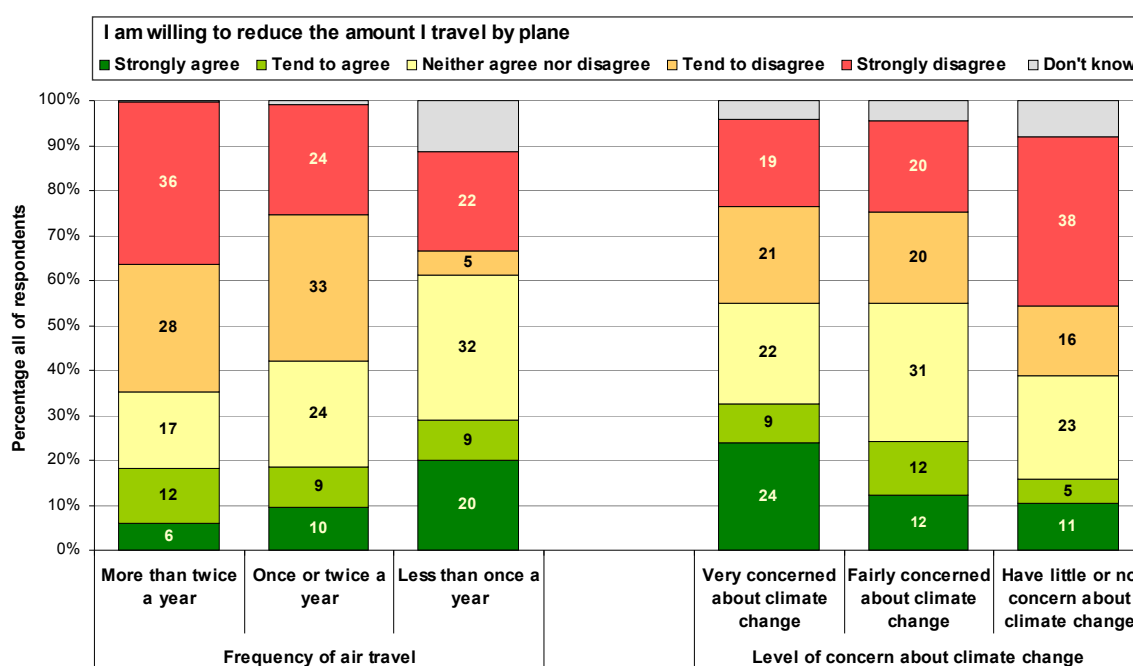


Source: Opinions Survey – 2010.
Base number: Statement 1 = 982; Statement 2 = 997.

5.3 In 2010, 23% of respondents were **willing to reduce the amount they travelled by plane** while 44% of respondents were unwilling to do so (see table 5.2, and figure 5.1).

- Those who flew the least often were the most willing to reduce their air travel as shown in figure 5.2. Of those who flew less than once a year (who accounted for 49% of all respondents) 29% were willing to reduce their air travel, significantly higher than those who flew more often (19%).
- Those who were more concerned about climate change were also more willing to reduce their air travel as shown in figure 5.2. Among those who were very concerned about climate change, a third (33%) were willing to reduce their air travel, falling to 16% among those with little or no concern.

Figure 5.2 Willingness to reduce air travel by frequency of air travel and by level of concern about climate change



Source: Opinions Survey – 2010.

Base number: Frequency of air travel – more than twice a year = 131; once or twice a year = 339; less than once a year = 512.

Levels of concern – very concerned = 214; fairly concerned = 481; little or no concern = 275.

5.4 There was net opposition (23%) to **increasing fuel tax or other charges to encourage people to travel by plane less**, with 26% of respondents supporting and 49% of respondents opposing (see figure 5.1 and table 5.3).

- Opinions varied from 38% net support among those who were very willing to reduce their air travel to 73% net opposition among those who were very unwilling to reduce their air travel.