

# Young Low Income Without Cars

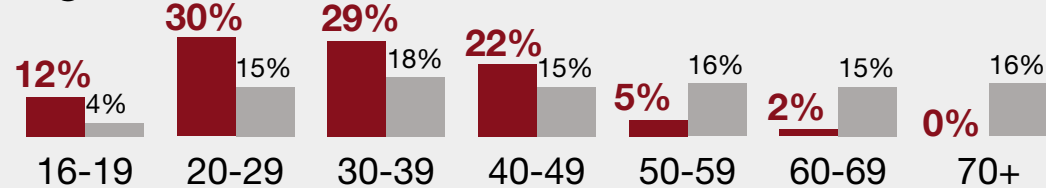
■ Segment 9 ■ All segments

## Who are they?

### Gender

Male **♂55%** 49% Female **♀42%** 51%

### Age



### Mobility difficulties impacting travel



### Ethnicity

**76%** 88% White **18%** 11% Ethnic Minority

### Household finances

Under £25,000 **66%** 40%  
 £25,000 - £59,999 **12%** 33%  
 Over £60,000 **3%** 13%

People in this segment are younger adults, living in urban areas. They are most likely to be students, unemployed and looking for work, or in low paid jobs, thus finding it difficult to manage financially.

Active travel modes and public transport are a popular choice among people in this segment as they are affordable and transport provision is good in their local area. Occasionally, they share car rides with family and friends, or colleagues. Most common journeys involve trips to school, volunteering activities, school drops and commuting to a place of work. Bus and, where available, tram services are a favourite among this segment, mostly due to being affordable and convenient, particularly for commuting and shopping trips. People in this segment also expressed a preference for walking, especially for short journeys.

## Enablers and barriers to different transport modes

Car	Walking	Cycling	Public Transport
<ul style="list-style-type: none"> <li>✓ Getting lifts from friends, family, and colleagues</li> <li>✓ Convenient way to travel</li> <li>✗ Cost is a consideration for future potential purchases</li> <li>✗ Cost of car (fuel and ownership)</li> <li>✗ Lack of driving licence</li> <li>✗ Lack of parking availability, and cost</li> <li>✗ Availability of cheaper alternatives – public transport, active travel modes"</li> </ul>	<ul style="list-style-type: none"> <li>✓ A good alternative for non-drivers</li> <li>✓ Suitable for short journeys/as part of longer journeys</li> <li>✓ Health benefits - staying active/keeping fit</li> <li>✓ No cost associated with it</li> <li>✓ Environmental benefits</li> <li>✗ Poor weather conditions</li> <li>✗ Perceived as not suitable for long distances</li> </ul>	<ul style="list-style-type: none"> <li>✓ Cost-effective compared with other transport modes</li> <li>✓ Faster compared with other public transport modes</li> <li>✓ Health benefits: recreation/keeping fit</li> <li>✓ Environmental benefits</li> <li>✗ Seen more as a recreational activity (with children)</li> <li>✗ Not an activity shared with social group</li> <li>✗ Cost of buying and charging an e-bike</li> <li>✗ Discomfort due to poor condition of roads</li> <li>✗ Competition from public transport alternatives which are perceived as more convenient</li> <li>✗ Poor weather conditions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Convenient – a good alternative for non-drivers</li> <li>✓ Frequent and reliable services</li> <li>✓ Bus stops/train stations in close proximity</li> <li>✓ Cheaper/discounted travel</li> <li>✓ Environmental benefits</li> <li>✗ Cost</li> <li>✗ Duration of journeys and delays</li> <li>✗ Lack of space for prams</li> <li>✗ Safety concerns</li> <li>✗ Health concerns associated with risk of respiratory infections</li> </ul>

## Zoe

- **Age:** 21
- **Lives:** Gosforth, Newcastle
- **Household composition:** Lives with her 1 year old daughter in her Mum's rented flat
- **Employment:** Student, training as a Teaching Assistant
- **Disability/Health:** No
- **Tenure:** Rented from Local Authority
- **Interests and concerns:** Enjoys knitting and reading; worries about climate change, poverty, and global peace
- **Driving licence:** Yes, provisional

## General transport habits

- **Zoe typically uses the Metro**, bus and walks when going to her local college.
- There are lots of shops nearby, so **Zoe usually does the grocery shop on foot**, often with her Mum.
- **Hopes to have a car eventually**, once she has qualified and moved into her own place with her daughter.

## Zahir

- **Age:** 26
- **Lives:** Watford, Hertfordshire
- **Household composition:** Shares with 3 other people
- **Employment:** Unemployed
- **Disability/Health:** Depression and anxiety
- **Tenure:** Renting
- **Interests and concerns:** Enjoys riding his bike, playing football, and socialising with friends; worries about the cost of living, jobs / unemployment, and the NHS
- **Driving licence:** No

## General transport habits

- **Most of his trips are local** – in and around Watford and North London where he can walk, cycle, or take the bus.
- **Slightly longer journeys** include seeing friends in Harpenden, **he will use the Overground or local train services.**
- **Many of his friends are in Harpenden** nowadays and he wants to get a job near there soon.

Where percentages do not add up to 100%, this is due to rounding or exclusion of 'Don't know' and 'Prefer not to say' answer codes.

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## Zoe

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- **Driving licence:** Yes, provisional

### General transport habits

Zoe lives in Gosforth with her one year old daughter and her Mum. She's currently halfway through a two year course, training to be a Teaching Assistant. When going to college, Zoe typically uses the Metro and walks. She also uses the bus when needed. There are lots of shops nearby, so Zoe usually does the grocery shop on foot, and occasionally by bus, although this can be tricky with a buggy.

Zoe hopes to have a car eventually, once she has qualified and moved into her own place with her daughter. She intends to stay in the North East as she wants to stay close to her Mum and sisters.



### Frequent journey

Going to and from college, 4 days a week.

- ✓ The local Metro station is within easy walking distance
- ✓ A short Metro ride into Newcastle
- ✓ Then a short walk to college
- ⊗ Sometimes the Metro isn't running, so needs to take the bus – traffic is often bad adding 20 minutes to the journey

“Depending on the time or the day, traffic can be either good or bad. So, it can either be a very short bus journey or it's really long – and the traffic is usually bad in the morning rush hour. There's not really any in-between.”

### Less frequent journey

Getting the bus to Ikea, once a month.

- ✓ Occasionally wants to get things for the flat
- ✓ Nearest Ikea is across the river in Gateshead
- ✓ Zoe feels reasonably well connected – it's only two bus rides
- ⊗ Frequent bad traffic can often double journey time
- ⊗ Would prefer to use car, which would make it much easier to get larger, bulkier items which she finds difficult to carry on the bus or with her daughter and a buggy in tow

“It was really quick last time, which was nice. There were no road works actually, which was a bit shocking.”

### Opportunities for Change

#### Key factors in decision making:

- Destination influences available modes
- Cost - always tries the cheapest option

#### Potential for switching to car in the future:

- ✓ Passing her driving test and getting a car will give her a sense of independence and be less reliant on public transport
- ✓ Would allow her to move elsewhere and access a greater pool of jobs
- ⊗ Currently too expensive for her to own a car or to learn to drive
- ⊗ Little awareness of car clubs

“I can see why it would be better for the environment but for me personally, I'd rather walk. And if it's wet, it can be slippery, and a bike doesn't really stand a chance against a car or a bus. So I'd probably still take the bus than cycle.”

#### Unlikely to cycle more:

- ⊗ Concerned about safety – especially when traffic is heavy
- ⊗ Only seems relevant to local trips, where she could walk anyway
- ⊗ Can't afford a bike – and would prefer to get the bus or the Metro even if she had a bike because they are more convenient

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- **Disability/Health:** Depression and anxiety
- **Tenure:** Renting
- **Interests and concerns:** Enjoys riding his bike, playing football, and socialising with friends; worries about the cost of living, jobs / unemployment, and the NHS
- **Driving licence:** No

### General transport habits

Zahir lives in a shared house with three other people in Watford. Most of his trips are local where he can walk, cycle, or take the bus. He enjoys cycling and feels confident doing so on the streets he grew up around. For Zahir, a slightly longer journey might be to go and see friends in Harpenden, for which he'll use the train.

Zahir is currently unemployed, which has exacerbated his poor mental health. Many of his friends are in Harpenden nowadays and he wants to get a job near there soon – this will be good for him, he hopes.



### Frequent journey

Doing chores around town, daily.

- ✓ Familiar with local streets, knows how to avoid heavy traffic when cycling
- ✓ No need to plan – completely spontaneous
- ✓ Can get the bus if weather is really bad
- ✓ Easy to combine chores with visiting his mum, who also lives locally
- ✓ Walking and cycling means it's easy to keep his financial outlay to a minimum
- ✗ Worries about his bike being stolen while he's in a shop

“The high street tends to be quiet on rainy days. The shops are a mix of normal high street stores and quite a lot of charity shops. I tend to shop at those quite often.”

### Less frequent journey

Going to Harpenden to play football, once a month.

- ✓ It's a straightforward trip that doesn't require much planning – a walk to the train station, then a connection to a bus
- ✓ Zahir worries about the cost of the train ticket, but it's too far to cycle
- ✗ Poor weather is often an excuse to avoid the walk at either end

“The football games are usually in Harpenden, so it's the train then a bus. There's a couple of pitches that we go to, and one of them is at least a 20 minute walk from that bus stop. It's not too bad for me, except in bad weather.”

### Opportunities for Change

#### Key factors in decision making:

- **Need** – local trips to shops
- **Cost** – Zahir is unemployed

#### Would like to use trains more:

- ✓ Quicker way to travel to see friends
- ✓ Would give him wider options when job hunting
- ✗ Expensive to use relative to income right now

“The cost of it means I can't own a car right now. Obviously it's quite expensive to get started up, pay for lessons, and tax and insurance and all of that. And then petrol and the car itself to start with.”

#### Potential for switching to car in the future:

- ✓ Would like a job in Harpenden, near friends
- ✓ Driving would be more necessary there – quicker, cheaper, and more convenient than taking the train and the bus
- ✓ Would allow him to look even further afield for work
- ✗ Driving lessons could be expensive

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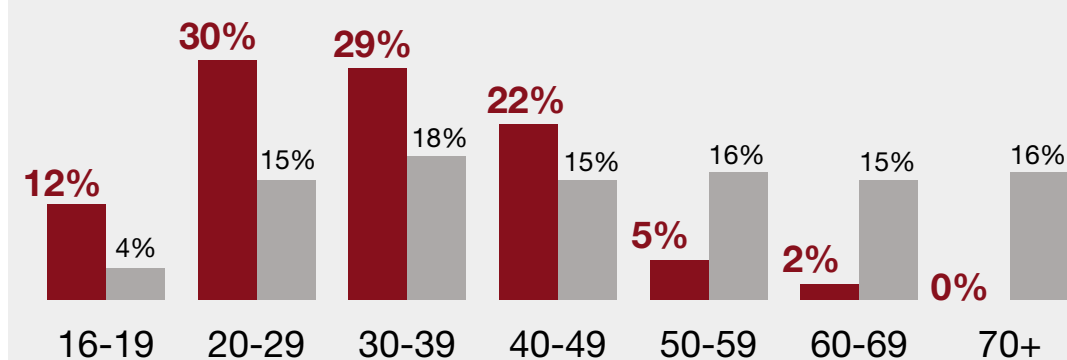
■ Segment 9 ■ All segments

## Who are they?

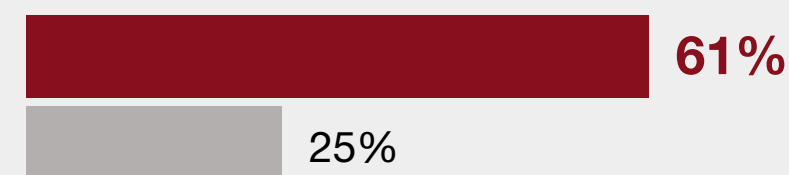
### Gender

Male **♂55%** 49% Female **♀42%** 51%

### Age



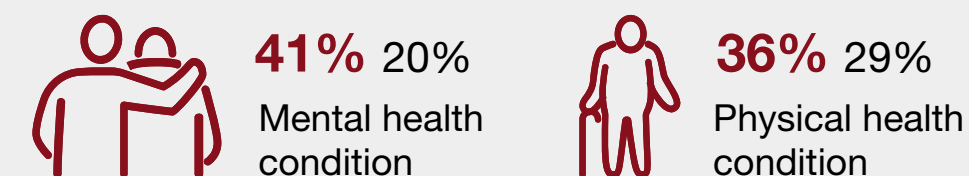
### Mobility difficulties impacting travel



Disability/long standing health condition that makes it difficult (\*impossible/difficult) to:



### Mental health/physical health condition:

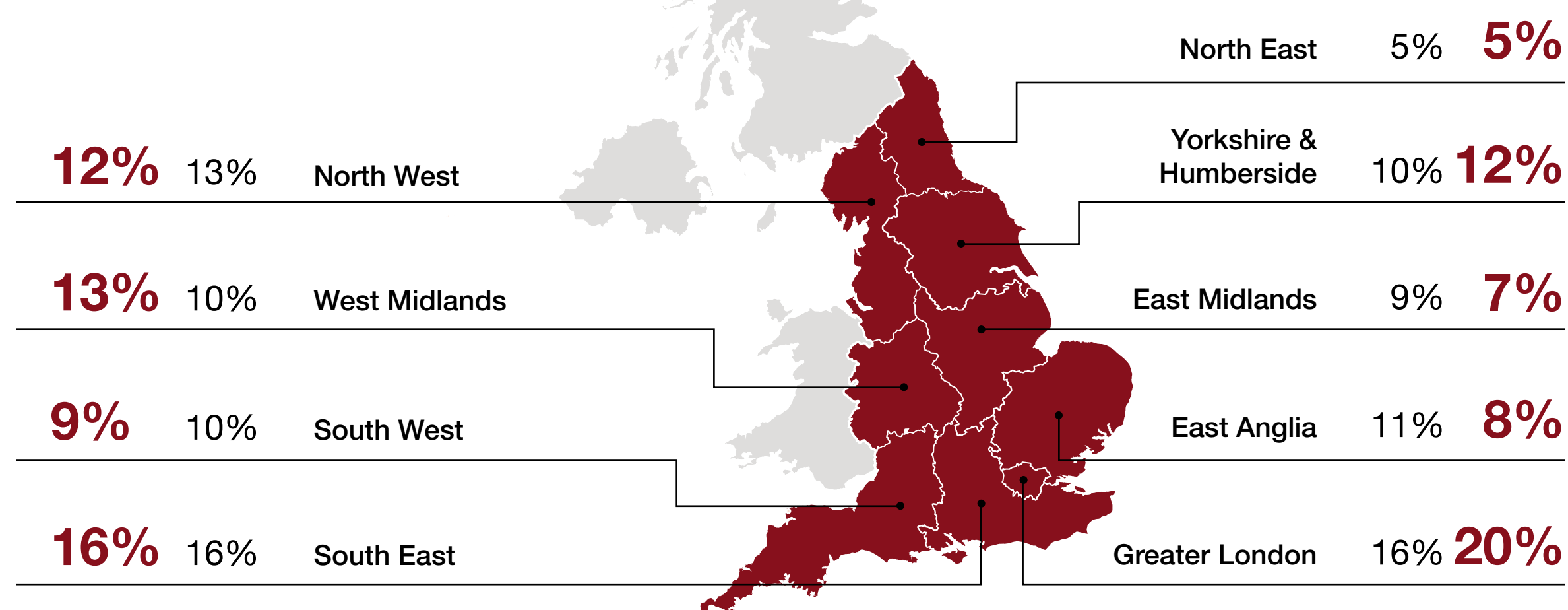


### Ethnicity

76% 88% White 18% 11% Ethnic Minority

## Location

Urban **75%** 78% Rural **5%** 14%



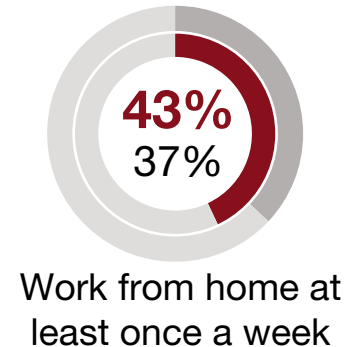
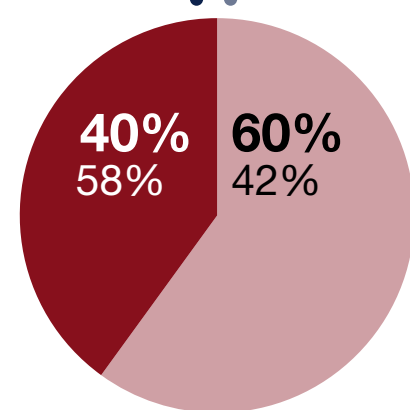
## Employment & working patterns

### Working

28% 39% Full-time employed  
9% 14% Part-time employed  
3% 6% Self employed

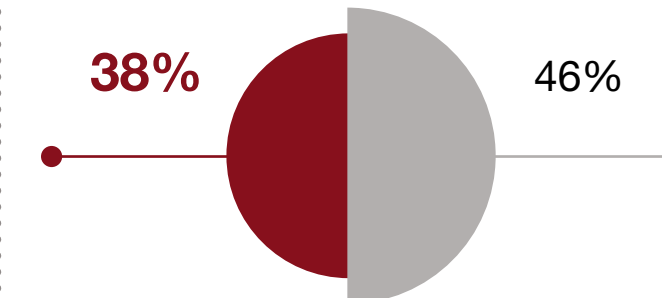
### Not working

37% 10% Unemployed  
15% 5% Student/Pupil  
7% 5% Parent-homemaker  
2% 23% Retired



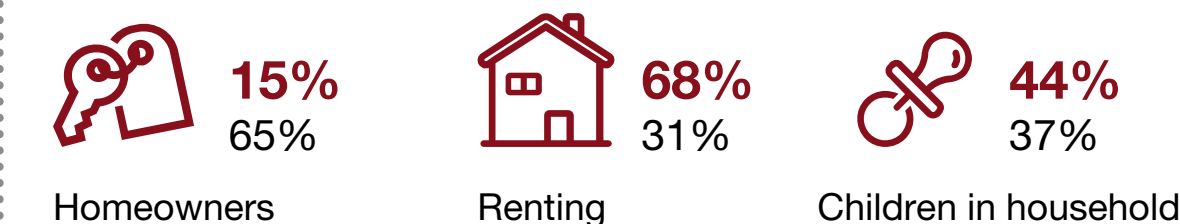
## Shopping behaviours

Regularly use home delivery for food or non-food shopping



## Household & financials

### Household



### Household finances

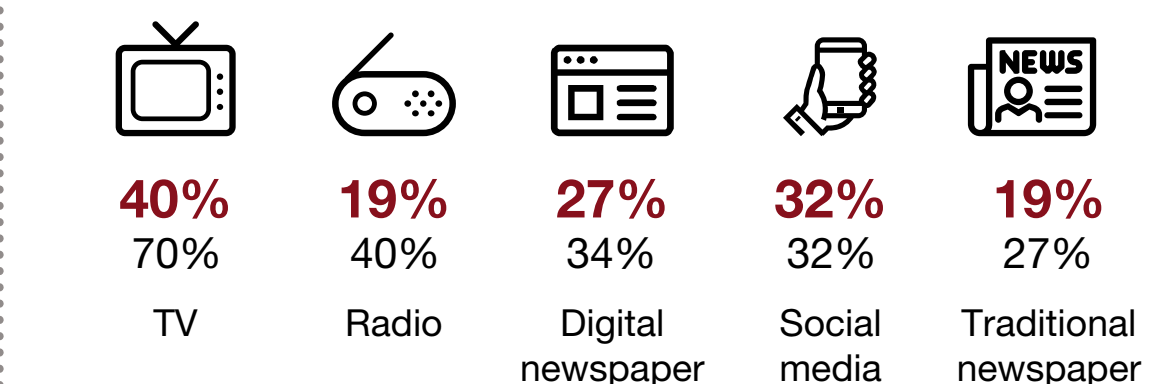
Under £25,000 **66%** 40%  
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Over £60,000 **3%** 13%

## Technology & media

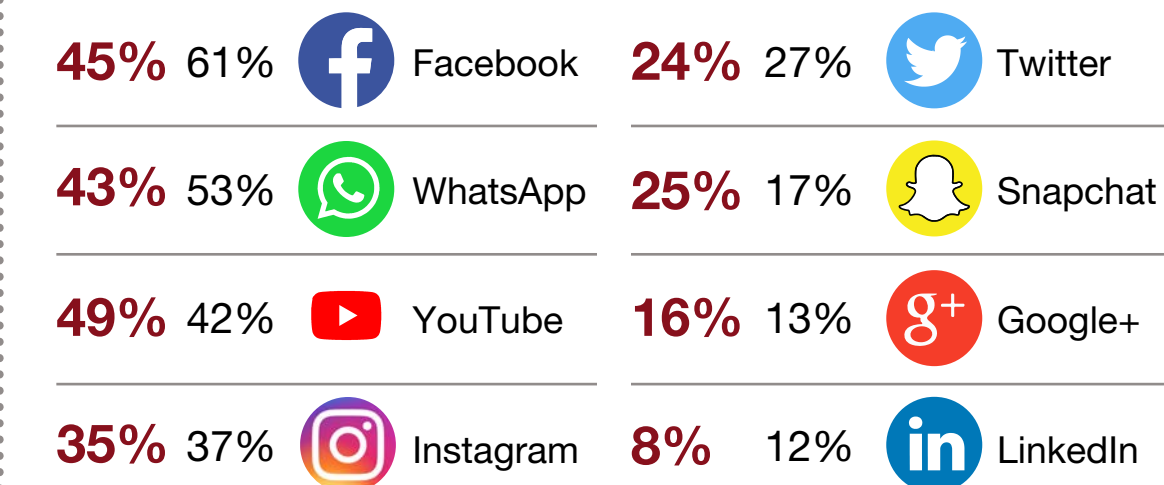
### Use of smartphones



### Consumption of news



### Social media



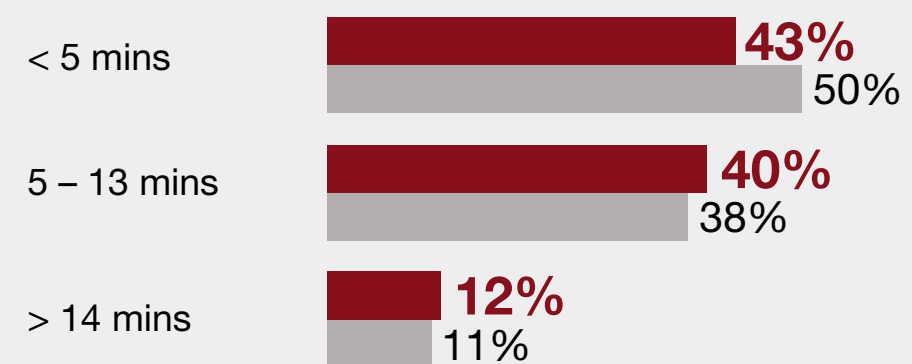
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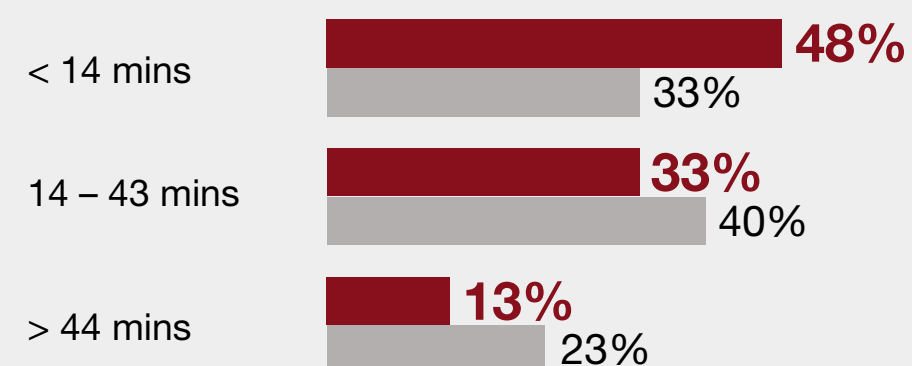
■ Segment 9 ■ All segments

## Access to transport

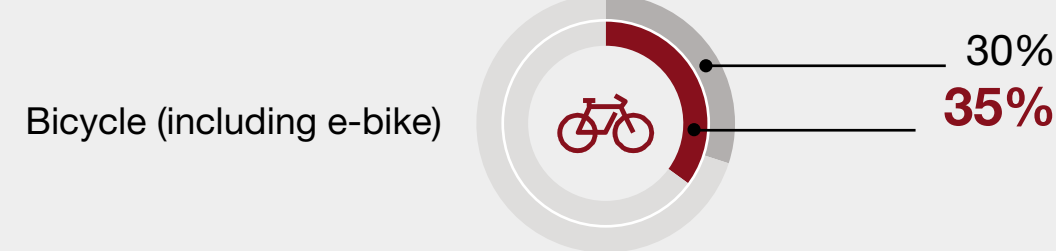
### Distance to nearest bus stop (mins walk)



### Distance to nearest railway station (mins walk)



### Access to:



People in this segment don't own a car and rely on public transport and active travel modes to travel to places. Affordability of transport and convenience are key factors influencing transport decisions, thus making bus and tram services (where available) a preferred choice among people in this segment. They use train services for less frequent journeys – for example, socialising and meeting friends in other towns, as train services are perceived as faster albeit more expensive compared to other public transport modes.

*“Probably reliability because some buses don't turn up. If I ring a taxi, they could take their time to come, and obviously, if I've got to be there at 6, and I'm rushing, as I normally am every morning, they're always late, so I just tend to get my bike and go because I can get around all the cars, buses, traffic, I haven't got to wait for nobody, I can just go, leg it as quick as I can.” (Male, 26, employed, West Midlands)*

People in this segment walk for short journeys, and some prefer to cycle when they're in a rush, to avoid traffic and any potential public transport delays.

People in this segment also have aspirations of buying/owning a car. When possible, they share car rides with family, friends or colleagues.

*“I've been getting the train more recently, and it is impacting cost of living because the prices are not cheap right now compared to what it used to be. Money's tighter than it used to be.” (Female, 24, unemployed, East Anglia)*

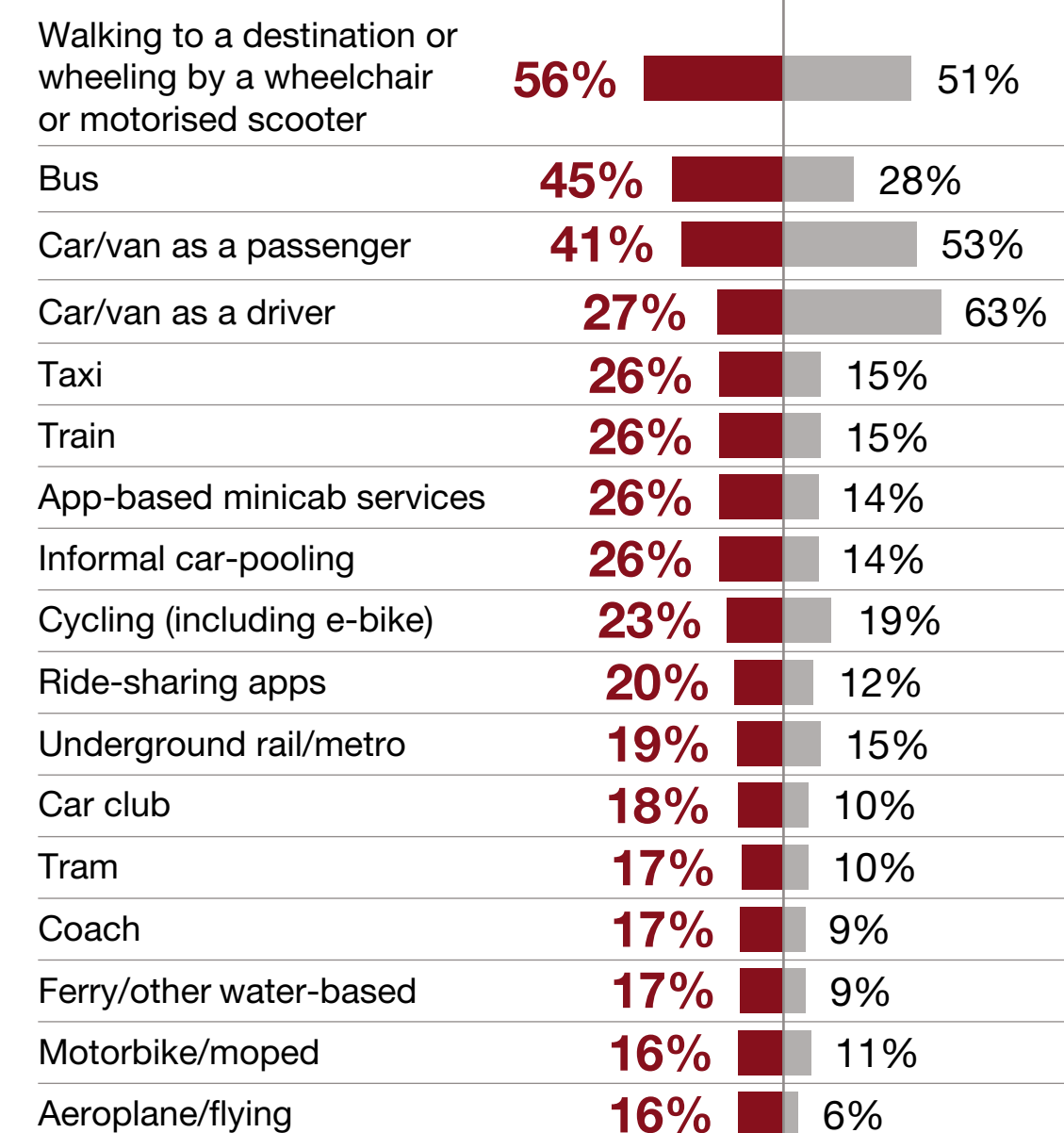
## Understanding transport choices

### Journey planning. Smartphones are used for:



### Mode use and frequency

Modes used once a week or more (last 6 months)



### Top 5 journey purposes (last 6 months)



### Flight taken in last 12 months



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Segment 9


# Young Low Income Without Cars


■ Segment 9 ■ All segments


Those who have finished school over recent years and are now students or training for a role, have switched from walking to school to using more public transport to get to destinations further afield. Others have reduced their use of buses and taxis, in favour of cycling. The COVID-19 pandemic brought a reduction in travel and an awareness of potential risks associated with public transport. For example, they might increase their use of trains and decrease their use of buses as they feel the train is a better option for social distancing.

People in this segment are acutely concerned by the recent increase in prices. They are constantly making cost-efficient decisions concerning their travel (making use of student discounts, travelling off-peak, looking for offers) and food shopping – for example, some people reported cutting down on weekly meat consumption.

They have also reduced their use of taxis as this was seen as more expensive compared with public transport alternatives or active travel modes.

 **41%** 51% | Happy about lifestyle and contribution to climate change

 **32%** 37% | Would like to do a bit more to reduce my impact

 **16%** 9% | Would like to do a lot more to reduce my impact

## Enablers and barriers to different transport modes

### Car

- ✓ Getting lifts from friends, family, and colleagues
- ✓ Convenient way to travel
- ✗ Cost is a consideration for future potential purchases
- ✗ Cost of car (fuel and ownership)
- ✗ Lack of driving licence
- ✗ Lack of parking availability, and cost
- ✗ Availability of cheaper alternatives – public transport, active travel modes”

### Walking

- ✓ A good alternative for non-drivers
- ✓ Suitable for short journeys/ as part of longer journeys
- ✓ Health benefits - staying active/keeping fit
- ✓ No cost associated with it
- ✓ Environmental benefits
- ✗ Poor weather conditions
- ✗ Perceived as not suitable for long distances

### Cycling

- ✓ Cost-effective compared with other transport modes
- ✓ Faster compared with other public transport modes
- ✓ Health benefits: recreation/ keeping fit
- ✓ Environmental benefits
- ✗ Seen more as a recreational activity (with children)
- ✗ Not an activity shared with social group
- ✗ Cost of buying and charging an e-bike
- ✗ Discomfort due to poor condition of roads
- ✗ Competition from public transport alternatives which are perceived as more convenient
- ✗ Poor weather conditions

### Public Transport

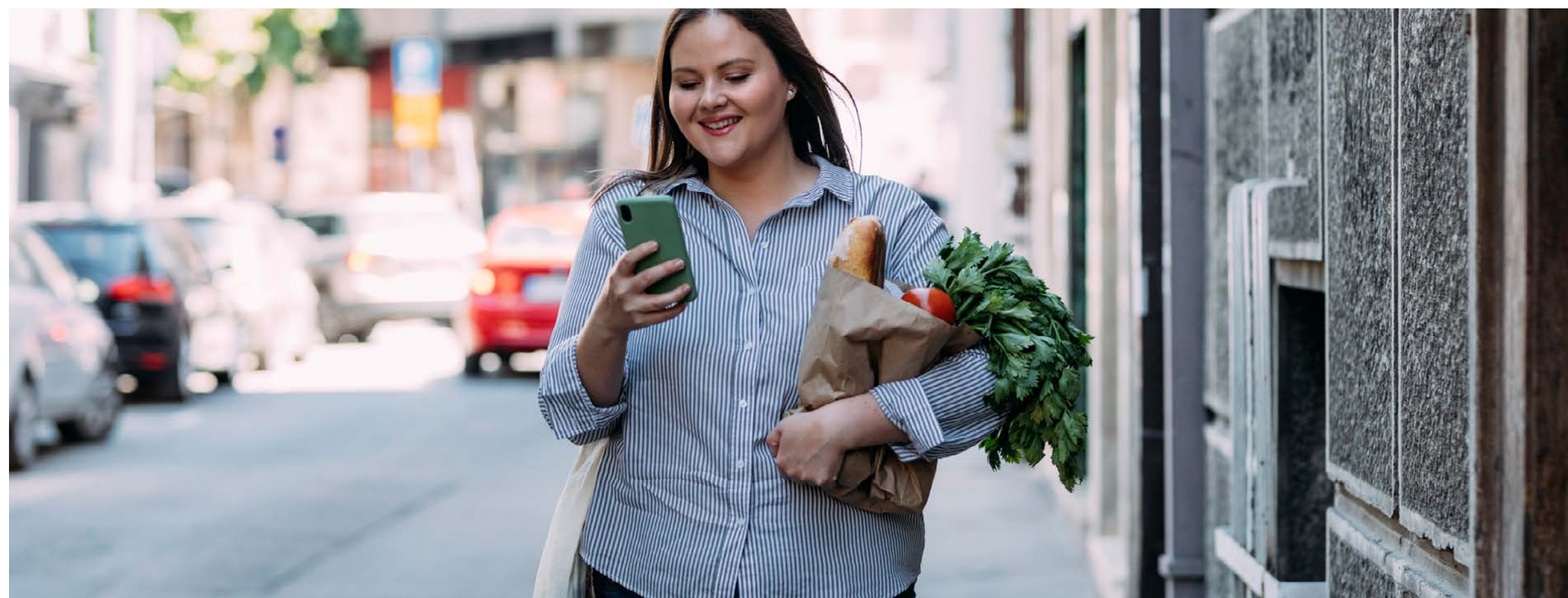
- ✓ Convenient – a good alternative for non-drivers
- ✓ Frequent and reliable services
- ✓ Bus stops/train stations in close proximity
- ✓ Cheaper/discounted travel
- ✓ Environmental benefits
- ✗ Cost
- ✗ Duration of journeys and delays
- ✗ Lack of space for prams
- ✗ Safety concerns
- ✗ Health concerns associated with risk of respiratory infections

## Attitudes towards transport and climate

People in this segment are broadly concerned about the environment. However, this is not a key factor in their choice of transport. Whilst they acknowledge the environmental benefits of their chosen transport modes, convenience and cost are the primary factors influencing decision-making for people in this segment.

*“Yes, I love it [cycling] because I’m lazy. The only problem is there’s no suspension on it so I feel every bump, every stone, everything.” (Male, 26, employed, West Midlands)*

*“Well, I definitely use the bus more because when I was in school still, I walked because it wasn’t far. When I entered college and now training, it’s too far so I’ve got to catch the bus.” (Female, 18, student, East Midlands)*



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