

Technical report

Transport Choices Segmentation and personas

Research materials annex

2022-23



Department
for Transport



Figure 1: Personas Questionnaire Summer 2022

SAMPLE: cross-sectional England-only adults 16+ n5,000 (Ipsos Access Panel)
QUESTIONS: Q. = Golden Question (GQ)/within algorithm, Q. = TCS question, Q. = other question

YEAR/MONTH. What is your date of birth?

- YEAR
- _1910 1910
- ...
- _2015 2015
- MONTH
- _1 January
- _2 February
- _3 March
- _4 April
- _5 May
- _6 June
- _7 July
- _8 August
- _9 September
- _10 October
- _11 November
- _12 December

RESP_AGE [Hidden]. Hidden Question - RESP_AGE "this is a dummy question that will hold age"

- _1 "1",
- _2 "2",
- _3 "3",
- _4 "4",
- _5 "5",
- _6 "6",
- _7 "7",
- _8 "8",

- _9 "9",
- _10 "10",
- _11 "11",
- _12 "12",
- _13 "13",
- _14 "14",
- _15 "15",
- _16 "16",
- _17 "17",
- _18 "18",
- _19 "19",
- _20 "20",
- _21 "21",
- _22 "22",
- _23 "23",
- _24 "24",
- _25 "25",
- ...
- _65 "65",
- _66 "66",
- _67 "67",
- _68 "68",
- _69 "69",
- _70 "70",
- _71 "71",
- _72 "72",
- _73 "73",
- _74 "74",
- _75 "75",
- _76 "76",
- _77 "77",
- _78 "78",
- _79 "79",
- _80 "80",
- _81 "81",
- _82 "82",

- _83 "83",
- _84 "84",
- _85 "85",
- _86 "86",
- _87 "87",
- _88 "88",
- _89 "89",
- _90 "90",
- _91 "91",
- _92 "92",
- _93 "93",
- _94 "94",
- _95 "95",
- _96 "96",
- _97 "97",
- _98 "98",
- _99 "99",
- _100 "100",
- _101 "101",
- _102 "102",
- _103 "103",
- _104 "104",
- _105 "105",
- _998 "Age not calculated",
- _999 "Age < 1"

QUOTAGERANGE [Hidden]. Hidden Question - QUOTAGERANGE "this is a dummy question that will hold age breaks" for the quotas that should be defined by the PM; it CAN be edited and lines can be added to meet survey objectives.

- _18_24 "18-24",
- _25_34 "25-34",
- _35_44 "35-44",
- _45_54 "45-54",
- _55_65 "55-65"

GENDER_NONBINARY. Which of the following describes how you think of yourself?

- _1 Male
- _2 Female
- _3 In another way
- _4 Prefer not to answer

QMktSize_GB. Where do you live? Please note: This question may be considered personal. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. The answers that you provide will be presented in aggregate form and none of them will be linked back to you in any way. All data will be collected and processed in adherence to the Market Research Society's Code of Conduct and the General Data Protection Regulation (GDPR).

Postcode
Prefer Not to Answer

UKREGION1. Where do you live?

- _1 North East
- _2 North West
- _3 Yorkshire and The Humber
- _4 West Midlands
- _5 East Midlands
- _6 East of England
- _7 South West
- _8 South East
- _9 Greater London
- _10 Wales [TERMINATE]
- _11 Scotland [TERMINATE]
- _12 Northern Ireland [TERMINATE]

EMP01. What is your current employment status?

Select only one

- _1 Employed full-time
- _2 Employed part-time
- _3 Self employed
- _4 Unemployed but looking for a job
- _5 Unemployed and not looking for a job/Long-term sick or disabled
- _6 Full-time parent, homemaker
- _7 Retired
- _8 Student/Pupil

- _9 N/A
- _10 N/A
- _11 N/A
- _12 N/A

UK01SG [Hidden]. Hidden Question: Social Grade

- _1 A - Upper middle class
- _2 B - Middle class
- _3 C1 - Lower middle class
- _4 C2 - Skilled working class
- _5 D - Working class
- _6 E - Lower level of subsistence

I INTRODUCTION

This survey is for the Department for Transport (DfT) to gather evidence on people's use of transport and their attitudes. It will take around 20 minutes to complete.

As part of this survey we're asking for your age, gender, disability, ethnicity, region, postcode, working status, income and transport usage. data is being collected to help in the analysis of survey results to inform transport policy development and ensure that the needs of all users are known and considered appropriately and fairly. You don't have to provide this information if you don't want to. If you do provide it, we will use it only for the purpose outlined above. Your participation in this study is entirely voluntary and you can stop at any time.

Your information will be kept securely by Ipsos and at the end of the fieldwork period, DfT will only receive data which will not identify you. Ipsos will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. For this project, Ipsos will securely remove your personal data from their systems six months after you participate in this research.

By clicking "Next", you agree to give your views.

SECTION 1 – Travel behaviour – mode

ASK ALL SA PER ROW PROGRESSIVE GRID. RANDOMISE ORDER OF ROWS

MODE1. Thinking about **the last 6 months**, how frequently have you personally travelled by the following modes of transport in the UK?

ROWS

1. Car/van as a driver
2. Car/van as a passenger
3. Motorbike/moped
4. Informal car-pooling (e.g. individuals that know each other and share a similar journey route)

5. Car club (e.g. ZipCar, Co-wheels)
6. Ride-sharing apps (e.g. liftshare.com, blablacar.com, UberPool)
7. App-based minicab services e.g. Uber
8. Taxi/black cab/minicab/private hire

COLUMNS

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less often than once or twice a month
7. Never

ASK ALL
SA PER ROW
PROGRESSIVE GRID. RANDOMISE ORDER OF ROWS

MODE1a. Here's another list. Still thinking about **the last 6 months**, how frequently have you personally travelled by the following modes of transport in the UK?

- 1) Bus
- 2) Coach
- 3) Aeroplane/flying
- 4) Ferry/other water-based transport
- 5) Train
- 6) Tram
- 7) Underground rail/metro
- 8) Cycling (including e-bike)
- 9) Walking all the way to a destination or wheeling by a wheelchair or motorised scooter
- 10) E-scooter

COLUMNS

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less often than once or twice a month
7. Never

SECTION 2 – Travel behaviour – purpose and capability**NEW SCREEN**

Now for some questions on a different topic.

ASK ALL**RANDOMISE ORDER OF CODES 1-15****MA**

PURPOSE. For which of these reasons, if any, have you made a journey of any kind in the **last 6 months**. It does not matter which mode(s) of transport you used. Please indicate all that apply.

1. Travelling (commuting) to place of work
2. Business travel (excluding travelling/commuting to your usual place of work)
3. Travelling to education yourself (as pupil/student)
4. Shopping for food/grocery items
5. Shopping for non-food/grocery items such as buying books, music, clothes, holidays, or insurance
6. Picking up or dropping off child(ren) at school/place of education/nursery etc.
7. Visiting friends/relatives
8. To go on holiday
9. To go on a day trip somewhere
10. Travelling to access entertainment/arts such as cinema, theatre, gallery, museum, sporting events, music events and concerts
11. Giving lifts to friends and family for other reasons – not to school/a place of education
12. Running errands for people e.g. going out food shopping on behalf of others
13. Travelling to medical, hospital or dentist appointments
14. Travel to access services e.g. hairdressers, libraries, estate agents and banks
15. For recreation/keeping fit including going to a place to walk/cycle, to a gym/playing sport
16. Other (specify) **[SPECIFY BOX]**

ASK ALL MAKING JOURNEYS 1/2/3/4 AT PURPOSE.**SA****PROGRESSIVE GRID. RANDOMISE ORDER OF COLUMNS AND ROWS**

MODEPURPOSE. Still thinking about **the last 6 months**, what was the **main mode of transport** you used when travelling for these reasons in the UK...? If you have made this journey using different main modes, just focus on the **main mode you used last time** you made the journey.

Please select one only.

COLUMNS [SHOW PURPOSE SELECTIONS]

- 1) Travelling (commuting) to place of work
- 2) Business travel (excluding travelling/commuting to your usual place of work)
- 3) Travelling to education yourself (as pupil/student)
- 4) Shopping for food/grocery items

ROWS

1. Car/van as driver **[SHOW IF MODE1. (1) =1-6]**

2. Car/van as a passenger [SHOW IF MODE1. (2) =1-6]
3. Motorbike/moped [SHOW IF MODE1. (3) =1-6]
4. Informal car-pooling (e.g. individuals that know each other and share a similar journey route) [SHOW IF MODE1. (4) =1-6]
5. Car club (e.g. ZipCar, Co-wheels) [SHOW IF MODE1. (5) =1-6]
6. Ride-sharing apps (e.g. liftshare.com, blablacar.com, UberPool) [SHOW IF MODE1. (6) =1-6]
7. App-based minicab services e.g. Uber [SHOW IF MODE1. (7) =1-6]
8. Taxi/black cab/minicab/private hire [SHOW IF MODE1. (8) =1-6]
9. Bus [SHOW IF MODE1a.(1) =1-6]
10. Coach [SHOW IF MODE1a.(2) =1-6]
11. Aeroplane/flying [SHOW IF MODE1a. (3)=1-6] IF CODE 3 OR 4 AT THIS COLUMN SHOW ERROR MESSAGE [Please review your answer about aeroplane use] and return to this iteration
12. Ferry/other water-based transport [SHOW IF MODE1a. (4) =1-6]
13. Train [SHOW IF MODE1a. (5) =1-6]
14. Tram [SHOW IF MODE1a. (6) =1-6]
15. Underground rail/metro [SHOW IF MODE1a. (7) =1-6]
16. Cycling (including e-bike) [SHOW IF MODE1a. (8) =1-6]
17. Walking [SHOW IF MODE1a. (9) =1-6]
18. E-scooter [SHOW IF MODE1a. (10) =1-6]

**ASK ALL CODE 1 OR 2 AT MODEPURPOSE_1
MA, RANDOMISE 1-17**

COMMUTECAR. You said that in the **last 6 months** you have travelled to a place of work by car/van **as your main mode of transport**. What are the reasons why you travelled by car/van to a place of work? Please indicate all that apply.

1. I could travel when I wanted to travel
2. It is quick / quickest way/ other ways take too long
3. It is reliable / more reliable than other modes
4. It is cheap / cheapest way
5. It is convenient / most convenient
6. It is comfortable / most comfortable
7. I could not get there any other way
8. I enjoy driving
9. I needed my car / van for work
10. I had to take things (e.g. tools, laptop, luggage etc) and could not carry it all
11. I usually take my partner with me
12. I usually take my children with me
13. I usually take someone else with me
14. I use my car /van to make other trips while I'm out
15. It gave me flexibility
16. I preferred to avoid other ways of travelling such as public transport because of concerns about catching Coronavirus
17. The weather
18. Other [SPECIFY]

ASK ALL CODE 1 OR 2 AT MODEPURPOSE_1)

MA, RANDOMISE 1-16

ALTMODESCOMMUTE. In which of the following ways, if any, could you make the **longest part of the journey** to a place of work other than travelling by car/van?

1. Motorbike/moped
2. Informal car-pooling (e.g. individuals that know each other and share a similar journey route)
3. Car club (e.g. ZipCar, Co-wheels)
4. Ride-sharing apps (e.g. liftshare.com, blablacar.com, UberPool)
5. App-based minicab services e.g. Uber
6. Taxi/black cab/minicab/private hire
7. Bus
8. Coach
9. Aeroplane/flying
10. Ferry/other water-based transport
11. Train
12. Tram
13. Underground rail/metro
14. Cycling (including e-bike)
15. Walking
16. E-scooter
17. None of these [**SINGLE CODE**]
18. Don't know [**SINGLE CODE**]

ASK ALL CODE 1 OR 2 AT MODEPURPOSE_2)**MA, RANDOMISE 1-17**

BUSTRAVELCAR. You said that in the **last 6 months** you have travelled for business by car/van **as your main mode of transport**. What are the reasons why you travelled by car/van for business? Please indicate all that apply.

1. I could travel when I wanted to travel
2. It is quick / quickest way/ other ways take too long
3. It is reliable / more reliable than other modes
4. It is cheap / cheapest way
5. It is convenient / most convenient
6. It is comfortable / most comfortable
7. I could not get there any other way
8. I enjoy driving
9. I needed my car / van for work
10. I had to take things (e.g. tools, laptop, luggage etc) and could not carry it all
11. I usually take my partner with me
12. I usually take my children with me
13. I usually take someone else with me
14. I use my car /van to make other trips while I'm out
15. It gave me flexibility
16. I preferred to avoid other ways of travelling such as public transport because of concerns about catching Coronavirus
17. The weather
18. Other [**SPECIFY**]

ASK ALL CODE 1 OR 2 AT MODEPURPOSE_2**MA, RANDOMISE 1-16**

ALTMODESBUSTRAV. You said that in the **last 6 months** you travelled for business by car/van. In which of the following ways, if any, could you have travelled for business other than travelling by car?

Please indicate all that apply.

1. Motorbike/moped
2. Informal car-pooling (e.g. individuals that know each other and share a similar journey route)
3. Car club (e.g. ZipCar, Co-wheels)
4. Ride-sharing apps (e.g. liftshare.com, blablacar.com, UberPool)
5. App-based minicab services e.g. Uber
6. Taxi/black cab/minicab/private hire
7. Bus
8. Coach
9. Aeroplane/flying
10. Ferry/other water-based transport
11. Train
12. Tram
13. Underground rail/metro

14. Cycling (including e-bike)
15. Walking
16. E-scooter
17. None of these **SINGLE CODE**
18. Don't know **SINGLE CODE**

**ASK ALL CODE 1 OR 2 AT MODEPURPOSE_3
MA, RANDOMISE 1-17**

EDUCAR. You said that you travelled to a place of education as a pupil/student yourself by car/van **as your main mode of transport**. What were the reasons why you travelled by car/van to a place of education? Please indicate all that apply.

1. I could travel when I wanted to travel
2. It is quick / quickest way/ other ways take too long
3. It is reliable / more reliable than other modes
4. It is cheap / cheapest way
5. It is convenient / most convenient
6. It is comfortable / most comfortable
7. I could not get there any other way
8. I enjoy driving
9. I needed my car / van for work
10. I had to take things (e.g. tools, laptop, luggage etc) and could not carry it all
11. I usually take my partner with me
12. I usually take my children with me
13. I usually take someone else with me
14. I use my car /van to make other trips while I'm out
15. It gave me flexibility
16. I preferred to avoid other ways of travelling such as public transport because of concerns about catching Coronavirus
17. The weather
18. Other **[SPECIFY]**

**ASK ALL CODE 1 OR 2 AT MODEPURPOSE_3
MA, RANDOMISE 1-15**

ALTMODESEEDUC. You said that in the **last 6 months** you have travelled to a place of education. In which of the following ways, if any, could you make the **longest part of the journey** to a place of education other than travelling by car yourself?

Please indicate all that apply.

1. Motorbike/moped
2. Informal car-pooling (e.g. individuals that know each other and share a similar journey route)
3. Car club (e.g. ZipCar, Co-wheels)
4. Ride-sharing apps (e.g. liftshare.com, blablacar.com, UberPool)
5. App-based minicab services e.g. Uber
6. Taxi/black cab/minicab/private hire
7. Bus

8. Coach
9. Ferry/other water-based transport
10. Train
11. Tram
12. Underground rail/metro
13. Cycling (including e-bike)
14. Walking
15. E-scooter
16. None of these **SINGLE CODE**
17. Don't know **SINGLE CODE**

ASK ALL

SA PER ROW. PROGRESSIVE GRID

WFHCOMMUTE. How often, if at all, do you do each of the following in a typical week?

ROWS

1. Work – that is, doing paid employment
2. Travel to a place of work
3. Work at home – that is, doing paid employment from where you live

ACROSS GRID

1. 5 days a week or more
2. 3-4 days a week
3. 2 days a week
4. About once a week
5. Never/don't do this

ASK ALL

SA

CN75. How often, if at all, do you use home delivery (e.g. internet shopping / telephone ordering) for your food shopping **nowadays**?

1. Regularly
2. Sometimes
3. Have only done this once or twice
4. Never
5. Don't know

ASK ALL**SA**

CN76. And how often **nowadays**, if at all, do you use home delivery (e.g. internet shopping / telephone ordering) for any non-food shopping, such as for buying books, music, clothes, holidays, or insurance?

1. Regularly
2. Sometimes
3. Have only done this once or twice
4. Never
5. Don't know

SECTION 3 – SRN, flights, distance**ASK ALL****SA**

SRN. Thinking again about the **last 6 months**, how often, if at all, would you say you have personally travelled on motorways or major 'A' roads – either as a driver or passenger.

1. At least once a day
2. Less than once a day, but at least 3 times a week
3. Once or twice a week
4. Less than that but more than twice a month
5. Once or twice a month
6. Less often than once or twice a month
7. Never

ASK ALL**MA**

B47. What types of flights, if any, starting from the UK have you taken in the **last 12 months**? Please indicate all that apply.

1. Domestic – to other UK locations (including England, Wales, Scotland, Northern Ireland)
2. Short-haul international - to somewhere in Europe including the Republic of Ireland
3. Long-haul international - to somewhere outside of Europe
4. None (**SINGLE CODE ONLY**)
5. Don't know

IF B47=2:**SA**

B50. How many short-haul flights starting from the UK did you make to Europe during the **last 12 months**? If you don't know the exact number please give your best guess.

Flights should start in the UK.

1. One
2. Two
3. Three or more

IF B47=3:

B51. How many long-haul flights starting from the UK did you make during the **last 12 months**? If you don't know the exact number please give your best guess. Flights should start in the UK.

1. One
2. Two
3. Three or more

**ASK ALL
SA PER ROW****PROGRESSIVE GRID. RANDOMISE COLUMNS NOT ROWS**

B28. About how long would it take to walk from here to each of the following?

We are interested in the nearest one even if it isn't the main one you use, or might use. Please think about how long it would take the average person to walk there. If you're not sure, please give your best estimate.

COLUMNS

1. B28. ...the nearest permanent bus stop or place where you could get on a bus?
2. B32. ...to the nearest railway station?

ROWS

1. 2 minutes or less
2. 3-4 minutes
3. 5-6 minutes
4. 7-13 minutes
5. 14-26 minutes
6. 27-43 minutes
7. 44 minutes or longer
8. Don't know

SECTION 4 – Attitudes towards transport/climate change

ASK ALL

SA PER ROW

PROGRESSIVE GRID. RANDOMISE DOWN GRID AND FORWARD/REVERSE ACROSS SCALE

B46X. Here are some statements people have made about transport. For each, please try to give your initial feeling rather than thinking about it too much, and indicate the extent to which you agree or disagree.

DOWN

- B46X B31(1).** In general, I think that successful people tend to travel by car rather than by bus
- B46X B42(8).** I am willing to cycle on the roads (e.g. to work/school/the shops)
- B46X B42(4).** I would cycle (more) if there were more dedicated cycle paths
- B46X RPT.** I rely on public transport and would find it difficult not to use it
- B46X PTR.** Public transport in my area is reliable
- B46X STR.** I find it less stressful to use public transport than to drive
- B46X IMPR.** Transport in my local area is improving

ACROSS

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Don't know **FIX**
7. Not applicable **FIX**

ASK ALL

SINGLE CODE PER ROW AND COLUMN

LOOP GRID. RANDOMISE ROWS NOT COLUMNS

B46. Thinking now about personal safety, that is the risk of being a victim of crime, please rate these forms of transport in order of safety from the most safe to the least safe. So, which one would you say is:

COLUMNS

- 1) most safe
- 2) second most safe
- 3) third most safe
- 4) least safe

ROWS

1. Bus
2. Overground train (NOT including underground/tube/metro systems)
3. Car

4. Bicycle
5. Don't know

ASK ALL
SA

D5. (Defra segmentation questions) Which of these best describes how you **feel** about your current lifestyle and your contribution to climate change?

1. I'm happy with what I do at the moment
2. I'd like to do a bit more to help to reduce my contribution to climate change
3. I'd like to do a lot more to help to reduce my contribution to climate change
4. Don't know

ASK ALL
SA PER ROW
PROGRESSIVE GRID. RANDOMISE ROWS AND FORWARD/REVERSE COLUMNS SCALE

D26. Here are some statements people have made about the environment and climate change. For each please indicate the extent to which you agree or disagree. Please answer honestly, all answers to this survey are anonymous.

- 1) Low carbon emissions would be high on my list of 'must haves' if I were to buy a new car
- 2) I should try to limit my car use to reduce my contribution to climate change
- 3) How I personally travel makes a real difference to climate change
- 4) I have already done as much as I can to reduce my carbon emissions
- 5) In future, I am willing to limit flying, or replace some flights with train or coach journeys to reduce my contribution to climate change
- 6) In future, I am willing to do more walking to reduce my contribution to climate change
- 7) In future, I am willing to use public transport more to reduce my contribution to climate change
- 8) Developments in technology will stop climate change so we won't have to change how we live
- 9) I would rather save energy at home than change how I travel
- 10) The effects of climate change are too far in the future to really worry me

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Definitely disagree
6. Don't know **FIX**
7. Not applicable **FIX**

SECTION 5 – Coronavirus

ASK ALL
SA PER ROW
PROGRESSIVE GRID. RANDOMISE DOWN GRID AND FORWARD/REVERSE ACROSS SCALE

COVID. Thinking about your travel these days, to what extent do you agree or disagree with each of the following? Please indicate if the statement is not applicable.

DOWN

1. I now use different modes of transport compared to before the pandemic
2. I am reliant on travelling by car
3. I avoid public transport because of concerns about Coronavirus
4. I avoid travelling by public transport at peak times because of concerns about Coronavirus

ACROSS

1. Definitely agree
2. Tend to agree
3. Neither agree nor disagree

4. Tend to disagree
5. Definitely disagree
6. Don't know **FIX**
7. Not applicable **FIX**

SECTION 6 – Vehicle/cycle ownership and access

ASK ALL MA

LICENCE. Do you hold a licence valid in England to drive either a car, a van (up to 3.5 tonnes) or a motorcycle, scooter or moped? Please include international permits and other licences valid in the UK. Please indicate all that apply.

SHOULDN'T BE ABLE TO CHOOSE OPTIONS 1 & 3 OR OPTIONS 2 & 4 TOGETHER

1. Yes, full licence for car/van (up to 3.5 tonne-van)
2. Yes, full licence for motorcycle, scooter or moped
3. Yes, provisional licence for car/van (up to 3.5 tonne-van)
4. Yes, provisional licence for motorcycle, scooter or moped
5. Currently disqualified
6. No – too young (**EXCLUSIVE**)
7. No (**EXCLUSIVE**)

ASK ALL

B5. How many cars/vans does your household own or have continuous use of at present?

Please include company cars/vans (if available for private use). Please include any broken-down vehicles which may be in use in the next month. If more than 9, please enter 9.

ENTER NUMBER (0-9 RANGE)

1. Don't know
2. Refused

IF B5.= 1+ NEW SCREEN

When answering the next questions, please think about the one **car or van that you personally use the most**, whether as driver or passenger. If you use two or more cars/vans equally, please think about **the one you used most recently**.

IF B5.= 1+ SA

B12. Which of these statements best describes your use of this car/van?

1. Main driver (the person who drives the most miles in it per year)
2. Other driver (someone who drives it, but less than the main driver)
3. Passenger only (someone who travels in it, but only ever as a passenger)
4. Other
5. Refused

IF B5.= 1+ SA

B9. What fuel does the engine use?

1. Petrol
2. Diesel
3. Electric/battery only
4. Non-plug-in hybrid
5. Plug-in hybrid
6. Liquified Petroleum Gas (LPG)
7. Bi-fuel (a combination of any two of petrol or diesel or ethanol with national gas or LPG)
8. Other [SPECIFY]
9. Don't know

IF B5.= 1+

SA

PARKING. Which ONE of the following best describes where you/your household typically parks your vehicle?

Please think about parking at the **property where you live most of the time**. If you own more than one vehicle and park at different places, please think about **the vehicle you use most of the time**.

Please select one option only

1. In a space I own or that is allocated to me/us such as a private driveway or garage
2. In a communal or shared car park at the property
3. In a private car park
4. In a public or council car park
5. On a road or street
6. Where a friend or family member lives
7. Other (**PLEASE SPECIFY**)

IF B5.= 1+ and LICENCE=1 or 3

B19. Looking at the following list, approximately how many **miles a year** do you personally drive in TOTAL in all of the cars/vans owned/used by your household?

Please include all cars/vans including company cars but EXCLUDE commercial vehicles e.g. heavy good vehicles, taxis, buses, ambulances/emergency services etc.

If you haven't driven, please enter 0.

Please include your expected miles if you started driving less than a year ago.

1. 0
2. 1-499 miles
3. 500 - 999 miles
4. 1,000 - 1,999 miles
5. 2,000 - 2,999 miles
6. 3,000 - 3,999 miles
7. 4,000 - 4,999 miles

8. 5,000 - 6,999 miles
9. 7,000 - 8,999 miles
10. 9,000 - 11,999 miles
11. 12,000 - 14,999 miles
12. 15,000 - 17,999 miles
13. 18,000 - 20,999 miles
14. 21,000 - 29,999 miles
15. 30,000 miles and over
16. Don't know / not sure

IF B5 = 1 OR MORE:

SA

B16. Generally speaking, which one of the following statements best describes your role when it comes to buying a car or van for your household?

1. Sole decision maker (I alone decide which car/van to buy)
2. Main decision maker (I have the main say, but take others' views into account)
3. Joint decision maker (I have equal say in which car/van to buy)
4. Secondary decision maker (I have some influence, but someone else has the main say)
5. No influence (I have no say in which car is bought)
6. Don't know/not sure

**IF B16 = [1, 2 OR 3]
MA, RANDOMISE 1-13**

B17. Looking at this list, which of these things are important to you when buying a car or van? Please indicate all that apply.

1. Comfort
2. Costs – purchase/running/resale value/tax/insurance
3. Small engine
4. Large engine
5. Environmentally friendly/low CO2 Emissions
6. Image of brand / brand preference
7. Image of model / model preference
8. Interior space/functionality/boot size
9. Reliability
10. Safety
11. Speed/performance
12. Style/design
13. Features – automated parking; adaptive cruise control; in-car Wi-Fi connection etc.
14. Other [**SPECIFY**]
15. Don't know **SINGLE CODE**

**ASK ALL
SA PER ROW**

CYCLE. Do you have regular use of the following?

Please don't count fixed exercise bikes – we are interested in bicycles /e-bikes and e-scooters that you can use outdoors.

COLUMN

- 1) Bicycle / electric powered bicycle (e-bike) – an electric bicycle is one that is assisted by an electric motor when you pedal
- 2) E-scooter

ROW

1. Yes, I have regular use of one
2. No
3. Don't know

**ASK ALL
MULTICODE, BUT ONLY ONE OF 1-3 CAN BE SELECTED**

PASSES. Here is a list of different types of types of passes and railcards. Which, if any, of these do you personally own? Please indicate all that apply.

1. 16-25 Railcard
2. 26-30 Railcard
3. Senior Railcard
4. Network Railcard
5. Disabled Person's Railcard

6. Any other Railcard
7. Older person's national bus pass
- None of these **SINGLE CODE**

ASK ALL**SA**

F15. From this list, which of these phrases comes closest to describing your feeling about your household income these days?

1. Living comfortably on present income
2. Coping on present income
3. Finding it difficult on present income
4. Finding it very difficult on present income
5. Don't know

ASK ALL**SA PER ROW****PROGRESSIVE GRID. RANDOMISE DOWN GRID AND FIX ACROSS GRID SCALE**

COSTTRANS. Below are some actions people may have taken to reduce the amount they spend on transport and travel. Which of these, if any, have you done in the **last 6 months**?

Please answer honestly, all answers to this survey are anonymous.

DOWN GRID

1. Put off decision to buy/replace a car or van
2. Made a decision to buy/replace a car or van earlier than planned
3. Purchased an electric car or van
4. Purchased a fuel-efficient petrol or diesel vehicle
5. Reduced the number of cars or vans in my household
6. Reduced the speed I drive/driven more efficiently to use less fuel
7. Reduced the amount I travel/reduced non-essential journeys
8. Made fewer trips by car or van
9. Joined a car club or used a car club more
10. Made more trips by public transport
11. Reduced the amount I travel abroad
12. Walked more
13. Cycled more
14. Shopped around more to find the best deals on my travel/transport choices
15. Worked from home more
16. Increased the number of lifts I get with others/give to others

ACROSS GRID

1. Yes
2. No
3. Not applicable

SECTION 9 – Digital**ASK ALL****SA**

INTERNET. How often do you access the internet? Please include internet access from any device including smartphones.

1. More than once a day
2. Once a day
3. 4-6 times per week
4. 2-3 times per week
5. About once a week
6. About once a fortnight
7. About once a month
8. About once every 2-3 months
9. About once every six months
10. Less often
11. Never
12. Don't know

ASK ALL**SA**

SMART. Do you personally use a smartphone?

A smartphone is a phone on which you can access emails, use apps, and view websites. Popular brands of smartphone include iPhone and Android phones such as the Samsung Galaxy.

1. Yes
2. No
3. Don't know

ASK ALL YES AT SMART.**MA****PRECODE LIST - ALWAYS IN THIS ORDER**

SMARTTRANS. Do you typically use your smartphone to go online for any of these purposes?

1. Route planning/route planning apps
2. Maps/navigation/satnavs
3. Checking live travel times (e.g. bus, train, tram, flights etc.)
4. Buying flight tickets online

5. Buying train/bus/other public transport tickets online
6. Checking traffic updates
7. Booking a taxi or minicab using an app (such as Uber)
8. Finding out about services available in the area (e.g. restaurants, cafes, shops, garages)
9. None of these [EXCLUSIVE]
10. Don't know [EXCLUSIVE]

SECTION 10 – Media

NEW SCREEN

Now for some questions about your use of media.

ASK ALL

MA

NEWS. Which of the following sources, if any, do you **regularly use for news**? By regularly we mean **at least once a week**.

1. TV
2. Radio
3. Newspapers
4. Newspaper websites/apps
5. Other news websites/apps
6. News on social media sites/apps
7. None of these [EXCLUSIVE]
8. Don't know [EXCLUSIVE]

ASK ALL CODE 1 (TV) AT NEWS.

MA

TV. Which TV broadcasters do you regularly use for news? By regularly, we mean at least once a week.

RANDOMISE 1-10

1. BBC News (e.g. news on BBC One, BBC Two, the BBC News Channel, BBC Four, BBC Alba, BBC Cymru Wales)
2. ITV News
3. Channel 4 News
4. Channel Five News
5. Sky News
6. CNN
7. Al Jazeera
8. Other TV news broadcaster [FIX LAST]
9. Don't know [EXCLUSIVE]

ASK ALL CODE 2 (RADIO) AT NEWS.

MA

RADIO. Which radio sources, if any, do you use regularly for news? By regularly, we mean at least once a week.

RANDOMISE 1-9

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio Five Live
6. BBC local radio for your area
7. Other BBC radio station (e.g. 1Xtra, 4Extra, 5Live Sports Extra, BBC 6Music, Asian Network)
8. Local commercial (e.g. LBC, Capital)
9. National commercial radio station (e.g. Absolute, Talksport, Classic FM, Heart FM, Smooth Radio)
10. Other radio station [**FIX LAST**]
11. Don't know [**EXCLUSIVE**]

ASK ALL CODES 3 OR 4 (NEWSPAPERS OR NEWSPAPER WEBSITES) AT NEWS.

MA

NEWSPAPERS. Which DAILY OR SUNDAY newspapers or newspaper websites or newspaper apps, if any, do you regularly use for news? By regularly, we mean at least once a week.

RANDOMISE 1-14

1. The Daily Express / Sunday Express
2. The Daily Mail / Mail on Sunday / Mail Online
3. The Daily Star / Daily Star on Sunday
4. The Daily Telegraph / Sunday Telegraph
5. The Financial Times
6. The Guardian / The Observer
7. The Independent / Independent on Sunday
8. The i
9. The Metro
10. The Mirror / Sunday Mirror
11. The People
12. The Sun / Sun on Sunday
13. The Times / Sunday Times
14. Any local or regional newspaper
15. Other newspaper
16. Don't know [**EXCLUSIVE**]

ASK ALL CODE 5 or CODE 6 (OTHER NEWS WEBSITES / APPS OR SOCIAL MEDIA FOR NEWS) AT NEWS.

MA

WEBSITES. Which websites, mobile websites or apps do you regularly use for news? By regularly, we mean use at least once a week.

RANDOMISE 1-17

1. BBC News website/app
2. ITV News website/app
3. Channel 4 News website/app
4. Sky News website/app
5. CNN website/app
6. Reddit website/app
7. Al Jazeera website/app
8. Google News website/app
9. MSN News website/app
10. Yahoo! News website/app
11. AOL News website/app
12. Huffington Post website/app
13. Facebook
14. Twitter
15. BuzzFeed
16. Vice
17. Wales Online
18. Other news website
19. Don't know [EXCLUSIVE]

ASK ALL**MA**

SOCIALMEDIA. Which, if any, of these social media apps or sites do you use regularly whether to access news, connect with people or some other reason? By regularly, we mean use at least once a week.

RANDOMISE 1-8

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. LinkedIn
6. WhatsApp
7. Snapchat
8. Google+
9. Other social media site
10. Don't know [EXCLUSIVE]

ASK ALL**MA**

SOCIALMEDIA. Which, if any, of these social media apps or sites do you use regularly whether to access news, connect with people or some other reason? By regularly, I mean use at least once a week.

RANDOMISE 1-8

1. Facebook
2. Twitter
3. Instagram
4. YouTube
5. LinkedIn
6. WhatsApp
7. Snapchat
8. Google+
9. Other social media site
10. Don't know **[EXCLUSIVE]**

SECTION 11 – Classification

Standard: Age; gender; postcode; working status, social grade

N.B. NEED TO COLLECT EXACT AGE
AND THEN BAND 16-20, 21-29, 30-39, 40-49, 50-59, 60-69, 70+

From postcode: Region; rural/urban; DfT to model distance from bus stops/railway stations +

Acorn/Mosaic

ASK ALL

SA

F12. Please look at this screen and indicate whether you have any of the educational or school qualifications listed. Start at the top of the list and indicate the first one you come to that you have.

1. University Higher Degree (e.g. MSc; PhD)
2. First degree level qualification (e.g. BA; BSc) including foundation degrees; PGCE
3. Diploma in higher education; HNC; HND; Nursing or Teaching qualification (excluding PGCE)
4. A level; AS level; NVQ level 3; GNVQ Advanced; or equivalent
5. GCSE grade A* - C; O level; CSE grade 1; NVQ level 2; GNVQ intermediate; or equivalent
6. GCSE grade D – G; CSE below grade 1; NVQ level 1; GNVQ Foundation level; or equivalent
7. None of the above
8. Refused

ASK ALL

F2 Including yourself, how many people usually live here? Please include all adults and children.

ENTER NUMBER 1-50

ASK ALL >1 F2.**SA**

PRE-PRIMARY How many children of pre-primary school age, if any, live **with you** either all or some of the time? We mean children who are too young to be attending primary school in September 2022.

ENTER NUMBER (0-9 RANGE)

1. Refused

ASK ALL >1 F2.**SA**

PRIMARY How many children of primary school age, if any, live **with you** either all or some of the time? We mean children who will be attending primary school in September 2022.

ENTER NUMBER (0-9 RANGE)

2. Refused

ASK ALL >1 F2.**SA**

SECONDARY How many children of secondary school age, if any, live **with you** either all or some of the time? Again, we mean children who will be attending secondary school in September 2022.

ENTER NUMBER (0-9 RANGE)

1. Refused

ASK ALL**SA**

MENTALHEALTH. Do you consider yourself as having a long-standing **mental health** condition or illness? By 'long-standing' we mean anything that you have experienced over a period of at least 12 months or that you are likely experience over a period of at least 12 months'?

1. Yes
2. No
3. Prefer not to say

ASK ALL**SA**

PHYSICAL. Do you consider yourself as having any long-standing **physical health** conditions or illnesses? By 'long-standing' we mean anything that you have experienced over a period of at least 12 months or that you are likely experience over a period of at least 12 months'?

1. Yes
2. No
3. Prefer not to say

ASK ALL**MA 1-3**

B2. Do you have any disability or other long-standing health problem that makes it difficult for you to do any of the following? Please include difficulty due to old age.

1. Go out on foot
2. Use local buses
3. Get in or out of a car
4. None of these **SINGLE CODE**

ASK ALL**SA**

B39b. Do you have any disability or other long standing health problem that makes it/would make it difficult or impossible for you to ride a bicycle? Please include difficulty due to old age.

1. Yes – impossible
2. Yes – difficult
3. No
4. Don't know

ASK ALL**SA**

TENURE. Which of these applies to your home?

1. It is being bought on a mortgage
2. It is owned outright
3. It is rented from the local authority
4. It is rented from a private landlord
5. It is rented from a Housing Association/Trust
6. Other
7. Prefer not to say

ASK ALL**SA**

A1. How long have you lived in your current home?

1. Up to 1 year
2. More than 1 year, up to 2 years
3. More than 2 years, up to 5 years
4. More than 5 years, up to 10 years
5. More than 10 years, up to 20 years
6. More than 20 years
7. Don't know

8. Refused

**ASK ALL
SA**

HHOLDINCOME. Into which of the following bands does your annual **household** income fall, before tax and other deductions?

1.	1. £541 or less per month / £6,499 or less per year
2.	2. £542 to £791 per month / £6,500 to £9,499 per year
3.	3. £792 to £1,342 per month / £9,500 to £16,105 per year
4.	4. £1,343 to £2,083 per month / £16,106 to £24,999 per year
5.	5. £2,084 to £3,333 per month / £25,000 to £39,999 per year
6.	6. £3,334 to £4,999 per month / £40,000 to £59,999 per year
7.	7. £5,000 to £6,249 per month / £60,000 to £74,999 per year
8.	8. £6,250 and over per month / £75,000 and over per year
9.	9. Don't know
10.	10. Refused

**ASK ALL
SA**

ETHNICITY. What is your ethnic group?

White

1. White English/Welsh/Scottish/Northern Irish/British
2. Irish
3. Gypsy/Irish Traveller
4. Any other White background

Mixed / Multiple ethnic groups

5. White and Black Caribbean
6. White and Black African

7. White and Asian
8. Any other mixed/multiple ethnic group

Asian / Asian British

9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background

Black / African / Caribbean / Black British

14. African
15. Caribbean
16. Any other Black/ African/ Caribbean background

Other ethnic group

17. Arab
18. Any other ethnic group
19. Prefer not to say

SECTION 12 – recontact**NEW SCREEN****ASK ALL****SA**

RECONTACT. We might want to follow up with you to ask you to take part in a longer interview with an Ipsos researcher. If so, somebody from Ipsos will be in touch within the next 6 months by either email or phone, to arrange an interview with you. We would give you a thank you payment for your time.

If you agree, we will ask you for your contact details – name, email and phone number – so that we can get in touch. We will keep your contact details securely for a maximum of **six months** and will not use them for any other purpose. Would you be willing to be contacted to take part?

1. Yes, willing to be recontacted
2. No, not willing to be recontacted

ASK ALL WHO AGREE TO RECONTACT [RECONTACT=1]

Please provide the contact details you would like us to use below

ALL BOXES NON-COMPULSORY

- **Name [OPEN BOX]**
- **Email address [OPEN BOX]**
- **Phone number [NUMERIC INPUT – ALLOW 11 NUMBERS/CELLS]**
- **I do not want to provide any contact details or be recontacted [SINGLE CODE]**

Figure 3: Personas Discussion Guide (onboarding)

WELCOME AND INTRO (5 MINUTES)

THANK PARTICIPANT FOR TAKING PART

You should have received an information sheet about this study. No problem if not, we will talk through the research today and answer any questions you have.

INTRODUCE SELF, EXPLAIN THAT...

Ipsos is working with the Department for Transport, on a research study which aims to understand more about people's transport behaviours.

This call will help us get to know a bit more about you, understand your experiences and give us the chance to explain your role in the research. **The call shouldn't take longer than 45 minutes – is now still a good time?**

CHECK OK.

To give you a bit of background, Ipsos is an independent market research organisation and has been commissioned by the Department for Transport (DfT) to conduct a qualitative research project exploring people's attitudes to transport, their transport choices and experiences using different transport modes. This research will help DfT understand people's behaviours and transport experiences to ensure that the needs of transport users are put at the heart of transport-related decisions.

In this first call, we've got a few questions about you, your current living situation and your transport experiences and habits.

After this call, we'd like you to download and complete an online app diary about your experiences for up to 9 days, we will send you tasks and questions for you to answer through the app, it should not take longer than 15 minutes a day to complete. We will also ask if you can upload pictures and videos to talk us through examples. During the latter part of this interview, we will go through the online diary app to ensure you feel comfortable using this app over the next week.

Then we'd like to speak with you again over Microsoft Teams in about a fortnight to talk more about some of the things you have told us through the diary, this second interview will last around 60 minutes.

You will be given £150 for participating in the research as a thank you for your help after the final follow up interview.

I also want to assure you that all the information we collect will be treated confidentially and that it won't be possible to identify any individual in the report we write at the end of the study. The only time we may have to tell someone about something you say, is if you tell us something which suggests that someone, or yourself is at risk of serious harm.

Throughout the research, there are no right or wrong answers, and we are just interested in hearing about your own experiences and views. You do not have to share anything that you do not want to share. **You can stop the interview at any point, and you are under no obligation to take part.**

You should have an information sheet with you which explains in more detail about this research and your involvement. Do you have any questions about the research? [ALLOW TIME HERE TO ANSWER ALL QUESTIONS IN DETAIL AND REASSURE PARTICIPANTS. OFFER TO GO THROUGH INFORMATION SHEET WITH PARTICIPANTS IF NECESSARY]

Can I check that you are happy to participate? [CONFIRM CONSENT]

Thank you.

GET PERMISSION TO DIGITALLY RECORD AND TRANSCRIBE FOR ANALYSIS, NO DETAILED ATTRIBUTION.

*****TURN ON RECORDING AND RECORD PARTICIPANT'S CONSENT THAT HAPPY TO TAKE PART AND UNDERSTAND THAT RESPONSES WILL BE KEPT CONFIDENTIAL*****

LIFESTYLE AND BACKGROUND (10 MINUTES)

We have a few questions about you and your lifestyle, to help us better understand who we're talking to and give us some more context when you're filling out the app.

Firstly, tell me a bit about yourself and your living situation?

- PROBE ON: age, what do you do for a living, who you live with, family, the area you live in, hobbies etc

What kind of home are you currently living in? And who, if anyone, do you live with at the moment?

- PROBE around type of home: house, flat, bungalow etc
- Do you have any caring responsibilities (for children, or others)?
 - IF YES FOR CHILDREN: Would you be able to tell me more about that (e.g. do they go to nursery? attend school and are you responsible for dropping them off/picking them up)?
 - IF YES AS A CARER: Who do you provide care for? What does this entail?

In your view, what are the three most important issues society is facing today?

- PROBE: CoL, inequality, climate change, crime and policing, housing affordability, health services, education and schools, Britain leaving the EU.

GENERAL TRANSPORT BEHAVIOUR BACKGROUND (20 MINUTES)

We are now going to ask a few more questions about the way you travel in general.

PROBE THOSE RETIRED:

What journeys do you typically make in a week?

- What transport mode(s) do you use for [insert journey mentioned above] door to door? Why?
- Are there any circumstances where you would choose to travel using a different transport mode? Can you give me an example please?

PROBE THOSE STUDYING:

You mentioned that you are currently studying - Can you tell me a bit more about what you're studying?

- IF NOT MENTIONED: How far along are you in your studies/What year?
- Do you travel to your place of study or are you undertaking an online degree? Can you tell me more about that (inc how far is their place of study from their accommodation)?
- PROBE THOSE TRAVELLING FOR THEIR STUDIES:
 - How often do you do you travel to your campus/place of study?
 - What mode of transport do you typically use when travelling to your campus/place of study door to door?

PROBE THOSE IN EMPLOYMENT:

You mentioned that you work as [insert employment response]. Can you tell me a bit more about your role and your day-to-day responsibilities?

- PROBE ON: job location, commuting, whether full-time or part-time
- Is your role office-based, hybrid or completely remote? Shift work?

What mode(s) of transport do you use to commute to work? Please tell us about your journey door-to-door.

- PROBE ON: length of commute, what times of day you commute
- If role is hybrid, what days do you go into the work? And what things influence which days you go into work?

Overall, what are the most frequent modes of transport that you use and why?

- Probe: car, train, tube, bus, coach, cycling (bike or e-cycle), walking all the way to a destination.
- What transport links are available to you in your area? PROBE ON PUBLIC TRANSPORT MODES: bus, trains, trams (if applicable)?
- What's good/less good about accessing transport in your area?

IF THEY OWN A CAR, PROBE ON:

How do you feel about driving?

- What do you like/dislike about driving?
- NON-CAR OWNERS: is there any particular reason you don't drive? Do you plan to own a car/have a driving licence in the future?

Do you share your car with anyone else?

- If so, who?
- What are the benefits/drawbacks of this?

ASK ALL

How do you feel about taking public transport?

- Prompts – trains [if based in London, include tube], buses, coach, trams

IF PRESSED FOR TIME, MOVE TO THE QUESTIONS ABOUT SHOPPING, COVID-19 CHANGES AND INCOME. IF TIME FOR MORE DETAIL, MODERATOR TO PROBE:

Do you use any taxi services or App-based minicab services e.g. Uber?

- Can you tell me more about what sort of journeys do you make using these transport modes? Why?
- What's good about using these modes? What's less good?
- What makes you say that?

What about informal car-pooling (e.g. individuals that know each other and share a similar journey route) or using car clubs (e.g. ZipCar, Co-wheels)?

- What sort of journeys do you make using these transport modes? Why?

What about walking and cycling?

- What sort of journeys do you make walking and cycling?
- How often do you make these journeys? Do you walk/cycle all the way to a destination or is this only part of your journey?

COVID-19, SHOPPING AND COST OF LIVING QUESTIONS

Has your use of transport behaviour changed over the last three years – if so, how?

- PROBE: what have the main changes been? (could be modes used, times of travel, less travel overall, frequency of travel, etc)
- PROBE: how has the Covid-19 pandemic changed your transport use?
- How likely are these behaviours to change in the future? In what ways? Why?
- Are you commuting less than you were pre Covid? If so, what is good or bad about this?,
- How is the cost of living affecting your decisions about how and when you travel?

- PROBE: have you been doing anything differently over the past 6 months to manage finances? Will you be making any changes in the near future to manage finances? If so, what?

(MODERATOR TO PROBE ON ANY MENTION OF CHANGES IN BEHAVIOUR)

How do you do your food/non-food shopping?

PROBE: When do you choose to do this online or in-person? What sorts of things influence that decision? How has your use of home delivery changed in recent years?

NOTES FOR THE STUDY

- There are no right or wrong answers in this study. We are not here to judge – we simply want to understand the range of behaviours people are doing on a typical day; so please be as honest as you can. As mentioned before, everything will be anonymised.
- Where we suggest taking a photo or video, if this is not possible, then written responses are fine.
- It's an important part of the study that you **film some video of at least two journeys** that you take during the 7 days **PLEASE DO NOT FILM OR MAKE ANY USE OF YOUR MOBILE PHONE WHILE DRIVING. PLEASE ENSURE THAT YOU ONLY DO THIS WHEN SAFE, AND YOU ARE SAFE AT ALL TIMES DURING THIS RESEARCH.**

HOW TO ACCESS AND USE IPSOS APPLIFE (10 MINUTES)

There are instructions in your information leaflet about how to download Ipsos Applife. Shall we try it together now?

Do you have your smart phone to hand?

REFER TO THE LEAFLET WITH LOGIN DETAILS.

- You'll need to go to the place where you normally download apps from (e.g. Apple Appstore or Android Playstore). The app is free to download. You just need to search 'Ipsos Applife' and download the app.
- You will have to log in using the email address that you are currently using and the following password: [MODERATOR TO READ OUT INDIVIDUAL PASSWORD]
- You should see a screen with the study. If you click on this, you should see a test question which you can respond to. Do you want to have a go now? You can click on the button in the middle of the page and you should see an option to share a picture, message, or video. Click on one of these and send a quick message saying hello. We can then respond to check it is working!

Then you're all set up. Over the next 7 days, we will send you regular questions asking about various topics to do with your transport experiences. These will be shown on the homepage; simply tap/click on a topic to share your experiences or upload a picture or video, clicking on the arrow symbol to send.

We're really interested in hearing from you, so please remember you don't need to wait to respond to only our questions if there is anything you'd like to tell us! Please share pictures and videos as often as you like. If you have any queries or difficulties with the app, please contact Lore on [REDACTED] or email [REDACTED].

Do you have any questions before we end?

Figure 4: Personas AppLife Activities Schedule

Day	Time	Question Header	Prompts	Who to ask
	9am	Hello and welcome!	<p>Ipsos is an independent research company and we are conducting a research project exploring people’s transport choices, their experiences using different transport modes and how this impacts their day-to-day activities. This research will help Department for Transport (DfT) understand people’s behaviours and transport experiences and ensure that the needs of transport users are put at the heart of transport-related decisions.</p> <p>We would like you to keep a diary over the next 7 days, telling us about your transport experiences. This is a space for you to share your experiences and feelings, feel free to be as open and honest as possible. Nobody outside of the research team will know who you are or what you’ve told us as part of the diary.</p> <p>You don’t have to write lots of text, and you can send us pictures instead if you’d prefer, but we’d like you to complete at least 6 written responses and 2 videos describing what journeys you take over this period (or more if you feel like it!). Each task will not take longer than 15 minutes a day to complete. You will have the chance to take photos and record videos of yourself or your surroundings if you feel comfortable doing this. The best way to do this will be in a quiet place with no background noise, and where you are not directly in front of a light source, so that we can see you!</p> <p>You have agreed that the videos and pictures you send to us can be shared with the DfT – your videos and pictures will only be used by the Department for presentation of findings to DfT staff and will not be shared externally. Your videos and pictures will not be attributed to you personally. Please remember not to take pictures of your family members/members of the public that might be identifiable to others.</p> <p>Welcome to the diary! We look forward to hearing all about your views and experiences!</p>	All

Day 1	12pm	Please tell us what transport is like in your local area? What transport do you have access to and how accessible is it?	<p>We'd like to understand the transport in your local area. If this is relevant to you, please film some of the following (please try to avoid filming any other people or identifiable content, such as Licence Plates):</p> <p>Thinking about the public transport network near you (eg your nearest bus/tram stop, train/tube station. How do you get there and how close is it to where you live? How accessible are they?</p> <p>Car/cars which you have access to, this can include your own car, a rental car, lifts you get from others or taxis/Ubbers.</p> <ul style="list-style-type: none"> Thinking about the car/van you use the most, what kind of vehicle is it? Where do you typically park it? If it's an electric vehicle, how do you go about charging it? If a petrol or diesel engine, how do you go about refuelling? <p>Cycling - do you have access to your own bike/e-bike, or do you use bike rental schemes? What cycling infrastructure (e.g. cycling lanes) do you come across?</p> <p>Walking - do you feel safe walking in your local area?</p> <p>What other transport can you access in your local area? For example, e-scooters, lifts from others, taxis</p> <p>Please remember to share a video or photo describing it or type it out!</p>	All
Day 1	5pm	Please tell us a bit about the area you live in.	<ul style="list-style-type: none"> Do you live near a high street/close to local amenities? Where do you do your food shopping? How frequently? Where do you do your non-food shopping? How frequently? <p>Do you live close to your family and friends, and if not, how frequently do you visit them? How far away is your place of work or university?</p> <p>Please remember to share a video or photo describing it or type it out!</p>	
Daily task (Starting on day 2)	7am everyday	Please record a journey you are making today! This can include anything, such as a commute, a trip to see family or friends, travelling to go shopping, business travel etc... We will ask you later today how your travelling went.	<p>What was the reason you travelled? Where did you travel to? What mode(s) of transport did you use to travel? We're interested in your experience door-to-door.</p> <ul style="list-style-type: none"> What was the time of day you travelled? Were you travelling on your own, or with others? How frequently do you make this journey? (e.g. daily, weekly, monthly, less frequently than that) 	All

		Throughout the week, please try to cover a range of different types of journeys (e.g. not just your commute) that you make.	Please remember not to take pictures of your family members/members of the public that might be identifiable to others.	
Daily task (starting on day 2)	7pm everyday	Reflections on your journey today! Please tell us about your transport experiences today...	<p>Thinking about the journey you described earlier today...</p> <ul style="list-style-type: none"> • What went well with your journey today? • What went less well with your journey today? • What would have made your journey a better experience? • Is this your preferred way of making this journey? • Are there any other ways that you could have made this journey, perhaps if your first choice of transport was not available? If so, why do you typically make this journey in the way you described, and not by the alternative option? <p>To what extent is this a journey you'd usually plan for (e.g. route planning, buying tickets in advance)?</p> <ul style="list-style-type: none"> • What sort of planning would you do and why? • If you don't plan for this journey, why is that? <p>Please remember to share a video or photo describing it or type it out!</p>	All
Day 3	12pm	Please tell us about a journey you make less regularly	<p>This could be a journey that you have made recently for leisure or business purposes, but is not part of your usual routine.</p> <ul style="list-style-type: none"> • What was your reason for making this journey? • How often do you need to make this journey? • Thinking about the last time you made this journey, was this journey easier or more difficult to make than your more usual journeys, and why is this? • To what extent did you find this journey easier or more difficult than your usual types of journeys, and why was this? • Looking forward to when you next have to make this journey, is there anything that you would do differently this time? Why/Why not? <p>Please remember to share a video of you describing it or type it out!</p>	All
Day 4	12pm	ACTIVITY BREAK		All

Day 5	12pm	Please tell us about the accessibility of transport?	<p>What barriers, if any, have you encountered when attempting to travel, due to accessibility issues? When thinking about accessibility, please consider what transport options are available to you in your local area and what makes using some transport modes more difficult than others.</p> <ul style="list-style-type: none"> • How easy is it for you to access your preferred train/metro station/bus/tram stop, and how could the experience be improved? • What do you think could be done to your local transport infrastructure so that it was more accessible? • How accessible are the transport vehicles you typically travel on, and how could they be made more accessible? • How about your cycling infrastructure – such as cycle lanes - what's it like in your local area? Is this a factor in your choice to cycle or not cycle, and why? <p>Please remember to share a video or photo describing it or type it out!</p>	All
Day 6	12pm	ACTIVITY BREAK		All
Day 6	7pm	Please upload a final video! Please tell us know about your future travelling intentions.	<p>Which mode of transport do you envisage yourself using more or less in the future? What makes you say that?</p> <p>To what extent would you consider using alternative options of transport as opposed to your current preferred method of transport?</p> <p>What do you think you could do differently about the types of transport you will use in the future?</p> <p>If you don't own a car/have a driving licence why have you chosen not to have one? To what extent do you think you'll need a car in the future? What makes you say that?</p> <p>Please remember to share a video or photo describing it or type it out!</p>	All

Day 7	12pm	Reflections	<p>We are coming to the end of the online diary phase of this research, which will end tomorrow. Before it closes, we'd love to know your reflections!</p> <ul style="list-style-type: none"> • What are your main reflections from the tasks that you have completed? • How have the tasks made you think about your daily transport needs? • What changes do you think should take place, that would improve your day-to-day transport use? <p>Is there anything else you would like to tell us about your experience of taking part in this diary? We would love understand what worked well in this study and what could be done to improve this diary experience going forward.</p> <p>Please remember to share a video or photo describing it or type it out!</p>	All
Day 7	6pm	Thank you and goodbye	<p>Thank you very much for your contributions to this diary! We hope you enjoyed the experience. Your diary responses will help us understand people's transport choices and how this impacts day-to-day activities.</p> <p>We will look at what everyone in the study has told us and write a report that summarises the findings into themes – this won't mention you by name or include details that could identify you.</p> <p>We are looking forward to speaking with you soon in the final interview phase of this research, and discuss in more detail your experiences and what you've told us so far.</p>	All

Figure 5: Personas Discussion Guide (follow-up interview)

WELCOME AND INTRO (5 MINUTES)

THANK PARTICIPANT FOR TAKING PART

You should have completed an initial interview and a series of AppLife tasks.

INTRODUCE SELF, EXPLAIN THAT...

Just to explain again Ipsos is working with the Department for Transport on a research study which aims to understand more about people's transport behaviours.

The aim of this call is for us to go over some of the journeys which you documented using AppLife. We will reflect on how and why you took some of these journeys. We will then discuss how some other themes such as the cost-of-living impact your travel decisions. **The call shouldn't take longer than one hour – is now still a good time?**

CHECK OK.

To give you a bit of background again, Ipsos is an independent market research organisation and has been commissioned by the Department for Transport (DfT) to conduct a qualitative research project exploring people's attitudes to transport, their transport choices and experiences using different transport modes. This research will help DfT understand people's behaviours and transport experiences to ensure that the needs of transport users are put at the heart of transport-related decisions.

You will be given £150 for participating in the research as a thank you for your help after this interview.

I also want to assure you that all the information we collect will be treated confidentially and that it won't be possible to identify any individual in the report we write at the end of the study. The only time we may have to tell someone about something you say, is if you tell us something which suggests that someone, or yourself is at risk of serious harm.

Throughout the research, there are no right or wrong answers, and we are just interested in hearing about your own experiences and views. You do not have to share anything that you do not want to share. **You can stop the interview at any point, and you are under no obligation to take part.**

Can I check again that you are happy and free to participate? [CONFIRM CONSENT]

Thank you.

GET PERMISSION TO DIGITALLY RECORD AND TRANSCRIBE FOR ANALYSIS, NO DETAILED ATTRIBUTION.

*****TURN ON RECORDING AND RECORD PARTICIPANT'S CONSENT THAT HAPPY TO TAKE PART AND UNDERSTAND THAT RESPONSES WILL BE KEPT CONFIDENTIAL*****

SPECIFIC JOURNEY PROBES 1 (10 MINUTES) [NOTE FOR INTERVIEWER – SELECT THE PARTICIPANT'S MOST TYPICAL/MOST TAKEN JOURNEY]

Interviewer to have selected a typical journey before the interview takes place. Interviewer will then discuss why they have selected this journey from the ones that the participants has made. Interviewer will then discuss what they understood about the journey from the AppLife data. The interviewer will then begin to probe on:

Firstly, could you please tell me why you took this journey?

- PROBE ON: Was it for work, education, family, caring responsibilities, leisure activities
- PROBE ON: Was this part of your usual routine, or was this something that happened just on this week?
- PROBE ON: why did you chose to travel by the mode you used? Is this the mode you always use? Other modes have you used on this journey in the past?
- PROBE ON; who else travelling with; any trip chaining involved (e.g., dropping kids off at a nursery before heading to work)

What did you do to plan this journey?

- IF PLAN: How often do you plan your travel?
- IF DON'T PLAN: Why don't you plan your travel?
- PROBE: Any technology used to help planning? If needed, do you purchase tickets online or at the location e.g. the train station? For regular/habitual journeys, do you check traffic, running of services etc before you set off – and if so, how (e.g. app)

Please think about the journey in its entirety, from the moment you set off to when you reach your final destination. How did you find the journey?

- What typically goes well with that journey? Please think about the journey in its entirety, from the moment you set off to when you reach your final destination
- What typically goes less well? (SEE BELOW FOR MODE-SPECIFIC PROBES)
 - IF BY CAR – was there a lack of congestion on the roads?; were the roads in a good condition? What about finding parking at your destination?
 - IF BY TRAIN – what was your journey to the trains station like; how easy/difficult to buy a ticket – or do you have a season ticket? Did the trains arrive on time?; Were you able to get a seat?; how easy was it for you to get on/off the train – did you need help? Was it crowded? How were the interchanges?
 - IF BY BUS – what was the journey to the bus stop like? How long did you have to wait?; How easy/difficult to buy a ticket - or do you have a bus pass/season ticket? Did the bus arrives as per the schedule?; How easy/difficult was it for you to get on/off the bus – and did you need help? Were you able to find a seat (PROBE ON: Is it usual for you to get a seat?); How was the travel experience on the bus (e.g., was the bus clean; Was it a smooth ride etc); How was the experience of getting off the bus and to your final destination? How were the interchanges?
 - IF BY BIKE – did you have access to a cycle path/ cycle highway for all/ most of your journey?; did you have to cycle on the main roads?; were there any difficulties?

What would make this journey a better experience for you?

- What improvements would you like to see?
- PROBE ON: Did they consider an alternative form of transport? Do you feel that you do have realistic alternatives available to make that journey?
- If yes, which alternatives do you have?
- PROBE ON: Have you ever made this journey using a different mode of transport – and if so, how was your experience, and would you do it again? And if not, why is that?

SPECIFIC JOURNEY PROBES 2 (10 MINUTES) [NOTE FOR INTERVIEWER – SELECT AN IRREGULAR / LESS TYPICAL JOURNEY THE PARTICIPANT TOOK]

Interviewer to have selected an irregular or less typical journey before the interview takes place. Interviewer will then discuss why they have selected this journey from the ones that the participants has made. Interviewer will then discuss what they understood about the journey from the AppLife data. The interviewer will then begin to probe on:

Firstly, could you please tell me why you took this journey?

- PROBE ON: Was it for work, education, family, caring responsibilities, leisure activities
- PROBE ON: Was this part of your usual routine, or was this something that happened just on this week?
- PROBE ON: why did you chose to travel by the mode you used? Is this the mode you always use? Other modes have you used on this journey in the past?
- PROBE ON; who else travelling with; any trip chaining involved (e.g. dropping kids off at a nursery before heading to work)

What did you do to plan this journey?

- IF PLAN: How often do you plan your travel?
- IF DON'T PLAN: Why don't you plan your travel?
- PROBE: Any technology used to help planning? If needed, do you purchase tickets online or at the location e.g. the train station? For regular/habitual journeys, do you check traffic, running of services etc before you set off – and if so, how (eg app)

Please think about the journey in its entirety, from the moment you set off to when you reach your final destination. How did you find the journey?

- What typically goes well with that journey?
- What typically goes less well?
- SEE BELOW FOR MODE-SPECIFIC PROBES:
 - IF BY CAR – was there a lack of congestion on the roads?; were the roads in a good condition? What about finding parking at your destination?
 - IF BY TRAIN – what was your journey to the trains station like; how easy/difficult to buy a ticket – or do you have a season ticket? Did the trains arrive on time?; Were you able to get a seat?; how easy was it for you to get on/off the train – did you need help? Was it crowded? How were the interchanges?
 - IF BY BUS – what was the journey to the bus stop like? How long did you have to wait?; How easy/difficult to buy a ticket - or do you have a bus pass/season ticket? Did the bus arrives as per the schedule?; How easy/difficult was it for you to get on/off the bus – and did you need help? Were

you able to find a seat (PROBE ON: Is it usual for you to get a seat?); How was the travel experience on the bus (e.g. was the bus clean; Was it a smooth ride etc); How was the experience of getting off the bus and to your final destination? How were the interchanges?

- IF BY BIKE – did you have access to a cycle path/ cycle highway for all/ most of your journey?; did you have to cycle on the main roads?; were there any difficulties?

What would make this journey a better experience for you?

- What improvements would you like to see?
- PROBE ON: Did they consider an alternative form of transport? Do you feel that you do have realistic alternatives available to make that journey?
- If yes, which alternatives do you have?
- PROBE ON: Have you ever made this journey using a different mode of transport – and if so, how was your experience, and would you do it again? And if not, why is that?

CHANGES TO THE WAY YOU TRAVEL (5 MINUTES)

Thank you for those reflections on the task and your journeys throughout the week. We are now going to turn to something slightly different in regard to your transport behaviours.

What factors go into deciding what form of transport you use?

- PROBE ON: Costs; environment; working from home; accessibility; convenience; availability; knowledge; confidence etc

INTERVIEWER TO REVIEW RESPONSES TO “HAS YOUR USE OF TRANSPORT BEHAVIOUR CHANGED OVER THE LAST THREE YEARS – IF SO, HOW?”
RESPONSES FROM INITIAL/ONBOARDING INTERVIEW AND USE THIS TO HELP PROMPT AND PROBE HERE.

How has the way you travel changed in the last three years? This might be generally or in relation to specific journeys you make such as going to work, popping to the shops etc

- PROBE:
 - travelled more or less – and what kind of journeys they have cut down or done more of
 - used public transport more or less
 - used car more or less
 - bought an electric vehicle
 - car sharing
 - bought a car / got rid of a car
 - bought a bicycle / started cycling regular journeys
 - walking more (e.g. walking some journeys they used to drive / take the bus for etc)
 - other changes? (e.g. bought an e-scooter)

What motivated you try to change the way you travel?

- PROBE:
 - to save money/got more money
 - cost of living
 - time
 - change in personal circumstances, e.g. moved house / changed job / had a child etc
 - change in public transport provision (e.g. new bus route, more frequent buses/trains, removal of bus route, fewer buses/trains)
 - change in road planning (e.g. new road built, new one way system)
 - climate/environmental issues/being more sustainable
 - travel changes due to coronavirus

In what ways have any changes you tried to make not worked out or been unsuccessful?

- PROBE:
 - Why was the change not successful?
 - What were the positive/negative outcomes from the change in your travel behaviour?
 - What was the reaction of others? (e.g. friends, family, children, etc)

BEHAVIOUR CHANGE QUESTIONS (25-30 MINUTES)

INTERVIEWERS TO NOTE, THROUGHOUT THIS SECTION PROBE REGARDING THE FOLLOWING:

- **Attitude and behaviour:** what you think about the idea overall / what's your gut reaction to this / to what extent do you do it already / what's the likelihood of you changing to doing more of this behaviour
- **Barriers:** what things might stop or prevent you from changing how you travel in that way, or mean that you don't want to change how you travel in that way – in other words, what are the 'bad things' or 'problems' with it.
- **Motivations / messages:** what you think might be beneficial to you about travelling in that way – in other words, what are the 'good things' about it.
- **Likelihood to change and enablers:** And finally what, if anything, might enable or encourage you to travel in that way – in other words, are there any incentives or other things that government or local councils or other groups could do to enable or encourage you to travel in that way? Probe for what things could 'nudge' them into doing this behaviour 'a bit' more versus 'a lot' more. **IMPORTANT:** Probe also to try to get beyond infrastructure issues, e.g. providing information/knowledge; helping to build confidence/experience; building trust; helping them to remain / feel safe.

We are now going to ask you about a range of transport modes to get a better understanding of the options available to you and why they might work or not work for you.

A. WALKING INSTEAD OF USING A CAR

ALL SEGMENTS (NB SEGMENTS 2, 5 AND 8 WALK QUITE A LOT ALREADY)

- Which (if any) regular journeys do you walk? Please focus on journeys where you walk all the way, or where walking is the main mode of transport if more than one mode used to get to your destination.
- Why do you walk those journeys?
- Are there more journeys that you could walk?
- To what extent would you like to walk more? Why?
- Why don't you walk (more) – PROBE: attitudinal/practical/structural?
- What do you see as the benefits/advantages of walking?
- What do you see as the disadvantages of walking?
- What might encourage you to walk more?

B. CYCLING INSTEAD OF USING A CAR**ALL SEGMENTS**

- Which (if any) regular journeys do you cycle? Please focus on journeys where you cycle all the way, or where cycling is the main mode of transport if more than one mode used to get to your destination. (Note: could be a regular bike or an e-cycle)
- Why do you cycle those journeys?
- Which (if any) regular journeys could you cycle?
- To what extent would you like to cycle more? Why?
- Current cycling (if any) / past experiences of cycling (e.g. when was the last time they cycled?)
- Have any of you tried cycling regular journeys (e.g. cycling to work) but since given up? If so, what were your experiences? Why did you stop?
- Why don't you cycle (more) – PROBE: attitudinal/practical/structural?
- What do you see as the benefits/advantages of cycling?
- What do you see as the disadvantages of cycling?
- What might encourage you to cycle more?
- Are you aware of any services (e.g. websites) which help you plan cycle journeys in your area, e.g. to avoid roads with heavy traffic? If so, have they used them? If not, would they use such a service? Would it encourage them to cycle (more)?
- (Pick up on any previous discussion on bicycle ownership) Do they own a bicycle? Why / why not?
- IF THEY DON'T OWN A BIKE: do you have access to a bike? This could be via bike rental schemes.

C. USING A BUS INSTEAD OF USING A CAR**FOR ALL SEGMENTS**

- Which (if any) regular journeys do you use the bus for? Please focus on journeys where you travel by bus all the way, or where the bus is the main mode of transport if more than one mode used to get to your destination
- Why do you use the bus for those journeys?
- Why don't you use buses more than you do now? Which journeys could you use the bus for that you don't at the moment?

- To what extent would you like to travel by bus more? Why?
- What do you see as the benefits/advantages of travelling by bus? PROBE to get beyond 'top of mind' issues such as cost.
- What do you see as the disadvantages of travelling by bus? PROBE to get beyond 'top of mind' issues such as cost.
- What might encourage you to use buses more?
- SEGMENT 5 IS WORRIED ABOUT SAFETY ON BUSES (MOST LIKELY TO SELECT BUS AS LEAST SAFE OPTION) – PROBE ON THIS

D. USING A TRAIN INSTEAD OF USING A CAR

FOR ALL SEGMENTS

- Which (if any) regular journeys do they use the train for? Please focus on journeys where you travel by train all the way, or where the bus is the main mode of transport if more than one mode used to get to your destination
- Why do you use the train for those journeys?
- Why don't you use trains more than you do now? Which journeys could you use trains for that you don't now?
- To what extent would you like to travel by train more? Why?
- What do you see as the benefits/advantages of travelling by train? PROBE to get beyond 'top of mind' issues such as cost.
- What do you see as the disadvantages of travelling by train? PROBE to get beyond 'top of mind' issues such as cost.
- What might encourage you to use trains more often?

E. DEMAND RESPONSIVE TRANSPORT INSTEAD OF GOING BY CAR

ALL SEGMENTS

READ OUT

Demand Responsive Transport is a flexible minibus service that provides shared transport in response to requests from users specifying desired locations and times of pickup and delivery. Dial-a-ride services scheduled through next day or advance bookings are a traditional example of demand responsive transport. This service is now being offered in a range of locations across the UK and it is available to anyone who lives in the area where the service operates.

FOLLOWING THIS, EXPLORE:

- Views on this kind of service (in general)
 - The extent to which they would they consider using it --why/why not?
 - For what journeys would they consider using it?
- What (if anything) would encourage them to use it?
- To what extent do they think other people in their area would use it?

F. AVOIDING OWNING A CAR AT ALL OR OWNING FEWER CARS

FOR ALL CAR OWNING SEGMENTS

- How many cars do you currently have in your household?
- Do you have other vehicles other than cars in your household, e.g., a van? If so, what do you normally use that vehicle for?
- Why do you own that number of cars?
- Have you owned fewer / more cars in the past?
- IF MORE THAN ONE CAR: Thinking about the future, could you go from a two (or more) car household to a one car household? What would be the effect of this? If you did, which car would you keep? Why?

READ OUT:

Here are some alternative options for people who want to use their cars less or want to give up their car / own fewer cars.

Car clubs (eg ZipCar, Co-Wheels) give you access to cars/vans for short periods of time, eg by the hour/day. You can make round trips and one-way trips.

Ride-sharing apps – Formal sharing of rides between people with a common or similar journey route, organised using apps like UberPOOL.

Informal car-pooling - Informal sharing of rides between people with a common or similar journey route, and organised directly between individuals who know/meet each other.

FOLLOWING THIS, EXPLORE:

- Views on these kinds of service
 - What do you see the advantages of each?
 - What do you see the disadvantages each?
- Could you have one car and use any of these if/when you need a second/third car? If so – why? If not – why not?
- What would encourage them to join/use any of these in future? E.g. Would any particular incentives make a difference?

G. NOT OWNING A CAR

FOR NON-CAR OWNING SEGMENTS (7, 8, AND 9):

Why do you not need a car at the moment?

- PROBE: How do they currently travel / which mode(s) do they currently rely on?

How do you feel about how you currently travel / the modes you currently use?

- PROBE: To what extent are they 'comfortable / happy' with how they currently travel, or are they 'coping / putting up with' how they currently travel?

Although you don't have a car at the moment, how likely do you think it is that you will get a car in the next few years?

- PROBE:
- Why is it likely / less likely?

- Changes in lifestage? (e.g. having children; changes in lifestyle, moving out of town centre)
- Any other reasons?

H. BEHAVIOURAL SECTION WRAP UP

FOR ALL SEGMENTS

Please think about one journey a week you could make via a more sustainable mode – that is, a journey that could be done with more walking, via a bike, or with less car and more public transport.

What would that journey be?

- PROBE: Which journey would that be? How would you do it? What would be easy to change? What would be more challenging?

FINAL REFLECTIONS AND WRAP UP (5 MINUTES)

That's great thank you so much! We are nearly at the end of our conversation. Reflecting on what we have spoken about:

What would you like to see changed in regard to travelling and transport?

- PROBE ON: Changes to infrastructure?; more accessible?; reduced costs; anything else?
- PROBE: how would you benefit from these changes? What would be the impact of these changes on your travel and day-to-day life?

Finally, are there any other reflections that you have?

Thank you for all of your time during this research process, in completing two interviews and the series of research tasks.

EXPLAIN NEXT STEPS OF RESEARCH

We are producing a series of outputs based on interviews and the AppLife research findings. Anything you have shared via AppLife will be only shared with the DfT and no one else. An anonymised report will be publicly available after the research is completed – this will not use any images of you or similar AppLife material).

Do we have permission to recontact you, if needed?

Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data

Ipsos is signed up as a “Fair Data” company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

For more information

3 Thomas More Square
London
E1W 1YW

t: +44 (0)20 3059 5000

www.ipsos.com/en-uk
<http://twitter.com/IpsosUK>

About Ipsos Public Affairs

Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.

