Technology Tracker: Autumn Wave 2024

Report prepared for the Department for Transport

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Contents

1 Overview

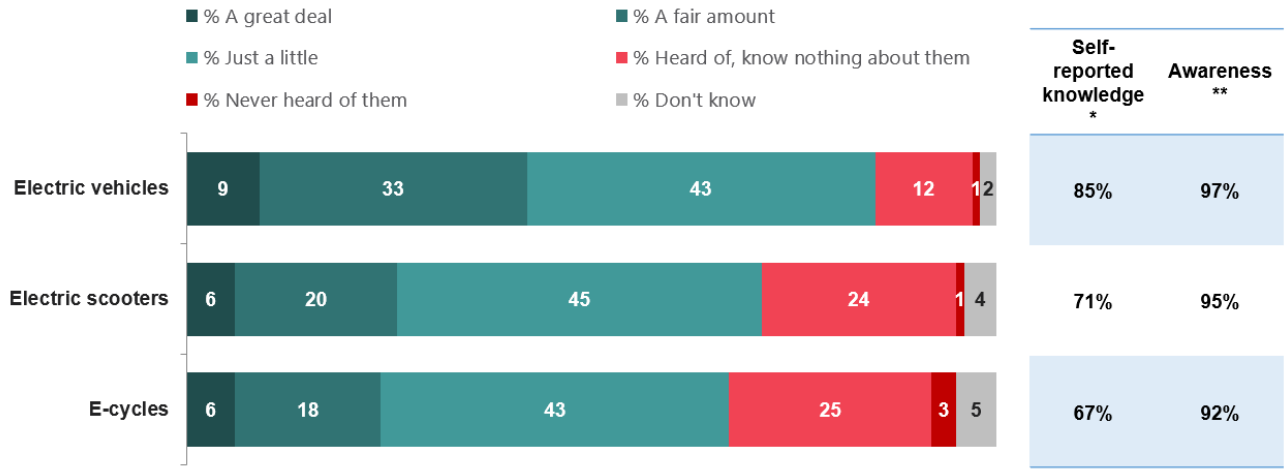
The Autumn 2024 wave of the Department for Transport's Transport Technology Tracker series involved a survey of a representative sample of 7,091 individuals aged 16+ across the UK. The survey was conducted using a random probability sampling approach inviting up to two adults from 22,541 households across the UK to take part. Fieldwork took place between 2nd September and 23rd October 2024.

The differences in sample composition and measurement mode introduced in Autumn 2024 make comparisons with the previous 11 waves of the Transport Technology tracker inadvisable. As such, this report does not include any analysis comparing findings to earlier waves. This report will, therefore, focus on the findings from this latest wave, offering valuable insights into current public perceptions of transport technology across the UK. More information about the methodology and the sample can be found in the Appendix. The survey questionnaire is also included in the Appendix, including the descriptions and images used for several transport technologies.

1.1 Awareness and knowledge

Figure 1.1 below shows the levels of awareness and self-reported knowledge for the range of transport technologies covered by the Autumn 24 wave.

Figure 1.1: Awareness and knowledge by technology



*Self-reported knowledge answer codes: A great deal, A fair amount, Just a little
**Awareness answer codes: A great deal, A fair amount, Just a little, Heard of, know nothing about them/it
Base: All 16+ in UK (unweighted valid responses, Autumn 24: Electric vehicles 7083, electric scooters 7085, e-cycles 7083)

Individual sections of this report, and the summary sections at the start of each, describe awareness and self-reported knowledge for the technologies in more detail.

Across all three technologies, awareness and self-reported knowledge were generally high. Electric vehicles (EVs) demonstrated the highest levels of both awareness and self-reported knowledge followed by e-scooters and then e-cycles.

1.2 Current and future usage of technology

Car purchase intentions were high, with 68% of people saying they would buy, lease or replace a car or van in the future. Of those intending to buy or lease in the future, 38% would choose a petrol car or van,

27% would choose a hybrid car or van, 15% would choose a diesel car or van and 10% would choose an EV.

E-scooters, while widely known about, had low ownership and usage rates, with 2% owning one and 4% having used one in the last 12 months. Purchase intention was also low, with 2% of people saying they would be 'very likely' or 'fairly likely' to purchase an e-scooter in the next 12 months.

Similarly, e-cycle usage was low, with 9% of people having used one in the last 12 months. Intention to purchase an e-cycle in the next 12 months was also low, with the majority (77%) saying it was 'very unlikely'. The likelihood of using e-cycle share schemes (12%) was higher than purchase intention (3%), but still low overall.

1.3 Attitudes towards technology

When a list of potential advantages and disadvantages of each transport technology is shown, clear patterns emerge in how people view EVs, e-scooters, and e-cycles. While all three were recognised as offering environmental benefits, they were also linked with specific disadvantages that could deter their adoption. Cost and charging concerns were key issues for EVs. Safety and regulatory issues were more prominent for e-scooters and e-cycles.

EVs: A major advantage was their environmental benefit. Furthermore, they offered less noise and reduced road tax. However, concerns related to the availability of charging points, the mileage range on a single charge, and the cost to buy.

E-scooters: Key benefits included convenience and speed, making them quicker for getting around than walking and ideal for short journeys. They also offered environmental advantages similar to EVs. However, safety risks such as posing a risk on busy roads and to pedestrians, and users not following the law, were major concerns.

E-cycles: Like e-scooters, the key benefits of e-cycles selected were convenience and environmental benefits. For example, it was highlighted that they require less effort and travel faster compared to a normal bike. However, concerns existed regarding their cost, the risk of theft, and battery fire risk.

1.4 Report structure

This report covers each of these transport technologies in more detail but starts with car access and purchase intentions.

Summary boxes have been included at the start of each section to present key findings. These are annotated to signpost the reader to further information when it is available.

Full survey data has been published alongside this report.

2 Car access, purchase intentions

2.1 Summary

- Ownership of and access to cars or vans was high, with a majority of those living in car-owning households saying they personally owned or had continuous use of at least one vehicle. Nearly half said their household had two or more cars or vans (see section 2.2).
- Among those intending to buy or lease a car or van in the future, most expected to buy or lease a second-hand vehicle rather than a new one (see section 2.4).
- Petrol remained the most popular fuel type for future car or van purchases, followed by hybrids, diesel and electric/battery (see section 2.5).
- While the intention to buy or lease petrol or hybrid cars or vans remained strong regardless of when in the next five years the purchase was expected to occur, the intention to choose electric cars or vans increased for purchases envisaged further in the future. Conversely, the intention of choosing diesel cars or vans decreased slightly over the same period (see section 2.5).

2.2 Ownership of licences and cars

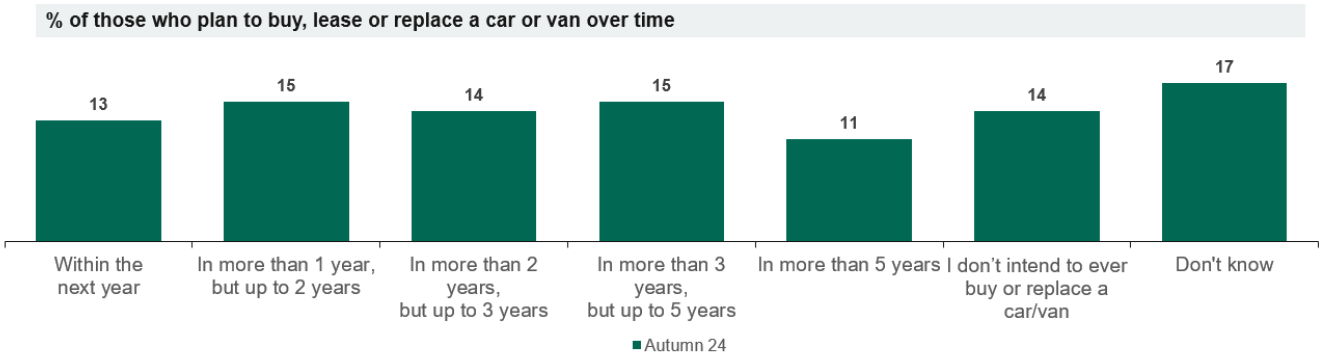
In Autumn 2024, 79% of those aged 17 and over said they held a full driving licence, 8% held a provisional licence and 12% did not hold a valid UK driving licence.

A majority (82%), of those aged 16 and over who lived in a household that had a car or van said they personally owned or had continuous use of at least one car or van (a minority,17%, did not). Forty five percent, of people said their household owned or had continuous use of two or more cars/vans.

2.3 Purchase/lease intentions

In Autumn 2024, over two-thirds of people (69%), said they would personally buy, lease or replace a new or second-hand car or van in the future. Almost 6 in 10 people (57%) said they would purchase a vehicle within the next five years and a further 11% in more than five years' time, as shown in **Figure 2.1**. Over one in 10, (14%) said they do not ever intend to purchase a car or van, and 17% answered 'don't know'.

Figure 2.1: Vehicle purchase intentions by year of expected purchase



Q104 [Postal survey Q6]. When, if at all, do you think you will personally next buy, lease or replace a car or van, either new or second hand?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7082)

- The oldest age group, those aged 70+, were more likely to be uncertain (selected 'don't know') about future car or van purchases (22%) compared to younger age groups, aged 21-29 (17%),

30-39 (16%), 40-49 (15%), 50-59 (15%) and 60-69 (18%). The oldest age group (70+) were also more likely to not consider never buying or replacing a car or van (32%).

- Men (15%) were more likely than women (11%) to say they will buy, lease or replace a car or van within the next year.

- People from the lowest income households, earning up to £25,999 per annum, were more likely to say they do not intend to purchase or lease a car or van (22%) compared to those in the highest income households, earning £100,000+ per annum (7%).

2.4 New or second-hand?

Among those who intended to buy or lease a car or van at some point in the future, seven in 10 (69%) said they would most likely choose a second-hand car or van compared to almost one in four (24%) who would select a new car or van (7% did not know which they would more likely choose).

- People aged over 70 were more likely to buy or lease a new car or van (38%) compared to younger age groups, aged 16-20 (11%), 21-29 (17%), 30-39 (22%), 40-49 (23%), 50-59 (26%), 60-69 (29%). Conversely, those aged 16-20 were more likely to buy or lease a second-hand vehicle (84%) compared to older age groups including those aged 40-49 (69%), 50-59 (67%), 60-69% (64%) and 70+ (56%).

- People whose current main car or van was electric/battery or a hybrid, were most likely to say their next car or van purchase or lease would be a new car or van (63% and 56%, respectively) compared to those with a petrol (25%) or diesel (13%) car or van.

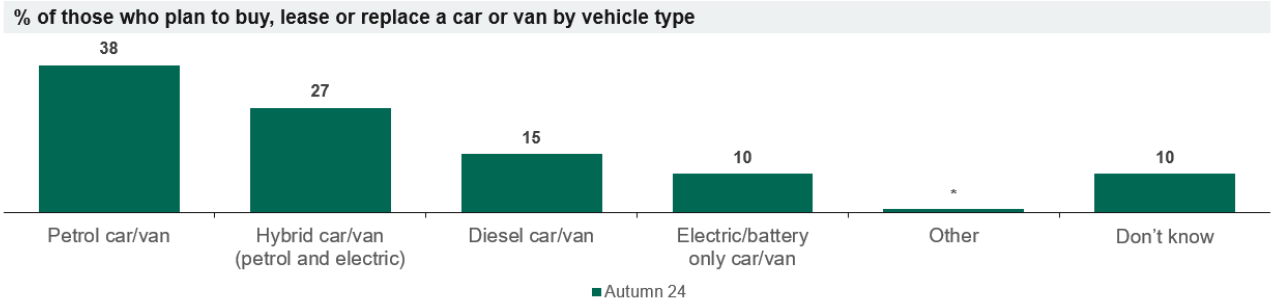
- People who did not own or have continual access to a car or van were more likely than those who did own one, to say they would buy or lease a second-hand car or van (76% compared to 67%). Conversely, those who owned a car or van were more likely than those who did not, to say they would buy or lease a new car or van (26% compared to 16%).

- People who intended to buy or lease a hybrid or electric/battery car or van next, were more likely to say it would be new (29% and 47%, respectively), compared to those who intended to buy or lease a petrol (20%) or diesel (13%) car or van. Conversely, those who intended to buy or lease a diesel or petrol car or van next, were more likely to say it would be second-hand (83% and 75%, respectively), compared to those who intended to buy or lease a hybrid (62%) or electric/battery (43%) car or van.

2.5 Vehicle type

People who intended to buy, lease or replace a car or van in the future were more likely to select a petrol car or van (38%) compared to a hybrid (27%), a diesel (15%), and an electric/battery (10%) car or van, as shown in **Figure 2.2**. One in 10 (10%) did not know which car or van type they would choose in the future.

Figure 2.2: Vehicle type purchase intentions



Q106 [Postal survey Q8]. What type of car or van do you think you will most likely purchase or lease next time?
Base: All 16+ in UK who intend to buy or replace a car/van (unweighted valid responses, Autumn 24: 4878)

Hybrid and electric vehicles

- London residents were more likely to want to buy or lease a hybrid or electric car or van next time (34% and 19%, respectively) compared to those living in all other regions in England (26% and 10%, respectively).

- Women were more likely than men to want to buy or lease a hybrid car or van next time (28% and 25%, respectively). Whereas men were more likely than women to want to buy or lease an electric or battery car or van (12% and 8% respectively).

- Older people were more likely than younger people to want to buy or lease a hybrid car or van next (34% aged 60+ compared to 24% aged under 60). People aged 30-49 were more likely to want to buy or lease an electric/battery car or van next (14%) compared to younger people (6% aged 16-20 and 7% aged 21-29).

Petrol vehicles

- People aged 16-20 were more likely to want to buy or lease a petrol car or van next time (51%) compared to those aged 30+ (35%).

- People who planned to buy or lease their next car or van within one year were more likely to buy or lease a petrol car (45%) compared to those who planned to buy or lease a petrol car or van in over a year (36%).

- Non-car or van owners were more likely to buy or lease a petrol car or van next (47%) compared to those who already owned a car or van (37%).

Diesel vehicles

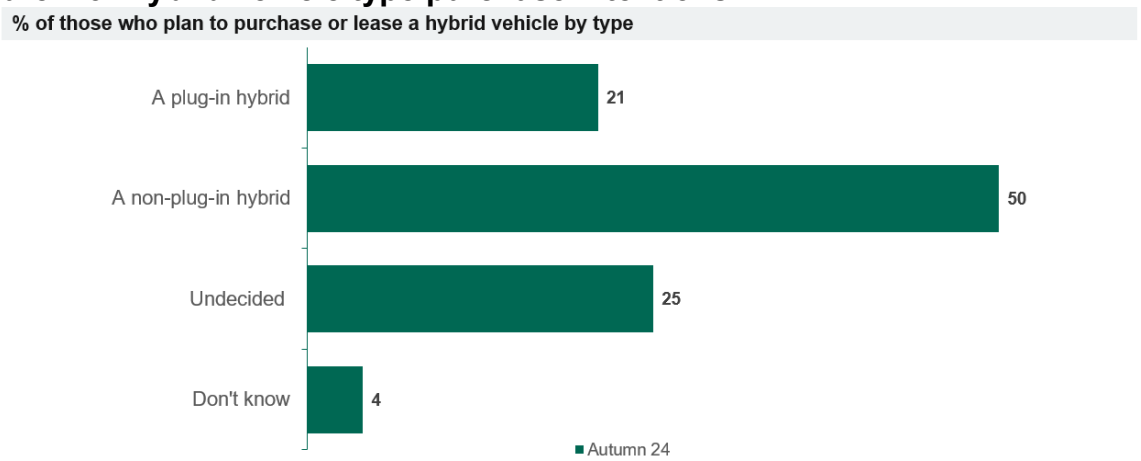
- Northern Ireland residents were more likely to buy or lease a diesel car or van next (33%) compared to residents living in England (13%), Scotland (18%) and Wales (19%).

- Rural residents were more likely to buy or lease a diesel car or van next (21%) compared to urban residents (13%).

- People with three or more cars or vans in the household were also more likely to buy or lease a diesel car or van next (22%) compared to those with two cars or vans (16%), one car or van (13%) and no car or van (6%).

Among people who said they would most likely buy or lease a hybrid car or van next time, half (50%) said it would be a non-plug-in hybrid, as shown in **Figure 2.3**. A fifth (21%) said they would purchase a plug-in hybrid.

Figure 2.3: Hybrid vehicle type purchase intentions

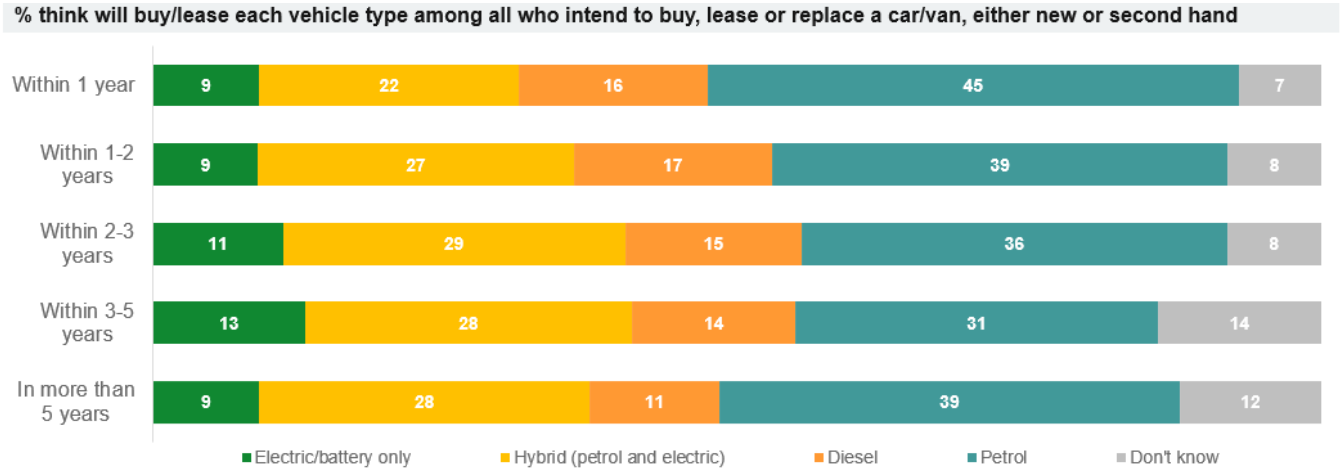


- Plug-in hybrid (that plugs into an external power source to charge)
- Non-plug-in hybrid (that recharges while driving and is ultimately fuelled by petrol or diesel – it cannot be plugged into an external power source)

Q107 [Postal survey Q9]. What type of hybrid car or van do you think you will most likely purchase or lease next time?
Base: All 16+ in UK who will most likely purchase a hybrid car/van (unweighted valid responses, Autumn 24: 1459)

While the intention to buy or lease petrol or hybrid cars or vans remained strong regardless of when in the next five years the purchase was expected to occur, the intention to choose electric cars or vans increased for purchases envisaged further in the future, as shown in **Figure 2.4**. Conversely, the intention of choosing diesel cars or vans decreased slightly over the same period.

Figure 2.4: Vehicle type purchase intentions by year of expected purchase



Q104 [Postal survey Q6]. When, if at all, do you think you will personally next buy, lease or replace a car or van, either new or second hand?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7082)

Q106 [Postal survey Q8]. What type of car or van do you think you will most likely purchase or lease next time?
Base: All 16+ in UK who intend to buy or replace a car or van (unweighted valid responses, Autumn 24: 4878)

- Among people expecting to buy or lease a car or van 'within one year' 45% expected to choose a petrol car or van, 22% a hybrid, 16% a diesel and 9% an electric/battery car or van.
- In contrast, among people expecting to buy or lease a car or van 'in five or more years' 39% expected to buy or lease a petrol car or van, 28% a hybrid, 11% a diesel and 9% an electric/battery car or van.
- Those intending to buy or lease a car or van in five or more years were more likely to not know (selected 'don't know') what type of car or van it would be compared to those buying or leasing one in the next year (12% compared to 7%).

3 Electric vehicles

3.1 Summary

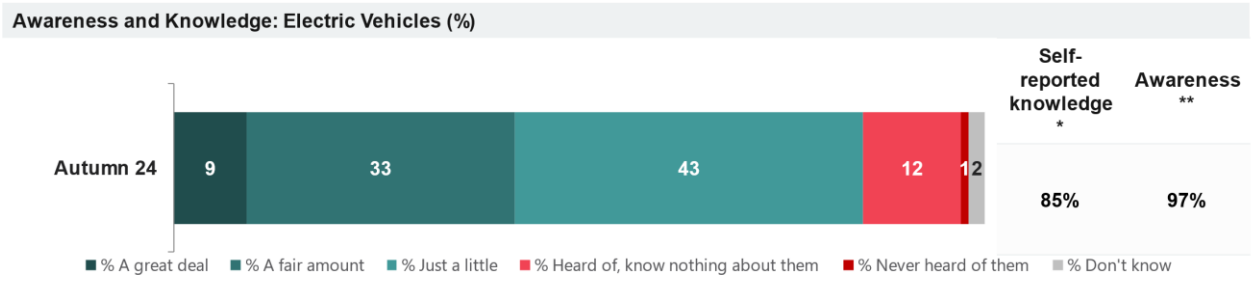
- Awareness and self-reported knowledge of EVs was high. Almost everyone said they had heard of them.
- When thinking about the perceived advantages and disadvantages of EVs, people selected double the number of disadvantages compared to advantages (see section 3.3 and 3.4)
- 'Environmental benefits' was the most selected advantage from the list of potential advantages of EVs, followed by EVs are 'less noisy' and they have 'reduced road tax' (see section 3.3).
- 'Not enough charging points' was the most selected disadvantage of EVs. Followed by 'less distance can be travelled on one charge' and the 'cost to buy' (see section 3.4).
- Most people had seen an EV charging point in the past month with the most common locations being at a supermarket, followed by at a public or council car park and at a garage/petrol station (see section 3.5).
- 'Uncertainty about whether the chargepoint would be 'available when I need it' was the most selected concern from the list of potential concerns of public EV charging points. This was closely followed by concerns about 'the inconvenience of having to wait while the vehicle charged' (see section 3.6).

3.2 Awareness and knowledge

In Autumn 2024, levels of awareness and self-reported knowledge of EVs were high. Almost everyone said they had heard of them (97%), including those who had heard of them but knew nothing about them, as shown in **Figure 3.1.** Only a small minority of people were not aware of them, with 1% stating they had never heard of them and 2% who selected 'don't know'.

'Awareness' encompasses all people who had heard of EVs, including those who know nothing (but have heard of EVs), those who know just a little, a fair amount or a great deal. 'Self-reported knowledge' is confined to those who said that they know just a little, a fair amount or a great deal.

Figure 3.1: Awareness and knowledge of electric vehicles



*Self-reported knowledge answer codes: A great deal, A fair amount, Just a little
**Awareness answer codes: A great deal, A fair amount, Just a little, Heard of, know nothing about them/it

Q108 [Postal survey Q10] . Before today, how much, if anything, would you say you knew about electric cars or vans?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7083)

- People from the highest income households earning £100,000 or more per annum were more likely to say they know a ‘great deal/fair amount’ (64%) than those in lower income households (34% in households earning up to £25,999 per annum).

- People living in the South of England were more likely to say they know a ‘great deal/fair amount’ (44%), compared to those living in the North of England (39%).

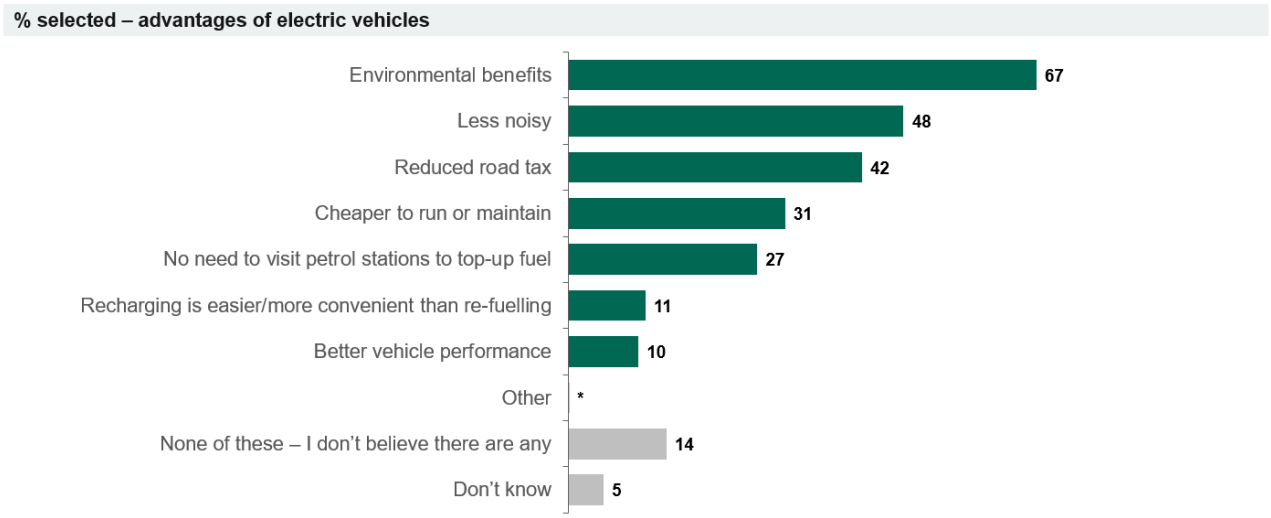
- Self-reported knowledge was lower in Northern Ireland (76%) than in Scotland (88%), England (85%) and Wales (85%).

3.3 Advantages – prompted

When shown a list of potential advantages of EVs over petrol or diesel cars or vans, ‘environmental benefits’ was the most frequently selected advantage (67%), as shown in **Figure 3.2**. This was followed by reduced noise (48%) and reduced road tax (42%).

On average, people selected two advantages of EVs.

Figure 3.2: Advantages of electric vehicles



Q111 [Postal survey Q11]. Which of the following, if any, do you think are advantages of fully electric over petrol or diesel cars or vans?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7080)

- Women were more likely than men to select 'environmental benefits' as an advantage, 71% compared to 64%. Men were more likely than women to select most other advantages listed.

- The proportion selecting 'environmental benefits' as an advantage of EVs decreased with age. For example, 76% of those aged 16-20 and 72% of those aged 21-29 selected this compared to 66% of 50-59-year-olds, 62% of 60-69-year-olds and 61% of those aged 70 or over.

- London residents were more likely to select 'environmental benefits' as an advantage (74%) than those living in other regions of England (66%).

- All age groups under 70 years old were more likely to select ‘less noisy’ as an advantage compared to those aged 70+ (38%), including those aged 16-20 (53%), 21-29 (53%), 30-39 (50%), 40-49 (50%), 50-59 (50%) and 60-69 (45%).

- People in the highest income households earning between £52,000 and £99,999 per annum, and £100,000 or more per annum, were more likely to select ‘less noisy’ as an advantage (52% and 53% respectively) compared to the lowest income households earning up to £25,999 per annum (44%).

- People aged 30-39 and 40-49 years old were more likely to select ‘reduced road tax’ (50% respectively) as an advantage compared to the youngest age group (16-20, 39%) and all older age groups including, 50-59 (44%), 60-69 (37%) and 70+ (31%). England residents were more likely to select ‘reduced road tax’ as an advantage (43%) compared to Northern Ireland residents (35%).

- People in the highest income households earning between £52,000 and £99,999 per annum, and £100,000 or more per annum, were more likely to select ‘reduced road tax’ as an advantage (53% and 57% respectively) compared to those in lower income households (36% for households earning up to £25,999 per annum and 43% for households earning between £26,000 - £51,999).

- Just under two in 10 (17%) people aged 16-20 selected that 'recharging is easier/more convenient than re-fuelling' as an advantage, compared to 8% of those aged 60-69 and 8% of those aged 70+.

- People in the highest income households earning £100,000 or more per annum selected more advantages on average (three) compared to those in lower-income households (two advantages in households earning up to £25,999 per annum and households earning between £26,000 - £51,999).

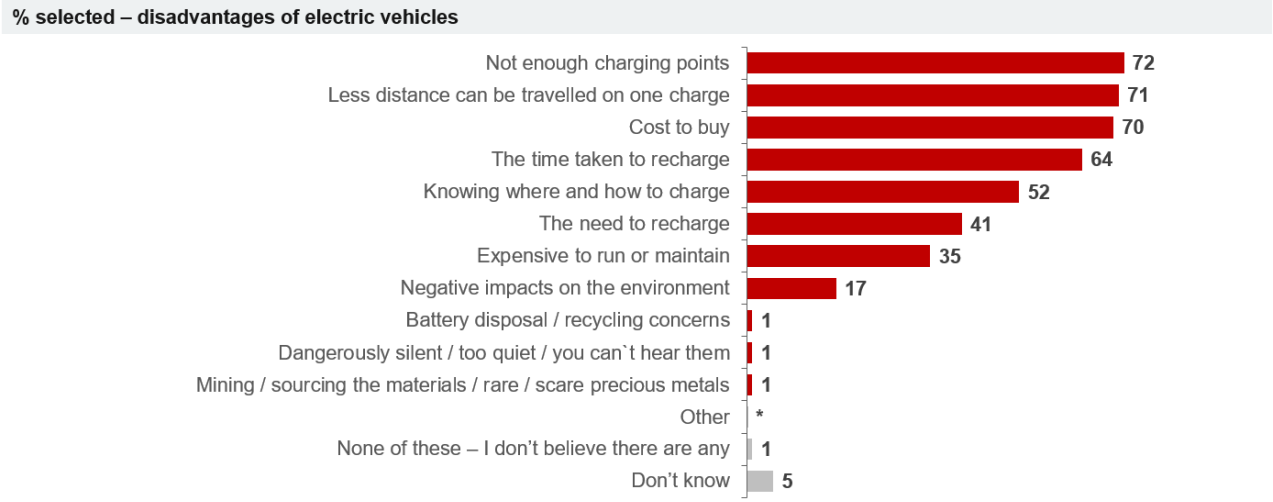
- On average, London residents selected three advantages compared to residents living in all other English regions who selected two advantages.

3.4 Disadvantages – prompted

‘Not having enough charging points’ was the most selected disadvantage of an EV when compared to petrol and diesel cars or vans (72%), as shown in **Figure 3.3**. The other disadvantages selected most frequently included ‘less distance can be travelled on one charge’ (71%) and the ‘cost to buy’ (70%).

When thinking about the perceived advantages and disadvantages of EVs, people selected double the number of disadvantages compared to advantages. On average, there were four disadvantages selected for EVs compared to two advantages.

Figure 3.3: Disadvantages of electric vehicles



Q113 [Postal survey Q12]. Which of the following, if any, do you think are disadvantages of electric over petrol or diesel cars or vans?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7080)

- Rural residents were more likely to select 'less distance can be travelled on one charge' as a disadvantage (78%) compared to those in urban areas (69%). This was also the case for 'not enough charging points', selected by 77% in rural areas compared to 71% in urban areas.

- People living in the South of England were also more likely to select 'less distance can be travelled on one charge' as a disadvantage (73%) compared to the overall average (71%). Residents in this region were also more likely than average to select 'the time taken to recharge' (67% compared to 64% overall) and 'the need to recharge' (43% compared to 41% overall) as being a disadvantage.

- Full-time workers were more concerned about 'the time taken to recharge' (69%) than those who were not working (54%).

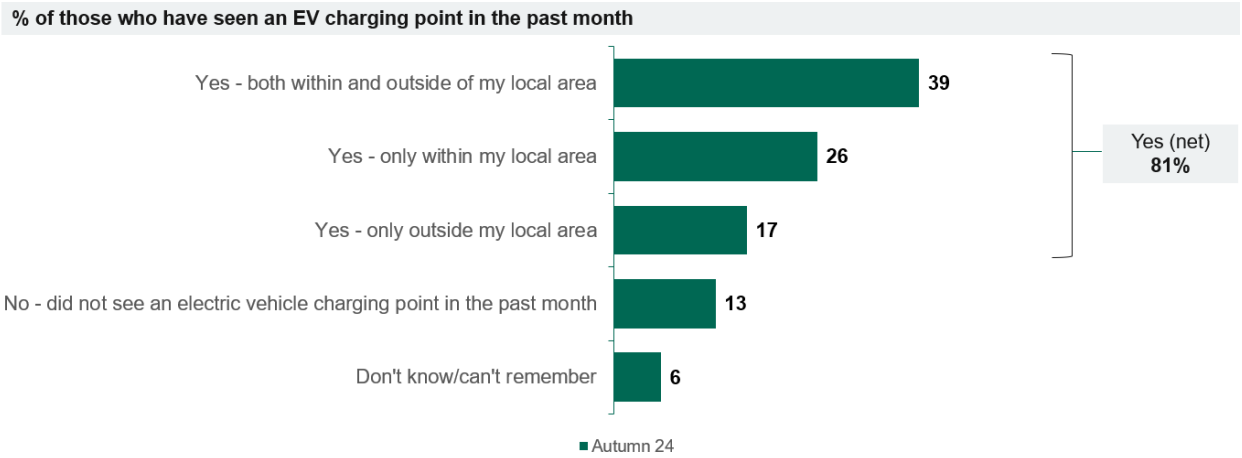
- While men were more likely than women to select most disadvantages however, a higher proportion of women than men chose 'knowing where and how to charge' as a disadvantage (55% compared to 49%).

- People aged 50-59 and 60-69 were more likely than other age groups to select several disadvantages. However, 'knowing where and how to charge' was selected most often by those aged 21-29 (61%) compared to older age groups (30-39 (54%), 40-49 (49%), 50-59 (54%), 60-69 (51%), and 70+ (48%)).

3.5 Location of charging points

A large proportion (81%) of people recalled having seen an EV charging point in the past month, with two-thirds (65%) reporting that they had seen one *within their local area* (local area was defined as within 15-20 minutes' walk or 5 minutes' drive from your home), as shown in **Figure 3.4**. In contrast, 17% of people recalled seeing an EV charging point 'only outside their local area' in the past month.

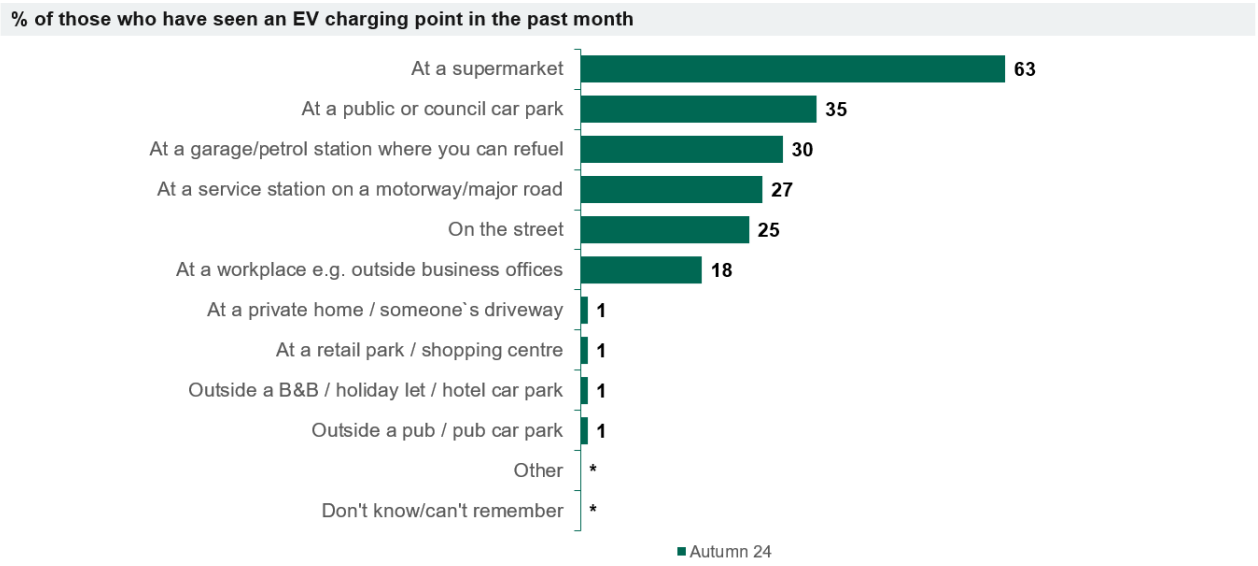
Figure 3.4: Recalled location of charging points



Q203 [Postal survey Q13]. Thinking back to the past month or so, did you see an electric vehicle charging point(s) in the following places or not?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7065)

In Autumn 2024, the most common location people recalled seeing a charging point in the past month was at a supermarket (63%), as shown in **Figure 3.5.** Other common locations included 'a public or council car park' (35%) and 'a garage/petrol station where you can refuel' (30%).

Figure 3.5: Location of charging points



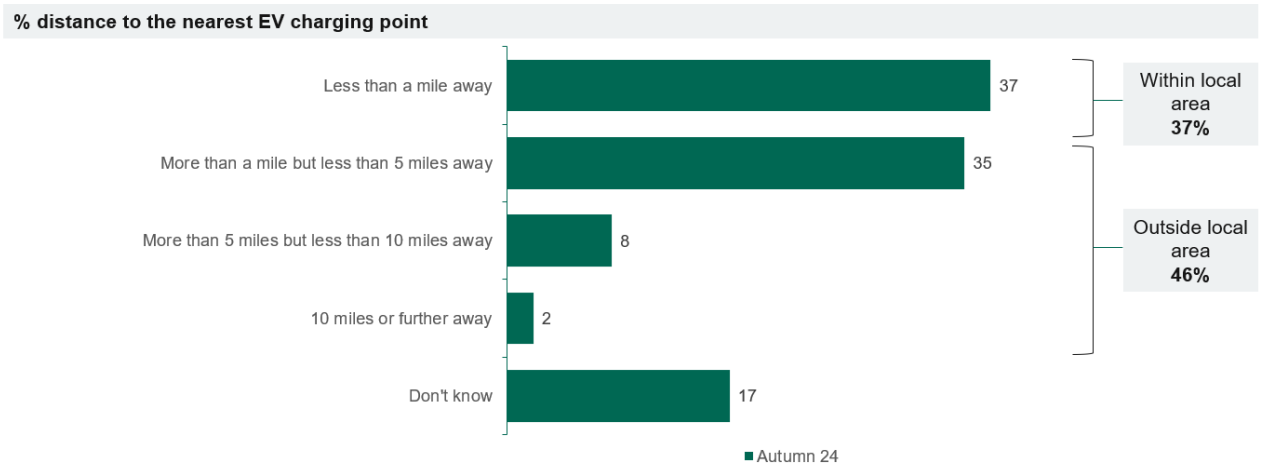
Q204 [Postal survey Q14]. You said that you have seen an electric vehicle charging point(s) in the past month. Where did you see it/them?
Base: All 16+ in UK who have seen EV charging points in the past month (unweighted valid responses, Autumn 24: 5778)

- People living in the North East (44%), East Midlands (41%) and South-West (40%) were more likely to have seen a public charging point at a public or council car park compared to the overall proportion across England (35%).
- People working full-time were more likely to have seen an EV charging point in the past month at a service station on a motorway/major road (33%) compared to those not working (18%), and those who were retired (21%).
- England residents were more likely to report seeing a charging point on the street (26%) than those living in Scotland (20%), Wales (11%) and Northern Ireland (16%).

- Residents in the Midlands were more likely to have seen a public charging point at a workplace (23%) compared to those living in the North and South of England (both 17%).

Almost two in five (37%) said their nearest charging point was less than a mile away from their home, as shown in **Figure 3.6.**

Figure 3.6: Estimated proximity of charging points



Q205 [Postal survey 15]. Thinking about where you live most of the time, how far away is the nearest charging point for electric vehicles – that is, a point which can be used by any member of the public wanting to charge an electric vehicle?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7080)

- Residents living in Scotland were more likely to know of a charging point 'less than a mile away' (45%) than those living in Northern Ireland (25%), Wales (32%) and England (37%).

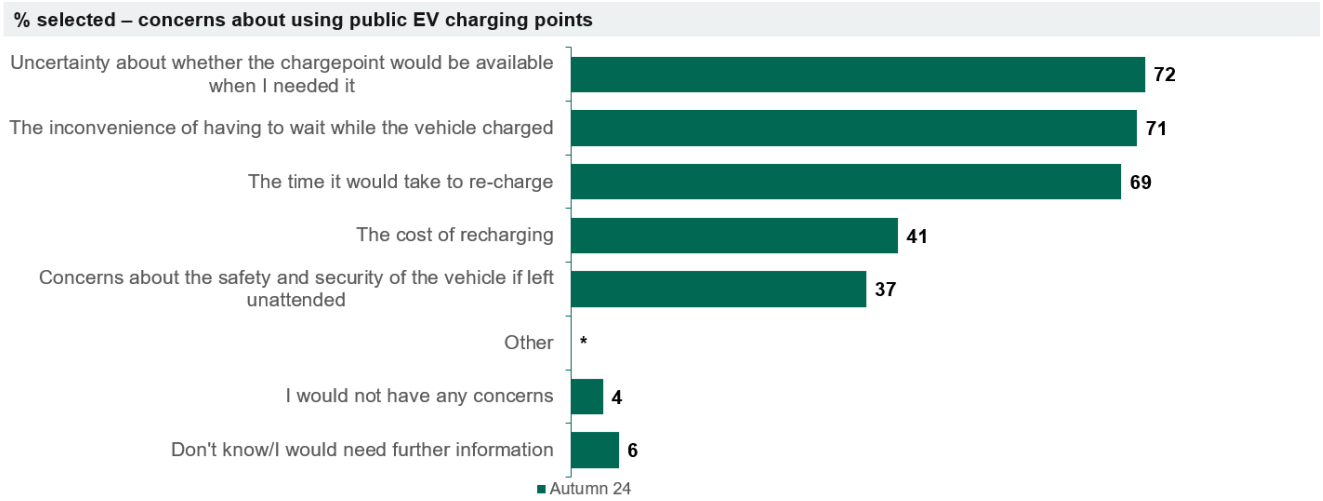
- The proportion who said the nearest EV charging point was 'more than a mile away' was higher in the East of England (56%) than most other regions, for example 22% in London. Conversely, London residents were more likely to say their nearest charging point was 'less than a mile away' (58%) compared to the average across the rest of England (33%).

- People living in urban areas were more likely than those in rural areas to have seen a charging point *less than a mile away* (41% compared to 22%). Rural residents were more likely than urban residents to say that the nearest charging point was 'over a mile away' (69% compared to 40%).

3.6 Concerns about using public charging points

The top concerns about using public EV charging points was the 'uncertainty about whether the chargepoint would be available when I need it' (72%), 'the inconvenience of having to wait whilst charging' (71%) and 'the time it would take to recharge' (69%), as shown in **Figure 3.7**.

Figure 3.7: Concerns about using public charging points (unprompted)



Q206 [Postal survey Q16] . As you may know, some electric vehicle owners charge their vehicles at charging points situated in public places. What concerns would you have, if any, about using a charging point?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7082)

- People aged 50-59 and 60-69 were more likely to be concerned about 'the inconvenience of having to wait while the vehicle charged' (74% and 76% respectively) compared to most other age groups, for example 60% of those aged 16-20 and 69% for those aged 70+.

- People living in rural areas were more likely than those in urban areas to have concerns about using a public EV charge point, including 'the inconvenience of having to wait while the vehicle charges' (75% compared to 70%), 'uncertainty about whether the chargepoint would be available when needed' (77% compared to 70%) and 'the time it would take to re-charge' (72% compared to 68%).

- People whose main vehicle is a hybrid, diesel or petrol were more likely to be concerned about 'the inconvenience of having to wait while the vehicle charged' (82%, 80% and 77% respectively) compared to those whose main vehicle is an EV (53%).

- People whose main vehicle is a hybrid, diesel or petrol were also more likely to be concerned about 'the time it would take to recharge' (77%, 75% and 74% respectively) compared to those whose main vehicle is an EV (58%).

- People whose main vehicle is a hybrid, diesel or petrol were also more likely to be concerned about 'the safety and security of the vehicle if left unattended' (37%, 40% and 41% respectively) compared to those whose main vehicle is an EV (14%).

- Whereas, people whose main vehicle is an EV were more likely to be concerned about 'the cost of recharging' (56%) compared to those whose main vehicle is a petrol or diesel (45% for both).

4 E-scooters

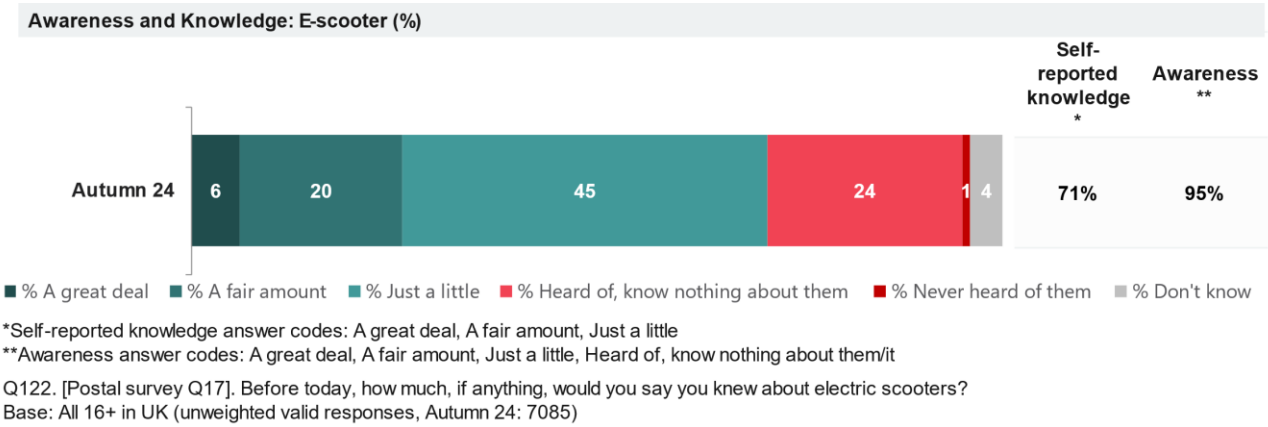
4.1 Summary

- Awareness and self-reported knowledge of e-scooters was high, with almost everyone claiming they had heard of e-scooters (see section 4.2).
- Ownership and usage of e-scooters (privately owned and rented) was low with only four percent owning one or having used one in the last 12 months. (see section 4.3).
- The main reason for using an e-scooter was 'going for a ride'. Other key reasons included 'going to/from leisure activities' and 'work' (see section 4.4).
- The most frequently selected advantages of e-scooters were being 'quicker to get around than walking', 'convenient for short journeys' and 'environmental benefits' (see section 4.6).
- The most frequently selected disadvantages of e-scooters were 'poses safety risk on busy roads', 'poses a safety risk to pedestrians' and 'users not following the law' (see section 4.7).
- On average, people selected more disadvantages than advantages of e-scooters (see section 4.6 and section 4.7).
- Understanding of the rules surrounding e-scooter use was low, with only 9% of people correctly answering all four questions about where rented and owned e-scooters can and cannot be ridden legally. More than a quarter (29%) of people did not know the answer to any of the four questions (see section 4.8).

4.2 Awareness and knowledge

In Autumn 2024, e-scooter awareness was high with almost everyone (95%) claiming that they had heard of e-scooters, as shown in **Figure 4.1.** Self-reported knowledge was also high with seven in 10 (71%) saying they knew a 'great deal', 'fair amount' or 'just a little' about e-scooters.

Figure 4.1: Awareness and knowledge of e-scooters



*Self-reported knowledge answer codes: A great deal, A fair amount, Just a little
**Awareness answer codes: A great deal, A fair amount, Just a little, Heard of, know nothing about them/it

Q122. [Postal survey Q17]. Before today, how much, if anything, would you say you knew about electric scooters?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7085)

- Self-reported knowledge decreased with age. For example, 79% of people aged 16-20 had higher self-reported knowledge compared to those aged 60-69 (68%) and 70+ (59%).
- People from the highest income households earning £100,000 or more per annum, were more likely to have higher self-reported knowledge (81%) compared to those in lower income

households (66% in households earning up to £25,999 per annum, and 71% in households earning between £26,000 and £51,999 per annum).

- People living in urban areas were more likely than those living in rural areas to know a *great deal/fair amount* about e-scooters (28% compared to 20%).

4.3 Ownership and usage

In Autumn 2024, 2% said they owned an e-scooter.

In the last 12 months, 4% of people had used a privately owned e-scooter. The same proportion (4%) had used a rental e-scooter over the same period (see **Figure 4.2**).

Figure 4.2: Frequency of use of privately-owned and rental e-scooters

Q124 [Postal survey Q19]. How often, if at all, do you personally use a privately owned electric scooter in the UK in the last 12 months?
Q125 [Postal survey Q20]. How often, if at all, do you personally use a rental electric scooter in the UK?
Base: All aged 16+ in UK (unweighted valid responses, Autumn 24: Q124: 7083; Q125: 7084)

- Use of privately owned e-scooters in the last 12 months was higher among people aged 16-20 (13%) compared to older people, for example, those aged 50-59 (2%) and 60-69 (1%). This was similar for rental e-scooters, for example, 14% of those aged 16-20 used them at least once in the last 12 months compared to 2% of those aged 50-59 and 1% of those aged 60-69.

- People living in households without access to or ownership of a car or van were more likely to have used a privately owned e-scooter (8%) or rental e-scooter (7%) at least once in the last 12 months than those in households who owned or had continuous use of one (3% for both) or two cars or vans (4% for both).

- People living in urban areas were more likely to have used a privately owned e-scooter (5%) or rental e-scooter (5%) at least once in the last 12 months compared to those living in rural areas (2% and 3% respectively).

4.4 Reasons for use

People who said they had used a privately-owned or rental e-scooter were asked about the reasons for use. The main reason was ‘going for a ride’, which was selected by 40%. The other key reasons for using an e-scooter were ‘going to or from a leisure activity’ (32%), ‘going to or from work’ (16%), ‘visiting friends or family’ (15%), ‘going shopping’ (15%) and ‘to get to public transport’ (9%).

4.5 Purchase intention

In total, 2% of people said they would be 'very likely' or 'fairly likely' to purchase an e-scooter in the next 12 months. In contrast, nine in 10 (90%) said they were 'very unlikely' or 'fairly unlikely', as shown in **Figure 4.3**.

Figure 4.3: Purchase intention of e-scooters

Q210 [Postal survey Q22] . How likely or unlikely are you to purchase an e-scooter in the next 12 months?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7091)

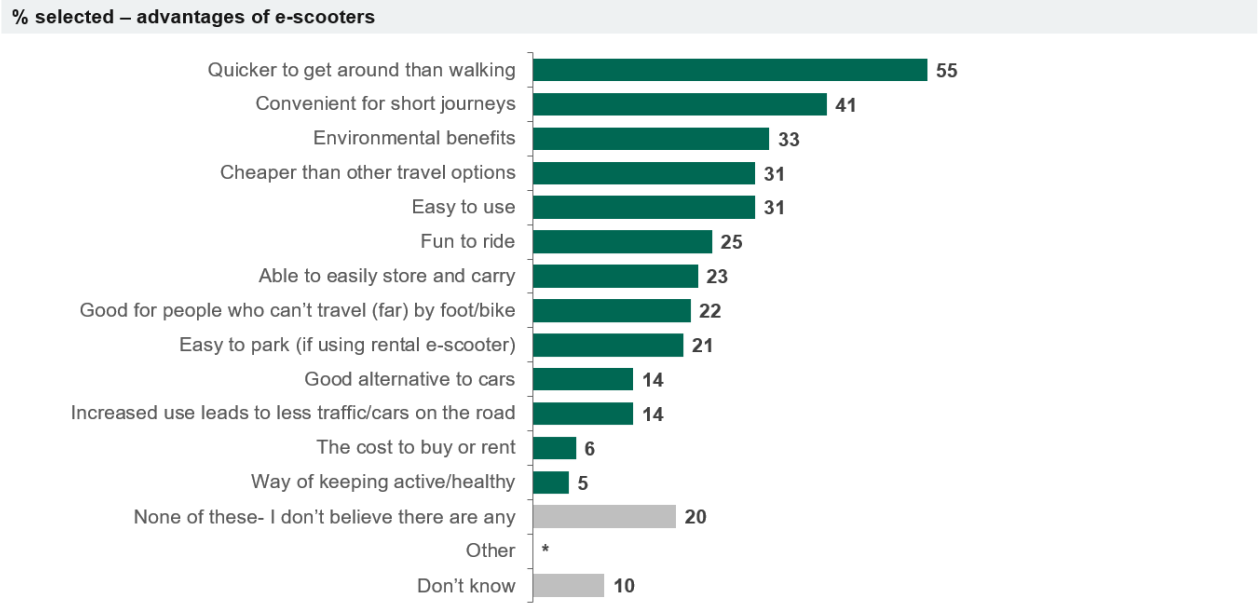
- People from ethnic minority backgrounds were more likely ('very likely' or 'fairly likely') to purchase an e-scooter in the next 12 months (4%) than white people (2%).
- People living in the highest income households earning £100,000 or more per annum were more likely ('very likely' or 'fairly likely') to purchase an e-scooter in the next 12 months (4%) compared to those earning between £26,000 - £51,999 per annum (2%) and £52,000 - £99,999 per annum (2%).
- People living in households with no cars or vans were more likely ('very likely' or 'fairly likely') that those living in a household with 2 cars or vans to purchase an e-scooter in the next 12 months (4% compared to 2%).

4.6 Advantages – prompted

When shown a list of potential advantages of e-scooters, 'quicker to get around than walking' was the advantage selected most frequently (55%), as shown in **Figure 4.4**. 'Convenient for short journeys' (41%), 'environmental benefits' (33%), 'cheaper than other travel options' (31%) and 'easy to use' (31%) were the next most frequently selected advantages.

On average, people selected three advantages of e-scooters.

Figure 4.4: Advantages of e-scooters



Q127 [Postal Survey Q23]. Which of the following, if any, do you think are advantages of electric scooters?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7073)

- The proportion selecting advantages of e-scooters decreased with age. For example, people aged 16-20 selected an average of five advantages compared to two among those aged 50 or over. 70% of those aged 16-20 said e-scooters are 'quicker to get around than walking' compared to 46% of those aged 50+.

- People from higher income households earning £52,000 or more per annum were more likely than those in the lowest income households earning up to £25,999 per annum to select advantages of e-scooters. These included being 'quicker to get around than walking' (63% compared to 53%), 'convenient for short journeys' (49% compared to 38%), 'easy to use' (37% compared to 30%) and 'fun to ride' (31% compared to 24%).

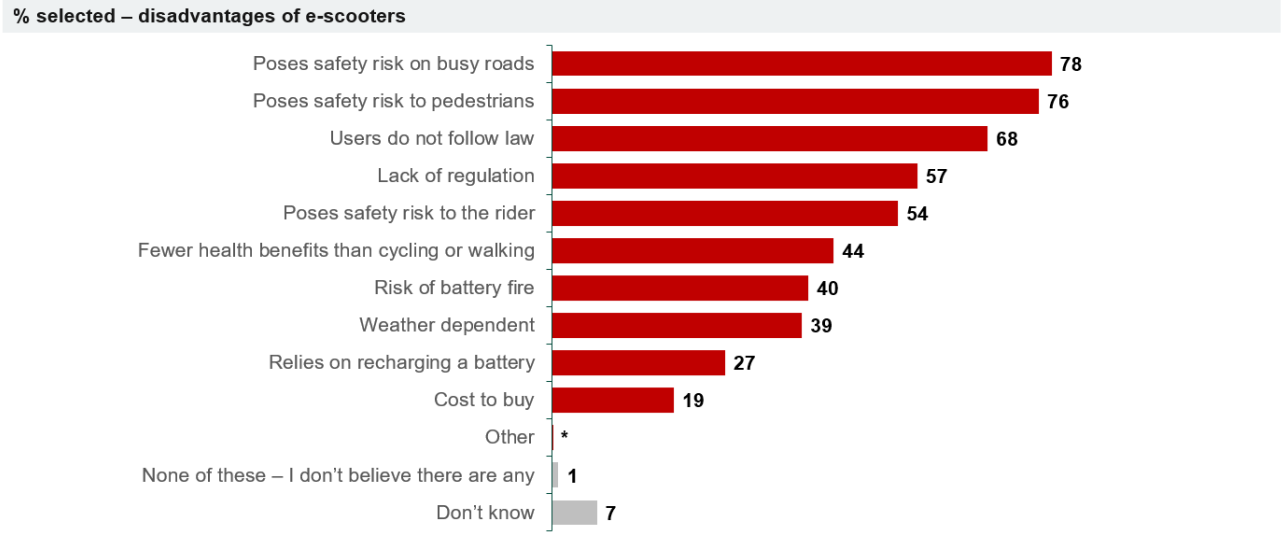
- People living in urban areas were more likely than those in rural areas to select advantages such as e-scooters being 'easy to use' (33% compared to 25%) and 'quicker to get around than walking' (57% compared to 50%).

4.7 Disadvantages – prompted

When shown a list of potential disadvantages of e-scooters, 'poses a safety risk on busy roads' was the most frequently selected disadvantage, selected by 78%, as shown in **Figure 4.5**. The next most frequently selected disadvantages were 'poses a safety risk to pedestrians (e.g. on the road, pavements)' (76%) and 'users do not follow the law' (67%).

When thinking about the perceived advantages and disadvantages of e-scooters, people selected more disadvantages than advantages. On average, there were five disadvantages selected for e-scooters compared to three advantages.

Figure 4.5: Disadvantages of e-scooters



Q129 [Postal survey Q24]. Which of the following, if any, do you think are disadvantages of electric scooters?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7083)

- Older people were more likely to select disadvantages of e-scooters than younger age groups. For example, 84% of those aged 60-69 said e-scooters 'pose a safety risk to pedestrians' and 58% said they 'pose a safety risk to the rider', compared to 65% and 44% respectively of those aged 16-20.

- The proportion selecting the following disadvantages was higher among people from the highest income households earning £100,000 or more per annum compared to those in lower income households earning under £52,000 per annum. These included e-scooters 'posing a safety risk to pedestrians' (83% compared to 75%), 'posing a safety risk to the rider' (61% compared to 53%) and 'offering fewer health benefits than cycling or walking' (53% compared to 42%).

- While people living in rural and urban areas selected a similar number of disadvantages overall, a higher proportion of rural residents than urban residents said e-scooters 'pose a safety risk to pedestrians' (79% compared to 75%) and 'offer fewer health benefits than cycling or walking' (48% compared to 44%).

- The proportion who selected that e-scooter 'users do not follow the law' was higher among London residents (71%) and those living in the East Midlands (73%) compared to residents of the North-East (63%), North-West (65%) and Yorkshire and The Humber (65%).

4.8 Understanding rules about e-scooters

People were shown a set of four statements relating to rules about e-scooter use in the UK and asked if they believed each of them to be true or false **(Table 4.1).**

Table 4.1: Statements relating to rules about e-scooters in the UK

	Correct answer
If you **own** an e-scooter, you are legally allowed to ride it on pavements and footpaths	False
If you **own** an e-scooter, you are legally allowed to ride it on roads and cycle lanes	False
If you **hire** an e-scooter, you are legally allowed to ride it on pavements and footpaths	False
If you **hire** an e-scooter, you are legally allowed to ride it on roads and cycle lanes	True

The proportion of people who responded correctly to all four statements around e-scooter usage was low (9%), with three in 10 (29%) not knowing the correct answer to any of the four statements.

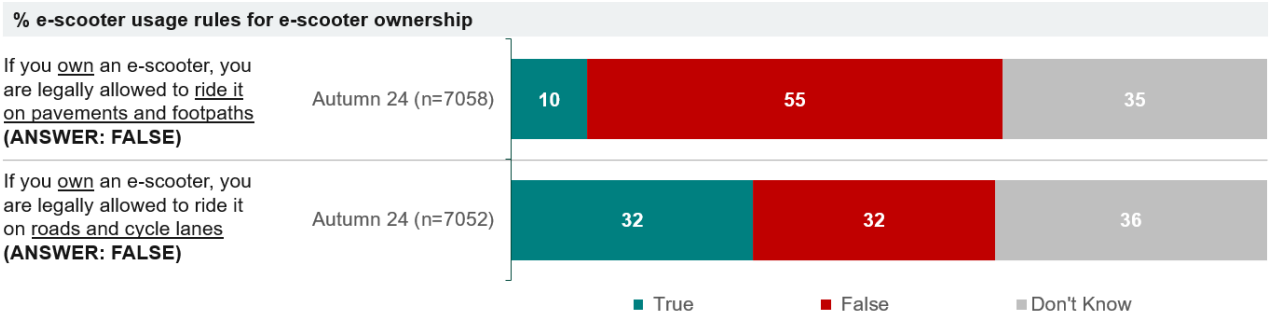
More than half (55%) of people were **correct** in stating that it is illegal to ride a privately owned e-scooter on pavements and footpaths, as shown in **Figure 4.6.**

- However, a quarter of people aged 16-20 (25%) **incorrectly** thought e-scooter owners can legally ride on pavements and footpaths, significantly more than older age groups, for example 7% of those aged 50+.
- People from ethnic minority backgrounds were more likely to **incorrectly** think owners are legally allowed to ride an e-scooter on pavements and footpaths (20%) compared to white people (8%).

Nearly one in three (32%) people were **correct** in stating that it is illegal to ride a privately owned e-scooter on roads and cycle lanes. The same proportion of people (32%) **incorrectly** thought e-scooter owners could legally ride on pavements and footpaths.

- A higher proportion of those aged 16-20 (39%) **incorrectly** thought e-scooter owners can legally ride on roads and cycle lanes than older age groups, for example 28% of those aged 50+.
- People from ethnic minority backgrounds were more likely to **incorrectly** think owners are legally allowed to ride an e-scooter on roads and cycle lanes (37%) compared to white people (31%).

Figure 4.6: Statements relating to rules about the use of privately owned e-scooters



Q212 [Postal survey Q25]. Here are some statements about rules about using e-scooters in the UK. For each one, please indicate whether you think it is true or false or whether you don't know. (A) If you own an e-scooter, you are legally allowed to ride on pavements and footpaths. (B) If you own an e-scooter, you are legally allowed to ride it on roads and cycle lanes.
Base: All 16+ in UK: (unweighted valid responses, Autumn 24: see above)

Forty three percent of people were *correct* in answering that it is illegal to ride a rental scooter on a pavement or footpath, as shown in **Figure 4.7**. A similar proportion (39%) answered 'don't know' and one in six (17%) incorrectly thought it was legal.

- The proportion who **incorrectly** thought rental e-scooters can legally be ridden on pavements and footpaths was higher among people aged 16-20 (29%) and 21-29 (22%) than older age groups. For example, 13% of those aged 50+ thought this.

- People from ethnic minority backgrounds were more likely to **incorrectly** think rental e-scooters are legally allowed to be ridden on pavements and footpaths (23%) than white people (16%).

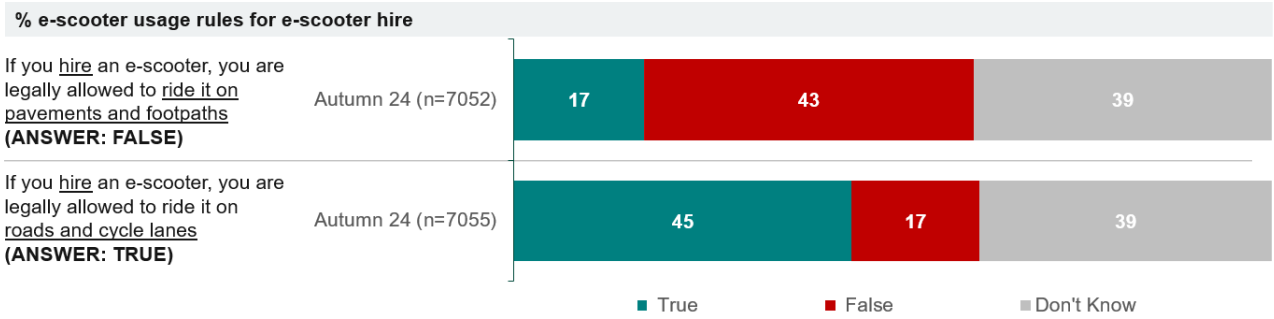
Forty five percent of people were **correct** in answering that riding a rental e-scooter on roads and cycle lanes is legal. Almost two in five (39%) answered 'don't know' and one in six (17%) **incorrectly** thought it was illegal.

- Men were more likely than women to **correctly** answer that riding a rental e-scooter on roads and cycle lanes is legal (49% compared to 41%).

- People living in England were more likely to **correctly** answer that riding a rental e-scooter on roads and cycle lanes is legal (46%) compared to residents in Scotland (36%) and Northern Ireland (34%).

- People living in higher income households were more likely to **correctly** answer that riding a rental e-scooter on roads and cycle lanes is legal (earning between £52,000 - £99,999 per annum, 50% and earning £100,000 or more per annum, 56%) compared to lower income households (earning up to £25,999 per annum, 45% and between £26,000 - £51,999, 44%).

Figure 4.7: Statements relating to rules about the use of rental e-scooters



Q212 [Postal survey Q25]. Here are some statements about rules about using e-scooters in the UK. For each one, please indicate whether you think it is true or false or whether you don't know. (C) If you hire an e-scooter, you are legally allowed to ride on pavements and footpaths. (D) If you hire an e-scooter, you are legally allowed to ride it on roads and cycle lanes.
Base: All 16+ in UK: (unweighted valid responses, Autumn 24:see above)

5 E-cycles

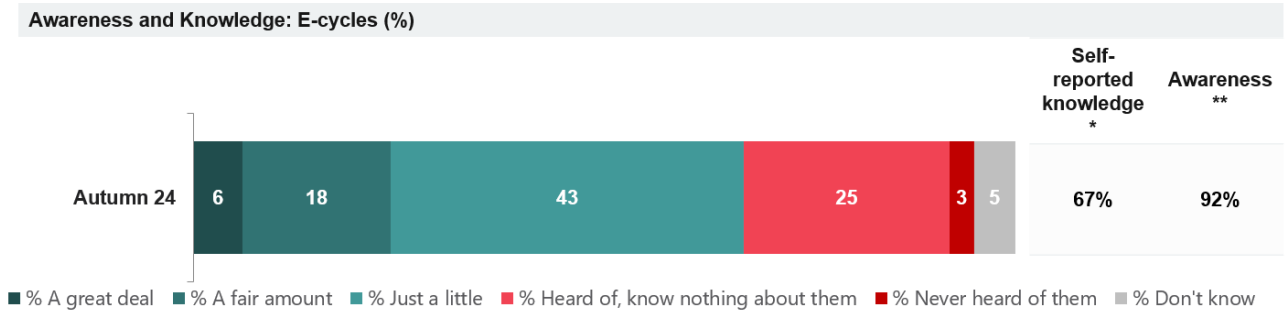
5.1 Summary

- Awareness of e-cycles was high in Autumn 2024. Self-reported knowledge was also relatively high, with two-thirds of people claiming to know at least a little about e-cycles (see section 5.2).
- Usage of e-cycles was low, with less than one in ten having used one in the last 12 months. In comparison, over one-third reported using a standard cycle at least once during the same period (see section 5.3).
- Intention to purchase an e-cycle in the next 12 months was low, with the majority saying it is very unlikely. The likelihood of using e-cycle share schemes, however, was higher than purchase intention, but still low overall (see section 5.4).
- The most frequently selected advantage of e-cycles was that 'they require less effort than a normal bike' followed by 'environmental benefits' and 'can travel faster than a normal bike'. (see section 5.5).
- The most frequently selected disadvantage of e-cycles was 'they are expensive to buy', followed by a belief that they are 'likely to be stolen' and the 'risk of battery fire' (see section 5.6).
- On average, people selected a similar number of advantages and disadvantages to e-cycles (see section 5.5 and 5.6).

5.2 Awareness and knowledge

Awareness of e-cycles was high in Autumn 2024 (92%), as shown in **Figure 5.1**. Self-reported knowledge was also relatively high, with two-thirds (67%) of people claiming to know 'a great deal', 'fair amount' or 'just a little' about e-cycles.

Figure 5.1: Awareness and knowledge of e-cycles



*Self-reported knowledge answer codes: A great deal, A fair amount, Just a little
**Awareness answer codes: A great deal, A fair amount, Just a little, Heard of, know nothing about them/it

Q137 [Postal survey Q26]. Before today, how much, if anything, would you say you knew about e-cycles?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7083)

- Whilst people aged 70+ had a similar level of awareness (92%) to all younger age groups (92% for people aged 16-69), those aged 70+ were less likely to say they know a 'great deal' or 'fair amount' about e-cycles (15%) compared to all other age groups including, (16-20 (24%), 21-29 (24%) and 30-39 (25%).
- Men were more likely to be aware of e-cycles (95%) compared to women (90%). Similarly, men were more likely to have higher self-reported knowledge (77%) compared to women (58%).

- People living in Northern Ireland had a similar level of awareness (89%) to other countries, but they were less likely to say they were knowledgeable about e-cycles (56%) compared to those living in England (67%), Scotland (71%) and Wales (68%).

5.3 Usage

Use of e-cycles was low, with 9% of people having used one in the last 12 months (see **Figure 5.2**).

- Use of e-cycles at least annually was higher among London residents (17%) compared to other regions in England such as the South-West (12%), East of England (10%), the South East (9%) and the West Midlands (9%).

- People living in England were more likely to have used an e-cycle at least once in the last 12 months (10%) than those living in Scotland (6%) and Northern Ireland (5%).

- The proportion who used an e-cycle at least once a year was higher among men (11%) than women (7%).

- People from ethnic minority backgrounds were more likely to have used an e-cycle at least annually (13%) than white people (8%).

- People aged 70+ were more likely to have never used an e-cycle (96%) compared to all younger age groups (16-20 (78%), 21-29 (78%), 30-39 (83%), 40-49 (88%), 50-59 (87%) and 60-69 (88%)).

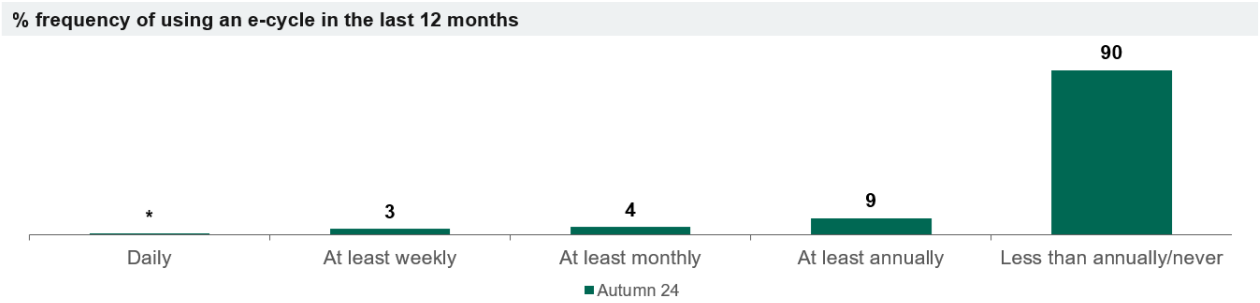
Use of standard cycles over the last 12 months was higher than e-cycle usage, with over one third (35%) saying that they used a standard cycle at least once, as shown in **Figure 5.3.**

- Monthly standard cycle usage was higher among the youngest age group (16-20, 31%) compared to all older age groups (21-29 (16%), 30-39 (19%), 40-49 (20%), 50-59 (19%), 60-69 (15%) and 70+ (7%)).

- People from the highest income households earning £100,000 or more per annum were more likely to have used a standard cycle at least monthly (32%) than those in lower income households (12% in households earning up to £25,999 per annum, 16% in households earning between £26,000 and £51,999 per annum and 19% in households earning between £52,000 and £99,999 per annum).

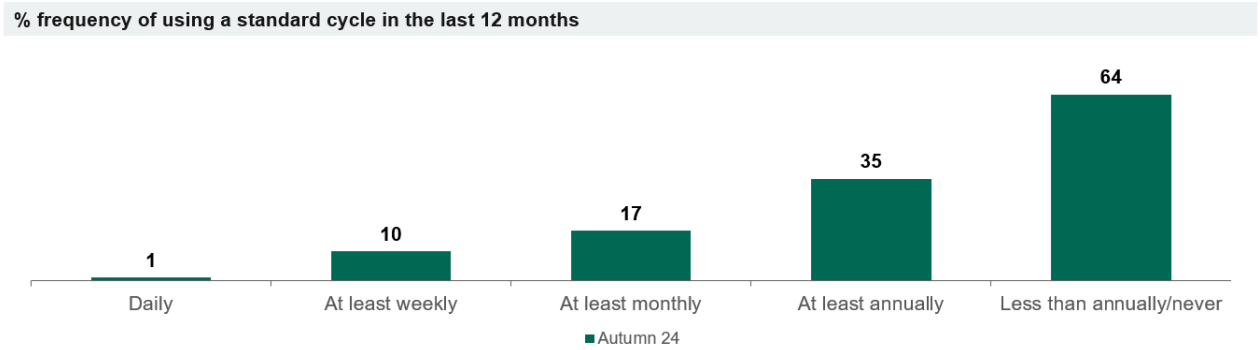
- Households with no cars were more likely to have used a standard cycle at least weekly (17%) compared to households with one car (9%), two cars (9%) and three or more cars (10%).

Figure 5.2: Usage of e-cycles



Q138 [Postal survey Q30]. How often, if at all, have you personally used an e-cycle in the last 12 months?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7078)

Figure 5.3: Usage of standard cycles

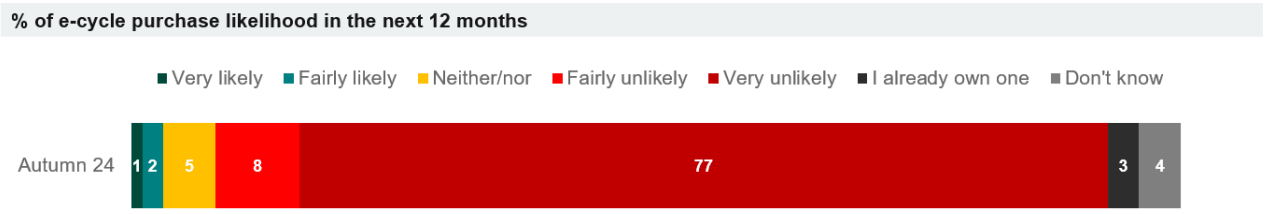


Q215 [Postal survey Q31]. How often, if at all, have you personally used a standard cycle (e.g. a push bike) in the last 12 months?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7079)

5.4 Purchase intention and use of schemes

Intention to purchase an e-cycle in the next 12 months was low, with 3% saying it is 'very likely' or 'fairly likely', whilst the majority (77%) said it is 'very unlikely', as shown in **Figure 5.4**.

Figure 5.4: Purchase intentions of e-cycles



Q214 [Postal survey Q29]. How likely or unlikely are you to purchase an e-cycle in the next 12 months?
Base: All 16+ in England (unweighted valid responses, Autumn 24: 7077)

- People aged 16-20 were more likely to purchase an e-cycle in the next 12 months (7%) compared to other age groups including those aged 21-29 (2%), 30-39 (3%) and 70+ (2%).
- People from ethnic minority backgrounds were more likely to purchase an e-cycle in the next 12 months (7%) compared to white people (3%).
- Scotland residents were more likely than Northern Ireland residents to purchase an e-cycle in the next 12 months (5% compared to 1%).
- Households with no cars or vans were more likely to purchase an e-cycle in the next 12 months (6%) compared to households with one car or van (3%) and two cars or vans (3%).

Respondents were provided with the following text about an e-cycle share scheme before being asked about their likelihood of using such a scheme:

> "An e-cycle share scheme is a service that allows people to pay to hire an e-cycle by collecting it from a "docking" point such as a bike rack or a "dockless" location such as a pavement or where it has been left by previous users. This could involve share schemes that are available to anyone, or they could be targeted share schemes that are available to employees in a workplace, or community groups."

People were more likely to say they would use an e-cycle scheme compared to purchasing an e-cycle in the next 12 months (12% compared to 3%), as shown in **Figure 5.5**. Just over one in 10 (12%) said it is 'very likely' or 'fairly likely' that they would use an e-cycle share scheme in the next 12 months. However, almost two thirds (61%) said it is 'very unlikely' that they would.

Figure 5.5: Likelihood of using e-cycle schemes

Q216B [Postal Survey Q34]. How likely or unlikely would you be to use an e-cycle share scheme if it was available in your area?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7075)

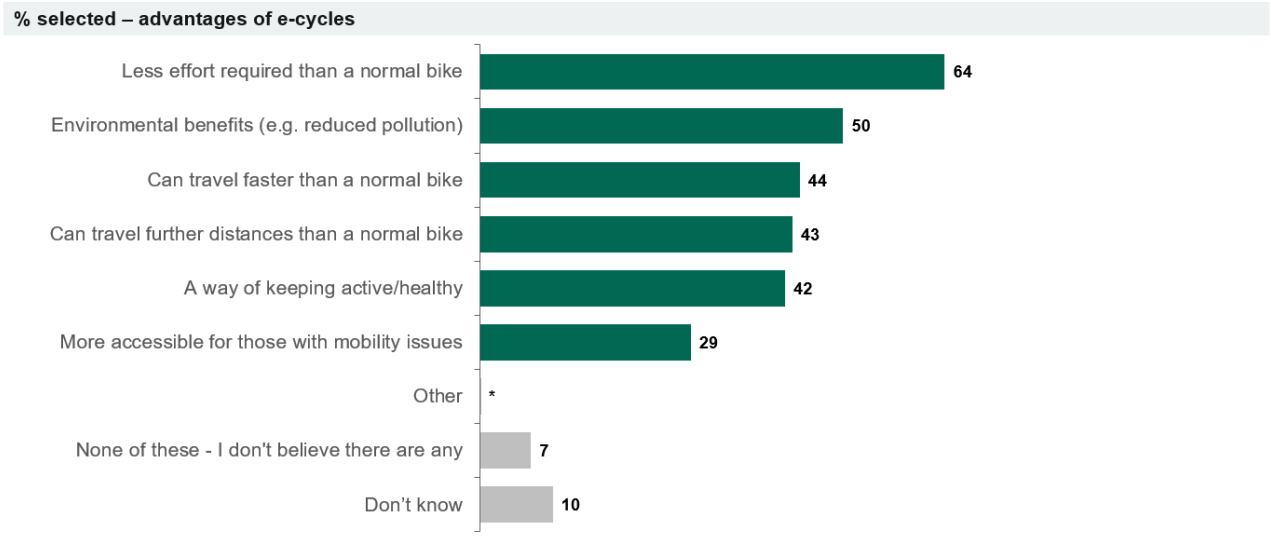
- People aged 16-20 were more likely to say they would be 'very likely' or 'fairly likely' to participate in an e-cycle sharing scheme in their local area (24%) than those aged 40 or over (8%).
- People from ethnic minority backgrounds were more likely ('very likely' or 'fairly likely') to participate in an e-cycle share scheme in their local area (22%) than white people (10%).

5.5 Advantages – prompted

In Autumn 2024, the most frequently selected advantage of e-cycles was 'less effort required than a normal bike' (64%), as shown in **Figure 5.6**. The next most selected advantages were 'environmental benefits (e.g. reduced pollution)' (50%), 'can travel faster than a normal bike' (44%), 'can travel further distances than a normal bike' (43%) and 'a way of keeping active/healthy' (42%).

On average, people selected three advantages of e-cycles.

Figure 5.6: Advantages of e-cycles



Q140 [Postal Survey 32]. Which of the following, if any, do you think are advantages of e-cycles?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7082)

- The advantage of 'less effort required than a normal bike' appealed more to the middle age groups. A higher proportion of people aged 40-49 (67%), 50-59 (67%) and 60-69 (70%) selected this as an advantage compared to those aged 16-20 (57%) and 70 or over (62%).

- Conversely, younger people were more likely to say e-cycles 'can travel faster than a normal bike' than older people. For example, 54% of those aged 16-20 and 58% of those aged 21-29 selected this compared to 41% of 50-59, 34% of 60-69 and 27% of those aged 70+.

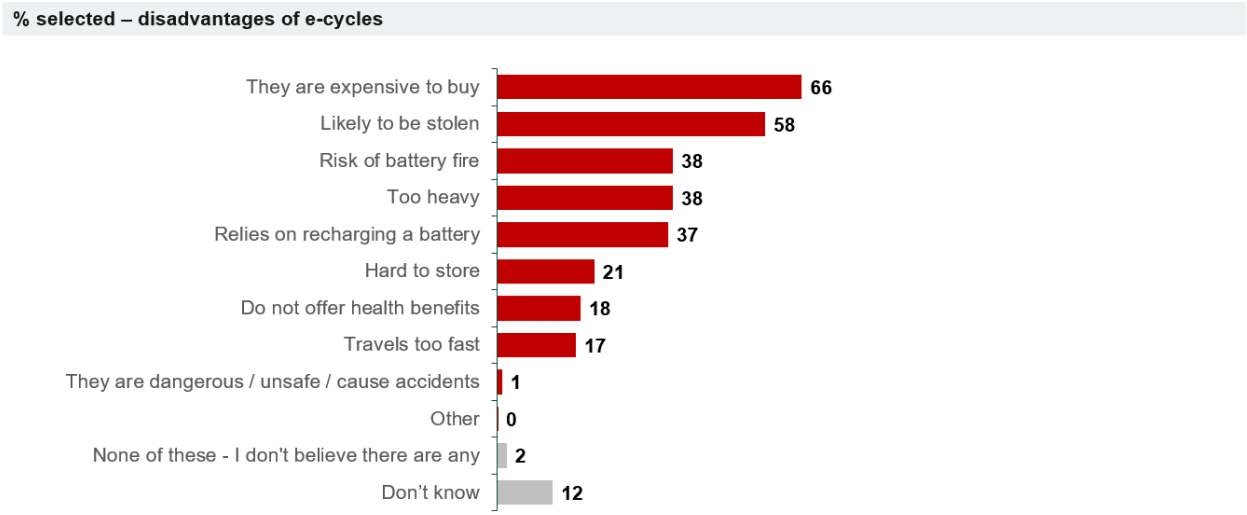
- People living in England and Scotland were more likely to say that 'less effort is required than a normal bike' (65% and 66%, respectively) than those living in Northern Ireland (56%). There was no difference between residents in Wales and other UK countries.

5.6 Disadvantages – prompted

In Autumn 2024, the most frequently selected disadvantage of e-cycles was ‘they are expensive to buy’ (66%), as shown in **Figure 5.7**. The next most selected disadvantages were ‘likely to be stolen’ (58%), ‘risk of battery fire’ (38%), ‘too heavy’ (38%) and ‘relies on recharging a battery’ (37%)

On average, people selected a similar number of advantages and disadvantages for e-cycles, with an average of three each.

Figure 5.7: Disadvantages of e-cycles



Q142 [Postal Survey 33]. Which of the following, if any, do you think are disadvantages of e-cycles?
Base: All 16+ in UK (unweighted valid responses, Autumn 24: 7080)

- Urban residents were more likely than rural residents to select disadvantages such as e-cycles being 'likely to be stolen' (59% compared to 54%) and 'hard to store' (22% compared to 16%).
- The proportion who selected that e-cycles are 'likely to be stolen' as a disadvantage was higher among 16-29-year-olds (69%) than those aged 60 or over (49%).
- People aged 70 or over were more likely to select 'travels too fast' as a disadvantage of e-cycles (22%) compared to 16-20-year-olds (12%).

6 Appendix

6.1 Methodology

The Department for Transport (DfT) commissioned Ipsos to undertake a series of surveys to measure public awareness, attitudes and behaviours in relation to existing and emerging transport technologies aiming to:

- Fill gaps in knowledge about what the public know and think via a survey representative of those aged 16+ living in the UK; and
- Identify and analyse differences between population subgroups.

This wave employed a UK-wide, push-to-web methodology with a postal option, reaching a sample size of 7,091 individuals (unweighted). This new approach prioritises gathering data from a fresh sample of participants each wave, minimising potential bias and providing a current snapshot of public opinion.

Previous Transport Technology Tracker Methodologies:

- Waves 1-5 (2017-2020): Biannual face-to-face omnibus surveys. Due to the Coronavirus pandemic, the survey moved to an online methodology for Wave 6 (August 2020), with a small number of respondents interviewed over the phone.
- Waves 7-11 (2020-2023): Online surveys using Ipsos' KnowledgePanel
- All previous wave data can be found here: https://www.gov.uk/government/publications/transport-and-transport-technology-public-attitudes-tracker

The differences in sample composition and measurement mode introduced in Autumn 2024 make comparisons with the previous 11 waves inadvisable. This is because we cannot be certain about the extent to which any observed differences are due to genuine change in public perceptions or due to the change in methodology. However, all previous reports remain available for those interested in exploring long-term trends. Future waves of the tracker will use this current methodology, enabling robust year-on-year comparisons from the next wave onwards.

A representative sample of 7,091 (unweighted) adults aged 16+ across the UK completed the survey between 2nd September and 23rd October 2024 during the Autumn 2024 wave. Up to two adults (aged 16+) from 22,541 households across the UK were invited to participate in the survey. Participants from across 5,166 households took part.

This data was collected using a UK-wide, push-to-web methodology with a postal survey option. This approach randomly sampled addresses from the Postcode Address File (PAF) and invited residents to participate online. A reminder letter was sent to those who had not responded to the survey online within the first few weeks of the fieldwork. Half of the reminder letters included two paper questionnaires to ensure the inclusion of digitally excluded respondents, whilst the other half of the reminders included another online survey invitation. Paper questionnaires were also available upon request throughout the entire fieldwork period. 5,736 completed the survey online and 1,355 completed the paper survey.

Data were weighted by age, gender, region, deprivation quintile, highest level of education, ethnicity and number of adults in the household to reflect the profile of the population. Population profiles were based

on data from ONS 2022 mid-year population estimates, the ONS Annual Population Survey 2022-2023 and Census 2021.

This report focuses on the following demographic groups: gender, age, ethnicity, region, urbanity, working status, health conditions, vehicle ownership and household income based on the following categories: <£25,999, £26,000-£51,999, £52,000-£99,999, £100,000+.

Commentary focuses on significant differences *between* sub-groups in the same category (e.g. different age groups) based on a 95% confidence interval. Lack of reference to other groups and geographies does not mean there are not statistically significant differences – for example, men's claimed levels of awareness and knowledge tend to be higher than women's, and there are some differences between regions. Data tables of the full Autumn 2024 wave dataset are published alongside this report.

The total sum of answer codes may appear to be higher/lower than 100% and combinations might not sum to their constituent parts (e.g. 'agree' relative to 'strongly agree'/'tend to agree'). This is due to the rounding of results to the nearest whole number.

6.2 Questionnaire

ASK ALL
TEXT

SurveyIntro

INSERT LANDING PAGE

ASK ALL
NUMERIC
SCREEN OUT AGE < 16 YEARS
D1a.
What was your age on your last birthday?

998. Prefer not to say

ASK THOSE WHO SAID PREFER NOT TO SAY AT D1a [D1a=998]
SINGLE CODE
D1b.
Which age group are you in?
Please select one option only
1. 16 to 20 years
2. 21 to 29 years
3. 30 to 39 years
4. 40 to 49 years
5. 50 to 59 years
6. 60 to 69 years
7. 70 years or older
8. Prefer not to say **[SCREEN OUT]**

ASK THOSE WHO SAID THEY ARE AGED 16-20 YEARS AT D1b [D1B=1]
SINGLE CODE
D1c.
Are you age 17 years or older?
Please select one option only
1. Yes
2. No
3. Prefer not to say

The following set of questions are asked on behalf of the Department for Transport. The questions are about the different types of transport that you may use and your plans for the future.
ASK ALL AGED 17+ YEAR [D1A =/> 17 OR D1B = CODE 2-7 OR D1C = YES]
SINGLE CODE
Q101
Do you hold a valid UK car driving licence?
This includes international permits or other foreign licences valid in the UK.
Please select one option only
1. Yes, full licence for car
2. Yes, provisional licence for car
3. Currently disqualified
4. No, I do not hold a valid UK driving licence
5. No, I voluntarily surrendered my valid UK driving licence
998. Don’t know

ASK ALL
SINGLE CODE
Q102

How many cars or vans does <u>your household</u> own or have continuous use of at present?
Please include company cars or vans if available for your private use.
Please also include any broken-down cars or vans which may be in use within the next month.
Please select one option only
1. 1
2. 2
3. 3 or more
4. None
998. Don't know

ASK ALL WITH CARS/VANS IN HOUSEHOLD OR HAVE USE OF THEM (CODES 1-3 AT Q102)
SINGLE CODE
Q103
Do you <u>personally</u> own or have continual use of a car or van?
Please include company cars or vans if available for your private use.
Please also include any broken-down cars or vans which may be in use within the next month.
Please select one option only
1. Yes
2. No
998. Don't know

ASK ALL WHO HAVE PERSONAL USE/OWN A CAR OR VAN [CODE 1 AT Q103]
SINGLE CODE
W8 INT Q201
Thinking now about the one car or van that you <u>personally</u> use the most, whether as driver or passenger, what type of vehicle is it?
If you use two or more cars/vans equally, please think about the one you used most recently.
Please select one option only
1. Petrol
2. Diesel
3. Electric/battery only
4. Hybrid (i.e combination of electric and petrol)
5. Plug-in hybrid (PHEV)
6. Liquified Petroleum Gas (LPG)
7. Bi-fuel (a combination of two fuels but not hybrid)
8. Other (please specify)
998. Don't know

ASK ALL WITH CARS/VANS IN HOUSEHOLD OR HAVE USE OF THEM (CODES 1-3 AT Q102)
SINGLE CODE
W8 INT Q202
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.
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)

ASK ALL
SINGLE CODE
Q104
When, if at all, do you think you will personally next buy, lease or replace a car or van, either new or second hand?
Please select one option only
1. Within the next year
2. In more than 1 year, but up to 2 years
3. In more than 2 years, but up to 3 years
4. In more than 3 years, but up to 5 years
5. In more than 5 years
6. I don't intend to ever buy or replace a car/van
998. Don't know

ASK ALL WHO INTEND TO BUY OR REPLACE A CAR/VAN- (CODES 1-5 AT Q104)
SINGLE CODE
Q105
And is the car or van that you intend to buy or lease in the future more likely to be new or second hand?
Please select one option only
1. More likely to be a new car/van
2. More likely to be a second-hand car/van
998. Don't know

ASK ALL WHO INTEND TO BUY OR REPLACE A CAR/VAN (CODES 1-5 AT Q104)
SINGLE CODE
Q106
What type of car or van do you think you will most likely purchase or lease next time?
If you would buy more than one type, please select which one you would use for your main vehicle.
Please select one option only
1. Petrol car or van
2. Hybrid car or van (petrol and electric)
3. Diesel car or van
4. Electric/battery only car or van
5. Other (please specify) **[FIX]**
998. Don't know **[FIX]**

ASK ALL WHO WILL MOST LIKELY PURCHASE A HYBRID CAR/VAN (CODE 2 AT Q106)
SINGLE CODE
Q107
What type of hybrid car or van do you think you will most likely purchase or lease next time?
Please select one option only
1. A plug-in hybrid (that plugs in to an external power source to recharge)
2. A non-plug-in hybrid (that recharges while driving and is ultimately fuelled by petrol or diesel – it cannot be plugged in to an external power source)
3. Undecided **[FIX]**
998. Don't know **[FIX]**

ASK ALL
SINGLE CODE
Q108
The next set of questions are about electric vehicles. Unlike hybrid cars or vans, battery electric vehicles run fully off electricity. These fully electric cars or vans plug in to an external power source to recharge.
Before today, how much, if anything, would you say you knew about electric cars or vans?
Please select one option only

1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about them
5. Never heard of them

998. Don't know

ASK ALL
ALLOW MULTICODE 1-8
Q111
Which of the following, if any, do you think are <u>advantages</u> of fully electric over petrol or diesel cars or vans?
Please select all that apply

1. Environmental benefits (e.g. reduced pollution)
2. Cheaper to run or maintain
3. Less noisy
4. Reduced road tax
5. Better vehicle performance (e.g. speed, handling, size, looks)
6. No need to visit petrol stations to top-up fuel
7. Recharging is easier/more convenient than re-fuelling
8. Other (please specify**)** **[FIX]**
9. None of these – I don't believe there are any advantages **[FIX] [EXCLUSIVE]**

998. Don't know **[FIX] [EXCLUSIVE]**

ASK ALL
ALLOW MULTICODE 1-9
Q113
Which of the following, if any, do you think are <u>disadvantages</u> of electric over petrol or diesel cars or vans?
Please select all that apply

1. Less distance can be travelled on one charge
2. Not enough charging points
3. Expensive to run or maintain
4. Knowing where and how to charge
5. The time taken to recharge
6. Cost to buy
7. The need to recharge
8. Negative impacts on the environment
9. Other (please specify) **[FIX]**
10. None of these – I don't believe there are any disadvantages **[FIX] [EXCLUSIVE]**

998. Don't know **[FIX] [EXCLUSIVE]**

ASK ALL
SINGLE CODE
W8 PUR Q203

These next questions are about electric vehicle charging points – that is, places where members of the public can charge an electric vehicle perhaps when they are travelling somewhere or because they cannot charge their vehicle at home. These are found in some car parks, at garages and service stations on motorways/major roads and in towns and cities. The images below show some examples.

Thinking back to the PAST MONTH or so, did you see an electric vehicle charging point(s)? It does not matter whether or not you used the charging point.
When answering please think of your local area as the area that is within 15-20 minutes' walk or 5 minutes' drive from your home.
Please select one option only

1. Yes – only within my local area
2. Yes – only outside my local area
3. Yes – both within and outside of my local area
4. No – did not see an electric vehicle charging point in the past month
5. Don't know/can't remember

ASK ALL RESPONDED 'YES' AT W8 PUR Q203 [W8 PUR Q203 = 1 OR 2 OR 3]
ALLOW MULTICODES AT 1 - 7
W8 PUR Q204
You said that you have seen an electric vehicle charging point(s) in the past month. Where did you see it/them?
Please select all that apply

1. On the street
2. At a supermarket
3. At a public or council car park
4. At a workplace e.g. outside business offices
5. At a garage/petrol station where you can refuel
6. At a service station on a motorway/major road
7. Other (please specify)
998. Don't know/can't remember **[EXCLUSIVE]**

ASK ALL
SINGLE CODE
W8 PUR Q205
Thinking about where you live most of the time, how far away is the nearest charging point for electric vehicles – that is, a point which can be used by any member of the public wanting to charge an electric vehicle? If you are not sure, please give your best estimate.
Please select one option only

1. Less than a mile away (approximately a 3-minute drive, 20-minute walk)
2. More than a mile but less than 5 miles away (up to a 15-minute drive, 1 hour walk)

3. More than 5 miles but less than 10 miles away (up to a 30-minute drive, 1.5 hour walk)
4. 10 miles or further away
998. Don't know

ASK ALL
ALLOW MULTICODES 1-5
W8 PUR Q206
Please select all that apply
As you may know, some electric vehicle owners charge their vehicles at charging points situated in public places. What concerns would you have, if any, about using a charging point?

1. The time it would take to re-charge
2. The inconvenience of having to wait while the vehicle charged
3. Uncertainty about whether the chargepoint would be available when I needed it (e.g. having to queue, or the chargepoint being out of order)
4. The cost of recharging
5. Concerns about the safety and security of the vehicle if left unattended
6. Other (please specify)
7. I would not have any concerns **[EXCLUSIVE]**

998. Don't know/I would need further information **[EXCLUSIVE]**

ASK ALL
SINGLE CODE
Q122
An electric or motorized scooter is a scooter with a small engine or electric motor. An electric scooter is commonly referred to as an e-scooter. E-scooters can be purchased for private use or hired in a number of locations across the country.
Before today, how much, if anything, would you say you knew about electric scooters?

Please select one option only

1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about them
5. Never heard of them

998. Don’t know

ASK ALL
SINGLE CODE
Q123
Do you <u>personally</u> own an electric scooter?
Please select one option only

1. Yes
2. No

998. Don’t know

ASK ALL

SINGLE CODE
Q124
How often, if at all, have you personally used a privately owned electric scooter in the UK in the last 12 months?
Please select one option only
1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three months
6. About once every six months
7. About once every year
8. Less often than once a year
9. Never
10. Don't know

ASK ALL
SINGLE CODE
Q125
How often, if at all, have you personally used a rental electric scooter in the UK in the last 12 months?
Please select one option only
1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three months
6. About once every six months
7. About once every year
8. Less often than once a year
9. Never
10. Don't know

ASK ALL WHO RESPONDED 1–8 AT Q124 OR Q125
MULTICODES 1-10
W8 ES Q209
What are your reasons for using an e-scooter?
Please only include travel within the UK.
Please select all that apply
1. Going to or from work
2. Other work-related reasons e.g. travelling to a meeting outside my usual place of work
3. Visiting friends/family
4. Going shopping
5. Going for a ride
6. Going to or from education (e.g. school, college, university etc.)
7. Going to or from a leisure activity (e.g. eating/drinking, cinema, music venue, playing sport etc.)
8. Going to or from a medical appointment (e.g. doctor, hospital, dentist etc.)
9. To get to public transport
10. Other (please specify) **[FIX]**
998. Don't know **[FIX], [EXCLUSIVE]**

ASK ALL
SINGLE CODE
W8 ES Q210
How likely or unlikely are you to purchase an e-scooter in the next 12 months?
Please select one option only
1. Very likely

2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely
6. I already own an e-scooter
998. Don't know

ASK ALL
ALLOW MULTICODES 1-14
Q127
Which of the following, if any, do you think are advantages of electric scooters?
Please select all that apply
1. Environmental benefits (e.g. reduced pollution)
2. Quicker to get around than walking
3. Easy to use
4. Cheaper than other travel options
5. Able to easily store and carry (e.g. onto other forms of transport, into work)
6. Good alternative to cars
7. Convenient for short journeys
8. Increased use leads to less traffic/cars on the road
9. Fun to ride
10. Easy to park (if using rental e-scooter)
11. Good for people who can't travel (far) by foot/bike
12. The cost to buy or rent
13. A way of keeping active/healthy
14. Other (please specify) [FIX]
15. None of these – I don't believe there are any advantages **[FIX], [EXCLUSIVE]**
998. Don't know **[FIX], [EXCLUSIVE]**

ASK ALL
ALLOW MULTICODES 1-11
Q129
Which of the following, if any, do you think are disadvantages of electric scooters?
Please select all that apply
1. Poses safety risk on busy roads
2. Poses safety risk to pedestrians (e.g. on the road, pavements)
3. Users do not follow the law
4. Poses safety risk to the rider
5. Relies on recharging a battery
6. Fewer health benefits than cycling or walking
7. Weather dependent
8. Lack of regulation (e.g. no licence/insurance/helmet required)
9. Cost to buy
10. Risk of battery fire
11. Other (please specify) **[FIX]**
12. None of these – I don't believe there are any disadvantages **[FIX], [EXCLUSIVE]**
998. Don't know **[FIX], [EXCLUSIVE]**

ASK ALL
SINGLE CODE PER STATEMENT
W8 ES Q212
E-scooters can be purchased for private use or hired in a number of locations across the country.
Here are some statements about rules about using e-scooters in the UK. For each one, please indicate whether you think it is true or false or whether you don't know.

A) If you own an e-scooter, you are legally allowed to ride it on pavements and footpaths

B) If you own an e-scooter, you are legally allowed to ride it on roads and cycle lanes

C) If you hire an e-scooter, you are legally allowed to ride it on pavements and footpaths

D) If you hire an e-scooter, you are legally allowed to ride it on roads and cycle lanes

Please select one option only
1. True
2. False
998. Don't know

ASK ALL

SINGLE CODE
Q137
An electric cycle or e-cycle, commonly referred to as an e-bike, is one that is powered by electricity as well as propelled by pedals. E-cycles can be purchased for private use and used through cycle hire and cycle share schemes in a number of locations across the country.
Before today, how much, if anything, would you say you knew about E-cycles?

Please select one option only
1. A great deal
2. A fair amount
3. Just a little
4. Heard of, know nothing about them
5. Never heard of them
998. Don't know

ASK ALL
SINGLE CODE PER STATEMENT
W8 EC Q213a
Do you personally own an e-cycle?
Please select one option only
1. Yes
2. No
3. Don't know

ASK ALL
SINGLE CODE PER STATEMENT
W8 EC Q213b
Do you personally own a standard cycle (e.g. a push bike)?
Please select one option only
1. Yes
2. No
3. Don't know

ASK ALL
SINGLE CODE
W8 EC Q214
How likely or unlikely are you to purchase an e-cycle in the next 12 months?
Please select one option only
1. Very likely
2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely
6. I already own an e-cycle
998. Don't know

ASK ALL
SINGLE CODE
Q138
How often, if at all, have you personally used an e-cycle in the last 12 months?
Please select one option only
1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three months
6. About once every six months
7. About once every year
8. Less often than once a year
9. Never
10. Don't know

ASK ALL
SINGLE CODE
W8 EC Q215
How often, if at all, have you personally used a standard cycle (e.g. a push-bike) in the last 12 months?
Please select one option only
1. Every day
2. Most days
3. About once or twice per week
4. About once or twice per month
5. About once every three months
6. About once every six months
7. About once every year
8. Less often than once a year
9. Never
10. Don't know

ASK ALL
ALLOW MULTICODES 1-7
Q140
Which of the following, if any, do you think are advantages of E-cycles?
Please select all that apply

1. Environmental benefits (e.g. reduced pollution)
2. A way of keeping active/healthy
3. Less effort required than a normal bike
4. Can travel further distances than a normal bike
5. Can travel faster than a normal bike
6. More accessible for those with mobility issues
7. Other (please specify) **[FIX]**
8. None of these – I don't believe there are any advantages **[FIX] [EXCLUSIVE]**

998. Don't know **[FIX] [EXCLUSIVE]**

ASK ALL
ALLOW MULTICODES 1-8
Q142
Which of the following, if any, do you think are disadvantages of E-cycles?
Please select all that apply

1. They are expensive to buy
2. Too heavy
3. Likely to be stolen
4. Travels too fast
5. Hard to store
6. Do not offer health benefits
7. Relies on recharging a battery
8. Risk of battery fire
9. Other (please specify) **[FIX]**
10. None of these – I don't believe there are any disadvantages **[FIX] [EXCLUSIVE]**

998. Don't know **[FIX] [EXCLUSIVE]**

ASK ALL
SINGLE CODE
W8 EC Q216B
An e-cycle share scheme is a service that allows people to pay to hire an e-cycle by collecting it from a "docking" point such as a bike rack or a "dockless" location such as a pavement or where it has been left by previous users. This could involve share schemes that are available to anyone, or they could be targeted share schemes that are available to employees in a workplace, or community groups.
How likely or unlikely would you be to use an e-cycle share scheme if it was available in your area?
Please select one option only

1. Very likely
2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely

998. Don't know

NEW SCREEN
ASK ALL
TEXT
GQ_INTRO

These next questions are about your general travel habits, current behaviour and personal circumstances.

ASK ALL
SINGLE CODE
D13.
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.
Please select one option only
1. Yes
2. No
3. Don't know

ASK THOSE WHO RESPONDED YES AT D13 [D13=1]
SINGLE CODE
D14.
Do you typically use your smartphone to go online for any of these purposes?
Please select all that apply.
1. Route planning/route planning apps
2. Maps/navigation/satnavs
3. Checking live travel times (e.g. bus, train, tram, flights etc.)
4. Buying train tickets online
5. Buying bus/other public transport tickets online
6. Checking traffic updates
7. Booking a taxi or minicab using an app (such as Uber)
8. E-scooter/e-cycle hire via an app
9. Electric vehicle charging via an app
10. Finding out about services available in the area (e.g. restaurants, cafes, shops, garages)
11. None of these **[FIX] [EXCLUSIVE]**

ASK ALL
MULTICODE 1-14
B17.
Looking at this list, which of these things are important to you when buying a car or van?
Please select 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 (please specify)
998. Don't know **[FIX] [EXCLUSIVE]**

ASK ALL
SINGLE CODE
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?
Please select one option only
1. Regularly
2. Sometimes
3. Have only done this once or twice
4. Never
998. Don't know

ASK ALL
MULTICODE
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.
Please select all that apply
1. Go out on foot
2. Use local buses
3. Get in or out of a car
998. None of these **[EXCLUSIVE]**

ASK ALL
SINGLE CODE
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.
Please select one option only
1. Yes – impossible
2. Yes – difficult
3. No
998. Don't know

ASK ALL
SINGLE CODE
F5.
Do any children live with you either all or some of the time? By children, we are referring only to children under the age of 16.
Please select one option only.
1. Yes
2. No
3. Prefer not to say

ASK ALL
SINGLE CODE
F12.
Please indicate whether you have any of the educational or school qualifications listed.
Please select your highest level of education or qualification.
Please select one option only

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. Prefer not to say

ASK ALL
SINGLE CODE
D2.
Which of the following best describes your gender?
Please select one option only

1. Man
2. Woman
3. Non-binary
4. My gender is not listed
5. Prefer not to say

ASK ALL
SINGLE CODE
D3.
Including yourself, how many people aged 16 and over live in your household?
If you are the only adult in your household, please type 1.

988. Prefer not to say

ASK ALL
SINGLE CODE
D4.
Which of these best describes your current situation?
Please select one option only

1. Working full-time (30+ hours)
2. Working part-time (8-29 hours)
3. Unemployed – less than 12 months
4. Unemployed (long term) – more than 12 months
5. Not working – retired
6. Not working – looking after house/children
7. Not working – long term sick or disabled
8. Student – in full-time education studying for a recognised qualification
9. Student – in part-time education studying for a recognised qualification
10. Other
11. Prefer not to say

ASK ALL
SINGLE CODE
D5.
Does your household own or rent this accommodation?
Please select one option only
1. Buying it on a mortgage
2. Own it outright
3. Rent it from Local Authority
4. Rent it from Housing Association/Trust
5. Rent it from private landlord
6. Other
998. Don't know
999. Prefer not to say

ASK ALL
SINGLE CODE
D6.
What is the total income of your household as a whole (earned by all members of your household), per year from all sources before tax – including benefits, saving and so on?
Please select one option only
1. Up to £25,999
2. £26,000 up to £51,999
3. £52,000 up to £99,999
4. £100,000 and above
998. Don't know
999. Prefer not to say

ASK ALL
SINGLE CODE
D7.
Which one of the following best describes your ethnic group or background?
Please select one option only

A. White
   1. English, Welsh, Scottish, Northern Irish or British
   2. Irish
   3. Gypsy or Irish Traveller
   4. Roma
   5. Any other White background
B. Mixed or Multiple ethnic groups
   6. White and Black Caribbean
   7. White and Black African
   8. White and Asian
   9. Any other Mixed or Multiple ethnic background
C. Asian or Asian British
   10. Indian
   11. Pakistani
   12. Bangladeshi
   13. Chinese
   14. Any other Asian background
D. Black, Black British, Caribbean or African
   15. Caribbean
   16. African
   17. Any other Black, Black British, Caribbean or African background
E. Other ethnic group
   18. Arab
   19. Any other ethnic group
   20. Prefer not to say

ASK ALL
TEXT
NS-SEC_INTRO
The final few questions refer to your current main job, or, if you are not working now, to your last main job.

ASK ALL
SINGLE CODE
D8.
Do (did) you work as an employee or are (were) you self-employed?
Please select one option only.
1. Employee
2. Self-employed with employees
3. Self-employed or freelance without employees
4. I have never had a job

ASK THOSE WHO HAVE/HAD A JOB (D8=1 OR 2 OR 3)
SINGLE CODE
D9.
How many people work (worked) for your employer at the place where you work (worked)? If you are self-employed: How many people do (did) you employ?
Please select one option only
1. 1 to 24
2. 25 or more
998. Don't know
999. Prefer not to say

ASK THOSE WHO HAVE/HAD A JOB (D8=1 OR 2 OR 3)
SINGLE CODE
D10.
Do (did) you supervise any other employees?
A supervisor is responsible for overseeing the work of other employees on a day-to-day basis.
Please select one option only
1. Yes
2. No

ASK THOSE WHO HAVE/HAD A JOB (D8=1 OR 2 OR 3)
SINGLE CODE
D11.
Which of the following best describes the sort of work you do in your current job?
If you are not working now, please select which best described what you did in your last job.
Please select one option only
1. **Modern professional occupations**
Such as: teacher, nurse, physiotherapist, social worker, welfare officer, artist, musician, police officer (sergeant or above) or software designer
2. **Clerical and intermediate occupations**
Such as: secretary, personal assistant, clerical worker, office clerk, call centre agent, nursing auxiliary or nursery nurse
3. **Senior managers or administrators**
Such as: finance manager or chief executive (usually responsible for planning, organising and co-ordinating work, and for finance)
4. **Technical and craft occupations**
Such as: motor mechanic, fitter, inspector, plumber, printer, tool maker, electrician, gardener or train driver
5. **Semi-routine manual and service occupations**
Such as: postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, receptionist or sales assistant
6. **Routine manual and service occupations**
Such as: HGV driver, van driver, cleaner, porter, packer, sewing machinist, messenger, labourer, waiter/waitress or bar staff
7. **Middle or junior managers**
Such as: office manager, retail manager, bank manager, restaurant manager, warehouse manager or publican
8. **Traditional professional occupations**
Such as: accountant, solicitor, medical practitioner, scientist or civil/mechanical engineer
9. Prefer not to say

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 specific standard for market, opinion and social research, including insights and data analytics. Ipsos UK was the first company in the world to gain this accreditation.

Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.

ISO 9001

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

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

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

Ipsos UK is required to comply with the UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA). These cover the processing of personal data and the protection of privacy.

HMG Cyber Essentials

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. This is a government-backed, key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessed and validated for certification in 2016.

Fair Data

Ipsos UK is signed up as a "Fair Data" company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of data protection legislation. .

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