

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE
Base									

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	974	1102	217	340	374	394	751	1299	777
<b>All UK adults</b>	2076	999	1077	249	345	375	368	739	1142	934	
Car	71%	74%	69%	40%	68%	76%	78%	78%	78%	64%	
Van	2%	3%	1%	3%	-	4%	3%	1%	1%	4%	
Motorbike/ moped	2%	3%	1%	3%	1%	1%	4%	2%	2%	2%	
Other motorised vehicle	2%	3%	0%	5%	1%	1%	2%	1%	1%	3%	
Not applicable - I do not currently drive	27%	23%	30%	54%	31%	22%	21%	21%	22%	33%	

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	974	1102	217	340	374	394	751	1299	777
	All UK adults	2076	999	1077	249	345	375	368	739	1142	934
More often than 3 times a day	1%	1%	2%	3%	3%	1%	1%	0%	1%	2%	
2 to 3 times a day	5%	5%	6%	7%	7%	4%	7%	3%	6%	5%	
Once a day	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	
Once a day or more (Net)	8%	7%	9%	12%	11%	7%	9%	5%	8%	8%	
4 to 6 days a week	4%	4%	3%	9%	4%	3%	3%	2%	3%	4%	
2 to 3 days a week	9%	10%	8%	12%	7%	6%	4%	13%	8%	10%	
Once a week	8%	9%	6%	9%	9%	4%	5%	10%	8%	7%	
At least once a week, less than once a day (Net)	20%	23%	18%	29%	19%	14%	12%	25%	19%	21%	
2 to 3 times a month	8%	8%	7%	7%	8%	6%	4%	9%	9%	6%	
Once a month	4%	5%	4%	4%	2%	5%	5%	5%	5%	4%	
At least once a month, less than once a week (Net)	12%	13%	11%	11%	11%	11%	9%	15%	14%	10%	
Less often than once a month	26%	24%	28%	20%	27%	28%	32%	25%	25%	28%	
Never	32%	31%	32%	23%	31%	38%	37%	29%	32%	31%	
Not applicable – there are no public bus services in my local area	2%	2%	2%	5%	2%	3%	2%	2%	2%	3%	

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Fieldwork: 25th - 27th March 2013

Total	Gender		Age					Social Grade	
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	949	1071	204	331	362	387	736	1273	747
<b>All UK adults who have buses in their local area</b>	2031	977	1053	238	339	365	361	728	1122	909
A lot more likely	3%	2%	4%	3%	4%	4%	2%	3%	2%	4%
Slightly more likely	9%	10%	9%	10%	14%	9%	8%	7%	10%	9%
Neither more or less likely	59%	60%	57%	50%	55%	59%	64%	60%	58%	59%
Slightly less likely	1%	2%	1%	3%	2%	1%	1%	0%	1%	1%
A lot less likely	3%	2%	3%	6%	2%	2%	2%	3%	2%	4%
Don't know	15%	13%	16%	12%	13%	17%	15%	15%	15%	15%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	11%	10%	16%	10%	9%	7%	11%	11%	9%

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Fieldwork: 25th - 27th March 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	227	106	121	29	43	38	38	79	155	72
<b>All UK adults who's local buses already announce stops</b>		214	108	106	39	35	32	26	83	128	85
Very helpful	50%	45%	55%	49%	50%	48%	56%	50%	57%	41%	
Fairly helpful	35%	41%	29%	42%	27%	36%	22%	39%	32%	40%	
Not that helpful	4%	3%	5%	-	14%	2%	2%	3%	3%	6%	
Not at all helpful	2%	3%	1%	-	2%	1%	5%	2%	2%	2%	
Don't know	9%	7%	10%	9%	7%	13%	14%	5%	7%	11%	

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	456	312	221	284	508	100	145	50
	All UK adults	2076	496	332	193	257	461	102	176	58
Car	71%	71%	70%	78%	60%	79%	77%	64%	72%	
Van	2%	2%	1%	4%	3%	1%	4%	4%	1%	
Motorbike/ moped	2%	1%	2%	3%	2%	2%	2%	3%	3%	
Other motorised vehicle	2%	0%	2%	2%	1%	1%	2%	6%	6%	
Not applicable - I do not currently drive	27%	28%	28%	20%	39%	20%	23%	32%	22%	

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	456	312	221	284	508	100	145	50
	All UK adults	2076	496	332	193	257	461	102	176	58
More often than 3 times a day	1%	1%	1%	2%	3%	1%	-	0%	1%	1%
2 to 3 times a day	5%	4%	4%	5%	12%	2%	8%	7%	5%	5%
Once a day	1%	1%	2%	-	3%	0%	1%	1%	-	-
Once a day or more (Net)	8%	7%	7%	7%	18%	3%	8%	8%	6%	6%
4 to 6 days a week	4%	5%	3%	2%	9%	1%	0%	4%	2%	2%
2 to 3 days a week	9%	7%	7%	9%	20%	8%	8%	7%	13%	13%
Once a week	8%	8%	9%	6%	11%	5%	1%	12%	5%	5%
At least once a week, less than once a day (Net)	20%	19%	19%	17%	40%	15%	10%	23%	19%	19%
2 to 3 times a month	8%	9%	7%	3%	7%	7%	8%	12%	10%	10%
Once a month	4%	5%	5%	3%	5%	5%	1%	3%	1%	1%
At least once a month, less than once a week (Net)	12%	14%	12%	7%	13%	11%	9%	14%	11%	11%
Less often than once a month	26%	30%	27%	24%	18%	30%	30%	26%	6%	6%
Never	32%	28%	34%	40%	10%	39%	36%	27%	56%	56%
Not applicable – there are no public bus services in my local area	2%	2%	2%	5%	1%	2%	6%	2%	2%	2%

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Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	444	304	211	280	498	93	142	48
<b>All UK adults who have buses in their local area</b>	2031	488	326	183	255	453	95	174	57
A lot more likely	3%	3%	5%	5%	4%	3%	-	1%	-
Slightly more likely	9%	12%	12%	10%	7%	7%	4%	8%	4%
Neither more or less likely	59%	67%	59%	60%	35%	58%	55%	71%	56%
Slightly less likely	1%	1%	2%	1%	0%	1%	3%	1%	-
A lot less likely	3%	2%	3%	6%	2%	3%	-	2%	7%
Don't know	15%	13%	13%	12%	8%	19%	31%	14%	19%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	2%	6%	7%	43%	9%	6%	3%	14%

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Total	Region							
Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
<b>All UK adults who's local buses already announce stops</b>	227	6	21	14	133	39	5	4	5
	214	8	20	13	110	43	6	6	8
Very helpful	50%	46%	22%	53%	66%	34%	29%	53%	12%
Fairly helpful	35%	12%	42%	14%	30%	52%	71%	47%	14%
Not that helpful	4%	17%	3%	13%	1%	-	-	-	47%
Not at all helpful	2%	-	5%	-	1%	5%	-	-	-
Don't know	9%	25%	28%	20%	2%	9%	-	-	26%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	1142	173	1315	81	461	82	137
<b>All UK adults</b>	2076	1144	172	1315	80	455	81	144	
Car	71%	75%	72%	75%	40%	77%	43%	57%	
Van	2%	4%	1%	3%	-	0%	0%	1%	
Motorbike/ moped	2%	2%	1%	2%	2%	2%	4%	4%	
Other motorised vehicle	2%	2%	2%	2%	3%	1%	5%	1%	
Not applicable - I do not currently drive	27%	23%	28%	23%	58%	23%	50%	41%	

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Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	1142	173	1315	81	461	82	137
	All UK adults	2076	1144	172	1315	80	455	81	144
More often than 3 times a day	1%	2%	2%	2%	3%	-	-	-	0%
2 to 3 times a day	5%	6%	5%	6%	6%	3%	3%	2%	
Once a day	1%	1%	-	1%	5%	1%	-	1%	
Once a day or more (Net)	8%	9%	7%	9%	15%	5%	3%	4%	
4 to 6 days a week	4%	3%	3%	3%	5%	3%	7%	5%	
2 to 3 days a week	9%	5%	14%	7%	11%	14%	23%	10%	
Once a week	8%	6%	6%	6%	3%	12%	17%	4%	
At least once a week, less than once a day (Net)	20%	15%	23%	16%	19%	29%	47%	18%	
2 to 3 times a month	8%	7%	9%	7%	6%	10%	7%	3%	
Once a month	4%	4%	3%	4%	6%	7%	1%	3%	
At least once a month, less than once a week (Net)	12%	11%	13%	11%	12%	16%	8%	6%	
Less often than once a month	26%	28%	21%	27%	20%	24%	20%	31%	
Never	32%	35%	32%	34%	28%	26%	21%	33%	
Not applicable – there are no public bus services in my local area	2%	2%	4%	2%	6%	1%	1%	7%	

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Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	1118	168	1286	75	454	80	125
<b>All UK adults who have buses in their local area</b>	2031	1126	165	1291	75	450	81	134
A lot more likely	3%	3%	2%	3%	4%	3%	2%	3%
Slightly more likely	9%	10%	11%	10%	12%	7%	17%	4%
Neither more or less likely	59%	58%	58%	58%	50%	60%	56%	61%
Slightly less likely	1%	1%	2%	1%	1%	0%	-	2%
A lot less likely	3%	3%	3%	3%	2%	1%	3%	2%
Don't know	15%	14%	17%	14%	11%	17%	10%	15%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	10%	7%	9%	21%	11%	13%	13%

## YouGov Survey Results

Sample Size: 2076  
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Total	Working Status						
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	227	124	12	136	12	51	14	14
<b>All UK adults who's local buses already announce stops</b>		214	110	11	121	16	50	10	17
Very helpful	50%	48%	82%	51%	36%	57%	55%	37%	
Fairly helpful	35%	39%	7%	36%	48%	36%	14%	26%	
Not that helpful	4%	3%	6%	3%	-	-	-	31%	
Not at all helpful	2%	3%	-	2%	-	-	13%	-	
Don't know	9%	8%	6%	8%	16%	7%	18%	5%	

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	1064	278	183	50	501	1541	253	191	63	507	28
<b>All UK adults</b>	2076	1083	261	170	45	516	1523	256	207	64	527	26	
Car	71%	81%	71%	66%	84%	52%	69%	78%	78%	76%	78%	60%	
Van	2%	2%	3%	1%	-	2%	2%	2%	6%	1%	3%	-	
Motorbike/ moped	2%	2%	2%	1%	-	2%	2%	2%	3%	6%	3%	-	
Other motorised vehicle	2%	1%	2%	4%	7%	2%	1%	1%	5%	3%	3%	-	
Not applicable - I do not currently drive	27%	18%	26%	30%	16%	45%	29%	21%	18%	21%	20%	40%	

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	1064	278	183	50	501	1541	253	191	63	507	28
<b>All UK adults</b>	<b>2076</b>	<b>1083</b>	<b>261</b>	<b>170</b>	<b>45</b>	<b>516</b>	<b>1523</b>	<b>256</b>	<b>207</b>	<b>64</b>	<b>527</b>	<b>26</b>	
More often than 3 times a day	1%	1%	2%	1%	-	3%	1%	0%	3%	3%	2%	-	
2 to 3 times a day	5%	4%	6%	6%	2%	8%	6%	5%	2%	1%	3%	1%	
Once a day	1%	1%	2%	2%	-	2%	1%	1%	1%	-	1%	-	
Once a day or more (Net)	8%	5%	9%	9%	2%	12%	8%	6%	6%	4%	6%	1%	
4 to 6 days a week	4%	3%	3%	2%	3%	5%	4%	2%	5%	-	3%	4%	
2 to 3 days a week	9%	8%	6%	16%	23%	10%	10%	6%	6%	6%	6%	2%	
Once a week	8%	7%	9%	7%	11%	9%	8%	7%	7%	10%	7%	3%	
At least once a week, less than once a day (Net)	20%	18%	18%	25%	36%	23%	22%	15%	17%	16%	16%	8%	
2 to 3 times a month	8%	7%	6%	11%	5%	9%	8%	6%	7%	1%	6%	5%	
Once a month	4%	5%	2%	4%	3%	5%	4%	5%	4%	2%	4%	19%	
At least once a month, less than once a week (Net)	12%	12%	7%	14%	8%	14%	12%	11%	12%	4%	10%	24%	
Less often than once a month	26%	27%	28%	23%	32%	24%	26%	32%	26%	20%	28%	18%	
Never	32%	36%	34%	24%	22%	24%	30%	33%	37%	56%	38%	20%	
Not applicable – there are no public bus services in my local area	2%	2%	4%	4%	-	3%	2%	3%	2%	1%	3%	29%	

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Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

	Unweighted Base	2020	1039	269	177	50	485	1508	246	186	62	494	18
<b>All UK adults who have buses in their local area</b>		2031	1067	252	164	45	503	1498	248	203	64	514	18
A lot more likely		3%	3%	4%	3%	11%	2%	3%	4%	3%	7%	4%	9%
Slightly more likely		9%	9%	9%	10%	2%	10%	9%	14%	10%	1%	11%	-
Neither more or less likely		59%	58%	61%	59%	61%	58%	61%	50%	58%	48%	53%	12%
Slightly less likely		1%	1%	4%	-	-	2%	1%	4%	-	-	2%	-
A lot less likely		3%	2%	1%	4%	-	4%	2%	1%	2%	15%	3%	11%
Don't know		15%	18%	12%	14%	3%	10%	13%	19%	19%	24%	20%	32%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers		11%	9%	9%	10%	22%	14%	11%	9%	9%	5%	8%	38%

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Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	227	100	29	18	10	70	172	30	17	2	49	6
<b>All UK adults who's local buses already announce stops</b>		214	92	23	16	10	73	165	21	18	3	42	7
Very helpful		50%	53%	53%	54%	10%	51%	53%	43%	46%	-	41%	50%
Fairly helpful		35%	26%	39%	30%	90%	39%	36%	49%	27%	-	36%	5%
Not that helpful		4%	7%	-	9%	-	1%	3%	-	25%	-	10%	-
Not at all helpful		2%	4%	-	2%	-	1%	1%	2%	-	-	1%	25%
Don't know		9%	10%	9%	4%	-	9%	7%	7%	2%	100%	12%	19%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	75	214	167	139	173	221	284	328	180	100	145	50
<b>All UK adults</b>	2076	74	237	186	163	170	193	257	302	158	102	176	58	
Car	71%	74%	71%	69%	69%	71%	78%	60%	84%	68%	77%	64%	72%	
Van	2%	1%	2%	3%	1%	2%	4%	3%	1%	1%	4%	4%	1%	
Motorbike/ moped	2%	1%	0%	2%	2%	3%	3%	2%	1%	5%	2%	3%	3%	
Other motorised vehicle	2%	1%	1%	-	4%	-	2%	1%	1%	1%	2%	6%	6%	
Not applicable - I do not currently drive	27%	26%	28%	29%	27%	28%	20%	39%	15%	30%	23%	32%	22%	

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Fieldwork: 25th - 27th March 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	75	214	167	139	173	221	284	328	180	100	145	50
	All UK adults	2076	74	237	186	163	170	193	257	302	158	102	176	58
More often than 3 times a day	1%	6%	0%	1%	2%	1%	2%	3%	2%	-	-	0%	1%	1%
2 to 3 times a day	5%	2%	3%	7%	2%	6%	5%	12%	1%	3%	8%	7%	5%	5%
Once a day	1%	-	0%	3%	-	4%	-	3%	0%	0%	1%	1%	-	-
Once a day or more (Net)	8%	8%	4%	11%	4%	10%	7%	18%	3%	4%	8%	8%	6%	6%
4 to 6 days a week	4%	-	5%	6%	4%	2%	2%	9%	1%	2%	0%	4%	2%	2%
2 to 3 days a week	9%	7%	7%	5%	11%	4%	9%	20%	7%	11%	8%	7%	13%	13%
Once a week	8%	5%	9%	7%	7%	12%	6%	11%	4%	8%	1%	12%	5%	5%
At least once a week, less than once a day (Net)	20%	12%	21%	18%	21%	17%	17%	40%	11%	22%	10%	23%	19%	19%
2 to 3 times a month	8%	13%	8%	8%	6%	8%	3%	7%	6%	8%	8%	12%	10%	10%
Once a month	4%	7%	5%	5%	5%	4%	3%	5%	4%	5%	1%	3%	1%	1%
At least once a month, less than once a week (Net)	12%	20%	13%	13%	11%	12%	7%	13%	10%	13%	9%	14%	11%	11%
Less often than once a month	26%	25%	27%	35%	29%	25%	24%	18%	28%	32%	30%	26%	6%	6%
Never	32%	32%	32%	22%	33%	36%	40%	10%	46%	28%	36%	27%	56%	56%
Not applicable – there are no public bus services in my local area	2%	3%	2%	1%	3%	1%	5%	1%	1%	2%	6%	2%	2%	2%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	72	207	165	133	171	211	280	322	176	93	142	48
<b>All UK adults who have buses in their local area</b>	2031	72	231	184	158	168	183	255	298	155	95	174	57
A lot more likely	3%	8%	2%	2%	7%	4%	5%	4%	3%	1%	-	1%	-
Slightly more likely	9%	6%	13%	14%	11%	14%	10%	7%	8%	7%	4%	8%	4%
Neither more or less likely	59%	70%	66%	67%	58%	60%	60%	35%	55%	63%	55%	71%	56%
Slightly less likely	1%	-	1%	3%	1%	2%	1%	0%	1%	1%	3%	1%	-
A lot less likely	3%	-	3%	1%	4%	3%	6%	2%	3%	3%	-	2%	7%
Don't know	15%	15%	14%	11%	14%	12%	12%	8%	22%	12%	31%	14%	19%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	-	2%	2%	6%	6%	7%	43%	8%	12%	6%	3%	14%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
<b>All UK adults who's local buses already announce stops</b>	227	-	4	2	9	12	14	133	23	16	5	4	5
Very helpful	50%	-	53%	35%	25%	20%	53%	66%	36%	31%	29%	53%	12%
Fairly helpful	35%	-	19%	-	62%	23%	14%	30%	52%	52%	71%	47%	14%
Not that helpful	4%	-	27%	-	-	6%	13%	1%	-	-	-	-	47%
Not at all helpful	2%	-	-	-	-	10%	-	1%	7%	2%	-	-	-
Don't know	9%	-	-	65%	13%	41%	20%	2%	4%	16%	-	-	26%

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	2076	1316	299	99	492
<b>All UK adults</b>	2076	1362	252	90	490	
Car	71%	70%	78%	79%	69%	
Van	2%	2%	2%	1%	3%	
Motorbike/ moped	2%	3%	2%	6%	2%	
Other motorised vehicle	2%	2%	2%	-	1%	
Not applicable - I do not currently drive	27%	28%	20%	19%	30%	

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base 2076	1316	299	99	492
	All UK adults 2076	1362	252	90	490
More often than 3 times a day	1%	2%	1%	1%	1%
2 to 3 times a day	5%	5%	5%	7%	8%
Once a day	1%	1%	3%	4%	1%
Once a day or more (Net)	8%	8%	10%	12%	10%
4 to 6 days a week	4%	4%	4%	6%	5%
2 to 3 days a week	9%	8%	5%	8%	6%
Once a week	8%	7%	8%	12%	11%
At least once a week, less than once a day (Net)	20%	19%	17%	27%	22%
2 to 3 times a month	8%	7%	6%	7%	6%
Once a month	4%	4%	5%	2%	5%
At least once a month, less than once a week (Net)	12%	11%	11%	9%	11%
Less often than once a month	26%	27%	26%	24%	26%
Never	32%	33%	36%	25%	30%
Not applicable – there are no public bus services in my local area	2%	2%	1%	3%	1%

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	1290	297	97	484
<b>All UK adults who have buses in their local area</b>	2031	1339	250	88	485
A lot more likely	3%	4%	2%	11%	3%
Slightly more likely	9%	10%	14%	14%	12%
Neither more or less likely	59%	58%	56%	54%	57%
Slightly less likely	1%	1%	2%	2%	3%
A lot less likely	3%	3%	1%	2%	3%
Don't know	15%	13%	10%	7%	11%
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	10%	14%	10%	12%

## YouGov Survey Results

Sample Size: 2076

Fieldwork: 25th - 27th March 2013

Total	Social Media (monthly or more)			
	Facebook	LinkedIn	Google+	Twitter

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	227	144	52	11	64
<b>All UK adults who's local buses already announce stops</b>		214	140	35	9	58
Very helpful	50%	50%	61%	66%	51%	
Fairly helpful	35%	40%	27%	22%	37%	
Not that helpful	4%	3%	2%	-	7%	
Not at all helpful	2%	1%	5%	5%	2%	
Don't know	9%	6%	6%	7%	4%	

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)													
Base	More often than 3 times a day	2 to 3 times a day	Once a day	Once a day or more (Net)	4 to 6 days a week	2 to 3 days a week	Once a week	At least once a week, less than once a day (Net)	2 to 3 times a month	Once a month	At least once a month, less than once a week (Net)	Less often than once a month	Never	Not applicable – there are no public bus services in my local area

Which, if any of the following do you currently drive? (Please tick all that apply)

	Unweighted Base	24	107	21	152	65	170	158	393	166	103	269	543	663	56
<b>All UK adults</b>	2076	28	107	25	159	73	190	158	422	156	92	248	546	656	45
Car	71%	57%	35%	25%	37%	44%	46%	57%	50%	65%	70%	67%	79%	90%	55%
Van	2%	3%	1%	13%	3%	-	2%	1%	1%	1%	2%	2%	2%	3%	1%
Motorbike/ moped	2%	-	1%	-	1%	5%	1%	2%	2%	1%	3%	2%	2%	3%	4%
Other motorised vehicle	2%	11%	-	-	2%	1%	4%	1%	2%	0%	4%	2%	1%	2%	10%
Not applicable - I do not currently drive	27%	43%	64%	69%	61%	50%	50%	41%	47%	34%	30%	32%	20%	9%	40%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)													
Base	More often than 3 times a day	2 to 3 times a day	Once a day	Once a day or more (Net)	4 to 6 days a week	2 to 3 days a week	Once a week	At least once a week, less than once a day (Net)	2 to 3 times a month	Once a month	At least once a month, less than once a week (Net)	Less often than once a month	Never	Not applicable – there are no public bus services in my local area

On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)

	Unweighted Base	2076	24	107	21	152	65	170	158	393	166	103	269	543	663	56
<b>All UK adults</b>	2076	28	107	25	159	73	190	158	422	156	92	248	546	656	45	
More often than 3 times a day	1%	100%	-	-	17%	-	-	-	-	-	-	-	-	-	-	-
2 to 3 times a day	5%	-	100%	-	67%	-	-	-	-	-	-	-	-	-	-	-
Once a day	1%	-	-	100%	15%	-	-	-	-	-	-	-	-	-	-	-
Once a day or more (Net)	8%	100%	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-
4 to 6 days a week	4%	-	-	-	-	100%	-	-	17%	-	-	-	-	-	-	-
2 to 3 days a week	9%	-	-	-	-	-	100%	-	45%	-	-	-	-	-	-	-
Once a week	8%	-	-	-	-	-	-	100%	38%	-	-	-	-	-	-	-
At least once a week, less than once a day (Net)	20%	-	-	-	-	100%	100%	100%	100%	-	-	-	-	-	-	-
2 to 3 times a month	8%	-	-	-	-	-	-	-	-	100%	-	63%	-	-	-	-
Once a month	4%	-	-	-	-	-	-	-	-	-	100%	37%	-	-	-	-
At least once a month, less than once a week (Net)	12%	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-	-
Less often than once a month	26%	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-
Never	32%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-
Not applicable – there are no public bus services in my local area	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)													
Base	More often than 3 times a day	2 to 3 times a day	Once a day	Once a day or more (Net)	4 to 6 days a week	2 to 3 days a week	Once a week	At least once a week, less than once a day (Net)	2 to 3 times a month	Once a month	At least once a month, less than once a week (Net)	Less often than once a month	Never	Not applicable – there are no public bus services in my local area

How more or less likely would you be to use the buses in your local area if all of them announced the "next stop" and "final destination" over the speakers during the journey? (If all of the public buses in your local area already make these announcements, please tick the "Not applicable" option)

Unweighted Base	2020	24	107	21	152	65	170	158	393	166	103	269	543	663	-
<b>All UK adults who have buses in their local area</b>	2031	28	107	25	159	73	190	158	422	156	92	248	546	656	-
A lot more likely	3%	24%	7%	9%	10%	6%	3%	1%	3%	4%	2%	3%	3%	2%	-
Slightly more likely	9%	6%	9%	15%	10%	10%	13%	17%	14%	8%	17%	12%	9%	6%	-
Neither more or less likely	59%	45%	58%	56%	55%	52%	49%	54%	52%	69%	60%	66%	67%	54%	-
Slightly less likely	1%	4%	6%	6%	5%	-	1%	3%	1%	1%	1%	1%	1%	0%	-
A lot less likely	3%	-	1%	-	1%	6%	2%	2%	3%	3%	-	2%	2%	4%	-
Don't know	15%	5%	-	2%	1%	2%	9%	4%	6%	3%	6%	4%	14%	28%	-
Not applicable – all of the public buses in my local area already announce the "next stop" and "final destination" over the speakers	11%	15%	20%	12%	18%	24%	23%	19%	22%	11%	14%	12%	5%	6%	-

## YouGov Survey Results

Sample Size: 2076  
Fieldwork: 25th - 27th March 2013

Total	On average, how often do you use the public buses in your local area? (Please tick the option that BEST applies. If you don't really have public buses in your local area, please tick the "Not applicable" option)													
Base	More often than 3 times a day	2 to 3 times a day	Once a day	Once a day or more (Net)	4 to 6 days a week	2 to 3 days a week	Once a week	At least once a week, less than once a day (Net)	2 to 3 times a month	Once a month	At least once a month, less than once a week (Net)	Less often than once a month	Never	Not applicable – there are no public bus services in my local area

You mentioned that most of the public buses in your local area already announce the "next stop" and "final destination" over the speakers during the journey...

How helpful, if at all, do you find this is for your bus journey when going somewhere you are unfamiliar with?

	Unweighted Base	227	4	27	5	36	20	41	34	95	22	13	35	28	33	-
<b>All UK adults who's local buses already announce stops</b>		214	4	21	3	28	18	43	30	91	18	13	31	27	38	-
Very helpful	50%	89%	69%	39%	68%	78%	52%	53%	58%	63%	42%	54%	45%	21%	-	-
Fairly helpful	35%	-	19%	61%	21%	11%	44%	37%	35%	37%	30%	34%	48%	36%	-	-
Not that helpful	4%	-	6%	-	4%	7%	3%	-	3%	-	5%	2%	-	12%	-	-
Not at all helpful	2%	-	3%	-	2%	4%	-	1%	1%	-	14%	6%	1%	1%	-	-
Don't know	9%	11%	4%	-	5%	-	-	9%	3%	-	9%	4%	6%	31%	-	-