

YouGov / South Western Railway Survey Results

Sample Size: 2143 adults in GB
Fieldwork: 22nd - 23rd November 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region						
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2143	701	519	182	755	798	1037	1106	225	885	529	504	1221	922	259	718	463	516	186	
Unweighted Sample	2143	747	553	210	880	830	953	1190	135	836	548	624	1275	868	242	745	439	510	207	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important, if at all, are each of the following factors for you when deciding what mode of transport you use?
Cost

Very important	54	52	56	44	52	56	51	57	53	57	54	49	51	58	50	52	52	59	60
Fairly important	37	38	40	48	40	36	38	35	35	36	38	37	40	32	39	39	39	32	32
TOTAL IMPORTANT	91	90	96	92	92	92	89	92	88	93	92	86	91	90	89	91	91	91	92
Not very important	6	8	3	7	6	6	6	5	3	3	7	10	6	5	6	6	6	5	5
Not important at all	2	2	1	0	1	2	3	1	2	1	1	3	2	2	4	1	1	1	1
TOTAL NOT IMPORTANT	8	10	4	7	7	8	9	6	5	4	8	13	8	7	10	7	7	6	6
Don't know	2	1	1	1	1	1	2	2	7	2	1	2	1	3	2	2	2	2	1

Convenience

Very important	66	74	63	59	64	72	62	69	51	65	67	73	67	65	66	66	63	68	68
Fairly important	29	23	33	40	32	26	33	26	38	30	30	24	30	28	30	30	29	28	29
TOTAL IMPORTANT	95	97	96	99	96	98	95	95	89	95	97	97	97	93	96	96	92	96	97
Not very important	3	1	3	1	2	1	3	3	5	4	2	1	2	4	1	2	5	3	2
Not important at all	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
TOTAL NOT IMPORTANT	3	2	3	1	2	1	3	3	5	4	2	1	2	4	2	2	5	3	2
Don't know	2	1	1	1	1	1	2	2	7	2	1	2	1	3	2	2	3	1	2

Environmental impact

Very important	13	12	17	13	18	11	12	15	11	13	15	13	13	14	18	14	10	14	13
Fairly important	43	36	52	59	51	39	42	44	43	44	42	44	46	40	50	42	44	39	49
TOTAL IMPORTANT	56	48	69	72	69	50	54	59	54	57	57	57	59	54	68	56	54	53	62
Not very important	28	36	23	22	22	34	28	29	27	28	29	30	28	29	22	27	32	31	26
Not important at all	11	15	5	5	7	15	14	9	10	12	13	9	11	12	7	13	10	14	9
TOTAL NOT IMPORTANT	39	51	28	27	29	49	42	38	37	40	42	39	39	41	29	40	42	45	35
Don't know	3	2	2	1	2	2	3	4	9	3	1	3	2	5	3	4	5	2	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about government spending on climate change, which of the following comes closest to your view?

Spending on preventing the impact of climate change is a priority now and should be significantly increased, even if this means cuts are needed elsewhere	43	26	63	65	61	25	45	41	54	49	38	32	50	33	57	42	39	39	48
Right now there are more urgent priorities than climate change and we need to focus on these areas above spending on climate change	42	62	26	24	27	63	41	43	25	34	48	56	38	47	31	42	45	45	41
Don't know	15	12	11	11	12	12	14	16	20	16	14	12	11	20	12	16	15	16	11

Generally speaking, do you think large corporations are doing everything they reasonably can to support their most vulnerable customers, or should they be doing more?

They are doing everything they reasonably can	10	15	4	7	6	13	11	9	10	9	10	13	11	10	10	10	12	10	9
They should be doing more	75	68	88	82	85	70	73	77	71	78	76	69	78	70	79	74	74	72	84
Don't know	15	17	8	11	9	16	16	14	19	13	14	18	11	20	11	16	14	19	7

Thinking about economic growth and tackling climate change, which of the following do you think should be the priority?

Policies that prioritise high economic growth, even if they are not the best for tackling climate change	34	56	19	23	20	54	35	33	18	28	40	47	32	37	25	35	36	38	28
Policies that prioritise tackling climate change, even if this means economic growth is slower	49	31	69	66	66	32	50	47	58	53	47	39	55	40	59	49	44	44	60
Don't know	17	13	12	12	14	14	15	20	24	20	14	15	13	23	16	16	20	18	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closest to your view?

Generally speaking, my current priority is saving money, regardless of the effect this may have on the environment	47	55	41	36	37	55	47	47	50	51	46	39	47	47	41	45	54	45	47
Generally speaking, my current priority is acting in an environmentally friendly way, regardless of the effect this may have on my personal finances	16	11	23	23	25	11	16	17	15	15	17	19	19	13	20	17	14	14	21
Neither of these	29	30	29	35	32	28	30	28	24	26	33	34	29	29	32	29	24	33	29
Don't know	8	5	7	6	6	6	6	9	11	8	5	8	4	12	7	8	8	7	3

Generally speaking, how willing, if at all, are you to pay extra to use more environmentally friendly forms of transport?

Very willing	5	2	8	9	7	3	6	4	5	4	6	4	5	4	9	4	5	4	5
Fairly willing	33	27	46	41	46	24	32	33	36	33	31	33	38	26	41	32	30	33	34
TOTAL WILLING	38	29	54	50	53	27	38	37	41	37	37	37	43	30	50	36	35	37	39
Not very willing	31	36	25	27	29	33	29	32	24	34	29	31	32	30	26	33	32	29	32
Not willing at all	21	28	12	12	10	31	22	19	14	19	26	21	17	25	17	20	23	23	17
TOTAL NOT WILLING	52	64	37	39	39	64	51	51	38	53	55	52	49	55	43	53	55	52	49
Don't know	11	7	9	11	8	9	10	11	21	10	8	10	7	15	7	11	11	11	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How concerned, if at all, are you of future travel disruption due to extreme weather associated with climate change?

Very concerned	10	5	17	12	14	6	9	12	14	12	10	7	12	9	15	11	9	9	12
Somewhat concerned	41	34	48	51	47	35	39	43	44	42	39	39	45	36	45	40	36	43	41
TOTAL CONCERNED	51	39	65	63	61	41	48	55	58	54	49	46	57	45	60	51	45	52	53
Not very concerned	29	37	25	28	28	35	31	27	18	26	33	36	28	31	25	29	31	29	30
Not concerned at all	12	19	5	5	6	20	15	10	5	11	15	15	12	13	6	14	14	11	13
TOTAL NOT CONCERNED	41	56	30	33	34	55	46	37	23	37	48	51	40	44	31	43	45	40	43
Don't know	7	5	5	4	5	5	6	9	18	9	4	3	4	12	8	6	9	8	4

How important, if at all, do you think each of the following are for improving customer service?

A diverse workforce (i.e different backgrounds, ethnicities, ages etc.)

Very important	22	12	36	22	31	12	16	27	27	27	19	14	24	19	29	22	18	23	21
Somewhat important	34	31	41	42	39	30	32	36	36	34	33	35	36	32	35	34	34	34	36
TOTAL IMPORTANT	56	43	77	64	70	42	48	63	63	61	52	49	60	51	64	56	52	57	57
Not very important	22	28	14	23	19	28	24	19	15	19	24	27	22	21	18	20	25	22	23
Not important at all	15	25	5	9	7	24	20	10	11	13	18	18	14	15	12	17	14	14	14
TOTAL NOT IMPORTANT	37	53	19	32	26	52	44	29	26	32	42	45	36	36	30	37	39	36	37
Don't know	7	4	4	4	4	6	8	7	12	7	6	6	4	12	6	7	10	7	7

Innovative technology

Very important	26	30	31	23	31	27	28	25	14	28	26	28	27	25	35	24	24	27	26
Somewhat important	48	47	50	56	49	47	45	51	48	45	50	51	51	43	45	51	44	47	48
TOTAL IMPORTANT	74	77	81	79	80	74	73	76	62	73	76	79	78	68	80	75	68	74	74
Not very important	13	14	10	14	11	14	16	11	20	15	11	10	14	13	9	14	16	12	14
Not important at all	3	3	2	2	2	4	3	3	3	2	4	3	2	4	3	2	3	3	3
TOTAL NOT IMPORTANT	16	17	12	16	13	18	19	14	23	17	15	13	16	17	12	16	19	15	17
Don't know	10	5	8	4	7	9	9	10	15	10	9	8	6	15	8	8	14	11	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Fast communication

Very important	58	64	59	58	63	59	56	61	49	59	58	62	63	52	54	63	55	58	58
Somewhat important	30	29	33	38	31	31	32	28	30	30	31	29	28	33	32	28	30	30	34
TOTAL IMPORTANT	88	93	92	96	94	90	88	89	79	89	89	91	91	85	86	91	85	88	92
Not very important	4	3	3	1	2	3	4	4	7	4	3	2	4	4	5	3	5	5	2
Not important at all	1	1	1	0	0	2	1	1	2	0	2	1	1	1	2	1	1	1	2
TOTAL NOT IMPORTANT	5	4	4	1	2	5	5	5	9	4	5	3	5	5	7	4	6	6	4
Don't know	7	3	4	2	4	5	7	7	12	6	6	5	4	11	6	5	10	7	5