

YouGov / The Guide Dogs for the Blind Association Survey Results

Sample Size: 2050

Fieldwork: 25th - 27th January 2010

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2050	985	1065	141	328	339	378	864	1232	818	501	297	206	276	456	111	203
Base: All GB adults	2050	984	1066	246	339	360	388	718	1128	922	504	336	197	262	469	102	178

Approximately, how often, if at all, do you travel by bus? (Please think only about local buses, not long-distance coaches)

Daily	9%	8%	10%	18%	8%	7%	9%	8%	10%	9%	8%	6%	6%	25%	5%	11%	11%
Weekly	16%	16%	16%	21%	15%	11%	11%	20%	15%	17%	16%	15%	13%	27%	14%	9%	16%
Monthly	9%	10%	9%	11%	7%	5%	9%	12%	11%	8%	9%	8%	7%	13%	8%	9%	14%
Once every two to three months	10%	10%	9%	10%	10%	10%	9%	10%	8%	11%	9%	7%	13%	9%	12%	4%	11%
Once every four to six months	7%	6%	7%	7%	9%	8%	7%	5%	6%	7%	5%	9%	8%	6%	6%	10%	6%
Less than once every six months	16%	18%	15%	10%	20%	20%	18%	14%	19%	14%	18%	17%	21%	5%	19%	13%	17%
Never	30%	30%	31%	18%	27%	38%	36%	30%	30%	31%	33%	37%	30%	13%	33%	41%	23%
Don't know/ can't recall	2%	2%	3%	5%	5%	1%	1%	1%	2%	2%	2%	1%	0%	3%	4%	3%	2%

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Sample Size: 2050

Fieldwork: 25th - 27th January 2010

	Total	Working Status						Marital status					Children per household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2050	948	292	79	409	93	229	1082	234	200	53	437	1443	267	201	80
Base: All GB adults	2050	969	284	110	344	111	233	992	239	200	50	533	1409	296	215	82

Approximately, how often, if at all, do you travel by bus? (Please think only about local buses, not long-distance coaches)

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Daily	9%	10%	10%	13%	8%	18%	5%	7%	10%	12%	8%	14%	10%	9%	7%	12%
Weekly	16%	11%	14%	23%	26%	23%	19%	14%	15%	16%	25%	20%	18%	12%	10%	8%
Monthly	9%	9%	7%	14%	12%	14%	7%	10%	6%	7%	6%	10%	10%	7%	9%	10%
Once every two to three months	10%	9%	9%	12%	10%	11%	10%	9%	8%	10%	14%	11%	10%	9%	11%	8%
Once every four to six months	7%	7%	8%	6%	6%	7%	6%	6%	11%	4%	3%	6%	7%	5%	7%	7%
Less than once every six months	16%	21%	15%	7%	14%	12%	12%	18%	18%	12%	10%	15%	16%	16%	20%	18%
Never	30%	32%	36%	20%	25%	13%	36%	35%	29%	37%	33%	20%	29%	37%	34%	26%
Don't know/ can't recall	2%	2%	2%	5%	0%	3%	5%	3%	3%	1%	-	2%	2%	4%	1%	10%

	Gender		Age					Social Grade		Region							
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2050	985	1065	141	328	339	378	864	1232	818	501	297	206	276	456	111	203
Base: All GB adults	2050	984	1066	246	339	360	388	718	1128	922	504	336	197	262	469	102	178

It makes bus travel easier if there are audible announcements about where the bus is going and what stop is coming up : To what extent do you agree or disagree with the following statements?

It makes bus travel easier if there are audible announcements about where the bus is going and what stop is coming up?

	Gender		Age					Social Grade		Region							
Base: All GB adults who travel by bus	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	1401	681	720	110	234	208	242	607	854	547	334	181	141	240	298	63	144
Base: All GB adults who travel by bus	1380	674	706	190	230	219	246	496	766	614	328	208	136	222	296	57	133
Strongly agree	25%	24%	27%	33%	26%	22%	23%	25%	26%	15%	19%	31%	43%	29%	21%	20%	
Agree	41%	39%	43%	37%	44%	33%	42%	44%	43%	38%	44%	45%	44%	39%	34%	40%	40%
Neither agree nor disagree	22%	24%	21%	17%	17%	30%	26%	21%	20%	25%	28%	24%	22%	12%	21%	24%	25%
Disagree	7%	8%	7%	8%	8%	10%	6%	6%	8%	7%	8%	8%	2%	3%	9%	9%	12%
Strongly disagree	3%	4%	2%	3%	4%	4%	2%	2%	3%	3%	3%	1%	-	3%	4%	6%	4%
Don't know	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	3%	1%	-	2%	-	-

It makes bus travel more pleasant if there are audible announcements about where the bus is going and what stop is coming up : To what extent do you agree or disagree with the following statements?

It makes bus travel more pleasant if there are audible announcements about where the bus is going and what stop is coming up?

	Gender		Age					Social Grade		Region							
Base: All GB adults who travel by bus	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	1401	681	720	110	234	208	242	607	854	547	334	181	141	240	298	63	144
Base: All GB adults who travel by bus	1380	674	706	190	230	219	246	496	766	614	328	208	136	222	296	57	133
Strongly agree	17%	16%	18%	20%	12%	16%	16%	20%	17%	18%	13%	11%	19%	26%	19%	23%	15%
Agree	33%	34%	32%	28%	33%	25%	31%	39%	32%	35%	34%	37%	35%	27%	34%	27%	33%
Neither agree nor disagree	32%	30%	34%	26%	34%	39%	37%	28%	33%	31%	32%	36%	38%	30%	30%	30%	33%
Disagree	12%	12%	11%	20%	14%	13%	10%	8%	13%	11%	14%	9%	5%	12%	12%	12%	15%
Strongly disagree	4%	4%	3%	5%	4%	4%	4%	3%	4%	4%	5%	3%	1%	5%	3%	9%	3%
Don't know	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	4%	1%	1%	2%	-	1%

	Total	Working Status						Marital status					Children per household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/D ivedorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2050	948	292	79	409	93	229	1082	234	200	53	437	1443	267	201	80
Base: All GB adults	2050	969	284	110	344	111	233	992	239	200	50	533	1409	296	215	82

It makes bus travel easier if there are audible announcements about where the bus is going and what stop is coming up : To what extent do you agree or disagree with the following statements?

It makes bus travel easier if there are audible announcements about where the bus is going and what stop is coming up?

	Unweighted Base	1401	632	184	61	306	78	140	700	163	128	36	342	1028	152	126	52
Base: All GB adults who travel by bus		1380	633	177	83	257	93	137	623	161	123	34	414	982	174	139	52
Strongly agree	25%	24%	24%	37%	25%	28%	29%	26%	19%	22%	37%	27%	26%	21%	24%	29%	
Agree	41%	40%	43%	30%	44%	43%	39%	40%	42%	43%	37%	42%	41%	42%	36%	43%	
Neither agree nor disagree	22%	22%	24%	17%	23%	24%	23%	23%	26%	25%	20%	20%	22%	26%	19%	22%	
Disagree	7%	9%	6%	11%	6%	3%	5%	7%	12%	7%	2%	7%	7%	4%	13%	4%	
Strongly disagree	3%	3%	2%	5%	1%	1%	2%	3%	1%	3%	-	3%	2%	4%	8%	1%	
Don't know	1%	2%	1%	1%	1%	2%	2%	1%	1%	-	4%	2%	1%	2%	1%	-	

It makes bus travel more pleasant if there are audible announcements about where the bus is going and what stop is coming up : To what extent do you agree or disagree with the following statements?

It makes bus travel more pleasant if there are audible announcements about where the bus is going and what stop is coming up?

	Unweighted Base	1401	632	184	61	306	78	140	700	163	128	36	342	1028	152	126	52
Base: All GB adults who travel by bus		1380	633	177	83	257	93	137	623	161	123	34	414	982	174	139	52
Strongly agree	17%	15%	16%	24%	21%	20%	16%	18%	12%	17%	34%	16%	17%	12%	16%	24%	
Agree	33%	30%	36%	21%	39%	30%	39%	35%	34%	34%	33%	29%	33%	30%	34%	33%	
Neither agree nor disagree	32%	34%	35%	25%	29%	31%	32%	30%	38%	32%	27%	34%	32%	41%	24%	31%	
Disagree	12%	13%	9%	22%	8%	16%	9%	11%	11%	10%	2%	15%	11%	8%	20%	10%	
Strongly disagree	4%	4%	3%	7%	3%	3%	3%	4%	4%	6%	-	4%	4%	5%	5%	-	
Don't know	2%	3%	2%	1%	1%	1%	2%	2%	1%	1%	4%	2%	2%	4%	2%	2%	

	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	2050	985	1065	141	328	339	378	864	1232	818	501	297	206	276	456	111	203
Base: All GB adults	2050	984	1066	246	339	360	388	718	1128	922	504	336	197	262	469	102	178

Which, if any, of the following are reasons why you do not usually travel by bus? (Please tick all that apply)

	Unweighted Base																
	1513	737	776	84	244	268	298	619	915	598	375	232	164	128	369	93	152
Base: All GB adults who do not travel by bus	1531	748	783	150	263	297	310	511	853	678	384	267	158	128	382	82	131
They're too expensive	34%	34%	33%	48%	43%	34%	36%	23%	32%	36%	38%	33%	32%	34%	37%	22%	19%
I don't know where local buses go	12%	13%	11%	16%	11%	12%	14%	9%	13%	10%	10%	13%	9%	10%	11%	16%	18%
There is no information at the bus stop about when the next bus will arrive	13%	14%	13%	20%	14%	12%	12%	12%	14%	11%	14%	14%	14%	13%	10%	14%	14%
They don't run frequently enough	33%	34%	33%	42%	28%	36%	32%	33%	35%	31%	29%	34%	42%	21%	40%	36%	27%
There is not enough information available once you get on board the bus	9%	11%	7%	18%	11%	5%	7%	9%	10%	9%	9%	10%	5%	6%	11%	7%	11%
I prefer to use another form of transport	51%	58%	44%	49%	53%	50%	53%	50%	53%	49%	49%	56%	49%	52%	49%	57%	51%
They're too slow	23%	26%	20%	34%	37%	21%	16%	17%	25%	20%	23%	22%	22%	29%	23%	19%	20%
They're too uncomfortable	13%	15%	11%	16%	19%	12%	13%	11%	13%	13%	13%	16%	12%	17%	12%	12%	10%
Other	20%	18%	22%	11%	15%	23%	22%	22%	21%	18%	21%	17%	19%	24%	20%	16%	24%
Don't know	3%	2%	4%	6%	5%	3%	2%	2%	2%	5%	3%	3%	0%	4%	5%	3%	5%

Which ONE, if any, of the following people would you MOST like to hear announce your bus stop?

Christine Bleakley	1%	1%	0%	1%	1%	2%	1%	0%	1%	1%	0%	1%	1%	2%	1%	-	2%
Joanna Lumley	9%	11%	8%	2%	5%	9%	11%	13%	10%	8%	7%	8%	16%	11%	11%	8%	6%
Mariella Frostrup	2%	4%	1%	-	1%	5%	4%	1%	3%	1%	2%	2%	3%	4%	2%	2%	2%
Nigella Lawson	3%	4%	1%	4%	3%	2%	3%	2%	2%	3%	3%	1%	0%	6%	2%	6%	1%
Stephen Fry	14%	15%	14%	22%	15%	18%	11%	11%	14%	14%	13%	15%	17%	15%	18%	11%	4%
Jeremy Clarkson	10%	10%	10%	13%	12%	12%	11%	6%	8%	12%	12%	11%	9%	8%	8%	17%	7%
George Clooney	5%	0%	9%	6%	5%	5%	4%	4%	5%	4%	4%	4%	5%	7%	4%	4%	5%
Ewan McGregor	4%	2%	5%	8%	5%	4%	3%	2%	4%	4%	3%	5%	1%	2%	3%	5%	11%
Cheryl Cole	4%	3%	4%	5%	4%	4%	5%	2%	3%	5%	4%	6%	4%	1%	2%	7%	5%
David Attenborough	4%	4%	4%	6%	7%	2%	3%	5%	4%	5%	3%	4%	6%	5%	5%	4%	4%
Other	4%	5%	4%	6%	4%	4%	5%	4%	4%	5%	4%	3%	8%	2%	5%	4%	8%
Not applicable - the bus/ buses I travel on already have audio announcement systems	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I would not like to hear any celebrity announce my bus stop	35%	35%	34%	24%	31%	28%	34%	44%	37%	31%	38%	37%	23%	30%	35%	30%	40%
Don't know	5%	4%	6%	4%	6%	6%	5%	5%	5%	6%	6%	4%	6%	6%	5%	3%	4%

	Total	Working Status						Marital status					Children per household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/D ivedorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	2050	948	292	79	409	93	229	1082	234	200	53	437	1443	267	201	80
Base: All GB adults	2050	969	284	110	344	111	233	992	239	200	50	533	1409	296	215	82

Which, if any, of the following are reasons why you do not usually travel by bus? (Please tick all that apply)

	Unweighted Base	1513	740	224	48	273	55	173	851	172	144	36	272	1026	211	166	65
Base: All GB adults who do not travel by bus		1531	773	215	70	230	66	177	792	179	145	34	349	1015	233	179	65
They're too expensive	34%	36%	40%	43%	18%	34%	31%	32%	39%	27%	18%	41%	32%	37%	40%	35%	
I don't know where local buses go	12%	14%	11%	17%	7%	4%	8%	11%	13%	12%	11%	13%	12%	13%	8%	9%	
There is no information at the bus stop about when the next bus will arrive	13%	14%	11%	18%	12%	22%	8%	12%	19%	12%	23%	12%	13%	15%	12%	18%	
They don't run frequently enough	33%	36%	36%	42%	29%	28%	21%	34%	32%	29%	46%	35%	34%	30%	40%	30%	
There is not enough information available once you get on board the bus	9%	10%	6%	9%	8%	16%	6%	7%	14%	6%	23%	12%	10%	8%	7%	9%	
I prefer to use another form of transport	51%	53%	54%	40%	53%	44%	42%	51%	53%	55%	33%	51%	52%	53%	51%	42%	
They're too slow	23%	27%	22%	27%	17%	17%	12%	19%	26%	17%	27%	33%	23%	24%	20%	28%	
They're too uncomfortable	13%	15%	12%	11%	13%	12%	10%	12%	14%	9%	21%	18%	15%	9%	10%	13%	
Other	20%	18%	18%	13%	27%	18%	25%	19%	21%	29%	38%	16%	21%	22%	13%	17%	
Don't know	3%	2%	4%	7%	1%	10%	7%	3%	1%	5%	-	4%	2%	3%	3%	13%	

Which ONE, if any, of the following people would you MOST like to hear announce your bus stop?

Christine Bleakley	1%	1%	1%	-	0%	1%	0%	1%	-	1%	-	1%	1%	2%	2%	-
Joanna Lumley	9%	9%	11%	2%	13%	8%	9%	12%	7%	6%	10%	7%	10%	7%	10%	4%
Mariella Frostrup	2%	3%	1%	-	1%	2%	2%	3%	3%	2%	-	2%	3%	1%	4%	-
Nigella Lawson	3%	3%	1%	2%	2%	3%	3%	2%	3%	2%	3%	3%	3%	4%	1%	1%
Stephen Fry	14%	15%	14%	22%	9%	11%	17%	12%	20%	10%	10%	18%	14%	13%	14%	13%
Jeremy Clarkson	10%	10%	11%	7%	6%	16%	12%	8%	15%	11%	9%	11%	9%	10%	15%	16%
George Clooney	5%	4%	9%	3%	3%	9%	4%	4%	5%	8%	4%	6%	4%	5%	7%	4%
Ewan McGregor	4%	4%	4%	9%	2%	2%	3%	3%	4%	4%	4%	5%	3%	6%	4%	5%
Cheryl Cole	4%	4%	5%	2%	3%	6%	5%	3%	6%	7%	-	4%	4%	4%	5%	1%
David Attenborough	4%	4%	4%	13%	5%	4%	3%	3%	4%	6%	3%	6%	5%	3%	2%	1%
Other	4%	4%	2%	6%	5%	11%	4%	4%	2%	5%	6%	6%	5%	5%	1%	4%
Not applicable - the bus/ buses I travel on already have audio announcement systems	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I would not like to hear any celebrity announce my bus stop	35%	34%	31%	28%	48%	24%	30%	39%	28%	33%	49%	28%	35%	36%	27%	29%
Don't know	5%	5%	7%	6%	4%	3%	7%	6%	4%	7%	1%	3%	4%	4%	8%	22%