

Release Date: 21st January 2008
Issued on behalf of Local Opinion



Local Opinion
Mount Offham
Offham
West Malling
Kent ME19 5PG
t: 01732 874 054 f: 0870 870 1451
e: info@localopinion.co.uk
w: www.localopinion.co.uk

A QUARTER OF MAIDSTONE CAR USERS REJECT PUBLIC TRANSPORT

It has been revealed that one in four car users will never be persuaded to use public transport to travel to work according to research by Local Opinion.

The independent survey asked “What would make you use public transport more to travel to work?” and 24% of respondents stated that nothing would make them use public transport and it was females who were more likely to be of this opinion.

Kent-based researchers Local Opinion also discovered:

- Over a third of Maidstone residents do not work in the town (37%)
- More than half (57%) of residents who travel to work by car have never used or even considered using public transport
- The top three most important aspects in persuading car users to use public transport to travel to work was:
 1. Frequency of buses (44%)
 2. Cheaper fares (43%)
 3. Reliability (37%)

Local Opinion runs six times a year and is conducted amongst Kent residents and can be completed online, by phone or by post and the results will appear on www.localopinion.co.uk

A total of 350 Maidstone residents took part in this survey.

email: info@localopinion.co.uk

Web: www.localopinion.co.uk

Tel: 01732 874054

ENDS

Notes to editors:

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

Press enquiries to

John Humphreys / Oliver Bisson at Edwards Harvey

Tel. 01622 604600 or email. john.humphreys@edwardsharvey.com