

**Release Date: 10<sup>th</sup> April 2008**  
**Issued on behalf of Local Opinion**



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## **FERRIES EDGE 'CHANNEL HOP' BATTLE IN LOCAL OPINION POLL**

Kent residents love to cross over to the Continent and the ferries are edging the fierce competition to take them there, according to a survey run by independent market research agency Local Opinion.

More than nine out of 10 Kent residents have crossed the Channel at some time: 69% for a day trip, 85% on holiday; and nearly 20% for work.

Nearly 43% prefer to travel by ferry, while 37% prefer to take their cars across on Eurotunnel. Another 37% prefer to fly, while fast ferries account for 6.5% and the opening of St Pancras and Ebbsfleet have boosted Eurostar's share of the local market to 24.3%.

P&O are the most popular ferry company among Kent residents, scoring 77.8%, followed by SeaFrance (36.6%), Speed Ferries (10.8%) and Norfolk Line (8.2%). Twice as many who chose to fly picked EasyJet (38%) over Ryanair (19%), with the two short-haul budget operators accounting for about half the flights to the Continent by Kent residents.

Despite ferry company advertising focusing on facilities and service, the main reasons travellers' chose their form of transport were speed (51.6%), price (44.1%) and as they are seen to offer the most direct route (40.6%).

There remains plenty of business out there for the cross-Channel operators to compete for: 29.3% said they crossed the Channel once a year, 21.1% twice a year, 14.1% three times a year, 6% four times a year and 11.8% more than four times a year.

Sampling of 632 Kent residents.

Local Opinion research covers current and topical issues relevant to local residents such as local problems, shopping, eating out, local services, government, transport, parking, education, current affairs, arts and culture . Those taking part are invited to suggest their own questions for inclusion in future surveys.

Surveys run every two to three months and can be completed online, by phone or by post and the results will appear on the Local Opinion website.

To register:

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## **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

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