

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

PAGE	TABLE	TITLE	TOTAL
1	1	Q1 - As you may know, Nottingham City Council has announced plans to introduce a workplace parking levy. This would mean a charge of £253 a year - about £5 a week - on each space in company car parks that have 11 or more spaces. The money raised would go to help local public transport. Had you heard about this parking levy before today? Base: All respondents	750
2	2	Q2 - The responsibility for paying the levy will fall on employers who will be able to pass it on to their employees if they want to. Do you think the employer or employee should pay the charge? Base: All respondents	750
3	3	Q3 - Do you support or oppose the idea of a workplace parking levy? Base: All respondents	750
4	4	Q4 - Do you think the cost of the workplace parking levy - £253 a year, or around £5 a week - will persuade people to use public transport to go to work instead of driving? Do you think it will... Base: All respondents	750
5	5	Q5 - The proposal is to invest the money that the parking levy is expected to raise in local public transport - including the expansion of Nottingham's tram network. Do you think this would be a good or bad use of the money? Base: All respondents	750
6	6	Q6 - Line One of the Nottingham tram opened in 2004. Since it opened, do you think traffic congestion in Nottingham has got better, got worse, or has it not really changed? Base: All respondents	750
7	7	Q7 - Gender. Base: All respondents	750
8	8	Q8 - What was your age last birthday? Base: All respondents	750
10	9	Q9 - How often do you drive in Nottingham? Base: All respondents	750



GfK NOP

	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
	Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Total															



Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 1

Q1 - As you may know, Nottingham City Council has announced plans to introduce a workplace parking levy. This would mean a charge of £253 a year - about £5 a week - on each space in company car parks that have 11 or more spaces. The money raised would go to help local public transport. Had you heard about this parking levy before today?

Base: All respondents

	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District		
	Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)	
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Yes	560 75%	304 83% 54% B	257 67% 46%	140 59% 25%	211 80% 38% C	205 84% 37% C	111 78% 20% I	152 79% 27% I	154 81% 28% I	142 63% 25% K	560 100% 100% K	- -	110 66% 20% L	391 82% 70% L	176 71% 31%	384 76% 69%
No	190 25%	61 17% 32%	129 33% 68% A	98 41% 51% DE	53 20% 28%	39 16% 20%	31 22% 17%	39 21% 21%	36 19% 19%	83 37% 44% FGH	- - 100% J	190 100%	57 34% 30% M	88 18% 46%	71 29% 37%	119 24% 63%



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 2

Q2 - The responsibility for paying the levy will fall on employers who will be able to pass it on to their employees if they want to.
Do you think the employer or employee should pay the charge?
Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Employer	329 44%	132 36% 40%	196 51% 60% A	133 56% 41% DE	112 43% 34% E	81 33% 25%	67 47% 21%	77 40% 23%	75 40% 23%	109 48% 33%	217 39% 66%	112 59% 34% J	85 51% 26% M	200 42% 61%	112 45% 34%	217 43% 66%
Employee	74 10%	39 11% 53%	35 9% 47%	16 7% 22%	27 10% 37%	30 12% 40% C	9 6% 12%	30 16% 41% FHI	17 9% 23%	18 8% 25%	56 10% 76%	18 10% 24%	42 25% 57% M	19 4% 26%	18 7% 24%	56 11% 76%
Both	65 9%	32 9% 49%	33 9% 51%	17 7% 27%	23 9% 36%	24 10% 37%	7 5% 11%	15 8% 23%	20 10% 30%	23 10% 36%	47 8% 73%	17 9% 27%	22 13% 34% M	28 6% 44%	26 11% 41%	38 8% 59%
Not sure	283 38%	162 44% 57% B	121 31% 43%	71 30% 25%	101 38% 36%	109 45% 39% C	59 41% 21%	70 37% 25%	78 41% 28%	75 33% 27%	240 43% 85% K	43 23% 15%	18 11% 6%	232 48% 82% L	91 37% 32%	192 38% 68%



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 3

Q3 - Do you support or oppose the idea of a workplace parking levy?
Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Strongly support	45 6%	25 7% 56%	20 5% 44%	14 6% 31%	17 7% 38%	13 5% 29%	9 7% 21%	16 9% 36% H	7 4% 15%	13 6% 28%	34 6% 75%	11 6% 25%	45 27% 100% M	- - -	24 10% 52% O	22 4% 48%
Support	122 16%	63 17% 52%	59 15% 48%	54 23% 44% DE	37 14% 30%	31 13% 26%	13 9% 11%	37 19% 30% F	34 18% F	37 16% 31%	76 14% 62%	46 24% 38% J	122 73% 100% M	- -	46 19% 38%	75 15% 62%
Neither support nor oppose	52 7%	16 4% 32%	35 9% 68% A	24 10% 46%	15 6% 29%	13 5% 25%	6 4% 12%	13 7% 25%	17 9% 34%	15 7% 29%	34 6% 66%	17 9% 34%	- - -	- -	11 5% 22%	40 8% 78%
Oppose	140 19%	53 15% 38%	87 23% 62% A	40 17% 28%	50 19% 35%	50 20% 36%	19 14% 14%	35 18% 25%	42 22% 30%	44 20% 32%	99 18% 70%	41 22% 30%	- - -	140 29% 100% L	40 16% 29%	100 20% 71%
Strongly oppose	339 45%	185 51% 55% B	154 40% 45%	84 35% 25%	135 51% 40% C	117 48% 35% C	90 63% 27% GHI	84 44% 25%	81 43% 24%	85 38% 25%	293 52% 86% K	47 25% 14%	- - -	339 71% 100% L	108 44% 32%	231 46% 68%
Not sure	52 7%	22 6% 43%	30 8% 57%	23 10% 43% D	10 4% 19%	19 8% 37% D	4 3% 8%	7 4% 13%	9 5% 18%	32 14% 61% FG H	25 4% 48%	27 14% 52% J	- - -	- -	17 7% 33%	35 7% 67%
All support	167 22%	88 24% 53%	79 20% 47%	68 29% 41% DE	54 20% 32%	44 18% 27%	23 16% 14%	53 28% 32% F	41 22% 25%	50 22% 30%	110 20% 66%	57 30% 34% J	167 100% 100% M	- -	70 28% 42% O	97 19% 58%
All oppose	479 64%	238 65% 50%	241 63% 50%	124 52% 26%	185 70% 39% C	167 69% 35% C	110 77% 23% GHI	118 62% 25%	122 64% 26%	129 57% 27%	391 70% 82% K	88 46% 18%	- - -	479 100% 100% L	149 60% 31%	331 66% 69%



Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 4

Q4 - Do you think the cost of the workplace parking levy - £253 a year, or around £5 a week - will persuade people to use public transport to go to work instead of driving? Do you think it will...

Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Persuade a lot of people to use public transport instead of driving	104 14%	39 11% 37%	65 17% 63% A	34 14% 33%	34 13% 33%	33 14% 32%	17 12% 16%	27 14% 26%	24 12% 23%	37 17% 36%	62 11% 60%	41 22% 40% J	41 25% 40% M	44 9% 43%	42 17% 41%	62 12% 59%
Persuade a few people	365 49%	176 48% 48%	189 49% 52%	131 55% 36% E	123 47% 34%	109 45% 30%	62 43% 17%	99 52% 27% I	113 60% 31% F	91 40% 25%	275 49% 75%	90 47% 25%	91 55% 25%	222 46% 61%	115 47% 32%	250 50% 68%
Or it won't persuade any people	226 30%	120 33% 53%	106 27% 47%	59 25% 26%	87 33% 39% C	79 32% 35%	56 40% 25% H	58 30% 26%	42 22% 18%	70 31% 31% H	184 33% 81% K	42 22% 19%	27 16% 12%	179 37% 79% L	67 27% 30%	159 32% 70%
Not sure	55 7%	29 8% 53%	26 7% 47%	13 5% 23%	19 7% 35%	23 9% 42%	8 6% 15%	8 4% 14%	12 6% 21%	28 12% 50% FG H	39 7% 71%	16 8% 29%	7 4% 12%	35 7% 62%	23 9% 41%	33 6% 59%



Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 5

Q5 - The proposal is to invest the money that the parking levy is expected to raise in local public transport - including the expansion of Nottingham's tram network. Do you think this would be a good or bad use of the money?

Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Good	474 63%	239 65% 50%	235 61% 50%	173 73% 37% DE	153 58% 32%	147 60% 31%	84 59% 18%	120 63% 25%	131 69% 28%	139 62% 29%	342 61% 72%	133 70% 28% J	153 92% 32% M	243 51% 51%	155 63% 33%	319 63% 67%
Bad	194 26%	98 27% 50%	96 25% 50%	49 21% 25%	76 29% 39% C	67 27% 34%	45 32% 23%	53 28% 27%	45 24% 23%	51 22% 26%	167 30% 86% K	27 14% 14%	9 5% 5% L	173 36% 89% L	60 24% 31%	134 27% 69%
Neither good nor bad	29 4%	10 3% 35%	19 5% 65%	5 2% 19%	13 5% 46%	9 4% 32%	7 5% 25%	5 3% 17%	7 4% 24%	10 4% 34%	24 4% 82%	5 3% 18%	2 1% 7%	26 5% 89% L	8 3% 28%	21 4% 72%
Not sure	53 7%	18 5% 34%	35 9% 66% A	10 4% 18%	21 8% 40%	21 9% 40% C	6 4% 11%	14 7% 26%	7 4% 13%	26 12% 49% FH	28 5% 54%	25 13% 46% J	3 2% 5%	38 8% 71% L	24 10% 44%	29 6% 56%



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 6

Q6 - Line One of the Nottingham tram opened in 2004. Since it opened, do you think traffic congestion in Nottingham has got better, got worse, or has it not really changed?
Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Got better	132 18%	62 17% 47%	70 18% 53%	43 18% 33%	48 18% 36%	41 17% 31%	20 14% 15%	39 20% 29%	34 18% 26%	39 17% 30%	98 18% 74%	34 18% 26%	59 35% 44% M	56 12% 42%	49 20% 37%	84 17% 63%
Got worse	78 10%	36 10% 46%	42 11% 54%	18 8% 23%	31 12% 40%	28 11% 35%	21 15% 27% H	20 11% 26%	13 7% 16%	24 11% 30%	61 11% 78%	17 9% 22%	8 5% 10%	60 12% 76% L	33 13% 42%	46 9% 58%
Stayed the same	334 44%	163 45% 49%	171 44% 51%	108 46% 33%	130 49% 39% E	93 38% 28%	79 55% 24% HI	95 49% 28% I	83 44% 25% I	77 34% 23%	258 46% 77%	76 40% 23%	59 35% 18%	234 49% 70% L	109 44% 33%	225 45% 67%
Not sure	206 27%	103 28% 50%	102 27% 50%	68 29% 33% D	55 21% 27%	82 34% 40% D	22 15% 11%	38 20% 19%	60 32% 29% FG	86 38% 42% FG	142 25% 69%	64 33% 31% J	41 25% 20%	130 27% 63%	57 23% 28%	149 30% 72%



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 7
Q7 - Gender.
Base: All respondents

	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District		
	Total	Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Male	365 49%	365 100%	-	90 25%	140 38%	133 53%	71 20%	104 29%	104 29%	85 23%	304 83%	61 17%	88 24%	238 65%	116 32%	249 68%
		B	-	C	C	C	I	I	I	K	K	L	M	M	N	O
Female	385 51%	-	385 100%	147 62%	124 47%	111 45%	71 50%	87 46%	86 45%	141 62%	257 67%	129 33%	79 20%	241 63%	131 34%	254 66%
		A	A	DE	DE	DE	F	F	F	H	H	J	J	J	N	O



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 8

Q8 - What was your age last birthday?
Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
18-34	238 32%	90 25% 38%	147 38% 62% A	238 100% 100% DE	- -	- -	57 40% 24% HI	72 38% 30% HI	46 24% 19%	62 28% 26%	140 25% 59%	98 51% 41% J	68 41% 29% M	124 26% 52%	91 37% 38% O	146 29% 62%
35-54	264 35%	140 38% 53%	124 32% 47%	- -	264 100% 100% CE	- -	69 48% 26% GI	66 34% 25% I	74 39% 28%	55 24% 21%	211 38% 80% K	53 28% 20%	54 32% 20%	185 39% 70%	88 36% 33%	175 35% 67%
55+	244 32%	133 37% 55% B	111 29% 45%	- -	- -	244 100% 100% CD	16 11% 6%	54 28% 22% F	67 35% 27% F	108 48% 44% FG H	205 37% 84% K	39 20% 16%	44 27% 18%	167 35% 69%	66 27% 27%	177 35% 73% N
Refused	5 1%	1 20%	4 1% 80%	- -	- -	- -	1 1% 20%	- -	3 2% 60%	1 20%	4 1% 80%	1 1% 20%	4 1% 80%	1 1% 20%	4 1% 80%	



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 9

Q9 - How often do you drive in Nottingham?
Base: All respondents

	Total	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
		Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Unweighted Base	750	364 49%	386 51%	221 29%	260 35%	264 35%	139 19%	190 25%	191 25%	230 31%	564 75%	186 25%	165 22%	482 64%	245 33%	505 67%
Weighted Base	750	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
Every day	143 19%	71 20% 50%	71 19% 50%	57 24% 40% E	69 26% 48% E	16 6% 11%	143 100% 100% GHI	-	-	-	111 20% 78%	31 17% 22%	23 14% 16%	110 23% 77% L	65 26% 45% O	78 16% 55%
Every week day	27 4%	14 4% 51%	13 3% 49%	12 5% 44% E	14 5% 53% E	1 3%	-	27 14% 100% FHI	-	-	24 4% 88%	3 2% 12%	3 2% 11%	21 4% 77%	6 3% 23%	21 4% 77%
Several days a week	51 7%	22 6% 44%	28 7% 56%	23 10% 45%	15 6% 30%	13 5% 25%	-	51 26% 100% FHI	-	-	41 7% 81%	9 5% 19%	19 11% 37%	31 6% 61%	19 8% 38%	31 6% 62%
Once or twice a week	114 15%	68 19% 60% B	46 12% 40%	38 16% 33%	37 14% 32%	40 16% 35%	-	114 59% 100% FHI	-	-	87 16% 76%	27 14% 24%	32 19% 28%	66 14% 58%	36 15% 32%	78 15% 68%
Once or twice a month	114 15%	64 18% 56%	49 13% 44%	32 14% 28%	49 18% 43%	31 13% 27%	-	-	114 60% 100% FGI	-	94 17% 83% K	20 10% 17%	25 15% 22%	69 14% 61%	12 5% 11%	102 20% 89% N
Less often	76 10%	40 11% 52%	37 9% 48%	14 6% 18%	25 10% 33%	36 15% 47% C	-	-	76 40% 100% FGI	-	60 11% 79%	16 8% 21%	16 9% 21%	54 11% 70%	6 2% 8%	70 14% 92% N
Never	89 12%	34 9% 39%	54 14% 61% A	12 5% 13%	28 11% 32% C	49 20% 55% CD	-	-	-	89 39% 100% FGH	66 12% 75%	23 12% 25%	13 8% 15%	65 14% 73%	28 11% 32%	61 12% 68%
Don't drive	137 18%	51 14% 37%	86 22% 63% A	50 21% 37% D	26 10% 19%	59 24% 43% D	-	-	-	137 61% 100% FGH	76 14% 56%	61 32% 44% J	37 22% 27% M	64 13% 47%	74 30% 54% O	63 12% 46%



GfK NOP

Nottingham Parking Levy Survey

Fieldwork 11th - 14th March 2010

Table 9

Q9 - How often do you drive in Nottingham?
Base: All respondents

	Gender		Age			Drive in Nottingham				Awareness of Levy		Views on the levy		District	
	Male (A)	Female (B)	18-34 (C)	35-54 (D)	55+ (E)	Every day (F)	At least once a week, but not every day (G)	Less often (H)	Never / Don't drive (I)	Yes (J)	No (K)	Support (L)	Oppose (M)	Nottingham (N)	Others (O)
Weighted Base	365 49%	385 51%	238 32%	264 35%	244 32%	143 19%	192 26%	190 25%	226 30%	560 75%	190 25%	167 22%	479 64%	247 33%	503 67%
At least once a week	334 45%	176 48%	159 41%	129 54%	69 28%	143 100%	192 100%	- -	- -	264 47%	71 37%	76 46%	228 48%	127 51%	208 41%
						43% HI	57% HI	- -	- -	79% K	21% -	23% -	68% -	38% O	62% -



GfK NOP