



News Release 16 September 2010

Public believes levels of air and rail travel set to increase between now and 2030

A new survey¹ has found that many people believe that the levels of both air and rail travel will continue to increase between now and 2030, while less than a third believe that fewer people would travel by car. The survey found that 60% of those asked thought that there will be more air travel by 2030 whilst 47% thought we will be using rail transport more. These findings will undoubtedly fuel the debate over how the UK can reduce the impacts of transport on the environment.

The research was undertaken by leading energy and climate change consultancy AEA, in a study of over 2,000 British residents on their beliefs about future mobility. The study also found that only 30% of people thought it likely that fewer people would travel by car between now and 2030, suggesting that the UK's love affair with the car will continue, despite vehicle emissions contributing to global warming.

Commenting on the survey, Gwen Ventris, AEA's Chief Operating Officer for Europe said:

"It is clear from this survey that the public does not expect reductions in the amount of rail, air and car travel in future years. This may have important implications for how we reduce the climate change impacts of transport. New low carbon technologies coupled with measures for managing travel demand are likely to become increasingly important for controlling emissions from the transport sector."

The survey also found:

¹ Populus interviewed 2,040 adults in Britain online between 27th and 30th August 2010. The results have been weighted to be representative of all British adults.

- A majority of people would also be more willing to change the way they travel if public transport was more reliable (68%) and had wider coverage (58%)
- 82%² of the public believe that by 2030 the majority of cars manufactured will run on sustainable fuels including electricity, hydrogen or biofuels.
- 47% would be motivated to change the way they travel if there were plenty of convenient fuelling points to fill the car up with alternative fuels. 45% would be motivated by subsidies for cars that run on environmentally friendly fuels.
- 18-24 year olds would be most motivated (35%) by more stylishly designed electric and hydrogen cars, but were also the most likely to change the way they travelled (34%) if there were cycle lanes on all main roads
- In terms of travelling abroad, only 14% thought that higher airline prices would put them off taking so many flights abroad, with the younger generation particularly averse to curtailing air travel – only 10% of 18-24 year olds would be put off by higher airline prices
- Lower hotel prices in the UK drew a more positive response, with 45% of respondents saying lower hotel prices in the UK would encourage them to holiday in the UK. Women (49%) were more price conscious than men (40%), while the over 65s (53%) were the most likely to be affected by UK hotel prices.

Populus is a member of the British Polling Council and abides by its rules. For more details please go to www.populus.co.uk.

Ends

For more information contact:

² The breakdown of the data is as follows: 54% of respondents said this would be quite likely, 28% said it would be very likely. Just 2% said it would be very unlikely and 9% said it would be unlikely.

Michael Evans/Rowan Baker
Madano Partnership
www.madano.com

020 7593 4000

About AEA

AEA is a leading energy, environment and information management consultancy. The company operates in the UK, Europe, the US and China advising the UK Government, the EU and major private sector organisations in energy and climate change, air and water quality, risk management, resources and waste, sustainable transport and knowledge transfer.

AEA was recently selected by the Department for Transport to deliver the Office for Low Emission Vehicles' 'Plug-in Car Grant' scheme from January 2011.

AEA leads the [EEMS Accelerate](#) consortium, which is running a twelve-month real-world demonstration of high performance electric vehicles. EEMS Accelerate is part-funded by the Technology Strategy Board, and will have a stand at the [LCV 2010](#) event at Millbrook on 15th & 16th September, displaying the Ecotricity 'Nemesis' car from the project.

For further information please visit www.aeat.co.uk