

Transport

by

Panelbase

According to our Minipolls™, public transport usage/intent to use is roughly reaching pre-pandemic levels. This is evidenced by the fact;

Before the Outbreak

29% of all respondents claimed to have used the **Bus** on a weekly basis.

14% of respondents claimed to have used the **train** on a weekly basis.

8% of respondents claimed to have used the **Underground/Metro** on a weekly basis.

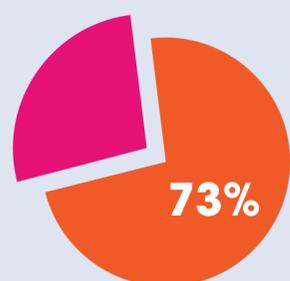
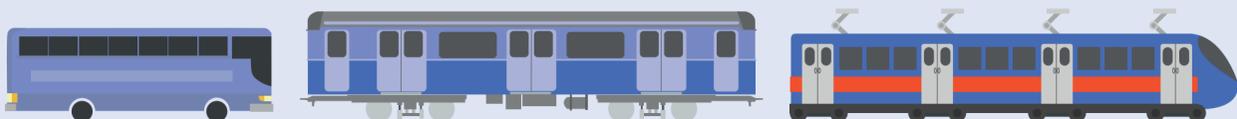
Intent in the next 6 months

24% claimed they'd use the **Bus** in the next 6 months.

19% plan to use the **trains** in the next 6 months.

7% intend to use the **Underground/Metro** in the next 6 months.

This suggests that now is the perfect time for Transport Bodies to target new schemes, attract new advertisers and understand their current and prospective users and any potential barriers for them to interact.



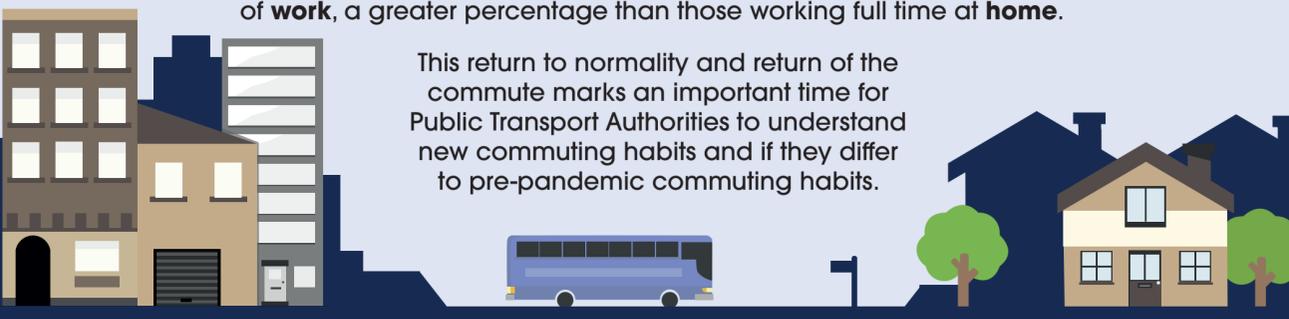
When broken down by frequency, **nearly three quarters** of all respondents who are currently using/intending to use public transport in the next six months claimed this is/would be at least weekly.



While the spread of frequency is fairly even when looking at weekly users, **2-3 times** a week users and more than 3 times a weekly users, this suggests that more flexible tickets could become more attractive to respondents in the near future.

This shift back to using public transport can be partially attributed to the fact that almost **a quarter** of all respondents we questioned are also now working full time in their place of **work**, a greater percentage than those working full time at **home**.

This return to normality and return of the commute marks an important time for Public Transport Authorities to understand new commuting habits and if they differ to pre-pandemic commuting habits.



Expense
32%

Fear of COVID-19
30%

Causes for Concern with Public transport

Lack of Social Distancing
29%

Infrequent services
16%

This suggests, that while transport companies need to be mindful and adhere to strict social distancing measures to encourage confidence, that reduced travel fares and more frequent services could attract wider usage too.



How Panelbase can help?

Campaign effectiveness studies -

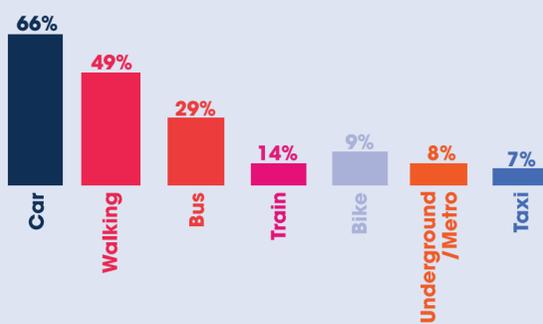
As movement is becoming more prevalent on public transport, now is a good time for media planners and brands to make use of these channels for advertising. Greater movement towards public transport, the greater the exposure to these campaigns and Panelbase can help to test the success of these campaigns for brands by using profiling data on our panel to pinpoint respondents who're most likely to have been exposed to these ads.

Testing new initiatives/offers for Transport companies -

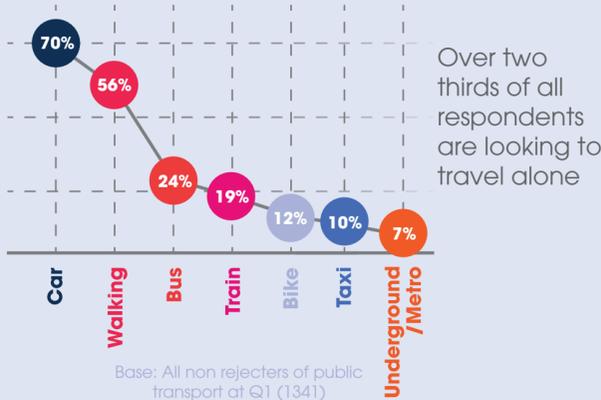
Using large, online quantitative studies to test whether new schemes would appeal amongst the target market and helping transport companies to identify what their current users needs are and how to secure potential future users

MINIPOLL™ QUESTIONS

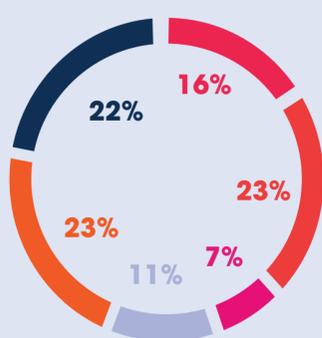
Which, if any of the following modes of transport did you use on a weekly basis before the COVID-19 outbreak?



Which, if any of the following modes of transport do you currently use or intend to use in the next 6 months?



Which of the following best describes your current working situation?



- Working full time at home
- Working flexibly between home/work
- Working full time at my place of work
- Working part time
- Unemployed
- Other

Just over one fifth of all respondents were back to working full time at their place of work (23%), highlighting the need for public transport to tailor their approach to the return of the commuters within the next six months

Base: All respondents (318)

Which of the following best describes why you don't currently/intend to use public transport in the next 6 months?

Expense 32%

Fear of COVID-19 30%

Lack of social distancing 29%

Overcrowding 26%

Infrequent services/times 16%

Change in working habits 9%

Change in personal circumstances 7%

Base: Those who don't currently/intend to use public transport in the next 6 months (251)

