

AA Survey - June 2017 - Parking at Summer Events

ONLINE Fieldwork Dates: 13th - 20th June 2017

Absolutes/col percents

Table 1

Q.14 Thinking about using temporary car parks at large summer events - concerts, festivals, county shows etc. - how do you usually go about trying to make sure you can find your car at the end of the event?

Base: All respondents

	Gender			Age						Region											SEG				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	16239	10934	5223	240	951	1733	3346	4436	5530	1418	578	1510	1206	1324	1224	704	1429	1189	3397	2008	252	7197	5296	2335	1411
I look for a memorable landmark at the end of the row I'm in	5420 33%	3389 31%	2009 38%	74 31%	341 36%	593 34%	1164 35%	1573 35%	1673 30%	434 31%	183 32%	480 32%	409 34%	471 36%	426 35%	225 32%	522 37%	355 30%	1198 35%	644 32%	73 29%	2522 35%	1827 34%	689 30%	382 27%
I look for a landmark beyond the car so I can aim straight for it when I return	2666 16%	1716 16%	938 18%	22 9%	118 12%	287 17%	567 17%	780 18%	892 16%	193 14%	94 16%	227 15%	189 16%	238 18%	214 17%	109 15%	251 18%	177 15%	613 18%	322 16%	39 15%	1219 17%	839 16%	380 16%	228 16%
I count rows as I walk to the event entrance	1130 7%	787 7%	338 6%	18 8%	64 7%	111 6%	175 5%	295 7%	467 8%	88 6%	29 5%	89 6%	83 7%	87 7%	68 6%	55 8%	106 7%	67 6%	267 8%	171 9%	20 8%	556 8%	355 7%	151 6%	68 5%
I make a mental note of other/more prominent vehicles near mine	1007 6%	776 7%	225 4%	33 14%	87 9%	148 9%	235 7%	257 6%	247 4%	87 6%	31 5%	88 6%	75 6%	92 7%	85 7%	47 7%	89 6%	67 6%	181 5%	149 7%	16 6%	431 6%	304 6%	179 8%	93 7%
I put something on the roof/aerial so I can see the car from a distance	389 2%	251 2%	137 3%	2 1%	14 1%	17 1%	76 2%	104 2%	176 3%	27 2%	15 3%	42 3%	30 2%	23 2%	38 3%	11 2%	46 3%	18 2%	77 2%	56 3%	6 2%	118 2%	140 3%	88 4%	43 3%
I don't usually think about it until it's too late and end up wandering around the car park pressing the remote and listening for the car bleep	353 2%	217 2%	136 3%	9 4%	52 5%	54 3%	84 3%	82 2%	72 1%	24 2%	17 3%	43 3%	31 3%	26 2%	26 2%	17 2%	25 2%	30 3%	63 2%	47 2%	4 2%	133 2%	128 2%	55 2%	37 3%
I use an app	340 2%	288 3%	51 1%	18 8%	41 4%	47 3%	83 2%	79 2%	72 1%	23 2%	9 2%	39 3%	19 2%	31 2%	32 3%	6 1%	22 2%	35 3%	79 2%	41 2%	4 2%	167 2%	89 2%	62 3%	22 2%
Other	602 4%	465 4%	130 2%	10 4%	50 5%	99 6%	190 6%	151 3%	101 2%	45 3%	23 4%	43 3%	45 4%	48 4%	40 3%	22 3%	51 4%	46 4%	133 4%	95 5%	11 4%	267 4%	189 4%	98 4%	48 3%
Not applicable/I don't attend such events	4332 27%	3045 28%	1259 24%	54 23%	184 19%	377 22%	772 23%	1115 25%	1830 33%	497 35%	177 31%	459 30%	325 27%	308 23%	295 24%	212 30%	317 22%	394 33%	786 23%	483 24%	79 31%	1784 25%	1425 27%	633 27%	490 35%



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Table 2

Q.14 Thinking about using temporary car parks at large summer events - concerts, festivals, county shows etc. - how do you usually go about trying to make sure you can find your car at the end of the event?

Base: All respondents excl. "Not applicable"

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	11907	7889	3964	186	767	1356	2574	3321	3700	921	401	1051	881	1016	929	492	1112	795	2611	1525	173	5413	3871	1702	921
I look for a memorable landmark at the end of the row I'm in	5420	3389	2009	74	341	593	1164	1573	1673	434	183	480	409	471	426	225	522	355	1198	644	73	2522	1827	689	382
I look for a landmark beyond the car so I can aim straight for it when I return	2666	1716	938	22	118	287	567	780	892	193	94	227	189	238	214	109	251	177	613	322	39	1219	839	380	228
I count rows as I walk to the event entrance	1130	787	338	18	64	111	175	295	467	88	29	89	83	87	68	55	106	67	267	171	20	556	355	151	68
I make a mental note of other/more prominent vehicles near mine	1007	776	225	33	87	148	235	257	247	87	31	88	75	92	85	47	89	67	181	149	16	431	304	179	93
I put something on the roof/aerial so I can see the car from a distance	389	251	137	2	14	17	76	104	176	27	15	42	30	23	38	11	46	18	77	56	6	118	140	88	43
I don't usually think about it until it's too late and end up wandering around the car park pressing the remote and listening for the car bleep	353	217	136	9	52	54	84	82	72	24	17	43	31	26	26	17	25	30	63	47	4	133	128	55	37
I use an app	340	288	51	18	41	47	83	79	72	23	9	39	19	31	32	6	22	35	79	41	4	167	89	62	22
Other	602	465	130	10	50	99	190	151	101	45	23	43	45	48	40	22	51	46	133	95	11	267	189	98	48



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Table 3

Q.D1 Please select which age band you fall into**Base: All respondents**

	Gender			Age						Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	16239	10934	5223	240	951	1733	3346	4436	5530	1418	578	1510	1206	1324	1224	704	1429	1189	3397	2008	252	7197	5296	2335	1411
Under 16	3 *	1 *	1 *	-	-	-	-	-	-	1 *	-	1 *	1 *	-	-	-	-	-	-	-	-	-	1 *	1 *	1 *
18 to 24	240 1%	114 1%	124 2%	240 100%	-	-	-	-	-	22 2%	12 2%	22 1%	25 2%	24 2%	21 2%	14 2%	12 1%	11 1%	42 1%	33 2%	2 1%	68 1%	99 2%	60 3%	13 1%
25 to 34	951 6%	460 4%	481 9%	-	951 100%	-	-	-	-	82 6%	36 6%	97 6%	88 7%	100 8%	94 8%	34 5%	68 5%	85 7%	159 5%	100 5%	8 3%	315 4%	419 8%	178 8%	39 3%
35 to 44	1733 11%	986 9%	734 14%	-	-	1733 100%	-	-	-	134 9%	64 11%	170 11%	141 12%	158 12%	129 11%	83 12%	133 9%	147 12%	354 10%	190 9%	30 12%	707 10%	655 12%	268 11%	103 7%
45 to 54	3346 21%	2102 19%	1224 23%	-	-	-	3346 100%	-	-	293 21%	109 19%	311 21%	236 20%	277 21%	266 22%	146 21%	315 22%	249 21%	677 20%	410 20%	57 23%	1329 18%	1177 22%	598 26%	242 17%
55 to 64	4436 27%	2977 27%	1434 27%	-	-	-	-	4436 100%	-	415 29%	168 29%	410 27%	341 28%	364 27%	319 26%	186 26%	374 26%	329 28%	922 27%	535 27%	73 29%	1879 26%	1482 28%	693 30%	382 27%
65 or older	5530 34%	4294 39%	1225 23%	-	-	-	-	-	5530 100%	471 33%	189 33%	499 33%	374 31%	401 30%	395 32%	241 34%	527 37%	368 31%	1243 37%	740 37%	82 33%	2899 40%	1463 28%	537 23%	631 45%

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Table 4
Q.D2 Are you....?
Base: All respondents

	Gender			Age						Region											SEG				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	AB	C1	C2	DE
Base	16239	10934	5223	240	951	1733	3346	4436	5530	1418	578	1510	1206	1324	1224	704	1429	1189	3397	2008	252	7197	5296	2335	1411
Male	10934	10934	-	114	460	986	2102	2977	4294	973	399	1028	832	875	842	483	978	794	2229	1309	192	4865	3292	1766	1011
	67%	100%	-	48%	48%	57%	63%	67%	78%	69%	69%	68%	69%	66%	69%	69%	68%	67%	66%	65%	76%	68%	62%	76%	72%
Female	5223	-	5223	124	481	734	1224	1434	1225	439	173	478	364	443	373	218	446	386	1154	690	59	2287	1979	566	391
	32%	-	100%	52%	51%	42%	37%	32%	22%	31%	30%	32%	30%	33%	30%	31%	31%	32%	34%	34%	23%	32%	37%	24%	28%
Other (Please specify)	11	-	-	1	2	1	5	2	-	-	1	1	3	1	-	1	-	2	-	2	-	6	2	-	3
	*	-	-	*	*	*	*	*	-	-	*	*	*	*	-	*	-	*	-	*	-	*	*	-	*
Prefer not to say	71	-	-	1	8	12	15	23	11	6	5	3	7	5	9	2	5	7	14	7	1	39	23	3	6
	*	-	-	*	1%	1%	*	1%	*	*	1%	*	1%	*	1%	*	*	1%	*	*	*	1%	*	*	*



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Table 5

Q.D3 Which of the following describes where you live?

Base: All respondents

	Gender			Age						Region											SEG				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	16239	10934	5223	240	951	1733	3346	4436	5530	1418	578	1510	1206	1324	1224	704	1429	1189	3397	2008	252	7197	5296	2335	1411
Scotland	1418	973	439	22	82	134	293	415	471	1418	-	-	-	-	-	-	-	-	-	-	-	592	494	214	118
	9%	9%	8%	9%	9%	8%	9%	9%	9%	100%	-	-	-	-	-	-	-	-	-	-	-	8%	9%	9%	8%
North East	578	399	173	12	36	64	109	168	189	-	578	-	-	-	-	-	-	-	-	-	-	229	195	103	51
	4%	4%	3%	5%	4%	4%	3%	4%	3%	-	100%	-	-	-	-	-	-	-	-	-	-	3%	4%	4%	4%
North West	1510	1028	478	22	97	170	311	410	499	-	-	1510	-	-	-	-	-	-	-	-	-	654	485	230	141
	9%	9%	9%	9%	10%	10%	9%	9%	9%	-	-	100%	-	-	-	-	-	-	-	-	-	9%	9%	10%	10%
Yorkshire and the Humber	1206	832	364	25	88	141	236	341	374	-	-	-	1206	-	-	-	-	-	-	-	-	485	421	177	123
	7%	8%	7%	10%	9%	8%	7%	8%	7%	-	-	-	100%	-	-	-	-	-	-	-	-	7%	8%	8%	9%
West Midlands	1324	875	443	24	100	158	277	364	401	-	-	-	-	1324	-	-	-	-	-	-	-	529	429	228	138
	8%	8%	8%	10%	11%	9%	8%	8%	7%	-	-	-	-	100%	-	-	-	-	-	-	-	7%	8%	10%	10%
East Midlands	1224	842	373	21	94	129	266	319	395	-	-	-	-	-	1224	-	-	-	-	-	-	506	413	192	113
	8%	8%	7%	9%	10%	7%	8%	7%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	7%	8%	8%	8%
Wales	704	483	218	14	34	83	146	186	241	-	-	-	-	-	-	704	-	-	-	-	-	315	226	92	71
	4%	4%	4%	6%	4%	5%	4%	4%	4%	-	-	-	-	-	-	100%	-	-	-	-	-	4%	4%	4%	5%
East of England	1429	978	446	12	68	133	315	374	527	-	-	-	-	-	-	-	1429	-	-	-	-	656	441	210	122
	9%	9%	9%	5%	7%	8%	9%	8%	10%	-	-	-	-	-	-	-	100%	-	-	-	-	9%	8%	9%	9%
London	1189	794	386	11	85	147	249	329	368	-	-	-	-	-	-	-	-	1189	-	-	-	617	372	127	73
	7%	7%	7%	5%	9%	8%	7%	7%	7%	-	-	-	-	-	-	-	-	100%	-	-	-	9%	7%	5%	5%
South East	3397	2229	1154	42	159	354	677	922	1243	-	-	-	-	-	-	-	-	-	3397	-	-	1610	1102	431	254
	21%	20%	22%	18%	17%	20%	20%	21%	22%	-	-	-	-	-	-	-	-	-	100%	-	-	22%	21%	18%	18%
South West	2008	1309	690	33	100	190	410	535	740	-	-	-	-	-	-	-	-	-	-	2008	-	869	642	306	191
	12%	12%	13%	14%	11%	11%	12%	12%	13%	-	-	-	-	-	-	-	-	-	-	100%	-	12%	12%	13%	14%
Northern Ireland	252	192	59	2	8	30	57	73	82	-	-	-	-	-	-	-	-	-	-	-	252	135	76	25	16
	2%	2%	1%	1%	1%	2%	2%	2%	1%	-	-	-	-	-	-	-	-	-	-	-	100%	2%	1%	1%	1%

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Table 6

Q.D4 Which of these best describes the occupation of the chief income earner in your household, or their previous occupation before they retired if you or they are still receiving a pension from their job?

Base: All respondents

	Gender		Age							Region										SEG					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	AB	C1	C2	DE
Base	16239	10934	5223	240	951	1733	3346	4436	5530	1418	578	1510	1206	1324	1224	704	1429	1189	3397	2008	252	7197	5296	2335	1411
Higher or middle level managerial, administrative or professional position	7197 44%	4865 44%	2287 44%	68 28%	315 33%	707 41%	1329 40%	1879 42%	2899 52%	592 42%	229 40%	654 43%	485 40%	529 40%	506 41%	315 45%	656 46%	617 52%	1610 47%	869 43%	135 54%	7197 100%	-	-	-
Supervisor or clerical position - junior managerial, administrative or professional position - self-employed - student living away from home	5296 33%	3292 30%	1979 38%	99 41%	419 44%	655 38%	1177 35%	1482 33%	1463 26%	494 35%	195 34%	485 32%	421 35%	429 32%	413 34%	226 32%	441 31%	372 31%	1102 32%	642 32%	76 30%	-	5296 100%	-	-
Skilled manual or service worker	2335 14%	1766 16%	566 11%	60 25%	178 19%	268 15%	598 18%	693 16%	537 10%	214 15%	103 18%	230 15%	177 15%	228 17%	192 16%	92 13%	210 15%	127 11%	431 13%	306 15%	25 10%	-	-	2335 100%	-
Semi skilled or unskilled manual or service worker - dependent on state benefits - unemployed for six months or longer - or state pensioner with no earnings	1411 9%	1011 9%	391 7%	13 5%	39 4%	103 6%	242 7%	382 9%	631 11%	118 8%	51 9%	141 9%	123 10%	138 10%	113 9%	71 10%	122 9%	73 6%	254 7%	191 10%	16 6%	-	-	-	1411 100%



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