



## Press information

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### TNS-led consortium secures major DfT contract

**LONDON. June 8 2009** — A TNS-led consortium has won a major contract from the Department for Transport to deliver the first in-depth study into how public attitudes to climate change impact travel preferences.

The 18-month segmentation study will bring together TNS with public policy consultants People Science and Policy, transport planners JMP Consultants and the Centre for Transport and Psychology at the University of Bath, to explore the barriers and motivators to travel behavioural change. The study will aim to:

- Help the DfT identify how to encourage people to change their travel behaviour in order to consume less carbon
- Help inform policy development to help the Government meet the 2008 Climate Change Act carbon budgets.

Starting in June 2009, the study will be rolled out in four phases and will comprise 3,500 random probability, face-to-face interviews with the general public in England. Interviews will be based on a bespoke quantitative survey questionnaire. Following the survey fieldwork, TNS analysts will develop a full segmentation model based on public attitudes, motivations, lifestyle attributes and behaviours relevant to climate change and travel behaviour.

Douglas Dalziel, Director at TNS explains: “The model we have proposed will identify segments based on attitudes and behaviour and then quantify the scale of each segment within England’s population. These insights will inform government policy and will also support the development of social marketing strategies to help reduce CO<sub>2</sub> emissions from transport. We are delighted to be working with the DfT on a study of such major strategic importance.”

For further details of the study please contact Douglas Dalziel on [douglas.dalziel@tns-global.com](mailto:douglas.dalziel@tns-global.com)

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### About TNS

TNS, who recently merged with Research International, is the world’s largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more

effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit [www.tnsglobal.com](http://www.tnsglobal.com) for more information.

### **About JMP Consultants**

JMP Consultants Ltd is a leading transport planning consultancy which has developed a wide knowledge base of issues that relate to climate change and sustainable transport, including the effectiveness of Smarter Choice measures. Derek Palmer is the JMP project manager and brings specialist knowledge of the policy background as well as a very good knowledge across a range of transport issues to this work. For further details of JMP involvement please contact Derek Palmer Tel: 020-7618-4144 Email:

[Derek.palmer@jmp.co.uk](mailto:Derek.palmer@jmp.co.uk)

### **About People Science and Policy**

People Science & Policy Ltd (PSP) is a public policy consultancy that specialises in public and stakeholder engagement, strategic consultancy, research and evaluation. PSP, working with the University of Leeds, undertook the deliberative research that underpins this segmentation study and will be involved in the questionnaire design, follow-up qualitative research and reporting. For more information on PSP's involvement contact Suzanne King (tel: 020 3102 8136, email:

[Suzanne.king@people-science-and-policy.com](mailto:Suzanne.king@people-science-and-policy.com))

### **About the University of Bath**

The University of Bath is one of the UK's leading universities, with an international reputation for quality research and teaching. The University has strong links with its local community, offering its facilities, business acumen and academic expertise to local people and businesses. View a full list of the University's press releases: <http://www.bath.ac.uk/news/>