



# Jess Bailey

## Travel Plan Specialist

# Staff Travel Surveys All you need to know!



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Overview

---

This workshop provides practical advice for understanding;

- what you want to achieve from the survey,
- which questions to ask,
- how to get good response rates,
- survey methodology,
- what to do with the data once you have it
- what the data is telling you.



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Getting Started

---

**Before starting ask  
some questions.**

Why  
What  
Who  
How  
When

?

# Why

---

Why are you collecting data/information?

- Carbon Management Plan
- Travel Planning
- Environmental Policy
- Cost Savings
- Efficiency Saving
- Moving Office
- Improve working environment (work/life balance)

**Overall aims and objectives**



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Why

---

- Monitoring
- Evidence building
- Find out opinions
- A better understanding
- Baseline data & target setting
- You've been told it's a good idea
- One of the stages of travel planning
- You don't know

**In order to ask the right questions in your survey you need to understand why you are undertaking a survey?**

**Remember surveys don't have to give statistical responses**

# What

---

## What do you wish to know from your survey ?

- CO<sub>2</sub>,
- Cost,
- Mode share/shift
- Are staff at a stage where they are likely to consider changing the way they travel?
- What would encourage them to switch?
- How likely are they to actually change?
- What is it going to cost to reach your aims?
- Is it realistic to expect them to switch?

# What

---

**Can this information be gathered from other sources?  
Remember there maybe more than one way to get the  
information you want.**

**Commuter**

**Business**

**Fleet**

IT

Finance

HR

Fleet Manager

Procurement

Estates/Facilities



*'Creating Change'*

**Staff Travel Surveys – All you need to know!**



# Who

---

- All Staff
- Specific Transport Users - ( car drivers)
- Specific Job Types – Management, Business Travellers
- Sample/Pilot Group – Small Mixed/Specific Group
- Not Who but What?

**How can I identify/target members of a specific group?**



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# How

---

- Face to face/In person
- Telephone
- Postal
- Online

Paper

Electronic

Once you have collected the information how will use and analyse the information

**Each have there benefits and disbenefits**

**You may need to use a combination of methods to reach your target audience(s)**

---

# How

---

**Face to face/In person** - At their desk, in the canteen, at the entrance to work, in class. This can be done using paper surveys or electronic devices

**Postal** - Ideal for staff without/limited access to a computer and can be linked to wage slip mailouts.

**Online** - Idea for staff with regular access to a computer, can enable automated data input into spreadsheet format as well as analysis.

**SurveyMonkey**

**KwikSurveys**



*'Creating Change'*

Staff Travel Surveys – All you need to know!



## Test your survey first

Ask colleagues to do the survey

- Is it easy to understand
- Make sense
- Spelling mistakes
- Functionality
- Too long
- If using a survey tool for the first time, check out how the results are presented to you

# When

---

## Avoid

Holiday period (December and January are particularly poor)

Busy times (inspections/audits etc.)

To maximise response rates

Get unbiased answers

Reach your target group

Consider

Other events that are happening

Have staff just completed a survey

Is there an existing staff survey that you can link to



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Question Types

---

- **Open questions**
- **Closed questions**
- **Specific questions**
- **Probing questions**
- **Hypothetical questions**
- **Reflective questions**
- **Leading questions.**

You can use a series of different type of questions to “funnel” information.

# Response Rates

---

## What is acceptable ?

### Quantitative

- Depends on size of organisation
- As a minimum 10%
- Would suggest 25% upwards
- Ideally 75% or more

### Qualitative

- Opinions
- Views
- Its not a numbers game ?

Margin of error – about sample size, not % return rate.

Sample size of 232 = 6.6% margin of error

$(1/\sqrt{232}$  (all journey sample size) = 6.6%)



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Increasing Response Rate

---

- Short as possible
- financial incentives
- Giveaways/prize draw
- discount coupons
- promise of contribution to charity
- preliminary notification
- follow-up requests – multiple requests
- personalisation of the request - address specific individuals
- emotional appeals
- convince respondent that they can make a difference
- guarantee anonymity
- compulsory

**Know your target audience**



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Data – What next

- Put the data into a format to enable calculations
- Depend on type of survey
- Spreadsheet – Pivot tables

Some survey tools will do the calculations for you – be careful.

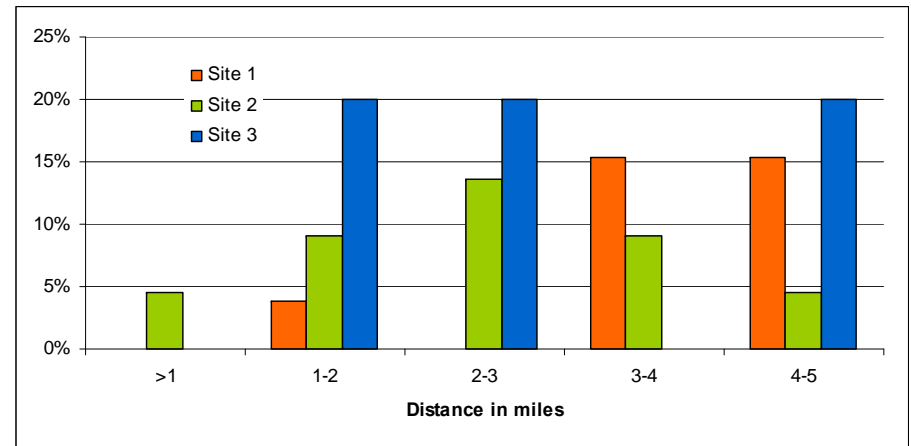
7. If you sometimes travel by another mode of transport to the College please indicate which ones?

	frequently (about twice a week)	sometimes (about once a week)	occasionally (about twice a month)	Response Count
Walk	36.4% (12)	27.3% (9)	36.4% (12)	33
Cycle	25.0% (2)	25.0% (2)	50.0% (4)	8
Bus	26.1% (6)	47.8% (11)	26.1% (6)	23
Train	37.5% (3)	25.0% (2)	37.5% (3)	8
Motorcycle/scooter	0.0% (0)	0.0% (0)	100.0% (1)	1
Car passenger	38.7% (12)	32.3% (10)	29.0% (9)	31
Car driver with others	25.0% (2)	25.0% (2)	50.0% (4)	8
Car driver alone	62.5% (5)	12.5% (1)	25.0% (2)	8
answered question				79
skipped question				105

# Data – What it tells us

- The answer to one question may only tell you half the story
- Cross referencing
- Comparing with other types of surveys (site audit)

	Site 1	Site 2	Site 3
Up to 1 mile	0.00%	20.00%	13.64%
between 1 & 2 miles	3.85%	20.00%	9.09%
between 2 & 3 miles	0.00%	20.00%	13.64%
between 3 & 4 miles	15.38%	0.00%	9.09%
between 4 & 5 miles	15.38%	20.00%	4.55%
between 5 & 10 miles	15.38%	20.00%	27.27%
between 10 & 20 miles	19.23%	0.00%	22.73%
between 20 & 30 miles	11.54%	0.00%	0.00%
Over 30 miles	19.23%	0.00%	0.00%



# Data – What it tells us

---

## Does it tell the truth ?

- 75% of staff travel by car because they need it for their job
- 54% travel for business, of which only 15% travel on a daily basis.
- What does this tell us????

## You may need to quantify



*'Creating Change'*

Staff Travel Surveys – All you need to know!



# Finally

---

- **Surveys can tell you a whole host of things**
- **What are you going to do with the information once you have it.**
  - **Reporting**
  - **Monitoring**
  - **Action Development**
  - **Target setting**

**What ever the  
reason it needs to  
be right**

# Finally

---

# Any questions



*'Creating Change'*

Staff Travel Surveys – All you need to know!





# Jess Bailey

## Travel Plan Specialist

[www.jessbailey.co.uk](http://www.jessbailey.co.uk)



*'Creating Change'*

Staff Travel Surveys – All you need to know!

