

Examination of the feasibility of
quantitative follow up surveys of
National Travel Survey
respondents
Final Report

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EXECUTIVE SUMMARY

This report presents the findings of a project to test the feasibility of carrying out follow up surveys of National Travel Survey (NTS) respondents. The main aims and objectives of the study were to:

- identify the optimum data collection mode for conducting follow up surveys of NTS respondents
- establish what response rate such a follow up survey might be likely to achieve

Of all the criteria for determining the optimum mode, perhaps the most important in this instance were:

- cost-effectiveness
- ability to compare data with those collected by other surveys

In-person follow up

Three modes of data collection were tested: a face-to-face survey; a telephone survey using showcards; a telephone survey used modified questions so that showcards were not required. For each mode tested 396 respondents were approached. In order to be eligible to take part in the follow up survey, respondents had to be an adult (aged 16 or over), to have taken part in the core NTS interview in person and to have agreed to follow-up at that time.

The main conclusions from the follow up survey were as follows:

- a face-to-face survey could achieve a higher response rate (81%) than a telephone survey (approximately 70%)
- when assessing the representativeness of the data each approach in relation to the general population, the face-to-face mode tended to yield more similar responses than did the two telephone approaches. However certain biases were evident in the achieved follow up samples across all modes, for instance under representation of the 16-24 age group
- the face-to-face mode tended to be the most comparable to the donor survey, particularly where the donor survey was administered face-to-face. The telephone approach with showcards was the next most comparable
- in terms of cost effectiveness, face-to-face surveys tend to be more costly than telephone surveys but the most appropriate mode when the priorities are high quality data, high response rates and flexibility in terms of the nature of the questions to be asked. Where the emphasis is on speed of implementation or where the budget is more limited, the follow up survey demonstrated that a telephone mode can yield good quality data

Proxy follow up survey

A further strand of the project was to follow up people who responded by proxy to the core NTS survey. This was to examine the extent to which the representativeness of a sample of NTS respondents could be augmented by including NTS proxy respondents who, because they were not interviewed in person, had not been asked about their willingness to take part in a follow up survey.

The proxy follow up was conducted by telephone and involved contacting 396 respondents simply to ask them whether they would be willing in principle to take part in a future follow up survey.

The main conclusions from the proxy follow up survey were as follows:

- approximately 80% of proxy respondents said they were willing to take part in the proxy follow up survey
- NTS proxy respondents tend to travel further (on average around 10% further) than non-proxy respondents and so are an important group to include in follow up surveys if the achieved sample is to be representative in terms of its travel behaviour

Wider issues

Without a doubt, NTS respondents provide invaluable access to a sample of people whose travel behaviour and related characteristics are known. However, the current study identified that multiple follow up surveys need to be coordinated in order for DfT to get the most out of this sample. Furthermore, studies which seek to compare their findings with those from other surveys such as NTS or the British Social Attitudes Survey may find their publication schedule is constrained by the publication dates of the donor survey. These issues are far from insurmountable and certainly should not be seen as obstacles to DfT conducting attitudinal follow up surveys of NTS respondents in order to get a better understanding of the factors which shape their travel behaviour.

Contents

1	INTRODUCTION.....	1
1.1	Aims	1
1.2	Options for data collection mode	2
1.3	Following up proxy respondents	4
1.4	Report structure	4
2	SAMPLE	5
2.1	Follow up interview sample	5
2.1.1	Composition.....	5
2.1.2	Issuing the sample.....	6
2.1.3	Accuracy of the details in the face-to-face sample.....	7
2.1.4	Accuracy of the details in the telephone sample	7
2.2	Proxy Sample.....	8
3	METHODOLOGY.....	9
3.1	Follow up.....	9
3.1.1	Designing and programming the questionnaire.....	9
3.1.2	Briefing the interviewers	9
3.1.3	Conducting the face-to-face interviews	10
3.1.4	Conducting the telephone interviews.....	10
3.1.5	Processing the data.....	11
3.2	Proxy follow up.....	11
4	ANALYSIS AND OBSERVATIONS.....	13
4.1	Follow up response	13
4.1.1	Overall response.....	13
4.1.2	Interval between NTS interview and follow up	14
4.1.3	Geographical spread	14
4.2	Proxy follow up response.....	15
4.3	Representativeness of follow up response	16
4.3.1	Socio-demographic comparisons	16
4.3.2	Travel behaviour	21
4.4	The effect of weighting the data	23
4.5	Comparability with donor surveys	24
4.5.1	With face-to-face mode	25
4.5.2	With self-administered mode	26
4.5.3	Socially desirable responding.....	28
4.5.4	“Extreme” responding	28
4.6	Respondent feedback	29
5	RECOMMENDATIONS AND CONCLUSIONS.....	31
5.1	Criterion 1: likely response rate	31
5.2	Criterion 2: representativeness of the achieved sample.....	31
5.3	Criterion 3: comparability with donor surveys	32
5.4	Criterion 4: ease of implementation	32
5.5	Criterion 5: relative cost-effectiveness	32
5.6	The potential offered by following up NTS respondents	33
5.7	Whether and when to make contact with NTS proxy respondents.....	33
5.8	Limitations on follow up surveys	33
5.8.1	Availability of data about typical travel behaviour.....	33
5.8.2	Controlling access to the sample.....	34
5.8.3	Using data from other (unpublished) surveys.....	34
APPENDIX A	QUESTIONNAIRE DOCUMENTATION	35
APPENDIX B	INTERVIEWER INSTRUCTIONS	49

APPENDIX C	CONFIRMATION LETTER	55
APPENDIX D	SHOWCARDS	57
APPENDIX E	ADVANCE LETTERS: NO SHOWCARDS	69
APPENDIX F	ADVANCE LETTER: WITH SHOWCARDS.....	71
APPENDIX G	REMAINING TABLES FOR COMPARABILITY OF RESPONSES BY MODE TO DONOR SURVEY	73

1 INTRODUCTION

1.1 Aims

This report presents the findings of a study which examined the feasibility of using quantitative surveys to follow up people who take part in the National Travel Survey (NTS). NTS is used by the Department for Transport (DfT) as its principal source of information about personal travel within Great Britain. The Department already uses NTS participants as a sample source for qualitative follow up studies, primarily because these people constitute a potential sample of people with particular and known characteristics. For example, NatCen has recently conducted qualitative follow up studies of people aged 50 or over and people aged between 16 and 25.

One of the main features of NTS is that it is fundamentally a behavioural survey, and as such does not collect attitudinal data, albeit with a small number of exceptions. The Department regularly uses modules in the Office for National Statistics (ONS) Omnibus Survey and the National Centre for Social Research (NatCen) British Social Attitudes Survey¹ to collect attitudinal data. The decision not to mix behavioural and attitudinal data in a single survey is deliberate because respondents might otherwise experience cognitive dissonance² which could in turn influence the responses they give.

In 2005, DfT asked Roger Jowell from City University to advise it on options for a) the long term monitoring of public attitudes and b) short and medium attitudinal research. One of the options considered was following up NTS respondents. The report acknowledges that NTS provides a valuable sampling frame, especially in view of the fact that attitudinal data from a follow up study could be linked with the detailed behavioural data collected in the course of NTS itself. However, a concern raised in the report is that following up NTS respondents may not yield a representative dataset because the people responding would be a sub-sample of the NTS respondents, who themselves are a sub-sample of the original NTS *drawn sample*, which ultimately was a sample of the population of Great Britain as a whole (see Figure 1-1 for an illustration of the layers of sub-samples).

So a key issue is the extent to which a follow up survey of NTS respondents would yield an unbiased and representative sample. To help establish this, DfT commissioned NatCen to carry out a feasibility study which would:

- identify the optimum data collection mode for conducting follow up surveys of NTS respondents
- establish what response rate such a follow up survey might be likely to achieve and the extent of bias in the achieved sample

Amongst the criteria for determining the optimum mode, perhaps two of the most important in this instance are cost-effectiveness and the ability to compare data with those collected by other surveys.

For the purpose of this feasibility study, certain parameters were agreed with DfT namely:

¹ Publications can be found at:
http://www.dft.gov.uk/stellent/groups/dft_transstats/documents/divisionhomepage/031560.hcsp

² The psychological discomfort people experience when their attitudes and behaviour do not make sense in relation to each other

- the follow up interview should include no more than 20 minutes of questions, with the content being drawn by DfT from existing, established surveys
- the follow up sample should be drawn from adults (ie. aged 16 or over) in households which took part in NTS (irrespective of whether the household was classified in NTS terms as participating fully or partially)
- in order to minimise the burden on participating households, only one adult should be selected from each NTS household

1.2 Options for data collection mode

Two modes of data collection were selected for testing in the feasibility study:

- a face-to-face interview conducted by the original NTS interviewer
- a telephone interview conducted by NatCen's centralised Telephone Unit

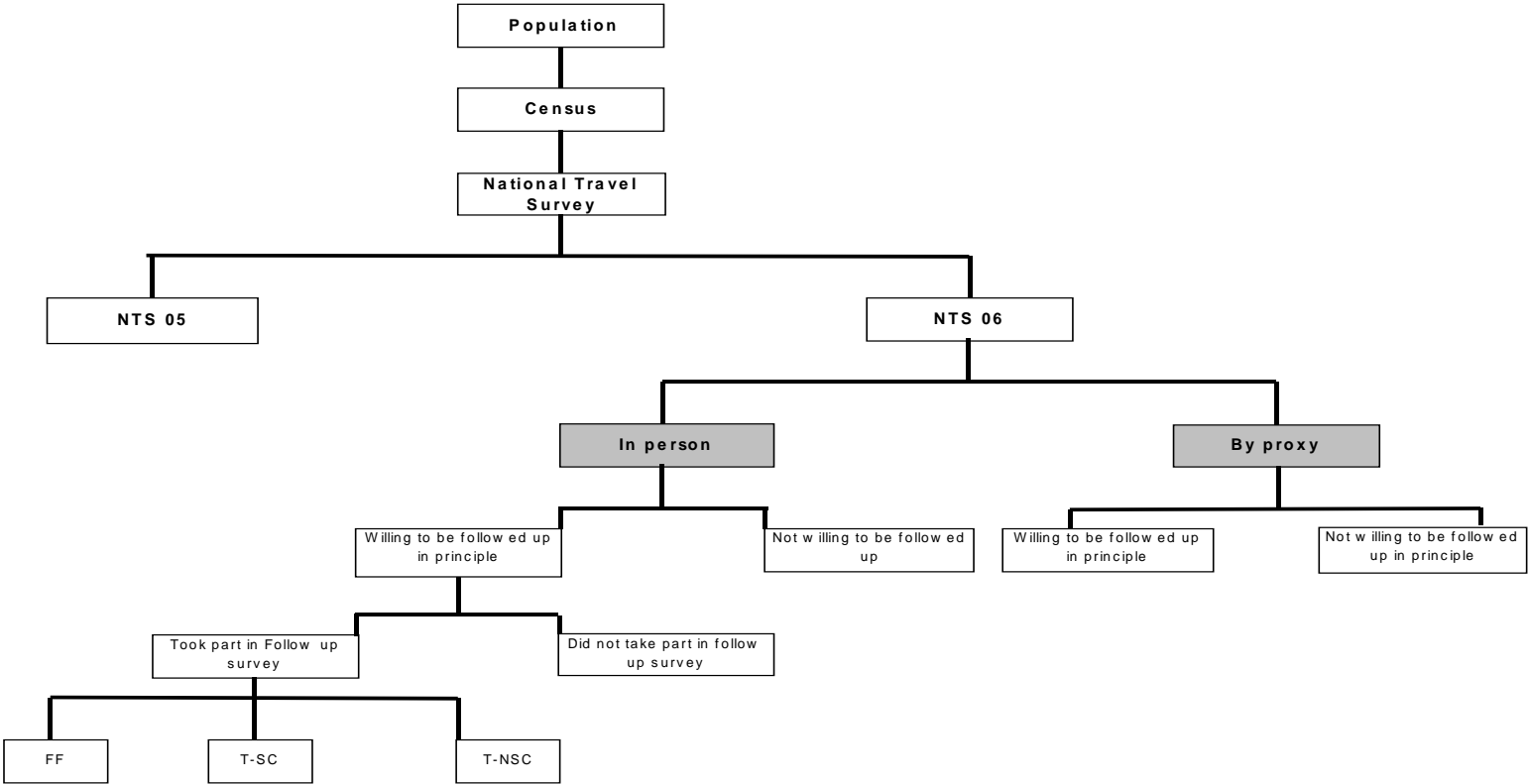
Face-to-face surveys allow greater flexibility in terms of the nature of questions and response scales than telephone surveys do. In particular, complex response scales can be used because they can be supported by showcards where respondents select the appropriate response from the possible responses listed on a card. For obvious reasons showcards are not generally used in telephone surveys. Because of the rapport interviewers can build up with respondents when talking with them face-to-face, response rates to surveys using this mode tend also to be higher. A secondary aim of the feasibility study was to see whether this rapport could be capitalised on by examining whether the original NTS interviewer could be made available to follow up the households whose data they themselves had originally interviewed.

The most obvious disadvantage of the face-to-face mode is its cost relative to equivalent telephone questions. However, if DfT were to seek to benchmark responses given by NTS respondents with responses given by respondents to other surveys conducted on its behalf, then continuity of mode would become important. In the case of the feasibility study, questions were donated from face-to-face surveys which raised two issues: first, whether and to what extent there would be a mode effect; and second, how the questions which used showcards in the donor surveys could be presented without changing the nature of the responses they elicited. The latter is important because DfT would not want the questions it can ask in a follow up survey to be constrained by whether or not they require showcards. To examine these issues, it was decided that the telephone interviews in the feasibility study should be conducted in two ways: first, without showcards and with the questions from the donor surveys being modified, albeit as little as possible; and second, with showcards, an approach which was to be achieved by posting showcards to respondents beforehand.

So, to summarise, three strands of data collection were used:

- a face-to-face survey using questions taken from donor surveys without modification (FF)
- a telephone survey using questions taken from donor surveys without modification, and with showcards posted to respondents along with the covering letter before the interview takes place (T-SC).
- a telephone survey using modified questions from donor surveys such that showcards are not required (T-NSC)

Figure 1-1 Diagram illustrating the sub level samples



1.3 Following up proxy respondents

It was only from January 2005 that NTS routinely included a question asking about willingness to take part in a follow up survey. The question was placed at the end of the Placement Interview and was asked of the household reference person who responded as though answering on behalf of the household as a whole, although the extent of the permission-giving was ambiguous. From January 2006 the process was tightened such that all respondents aged 16 or over who took part in the survey in person were asked whether they personally would be willing in principle to take part in a further, related survey. They were asked:

“It is possible that sometime in the future there may be a follow up study to this one. Would it be alright to contact you again if there was another study?”

However, because such permission must be given in person this question was not asked of people who were not available at the time of the NTS interview and whose data therefore had to be collected by proxy (approximately 22% of adult NTS respondents in 2005). Of course, proxy respondents may be different to other NTS respondents, not least because in some cases the reason why they are not available to be interviewed in person is because they travel so much. Hence with a view to minimising bias in future follow up surveys, the current study set out to contact a sample of proxy respondents by telephone in order to ask them whether they would, in principle at least, be willing to take part in a follow up survey. They were not actually then interviewed for the current study, and this should be taken into account when examining the survey responses in Chapter 4. Ideally they would have been interviewed but the current study was in the field at the same time as an unrelated qualitative study also being conducted on DfT’s behalf whose timescale meant it had to take priority for access to the pool of NTS respondents. The wider issue this raises is discussed in Chapter 5.

1.4 Report structure

The remainder of this report outlines the sample design and how the fieldwork was conducted. These chapters are followed by an examination of the data the study collected and their implications for the feasibility of DfT moving to conduct regular quantitative follow up surveys of NTS respondents.

2 SAMPLE

2.1 Follow up interview sample

2.1.1 Composition

With the exception of the proxy respondents, the sample comprised adults (ie. aged 16 or over) from households which took part in NTS between February and April 2006 where the individuals concerned consented to take part in a follow up survey and for whom a contact telephone number had been collected. The households included those where all members participated fully in the NTS survey⁴, as well as those which participated but where one or more people failed to complete one or more component (approximately 10% of all households that responded). The contact telephone numbers collected during NTS were for the household as a whole rather than, for example, the best number on which to reach each adult household member.

To reduce the burden placed on households, just one person in each household was selected for the follow up study. To do this households were sampled with a probability proportional to the number of eligible adults within them and then one individual per household was selected at random. This produced a sample that was representative of individuals responding to the NTS.

Table 2.1 shows how the sample for the follow up study was derived and the points at which potential sample members were excluded.

Table 2-1 How the sample for the follow up study was selected and identifies where potential sample members are excluded (Feb-April NTS 2006)

	N
Total number of full / partial households	2312
Total number of adults in full / partial households	4380
... of whom, total number who were asked about willingness to take part in follow up study	3379
... of whom, total number who gave permission to be followed up	2946
... of whom, total number where a telephone number was provided	2538

The sample of proxy respondents was not drawn until September 2006, a few months after the sample for the rest of the study was drawn. The reason for this is given above in section 1.3.

⁴ Defined as having completed the Household Interview, at least one Vehicle Interview, an Individual Interview for each household member whether face-to-face or by proxy, and as having received a completed Travel Record from each household member

396 people were drawn for the face-to-face mode (FF) and the same number for the telephone approach with showcards (T-SC) and without showcards (T-NSC) (see Figure 2-1). The same number of proxy respondents were selected.

Figure 2-1 The number of households drawn for each tranche of the sample

MODE	FEBRUARY	MARCH	APRIL	TOTALS
FF	132	132	132	396
T-SC	132	132	132	396
T-NSC	132	132	132	396
Proxy	-	-	-	396
Total	396	396	396	1584

2.1.2 Issuing the sample

The study was conducted within a relatively tight timeframe. One implication of this was that NatCen's scope to incorporate the fieldwork within its normal workload planning system was limited. Consequently, to avoid making an uncomfortable addition to the workload of the face-to-face interviewers in particular, they were issued with no more than 2-4 households to follow up in any one survey month. This is a ceiling which would not normally apply.

It was possible for almost every household to be allocated to the interviewer who had conducted their original NTS interview. Only seven interviewers' households had to be allocated to a different interviewer. This was for reasons such as holidays, illness and, unusually perhaps, retirement.

In order to ensure that all eligible households from each NTS survey month had an equal chance of being selected, each month's sample for the follow up survey was not drawn until its associated NTS fieldwork month had ended and clean data was available. Figure 2.2 shows what this meant in terms of the timing between the end of each NTS survey month and the data when the follow up sample was drawn.

Figure 2-2 Timing between the end of NTS fieldwork and the follow up sample being drawn

NTS SURVEY MONTH	END OF NTS FIELDWORK	FOLLOW UP SAMPLE DRAWN
February	10-Apr-06	08-May-06
March	10-May-06	08-Jun-06
April	10-Jun-06	10-Jul-06

As well as the address details of the households interviewers were to visit, they were also provided with the name of the target respondent and the telephone number that household provided.

2.1.3 Accuracy of the details in the face-to-face sample

As respondents were followed up relatively soon (no more than six months) after their initial NTS interview the majority of the contact details originally collected were still accurate. Only two addresses were found to be vacant. Ordinarily NatCen interviewers would attempt to find out, perhaps from neighbours, the address to which the target household has moved so that they or another interviewer can approach the household there instead. However, in this instance the fieldwork period was too short for such tracing to be feasible.

2.1.4 Accuracy of the details in the telephone sample

Table 2-2 Proportion of incorrect / unobtainable telephone numbers in the telephone sample

OUTCOME	T-SC	T-NSC
Always telecommunication, technological barriers	2%	2%
Technical phone problems eg. unobtainable tone	3%	4%
No number available or incorrect number	0.3%	1%
<i>Base</i>	396	396

As Table 2.2 shows, 6% of the telephone numbers collected by NTS and issued to the Telephone Unit proved not to be usable. Although AFD software was used in order to try to find valid telephone numbers for the households in question, no successful telephone numbers were found⁵.

A further issue the Telephone Unit faced was that full names were not available for every NTS respondent in the sample. This is because in the NTS names are simply collected in order to distinguish between household members in the course of the interview. Hence for many people only their first name is available. This was not reported as a problem by the face-to-face interviewers, arguably because they had previously established a rapport with the respondents they were asked to recontact. However, some telephone interviewers reported feeling a little uneasy about asking for people by their first name. To reduce this, telephone interviewers were instructed to use the following introduction:

"Hello my name is [interviewer's name] calling from the National Centre for Social Research. One of my colleagues interviewed your household recently as part of the National Travel survey. May I speak to the person who gave their name as [respondent's name]?"

Of course, the NTS questionnaire could be adjusted to request full names for each respondent. However, there is a balance to be struck between collecting sufficient detail to enable a follow up study which may or may not take place and asking for minimal information such that respondents feel comfortable about proceeding with an interview which actually is taking place.

⁵ AFD software makes it possible to search for telephone numbers using an address's postcode. Their availability depends on whether the household is on the electoral register.

When speaking with that person, the CATI programme called forward the name of the original interviewers and so the telephone interviewers were able to personalise their introduction by saying:

“One of my colleagues, [insert name of interviewer], recently interviewed you as part of the National Travel Survey. The Department for Transport has asked us to follow up a group of the people who took part in that survey. I believe you told [insert name of interviewer] that you are willing to take part in such a survey”

2.2 Proxy Sample

The same approach was used for drawing the sample of proxy respondents as was used for the “in-person” respondents. Hence it comprised adults (aged 16 or over) from households where all members either fully or partially completed all the components of the NTS interview and for whom a telephone number was available. If a household comprised more than one eligible proxy respondent, one of them was selected at random.

The proxy follow up sample was drawn from respondents who took part in NTS between April and July 2006. Because the proxy contact work could not take place until September 2006, and because one aim was not to have too large an interval between the NTS interview and the follow up contact, the sampling approach deliberately favoured people who had taken part in NTS in recent months. As a result, fewer people were drawn from the April NTS achieved sample than from May, June or July (see Table 2-3).

Table 2-3 Proxy sample size by NTS survey month

NTS SURVEY MONTH	N
April	48
May	121
June	113
July	114
<i>Total</i>	396

In order to limit the number of times any given household was approached, the sample of proxy respondents was limited to households that had not previously been selected for either the follow up survey or the qualitative study which was running at the same time.

3 METHODOLOGY

3.1 Follow up

3.1.1 *Designing and programming the questionnaire*

DfT provided NatCen with 20 minutes worth of questions (approximately 60 questions in total) and their associated response scales. They were taken from existing surveys and so were not piloted as part of the current study. At the end of the interview, respondents were asked how they felt about taking part in the follow up survey.

Because most of the questions were taken from face-to-face surveys which used showcards, some required modification so that they could be asked without showcards over the telephone. Showcards are generally used where the list of possible response options is quite long. Hence one adaptation was to employ a branching technique whereby telephone interviewers would probe to the final response. For example:

“Would you say [...] was good, poor or neither good nor poor? IF GOOD OR POOR: Is that fairly (good / poor) or very (good / poor)?”

For the face-to-face interviews and the telephone interviews which used showcards, the questions were asked in their unmodified state. Full documentation of the questionnaire can be found in Appendix A.

The questionnaire did not need to include any demographic questions because all the demographic data required could be extracted from the core NTS interview. This in turn meant that the “time budget” (and hence respondent burden) allocated to the survey could be kept to a minimum. In addition to this, personal information (such as employment status and whether the respondent has any dependent children) was called forward and presented on-screen to the telephone interviewers in order to help them target their calls effectively. Similarly, face-to-face interviewers were helped by being provided with a printout of their original calling pattern, and the weekday and time when they succeeded in making contact.

The questionnaire was programmed using Blaise software and then loaded onto two separate interview management systems using NatCen’s in-house bespoke software: one for the face-to-face interviews and one for the telephone interviews. Before going live, the questionnaire programs were rigorously tested. In all cases, the interview was conducted using a computer with interviewers reading out the relevant question text and then entering respondents’ answers into the computer. Instances where respondents had selected “other” were back-coded into the original code frame wherever possible. Where an answer could not be back-coded it was left as “other”.

3.1.2 *Briefing the interviewers*

Before beginning work on the survey, all interviewers were briefed about its background, purpose, content and associated procedures.

For the telephone interviewers the Research Team conducted a 2 hour briefing at NatCen premises. They were given responses to questions, queries and “expressions of reluctance” that NatCen and DfT believed they were likely to encounter from respondents. The briefing also gave them the opportunity to go

through both versions of the telephone questionnaire in order to familiarise themselves with the showcards and the branching technique.

In view of the short and straightforward nature of the follow up interview, the face-to-face field interviewers were briefed remotely which in turn helped reduce the overall project costs. They were sent a self-briefing pack which contained instructions on how to carry out the survey, as well as a dummy interview so that they could practise (see Appendix B for an example of the interviewer instructions). They were given a contact number in NatCen's Operations Department in case they had any outstanding queries.

3.1.3 Conducting the face-to-face interviews

The face-to-face interviewers were given 4 weeks to complete the follow up interviews flowing from each of the NTS survey months which spawned them. Table 3.1 shows the fieldwork dates for these interviews.

Table 3-1 Fieldwork periods for each mode by month

	FEBRUARY	MARCH	APRIL
FF	15 May to 9 June	15 Jun to 12 Jul	17 Jul to 11 Aug

As soon as addresses were issued, interviewers began trying to make contact in order to arrange an appointment to conduct the interview. They were issued with the telephone number provided by each household so they could make appointments by telephone if it was more convenient for them than to approach a household in person. This is not normal practice for household interviews. This is partly because contact telephone numbers are often not available, but even where they are available interviewers are encouraged to make contact in person because doing so results in higher response rates. In the case of the current study, the rapport the interviewers had previously built up with the households they were approaching meant this restriction could be waived. However, interviewers were still encouraged to make contact in person whenever possible. Table 3-2 breaks down how interviewers actually made contact.

Table 3-2 Type of initial contact made by face-to-face interviewers

TYPE OF CONTACT	%
In person	52
Phone	48

In the interest of maximising response rates, face-to-face interviewers did not send an advance letter as it was believed that personal contact by the original interviewer would be a more effective means of achieving respondent cooperation. For those instances where interviewers made an appointment by telephone, they were given with a **confirmation letter** they could send to respondents (see Appendix C).

3.1.4 Conducting the telephone interviews

The telephone interviewers had a shorter fieldwork period than the face-to-face interviewers because of the speed with which telephone interviewers are able to get

through interviews. Generally face-to-face modes need longer because of the additional time it takes interviewers to make contact with respondents. Table 3.3 shows the fieldwork periods for the two telephone approaches. The face-to-face mode's fieldwork periods are shown for comparison.

Table 3-3 Fieldwork periods for each mode by month

	FEBRUARY	MARCH	APRIL
FF	15 May to 9 June	15 Jun to 12 Jul	17 Jul to 11 Aug
T-SC	15 May to 26 May	15 June to 28 Jun	17 Jul to 28 Jul
T-NSC	15 May to 26 May	15 June to 28 Jun	17 Jul to 28 Jul

Unlike the face-to-face approach, all sample members allocated to one of the telephone modes were sent an **advance letter**, and one group of them were also sent a set of **showcards**. Without any previous interviewer / respondent rapport to take advantage of, the advance letter was used to encourage participation by linking in respondents' minds the forthcoming telephone call with the preceding NTS interview where they had stated they would be willing to take part in a further survey. There were two versions of the **advance letter**, differing only in terms of whether they referred to showcards (see Appendix E and F).

To encourage respondents to have the showcards within easy reach when the telephone interviewer called, their reverse was printed with a space marked for recording telephone messages so that they might have some utility in the meantime (see Appendix D). In terms of timing, the letters and showcards were sent by the Telephone Unit staff shortly before they began contacting respondents.

3.1.5 Processing the data

Editing and coding responses to open questions took place in parallel with interviewing in order to reduce the time required for data processing at the end of fieldwork.

Linking the follow up data with the original NTS data proved relatively simple because a common unique identifier was used for individual respondents across the two surveys. For this particular study, only basic demographic information (gender, age, ethnicity, household size) was extracted from the NTS dataset.

3.2 Proxy follow up

The telephone interviewers calling the NTS proxy respondents briefed themselves by reading a set of instructions containing background information to the study, the specific task they were expected to perform, and details of the sample. They too were given call-forward information to help them time their attempts to make contact, such as employment status and whether the respondent had any dependent children.

The interview began with a brief introduction, and then proxy respondents were asked one question:

"We simply have one question which my colleagues didn't get to ask you when we conducted the interview with your household. It's possible that

sometime in the future there may be a short follow up study to the National Travel Survey. Would it be alright to contact you again if there was another study?' [Yes/No]

Interviewers were given two optional sentences they could add if they felt that providing further information about the follow up survey would be helpful.

The fieldwork was conducted over a two-week period.

4 ANALYSIS AND OBSERVATIONS

4.1 Follow up response

4.1.1 Overall response

Table 4-1 breaks down the response profile of the sample issued to each of the three data collection approaches (referred to as the *Achieved Sample Rate* - ASR). The response profiles for the two telephone approaches were almost the same, with the face-to-face mode achieving a fully cooperating response rate 10% higher, largely by achieving lower rates of refusals and non-contacts. The higher telephone non-contact rate could be a result of the shorter fieldwork period, but could also be because the telephone interviewers found 6% of the telephone numbers to be unusable. It is noteworthy that the telephone approach which used showcards achieved such a similar response profile to the one which did not as it was feared that receiving the showcards might give respondents an exaggerated sense of the survey's burden such that they would be unwilling to participate.

Response rates are generally shown exclusive of deadwood, that-is-to-say addresses which are ineligible for such reasons as not being residential, having been demolished, or being in the process of being built. They are included here because for the purpose of following people up it is significant that some addresses, however few, become deadwood in the period between the two waves of interviewing. The apparent absence of deadwood for the telephone approaches is arguably more a reflection of the difficulty of detecting it without visiting an address in person.

Table 4-1 Breakdown of achieved sample rates

ASR	FF (%)	T-SC (%)	T-NSC (%)
Fully cooperating	81	70	69
Refusals	10	17	18
Non-contact	2	10	9
Other unproductive	6	4	4
Deadwood	1	0	0
<i>Base</i>	396	396	396

It is worth noting that the same response rate was not achieved in each of the three survey months (see Table 4.2). For the face-to-face approach, the response rate was highest in the first month and lowest in the third. This might suggest that the fieldwork period should be lengthened from 4 weeks. However, to argue this would be unconvincing because it was such a very small number of addresses that were allocated to each face-to-face interviewer. Arguably it is better not to read too much into these particular data because the fieldwork was booked at relatively short notice,

and the requirement to use the original interviewer meant that field managers could not allocate addresses to interviewers on the basis of their capacity to take them on.

Table 4-2 Breakdown of achieved sample rates

ASR	FF (%)	T-SC (%)	T-NSC (%)
February	86	64	67
March	82	75	70
April	74	70	71
Overall	81	70	69
<i>Base</i>	396	396	396

For the telephone approaches, the response rates achieved in the second of the three months were higher than in the first month. This suggests an increase in the telephone interviewers' proficiency at introducing and explaining the survey.

4.1.2 Interval between NTS interview and follow up

Alongside the issue of the length of the fieldwork is that of its timing in relation to the NTS interview. NTS datafiles contain a record of when the interview took place and so it was possible to calculate the interval between that interview and the follow up survey.

As Table 4-3 shows, the response rate was higher for those NTS respondents approached after more than 75 days, although the response rate levelled off thereafter. This is important because follow up surveys would need to take place soon after the NTS interview in order to minimise the opportunity for respondents' travel patterns to have changed. What this particular study reveals is that following them up too soon also brings risks in terms of compromising the response rate achieved.

Table 4-3 Interval between NTS interview and follow up outcome

OUTCOME	< 75 DAYS (%)	76 - 100 DAYS (%)	>100 DAYS (%)
Participating	76	84	85
Refusal	24	16	15
<i>Base (n)</i>	129	697	213

4.1.3 Geographical spread

The NTS *drawn* sample is stratified to ensure it is geographically representative of Great Britain. Although it was not a stated aim of the sampling approach for the follow-up survey, its *achieved* sample had a very similar profile to that of adults interviewed by NTS in 2005 (see Table 4-4).

Table 4-4 Regional distribution for NTS 05 and follow up study achieved (adult) samples

	NTS 05 (%)	FOLLOW UP (%)
North East	5	4
North West	12	13
Yorkshire & Humber	9	10
East Midlands	7	11
West Midlands	9	9
East of England	10	10
London	12	11
South East	13	13
South West	9	8
Wales	5	4
Scotland	9	8
<i>Unweighted base (n)</i>	18035	870

4.2 Proxy follow up response

The table below shows the achieved sample rates for the sample drawn from the NTS proxy respondents.

Table 4-5 ASR for NTS proxy respondents

OUTCOME	%
Fully-cooperating	79
Refusals	1
Non-contact	16
Other unproductive	5
Deadwood	0
<i>Unweighted base</i>	396

79% of the NTS proxy respondents were interviewed as part of this study. At 16% the non-contact rate was higher than was the case for members of the other samples (cf. Table 4-1). The fairly short fieldwork period (two weeks) may have contributed to this, but it may also be the case that these people were not readily available at the time of

the NTS interview and continued not to be available at the time when the current study tried to make contact with them.

Of those proxy cases who were contacted 88% said they would be willing in principle to take part in a follow up survey. This is a fairly high percentage, but does of course represent 88% of the 79% of proxy respondents who were interviewed, which translates to 69% of the proxy respondents overall.

4.3 Representativeness of follow up response

The paragraphs above suggest that a quantitative follow up of NTS respondents could achieve a reasonably high response rate, but response rates are in many ways simply a proxy for representativeness. To examine the representativeness of the follow up study's achieved sample directly, its characteristics were compared with national-level statistics.

4.3.1 Socio-demographic comparisons

Tables 4-6 to 4-9 show a range of socio-demographic comparisons between the respondents who participated in the follow up study and adults from other surveys. The sources of data were:

- the Census 2001⁶
- unweighted, adult only data from NTS 2005
- unweighted, adult only data from January – June NTS 2006⁷

Gender

The proportion of men and women interviewed for each mode of the follow up survey was broadly in line with the general population, albeit with a slight bias towards women (see Table 4-6). This is a positive finding because it suggests there was no gender-related drop-off since the original NTS interview where the proportion of men and women saying they would be willing (in principle) to be followed up was 86% and 87% respectively⁸.

Men were more likely to have been proxy respondents during the original NTS interview, but the current study revealed that a high proportion of them could be brought into a follow up survey if required. This is because 88% of the male proxy respondents contacted by telephone said they would be willing in principle to take part in a future survey. In this respect there was little gender difference, as 89% of the female proxy respondents said they would be willing to do so.

Age

The age profile of the overall NTS achieved sample is very similar to the national profile from the Census (see Table 4-7). However, younger adults (aged 16 – 29) are less likely than other adult age groups to be interviewed in person during NTS. This would be important for a follow up survey measuring factors which are age-dependent. Because this particular age group is under-represented amongst the in-person NTS respondents, it was also under-represented in the respondents to the

⁶ Taken from 2001 Census Samples of Anonymised Records (SARs). The Individual SAR is a 3% sample (some 1.84 million records) of responses from the 2001 Census. Results from analyses carried out on the SAR are representative of the general population. Figures are based on the adult population in Great Britain

⁷ NTS 2006 data has not been finalised nor published at the time of writing and so any figures shown in this report should only be considered indicative

⁸ Based on unpublished data from NTS 2006

three follow up approaches. The comparatively high proportion of members of this age group reached by the proxy follow up phone calls suggests that making additional efforts to reach them could redress the age group balance for later follow up surveys.

Ethnic background

Percentages are perhaps too crude an indicator in this instance, but the follow up surveys do appear to have slightly over-represented the White British population, in particular the telephone approach without showcards (see Table 4-8). Again, it appears that seeking to make contact with NTS proxy respondents would help make their findings more representative.

Household size

The follow up samples over represent one and two person households compared with the Census and the full NTS sample. The inclusion of proxy cases could address this, at least in part. However it also seems that there is further loss of larger households at the stage of taking part in the follow up study (see table 4-9).

Table 4-6 Comparison of gender with the Census, NTS 2005, NTS 2006, follow up modes and proxy follow up

	CENSUS 01	NTS 05	NTS 06 *	NTS 06 *	NTS 06 *	FOLLOW UP	FOLLOW UP	FOLLOW UP
			(OVERALL)	(IN PERSON)	(PROXY)	(FF)	(T SC)	(T NSC)
Male (%)	48	47	48	44	60	44	46	43
Female (%)	52	53	52	56	40	56	54	57
Base (n)	1,402,953	18,035	8,891	6,864	1,987	320	276	274

* NTS 06 figures are based only on unpublished, provisional data from the first 6 months of 2006

Table 4-7 Comparison of age with the Census, NTS 2005, NTS 2006, follow up modes and proxy follow up

	CENSUS 01	NTS 05	NTS 06 *	NTS 06 *	NTS 06 *	FOLLOW UP	FOLLOW UP	FOLLOW UP
			(OVERALL)	(IN PERSON)	(PROXY)	(FF)	(T SC)	(T NSC)
16 – 24 (%)	14	13	14	10	28	8	6	4
25 – 29 (%)	8	7	7	6	9	4	4	8
30 – 44 (%)	28	28	27	26	28	26	27	25
45 – 59 (%)	24	25	26	26	23	29	28	34
60 – 64 (%)	6	7	7	8	5	6	11	9
64 + (%)	19	21	20	24	8	26	24	20
Base (n)	1,402,953	18,035	8,891	6,864	1,987	320	276	274

* NTS 06 figures are based only on unpublished, provisional data from the first 6 months of 2006

Table 4-8 Comparison of ethnic background with the Census 2001, NTS 2005, NTS 2006, follow up modes and proxy follow up

	CENSUS 01	NTS 05	NTS 06 *	NTS 06 *	NTS 06 *	FOLLOW UP	FOLLOW UP	FOLLOW UP
			(OVERALL)	(IN PERSON)	(PROXY)	(FF)	(T SC)	(T NSC)
White British %	89	89	89	90	86	91	92	94
Any other white background %	4	3	3	3	3	3	4	2
Mixed ethnic background %	1	1	1	1	2	1	1	1
Indian %	2	2	1	1	2	2	4	4
Pakistani %	1	1	1	1	2	1	0.4	0
Bangladeshi %	0.4	0.5	1	1	2	1	0	0
Any other Asian background %	0.4	0.5	1	1	1	1	0.4	0.4
Caribbean %	1	1	1	1	1	1	0.4	0.4
African %	1	1	1	1	1	1	0.4	1
Any other black background %	0.1	0.1	0.1	0.1	0	0	0	0
Chinese %	0.4	0.3	0.3	0.3	0.4	0	0	0
Any other background %	0.4	1	1	1	1	1	0.4	0.4
<i>Base (n)</i>	<i>1,402,953</i>	<i>18,035</i>	<i>8,891</i>	<i>6,864</i>	<i>1,987</i>	<i>320</i>	<i>276</i>	<i>274</i>

* NTS 06 figures are based only on unpublished, provisional data from the first 6 months of 2006

Table 4-9 Comparison of household size with the Census 2001, NTS 2005, NTS 2006, follow up modes and proxy follow up

	CENSUS 01	NTS 05	NTS 06 *	NTS 06 *	NTS 06 *	FOLLOW UP	FOLLOW UP	FOLLOW UP
			(OVERALL)	(IN PERSON)	(PROXY)	(FF)	(T SC)	(T NSC)
1 person %	16	14	14	18	-	22	20	22
2 people %	35	37	37	39	29	43	42	41
3 people %	20	19	20	17	28	14	19	16
4 people %	18	19	17	15	23	14	14	13
5 people %	7	7	7	6	11	5	4	6
6 or more %	3	3	5	4	5	3	1	2
<i>Base (n)</i>	<i>1,402,953</i>	<i>18,035</i>	<i>8,891</i>	<i>6,864</i>	<i>1,987</i>	<i>320</i>	<i>276</i>	<i>274</i>

* NTS 06 figures are based only on unpublished, provisional data from the first 6 months of 2006

4.3.2 Travel behaviour

In the context of a travel survey, clearly it is essential that the achieved follow up sample mirrors the NTS sample in terms of travel behaviour.

Table 4-10 shows that, on average, people who agreed to take part in the follow up survey travel further each week than people who refused to (145 miles vs 123 miles). In other words, people who travel further may be more likely to take part in a follow up survey. This is particularly important in the context of a travel survey, not least because it is important not to under-represent people who travel less. Hence it is DfT's intention to undertake further analysis in due course of NTS data to compare the travel patterns of follow up respondents and non-respondents.

It is also evident from Table 4-10 that the average weekly mileage of people who responded by proxy to the original NTS interview is higher than that of NTS respondents overall, and is almost 20 miles a week higher than that of people who were available to be interviewed in person. Perhaps more than the sociodemographic variables highlighted above, this underscores the potential value of making efforts to include NTS proxy respondents in later follow up surveys.

Table 4-10 Comparison of total average weekly mileage with NTS, follow up participants and non-participants

SOURCE	AVERAGE WEEKLY MILEAGE
NTS 2005	139
Follow up participants	145
Follow up non-participants	123
NTS 2005 proxy respondents	154
NTS 2005 in person respondents	136

Table 4-11 shows the number of cars to which households have access across the different surveys, and the results are mixed. Compared with the Census the achieved sample for the face-to-face mode over-represented one car households, while the telephone approach under-represented them. The results suggest that people in multi-car households are less likely to take part in surveys in person and more likely to take part by proxy. Of course, this makes sense because rates of car ownership are so highly correlated with mobility, and the more mobile people are the less likely they are to be at home to be interviewed. However, this appears to contradict the observation made on the basis of Table 4-10 that people who travel more were actually more likely to take part in the follow up survey.

Table 4-11 Comparison of the number of household vehicles with the Census 2001, NTS 2005, NTS 2006, follow up modes and proxy follow up⁹

	CENSUS 01	NTS 05	NTS 06 *	NTS 06 *	NTS 06 *	FOLLOW UP	FOLLOW UP	FOLLOW UP
			(OVERALL)	(IN PERSON)	(PROXY)	(FF)	(T SC)	(T NSC)
1 car (%)	53	48	49	53	36	59	48	51
2 cars (%)	36	38	38	36	42	32	42	40
3 cars (%)	12	14	13	11	21	9	10	9
Base (n)	1,402,953	18,035	8,891	6,864	1,987	320	276	274

* NTS 06 figures are based only on unpublished, provisional data from the first 6 months of 2006

⁹ Proxy follow up data is based on the number of household vehicles for April to June 2006 NTS data, as the July vehicle data were not available for analysis.

4.4 The effect of weighting the data

Comparing the demographic characteristics of the current study's samples with those of other national surveys is one way to evaluate their representativeness. Another way is to weight their responses statistically and to examine the extent of any changes in response profiles. Hence the samples for the three modes were calibrated to the most recent distributions of gender, age and Government Office Region (GOR)¹⁰.

NTS data are now routinely weighted before publication but the approach used to derive these weights could not be applied in full to the current study because it requires the entire survey year's data to be available. The missing stage was the household non-response weights, which have a relatively small impact on the weighted survey estimates.

Tables 4-12 to 4-14 present the weighted and unweighted responses to some of the questions asked in the follow up surveys. As an examination of the responses reveals, weighting had very little effect.

Table 4-12 Comparison of weighted (W) and unweighted (U) data by mode for how respondents rated street lighting

RATE STREET LIGHTING	FF		T-SC		T-NSC	
	W	U	W	U	W	U
	%	%	%	%	%	%
Very good	27	28	40	39	29	29
Fairly good	52	52	48	50	52	51
Neither good or poor	8	8	9	8	9	9
Fairly poor	6	6	3	3	5	5
Very poor	5	5	1	1	4	4
Don't Know	1	1	-	-	1	1
<i>Unweighted base</i>	320		276		274	

¹⁰ These were the mid-2004 ONS estimates for population in private households

Table 4-13 Comparison of weighted (W) and unweighted (U) data by mode for how respondents rated the ease of crossing roads on foot

RATE EASE OF CROSSING ROADS ON FOOT	FF		T-SC		T-NSC	
	W	U	W	U	W	U
	%	%	%	%	%	%
Very good	15	16	19	19	19	19
Fairly good	43	42	52	49	47	45
Neither good or poor	15	13	13	13	11	11
Fairly poor	18	19	12	13	14	16
Very poor	8	8	4	5	8	9
Don't Know	1	1	-	-	0.5	0
<i>Unweighted base</i>	320		276		274	

Table 4-14 Comparison of weighted (W) and unweighted (U) data by mode for how respondents rated the condition of pavements

RATE CONDITION OF PAVEMENTS	FF		T-SC		T-NSC	
	W	U	W	U	W	U
	%	%	%	%	%	%
Very good	5	6	12	11	14	14
Fairly good	41	40	44	43	44	44
Neither good or poor	19	19	22	22	13	13
Fairly poor	22	22	14	15	19	19
Very poor	13	13	8	9	10	10
Don't Know	0.3	0.3	-	-	0.3	0.3
<i>Unweighted base</i>	320		276		274	

4.5 Comparability with donor surveys

Right from the outset the project team was conscious that not matching the data collection mode with the one used in the surveys from which questions were taken could affect the pattern of responses observed. The following tables show the potential impact of mode differences on responses to a sample of the questions. Tables showing responses to the remaining questions can be found in Appendix G.

4.5.1 With face-to-face mode

Tables 4-15 to 4-17 suggest that, in terms of comparability with the 2005 ONS Omnibus, the face-to-face mode tended to yield the most comparable response profiles. This is arguably because the ONS Omnibus is also administered face-to-face. Although the telephone approaches did show some difference, the responses did not vary greatly.

However, caution should be exercised because the follow up samples were relatively small, and indeed because of this many of the apparent differences between the telephone approaches and the donor survey were not statistically significant. The analysis presented here is purely for comparative purposes.

Table 4-15 Comparison with donor survey for “how serious a problem do you think road congestion is in this country”

	FF	T-SC	T-NSC	ONS OMNIBUS 05
	%	%	%	%
A very serious problem	28	34	31	29
A serious problem	62	57	51	58
	90	91	82	87
Not a serious problem	8	7	16	9
Not a problem at all	1	0.3	0.3	1
	9	7	16	10
Don't know	1	1	2	3
<i>Unweighted base</i>	320	276	274	1137

Table 4-16 Comparison with donor survey for “how would you rate the quality of train services for short distance journeys”

	FF	T-SC	T-NSC	ONS OMNIBUS 05
	%	%	%	%
Very good	14	11	13	10
Fairly good	38	44	40	40
	52	55	53	50
Neither good or poor	14	20	13	16
Fairly poor	8	11	8	10
Very poor	5	3	4	4
	13	14	12	14
Don't know	21	11	22	21
<i>Unweighted base</i>	320	275	274	1253

Table 4-17 Comparison with donor survey for “how would you rate the availability of information on train times before starting your journey”

	FF	T-SC	T-NSC	ONS OMNIBUS 05
	%	%	%	%
Very good	15	17	19	13
Fairly good	39	49	43	39
Neither good or poor	12	16	10	13
Fairly poor	12	9	8	10
Very poor	3	0.5	2	4
Don't know	20	8	18	22
<i>Unweighted base</i>	320	276	274	1253

4.5.2 With self-administered mode

Tables 4-18 to 4-21 show a selection of questions donated from the self-completion module in the 2005 British Social Attitudes Survey (BSA). They suggest that mode effects can be at their most marked when follow up survey is interviewer-administered and the donor survey is self-administered: the differences tend to be greater and the pattern less consistent.

Table 4-18 Comparison with donor survey for “how much do you agree or disagree to closing residential streets to through traffic”

	FF	T-SC	T-NSC	BSA 05 (sc)
	%	%	%	%
Strongly agree	12	12	17	10
Agree	32	35	29	37
Neither agree nor disagree	23	25	15	23
Disagree	28	23	31	21
Strongly disagree	5	5	8	3
<i>Unweighted base</i>	318	274	272	913

Table 4-19 Comparison with donor survey for “how much do you agree or disagree to having speed bumps to slow down traffic in residential streets”

	FF	T-SC	T-NSC	BSA 05 (sc)
	%	%	%	%
Strongly agree	15	18	22	13
Agree	26	31	23	39
Neither agree nor disagree	11	14	9	14
Disagree	28	25	23	22
Strongly disagree	21	12	23	10
<i>Unweighted base</i>	320	276	272	913

Table 4-20 Comparison with donor survey for “how much do you agree/disagree that speed cameras save lives”

	FF	T-SC	T-NSC	BSA 05 (sc)
	%	%	%	%
Strongly agree	15	20	20	16
Agree	38	34	33	32
Neither agree nor disagree	18	19	14	24
Disagree	22	19	21	23
Strongly disagree	7	8	12	8
<i>Unweighted base</i>	318	271	271	931

Table 4-21 Comparison with donor survey for “how much do you agree/disagree that speed cameras are only there to make money”

	FF	T-SC	T-NSC	BSA 05 (sc)
	%	%	%	%
Strongly agree	20	10	15	26
Agree	29	26	21	33
	49	36	36	53
Neither agree nor disagree	19	30	17	22
Disagree	29	28	37	18
Strongly disagree	3	7	11	2
	32	35	48	20
<i>Unweighted base</i>	318	270	264	913

4.5.3 Socially desirable responding

One source of bias which can produce a mode effect, especially when interviewer-administered questions are compared with self-administered ones, is the extent to which respondents will give socially desirable answers. This means answers that respondents believe the interviewer wants or would like to hear. By contrast, respondents who do not have the interviewer present may be more open and honest. Tables 4-20 and 4-21 show marked differences between the interviewer-administered forms of data collection and the self-administered donor questions when asked about their views on speed cameras. For instance, respondents to the interviewer-administered modes were more likely to agree that speed cameras save lives (a socially desirable answer) than to the self-administered mode (see table 4-20). The follow up survey did not include many sensitive questions which could be analysed in this way, which in turn means that robust conclusions cannot be drawn about the potential of socially desirable responding to bias survey results and its relative impact across different modes of data collection. However, they do indicate what can occur.

4.5.4 “Extreme” responding

Albeit far from conclusive, the patterns of responses observed suggest that respondents who were interviewed without showcards by telephone were less likely to pick the middle response option (neither agree nor disagree) than respondents who were interviewed by telephone with showcards or face-to-face. A similar observation was made in unpublished analysis for the Welsh Assembly Election study where an experiment was conducted comparing a face-to-face mode and a telephone without showcards mode (questions on this option used a similar branching technique as the follow up survey) (Nicolaas, 1999)¹¹. For fifteen questions in that study which used a middle category, fewer people chose the middle (neutral) response option when interviewed without showcards by telephone than was the case for people interviewed face-to-face. It is difficult to be certain of the reason for this; it could be a mode effect or it could be an effect of branching. Whatever the reason is, it appears

¹¹ Nicolaas G (1999), *The Welsh Assembly Election Study*, National Centre for Social Research (unpublished analysis of data)

that branching the questions pulls respondents interviewed by telephone without showcards away from the middle category.

4.6 Respondent feedback

The following section looks at the feedback that respondents gave to taking part in the follow up survey. Table 4-22 suggests that, across all three stands of data collection, the majority of respondents found taking part in the follow up interview interesting. Table 4-23 suggests most found the survey easy to understand, and Table 4-24 that most found it about the right length. Respondents who took part by telephone but were not sent showcards were slightly less likely to report having found the survey “very easy” and were slightly more likely to report having found it “too long”.

When asked which mode of data collection they would prefer, there was a strong correlation between respondents’ expressed preference and the mode by which they were actually interviewed (see Table 4-25).

Table 4-22 How interesting respondents found the interview

	FF	T-SC	T-NSC
	%	%	%
Very interesting	28	29	25
Fairly interesting	66	67	66
Not very interesting	6	3	8
Not at all interesting	1	1	1
<i>Unweighted base</i>	320	275	273

Table 4-23 How easy/difficult respondents found the interview

	FF	T-SC	T-NSC
	%	%	%
Very easy	64	66	58
Fairly easy	34	33	40
Fairly difficult	2	1	2
Very difficult	0	0	0
<i>Unweighted base</i>	320	276	274

Table 4-24 How respondents found the length of the interview

	FF	T-SC	T-NSC
	%	%	%
Too long	2	2	7
Too short	3	1	1
About the right length	95	97	92
<i>Unweighted base</i>	320	276	274

Table 4-25 How respondents would prefer to do a follow up interview

	FF	T-SC	T-NSC
	%	%	%
Over the telephone	6	49	44
Interviewer visit your home	62	7	8
Postal questionnaire	11	16	20
Internet / by e-mail	21	27	29
<i>Unweighted base</i>	313	272	270

5 RECOMMENDATIONS AND CONCLUSIONS

As was stated in Chapter 1, the original aims of this study were to:

- identify the optimum data collection mode for conducting follow up surveys of NTS respondents
- establish what response rate such a follow up survey might be likely to achieve and the extent of bias in the achieved sample

To address these aims, the findings of this study were evaluated against the following five criteria:

- likely response rate
- representativeness of the achieved sample
- comparability with donor surveys
- ease of implementation
- relative cost effectiveness

5.1 Criterion 1: likely response rate

The current feasibility study suggests a relatively high response rate could be achieved if DfT were to conduct quantitative follow up surveys of NTS respondents: the two telephone achieved very similar response rates (T-SC 70%, T-NSC 69%), but the face-to-face mode achieved a response rate more than 10% higher (81%).

It is possible that a higher face-to-face response rate could have been achieved had there been sufficient notice of the start of fieldwork for NatGen's established fieldwork allocation systems to be used, although it is not believed that response rates suffered unduly in this particular instance. However, more notice would be critical if interviewers were each to be allocated more than the very small number of households assigned to the interviewers participating in the current study, and it is possible that a lower face-to-face response rate might be observed otherwise.

Lastly, this study found that respondents should not be followed up too soon. Higher response rates were achieved where the interval between the NTS interview and the follow up interview was greater than 75 days.

5.2 Criterion 2: representativeness of the achieved sample

The achieved sample in this study was a subset of the drawn sample. The drawn sample was a sample of adults who had responded to NTS, who in turn were a subset of the NTS drawn sample and the wider population of Great Britain it was intended to represent. What is more, the sample for the follow up study only included people who had responded in person to NTS, and hence excluded proxy respondents. An important question therefore is the extent to which findings based on the resultant achieved sample can be generalised to the population of Great Britain as a whole.

In terms of mode, when viewed in the context of national distributions of a range of socio-demographic variables, the sample achieved by the face-to-face mode tended to be more similar to the general population than those achieved by the two telephone approaches. However biases were evident in the achieved sample for all modes, in particular under-representation of the 16-29 age group and over-representation of people aged over 45.

It is possible that the scale and impact of these biases could be reduced by the including NTS proxy respondents in follow up surveys. Making telephone calls to these people suggested that a high proportion can be reached (approximately 79%), and that a high proportion of these particular people (88%) would be prepared to take part in a follow up survey, at least in principle. It is of course difficult to predict how many of these respondents would actually take part, but they certainly offer the potential to make the achieved sample of follow up surveys more representative.

It is unlikely that an achieved sample of NTS respondents would ever closely match the profile of the national population. In spite of this, if appropriate steps are taken, a follow up survey could achieve a sample which is sufficiently representative to liberate the real value behind following up NTS respondents, namely the possibility of linking their attitudes to their actual travel behaviour and exploring the relationship between the two. Less ambitiously, follow up surveys could be commissioned of particular sub-groups who might otherwise be difficult to identify and contact, such as motorcyclists and people with high annual mileage.

5.3 Criterion 3: comparability with donor surveys

Comparability is always going to be at its highest when the match between the data collection mode of the follow up survey and the donor survey is closest. The current study was no exception to this principle, with the face-to-face mode yielding the most similar results to the face-to-face survey from which some of the questions were taken.

With regards to the telephone mode, the approach which used showcards was the second most similar in terms of the nature of the responses observed. Although the mode was different, the common feature between this and the main donor surveys was the use of showcards. This appears obvious but in some respects it is surprising because it might have been expected that some people invited to take part in the study would have been put off by the very fact that they were sent a package of showcards beforehand. The fact that this did not appear to happen, or at least did not result in a noticeably divergent pattern of responses, is reassuring.

More generally, it is worth noting that questions and response scales need to be kept relatively simple for a telephone survey. For example, in the current study one question donated from elsewhere had to be split into a series of "yes / no" questions in case not doing so had a greater effect on comparability (see Appendix G, table 36).

5.4 Criterion 4: ease of implementation

One of the striking features of this project was how easy it was to implement both modes of data collection, even at relatively short notice. To a large extent this was because DfT was so quick in drafting a questionnaire. The fact that the questions were straightforward meant the face-to-face interviewers could be briefed remotely, which both kept down costs and reduced the amount of time required to get the study into the field.

A telephone survey would be relatively easy to implement and with less notice than a face-to-face survey. The trade-off would be the lower response rates it would be likely to achieve, the potential for limits on the nature of the questions it could ask, and mode effects if questions were taken from surveys originally conducted face-to-face.

5.5 Criterion 5: relative cost-effectiveness

Face-to-face surveys are generally more costly than telephone surveys because the fieldwork is so much more expensive. However, where the emphasis is on the quality of the data, high response rates, and flexibility in terms of the nature of questions and response scales, a face-to-face approach would be the best approach.

In situations where speed of implementation is key or where budgets limited, the current survey has demonstrated that a telephone approach can yield good response rates. It also demonstrated that showcards can even be used in a telephone survey to promote comparability with face-to-face donor surveys.

5.6 The potential offered by following up NTS respondents

NTS respondents represent a very valuable sample source for subsequent related surveys. There is certainly a major, and as yet untapped, opportunity to conduct a study to link respondents' attitudes with their behaviours on an unprecedented scale and thereby to build new models or test existing ones with a view to implementing initiatives or campaigns to promote more sustainable travel patterns. On a smaller scale, NTS respondents present a valuable sample source for studies targeting people with particular travel behaviour whom would otherwise be difficult to locate. This potential is illustrated by the qualitative studies following up NTS respondents which NatCen is already conducting on DfT's behalf.

In terms of the size of the potential sample, between January and June 2006 there were 5,497 adults who said they were willing to be followed up. During the same period, there were 1,987 adult proxy respondents, of whom the current study indicates approximately 1,350 would give their consent to be followed up. This equates to a total annual sample size in excess of 12,000 adults.

5.7 Whether and when to make contact with NTS proxy respondents

Whether it is worth trying to draw NTS proxy respondents into follow up studies will depend to a large extent on what any particular study is setting out to measure and whether excluding NTS proxy respondents might reduce the representativeness of its achieved sample. The current study suggests that proxy respondents are no more likely than in-person respondents to be male than female, but they do tend to travel further. Indeed as Table 4-10 shows, in 2005 proxy respondents travelled an average of 18 miles further per week than did non-proxy respondents (over 10% further) which suggests they are quite a different group of people in terms of their travel behaviour.

This leads to the question of whether to contact them on an ongoing basis or just at the time when surveys are commissioned. If they were to be contacted on an ongoing basis, the findings of this feasibility study suggest that the contact rate would be around 79%, with 88% of people saying they would be willing in principle to take part in a further survey. However, this study also suggests that, even if the follow up were conducted face-to-face, only 80% or so of the people invited to take part would actually do so. In other words, it is likely that only 80% of the 88% of the 79% of proxy respondents would actually take part (ie. 55% of the original sample). In practice, the achieved face-to-face response rate might actually be lower than this because the higher mobility level of these particular people might make it harder to contact them in person (just as it did during NTS) and also, because they did not provide data in person during NTS, there will be less rapport with the original interviewer to capitalise on. This argues against ongoing contact and in favour of getting in touch with NTS proxy respondents only at such time as a survey which requires them might actually be underway. In other words, they would be contacted and asked not "would you in principle" but "will you now". Hopefully this would result in a response rate nearer 88% of 79% (ie. 69%).

5.8 Limitations on follow up surveys

5.8.1 Availability of data about typical travel behaviour

For almost every adult estimated to be eligible each year for follow up, data are available about their travel behaviour. However, in the case of the travel records the data about each

person is simply a snapshot: it covers a full week but that week may not be typical for every respondent, and it is very likely that there will be people whose assigned week was not one where they made any journeys in Great Britain at all. As a result, some people are likely to be misclassified in terms of their typical travel behaviour, and for some studies this may be problematic.

5.8.2 Controlling access to the sample

Access to the sample presented by NTS needs to be controlled for two main reasons. The first is to avoid over-sampling individual households. This could lead to problems if any given household member were selected for more surveys than they were willing to take part in; or if repeated participation in surveys were to condition a household such that the travel behaviour or attitudes of its members were to change. For this reason, it is recommended that no household or household member is invited to take part in more than one follow up survey. In the short-term, NatCen has created a database which records exactly who has and has not been approached, but in the longer-term this is a database whose ownership and maintenance DfT may want to take over.

The second reason for controlling access to the NTS sample is because it is such a valuable sample source to such a wide range of studies, and if the principle of not approaching any household more than once is to be applied then the sample needs deploying carefully. Indeed, this was an issue that even the current feasibility study faced, and which ultimately resulted in a delay to the efforts to contact NTS proxy respondents. This was because a qualitative study of 16 – 26 year olds was to draw its sample immediately after the sample for the feasibility study's sample had been drawn. Qualitative surveys generally need to inspect large quantities of potential sample in order to find sufficient people who fulfil the very specific selection criteria they often employ, and it is not always clear at the outset exactly how much potential sample will need to be scrutinised before a particular quota can be filled. This not only has implications for the amount of effort required if a series of qualitative and quantitative surveys are to be prioritised and scheduled, but also for the proportion of the potential NTS follow up sample DfT might want to commit to any particular study. Because of this, and because of the value to DfT policy makers of the data that qualitative follow up studies can yield, it is arguably unlikely that DfT would want to commission an ongoing large-scale quantitative follow up survey.

5.8.3 Using data from other (unpublished) surveys

A wider issue which may affect studies seeking to compare follow up data with data from other surveys is the timing of the publication of those surveys' findings. Taking NTS as an example, comparisons with findings from a follow up survey could not be published until data from the NTS survey year in question have themselves been published, a restriction which would apply to any survey registered under the National Statistics system. NTS data are generally published in July of the year after the one in which they were collected. Hence the 2006 NTS data will not be published until July 2007, which in turn means that comparative findings from a follow up study based on 2006 NTS respondents could not be published until then either.

APPENDIX A QUESTIONNAIRE DOCUMENTATION

Introduction

{For all telephone interviews}
{IF(QSignIn.QType IN [CN,CS¹²]) THEN

Tellnt

"Hello my name is XXX from the National Centre for Social Research. May I speak with [INSERT RESPONDENT'S NAME]?"

INTERVIEWER: ADD IF NECESSARY: One of my colleagues [INSERT ORIGINAL INTERVIEWER'S NAME] interviewed you recently as part of the National Travel Survey. We're following up a number of the people who took part."

1. Named respondent available
2. Named respondent unavailable
3. Named respondent no longer lives at this address

{(Soft check IF Tellnt=2} INTERVIEWER: IF NAMED RESPONDENT IS UNAVAILABLE TRY TO MAKE AN APPOINTMENT TO RING BACK)

{(Hard check IF Tellnt=3} INTERVIEWER: WE CAN ONLY SPEAK TO THE NAMED PERSON. IF THEY HAVE MOVED, THANK THE PERSON FOR THEIR TIME AND GO TO THE ADMIN BLOCK.

{IF((QSignIn.QType IN [CN,CS]))and Tellnt = 1 THEN

TsInt

You recently took part in the National Travel Survey and you kindly said that you would be willing to take part in a short follow up survey. I would like to ask you about **your views** on local transport topics such as road safety, congestion, the environment and local buses and trains.

INTERVIEWER: if asked the interview should only take 20 minutes.

INTERVIEWER: If asked if there will be an incentive, explain that the incentive was a gesture of thanks for completing the diary last time.

{1 and enter}

{For Tel interview with CARDS} {IF CS AND TsInt=response}

TSShowC

For some questions you will be asked to pick from a list of possible answers. Did you receive the answer list that we sent you?

1. Yes
2. No

{Soft Check {IF TSShowC=No} Interviewer: the respondent will need an Answer List. Ask them to get their list or arrange to send a new set and organise a time to call back.}

INTERVIEWER: If respondent asks if you could do the interview now, without the Answer List suggest it would be better to wait for the answer list. Otherwise, proceed but you will have to read out all the response options to the respondent.)

{IF CS AND TSShowC=Yes}

TSShPre

And do you have this answer list to refer to now?

1. Yes
2. No

{Soft Check {IF TSShPre=No} Interviewer: the respondent will need an Answer List. Ask them to get their list or arrange to send a new set and organise a time to call back.}

INTERVIEWER: If respondent asks if you could do the interview now, without the Answer List suggest it would be better to wait for the answer list. Otherwise, proceed but you will have to read out all the response options to the respondent.

{For all F2F interviews}

F2Fint

INTERVIEWER: introduce the survey.

INTERVIEWER: You recently took part in the National Travel Survey and you kindly said that you would be willing to take part in a short follow up survey. I would like to ask you about **your views** on local transport topics such as road safety, congestion, the environment and local transport.

INTERVIEWER: If asked if there will be an incentive, explain that the incentive was a gesture of thanks for completing the diary last time.

{1 and enter}

¹² FF = face-to face, CS = CATI with showcards, CN = CATI no showcards

Section 1 - Local environment

{Ask all}

The first set of questions concern your local area.

(1 and enter)

{Ask all}

Area1 CARD A

{IF F2F, CS} ^ Thinking about your local area, please tell me how you would rate each of the following ...Street lighting?

{IF CN} ^ Thinking about your local area how would you rate the street lighting? Would you say it was good, poor or neither good nor poor? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area2 CARD A

{IF F2F, CS} ^ (Thinking about your local area, please tell me how you would rate the following...) ...Ease of crossing roads on foot?

{IF CN} ^ Thinking about your local area, how would you rate the ease of crossing roads on foot? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area3 CARD A

{IF F2F, CS} (Thinking about your local area, please tell me how you would rate the following) ...condition of pavements?

{IF CN} ^ Thinking about your local area, how would you rate the condition of pavements? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area4 CARD A

{IF F2F, CS} ^ (Thinking about your local area, please tell me how you would rate the following) ... the condition of roads?

{IF CN} ^ Thinking about your local area, how would you rate the condition of roads? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area5 CARD A

{IF F2F, CS} ^ (Thinking about your local area, please tell me how you would rate the following...) the absence of traffic noise?

{IF CN} ^ Thinking about your local area, how would you rate the absence of traffic noise? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor

5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area6 CARD A

{IF F2F, CS} ^(Thinking about your local area, please tell me how you would rate the following...) the air quality?

{IF CN} ^Thinking about your local area, how would you rate the air quality? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area7 CARD A

{IF F2F, CS} ^(Thinking about your local area, please tell me how you would rate the following...) general level of crime ?

{IF CN} ^Thinking about your local area, how would you rate the general level of crime? Would you say it was good, poor or neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

{Ask all}

Area8 CARD A

{IF F2F, CS} ^(Thinking about your local area, please tell me how you would rate the following) ...personal safety at bus stops?

{IF CN} ^Thinking about your local area, how would you rate personal safety at bus stops? Would you say it was good, poor or

neither? IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

INTERVIEWER: ACCEPT THE RESPONDENT'S DEFINITION OF WHAT CONSTITUTES THEIR LOCAL AREA

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor
6. Don't Know (Spontaneous not on CARD)

Section 2 - Safety/accidents

{Ask all}

I am now going to ask some questions about road safety issues in your local area.

{1 and enter}

ResSt1 CARD B

{IF F2F, CS, CN} First thinking about some things that could be done about traffic in residential streets that are not main roads. Please tell me how much you agree or disagree with each of the following...closing residential streets to through traffic ?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE: Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

ResSt2 CARD B

{IF F2F, CS, CN} (Please tell me how much you agree or disagree with ...) having speed limits of 20 miles per hour in residential streets?

{IF CN} ^Do you agree, disagree or neither? IF AGREE OR DISAGREE: Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

ResSt3 CARD B

{IF F2F, CS, CN} (Please tell me how much you agree or disagree with ...) having speed bumps to slow down traffic in residential streets?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE.... Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

Speed1 CARD B

{IF F2F, CS, CN} And now thinking about wider safety issues. How much do you agree or disagree with the following statements...speed cameras save lives?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE.... Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

Speed2 CARD B

{IF F2F, CS, CN} (How much do you agree or disagree with the following statements...) speed cameras are only there to make money?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE.... Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

Speed3 CARD B

{IF F2F, CS, CN} (How much do you agree or disagree with the following statement...) there are too many speed cameras?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE.... Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

Speed4 CARD B

{IF F2F, CS, CN} (How much do you agree or disagree with the following statements...) people should drive within the speed limit?

{IF CN} ^Do you agree, disagree or neither agree nor disagree? IF AGREE OR DISAGREE.... Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree

Congestion

{Ask all}

Intro3

The next set of questions concern road congestion.

{Ask all}

Car

Do you drive a car or van at all these days?

1. Yes
2. No

{IF CAR=1}

Drive CARD C

How often do you usually drive a car or van?

INTERVIEWER: PROBE FOR CORRECT CODE

CODE FIRST TO APPLY

1. Everyday
2. More than twice a week, not every day
3. Once or twice a week
4. Less than once a week, more than twice a month
5. Once or twice a month
6. Less than once a month
7. Once or twice a year
8. Less than once a year
9. Never

{Ask all}

Pass CARD C

How often do you usually travel as a passenger in a car or van?

INTERVIEWER: PROBE FOR CORRECT CODE
CODE FIRST TO APPLY

1. Everyday
2. More than twice a week, not every day
3. Once or twice a week
4. Less than once a week, more than twice a month
5. Once or twice a month
6. Less than once a month
7. Once or twice a year
8. Less than once a year
9. Never

{Ask all}

ConPer CARD D

Thinking now about the different types of journey you make by road, how often is road congestion a problem for you generally? {IF CN} ^Would that be... READ OUT

- (1) Always
- (2) Often
- (3) Sometimes
- (4) Occasionally
- (5) Never

{Ask all}

ConGen CARD E

And how serious a problem do you think road congestion is in this country in general? {IF CN} ^ Do you think it is... READ OUT

- (1) A very serious problem
- (2) A serious problem
- (3) Not a serious problem
- (4) Not a problem at all
- (5) Don't know (Spontaneous only)

{Ask all}

ConGov CARD F

How important do you think it is for the Government to tackle road congestion in relation to its other responsibilities? {IF CN} ^ Do you think it is... READ OUT

- (1) Very important
- (2) Quite important
- (3) Fairly important
- (4) Not very important
- (5) Don't know (Spontaneous only)

IF Car driver {IF Car=1}

AvoidRd CARD D

{IF FF, CS, CN} When planning a journey by car do you ever avoid certain roads in order to avoid congestion? {IF CN} ^Is that...

- (1) Always
- (2) Often
- (3) Sometimes
- (4) Occasionally
- (6) Never

IF Car driver {IF Car=1}

AvoidTi CARD D

{IF FF, CS, CN} When planning a journey by car do you ever avoid travelling at certain times in order to avoid congestion? {IF CN} ^s that...

- (1) Always
- (2) Often
- (3) Sometimes
- (4) Occasionally
- (7) Never

Bus satisfaction

{Ask all}

Intro4

I would now like to ask you questions about your local bus services. By local I mean services which operate near your home. Even if you have not used local buses recently please give me your impressions from what you know or have heard.

{ 1 and enter}

{Ask all}

Lbus CARD G

{IF FF, CS, CN} How often do you usually travel by local bus?

{IF CN} ^ INTERVIEWER: PROBE FOR CORRECT ANSWER.

- (1) Everyday or nearly everyday
- (2) 2-5 days a week
- (3) Once a week
- (4) Less often but at least once a month
- (5) Less often than that
- (6) Never

{Ask all}

BusSat CARD H

{IF FC, CS, CN} How satisfied are you with your local bus services?

{IF CN} ^ Are you satisfied, dissatisfied or neither satisfied nor dissatisfied?

{IF CN} INTERVIEWER: IF SATISFIED OR DISSATISFIED: Is that fairly (sat/dissat) or very (sat/dissat)?

INTERVIEWER: if respondent does not use bus ask for their impression/or what they have heard)

- (1) Very satisfied
- (2) Fairly satisfied
- (3) Neither satisfied or dissatisfied
- (4) Fairly dissatisfied
- (5) Very dissatisfied
- (6) Don't know - SPONTANEOUS

{Ask all}

BusImp CARD I

Overall, do you think local bus services have improved, stayed about the same, or got worse over the last two years?

{IF CN} ^INTERVIEWER: IF IMPROVED OR WORSE: Is that (improved a lot/a lot worse) or (improved a little/a little worse)?

INTERVIEWER: if respondent does not use bus ask for their impression/or what they have heard

- (1) Improved a lot
- (2) Improved a little
- (3) Stayed the same
- (4) Got a little worse
- (5) Got a lot worse
- (6) Don't know/No opinion (spontaneous)

BusRat1 CARD K

I'm going to read out some factors related to local bus services. Based on your own experience or on what you have heard or read, how would you rate...

...the availability of information about bus timetables before starting your journey?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

BusRat2 CARD K

(Based on your own experience or on what you have heard or read, how would you rate...)

...the availability of information about bus fares before starting your journey?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

BusRat3 CARD K

(Based on your own experience or on what you have heard or read, how would you rate...)

... the frequency of local buses?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

BusRat4 CARD K

(Based on your own experience or on what you have heard or read, how would you rate...)

...the reliability and punctuality of local buses?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor

- (5) Very poor
- (6) Don't know - SPONTANEOUS

BusRat5 CARD K

(Based on your own experience or on what you have heard or read, how would you rate...)

...the number of places you can get to by bus?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

BusRat6 CARD K

(Based on your own experience or on what you have heard or read, how would you rate...)

...the cost of bus fares?

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR: Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (7) Don't know - SPONTANEOUS

BusOpin CARD L

{IF FF, CS} ^Looking at this card {IF FF, CS, CN} ^what would you say your opinions of local bus services are mainly based on? You can choose up to three main sources.

INTERVIEWER: PROBE FOR CORRECT CODE. CODE FIRST THREE SOURCES.

- (1) Personal experience of service
- (2) What you've heard from friends/family/colleagues
- (3) What you've read in local press/newspapers

- (4) What you've read in national press/newspapers
- (5) What you've heard on radio
- (6) What you have seen on TV News
- (7) What you have seen on other programmes
- (8) Internet
- (8) Other information

{IF BusOpin = Other}

BusOpiX

INTERVIEWER: CODE OTHER OPINIONS LOCAL BUS SERVICE IS BASED ON : STRING [60]

ASK IF: used local bus services (estimate to be about 55% of respondents) {IF Lbus <>6}

BusExp CARD M

Would you say your recent experiences of local bus services have been better than you expected, worse than you expected or about the same as you expected?

{IF CN} ^INTERVIEWER: IF BETTER OR WORSE. Is that a lot (better/worse than expected) or a little (better/worse than expected) ?

- (1) A lot better than expected
- (2) A little better than expected
- (3) Same as expected
- (4) A little worse than expected
- (5) A lot worse than expected
- (6) No recent experience - SPONTANEOUS
- (7) Don't know - SPONTANEOUS

ASK IF: used local bus services less than once a month {IF Lbus=5 or 6}

NoBus

And what are the main reasons why you don't use local bus services (more often)?

INTERVIEWER: CODE UP TO THREE ANSWERS

:PROBE: WHAT OTHER REASONS."

Set [3] OF

- (1) Buses don't run often enough during the day
- (2) Buses don't run often enough in the evening
- (3) Buses don't run often enough at weekends
- (4) It's easier by car
- (5) It's quicker by car
- (6) Bus fares are too high

- (7) I think it is cheaper by car
- (8) I don't know what bus services are available
- (9) Buses aren't reliable enough
- (10) I have difficulty getting on and off buses
- (11) I have difficulty getting to the bus stop
- (12) I don't feel safe
- (13) Buses are not very comfortable
- (14) Buses don't go where I want
- (15) There is no bus stop near by
- (16) Other - please specify

{IF Nobus = other}

NoBusX

"INTERVIEWER: CODE OTHER REASONS WHY LOCAL BUS SERVICE IS NOT USED" : STRING [60]

Section 5 - Train use

{Ask all}

Intro5

I would now like to ask you some questions about short distance train services. That is rail journeys of 50 miles or less. Do not include underground services, light rail/tram or specialist trains such as steam railways.

:IF THE RESPONDENT FINDS IT DIFFICULT TO THINK IN TERMS OF DISTANCE YOU CAN SAY 'THAT IS A JOURNEY OF LESS THAN AN HOUR'.

{1 and enter}

{Ask all}

TraFre CARD J

How often do you travel by train for a short distance journey?

(IF CN) INTERVIEWER: PROBE FOR CORRECT CODE.

(IF CS) INTERVIEWER: CODE 1ST TO APPLY

- 1. Everyday or nearly everyday
- 2. 2-5 days a week
- 3. Once a week
- 4. Less often but at least once a month
- 5. Less often than that
- 6. Never

{Ask all}

TraSer CARD K

Overall, how would you rate the quality of train services for short distance journeys? Even if

you have not used a short distance train service recently please give me your impressions from what you know or have heard.

{IF CN} ^ Would you say it was good, poor or neither good nor poor?

{IF CN} ^ INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor)?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TrSerIm CARD I

Overall, do you think short distance train services have improved, stayed about the same, or got worse over the last two years?

{IF CN} ^INTERVIEWER: IF IMPROVED OR WORSE. Is that improved (a lot/a little) or (a little/ a lot) worse.

- (1) Improved a lot
- (2) Improved a little
- (3) Stayed the same
- (4) Got a little worse
- (5) Got a lot worse
- (8) Don't know/No opinion (spontaneous)

TraRat1 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

...the availability of information on train times before starting your journey?

Would you say it was good, poor or neither good nor poor? INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TraRat2 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

...the availability of information about train fares before starting your journey?

{IF CN} Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TraRat3 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

...the frequency of trains?

{IF CN} Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TraRat4 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

The reliability and punctuality of trains?

{IF CN} Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TraRat5 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

...the number of places you can get to by trains?

{IF CN} Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (6) Don't know - SPONTANEOUS

TraRat6 CARD K

I'm going to read out some factors related to short distance train journeys. Based on your own experience or on what you have heard or read, how would you rate...

...the cost of train fares?

{IF CN} Would you say it was good, poor or neither good nor poor?

{IF CN} INTERVIEWER: IF GOOD OR POOR. Is that fairly (good/poor) or very (good/poor) ?

- (1) Very good
- (2) Fairly good
- (3) Neither good nor poor
- (4) Fairly poor
- (5) Very poor
- (7) Don't know - SPONTANEOUS

TraOpin CARD L

Looking at this card what would you say your opinions of train services are mainly based on? You can choose up to three main sources. SET [3] OF

{IF FF, CS} ^CODE THREE ONLY

{IF CN} ^INTERVIEWER: PROBE FOR CORRECT CODE. CODE FIRST THREE SOURCES.

- (1) Personal experience of service
- (2) What you've heard from friends/family/colleagues
- (3) What you've read in local press/newspapers
- (4) What you've read in national press/newspapers
- (5) What you've heard on radio
- (6) What you have seen on TV News
- (7) What you have seen on other programmes
- (8) Internet
- (9) Other information

{IF TraOpin=Other}

TraOpX

"INTERVIEWER: CODE OTHER OPINIONS THAT TRAIN SERVICES ARE BASED ON" : STRING [60]

ASK IF: used short distance train services {IF TraFre <>6}

TraExp CARD M

Would you say your recent experiences of short distance train services have been better than you expected, worse than you expected or about the same as you expected?

{IF CN} ^INTERVIEWER: IF BETTER OR WORSE Is that a lot (better/worse than expected) or a little (better/worse than expected) ?

- (1) A lot better than expected
- (2) A little better than expected
- (3) Same as expected
- (4) A little worse than expected
- (5) A lot worse than expected
- (6) No recent experience - SPONTANEOUS
- (7) Don't know - SPONTANEOUS

Ask if: use SHORT distance TRAINS less than once a month or not at all {IF TraFre = 5 or 6}

NoTrain

And what are the main reasons why you don't use short distance trains (more often)?

INTERVIEWER: CODE UP TO THREE ANSWERS

PROBE: WHAT OTHER REASONS."

- (1) Trains don't run often enough
- (2) It's easier by car
- (3) It's quicker by car
- (4) Train fares are too high
- (5) I think it is cheaper by car
- (6) I don't know what train services are available
- (7) Trains aren't reliable enough
- (8) I have difficulty getting on and off trains
- (9) I have difficulty getting to the railway station
- (10) I don't feel safe on trains
- (11) I don't feel safe at the railway station
- (12) Trains aren't in good condition/very comfortable
- (13) Trains are too crowded
- (14) Trains don't go where I want
- (15) There is no railway station near by
- (16) Other - please specify

{IF NoTrain = Other}

NoTrax

"INTERVIEWER: CODE OTHER REASONS WHY DON'T USE SHORT DISTANCE TRAINS" : STRING [60]

Intro - Section 6 - Climate change

{Ask all}

Intro6

You may have heard of climate change - this is the change in weather patterns in Britain and around the world. So, for example in Britain, many experts think that climate change may be causing stronger winds, hotter summers and more flooding. The next few questions are about the link between transport and climate change.

{Ask all}

CliCon CARD N

How concerned are you about climate change?

{IF CN} ^Are you ...

- (1) very concerned
- (2) fairly concerned
- (3) not very concerned
- (4) not at all concerned
- (5) Don't know (spontaneous only)
- (6) Don't believe climate change is happening (spontaneous only)

{Ask all}

Contri CARD O

Thinking now of the overall impact of different forms of transport in this country, (IF FF, CS) ^which of the following, if any, (IF CN) ^which do you think are major contributors to climate change?

INTERVIEWER : Code all that apply. Probe:

What else

SET [7] OF

- (1) Cars
- (2) Buses and coaches
- (3) Vans and lorries
- (4) Aeroplanes
- (5) Trains
- (6) Ships/ferries
- (7) Motorbikes
- (8) None (spontaneous only)
- (9) Don't know (spontaneous only)

{Ask all}

CLiPol1

I am now going to read out various measures that could be taken to try and reduce emissions from cars."

1 and enter

{Ask all}

CLiPol1

"Which, if any, of the following policies would you support in reducing emissions from cars...

READ OUT

..increasing tax on petrol?"

:(Yes "Yes",
No "No")

CLiPol2

"(Which, if any, of the following policies would you support in reducing emissions from cars...)

READ OUT

...spending more on improving bus services?"

:(Yes "Yes",
No "No")

CLiPol3

"(Which, if any, of the following policies would you support in reducing emissions from cars...)

READ OUT

...spending more on improving rail services "

:(Yes "Yes",
No "No")

CLiPol4

"(Which, if any, of the following policies would you support in reducing emissions from cars...)

READ OUT

...charging motorists to enter more towns and cities (like the congestion charge in London) "

:(Yes "Yes",
No "No")

{Ask all}

CICar1 CARD P

{IF FF, CS} How strongly do you agree or disagree with the following...people should be allowed to use their cars as much as they like, even if it causes damage to the environment?

{IF CN} To what extent do you agree, disagree or neither with the idea people should be allowed to use their cars as much as they like, even if it causes damage to the environment?

{IF CN} INTERVIEWER: IF AGREE OR DISAGREE: Is that strongly (agree/disagree) or just (agree/disagree)

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Can't choose (Spontaneous Only)

{Ask all}

CICar2 CARD P

{IF FF,CS} (How strongly do you agree or disagree with the following...) the government should do more to persuade people to buy more fuel efficient, environmentally friendly cars ?

{IF CN} To what extent do you agree, disagree or neither with the idea that the government should do more to persuade people to buy more fuel efficient, environmentally friendly cars ?

{IF CN} INTERVIEWER: IF AGREE OR DISAGREE: Is that strongly (agree/disagree) or just (agree/disagree)?

- (1) Strongly agree
- (2) Agree
- (3) Neither agree nor disagree
- (4) Disagree
- (5) Strongly disagree
- (6) Can't choose (Spontaneous Only)

{Ask all}

CICar3 CARD Q

If you were buying a new car, would you be prepared to pay more for one which was less polluting than an otherwise identical model?

{IF CN} ^INTERVIEWER: IF YES: Would you be prepared to pay a lot more or a little more?

- (1) Yes, a lot more
- (2) Yes, a little more
- (3) No
- (4) I wouldn't buy a new car
(Spontaneous Only)

{ASK IF CAR DRIVER OR CAR PASSENGER AND BELIEVES CARS ARE MAJOR CONTRIBUTORS TO CLIMATE CHANGE} {IF Car=1 or Pass <>6 and Contri=1}

RedCara

"Realistically, do you think that you could be persuaded to reduce your car use due to concerns about climate change?"

: (Yes "Yes",
No "No")

{ASK IF CAR DRIVER OR CAR PASSENGER AND DOES NOT BELIEVE CARS ARE MAJOR CONTRIBUTORS TO CLIMATE CHANGE}

{IF Car=1 or Pass <>6 and Contri <>1}

RedCarb

If scientists proved beyond doubt that emissions from cars are a major cause of climate change, realistically, do you think this would persuade you to reduce your car use?"

: (Yes "Yes",
No "No")

{IF RedCara=yes} or {IF RecCarb=Yes}

RedCar

"So might you... READ OUT"

: (BitLess "...travel by car a bit less ",
Lotless "...travel by car a lot less ",
Stop "...stop travelling by car? ",
Dntkn "Don't know (SPONTANEOUS ONLY)")

ASK IF CONCERNS ABOUT CLIMATE CHANGE WOULD MAKE NO DIFFERENCE TO CAR USE {IF RedCara = 2 or RedCarb = 2}

YNoDif

What are the reasons why this would make no difference to your car use?

Code all that apply

INTERVIEWER: PROBE: "WHAT OTHER REASONS"

SET [6] OF

- (1) Too inconvenient
- (2) Need to drive a car for work
- (3) Alternative forms of transport not available
- (4) No point as other people would not reduce their car use
- (5) No point due to emissions from other sources
- (6) Don't think climate change is a serious problem
- (7) Other (specify)

{If YnoDif = Other}

YnoDifX

"INTERVIEWER: CODE OTHER REASONS":
STRING [60]

Closing section

{Ask all}

Intres

I now just want to ask you a few final questions about how you found the interview. The information you give can help us improve the interview in the future.

How interesting did you find the interview Was it... READ OUT...

- (1) ...Very interesting
- (2) ...Fairly interesting
- (3) ...Not very interesting
- (4) ...Not at all interesting ?

{Ask all}

UnderSt CARD R

Thinking about the questions you were asked, how easy or difficult did you find it to understand them?

{IF CN} ^Was it...READ OUT

- (1) Very easy
- (2) Fairly easy
- (3) Fairly difficult
- (4) Very difficult

{Ask all}

Length

Did you think the interview was... READ OUT

- (1) ...too long
- (2) ...too short
- (3) ...or was it about the right length?

{Ask all}

Internet

Can I just check do you have access to the internet at home?

- (1) Yes
- (2) No

{Ask all}

IntPre

How would you most prefer to do an interview like this....

- (1) ...over the telephone
- (2) ...have an interviewer visit your home,
- (3) or on the internet/via email?

{Ask all}

Views

And do you have any other comments you would like to make about this interview?

:STRING [60]

{Ask all}

Diary CARD R

Now thinking back to the diary we asked you to complete last time we had contact with you.

How easy or difficult did you find it to complete the diary?

{IF CN} ^Was it...READ OUT

- (1) Very easy
- (2) Fairly easy
- (3) Fairly difficult
- (4) Very difficult

If found very or fairly difficult...{IF Diary=3 or 4}

DiarDif

What did you find most difficult about the diary? [STRING [60]]

{Ask all}

Trips

And thinking about the trips you had to record in the diary. Do you think you recorded...

- (1) all of the trips you should have
- (2) ...most of the trips
- (3) ...about half of the trips
- (4) ...less than half of the trips

DiarCom

And do you have any other comments you would like to make about the diary? STRING

[60]

APPENDIX B INTERVIEWER INSTRUCTIONS

National Travel Survey Follow ups Feasibility Study: self-briefing pack

Introduction

As you know, the National Travel Survey is the Department for Transport's main source of information about personal travel (information about commercial travel is collected from other sources). NTS data are used for a wide range of purposes but one of their main uses is to inform DfT's judgements about how best to provide the people of Great Britain with the transport system they need. This involves analysis on a national and local level of how people of all ages move around in order to do the things they want and need to do.

The core NTS interview, and in particular the 7-day travel record, tells us a great deal about the things people do (*their behaviour*). But it does not tell us very much about what they think (*their attitudes*). This is deliberate, and is because the main aim of the core NTS interview is to gather information about travel behaviour. If we were to add attitudinal questions to the core interview, there is a possibility that they could influence the answers people give when we ask them about their behaviour. This is because psychologists have established that people like to make sure their attitudes and behaviour appear consistent. For example, imagine someone who drives a large car which consumes a lot of petrol. Imagine that they told us during the NTS Individual Interview that they think global warming is a serious danger and that they agree that carbon dioxide is one of its major causes. Psychologists would argue that such a person would be less likely to tell us in their travel record that they drove that car half a mile to the newsagent than they would be if we had not previously asked them for their views about the environment.

DfT remain keen to collect attitudinal data from NTS respondents, so we are conducting a study to look into how practical it is to follow them up with a separate attitudinal survey. This study will Follow up people interviewed in 2006 during the February, March and April survey months. Our findings will enable DfT to decide whether or not it is feasible to conduct full-scale attitude Follow up surveys of NTS respondents.

Your task

Your task is to conduct a 20-minute CAPI interview with **one adult** (ie. aged 16 or over) in **1-4 households** where you conducted the core NTS interview, and then transmit the data to Brentwood. The respondents are all people who told you that they would be willing to take part in a follow up survey.

The sample

We will tell you which person to interview in each of the households allocated to you, and will give you:

- their name
- their phone number
- their address
- the outcome code of the NTS interview
- the front page from the NTS ARF where you recorded your original calling pattern

We are selecting the respondents at random to ensure they are representative of all NTS respondents, so you cannot substitute this person for someone else in the same household.

We are not just selecting respondents from fully-participating households but also from partially-responding households. This does not mean you will necessarily have respondents from partially-participating households allocated to you, but it is possible.

Making contact

The interview uses showcards which means you will have to conduct it face-to-face. You may use the telephone to arrange an appointment though. Having said that, people are more willing to take part in surveys if they are asked face-to-face so, where possible, please try to make contact in person rather than over the phone.

In case you do arrange an appointment by telephone, we are providing you with a letter to send the respondent to confirm the appointment.

Don't forget to begin by saying that you are getting in touch because the respondent said during their NTS interview that they would be willing to take part in a follow up survey. Our experience from other follow up surveys is that response rates are very high, so work on the assumption that almost everyone will agree to take part.

If the respondent has moved since you originally interviewed them and there is not an easy way for you to interview them at their new home, there is no need to take further action.

Timing

Please try to conduct the interview **as soon as possible** after receiving this briefing pack. Our hope is that you will not find it too difficult to fit this into your schedule, given the short length of the interview and the nature of the people you are to see.

We would like all the **February** NTS respondents to have been interviewed by **Friday 9 June**.

We would like all the **March** NTS respondents to have been interviewed by **Wednesday 12 July**.

We would like all the **April** NTS respondents to have been interviewed by **Friday 11 August**.

If you know immediately that this timescale may cause you problems, please speak with your Team Leader. They will pass this information on to us.

The questionnaire

The interview is short and does not collect any information already collected during the core NTS interview. It simply involves asking respondents for their opinions. The topics it covers are:

- the local environment
- accidents and road safety
- congestion
- satisfaction with local buses
- satisfaction with local train services
- climate change

We have put a full listing of all the questions in Appendix A, and have also created a practice slot so you can work through the interview at home.

Materials

We have already said that you will be given:

- a copy of the front page of the NTS ARF for each respondent (one per household)
- a letter to confirm the appointment (one per household)

We will also give you

- showcards (one set)
- an envelope for each of the appointment letters

Please note, respondents will not be given an incentive for taking part this time. The incentive they received during the core NTS interview was a token of thanks for filling out the travel record.

Questions you might be asked

The following are questions we think you might be asked, as well as our suggestions for reasonable responses.

HOW LONG WILL IT TAKE?

“No more than 20 minutes. It’s much shorter than the National Travel Survey interview I did with you”

WILL I HAVE TO FILL OUT A DIARY AGAIN?

“No. We simply want to know your opinions”

WHAT'S IT ABOUT?

"It's about your views on local transport issues, including congestion, traffic noise, road safety, and what public transport is like round here"

CAN'T YOU SPEAK WITH MY WIFE / HUSBAND INSTEAD?

"My colleagues chose one person at random from each household I interviewed recently, so I'm afraid I'm not allowed to swap one person for another. It won't take very long though"

WHAT WILL HAPPEN TO THE DATA / INFORMATION I PROVIDE?

"It will be used by the Department for Transport to understand the attitudes of people who took part in the National Travel Survey. Your answers will be treated in strict confidence in accordance with the Data Protection Act, and the information will only be used for statistical purposes"

WILL I GET ANOTHER VOUCHER?

"I'm afraid not. We provided them as a gesture of thanks for filling out the travel diary. It's an interesting interview though"

WILL THERE BE OTHER SURVEYS AFTER THIS ONE?

"The Department for Transport is very conscious of the time you are giving, so it is unlikely we will ask you to take part in further surveys"

What you need to do after the interview

After the interview, you simply need to complete the admin block and transmit the data to Brentwood. As you will see, the admin block contains an open question where we would be grateful if you could provide the research team with any feedback you might have. We are particularly interested to know your thoughts on:

- the fieldwork process
- respondents' reactions to being followed up
- respondents' reactions to the questions in the interview
- the length of the interview
- how easy it was to convince people to take part in a follow up survey

Your feedback is very important to enable us to give DfT a full picture of what worked and what did not work in the study.

What will happen next

At the same time as you are interviewing people face-to-face, NatCen's Telephone Unit in Brentwood will be interviewing people in other households where you carried out the core NTS interview. We expect that you will achieve a higher response rate than the Telephone Unit, but one of the things we are trying to find out is whether that response rate is sufficiently high to justify the greater costs associated with face-to-face interviewing. We will take this into account, as well as the feedback you give us in the admin block, so that we can make a recommendation to DfT about how feasible it would be to introduce follow up surveys on an ongoing basis from January 2007. We have to do this before September 2006, because this is when preparation for the 2007 survey year begins.

We will also be looking at the relationship between the attitudinal data you collect during the follow up interview with the behavioural data you collected in the core NTS interview. Putting together such data is something which has not been done before, and this is of great interest to DfT.

If we do not give you any feedback beforehand, we will certainly be covering the findings of this study in the NTS Area Travel Meetings in November and December.

If you have any questions

If you have any questions that your Team Leader or NTS Project Manager cannot answer, please call Julie Bengel in the Red Team. Her number is:

If Julie is unavailable, please speak with Neil Barton. He is responsible for the Red Team and will be able to find someone who can help you. Neil's number is:

APPENDIX C CONFIRMATION LETTER

For the attention of [INSERT NAME]
[INSERT ADDRESS]

[INSERT DATE]
[INSERT SERIAL NUMBER]

Re. National Travel Survey follow up

Following our telephone conversation, I am writing to confirm that I will be calling to conduct a short interview with you on:

As I said on the phone, this is a follow up to the National Travel Survey, in which you generously took part recently. We are selecting one adult at random from every household interviewed during Spring 2006, and it is you personally we would like to take part.

The interview lasts a maximum of 20 minutes and is simply about your views on local transport-related topics such as road safety, congestion, environmental issues, and public transport.

If you have any queries, you can contact me via our Operations department. The number is 01277 690132.

Many thanks

APPENDIX D SHOWCARDS

Telephone Messages

For

From

Date

Message

For

From

Date

Message

For

From

Date
Message

For

From

Date

Message

For

From

Date

Message

For

From

Date
Message

Answer List



CARD A

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor

CARD R

1. Very easy
2. Fairly easy
3. Fairly difficult
4. Very difficult

CARD Q

1. Yes, a lot more
2. Yes, a little more
3. No

CARD B

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

CARD C

1. Everyday
2. More than twice a week, not every day
3. Once or twice a week
4. Less than once a week, more than twice a month
5. Once or twice a month
6. Less than once a month
7. Once or twice a year
8. Less than once a year
9. Never

CARD P

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

CARD O

1. Cars
2. Buses and coaches
3. Vans and lorries
4. Aeroplanes
5. Trains
6. Ships/ferries
7. Motorbikes

CARD D

1. Always
2. Often
3. Sometimes
4. Occasionally
5. Never

CARD E

1. A very serious problem
2. A serious problem
3. Not a serious problem
4. Not a problem at all

CARD N

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned

CARD M

1. A lot better than expected
2. A little better than expected
3. Same as expected
4. A little worse than expected
5. A lot worse than expected

CARD F

1. Very important
2. Quite important
3. Fairly important
4. Not very important

CARD G

1. Everyday or nearly everyday
2. 2-5 days a week
3. Once a week
4. Less often but at least once a month
5. Less often than that
6. Never

CARD L

1. Personal experience of service
2. What you've heard from friends/family/colleagues
3. What you've read in local press/newspapers
4. What you've read in national press/newspapers
5. What you've heard on radio
6. What you have seen on TV News
7. What you have seen on other programmes
8. Internet
9. Other information

CARD K

1. Very good
2. Fairly good
3. Neither good or poor
4. Fairly poor
5. Very poor

CARD H

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied or dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied

CARD I

1. Improved a lot
2. Improved a little
3. Stayed the same
4. Got a little worse
5. Got a lot worse

CARD J

1. Everyday or nearly everyday
2. 2-5 days a week
3. Once a week
4. Less often but at least once a month
5. Less often than that
6. Never

APPENDIX E ADVANCE LETTERS: NO SHOWCARDS

[INSERT ADDRESS]

For the attention of: [INSERT NAME]

[INSERT DATE]
[INSERT SERIAL NUMBER]

Dear [Name]

Re. National Travel Survey

You generously took part in the National Travel Survey recently, for which we and the Department for Transport would like to express our sincere thanks.

You kindly said you would be prepared to take part in a follow up survey. We are selecting one adult at random from every household interviewed during Spring 2006, and we would be very grateful if you personally would take part.

The interview lasts a maximum of 20 minutes and is simply about your views on local transport-related topics such as road safety, congestion, environmental issues, and public transport.

We are arranging for one of our interviewers to phone you. They will either conduct the interview with you by phone there and then, or, if you would rather, they will make an appointment to phone back at a time which is more convenient for you.

If you have any queries, please call me on this free phone number **0800 652 0601**.

Many thanks



Eileen Hovell, Project Supervisor

APPENDIX F ADVANCE LETTER: WITH SHOWCARDS

[INSERT ADDRESS]
For the attention of: [INSERT NAME]

[INSERT DATE]
[INSERT SERIAL NUMBER]

Dear [INSERT NAME]

Re. National Travel Survey

You generously took part in the National Travel Survey recently, for which we and the Department for Transport would like to express our sincere thanks.

You kindly said you would be prepared to take part in a follow up survey. We are selecting one adult at random from every household interviewed during Spring 2006, and we would be very grateful if you personally would take part.

The interview lasts a maximum of 20 minutes and is simply about your views on local transport-related topics such as road safety, congestion, environmental issues, and public transport.

We are arranging for one of our interviewers to phone you. They will either conduct the interview with you by phone there and then, or, if you would rather, they will make an appointment to phone back at a time which is more convenient for you.

For some of the questions, you will be asked to pick from a list of possible answers. I am enclosing a copy of the list we are using. It would be very helpful if you could keep it near your phone ready for when the interviewer calls. To make it useful in the meantime, the back pages have been designed so that you can write telephone messages on them.

If you have any queries, please call me on this free phone number **0800 652 0601**.



Many thanks

Eileen Hovell, Project Supervisor

APPENDIX G REMAINING TABLES FOR COMPARABILITY OF RESPONSES BY MODE TO DONOR SURVEY

Table 1 Comparison of responses by mode to donor survey for how you rate street lighting

Rate street lighting	FF	T-SC	T-NSC	Donor ¹³
	%	%	%	%
Very good	27	40	29	12
Fairly good	52	48	52	51
Neither good or poor	8	9	9	15
Fairly poor	6	3	5	14
Very poor	5	1	4	6
Don't Know	1	0.3	1	1
Unweighted bases	320	276	274	1674

Table 2 Comparison of responses by mode to donor survey for how you rate ease of crossing roads on foot

Rate ease of crossing roads on foot	FF	T-SC	T-NSC	Donor ¹⁴
	%	%	%	%
Very good	15	19	19	12
Fairly good	43	52	47	49
Neither good or poor	15	13	11	12
Fairly poor	18	12	14	19
Very poor	8	4	8	8
Don't Know	1	-	0.5	1
Unweighted bases	320	276	274	1674

¹³ Question donated from ONS Omnibus November 2001

¹⁴ Question donated from ONS Omnibus November 2001

Table 3 Comparison of responses by mode to donor survey for how you rate the condition of pavements

Rate condition of pavements	FF	T-SC	T-NSC	Donor ¹⁵
	%	%	%	%
Very good	5	12	14	6
Fairly good	41	44	44	36
Neither good or poor	19	22	13	18
Fairly poor	22	14	19	26
Very poor	13	8	10	13
Don't Know	0.3	-	0.3	2
Unweighted bases	320	276	274	1674

Table 4 Comparison of responses by mode to donor survey for how you rate the air quality

Rate the air quality	FF	T-SC	T-NSC	Donor ¹⁶
	%	%	%	%
Very good	16	18	24	21
Fairly good	47	51	43	49
Neither good or poor	16	16	14	15
Fairly poor	13	11	13	11
Very poor	5	3	3	3
Don't Know	2	1	2	2
Unweighted bases	320	276	274	1674

¹⁵ Question donated from ONS Omnibus November 2001

¹⁶ Question donated from ONS Omnibus November 2001

Table 5 Comparison of responses by mode to donor survey for how you rate the general level of crime

Rate general level of crime	FF	T-SC	T-NSC	Donor ¹⁷
	%	%	%	%
Very good	10	15	15	8
Fairly good	40	42	38	35
Neither good or poor	24	20	17	22
Fairly poor	16	17	15	21
Very poor	7	3	7	10
Don't Know	3	2	7	4
Unweighted bases	320	276	274	1674

Table 6 Comparison of responses by mode to donor survey for how you rate your personal safety at bus stops¹⁸

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very good	16	22	15	10
Fairly good	38	48	43	40
Neither good or poor	15	8	11	16
Fairly poor	10	6	8	10
Very poor	4	1	4	3
Don't Know	17	15	19	22
Unweighted bases	320	276	274	1674

¹⁷ Question donated from ONS Omnibus November 2001

¹⁸ Question donated from ONS Omnibus November 2001

Road safety

Table 7 Comparison of responses by mode to donor survey for how much you agree or disagree to having speed limits of 20 miles per hour in residential streets

	FF	T-SC	T-NSC	Donor ¹⁹
	%	%	%	%
Strongly agree	34	33	42	23
Agree	43	43	33	54
Neither agree nor disagree	7	10	5	10
Disagree	12	11	14	9
Strongly disagree	4	2	6	2
Unweighted bases	320	276	270	913

Table 8 Comparison of responses by mode to donor survey for how much you agree/disagree that there are too many speed cameras²⁰

	FF	T-SC	T-NSC
	%	%	%
Strongly agree	18	11	17
Agree	30	25	22
Neither agree nor disagree	23	31	11
Disagree	26	28	41
Strongly disagree	3	5	9
Unweighted bases	319	276	274

¹⁹ Question donated from 2005 BSAS, self completion module

²⁰ Question donated from 2006 BSAS, self completion

Table 9 Comparison of responses by mode to donor survey for how much you agree/disagree that people should drive within the speed limit²¹

	FF	T-SC	T-NSC
	%	%	%
Strongly agree	50	59	72
Agree	44	39	24
Neither agree nor disagree	4	3	2
Disagree	2	-	1
Strongly disagree	-	-	1
Unweighted bases	318	276	274

Note: Brackets in the original table group 'Strongly agree' and 'Agree' for FF (total 94), T-SC (total 98), and T-NSC (total 96). 'Disagree' and 'Strongly disagree' are grouped for FF (total 2) and T-NSC (total 2).

Table 10 Comparison of responses by mode to donor survey for do you drive a car²²

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes	67	70	70	70
No	33	30	30	30
Unweighted bases	320	276	274	1101

²¹ Question donated from 2006 BSAS, self completion

²² Question donated from 2005 BSAS, face-to-face survey

Table 11 Comparison of responses by mode for how often do you drive a car

	FF	T-SC	T-NSC
	%	%	%
Everyday	67	71	67
More than twice a week, not every day	22	19	23
Once or twice a week	7	8	9
Less than once a week, more than twice a month	1	1	0.5
Once or twice a month	2	-	0.4
Less than once a month	0	0.3	-
Once or twice a year	1	-	0.3
Less than once a year		-	0.3
Unweighted bases	214	194	192

Table 12 Comparison of responses by mode for how often you travel as a passenger²³

	FF	T-SC	T-NSC
	%	%	%
Everyday	8	6	10
More than twice a week, not every day	23	20	19
Once or twice a week	30	33	36
Less than once a week, more than twice a month	14	13	7
Once or twice a month	9	9	10
Less than once a month	7	7	7
Once or twice a year	6	8	3
Never	3	3	8
Unweighted bases	315	273	269

²³ Question donated from November 2005 ONS Omnibus, face-to-face survey, based on all respondents. Code frame differs between follow up and donor survey.

Table 13 Comparison of responses by mode to donor survey for how often is road congestion a problem for you generally²⁴

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Always	10	9	14	7
Often	30	26	26	16
Sometimes	36	40	30	48
Occasionally	19	23	24	29
Never	5	3	6	1
Unweighted bases	319	276	273	1136

Table 14 Comparison of responses by mode to donor survey for how important do you think it is for the government to tackle road congestion in relation to its other responsibilities²⁵

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very important	38	39	30	37
Quite important	39	42	29	39
Fairly important	18	14	29	16
Not very important	5	5	11	5
Don't know	1		1	3
Unweighted bases	320	276	274	1137

²⁴ Question donated from November 2005 ONS Omnibus, face-to-face survey, based on all respondents.

²⁵ Question donated from November 2005 ONS Omnibus, face-to-face, based on all respondents

Table 15 Comparison of responses by mode to donor survey for do you ever avoid certain roads to avoid congestion²⁶

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Always	22	23	24	20
Often	38	34	32	31
Sometimes	23	26	22	29
Occasionally	12	12	12	8
Never	5	4	10	12
Unweighted bases	211	198	197	814

Table 16 Comparison of responses by mode to donor survey for do you ever avoid travelling at certain times to avoid congestion²⁷

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Always	15	22	21	15
Often	34	29	30	30
Sometimes	29	31	23	29
Occasionally	14	14	15	13
Never	7	4	11	13
Unweighted bases	214	194	192	814

²⁶ Question donated from November 2005 ONS Omnibus, face-to, face, based on all respondents

²⁷ Question donated from November 2005 ONS Omnibus, face-to-face, based on all respondents

Bus Satisfaction

Table 17 Comparison of responses by mode for how often do you travel by bus

	FF	T-SC	T-NSC
	%	%	%
Everyday or nearly everyday	7	6	11
2-5 days a week	15	11	12
Once a week	10	7	7
Less often but at least once a month	8	14	12
Less often than that	24	23	20
Never	37	39	37
Unweighted bases	320	276	274

Table 18 Comparison of responses by mode for how satisfied are you with local buses

	FF	T-SC	T-NSC
	%	%	%
Very satisfied	14 } 53	17 } 58	19 } 59
Fairly satisfied	39 }	41 }	40 }
Neither satisfied or dissatisfied	21	26	14
Fairly dissatisfied	10 } 17	8 } 11	10 } 19
Very dissatisfied	7 }	3 }	9 }
Don't know	8	5	9
Unweighted bases	320	276	274

Table 19 Comparison of responses by mode for do you think local bus services have improved, stayed the same or got worse over the last 2 years.

	FF	T-SC	T-NSC
	%	%	%
Improved a lot	6 } 31	12 } 32	10 } 32
Improved a little	25	20	22
Stayed the same	38	41	38
Got a little worse	11 } 18	15 } 17	7 } 13
Got a lot worse	7	2	6
Don't know/No opinion	12	11	16
Unweighted bases	320	276	274

Table 20 Comparison of responses by mode for how would you rate the availability of information on bus times before starting your journey

	FF	T-SC	T-NSC
	%	%	%
Very good	10 } 44	12 } 45	14 } 49
Fairly good	34	33	35
Neither good or poor	20	23	14
Fairly poor	20 } 26	17 } 22	16 } 23
Very poor	6	5	7
Don't Know	10	9	14
Unweighted bases	320	276	274

Table 21 Comparison of responses by mode for how would you rate the availability of information about bus fares before starting your journey

	FF	T-SC	T-NSC
	%	%	%
Very good	3	8	5
Fairly good	16	18	19
Neither good or poor	18	20	14
Fairly poor	30	21	18
Very poor	15	15	19
Don t Know	17	18	25
Unweighted bases	320	276	274

Table22 Comparison of responses by mode for how would you rate the availability of information about the frequency of local buses

	FF	T-SC	T-NSC
	%	%	%
Very good	14	21	22
Fairly good	45	40	39
Neither good or poor	15	16	10
Fairly poor	10	12	12
Very poor	8	6	8
Don t Know	8	6	9
Unweighted bases	320	276	274

Table 23 Comparison of responses by mode for how would you rate the reliability and punctuality of local buses

	FF	T-SC	T-NSC
	%	%	%
Very good	8	13	18
Fairly good	43	44	36
Neither good or poor	22	20	11
Fairly poor	12	10	15
Very poor	5	2	5
Don't Know	11	11	15
Unweighted bases	320	276	274

Table 24 Comparison of responses by mode for how would you rate the number of places you can get to by bus

	FF	T-SC	T-NSC
	%	%	%
Very good	15	27	30
Fairly good	44	44	37
Neither good or poor	12	9	10
Fairly poor	14	10	9
Very poor	7	3	4
Don't Know	9	7	12
Unweighted bases	320	276	274

Table 25 Comparison of responses by mode to donor survey for how would you rate the cost of bus fares

	FF	T-SC	T-NSC
	%	%	%
Very good	5	3	5
Fairly good	18	20	21
Neither good or poor	21	28	11
Fairly poor	19	16	15
Very poor	16	9	16
Don't Know	22	24	32
Unweighted bases	320	276	274

Table 26 Comparison of responses by mode to donor survey for would you say your recent experience of local bus services have been better than expected, worse than expected or about the same

	FF	T-SC	T-NSC
	%	%	%
A lot better than expected	3	9	4
A little better than expected	14	18	16
Same as expected	70	67	69
A little worse than expected	7	4	7
A lot worse than expected	2	1	3
No recent experience -	3	-	1
Don't know -	-	1	0.4
Unweighted bases	202	166	169

Train Satisfaction

Table 27 Comparison of responses by mode to donor survey for how often do you travel by train for short distance journeys?²⁸

	FF	T-SC	T-NSC
	%	%	%
Everyday or nearly everyday	4	2	3
2-5 days a week	4	3	5
Once a week	3	1	3
Less often but at least once a month	16	15	10
Less often than that	30	45	36
Never	43	34	44
Unweighted bases	320	276	274

Table 28 Comparison of responses by mode to donor survey for do you think short distance train services have improved, stayed about the same or got worse over the last 2 years

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Improved a lot	4 } 20	6 } 23	7 } 20	4 } 23
Improved a little	16 }	17 }	13 }	19 }
Stayed the same	41	47	42	38
Got a little worse	9 } 13	12 } 14	5 } 8	12 } 15
Got a lot worse	4 }	2 }	3 }	3 }
Don't know/No opinion	27	15	30	25
Unweighted bases	320	276	274	1253

²⁸ All train questions donated from February 2006 Omnibus, face-to-face survey

Table 29 Comparison of responses by mode to donor survey for how would you rate the availability of information on train fares before starting your journey

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very good	7	12	13	7
Fairly good	24	33	29	27
	31	45	42	34
Neither good or poor	15	19	14	17
Fairly poor	25	18	19	17
Very poor	6	5	6	6
	31	23	25	23
Don't Know	24	12	18	26
Unweighted bases	320	276	274	1253

Table 30 Comparison of responses by mode to donor survey for how would you rate the frequency of trains

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very good	12	11	13	16
Fairly good	38	46	42	38
	50	57	55	54
Neither good or poor	15	18	12	15
Fairly poor	12	10	7	11
Very poor	2	2	2	3
	14	12	9	14
Don't Know	22	14	24	24
Unweighted bases	320	276	274	1253

Table 31 Comparison of responses by mode to donor survey for how would you rate the reliability and punctuality of trains

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very good	12 } 48	7 } 54	10 } 50	8 } 45
Fairly good	36 }	47 }	40 }	37 }
Neither good or poor	19	23	12	14
Fairly poor	9 } 12	10 } 12	14 } 16	15 } 19
Very poor	3 }	2 }	2 }	4 }
Don't Know)	20	12	22	22
Unweighted bases	320	276	274	1253

Table 32 Comparison of responses by mode to donor survey for how would you rate the number of places you can get to by train

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very good	18 } 63	28 } 66	27 } 69	18 } 58
Fairly good	45 }	38 }	42 }	40 }
Neither good or poor	10	8	9	11
Fairly poor	9 } 11	12 } 15	6 } 8	9 } 13
Very poor	2 }	3 }	2 }	4 }
Don't Know	17	11	14	19
Unweighted bases	320	276	274	1253

Table 33 Comparison of responses by mode to donor survey for how would you rate the cost of train fares

	FF	T-SC	T-NSC	Donor
	%	%	%	%
1 Very good	3	2	3	4
2 Fairly good	17	20	17	15
3 Neither good or poor	18	20	15	17
4 Fairly poor	22	26	20	26
5 Very poor	17	17	20	17
6 Don't Know (SPONTANEOUS)	23	16	25	21
Unweighted bases	320	276	274	1253

Table 34 Comparison of responses by mode to donor survey for would you say your recent experience of short distance trains was better than expected, worse than expected or about the same

	FF	T-SC	T-NSC	Donor
	%	%	%	%
A lot better than expected	6	4	6	3
A little better than expected	12	19	12	17
Same as expected	70	63	74	72
A little worse than expected	6	7	4	5
A lot worse than expected	1	3	1	1
No recent experience - SPONTANEOUS	3	3	2	0.3
Don't know -	1	2	-	2
Unweighted bases	174	173	153	473

Climate Change

Table 35 Comparison of responses by mode to donor survey for how concerned are you about climate change²⁹

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Very concerned	32 } 79	41 } 88	30 } 81	29 } 77
Fairly concerned	47 }	47 }	51 }	48 }
Not very concerned	16 } 20	9 } 12	14 } 19	18 } 22
Not at all concerned	4 }	3 }	5 }	4 }
Don't know	0.3	-	0.2	1
Don't believe climate change is happening	0.3	-	-	-
Unweighted bases	320	276	274	1204

Table 36 Comparison of responses by mode to donor survey for which of the following policies would you support in reducing emissions from cars... increasing tax on petrol³⁰

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes	18	19	21	12
No	82	81	79	
Unweighted bases	319	271	266	

²⁹

All climate change questions donated from May 2005 ONS Omnibus, face-to-face survey

³⁰

Tables 36-39 were originally one question in the May 2005 ONS Omnibus survey with a showcard listing all the policy options. For the follow up survey this question was split into separate questions (particularly T-SC as it was felt that the respondent would read the showcard before the interview and form prior opinion about the nature of the survey. For this reason there are no figures for the 'no' option for the donor survey.

Table 37 Comparison of responses by mode to donor survey for which of the following policies would you support in reducing emissions from cars... spending more on improving bus services

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes	81	87	82	69
No	19	13	18	
Unweighted bases	317	272	267	

Table 38 Comparison of responses by mode to donor survey for which of the following policies would you support in reducing emissions from cars... spending more on improving rail services

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes	86	92	82	69
No	14	8	18	
Unweighted bases	317	270	267	

Table 39 Comparison of responses by mode to donor survey for which of the following policies would you support in reducing emissions from cars... charging motorists to enter more towns and cities (like the congestion charge in London)

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes	36	50	41	26
No	64	50	59	
Unweighted bases	308	266	260	

Table 40 Comparison of responses by mode to donor survey for how strongly do you agree/disagree that people should be allowed to use their cars as much as they like

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Strongly agree	8 } 29	6 } 23	9 } 27	6 } 30
Agree	21 } 29	17 } 23	18 } 27	24 } 30
Neither agree nor disagree	25	28	17	27
Disagree	37 } 45	37 } 48	35 } 50	31 } 41
Strongly disagree	8 } 45	11 } 48	15 } 50	10 } 41
Can't choose/Don't know	2	1	5	2
Unweighted bases	320	276	274	1202

Table 41 Comparison of responses by mode to donor survey for how strongly do you agree/disagree the government should do more to persuade people to buy more fuel efficient cars

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Strongly agree	34	46	47	32
Agree	53	43	41	56
Neither agree nor disagree	7	5	4	6
Disagree	4	4	5	4
Strongly disagree	2	1	2	0.9
Can't choose/Don't know	0.3	-	1	1
Unweighted bases	320	276	274	1200

Table 42 Comparison of responses by mode to donor survey for would you be prepared to pay more for a car which was less polluting

	FF	T-SC	T-NSC	Donor
	%	%	%	%
Yes, a lot more	11	17	13	10
Yes, a little more	63	65	58	61
No	20	16	26	23
I wouldn't buy a new car	6	2	2	6
Unweighted	319	274	269	1197

Table 43 Comparison of responses by mode for do you think that you could be persuaded to reduce your car use due to concerns about climate change

	FF	T-SC	T-NSC
	%	%	%
Yes	54	59	66
No	46	41	34
Unweighted bases	222	200	205

Table 44 Comparison of responses by mode for if scientists proved beyond doubt that emissions from cars are a major cause of climate change, do you think this would persuade you to reduce your car use

	FF	T-SC	T-NSC
	%	%	%
Yes	32	61	37
No	68	39	63
Unweighted bases	86	66	62