Workplace travel survey

Survey template for organisations developing travel plans

Customer iNSIGHTS

[date]

[Version]

**Travel survey for** *<insert your organisation name>*

***Instructions in red***

# Introduction

*<Insert organisation name>* would like to understand your travel choices and needs and how we can help you plan your commute better in the future.

This survey will take less than xx minutes. Your responses in the survey will remain confidential. On completion by xx (date), your name will be entered into a prize draw to win xxx.

# section 1: current travel choices

***Instructions -*** *Q1-Q3 (Department, workplace location, home address) are optional. These can be pre-filled using metadata.*

**Q1. Which department/team do you belong to?**

* *Insert team/department names*

[Remove question if only travelling to one location]

**Q2. Which <ORGANISATION> location or office do usually travel to?**

* *Insert location 1*
* *Insert location 2*
* *Insert location 3*

**Q3. Where do you usually start your journey from, when travelling to work?**

**Please note this information is needed to understand your journey better, it will be kept confidential and not retained or used for any other purpose.**

*Embed address finder to autofill. It eliminates the need for coding and make it easier for the respondent to answer.*

**Q4. What best describes your working hours?**

|  |  |
| --- | --- |
| Full time, standard (Mon-Fri, 7.00am - 6.00pm)  | 1 |
| Full time, non-standard (e.g., night shift, call centre)  | 2 |
| Part-time, standard (e.g., Mon - Wed; 9.00am - 5.00pm)  | 3 |
| Part-time, non-standard (e.g., Fri - Sun; 4.00pm - 12.00am)  | 4 |
| 12-hour shifts (Day and/or night)  | 5 |
| Flexible working hours  | 6 |

**Q5. What is your main and secondary modes (by distance) of transport to *<ORGANISATION>?* Please select one mode for each category.**

Your usual journey to <organisation> may use more than one mode of transport. Select the main mode that you use for the longest distance and any secondary mode used for the journey.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Main mode | Secondary mode |
| 1 | Car – drove alone |  |  |
| 2 | Car – drove with passengers |  |  |
| 3 | Car – as a passenger |  |  |
| 4 | Motorbike/ motor scooter |  |  |
| 5 | Bus |  |  |
| 6 | Train |  |  |
| 7 | Ferry |  |  |
| 8 | Bike/E-bike |  |  |
| 9 | Walk/run |  |  |
| 10 | Work shuttle (if applicable) |  |  |
| 11 | Scooter/E-scooter or other micro mobility device |  |  |
| 12 | Work remotely/from home |  |  |
| 13 | Any other mode (please specify) *open text* |  |  |

**Q6. Why do you choose to travel this way? Please select up to three options.**

 *Instructions - Randomise options. Allow multi- select but limit to three choices.*

|  |  |
| --- | --- |
| Time  | 1 |
| Cost  | 2 |
| Public Transport not available or is unrealistic | 3 |
| Need to use car for work | 4 |
| Family obligations/pick up & drop children | 5 |
| Physical impairment / disability  | 6 |
| Personal use of car during the day  | 7 |
| Convenience / flexibility  | 8 |
| Health or fitness  | 9 |
| Personal safety | 10 |
| Environmental concerns | 11 |
| Other (please specify) *open text* | 12 |

**Q7. In a typical week, what time do you usually arrive at work .**

**If your typical work week includes weekends, please select your arrival times on those days.** Single select

|  |  |  |
| --- | --- | --- |
|  | Work week(Mon-Fri) | Weekends(Sat-Sun) |
| **Early morning** *(1.31 am – 7:30am)* | 1 | 1 |
| **AM peak** *(7:31am – 9:00am)* | 2 | 2 |
| **Interpeak** *(9:01 am- 4:00pm)* | 3 | 3 |
| **PM peak** *(4:01pm-6:30pm)* | 4 | 4 |
| **Night** *(6:31pm – 1:30am)* | 5 | 5 |

**Q8. How long does your journey to work usually take?** Single select

|  |  |
| --- | --- |
| Up to 15 minutes  | 1 |
| 16 - 30 minutes  | 2 |
| 31 - 45 minutes  | 3 |
| 46 - 60 minutes  | 4 |
| 61 - 75 minutes  | 5 |
| 76 - 90 minutes  | 6 |
| More than 90 minutes | 7 |

# section 2: covid travel

**Q9. In a typical week, how frequently do you travel to your workplace? Has it changed since Covid?**

 Please select one answer per column. Single select for both columns

|  |  |  |
| --- | --- | --- |
|  | **Pre-Covid** | **Post-Covid** |
| 5 days per week |  |  |
| 2 - 4 days per week |  |  |
| 1 - 2 days per week |  |  |
| Work from home **a few days** per week |  |  |
| Work from home **most days** in a week |  |  |

# section 3: travel for work

**Q10. How often do you have to travel for work outside your office?**

Single select

|  |  |  |
| --- | --- | --- |
| I do not travel for work purposes | 1 | *Skip to Section 4* |
| Less than monthly  | 2 |  |
| Fortnightly  | 3 |  |
| Weekly | 4 |  |
| 2 to 4 times per week | 5 |  |
| 5 times or more per week | 6 |  |

**ASK Q11 if Q10 is NOT CODED 1**

**Q11. And are most of your work travel around…?**

(Replace with your city/regions as appropriate)

|  |  |
| --- | --- |
| Auckland | 1 |
| Other regions  | 2 |
| International | 3 |

**ASK Q12 if Q10 is NOT CODED 1**

**Q12. During your working hours, what mode(s) do you use if travelling for work purposes (e.g., attend meetings, site visits, deliver things, etc)?** (Please select all that apply).

|  |  |  |
| --- | --- | --- |
| I do not travel for work purposes | 1 | *Make option exclusive* |
| Car – alone | 2 |  |
| Car – with passengers | 3 |  |
| Car – as a passenger | 4 |  |
| Motorcycle/ motor scooter | 5 |  |
| Bus | 6 |  |
| Train | 7 |  |
| Ferry | 8 |  |
| Cycle/E-bike | 9 |  |
| Walk/run | 10 |  |
| Work shuttle/fleet cars (if applicable) | 11 |  |
| Aeroplane | 12 |  |
| Other (please specify) | 13 |  |

# section 4: future travel choices

**NOTE**

* Include options that you may want to offer or emphasise with your travel plan. Remove options that don’t apply to your organisation or local area.
* Q10 – Q13 can be replaced by one encouragement question Q14 with more options as is best suited for your organisation.

**Q13. In the light of Covid, how are you considering changing the ways you commute to work? Please select all that apply.**

Allow Multiselect

|  |  |  |
| --- | --- | --- |
| No changes to my travel choices to work | 1 | *Make option exclusive* |
| More remote working/working from home | 2 |  |
| Reduce working hours e.g., 32 hours work week | 3 |  |
| Start/increase driving to work  | 4 |  |
| Work flexible hours to avoid crowded bus/train/ferry | 5 |  |
| Other (please specify) *open text* | 6 |  |

**Q14. How likely are you to consider using the following travel modes more often to get to work?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not likely  | Somewhat likely  | Very likely  | Already use most days  | Not an option for me/Not applicable |
| Bike/e-Bike/Scooter/E-Scooter  |  |  |  |  |  |
| Public transport (bus/train/ferry)  |  |  |  |  |  |
| Walk |  |  |  |  |  |
| Carpooling with other employees  |  |  |  |  |  |

**ASK Q15 if ‘Not likely/Somewhat likely’ for ‘Cycle’ is selected in Q14**

**Q15. What would encourage you to bike or use scooter to/from work (as a longer part of your journey/ more often)?** (Please select all that apply.)

If you already bike, what will make this easier?

|  |  |  |
| --- | --- | --- |
| Help planning a suitable route to work | 1 |  |
| Other people to bike with  | 2 |  |
| Showers / changing /drying rooms  | 3 |  |
| Lockers were available at work  | 4 |  |
| Secure covered parking for bikes at work  | 5 |  |
| More cycleways on the route to work  | 6 |  |
| Discount to buy a bike, e-bike, or other equipment  | 7 |  |
| Other (please specify) | 8 |  |
| **Nothing would encourage me/make this easier** | 9 | *Make option exclusive* |

**ASK Q16 if ‘Not likely/Somewhat likely’ for ‘Public Transport’ is selected in Q14**

**Q16. What would encourage you to use Public Transport to/from work (as a longer part of your journey/ more often)?** (Please select all that apply.)

If you already use public transport, what will make this easier?

|  |  |  |
| --- | --- | --- |
| Help planning a suitable route/ itinerary for using public transport  | 1 |  |
| Public transport service was more reliable  | 2 |  |
| Public transport service was more frequent  | 3 |  |
| If I knew I could get a seat on the bus, train, or ferry  | 4 |  |
| Subsidised public transport | 5 |  |
| 14-day free public transport trial | 6 |  |
| Other (please specify) | 7 |  |
| **Nothing would encourage me/make this easier** | 8 | *Make option exclusive* |

**ASK Q17 if ‘Not likely/Somewhat likely’ for ‘Walk’ is selected in Q14**

**Q17. What would encourage you to walk to/from work (as a longer part of your journey/ more often)?** (Please select all that apply.)

If you already walk or run, what will make this easier?

|  |  |  |
| --- | --- | --- |
| Help planning a suitable route to work  | 1 |  |
| Other people to walk/ run with  | 2 |  |
| End of journey facilities at work (e.g., showers/changing rooms, lockers etc.)  | 3 |  |
| More/ better maintained roads/footpaths  | 4 |  |
| Discount to buy running shoes/other equipment | 5 |  |
| Other (please specify) | 6 |  |
| **Nothing would encourage me/make this easier** | *7* | *Make option exclusive* |

**ASK Q18 if ‘Not likely/Somewhat likely’ for ‘Carpool’ is selected in Q14**

**Q18. What would encourage you to carpool to/from work (as a longer part of your journey / more often)?**

 (Please select all that apply.)

If you already carpool, what would make this easier?

|  |  |  |
| --- | --- | --- |
| Carpooling programme was set up at my workplace  | 1 |  |
| Discounted / free parking | 2 |  |
| Guaranteed a ride home if the driver is unavailable  | 3 |  |
| Available resources and tools to help me find out who I could carpool with from work  | 4 |  |
| Other (please specify) | 5 |  |
| **Nothing would encourage me/make this easier** | *6* | *Make option exclusive* |

**Update list based on what your organisation may/may not be willing to support.**

**Q19. Which of the following would help you consider a new way of travelling to work?** **(Please select all that apply).** *Randomise options*

|  |  |
| --- | --- |
| 14-day public transport trial  | 1 |
| Cycling lessons, workshops, and information  | 2 |
| Walking workshops and information  | 3 |
| Travel planning assistance  | 4 |
| Buddies/ groups to travel with  | 5 |
| Subsidised public transport  | 6 |
| Guaranteed ride home  | 7 |
| Flexible working policies  | 8 |
| More carsharing options  | 9 |
| None of these options would help me  | 10 |
| Other (please specify) | 11 |

# section 5: other suggestions

*OPTIONAL QUESTION*

**Q20. Are you aware of, and have you used, any of the following initiatives?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Am aware and have used | Am aware but have not used | Am not aware of |
| *<Insert existing initiatives>* |  |  |  |
|  |  |  |  |

*[Note: list any relevant travel initiatives already offered by your organisation or that are relevant and available within the local area. Examples may include dedicated carpooling car parks, staff public transport subsidies, showers for cyclists. If there are no travel initiatives currently in place, remove this question.]*

**Q21. Is there anything else you think could improve your journey to work, or do you have any other concerns about travel to work?**

# section 6: prize draw

NOTE – Prize draw recommended to incentivise survey completion.

**Prize draw:**

**So that we can enter your name into the prize draw, please provide your contact details.** Your contact details will be separated from your survey response and used only for prize draw purposes.

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Work email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Work phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Optional question for follow-up research*

**We may be keen to find out more about your travel choices.  If so, may we contact you by email for a follow up research?**

|  |
| --- |
| Yes |
| No |

**Thank you for completing the survey!**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# section 7: footnotes

## Analysis and use of survey questions

|  |  |  |
| --- | --- | --- |
| Question | Analysis | Use |
| Q1. Which department/team do you belong to? | Categorisation | Identify sample completeness. Allows categorisation of the current state of travel and progress by groups. |
| Q2. Which <ORGANISATION> location do usually travel to? | Can calculate average trip distances and look at mode of travel by different locations. Estimate emissions from total travel. | Benchmark progress (in conjunction with mode data).Demonstrate impact of initiatives.Identify access to sustainable modes when compared to transit or share mode network data. |
| Q3. And where do usually start your journey from when travelling to <ORGANISATION>? |
| Q4. What best describes your working hours? | Categorisation | Allows categorisation of shift workers and regular workers. |
| Q5. What is your main and secondary modes of transport to work? Please select one mode for each category. | Number and proportion of trips by main mode including people working flexibly. | Benchmark progress.Demonstrate impact of initiatives. Identify modes that could be targeted for shift. |
| Q6. Why do you choose to travel this way? | Reason(s) for choosing modes. | Develop understanding of barriers to travel change.Identify what could be targeted to make it easier to switch to alternatives. |
| Q7. In a typical week, what time do you usually arrive at <insert organisation>? | Capture travel times and duration | Help organisation target travel initiatives at certain times and the correlation between time and mode use and create initiatives to remove barriers for sustainable travel modes.Understand number of people on site across time. |
| Q8. How long does your journey to <organisation> usually take? |
| Q9. In a typical week, how frequently do you travel to your workplace? Has it changed since Covid? | Capture any commute frequency changes pre/post Covid | Help identify commute changes caused due to Covid. |
| Q10. How often do you have to travel for work outside your office? Q11. And are most of your work travel around… (locations)? | Capture work travel frequency & locations | Quantifies travels outside workplace |
| Q12. During your working hours, what mode(s) do you use if travelling for work purposes (e.g., attend meetings, site visits, deliver things, etc)? | Capture modes for work travel | Initiatives to promote alternative travel options. |
| Q13. In the light of Covid, how are you considering changing the ways you commute to work?  | Identifies alternative arrangements to commute | Help organisation understand alternative options to commute due to Covid and work to offer a flexible work environment. |
| Q14. How likely are you to consider using the following travel modes more often to get to work? | Captures interest in changing modes. | Can be used to develop and target actions. |
| Q15 - Q18. What would encourage you to Cycle, walk, use PT, carpool to/from work (as a longer part of your journey/ more often)?  | Identifies potential users who intend to shift modes in the future | Identifies what factors could trigger mode shift for future |
| Q19: Which of the following would help you consider a new way of travelling to work?  | Identifies reasons to change behaviour and adopt sustainable modes | Identifies what factors could trigger mode shift for future |
| Q20: Are you aware of, and have you used, any of the following initiatives? | Identifies awareness of various travel initiatives being undertaken by the organisation. | Identify issues, for example, increased effort in the promotion of initiatives if few staff know of them. For example, if the organisation provides good bike facilities and people are aware but not using it.  |
| Q21: Is there anything else you would suggest regarding improving travel to work, or do you have any other concerns about travel to work?  | Captures any other information the respondent may wish to provide regarding travel. | Open feedback for the organisation.  |

## Additional questions to consider

|  |  |
| --- | --- |
|  | Notes |
| In a typical week, what time do you usually ARRIVE and DEPART from <ORGANISATION>? | Include departure time along with arrival time, to include shift workers |
| TRAVEL FOR WORKDuring your working hours, what mode(s) do you use if travelling for work purposes (e.g., attend meetings, site visits, deliver things, etc)? | This question can be expanded to include modes BY days. This will give a clear idea of any multi-mode use on different days. (Modes down and days across) |
| Demographic questions can also be included if needed for analyses. | Gender, age, ethnicity. Location and department are already included in the survey. |
| How many days a week do you travel to/from your organisation | Important for carbon reporting purposes.May be particularly more relevant now that many people opt to work from home one or more days a week following COVID |