LTS Guidance

Local Household Travel Survey
(Toolkit Component B)

v1.0r

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Although this report was commissioned by the Department for Transport, the findings and recommendations are those of the authors and do not necessarily represent the views of the DfT.

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G01 OVERVIEW OF THE TOOLKIT

The Local Travel Survey (LTS) is a toolkit of survey materials and guidance first launched in Autumn 2005. It has been designed to help local authorities conduct a local household travel survey. It provides step-by-step guidance for how to design and carry out such a survey. It is aimed at all local authorities, not just those whose staff have particular research expertise.

The Toolkit comprises two separate documents: *The Background* and *The Guidance*. The first provides background to the survey and its development but is not essential to its use. *The Guidance* (this document) describes how to carry out the survey and contains templates for the principal survey materials.

Local authorities do not have to use all the templates but we have provided them in the hope that they will save on duplication of effort. It is important to note that we have designed LTS to be flexible. Its questionnaires are scalable and modular which means that local authorities do not necessarily have to start with a clean sheet but nor are they limited to asking a particular set of questions.

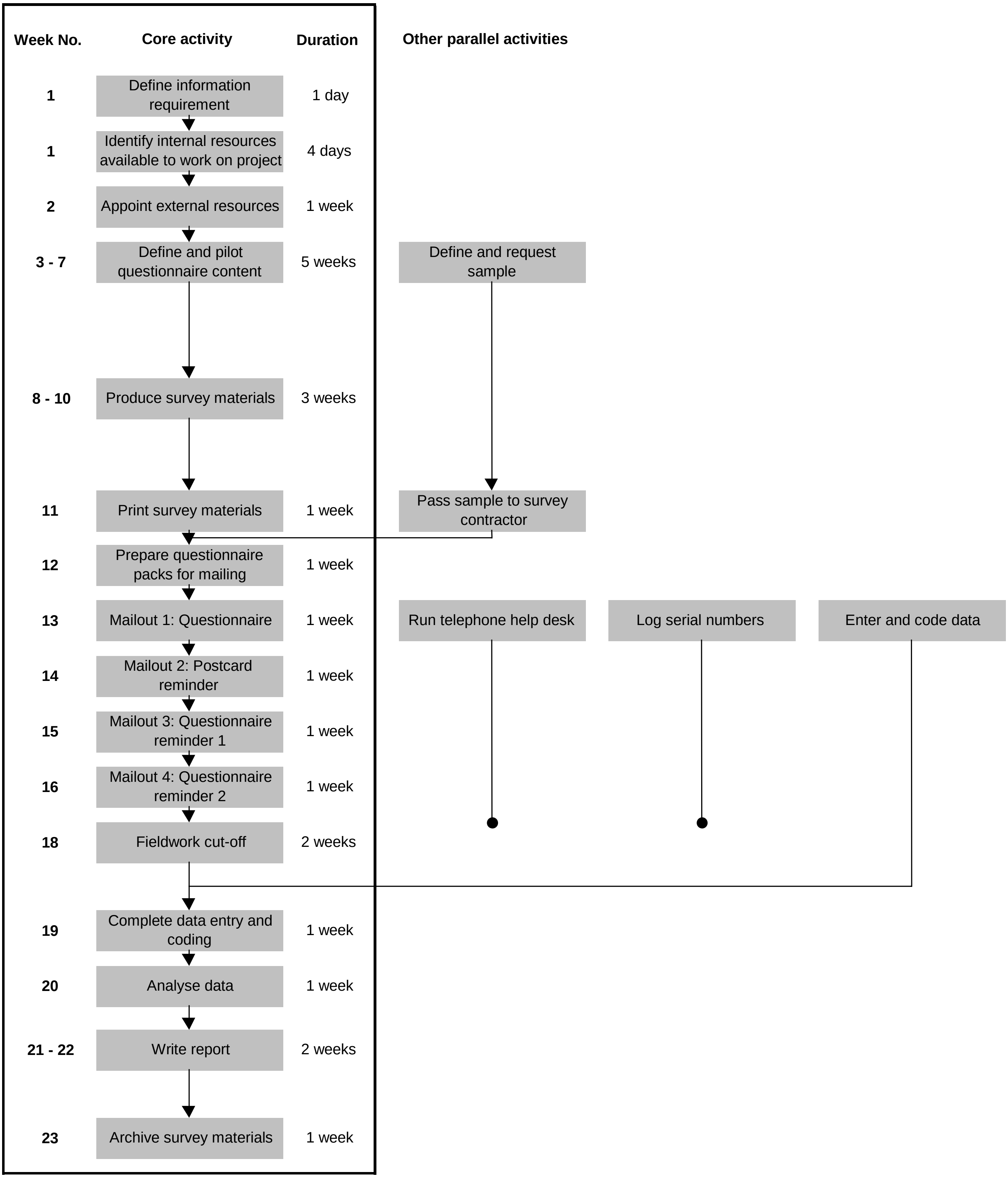
The LTS survey has been thoroughly researched and piloted. To maximise its response rate, LTS uses a multi-stage postal methodology, with households being given an incentive which is not conditional upon their decision to take part. We strongly recommend the use of an incentive, and provide the justification for doing so in *The Background*.

We refer to LTS in this document as a project rather than just a survey, to emphasise all the thinking and planning needed before fieldwork can begin. Although the fieldwork itself only takes six weeks, the project as a whole is likely to take 22 weeks. Even this assumes that any local authority intending to use a survey contractor has already made progress towards identifying which one it will use. It can take longer.

The Guidance is written as though addressed to the local authority project manager. It includes as little jargon as possible.

Figure 1.1 gives an overview of the survey process using the methodology described in this document.

Figure 1.1 Overview of the survey proces



G02 GETTING STARTED

02.01 Defining your information requirement

Surveys are a means of collecting the information needed to achieve a particular objective. This means that your starting point is not just to understand what your local authority's objective is but also to define exactly what information you need in order to achieve it. This step of the survey process is easy to overlook but if you produce a clear definition now, it will make it easier for you to decide which questions to include in your survey and which not to include. It will also make it easier for you to decide what data analysis should be done.

Do not go any further until you have a clear definition of your local authority's information requirement.

02.02 Whether a survey is the best way to meet this requirement

Once you are clear about what your local authority wants to know, the next decision is whether or not a survey is the best way to collect this information. You may believe that it is, but before proceeding it is worth asking whether the information you need is available from existing sources and, if not, whether a survey would really collect it.

One consideration is the level of accuracy you require. For example, if you want to monitor trends, especially in relation to travel behaviour which changes slowly or events which occur infrequently, you will need to collect a large amount of data otherwise you might not notice any change which has actually occurred. In such circumstances, a survey may be the most cost-effective approach.

An important point to note is that LTS is a survey of households who live within a particular geographical area. It is not a survey of all the people who travel within a particular area because it will not pick up those who live elsewhere and travel into or through your area. If you need data from people who live outside your area, you will need to find an alternative way of collecting it. For example, you could add roadside interviews, surveys on board trains or buses, or collaborate with a neighbouring authority.

G03 RESOURCING

03.01 General comment

Although a household travel survey might not be considered a large project, do not underestimate the amount of resource the LTS methodology requires. Once you have defined your local authority's information requirement, you should ensure you will have access to the resources you will need in order to conduct the survey. This chapter defines what these resources are.

03.02 Internal resource requirements

03.02.1 Key tasks

At the very least, the tasks your local authority would need to resource from its own staff would include:

- defining the information requirement
- framing a list of topics
- drafting question wording
- coordinating the views of a range of internal stakeholders in order to agree a definitive question set, including wording of all questions and response scales
- procuring and managing a survey contractor (if the fieldwork is not to be conducted internally)
- procuring and managing a specialist sampling contractor

03.02.2 Skills

The project team which developed LTS was very conscious of the variation across local authorities in terms of the amount of internal resource and level of survey expertise they can commit to conducting a household travel survey. As a result, LTS has been designed to be actionable even by local authorities which can make available just one person, although this person needs to be numerate, well organised and ideally should have some experience of managing projects and working with contractors. We have assumed that such an authority would choose to contract out the fieldwork.

03.02.3 Time

You should work on the assumption that setting up the survey ready for fieldwork will take most of one person's time for three to four weeks, and can not be carried out in less time. Attempting to do so is unlikely to result in a survey which provides your local authority with the information it needs and may compromise the extent to which it can be relied on. The burden will be less once fieldwork has begun but one day a week during fieldwork and 10 days thereafter would be realistic assumptions.

Figure 1.1 in G01 shows an indicative timetable.

03.02.4 Direct costs

This chapter does not give details of the financial cost of conducting a household travel survey using LTS. However, these details do exist and DfT can send them to you on request. How relevant the indicative figures DfT holds are to your particular survey will depend on the extent to which you decide to carry out the various tasks in-house, but they may serve as a useful guideline nevertheless.

03.03 Contracting out all or some of the work

You may choose to contract out some of the survey work. Although some authorities may be able to conduct most of the survey processes in-house, the rest of this document is written as though you will contract out all tasks other than the key tasks listed above.

03.03.1 Drawing the sample

Of all the survey tasks, drawing the sample is one you should definitely contract out. The approach to sampling is described in G07 and likely to be beyond the experience and expertise of most survey contractors. **Hence we strongly recommend that you have the sample drawn by a specialist sample contractor.** G07 sets out how you should go about doing this and Template A is a specification for you to modify and hand to a specialist sample contractor.

03.03.2 Designing the survey materials

Having defined your information requirement and worked with your colleagues to define and agree a set of questions and associated response scales, the survey materials need to be produced using desktop publishing software. This need not be a major task but it is one which requires skill and expertise in design because the layout of the materials is crucial, both in terms of making their content easy to understand and for optimising response rates.

Using a word processor will not give a sufficiently professional appearance, so the materials need to be laid out by a specialist designer. You may have such a person within your local authority, or you may be able to access one through a printer or your survey contractor.

If you contract out the design work, you will need to establish whether you are paying a fixed fee or per hour. Either way, you are likely to be charged for any modifications you request. Some modifications are inevitable because it can be hard to arrive at a satisfactory design without first having viewed earlier versions. However, bear in mind the potential costs associated with modifications and you may wish to bring them to the attention of colleagues when you circulate drafts for comment so that they can try to offer you all their comments on a single occasion.

03.03.3 Printing the survey materials

The survey materials, which are described in detail in G06, include letters, a postcard, questionnaires and envelopes. If you do not have an in-house printing department then you will want to contract out the printing work. You can either find a printer yourself or ask your survey contractor to do so on your behalf. Your local authority may already have a call-off contract with a printer.

Arranging the printing yourself will give you more control over the printing process and will enable you to deal with the printer directly, which may be useful if time becomes tight and you need to make last minute changes.

It will save you effort in terms of identifying and managing a printer if you ask your survey contractor to arrange the printing on your behalf but they may charge you a fee for managing the printer. They may also add their own mark-up to the printing cost to cover their administrative expenses such as invoicing the printer and carrying the risk that the printer may default on delivery.

03.03.4 Conducting the fieldwork and processing the data

If your local authority has carried out postal surveys internally and recently, you may choose to conduct the fieldwork and process the survey data yourself. Alternatively, you may wish to have a survey contractor carry out these tasks on your behalf. Template H provides a specification you can modify to help you select a survey contractor.

You will need to adhere to your local authority's procurement rules when selecting a survey contractor. As the process of obtaining best value for money is likely to involve inviting more than one bid, you need to allow sufficient time for the selection process to take place between the time when you decide to conduct a survey and the time when fieldwork is due to begin. You will also need to allow sufficient time before fieldwork starts for the survey contractor to carry out any preparatory work.

Most survey contractors are members of the Market Research Society (MRS) or the British Market Research Association (BMRA). Although membership does not guarantee a specific level of service, members of the BMRA, for example, do have to have a quality system in place which is compliant with the demands of BS7911. '*The Research Buyer's Guide UK and Ireland* (www.rbg.org.uk) gives full details of research organisations with MRS members and the services they offer.

Survey contractors generally employ a combination of research staff and operational staff. LTS requires little research work on the part of a survey contractor because *The Toolkit* includes questionnaire templates as well as guidance for designing and modifying questions, and because the survey methodology is defined in detail. Hence from a survey contractor's perspective, LTS is largely an operational project. **You should make this clear to potential suppliers during the selection process so that they can allocate the most appropriate staff to your survey.**

Because LTS involves a complex postal survey methodology, you should ensure you meet and talk with the operational staff who will be working on your survey. We strongly encourage you not to select a supplier without having done so. The structure within which they work is important but it is their personal skills which will be a major determinant of your survey's success rather than the client history of the organisation that employs them.

The complex nature of the survey methodology means you need to select a survey contractor that is well-organised and has the physical space to organise the outgoing and incoming questionnaires carefully.

03.04 Forming a consortium

You might want to consider forming a consortium with another local authority which is using LTS. This would give you economies of scale on some of the fixed costs associated with the survey and allow you to pool your personnel resource. It might also help you collect data from people who travel into your local authority area from that of a neighbouring authority.

G04 PLANNING AND CONTRACT MANAGEMENT

Even for simple surveys, careful planning is vital. To make the planning process easier, this chapter covers four of the main issues you need to consider:

- the project timetable
- your communication plan
- keeping a record of all decisions
- controlling the documents associated with the survey

04.01 Project timetable

Figure 1.1 in G01 provides you with a draft timetable for your LTS survey. It is defined in terms of weeks, so you will need to add the actual dates yourself. The timetable is intended to be realistic. Although it allows a small amount of scope for slippage, it is relatively tight, so you are unlikely to complete the survey in less time. It would certainly be a risk to assume that you will be able to. However, do add extra time for slippage if you believe that local circumstances may make it inevitable.

As was stated in G01, the timetable assumes that if you are intending to use a survey contractor, you will have made progress towards identifying the one you will use before the project begins in earnest. **This process may take 8 to 10 weeks**. This is less important for selecting a specialist sampling contractor, printer and designer because they are likely to require less lead-in time. Also the lower value of their contracts may mean that your procurement process is shorter. However, you will be in a stronger position if you have already made progress towards selecting your other suppliers.

A point to note is that the lead-in time required by a survey contractor is likely to mean that you will procure their services before you have finalised your questionnaire. This will mean that you will not be able to finalise the value of your contract with them until you have reached the stage in the development process where you are in a position to give a firm statement about the factors which drive their price. Amongst other things, these factors include the total sample size and the number of keystrokes their data entry staff will need to make. You should try to keep some funds in reserve to allow for the possibility that the price may increase as a result.

04.02 Communication plan

This does not need to be complicated, but you may find it helpful at the start of the project to produce a simple list of who needs to be told about what and under what circumstances. For example, you might want to agree who will be copied in to email correspondence and who will be invited to review survey materials in development. You might want to agree with senior members of staff that, once the project plan has been defined and agreed, they will only receive progress updates at keys stages or if it looks like the project will deviate from the plan.

You may also want to include in your communication plan actions to publicise the survey within your local authority and within the area where the survey will be conducted.

04.03 Keeping a record

A large number of decisions will be made in the course of the project. It is important that you keep a record of them all not assume that others will. In particular, you need to keep a record of all requests made by you or others for changes to the survey materials while in development or production. This record of changes will prove valuable when quality assuring the final materials before fieldwork begins.

You should keep a record of any changes you agree with suppliers, whether they relate to the design of materials, the volume of printing, or the conduct of fieldwork. Many changes will have cost implications and you need to be clear about all additional costs your survey has incurred.

You should also keep a thorough record of exactly how the survey is carried out so that you or a colleague could repeat it faithfully at some point in the future. If you do not keep a detailed record, you will not be able to measure changes in travel behaviour accurately. This is because you will not be sure whether any apparent changes you observe are because people in your area have actually changed the way they travel or simply because you have made some change, however small, in the way you are measuring their behaviour.

G13 deals with reporting in more detail, but if you follow *The Guidance* fairly closely then you only need to record the details of the materials you produce and any areas where you deviate from the approach defined in *The Guidance*. This “exception report” based approach is intended to minimise the burden for you while ensuring repeatability.

04.04 Document control

Developing the final versions of the survey materials is an extensive and iterative process. You will generate multiple versions of each of the survey materials as their development progresses, from initial drafts to hard copies ready for mailing. In order to keep track of them, to be certain of their status, and ultimately to avoid the wrong versions going out into the field, you need to have in place a strict system of version control. Not only will this make it easy for you to identify which versions were used in the survey, it will also make it possible for anyone within your local authority who chooses to repeat the survey in the future to do so too.

If you do not already have a transparent system in place, then use the following approach:

- Use meaningful names to label electronic files, such as “household questionnaire 2005” or “reminder postcard 2006”
- Make versions clear by using the following system of suffixing:
  - the first version of each material should be suffixed “v0.1”, the next “v0.2” and so on such that the 12th version would be “v0.12”
  - the version identifier is incremented each time a substantive change is made or a version is passed to someone else – different versions of the same document should always have different version numbers
  - versions which are released into the field should be labelled with whole numbers – hence the first version to be released should be “v1.0” – if this has to be replaced for any reason then its replacement should be suffixed “v2.0”

You will also need to store all electronic files in a place on your local authority’s network where they could be found by others in the future.

When you are about to send materials to the printer, you should assure yourself that you are sending the very latest versions. At the very least, you may incur additional costs if the printing has to be repeated. At worst, you could end up using the wrong survey.

G05 DEVELOPING QUESTIONNAIRE CONTENT

This chapter deals solely with the content of the questionnaires and other survey materials. G06 covers their appearance and production.

05.01 Time required

You should work on the assumption that it will take you four weeks to define and reach agreement with your local authority colleagues on the content of the questionnaires. Exactly how long this process takes will depend on the extent to which you use the questionnaire templates, the number of stakeholders within your local authority who wish to participate in defining their content, and how quickly these stakeholders are able to send you their responses.

05.02 Deciding what to ask

The questions you include in your survey will depend entirely on the information requirement you defined at the project's outset. Keeping this requirement in mind will help you focus the questions and keep the questionnaire from growing to the point that potential respondents will find it off-putting.

Two questions to ask yourself when deciding what to include are:

- will this question help us fulfil our information requirement?
- is this question necessary?

Questionnaires are typically printed on sheets of A3 paper and then folded. This means that you have multiples of four sides of A4. By the time you have added a banner heading, instructions and response scales, you will be limited in the amount of space available for questions. If you fill more than eight sides of A4, the overall burden of the survey may seem too much for some respondents.

On the other hand, if you do not have sufficient questions to fill four sides of A4, potential respondents may doubt the importance of the survey and so may not fill-in the questionnaires. If you find yourself in this situation, you may be able to include travel-related questions which colleagues believe would be nice to ask but which are not critical to meeting your original information requirement.

05.02.1 Questions which categorise

In essence, there are two types of question. The first type is questions which enable you to understand the nature of the people who respond to the survey. They collect such information as respondents' age, gender, tenure and household income.

Questions which categorise are important for two reasons. The first is that they enable you to compare the profile of the people who respond to your survey with the profile of the people who live in the area you are surveying. This helps you know whether they are obviously unrepresentative in some way. If they are, then you may not be able to generalise your survey's findings to the area as a whole because your data may be biased. G11 tells you how to establish whether your findings can be generalised.

The second reason why questions which categorise are important is because people with different characteristics may travel for different purposes and in different ways. Knowing their characteristics may help you understand people's travel behaviour better and target your local transport policy more effectively.

You need to strike a balance between asking enough of these questions to enable you to understand the data you collect, and not asking so many that respondents perceive them to be intrusive. There are two principles you can bear in mind to help you in this respect:

- only include categorising questions you intend to use to help fulfil your information requirement or help in judging how representative it is
- do not include categorising questions which might produce very small sub-groups, not least because you will not be able to analyse the data for small sub-groups with any confidence

05.02.2 Questions which inform

Questions which inform tell you about the travel behaviour of people in the area you are surveying and are the ones which fulfil your information requirement. For example, they might ask about how often people use particular forms of transport, or access to key facilities, such as doctors' surgeries, banks and food stores. There are more examples of these as well as questions which categorise in the questionnaire templates (Templates C and D).

05.03 Use of the questionnaire templates

LTS comprises two questionnaires: the Household Questionnaire and the Individual Questionnaire. The content of each is modular, which means you can add or take away blocks of questions depending on your particular information requirement. As its name implies, the Household Questionnaire gathers information about the household, such as its characteristics and access to key facilities.

You may choose to send one or more Individual Questionnaires to each household depending on the number of people you want to complete them. Your information requirement may mean that you want data from each member of the household, from just one member, or from members above or below a certain age. The Individual Questionnaire tells you about the travel behaviour of one person. Taken together, the questionnaires help you put individuals' travel behaviour into context.

There is a template for the Household Questionnaire (Template C) and for the Individual Questionnaire (Template D). These templates simply list questions. They do not include desktop-published questionnaire documents which fulfil the design criteria set out in G06. This is so that you can work with the content more easily.

05.03.1 The Household Questionnaire

The Household Questionnaire collects contextual information about a household rather than detailed information about any particular household member. It can be answered by any adult member of the household (defined as being aged 17 or over). The topics included in the template are:

- the number of adult members of the household
- the number of child members of the household
- whether anyone in the household has a disability or long-standing health problem which affects their mobility
- the number of cars and light vans the household owns or has use of
- how long it would take to get to a series of key facilities by foot or public transport, whichever is the quicker
- the nature of the household's tenure
- the household's total income

Questions about such things as the household's tenure and total income are useful for establishing how representative your survey's data is.

You might also include a space for respondents to write their own comments about travel, transport or access to local facilities. Such a space is popular and can help to show that the survey is an opportunity for respondents to give their views. The comments can be a rich source of supporting information for the context of the survey results. If you include such a question, you may want to add a statement next to it such as the following:

We will not be able to reply to specific comments, but they will be used to assist us in managing transport policy locally

05.03.2 The Individual Questionnaire

If you want information about the behaviour or attitudes of individual household members then you will need to capture these in a specific questionnaire. As with the Household Questionnaire, the Individual Questionnaire begins with a series of classificatory questions. These include:

- gender
- age
- employment status
- educational qualifications
- driving licences held
- whether the respondent has a disability or long-standing health problem which affects their mobility

These classificatory questions can be used to understand respondents' travel behaviour. The template captures it using a frequency / mode matrix which tells you how often respondents use a range of different forms of transport. The advantage of this approach over a travel diary is that it can be used to pick up infrequently-used forms of transport which might not otherwise be detected by a short-period travel record. It does not reveal anything about the purpose of journeys nor their length though.

You may want to supplement the frequency / mode matrix with a travel record. Template F includes a travel record module and is described in more detail later in this chapter.

If you do use an Individual Questionnaire, you will need to decide whether all members of the household should complete it or just one. Data from all household members is valuable because the travel behaviour of individual members is so inter-dependent. However, there are a number of reasons why you might want to consider collecting data from just one household member.

The first is the logistical problem you would otherwise face of deciding how many blank Individual Questionnaires to send each household. You would have to make this decision without any information about household size.

The second is the increased burden on households, which could reduce the likelihood of full returns and in turn increase the likelihood of bias in your data.

The third is the complexity of data processing, particularly if you decide to include a travel record module.

If you choose not to ask all members of the household to complete an Individual Questionnaire, G07 describes an approach for deciding who in a multi-person household you should select to complete one. On the other hand, if you choose to collect individual-level data from more than one person in each household, we suggest you send up to three Individual Questionnaires.

In terms of the age of eligible respondents, if you try to collect data from children, you may indirectly increase the burden on their parents because of the help children are likely to require.

05.03.3 Modules

Topic specific

As we have already said, the questionnaires are intended to be modular. Template E includes possible modules of questions you may wish to include in your questionnaires. As usage of the survey increases over time, DfT intends to compile a library of commonly-used modules for use with LTS. The Department is happy to receive suggestions for possible future modules that could be developed.

Travel record

It is not easy to design a travel record which works well in a postal survey. This is because it needs to be sufficiently clear not to require respondents to read many instructions while at the same time capturing all the information a transport modeller would need. The travel record which was originally proposed for the LTS Toolkit was a simplified version of the diary used in the National Travel Survey. But it was found not to work sufficiently well without an interviewer present to explain it.

The version in Template F is based on a design used in postal surveys elsewhere in Europe. If you use it, you should modify it as little as possible. However, you do need to precede it with a question which asks where someone was at the start of the recording period. This feature is not included in Template F but you would need to include it.

The travel record collects information about:

- start time
- journey purpose
- form of transport;
- for car journeys, whether the respondent was the driver or passenger
- distance
- destination address
- number in party
- arrival time

The template contains space for a maximum of nine journeys. Past NTS data, and the findings of the LTS pilot study, suggest that this is sufficient for the vast majority of people. If you are short of space, you could limit the travel record to just six journeys, but you will then lose some data from the small number of people who make more journeys.

Note that this format provides limited information about the individual stages within a journey.

05.03.4 Modifying and adding questions

You may want to modify the response options to one or more of the questions in the templates, particularly as a means of tailoring them to transport provision in your area. The wording of the questions has been tested though, so you should not change it. Doing so may change the way the questions are interpreted and will compromise your ability to compare your survey's findings with those of other similar surveys. For the same reason, you should ensure the response options you use are comparable or at least can be derived from those in any survey you use as a comparator.

If you want to add a question to one of the templates, it is safest to take one that has been used and tested in a previous survey. Sources of such questions are covered below. Writing questions such so that they are clear and will be interpreted by all respondents in the same way is a difficult task. If you do not have much experience of this, you should get help from a survey contractor which offers this expertise.

General principles for question design are:

- make your questions brief and clear so that they can only be interpreted in the way you intend
- avoid asking two questions in one, such as “Are you satisfied with the reliability of local bus services or should there be more of them?”
- do not use double negatives as these can be confusing. An example is “Do you agree that your council should not encourage people not to cycle?”
- do not ask leading questions, such as “Do you agree with most people in this area that congestion is a problem?”

05.04 Other sources of questions

Borrowing questions from other sources has the dual advantage that they should have been tested and also that you may be able to use them as comparators for your own survey. If your methodology is close enough to that of another survey, borrowing questions can tell you how typical your respondents are and how the travel behaviour of people in your area compares with that of people elsewhere. If your local authority has conducted travel surveys in the past, you may want to use questions from those surveys so that you can look at how travel behaviour has changed over time.

One obvious source of questions is the National Travel Survey. Its questions are all documented in the technical reports published on DfT’s website. The address is:

www.dft.gov.uk/transtat/personaltravel/

A good source of demographic and classificatory questions (such as ethnicity) is the harmonised question sets published on the website of the Office for National Statistics (ONS). The address of the ONS harmonised questions website is:

www.statistics.gov.uk/about/data/harmonisation/

The documents available on this website also define how particular questions should be laid out on the page, such as those collecting information about ethnic background. ONS has found through extensive testing that small details of layout can shape the responses some questions elicit which means that if you choose to use these questions you must also adopt the layout principles defined along with them. Doing so will promote consistency and comparability with data from other sources.

Other sources of questions you might consider are:

- the Social Capital Question Bank (www.statistics.gov.uk/socialcapital)
- guidance on data sharing between organisations (www.dca.gov.uk/foi/sharing/index.htm)
- the Neighbourhood Question Bank (www.neighbourhoodcentre.org.uk/bank/bank.html)

05.05 Piloting

Whether you design one new question or several, you must pilot them in order to ensure that other people understand and respond to them in the way you intend. Piloting has a number of stages.

The first thing you should do is circulate your questions and response scales to others who are working with you on the survey. They can give you an initial reaction on wording and tell you whether they think your response scales cover all the likely options.

However, because these people will already be tuned in to what the survey is aiming to achieve, they may make sense of questions and response scales in a way that people new to the survey might not. So the second stage of piloting is to pass the questions and response scales to a small group of people who are unfamiliar with them. You should then ask them what they think each question means.

Once draft copies of all the survey documents have been prepared, you should arrange for 10 to 15 people to fill them in. You should look at whether they answer all the questions, whether their responses make sense in relation to each other, and whether they give all the information you want. You should also talk with these people to check that they interpreted the questions in the way you intended.

Under no circumstances use questions or survey materials which you have not piloted.

05.06 Specifying data outputs

At the same time as defining the questions for your survey you should define what outputs you want. These might include frequencies, cross-tabulations, averages and a range of other descriptive statistics. If the data is to be used to build models, you will also need to ensure it gives the information the model builders require.

Specifying the data outputs at the question design stage will not only help ensure the survey actually gives you the information you need, but will also provide you with a specification you can hand to a survey contractor if you are using one to process the data.

G06 PRODUCING THE SURVEY MATERIALS

06.01 Overview

This chapter describes what you should do in order to produce a full set of survey materials ready to hand to your printer. It assumes that you have defined and piloted the content of your questionnaires.

If you are following the advice in this guide precisely, the full set of survey materials for each household would be:

- 3 x covering letters (one of each of three variants)
- 3 x Household Questionnaires (one variant)
- 3 x Individual Questionnaires (one variant)[1]
- 1 x reminder postcard
- 3 x envelopes for outgoing mail (one1 variant)
- 3 x postage-paid business reply envelopes (one1 variant)
- 1 x book of 6 first-class stamps[2] (if using incentives)

06.02 Local branding

It is important that you make sure all the survey materials appear locally relevant and authoritative. This can give potential respondents the sense that the data from the survey may be used in a way which will affect their interests, making it more likely that they will respond.

For example, the materials used in the pilot study were branded clearly with the logos of the Greater Manchester Passenger Transport Executive and the Association of Greater Manchester Authorities, and the survey was given the name "The Greater Manchester Travel Survey".

You should pick a name for your survey which tells potential respondents exactly what it is about. The pilot study's title told potential respondents that the survey was local to Greater Manchester and was about travel. One possible obstacle to transparency here is that the public may not understand the word 'travel' in the same way as experts in the field.

[1] Or three times this quantity if you want data from up to three people from each household

[2] Or another form of incentive, if that is what you are using

For example, people generally do not consider walking to the corner shop for a newspaper to be 'travelling'. You may instead want to name your survey after its purpose. Examples might include “The Durham City Centre Transport Study” or “The Bridport Local Journeys Survey”.

Many survey contractors will want their logos to appear on the survey materials, and you may choose to accommodate this. However, make sure that the prominent logos are the ones which give the message that the survey is locally relevant and is not being conducted by or on behalf of some remote third-party organisation. In the pilot study, the survey contractor’s logos did not appear at all.

06.03 General design principles

The design of all the survey materials aims to make them as easy to use as possible. This means that the people who receive them should have to spend no more time or effort than is absolutely necessary working out what the survey is about, determining what they need to do, and then doing it.

The appearance of the survey materials is important because it will influence people’s willingness to complete them. They need to be attractive but not over-complicated. You should ensure that font sizes are large enough to make all text easy to read and, for the same reason, you should not include too much information or too many words on any one page.

One other objective is to design the materials in such a way as to distinguish them from other unsolicited mail households may receive. We discuss this theme below in the section about the envelopes used for outgoing mail.

You should present the questions against a shaded background and leave blank white spaces where respondents need to write something or place a tick. This approach helps make it clear which questions have not yet been answered and so reduces the likelihood that some will be missed. It can also make the questionnaire appear less daunting by reducing the amount of white space. An example is given below (see Figure 6.1).

It is important not to over-complicate the appearance of the questionnaires, but you could use a graphic such as a large tick to make it clear to respondents that there is a question which needs answering and how they should answer it (see Figure 6.1).

Try to use a simple numbering system. Ideally all questions should have a whole number, but there may be occasions when a question is broken into a series of sub-questions. In these instances, a simple lettering system (a, b, c) may help respondents see that the sub-questions all belong together, especially if you have no choice but to allow them to spill onto more than one page.

Figure 6.1 Example of questionnaire background format

3 How would you rate the reliability of local buses?

Please tick one box only

- Do not use
- Very reliable
- Fairly reliable
- Neither reliable nor unreliable
- Fairly unreliable
- Very unreliable
- No local service
- No opinion / don't know

Number the pages of multi-page documents, not least because doing so makes it easier during the development process to check that different people are talking about the same question.

Lastly, when finalising the design of your survey materials it is important to seek advice from appropriate colleagues to ensure that the needs of a diverse audience are taken into consideration. This may include the needs of ethnic minorities, and people with visual impairment or other disabilities.

06.04 Document preparation and quality control

You will need to estimate how long you believe it will take to reach internal agreement about the topics to be included in your survey and the exact wording of the questions and associated response scales. Depending on the availability of decision-makers, this could easily take four weeks. Desktop-publishing the materials may take as long again, although three weeks may well be sufficient.

You should have all the survey materials prepared by a specialist designer. The materials may not otherwise appear sufficiently professional to convince respondents that the survey matters. You may have a designer within your local authority. If not, there is likely to be one within or allied to the printer you are using.

Once you have engaged a designer, there are likely to be several iterations of the survey materials before final versions are signed off. You should allow up to three weeks for this process and are unlikely to complete it in less than two. Unless you have negotiated a fixed fee, the cost of the design work may increase each time you ask for a revision. You should group as many changes as possible at each iteration and try to have as few iterations as possible.

You need to take care and be methodical when it comes to quality control of the survey materials. You should keep a list of all changes. Check each version of the survey materials to ensure all changes have been applied, including any applied to an earlier iteration. In the pilot study, a change which had been applied to an earlier iteration disappeared from a later version and so the incorrect wording for one question found its way into the materials households actually received.

You should check that all:

- pages are numbered and are numbered sequentially
- headings appear and are spelt correctly
- questions appear and are spelt correctly
- response scales appear, contain the full list of options, are matched to the appropriate question, and are spelt correctly
- questions are numbered and that all numbers are sequential
- questions are physically aligned with their respective response options

You should not only check the master copies before they are sent to the printer but also the proofs the printer produces. Otherwise if any mistakes appear in the printed materials, you may have to pay for the printing to be redone. This is expensive and may also delay the start of fieldwork.

G04 suggests a version control technique which can help you keep track of the status of the many draft documents you will generate.

06.05 The introductory letters (variants 1, 2 and 3)

As you will see in G09, there are three questionnaire mailouts and each is accompanied by a covering letter. The content and presentation of the covering letter is important. It not only invites people to take part in the survey and tells them what it involves, but also shapes their impression of it and thereby their willingness to take part.

Because there is no suitable sample source which contains names as well as addresses, the sample file will not contain the names of the people who live at each address. This means that, as with the outbound envelopes, the covering letters should be addressed to “The Resident”. This is a more neutral term than “The Householder”. It does not imply anything about the way in which the property is occupied, which in turn may influence whether or not the questionnaire pack is opened.

The three letters have different audiences and should reflected this in their tone. The first letter is to all households and should encourage them to take part. The second letter is a reminder to those who have not responded two weeks after the initial mailout and should be more persuasive in tone than the first letter. The third letter should be more persuasive still as it is intended to trigger a response from people who have not responded to either of the previous two letters, nor the reminder postcard. You might consider printing each them on differently tinted paper to emphasise the differences between them.

The letters need to cover the following:

- the reason for writing and, in the case of the variants used for the reminder mailouts, the fact that the household has already been sent a questionnaire pack
- the purpose of the survey and how the data will be used
- why the recipient’s help is required
- reassurance that respondents' data will be protected

Other pieces of information to include are:

- the number of questionnaires (if more than one)
- who should fill out the questionnaire(s)
- that there is no cost to responding as a freepost business reply envelope has been included
- that a book of postage stamps has been included for the household to keep[3] (if you are using incentives)
- what respondents should do if they have any queries

As is immediately clear, there is a fair amount of information to put across in the letter. In order not to put off potential respondents by presenting them with a lot of text, it is very important that you use as few words as possible and make sure the letter (including logos and signatures) takes up no more than one side of A4. This advice may be hardest to apply when covering data protection because you need to put across the following points:

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3 Or another form of incentive, if that is what you are using

- you will not pass the information given on to any other organisation
- data will be stored on a computer
- how you will protect respondents' anonymity
- what will happen ultimately to the completed paper questionnaires
- who the data controller is

One way round this is to include only a brief statement about confidentiality in the covering letters and a more detailed statement on the back of the questionnaires.

Template B suggests wording for each of the three introductory letters.

You should print the covering letters as separate documents rather than building them into the front page of the Household Questionnaire. This can markedly reduce printing costs because you will not need to print as many versions of the Household Questionnaire as there are versions of the covering letter.

Lastly, to increase the sense of the local relevance of the survey, the covering letters should carry the signatures of one or more senior members of your local authority.

06.06 General comments about the questionnaires

Some questionnaires have a front page which is filled with an image or logo. Although this can help position the survey, there is no evidence that it makes people more likely to respond and instead takes up valuable space. We recommend that you keep the images small and use the front page for any instructions the respondents need to follow, an approach which leads them neatly into answering the questions. If there is space, you might include one or more questions on the front page but some respondents can perceive this as a rather abrupt start.

When responses from questionnaires are entered into a data entry program (see G10), they are normally entered in pre-defined locations within the electronic data file. For example, a four-digit serial number would be entered into columns one to four of the data file, which would mean that the two-digit response to Question 1 would be entered into columns five to six. A structured approach such as this makes it easy for you or a data analysis program to relate responses to questions.

You will need to agree with your survey contractor whether these column locations should be marked on the questionnaires themselves. Although this is not always necessary, it can help data entry staff. Figure 6.2 shows a question where each response option (one to eight) has been labelled. The column label tells the survey contractor to enter the appropriate response into column 16 of the datafile.

Labelling a questionnaire in this way is called 'columning'. It is not essential for data entry but some survey contractors prefer it. If you do use columning, do not add it until you have finalised the content of the questionnaires. This is because you will need to revise the column positions of all subsequent questions if you decide to insert a new question. This can be a time-consuming and error-prone process.

The columning will require careful checking before the survey materials are printed. Remember that you will need to allow for column positions for the digits of the serial number because you will need this to be entered along with each person's responses (see G08). Forgetting to do so is a common mistake.

Figure 6.2 Example of columning

3 How would you rate the reliability of local buses?

16 - 16

Please tick one box only

1	Do not use
2	Very reliable
3	Fairly reliable
4	Neither reliable nor unreliable
5	Fairly unreliable
6	Very unreliable
7	No local service
8	No opinion / don't know

06.07 Envelopes for outbound materials

The envelopes you use for outbound survey materials should not look like unsolicited mail or some respondents will not even open them. We recommend the following steps:

- the envelope should not carry the markings of the survey contractor
- if possible, the envelope should carry the markings of your local authority
- the address label should be addressed to "The Resident" rather than just to the outbound address
- the envelopes should have postage stamps on them affixed by hand rather than being machine franked

Affixing stamps by hand is labour-intensive so adds to the cost of the mailout, but it is a worthwhile investment nevertheless. This needs to be part of the specification you give your survey contractor, and may be something you will want to check has taken actually taken place.

You should look into using a different colour envelope for the third questionnaire mailout to those households which have not already responded. The third mailout will follow just seven days after the second so needs to look different. People who consciously chose not to respond to the second questionnaire mailout will then at least open the envelope.

06.08 Business reply envelopes and licences

The questionnaire packs should include a business reply envelope so that potential respondents do not see the availability of an envelope and the cost of postage as barriers to taking part. Your contact details and return address should also be printed on the questionnaire in case respondents lose the letter and business reply envelope.

The return address printed on the business reply envelope should be that of your local authority. This will reinforce the perception of the survey as being locally relevant and therefore something in which potential respondents have a stake. You may want to check with Royal Mail when you are planning your survey, but at the time of the LTS pilot study the postage paid licence number printed on the envelope needed to correspond with the return address.

Using the licence number of a market research company and the return address of your local authority may result in a substantial surcharge per returned item. It is possible your survey contractor may not be aware of this. This means that if your local authority does not have its own business post licence, you will need to set one up. It also means that you will pay for all return postage directly, so this is not something your survey contractor needs to allow for in their costings.

06.09 Reminder postcard

The first reminder sent to households is a postcard. This is preferred to a letter because it does not need to contain much information and because the person who picks it up does not have to decide whether or not to open an envelope. It also has the benefit of being a novel format for formal communication.

The postcard used in the pilot study can be found in Template G. It simply contains a reminder message and a contact number in case the recipient has any queries (see G08 for details of the helpdesk). This item does not need to be hand-stamped because its content is immediate and cannot be mistaken for junk mail.

06.10 Incentives

We strongly recommend that the first mailout is accompanied by the offer of an incentive for participation. Unconditional incentives (“I will give you this thing whether or not you choose to take part”) have been found to have a greater effect on response rates than have unconditional incentives (“If you take part, I will give you this thing”). A low-cost unconditional incentive is a book of six first-class stamps. In the pilot study, this type of unconditional incentive increased the response rate by 8%.

Some local authorities have offered entry to a prize draw as an incentive to all households who return a questionnaire. This has the advantage that the direct cost to your local authority can be relatively low, but experiments that have been carried out on other surveys do not support their use. If you are thinking of using a prize draw, we suggest you check with your legal department.

If you do use postage stamps as an incentive, you may be able to buy enough books of stamps from your local post office or you may have to order them. Phone your local post office to check on this early in the project. If you collect the stamps in person, you may want to take a colleague with you as the package, though small, will be very valuable.

06.11 Volumes for printing

You should arrange for printing of three full sets of all questionnaires, one set for each of the three questionnaire mailouts (see G09). This will inevitably mean some wastage but the cost will be outweighed by the increased simplicity it brings to the logistics of your mailout.

06.12 Fulfilment

'Fulfilment' is the term survey contractors use to refer to the process of putting questionnaires and covering letters into envelopes and affixing address labels. This may only take your survey contractor a few days but you should allow a week in your timetable. Your survey contractor will need you to provide the survey materials for fulfilment on a date you agree with them. Missing this date may mean that their staff are tied up with a different project which is running to schedule. In other words, you may miss your slot.

You may wish to visit your survey contractor to see fulfilment in progress. If you do, check that the mailing area is well-organised. Also check that the staff have plenty of space for setting out the survey materials. Make sure there is no risk of materials either being overlooked or confused with materials from a different survey.

06.13 Special note on including unrelated material in the mailout

You may be asked to include in the survey packs other materials from your local authority, such as leaflets or newsletters. You should strongly resist doing so because these materials may influence the answers respondents give. For example, if you were to include a leaflet about public transport or environmental issues, respondents may either choose to use the bus more than they normally would or may edit the nature of the journeys they declare in their travel record.

G07 SAMPLING

This chapter describes the procedure for drawing the sample for your survey. This means the list of households to which you will send questionnaires.

07.01 Random probability sampling

The sampling method you will use is called 'random probability sampling'. This involves selecting potential respondents in accordance with a strict design based on probabilistic methods. You do not need to know the details, but this approach offers the surest way of achieving a statistically robust sample which is free of bias.

For a random probability sample, every member of the population has a known (and non-zero) probability of being selected for the survey. This means you can be confident that the issued sample is representative of the population of the area you are surveying, which in turn increases the likelihood that your survey data can be generalised to that population.

07.02 Sample sources

The sample for the LTS should be selected from the *Small User* version of the *Postcode Address File* (PAF). The Royal Mail maintains the *Small User PAF,* which lists all addresses that receive fewer than 25 pieces of mail per day. It is the most complete list of residential addresses available so is used as a sampling frame for most social surveys in Great Britain.

On average, about 10% of the addresses listed on the PAF are ineligible for surveys of the resident population. This is because they belong to businesses, or they are dwellings that have not yet been built or have been demolished, or that are being used as a holiday home. These ineligible addresses are known as 'deadwood'.

It is important to allow for deadwood addresses when designing your sample from the PAF. You can do this by dividing the total number of addresses you want to issue by 0.9. This increases the size of your issued sample to counter the effect of deadwood.

PAF is simply a list of addresses so does not include the names of residents. So you need to address the survey packs to “The Resident”.

07.03 Sampling with stratification

A method to reduce the chance of selecting an atypical sample is to order the addresses in the 'sampling frame' (the full list from which the sample is drawn) by a variable that is likely to relate to mobility and then select every n^{th} address. This technique is called 'sampling with stratification' and you should use it when selecting the sample for your survey. It ensures that the sample is correctly proportioned in relation to mobility.

Information used for stratification tends to be at the area level, as the amount of individual and household information publicly available is very limited. The most appropriate available stratification variable for you to use is output area-level estimates of car ownership from the 2001 Census. Car ownership is an appropriate stratifier for this survey because it relates so closely to characteristics affecting mobility.

07.04 Sample size

The households which respond to your survey are called the 'achieved sample'. You should aim for a minimum achieved sample of 500 households. A reasonable response rate to expect using the LTS methodology is 35%, which means that your 'issued sample' (the sample you start with) would have to be at least 1,600 households. If you believe your survey will achieve a response rate of 30%, your issued sample should be at least 1,850 households. These figures have both been increased as described above to allow for deadwood. Depending on your aims behind using LTS, you may want to use a significantly higher sample size.

07.05 Assistance from a specialist sampling contractor

Drawing a PAF sample, especially one stratified using Census variables, can be complex. It may also be beyond the experience and competence of a market research company. LTS samples should be drawn by a specialist sampling contractor.

Template A contains a specification to obtain the PAF sample. You can tailor this and send it to the sampling contractor you choose. If you would like help identifying a suitable contractor, please contact DfT at the address in G14.

07.06 Sampling within a household

Because the sample is selected from the PAF, the questionnaire will be sent to an address (most likely a single household) rather than an individual. As well as household information, you are also likely to want information from one or more individuals within the household.

Where you want to select one or more household members, it is important that they are selected at random, otherwise the sample is likely to become biased. This is because the questionnaire will tend to be filled in by the household member who either deals with the household mail or is the most compliant.

You should state that the household member whose birthday is next should complete the questionnaire. If you want data from two household members, you should state that the Individual Questionnaire should be completed by the two people whose birthdays are next, and so on.

The covering letters in Template B include a brief explanation of why we need to select the household member to respond at random so that the request does not appear strange.

When analysing your survey's data, you should weight each household's data according to the number of members each has. G11 describes how to do this.

G08 PREPARING FOR FIELDWORK MANAGEMENT

08.01 Defining response rates

A survey's response rate is often used as a measure of the quality of its achieved sample. This is because the lower the response rate, the less likely the survey data is to be representative of the population being surveyed.

You should define your survey's response rate as the proportion of the total sample that responded fully. This means that if you use a Household Questionnaire as well as one or more Individual Questionnaires, a household would need to return a completed Household Questionnaire and the appropriate number of completed Individual Questionnaires in order to be counted against the survey's response rate.

08.02 Using serial numbers to keep track of progress

When drawing the sample, you need to think how you and your survey contractor will keep track of questionnaires throughout the survey. The key moments are:

- the mailouts – questionnaires need to be sent to the correct addresses and later mailouts should not be sent to households that have already responded
- the travel record – if you use a travel record module, the staff conducting the mailout need an indicator showing when to post each questionnaire pack
- data analysis – if you are applying weighting or post-stratification (see G11), then you will want to be able to link the data in each questionnaire back to the sample file

You must use serial numbers to achieve these aims. These should be assigned to households immediately after the sample has been drawn. Tell the sampling contractor to assign a sequence number to each address in the sample, starting at "1".

Keep the serial number as simple as possible. This is because the serial number from each returned questionnaire will need to be keyed manually later in the survey process, and the more complex it is, the more likely it is to be mis-keyed.

The simplest serial number will be the sequence number from the sample file. However, you may want to augment this with the mailout number so that if households return more than one set of completed questionnaires[4], you can readily identify the first set to be returned. Eight households did return two questionnaire packs in the pilot study.

If you use a travel record, one further augmentation is the addition of an indicator to show which day of the week the questionnaire should be completed for.

As far as possible, all the serial numbers should be the same length. This means that if there are 1,500 addresses, the simplest serial number would be four digits and would range from 0001 to 1500, as opposed to 1 to 1500. This is less important if the serial number is simply the sequence number, but it makes the process of keying serial numbers much easier where local authorities also include an indicator of the mailout and / or the target travel day. An example format is shown in Figure 8.1.

Figure 8.1 Example serial number format

$$\underbrace{2}_{\text{Mailout number}}\ \overbrace{4}^{\text{Target travel day}}\ \underbrace{0\ 9\ 6\ 5}_{\text{Sequence number}}$$

When it comes to printing the survey materials, your printer may choose to include the serial number as a mail-merge field within the electronic originals of the materials themselves, or may prefer to over-print them. The former involves the serial number being printed at the same time as the materials. The latter involves two print-runs: one to print the materials; and one to print the serial numbers on top. Mail-merged serial numbers may look neater.

08.03 Monitoring progress during fieldwork

During the fieldwork phase of the project you may want to know how many questionnaires have been returned. As G09 makes clear, your survey contractor will certainly want periodic updates on the serial numbers of households that have returned a questionnaire and which therefore should not receive a reminder. Because the questionnaires will be returned to you in the first instance, you need to have a means of logging their serial numbers. You should not rely on your survey

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[4] As occasionally happens in error when a household responds to a reminder mailout which crossed in the post with their response to the preceding mailout

contractor to do this because if any go missing between your building and your survey contractor's you will not know which.

08.04 Providing a survey helpdesk

It is important that you set up a telephone helpdesk in case respondents have any difficulties completing the questionnaires or have any questions about the survey. You need to provide the opportunity for respondents to leave a message out-of-hours. You also need to make arrangements to ensure that someone is always available during office hours to answer it. This may involve cover for whoever you nominate to staff the helpdesk when they are away from their desk. Ideally the helpdesk would use a different phone to any existing outside lines so that any calls can be clearly identified as helpdesk calls.

Provide the helpdesk in-house rather than ask your survey contractor to do so. The pilot study helpdesk did not receive many calls even though the survey included a relatively complex travel record module, so it is unlikely to prove a significant burden. Staffing the helpdesk internally also means that you will receive rapid feedback if there are any problems. Furthermore, without any accurate information about the number and frequency of calls to expect, it would be difficult for a survey contractor to give a realistic cost for resourcing the helpdesk.

G09 THE FIELDWORK PROCESS

09.01 Overview

LTS involves four mailouts: three containing questionnaires and one just a postcard. This chapter describes the content and timing of each. Figure 9.1 gives an overview of the fieldwork process. As you will see, it is an excerpt from Figure 1.1 shown at the start of this manual.

Figure 9.1 Overview of the fieldwork process

Week No.	Core activity	Duration
13	Mailout 1: Questionnaire	1 week
14	Mailout 2: Postcard reminder	1 week
15	Mailout 3: Questionnaire reminder 1	1 week
16	Mailout 4: Questionnaire reminder 2	1 week
18	Fieldwork cut-off	2 weeks

If you are using a travel record, the mailouts have to be carefully scheduled. This chapter begins with the timing issues you need to bear in mind.

09.02 Timing of the survey and seasonal effects

Travel patterns vary according to the time of year. This means you have two choices. You can either select a time of year which is fairly typical so that you can generalise travel behaviour during that period to the year as a whole. Or you can select a time of year in which your local authority is particularly interested, such as a very busy period which puts an unusually high demand on your transport system.

If your aim is to generalise to the year as a whole then you need to conduct your survey during a period which is not unusual in any way. This means avoiding the period spanning Christmas or the Easter weekend. Easter presents a particular problem because its timing varies from year to year.

If your local authority has used LTS to conduct a travel survey before and you would like to monitor trends, you need to conduct your survey at the same time of year as the previous survey. If you are unable to do this, you will not be able to compare data with the same level of confidence and your conclusions will be vulnerable to the criticism that they are simply a product of a change in the timing of the survey.

If your aims do not include comparing your data with those from a previous survey, it is safest if you assume that colleagues at your local authority will want to compare their data at some point in the future with yours now. This simply means that you should make a clear record of exactly when your fieldwork took place.

You should also make a note of any unusual events which may affect travel behaviour and which would need to be taken into account by someone who conducts a repeat survey at a later date. Such events might include adverse weather conditions, recent changes to the road network or transport services, or short-term problems with fuel supplies. The more specific you can make this record, the more helpful your colleagues will find it.

The LTS methodology involves fieldwork that spans four weeks. In particular, if you use a travel record module, you have the additional constraint that you need to make sure that each of the four weeks is equivalent and that none of them contains events which might provoke untypical travel behaviour, such as bank holidays or half-term.

This requirement may mean that you have little flexibility in terms of when your survey's fieldwork can take place. If so, you must start preparing your survey materials sufficiently well in advance of the first day of fieldwork to minimise the risk of a delay to its start. **You should assume a minimum lead-in period of eight weeks**.

09.03 Scheduling the mailouts

If you do not plan to use a travel record, then all the questionnaire packs for each mailout can be posted in one go. However, if you are using a one-day travel record then, because travel patterns vary throughout the week, you need an even amount of data for each day of the week. When drawing the sample, you should make clear to the specialist sampling contractor that they should randomly allocate an even number of households to each of the seven days.

To make it easy to identify which household belongs to which day, the serial numbers can be numbered one to seven as appropriate. The sampling contractor should allocate serial numbers and travel day digits to households such that the first seventh of the sample belongs to Day 1, the second seventh to Day 2, and so on. The survey contractor may find the mailout difficult and time-consuming otherwise.

So that respondents fill out the travel record for the correct day, you should ask your survey contractor to do the following:

- post the questionnaires two delivery days before the target travel day so that they arrive on that day or the day before
- during fulfilment, put a coloured sticker on the Individual Questionnaire containing the travel record which clearly states the target travel day, such as “Please complete this diary about Sunday”

An added requirement is that the multiple mailout approach means questionnaire packs in later mailouts have to be posted to arrive on the same day as the original mailout. This is not difficult to achieve but you do need to draw it to the attention of your survey contractor. You could give them a copy of this chapter.

09.04 Mailout 1: Questionnaire plus letter (variant 1) plus incentive

The questionnaire packs for Mailout 1 contain the questionnaire or questionnaires being used, the first variant of the covering letter, and a book of six first-class stamps (if you are using an incentive). You should not send incentives with later mailouts in case doing so inadvertently trains respondents not to respond to first mailouts. Mailout 1 should begin on Monday of Week 1.

As was covered in G08, you need to record the serial number of all returned questionnaires. Data entry can begin as soon as questionnaires start arriving but not until their serial numbers have been recorded.

09.05 Mailout 2: Reminder postcard

A reminder postcard is sent to all households one week after Mailout 1. Even if Mailout 1 is staggered because you are using a travel record, the reminder postcards can all be sent on the same day. This should be Monday of Week 2.

09.06 Mailout 3: Questionnaire + letter (variant 2)

The Mailout 3 questionnaire packs will contain a second copy of the questionnaire or questionnaires and the second variant of the covering letter. The mailout should begin on Monday of Week 3, and reminder questionnaires should only be sent to households which have not already responded. There will inevitably be a degree of overlap when new and completed questionnaire packs cross in the post. Variant 2 of the covering letter.

You should arrange for the materials for Mailout 3 to be printed at the same time as those for Mailout 1. The questionnaire packs for Mailout 2 can then be prepared after Mailout 1 has been despatched, and the questionnaire packs for households which have responded can be pulled out and disposed of before Mailout 2 goes out.

09.07 Mailout 4: Questionnaire + letter (variant 3)

Mailout 4 begins on Monday of Week 4 and includes a third copy of the questionnaire or questionnaires as well the third variant of the covering letter.

The survey materials for Mailout 4 should also be printed at the same time as the materials for Mailout 1. You should tell your survey contractor the serial numbers of all the households which have responded so far, and you should do this in sufficient time for your survey contractor to remove their survey packs before Mailout 4 takes place.

09.08 Mailout 5: Thank you letter (optional)

A thank you letter is not part of the core LTS methodology. However, if your local authority intends to carry out further surveys on any subject, you might consider sending such a letter to all household which responded. This might willing to respond to later surveys. There may also be a similar effect on non-sampled households that hear of the letters.

G10 DATA ENTRY AND CODING

10.01 Entering data

When the questionnaires are being developed, you need to think about the software into which the data will be entered, in what form and by whom. If you leave it until later, you may find it difficult to process them.

To some extent, the decision about who will enter the data (local authority staff or the staff of your survey contractor) will influence the choice of software. This is because different organisations have different systems available to them and different preferences.

The actual software is of less importance than what it can do. Its output needs to be compatible with the input requirements of the system that will analyse the data. Ideally it would also support basic checks to be performed on the data when it is entered (see later in this chapter).

Most responses to questionnaires can be captured using a number to indicate the chosen response option or the code to which an open response belongs. However, if you are capturing times, then you need to make sure they are entered in a format compatible with the data analysis system. For example, some systems might accept “0715” while others “07:15” or “7:15”.

Having your survey contractor’s staff enter the data is an additional direct cost, but may be quicker because of the skill and speed of the contractor’s staff. Survey contractors tend to quote on the basis of the number of key strokes per questionnaire (the longer the questionnaire, the more key strokes) and the estimated response rate (the number of completed questionnaires returned).

You will need to make assumptions about each of these when you engage the contractor, but should be prepared for the cost to increase if your original assumptions prove to be underestimates. If you follow *The Guidance* carefully, a response rate of 40% is not unrealistic, but this may vary according to the nature of the area being surveyed.

Whoever enters the data, there need to be arrangements for inspecting a sample of the data to ensure that the data entered corresponds exactly with the responses marked on the questionnaires. It is common for survey contractors to verify 10% of the data they enter, but you should not assume this level of inspection - agree it explicitly with your contractor. You should also make clear what they should do if they find errors. If the number of errors is high, it may be best to have all the data re-entered by a different member of staff.

Data entry can be a time-consuming process and will delay data analysis if left to the end of the fieldwork period. A better strategy is to ensure you pass the questionnaires in batches to the data entry staff throughout the fieldwork period. You will need to set a cut-off date after which you will accept no more returned questionnaires. If data entry has been ongoing and sufficient staff have been allocated to keep on top of returns, you could expect data entry to be completed within 7 to 10 days of the cut-off date.

10.02 Dealing with missing values

Even with the best-designed survey materials, respondents will not answer all questions. They will choose not to answer some questions and may overlook others. You need a strategy for making it clear when a question has not been answered. It is no use leaving such responses as blanks because this will not make it clear whether the respondent did not answer a question or whether the data entry staff failed to enter it. You cannot use zeroes because they are a legitimate response to some of the questions, such as the number of children in a household or the number of cars or vans to which that household has access.

A convention for treating missing values which you should have your survey contractor's data entry staff follow is:

- "-8" for questions which should have been answered but where no response was given ("8" where the width of the data field is limited to a single column)
- "-9" for questions which do not apply to the person answering the questionnaire, such as questions where they might be ineligible due to their age, gender or normal form of travel ("9" where the width of the data field is limited to a single column)

For questions which allow either eight or nine response options, two columns should be assigned and the "-8" / "-9" format used. This is to avoid valid responses becoming confused with the missing value codes.

For example, if the respondent selected the eighth option for a particular question, the data entry staff would enter the figure "8" which might otherwise be confused with the figure "8" used to signify "no response". The formatting mockup shown in Figure 6.2 is a good example of this. This figure also shows that you need two columns in the data file to capture this two-character response.

You should point out any double-columns to your survey contractor early on because it will influence their estimate of the cost of data entry if it is based on a keystroke count.

10.03 Checking data

In spite of visual inspection of a sample of the data, wrong data may still get through. So you need to define a further set of checks. These checks should be applied at two points: when the data is entered, which means they need to be programmed into the data entry software; and once all the data has been entered, as a means of ensuring that the final dataset is clean. Examples of these sorts of checks include:

- permitted ranges
- consistency
- comparison with other data sources (see G11)

Response options to questions are normally numbered to make data entry easier. The first response is usually numbered “1”, the second “2” and so on. This means that the data belonging to a question with five response options should not contain a value of six or more. The only values less than one should refer to missing values, namely “-8” or “-9”.

Such checks for permitted ranges are most easily specified when the questionnaire is designed. As with this and the other checks which follow, you should agree with your survey contractor exactly who will specify them, who will apply them and what should be done if they are violated.

Consistency checks look for patterns of responses which do not appear to make sense. For example, one would not expect someone from a household without access to a car to say that they frequently drive to work; nor would one expect someone under the age of 17 to hold a full driving licence.

10.04 Coding responses to open questions

Because open questions do not require respondents to select from a defined set of options, answers have to be categorised before they can be analysed. This may simply involve grouping related responses so that they can be presented in a logical fashion for qualitative analysis. Alternatively, it may involve assigning one of a set of predetermined codes so that they can be analysed as though the respondent had chosen from a list.

Where categorisation or coding is to take place, you need to specify either which code frames will be used or how code frames will be developed. Most survey contractors will be familiar with this.

G11 DATA ANALYSIS

11.01 Establishing comparability

Before looking at what your data reveals in relation to your original information requirement, establish how typical the respondents are of the area your survey targeted. This can reveal whether the data is biased in some way. You can compare households according to:

- size and composition
- car ownership
- tenure
- income

You can compare individual respondents, according to:

- gender
- age
- educational qualifications
- employment status
- holding of a driving licence

You can access Census data from the following address and you should be able to access data at a regional level:

www.statistics.gov.uk/census/

Advice on other centrally collected regional or local datasets is available from DfT (email subnational.stats@dft.gsi.gov.uk). It is worth requesting such data early in the project so that it is available when you need it.

Assuming that comparator data is to hand, it should take two to three days to check the data. Of course, if the data is skewed in some way or appears to be untypical of the target area's population, you will need to decide how you can use it.

11.02 Weighting

Despite the various features built into LTS to maximise response rates, some recipients will still not respond, so there is a risk of non-response bias. You can reduce the effect of this by adjusting the age / gender profile of your 'achieved sample' (the portion of your 'issued sample' which responded) to match population estimates.

Different adjustments are needed for analyses of the household and individual questionnaires. In practice, your local authority may not have access to the technical expertise required. However, if such expertise is available, then you can find the technical details for weighting in Technical Annex A.

11.03 Key breakdowns

As G05 describes, it is best if you decide what data analysis you will perform and what breakdowns you will want when you define your questionnaires' content. This helps ensure the questions you ask will enable you to answer the questions raised by your information requirement. However, the most likely breakdowns you will want are each of your 'questions which inform' broken down by each of your 'questions which categorise'.

11.04 Analysing data from travel records

Data from travel records can be used in two main ways. The first is to examine such things as:

- the proportion of journeys by different forms of transport
- the purpose of journeys by transport type
- the number of trips made
- the distance travelled

Other information derived from the household and individual questionnaires can be used to categorise respondents.

The second is for looking at travel patterns or for building travel models. Model building is a difficult and specialist task. *The Toolkit* does not include guidance on analysing such data. It assumes that local authorities using a travel record module will be looking to build a travel model and will also have the internal expertise required to do so.

Whatever the use of the data, quality issues suggest that you would need to spend in-house resource cleaning travel record data before you can use them. Particular problems common to many designs of travel record include:

- missing return journeys
- journeys which do not start where the predecessor ended

- round trips which have been recorded without any intermediate destination

G12 DATA PROTECTION

You will need to think about how you will protect respondents' anonymity. This is for a number of reasons, including:

- your responsibilities under the Data Protection Act
- the offer of anonymity in the covering letters as a means of encouraging people to take part
- the fact that you will be active in getting hold of the sample file will mean that you will have direct access to respondents' address details

In addition, if you choose to include a travel record module, you may want to extract geographical information from the sample file about respondents' home addresses.

Where survey contractors collect data on behalf of local authorities, respondents' anonymity can be protected by the contractor holding all the sample files and only passing anonymised data files to the local authority. This way, the local authority can never identify any individual respondent. However, you cannot do this if you handle the sample file yourself.

One way round this is for you to arrange for your sampling contractor to pass the sample file directly to your survey contractor so that you never have direct access to it.

A second is for you to restrict access by other members of your local authority to any files which could be used to identify people.

G13 REPORTING

Your project should produce two principal reports: a data report and a technical report.

13.01 Data report

The data report is a document which provides the response to your original information requirement. It should include:

- the response rate your survey achieved
- the comparator data which shows how representative the people who responded to your survey are of the area you targeted
- your survey's findings

You may ask your survey contractor to produce this report on your behalf.

13.02 Technical report

As we emphasised in G04, it is very important that you record exactly how you conducted your survey. Without this record it will be difficult for you or a colleague to repeat it faithfully at some point in the future to monitor trends in local travel behaviour. If your survey is not repeated faithfully, it will not be possible to be confident of whether any observed changes are real or simply the result of a change in survey methodology. This in turn could result in poor policy or planning decisions.

13.03 Other items from a survey contractor

In addition to reports, you should agree with your survey contractor that they will provide you with any other items they produced. These might include:

- copies of all survey materials, including any electronic versions
- the returned questionnaire forms
- the sample file
- a copy of the data entry database with all keyed returns

G14 ONGOING SUPPORT AND FEEDBACK TO DFT

DfT is providing ongoing support and development of the LTS. The Department has set up formal arrangements for this, and you can find out more from the website:

www.natcen.ac.uk/lts

Advice on the LTS is also available from:

Regional and Local Transport Statistics Branch
Statistics Travel Division
Department for Transport
Great Minster House
76 Marsham Street
London
SW1P 4DR

tel: 020 7944 4746

email: subnational.stats@dft.gsi.gov.uk

G15 TECHNICAL ANNEX A: WEIGHTING

Everyone who returns an individual questionnaire needs to be 'weighted' before the questionnaires can be analysed. If this weight is not applied, then survey estimates will be biased towards individuals who live in smaller households.

Analysis packages suitable for applying weights include SPSS and Stata. If possible use Stata, as it generates the correct standard errors and confidence intervals. SPSS only generates the correct estimates of standard errors and confidence intervals for analyses of unweighted data. When you apply weights, SPSS will underestimate standard errors and confidence intervals - so take care when interpreting the results.

The selection weight is calculated as the number of members of the household eligible for the LTS divided by the number selected to complete a questionnaire. Set the maximum selection weight at three to avoid large weights.

The following table shows the selection weight for various household sizes and numbers of individuals.

NO. ELIGIBLE IN HOUSEHOLD	IF 1 INDIVIDUAL SELECTED	IF 2 INDIVIDUALS SELECTED
1	Weight = 1	Weight = 1
2	Weight = 2	Weight = 1
3	Weight = 3	Weight = 1.5
4	Weight = 3	Weight = 2
5	Weight = 3	Weight = 2.5
6 or more	Weight = 3	Weight = 3

To generate the weights for the individual sample you need to post-stratify the (weighted) achieved sample to match population estimates.

Get the number of respondents within each age/gender group (weighted by the selection weight). Calculate the post-stratification weight as the population estimate for each age/gender category divided by the (weighted) number of respondents from your survey in each of those categories. As a rule of thumb, you should not use any age/gender category which contains fewer than 50 respondents.

Mid-year population counts within age and gender categories are available for all English local authorities from the Office for National Statistics (ONS). You can get hold of these for your local authority by contacting:

census.customerservices@ons.gov.uk

The latest sub-national population projections are available from ONS at:

www.statistics.gov.uk/statbase/explorer.asp?CTG=3&SL=4819&D=4819&DCT=0&DT=32#4819

The post-stratification weight should be multiplied by the selection weight to form the individual weight. For reasons of simplicity, we recommend that you standardise the weights so that they have a mean (average) of one.

Once you have generated the weights, you should check that the weighted age/sex distribution of the sample (age grouped into the same categories as was used to generate the weights) matches that of the population of your local authority area.

requires the use of 'Calibration weighting' is needed to generate the weights for the household sample. This is a more complex statistical technique that requires specialist software (CALMAR which runs in SAS is one example). The calibration weighting generates household-level weights that adjust the age/sex profile of household members to match the population estimates. We recommend that only people with the necessary statistical skills try to do this.

It is important to bear in mind that if age and / or gender data is missing for more than about 10 of your respondents and if the response rate for your survey is less than 40%, it might not be possible or appropriate to produce weights.

G16 TEMPLATES

Template A SAMPLE SPECIFICATION

Overview

1. We require a sample of ___________ PAF addresses in ________________________ local authority.

Sample

2. Select all PAF addresses (delivery points - DPs) in ________________________ local authority.

3. Merge in output area-level estimates from the Census 2001 of the proportion of households that own a car (proportion car ownership).

4. Sort the DPs by proportion car ownership, and within output area by PAF order.

5. Select ___________ DPs using list sampling with an interval of M/N and a random start between 1 and M/N (where M is the number of DPs in the local authority and N is the number of DPs required in the sample).

Output

6. A file in Excel or CSV format containing the following information:

   Sequence number (running from 0001 to _____)
   Full postal address
   Postcode

   Proportion car ownership

   [*Add any other variables required*]

7. We require the sample by ___/___/______.

NOTE: If you are using a travel record, you should add after Point 5:

> Each DP should be allocated at random one of the seven days of the week and this should be done such that an equal number of DPs are assigned to each weekday. The list should then be sorted in weekday order beginning with Monday.

Template B COVERING LETTERS

Covering letter: Variant 1

Dear Resident

[insert name of survey]

I am writing to ask for your views and opinions to help us plan transport in *[insert name of place]*. I am only writing to a small number of households like yours in the area so it is important to us that you respond.

There are two questionnaires and we have kept them both as short as possible for you.

The first tells us about your household and your access to key facilities, such as schools and shops. It can be filled in by any adult in your household aged 17 or over.

The second tells us how one adult in your household travelled around for one day this week. If you live alone, please fill it in yourself. Otherwise, to decide who should fill it in, please ask the adult whose birthday is next to complete it. We've put a sticker on it to say which day we are interested in. We're asking other people to tell us about travel in your area on the other days.

We are enclosing a freepost envelope to make it easy for you to return both questionnaires to us when you have filled them in. As a gesture of good will, we are also enclosing a book of first-class stamps for you to keep.

All the information you supply will be confidential and we will not pass it to any other organisation. This means that you cannot be identified from the things you tell us.

If you have any questions, please contact the helpline we have set up on 0123 4567890.

Thank you in advance for your help.

Covering letter: Variant 2

Dear Resident

[insert name of survey]

We sent you a questionnaire two weeks ago as part of the *[insert name of survey]*. The survey is still open and we would still very much appreciate your views to help us plan transport in *[insert name of place]*. Please disregard this letter and accept our sincere thanks if you have recently completed the questionnaires and posted them to us.

We are enclosing replacement questionnaires and a freepost envelope so that you can return your questionnaires to us when you have filled them in.

As before, there are two questionnaires. The first tells us about your household and your access to key facilities, such as schools and shops. It can be filled in by any adult in your household aged 17 or over.

The second tells us how one adult in your household travelled around for one day of the week we are now in. If you live alone, please fill it in yourself. Otherwise, to decide who should fill it in, please ask the adult whose birthday is next to complete it. We've put a sticker on it to say which day we are interested in. We're asking other people to tell us about travel in your area on the other days.

The information you supply will be confidential and we will not pass it to any other organisation. This means that you cannot be identified from the things you tell us.

If you have any questions, please contact the helpline we have set up on 0123 4567890.

Many thanks for your help.

Covering letter: Variant 3

Dear Resident

[insert name of survey]

This is the final week of our survey. To help us plan transport in *[insert name of place]*, we really do need your views. This is why we are enclosing replacement questionnaires and a freepost envelope so that you can return your questionnaires to us when you have filled them in.

Please disregard this letter and accept the sincere thanks of all of us at *[insert name of local authority]* if you have completed the questionnaires and posted them to us since we wrote to you last week.

There are two questionnaires. The first tells us about your household and your access to key facilities, and can be filled in by any adult in your household aged 17 or over.

The second tells us how one adult in your household travelled around for one day of the week we are now in. If you live alone, please fill it in yourself. Otherwise, please ask the adult whose birthday is next to complete it. We've put a sticker on it to say which day we are interested in.

As before, the information you supply will be confidential and we will not pass it to any other organisation. This means that you cannot be identified from the things you tell us.

If you have any questions, please contact the helpline on 0123 4567890.

Once again, thank you for your time and for helping us improve local transport in *[insert name of place]*.

Template C HOUSEHOLD QUESTIONNAIRE

Household composition

QUESTION	RESPONSE SCALE
How many adults (17 or over) live in this household?	[open space]
How many children (16 or under) live in this household?	[open space]

Mobility problems

QUESTION	RESPONSE SCALE
Does anyone in your household have a disability or long-standing health problem that affects their mobility?	Yes No

Household vehicles

QUESTION	RESPONSE SCALE
How many cars of light vans does your household own or have use of?	[open space]

Tenure

QUESTION	RESPONSE SCALE
In what way do you occupy your accommodation?	Own outright Buying it with the help of a mortgage or loan Pay part rent and part mortgage Rent it Live here rent-free Other (please specify)

Household income

QUESTION	RESPONSE SCALE
Please estimate the total annual income of your household (including benefits)	Less than £10,000 £10,000 - £19,999 £20,000 - £29,999 £30,000 - £39,999 £40,000 - £49,999 £50,000 or more

Access to key facilities

QUESTION	RESPONSE SCALE
How many minutes would it take to get from your home to each of the following places on foot or by public transport, whichever is the quicker? a) the nearest doctor's surgery b) the nearest hospital providing general treatment c) the nearest main shops or shopping centre d) the nearest primary school e) the nearest secondary school f) the nearest sixth form college or college of further education	Label: Time in minutes [open space] next to each statement

Note: the design you use needs to included horizontal lines or some similar device to make it clear that six separate answers are required

Template D INDIVIDUAL QUESTIONNAIRE

Gender

QUESTION	RESPONSE SCALE
Are you male or female?	Male Female

Age

QUESTION	RESPONSE SCALE
How old are you?	[open space]

Employment status

QUESTION	RESPONSE SCALE
What is your current employment status? *(please tick all that apply)*	Student / at school Employed / self-employed – full time Employed / self-employed – part time Retired Home duties Volunteer work (unpaid) Unemployed – seeking employment Unemployed – not seeking employment

Educational qualifications

QUESTION	RESPONSE SCALE
Which of these qualifications do you have? *(please tick all that apply)*	No qualifications NVQ 'O' levels / CSEs / GCSEs 'A' levels / AS levels / Higher school certificates First degree eg BA, BSc Higher degree eg MA, PhD, PGCE Postgraduate certificates / diplomas Other qualifications e.g. City and Guilds, RSA / OCR, BTEC / Edexel

Driving licences

QUESTION	RESPONSE SCALE
Do you hold a full driving licence valid in Great Britain? *(please tick all that apply)*	Licence to drive a car Licence to ride a moped Licence to ride a motorcycle

Mobility problems

QUESTION	RESPONSE SCALE
Do you have a disability or long-standing health problem that affects your mobility?	Yes No

Note: you may not want to include this question in the Individual Questionnaire if you have already included its equivalent in the Household Questionnaire

Frequency / mode matrix

QUESTION	RESPONSE SCALE				
	One or more times a week	Once or twice a week	One or more times a month	At least once a year	Less than once a year or never
How often do you use each of the following to get from one place to another? *(please tick once for each form of travel)*					
a) Walking (20 mins or more)					
b) Bicycle (not for leisure)					
c) Motorcycle / scooter / moped					
d) Driving a car					
e) Passenger in car					
f) Taxi					
g) Local bus					
h) Express bus / coach					
i) Train					

Note: the walking threshold of "20 mins or more" is used here because that is the threshold used in the National Travel Survey. You may find that a different threshold is more appropriate for your own survey. If you do use a different threshold, you should consider the impact of doing so on your ability to compare data from your survey with that from the National Travel Survey.

Template E QUESTION MODULES

A library of question modules will be developed and published here.

Frequency of cycling

QUESTION	RESPONSE SCALE
Are you currently cycling or walking more, less or about the same as you were a year ago?	More Less About the same

QUESTION	RESPONSE SCALE
In the future, are you planning to cycle or walk more, less or about the same as you are now?	More Less About the same

Reliability of public transport

QUESTION	RESPONSE SCALE
How would you rate the reliability of local buses?	Very reliable Fairly reliable Neither reliable nor unreliable Fairly unreliable Very unreliable No local service No opinion / don’t know
How would you rate the reliability of local train services?	Very reliable Fairly reliable Neither reliable nor unreliable Fairly unreliable Very unreliable No local service No opinion / don’t know

Template F TRAVEL RECORD

Important note

If you use a travel record, it needs to be preceded by a question which asks the respondent where their first journey began. This will often be "home" but not always.

There also needs to be a question which asks whether the respondent went out at all. If they did not, this would explain a blank travel record.

DAY | Mon | Tue | Wed | Thu | Fri | Sat | Sun

please circle the day

START TIME — AM / PM please circle

MAIN PURPOSE

please tick just one

- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT

please tick as many as you used — miles

- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION

House No. / Name, Street

Town / City, Postcode

NO. IN PARTY

number of household members (including yourself)

number of other people

ARRIVAL TIME — AM / PM please circle

Where did you go next?

START TIME — AM / PM please circle

MAIN PURPOSE

please tick just one

- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT

please tick as many as you used — miles

- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION

House No. / Name, Street

Town / City, Postcode

NO. IN PARTY

number of household members (including yourself)

number of other people

ARRIVAL TIME — AM / PM please circle

Where did you go next?

START TIME — AM / PM please circle

MAIN PURPOSE

please tick just one

- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT

please tick as many as you used — miles

- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION

House No. / Name, Street

Town / City, Postcode

NO. IN PARTY

number of household members (including yourself)

number of other people

ARRIVAL TIME — AM / PM please circle

Where did you go next?

START TIME | AM / PM please circle

MAIN PURPOSE — please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT — please tick as many as you used | miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
- number of household members (including yourself)
- number of other people

ARRIVAL TIME | AM / PM please circle

Where did you go next?

START TIME | AM / PM please circle

MAIN PURPOSE — please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT — please tick as many as you used | miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
- number of household members (including yourself)
- number of other people

ARRIVAL TIME | AM / PM please circle

Where did you go next?

START TIME | AM / PM please circle

MAIN PURPOSE — please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT — please tick as many as you used | miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
- number of household members (including yourself)
- number of other people

ARRIVAL TIME | AM / PM please circle

Where did you go next?

START TIME AM / PM please circle

MAIN PURPOSE
please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT
please tick as many as you used — miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
number of household members (including yourself)
number of other people

ARRIVAL TIME AM / PM please circle

Where did you go next?

START TIME AM / PM please circle

MAIN PURPOSE
please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT
please tick as many as you used — miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
number of household members (including yourself)
number of other people

ARRIVAL TIME AM / PM please circle

Where did you go next?

START TIME AM / PM please circle

MAIN PURPOSE
please tick just one
- pick up / drop off someone
- shopping
- school / education
- go to work
- personal business eg. library, doctor
- work-related business
- leisure (please specify)
- other (please specify)
- to go home

MEANS OF TRANSPORT
please tick as many as you used — miles
- walk
- bicycle
- motorcycle
- car driver
- car passenger
- bus
- tram / metro / underground
- train
- taxi / minicab
- other (please specify)

Total miles

EXACT DESTINATION
House No. / Name, Street
Town / City, Postcode

NO. IN PARTY
number of household members (including yourself)
number of other people

ARRIVAL TIME AM / PM please circle

Where did you go next?

Template G   REMINDER POSTCARD

ROYAL MAIL
POSTAGE PAID GB
795

To the Resident
Address

The Greater Manchester Travel Survey

We sent your household a questionnaire last week as part of a pilot study collecting the views and opinions of people in Greater Manchester about transport in the area.

If you haven't yet replied,
we very much look forward to receiving your comments.

If you have already posted us your completed questionnaires,
then thank you very much indeed.

If you have any questions,
please contact the helpline on
020 7549 8539.

Thank you for your help.

GMPTE

A·G·M·A
ASSOCIATION OF GREATER MANCHESTER AUTHORITIES

Template H EXAMPLE PROJECT SPECIFICATION

Note

This specification is written as though from you to potential survey contractors. You should tailor it to fit the details of your own survey, in particular the sample size and the estimate of the number of keystrokes per returned questionnaire, and the number of Individual Questionnaires in each questionnaire pack. It assumes you are using a postage stamp incentive.

Overview

This specification describes the main elements of a four-stage postal survey we intend to conduct. It highlights the tasks for which we would like you to provide a price and describes those elements of the other tasks which we believe may affect the price you give. Please ask if there are aspects of the project we have not covered which you believe may also affect your price.

Sampling

We will arrange for the sample to be drawn by a specialist sampling agency. You will be handed 1,500 un-named addresses in an electronic format (CSV file). Each address will have a four-digit sequence number. You must retain this sequence number as well as any leading zeroes in any serial number you create.

Development of content of survey materials

The survey materials have largely been developed already. They include:

- 3 x covering letters (variants A, B and C)
- 1 x Household Questionnaire
- 1 x Individual Questionnaire
- 1 x reminder postcard
- 1 x envelope for outgoing mail
- 1 x postage-paid business reply envelope
- 1 x book of 6 first-class stamps

We may ask your advice on the wording of a subset of new questions and response scales we would like to develop.

Desktop publishing

The two questionnaires and the reminder postcard must all be desktop-published by a professional designer. You should quote for the desktop-publishing as an optional element of this project as we may have it carried out as a separate piece of work. Below is an example of how we would like the questionnaire to appear.

3 How would you rate the reliability of local buses? 16 - 16

✓ **Please tick one box only**

1	Do not use
2	Very reliable
3	Fairly reliable
4	Neither reliable nor unreliable
5	Fairly unreliable
6	Very unreliable
7	No local service
8	No opinion / don't know

Printing

The volumes for printing are as follows:

- 1,500 of each of three covering letters (three variants), each one side A4
- 4,500 x Household Questionnaires (one variant), each 4 sides A4 to be printed gatefold on both sides of one sheet of A3, overprinted with the serial number
- 4,500 x Individual questionnaires (one variant), each 4 sides A4 to be printed gatefold on both sides of one sheet of A3, overprinted with the serial number
- 1,500 reminder postcards, double-sided A6
- 4,500 white envelopes for outgoing mail, each printed with the local authority's name, logo and return address for undelivered items
- 4,500 postage-paid business reply envelopes, each printed with the local authority's licence number and postal address

You should quote for the printing as an optional element of this project as we may have it carried out as a separate piece of work.

Preparation of outbound envelopes

An address label should be affixed to each outbound envelope. You will need to produce these. They should contain the line “To the Resident” and the full address.

A stamp should be affixed to each outbound envelope. Please note, we do not want the outbound envelopes to be machine franked.

Fulfilment

Three questionnaire packs should be prepared for each household. They should contain the following:

Questionnaire Pack 1:

- one covering letter (variant one)
- one Household Questionnaire
- one Individual Questionnaire
- one book of six first-class stamps (we will supply these)
- one business reply envelope
- one outbound envelope

Questionnaire Pack 2:

- one covering letter (variant two)
- (the rest as per Questionnaire Pack 1 but with no book of stamps)

Questionnaire Pack 3:

- one covering letter (variant three)
- (The rest as per Questionnaire Pack 1 but with no book of stamps)

All the questionnaire packs should be prepared before the first mailout, but questionnaire packs should not be sent to households that respond to mailouts 1 or 2.

Mailouts

There will be four mailouts. They will take place at weekly intervals. Their contents will be as follows:

- Mailout 1: Questionnaire Pack 1
- Mailout 2: Reminder postcard
- Mailout 3: Questionnaire Pack 2
- Mailout 4: Questionnaire Pack 3

Logging serial numbers of returns

All questionnaires will be returned by respondents to the local authority in the first instance. We will record the serial numbers of all returned questionnaires and then arrange for the questionnaires to be delivered to you for data entry. Assume that we will have them delivered to you on a weekly basis unless we agree with you otherwise.

Data entry

We would like you to quote for setting up a data entry interface and for entering the data from the returned questionnaires. Please assume that the Household Questionnaire will involve 70 keystrokes and the Individual Questionnaire 100 keystrokes. Please assume 600 of each questionnaire will be returned. We would like the output in the form of Excel spreadsheets, CSV files, and SPSS files.

Coding and editing

We would like you to quote for developing a codeframe and coding one open question in each questionnaire (two codeframes). Please assume that 300 people will write a comment in each.

Analysis and reporting

Please state what statistical capability you have. We would like you to provide a price for breaking down each descriptive question by each categorising question, and for comparing the profile of respondents against regional and national data from other sources to establish their representativeness.

Please state whether you have experience of weighting data files. As an optional element of the project please quote for weighting the data in accordance with principles we would give you.

Please quote for the option of providing a descriptive data report which presents all the survey data and highlights the main findings.

Personnel

This is principally an operational project and we would like it to be managed by someone with strong experience of managing postal surveys. Please provide CVs for the key personnel who would be working on this project. If we arrange interviews as part of the tendering process, we would expect to meet the key people who would work on the project.