

# Ad Personam Survey

**Research study for**  
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## 1 Executive Summary

Ad Personam is a direct marketing programme for public transport. The aim of the project is to look at ways of encouraging greater bus use for travel to and from work by providing better information and access to services. The survey took part among residents in the Lancaster district. The purpose of the questionnaire was to obtain a group of willing respondents, meeting certain criteria<sup>1</sup>, to draw a sample from to take part in the next phase of the project. This next phase is an individually tailored travel plan for home to work travel and a free bus pass trial for a week.

Questionnaires were available to complete in paper format or online. Fieldwork began on 20 February 2009 and ended on 31 March 2009. In total 2,793 questionnaires were completed, from a mailing to 58,000 households, which represents a 5% response rate.

Respondents to the survey aren't representative of the general population in the district of Lancaster because they were only asked to complete the survey if they met the project criteria (ie workers who currently use their own transport for travelling to work). The profile of the respondents is as follows.

- Most respondents do work full-time (83%), though men and people without a disability are more likely to work full-time.
- Nine in ten respondents who work full-time usually travel to work in a car as a driver (90%), only 8% travel as a car passenger. It is 18 to 24 year olds and BME respondents who are more likely to travel to work as a passenger in a car, and more people tend to car share when they live in urban areas.
- People who work full-time are more likely to travel further to work (mean 3.8 miles) compared with people who don't work full-time (mean 3 miles). Respondents from a BME background were more likely to live closer to their workplace (mean 2.1 miles).
- Most respondents work the same hours each day, although full-time workers are more likely to have standardised hours than people who don't work full-time.
- Full-time workers tended to start earlier (64% start before 8.30am) than people who don't work full-time (57% start after 8.30am). The same pattern follows for finish times with full-time workers more likely to finish later.
- Fewer full-time workers have additional stops on their journey to or from work than people who don't work full-time (27% versus 40% respectively).
- Less than one in ten respondents return home at lunch (6% full-time, 9% other).

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<sup>1</sup> The pilot project criteria are for full-time workers working in the district of Lancaster, aged 16 to 60, and use a car or motorbike to travel to work.

Respondents were also asked to rate on a scale of 1 to 10 (where 1 is would definitely use, and 10 is would definitely not use) if they would use a bus if it met their journey to work needs. The results are shown below.

- The mean score for all types of worker (full-time and other) is 6.
- People who don't work full-time were significantly more likely to say they would definitely use a bus (19%) than people who work full-time (13%).
- At least a quarter of respondents say they definitely wouldn't use the bus.
- The likelihood of respondents to say they would use a bus if there was a service that met their journey to work needs is higher among respondents aged 18 to 24 (21% definitely use) and BME respondents (30% definitely use).

The main recommendations are listed below.

- Undertake travel planning for respondents and use this information to check that bus services are available for respondents work start and finish times.
- Undertake the pilot survey with respondents with different demographic profiles and compare the effectiveness of the pilot between these groups (including checking if this reflects the type of people who said they were more likely to use the bus if a service was available).
- Carry out additional analysis to check if likeliness of saying they would use a bus is linked to the distance they have to travel to bus stops from their home and work addresses.
- Increase awareness of car sharing among younger and BME residents, and promote the county council's car sharing schemes to these people.
- Look at bus schedules to ensure buses are available at the times people want to travel.
- In the wards where bus travel is currently possible to meet people's travel to work needs promote this to increase awareness.

## 2 Introduction

Ad Personam is a direct marketing programme for public transport. The project promotes local public transport in medium-sized European cities and is focused more closely on seven pilot projects in different European countries. Ad Personam is a European project co-financed by the European Commission under the Intelligent Energy – Europe programme.

The aim of the project is to look at ways of encouraging greater bus use for travel to and from work by providing better information and access to services. This will help to reduce the number of car journeys on the road each day and result in easing congestion, improving air quality and speeding up journey times.

The Ad Personam survey was commissioned by the Transport Policy Information and Marketing group as one element of the wider project. The survey is taking part among residents of the district of Lancaster. The survey helped to build a picture of what journeys are currently being made by car or motorcycle, and which of these journeys could be made by bus. One of the main aims of the questionnaire was to obtain a group of willing respondents to draw a sample from to take part in the next phase of the project. This next phase is an individually tailored travel plan for home to work travel in the Lancaster district and a free bus pass trial for a week for a proportion of survey respondents (1000 people) meeting certain criteria<sup>2</sup>.

The success of this direct marketing campaign will then be evaluated across the seven pilot projects, with the ultimate aim of rolling the direct marketing programme out beyond the seven pilot cities.

## 3 Research Objectives

The main objectives of the survey were to find out:

- information on people's travel to work including mode, time of travel, and journey details;
- if they would use a bus instead of a car or motorcycle; and
- if they were willing to participate in phase two of the project, a free bus pass trial in Lancaster district.

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<sup>2</sup> The pilot project criteria are for full-time workers working in the district of Lancaster, aged 16 to 60, and use a car or motorbike to travel to work.

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## 4 Methodology

The Ad Personam survey was a 2-page self-completion questionnaire that was available for people to complete on a paper form or through an online questionnaire. Paper forms were sent to each of the 58,000 households in the district of Lancaster. The online questionnaire was promoted through Vision, press releases and links from the lancashire.gov.uk website.

Fieldwork began on 20 February 2009 and ended on 31 March 2009. In total 2,793 questionnaires were completed, a 5% response rate. All data are unweighted, with figures based on all respondents unless otherwise stated.

## 5 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of Respondents	50/50 + / -	30/70 + / -	10/90 + / -
1000	3%	3%	2%
1500	3%	2%	2%
2000	2%	2%	1%

For example, on a question where 50% of the people in a sample of 1000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/- 3%), versus a complete coverage of the entire customer base using the same procedure.

The following table shows what the percentage differences between two samples on a given statistic must be greater than, to be statistically significant.

Size of Sample A	Size of Sample B	50/50	70/30	90/10
800	800	5%	4%	3%
1000	1000	4%	4%	3%
1500	1200	4%	3%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, where the size of sample A and sample B is 800 responses in each and the percentage result in each group you are comparing is around 50% in each category, the difference in the results needs to be more than 5% to be statistically significant. This is to say that the difference in the results of the two groups of people is not due to chance alone and is a statistically valid difference (eg of opinion, service usage etc). Statistically valid differences in the survey results are described in the main body of the report.

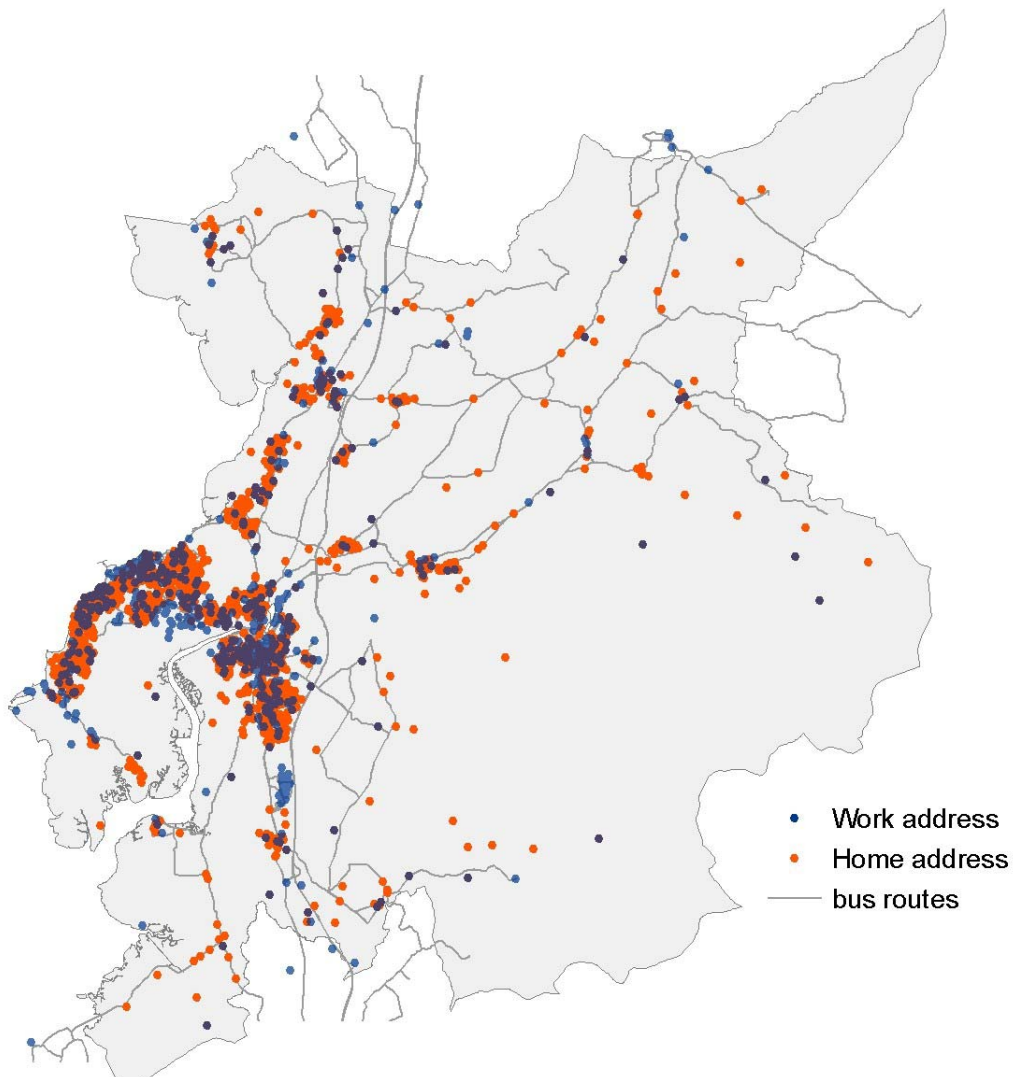
## 6 Main Research Findings

A marked up questionnaire of the survey results is in the appendix.

### 6.1 Work travel patterns

The questionnaire asked for people to fill in the questionnaire if they worked full-time in the Lancaster and Morecambe area, were between 16 and 60 years old, and use a car or motorbike to get to work. In order to confirm that the respondents met the criteria for the pilot project, the first questions asked respondents if they worked full-time and how they usually travel to and from work. The results are shown in the charts below.

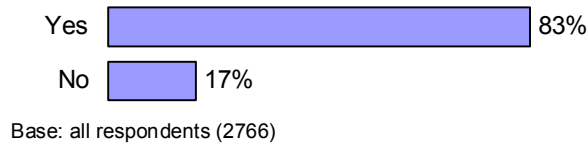
**Chart 1 - Map showing home and work addresses of respondents**



Base: all respondents (1906)

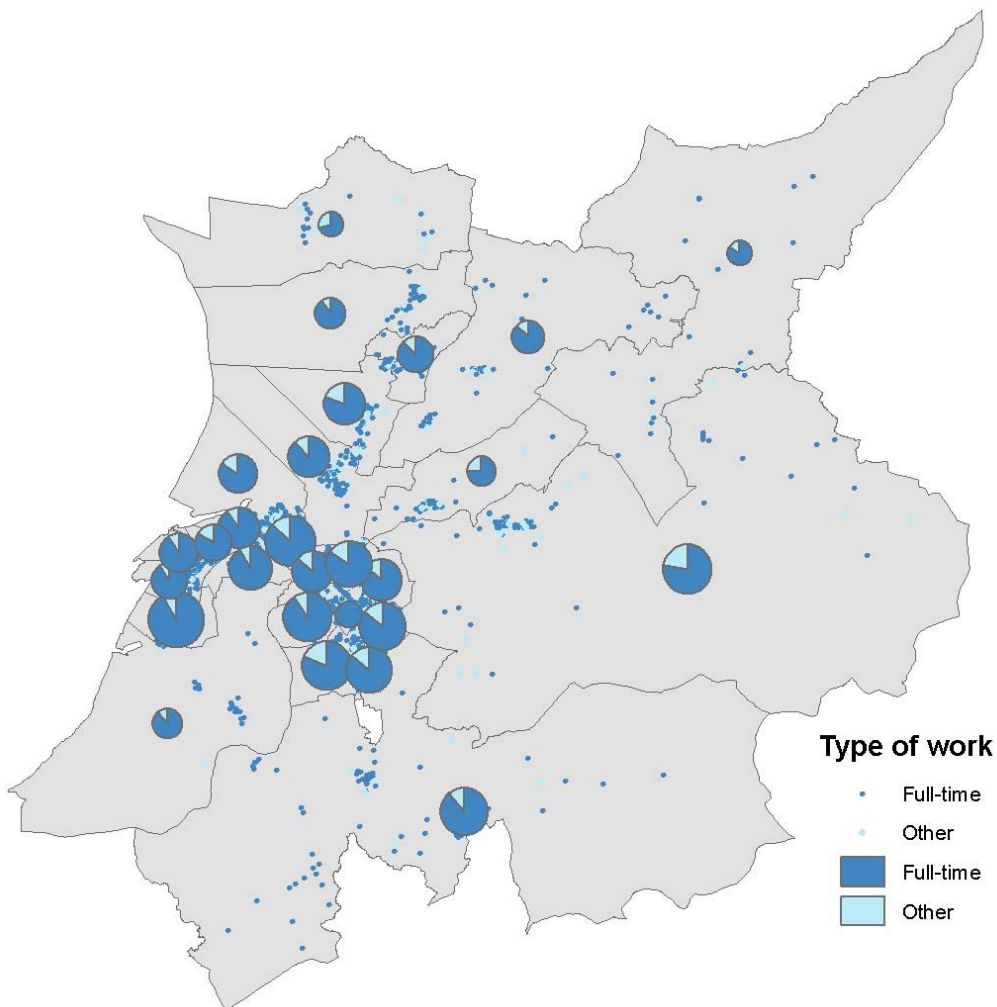
Most respondents did work full-time (83%), though one in six respondents said they didn't (17%) so they could either work part-time or casually.

**Chart 2 - Do you work full-time?**



There are some differences in the people who are more likely to work full-time. Men are more likely than women to work full-time (91% and 77% respectively), and people without a disability are more likely to work full-time (84% and 70% respectively).

**Chart 3 - Map showing type of work<sup>3</sup>**



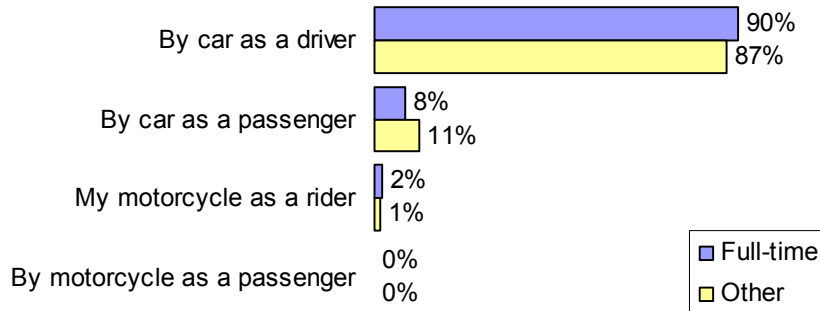
Base: all respondents (26 to 128 responses per ward)

<sup>3</sup> Type of work address points are shown by respondents home address, the size of the pie chart is proportional to the number of survey responses in each district



Nine in ten respondents who work full-time usually travel to work in a car as a driver (90%), only 8% travel as a car passenger, and a small minority use a motorcycle (2%). There aren't any strong differences in travel modes between full-time workers and people who don't work full-time.

**Chart 4 - How do you usually travel to and from work?**

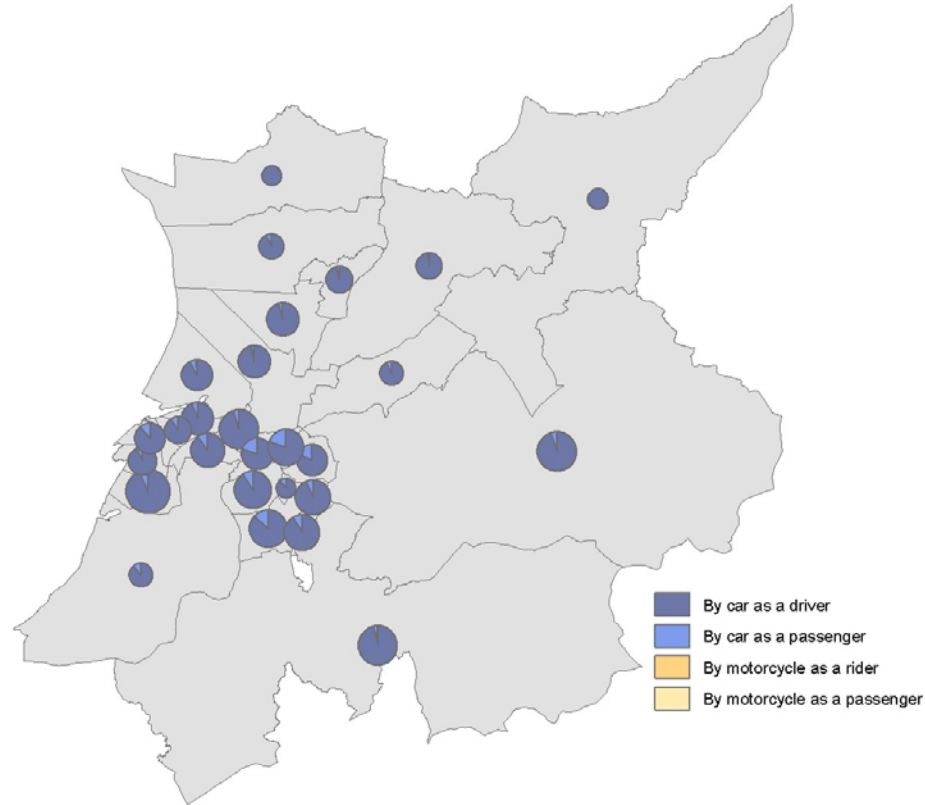


Base: all respondents (full-time 2165, other 382)

Travel modes also vary among different groups of people. People who travel to work in a car as a driver are less likely to be aged 18 to 24 (68%) or from a BME background (81%). Whereas it is 18 to 24 year olds and BME respondents who are more likely to travel to work as a passenger in a car (28% and 16% respectively).

The map below shows mode of travel by respondents. The map highlights that more people tend to car share when they live in urban areas.

**Chart 5 - Map showing mode of travel<sup>4</sup>**



Base: all respondents (25 to 122 responses per ward)

Respondents also gave their home and workplace postcodes. This enabled an ‘as the crow flies’ travel distance between the two to be calculated, and is shown in the table below<sup>5</sup>. People who work full-time are more likely to travel further to work (mean 3.8 miles). Respondents from a BME background were more likely to live closer to their workplace (mean 2.1 miles) than white respondents (mean 3.8 miles).

Distance travelled between home and work.	
	Mean
Full-time	3.84 miles
Other	2.98 miles

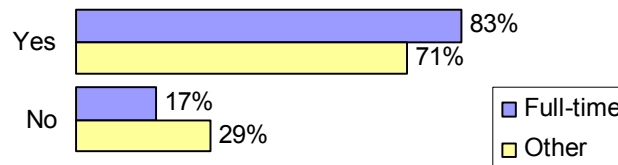
Base: all respondents (full-time 1624, other 254)

<sup>4</sup> Type of work address points are shown by respondents home address, the size of the pie chart is proportional to the number of survey responses in each district.

<sup>5</sup> Travel distances could only be calculated where valid postcodes were entered (ie full postcodes) and where workplaces are based in Lancashire. Postcode results have been calculated for all respondents including those who said they work outside the district of Lancaster (base: 1906).

Most respondents work the same hours each day, although full-time workers are more likely to have standardised hours than people who don't work full-time (83% versus 71% respectively work the same hours each day). Respondents without a long-standing illness or disability are also more likely to work the same hours each day (82%) compared to those with a disability (73%).

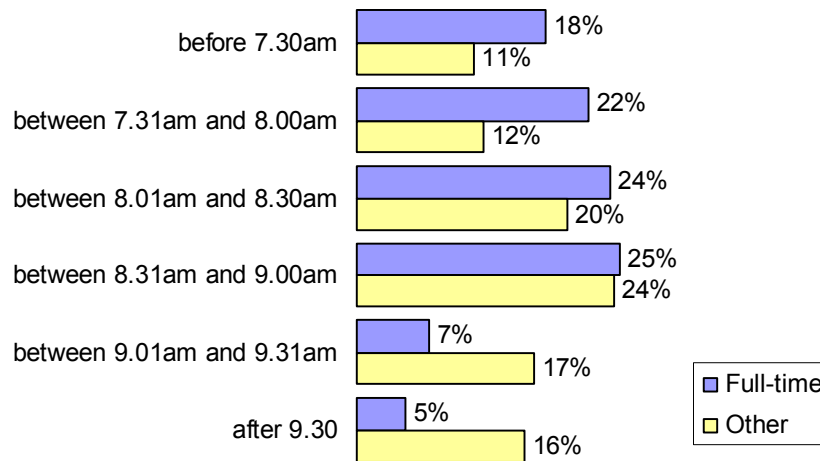
**Chart 6 - Do you usually work the same hours each day?**



Base: all respondents (full-time 2276, other 438)

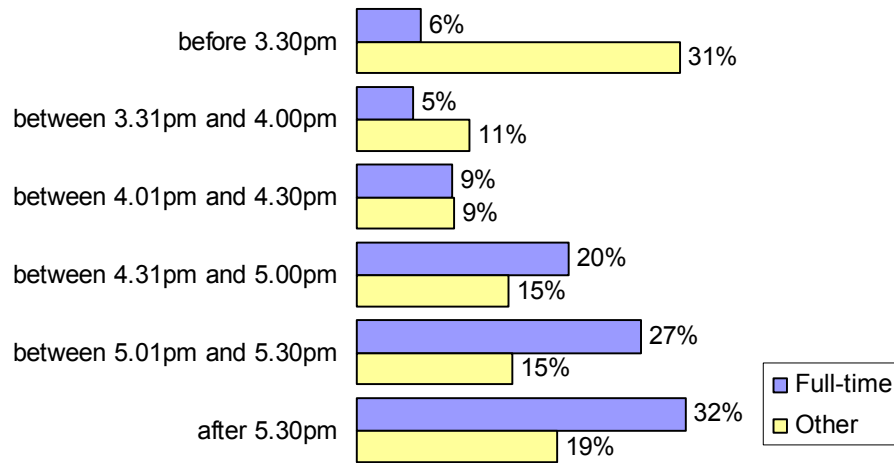
Respondents were then asked about their usual work start and finish times. There are differences between the two groups of respondent, with full-time workers tending to start earlier (64% start before 8.30am) than people who don't work full-time (57% start after 8.30am). The same pattern follows for finish times, as a third of people who don't work full-time finish before 3.30pm (31%), and a third of full-time workers finish after 5.30pm (32%).

**Chart 7 - What time do you normally start work?**



Base: all respondents (full-time 2257, other 416)

**Chart 8 - What time do you normally finish work?**

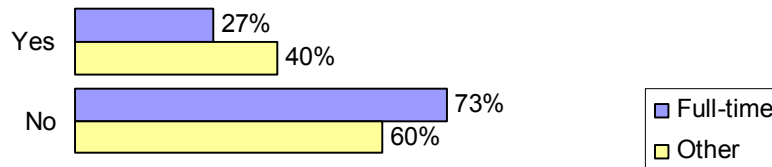


Base: all respondents (full-time 2184, other 399)

Women are more likely to have later start times, and earlier finish times from work (45% start after 8.30am, and 22% finish before 4.30pm).

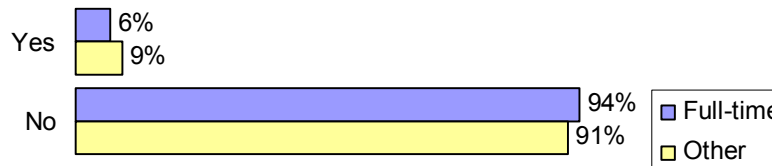
Fewer full-time workers have additional stops on their journey to or from work than people who don't work full-time (27% versus 40% respectively). For both groups, there are less than one in ten respondents who return home for lunch (6% full-time, 9% other).

**Chart 9 - Does your journey to or from work include any additional stops (eg taking children to school or shopping)?**



Base: all respondents (full-time 2260, other 443)

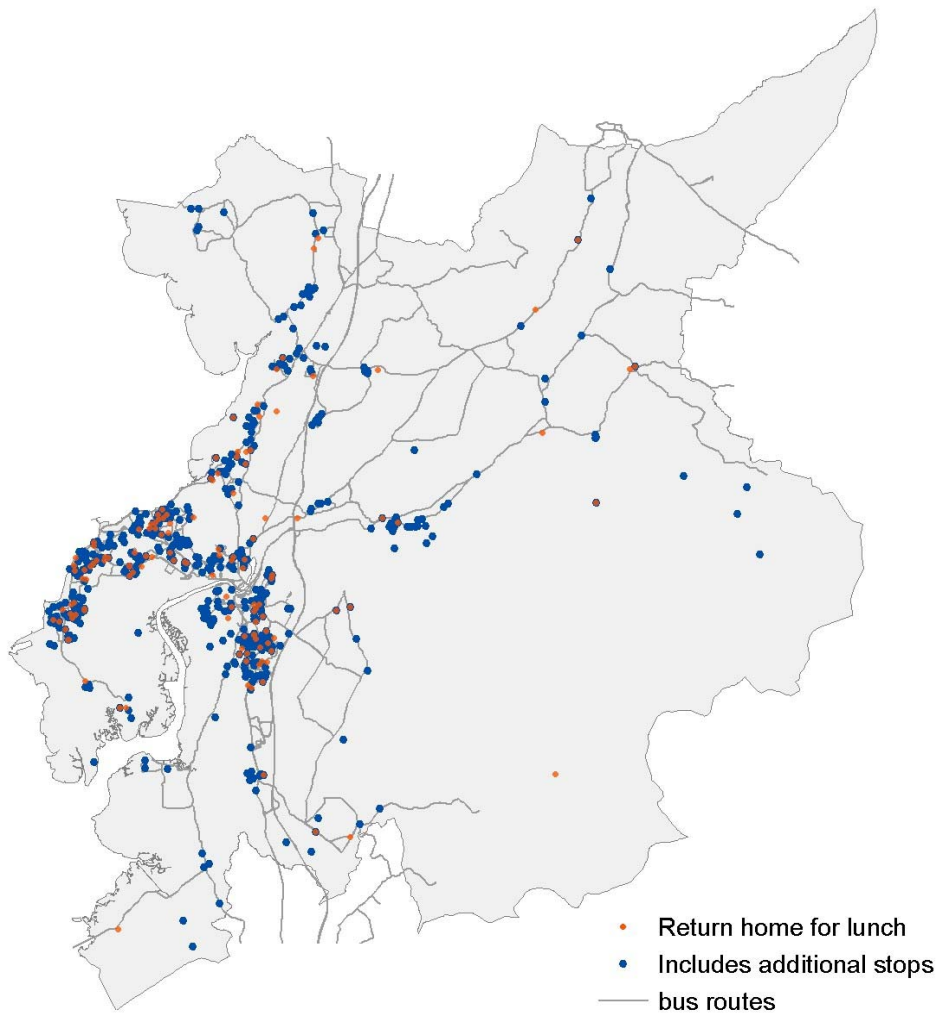
**Chart 10 - Do you usually return home for lunch?**



Base: all respondents (full-time 2262, other 438)

Respondents who return home for lunch are more likely to live closer to their workplace (mean distance 1.5 miles) compared to those who don't return home (mean distance 3.9 miles). Women and those aged 35 to 44 years are more likely to have additional stops on their journeys to or from work (34% and 42% respectively).

**Chart 11 - Map showing if travel includes additional stops or journey home for lunch<sup>6</sup>**



Base: all respondents (26 to 127 responses per ward)

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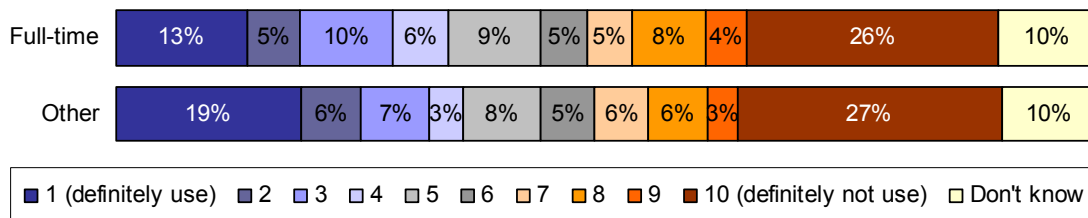
<sup>6</sup> Address points are shown by respondents home address

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## 6.2 Likelihood of using a bus service

Respondents were then asked if they would use a bus, if it met their journey to work needs, instead of their car or motorcycle. Respondents were asked to rate it between 1 (for would definitely use) and 10 (for would definitely not use). Respondents who don't work full-time were significantly more likely to say they would definitely use a bus (19%) than people who work full-time (13%). For both types of worker, at least a quarter of respondents say they definitely wouldn't use it. The mean score is 6 for both types of worker.

**Chart 12 - If you had a bus service that met your journey to work needs would you use it instead of your car or motorcycle? Please answer on a scale of 1 to 10 (where 1 is would definitely use and 10 is would definitely not use).**

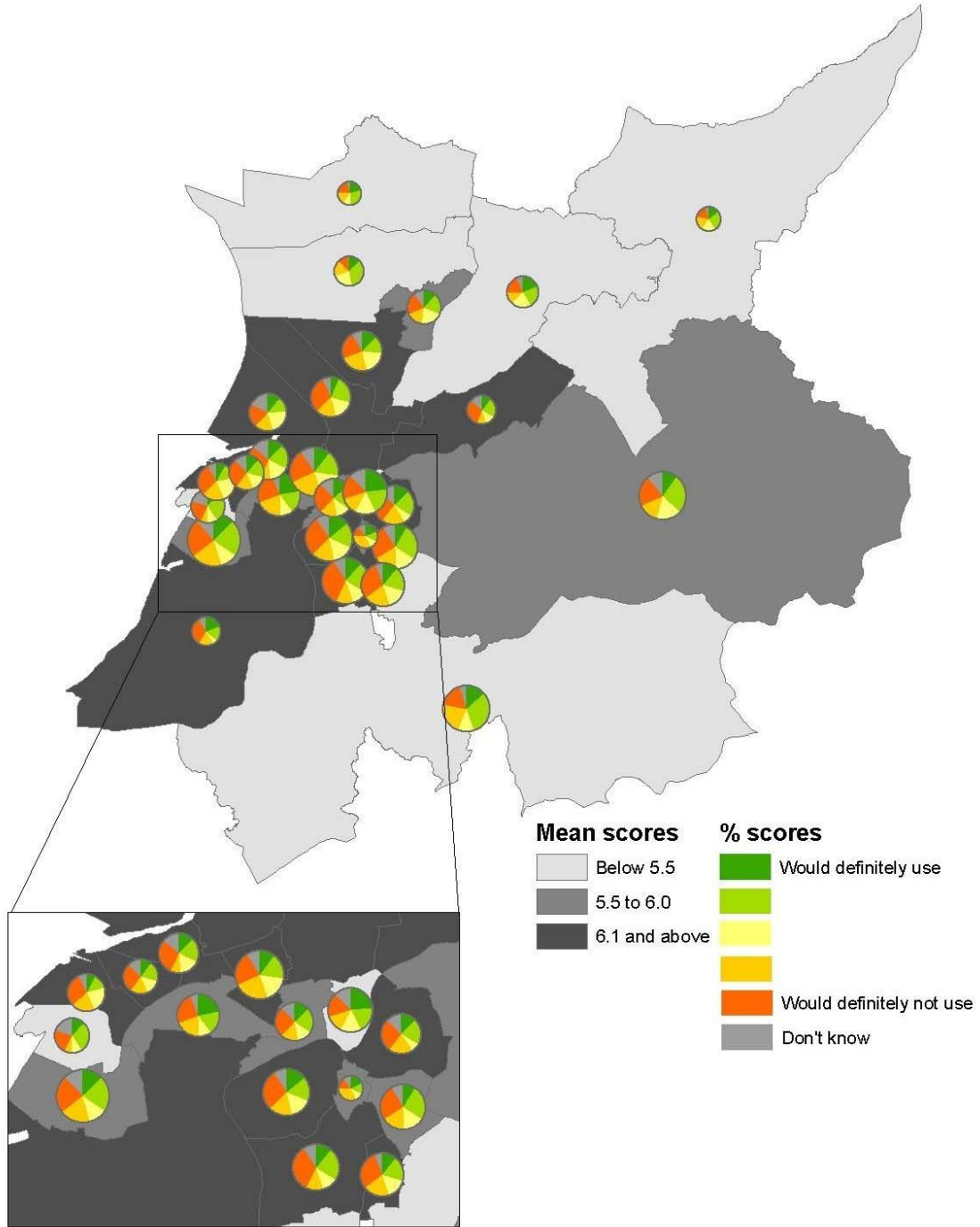


Base: all respondents (full-time 2236, other 429)

The likelihood of respondents to say they would use a bus if there was a service that meets their journey to work needs is higher among respondents aged 18 to 24 (21% definitely use) and BME respondents (30% definitely use). Men are also more likely to say they definitely wouldn't use a bus than women (30% and 23% respectively). There are no differences in likelihood of saying they would use the bus by distance to work.

The following map shows how likely people are to use a bus service if there was one available for their journey to work needs by the ward they live in. Respondents living in rural areas of the district were more likely to say they would use a bus service if there were one available. This may be as a result of current bus routes, there being more routes and frequent services in urban areas, affecting respondents perceptions.

**Chart 13 - Map showing likelihood of using a bus service**

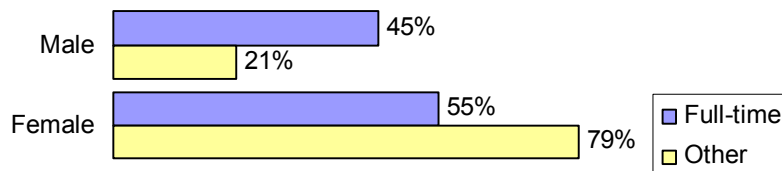


Base: all respondents (27 to 127 responses per ward)

### 6.3 Demographics of survey respondents

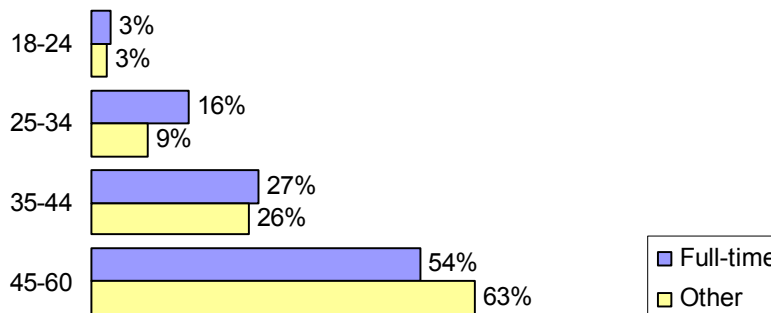
The survey finished by collecting respondents' demographic information. The distribution among full-time workers is fairly even between men and women (45% and 55% respectively), but among people who don't work full-time it is weighted towards women rather than men (79% and 21% respectively). More than half of the respondents are between 45 and 60 years old (54% full-time, 63% other), very few being under 24 (3% both). Full-time workers were significantly less likely to say they have a disability (8%) compared to workers who don't work full-time (18%).

**Chart 14 - Are you a...**



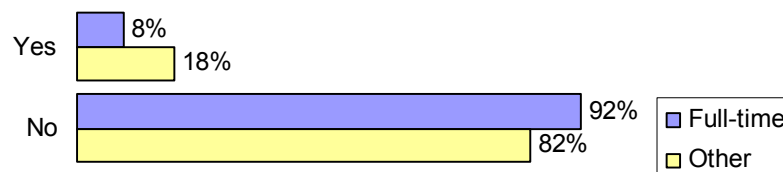
Base: all respondents (full-time 2268, other 465)

**Chart 15 - Which of the following age groups do you fall into?**



Base: all respondents (full-time 2268, other 439)

**Chart 16 - Do you have a long-standing illness or disability?**



Base: all respondents (full-time 2264, other 462)



## 7 Appendices: marked up questionnaire

All values are given in percentages  
Base: all respondents (2805) unless otherwise stated

Q1	<b>Do you work full-time?</b>	
	Yes	83%
	No	17%

Q2	<b>How do you usually travel to and from work?</b>	
	By car as a driver	90%
	By car as a passenger	8%
	My motorcycle as a rider	2%
	By motorcycle as a passenger	0%

Q3	<b>Do you usually work the same hours each day?</b>	
	Yes	81%
	No	19%

Q5a	<b>What time do you normally start work?</b>	
	before 7.30am	17%
	between 7.31am and 8.00am	21%
	between 8.01am and 8.30am	23%
	between 8.31am and 9.00am	25%
	between 9.01am and 9.31am	8%
	after 9.30	6%

Q5b	<b>What time do you normally finish work?</b>	
	before 3.30pm	10%
	between 3.31pm and 4.00pm	6%
	between 4.01pm and 4.30pm	9%
	between 4.31pm and 5.00pm	20%
	between 5.01pm and 5.30pm	25%
	after 5.30pm	30%

Q6	<b>Does your journey to or from work include any additional stops (eg taking children to school or shopping)?</b>	
	Yes	29%
	No	71%

Q7	<b>Do you usually return home for lunch?</b>	
	Yes	7%
	No	93%

<b>Q8</b>	<b>If you had a bus service that met your journey to work needs would you use it instead of your car or motorcycle?</b>	
	1 (would definitely use)	14%
	2	5%
	3	9%
	4	5%
	5	9%
	6	5%
	7	5%
	8	7%
	9	4%
	10 (would definitely not use)	26%
	Don't know	10%

<b>Q9</b>	<b>Are you a...</b>	
	Male	41%
	Female	59%

<b>Q10</b>	<b>Which of the following age groups do you fall into?</b>	
	18-24	3%
	25-34	15%
	35-44	27%
	45-60	55%

<b>Q11</b>	<b>Do you have a long-standing illness or disability?</b>	
	Yes	10%
	No	90%

<b>Q12</b>	<b>To which of these groups do you consider you belong?</b>	
	White	97%
	Asian or Asian British	1%
	Any other ethnic background	1%
	Black or Black British	0%
	Mixed ethnicity	0%