

# TUTI

**The Urban Transport Institute**  
*for reliable urban transport information*



**TUTI Report 34-2004**

**Melbourne Area Travel Survey (MATS)  
Pilot Survey Procedural Results Report**



**DRAFT**

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## 1 Introduction

The Victorian Department of Infrastructure, as part of its long-term commitment to the development of sustainable transport policies and strategies, has taken a lead role in the implementation of large-scale TravelSmart programs. The objective of the Victorian TravelSmart Program is:

*To maximise sustainable travel and activity choices made by individuals, households and organisations through the utilisation of voluntary behaviour change tools.*

The Victorian TravelSmart Programs aims to achieve this objective by a combination of TravelSmart projects aimed at school, workplaces and communities.

The 2005 TravelSmart community project is designed to deliver a voluntary travel behaviour change methodology to approximately 50,000 households within the local government areas of Maribyrnong and Moonee Valley in north-western Melbourne. The objectives of the project are as follows:

- To achieve a change in travel behaviour of approximately 10% reduction in car trips and car kilometres, across the target population, without restricting personal activity, or adverse community or political reaction.
- To raise awareness of travel behaviour change, to facilitate a greater understanding of travel behaviour change, and to encourage positive attitudes towards travel behaviour change by the community, local and state government staff, and politicians.

To facilitate evaluation of the 2005 TravelSmart community project, a three-pronged monitoring program was commissioned by the Department. The evaluation project entailed:

- The conduct of a Before-and-After household travel survey of residents of Maribyrnong and Moonee Valley, before and after the implementation of the TravelSmart project
- The conduct of a Trends Analysis using data available from public transport operators and VicRoads, to identify background trends in travel behaviour and to identify any specific changes in the study areas of Maribyrnong and Moonee Valley
- The development and testing of a medium-term (1-4 years) monitoring methodology to assess the durability of the TravelSmart Community project impacts.

This report is concerned with the “Before Survey” conducted as part of the first of the above monitoring exercises. In particular, it is concerned with the procedural outcomes of the Pilot Survey conducted in August 2004 as part of the design and testing program for the Before-and-After household travel survey.

The Melbourne Area Travel Survey (MATS) is a Survey of Day-to-Day Travel conducted in the local government areas of Maribyrnong and Moonee Valley in the north-western suburbs of Melbourne in October-November 2004 (the “After Survey” will be conducted in October-November 2005). “Day-to-Day” travel includes all the everyday travel that people do as they go about their lives, such as going to and from

work, going shopping, visiting friends, going to sporting events, and even just walking the dog!

The survey was designed and conducted by The Urban Transport Institute and I-view Pty Ltd, two companies with extensive experience in such surveys throughout Australia and overseas. The survey was conducted for the Victorian Department of Infrastructure.

The survey was conducted by delivering questionnaires to selected households and having them fill in these questionnaires describing the travel they do on a specific Travel Day. Each household was also asked to provide some limited information about the people who live in that household. The completed questionnaires were then picked up from each household after their Travel Day. A week later, respondents were asked to complete a brief follow-up survey to report the total kilometres travelled by each household vehicle that week.

The Melbourne Area Travel Survey (MATS) is very similar to the North-Eastern Suburbs Travel Survey (NESTS) conducted earlier in 2004 in the local government area of Darebin, and uses four procedures in the field for the delivery and collection of survey materials. These four stages were:

- Sample Address Check and Delivery of Pre-Contact Letter
- Delivery of Questionnaire Survey Packs
- Collection of Questionnaire Survey Packs
- Delivery of Odometer Follow-Up Surveys

Prior to the conduct of the main MATS Survey in October-November 2004, a Pilot Survey was conducted for a Travel Day on Monday 30<sup>th</sup> August 2004. The purpose of this report is to describe the procedures adopted for the conduct of the Pilot Survey and to outline the procedural results obtained from the Pilot Survey.

## **2 Survey Instruments**

The MATS project was centred on the use of self-completion questionnaires, supported by a range of other data gathering techniques (such as face-to-face interviews and telephone interviews). There were four major components to the survey questionnaires; the household form, the person form, the vehicle form and the travel diary forms. These are described in detail below.

### **2.1 The Household Form**

The Household Form (see Appendix A) asks questions about:

- The number of people usually in the household
  - This includes people who may be temporarily away from the household (e.g. someone away on a holiday or business trip). If someone in the household usually lives somewhere else (e.g. a student at boarding school), then they should not be counted as members of the household, even though they may be members of the family.

- The type of dwelling
  - We ask this primarily to compare with the ABS Census, to ensure that our sample is representative of the population.
- The ownership of the dwelling
  - These questions are of specific importance to those interested in seeing how people in different dwelling ownership groups travel.
- The length of residence at the current address
  - To determine how long the household had lived at this address, as an estimate of the probability of them still living there in 12 months time
- The number of bicycles in the household
  - To determine the extent to which households have access to bicycle travel.
- The number of dogs in the household
  - To determine the extent to which dogs in a household influence people to walk more.
- A contact phone number for the household
  - This is so we can contact the household in case we need to clarify any of their answers.

## **2.2 The Person Form**

The Person Form (see Appendix B) asks questions about:

- The person's first name
  - We only ask this so that we can make sure that we can link this person to their Travel Diary. It's much easier for them to get their Person Number wrong than their name, which is why we also ask them to write their name on the front of their Travel Diary. This information is not entered into the computer files of the data.
- Their year of birth
  - A basic demographic variable that explains many differences in travel behaviour.
- Their gender
  - A basic demographic variable that explains many differences in travel behaviour.
- Their relationship to Person 1 (the oldest resident)
  - So that we can work out the structure of the household (which explains many household travel decisions)

- Their country of birth
  - To check whether people from other countries, whose first language may not be English, are less likely to respond to a written questionnaire
- Their licence holding status
  - A basic demographic variable that explains many differences in travel behaviour.
- Whether they are currently employed
  - A basic demographic variable that explains many differences in travel behaviour.
- Whether they are currently studying
  - A basic demographic variable that explains many differences in travel behaviour.
- What activities they are engaged in of not employed or studying
  - A basic demographic variable that explains many differences in travel behaviour.

### **2.3 The Vehicle Form**

The Vehicle Form (see Appendix C) asks questions about:

- Details of all registered vehicles garaged at the household
  - To understand to overall levels of car availability to the household, which greatly affects their levels of mobility, and to be able to estimate fuel consumption and air pollution emissions as a result of vehicle use.
  - The Odometer question about total kilometres travelled by each vehicle to-date is of particular importance, since a follow-up survey will be done a week later to see how far the vehicle has travelled in that week. The odometer reading (to the nearest kilometre) should be recorded on the Travel Day, but can be recorded on an adjacent day since the data and time of the recording are also recorded.

### **2.4 The Travel Diary Forms**

The Travel Diary forms (see Appendix D) have four components:

- Page 1
- The Stops pages (2-14)
- Page 15 (the income question)
- Page 16 (the comments questions)

Page 1 of the Travel Diary asks questions about:

- The identity of the person
  - We ask for their person number (from the red person form) and their name so that we can definitely link this Travel Diary to the correct person.
- The date of their Travel Day
  - The day of the week of their Travel Day is printed on the form, but we need them to tell us which date it was that they are reporting about.
- Were they were at 4.00a.m. on the Travel Day
  - We need to know were they started their day, so that we can make sense of the rest of their daily travel patterns.
- Whether they undertook any travel on the Travel Day
  - Not all people travel every day; therefore, we start by asking whether they did any travel at all.
- If so, what time did they start travelling
  - The timing of travel is important as it affects the build-up of peak periods.
- If not, why did they not travel
  - Given that about 15% of people don't travel on any given day, we want to understand the variety of reasons why people don't travel
- If they didn't travel, when did they last travel
  - This lets us know whether their "non-travel" was an infrequent or a regular occurrence.

The Stops pages (pages 2-14) are all of the same basic format. A Stop is our name for a place that someone goes to as they travel around. Each Stop page asks questions about:

- What was the nature of the Stop
  - The question asks for a description of the type of place that the person went to, if possible accompanied by the name of that place (e.g. the name of a shop)
- Where was the Stop
  - In order to calculate travel distances, and to understand the geographic spread of travel, we need to know where people went to. We do this by assigning x-y coordinates to all the places that people go to. In order to do this, we need information from which it would be possible to find the location on a map. For this purpose a full street address would be best, but realising that most people don't know the full street address of everywhere they go, we offer a variety of ways of saying where they go to.

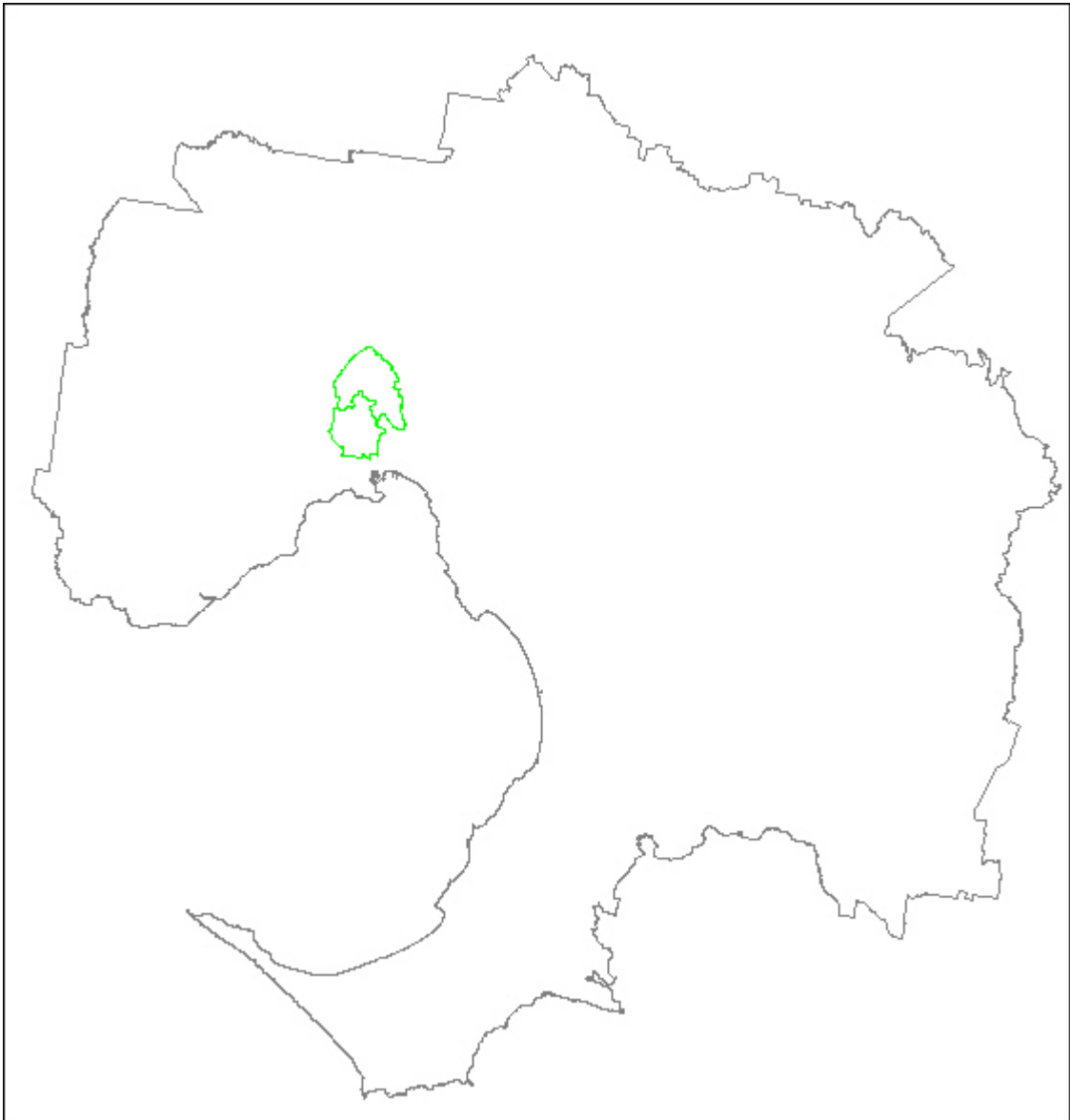
- Why they went to the Stop
  - This question gives us information on the reasons why people travel. We have provided categories for some of these reasons, but we obtain most of our information from people's responses to the "other reason" answer at the bottom of the question.
- Who (from the household) travelled with the person to the Stop
  - Since we don't ask kids under 5 to fill in Travel Diaries, this question is asked so that we can reconstruct their travel patterns for the large number of trips where they are accompanied by someone else in the household.
- How they got to the Stop
  - This is concerned with what method of transport they use to get to their Stop. In addition to a broad answer (private vehicle, walking, bicycle etc) there are some specific questions for those who use a private vehicle.
- Details of any Private Vehicle Travel
  - For those who use a private vehicle, there are a number of additional questions:
    - What type of private vehicle was used
    - Was the respondent the driver or a passenger
    - How many people, in total, were in the vehicle (including people from outside the household)
    - Whether the vehicle used was from the household and listed on the red Vehicle form (this allows us to determine how each type of vehicle is actually used)
- When they arrived at the Stop
  - We would like this information as accurately as possible (but we realise that many people round off to the nearest 5 minutes). It is essential that the a.m./p.m. bubbles are marked
- If they made more travel, when they left the Stop
  - Finally, we ask if the person made any more stops after this one, and if so when did they leave this Stop.

Page 15 contain a question about personal income. Some people are a bit sensitive about answering income questions, and so we put it at the end of the Travel Diary for two reasons. Firstly, the Travel Diary is about their personal travel patterns, so it makes sense to ask about their personal income in the same book. Secondly, having answered all the travel questions, answering one more question about income is not as much of an extra burden. The income question is exactly the same at the ABS Census question, so that we are able to compare our results with theirs. We ask about income because we know that people with different incomes travel in different ways, and income is a very important policy variable. Page 15 also asks for who actually completed the Travel Diary for each person.

Page 16 allows the respondents to tell us in their own words what they think about the transport system, and what they think about the survey. Positive and negative comments are welcomed on both topics.

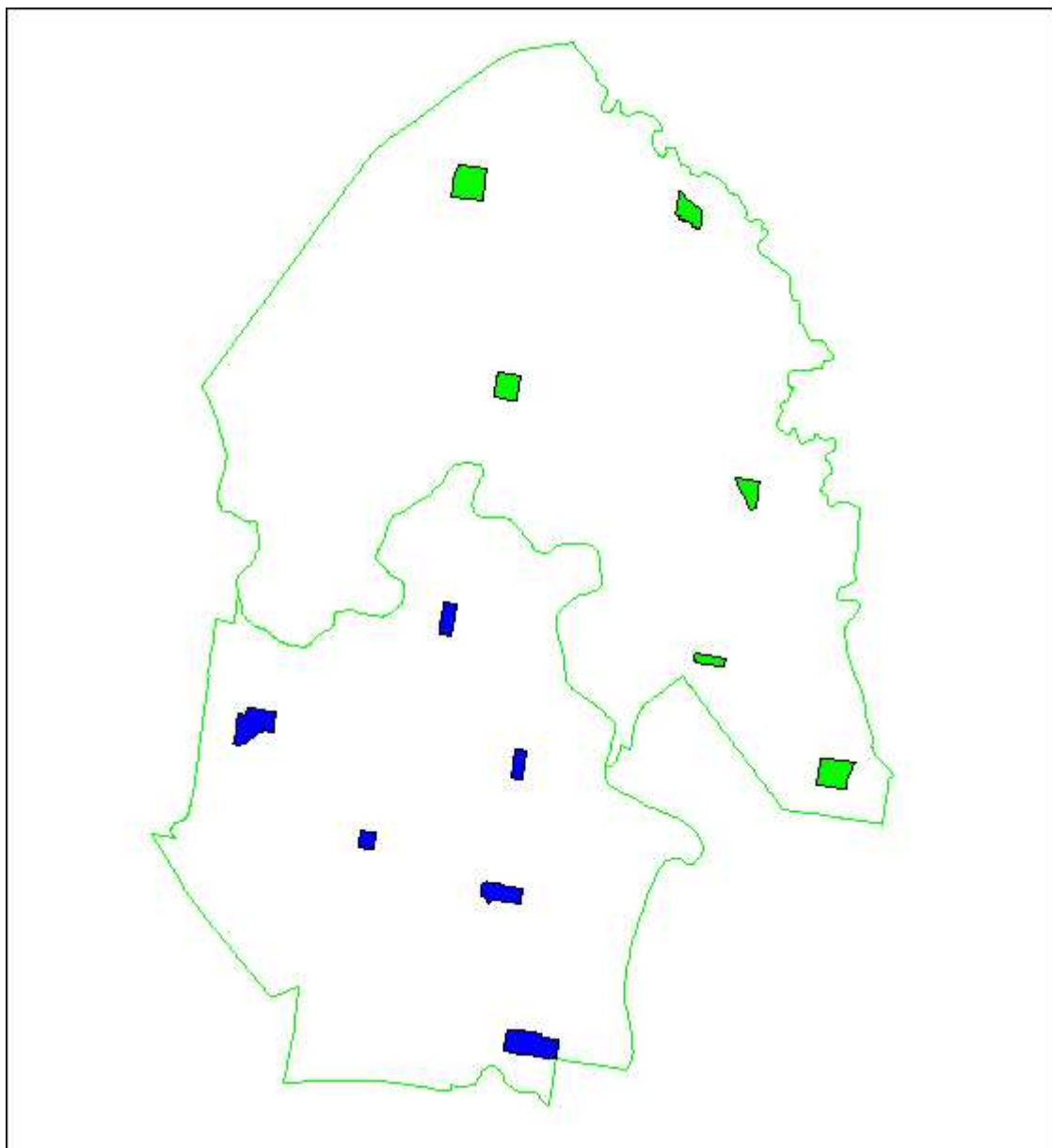
### **3 Sample Design**

The Pilot Survey was conducted for a single Travel Day of Monday 30<sup>th</sup> August 2004, in the Local Government Areas of Maribyrnong and Moonee Valley. These two LGAs are located in the inner north and western suburbs of Melbourne as shown in Figure 3.1.



**Figure 3.1 Maribyrnong and Moonee Valley LGAs**

For the Pilot Survey, it was decided to run at the same level of intensity as would occur in the Main Survey. Therefore, 12 CCDs were chosen for the conduct of the Pilot on a single Travel Day, as shown in Figure 3.2.



**Figure 3.2 Pilot Survey CCDs in Maribyrnong and Moonee Valley LGAs**

At the time of conducting the Pilot Survey, final decisions had not yet been made by the Department of Infrastructure about which parts of the two LGAs would be included in the 2005 TravelSmart project. As a result, two of the CCDs in the northern part of Moonee Valley (the top two shown in Figure 3.2) were outside the eventual boundaries adopted for the Main Survey. Nonetheless, they were fairly representative of other parts of Moonee Valley.

The sample frame adopted for the survey was the list of properties in the two LGAs on the residential rates database maintained by the respective Councils (this database was available in the form of a GIS database of property boundaries for Moonee Valley, and as a database of addresses for Maribyrnong). Within each CCD, 16 household addresses were randomly sampled from this database, together with 8 randomly sampled replacement addresses. These 24 addresses were then used in the first phase of the survey procedure as described below.

## **4 Survey Procedures**

The MATS methodology is based on a self-completion questionnaire, which is hand-delivered to, and hand-collected from, the survey households. This process is also supplemented by telephone motivational calls, telephone and postal reminders, and telephone clarification calls.

### **4.1 Pre-Contact Delivery Preparations**

This phase of the survey includes the selection of the sample from the sample frame provided by the Councils, the preparation of maps, control sheets and pre-contact letters, and the assembly of Pre-Contact Letter (PCL) packages for use by the field staff.

### **4.2 Pre-Contact Deliveries**

This phase of the survey includes finding the sampled household, checking the address, selecting a replacement household (if necessary), delivering the Pre-Contact Letter, marking the location of any households that are not already on the delivery maps, recording the outcomes on the PCL Control Sheet and return the PCL materials to the survey office.

### **4.3 Survey Pack Delivery Preparations**

This phase of the survey includes entering the data recorded on the PCL Control Sheets onto spreadsheets and then importing them into the Admin Program (see Section 5 for a brief overview of the Admin Program). Any changes and additions to the location of households on the maps provided to field staff and also recorded, and the maps amended in MapInfo. The Survey Pack Delivery (SPD) Control Sheets and cover letters are then prepared and the Survey Packs to be delivered are assembled.

### **4.4 Survey Pack Deliveries**

This phase of the survey includes re-finding the sampled household, then attempting to make contact with a member of the household (with up to three attempts to contact the household). If contact is made, the survey is explained and the Survey Pack delivered (unless a refusal is encountered). If contact is not made, then the Survey Pack is left at the household with a We-Missed-You postcard. If the Survey Pack is undeliverable (for example, because dogs prevent access to the house), then the Survey Pack is returned to the Survey Office and mailed to the household at the end of the day by the field staff. If an unconvertible refusal is encountered, the field staff member asks the person two short questions in an attempt to learn more about the non-respondents. The field staff also mark the location of any households that are still not on the delivery maps, record the outcomes on the SPD Control Sheet and return the SPD materials to the survey office.

### **4.5 Survey Pack Pickup Preparations**

This phase of the survey includes entering the data recorded on the SPD Control Sheets onto spreadsheets and then importing them into the Admin Program. This task has two main purposes; firstly, so that the call sheets for the Motivational Calls (see

below) can be prepared, and secondly, so that the Control Sheets for the Survey Pack Pickups (SPP) can be prepared.

On the evening before each household's Travel Day, those households for whom a phone number is available are phoned from the Survey Office with three objectives in mind:

- To ascertain whether the household received the Survey Pack materials
- To ask whether the household had any questions about the survey
- To remind the household that the day following the Motivational Phone Call is that household's Travel Day.

#### **4.6 Survey Pack Pickups**

This phase of the survey includes re-finding the sampled household, and checking to see whether the Survey Pack has been left out for collection. If it is not visible, an attempt is made to contact the householder to see whether the survey has been completed. Depending on the response, the survey pack is either collected or a reply-paid envelope is left for the household to return the questionnaires in the mail. Once again, if a refusal is encountered, the two non-response questions are asked. For collected Survey Packs, the field staff checks them for completeness and checks back with the household if they are found to be incomplete. The field staff record the outcomes on the SPP Control Sheet and return the SPP materials to the survey office.

#### **4.7 Survey Pack Processing**

This phase of the survey includes electronically scanning the barcodes on the red Household Forms of the collected Survey Packs to record that they have been collected, and then attaching corresponding barcode labels to the orange Travel Diaries to ensure that they remain linked to their household forms. All fully completed Survey Packs are then sent to the Nunawading office of I-view for scanning and data editing. All incomplete Survey Packs (e.g. those with missing diaries) are attempted to be made complete by means of phone calls to the households to determine why there are missing components. The data recorded on the SPP Control Sheets is input onto spreadsheets and imported into the Admin Program. Any Survey Packs returned through the mail on that day are also barcoded, and included in the packages couriered to Nunawading. Before the completed Survey packs are sent to Nunawading, selected information about household vehicles is recorded in the Admin Program to provide the base data for the odometer follow-up surveys to be conducted in the following week.

#### **4.8 Odometer Follow-up Survey and Reminders**

One week after the Travel Day, all responding households that provided valid odometer readings for their vehicles were sent a follow-up postcard survey, asking for the odometer reading of each vehicle seven days after the initial odometer reading was recorded.

One week after the Travel Day, all households that have not yet responded, and for which we have a phone number, are phoned to remind them to return their Survey Packs, or, if they have not completed the survey, to answer the two non-response

questions. Non-responding households that could not be contacted by phone are sent a mailed reminder on the following day.

#### **4.9 Questionnaire Scanning and Editing**

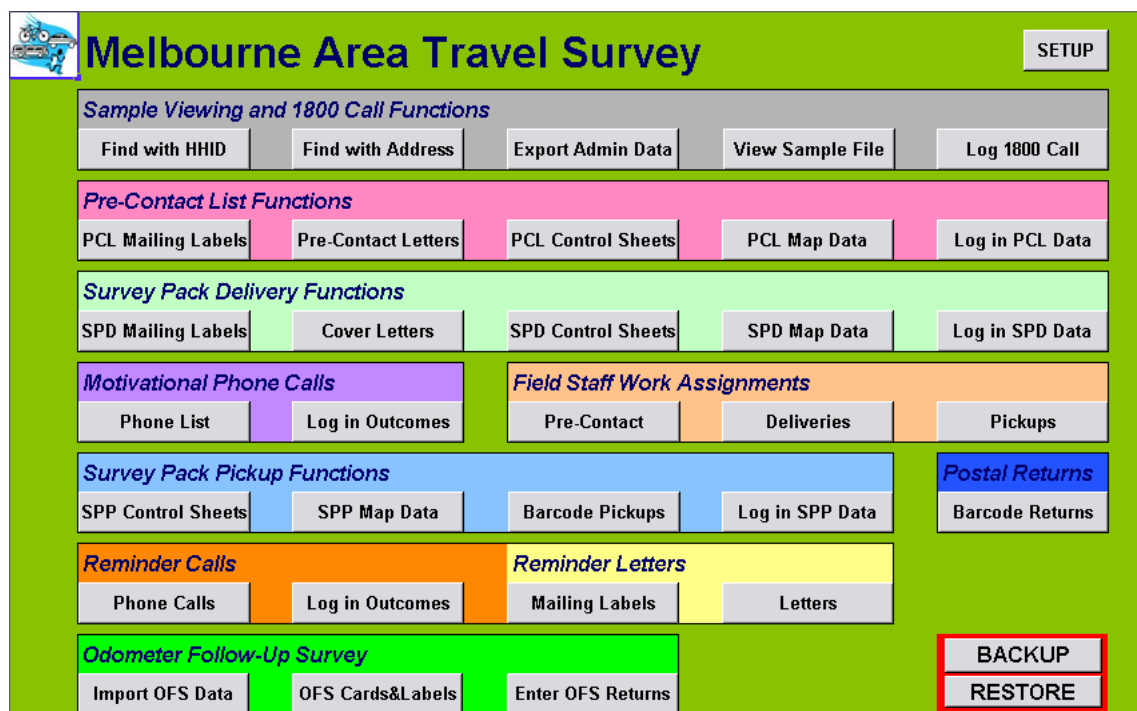
Once the completed Survey Packs arrive at the Nunawading office of I-view, the edges of the booklets are guillotined and then the individual pages of the red and orange forms are scanned. The data from this process is then sent (electronically) to workstations where data entry staff enter text data from the image clips made during the scanning process, and also remedy any problems identified during the scanning (e.g. missing answers, multiple answers etc). The data from the red and orange forms are then re-combined into households (using the barcode identifiers) and sent to other workstations where the geocoding takes place. Once the geocodes are completed, the data are transferred to an initial version of the final databases, where editing programs are run to identify any data that needs clarification (i.e. missing or inconsistent responses). The clarification questions identified during this stage are then transferred to phone interviewers who then contact the households to obtain or clarify the missing or inconsistent information. Once the data has been clarified and recombined with the original data, the data files are sent to TUTI for final editing.

#### **4.10 Final Data Editing, Analysis and Report Preparation**

The two data sets sent to TUTI are the Admin data and the Survey data. The Admin data is analysed to monitor the performance of the survey fieldwork procedures in terms of Pre-Contact Letter deliveries, Survey Pack Deliveries, Survey Pack Pickups and overall Response Rates. These analyses form the basis of the current report. The Survey data is imported into the final database formats and then checked for omissions, errors and inconsistencies. The Travel Diaries of the under-five year olds are then reconstructed from the other travel diaries, and then the Trip files are created. These data files are then summarised and will be described in a separate report.

## 5 The Admin Program

Given the complexity and the number of overlapping fieldwork activities taking place on any one day (after the initial ramp-up period), it was essential to automate as many of the procedures as possible for the main survey. To this end, an Admin Program was written (in Excel using VBA macros) to facilitate the production of fieldwork materials and the collection of fieldwork data. A screenshot of the main Control Panel worksheet of the program is shown in Figure 5.1.



**Figure 5.1 The Admin Program Control Panel**

While the operation of the Admin Program is described in more detail in a separate report, an overview of the main functions is provided below.

### *Setup*

- **Setup** – this routine customises the generic program for the specific survey, enabling changes in sample size, survey timing and screen appearance

### *Sample Viewing and 1800 Call Functions*

- **Find with HHID** – this routine finds the details of a sampled household given its ID number
- **Find with Address** – this routine finds the details of a sampled household given its address
- **Export Admin Data** – this routine exports a weekly Admin file, to serve as the basis for the travel survey data entry files
- **View Sample File** – this routine allows the user to view, but not modify, the complete file of all sampled households with whom contact is attempted

- **Log 1800 Call** – this routine enables the details of all 1800 calls to be logged into the database

***Pre-Contact List Functions***

- **PCL Mailing Labels** – this routine produces the mailing labels to be used on the Pre-Contact Letter (PCL) envelopes
- **Pre-Contact Letters** – this routine produces the Pre-Contact Letters, with individual salutations and dates
- **PCL Control Sheets** – this routine produces the PCL Control Sheets that will be used by fieldwork staff in the field. It also produces PCL Input spreadsheets that will later be used for the entry of data recorded on the Control Sheets
- **PCL Map Data** – this routine produces a list of household addresses and geocodes which will be used to produce the maps to be used by fieldwork staff in the field to locate the sampled households
- **Log in PCL Data** – this routine imports the PCL Input spreadsheets into which the data from the PCL Control Sheets have been entered

***Survey Pack Delivery Functions***

- **SPD Mailing Labels** – this routine produces the mailing labels to be used on the Survey Packs to be delivered to households
- **Cover Letters** – this routine produces the Cover letter, with individual salutations and dates
- **SPD Control Sheets** – this routine produces the SPD Control Sheets that will be used by fieldwork staff in the field. It also produces SPD Input spreadsheets that will later be used for the entry of data recorded on the Control Sheets
- **SPD Map Data** – this routine produces a list of household addresses and geocodes which will be used to produce the maps to be used by fieldwork staff in the field to locate the sampled households
- **Log in SPD Data** – this routine imports the SPD Input spreadsheets into which the data from the SPD Control Sheets have been entered

***Motivational Call Functions***

- **Phone List** – this routine produces the lists of phone numbers to be used each night to make the Motivational Calls (MC), with space to record the outcome of the calls. It also produces Input spreadsheets that will later be used for the entry of data recorded on the MC Phone Lists
- **Log in Outcomes** – this routine imports the MC Input spreadsheets into which the data from the MC Phone Lists have been entered

***Field Staff Work Assignments***

- **Pre-Contact** – this routine records the field staff assigned to Pre-Contact Letter deliveries each week in each region
- **Deliveries** – this routine records the field staff assigned to Survey Pack deliveries each week in each region

- **Pickups** – this routine records the field staff assigned to Survey Pack pickups each week in each region

***Survey Pack Pickup Functions***

- **SPP Control Sheets** – this routine produces the SPP Control Sheets that will be used by fieldwork staff in the field. It also produces SPP Input spreadsheets that will later be used for the entry of data recorded on the Control Sheets
- **SPP Map Data** – this routine produces a list of household addresses and geocodes which will be used to produce the maps to be used by fieldwork staff in the field to locate the sampled households
- **Barcode Pickups** – this routine records the scanning of barcodes on Survey Packs collected in the field, and records them as received in the database
- **Log in SPP Data** – this routine imports the SPP Input spreadsheets into which the data from the SPP Control Sheets have been entered

***Reminder Functions***

- **Phone Calls** – this routine produces the lists of phone numbers to be used each Wednesday night to make the Reminder Calls (RC), with space to record the outcome of the calls. It also produces Input spreadsheets that will later be used for the entry of data recorded on the RC Phone Lists
- **Log in Outcomes** – this routine imports the RC Input spreadsheets into which the data from the RC Phone List have been entered
- **Mailing Labels** – this routine produces the mailing labels to be used on the Reminder Letter envelopes
- **Letters** – this routine produces the Reminder Letters, with individual salutations and dates

***Postal Return Functions***

- **Barcode Returns** – this routine records the scanning of barcodes on Survey Packs returned in the mail, and records them as received in the database

***Odometer Follow-Up Survey Functions***

- **Import OFS Data** – this routine imports a spreadsheet in which the details of household vehicles have been recorded
- **OFS Cards and Labels** – this routine produces the postcard questionnaires and the labels for the OFS envelopes
- **Enter OFS Returns** – this routine enters the data obtained from returns of the OFS

***Backup and Restore***

- **Backup** – this routine makes a backup copy of the data currently in the Admin Program databases (the data is also retained in the Admin Program itself) and labels it with the date of the backup
- **Restore** – this routine restores a copy of a backup file previously created by the Admin Program. The file to be restored can be specified by the user.

## 6 Pre-Contact Letter Results

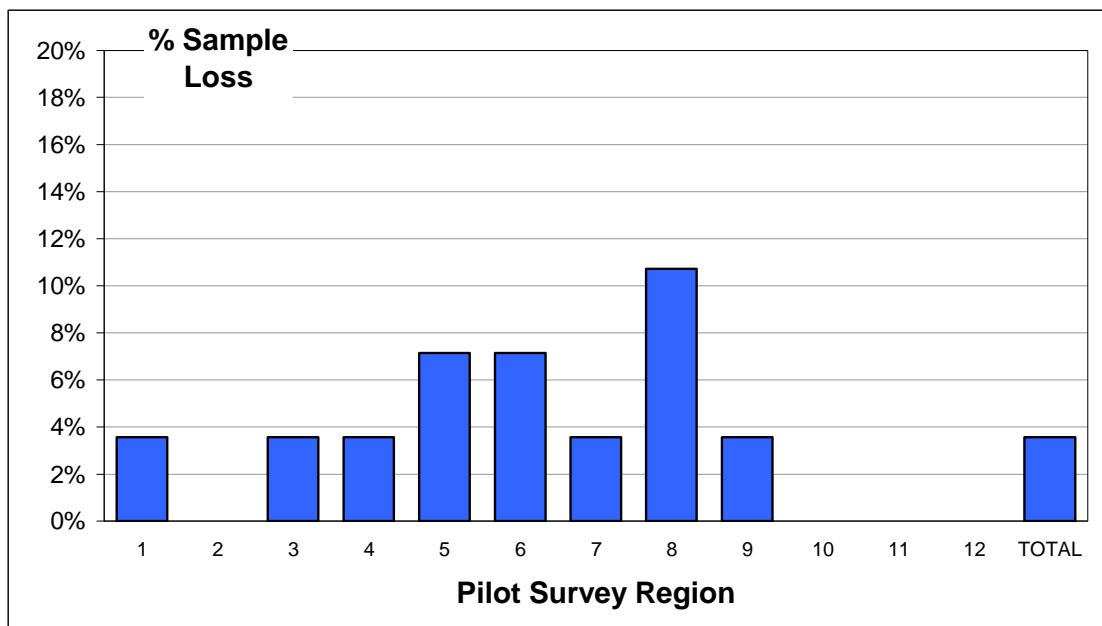
Five days before each Travel Day, field staff check the validity of the sampled addresses in the field, and deliver Pre-Contact Letters (PCL) to each of the 16 valid households in each CCD.

### 6.1 Status of Addresses

Once the addresses have been found, they are checked to see whether they are in scope for the survey (i.e. whether they are the valid address of a private residential household). As shown in Table 6.1 and Figure 6.1, the quality of the address list is reasonably good, with 3.6% of all addresses being identified as sample loss (i.e. invalid residential addresses) at this stage of the survey. The main reasons identified at this stage are that the address is vacant land or not a residential address. This is because there are some properties in the Residential Rates database that are not residential properties (e.g. ambulance stations, fire stations, Telstra properties and other “public service” properties which are charged residential, rather than commercial, rates). There are also a number of vacant residential properties identified at this stage, although more are identified later in the process.

**Table 6.1 Status of Addresses in Both LGAs**

Status of Address	Moonee Valley	Maribyrnong
Not Sample Loss	96%	97%
No such address	0.6%	
Vacant Land	0.6%	1.8%
Vacant Premises	0.6%	0.6%
Non-residential	1.2%	0.6%
Other reason	1.2%	
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>
% Sample Loss	4.2%	3.0%



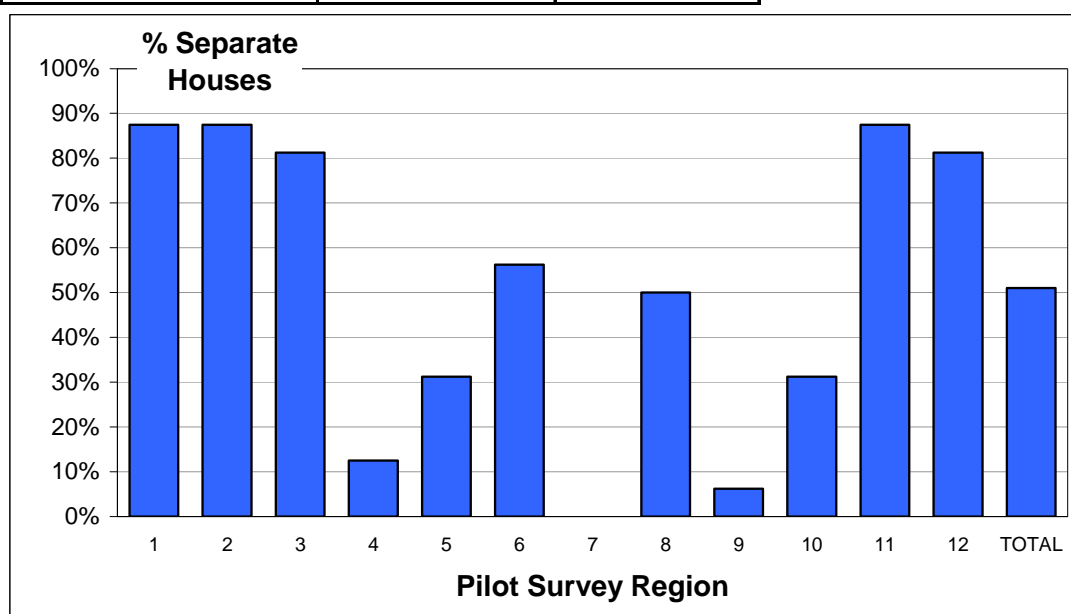
**Figure 6.1 Status of Checked Addresses**

## 6.2 Type of Dwelling

The type of dwelling is recorded by the field staff, based on observation. As expected, the majority of residences are Separate Houses. As shown in Table 6.2 and Figure 6.2, however, the exact proportion varies by region, depending on the specific CCDs chosen. It can be seen that Maribyrnong contained a lower proportion of separate houses. This measure is a good measure of likely response rate, since many previous studies have shown that response rate is positively correlated with the proportion of separate houses in an area.

**Table 6.2 Dwelling Types in Both LGAs**

Dwelling Type	Moonee Valley	Maribyrnong
Separate House	59%	43%
Terrace/Townhouse	16%	36%
Flat/Apartment	23%	21%
Other	2%	
TOTAL	100%	100%



**Figure 6.2 Type of Dwelling**

## 7 Survey Pack Delivery Results

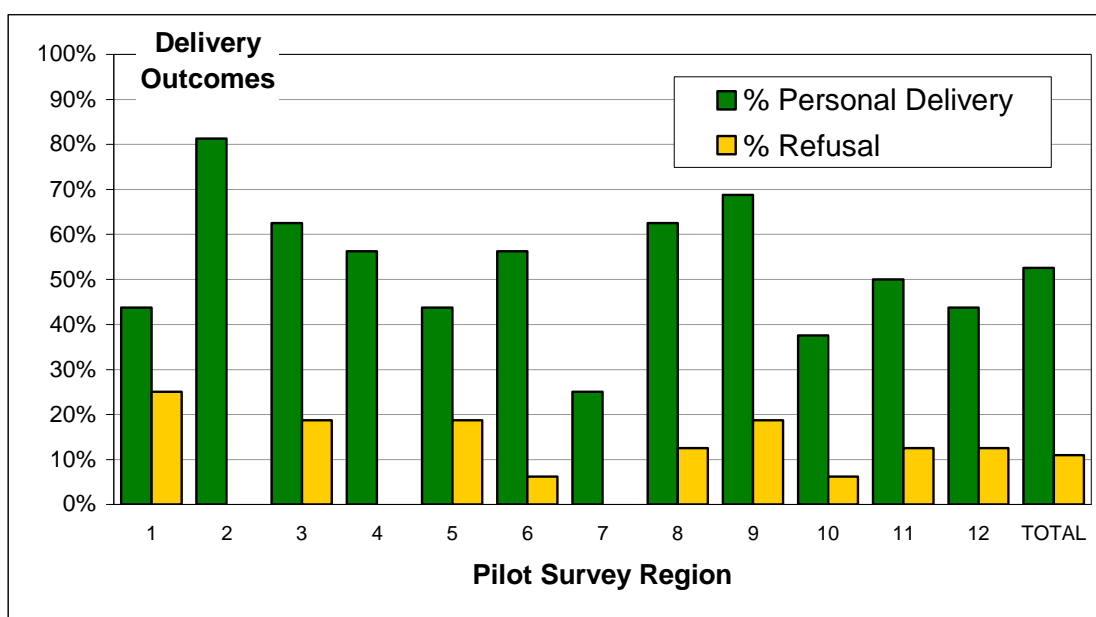
Two days before each Travel Day, field staff attempt to deliver the Survey Packs to those households previously identified as being valid household addresses.

### 7.1 Type of Survey Pack Delivery

The method of delivery of the Survey Packs is shown in Table 7.1 and Figure 7.1. It can be seen that a majority (about 53%) are in fact delivered personally to a member of the household. Another 32% are left at the household with a postcard attached, while about 11% are refused by households at this stage. A total of 64% of households are contacted personally (including refusals). A small number of addresses (about 4%) are also found to be Sample Loss at this stage (mostly households that are clearly unoccupied, either visibly or via advice from neighbours).

**Table 7.1 Delivery Methods in Both LGAs**

Delivery Method	Moonee Valley	Maribyrnong	TOTAL
Personally	55	46	101
Left at Household	30	32	62
Refusal	11	10	21
Not Delivered - Sample Loss	0	8	8
Not Delivered - Mailed	0	0	0
<b>TOTAL</b>	<b>96</b>	<b>96</b>	<b>192</b>
<b>% Personal Delivery</b>	<b>57%</b>	<b>48%</b>	<b>53%</b>
<b>% Personal Contact</b>	<b>69%</b>	<b>58%</b>	<b>64%</b>
<b>% Refusal</b>	<b>11%</b>	<b>10%</b>	<b>11%</b>



**Figure 7.1 Type of Survey Pack Delivery**

The success in making personal deliveries to households is a function of the type of dwelling. As shown in Table 7.2, it was possible to make personal deliveries to 56% of separate houses, but only to 49% of flats and apartments.

**Table 7.2 Delivery Method by Dwelling Type**

Delivery Method	Dwelling Type	
	Separate House	Flat, Apartment
Personally	56%	49%
Left at Household	25%	40%
Refusal	13%	9%
Not Delivered - Sample Loss	6%	2%
Not Delivered - Mailed	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

As will be seen later, a high proportion of personal deliveries is important, since it is a major determinant of the overall response rate to the survey.

## 7.2 Number of Delivery Attempts

One of the reasons why a high proportion of deliveries are made in person is that up to three attempts are made to contact the household in person. As shown in Table 7.3, about 51% of households receive only one visit (because that is all that is needed) while about 28% of households receive all three visits, with the average household receiving about 1.8 visits.

**Table 7.3 Number of Survey Pack Delivery Attempts**

Number of Delivery Attempts	Moonee Valley	Maribyrnong	TOTAL
0	0%	0%	0%
1	50%	52%	51%
2	14%	29%	21%
3	36%	19%	28%
TOTAL	100%	100%	100%
<b>Average Delivery Attempts</b>	1.9	1.7	1.8

However, the number of delivery attempts varies with different outcomes. When a successful personal contact is made with a member of the household, as shown in Table 7.4, 67% of these contacts occur on the first visit and only 9% on the third visit, with an average number of visits of about 1.4.

**Table 7.4 Number of Survey Pack Delivery Attempts before Successful Contact with Member of Household**

Number of Delivery Attempts	Moonee Valley	Maribyrnong	TOTAL
0	0%	0%	0%
1	71%	63%	67%
2	18%	30%	24%
3	11%	7%	9%
TOTAL	100%	100%	100%
<b>Average Delivery Attempts</b>	1.4	1.4	1.4

On the other hand, when the Survey Pack is left at the household, the majority of these (71%) occur on the third visit, as shown in Table 7.5.

**Table 7.5 Number of Survey Pack Delivery Attempts before leaving Survey Pack at Household**

Number of Delivery Attempts	Moonee Valley	Maribyrnong	TOTAL
0	0%	0%	0%
1	3%	16%	10%
2	0%	38%	19%
3	97%	47%	71%
TOTAL	100%	100%	100%
<b>Average Delivery Attempts</b>	2.9	2.3	2.6

Refusals, however, are more likely to occur on the first or second visit, as shown in Table 7.6.

**Table 7.6 Number of Survey Pack Delivery Attempts before Refusal by Member of Household**

Number of Delivery Attempts	Moonee Valley	Maribyrnong	TOTAL
0	0%	0%	0%
1	73%	80%	76%
2	27%	20%	24%
3	0%	0%	0%
TOTAL	100%	100%	100%
<b>Average Delivery Attempts</b>	1.3	1.2	1.2

### 7.3 Provision of Phone Number

When a member of the household is successfully contacted, they are asked for a contact phone number in case we need to contact them during the survey. As shown in Table 7.7, the majority of households (about 94%) are willing to provide a contact number when asked. Less than 10% of households refuse to provide a number, and most of these have already refused to participate in the survey anyway. However, a proportion of households are never contacted personally while some who are contacted are not asked for a number (either because the interviewer forgets to ask the question or because they judge that asking the question may be detrimental to the survey where a respondent is judged to be wavering between accepting or refusing the questionnaire and asking for a phone number may push them into becoming a refusal). As a result, contact numbers are obtained for only 72% of all households.

**Table 7.7 Provision of Phone Numbers by Respondents**

Respondent Phone Number	Moonee Valley	Maribyrnong	TOTAL
Provided	67	72	139
No Phone	1	0	1
Silent Number	1	1	2
Refused	3	3	6
No Contact	17	3	20
Not Asked	7	17	24
TOTAL	96	96	192
<b>% Provided</b>	70%	75%	72%
<b>% Provided when Asked</b>	93%	95%	94%

### 7.4 Characteristics of Refusals at Delivery

If a household refuses at the delivery stage to participate in the survey, they are immediately asked two questions “for quality control purposes”. These questions are:

- The number of people in the household
- The number of vehicles in the household

The purpose of these questions is to get some idea of whether non-respondents are systematically different to respondents to the survey. The results of these “non-response” questions for those who refused at the delivery stage are shown in Tables 7.8 and 7.9.

It can be seen that, on average, about 71% of refusals are willing to answer the non-response questions when asked immediately after they refuse to participate in the main survey. The average household size is about 2.3, which is slightly smaller than the

average household size in the two LGAs of about 2.5 (ABS Census 2001). The average cars per household is about 1.1, which is also less than the LGA average of 1.4. Thus, it appears that smaller, less mobile, households are more likely to refuse at the delivery stage of the survey.

**Table 7.7 Household Size of Refusals at Delivery Stage**

Refusal Household Size	Moonee Valley	Maribyrnong	TOTAL
0	0	0	0
1	3	2	5
2	2	2	4
3	3	0	3
4	0	2	2
5	0	1	1
6	0	0	0
Not Known	3	3	6
<b>TOTAL</b>	<b>11</b>	<b>10</b>	<b>21</b>
<b>% Answering</b>	<b>73%</b>	<b>70%</b>	<b>71%</b>
<b>Ave. HH Size</b>	<b>2.0</b>	<b>2.7</b>	<b>2.3</b>

**Table 7.8 Number of Household Vehicles for Refusals at Delivery Stage**

Refusal Number of Vehicles	Moonee Valley	Maribyrnong	TOTAL
0	3	3	6
1	3	1	4
2	1	1	2
3	1	0	1
4	0	0	0
5	0	1	1
6	0	0	0
Not Known	3	4	7
<b>TOTAL</b>	<b>11</b>	<b>10</b>	<b>21</b>
<b>% Answering</b>	<b>73%</b>	<b>60%</b>	<b>67%</b>
<b>Ave. HH Size</b>	<b>1.0</b>	<b>1.3</b>	<b>1.1</b>

## 8 Motivational Call Results

On the evening before each of the Travel Days, Motivational Phone Calls were placed to each household, where possible. The outcomes of the Motivational Calls are shown in Tables 8.1 through 8.5. Across all households, Table 8.1 shows that 63% were called in the Pilot Survey. Since not all calls placed were successful in making contact, however, an average of only 22% of households were personally contacted. The vast majority of these calls were well received, even though some households took this opportunity to refuse to participate in the survey.

**Table 8.1 Outcomes of Motivational Calls**

Motivational Call Outcome	Moonee Valley	Maribyrnong	TOTAL
Not Called	29	42	71
Successful Contact	29	13	42
Answering Machine	4	7	11
Refusal	1	1	2
No Contact Made	33	33	66
<b>TOTAL</b>	<b>96</b>	<b>96</b>	<b>192</b>
<b>% Called</b>	<b>70%</b>	<b>56%</b>	<b>63%</b>
<b>% Personally Contacted</b>	<b>30%</b>	<b>14%</b>	<b>22%</b>

The success in placing the Motivational Calls depended on whether the household had been personally contacted at the Survey Pack Delivery (SPD) stage. Of those households who were personally contacted at the delivery stage, most of these (about 90%) had a phone number available, either from the reverse White Pages or from the phone number they provided when contacted. On the other hand, for those households not personally contacted, only about 50% of these had a phone number available from the reverse White Pages. As a result, as shown in tables 8.2 and 8.3, about 91% of households already personally contacted were phoned, while only about 47% of households not personally contacted were phoned. This is unfortunate, since it is the households not yet personally contacted who would be the best targets for the Motivational Calls as a means of increasing response rates. This is compounded by the fact that of those households already contacted who are phoned, about 45% of them are personally reached with the phone call, whereas of those households not already contacted who are phoned, only about 10% of them are personally reached with the phone call. This was probably a reflection of the different reliability of the phone numbers personally provided or obtained through the White Pages. It is also related to the fact that personal deliveries were more likely to have been made to separate houses, which have higher numbers of residents than flats and apartments and hence there is more likely to be someone at home to answer the Motivational Call.

In addition, while less than 1% of households who had already been personally contacted refused over the phone, about 3% of households who had not been personally contacted refused by phone. This is probably because those already personally contacted have already had a chance to refuse, while for those not personally contacted this is their first chance to refuse.

**Table 8.2 Outcomes of Motivational Calls for those Personally Contacted**

Motivational Call Outcome	Moonee Valley	Maribyrnong	TOTAL
Not Called	5	4	9
Successful Contact	26	13	39
Answering Machine	2	5	7
Refusal	0	1	1
No Contact Made	22	23	45
<b>TOTAL</b>	<b>55</b>	<b>46</b>	<b>101</b>
<b>% Called</b>	<b>91%</b>	<b>91%</b>	<b>91%</b>
<b>% Personally Contacted</b>	<b>47%</b>	<b>28%</b>	<b>39%</b>

**Table 8.3 Outcomes of Motivational Calls for those Not Personally Contacted**

Motivational Call Outcome	Moonee Valley	Maribyrnong	TOTAL
Not Called	13	20	33
Successful Contact	3	0	3
Answering Machine	2	2	4
Refusal	1	0	1
No Contact Made	11	10	21
<b>TOTAL</b>	<b>30</b>	<b>32</b>	<b>62</b>
<b>% Called</b>	<b>57%</b>	<b>38%</b>	<b>47%</b>
<b>% Personally Contacted</b>	<b>10%</b>	<b>0%</b>	<b>5%</b>

## 9 Survey Pack Pickup Results

On the day after each of the Travel Days, field staff visited the households to collect completed Survey Packs.

### 9.1 Type of Survey Pack Pickup

The type of pickup procedure undertaken in each of the survey LGAs is shown in Table 9.1.

**Table 9.1 Type of Survey Pack Pickups**

Pickup Method	Moonee Valley	Maribyrnong	TOTAL
From householder	16	10	26
From doorstep etc	30	12	42
Refusal-personally	2	1	3
Blank forms left on doorstep	4	7	11
R-P envelope left with householder	9	14	23
No contact-left a R-P envelope	20	28	48
Other (write in Comments)	2	3	5
No Collection Attempted	11	19	30
<b>TOTAL</b>	<b>94</b>	<b>94</b>	<b>188</b>
% Collected from Respondent	17%	11%	14%
% Collected from Doorstep	32%	13%	22%
% Collected on Day	49%	23%	36%

It can be seen that Survey Packs were picked up from households on approximately 36% of occasions, with more completed Survey Packs being collected from doorsteps and other places where the householder had left them (22%) than were collected personally from householders (14%). On about 7% of occasions, a refusal was encountered either personally (2%) or via uncompleted Survey Packs being left out for collection (5%).

On about 38% of occasions, a reply-paid envelope was left with or at the household for the Survey Pack to be returned in the mail. The Reply-Paid Envelope was returned with a completed questionnaire on about 14% of occasions.

## 10 Reminder Results

One week after each Travel Day, households that had not yet responded and for whom a phone number was available were phoned to ask whether they have completed the survey. If they have, they are reminded to send it back in the mail. If they have not completed the survey, they were asked the two non-response questions. For those

households for whom a phone number was not available, or those who were not contactable by phone, a Reminder Letter was mailed out on the following day.

The incidence of the various types of reminders is shown in Table 10.1. About 42% of all households received reminders, with the remaining households not needing reminders because they had already responded or refused. About 43% of reminders were done by phone. These reminders were done by the same person who did the Motivational Calls.

**Table 10.1 Incidence and Types of Reminders**

Reminder Method	Moonee Valley	Maribyrnong	TOTAL
No Reminder	62	50	112
Phone Reminder	15	19	34
Postal Reminder	19	27	46
TOTAL	96	96	192
% Reminded	35%	48%	42%
% Reminders by Phone	44%	41%	43%

## 11 Response Rate Results

This section of the report describes the overall responses rates obtained, and the responses rates within various sub-groups of the sampled household, such as region, day of week, delivery method and placement of Motivational Call.

### 11.1 Overall Response Rates

The overall response rates achieved in the Pilot Survey are shown in Table 11.1.

**Table 11.1 Overall Response Rates by Week**

Response Category	Moonee Valley	Maribyrnong	TOTAL
Responses	50	26	76
Sample Loss	3	11	14
Refusals	20	24	44
Non-Responses	23	35	58
TOTAL	96	96	192
Response Rate	54%	31%	43%
% Collected from Respondent	17%	12%	15%
% Collected from Doorstep	31%	13%	22%
% Mailed Back	5%	6%	6%
% of RPE Returned	17%	12%	14%

It can be seen that the overall response rate was 43%. Response rates were significantly higher in Moonee Valley (54%) than in Maribyrnong (31%). The main reason for this difference in response rate was the inability to make personal contact with the respondents in Maribyrnong, probably due to the lower proportion of separate houses in Maribyrnong.

### 11.2 Types of Response

The detailed response breakdown is shown in Table 11.2.

**Table 11.2 Detailed Response Types by Week**

RespCode	Moonee Valley	Maribyrnong	TOTAL
Address not checked	0	0	0
Not yet Sent	0	0	0
Collected from person	16	10	26
Collected from doorstep	29	11	40
Mailed back	5	5	10
Other valid response	0	0	0
No such address	0	0	0
Vacant land	0	0	0
Vacant premises	3	11	14
Non-residential	0	0	0
Other sample loss	0	0	0
Refusal on delivery	11	10	21
Refusal on pickup	2	1	3
Blank forms at collection	3	7	10
Blank forms via mail	2	3	5
Refusal via phone	0	0	0
Refusal via mail	0	0	0
Motivational Call refusal	1	1	2
Reminder Call refusal	1	2	3
Reminder Call non-completion	1	1	2
Reminder Mailing refusal	0	0	0
Reminder Mailing non-completion	0	0	0
Other refusal	0	0	0
Partial response	0	0	0
No response yet	22	34	56
TOTAL	96	96	192
Total Responses	50	26	76

The detailed responses shown in Table 11.2 indicate that the majority of completed questionnaires are picked up from households on the collection day (37%), with about 6% coming back via the mail. A higher proportion of personal refusals occur at delivery (11%) than on pickup (2%), although there are another 5% of refusals occurring at pickup via blank forms being left out for collection. A small number of refusals occur via the Motivational or Reminder Calls. Finally, about 29% of non-responses occur from simply receiving nothing back at any stage. Finally, even though the addresses have been screened at the Pre-Contact Letter delivery stage, there are still some addresses which later turn out to be Sample Loss when it is discovered that the house at that address is permanently or temporarily unoccupied or otherwise out-of-scope (7%).

### 11.3 Response Rates by Dwelling Type

In the previous surveys such as the South-East Queensland Travel Survey (SEQTS) and the North-Eastern Suburbs Travel Survey (NESTS), it was found that response rates were higher for separate houses and townhouses than for flat or apartments. This same finding is shown in Table 11.4 for MATS, with a 43% response rate for separate houses and townhouses and a 37% response rate for flats and apartments.

**Table 11.4 Response Rates by Type of Delivery**

Dwelling Type	Moonee Valley	Maribyrnong	TOTAL
Separate House	54%	33%	46%
Townhouse	57%	32%	40%
Flat/Apartment	50%	22%	37%

### 11.4 Response Rates by Type of Delivery

In the previous surveys such as SEQTS and NESTS, it was also found that response rates were higher for households where the Survey Pack was personally delivered than for households where the Survey Pack was simply left at the household. This same finding is shown in Table 11.4 for MATS, with a 66% response rate for personal contact at delivery (including those who refused the survey at this personal contact) and an 18% response rate for no personal contact at delivery. Unfortunately, only about 53% of households have personal contact at delivery, and it is therefore important for this proportion of personal contact at delivery to be increased in the main survey if overall response rates are to be increased.

**Table 11.4 Response Rates by Type of Delivery**

Response Code	Delivery Method	
	Personal	Non-Personal
Respondent	66	10
Sample Loss	1	5
Non-respondent	34	47
TOTAL	101	62
Response Rate	66%	18%

### 11.5 Response Rates by Motivational Call

Given the apparent importance of personal contact, the other option for personal contact is via the Motivational Call. As shown in Table 11.5, those households where a Motivational Call was attempted had a 60% response rate, while those households where no Motivational Call was attempted had only a 10% response rate. Among those households where a Motivational Call was attempted, those where personal contact was made had a 81% response rate, those where an answering machine message was left had 45% response rate, while those where no contact was made had a 48% response rate. It would therefore appear, inter alia, that the Motivational Calls were successful in increasing response rates.

**Table 11.5 Response Rates by Placement of Motivational Call**

Response Code	Motivational Call Outcome				TOTAL
	Not Placed	Contact Made	Answering Machine	No Contact Made	
Respondent	6	34	5	31	76
Sample Loss	12	0	0	2	14
Non-respondent	53	8	6	33	100
TOTAL	71	42	11	66	190
Response Rate	10%	81%	45%	48%	43%

**11.6 Response Rates by Delivery Type and Motivational Call Outcome**

A full understanding of the effect of the Motivational Calls is, however, not possible without a more detailed breakdown of the results, because of the interaction between several factors. Firstly, some of the households where a Motivational Call was not attempted could not have had a call because no phone number was available. Secondly, the availability of a phone number will depend on whether personal contact has already been made at the delivery stage (where respondents were specifically asked for a contact phone number). A more detailed description of the effect of the Motivational Call is shown in Table 11.6.

**Table 11.6 Response Rates by Delivery Method and Motivational Calls**

Response Code	Survey Pack Delivery Method				TOTAL
	Personal		Non-Personal		
	Motivational Call		Motivational Call		
	Placed	Not Placed	Placed	Not Placed	
Respondent	63	3	7	3	76
Sample Loss	1	0	1	4	14
Non-respondent	28	6	21	26	100
TOTAL	92	9	29	33	190
Response Rate	69%	33%	25%	10%	43%

While Table 11.5 had suggested a large difference in responses rates between households which received Motivational calls and those that did not receive them, Table 11.6 shows that most of this difference in response rates is due to the method of delivery of the Survey Packs. For example, for these households where contact was made in the delivery process, the response rate is generally higher than when personal contact was not made. For both groups of households, the placement of the Motivational Call further increases the response rate (from 33% to 69% for those who were personally contacted and from 10% to 25% for those not personally contacted). It therefore appears that the major difference in response rate is due to the delivery method, and that the Motivational Call has a secondary effect, which is equally effective for households which have and have not been contacted personally in the delivery stage.

APPENDIX A – Household Form

# A Survey of Day-to-Day Travel

Conducted for the Department of Infrastructure by The Urban Transport Institute

In Confidence

**Read this First**

1. Please fill in this Household Form first,
2. Then...fill in the inside of this form for every person who usually lives here,
3. Then...fill in details about household vehicles on the back page of this form,
4. Then...each person aged 5 or more should fill in an orange booklet for the Travel Day.

**INSTRUCTIONS:**

- Use a blue / black pen or 2B pencil. Do not use red or felt tip pen. • Please mark like this only:
- If you make a mistake in pencil, please erase fully. If in pen, cross out the incorrect answer like this:
- Some questions require you to write your answer in the boxes provided. Please write neatly, using capital letters. For example:

## Household Form

A household is:

- all people who usually live at this address
- a household can be just one person

**Your Travel Day is:**

**Now start here:**

How many people **usually live** in the household, including yourself?

---

In what **type of dwelling** does this household live?

Separate house       Townhouse/terrace house   
 Flat or apartment       Other (please write in)

---

Is this dwelling **owned or rented** by any member of this household?

Fully Owned       Being Purchased       Being Rented   
 Occupied Rent-Free       Other (please write in)

---

How long has this household lived **at this address**?      Years       Months

---

How many **bicycles** (in working condition) are in this household?

---

How many **dogs** are owned by this household?

---

Can you please provide a **contact phone number** for your household, in case we need to contact you to confirm or clarify some of your answers

Please turn the page - and provide details of people in your household

© NCS Pearson 139256 00 01 02 03 04 05

APPENDIX B – Person Form

Page 1 of Person Form

<h2 style="text-align: center;">Person Form</h2> <p style="text-align: center;">Please fill in for everyone who usually lives at this address, even if they are away on the Travel Day</p>			
	OLDEST PERSON	Second person	Third person
<b>Person Number</b> Please record the Oldest Person as Person 1	<b>1</b>	<b>2</b>	<b>3</b>
Year of Birth	<input type="text"/>	<input type="text"/>	<input type="text"/>
Gender	Male <input type="checkbox"/> Female <input type="checkbox"/>	Male <input type="checkbox"/> Female <input type="checkbox"/>	Male <input type="checkbox"/> Female <input type="checkbox"/>
Relationship to Person 1		Spouse/Partner of person 1 <input type="checkbox"/> Child/Stepchild of person 1 <input type="checkbox"/> Brother/Sister of person 1 <input type="checkbox"/> Grandchild of person 1 <input type="checkbox"/> Other relative of person 1 <input type="checkbox"/> Unrelated to person 1 <input type="checkbox"/> Other (please write in) <input type="text"/>	Spouse/Partner of person 1 <input type="checkbox"/> Child/Stepchild of person 1 <input type="checkbox"/> Brother/Sister of person 1 <input type="checkbox"/> Grandchild of person 1 <input type="checkbox"/> Other relative of person 1 <input type="checkbox"/> Unrelated to person 1 <input type="checkbox"/> Other (please write in) <input type="text"/>
Country of Birth	Australia <input type="checkbox"/> Elsewhere (please write in) <input type="text"/>	Australia <input type="checkbox"/> Elsewhere (please write in) <input type="text"/>	Australia <input type="checkbox"/> Elsewhere (please write in) <input type="text"/>
<b>Driver's Licence</b>  Does this person have a licence to drive a vehicle or ride a motorcycle? (Mark as many as apply)	<b>Car Licence</b> -full licence <input type="checkbox"/> -probationary licence <input type="checkbox"/> -learner's permit <input type="checkbox"/> <b>Motorcycle Licence</b> <input type="checkbox"/> <b>Other Licence</b> <input type="checkbox"/> <b>No Licence</b> -by choice <input type="checkbox"/> -other reason <input type="checkbox"/>	<b>Car Licence</b> -full licence <input type="checkbox"/> -probationary licence <input type="checkbox"/> -learner's permit <input type="checkbox"/> <b>Motorcycle Licence</b> <input type="checkbox"/> <b>Other Licence</b> <input type="checkbox"/> <b>No Licence</b> -by choice <input type="checkbox"/> -other reason <input type="checkbox"/>	<b>Car Licence</b> -full licence <input type="checkbox"/> -probationary licence <input type="checkbox"/> -learner's permit <input type="checkbox"/> <b>Motorcycle Licence</b> <input type="checkbox"/> <b>Other Licence</b> <input type="checkbox"/> <b>No Licence</b> -by choice <input type="checkbox"/> -other reason <input type="checkbox"/>
<b>Current Employment, Studying and Other Activities (mark as many categories as apply to each person)</b>			
Currently employed	Full-time work (35 hours or more per week) <input type="checkbox"/> Part-time or casual work (less than 35 hours per week) <input type="checkbox"/>	Full-time work (35 hours or more per week) <input type="checkbox"/> Part-time or casual work (less than 35 hours per week) <input type="checkbox"/>	Full-time work (35 hours or more per week) <input type="checkbox"/> Part-time or casual work (less than 35 hours per week) <input type="checkbox"/>
Currently studying	Primary school <input type="checkbox"/> Secondary school <input type="checkbox"/> TAFE/University <input type="checkbox"/>	Primary school <input type="checkbox"/> Secondary school <input type="checkbox"/> TAFE/University <input type="checkbox"/>	Primary school <input type="checkbox"/> Secondary school <input type="checkbox"/> TAFE/University <input type="checkbox"/>
Any other activities (if not working or studying)	In childcare <input type="checkbox"/> At kindergarten <input type="checkbox"/> At pre-school <input type="checkbox"/> Not yet at primary school <input type="checkbox"/> Keeping house <input type="checkbox"/> Currently unemployed <input type="checkbox"/> Self-funded retiree <input type="checkbox"/> Age pensioner <input type="checkbox"/> Other pensioner <input type="checkbox"/> Other (please write in) <input type="text"/>	In childcare <input type="checkbox"/> At kindergarten <input type="checkbox"/> At pre-school <input type="checkbox"/> Not yet at primary school <input type="checkbox"/> Keeping house <input type="checkbox"/> Currently unemployed <input type="checkbox"/> Self-funded retiree <input type="checkbox"/> Age pensioner <input type="checkbox"/> Other pensioner <input type="checkbox"/> Other (please write in) <input type="text"/>	In childcare <input type="checkbox"/> At kindergarten <input type="checkbox"/> At pre-school <input type="checkbox"/> Not yet at primary school <input type="checkbox"/> Keeping house <input type="checkbox"/> Currently unemployed <input type="checkbox"/> Self-funded retiree <input type="checkbox"/> Age pensioner <input type="checkbox"/> Other pensioner <input type="checkbox"/> Other (please write in) <input type="text"/>

Page 2 of Person Form

	Fourth person	Fifth person	Sixth person
<b>Person Number</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>First name</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Year of Birth</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<b>Gender</b>	Male <input type="radio"/> Female <input type="radio"/>	Male <input type="radio"/> Female <input type="radio"/>	Male <input type="radio"/> Female <input type="radio"/>
<b>Relationship to Person 1</b>	Spouse/Partner of person 1 <input type="radio"/> Child/Stepchild of person 1 <input type="radio"/> Brother/Sister of person 1 <input type="radio"/> Grandchild of person 1 <input type="radio"/> Other relative of person 1 <input type="radio"/> Unrelated to person 1 <input type="radio"/> Other (please write in) <input type="text"/>	Spouse/Partner of person 1 <input type="radio"/> Child/Stepchild of person 1 <input type="radio"/> Brother/Sister of person 1 <input type="radio"/> Grandchild of person 1 <input type="radio"/> Other relative of person 1 <input type="radio"/> Unrelated to person 1 <input type="radio"/> Other (please write in) <input type="text"/>	Spouse/Partner of person 1 <input type="radio"/> Child/Stepchild of person 1 <input type="radio"/> Brother/Sister of person 1 <input type="radio"/> Grandchild of person 1 <input type="radio"/> Other relative of person 1 <input type="radio"/> Unrelated to person 1 <input type="radio"/> Other (please write in) <input type="text"/>
<b>Country of Birth</b>	Australia <input type="radio"/> Elsewhere (please write in) <input type="text"/>	Australia <input type="radio"/> Elsewhere (please write in) <input type="text"/>	Australia <input type="radio"/> Elsewhere (please write in) <input type="text"/>
<b>Driver's Licence</b> <small>Does this person have a licence to drive a vehicle or ride a motorcycle? (Mark as many as apply)</small>	<b>Car Licence</b> -full licence <input type="radio"/> -probationary licence <input type="radio"/> -learner's permit <input type="radio"/> <b>Motorcycle Licence</b> <input type="radio"/> <b>Other Licence</b> <input type="radio"/> <b>No Licence</b> -by choice <input type="radio"/> -other reason <input type="radio"/>	<b>Car Licence</b> -full licence <input type="radio"/> -probationary licence <input type="radio"/> -learner's permit <input type="radio"/> <b>Motorcycle Licence</b> <input type="radio"/> <b>Other Licence</b> <input type="radio"/> <b>No Licence</b> -by choice <input type="radio"/> -other reason <input type="radio"/>	<b>Car Licence</b> -full licence <input type="radio"/> -probationary licence <input type="radio"/> -learner's permit <input type="radio"/> <b>Motorcycle Licence</b> <input type="radio"/> <b>Other Licence</b> <input type="radio"/> <b>No Licence</b> -by choice <input type="radio"/> -other reason <input type="radio"/>
<b>Currently employed</b>	Full-time work (35 hours or more per week) <input type="radio"/> Part-time or casual work (less than 35 hours per week) <input type="radio"/>	Full-time work (35 hours or more per week) <input type="radio"/> Part-time or casual work (less than 35 hours per week) <input type="radio"/>	Full-time work (35 hours or more per week) <input type="radio"/> Part-time or casual work (less than 35 hours per week) <input type="radio"/>
<b>Currently studying</b>	Primary school <input type="radio"/> Secondary school <input type="radio"/> TAFE/University <input type="radio"/>	Primary school <input type="radio"/> Secondary school <input type="radio"/> TAFE/University <input type="radio"/>	Primary school <input type="radio"/> Secondary school <input type="radio"/> TAFE/University <input type="radio"/>
<b>Any other activities</b> <small>(if not working or studying)</small>	In childcare <input type="radio"/> At kindergarten <input type="radio"/> At pre-school <input type="radio"/> Not yet at primary school <input type="radio"/> Keeping house <input type="radio"/> Currently unemployed <input type="radio"/> Self-funded retiree <input type="radio"/> Age pensioner <input type="radio"/> Other pensioner <input type="radio"/> Other (please write in) <input type="text"/>	In childcare <input type="radio"/> At kindergarten <input type="radio"/> At pre-school <input type="radio"/> Not yet at primary school <input type="radio"/> Keeping house <input type="radio"/> Currently unemployed <input type="radio"/> Self-funded retiree <input type="radio"/> Age pensioner <input type="radio"/> Other pensioner <input type="radio"/> Other (please write in) <input type="text"/>	In childcare <input type="radio"/> At kindergarten <input type="radio"/> At pre-school <input type="radio"/> Not yet at primary school <input type="radio"/> Keeping house <input type="radio"/> Currently unemployed <input type="radio"/> Self-funded retiree <input type="radio"/> Age pensioner <input type="radio"/> Other pensioner <input type="radio"/> Other (please write in) <input type="text"/>
<b>Please turn the page - and provide details of vehicles in your household</b>			

APPENDIX C – Vehicle Form

### Vehicle Form

Please provide the following information for **all registered vehicles** owned or used by members of this household (including company cars) which were parked at or near this dwelling on the night before the Travel Day.

Vehicle Number	1	2	3	4	5
Type of Vehicle	Car <input type="radio"/>	Car <input type="radio"/>	Car <input type="radio"/>	Car <input type="radio"/>	Car <input type="radio"/>
	4WD <input type="radio"/>	4WD <input type="radio"/>	4WD <input type="radio"/>	4WD <input type="radio"/>	4WD <input type="radio"/>
	Motorcycle <input type="radio"/>	Motorcycle <input type="radio"/>	Motorcycle <input type="radio"/>	Motorcycle <input type="radio"/>	Motorcycle <input type="radio"/>
	Ute <input type="radio"/>	Ute <input type="radio"/>	Ute <input type="radio"/>	Ute <input type="radio"/>	Ute <input type="radio"/>
	Van <input type="radio"/>	Van <input type="radio"/>	Van <input type="radio"/>	Van <input type="radio"/>	Van <input type="radio"/>
	Truck <input type="radio"/>	Truck <input type="radio"/>	Truck <input type="radio"/>	Truck <input type="radio"/>	Truck <input type="radio"/>
Other <input type="radio"/>	Other <input type="radio"/>	Other <input type="radio"/>	Other <input type="radio"/>	Other <input type="radio"/>	
Make (e.g. Ford)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Model (e.g. Falcon)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Year	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Number of Cylinders	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fuel Type (mark as many as needed)	Petrol <input type="checkbox"/>	Petrol <input type="checkbox"/>	Petrol <input type="checkbox"/>	Petrol <input type="checkbox"/>	Petrol <input type="checkbox"/>
	Gas <input type="checkbox"/>	Gas <input type="checkbox"/>	Gas <input type="checkbox"/>	Gas <input type="checkbox"/>	Gas <input type="checkbox"/>
	Diesel <input type="checkbox"/>	Diesel <input type="checkbox"/>	Diesel <input type="checkbox"/>	Diesel <input type="checkbox"/>	Diesel <input type="checkbox"/>
Ownership	Private <input type="checkbox"/>	Private <input type="checkbox"/>	Private <input type="checkbox"/>	Private <input type="checkbox"/>	Private <input type="checkbox"/>
	Company <input type="checkbox"/>	Company <input type="checkbox"/>	Company <input type="checkbox"/>	Company <input type="checkbox"/>	Company <input type="checkbox"/>
	Government <input type="checkbox"/>	Government <input type="checkbox"/>	Government <input type="checkbox"/>	Government <input type="checkbox"/>	Government <input type="checkbox"/>

The next question asks for the **TOTAL kilometres (to the nearest kilometre) travelled by each vehicle to date.**  
(we will be re-contacting a sample of households in one weeks time to get another odometer reading at the end of the week)

How many kilometres has this vehicle travelled in total?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
--	----------------------	----------------------	----------------------	----------------------	----------------------

NOTE: The total kilometres travelled can be obtained from the Odometer located on the dashboard of each vehicle.

Date of Odometer Reading	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Time of Odometer Reading (e.g. 7:15 am)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

### How to fill out the orange Travel Day Forms

**General Instructions**

- Please use an orange Travel Day Form for every person in the household **aged 5 and above**.
- The person who is numbered 1 on this Red Form should enter 1 as the Person Number on the orange Travel Day Form, and so on.
- If you are a "professional driver", please fill in only your personal travel for the Travel Day, including travel to and from work.
  - A "professional driver" is someone who is employed (self-employed or otherwise) to transport goods or people. This includes courier drivers, taxi drivers and truck drivers. However, if you are not a "professional driver", and you sometimes travel as part of your work (e.g. to and from meetings), please record any travel you do as part of your work.
- The orange Travel Day Form asks you to fill in all the travel made by that person on your household's Travel Day, which is:

### Some other things you might need to know

**If someone makes more than 13 stops on the Travel Day**

- Please continue recording these stops on a spare orange Travel Day Form.
- If you need more orange Travel Day Forms, please ring the Travel Survey Office on the number given below.

**Confidentiality**

- Any information that might identify people or households will be kept strictly confidential.

**If you have any questions about the survey**

- Please don't hesitate to ring the Travel Survey Office on **1800-300 259** (free call).

APPENDIX D – Travel Diary Forms

Travel Day Form

**INSTRUCTIONS**

- Use a blue / black pen or 2B pencil. Do not use red or felt tip pen.
- Please mark like this only:
- If you make a mistake in pencil, please erase fully. If in pen, cross out the incorrect answer like this:
- Some questions require you to write your answer in the boxes provided. Please write neatly, using capital letters.  
For example:

**How to fill in this form**

- This questionnaire is about your travel and activities **on one particular Travel Day**.

Your Travel Day is MONDAY

**First**, write in your **Person Number** (from the red Person Form), your **First Name** and the **Date** of your Travel Day.

Person Number  First Name  Date of Travel Day  /  /

- Include **all travel** over the whole day, from 4 a.m. on the Travel Day till 4 a.m. the next day.
- Even **short trips**, like walking to lunch and back, are important and **should be recorded**.
- **Going to and from a place is counted as 2 'stops'** - one at the place you went to, and one at the place you returned to.
- Even if you **did not go anywhere** on the Travel Day, please tell us why in the space provided below, because this is important information as well.

**Now continue here:**  
**The Travel Day starts at 4.00 a.m. (because most people are not travelling at 4.00 a.m.)**

**1. Where were you at 4.00 a.m. on this Travel Day?**

At the address where the survey forms were delivered:  **Go to Question 2**  
 Somewhere else:  (please write in the address of this location in the spaces below)

Number:  Street Name:

Nearest Intersection or Landmark:

Suburb / Tram:  Postcode:

**2. Did you leave this place at all on your Travel Day?** Yes  **Go to Question 3**  
 No  **Go to Question 4**

**3. At what time (after 4 a.m.) did you first leave this place on your Travel Day?**

:  a.m.  p.m.  Now turn the page to Stop 1 →

**4. If you did not leave this place at all on this Travel Day, please give the reason.**

**5. If you did not leave this place at all on this Travel Day, when did you last leave it before the Travel Day?**

Day of Week  Date  /  /

**If you did not go anywhere at all on this Travel Day, please now turn to Page 15 →**

■ ■ Page 1

© NCS Parsons 18055 00 01 00 00 01 00

**Stop 1**

**A WHAT was Stop 1?**  
*(please select one only)*

A bus stop

A tram stop

A train station

A restaurant / cafe

A petrol station

A shop

A pre-school / childcare centre

A primary school

A secondary school

A university / TAFE etc.

My usual workplace

Another place to do work

My home

Someone else's home

Somewhere else

**D WHO travelled with you to Stop 1?**

Which other people **from your household** (if any) travelled with you?  
*(use Person Numbers from the red Person Form)*

No one from the household

Person 1  Person 4

Person 2  Person 5

Person 3  Person 6

**B WHERE was Stop 1?**  
*(give as much information as you can)*

Number

Street Name

Nearest Intersection / Landmark

Suburb / Town

**E HOW did you get to Stop 1?**  
*(please select one only)*

Private vehicle

**What type of vehicle was used?**

Car

4WD

Motorcycle

Ute

Van

Truck

Other

Were you a driver or a passenger?  
Driver   
Passenger

How many people, including the driver, were in this vehicle?

Was the vehicle used on this trip listed on the red Vehicle Form?  
Yes  No

If so, what was the number of this vehicle on the red Vehicle Form?

**Go to Question F**

**C WHY did you go to Stop 1?**  
*(please select one only)*

To get on or off a bus, tram or train

To pick up or drop off someone

To pick up or deliver something

To accompany someone

To eat or drink

To buy something

For education

For work purposes

To visit someone

To go home

Some other reason

**F WHEN did you arrive at Stop 1?**  
*(remember to mark 'AM' or 'PM')*

a.m.

p.m.

Did you make any more stops (including going home) on the Travel Day?  
No  **Go to Page 15** →

Yes

When did you leave Stop 1?   a.m.

p.m.

**Go to Stop 2** →

Page 2

■ ■

Income Question

**What is the total income (including pensions and allowances) that you (personally) receive each week from all sources?**

Count all income including:

family allowance	\$1,500 or more per week	<input type="radio"/>
parenting payment	(\$78,000 or more per year)	
unemployment benefits		
rental assistance	\$1,000 - \$1,499 per week	<input type="radio"/>
pensions	(\$52,000 - \$77,999 per year)	
student allowance		
maintenance (child support)	\$800 - \$999 per week	<input type="radio"/>
workers' compensation	(\$41,600 - \$51,999 per year)	
superannuation		
wages	\$700 - \$799 per week	<input type="radio"/>
salary	(\$36,400 - \$41,599 per year)	
overtime		
commissions and bonuses	\$600 - \$699 per week	<input type="radio"/>
interest received	(\$31,200 - \$36,399 per year)	
dividends		
rents received (less expenses of operation)	\$500 - \$599 per week	<input type="radio"/>
business or farm income (less expenses of operation)	(\$26,000 - \$31,199 per year)	
	\$400 - \$499 per week	<input type="radio"/>
	(\$20,800 - \$25,999 per year)	
	\$300 - \$399 per week	<input type="radio"/>
	(\$15,600 - \$20,799 per year)	
	\$200 - \$299 per week	<input type="radio"/>
	(\$10,400 - \$15,599 per year)	
	\$160 - \$199 per week	<input type="radio"/>
	(\$8,320 - \$10,399 per year)	
	\$120 - \$159 per week	<input type="radio"/>
	(\$6,240 - \$8,319 per year)	
	\$80 - \$119 per week	<input type="radio"/>
	(\$4,160 - \$6,239 per year)	
	\$40 - \$79 per week	<input type="radio"/>
	(\$2,080 - \$4,159 per year)	
	\$1 - \$39 per week	<input type="radio"/>
	(\$1 - \$2,079 per year)	
	No income	<input type="radio"/>

**Who in the household actually filled out this Travel Day form?**

Person Number (from Red form)

First Name

Comments Questions

Do you have any comments about roads, public transport or the general transport system in Melbourne?

Do you have any comments about this survey?

Thank you very much for your time and help.

OFFICE USE ONLY

MON TUE WED THU FRI SAT SUN

PLEASE DO NOT WRITE IN THIS AREA

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