

## Appendix 4 – Key Survey Analysis Points

See page 21 in the main document for an example of more in-depth analysis for cycling.

### Headline figures:

- Dates survey was conducted
- Numbers responding/ response rate
- Modal split
- % of regular car commuters who said 'nothing' would encourage them to change their travel habits

### Carsharing

- % of respondents regularly travelling to work as a passenger in someone else's car
- % of respondents regularly travelling to work by car alone
- % of respondents occasionally carsharing
- % of regular car commuters interested in carsharing
- % of other mode users who would consider carsharing
- Arrival/ departure times for the majority of employees (identifying potential car-sharing clusters)
- Potential impact of carsharing, e.g. if ABC Ltd. facilitated 10% of its workforce to car-share on a regular basis, ABC Ltd. could reduce the need to lease 110 car parking spaces (based on 2200 employees with 220 regularly car sharing), which could save in the region of €165,000 per annum (based on a car space costing €1,500 per annum to lease).
- Sample comments from employees, particularly if they suggest actions

### Cycling

- % currently cycling to work
- % who own a bike
- % occasionally cycling to work
- % who would consider cycling to work
- % of respondents living within 3km of their workplace. These people could be targeted for regular and occasional cycling on the commute.
- % of respondents living within 5km and 10km of their workplace – these employees could also be targeted for occasional cycling on the commute.
- % of respondents interested in cycling promotions e.g. bike maintenance, cycle training, bicycle users' group, etc.
- Cycle to Work scheme: awareness of the scheme, % of respondents interested in buying a bike through the scheme.

- Cyclists' Facilities: interest in an active commute if particular facilities were improved, e.g. shower areas increased, lockers / drying room provided
- % of respondents regularly driving to work who would be interested in a bike purchase discount scheme/ facilities improved etc.
- Relevant comments e.g. suggestions for improvements, issues with security

### Public Transport

- % of respondents regularly using public transport
- % of respondents occasionally using public transport (demonstrating access to services which can be promoted)
- % of respondents who would consider using public transport

### Tax Saver Tickets

- % of those regularly using public transport who are not availing of Tax Saver tickets
- % aware they can purchase Tax Saver tickets through their employer
- % aware of monthly Tax Saver Ticket
- % of regular car commuters who would be encouraged to choose an alternative to the car if discounted public transport tickets were available
- Comments on the Tax Saver tickets
- Potential Employer's PRSI savings if Tax Saver scheme were promoted (10.75% as of August 2011 – see [www.revenue.ie](http://www.revenue.ie))
- Comments on public transport/ Tax Saver tickets

### Walking

- % of respondents regularly walking on the commute to work
- % of respondents occasionally walking to work
- % of respondents who would consider walking to work
- % of respondents living within 3km of their workplaces and % of respondents living within 5km of their workplace. These people could be targeted for regular and occasional walking on the commute.
- % of respondents interested in walking promotions, e.g. lunchtime walking group, walking routes, etc.
- Comments on walking on the commute



#### Business Travel/ Technology-assisted trip reduction

- Mode most used for business travel
- % of respondents willing to walk, cycle, take public transport or car-share for business travel
- % of regular car drivers who 'always' need their cars for doing their job during the day
- % of regular car drivers who 'never' need their car for doing their job during the day
- Interest in a company vehicle for business travel
- % support for introduction of a travel allowance
- Tele/ Video-conferencing: % of respondents who know where facilities are and how to use them; % of respondents who could substitute Irish/ international meetings
- Homeworking: % of respondents who work from home when suitable; % of respondents interested in home working on a regular or one-off/ occasional basis

#### Other

- % of respondents interested in Green Commuters Coffee mornings/ incentive scheme for Green Commuters
- % of respondents who always/ sometimes/ never have a car parking space available to them at their place of work
- Other comments/ responses

#### Respondents Profile

- Gender
- Age
- Departments represented
- Any groupings missing?

#### Follow Ups

- Prize Draw results and the date when prize will be announced/ awarded
- Date when action plan will be agreed and communicated to colleagues

