

Wales National Travel Survey Pretesting Synthesis Report

Findings from pretesting of the
questionnaire and diary



Authors: Richard Bull, Sierra Mespil-Cowan, Sophie Pilley, Lisa Rutherford & Olivia Sexton
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35 Northampton Square
London EC1V 0AX
020 7250 1866
www.natcen.ac.uk

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1. Background

1.1 What is the Wales National Travel Survey

Transport for Wales is working with Welsh Government to develop a Wales National Travel Survey . The survey will collect data on travel attitudes and behaviour from people living in Wales. It will comprise a survey questionnaire and a travel diary. The Wales National Travel Survey will be representative of and accessible to the people of Wales and be delivered bilingually in Welsh and English. The survey consists of two main components:

- **Survey Questionnaire:** Participants respond to a set of questions related to their travel habits, preferences, and experiences. These questions cover various aspects of transportation, such as modes of travel, frequency, reasons for travel, and satisfaction with existing transport services.
- **Travel Diary:** Participants maintain a 2-day travel diary where they record their daily travel activities. This diary provides detailed information about routes taken, distances travelled, and the purpose of each journey.

1.2 Overview of the pretesting on WNTS to date

As part of the development and testing process, Transport for Wales has commissioned NatCen to conduct a series of cognitive and user-testing interviews to explore how the questions planned for inclusion within the new survey are understood before the survey goes into the field. Prior to the cognitive and user-testing interviews, members the NatCen Questionnaire Development and Testing hub (QDT) conducted a desk review on the survey and identified questions for inclusion within testing.

The project involved **two rounds** of testing. The first round of testing focussed on the understanding and comprehension of the questions in English. 20-30 questions were selected to undergo cognitive testing within the first round of interviews. We conducted interviews with **16 participants** for this round. Cognitive interviewing for the first round took place from Thursday 30th November 2023 until Friday 8th December 2023. This equates to 7 working days of interviewing.

The second round of testing used a programmed survey to explore both how participants comprehended the questions in both English and Welsh and the usability of the programme, for example navigating through the diary loops. For testing in this round, questions were programmed within a web survey template which allowed for usability issues to be explored, with participants asked to complete the survey on their own device and to share their screen with the interviewer during testing. We conducted interviews with 23 participants for this round, with 12 completing in English and 11 completing in Welsh. Welsh language user-testing interviews were conducted by our partner organisation Arad Research. NatCen developed the cogability interview protocols that were used by Arad and provided them with full training on how to use these. Cognitive interviewing for the second round took place from Monday 22nd January 2024 until Friday 2nd February 2024. This equates to 10 working days of interviewing.

1.3 Overview of the synthesis report

This report covers both the cognitive testing and user testing rounds. For each, the report will introduce the methods used and how each round was undertaken. Secondly, there will be sections covering the questionnaire and diary components of the survey showing the aims of question testing, the questions themselves, findings from the interviews, and finally a discussion of any recommendations that we suggest are made to the questions.

2. Round 1 - Cognitive interviewing

2.1 What is cognitive interviewing?

Cognitive interviewing methods provide an insight into the mental processes used by participants when answering survey questions, thus helping researchers to identify problems with question wording and design. These methods investigate four cognitive stages: how participants understand and interpret survey questions, how they recall information that applies to the question, the judgements they make as to what information to use when formulating their answers, and the response mapping process.

2.2 How the cognitive interviewing testing was undertaken

In the first round of testing we conducted 'cognitive interviews' in English. For this round of testing, participants were shown a document on their screens which was shared by the interviewer. Participants would read the questions themselves and then respond to the interviewer with their answers. Interviews were carried out by researchers highly experienced in cognitive testing methods. Participants were trained to 'think aloud' at the beginning of the interview, i.e. to talk the interviewer through their thought processes when reading and answering a question. They were then asked to use this technique when seeing the survey questions. Following this, they were asked probing questions to gather the required information. Interviewers used a semi-structured topic guide to ask the follow-up probes.

In addition to the scripted probes, interviewers were encouraged to use spontaneous probing whenever they thought it was necessary to do so in order to elicit more explicit answers from the participants. Interviews took place via Zoom video call. All interviews lasted approximately an hour and interviews were audio and video recorded with the participants' consent. Procedures for testing were approved by the NatCen Research Ethics Committee prior to fieldwork being undertaken.

2.3 Recruitment of test participants

For this first round of testing, 16 interviews were conducted with people recruited specifically for this project. The participants varied in terms of age, gender, educational level, modes of transport used in the last 2 weeks, and whether they had a long term illness which may impact their independence. All participants were required to currently live in Wales and be able to complete the interview in English.

A professional recruitment agency, Propeller Field, was used to assist in the recruitment of research participants for testing. We provided a screening questionnaire to recruiters which they followed when inviting people to take part. For quality assurance purposes, details collected on screening were double-checked at the start of each interview. A participant information leaflet and a confirmation email was provided to each participant recruited. At the end of the interview, all participants received a £30 Love 2 Shop voucher as a thank you for taking part in the cognitive interviews.

Table 2.3: Round 1 – cognitive interviewing testing - sample composition achieved

Gender (Q1)		Age group (Q2)			Education (Q3)	
Male	Female	18-29	30-54	55+	GCSE and below	A Level and above
6	10	4	6	6	9	7

Modes of transport question used in last 2 weeks (Q4)			Long term illness or independence which impacts your independence (Q5)
Train or Bus	Walk or Cycle	Car or Taxi	Has impairment or condition which reduces ability to travel or get around
7	9	15	3

2.4 What we tested

During an hour-long interview, it is only possible to test around 20-30 items, consequently it was not possible to test every question in the travel diary and questionnaire. The below aims were used to determine which questions and areas of exploration were priorities. The aims of round 1 of WNTS pretesting were to:

- Examine comprehension of key terms within the questions
- Establish whether participants were able to recall the information requested and whether they constrained their thinking to the timeframes asked about
- Investigate if answer options were being used appropriately and whether any response options were missing
- Assess the cognitive burden of answering the questions.

The following two chapters of this report show the specific aims of each question tested in the first round of WNTS pretesting, the findings and the recommendations made following the testing.

3. Round 1 Questionnaire

3.1 Travel frequency

Aims of section:

- General ease of use
- Usability of help links
- Views on clarity of help text
- Check participants are thinking of correct time period (e.g. 12 months)
- Check ease of using response scale

[Ask all]

TrvFrq

Within the last 12 months, how often, if at all, have you travelled in the following ways....

Please note we are only interested in walking and cycling as a form of transport and not those for exercise.

[CAPI: Showcard XX]

[HELPTXT] What is walking as a form of travel:

We are only interested in walking or wheeling as a means of transport, that is to a particular destination such as the shops, work or visiting friends. We are not interested in walking just for pleasure or exercise, or walking the dog.

Walking also includes all travel on foot and using mobility aids, including running, as well as using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards or non-motorised scooters.

When answering, please include trips where you walk all the way to somewhere, and where you walk as part of a longer trip. For example, walking to a train station.

[HELPTXT] What is cycling as a form of travel:

Cycling as a means of transport is when you cycle to get to a particular destination, such as work, the shops, or to visit friends. The questions in this section do not cover cycling just for pleasure or exercise.

Cycling includes all travel by cycle. A cycle is any pedal cycle permitted on the public road. Cycles include electric or e-bikes and trikes, where pedalling is assisted by an electric motor, and non-standard cycles such as adapted cycles (cycles or tricycles specially adapted for use by disabled people), cargo cycles and recumbents.

When answering, please include trips where you cycle all the way to somewhere, and where you cycle as part of a longer trip. For example, cycling to a train station.

[HELPTXT] What is travel by Boat or Ferry:

This is when you travel by boat to a particular destination, such as a holiday, visiting friends and family or for work. It does not include sailing just for pleasure.

[HELPTXT] What is travel by plane:

Air travel as a means of transport is when you fly to a particular destination, such as a holiday, visiting friends and family or for work. It does not include flying just for pleasure.

When answering the questions in this section, please consider any commercial passenger flights into and out of airports in the UK, as well as your experience at the airports. Please do not include any private or military flights.

GRID ROWS:

1. Walking (including any mobility aids)
2. Cycling
3. Plane
4. Boat or Ferry

GRID COLUMNS:

1. Most days
2. Several times a week
3. Once a week
4. Once or twice a month
5. Once every couple of months
6. Once or twice during the year
7. Not at all

[Ask all]

TrvFrq2

Still thinking about your travel in the last 12 months, how often, if at all, do you travel in the following ways....

[CAPI: Showcard XX]

[HELPTTEXT] What is travel by Car:

Car travel as a means of transport is when you drive or are driven to a particular destination, such as work, the shops, or to visit friends. The questions in this section do not cover driving just for pleasure.

For the purposes of this survey, the term *car* covers all private motor vehicles, including cars, 4x4 vehicles, light vans, minibuses, campervans, motorcycles and mopeds.

It does not include passenger travel by taxi, bus or community transport, or trips made by professional drivers or crew in the course of their work, such as buses, taxis, ambulances, cranes, refuse vehicles, driving instructors and delivery drivers.

[HELPTTEXT] What is travel by bus:

Bus travel includes all bus services into, out of and within Wales run by any operator, including TrawsCymru.

Bus services typically operate on fixed routes or schedules and charge a fixed fare. Some services respond to passenger demand, rather than run on a fixed timetable. For example, Transport for Wales' fflecsi services.

The questions in this section do not cover long distance coaches or tours.

[HELPTTEXT] What is travel by train:

Train travel includes all passenger rail services into, out of and within Wales, including services operated by Transport for Wales, Avanti West Coast, Cross Country Trains and Great Western Railway.

[HELPTTEXT] What is travel by taxi:

Taxis can pick up passengers from taxi ranks, be hailed from the street. Taxis can also be pre-booked. Private hire vehicles can only be pre-booked. For the purposes of this survey, the term *taxi* includes both taxis and private hire vehicles.

GRID ROWS:

1. In a car, motorcycle, van or lorry as either driver or as a passenger

-
2. Bus as a passenger
 3. Train as a passenger
 4. Taxi

GRID COLUMNS:

1. Most days
2. Several times a week
3. Once a week
4. Once or twice a month
5. Once every couple of months
6. Once or twice during the year
7. Not at all

Findings

- Both questions were generally well understood. There were no issues answering these.
- Answering using a 12-month period was understood by participants.
- 'Not including walking/cycling for leisure purposes' was understood, with just one participant finding the sentence confusing. Overall, since the term was understood well, we recommended this is not amended.
- That trips should be within/starting or ending in Wales was well understood. When trips involving going outside Wales were mentioned these were still either starting or finishing in Wales (e.g., trip to Bristol, but beginning in Wales).
- The response scales worked well, and no problems with these were noted.
- One participant incorrectly included leisure boat use (sailing for pleasure) at 'boat or ferry'.

Recommendations

- The revised approach for TrvFrq includes clarification to mitigate participants incorrectly including leisure boat use.
- It is recommended later in this report that there was felt to be a need to include taxis booked via an online app such as Uber in the description. Please see box below for recommendations on **TrvFrq2**.

[HELPTXT] What is travel by taxi:

Taxis can pick up passengers from taxi ranks, be hailed from the street. Taxis can also be pre-booked. Private hire vehicles can only be pre-booked including over the telephone or via an app (e.g. Uber). For the purposes of this survey, the term *taxi* includes both taxis and private hire vehicles.

GRID ROWS:

1. In a car, motorcycle, van or lorry as either driver or as a passenger
2. Bus as a passenger
3. Train as a passenger
4. Taxi (including those booked via telephone or app, e.g. Uber)

3.2 Community transport

Aims of section:

- Check understanding and clarity of 'community transport'.

[Ask all]

CmnFrq

Still thinking about your travel in the past 12 months, how often, if at all, have you used any form of community transport?

[HELPTXT]: What is community transport?

Community transport services are local services, generally run by charities or community groups, that provide transport for people who would otherwise be disadvantaged due to their age, health or where they live. Examples include community bus routes or community vehicle hire schemes.

[CAPI: Showcard XX]

1. Most days
2. Several times a week
3. Once a week
4. Once or twice a month
5. Once every couple of months
6. Once or twice during the year
7. Not at all

Findings

-
- Most participants understood the definition of community transport provided and appeared to have a good sense of what was being referred to here. People were able to describe what they thought community transport would mean, in their own words, after reading the introduction.
 - There were two instances of misunderstanding of term 'community transport.' In the first instance, it was misinterpreted as public transport that everyone in community shares i.e. not in line with correct definition.
 - In addition, one participant that used community transport in their role as a care worker (chaperoning patients) answered yes here. Our understanding is that this participant should have not included this as use of community transport. The likelihood of this occurring is likely to be rare and, on balance, we recommended not altering the question to try and mitigate against this.

Recommendations

- Given the lengthy introduction, we recommend the question stem comes after the definition to ensure the last thing the participant hears is the requirement to answer based on the last 12 months.
- Introduction should include clarification that regular public transport use should not be included.
- This definition was not tested on a 'genuine' user of community transport during round 1. This should, therefore, be considered for inclusion in future testing, potentially as a lower priority item for inclusion.
- Please see box below for recommendations on CmnFrq.

CmnFrq

~~Still thinking about your travel in the past 12 months, how often, if at all, have you used any form of community transport?~~

[HELPTXT]: What is community transport?

The next question refers to community transport. Community transport services are local services, generally run by charities or community groups, that provide transport for people who would otherwise be disadvantaged due to their age, health or where they live. Examples include community bus routes or community vehicle hire schemes. It does not include public transport that is available to anyone to use.

In the past 12 months, how often, if at all, have you used any form of community transport?

[CAPI: Showcard XX]

1. Most days
2. Several times a week
3. Once a week

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-
4. Once or twice a month
 5. Once every couple of months
 6. Once or twice during the year
 7. Not at all

3.3 Community transport - Welcome/Unwelcome

Aims of section:

- Check understanding of 'welcome' and 'unwelcome' on community transport

[ask if CmnFrq <> 7 'not at all']

WelCMt

How welcome or unwelcome, did you personally feel on your last **community transport** trip? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome
5. Prefer not to say

[ask if WelCMt = 3 or 4]

UnWelCMT

There can be many reasons why someone could feel unwelcome during their **community transport** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

[CAPI: Showcard XX]

1. Other passengers
2. Members of staff
3. Your surroundings (both in the vehicle and while waiting)
4. Other (please describe)
5. None of these [exclusive]

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6. Prefer not to say [exclusive and visible]

Findings

- Only one participant answered WelCMt. No participants were routed to answer UnWelCMt.
- The participant that used community transport as part of their job answered this question from the perspective of the patients they were accompanying.

Recommendations

- Due to the near lack of participants answering these questions, these questions should be considered for inclusion in future rounds of testing.
- We do not recommend any changes to these questions currently.

3.4 Taxi

Aims of section:

- Check understanding and clarity of 'taxi'.

[Ask if TaxFrq = all]

TaxInt

The following set of questions focus on taxis.

Taxis can pick up passengers from taxi ranks and be hailed from the street. Taxis can also be pre-booked. Private hire vehicles can only be pre-booked. For the purposes of this survey, the term *taxi* includes both taxis and private hire vehicles.

Findings

- The definition of a taxi was generally well understood by participants. It was widely understood as receiving transportation in exchange for payment.
- Some participants suggested to include reference to Uber as this is becoming a more common way of using and describing taxis.
- One participant suggested that the term 'private hire vehicles' could be interpreted as hiring a car for a period (e.g., hiring a vehicle from Hertz for a weekend). If this is not the intention of this question, we recommend removing all text about private hire vehicles from the question.

Recommendations

-
- We recommend including reference to ‘including over the telephone or via an app’ as this is becoming a more common way of booking and using taxis.

[Ask if TaxFrq = all]

TaxInt

The following set of questions focus on taxis.

Taxis can pick up passengers from taxi ranks and be hailed from the street. Taxis can also be pre-booked including over the telephone or via an app (e.g. Uber). Private hire vehicles can only be pre-booked. For the purposes of this survey, the term *taxi* includes both taxis and private hire vehicles.

3.5 Taxi – Welcome/unwelcome

Aims of section:

- Check understanding of ‘welcome’ and ‘unwelcome’ when using taxis

[ask if TaxFrq = 1 thru 5]

WelTaxi

How welcome or unwelcome, did you personally feel on your last **taxi** trip? By ‘welcome’ we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome
5. Prefer not to say

[Ask if WelTaxi = 3,4]

UnWelTaxi

There can be many reasons why someone could feel unwelcome during their **taxi** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

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[CAPI: Showcard XX]

1. The taxi driver
2. Your surroundings (both in the vehicle and while waiting)
3. Other (please describe)
4. None of these [exclusive]
5. Prefer not to say [exclusive and visible]

Findings

- WelTaxi proved easy to understand for participants.
- One female participant said they would add 'safe' into the beginning of the question as this was important to them with regards to taxi travel.
- No participants were routed to answer UnWelTaxi.

Recommendations

- These questions should be considered for inclusion in future rounds of testing.
- To remain consistent with other 'welcomeness' questions, and to avoid impacting on the follow up 'unwelcome' questions we recommend no changes are made.
- We do not recommend any changes to these questions currently.

3.6 Car

Aims of section:

- Check understanding and clarity of 'car' description
- Check participants are counting and including vehicles correctly
- Check understanding of 'pool cars'

[Ask if CarDrq <> 7]

CarInt

The following set of questions focus on your car travel.

Car travel as a means of transport is when you drive or are driven to a particular destination, such as work, the shops, or to visit friends. The questions in this section do not cover driving just for pleasure.

For the purposes of this survey, the term *car* covers all private motor vehicles, including cars, 4x4 vehicles, light vans, minibuses, campervans, motorcycles and mopeds. It does not include passenger

travel by taxi, bus or community transport, or trips made by professional drivers or crew in the course of their work, such as buses, taxis, ambulances, cranes, refuse vehicles, driving instructors and delivery drivers.

[Ask all]

CarNum

How many cars, if any, does your household have? This includes any private motor vehicles such as cars, vans, minibuses, campervans, motorcycles and mopeds.

Please include any company cars, if available for private use. Do not include company car pool vehicles, where employees can access a vehicle when needed but a vehicle is not available for continuous private use.

[Free entry]

1. None

Findings

- For CarInt, participants all understood the definition and were able to correctly define 'car' after reading the introduction.
- For CarNum, all participants were able to calculate the number of cars in their household. There were no instances of anyone including something erroneously.
- When asked, people were able to understand what was meant by 'pool cars' and knew to not include these. Similarly, people knew not to include work vehicles.

Recommendations

- Neither CarInt or CarNum proved problematic and were well understood. As such we recommend keeping these as they are currently presented.

3.7 Car – trip satisfaction

Aims of section:

- Check understanding of road network types
- Check ease of use of scale

[ask if CarFrq =1 thru 5 or PasFrq =1 thru 5]

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CarSat2

On your last **car** trip how satisfied or dissatisfied were you with the condition of the following parts of the road network?

[CAPI: Showcard XX]

GRID ROWS:

1. Road quality
2. Structures, such as bridges
3. Lighting
4. Signage
5. Litter
6. Verges

GRID COLS:

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Not applicable

Findings

- This question stem and answer scale worked well for participants. The categories were seen as being distinct and were understood well.
- One participant answered 'fairly satisfied' for lighting but noted they never drive at night so did not really know how to answer this. This participant should have really picked 'not applicable' for their response here.
- The term 'structures' was said to be a bit confusing for one participant as they could not think of any other 'structures' than bridges (which is the only example in the question).

Recommendations

- We recommend adding a clarifying line of text to the question to avoid this when things are not relevant e.g. lighting during daytime.
- We recommend adding in additional examples of structure and welcome TfW's advice on other common types of structure that could be included here.

[ask if CarFrq =1 thru 5 or PasFrq =1 thru 5]

CarSat2

On your last **car** trip how satisfied or dissatisfied were you with the condition of the following parts of the road network?

Please select 'not applicable' if something did not apply to you on your last car trip.

[CAPI: Showcard XX]

GRID ROWS:

1. Road quality
2. Structures, such as bridges, example b, example c
3. Lighting
4. Signage
5. Litter
6. Verges

GRID COLS:

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Not applicable

3.8 Walking

Aims of section:

- Check understanding of 'walking' and 'wheeling'
- Check participants are including the correct things in 'walking'

[Ask all]

WalkIntro

The following questions will ask about how much you walk or wheel, this includes the use of any mobility aids.

We are only interested in walking or wheeling as a means of transport, that is to a particular destination such as the shops, work or visiting friends. We are not interested in walking just for pleasure or exercise, or walking the dog.

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Walking also includes all travel on foot and using mobility aids, including running as well as using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards, or non-motorised scooters.

When answering, please include trips where you walk all the way to somewhere, and where you walk as part of a longer trip. For example, walking to a train station.

Findings

- Participants found the definition of walking unclear, primarily due to the inclusion of things they would not consider as walking (e.g. wheeling).
- One participant mistook wheeling to be wheeling a bicycle next to you.
- One participant said the term wheeling could be considered rude.
- Generally there were multiple people who thought that the inclusion of 'wheeling' into term 'walking' did not work.

Recommendations

- We recommend moving definitions of 'walking' and 'wheeling' earlier in the introduction and presenting them separately.
- Any relevant changes recommended here should also be applied to any definitions used at TrvFrq and TrvFrq2.

[Ask all]

WalkIntro

The following questions will ask about how much you walk or wheel., ~~this includes the use of any mobility aids.~~

Walking includes all travel on foot, including running and walking with the use of a mobility aid.

Walking includes using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards, or non-motorised scooters.

We are only interested in walking or wheeling done as a means of transport, that is to a particular destination such as the shops, work or visiting friends. We are not interested in walking just for pleasure or exercise, or walking the dog.

~~Walking also includes all travel on foot and using mobility aids, including running as well as using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards, or non-motorised scooters.~~

When answering, please include trips where you walk all the way to somewhere, and where you walk as part of a longer trip. For example, walking to a train station.

3.9 Walking – Welcome/unwelcome

Aims of section:

- Check understanding of 'welcome' and 'unwelcome' when on walking trips

[ask if WikFrq =1 thru 5]

WelWik

How welcome or unwelcome, did you personally feel on your last **walking** trip? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome
5. Prefer not to say

[Ask if WelWik = 3,4]

UnWelWik

There can be many reasons why someone could feel unwelcome during their **walking** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

[CAPI: Showcard XX]

1. Cyclists or other people walking or wheeling
2. Road users
3. Your surroundings
4. Other (please describe)
5. None of these [exclusive]
6. Prefer not to say [exclusive and visible]

Findings

- This question proved easy to answer for those asked.
- Participants understood that this was asking if they had experienced any bother or things that made them anxious on their last walking trip.
- One participant mentioned that their answer would be different depending on the time of day. We feel that this, whilst interesting, would not be practical to include at this question.

Recommendations

- To remain consistent with the re-phrased WikIntro, we would recommend including the word wheeling in the question also as shown in box below.

WelWik

How welcome or unwelcome, did you personally feel on your last **walking or wheeling** trip? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

UnWelWik

There can be many reasons why someone could feel unwelcome during their **walking or wheeling** trip, which of the following, if any, caused you to feel unwelcome?

3.10 Cycling

Aims of section:

- Check understanding of 'cycling'
- Check participants are including the correct things in 'cycling'

[Ask all]

Cycintro

The following questions focus on cycling. Cycling as a means of transport is when you cycle to get to a particular destination, such as work, the shops, or to visit friends. We do not want you to include cycling just for pleasure or exercise.

Cycling includes all travel by cycle. A cycle is any pedal cycle permitted on the public road. Cycles include electric or e-bikes and trikes, where pedalling is assisted by an electric motor, and non-standard cycles such as adapted cycles (cycles or tricycles specially adapted for use by disabled people), cargo cycles and recumbents.

When answering, please include trips where you cycle all the way to somewhere, and where you cycle as part of a longer trip. For example, cycling to a train station.

Findings

- Participants understood the definition of cycling and what it was referring to.
- Some participants commented that the introduction was lengthy, with one reporting that it led to a lack of clarity.
- It was understood not to include use for exercise/leisure.
- One participant was unfamiliar with the term 'cargo cycle'.

Recommendations

- We recommend reducing the text to improve clarity.
- Any amendments applied here should also be made to any definition of cycling included as TrvFrq and TrvFrq2.
- This should be re-tested with cyclists in future rounds of pretesting

[Ask all]

Cycintro

The following questions focus on cycling as a means of transport.

~~Cycling as a means of transport is~~ By cycling we mean when you cycle to get to a particular destination, such as work, the shops, or to visit friends. We do not want you to include cycling just for pleasure or exercise.

~~Cycling includes all travel by cycle. A cycle is~~ By cycle we mean any pedal cycle permitted on the public road. Cycles include electric or e-bikes and trikes, where pedalling is assisted by an electric motor, and non-standard cycles such as adapted cycles (cycles or tricycles specially adapted for use by disabled people), cargo cycles and recumbents.

When answering, please include trips where you cycle all the way to somewhere, and where you cycle as part of a longer trip. For example, cycling to a train station.

3.11 Cycling – Welcome/unwelcome

Aims of section:

- Check understanding of 'welcome' and 'unwelcome' when on cycling trips

[ask if CycFrq = 1 thru 5]

WelCyc

How welcome or unwelcome, did you personally feel on your last **cycling** trip? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome
5. Prefer not to say

[Ask if WelCyc = 3,4]

UnWelCyc

There can be many reasons why someone could feel unwelcome during their **cycling** trip, which of the following, if any, caused you to feel unwelcome?

[CAPI: Showcard XX]

Select all that apply

1. Other cyclists or people walking or wheeling
2. Road users
3. Your surroundings
4. Other (please describe)
5. None of these [exclusive]
6. Prefer not to say [exclusive and visible]

Findings

- These two questions were not asked to any participants during cognitive testing.
- Judging from similar 'welcomeness' questions however, we do not anticipate this question to be particularly problematic

Recommendations

- No current recommended alterations to these questions.
- We recommend cyclists are included in future testing.

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3.12 Trains

Aims of section:

- Check understanding of 'train'
- Check participants are including the correct things in 'train'
- Check understanding of 'satisfied' and 'dissatisfied' when on train trips
- Check understanding of response options

[Ask if TrnFrq = 1 thru 5]

TrnInt

The following questions focus on train travel.

Train travel includes all passenger rail services into, out of and within Wales, including services operated by Transport for Wales, Avanti West Coast, Cross Country Trains and Great Western Railway.

[Ask if TrnFrq = 1 thru 5]

TrnSat

On your last **train** trip, how satisfied or dissatisfied were you with the following?

[CAPI: Showcard XX]

GRID ROWS:

1. Overall journey
2. Safety
3. Availability of information
4. Punctuality
5. Reliability
6. Ticketing

GRID COLUMNS:

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Not applicable

Findings

- For TrnInt, participants understood the definition and what it was referring to in terms of 'train' travel. The definition was considered short and to the point.
- This was identified as being the clearest of all introductions included in the testing.
- TrnSat was generally well understood by participants.
- There was some suggestion that people think of their overall satisfaction more, rather than the other distinct parts mentioned in the question. When discussing the various other aspects of satisfaction, this required effort to think about.
- For the 'ticketing' response, people were thinking in two ways: the cost of tickets, and the ease of accessing tickets (via app, etc).
- Reliability and punctuality were thought of as very similar to some participants

Recommendations

- We recommend no changes made to TrnInt. The question appeared to work well and was felt to be clear and well understood.
- For TrnSat, additional clarification on what the terms 'reliability' and 'ticketing' mean could improve clarity and consistency of response.

3.13 Welcome/unwelcome – trains

Aims of section:

- Check understanding of 'welcome' and 'unwelcome' when on train trips
- Check understanding of response options

[ask if TrnFrq =1 thru 5]

TrnWel

How welcome or unwelcome, did you personally feel on your last **train** trip? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome

5. Prefer not to say

[Ask if TrnWel = 3 or 4]

UnWelTrn

There can be many reasons why someone could feel unwelcome during their **train** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

[CAPI: Showcard XX]

1. Other passengers
2. Station and train staff
3. Your surroundings (both on the train and at the station)
4. Other (please describe)
5. None of these [exclusive]
6. Prefer not to say [exclusive and visible]

Findings

- This question proved easy to answer for those asked.
- Participants were thinking about their environment within the train (comfort, other passengers) and at the station and surroundings.
- No participants were asked UnWelTrn.

Recommendations

- We recommend currently keeping these questions as they appear, due to being generally well understood.
- These would benefit from further testing.

3.14 Bus

Aims of section:

- Check understanding of 'bus'
- Check participants are including the correct things in 'bus'
- Check understanding of 'satisfied' and 'dissatisfied' when on bus trips
- Check understanding of response options

[Ask all]

Busint

The following questions focus on bus travel.

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Bus travel includes all bus services into, out of and within Wales run by any operator, including TrawsCymru.

Bus services typically operate on fixed routes or schedules and charge a fixed fare. Some services respond to passenger demand, rather than run on a fixed timetable. For example, Transport for Wales' fflecsi services.

The questions in this section do not cover long distance coaches or tours.

[Ask if BusFrq = 1 thru 5]

BusSat

On your last **bus** trip, how satisfied or dissatisfied were you with the following?

[CAPI: Showcard XX]

GRID ROWS:

1. Overall journey
2. Safety
3. Availability of information
4. Punctuality
5. Reliability
6. Ticketing

GRID COLUMNS:

1. Very dissatisfied
2. Fairly dissatisfied
3. Fairly satisfied
4. Very satisfied
5. Not applicable

Findings

- At BusInt, participants understood the definition provided and what it was referring to in terms of 'bus' travel. It was considered clear and to the point.
- Some participants said they had not heard of the specific examples in the question but understood them to be bus companies/operators.
- BusSat, was generally well understood by participants and presented no issues.
- As with TrnSat, reliability and punctuality were thought of as related.

Recommendations

- For BusInt, as there were no issues reported we recommend keeping this introduction as it currently is.
- For BusSat, as the question was generally well understood we recommend keeping this as it currently is. However, if you choose to add additional clarification to ‘reliability’ and ‘ticketing’ at TrnSat then we would also recommend adding additional clarification for bus travel here.

3.15 Welcome/unwelcome – bus

Aims of section:

- Check understanding of ‘welcome’ and ‘unwelcome’ when on train trips
- Check understanding of response options

[ask if BusFrq = 1 thru 5]

WelBus

How welcome or unwelcome, did you personally feel on your last **bus** trip? By ‘welcome’ we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

[CAPI: Showcard XX]

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome
5. Prefer not to say

[Ask if WelBus = 4,5]

UnWelBus

There can be many reasons why someone could feel unwelcome during their **bus** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

[CAPI: Showcard XX]

1. Other passengers

-
2. Bus driver or other members of staff
 3. Your surroundings (both on the bus and while waiting)
 4. Other (please describe)
 5. None of these [exclusive]
 6. Prefer not to say [exclusive and visible]

Findings

- BusWel proved to be clear and easy to answer for those asked.
- Participants were thinking about their environment within the bus (if bus was clean, temperature, driver attitude, other passengers) and at bus stop.
- One participant said all bus stops are, in theory, smoke free, but this does not actually happen which they find upsetting.
- BusUnWel was only asked to one participant. The participant understood that the question was asking the reasons for feeling unwelcome. There were no reported issues with this.

Recommendations

- We recommend keeping BusWel as it is, due to being generally well understood.
- Due to the small number of people seeing these questions, these questions need further testing. We recommend this as a priority to cover in future testing.

3.16 Impairment/ health conditions

Aims of section:

- Check general understanding
- Check understanding of 'ability to use train services independently'
- Check understanding of satisfaction with ability to use train services independently when making train trips

{ask if Imp12=1} [i.e. has any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more]

ImpDay

Does your condition or illness/do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

In answering this question, you should consider whether you are affected while receiving any treatment or medication for your condition or illness and/or using any devices such as a hearing aid, for example.

1. Yes, a lot
2. Yes, a little
3. Not at all

[Ask all]

IndSatTrnX

To what extent are you satisfied or dissatisfied with your ability to use **train** services independently by yourself or alongside those you start your trip with?

By independently we mean your ability to use trains services without the assistance of any staff or passengers.

1. Very satisfied
2. Fairly satisfied
3. Fairly dissatisfied
4. Very dissatisfied
5. Not able to use train services independently
6. I don't know the cost of bus travel

Findings

- ImpDay was understood well by participants who were asked. It was said to be asking if their condition affected day to day activities. For example, being able to drive, work etc.
- At IndTrnX, this question appeared to work well and was understood well by those who saw it.
- Their 'ability to use train services independently' was well understood. Examples: Whether you can get on and off the train without assistance, being okay on crowded trains, being able to get a seat independently.

Recommendations

- Both ImpDay and IndTrnX appeared to work well and were well understood by those who they were asked to.
- However, both could benefit from further testing due to small numbers of participants being routed to these.

3.17 Concessionary travel

Aims of section:

- Check general understanding
- Check understanding of 'concessionary or discounted travel card or pass'
- Check understandings of 'afford to travel'

[Ask all]

TrvDisc

Do you currently hold, or are you in the process of receiving, a discounted or concessionary travel card or pass? Such as a 60 and over card or a disabled person's card.

Please do not include cards or passes that you can purchase to get multi-trip or group travel savings.

1. Yes, I have a discounted or concessionary travel card or pass
2. No, I don't have a discounted or concessionary travel card or pass

[Ask if TrvDisc=2]

BusCost

There are many reasons why some people could struggle with transport costs. In general, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by bus at all [exclusive]
6. I don't know the cost of bus travel

[ask if trvdisc=1]

BusCostDsc

There are many reasons why some people could struggle with transport costs. In general, when using your concessionary or discounted travel card or pass, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by bus at all [exclusive]
6. I don't know the cost of bus travel

Findings

- TrvDisc appeared to work well and was understood well by those who were asked it.
- 'Concessionary or discounted travel card or pass' was generally well understood. Definitions cited included bus passes for disabled people, bus passes for people over the age of 60, and senior rail cards.
- For BusCost, participants here generally understood the question well and there were no reported issues at this question.
- Some mentioned that they were thinking about time ahead of costs, implying that cost may not be a major factor.
- For BusCostDsc, participants here generally understood the question well.
- Some participants had an issue with the question. When asking about affordability, some had free bus travel due to concessionary bus passes (e.g., over 60's). This therefore meant that the 'affordability' of bus travel was moot as it would have zero cost.

Recommendations

- For TrvDisc and BusCost, we recommend keeping these questions as they are but suggest it is included in further rounds of testing, if feasible.
- For BusCostDsc, there were no reported issues at this question. However, we would recommend further testing if possible due to small numbers.

4. Round 1 Travel Diary

4.1 Leaving home/ first trip

Aims of section:

- Test for ease of flow
- Test for clarity of text
- Check if participants were able to determine if they made a trip to a different location
- Check if participants were able to convey where they went to

{ASK ALL}

D3 Did you leave [your home/ address] on [day] to go to a different location?

- 1) Yes
- 2) No

[ASK IF D3 = NO]

D3_1 Sometimes people forget short walks or trips to run errands. Thinking about yesterday, did you go to any different location at any point during the day?

- 1) Yes
- 2) No

[ASK ALL]

D4 From this location, where did you go first?

Findings

- These questions were generally well understood.
- Going to a different location was understood to be: Leaving the house, or going somewhere other than home
- One participant was unsure of just how small a trip could be, for example, would this include taking the bins out and returning home.
- For one participant where English was not their first language, they struggled with this question as they thought it was asking the purpose of travel.

-
- One participant was confused as to whether this question was asking their real location or whether they should make up content for the interview. This may be an artefact of the nature of the cognitive testing.

Recommendations

- These questions were generally well understood.
- Overall, there seems to be good comprehension of these questions. We advise retaining these questions in their current form.

4.2 Leaving time

Aims of section:

- Examine if participants are able to enter times in given format

[ASK ALL]

D5 What time did you leave?

H	H	M	M
---	---	---	---

Findings

- Generally, participants understood that this question was asking about the time they left for the journey they were being asked about.
- One participant thought this question was asking what time they left their destination.
- There was not clear preference on time format. Many participants preferred 12-hour clock. Some preferred the 24-hour clock.
- One participant was unsure of which clock type to use and suggested having an AM PM button to record the time.
- For a participant where English was not their first language, they thought this question was asking the duration of travel.

Recommendations

- There was no clear preference for 12- and 24-hour clocks we recommend that the question wording should give some indication of preferred time input. Further testing could explore the use of user centred design where respondents are free to answer in any format they wish and where the time is ambiguous in AM or PM radio button appears next to the response option.
- If radio buttons cannot be programmed, we would recommend asking for time using the 24-hour clock.

-
- Suggested text is added to the question as shown below.

D5 What time did you leave?

IF 24HOUR CLOCK CHOSEN: Please answer using the 24-hour clock, for example if you left at 2pm, please enter 14:00.

H	H	M	M
---	---	---	---

4.3 Purpose of trip

Aims of section:

- Test for general understanding
- Check ease of use of response list

[ASK ALL]

D6 What was the purpose of this first trip? *If your trip had more than one purpose, please select all that apply.*

- 1) Accompany someone (e.g., drop someone off, pick someone up)
- 2) Exercise or play sports
- 3) Go to work
- 4) Holiday or day trip
- 5) Medical consultation or treatment
- 6) Personal appointment (e.g., bank, hairdresser, launderette)
- 7) Personal trip during work
- 8) Return home
- 9) Shopping, even if there was no intention to buy
- 10) Education (e.g., go to school, college)
- 11) Social or entertainment (e.g., meet friends, voluntary work)
- 12) Other (please specify):

Findings

- Most people selected one option, even if they stated there were other purposes to this journey during probing.
- Options felt to be missing included: visiting family, and religious locations, such as church or mosque.

Recommendations

- Visiting family could potentially be listed as an example of social purposes, along with meet friends.
- For religious reasons, we would recommend leaning toward evaluating expected prevalence in quantitative testing before adding a new category, especially if the anticipated prevalence is low. We understand that for the analysis, the level of granularity needed is not extensive, with some categories expected to be combined by analysts.

4.4 Main mode of transport

Aims of section:

- Test for general understanding
- Check ease of use of response list

{ASK ALL}

D7 What was the main mode of transport that you used to get there? *If you used more than one mode, please select the one you used to travel the longest distance.*

- 1) Bus, coach
- 2) Cycle, e-bike, trike, cargo cycle or adapted cycle
- 3) Car, light van, campervan, motorcycle or moped
- 4) Community transport (e.g., Community Buses, Volunteer Car Schemes)
- 5) Taxi, private hire vehicle
- 6) Train
- 7) Walking, wheeling
- 8) Other (please specify):

Findings

- Participants generally understood the questions
- Where two modes were used, the question was understood to be asking about the form of transport they either spent the longest time on or went the longest distance on.
- One participant was confused by the term 'wheeling' as they have never heard of it before.
- One participant struggles with the response option format at first glance due to its lay out and density of text.

Recommendations

- Whilst there appeared to be a good interpretation of the question, further information is required to help interpret the response options. Information to help interpret 'wheeling' at this

question should be added. For example, the option for 'walking and wheeling' should provide further information on what 'wheeling' means.

4.5 Distance travelled

Aims of section:

- Test for general understanding
- Check participants are able to enter amount in miles
- Check cognitive burden of recalling distance in miles

{ASK IF D7 = 3...5; Car, Community transport, Taxi}

D11_1 **How many miles did you travel by [mode]? *If you are unsure, please give your best estimate.***

Miles

Findings

- Generally, those who answered this question had a good understanding of the intended meaning of the question.
- Some participants reported their 'round-trip' distance instead of their 'single trip' distance.
- Participants appeared confident answering in miles.

Recommendations

- Due to some participants including the 'round trip' totals, we recommend adding an instruction to only include miles from the first location to the destination.
- An example text is shown in the box below.

{ASK IF D7 = 3...5; Car, Community transport, Taxi}

D11_1 **How many miles did you travel by [mode]? Please only include miles from [address] to [first/next] location. *If you are unsure, please give your best estimate.***

Miles

4.6 Mode used to train station

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Aims of section:

- Test for general understanding
- Check ease of use of response list

{ASK IF D7 = TRAIN}

D13_1 How did you get to the train station? *If you used multiple modes of transport, please select the one you used for the longest distance.*

- 1) Bus, coach
- 2) Cycle, e-bike, trike, cargo cycle or adapted cycle
- 3) Car, 4x4 vehicle, light van, minibus, campervan, motorcycle or moped
- 4) Community transport (e.g., Dial-a-Ride, Community Buses, Volunteer Car Schemes)
- 5) Taxi/ private hire vehicle
- 6) Walking, wheeling
- 7) Other (please specify):

Findings

- No participant was asked this question

Recommendations

- As no-one was asked this question, we have no recommendations to make here. It should be noted that the questions which follow (asked of bus passengers) are extremely similar to these questions on train travel and consequently, any learnings from those questions may be applied here. Further testing is suggested.

4.7 Station board/depart

Aims of section:

- Test for general understanding
- Check participants are able to convey a destination
- Hypothetically check understandings of map look-up / postcode look-up functions

{ASK IF D7 = TRAIN}

D13_2 At which station did you get on the train?

{ASK IF D7 = TRAIN}

D13_3 At which station did you get off the train?

Auto-complete open text

Locate on a map

Findings

- No participant went through this routing.

Recommendations

- Lack of sufficient data to make any specific recommendations. To note the following questions asked of bus passengers are extremely similar, learnings from these questions may be applied here. Further testing is suggested.

4.8 Mode used to bus stop/station

Aims of section:

- Test for general understanding
- Check ease of use of response list

{ASK IF D7 = BUS}

D14_1 How did you get to the bus stop/station? *If you used multiple modes of transport, please select the one you used for the longest distance.*

- 1) Bus, coach
- 2) Cycle, e-bike, trike, cargo cycle or adapted cycle
- 3) Car, 4x4 vehicle, light van, minibus, campervan, motorcycle or moped
- 4) Community transport (e.g., Dial-a-Ride, Community Buses, Volunteer Car Schemes)
- 5) Taxi/ private hire vehicle
- 6) Walking, wheeling
- 7) Other (please specify):

Findings

- Participants generally well understood this.
- All participants understood that this question was asking their means of reaching the bus stop/station.

Recommendations

- This question worked well and was understood by participants. As such we recommend keeping this question as it currently is.

4.9 Station board/depart

Aims of section:

- Test for general understanding
- Check participants are able to convey a destination
- Hypothetically check understandings of map look-up / postcode look-up functions

{ASK IF D7 = BUS}

D14_2 At which bus stop did you get on the bus?

Auto-complete open text

Locate on a map

{ASK IF D7 = BUS}

D14_3 At which bus stop did you get off the bus?

Auto-complete open text

Locate on a map

Findings

- Programming of look-up functionality was underway, but not complete, in time of testing. Since it was not available were asked to verbalise responses.
- One participant questions the relevance of this question as they thought it does not make sense unless the survey already knows where they live.
- Some participants questioned how they would respond, suggesting a map to select the bus stop or an EVRI style selection where a postcode is entered then a map appears with location points.
- One participant struggled to respond as they thought the bus route number was also needed.

Recommendations

- There are no recommended changes to the question. However, we recommend further testing exploring functionality of the map look-up function when this is available.

4.10 Other modes used

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Aims of section:

- Test for general understanding
- Check ease of use of response list
- Check how participants answered if they did not use another mode of transport

D18 What other mode(s) of transport, if any, did you use to arrive at your destination? (Select all that apply)

- 1) Bus, coach
- 2) Cycle, e-bike, trike, cargo cycle or adapted cycle
- 3) Car, 4x4 vehicle, light van, minibus, campervan, motorcycle or moped
- 4) Community transport (e.g., Dial-a-Ride, Community Buses, Volunteer Car Schemes)
- 5) Taxi/ private hire vehicle
- 6) Train
- 7) Walking, wheeling
- 8) Other (please specify):

None. I did not use another mode of transport.

Findings

- Some said they understood the question, yet still proceeded to selected their main mode of transport again. One participant thought they had already responded to this question.
- No participants selected the “none” option.
- One participant raised the point that this is similar to the main transport question and suggested that this should be one question as a select all.

Recommendations

- Given that most participants completed their journey with their main mode of transport, it is recommended that the question emphasises that it is asking something *other* than the main mode of transport. This could be done by formatting the term ‘other modes’ in the question by underlining.

4.11 General closing feedback on the travel diary

Aims of section:

-
- To get participants general views on the survey questions and how they found completing the travel diary.

Findings

- The introduction was thought as clear and was well understood.
- When given times concerning their travel day, some participants were confused with the use of 00.00am and midnight in the same question to reference the same time. One participant kept confusing what reference day they were referring thinking about when answering this question. One participant thought starting the reference day at midnight was odd because everyone would be at home during this time.

Recommendations

- With regards to times used for the 'travel day', due to there being some confusion around the terms 00.00am and midnight, and also that some participants found difficulty in thinking of this time as being within a typical travel day, we recommend using a different starting time for the travel day, e.g. 05.00am more in line with a typical 'day'.
- As it was difficult to fully convey functionality of the postcode and map look-up functions planned for the diary. We believe this would benefit from further testing once programmed.

4.12 Analysis

All recordings were summarised by researchers working on the project. All interview summaries were written into a matrix in Excel. Responses to each test question were recorded, along with think aloud data and findings from each of the scripted probes. Data could thus be read horizontally as a complete case record for an individual, or vertically by question, looking across all cases. Once the matrix was completed, the data in the matrix were reviewed thematically. A debriefing session was organised after all interviews were completed for the interviewers to present the initial findings.

This report presents results from this thematic analysis of questions, and recommendations for question alterations, which were discussed at the debriefing sessions. The recommendations for changes to each question are presented at the end of each subsection.

4.13 Next steps

Following this first round of cognitive testing, we suggest the following points should be taken forward.

- Re-test a selection of questions from the Round 1 cognitive testing to ensure that the revisions made to questions following testing were working appropriately.
- Test a programmed version of the questionnaire and travel diary, especially any items that rely on a non-standard screen design. Exploring the user friendliness of the diary and questions.

-
- Test Welsh language version of questions identified in the Welsh translation priorities workshop as potentially problematic. To ensure they matched the English source questions and worked well on different screen sizes.
 - Test any lower priority questions which could not be tested in the first round due to sampling limitations. For example, testing comprehension of the concept of welcomeness, testing the discounted travel questions, and testing the independent train travel question.

5. Round 2 - Cogability testing

5.1 What is cogability testing?

In the second round of testing, we conducted 'cogability interviews' in both English and Welsh. Cogability interviews combine techniques used in cognitive interviews (to test question wording) with techniques from user-testing (to test appropriateness of web instruments in terms of user- need including interface design and navigation).

Cognitive interviewing methods are derived from cognitive psychology and allow researchers to examine the mental processes people go through when completing surveys. Cognitive interviewing techniques focus on four processes: whether participants comprehend the information provided, how they recall information necessary to assist with the task, the judgments (or shortcuts) they make as to what information to provide and how they respond to the request.

User-testing interviews are used to establish whether a product meets end user requirements. For this round of pretesting, the aim was to establish whether the templates developed for the survey questionnaire and travel diary were user-friendly in terms of their design interface, and to explore how well they worked on a range of device types (i.e. smartphones and desktop computers).

5.2 How the cogability testing was undertaken

For this round of testing, the most up to date versions of the survey questions and travel diary being included in the testing were programmed within a web survey template, to allow us to explore usability issues, such as any non-standard screen templates e.g. looped questions, error messages and look-up functions.

Interviewers at Arad Research were trained by the NatCen team to carry out interviews in Welsh. All interviewers used a protocol in English which included observations and probing questions to be used in the interviews. Using observations, the interviewers recorded whether participants hesitated to provide a response, whether they asked for the question (or parts of the question) to be repeated or asked the interviewer for clarifications, and whether they changed their answers during probing. Scripted probes were provided to ensure consistency between interviewers and to ensure all areas of interest were explored. In addition to the scripted probes interviewers were encouraged to use spontaneous probing whenever they thought it was necessary to do so in order to elicit more explicit answers from the participants. Interviewers had the freedom to probe on aspects that they considered unique to the participants and/ or the context of the interview, and to explore issues that had not been foreseen.

Each interview lasted approximately one hour, and all interviews were carried out remotely using Zoom. Screen sharing was used to allow detailed observations of how people interacted with the web instrument on their own device. Interviews were recorded with the participants' consent. Procedures

for testing were approved by the NatCen Research Ethics Committee prior to fieldwork being undertaken.

5.3 Recruitment of test participants

For this round of testing, 23 interviews were conducted with people recruited specifically for this project. We carried out 12 interviews in English and 11 interviews in Welsh and all participants lived in Wales. The participants varied in terms of age, gender, educational level, mode of transport used in the last two weeks, their self-rated digital confidence and device type used for the interview e.g. desktop or laptop or mobile or tablet.

A professional recruitment agency, Propeller Field, was used to assist in the recruitment of research participants. We provided a screening questionnaire to recruiters which they followed when inviting people to take part. For quality assurance of the recruitment process, details collected on screening were double-checked at the start of each interview. A confirmation letter was provided to each participant recruited (this was given by hand, mail or email depending on the method of recruitment used). At the end of the interview, all participants received a £30 Love 2 Shop voucher as a thank you for taking part in the cognitive interviews.

Table 5.3: Round 2 – Cogability testing – sample composition achieved

Sampling characteristic		English	Welsh	Total
Gender	Male	7	2	9
	Female	5	9	14
Age group	18-29	1	3	4
	30-54	6	7	13
	55+	5	1	6
Highest qualification	A level and above	6	10	16
	GCSE and below	6	1	7
Mode of transport used in last two weeks	Car/taxi	8	8	16
	Walking	8	7	15
	Train	3	3	6
	Bus	5	1	6
	Cycle	1	0	1
Self-rated digital confidence	Very confident	2	8	10
	Confident	6	2	8
	Not that confident	4	1	5
Device type used during interview	Laptop/pc	5	5	10

	Smartphone	7	6	13
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5.4 What was tested

During an hour-long interview, it is only possible to test around 20-30 items, consequently it was not possible to test every question in the travel diary and questionnaire. The below aims were used to determine which questions and areas of exploration were priorities. The aims of round 2 of WNTS pretesting were to:

- Re-test a selection of questions from the Round 1 cognitive testing to ensure that the revisions made to questions following testing were working appropriately.
- Test a programmed version of the questionnaire and travel diary, especially any items that rely on a non-standard screen design. Exploring the user friendliness of the diary and survey questions.
- Test Welsh language version of questions identified in the Welsh translation priorities workshop as potentially problematic. To ensure they matched the English source questions and worked well on different screen sizes.
- [Space permitting] test any lower priority questions which could not be tested in the first round. For example, testing comprehension of the concept of 'welcomeness'.

The following two chapters of this report show the specific aims of each question/screen tested in the second round of WNTS pretesting, the findings and recommendations made following the testing.

6. Round 2 Questionnaire

6.1 Respondent selection

Aims of section:

- General ease of use
- Views on ability to provide information about other household members
- Views on accuracy of information provided
- If relevant, how participants feel about NOT being selected for interview

INTERVIEWER READ OUT: In the main survey, a letter will be sent to selected addresses telling them all about the survey and informing them one adult, selected at random, will be invited to take part. These first few questions are designed to help work out who, in your household, would be selected at random to take part. When answering, try to imagine that you've received the letter, decided to take part and started to answer the questions online.

To ensure the project represents the population and everyone has an equal chance to take part we need to understand who lives in your home that would also be eligible to take part. Including yourself, how many people 16 or over regularly live in your home? Please include yourself in the number below

I am the only person aged 16 or over

two

three

four

more than four please specify

Findings

- Participants were confident about the information they were asked to provide at these questions, however, some expressed feeling slightly uncomfortable about entering names/birthdays.
- It was mentioned that participants may be frustrated if they are not selected to take part as they had taken the effort to log in to try and complete the survey.
- One participant mentioned the importance of the pre-interview letter: *"The thing is once you get a letter asking you to complete or agree, it's going to tell you on there that there would be someone else in the household that may be selected. So I understood that implicitly."*

- Participants generally said they would pass the letter over to whoever was selected to take part so they could do the survey.

Recommendations

- We recommend it is made clear in the advance letter that a selection will be made at the start of the survey so the person who starts the survey may not be the person selected to participate further.

6.2 Travel frequency

Aims of section:

- General ease of use
- Usability of help links
- Views on clarity of help text

[Ask all]
TrvFrq2

Still thinking about your travel in the last 12 months, how often, if at all, do you travel in the following ways...

[What is travel by car](#)

[What is travel by bus](#)

[What is travel by train](#)

[What is travel by taxi](#)

<input type="checkbox"/> In a car, motorcycle, van or lorry as either driver or as a passenger
<input type="checkbox"/> Bus as a passenger
<input type="checkbox"/> Train as a passenger
<input type="checkbox"/> Taxi (including those booked via telephone or app)

Back

Save and Continue

English ▾

Findings

- While participants were almost exclusively able to answer the question as intended, there was evidence of some initial confusion and uncertainty around what, and how, to answer it.
- Reasons for confusion and uncertainty were due to:
 1. Wording of 'help' link text – there was uncertainty over whether these were questions or not and what would happen when clicked on. It was, incorrectly, assumed clicking would result in more questions about the relevant mode being asked.
 2. Placement of 'help' links – having these appear prior to the list of modes and their associated response options caused/added to the confusion around what, and how, to answer the question.

-
3. Absence of visual clue on 'how' to answer – having hidden ('folded') response options caused/increased uncertainty around how to answer.
 4. Hidden ('folded') response options for all modes asked about – while views on the folding/unfolding nature of the response options were mixed, generally, participants were able to navigate them correctly.

Recommendations

1. Amend 'help' text wording to improve understanding on the purpose of these links. A question mark should be added to each of the links. We recommend amending the wording of the links to mitigate against participants, incorrectly, assuming clicking on a link would result in additional questions being asked of the participant. Of the two possible options listed, we view option B as the clearer of the two.

Option A - What do we mean by 'travel by car'?

Option B – Click here for more information on what we mean by 'travel by car'

2. Move the position of the help links so they appear either immediately after each mode or after all modes. While option A, below, is clearest, it is possible the mode definitions are too long for this functionality to work effectively on smartphones. We recommend programming option A for review and discussion.

Option A

In a car, motorcycle, van or lorry as either a driver or a passenger What do we mean by 'travel by car'?

Bus as a passenger What do we mean by 'travel by bus'?

Train as a passenger What do we mean by 'travel by train'?

Taxi (including those booked by telephone or app) What do we mean by 'travel by taxi'?

An alternative, if option A is unfeasible is listed below. With option B, we would recommend 'click here for more information on what we mean by 'travel by X' is used.

Option B

In a car, motorcycle, van or lorry as either a driver or a passenger

Bus as a passenger

Train as a passenger

Taxi (including those booked by telephone or app)

Click here for more information on what we mean by 'travel by car'

Click here for more information on what we mean by 'travel by bus'

[Click here for more information on what we mean by ‘travel by train’](#)

[Click here for more information on what we mean by ‘travel by taxi’](#)

3. Add a visual cue to aid participant understanding of where the response options are and ‘how’ to answer. Presenting ‘unfolded’ response options for the first mode listed will give participants a visual cue on how to answer the question and may reduce navigation issues. See screenshot below for a mock-up of how this might look.

Please note we are only interested in walking and cycling as a form of transport and not those for exercise.

[What is walking as a form of travel:](#)

[What is cycling as a form of travel:](#)

[What is travel by boat or ferry:](#)

[What is travel by plane:](#)

▼ Walking (including any mobility aids)

Most days

Several times a week

Once a week

Once or twice a month

Once every couple of months

Once or twice during the year

Not at all

Don't know

Prefer not to say

▶ Cycling

▶ Plane

▶ Boat or Ferry

6.3 Welcome/ Unwelcome- Train/ Bus

Aims of section:

- General ease of use/ understanding.
- Understanding of the term ‘unwelcome’.
- Establish comprehensiveness of response options at **UnWelTrn/UnWelBul**

[Ask if TrnFrq =1 thru 5]

TrnWel

How welcome or unwelcome, did you personally feel on your last **train** trip in Wales? By ‘welcome’ we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

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-
1. Very welcome
 2. Fairly welcome
 3. Fairly unwelcome
 4. Very unwelcome

[Ask if TrnWel = 3 or 4]

UnWelTrn

There can be many reasons why someone could feel unwelcome during their **train** trip. Which of the following, if any, caused you to feel unwelcome?

Select all that apply

1. Other passengers
2. Station and train staff
3. Your surroundings (both on the train and at the station)
4. Other (please describe)
5. None of these [exclusive]

[Ask if BusFrq = 1 thru 5]

WelBus

How welcome or unwelcome, did you personally feel on your last **bus** trip in Wales? By 'welcome' we mean feeling safe from harassment or personal harm, and a sense of comfort and belonging in your surroundings.

1. Very welcome
2. Fairly welcome
3. Fairly unwelcome
4. Very unwelcome

[Ask if WelBus = 3,4]

UnWelBus

There can be many reasons why someone could feel unwelcome during their **bus** trip, which of the following, if any, caused you to feel unwelcome?

Select all that apply

1. Other passengers
2. Bus driver or other members of staff
3. Your surroundings (both on the bus and while waiting)
4. Other (please describe)
5. None of these [exclusive]

Findings

- In both English and Welsh speaking interviews, there was some evidence of participants thinking more broadly than their last trip on train/bus when answering these questions.

-
- The absence of a middle option was mentioned but did not prevent participants from being able to answer the questions.
 - English-speaking interviews - While the concept of feeling 'welcome' or 'unwelcome' was described as odd in the context of the question, participants who felt this way offered interpretations of 'unwelcome' that were consistent with those who did not question the appropriateness of the terms. Participants primarily appeared to be thinking about the actions and behaviour of other people (both passengers and staff) when thinking about what would make them feel welcome/unwelcome. Environment was considered but to a lesser extent.
 - Welsh-speaking interviews – There was evidence that term 'welcome' was interpreted slightly differently by Welsh-speaking participants than those interviewed in English. In Welsh, as in English, participants largely thought about the behaviour of other people (staff and other passengers) when describing what might make them feel welcome/unwelcome. However, unlike in English, feeling welcome almost exclusively meant being talked to by staff and/or staff going 'above and beyond' what would be considered 'normal' service. That said, there were instances of participants mentioning things like how safe they felt and 'overcrowding' as something that would be unwelcome. A participant suggested 'comfortable' and 'uncomfortable' would be more a suitable alternative.

Recommendations

- [TrnWel]/ [TrnBus] – Amend to use form of words used in [LanTrn] and [LanBus] 'most recent trip by train/bus' and bold 'most recent'. E.g. How welcome or unwelcome, did you personally feel on your **most recent train** trip in Wales?
- [UnWelTrn]/[UnWelBus] – Assuming the primary interest is in why a participant felt 'unwelcome' on their last trip specifically, we would recommend the question stem is amended to "There can be many reasons why someone could feel unwelcome during their **train** trip. Which of the following, if any, caused you to feel unwelcome on your **most recent train trip**?"
- The remaining outstanding issues are (i) the slightly different interpretation of the terms 'welcome' and 'unwelcome' in Welsh than in English (ii) the fact that participants are primarily basing answers on their experience of other people, with few instances of surroundings and environment being considered.
- We recommend, in the first instance, that [TrnWel] and [TrnBus] are both discussed further with the translation agency with a view to determining if the translated word for 'welcome' and the translated word for 'unwelcome' were the most appropriate words to use in Welsh. It may be that there is a different word, or combination of additional words, are needed to improve consistency in understanding between English and Welsh.
- If discussions with the translation agency conclude that there is not a better translation of 'welcome' and 'welcome' then the two options are (i) replace 'welcome' and 'unwelcome' in both English and Welsh speaking interviews with alternative similar words e.g. 'comfortable' or 'happy'. This could, potentially (though testing would be required to confirm this), have the added benefit of helping address the inconsistency between interpretations of the terms in

English and in Welsh. That said, inconsistency could remain and alternative wording may result in different challenges. This is a risk given no further testing in the Welsh language is planned. (ii) retain 'welcome' and 'unwelcome' in English speaking interviews but amend in Welsh to something similar e.g. 'comfortable'. Without further testing, the risk associated with this option is that participants in Welsh end up primarily answering this question based on their environment while participants in English answer based on the behaviour of others i.e. the inconsistency remains. (iii) retain welcome and unwelcome in both English and Welsh and amend the definition of what 'welcome' means:

How welcome or unwelcome, did you personally feel on your last **bus** trip in Wales? By 'welcome' we mean feeling safe, comfortable and at ease with staff, other passengers and in your surroundings.

6.4 Language(s) used

Aims of section:

- Understanding of 'communicating' in different languages.

[ASK IF TrnFrq <6]

LanTrn

During your most recent trip by **train** in Wales, which language(s) did you use at any point of this trip? This includes the booking of your ticket, engaging with staff or listening to audio announcements?

Please select all that apply

1. English
2. Welsh
3. Another language – please describe

[ASK if BusFrq <6]

LanBus

During your most recent trip by **bus** in Wales, which language(s) did you use at any point of this trip? This includes buying your ticket, engaging with staff or listening to audio announcements.

Please select all that apply

1. English
2. Welsh
3. Another language – please describe

Findings

- In both English and Welsh speaking interviews, participants, were generally thinking of their most recent trip when answering.

- [LanTrn] and [LanBus] both appeared straightforward to English-speaking participants with some thinking very broadly (including everything from buying tickets, communicating when boarding, understanding announcements and reading timetables), while others thought specifically of listening/hearing announcements. There was one instance of a participant understanding the question to mean which languages did they use when speaking to staff.
- Welsh-speaking participants primarily interpreted [LanTrn] and [LanBus] as asking which language(s) was used when speaking and interacting with staff and, to a lesser extent, listening to announcements. It was noted that participants did not answer 'Welsh' despite probing revealing that the language was used when booking tickets. Discounting announcements was more pronounced among Welsh-speaking participants than those interviewed in English.
- In Welsh-speaking interviews there were several instances of participants selecting '3 – Another language' to indicate use of both English and Welsh instead of selecting both '1' and '2'. This was more appeared to be more of an issue at LanTrn than LanBus.

Recommendations

- We recommend making it more explicit in the question stem and instruction that participants are (i) to consider reading and listening as well as speaking (ii) consider booking tickets via a machine in addition to speaking with staff and listening to announcements.
- Amend the instruction to make it clearer how to answer if spoke both English and Welsh.
- Two possible options for alternative wording are presented below:

(1) During your most recent trip by train in Wales, which language(s) did you use at any point of this trip? Please include language(s) you used when buying your ticket from a machine and listening to announcements as well as when interacting with staff. If you used English and Welsh, please select both of these.

(2) During your most recent trip by train in Wales, which language(s) did you read, listen or speak at any point of this trip? Please include things like buying your ticket and listening to announcements as well as interacting with staff. If you used English and Welsh, please select both of these.

6.5 Language preference– Train/ Bus

Aims of section:

- Understanding of 'communicating' in different languages.

[ASK IF LanTrn <> 2]

LanTrnProv

At any point in this **train** trip or booking process did you want to communicate in Welsh?

1. Yes, but I was unable to
2. No

[ASK IF LanBus <> 2]

LanBusProv

At any point in this **bus** trip or booking process did you want to communicate in Welsh?

1. Yes, but I was unable to
2. No

Findings

- Few English-speaking participants were routed to this question and none that were asked answered that they would have wanted to communicate in English. Those asked the question interpreted 'communicate in Welsh' in a variety of ways including, speaking in Welsh only, speaking and listening to announcements in Welsh and speaking, reading and writing in Welsh.
- Welsh-speaking participants exclusively interpreted 'communicate in Welsh' to mean speaking in Welsh, with none interpreting it to also include things like reading in Welsh or hearing/listening in Welsh. Those expressing a desire to have communicated in Welsh, said they would have liked to have spoken with staff in Welsh, but didn't as they were unsure whether the staff member spoke Welsh or not. There appeared to be an implicit assumption, among these participants, that staff members did not speak Welsh if they did not explicitly hear them doing so.

Recommendations

- We recommend making those elements commonly missed by participants in testing more prominent in the question stem e.g. mention words least likely to be considered first, followed by the words commonly considered.
- Create a separate answer category for those who wanted to communicate in Welsh but were uncertain if they could or not e.g. weren't sure they would be understood if they spoke in Welsh.

[LanTrnProv], [LanBusProv]

At any point booking or during this **train/bus** trip did you want to read, listen to or speak in Welsh?

1. Yes, but it wasn't available as an option

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2. Yes, but I wasn't sure if I could

3. No

6.6 Independent travel satisfaction

Aims of section:

- General ease of use/ understanding.
- Understanding of 'ability to use services independently'.
- Understanding of satisfied/ dissatisfied.

[ASK ALL]

IndSatTrnX

To what extent are you satisfied or dissatisfied with your ability to use **train** services independently, either by yourself or alongside those you start your trip with? That is without the assistance of any staff or passengers.

For this question we are not interested in situations where you may ask for directions

1. Very satisfied
2. Fairly satisfied
3. Fairly dissatisfied
4. Very dissatisfied
5. Not able to use train services independently
6. This service is not available in my area

[ASK ALL]

IndSatBusX

To what extent are you satisfied or dissatisfied with your ability to use **bus** services independently, either by yourself or alongside those you start your trip with? That is without the assistance of any staff or passengers.

For this question we are not interested in situations where you may ask for directions

1. Very satisfied
2. Fairly satisfied
3. Fairly dissatisfied
4. Very dissatisfied
5. Not able to use bus services independently
6. This service is not available in my area.

Findings

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-
- In both English and Welsh speaking interviews the questions were considered to be long and wordy. There was evidence of participants not reading the question in full and, consequently, misinterpreting what was being asked of them.
 - The questions were interpreted broadly and were understood in the following ways as asking about:
 - the extent to which they, themselves, engaged/needed to engage with staff over things like checking and seeking assurance with staff on things like platform/stop numbers and timetable queries.
 - the extent to which they, themselves, had mobility issues that impacted upon their ability to use train/bus independently.
 - the extent to which they, themselves, had a condition which meant they had mobility *and* broader accessibility requirements that impacted upon their ability to use train/bus independently.
 - availability of train/bus services in their area (English and Welsh-speaking interviews)
 - how satisfied they were with their experience on the train/bus e.g. whether they had sufficient room to sit.
 - Participants described these questions as not being relevant to them for two reasons (1) because they, personally, did not have any mobility or wider accessibility requirements when using train/bus (2) they, personally, don't use the mode of transport being asked about. Participants expressed that they would have liked to have had a 'not applicable' answer to choose from.

Recommendations

The main issues with these questions in their current form are:

- The perception that the stems are long and wordy, which is likely, to an extent to be contributing to issues identified in the points below. This can be addressed by removing unnecessary and/or confusing text. See suggested example below.
- The apparent lack of relevance of the questions to participants either because they don't use the train/bus at all/very often and/or because they don't consider themselves to have anything that would make travelling independently problematic e.g. no mobility or accessibility concerns. This can be addressed either by routing such participants away from the question, asking filter questions in advance or ensuring these participants have a suitable answer option to select. See suggested example below.
- The variety of different ways the question is being interpreted, and consequently answered, by participants. This can be addressed by amending the question stem to provide greater clarity around the exact concept intended on being measured. See suggested example below. The example below deliberately focuses exclusively on assistance from staff as we have concerns

that the distinction between passengers travelling with, and separate to, the participant is adding an additional layer of complexity to the question.

OPTION 1

ASK ALL

How satisfied or dissatisfied are you with your own ability to use **bus** services without the assistance of staff? Do **not include** things like asking for directions, checking times, platform/stop numbers.

1. Very satisfied
2. Fairly satisfied
3. Fairly dissatisfied
4. Very dissatisfied
5. Not able to use bus services without assistance of staff
6. This service is not available in my area.
7. I do not use bus services

OPTION 2

ASK ALL

How satisfied or dissatisfied are you with your own ability to use **bus** services without the assistance of staff? Do **not include** things like asking for directions, checking times, platform/stop numbers.

1. Very satisfied
2. Fairly satisfied
3. Fairly dissatisfied
4. Very dissatisfied
5. Not Applicable

OPTION 3

ASK ALL

Which of the following statements best describes the area you live and travel in?

1. There are bus services available to use
2. There are **no** bus services available to use
3. I'm not sure if there are bus services available to use

ASK IF 'there are bus services' or 'I'm not sure'

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How satisfied or dissatisfied are you with your own ability to use **bus** services without the assistance of staff? Do **not include** things like asking for directions, checking times, platform/stop numbers.

6.7 Cycling

Aims of section:

- General ease of use/ understanding.
- Clarity of introduction.
- Understanding of term 'pedal cycle'.

[Ask all]

Cycintro

The following questions focus on cycling as a means of transport.

By cycling we mean when you cycle to get to a particular destination, such as work, the shops, or to visit friends. We do not want you to include cycling just for pleasure or exercise.

By cycle we mean any pedal cycle permitted on the public road. Cycles include electric or e-bikes and trikes, where pedalling is assisted by an electric motor, and non-standard cycles such as adapted cycles (cycles or tricycles specially adapted for use by disabled people), cargo cycles and recumbents.

When answering, please include trips where you cycle all the way to somewhere, and where you cycle as part of a longer trip. For example, cycling to a train station.

[Ask all]

CycAb1

Can you ride a pedal cycle?

1. Yes
2. No

Findings

- This definition was clear to all participants, although it was described as too long with some participants acknowledging that they did not read it in full because they felt they knew what

cycling was. *"To be honest I rushed through that part, so it must have been clear because I sort of read it and then moved on."*

- A participant suggested there could be a picture of a bike instead of a lengthy explanation.
- Most participants were considering the CycAbl question to be about the ability to ride a bike, E.g., had they ever learned how to. *"I saw it as can you ride a bike basically, because it doesn't say do you ride a bike, it asks can you." "Can I ride a bike, am I able to. That's what it sounded like to me, are you able to ride a bike?" "I can, but I don't."*
- The term 'pedal cycle' seemed to confuse participants. *"I feel like I knew what it meant, but I feel like it could confuse you into is it the same as riding a bike. As it uses the term 'pedal cycle' which is not a term that I've ever heard before." "I thought that was weird, bicycle I would have said. Anything you can pedal I suppose, pedal power."* There was an instance of a participant coding 'no' at CycAbl because they didn't know what a pedal cycle was.
- A participant over 55 coded 'no' because they couldn't ride a bike anymore.
- One questioned the relevance of this question as they are not a cyclist, they were able to answer once they read the question fully.
- The translations in Welsh for yes/no should be different here as it currently isn't in line with other questions. It should say 'ydw/nac ydw'.

Recommendations

- We recommend that the Welsh response options are changed in line with those suggested by the participants.
- We suggest thought is given to use of the term 'pedal cycle' in the question as uncertainty around what it is may result in some participants incorrectly answering the question.

6.8 Walking/ Wheeling

Aims of section:

- Test new WalkIntro, adjusted from WP3.
- General ease of use/ understanding.
- Clarity of introduction.
- Understanding of walking and wheeling.
- Understanding of not walking for pleasure.

[Ask all]

WalkIntro

The following questions will ask about how much you walk or wheel.

Walking includes all travel on foot, including running and walking with use of a mobility aid.

Wheeling includes using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards or non-motorised scooters.

We are only interested in walking or wheeling as a means of transport, that is to a particular destination such as the shops, work or visiting friends. We are not interested in walking just for pleasure or exercise or walking the dog.

When answering, please include trips where you walk all the way to somewhere, and where you walk as part of a longer trip. For example, walking to a train station.

Findings

- Most participants reported reading all text, though it was noted as being quite long.
- While participants described the terms walking and wheeling, probing revealed that some confusion appeared. For example, the notion that walks needed to be purposeful with a destination was not universally understood.
- Similarly, wheeling was considered to be wheelchairs and mobility vehicles only and one explanation of the term included bicycles.
- It was felt that wheeling should not include skateboards and wheelchairs in the same category given they are so different.

Recommendations

- We recommend re-ordering the introduction slightly. The instruction to exclude walking for exercise/pleasure should be earlier in the question stem to increase prominence. E.g.,

[Ask all]

WalkIntro

The following questions will ask about how much you walk or wheel.

We are only interested in walking or wheeling as a means of transport, that is to a particular destination such as the shops, work or visiting friends. We are not interested in walking just for pleasure or exercise or walking the dog.

Walking includes all travel on foot, including running and walking with use of a mobility aid.

Wheeling includes using mobility scooters, non-motorised and motorised wheelchairs, or roller-skates, skateboards or non-motorised scooters.

When answering, please include trips where you walk all the way to somewhere, and where you walk as part of a longer trip. For example, walking to a train station.

6.9 Travel affordability (English speaking interviews only)

Aims of section:

- General ease of use/ understanding.
- Understanding of 'a discounted or concessionary travelcard or pass'.
- Understanding of 'afford to travel'.
- General comfort/not in answering questions about affordability.

[Ask all]

TrvDisc

Do you currently hold, or are you in the process of receiving, a discounted or concessionary travel card or pass? Such as a 60 and over card or a disabled person's card.

Please do not include cards or passes that you can purchase to get multi-trip or group travel savings.

1. Yes, I have a discounted or concessionary travel card or pass
2. No, I don't have a discounted or concessionary travel card or pass

Findings

Discount cards [ENGLISH ONLY]

- Participants who had bus passes were all over 60. At TrvDsc they answered that they had a concessionary pass. The routing however took them through bus questions AND train questions (none had a train concessionary pass). As such, the train questions were not relevant to them. We understand that this routing has been taken into account already for future iterations.

Recommendations

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Discount cards [ENGLISH ONLY]

- As already mentioned, the routing of these questions should be based on whether the participant has a bus or train pass, rather than one question which asks about all types of concessionary pass.

[Ask if TrvDisc=2]

BusCost

There are many reasons why some people could struggle with travel costs. In general, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by bus at all [exclusive]

6. I don't know the cost of bus travel
7. Bus services aren't available in my local area

[Ask if TrvDisc=1]

BusCostDsc

There are many reasons why some people could struggle with transport costs. In general, when using your concessionary or discounted travel card or pass, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. My concessionary travel card or enables me to travel for free [exclusive]
2. Yes, for all purposes [exclusive]
3. For essential health appointments and/or essential shopping
4. For work or education
5. For visiting friends and family or for social and leisure purposes
6. No, I can't afford to travel by bus at all [exclusive]

7. I don't know the cost of bus travel
8. Bus services aren't available in my local area

[Ask if TrvDisc=1 and BusCostDsc <5]

BusCostDscX

If you did not have your concessionary or discounted travel card or pass, do you personally feel that you could afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive] [display if selected at BusCostDsc or BusCostDsc = 2 & 3 & 4 or option 1 selected at BusCostDsc]
2. For essential health appointments and/or essential shopping [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]
3. For work or education [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]
4. For visiting friends and family or for social and leisure purposes [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]
5. No, I would not be able afford to travel by bus at all [exclusive]
6. I don't know the cost of bus travel
7. Bus services aren't available in my local area

[Ask If TrvDisc=2]

TrnCost

There are many reasons why some people could struggle with transport costs. In general, do you personally feel that you can afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by train at all [exclusive]
6. I don't know the cost of train travel
7. Train services aren't available in my local area

[Ask if trvdisc=1]

TrnCostDsc

There are many reasons why some people could struggle with transport costs. In general, when using your concessionary or discounted travel card or pass, do you personally feel that you can afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. My concessionary travel card or enables me to travel for free [exclusive]
2. Yes, for all purposes [exclusive]
3. For essential health appointments and/or essential shopping
4. For work or education
5. For visiting friends and family or for social and leisure purposes
6. No, I can't afford to travel by train at all [exclusive]
7. I don't know the cost of train travel
8. Train services aren't available in my local area

[Ask if TrvDisc=1 and TrnCostDsc <5]

TrnCostDscX

If you did not have your concessionary or discounted travel card or pass, do you personally feel that you could afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive] [display if selected at TrnCostDsc or trnCostDsc = 2 & 3 & 4 or option 1 selected at TrnCostDsc]
2. For essential health appointments and/or essential shopping [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
3. For work or education [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
4. For visiting friends and family or for social and leisure purposes [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
5. No, I would not be able afford to travel by train at all [exclusive]
6. I don't know the cost of train travel
7. Train services aren't available in my local area

Findings

- Participants seemed to understand that the question was asking about being able to afford to travel using bus/train either with or without a pass.
- Participants said they felt comfortable answering questions on affordability, there was no discomfort here.
- It was suggested that 'bus\ train pass' be included to make it clearer as to which mode is being asked about.
- Participants with a pass noted that they wouldn't choose to travel by bus if they didn't have a pass, they noted that this wasn't due to affordability.

Recommendations

- Also, we recommend clarity around the term 'concessionary or discounted travel card or pass' to include 'bus pass' or 'train pass'.

[Ask all]

TrvBusDisc

Do you currently hold, or are you in the process of receiving, a discounted or concessionary bus travel card or pass? Such as a 60 and over card or a disabled person's card.

Please do not include cards or passes that you can purchase to get multi-trip or group travel savings.

1. Yes, I have a discounted or concessionary bus travel card or pass
2. No, I don't have a discounted or concessionary bus travel card or pass

[Ask if $TrvBusDisc=2$]

BusCost

There are many reasons why some people could struggle with travel costs. In general, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by bus at all [exclusive]

6. I don't know the cost of bus travel
7. Bus services aren't available in my local area

[Ask if $TrvBusDisc=1$]

BusCostDsc

There are many reasons why some people could struggle with transport costs. In general, when using your discounted or concessionary bus travel card or pass, do you personally feel that you can afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. My discounted or concessionary bus travel card or pass enables me to travel for free [exclusive]
2. Yes, for all purposes [exclusive]
3. For essential health appointments and/or essential shopping
4. For work or education
5. For visiting friends and family or for social and leisure purposes
6. No, I can't afford to travel by bus at all [exclusive]

7. I don't know the cost of bus travel
8. Bus services aren't available in my local area

[Ask if $TrvBusDisc = 1$ and $BusCostDsc < 5$]

BusCostDscX

If you did not have your discounted or concessionary bus travel card or pass, do you personally feel that you could afford to travel by **bus** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive] [display if selected at BusCostDsc or BusCostDsc = 2 & 3 & 4 or option 1 selected at BusCostDsc]
2. For essential health appointments and/or essential shopping [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]

-
3. For work or education [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]
 4. For visiting friends and family or for social and leisure purposes [display if selected at BusCostDsc or BusCostDsc=1 or option 1 selected at BusCostDsc]
 5. No, I would not be able afford to travel by bus at all [exclusive]

 6. I don't know the cost of bus travel
 7. Bus services aren't available in my local area

[Ask all]

TrvTrnDisc

Do you currently hold, or are you in the process of receiving, a discounted or concessionary train travel card or pass? Such as a 60 and over card or a disabled person's card.

Please do not include cards or passes that you can purchase to get multi-trip or group travel savings.

1. Yes, I have a discounted or concessionary train travel card or pass
2. No, I don't have a discounted or concessionary train travel card or pass

[Ask If TrvTrnDisc=2]

TrnCost

There are many reasons why some people could struggle with transport costs. In general, do you personally feel that you can afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive]
2. For essential health appointments and/or essential shopping
3. For work or education
4. For visiting friends and family or for social and leisure purposes
5. No, I can't afford to travel by train at all [exclusive]

6. I don't know the cost of train travel
7. Train services aren't available in my local area

[Ask if TrvTrnDisc=1]

TrnCostDsc

There are many reasons why some people could struggle with transport costs. In general, when using your discounted or concessionary train travel card or pass, do you personally feel that you can afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. My discounted or concessionary train travel card or pass enables me to travel for free [exclusive]
2. Yes, for all purposes [exclusive]
3. For essential health appointments and/or essential shopping
4. For work or education
5. For visiting friends and family or for social and leisure purposes

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6. No, I can't afford to travel by train at all [exclusive]
7. I don't know the cost of train travel
8. Train services aren't available in my local area

[Ask if ~~Trn~~TrnDisc=1 and TrnCostDsc <5]

TrnCostDscX

If you did not have your discounted or concessionary train travel card or pass, do you personally feel that you could afford to travel by **train** in Wales for the following purposes?

Select all that apply

1. Yes, for all purposes [exclusive] [display if selected at TrnCostDsc or trnCostDsc = 2 & 3 & 4 or option 1 selected at TrnCostDsc]
2. For essential health appointments and/or essential shopping [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
3. For work or education [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
4. For visiting friends and family or for social and leisure purposes [display if selected at TrnCostDsc or TrnCostDsc=1 or option 1 selected at TrnCostDsc]
5. No, I would not be able afford to travel by train at all [exclusive]
6. I don't know the cost of train travel
Train services aren't available in my local area

6.10 Off peak (Welsh speaking interviews only)

Aims of section:

- To establish how well the translated term for "off-peak" is understood by Welsh-speaking participants

TrnEnc

Pa rai o'r canlynol, os oes rhai o gwbl, fyddai'n eich annog chi i deithio'n amlach mewn trên yng Nghymru?

Dewiswch hyd at dri ateb o blith y canlynol.

1. Teithiau sy'n cymryd llai o amser
2. Gwasanaethau amlach, yn cynnwys mwy o wasanaethau ar adegau tawelach o'r dydd
3. Trenau mwy newydd
4. Mwy dibynadwy
5. Tocynnau rhatach, symlach
6. Gwell cysylltiadau â gorsafoedd ar y bws, neu drwy gerdded a beicio

-
7. Trenau a gorsafoedd mwy hygyrch
 8. Sicrwydd eich bod yn mynd i gael sedd
 9. Gorsaf yn agosach at le rwy'n byw
 10. Arall – manylwch
 11. Dim un o'r rhain [exclusive]

Arall – manylwch

Findings

- It was noted that the English term 'off-peak' meant something quite specific in the way that the Welsh translation did not. It was mentioned that there.
- One participant did think the inclusion of the English term 'off-peak' would annoy Welsh-speaking participants.
- There was a consensus that 'off-peak' means quieter times of the day/week but less agreement to exact times that fell under the definition.
- There was a general feeling that inclusion of the English term ('off-peak') after the Welsh translation would be helpful with others feeling it would make no difference.

Recommendations

- We recommend that the English term 'off-peak' is added in brackets after the Welsh translation of off-peak.

"Gwasanaethau amlach, yn cynnwys mwy o wasanaethau ar adegau tawelach ('off-peak') o'r dydd"

6.11 Closing feedback on the questionnaire

Findings

- For the questionnaire, there were visible 'Don't know' and 'Refuse' options available. Generally, these being available were seen useful even if they were not used, although one participant said it was unnecessary.

Recommendations

- We recommend keeping the 'don't know' options available on screens in the questionnaire as this was seen as useful to participants.

7. Round 2 Travel diary

7.1 Language selection

Aims of section:

- Test for ease of use.
- Test for clarity of text
- Test for usability of language selection drop-down

[ASK ALL]

Lansel

This survey can be completed in Welsh or English, if you would like to change language, please use the language selector found at the bottom of your screen.

Gallwch gwblhau'r arolwg yma yn y Gymraeg neu'r Saesneg. Os ydych eisiau newid yr iaith, defnyddiwch y detholydd iaith ar waelod eich sgrin.

Findings

- Participants understood the statement and were able to select the language they wanted to complete the survey in.
- Participants completing the survey on a laptop noted that the language selector was not at the bottom of the screen, rather was halfway down the righthand side of the screen. This did not, however, prevent anyone from finding the language selection button.
- It was noted that the button could have been bigger and blended into the background a bit, but again, participants were able to find and use it.
- Suggested improvements included use of a different colour and made clearer that it is a drop-down button.

Recommendations

- We recommend question wording is amended to 'please use the drop-down language selector found below' both to make it clearer that it is a drop-down box and to remove any confusion around the exact location of the selector.

-
- Thought could also be given to the colour of the text for the language selector box. Making it a different colour may help it stand out on the page but we don't consider this a priority given participants were, generally, able to find and use the selector as intended.

7.2 General perceptions on length and flow of the diary

Aims:

- General perceptions on **length and flow of diary**.

Findings

- Generally, participants found the diary easy to complete and understand.
- Participants didn't, in general, experience any problems with data entry. The only issue that did emerge – participants entering in full sentences for location, will not be an issue when the map-look up function is integrated.
- Navigation through each section worked well, overall.
- Adjustments made after WP3 appear to have helped improve flow, with fewer issues noted here. (e.g., previously there were issues with start and end times being asked separately. In WP4 these questions were moved towards the end of the diary with no issues noted).
- Participants who found the diary difficult noted that its repetitive nature made it confusing, with a participant being very unclear which journey they were being asked about at each loop.
- Participants who found the diary repetitive felt it would lead to attrition. It was suggested that all journeys could be asked about on one page before any follow up questions asked, after this. This was particularly true when a journey made using the same mode of transport was broken down into stages, for example driving to a shop before driving to another shop a short while later and then driving home.

Recommendations

- To minimise potential confusion about which trip is being asked about, we recommend investigating the feasibility of a brief header at the top of the screen indicating exactly which trip the question on-screen is about. If this is not feasible, we suggest providing details of the trip in the question stem, e.g., How did you travel from [your home/address] to [address]?)

7.3 Interpretation of trips/journeys

Aims:

- Interpretation of trips/journeys in the diary and the extent to which these terms align with the intended meaning throughout the diary).

Findings

- Participants were able to articulate what both trip and journey meant and while some were able to articulate how they were different e.g. some felt that journeys were longer than trips, some felt that a trip is more for leisure and is a longer journey and others felt there was no difference between the terms.
- The consensus was that the words were similar, and that people would understand what to do in the diary irrespective of which of the two terms was used.
- There appeared to be a slight preference for 'journey' in Welsh speaking interviews.

Recommendations

- Either term is suitable for use, but since there is some evidence of a slight preference for 'journey' in Welsh, and a sense that a 'trip' is associated with a leisure activity e.g. day out, we lean towards recommending 'journey' over 'trip' for both the English and Welsh versions. The term chose should be used consistently throughout the diary.

7.4 Travel day 05.00am

Aims:

- Feedback on using a 5.00 am travel day as starting point for questions.

Your travel day began at 5:00 am yesterday, 16/01/2024, and finished at 5:00 am today, covering 24 hours.

Back

Save and Continue

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English ▼

Findings

- Participants understood the 5am start time as the 24-hour period from yesterday at 5am until this morning at 5am. This generally worked well and captured most participants typical day, including those who start work early.

- Participants who initially thought 5am was too early for the diary to start: *"It seems kind of early I have to say when it said 5am. I would probably think 5am would make me smile because most people at 5am are fast asleep. I would say perhaps a little later. 6am or maybe 7am."* That said, upon reflection, these people recognised others may be up and about at this time.
- A Welsh-speaking participant, incorrectly, thought that this was the beginning of a scenario and suggested that participants should be asked the time of their first journey and go from there.
- While Welsh-speaking participants understood 'a.m', it was noted that this was not Welsh.

Recommendations

- Starting the travel day at 05:00am worked much better than 'midnight', tested at WP3. We recommend retaining the 5am start time as the best way of ensuring we capture the start of people's day.
- In Welsh-speaking interviews the Welsh for 'a.m' should be used. We do not recommend including the English ('am'/'pm') in parenthesis after the Welsh translation.

7.5 12 hour clocks

- Aims:
- Feedback on using 12-hour clock format to enter times, with instruction at D21 'and D22 (usability issues such as error messages/ range checks/ presentation issues.)


What time did you leave Home to go to Supermarket?

AM/PM

AM

PM

Date



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English ▾

Findings

-
- Participants reported being content to use either 12- or 24-hour clock with no preference emerging. Some naturally went with 24-hour format, others preferred 12-hour format with am/pm.
 - Participants generally seemed confident with the times given, particularly for routine journeys like going to work and school.
 - Participants were able to use am/pm buttons. This was sometimes missed the first time entering, but they were able to rectify when presented with the error message.
 - While there was evidence the question was unproblematic for some, the following issues were noted:
 - Entering the time proved problematic with an instance of a participant struggling to locate the box and attempting to enter their response at the AM/PM check buttons.
 - The relevance of the letters 'hh and mm' was questioned and described as looking 'foreign'.
 - Interviewers observed participants entering their response without a leading '0' which led to a bit of confusion, although all were able to rectify this.
 - A participant was observed to put an end time which was prior to their start time for their second journey. Another entered the same time for starting and ending their journey. No errors appeared when this happened.
 - There were a few comments about entering times on the mobile version when the drop-down scrolling list appears. These were mainly around the issue of scrolling. The 10-minute intervals are close together so the list for a 24-hour period appears long.
 - The use of 'YB/YP' was questioned by one Welsh-speaking participant as they were unaware of the meaning. It was also noted that it was odd for them to be presented capitalised.

Recommendations

- We recommend the inclusion of an instruction directing participants on where to enter times. E.g., 'Please enter the time you left in the box(es) below'.
- We also recommend exploring placing in am/pm (yb/yp) to the right (immediately after the time, instead of underneath) to help some participants missing the string open field.
- The Welsh translation of am/pm (yb/yp) should be presented in lower case. We also recommend that 'AM/PM' is replaced with 'am/pm' in the English-speaking version.
- We recommend installing checks to ensure a participant cannot enter journey times that occur earlier than journeys already mentioned. If, for example, a participant enters the same start and end time for a given journey the error message could read "You said you started this journey at X on [date] and ended this journey at X on [date]. Is this correct?" Alternatively, if someone codes the same time for separate journeys a possible error message might be "You

said you started this journey at X on [date]. This is the same start time you recorded for your journey from A to B. Is this correct.”

- In order to retain the degree of accuracy required with times, we do not recommend altering the drop-down response times to smaller intervals.

7.6 Concessionary passes

Aims:

- Feedback on questions around concessionary passes, season/multi trip tickets, and costs. D16, D17, D18, D19 were not tested in the previous round and would benefit from testing.

Did you pay anything when using your discounted or concessionary travel card for this trip?

Yes

No

Back Save and Continue

Findings

- Few participants were routed to this question during testing, so findings and recommendations are based on a small number of cases.
- A participant who had used both train and bus found the questions confusing and weren't always clear which mode was being asked about.
- Those who were asked the question appeared to understand the term 'discounted or concessionary pass' as a pass for older people, or someone with a disability which would provide either discounted or free travel.

Recommendations

- To minimise confusion for participants who travel and/or have passes for both bus and train we recommend amending the question stem to include the relevant mode being asked about. E.g.
Did you pay anything when using your discounted or concessionary travel bus pass for this trip?
Did you pay anything when using your discounted or concessionary travel train pass for this trip?

7.7 Day, weekly, monthly or term tickets

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Aims:

- Feedback on questions around concessionary passes, season/multi trip tickets, and costs. D16, D17, D18, D19 were not tested in the previous round and would benefit from testing.

Did you pay anything when using your day, weekly, monthly or term ticket for this trip?

Yes

No

Back Save and Continue

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Findings

- Findings and recommendations should be interpreted with caution given the small number of participants asked these questions.
- The term ‘day, weekly, or monthly pass’ appeared to be understood as a ticket which provides journeys over a set period of time.
- There appeared to be some confusion about how to answer this. One participant had paid for the ticket prior to the day of travel but was unsure if the question was asking if they paid anything on the day or at any point. This participant answered they had paid nothing, despite have previously paid £30 for the ticket.

Recommendations

- Greater clarity is needed around whether the question is asking about whether any payment was required at all, any payment was required in advance or any payment was required on the day of travel. Our assumption is that the question is intending to capture whether a participant, had to, at any point, pay/put money towards the price of this ticket i.e. trying to establish if the day/weekly/monthly/term ticket covered the full cost of the journey or not so you can work out total journey cost.

Option A

“When using your day, weekly, monthly or term ticket for this train trip, did you have to pay anything extra in addition to the ticket?”

Option B

Did your day, weekly, monthly or term ticket cover the full cost of the train trip or did you have to pay something as well?

1- The ticket covered the full cost of the train trip

2- I had to pay something in addition to the ticket

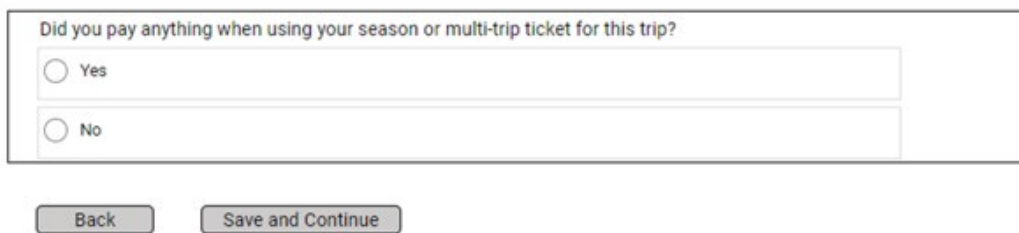
IF 2, ASK

How much did you pay....

7.8 Season/ multi trip tickets

Aims:

- Feedback on questions around concessionary passes, season/multi trip tickets, and costs. D16, D17, D18, D19 were not tested in the previous round and would benefit from testing.



Did you pay anything when using your season or multi-trip ticket for this trip?

Yes

No

Back Save and Continue

Findings

- Very few participants were routed to this question.
- A participant found the question confusing as they were unsure if this was referring to their bus trip or train trip.

Recommendations

- We recommend adding in the mode to the question. E.g., Did you pay anything when using your season or multi-trip ticket for this bus trip?
- We recommend clarity around when people are making a payment in the question. E.g.,

'Did you pay anything on the day when using your season or multi-trip ticket for this trip?' OR

'Did you pay anything at the point of travel when using your season or multi-trip ticket for this trip?'

7.9 Concessionary passes, season/multi trip tickets costs

Aims:

- Feedback on questions around **concessionary passes, season/multi trip tickets, and costs**. D16, D17, D18, D19 were not tested in the previous round and would benefit from testing.

How much did you pay for your ticket? *If you are unsure, please give your best estimate.*

£

Findings

- Very few participants were routed to this question.
- There appeared to be some confusion around how to calculate the cost of a specific 'trip' if using a set time ticket.
- Participants *not* using any form of pass or multi-trip ticket were able to enter a figure confidently here.

Recommendations

- We recommend clarity around when people are making a payment in the question. E.g.,

How much did you pay at the point of travel for your ticket?

7.10 Summary tables

Aims:

- Feedback on **summary screens in diary**.

Please review the details below and confirm the times are correct.

Are the details for trip 1 correct

Start : Home at 09:15

End : (e.g.) Supermarket at 09:30

Mode : Walking or wheeling

Yes

No

Are the details for trip 2 correct

Start : (e.g.) Supermarket at 10:15

End : Home at 10:30

Mode : Walking or wheeling

Yes

No

Findings

- Although this was not probed on as such, participants commented, in 'think aloud' that the summary screens were clear and easy to follow.
- No participants noted that they had entered any information incorrectly.
- Participants did appear to take the time to read and reflect the contents of the screen. For some this screen appeared to 'bring together' why things were being asked and for what it was being used.

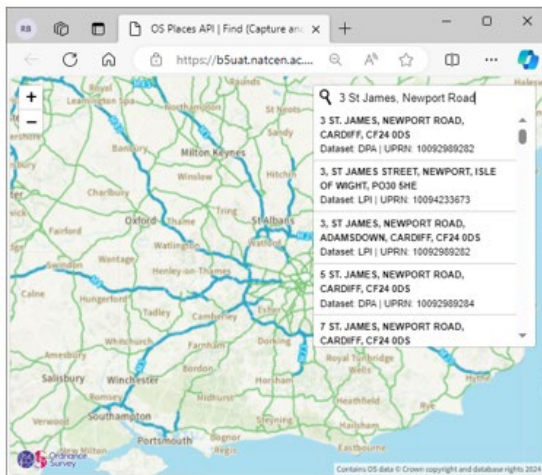
Recommendations

- It should be noted that the journeys were capped at 2, so it could be worth considering burden if there are more journeys.
- We understand that there are plans to adapt the summary screen so that the ordering of journeys can be altered and/or removed.
- We recommend further testing of summary screens to see how amendments to the functionality work.

7.11 Testing the map look up function

Aims:

- To test the map look-up function with participants.
- To gather feedback on ease of use/ suitability of use.



Findings

- The map lookup function was not fully function when this testing was carried out. As a result, participants were not able to use the integration of the map within the diary. Maps were standalone links independent of the loops and were tested as such.
- Participants tended to use this as they would typically use Google Maps.
- Everyone was able to use map look up function to find the location they were searching for.
- Some were using zoom/pinch screen to do this rather than search. This was noticeable more so on smartphones than laptops.
- The magnifying glass search in the corner was not always obvious to participants. This was true for smartphone and laptop users. Those participants that did use it did not have any issues.
- One participant was observed to be a bit confused as the map opened on a wide screen of part of Wales and SW England. This participant suggested that it should open on Wales only.
- There appeared to be a slight preference to using the search function rather than zoom in/out when people became aware of this being available.

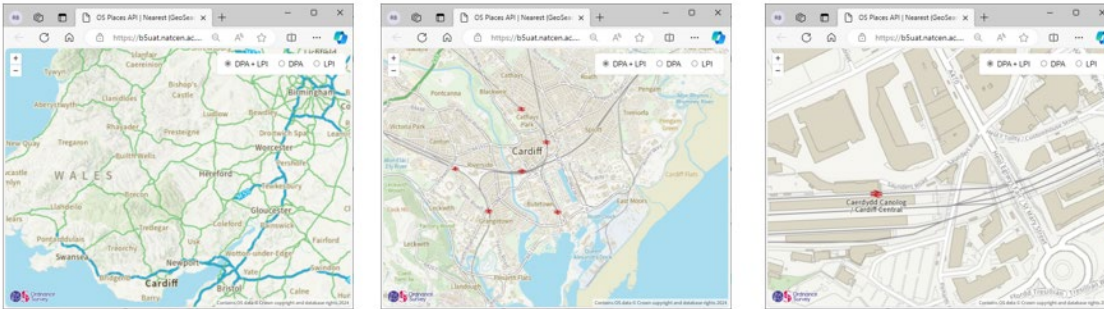
Recommendations

- We understand the search function is automatically unfurled in the most up-to-date version which should alleviate people not noticing the search function.
- CSST should investigate whether there is any scope to further adjust the map so more of Wales (less of SW England) appears on first appearance.
- We recommend further testing of the function when it is embedded into the diary.

7.12 Testing the bus stop pin dop

Aims:

- To test the map pinpoint function with participants.
- To gather feedback on ease of use/ suitability of use.



Findings

- This was not fully programmed at the time of testing and was only tested with one participant. They said that the map looked similar to the map look up function and whilst they were not able to put a pin down, they were easily able to navigate the map.

Recommendations

- We recommend the fully programmed version is tested during the second round of user testing.

7.13 General feedback on the travel diary

Aims:

- To get participants general views on the questions and how they found completing the diary.

Findings

- Generally, the diary was described as easy to complete, though it was noted that the survey questions in the questionnaire were described as easier.
- Participants who experienced difficulty, did so during the loops of the diary, with one participant over the age of 55 describing the diary as difficult in general.

- The diary was sometimes described as repetitive and boring with some participants saying there needs to be more colour added to the pages.
- It was mentioned that there wasn't anywhere to change the text size, which would be useful if needed. This also applies to the questionnaire component.
- **[D6Adults]/[D6Children]** - Some interviewers noted that during diary completion participants occasionally were answering the question about how many people travelled incorrectly, sometimes not including themselves and only recording additional people. This became obvious when one participant recorded an answer of one at this question but said they were a passenger in a car and talked about travelling with their partner.
- At **[QLocation]** some participants interviewed did not know how to end the loop and failed to notice the 'I did not leave this location' radio button.

Recommendations

- The colour and design of the diary is set as the standard template, this is not something that would be changed, and we often find people describe surveys and diaries as not very interesting and lacking in colour when doing user testing.
- Participants should be able to increase the size of the font on their web browser whilst completing the online elements.

Questions on number travelling – [D6Adults]/[D6Children]

Current wording:

Including yourself, how many people were traveling with you on this trip?

Adults over 16 years old

Children 16 and below

Back

Save and Continue

- For the diary, there are two possible options. The first is to amend the question stem to “How many **other** people were travelling with you on this trip/journey?” A second, and our recommended option, is to bold ‘including yourself’ in the question stem and remove the text ‘with you’ (which may be adding to confusion among some participants).

Original question:

- “Including yourself, how many people were traveling with you on this trip/journey?”

Recommended amendments:

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- “Including yourself, how many people were travelling on this trip/journey?
- Total number of adults (age 17 and over) on this trip/journey
- Total number of children (16 and under) on this trip/journey

Ending loop on journeys/trips [QLocation]

Current wording:

You started at tesco. From there, where did you go? *Please think about any trip, even if it was only a short walk or to run errands.*

I did not leave this location

Back

Save and Continue

- Amend question stem to “You started at X. From there, where did you go? Please think about any trip, even if it was only a short walk or to run errands. If you did not go anywhere else code ‘No further journeys made’ below.
- Amend radio button text to ‘No further journeys made.’

7.14 Analysis

Each cogability interview was summarised by the interviewer who conducted it by reviewing the audio recording and any personal interview notes. Summaries of interviews were written into an analytical matrix. At this point, each language team ensured the data was presented in English, keeping only translation issues in the original language of the interview. Responses to each test question were recorded, along with observations made by interviewers and findings from each of the scripted probes. Data could be read horizontally as a complete case record for an individual, or vertically by question, looking across all cases. Once the matrix was completed, the data in the matrix were reviewed thematically. Findings and recommendations were discussed at a Joint Analysis Meeting. This report has been written by researchers who have reviewed the matrices and attended the Joint Analysis Meeting (JAM).

During the JAM issues arising in the Welsh language were discussed. During the reporting stage, for each issue that arose we determined whether:

- The issue detected also applied to the ‘source question’ (i.e. if the same issue applies in both English and Welsh)
- The issue detected was due to simple translation error; or
- The issue detected was due source material being problematic to translate (i.e. e.g. if it contained multiple clauses)

By classifying the cause of the issues, using the CNEST classification table¹ we determined whether changes only need to be applied to translations or whether changes should also be made to source English questions (i.e. make translation easier).

¹ Fitzgerald, R., Widdop, S., Gray, M. and Collins, D. (2011). Identifying sources of error in cross-national questionnaires: Application of an error source typology to cognitive interview data. *Journal of Official Statistics*, 27(4), pp. 569-599.

8. Recommendations after two rounds of pretesting

8.1 Recommendations for future testing

We recommend that further round of pretesting is conducted once the travel diary is fully programmed, focusing on user testing. Below we have offered suggestions on areas that could be explored further, these are flexible, and a decision should be taken once more is known about how the travel diary and questionnaire are likely to look and function once programmed.

The third round of testing would look to evaluate the following:

- The usability of the proposed design for respondents with various backgrounds and travel behaviours
- The ability of participants to enter addresses using interactive features and use the bus pin drop function once it is fully programmed.
- The ability of participants to remove and add journeys and journey legs (i.e., trip stages).
- The ability of participants to review travel entries before submitting their answers.
- The performance of recommendations from previous rounds when implemented into the survey software.

Details of any future rounds of pretesting on WNTS can be integrated into this report to ensure Transport for Wales and Welsh Government have a single comprehensive account of development work carried out on the study prior to its launch.

Table 4.1 lists topic areas we recommend are considered for exploration in the any future round of testing.

Table 4.1 – Topic areas recommended for future exploration

Question/Topic	Areas to explore	Tested previously	QDT view on priority status
Perceptions on length and flow of diary	Test the version of the diary which outperforms in the quantitative analysis.	Yes	High
Diary journey banners	Test performance of banners to indicate which journey is being asked.	No	Very high
Summary tables	Suggest we probe on usefulness and perhaps introduce a scenario at the end of the diary where participants need to attempt amending a journey made and have longer summary tables to review.	Lightly	High
D6 – how many people travelling this trip	Was not specifically probed on last round but we found some participants were not counting themselves in the figures. Suggest any amended wording is explored in the next round of testing.	No	High
D161 – D19_2 Tickets	Only tested with small sample. Suggest we test again in the next round, particularly if suggestions made in the report are implemented. Explore how participants answer about how much they pay for journeys.	Yes	High
Use of map look up function and pin drop, for bus routes	As this should now be integrated into the Blaise programme it will be important to test functionality and compare between device type.	Yes (although programmed separately from the diary)	Very high
Use of train station look up function	Test how train station look up function performs.	No	Very high
How to end loops	Ensure participants are easily able to end loops. Evidence from the first round that participants were unsure what to do when a journey ended.	No	Very high

Programmed version of clocks - Look at usability issues such as error messages/ range checks/ presentation issues	Try to include a scenario that tests error messages, this will ensure participants can move past error messages.	Yes	High
Further exploration of 'distance' – time versus distance	To follow up any don't knows.	No	Medium
Full exploration of 'missed trips'	No evidence in the previous testing that participants were considering round trips but can probe to confirm.	No	Low
Time questions D100, D21, D22	Start time of 5am worked well in round 2, check this continues to work well. Re-check of participants entering in the times.	Yes	Low
Journey versus trip concept	One term will be selected based on findings from previous testing. We can explore how this term is working	Yes	Low
Lansel	Check any amendment made to wording/positioning of the selection button.	Yes	Low

