

Stakeholder Engagement Sessions – Questions and Answers

Survey Methodology

What is the difference in responses between web-based and face-to-face surveys?

We are planning a second pilot in summer 2024, so we will gain insights into the differences between these groups.

We do expect to see some differences in sample composition between the face-to-face and web modes based on self-selection. However, by offering multiple modes, we are expecting a more representative sample than through a single mode.

If the approach is always web first, how will you capture those who are not comfortable with a digital format?

We will offer the survey online first. Those people who choose not to engage online will be offered the option to take part by telephone or face-to-face.

How does the estimated 50 minutes completion time compare with travel surveys in England, Scotland, and Northern Ireland?

This is an initial estimate only. We haven't done a direct comparison with other travel surveys operated in the UK as the survey methodologies are significantly different to the proposed approach for the WNTS.

What would the time split of the 50 minutes be between the travel diary and questionnaire?

We anticipate that the travel diary will take the most amount of time on average, subject to the number of trips recorded, but we don't know this yet. We will understand more from our pilot testing.

Is 50 minutes too long for an online survey?

50 minutes is a top-end estimate. Again, we will find out from our pilot testing.

Will there be incentives for the respondents selected to take part in the WNTS?

We are offering a £10 LoveToShop voucher for each respondent who completes the survey.

Will there be any offer for respondents to undertake the survey in a language other than Welsh or English?

Not at this time, we may consider this in the future.

Sample and Representativeness

What age is counted as adult?

We will be asking individuals aged 16 years and above to complete the survey.

Could the survey be completed by anyone who is over 11 years of age?

We are not currently collecting data from children. Children would require adult supervision to complete the survey, particularly in an online setting. Given our current approach this places a high burden on the adult respondent and is therefore not being taken forward at this time. We

are keen to collect data from children will consider the most appropriate way to engage children in the future.

Why are you over-sampling in mid-Wales?

The sampling methodology aims to be statistically representative of all four Welsh regions. We are over-sampling the Mid Wales area due to its lower population density. Without this over-sampling we would require a much larger sample across Wales to have enough statistical power to confidently report statistics for Mid Wales.

Given the population size of South East Wales, could it be split without any cost increase? For example, South East Wales Valleys and South East Wales coastal?

This might be possible, but we will not know until we have a first complete annual data set. We will only publish data that is statistically robust. The regional level data is important for regional transport planning.

Does 'non-private dwellings' mean that people living in rented accommodation are excluded?

No - all residential addresses registered on the Royal Mail's postcode address finder could be included in the annual random survey sample. However, the sample will not include non-private dwellings like prisons or care homes.

Will you collect data from people living in houses of multiple occupation?

Houses of multiple occupation would be included.

Will you collect data from people living on traveller sites or mobile homes?

We are drawing the sample from the Royal Mail postcode address finder, and this doesn't cover traveller sites or mobile homes. However, we are keen to involve all those who share protected characteristics and will look at the best way to involve these groups going forward.

Have you considered gathering a representative sample of economic factors from respondents?

We believe that questions around income, job type and education are intrusive and may lead to disengagement with the survey. We intend to link data captured through the survey on respondents' economic activity status and postcode to Welsh Index of Multiple Deprivation data. Additionally, income may not be a key determinant of how an individual travels if they live in an area with limited public transport provision.

Survey Content, Breakdowns and Analysis

What environmental questions are included?

Noise is the only environmental topic with its own direct set of questions. There are also mode-specific questions relating to satisfaction with surroundings and factors that would encourage use of more sustainable transport modes.

Is tourist travel excluded?

The survey will include all journey purposes, but we will only be issuing the survey to random residential addresses in Wales. Tourist travel in Wales by non-Welsh residents will not be included.

Is there scope to use mobile network data to enhance the WNTS outputs?

We do not expect sufficient responses to publish annual survey results at the Local Authority level. Instead, we will explore the use of mobile network data and other administrative data sources for small area estimation. Doing so, we may be able to produce more frequent, reliable estimates at smaller geographies.

Can you create analysis for National Park geographical areas (which cover a number of local authorities)?

We can look into this once we receive the first complete annual data set.

Why don't you include walking and cycling trips for leisure?

We are mindful of not asking for more detail than we intend to use – especially as we are trying to minimise respondent burden, given the current estimated survey completion time. User testing has indicated that people do understand the difference between Active Travel and walking and cycling for leisure purposes, but we will keep this under review during the pilots.

Are leisure trips to destinations being collected by type of destination, e.g. National Park, coast, etc.?

The travel diary part of the survey will collect trip destination and purpose. This will include trips with leisure destinations, but not walking, cycling or driving for leisure purposes.

Should cycle ownership also include bike access? People may have access to bike hire schemes.

Yes, we are including cycle hire schemes.

Will the survey include e-bikes and e-scooters as travel modes?

We are asking cyclists what type of cycle they have access to and use. We are not asking specifically about e-scooters as it is currently illegal to use them on public roads in Wales. We can include e-scooters in the future surveys should that position change.

Will information on Bus Replacement Services be analysed?

We are asking about recent journeys by all mode. If someone has travelled by replacement bus we would pick up their use and experience of that.

Will the survey consider journeys for passengers who are using the train to access Walking Trails?

Yes, the train journey element would be recorded as a trip to a location to undertake a leisure activity. However, the walking for exercise element would not be reportable.

Will you be reporting the distances from a journey origin to destination by the most direct route rather than the actual distance/route travelled?

We will estimate distance travelled based on the origin/start point, destination/end point and mode of travel indicated by respondents. We won't be able to track the exact route used, but we can select the most likely.

Will you ask about electric charging of vehicles at home, the cost of parking or any congestion charging?

No, these topics aren't included at present. We may consider this in the future.

Will you ask what mode of transport respondents wanted to use, rather than the mode they did use?

Not at present, aside from "what would encourage you to use X mode more?". We may consider this in the future.

Will you collect data for the sub-stages of a journey chain (e.g. home – school drop-off – nursery drop-off – work location)?

Yes. We are seeking to understand all modes, trip purposes and destinations that form a complete journey.

Is integrated transport covered in the survey?

We will be asking how respondents accessed the modes of travel they have used in the past two days in the travel diary. We are also asking about journey satisfaction and what would encourage users and non-users to travel by more sustainable modes more frequently.

Will you be publishing data broken down by protected characteristics and different disability categories?

We are using GSS (Government Statistical Service) harmonised questions and answer options related to different impairments. We are keen to publish as many breakdowns as possible, but this will be dependent on the volume of data collected in line with our protocols on data suppression. Where we cannot publish breakdowns on an annual basis, we will consider publishing data aggregated across multiple survey years.