

**8. QUESTIONNAIRES.**

REGIONAL LAND TRANSPORT SURVEY  
RESIDENTS' QUESTIONNAIRE

November/December '06

**INTRODUCTION.**

“Good morning/afternoon/evening. I am ... from Peter Glen Research, a market research company. We are conducting a survey on behalf of the Greater Wellington Regional Council, to check the public's opinions about travel in the region.”

“For this particular interview, I need to speak to a (person/male/female) 15 years of age or over, who permanently lives in the Greater Wellington region.”

“Is there somebody in your household who would be able to help me with the interview please?”

**IF MORE THAN ONE PERSON QUALIFIES, ASK TO SPEAK TO THE PERSON WHOSE BIRTHDAY FALLS NEXT. REPEAT INTRODUCTION IF NECESSARY.**

**IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.**

Respondent Name: \_\_\_\_\_

Time/day to call back: \_\_\_\_\_ Phone number: \_\_\_\_\_

“The interview will take approximately ( ... ) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?”

IF NECESSARY, RECORD CALL BACK DETAILS.

Respondent Name: \_\_\_\_\_

Time/Day to Call Back: \_\_\_\_\_ Phone number: \_\_\_\_\_

## **THE INTERVIEW**

“Our questions are about travel in the greater Wellington region. This includes all areas relating to Wellington City and its suburbs, Lower Hutt City, Upper Hutt City, Porirua City, the Kapiti Coast and the southern Wairarapa to Masterton District.”

Q.1 “We would first like you to think about the **ease** of travelling around the greater Wellington region by different modes of transport.

- (a) “Using a scale of 1 to 10, where 10 equals ‘*very easy to travel around*’ and 1 equals ‘*not at all easy*’, how would you rate the ease of travelling by (...mode...)?”
- (b) “And how would you rate the ease of travelling by (...mode...)?”

REPEAT 1 (b) FOR EACH MODE OF TRAVEL AND RECORD BELOW

Q.2 “Now please think about the **reliability** of travelling around the greater Wellington region by different modes of transport.”

- (a) “Again using a scale of 1 to 10, where 10 equals ‘*very reliable*’ and 1 equals ‘*not at all reliable*’, how would you rate the reliability of travelling by (...mode...)?”
- (b) “And how would you rate the reliability of travelling by (...mode...)?”

REPEAT 2 (b) FOR EACH MODE OF TRAVEL AND RECORD BELOW

Q.3 “Our third set of questions relate to **safety**, when travelling around the greater Wellington region by different modes of transport.”

- (a) “Using a scale of 1 to 10, where 10 equals ‘*very safe*’ and 1 equals ‘*not at all safe*’, how would you rate the safety of travelling by (...mode...)?”
- (b) “And how would you rate the safety of travelling by (...mode...)?”

REPEAT 3 (b) FOR EACH MODE OF TRAVEL AND RECORD BELOW

| <u>Mode of travel</u> | <u>Q.1<br/>Ease of Travel</u> | <u>Q.2<br/>Reliability</u> | <u>Q.3<br/>Safety</u> |
|-----------------------|-------------------------------|----------------------------|-----------------------|
| Private motor vehicle | <input type="text"/>          | <input type="text"/>       | <input type="text"/>  |
| Train                 | <input type="text"/>          | <input type="text"/>       | <input type="text"/>  |
| Bus                   | <input type="text"/>          | <input type="text"/>       | <input type="text"/>  |
| Cycle                 | <input type="text"/>          | <input type="text"/>       | <input type="text"/>  |
| Walking               | <input type="text"/>          | <input type="text"/>       | <input type="text"/>  |

Q.4 (a) “Thinking about the region’s transport system, how much impact does it have on the environment? Again please use a 10-point scale to rate your reply. This time 10 equals ‘a high level of impact’ and 1 equals ‘a low level of impact’.”

Impact On Environment

(b) “Why did you give that particular rating?” **PROBE UNTIL CLEAR**

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Q.5 (a) “Still thinking about the impact of the region’s transport system, how good is our air quality? Please rate it on a 10-point scale, where 10 equals ‘very good air quality’ and 1 equals ‘very poor air quality’.”

Air quality rating

(b) “Why did you give that particular rating?” **PROBE UNTIL CLEAR**

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Q.6 “And thinking about the region’s transport system, how much impact does it have on climate change, greenhouse gases, and carbon dioxide levels? Again, 10 equals a ‘high level of impact’ and 1 equals ‘a low level of impact’.”

Climate Change, etc

Q.7 (a) “If you could change three things relating to the region’s transport network, what would they be?” **PROBE UNTIL CLEAR**

(b) “Which of these three changes would be your highest priority?”

(a) THE THREE CHANGES

(b) Highest Priority?

|    |  |  |
|----|--|--|
| 1. |  |  |
|    |  |  |
| 2. |  |  |
|    |  |  |
| 3. |  |  |
|    |  |  |

Q.8 “The average household spends approximately \$115 per week on domestic travel. If the three changes you have identified were made, to what extent would you be prepared to pay for them?”

“Would you be definitely prepared to pay for them, probably prepared to pay for them, probably not be prepared to pay for them, or definitely not prepared to pay for them, if the changes cost an additional ( .. \$X .. ) per week for each household?”

**REPEAT FOR EACH DOLLAR FIGURE**

| Cost (Dollar Figures) | Definitely prepared to pay | Probably prepared to pay | Probably not prepared to pay | Definitely not prepared to pay |
|-----------------------|----------------------------|--------------------------|------------------------------|--------------------------------|
| \$100                 | 01                         | 02                       | 03                           | 04                             |
| \$50                  | 01                         | 02                       | 03                           | 04                             |
| \$25                  | 01                         | 02                       | 03                           | 04                             |
| \$12                  | 01                         | 02                       | 030                          | 04                             |
| \$6                   | 01                         | 02                       | 03                           | 04                             |

Q.9 (a) “Given a limited budget, what do you think is more important for the region ....?”

- Investing in roads, to improve capacity, safety and reliability \_\_\_\_\_ 01  
or Investing in public transport, to improve capacity, quality, reliability  
and provide alternatives to car travel \_\_\_\_\_ 02  
(Both – DO NOT ASK) \_\_\_\_\_ 03

(b) “Approximately what proportion of funding would you allocate to each of these options? That is, for every \$100 available for these purposes, how many dollars would you allocate to ...?”

Investing in roads \_\_\_\_\_ \$ \_\_\_\_\_  
Investing in public transport \_\_\_\_\_ \$ \_\_\_\_\_

**CHECK THAT THE AMOUNTS ADD TO \$100**

Q.10 “I would now like you to think about the trips you make most often ....”

(a) “What are the **two** main purposes for which you travel?”

|  | <u>Main Purpose</u> | <u>2<sup>nd</sup> Main Purpose</u> |
|--|---------------------|------------------------------------|
| To travel to/from work _____   | 01                  | 01                                 |
| To travel to/from a place of education e.g. school, university _____ | 02                  | 02                                 |
| To take children to/from school, pre-school or daycare _____         | 03                  | 03                                 |
| To visit the shops _____   | 04                  | 04                                 |
| To visit friends/relatives _____                                     | 05                  | 05                                 |
| To attend business meetings/appointments _____                       | 06                  | 06                                 |
| To attend private meetings/appointments _____                        | 07                  | 07                                 |
| To attend sports or recreation _____                                 | 08                  | 08                                 |
| To attend church/a place of worship _____                            | 09                  | 09                                 |
| Other (specify) _____  | 10                  | 10                                 |

Q.10 (b) “What mode of transport do you mainly use to make the trips to (...purpose...)? Is it by ...?”

|  | <u>Main Purpose</u> | <u>2<sup>nd</sup> Main Purpose</u> |
|--|---------------------|------------------------------------|
| Private motor vehicle (car/van/truck/motorcycle) _____ | 01                  | 01                                 |
| Taxi _____   | 02                  | 02                                 |
| Bus _____  | 03                  | 03                                 |
| Train _____  | 04                  | 04                                 |
| Walking _____  | 05                  | 05                                 |
| Cycle _____  | 06                  | 06                                 |
| Car share _____  | 07                  | 07                                 |
| Other (please specify) _____                           | 08                  | 08                                 |

(c) “To what extent does the cost of the trip influence the mode of transport? Is the cost of the trip for (...purpose...)?”

|                                     | <u>Main Purpose</u> | <u>2<sup>nd</sup> Main Purpose</u> |
|-------------------------------------|---------------------|------------------------------------|
| A major consideration _____         | 01                  | 01                                 |
| A moderate consideration _____      | 02                  | 02                                 |
| A minor consideration _____         | 03                  | 03                                 |
| or Not a consideration at all _____ | 04                  | 04                                 |

(d) “And to what extent does the cost of the trip influence **how often** you make it? Does the cost influence the trip for (...purpose...)?”

|                        | <u>Main Purpose</u> | <u>2<sup>nd</sup> Main Purpose</u> |
|------------------------|---------------------|------------------------------------|
| On all occasions _____ | 01                  | 01                                 |
| Quite often _____      | 02                  | 02                                 |
| Sometimes _____        | 03                  | 03                                 |
| Hardly ever _____      | 04                  | 04                                 |
| Never _____            | 05                  | 05                                 |

Q.11 “Still thinking about the trips you make most often, how important or unimportant are the following considerations in influencing how you travel?”

“The (first/next) consideration is (...). Would you say it is very important, quite important, neither important nor unimportant, not very important, or not at all important, when influencing how you travel?”

**REPEAT FOR EACH CONSIDERATION (IN ORDER OF ROTATION)**

| <u>Travel consideration</u>            | <u>Very Important</u> | <u>Quite Important</u> | <u>Neither Important Nor Unimportant</u> | <u>Not Very Important</u> | <u>Not At All Important</u> |
|--|-----------------------|------------------------|--|---------------------------|-----------------------------|
| Total journey time                     | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Cost of the trip                       | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Convenience                            | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Reliability of journey time            | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Safety                                 | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Environmental impacts                  | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Health benefits from physical activity | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Air quality                            | 01                    | 02                     | 03                                       | 04                        | 05                          |

Q.12 (a) “Could you please tell me whether you have seen or heard of the Regional Land Transport Strategy (sometimes referred to as the RLTS)?”

Yes \_\_\_\_\_ 01 - Ask Q.12 (b)  
 No \_\_\_\_\_ 02 }  
 Unsure \_\_\_\_\_ 03 } - Skip to Q.13

(b) “Where have you seen or heard about it? Anywhere else?”

**PROBE UNTIL ‘NO’**

Have obtained a copy of the document \_\_\_\_\_ 01  
 In the Dominion Post \_\_\_\_\_ 02  
 In a local Community Newspaper \_\_\_\_\_ 03  
 Received a summary document in the letterbox \_\_\_\_\_ 04  
 On the radio \_\_\_\_\_ 05  
 On television \_\_\_\_\_ 06  
 On a website (specify) \_\_\_\_\_ 07  
 Other (specify) \_\_\_\_\_ 08



**IF RADIO MENTIONED IN Q.12 (b), ASK Q.12 (c). OTHERWISE SKIP TO Q.13.**

Q.12 (c) “In what way was the Regional Land Transport Strategy raised on the radio? Was it ....?”

On the news segment \_\_\_\_\_ 01  
 A topic of talkback discussion \_\_\_\_\_ 02  
 An interview with a transport representative \_\_\_\_\_ 03  
 Other (please specify) \_\_\_\_\_ 04

Q.13 “How often do you travel within the greater Wellington region in the following time periods? Do you travel in (...time period...) always, often, occasionally, or never?”

|   | <u>Always</u> | <u>Often</u> | <u>Occasionally</u> | <u>Never</u> |
|---|---------------|--------------|---------------------|--------------|
| The peak time (that is, weekdays between 7 to 9am and 4 to 6pm) _____ | 01            | 01           | 01                  | 01           |
| Off-peak weekdays _____   | 02            | 02           | 02                  | 02           |
| Weekends _____  | 03            | 03           | 03                  | 03           |

Q.14 “Is your (peak time/off-peak weekday/weekend) travel within the region mainly by ...?”

|  | <u>Peak time</u> | <u>Off Peak Weekday</u> | <u>Weekend</u> |
|--|------------------|-------------------------|----------------|
| Private motor vehicle (car/van/truck/motorcycle) _____ | 01               | 01                      | 01             |
| Taxi _____   | 02               | 02                      | 02             |
| Bus _____  | 03               | 03                      | 03             |
| Train _____  | 04               | 04                      | 04             |
| Ferry _____  | 05               | 05                      | 05             |
| Walking _____  | 06               | 06                      | 06             |
| Cycle _____  | 07               | 07                      | 07             |
| Other (please specify) _____                           | 08               | 08                      | 08             |

**DEMOGRAPHICS**

D.1. CODE GENDER Male \_\_\_\_\_ 01  
 Female \_\_\_\_\_ 02

D.2. “Into which of the following age groups do you fall?”

16 – 29 years \_\_\_\_\_ 01  
 30 – 39 years \_\_\_\_\_ 02  
 40 – 49 years \_\_\_\_\_ 03  
 50 – 59 years \_\_\_\_\_ 04  
 60 years and over \_\_\_\_\_ 05

D.3 “How many people aged 15 years of age and over, including yourself, live in your household?”

One \_\_\_\_\_ 01  
Two \_\_\_\_\_ 02  
Three \_\_\_\_\_ 03  
Four \_\_\_\_\_ 04  
Five or more \_\_\_\_\_ 05

D.4 “How many of these people have drivers licences?”

One \_\_\_\_\_ 01  
Two \_\_\_\_\_ 02  
Three \_\_\_\_\_ 03  
Four \_\_\_\_\_ 04  
Five or more \_\_\_\_\_ 05

D.5 “How many registered vehicles are there in your household?”

One \_\_\_\_\_ 01  
Two \_\_\_\_\_ 02  
Three \_\_\_\_\_ 03  
Four \_\_\_\_\_ 04  
Five or more \_\_\_\_\_ 05

D.6 “Into which of the following income brackets would your **total annual household** income fall before taxation?”

Up to \$30,000 per year \_\_\_\_\_ 01  
\$30,001 to \$50,000 \_\_\_\_\_ 02  
\$50,001 to \$70,000 \_\_\_\_\_ 03  
More than \$70,000 \_\_\_\_\_ 04  
Don't Know \_\_\_\_\_ 05  
DO NOT READ OUT (Refused) \_\_\_\_\_ 06

D.7 CODE AREA

Kapiti Coast \_\_\_\_\_ 01  
Porirua City \_\_\_\_\_ 02  
Wellington City \_\_\_\_\_ 03  
Lower Hutt City \_\_\_\_\_ 04  
Upper Hutt City \_\_\_\_\_ 05  
South Wairarapa District \_\_\_\_\_ 06  
Carterton District \_\_\_\_\_ 07  
Masterton District \_\_\_\_\_ 08

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is \_\_\_\_\_” (Interviewers Name)

Respondent's Phone No: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / '06

REGIONAL LAND TRANSPORT SURVEY  
BUSINESS QUESTIONNAIRE

November/December '06

**INTRODUCTION.**

“Good morning/afternoon/evening. I am ... from Peter Glen Research, a market research company. We are conducting a survey on behalf of the Greater Wellington Regional Council, to check the opinions of businesses about travel in the region.”

“For this particular interview, I need to speak to the senior executive in your organisation, who is **mainly** responsible for travel and transport decisions.”

“Is that person available to help me with the interview please?”

**IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.**

Respondent Name: \_\_\_\_\_

Time/day to call back: \_\_\_\_\_ Phone number: \_\_\_\_\_

“The interview will take approximately ( ... ) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?”

**IF NECESSARY, RECORD CALL BACK DETAILS.**

Respondent Name: \_\_\_\_\_

Time/Day to Call Back: \_\_\_\_\_ Phone number: \_\_\_\_\_

**THE INTERVIEW**

“Our questions are about travel in the greater Wellington region, as it applies to the effective operation of your business. It includes all business related travel in Wellington City and its suburbs, Lower Hutt City, Upper Hutt City, Porirua City, the Kapiti Coast and the southern Wairarapa to Masterton District.”

Q.1 “I would now like you to think about the trips your business makes most often ....”

“What mode of travel is mainly used by people in your business for....?”

|                              | <u>Transporting goods<br/>or equipment</u> | <u>Travelling to<br/>business meetings</u> | <u>Commuting</u> |
|------------------------------|--|--|------------------|
| Motor vehicle - car _____    | 01   | 02   | 03               |
| - van _____                  | 01   | 02   | 03               |
| - truck _____                | 01   | 02   | 03               |
| - motorcycle _____           | 01   | 02   | 03               |
| Taxi _____                   | 01   | 02   | 03               |
| Bus _____                    | 01   | 02   | 03               |
| Train _____                  | 01   | 02   | 03               |
| Walking _____                | 01   | 02   | 03               |
| Cycle _____                  | 01   | 02   | 03               |
| Other (please specify) _____ | 01   | 02   | 03               |

Q.2 “We would like you to think about the **ease** of travelling around the greater Wellington region by different modes of transport.

(a) “Using a scale of 1 to 10, where 10 equals ‘*very easy to travel around*’ and 1 equals ‘*not at all easy*’, how would you rate the ease of travelling by (...mode...)?”

(b) “And how would you rate the ease of travelling by (...mode...)?”

REPEAT 2 (b) FOR THE APPROPRIATE MODES OF TRAVEL AND RECORD BELOW

Q.3 “Now please think about the **reliability** of travelling around the greater Wellington region by different modes of transport.”

(a) “Again using a scale of 1 to 10, where 10 equals ‘*very reliable*’ and 1 equals ‘*not at all reliable*’, how would you rate the reliability of travelling by (...mode...)?”

(b) “And how would you rate the reliability of travelling by (...mode...)?”

REPEAT 3 (b) FOR THE APPROPRIATE MODES OF TRAVEL AND RECORD BELOW

Q.4 “Our next set of questions relate to **safety**, when travelling around the greater Wellington region by different modes of transport.”

(a) “Using a scale of 1 to 10, where 10 equals ‘*very safe*’ and 1 equals ‘*not at all safe*’, how would you rate the safety of travelling by (...mode...)?”

(b) “And how would you rate the safety of travelling by (...mode...)?”

REPEAT 4 (b) FOR THE APPROPRIATE MODES OF TRAVEL AND RECORD BELOW

| <u>Mode of travel</u>   | Q.2<br><u>Ease of Travel</u> | Q.3<br><u>Reliability</u> | Q.4<br><u>Safety</u> |
|---|------------------------------|---------------------------|----------------------|
| Private motor vehicle (including car, truck, van, motorcycle) | <input type="text"/>         | <input type="text"/>      | <input type="text"/> |
| Train   | <input type="text"/>         | <input type="text"/>      | <input type="text"/> |
| Bus   | <input type="text"/>         | <input type="text"/>      | <input type="text"/> |
| Cycle   | <input type="text"/>         | <input type="text"/>      | <input type="text"/> |
| Walking   | <input type="text"/>         | <input type="text"/>      | <input type="text"/> |

Q.5 (a) “Thinking about the region’s transport system, how much impact does it have on the environment? Again please use a 10-point scale to rate your reply. This time 10 equals ‘a high level of impact’ and 1 equals ‘a low level of impact’.”

Impact On Environment

(b) “Why did you give that particular rating?” **PROBE UNTIL CLEAR**

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Q.6 (a) “Still thinking about the impact of the region’s transport system, how good is our air quality? Please rate it on a 10-point scale, where 10 equals ‘very good air quality’ and 1 equals ‘very poor air quality’.”

Air quality rating

(b) “Why did you give that particular rating?” **PROBE UNTIL CLEAR**

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Q.7 “And thinking about the region’s transport system, how much impact does it have on climate change, greenhouse gases, and carbon dioxide levels? Again, 10 equals a ‘high level of impact’ and 1 equals ‘a low level of impact’.”

Climate Change, etc

Q.8 (a) “If you could change three things relating to the region’s transport network, what would they be?” **PROBE UNTIL CLEAR**

(b) “Which of these three changes would be your highest priority?”

| (a) <u>THE THREE CHANGES</u> | (b) <u>Highest Priority?</u> |
|------------------------------|------------------------------|
| 1. _____<br>_____            | <input type="text"/>         |
| 2. _____<br>_____            | <input type="text"/>         |
| 3. _____<br>_____            | <input type="text"/>         |

Q.9 (a) “Approximately how much **per week** does your business spend on travel and transport related costs in the greater Wellington area? Would it be...?”

- Up to \$1,000 per week \_\_\_\_\_ 01
- Over \$1,000 to \$2,000 per week \_\_\_\_\_ 02
- Over \$2,000 to \$5,000 per week \_\_\_\_\_ 03
- Over \$5,000 to \$10,000 per week \_\_\_\_\_ 04
- Over \$10,000 per week \_\_\_\_\_ 05

(b) “Thinking about the three changes you have identified for the region’s transport network, what value would they be likely to contribute to your business operations? Would they be worth paying (..x%..) more for per week (in relation to your current travel and transport costs)? Please rate your answer on a scale ranging definitely yes, probably yes, probably not, definitely not.”

| <u>REPEAT FOR EACH PERCENTAGE LEVEL</u> | Definitely <u>Yes</u> | Probably <u>Yes</u> | Probably <u>Not</u> | Definitely <u>Not</u> |
|---|-----------------------|---------------------|---------------------|-----------------------|
| 100%                                    | 01                    | 02                  | 03                  | 04                    |
| 50%                                     | 01                    | 02                  | 03                  | 04                    |
| 25%                                     | 01                    | 02                  | 03                  | 04                    |
| 12%                                     | 01                    | 02                  | 030                 | 04                    |
| 6%                                      | 01                    | 02                  | 03                  | 04                    |

Q.10 (a) “Given a limited budget, what do you think is more important for the region ....?”

- |    |  |    |
|----|--|----|
|    | Investing in roads, to improve capacity, safety and reliability_____   | 01 |
| or | Investing in public transport, to improve capacity, quality, reliability and provide alternatives to car travel_____ | 02 |
|    | (Both – DO NOT ASK)_____   | 03 |

(b) “Approximately what proportion of funding would you allocate to each of these options? That is, for every \$100 available for these purposes, how many dollars would you allocate to ...?”

|                                     |          |
|-------------------------------------|----------|
| Investing in roads _____            | \$ _____ |
| Investing in public transport _____ | \$ _____ |

**CHECK THAT THE AMOUNTS ADD TO \$100**

Q.11 (a) “To what extent does the cost of the trip influence **how** you make it for (purpose)? Is the cost of the trip ....?”

|                                     | Transporting goods & equipment | Travelling to business meetings |
|-------------------------------------|--------------------------------|---------------------------------|
| A major consideration _____         | 01                             | 01                              |
| A moderate consideration _____      | 02                             | 02                              |
| A minor consideration _____         | 03                             | 03                              |
| or Not a consideration at all _____ | 04                             | 04                              |

(b) “And to what extent does the cost of the trip influence **how often** you make it for (purpose)? Does the cost influence the trip ....?”

|                        | Transporting goods & equipment | Travelling to business meetings |
|------------------------|--------------------------------|---------------------------------|
| On all occasions _____ | 01                             | 01                              |
| Quite often _____      | 02                             | 02                              |
| Sometimes _____        | 03                             | 03                              |
| Hardly ever _____      | 04                             | 04                              |
| Never _____            | 05                             | 05                              |



Q.12 “Still thinking about the trips your business makes most often, how important or unimportant are the following considerations in influencing how the travel is undertaken?”

“The (first/next) consideration is (...). Would you say it is very important, quite important, neither important nor unimportant, not very important, or not at all important, when influencing how the travel is undertaken?”

**REPEAT FOR EACH CONSIDERATION (IN ORDER OF ROTATION)**

| <u>Travel consideration</u>            | <u>Very Important</u> | <u>Quite Important</u> | <u>Neither Important Nor Unimportant</u> | <u>Not Very Important</u> | <u>Not At All Important</u> |
|--|-----------------------|------------------------|--|---------------------------|-----------------------------|
| Total journey time                     | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Cost of the trip                       | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Convenience                            | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Reliability of journey time            | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Safety                                 | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Environmental impacts                  | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Health benefits from physical activity | 01                    | 02                     | 03                                       | 04                        | 05                          |
| Air quality                            | 01                    | 02                     | 03                                       | 04                        | 05                          |

Q.13 (a) “Could you please tell me whether you have seen or heard of the Regional Land Transport Strategy (sometimes referred to as the RLTS)?”

Yes \_\_\_\_\_ 01 - Ask Q.13 (b)  
 No \_\_\_\_\_ 02 }  
 Unsure \_\_\_\_\_ 03 } - Skip to Q.14

(b) “Where have you seen or heard about it? Anywhere else?”

**PROBE UNTIL ‘NO’**

Have obtained a copy of the document \_\_\_\_\_ 01  
 In the Dominion Post \_\_\_\_\_ 02  
 In a local Community Newspaper \_\_\_\_\_ 03  
 Received a summary document in the letterbox \_\_\_\_\_ 04  
 On the radio \_\_\_\_\_ 05  
 On television \_\_\_\_\_ 06  
 On a website (specify) \_\_\_\_\_ 07  
 Other (specify) \_\_\_\_\_ 08

**IF RADIO MENTIONED IN Q.13 (b), ASK Q.13 (c). OTHERWISE SKIP TO Q.14.**

Q.13 (c) “In what way was the Regional Land Transport Strategy raised on the radio? Was it ....?”

|   |    |
|---|----|
| On the news segment_____                          | 01 |
| A topic of talkback discussion_____               | 02 |
| An interview with a transport representative_____ | 03 |
| Other (please specify)_____                       | 04 |

Q.14 “Is the travel within the greater Wellington region undertaken by your business (and excluding staff journeys to/from work) mainly in ...?”

|  |    |
|--|----|
| The peak time (that is, weekdays between 7 to 9am and 4 to 6pm)_____ | 01 |
| Off-peak weekdays_____   | 02 |
| or Weekends_____   | 03 |

Q.15 (a) “To what extent does access or availability of good public transport services affect staff recruitment in your business? Does it affect staff recruitment a lot, a little, or not at all?”

|                 | <u>Staff<br/>Recruitment</u> |
|-----------------|------------------------------|
| A lot_____      | 01                           |
| A little_____   | 02                           |
| Not at all_____ | 03                           |

(b) “To what extent have transport considerations influenced the location of your business? Have they influenced the location a lot, a little, or not at all?”

|                 | <u>Business<br/>Location</u> |
|-----------------|------------------------------|
| A lot_____      | 01                           |
| A little_____   | 02                           |
| Not at all_____ | 03                           |

**DEMOGRAPHICS**

“So that we can analyse our survey by statistical categories, can I please check ...?”

D.1. CODE GENDER    Male \_\_\_\_\_ 01  
                              Female \_\_\_\_\_ 02

D.2. “How would you describe the type of industry in which your business is involved?”  
**PROBE UNTIL CLEAR**

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D.3. “What is your job title?”

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D.4 “Approximately how many fulltime employees does your business employ in the greater Wellington region?”

0 – 5 \_\_\_\_\_ 01  
6 – 10 \_\_\_\_\_ 02  
10 – 15 \_\_\_\_\_ 03  
16 – 20 \_\_\_\_\_ 04  
21 – 30 \_\_\_\_\_ 05  
31 – 50 \_\_\_\_\_ 06  
51 – 100 \_\_\_\_\_ 07  
More than 100 \_\_\_\_\_ 08

D.5 “Into which of the following categories does the annual turnover of your business fall?”

Up to \$100,000 \_\_\_\_\_ 01  
Over 100,000 to \$250,000 \_\_\_\_\_ 02  
Over \$250,000 to \$500,000 \_\_\_\_\_ 03  
Over \$500,000 to \$1 million \_\_\_\_\_ 04  
Over \$1 million to \$2 million \_\_\_\_\_ 05  
Over 2 million to \$5 million \_\_\_\_\_ 06  
Over \$5 million to \$10 million \_\_\_\_\_ 07  
Over \$10 million \_\_\_\_\_ 08

|               |                                |    |
|---------------|--------------------------------|----|
| D.6 CODE AREA | Kapiti Coast _____             | 01 |
|               | Porirua City _____             | 02 |
|               | Wellington City _____          | 03 |
|               | Lower Hutt City _____          | 04 |
|               | Upper Hutt City _____          | 05 |
|               | South Wairarapa District _____ | 06 |
|               | Carterton District _____       | 07 |
|               | Masterton District _____       | 08 |

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is \_\_\_\_\_” (Interviewers Name)

Respondent's Phone No: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / '07