



South-East Queensland Travel Survey 2003-2004

Survey Administration Results - Brisbane Survey

May 2004

Conducted for



Queensland Government
Queensland Transport
Main Roads

by

The Urban Transport Institute

TUTI

*The Urban Transport Institute
for reliable urban transport information*

I-view Pty Ltd

I-view

Data Analysis Australia



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1. Introduction

Following the conduct of the SEQTS Pilot Survey in August 2003, the Main Survey began with the first Travel Day on Monday 20th October 2003. A first tranche of Travel Days was then conducted over the next eight weeks, followed by a second tranche of eight weeks beginning on Monday 2nd February 2004. The purpose of this report is to describe the procedures adopted for the conduct of these surveys and to outline the procedural results obtained from the sixteen weeks of the survey. This report does not cover any of the analysis of the travel data itself, which will be described in a separate report.

2. Survey Procedures

The SEQTS methodology is based on a self-completion questionnaire, which is hand-delivered to, and hand-collected from, the survey households. This process is also supplemented by telephone motivational calls, telephone and postal reminders, and telephone clarification calls. Flowcharts describing the overall processes are shown in Figures 2.1 through 2.9, and are explained in the following sections. A more complete description of field procedures is contained in the Field Staff Training Manual.

2.1 Pre-Contact Delivery Preparations

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

2.2 Pre-Contact Deliveries

This phase of the survey included finding the sampled household, checking the address, selecting a replacement household (if necessary), delivering the Pre-Contact Letter, marking the location of any households that were not already on the delivery maps, recording the outcomes on the PCL Control Sheet and returning the PCL materials to the survey office. All Pre-Contact deliveries were made on the Tuesday of the week preceding the Travel Day for each household.

2.3 Survey Pack Delivery Preparations

This phase of the survey included entering the data recorded on the PCL Control Sheets onto spreadsheets and then importing them into the Admin Program (see Section 3 for a brief overview of the Admin Program). Any changes and additions to the location of households on the maps provided to field staff were also recorded, and the maps amended in MapInfo. The Survey Pack Delivery (SPD) Control Sheets and cover letters were then prepared and the Survey Packs to be delivered were assembled.

2.4 Survey Pack Deliveries

This phase of the survey included re-finding the sampled household, then attempting to make contact with a member of the household (with up to four attempts over two



days). All Survey Pack Deliveries were made on the Saturday and Sunday preceding the Travel Day for each household. An exception to this occurred in Week 10, when the Queensland state Elections were held on the Saturday of that week. In this case, all Survey Pack Deliveries were made on the Sunday of that weekend. If contact was made on any of the attempts, the survey was explained and the Survey Pack delivered (unless a refusal was encountered). If contact was not made, then the Survey Pack was left at the household with a We-Missed-You postcard. If the Survey Pack was undeliverable (for example, because dogs prevented access to the house), then the Survey Pack was mailed to the household at the end of the day by the field staff. If an unconvertible refusal was encountered, the field staff member immediately asked the person two short questions in an attempt to learn more about the non-respondents. At the end of the day, the field staff phoned those households which were not personally contacted for delivery and those whose Travel Day was scheduled for the following day (Monday). The field staff also marked the location of any households that were still not on the delivery maps, recorded the outcomes on the SPD Control Sheet and returned the SPD materials to the survey office.

2.5 Survey Pack Pickup Preparations

This phase of the survey included entering the data recorded on the SPD Control Sheets onto spreadsheets and then importing them into the Admin Program. This was done in two stages; initially the delivery type and phone number were entered on Monday so that the call sheets for the Monday evening Motivational Calls could be prepared, then the rest of data was entered on Tuesday. From this data the rest of the Motivational Call call sheets for that week were prepared, as were the Control Sheets for the Survey Pack Pickups (SPP).

2.6 Survey Pack Pickups

This phase of the survey included re-finding the sampled household, and checking to see whether the Survey Pack had been left out for collection. If it was not visible, an attempt was made to contact the householder to see whether the survey had been completed. Depending on the response, the survey pack was either collected or a reply-paid envelope was left for the household to return the questionnaires in the mail. Once again, if a refusal was encountered, the two non-response questions were immediately asked. For collected Survey Packs, the field staff checked them for completeness (after they had left the household) and checked back with the household if they were found to be incomplete (in terms of the expected number of completed diaries). The field staff recorded the outcomes on the SPP Control Sheet and returned the SPP materials to the survey office.

2.7 Survey Pack Processing and Reminders

This phase of the survey included scanning the barcodes on the red Household Forms of the collected Survey Packs to record that they had been collected, and then attaching corresponding barcode labels to the orange Travel Diaries to ensure that they remained linked to their household forms. All fully completed Survey packs were then sent to Melbourne for scanning and data editing. All incomplete Survey Packs (e.g. those with missing diaries) were attempted to be made complete by means of phone



calls to the households to determine why there were missing components. The data recorded on the SPP Control Sheets was input onto spreadsheets and imported into the Admin Program. Any Survey Packs returned through the mail during the previous week were also barcoded, and included in the packages couriered to Melbourne. On the Wednesday of each week, all households that had not yet responded, and for which we had a phone number, were phoned to remind them to return their Survey Packs, or, if they had not completed the survey, to answer the two non-response questions. Non-responding households which could not be contacted by phone on Wednesday night were sent a mailed reminder on Thursday. Each week a complete backup of the Admin Data was made and sent to TUTI for further analysis (in fact, a backup was made at the end of every day and sent to TUTI for safe-keeping).

2.8 Questionnaire Scanning and Editing

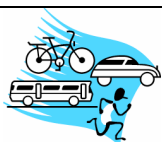
Once the completed Survey Packs arrived in Melbourne, the edges of the booklets were guillotined and then the individual pages of the red and orange forms were scanned. The data from this process was then sent (electronically) to workstations where data entry staff entered text data from the image clips made during the scanning process, and also remedied any problems identified during the scanning (e.g. missing answers, multiple answers etc). The data from the red and orange forms were then recombined into households (using the barcode identifiers) and sent to other workstations where the geocoding took place. Once the geocodes were completed the data was transferred to an initial version of the final databases, where editing programs were run to identify any data that needed clarification (i.e. missing or inconsistent responses). The clarification questions identified during this stage were then transferred to phone interviewers who then contacted the households to obtain or clarify the missing or inconsistent information. Once the data had been clarified and recombined with the original data, the data files were sent to TUTI for final editing.

2.9 Final Data Editing and Report Preparation

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

2.10 A Typical Week's Fieldwork

The preceding sections have treated each phase of the survey as if they were separate sequential activities. However, apart from the initial few weeks during which the workload was ramping up, a typical week had all of these activities running concurrently. For this reason, a fieldwork calendar was produced showing the timing of all the activities during the week. An example of this calendar for a full workload week is shown in Figure 2.10.



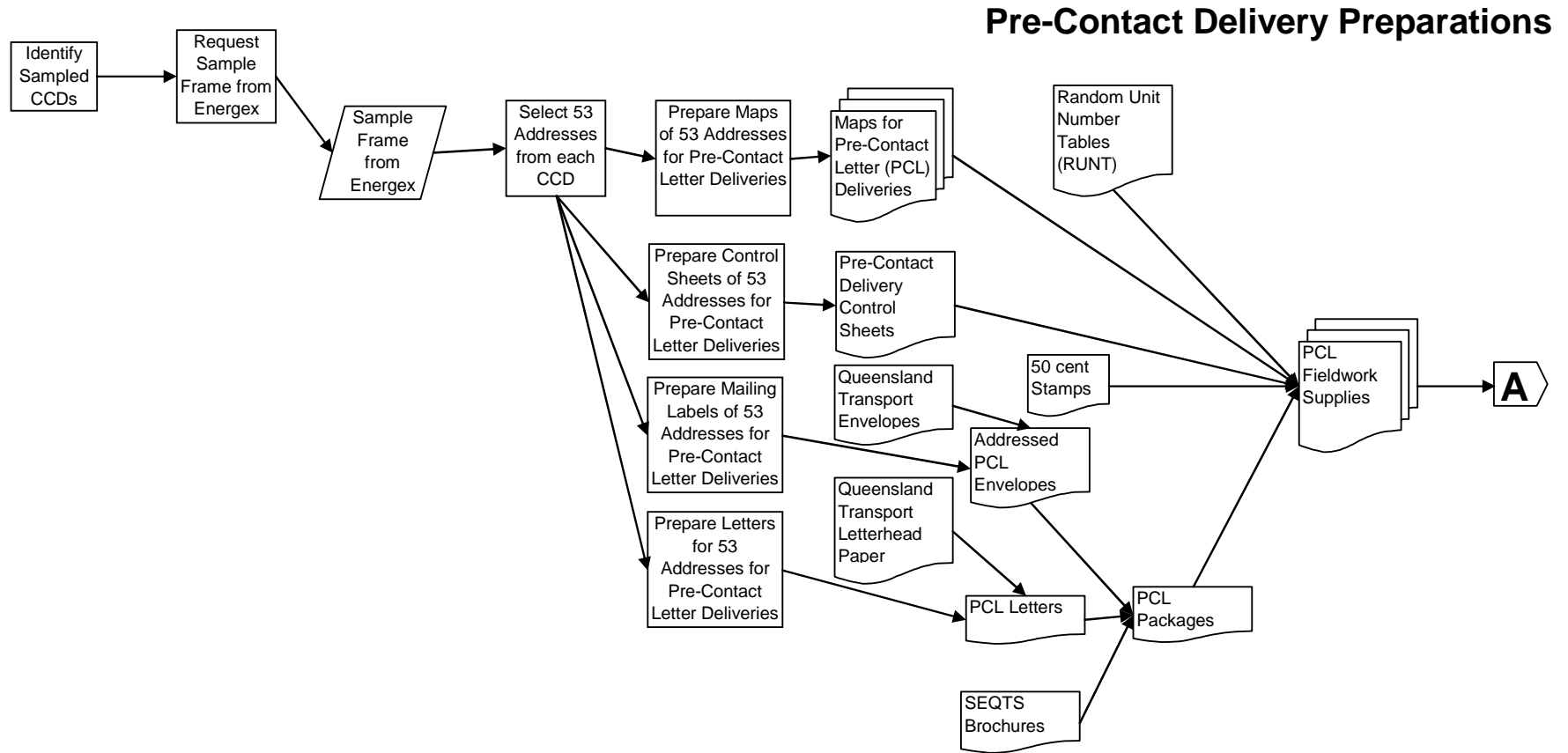


Figure 2.1 Pre-Contact Delivery Preparations



Pre-Contact Deliveries

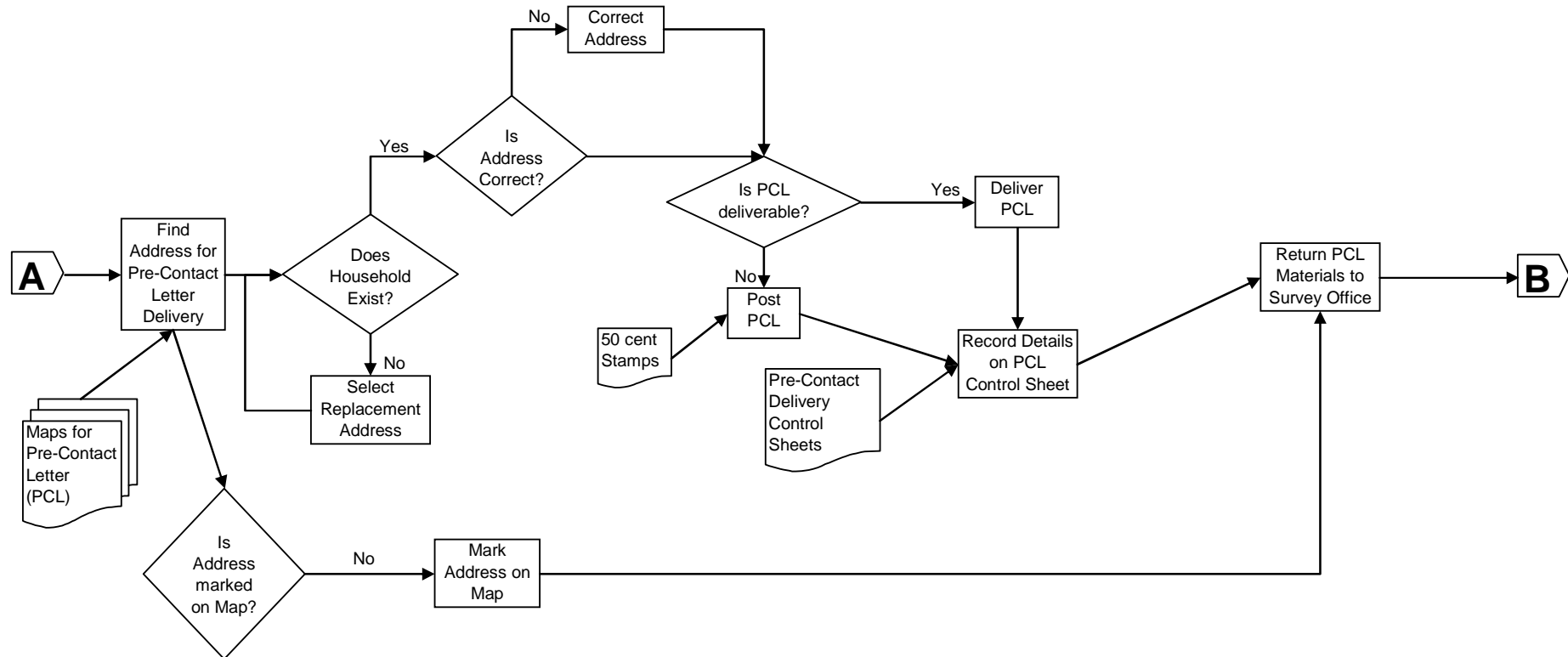


Figure 2.2 Pre-Contact Deliveries



Survey Pack Delivery Preparations

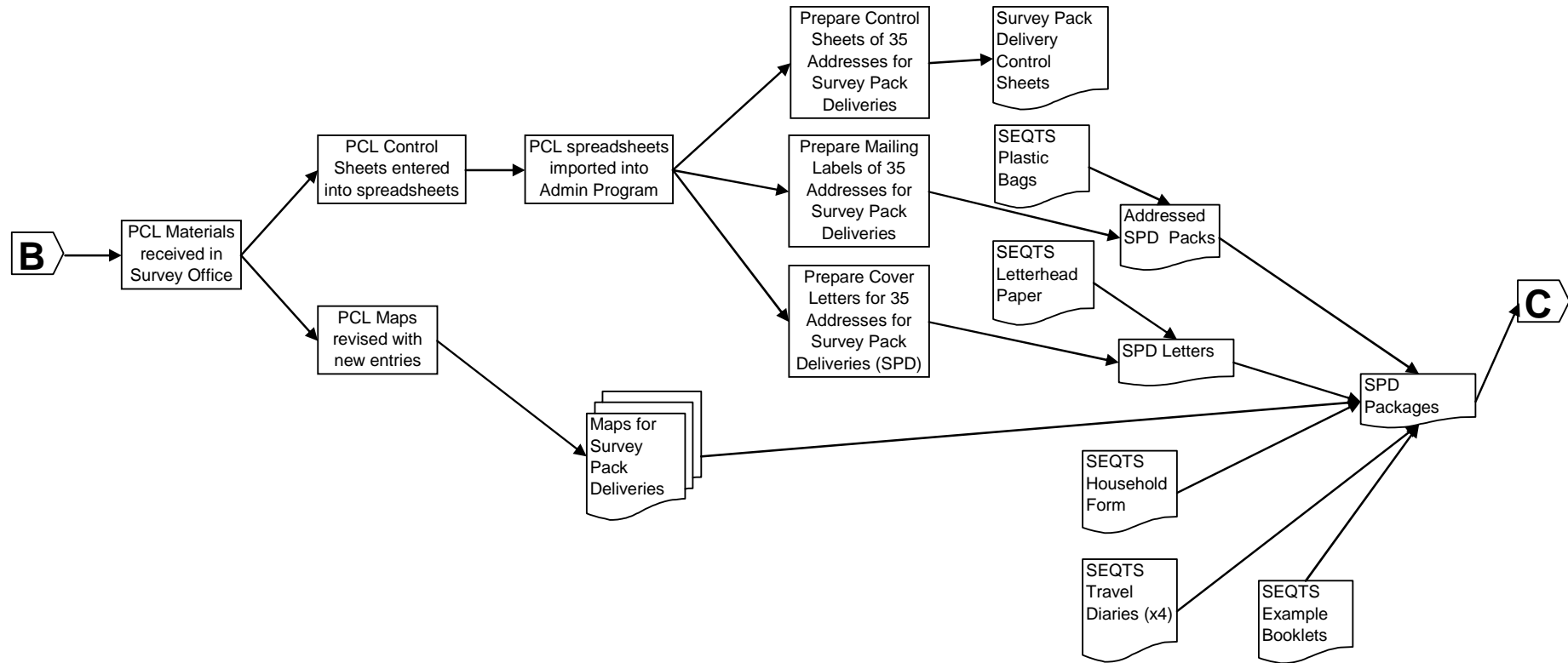


Figure 2.3 Survey Pack Delivery Preparations



Survey Pack Deliveries

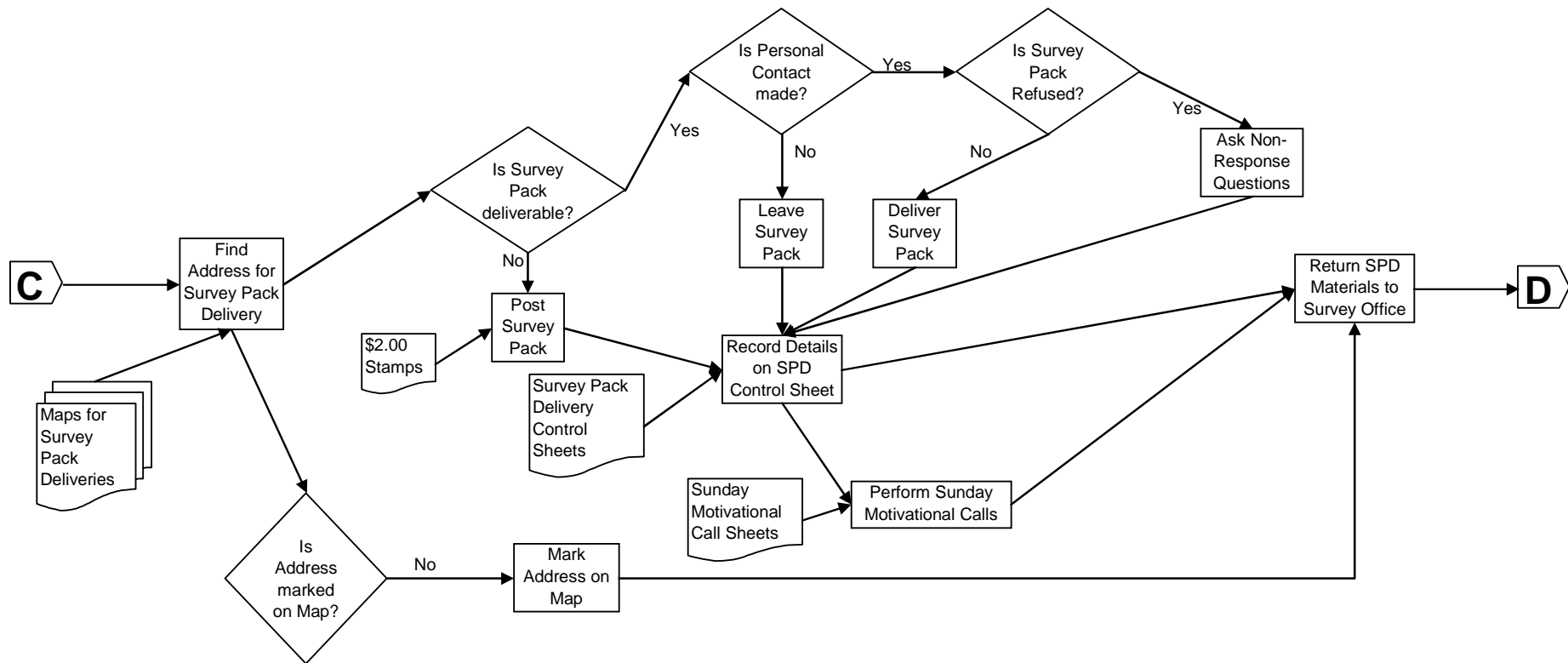


Figure 2.4 Survey Pack Deliveries



Survey Pack Pickup Preparations

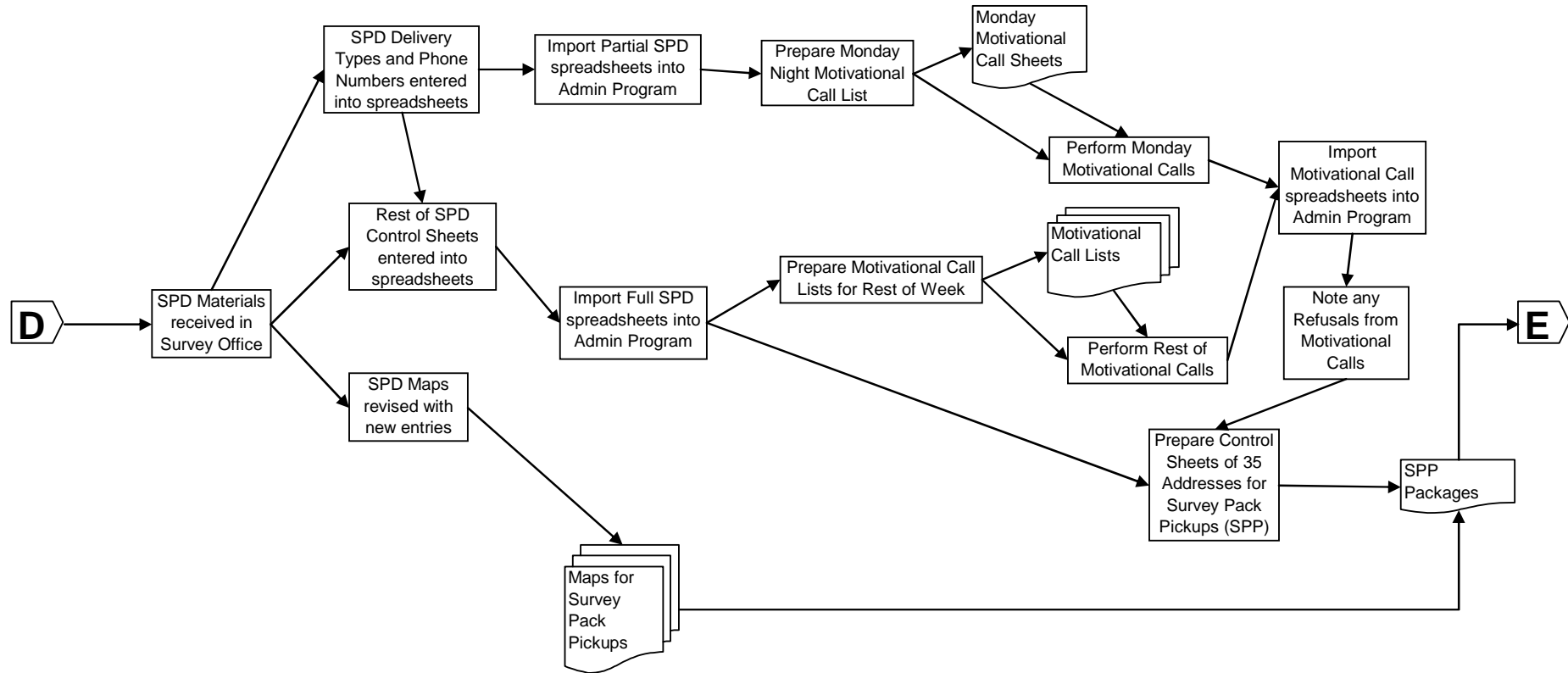
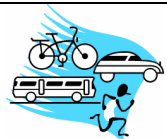


Figure 2.5 Survey Pack Pickup Preparations



Survey Pack Pickups

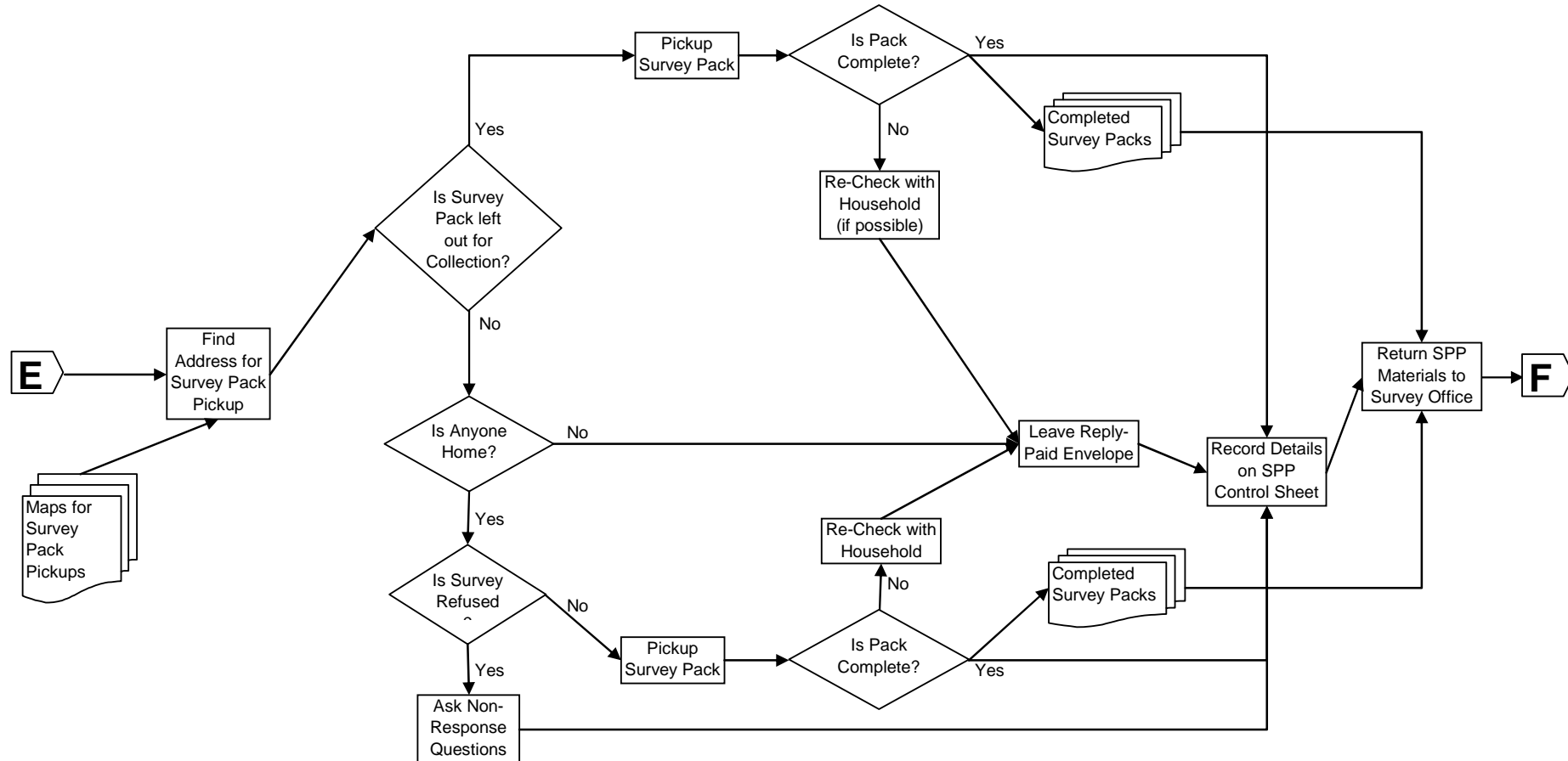


Figure 2.6 Survey Pack Pickups



Survey Pack Processing and Reminders

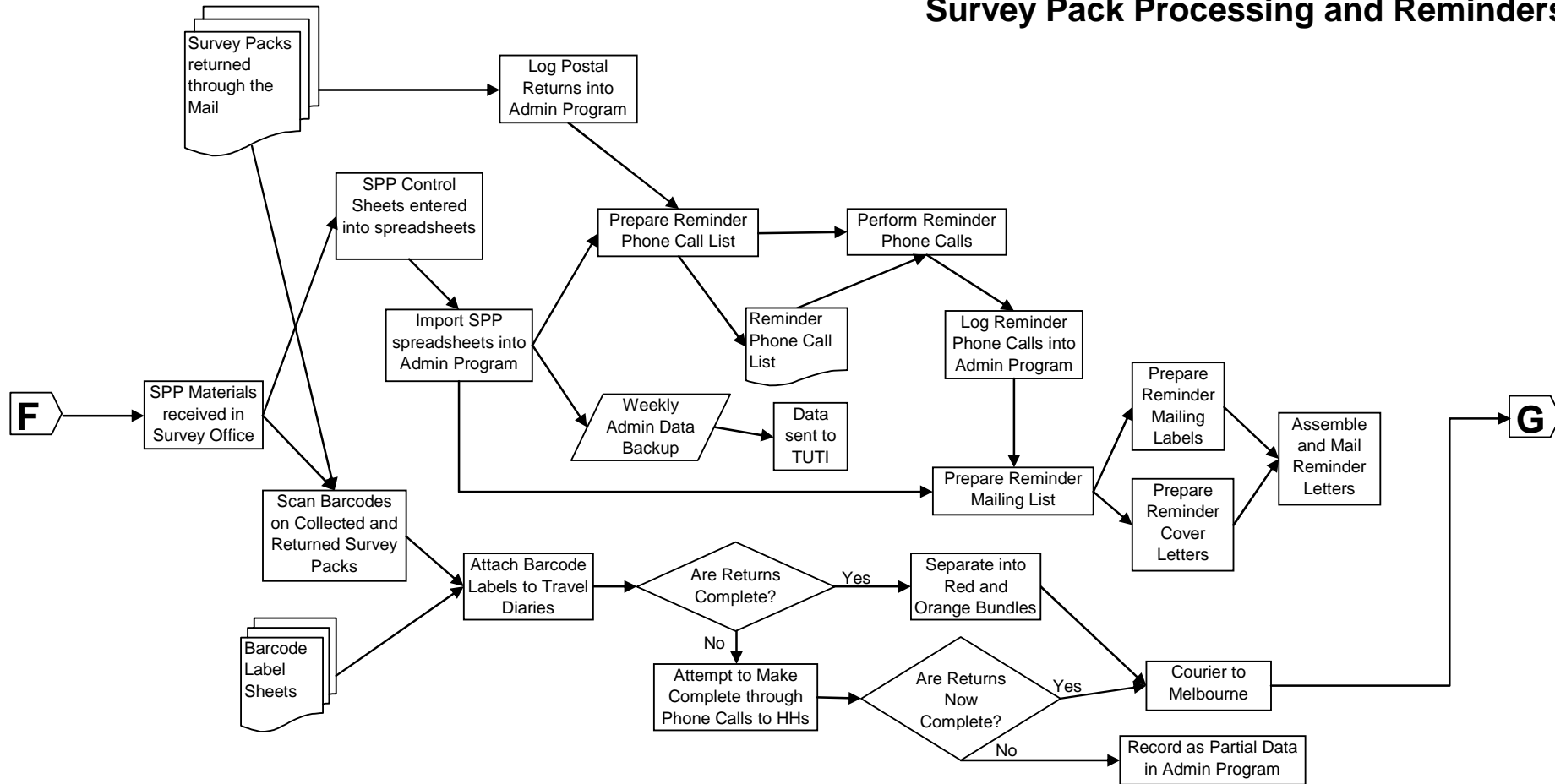
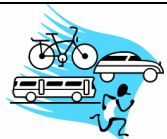


Figure 2.7 Survey Pack Processing and Reminders



Questionnaire Scanning and Editing

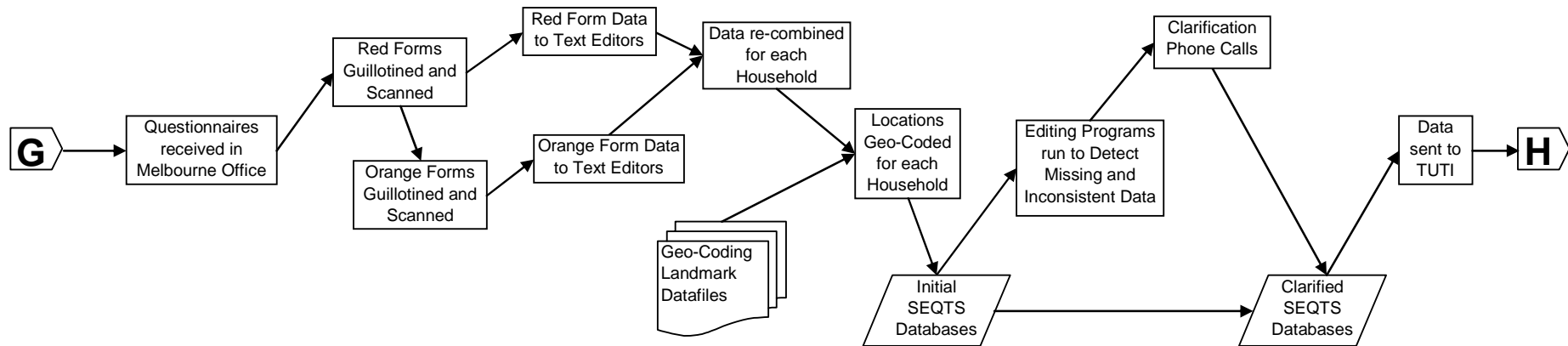


Figure 2.8 Questionnaire Scanning and Editing



Final Data Editing, Analysis & Report Preparation

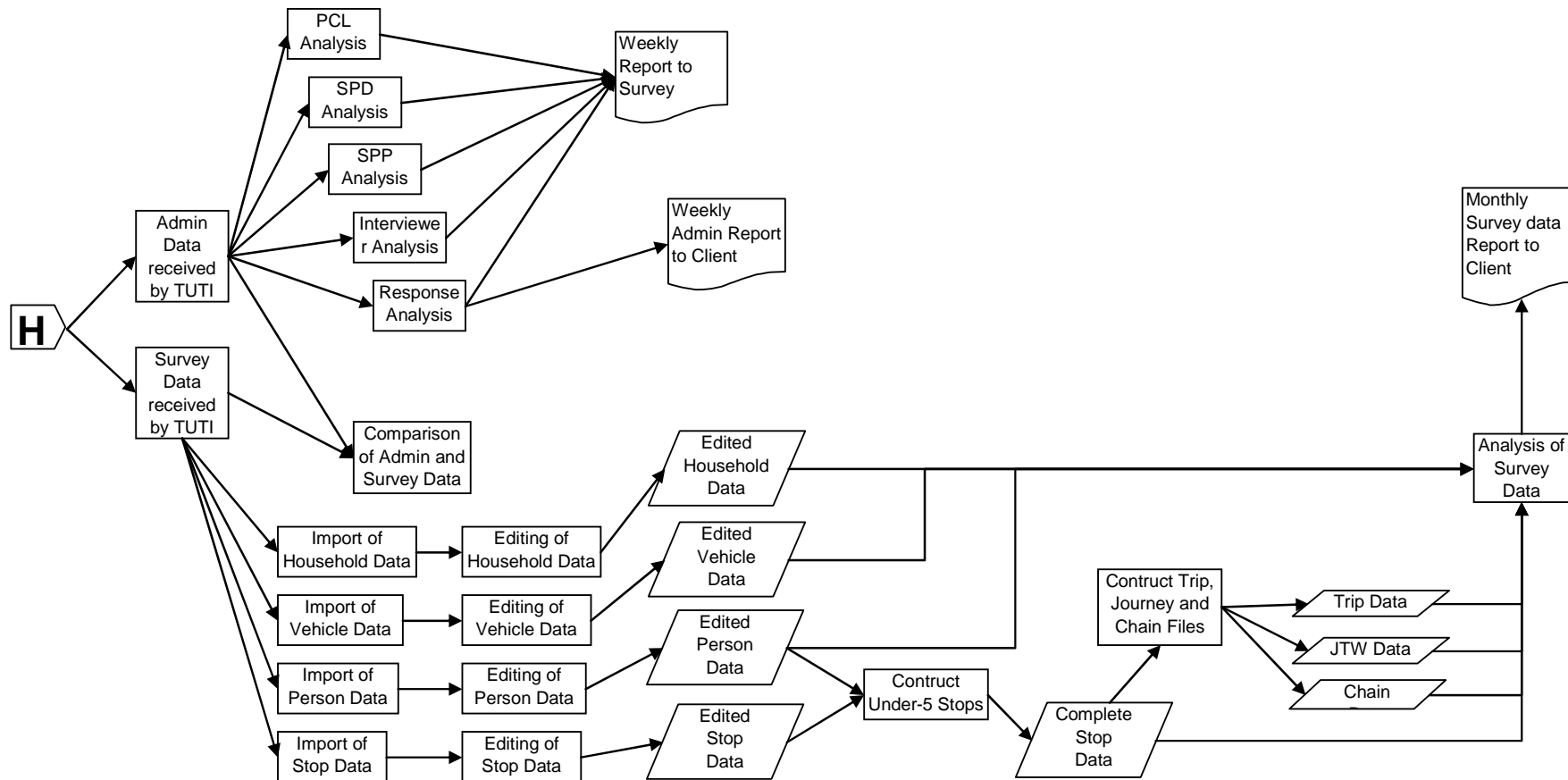


Figure 2.9 Final Data Editing, Analysis and Report Preparation



SEQTS 2003-2004 – Brisbane – Survey Admin Results

	Monday 17-Nov-03	Tuesday 18-Nov-03	Wednesday 19-Nov-03	Thursday 20-Nov-03	Friday 21-Nov-03	Saturday 22-Nov-03	Sunday 23-Nov-03
TRAVEL DAYS	TD Week 5	TD Week 5	TD Week 5	TD Week 5	TD Week 5		
PCL fieldwork		PCL Week 6					
SPD fieldwork						SPD Week 6	SPD Week 6
MC fieldwork	MC Week 5	MC Week 5	MC Week 5	MC Week 5			MC Week 6
SPP fieldwork						SPP Week 5	
RC fieldwork			RC Week 4	RM Week 4			
early a.m.		Full Enter SPD W5 Enter MC W5 Enter CI W3	Enter PCL W6 Enter MC W5 Maps SPP W5	Record Sheets SPD W6 Enter MC W5 Enter RC W4	Labels, Letters PCL W7 Enter MC W5 Mail Undeliverable SPs W6		
late a.m.	Barcode, Enter PR W4 Barcode SPP W4 Enter SPP W4	Barcode rest of SPP W5 Enter rest of SPP W5 Barcode, Enter PR W4	Enter PCL W6 Barcode, Enter PR W4	Assemble SPD W6 Record Sheets SPP W5 Barcode, Enter PR W4 Labels, Letters RM W4	Record Sheets PCL W7 Barcode, Enter PR W4		
early p.m.	Enter SPP W4 Check SPP W4	Enter rest of SPP W4 Check rest of SPP W4	Maps SPD W6 Maps PCL W7	Assemble SPD W6 Assemble SPP W5 Assemble RM W4	Assemble PCL W7		
late p.m.	Quick Enter SPD W5 Call Sheets MC W5 Check SPP W4 Courier SPP W4 to Melb	Courier SPP W4 to Melb	Labels, Letters SPD W6 Maps PCL W7 Call Sheets RC W4	Send SPD W6 Send SPP W5 Mail RM W4	Send PCL W7		
evening	BACKUP MC W5	BACKUP MC W5	BACKUP MC W5 RC W4	BACKUP MC W5	BACKUP		

Figure 2.10 A Typical Week of Fieldwork and Associated Activities



3. The Admin Program

Given the complexity and the number of overlapping fieldwork activities taking place in any one week (after the initial ramp-up period), it was essential to automate as many of the procedures as possible for the main survey. To this end, an Admin Program was written (in Excel using VBA macros) to facilitate the production of fieldwork materials and the collection of fieldwork data. A screenshot of the main Control Panel worksheet of the program is shown in Figure 3.1.

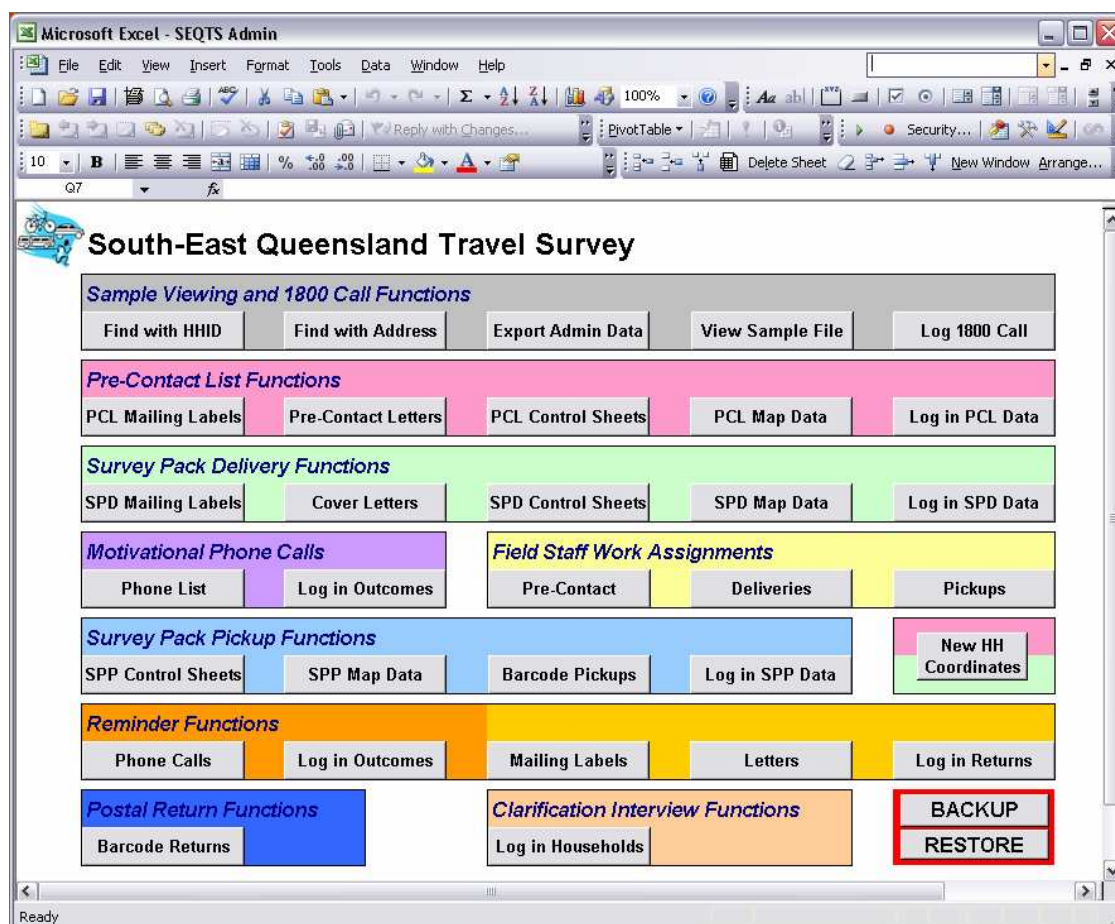


Figure 3.1 The Admin Program Control Panel

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

Sample Viewing and 1800 Call Functions

- **Find with HHID** – this routine finds the details of a sampled household given its ID number
- **Find with Address** – this routine finds the details of a sampled household given its address
- **Export Admin Data** – this routine exports a weekly Admin file, to serve as the basis for the travel survey data entry files



- **View Sample File** – this routine allows the user to view, but not modify, the complete file of all sampled households with whom contact is attempted
- **Log 1800 Call** – this routine enables the details of all 1800 calls to be logged into the database

Pre-Contact List Functions

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

Survey Pack Delivery Functions

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

Motivational Call Functions

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



Field Staff Work Assignments

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

Survey Pack Pickup Functions

- **SPP Control Sheets** – this routine produces the SPP Control Sheets that will be used by fieldwork staff in the field. It also produces SPP Input spreadsheets that will later be used for the entry of data recorded on the Control Sheets
- **SPP Map Data** – this routine produces a list of household addresses and geocodes which will be used to produce the maps to be used by fieldwork staff in the field to locate the sampled households
- **Barcode Pickups** – this routine records the scanning of barcodes on Survey Packs collected in the field, and records them as received in the database
- **Log in PCL Data** – this routine imports the PCL Input spreadsheets into which the data from the PCL Control Sheets have been entered
- **New HH Coordinates** – this routine allows the geocoded coordinates of household locations to be updated based on household locations recorded on the maps in the field. This routine is shared by the Pre-Contact and the Survey Pack Delivery Functions

Reminder Functions

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

Postal Return Functions

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



Clarification Interview Functions

- **Log in Households** – this routine records the ID number of households which have received Clarification Calls (this information is provided from the Melbourne office where the Clarification Calls are being made)

Backup and Restore

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



4. The SEQTS Survey Regions

The survey area for this phase of SEQTS consisted of the entire Brisbane Statistical Division (BSD) as shown in Figure 4.1. This area was then divided into 11 Study Regions as shown in Figure 4.1. The boundaries of these regions were based on a compromise between three criteria, namely:

- Regions were composed of an amalgamation of Australian Bureau of Statistics Census Collectors Districts (CCD)
- Region boundaries were generally compatible with the regions used in the 1992 SEQHTS survey
- Regions formed the basis for field staff work allocations, and hence were of approximately equal size (in terms of population).

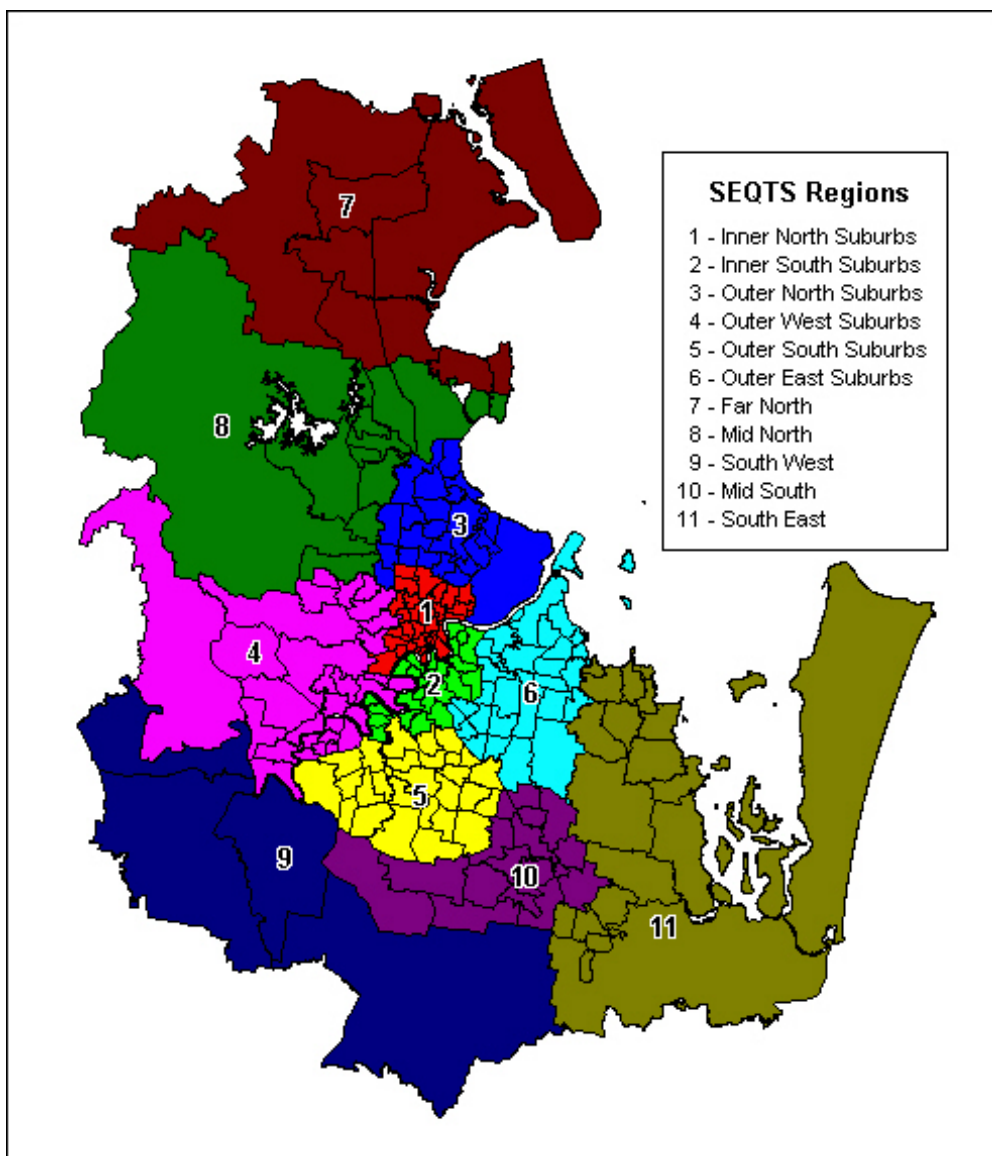


Figure 4.1 Definitions of the SEQTS Study Regions



5. Pre-Contact Letter Results

This section of the report outlines the main results obtained from the Pre-Contact Letter delivery phase of the survey, which checked the validity of the addresses included in the sample.

5.1 Households Shown on Map

The addresses of households in each area were mapped to show field staff where to find the addresses in the study areas. The locations of the addresses were determined by matching the address given in the Energex sample frame with an address in the Property Location Index (PLI) databases. Unfortunately, the PLI is far from complete, with the result that only 77% of the sampled addresses could be mapped. As shown in Figure 5.1, this problem was particularly acute in Region 7 (Far North), where only 46% of addresses could be matched and mapped.

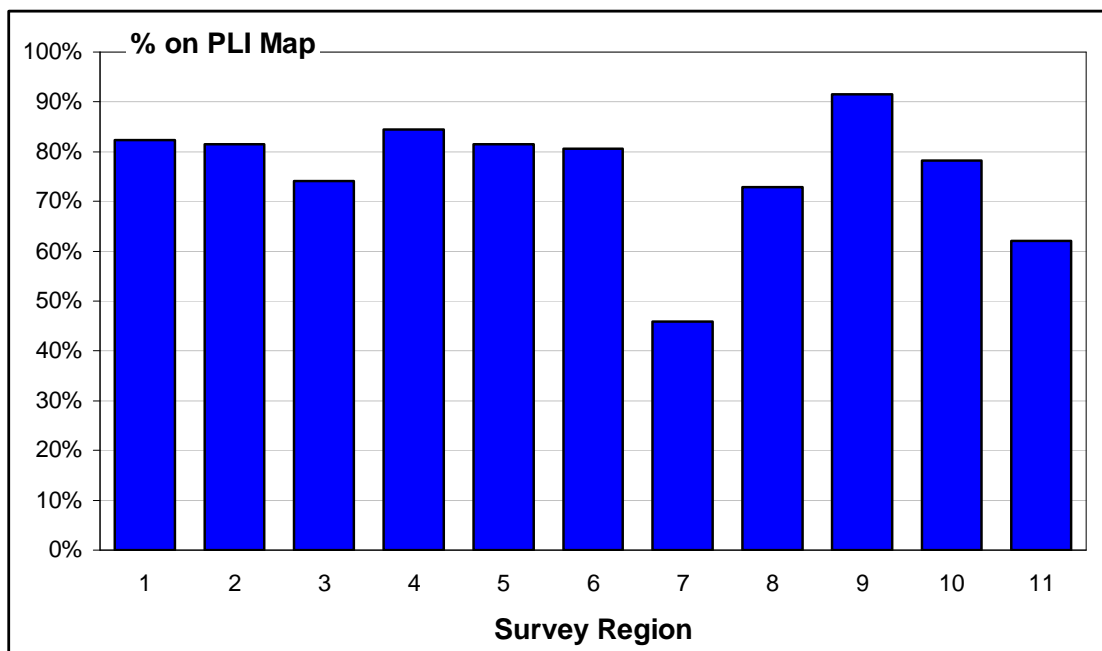
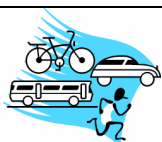


Figure 5.1 % of Sampled Addresses mappable on PLI, by Survey Region

This meant that field staff had more difficulty finding addresses in some regions, and spent more time marking the location of addresses on the maps provided. However, all addresses were given a location by the end of the field work for each region.

5.2 Addresses within CCD

A further problem with the location of addresses, particularly in the first 8 weeks of the survey, was that not all of the addresses on the Energex sample list were within the specified CCD. This problem had already been noted in the Pilot Survey area of Bardon, but it was anticipated that this was an isolated event. However, the problem continued on a regular basis during the first 8 weeks of the main survey. An example



of the problem is shown in Figure 5.2. The map for R04W05 (i.e. region 4 in week 5) shows a CDD (outlined in red) with about half the addresses outside the CCD. In other weeks, some CCDs had all their addresses in neighbouring CCDs!

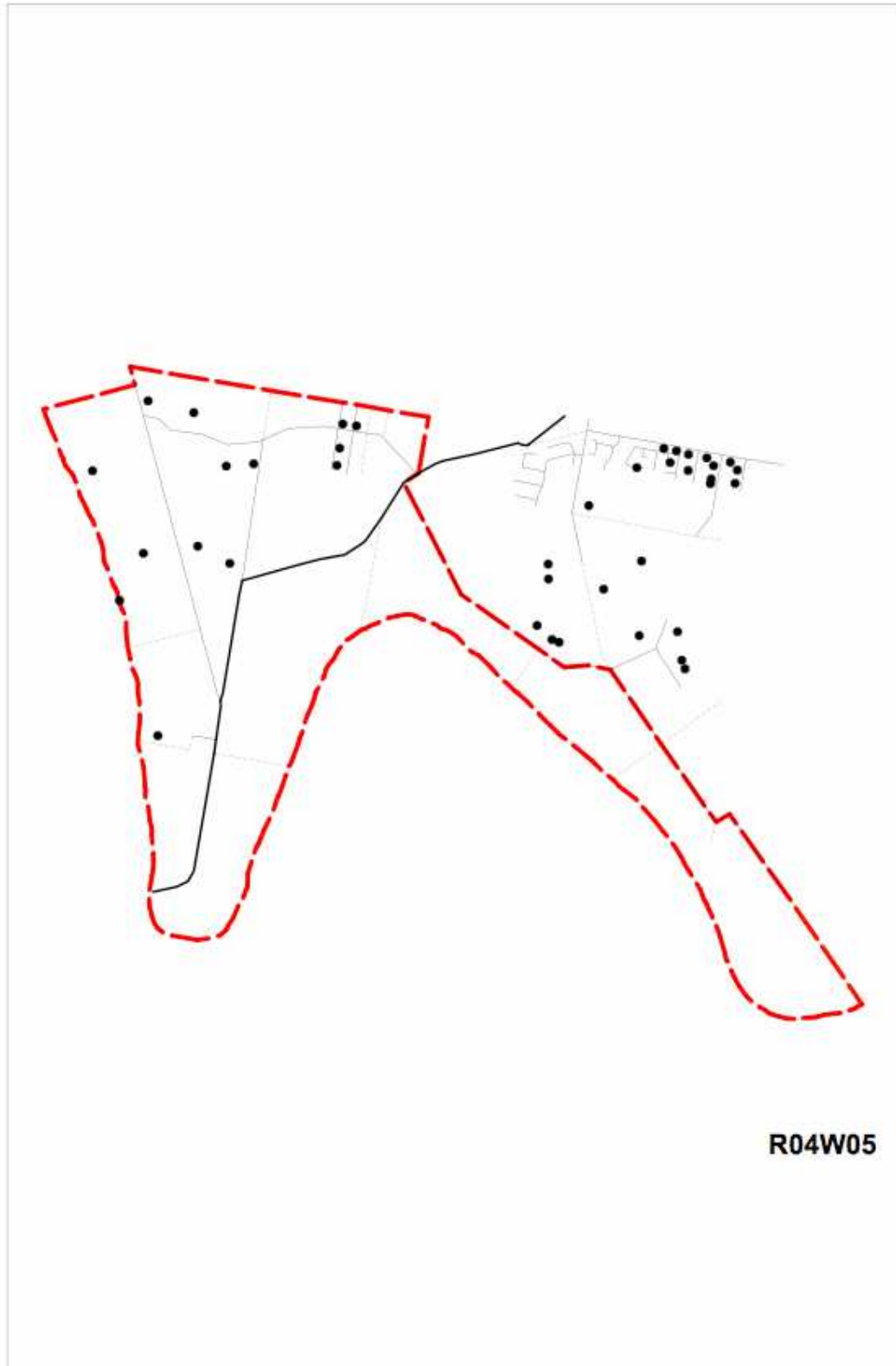


Figure 5.2 Mapping of Households for Region 4 in Week 5



As a result of this problem, neighbouring CCDs were often combined to form work areas with a sufficient number of addresses in each week.

This problem was brought to the attention of Energex, who acknowledged a problem with the geocoding of their addresses. They therefore re-geocoded the addresses and made available updated addresses for the second eight weeks of the survey. As a result of this re-geocoding, the problem virtually disappeared in the second 8 weeks. As a result, the percent of addresses mappable on the PLI database increased substantially in the second 8 weeks, as shown in Figure 5.3.

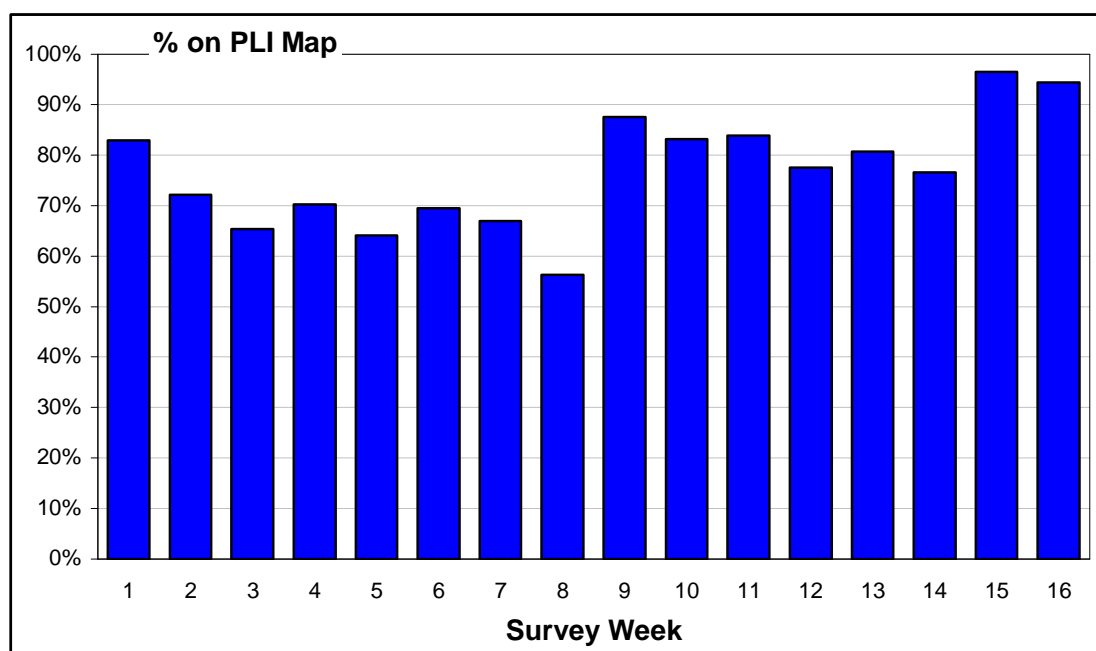


Figure 5.3 % of Sampled Addresses mappable on PLI, by Survey Week

5.3 Status of Addresses

Once the addresses had been found, they were checked to see whether they were in scope for the survey (i.e. whether they were the valid address of a private residential household). As shown in Table 5.1, the quality of the Energex address list was quite good, with 98% of all addresses checked at this stage being valid residential addresses. Note that some of these addresses are later found to be out of scope when they are identified as being vacant during the attempts to personally contact the householders.

Table 5.1 Status of Checked Addresses, by Survey Region

Status of Address	Region											TOTAL
	1	2	3	4	5	6	7	8	9	10	11	
Not Sample Loss	97%	97%	98%	98%	99%	98%	98%	99%	97%	98%	98%	98%
No such address	1%	1%	0%	1%		2%	0%	0%	1%	1%		1%
Vacant Land	0%	0%	0%		0%	0%	0%	0%	0%	0%		0%
Vacant Premises	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%
Non-residential	1%	0%	0%	0%	0%	0%			0%		0%	0%
Other reason	0%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



5.4 Type of Dwelling

The type of dwelling is recorded by the field staff, based on observation. As expected, the majority of residences are Separate Houses. As shown in Table 5.2, however, the exact proportion varies by Survey Region, with a high of 97% separate houses in Regions 5 and 9, and a low of 46% separate houses in Region 1. This is an important parameter, since it is known from previous surveys that lower response rates are generally obtained from areas with a low proportion of separate houses.

Table 5.2 Type of Dwelling, by Survey Region

Dwelling Type	Region											TOTAL
	1	2	3	4	5	6	7	8	9	10	11	
Separate House	46%	63%	79%	81%	97%	84%	76%	93%	97%	90%	86%	81%
Terrace/Townhouse	7%	8%	13%	5%	2%	11%	16%	5%	2%	10%	14%	8%
Flat/Apartment	47%	30%	7%	15%	1%	4%	8%	2%	1%	0%		11%
Other	0%		1%			0%		0%		1%		0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

6. Survey Pack Delivery Results

On the Saturday and Sunday following the delivery of the Pre-Contact Letters, field staff attempted to deliver the Survey Packs to those households previously identified as being valid household addresses.

6.1 Type of Survey Pack Delivery

The method of delivery of the Survey Packs is shown in Figure 6.1 and Table 6.1. It can be seen in Figure 6.1 that the percent delivered personally stayed fairly constant at around 70% throughout the 16 weeks, except for Weeks 10 and 11 which were affected by the Queensland State Elections.

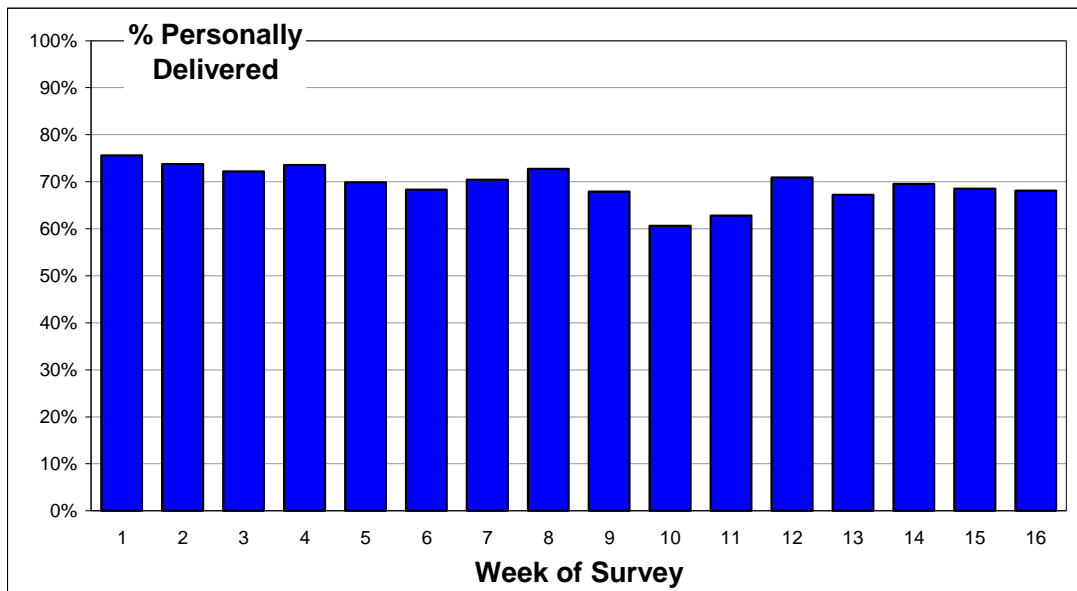


Figure 6.1 % of Survey Packs Personally Delivered, by Survey Week

In Table 6.1, it can be seen that overall, the majority (about 69%) are in fact delivered personally to a member of the household. Another 18% are left at the household with a



postcard attached, while about 9% are refused by households at this stage. A total of 78% of households are contacted personally (including refusals). A small number of addresses are also found to be Sample Loss at this stage (mostly households that are clearly unoccupied, either visibly or via advice from neighbours), while some Survey Packs could not be delivered (usually because access was prevented because of large dogs) and were mailed.

Table 6.1 Type of Survey Pack Delivery

Delivery Method	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Personally	291	284	278	283	269	263	271	280	336	300	311	351	333	344	339	337	4870
Left at Household	55	68	77	65	78	66	77	69	69	127	97	106	69	97	77	81	1278
Refusal	32	24	28	31	33	43	23	30	60	56	54	36	46	41	58	57	652
Not Delivered - Sample Loss	4	8	2	6	2	12	10	5	15	11	21	2	1	11	11	13	134
Not Delivered - Mailed	3	1	0	0	3	1	4	1	15	1	12	0	46	2	10	7	106
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7040
% Personal Delivery	76%	74%	72%	74%	70%	68%	70%	73%	68%	61%	63%	71%	67%	69%	68%	68%	69%
% Left at Household	14%	18%	20%	17%	20%	17%	20%	18%	14%	26%	20%	21%	14%	20%	16%	16%	18%
% Refusal	8%	6%	7%	8%	9%	11%	6%	8%	12%	11%	11%	7%	9%	8%	12%	12%	9%

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

6.2 Number of Delivery Attempts

One of the reasons why such a high proportion of deliveries are made in person is that up to four attempts are made to contact the household in person (two attempts on Saturday and two attempts on Sunday). As shown in Table 6.2, about 52% of households receive only one visit (because that is all that is needed) while about 17% of households receive all four visits, with the average household receiving about 1.9 visits (note that Week 10 has a different pattern because of the State Election on that weekend constraining all deliveries to the Sunday).

Table 6.2 Number of Survey Pack Delivery Attempts

Number of Delivery Attempts	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	5%	1%	1%	0%	1%	1%	1%	0%	4%	0%	5%	0%	9%	2%	2%	2%	2%
1	54%	54%	51%	53%	51%	60%	48%	52%	53%	61%	40%	51%	50%	49%	53%	54%	52%
2	15%	15%	18%	17%	14%	14%	17%	15%	18%	37%	18%	20%	17%	16%	16%	13%	18%
3	10%	16%	12%	11%	12%	10%	11%	18%	10%	2%	15%	12%	9%	12%	11%	12%	11%
4	16%	15%	19%	19%	22%	15%	23%	15%	15%	0%	22%	17%	14%	21%	17%	19%	17%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	1.9	1.9	2.0	2.0	2.1	1.8	2.1	1.9	1.9	1.4	2.2	2.0	1.9	2.0	1.9	2.0	1.9

However, the number of delivery attempts varies with different outcomes. When a successful personal contact was made with a member of the household, as shown in Table 6.3, 65% of these contacts occur on the first visit and only 4% on the fourth visit, with an average number of visits of about 1.5.

Table 6.3 Number of Survey Pack Delivery Attempts before Successful Contact with Member of Household

Number of Delivery Attempts	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%
1	65%	65%	64%	66%	62%	74%	62%	63%	65%	81%	51%	65%	64%	61%	64%	68%	65%
2	17%	17%	22%	18%	18%	15%	21%	17%	20%	18%	23%	19%	23%	21%	21%	15%	19%
3	11%	14%	11%	10%	14%	9%	13%	17%	12%	1%	13%	12%	10%	14%	11%	14%	12%
4	4%	4%	3%	7%	6%	2%	4%	3%	4%	0%	9%	5%	4%	4%	4%	3%	4%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	1.5	1.6	1.5	1.6	1.6	1.4	1.6	1.6	1.5	1.2	1.8	1.6	1.5	1.6	1.6	1.5	1.5



On the other hand, when the Survey Pack was left at the household, the vast majority of these (73%) occur on the fourth visit, as shown in Table 6.4.

Table 6.4 Number of Survey Pack Delivery Attempts before leaving Survey Pack at Household

Number of Delivery Attempts	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1	4%	6%	1%	2%	5%	9%	4%	9%	9%	3%	0%	4%	6%	5%	0%	0%	
2	4%	4%	3%	9%	1%	6%	1%	3%	4%	91%	4%	23%	3%	0%	3%	1%	
3	2%	25%	13%	12%	6%	6%	6%	22%	7%	5%	20%	9%	9%	6%	9%	0%	
4	87%	65%	83%	77%	87%	79%	88%	67%	80%	2%	76%	64%	83%	89%	88%	99%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	3.8	3.5	3.8	3.6	3.8	3.5	3.8	3.5	3.6	2.0	3.7	3.3	3.7	3.8	3.9	4.0	

Refusals, however, are more likely to occur on the first or second visit, as shown in Table 6.5.

Table 6.5 Number of Survey Pack Delivery Attempts before Refusal by Member of Household

Number of Delivery Attempts	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	16%	4%	4%	3%	6%	5%	0%	0%	5%	4%	6%	0%	0%	0%	0%	2%	
1	44%	63%	61%	55%	67%	60%	43%	57%	57%	80%	39%	58%	70%	68%	64%	54%	
2	13%	17%	18%	26%	12%	14%	26%	23%	25%	14%	24%	22%	17%	20%	12%	21%	
3	19%	17%	14%	13%	9%	19%	9%	13%	8%	2%	26%	17%	13%	7%	17%	19%	
4	9%	0%	4%	3%	6%	2%	22%	7%	5%	0%	6%	3%	0%	5%	7%	4%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	1.9	1.5	1.6	1.6	1.5	1.6	2.1	1.7	1.6	1.2	2.0	1.6	1.4	1.5	1.7	1.7	

6.3 Provision of Phone Number

When a member of the household was successfully contacted, they were asked for a contact phone number in case we needed to contact them during the survey. As shown in Table 6.6, the majority of households (about 94%) were willing to provide a contact number when asked. Less than 6% of households refused to provide a number when asked. However, a proportion of households were never contacted personally while some who were contacted were not asked for a number (either because the interviewer forgot to ask the question or because they judged that asking the question may be detrimental to the survey where a respondent was judged to be wavering between accepting or refusing the questionnaire and asking for a phone number may have pushed them into becoming a refusal). Households that had already refused to participate in the survey were also not asked for their phone number. As a result, contact numbers were obtained for only 57% of all households.

Table 6.6 Provision of Phone Numbers by Respondents

Respondent Phone Number	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Provided	235	197	168	230	194	197	184	204	285	273	276	316	306	327	314	309	
No Phone	2	5	1	4	2	3	6	3	4	4	7	3	4	4	2	1	
Silent Number	2	2	1	4	11	4	5	3	0	2	5	9	6	3	7	9	
Refused	4	6	0	10	12	9	9	9	11	10	9	16	15	11	4	15	
No Contact	58	70	79	63	73	79	81	66	88	132	125	105	113	96	89	94	
Not Asked	84	105	136	74	93	93	100	100	107	74	73	46	51	54	79	67	
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	7040	
% Provided	61%	51%	44%	60%	50%	51%	48%	53%	58%	55%	56%	64%	62%	66%	63%	57%	
% Provided when Asked	97%	94%	99%	93%	89%	92%	90%	93%	95%	94%	93%	92%	92%	95%	96%	94%	



6.4 Characteristics of Refusals at Delivery

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

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

In addition, on each occasion that a member of the household was spoken to at the doorstep during the delivery process (whether they accepted or refused the survey pack), the field staff recorded their gender and an estimate of their age. The purpose of these questions was to get some idea of whether non-respondents were systematically different to respondents to the survey.

The results of the “non-response” questions are shown in Tables 6.7 and 6.8. It can be seen that, on average, about 77% of refusals were willing to answers the non-response questions when asked immediately after they refuse to participate in the main survey. The average household size is 2.3, which is slightly smaller than the Brisbane average household size of about 2.6. The average cars per household is about 1.3, which is less than the Brisbane average of about 1.6 vehicles per household.

Table 6.7 Household Size of Refusals at Delivery Stage

Household Size	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	6	3	5	6	6	12	10	11	12	17	17	10	7	9	6	15	152
2	13	9	10	6	6	8	6	15	16	12	15	10	15	14	27	16	198
3	2	1	1	5	4	5	1	1	5	5	4	3	6	4	3	5	55
4	2	3	1	4	5	5	4	1	9	4	4	2	8	3	5	4	64
5	0	0	1	0	0	3	1	0	3	1	1	1	3	3	3	3	23
6	3	0	1	0	1	1	0	0	2	0	3	1	0	0	0	0	12
Not Known	6	9	8	10	11	9	1	2	12	17	10	9	7	8	14	14	147
TOTAL	32	25	27	31	33	43	23	30	59	56	54	36	46	41	58	57	651
% Answering	81%	64%	70%	68%	67%	79%	96%	93%	80%	70%	81%	75%	85%	80%	76%	75%	77%
Ave. HH Size	2.5	2.3	2.3	2.3	2.5	2.5	2.1	1.7	2.6	2.0	2.2	2.1	2.6	2.3	2.4	2.2	2.3

Table 6.8 Number of Household Vehicles for Refusals at Delivery Stage

Number of Vehicles	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	4	5	6	3	5	9	7	6	6	14	13	7	5	3	6	12	111
1	11	7	6	11	7	12	6	13	20	17	17	11	18	13	13	17	199
2	9	2	7	4	6	11	7	7	12	7	11	9	9	15	18	9	143
3	1	1	1	3	1	2	0	1	7	1	1	0	6	2	5	2	34
4	1	1	0	0	2	0	1	1	1	0	2	0	1	0	1	2	13
5	0	0	0	0	1	0	1	0	1	0	0	0	0	0	1	0	4
6	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Not Known	6	9	7	10	11	9	1	2	12	17	10	9	7	8	14	15	147
TOTAL	32	25	27	31	33	43	23	30	60	56	54	36	46	41	58	57	652
% Answering	81%	64%	74%	68%	67%	79%	96%	93%	80%	70%	81%	75%	85%	80%	76%	74%	77%
Ave. HH Vehicles	1.4	1.1	1.2	1.3	1.6	1.2	1.3	1.2	1.7	0.9	1.1	1.1	1.5	1.5	1.7	1.2	1.3

The gender and age of householders encountered during the Survey Pack Delivery phase are shown in Tables 6.9 and 6.10. It can be seen that those who refuse at the delivery stage are more likely to be male and more likely to be older, especially greater than 70 years of age.



Table 6.9 Gender of Householders Encountered at Delivery Stage

Gender	Outcome of Survey Pack Delivery	
	Accepted	Refused
Male	45%	42%
Female	53%	43%
Unknown	1%	14%
% Male	46%	50%
n =	4870	652

Table 6.10 Age of Householders Encountered at Delivery Stage

Age Group	Outcome of Survey Pack Delivery	
	Accepted	Refused
<20	2%	1%
21->30	13%	8%
31->40	27%	16%
41->50	23%	20%
51->60	16%	15%
61->70	10%	12%
>70	6%	14%
Unknown	2%	14%
Average	40	46
n =	4870	652

A general picture of refusals at the delivery stage, therefore, is that they:

- Come from smaller than average households
- Have fewer than average number of cars
- Are more likely to be male; and
- Are older than those who accept the survey pack.

These findings were reinforced by field staff comments that refusals at this delivery stage were often older retired couples or singles, who didn't have a car and therefore didn't travel much. As a result, they felt that the survey was not meant for them, and hence declined to participate, even though the field staff were trained to encourage them to participate to provide us with as representative a demographic profile as possible.

7. Motivational Call Results

During the Pilot Survey, it appeared that the Motivational Call was effective in raising response rates for those who had not been personally contacted during the delivery phase, but was of less value for those who had already been personally contacted. However, due to the small sample size in the Pilot Survey, these results were not definitive. Therefore, in the first four weeks of the main survey, a controlled experiment was conducted whereby Motivational Calls were only made to a sub-set of households on the evening before their Travel Day. This sub-set of households included:



- On Sunday evening, all households not contacted personally on the weekend for Survey Pack delivery and whose Travel Day was Monday and for whom a phone number was available (from the reverse White Pages)
- On Monday through Thursday evening:
 - all households not contacted personally on the weekend for Survey Pack delivery and whose Travel Day was the following day and for whom a phone number was available (from the reverse White Pages)
 - approximately 50% of households (those with odd-numbered ID numbers) which were contacted personally on the weekend for Survey Pack delivery and whose Travel Day was the following day and for whom a phone number was available (from the reverse White Pages or the number supplied by the household when their Survey Pack was delivered to them)

An analysis of the response rates obtained from those receiving Motivational Calls and those not receiving Motivational Calls showed that the Motivational Call increased response rates both for those households that had been personally contacted on the weekend during the Survey Pack delivery stage and for those households that had not been personally contacted.

As a result of these findings, the procedures for Motivational Calls were changed (effective from Week 6) as follows:

- All households where a phone number was available were now scheduled for Motivational Calls, irrespective of whether they had been personally contacted in the Survey Pack delivery process or not
- In addition, to avoid the long delay in personal contact for those households not personally contacted in the Survey Pack delivery process, all these households were phoned on the Sunday evening, no matter what their Travel Day. These households were also phoned on the evening before their Travel Day.

Given that households that have been personally contacted in the Survey Pack delivery stage made up 75% of all households, that only one-third of these households were phoned in weeks 1-4, and that the phone call resulted in an increase in response rate of 13%, it was estimated that phoning all these households would result in an increase in response rate of approximately 5% from Week 6 onwards.

7.1 Outcomes of Motivational Calls

The outcomes of the Motivational Calls are summarised in Figure 7.1 and shown in more detail in Tables 7.1 through 7.5. As described above, Figure 7.1 shows the change in methodology in Week 6, after which the percent called jumped to about 60% (except for Week 13, where a staffing problem restricted the placement of Motivational Calls).



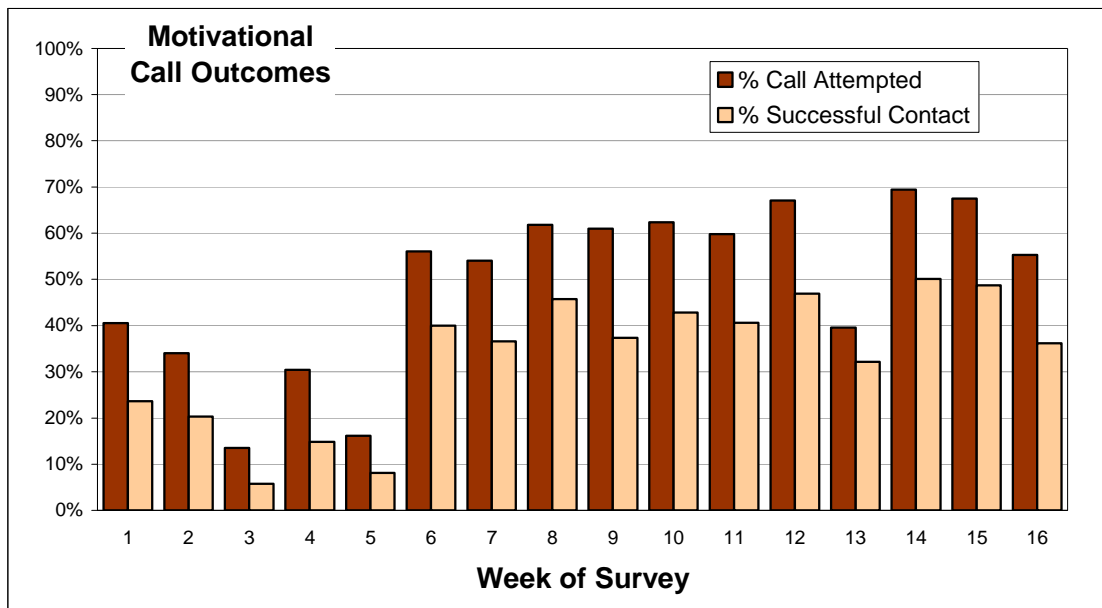


Figure 7.1 % of Households Called and Contacted, by Survey Week

Across all households, Table 7.1 shows that 51% of households received Motivational Calls. However, only about 30% of households received Motivational Calls in weeks 1 through 5, while about 60% were called in Weeks 6 through 16. An average of 34% of households were personally contacted in Weeks 1 through 16. The vast majority of these calls were well received, although a small number of households (82 in total) took this opportunity to refuse to participate in the survey.

Table 7.1 Outcomes of Motivational Calls

Motivational Call Outcome	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Not Called	229	254	333	268	323	169	177	147	193	186	199	163	299	151	161	221	3473
Successful Contact	91	78	22	57	31	154	141	176	185	212	201	232	159	248	241	179	2407
Answering Machine	31	25	5	29	11	32	19	24	34	27	28	39	15	44	39	40	442
Refusal	4	6	6	1	3	5	6	6	8	2	5	4	3	8	6	9	82
No Contact Made	30	21	19	30	17	25	42	32	75	68	62	57	19	44	48	46	635
TOTAL	385	384	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7039
% Called	41%	34%	14%	30%	16%	56%	54%	62%	61%	62%	60%	67%	40%	69%	67%	55%	51%
% Personally Contacted	24%	20%	6%	15%	8%	40%	37%	46%	37%	43%	41%	47%	32%	50%	49%	36%	34%

In Weeks 1-5, a similar proportion of households that were personally contacted and households that were not personally contacted received Motivational Calls, as shown in Table 7.2 and 7.3. After Week 5, however, the proportion of households that were personally contacted who received Motivational Calls increased substantially to over 70%. While all households not personally contacted on the weekend were attempted to be phoned, only about 40% of these had a phone number available from the reverse White Pages. On the other hand, of those households who were personally contacted on the weekend, nearly all of these had a phone number available, either from the reverse White Pages or from the phone number they provided on the weekend.

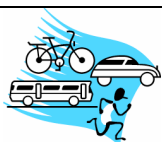


Table 7.2 Outcomes of Motivational Calls for those Personally Contacted

Motivational Call Outcome	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Not Called	162	183	252	190	228	65	88	66	54	36	45	44	155	25	27	93	1713
Successful Contact	84	70	10	47	23	147	132	166	176	193	184	221	147	238	228	166	2232
Answering Machine	26	15	1	23	7	30	18	22	32	25	26	34	13	38	38	34	382
Refusal	1	4	3	1	3	5	3	4	6	1	3	3	2	6	4	9	58
No Contact Made	18	12	12	22	8	16	30	22	68	45	53	49	16	37	42	35	485
TOTAL	291	284	278	283	269	263	271	280	336	300	311	351	333	344	339	337	4870
% Called	44%	36%	9%	33%	15%	75%	68%	76%	84%	88%	86%	87%	53%	93%	92%	72%	65%
% Personally Contacted	29%	25%	4%	17%	9%	56%	49%	59%	52%	64%	59%	63%	44%	69%	67%	49%	46%

Table 7.3 Outcomes of Motivational Calls for those Not Personally Contacted

Motivational Call Outcome	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Not Called	31	41	55	43	57	50	52	47	51	85	72	82	51	79	56	57	909
Successful Contact	6	7	11	10	8	7	9	10	9	17	15	11	12	8	12	12	164
Answering Machine	5	9	4	6	4	2	1	2	1	2	2	4	2	4	1	5	54
Refusal	2	2	1	0	0	0	3	1	2	1	2	1	1	1	2	0	19
No Contact Made	11	8	6	6	9	7	12	9	6	22	6	8	3	5	6	7	131
TOTAL	55	67	77	65	78	66	77	69	69	127	97	106	69	97	77	81	1277
% Called	44%	39%	29%	34%	27%	24%	32%	32%	26%	33%	26%	23%	26%	19%	27%	30%	29%
% Personally Contacted	11%	10%	14%	15%	10%	11%	12%	14%	13%	13%	15%	10%	17%	8%	16%	15%	13%

The success rate in getting through to households with the Motivational Call varied significantly, as shown in Tables 7.2 and 7.3. While about 70% (=46%/65%) of households who were personally contacted were successfully contacted with the Motivational Call, only 45% (=13%/29%) of households who were not personally contacted were successfully contacted with the Motivational Call. This was probably a reflection of the different reliability of the phone numbers personally provided or obtained through the White Pages.

The differences in Motivational Calls to households who were personally contacted and households who were not personally contacted is more clearly shown in Tables 7.4 and 7.5, where the outcomes are shown only for those households who had a phone number available. Table 7.4 shows that about 40% of households who were personally contacted received Motivational Calls in Weeks 1-5 (except in Week 3, where a computer error in the generation of the call sheets resulted in only 9% of these households being called), while this rose to over 80% after Week 5. On the other hand, Table 7.5 shows that 71% of households who were not personally contacted received Motivational Calls (when a phone number was available for them) across all the weeks. Across all 16 weeks, 68% of households who were personally contacted and who had a phone number available received Motivational Calls, while 71% of households who were not personally contacted and who had a phone number available received Motivational Calls. While a similar proportion received Motivational Calls, the success in getting through to them varied substantially, with 48% of those who were personally contacted on the weekend also being personally contacted on the phone, while only 32% of those who were not personally contacted on the weekend were personally contacted on the phone.



Table 7.4 Outcomes of Motivational Calls for those Personally Contacted and for whom a Phone Number was Available

Motivational Call Outcome	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Not Called	156	173	250	177	215	52	74	55	43	22	32	29	132	17	17	75	1519
Successful Contact	84	70	10	47	23	147	132	166	176	193	184	221	147	238	228	166	2232
Answering Machine	26	15	1	23	7	30	18	22	32	25	26	34	13	38	38	34	382
Refusal	1	4	3	1	3	5	3	4	6	1	3	3	2	6	4	9	58
No Contact Made	18	12	12	22	6	16	30	22	68	45	53	49	16	37	42	35	483
TOTAL	285	274	276	270	254	250	257	269	325	286	298	336	310	336	329	319	4674
% Called	45%	37%	9%	34%	15%	79%	71%	80%	87%	92%	89%	91%	57%	95%	95%	76%	68%
% Personally Contacted	29%	26%	4%	17%	9%	59%	51%	62%	54%	67%	62%	66%	47%	71%	69%	52%	48%

Table 7.5 Outcomes of Motivational Calls for those not Personally Contacted and for whom a Phone Number was Available

Motivational Call Outcome	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Not Called	3	6	2	11	22	4	3	16	8	9	9	8	14	11	13	13	152
Successful Contact	6	7	11	10	8	7	9	10	9	17	15	11	12	8	12	12	164
Answering Machine	5	9	4	6	4	2	1	2	1	2	2	4	2	4	1	5	54
Refusal	2	2	1	0	0	0	3	1	2	1	2	1	1	1	2	0	19
No Contact Made	11	8	6	6	9	7	12	9	6	22	6	8	3	5	6	7	131
TOTAL	27	32	24	33	43	20	28	38	26	51	34	32	32	29	34	37	520
% Called	89%	81%	92%	67%	49%	80%	89%	58%	69%	82%	74%	75%	56%	62%	62%	65%	71%
% Personally Contacted	22%	22%	46%	30%	19%	35%	32%	26%	35%	33%	44%	34%	38%	28%	35%	32%	32%

The effect of these Motivational Calls on response rates will be described in a later section of this report.

8. Survey Pack Pickup Results

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

8.1 Type of Survey Pack Pickup

The type of pickup procedure undertaken across the 16 weeks is summarised in Figure 8.1 and shown in more detail in Table 8.1.

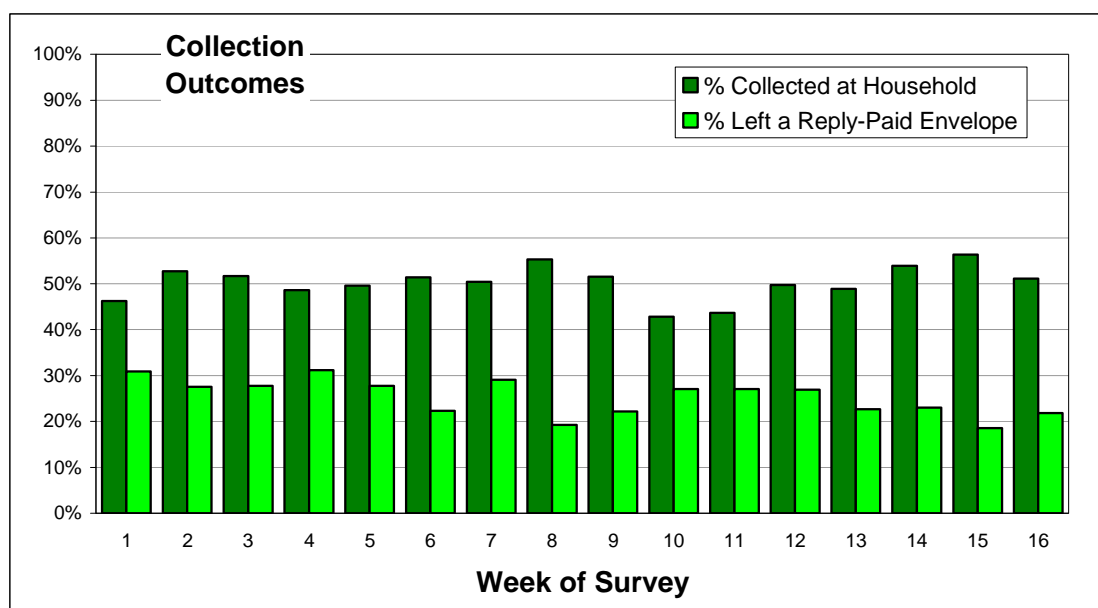


Figure 8.1 Methods of Survey Pack Collection, by Survey Week



Table 8.1 Type of Survey Pack Pickups

Pickup Method	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
From householder	82	80	86	80	77	76	77	90	93	69	90	100	102	98	121	93	1414
From doorstep etc	96	123	113	107	114	122	117	123	162	143	126	146	140	169	158	160	2119
Refusal-personally	24	30	19	18	26	22	17	23	27	57	30	36	21	29	18	26	423
Blank forms left on doorstep	9	9	22	10	13	6	7	20	8	17	14	28	22	19	19	22	245
R-P envelope left with householder	37	31	37	43	43	31	38	32	35	44	51	48	47	38	32	44	631
No contact-left a R-P envelope	81	74	69	76	63	55	74	42	75	89	83	85	65	76	60	64	1131
Other (write in Comments)	22	13	12	20	13	26	21	13	17	20	44	15	52	25	29	30	372
No Collection Attempted	34	25	27	31	36	47	34	42	78	56	57	37	46	41	58	56	705
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7040
% Collected on Weekend	46%	53%	52%	49%	50%	51%	50%	55%	52%	43%	44%	50%	49%	54%	56%	51%	50%

It can be seen that Survey Packs were picked up from households on approximately 50% of occasions (except in Weeks 10 and 11), with more completed Survey Packs being collected from doorsteps and other places where the householder had left them than were collected personally from householders. On about 10% of occasions, a refusal was encountered either personally or via uncompleted Survey Packs being left out for collection.

On about 25% of occasions, a Reply-Paid Envelope was left with or at the household for the Survey Pack to be returned in the mail. The proportion of households returning their questionnaires in the Reply-Paid Envelope (RPE) is shown in Figure 8.2. Over the 16 weeks, 39% of those left an RPE returned their questionnaires in the mail.

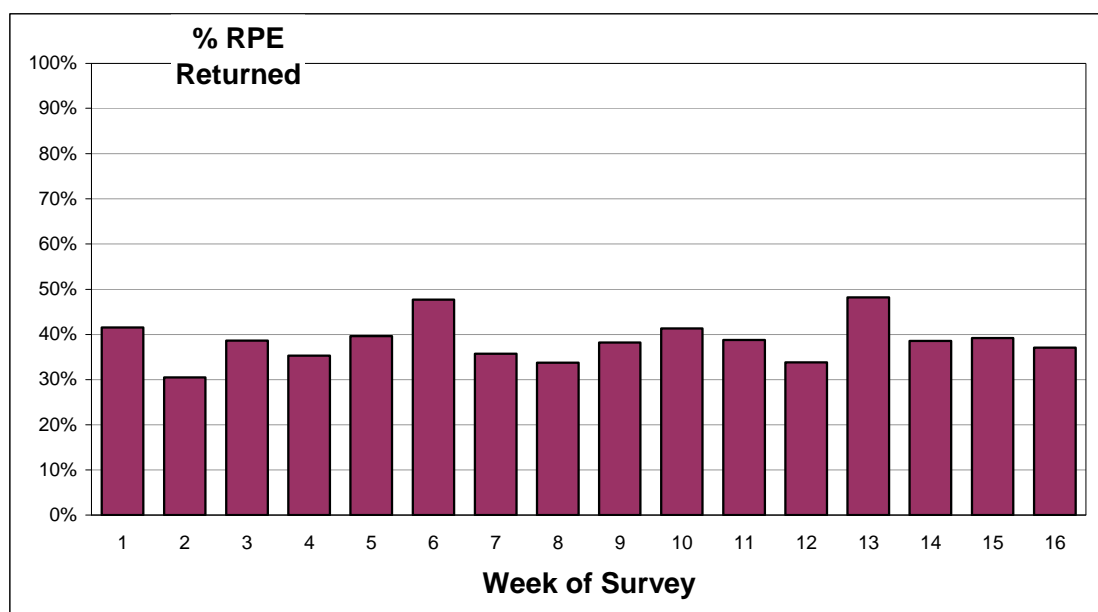


Figure 8.2 % Returning Questionnaire in RPE, by Survey Week

8.2 Characteristics of Refusals at Pickup

If a personal refusal was encountered at the pickup stage, then field staff again asked the two “non-response questions” about household size and number of household vehicles. They also recorded the age and gender of all householders encountered during the collection phase.

As shown in Tables 8.2 and 8.3, about 78% of refusals answered the “non-response questions”. The average household size was about 2.9 (slightly larger than the



Brisbane average of 2.6) while the average vehicles per household was about 1.7 (again slightly larger than the Brisbane average of 1.6).

Table 8.2 Household Size of Refusals at Pickup Stage

Household Size	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	6	3	0	8	2	1	1	4	7	9	3	0	6	7	5	21
2	6	10	3	2	4	7	5	8	2	11	4	10	3	5	4	10	45
3	1	2	4	3	1	4	1	2	3	3	1	3	9	5	2	2	18
4	1	5	2	4	6	5	2	4	2	11	1	4	5	5	5	2	29
5	1	1	2	2	3	0	2	0	3	4	2	7	0	4	1	3	11
6	0	1	1	0	1	2	0	2	0	1	0	1	0	0	0	0	7
Not Known	15	4	3	5	2	2	6	0	15	22	6	8	4	3	1	5	37
TOTAL	24	29	18	16	25	22	17	17	29	59	23	36	21	28	20	27	168
% Answering	38%	86%	83%	69%	92%	91%	65%	####	48%	63%	74%	78%	81%	89%	95%	81%	78%
Ave. HH Size	2.7	2.5	3.0	3.5	2.8	3.0	2.9	3.0	2.9	2.9	2.0	3.2	3.1	2.8	2.4	2.5	2.9

Table 8.3 Number of Household Vehicles for Refusals at Pickup Stage

Number of Vehicles	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
0	0	3	1	0	8	3	0	0	7	6	7	2	0	4	4	2	15
1	1	13	6	0	6	1	5	5	2	4	4	7	3	7	6	12	37
2	7	4	6	8	6	8	6	10	4	22	4	15	7	11	8	4	55
3	0	3	2	2	3	3	0	1	1	3	3	4	7	3	1	2	14
4	1	0	0	1	1	3	0	1	0	2	0	1	0	0	0	0	7
5	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not Known	15	6	3	5	2	2	6	0	15	22	6	8	4	3	1	6	39
TOTAL	24	29	18	16	26	22	17	17	29	59	24	37	21	28	20	26	169
% Answering	38%	79%	83%	69%	92%	91%	65%	####	48%	63%	75%	78%	81%	89%	95%	77%	77%
Ave. HH Vehicles	2.1	1.3	1.6	2.4	1.3	2.4	1.5	1.9	0.9	1.8	1.2	1.8	2.2	1.5	1.3	1.3	1.7

The gender and age of householders encountered during the Survey Pack Collection phase are shown in Tables 8.4 and 8.5. It can be seen that those who refuse at the collection stage are more likely to be male than those who return completed surveys, but about the same as those who request a Reply-Paid Envelope to return the surveys. They are also slightly younger than those who respond, but not as young as those who request a Reply-Paid Envelope.

Table 8.4 Gender of Householders Encountered at Collection Stage

Gender	Outcome of Survey Pack Collection		
	Collected	Refused	RPE Left
Male	42%	36%	37%
Female	52%	39%	42%
Unknown	6%	26%	21%
% Male	45%	48%	47%
n =	1413	423	631



Table 8.5 Age of Householders Encountered at Collection Stage

Age Group	Outcome of Survey Pack Collection		
	Collected	Refused	RPE Left
<20	2%	2%	3%
21->30	11%	10%	14%
31->40	21%	20%	22%
41->50	22%	15%	21%
51->60	15%	11%	12%
61->70	11%	7%	4%
>70	11%	8%	1%
Unknown	6%	27%	22%
Average	42	40	35
n =	1413	423	631

A general picture of refusals at the collection stage, therefore, is that they:

- Come from larger than average households
- Have higher than average number of cars
- Are more likely to be male; and
- Are younger than those who accept the survey pack.

It therefore appears that the characteristics of refusals at the delivery and collection stages are significantly different. Whereas refusals at the delivery stage are more likely to be older, less mobile persons from smaller households, refusals at the collection stage are more likely to be younger, more mobile persons from larger households. Those who refuse at the delivery stage appear to feel that the survey is not relevant to them, while those who refuse at the collection stage may feel that the survey is too much work for them to do.

9. Reminder Results

On the Wednesday after the week of Travel Days, households that have not yet responded and for whom a phone number is available are phoned to ask whether they have completed the survey. If they have, they are reminded to send it back in the mail. If they have not completed the survey, they are asked the two non-response questions. For those households for whom a phone number is not available, or those who were not contactable by phone on the Wednesday evening, a Reminder Letter is mailed out on the Thursday.

9.1 Types of Reminders

The incidence of the various types of reminders is shown in Table 9.1. Apart from Week 1 (where the procedures for the reminders were not fully in place), about 20% of all households received reminders, with the remaining households not needing reminders because they had already responded or refused. Of those reminded, about 65% of those reminders were by phone.



Table 9.1 Incidence and Types of Reminders

Reminder Method	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
No Reminder	255	310	298	266	307	321	310	319	410	394	412	407	421	429	430	424	5713
Phone Reminder	0	57	60	81	51	44	53	47	58	70	56	56	53	49	38	44	817
Postal Reminder	130	18	27	38	27	20	22	19	27	31	27	32	21	17	27	27	510
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7040
% Reminded	34%	19%	23%	31%	20%	17%	19%	17%	17%	20%	17%	18%	15%	13%	13%	14%	19%
% Reminded by Phone	0%	76%	69%	68%	65%	69%	71%	71%	68%	69%	67%	64%	72%	74%	58%	62%	62%

For those households that received phone reminders, a final response rate of 39% was achieved, while for those households that received postal reminders, a final response rate of 24% was achieved (compared to a response rate of 66% for those households that needed no reminder). This would appear to suggest that phone reminders are more effective than postal reminders; however, it could also just be a reflection of the different demographics of households that can and cannot be contacted by phone.

10. Response Rate Results

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

10.1 Overall Response Rates

The overall response rates achieved over the 16 weeks are shown in Figure 10.1 and Table 10.1, while the detailed response breakdown is shown in Table 10.2. The response rate is defined as the number of acceptable responses divided by the number of acceptable responses, refusals and non-responses. The average response rate across the full 16 weeks was 60%. However, this includes the low responses rates in weeks 10 and 11, when the delivery and collection systems were affected by the Queensland State Elections.

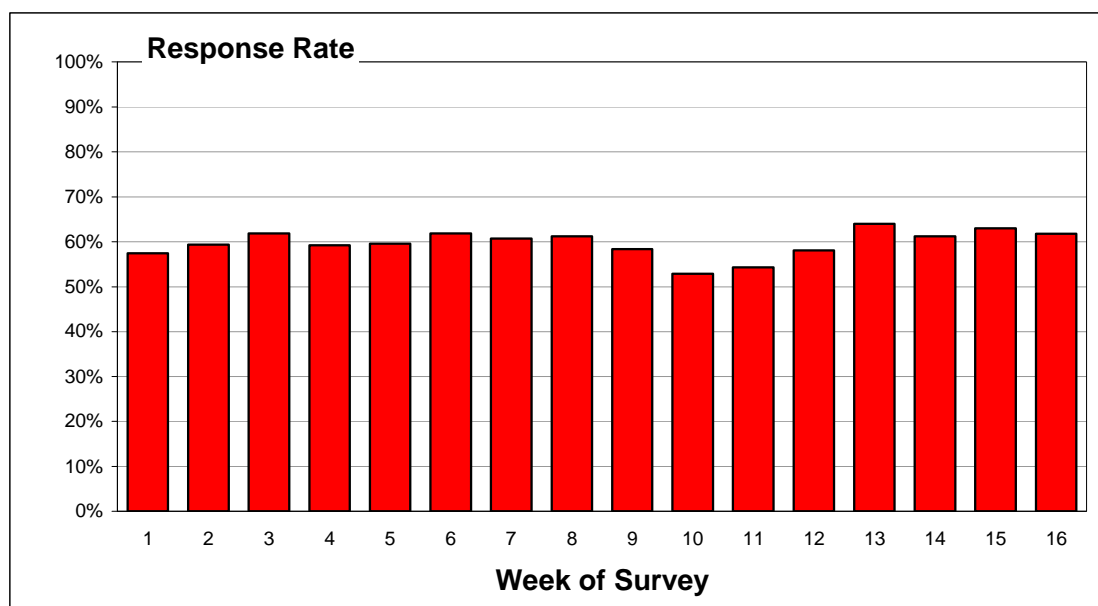


Figure 10.1 Response Rate, by Survey Week



Table 10.1 Overall Response Rates by Week

Response Category	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Responses	216	222	232	220	224	230	227	232	283	253	256	283	289	297	301	292	4057
Sample Loss	9	11	10	13	9	13	11	6	10	16	23	7	43	10	17	22	230
Refusals	72	65	68	64	90	81	57	82	104	135	106	111	96	103	96	117	1447
Non-Responses	88	87	75	88	62	61	90	65	98	91	110	94	67	85	81	64	1306
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7040
Response Rate	57%	59%	62%	59%	60%	62%	61%	61%	58%	53%	54%	58%	64%	61%	63%	62%	60%

10.2 Types of Response

Table 10.2 Detailed Response Types by Week

Type of Response	Week																TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Address not checked	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not yet Sent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Collected from person	78	78	83	70	74	72	75	88	87	65	85	94	97	91	111	93	1341
Collected from doorstep	89	112	108	108	108	117	112	119	154	133	119	144	138	162	154	159	2036
Mailed back	49	32	41	42	42	41	40	25	42	55	52	45	54	44	36	40	680
Other valid response	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No such address	0	0	0	0	0	0	0	0	4	0	0	0	0	1	0	0	5
Vacant land	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vacant premises	8	11	10	11	9	13	11	6	6	16	11	6	1	9	15	18	161
Non-residential	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other sample loss	1	0	0	2	0	0	0	0	0	0	12	1	42	0	2	4	64
Refusal on delivery	31	21	24	15	32	35	20	22	40	55	54	33	46	40	57	55	580
Refusal on pickup	23	32	17	25	25	29	19	30	44	51	28	37	21	29	17	25	452
Blank forms at collection	15	9	20	7	12	5	7	19	7	16	14	27	21	17	14	17	227
Blank forms via mail	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refusal via phone	1	2	0	1	0	0	2	2	1	3	3	0	4	3	0	3	25
Refusal via mail	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Motivational Call refusal	2	1	0	0	3	4	4	6	5	2	2	4	1	8	3	6	51
Reminder Call refusal	0	0	6	16	18	8	5	3	7	8	5	10	3	6	5	11	111
Reminder Call non-compl	0	0	0	1	1	1	0	0	1	0	1	1	8	7	2	7	30
Reminder Mailing refusal	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Reminder Mailing non-co	1	1	0	0	1	1	0	0	2	1	1	1	1	1	2	0	13
Other refusal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Partial response	4	18	11	11	13	11	20	15	22	15	14	11	8	16	17	6	212
No response yet	83	68	64	76	47	48	70	50	73	75	94	81	50	61	60	51	1051
TOTAL	385	385	385	385	385	385	385	385	495	495	495	495	495	495	495	495	7040

The detailed responses shown in Table 10.2 indicate that the majority of completed questionnaires are picked up from households on the weekend, with about 10% coming back via the mail. More personal refusals occur at delivery than at pickup, with a smaller number occurring via blank forms being left out for collection or via the Motivational or Reminder Calls. About the same number of non-responses come from simply receiving nothing back as from an overt refusal. Finally, even though the addresses have been screened at the Pre-Contact Letter delivery stage, there are still some addresses which later turn out to be Sample Loss when it is discovered that the house at that address is permanently or temporarily unoccupied.

10.3 Response Rates by Region

The response rates by region are shown in Table 10.3. As in the Pilot Survey (and in many other travel surveys), the response rate in the inner suburbs (regions 1 and 2) are lower than average (primarily because of the high proportion of flats in these regions). The middle suburbs generally have higher response rates, while there is a fall in response rates in the outer southern regions (regions 10 and 11).



Table 10.3 Response Rates by Region

Response Category	Region											TOTAL
	1	2	3	4	5	6	7	8	9	10	11	
Responses	274	365	372	425	390	390	385	371	406	334	345	4057
Sample Loss	77	20	15	13	13	15	22	22	9	14	10	230
Refusals	124	131	158	112	141	133	127	124	136	116	145	1447
Non-Responses	165	124	95	90	96	102	106	123	89	176	140	1306
TOTAL	640	640	640	640	640	640	640	640	640	640	640	7040
Response Rate	49%	59%	60%	68%	62%	62%	62%	60%	64%	53%	55%	60%

10.4 Response Rates by Travel Day

All Survey Packs are delivered on the weekend, even though the Travel Day varies from Monday to Friday. Given the lag between delivery of the Survey Pack and the occurrence of the Travel Day, it was perhaps not surprising, in Weeks 1-4, that the response rates were higher for Travel Days nearer the time of delivery. However, following the change in procedure with the Motivational Calls, this trend has been eliminated, such that, as shown in Table 10.4, there is now no systematic difference in response rates across the days of the week.

Table 10.4 Response Rates by Travel Day

Response Category	Travel Day					TOTAL
	Monday	Tuesday	Wednesday	Thursday	Friday	
Responses	801	805	800	839	812	4057
Sample Loss	51	47	45	46	41	230
Refusals	306	300	295	273	273	1447
Non-Responses	250	256	268	250	282	1306
TOTAL	1408	1408	1408	1408	1408	7040
Response Rate	59%	59%	59%	62%	59%	60%

10.5 Response Rates by Type of Delivery

In the Pilot Survey, it was found that response rates were higher for households where the Survey Pack was personally delivered than for households where the Survey Pack was simply left at the household. This same finding is shown in Table 10.5 for the 16 weeks of the main survey, with a 73% response rate for personal delivery and a 41% response rate for non-personal delivery. Fortunately, about 70% of households have personal delivery, and it is therefore important for this high proportion of personal delivery to be maintained.

Table 10.5 Response Rates by Type of Delivery

Delivery Type	Outcome	Travel Day					TOTAL
		Monday	Tuesday	Wednesday	Thursday	Friday	
Personal	Sample Size	981	978	936	989	984	4868
	Response Rate	73%	72%	74%	72%	72%	73%
Not Personal	Sample Size	236	258	277	261	245	1277
	Response Rate	39%	39%	38%	46%	43%	41%



10.6 Response Rates by Motivational Call

Unlike the Pilot Survey, however, the first five weeks of the Main Survey showed that response rates are also a function of whether a Motivational Call was placed to the household (irrespective of whether they had been personally contacted on the weekend or not), and this trend continued in Weeks 6-16. As shown in Table 10.6, those households where a Motivational Call was attempted had a 73% response rate, while those households where no Motivational Call was attempted had only a 57% response rate (the overall response rate is not simple a weighted mean of these values because these is another group of households who have already refused and hence are not eligible for Motivational Calls).

Table 10.6 Response Rates by Placement of Motivational Call

Motivational Call	Outcome	Travel Day					TOTAL
		Monday	Tuesday	Wednesday	Thursday	Friday	
Attempted	Sample Size	669	695	717	722	720	3523
	Response Rate	73%	71%	75%	73%	72%	73%
Not Attempted	Sample Size	548	541	496	528	509	2622
	Response Rate	57%	58%	52%	59%	58%	57%

10.7 Response Rates by Delivery Type, Phone Number Availability and Motivational Call Outcome

A full understanding of the effect of the Motivational Calls is, however, not possible without a more detailed breakdown of the results. Firstly, some of the households where a Motivational Call was not attempted could not have had a call because no phone number was available, whereas (in weeks 1-5) other households were deliberately not phoned even though they could have been phoned. Secondly, the effect of the Motivational Call on response rates will depend on the outcome of the Motivational Call (e.g., whether or not someone was actually reached). More detailed descriptions of the effect of the Motivational Call are shown in Tables 10.7 and 10.8.

Table 10.7 Response Rates by Phone Number Availability and Outcome of Motivational Call for Households with Personal Delivery of Survey Pack

Delivery Type	Phone Number	MC Outcome	Travel Day					TOTAL
			Monday	Tuesday	Wednesday	Thursday	Friday	
Personal	Available	Contact Made	463	438	451	460	420	2232
			79%	78%	82%	81%	78%	80%
Personal	Available	Answering Machine	64	72	84	62	100	382
			72%	76%	78%	76%	72%	75%
Personal	Available	No Contact Made	117	83	91	93	99	483
			58%	65%	80%	63%	71%	67%
Personal	Available	Refusal	7	13	9	18	11	58
			29%	23%	0%	11%	18%	16%
Personal	Available	No Call Attempted	282	333	264	322	318	1519
			73%	69%	65%	67%	70%	69%
Personal	Not Available	No Call Attempted	48	39	37	34	36	194
			50%	59%	41%	59%	34%	49%

Table 10.7 shows the response rates for households that had personal delivery of Survey Packs. For example, for these households where contact was also made in the Motivational Call, the response rate was 80%. Where personal contact was not made in the Motivational Call, the response rate is somewhat lower, with 75% for when a



message was left on an Answering Machine and 67% when no contact was made during the call. Where a phone number was available, but no Motivational Call was made, the response rate was only 69%. Using the average value of 68% response rate for those with a phone number available but not contacted during the Motivational Call, the effect of the Motivational Call for those households already contacted personally on the weekend is an increase in response rate of about 12% (i.e. 80% - 68%).

Where no phone number was available, and hence no call was made, the response rate is particularly low (49%), especially late in the week. This is a combination of the lack of a reminder compounded by demographic effects (no phone) or attitudes towards the survey (no phone number provided when asked).

It is interesting to note that of those households who refused during the Motivational Call, 16% changed their mind and eventually completed the survey.

Table 10.8 Response Rates by Phone Number Availability and Outcome of Motivational Call for Households without Personal Delivery of Survey Pack

Delivery Type	Phone Number	MC Outcome	Travel Day					TOTAL
			Monday	Tuesday	Wednesday	Thursday	Friday	
Not Personal	Available	Contact Made	6 83%	43 66%	38 58%	41 68%	36 71%	164 66%
		Answering Machine	1 100%	14 36%	10 40%	13 60%	16 50%	54 47%
Not Personal	Available	No Contact Made	10 20%	29 30%	29 15%	30 33%	33 40%	131 29%
Not Personal	Available	Refusal	1 100%	3 0%	5 0%	5 25%	5 20%	19 17%
Not Personal	Available	No Call Attempted	72 46%	21 48%	16 53%	24 74%	19 50%	152 52%
Not Personal	Not Available	No Call Attempted	146 34%	148 34%	179 37%	148 38%	136 35%	757 36%

Table 10.8 shows the response rates for households that had not received personal delivery of Survey Packs. For example, for these households where contact was then made in the Motivational Call, the response rate was 66%. Where personal contact was not made in the Motivational Call, or where a phone number was available but no Motivational Call was made, the response rate is substantially lower at 29% and 52%, respectively. Using the average value of 41% response rate for those with a phone number available but not contacted during the Motivational Call, the effect of the Motivational Call is an increase in response rate of about 25% (i.e. 66% - 41%).

Where no phone number was available, and hence no call was made, the response rate is particularly low (36%). This is a combination of the lack of a reminder compounded by demographic effects (no phone or no number available).

11. Conclusions

This report has described the procedures used in the SEQTS Brisbane survey, and has provided procedural results associated with the conduct of the survey. The main points to emerge from this description have been:

- The description of the survey processes has shown that a complex combination of survey methods has been adopted, including self-completion questionnaires,



personal delivery and collection of questionnaires, motivational phone calls, reminder phone calls and letters, clarification phone calls, and non-respondent questions

- Survey packs were personally delivered to 70% of the sampled households
- 94% of households were willing to provide a contact phone number when asked at the survey delivery stage
- 78% of refusing households were willing to answer two short “quality control” questions about household size and vehicle ownership
- Refusals at the delivery stage were more likely to occur for smaller, less mobile households with older residents
- Refusals at the collection stage were more likely to occur for larger, more mobile households with younger residents
- Motivational calls could be placed to 60% of households, with personal contact being made with 40% of all households
- Completed questionnaires were collected from 50% of households during the weekend collections
- 25% of households received a Reply-Paid Envelope for return of the questionnaires, with 40% of these envelopes being used to return completed questionnaires
- 20% of households received reminders, with 60% of these reminders being by phone
- The combination of the various techniques enabled an overall response rate of 60% to be obtained
- For those households already contacted personally during delivery of the questionnaires, further personal contact via the Motivational Phone Call produced an increase of 12% in response rate
- For those households not contacted personally during delivery of the questionnaires, personal contact via the Motivational Phone Call produced an increase of 25% in response rate.

