The Walking and Cycling Index Residents' Survey

Invitation to Tender

30th September 2024

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Contents

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Sustrans is not currently considered to be a 'contracting authority' under The Public Contracts Regulations 2015. Sustrans has opted to publish this notice on a voluntary basis and its intention is to comply voluntarily with the principles set out in the Public Contracts Regulations 2015 in this procurement: however, this does not bind Sustrans contractually in relation to the process.

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1 Introduction and project background

1.1 Introduction

Sustrans is a charity making it easier for people to walk and cycle. We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Sustrans works in partnership, bringing people together to find the right solutions. We make the case for walking and cycling by using robust evidence and showing what can be done. We are grounded in communities and believe that grassroots support combined with political leadership drives real change, fast.

1.2 The Walking and Cycling Index

The Walking and Cycling Index (formerly Bike Life) is the UK's biggest assessment of walking, wheeling and cycling. It is delivered by Sustrans in collaboration with cities across the UK and the Republic of Ireland. The Walking and Cycling Index is inspired by the Copenhagen Bicycle Account, and examines city walking, wheeling and cycling development, including infrastructure, travel behaviour, satisfaction, impact and new initiatives.

Following the inclusion of more data on walking and wheeling in 2021 the programme name was changed from Bike Life to the Walking and Cycling Index.

The purpose of the Walking and Cycling Index is to encourage long-term development of walking, wheeling, cycling and 'more liveable' UK and Irish cities by:

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- Encouraging and assisting in the long-term planning of provision of walking, wheeling and cycling (particularly by helping cities to define better targets and to measure progress against those targets)
- Increasing awareness (amongst the public and decision-makers) of the benefits of walking, wheeling and cycling and their place in creating 'more liveable' cities
- Encouraging shared ambition and mutual learning between cities, and
- Securing sustained political commitment to walking, wheeling and cycling

At the heart of the Walking and Cycling Index is the survey which gathers the views of residents in each of the programmes participating cities. Residents are asked how they travel around their city and why, their satisfaction with walking, wheeling, and cycling facilities, views on walking, wheeling and cycling safety, and the factors that would encourage them to walk, wheel or cycle more. The data generated is crucial to understanding what is working in terms of investment, and for making the case for further investment that effectively responds to people's needs. It also provides key outputs for the media and communication publications.

The data collected through the survey generates the key perception data points featured in the Walking and Cycling Index reports. It also feeds into a model developed by Sustrans' Research and Monitoring Unit, used to estimate trip levels in each city and the economic and health impacts of walking and cycling.

For more details, please visit the Walking and Cycling Index[1] webpage to review our previously published reports.

The Walking and Cycling Index is a highly regarded data set. It is vital we continue to produce data that is of the highest standard, is extremely robust, and which allows us to generate

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[1] The Walking and Cycling Index - Sustrans.org.uk

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a representative picture of residents' views on the state of walking, wheeling and cycling in their city.

We would like to commission a supplier to deliver <u>one iteration</u> of the Walking and Cycling Index survey fieldwork, data cleaning, analysis and production of data outputs for participating UK cities only. Please note the Republic of Ireland survey is not included in this tender. We expect 17 UK cities or urban areas to participate in 2025, with the fieldwork taking place from late March to late June 2025.

1.3 Programme background

UK Participating cities since 2019

There have been some changes in city involvement since 2019. Table 1 below outlines the cities expecting to participate in 2025 and whether they have participated in the programme since 2019 when the methodology changed to push to online (see below for more details).

Table 1 UK Walking and Cycling Index / Bike Life cities since 2019

	Bike Life	Walking and Cycling Index		
City	2019 (13 cities)	2021 (17 cities)	2023 (18 cities)	**Expected 2025** **(17 cities)**
Aberdeen	-	Yes	Yes	Yes
Belfast	Yes	Yes	Yes	Yes
Bristol	Yes	Yes	Yes	Yes

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	Bike Life	Walking and Cycling Index		
Cambridgeshire and Peterborough Combined Authority (CPCA) or Greater Cambridge - TBC	Yes, as Greater Cambridge	Yes, as Greater Cambridge	Yes, as Greater Cambridge	Yes, as either CPCA or Greater Cambridge - TBC
Cardiff	Yes	Yes	Yes	Yes
Dundee	Yes	Yes	Yes	Yes
Dunfermline	-	-	Yes	Yes
Edinburgh	Yes	Yes	Yes	Yes
Glasgow	-	Yes	Yes	Yes
Greater Manchester	Yes	Yes	Yes	Yes
Inverness	Yes	Yes	Yes	Yes
Liverpool City Region	Yes	Yes	Yes	Yes
North East Combined Authority	Yes, as Tyneside	Yes, as Tyneside	Yes, as Tyneside	Yes
Perth	-	Yes	Yes	Yes
Southampton City Region	Yes	Yes	Yes	Yes
Stirling	-	Yes	Yes	Yes
Unknown city - TBC	-	-	-	Yes

UK programme methodology from 2019: Push to online

In 2019, the programme methodology changed from a telephone survey for most cities to "push to online". This was

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decided to future-proof against declining telephone response in coming years. Push to online is a mixed method approach, giving options of responding online or by post. **Sustrans want to continue using this approach in 2025.**

The research requires a minimum of 1,100 responses per city, which must include at least 250 cyclists[2].

A maximum of three adults (16 years+) per household could participate. Invitation letters were sent to all sampled addresses with a link to the survey and three unique access codes. Households were then sent a reminder letter and then those who had not responded or who only had one or two responses when it was known more people were in resident, were sent a final reminder with up to two paper questionnaires.

Cardiff addresses received a bilingual version of the letter which included instructions on how the survey could be completed in Welsh. A Welsh version of the questionnaire was available for respondents to complete online, and they could also request Welsh copies of the paper questionnaire.

Individuals were offered the chance of a £5 voucher as an incentive to take part in the survey. A maximum of three adult members of the household could take part and therefore a maximum of three incentives were sent out per household.

We do not publish previous technical reports and will not share them as part of this tender. For some publicly available details on methodology used in 2023, please review the 2023 Walking and Cycling Index Methodology paper[3].

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[2] For this survey cyclists were defined as cycling any frequency, from Q2e 'Thinking about the different ways in which you travel around, how often do you…Cycle?' with a response of '7 days a week', '5-6 days a week', '2-4 days a week', 'Once a week', 'Once a fortnight', 'Once a month', 'Less often'. See the questionnaire in Appendix 1

[3] Walking and Cycling Index 2023 Data sources and methodologies (sustrans.org.uk)

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Push to online fieldwork

From 2019, the fieldwork was conducted in three stages (Batch 1, Batch 2 and an extra sample for cities at risk of falling short of the targeted sample size). In 2021 and 2023, the extra sample was released at the same time as Batch 2.

For 2019, 2021 and 2023 response rates, see Appendix 2.

Questionnaire

The questionnaire developed for 2019 was significantly different to previous iterations. Since then, new questions have featured in place of others for both 2021 and 2023, resulting in a slightly longer questionnaire. See Appendix 1 for the 2023 version of the questionnaire.

The questionnaires in 2019, 2021 and 2023 were the same for both the Computer Assisted Web Interview (CAWI) and Paper Assisted Personal Interview (PAPI) except that the online versions offered 'don't know' and 'refuse' options if the respondents tried to go forward without answering a question.

The average completion time (excluding outliers) of the CAWI surveys have been:

- 2019: 13 minutes and 42 seconds
- 2021: 14 minutes and 41 seconds
- 2023: 15 minutes

Sampling

The sample for push to online cities was made up of non-clustered Postcode Address File (PAF) addresses (delivery points). The sample was stratified first by the Index of Multiple

Deprivation quintiles[4] and then by Output Area classifications[5] to reflect the profile of each city.

Weighting

Each of the participating cities were required to be standalone surveys so had to be weighted as such. Additionally, each of the cities also required to be weighted so that we could aggregate the data for different combinations. Therefore, two main weighting procedures were developed and applied:

1. **Individual city weighting**: The achieved sample was weighted within-city to adjust for:

    a. Differences in address/household response rates. This stage of weighting aims to adjust for differences in address/household response rates and were calculated in two steps:

    Step 1: address/household participation: This step of the weighting aims to reduce bias caused by systematic differences between the addresses/households that participated (i.e. for which at least one questionnaire was received) and those that did not.
    Step 2: expected number of completed surveys: This step of the weighting aims to reduce bias caused by systematic differences in the number of completed surveys returned by responding households.

    b. Differences in individual response rates: The composite (household-level) weight from the previous stage was calibrated so that the weighted achieved sample (weighted by the final weight)

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[4] The Index of Multiple Deprivation is an official statistic produced by the UK Government

[5] Output Areas are the lowest geographical level at which Census and mid-year estimates are provided

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matched the population estimates for age, sex and ethnicity (white and non-white) by city.

2. **Weighting of different aggregations**: An **across-city weight** was produced, for different aggregations of participating cities which accounts for the achieved sample in each city relative to its population.

In 2019, only one set of aggregated weights were created for analysing sub-samples of the data across all UK push to online cities. In 2021, four sets of aggregate weights were created, and this was increased to seven sets in 2023.

1.4 Moving forward for 2025

In 2025, a total of 17 urban geographic areas in the UK are expected to participate in Walking and Cycling Index (hereafter described as cities). In addition, some previous cities may change their geographic coverage[6]. The cities included for 2025 are:

Previous cities continuing with the same boundaries (14):

- Aberdeen
- Belfast
- Bristol
- Cardiff
- Dundee
- Dunfermline
- Edinburgh
- Glasgow
- Greater Manchester (City of Manchester, Stockport, Tameside, Oldham, Rochdale, Bury, Bolton, Wigan, City of Salford, Trafford)
- Inverness

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[6] Sustrans will provide boundary maps for each city. Slight changes in geographic area might be expected for previously participating cities, due to changes in LSOAs / DZ after latest Census

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- Liverpool City Region (Halton, Knowsley, Liverpool, Sefton, St. Helens, Wirral)
- Perth
- Southampton City Region (various MSOAs from Test Valley Borough Council and New Forest District Council, and all MSOAs from Eastleigh Borough Council and Southampton City Council)
- Stirling

City with unconfirmed boundary/ unknown city (2):

- Cambridgeshire and Peterborough Combined Authority or Greater Cambridge (City of Cambridge and South Cambridgeshire)) - TBC
- Unknown city - TBC

Previous city continuing, but changing their boundary (1):

- North East Combined Authority (formerly Tyneside (Newcastle, Gateshead, North Tyneside))

This diverse range of cities provides opportunities and challenges in the production of comparable reports. We require a strong and robust sampling and methodological approach that can capture consistent data across all these geographic areas.

Importantly, in the Walking and Cycling Index programme, the key outputs are the individual city reports. However, it is becoming increasingly important to report our data on a programme level, so we also produce UK and Scotland reports[7] aggregating data across cities.

We require the following aggregated data sets[8] to be produced and delivered by the survey supplier alongside the individual city data sets[9]:

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[7] Walking and Cycling Index 2023: UK report (sustrans.org.uk) and Walking and Cycling Index 2023: Scotland report (sustrans.org.uk)
[8] List of requested aggregations is subject to change
[9] Cities included in each of the aggregations is subject to change

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- All cities participating in 2025
- All English cities participating in 2025
- All Scottish cities participating in 2025

The aggregated data is also used for the online Index Data Tool[10], which allows the public to view survey results including cross-tabulations.

Wider considerations for tenderers

For this tender Sustrans is open to receiving tender responses from those organisations which can conduct a *'push to online' or 'web-first' approach*. This is to ensure that data collected in 2025 is comparable to the 2019, 2021 and 2023 iterations.

1.5 Summary of service requirements

This section outlines Sustrans requirements from the supplier to deliver the Walking and Cycling Index:

Project Management and Quality Assurance

- A senior project sponsor who has overall accountability and oversight for the project
- A dedicated project manager for this project
- A dedicated highly qualified team with strong expertise in all aspects of the project. There must be enough capacity assigned to ensure the project is delivered to time and to a high standard
- A project management and communication strategy; including an inception meeting, regular project meetings and weekly fieldwork updates by set parameters[11]

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[10] Walking and Cycling Index Data Tool - Sustrans.org.uk
[11] Project meetings at least fortnightly, becoming more frequent during the fieldwork period

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- If your sample and fieldwork design include releasing the sample in batches, we would additionally require:

    o More frequent fieldwork updates closer to the decision time before releasing the next batch
    o Your projections of the sample required in follow-up batches to meet targeted sample sizes per city (total and subset of cyclists)

- Quality assurance systems and processes to ensure the data is of the highest quality. A quality assurance plan for this project should be developed
- A risk management plan and mitigation strategies

Methodological Development and Sampling

- Utilise a robust methodological approach. This should limit errors and biases from affecting the sample and must have long-term sustainability
- Risk assessment of response bias and explanation of what steps will be taken to minimise this
- Develop a sampling strategy that allows for a representative sample to be generated in each city. A minimum sample of 1,100 respondents in each city is required, to ensure a small margin of error. Sampling should cover only postal addresses within boundaries for each geographical area. Sustrans will provide boundary maps for each city
- Develop an approach for gathering high levels of responses from cyclists. We currently define cyclists as respondents that 'ever cycle'. A minimum of 250 cyclists in each city is required to ensure the sample is big enough for our modelling purposes
- Develop a sample design based on estimated response rates (see Appendix 2 for 2019, 2021 and 2023 response rates) and (if needed) adjust for a likely proportion of the population that cycled at all, to achieve the minimum target of 250 cyclists per city

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Survey development and set up

- Provide advice on the survey questionnaire and finalise the survey design; this will be approved by Sustrans and partners prior to commencement of data collection
- NB: We would like to make changes to a small number of questions in the survey, while maintaining consistency with questions asked in 2023. We anticipate a single standardised questionnaire across all the cities.
- Translate finalised questionnaire into Welsh
- Implement online script in English and Welsh
- Provide online test links for review
- Develop English and Welsh paper questionnaires
- Unify the design for online and paper data collection
- Develop/update all fieldwork material, such as invitation letters and reminders (including translated versions). Sustrans will provide previously used templates where applicable

Fieldwork / Data collection

- Deliver a high-quality push to online fieldwork programme commencing late March and concluding by end of June
- Survey eligibility criteria: residents of participating cities, adults (16 years +), with a maximum of three survey responses from different participants living at the same address

Data cleaning and manipulation

- Remove all suspicious and incomplete survey responses before analyses
- Conduct general data cleaning, and data manipulation to ensure the data is fit for purpose prior to analysis, with special focus on the cleaning and editing of paper returns
- Conduct specific data cleaning and data editing based on requirements and guidance provided by Sustrans. These are based on, but not limited to the following:

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- - Purpose frequency can be the same or lower than the general frequency for walking/cycling. It cannot be higher.
  - Acceptable speed range for different purposes for walking/cycling
- Where logically applicable, re-coding of system missing answers in paper versions, based on questions which are answered by the respondent
- Conduct harmonisation of household variables where there is more than one respondent per household. For example, household level questions from 2023 were:
  - Q01 'number of cars/vans owned'
  - Q22a, b, c, d, e 'number of different types of cycles in the household'
  - Q27a and b 'main income earner occupation'
  - Q29 'tenure'
  - Q30 'number of children in the household under 16'
  - Q33 'number of adults in the household over 16'
- Note that Sustrans do not request data entry (for paper versions) or coding of any open-ended questions or any "Other, specify…." answers, so please, do not cost for such service. However, we do request the free-text responses from online surveys in the returned raw data files.

Data weighting and calibration, analysis and outputs

Weighting and calibration:

- Perform appropriate weighting and calibration of the data that meet the programme requirements and requested outputs. The weighting procedure should be comparable with the weighting performed in 2019, 2021 and 2023 (see more details in Weighting). We welcome suggestions for further improvements, especially in relation to regions / districts and urbanicity level as an additional weighting factor, however, suggested improvements to the weighting process should not jeopardise the comparability to 2019, 2021 and 2023 data.

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- Final weighting approaches to be agreed with Sustrans

Analyses:

- Perform appropriate analysis, using the relevant weighting variable, that will allow the survey supplier to populate the requested outputs (see below), both on an individual city level and requested aggregation level

Outputs:

Sustrans do not require any written reports, presentations or similar regarding the interpretation of the survey results. Please do not include these in your costings. The outputs required are:

1. Raw data:

- Provide interim (unclean and unweighted) raw data, on an agreed interim data outputs delivery date. This will allow Sustrans to test the data through our processes to ensure compatibility before the final data delivery
- Provide preliminary cleaned (not weighted) raw data, which matches the final data map ahead of the agreed final outputs delivery date. This is to ensure the required data cleaning and data manipulation has been applied according to our specifications
- Provide final raw data (cleaned and weighted), which matches the final data map. This is to be delivered on the agreed final data outputs delivery date
- For all data deliveries (interim, preliminary and final), raw data should be delivered in .xls format, where each case is an individual respondent. Each of the raw data files should have 2 exports, one with label responses and the other with coded responses. Sustrans will provide a data map including both label and codes
- In the preliminary and final raw data files, we require both cleaned and un-cleaned variables to check that the data cleaning and manipulation guidance has been followed accurately. We also require the final raw data files to include a series of derived and combined variables (e.g. those aged 16-65 and 65+, those who walk or run at least once a week,

those who walk or run less than once a week etc.). These variable requirements will be included in the data map

- We also require raw data files to contain certain variables drawn from the sampling frame, such as LSOAs/Data zones, region etc.

2. Data summary tables:

Data summary tables contain all the data points calculated from the survey data for each city and requested aggregations. These are split into two excel sheets, one for modelling purposes (Model) and one for all other data (Data; see Appendix 3)[12]. Sustrans will provide details of the data points required and a template for population. The survey supplier should:

- Provide interim Data summary tables (using unclean and unweighted interim raw data for calculations) for each of the participating cities and requested aggregations on the agreed interim data outputs delivery date. This will allow Sustrans to test their processes to ensure compatibility before final data outputs delivery
- Provide a final set of Data summary tables (using clean and weighted final raw data for calculations) for each of the participating cities and requested aggregations, on the agreed final data outputs delivery date

3. Cross-tabulations:

- Provide data sets in .xls format, with useful cross-tabulations of various demographic and behaviour variables such as gender, age, sexual orientation, ethnicity, social grade, tenure, disability, travel behaviour frequency of car users, walkers, runners and cyclists etc. across a range of survey questions for each of the participating cities and requested aggregations (see example in Appendix 3). These should be delivered on an agreed date for other data outputs delivery to Sustrans

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[12] The 2023 Data sheet had just over 1,000 rows of data points, while the Model sheet had just over 200 rows.

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- Sustrans require the cross-tabulations for each of the participating cities and requested aggregations in two separate files (one with significance testing applied within subgroups, and one without significance testing applied)
- A pre-determined list of cross-tabulation variables (banners) will be provided by Sustrans. The final format will be agreed in advance with Sustrans and approved by the agreed date

4. **Technical report:**

Provide a detailed technical report which covers all processes, including, but not limited to, introduction and background, methodology, sample selection and sample design, fieldwork procedure and stages, quality control during fieldwork, response rates, data management and processing, weighting and appendices with all fieldwork material used and weighting details.

1.6 Proposed project timescales

Table 2 below outlines the timescales which Sustrans expects to follow for this project. A detailed project timeline should be provided as part of your tender response, which the successful tenderer will need to confirm with Sustrans within two weeks of the contract award.

Please note there is no flexibility on survey fieldwork timelines, this needs to be conducted during the stated period.

Table 2 Proposed project timescales

Date	Activity
6th January 2025	Enter into contract
Within the w/c 20th Jan 2025	Inception meeting
27th January 2025 – mid-March 2025	Confirm all methodological and sampling approaches
Late March 2025	Survey fieldwork commences

Late April 2025	Interim data outputs provided to Sustrans: interim raw data (unclean and unweighted) and Data summary tables for all cities and requested aggregations
End of May 2025	Confirm all weighting approaches
Late June 2025	Survey fieldwork completed by supplier
Early August 2025 latest (TBC with supplier)	Preliminary delivery of raw data (clean but not weighted), finalised according to the data map, ahead of final raw data delivery
19th August 2025* (+/- three days tolerance)	Main data outputs provided to Sustrans: final raw data (clean and weighted) and Data summary tables for all cities and requested aggregations
Beginning of October 2025 (TBC with supplier)	Provisional cross-tabulations on a few survey questions provided to Sustrans, to check and approve final format of cross-tabulations Draft technical report
31st October 2025 (latest)	Other data outputs provided to Sustrans: final cross-tabulations and final technical report

*Note that the Data summary tables are used immediately to model trips and distances walked and cycled, and their benefits. All the data then feeds into fully designed reports for each city which are subject to detailed review and re-drafting with our partner authorities. These follow a strict timetable agreed well in advance with our partner authorities. Therefore, delivery of the Data summary tables on the agreed date is mandatory. Failure to deliver on time will be subject to a liquidated damages clause in the contract (see **Purchase of Behaviour and Attitude Survey Services** uploaded on the procurement website).

1.7 Budget

The Walking and Cycling Index will be treated as one project, but for financing purposes it will be split into two categories, each requiring a separate invoice. The need for separate invoices is due to different funders for Scotland and the rest of the UK in the programme.

Total maximum budget for Core costs (excluding VAT) = £700,000

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1.8 Price Matrix

Please provide costings for each category listed below. These should be fixed until the end of the contract.

The price you provide must be fully inclusive of all costs (including expenses and administrative costs) that are necessary for the completion of this contract.

The maximum budget available for core costs is: **£700,000** (exc. VAT). This is the funding secured to date.

- Scoring for the core price is under Category A
- Scoring for variations in prices is under Category B
- Scoring for optional prices is under Category C

All prices should be quoted **exclusive of VAT**.

Price Matrix

A. CORE COSTS service description	Summary of Activity	All 17 cities
Project set up (ie inception meeting, agreeing methodology development and sampling)		
Project management and quality assurance		
Survey (ie development, scripting and development of paper surveys in English)		
Translation, scripting and development of paper surveys in Welsh		
Weighting, data cleaning, data manipulation and analysis		
Interim, preliminary and final data outputs development and delivery (raw data, summary tables and cross tabulations for each city and requested aggregations and technical report)		

A. CORE COSTS service description	Summary of Activity	All 17 cities
Data collection for all cities (including printing and distribution costs of invitation letters, reminders and paper surveys (including bilingual versions where applicable))		
Incentives for all cities (if applicable)		
A. GRAND TOTAL		

B. VARIATIONS IN COSTS service description	Summary of Activity	Unspecified city
B1. Price increase per additional city added to the process using push-to-online (including costs of incentives if applicable)		
B2. Price reduction per city omitted from the process using push-to-online (including costs of incentives if applicable)		

C. OPTIONAL COSTS: Service description for additional data collection in specific city areas	Summary of Activity	Specific city area
C1. Issuing additional sample of addresses in Greater Cambridge, to ensure a minimum of 1,100 responses (including a minimum of 250 cyclists)		
C2. Incentives for additional sample in Greater Cambridge (if applicable)		
C. GRAND TOTAL (C1+C2)		

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Pricing instructions

All costs provided should refer to a push to online methodological approach, and should cover all 17 participating cities, unless otherwise specified.

In the summary of activity column, please, add anything you consider relevant which is not already mentioned in Sustrans service description.

Category A: Core costs

- Provide separate costs for each of the listed activities under A. Core costs, together with A. GRAND TOTAL.

Category B: Variations in costs

- Provide separate costs for each of the listed activities under B1. and B2. for unspecified city.
    - Price increase per additional city added to the process using push-to-online
    - Price reduction per city omitted from the process using push-to-online

Category C: Optional costs

- Provide separate costs for each of the listed activities under C. Optional costs for specific city areas, together with C. GRAND TOTAL.

Daily and hourly rates

Please provide the daily and hourly rates used to develop your costs and make note of the number of hours your company use for a working day. We are looking for a generic list of roles and their daily rates so please append a document in your tender response containing these rates.

City considerations

The cities listed in this invitation to tender should be included in the Walking and Cycling Index for 2025. However, it is possible that some cities may need to join or step away from the programme by the time the tender is awarded. Thus, Sustrans reserves the right to amend the profile of cities and agree a project variation based on the costs provided in this tender.

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2   Procurement process

The following should be included in any tender response:

- A completed Standard Selection Questionnaire and associated evidence
- A completed Sustrans Data Protection Due Diligence questionnaire
- Your written tender response
- Your Price Matrix

Tender responses will be assessed:

- Firstly, against the selection criteria, to determine if the tenderer is able to perform the proposed contract.
- Secondly, against the Sustrans Data Protection Due Diligence questionnaire, to determine if the tenderer meets the requirements of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.
- Thirdly, against the award criteria, to determine the most economically advantageous tender.

2.1 Selection Criteria

Sustrans is following the Open procedure laid out in Public Contracts Regulations 2015.

As part of this process all tenderers will need to fill in a **Standard Selection Questionnaire** (SSQ). This will be used to assess whether the tenderer meets the minimum requirements to be considered for this project. Please complete a copy of the SSQ and submit this as a separate document as part of your tender response. <u>If this is not completed and submitted alongside your tender response, your bid will be considered incomplete and void</u>. If a tenderer fails any section

of the SSQ, they will be rejected, and their tender will not be evaluated further.

The SSQ can be found alongside all other procurement documents uploaded on the procurement website.

Table 3 below details the sections that will be assessed as pass / fail and which are for information only.

Table 3 Standard Selection Questionnaire (SSQ) content

Section	Title	Pass/fail requirements
Part 1: Potential Supplier Information		
Section 1.1	Potential supplier information	For information Only
Section 1.2	Bidding model	For information Only
Section 1.3	Contact details and declaration	For information Only
Part 2: Exclusion Grounds		
Section 2.1	Grounds for mandatory exclusion	Pass / fail
Section 3.1	Grounds for discretionary exclusion	Pass / fail
Part 3: Selection Questions		
Section 4	**Economic and Financial Standing** Minimum annual turnover £1.4m	Pass / fail
Section 5	**Wider group / Consortia details**	Pass / fail
Section 6	**Technical and Professional Ability**	Pass / fail
Section 7	**Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015**	Pass / fail

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Section	Title	Pass/fail requirements
Section 8	**Additional Questions**	
Section 8.1.	Insurance	Pass / fail
Section 8.2	Data protection	Pass / fail
Section 8.3	Equality, diversity and inclusion policies	Pass / fail
Section 8.4	Project Specific Questions	Pass / fail
Section 8.5	Suitability Assessment Declaration	Pass / fail
Section 8.6	Terms and Conditions of Contract Declaration	Pass / fail

2.2 Data Protection

All tenderers are required to complete a **Data Protection Due Diligence questionnaire**. This will assess whether the tenderer meets the requirements of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 to ensure the rights of the data subjects are properly protected.

Please complete a copy of the Data Protection Due Diligence questionnaire and submit this as a separate document as part of your tender response. If this is not submitted alongside your tender response, your bid will be considered incomplete and void. If a tenderer fails any section of the Data Protection Due Diligence questionnaire, they will be rejected, and their tender will not be evaluated further.

The Data Protection Due Diligence questionnaire can be found alongside all other procurement documents uploaded on the procurement website.

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2.3 Award criteria and weighting

The tender responses will be assessed to find the most economically advantageous tender, and will be evaluated using Quality 50%, Pricing 40% and Social Value 10%.

Table 4 below shows the relative weighting that is attributed to each of the criteria.

Table 4 Award criteria and assessment weighting

Award Criteria	Weighting (%)	To include:
Quality	**50%**	
1. Methodological merit	20%	More information below in Section 2.4 Quality assessment
2. Project Management	15%	More information below in Section 2.4 Quality assessment
3. Quality control	10%	More information below in Section 2.4 Quality assessment
4. Organisation, qualification and experience of staff assigned to performing the contract	5%	More information below in Section 2.4 Quality assessment
Pricing	**40%**	
1. Contract price (Core costs)	38%	More information below in Section 2.5 Pricing evaluation
2. Variations in costs	2%	More information below in Section 2.5 Pricing evaluation
Social Value	**10%**	
Question under social value	10%	More information below in Section 2.6 Social Value assessment

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2.4 Quality assessment

The content of the tender will be judged against the Quality assessment criteria. Each of the Quality sections numbered 1 to 4 in Table 4 above will be scored using to the assessment criteria outlined in Table 5 below.

Each weighted Quality section will have a maximum score of 10.

Table 5 Quality assessment criteria for award scoring

Score	Criteria for awarding score
0	Completely fails to meet required standard or does not provide evidence
1-2	Proposal significantly fails to meet the standards required, contains significant shortcomings and/or is inconsistent with other proposals, does not provide confidence in the approach
3-4	Proposal falls short of achieving expected standard in a number of identifiable respects and there is little confidence in the approach
5-6	Proposal meets the required standard in most material respects, but is lacking or inconsistent in others and there are minor reservations or weaknesses in the approach
7-8	Proposal meets the required standard in all material respects, provides good confidence in the approach
9-10	Proposal meets the required standard in all material respects and for all of the major requirements and provides strong confidence in the approach

Sustrans has no preference on the format and structure for the following Quality sections of the proposal, but it may be practical to order it according to the assessment categories listed above. The only requirement for the written proposal is that it addresses all the points covered in the Invitation to Tender and has an approximate 20,000 word limit (excluding tables and appendices).

Content that needs to be provided and which the assessment will be based on are:

1. Methodological merit

Sampling:

- Identify the strengths and limitations of the sampling method in terms of making claims about the general population of a city from the sample.
- Explain in full detail how the sample will be generated for the relevant geographic areas and any specific implications for any city or area.
- Address how the recommended sampling approach will ensure a robust and representative spread of residents in a city or area.
- Indicate how a minimum sample of 1,100 can be achieved for each city.
- Explain how sufficient cyclist responses will be collected, addressing methodological implications and stating how many cyclist responses can be guaranteed.
- In case of boundary changes, there may be a desire for Cambridgeshire and Peterborough Combined Authority to add an additional sample in the Greater Cambridge area to reach a minimum of 1,100 responses (including a minimum of 250 cyclists). This is to allow the 2025 data to be compared with previous iterations for same geographic area. Indicate how this will be done in terms of sampling.
- If sampling and fieldwork design includes releasing the sample in batches, please provide details on your approach and rationale, including your proposal for the proportion of sample issued in each batch. Information on whether paper returns will be included in decisions regarding sample needs for new batch(es) to reach the targeted sample sizes (both on total and cyclists per city) should also be included.
- As part of your written tender response, **populate the following table with your estimations of required**

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sample and guaranteed overall and cyclist's responses.

City	Estimated N of addresses to be issued	Guaranteed N of overall sample responses	Guaranteed N of cyclists in the overall sample
Aberdeen			
Belfast			
Bristol			
Cambridgeshire and Peterborough Combined Authority or Greater Cambridge - TBC			
Additional sample in Greater Cambridge area - TBC			
Cardiff			
Dundee			
Dunfermline			
Edinburgh			
Glasgow			
Greater Manchester			
Inverness			
Liverpool City Region			
North East Combined Authority			
Perth			

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City	Estimated N of addresses to be issued	Guaranteed N of overall sample responses	Guaranteed N of cyclists in the overall sample
Southampton			
Stirling			
Unknown city - TBC			
TOTAL			

Incentives:

- If you are recommending incentives, please indicate the rationale for this and any methodological implications. You should also include details on the type of incentive you plan to use. Note that we are open to different incentivisation approaches instead of incentivising each participation which have been used previously.

Survey development:

- Provide advice on the previous (2023) questionnaire and recommendations for any further changes and improvements. The 2023 survey can be found in Appendix 1.

Weighting:

- Indicate if you can replicate the weighting process from previous iterations. Discuss the weighting approach and explain how the weights would be calculated in each of the steps, to meet the requirements.
- If you recommend a different approach, outline the rationale and the approach you would take, including strengths and limitations compared to the procedure performed in previous iterations. This should also include details on how the weights would be calculated and how

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the changes would impact the comparability of the 2025 data with data from previous iterations. Possible solutions to ensure comparability should also be outlined.

- As previously noted, in case of boundary changes, there may be a desire for Cambridgeshire and Peterborough Combined Authority to add an additional sample in the Greater Cambridge area to reach a minimum of 1,100 responses (including a minimum of 250 cyclists). Propose the alternative weighting approach for overall Cambridgeshire and Peterborough Combined Authority sample which would incorporate the additional sample in Greater Cambridge area, as well as the weighting approach for Greater Cambridge overall sample. Please outline the strengths and limitations of these weighting approaches.

- Provide recommendations for any further improvements to the weighting procedure to better reflect the population, including how they would impact the comparability if implemented. Any suggested improvements to the weighting process should not jeopardise the comparability to data from previous iterations so your response should outline how your suggested approach would ensure comparability to previous data sets.

Inclusive and accessible survey and response bias:

- Explain how you will ensure inclusivity and accessibility of the survey design and format for different demographic and behaviour groups. Include details of the steps that will be taken to ensure all groups are well represented, especially groups that are traditionally challenging to reach through an (online) survey i.e. younger people, older people, disabled people (including certain under-represented impairment types, such as blind/partially sighted and those with learning difficulties) and ethnic minority groups are not under-represented in the sample.
- Explain how you will minimise response bias.

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2.   Project Management

- Your proposed management and delivery structure, including the relationship management approach for engagement with Sustrans.
- Considering 1.6 Proposed project timescales, develop and propose a more detailed timescale covering all necessary steps, dates and task responsibility, in order to deliver the indicated milestones (including start and end dates for data collection, delivery of interim data sets, completion date for final outputs and delivery to Sustrans). The successful supplier will be required to confirm delivery dates within two weeks of award of contract, which will be agreed by Sustrans prior to the commencement. Delivery of the final data summary tables on the agreed date is mandatory. Failure to deliver on time will be subject to a liquidated damages clause in the contract (see **Purchase of Behaviour and Attitude Survey Services** uploaded on the procurement website).
- Provide evidence of risk awareness and identification of appropriate mitigating measures to deal with them (Risk register).

3.   Quality Control

- Please detail what systems you will use for data collection, data manipulation, data cleaning and analysis.
- Discuss your approach to any required data manipulation and cleaning of questions and rationale behind this. Due to mixed mode data collection, include your approach to any additional data cleaning and editing required for paper responses vs online responses.
- Outline how your quality control procedures will ensure Sustrans' requirements (in terms of survey delivery and data quality) are met.
- Explain how your procedures will ensure full and complete compliance with data protection regulations in force in the UK in relation to survey delivery, data processing, data storage and data transfer.

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4.   Organisation, qualification and experience of staff assigned to performing the contract

- Provide evidence of previous experience in delivering large scale push to online data collection projects, with a similar complexity to the Walking and Cycling Index. This should include key lessons learnt from your experiences and how these will be used and applied for the benefit of this contract.
- Provide solid evidence of your experiences of similar projects with complex analysis, and the approaches you took to ensure data was delivered to time.
- Provide evidence that your organisation has sufficient capacity to deliver the whole project, especially the fieldwork period, to time and quality, by appropriately qualified and experienced staff able to oversee and manage the project, undertake the surveys and analysis work.
- Include up to five CVs of core team members who will undertake and deliver this project. These should include details of the individuals' relevant experience and professional qualifications, together with their role on this project.
- Outline any additional value your organisation can provide Sustrans and partners through working together on this project.

2.5 Price evaluation

Please complete a copy of the Price Matrix and submit this as a separate document as part of your tender response. The Price Matrix in .xls can be found alongside all other procurement documents uploaded on the procurement website.

All prices must be in Sterling and exclude Value Added Tax. Please indicate your VAT status within your submission.

Bid prices will be scored:

On a comparative basis with the lowest price bid receiving 100% of the available marks (40% following weighting). All other bids will be compared against that lowest bid, for example:

Bidder 1: £690,000 Bidder 1 scores maximum percentage

Bidder 2: £700,000 (690,000/700,000) x price percentage%

The Grand total of the Core costs from the Price Matrix will be awarded a score proportionate to the lowest priced (tender / item) according to the following formula:

Price score for bidder = (lowest price / bidder's proposed price) x 38 (Maximum score 38)

For this figure we will use the total for Category A.

Tenders with a core price which exceeds the £700,000 cap <u>will be rejected as non-compliant.</u>

Variation in costs Prices =

Price increase per additional city (1%): (Lowest price / price proposed) x1 (**maximum score 1**)

Price reduction per city omitted (1%): (Reduction proposed / greatest reduction) x1 (**maximum score 1**)

Note we will not be evaluating Category C. (Optional costs Grand Total) provided by tenderers for the additional data collection in specific city areas.

Abnormally low or high tender responses

Abnormally low or high tender responses may distort the evaluation of tenders. Where tender response for core price exceeds the £700,000 cap, it will be rejected as non-compliant. Where Sustrans considers a tender response for core price as abnormally low, the Tenderer will be required to explain the price or costs proposed in accordance with the guidelines laid out in regulation 69 of the Public Contracts Regulations 2015. If the Tenderer's explanation/evidence does not satisfactorily account for the low level of price or costs proposed, then that

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Tenderer will be rejected and will not form part of the price evaluation.

2.6 Social Value assessment

The Social Value assessment will be scored using to the assessment criteria outlined in Table 6 below:

Table 6: Social Value assessment criteria for award scoring

Score	Criteria for awarding score
0	Completely fails to meet required standard or does not provide evidence
1-2	Proposal significantly fails to meet the standards required, contains significant shortcomings and/or is inconsistent with other proposals, does not provide confidence in the approach
3-4	Proposal falls short of achieving expected standard in a number of identifiable respects and there is little confidence in the approach
5-6	Proposal meets the required standard in most material respects, but is lacking or inconsistent in others and there are minor reservations or weaknesses in the approach
7-8	Proposal meets the required standard in all material respects, provides good confidence in the approach
9-10	Proposal meets the required standard in all material respects and for all of the major requirements and provides strong confidence in the approach

As part of your tender response, please answer the following questions. Word limits here are in addition to the 20,000 limit set out for your Quality assessment response.

1. Please demonstrate how you will support Sustrans to meet its environmental sustainability goals **through the delivery of this contract**. This could include, but is not limited to: **(500 words max)**

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- The use of sustainable and environmentally friendly materials for the mailouts (recycled content, biodegradable inks, recyclable etc)
- Processes and planning to minimise resources and reduce waste use such as paper waste
- Low carbon disposal of any waste generated
- Other (e.g. use of incentives, low carbon supply chain partners)

2.7 Procurement timelines

Table 7 below outlines the procurement timelines used for this tender. These will be strictly adhered for the whole process.

Table 7 Procurement timelines

Date	Activity
30th September 2024	Invitation to tender issued by Sustrans
21st October 2024 at 12.00 noon	Deadline for questions on invitation to tender **(Questions and responses will be shared with all tenderers)**
18th November 2024 at 12:00 noon	Deadline for tender responses
18th November – 6th December 2024	Review of applications
9th December 2024	Contract Award notice. Start of standstill period
19th December 2024	End of standstill period
6th January 2025	Enter into contract

Mistakes

Information supplied to tenderers in writing, or contained in any publication notified to the tenderer, is only for general guidance in the preparation of a tender response. Tenderers must satisfy themselves, by their own investigations, with regard to the accuracy of any such information, and no responsibility is accepted by Sustrans for any direct or consequential loss or damage, of whatever kind and howsoever caused, arising from the use by Tenderers of such information.

Clarifications about the contents of the Tender

Sustrans reserves the right to seek clarification of any aspect of a Tenderer's Tender during the evaluation phase where necessary for the purposes of carrying out a fair evaluation. Tenderers are asked to respond to such requests promptly. Vague or ambiguous answers are likely to score poorly or render the Tender non-compliant.

2.8 Submission procedure and contact details

The named contact for this tender is:

Dunja Reed

Sustrans Research and Monitoring Unit

monitoring@sustrans.org.uk

Tenderers should note Table 7 in section 2.7 above, particularly the final submission time and date. Tenderers should also note the award criteria.

Any questions or clarifications must be sent to **monitoring@sustrans.org.uk**. The deadline for questions is the **21st October at 12:00 noon**. Responses to enquiries will then be circulated to all tenderers via email. Any enquiries

received after this date may not be responded to prior to the deadline.

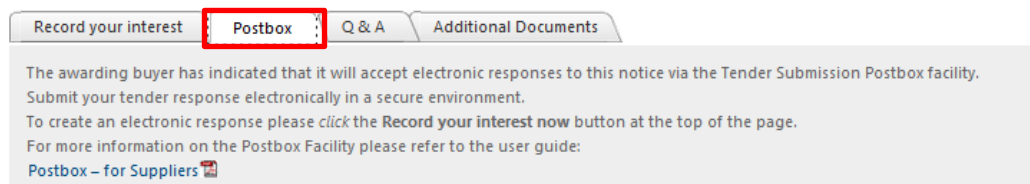The completed tender response must be submitted no later than **12:00 noon on the 18th November.**

Submission instructions

Option 1: Submitting the tender response via Postbox on Public Transport Scotland[13]

Guidance document for using the Postbox function is available on the Public Contract Scotland website[14]

Note that prior to submitting your tender response via Postbox, you will need to register your interest in the notice: **The Walking and Cycling Index Residents' Survey 2025**.

Option 2: Submitting your tender response to monitoring@sustrans.org.uk

All tender response documents should be submitted to the **monitoring@sustrans.org.uk.** All documents forming the submission (written tender response, SSQ, Data Protection Due Diligence questionnaire, Price Matrix and any requested policies) should be combined into a zipped folder before submitting to Sustrans.

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[13] https://www.publiccontractsscotland.gov.uk/
[14] https://www.millstream.eu/guides/en-gb/Scotland/Postbox%20-%20Supplier%20Guide.pdf

General instructions

If you have any issues, please contact monitoring@sustrans.org.uk. It is advisable not to leave your submission to the last minute.

Tender responses submitted by any other means will not be considered.

Tenderers are specifically directed to note that it is entirely their own responsibility to ensure that the completed and priced tender response is lodged in the manner described above no later than the prescribed date and time or the tender response will NOT be accepted.

All prices must be in Sterling and exclude Value Added Tax. Please indicate your VAT status within your submission.

In submitting a tender response, the tenderer warrants that they have complied in all respects with the requirements described in the statement of requirements and that it is a bona fide submission, intended to be competitive and it has not fixed or adjusted the response by, under or in accordance with any agreement or arrangement with any other person or tenderer.

In submitting a tender response, tenderers warrant that they are of sound financial standing, that they have sufficient working capital available, that they have full power and authority to enter into and carry out the contract and that they can provide the service in accordance with the single supplier framework agreement.

The contract award notification will be sent to each Tenderer. Sustrans will inform all unsuccessful Tenderers of the identity and relative advantages and characteristics of the successful Tender as compared with the addressee's Tender.

Changes to tender procedure

Sustrans reserves the right to suspend or terminate the procurement process at any time or to change the tender timetable. Sustrans will not be liable for any bid costs,

expenditure, work or effort incurred by a Tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by Sustrans.

2.9 Contractual agreements

The contracting authority is **Sustrans**.

Work shall be delivered in accordance with a single supplier framework agreement (see **Purchase of Behaviour and Attitude Survey Services** uploaded on the procurement website).

Please confirm your acceptance of the proposed single supplier framework agreement terms and conditions. A rejection of the proposed terms and conditions will render a tender response non-compliant.

The intellectual property in all tools developed, raw data collected and analysed, and reports produced shall vest solely in Sustrans.

Sustrans will determine a schedule of payments with the successful contractor within two weeks of their appointment.

Time is of the essence for this contract, and should the supplier not comply with the deliverables and parameters as agreed with Sustrans then Sustrans reserves the right to impose the liquidated damages clause in the contract or terminate the contract.

This ITT is not a contract offer by **Sustrans** and, therefore, a response to this ITT does not bind **Sustrans** in any way. In the event of award, the successful proposal will be governed by the terms and conditions in the single supplier framework agreement.

3 Appendix

Appendix 1: 2023 survey questionnaire

There is scope for some questions to change in 2025, but the length of the survey will be maintained unless there is a strong rationale to amend this. The 2023 survey included the following questions:

{ASK ALL}

Firstly, we would like to ask some questions about how you travel around.

Q1 How many cars or vans are owned, or are available for use in your household?

None
One
Two
Three or more

{ASK ALL}

Q2 Thinking about the different ways in which you travel around, how often do you…?'

Please give your best guess.

a) Travel by car, van or motorcycle as a driver
b) Travel by car, van or motorcycle as a passenger
c) Walk or wheel
d) Run
e) Cycle
f) Use public transport
g) Use an electric scooter (e-scooter)

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never

{ASK ALL CODED 1-7 AT Q2a}

Q3 In the last 7 days, how many one-way journeys did you make by car up to **3 miles in length**? (If you travelled to a place and back, please count that as two trips).

This question is referring to your behaviour as a DRIVER of a CAR, and it should not include your behaviour as a PASSENGER.

15+ times
13-14 times
11-12 times
9-10 times
7-8 times
5-6 times
3-4 times
1-2 times
None

The following questions are about walking and wheeling.

{ASK IF CODES 1-7 AT Q2c}

Q4a Please give your **best estimate** of how many **one-way trips** you walked or wheeled in the last 7 days from home **to a destination** like work, school, shopping, the gym, the bus stop, or to visit friends/family. Do not count simple walks with no particular destination. If you walk / wheel to a place and back, please count that as two trips.

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15+ times

13-14 times

11-12 times

9-10 times

7-8 times

5-6 times

3-4 times

1-2 times

None

I only ever walk / wheel for leisure, or not at all

{ASK IF CODES 1-8 AT Q4a}

SCRIPT INSTRUCTION: QUESTIONS Q4b and Q4c
PRESENTED ON A SAME SCREEN

Q4b Thinking about your most frequent **one-way walk or wheel to a destination**, please give your **best estimate** of how far this is (**in metres**, e.g. 250 metres, 1,000 metres).

NUMERICAL RESPONSE IN METRES

RANGE 100-10,000 metres

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF DISTANCE GIVEN AT Q4b}

Q4c Still thinking about your most frequent one-way walk or wheel to a destination, please give your **best estimate** of how long this takes (in minutes).

NUMERICAL RESPONSE IN MINUTES

RANGE 1-180 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

Q5a Please give your **best estimate** of how many **walks, wheels or runs** you took in the last 7 days for **enjoyment or fitness** (just for pleasure or to keep fit, including running or walking a dog)?

15+ times
13-14 times
11-12 times
9-10 times
7-8 times
5-6 times
3-4 times
1-2 times
None
I never walk / wheel or run for recreation or enjoyment

SCRIPT INSTRUCTION: QUESTIONS Q5b and Q5c PRESENTED ON A SAME SCREEN

Q5b Thinking about your most frequent **walk, wheel or run for enjoyment or fitness**, please give your **best estimate** of how far this is (**in metres,** e.g. 500 metres, 4,000 metres).

NUMERICAL RESPONSE IN METRES

RANGE 100-20,000 metres

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

Q5c Still thinking about your most frequent walk, wheel or run for enjoyment or fitness, please give your **best estimate** of how long this takes (**in minutes**).

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NUMERICAL RESPONSE IN MINUTES

RANGE 1-500 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q2e}

The following questions are about cycling.

Q6a How often do you cycle to and from **work**?

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never
I do not work, or I work from home all of the time

{ASK IF CODES 1-7 AT Q6a}

SCRIPT INSTRUCTION: QUESTIONS Q6b and Q6c PRESENTED ON A SAME SCREEN

Q6b Please give your **best estimate** of the typical distance **in miles** of a **one-way cycle trip to or from work** (e.g. 3 miles, 1.5 miles).

NUMERICAL RESPONSE IN MILES

RANGE 0.25-50.00 miles

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1-7 AT Q6a}

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Q6c Please give your **best estimate** of the typical duration **in minutes** of a one-way cycle trip to or from work.

NUMERICAL RESPONSE IN MINUTES

RANGE 1..150 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q2e}

Q7a How often do you cycle to get around as **part of your job**? For example, for delivering items or travelling to meetings?

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never
I do not work or travelling is not part of my job

{ASK IF CODES 1-7 AT Q7a}

SCRIPT INSTRUCTION: QUESTIONS Q7b and Q7c PRESENTED ON A SAME SCREEN

Q7b Please give your **best estimate** of the typical distance **in miles** of a **one-way cycle trip to get around as part of your job** (e.g. 3 miles, 1.5 miles).

NUMERICAL RESPONSE IN MILES

RANGE 0.25-50.00 miles

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{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1-7 AT Q7a}

Q7c Please give your **best estimate** of the typical duration **in minutes** of a one-way cycle trip to get around as part of your job.

NUMERICAL RESPONSE IN MINUTES.

RANGE 1..150 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q2e}

Q8a During school term (not holidays), how often do you cycle to or from **school, college or university**? This includes accompanying a child or someone else.

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never
I do not go to school, college or university, or accompany anyone else to them

{ASK IF CODES 1 TO 7 AT Q8a}

SCRIPT INSTRUCTION: QUESTIONS Q8b and Q8c PRESENTED ON A SAME SCREEN

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Q8b Please give your **best estimate** of the typical distance **in miles** of a **one-way cycle trip to or from school, college or university** (e.g. 3 miles, 1.5 miles).

NUMERICAL RESPONSE IN MILES

RANGE 0.25-50.00 miles

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q8a}

Q8c Please give your **best estimate** of the typical duration **in minutes** of a one-way cycle trip to or from school, college or university.

NUMERICAL RESPONSE IN MINUTES.

RANGE 1-150 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q2e}

Q9a How often do you **cycle for shopping, personal business or social trips**? e.g. to travel from your home to the supermarket, doctors, or to visit friends or family.

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never
I do not make any shopping, personal business or social trips

{ASK IF CODES 1 TO 7 AT Q9a}

SCRIPT INSTRUCTION: QUESTIONS Q9b and Q9c PRESENTED ON A SAME SCREEN

Q9b Please give your **best estimate** of the typical distance **in miles** of a **one-way cycle trip for shopping, personal business or social trips** (e.g. 3 miles, 1.5 miles).

NUMERICAL RESPONSE IN MILES

RANGE 0.25-50.00 miles

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q9a}

Q9c Please give your **best estimate** of the typical duration **in minutes** of a one-way cycle trip for shopping, personal business or social trips.

NUMERICAL RESPONSE IN MINUTES.

RANGE 1-150 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q2e}

Q10a How often do you **cycle just for enjoyment or fitness**?

7 days a week
5-6 days a week
2-4 days a week
Once a week
Once a fortnight
Once a month
Less often
Never

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I do not go out for fitness / enjoyment

{ASK IF CODES 1 TO 7 AT Q10a}

SCRIPT INSTRUCTION: QUESTIONS Q10b and Q10c PRESENTED ON A SAME SCREEN

Q10b Please give your **best estimate** of the typical distance **in miles** of your **round trip cycle ride for enjoyment or fitness** (e.g. 3 miles, 1.5 miles).

NUMERICAL RESPONSE IN MILES

RANGE 0.25-150.00 miles

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK IF CODES 1 TO 7 AT Q10a}

Q10c Please give your **best estimate** of the typical duration **in minutes** of your round trip cycle ride for enjoyment or fitness.

NUMERICAL RESPONSE IN MINUTES.

RANGE 1-500 minutes

{HARD CHECK IF OUTSIDE RANGE – You answered {ANSWER} which is outside {RANGE} range. Please amend your answer}

{ASK ALL}

And now some questions about why you walk, wheel and cycle or not.

{ASK ALL}

Q11 How useful would each of the following be to help you walk or wheel more?

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a) More shops and everyday services, such as banks and post offices, close to your home
b) More government services, such as doctors surgeries and schools, close to your home
c) Less fear of crime or antisocial behaviour in your area
d) Fewer motor vehicles on our streets
e) More streets with 20mph speed limits
f) Fewer cars parked on the pavement
g) Better pavement accessibility, e.g. level surfaces, dropped kerbs at crossing points, fewer obstructions
h) Wider pavements
i) More frequent road crossings, with reduced wait times
j) Nicer places along streets to stop and rest, e.g. more benches, trees and shelter
k) More things to see and do close to your home, e.g. cafés or entertainment venues
l) More parks or green spaces close to your home

Very useful
Fairly useful
Not very useful
Not useful at all

{ASK ALL}

Q12 How useful, if at all, would any of the following be to help you start cycling or to cycle more?

a) More cycle paths along roads which are physically separated from traffic and pedestrians
b) More traffic-free cycle paths away from roads, e.g. through parks or along waterways
c) More signposted local cycle routes along quieter streets where there is less traffic
d) Access or improvements to a city cycle sharing scheme
e) More streets with 20mph speed limits
f) Cycling training courses and organised social rides
g) Fewer motor vehicles on our streets
h) Access to a bicycle

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i) Access to an electric cycle
j) Access to an adapted cycle, e.g. a tricycle or handcycle
k) Access to a cargo cycle with space to carry children or shopping
l) Access to secure cycle storage at or near home
m) Better links with public transport, e.g. secure cycle parking at train stations

Very useful
Fairly useful
Not very useful
Not useful at all

{ASK ALL}

Q13 Which one of the following statements **best** describes you? Would you say you are someone who…

Does not cycle but would like to
Does not cycle and does not want to
Is new or returning to cycling
Occasionally cycles
Regularly cycles

{ASK ALL}

And now some questions on your views about transport, walking, wheeling and cycling in your local area.

Q14 We would like to ask you what you think about walking, wheeling and cycling in your local area. For each statement, please say whether you think it is good or bad?

a) Your local area overall as a place to walk or wheel
b) Your local area overall as a place to cycle
c) Safety when walking or wheeling
d) Children's safety when walking or wheeling
e) Safety when cycling
f) Children's safety when cycling

Very good

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Fairly good
Neither good nor bad
Fairly bad
Very bad

{ASK ALL}

Q15a Thinking about how often you do the following, in the future would you like to…?

a) Walk or wheel
b) Drive
c) Cycle
d) Use public transport
e) Use an electric scooter (e-scooter)

More than now
About the same as now
Less than now

{ASK ALL}

Q15b Over the last year, how often have you…

a) Walked or wheeled because there were no other transport options available
b) Walked or wheeled because you chose to
c) Felt anxious or unsafe while walking or wheeling
d) Walked, wheeled or cycled more because it's cheaper
e) Used a car because there were no other transport options available
f) Used a car less because of the cost

Often
Occasionally
Never
Not applicable (i.e. I do not walk or wheel, or I do not use a car)

{ASK ALL}

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Q15c To what extent do you support or oppose the following

a) A ban on vehicles parking on the pavement
b) Creating a pavement fund to better maintain and improve pavements
c) Setting traffic reduction targets and taking action to help achieve these targets
d) Giving people not in employment and on low incomes financial discounts to help them buy a cycle
e) Ban new housing developments in areas where driving is the only practical transport option to visit local services, such as shops and doctors surgeries
f) Shifting investment from new road building schemes and using it instead to fund walking, wheeling, cycling and public transport

Strongly support
Tend to support
Neither support nor oppose
Tend to oppose
Strongly oppose

And now some questions about your local area.

{ASK ALL}

Q16 For each of the following statements, how much do you agree or disagree with these characteristics of your neighbourhood?

a) You feel welcome and comfortable walking, wheeling or spending time on the streets of your neighbourhood
b) You feel able to participate in making your neighbourhood a better place to live
c) You can easily get to many places you need to visit, without having to drive
d) You regularly chat to your neighbours, more than just to say hello
e) There is space for children to socialise and play
f) The air is clean
g) The streets are not dominated by moving or parked motor vehicles

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Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree

{ASK ALL}

Q17 For each statement, how much do you agree or disagree that this could make your local area a better place to live, work or visit?

a) Close streets outside local schools to cars during school drop-off and pick-up times
b) Restrict through-traffic on local residential streets
c) Reduce speed limits on local roads in built-up areas to 20mph
d) Increase space for people socialising, walking, wheeling and cycling on your local high street, even if this reduces space for cars
e) More measures to reduce crime and antisocial behaviour on the street or in public spaces

Strongly agree
Tend to agree
Neither agree nor disagree
Tend to disagree
Strongly disagree

{ASK ALL}

Q18 To what extent do you support or oppose the creation of more **cycle paths along roads**? These are physically separated from traffic and pedestrians by kerbs and would mean less room for other road traffic.

Strongly support
Tend to support
Neither support nor oppose

Tend to oppose
Strongly oppose

{ASK ALL}

Q19 To what extent do you support or oppose the creation of more **low-traffic neighbourhoods**? Low traffic neighbourhoods are groups of streets, bordered by main roads, where 'through' motor vehicle traffic is greatly reduced. Residents still have access to all parts by car.

Strongly support
Tend to support
Neither support nor oppose
Tend to oppose
Strongly oppose

{ASK ALL}

Q20 To what extent do you support or oppose the creation of **20-minute neighbourhoods**? These are neighbourhoods where it is easy for people to meet most of their everyday needs in a short, convenient and pleasant 20 minute return walk or wheel. For example, having local shops, schools, green space and public transport options within a 10 minute walk or wheel (or 20 minute round trip) of your home.

Strongly support
Tend to support
Neither support nor oppose
Tend to oppose
Strongly oppose

{ASK ALL}

Q21 Would you like to see more or less government spending on each of the following in your local area or do you think the level of government spending is about right?

a) On walking and wheeling

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b) On cycling
c) On public transport
d) On driving
More government spending
Less government spending
The level of spending is about right

We would now like to ask you some questions about yourself to help us understand travel choices, barriers and solutions for different groups of people.

{ASK ALL}

Q22 How many of each of the following do you own in your household?

a) Adult pedal bicycles (non-electric)
b) Adult electric bicycles
c) Other adult cycles, including hand-cycles, tricycles, tandems, recumbents (pedal or electric)
d) Cargo cycles with space to carry children or shopping (pedal or electric)
e) Children's bicycles, tricycles and other types of cycles (pedal or electric)

None
One
Two
Three or more

{ASK ALL}

Q23 Please can you tell me your age?

NUMERICAL ENTRY

RANGE 16..120

{HARD CHECK IF OUTSIDE RANGE. "You answered {ANSWER} which is outside the {RANGE} range. You must be 16 or over to complete the survey}

{ASK ALL REFUSED OR ANSWERED DON'T KNOW IF PROMPTED AT Q23]

Q24 To which of these age bands do you belong?

16-20
21-25
26-30
31-35
36-40
41-45
46-50
51-55
56-60
61-65
66-70
71-75
76+

{ASK ALL}

Q25a Which of the following describes how you think of yourself?

Female
Male
In another way

{ASK ALL}

Q25b Do you identify as trans? This question is voluntary

No
Yes
Prefer not to say

{ASK ALL}

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Q26 Which of the following best describes your sexual orientation?

Heterosexual (attracted to people of the opposite sex)
Gay or Lesbian (attracted to people of the same sex)
Bisexual (attracted to more than one sex)
Another sexual orientation – write in your answer, for example, pansexual or asexual_____
Prefer not to say

{ASK ALL}

{VERSION OF Q27a FOR WEB VERSION ONLY}:

Q27a What is the occupation of the MAIN INCOME EARNER in your household?

List below

{VERSION OF Q27a FOR PAPER VERSION ONLY}:

Q27a The next question is about the occupation of the <u>main income earner</u> in your household. Is the main income earner of working age or retired?

Main income earner is of working age

Main income earner is currently retired {ANSWER Q27b}

{IF RETIRED AT Q27a}.

Q27b Please indicate which one of the following best describes the PREVIOUS OCCUPATION of the main income earner in your household?

    a. **Higher managerial / professional / administrative** (e.g. established doctor, solicitor, board director in a large organisation (200+ employees), top level civil servant / public service employee)

    b. **Intermediate managerial / professional / administrative** (e.g. newly qualified (under 3 years) doctor, solicitor, board director in a small organisation,

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middle manager in a large organisation, principal officer in the civil service / local government, teacher, accountant)

c. **Supervisory or clerical / junior managerial / professional / administrative** (e.g. office worker, student doctor, foreman with 25+ employees, salesperson, policeman, nurse, secretary, self-employed)

d. **Skilled manual worker** (e.g. skilled bricklayer, carpenter, electrician, plumber, painter, bus / ambulance driver, HGV/train driver, AA patrolman, mechanic)

e. **Semi or unskilled manual work** (e.g. manual workers, all apprentices in skilled trades, caretaker, park keeper, non-HGV driver, shop assistant, pub / bar worker, factory worker, receptionist, labourer)

f. **Full time education/student**

g. **Unemployed**

h. **Looking after home or family**

i. **Retired** {ONLY ON LIST FOR Q27a IN ONLINE VERSION}.

ASSIGN RESPONDENT TO SEG A, B, C1, C2, D, E.

{ASK ALL}

Q28 What is your ethnic group?

Choose one option that best describes your ethnic group or background.

White
- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Roma
- Any other white background

Mixed
- White and Black Caribbean
- White and Black African
- White and Asian

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- Any other mixed / Multiple Ethnic background

Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

Black / African / Caribbean / Black British

- Caribbean
- African
- Any other Black / African / Caribbean background

Other ethnic group

- Arab
- Any other ethnic group (please specify)

{ASK ALL}

Q29 Which of these applies to your home?

Owned outright (without mortgage)
Owned with a mortgage or loan
Owned with a mortgage or loan through an affordable housing scheme
Rented from the council
Rented from someone else
Rent free

{ASK ALL}

Q30 Please could you tell us the number of children under 16 in your household?

None
One
Two
Three or more

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{ASK IF Q30=1+}

Q31 At what age would you let children in your household walk, wheel or cycle independently in your local neighbourhood?

Enter age

NUMERICAL ENTRY

RANGE 3..21

{HARD CHECK IF OUTSIDE RANGE. "You answered {ANSWER} which is outside the {RANGE} range. Please amend your answer"}

{ASK ALL}

Q32 When travelling with children do you use:

(Select one answer only)

A buggy or pushchair when walking or wheeling?
A child seat or cargo bike when cycling?
Both
None
I do not travel with children

{ASK ALL}

Q33 Please could you tell me the number of adults aged 16 or over in your household **including yourself**?

One
Two
Three or more

{ASK ALL}

Q34 Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more? If you have a physical condition and a mental health condition please select both responses.

Yes, I have a physical condition
Yes, I have a mental health condition
No {EXCLUSIVE ANSWER}

{ASK IF YES AT Q34}

Q35 In which of the following areas, if any, does your physical or mental health condition affect you?

Please select all that apply.

a) Reduced mobility (including physical / dexterity / stamina impairments)
b) Learning disability
c) Deaf or hard of hearing
d) Blind or partially sighted
e) Mental health conditions (depression, anxiety, bipolar disorder)
f) Neurodivergent (including dyspraxia, autism and ADHD)
g) Long term health conditions or chronic illness (diabetes, high blood pressure, long term pain, chronic fatigue)
h) Other, not listed above
i) Prefer not to say {EXCLUSIVE ANSWER}

{ASK IF YES AT Q34}

Q36 Do you use a mobility aid to get around?

Please select all that apply.

a) Wheelchair
b) Mobility scooter
c) A cane or guide dog
d) A walking stick or frame
e) An adapted cycle
f) Other
g) I do not use a mobility aid {EXCLUSIVE ANSWER}

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{ASK ALL}

Q37 Please use this space for any further comments you would like to make:

WRITE IN:

Thank you for your time today.

Please encourage others aged 16+ in your household to also take part. See the letter you received for further details.

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Appendix 2: Response rates in 2023, 2021 and 2019

Response rates shown only for cities expecting to participate in 2025.

2023 response rates

Table 8 below shows the 2023 response rates by city, together with the proportion of online vs. paper responses and the proportion of cyclists in the achieved sample.

Table 8 Response rates in 2023

City	Household response rate (%)*	Estimated respondent response rate (%)**	Achieved		
			Online responses (%)	Paper responses (%)	Cyclists (%)
Aberdeen	12.6	9.6	76.1	23.9	33.4
Belfast	10.5	8.0	77.9	22.1	32.6
Bristol	16.7	13.1	73.8	26.2	45.1
Cardiff	16.0	12.7	78.7	21.3	39.9
Dundee	11.6	8.9	77.1	22.9	25.8
Dunfermline	14.6	11.2	72.0	28.0	29.0
Edinburgh	19.9	15.4	76.4	23.6	42.6
Glasgow	11.8	8.9	77.7	22.3	36.2
Greater Cambridge	19.6	15.1	77.3	22.7	64.0

City	Household response rate (%)*	Estimated respondent response rate (%)**	Achieved		
			Online responses (%)	Paper responses (%)	Cyclists (%)
Greater Manchester	11.5	9.1	79.3	20.7	26.2
Inverness	13.4	10.2	76.0	24.0	45.3
Liverpool City Region	10.6	8.4	73.5	26.5	30.7
Perth	15.1	11.6	71.4	28.6	34.3
Southampton City Region	14.8	11.7	75.9	24.1	32.8
Stirling	14.4	10.7	72.7	27.3	39.9
Tyneside	14.7	11.7	76.5	23.5	31.6
TOTAL	**13.8**	**10.6**	**75.7**	**24.3**	**36.7**

*Household response rate was calculated based on total number of responding households divided by total number of invited households.
**Estimated respondent response rate was calculated based on total number of household addresses issued, downsized by estimated sample deadwood (9%), multiplied by estimated average of eligible adults per household (1.9), and divided by overall number of achieved responses.

Table 9 below shows the household response rate from the achieved sample in 2023. Up to three adults from the same household aged 16 years + could participate in the survey.

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Table 9 Number of responses received from same household (%) in 2023

City	Three responses (%)	Two responses (%)	One response (%)
Aberdeen	4.2	22.8	73.0
Belfast	5.9	20.1	74.0
Bristol	5.7	24.7	69.5
Cardiff	5.6	25.4	69.0
Dundee	5.9	21.4	72.7
Dunfermline	4.4	23.3	72.2
Edinburgh	4.8	24.1	71.2
Glasgow	4.9	20.1	75.1
Greater Cambridge	3.5	26.7	69.7
Greater Manchester	6.0	24.3	69.7
Inverness	4.5	22.2	73.3
Liverpool City Region	6.1	24.6	69.3
Perth	4.2	24.6	71.2
Southampton City Region	5.8	24.9	69.3
Stirling	4.5	19.9	75.6
Tyneside	6.8	23.3	69.9

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City	Three responses (%)	Two responses (%)	One response (%)
TOTAL	5.2	23.2	71.6

2021 response rates

Table 10 below shows the 2021 response rates by city, together with the proportion of online vs. paper responses and the proportion of cyclists in the achieved sample.

Table 10 Response rates in 2021

City	Household response rate (%)*	Estimated respondent response rate (%)**	Achieved		
			Online responses (%)	Paper responses (%)	Cyclists (%)
Aberdeen	13.3	9.8	66.6	33.4	34.2
Belfast	12.0	9.4	71.5	28.5	31.3
Bristol	17.3	13.4	69.7	30.3	45.4
Cardiff	16.8	13.0	72.8	27.2	40.9
Dundee	12.3	9.4	69.3	30.7	28.6
Edinburgh	19.5	14.7	72.6	27.4	43.2
Glasgow	10.8	8.0	71.5	28.5	37.0
Greater Cambridge	20.7	15.8	70.7	29.3	63.2
Greater Manchester	13.4	10.4	66.5	33.5	25.3

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City	Household response rate (%)*	Estimated respondent response rate (%)**	Achieved		
			Online responses (%)	Paper responses (%)	Cyclists (%)
Inverness	15.4	11.6	64.9	35.1	44.8
Liverpool City Region	12.1	9.4	65.4	34.6	32.0
Perth	16.5	12.3	66.4	33.6	35.8
Southampton City Region	15.9	12.4	66.6	33.4	33.3
Stirling	14.7	11.1	66.6	33.4	43.3
Tyneside	15.5	12.2	67.8	32.2	32.7
TOTAL	**14.6**	**11.2**	**68.5**	**31.5**	**38.0**

Table 11 below shows the household response rate from the achieved sample in 2021. Up to three adults from the same household aged 16 years + could participate in the survey.

Table 11 Number of responses received from same household (%) in 2021

City	Three responses (%)	Two responses (%)	One response (%)
Aberdeen	3.2	20.6	76.2
Belfast	6.4	22.0	71.6
Bristol	4.6	24.6	70.8

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City	Three responses (%)	Two responses (%)	One response (%)
Cardiff	5.1	23.4	71.6
Dundee	4.4	23.7	71.9
Edinburgh	3.6	22.8	73.6
Glasgow	4.1	20.2	75.6
Greater Cambridge	4.2	23.8	72.1
Greater Manchester	5.0	24.9	70.1
Inverness	4.0	23.1	72.9
Liverpool City Region	5.5	23.5	71.0
Perth	3.4	21.4	75.2
Southampton City Region	4.4	25.9	69.7
Stirling	3.0	25.0	72.0
Tyneside	6.2	24.2	69.7
TOTAL	**4.4**	**23.2**	**72.3**

2019 response rates

Table 12 below shows the 2019 response rates by city, together with proportion of online vs. paper responses and proportion of cyclists in achieved sample.

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Table 12 Response rates in 2019

City	Household response rate (%)*	Estimated respondent response rate (%)**	Achieved		
			Online responses (%)	Paper responses (%)	Cyclists (%)
Belfast	10.3	8.2	65.0	35.0	28.0
Bristol	15.2	12.5	72.2	27.8	44.0
Cardiff	17.5	14.3	68.7	31.3	38.4
Dundee	12.0	9.3	69.1	30.9	25.8
Edinburgh	21.4	17.1	72.8	27.2	42.2
Greater Cambridge	19.7	16.1	70.6	29.4	62.8
Greater Manchester	11.3	9.8	65.5	34.5	27.6
Inverness	12.7	10.3	66.1	33.9	45.2
Liverpool City Region	11.2	9.4	59.2	40.8	26.4
Southampton City Region	12.4	10.4	67.0	33.0	33.5
Tyneside	13.6	11.7	68.6	31.4	30.7
TOTAL	**13.6**	**11.1**	**67.7**	**32.3**	**36.9**

Table 13 below shows the household response rate from the achieved sample in 2019. Up to three adults from the same household aged 16 years + could participate in the survey.

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Table 13 Number of responses received from same household (%) in 2019

City	Three responses (%)	Two responses (%)	One response (%)
Belfast	7.9	23.2	68.9
Bristol	5.3	31.9	62.8
Cardiff	7.5	27.0	65.5
Dundee	5.7	22.7	71.5
Edinburgh	5.2	27.6	67.2
Greater Cambridge	4.7	31.4	63.9
Greater Manchester	9.6	29.7	60.7
Inverness	5.7	28.8	65.5
Liverpool City Region	7.2	30.3	62.6
Southampton City Region	4.9	34.3	60.8
Tyneside	8.0	32.8	59.2
TOTAL	**6.5**	**28.9**	**64.6**

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Appendix 3: Examples of deliverables

Data and model summary tables

Survey results are divided into two sheets. Survey data and model sheets contains data requirements which use a **different base of survey respondents.** Most of the data should be represented as a **percentage**, but there are some data points where a **median** value is required.

Data Sheet

The data sheet is used for our final reporting, this feeds into internal documents which are based on the template.

Figure 1: Example of Data summary document showing Data sheet

Model sheet

The Model sheet has the same structure, but includes only data required for Sustrans model. Again our models are based on these templates so data must be returned in this format.

Figure 2: Example of Data summary document showing Model sheet

Cross tabulations

The requirements for the cross tabulations are outlined below. Sustrans do not have a set template for how these cross tabulations are presented but figures 3 and 4 below outline our preferred and acceptable format.

1. Cross tabulations of various variables, for further analysis and our QA process. The list of required cross tabulations will be determined during the fieldwork period.
    a. Note that we need figures in number format only (without "%" mark in actual tables).
    b. All tables need to show weighted and unweighted base.
2. Separate excel files for cross tabulations with and without significance testing (between subsets of respondents e.g. gender / age). The cross tabulations should be run twice – once with sig. testing, and once without sig. testing.
3. Question specific needs, i.e. for Likert scale questions, we also need top two boxes and bottom two boxes answers included in crosstabs, with significance testing performed as well. For distance and duration clean data, we need both mean and median values included, with significance tests on the mean.

Figure 3: Preferred Cross tabulation format with significance testing differences (% and sig. differences in a same table)

Q.10 How useful would any of the following be to help you start cycling or to cyc				
Base : All Respondents	Total	Gender		
		Male	Female	Other
		A1	B1	C1
Base (WTD)	1106	516	588	2
UNWTD	1106	527	577	2
Very useful	33.87	35.20	32.65	52.24
Fairly useful	26.23	29.11	23.63	47.76
		B1		
Not very useful	13.06	11.91	14.11	-
Not at all useful	26.84	23.78	29.61	-
			A1	
ANY Useful	60.11	64.31	56.27	100.00
		B1		
ANY Not Useful	39.89	35.69	43.73	-
			A1	

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Figure 4: Acceptable Cross tabulation format with significance testing differences (% and sig. differences in 2 separate tables, one after another)

Table 001: Number of cars owned

Base: all aged 16+	Total	Gender				
		Female	Male	In another way	Don't know	Prefer not to answer
Unweighted base	23144	12109	10498	144	132	261
Weighted base	23161	11475	11060	241	189	196
None	25	25	25	48	17	29
One	43	43	42	31	49	46
Two	26	26	27	19	26	23
Three or more	6	6	6	2	8	1
Don't know	0	-	0	-	-	-
Total	100%	100%	100%	100%	100%	100%

Comparisons of Column Proportions

	Total	Gender				
		Female	Male	In another way	Don't know	Prefer not to answer
		(A)	(B)	(C)	(D)	(E)
None	.			A B D E		D
One	.	C	C		C	C
Two	.		C			
Three or more	.		C E		C E	
Don't know	.	.a		.a	.a	.a

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