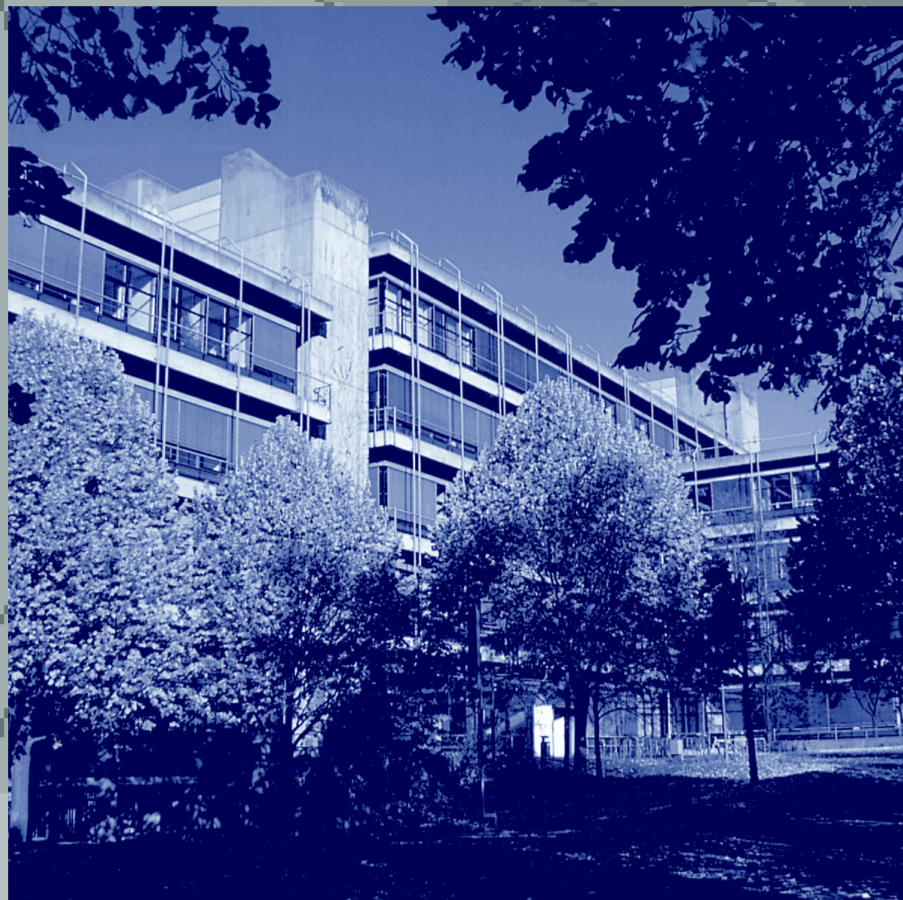


Universität Stuttgart Germany

Institute for Road and Transportation Science
Chair of Road Construction and Road Design
Prof. Dr.-Ing. Wolfram Ressel

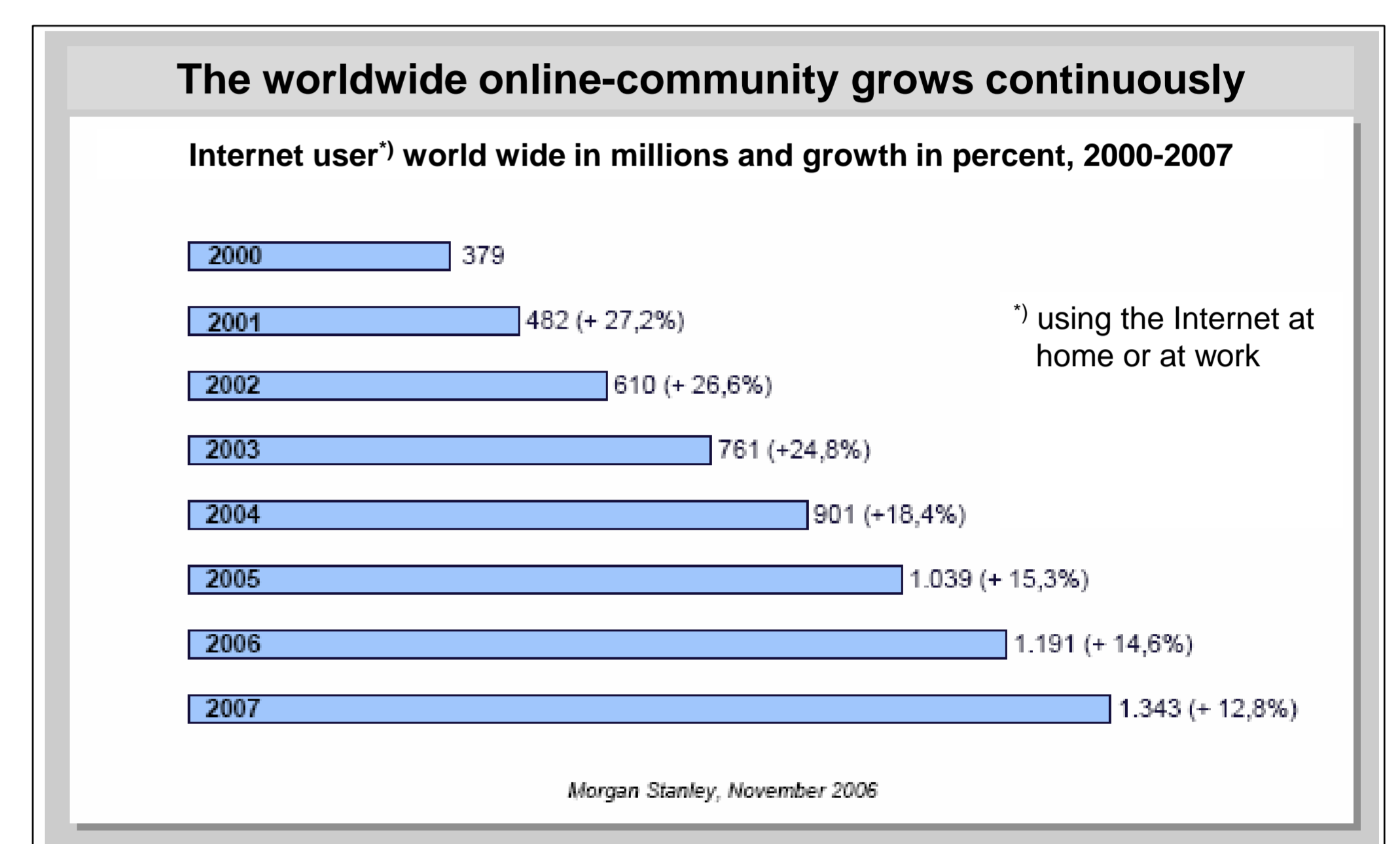


Standardisation of Surveys on Conventional Travel Behaviour and Virtual Activities Dr.-Ing. Walter Vogt, Dipl.-Ing. Felix Schiffner

1 Introduction and Objectives

The use of the Internet in everyday life has increased significantly over the last decade. Different kinds of services like banking transfers, medical examinations or shopping activities are more and more done online. In order to understand the effects of internet use on physical traffic a lot of surveys have been carried out. But they differ in various aspects like use and definition of variables. They are hardly comparable and cannot outline the development long run. Therefore there is a need for standardisation.

2 The object of the present study is to analyse the need and possibilities for an extension of the existing standardisation in conventional travel behaviour studies to surveys on virtual mobility and its effects on transportation.



Internet user worldwide (Morgan Stanley, 2006)

<p>1. B2C-VERFAHREN: Qualitative und quantitative Analyse des Konsumenten- und Anbieterverhaltens und deren verkehrliche Auswirkungen in Ballungsräumen</p> <p>2</p>	<p>(1) Project frame</p> <ul style="list-style-type: none"> - Coordinator / Editor - Research intention <p>(2) Survey frame</p> <ul style="list-style-type: none"> - Mode / Period - Sample / Population - Incentive - Additional surveys (e.g. travel diaries) <p>(3) Data content</p> <ul style="list-style-type: none"> - Number of questions - Structure (main topics) - Filter <p>(4) Results</p> <ul style="list-style-type: none"> - Main results, statistics - Publications
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Survey characteristics - Example

3 Methods

15 surveys from different countries have been analysed in three steps:

- Descriptive analysis of the general conditions and the main contents: Survey characteristics make the different standardised questionnaires comparable.
- Synoptic comparison of the surveys: Elements, which are likely to be more useful than others show the preferred way to gather the interdependency.
- Qualitative evaluation: Core elements of surveying teleservices and impacts on transportation as well as additional elements for online-shopping are extracted

All surveys deal with the effect of substitution of physical traffic when using the Internet for online-shopping instead of doing a physical trip to a conventional brick-and-mortar store.

4 Results and Discussion

All analysed studies are carried out as standardised questionnaires. The surveys are predominantly done in the written way (including online-forms which will gain more and more importance). In some cases, travel diaries are used additionally. The effort to answer them is rather long (15-30 minutes).

Using standardised questionnaires, four main parts should be covered: (1) sociodemographic parameters, (2) mobility and (3) internet use behaviour as well as (4) additional elements for special online applications (e.g. online-shopping). Further, the categories and scales for the answers should offer at least the possibility for harmonisation.

5 The use of these recommended elements is just one single point to make surveys more comparable – but an absolutely basic one. Of course the interpretation, a clear documentation and the public availability of the data are very important. Especially the last aspect is hardly realised at the moment.

6 Conclusion

With regard to an effective allocation of resources and a scientific improvement it is absolutely necessary to make surveys comparable. For surveys which gather the transportation impacts of a virtualisation of activities this demand is not yet realised. The study takes a look into 15 field-tested surveys focusing on the internet application online-shopping. Core elements, which are recommended to be implemented, and additional elements concerning online-shopping are given.

SECTION A: PERSON DETAILS

Q1: Who are the people who usually live here, starting with you? (Household size)

Q2: Before asking you about your travel, which of these activities apply to you at the moment? (Person: age, sex, graduation, profession)

Q3: Is it a secondary school, TAFE or other college, a university or something else? (Education)

Q4: Is it government or private? (Employment)

Core elements – Sociodemographic parameters (SHTS, 2004)

Fragebogen W3B-Umfrage April/Mai 2005

5 von 7 Fragebogenabschnitten

Seit wann nutzen Sie das Internet?

Wie oft nutzen Sie das Internet in einer normalen Woche? Bitte geben Sie die durchschnittliche Anzahl der Tage pro Woche an, an denen Sie normalerweise online sind!

Core elements – Internet use (W3B, 2005)

Zu Ihrem Einkaufsverhalten

Wie oft kaufen Sie in der Regel folgende Waren und Dienstleistungen persönlich im Laden ein?

Waren/Dienstleistungen	täglich	1-2 mal pro Woche	3-4 mal pro Woche	1 mal pro Monat	1-2 mal pro Jahr	gelegentlich	Nein
Kurzfristiger/gelegentlicher Bedarf							
Nahrungsmittel (Brotbackwaren)							
Nahrungsmittel (Großhandel)							
Getränke							
Pflege- und Reinigungsmittel							
Körper- und Gesundheitspflege							
Mittelfristiger Bedarf (Baumaterialien, Hausat etc.)							
Langfristiger Bedarf (Einkaufsgüter, Elektrogeräte etc.)							
Dienstleistungen (Reinigung, Schweißarbeiten etc.)							
Sonstiges, und zwar:							

Additional elements – Surveyed products (Mobinet D 7.3, 2004)