

Business Travel Survey

Section 1 – Your company and climate change

Q1 To date, how much of an impact has climate change had on the way your company conducts its business? Would you say it has had...**Read out and single code**

- A very big impact.....1
- A fairly big impact..... 2
- Not much of an impact 3
- No impact at all..... 4
- DK / Depends0

Q2 Thinking ahead over the next ten years, which of the following statements best reflects your view on the likely level of change in the way your company conducts business as a result of climate change?

Read out and single code

- There will have to be a lot of changes1
- There will have to be some changes 2
- There will be a few changes as a result of climate change 3
- There will be no changes as a result of climate change..... 4
- DK / Depends0

Q3 Is your company actively seeking to reduce its carbon footprint?

Read out and single code

- Yes, already doing so1
- Yes, developing plans to do so.....2
- No, but intend to do so in the future.....3
- No0

Q4 And is business travel an area where your company is seeking to reduce its carbon footprint?

Read out and single code

- Yes, already doing so1
- Yes, developing plans to do so.....2
- No, but intend to do so in the future.....3
- No0

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Q5 A growing number of companies have a corporate policy which encourages more sustainable business travel, by which I mean the use of lower carbon travel choices and alternatives. Does your organisation have such a policy?

Read out and single code

- Yes, already have one1
- Not yet, developing one2
- No, but intend to do so in the future.....3
- No0

Q6a Does your company currently have a policy in place to reduce your flights, either in terms of the number taken and / or a cut in emissions?

Read out and single code

- Yes, already have one1 **Ask Q6b**
- Not yet, developing one2
- No, but intend to do so in the future.....3
- No0

Q6b **If Yes at Q6a:** What is your target for reducing flights? How much are you aiming to cut?

Number of flights:.....

%'age cut in emissions:.....

Section 2 – Changes in travel and meeting practices

Q7 In the past two years, would you say that your company's total expenditure on business travel has:

Read out and single code

- Increased significantly1
- Increased slightly2
- Decreased slightly3
- Decreased significantly4
- Not changed at all.....5

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Q8 Which of the following changes, if any, have occurred to your company's business travel in the past two years?

Read out and multi- code

- Less flying1
- Greater use of videoconferencing.....2
- Greater use of audio conferencing (over the telephone)3
- Greater use of web conferencing.....4
- More use of rail travel5
- Less travel overall.....6

- None / no changes.....0

Q9a In the past two years, would you say that the total number of flights taken by your company has ... **Read out and single code**

- Increased significantly1 **Ask Q9b/c**
- Increased slightly2 **Ask Q9b/c**
- Decreased slightly3 **Ask Q9d/e**
- Decreased significantly.....4 **Ask Q9d/e**
- Not changed at all.....5 **Skip to Q10**

Q9b **If Increase at Q9a:** Approximately what percentage increase has there been in the number of flights taken by your company in the past two years?

Type in percentage and code: +%

- 1% to 5%1
- 6% to 10%2
- 11% to 15%3
- 16% to 20%4
- 21% to 25%5
- 25% to 50%6
- 51% to 75%7
- 76% to 100%8
- 101% or more9
- DK / CR.....0

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Q9c **If Increase at Q9a:** Why has the number of flights increased?

Type in – Probe fully

Q9d **If Decrease at Q9a:** Approximately what percentage decrease has there been in the number of flights taken by your company in the past two years?

Type in percentage and code: -%

1% to 5%	1
6% to 10%	2
11% to 15%	3
16% to 20%	4
21% to 25%	5
25% to 50%	6
51% to 75%	7
76% to 100%	8
101% or more	9
DK / CR.....	0

Q9e **If Decrease at Q9a:** Why has the number of flights decreased?

Type in – Probe fully

Ask All

Q10a In the past two years, would you say that the number of domestic flights taken within the UK by your company has ... **Read out and single code**

Increased significantly	1
Increased slightly	2
Decreased slightly	3
Decreased significantly	4
Not changed at all.....	5

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Q10b Have any of the following been able to replace domestic flights taken by your company?

Read out and multi- code

- Greater use of videoconferencing.....1
- Greater use of audio conferencing (over the telephone)2
- Greater use of web conferencing.....3
- More use of rail travel4
- None of the above5

Other - Please specify:

Q11a In the past two years, would you say that the number of short haul flights taken by your company to Continental Europe has ... ***Read out and single code***

- Increased significantly1
- Increased slightly2
- Decreased slightly3
- Decreased significantly.....4
- Not changed at all.....5

Q11b Have any of the following been able to replace short haul flights taken by your company?

Read out and multi- code

- Greater use of videoconferencing.....1
- Greater use of audio conferencing (over the telephone)2
- Greater use of web conferencing.....3
- More use of rail travel4
- None of the above5

Other - Please specify:

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Q12a In the past two years, would you say that the number of long haul flights taken by your company has ... **Read out and single code**

- Increased significantly1
- Increased slightly2
- Decreased slightly3
- Decreased significantly4
- Not changed at all.....5

Q12b Have any of the following been able to replace long haul flights taken by your company?

Read out and multi- code

- Greater use of videoconferencing.....1
- Greater use of audio conferencing (over the telephone)2
- Greater use of web conferencing.....3
- More use of rail travel4
- None of the above5

Other - Please specify:

Q13a I would now like you to think about videoconferencing by which we mean any system that allows people in different locations to see each other and hold lifelike virtual meetings in real time. Does your company currently use videoconferencing ...

Read out and single code

- Routinely (i.e. every day / most days).....1
- Frequently (i.e. once or twice a week)2
- Occasionally (i.e. once or twice a month)3
- Rarely (less often than this)4
- Never, do not use videoconferencing at all.....0 **Skip to Q15**

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Q13b Has your company increased the amount it has spent on videoconferencing equipment during the past two years?

Read out and single code

Yes, increased significantly	1
Yes, increased slightly	2
No, not at all.....	3
Don't know / CR.....	0

Q14a What impact, if any, has the use of videoconferencing had in reducing your company's flying? Would you say it has had a:

Read out and single code

Major impact	1	Ask Q14b
Moderate impact	2	Ask Q14b
Slight impact	3	Ask Q14b
None at all.....	4	Go to Q15
Don't know / CR.....	0	Go to Q15

Q14b **If some impact at Q14a (codes 1/2/3):** Approximately what percentage of flights do you think your company has been able to cut in the past two years as a result of using videoconferencing?

Type in percentage and code:%

1% to 5%	1
6% to 10%	2
11% to 15%	3
16% to 20%	4
21% to 25%	5
25% to 50%	6
51% to 75%	7
76% to 100%	8
101% or more	9
DK / CR.....	0

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Ask All

Q15 Please place the following alternatives to flying in rank order, with 4 being the highest and 1 being the lowest in terms of their ability to reduce flying in your company.

Read out all and rank 4 to 1

	High	▶	Low
Videoconferencing	4	3	2
Audio conferencing	4	3	2
Web conferencing	4	3	2
Train.....	4	3	2
None of the above	0		

Section 3 – Consequences of these changes

Ask all

Q16a Which of the following benefits, if any, has your company noticed as a result of changing travel and meeting practices during the recession?

Read out and multi- code

Cost savings from avoided flights and expenses.....	1
Reduced CO2 from flying	2
Less staff away from the office	3
Greater staff productivity.....	4
Ability to work during travel disruptions (strikes / volcanic ash)	5
Improved work-life balance for staff.....	6
Better collaboration between staff	7
Other - Please specify:	
None of these.....	0

Q16b Of these, which one would you say was the most beneficial to your company?

Q16c And second most?

Q16d And third most?

	Most 2 nd	3 rd
Cost savings from avoided flights and expenses.....	1	1
Reduced CO2 from flying	2	2
Less staff away from the office	3	3
Greater staff productivity.....	4	4
Ability to work during travel disruptions (strikes / volcanic ash)	5	5
Improved work-life balance for staff.....	6	6
Better collaboration between staff	7	7
Other - Please specify:		
.....	X	X

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Q17 Can you give me an example of how flying less and using more video, audio, or web conferencing has been of benefit to your company?

Type in – Probe fully

If Decreased at Q9a (codes 3 or 4): Ask Q18. Others go to Q19

Q18 I am going to read out a number of statements other companies have mentioned regarding the impact of changes in business travel. After each one could you please tell me whether you agree or disagree with that particular statement using the scale:

- Agree strongly
- Agree slightly
- Disagree slightly
- Disagree strongly

Statements	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't Know
Changing the way we meet and travel has been good for us as a business	1	2	3	4	0
Reduced flying and greater use of alternatives are now important parts of our Corporate Responsibility agenda	1	2	3	4	0
It is possible to fly less as an organisation and remain both profitable and competitive	1	2	3	4	0
Staff have welcomed spending less time travelling away from home on business	1	2	3	4	0

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Section 3 – Future Travel and Meeting Intentions

Ask all

Q19 Looking ahead over the next two years, do you think that your company will encourage any of the following:

Read out and multi- code

- Less domestic air travel1
- Less short haul air travel.....2
- Less long haul air travel.....3
- More travel by train to meetings4
- More use of videoconferencing.....5
- More use of audio conferencing6
- More use of web conferencing.....7
- More home working8
- Other - Please specify:

- None of these.....0

If Decreased at Q9a (codes 3 or 4): Ask Q20. Others go to Q21

Q20 I am going to read out a number of statements other companies have mentioned regarding future business travel. After each one could you please tell me whether you agree or disagree with that particular statement using the scale:

- Agree strongly
- Agree slightly
- Disagree slightly
- Disagree strongly

Statements	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't Know
Our company's expenditure on business travel is unlikely to increase once the economy improves.	1	2	3	4	0
Once the economy improves, my company will probably return to 'business as usual' levels of flying.	1	2	3	4	0
The recession has prompted a permanent shift in our travel and meeting practices.	1	2	3	4	0
My company is likely to want to reduce the number of flights taken by employees over the next ten years.	1	2	3	4	0

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Section 4 – Company Actions and Support

Ask all

Q21a Which of the following would you say are obstacles in changing your company’s travel practices in favour of less flying and greater use of alternatives?

Read out and multi- code

High cost of rail travel	1
Inconvenience of rail travel	2
The use of ‘Air Miles incentivising unnecessary travel	3
Perception of flying as a perk of the job.....	4
Lack of familiarity with using videoconferencing technology	5
High cost of videoconferencing equipment.....	6
Problems in getting budget approval for videoconferencing equipment...	7
High cost of bandwidth	8
Poor quality of videoconferencing.....	9
Lack of videoconferencing in countries we work in.....	10
Client insistence on travel and face-to-face meetings	11
Lack of support from Directors and Senior Management	12
Difficulties in measuring the benefits of reduced business travel ...	13
Other - Please specify:	
None of these.....	20

Q21b Do you consider each of these to be a major or a minor obstacle to changing your company’s travel practices?

Read out those mentioned at Q21a and code for each

Obstacles	Major	Minor
High cost of rail travel	1	2
Inconvenience of rail travel	1	2
The use of ‘Air Miles incentivising unnecessary travel	1	2
Perception of flying as a perk of the job	1	2
Lack of familiarity with using videoconferencing technology	1	2
High cost of videoconferencing equipment	1	2

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Problems in getting budget approval for videoconferencing equipment	1	2
High cost of bandwidth	1	2
Poor quality of videoconferencing	1	2
Lack of videoconferencing in countries we work in	1	2
Client insistence on travel and face-to-face meetings	1	2
Lack of support from Directors and Senior Management	1	2
Difficulties in measuring the benefits of reduced business travel	1	2

Ask all

Q22 Which of the following, if any, are you doing to encourage staff to fly less?

Read out and multi- code

- Tougher travel policy1
- Personal carbon budgets.....2
- Staff communications3
- Staff incentives4
- Increasing the availability of the appropriate technologies5
- More carbon accounting / reporting6
- Other - Please specify:

- None of these.....0

Q23 Can you please describe what you are doing in more detail to encourage staff to fly less?

Type in – Probe fully

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Q24 The Government should do more to encourage firms to invest in videoconferencing technology. To what extent do you agree or disagree with that?

Agree strongly.....	1
Agree slightly.....	2
Disagree slightly.....	3
Disagree strongly.....	4
DK.....	0

Q25 Which, if any, of the following should the Government support to help your company achieve lower carbon business travel and meeting practices?

Read out and multi-code

An enhanced capital allowance scheme or other tax incentives to lower the purchase price of videoconferencing equipment.....	1
More favourable tax treatment of company incentive schemes to encourage staff to make greater use of videoconferencing.....	2
A better public network of public videoconferencing facilities.....	3
Nationwide provision of high speed broadband.....	4
Greater investment in high speed rail	5
Improvements to existing rail network.....	6
Lower cost of rail relative to air travel.....	7
Other (please specify)	
None of these.....	8
DK.....	0

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Section 6 – Company Information and Further Interest

Q26 Lastly, I'd like to ask a few questions just to place your answers into context. Please could you tell me your job title?

DO NOT READ OUT - ONLY ONE ANSWER ALLOWED

- 1) Business Travel Manager
- 2) CSR Director/ Senior Manager
- 3) Sustainability Director/ Senior Manager
- 4) Environmental Director/ Senior Manager
- 5) Finance Director
- 31) Other (Type in at next screen)

Q27 In which industry sector are your main operations?

PROMPT IF NECESSARY - ONLY ONE ANSWER ALLOWED

- 1) Construction
- 2) Electricity
- 3) Oil & Gas
- 4) Water
- 5) Finance
- 6) Hotels and Restaurants
- 7) Mining & Quarrying
- 8) Manufacturing
- 9) Real Estate, renting and business activities
- 10) Transport, storage and communication
- 11) Wholesale and Retail trade
- 31) Other (Type in at next screen)

Q28a Could I please take a note of your email address so that we can send you the digest of findings?

- 1) Yes - want final report emailed
- 2) No - don't want final report

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Ask Q28b if Q28a is Coded 1

Otherwise skip to Q29

Q28b PLEASE TYPE IN EMAIL ADDRESS HERE:

Ask All

Q29 Whilst your answers will remain anonymous, would you like your organisation to be listed as a participant in this survey when we publish our findings?

1) Yes

2) No

Q30 We hope to include a number of case studies to describe what companies are doing to reduce flying in our final report. Would your organisation be willing to be contacted by WWF at a later date to discuss this possibility?

1) Yes

2) No