



The Impact of Commuting On Employees

How Commuter Benefits Can Help

February 2008

BusinessWeek
RESEARCH
SERVICES

in partnership with

 **TransitCenter**[™]

PURPOSE OF THE SURVEY

To explore the challenges and issues that respondents have pertaining to commuting and the role they feel employers should play, as well as the strategies companies are deploying to address these issues. Additionally, to examine the role of commuter benefits as they relate to commuting issues, including level of interest and usage.

SAMPLING STRATEGY

In October 2007, BusinessWeek Research Services undertook a comprehensive survey of employees. A total of 1,048 respondents participated in the online study. Survey respondents were BusinessWeek online registrants and BusinessWeek readers.

Invitations were sent to participants via email; through an attached URL, they were directed to a secure Web site where they completed the survey.

The survey was conducted in three major metropolitan areas: Chicago, New York and San Francisco. These cities were chosen because of their relatively high concentration of commuters (based on the U.S. Census, American Community Survey, 2005), and because they represent geographically-dispersed markets.

Qualified respondents either resided within the city limits or within an 80-90 mile radius of one of these cities. Additionally, qualified respondents were at least 21 years of age, employed full- or part-time, and currently receiving benefits from their employer.

The survey has a 95% confidence level and a margin of error of +/- 3% unless otherwise noted.

RESEARCH SPONSORSHIP

This research project was funded by TransitCenter, a non-profit organization specializing in tax-free commuter benefits, but was performed independently of the sponsor by Chris Rogers, Director of Primary Research at BWRS. The editorial department of BusinessWeek was not involved in this project. For more information about this project, please email chris_rogers@businessweek.com.

EXECUTIVE SUMMARY

Today's Commuting Challenges

For respondents, the commuting environment has become more stressful than ever before. Not only is the issue front and center in the lives of today's workforce, the issue is intensifying. As a result, these increasing pressures have started to affect their work lives, causing employees to arrive late to work, and hindering their productivity, their loyalty, and their overall perceptions regarding the companies they work for.

In particular, respondents are concerned about rising commuter costs, rising fuel costs, the increase in congestion, the resulting time required to commute and the impact that commuting has on the environment.

For many respondents, getting to work on time has become a major challenge. This is especially true for people who cross a city boundary in their daily commute. In fact, where one lives and works has a strong influence on respondents' ability to arrive at work on time. Indeed, some respondents are at a point where they are vulnerable to leaving their firms as a result of the issues they have with their commute. Again, this is especially true for respondents who have to cross city limits.

Looking to Employers for Help

In trying to find solutions to cope with these pressures, most respondents are looking to their employers for relief. They also expect employers to match their environmental values, and there are even some respondents who would consider a lower-paying job at a more environmentally-proactive company.

The kinds of solutions that employees are seeking from their employers include flextime, telecommuting and commuter benefits. Yet companies still lag in providing employees with these solutions. An example of this is the slow adoption of commuter benefits programs which allow employees to pay for their commuting expenses tax-free, up to monthly limits set by the IRS.

This survey finds that 18% of tax-free commuter benefits users converted to mass transit from solo driving after enrolling in the program. A recent study from the American Public Transportation Association (APTA) found that a solo driver switching his or her commute to existing public transportation in a single day can reduce his or her CO2 emissions by 20 pounds – or more than 4,800 pounds in a year.* This makes the environment a beneficiary of commuter benefits.

*APTA, Public Transportation's Contribution to U.S. Greenhouse Gas Reduction, September 2007

Risks and Benefits to Employers

What's more, this research suggests employers must act to deal with these rising concerns or risk losing one of their most important strategic assets — their employees.

The value of helping employees solve commuting challenges is increasingly significant for companies today. For example, by providing tax-free commuter benefits, companies enable employees to:

- Reduce the cost, time and other stress factors of commuting
- Express environmental concern and embrace an employer they consider a good corporate citizen
- Develop the perception that they are working for an “employer of choice”

This research suggests that the resulting benefits for companies are many: increased employee loyalty, reduced attrition, increased productivity, and a new advantage in competing for talent.

KEY FINDINGS

Cost

The issue of commuting has clearly moved front and center in the lives of today's workforce. This survey found that 80% of respondents express some degree of concern over the cost of commuting to work, and 92% express some degree of concern over the high cost of fuel.

Cost of Commuting

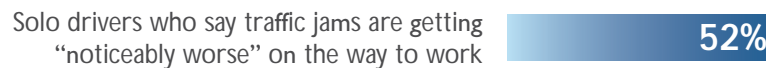


All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Traffic

Respondents who drive to work have to face difficult traffic environments. This is a fact of life, and it does not appear that there are any solutions in sight. In fact, for many, traffic is getting even worse. 52% of solo drivers said the frequency and duration of traffic jams are getting increasingly worse.

Traffic is Also Problematic



Respondent Base: Solo Drivers = 549
Source: BusinessWeek Research Services and TransitCenter, February 2008

Environment

There is growing environmental awareness among respondents as global warming becomes a major concern. The survey revealed that 92% of respondents have some degree of concern about the effects of global warming on the environment.

The Environment



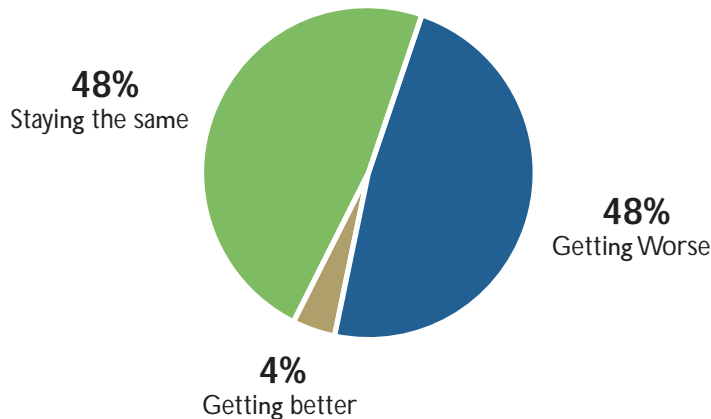
All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QA1, QA2, QA3 and QE1 in appendix for specific phrasing of survey question and answer choices

Current state of their commutes

Almost 50% of respondents say their commute is getting worse.

Feelings About Commute

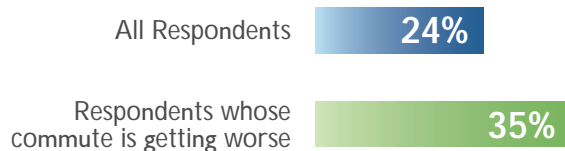


All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Commuting difficulties affect the ability of respondents to get to work on time

Getting to work late usually results in increased stress for employees and the serious possibility of a shortened and less productive work day. This study revealed that nearly one-quarter (24%) of respondents arrive to work late (15 minutes or more) 3 or more days a month due to their commute. Among respondents who say their commute is getting worse, 35% arrive late.

Commuters Who Arrive Late to Work Three or More Days Per Week



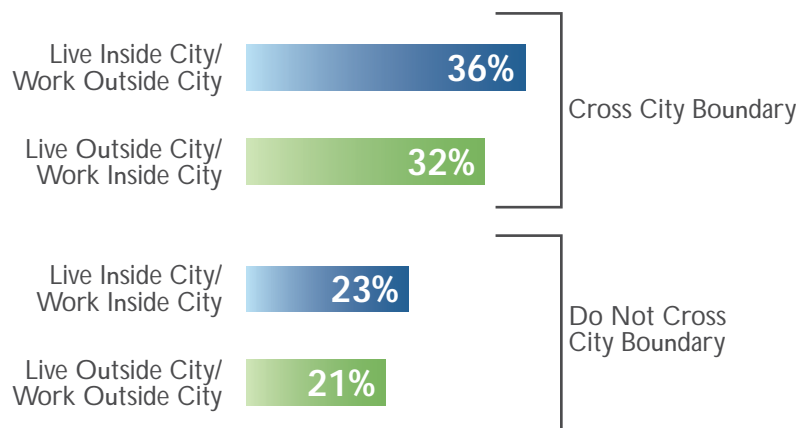
All Respondents = 1,048
Commute is getting worse = 507
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QC4 and QC6 in appendix for specific phrasing of survey question and answer choices

Their “Live/Work Geography” is a significant influence

Not surprisingly, where one lives and works has the strongest influence on respondents’ ability to arrive at work on time. Respondents who have to cross a city boundary to get to their place of work experience the most pressure. This survey found that for those who commute from inside a city to a place outside the city, 36% arrive to work late 3 or more days a month; and for those who are commuting from outside a city to a place inside a city, 32% arrive to work late 3 or more days a month.

Commuters Who Arrive Late to Work by Live/Work Geography



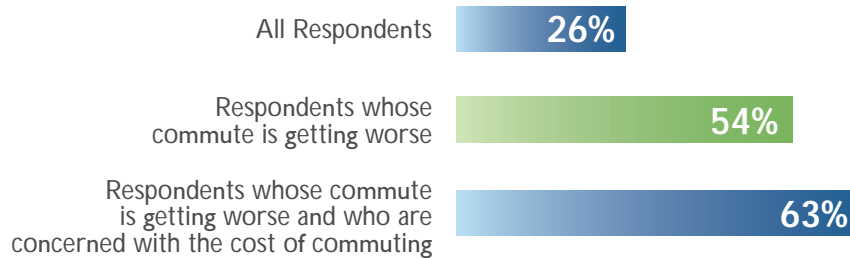
Live Inside City/Work Outside City = 59 (Note: margin of error more than +/- 3%); Live Outside City/Work Inside City = 187;
Live Inside City/Work Inside City = 298; Live Outside City/Work Outside City = 504
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QC6 in appendix for specific phrasing of survey question and answer choices

Difficult commutes may cause some respondents to consider leaving their jobs

The increasing pressures of commuting have a significant effect on the attitudes and loyalties of employees toward their employers. The survey suggests that commuting pressures are now such that a surprising number of respondents are vulnerable to leaving their jobs because of the difficulties of their commute. In fact, 26% of all respondents said they had gotten to the point where they can see themselves looking for another job in a different location due their commute. Of note, among respondents whose commute is getting worse and who are also concerned with the cost of commuting, we see an even higher percentage (63%) who are vulnerable to leaving.

Respondents Who Would Potentially Take Another Job Due to Commuting Difficulties



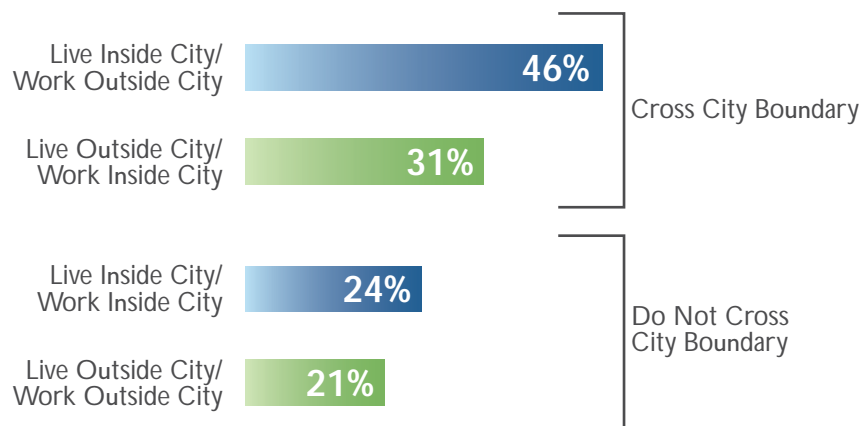
All Respondents = 1,048; Commute is getting worse = 507; Commute is getting worse & concerned about cost of commuting = 276
Source: BusinessWeek Research Services and TransitCenter February 2008

Note: see QC5 in appendix for specific phrasing of survey question and answer choices

“Live/Work Geography” increases vulnerability

Respondents who have to cross city limits are much more likely to be vulnerable to leaving their jobs. These respondents feel the commuting pressures most acutely: 46% of respondents who live inside a city and work outside a city are vulnerable to leaving. Of respondents who live outside a city and work inside a city, 31% are vulnerable. In contrast, only 24% of respondents who live and work inside a city are vulnerable. Only 21% of respondents who live and work outside a city are vulnerable to leaving their jobs.

Respondents Who Would Potentially Take Another Job Due to Commuting Difficulties by Live/Work Geography



Live Inside City/Work Outside City = 59 (Note: margin of error more than +/- 3%); Live Outside City/Work Inside City = 187; Live Inside City/Work Inside City = 298; Live Outside City/Work Outside City = 504
Source: BusinessWeek Research Services and TransitCenter February 2008

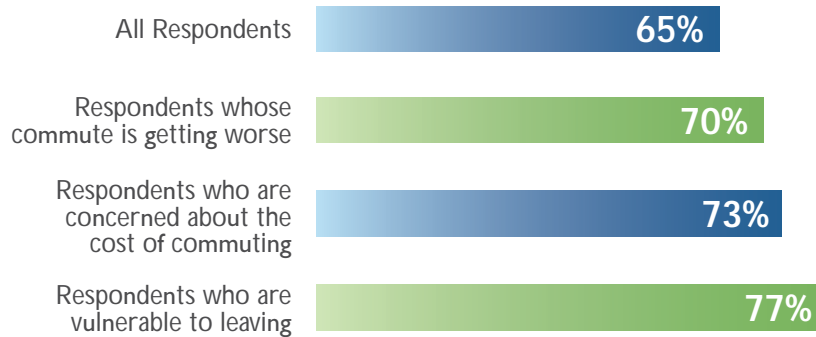
Note: see QC5 in appendix for specific phrasing of survey question and answer choices

Commuters are looking to their employers for help

In trying to find solutions to cope with commuting pressures, most respondents are looking to their employers for relief. Nearly two-thirds (65%) of respondents feel that companies should take the lead in helping to find ways to ease the difficulties of their commutes.

This percentage is even higher for those who are most affected by these pressures. For survey respondents who state that their commutes are getting worse, this figure increases to 70%. And, for respondents who are concerned about the cost of commuting, it climbs to 73%. For respondents who are vulnerable to leaving their firms, this figure climbs even higher to 77%.

Respondents Who Believe Companies Should Take the Lead in Helping Ease Employees' Commuting Difficulties



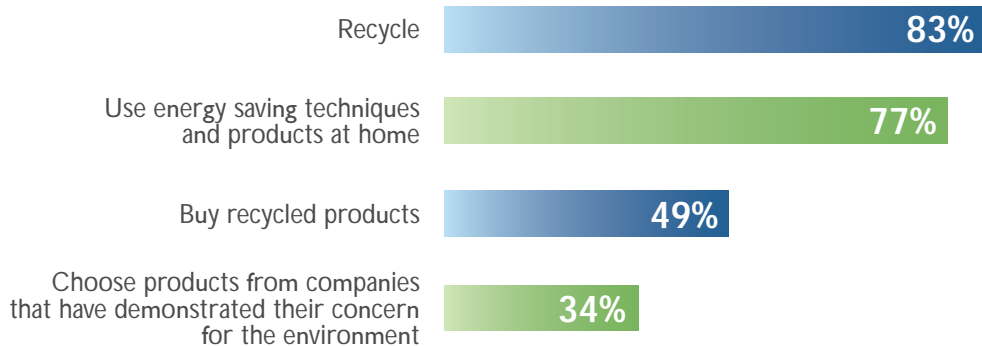
All Respondents = 1,048; Commute is getting worse = 507; Concerned about cost of commuting = 443; Vulnerable to leaving = 272
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QC7 in appendix for specific phrasing of survey question and answer choices

Commuters demonstrate their concern for the environment

Many respondents not only expressed concern about the environment, they are also taking proactive steps to help. The majority recycle and over two-thirds use energy-saving techniques and products at home.

Respondents Take Action to Help the Environment



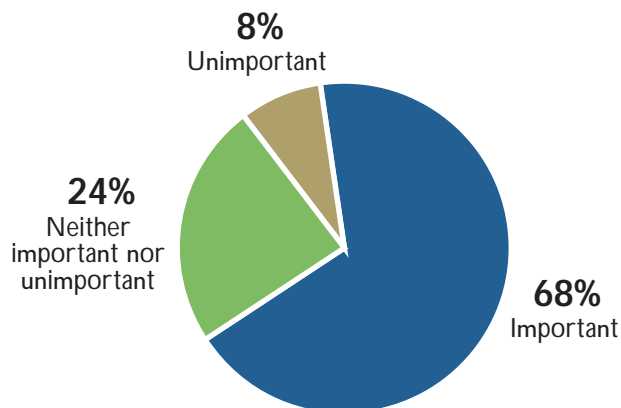
All Respondents = 1,048

Source: BusinessWeek Research Services and TransitCenter, February 2008

Employers' values should reflect commuters' own

In fact, the actions respondents are taking to help the environment are not limited to home recycling programs – the scope of their concern extends to interest in the actions their employers are taking. This survey found that 68% of respondents think it is important that the environmental values of their employer match their own.

Importance of Employers' Environmental Values Matching Employees'



All Respondents = 1,048

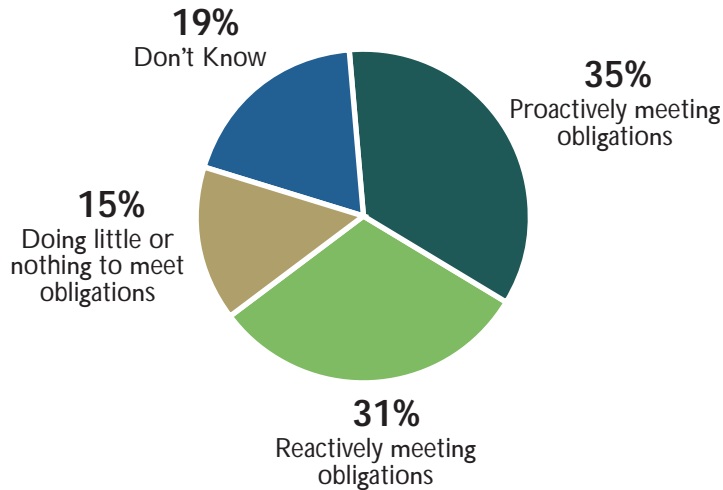
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QE2 and QE3 in appendix for specific phrasing of survey question and answer choices

Companies' Environmental Performance

35% of respondents say their companies are proactively meeting their obligations to the environment. Those companies benefit from their proactive approach.

How Respondents Describe Their Companies' Environmental Obligations

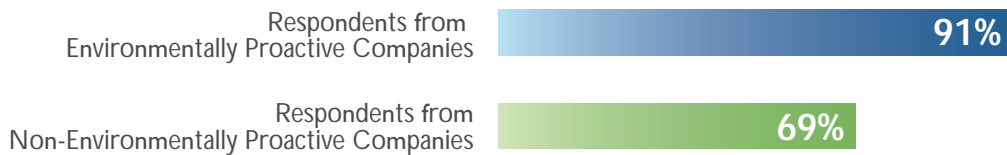


Respondent Base: All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Environmentally "proactive" firms reap positive benefits: enhanced corporate image and employee loyalty

According to this survey, companies seen as "environmentally proactive" are thought of more highly by employees than those companies that are not "environmentally proactive."

Respondents Who Consider Their Company an Exceptional/Good Place to Work



Respondents who work for companies that are proactive in meeting their environmental obligations = 365
Respondents who work for companies that are reactive in meeting their environmental obligations, or that do little or nothing to meet their environmental obligations = 485
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QE4 and QC1 in appendix for specific phrasing of survey question and answer choices

Backing up attitudes with action

Employers that commit themselves to helping the environment not only benefit from a positive image and increased employee loyalty, they also gain advantage in the competition for talent. In aggregate, a significant number of respondents would take a 10% or 5% lower salary at a company that has a comprehensive carbon reduction strategy, than a higher salary at a company that had no such strategy.

Respondents Who Would Take a Lower Salary to Help the Environment

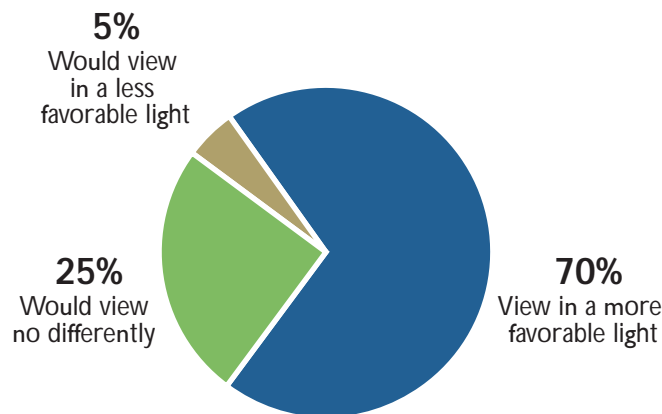


Respondent Base: All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Carbon emissions are important to commuters

While not all respondents would take the reduced salary, 70% of all respondents would see companies that include employee carbon emissions in their overall carbon reduction strategy in a more favorable light.

How Respondents Would View Companies that Include Employee Emissions in Overall Carbon Reduction Strategy

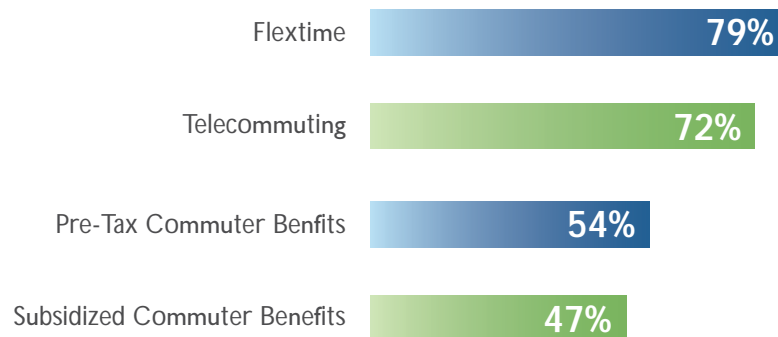


Respondent Base: All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QE7, QE8 and QE6 in appendix for specific phrasing of survey question and answer choices

Employee benefits that ease commuting pressures are increasing in importance. While traditional benefits such as 401K plans, health insurance and life insurance are almost universally sought when respondents consider changing jobs, a surprising number of respondents are also seeking benefits that could ease their commuting pressures; 79% consider flextime important in their new jobs, 72% consider telecommuting important, 54% are looking for pre-tax commuter benefits, and 47% are looking for subsidized commuter benefits.

Benefits Extremely/Somewhat Important in Respondents' Next Jobs



All Respondents = 1,048

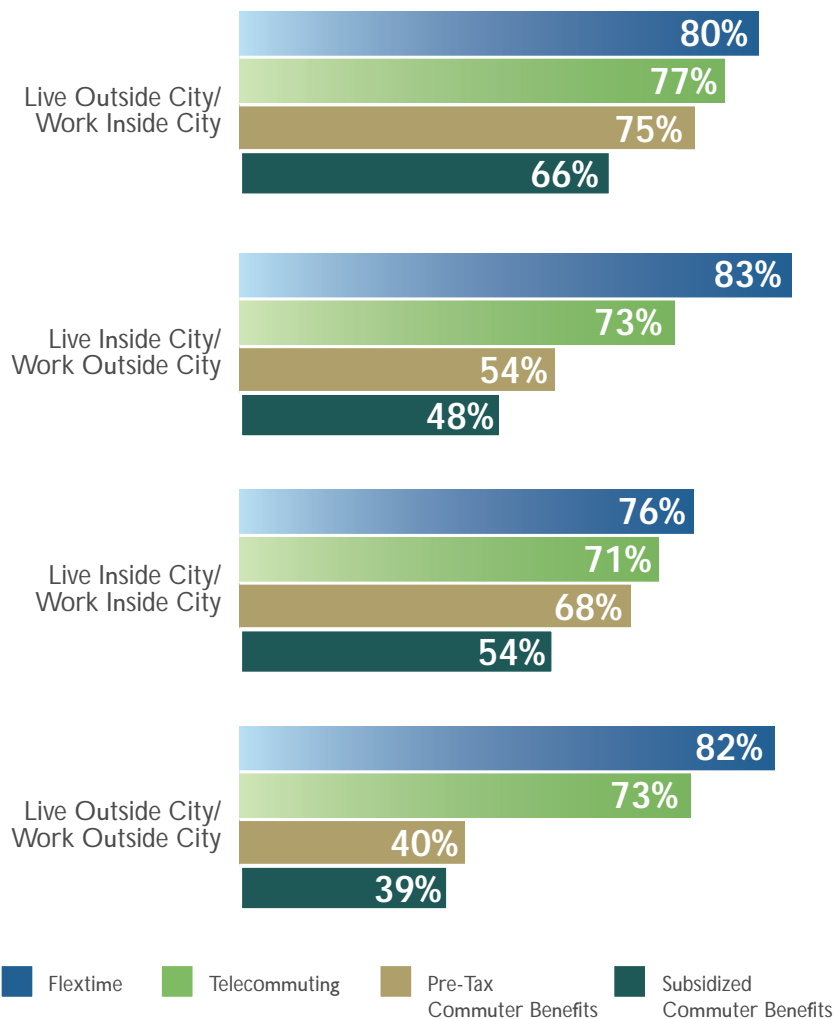
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QB7 in appendix for specific phrasing of survey question and answer choices

Employee benefits that ease commuting pressures

Respondents who commute into a city from the surrounding area demonstrate a strong preference for programs that ease the pressures of commuting. Flextime, telecommuting and pre-tax commuter benefits lead the list of these employee benefits. Collectively, these commuter benefits programs provide solutions to the time, stress and cost challenges that impact respondents today.

Benefits Extremely/Somewhat Important in Respondents' Next Jobs By Live/Work Geography



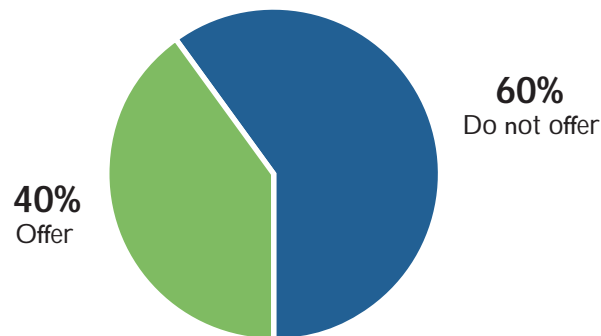
Live Outside City/Work Inside City = 187; Live Inside City/Work Outside City = 59 (Note: margin of error more than +/- 3%)
 Live Inside City/Work Inside City = 298; Live Outside City/Work Outside City = 504
 Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QB7 in appendix for specific phrasing of survey question and answer choices

Deployment of tax-free commuter benefits

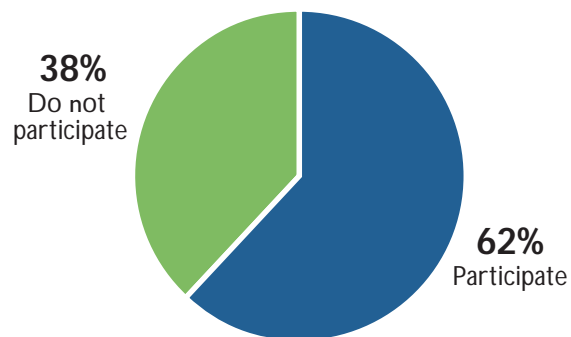
The survey found that 60% of respondents reported that their employers do not offer tax-free commuter benefits. Yet when companies do offer these benefits, most of their employees participate in the program. 40% of all respondents report that their employers offer tax-free commuter benefits programs. Among respondents whose employers offer these programs, 62% participate.

Employees Who Report Their Employers Offer Tax-Free Commuter Benefits Programs



All Respondents = 1,048
Source: BusinessWeek Research Services and TransitCenter, February 2008

Employees Who Participate in Offered Tax-Free Commuter Benefits Programs



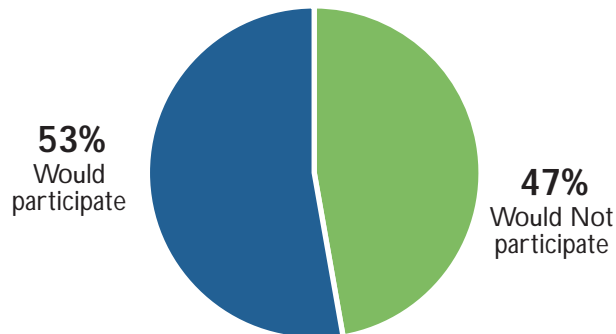
Respondents whose employers offer tax-free commuter benefits = 424
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QB3 and QB4 in appendix for specific phrasing of survey question and answer choices

Untapped potential

The survey reveals that more than half (53%) of those respondents whose employers do not offer tax-free commuter benefits, would participate in a program if it was offered.

Respondents Who Would Participate in a Tax-Free Commuter Benefits Program if it Was Offered

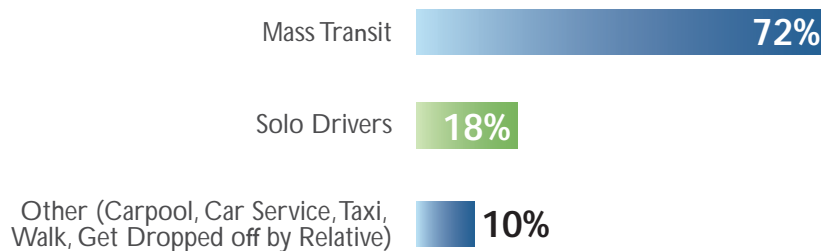


Respondents whose employers do not offer tax-free commuter benefits = 624
Source: BusinessWeek Research Services and TransitCenter, February 2008

Prior method of transportation

Mass transit respondents were most likely to participate in tax-free commuter benefits programs. While 72% of participants were already taking mass transit when they decided to enroll in a commuter benefits program, it is noteworthy that 18% of respondents who enrolled in a commuter benefits program were initially solo drivers and then became mass transit users.

Primary Mode of Transportation Prior to Tax-Free Commuter Benefits Program/Mass Transit Use



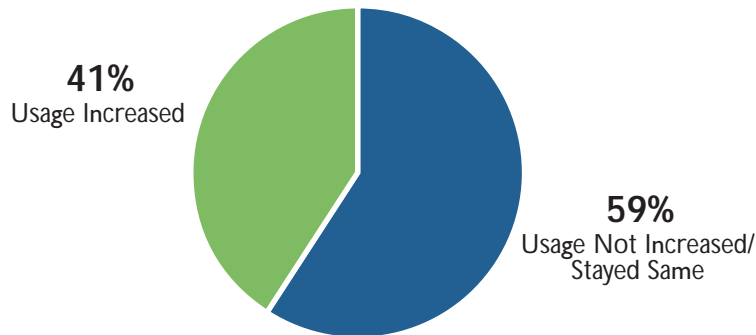
Tax-Free Commuter Benefits Users = 261
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QB5 and QB4D in appendix for specific phrasing of survey question and answer choices

Increase in mass transit usage

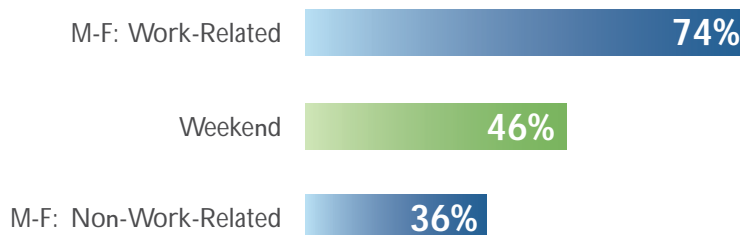
41% of participants' mass transit usage had increased from the time when they first began the commuter benefits program. Though most of the increase in usage came from M-F/work-related trips (74%), a surprising number came from weekend (46%) and M-F/non-work-related trips (36%).

Change in Use of Mass Transit Among Participants in Tax-Free Commuter Benefits Programs



Tax-Free Commuter Benefits Users = 261
Source: BusinessWeek Research Services and TransitCenter, February 2008

Time Periods in Which Usage Has Increased

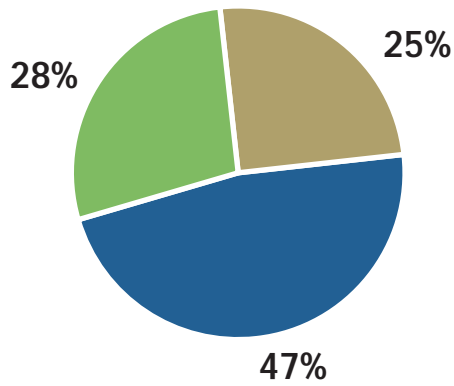


Tax-Free Commuter Benefits Users Whose Usage Has Increased = 107
Source: BusinessWeek Research Services and TransitCenter, February 2008

Note: see QB4F in appendix for specific phrasing of survey question and answer choices

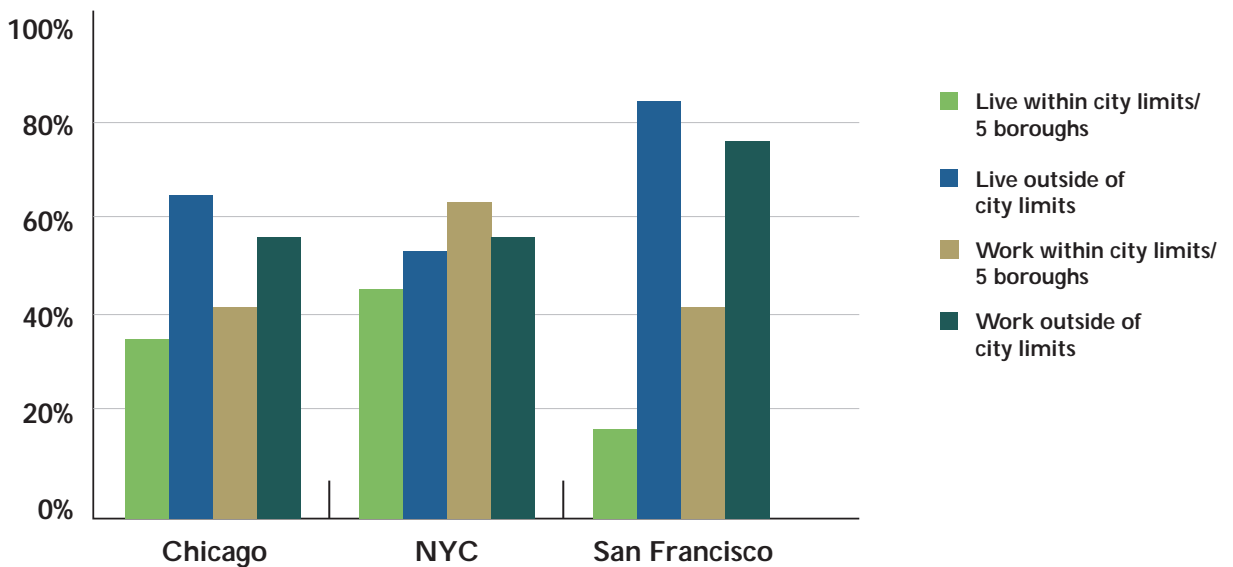
COMPOSITION OF SAMPLE

Geographic Dispersion



Chicago (IL, IN, WI) NYC (CT, NJ, NY, PA) San Francisco

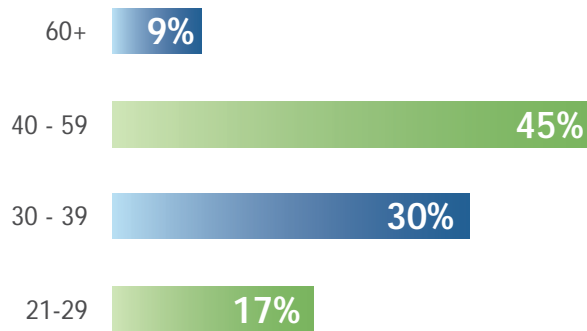
Live and Work Segments



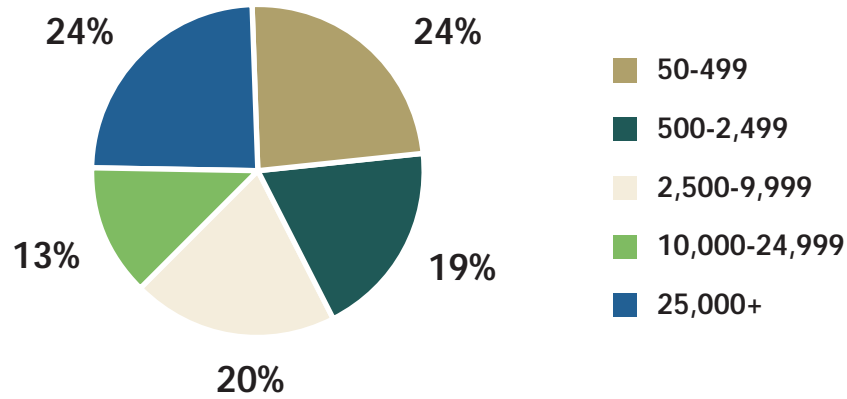
Primary Mode of Transportation

Option	Percent
Drive a car alone	53%
Train (commuter/regional/intercity)	18%
Light & Urban Rail (subway/trolley/streetcar/tramway)	13%
Walk	5%
Bus	5%
Carpool	3%
Get dropped off by relative or family member	1%
Bicycle	1%

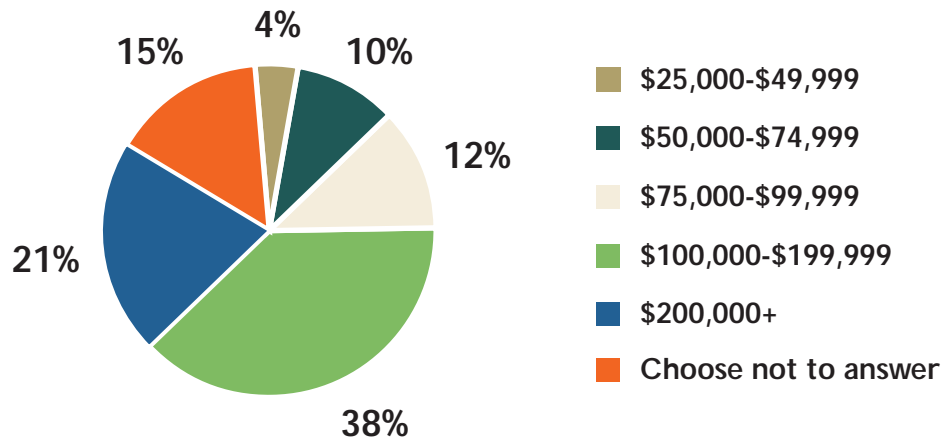
Age



Company Size



Household Income



About TransitCenter, Inc.

A nonprofit corporation, TransitCenter specializes in tax-free commuter benefits, transit information and assistance for employers and commuters nationwide. TransitCenter introduced the nation's first tax-free commuter benefits program in 1987 to encourage more people to use mass transit to protect the environment, preserve natural resources and improve the quality of life where people work and live. Today, more than 11,000 employers and 500,000 employees participate in TransitCenter's TransitChek commuter benefits programs as a convenient, money-saving way to pay for commuting. For 20 years, TransitCenter has worked hand-in-hand with transit providers, communities and employers to make mass transit more accessible. Learn more by visiting www.transitcenter.com.

Commuter Benefits

Commuter benefits are programs offered by employers to their employees allowing them to pay for their monthly commuting costs, tax-free. The use of tax-free dollars toward commuting through a commuter benefits program is regulated by the Internal Revenue Code, Section 132(f)-Qualified Transportation Fringe. Commuter benefits which allow for tax-free purchases toward the use of mass transit and vanpool services were created for the purpose of reducing traffic congestion and reliance on natural resources.

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Appendix: Questionnaire

QUESTIONNAIRE

I. Attitudes

A1. How concerned are you about the cost of commuting to work?

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not at all concerned

A2. In general, how concerned are you about the high cost of fuel/gas?

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not at all concerned

A3. When driving into work, which of the following have been getting noticeably worse recently? Select all that apply.

- The frequency and duration of traffic jams
- The time it takes to get to work
- The pollution in the air
- The overall stress of driving into work
- The ability to get to work on time
- The financial cost of driving into work
- The cost of parking
- None of the above

II. Commuting

C1. Which of the following statements best describes how you feel overall about the company you work for? Please select one.

- My company is an exceptional place to work
- My company is a good place to work
- My company is neither a good nor bad place to work
- My company is a bad place to work
- My company is a terrible place to work

C2. In general, do you feel your employer cares about its employees? Please use the following scale to rate this level of caring.

- 10 – cares a lot about its employees
- 1 – does not care at all about its employees

C3. How concerned do you think your employer is with any difficulties its employees have in getting to work?

- 10 - Extremely concerned
- 1 – not at all concerned

C4. Which of the following statements best describes how you feel about your current commute? Please select one.

- | | |
|---------------------------------------|-----------------------|
| My commute is getting worse | CONTINUE TO C5 |
| My commute is getting slightly worse | CONTINUE TO C5 |
| My commute is staying the same | SKIP TO C6 |
| My commute is getting a little better | SKIP TO C6 |
| My commute is getting much better | SKIP TO C6 |

C5. Could you see in the near future, that your commuting difficulties would influence you to take another job in a different location? Please select one.

- Definitely
- Possibly
- Not likely
- Definitely not

C6. On average, approximately how many days per month do you arrive more than 15 minutes late to work because of your commute? Please select one.

- Never
- One day
- Two days
- 3 – 5 days
- 6 – 9 days
- 10+ days

C7. How much do you agree or disagree with the following statement?

Companies should take the lead in helping to find ways to ease the difficulties of their employees' commute.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

C8. How long is your typical commute into work each day? Please select one.

- Less than 15 minutes
- 15 – 30 minutes
- 31 – 45 minutes
- 46 minutes – 60 minutes
- 61 minutes – 90 minutes
- Greater than 90 minutes

III. Benefits

B1. Are you aware of commuter benefits programs, which companies offer to their employees? These are programs where companies facilitate or encourage their employees to use various alternatives to driving to work.

- Yes
- No/Not sure

B2. Are you aware of any commuter benefits programs being offered by your company?

- Yes
- No/Not sure **SKIP TO B5**

B3. Does your company offer any of the following types of commuter benefits programs? All three are designed to help employees save significantly on the cost of using mass transit to commute to work. Please select all that apply.

A tax-free, employer-paid commuter benefit for riding transit, vanpooling or for commuter parking

A tax-free commuter benefit in which employees are allowed to reserve income for transit, vanpooling or for commuter parking on a pre-tax basis

A tax-free commuter benefit program for transit, vanpooling or commuter parking in which employers provide a partial tax-free subsidy and employees contribute some of their pre-tax salary

- None of the above/Not sure **SKIP TO Q.B5**

B4. Do you currently participate in any of these commuter benefits programs?

- Yes **CONTINUE TO Q.B4A**
- No **SKIP TO Q.B6**

B4A. Which benefits program do you participate in? Please select one.

A tax-free, employer-paid commuter benefit for riding transit, vanpooling or for commuter parking

A tax-free commuter benefit in which employees are allowed to reserve income for transit, vanpooling or for commuter parking on a pre-tax basis

A tax-free commuter benefit program for transit, vanpooling or commuter parking in which employers provide a partial tax-free subsidy and employees contribute some of their pre-tax salary

B4B. How important is this commuter benefits program to you personally? Please select one.

- It is critically important to me.
- It is important to me.
- It is somewhat important to me.
- It is not at all important to me.

B4C. Why is this program important to you? Please select one.

- For financial reasons
- For my concern for the environment
- For financial reasons and for my concern for the environment
- Other _____ (please specify)

B4D. Before you began participating in this commuter benefits program, which of the following was your primary mode of transportation to get to work? Select one.

- Drive a car alone
- Carpool
- Car or Limousine service
- Vanpool (where 7 or more people share a ride in one vehicle)
- Get dropped off by relative or family member
- Taxi/Cab
- Bicycle
- Walk
- Train (Commuter/Regional/Intercity)
- Light & Urban Rail (Subway/Trolley/Streetcar/Tramway)
- Bus
- Ferry

B4E. Approximately how long have you been using this commuter benefits program? Please select one.

- Less than six months
- Six months – 1 year
- 2 years
- 3 years
- 4 years
- 5 – 9 years
- 10+ years

B4F. Has your use of mass transit increased from the time you first started participating in the commuter benefits program to the present? Please indicate which time periods during the week it has increased. Select all that apply. If your use has not increased, select "Usage has not increased."

- M-F (work-related trips: going to work/going home)
- M-F (non work-related trips - e.g., going out after work)
- Weekends
- Usage has not increased.

SKIP TO Q.B6

B5. If your company did offer the following types of commuter benefits programs, which would you participate in? All three are designed to help employees save significantly on the cost of using mass transit to commute to work. Please select the one program you would most likely participate in. If you would not participate in any, select "None of the above/Not sure."

A tax-free, employer-paid commuter benefit for riding transit, vanpooling or for commuter parking

A tax-free commuter benefit in which employees are allowed to reserve income for transit, vanpooling or for commuter parking on a pre-tax basis

A tax-free commuter benefit program for transit, vanpooling or commuter parking in which employers provide a partial tax-free subsidy and employees contribute some of their pre-tax salary

None of the above/Not sure

B6. Does your employer offer any of the following other types of commuter benefits programs? Please select all that apply.

Financial incentives for bicycling or walking

Financial incentives for carpooling

Other incentives to encourage people not to drive alone (e.g., prize drawings)

Telecommuting

Flex time

Guaranteed ride home program

Preferential parking for carpoolers or vanpoolers

Ridematching to facilitate carpools and vanpools

Information about commuter options (e.g., provision of bus schedules, etc.)

Events to promote use of alternatives to driving alone (e.g., transportation fairs, bike to work day, contests, etc.)

A commuter information office or staff

Newsletter about commute alternatives

Web site about commute alternatives

Other _____ (please specify)

None of the above/Don't know

B7. Assume for a minute that you are changing employers. How important will it be for this new employer to offer each of the following traditional and progressive benefits?

- Extremely important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Extremely unimportant

- Tuition and training reimbursement
- Medical savings accounts
- Pre-tax commuter benefits
- Subsidized commuter benefits
- 401K, Pension plan
- Health insurance
- Life insurance
- Vision insurance
- Short term disability
- Long term disability
- Dental insurance
- Paid maternity leave (family friendly benefits)
- Gym benefits
- Employee assistance program
- Flexible spending accounts
- Referral program
- Profit sharing plan
- Sabbaticals
- Telecommuting
- Flex-time

IV. Environment

E1. How concerned are you about the effects of global warming on the environment?

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not at all concerned

E2. Which of the following activities do you engage in to demonstrate your concern for the environment? Please select all that apply.

- Recycle
- Buy recycled products
- Buy organic food products
- Donate money to/Participate in green/environmental causes
- Drive a car only when I have to
- Take mass transit as much as possible
- Choose products from companies that have demonstrated their concern for the environment
- Use energy saving techniques at home (low energy light bulbs, unplug chargers, turn off air conditioner, etc.)
- Other _____ (please specify)

E3. How important is it that the environmental values of your employer match your own?

- Extremely important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Extremely unimportant

E4. Which of the following statements best describes how your company responds to meeting its environmental obligations? Please select one.

- My company is proactive in meeting its obligations.
- My company is reactive in meeting its obligations.
- My company does little or nothing to meet its obligations.
- Don't know

E5. Which of the following statements best describes the environmental policies of your company? Please select one.

- My company has formal policies in place.
- My company has informal or voluntary policies in place.
- My company does not have any policies in place.
- Don't know

E6. When trying to reduce carbon dioxide (CO₂) emissions – one of the main promoters of the greenhouse gas effect (global warming) - corporations typically think in terms of the carbon emissions generated from their operations (onsite fuel consumption, manufacturing processes, and indirectly through the use of electricity generated by power plants).

If a company extended this perspective to include the carbon emissions generated from its employees driving their cars to work each day, what would you think of this company? Please select the one statement that best applies.

I would see this company...

- | | |
|------------------------------------|------------------------|
| in a much more favorable light | CONTINUE TO E6A |
| in a somewhat more favorable light | CONTINUE TO E6A |
| no differently than before | SKIP TO E7 |
| in a somewhat less favorable light | SKIP TO E7 |
| in a much less favorable light | SKIP TO E7 |

E6A. Please explain why.

E7. Assume for a minute that you are looking for a new job. If you had to choose between two potential employers, and everything was pretty much equal, except for two main differences:

- *your salary*
- *the company's Corporate Responsibility program designed to help the environment: specifically - a program that minimizes the company's environmental impact by reducing carbon emissions from both its operations and its employees.*

Which company would you choose to work for?

Company A

- Salary is 10% higher than offered by Company B and they do not have a Corporate Responsibility program to help the environment

Company B

- Salary is 10% lower than offered by Company A and they have a Corporate Responsibility program to help the environment

IF COMPANY B IS SELECTED, END SURVEY

E8. Assume the same scenario again, but this time the salary differential is 5%.

Which company would you choose to work for?

Company A

- Salary is 5% higher than offered by Company B and they do not have a Corporate Responsibility program to help the environment

Company B

- Salary is 5% lower than offered by Company A and they have a Corporate Responsibility program to help the environment