



Brussels Studies

La revue scientifique électronique pour les recherches sur Bruxelles / Het elektronisch wetenschappelijk tijdschrift voor onderzoek over Brussel / The e-journal for academic research on Brussels

Fact Sheets | 2017

Profiles of companies which use company cars in the Brussels-Capital Region

Brussels Studies factsheet

Profils des entreprises utilisatrices de voitures de société en Région de Bruxelles-Capitale

De profielen van bedrijven die bedrijfswagens gebruiken in het Brussels Hoofdstedelijk Gewest

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Publisher

Université Saint-Louis Bruxelles

Electronic version

URL: <http://brussels.revues.org/1543>

ISSN: 2031-0293

Electronic reference

Thomas Ermans, « Profiles of companies which use company cars in the Brussels-Capital Region », *Brussels Studies* [Online], Fact Sheets, no 114, Online since 10 July 2017, connection on 11 July 2017.

URL : <http://brussels.revues.org/1543>

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Introduction

- 1 The issue of company cars leads to intense political and social debates. The phenomenon of company cars varies greatly from one company to another. Beyond the definition of a *company which uses company cars*, this fact sheet underlines the variability of the profiles of these companies with the objective to clarify the debates and provide food for thought on a targeted mobility policy.

1. Very complete data on a selection of companies

- 2 Data on company cars at company level are scarce in Belgium. Apart from the surveys conducted on the initiative of the Belspo PROMOCO project team in 2007 and 2008 [Cornelis *et al*, 2009], only the company travel plans (CTP) for the Brussels-Capital Region (BCR) provide data on the number of company vehicles (and in particular, company cars), the characteristics of companies (specific location, sector of activity, size, work

organisation, etc.) and the travel practices of workers. The last available CTP sample was gathered throughout 2014 by *Bruxelles Environnement*.¹ The following analysis is based on this. At federal level, the diagnosis of travel between home and work produces a similar schema for the entire Belgian territory, but until now has not gathered information on company vehicle fleets.²

- 3 Apart from the fact that the CTP sample only concerns company sites located in BCR, it only targets companies with more than 100 workers and, among them, only sites with more than 100 workers. This leads to an under-representation of employed workers and self-employed workers. Furthermore, only workers who spend at least half of their working time on the site being considered are counted, which tends to reduce the significance of certain sectors of activity (construction, cleaning, etc.).
- 4 In 2014, the workers in the companies concerned by the CTP obligation represented 43 % of employed workers in BCR. The useable sample included 497 sites for just over 263 000 workers, i.e. 38 % of employed workers in BCR [Bruxelles Environnement, 2016].³

2. Defining a company which uses company cars

- 5 There are just over 30 000 company cars in the CTP 2014 sample, i.e. 11,5 vehicles for 100 workers or 19,2 vehicles for 100 workers if we consider companies which provide at least one company vehicle to their workers. These average values must not, however, conceal the significant variability within the sample, as 42,3 % of sites (39,4 % of workers) do not provide cars to their workers, whereas at the other extreme, only 3 % of sites provide at least 75 company cars for 100 workers.
- 6 In the choice of a sub-sample of companies which use company cars, we feel that it is important to exclude the companies for which the number of company cars per worker is very low, and for which the use of company cars may not be considered as a structuring practice as regards the mobility of workers at company level. We propose to set the threshold at companies with at least 10 company cars for 100 workers.
- 7 The resulting sub-sample includes 148 sites (29,8 % of the total sample and 51,6 % of companies with at least one company car), 74 734 workers (28,4 % of the total sample and 46,8 % of workers in companies with at least one company car) and 27 756 company cars, i.e. 90,5 % of the total number of company cars in the sample. This threshold allows us to preserve a significant diversity in the intensity of use of company cars, and to exclude the companies which use them only rarely. The result is that almost all public sector sites are not included in our sample.

Table 1. Company sites, workers and company cars according to the number of company cars for 100 workers in the CTP 2014 sample

| Company cars for 100 workers | Sites | | Workers | | Company cars | |
|------------------------------|-------|-------|---------|-------|--------------|-------|
| | Vol. | % | Vol. | % | Vol. | % |
| 0 | 210 | 42,3 | 103 699 | 39,4 | 0 | 0,0 |
| 0 – 10 | 135 | 27,2 | 84 314 | 32,0 | 2 586 | 8,4 |
| 10 – 25 | 41 | 8,2 | 24 396 | 9,3 | 4 249 | 13,9 |
| 25 – 50 | 50 | 10,1 | 30 585 | 11,6 | 10 617 | 34,6 |
| 50 – 75 | 46 | 9,3 | 15 419 | 5,9 | 9 102 | 29,7 |
| 75 and above | 15 | 3,0 | 5 012 | 1,9 | 4 113 | 13,4 |
| <i>Total</i> | 497 | 100,0 | 263 425 | 100,0 | 30 667 | 100,0 |

3. Profiles of companies which use company cars

- 8 In addition to the number of company cars for 100 workers, we have integrated different variables which characterise each of the sites, with the aim of producing a profile of companies which associate several dimensions. These variables are related to the characteristics specific to each company (sector of activity, size of the company), the spatial characteristics of each site (location, accessibility by public transport) and the workers (distance between home and work, place of residence), as well as the daily travel practices of the latter (method of travel from home to work).
- 9 Thanks to an ascending classification using the Ward method, we have divided the sample into three company profiles which group the sites with characteristics which are as similar as possible with respect to the different variables mentioned in the previous paragraph.⁴

Table 2. Sites, workers and company cars for each type of company and for companies which do not use company cars

| | Sites | | Workers | | Company cars | |
|--|-------|-------|---------|-------|--------------|-------|
| | Vol. | % | Vol. | % | Vol. | % |
| <i>Type 1</i> | 72 | 48,4 | 24 776 | 33,2 | 13 427 | 48,6 |
| <i>Type 2</i> | 41 | 40,6 | 39 544 | 52,9 | 11 275 | 27,7 |
| <i>Type 3</i> | 35 | 11,0 | 10 414 | 13,9 | 3 054 | 23,6 |
| <i>Total</i> | 148 | 100,0 | 74 734 | 100,0 | 27 756 | 100,0 |
| <i>Companies which do not use company cars</i> | 345 | - | 188 013 | - | 2 586 | - |

- 10 The first type includes 72 sites and close to 25 000 workers with a total of 13 427 company cars, i.e. 54,2 company cars for 100 workers. This high and significantly over-represented

value with respect to the average, as well as the considerable number of parking spaces for 100 workers (71,0) and the significant modal share of cars among workers (79,1 % of them use cars, not including car sharing) paint the picture of a company with a very high rate of use of cars in general and of company cars in particular.

- 11 While the average distance between home and the workplace (23,3 km) appears to be lower than that of the total sample, in particular due to the place of residence which is slightly over-represented in BCR and in the inner ring,⁵ the accessibility of sites by public transport (PT)⁶ is poor overall (poor for 81,6 % of workers, excellent for none). This aspect clearly contributes to a mobility profile which is focused on cars among companies of this type. Likewise, it is not surprising that most of the company cars for this type of company are found in the outer ring, with a very high concentration in the northeastern part, related to the presence of several business parks near the national airport.
- 12 The vast majority of companies of this first type belong to the service company sector (62,5 %) and are smaller than average (344 workers per site and less than 10 % of workers employed at sites with more than 2 000 workers).
- 13 The second type, led mainly by the banking and insurance sector (64,5 % of workers), concerns close to 40 000 workers at 41 sites. Unlike the first type, it includes very large companies (66,1 % of workers are employed in units with more than 2 000 workers) with a very central location in BCR. This results in particularly easy access by public transport (the accessibility of sites is excellent for 58,2 % of workers) to the benefit of workers who tend to live far from their workplace (32,4 km on average), in areas more specifically located in the outer ring or in the rest of Belgium (65,9 % of workers).
- 14 In these conditions, the use of the train prevails over the other modes of transport (49,4 % of workers), despite the substantial proportion of car users (32,2 %). This mobility profile which is less marked by the use of the car is confirmed by an under-represented number of company cars for 100 workers (28,5) and parking spaces for 100 workers (30,9) with respect to the average.
- 15 The third type, which includes a significantly lower number of sites (35) and workers (10 414) compared with the first two types, concerns smaller units (298 workers per site on average and no site with more than 2 000 workers) characterised by more local recruitment (38,2 % of workers live in BCR) and fairly good access to the workplace by public transport (the accessibility by public transport is good for 51,7 % of workers). The profile per sector of activity is similar to the average for companies which use company cars, and an overrepresentation is seen especially for sectors with minimal presence in the previous two types, i.e. the media (6,7 % of workers), the rest of the non-market sector (6,7 % of workers) and industry (4,7 % of workers).
- 16 This last type has a limited number of company cars and parking spaces per worker (29,3 and 35,0 respectively for 100 workers) and a significant but slightly under-represented use of cars for travel between home and work (38,0 % of workers). While these characteristics are clearly similar to those of the second type, the third type stands out due to a specificity in the use of STIB (25,5 % of workers) which may be viewed in connection with more recruitment from Brussels on average.
- 17 The companies which do not use company cars present a profile similar to the third type due to their high level of local recruitment (37,6 % of workers live in BCR) and a high level of use of public transport (58,3 % of workers use the train or the services of STIB, De Lijn or TEC). However, they differ clearly from companies which use company cars in general

(and companies of the third type in particular) due to a structure based on sectors of activity which are largely dominated by public administrations (56,6%), health (15,6%) and education (6,6%). The significance of federal administrations and federated entities among companies which do not use company cars explains why they are so accessible by public transport (accessibility by public transport is excellent for 43,1% of workers) and are large on average (545 workers per site on average).

- 18 The analysis carried out for this *fact sheet* has highlighted the fact that the intensity of use of company cars is associated and correlated with other factors in the framework of the elaboration of company profiles. Specifically, along with the provision of parking spaces and poor accessibility by public transport, the provision of company cars contributes to creating mobility profiles at company level which are mainly focused on the use of cars for travel between home and work.

Figure 1. Values and specificities of descriptive variables of the companies which use company cars according to type, and for all companies which do not use company cars

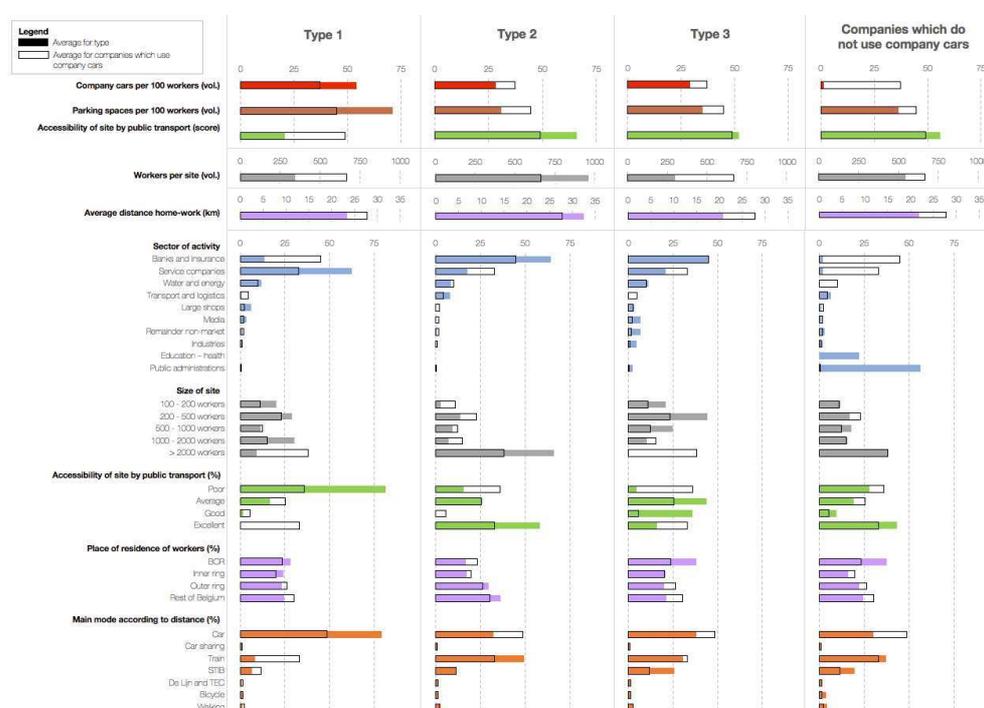
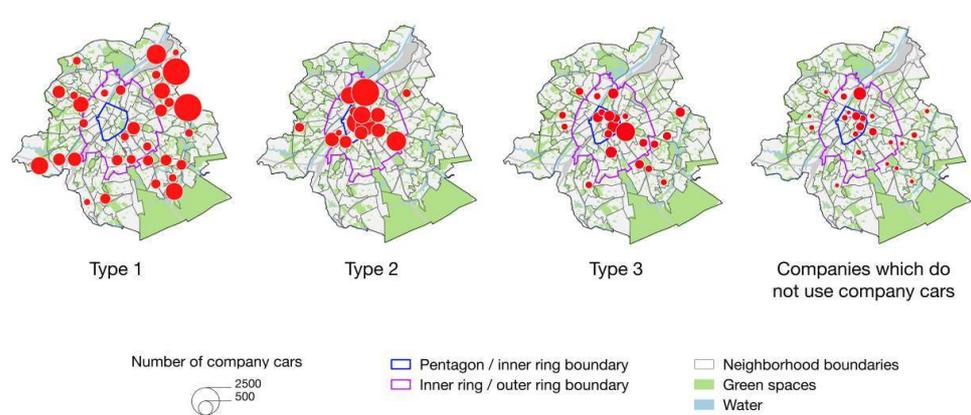


Figure 2. Company cars located in the neighbourhood of the workplace according to the type of company which uses company cars and all companies which do not use company cars



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NOTES

1. In 2004, BCR introduced the legal framework which requires certain companies (initially, all sites with more than 200 workers and, since 2011, all sites with more than 100 workers) to carry out a travel plan every three years, which includes a company mobility diagnosis and a plan of action. The latter consists of a series of measures (some of which are mandatory) to implement in order to rationalise travel by private car and to encourage a modal transfer to more sustainable modes.

2. The information on company cars will, however, be included in the federal diagnosis as of the 2017 fiscal year [Conseil Central de l'Economie - Conseil National du Travail, 2017].
 3. Certain companies simply did not respond and certain responses could not be used, as they were too incomplete.
 4. We have grouped the sites according to an ascending classification using the Ward method for the following variables: number of cars for 100 workers, size of the company, proportion of workers according to distance between home and work, proportion of workers who live outside BCR, accessibility of site by public transport, and main modal shares (according to the distance) of workers for their travel between home and work.
 5. The definition of the spatial division used in the framework of this analysis is presented in the article by Lebrun *et al* [2012: 7]. It divides the Belgian territory into four areas: the Brussels-Capital Region, the inner ring (whose outer limit corresponds to the area under study in the Iris Plan 1), the outer ring (whose outer limit corresponds to the area under study in the Iris Plan 2) and the rest of Belgium.
 6. The accessibility indicator used in this analysis is based on a construction between two indicators of accessibility by public transport for statistical sectors in Brussels. The first one measures the accessibility by public transport for *internal* travel within BCR, whereas the second one measures the accessibility by public transport for travel *entering* BCR [Ermans *et al*, forthcoming]. For each site, the accessibility by public transport is the average value of these two indicators, weighted by the share of workers who live within and outside the Region respectively.
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ABSTRACTS

Based on the data from the company travel plans for BCR (2014), we have highlighted three profiles of companies which use company cars. They are defined as any company with at least 10 company cars for 100 workers – a threshold which excludes almost all public administrations as well as the health and education sectors.

Beyond the elaboration of specific profiles, this factsheet highlights the correlation and association between the provision of company cars for workers and other characteristics. Specifically, along with the provision of parking spaces and poor accessibility by public transport, the provision of company cars contributes to creating mobility profiles at company level which are mainly focused on the use of cars for travel between home and work...

Sur base des données des Plans de déplacements d'entreprise de la RBC (2014), nous avons mis en évidence trois profils d'entreprises utilisatrices de voitures de société. Ces dernières sont définies comme l'ensemble des entreprises avec au-moins 10 voitures de société pour 100 travailleurs, un seuil qui exclut la quasi-totalité des administrations publiques ainsi que les secteurs de la santé et de l'enseignement.

Au-delà de l'élaboration de profils particuliers, cette *factsheet* met en évidence le rapport de corrélation, d'association, entre la mise à disposition de voitures de société au bénéfice des travailleurs et d'autres caractéristiques. Spécifiquement, le recours aux voitures de société concourt, avec une mise à disposition généreuse de places de parking et une mauvaise accessibilité en transports en commun, à dessiner des profils de mobilité à l'échelle de l'entreprise globalement tournés vers l'usage du mode automobile sur les déplacements domicile-travail.

Op basis van de gegevens in de Bedrijfsvervoerplannen van het BHG (2014) hebben we drie profielen opgesteld van bedrijven die bedrijfswagens ter beschikking stellen. Deze laatste worden gedefinieerd als alle bedrijven die minstens 10 bedrijfswagens per 100 werknemers hebben, een minimum dat nagenoeg alle overheidsdiensten en de gezondheids- en onderwijssector uitsluit. Deze *factsheet* werkt niet alleen specifieke profielen uit, maar onderstreept de correlatie tussen de terbeschikkingstelling van bedrijfswagens aan werknemers en andere kenmerken. Het gebruik van bedrijfswagens draagt met een vrijgevege terbeschikkingstelling van parkeerplaatsen en een slechte bereikbaarheid met het openbaar vervoer bij tot mobiliteitsprofielen op bedrijfsniveau die in het algemeen gericht zijn op het gebruik van de wagen voor de woon-werkverplaatsingen

INDEX

Keywords: car, public action, mobility

Trefwoorden auto, overheidsop treden, mobiliteit

Mots-clés: automobile, action publique, mobilité

Subjects: 7. aménagement du territoire – logement – mobilité

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