



Survey methods for organisations

DESCRIPTION: It is important to collect local data to get a robust understanding of how people are travelling to your site and the underlying causes of their behaviour. Some common approaches are:

- employee focus groups
- organisational travel surveys
- NSW Census Journey to Work data accessed at: www.transport.nsw.gov.au/data-and-research
- Transport for NSW's Household Travel Survey accessed at: www.transport.nsw.gov.au/performance-and-analytics/passenger-travel/surveys/household-travel-survey-hts

Employee Focus Groups

Collect detailed information about people's attitudes and perceptions and what would make them change the way they travel. You don't get hard and fast answers from a focus group, but you will get a deep understanding of the reasons behind people's travel patterns.

Tips

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| <ul style="list-style-type: none"> • It is not necessary to involve everyone in your organisation in a focus group. For an organisation of 100 or so employees, two focus groups should be sufficient. For an organisation of 5,000 employees, six focus groups would probably suffice. • Invite about 12 people and expect about 8-10 to show up. • Importantly, you choose the participants - they do not choose you. You do not want a group of people who all 'have something to say.' | <ul style="list-style-type: none"> • Participants must be chosen to represent a cross section of the real mix in your organization - males and females, a range of different ages, people at different levels within the organisation, and people with different travel habits. • It is common practice to give people an incentive to participate – some form of compensation for attending. • There is a wide range of information on line about organising focus groups and designing focus group questions. |
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Organisational Travel Surveys

Get quantifiable and comparable data about how people travel and their barriers to change.

Tips

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| <ul style="list-style-type: none"> • Surveys can be completed face to face, on paper or on-line • On-line self-completion surveys are popular as they are relatively easy and inexpensive to design, distribute, complete and analyse using online packages such as Survey Monkey and SurveyGizmo. • Test the survey (pilot it) on a small group of people before sending it to everyone. Also, test the collection of data and the analysis, to make sure you are getting what you need and you can use it how you intended. • Include a short (ideally personalised) invitation with the survey outlining briefly what the survey is for, how long it will take, what will happen to the data and where they can find the results. • Ensure the survey can be completed on all mobile devices and using all browsers as well as desktop computers. • For staff who do not regularly access emails, consider distributing travel surveys with payslips, via personal devices, on staff notice boards or in lunch rooms. | <ul style="list-style-type: none"> • Use incentives to encourage participation (prizes or Opal cards for instance). • Aim for a 30% response rate, achievable through active survey promotion and management. • Keep the survey short, ideally 5 minutes to complete (the longer the survey the lower the response rate). • Establish a set of core questions which can be used repeatedly year after year to enable comparison of results. • Limit open ended questions. • Avoid unconsciously biasing the survey questions towards 'problems' or public transport, walking or cycling. You don't want only those with something to say to respond. • Where possible, use on-line survey tools so respondents only see questions appropriate to them (and skip questions which don't apply to them). But be careful you don't get carried away and make it too complicated to analyse. • Disseminate results from the survey so people can see the value of their contribution. |
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Implementing a travel survey in your organisation:

Less than 100 people	100 – 5,000 people	5,000 or more people
<ul style="list-style-type: none"> • If resources permit, consider use face-to-face surveys with everyone, completed by the interviewer (travel coordinator) using a hard copy or digital survey to get in-depth information. • Alternatively, use an on-line self-completion survey with follow up. Aim for 100% completion rate. 	<ul style="list-style-type: none"> • Invite everyone to participate in the survey. • Use an on-line self-completion survey. Send out email or intranet link. • Invite everyone to participate in the survey. • Design an on-line self-completion survey and ensure that can be completed on all devices including personal devices. • If use of mobile devices is low, consider handing out a paper-based survey and consider interviewer-led intercept surveys at key locations around the site, where the interviewer stops people and asks them a small number of key questions. 	<ul style="list-style-type: none"> • Use an on-line self-completion survey. Make sure you get a broad representation of staff. • Attempting to survey everyone could be costly if done face-to-face. • Consider engaging a survey specialist.