Tips for analysing survey results

DESCRIPTION: Data collected in your travel surveys, focus groups or interviews must be analysed from the perspective of the overall outcomes of your Travel Plan.

Some items to consider are:
It is important to focus on the underlying causes of problems rather than the problem as it manifests itself. Otherwise you risk proposing solutions which 'patch up' the symptoms without addressing the real underlying causes.
Keep an open mind when analysing data. The fact that, for example, 80% of your employees drive to work may be 'good' or 'bad' depending on your location and what other organisations are achieving.
Always be aware of your own bias or assertions creeping into the interpretation of the results. It can be helpful to have someone else check your analysis and conclusions.
Comparing your organisation's travel patterns to general patterns of travel in the area and in particular the precinct (see NSW Census Journey to Work data accessed at: **www.transport.nsw.gov.au/data-and-research**) will allow you to determine reasonable targets for the Travel Plan and track the impact of the Travel Plan on your organisation's travel patterns relative to the local area.
It can be useful to undertake a simple Geographic Information System (GIS) mapping exercise – plotting home locations of employees alongside public transport access, walking and cycling routes. This will allow you to see at a glance how your population of employees is distributed across NSW. It will provide a broad indication of how well served each area is by different transport options. Ideally you will be able to link the travel survey responses from people to their home locations as stored in your central (human resources) database. If not, you may wish to ask a question in the Travel Survey about home address or home postcode.