
SURVEY METHODS FOR ORGANISATIONS

It is important to collect local data to get a robust understanding of how people are travelling to your site and why they are using that form of transport.

Some common approaches are:

1. Employee focus groups
2. Organisational travel surveys
3. Using the  *Ministry of Transport's Household Travel Survey*

1. Employee Focus Groups

Collect detailed information about people's attitudes and perceptions and what would make them change the way they travel. A focus group doesn't provide hard and fast answers but will offer a deep understanding of the reasons behind people's travel patterns.

Tip 1

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 5000 employees, six focus groups would probably suffice.

Tip 2

Invite about 12 people and expect about 8–10 to show up.

Tip 3

Importantly, you choose the participants – they do not choose you. You do not want a group of people who all 'have something to say'.

Tip 4

Participants must be chosen to represent a cross section of the real mix in your organisation – gender, a range of different ages, people at different organisational levels, and people with different travel habits.

Tip 5

It is common practice to give people an incentive to participate – some form of compensation for attending.

Tip 6

There is a wide range of information online about organising focus groups and designing focus group questions.

2. Organisational travel surveys

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

Tip 1

Surveys can be completed face-to-face, on paper, or online.

Tip 2

Online 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.

Tip 3

Test the survey on a small group of people before sending it to everyone. Also, test the collection of data and the analysis to ensure your organisation is getting what you need, and you can use it as intended.

Tip 4

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 participants can find the results.

Tip 5

Ensure the survey can be completed on all mobile devices and using all browsers as well as desktop computers.

Tip 6

For staff who do not regularly access emails, consider distributing travel surveys with payslips, via personal devices, on staff noticeboards or in lunch rooms.

Tip 7

Use incentives to encourage participation (prizes or Go cards for instance).

Tip 8

Aim for a 60% response rate, achievable through active survey promotion and management.

Tip 9

Keep the survey short, ideally five minutes to complete (the longer the survey the lower the response rate).

Tip 10

Establish a set of core questions which can be used repeatedly year after year to enable comparison of results.

Tip 11

Where possible, use online survey tools so respondents only see questions appropriate to them (and skip questions which don't apply to them). But be careful it is not too complicated to analyse.

Tip 12

Avoid unconsciously biasing the survey questions towards 'problems' or public transport, walking or cycling. This will avoid only those with something to say responding.

Tip 13

Limit open-ended questions.

Tip 14

Release results from the survey so people can see the value of their contribution.

Implementing a travel survey in your organisation

Fewer than 100 people	100 – 5000 people	5000 or more people
<ul style="list-style-type: none">• If resources permit, consider using face-to-face surveys with everyone, completed by the interviewer (travel co-ordinator) using a hard copy or digital survey to get in-depth information.• Alternatively, use an online self-completion survey with follow up. Aim for 100% completion rate.	<ul style="list-style-type: none">• Use an online survey. Send out email or intranet link.• Invite everyone to participate in the survey.• Design an online self-completion survey and ensure that it can be completed on all devices, including personal devices.• If mobile devices use 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 online 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.

3. Using the Ministry of Transport's Household Travel Survey

 *Ministry of Transport's Household Travel Survey*