
TIPS FOR ANALYSING SURVEY RESULTS

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 problems themselves, 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 travel patterns in the area and in particular the precinct (see Ministry of Transport's [Household Travel Survey data](#)) will allow you to set reasonable targets and track the impact of the plan on your organisation's travel patterns relative to the local area.

It can be useful to do a simple Geographic Information System (GIS) mapping exercise – plotting where employees live compared with public transport, walking and cycling routes. It will provide a broad indication of how well served each area is by different transport options. Ideally you will be able to use your HR database to link the travel survey responses from people to where they live. If not, you may wish to ask a question in the travel survey about home address or home postcode.