



**Transport & Travel Research Ltd**

[www.ttr-ltd.com](http://www.ttr-ltd.com)

## MARKET & SOCIAL RESEARCH

Transport policy development and planning depends on an accurate assessment of the behaviour, perceptions, opinions and preferences of people.

TTR has extensive experience of carrying out market and social research, and uses a wide range of survey techniques and data analysis methods. We can conduct survey fieldwork anywhere in the UK. Our comprehensive service package includes:

- advising the client on the best techniques to gain the most accurate results
- planning the survey and co-ordinating the collection of data
- carrying out sensitive interpretations of findings
- producing clear recommendations for decision support.

TTR has quality procedures for the conduct of market research which incorporate the Market Research Society codes of conduct.

### Qualitative techniques

These are applied where there is a need to understand the motivations, attitudes and



decision processes which underlie travel behaviour and attitudes. Techniques used by TTR include:

- focus groups
- individual in-depth interviews
- enabling techniques
- projection techniques
- consensus building techniques
- interactive workshops

### Quantitative techniques

Quantitative research is used to measure, in a statistical sense, the travel attitudes and behaviour of people; to examine both the relative size and structure of market segments and to monitor trends or changes. Methods used by TTR include:

- face-to-face interviews (household, in-street)
- hall testing
- stated and revealed preference surveys
- postal/self-completion surveys
- panel surveys
- travel diaries
- on-vehicle surveys
- employer/employee surveys
- roadside surveys

Market & Social Research

The following are examples of projects we have undertaken

### Qualitative market research

- the potential market impacts of Transport Direct
- the impact of providing real-time air pollution information
- the impact of increasing traffic enforcement
- the impact of increasing highway automation
- young persons' attitudes towards using public transport
- the views of socially excluded groups toward future transport strategies
- rural transport needs for parish transport initiatives
- research to determine the type of information which might inform the route choice of road users

### Quantitative market research

- a household survey of travel patterns in Derby, Leicester, Nottingham and the 3 shire counties for LTP monitoring
- a countryside postal diary survey of travel patterns in Hertfordshire



- an employee survey of commuting at the large BMW plant, Oxford and B+Q stores nationwide
- telephone follow-up surveys of car dependency and public transport information
- in-street interviews to assess rural transport needs in Leicestershire and Rutland
- household surveys of public transport information needs
- panel survey of driver responses to road user charging
- face-to-face surveys of users of interchange facilities across the West Midlands
- one-to-one interviews and questionnaire surveys with NHS patients, schoolchildren and job seekers for various accessibility studies

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