

12. Step 12: Analyse Baseline End User Surveys

- 12.1 The next step, following the completion of your Baseline End User Surveys, is to analyse the results. This step allows you to collate all of the useful information from the results.
- 12.2 If you have used an online tool to carry out your survey, you will be able to download the raw data in spreadsheet form, which will make analysis of the data easier (if you also have paper surveys, manually entering this data into your on-line survey will ensure all the results are electronic). If you have carried out paper surveys, you may find it useful to input the results into a spreadsheet at this stage.
- 12.3 The key piece of information from your survey will be the “main mode” question (question 1 in the example survey at **Appendix B**). The results of this question will establish the proportions of all types of travel being used, which in turn will be used to set your objectives and targets (**Step 13**) and inform the measures you chose to implement (**Steps 15 and 18**). An example of an easy way to analyse the results of your “main mode” question is shown on the following page.

Example of analysing “main mode” question:

Main Mode of Travel	Number of Responses (how many people selected each mode)	Percentage (response to each mode divided by the total responses)
Walk	4	8%
Cycle	8	16%
Train	3	6%
Bus	12	24%
Riverboat or Ferry	0	0%
Car share as driver	2	4%
Car share as passenger	3	6%
Drive a car alone	14	28%
Taxi	0	0%
Scooter/ Moped / Motorbike (below 125cc)	0	0%
Scooter/ Moped / Motorbike (above 125cc)	1	2%
Work from home	1	2%
Other	2	4%

- 12.4 The percentages shown in the example table above is the modal split. It is this that you will seek to alter (by reducing the percentage of people that drive alone and increasing use of other sustainable travel) through your travel plan and measures.

Voluntary Travel Plans

- 12.5 You may find it useful to present the results of each of your survey questions as a graph, with some summary text detailing the key top results of each.

Mandatory Travel Plans

- 12.6 You are required to include a copy of your Baseline End User Survey within your travel plan document (likely forming an appendix). You are also required to include analysis of the survey results within the travel plan document (see **Step 19**).

Let Your End Users Know!

- 12.7 Whether voluntary or mandatory, it is a good idea at this point to let your End Users know the results of the Baseline Survey. Use your available communications channels (see **Step 9**) to announce the results. You can also offer a period of feedback to allow your End Users to comment on the results, if appropriate, allowing thoughts and perceptions of the travel plan to be collected and help continuous improvement of the travel plan.
- 12.8 If you agreed to offer a prize draw for those that completed the survey, now is a good point to announce the winner and award the prize.

13. Step 13: Set Objectives and Targets

- 13.1 The next stage of the travel plan process is to set your objectives and targets.
- 13.2 **Objectives** are the high-level aims of your plan. Objectives will give your plan direction and will provide the focus for your plan.