

# Research in transport: Focusing on people

Our market research focuses on people - passengers, potential passengers and other stakeholders - to enable transport operators and policy-makers to make better decisions.

## The issues

Transport issues are racing up the political agenda and the challenges facing policy and decision makers have never been greater. For transport operators competition has intensified, with government, regulators and market forces making an increased customer focus essential to survival. Private and public sector decision-takers need more than ever to identify the needs of vulnerable, hard-to-reach and potentially excluded people, thus involving every stakeholder.



## Meeting the research challenge...

...needs specialist skills and up-to-date knowledge. We help clients achieve their desired outcomes for their customers and stakeholders through:

- travel behaviour research;
- policy evaluation;
- accident risk analysis and road safety research;
- research to tackle crime and personal security issues;
- user satisfaction surveys and mystery shopping;
- customer insight;
- brand and marketing strategy development;
- survey design and management;
- customer valuations of service improvements;
- pricing research;
- secondary data analysis;
- public and stakeholder consultation.



We provide customised, high quality research and analysis coupled with expert interpretation and pertinent recommendations to help our clients achieve their objectives. We undertake qualitative and quantitative research, statistical and geodemographic data analysis and modelling. We have a reputation for innovation and a passion for technical rigour and problem solving. Our expertise and experience includes:

### **Research to understand and change travel behaviour**

Studies for DfT of drivers' behavioural responses to road user charging, higher future fuel costs, reforms in business mileage allowances and workplace parking levies. Studies of long distance commuting and mode choice for the Scottish Executive.

### **Research to make our roads and transport safer**

European survey of child pedestrian accidents and exposure to risk (for DfT), Evaluation of Pass Plus young driver training scheme (for the Association of British Insurers); reforms to the London cab trade to help supply meet increasing demand safely, especially at night; Investigating illegal taxi touting (for TfL), impacts of penalty fares, drivers' attitudes to traffic enforcement; safety of roadworkers for the Highways Agency.

### **Research to improve the quality of services**

Customer satisfaction monitoring surveys for, ScotRail, Virgin Trains, GNER, P&O Ferries, Cathay Pacific Airways, the Highways Agency and Translink; Quantifying the monetary value of non-stop services (Gatwick Express), optional seat reservations (EasyJet), on-board catering (First Group and GNER) and station improvements (Nederlandse Spoorwegen).



### **Research that helps policy makers take the right decision**

Monitoring the social, traffic and transport impacts of London's Congestion Charging Scheme (for TfL); Passenger Priorities on the London Underground, researching the First Class Passenger for SWT, response to Customer Care programme for GNER; National Rail Survey, the London Area Travel Survey; Mersey Gateway consultation; numerous LTP consultations; Multi-source data analysis for London Buses Strategic Policy Review.

### **Using transport research to promote social inclusion and improve quality of life**

Evaluating the London Mayor's Safer Travel at Night campaign; Transport needs of FE students with disabilities and learning difficulties for ALG. Numerous assignments to understand the particular needs and concerns of ethnic, religious and faith groups, non-English speakers and other minority groups. Salford Quays and Trafford Park Accessibility Studies; Women's Transport Issues in London; how transport can reduce barriers to social integration and improve quality of life in Lincolnshire and West Sussex; benefits provided by the Nottingham tram for mobility impaired residents.

### **Research helping the industry provide value for money**

For ATOC, finding optimal formulations of price, discount and restrictions for all National Railcards and developing Railcards marketing strategy; corporate and visual identity research for Railtrack; The Greater London Bus Passenger Surveys; Identifying the drivers of revenue growth on Virgin Trains WCML services and the impacts of cheaper advance purchase fares; investigating consumer response to pricing structures to inform DfT road pricing policy, and numerous concessionary fares and revenue impact studies.

