

# //MARKET RESEARCH & INTERVIEW SURVEYS//



Corporate Member



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➤ Austraffic is the industry leader in traffic and transport studies. We have skilled representatives in every state with the knowledge, equipment and resources to successfully deliver the results you need.

Our commitment is to deliver cost effective data of the highest quality, presented in a format that is practical to you.

### Experienced Interview Staff

Austraffic has undertaken a vast number of market research and interview surveys across Australia. Each office has a large pool of experienced interview survey staff capable of accurately undertaking surveys in fluent English, as well as a variety of other languages.

Our staff are always neatly attired and identifiable with name badges. They can confidently interview a wide range of persons to ensure that any survey bias is minimised at all times.

- Shopping centres
- Public Transport – train, tram, bus, ferry
- Amenities (public facilities, litter pollution)
- Private venues (i.e. pubs/nightclubs)
- Pedestrian & cyclist intercept
- Roadside (dangerous goods and other freight)
- Households
- State & national parks
- Other public spaces.

Our experienced staff can help you with the survey design, to ensure the best outcomes are achieved relative to your survey needs.

Data collection and reporting methods can be customised to suit your individual requirements. We are able to print all interview materials and provide quick turnaround of reports.

### Detailed analysis

Austraffic has superior analysis tools to produce accurate data and deliver the meaningful reports you need.

- Passenger/pedestrian behaviour and attitudinal interview surveys
- Satisfaction with amenities
- Passenger or pedestrian count
- Road usage
- Environmental observations
- Public transport usage
- Origin destination surveys
- Travel time and mode of transport.

Data can be utilised to:

- Adopt strategies and tactics which appeal to the motivations/attitudes of users or potential users
- Monitor the impact of initiatives pre- and post-implementation
- Determine passenger trip patterns, suburbs of origin and destination
- Determine the prevalence of litter, noise or anti-social behaviour.
- Excellence in resource planning and deployment
- Excellence in systems and software
- Excellence in data integrity and validation
- Excellence you can count on.

EXCELLENCE YOU CAN  
COUNT ON //



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