

CTA Passenger Survey Guidance

Thank you for your interest in our passenger survey! Below are some pointers to explain the survey and help with the data collection.

Why are CTA running a passenger survey?

CTA are frequently asked by stakeholders for evidence of who is using community transport, and what would happen without the many services that community transport provides. Whilst many organisations run their own passenger surveys, it is difficult to provide an overview of the sector. For this research we are collecting data from different organisations in each of the 11 Connecting England regions. This will enable us to present an overview of community transport passengers in England.

How does the survey work?

The survey is short, so it can be completed with passengers whilst they are travelling. We are asking community transport providers to distribute questionnaires to their passengers whilst they are travelling.

Each passenger should complete their own questionnaire. The questions ask about the journey they are making on the day they approached. Passengers can either complete the form whilst travelling or return to the provider later.


What should we do if we would like to take part?

If you are interested in taking part, please contact nick@ctauk.org or josiah@ctauk.org. They will make sure you have everything you need to conduct the survey.

There are two options for conducting the survey.

1. If you are happy conducting the survey with your own staff and volunteers, we can send you paper copies of the survey, together with a stamped addressed envelope for you to return the completed questionnaires to us. There are some tips and hints for staff and volunteers below.



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2. If you would like some assistance, we can arrange for a CTA staff member to come and visit your organisation. CTA staff can complete surveys with your passengers and show staff and volunteers how to organise the survey.

In both cases we can provide ongoing remote support.

Using an online version of the passenger survey

If you would prefer to distribute an online version of the passenger survey to your members, rather than surveying on-board, we have an adapted online version you can use. Please contact us and we will send you a link to the survey for your organisation's passengers.

We conduct our own passenger survey – can we include these questions in our survey?

Yes! If you want to include these questions in your own survey, please do. It would be great if you are able to share your data with us.

Please do bear in mind that these questions are about the journey the passenger is making when they receive the survey, so they may require some amendment to fit into another questionnaire. CTA can advise you about the best way to include these questions in another survey, please contact nick@ctauk.org for more information.

Tips for carrying out the survey

Planning the survey

Select the services that you would like to survey. Generally those which are likely to have the most passengers are the best.


Ideally it would be useful if the services had a passenger assistant or another staff member on board to help passengers complete the questionnaire. CTA staff can come and assist if you don't have anyone to do this. Make sure each surveyor has a clipboard and pens!

Approaching passengers

Passengers should complete the survey on the vehicle and answer about the journey they are making. If it is not possible to complete the survey onboard, passengers can answer questions about the journey they have made on your services most recently.

Passengers should be made aware that participation is entirely voluntary, and they can stop at any time. No personal information is collected during the survey.





Passengers who are under 16 should not be approached to complete the survey.

Completing the questionnaire

Staff or volunteers can either go through the questions verbally with the passenger and complete on their behalf or hand the questionnaire to the passenger to complete on their own.

Passengers can complete the questionnaire after leaving the vehicle but should answer about the journey they were making when they were given the questionnaire.

Returning the questionnaire

Once the completed questionnaires have been collected, please return them to CTA using the stamped addressed envelope.

Further Information

If you require any further information about the passenger survey or have any questions, please contact nick@ctauk.org or josiah@ctauk.org.

