



Transport Solutions

Ireland is the fastest growing economy in the EU right now.

Our population will grow by +1 million by 2040, and our transport sector will be challenged to meet the needs of a nation on the move. Understanding transport and travel patterns, as well as customer requirements, will become even more important for service planners and investors. Our research solutions for transport span all the research elements of the journey, from day-to-day travel patterns to the adoption of new transport solutions in the future.


amárach
research

Case Study: Fieldwork

NTA: National Household Travel Survey

Customer Requirement:

to gather travel information for the Authority's on-going transportation planning role and to provide travel data for the update of their regional transport models and for the development of additional transport modelling tools.

Research Methodology:

a nationally representative sample of 6,000 face to face household surveys and 11,000 three-day travel diaries from all household members over the age of 4 years of age, cross referenced with the National Census data and other CSO data.

Organisation Impact:

capturing data on day-to-day travel behaviour throughout Ireland supplies the NTA with robust evidence to inform policy making and the strategic planning of our transport infrastructure and improvements to transport services.

Amárach's Transport Solutions:

- Passenger surveys – on service, 'at station' and in-home face to face interviewing - using mobile GPS enabled tablets
- Household travel diary studies
- User surveys and footfall counts – Greenways, Blueways & leisure facilities/ attractions
- Public transport service census studies
- Passenger counts and service performance observations
- Mystery shopping – ticket purchase, fleet & station condition, journey experience, customer service
- Observational work - defective fog light counts, cyclist road use, mobile 'phone and seat belt usage
- Forecourt market customer experience and branding studies – online and on-site
- Automotive industry market, brand, dealer and supplier network research

Clients for our Fieldwork research solutions have included:



Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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