

# Perth Area Travel and Household Survey

*The objective of the Perth Area Travel and Household Survey (PATHS) is to collect information about the way in which Western Australians use the transport network across the Perth metropolitan and Peel regions. The survey began in May 2018 and will continue until 2022. Information collected will help to inform planning and development of infrastructure.*

## How does the survey work?

Ipsos Social Research Institute (Ipsos) is conducting the survey on behalf of Main Roads. The survey follows the below steps:

1. Residential addresses are randomly selected for inclusion in the PATHS study.
2. A representative from Ipsos visits the household to explain the study.
3. If the household consents to participate, the Ipsos representative will ask a few questions that will take approximately 15 minutes and provide eligible householders with a GPS device to carry for five days.
4. The device is collected after five days and the Ipsos representative will discuss the travel behaviour for one of those days.

## Who is Ipsos Social Research Institute?

Ipsos is a global market research and consulting firm that conducts research in 90 countries and has undertaken work in the Western Australian public sector.

## Is the survey mandatory?

Participation is voluntary; however, we encourage selected households to participate to ensure that all household types and sizes are represented in the results.

## Why is the survey important?

Information about the way in which Western Australians use the roads is important to plan for infrastructure and development.

The last survey was conducted in 2001. We are now collecting new data to help inform the development of the transport models used to improve roads, public transport and pedestrian networks.

## Will my privacy be protected?

Ipsos complies with the Commonwealth Privacy Act (1988) and the National Privacy Principles. IPSOS has strict data access protocols in place to protect personal and sensitive information.

Main Roads is not exposed to any householder's personal or sensitive information.

## Does this survey monitor householders?

No. The GPS does not store personal information or monitor a householder's activities. Travel movements are stored within the device, and data can only be accessed by an Ipsos representative at secure Ipsos premises.

## Further information

For enquiries about the survey, contact:

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