Traffic Survey  

October/November 2014

Dear recipient,

Helsinki Regional Transport Authority (HSL) is studying the daily travel behavior and journeys of the residents of the Helsinki metropolitan area and the surrounding municipalities. By participating in the survey, you will provide us with valuable information that helps us to develop transport in the region. Innolink Research and Mattersoft Oy assist in carrying out the survey. For more information about the survey, please see overleaf.

**Your survey day is shown on the top of this letter.**

You can participate in the survey online or by phone. Attached to this letter you will find background questions about your survey day as well as a travel diary that you can use to help in the data collection on your survey day. You do not need to send the forms anywhere.

**We would prefer you to respond online.**

You can fill in the questionnaire online at http://feedback.mattersoft.fi/liikkumistutkimus. Before answering, you need to create a username and password of your choice. More information about responding is available on the website. If you have a smartphone with an Android operating system (version 4.1 or later), you can download an application that allows you to collect some of the journey data on the survey day automatically. The survey is open for 8 days from 4am on the survey day.

**Participating by phone**

If we do not receive your answers via the online questionnaire within 2 days from your survey day, we will try to contact you by phone on the phone number shown at the top of this letter. If the phone number is not correct or it has not been found, we kindly ask you to correct the information online at www.vastaa.innolink.fi/HSL. You can also call the number shown at the bottom of the page.

We ask you to report the journeys made on your survey day even if they do not represent your usual travel behavior. All responses are equally important regardless of the mode of transport used. Reporting that you did not travel at all on the survey day is equally valuable. All participants are entered into a prize draw of 10 HSL gift certificates worth €50 each.

Thank you in advance for your effort and cooperation.

Kind regards,

Sini Puntanen
Director of the Transport System Department
Helsinki Regional Transport Authority (HSL)

**Inquiries**

Contents of the survey, Mon-Fri 8am–5pm on 050 432 8236 (Innolink Research Oy).

Use of the online and mobile phone tools, Mon-Fri 8am–5pm on 050 577 7400 (Mattersoft Oy).

More information overleaf -->

Tämä on Helsingin seudun liikenteen (HSL) liikkumistutkimus.

Postitse lähetetty aineisto eri kielillä osoitteessa: https://www.hsl.fi/liikkumistutkimus

Kysely ja ohjeet eri kielillä osoitteessa: http://feedback.mattersoft.fi/liikkumistutkimus
Why is this survey being carried out?
The survey results will be used for describing the present state of transport, planning of transport links and services and for assessing the adverse environmental impacts of transport. In addition, the survey helps us to assess the impacts of the Ring Rail Line and the West Metro on travel.

What are Ring Rail Line and West Metro?
The Ring Rail Line is a new commuter train link from Tikkurila via Airport to Vantaankoski to be opened in summer 2015. The West Metro is a new metro line from Ruoholahti to Matinkylä to be opened in 2016. Both projects involve also reorganization of bus services in Vantaa and Espoo. More information about both of the projects is available at HSL’s webpages, https://www.hsl.fi/en/traffic-survey.

What is a trip?
A trip is defined as getting from one place to another outside the yard, e.g. from home to a store or work. Outward and return halves of a return trip are treated as two separate trips. Also walks, jogs and runs are considered as trips. Small diversions, for example stopping at a kiosk, do not break a trip. Trips made by professional drivers or people working on vehicles during working hours are not considered as trips but their trips to and from work are. The survey covers only trips started between 4am on the survey day and 3.59am on the following day.

How will the results be processed?
The information you provide is data protected by your unique username and password. The survey results will be published as various tables and diagrams. The information provided by individual respondents cannot be identified.

Why were you selected for this survey?
The survey participants were randomly selected from the population register to represent the residents of the Helsinki metropolitan area and the surrounding municipalities of different ages. You are one of those selected. You represent your neighborhood and age group. Participation is voluntary but we hope that you will take part. No other person can replace your participation in the survey because only you can describe your own travel behavior. Therefore, every missing answer will reduce the value of the survey results.

Who will use the survey results?
The survey results will be used by HSL, municipalities in the region and others working on questions relating to transport in the region. Your responses are confidential. In compliance with the Personal Data Act, personal data is not given out to third parties and individual responses are so published as not to reveal the identity of individual participants. Those selected for the survey are entitled to check all information collected on them in the file from HSL. The Description of the File is available at HSL’s web site at https://www.hsl.fi/en/traffic-survey, or you can ask for it from HSL’s Registry at Opastinsilta 6 A, Itä-Pasila, Helsinki. Once the survey is over, all identifying information (personal data) will be destroyed.

Source of address data
Population Register
Population Register Center
PO BOX 123
00531 HELSINKI

At no time will your contact details be used for direct marketing.