Dear recipient

Helsinki Regional Transport Authority (HSL) is researching the daily travel behavior and journeys of the residents of the metropolitan area and the surrounding municipalities. By participating in this study you will contribute valuable information that will help develop transport. Innolink Research Oy assists in the conducting of this study. Additional information about the study can be found overleaf.

The interviewer will call you and ask you some questions relating to the journeys you made on the day of the study. Along with the letter there are the lists of background questions and trip diary. We will call you and ask for the information over the phone. To facilitate the interview process, we request that you prepare yourself for the interview in advance and have the questions ready at hand. The interviewer will attempt to reach you for the first time on XX.XX.XXXX and after that at various times for approximately a week.

We ask you to report the journeys you made on the day of the study even if they do not correspond to your usual travel behavior. If the person selected for the study is a child, the parents or guardians are asked to respond on the child’s behalf. All responses are equally important, regardless of the form of transport used for the journey. Equally valuable is the information that you did not travel at all on the day of the study.

10 gift certificates of 50 euros are raffled among the participants.

Thanking you for your effort and co-operation in advance

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

Inquiries
If you wish to contact someone with matters related to the study, you can call 050 432 8236 on weekdays between 8-17 / Innolink Research Oy

Additional information overleaf -->
Why is this study performed?
The results of this study are used to describe the present state of transport, the designing of transport connections and services, and estimating the environmental risks of transport. Additionally, the study is used to estimate the effects that the Ring Rail Line and the West Metro will have on travel behavior.

What are the Ring Rail Line and the West Metro?
The Ring Rail Line is a new local train connection from Tikkurila via the Airport to Vantaankoski that is scheduled to open in the summer of 2015. The West Metro is a new metro line from Ruoholahti to Matinkylä that is to open in 2016. Both projects also involve bus network changes in Vantaa and Espoo. Additional information on both projects is available on the HSL web page at 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 4 am on the survey day and 3.59 am on the following day.

How are the results reported?
The results of the study will be published as tables and graphics. They cannot be connected to any individual respondent’s details.

How were you selected for this study?
Inhabitants of the metropolitan area and the surrounding municipalities have been picked from the population register for this study. Subjects have been randomly selected. You are one of the people selected for this study. You represent your own living area and age group. Participation is voluntary but we hope you will take part in this study. No one else can replace your answer, since only you can describe your own travel behavior. Every missing response will therefore weaken the value of the results.

Who will use the results of this study?
The results of this study will be used by HSL, regional municipalities and others who work with questions relating to the regional transport. The answers you give are confidential. In accordance with the Personal Data Act, the personal data are not given to outside parties and individual responses are not published in ways that might divulge anyone’s identity. Those chosen for this study are entitled to check all the information collected on them in the register at HSL. The privacy policy can be found at the HSL web page at https://www.hsl.fi/en/traffic-survey and it can be requested at the HSL record office: Opastinsilta 6 A, Itä-Pasila, Helsinki. Once the study is over, personalized information (personal data) will be destroyed.

Source of address data
Väestötietojärjestelmä
Väestörekisterikeskus
PL 123
00531 HELSINKI

Contact details will not be used for direct marketing at any stage.