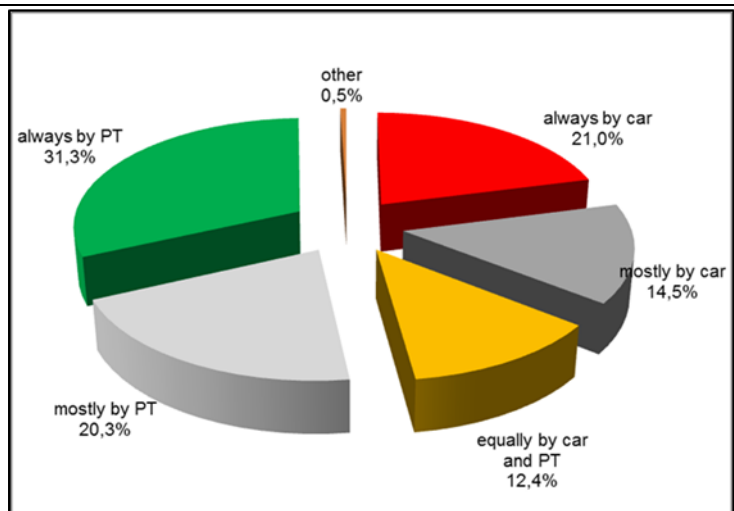


Using market research to help optimise your public transport system



Course description

This course offers an overview of a range of topics related to marketing research in public transport including the definition and purpose of market research; the scope of market research in public transport; market segmentation; designing market research; data collection, processing and analysis; understanding your audience when preparing research reports and organising market research in public transport.

Target audience

Those involved in a range of public bodies and other public transport stakeholders, including:

- Public transport operators
- Public transport authorities
- Passenger councils
- Advisors to public bodies
- Local and regional politicians and decision makers
- Academia

Experience in market research is not necessary.

Thematic area

Public transport

Please click [here](#) to find the course.

Date of release

2014

Associated with project

TIDE