

# DATA - WHAT HAVE WE FOUND OUT?

## 8 SURVEY DATA

SRTS has gathered valuable data from the parents of children attending the school. Learn more from what the collected data is telling us about acceptance and support for new developments which provide for safe access to school. SRTS have developed editable materials that each school can use to promote their Parent Survey Results. Use these to engage with your school community and promote your data.

### PROMOTING YOUR DATA

Promotional templates are available as part of the SRTS Communications Toolkit. These can be developed to showcase the data results and aid towards fostering a sense of ownership for the proposals. E.g. You could promote, *"98% of parents support works at the front of school that improve student safety, putting pedestrians and cyclists first"*.

### LOCAL DEMOGRAPHICS

are useful to research If you need to understand more about your area. The CSO has several themes as part of their Small Area Population Statistics data. This objective data can inform about local commuting behaviours, car ownership, general health and families. This information can help in identifying groups who may be under-represented and need consideration.

### EVIDENCE-BASED

You can bolster your campaign with evidence-based facts from available data in relation to local attitudes and behaviours around travel and mobility. Such evidence can also prove useful if your school were to face objection from groups who could, without evidence, make statements such as *"no one wants these changes in our village"*.

### CSO FINDINGS

could help bolster your campaign with real data, for example, *'The journey time to work, school or college In 2016 for people in Louth was under 15 minutes. Based on these figures, we believe that if more supports are given to facilitate active travel, more families can make fewer trips by car and travel shorter journeys to school by walking or cycling.'*