

CONTEMPORARY STUDIES AND METHODOLOGY IN URBAN AND REGIONAL PLANNING IN MALAYSIA



MARIANA MOHAMED OSMAN
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CHAPTER 9

SAMPLE, SAMPLING AND SURVEY METHODS IN TRANSPORTATION PLANNING PROJECTS

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INTRODUCTION

There has been growing demand for movement of people and goods as the economic growth of the nation expands. Transportation infrastructure undergoes tremendous pressure as a result of increasing demand in the movement of people and goods. In many instances, travel demand exceeds transportation infrastructure supply. New transportation infrastructure requires huge capital investment including land and other vital resources to accommodate increasing travel demand. However, building new transportation infrastructure requires important decision making by the policy makers. Accurate travel demand data are one of the important parameters which would help decision makers to arrive at important decisions related to transportation infrastructure. Sample and sampling methods are very important to collect data especially involving questionnaire survey. The sample size (number of samples) chosen should represent the actual population of the study. However, increase in sample size will also increase the monetary cost involved in collecting data. Hence, arriving at a suitable sample size within the financial constraints is very crucial for the accuracy of the data of the project.

The selection of suitable sampling methods in selecting sample from the study population is another important parameter that should be considered for the transportation projects. It is mainly to avoid biasness on the findings of the project. It is important to note that the sample size and sampling methods is normally applied in transportation surveys. Transportation surveys are techniques applied to collect information related to travel behaviour and pattern of the individual or users of the transportation infrastructure.