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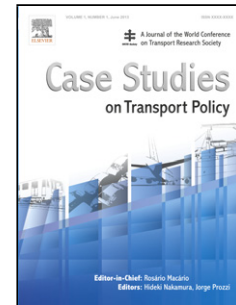
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# Incorporating social network data in mobility studies: Benefits and takeaways from an applied survey methodology

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## Highlights

- A transportation survey methodology that incorporates social network analysis is proposed
- The SNA methodology proved to be intuitive, easy to explain and easy to follow.
- Highlights the importance of collecting social network data as a complement to other mobility variables

The importance of social networks in counteracting mobility limitations is often overlooked despite allowing individuals to remain included under otherwise adverse conditions. Living in poor accessibility areas and having low mobility is associated with a higher risk for social exclusion; that is, the ability to participate fully in society. In order to explore how social network support can compensate for reduced accessibility and mobility, thus reducing the propensity for exclusion, a survey methodology to collect social network, mobility and accessibility data was defined. The paper presents an overview of the methodology. It includes several subjective scales, a trip diary and several SNA tools to measure the density, interconnectivity and supportive nature of individuals' personal networks. Some of the key difficulties encountered and lessons learned are presented along with descriptive statistics of the sample and an illustration of the data collected. This paper attempts to assert the importance of considering, studying and measuring the social aspects of accessibility and mobility, when planning for urban transport systems and presents one possible survey methodology that incorporates the different dimensions of social exclusion in a single survey.

**Keywords:** social network analysis; social exclusion; well-being; mobility survey; Lisbon; methodology

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