



# 2009 NHTS Cell Phone Only Households

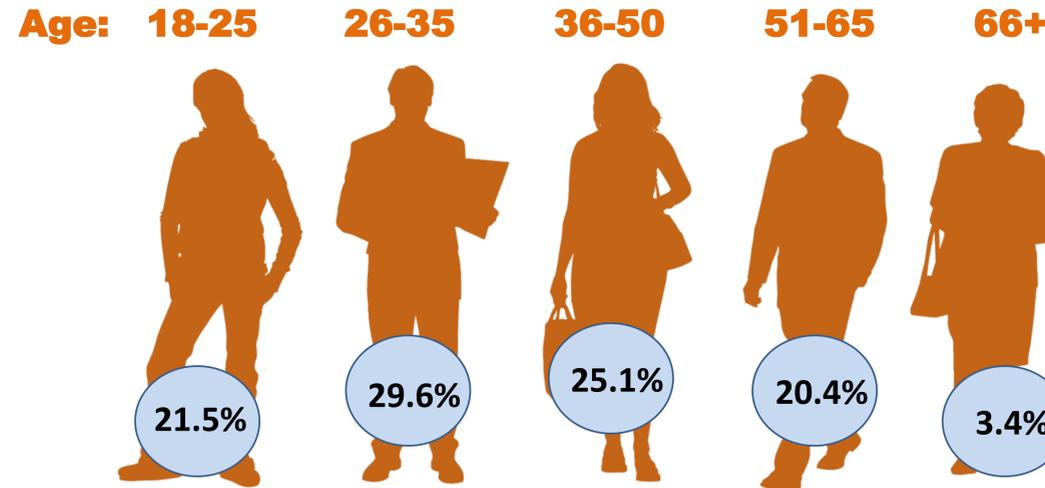
why survey sampling frame must change in 2016...



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## Introduction

- The National Household Travel Survey has evolved from traditional data collection approaches to address-based sampling with internet retrieval for 2016.
- This new methodology will allow the NHTS to expand coverage to not only households with telephone land lines, but also cell phone only homes. This will allow researchers to better analyze the unique travel patterns of cell phone users.
- In 2009, an experimental Cell Phone Only (CPO) sample was conducted:
  - Fielded concurrently with the landline sample
  - Included all 50 states and DC in the sample
  - Sampled 73,561 CPO numbers
  - Completed 2298 screener interviews
  - Yielded 1,250 cell phone only useable households interviews
  - Achieved overall response rate of 13.6%

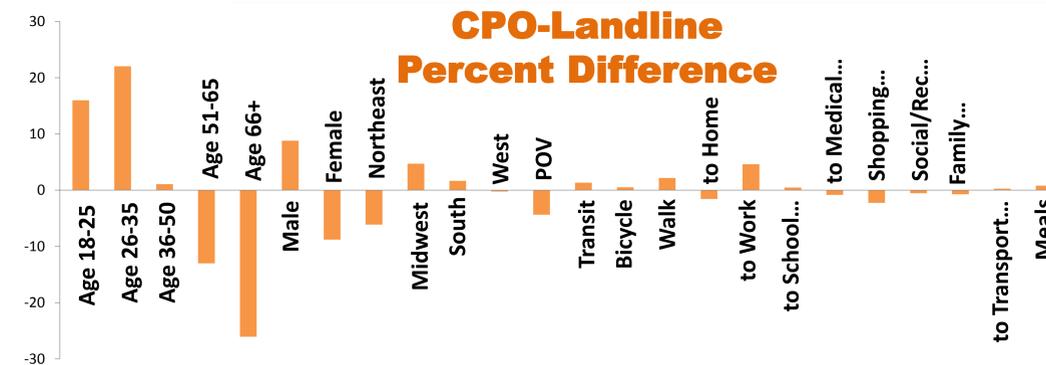


## Cell Phone Usage is Changing the Mobility of Travel Especially in Certain Age Groups

- In the CPO, for all age groups the most common trip purposes are for shopping/errands, work and social/recreation. Only in ages above 65 is work the least common of the three.
- Walk and transit trips are most common in the youngest age groups: 18-25 and 26-35
- Bicycle trips are most common in the youngest age group: 18-25 and second in those 51-65

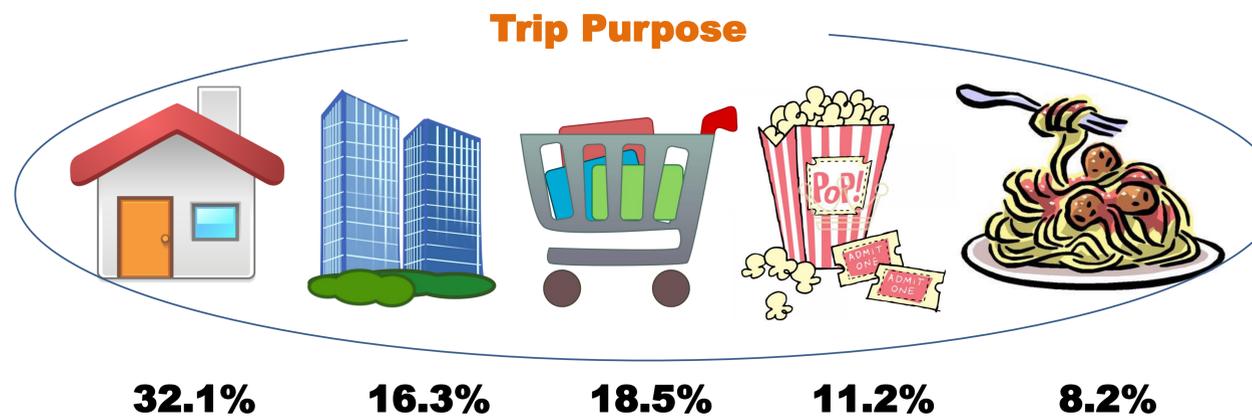
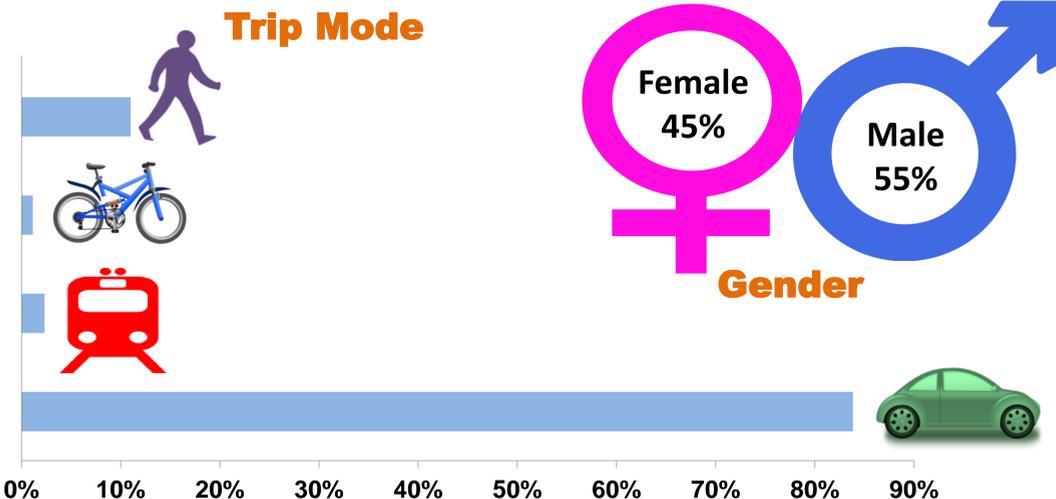
## National Health Institute Survey CPO Sample

- Nearly one-half of American homes (47.4%) had only cell phones during the first half of 2015—an increase of 3.4 percentage points since the first half of 2014.
- More than two-thirds of all adults aged 25-34 and of adults renting their homes were living in wireless-only households.
- During the second half of the NHTS CPO survey year of 2009, 24.5% of households (and 23% of adults) had no landline service and only cell phone service.



## Travel Behavior Research Needs to Capture Cell Phone Only Households

- For the first half of 2014, 43% of US Adults lived in a household without a landline, estimated 46.5% of adults in Jan 2015.
- As of Jan 2014, 90% of American adults own a cell phone
- 64% of Americans now own a smartphone, up from 58% in early 2014 with ownership highest among young adults and those with high income/education levels
- Demographically, several groups of Americans rely especially heavily on smartphones for online access. These include: low HH income, low education levels, younger adults, non-whites
- 50% of smartphone users have made a purchase via their phone
- Shopping app usage grew faster than any other category of apps in 2015. Sessions on shopping apps on iOS and Android devices increased by 174% year-over-year, including 220% on Android alone. That's up from 77% last year



## US Census Regions

