



**NHTS**

National Household Travel Survey  
Our Nation's Travel

# 2015/2016 NHTS Add-on Program

TRB Workshop

January 10, 2016

# Overview

- 2015/16 Add-on Program
- Add-on Sampling Details
- Add-on Questions
- Agency Support

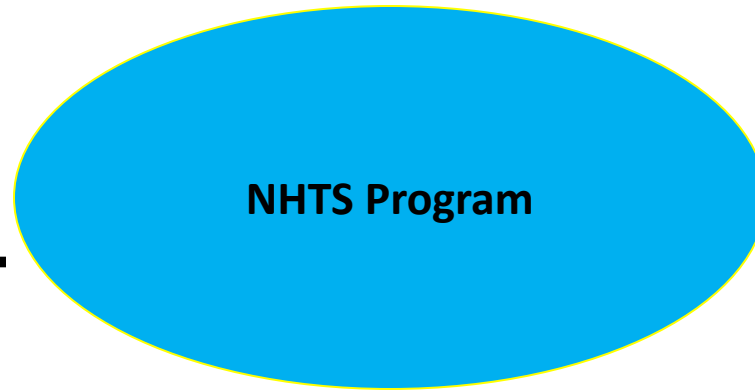
## Add-on Program

- ✓ Purchase additional samples to support development of travel estimates at lower geography levels (state/region)
- ✓ Add up to 6 questions that are unique to the add-on agency needs
- ✓ Add-on agency support



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**NHTS Program**

**National Study**

(2015/6) 26,000 Sample Size

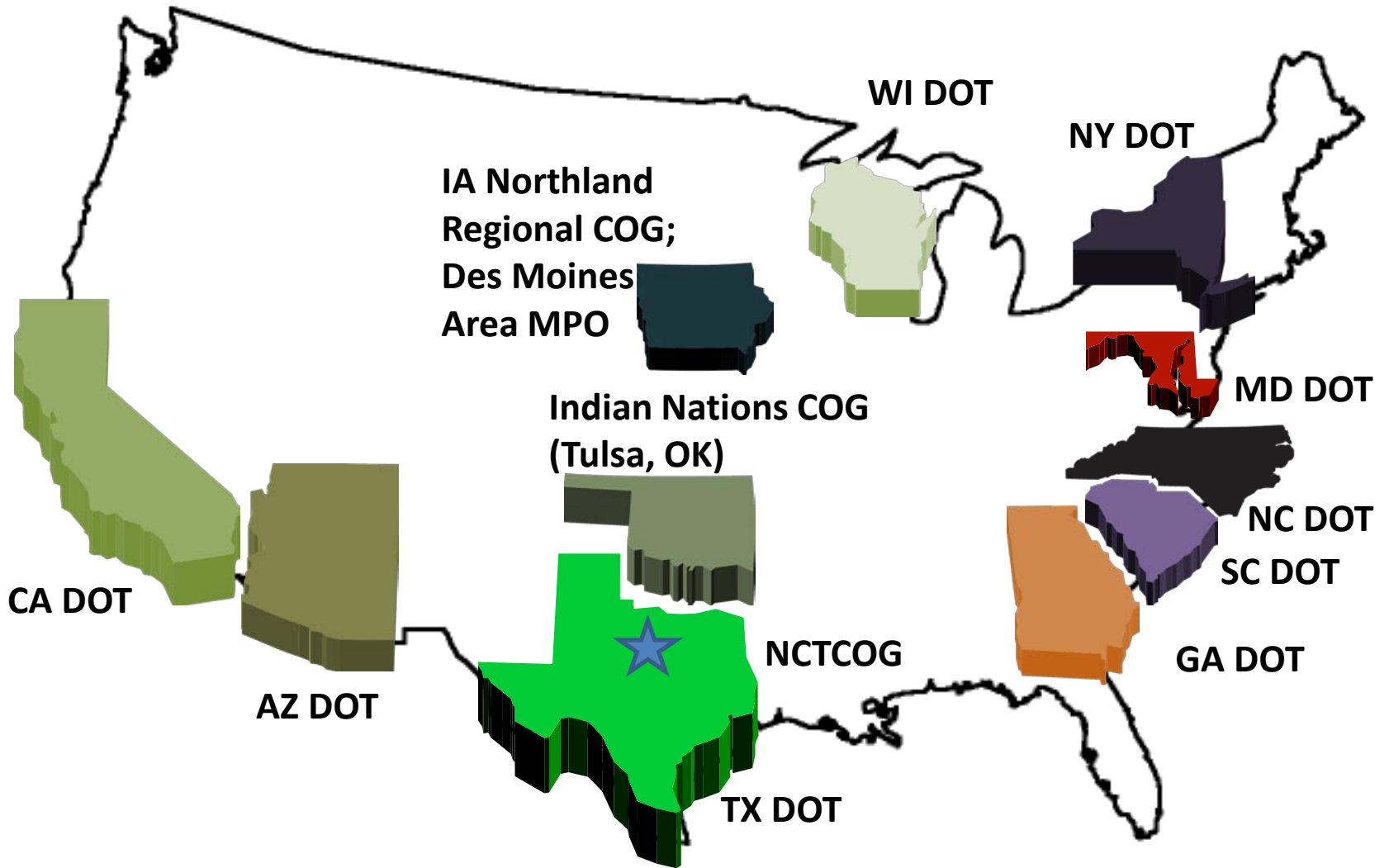
**Add-On Program**

(2015/6) 103,112 Sample Size



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# 2015/16 Design Enhancements

- National + Add-ons
  - Use of an Address-Based Sample
  - Recruit by Mail/Web, Retrieve by Web/Mail/Phone
  - 100% of HH members (age 5+) record travel
- Add-ons: Option for “reduced weekend” samples
  - Traditionally, NHTS has collected data evenly throughout all 7 days of the week
  - Based on feedback from modeling community, add-on agencies have option of reduced weekend sample or traditional allocation
  - 8 agencies selected “reduced weekend”



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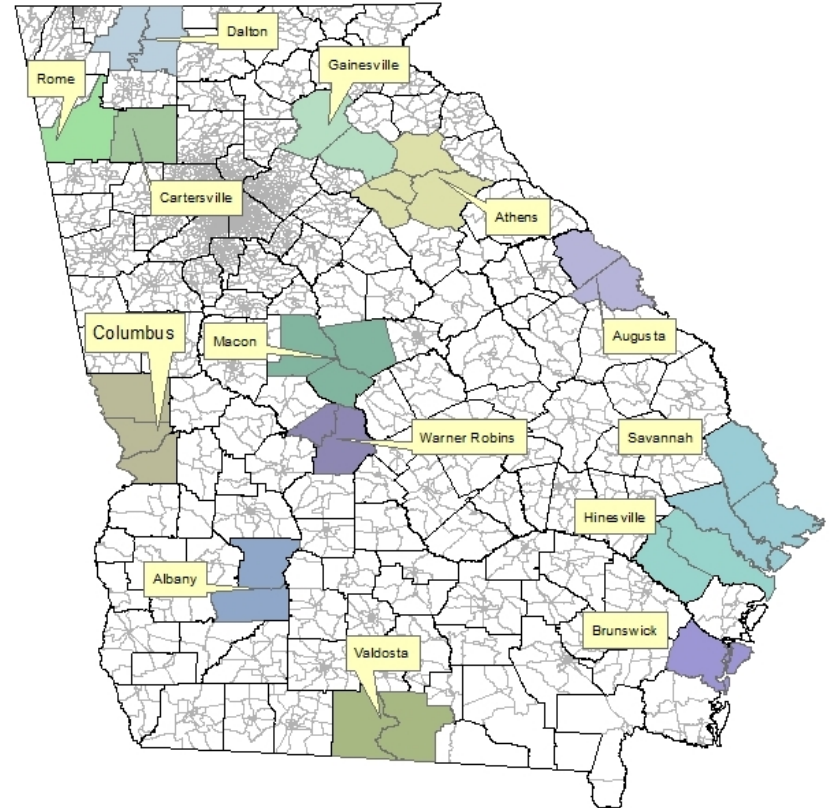
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## Add-on Uses of the Data

- Transportation planning & forecasting
- Describing and analyzing travel behavior
- Travel of specific demographic groups (e.g. elderly, millennials, immigrants)
- Energy use (fuel consumption)
- Environmental concerns (greenhouse gas formation)

# ADD-ON SAMPLING

- Generally designs are drawn proportionate to population
  - Most States established “survey regions”
  - Some states set % allocations
  - MPOs allocated sample proportionately
- Texas DOT and NCTCOG - joint sample “overlays”





# ADD-ON QUESTIONS

- 12 Agencies Asked Questions
  - 65 questions total
  - 12 duplicates (same wording used by multiple agencies)
  - 53 unique questions

## Add-on Questions – HH Level

- Location Choice (4)
- Tenure
- Home Internet Access
- Home Deliveries
- Long Distance Travel (5)
- Airport Choice (2)
- Shopping Trips
- Investment Priorities (3)
- Children Travel to School
- Participate in Follow-up Studies (6)
- Toll Tag Ownership



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# Add-on Questions – Person Level

- Student Status
- Workers
  - Use of Transit (2)
  - Work Schedule
- Seasonal Variations
- Long Distance Travel
- Use of Alternative Modes/PNR
- Impact of Fuel Prices
- Active Transportation
  - Factors/Attitudes

## Add-on Questions – Trip Level

- Toll/Parking Cost (where applicable)
- Mode Specific Details
- Why Transit for this Trip?

# ADD-ON AGENCY SUPPORT

- Design Assistance
- Periodic Webinars
  - Outreach Programs
  - Uses of Data (examples from other Add-ons and recent research)
- Regular Program Updates
  - Monthly Progress Reports
  - Sample Monitoring (age, income, HH size, etc.)
  - Special Reports at Key Stages
- Quality Control and Data Summaries/Reports
- Add-on Agency Workshops



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*Data needs are evolving,  
NHTS is helping you meet them*

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