

# 2015-2016 National Household Travel Survey: What's Different and New

January 10, 2016

# What's Different in 2015-2016 Compared to Past NHTS?

# Where We've Come From

- Previous National **Personal Transportation Surveys** (NPTS)
  - **1969**: 15,000 HH; Census
  - **1977**: 18,000 HH; Census
  - **1983**: 6,500; Census
  - **1990**: 18,000 national + 4,000 add-on; RTI
  - **1995**: 21,000 national + 21,033 add-ons; RTI

# Where We've Come From

- 2001 National **Household Travel Surveys** (NHTS)
  - 26,038 national + 43,779 add-ons; Westat and Morpace
  - Complex pretesting;
  - RDD CATI survey;
  - Name change to NHTS - combine NPTS and American Travel Survey

# Where We've Come From

- 2009 National Household Travel Survey
  - 25,510 national + 124,637 add-ons; Westat
  - RDD CATI survey;
  - Dropped ATS module;
  - On-line geocoding of trip ends

# Where We Are Now

- **2015-2016 National Household Travel Survey (NHTS)**
  - 26,000 national + 103,112; Westat
  - Address-Based sample (ABS)
  - Two-stage Survey Design
  - Multi Mode Data Collection (Paper/Web/CATI)
  - New Multi-stage Incentive Structure

# Where We Are Now

- **2015-2016 National Household Travel Survey (NHTS)**
  - **Tasks Completed To Date**
    - Develop and Design
  - **Task in Progress**
    - Pretest
  - **Future Tasks**
    - Main Survey, Weighting, Data Delivery

# What New in 2015-2016?



2015-2016 National Household Travel Survey

# Data Collection Methodology

# Overview of Design

- Address-Based Sample (ABS) frame
- Two-stage survey with mixed mode approach using mail, web, and telephone
- Pretest: November 2015 to January 2016
- Main Survey Start: March 2016

# Sample Design

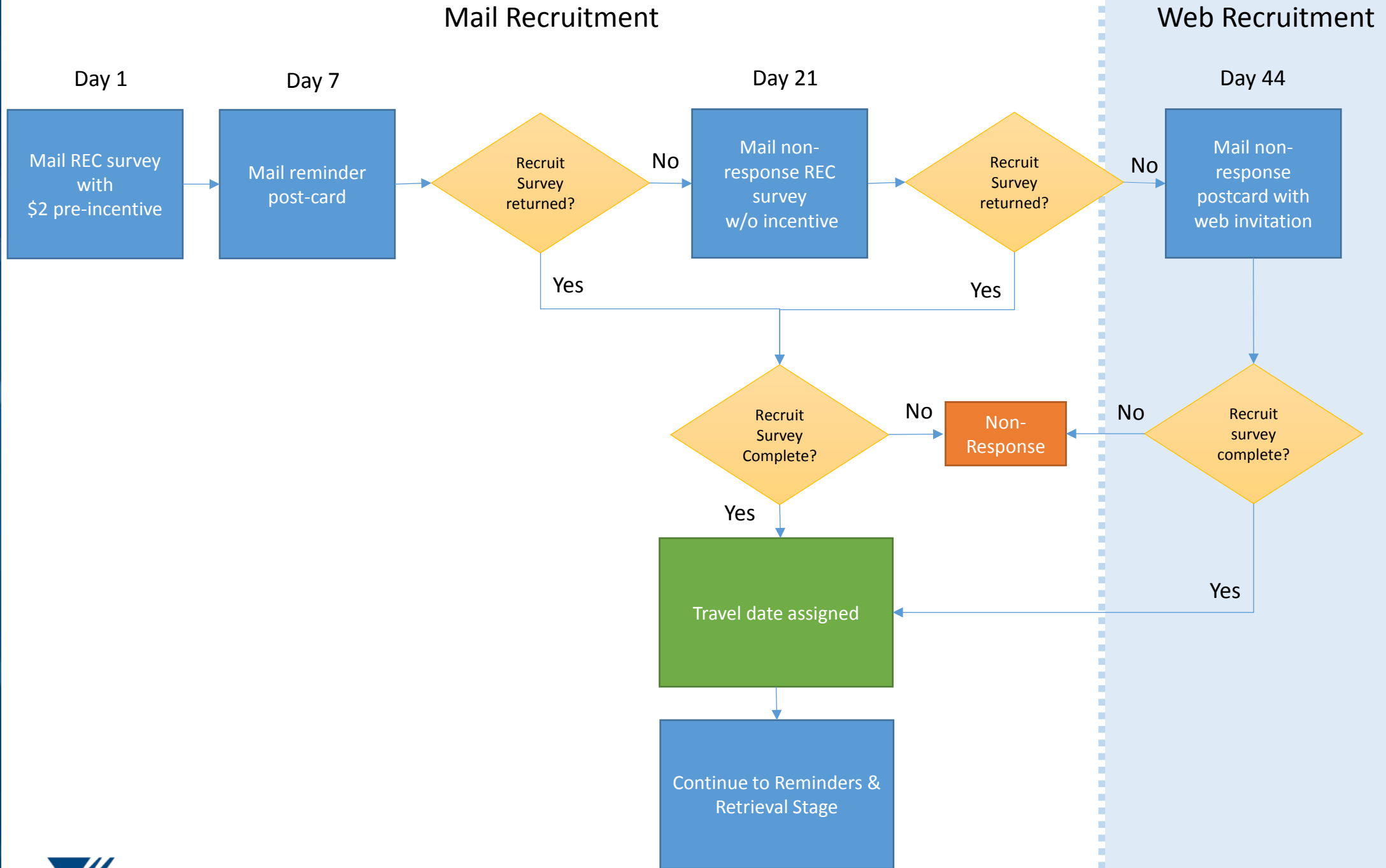
- ABS
  - Targeting 129,000 completed households
  - 569 sampling strata (national + 13 add-on areas)
- Address sample is being selected in two equal-sized waves
  - Prior to start of fieldwork
  - About 6 months after the start of fieldwork
- Sampled addresses will be randomly pre-assigned a day of the week
- Sample release process balances assignment of travel days by month

# Design of Survey Materials

- FHWA and Westat
  - Starting point 2009 NHTS materials
  - Revised based on best practices for a 2-stage ABS Survey
- Expert Panel Input in April 2015
  - Refine/Simplify invitation letter
  - Provide person-level guidance with travel log
- Cognitive Testing
  - Recruitment instrument and field materials in April 2015
  - Web retrieval instrument in December 2015

# Recruitment Highlights

- Primarily by mail with periodic reminders
- Telephone recruitment option (if respondent requests it)
- Postcard invitation for web recruitment as a nonresponse option



# National Household Travel Survey

Understanding How People Get from  
Place to Place



The U.S. Department of Transportation collects information about your travel to understand how well the roads, highways, and bus and rail systems are working and to plan for the future. We are asking you to please help us by taking part in this survey. Your answers help us build a snapshot of how, when, and why people travel in their daily lives.

Participation is voluntary and your information will be kept confidential. The information will be used to analyze travel behaviors of U.S. Public. Estimated reporting burden is 8 minutes including the time to review instructions, search existing data sources, gather and maintain the data needed, and complete and review the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. The OMB control number for this collection is 2125-0545. Comments or suggestions regarding any aspect of burden, collection of information may be sent to: Michael Howell, Information Collection Clearance Officer, Federal Highway Administration, 202 366-5707, Michael.howell@dot.gov, 1200 New Jersey Avenue, SE, Washington, DC 20590.

- ▶ This form should be completed by an adult household member.
- ▶ Please use a black or blue pen to complete this form.
- ▶ Mark  to indicate your answer. If you want to change your answer, darken the box  with the incorrect answer, and mark the correct answer with an .

### Your Travel Experiences

1. How often do you use each of the following to get from place to place?

	Daily	A few times a week	A few times a month	A few times a year	Never
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Vehicle (Car/Truck/SUV)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi service or rideshare such as Uber/Lyft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train/Subway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paratransit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How much do you agree or disagree with each of the following?

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
The price of gas affects the number of places I go.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting from place to place costs too much.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I walk to places to save money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I bike to places to save money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I use public transportation to save money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Technology You Use

3. How often do you use the following devices to access the Internet?

	Daily	A few times a week	A few times a month	A few times a year	Never
Desktop or laptop computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smartphone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tablet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other device, please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





### Your Household and You

4. How many vehicles are owned, leased, or available for regular use by the people who currently live in your household? Be sure to include motorcycles, mopeds, and RVs.

Please fill in "0" if your household has no motor vehicles

Total number of motor vehicles available to your household

5. Do you own or rent your home?

- Own  
 Rent  
 Other, please specify

6. Are you of Hispanic or Latino origin?

- Yes, Hispanic or Latino  
 No, not Hispanic or Latino

7. What is your race? Mark all that apply.

- White  
 Black or African American  
 Asian  
 American Indian or Alaska Native  
 Native Hawaiian or other Pacific Islander  
 Other, please specify

8. What is the highest grade or year of school you completed?

- Less than a high school graduate  
 High school graduate or GED  
 Some college or Associates degree  
 Bachelor's degree  
 Graduate degree or professional degree

### Contact Information

9. Please print your first and last name below.

First Name

Last Name

10. What is the best telephone number for us to reach you for the next part of the study?

(    )    -

11. Is the number above a cell phone?

- Yes  
 No

12. Do you have a landline telephone?

- Yes  
 No

13. Please provide your email address.

14. The second part of this survey can be done online or on the phone. Which do you prefer?

- Online  
 Phone



15. In order to understand how people get from place to place, it's important for us to know who currently lives in your household.

**Including yourself**, please write in the first name/nickname, age, and gender of each person currently living in your household, including children and newborn babies.

	First name, nickname, or initials	Does this person drive?	This person's age	This person's gender
Person 1	<input type="text" value="You"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 2	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 3	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 4	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 5	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 6	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 7	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 8	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 9	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female
Person 10	<input type="text"/>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="text"/>	<input type="checkbox"/> Male <input type="checkbox"/> Female

16. If there are more than 10 people in your household, please write in the **total** number of people in your household.

Thank you!

Please return this questionnaire in the enclosed, pre-paid envelope.

For more information about the survey, please visit

[www.NationalHouseholdTravelSurvey.com](http://www.NationalHouseholdTravelSurvey.com) or call 1-855-997-1400.

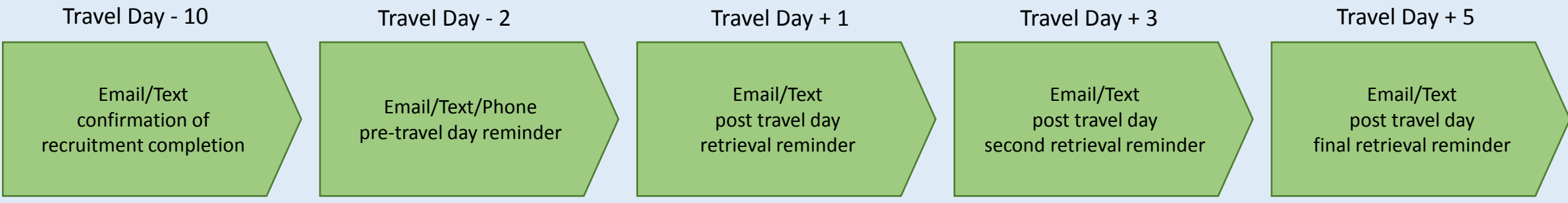
Households were selected at random from the postal service's list of residential addresses. By selecting households randomly, we will be able to create scientific estimates about the households in America. It's important to participate, so that we have an accurate picture of you and your community.



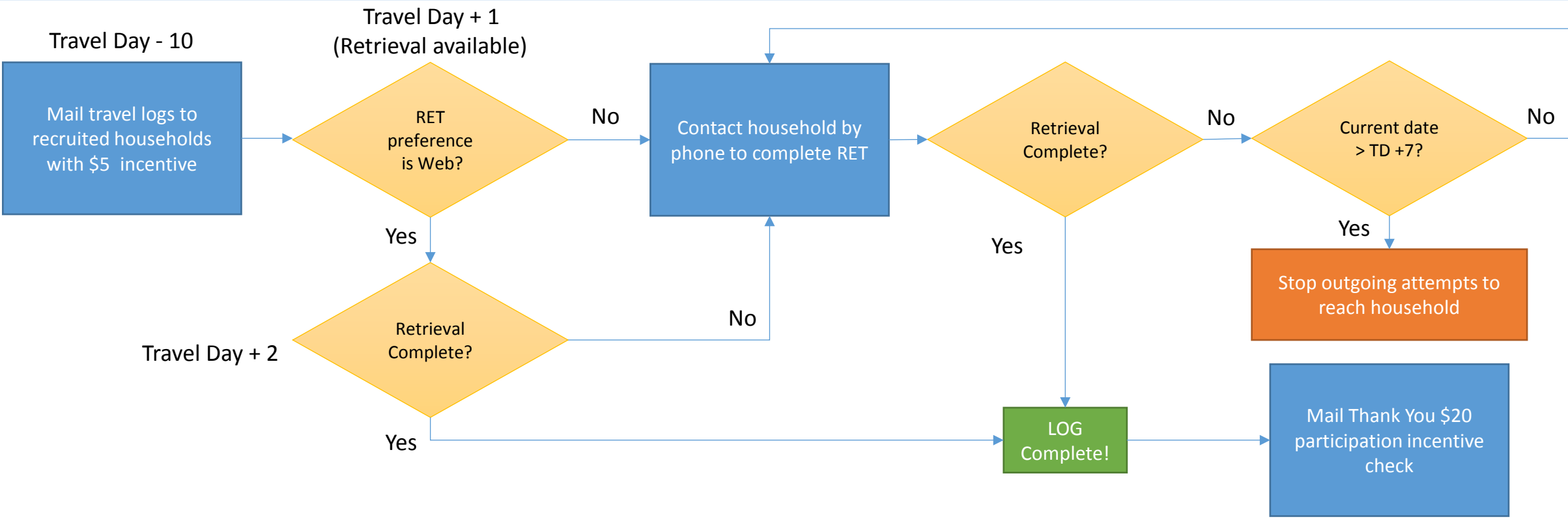
# Retrieval Highlights

- Seven-day window to report travel
- 100% of all HHMs 5 or older are eligible
- Primarily Web-based retrieval instrument
- CATI interview available to supplement the Web
  - Choose phone
  - Slow to respond
- Staged reminder contacts
- Real time geocoding

# Reminders & Retrieval Stage



Note: Reminders will stop once a household completes retrieval.



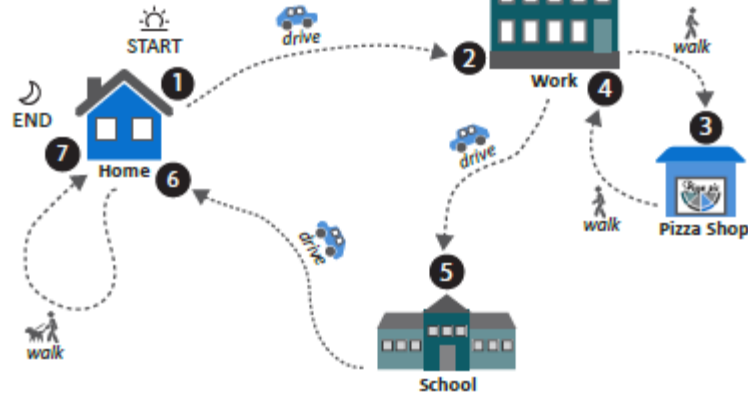
# Travel Log Packet

- Letter
- Exemplar log with completion instructions
- Personalized travel logs for each age eligible person
- \$5 cash incentive

2015-2016 National Household Travel Survey

# Travel Log Examples

## A Full Travel Day Example



## National Household Travel Survey

1 Where did you go?	2 How did you get there?	3 What did you do?
<b>START HERE</b> <b>Place 1: Where were you at 4:00 AM on your assigned travel day?</b> Provide place name and address/intersection: Home	What time did you arrive at this place? How did you get to this place? How many people went with you to this place? What time did you leave this place?	What did you do at this place? Use the <b>Activity List</b> below.
Place 2: Where did you go next? Provide place name and address/intersection: Work — Arbor Law Firm 990 Central Ave, Chicago, IL 60639	7:54 AM Drove my car 0	01- Ate breakfast and got ready for work
Place 3: Where did you go next? Provide place name and address/intersection: Gustaso's Pizza 1800 Kerry Lane, Chicago, IL 60639	1:28 PM Walked 2	13- Buy and eat lunch
Place 4: Where did you go next? Provide place name and address/intersection: Work — Arbor Law Firm 990 Central Ave, Chicago, IL 60639	2:02 PM Walked 2	03- Work
Place 5: Where did you go next? Provide place name and address/intersection: Fairview Elementary 7590 North Rd, Chicago IL 60639	5:08 PM Drove my car 0	06- Pick up daughter from school
Place 6: Where did you go next? Provide place name and address/intersection: Home	5:34 PM Drove my car 7	01- Ate dinner and relaxed
Place 7: Where did you go next? Provide place name and address/intersection: Home	8:04 PM Walked 0	16- Walk the dog and exercised

### Instructions:

- Keep this packet with you on your travel day. Use your travel log to record every place you go throughout the day. Be sure to include short trips like stopping for gas, going to the ATM, walking the dog, going through a drive-thru, or picking kids up from school.
- After your travel day, use your completed travel log to help you complete the survey, either online or by phone. Most people find that having the log helps when completing the online or phone survey.  
 If you are under the age of 16, please give your completed travel log to an adult household member.
  - Online. Go to [www.NationalHouseholdTravelSurvey.com](http://www.NationalHouseholdTravelSurvey.com). Click "Report Your Travel" and enter your PIN number.
  - By phone. Call 1-855-350-NHTS (6487) to speak with a study team member.

### Questions?

[www.NationalHouseholdTravelSurvey.com](http://www.NationalHouseholdTravelSurvey.com)

1-855-350-NHTS (6487)



The information you provide will be used to understand the transportation needs of your community and the nation. Participating is voluntary and your responses will be kept confidential. This survey takes about 3 minutes to complete. If you have comments or suggestions about your participation or this survey, please contact Michael Howell, Information Collection Clearance Officer, Federal Highway Administration, 202-366-5707, Michael.Howell@dot.gov, 1200 New Jersey Avenue, SE, Washington, DC 20590. Please refer to OMB Control Number 2125-0545, expiration date October 31, 2018.

## Frequently Asked Questions

### Should I take the travel log with me during my travel day?

Yes. Keep your travel log with you so that you can write down each place you go and exactly what time you arrive and leave. Then, use the log to help finish the survey online or by phone.

### I just took a walk around my neighborhood. Do I need to include that?

Yes. Even if you end up back at the same place you started, it still counts. If you go for a walk in your neighborhood, record it as a trip from home to home.

### I use public transit. Do I need to write down every bus stop or train station?

No. Just tell us where you went. We don't need to know each station, bus stop, or transfer point along the way. Simply list all the ways you got to that place (e.g., walk, bus, and train).

### Do I need to count all the passengers on the bus?

No. We are only interested in how many people traveled with you. If you and a friend took a bus together, just tell us that one person went with you.

### Do I need to mail you my log after the travel day is over?

No. We will ask you to refer to the travel log when you are completing the follow-up survey online or by phone, but the log itself is yours to keep.

## Activity List

- |   |  |
|---|--|
| 01. Regular home activities (chores, sleep) | 11. Buy goods (groceries, clothes, appliances, gas)              |
| 02. Work from home (paid)                   | 12. Buy services (dry cleaner, banking, service a car, pet care) |
| 03. Work                                    | 13. Buy meals (go out for a meal, snack, carry-out)              |
| 04. Work-related meeting/trip               | 14. Other general errands (post office, library)                 |
| 05. Volunteer activities (not paid)         | 15. Recreational activities (visit parks, movies, bars, museums) |
| 06. Drop off/pick up someone                | 16. Exercise (go for a jog, walk, walk the dog, go to the gym)   |
| 07. Change type of transportation           | 17. Visit friends or relatives                                   |
| 08. Attend school as student                | 18. Health care visit (medical, dental, therapy)                 |
| 09. Attend child care                       | 19. Religious or other community activities                      |
| 10. Attend adult care                       | 20. Other (please specify)                                       |

1 Where did you go?	2 How did you get there?			3 What did you do?	
START HERE	What time did you arrive at this place?	How did you get to this place? (for example, walk, car, bus, train, etc.)	How many people went with you to this place?	What time did you leave this place?	What did you do at this place? Use the Activity List below and write the number that best describes your primary activity at this place.
Place 1: Where were you at 4:00 AM on your assigned travel day? Provide place name and address/intersection:				<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 2: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 3: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 4: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 5: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 6: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 7: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 8: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 9: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	
Place 10: Where did you go next? Provide place name and address/intersection:	<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM			<input type="checkbox"/> : <input type="checkbox"/> <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Did not leave	

If you went more than 10 places on your travel day, please record these places on a separate paper. | See the back page for a full travel day example!



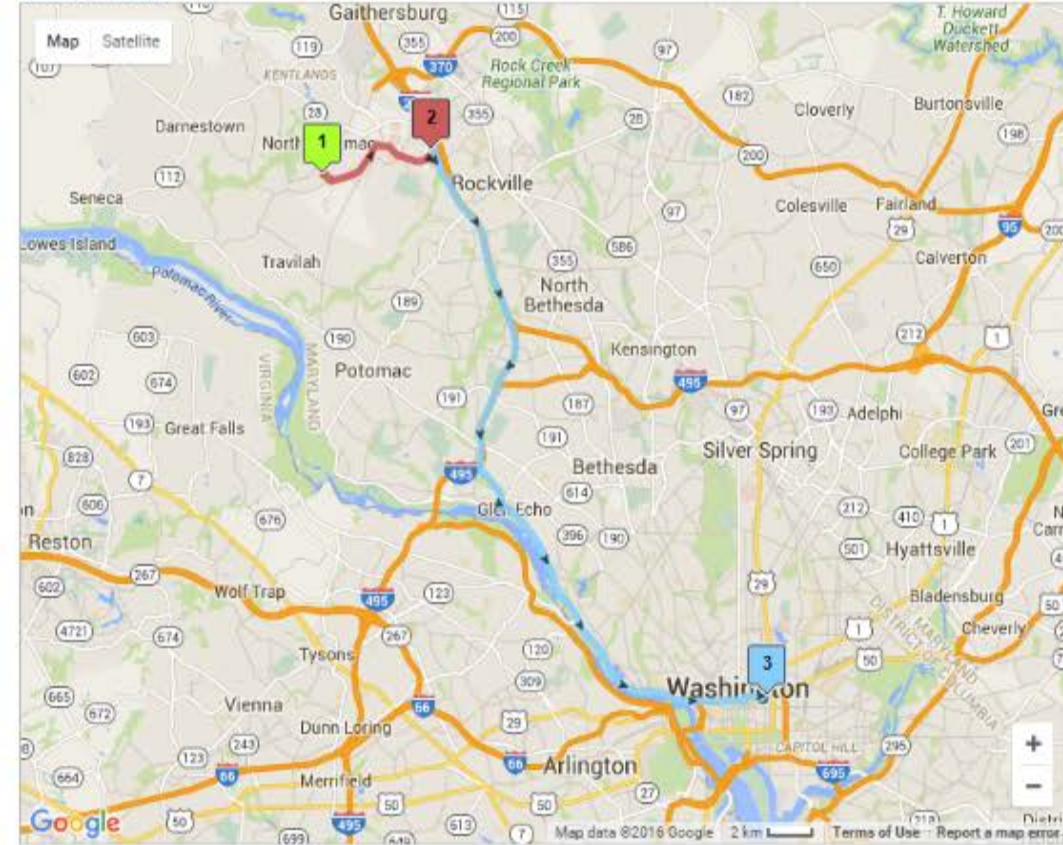
2015-2016 National Household Travel Survey

# Example of a Web Screen

The first step is making a list of all the **places** you went on the assigned travel day, **11/16/2015**, from morning to night (starting at 4am through 3:59am).

1	<b>HOME (11229 Welland St, North Potomac, MD 20878, USA)</b>	Departed: 9:15 AM	
<i>Insert a place here</i>			
2	<b>Westat (1600 Research Blvd, Rockville, MD 20850, United States)</b>	Arrived: 9:20 AM Departed: 11:20 AM	
→ Travel time: 5 minutes   <a href="#">Show this Trip</a>		Stayed: 2 hr 0 min	
<i>Insert a place here</i>			
3	<b>Walter E. Washington Convention Center (801 Mt Vernon Pl NW, Washington, DC 20001, United States)</b>	Arrived: 12:30 PM Departed: 5:00 PM	
→ Travel time: 1 hours 10 minutes   <a href="#">Show this Trip</a>		Stayed: 4 hr 30 min	
<i>Insert a place here</i>			
4	Where did you go next? <input type="text" value="- Select -"/>		
	What time did you arrive here? <input type="text" value="Enter time"/>		
	What time did you leave here? <input type="text" value="Enter time"/>	Enter exact times - ex., 2:18 pm or 14:18	
	<input type="checkbox"/> The travel day ended at this place.	<input type="button" value="Done"/>	
<input type="button" value="+ Add Next Place"/>			

Show All Places



The routes shown on the map are for illustrative purposes only. The map is here to help you recount your day.

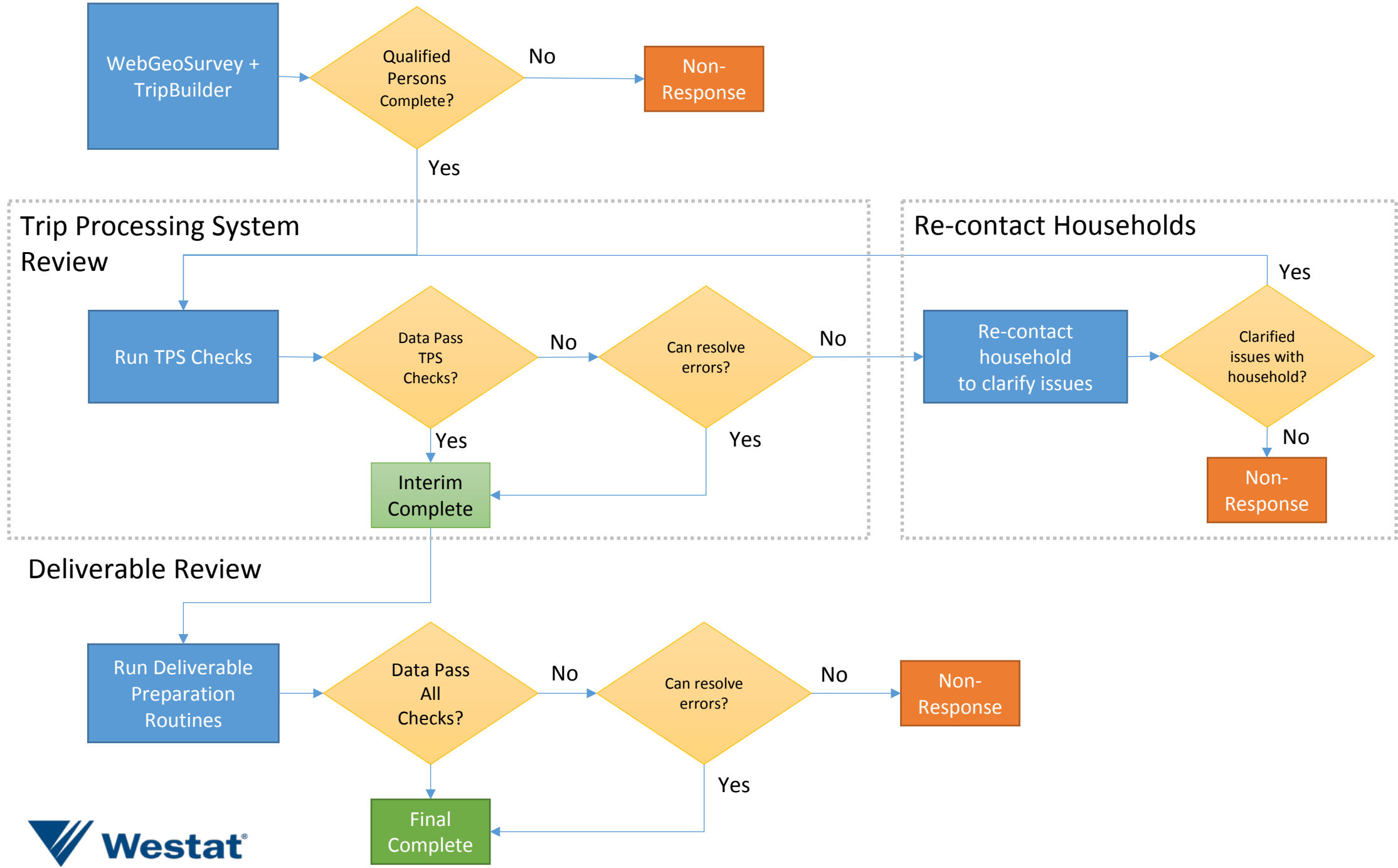
2015-2016 National Household Travel Survey

# Data Processing, Quality Assurance, and Control

# QA/QC and Data Processing

- Extensive testing of instruments with real time checks and support systems
- Multiple post completion trip processing system checks
  - Review / verification by analysts
  - Re-contact with respondents
  - Re-run all checks

Real Time Checks



# Nonresponse Avoidance

- Recruitment phase
  - sequence of contacts based on design principles for mail surveys laid out by Dillman, Smyth, and Christian (2009)
- Retrieval phase
  - primary data collection mode is web; reminders and non-response follow-up make use of other modes (email, text, and telephone)

## 2015-2016 National Household Travel Survey

# Pretest

# Interim Recruitment Results as of 1/6/2016

- Sample size: 2,886 (50 states plus DC, Atlanta MPO area, and counties that comprise Tulsa, Oklahoma)
- Recruitment Response Rate: 27%+



# 2015-2016 NHTS Important Changes

# Important Changes

- Address Based Sample
- Multi-mode Data Collection
- 3 Stages of Incentives
- Completed HH Definition – 100% of Eligible HHMs
- Real-time, On-line Geocoding with Map
- Real-time speed checks with prompts
- New Questions

# Important Changes

- New Questions
  - Travel Attitudes and Beliefs
  - Biking
  - Ride-sharing Services
  - Expanded Health Questions

# Thank You!