

Travel Survey Methods

TRB Committee ABJ40

2004 Committee Events

Mid-Year Meeting

The mid-year meeting will be held in Park City, UT, in association with the TRB mid-year meetings. The main piece of business will be to review and discuss the draft research agenda that is being developed by our Research Agenda subcommittee (Jean Wolf, chair, Elaine Murakami, David Pearson, Peter Stopher, Donna Murray). The meeting will be held on Tuesday, July 30, 6pm. Information on registration will be sent out shortly.

Workshop in conjunction with Mid-Year Meeting

Recommending Standards for Personal Travel Surveys

NCHRP 8-37, Standardized Procedures for Personal Travel Surveys, was designed to develop standardized procedures for improving the conduct, evaluation, and reliability of personal travel surveys. The project is in its final stage, the preparation of a final report on the research findings, which are the recommended standards. In January 2004 at the TRB annual meeting, the proposed standards were shared with members and friends of the travel survey methods committee for review and discussion. This workshop is intended to continue this dialog to provide travel survey researchers the opportunity to comment on the proposed standards prior to their dissemination to and implementation for appropriate federal, state, and local practitioners.

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Focus on Transportation Data



Are there any "Usual" days?

"Usual" Mode is ↓	On Travel Day Took:					
	Drove Alone	Drove w/ Others	Took Transit	Walked	Biked	No Report/ Other
Drove Alone	90.0%	9.3%	0.2%	0.3%	0.1%	0.2%
Carpool	22.2%	74.8%	1.0%	1.4%	0.4%	0.3%
Transit	7.8%	9.7%	69.4%	10.1%	0.5%	2.5%
Walk	8.1%	9.2%	2.6%	79.5%	0.2%	0.4%
Bike	6.7%	8.4%	1.7%	6.1%	77.1%	0.0%

(comparison of 'usual' mode with mode on the travel day, 2001 NHTS)

CUTTING THE CORD: A WIRELESS SOCIETY ISN'T AROUND THE CORNER. YET.

While some significant barriers still exist to the widespread displacement of landlines by wireless phones, young consumer attitudes clearly show the potential for wireless. According to a number of new surveys of wireless replacement of landlines, the vast majority of Americans still use landlines as their primary phone, although nearly a quarter would consider replacing their landline with a wireless phone if cost and reliability issues were resolved.

According to a survey of more than 5,000 respondents, (conducted by Solomon Wolff Associates, a technology market research firm), 13% of wireless users between 18 and 25 do all of their calling on their cell phones, compared to just 5% for people age 26 and older. 11% of respondents in the Solomon Wolff Associates study said they expected to discontinue their local service sometime in the next six months.

A separate survey reported by In-Stat/MDR wireless research ("Cutting the Cord: Consumer Profiles and Carrier Strategies for Wireless Substitution") found that:

- Consumers using a wireless phone as their primary phone are most likely to be young (18-24 years), single, residing in an urban area, subscribers to Sprint and T-Mobile, and mobile data users.
- Factors that would influence consumers to drop their landline phone in favor of wireless include better prices, improved network coverage, and quality of service, and richer mobile phone functionality. Factors that would prevent consumers from replacing their landline with a wireless phone include lack of reliability and cost of service.
- In-Stat/MDR projects that 30 percent of wireless subscribers will not have a landline by 2008.

The question does not so much hinge on whether mobile wireless services will become a viable alternative to landline service, but when. With the wireless to wireless number portability introduced by the FCC's Wireless Local Number Portability (WLNP) mandate, consumers have more flexibility of wireless carriers, and the competition between services is expected to bring prices down. Whether or not the mandated "number portability" will be used to switch landline/home numbers to a cell phones and prompt a flood of consumers getting rid of their home phones once and for all remains to be seen.

Useful Publications.

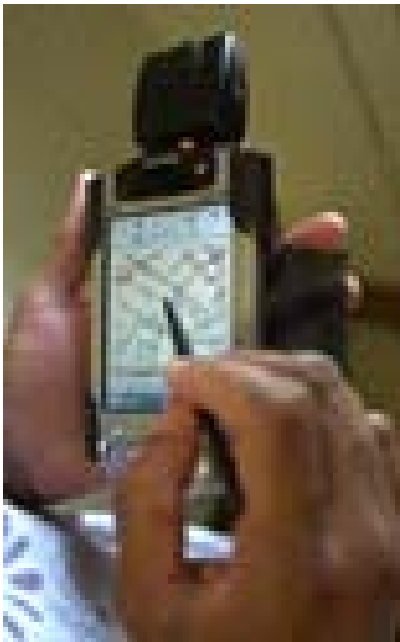
The American Association of Public Opinion Research (AAPOR) has published a report, "*Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys*", that can be used as a guide for describing the final disposition of cases and calculating outcome rates for surveys conducted by telephone, face-to-face, and mail. AAPOR also has released guidelines and tools for documenting survey results that include a set of standards for minimal disclosure of methodological details about a survey at the time survey results are released. Both documents can be obtained on the AAPOR web site at www.aapor.org.



U.S. CENSUS 2010: BIG CHANGES

2010 will be a pivotal year for the U.S. Census. The Census Bureau is currently planning, testing, and researching several changes for the 2010 Census. The most widely known change is the move to a short form only Census with plans for the American Community Survey (ACS) to be fully implemented nationally. The Census Bureau has been testing the ACS in key areas across the United States for almost a decade now. With congressional funding, a full implementation of the ACS will be in place by 2010, allowing the Census Bureau to eliminate the long form sample in the 2010 Census. Additional information on ACS planning and progress can be found on the American Community Survey web page, at www.census.gov/acs.

NCHRP Project 8-48, Using American Community Survey Data for Transportation Planning, is currently underway to develop a practitioner guidebook for incorporating ACS data into the transportation planning processes at national, state, metropolitan, and local levels. This project is evaluating the ACS data and products for use within a wide range of transportation planning applications. For more information visit, www4.trb.org/trb/crp.nsf/NCHRP+projects.



There are other changes to the 2010 Census in the works! Executing the Census involves components above and beyond the mailing and receipt of the Census forms. These other components include: (1) address canvassing (to update the address list), (2) Nonresponse Follow-Up (to obtain Census data for non responding households), and (3) the Re-interview (a quality assurance check for the Nonresponse Follow-Up). Historically these field activities have been carried out using paper and pencil. The Bureau is currently researching and testing the use of hand held computers (HHCs) to automate all or some of these field activities. The 2004 test is currently underway in Georgia and New York to trial new technologies and systems in support of increased field automation.

Another important change that is currently being tested is a redesign of the race question for 2010. In an attempt to make the race data more comparable with the format of other Federal surveys, the Bureau is considering the option of eliminating the "some other race" category for the 2010 Census and the ACS. The Census Bureau is currently working on extensive testing to evaluate any reporting issues associated with this potential change. These tests include the evaluation of question wording, respondent examples, and instructions for both ethnicity and race questions.



Early Bird Registration for Costa Rica Conference 2004

The **Seventh International Conference on Travel Survey Methods** will be held at the Los Sueños Marriott Hotel in Costa Rica from August 1 to 6, 2004. Early bird registration ends April 15. Visit the conference web site, <http://www.its.usyd.edu.au/isctsc/costaricaconference.htm>.

Call for Abstracts



National Household Travel Survey (NHTS) Conference: Data for Understanding our Nation's Travel

A NHTS Conference is being held, November 1, 2004, at the Keck Center, 500 Fifth St. NW, Washington, DC., to bring together professionals working with the NHTS data at the federal, state, and local levels, as well as, other transportation researchers, academics, and practitioners in the areas of travel behavior, travel and air quality forecasting, transportation and environmental policy, and survey methods. The conference will serve for NHTS users and other interested parties to share experiences, further their understanding of the utility and analytic capability of the data, to discuss emerging data needs, and to develop suggestions for the methods and content of the next national survey in this series.

The Conference Planning Team seeks quality papers and presentations on these topics:

- Traditional Uses of NHTS Data
- Potential Uses of NHTS Data
- Analysis of New Content Areas in the 2001 NHTS
- The Next NHTS: Content and Methods.

Abstracts of 1,000 words are to be submitted by April 30, 2004, to Thomas Palmerlee, tpalmerlee@nas.edu. For further information contact Mr. Palmerlee or conference chair, Johanna Zmud, jzmud@nustats.com. Also look under the month of November in <http://trb.org/calendar>.

The conference is sponsored by the following TRB committees:

ABJ40 Travel Survey Methods
ABJ20 Statewide Transportation Data & Information Systems
ADB40 Passenger Travel Demand Forecasting
ABJ30 Urban Transportation Data & Information Systems
ADB60T Task Force on Moving Activity-Based Approaches to Practice
ABJ10 National Transportation Data Requirements & Programs
ADB10 Traveler Behavior and Values

Committee Member comings and goings....

Leaving the committee are:

Mary Kay Christopher, Chicago Transit Authority
Jeanne Stevens, Nashville Area Metropolitan Planning Organization

Joining the committee are:

Peter Foote, Chicago Transit Authority
Steve Ruegg, PB Consult
Guy Rousseau, Atlanta Regional Commission
Michael L. Patten, The Pennsylvania State University