

Travel Survey Methods

TRB Committee ABJ40

2004 Get Ready for TRB. Look for.....

2 paper/ conference sessions

New Concepts in Household Travel Surveys: Where Are We Now?

Advances in GPS/ GIS Methods in Travel Surveys

1 Workshop

NHTS Data Users: Nuts and Bolts of the 2001 National Household Travel Survey Data

2 Co-Sponsored Sessions

Evolving Practice and Theory in Travel Demand Modeling: Challenges for Data Systems *with ABJ20, Statewide Transportation Data; ADB40, Demand Forecasting; ADA10, Statewide Multimodal; and AT016T, Task Force on Innovation in Freight Modeling.*

Advances in Travel Data Processing and Analysis, *with ABJ30, Urban Data*

December 2004 newsletter will have details on our annual meeting sessions.

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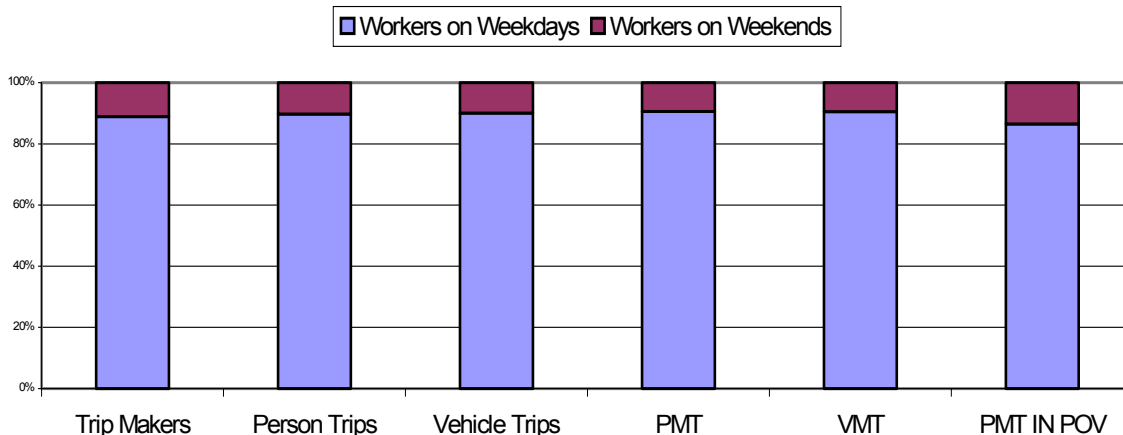
Focus on Transportation Data

Did you know?



Workers who make a work trip on the weekday account for 90 percent of the work travel, VMT, PMT, person and vehicle trips to work. Weekend workers travel times and distances are shorter, and congestion takes it's toll—workers making trips to work Monday-Friday spend 88% more time in travel while .

Portion of Travel by Workers on Weekdays and Weekends





“Do Not Call” Registry Survives Challenges: Good News on U.S. Government Affairs Front

Oct. 4 (Bloomberg) -- The U.S. Supreme Court, turning away an appeal by a telemarketing trade group, refused to question the national “do not call” registry that bars unsolicited sales calls to more than 63 million phone numbers.

The justices, issuing a one-line order in Washington as they convened their new term, let stand a federal appeals court's conclusion the registry doesn't violate the free-speech rights of companies seeking to market their products on the phone.

Phone Solicitations

“The do-not-call registry regulations eliminate the primary, indeed overwhelming, source of unwanted telephone solicitations,” acting U.S. Solicitor General Paul Clement argued in a brief that urged the court to reject the appeal. The appeal came from the American Teleservices Association, the smaller of two trade groups that sued to block the registry. The appeal faulted the registry for barring “commercial calls despite a lack of persuasive evidence that they intrude on residential tranquility any differently from any other unsolicited calls.”

Free-Speech Concerns

The legal fight at one point threatened to stop the registry. A federal trial judge in Colorado concluded the program violated the Constitution's First Amendment because regulators lacked a legitimate basis for limiting commercial solicitations while allowing charitable and political ones.

The high court rejection is a victory for the Federal Trade Commission and the Federal Communications Commission, which jointly set up the registry. Congress has also authorized the FTC to set up a “do not spam” registry to crack down on unwanted e-mail advertisements. The FTC in June said it had concluded such a list wasn't technically feasible. The case is *American Teleservices Association v. FTC*, 03- 1552.

Global ISO for Market Research (CASRO Newsletter, Sept/Oct 2004)

Highlighting the importance of standards for survey research, the Council of American Survey Research Organizations (CASRO) and American Association for Public Opinion Research (AAPOR) participated in the draft of new global ISO for research. The push for an internationally agreed ISO for market research got underway in 2003 with the Spanish equivalent of CASRO leading the way. Ultimately, it is expected that over 100 countries will sign the ISO, which sets accreditation standards for the way market research should be conducted.

The Impact of Number Portability on RDD Telephone Sampling Frames in the US

(SSI Newsletter, Sept 2004)

The Telephone Consumer Protection Act (TCPA) prohibits automated calls to wireless phone numbers and specifies a fine for each violation. Most sampling firms remove telephone numbers in exchanges and 1000-blocks that are dedicated to wireless services or wireless service providers from their lists. However in the fall of 2003, landline to wireless number portability was enabled. Wireless numbers may now appear in prefixes and 1000-blocks that are not exclusively dedicated to wireless service. If a household with landline service switches to wireless service and ports their existing landline number, a researcher using automated equipment to dial that number could unwittingly be calling a wireless telephone, and would be subject to a fine. Currently, there is a slight chance that this may happen. "Ported" numbers represent .035% (.00035) of the universe of possible RDD telephone numbers. So, in a sample of 10,000 RDD telephone numbers, we might reasonably expect about 3.5 of the numbers to be ported wireless numbers.

The practical reality is that there is a real, but some would say remote, possibility that an RDD sample would contain a significant amount of ported wireless numbers. Sample cleaning, however accurately performed, is not a perfect solution. Currently 500-600 households port their landline phones to a wireless service every day. Any RDD sample may find newly ported numbers in the lists. Researchers who want to be in total compliance with regulations are encouraged to subscribe to the Intermodal Ported TN Identification Service and remove ported numbers on a daily basis. For more information, visit the TCPA web site at www.tcpacompliance.us.



Is the Fixed-Line Phone Dead? New Technology Abolishes the Difference between Fixed and Mobile Phones (The Economist, Sept.25, 2004)

Just when you thought it was safe to fear "cell phone-only households", we have a new technology to worry about, "fixed-mobile convergence". Such technology provides the freedom of mobile and the reliability and low cost of fixed lines. Subscribers would use the same handset to make calls via fixed lines at home, and mobile networks when out and about. They have one number and one voicemail box, and receive one bill. For fixed-line operators such as BT, Britain's telecoms incumbent and one of the leading proponents, the appeal of this approach is obvious: rather than losing out to mobile phones, fixed lines can now co-operate with them, and win back some traffic. With growing interest among other telecoms, such as Germany's Deutsche Telekom, Japan's NTT, France Telecom, BellSouth and SBC, the historic distinction between the two types of phones could vanish. If all of this comes to pass, the terms "fixed" and "mobile" could become anachronisms of the past.



Look for Abstracts of Papers selected for presentation by the Travel Survey Methods Committee in the Next Newsletter, Dec. 2004)

Methods Research

(Public Opinion Quarterly, Summer 2004, Vol. 68, Number 2)

Picture This! Exploring Visual Effects in Web Surveys (Couper, Tourangeau, Kenyon)

Among the potential advantages of conducted self-administered surveys over the Internet are the rich visual possibilities offered by the Web. Perhaps the most promising of these is the ability to deliver color photographs or other images to respondents. This paper reports on some initial efforts to explore the role of images in the Web survey context. The results suggest that the use of supplemental images can systematically influence answers to survey questions. The authors can't say whether the inclusion of photographs increased or decreased the accuracy of reporting, the content of the images definitely affected the answers. For some respondents, the pictures clarified the meaning of the questions. For others, the pictures may have reinforced a narrow interpretation of the question's meaning. Given that the authors found no evidence that images boost respondents' motivation to complete surveys, they suggest caution in adding such visual embellishments to Web questionnaires. Pictures convey rich information and can trigger the recall of some incidents, though perhaps at the expense of others.

A Minimally Intrusive Method for Sampling Persons in Random Digit Dial Surveys (Rizzo, Brick, Park)

The authors propose a new and simple method of within-household sampling to achieve a probability sample such as "all adults." Tests have shown the method is simple and accurate, places low burden on the household, and avoids intrusive and unexpected questions that might lower response rates. The new method takes advantage of the fact that about 85% of all households in the US have two or fewer adults. To sample one adult in these households, this method randomly selects either the screener respondent or the other adult. The method limits questions that must be asked to select a person in the screening interview. For example, only 12% of households in the 2002 Health Information National Trends Study (for which the method was first implemented) required asking any additional sampling questions other than the number of adults in the household. This method can be applied in any situation in which the screener respondent is eligible by first determining if the screener respondent is sampled. If not, the interviewer asks to speak with any eligible person in the household.

H-1. *May I speak to a member of this household who is at least 18 years old?*

H-2. *Including yourself, how many people aged 18 or older currently live in this household?*

If screener respondent selected: *What is your name? And continue interview.*

If two adults and other adult selected: *The other adult in the household has been selected to participate in the next part of the study? What is the other adults name? And continue interview.*

If more than two adults: *The computer has randomly determined that one of the [H-2 answer minus 1] adults other than yourself¹ should be selected for the rest of the interview. To help us select this person, do you know who has had the most recent birthday among these adults?*

American Time Use Data Release

The first American Time Use Survey (ATUS) estimates are available on the Bureau of Labor Statistics (BLS) website at <http://www.bls.gov/tus/home.htm>. The 2003 ATUS estimates are based on interviews of about 21,000 individuals. Sample cases for the survey are selected monthly and interviews are conducted continuously throughout the year. ATUS sample households are chosen from the households that completed their eighth (and final) interview for the Current Population Survey (CPS), conducted by the Census Bureau. One individual age 15 or older is randomly chosen from each sampled household. This "designated person" is interviewed only once and reports activities for a preassigned 24-hour period from 4am on the day before the interview until 4am on the day of the interview — their "diary day." For each activity, respondents are asked how long the activity lasted. For activities other than personal care, respondents are also asked where they were and who was in the room with them (if at home) or who accompanied them (if away from home). If respondents report more than one activity at a time, they are asked to identify which one was the "main" activity. Major activity categories include: personal care; eating and drinking; household activities; purchasing goods and services; caring for / helping household members (and non-household members); working and work-related activities; educational activities; organizational, civic, and religious activities; leisure and sports; and telephone calls, mail, and email. The public use microdata files will be released at a later date, to be announced.