



Ensuring our
transport system helps
New Zealand thrive

 Ministry of Transport
TE MANATŪ WAKA

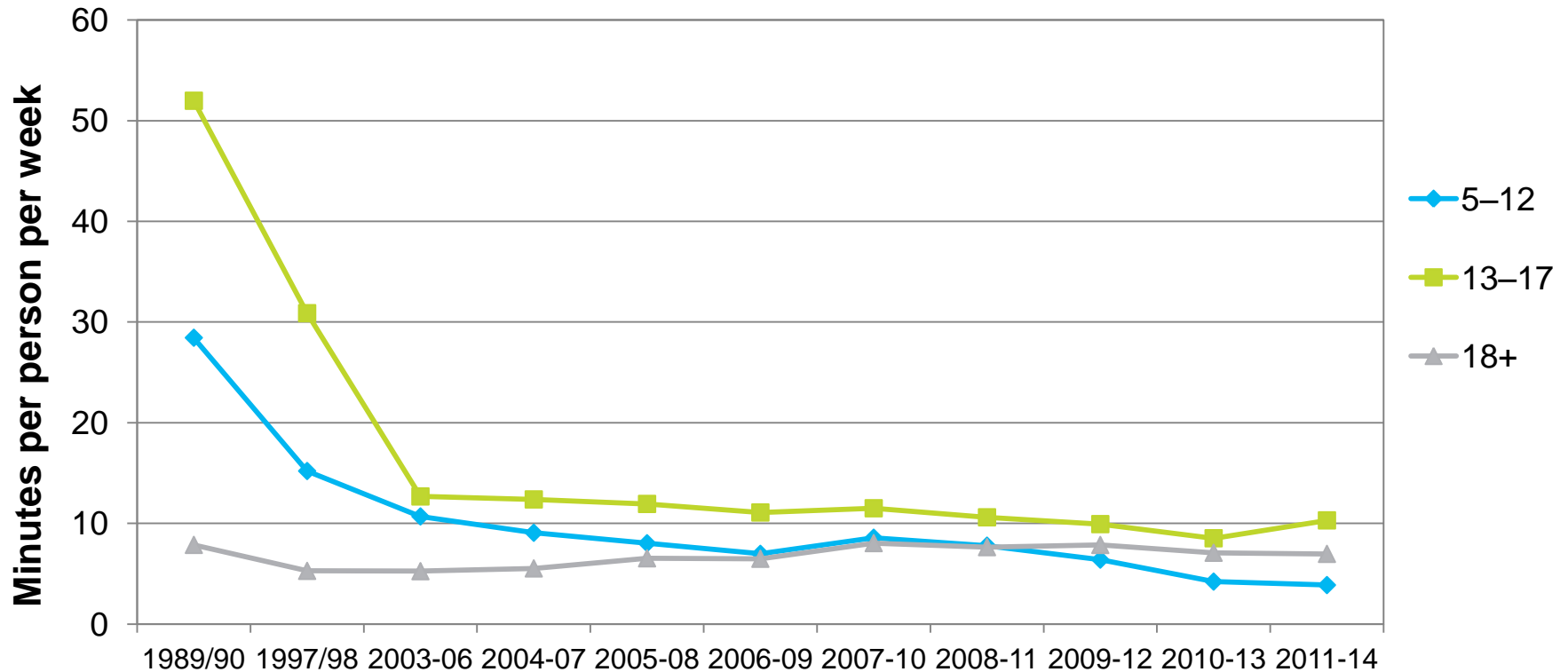
Travel Survey

November 2014

Introduction

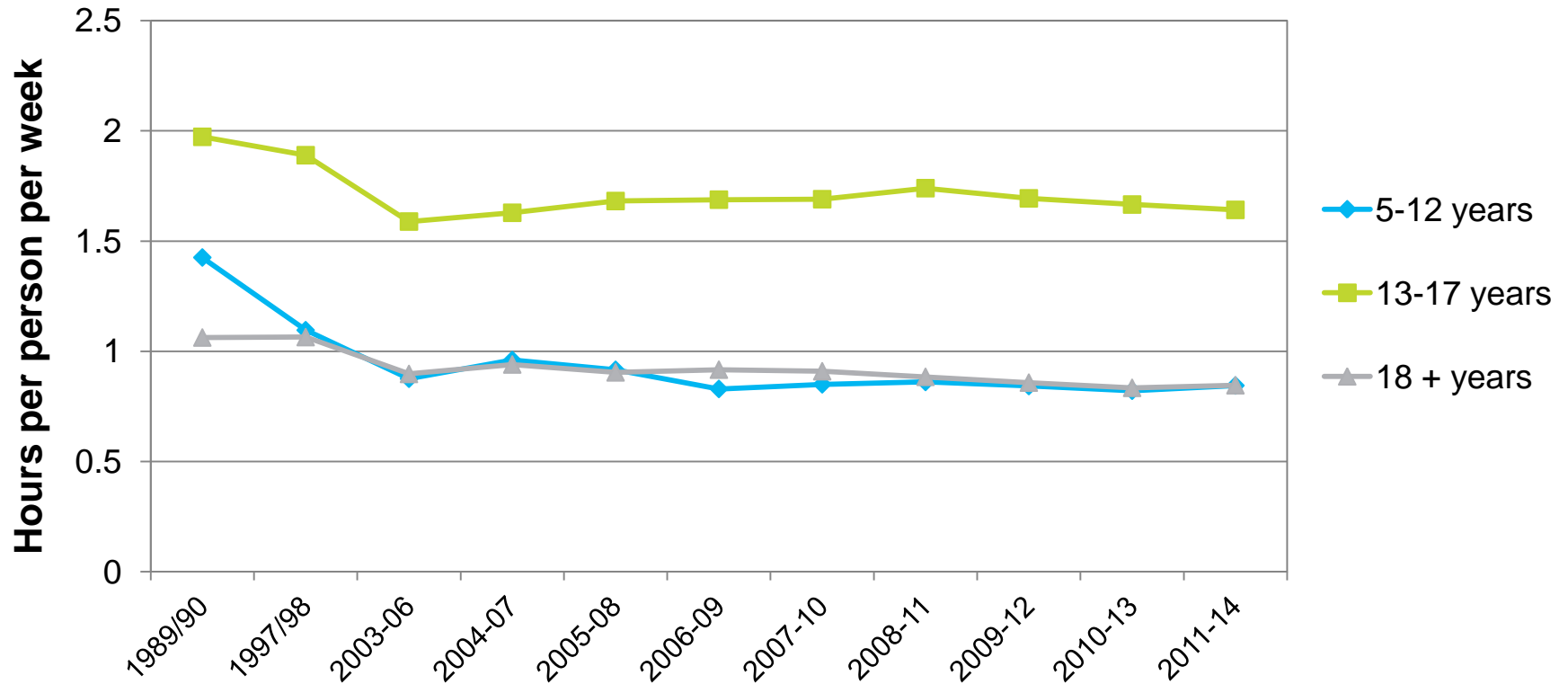


Time spent cycling per week by age group





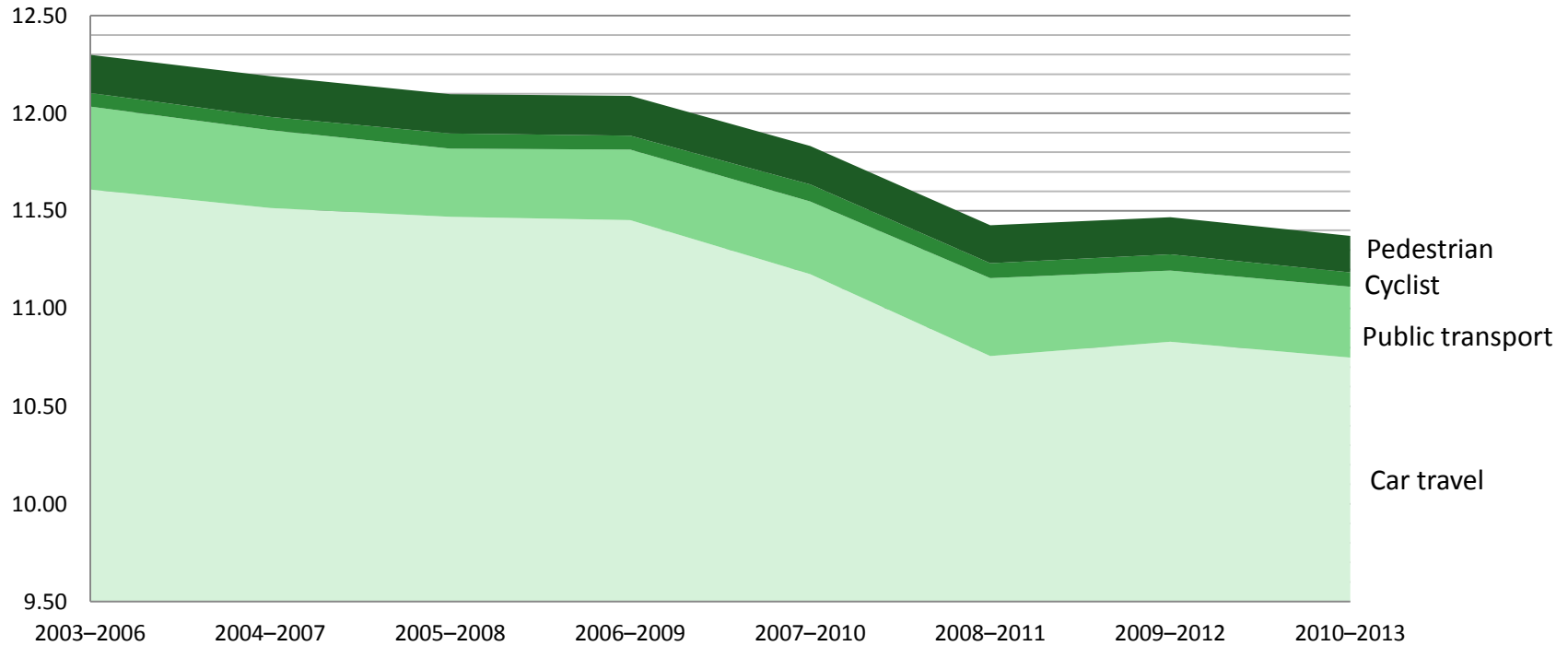
Time spent walking per week by age group



Introduction



Thousands of kilometers travelled per person per year



GPS Devices



- ▶ Hand held device that tracks where people go in a given day
- ▶ A survey was sent to each person at the end of the day to ask the purpose of each trip and how they were travelling

Advantages

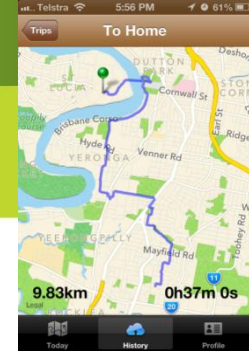
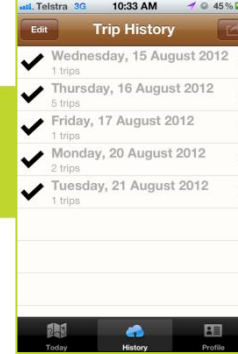
- ▶ Easy to use
- ▶ Accurate
- ▶ Long battery life

Disadvantages

- ▶ Person needs to remember to take the device
- ▶ Expensive to buy and send to different houses

Smartphone apps

- ▶ Smartphone app installed on participants' phones



- ▶ The app tracks uses the GPS tracking function to record where people go on their allocated days
- ▶ Participants are sent a survey at the end of each day asking them purpose of each trip and how they travelled

Advantages

- ▶ Cheap to carry out

Disadvantages

- ▶ Low battery life
- ▶ Not always accurate

Online diaries



- ▶ People fill in a self-complete online diary of where they have gone the previous day
- ▶ People can see their trip on a map and make adjustments

Advantages

- ▶ Significant cost savings
- ▶ Reasonably easy to use
- ▶ High internet penetration

Disadvantages

- ▶ Can be difficult to untangle journeys with multiple trips

Length of the sample



- ▶ Current survey looks at 2 days
- ▶ New methods have the potential to survey 5 to 7 days
- ▶ Ability to reduce the sample without reducing the quality

Sampling

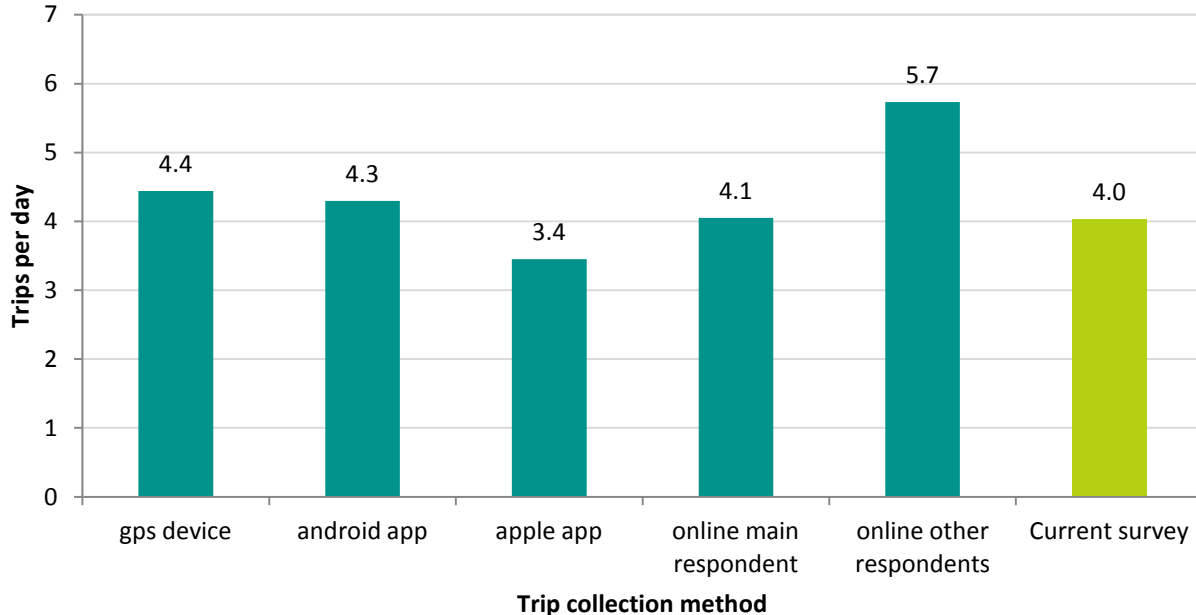


- ▶ Tested two methods of sampling
- ▶ Door to door
- ▶ SmileCity online panel

Trips per day for different methods



Trips per day by method pilot survey and standard survey

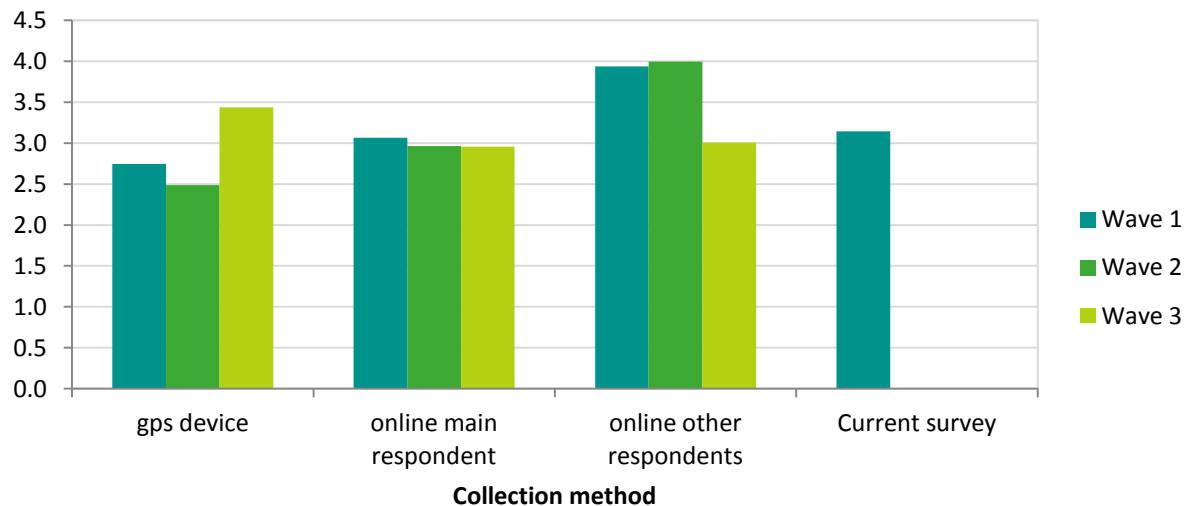


- ▶ Higher trips per day can indicate higher quality for the method
- ▶ Initial inspection shows promising results

Different methods capture different trips



Number of trips per day for car drivers and passengers

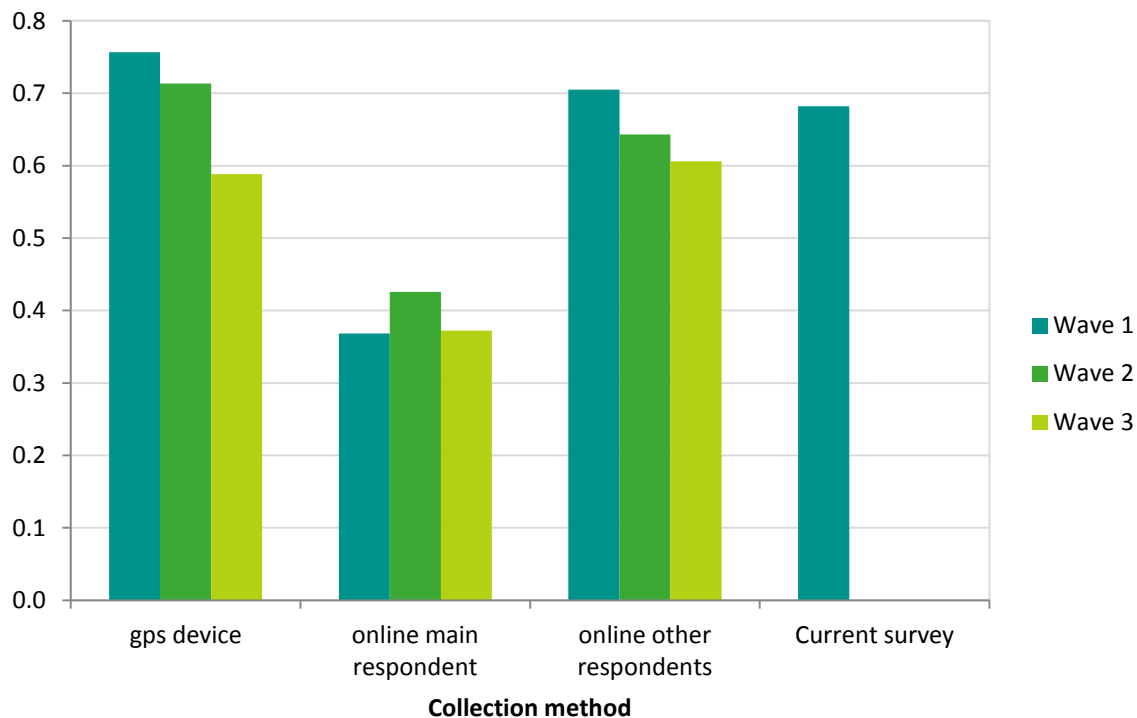


- ▶ Online methods good at capturing driving trips

Different methods capture different trips



Number of trips per day for pedestrians

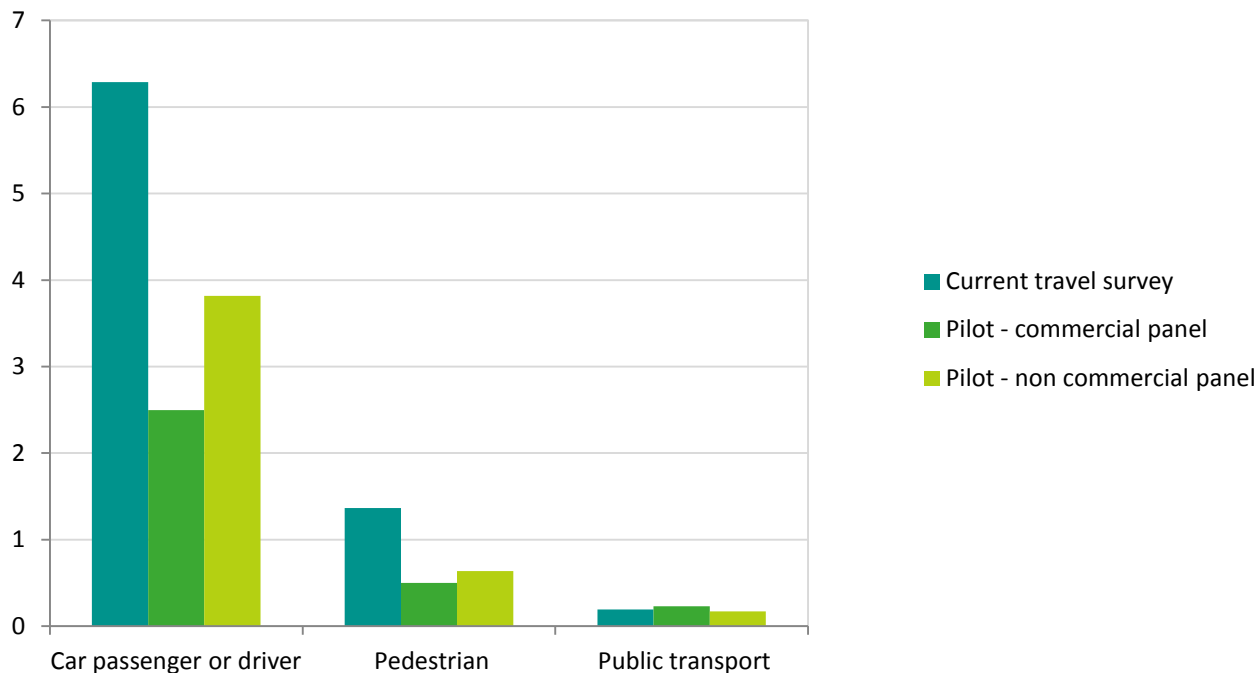


- ▶ Online methods worse at capturing pedestrian trips

Different sampling and different trip numbers



Trips per day by survey method and trip type



- ▶ Commercial panel appears to have different characteristics to other sampled participants

Overall findings for the methods



Smartphones

- ▶ The potential exists but the technology is not mature enough yet

GPS devices

- ▶ Work well, but needs to be made cheaper for it to be viable

Online diaries

- ▶ Potential to significantly reduce cost
- ▶ Recorded more trips than any other method – low under-reporting
- ▶ Likely to be a secondary method if other methods are also used

Length of survey

- ▶ People are willing to accept a longer survey length with different methods

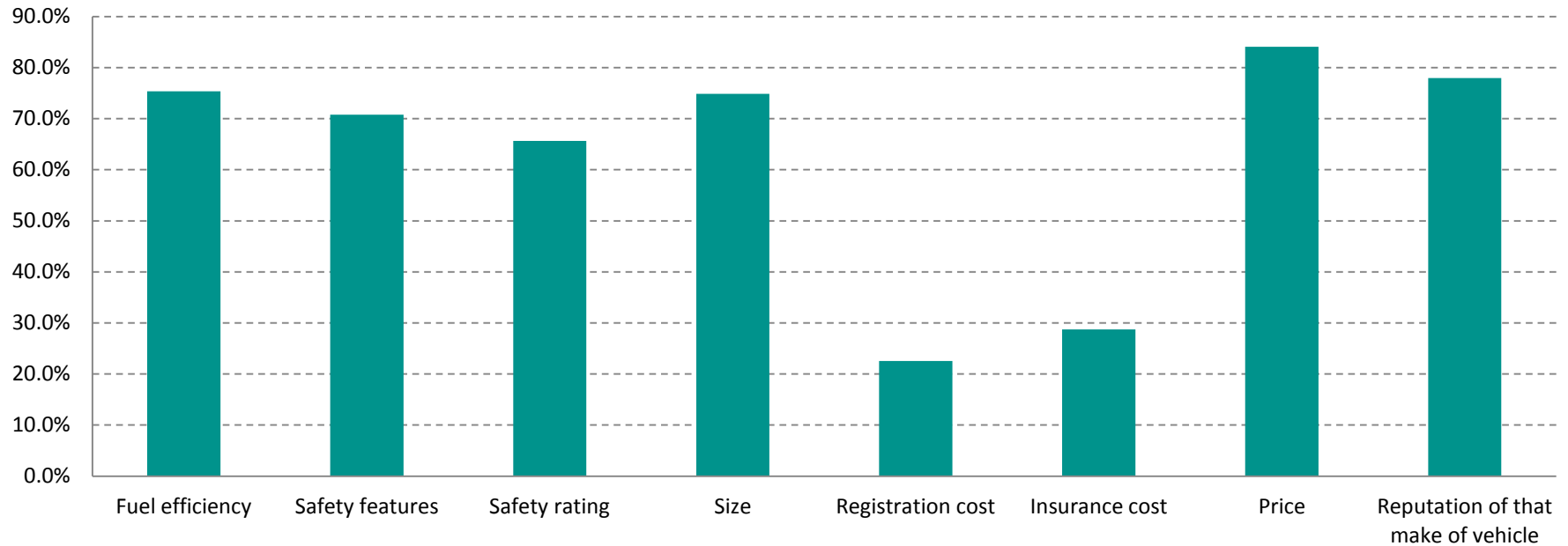
Panel



- ▶ We retain people's contact details to construct a transport panel that allows us to cheaply push out transport related questions
- ▶ Questions can be pushed out to only a subset of people according to demographics or geography
- ▶ Significantly increases the transport information base
- ▶ Helps us amalgamate a number of different areas data collections



Factors that are important or very important in most recent car purchase choice



Thank you

