

# 2010 TBI: Household Interview Survey

January 5, 2010



# 2010 Travel Behavior Inventory

- ⓘ Home Interview Survey
- ⓘ MnPASS Mode Survey
- ⓘ Transit On-Board Survey
- ⓘ Special Generator Studies
- ⓘ Speed Survey
- ⓘ External Origin - Destination Survey
- ⓘ Regional Model Development and Validation



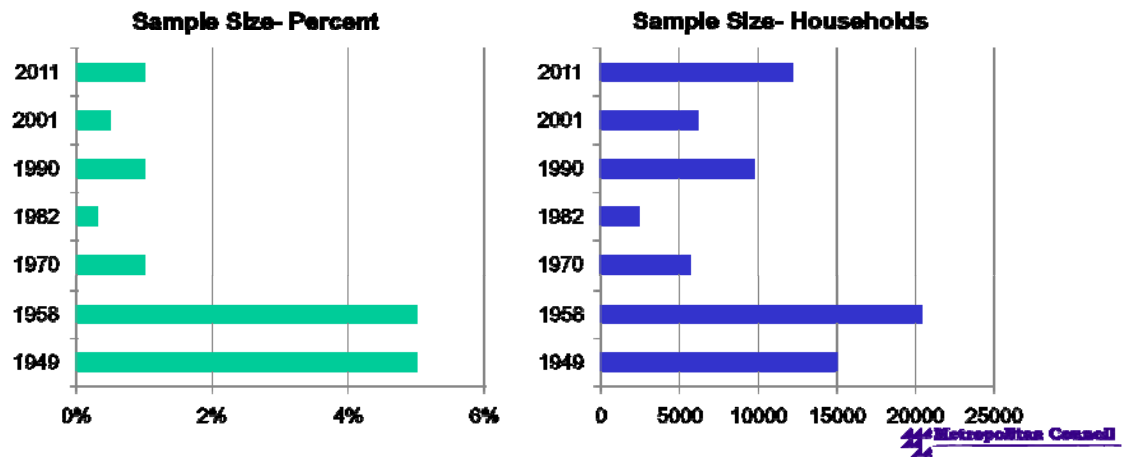
# 2010 Home Interview Survey

- ④ 12,200 households (GPS Sub-Sample)
- ④ Address-based random sample
- ④ Recruit and retrieval by phone, mail, or web
- ④ December 2010-August 2011

# 2010 Home Interview Survey

- ④ Data Collected- Interview and Diary
  - ④ HH Composition
  - ④ Housing
  - ④ Transportation
    - ④ Vehicle Occupancy, toll/transit pass, employment, etc.
  - ④ Trip
    - ④ Location, time, mode, occupancy, price

# Household Survey History





## Participation Issues



- ⊗ Fatigue- surveys, polls, telemarketers
- ⊗ Respondent burden
- ⊗ Privacy
- ⊗ Government anxiety
- ⊗ Responsibility
- ⊗ Sample bias vs general loss

# Responses

## Survey Mechanics

-  Multi-modal survey- mail/CATI/web
-  Best practice for interview design, reaching hard-to-reach populations

## Marketing

-  Web site, video
-  <http://www.metrocouncil.org/tbi/>



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