

# NATIONAL HOUSEHOLD TRAVEL SURVEY ANALYSIS PACKAGE

Customized to Your Local Geography and Model Structure

**WHITEHOUSE GROUP** and **TRAVEL BEHAVIOR ASSOCIATES** have teamed up to produce a low-cost product that extracts vital information from the most recent National Household Travel Survey (NHTS) in a way directly usable in your travel model and policy analyses.

Social and economic dynamics have affected travel over the last few decades, making many travel demand forecasts questionable and possibly obsolete. Trends such as changes in household size, shifts in the household vehicle fleet, worker characteristics, migration and immigration, and the aging of the driving population have impacted the amount and type of travel in your region. Using Census Journey-to-Work data or dated local surveys alone can under-estimate travel during congested peak times and overlook important trends critical to an accurate forecast.

Incorporate the most recent available data into your planning process in a cost-effective and timely way. Custom analyses built on your data and model structure are delivered to your agency within six (6) weeks of your order.

## MODEL ANALYST PACKAGE

The **Model Analyst** package includes custom statistical analyses and findings tailored to **your local travel model structure and geographic area** based on the latest National Household Travel Survey (NHTS) data. The package includes detailed reports that describe:

- Mean (average) household weekday and weekend *trip production rates* and dispersion statistics
- Mean *Trip Length* and *Trip Length Frequency Distributions* by trip purpose
- *Mode Choice Summaries* by trip purpose for automobile, transit, bicycle and walk Trips
- *Travel time* departure and arrival information by trip purpose and period of the day

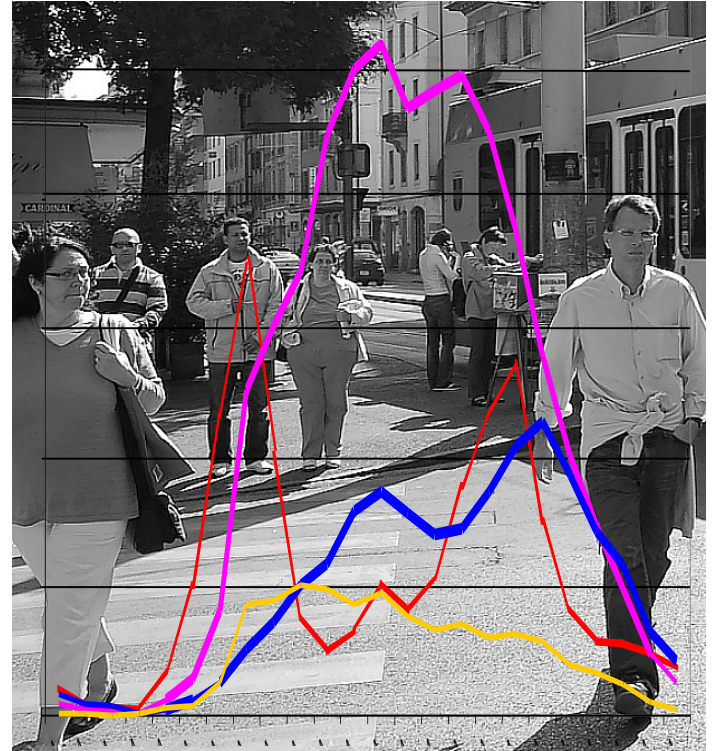


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Travel Trends and Choices

## POLICY ANALYST PACKAGE

The **Policy Analyst** package supplements the Model Analyst package with customized summaries of variables intended to **help decision-makers craft policies** sensitive to local demographics and travel behavior. Summaries provided include:

- Impacts of the recent economic downturn on local travel behavior
- Household vehicles used by age and fuel economy
- Breakdowns of household travel behavior by age, race, income and sex of travelers
- Other summaries useful to help understand and predict traveler impacts in areas of safety, livability, pricing, environment and commuting

...solutions for a dynamic world®

## MODEL ANALYST PACKAGE (\$19,500)

The **Model Analyst** package includes custom weighted statistical analyses and findings tailored to **your local travel model structure** and **the geographic area you define** based on the latest National Household Travel Survey (NHTS) data. It includes reports and charts that describe:

### SAMPLE PROFILE

- General Household Characteristics of:
  - Surveys Collected in Your Study Area (for areas with 500+ surveys), or
  - A Geographic Area Defined by You to Achieve Unweighted Sample Size Goals

### HOUSEHOLD TRIP PRODUCTION RATES

- Mean Rate for Each Model Purpose
- Standard Deviation, 95% Confidence Interval, Number of Cases (Where Sample Sizes Exceed 500 Unweighted Cases)
- Separate Rates for Weekdays & Weekends

### TRIP DURATION

- Mean Trip Length Value for Each Trip Purpose
- Trip Length Frequency Distributions For Each Model Trip Purpose

### MODE CHOICE

- Average Auto Occupancy by Trip Purpose
- Annual Trips by Mode of Travel & Purpose
  - Drive Alone
  - Carpool with One Passenger
  - Carpool with Two Passengers
  - Carpool with Three or more Passengers
  - Transit by Mode & Means of Access (where available)
  - Walk
  - Bicycle
  - Other
- Separate Values for Weekdays & Weekends

### TRAVEL TIME

- Automobile Travel Hour of Arrival & Departure
  - Average Weekday
  - Average Weekend
- Percent By Trip Model Trip Purpose
- Person Miles Traveled by Hour-of-the-Day
  - By Weekdays & Weekends
  - By Mode

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### SAFETY

- Statewide Vehicle Miles Traveled (VMT) by Age & Sex Compared Against Statewide Fatalities (FARS)
- Short-term & Long Term Health Disability Status

### LIVABILITY

- Internet Shopping
- Walk & Bicycle Trips by Purpose
  - Exercise
  - Work
  - Other
- Percent by Time Period
- Cross-tabulated by Age Category

### PRICING

- Percent of Highway Vehicle Trips by Toll/Non-Toll Road & Work/Non-Work Trip Purpose
- Income distribution of Highway Users
  - User-Defined Peak Period
  - Average Weekday
- Income distribution of Public Transit Users
- By Weekdays & Weekend

### GREENHOUSE GAS & ENVIRONMENT

- Air Quality
  - Hot Starts by Hour of Day
  - Cold Soaks by Hour of Day
  - Average Household Travel-Based CO<sup>2</sup> Estimates by Auto Ownership, Workers Per Household & Urban vs. Rural
- Annual Miles by Vehicle Type & Age

### COMMUTE CHARACTERISTICS

- Mode Loyalty- Usual Versus Actual Commute Characteristics (comparison of Census journey-to-work to a randomly assigned day)
- Percent of Workers with Flexible Arrival Time by Income Category & Occupation
- Percent of Workers who Work at Home & Average Travel Characteristics