

2017 Local and National Household Travel Survey

Summary Statistics for the Madison Metropolitan Area

Key Findings: Trip Log

- Trips made by residents of the central Madison area tend to be much shorter, for all trip purposes and modes, than trips made by residents of the MPO suburbs. Trips made by residents of non-central parts of the City of Madison, tend to be in the middle.
- Trips between home and work tend to be longer than other types of trip.
- Suburban residents' bike trips are more often between home and school, and less often for social-recreational or non-home-based purposes, than people living elsewhere. Residents of the central Madison area, tend to use bikes for a wider variety of trip purposes than residents of other areas.
- Residents of the central Madison area are two to three times more likely to make trips by bike, walk, or transit than are people living in other areas.
- Respondents with household incomes below \$35,000/year are much more likely to make trips by foot, bike, and bus.
- Minority respondents report traveling by bike and bus at about twice the rate of white respondents.
- The vast majority of car trips between home and work are made by drivers traveling alone, while more than half of other car trips to and from home involve drivers transporting at least one other person.

Key Findings: Survey

- Most respondents report traveling 1-5 miles to shop for their typical household needs (groceries, etc.).
- More than 25% of the students who travel to school by car, use a different mode to get home.
- Respondents' most common reason for not walking or biking more often is the distance between their destinations.
- Over half of all respondents never travel by bus.
- Only about 10% of respondents use TNCs (Uber, Lyft, etc.) more than a few times a year.
- Respondents living near a school in their neighborhood that has crossing guards are more likely to allow their children to walk to school.

- National and Local Survey Methodology
 - Background
 - Statistics
 - Distribution
- Travel Data
 - Trips by Purpose
 - Trips by Mode
 - Trips by Number of Travelers
 - Trip Miles by Purpose and Mode
 - Mode Share by Minority Status
 - Mode Share by Household Income
- Questionnaire
 - Household and Person Characteristics
 - General Travel Behavior (Questions involving multiple modes)
 - Use of Different Modes (Walk, Bicycle, Motor Vehicle, Transit)

Background

- The National Household Travel Survey (NHTS) is conducted nationwide every 7-8 years.
- The MPO conducted a local household survey concurrently with the NHTS to provide additional trip data for the MPO's travel model update.
- Both the national and local surveys were conducted in 2016-'17.
- Both surveys had two parts:
 1. Travel log – Respondents recorded all of the places they went, how and when they traveled there, and what they did at each location for a 24-hour period (4:00am – 4:00am)
 2. Questionnaire – Respondents answered questions about their travel behaviors, preferences, and demographics.

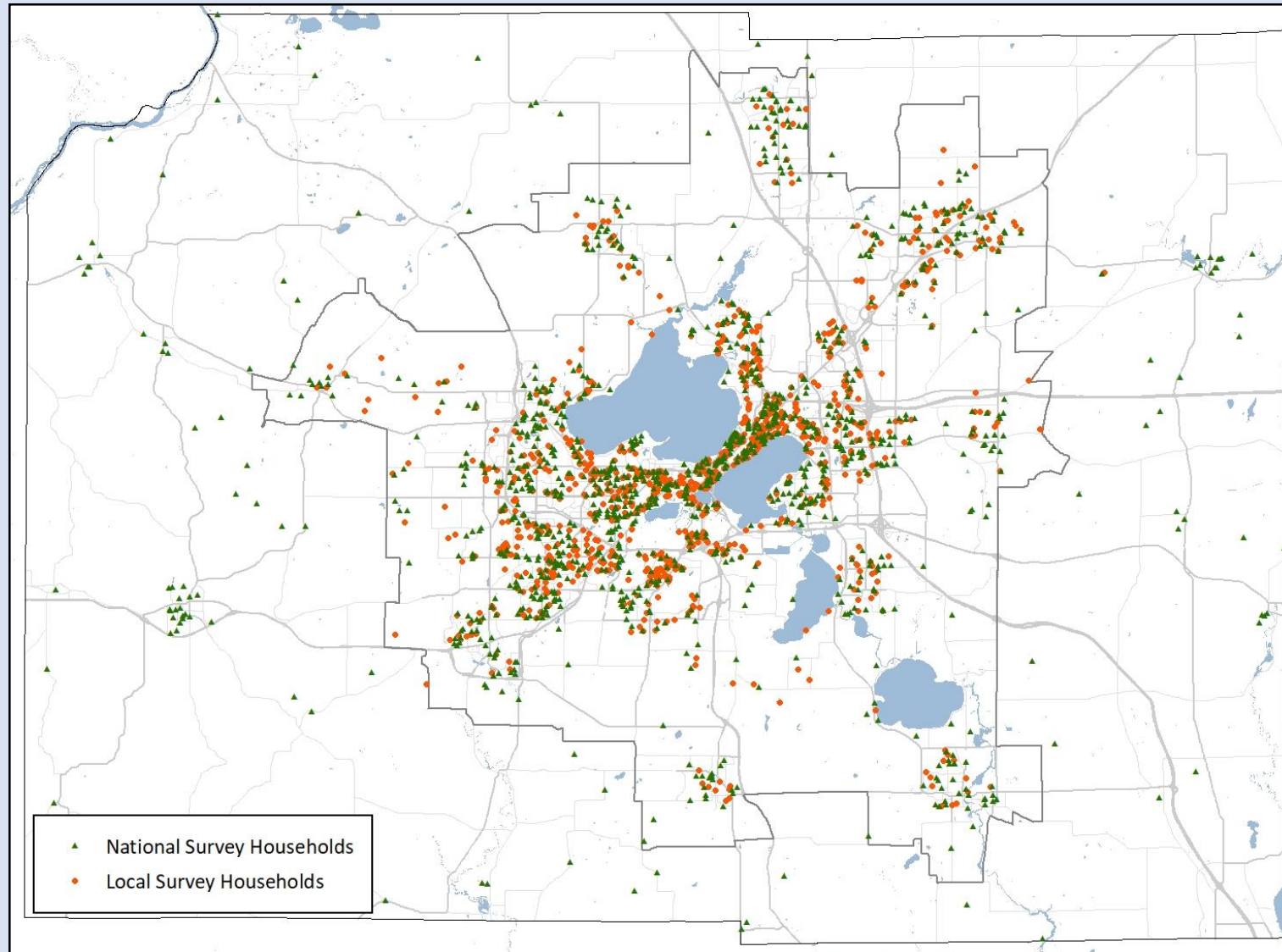
Statistics

	Local (MPO Area)	National (Dane Co.)
Households with Completed Surveys	1,191	1,237
Persons Living in Households with Completed Surveys	2,331	2,623
Persons with Completed Person-Level Surveys living in Households with Completed Surveys	1,993*	2,623
Trips Logged by Persons in Households	7,898	9,809
Persons with Logged Trips	1,706*	2,197**
Households with Logged Trips	1,089	1,176

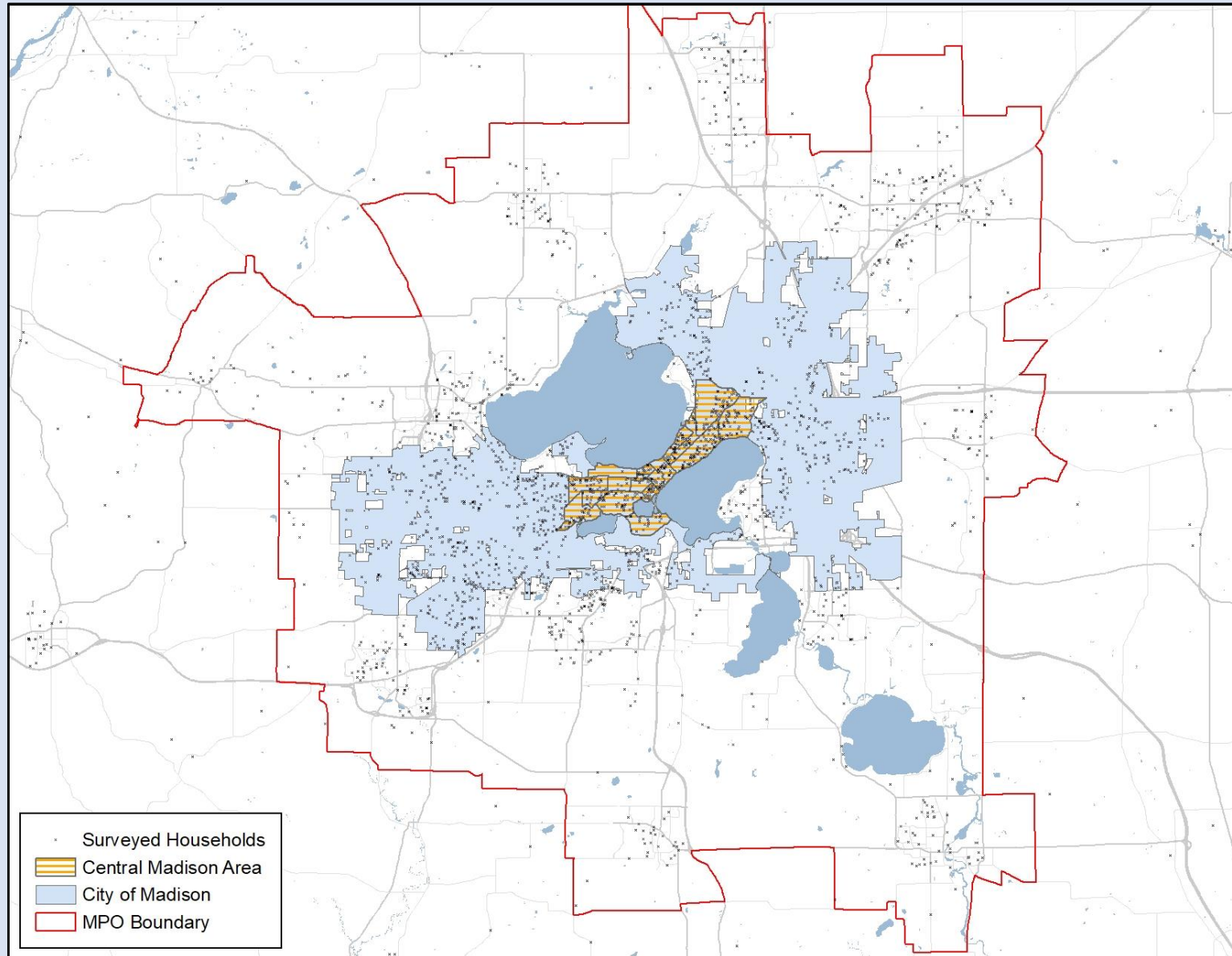
*Up to two adults (primary and secondary) and one youth per household; persons under 6 years of age excluded.

**Persons under 5 years of age did not complete travel log.

Distribution



Community/Area Comparisons

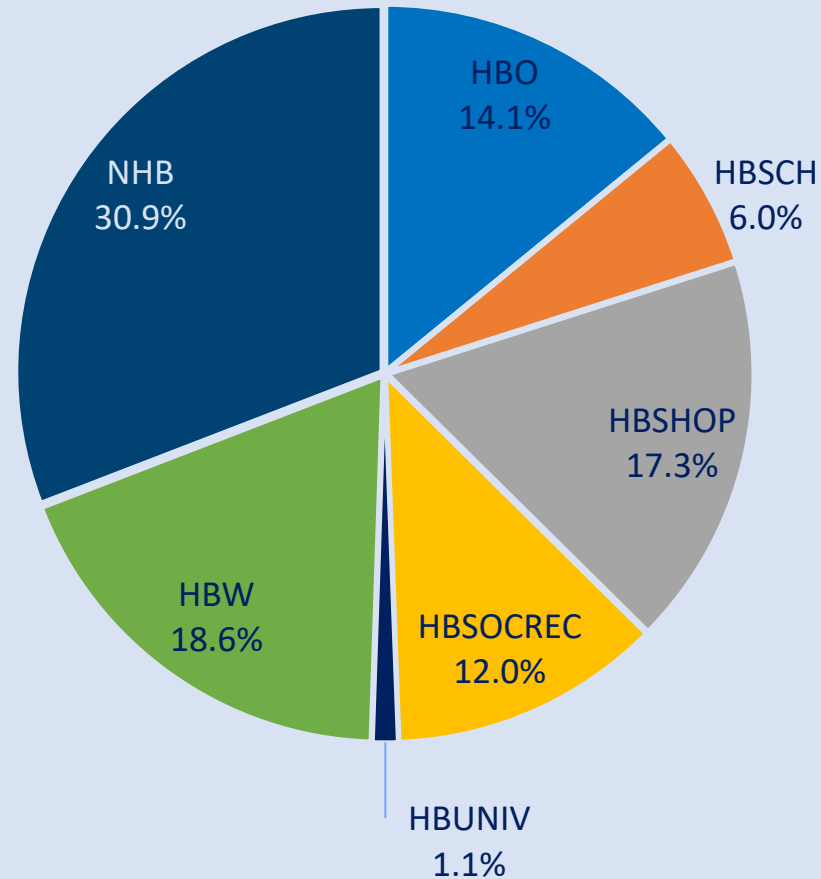


Travel Data

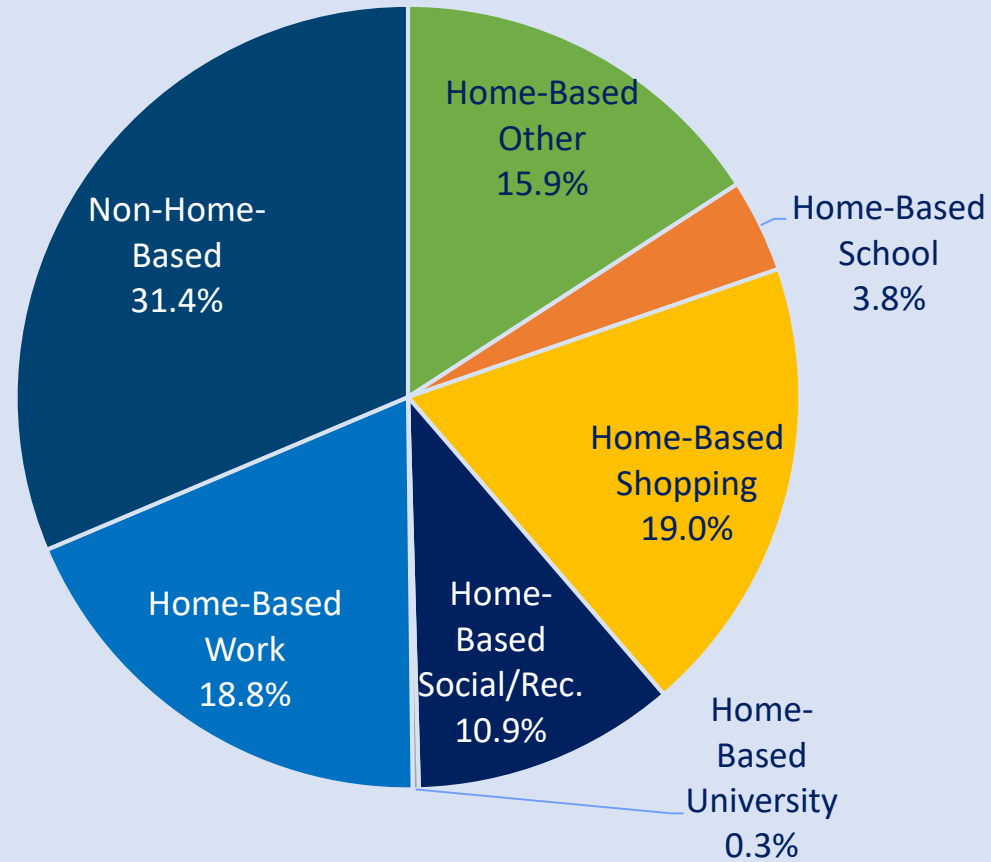
- Weighted data to account for sampling plan for the local survey
- Neither survey was further weighted to account for demographics of the survey respondents

Weekday Trip Distribution by Purpose: All Modes

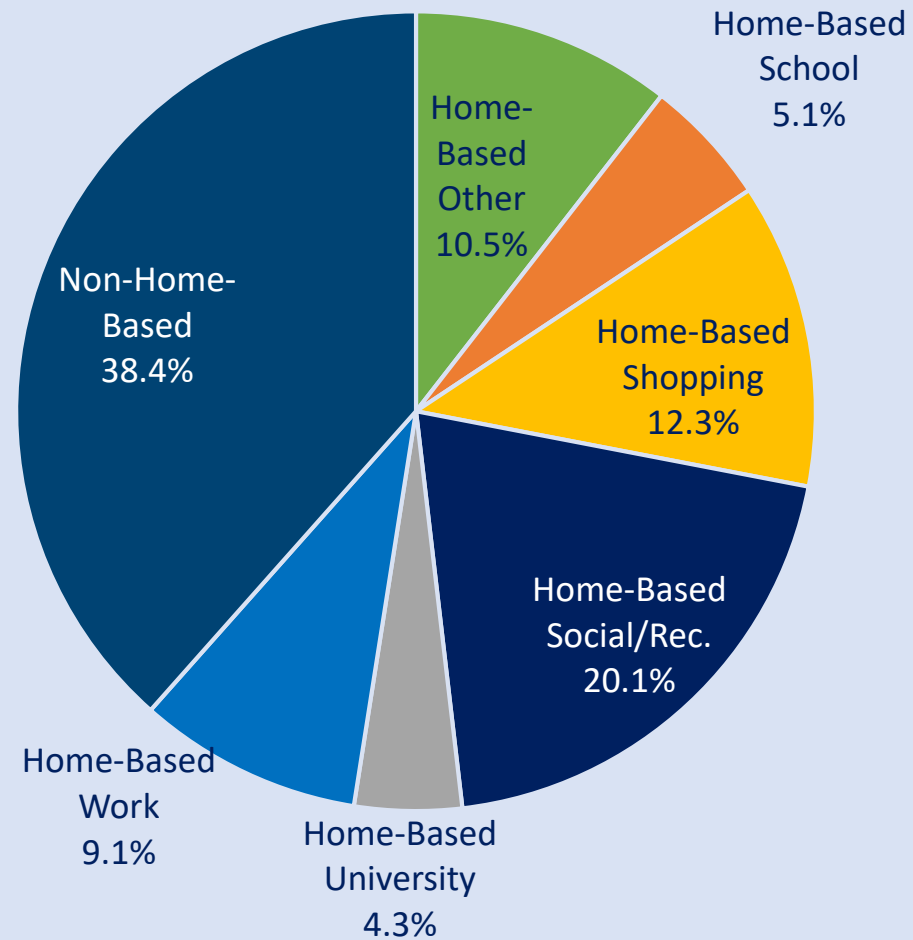
Madison Metro Area



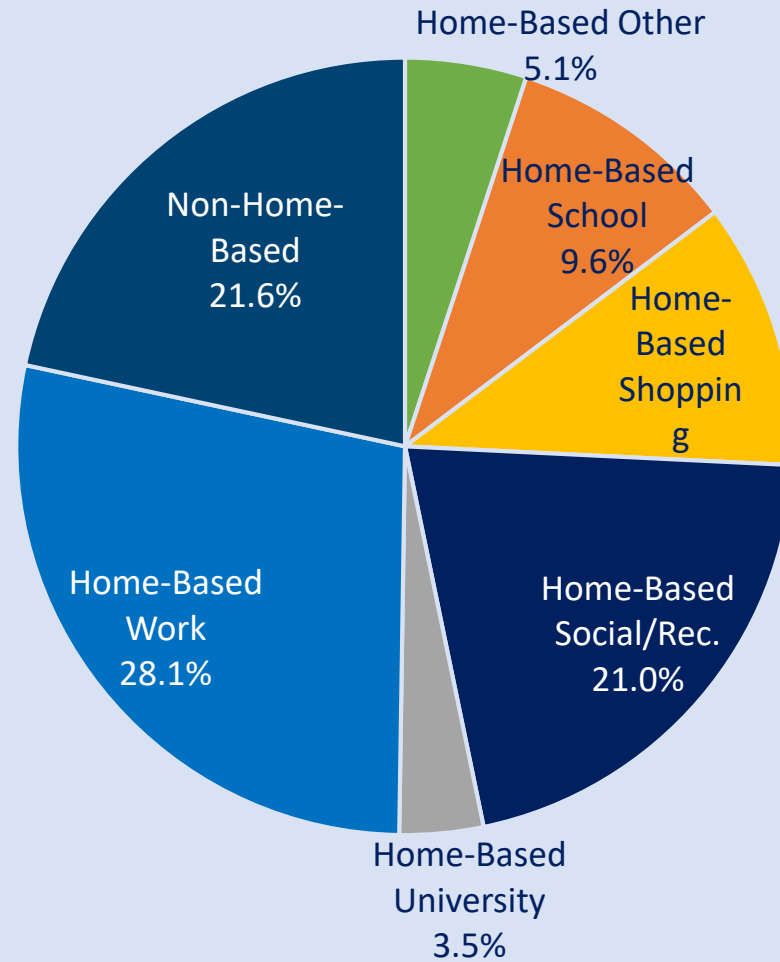
Weekday Trips by Purpose: Personal Motor Vehicle



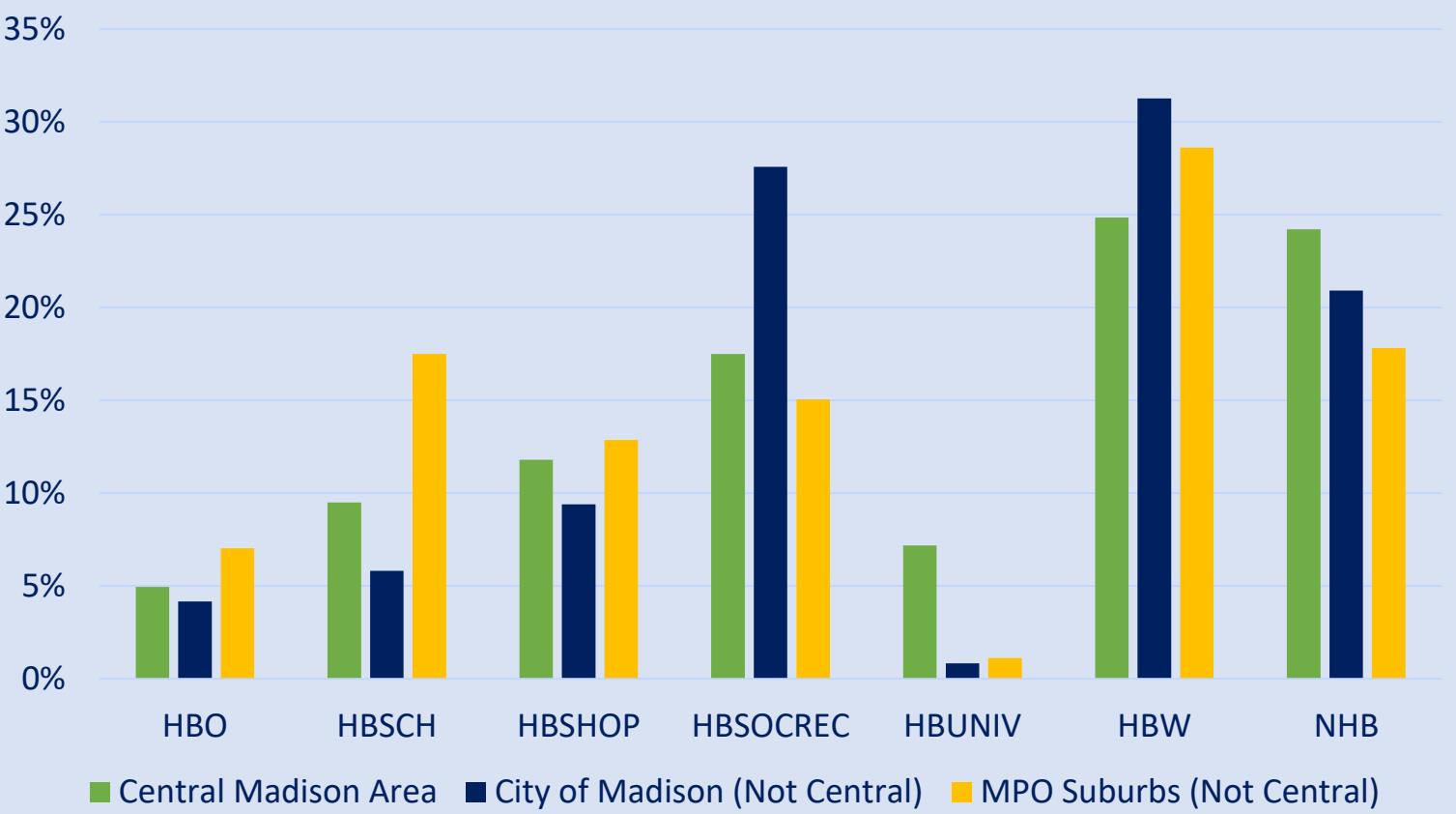
Weekday Trips by Purpose: Walk



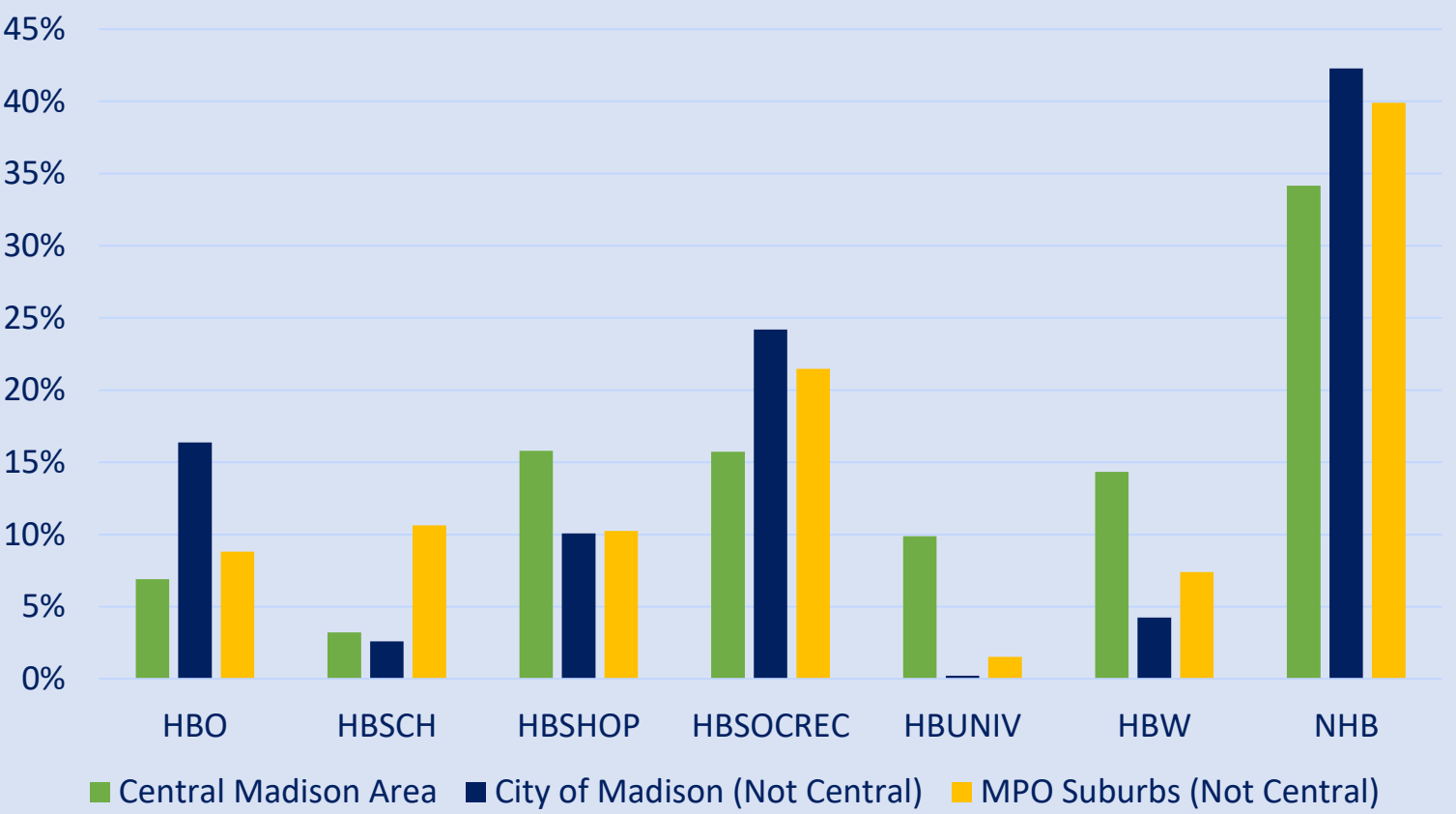
Weekday Trips by Purpose: Bike



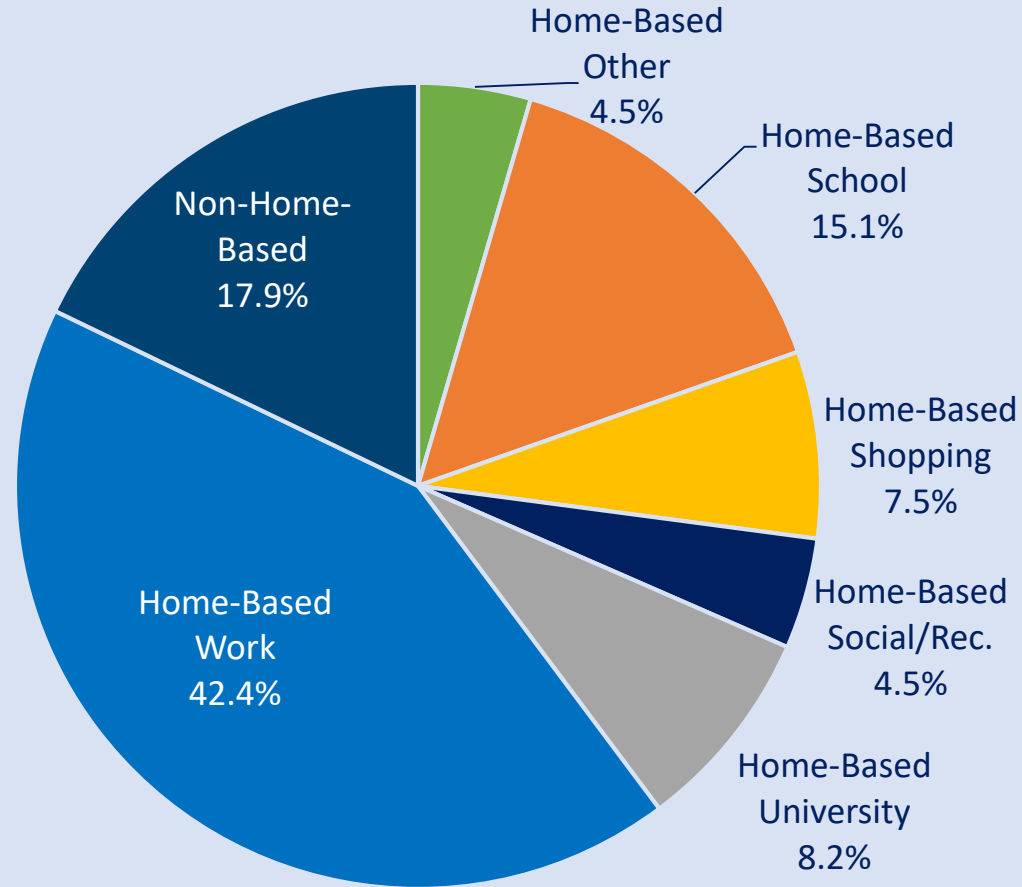
Weekday Trip Distribution by Purpose: Bike



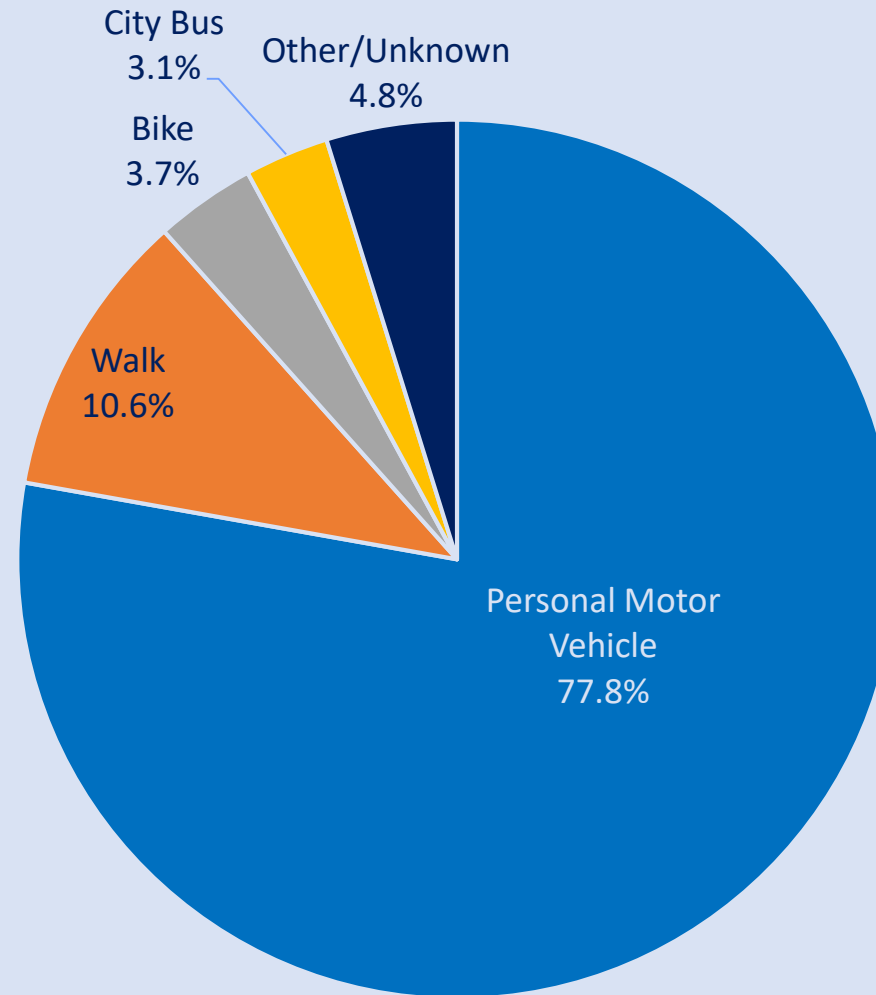
Weekday Trip Distribution by Purpose: Walk



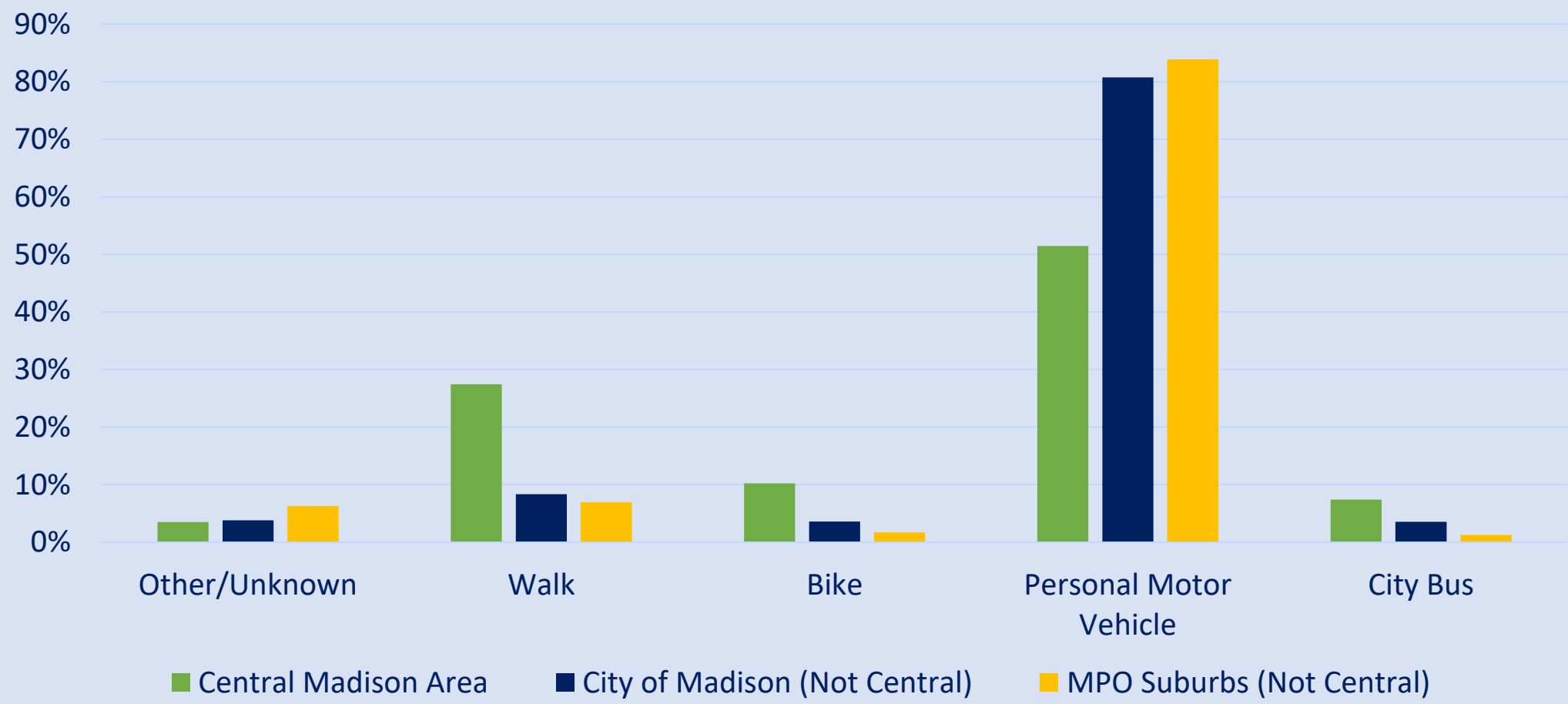
Weekday Trip Distribution by Purpose: Bus Madison Metro Area



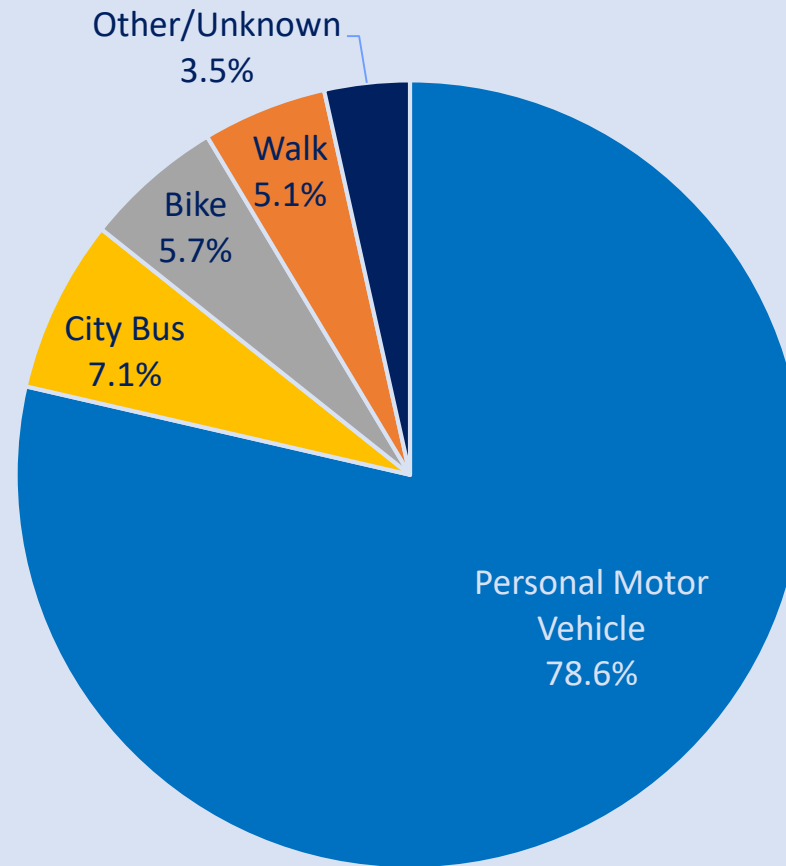
Weekday Trips by Mode: Total



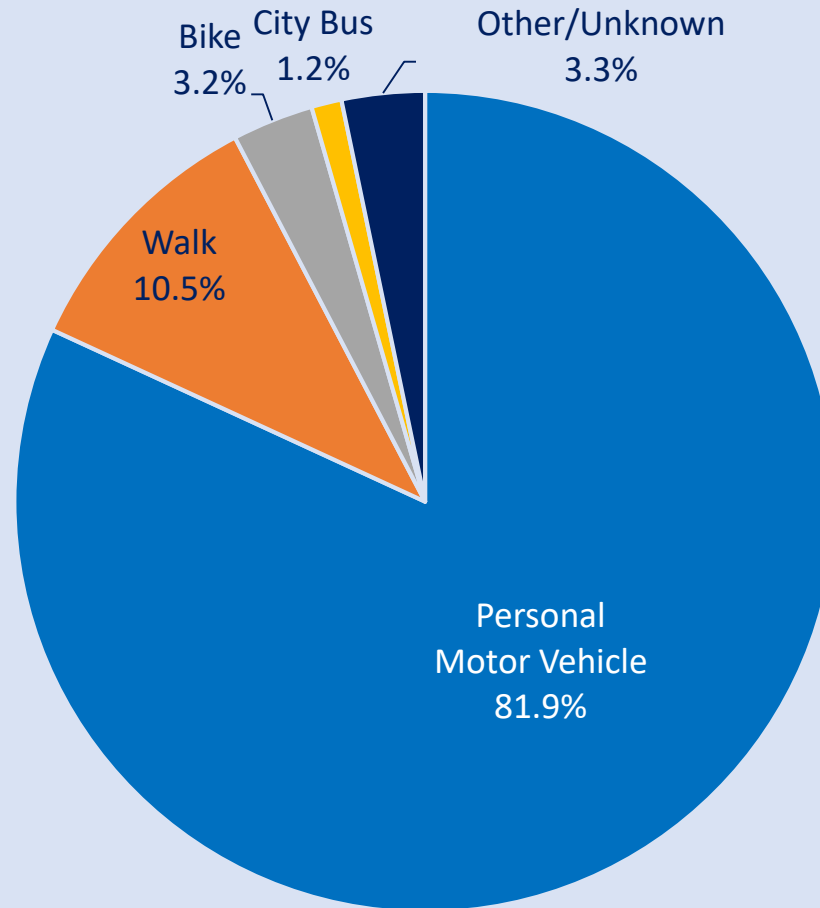
Weekday Trip Distribution by Mode: All Trips



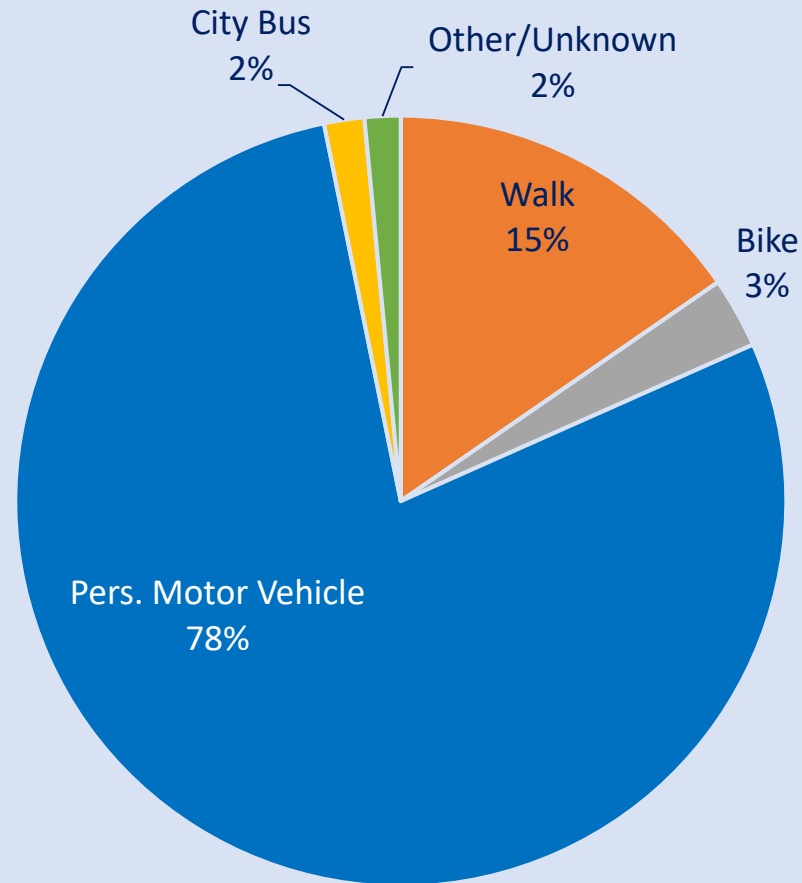
Weekday Trip Distribution by Mode: Home-Based Work Trips (Madison Metro Area)



Weekday Trip Distribution by Mode: Non-Work/School Home-Based Trips (Metro Area)

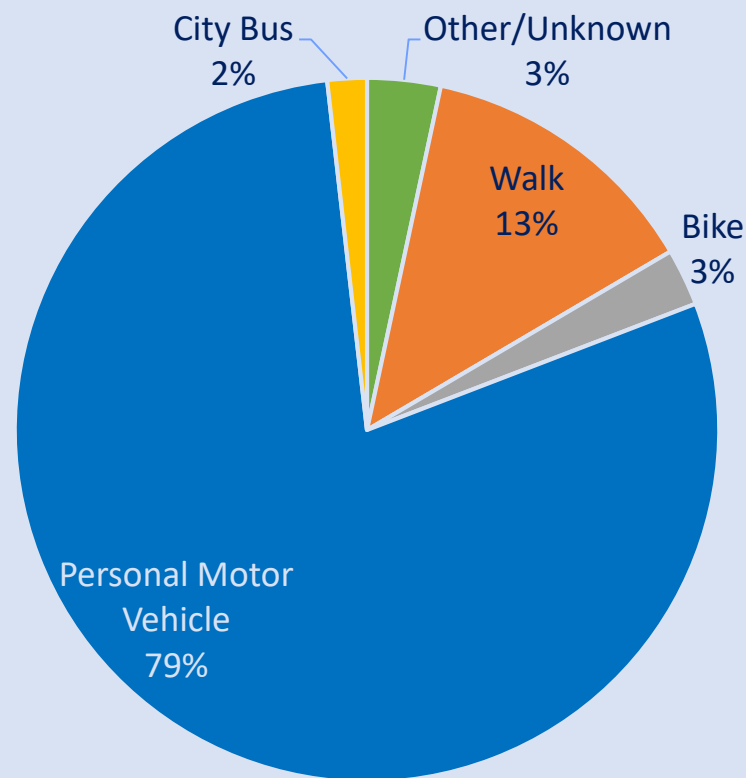


Weekday Trips by Mode: Work-Based Non-Home Trips

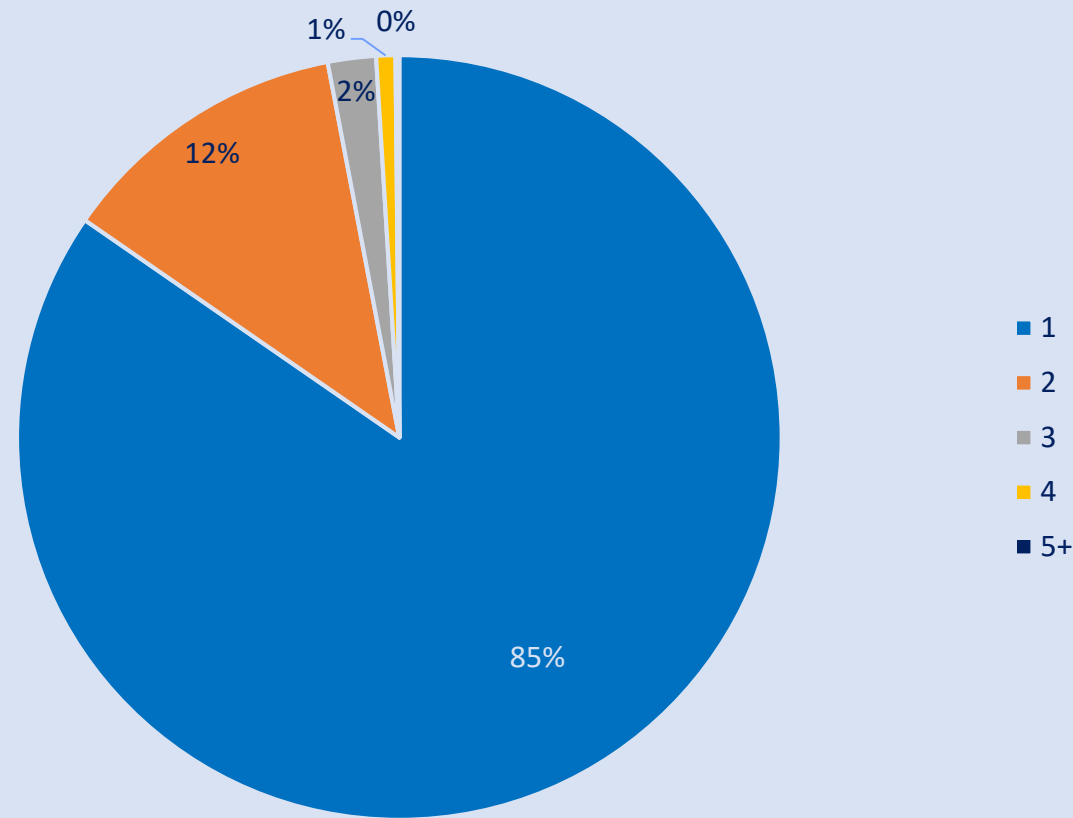


*National survey only. Includes Loop Trips and trips to/from outside of Dane County.

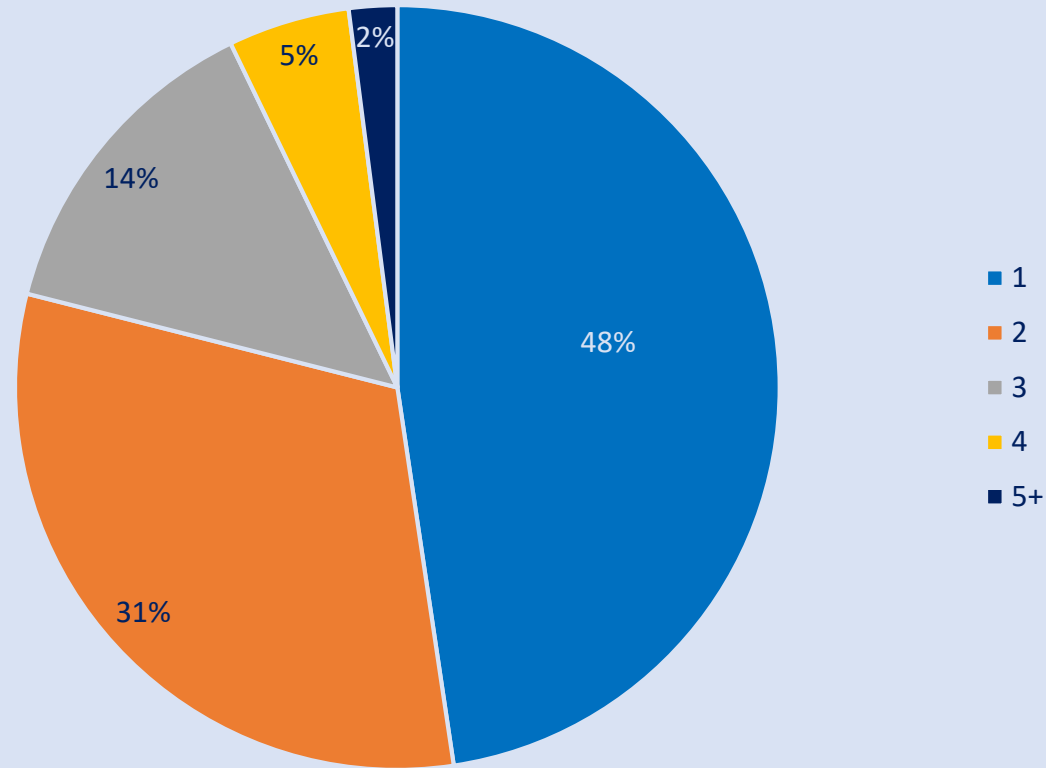
Weekday Trips by Mode: Non-Home-Based Trips



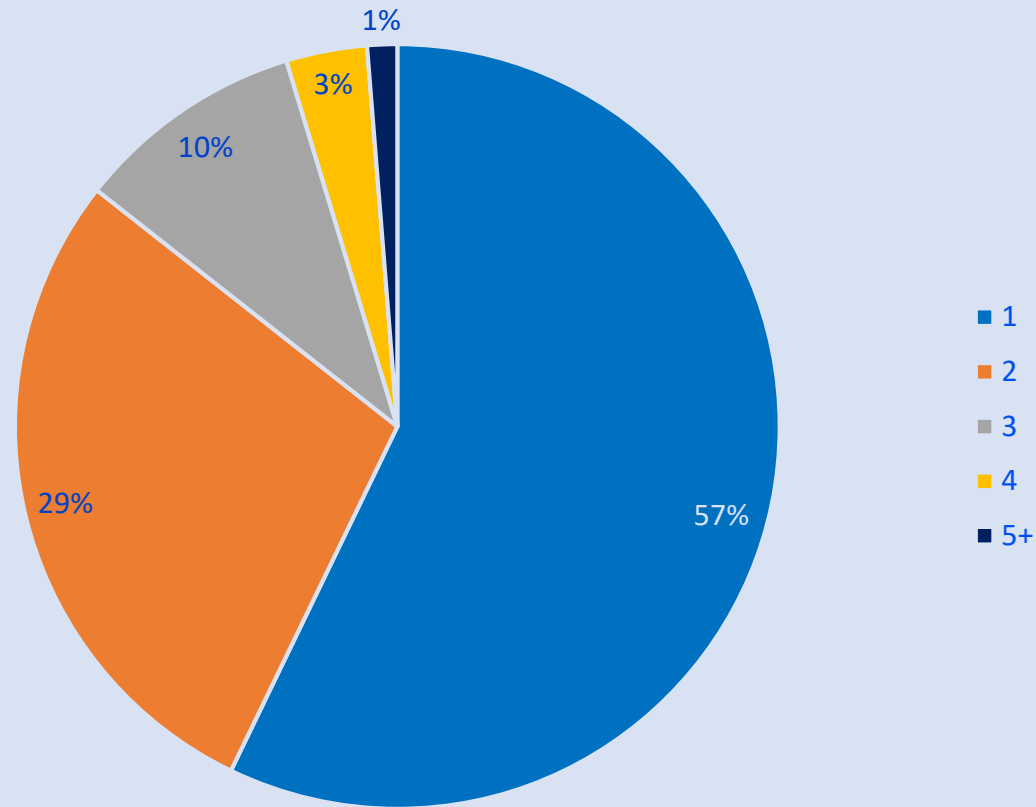
Weekday Trips by Number of People on Trip— Personal Motor Vehicle: Home-Based Work Trips



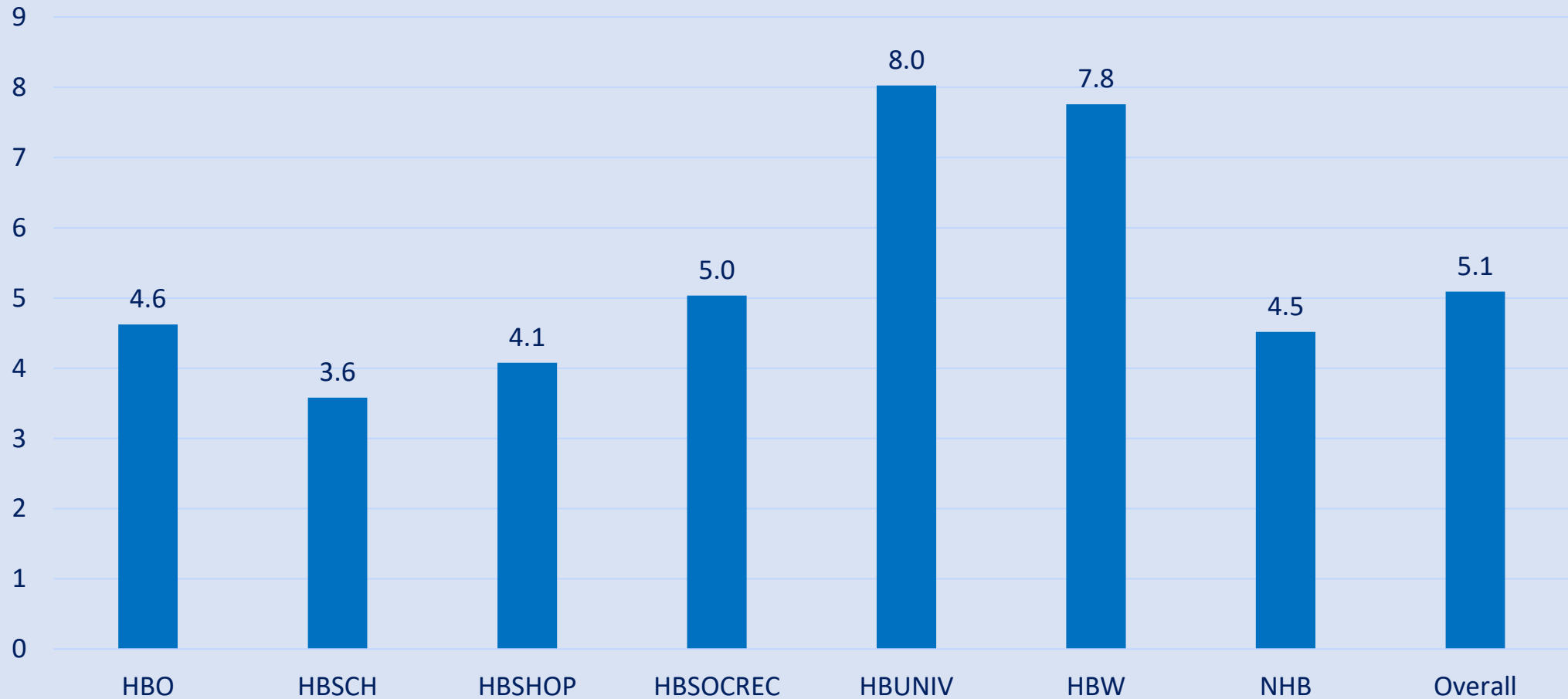
Weekday Trips by Number of People on Trip— Personal Motor Vehicle: Non-Work Home-Based Trips



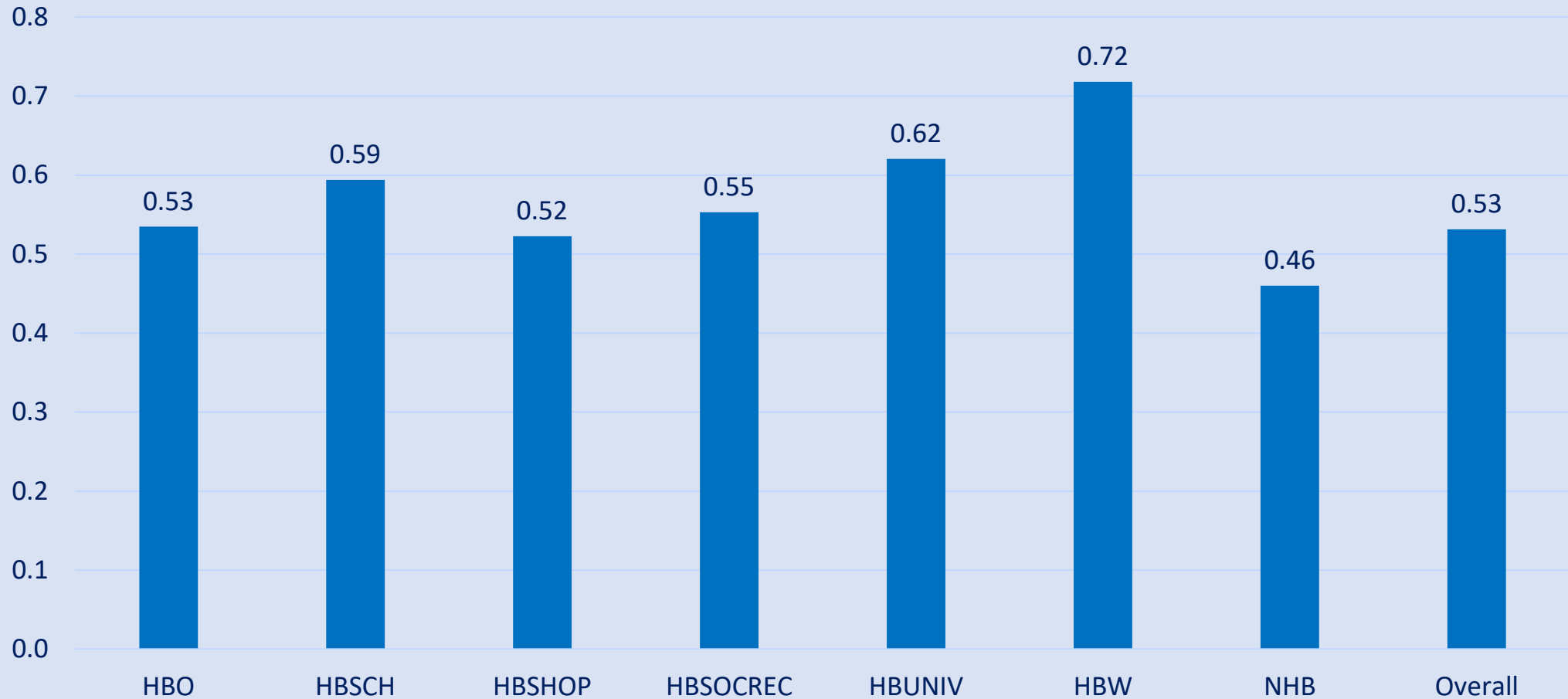
Weekday Trips by Number of People on Trip— Personal Motor Vehicle: Non-Home-Based Trips



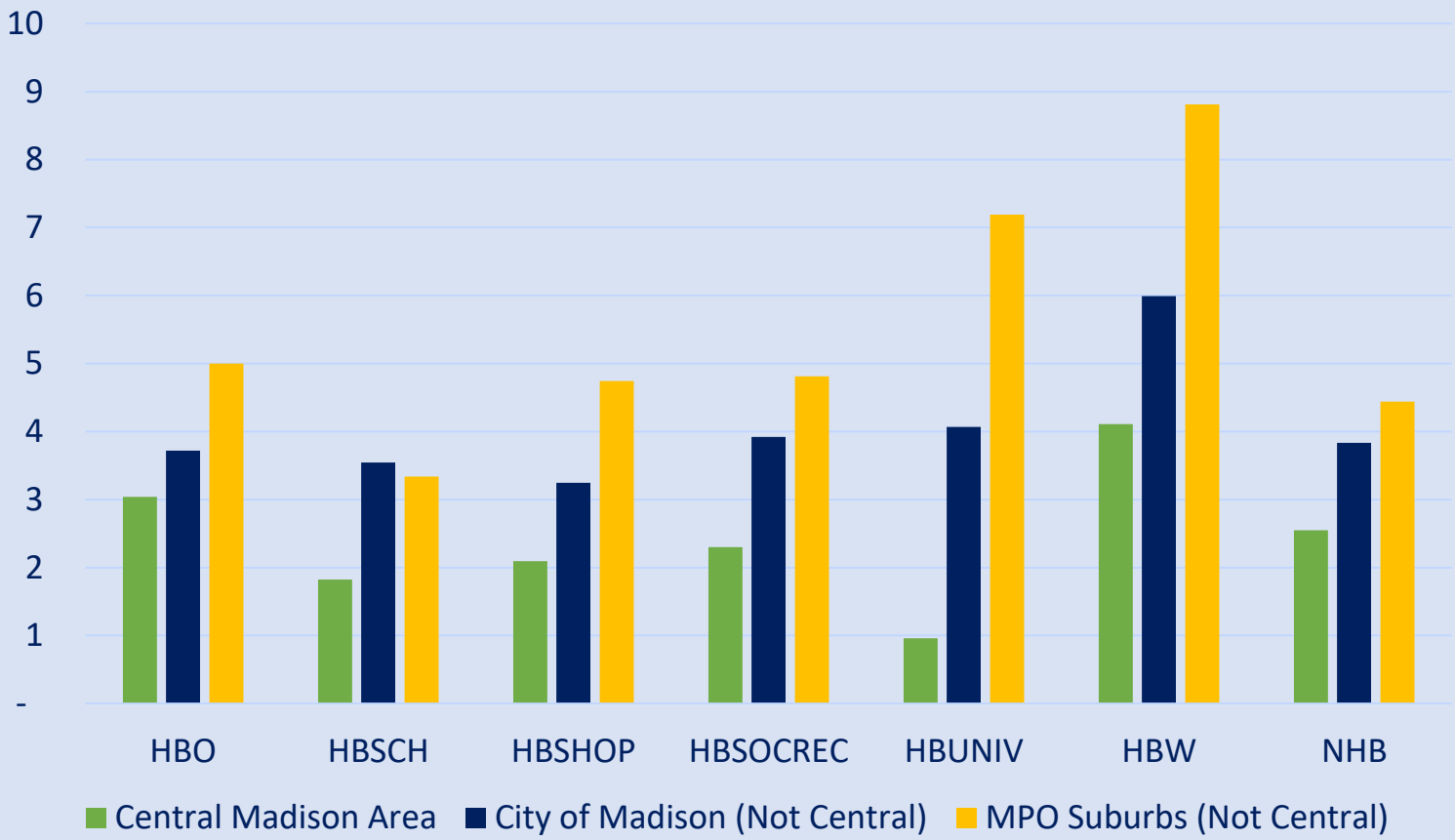
Average Weekday Trip Miles by Trip Purpose- Personal Motor Vehicle



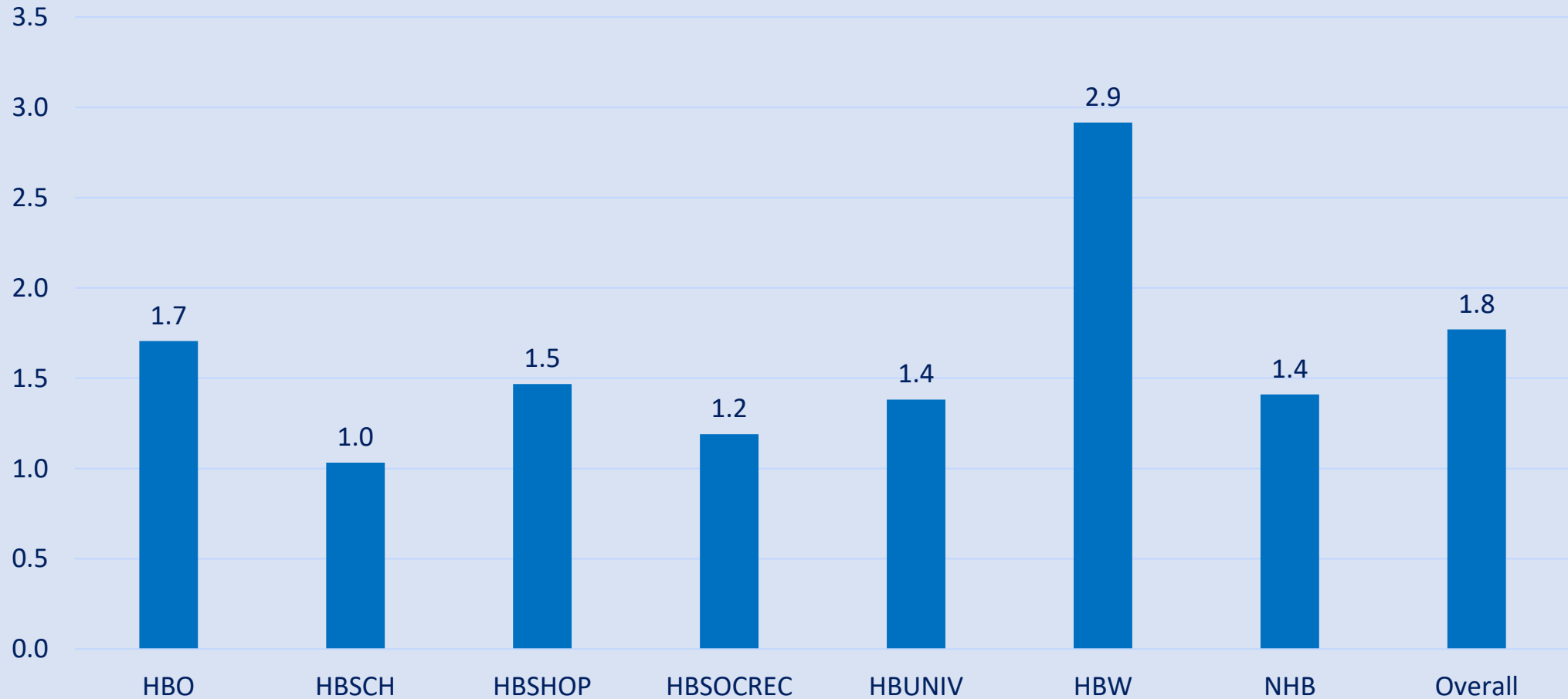
Average Weekday Trip Miles by Trip Purpose-Walk



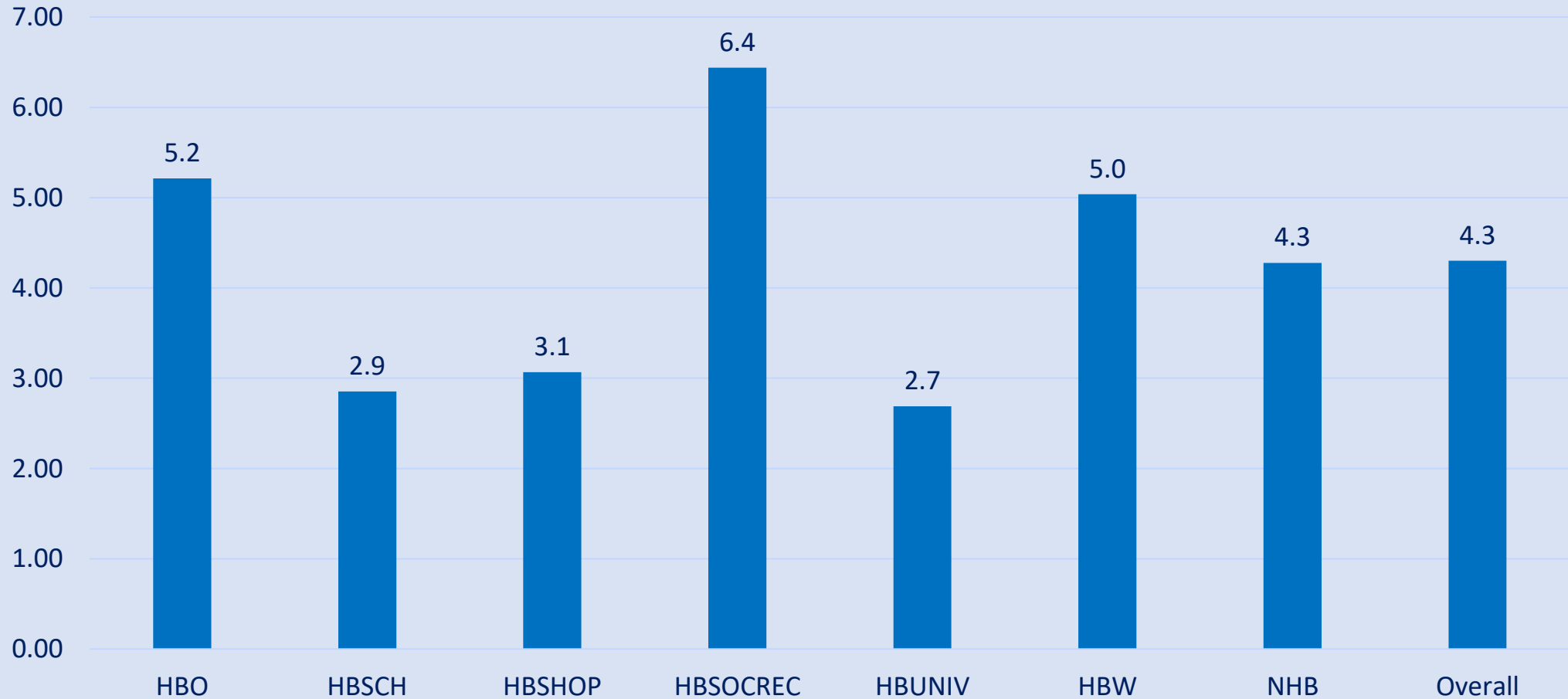
Average Weekday Trip Length (Miles) by Purpose



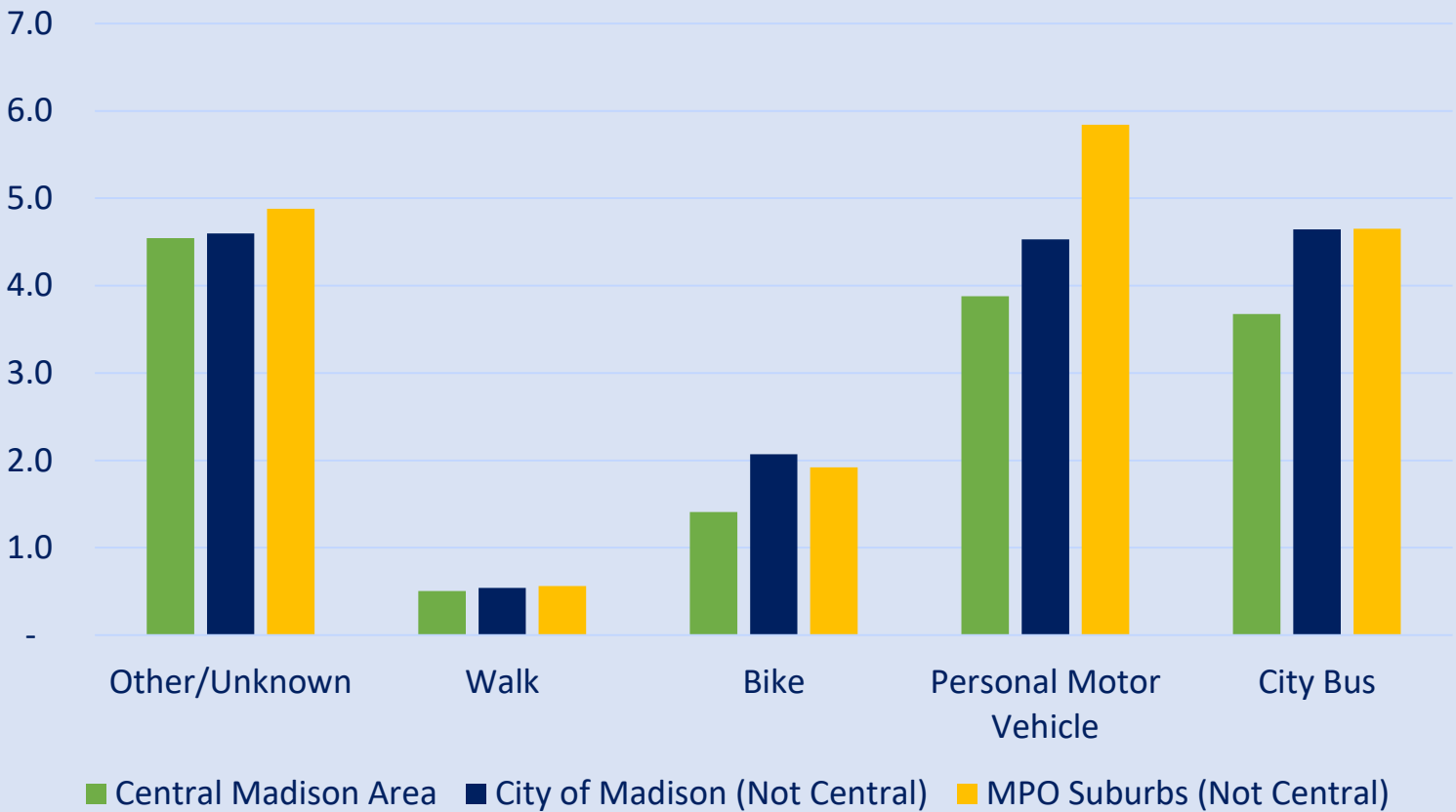
Average Weekday Trip Miles by Trip Purpose-Bike



Average Weekday Trip Miles by Trip Purpose- Bus

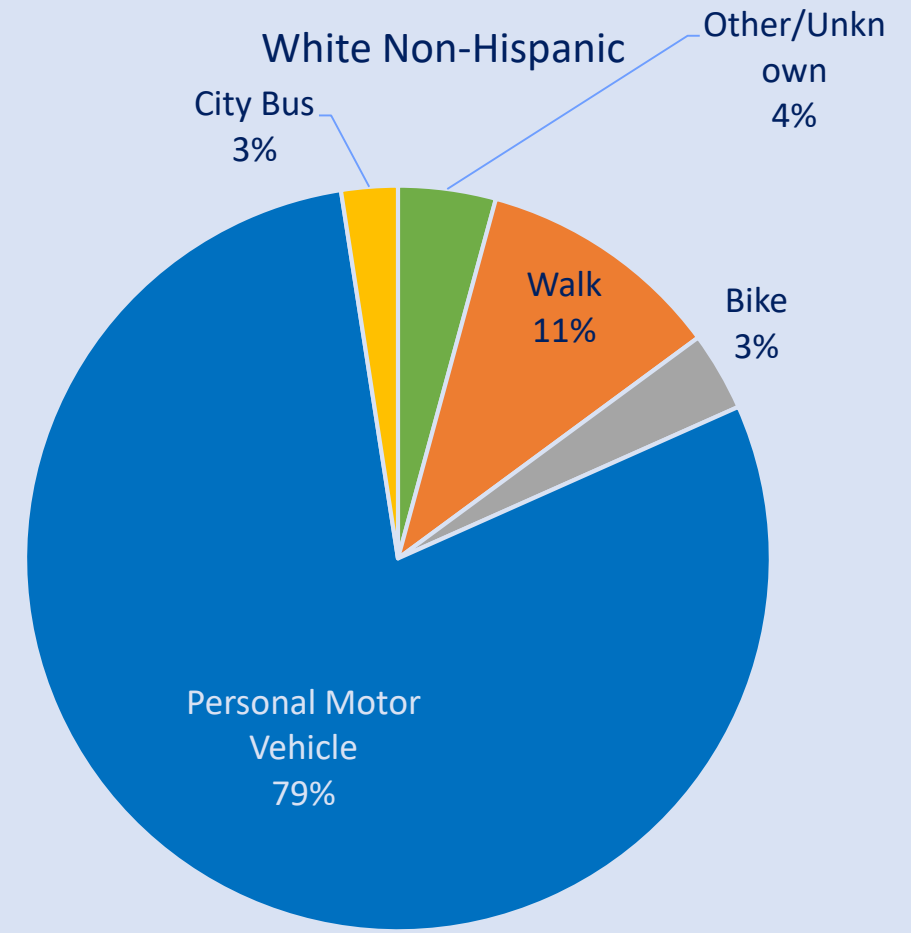
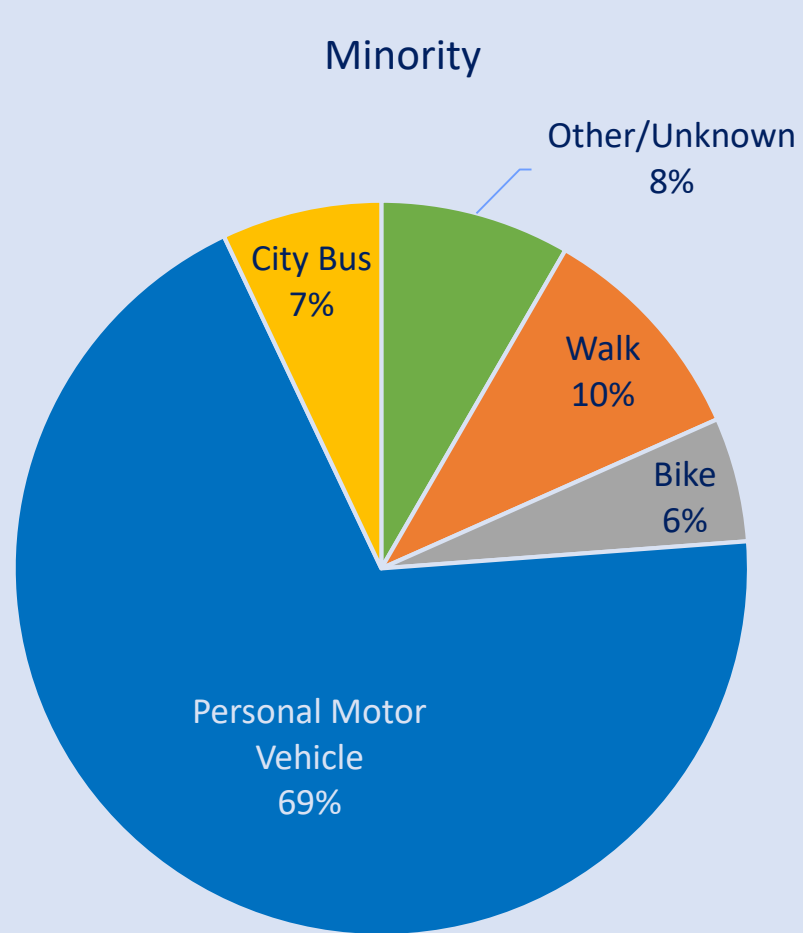


Average Trip Length (Miles) by Mode



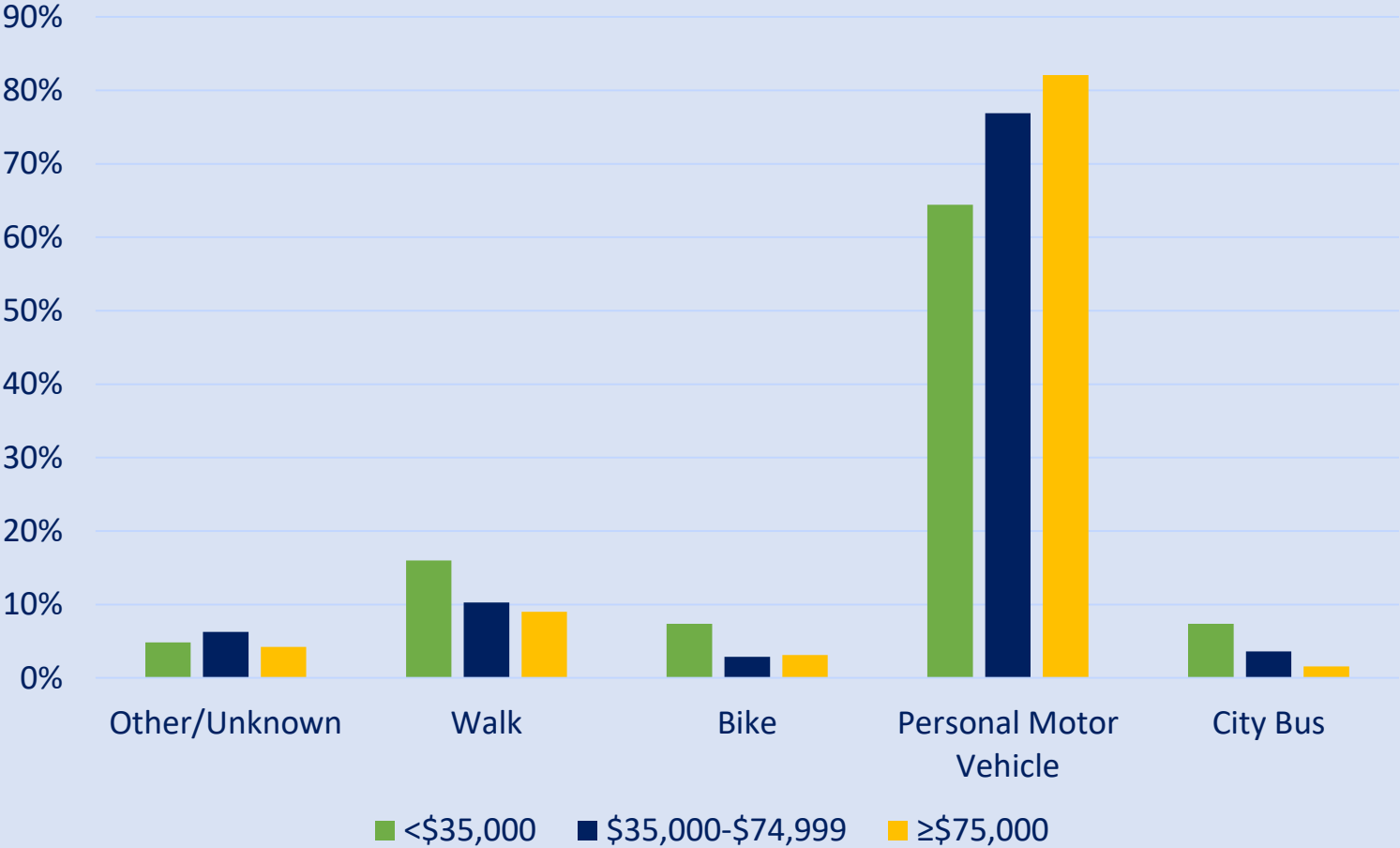
Mode Share by Minority Status: All Trips

Madison Metro Area



Mode Share by Household Income: All Trips

Madison Metro Area

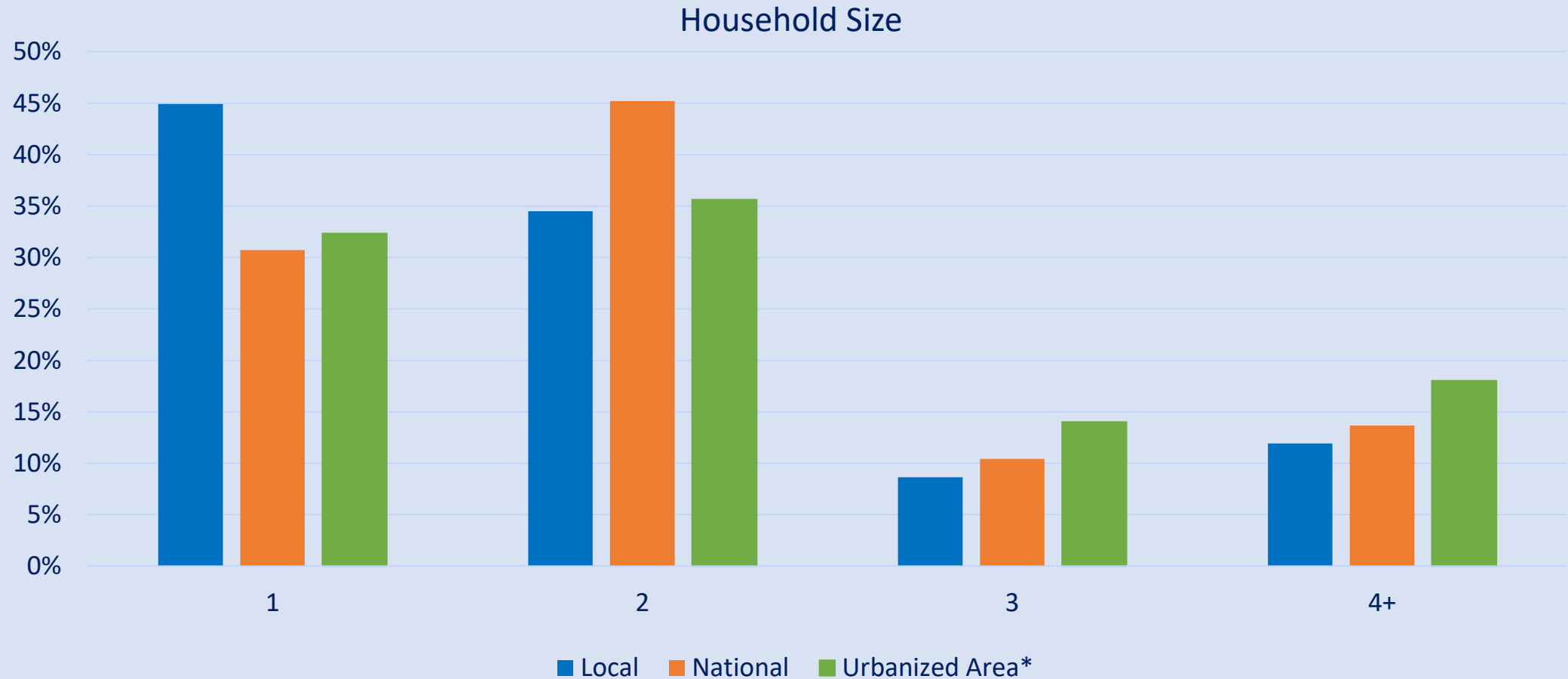


*Mode share for City of Madison respondents with HH incomes below \$15K: 13% bike, 12% bus, 31% walk, 38% personal motor vehicle

Survey Questionnaire Responses

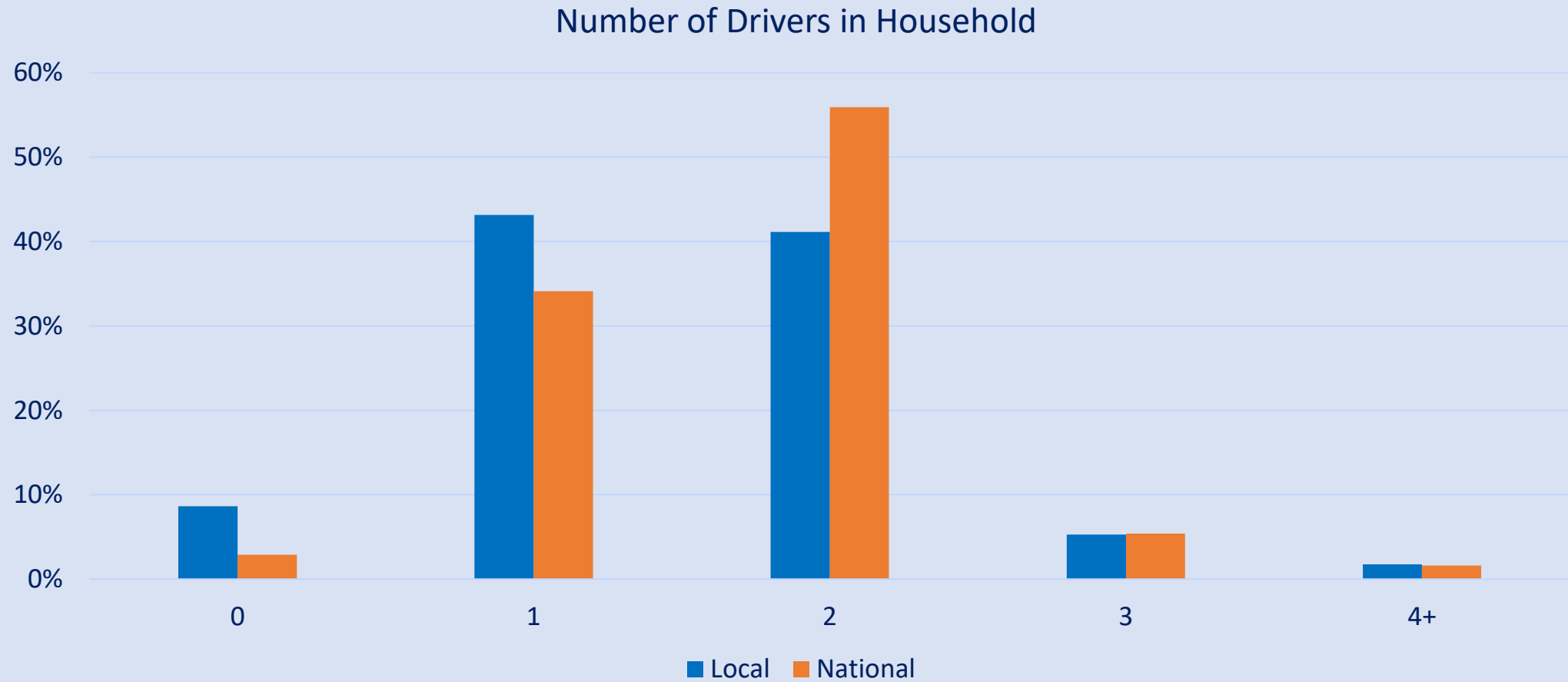
- Household/person characteristics of respondents
 - Comparison to Census data to show how representative to other population
- Information regarding general travel behavior
- Responses not weighted
- Data broken out between national and local surveys due to the different sampling plan for each

Household Information



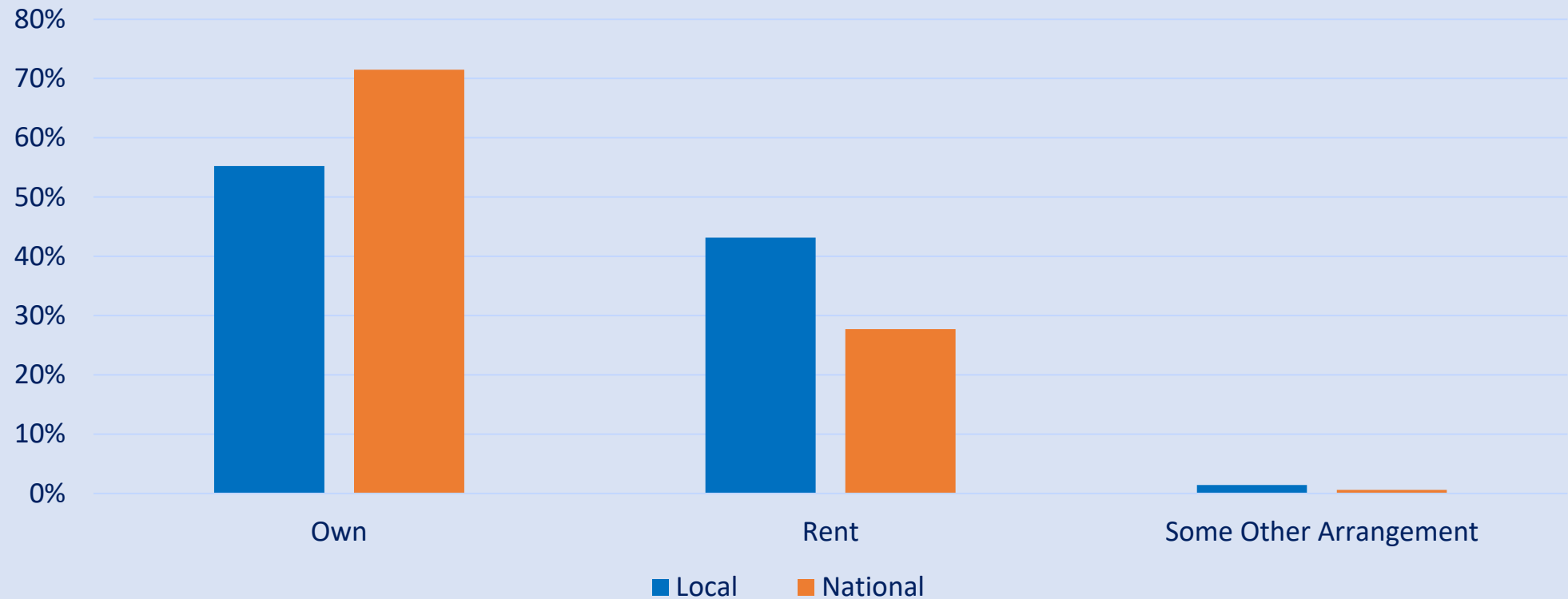
*2012-2016 American Community Survey 5-year estimate

Household Information

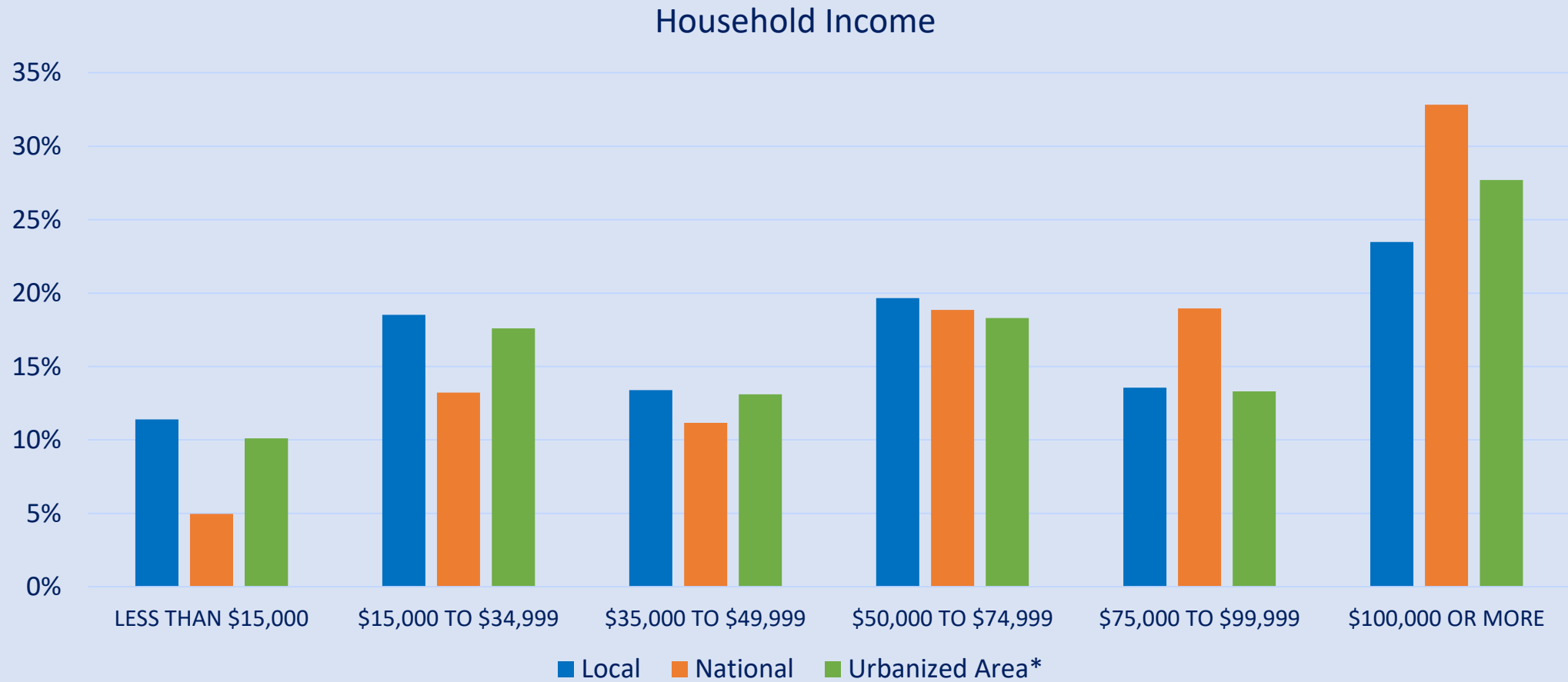


Household Information

Do you own or rent your home?



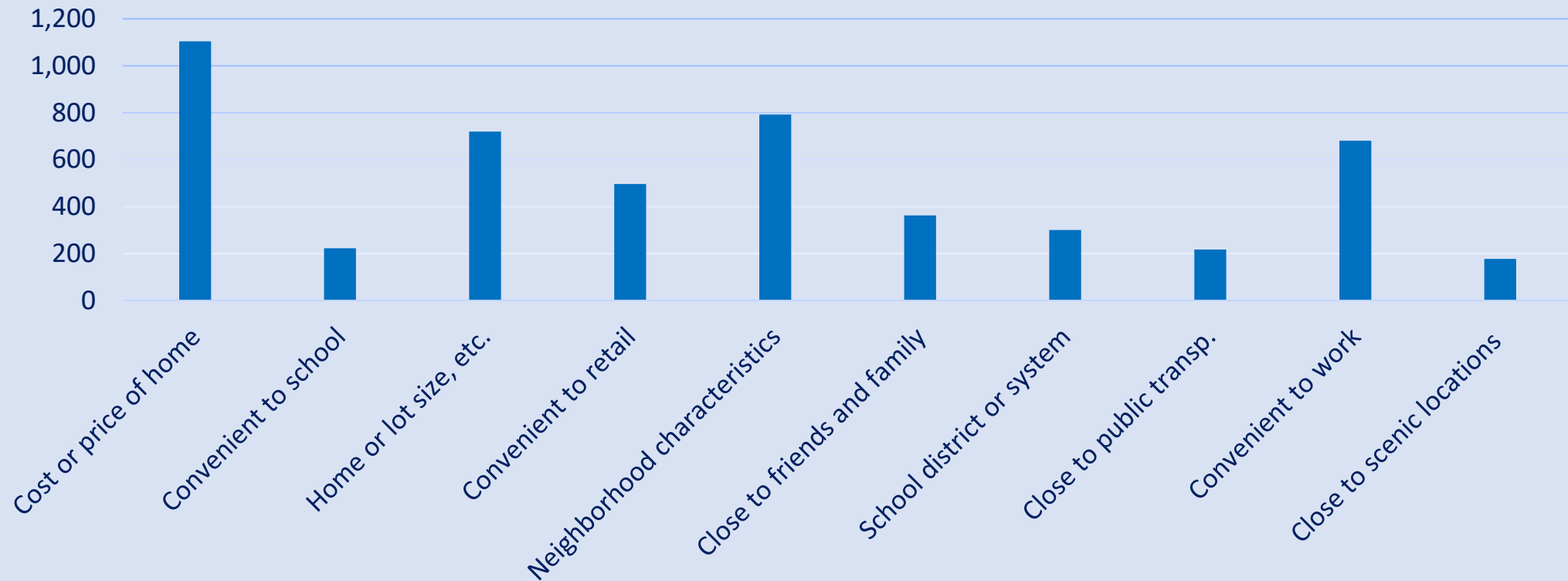
Household Information



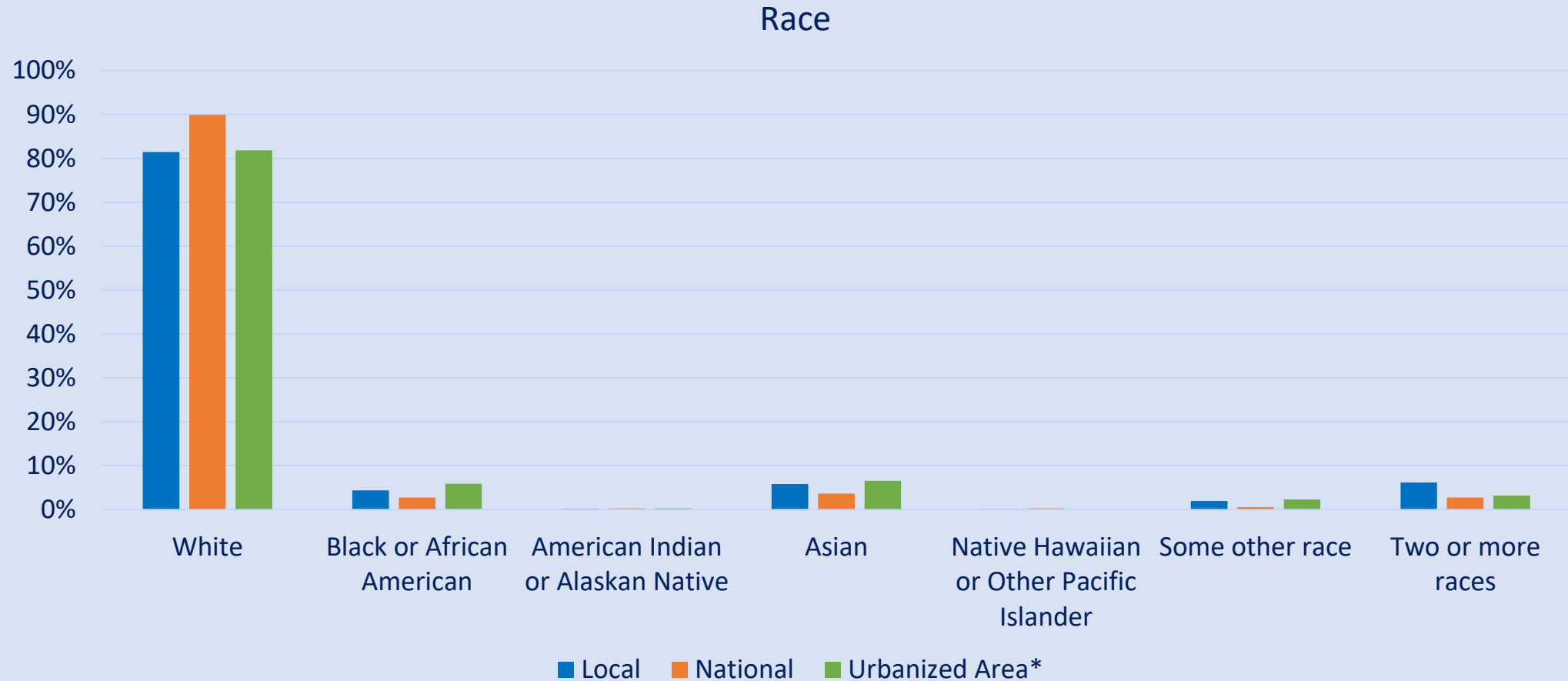
*2012-2016 American Community Survey 5-year estimate

Household Information

Top Three Reasons You Chose Your Current Home
Local Survey Only

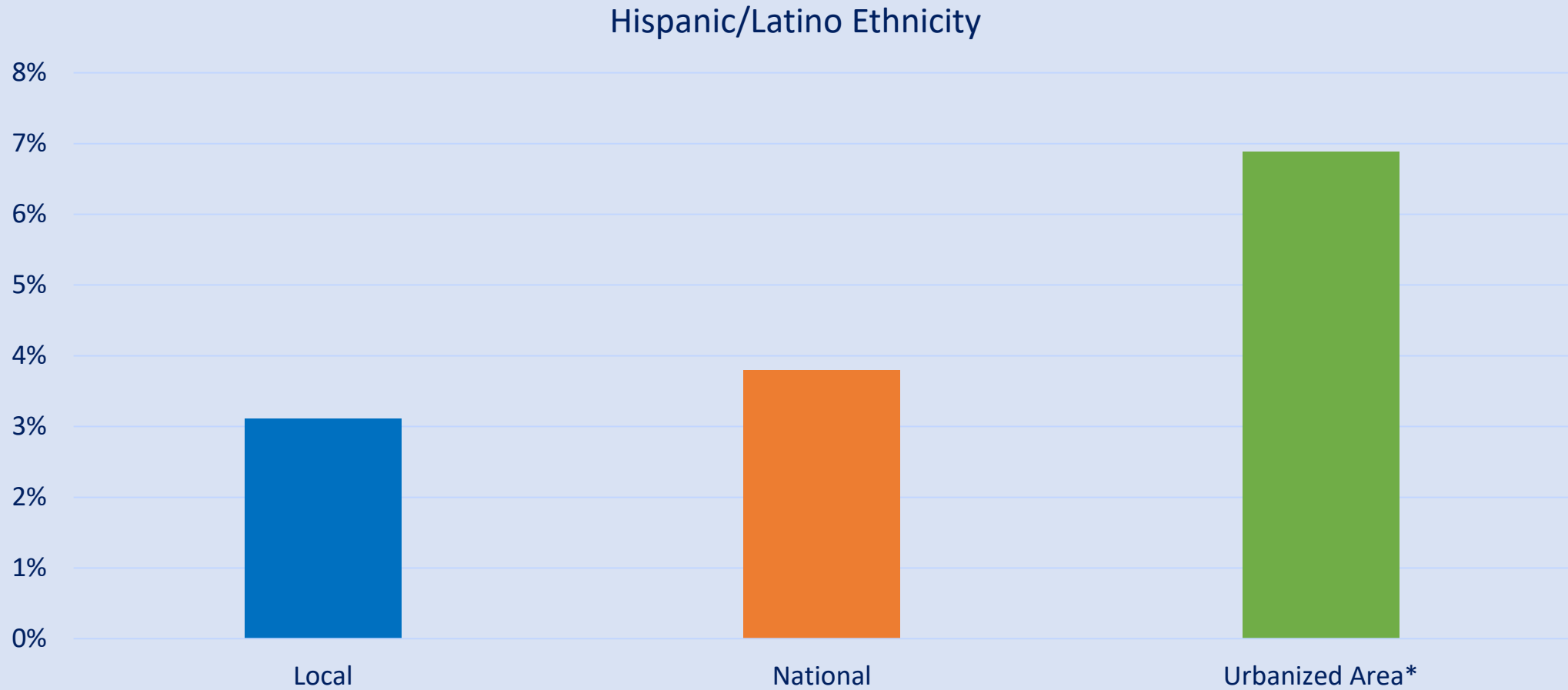


Person Demographics



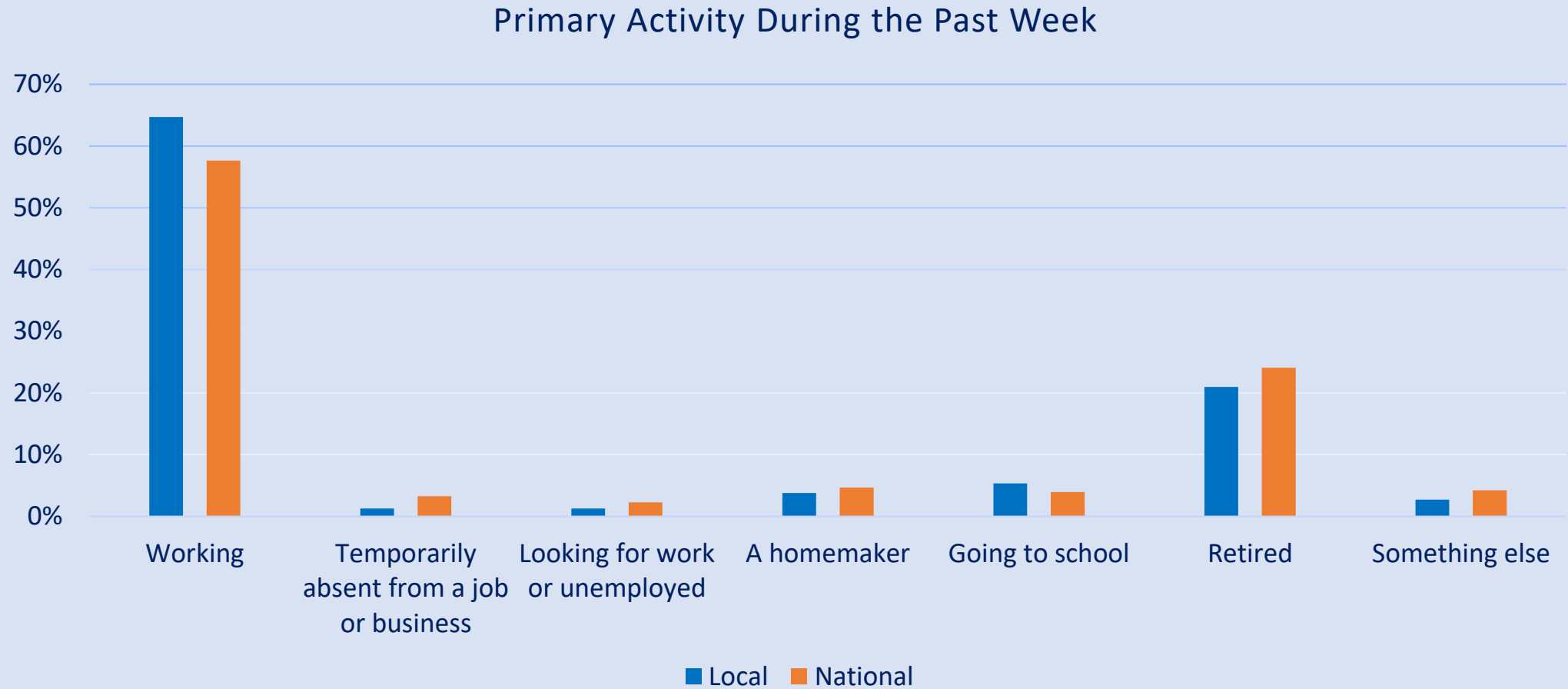
*2012-2016 American Community Survey 5-year estimate

Person Demographics

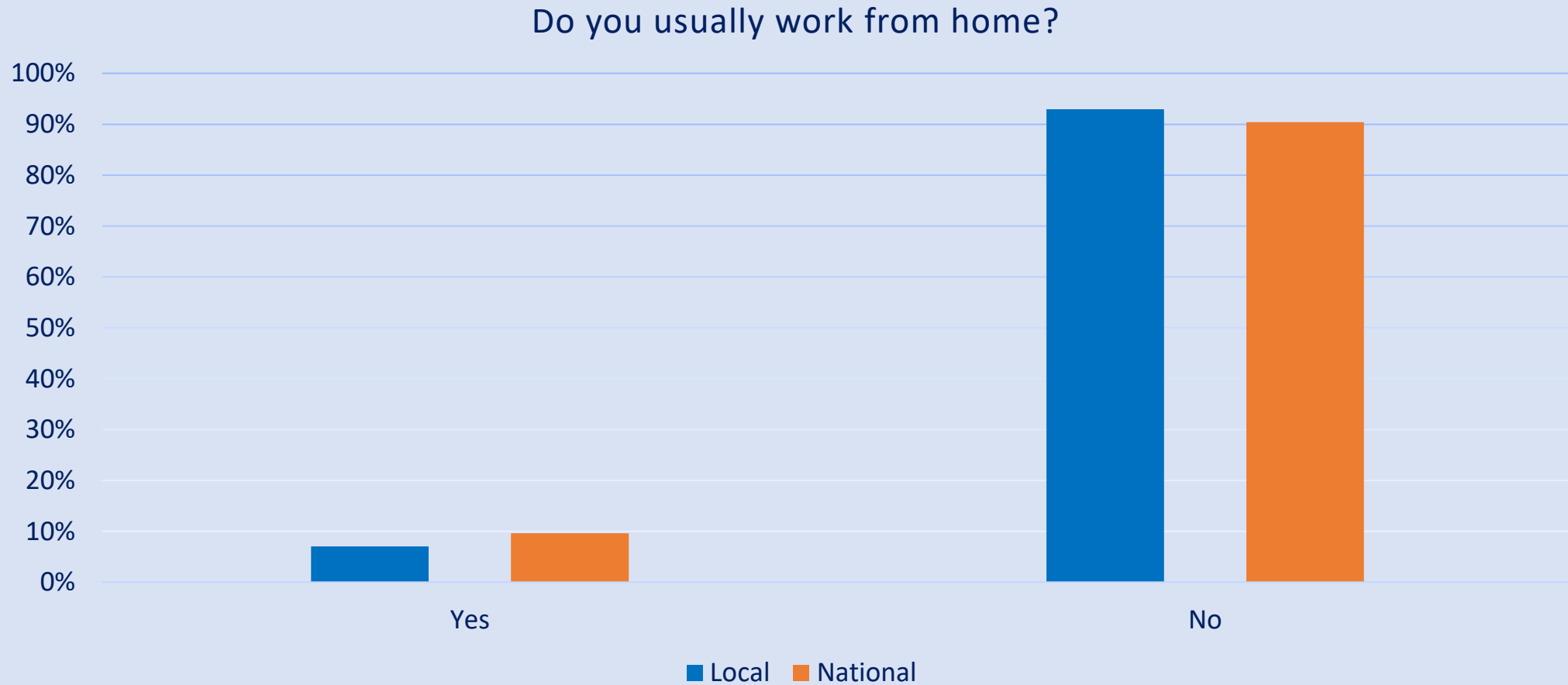


*2012-2016 American Community Survey 5-year estimate

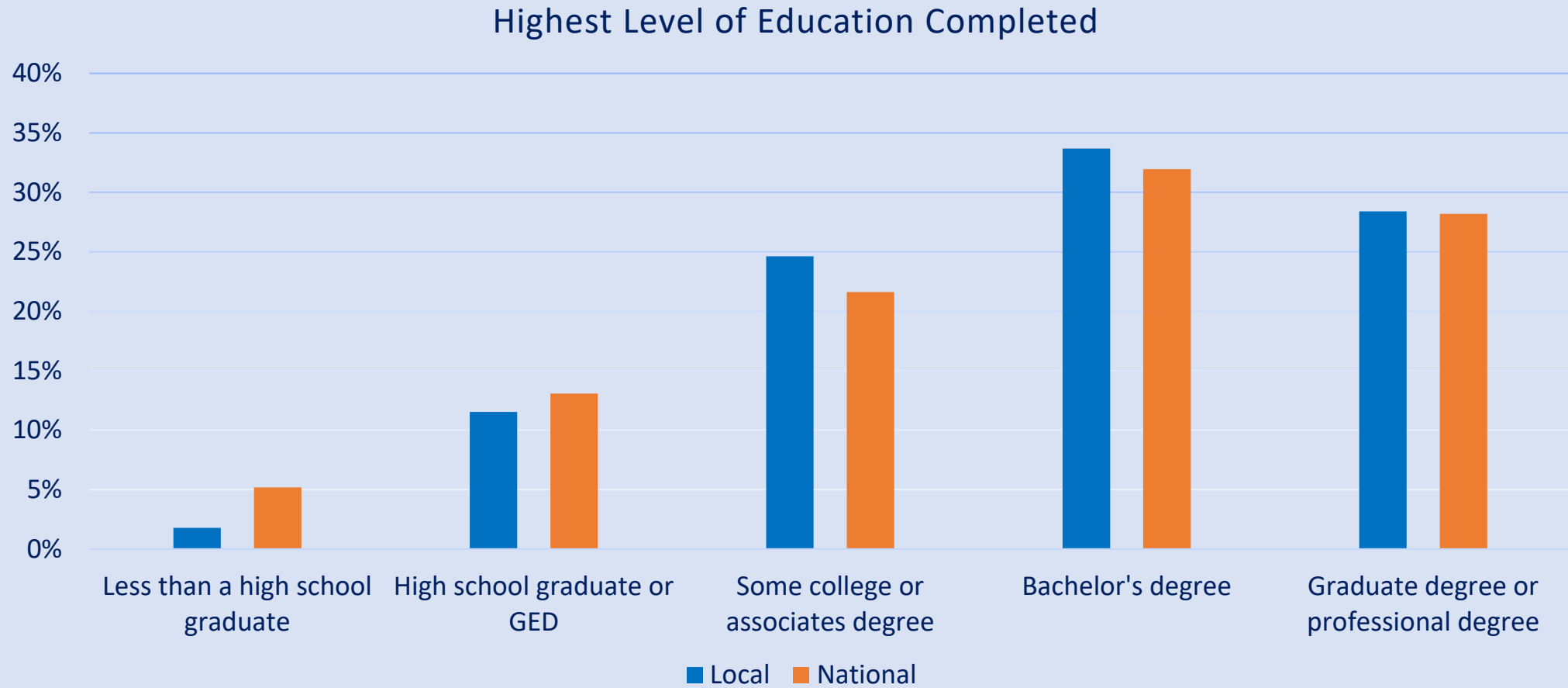
Person Demographics



Person Demographics

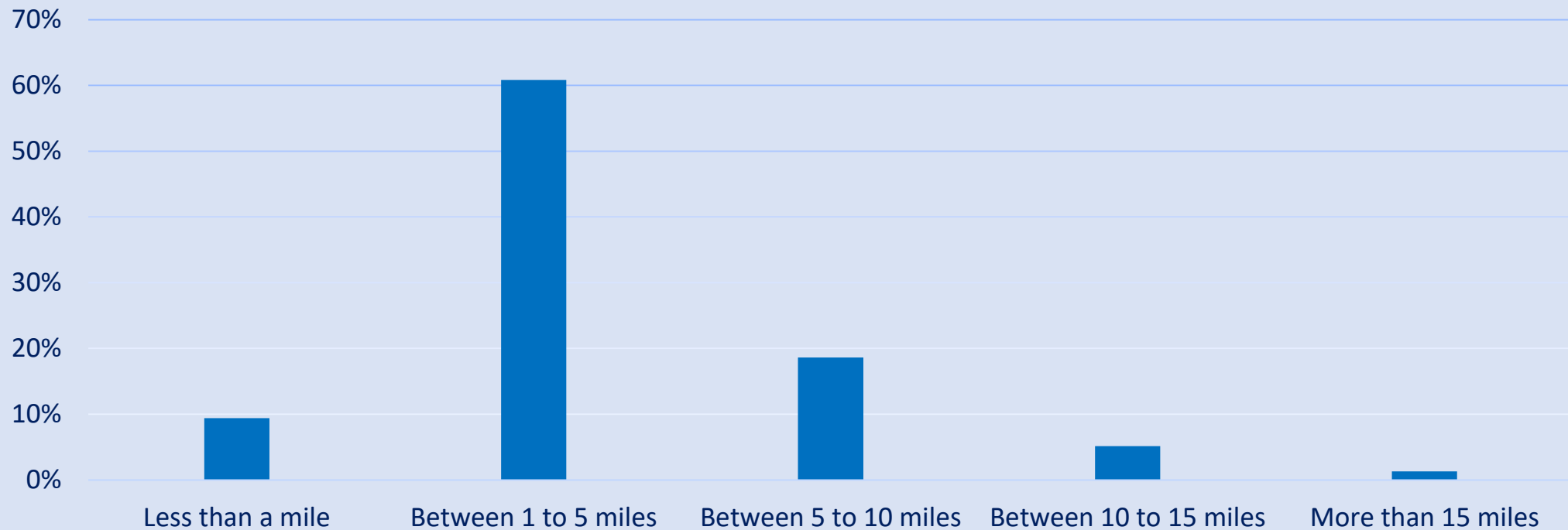


Person Demographics

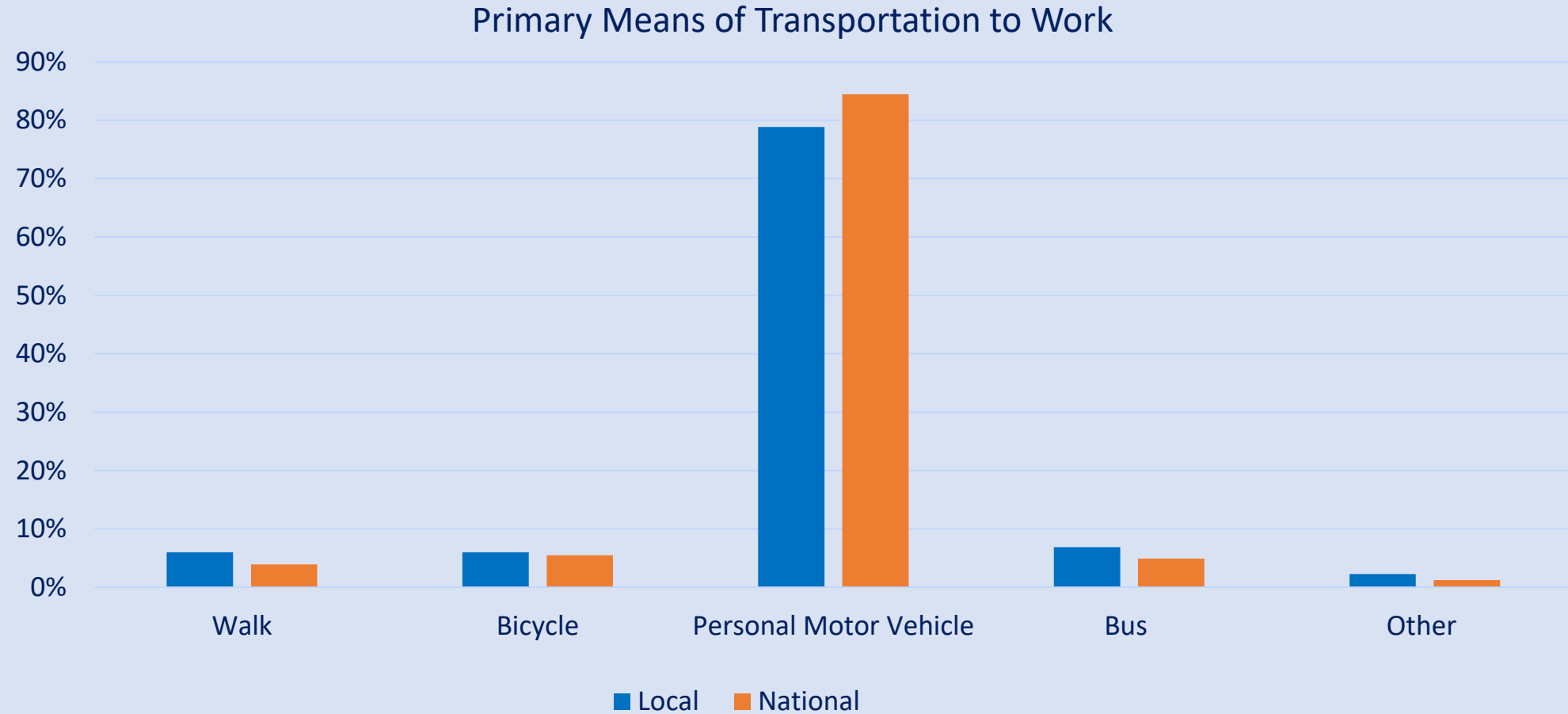


General Travel Behavior

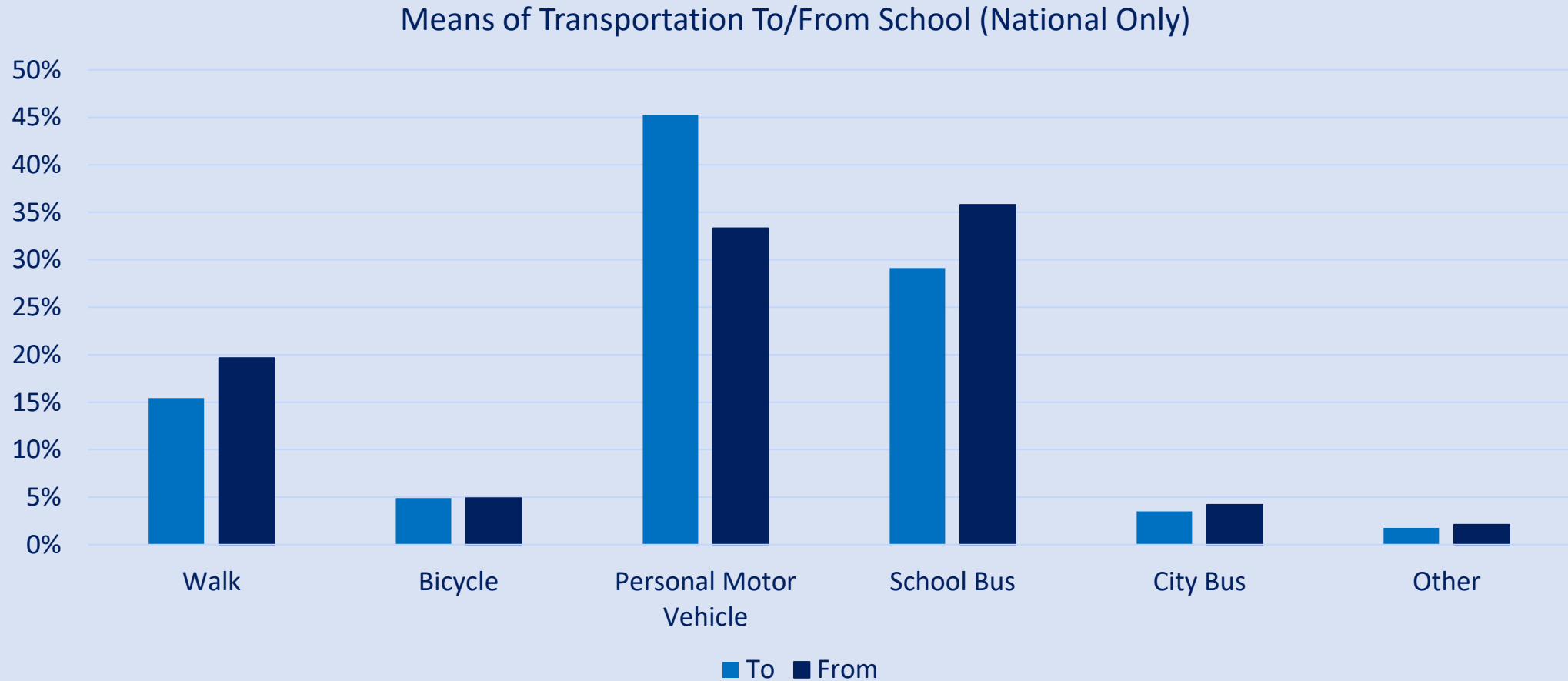
How far do you travel from your home to shop for typical household needs, such as groceries, etc.?
(Local only)



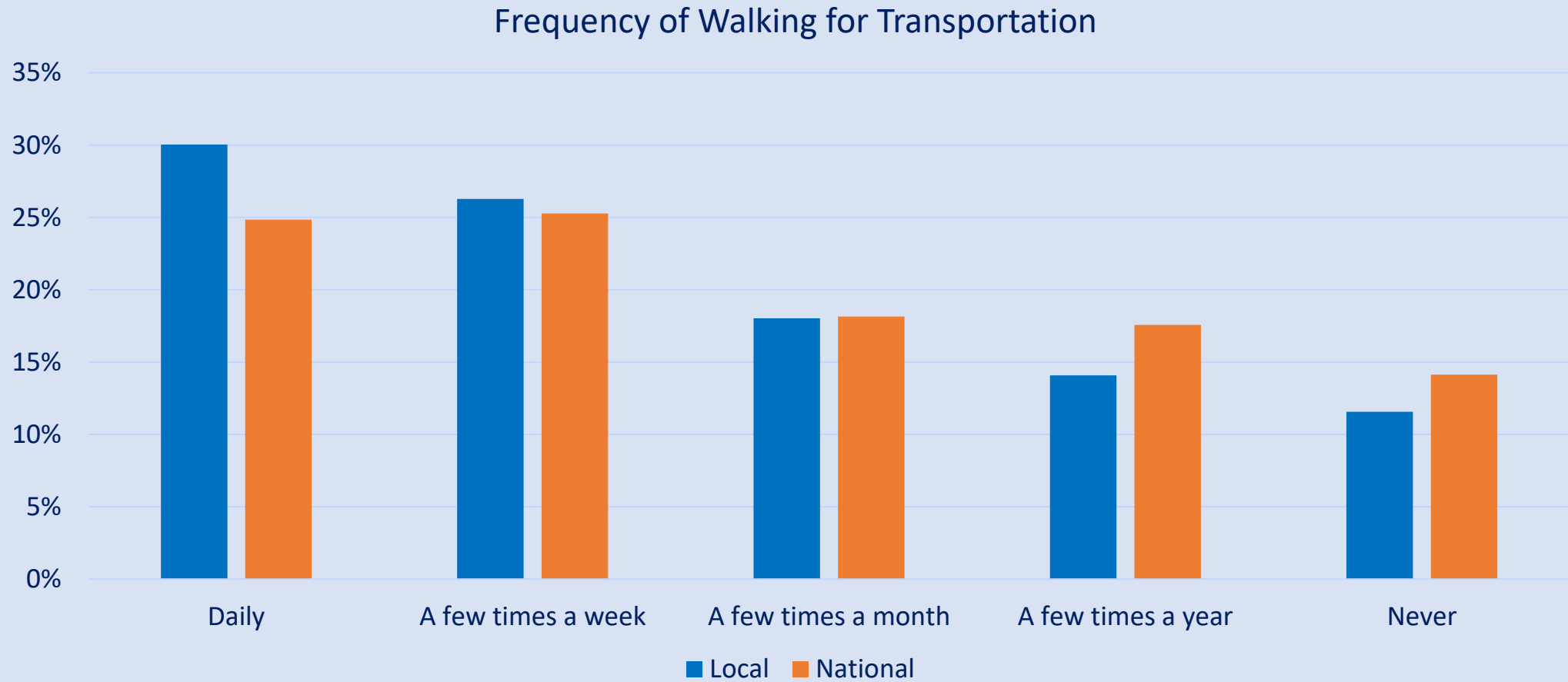
General Travel Behavior



General Travel Behavior

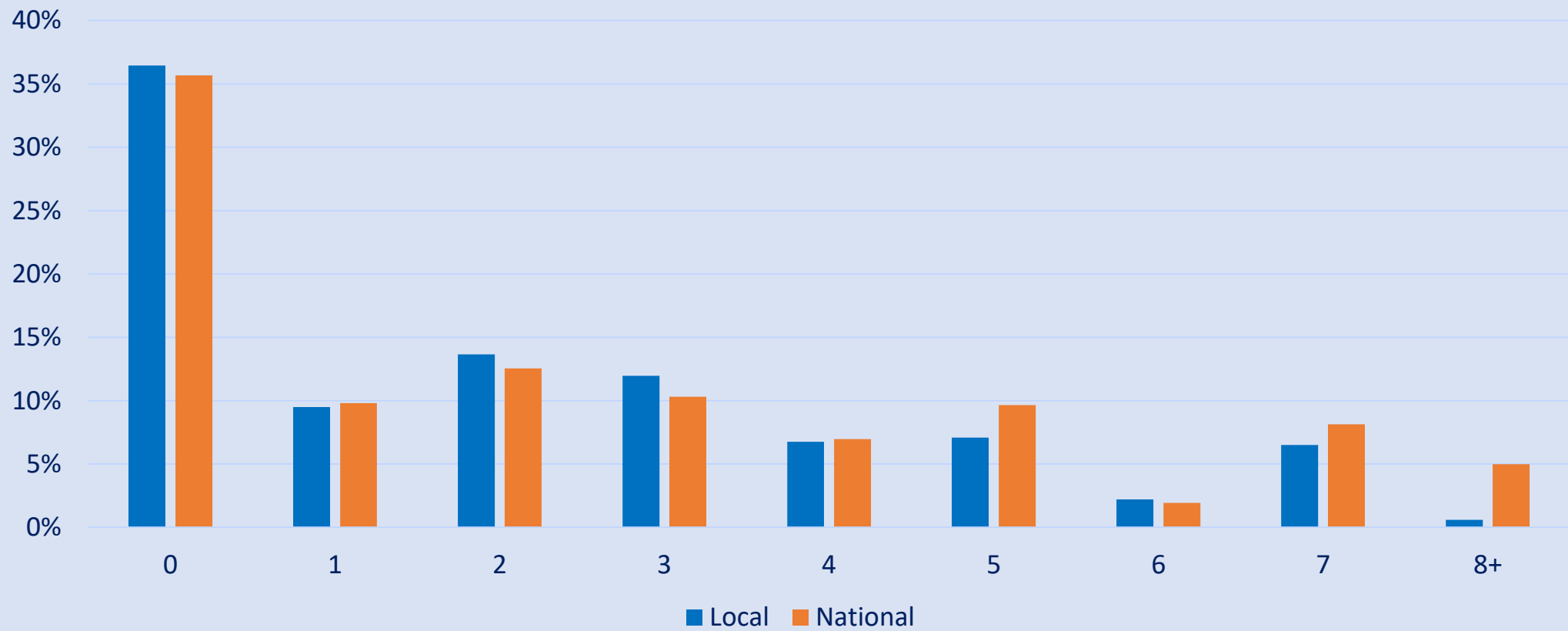


Walk



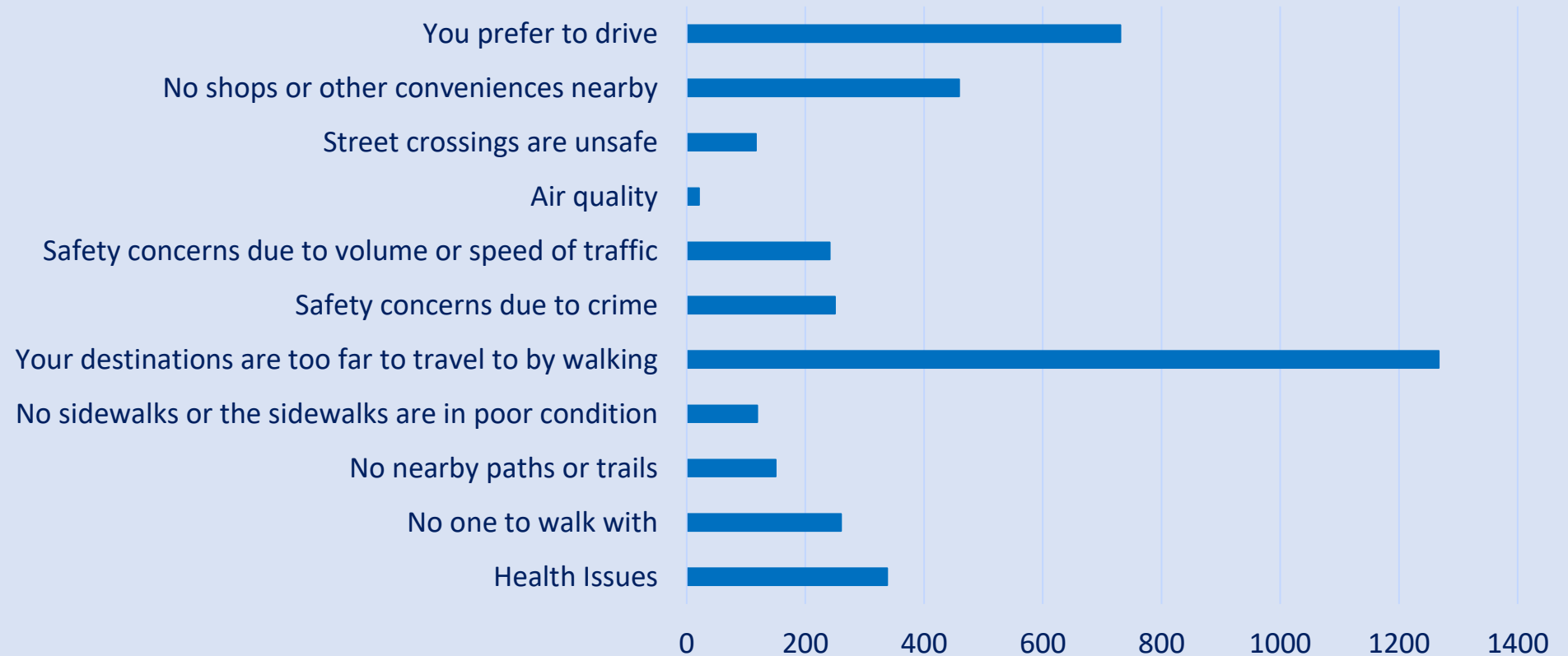
Walk

Walks for Exercise Only in Past 7 Days



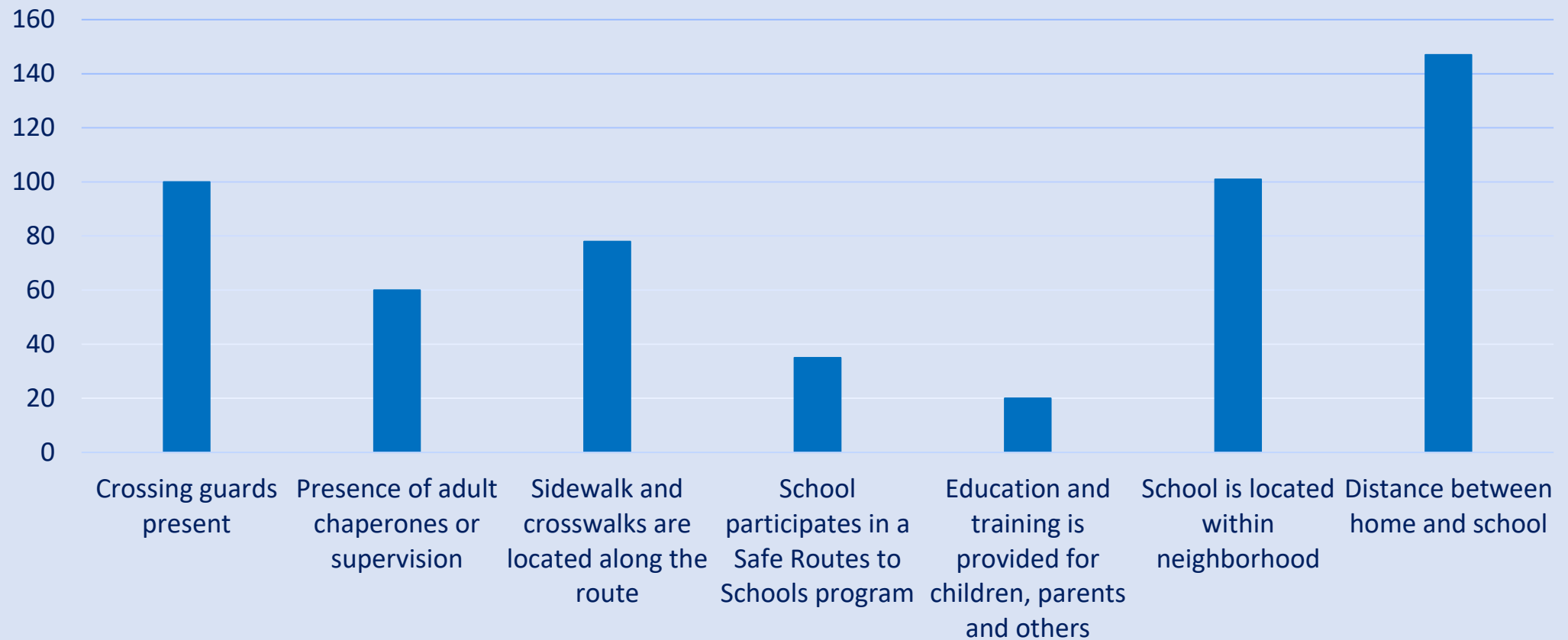
Walk

Reasons for Not Walking More Often (Top three) -Local

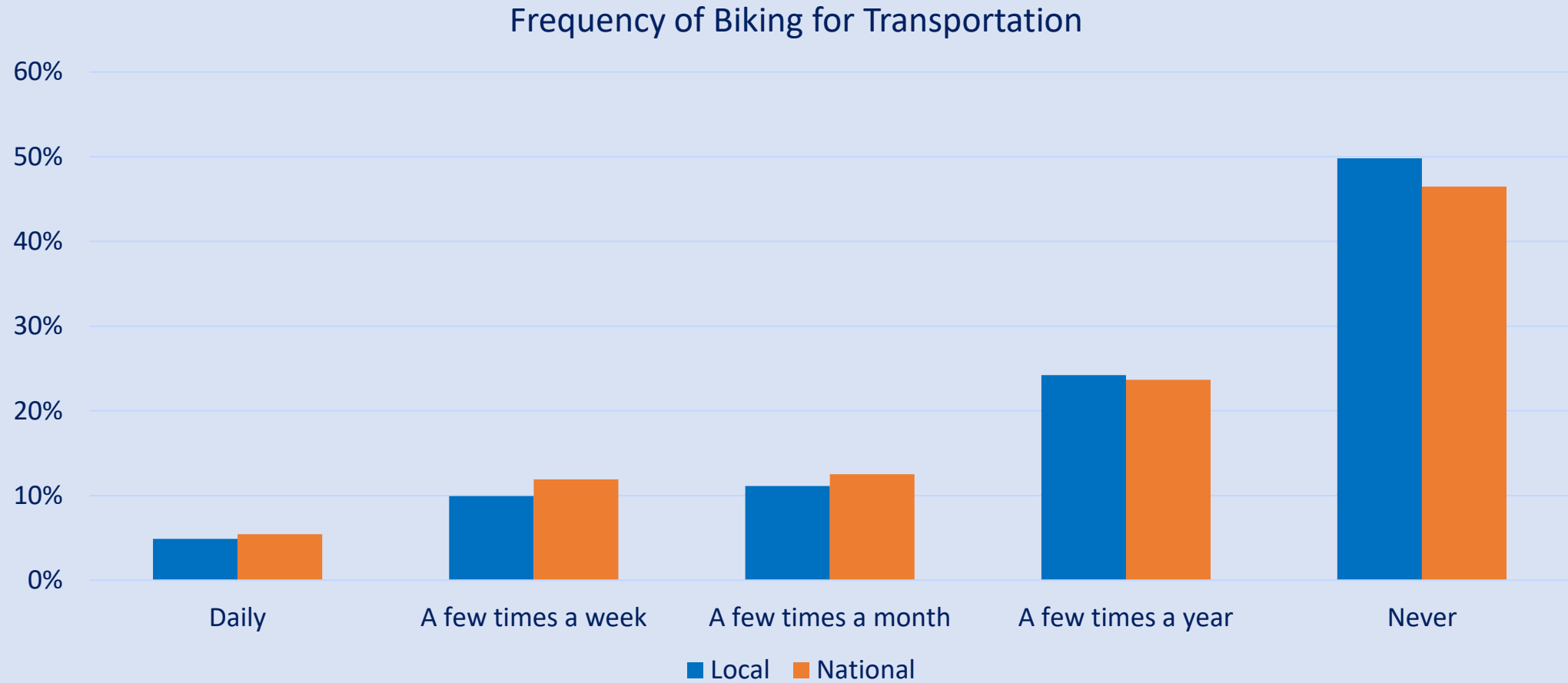


Walk

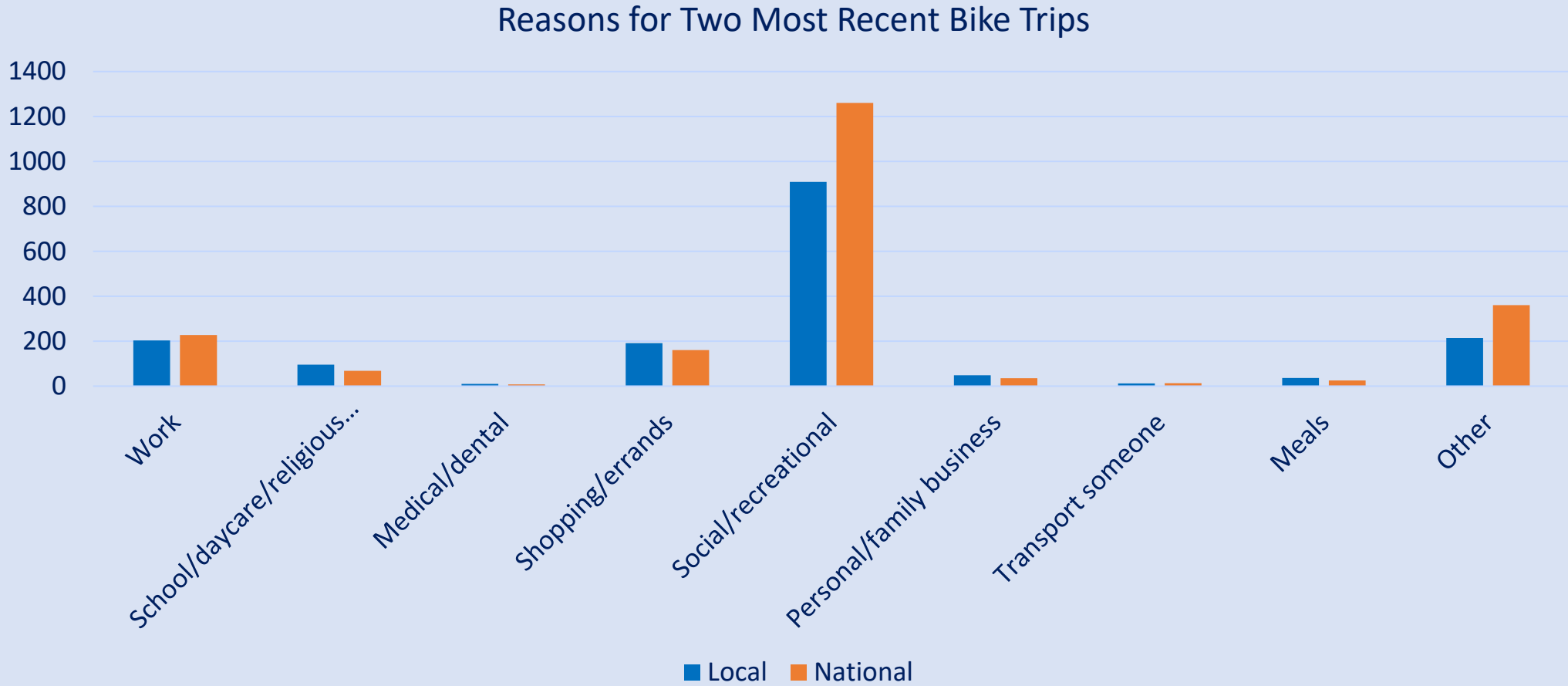
Top Three Reasons for You To Allow Your Child To Walk To School (Local)



Bike



Bike

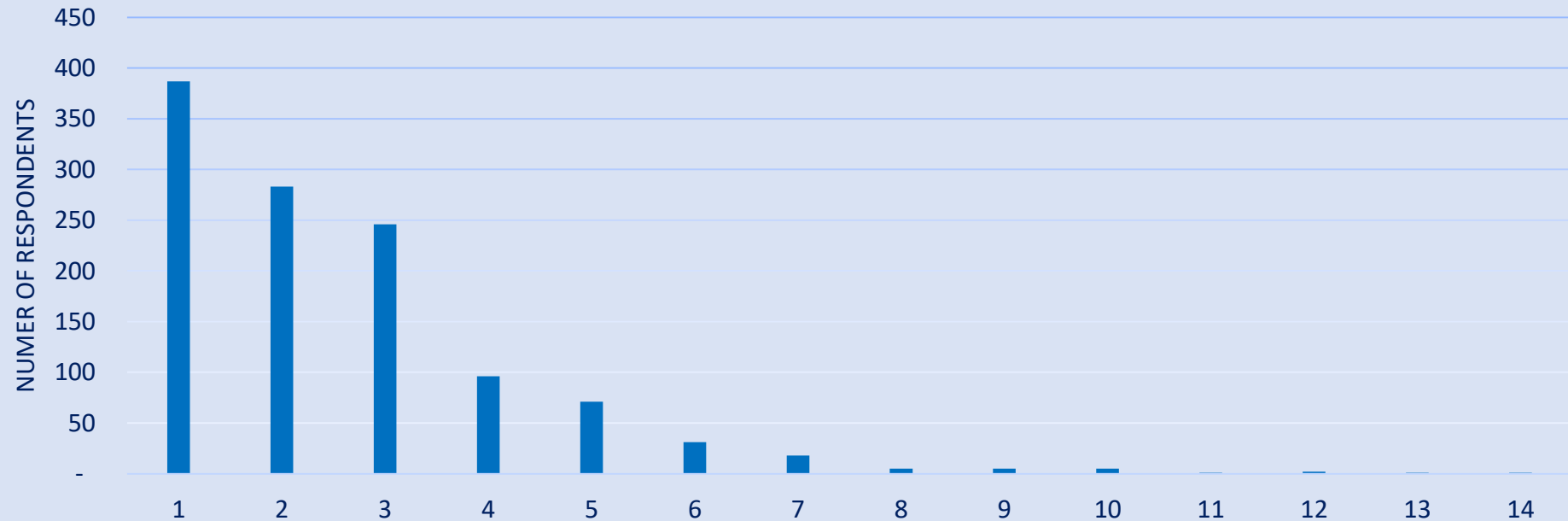


Bike

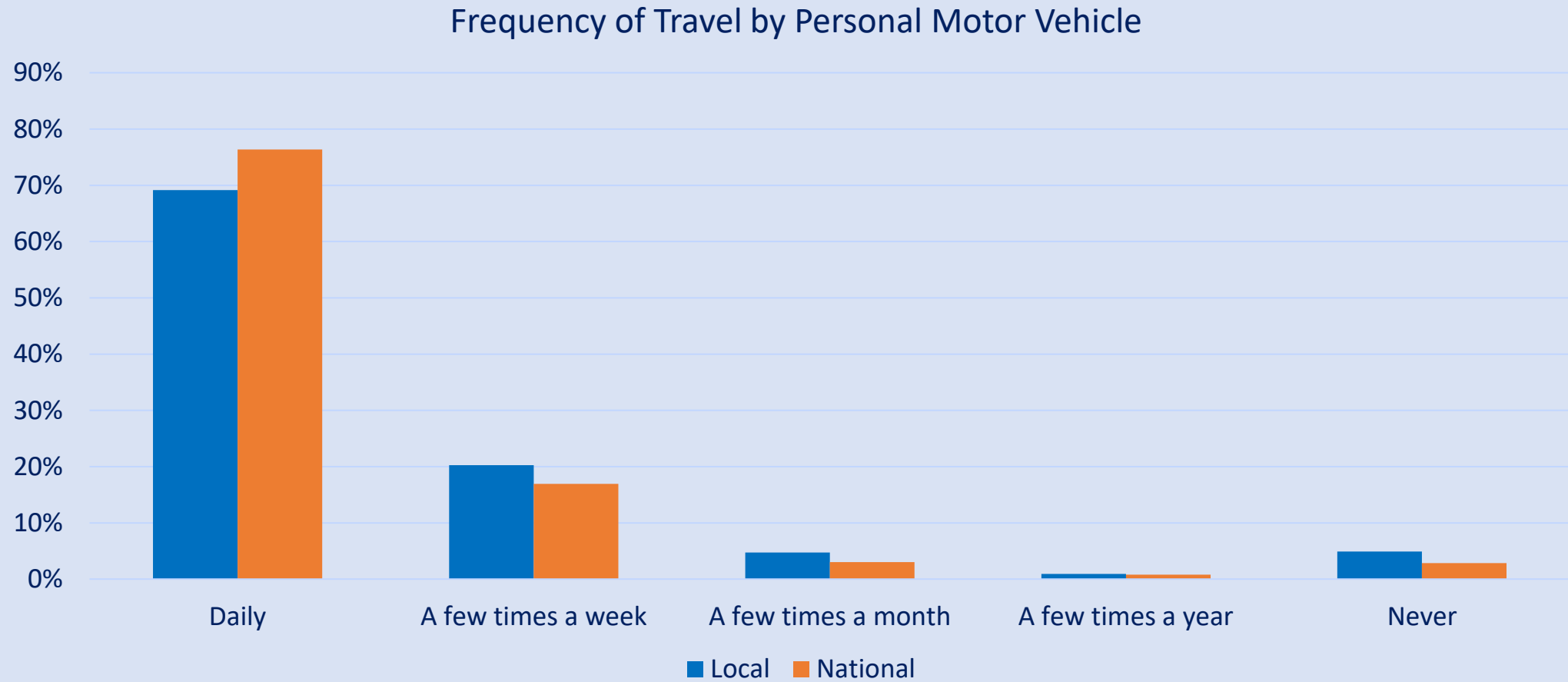


Bike

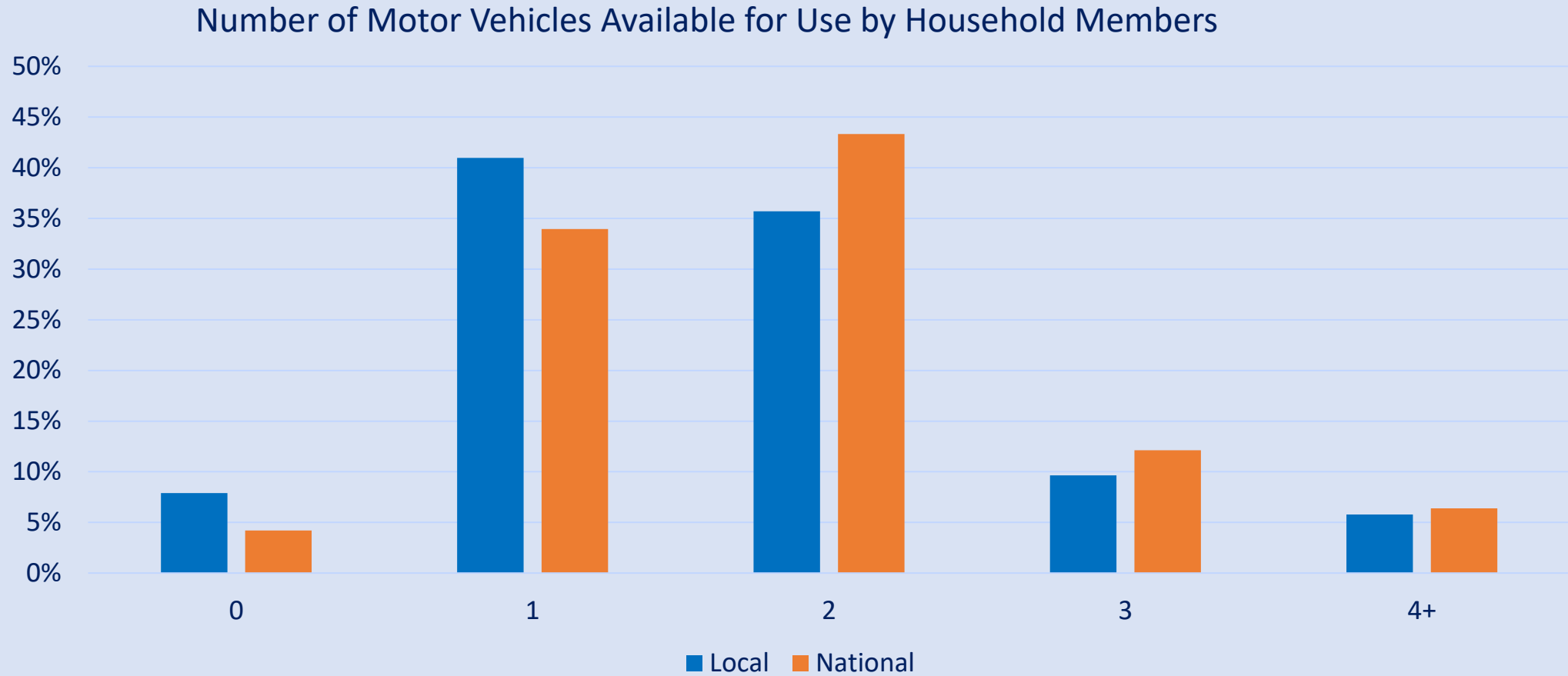
NUMBER OF BICYCLES AVAILABLE FOR USE BY HOUSEHOLD MEMBERS (LOCAL)



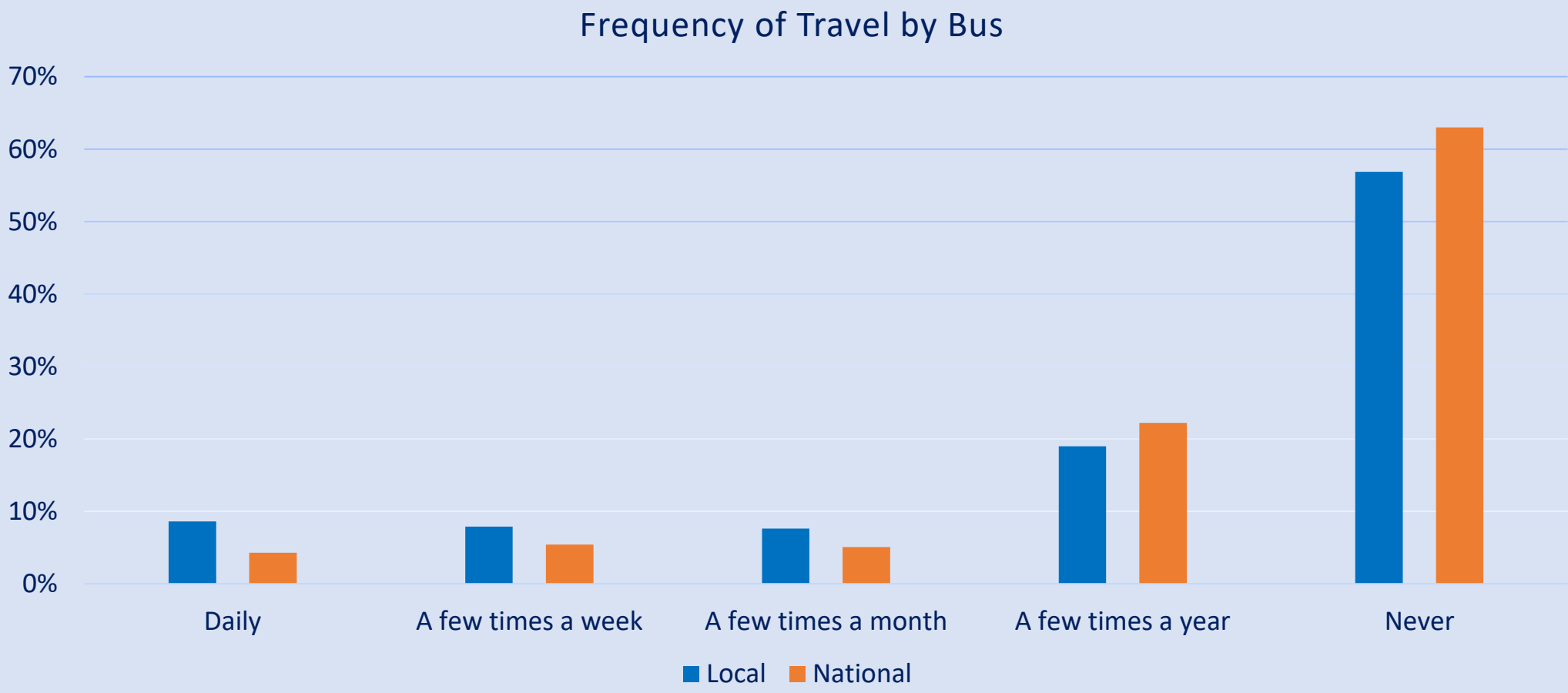
Motor Vehicle



Motor Vehicle

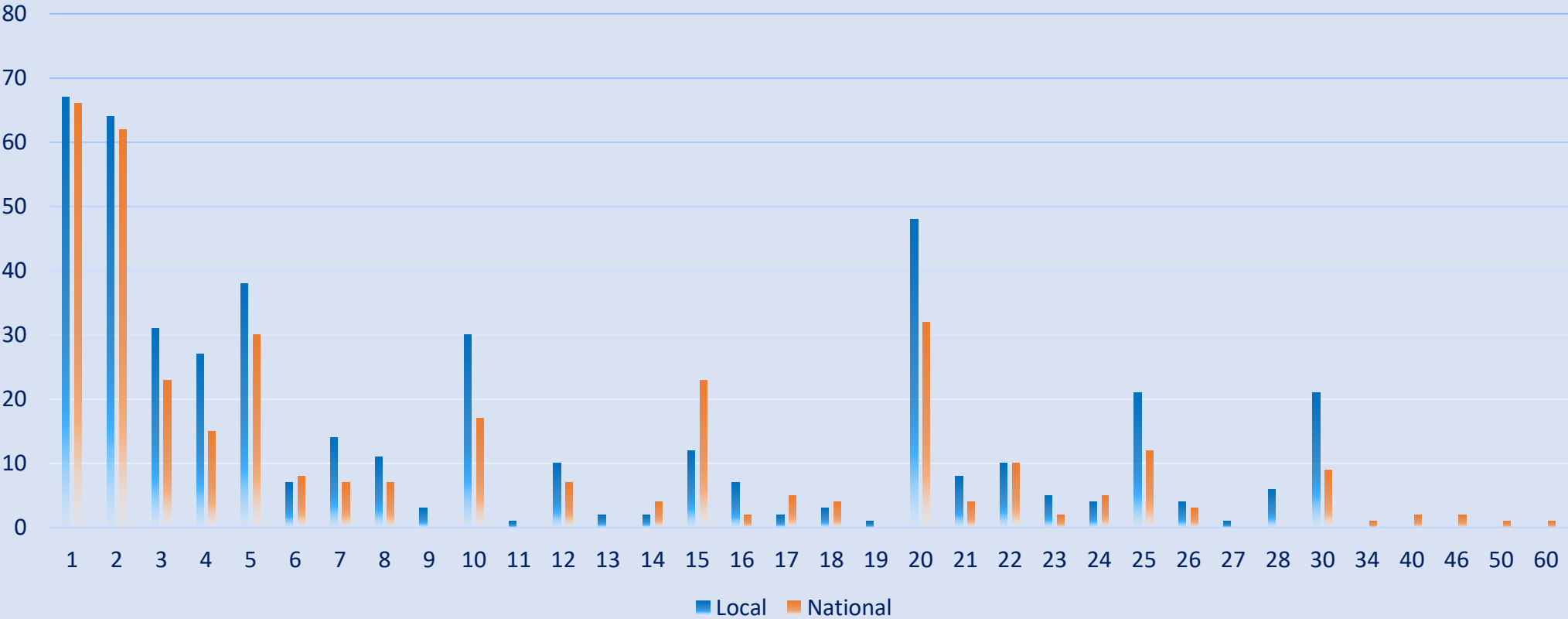


Transit

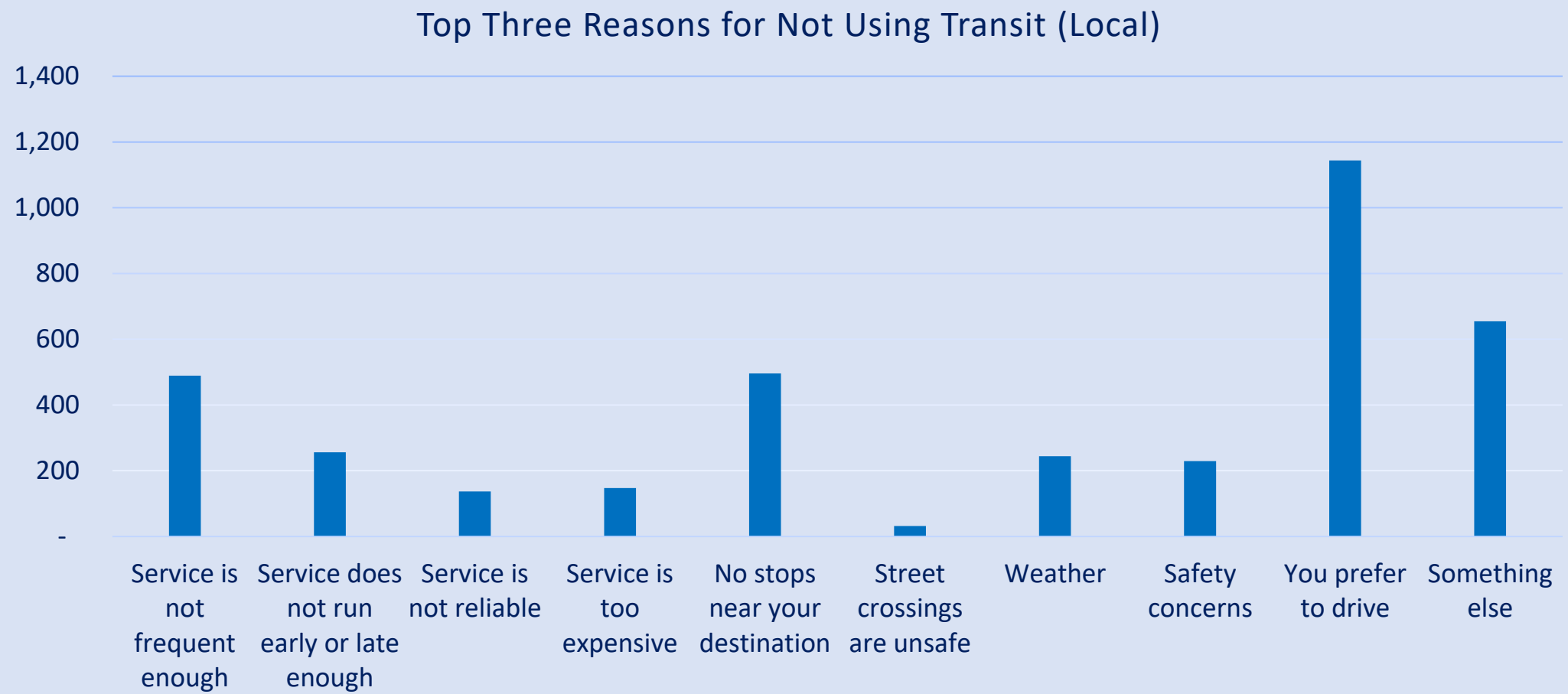


Transit

TIMES USING PUBLIC TRANSIT IN PAST 30 DAYS

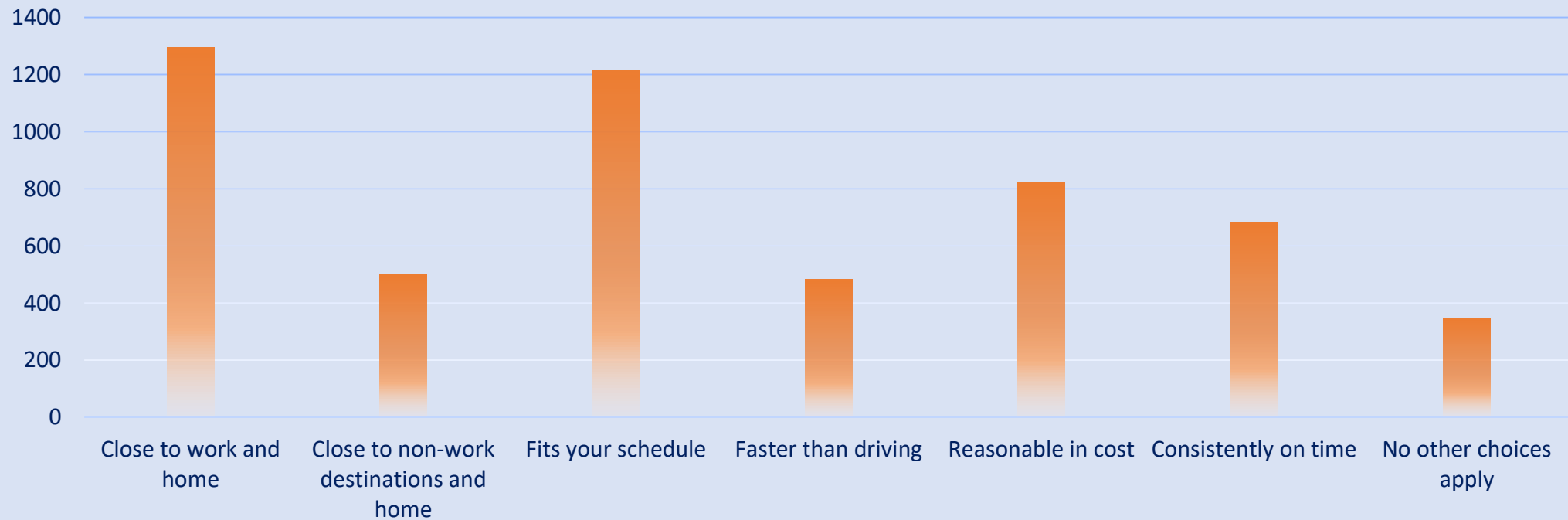


Transit

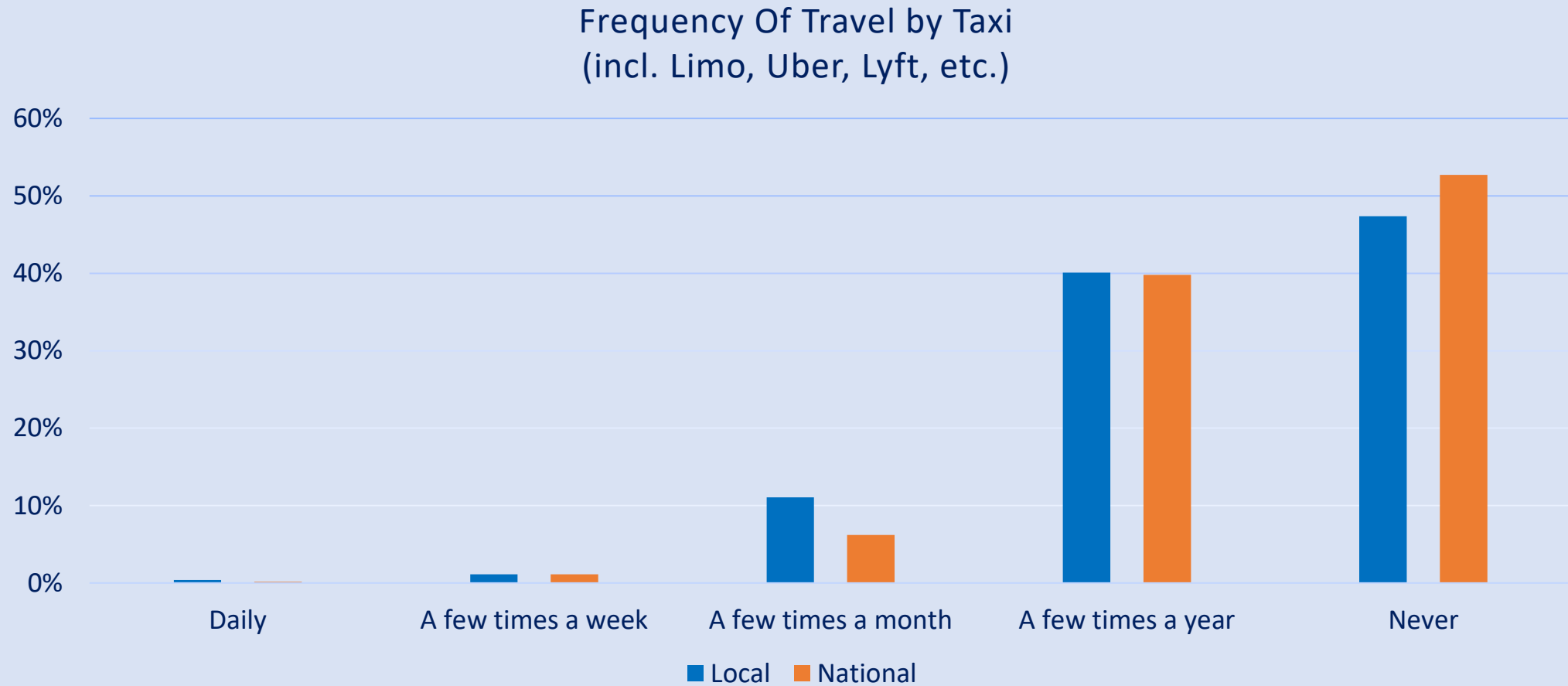


Transit

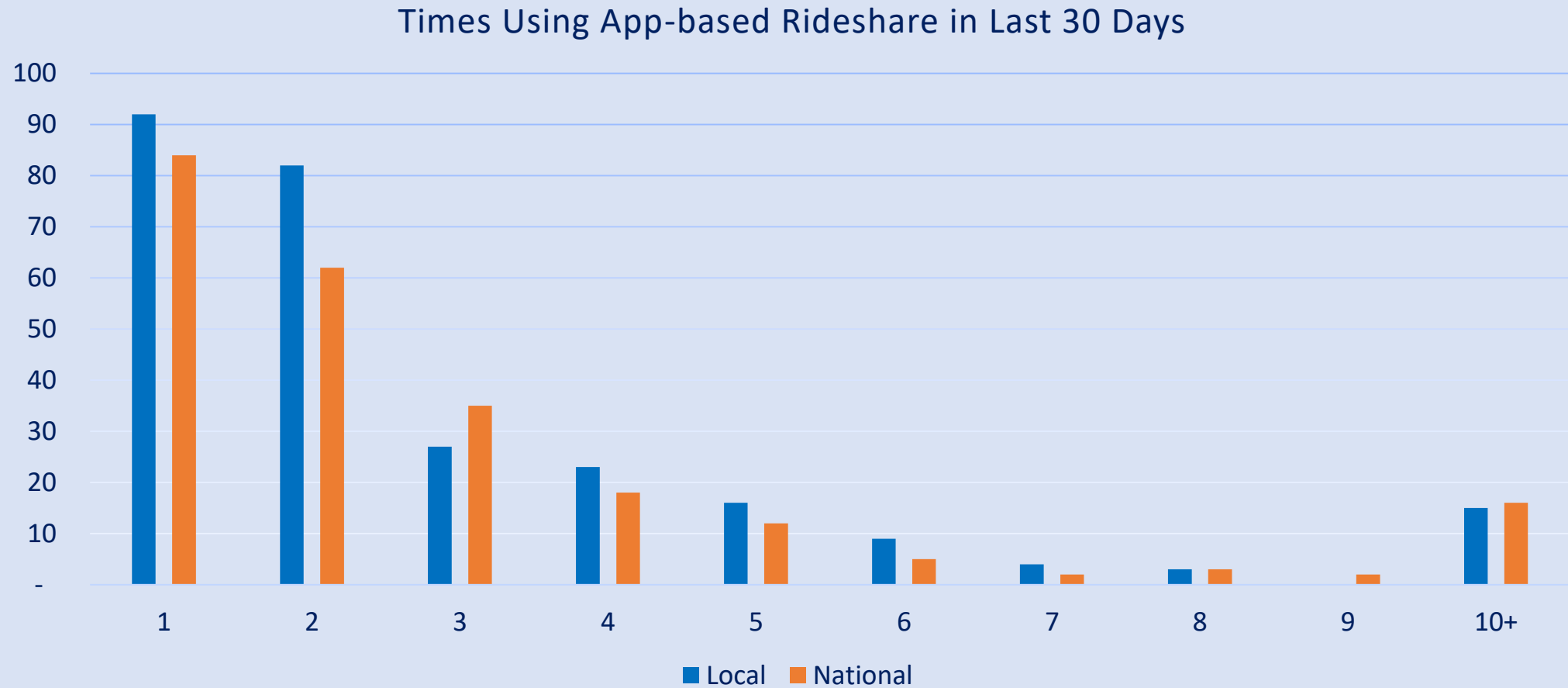
FOR YOUR PUBLIC TRANSIT SYSTEM TO BE A GOOD OPTION FOR YOUR DAILY TRAVEL, WHICH THREE OF THE FOLLOWING WOULD NEED TO BE TRUE? (NATIONAL)



Other Modes – Taxi



Other Modes - Rideshare



Other Modes – Rental Car

