

**Community Planning Association**  
*of Southwest Idaho*

**2002 TREASURE VALLEY  
TRANSPORTATION SURVEY**

*Final Report*

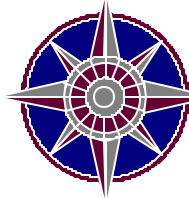
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## **Community Planning Association** **of Southwest Idaho**

The Community Planning Association of Southwest Idaho (COMPASS) is the metropolitan planning organization for Ada and Canyon Counties in Southwest Idaho. The mission of COMPASS is to provide a forum to address and prioritize region-wide issues, serve as a catalyst to ensure local government involvement in building region-wide consensus, develop and support policies to achieve region-wide solutions, and maintain resources to support efficient region-wide planning and development. COMPASS is a non-profit association created by local governments. Only governments or governmental agencies may be members of the association. Current members reflect broad participation by local governments in both Ada and Canyon counties. Specifically, COMPASS is responsible for:

- Preparing an annual **Unified Planning Work Program and Budget** that collectively defines how local and state agencies plan to use federal planning funds to accomplish metropolitan planning goals,
- Preparing a **Long Range Transportation Plan** for the urbanized area and its immediately surrounding area. This plan is a vision of what the local transportation system is to look like in the next 20 to 25 years. The vision must encompass all modes of transportation — roadways, public transportation, ride-sharing, and other modes.
- Preparing and updating the annual **Transportation Improvement Program**. This document is the short-term budget document that indicates how local and state agencies plan to use federal funds to enhance the transportation system in the three-to-five year, short-range future,
- Developing a **Congestion Management System** to help local leaders evaluate how best to accommodate the transportation needs to move ever and ever greater numbers of people and vehicles, and
- Performing all the above activities while guaranteeing that air quality will be maintained or enhanced.

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*The contents of this report reflect the views of the author who is responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the agency mentioned above. This report does not constitute a standard, specification, or regulation.*

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# EXECUTIVE SUMMARY

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The 2002 Treasure Valley Transportation Survey (“Survey”) was conducted in the counties of Ada and Canyon in southwest Idaho, under contract to the Community Planning Association of Southwest Idaho (COMPASS). A pilot study was conducted during August 2002 to test the full survey procedures. Very few changes were made as a result of the pilot test.

The full Study was conducted during the months of September 2002 and October 2002 and entailed the collection of activity and travel information for all household members, regardless of age, during an assigned 24-hour period (Tuesday, Wednesday, or Thursday).

The project included a two-stage procedure. The first stage included a recruitment telephone interview to collect demographic information from the household, such as income, household size, and age and employment status of all persons in the household. The travel day was also assigned during the recruitment interview. The second stage consisted of a retrieval telephone interview to collect all travel information for the assigned travel day.

Overall, the project was a success. The response rate of 26 percent was typical to that of similar surveys that have been conducted across the US. Respondents were well informed of the impending survey due to public communications by COMPASS (press release to media outlets) and advance post card mailings by NuStats.

All survey data were weighted to key demographic parameters based on 2000 Census data. Key statistics for the Treasure Valley region include:

- The average household size is 2.6,
- The average number of vehicles per household is 2.0,
- The average number of workers per household is 1.2,
- 96% of employed Ada county residents work in Ada county; while 34% of employed Canyon county residents work in Ada county,
- The number of trips generated per household is 11.1,
- The average trip duration for all trips is 16 minutes, and
- The number of trips generated per person is 4.2.



# INTRODUCTION

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This report documents the design and implementation of the 2002 Treasure Valley Transportation Survey (“Survey”) conducted in the counties of Ada and Canyon in southwest Idaho, under contract to the Community Planning Association of Southwest Idaho (COMPASS). In addition to providing the survey procedures and results, this report provides a validation of the resulting survey sample through comparison of key variables with population parameters from the U.S. Census Bureau. The appendices contain samples of all survey materials.

The Survey entailed the collection of activity and travel information for all household members, regardless of age, during an assigned 24-hour period (Tuesday, Wednesday, or Thursday). In addition to providing basic demographic information about each household and its members, the survey documented specific travel characteristics and trips made, including number of occupants, trip purpose, time-of-day, and questions specific to mode use.

The study conformed to standard procedures for conducting a household travel behavior survey. These procedures included:

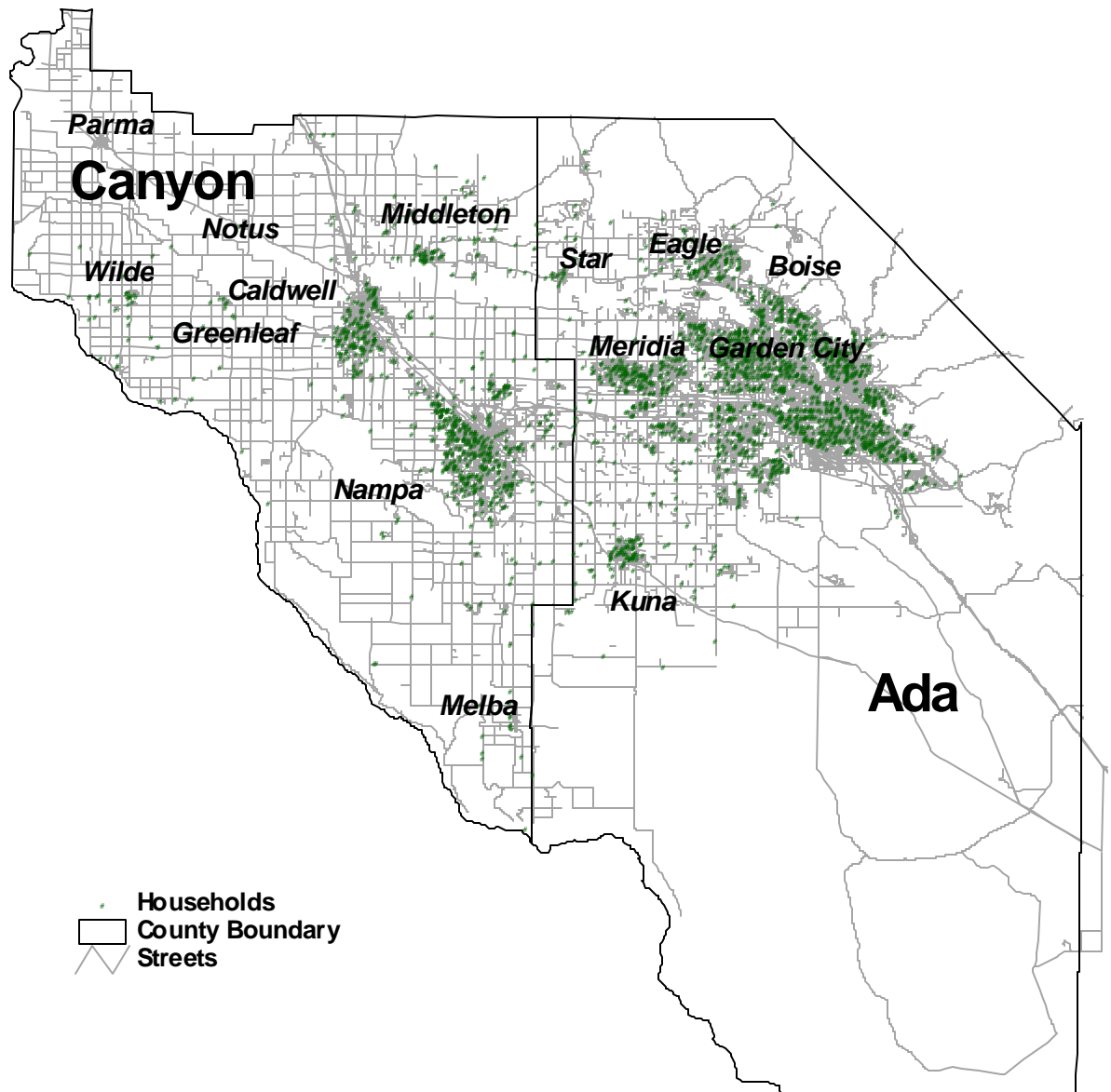
- Geocode Home Addresses
- Advance Postcard Mailing
- Recruitment Telephone Interview
- Respondent Packet Mailing
- Reminder Call
- Data Retrieval Telephone Interview
- Geocode Trips
- Data Edit Checks and Cleaning
- Data Delivery.

Travel days for the survey were spread across the pilot study (August 8, 2002) and the full study (September 3, 2002 – October 31, 2002). In total, 3,488 households were recruited to participate in the study. Of these 2,582 completed travel diaries (fully completed and passed edit check procedures), and the information was retrieved from all household members (see map on next page). This resulted in a 26% response rate calculated under standards of the Council of American Survey Research Organizations (CASRO). This response rate is comparable to other household travel surveys of this type. Assigned travel days were for one 24-hour period Tuesday through Thursday.

Community Planning Association engaged in additional publicity efforts before and during the survey. These further efforts included legal ads, display ads in daily and weekly newspapers, radio announcements on six stations and courtesy letters to selected government and legal officials.



FIGURE 1: GEOGRAPHIC DISTRIBUTION OF SAMPLED HOUSEHOLDS  
(N=2,582)





# STUDY PROCEDURES

## SURVEY UNIVERSE

The universe for the Survey was defined as all households with operational landline telephones located within the two counties of Ada and Canyon. According to the 2000 U.S. Census, there are 158,426 households located within this study area of which 113,408 (72%) are located in Ada County and 45,018 (28%) are located in Canyon County.

## SAMPLE DESIGN AND SELECTION

This sampling description provides information on how households were selected for the Survey. A sample is the subset of the universe that is used to gain information about the entire population. The population of inference for the Survey was all households with landline telephones in the two counties. A probability design was used to select a sample that would truly represent all such households. This ensured that each household with landline telephone service would have an equal chance of selection. The type of probability sample used was a modified random digit dial (RDD) sample, in which the primary sampling units were telephone numbers.

Within the two counties, a random sample of households with telephones was selected. The sample goals by county were designed to be proportionate to household population (see Table 1).

Both listed and unlisted telephone numbers were generated using a modified random digit dial (RDD) procedure. Listed numbers were randomly selected in the study area. After identifying all of the area code/exchange and block combinations within the list (i.e., the first eight numbers within a ten-digit phone number), NuStats then generated all the possible combinations of telephone numbers within these exchanges and blocks. All randomly generated unlisted telephone numbers that were listed in the database were purged from the sampling frame. In all, 30,000 total telephone numbers were generated into 100 replicates (note that only 83 replicates were dialed). A replicate is a systematically selected sub-sample of the entire sample used to manage the sample effectively.

**TABLE 1: SAMPLING PLAN**

County	HH Population*	HH Pop Percent	Recruited Sample Goal	Final Sample Goal	Total Sample Generated
Ada County, ID	113,408	71.6%	2,448	1,806	21,500
Canyon County, ID	45,018	28.4%	952	694	8,500
<b>Treasure Valley Total</b>	<b>158,426</b>	<b>100.0%</b>	<b>3,400</b>	<b>2,500</b>	<b>30,000</b>

\*Source: 2000 Census

## THE SURVEY INSTRUMENTS

The objectives of the Survey required comprehensive instruments to collect demographic and socioeconomic details about households and persons, details of school and work addresses, and detailed data of all trips made on an assigned travel day. The survey instruments contained three components: (1) the recruitment questionnaire, (2) the travel log, and (3) the retrieval questionnaire. An overview of each is provided in the following sections. A complete list of variables collected in the survey is attached in Appendix A: Data Dictionary.

## THE RECRUITMENT QUESTIONNAIRE AND INTERVIEW

The recruitment interview was administered using a computer-assisted telephone interviewing (CATI) program. At that time, each household was telephoned by an interviewer to determine if they qualified for the study. The respondent was then asked (on behalf of the entire household) to participate in the study. If the respondent agreed, demographic information was collected from the household including income, household size, vehicle ownership, and other household characteristics. In addition, demographic characteristics were collected for each member of the household such as age, gender, employment and school status (see Appendix B for the recruitment questionnaire).

In total, 3,488 households were recruited to participate in the Survey. During the recruitment interview, each recruited household was notified that it would receive a package in the mail that included a personalized travel log for each member in the household.

**TABLE 2: RECRUITED HOUSEHOLDS BY COUNTY OF RESIDENCE**

County	Frequency	Percent
Ada County	2,443	70.0%
Canyon County	1,045	30.0%
<b>Total</b>	<b>3,488</b>	<b>100.0%</b>

During the recruitment phase, 3,488 households agreed to participate in the study for a recruitment response rate of 34 percent. This rate is comparable to other household travel surveys of this type. About 39 percent of eligible contacts during recruitment refused to participate in the study. The response rate was calculated under standards of the Council of American Survey Research Organizations (CASRO). It was derived by dividing the number of households that agreed to participate by the sum of the total number of “eligible” households and a portion of the households for whom “eligibility” was unknown. This response rate formula is shown below. The final dispositions for the recruitment call attempts are indicated on the following page.

$$RR = \left( \frac{a}{A+(C * ER)} \right)$$

Where,

**RR** is the response rate,  
**a** is the number of completed surveys,  
**A** is the number of eligible telephone numbers,  
**C** is the number of eligibility unknown, and  
**ER** is the eligibility rate.

$$RR = \frac{3,488}{5,748+(11,264*.40)} = \frac{3,488}{5,748+4,506} = \frac{3,488}{10,254} = 34\%$$

**TABLE 3: RECRUITMENT CALL OUTCOMES**

Call Outcome	Frequency
Recruited	3,488
Refused to participate	2,260
SUB-TOTAL ELIGIBLE	5,748
Ineligible Units	
Disconnected/non-working	4,685
Business/Government	1,344
Facsimile	996
Over Quota/Not Qualified	1,393
SUB-TOTAL INELIGIBLE UNITS	8,418
Eligibility Unknown Units	
No answer	2,722
Call Back	5,297
Answering machine	2,825
Busy	420
SUB-TOTAL ELIGIBILITY UNKNOWN UNITS	11,264
<b>Grand Total:</b>	<b>25,430</b>

**TRAVEL LOG**

A total of 3,488 travel-log packets were mailed to recruited households. Each packet contained a brochure, providing details about its objectives and methods, and one travel log for each member of the household. (See Appendix C for sample materials.) The travel log was used to record information about each trip made on the assigned travel day, including place name and address, time of travel, travel mode, and purpose. A reminder call was made to each recruited household prior to its assigned travel day. During that reminder call, the receipt of the package was confirmed, the assigned travel day acknowledged, and any questions were answered.

**RETRIEVAL QUESTIONNAIRE AND INTERVIEW**

The day following each household's assigned travel day, the household was contacted by telephone (or attempted to be contacted) to retrieve the travel information. (See Appendix D for the Retrieval questionnaire.) In total, 2,614 households provided complete activity and travel information. For most of these households, the information was collected within seven days of the assigned travel day.

**TABLE 4: RETRIEVED HOUSEHOLDS BY COUNTY OF RESIDENCE**

County	Frequency	Percent
Ada County	1,843	70.5%
Canyon County	771	29.5%
<b>Total</b>	<b>2,614</b>	<b>100.0%</b>

The retrieval response rate was 76 percent. This rate was calculated following CASRO standards.

$$RR = \left( \frac{a}{A} \right)$$

Where,

**RR** is the response rate,  
**a** is the number of completed surveys,  
**A** is the number of eligible telephone numbers,

$$RR = \frac{2,614}{3,452^1} = 76\%$$

The final dispositions for the retrieval call attempts are indicated below.

**TABLE 5: RETRIEVAL CALL OUTCOMES**

Call Outcome	Frequency
Eligible Units	
Completed	2,614
Refused to participate	336
Non-contacts	502
SUB-TOTAL ELIGIBLE	3,452
Ineligible Units	
Disconnected/non-working	34
Facsimile	2
SUB-TOTAL INELIGIBLE UNITS	36
<b>Grand Total:</b>	<b>3,488</b>

The overall response rate for the main study was calculated as the product of the response and retrieval rates (34% \* 76%) for an overall rate of 26 percent.

During recruitment, each household was assigned a travel day. A higher percentage of households traveled on Tuesdays and Wednesdays as shown in the following table.

**TABLE 6: TRAVEL DAY DISTRIBUTION**

Travel Day	Percent
Tuesday	38%
Wednesday	34%
Thursday	28%
<b>Total</b>	<b>100%</b>

*Base: 2,582 Households.*

Data collection occurred during Fall 2002. About an equal number of households traveled during the months of September and October.

<sup>1</sup> Only includes eligible phone numbers (i.e., disconnected and facsimile not included).

**TABLE 7: MONTH OF TRAVEL DAY DISTRIBUTION**

Travel Day	Percent
September 2002	48%
October 2002	52%
<b>Total</b>	<b>100%</b>

*Base: 2,582 Households.*

**DATA WEIGHTING**

The final data set includes a single weight variable that was developed to account for over sampling or under sampling of particular population segments. The 2000 data for the two county study area from the U.S. Bureau of the Census were used to calculate this weight factor. A weight by geography (county) was not needed since the recruitment and completion goals were determined a priori. (i.e., recruitment was stopped once a minimum goal for each county was reached).

To compensate for this, the sample was balanced relative to household size and vehicle ownership by developing a weight (finwgt). The weight for each cell is calculated by dividing the Census percentage by the Survey percentage. A weight factor less than one means that the Survey over sampled households in that specific cell and a weight factor greater than one means that the Survey under sampled households in that specific cell. The following tables show the household size by vehicle ownership weights that were developed for each county. In both counties, zero-vehicle households were under sampled as well as larger households.

**TABLE 8: HOUSEHOLD SIZE BY VEHICLE OWNERSHIP WEIGHT – ADA COUNTY**

Household Size	Vehicle Ownership				
	Zero Vehicles	One Vehicle	Two Vehicles	Three Vehicles	Four+ Vehicles
One Person	3.193019	0.959123	0.683146	0.488462	0.298464
Two Persons	2.219241 <sup>2</sup>	0.920007	0.986796	0.712252	0.352834
Three Persons		1.545704	1.070159	1.352098	0.800757
Four+ Persons		2.522385	0.958206	1.328315	1.075302

**TABLE 9: HOUSEHOLD SIZE BY VEHICLE OWNERSHIP WEIGHT – CANYON COUNTY**

Household Size	Vehicle Ownership				
	Zero Vehicles	One Vehicle	Two Vehicles	Three Vehicles	Four+ Vehicles
One Person	1.314796	0.747984	0.956400	0.431791	0.457190
Two Persons	4.317909	1.232144	0.927711	0.616844	0.498582
Three Persons	3.386596	1.434600	1.151795	1.169027	0.846649
Four+ Persons	4.571904	2.319818	1.150751	1.136671	1.069600

<sup>2</sup> Two, Three and Four+ persons per households in the Zero-Vehicle category were combined since surveys were not collected in the Three and Four+ person/Zero-vehicle cells.

## GEOCODING

Geocoding was conducted using coverage files purchased from Geographic Data Technology, Inc. (GDT). Home, work and school addresses were geocoded subsequent to the recruitment interview, while trip end addresses (non-home, non-work, non-school) were geocoded subsequent to the retrieval interview. The retrieval interview collected multiple location information such as place name, address, nearest landmark, nearest cross-street or street intersection to facilitate geocoding. City name and zip code were used to distinguish duplicated street names in different geographies. U.S. Postal Office Standard Address Format, which matched the address style of the street network reference database, was used to record address information.

Out of the 27,247 addresses that were recorded by households as "traveled to", and were within the study area, 95 percent were successfully matched to some level of geography. Table 10 presents geocode match rates by location type. As shown, the work addresses had the lowest overall match rate at 94 percent.

**TABLE 10: GEOCODING MATCH RATES**

Address Type	Total
Home	100%
Work	94%
School	97%
Trip Ends	99%

## DATA FILE CREATION

After completion of data collection and data editing tasks, the survey data were contained in four files. These files contain records for households that met the quality control standards during the edit check stage.

1. **Household data file** – the household is the unit of analysis, with 2,582 records. Contains data elements relating to household demographics such as household size, vehicles available to household and household income.
2. **Person data file** – persons within households are the units of analysis, with 6,403 records. Contains data elements relating persons, such as age, gender, work and school status.
3. **Trip data file** – trips made by persons within households are units of analysis, with 27,247 records. Contains information relating to travel, such as locations, purpose, mode, and time of travel.
4. **Location data file** – all locations pertinent to households and trips made by persons within households, with 16,395 records. Contains a location number that links to trip, person and household files. (note that the location has fewer records than the trip file because some locations were traveled to more than once and therefore included multiple times in the trip file but only listed once in the location file).

All data files contain certain variables, such as sample number (unique number assigned to each household), and the weight variables "finwgt." A data dictionary for each of the files is presented in Appendix A.

## ITEM COMPLETION RATES

Table 11 presents completion rates for the most important variables. As shown, these rates are excellent. Income typically produces the lowest completion rate. The 86.5% completion rate is comparable to similar household travel surveys.

**TABLE 11: ITEM COMPLETION RATES**

Variable	Completion Rate	Refused/ Retrieved
<b>Household Data</b>		
Household Size	100.0%	0 / 2,582
Vehicles Available	100.0%	0 / 2,582
Income	86.5%	349 / 2,582
<b>Person Data</b>		
Gender	99.8%	10 / 6,403
Age	98.4%	105 / 6,403
Driver License	99.6%	19 / 4,924
Employment Status	100.0%	0 / 4,841
Student Status	100.0%	0 / 6,403
<b>Trip Data</b>		
Arrival Time	100.0%	0 / 28,565
Departure Time	100.0%	0 / 28,565
Trip Purpose	100.0%	6 / 28,565
Mode	100.0%	0 / 28,565





# SAMPLE VALIDATION

The “draft” sample was comprised of 2,582 completed households (including the records collected during the pretest), which is a reasonable representation of Treasure Valley area households. The following tables compare the sample distributions on key demographic variables with census data. The weighted proportions represent data that have been weighted by geography, household size, and vehicle ownership.

The unweighted household size sample distribution differed from that of the census population parameters. The sample had more two-person households and slightly fewer four or more person households than the study area as a whole.

**TABLE 12: HOUSEHOLD SIZE**

Household Size	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
One Person	24.9%	22.6%	22.6%
Two Persons	38.3%	33.9%	34.0%
Three Persons	13.9%	16.5%	16.7%
Four or more Persons	22.9%	27.0%	26.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 2,582 Households. May not add to 100 percent due to rounding.*

*\*Census 2000 Summary File 3*

The unweighted sample under represents zero-vehicle and over represents four or more vehicle households. It represented one-vehicle, two-vehicle, and three-vehicle households well.

**TABLE 13: HOUSEHOLD VEHICLES**

Household Vehicles	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
Zero Vehicle	1.7%	4.1%	4.7%
One Vehicle	27.7%	29.2%	29.1%
Two Vehicle	44.2%	43.5%	43.2%
Three Vehicles	17.2%	16.6%	16.6%
Four or more Vehicles	9.2%	6.6%	6.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 2,582 Households. May not add to 100 percent due to rounding.*

*\*Census 2000 Summary File 3*

The unweighted survey sample represented the Treasure Valley area income distribution fairly well, even though the proportion of households in the \$0 to \$20,000 range and \$150,000+ range was lower than the study area as a whole, and the proportion of households with incomes more than \$75,000 was greater. About 15 percent of all households interviewed refused to report income, which is typical for household travel surveys. The table of the following page summarizes sample validation by income.

**TABLE 14: HOUSEHOLD INCOME**

Income	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
Less than \$10,000	4.1%	4.3%	6.6%
\$10,000 to less than \$20,000	9.4%	10.4%	11.8%
\$20,000 to less than \$35,000	18.7%	19.2%	21.3%
\$35,000 to less than \$50,000	19.9%	19.6%	18.7%
\$50,000 to less than \$75,000	24.6%	24.0%	21.1%
\$75,000 to less than \$100,000	13.9%	13.6%	10.4%
\$100,000 to less than \$150,000	6.8%	6.6%	6.6%
Greater than or equal to \$150,000	2.7%	2.5%	3.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 2,213 households providing income. May not add to 100 percent due to rounding.*

*\*Census 2000 Summary File 3*

The unweighted sample is a good representation of the study area residents by age group.

**TABLE 15: AGE OF MEMBERS OF HOUSEHOLDS IN THE SAMPLE**

Age	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
Under 5 years	8.0%	8.8%	8.1%
5 years to 14 years old	15.5%	17.5%	15.7%
15 years to 24 years old	8.8%	9.6%	14.6%
25 years to 34 years old	12.5%	13.0%	15.5%
35 years to 44 years old	14.0%	14.2%	16.0%
45 years to 54 years old	15.2%	14.2%	13.2%
55 years to 64 years old	11.6%	9.8%	7.4%
65 years and older	14.4%	12.9%	9.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 6,293 Persons reporting age. May not add to 100 percent due to rounding.*

*\*Census 2000 Summary File 3*

The unweighted sample provided an excellent distribution of employed versus non-employed persons in the study area. It contained proportionately the same number of employed persons that are present in the population. The resulting data will provide unique information on the work trips of households in the Treasure Valley Area.

**TABLE 16: EMPLOYMENT STATUS**

Employment Status	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
Employed	63.8%	63.7%	67.2%
Not employed	36.2%	36.3%	32.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: persons over age 15 reporting employment status.  
May not add to 100 percent due to rounding. \*Census 2000 Summary File 3*

The unweighted sample also represented students well relative to the Census proportions of students versus non-students. Information on trips to school should be adequately covered.

**TABLE 17: STUDENT STATUS**

Student Status	Sample Proportions (Unweighted)	Sample Proportions (Weighted)	Census 2000*
Enrolled	27.1%	29.7%	28.5%
Not enrolled	72.9%	70.3%	71.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 5,901 persons over age 3 providing school enrollment status.  
\*Census 2000 Supplementary Survey Summary Tables.*



# SURVEY RESULTS

The following chapter contains the summary tables for weighted data and is based on unlinked trips. The data are not expanded. The results represent all responses given. The 2,582 participating households provided important socioeconomic data that will provide insight into population characteristics for a variety of transportation planning and policy applications.

As household size increased, the number of trips per household also increased. The largest volumes of trips were among the 2- and 4+-person households.

**TABLE 18: HOUSEHOLDS AND TRIPS BY HOUSEHOLD SIZE**

Household (HH) Size	#HHs	% HHs	# Trips	% Trips	Trips/HH
1	584	22.6%	2,219	7.8%	3.80
2	876	33.9%	7,302	25.6%	8.34
3	425	16.5%	5,233	18.3%	12.32
4+	697	27.0%	13,811	48.3%	19.80
<b>Total</b>	<b>2,582</b>	<b>100.0%</b>	<b>28,565</b>	<b>100.0%</b>	<b>11.06</b>

As the number of vehicles available increased, the number of trips per household increased. Nearly half of all trips were made by 2 vehicle households, which make up nearly half of the sample. Nearly ten percent of trips were made by 4+ vehicle households, which make up nearly 7 percent of the total sample.

**TABLE 19: HOUSEHOLDS AND TRIPS BY VEHICLE OWNERSHIP**

Vehicles	#HHs	% HHs	# Trips	% Trips	Trips/HH
0	106	4.1%	439	1.5%	4.14
1	753	29.2%	5,299	18.6%	7.03
2	1,123	43.5%	13,994	49.0%	12.47
3	429	16.6%	6,083	21.3%	14.17
4+	171	6.6%	2,750	9.6%	16.11
<b>Total</b>	<b>2,582</b>	<b>100.0%</b>	<b>28,565</b>	<b>100.0%</b>	<b>11.06</b>

The trip rate per household is similar between Ada and Canyon counties, with an overall trip rate of 11.1 trips per household. The distribution of trips generated by county of residence (70/30) is reflective of the distribution of households (70/30) in the sample.

**TABLE 20: HOUSEHOLDS AND TRIPS BY COUNTY OF RESIDENCE**

Vehicles	#HHs	% HHs	# Trips	% Trips	Trips/HH
Ada County	1,815	70.3%	19,825	69.4%	10.93
Canyon County	767	29.7%	8,740	30.6%	11.39
<b>Total</b>	<b>2,582</b>	<b>100.0%</b>	<b>28,565</b>	<b>100.0%</b>	<b>11.06</b>

The number of trips per household increases as the household increases. One factor contributing to these higher trip rates was that higher income households typically had more household members. For example, households with household incomes less than \$10,000 contained an average of 2.1 persons, whereas those with household incomes greater than \$75,000 contained an average of 3.0 persons.

**TABLE 21: HOUSEHOLDS AND TRIPS BY INCOME**

HH Income	#HHs	% HHs	# Trips	% Trips	Trips/HH
Less than \$10,000	95	4.3%	675	2.7%	7.12
\$10,000 to less than \$20,000	232	10.4%	1,663	6.6%	7.18
\$20,000 to less than \$35,000	428	19.2%	3,942	15.5%	9.21
\$35,000 to less than \$50,000	437	19.6%	5,205	20.5%	11.90
\$50,000 to less than \$75,000	535	24.0%	7,057	27.8%	13.20
\$75,000 to less than \$100,000	303	13.6%	4,097	16.1%	13.53
\$100,000 to less than \$150,000	147	6.6%	2,040	8.0%	13.90
Greater than or equal to \$150,000	55	2.5%	694	2.7%	12.52
<b>Total</b>	<b>2,232</b>	<b>100.0%</b>	<b>25,373</b>	<b>100.0%</b>	<b>11.37</b>

*Base: 2,232 households providing income data. Number of trips excludes missing data.*

As the number of workers increased, the number of trips per household also increased. Single worker households make up the majority of the sample, however most trips were generated by 2-worker households. Zero worker households consisted of nearly one-fourth of the sample, yet generated less than thirteen percent of the total trips.

**TABLE 22: HOUSEHOLDS AND TRIPS BY NUMBER OF WORKERS**

Workers	#HHs	% HHs	# Trips	% Trips	Trips/HH
0	610	23.6%	3,549	12.4%	5.82
1	976	37.8%	10,971	38.4%	11.24
2	879	34.0%	11,967	41.9%	13.62
3+	117	4.5%	2,078	7.3%	17.69
<b>Total</b>	<b>2,582</b>	<b>100.0%</b>	<b>28,565</b>	<b>100.0%</b>	<b>11.06</b>

Households with no students make up over half (58%) of the sample, therefore, the majority (36%) of trips were generated by these households. However, trips per household did increase as the number of students increased. Households with three or more students generated more than 23 trips per household.

**TABLE 23: HOUSEHOLDS AND TRIPS BY NUMBER OF STUDENTS**

Students	#HHs	% HHs	# Trips	% Trips	Trips/HH
0	1,497	58.0%	10,361	36.3%	6.92
1	487	18.9%	6,240	21.8%	12.81
2	368	14.2%	6,564	23.0%	17.84
3+	230	8.9%	5,400	18.9%	23.44
<b>Total</b>	<b>2,582</b>	<b>100.0%</b>	<b>28,565</b>	<b>100.0%</b>	<b>11.06</b>

About three in ten of the weighted sample (30 percent) said that they were attending school. Majority (58 percent) of these persons are under the age of 15. Still, another twenty-two percent are in the age category of 15 to 24 year olds. Children under the age of 15 in school made 3.6 trips compared to 1.5 trips for non-students.

**TABLE 24: PERSONS AND TRIPS BY STUDENT STATUS**

Student Status	# Persons	% Persons	# Trips	% Trips	Trips/ Person
Yes	1,899	29.7%	7,425	27.6%	3.91
No	4,504	70.3%	19,501	72.4%	4.33
<b>Total</b>	<b>6,403</b>	<b>100.0%</b>	<b>26,925</b>	<b>100.0%</b>	<b>4.21</b>

The very young (Under 15 years) and very old (65 years and older) report the lowest trip rates per person. The highest trip rates are generated by respondents within the ages of 35 to 54 years old, which is the most mobile age group nation-wide (Preliminary results from the 2001 National Household Travel Survey).

**TABLE 25: PERSONS AND TRIPS BY AGE**

Age	# Persons	% Persons	# Trips	% Trips	Trips/ Person
Under 5 years	553	8.8%	1,856	7.0%	3.36
5 years to 14 years old	1,104	17.5%	3,968	15.0%	3.59
15 years to 24 years old	605	9.6%	2,578	9.7%	4.26
25 years to 34 years old	821	13.0%	3,571	13.5%	4.35
35 years to 44 years old	893	14.2%	4,633	17.5%	5.19
45 years to 54 years old	894	14.2%	4,419	16.7%	4.94
55 years to 64 years old	615	9.8%	2,668	10.1%	4.34
65 years and older	815	12.9%	2,818	10.6%	3.46
<b>Total</b>	<b>6,300</b>	<b>100.0%</b>	<b>26,511</b>	<b>100.0%</b>	<b>4.21</b>

*Base: 6,300 Persons reporting age*

The trip rate of female respondents (4.3) was slightly higher than those of male respondents (4.0).

**TABLE 26: PERSONS AND TRIPS BY GENDER**

Gender	# Persons	% Persons	# Trips	% Trips	Trips/ Person
Male	3,043	47.5%	12,309	45.8%	4.04
Female	3,347	52.3%	14,544	54.2%	4.35
Refused	13	0.2%	-	-	-
<b>Total</b>	<b>6,403</b>	<b>100.0%</b>	<b>26,853</b>	<b>100.0%</b>	<b>4.20</b>

Employed persons account for nearly sixty-three percent of the respondents aged 15 and older, and generated nearly two-thirds of the trips. The most trips per person are generated by regular volunteers (6.2 trips per person) and full-time homemakers (5.2 trips per person). As expected, retired and disabled persons made the least trips per person, with 3.5 and 3.1 respectively. Table 27 on the following page summarizes trips by employment status.

**TABLE 27: PERSONS AND TRIPS BY EMPLOYMENT STATUS**

Employment Status	# Persons	% Persons	# Trips	% Trips	Trips/ Person
Employed full-time	2,334	50.2%	10,694	51.6%	4.58
Employed part-time	592	12.7%	3,028	14.6%	5.12
Regular Volunteer	37	0.8%	229	1.1%	6.16
Retired	849	18.3%	2,942	14.2%	3.46
Full-time homemaker	382	8.2%	2,001	9.7%	5.24
Full-time student, not working	221	4.8%	909	4.4%	4.11
Disabled	101	2.2%	315	1.5%	3.11
Unemployed, looking for work	84	1.8%	361	1.7%	4.30
Unemployed, not looking for work	51	1.1%	233	1.1%	4.60
<b>Total</b>	<b>4,651</b>	<b>100.0%</b>	<b>20,712</b>	<b>100.0%</b>	<b>4.45</b>

Base: 4,651 Persons, aged 15 and older

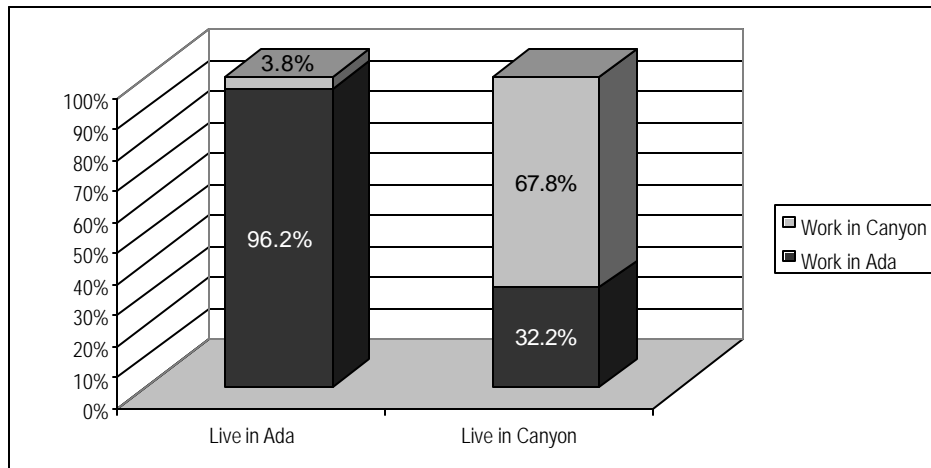
There is a significant difference in the number of employed persons in the Treasure Valley area who work in the county they live in. Over one-third of employed Canyon county residents travel to Ada county for work. Over nine in ten (96 percent) of Ada residents work in the county they reside in.

**TABLE 28: COUNTY OF RESIDENCE VERSUS COUNTY OF EMPLOYMENT**

	Work in Ada		Work in Canyon		Total	
	Count	Percent	Count	Percent	Count	Percent
Live in Ada	1,898	96.2%	75	3.8%	1,973	100.0%
Live in Canyon	258	32.2%	544	67.8%	802	100.0%

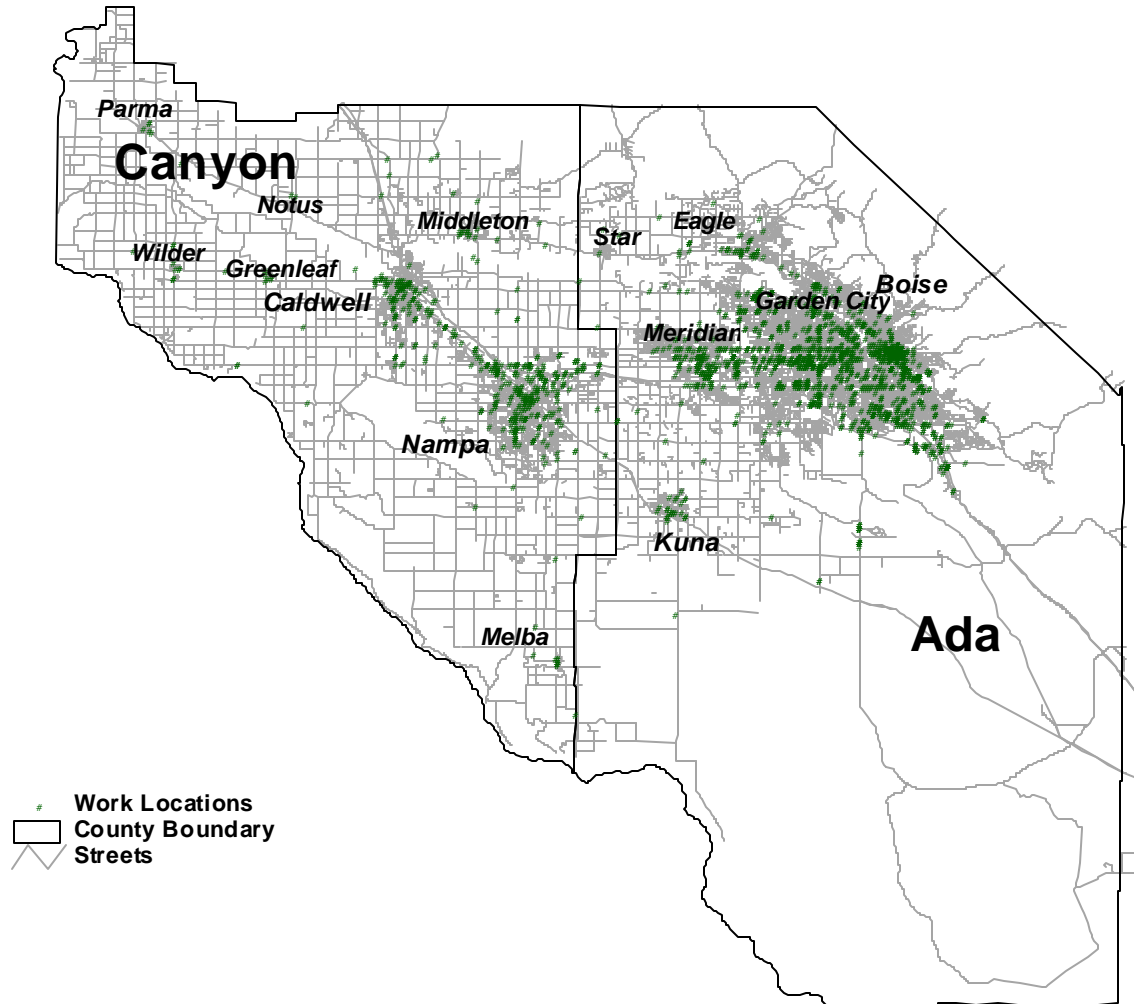
Base: 2,775 Employed Persons, base excludes missing data

**FIGURE 2: COUNTY OF RESIDENCE VERSUS COUNTY OF EMPLOYMENT**



Base: 2,775 Employed Persons, base excludes missing data

FIGURE 3: GEOGRAPHIC DISTRIBUTION OF WORK LOCATIONS





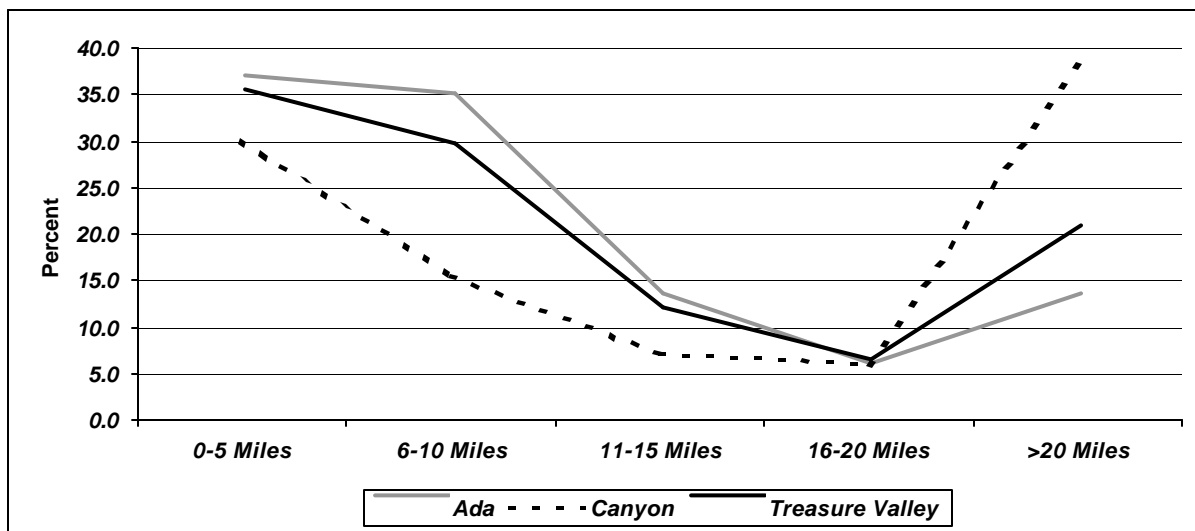
Home to work distances are calculated in a straight-line from the X/Y-coordinates of geocoded home and work addresses. Over six in ten workers in the Treasure Valley area work within 10 miles of their home residence. Another twenty percent drive more than twenty miles in their commute to work. Canyon county residents travel farther to work, with nearly four in ten (38 percent) residents traveling more than 20 miles to work. The average distance to work is 6.5 miles for Ada residents and 12.3 miles for Canyon residents. Ten percent of workers report working at home.

**TABLE 29: DISTANCE FROM HOME TO WORK BY COUNTY AND OVERALL**

Distance	Ada County		Canyon County		Treasure Valley	
	Count	Percent	Count	Percent	Count	Percent
0-5 Miles	756	35.7%	254	30.1%	1,010	34.1%
6-10 Miles	712	33.7%	130	15.4%	842	28.4%
11-15 Miles	259	12.2%	60	7.1%	319	10.8%
16-20 Miles	100	4.7%	51	6.0%	151	5.1%
>20 Miles	259	12.2%	320	37.9%	579	19.6%
Not Available	29	1.4%	30	3.6%	59	2.0%
<b>Total</b>	<b>2,115</b>	<b>100.0%</b>	<b>845</b>	<b>100.0%</b>	<b>2,960</b>	<b>100.0%</b>

*Base: 2,960 Employed Persons*

**FIGURE 4: HOME TO WORK DISTANCE**



*Base: 2,960 Employed Persons*

Nearly two-thirds of trips in the Treasure Valley area are driving trips, and nearly nine in ten trips are made using a personal vehicle. The average driving trip is 16 minutes. Of those who drove, seventy percent drove alone. Less than one percent of trips generated in the Treasure Valley area are made using public transit. Of those trips using public transit, one-third of the trips are home to work trips. Six percent of all trips were made using a non-motorized form of transportation (walk or bicycle).

**TABLE 30: MODE DISTRIBUTION**

Mode of Trip	Ada County		Canyon County		Treasure Valley	
	Count	Percent	Count	Percent	Count	Percent
Walk	1,007	5.3%	324	3.9%	1,331	4.9%
Bicycle	281	1.5%	29	0.3%	310	1.1%
Driver	12,346	65.3%	4,927	59.1%	17,273	63.4%
Passenger	4,568	24.2%	2,529	30.3%	7,097	26.0%
City Bus/Public Transit	60	0.3%	84	1.0%	144	0.5%
School Bus	580	3.1%	397	4.8%	977	3.6%
Taxi/Shuttle/Limousine	18	0.1%	13	0.2%	31	0.1%
Motorcycle/Moped	22	0.1%	15	0.2%	37	0.1%
Other, specify	29	0.2%	18	0.2%	47	0.2%
<b>Total</b>	<b>18,911</b>	<b>100.0%</b>	<b>8,336</b>	<b>100.0%</b>	<b>27,247</b>	<b>100.0%</b>

*Base: 27,247 Trip Records*

Driving is the most popular mode of travel for all residents, regardless of gender. More male respondents report using “motorcycle/moped” and “bicycle” as modes of travel. Largest percentage of public transit trips are made by females from Canyon county.

**TABLE 31A: MODE OF TRIP BY GENDER - COUNT**

Mode of trip	Ada County		Canyon County		Treasure Valley	
	Male	Female	Male	Female	Male	Female
Walk	456	549	151	172	607	721
Bicycle	177	104	20	8	197	112
Driver	5,713	6,625	2,275	2,652	7,988	9,277
Passenger	1,920	2,591	1,070	1,460	2,990	4,051
City Bus/Public Transit	38	22	30	54	68	76
School Bus	317	257	216	181	533	438
Taxi/Shuttle/Limousine	10	9	2	11	12	20
Motorcycle/Moped	19	3	15	0	34	3
Other, specify	22	6	5	14	27	20
<b>Total</b>	<b>8,672</b>	<b>10,166</b>	<b>3,784</b>	<b>4,552</b>	<b>12,456</b>	<b>14,718</b>

*Base: 27,174 Trip records, base excludes missing data*

**TABLE 31B: MODE OF TRIP BY GENDER - PERCENT**

Mode of trip	Ada County		Canyon County		Treasure Valley	
	Male	Female	Male	Female	Male	Female
Walk	5.3%	5.4%	4.0%	3.8%	4.9%	4.9%
Bicycle	2.0%	1.0%	0.5%	0.2%	1.6%	0.8%
Driver	65.9%	65.2%	60.1%	58.3%	64.1%	63.0%
Passenger	22.1%	25.5%	28.3%	32.1%	24.0%	27.5%
City Bus/Public Transit	0.4%	0.2%	0.8%	1.2%	0.5%	0.5%
School Bus	3.7%	2.5%	5.7%	4.0%	4.3%	3.0%
Taxi/Shuttle/Limousine	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
Motorcycle/Moped	0.2%	0.0%	0.4%	-	0.3%	0.0%
Other, specify	0.3%	0.1%	0.1%	0.3%	0.2%	0.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 27,174 Trip records, base excludes missing data*

Driving is the most frequent mode of travel for all income categories in both counties. As the income increases, the percent of driving trips also increases, regardless of county. Majority of walking trips (13 percent) and public transit trips (2 percent) in Ada county are made by persons with a household income of “\$10,000 to less than \$20,000.” In Ada county, the distribution of students using the school bus is similar regardless of income. Canyon county students are less likely to use the school bus as household income increases. Nearly six in ten (6 percent) trips made by residents in Canyon county with a household income less than \$20,000 are made using public transit.

**TABLE 32A: MODE OF TRIP BY INCOME FOR ADA COUNTY - COUNT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	14	119	131	125	297	146	70	28	930
Bicycle	24	6	30	24	91	49	14	2	240
Driver	247	537	1,362	1,787	3,177	2,149	1,123	389	10,771
Passenger	123	226	510	862	1,174	771	258	135	4,059
City Bus/Public Transit	-	20	6	-	12	6	4	-	48
School Bus	13	30	67	96	121	128	45	13	513
Taxi/Shuttle/Limousine	3	3	2	-	3	4	1	2	18
Motorcycle/Moped	3	-	2	7	7	1	-	-	20
Other, specify	-	-	4	3	7	6	2	2	24
<b>Total</b>	<b>427</b>	<b>941</b>	<b>2,114</b>	<b>2,904</b>	<b>4,889</b>	<b>3,260</b>	<b>1,517</b>	<b>571</b>	<b>16,623</b>

*Base: 16,623 Responses Given*

**TABLE 32B: MODE OF TRIP BY INCOME FOR ADA COUNTY – PERCENT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	3.3%	12.6%	6.2%	4.3%	6.1%	4.5%	4.6%	4.9%	5.6%
Bicycle	5.6%	0.6%	1.4%	0.8%	1.9%	1.5%	0.9%	0.4%	1.4%
Driver	57.8%	57.1%	64.4%	61.5%	65.0%	65.9%	74.0%	68.1%	64.8%
Passenger	28.8%	24.0%	24.1%	29.7%	24.0%	23.7%	17.0%	23.6%	24.4%
City Bus/Public Transit	-	2.1%	0.3%	-	0.2%	0.2%	0.3%	-	0.3%
School Bus	3.0%	3.2%	3.2%	3.3%	2.5%	3.9%	3.0%	2.3%	3.1%
Taxi/Shuttle/Limousine	0.7%	0.3%	0.1%	-	0.1%	0.1%	0.1%	0.4%	0.1%
Motorcycle/Moped	0.7%	-	0.1%	0.2%	0.1%	0.0%	-	-	0.1%
Other, specify	-	-	0.2%	0.1%	0.1%	0.2%	0.1%	0.4%	0.1%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Base: 16,623 Responses Given

**TABLE 33A: MODE OF TRIP BY INCOME FOR CANYON COUNTY - COUNT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	3	29	89	95	74	14	12	-	316
Bicycle	-	2	4	8	2	5	-	-	21
Driver	134	344	899	1,205	1,077	433	262	72	4,426
Passenger	63	190	525	628	590	174	133	19	2,322
City Bus/Public Transit	-	38	37	4	-	1	-	-	80
School Bus	16	43	93	100	93	20	12	-	377
Taxi/Shuttle/Limousine	-	-	-	6	3	-	-	-	9
Motorcycle/Moped	-	-	-	3	2	-	9	-	14
Other, specify	-	-	-	13	1	1	-	-	15
<b>Total</b>	<b>216</b>	<b>646</b>	<b>1,647</b>	<b>2,062</b>	<b>1,842</b>	<b>648</b>	<b>428</b>	<b>91</b>	<b>7,580</b>

Base: 7,580 Responses Given

**TABLE 33B: MODE OF TRIP BY INCOME FOR CANYON COUNTY - PERCENT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	1.4%	4.5%	5.4%	4.6%	4.0%	2.2%	2.8%	-	4.2%
Bicycle	-	0.3%	0.2%	0.4%	0.1%	0.8%	-	-	0.3%
Driver	62.0%	53.3%	54.6%	58.4%	58.5%	66.8%	61.2%	79.1%	58.4%
Passenger	29.2%	29.4%	31.9%	30.5%	32.0%	26.9%	31.1%	20.9%	30.6%
City Bus/Public Transit	-	5.9%	2.2%	0.2%	-	0.2%	-	-	1.1%
School Bus	7.4%	6.7%	5.6%	4.8%	5.0%	3.1%	2.8%	-	5.0%
Taxi/Shuttle/Limousine	-	-	-	0.3%	0.2%	-	-	-	0.1%
Motorcycle/Moped	-	-	-	0.1%	0.1%	-	2.1%	-	0.2%
Other, specify	-	-	-	0.6%	0.1%	0.2%	-	-	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Base: 7,580 Responses Given

**TABLE 34A: MODE OF TRIP BY INCOME FOR TREASURE VALLEY AREA - COUNT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	17	148	220	219	371	159	82	28	1,244
Bicycle	24	9	34	32	93	54	14	2	262
Driver	381	881	2,261	2,992	4,254	2,582	1,386	462	15,199
Passenger	186	416	1,035	1,490	1,764	945	391	154	6,381
City Bus/Public Transit	-	58	43	4	12	8	4	-	129
School Bus	29	73	160	196	213	148	57	13	889
Taxi/Shuttle/Limousine	3	3	2	6	6	4	1	2	27
Motorcycle/Moped	3	-	2	10	9	1	9	-	34
Other, specify	-	-	4	16	8	7	2	2	39
<b>Total</b>	<b>643</b>	<b>1,588</b>	<b>3,761</b>	<b>4,965</b>	<b>6,730</b>	<b>3,908</b>	<b>1,946</b>	<b>663</b>	<b>24,204</b>

*Base: 24,204 Responses Given*

**TABLE 34B: MODE OF TRIP BY INCOME FOR TREASURE VALLEY AREA - PERCENT**

Mode of trip	Total 2001 annual household income								Total
	Less than \$10,000	\$10,000 to less than \$20,000	\$20,000 to less than \$35,000	\$35,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	Greater than or equal to \$150,000	
Walk	2.6%	9.3%	5.8%	4.4%	5.5%	4.1%	4.2%	4.2%	5.1%
Bicycle	3.7%	0.6%	0.9%	0.6%	1.4%	1.4%	0.7%	0.3%	1.1%
Driver	59.3%	55.5%	60.1%	60.3%	63.2%	66.1%	71.2%	69.7%	62.8%
Passenger	28.9%	26.2%	27.5%	30.0%	26.2%	24.2%	20.1%	23.2%	26.4%
City Bus/Public Transit	-	3.7%	1.1%	0.1%	0.2%	0.2%	0.2%	-	0.5%
School Bus	4.5%	4.6%	4.3%	3.9%	3.2%	3.8%	2.9%	2.0%	3.7%
Taxi/Shuttle/Limousine	0.5%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%
Motorcycle/Moped	0.5%	-	0.1%	0.2%	0.1%	0.0%	0.5%	-	0.1%
Other, specify	-	-	0.1%	0.3%	0.1%	0.2%	0.1%	0.3%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

*Base: 24,204 Responses Given*

Over one-third of all activities are “Going Home” (This includes all purposes for going home such as for lunch or at the end of the day). The second most frequent trip purpose was “Personal”, while “Social/Entertainment” trip purpose was third most frequent with nearly ten percent. Fifteen percent of all trips were either “work” (either at home or regular workplace) or “work-related.” Table 35 on the following page displays trip purpose by county.

**TABLE 35: TRIP PURPOSE**

Trip Purpose	Ada County		Canyon County		Treasure Valley	
	Count	Percent	Count	Percent	Count	Percent
Going Home	6,515	34.4%	2,811	33.7%	9,326	34.2%
Work at home	48	0.3%	29	0.4%	77	0.3%
School	1,131	6.0%	508	6.1%	1,639	6.0%
Work	1,784	9.4%	691	8.3%	2,475	9.1%
Work-related	1,073	5.7%	451	5.4%	1,524	5.6%
Shopping	1,501	7.9%	635	7.6%	2,136	7.8%
Personal	2,390	12.6%	1,005	12.0%	3,395	12.5%
Social/entertainment	1,825	9.7%	828	9.9%	2,653	9.7%
Quick Stop	467	2.5%	199	2.4%	666	2.4%
Pick up/Drop off passenger	1,378	7.3%	589	7.1%	1,967	7.2%
Parking or change mode of travel	216	1.1%	154	1.9%	370	1.4%
Tag along with another person on their trip	577	3.1%	434	5.2%	1,011	3.7%
<b>Total</b>	<b>18,905</b>	<b>100.0%</b>	<b>8,334</b>	<b>100.0%</b>	<b>27,239</b>	<b>100.0%</b>

*Base: 27,239 Trip records, base excludes missing data*

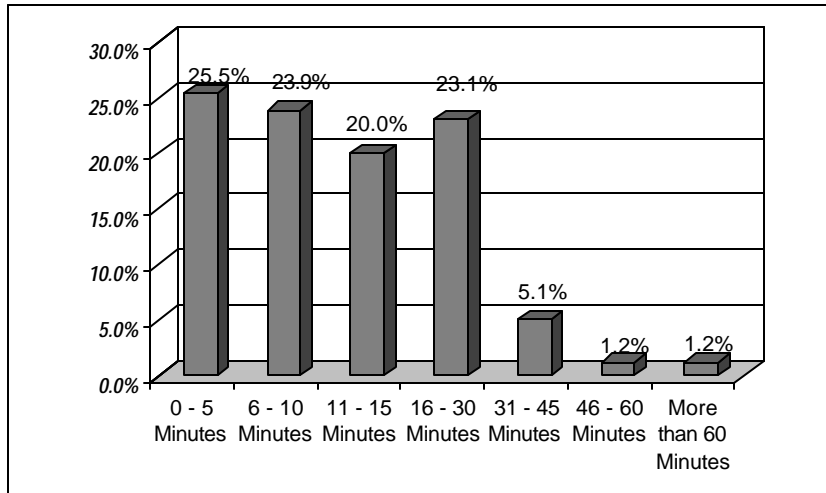
Trip duration is calculated by subtracting the arrival time from the departure time of the previous trip as reported by the respondent. Arrival and departure times are respondent reported. For example, if a person reports leaving home at 8:00am for work at arrives at work at 8:15am, the trip duration is calculated as 15 minutes. Trip durations of those surveyed were spread consistently throughout each of the categories up to thirty-minute trips. Less than ten percent of all trips are longer than thirty minutes. The average trip duration for all trips is 16 minutes.

**TABLE 36: TRIP DURATION**

Trip Duration	Ada County		Canyon County		Treasure Valley	
	Count	Percent	Count	Percent	Count	Percent
0 - 5 Minutes	4,578	24.2%	2,365	28.4%	6,943	25.5%
6 - 10 Minutes	4,572	24.2%	1,933	23.2%	6,505	23.9%
11 - 15 Minutes	4,015	21.2%	1,447	17.4%	5,462	20.0%
16 - 30 Minutes	4,593	24.3%	1,701	20.4%	6,294	23.1%
31 - 45 Minutes	769	4.1%	616	7.4%	1,385	5.1%
46 - 60 Minutes	173	0.9%	153	1.8%	326	1.2%
More than 60 Minutes	211	1.1%	121	1.5%	332	1.2%
<b>Total</b>	<b>18,911</b>	<b>100.0%</b>	<b>8,336</b>	<b>100.0%</b>	<b>27,247</b>	<b>100.0%</b>

*Base: 27,247 Trip Records*

**FIGURE 5: TRIP DURATION OF TREASURE VALLEY REGION**



Base: 27,247 Trip Records

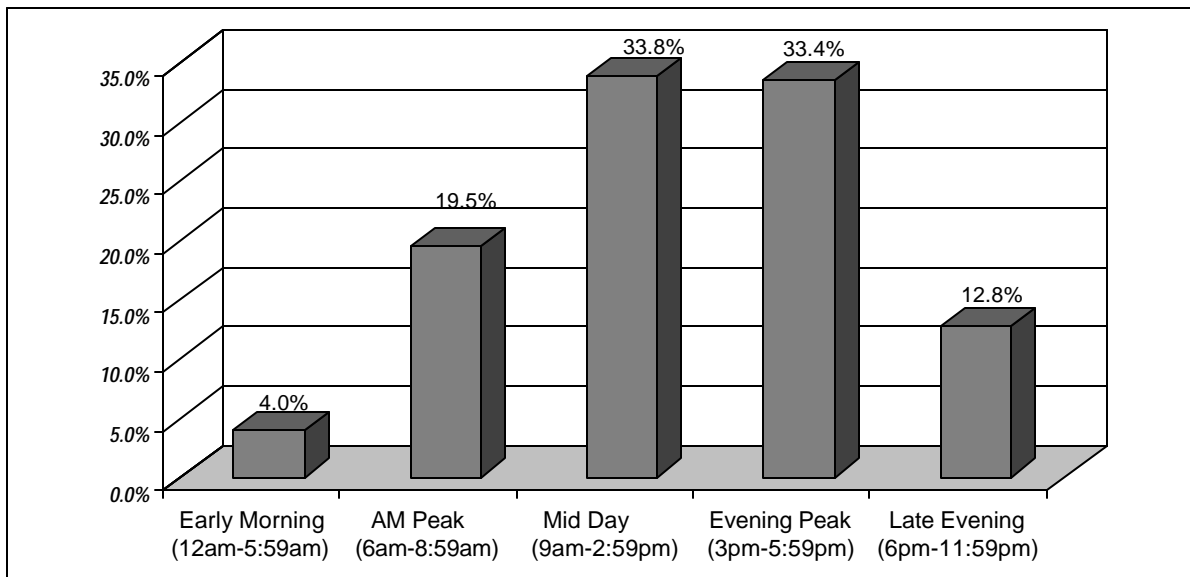
Over one-third (33.8%) of all trips began during mid-day, while an additional third of trips were made between the hours of 3pm and 5:59pm. Less than one percent of all trips began in the early morning (12am-5:59am).

**TABLE 37: DEPARTURE TIMES**

Departure Time	Ada County		Canyon County		Treasure Valley	
	Count	Percent	Count	Percent	Count	Percent
Early Morning (12am-5:59am)	95	0.5%	27	0.3%	122	0.4%
AM Peak (6am-8:59am)	3,669	19.4%	1,652	19.8%	5,321	19.5%
Mid Day (9am-2:59pm)	6,430	34.0%	2,786	33.4%	9,216	33.8%
Evening Peak (3pm-5:59pm)	6,297	33.3%	2,811	33.7%	9,108	33.4%
Late Evening (6pm-11:59pm)	2,421	12.8%	1,059	12.7%	3,480	12.8%
<b>Total</b>	<b>18,912</b>	<b>100.0%</b>	<b>8,335</b>	<b>100.0%</b>	<b>27,247</b>	<b>100.0%</b>

Base: 27,247 Trip Records

**FIGURE 6: DEPARTURE TIME DISTRIBUTION OF TREASURE VALLEY REGION**



*Base: 27,247 Trip Records*





## CONCLUSION

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By definition, household travel surveys seek information from a sample of households. Invariably, some members of the sample do not provide the desired information. There are many reasons why the relevant information may not be obtained. Given the wide range of potential outcomes of a data collection effort, it is important to document the outcomes and summarize the success of a survey in collecting data from members of the sample.

As the contents of this report indicate, the Treasure Valley Area Household Travel Survey sample was a reasonable representation of the study area population. The sample design was executed effectively so that adequate samples were obtained for each county in the study area. The sample is a good reflection of population parameters, with exceptions per variable category noted in this report. The sample can be reliably used for robust statistical analyses on survey results to provide usable information to transportation decision makers and planners.



# APPENDICES

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The Appendices section contains the following:

- Data Dictionary,
- Advance Postcard,
- Recruitment Script,
- Diary Packet Materials, and
- Retrieval Script.



# APPENDIX A – DATA DICTIONARY

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## APPENDIX B – ADVANCE POSTCARD

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# APPENDIX C – RECRUITMENT SCRIPT

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## APPENDIX D – DIARY PACKET MATERIALS

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## APPENDIX E – RETRIEVAL SCRIPT

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# APPENDIX F – CD ROM

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