

Puget Sound Regional Household Travel Survey Program

2022 October 12



Megan Grzybowski // Data Intern
Travel Survey Analysis Team



Puget Sound Regional Council

Overview

Introduction to the
Household Travel Survey program

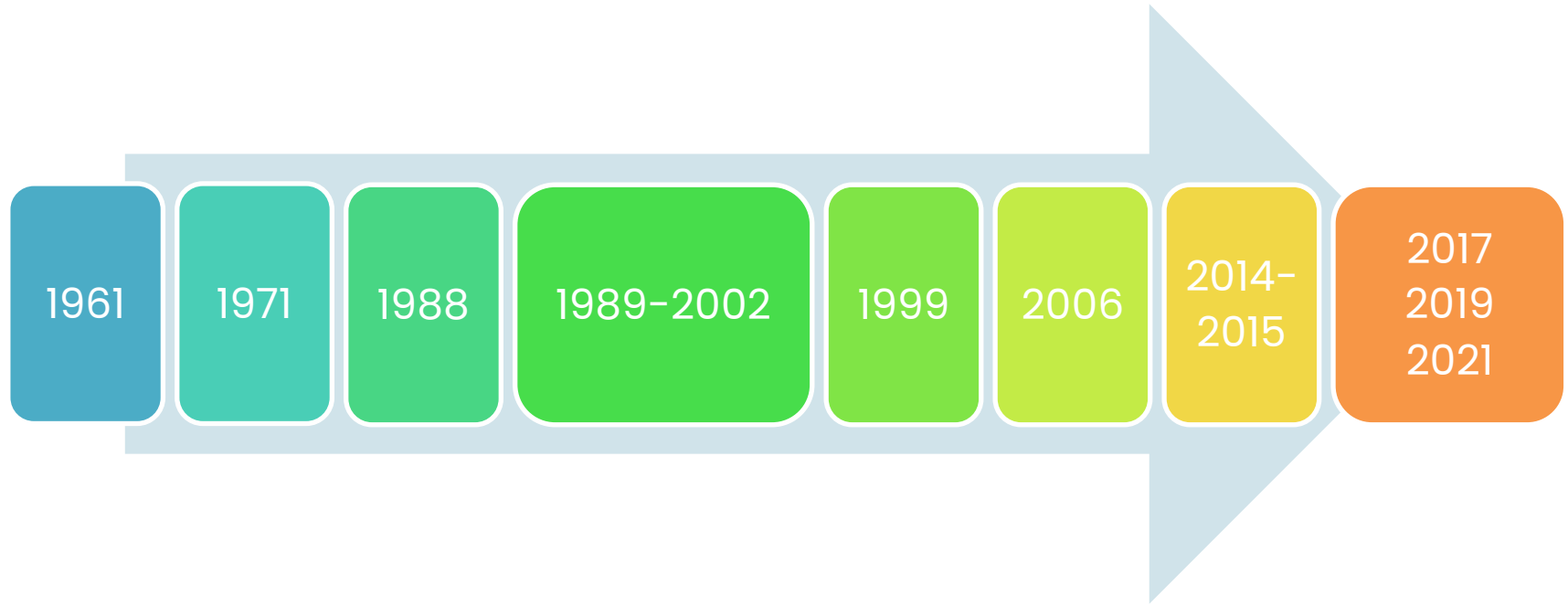
Trends in Home Delivery

Deliveries by:

- Household Income
- Lifecycle Stage
- Regional Growth Centers



Puget Sound Travel Surveys



Webpage: <https://www.psrc.org/household-travel-survey-program>



2017–2021 Puget Sound Regional Household Travel Survey Program

Goal: The surveys seek to capture quality, regionally representative data for residents' travel behavior on a typical weekday.

6-year program, 3 waves

- 2017, 2019, and 2021 completed
- 2021 analysis happening now

New 8-year program

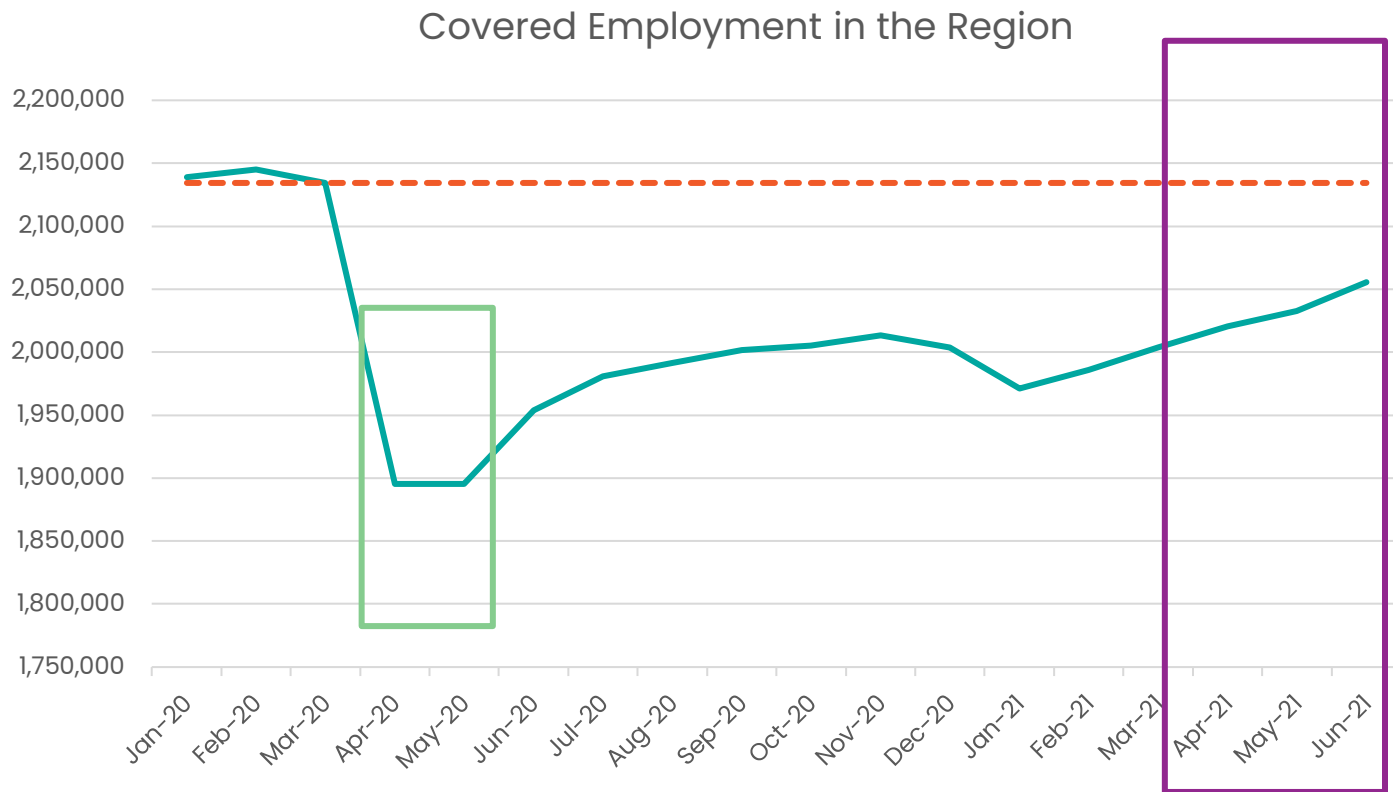
- 2023 survey project started

Motivations

- Frequent snapshots, ability to combine years
- “Smoother” budgets and labor roles
- Opportunities for add-ons



Macroeconomic context



- 2021 survey period: April to June
- Employment rising during 2021 survey, but still below March 2020 high mark

Source: WA Employment Security Department, Covered Employment (QCEW)

Household Travel Survey Questionnaire

16.2 [DELIVERY]

if age = 18+

On <traveldate>, how many of the following deliveries or services came to your home?

Do not include US Mail trucks (e.g., letters).

Programmer: For each item, include dropdown menu with answer options "0 (none), 1, 2, 3, 4, 5 or more"

Package delivery (e.g., FedEx, UPS, USPS packages)

Grocery delivery (e.g., Amazon Fresh, Instacart, Safeway online)

Food/meal delivery (e.g., pizza, sushi, Grubhub)

Someone came to do work at home (e.g., landscaping, cable service, house-cleaning)

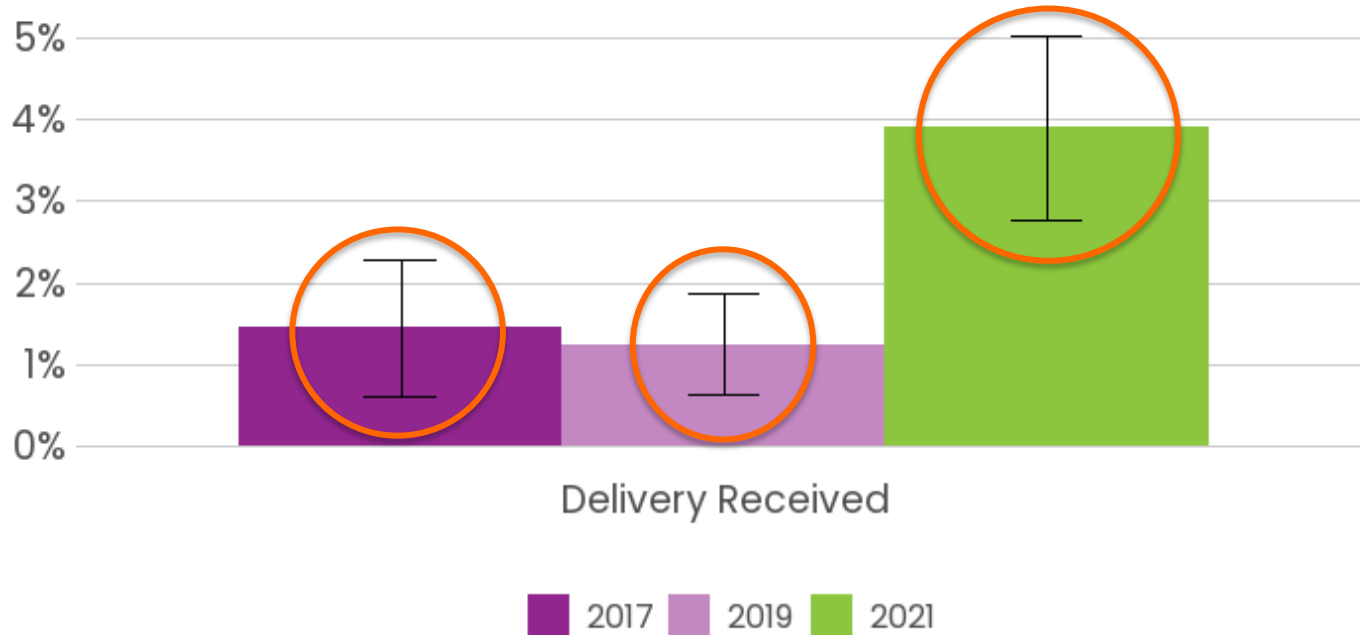
Other delivery (e.g., appliance)



The share of households receiving a **food or meal** delivery **more than doubled** to around **4% in 2021**.

Food Deliveries

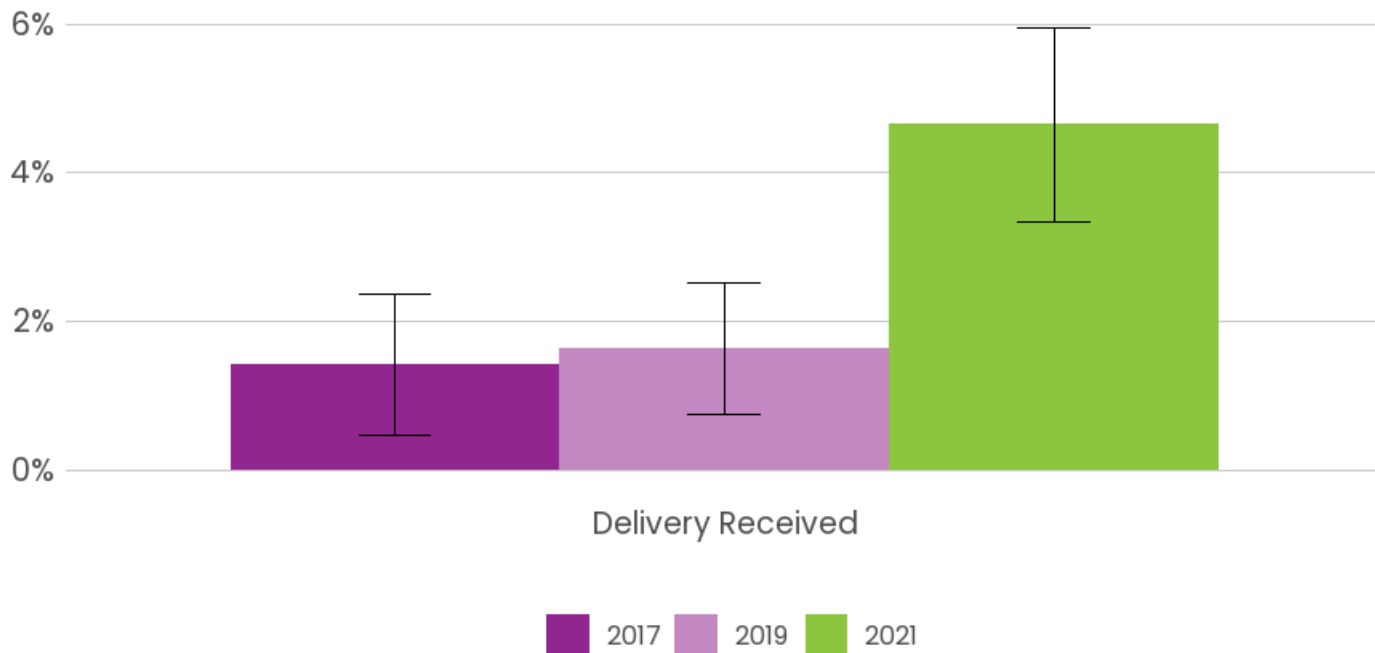
(e.g., pizza, sushi, GrubHub)



The share of households receiving a **grocery** delivery also **more than doubled** up to around **5% in 2021**.

Grocery Deliveries

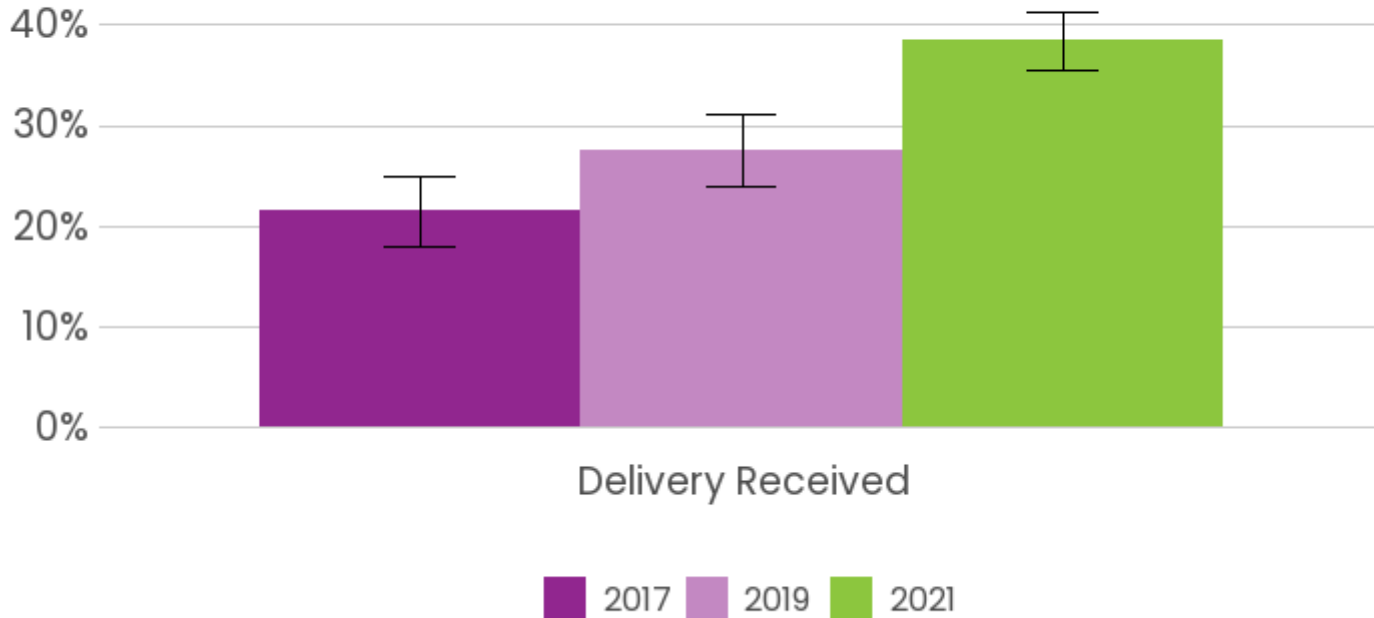
(e.g., Amazon Fresh, Instacart, Safeway Online)



The share of households receiving a **package** delivery on average weekday **went up** to nearly **40% in 2021** from around **20% in 2017**.

Package Deliveries

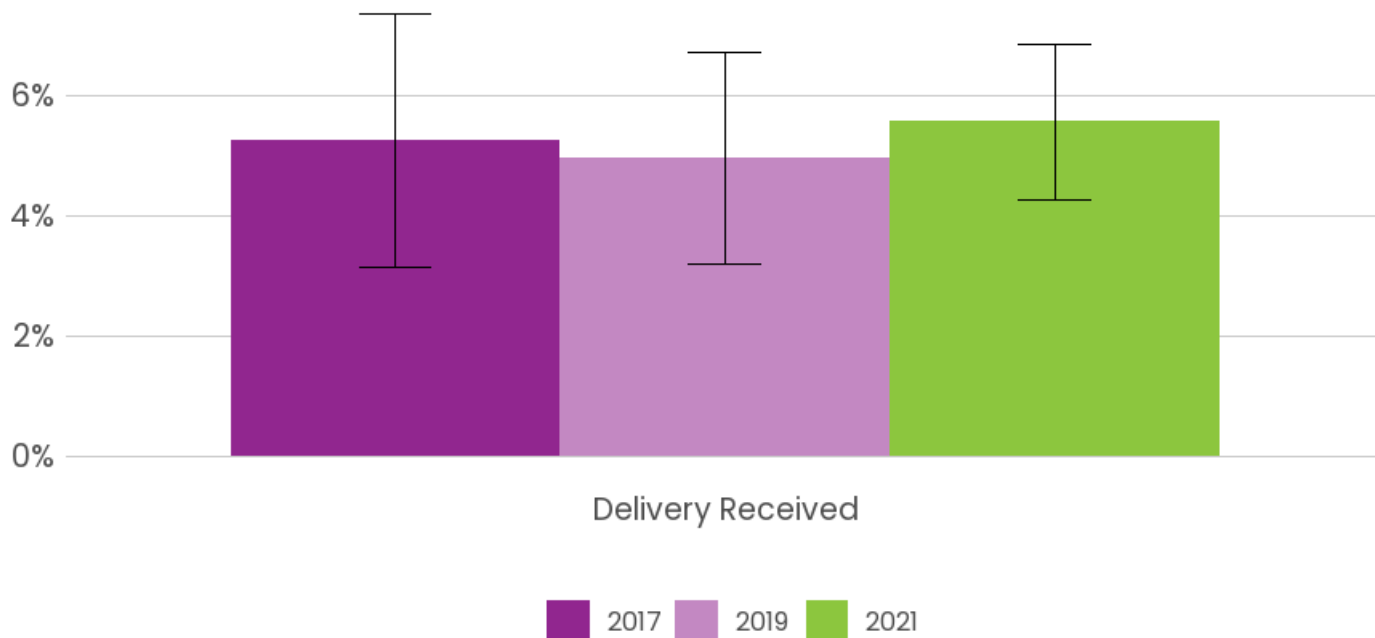
(e.g., FedEx, UPS, USPS)



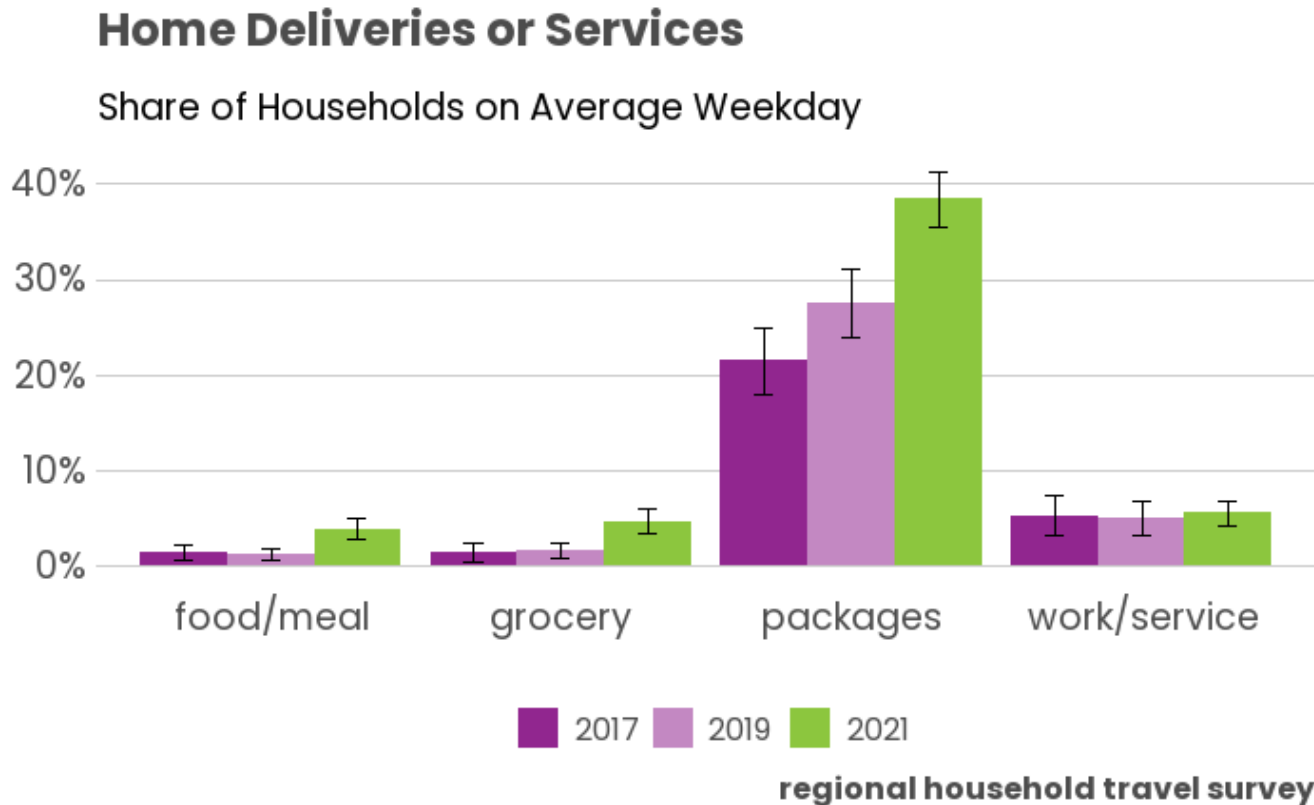
The share of households having **work or service** at the home **stayed about the same**, at around **5%**.

Work/Service Deliveries

(e.g., landscaping, cable service, house-cleaning)



Food, grocery, and package home delivery **increased from 2017 to 2021.**
Package delivery is only type that is **more than 5%** on an average weekday.



Delivery Trends

Household Income

Lifecycle or Household Stage

Regional Growth Centers

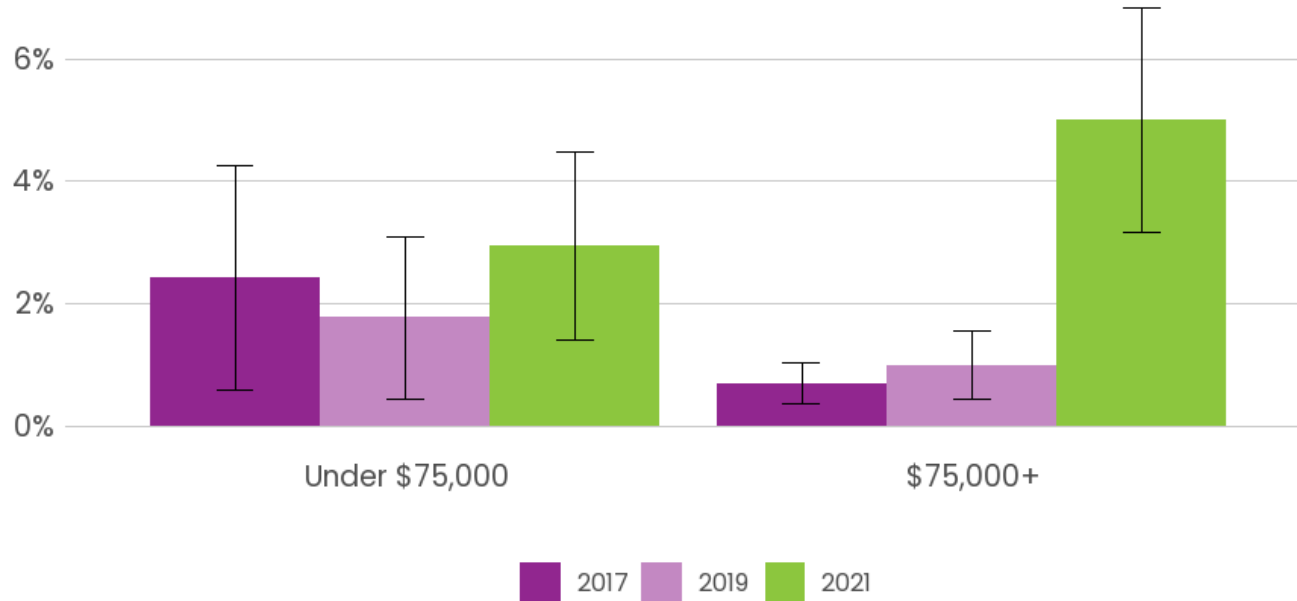


Deliveries and Household Income:

Higher income households were **substantially more likely** to get a food/meal delivery as compared to lower income households in 2021, but not previously.

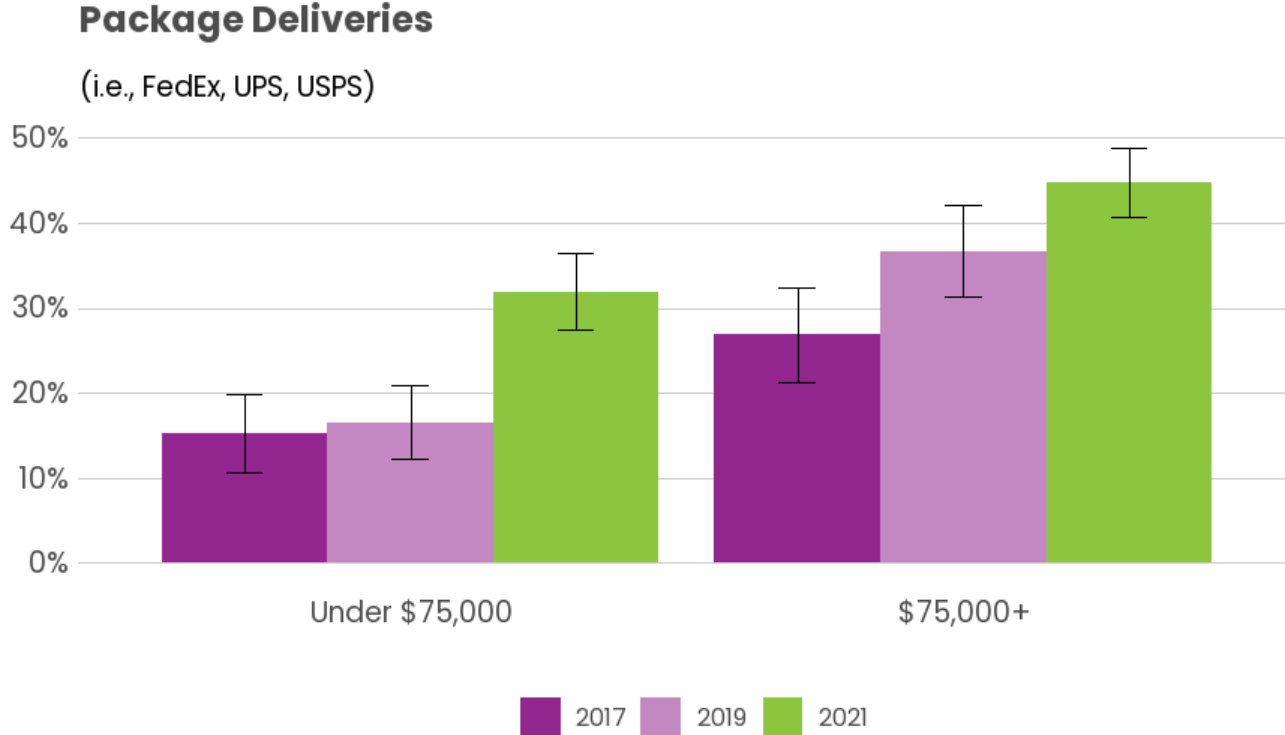
Food/Meal Deliveries by Income

(e.g., pizza/sushi, Grubhub)



Deliveries and Household Income:

For **package deliveries**, lower income households had a significant spike in these type of deliveries.

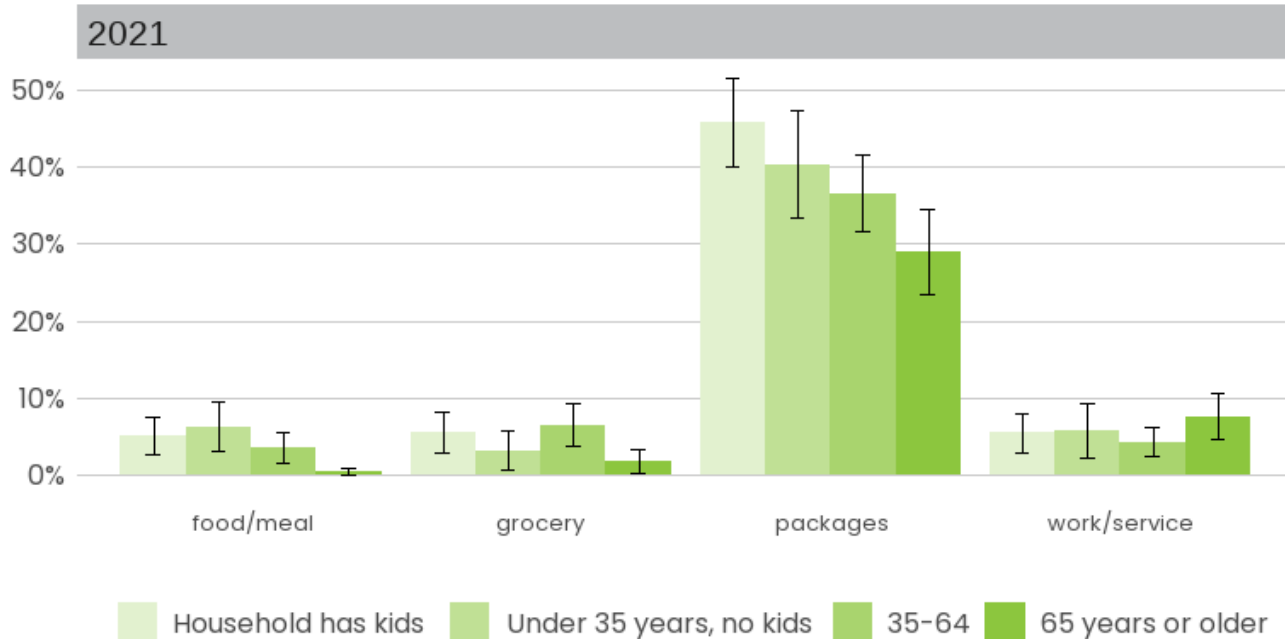


Deliveries and Lifecycle (2021 alone):

Households with children received the most packages in 2021, but the other home deliveries and services **remained relatively stable**.

Home Deliveries or Services by Age Group

Share of Households on Average Weekday

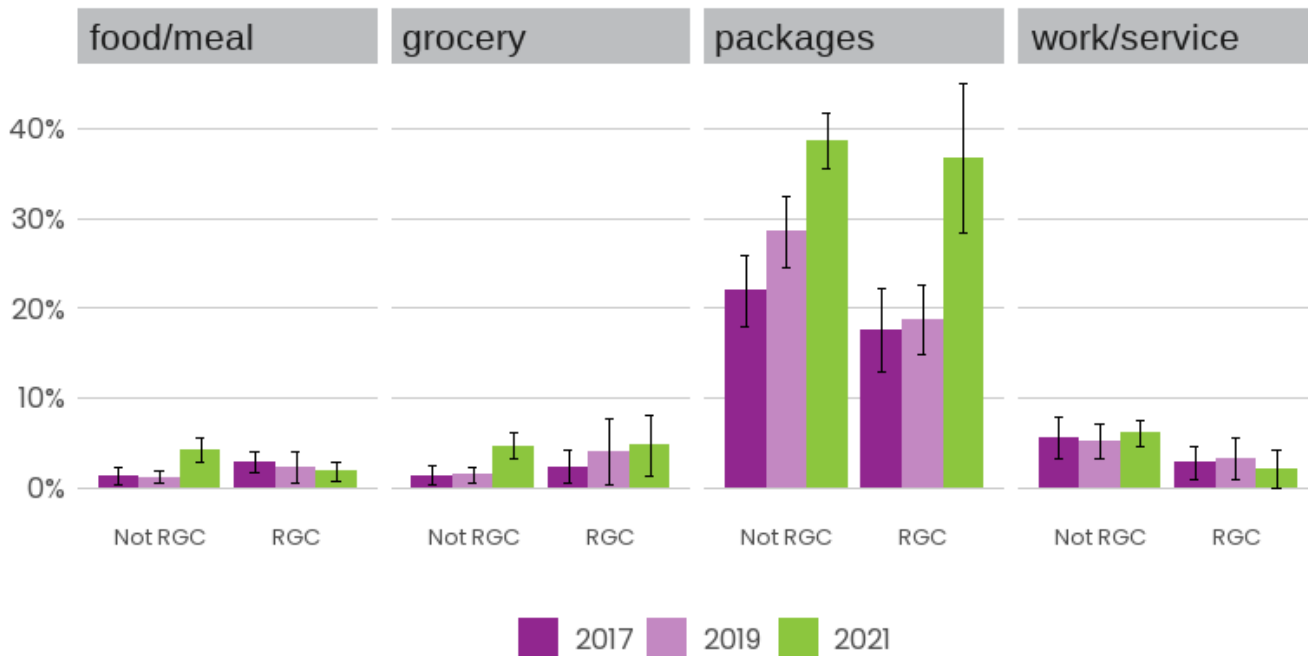


Deliveries and Regional Growth Centers:

Food and grocery deliveries in RGCs **remained relatively stable**, while the same deliveries **outside** of RGCs **more than doubled to over 4%**.

Home Deliveries or Services by RGC

Share of Households on Average Weekday



Future Applications for Delivery Data



Academics and Modelling Generation: Carnegie Mellon University has been able to use the delivery data available through PSRC to analyze travel behavior and congestion on a typical weekday.

- Opportunities to continue and support these efforts nationally.



PSRC Household Travel Survey Program Webpage:
<https://www.psrc.org/household-travel-survey-program>

Thank you.

Suzanne Childress Schildress@psrc.org

Brian Lee Blee@psrc.org

Megan Grzybowski Mgrzybowski@psrc.org

