



1989 TRAVEL-DIARY RECRUITMENT
FOR THE
PUGET SOUND TRANSPORTATION PANEL

- METHODOLOGY AND SAMPLE REPORT -

Prepared for
Puget Sound Council of Governments

Prepared by
The Gilmore Research Group

January, 1990

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INTRODUCTION AND OBJECTIVES

The Puget Sound Transportation Panel was conceived as a method for analyzing and predicting travel behavior over time. Between 1985 and 1988, the Puget Sound Council of Governments (PSCOG) conducted cross-sectional travel surveys of over 4,500 households in the four-county region. The development of a panel offers the opportunity to go beyond cross-sectional data and to study change by individuals, thus permitting some inferences about causality.

The Panel is funded by PSCOG, in partnership with transit agencies in the region. It is intended to serve three basic objectives:

- To be a metropolitan “Current Population Survey” to track changes in employment, work characteristics, household composition, and vehicle availability.
- To monitor changes in travel behavior and responses to changes in the transportation environment.
- To examine changes in attitudes and values as they affect mode choice and travel behavior.

The present phase of the study recruited panel members in three household populations:

- Households *without* regular (four one-way trips per week) transit users or carpoolers
- Households with regular transit users
- Households with regular (work-trip) carpoolers

A second-wave survey for the Panel will occur in the fall of 1990. Some Intermediate contact will be made over the course of the next year to minimize attrition.

This report is divided into three major sections⁷. The “Methodology” outlines the techniques used both in recruitment and in processing the travel diaries. The “Sample” section describes differences between Panel participants and non-participants, as well as characteristics of the three travel-mode populations. The “Appendices” includes examples of all materials used for recruiting, mailing, and coding the travel diaries.

METHODOLOGY

Puget Sound Transportation Panel members were recruited through a telephone survey. From Thursday, September 21 through Monday, December 4, 1989, five thousand four hundred nineteen (5,419) randomly-selected households in King, Kitsap, Pierce, and Snohomish counties completed telephone interviews regarding factors relating to daily travel behavior. Of these, two thousand nine hundred forty-four (2,944) agreed to fill out a household travel diary and were sent the recording forms with instructions. Demographic and commute characteristics of every person in participating households were collected during the telephone interview. A copy of the questionnaire is included in Appendix C and a discussion of participants and nonparticipants is found in the section entitled: "Sample".

Incentive Method

Until mid-November, respondents were offered one of three different incentives to participate in the study. Separate cover letters and instruction sheets were devised for the different incentives. Households were randomly assigned to the following incentive categories:

- The household would be mailed ten dollars after the completed diaries were received.
- Each member of the household would receive a one-dollar bill, attached to the diary sheet (*included in the diary information package*).
- The household would receive nothing to complete the diaries.

After tabulating diary returns from approximately 1,500 households equally assigned to each incentive group, it appeared that the \$10-per-household/post alternative was performing about ten percent (10%) above the no-incentive alternative and about five percent.. (5%) above the \$1-per-person/pre alternative. At that point, all further mail-outs were shifted to the \$10-per-household/post alternative.

Later results indicated that the \$1-per-person/precompletion alternative actually performed somewhat better than the \$10-per-household/postcompletion alternative. One possible reason behind the change in effectiveness was the use of reminder calls. After a slow response rate at the beginning, a heavy schedule of reminder calls was instituted. While the

ten dollars may have been the most effective incentive in lieu of other variables, the reminder calls may have played upon the respondents' guilt for receiving payment without completing the task they volunteered to do.

DIARY RETURN RATES

- By Incentive -

	<u>Percentage of Mail -outs Returned*</u>
No-incentive alternative	51%
\$1-per-person/precompletion alternative	64
\$10-per-household/postcompletion alternative	60

* An additional 104 diaries (3.5%) were returned but were not considered usable.

Diary Instructions¹

In all areas, persons age fifteen and over in the household were requested to note their travel activities for two consecutive weekdays. Household members under fifteen years of age were not included in the survey.

For each trip that someone started between 1:00 a.m. of the subject day and 12:5g a.m. of the next day, the following information was requested:

- Destination of the trip (*address or intersection*)
- Purpose of the trip (*school, shopping, dinner, work, etc.*)
- Trip mode (*car, truck, van, bus, taxi, etc.*)
- Whether they drove or rode, if a vehicle was used
- How many people were in their group
- The relationship of the group members to the respondent
- Times the trip started and ended
- How much they pay for parking at work or school

In addition, respondents were asked to fill out the day of the week and date for which information was reported, as well as the address where they started the day. Each person's

¹ See Appendix A for examples of forms and participant instructions.

diary was labeled beforehand with a sticker noting the day of the week he or she should start recording trips. This helped to ensure that a variety of days of the week were represented in the final sample.

Respondents were instructed that a "trip" meant each time they went to or stopped at a separate location. They were also asked to record trips in which they would normally use some type of vehicular transportation, even if they walked this particular time. Short, routine trips -- like going over to a neighbor's house -- were not to be included. People who were sent travel diaries were called to check that they were not having problems filling out the forms. By January 15, one thousand seven hundred thirteen (1,713) usable diaries were returned, as well as one hundred four (104) unusable ones. Seven additional diaries arrived after January 15, 1990, when it was too late to add them to the database.

As the diaries were received in the mail, each set was first checked to make sure that each day reported made logical sense and that the diaries from different people within the household corresponded. If any of the reported information was unclear, a call was attempted to rectify the point. Some of the diaries, however, were set aside as "unusable" due to major data omissions. In general, diaries were not deemed usable if:

- A person's or persons' diaries were missing;
- The different household members returned substantially conflicting information;
- A substantial amount of trip information was unable to be clarified;
- Only one day was completed;
- The diaries were completed for two nonconsecutive days; or
- Different household members completed diaries for different days.

A copy of the detailed coding instructions is included in Appendix B.

One unexpected problem in the first-wave data collection was a strike by 45,000 Boeing mechanics, starting in early October. Because the strike obviously altered the travel patterns of striking workers, interviewing was delayed in the neighborhoods surrounding the Boeing plants. After it became apparent that the strike would not be quickly resolved, interviewing was begun but respondents were asked if they were Boeing workers on strike. Households which returned diaries and had Boeing strikers were requested to complete a second set of diaries in November after the strike ended. Of the fifteen such households, nine returned a second diary, which replaced the first set.

SAMPLE

The majority of the sample for the telephone survey was obtained through a random-digit dialing process for the four-county area. However, this system did not produce a large-enough subsample of transit users or car-pool commuters for analysis. Two other methods were used to solicit these low-incidence groups:

- Recontacting respondents from a Snohomish County Transportation Study and a METRO-King County transit survey who had agreed to participate in further research.
- Distributing letters on randomly selected bus runs requesting volunteers.

These samples resulted in the following return rates:

RETURN RATES

-- By Sample Type --

	<u>Percentage of All Contacts</u>	<u>Return Rate</u>
Random sample	90%	59%
Snohomish Co. recontacts <i>(surveyed 6/89 & 7/89)</i>	3	52
King Co. recontacts <i>(surveyed 11/89)</i>	3	45
Transit-system volunteers	4	64
TOTAL	<hr style="width: 50px; margin: 0 auto;"/> 100%	

Stratification of the Sample

The sample was divided into three subgroups:

- 1) Those who travel by bus for four or more trips per week;
- 2) Those who travel to work- by carpool/vanpool four or more trips per week; and
- 3) Those who do neither of the above *(called Single-Occupant Vehicle -- SOV -- users)*.

While these samples were designed to be mutually exclusive, there was some overlap between bus and carpool users. For purposes of analysis, the households with both carpool and bus users were combined with the transit-user group.

A quota system for travel-diary groups was difficult to maintain because there was nearly a month lag between when the household was interviewed and when it returned a diary. There were also some differential response rates, with transit users less likely to return their diaries. This response effect was probably due to so many of them being recruited on a “voluntary” basis and, thus, not being offered the ten-dollar incentive.

The actual quotas obtained, as compared to those desired, are listed in the table found on the next page.

INTERVIEWING QUOTAS
-- Anticipated vs. Actual --

	<u>Goal</u>	<u>Actual</u>
Transit Users		
METRO Transit	200	210
Kitsap Transit	50	42
Pierce County	75	44
Community Transit	50	55
Everett Transit	50	16
Other/Don't know	0	12
	<hr/>	<hr/>
TOTAL	425	370

Carpool Households		
<i>(excluding 64 Carpool-Bus households classified as Transit Users)</i>		
King County	80	84
Kitsap County	40	24
Pierce County	40	49
Snohomish County	40	61
	<hr/>	<hr/>
TOTAL	200	211

Single-Occupancy Vehicle Households		
King County	400	447
Kitsap County	100	131
Pierce County	250	263
Snohomish County	250	283
	<hr/>	<hr/>
TOTAL	1,000	1,124

Several other quota groups were tracked in the survey, specifically:

	<u>Goal</u>	<u>Actual</u>
Households with less than 1.0 vehicle per driver		
Transit	50	90
Carpool	40	23
SOV	60	73

Households with transit riders		
Below age 20	35	39
Age 65 and above	35	27

Comparison of Travel-Diary Returners and Nonrespondents

Because nonresponse bias can be considerable in studies of this nature, It is important to investigate, any differences between Travel Panel diary returners and nonrespondents. People who did not participate may have certain attitudes or behavioral traits in greater or lesser frequency than those who did participate, and these differences should be kept in mind whenever results are extrapolated to the population. This report section outlines the significant differences between diary returners and nonrespondents as measured by the telephone survey questions which both groups answered. (Of course, there is no way of knowing the nonresponse bias of those who did not participate in the telephone segment of the study.)

Nonrespondents actually incorporate two groups: 1) those who refused to participate in the panel, and 2) those who agreed to participate but did not return the diaries (including 104 who returned diaries which were deemed unusable for various reasons.) Actually, those who refused to participate did not differ much from the respondents. Those who agreed to participate but did not return a diary differed the most from both returners and refusers. When the people who did not return diaries were combined with the refusers, differences appear between travel diarists and nonrespondents. The following table depicts these differences between the various types of nonrespondents.

DEMOGRAPHIC PROFILE

	<u>Diary-Acceptance Status</u>				<u>Household Travel-Mode Status</u>		
	-----NONPARTICIPANTS-----				-----DIARY RETURNERS-----		
	<u>PARTI-CIPANTS</u> (respondents:) (1,713)	<u>TOTAL NONPARTI-CIPANTS</u> (3,706)	<u>ACCEPTED BUT NOT RETURNED</u> (1,231)	<u>DID NOT ACCEPT</u> (2475)	<u>BUS RIDERS</u> (370)	<u>CAR-POOLERS</u> (218)	<u>DRIVE-ALONE (SOV)</u> (1124)
<u>Age</u>							
18 - 24 years	4%	10%	11%	9%	4%	6%	4%
25 - 34	23	24	27	22	23	33	22
35 - 44	27	25	28	24	31	32	23
45 - 54	19	15	18	14	22	23	18
55 - 64	13	10	8	12	13	4	15
65 years or older	13	14	7	18	7	3	16
Refused	1	2	*	3	0	0	1
<i>Mean**</i>	44.6 years	43.2 years	40.2 years	44.8 years	43.1 years	38.5 years	46.3 years
<u>County of Residence</u>							
King County	41%	39%	40%	39%	48%	39%	40%
Kitsap County	12	9	9	9	14	11	12
Pierce County	21	23	21	24	14	22	23
Snohomish County	25	28	29	28	25	28	25
<u>Number of Years at Current Residence</u>							
Less than one year	17%	16%	20%	16%	18%	18%	15%
1 - 5 years	33	35	37	30	39	38	33
6 - 10	15	13	16	14	11	17	14
11 - 20	19	21	16	20	22	20	21
More than twenty years	16	15	11	20	10	8	18
<u>Number of Years in Present County</u>							
Less than one year	6%	6%	6%	6%	6%	6%	6%
1 - 5 years	17	17	20	16	22	18	16
6 - 10	12	13	15	12	15	14	11
11 - 20	19	19	19	18	18	17	20
More than twenty years	45	45	40	48	39	45	47

* Less than 0.5%.

** Based on those who gave their exact age.

	Diary-Acceptance Status				Household Travel-Mode Status			
	PARTI- CIPANTS (respondents:) (1,713)	----- NONPARTICIPANTS ----- TOTAL NONPARTI- CIPANTS (3,706)		ACCEPTED BUT NOT RETURNED (1,231)	DID NOT ACCEPT (2475)	BUS RIDERS (370)	CAR- POOLERS (218)	DRIVE- ALONE (SOV) (1124)
Household Size (All Members)								
One	18%	15%	13%	16%	20%	7%	19%	
Two	40	33	30	34	35	31	44	
Three	17	20	22	19	21	27	14	
Four	17	19	20	18	18	22	15	
Five	5	8	10	7	4	9	5	
Six or more	2	5	6	4	2	4	2	
Refused	0	*	0	1	0	0	0	
Mean	2.595	2.875	3.041	2.793	2.584	3.083	2.506	
Number of Household Members Age 18 or Older								
One	22%	19%	18%	20%	24%	11%	23%	
Two	66	61	63	60	57	70	68	
Three	9	13	14	13	15	14	7	
Four	2	5	4	5	4	5	2	
Five or more	*	2	1	2	*	*	*	
Refused	0	*	0	1	0	0	0	
Mean	1.929	2.106	2.072	21.23	1.995	2.128	1.869	
Number of Household Members between Age 6 and 17								
None	73%	68%	62%	72%	73%	62%	75%	
One	14	16	18	15	14	22	13	
Two	10	11	14	10	10	13	9	
Three	2	3	5	3	3	3	2	
Four or more	1	1	2	1	*	*	1	
Refused	*	1	*	1	0	0	*	
Mean	0.433	0.532	0.680	0.458	0.435	0.587	0.402	
Number of Household Members under Ave 6								
None	83%	82%	79%	83%	88%	72%	83%	
One	11	12	15	11	9	20	10	
Two	6	5	6	5	2	8	6	
Three or more	*	1	1	*	1	*	*	
Refused	*	1	*	1	*	0	*	
Mean	0.235	0.246	0.3	0.221	0.154	0.376	0.234	

* Less than 0.5%.

	Diary-Acceptance Status				Household Travel-Mode Status		
	PARTICIPANTS (respondents:) (1,713)	-----NONPARTICIPANTS-----			-----DIARY RETURNERS-----		
		TOTAL NONPARTICIPANTS (3,706)	ACCEPTED BUT NOT RETURNED (1,231)	DID NOT ACCEPT (2475)	BUS RIDERS (370)	CAR-POOLERS (218)	DRIVE-ALONE (SOV) (1124)
Employment outside the Home							
No one	17%	19%	12%	22%	11%	0%	23%
One household member	38	30	31	30	35	34	40
Two	38	39	45	35	45	54	33
Three or more	7	13	13	13	10	12	5
Don't know/Refused	*	*	0	*	0	0	*
Mean	1.362	1.512	1.626	1.455	1.559	1.807	1.210
Number of Working Vehicles Available to Household							
None	4%	5%	5%	5%	13%	1%	1%
One	24	23	21	23	28	15	25
Two	43	38	38	37	34	48	45
Three	19	20	21	20	17	20	19
Four	7	9	8	9	6	8	7
Five or more	3	6	7	6	3	8	3
Don't know/Refused	0	*	0	*	0	0	0
Mean	2.120	2.279	2.319	2.259	1.832	2.431	2.156
Annual Household Income							
Below \$7,500/year	2%	3%	4%	2%	4%	1%	2%
\$ 7,500 - \$14,999	8	9	8	9	8	5	8
\$15,000 - \$24,999	15	14	13	15	21	10	14
\$25,000 - \$29,999	9	9	10	8	10	8	11
\$30,000 - \$34,999	13	11	13	10	11	18	13
\$35,000 - \$49,999	25	21	24	19	23	28	26
\$50,000 - \$69,999	12	10	13	9	14	15	11
\$70,000 and above	7	6	8	5	4	10	7
Refused, below \$30,000**	1	3	1	4	1	1	1
Refused, above \$30,000**	2	4	2	5	2	2	2
Complete Refusal	4	8	3	11	2	2	5
Don't know	1	2	1	3	1	0	*
Mean	\$37,982	\$36,730	\$38,760	\$35,514	\$35,583	\$42,661	\$37,852

* Less than 0.5%.

** Refused to be more specific.

Demographic

There are very few demographic differences between the diary returners and non-respondents, as seen in the table following this section. This finding provides encouragement that nonresponse bias is minimal. Only in the following demographics were any differences realized (and these are small differences):

- Kitsap County had the highest participation rate (38%); Pierce and Snohomish had the lowest (30%, and 29%, respectively).
- Nonrespondents resided in larger households (a mean of 2.88 household members) than did diary returners (2.60). This is also reflected in the number of household adults (2.11 to 1.93), children between 6 and 17 (0.53 to 0.43), employed household members (1.51 to 1.36), and number of household vehicles (2.28 to 2.12).
- No major differences were found in such demographic attributes as age, length of residence, and income.

Behavior and Attitudes

Diary returners and nonrespondents did not differ much behaviorally or attitudinally. The following differences, though statistically significant, are not very large. Diary returners seem to be a little more concerned about high occupancy vehicle issues, and this should be kept in mind when extrapolating panel results.

- More diary returners felt that their county is an excellent place to live than did nonrespondents (43% to 38%).
- Priorities about transportation planning differed slightly between these two groups. More nonrespondents placed high priority on building new freeways (24%) than did the diary returners (19%). More diary returners, on the other hand, placed high priority on providing more bus service (41% to 38%) and building a rail transit system (44% to 39%).

Comparison of Travel-Diary Returners by Travel Mode

Among diary returners, many significant differences were evident between the subgroups who use different travel modes. Among the 1,713 Travel Diarists, 1,124 (66%) were from drive—alone households, 370 (22%) had at least one regular bus rider, and 218 (13%) had members who carpool to work. Demographic, behavioral, and attitudinal differences between these subsamples are noted below.

Demographics

Demographic differences between the travel-mode subsamples were found in every demographic trait studied:

- The groups are clearly differentiated by age. The mean age for telephone respondents in drive—alone households was 46.3; for respondents from bus rider households the mean age was 43.1; and for respondents from carpooler households the mean age was 38.5.
- Related to age, length of county residence differed by travel mode. A higher proportion of drive-alone households had lived in their county twenty or more years (47%) than among the bus rider households (39%). Similarly, 18% of drive—alone households had been at their current residences for twenty or more years, compared to just 10% of bus riders and 8% of carpoolers.
- The households with carpool commuters tended to be larger than other households. The mean household size for this group was 3.08, compared to 2.58 for bus rider households, and 2.51 for drive—alone households. This difference is mainly reflected in the number of children in these households. Twenty—eight percent (28%) of carpooler households had children under six, compared to 12% of bus rider households and 17% of drive—alone households. Likewise, 38% of carpool households had children between 6 and 17, compared to 27% of bus rider households, and 25% of drive-alone households.
- Income also differentiates the groups. Carpooler households had the highest mean income, \$42,661. Drive—alone households averaged \$37,852, and the households with a regular bus rider had a mean income of \$35,583.
- Bus rider households were more likely to be “transit dependent” -- 13% did not have a working vehicle. This compares with just 1% of other households.
- By definition, the carpool households contained at least one member who is employed outside of the home. One third (34%) had one such worker, and

66% had two or more. Among the households with at least one regular bus rider, 11% have no outside worker, 35% had one, and 55% had two or more. The drive—alone households were defined as having neither carpoolers or regular bus riders. Among these households, 23% had no members employed outside the home, 40% had one such worker, and 38% had two or more.

Attitudes and Behavior

Only three behavioral or attitudinal differences exist between the travel mode subsamples:

- Telephone respondents from bus rider households were the most likely to place high priority on building more bus and carpool lanes (53%). This compares to 45% of the carpool household respondents and 36% of the drive—alone household respondents.
- Respondents from bus rider households placed high priority on increased bus service (60%) in greater proportions than carpool household respondents (38%) and drive—alone household respondents (36%).
- Respondents from carpool households were slightly more likely to place high priority on building more freeways (25%) than were bus rider household respondents (17%) and drive—alone household respondents (19%).

IV. APPENDICES

Appendix A: Travel Diary Participant Materials

Appendix B: Travel Diary Coding Instructions

Appendix C: Copies of Telephone Questionnaire Used

APPENDIX A

Travel Diary Participant Materials

Three cover letters (*one for each incentive alternative*)

For each county:

- two Instruction sheets (\$10, \$1 & no-incentive)
- sample diary form

PSCOG

Grand Central on the Park

216 First Avenue South

Seattle, WA 98104

(206) 484-7090

SCAN 576-7090

FAX (206) 587.4825

September, 1989

Dear Panel Member:

Welcome to the Puget Sound Transportation Panel!

This is a new effort to collect information on travel in the region. Information from this project will help shape important decisions on transportation facilities such as highways, roads, transit and carpool services. This panel is the first of its kind in an urban area in the United States.

Your household was chosen at random. The information you provide will be strictly confidential and will be combined with other households to analyze travel patterns and needs in the region. The PSCOG is relying on you and the 1600 other households to make this panel a success.

Please have each member of your household, age 15 and above, record all of their trips for **two days**, starting with the day marked on the travel log. Each person should use the log with his or her name written in the corner. Instructions and an example are enclosed.

Gilmore Research Group in Seattle is conducting the survey work. If you have any questions, please call Denise Bauman or Pat Fullmer at 726-5555. The project manager at the PSCOG is Elaine Murakami (464-5355).

The Gilmore Research Group will mail a \$10.00 "Thank You" to- you when they receive your completed diaries. This project is funded by a grant from the Power Washington funds administered by the State of Washington. No state or local tax dollars are involved.

The PSCOG will be in touch with you again in January or February of 1990, and once again in the fall of 1990.

Thank you for your help.

Sincerely,

Tim Hill
King County Executive
President, PSCOG

September, 1989

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One dollar is attached to each person's travel diary as a small "thank you" for your effort. This project is funded by a grant from the Power Washington funds administered by the State of Washington. No state or local tax dollars are involved.

The PSCOG will be in touch with you again in January or February of 1990, and once again in the fall of 1990.

Thank you for your help.

Very truly yours,

Curtis R. Smelser
Executive Director

PSCOG

Grand Central on the Park

216 First Avenue South

Seattle, WA 98104

(206) 484-7090

SCAN 576-7090

FAX (206) 587.4825

September, 1989

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Tim Hill
King County Executive
President, PSCOG

APPENDIX B

Travel Diary Coding Instructions

TRAVEL DIARY: CODE LISTS - *REVISED*

GENERAL NOTES

Read the travel diary instructions that were sent to people who agreed to fill out these diaries. This will help you understand the purpose of the diaries and what the respondents might have been thinking of when they were filling them out.

Use red pens to write codes in the section marked “For Office Use Only” on the diaries. On the diary forms, each row is a trip, and each trip’s information will be coded in the same row as the trip. Notice that ledger lines have been printed to allow for the correct number of spaces needed to code each data item for each row.

After you’ve coded an entire household’s set of diaries, put your initials in the upper right-hand corner of the top page.

Code the diaries as best you can, looking over other pages and the attached invitation sheet to help clarify information. Use colored clips to mark the right edge of pages where there are questions to be answered. Attach a note there if it is a coding problem. Write a note on the flip side of the invitation sheet if there needs to be a call-back for clarification. Respondents will be called back by the reminder/call-back people.

I. EDITING THE DIARIES

The first thing to do before making any marks on a diary is to look over all the pages to see that each day makes sense. In other words, make sure that you can tell everywhere the person went on the days reported, how they got there, how long the trip was, etc.

Make sure there are the same number of diaries stapled together as were sent out to the household (*see attached invitation sheet for this information*). Make sure the diary packets are in order by person number. Household sets with missing diaries should be sent to the reminder/call-back people to be called back. If no clarification why diaries are missing is available, then this diary should have an explanatory note attached and be put aside without being coded. They will be used later only if absolutely needed.

People who have moved or who are away at college are not to be considered household members. Put a slash across and write “not needed” on each of their pages. Cross out this person’s information on the invitation sheet and move the information for people under them one line to compensate.

Note which days of the week the household was supposed to have filled out the diary -- the round, colored sticker will indicate the first one of two. If the household did not fill out this day of the week, mark the edge of the first diary page with a colored clip, write on the flip side of the invitation sheet something like “did not fill out Tuesday,” and send the entire diary packet to the reminder/call-back people. This household will need to be called back to see why they didn’t fill out the given day. If it is because the person(s) went nowhere, then the affected diaries should all be redone by checking the “Went Nowhere” box. However, if the entire household filled out a day other than the one assigned, we will still keep, code, and use the diary. Just be sure the entire date reflects the day that was really reported.

Days during which people stayed at home should have the starting address written in the top center box. The day and the date should also be coded, and the box in the upper right-hand corner of the page checked.

“Address or Nearest Intersection to Where You Started This Day” must be filled out for each diary page.

Each row corresponds to one trip. Rows must be filled out consecutively from the top down, with no blank rows until end of day. All codes must be moved up to fill in any blank rows.

Although space for only 11 rows is printed, we can accept up to 18 trips. Trip 12 is to be written on the bottom of the page, with codes to the right, as usual. If the respondent indicates more than 12 trips, then start a new diary page with the additional trips. Be sure to mark out the printed trip numbers on this additional page and renumber the page in red beginning with Trip 13 in place of printed Trip 1. Do not write a “starting address” in the box at the top of this additional page.

You need to fill out a row for “trip home” at the end of the day, if it’s not already done and it’s obvious they got home by 12:59 a.m. of the following day.

If someone neglects to put in a “trip home” in the middle of the day, then this “trip home” row will have to be inserted and the following rows moved down. If this is necessary, then put a

slash across the “bad” page, fill out a new, clean diary page correctly, code the information, and staple this new sheet on top of the respondent’s sheet (*staple upper right-hand corner only so that we can refer to the original, if needed*).

Draw a line through information in rows that does not pertain to a “real” trip, as defined by the instructions they received. A “real” trip is one in which you leave a place intending to go somewhere else to do something. However, “real” trips are NOT:

- Walking over to a close neighbor’s to visit;
- Walking to the nearest bus stop;
- Going to a different floor in a building;
- Going to a different store in a mall/shopping center/city block;
- Riding a bus to a transfer point for another bus (the “real” trip here is from the time a bus is first boarded to the time the respondent gets off the last bus at the intended destination);
- Going on a leisure walk/jog (*however, getting to the place to do the walking/jogging is a real” trip*).

However, it is a valid trip if someone goes to a store and later goes to another store more than one block away. On the other hand, if someone parks a car and then walks to several different shopping places near each other, only the drive to the parking space and the drive away from that parking space are valid trips.

When you have to cross out rows (*for invalid trips, etc.*), then transfer the entire page to a new sheet and continue coding from there.

Check trip times to make sure they are consecutive. If they are not, then fill out a new sheet with the trips in correct order.

* *NOTE*: There is no need to clip a work-bound or a home-bound trip which is divided up among more than one travel mode. For example, someone who says he/ she drives to a park-and-ride lot, takes a bus, takes a ferry by foot, then takes a bus to go to work will have four (4) trips with a code “01” in the “Why?” column. However, if the person says that he/she does shopping, etc. on the way to/from work, then we’ll code that portion of the trip as nonwork.

II. CODING THE DIARIES

Use the provided code lists and refer to the sample diary page to code the needed information in red on the diary pages and on the invitation sheet.

Be sure to add zeroes where necessary to fill in all the computer-card columns dedicated to an item (indicated by the number of printed spaces):

- Date: Make sure date is coded as two numbers.
For example, October 1st should be coded as “01” (*note inserted zero*). If the respondent’s writing is unclear, write date codes under the written date.
- Times: Add leading zeroes in military-time designation. For example, code “1:30 a.m.” as “0130.”

THERE CAN BE NO BLANKS IN THE DATA FIELD.

USE CODE “0” OR “00 FOR MISSING DATA.

NOTES ABOUT SPECIFIC DATA REQUESTED FOR THE TRAVEL DIARIES

Then Where? - We must put a colored clip and a note on any addresses that are too vague to pinpoint (something like “Southcenter Mall” is fine, however, “Safeway in Federal Way” is not). These diaries should be looked at by the coding/editing supervisor, and then called back by the phone center if necessary. If a call-back needs to be made, the needed information should be noted on the flip side of the invitation sheet. After the call-back, the more specific information should then be written in red in the space, to clarify the vague address already written in by the respondent.

Trips made out of the PSCOG area - The PSCOG study area is made up of four counties: King, Kitsap, Pierce, and Snohomish (*refer to a map if you have any questions about what towns are in these four counties*). We do not need to code any trips that begin and end outside this four-county area, for example, a trip from Olympia to Tumwater. We only need to code the trip that takes them out of the area, and the trip that brings them back into the area.

If someone goes to the airport and then leaves town, code the person as ending a trip at the flight destination. If they come back on the same day, have their next trip as going to the airport. Otherwise, leave them at the flight destination as the last trip of the day.

Why? - Code purpose of trip here.

How? - When someone combines modes of travel (*like* “walk/bus”), give preference to the vehicular mode (“bus,” *in this case*). Code “carpool” if “car” and two or more people are in the vehicle (*done in data processing*).

Driver or Rider? - Circle the correct response in this column if it’s missing and needs to be put in (*i.e.*, if the person took a vehicular trip). If respondents take the bus, be sure that they circled “R” for “rider.”

Time Started/Time Arrived - Check that people filled in how long the trip took, not how long it took to do the errand. If the respondent filled out the time for the entire event (for example, saying that a “school” trip lasted from 1:30 a.m. to 2:30 p.m.), then shorten the trip time by estimating how long it should have taken the person to get to the destination. Use common sense to estimate, look at maps to check distances, or check other diary pages to see if the trip is repeated elsewhere. Code one minute after midnight as 2401.

How Many In Your Group? - Check that an appropriate response is filled out here. For example, if the respondent is a rider in a car, there must be more than one person noted in this column (yes, we do count the respondent). Also, for bus trips, write in “1” if the respondent says that there were “a lot of people” on the bus; we are only concerned with fellow bus riders that are intentionally accompanying the respondent. Use code “9” for more than nine people in the respondent’s traveling group.

Who? - Do not code this if the person was alone on the trip. You can, however, code up to three different types of relationships in this space. If there are more than three relationships represented, then code for the greatest variety. If there are two or more of the same relationship, use the code only once.

Number Of Trips - On the upper right-hand corner of the area marked “For Office Use Only,” write in the number of trips recorded for that person for that day. Be careful to add leading zeroes for “number of trips,” if needed. If the person did not go anywhere on that day, code “00” as the number of trips.

ADDENDUM -- LIST OF THINGS TO “CLIP AND NOTE”:

Every once in awhile, there is something in a diary that needs to be looked at by more than one person, something we have to make a decision on, either among ourselves or with the client. For all of these situations, coders need to attach a descriptive note near the “trouble spot” and attach a plastic colored clip to the right edge of the affected diary page. This way, the coding/editing supervisor or another designated person can quickly find problem spots, for example:

- Missing diaries -- the number of diaries you code in each household should match the number they were sent. Refer to attached invitation sheet to check how many people in the household were sent diaries to fill out.
- Several business trips in succession -- some people go from place to place as part of their work (*such as* sales representatives, plumbers). What we want to code here is the first trip they took going to the first place they started work, followed by the trip they took from this place to wherever they went after work. If it is not possible to do this on a diary, clip and note the problem on an attached piece of paper on the front of the affected diary page.
- Any other questions you have.

III. CHECKING THE RETURNED PACKETS

- A. Each morning, check Inter-office delivery for large white envelopes returned with incomplete or wrong addresses. Match the wrong address with its invitation sheet to check for possible corrections. If this does not clarify the address, try to call back the respondent and get the address cleared up. Give the corrected addresses to the typist for remailing.
- B. Open each of the white return envelopes and check the household number.
- C. Go to the reminder/call-back stacks and match this packet of travel diaries to the original invitation sheet.
- D. Put the individual diary packet In order by Person Number, found in the upper left-hand corner of each diary sheet.
- E. Check to see that each person noted on the invitation sheet actually filled out a diary.

- » If all participated, then:
 - a. Check to see which day the adults actually started filling the diaries out. This may or may not be the day they were asked to fill it out.
 - b. Enter cover-sheet information using the VEDIT computer program.
- » If all did not participate, then staple the packet together in Person Number order and send to the reminder/call-back person(s).
- F. Send the checked diary packets to the person in charge of mailing the ten-dollar incentive payments.

IV. PAYING THE \$10 INCENTIVE

- A. Each day, after all the diaries received for the day have been checked and logged in, the person in charge of paying the ten-dollar incentive should get the stack of invitation sheets with the diaries attached.
- B. Type the household address.
- C. Fold a thank-you letter around the ten-dollar bill and insert into the envelope.
- D. Seal and affix postage.
- E. Mail. Record on the invitation sheet the day that the incentive was sent.
- F. Send the assembled diary-invitation packets to those involved with editing and coding the data.

MONTH (cc 7)

- 1 - September
- 2 - October
- 3 - November
- 4 - December

WHY? (cc 17-18)

- 01 - Work — making money, volunteer labor
- 02 - Shopping — buying concrete things
- 03 - School — has to involve actually going to a school to learn, not as an employee (see code 09)
- 04 - Visiting friends/family
- 05 - Free-time activities — nontask-oriented, *like entertainment, dining, theater, sports, church, clubs, walk, hike, library, video rental, Bible class, etc.*
- 06 - Personal business/errands — getting a service done/transaction completed, *like banking, going to the gas station, cleaners, a job interview, day-care, picking someone up, going to the airport, etc.*
- 07 - Appointments = activities that must be done at a particular time, *like going to the doctor, dentist, meetings, hair appointments, etc.*
- 08 - Home — returning home
- 09 - College/University/Technical school (*only when it is obvious and not as an employee*)
- 00 - Missing data

HOW? (cc19- 20)

- 01- Car/Van/Truck
- 02- Vanpool (*if noted*)
- 03- Carpool = 2+ persons in a car/van/truck
(*coded in data proc.*)
- 04 - Bus/Streetcar
- 05 - Para-transit bus/van
(*for handicapped/elderly*)
- 06 - Taxi
- 07 - Walk
- 08 - Bike/Skateboard
- 09 - Motorcycle/Moped
- 10 - School bus (*when stated*)
- 11 - Ferry ride with vehicle
- 12 - Ferry ride on foot
- 13 - Monorail
- 14 - Boat
- 15 - Train
- 16 - Plane
- 00 - Missing data

WHO? (cc 31-33)

- 1 - Spouse/Cohabiting significant other
- 2- Child household member (<15 yrs. old)
- 3- Adult household member (15+ yrs.)
- 4- Nonhousehold family member
- 5- Co-worker/client
- 6- Adult friend(s)
- 7- Child friend(s)
- 0- Missing data

NOTE: Do not code “self”

DRIVER/RIDER (cc 21)

- 1 - Driver
- 2 - Rider
- 3 - Not applicable

APPENDIX C

Telephone Questionnaire

THE GILMORE RESEARCH GROUP
 2324 EASTLAKE AVENUE E, #300
 SEATTLE, WA 98102-3306
 206-726-5555
 JOB # 2675

RESP.#: _____

Tan 1
 Pink 2
 Yellow 3

1-4

5

COG TRAVEL PANEL SURVEY

Tel. # (206) ___ ___ - ___ ___ ___ DATE: _____

6-12

INTERVIEWER: _____ ID #: _____

13-15

RESPONDENT NAME: _____

STOP TIME: _____ TOTAL TIME: _____

16-17

START TIME: _____

(FOR MAILING): For mailing, what is the correct spelling of your last name?
 Your address? Is there an apartment number? And your Zip Code, please?
 READ BACK ALL MAILING INFORMATION. VERIFY SPELLING. THANK THE RESPONDENT.

NAME OF RESPONDENT: _____

MAILING ADDRESS: _____

CITY: _____, WA ZIP CODE: 98 ___ ___

Are there any questions you would like to ask me about the travel diary or about the Household Travel Survey? ANSWER IF POSSIBLE.

VERIFY AND WRITE IN PHONE NUMBER ABOVE

Thank you for agreeing to be in the Household Travel Survey. We'll mail the [# TO BE MAILED] travel-log diaries for your household within a day or two, and you should have them within a week. When all the logs are completed and returned, we will send you two dollars as a thank-you for your household's help.

Hello, this is _____ of The Gilmore Research Group. We are working with the Puget Sound Council of Governments and local transportation planners on a study of travel patterns and needs in the four-county Puget Sound area. May I speak with a male or female head of the household, eighteen years of age or older?

1. First, what county do you live in? **DO NOT READ.**

ASK Q. 2 <-----	King	1
	Kitsap	2
	Pierce	3
	Snohomish	4
THANK & TERMINATE <-----	Other/Refused	5

18

2. And what is your home Zip Code? 9 8 ___ ___ ___
 Don't know/Refused 999

19-21

3. How would you rate _____ County as a place to live? Would you rate it as . . .
 READ 1-4:

Excellent	1
Good	2
Only fair	3
Poor	4

Don't know/Refused	5

22

4. How long have you lived in your current residence? *DO NOT READ. RECORD BELOW*

5. And how long have you lived in your county? *DO NOT READ*

	Q. 4 At Current <u>Residence</u>	Q.5 Lived in <u>County</u>	
Less than one year	1	1	24
One to five years	2	2	
Six to ten years	3	3	
Eleven to twenty years	4	4	
More than twenty years	5	5	
Don't know/refused	6	6	

6. One topic that has received a lot of attention recently is traffic congestion. How would you describe traffic congestion problems in you own area? Would you say they are . . .
READ 1-3:

	Critical	1	25
	Serious, but not critical	2	
or	Not a serious problem here	3	

	Don't know/refused	4	

7. The following is a list of five ways to help solve traffic congestion problems in your area. Please tell me if it would be high priority, medium priority, or low priority. *ROTATE:*

	<u>High</u> Priority	<u>Medium</u> Priority	<u>Low</u> Priority	Don't know/ <u>Refused</u>	
[] a. Building more freeways	1	2	3	4	26
[] b. Building more arterials	1	2	3	4	27
[] c. Building more lanes for buses and carpools	1	2	3	4	28
[] d. Providing more bus service	1	2	3	4	29
[] e. Building a rail transit system	1	2	3	4	30

8. How many people in your household, age fifteen or older, ride a local bus *at least four times a week*? Please count a round-trip as two rides. *CIRCLE ONE:*

0	1	2	3	4	5	6	7	8 or more	Don't know/ <u>refused</u>	9	31
---	---	---	---	---	---	---	---	-----------	-------------------------------	---	----

IF "0" SKIP TO Q. 9

8a. Which bus system is that?

METRO	1	32-34
Community Transit/CT	2	
Everett Transit	3	
Pierce Transit	4	
Kitsap Transit	5	
Other (SPECIFY):	6	

Don't know/refused	7	

9. About how far from you home is the nearest bus stop? *DO NOT READ.*
CIRCLE ONE ONLY.

- | | | | |
|-------------------------------|---|---|----|
| Blocks: | | 1 | 35 |
| Within two blocks | 2 | | |
| 3 - 5 blocks | 3 | | |
| More than five blocks | | | |
| Miles: | | 4 | |
| Within one-fourth mile | 5 | | |
| Over 1/4 mile; under 1/2 mile | 6 | | |
| Over 1/2 mile; under 1 mile | 7 | | |
| Over 1 mile | 8 | | |
| Other (SPECIFY): | 9 | | |
| ----- | | | |
| Don't know | 0 | | |
| refused | | | |

10. How many household members are employed outside the home? *CIRCLE ONE:*

<div style="border: 1px solid black; padding: 2px; display: inline-block;">0</div> ↓ SKIP TO Q. 13	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">1</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">2</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">3</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">4</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">5 or more</div> ↓ ASK Q. 11	<u>Don't know/refused</u> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;">6</div> ↓ SKIP TO Q. 13	36
--	--	--	----

11. How many, if any, in your household carpool or vanpool to work? Please count family members riding together also. *CIRCLE ONE:*

<div style="border: 1px solid black; padding: 2px; display: inline-block;">0</div> ↓ SKIP TO Q. 13	<div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">1</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">2</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">3</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">4</div> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-right: 10px;">5 or more</div> ↓ ASK Q. 12	<u>Don't know/refused</u> <div style="border: 1px solid black; padding: 2px; display: inline-block; margin-top: 5px;">6</div> ↓ SKIP TO Q. 13	37
--	--	--	----

12. Would that be four or more trips per week? Please count each way as one trip. *IF MORE THAN ONE PERSON, TAKE ONE WHO CAR/VANPOOLS MOST FREQUENTLY.*

- | | | |
|--------------------|---|----|
| Yes | 1 | 38 |
| No | 2 | |
| Don't know/refused | 3 | |

13. These next questions are to help us group your answers with the answers of other people in the survey.

How many cars, vans, pick-up trucks, or motorcycles in working condition are available for use by members of your household? Please include company cars. *DO NOT READ.*

0 1 2 3 4 5 6 7 8 or more	<u>Don't know/refused</u> 9	39
---	--------------------------------	----

14. Including yourself, how many people are currently living in your household? *DO NOT READ. RECORD BELOW.*
15. How many of these are age eighteen or older? *DO NOT READ.*
16. And how many are between six and seventeen? (*IF ALL ARE NOT ACCOUNTED FOR DO NOT READ.*)
17. And under age six? (*IF ALL ARE NOT ACCOUNTED FOR DO NOT READ.*)

	40 Q.14 Total HH Members	41 Q.15 Total Adults	42 Q.16 Between Age 6-17	43 Q.17 Under Age 6
None	-	-	0	0
One	1	1	1	1
Two	2	2	2	2
Three	3	3	3	3
Four	4	4	4	4
Five	5	5	5	5
Six	6	6	6	6
Seven	7	7	7	7
Eight or more	8	8	8	8
Refused	9	9	9	9

NOTE: CODES IN Q.15/16/17 MUST EQUAL RESPONSE TO Q.14.

18. What is your age? *RECORD EXACT AGE GIVEN AND CIRCLE RANGE BELOW:*

	Refused	99	44-45
<i>IF REFUSED, ASK: "Is that . . .?"</i>	1-6:		
	18 - 24	2	46
	25 - 34	3	
	35 - 44	4	
	45 - 54	5	
	55 - 64	6	
	65 or over	7	

	Refused	8	

19. Is your total annual household income above or below \$30,000 per year? Is that . . .
IF "Below", READ 4-1; IF "Above", READ 5-8:

	Less than \$7,500	1	47
BELOW \$35,000	\$7,500 to \$15,000	2	
	\$15,000 to \$25,000	3	
	\$25,000 to \$30,000	4	
	\$30,000 to \$35,000	5	
ABOVE \$35,000	\$35,000 to \$50,000	6	
	\$50,000 to \$70,000	7	
	\$70,000 or more	8	
PROBE:	Don't know	9	
"Just your best estimate will do."	Refused – below \$30,000	0	
	Refused – above \$30,000	A	
	Refused all information	B	

20. As you may know, planning organizations at the local, county, and state levels are looking at transportation and people's needs. As a further part of this study, we are putting together a representative sample of households in King, Kitsap, Pierce, and Snohomish counties. The transportation patterns of the members participating in the survey will provide a unique snapshot of our region's travel behavior. Some of the information will be used in planning for highway systems, transit systems, the state ferry system, and local roads.

It is important that the survey be representative of diversity in the Puget Sound area. We would like to include your household. PAUSE FOR RESPONSE.

As a first step, all household members, age fifteen and older, will be asked to keep a record of local trips for two days. Actually, a lot of people find it kind of interesting to see where they really do go! PAUSE FOR RESPONSE.

Once or twice a year, panel households will be recontacted. It may be to learn more about the household members or update the information and to find out if people have made any changes. Would you be willing to be a Puget Sound Transportation panel household?

IF NEEDED: "That's what we do need -- people with all types of activity, from a lot to a very little. It is important that we do include people like yourself."

CONTINUE WITH Q.21 ← Yes, willing to participate 1 48

THANK, VERIFY TELEPHONE NUMBER, AND TERMINATE ← No, unwilling 2

21. First, I need to get some information about the members of your household for these travel logs. How many are 15 years or older?

Number of household members _____ 49-50
Don't know/Refused 99

BLANK 51-79

May I have their names so we can address the travel-log diary to each person? Let's start with you. Your first name is? RECORD NAME AND SEX BELOW. **END CARD 1
DUP 1-5**

RESPONDENT'S NAME PERSON #01

Male 1 8

Female 2

22. And who would the next person be -- their name? . . . And his/her age? 9-10
(AGE GROUP) 11

CONTINUE FOR ALL HOUSEHOLD MEMBERS, AGE 15 AND OVER. RECORD FIRST NAME, SEX, AND AGE FOR EACH ON RESPONDENTS SHEETS. THEN GO BACK TO Q.23a.

Now, let me ask you a few more questions about each person.

23a. Are you currently employed outside the home?

SKIP TO Q.23k <----- Yes 1 12
No 2
Don't know/Refused 3

23j. (IF "Yes":) How many days a week?

									<u>Don't know/Refused</u>	
DAYS:	1	2	3	4	5	6	7		8	62

23k. Do you currently attend school or college?

	Yes	1	63
SKIP TO Q.23p ←	No	2	
	Don't know/Refused	3	

23l. (IF "Yes, attend school":) What is the name and locaton of the school?

_____ 64-66

23m. And the town?

_____ 67-69

23n. How do you usually get to and from school?

	Car only	1	70-73
IF NO "Car only"	Bus	2	
SKIP TO Q.23k ←	Car/bus combination	3	
	Motorcycle	4	
	Bicycle	5	
	Walk	6	
	Other (SPECIFY)		
	_____	8	
	Don't know/Refused	9	

23o. (IF "Car only":) Do you drive alone, drive but with others, or ride with others?

Drive alone	1	74
Drive but with others	2	
Ride with others	3	
Take turns	4	
Don't know/Refused	5	

23p. (EVERYONE:) How many times a week do you ride the bus -- please count a round-trip as two rides?

	# of bus trips: _____		75-77
	Don't know/Refused	999	
SKIP TO Q.23r ←	None	000	

23q. Do you have a transit pass?

Yes	1	78
No	2	
Don't know/Refused	3	

23r. Do you currently have a valid driver's license?

Yes	1	79
No	2	
Don't know/Refused	3	

AFTER COMPLETING ALL HOUSEHOLD MEMBERS GO TO MAILING INFORMATION ON FRONT