



KONTIV 2001

Planning for the National Travel Survey in Germany

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- History and context of the NTS in Germany
- Approach for the study
- Design of the pilot study
- Pilot results and recommendations for the main survey
- Options and questions to be discussed

Basic design elements of KONTIV-surveys in West-Germany



	1976	1982	1989
Survey-mode	SAQ mail		SAQ Interviewer
Target population	Households speaking German		
Persons eligible	From 10 years		From 6 years
Diary days	2 or 3	1	1
Net sample size persons	41 000	39 000	42 000
Response rates	72 %	66 %	64 %





- No institutional continuity for NTS in Germany
- Long time interval since last survey
- No NTS for East-Germany
- Methodological developments in survey design
- Little scientific knowledge-sharing for methodology



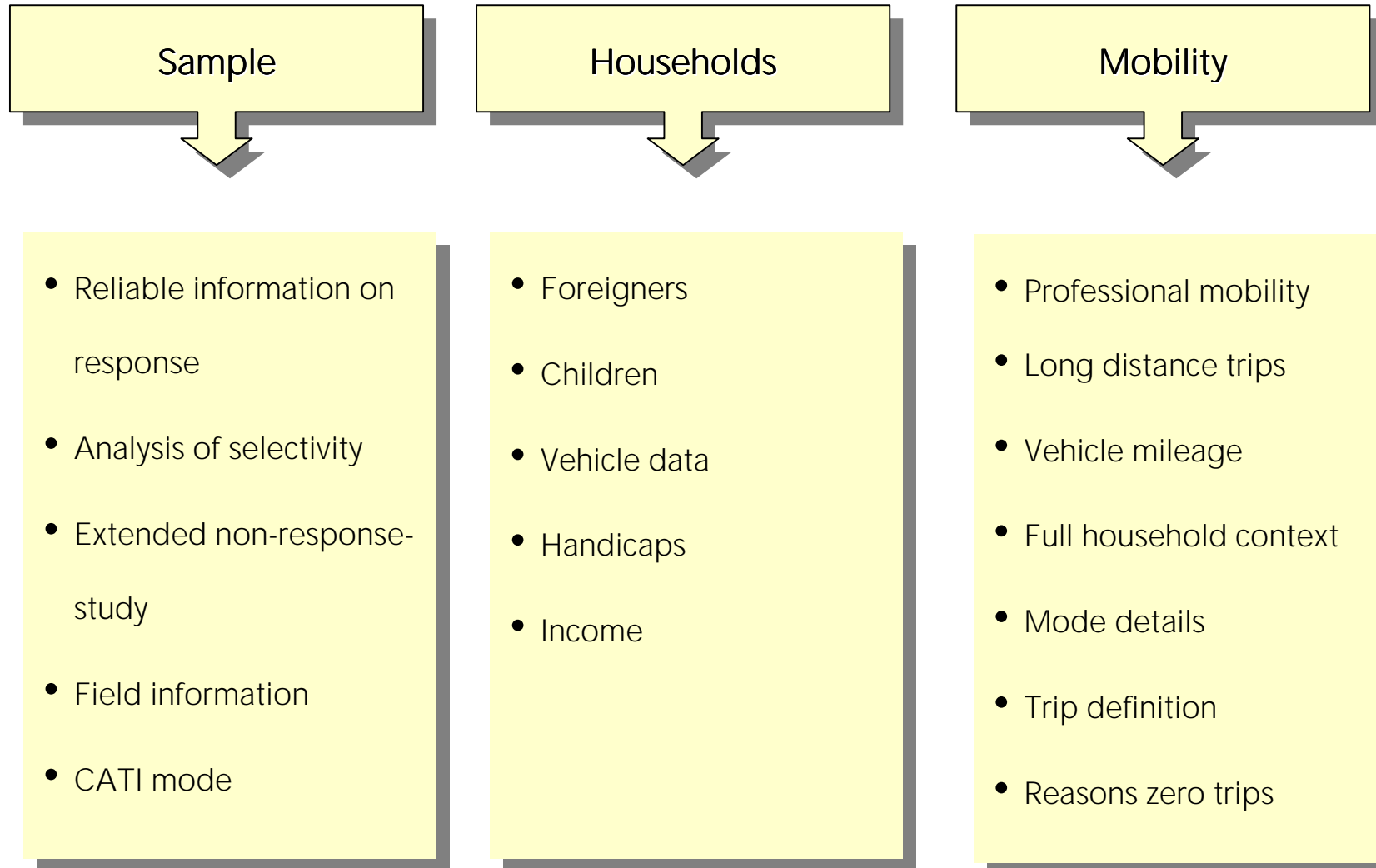
PILOT STUDY

- nation-wide random sample of population registers by types of region (BBR), 32 municipalities
- Development of the survey instruments
- Decisions concerning core components and options
- experimental design (2,400 households)
- including a combination of different survey methods (mail only and a mixed mode by phone/mail)
- Comparison of different versions
- Selectivity analyses
- Determination of the method concerning the main study



MAIN SURVEY (autumn 2001 to summer 2003)

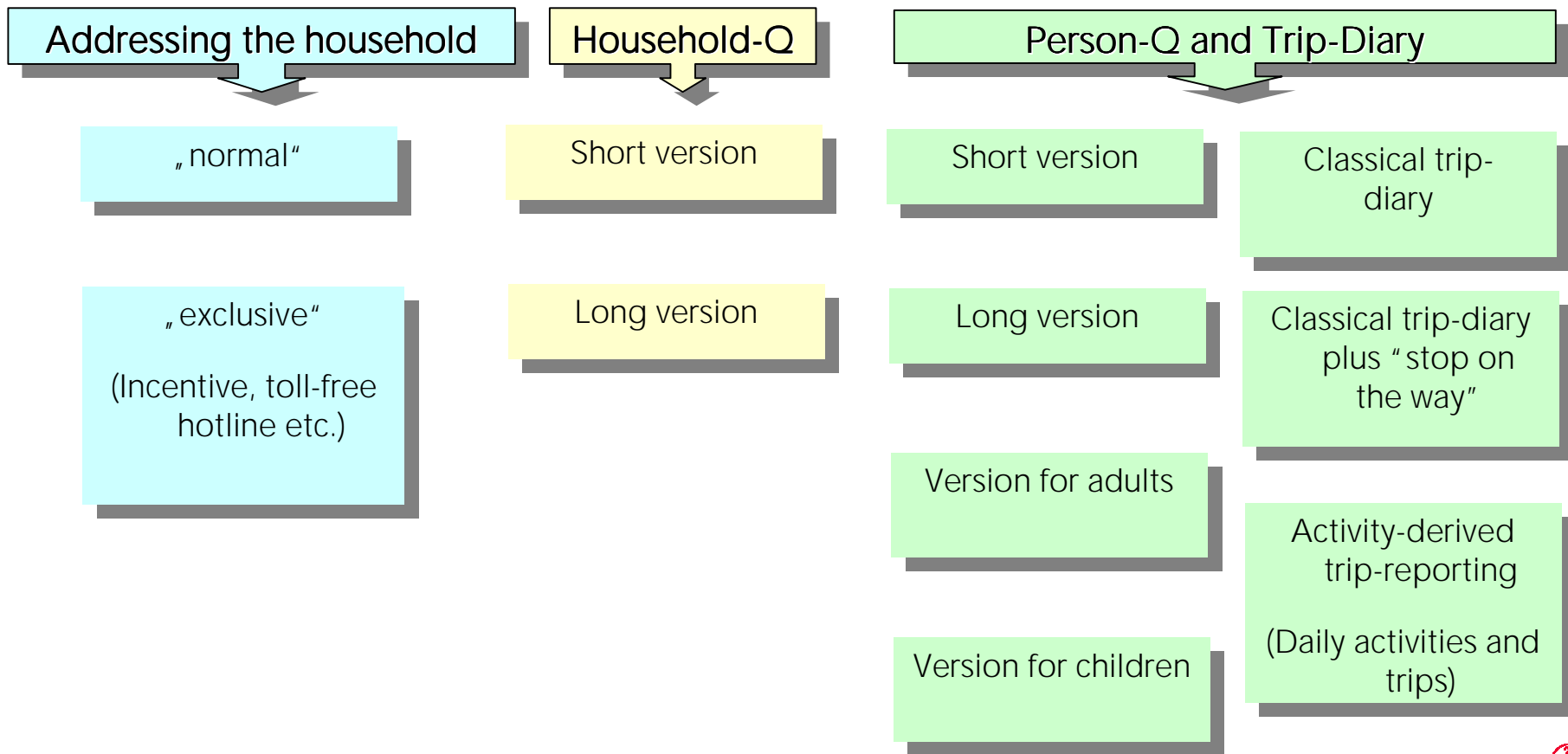
- Size of random sample net 25,000 households based on population registers
- States or regions add-on by app. another 24,000 households
- Collection of information of the whole household
- Survey guided by fixed diary-dates and lasting 12 months
- Non-Response-Study



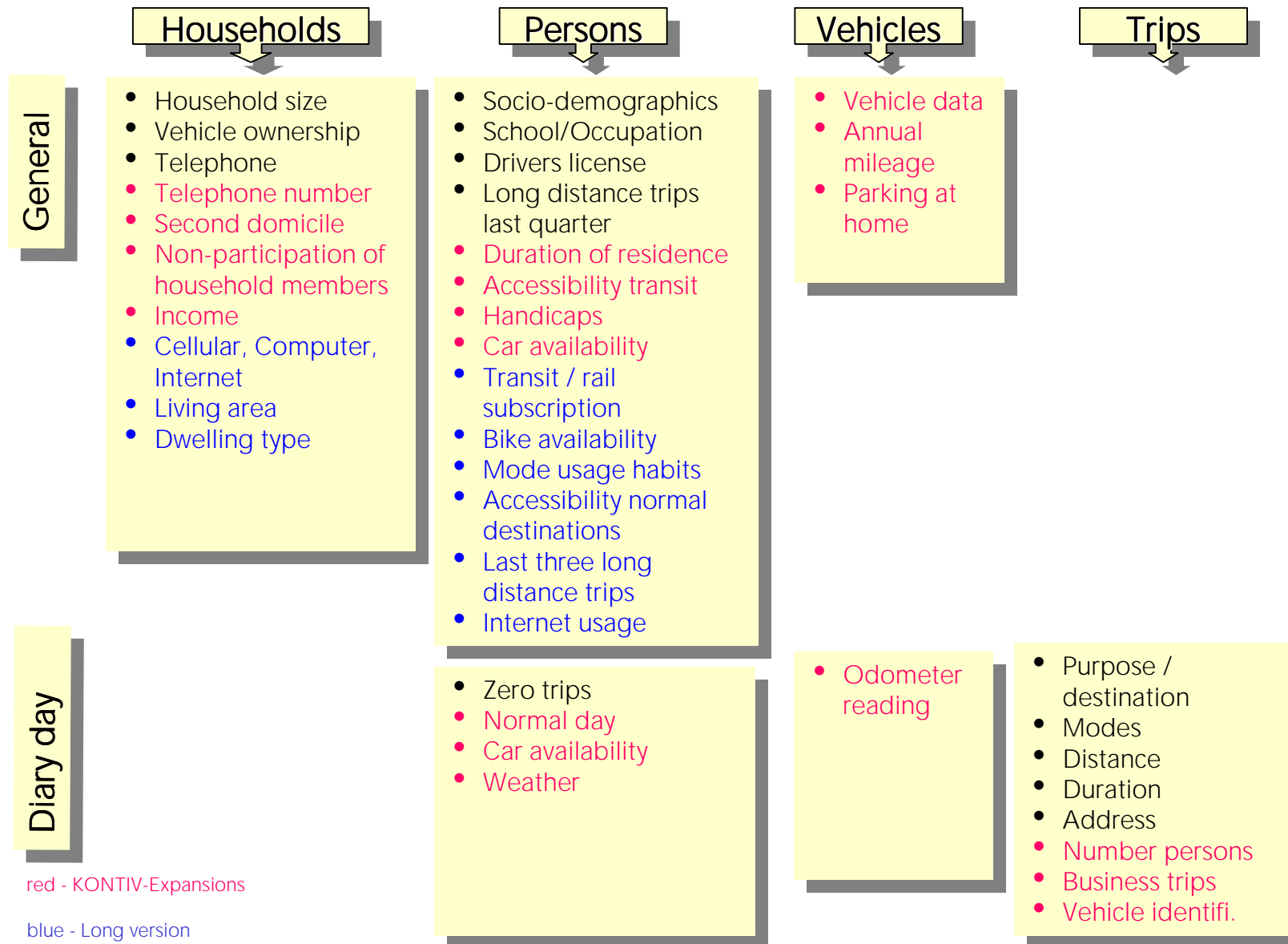
KONTIV 2001 Pilot Study: Elements of Variation in the Instruments



For MAIL and CATI modes



KONTIV 2001 Pilot Study: Survey Contents

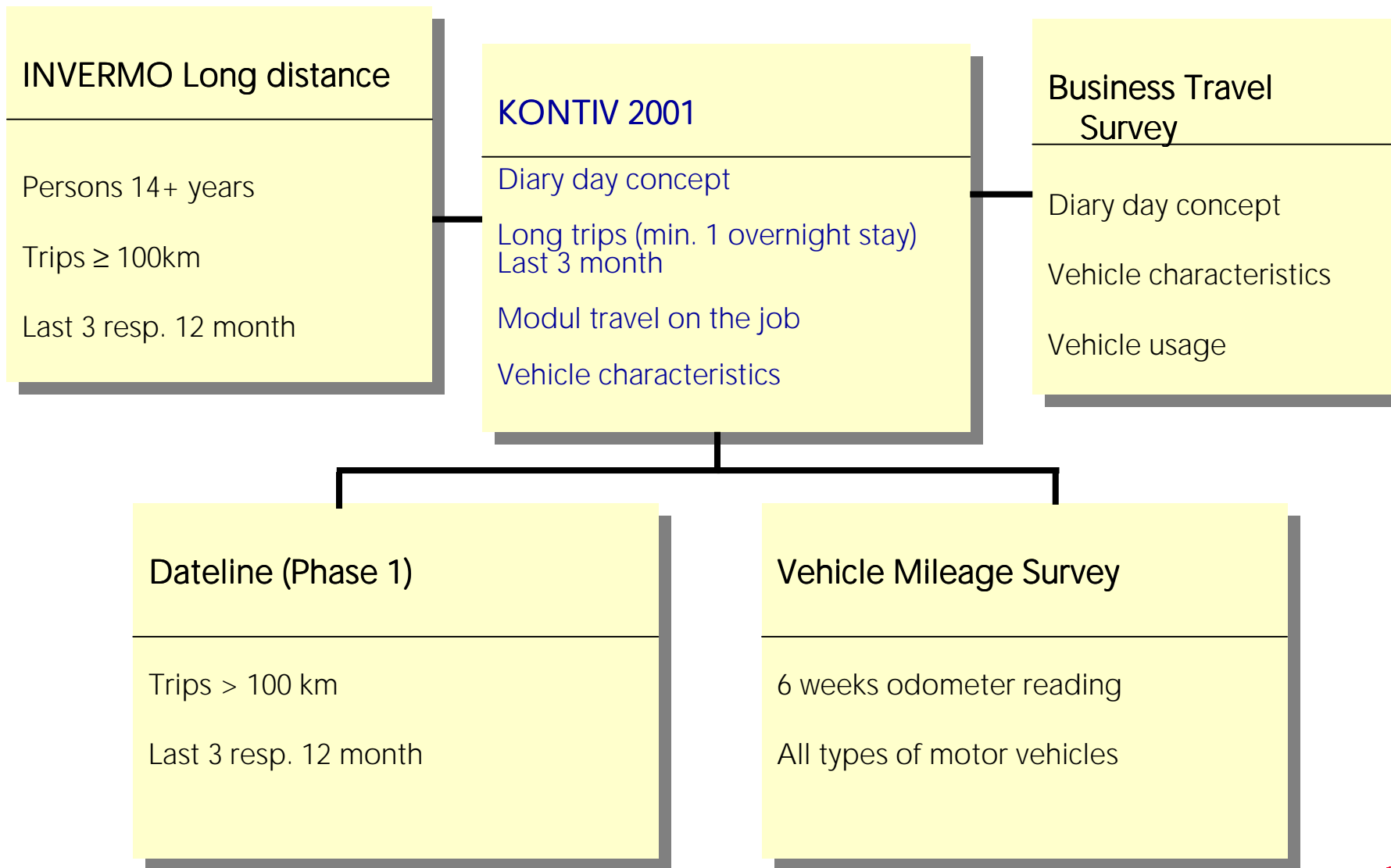


red - KONTIV-Expansions

blue - Long version



KONTIV 2001: Linkages to other current Surveys



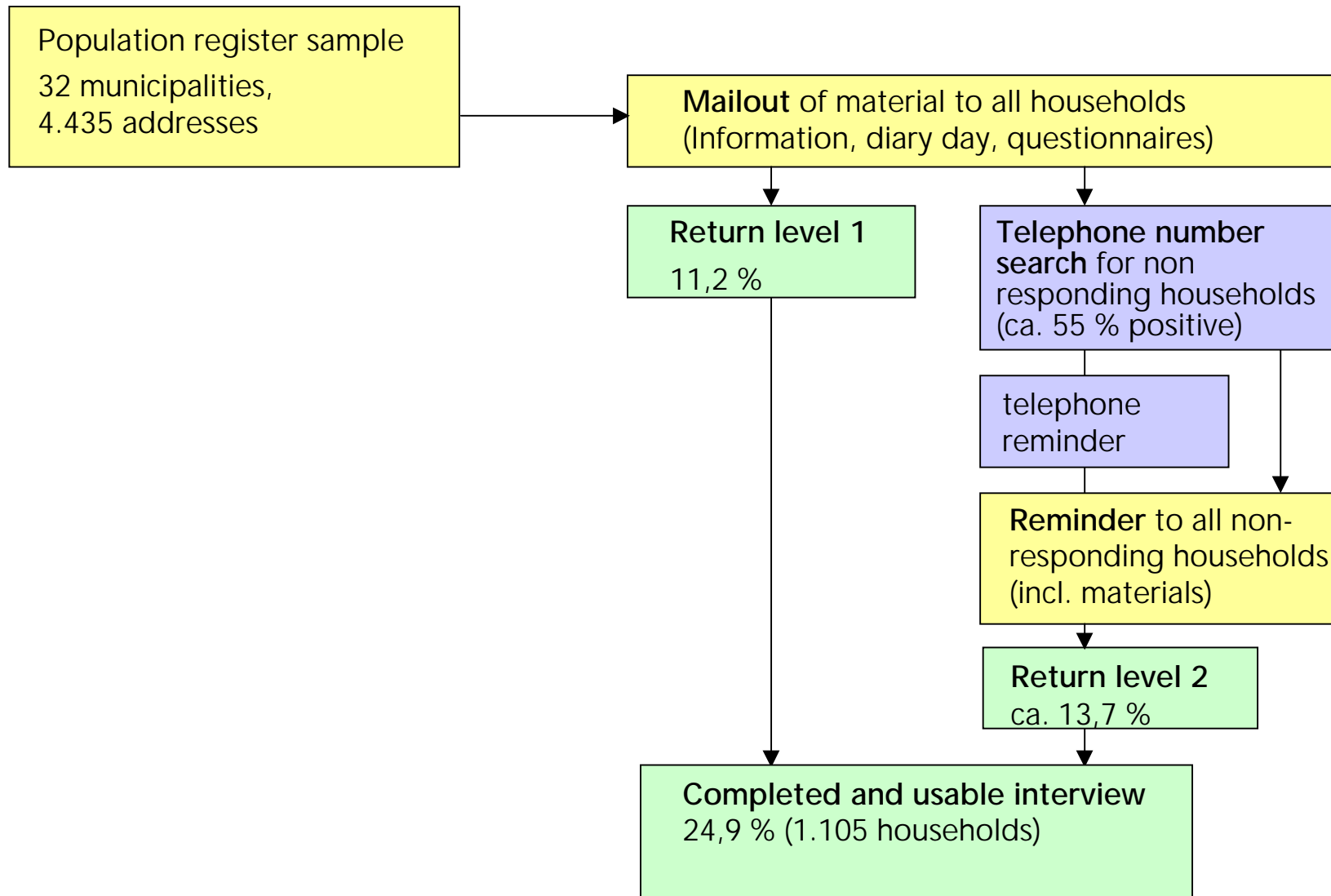
KONTIV 2001 Pilot Study: Experimental Design



Variationen je Erhebungsmethode	Variation 2: Interviewlänge	Variation 3: Art der Kontaktaufnahme	Erhebungsmethoden		Netto gesamt	
			Variante A: schriftlich	Variante B: CATI schriftlich bei nicht gefund. Telefonnummer		
Wegekonzept I (KONTIV klassisch)			Netto	Netto		
Wegekonzept I	Grundfragebogen	Club	mit	80	109	189
Wegekonzept I	Grundfragebogen	Standard	ohne	85	102	187
Wegekonzept I	erweiterter Fragebogen	Club	mit	80	113	193
Wegekonzept I	erweiterter Fragebogen	Standard	ohne	113	126	139
insgesamt				358	450	708
Wegekonzept II (mit Unterbrechungen)						
Wegekonzept II	Grundfragebogen	Club	mit	96	133	229
Wegekonzept II	Grundfragebogen	Standard	ohne	79	93	172
Wegekonzept II	erweiterter Fragebogen	Club	mit	90	105	195
Wegekonzept II	erweiterter Fragebogen	Standard	ohne	99	131	230
insgesamt				364	462	826
Aktivitätskonzept (Neuentwicklung)						
Aktivitätskonzept	Grundfragebogen	Club	mit	93	79	172
Aktivitätskonzept	Grundfragebogen	Standard	ohne	75	101	176
Aktivitätskonzept	erweiterter Fragebogen	Club	mit	106	135	241
Aktivitätskonzept	erweiterter Fragebogen	Standard	ohne	109	146	255
insgesamt				383	461	844
insgesamt (netto Haushalte)				1.105	1.373	2.478 *

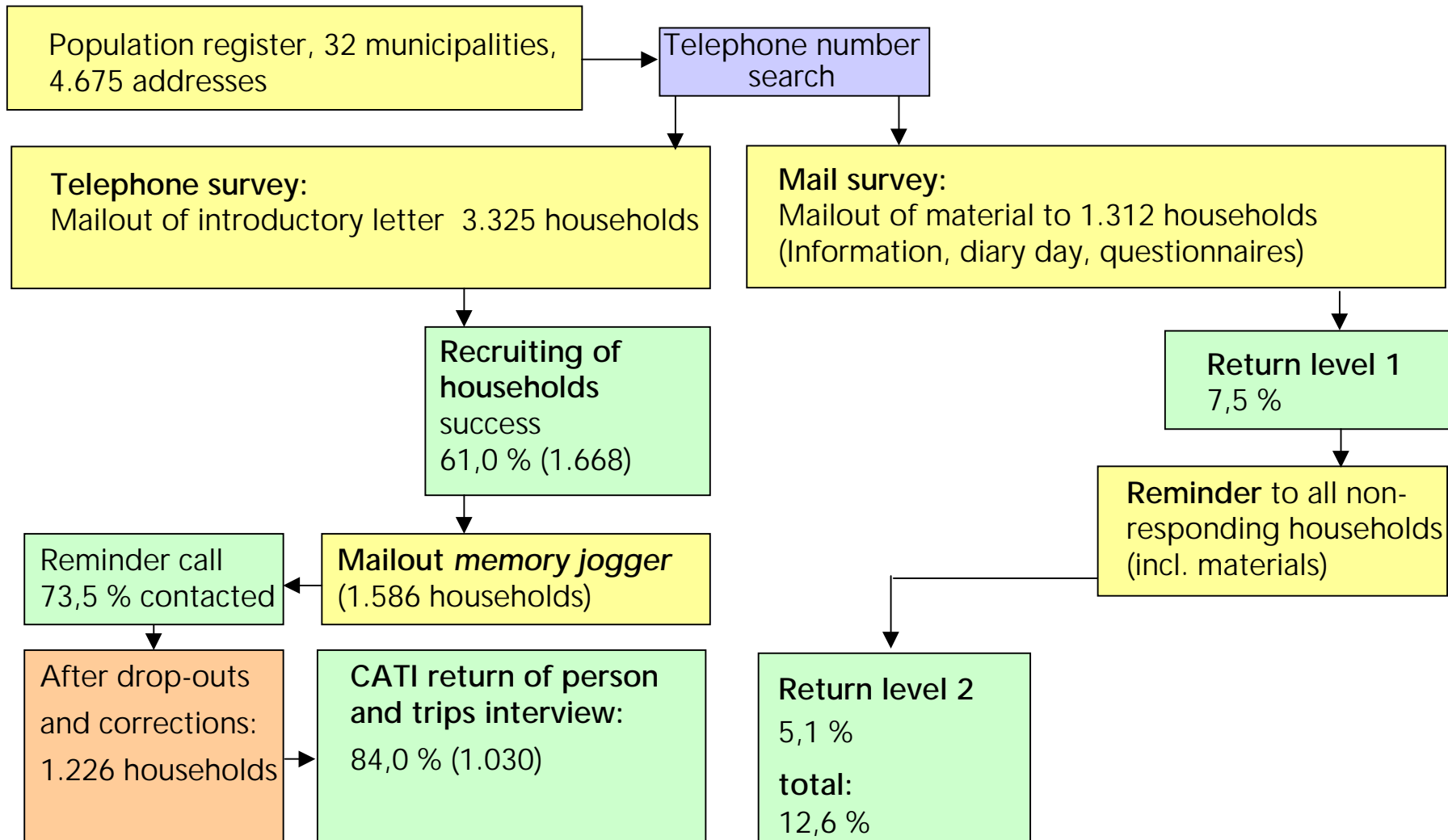
* davon 2.236 mit Haushaltsbogen und mindestens einem Personenbogen

Survey Mode Mail: Implementation and Response



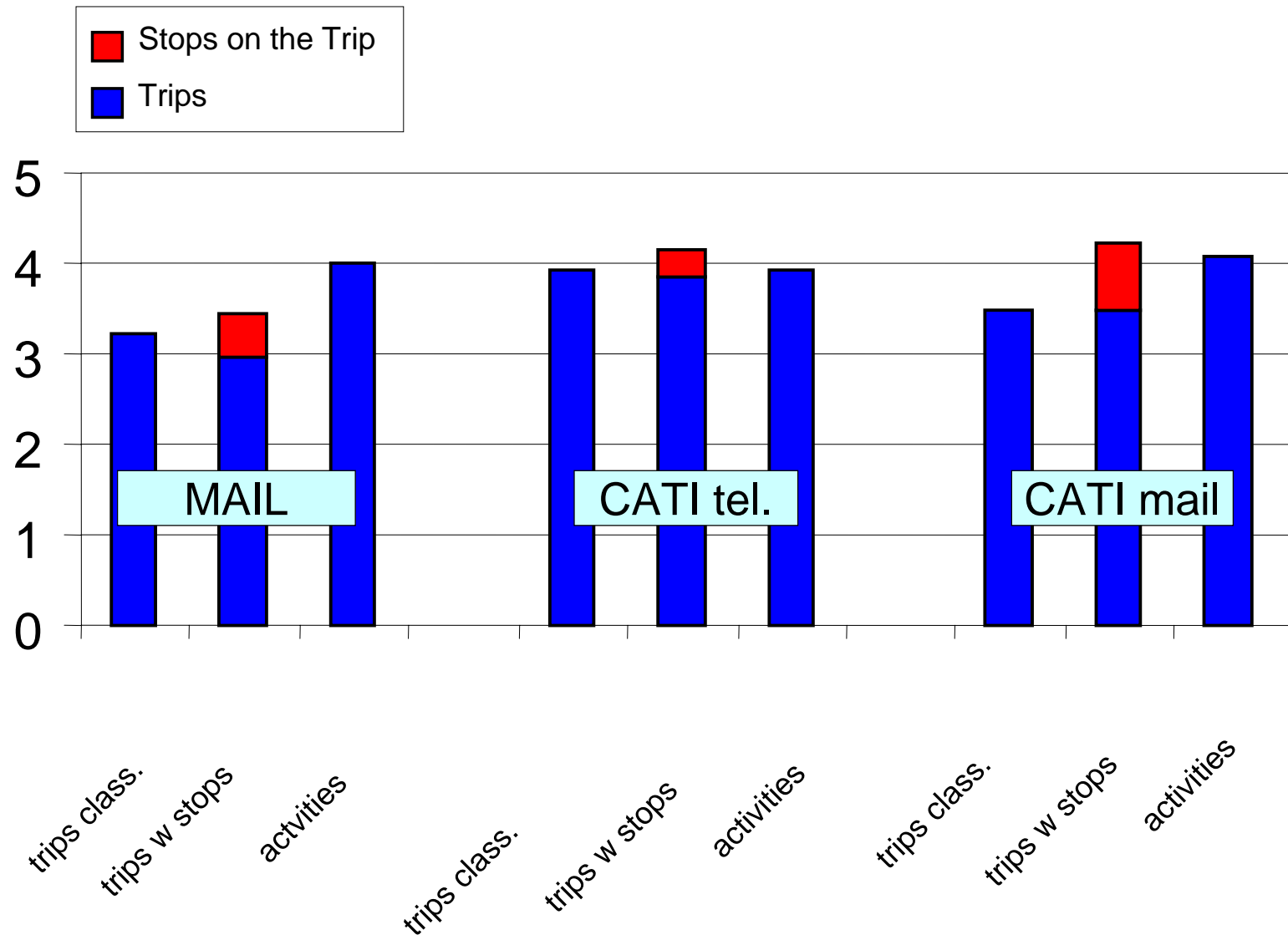
Response rates are all net response rates

Survey Mode Mixed CATI and Mail: Implementation and Response



Response rates are all net response rates

KONTIV 2001 Pilot Study: Trips and Stops on the Trip by mobile Persons



Review of Trip Reporting Concepts: Number of Trips and Instrument Design



- The average number of trips reported was 3,67 by mobile person.
- This number was higher in the telephone survey (3,91), and lower in the mail survey (3,42).
- The additional question for stops on the way results in about 0,5 trips more per person.
- The concept focussing on the activities results (before checkings and corrections) in four trips per day.
- In the mail mode the activity concept needs additional editing and screening. On the other hand, with the complete daily schedule this concept has a high potential.
- Overall, the resulting mobility indicators compare well to those of other studies - with a trend to be somewhat above earlier national KONTIV results.
- Also travel mode shares etc. are similar to other sources.
- Thus we have valid results of mobility indicators in the pilot study.

Reporting of Vehicle Data: CATI vs. Mail

Vehicle Ownership and technical Characteristics



Number of cars in the household

	CATI	Mail
0 car	13,5%	11,5%
1 car	52,5%	51,1%
2 cars	28,3%	28,7%
3 cars+	5,7%	4,1%
no answer		4,4%

Example: knowledge of technical characteristics vehicle 1 (w/o „n.a.“ and „don't know“*)

	CATI	Mail
HP	85,3%	94,8%
kW	95,8%	90,4%
Engine volume ccm	95,6%	91,0%
year make	96,4%	98,0%
odometer reading	88,3%	96,5%
annual mileage	88,8%	96,5%

* „weiß nicht“ nur bei CATI





Strength of the tested new approaches

- Improved quality and consistency of the data
- Detailed report of daily mobility via the question "Stop on the way"
- Full household context including kids possible with related instruments
- Report of travelling on the job feasible with integrated component
- Feasibility by given complexity of the survey design for the respondents
- Generates data of higher scope and detail

Elements to be improved

- Mail mode to be improved by streamlining materials and enhancing transparency for the respondents
- Integrated non-response survey highly recommended
- Comparative advantage of the activity concept can not be used due to little experiences and data cleaning effort



Survey Mode

- Mix CATI / Mail

Sample

- Improved search of telephone numbers
- Cover letter and information materials
- Addressing of households
- Survey name
- Reduce material for mail survey
- Incentives for households after being recruited?

Questionnaire

- Reporting of trips according to the activity-concept with *memory jogger* (CATI)
- Concept for "Stop on the way" needs to be improved for comparability

Re-contacting and Non-Response-Study

- Before-reminder CATI necessary?
- Second reminder for mail survey
- Repeated contacts for non-respondents
- Non-Response-Study

KONTIV 2001 Survey Process

