

Household Travel Survey

Survey Details

- MAG is surveying 7,000 households regarding travel behavior.
- Pilot Survey was successfully completed.
- Letters for the main survey will be sent to households through 2016.
- Participating households will be asked to record their travel and verify it has been accurately captured.
- Participants can choose between a cell phone application or a GPS logger.
- Go to MAGtravelsurvey.org for more information



Mobile Market Monitor is an automated household travel survey that is used by transportation and urban planning agencies and organizations to better understand households' travel habits. Your participation helps ensure that we gather representative and relevant information that will provide valuable feedback to transportation and urban planners, so that they can make better decisions to improve transportation systems and services. All collected information will be kept confidential and will only be used to research purposes.



Real-time data collection

- Use of Smartphone Apps & GPS loggers
- Automatic data transmission

Multiday validation

- Ability to view/validate data within minutes
- Machine learning algorithms reduce respondent burden

Engaging user interface

- User-friendly prompting
- Map of traces and stops
- Helpdesk support