



2025 Household Travel Survey Results Presentation



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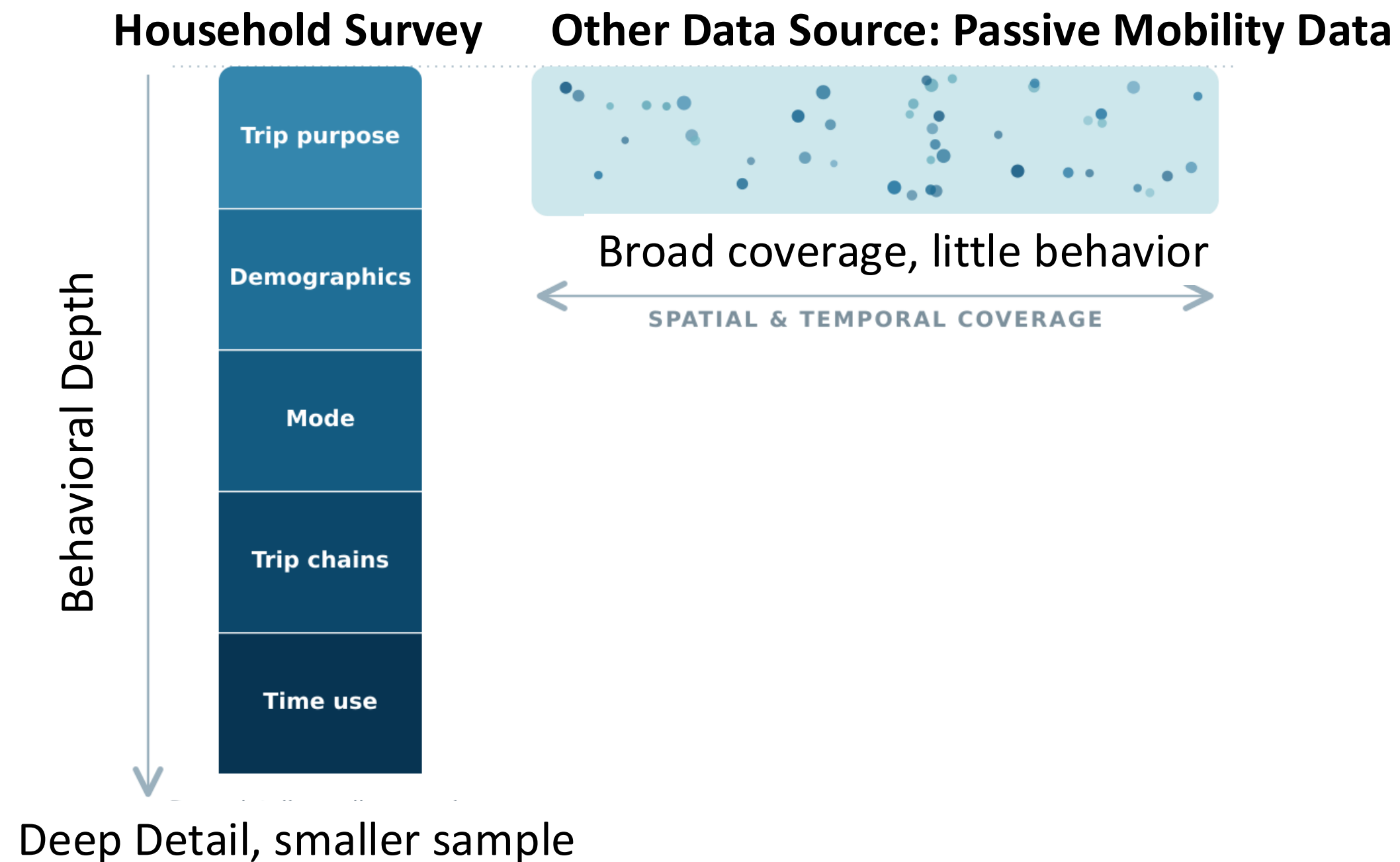
STUDY OVERVIEW

BACKGROUND

- The 2025 Your Daily Journey is a household travel survey to understand travel patterns in the AMATS region.
- The last household travel survey was conducted in 2014.
- This update cycle is typical for AMATS.
- The results are used to:
 - Inform transportation planning efforts
 - Guide policy & investment prioritization in the Transportation Plan (MTP)

SURVEY VS. PASSIVE DATA

Survey data is the behavioral foundation. Passive data helps fill in the gaps.



PROJECT GOALS

- Collect representative travel behavior.
- Support regional travel demand models and planning tools.
- Understand differences in travel.
- Inform future transportation planning.

Completed Household Surveys

Achieved: 1,163
Target: 1,325

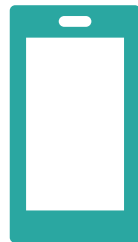


METHODOLOGY



Recruitment

- **Invited:** 89K households
- **Process:** 7 mailing waves + postcard reminders
- **Survey Period:** Sept – Dec 2025
- **Survey available in 6 languages:** English, Spanish, Hmong, Tagalog, Korean, & Samoan



3 Survey Modes

Survey Participation Mode (Travel Diary)	N	%
rMove	280	24%
rMove for Web	843	73%
Call center	40	3%
Total	1,163	100%



Participation Rates

Key Metrics

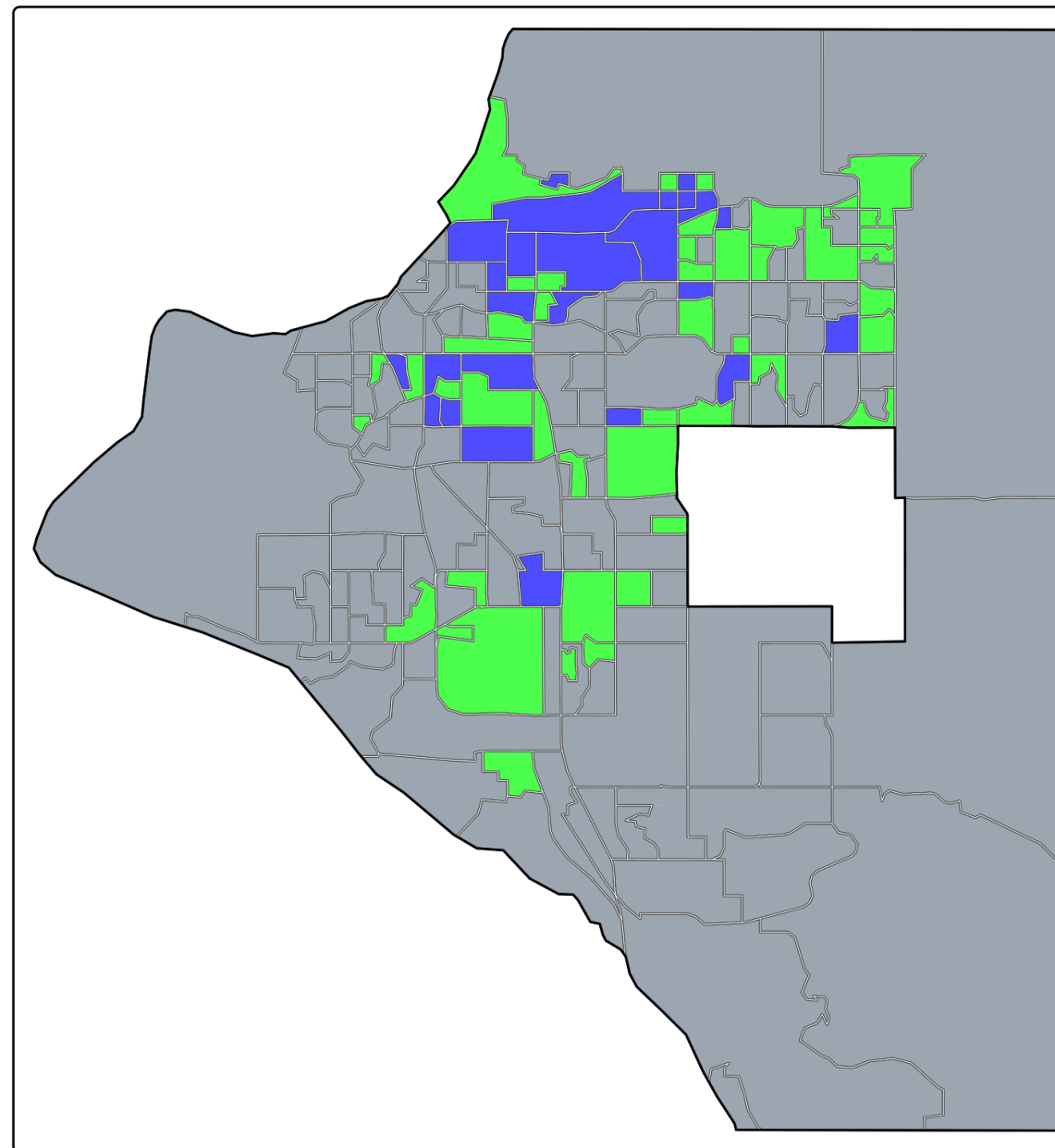
Households Invited (N)	89,166
Recruit Rate (%)	3.2%
Conversion Rate (%)	40.5%
Response Rate (%)	1.3%

SAMPLE PLAN

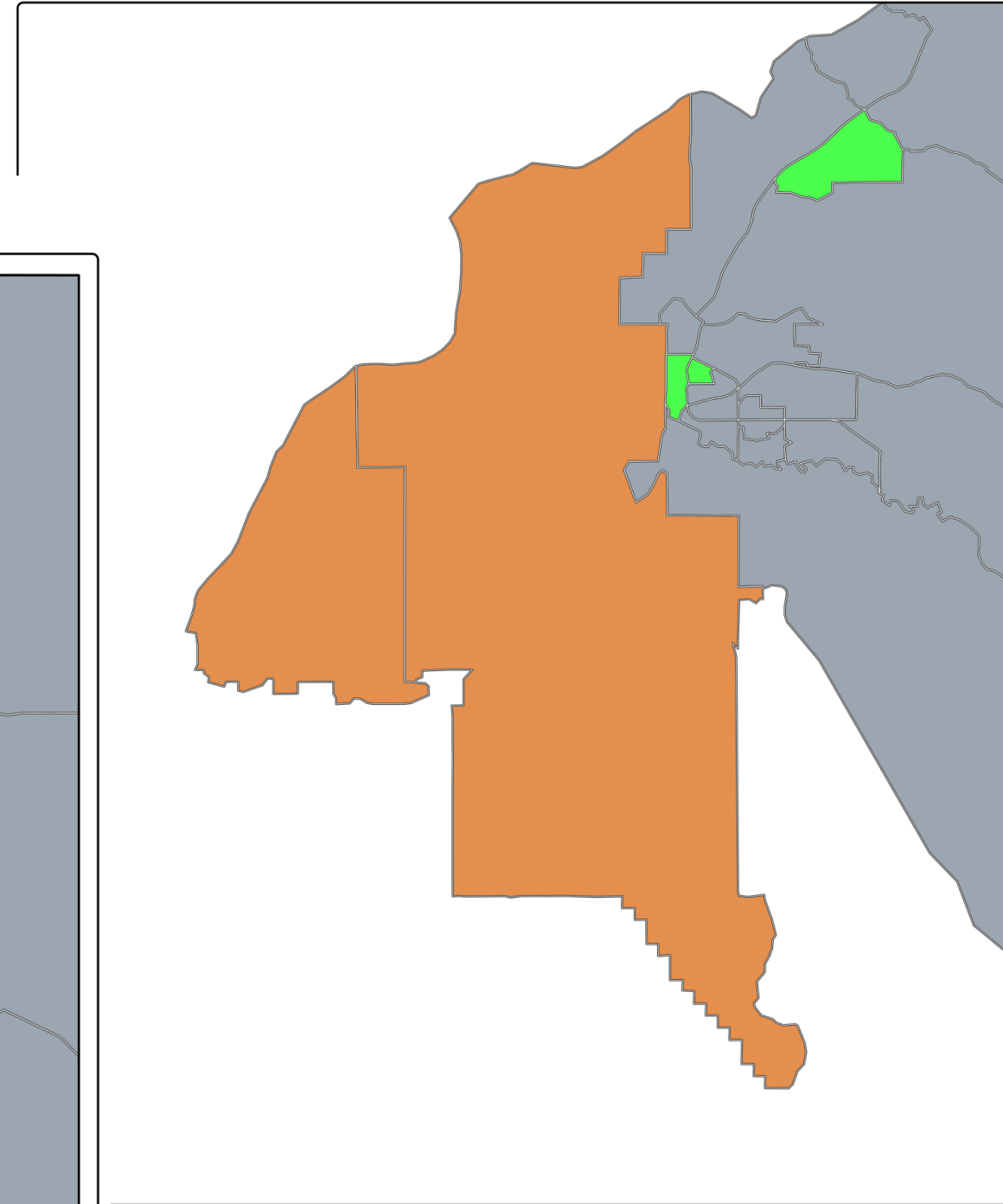
- Your Daily Journey set to collect a representative survey from the region, with a population of 106,848 households and 286,858 persons¹
- The survey collected 1,163 responses from households, achieving a 1.1% sample rate
- Sampling geographies:
 - General population
 - Zero vehicle
 - Hard-to-reach
 - Military (JBER)

1. 2019-2023 American Community Survey

Anchorage Bowl Geographies



Eagle River and Military Geographies



SURVEY RESULTS

KEY FINDINGS

	2025	2014
Complete Households	1,163	3,104
Persons	2,305	7,452
Person Diaries	4,019	6,884
Travel Day Trips	19,064	28,362

Methodological Note

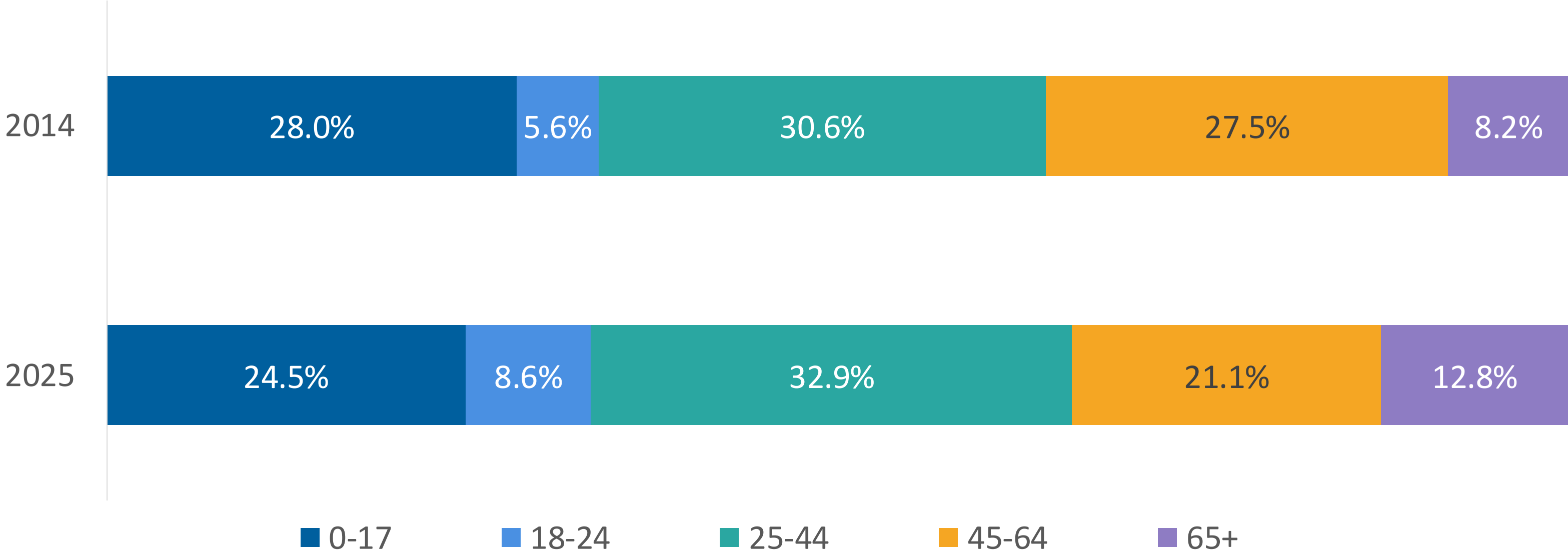
Use caution in results comparisons

- **2025** study used **multi-day, GPS-enabled** travel diaries
- **2014** study primarily used **single-day** recall surveys
- **2025** study better captures **short, discretionary, non-mandatory trips**

As a result, observed changes in trip rates and mode share reflect both real changes in travel behavior over time and improvements in data collection and correction methods.

KEY FINDINGS

Survey Participants Age Distribution



KEY FINDINGS

Trip Rate*

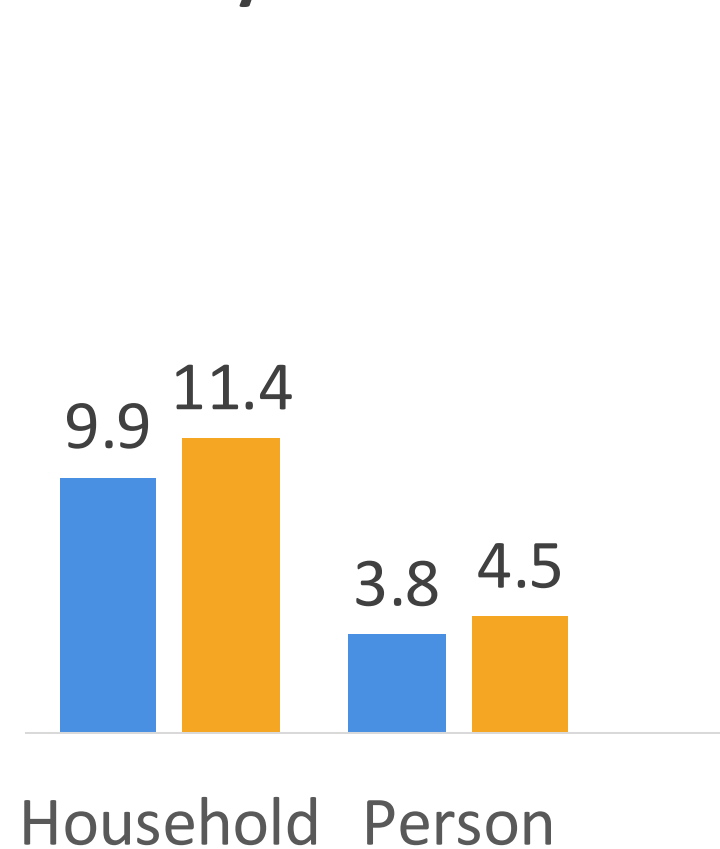
*Trip rate was based on the average # of weekday trips taken (Tuesday-Thursday).

Residents made an average of 4.5 trips per person per weekday.

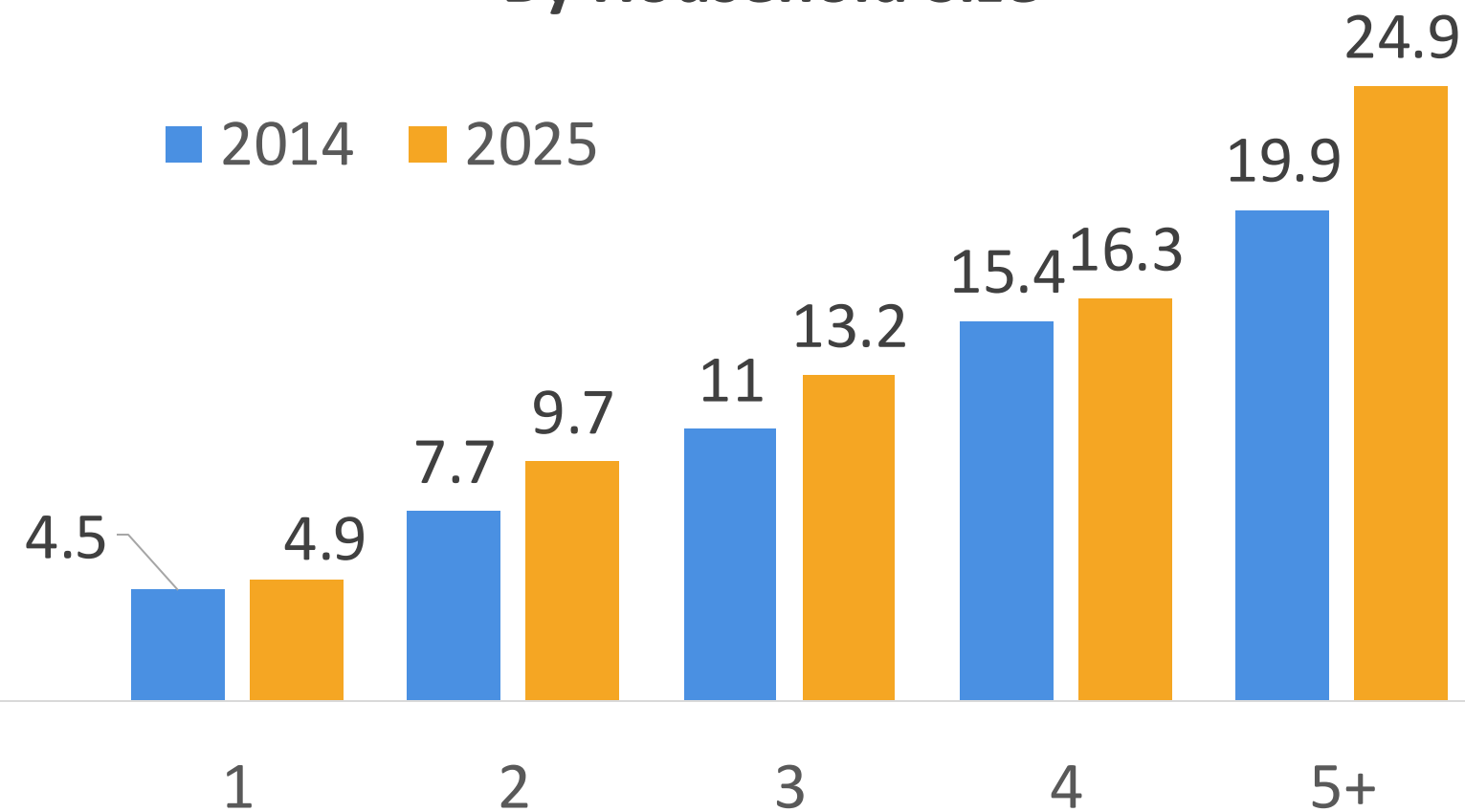
Larger households made more trips per household than smaller ones.

Adults (age 18+) made more trips than children (<18).

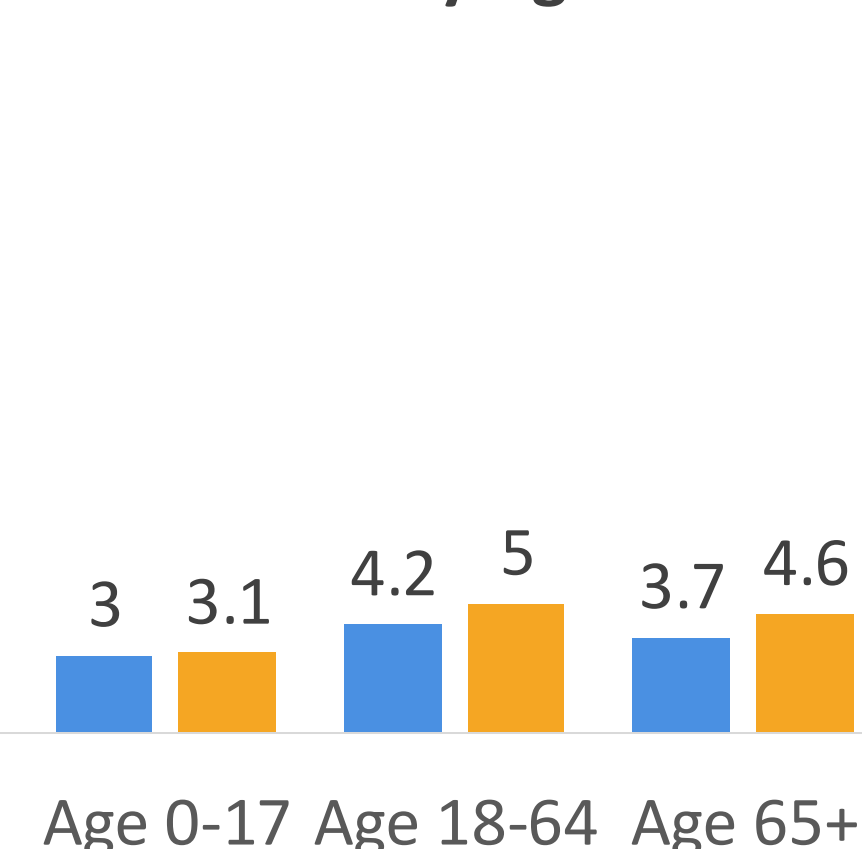
By Unit



By Household Size



By Age

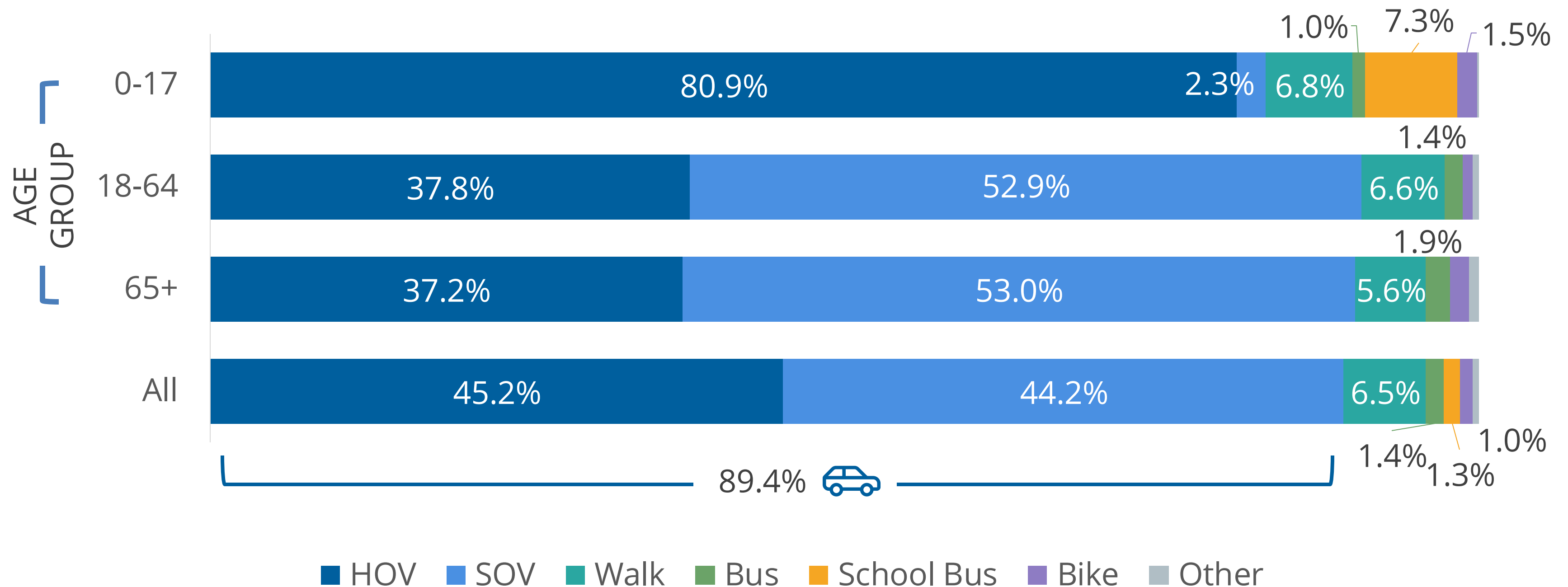


of People in Household

KEY FINDINGS

Trip Mode *

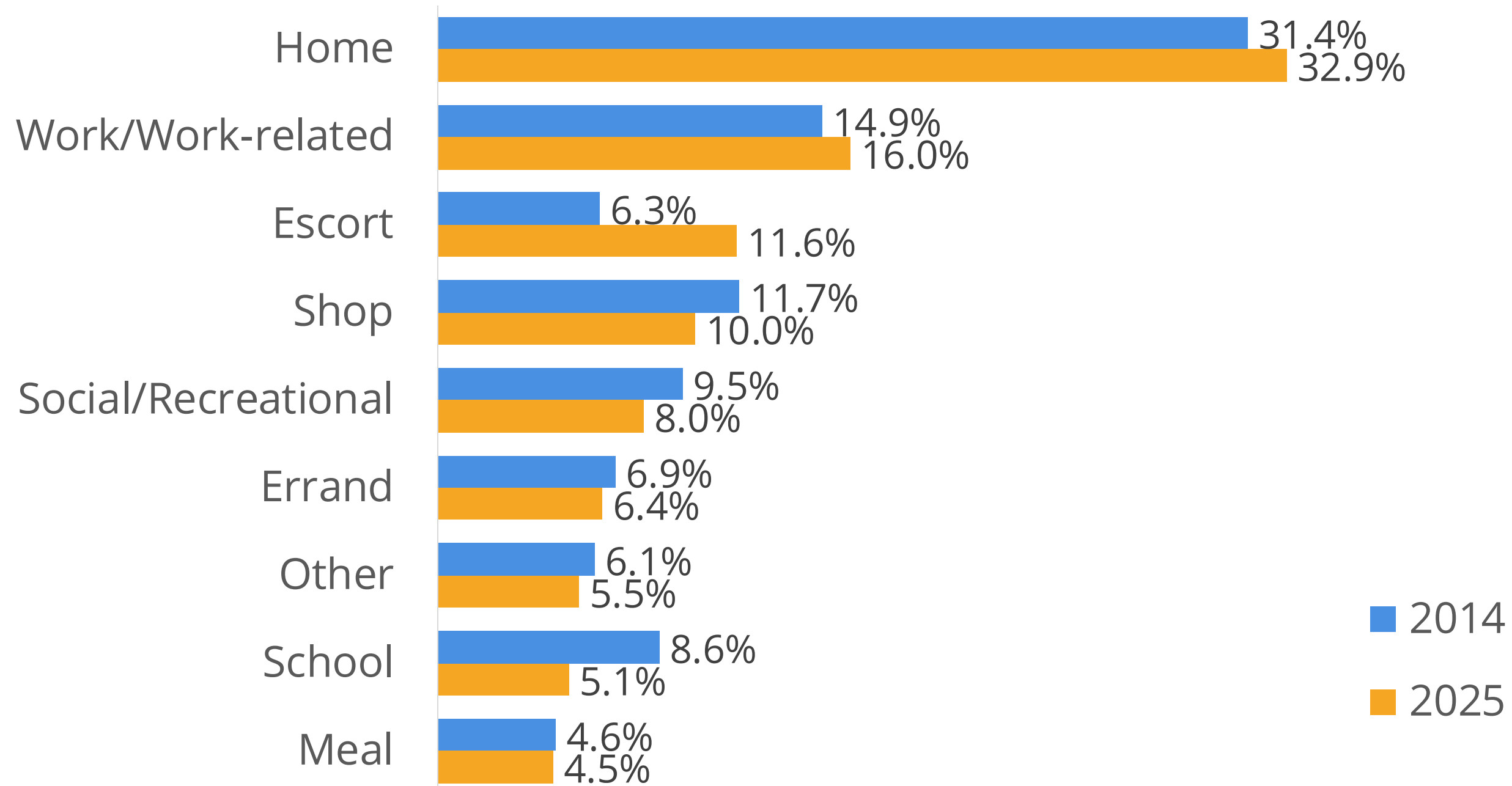
*Trip mode was how participants reported the traveled during a typical weekday (Tuesday-Thursday).



KEY FINDINGS

Trip Purpose

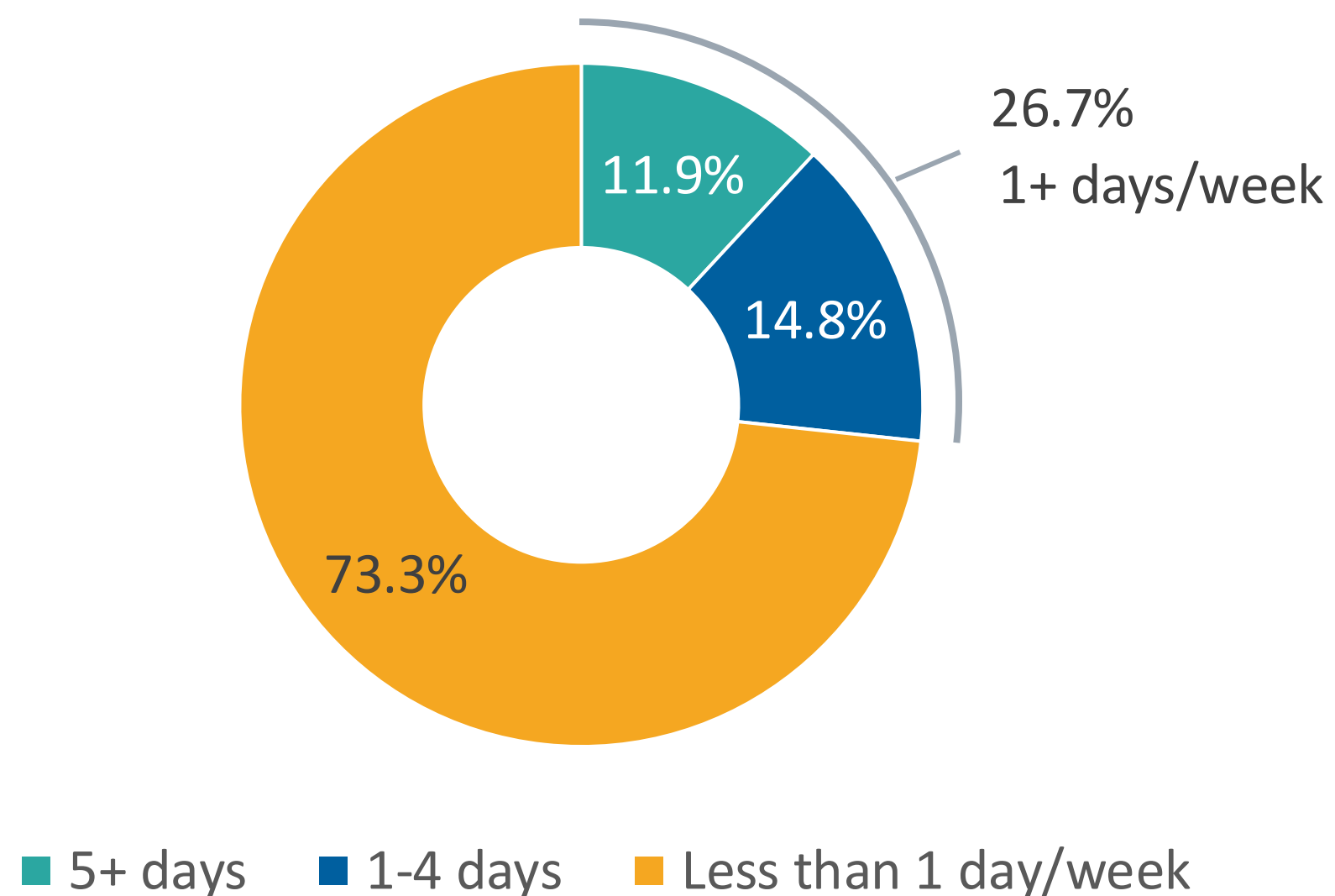
Destination Purpose
(Linked Trip)



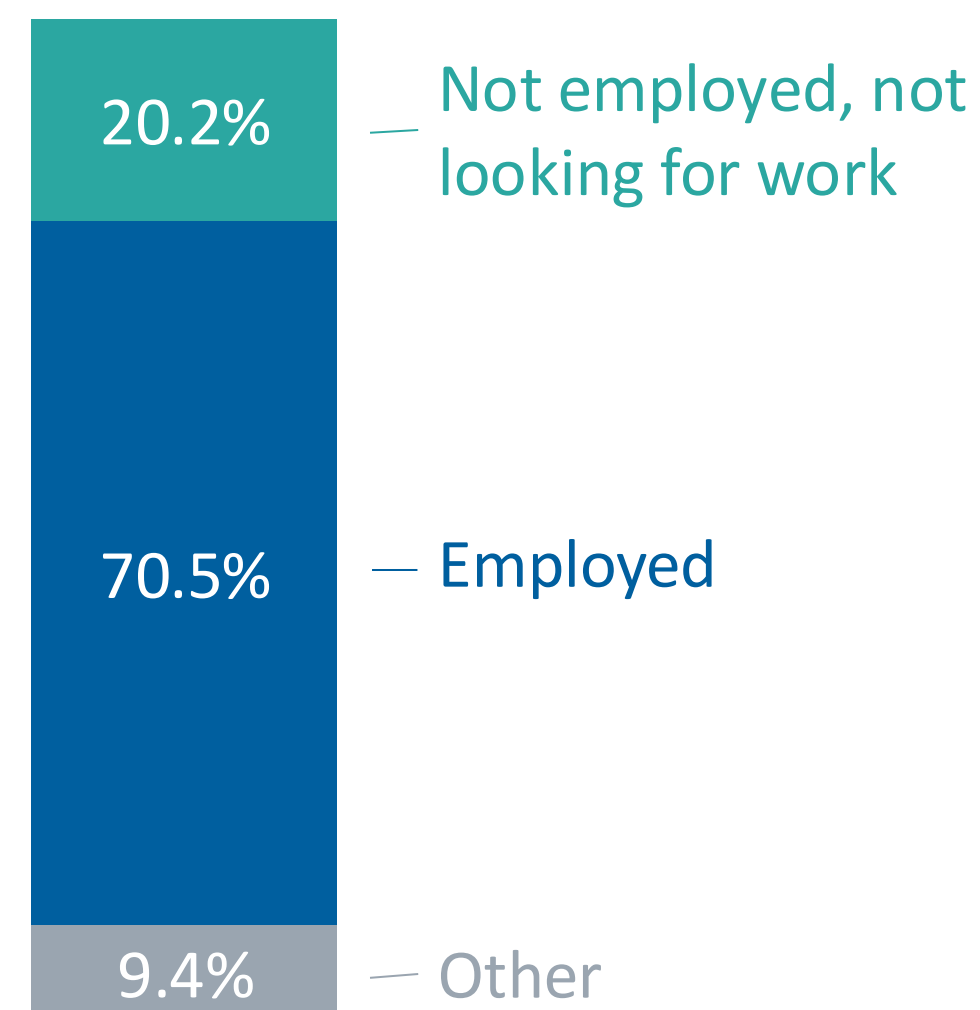
KEY FINDINGS

Emerging Trends

Telework Frequency



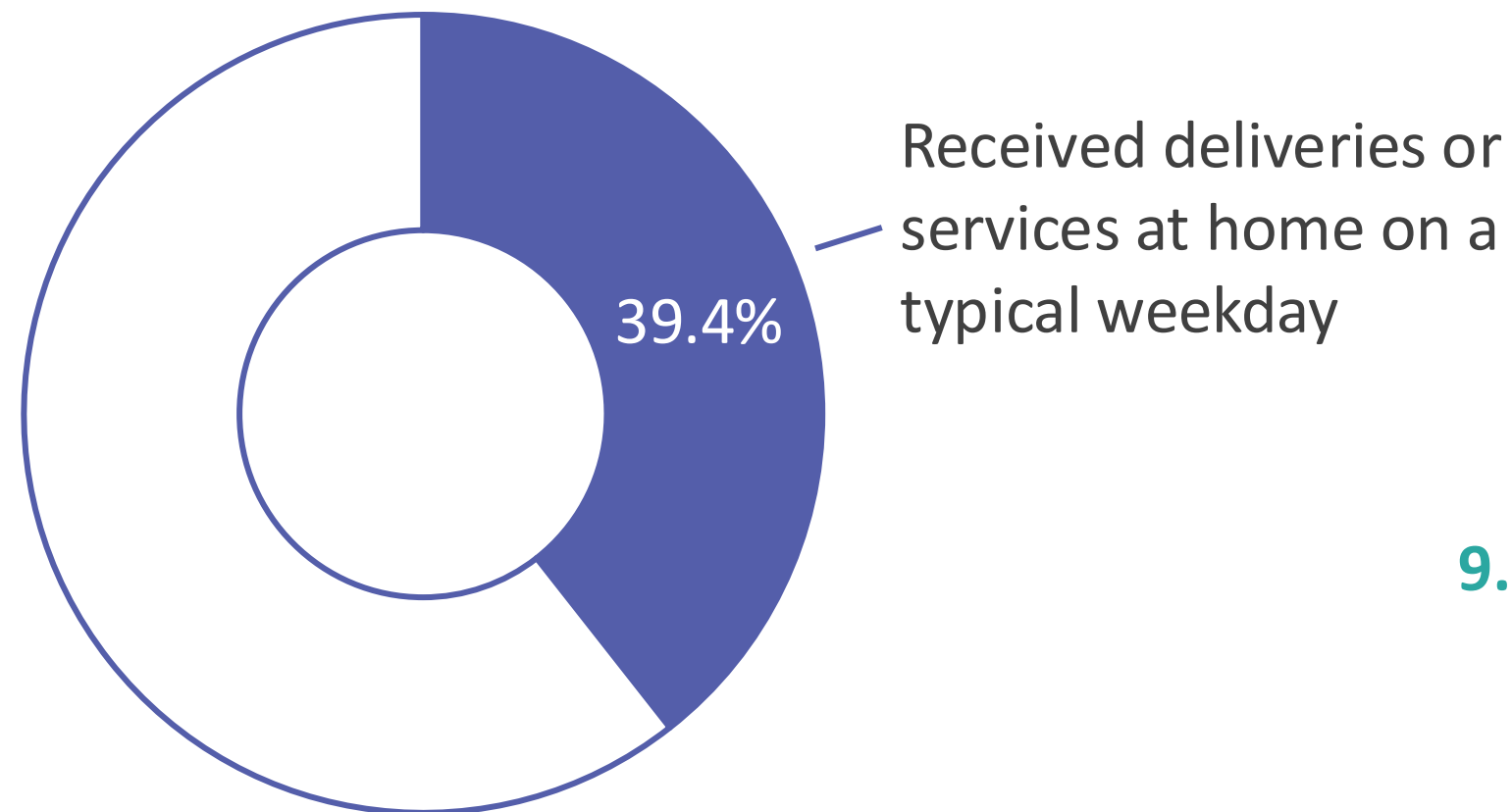
Employment Status (Among Participants Age 16+)



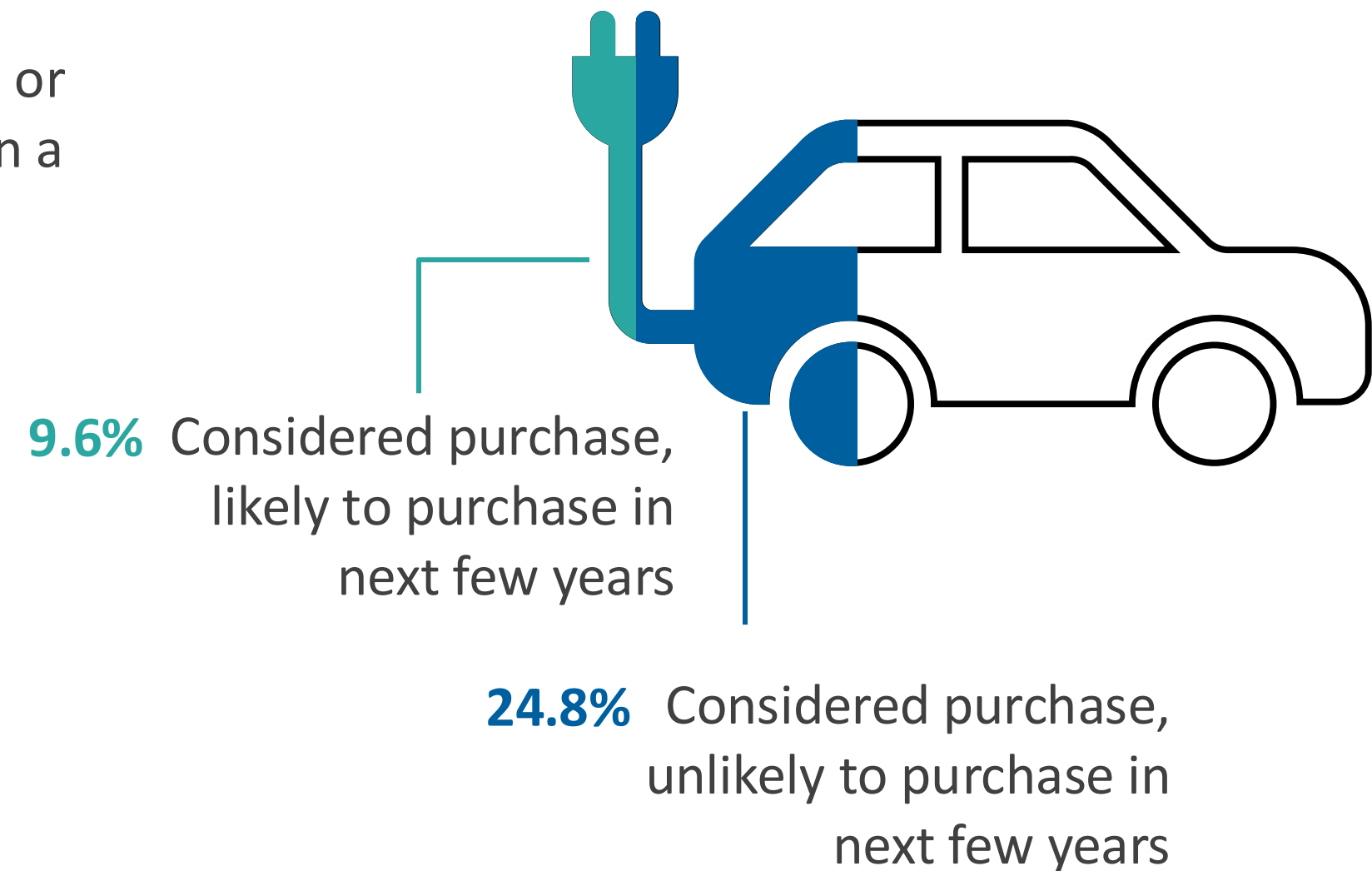
KEY FINDINGS

Emerging Trends

Home Deliveries



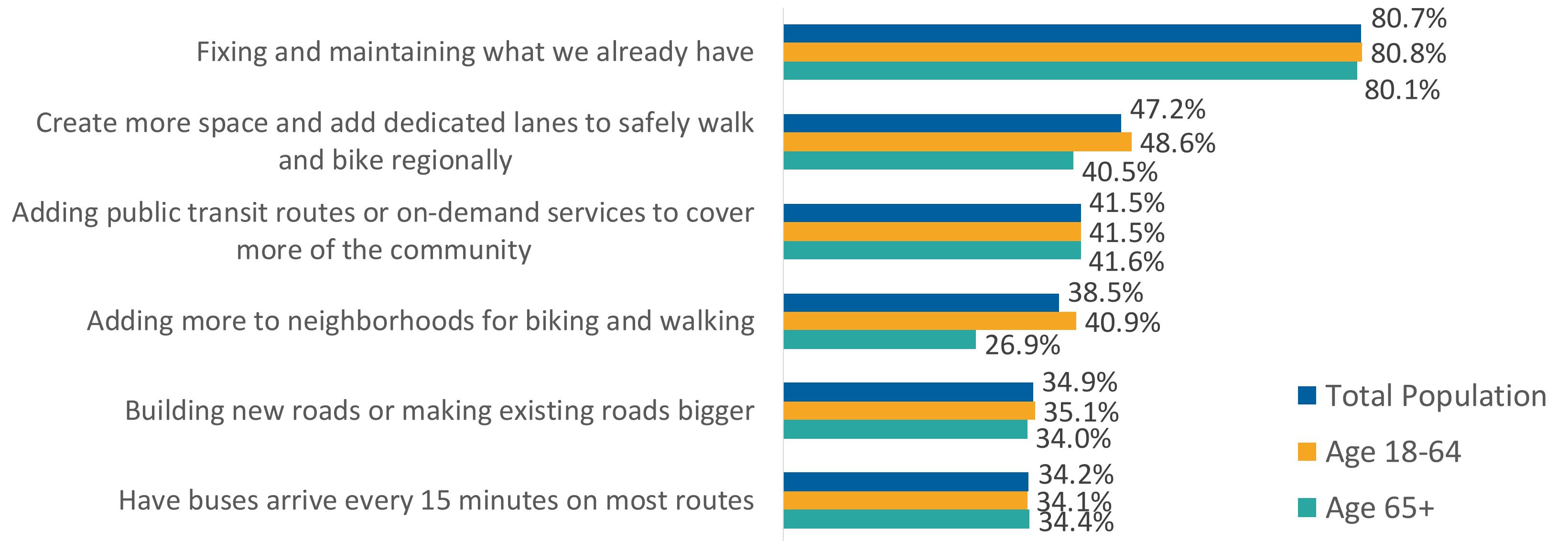
EV Purchase Consideration



KEY FINDINGS

Budget Priorities

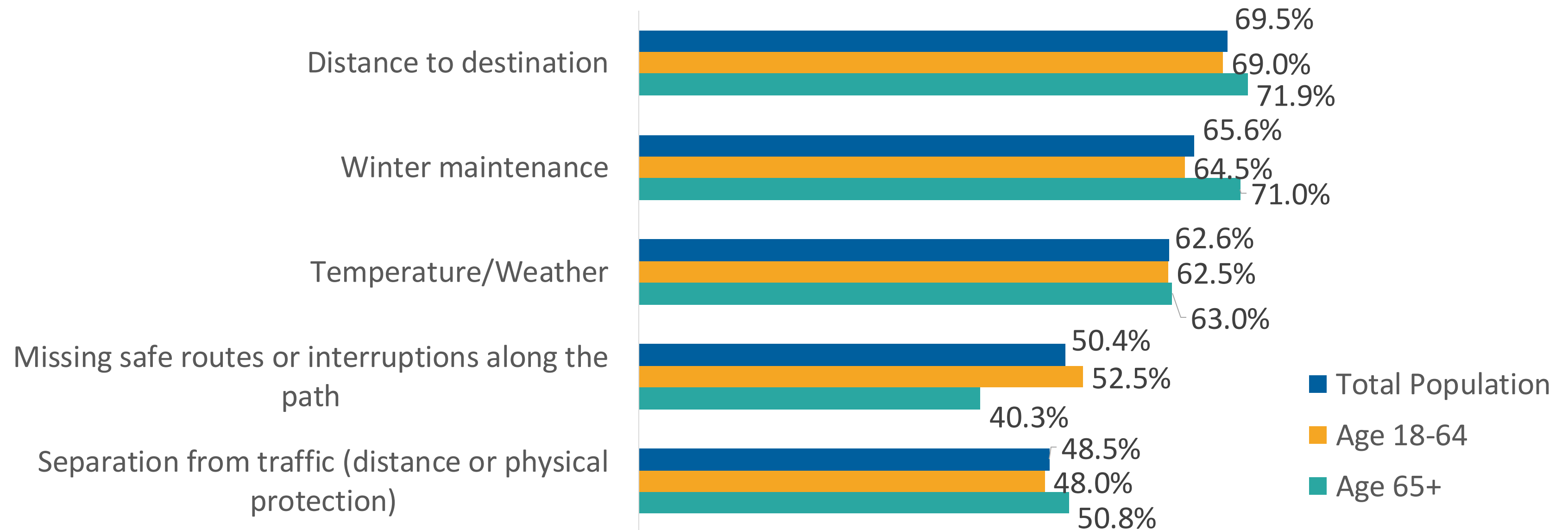
Top Transportation Budget Priorities (Selected #1-2)



KEY FINDINGS

Safety Considerations

Top Safety Considerations in Walk, Bike, or Transit Use (Selected #1-2)



Q & A