HOOSIER TRAVEL COUNTS SURVEY FINAL REPORT

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Indianapolis Metropolitan Planning Organization and Heartland Metropolitan Planning Organization

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Executive Summary

The Indianapolis Metropolitan Planning Organization (IMPO) and Heartland Metropolitan Planning Organization (HMPO; formerly known as Madison County Council of Governments) conducted the 2025-2026 Hoosier Travel Counts household travel survey to understand resident travel patterns, preferences, and behaviors. The findings from the survey will support the updates of regional travel demand models. The previous household travel surveys were conducted in 2009 for IMPO and 2014 for HMPO, and the findings from Hoosier Travel Counts will serve as the basis for regional travel demand models for the next ten years. The 2025-2026 survey featured several innovations compared to the previous surveys, including smartphone-based, GPS-enabled travel diary mode with multiple days of household-level data collection.

The primary objective of the survey was to gather travel behavior data from 5,700 households – 4,500 for the IMPO area and 1,200 for the HMPO area. Address-based sampling (ABS), informed by the American Community Survey (ACS) and Public Use Microdata Sample (PUMS), was employed to achieve a representative sample. Data collection took place in Spring 2025, Fall 2025, and January 2026 and offered households multiple ways to participate, including a one-day web or call center travel diary and a seven-day smartphone-based app diary. Recruitment was challenging throughout data collection as a whole, but particularly so in the HMPO region. RSG used several methods to improve recruitment, including targeted outreach to partner organizations, increasing incentive amounts, and mailing additional survey advertisements in the HMPO region. Despite recruitment challenges, data was collected for 4,523 total IMPO households and 806 total HMPO households prior to data cleaning. After data cleaning, the survey data were expanded and weighted to represent the region's households, people, and daily travel patterns. The final cleaned and weighted dataset includes 5,234 valid households – 4,448 for the IMPO area and 786 for the HMPO area – and represents approximately 891,000 households, 2.1 million persons, and 9.0 million daily trips in the study area.

1.0 Project Summary and Background

1.1 Project Goals

The Indianapolis Metropolitan Planning Organization (IMPO) is Central Indiana's federally designated regional planning organization. The Heartland Metropolitan Planning Organization (HMPO; formerly known as Madison County Council of Governments) is the federally designated metropolitan planning organizations for the Anderson urbanized area located at the northeastern edge of the Indianapolis urbanized area. Each Metropolitan Planning Organization (MPO) is responsible for regional transportation planning and the distribution of federal transportation funds. Although they operate independently, the two regions are increasingly interconnected as the Indianapolis region expands, and travel patterns cross jurisdictional boundaries. The Anderson area's mix of urban and rural characteristics further underscores the importance of coordinated cross-regional transportation planning. The Hoosier Travel Counts survey provides coordinated data for use in regional transportation models for both regions, providing data and insights to inform collaborative decision-making.

The Hoosier Travel Counts survey is the first data collection cycle since 2008-2009 for the IMPO region and 2014 for the HMPO region. The 2025-2026 survey collected household-level activity and travel pattern information from residents in both regions during Spring 2025, Fall 2025, and January 2026. The overarching goal of the survey was to maintain an updated source of household travel behavior data that supports transportation modeling and planning needs.

1.2 Project Sponsors and Consultants

Study Sponsors

- Heartland Metropolitan Planning Organization (formerly known as Madison County Council of Governments; HMPO).
- Indianapolis Metropolitan Planning Organization (IMPO).

IMPO and HMPO sponsored sampling, data collection, and analyses for their regions. All methodology and findings are presented in this final report.

Consultant Team

- Resource Systems Group, Inc. (RSG; Prime Consultant).
- Wilkins Research, Inc. (Subconsultant – Call Center).
- Herd Strategies (Subconsultant – Public Outreach).

1.3 Study Area

The study area for this survey was households in the IMPO and HMPO regions, excluding any households living in group quarters. The IMPO region encompasses all the following counties: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby counties, including 747,688 households and a total population of 1,918,777 persons. The HMPO region encompasses all of Madison County and portions of Delaware, Hancock, and Henry counties, including 58,146 households and a total population of 144,625 persons. To support sufficient sample throughout the state, the survey identified 12 geographic groups to stratify the sample, based on data and analysis needs in the state. Figure 1 shows the sample geographies in both regions and Table 1 lists the sample geographies by Metropolitan Planning Organization (MPO).

Figure 1: Hoosier Travel Counts Sample Geographies

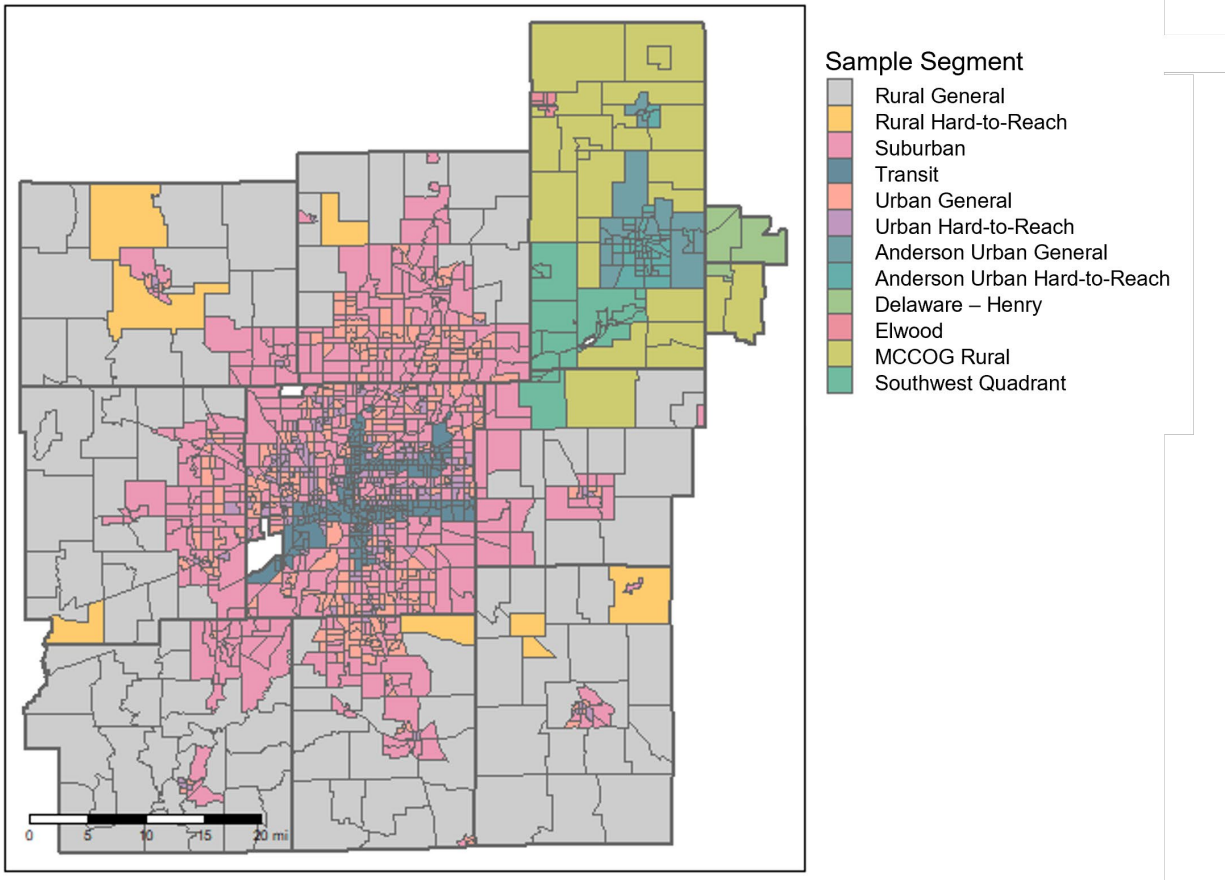


Table 1: Hoosier Travel Counts Sample Geographies by MPO

INDIANAPOLIS MPO	HEARTLAND MPO
Rural General	Anderson Urban General
Rural Hard-to-Reach	Anderson Urban Hard-to-Reach
Suburban	Delaware - Henry
Transit	Elwood
Urban General	MCCOG Rural
Urban Hard-to-Reach	Southwest Quadrant

1.4 Study Timeline

Table 2 outlines the study timeline for the entire study, from scope refinement to reporting.

Table 2: Hoosier Travel Counts Study Timeline

PHASE	TIMELINE
Scope Refinement	Jun 2024 – Aug 2024
Sample Design	Aug 2024 – Jul 2025
Data Collection Methodology	Aug 2024 – Feb 2025
Instrument Design	Jul 2024 – Oct 2024
Stakeholder Pretest	Nov 2024 – Dec 2024
Final Instrument and Procedure Design	Dec 2024 – Feb 2025
Survey Implementation	Feb 2025 – Jan 2026
Data Deliveries	Feb 2026 – May 2026
Data Weighting	Jan 2026 – May 2026
Final Reporting	Mar 2026 – Jun 2026

2.0 Survey Sampling

2.1 Sampling Frame and Approach

The Hoosier Travel Counts study aimed to collect complete household data from 5,700 households across the Central Indiana region – including 4,500 households funded by IMPO and 1,200 households funded by HMPO. This equates to a 0.7 percent target sample rate for the entire region based on data from the 2018-2022[1] American Community Survey (ACS), which was the most recently available data at the time of sample planning. Typical sample rates for similar studies range from approximately 0.5 percent – 1 percent. The following sections explain the process for determining the final sample rates for each census block group (BG). The final sample targets and number of complete households for each of these sample geographies and strata can be found in Table 7.

Sampling Frame

The sampling frame for this survey is households in the IMPO and HMPO regions, excluding any households living in group quarters. RSG used address-based sampling (ABS) to select households for participation. ABS involves drawing a random sample of addresses from all residential addresses in the sampling frame. Using this method, all households within each defined area have an equal chance of selection for the sample. Sample plans were created prior to each data collection wave in Spring 2025 and Fall 2025. Once the sample plan was finalized, RSG purchased household mailing addresses from Marketing Systems Group (MSG), which maintains the Computer Delivery Sequence file from the U.S. Postal Service, about a month prior to data collection launch.

Sample Geographies

To support sufficient sample throughout the region, the survey team identified the 12 geographic groups described in Section 1.3 to stratify the sample based on data and analysis needs in the region. Sample geographies were distributed as shown in Figure 1.

IMPO stratified the sample by Urban, Suburban, and Rural area type designations. Block groups were initially stratified into these area type designations based on population density:

1. Urban: Block groups with a population density of 1,000 or more people per square mile.
2. Suburban: Block groups with a population density between 150 and 999 people per square mile.

[1] The 2018-2022 American Community Survey (ACS) data was the most recently available data at the time of sample planning.

3. Rural: Block groups with a population density of fewer than 150 people per square mile.

Some block groups identified as Rural were reidentified as IMPO Urban or Suburban based on their relationship with the IMPO adjusted Urban Area as approved by the U.S. Federal Highway Administration (UA-FHWA). Block groups clearly within that boundary were reidentified as IMPO Urban, while block groups at the edge of the UA-FHWA and adjacent to other IMPO Suburban block groups were reidentified as IMPO Suburban.

HMPO stratified the sample by the following geographies and area types based on data and analysis needs in the region:

1. Anderson Urban: Block groups within the Anderson Adjusted Urban Area Boundary.
2. Delaware-Henry: Block groups within the survey region in Delaware and Henry counties not classified as rural.
3. Elwood: Block groups in Elwood, Indiana.
4. MCCOG Rural: Block groups within the survey region that were classified as rural but not part of the other segments.
5. Southwest Quadrant: Block groups in the southwest portion of the survey region, including Fortville in Hancock County.

Sample Strata

Within each area type or geography, RSG used the following mutually exclusive and collectively exhaustive sample strata, which were intended to ensure representation of groups that are typically hard to reach and provide a larger sample of groups of particular interest.

1. **General population:** Comprised of block groups in the study region that did not qualify for the segments below.
2. **Hard-to-reach (HTR) Sample:** Comprised of the block groups in the sample frame with one or more of the following:
    a. At least 30 percent of households earn less than $35,000 per year.
    b. At least 75 percent of the households identified as Hispanic and/or Black, Indigenous, or Persons of Color (BIPOC).
3. **Transit:** Comprised of Marion County block groups within a half mile of public transportation routes.

Block groups that qualified for both the Hard-to-Reach and Transit strata were classified as Transit. Many of the households above the low-income threshold or above the Hispanic and/or BIPOC threshold were classified as Transit, meaning that sampling efforts targeting one group

will also result in greater representation of the others. Note that not all geographies include all sample strata.

Table 3 shows the resulting number of block groups, households, adults, and adults per household in each segment.

Table 3: Survey Region Households and Persons by Sample Segment

MPO	SAMPLE SEGMENT	BLOCK GROUPS	TOTAL HOUSEHOLDS	TOTAL ADULTS	ADULTS PER HOUSEHOLD
IMPO	Rural HTR	8	3,520	6,287	1.8
	Rural General	115	62,828	131,938	2.1
	Suburban	443	265,780	523,082	2.0
	Transit	190	86,234	157,789	1.8
	Urban General	297	208,577	415,878	2.0
	Urban HTR	225	120,749	210,475	1.7
	Total	**1,278**	**747,688**	**1,445,449**	**1.9**
HMPO	Anderson Urban General	24	13,048	25,564	2.0
	Anderson Urban HTR	40	18,361	33,899	1.9
	Delaware - Henry	5	1,965	3,649	1.9
	Elwood	8	2,576	5,309	2.1
	MCCOG Rural	26	11,620	23,318	2.0
	Southwest Quadrant	19	10,576	21,242	2.0
	Total	**122**	**58,146**	**112,981**	**1.9**
Total		**1,400**	**805,834**	**1,558,430**	**1.9**

Note. HTR = Hard-To-Reach. MCCOG = Madison County Council of Governments, previous HMPO name.

2.2 Oversampling

RSG employed two kinds of oversampling to ensure an informative, representative sample: compensatory and targeted oversampling.

Compensatory oversampling sends more invitations to regions with lower estimated response rates, such that the final number of respondents is proportional to their representation in the population. For example, the Hard-to-Reach segments have a higher invitation rate to compensate for expected lower response rates.

Targeted oversampling increases representation from groups that are relatively uncommon in the population by increasing the number of completed households from these block groups and reducing the number of completed households from the general population. Targeted oversampling results in a representation in the sample that is disproportionately greater than in the population as a whole. In the final dataset, this is addressed with weighting to ensure that the survey data is representative. For example, RSG applied targeted oversampling to the primary transit corridor in Marion County in an effort to collect more transit trip observations.

2.3 Sampling Adjustments

Survey Re-Invitations

Participant attrition can occur throughout the survey process. To obtain as many completes as possible, RSG implemented targeted re-invitation efforts for two groups: 1) households that provided an email address but did not complete any portion of the sign-up process and 2) households that completed the recruit survey but did not complete the travel survey. Group 1 received an email encouraging them to complete the recruit survey. Since Group 2 had expired trip diaries that were incomplete, they received an email encouraging them to record travel for their newly updated travel dates. Re-invitation emails were sent several times throughout all data collection windows, resulting in increased completes.

HMPO Utility Mailer Advertisements

RSG partnered with HMPO to develop and implement utility mailer advertisements as a targeted outreach strategy to boost recruitment in areas with lagging response (Figure 2). RSG worked collaboratively with HMPO staff to prepare concise, utility-compatible insert language and incorporate survey branding, privacy language, and secure participant access. The utility mailer included a generic access code that allowed those who received invitations to start the recruit survey. Utility mailers were distributed to households in Alexandria and Elwood. Advertisements with similar information to the utility mailers were also placed on the City of Anderson Facebook page. RSG monitored response trends associated with the utility mailers and reported findings during regular project meetings to inform ongoing outreach decisions and overall data collection strategy.

Figure 2: Example Utility Mailer Advertisement



Survey Fraud Incident and Response

When implementing utility mailer advertisements for the HMPO region in December 2025, a generic survey access code distributed through utility bill mailers was inadvertently shared in a municipal social media post, resulting in a short-term influx of responses that exhibited characteristics inconsistent with legitimate participation. Upon identifying this activity, the project team implemented multiple mitigation measures, including restricting incentives to physical mail delivery, adding verification questions to identify legitimate region households, pausing incentive processing to allow for thorough review for completed surveys, coordinating closely with the call center, and limiting continued use of the affected code while transitioning future outreach to new, controlled access codes. All responses flagged as potentially fraudulent were removed from monitoring and incentive processing, and incentives were issued only for completed surveys associated with verified Madison County addresses. These actions successfully halted further misuse, protected data integrity, and ensured that the final dataset reflects valid participation aligned with study eligibility requirements.

Additional IMPO Mailings

In January 2026, RSG invited an additional 24,078 IMPO households to improve response in the IMPO region. These additional mailings were timed to engage households following seasonal pauses in data collection (i.e., pauses for the December holiday season). RSG monitored response trends associated with these mail efforts, using observed participation patterns to inform decisions about re-invitation emails and timing for the close of data collection.

3.0 Survey Methodology

A household travel survey seeks to obtain data that represents the travel behavior characteristics of the region, and the demographics associated with travelers. Demographic information helps explain variations in travel patterns and allows for data weighting, as described in Section 6.0 of this report.

The Hoosier Travel Counts survey included two sections:

- **Recruit (sign up) survey:** This section collected key household-, person-, and vehicle-level information (e.g., number of household members, household member employment status, and vehicle make/model/year). Only one household member completed the recruit survey, providing information on all other household members. Toward the end of the recruit survey, RSG offered participants the option to complete a one-day travel diary using the web or call center platforms or complete a seven-day travel diary using the rMove® app. Based on their selection, participants were assigned a travel date or travel week.
- **Travel diary:** This section collected all location, trip, and travel information, and certain supplementary person- or household-level information (e.g., trip purpose and mode, telecommute time on travel day, residence type). All adult household members related to the member who completed the recruit survey ("person 1") were required to complete the travel diary. One adult in the household was asked to report travel for children under 18.

3.1 Survey Questionnaire

RSG used its state-of-the-practice questionnaire template as the starting point for the survey instrument design and worked with the project team to address the project's specific data needs and customize answer choices (e.g., to align with current regional travel options). The questionnaire captured all essential household travel survey data needed to support four-step, hybrid, and activity-based models.

3.2 Survey Instruments

After finalizing the questionnaire, RSG programmed the survey instruments to enable smartphone, web, or phone participation. Households that participated in the survey via RSG's smartphone-based travel survey app, rMove, collected travel data for seven days for all adult members. Non-app participants provided their responses through rMove for Web for a single "typical" weekday (Tuesday, Wednesday, or Thursday) using either a web browser or the call center. By using integrated survey platforms (rMove and rMove for Web), survey responses from all three participation modes were processed using identical logic, validation, and real-time quality assurance checks.

Call center interviewers administered the survey verbally over the phone using rMove for Web. Wilkins Research, the survey call center, used highly trained staff to conduct objective, professional telephone surveys while capturing respondents' answers as fully as possible. RSG provided phone scripts for operators and training reference documents.

3.3 Recruitment and Participation Mode

RSG used address-based sampling to recruit respondents into the Hoosier Travel Counts survey using invitation materials sent through the United States Postal Service. The recruit survey asked adults (age 18+) whether they had Apple or Android smartphones. Other types of smartphones were not considered rMove eligible. Households in which all adults had Apple or Android smartphones were offered the option of reporting their travel in the rMove app for seven consecutive days. All other households that did not own a smartphone or opted out of rMove app participation were instructed to report one day of travel via rMove for Web either online or through the call center by telephone interview.

In the final ABS sample, approximately 19.6 percent of households completed their survey participation using rMove and 80.4 percent of households completed their participation using rMove for Web or the call center.

3.4 Travel Date Assignments

Households were assigned to a travel date or travel week after completing the recruit survey. Households that participated via the seven-day smartphone app travel diary were assigned to report travel for a full, consecutive week beginning three days after completing the recruit survey (or one day after completing the recruit survey for one-person households). Households that participated via the one-day online travel diary were assigned to report travel on the next Tuesday, Wednesday, or Thursday using a weighted probability to balance the travel days.

3.5 Proxy Reporting for Child Trips

For rMove households with children, one adult in each household was designated to report "by proxy" travel information in rMove for all children (i.e., household members 17 and under) in the household for a single travel day. The proxy travel day for all rMove household children was the second weekday of the travel period. The app automatically copied travel details for any shared travel trips with adults in the survey household (e.g., drive to school) over to the child's record where the proxy adult would confirm the details. In addition, the proxy adult was asked to add trips if the child made an independent trip (e.g., riding the bus to school) or made a trip with someone outside of the household (e.g., getting a ride with a friend's parents).

Among online and call center households, one adult was required to complete a full one-day travel diary for the children of the household (along with all the other members of the

household). Like with the rMove app, adult proxy reporters could copy children's trips from other adults and report new trips that the children made on their own.

3.6 Survey Incentives

An incentive was offered to all households that completed the survey. Online or call center households received one gift card per household. rMove app households received one gift card per adult. RSG also offered differential incentives based on household demographics. The minimum amount (i.e., one gift card per household for online or call center participation) was printed on the invitation materials, and the actual incentive amount offered to each household was advertised at the end of the recruit survey. Households could choose between Amazon, Target, or Walmart virtual gift cards or a physical Visa gift card. Households could also choose to receive no gift card.

Incentive amounts were changed throughout data collection to impact response rates. The effectiveness of different incentive amounts was tested twice – once in the Spring and once in the Fall – to determine the most effective incentive amount for the region and for increasing response rates.

Spring Incentive A/B Test

Methods

During the survey soft launch (February 2025), RSG conducted an incentive A/B test to evaluate the impact of two different levels of incentives on recruit rates[2] and conversion rates[3]. In the first two mail groups, half of the households invited in each segment received the Group A incentives (i.e., base level), and the other half received the Group B incentives (i.e., higher level). These amounts were advertised in their mailed invitations as the minimum amount they would receive upon completing the survey.

RSG offered **$10 – $60** incentives to households that completed the full HTS based on participation method.

- Most households that participated by web or call center received either **A) $10 per household or B) $40 per household**. Web and call center households considered hard-to-reach received a higher incentive of either **A) $20 per household or B) $50 per household.** Households were considered hard-to-reach if they met any of the following criteria:
  - The household was in a hard-to-reach segment based on geographic location.

[2] Recruit rate = The percentage of households that complete the recruit survey.
[3] Conversion rate = The percentage of recruited households that completed the household travel survey.

  - The household reported in the recruit survey an estimated income below $35,000, a household size of 5 or more members, any race other than White, or Hispanic, Latino, or Spanish origin.

- Most households that participated via the rMove smartphone app received **A) $20 per participating adult** or **B) $50 per participating adult**. Smartphone households considered hard-to-reach, based on the same criteria listed above, received a higher incentive of **A) $30 per participating adult** or **B) $60 per participating adult**.

Results

RSG evaluated recruit and conversion rates to determine the Spring 2025 incentive values prior to mailing mail group 3 invitations. Overall, the higher incentive increased recruit and conversion rates relative to the base incentive. Higher recruit rates and conversion rates led to more complete households, in that a) more invited households signed up for the study and b) more recruited households went on to complete the study. The incentive structure in Table 4 was adopted for the remainder of Spring 2025 data collection to balance the results of the A/B test along with the survey expense budget.

Table 4: Spring 2025 Incentive Structure Following A/B Test

PARTICIPATION MODE	INCENTIVE LEVEL	PAYMENT TYPE	AMOUNT
Survey taken via the call center or rMove for Web	Base	Per Household	$20
Survey taken in rMove	Base	Per Adult	$30
Survey taken via the call center or rMove for Web	Differential	Per Household	$50
Survey taken in rMove	Differential	Per Adult	$60

Fall Incentive A/B Test

Methods

Despite the higher incentive amounts tested and offered in Spring 2025, response rates were still lower-than-expected. RSG conducted a second incentive A/B test at the start of the Fall 2025 data collection period to again evaluate the impact of two levels of incentives on recruit rates and conversion rates. The Fall A/B test was structured the same as the Spring A/B test but using different incentive values.

RSG offered **$40 – $75** incentives to households that completed the full HTS based on participation method.

- Most households that participated by web or call center received **A) $40 per household** or **B) $50 per household**. Web and call center households considered hard-to-reach received a higher incentive of **A) $50 per household** or **B) $60 per household.** Households were considered hard-to-reach if they met any of the following criteria:
  - The household was in a hard-to-reach segment based on geographic location.
  - The household reported in the recruit survey an estimated income below $35,000, a household size of 5 or more members, any race other than White, or Hispanic, Latino, or Spanish origin.
- Most households that participated via smartphone app (rMove) received **A) $50 per participating adult** or **B) $65 per participating adult**. Smartphone households that are considered hard-to-reach (based on the same criteria listed above) received a higher incentive of **A) $60 per participating adult** or **B) $75 per participating adult**.

Results

RSG evaluated recruit and conversion rates to determine the Fall 2025 incentive values prior to mailing mail group 11 invitations. The base incentive attracted higher recruit and conversion rates relative to the higher incentive. As such, the base level incentives (Table 5) were used for much of the Fall 2025 data collection period.

Table 5: Fall 2025 Incentive Structure Following A/B Test

PARTICIPATION MODE	INCENTIVE LEVEL	PAYMENT TYPE	AMOUNT
Survey taken via the call center or rMove for Web	Base	Per Household	$40
Survey taken in rMove	Base	Per Adult	$50
Survey taken via the call center or rMove for Web	Differential	Per Household	$50
Survey taken in rMove	Differential	Per Adult	$60

Additional IMPO Mailings Incentives

To maximize the expense budget available for the additional IMPO mailings sent in January 2026, all additional participants were offered the one-day web or call center version of the study for an incentive payment of $30 per household.

4.0 Survey Branding, Communication, and Administration

4.1 Survey Branding

The survey branding (survey name, color scheme, and font selection) was developed by RSG with input from the Hoosier Travel Counts survey team, which was made up of IMPO and HMPO staff. The project logo is shown in Figure 3.

Figure 3: Hoosier Travel Counts Survey Branding



4.2 Survey Invitation Materials

Two types of invitation materials were initially used to invite households to participate for most of the Spring 2025 data collection wave:

- **Letter Invitation**: A formal letter invitation invited households to the survey, as shown in Figure 4 (envelope) and Figure 5 (letter). The Hoosier Travel Counts branded letter explained the survey purpose with logos and signatures from the sponsor agencies, described the steps necessary to start the survey, and provided the household-specific access code.
- **Reminder Postcard**: A reminder postcard arrived after the formal letter to encourage every household to complete the travel diary. The reminder included information about survey purpose, incentive minimums, starting the survey, and the household-specific access code, shown in Figure 6 (front) and Figure 7 (back).

Figure 4: Hoosier Travel Counts Invitation Envelope

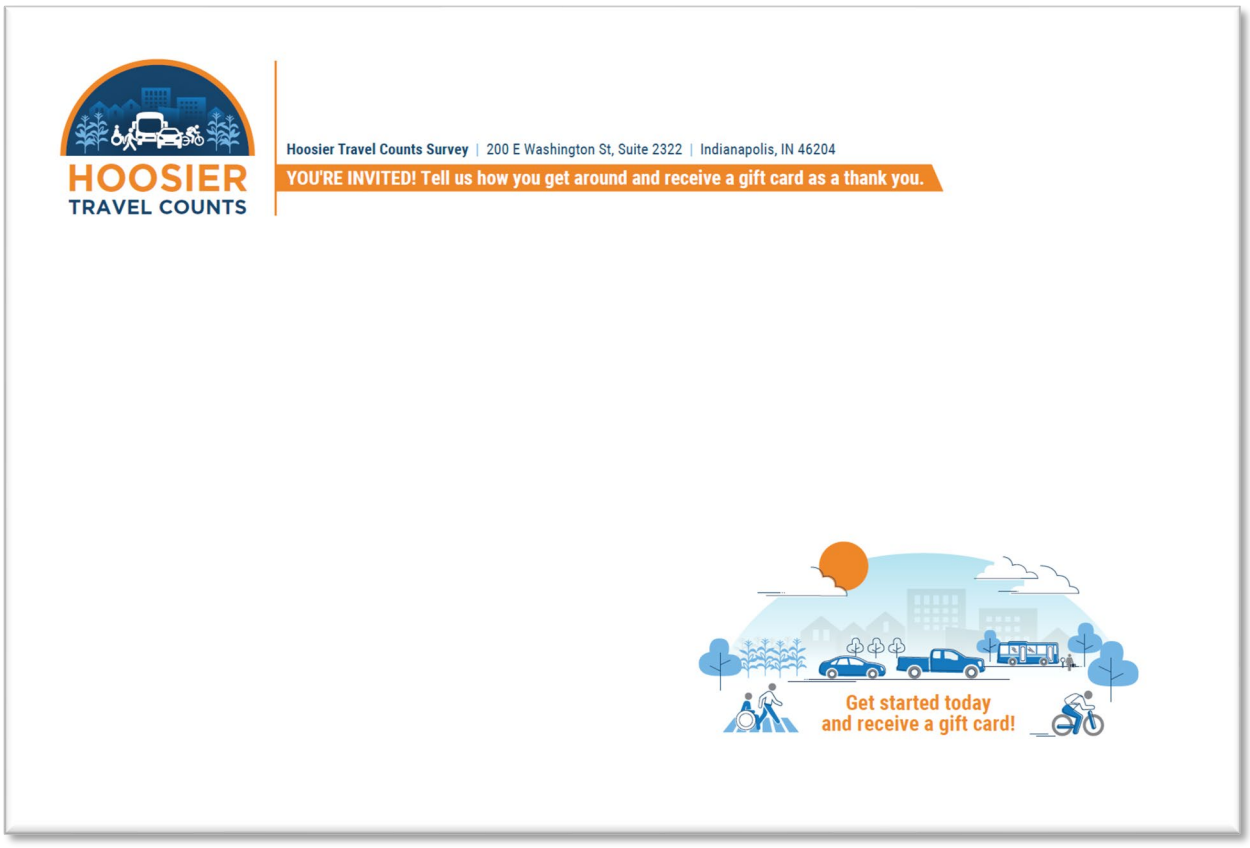


Figure 5: Hoosier Travel Counts Invitation Letter

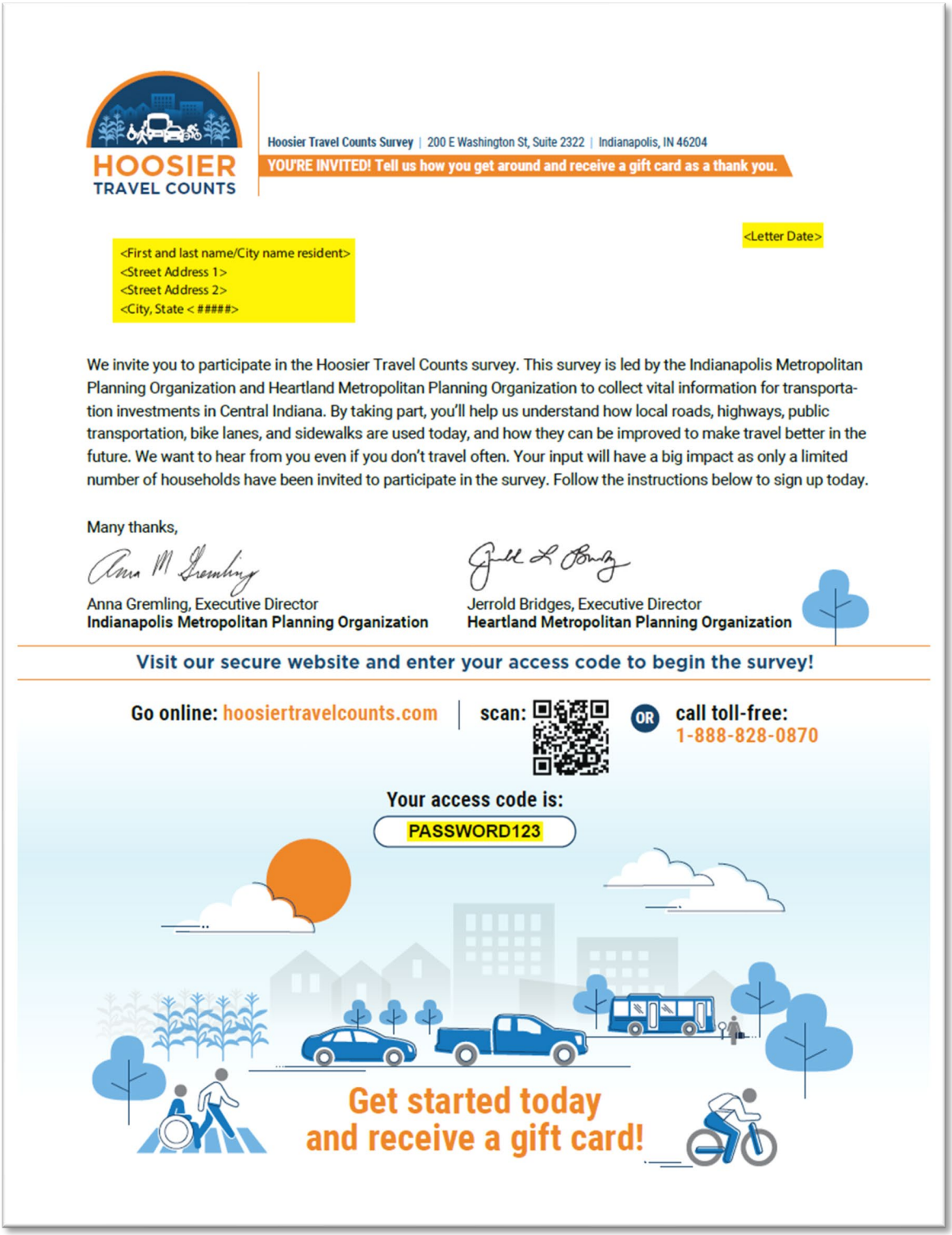
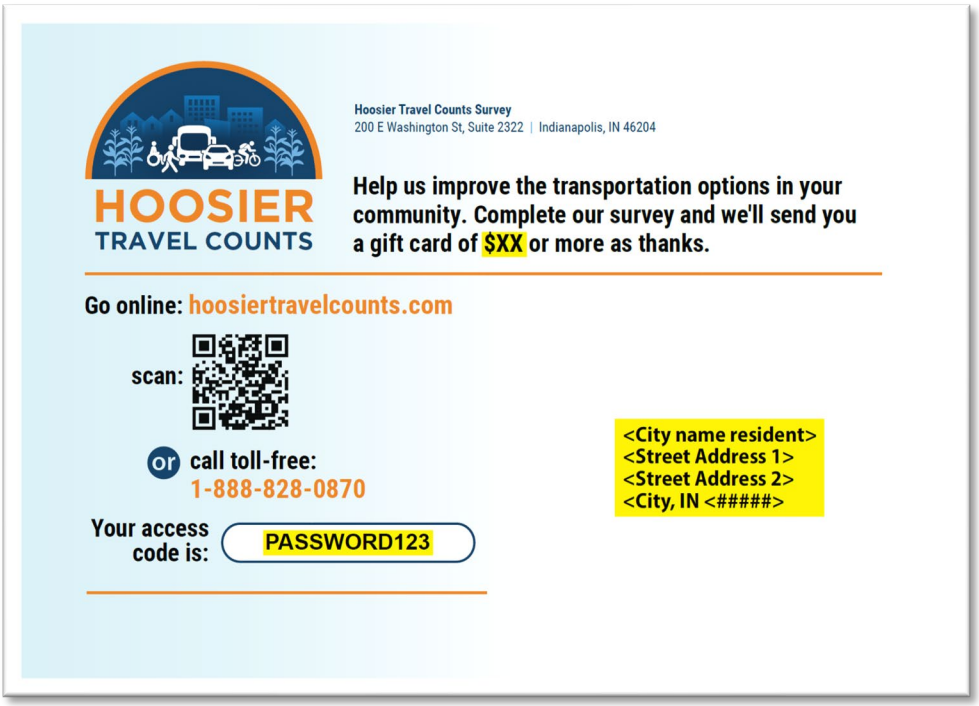


Figure 6: Hoosier Travel Counts Postcard (Front)



Figure 7: Hoosier Travel Counts Postcard (Back)



Invitation Materials A/B Test

Methods

Given the suppressed response rates during Spring 2025, RSG recommended an A/B test to inform Fall 2025 data collection. RSG conducted an invitation materials A/B test to evaluate the impact of receiving two postcard invitations compared to receiving one letter and one postcard invitation (i.e., RSG's standard practice) on recruit rates and conversion rates. Mailing two postcards ($1.16 per unit) was significant cost savings compared to a letter and postcard ($1.56 per unit) and left more room in the expense budget for the increased incentive amounts. In the last two mail groups of Spring 2025, half of the households (Group A) invited in each segment received the standard letter and reminder postcard invitations one week apart, and the other half (Group B) received two postcard invitations one week apart.

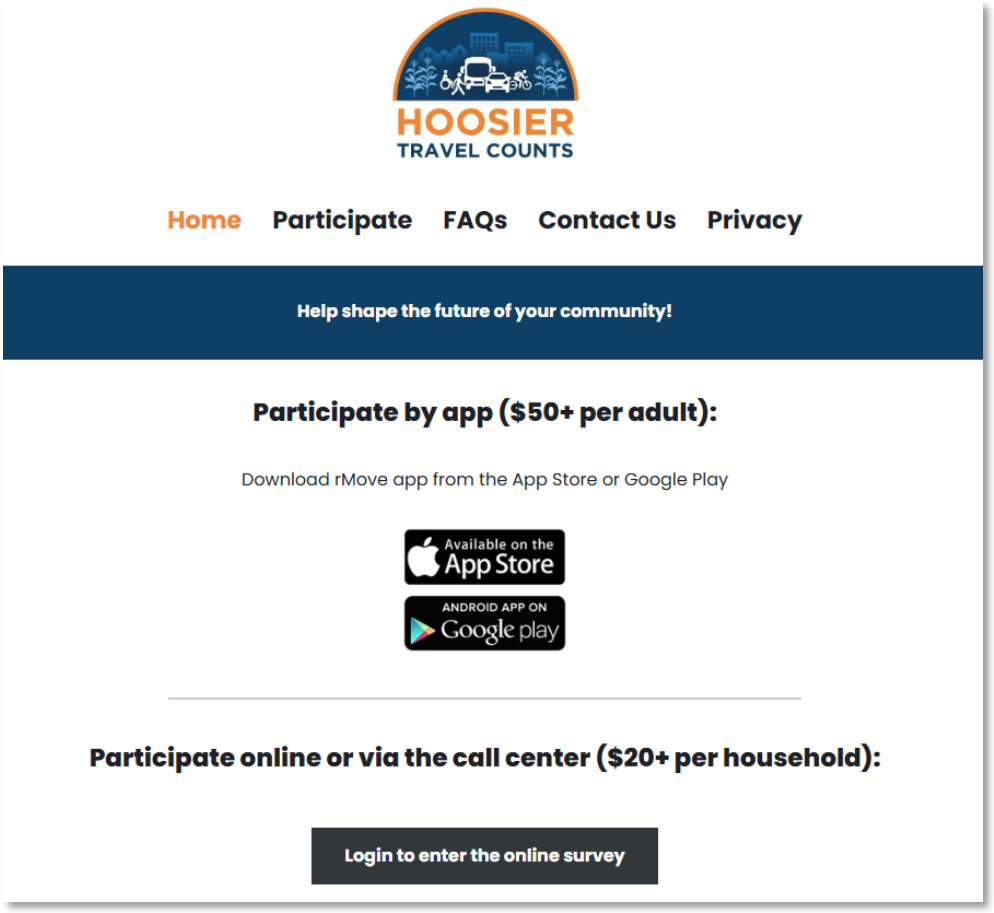
Results

RSG evaluated the A/B test using recruit and conversion rates. Although Group B recruit rates were slightly lower than Group A, higher conversion rates for Group B led to an equal number of completed households for both Group A and Group B. Given the similar performance between Group A and Group B and the significant cost savings, RSG used two postcards for all remaining invitation mailings.

4.3 Survey Website

RSG developed a project website to describe the study and facilitate survey participation. The study website was designed to be simple, intuitive, and easy to navigate on desktop computers and mobile devices. The website home page is shown in Figure 8.

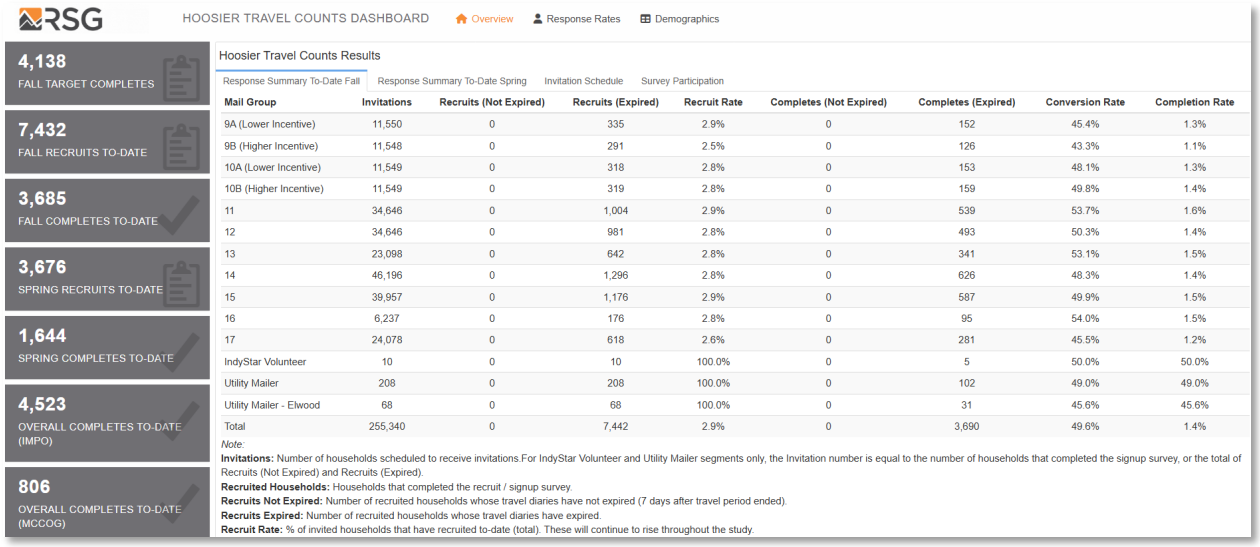
Figure 8: Hoosier Travel Counts Project Home Page



Monitoring Dashboard

At the start of data collection, RSG provided IMPO and HMPO with a real-time, web-based response monitoring dashboard. The dashboard provided, among other items, response summaries by mail group and sample segments and demographic summaries by data collection wave. Figure 9 shows the main page of the dashboard, which includes performance metrics such as the number of completed households, recruit rate, conversion rate, and completion rate.

Figure 9: Hoosier Travel Counts Monitoring Dashboard



Mail Group	Invitations	Recruits (Not Expired)	Recruits (Expired)	Recruit Rate	Completes (Not Expired)	Completes (Expired)	Conversion Rate	Completion Rate
9A (Lower Incentive)	11,550	0	335	2.9%	0	152	45.4%	1.3%
9B (Higher Incentive)	11,548	0	291	2.5%	0	126	43.3%	1.1%
10A (Lower Incentive)	11,549	0	318	2.8%	0	153	48.1%	1.3%
10B (Higher Incentive)	11,549	0	319	2.8%	0	159	49.8%	1.4%
11	34,646	0	1,004	2.9%	0	539	53.7%	1.6%
12	34,646	0	981	2.8%	0	493	50.3%	1.4%
13	23,098	0	642	2.8%	0	341	53.1%	1.5%
14	46,196	0	1,296	2.8%	0	626	48.3%	1.4%
15	39,957	0	1,176	2.9%	0	587	49.9%	1.5%
16	6,237	0	176	2.8%	0	95	54.0%	1.5%
17	24,078	0	618	2.6%	0	281	45.5%	1.2%
IndyStar Volunteer	10	0	10	100.0%	0	5	50.0%	50.0%
Utility Mailer	208	0	208	100.0%	0	102	49.0%	49.0%
Utility Mailer - Elwood	68	0	68	100.0%	0	31	45.6%	45.6%
Total	255,340	0	7,442	2.9%	0	3,690	49.6%	1.4%

Note:
Invitations: Number of households scheduled to receive invitations.For IndyStar Volunteer and Utility Mailer segments only, the Invitation number is equal to the number of households that completed the signup survey, or the total of Recruits (Not Expired) and Recruits (Expired).
Recruited Households: Households that completed the recruit / signup survey.
Recruits Not Expired: Number of recruited households whose travel diaries have not expired (7 days after travel period ended).
Recruits Expired: Number of recruited households whose travel diaries have expired.
Recruit Rate: % of invited households that have recruited to-date (total). These will continue to rise throughout the study.

4.4 Participant Support

Outbound Participant Support

RSG used two primary types of outbound participant support throughout the study. These included automated email reminders and reminder phone calls. During Part 1 of the survey, participants could provide a phone number or email address for study communications.

Call Center

The study call center conducted all phone reminders to households that only provided a phone number. Phone reminders occurred on the following schedule:

- One day before each household's travel date.
- One day after each household's travel date.
- Three days after each household's travel date (if the household had not yet completed the study).

Reminder Emails

RSG sent reminder emails on the following, more frequent schedule:

- Immediately after each household completed Part 1.
- On the travel date.
- One day after the travel date.
- Three to seven days after the travel date (if the household had not yet completed the study).

Inbound Participant Support

In addition to all outbound participant support, RSG provided two primary means through which participants could contact study administrators. Participants could call a toll-free number to reach the study call center or email the study inbox with questions. The study website included the toll-free number and a contact form to submit an email request. Anyone with a question or comment could contact the participant support teams for information whether they were a participant or simply an interested member of the public.

Call Center

Participants who called the toll-free number were either connected to a trained representative who could answer any questions or asked to leave a voicemail.

Email Inbox

RSG staff monitored and responded to the study email inbox, typically within one business day.

4.5 Public Engagement

At the outset of the project, RSG created a public awareness plan with the primary goal of organizing outreach activities to encourage high response by boosting the survey's legitimacy and brand recognition. The following outreach activities were performed with assistance from IMPO, HMPO, and Herd Strategies (the public outreach subconsultant on the project):

- Counties and major cities were notified about the survey to ensure they 1) could confirm its legitimacy when participants called to ask questions and 2) understand the schedule on which residents in their area would be invited.
- Three different press releases were issued throughout data collection to help engage local news outlets (i.e., papers, radio shows, etc.) to request space for articles or interviews about the survey.
- Information about the survey, including graphic and video content, was posted on IMPO and HMPO's websites and social media outlets.
- IMPO, HMPO, and Herd Strategies collaborated with existing partner organizations, requesting they post about the survey on their websites, newsletters, and social media accounts. A social media toolkit was produced and sent out to partner organizations prior

to the start of Fall data collection. Example content to support these activities is included in Figure 10.

- IMPO reached out to an existing reporter contact at The Indianapolis Star. As a result, a story was written about the importance of household travel survey[4] data for the region in October 2025.
- HMPO reached out to an existing reporter contact at The Herald Bulletin. As a result, a story was written about participating in the survey[5] in October 2025.

Figure 10: Example Graphic and Caption from Social Media Toolkit



Caption: Whether you drive, bike, ride, or walk, **we need your input!** If you receive a postcard, take the survey to identify where improvements are needed in Central Indiana. For more information, visit https://hoosiertravelcounts.com/

[4] Central Indiana transit funding at risk due to Hoosier Travel Counts survey
[5] Local residents asked to participate in travel study

5.0 Dataset Preparation

5.1 Overview

RSG conducted dataset preparation and quality control procedures at every stage of the study (i.e., before, during and after data collection). These procedures were designed to validate survey logic, review participant experience and confirm consistent data coding in the survey database. The following sections summarize the various dataset preparation and quality control steps. RSG provided a separate data user guide to IMPO and HMPO to accompany the final datasets. The full data coding and QA/QC measures are detailed in the Data Coding and QC Memo, which was delivered separately prior to the start of data collection.

5.2 Dataset Preparation

Database Setup and Real-Time Quality Controls

Prior to the survey launch, RSG, IMPO, and HMPO reviewed the survey instruments to verify that the survey interface was clear and easy to use, questions were understandable and variables were written out to the database as expected. To reduce survey burden and improve final data quality, the survey also included real-time data checks and logic. Examples of these checks include:

- Validation logic to prevent skipped questions.
- Logic checks to hide irrelevant questions and answers (e.g., employment questions for children).
- Spatial and temporal checks within trip rosters to prevent overlapping trips.

These real-time data checks did not eliminate every inconsistency, but they did significantly reduce reporting errors and re-coding requirements after data collection.

Geographic Data Checks

During data collection, the survey instruments used the Bing Maps API to geocode the coordinates for reported home, work, school, and trip addresses. These estimates were recorded in the database and shown to participants in real time to help them verify that they had correctly entered their trip location information.

Following data collection, RSG also coded home location points to BGs and broader regional definitions.

Trip Derivation for Nonparticipating Household Members

Household travel surveys required data for all household members to assess complete household travel patterns. However, some exceptions were allowed in the data collection process where travel could be reported by proxy, particularly for children.

Household adults were asked to report travel for the children in the household (under age 18). Participants could also report children of all ages as travel party members on their own trips. RSG used these records to derive diary records for children under age 18.

Completion Criteria

The last step of dataset preparation involved reviewing all data records to confirm that they met survey, travel day and household completion criteria. “Complete” households for both rMove and rMove for Web met the following conditions:

1. The household completed the online recruit survey.
2. All ABS household members provided complete travel diary information for the same day (i.e., answered all surveys and reported all trips). Online panel members provided complete travel diary information for themselves (person 1 in the household).
3. The household reported a home address within the study region.
4. All participating members provided complete data on at least one concurrent weekday (Tuesday-Thursday).
5. Participants in households that participated via rMove reported complete data for at least 90% of trips and five or more days.

6.0 Expansion and Weighting

The Hoosier Travel Counts survey collected detailed travel information from 5,234 households across Central Indiana: 4,448 in the IMPO region and 786 in the HMPO region. While this is a large dataset, it represents only a small share of the total population. To make the data useful for planning, the survey must be expanded so that it represents all households, people, and trips in the region. This expansion is done through a process called weighting.

At a high level, weighting answers this question: “How many real-world households (or people, or trips) does each survey response represent?” For example, if 5 households responded in an area that contains 100 households, each responding household would represent about 20 households in the population.

However, real surveys are more complex than this simple example. Not everyone responds, and different types of households and people participate at different rates. In addition, people report their travel differently depending on how they complete the survey (e.g., smartphone app vs. web survey). These factors can introduce bias into the raw survey data.

The weighting process corrects for these issues so that the final dataset:

- Accurately reflects the population size and demographic composition of the region.
- Produces realistic travel patterns, not distorted by survey methods.

After weighting, the Hoosier Travel Counts dataset represents 891,144 households, 2,168,211 people, and 9,036,102 daily trips. These totals align with independent population benchmarks from the U.S. Census.

Weights and Their Interpretation

Each record in the dataset (household, person, day, or trip) is assigned a weight indicating how many real-world units it represents. Because the survey includes multiple levels of data, different weights are provided for different types of analysis. There are six different types of weights that are created:

- **Household weight** expands the sample to represent all households in the region. The sum of these weights equals the total number of households.
- **Person weight** expands the sample to represent all people. Person weights are generally equal to household weights, except in cases where certain household members (e.g., non-relatives or roommates) were excluded from the survey; these individuals receive a weight of zero. The sum of person weights equals the total population.
- **Day weight** represents a typical weekday of travel for each person. These weights distribute person weights across the number of complete travel days reported (e.g., for multi-day smartphone diaries), such that the total still represents the full population. The sum of day weights matches the sum of person weights.

- **Trip weight** represents all trips taken on a typical weekday. Trip weights are inherited from day weights and further adjusted to account for non-response bias by trip type (e.g., differences across diary platforms). The sum of trip weights reflects the total number of weekday trips in the region.
- **Linked trip and tour weights** represent aggregated travel units, defined as the average weight of their component trips or legs.

In practice, analysts should select the weight corresponding to their unit of analysis (i.e., use household weights for household- and vehicle-level summaries; use person weights for population-level summaries). Additional guidance can be found in the Data Users Guide.

Overview of the Weighting Process

Weighting was conducted in four main steps (summarized in Table 6). Each step addresses a different type of bias in the data, moving from initial sample expansion to adjustments that align the survey with population characteristics and observed travel patterns. Additional technical details are provided in the Weighting Procedural Manual (delivered separately).

Table 6: Weighting Process Summary

STEP	PURPOSE	WHAT HAPPENS	KEY OUTCOME
1. Base Weight Estimation	Expand the sample to represent the full population.	Each household is assigned weight based on its probability of selection. For example, if 5 households respond out of 100, each represents 20 households.	Data are scaled to the correct total population size but may still reflect response bias.
2. Demographic Adjustment (Round 1)	Match the sample to known population characteristics.	Weights are adjusted to align with U.S. Census benchmarks (e.g., household size, income, age, vehicle ownership).	Survey reflects *who lives in the region* in terms of key demographics.
3. Day-Pattern Adjustment (Round 2)	Correct differences in how travel days are reported.	Weights are adjusted so the mix of travel days (no travel, work/school, other) is consistent across survey methods.	Survey reflects a realistic distribution of *daily travel behavior.*
4. Trip Adjustment (Round 3)	Correct underreporting of trips by type and method.	Trip-level weights are adjusted to account for systematic underreporting, especially across diary platforms and trip types.	Survey reflects *how much people travel*, not just what was reported.

7.0 Survey Results

7.1 Sample Plan Evaluation

The study aimed to sample 5,700 households in the Central Indiana region – 4,500 households for the IMPO region and 1,200 from the HMPO region. HMPO experienced depressed responses rates despite increasing incentive amounts and survey outreach throughout data collection, which led to lower-than-targeted completes. Prior to data cleaning and weighting, data was collected for 4,523 total IMPO households and 806 total HMPO households. Table 7 shows the target and final completes and responses rates and Table 8 shows final invitation, response, and sample rates by MPO and sample segment[6] for the data following data cleaning.

Table 7: Target and Final Completes and Response Rates by MPO and Sample Segment

MPO	SAMPLE SEGMENT	TARGET COMPLETES	TARGET RESPONSE RATE	FINAL COMPLETES	FINAL RESPONSE RATE
IMPO	Rural HTR	20	1.0%	18	0.9%
	Rural General	356	1.2%	323	1.1%
	Suburban	1,508	1.3%	1,496	1.3%
	Transit	684	1.9%	693	2.0%
	Urban General	750	1.5%	737	1.4%
	Urban HTR	1,184	1.4%	1,172	1.4%
	Total	**4,502**	**1.4%**	**4,439**	**1.4%**
HMPO	Anderson Urban General	270	2.1%	164	1.3%
	Anderson Urban HTR	378	2.1%	242	1.3%
	Delaware - Henry	40	2.4%	34	2.0%
	Elwood	54	2.1%	47	1.8%
	MCCOG Rural	240	2.1%	131	1.1%
	Southwest Quadrant	218	2.1%	172	1.6%
	Total	**1,200**	**2.1%**	**790**	**1.4%**

Note. Response Rate = Completes / Total Invites.

[6] Because sample segment is based on the address to which survey invitations were sent – not respondents' reported home locations – the breakdown of final completes by IMPO and HMPO presented in Tables 7 and 8 differs slightly from the breakdown based on the home_mpo variable in the weighted household table. The home_mpo variable was derived from respondents' reported home locations. The breakdown presented in Tables 7 and 8 can be recreated using the sample_segment variable in the weighted household table.

Table 8: Final Invitation, Response, and Sample Rates by MPO and Sample Segment

MPO	SAMPLE SEGMENT	TOTAL HOUSEHOLDS	TOTAL INVITES	INVITE RATE	FINAL COMPLETES	FINAL RESPONSE RATE	FINAL SAMPLE RATE
IMPO	Rural HTR	3,520	1,916	54.4%	18	0.9%	0.5%
	Rural General	62,828	28,501	45.4%	323	1.1%	0.5%
	Suburban	265,780	119,301	44.9%	1,496	1.3%	0.6%
	Transit	86,234	35,405	41.1%	693	2.0%	0.8%
	Urban General	208,577	51,334	24.6%	737	1.4%	0.4%
	Urban HTR	120,749	86,502	71.6%	1,172	1.4%	1.0%
	Total	**747,688**	**322,959**	**43.2%**	**4,439**	**1.4%**	**0.6%**
HMPO	Anderson Urban General	13,048	13,048	100.0%	164	1.3%	1.3%
	Anderson Urban HTR	18,361	18,361	100.0%	242	1.3%	1.3%
	Delaware - Henry	1,965	1,683	85.6%	34	2.0%	1.7%
	Elwood	2,576	2,576	100.0%	47	1.8%	1.8%
	MCCOG Rural	11,620	11,620	100.0%	131	1.1%	1.1%
	Southwest Quadrant	10,576	10,576	100.0%	172	1.6%	1.6%
	Total	**58,146**	**57,864**	**99.5%**	**790**	**1.4%**	**1.4%**

Note. Invite Rate = Total Invites / Total Households. Final Completes = Total Completes following data cleaning and weighting. Response Rate = Final Completes / Total Invites. Sample Rate = Final Completes / Total Households.

7.2 Survey Results

While the primary function of the Hoosier Travel Counts survey is to support travel demand model development and calibration, it also provides valuable insights into Central Indiana's population and overall travel-related behaviors. The following are key data findings from the weighted dataset.

Linked trips, which are unlinked trips joined together, most closely correspond to a layperson's understanding of a "trip." Linked trips may consist of multiple "legs", or mode segments, of a trip, but share the same overall trip purpose and destination. For example, a linked trip to work may consist of three unlinked trips – 1) driving from home to the train, 2) taking the train to the station nearest work, and 3) walking from the train station to work.

Trip summaries are based on weighted complete weekday linked trips, defined as trips made Tuesday through Thursday. Breakdowns by MPO are calculated using the home_mpo variable in the delivered dataset (see footnote 6 for more details).

Due to rounding, totals may not sum exactly to 100 percent.

Household-Level Demographics by MPO

Table 9 through Table 12 show unweighted and weighted survey results for household size, income, number of vehicles, and residence type by MPO. Table 9 shows that one- and two-person households account for the largest share of households in both MPOs. Table 10 indicates that household income distributions in both MPOs are concentrated below $100,000 per year, although HMPO has a relatively larger share of lower-income households (i.e., under $50,000 per year) and IMPO has a larger share of households with incomes of $200,000 or more per year. Table 11 shows that households with one or two vehicles make up the largest share in both MPOs, while zero-vehicle households represent a comparatively small portion of households in each region. Table 12 indicates that single-family detached housing is the predominant residence type in both MPOs, particularly in HMPO, while IMPO has a comparatively larger share of households living in multifamily housing.

Table 9: Household Size by MPO

MPO	HH SIZE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	1 person	1,574	240,415 (226,972 – 253,858)	29.1% (27.5% – 30.8%)
	2 people	1,606	286,739 (269,477 – 304,001)	34.7% (32.9% – 36.6%)
	3 people	562	117,528 (103,801 – 131,255)	14.2% (12.8% – 15.9%)
	4 people	423	98,378 (86,109 – 110,646)	11.9% (10.6% – 13.4%)
	5 people	182	49,082 (39,448 – 58,716)	5.9% (4.9% – 7.2%)
	6+ people	101	33,480 (24,703 – 42,257)	4.1% (3.1% – 5.2%)
HMPO	1 person	257	23,090 (19,636 – 26,543)	35.2% (31.0% – 39.7%)
	2 people	268	21,556 (18,214 – 24,898)	32.9% (28.8% – 37.3%)
	3 people	124	9,359 (7,134 – 11,585)	14.3% (11.4% – 17.8%)
	4 people	75	6,683 (4,590 – 8,776)	10.2% (7.6% – 13.6%)
	5 people	45	3,278 (1,876 – 4,680)	5.0% (3.3% – 7.6%)
	6+ people	17	*1,558 (454 – 2,662)*	*2.4% (1.2% – 4.7%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 10: Household Income by MPO

MPO	HH INCOME	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Under $20,000	817	70,765 (61,459 – 80,071)	8.6% (7.5% – 9.7%)
	$20,000-$49,999	499	148,429 (136,832 – 160,026)	18.0% (16.6% – 19.4%)
	$50,000-$99,999	386	226,994 (212,082 – 241,905)	27.5% (25.8% – 29.2%)
	$100,000-$199,999	524	208,474 (192,719 – 224,230)	25.3% (23.5% – 27.0%)
	$200,000 or more	979	96,991 (82,783 – 111,199)	11.7% (10.2% – 13.4%)
	Prefer not to answer	628	73,967 (63,196 – 84,738)	9.0% (7.8% – 10.3%)
HMPO	Under $20,000	136	9,155 (7,122 – 11,189)	14.0% (11.3% – 17.2%)
	$20,000-$49,999	266	14,641 (12,167 – 17,116)	22.3% (19.0% – 26.1%)
	$50,000-$99,999	116	17,972 (15,144 – 20,800)	27.4% (23.7% – 31.5%)
	$100,000-$199,999	77	15,624 (12,384 – 18,864)	23.8% (19.9% – 28.3%)
	$200,000 or more	146	3,141 (1,541 – 4,742)	4.8% (2.9% – 7.8%)
	Prefer not to answer	349	4,990 (2,874 – 7,106)	7.6% (5.1% – 11.3%)

Table 11: Household Vehicles by MPO

MPO	HH VEHICLES	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	0 vehicles	296	51,136 (42,952 – 59,320)	6.2% (5.3% – 7.2%)
	1 vehicle	1,909	293,751 (278,029 – 309,473)	35.6% (33.8% – 37.4%)
	2 vehicles	1,642	336,733 (316,952 – 356,514)	40.8% (38.8% – 42.8%)
	3 vehicles	454	104,719 (91,781 – 117,656)	12.7% (11.3% – 14.2%)
	4 vehicles	116	28,336 (21,036 – 35,636)	3.4% (2.7% – 4.4%)
	5+ vehicles	31	10,946 (5,777 – 16,115)	1.3% (0.8% – 2.1%)
HMPO	0 vehicles	45	5,024 (3,315 – 6,733)	7.7% (5.5% – 10.6%)
	1 vehicle	309	23,757 (20,342 – 27,171)	36.3% (32.0% – 40.7%)
	2 vehicles	303	24,990 (21,273 – 28,707)	38.1% (33.7% – 42.7%)
	3 vehicles	85	8,520 (6,108 – 10,932)	13.0% (10.0% – 16.8%)
	4 vehicles	33	2,420 (1,447 – 3,392)	3.7% (2.5% – 5.5%)
	5+ vehicles	11	*814 (226 – 1,401)*	*1.2% (0.6% – 2.5%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 12: Household Residence Type by MPO

MPO	RESIDENCE TYPE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Single-family house (detached house)	2,906	588,977 (564,633 – 613,321)	71.3% (69.6% – 73.0%)
	Townhouse (attached house)	285	46,456 (39,107 – 53,805)	5.6% (4.8% – 6.6%)
	Building with < 3 apartments/condos	174	28,859 (22,724 – 34,994)	3.5% (2.8% – 4.3%)
	Building with 4+ apartments/condos	984	141,705 (130,791 – 152,619)	17.2% (15.9% – 18.5%)
	Mobile home/trailer	57	12,050 (7,279 – 16,821)	1.5% (1.0% – 2.2%)
	Dorm or institutional housing	17	2,485 (1,130 – 3,840)	0.3% (0.2% – 0.5%)
	Other	25	*5,089 (1,882 – 8,297)*	*0.6% (0.3% – 1.2%)*
HMPO	Single-family house (detached house)	636	52,415 (47,198 – 57,632)	80.0% (76.1% – 83.4%)
	Townhouse (attached house)	19	*2,283 (834 – 3,732)*	*3.5% (1.9% – 6.4%)*
	Building with < 3 apartments/condos	33	2,238 (1,389 – 3,087)	3.4% (2.3% – 5.0%)
	Building with 4+ apartments/condos	61	5,133 (3,592 – 6,674)	7.8% (5.8% – 10.5%)
	Mobile home/trailer	31	2,724 (1,506 – 3,942)	4.2% (2.7% – 6.4%)
	Dorm or institutional housing	2	*433 (0 – 1,058)*	*0.7% (0.2% – 2.8%)*
	Other	4	*299 (0 – 641)*	*0.5% (0.1% – 1.4%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Person-Level Demographics by MPO

Table 13 through Table 20 show unweighted and weighted survey results for person-level demographics by MPO. The weighted results show that both regions include a mix of age groups, with HMPO having a slightly larger share of older adults and IMPO having a somewhat larger share of younger adults and children (Table 13). Although the majority of residents in both regions identified as White and not of Hispanic, Latino, or Spanish origin, IMPO had a higher share of residents identifying as other races or ethnicities than HMPO (Table 14 and Table 15). Gender distributions were similar across both regions, with slightly more females than males in both regions (Table 16). Most residents were not currently students (Table 17). Education status was concentrated among residents with a high school diploma, GED, or bachelor's degree (Table 18). Employment patterns varied by MPO, with IMPO showing a higher share of full-time employment and HMPO showing a slightly higher share of retired residents (Table 19). Most people in both regions have one job (Table 20).

Table 13: Age Group by MPO

MPO	AGE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Under 5	540	131,021 (112,444 – 149,598)	6.5% (5.7% – 7.4%)
	5-15	1,226	307,902 (272,432 – 343,371)	15.2% (13.9% – 16.6%)
	16-17	215	60,354 (48,668 – 72,040)	3.0% (2.5% – 3.6%)
	18-24	676	155,240 (135,103 – 175,377)	7.7% (6.8% – 8.6%)
	25-34	1,651	283,573 (258,634 – 308,511)	14.0% (12.9% – 15.2%)
	35-44	1,537	296,196 (270,896 – 321,496)	14.7% (13.6% – 15.8%)
	45-54	1,196	273,678 (246,262 – 301,094)	13.5% (12.4% – 14.8%)
	55-64	1,184	211,313 (190,117 – 232,509)	10.5% (9.5% – 11.5%)
	65-74	1,063	220,728 (199,372 – 242,083)	10.9% (9.9% – 12.0%)
	75-84	367	68,942 (58,651 – 79,233)	3.4% (2.9% – 4.0%)
	85 or older	69	12,013 (8,185 – 15,841)	0.6% (0.4% – 0.8%)
HMPO	Under 5	113	7,806 (5,190 – 10,422)	5.3% (3.9% – 7.2%)
	5-15	255	18,577 (14,012 – 23,142)	12.6% (10.4% – 15.2%)
	16-17	47	3,704 (2,076 – 5,333)	2.5% (1.7% – 3.8%)
	18-24	103	14,473 (10,322 – 18,623)	9.8% (7.6% – 12.6%)
	25-34	243	16,501 (12,994 – 20,007)	11.2% (9.1% – 13.7%)
	35-44	266	17,298 (13,868 – 20,728)	11.7% (9.8% – 14.0%)
	45-54	219	20,953 (15,894 – 26,013)	14.2% (11.6% – 17.4%)
	55-64	248	19,841 (15,755 – 23,927)	13.5% (11.1% – 16.3%)
	65-74	207	19,866 (15,779 – 23,953)	13.5% (11.1% – 16.4%)
	75-84	87	7,201 (4,963 – 9,439)	4.9% (3.6% – 6.7%)
	85 or older	14	*1,032 (377 – 1,686)*	*0.7% (0.4% – 1.3%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 14: Race by MPO

MPO	RACE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	American Indian or Alaska Native	21	4,189 (1,803 – 6,575)	0.3% (0.2% – 0.5%)
	Asian	242	66,081 (50,982 – 81,181)	4.3% (3.5% – 5.4%)
	Black or African American	988	194,774 (170,414 – 219,134)	12.8% (11.4% – 14.4%)
	Native Hawaiian or Other Pacific Islander	12	*6,082 (0 – 12,508)*	*0.4% (0.1% – 1.1%)*
	White	5,281	993,933 (947,700 – 1,040,165)	65.3% (63.1% – 67.5%)
	Other race	91	43,868 (27,933 – 59,803)	2.9% (2.0% – 4.1%)
	Two or more races	189	70,053 (54,550 – 85,556)	4.6% (3.7% – 5.7%)
	Prefer not to answer	626	142,424 (121,065 – 163,783)	9.4% (8.1% – 10.8%)
HMPO	American Indian or Alaska Native	2	*195 (0 – 531)*	*0.2% (0.0% – 0.9%)*
	Asian	14	*1,958 (724 – 3,192)*	*1.7% (0.9% – 3.1%)*
	Black or African American	68	8,008 (4,511 – 11,504)	6.8% (4.5% – 10.3%)
	Native Hawaiian or Other Pacific Islander	3	*721 (0 – 1,972)*	*0.6% (0.1% – 3.4%)*
	White	1,125	93,238 (83,277 – 103,198)	79.6% (75.1% – 83.4%)
	Other race	7	*1,332 (0 – 2,718)*	*1.1% (0.4% – 3.2%)*
	Two or more races	33	4,455 (2,018 – 6,892)	3.8% (2.2% – 6.4%)
	Prefer not to answer	85	7,257 (4,780 – 9,734)	6.2% (4.4% – 8.6%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 15: Ethnicity by MPO

MPO	ETHNICITY	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Cuban	7	*2,970 (0 – 6,118)*	*0.2% (0.1% – 0.6%)*
	Mexican, Mexican American, Chicano	145	46,765 (31,748 – 61,783)	3.1% (2.2% – 4.2%)
	Puerto Rican	43	12,641 (6,032 – 19,250)	0.8% (0.5% – 1.4%)
	Another Hispanic, Latino, or Spanish origin	100	32,788 (18,354 – 47,223)	2.2% (1.4% – 3.3%)
	Two or more ethnicities	12	*3,976 (727 – 7,226)*	*0.3% (0.1% – 0.6%)*
	Not of Hispanic, Latino, or Spanish origin	6,497	1,286,465 (1,231,926 – 1,341,004)	84.6% (82.7% – 86.3%)
	Prefer not to answer	646	135,797 (115,977 – 155,617)	8.9% (7.7% – 10.3%)
HMPO	Cuban	—	—	—
	Mexican, Mexican American, Chicano	14	*1,472 (489 – 2,455)*	*1.3% (0.6% – 2.4%)*
	Puerto Rican	7	*1,297 (0 – 2,655)*	*1.1% (0.4% – 3.1%)*
	Another Hispanic, Latino, or Spanish origin	3	*703 (0 – 1,830)*	*0.6% (0.1% – 2.9%)*
	Two or more ethnicities	2	*305 (0 – 734)*	*0.3% (0.1% – 1.1%)*
	Not of Hispanic, Latino, or Spanish origin	1,217	106,039 (94,971 – 117,107)	90.5% (87.8% – 92.6%)
	Prefer not to answer	94	7,348 (5,213 – 9,484)	6.3% (4.7% – 8.3%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 16: Gender by MPO

MPO	GENDER	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Female	3,855	771,033 (737,370 – 804,695)	50.7% (49.5% – 51.8%)
	Male	3,254	677,521 (643,860 – 711,183)	44.5% (43.4% – 45.7%)
	Non-binary	59	9,838 (6,008 – 13,669)	0.6% (0.4% – 1.0%)
	Other	5	*618 (0 – 1,253)*	*< 0.1% (0.0% – 0.1%)*
	Prefer not to answer	277	62,393 (48,738 – 76,048)	4.1% (3.3% – 5.1%)
HMPO	Female	715	61,322 (54,683 – 67,961)	52.3% (49.6% – 55.1%)
	Male	588	53,375 (46,784 – 59,967)	45.6% (42.8% – 48.3%)
	Non-binary	5	*240 (0 – 518)*	*0.2% (0.1% – 0.7%)*
	Other	—	—	—
	Prefer not to answer	29	2,227 (991 – 3,464)	1.9% (1.1% – 3.3%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 17: Student Status by MPO

MPO	STUDENT STATUS	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Full-time, some or all classes in-person	294	69,804 (55,712 – 83,897)	4.6% (3.8% – 5.6%)
	Full-time, only online classes	75	*16,233 (11,437 – 21,030)*	*1.1% (0.8% – 1.4%)*
	Part-time, some or all classes in-person	78	*20,070 (12,732 – 27,409)*	*1.3% (0.9% – 1.9%)*
	Part-time, only online classes	137	32,948 (24,840 – 41,055)	2.2% (1.7% – 2.8%)
	Not a student	7,159	1,382,627 (1,327,609 – 1,437,645)	90.9% (89.6% – 92.0%)
HMPO	Full-time, some or all classes in-person	27	3,292 (1,668 – 4,917)	2.8% (1.7% – 4.5%)
	Full-time, only online classes	15	2,154 (874 – 3,435)	1.8% (1.0% – 3.3%)
	Part-time, some or all classes in-person	15	2,126 (787 – 3,465)	1.8% (1.0% – 3.4%)
	Part-time, only online classes	18	2,148 (911 – 3,386)	1.8% (1.0% – 3.2%)
	Not a student	1,312	107,444 (96,693 – 118,195)	91.7% (89.3% – 93.6%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 18: Education Status by MPO

MPO	EDUCATION STATUS	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Less than high school	233	51,159 (40,559 – 61,760)	3.4% (2.8% – 4.1%)
	High school graduate/GED	1,342	312,496 (281,534 – 343,458)	20.5% (18.9% – 22.3%)
	Some college	1,065	182,295 (165,421 – 199,169)	12.0% (11.0% – 13.1%)
	Vocational/technical training	339	80,652 (68,543 – 92,761)	5.3% (4.6% – 6.1%)
	Associate degree	515	93,649 (81,867 – 105,431)	6.2% (5.4% – 7.0%)
	Bachelor's degree	2,302	432,264 (406,657 – 457,872)	28.4% (26.9% – 30.0%)
	Graduate/post-graduate degree	1,428	309,847 (283,554 – 336,140)	20.4% (18.9% – 22.0%)
	Prefer not to answer	224	58,498 (44,206 – 72,789)	3.8% (3.0% – 4.9%)
HMPO	Less than high school	66	6,626 (4,343 – 8,908)	5.7% (4.1% – 7.8%)
	High school graduate/GED	313	30,920 (24,999 – 36,841)	26.4% (22.6% – 30.6%)
	Some college	242	19,072 (15,474 – 22,669)	16.3% (13.9% – 19.0%)
	Vocational/technical training	90	8,484 (5,970 – 10,998)	7.2% (5.4% – 9.6%)
	Associate degree	126	9,573 (7,297 – 11,849)	8.2% (6.5% – 10.2%)
	Bachelor's degree	300	24,714 (20,131 – 29,297)	21.1% (17.9% – 24.7%)
	Graduate/post-graduate degree	172	15,126 (11,935 – 18,316)	12.9% (10.6% – 15.7%)
	Prefer not to answer	27	*2,583 (1,038 – 4,128)*	*2.2% (1.2% – 4.0%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 19: Employment Status by MPO

MPO	EMPLOYMENT STATUS	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Employed full-time	3,896	832,814 (791,111 – 874,517)	52.6% (50.9% – 54.3%)
	Employed part-time	767	191,711 (172,736 – 210,686)	12.1% (11.1% – 13.2%)
	Self-employed	440	43,604 (35,509 – 51,700)	2.8% (2.3% – 3.3%)
	Not employed and not looking for work	848	168,143 (145,593 – 190,692)	10.6% (9.4% – 11.9%)
	Unemployed and looking for work	408	68,375 (56,682 – 80,068)	4.3% (3.7% – 5.1%)
	Unpaid volunteer or intern	39	4,852 (3,035 – 6,668)	0.3% (0.2% – 0.4%)
	Employed, but not currently working	58	9,212 (4,646 – 13,777)	0.6% (0.4% – 0.9%)
	Retired	1,502	263,326 (242,764 – 283,889)	16.6% (15.4% – 18.0%)
HMPO	Employed full-time	602	54,134 (46,972 – 61,296)	44.8% (41.1% – 48.6%)
	Employed part-time	127	14,514 (10,775 – 18,253)	12.0% (9.6% – 15.0%)
	Self-employed	87	2,754 (1,830 – 3,677)	2.3% (1.6% – 3.2%)
	Not employed and not looking for work	183	13,316 (10,427 – 16,206)	11.0% (9.1% – 13.3%)
	Unemployed and looking for work	80	6,351 (4,207 – 8,495)	5.3% (3.8% – 7.2%)
	Unpaid volunteer or intern	5	*259 (0 – 569)*	*0.2% (0.1% – 0.7%)*
	Employed, but not currently working	16	*2,811 (0 – 5,778)*	*2.3% (0.8% – 6.4%)*
	Retired	334	26,729 (22,276 – 31,183)	22.1% (18.9% – 25.7%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 20: Numbers of Jobs by MPO

MPO	NUMBER OF JOBS	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	1 job	4,445	965,868 (921,830 – 1,009,906)	89.3% (88.0% – 90.4%)
	2 jobs	481	98,618 (86,064 – 111,173)	9.1% (8.1% – 10.3%)
	3+ jobs	97	17,706 (12,055 – 23,358)	1.6% (1.2% – 2.2%)
HMPO	1 job	706	66,433 (57,529 – 75,338)	89.2% (86.0% – 91.8%)
	2 jobs	88	7,310 (5,151 – 9,469)	9.8% (7.4% – 13.0%)
	3+ jobs	14	*729 (185 – 1,272)*	*1.0% (0.5% – 2.1%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Household-Level Trip Rates by MPO

Table 21 through Table 23 show weighted household trip rates for complete, weekday (Tuesday – Thursday) trips by MPO. On average, households made 9.5 trips per day in the IMPO region and 8.4 trips per day in the HMPO region (Table 21). Household trip rates were generally highest among households with annual incomes of $100,000 to $199,999 (Table 22) and increased with household size, with the highest rates among households with six or more members (Table 23).

Table 21: Household Trip Rate by MPO

MPO	TRIP RATE (CI)
IMPO	9.5 (9.1 – 9.9)
HMPO	8.4 (7.8 – 9.0)

Table 22: Household Trip Rate by MPO and Household Income

MPO	HH INCOME	TRIP RATE (CI)
IMPO	Under $20,000	5.7 (5.1 – 6.4)
	$20,000-$49,999	7.9 (7.1 – 8.8)
	$50,000-$99,999	8.9 (8.1 – 9.6)
	$100,000-$199,999	11.8 (11 – 12.6)
	$200,000 or more	11.7 (10.7 – 12.6)
	Prefer not to answer	9.7 (8.1 – 11.4)
HMPO	Under $20,000	5.7 (4.6 – 6.7)
	$20,000-$49,999	7.6 (6.3 – 8.9)
	$50,000-$99,999	8.8 (7.7 – 9.9)
	$100,000-$199,999	11.4 (10.1 – 12.8)
	$200,000 or more	7.9 (5.5 – 10.3)
	Prefer not to answer	5.8 (4.1 – 7.4)

Table 23: Household Trip Rate by MPO and Household Size

MPO	HH SIZE	TRIP RATE (CI)
IMPO	1 person	4.6 (4.5 – 4.8)
	2 people	8.3 (7.9 – 8.6)
	3 people	11.7 (10.2 – 13.2)
	4 people	14.7 (13.5 – 15.9)
	5 people	16.1 (13.3 – 18.8)
	6+ people	18.5 (15.1 – 21.9)
HMPO	1 person	5.0 (4.5 – 5.5)
	2 people	7.8 (7.1 – 8.6)
	3 people	10.7 (9.2 – 12.2)
	4 people	13.2 (10.6 – 15.8)
	5 people	12.5 (6.7 – 18.2)
	6+ people	14.3 (6.7 – 21.8)

Person-Level Trip Rates by MPO

Table 24 through Table 27 show weighted person-level trip rates for complete, weekday (Tuesday – Thursday) trips by MPO. Within the region, a person made 4.1 trips on average per day (Table 24). Trip rates were consistent between IMPO and HMPO regions. Person trip rates were generally highest for people in households with annual incomes of $100,000 to $199,999 (Table 25). Trip rates were also highest or near highest among adults ages 35–44, although older adults ages 75–84 had a slightly higher point estimate in HMPO (Table 26). Respondents employed full-time had relatively consistent trip rates across MPOs (Table 27).

Table 24: Person Trip Rate by MPO

MPO	TRIP RATE (CI)
IMPO	4.1 (4.0 – 4.2)
HMPO	4.0 (3.8 – 4.2)
Total	4.1 (4.0 – 4.2)

Table 25: Person Trip Rate by MPO and Household Income

MPO	HH INCOME	TRIP RATE (CI)
IMPO	Under $20,000	3.1 (2.7 – 3.6)
	$20,000-$49,999	3.9 (3.6 – 4.3)
	$50,000-$99,999	4.2 (3.8 – 4.5)
	$100,000-$199,999	4.4 (4.1 – 4.6)
	$200,000 or more	4.0 (3.7 – 4.3)
	Prefer not to answer	4.3 (3.8 – 4.7)
HMPO	Under $20,000	4.0 (3.4 – 4.6)
	$20,000-$49,999	4.1 (3.6 – 4.6)
	$50,000-$99,999	3.7 (3.3 – 4.1)
	$100,000-$199,999	4.3 (3.8 – 4.7)
	$200,000 or more	3.8 (2.6 – 5.0)
	Prefer not to answer	3.9 (2.9 – 5.0)

Table 26: Person Trip Rate by MPO and Age Group

MPO	AGE	TRIP RATE (CI)
IMPO	Under 5	2.5 (2.2 – 2.8)
	5-15	2.7 (2.5 – 2.9)
	16-17	2.4 (2.1 – 2.7)
	18-24	3.6 (3.2 – 3.9)
	25-34	4.5 (4.3 – 4.8)
	35-44	5.0 (4.4 – 5.6)
	45-54	4.9 (4.5 – 5.3)
	55-64	4.3 (4.0 – 4.7)
	65-74	4.8 (4.5 – 5.0)
	75-84	4.7 (4.2 – 5.2)
	85 or older	2.8 (1.9 – 3.7)
HMPO	Under 5	2.2 (1.4 – 2.9)
	5-15	2.8 (2.5 – 3.1)
	16-17	2.1 (1.4 – 2.8)
	18-24	2.9 (2.4 – 3.4)
	25-34	4.2 (3.6 – 4.8)
	35-44	5.2 (4.4 – 5.9)
	45-54	4.3 (3.7 – 4.9)
	55-64	4.6 (4.0 – 5.3)
	65-74	4.3 (3.8 – 4.9)
	75-84	5.3 (4.3 – 6.3)
	85 or older	5.2 (2.7 – 7.8)

Table 27: Person Trip Rate by MPO and Employment Status

MPO	EMPLOYMENT STATUS	TRIP RATE (CI)
IMPO	Employed full-time	4.6 (4.4 – 4.9)
	Employed part-time	4.5 (4.2 – 4.9)
	Self-employed	4.6 (4.0 – 5.2)
	Not employed and not looking for work	3.5 (3.2 – 3.8)
	Unemployed and looking for work	4.0 (3.3 – 4.6)
	Unpaid volunteer or intern	5.4 (4.0 – 6.8)
	Employed, but not currently working	5.5 (4.0 – 7.0)
	Retired	4.8 (4.5 – 5.1)
HMPO	Employed full-time	4.3 (4.0 – 4.6)
	Employed part-time	4.4 (3.3 – 5.4)
	Self-employed	4.8 (3.4 – 6.2)
	Not employed and not looking for work	4.0 (3.3 – 4.6)
	Unemployed and looking for work	3.5 (2.5 – 4.5)
	Unpaid volunteer or intern	8.4 (2.1 – 14.7)
	Employed, but not currently working	3.8 (1.9 – 5.7)
	Retired	4.6 (4.1 – 5.1)

Linked Trip Mode

Table 28 through Table 30 show weighted linked trip mode summaries by MPO, household income, and age group. Across Central Indiana, residents traveled most often by vehicle, with almost 90 percent of linked trips made by vehicle overall (Table 28). HMPO had a higher share of two-person high-occupancy vehicle trips compared to IMPO, while IMPO had a higher share of three-or-more person high occupancy vehicle trips compared to HMPO. Walking was the second most common mode overall, accounting for 4.3% of linked trips, with a higher share in IMPO than HMPO.

Table 28: Linked Trip Mode by MPO

LINKED TRIP MODE	IMPO	HMPO	TOTAL
Single Occupancy Vehicle	47.7% (45.5% – 49.9%)	47.7% (43.8% – 51.6%)	47.7% (45.6% – 49.7%)
High Occupancy Vehicle (2 people)	23.1% (21.5% – 24.8%)	28.2% (24.7% – 32.0%)	23.4% (21.9% – 25.0%)
High Occupancy Vehicle (3+ people)	17.9% (16.1% – 19.8%)	14.9% (12.0% – 18.4%)	17.7% (16.0% – 19.5%)
Walk	4.4% (3.9% – 5.0%)	2.4% (1.7% – 3.5%)	4.3% (3.8% – 4.9%)
Bicycle or E-Bicycle	0.5% (0.4% – 0.7%)	*1.8% (0.5% – 5.8%)*	0.6% (0.4% – 0.9%)
Micromobility	*0.0% (0.0% – 0.0%)*	—	*0.0% (0.0% – 0.0%)*
Taxi	*0.1% (0.0% – 0.2%)*	—	*0.1% (0.0% – 0.2%)*
TNC	1.1% (0.8% – 1.4%)	*0.2% (0.1% – 0.6%)*	1.0% (0.7% – 1.3%)
Drive to Bus	0.1% (0.0% – 0.1%)	*0.1% (0.0% – 0.3%)*	0.1% (0.0% – 0.1%)
Walk to Bus	0.8% (0.6% – 1.1%)	*1.1% (0.6% – 2.1%)*	0.8% (0.6% – 1.1%)
School Bus	2.9% (2.5% – 3.4%)	2.8% (2.0% – 4.0%)	2.9% (2.5% – 3.4%)
Long Distance	*0.1% (0.0% – 0.2%)*	—	*0.1% (0.0% – 0.1%)*
Other	*1.1% (0.6% – 2.1%)*	*0.5% (0.3% – 1.0%)*	*1.1% (0.6% – 2.0%)*
Not imputable	*0.2% (0.1% – 0.2%)*	0.2% (0.1% – 0.5%)	0.2% (0.1% – 0.2%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 29 shows the highest share of motorized modes coming from middle- and higher-income households. TNC usage is highest in lower income categories (i.e., under $50,000), with the larger share of households earning $20,000-$49,999.

Table 30 shows that linked trip mode varies substantially by age group, with school bus use concentrated among children ages 5–15, TNC and walking more common among young adults, and single-occupancy vehicle travel accounting for the largest share of trips among most working-age and older adults.

Table 29: Linked Trip Mode by Household Income

LINKED TRIP MODE	UNDER $20,000	$20,000-$49,999	$50,000-$99,999	$100,000-$199,999	$200,000+	PNTA
Single Occupancy Vehicle	4.1% (3.5% – 5.0%)	13.6% (12.1% – 15.2%)	29.7% (26.4% – 33.3%)	30.7% (28.0% – 33.5%)	13.5% (11.4% – 15.8%)	8.4% (6.8% – 10.4%)
High Occupancy Vehicle (2 people)	5.6% (4.1% – 7.8%)	17.0% (13.8% – 20.7%)	23.4% (20.4% – 26.7%)	29.4% (25.7% – 33.5%)	13.6% (10.8% – 16.9%)	11.0% (7.3% – 16.1%)
High Occupancy Vehicle (3+ people)	6.0% (4.2% – 8.5%)	17.3% (12.3% – 23.9%)	21.1% (17.2% – 25.6%)	35.5% (29.5% – 42.0%)	12.5% (8.9% – 17.3%)	7.5% (4.5% – 12.3%)
Walk	14.5% (10.5% – 19.7%)	12.7% (9.3% – 17.1%)	17.6% (14.0% – 21.9%)	29.5% (23.9% – 35.7%)	15.2% (10.9% – 20.8%)	10.6% (7.2% – 15.3%)
Bicycle or E-Bicycle	*8.3% (3.9% – 16.8%)*	*36.5% (20.6% – 56.0%)*	16.0% (9.2% – 26.3%)	25.4% (15.2% – 39.3%)	*5.2% (2.4% – 11.1%)*	*8.6% (3.5% – 19.7%)*
Micromobility	*28.5% (2.3% – 87.0%)*	*7.8% (0.4% – 64.7%)*	*14.6% (1.2% – 69.7%)*	*0.3% (0.0% – 6.1%)*	—	*48.8% (4.6% – 94.9%)*
Taxi	*10.0% (1.5% – 44.0%)*	*17.1% (1.3% – 77.0%)*	*53.1% (8.3% – 93.4%)*	*5.3% (0.4% – 45.7%)*	—	*14.5% (2.2% – 56.5%)*

LINKED TRIP MODE	UNDER $20,000	$20,000-$49,999	$50,000-$99,999	$100,000-$199,999	$200,000+	PNTA
TNC	25.0% (14.4% – 39.8%)	33.3% (20.5% – 49.1%)	*13.8% (7.0% – 25.7%)*	9.0% (4.9% – 15.8%)	*5.4% (1.3% – 19.5%)*	*13.5% (5.1% – 31.0%)*
Drive to Bus	*23.1% (8.5% – 49.4%)*	*26.7% (10.2% – 53.9%)*	*35.4% (14.4% – 64.1%)*	*13.4% (3.9% – 37.2%)*	—	*1.4% (0.2% – 10.7%)*
Walk to Bus	33.0% (21.6% – 46.9%)	30.9% (20.2% – 44.1%)	*24.7% (11.2% – 46.1%)*	6.3% (3.5% – 11.2%)	*1.0% (0.1% – 6.8%)*	*4.2% (1.5% – 11.2%)*
School Bus	5.9% (3.5% – 9.9%)	13.3% (9.3% – 18.7%)	23.4% (17.1% – 31.0%)	36.1% (29.2% – 43.6%)	15.6% (10.8% – 22.0%)	*5.7% (2.7% – 11.7%)*
Long Distance	—	*20.9% (5.0% – 56.9%)*	*20.5% (4.1% – 60.7%)*	*17.8% (5.8% – 43.0%)*	*36.3% (9.8% – 75.1%)*	*4.6% (0.5% – 31.7%)*
Other	*50.1% (23.0% – 77.2%)*	16.4% (7.4% – 32.6%)	*22.3% (6.8% – 52.9%)*	*4.4% (1.3% – 13.4%)*	*0.7% (0.2% – 3.1%)*	*6.0% (2.0% – 17.0%)*

Note. PNTA = Prefer Not to Answer. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 30: Linked Trip Mode by Age Group

LINKED TRIP MODE	<5	5-15	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Single Occupancy Vehicle	*0.0% (0.0% – 0.1%)*	*0.1% (0.0% – 0.3%)*	1.0% (0.7% – 1.4%)	6.5% (5.5% – 7.7%)	17.0% (15.3% – 19.0%)	20.0% (16.8% – 23.7%)	20.1% (18.0% – 22.4%)	14.8% (13.2% – 16.6%)	15.4% (13.6% – 17.3%)	4.8% (3.9% – 5.8%)	0.3% (0.2% – 0.5%)
High Occupancy Vehicle (2 people)	5.2% (4.2% – 6.4%)	8.7% (7.4% – 10.3%)	1.9% (1.3% – 2.8%)	6.0% (4.5% – 7.9%)	13.8% (11.7% – 16.2%)	14.4% (12.6% – 16.5%)	14.1% (11.8% – 16.8%)	11.8% (9.1% – 15.2%)	17.4% (14.7% – 20.4%)	5.7% (4.2% – 7.6%)	*1.1% (0.6% – 2.0%)*
High Occupancy Vehicle (3+ people)	13.2% (10.7% – 16.2%)	26.4% (23.4% – 29.7%)	2.4% (1.7% – 3.3%)	5.6% (4.0% – 7.7%)	14.2% (11.5% – 17.5%)	18.5% (15.9% – 21.3%)	10.7% (8.0% – 14.2%)	3.8% (2.6% – 5.5%)	3.6% (2.5% – 5.2%)	*1.5% (0.8% – 2.9%)*	*0.1% (0.0% – 0.4%)*
Walk	3.2% (2.0% – 5.2%)	9.9% (7.5% – 12.9%)	*2.0% (1.0% – 4.1%)*	14.3% (10.6% – 19.0%)	19.1% (14.6% – 24.7%)	17.6% (14.0% – 21.9%)	10.7% (7.7% – 14.6%)	8.2% (5.7% – 11.9%)	12.0% (9.0% – 15.8%)	2.6% (1.5% – 4.3%)	*0.4% (0.1% – 1.7%)*
Bicycle or E-Bicycle	*0.4% (0.1% – 1.4%)*	*3.3% (1.4% – 7.7%)*	—	*7.2% (2.9% – 16.9%)*	18.0% (10.9% – 28.4%)	13.3% (7.7% – 22.0%)	*22.8% (9.0% – 47.0%)*	*22.4% (12.0% – 37.9%)*	*9.0% (3.7% – 20.1%)*	*1.3% (0.4% – 3.9%)*	*2.3% (0.6% – 7.9%)*
Micromobility	—	—	—	*14.6% (1.2% – 69.7%)*	*14.9% (1.4% – 68.0%)*	—	—	*21.7% (1.2% – 86.7%)*	—	*48.8% (4.6% – 94.9%)*	—
Taxi	—	—	—	*56.0% (9.9% – 93.6%)*	*4.8% (0.3% – 43.1%)*	*1.8% (0.1% – 21.2%)*	*10.5% (1.3% – 51.7%)*	*5.3% (0.5% – 40.4%)*	*21.6% (2.2% – 76.9%)*	—	—

LINKED TRIP MODE	<5	5-15	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
TNC	*3.2% (0.8% – 12.3%)*	*2.0% (0.7% – 5.3%)*	*4.1% (0.9% – 16.6%)*	26.5% (16.7% – 39.4%)	*22.5% (12.2% – 37.7%)*	*18.1% (10.1% – 30.3%)*	*16.6% (8.5% – 29.8%)*	*4.9% (2.5% – 9.3%)*	*2.2% (0.9% – 5.3%)*	—	—
Drive to Bus	—	*11.8% (1.8% – 49.1%)*	*1.6% (0.2% – 12.2%)*	*13.0% (3.7% – 36.8%)*	*10.3% (3.6% – 26.4%)*	*21.0% (6.3% – 51.3%)*	*10.0% (2.6% – 31.4%)*	*9.1% (2.2% – 31.4%)*	*23.2% (6.8% – 55.4%)*	—	—
Walk to Bus	*4.0% (0.8% – 18.5%)*	*8.9% (4.1% – 18.2%)*	*2.6% (0.7% – 9.3%)*	18.7% (11.7% – 28.6%)	13.3% (7.7% – 22.0%)	*14.9% (6.6% – 30.2%)*	*9.2% (4.6% – 17.5%)*	12.1% (7.4% – 19.3%)	*9.8% (4.4% – 20.5%)*	*6.5% (2.8% – 14.4%)*	—
School Bus	*2.1% (1.0% – 4.3%)*	87.5% (83.5% – 90.6%)	7.3% (5.2% – 10.3%)	*2.1% (1.0% – 4.3%)*	*0.4% (0.1% – 2.1%)*	*0.6% (0.2% – 1.8%)*	—	*0.1% (0.0% – 0.4%)*	—	—	—
Long Distance	—	—	—	—	*12.6% (4.1% – 32.9%)*	*39.3% (11.8% – 75.7%)*	*45.4% (16.5% – 77.7%)*	*2.7% (0.3% – 21.4%)*	—	—	—
Other	*1.9% (0.6% – 5.6%)*	*4.4% (1.7% – 11.2%)*	*0.4% (0.1% – 1.7%)*	*5.7% (1.6% – 18.1%)*	*3.7% (1.2% – 10.5%)*	*18.5% (6.1% – 44.3%)*	*35.9% (11.8% – 70.1%)*	*18.8% (4.8% – 51.2%)*	*3.7% (1.4% – 9.4%)*	*6.2% (1.7% – 19.9%)*	*0.7% (0.1% – 3.4%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Linked Trip Purpose

Table 31 shows working, shopping, and escort trips were the most common linked trip purposes after returning home, representing about 9 to 10 percent of linked trips each. Trip purpose patterns were relatively consistent between IMPO and HMPO.

Table 31: Linked Trip Purpose by MPO

LINKED TRIP PURPOSE	IMPO	HMPO	TOTAL
Home	33.4% (32.5% – 34.2%)	32.9% (31.6% – 34.2%)	33.3% (32.5% – 34.1%)
Work	10.3% (9.8% – 10.9%)	10.1% (8.9% – 11.5%)	10.3% (9.8% – 10.8%)
Work-related	4.4% (3.0% – 6.6%)	3.3% (2.2% – 5.0%)	4.4% (3.0% – 6.4%)
School	4.7% (4.3% – 5.2%)	3.8% (3.1% – 4.7%)	4.7% (4.3% – 5.1%)
School-related	0.1% (0.1% – 0.2%)	0.1% (0.0% – 0.3%)	0.1% (0.1% – 0.2%)
Escort	9.1% (8.3% – 9.9%)	7.9% (6.5% – 9.7%)	9.0% (8.3% – 9.7%)
Shop	10.2% (9.4% – 10.9%)	12.1% (10.5% – 13.9%)	10.3% (9.6% – 11.0%)
Meal	7.2% (6.7% – 7.9%)	7.9% (6.6% – 9.3%)	7.3% (6.7% – 7.9%)
Social/Recreation	6.9% (6.3% – 7.5%)	6.1% (4.8% – 7.7%)	6.8% (6.3% – 7.4%)
Errand	4.8% (4.3% – 5.3%)	4.8% (4.0% – 5.7%)	4.8% (4.3% – 5.3%)
Overnight	2.5% (2.2% – 2.9%)	2.8% (2.1% – 3.8%)	2.6% (2.2% – 2.9%)
Loop	1.5% (1.2% – 1.8%)	1.6% (1.0% – 2.4%)	1.5% (1.2% – 1.8%)
Other	4.7% (4.2% – 5.2%)	6.5% (5.0% – 8.5%)	4.8% (4.3% – 5.3%)
Not imputable	0.2% (0.1% – 0.3%)	0.1% (0.0% – 0.2%)	0.2% (0.1% – 0.3%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 32 shows most trip purposes were concentrated among households earning $50,000-$199,999. By age, school trips were concentrated among children aged 5 to 15, while work and work-related trips were most common among adults aged 25 to 44.

Table 32: Linked Trip Purpose by Household Income

LINKED TRIP PURPOSE	UNDER $20,000	$20,000-$49,999	$50,000-$99,999	$100,000-$199,999	$200,000+	PNTA
Home	5.8% (4.8% – 6.9%)	14.8% (12.9% – 16.9%)	24.9% (22.7% – 27.1%)	31.6% (28.9% – 34.5%)	14.2% (12.1% – 16.6%)	8.7% (6.8% – 11.2%)
Work	3.5% (2.6% – 4.8%)	13.7% (11.8% – 15.9%)	28.5% (25.9% – 31.3%)	33.9% (30.9% – 37.0%)	13.2% (10.9% – 15.9%)	7.2% (5.4% – 9.6%)
Work-related	2.1% (1.1% – 4.0%)	9.9% (6.1% – 15.8%)	43.5% (23.7% – 65.5%)	27.3% (17.2% – 40.5%)	11.7% (6.9% – 19.2%)	5.4% (1.7% – 16.0%)
School	7.4% (5.1% – 10.5%)	14.5% (11.1% – 18.8%)	20.1% (16.4% – 24.4%)	30.9% (26.4% – 35.8%)	19.5% (15.1% – 24.7%)	7.6% (4.9% – 11.7%)
School-related	27.3% (11.2% – 52.6%)	9.2% (3.2% – 24.0%)	12.1% (4.1% – 30.5%)	44.9% (20.6% – 71.9%)	—	6.6% (1.5% – 24.2%)
Escort	5.4% (3.8% – 7.5%)	18.0% (13.8% – 23.1%)	21.3% (17.8% – 25.3%)	32.8% (28.0% – 37.9%)	13.7% (10.4% – 17.9%)	8.8% (5.2% – 14.5%)
Shop	8.5% (6.8% – 10.6%)	18.0% (15.3% – 21.0%)	28.3% (25.0% – 31.9%)	25.8% (22.3% – 29.6%)	9.9% (7.5% – 12.8%)	9.5% (7.2% – 12.5%)
Meal	5.8% (4.1% – 8.1%)	16.3% (13.4% – 19.6%)	24.7% (21.5% – 28.2%)	29.9% (26.1% – 34.1%)	11.5% (8.5% – 15.4%)	11.8% (7.7% – 17.8%)

Social/Recreation	5.4% (3.9% – 7.4%)	11.5% (9.1% – 14.4%)	22.7% (19.3% – 26.4%)	38.0% (32.7% – 43.7%)	15.2% (11.9% – 19.3%)	7.2% (5.1% – 10.2%)
Errand	11.3% (6.6% – 18.7%)	16.8% (13.0% – 21.4%)	25.3% (21.2% – 29.8%)	26.2% (22.0% – 30.9%)	11.2% (7.7% – 16.1%)	9.2% (6.7% – 12.5%)
Overnight	8.2% (5.6% – 12.0%)	21.4% (14.8% – 30.0%)	27.0% (21.7% – 32.9%)	22.0% (17.3% – 27.4%)	12.3% (8.0% – 18.4%)	9.1% (5.7% – 14.4%)
Loop	15.7% (10.7% – 22.5%)	18.4% (13.6% – 24.2%)	24.9% (17.9% – 33.6%)	22.4% (16.2% – 30.2%)	9.9% (4.1% – 21.8%)	8.7% (5.3% – 14.1%)
Other	9.1% (6.5% – 12.5%)	19.5% (16.0% – 23.6%)	22.9% (18.7% – 27.8%)	25.8% (20.9% – 31.3%)	9.0% (6.1% – 13.2%)	13.7% (10.3% – 18.1%)

Note. PNTA = Prefer Not to Answer. Estimates with high levels of uncertainty are flagged in the table in italics.

Table 33 shows other purposes, including shopping, meals, errands, and social/recreation, were more broadly distributed across adult ages.

Table 33: Linked Trip Purpose by Age Group

LINKED TRIP PURPOSE	< 5	5-15	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Home	4.1% (3.5% – 4.8%)	12.0% (10.8% – 13.3%)	2.1% (1.7% – 2.5%)	6.3% (5.5% – 7.3%)	15.5% (14.0% – 17.1%)	17.0% (15.6% – 18.4%)	16.0% (14.3% – 17.8%)	10.8% (9.5% – 12.2%)	12.1% (10.8% – 13.5%)	3.7% (3.1% – 4.4%)	0.4% (0.3% – 0.7%)
Work	0.2% (0.0% – 0.7%)	0.1% (0.0% – 0.3%)	0.4% (0.2% – 0.7%)	9.2% (7.7% – 10.9%)	22.4% (20.1% – 24.9%)	24.1% (21.7% – 26.6%)	23.2% (20.8% – 25.8%)	14.5% (12.4% – 16.9%)	5.6% (4.3% – 7.2%)	0.4% (0.2% – 0.8%)	-
Work-related	0.1% (0.0% – 0.3%)	0.3% (0.1% – 1.3%)	0.1% (0.0% – 0.6%)	5.7% (3.2% – 10.0%)	17.1% (10.7% – 26.3%)	36.7% (16.7% – 62.6%)	21.5% (13.5% – 32.4%)	11.6% (7.2% – 18.1%)	6.6% (2.7% – 15.2%)	0.3% (0.1% – 0.8%)	-
School	13.6% (10.9% – 16.8%)	63.0% (58.8% – 67.0%)	8.0% (6.2% – 10.3%)	11.8% (8.9% – 15.4%)	1.9% (1.3% – 3.0%)	1.2% (0.6% – 2.2%)	0.3% (0.1% – 0.8%)	0.1% (0.0% – 0.4%)	0.0% (0.0% – 0.2%)	-	-
School-related	2.6% (0.3% – 18.1%)	2.4% (0.3% – 16.3%)	-	79.6% (61.3% – 90.6%)	4.0% (1.5% – 10.6%)	6.2% (1.7% – 20.6%)	3.1% (0.4% – 19.3%)	-	2.1% (0.4% – 10.2%)	-	-
Escort	5.6% (4.4% – 7.2%)	8.8% (7.1% – 10.8%)	2.0% (1.4% – 2.9%)	5.7% (4.0% – 7.9%)	16.3% (13.4% – 19.7%)	25.6% (22.1% – 29.4%)	19.5% (15.2% – 24.6%)	6.7% (5.1% – 8.9%)	7.5% (5.6% – 9.9%)	1.9% (1.1% – 3.2%)	0.5% (0.1% – 2.1%)

LINKED TRIP PURPOSE	< 5	5-15	16-17	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
Shop	3.1% (2.2% – 4.3%)	2.3% (1.6% – 3.2%)	0.5% (0.3% – 1.0%)	5.1% (3.6% – 7.2%)	13.7% (11.6% – 16.0%)	13.9% (12.1% – 16.0%)	16.3% (13.2% – 20.0%)	15.8% (13.6% – 18.2%)	20.7% (18.2% – 23.5%)	7.9% (6.1% – 10.1%)	0.8% (0.4% – 1.5%)
Meal	3.3% (2.0% – 5.4%)	5.0% (3.9% – 6.5%)	1.1% (0.6% – 1.9%)	7.1% (5.5% – 9.1%)	17.8% (15.2% – 20.8%)	16.2% (13.8% – 18.8%)	15.7% (13.2% – 18.6%)	13.1% (9.9% – 17.0%)	14.9% (12.0% – 18.3%)	5.5% (4.0% – 7.5%)	0.3% (0.2% – 0.7%)
Social/Recreation	2.7% (2.0% – 3.8%)	11.7% (9.0% – 15.0%)	1.1% (0.7% – 1.9%)	6.2% (4.7% – 8.3%)	14.8% (12.1% – 18.0%)	15.0% (12.8% – 17.5%)	14.1% (11.6% – 16.9%)	11.1% (9.1% – 13.5%)	17.5% (14.7% – 20.8%)	5.2% (3.9% – 7.0%)	0.5% (0.3% – 1.0%)
Errand	3.8% (2.0% – 7.2%)	3.3% (2.2% – 4.8%)	0.8% (0.3% – 1.7%)	3.6% (1.6% – 7.5%)	15.2% (11.7% – 19.6%)	16.0% (12.8% – 19.8%)	16.4% (11.8% – 22.5%)	12.9% (10.4% – 15.8%)	20.2% (16.8% – 24.1%)	6.6% (4.8% – 9.1%)	1.3% (0.6% – 2.7%)
Overnight	7.3% (5.1% – 10.3%)	7.2% (5.3% – 9.8%)	1.5% (0.7% – 3.3%)	12.3% (8.9% – 16.9%)	15.2% (11.1% – 20.3%)	13.7% (10.4% – 17.7%)	13.8% (9.8% – 19.0%)	11.8% (9.0% – 15.4%)	14.2% (10.3% – 19.4%)	2.9% (1.6% – 5.3%)	0.1% (0.0% – 0.3%)
Loop	5.8% (3.0% – 10.7%)	10.5% (5.9% – 17.8%)	0.5% (0.1% – 1.8%)	6.3% (3.4% – 11.4%)	14.5% (10.6% – 19.7%)	17.1% (13.0% – 22.2%)	9.0% (6.2% – 13.0%)	9.8% (6.8% – 13.8%)	18.5% (13.9% – 24.2%)	6.5% (4.0% – 10.5%)	1.5% (0.6% – 3.5%)
Other	1.9% (1.0% – 3.8%)	5.0% (3.4% – 7.5%)	2.5% (1.7% – 3.8%)	4.9% (3.0% – 7.8%)	8.5% (6.3% – 11.3%)	10.9% (8.7% – 13.7%)	11.8% (8.8% – 15.6%)	16.0% (12.4% – 20.4%)	25.4% (21.0% – 30.5%)	12.3% (9.3% – 16.2%)	0.7% (0.3% – 1.4%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics.

Linked Trip Distances

Table 34 shows mean and median linked trip distances in miles by MPO. Median trip distances are nearly identical across the two MPOs, indicating similar typical trip lengths, while HMPO has a somewhat higher mean trip distance than IMPO, suggesting a greater influence of longer-distance trips (Note the wide confidence intervals around the HMPO mean indicate considerable variability and warrant cautious interpretation of this difference).

Table 34: Linked Trip Distance in Miles by MPO

MPO	MEAN (CI)	MEDIAN (CI)
IMPO	10.5 (9.4 – 11.6)	3.9 (3.7 – 4.1)
HMPO	11.9 (9.6 – 14.1)	4.0 (3.5 – 4.5)

Table 35 shows similar trip distance distributions between IMPO and HMPO, with approximately one-third of linked trips occurring within 2 miles and about 57 percent of linked trips occurring within 5 miles in both regions. The primary difference was in the longest-distance trips: HMPO had a significantly higher share of trips over 50 miles (2.9 percent compared to 1.2 percent in IMPO), while all other distance categories showed overlapping confidence intervals, indicating generally comparable travel patterns between the two areas.

Table 35: Linked Trip Distance Distribution in Miles by MPO

TRIP DISTANCE BIN	IMPO	HMPO
0-2 miles	31.1% (29.3% – 32.9%)	30.7% (27.6% – 33.9%)
2-5 miles	25.8% (24.3% – 27.2%)	25.7% (22.5% – 29.1%)
5-10 miles	17.9% (16.7% – 19.1%)	17.1% (14.5% – 19.9%)
10-20 miles	12.8% (11.8% – 13.9%)	11.8% (9.3% – 15.0%)
20-50 miles	11.3% (10.2% – 12.5%)	11.8% (10.1% – 13.8%)
50+ miles	1.2% (1.0% – 1.4%)	2.9% (2.0% – 4.3%)

Table 36 shows linked trip mode by the trip distance distribution in miles. Vehicle-based modes show an even distribution across distance categories, with the majority of trips falling within zero to ten miles but maintaining meaningful shares even at longer distances up to 50 miles. Walk has the highest concentration of short trips, with most walking trips occurring within zero to two miles. Drive to Bus and Walk to Bus modes represent use of transit, indicating the majority of transit trips are ten miles or less.

Table 36: Linked Trip Mode by Trip Distance Distribution in Miles

LINKED TRIP MODE	0-2 MILES	2-5 MILES	5-10 MILES	10-20 MILES	20-50 MILES	50+ MILES
Single Occupancy Vehicle	27.2% (24.5% - 30.1%)	23.6% (22.1% - 25.1%)	18.7% (17.4% - 20.0%)	15.1% (13.9% - 16.5%)	14.2% (13.0% - 15.5%)	1.2% (0.9% - 1.6%)
High Occupancy Vehicle (2 people)	29.1% (26.5% - 31.8%)	29.2% (26.5% - 31.2%)	19.1% (17.1% - 21.3%)	11.7% (9.7% - 14.0%)	9.6% (8.0% - 11.5%)	1.3% (0.9% - 2.0%)
High Occupancy Vehicle (3+ people)	28.5% (25.2% - 32.1%)	31% (27.7% – 34.5%)	17.1% (14.2% - 20.5%)	12.3% (9.7% - 15.6%)	9.7% (7.0% - 13.3%)	1.3% (0.7% - 2.4%)
Walk	87.6% (83.7% - 90.6%)	5.7% (4.2% - 7.7%)	2.4% (1.4% - 4.2%)	2.1% (0.8% - 5.3%)	2.1% (0.9% - 4.6%)	0.1% (0.0% - 0.4%)
Bicycle or E-Bicycle	59.3% (44.7% - 72.4%)	21.3% (12.0% - 35.0%	9.6% (5.1% - 17.3%)	5.2% (1.9% - 13.4%)	4.6% (1.9% - 10.6%)	–
Micromobility	44.4% (9.1% - 86.4%)	–	48.8% (9.5% - 89.7%)	–	6.8% (0.7% - 41.5%)	–
Taxi	6.9% (1.0% - 34.5%)	26.3% (4.8% - 71.9%)	5.3% (0.7% - 31.2%)	54.4% (12.9% - 90.6%)	7.1% (1.1% - 34.7%)	–
TNC	39.6% (29.4% - 50.8%)	14.7% (9.5% - 22.0%)	29.3% (18.8% - 42.5%)	5.8% (3.1% - 10.6%)	10.1% (4.6% - 20.9%)	0.5% (0.1% -2.8%)
Drive to Bus	21.2% (7.4% - 47.5%)	7.7% (2.5% - 21.4%)	39% (18.7% - 64.0%)	10% (2.8% - 30.2%)	11.3% (2.8% - 36.1%)	10.8% (3.3% - 30.1%)

LINKED TRIP MODE	0-2 MILES	2-5 MILES	5-10 MILES	10-20 MILES	20-50 MILES	50+ MILES
Walk to Bus	27.3% (19.3% - 37.2%)	34.4% (25.0% - 45.2%)	25.4% (15.4% - 39.0%)	10.5% (5.4% - 19.4%)	1.6% (0.5% - 5.2%)	0.8% (0.2% - 2.5%)
School Bus	38.4% (32.3% - 44.9%)	41% (35.0% - 47.2%)	10.8% (7.7% - 14.8%)	6.2% (3.6% - 10.5%)	3.6% (1.5% - 8.5%)	–
Long Distance	–	–	1.1% (0.2% - 6.7%)	–	–	98.9% (93.3% - 99.8%)
Other	39.5% (26.7% - 54.0%)	19.5% (10.1% - 34.1%)	32.7% (15.0% - 57.3%)	5.2% (2.2% - 11.7%)	0.7% (0.3% - 2.1%)	2.3% (0.3% - 14.2%)

Table 37 shows linked trip purpose by the trip distance distribution in miles. Work trips show the most balanced distribution across distance categories, with roughly equal shares spanning from zero to two miles through 20 to 50 miles, indicating that commuters travel varying distances to reach their workplaces. Shopping and meal trips are predominantly short-distance, with most occurring within zero to two miles, reflecting the local nature of these activities.

Table 37: Linked Trip Purpose by Trip Distance Distribution in Miles

LINKED TRIP PURPOSE	0-2 MILES	2-5 MILES	5-10 MILES	10-20 MILES	20-50 MILES	50+ MILES
Home	25.8% (24.1% - 27.6%)	28.4% (26.6% - 30.3%)	19% (17.6% - 20.5%)	14% (12.6% - 15.5%)	11.9% (10.6% - 13.4%)	0.8% (0.6% - 1.1%)
Work	19.3% (17.4% - 21.5%)	17.1% (15.2% - 19.1%)	21.4% (19.4% - 23.5%)	21.1% (19.1% - 23.2%)	20% (17.9% - 22.2%)	1.1% (0.7% - 1.8%)
Work-related	38% (18.2% - 82.8%)	14.5% (9.5% - 21.6%)	13% (8.5% - 19.4%)	11.7% (7.6% - 17.6%)	17.7% (11.0% - 27.1%)	5.2% (3.0% - 8.8%)
School	36.9% (32.9% - 41.0%)	34.9% (31.0% - 38.9%)	14.9% (12.1% - 18.3%)	7.6% (5.7% - 10.0%)	5.4% (3.7% - 7.9%)	0.4% (0.1% - 1.1%)

LINKED TRIP PURPOSE	0-2 MILES	2-5 MILES	5-10 MILES	10-20 MILES	20-50 MILES	50+ MILES
School-related	44.9% (26.7% - 64.5%)	24.2% (10.2% - 47.2%)	9.4% (3.7% - 22.0%)	4.4% (1.5% - 11.8%)	6.7% (2.1% - 19.4%)	10.4% (1.8% - 42.7%)
Escort	26.3% (23.4% - 29.3%)	36.1% (32.2% - 40.2%)	17.3% (14.8% - 20.1%)	10.6% (8.6% - 13.0%)	8.8% (6.8% - 11.3%)	1% (0.4% - 2.2%)
Shop	46% (43.2% – 48.9%)	24.6% (22.3% - 27.0%)	14.6% (12.5% - 17.0%)	8% (6.6% - 9.7%)	6% (4.9% - 7.5%)	0.8% (0.5% - 1.3%)
Meal	45.8% (42.2% - 49.4%)	23.8% (21.0% - 26.7%)	13.9% (11.6% - 16.6%)	8.1% (6.3% - 10.4%)	7.6% (5.7% - 9.9%)	0.9% (0.4% - 1.6%)
Social/Recreation	29.6% (26.1% - 33.3%)	24.9% (21.7% - 28.5%)	19.1% (16.2% - 22.4%)	15.8% (12.6% - 19.8%)	9.3% (7.5% - 11.4%)	1.2% (0.7% - 2.1%)
Errand	25.4% (21.9% - 29.3%)	26.7% (23.2% - 30.6%)	23.1% (18.2% - 28.9%)	12.8% (10.1% - 16.1%)	11.3% (8.5% - 14.9%)	0.7% (0.4% - 1.2%)
Overnight	26.1% (21.6% - 31.2%)	24.6% (20.0% - 29.8%)	23.3% (17.3% - 30.6%)	13% (9.9% - 16.9%)	10.5% (7.8% - 14.1%)	2.4% (1.4% - 4.1%)
Loop	88.2% (78.8% - 93.7%)	5.3% (3.2% - 8.7%)	1.1% (0.5% - 2.5%)	4.6% (0.9% - 20.1%)	0.7% (0.3% - 1.7%)	0.2% (0.0% - 0.9%)
Other	33.1% (29.1% - 37.3%)	22.1% (19.1% - 25.4%)	18.7% (15.5% - 22.3%)	9.6% (12.3% - 12.7%)	12.9% (9.9% - 16.5%)	3.7% (2.2% - 6.1%)

Linked Trip Durations

Table 38 shows average linked trip durations in minutes. Mean trip distances are similar across the two MPOs, indicating similar trip durations.

Table 38: MPO Linked Trip Duration in Minutes

MPO	MEAN (CI)
IMPO	23.51 (22.64 – 24.38)
HMPO	22.8 (20.98 – 24.62)
Total	23.4 (22.61 – 24.19)

shows similar trip distance distributions between IMPO and HMPO, with approximately one-half of linked trips occurring within 15 minutes and about 80 percent of linked trips occurring within 30 minutes in both regions. HMPO has a slightly higher rate of trips that were longer than 60 minutes.

Table 39 shows similar trip distance distributions between IMPO and HMPO, with approximately one-half of linked trips occurring within 15 minutes and about 80 percent of linked trips occurring within 30 minutes in both regions. HMPO has a slightly higher rate of trips that were longer than 60 minutes.

Table 39: Linked Trip Duration Distribution in Minutes by MPO

TRIP DURATION BIN	IMPO	HMPO
0-15 minutes	53.7% (52.0% – 55.4%)	53.6% (50.0% – 57.2%)
15-30 minutes	27.4% (26.2% – 28.7%)	26.8% (23.9% – 29.8%)
30-60 minutes	12.4% (11.6% – 13.2%)	11.6% (10.0% – 13.4%)
60-120 minutes	3.5% (3.0% – 4.0%)	4.4% (3.5% – 5.7%)
120+ minutes	3.0% (2.6% – 3.5%)	3.7% (2.4% – 5.5%)

Transit, Bike, and TNC Use Frequencies by MPO

Table 40 through Table 42 show weighted frequencies of transit, biking, and TNC use by MPO. Table 40 in particular shows most residents in both regions reported never using transit, with 85.5 percent in IMPO and 89.7 percent in HMPO reporting no transit use.

Table 40: Transit Use Frequency by MPO

MPO	FREQUENCY	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	6-7 days a week	59	12,194 (6,825 – 17,564)	0.8% (0.5% – 1.2%)
	4-5 days a week	87	15,156 (10,495 – 19,817)	1.0% (0.7% – 1.3%)
	2-3 days a week	109	19,227 (13,874 – 24,580)	1.3% (1.0% – 1.7%)
	1 day a week	32	*10,468 (1,979 – 18,956)*	*0.7% (0.3% – 1.5%)*
	1-3 days a month	135	19,390 (14,077 – 24,703)	1.3% (1.0% – 1.7%)
	Less than monthly	806	143,697 (126,449 – 160,944)	9.4% (8.4% – 10.6%)
	Never	6,225	1,301,550 (1,244,407 – 1,358,694)	85.5% (84.1% – 86.9%)
HMPO	6-7 days a week	3	*267 (0 – 619)*	*0.2% (0.1% – 0.9%)*
	4-5 days a week	7	*708 (153 – 1,264)*	*0.6% (0.3% – 1.3%)*
	2-3 days a week	13	*1,276 (377 – 2,175)*	*1.1% (0.5% – 2.2%)*
	1 day a week	7	*261 (23 – 499)*	*0.2% (0.1% – 0.6%)*
	1-3 days a month	16	*1,561 (527 – 2,595)*	*1.3% (0.7% – 2.6%)*
	Less than monthly	84	7,941 (5,337 – 10,545)	6.8% (4.9% – 9.3%)
	Never	1,207	105,150 (93,987 – 116,314)	89.7% (86.9% – 92.0%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics

Biking outside was more common than transit use, though most residents still reported biking less than monthly or never. Table 41 shows IMPO residents reported biking somewhat more frequently than HMPO residents.

Table 41: Biking Outside Frequency by MPO

MPO	FREQUENCY	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	6-7 days a week	73	11,652 (7,950 – 15,354)	0.8% (0.6% – 1.1%)
	5 days a week	73	11,106 (7,609 – 14,604)	0.7% (0.5% – 1.0%)
	4 days a week	63	13,357 (8,511 – 18,203)	0.9% (0.6% – 1.3%)
	3 days a week	177	37,356 (28,537 – 46,175)	2.5% (1.9% – 3.1%)
	2 days a week	200	39,109 (31,413 – 46,805)	2.6% (2.1% – 3.1%)
	1 day a week	170	34,469 (26,395 – 42,543)	2.3% (1.8% – 2.9%)
	1-3 days a month	588	118,595 (103,211 – 133,979)	7.8% (6.9% – 8.8%)
	Less than monthly	1,501	315,837 (290,579 – 341,096)	20.8% (19.3% – 22.3%)
	Never	4,606	939,968 (888,831 – 991,106)	61.8% (59.8% – 63.7%)
HMPO	6-7 days a week	10	*801 (210 – 1,393)*	*0.7% (0.3% – 1.4%)*
	5 days a week	5	*1,675 (0 – 4,435)*	*1.4% (0.3% – 7.0%)*
	4 days a week	17	1,213 (505 – 1,921)	1.0% (0.6% – 1.9%)
	3 days a week	22	1,317 (608 – 2,026)	1.1% (0.7% – 1.9%)
	2 days a week	37	2,952 (1,619 – 4,286)	2.5% (1.6% – 3.9%)
	1 day a week	26	*2,326 (937 – 3,715)*	*2.0% (1.1% – 3.6%)*
	1-3 days a month	64	5,311 (3,432 – 7,189)	4.5% (3.2% – 6.4%)
	Less than monthly	223	18,554 (14,710 – 22,399)	15.8% (13.1% – 19.0%)
	Never	933	83,015 (73,285 – 92,745)	70.9% (66.5% – 74.9%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics

Table 42 shows TNC use was more common in IMPO than HMPO. In IMPO, 29.3 percent of residents reported using TNCs less than monthly, compared to 13 percent in HMPO. Most HMPO residents reported never using TNCs, at 82.6 percent, compared to 61.7 percent in IMPO.

Table 42: TNC Use Frequency by MPO

MPO	FREQUENCY	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	6-7 days a week	38	9,008 (5,186 – 12,830)	0.6% (0.4% – 0.9%)
	4-5 days a week	61	19,728 (11,772 – 27,684)	1.3% (0.9% – 1.9%)
	2-3 days a week	120	26,518 (19,196 – 33,840)	1.7% (1.3% – 2.3%)
	1 day a week	85	15,479 (9,851 – 21,108)	1.0% (0.7% – 1.5%)
	1-3 days a month	384	67,107 (55,953 – 78,262)	4.4% (3.7% – 5.2%)
	Less than monthly	2234	445,458 (414,315 – 476,601)	29.3% (27.5% – 31.1%)
	Never	4531	938,384 (888,358 – 988,411)	61.7% (59.7% – 63.6%)
HMPO	6-7 days a week	4	*394 (0 – 858)*	*0.3% (0.1% – 1.1%)*
	4-5 days a week	5	*457 (54 – 860)*	*0.4% (0.2% – 0.9%)*
	2-3 days a week	12	*1,182 (254 – 2,110)*	*1.0% (0.5% – 2.2%)*
	1 day a week	7	*520 (0 – 1,050)*	*0.4% (0.2% – 1.2%)*
	1-3 days a month	30	2,639 (1,435 – 3,843)	2.3% (1.4% – 3.5%)
	Less than monthly	157	15,191 (11,159 – 19,223)	13.0% (10.1% – 16.4%)
	Never	1122	96,781 (86,325 – 107,238)	82.6% (79.0% – 85.7%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics

Travel Day Activities by MPO

Table 43 through Table 46 summarize typical work and school trip modes, teleworking patterns, and reported deliveries by MPO. Household vehicles were the most common mode for both work and school trips in IMPO and HMPO, followed by school bus for school trips. HMPO had a slightly higher share of household vehicle use for work (Table 43) and school travel (Table 44).

Table 43: Typical Work Trip Mode by MPO

MPO	WORK TRIP MODE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Walk (or jog/wheelchair)	76	11,544 (7,949 – 15,140)	1.3% (1.0% – 1.8%)
	Household vehicle (or motorcycle)	3,468	772,969 (735,262 – 810,677)	87.4% (85.7% – 88.9%)
	Other vehicle (e.g., friend's car, rental, carshare, work)	140	31,712 (23,983 – 39,442)	3.6% (2.8% – 4.5%)
	Bus, shuttle, paratransit, or vanpool	78	13,793 (9,336 – 18,250)	1.6% (1.1% – 2.2%)
	Bicycle or e-bicycle	57	7,051 (4,395 – 9,707)	0.8% (0.5% – 1.2%)
	Rail (e.g., train, subway)	1	*442 (0 – 1,309)*	*0.0% (0.0% – 0.4%)*
	Uber/Lyft, taxi, or car service	55	19,169 (12,294 – 26,043)	2.2% (1.5% – 3.1%)
	Micromobility (e.g., scooter, moped, skateboard)	3	*1,449 (0 – 3,534)*	*0.2% (0.0% – 0.7%)*
	Other	21	*6,707 (687 – 12,727)*	*0.8% (0.3% – 1.8%)*
	Did not travel to work last week	97	20,012 (14,643 – 25,381)	2.3% (1.7% – 3.0%)
HMPO	Walk (or jog/wheelchair)	6	*386 (17 – 755)*	*0.6% (0.2% – 1.7%)*
	Household vehicle (or motorcycle)	596	55,089 (47,528 – 62,650)	90.9% (87.3% – 93.5%)
	Other vehicle (e.g., friend's car, rental, carshare, work)	33	3,277 (1,692 – 4,861)	5.4% (3.4% – 8.6%)
	Bus, shuttle, paratransit, or vanpool	1	*103 (0 – 306)*	*0.2% (0.0% – 1.2%)*
	Bicycle or e-bicycle	3	*261 (0 – 569)*	*0.4% (0.1% – 1.4%)*
	Rail (e.g., train, subway)	-	-	-
	Uber/Lyft, taxi, or car service	6	*376 (13 – 739)*	*0.6% (0.2% – 1.6%)*
	Micromobility (e.g., scooter, moped, skateboard)	-	-	-
	Other	3	*412 (0 – 919)*	*0.7% 0.2% – 2.3%)*
	Did not travel to work last week	10	*725 (10 – 1,439)*	*1.2% (0.4% – 3.2%)*

Table 44: Typical School Trip Mode by MPO

MPO	SCHOOL TRIP MODE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Walk (or jog/wheelchair)	76	21,403 (12,237 – 30,569)	4.6% (3.0% – 7.0%)
	School bus	619	166,790 (142,455 – 191,125)	36.2% (32.3% – 40.3%)
	Household vehicle (or motorcycle)	863	222,997 (198,794 – 247,200)	48.4% (44.4% – 52.5%)
	Other vehicle (e.g., friend's car, rental, carshare, work)	53	14,363 (8,781 – 19,944)	3.1% (2.1% – 4.6%)
	Bus, shuttle, or vanpool	59	17,445 (11,400 – 23,491)	3.8% (2.7% – 5.3%)
	Bicycle or e-bicycle	15	*2,292 (219 – 4,365)*	*0.5% (0.2% – 1.2%)*
	Uber/Lyft, taxi, or car service	17	*5,790 (1,715 – 9,865)*	*1.3% (0.6% – 2.5%)*
	Micromobility (e.g., scooter, moped, skateboard)	3	*694 (0 – 1,620)*	*0.2% (0.0% – 0.6%)*
	Other	29	9,048 (4,916 – 13,180)	2.0% (1.2% – 3.1%)
HMPO	Walk (or jog/wheelchair)	9	*701 (12 – 1,390)*	*2.8% (1.0% – 7.4%)*
	School bus	121	8,706 (5,762 – 11,651)	34.9% (25.7% – 45.5%)
	Household vehicle (or motorcycle)	155	14,663 (10,092 – 19,235)	58.8% (48.1% – 68.8%)
	Other vehicle (e.g., friend's car, rental, carshare, work)	5	*178 (0 – 364)*	*0.7% (0.2% – 2.1%)*
	Bus, shuttle, or vanpool	2	*130 (0 – 331)*	*0.5% (0.1% – 2.4%)*
	Bicycle or e-bicycle	1	*8 (0 – 22)*	*0.0% (0.0% – 0.2%)*
	Uber/Lyft, taxi, or car service	1	*71 (0 – 211)*	*0.3% (0.0% – 2.1%)*
	Micromobility (e.g., scooter, moped, skateboard)	-	-	-
	Other	7	*463 (0 – 956)*	*1.9% (0.6% – 5.4%)*

Note. Estimates with high levels of uncertainty are flagged in the table in italics

Most workers reported teleworking for zero to four hours on a given day, though about one-quarter for workers in both regions reported teleworking right or more hours (Table 45). Reported delivery activity was also similar across the two MPOs (Table 46). The most common delivery type on a given day was receiving packages at home.

Table 45: Time Spent Teleworking by MPO and Travel Day of Week

MPO	TRAVEL DOW	TELEWORK TIME	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Tuesday	0-4 hours	1735	250,213 (227,432 – 272,994)	64.2% (61.0% – 67.3%)
		4-8 hours	309	41,146 (33,739 – 48,553)	10.6% (8.9% – 12.5%)
		8+ hours	670	98,309 (84,464 – 112,154)	25.2% (22.4% – 28.3%)
	Wednesday	0-4 hours	1591	233,584 (210,250 – 256,918)	63.6% (60.3% – 66.8%)
		4-8 hours	282	36,819 (29,759 – 43,879)	10.0% (8.4% – 12.0%)
		8+ hours	693	96,719 (84,032 – 109,407)	26.3% (23.6% – 29.3%)
	Thursday	0-4 hours	1612	228,494 (205,492 – 251,496)	61.2% (57.4% – 64.9%)
		4-8 hours	292	43,259 (33,846 – 52,671)	11.6% (9.5% – 14.1%)
		8+ hours	661	101,472 (86,032 – 116,912)	27.2% (23.9% – 30.7%)

MPO	TRAVEL DOW	TELEWORK TIME	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
HMPO	Tuesday	0-4 hours	248	16,914 (13,191 – 20,638)	70.0% (60.4% – 78.1%)
		4-8 hours	31	1,761 (952 – 2,570)	7.3% (4.6% – 11.4%)
		8+ hours	77	5,492 (3,131 – 7,853)	22.7% (15.4% – 32.2%)
	Wednesday	0-4 hours	219	12,930 (9,779 – 16,081)	62.4% (53.4% – 70.7%)
		4-8 hours	32	2,785 (1,126 – 4,443)	13.4% (7.9% – 22.1%)
		8+ hours	67	5,000 (3,126 – 6,874)	24.1% (17.4% – 32.5%)
	Thursday	0-4 hours	253	17,925 (13,923 – 21,926)	69.5% (62.0% – 76.1%)
		4-8 hours	33	1,419 (559 – 2,280)	5.5% (3.0% – 9.8%)
		8+ hours	78	6,442 (4,243 – 8,642)	25.0% (18.8% – 32.5%)

Note. Estimates with high levels of uncertainty are flagged in the table in italics

Table 46: Reported Deliveries on a Typical Travel Day by MPO

MPO	DELIVERY TYPE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
IMPO	Groceries delivered to home	167	11,721 (7,079 – 16,362)	1.2% (0.8% – 1.8%)
	Received packages at home (e.g., USPS, FedEx, UPS)	2,786	254,725 (235,250 – 274,200)	26.8% (25.1% – 28.7%)
	Someone came to do work at home (e.g., babysitter, lawn)	182	16,501 (12,034 – 20,967)	1.7% (1.3% – 2.3%)
	Take-out/prepared food delivered to home	374	21,933 (15,938 – 27,927)	2.3% (1.8% – 3.0%)
	Other item delivered to home (e.g., appliance)	32	2,477 (1,092 – 3,863)	0.3% (0.1% – 0.5%)
	Received personal packages at work	28	*3,477 (1,200 – 5,755)*	*0.4% (0.2% – 0.7%)*
	Take-out/prepared food delivered to work	24	*2,155 (366 – 3,944)*	*0.2% (0.1% – 0.5%)*
	Received packages at another location (e.g., Amazon Locker)	105	7,657 (4,857 – 10,456)	0.8% (0.6% – 1.2%)
	Two or more deliveries	552	67,753 (56,963 – 78,543)	7.1% (6.1% – 8.3%)
	None of the above	8,128	560,650 (533,340 – 587,959)	59.1% (57.0% – 61.1%)
HMPO	Groceries delivered to home	31	717 (296 – 1,139)	0.9% (0.5% – 1.7%)
	Received packages at home (e.g., USPS, FedEx, UPS)	492	17,554 (14,350 – 20,757)	23.1% (19.6% – 27.0%)
	Someone came to do work at home (e.g., babysitter, lawn)	25	*1,352 (297 – 2,407)*	*1.8% (0.8% – 3.8%)*

MPO	DELIVERY TYPE	COUNT	WEIGHTED ESTIMATE (CI)	WEIGHTED PERCENT (CI)
	Take-out/prepared food delivered to home	58	*1,786 (666 – 2,906)*	*2.3% (1.3% – 4.3%)*
	Other item delivered to home (e.g., appliance)	6	*58 (0 – 171)*	*0.1% (0.0% – 0.5%)*
	Received personal packages at work	8	*366 (0 – 745)*	*0.5% (0.2% – 1.4%)*
	Take-out/prepared food delivered to work	2	*219 (0 – 526)*	*0.3% (0.1% – 1.2%)*
	Received packages at another location (e.g., Amazon Lockert)	12	*144 (0 – 314)*	*0.2% (0.1% – 0.6%)*
	Two or more deliveries	95	7,081 (3,727 – 10,435)	9.3% (5.9% – 14.3%)
	None of the above	1,370	46,736 (40,963 – 52,509)	61.5% (56.5% – 66.2%)

Lessons Learned and Recommendations

Table 47 includes a summary of the project team's lessons learned during the Hoosier Travel Counts survey and recommendations for future iterations.

Table 47: Hoosier Travel Counts Challenges, Approaches Taken, and Future Recommendations

CHALLENGE	APPROACHES TAKEN / LESSONS LEARNED	FUTURE RECOMMENDATION
Lower-than-anticipated survey response during data collection.	Performed A/B tests to identify the most effective incentive amounts in both Spring and Fall 2025. Increasing incentives helped improve response, but higher incentives alone did not always translate into higher levels of participation (see Fall Incentive A/B Test).	Use A/B testing early to inform incentive strategy but prioritize approaches that balance incentive effectiveness with survey salience and respondent experience rather than incentive magnitude alone.
	Refined outreach messaging throughout data collection to improve engagement, using clearer, purpose-driven framing and action-oriented language.	Organize and implement public outreach methods with refined messaging prior to the start of data collection.
	Increased public-facing outreach in Fall 2025 through news coverage and partner organization posts, which expanded recruitment and prompted online discussion (e.g., Reddit post following news article).	Discuss options with local news media prior to survey fielding. Review and consider comments from online discussions during current survey fielding when designing future invitation materials and surveys.
	Deployed utility mailer advertisements in the Madison County region starting in Fall 2025 (see HMPO Utility Mailer Advertisements). The mailers provided an effective, low-cost recruitment tool but required careful implementation to avoid data quality issues and maximize impact.	Coordinate with local cities and municipalities prior to survey launch, even if use of utility mailers is not confirmed. Deploy utility mailers early in the field period and use restricted or unique access methods to reduce the risk of invalid responses.
Lower-than-anticipated stated preference survey response.	Modified screening criteria and recruitment approaches to better align with the pool of eligible respondents and improve completion rates.	Build flexibility into stated preference screening criteria and recruitment plans before launch to improve initial recruitment and allow for adjustments during fielding.

8.0 Stated Preference Survey

From February 2026 through May 2026, RSG conducted a follow-on stated preference survey for HMPO. Participants from the Hoosier Travel Counts household travel survey who lived in one of the four counties of interest (e.g., Hamilton, Hancock, Madison, or Marion counties) and agreed to participate in future research were invited to complete the follow-on survey. In contrast to the 2014 Heartland in Motion Transportation Study stated preference survey, which focused on travel from the MCCOG Metropolitan Planning Area to the Indianapolis metropolitan area, this study expanded eligibility to respondents who traveled to or from any of the defined destination areas within the four counties of interest. Two example trips could include 1) a Marion County resident who traveled to downtown Anderson, IN and 2) a Madison County resident who traveled to downtown Indianapolis or Indianapolis International Airport.

Participants were shown a set of eight stated preference experiments choosing between personal vehicle and express bus travel and another set of eight stated preference experiments choosing between personal vehicle and rail travel for a reference trip. The stated preference experiments were designed to gauge regional attitudes and preferences toward express bus and rail transit travel from Marion County to Madison County and back.

8.1 Methods

Invitation Criteria

Hoosier Travel Counts participants who met the following criteria were invited to participate in the follow-on stated preference survey:

- Age 18 or older
- Agreed to be contacted for participation in future research
- Home county was in Hamilton, Hancock, Madison, or Marion counties

Since the stated preference survey is analyzed at the person-level, multiple adults from the household who met these invitation criteria were invited to complete the stated preference survey.

Additional Social Media Recruitment

RSG and HMPO collaboratively implemented a supplemental social media recruitment strategy to expand participation in the stated preference survey. HMPO developed and deployed Facebook advertisement content to target residents in key geographic areas, and coordinated outreach to regional partner organizations to further amplify reach through trusted local networks. Interested individuals were directed to a short Alchemer screener to assess eligibility and collect contact information. The screening requirements were the same as the initial screening criteria for the stated preference survey (see Screening Criteria). Responses were reviewed to confirm eligibility and reduce fraudulent participation. Qualified respondents were subsequently invited via email to complete the full stated preference survey.

Screening Criteria

Although aspects of the stated preference survey were broadly defined to be relevant to invited participants, certain screening criteria were applied based on observed travel habits to ensure the experiments were relevant to respondents. Respondents were asked to report whether they had made any trips to key regional destinations using a personal vehicle within the past 30 days.

Respondents were permitted to select all applicable destinations. Among respondents who selected multiple destinations, one destination was subsequently assigned on a least-fill basis to define the reference trip used in follow-up questions, ensuring more balanced representation across destination types.

The set of response options was dynamically tailored according to the respondent's home county. Table 48 summarizes the destination options included in the screener and indicates which options were presented to respondents based on their home county.

Table 48: Destination Options Shown by Home County

DESTINATION OPTION SHOWN	HAMILTON	HANCOCK	MADISON	MARION
Downtown Indianapolis	X	X	X	
Indianapolis International Airport	X	X	X	
Other areas of Marion County	X	X	X	
Downtown Anderson	X	X		X
Areas along US 36 (Lawrence, McCordsville, Fortville)			X	
Areas along US 36/Pendleton Pike corridor (Lawrence, McCordsville, Fortville, Ingalls, Pendleton)	X	X		X

Change in Screening Criteria

After lower-than-expected survey response rates and observing that more than one-third of respondents who began the survey were found ineligible based on the screening question, RSG and the HMPO team revised the screening criteria to broaden the pool of eligible participants. On March 25, 2026, RSG expanded the survey recall period from the past 30 days to the past 6 months and removed the personal vehicle requirement. These revised criteria remained in effect through the close of the survey in mid-May 2026.

Reference Trip

After respondents passed the screening criteria, a reference trip destination was assigned. Respondents were then asked to consider their most recent trip to the assigned trip location, thinking of the trip as travel completed in one direction only. Figure 11 was provided as an example.

Figure 11: One-Way Trip Schematic



A variety of details about the one-way reference trip were collected prior to presenting the stated preference experiments, including day of week, start time, trip purpose, trip mode, party size, trip origin, trip destination, total travel time, whether delays were encountered on the trip, and trip frequency. For trips made to Indianapolis International Airport, a question about parking duration (i.e., How long would you typically be parked at Indianapolis International Airport?) was also collected.

Stated Preference Mode Alternatives

After providing the reference trip details, the stated preference experiments were shown. The stated preference experiments were developed based on the respondent's reference trip current travel time and start time. Respondents were shown two sets of experiments – one set choosing between personal vehicle and express bus and one set choosing between personal vehicle and commuter rail. In each experiment, respondents were asked to select one of two travel modes, based on varying levels of travel time, parking cost (personal vehicle), travel cost (express bus or commuter rail), and wait time (express bus or commuter rail).

Stated Preference Inputs

Current Travel Time

The stated preference experimental design used the reference trip travel time as the Current Travel Time and varied attribute levels based on that variable. The travel time was retrieved from a Bing Maps API. The Bing drive time is the estimated travel time (in seconds) between origin and destination calculated using real-world road networks and routing data. The maximum travel time was set to 120 minutes.

Peak Time Travel

Each reference trip was classified as peak or off-peak based on the trip start time. Peak travel was identified as trips occurring Monday through Friday from 6:00 AM to 9:00 AM or 4:00 PM to 7:00 PM. Off-peak travel was identified as all hours outside of peak travel times.

Stated Preference Attribute Levels

Attribute levels varied based on the stated preference inputs. The final levels used for all attributes are displayed in Table 49.

Based on discussions between RSG and HMPO staff, the survey defined the variables for participants as follows:

- **Travel Time:** Total time spent getting from the start point to the end point, without factoring in stops or delays along the way.
- **Wait Time:** Total time spent getting to or from the transit station, waiting for the next bus, and/or transferring between buses.
- **Parking Cost:** Cost to park at your destination only for the day you're traveling. If you drive and park overnight, please consider the parking cost for 1 day only.

Table 49: Stated Preference Attributes and Levels

ATTRIBUTE	LEVEL	PERSONAL VEHICLE	EXPRESS BUS	COMMUTER RAIL
Current Travel Time (Peak Travel)	1	Cur TT × 0.95	Cur TT × 0.95	Cur TT × 0.75
	2	Cur TT × 1.05	Cur TT × 1.10	Cur TT × 0.85
	3	Cur TT × 1.15	Cur TT × 1.25	Cur TT × 0.95
	4	Cur TT × 1.25	Cur TT × 1.40	Cur TT × 1.05
	5	Cur TT × 1.35	Cur TT × 1.55	Cur TT × 1.15
Current Travel Time (Off-Peak Travel)	1	Cur TT × 0.80	Cur TT × 0.90	Cur TT × 0.75
	2	Cur TT × 0.90	Cur TT × 1.05	Cur TT × 0.85
	3	Cur TT × 1.00	Cur TT × 1.20	Cur TT × 0.95
	4	Cur TT × 1.10	Cur TT × 1.35	Cur TT × 1.05
	5	Cur TT × 1.20	Cur TT × 1.50	Cur TT × 1.15
Parking Cost	1	Free	—	—
	2	$5	—	—
	3	$10	—	—
	4	$15	—	—
	5	$20	—	—
Travel Cost	1	—	$3	$4
	2	—	$5	$7
	3	—	$7	$10
	4	—	$9	$13
	5	—	$11	$16
Wait Time (Peak Travel)	1	—	10 min	10 min
	2	—	15 min	15 min
	3	—	20 min	20 min
	4	—	25 min	25 min
	5	—	30 min	29 min
Wait Time (Off-Peak Travel)	1	—	15 min	15 min
	2	—	22 min	22 min
	3	—	30 min	29 min
	4	—	37 min	37 min
	5	—	45 min	45 min

Notes: Cur TT = Current Travel Time (respondent's reported Bing drive time). "—" indicates attribute does not apply to that transportation mode. Peak: Mon–Fri, 6–9 AM or 4–7 PM | Off-Peak: All other hours

Example Stated Preference Experiments

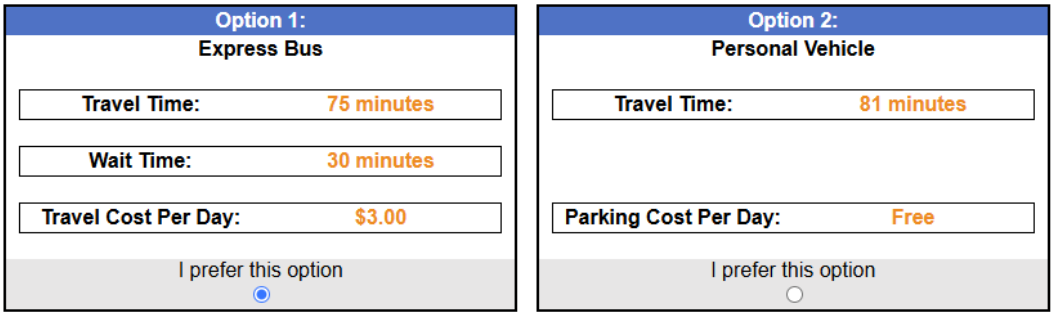
Figure 12 and Figure 13 display example stated preference experiments. For both sets of experiments, the order of alternatives shown from left to right (i.e., personal vehicle, express bus or express bus, personal vehicle) was randomized across respondents.

Figure 12: Example Personal Vehicle vs. Express Bus Experiment

Below are 2 options for how to make the trip you described. These options include travel time, cost, wait time, and number of transfers. Please assume that all other travel costs are the same as they are now.

If the two options below were the only options available for your trip, which would you choose? Please select the associated button below your choice.

Information in **orange** may vary from screen to screen..



Note: This is a hypothetical scenario and does not reflect current or future transportation policies.

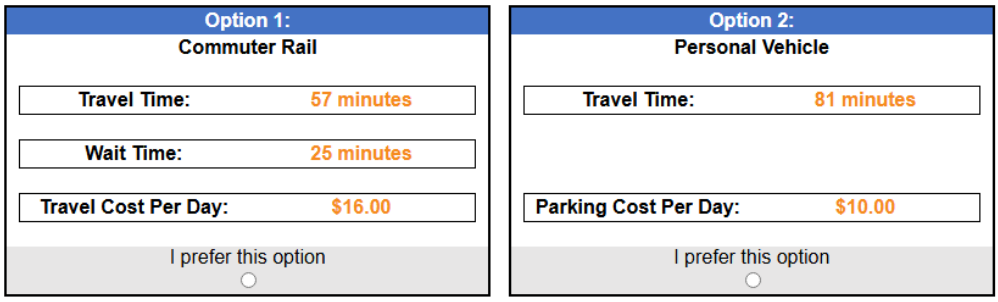
Travel Time = Total time spent getting from the start point to the end point, without factoring in stops or delays along the way.
Wait Time = Total time spent getting to or from the transit station, waiting for the next bus, and/or transferring between buses.
Parking Cost = Cost to park at your destination only for the day you're traveling. If you drive and park overnight, please consider the parking cost for 1 day only.

Figure 13: Example Personal Vehicle vs. Commuter Rail Experiment

Below are 2 additional options for how to make the trip you described. These options include information about travel time, cost, wait time, and number of transfers. Please assume that all other travel costs are the same as they are now.

If the options below were the only options available for your trip, which would you choose? Please select the associated button below your choice.

Information in **orange** may vary from screen to screen.



Note: This is a hypothetical scenario and does not reflect current or future transportation policies.

Travel Time = Total time spent getting from the start point to the end point, without factoring in stops or delays along the way.
Wait Time = Total time spent getting to or from the transit station, waiting for the next train, and/or transferring between trains.
Parking Cost = Cost to park at your destination only for the day you're traveling. If you drive and park overnight, please consider the parking cost for 1 day only.

8.2 Results

This section presents descriptive statistics and results of the stated preference models estimated from the stated preference survey data.

Data Exclusions

For modeling purposes, observations with reported travel times of less than five minutes or greater than two hours were excluded from the analysis (see Table 50 for detail). These observations were considered unlikely to represent realistic travel choices within the study corridor and could introduce noise into model estimation.

Table 50: Data Exclusions

CATEGORY	TOTAL EXCLUDED	REMAINING OBSERVATIONS
Initial choice dataset	0	16,592
Drive time less than 5 minutes	1,104	15,488
Drive time greater than 2 hours	272	15,216
Data in model	**1,376**	**15,216**

Note. These exclusions apply only to the model estimation sample.

Summary of Choices

For both sets of experiments, personal vehicle travel was the preferred mode, accounting for approximately 80 percent of all choices. Bus and rail alternatives each captured roughly 20 percent of total selections, indicating that while respondents generally favored driving, a meaningful share expressed interest in transit under the conditions presented in the survey scenarios. Table 51 and Table 52 summarize respondents' choices in the stated preference experiments for bus and rail alternatives.

Table 51: Stated Preference Mode Choice Split for Express Bus

MODE ALTERNATIVE	NUMBER OF CHOICES	PERCENT OF CHOICES
Personal Vehicle	5,993	78.8%
Express Bus	1,615	21.2%
Total	7,608	100.0%

Table 52: Stated Preference Mode Choice Split for Commuter Rail

MODE ALTERNATIVE	NUMBER OF CHOICES	PERCENT OF CHOICES
Personal Vehicle	6,076	79.9%
Commuter Rail	1,532	20.1%
Total	7,608	100.0%

Table 53 through Table 56 summarize respondents' stated preference choices by transit travel time and cost categories for the express bus and commuter rail alternatives. These tables provide descriptive summaries of the observed responses across the survey scenarios.

The results show some variation in transit mode share across the travel time and cost categories. However, because multiple attributes varied simultaneously within the stated preference experiments, these summaries should be interpreted as descriptive rather than as evidence of the independent effects of travel time or cost on mode choice.

Table 53: Stated Preference Mode Choice Split by Travel Time for Express Bus

BUS TRAVEL TIME	PERSONAL VEHICLE	EXPRESS BUS
0-30 minutes	77.5%	22.5%
30-60 minutes	78.6%	21.4%
60-90 minutes	81.0%	19.0%
90+ minutes	87.4%	12.6%

Table 54: Stated Preference Mode Choice Split by Travel Time for Commuter Rail

RAIL TRAVEL TIME	PERSONAL VEHICLE	COMMUTER RAIL
0-30 minutes	81.1%	18.9
30-60 minutes	78.9%	21.1
60-90 minutes	76.3%	23.7
90+ minutes	83.8%	16.2

Table 55: Stated Preference Mode Choice Split by Cost for Commuter Rail

BUS COST	PERSONAL VEHICLE (%)	BUS (%)
$3–$5	76.4	23.6
$6–$8	80.8	19.2
$9–$11	80.9	19.1

Table 56: Stated Preference Mode Choice Split by Cost for Commuter Rail

RAIL COST	PERSONAL VEHICLE (%)	RAIL (%)
$4–$7	71.9	28.1
$8–$10	79	21
$11–$16	86.6	13.4

Base Model

Stated preference experiments obtain a trade-off from respondents between travel mode alternatives presented with price and time attributes, thereby revealing respondents' preferences. In addition to descriptive analysis, the resulting data can be analyzed with choice modeling, beginning with Multinomial Logit (MNL) models. By quantifying willingness to pay and hypothetical value of time among respondents in the study area, MNL models reveal regional attitudes and preferences toward mass transit connections between Hamilton, Hancock, Madison, and Marion counties.

The MNL model estimates a choice probability for each travel mode alternative presented in the stated preference experiments. The travel mode alternatives are represented in the model by observed utility equations of the form:

$$\text{Utility of a choice alternative} = \beta 1X1 + \beta 2X2 + \ldots + \beta nXn$$

where each X represents a variable included in the model (e.g. travel time) and each β is a coefficient estimated by the model that represents the sensitivity of the respondents in the sample to the corresponding variable.

Key Findings

The base model produced several notable findings:

- The implied value of travel time is approximately $15 per hour.

- Travel time, travel cost, parking cost, and transit headways all have statistically significant negative coefficients, indicating that increases in these attributes reduce the attractiveness of a travel option.
- Both bus and rail alternatives have negative mode constants relative to driving, suggesting an inherent preference for automobile travel when all other attributes are held constant.
- The bus constant is more negative than the rail constant, indicating that respondents generally view rail more favorably than bus service.
- The rail constant corresponds to approximately 28 minutes of travel time, while the bus constant corresponds to approximately 34 minutes of travel time. This suggests respondents perceive rail service as offering a benefit equivalent to approximately six minutes of travel time savings relative to bus service.

The model demonstrates strong explanatory power, with a rho-square value of 0.359, which is considered a robust result for stated preference mode choice applications. Statistics for the base model are presented in Table 57 and Table 58.

Table 57: Model Statistics for Base Model

STATISTIC	VALUE
Number of estimated parameters	7
Number of observations	15216
Number of individuals	951
Initial log-likelihood	-10546.9
Final log-likelihood	-6756.06
Rho-square	0.3594
Adjusted rho-square	0.3588
Rho-square vs observed shares	0.32
Adjusted rho-square vs observed shares	0.3195
AIC	13526.11
BIC	13579.52
Iterations	8

Table 58: Aggregate MNL Coefficients and Model Statistics for Base Model

COEFFICIENT	UNITS	VALUE	ROBUST STD. ERROR	ROBUST T-STAT
Travel time	Minutes	-0.0318	0.00	-10.33
Travel cost	Dollars	-0.1254	0.01	-19.68
Parking cost (daily parking cost)	Dollars	-0.1259	0.01	-23.25
Bus headway	Minutes	-0.0296	0.00	-8.23
Rail headway	Minutes	-0.0292	0.00	-8.26
Bus constant	(0,1)	-1.1128	0.11	-10.295
Rail constant	(0,1)	-0.8892	0.12	-7.44
Car constant	(0,1)	0.0000	NA	NA

Willingness to Pay

One way to evaluate the sensitivities to travel attributes estimated in the MNL models is to calculate the marginal rates of substitution. In basic economic theory, the marginal rate of substitution is the amount of one good (e.g., money) that a person would exchange for a second good (e.g., travel time), while maintaining the same level of utility, or satisfaction. Here, the marginal rate of substitution of the travel time and cost coefficients provides the implied dollar value a traveler would be willing to pay to travel by driving, commuter rail and express bus. The willingness to pay (WTP) for travel time savings can be calculated by dividing the travel time coefficient by the travel cost coefficient and multiplying by 60 to get the willingness to pay in dollars per hour:

WTP = Travel Time Coefficient / Cost Coefficient * 60

The willingness to pay for travel times savings was identified as approximately $15 per hour (Table 59).

Table 59: Value of Travel Time for Base Model

MEASURE	VALUE	STD. ERROR	T-STAT
All modes, dollars per hour	$15.22	1.50	10.12

Work Versus Non-Work Travel Model

An additional model – Test Model 1 – was estimated to determine whether travelers exhibited different sensitivities to travel time and cost for work-related and non-work-related trips.

Key Findings

The estimated work-trip interaction terms were not statistically significant, and the resulting value of time estimates for work and non-work travel exhibited overlapping confidence intervals. These results suggest that respondents valued travel time similarly regardless of trip purpose. Table 60 through Table 62 display these results.

Because the work-trip effects were not statistically significant, the simpler base model was retained as the preferred specification.

Table 60: Aggregate MNL Coefficients and Model Statistics for Test Model 1

COEFFICIENT	UNITS	VALUE	ROBUST STD. ERROR	ROBUST T-STAT
Travel time	Minutes	-0.0318	0.00	-9.22
Travel cost	Dollars	-0.1241	0.01	-18.22
Parking cost (daily parking cost)	Dollars	-0.1245	0.01	-20.84
Work trip cost shift	Dollars	-0.0059	0.01	-0.54
Work trip time shift	Minutes	0.0002	0.01	0.03
Bus headway	Minutes	-0.0294	0.00	-8.22
Rail headway	Minutes	-0.0291	0.00	-8.27
Bus constant	(0,1)	-1.1152	0.11	-10.34601
Rail constant	(0,1)	-0.8912	0.12	-7.48
Car constant	(0,1)	0.0000	NA	NA

Table 61: Model Statistics for Test Model 1

STATISTIC	VALUE
Number of estimated parameters	9
Number of observations	15,216
Number of individuals	951
Initial log-likelihood	-10546.9
Final log-likelihood	-6755.58
Rho-square	0.3595
Adjusted rho-square	0.3586
Rho-square vs observed shares	0.3201
Adjusted rho-square vs observed shares	0.3194
AIC	13529.16
BIC	13597.83
Iterations	8

Table 62: Value of Travel Time for Test Model 1

MEASURE	VALUE	STD. ERROR	T-STAT
All modes, per hour, nonwork destinations	$15.38	1.70	9.03
All modes, per hour, work destinations	$14.58	2.92	5.00

Sensitivity of Destination Location Model

A second model – Test Model 2 – was estimated to evaluate whether mode preferences varied by destination type.

Table 63 and Table 64 summarize observed mode choice shares by destination. Several patterns are evident:

- Airport destinations generated higher transit mode shares than the overall average.

- Trips destined for other areas of Marion County generated lower transit mode shares.

Trips destined for Downtown Anderson generated the highest transit mode shares among all destination categories.

To test these effects statistically, destination-specific constants were added to the model.

Table 63: Stated Preference Mode Choice Split by Trip Location for Express Bus

DESCRIPTION	TRIPLOC	BUS %	PERSONAL VEHICLE %
Into Downtown Indianapolis	1	20.5%	79.5%
To the Airport	2	23.3%	76.7%
To Other Parts of Marion County	3	17.0%	83.0%
Into Downtown Anderson	4	25.4%	74.6%
To Areas Along US 36 / Pendleton Pike	5	21.4%	78.6%
To Areas Along US 36	7	17.8%	82.2%

Table 64: Stated Preference Mode Choice Split by Trip Location for Commuter Rail

DESCRIPTION	TRIPLOC	RAIL %	PERSONAL VEHICLE %
Into Downtown Indianapolis	1	20.6%	79.4%
To the Airport	2	23.4%	76.6%
To Other Parts of Marion County	3	15.0%	85.0%
Into Downtown Anderson	4	25.3%	74.7%
To Areas Along US 36 / Pendleton Pike	5	19.0%	81.0%
To Areas Along US 36	7	18.0%	82.0%

Key Findings

The destination sensitivity model generally produced results consistent with observed mode shares.

- Airport destination shifts were positive for both bus and rail, indicating a greater propensity to choose transit for airport trips; however, these effects were not statistically significant.
- Destinations in other areas of Marion County exhibited negative shifts for both bus and rail, indicating lower transit attractiveness. The rail effect was statistically significant.
- Downtown Anderson exhibited positive and statistically significant shifts for both bus and rail, indicating a substantially higher likelihood of selecting transit for trips to this destination.

The destination sensitivity model improved overall model fit, increasing the rho-square value from 0.359 to 0.364 and reducing both AIC and BIC values. These results suggest that destination characteristics contribute meaningfully to mode choice behavior and improve explanatory power beyond the base model specification. Table 65 through Table 67 display these results.

Table 65: Aggregate MNL Coefficients and Model Statistics for Test Model 2

COEFFICIENT	UNITS	VALUE	ROBUST STD. ERROR	ROBUST T-STAT
Travel time	Minutes	-0.0320	0.00	-10.53
Travel cost	Dollars	-0.1258	0.01	-19.72
Parking cost (daily parking cost)	Dollars	-0.1264	0.01	-23.34
Bus headway	Minutes	-0.0306	0.00	-8.50
Rail headway	Minutes	-0.0306	0.00	-8.61
Bus constant	(0,1)	-1.1557	0.12	-9.874
Rail constant	(0,1)	-0.9090	0.13	-7.05
Car constant	(0,1)	0.0000	NA	NA
Bus airport constant shift	(0,1)	0.2610	0	1.514
Rail airport constant shift	(0,1)	0.2846	0	1.601
Bus Marion County constant shift	(0,1)	-0.2871	0.18	-1.57

COEFFICIENT	UNITS	VALUE	ROBUST STD. ERROR	ROBUST T-STAT
Rail Marion County constant shift	(0,1)	-0.3807	0.19	-2.06
Bus DT Anderson constant shift	(0,1)	0.3791	0.16	2.41
Rail DT Anderson constant shift	(0,1)	0.3360	0.16	2.15

Table 66: Model Statistics for Test Model 2

STATISTIC	VALUE
Number of estimated parameters	13
Number of observations	15216
Number of individuals	951
Initial log-likelihood	-10546.93
Final log-likelihood	-6713.45
Rho-square	0.3635
Adjusted rho-square	0.3622
Rho-square vs observed shares	0.3243
Adjusted rho-square vs observed shares	0.3232
AIC	13452.9
BIC	13552.09
Iterations	9

Table 67: Value of Travel Time for Test Model 2

MEASURE	VALUE	STD. ERROR	T-STAT
All modes, per hour	$15.26	1.49	10.26

9.0 Conclusion

The 2025-2026 Hoosier Travel Counts survey collected current information about household and individual travel patterns for residents throughout the Central Indiana region. The survey was conducted using the most current household travel survey methods for survey design, sampling, questionnaire design, data collection, and data weighting. A total of 5,234 households completed the Hoosier Travel Counts survey and were included in the final dataset. These households provided data critical for updating and developing the Indianapolis Metropolitan Planning Organization and Heartland Metropolitan Planning Organization travel demand models.