



2026 Household Travel Survey

Our Daily Trips

January 12, 2026

Dennis Farmer



metrocouncil.org

2026 Household Travel Survey / Our Daily Trips

Project Purpose

- Study of household demographics, daily travel activities, and transportation patterns throughout the region
- Informs travel demand forecasting, regional transportation planning, and performance monitoring
- Study area: 7 Counties + 9 surrounding counties
 - MnDOT participation will expand this survey statewide
- Recurrent survey:
 - Approximately decennial from 1949, biennial from 2018
 - Previous surveys in 1949, 1962, 1970, 1982, 1990, 2000, 2010, 2019, 2021, 2023
 - Next two surveys in 2026 and 2028

What is a household travel survey?

Core Survey Data Collected

Household

Size & composition
Housing type, tenure, cost, and stability
Income
Vehicle availability & shared resources
Second homes & habitual locations

Person

Age, gender, race/ethnicity, language
Employment & school status
Driving & smartphone access
Transportation barriers & insecurity
Participation in new mobility or gig work

Vehicle

Vehicle count, type, ownership & cost
Fuel type (gas, hybrid, EV)
Parking & charging access
EV and AV attitudes

Trip

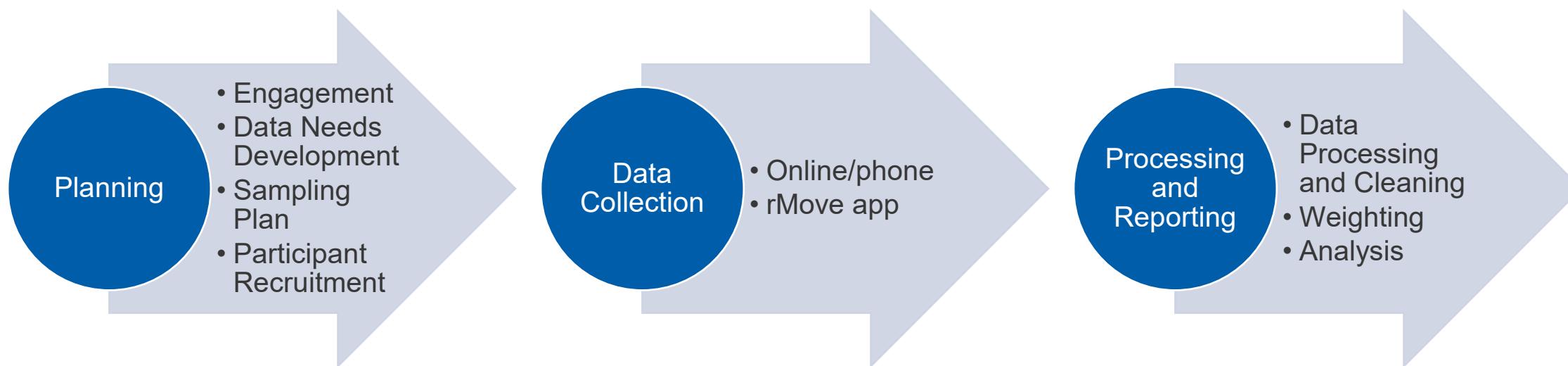
All trips over multiple days
Purpose, mode, timing, distance
Travelers (household & non-household)
Parking, transfers, and access/egress
Missed or suppressed trips

New in 2026: questions on transportation insecurity, sampling of group quarters population

Expected Data

Completed	2019	2021	2023	2026 (est.)
Households	7,868	7,952	3,749	4,500
Persons	16,215	11,792	6,009	~ 10,800
Travel Days	84,837	50,057	28,838	~ 51,000
Trips	329,021	182,446	104,611	~ 190,000

Methodology and Approach



Participant Outreach

Objectives:

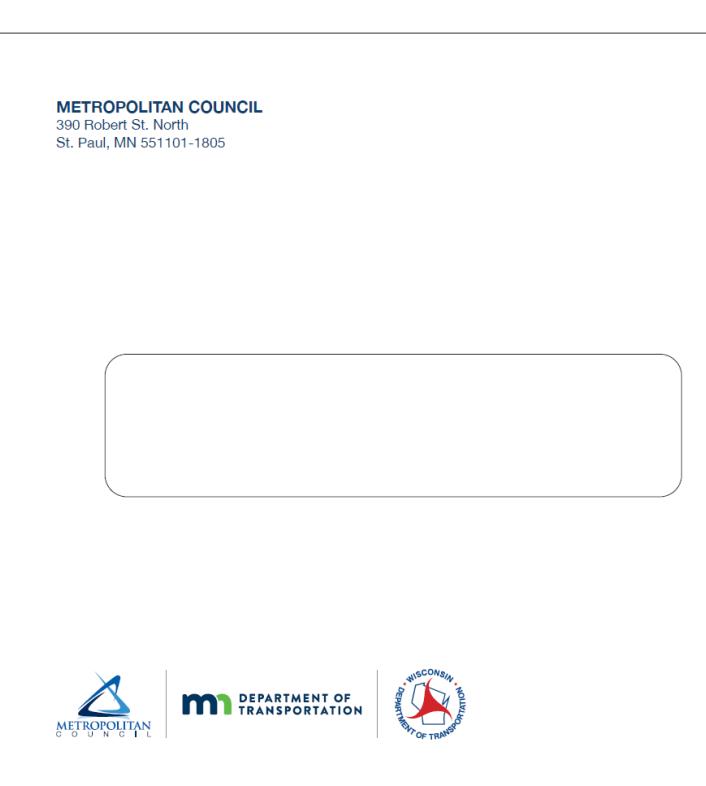
- Build transparency and trust
- Establish legitimacy and awareness
- Reduce barriers and encourage participation

Selected Tactics:

- New survey brand: “Our Daily Trips”
- Multi-lingual survey instruments- English, Hmong, Karen, Oromo, Somali, and Spanish
- Invitation letter
- Compensatory and targeted oversampling
- Incentives for participation
- Targeted outreach campaign through supplemental non-probability methods
- Broad and targeted advertising
- Technical support for participants

Recruitment process

- Sample addresses are mailed an invitation letter providing instructions to participate and offer of promised incentives upon completion
- Participants are encouraged to go online or call the help desk to sign up for the survey



 OUR DailyTrips |  How We Get from Point A to Point B

Receive up to \$10 per person for your participation.
Help make it easier to get around the Twin Cities region.

<First and name/City name resident>
<Street Address 1>
<Street Address 2>
<City>, MN <#####>
<date>

Dear <CITY> Resident,

Congratulations, you've been selected to participate in the 2026 Travel Behavior Inventory. The Metropolitan Council, Minnesota Department of Transportation, and Wisconsin Department of Transportation are conducting this survey to understand how local roads, highways, public transportation, bikeways, and sidewalks are used today, and how they can be improved to make travel better in the future.

To get started, complete a brief ten-minute survey. Next, your household will be assigned a random day to record your travel. Your household will receive \$5 per person for completing the survey. You can earn an additional \$5 per person by participating via our smartphone app for seven days.

Visit our secure website and enter your access code to begin ▾

 Scan to start!   Go online: MSPtravelstudy.org

Invitation access code:  xxxxxxxx

Receive up to \$10 per person after your household has completed the full survey.

We want to hear from you, even if you don't travel often. Since 1949, the region has conducted this essential survey at least once every decade to learn about how, when, where, and why our residents travel throughout the region. The resulting survey data helps agencies propose practical transportation investments and prioritize improvements that best meet regional needs.

Your input will have a big impact because only a limited number of households have been invited to participate in the survey. *Your voice can shape the future of your community!*

Your participation is voluntary, and responses will be used for research purposes only. If you have any questions about how to participate in this survey, please visit MSPtravelstudy.org, or contact the survey team, RSG, toll-free at 1-888-476-6157 or by email at help@MSPtravelstudy.org. If you have any other questions about the survey program, please contact Jonathan Ehrlich, the Our Daily Trips Project Manager at 651-602-1408 or jonathan.ehrlich@metc.state.mn.us.

Thank you in advance for helping keep the Twin Cities region moving!

 Jonathan Ehrlich
Senior Manager Transportation Research
Metropolitan Transportation Services
Metropolitan Council

 Jim Henricksen
Director of Travel Behavior Analysis
Metro District
Minnesota Department of Transportation

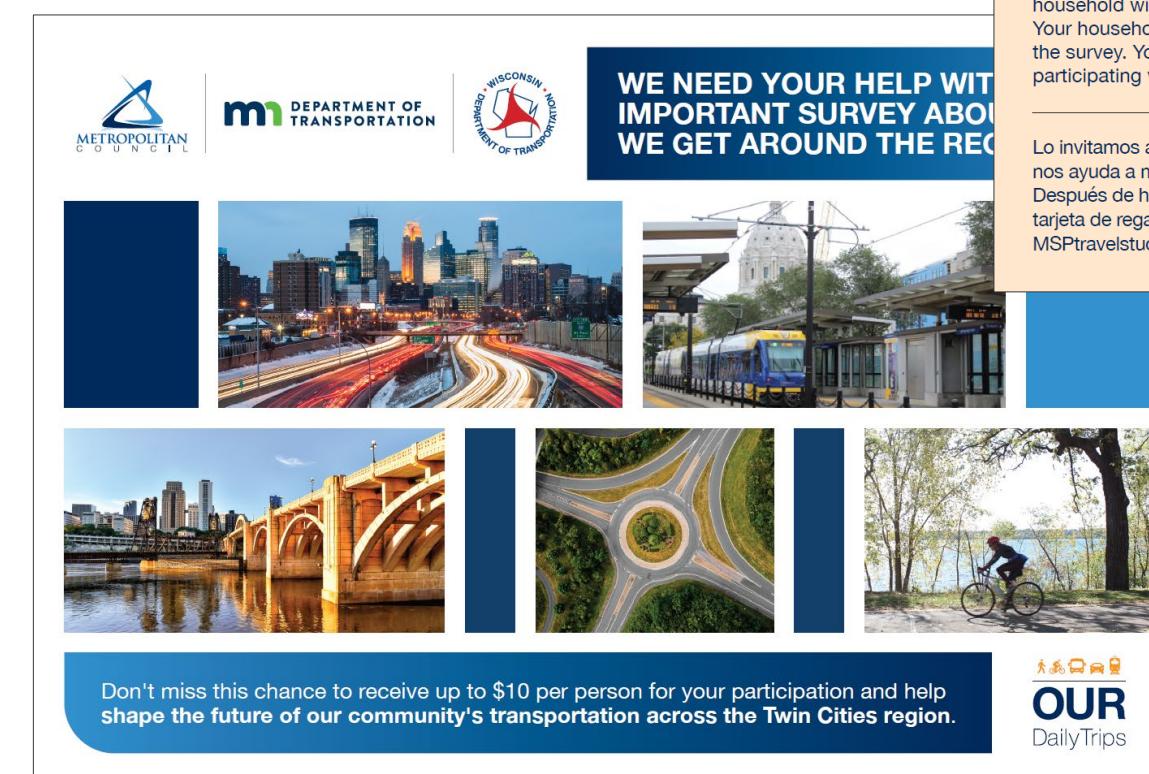
You can participate in English and Spanish through the online survey or by calling toll-free.

Lo invitamos a completar una encuesta sobre su viaje. Al participar, nos ayuda a mejorar las opciones de transporte en su comunidad. Después de haber completado la encuesta, le enviaremos una tarjeta de regalo como agradecimiento. Para registrarse, visite MSPtravelstudy.org o llame al 1-888-476-6157.

IMPORTANT INFORMATION ENCLOSED

Recruitment process (2)

- One week later sampled addresses are mailed a reminder postcard
- Participants are encouraged to go online or call the help desk to sign up for the survey



WE NEED YOUR HELP WITH AN IMPORTANT SURVEY ABOUT HOW WE GET AROUND THE REGION

Don't miss this chance to receive up to \$10 per person for your participation and help shape the future of our community's transportation across the Twin Cities region.

OUR DailyTrips

Visit our secure website and enter your access code to begin: **xxxxxx**



Scan to start!



Go online:
MSPtravelstudy.org

Receive up to **\$10 per person** for your participation.

Recently, we sent you a letter asking for your help with the Our Daily Trips survey. There is still time to participate and help make it easier to get around our region. Your voice can shape the future of your community!

To get started, complete a brief ten-minute survey. Next, your household will be assigned a random day to record your travel. Your household will receive \$5 per person for completing the survey. You can earn an additional \$5 per person by participating via our smartphone app for seven days.

Lo invitamos a completar una encuesta sobre su viaje. Al participar, nos ayuda a mejorar las opciones de transporte en su comunidad. Desp  s de haber completado la encuesta, le enviaremos una tarjeta de regalo como agradecimiento. Para registrarse, visite MSPtravelstudy.org o llame al 1-888-476-6157.

METROPOLITAN COUNCIL
390 Robert St. North
St. Paul, MN 551101-1805

<First and name/City name resident>
<Street Address 1>
<Street Address 2>
<City>, MN <#####>

Survey Process

- Participants complete a brief signup survey about their household demographics and vehicle ownership
- At the end of the signup survey, select their participation mode for the diary survey
 - Participate online or over the phone
 - Participate via app (preferred)
- After completing the signup survey, participants are assigned a travel date and provided instructions on how to participate
 - Non-app households report their travel for one day retrospectively
 - App households report their travel for up to seven days in real-time

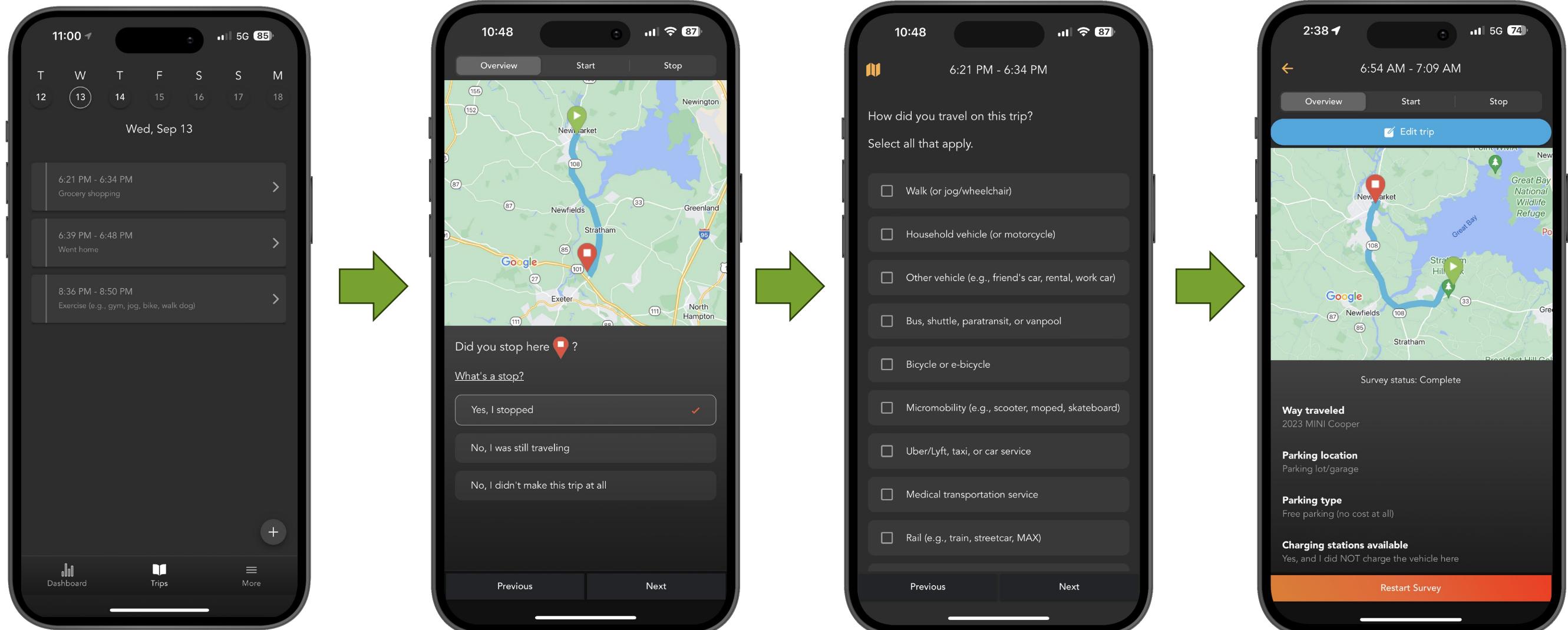
Smartphone app (rMove)

- All adults must download the app
- One adult is elected to proxy for children (if applicable)
- Travel data captured for up to seven days
- “Trip surveys” for every trip recorded
- “Daily surveys” for every assigned travel date



App Data Collection

rMove passively captures travel and prompts for trip details



Project Status and Schedule

January 2026:	Pretest
February 2026-February 2027:	Main “Our Daily Trips” survey
May 2026:	Data Delivered, begin analysis and publishing results
June – December 2027:	Prepare for 2028 survey
January – December 2028:	2028 “Our Daily Trips” survey
May 2029	Data Delivered, begin analysis and publishing results



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