Towards European Long Distance Travel Surveys: the MEST and TEST projects

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Motivation

- inconsistency of survey approaches
- lack of data for policy making
  - TEN
  - airports
  - regional policies
- Plans for a European Transport Information System

Context

- COST 305
- Eurostat pilots

Consortium

- Methods for European Surveys of Travel Behaviour

- Technologies for European Surveys of Travel Behaviour

by

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Purposes: MEST

- Develop and test in a number of member states a state-of-the-art long distance diary instrument for practical application

- Test the possibility of including tourism related data into the diary instrument

- Develop and test improved sampling, correction and weighting methods for travel diary isntruments

Purposes: TEST

Improvement of the technologies for long-distance travel data instruments

- pamtop computers as a tool
- support during the survey (GIS, databases, . . .)
- GIS-supported data enrichment
- data parsers and correctors (AI and neural nets)
- Web-based tool for travel data collection
- Web-based interface for travel data dissemination

+ evaluation and comparison

MEST field work

3 waves of mostly postal + telephonic surveys addressing

- temporal orientation
- page layout
- complexity of form
- basic unit (trip or stage)
- survey duration
- special issues

field work conducted in A, F, P, S, UK

Main results for MEST

- a postal element increases response
- strong effect of the local contractor
- strong sample selection effect
- strong wave effect

leading to clear design recommendations for a European instrument in terms of

- protocol
- design
- survey organisation

MEST survey acceptable as a benchmark

Main results for TEST

- good tools for GIS support
- acceptable efficiency of intelligent parsers and correctors
- Web-based dissemination: practical (and used)
- Web-based collection: crucial, needs further work
- palmtops: interesting, further work possible

+ GPS, GSM

Other results

- definite impact of later surveys (Belgian national mobility survey, . . .)

- closer contacts between European researchers and practitioners

+ book in preparation

Thank you for your attention