



2017 Citywide Mobility Survey

Data User Guide

Research Overview

The New York City Department of Transportation conducted a mixed methodology citywide survey in conjunction with PSB, an independent market research firm, over the course of seven weeks. The objectives of this research were to:

1. Understand the factors and experiences that drive transportation choices for New York City residents
2. Assess views on the current state of transportation within the City
3. Measure reactions and perceptions to relevant trends and topics in New York City transportation

A total of 3,603 New York City residents age 18 and over participated in the survey. Half of the sample was recruited over the phone using random digit dialing (RDD) dialing based on area code and a purchased sample list. The other half was recruited online via sample lists vetted by the PSB team and identified by zip code.

The survey fielded from May 13, 2017 through July 1, 2017. During this period, there were four days in which temperatures rose above 90 degrees, and four days of precipitation exceeding one inch. Notable holidays during this period include Mother's Day, Father's Day, Memorial Day, the Puerto Rican Day Parade, the Mermaid Parade, Eid al-Fitr, and the Pride Parade. Neither extreme weather nor holidays significantly impacted travel as it was reported throughout the city.

The survey was divided into two sections: the main survey and the trip diary. The main survey assessed behaviors, attitudes, and perceptions of transportation throughout New York City. The trip diary recorded each trip that respondents had taken the previous day. A trip was defined as any one-way journey that started in one location and ended in another. These two sections yielded separate data sets, which were analyzed independently.



Sample and Weighting

The sample size for the main survey data set is n=3,603 respondents, 1,801 of whom completed the survey by phone, and 1,802 completed the survey online. Of the phone sample, 60% of interviews were completed via landline and 40% via cell phone.

The sample size for the trip diary data set is n=6,986 trips, 3,252 of which were captured by phone and 3,734 online.

The margin of error for the entire data set is $\pm 2.3\%$. Data cuts with a base size below 100 are directional, and are considered unreliable. A base size above 250 is considered a solid, statistical read.

The phone sample was weighted to match the 5 year American Community Survey (ACS) average based on the following factors: age, gender, ethnicity, educational attainment, and geography. The online sample is an oversample of populations in certain neighborhoods that are difficult to reach by phone, and is in line with the demographics of each of those neighborhoods, but is not representative of New York City at the overall city level.

Data Aggregation

The main survey data set is aggregated by respondent, and percentages indicate the share of New York City residents with each characteristic.

The trip diary data set is aggregated by trip, and percentages indicate the share of trips with each characteristic.

Any data points at the 'All NYC' or 'All NYC Trip' level, including relevant demographic sub-groups, includes only the phone survey data, as it is representative of the population distribution throughout New York City. Any data points at the borough level should be analyzed using the phone survey data only, with the exception of Staten Island which should use both online and phone survey data.

Data at the survey zone level (e.g. Manhattan Core, Inner Brooklyn, etc.) includes both the online and phone survey data. This combined data is in line with demographic trends within each survey zone based on publicly available census data. The ten survey zones are composed of neighborhood tabulation areas (NTAs). For additional information on NTAs, refer to the NYC Department of City Planning website at <https://www1.nyc.gov/site/planning/data-maps/open-data/dwn-nynta.page>. A shapefile showing which NTAs fit into each survey zone is included with the 2017 Citywide Mobility Survey dataset.

When using the data, make sure to weight the results by the allwt variable and follow the aggregation rules described above for All NYC- versus zone-level data.