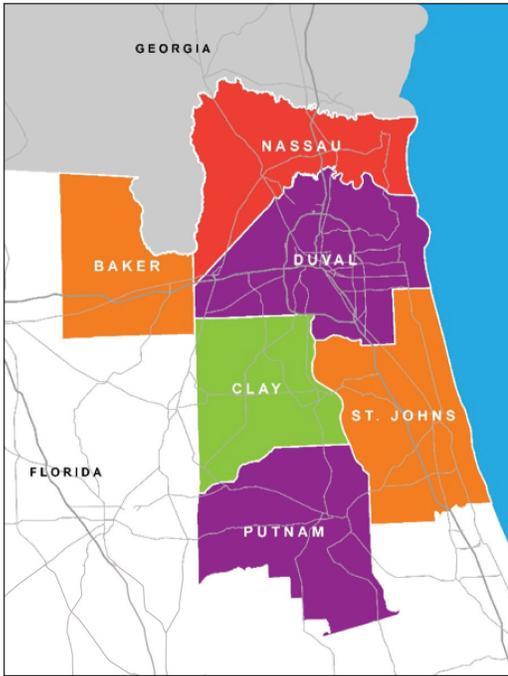


NORTH FLORIDA TRAVEL SURVEY HIGHLIGHTS



Baker, Clay, Duval, Nassau
Putnam and St. Johns Counties



The North Florida Travel Survey

The fall 2017 North Florida Travel Survey studied household demographics, daily travel activities, and typical travel patterns throughout the six-county North Florida region of Baker, Clay, Duval, Nassau, Putnam, and St. Johns counties. This information is vital for regional and local planning agencies to understand the impact of growth, development and other changes in the area's communities on the transportation system. Reliable transportation and viable travel options contribute to the region's quality of life and economic vitality, and this study will help agencies prioritize transportation improvements to best fit the region's needs.

Who conducted the survey?

The North Florida Transportation Planning Organization (North Florida TPO) sponsored the study with support from the Florida Department of Transportation. The North Florida TPO Board comprised of elected officials and regional transportation agency representatives, the Technical Coordinating Committee, and the Citizens Advisory Committee were informed about survey progress throughout the project lifecycle.

Who participated in the survey?

Over 3,850 households in the six county North Florida region participated. Most households were randomly selected from residential addresses in the study area, and every invited household received mailed invitations with information on how to participate either online or by phone. Other households chose to participate after hearing about the survey through the news (e.g., television, radio and print media), public events and social media (e.g., Facebook).

What did the survey involve?

The survey included questions about the trips that the participating household took over a pre-assigned 24-hour period, as well as other questions regarding typical travel behavior and opinions on future transportation in the region. Demographic details for the household and each household member were also obtained to ensure the sample represents local populations as compared with the Census. Examples of the data collected include:

- Year, make and model of vehicles in the household
- The purpose, travel mode (e.g. car, bus, walking), and travel times for each trip
- Commuting behaviors including telecommute frequency and usual commute mode
- Typical travel behavior for transit, biking and walking
- Opinions on automated vehicles (e.g., interests, benefits and concerns)

The information gathered from this survey is crucial to better understand how growth and other changes impact the region's transportation system.

Snapshot of Study Results



3,874 Households
participated in the study

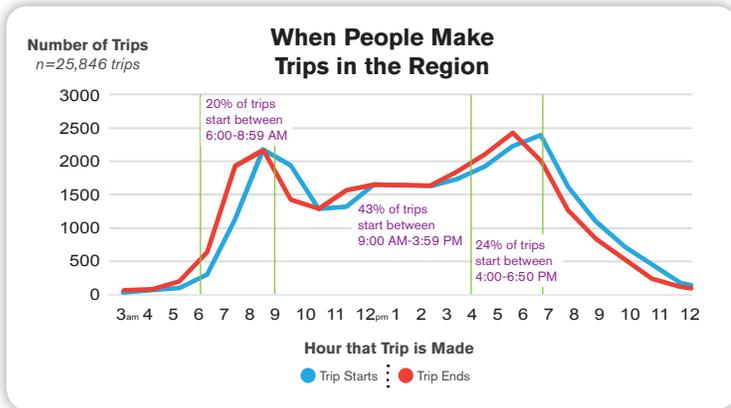


8,163 total people took part

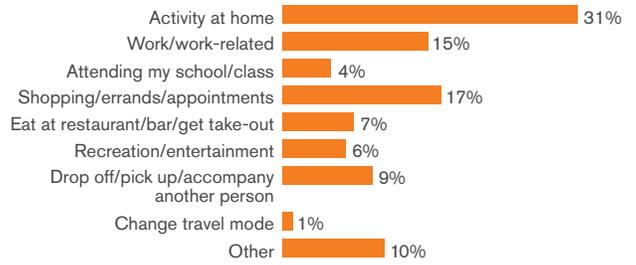


25,846 trips reported as
part of the study

Typical Travel in the Region



Destinations for Daily Trips Made

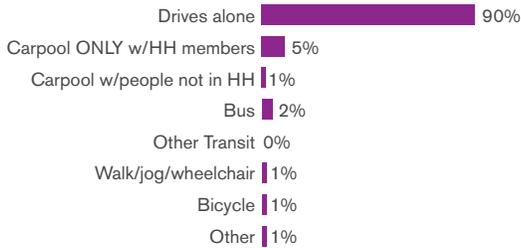


▲ For area residents, traveling to work (primary or other location) and going home account for 46 percent of trips. Additionally, trips to shopping, errands and appointments account for 17 percent of all trips.

53% of residents walk at least once a week
15% of residents bike at least once a week

Commuting Behavior

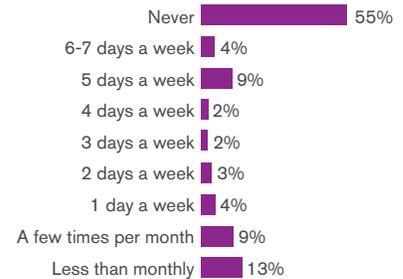
Usual Way Commutes to Work



▲ Almost 95 percent of residents commute to work by driving a household vehicle alone or with another household member.

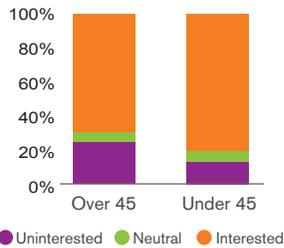
▶ 13 percent of residents telecommute five or more days a week. Additionally, over 32 percent telecommute at least a few times a month.

Telecommute Frequency



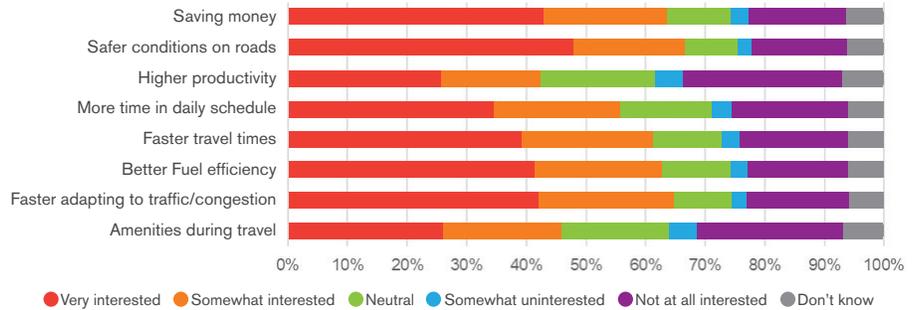
Autonomous Vehicle Interest

Age by Interest in AVs

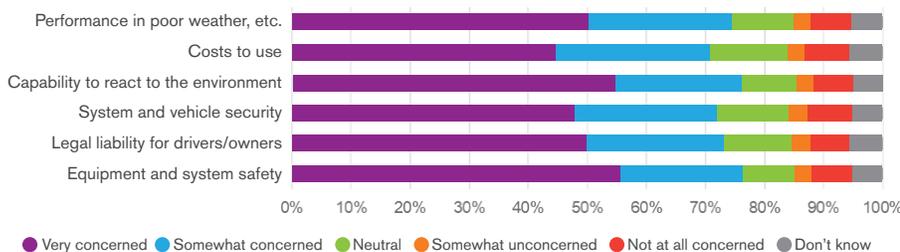


▲ Overall, nearly 70 percent of people are both concerned with and interested in one or more features of AV.

Attitudinal Responses: Interest in Benefits of AVs



Attitudinal Responses: Concern with Aspects of AVs



How can I learn more?

To learn more about the study and results, please contact:

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