

What is the NovaTRAC survey?

The Nova Scotia Travel Activity (NovaTRAC) survey will collect information regarding daily household travel activities. A better understanding of when, where, why, and how people travel will lead to better planning for future transportation needs as the region grows.

What will participation include?

Participation is entirely voluntary. Your participation in the NovaTRAC Survey includes:

- Asking each adult member of your household if they agree to provide demographic information and travel information for the research project.
- Collecting travel information for a 24-hour period from each member.
- Completing the survey online, via phone, or mail. Survey must be completed by an adult member of the household.

Why do we need detailed information?

Your information, combined with that of other participating households, provides a general representation of the entire region. Demographic information provides additional details about your travel choices, providing insight on future transportation needs.

— “ —
Help the province prepare for its future transportation needs
— ” —

NovaTRAC Survey

2023 Nova Scotia Travel Activity Survey



How to participate

You can participate in this survey in **three** ways:

Web survey

By scanning the QR code or going to DalTracLab.com and using the web survey access code provided on the questionnaire of the invitation package you received.

Phone survey

If we do not receive your web submission of the survey, someone from our team will give you a call and provide you with an opportunity to complete the survey by phone. If that's your preference, simply wait until we contact you.

By mail

You can also choose to complete the questionnaire and travel logs provided in your invitation package and return them using the enclosed pre-paid envelope.

Confidentiality

Protecting your privacy is critical to the success of this survey. All information collected will be kept strictly confidential and only used to produce statistical summaries.

Scan me!



What type of questions should you expect?

Questions about your household:

- The number of residents, status, and income
- The number and types of vehicles
- Electric vehicle preferences

Questions about the survey respondent:

- Age
- Education and employment information

Questions about weekday travel:

- Departure and arrival time
- Location of places visited
- Reason for making trip (e.g., work/school)
- Mode of transportation used

Questions about COVID-19, online activities and preferences:

- Working from home
- Online activities
- Travel preferences

Why participate?

Your participation will:

- Provide useful information about the travel habits of your community
- Help evaluate mobility patterns across the region
- Help plan future investments in transportation infrastructure and services

Upon completion of the survey, you will be eligible to enter to win a gift card (\$200 or one of ten \$50 VISA gift cards) and be entered into our panel for follow-up surveys.



Contact us

If you have any questions regarding your participation, please contact the DalTRAC Project Coordinator via email at daltrac@dal.ca or visit:

www.dal.ca/sites/daltrac/NovaTRAC.html