

# Metadata Under ICPSR Standards

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Atlanta  
2001  
NuStats

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## a. Title

1. *Name of Survey:* 2001 Atlanta Household Travel Survey
2. *Year:* 2001
3. *Geographic Area:* Atlanta

## b. Principle Investigator

1. *PI:* Heather Contrino  
*Institution Affiliation:* NuStats
2. *PI:*  
*Institution Affiliation:*

## c. Abstract:

Introduction The objective of the household travel survey is to collect information on work and non-work travel behavior. This includes trip generation, trip distribution, and modal choice. This study is an essential element in the transportation planning and modeling efforts for the 13 county Atlanta Region. The study objective was to produce data that could be used to develop and calibrate travel demand models for use in travel forecasting, land use planning, and air quality planning. The resultant data set is adequate to fulfill the models' functions of estimating trip generation and distribution, mode choice, and assignments. The data set will serve as the foundation for an entirely new generation of travel demand models. Background The Atlanta Household Travel Survey sampled 8,069 households in the thirteen county non-attainment area. This geographic area is depicted in Figure 1-1. Like all recent household travel surveys, the Atlanta Household Travel Survey relied on the willingness of area residents to complete diary records of all travel for a 48-hour period. Households were randomly selected to participate in the study via Computer Assisted Telephone Interview (CATI). Household recruitment for the study was conducted through the use of a "recruitment interview", in which respondents were informed of the survey, its purpose, and the obligation of all household members to complete the survey.

Data on the household and household members were also collected during the recruitment interview. Participating households were assigned a specific "travel period" or 48-hour period on which to record their travel and activities. This travel day pair typically took place 7 to 10 days after the recruitment interview. Collection of the travel information was done through the use of a CATI based "retrieval interview." Survey Purpose and Coverage Household travel surveys are used to obtain information about work and non-work travel behavior. This includes trip generation, trip distribution, and modal choice data as well as data on transit use, neighborhood preferences, health and activity. Updated household travel information can be used for modeling purposes as well as transportation planning projects, land use planning, and air quality planning efforts. A total of 12,184 households were recruited to participate in the

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study. Of these, 8,069 households (66%) completed travel . The 8,069 households, weighted, represent 21,323 persons, 14,449 vehicles, and 126,127 places visited during the 48-hour travel period. Contents of the Report The purpose of this report is to document the methods used to conduct the Atlanta Household Travel Survey, as well as to present survey results. It is organized into chapters by major topics. In addition to this Introduction, the chapters include:

- Survey Methods,
- Weighting and Expansion, and
- Survey Results.

The Survey Methods chapter presents the methods used to conduct the survey. Essentially, the six main phases of data collection are presented and evaluated, along with the quality control guidelines established for use in the study. The phases include sample design, advance notification, recruitment, travel data retrieval, data processing, and geocoding. The Weighting and Expansion chapter documents the processes used to weight and expand the data. The final section is the Data Summary. This chapter provided data summaries from the household, person, vehicle and trip files.

## d. Additional Information:

## e. Grant/Sponsor Information:

## f. Data Information

### *Type of Data*

1. *Qualitative or Quantitative?:* Both
2. *Collection Method:* Computer Assisted Telephone Interview, Travel Journal
3. *Confidential information?:* None
  - a) *Pseudonyms?:* No pseudonyms used
4. *Copyright data?* No

### *Data Description*

1. *Area Studied:* Atlanta MSA
2. *Group studied:* Households in the region
3. *Universe of Study:*

The population of interest for the study was all households residing in the 13 county Atlanta Region.
4. *Study Period:* 5/1/2001 - 5/31/2002
5. *Collection Period:* 5/1/2001 - 5/31/2002
6. *Data:*

5 data files – Household, Personal, Trip, Vehicle, and Trip connected by the common variable “sampn.” Household survey disaggregated to the personal level.
7. *Smallest data unit:* Household member

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|------------------------------|------------------------------|
| 8. <i>Smallest geo-unit:</i> | Zip                          |
| 9. <i>Sampling Method:</i>   | Review documentation         |
| 10. <i>Response Rate:</i>    | 30%                          |
| 11. <i>Measure Tool:</i>     | N/A                          |
| 12. <i>Weights:</i>          | Please review documentation. |