

Metadata Under ICPSR Standards

Columbia, SC
2007
NuStats

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a. Title

1. *Name of Survey:* Midlands Tomorrow Household Travel Survey
2. *Year:* 2007
3. *Geographic Area:* Columbia, SC

b. Principle Investigator

1. *PI:* Stacey Bricka
Institution Affiliation: NuStats
2. *PI:*
Institution Affiliation:

c. Abstract:

The Midlands Tomorrow Household Travel Survey was conducted using a blend of travel survey methods, and aided by computer-aided telephone interviewing (CATI) technology. Specifically, the project utilized a one-call approach, where the household was recruited and travel details obtained for “yesterday.” The survey relied on the willingness of regional households to (1) provide demographic information about the household, its members and its vehicles and (2) report all locations visited by all household members for a specific 24-hour weekday period, including address information for all locations visited, trip purpose, mode, and travel times. No incentives were offered in the conduct of this study; rather it relied on the goodwill of regional residents to participate in the study.

Survey work began with design in the fall of 2006, followed by the first recruitment mailing in November 2006. Given the low response to the mailout effort, the project shifted to a telephone-based design which was used from mid-February through the end of the study in early June 2007. The majority of surveys were obtained March through May of 2007. In total, 1,000 households participated in the study. The overall response rate was 16%, using survey research standards that take into account the sample that was dialed but for which eligibility was not confirmed. The ratio of completed households to all eligible households contacted (which is a more direct measurement of participation rates) was 59%.

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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 (CATI) & Mail-in
3. *Travel Journal kept?:* Yes
4. *Confidential information?:* None
 - a) *Pseudonyms?:* No pseudonyms used
5. *Copyright data?* No

Data Description

1. *Area Studied:*
Portions of Calhoun, Kershaw, Lexington and Richland Counties
2. *Group studied:* Households
3. *Universe of Study:* Households within the area of study
4. *Number of Households:* 1,000
5. *Number of Entries:* 9,993
6. *Study Period:* 11/1/2006 - 6/31/2007
7. *Collection Period:* 3/1/2007 - 5/31/2007
8. *Data:*
4 databases – Household, Personal, Location, Place, and Vehicle linked by the “SAMPN” and “LOCONO” column value.
9. *Smallest data unit:* Household member
10. *Smallest geo-unit:* Tract
11. *Sampling Method:* Review documentation.
12. *Response Rate:* 16%
13. *Measure Tool:* N/A
14. *Weights:* Review documentation.