

Metadata Under ICPSR Standards

Greater Triangle, NC

2006

Capital Area Metropolitan Planning Organization

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a. Title

1. *Name of Survey:* Greater Triangle Travel Study
2. *Year:* 2006
3. *Geographic Area:* Capital Area Metropolitan Planning Organization

b. Principle Investigator

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

c. Abstract:

This report documents the design, implementation and results of a household travel survey conducted as part of the Greater Triangle Travel Study. It was sponsored by the Capital Area Metropolitan Planning Organization, the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization, the Triangle Transit Authority, and the North Carolina Department of Transportation. The primary objective of this survey effort was to document demographic and travel behavior characteristics of regional travelers in order to update the current regional model and to develop a new, more robust travel demand model for the 12-county region. In addition, the data will be used to support other studies relating to regional travel, including assessing response to policy initiatives and the identification of transportation infrastructure investment priorities. The Greater Triangle Household Travel Survey (documented herein) is one of four such studies conducted by NuStats for the sponsors, under the direction of the Triangle Regional Model Service Bureau at the North Carolina State University. The other studies include a regional transit on-board survey, a commercial vehicle survey, and a special land use survey. The data from these surveys will inform the various components of the upcoming Triangle Regional Model update.

The 2006 Greater Triangle Household Travel Survey was conducted using state-of-the-art travel survey methods and computer-aided telephone interviewing (CATI) technology. It entailed the collection of activity and travel information for all household members during a specific 24-hour period. The survey relied on the willingness of regional households to (1) provide demographic information about the household, its members and its vehicles and (2) have all household members record all travel-related details for a specific 24-hour period, including address information for all locations visited, trip purpose, mode, and travel times. Due to variances in response rates, incentives were offered to

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select households (those with no vehicles, those living in the outlying counties who were of African American descent, and those comprised of university students). This was accompanied by an extensive public information campaign that was designed to emphasize the importance of and benefits from participating.

Survey work began with design in August and September 2005, followed by a pilot study in October and November. The full study ran from January through June 2006. In total, 7,300 households were recruited to participate in the study and 5,107 provided all details required for inclusion in the final data set. The overall response rate was 25%, which included a 35% recruitment rate and a 70% retrieval rate.

d. Additional Information:

e. Grant/Sponsor Information:

f. Data Information

Type of Data

1. *Qualitative or Quantitative?:* Both
2. *Collection Method:* Telephone interview (CATI) / filling out mail-surveys
3. *Travel Journal kept?:* Yes
4. *Confidential information?:* None
 - a) *Pseudonyms?:* No pseudonyms used
5. *Copyright data?* No

Data Description

1. *Area Studied:*

The Greater Triangle Household Travel Survey was a comprehensive study of travel behavior throughout the 12-county Research Triangle Region. The counties included all portions of Chatham, Durham, Franklin, Granville, Johnston, Lee, Orange, Person, Wake, and Vance counties, the eastern portion of Harnett County, and the southern portion of Nash County.

2. *Group studied:* Households
3. *Universe of Study:* Households within study area
4. *Number of Households:* 3,987
5. *Number of Entries:* 61,491
6. *Study Period:* 10/1/2005 - 5/26/2006
7. *Collection Period:* 10/1/2005 - 5/26/2006
8. *Data:* 1 .MDB file
9. *Smallest data unit:* Household member
10. *Smallest geo-unit:* Modeling area
11. *Sampling Method:* Review documentation
12. *Response Rate:* 25%
13. *Measure Tool:* N/A
14. *Weights:* Review documentation