

Phoenix

1988

Maricopa Association of Governments

# Metadata Under ICPSR Standards

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## a. Title

1. *Name of Survey:* 1988/1989 Household Travel Study
2. *Year:* 1988
3. *Geographic Area:* Pheonix metropolitan area
4. *Investigating Org.:* Maricopa Association of Governments

## b. Principle Investigator

1. *PI:*  
*Institution Affiliation:* Behaviour Research Center, Inc.
2. *PI:*  
*Institution Affiliation:*

## c. Abstract:

This study was commissioned by the Maricopa Association of Governments Transportation and Planning Office (MAGT PO ). The primary objectives of this study were: (1) to update the trip generation rates used in the MAG travel demand forecasting process, and; (2) to provide data to validate the MAG trip distribute on model . The information contained in this report is based on a statistically valid survey of 2,992 households residing within the MAG Urban Planning Area. The data collection procedure utilized on this project was a telephone-mail-telephone methodology.

## d. Additional Information:

## e. Grant/Sponsor Information:

## f. Data Information

### *Type of Data*

1. *Qualitative or Quantitative?:* Both
2. *Collection Method:* Telephone interview / Mail-in Survey
3. *Travel Journal kept?:* Yes
4. *Confidential information?:* None
  - a) *Pseudonyms?:* No pseudonyms used
5. *Copyright data?* No

### *Data Description*

1. *Area Studied:*  
Please see documentation for Phoenix Metropolitan Area in 1988
2. *Group studied:* Households

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3. *Universe of Study:* Households within the study area.
4. *Study Period:* 10/8/1988 - 2/20/1989
5. *Collection Period:* 10/8/1988 - 2/20/1989
6. *Data:*  
3 .CSV data files – Household, Person, and Trip
7. *Smallest data unit:* Household member
8. *Smallest geo-unit:* TAZ
9. *Sampling Method:* Review documentation.
10. *Response Rate:* 65%
11. *Measure Tool:* N/A
12. *Weights:* Review documentation.
13. *Number of Households:* 2,992
14. *Number of Entries:* 26,739