

## Preferred citation style for this presentation

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# Collecting data on the link between leisure contacts and travel

Matthias Kowald

IVT  
ETH  
Zürich

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 Institut für Verkehrsplanung und Transportsysteme  
Institute for Transport Planning and Systems

**ETH**

Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zurich

# Involved Persons

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- IVT ETH Zurich
  - Matthias Kowald
  - Andreas Frei
  - Jeremy Hackney
  - Kay Axhausen
- ILS TU Berlin
  - Johannes Illenberger
  - Kai Nagel

## Former Projects: Frei and Axhausen, 2006

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Personal networks in Zurich city:

- Respondents' mobility biography
- Home location of social contacts
- Mode to stay contact

## Aims of the study

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The integration of network data in agent-based models needs:

- Understanding the spatial structure of full leisure networks
- Understanding planning processes of joint activities

# Surveying personal networks: Questionnaire

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- Ego's characteristics
- Name generator
  - Leisure contacts
  - Emotionally important contacts
- Name interpreter
- Sociogram

# Surveying personal networks: Diary

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- Eight days consecutively
  - Geographical spread of (leisure) activities
  - Involved persons (actual personal network)
  - Evolution of (joint) activities

## Survey protocol

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Step	Ego-seeds	Iteration 1 and 2
Announcement letter	yes	yes
Recruitment call	yes	yes
Post card of Ego	-	if permitted
Interview (+ incentive)	only	-
Written instrument (+ incentive)	if requested	only
Diary survey	only participants	only participants



# Data validation

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- Start with a stratified random sample
- Run several subsamples successively
- Compare with other data
- Compare with data from Swiss Environmental Study

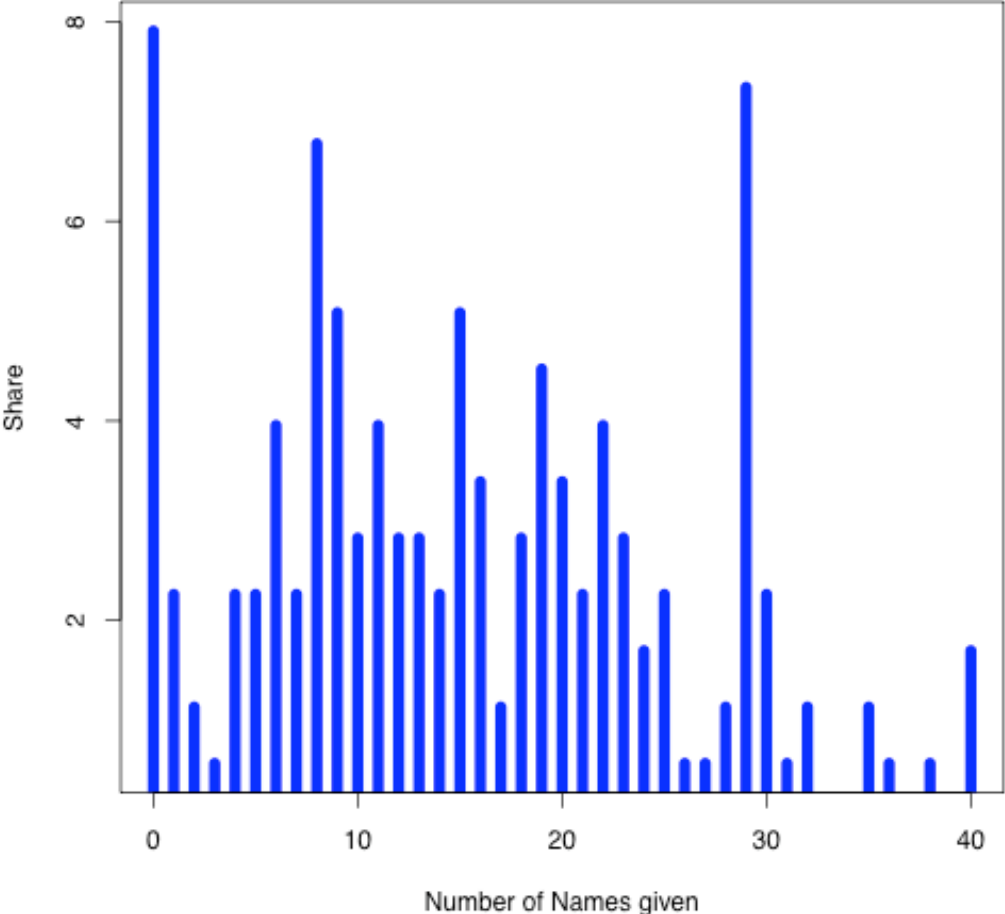
## Survey data: Response rate

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	Whole sample		Ego-seeds		Iteration 1		Iteration 2	
	[abs]	[%]	[abs]	[%]	[abs]	[%]	[abs]	[%]
Sample size	1233		140		250		941	
...second time	-		-		-		98	
Wrong addresses	272		3		71		198	
Valid addresses	961		137		179		645	
Contacted	742	100.0	137	100.0	179	100.0	426	100.0
Participants	176	23.7	20	14.6	67	37.4	90	21.1

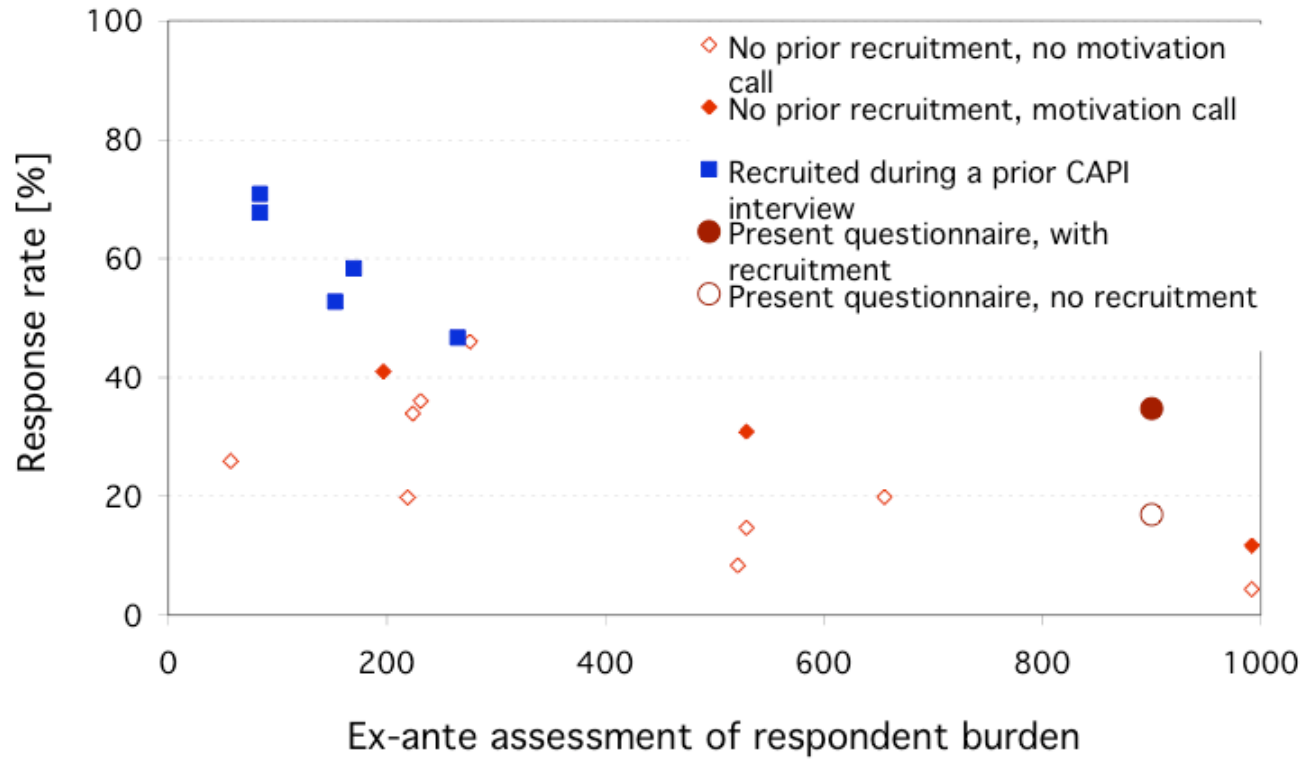
# Survey data: Name Generator

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# Survey data: Response rate and response burden

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## Survey data: Representativeness

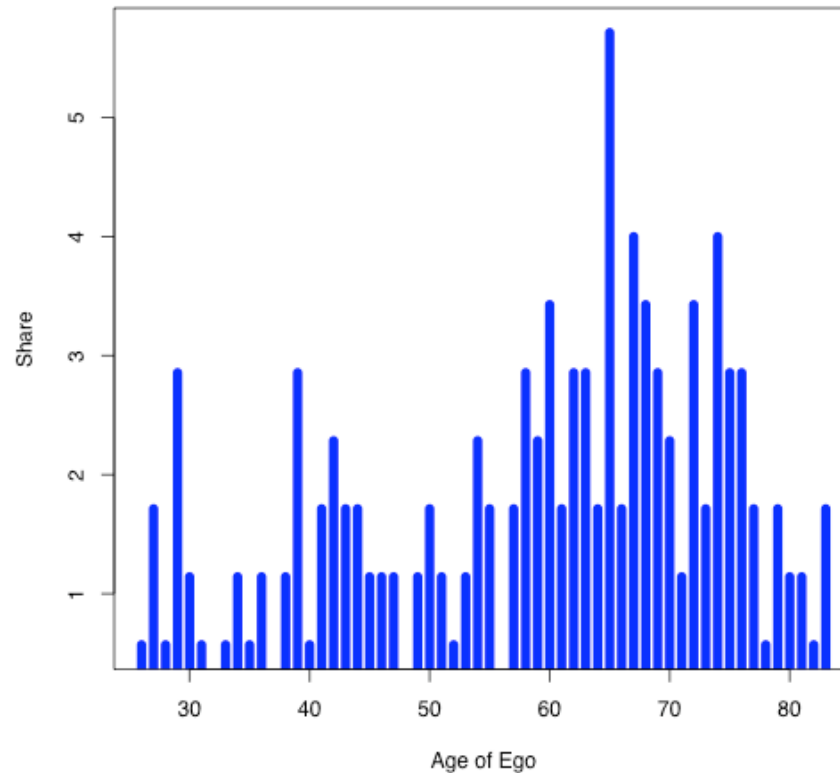
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	All Egos (n = 176)	All Alters (n=2742)	Microcensus 2005
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Sex			
- Male	48.0	45.7	48.7
- Female	52.0	54.3	51.3
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Civil status			
- Single	15.9	21.8	29.9
- Married	64.2	62.2	54.5
- Divorced	8.0	8.0	7.6
- Widowed	11.4	7.0	6.6
- Living seperately	0.6	1.0	1.4

# Survey data: „The age problem“

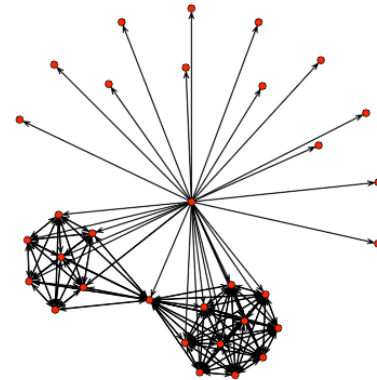
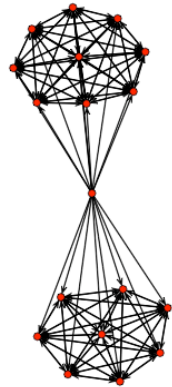
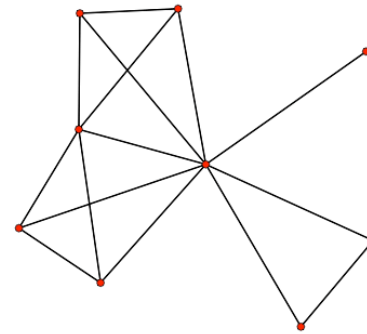
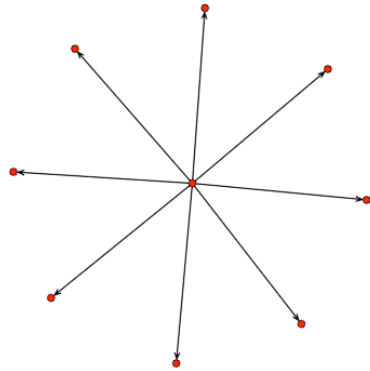
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Age	All Egos (n = 176)	All Alters (n=2742)	Microcensus 2005
- Mean	58.7	54.5	42.3
- Median			42.0



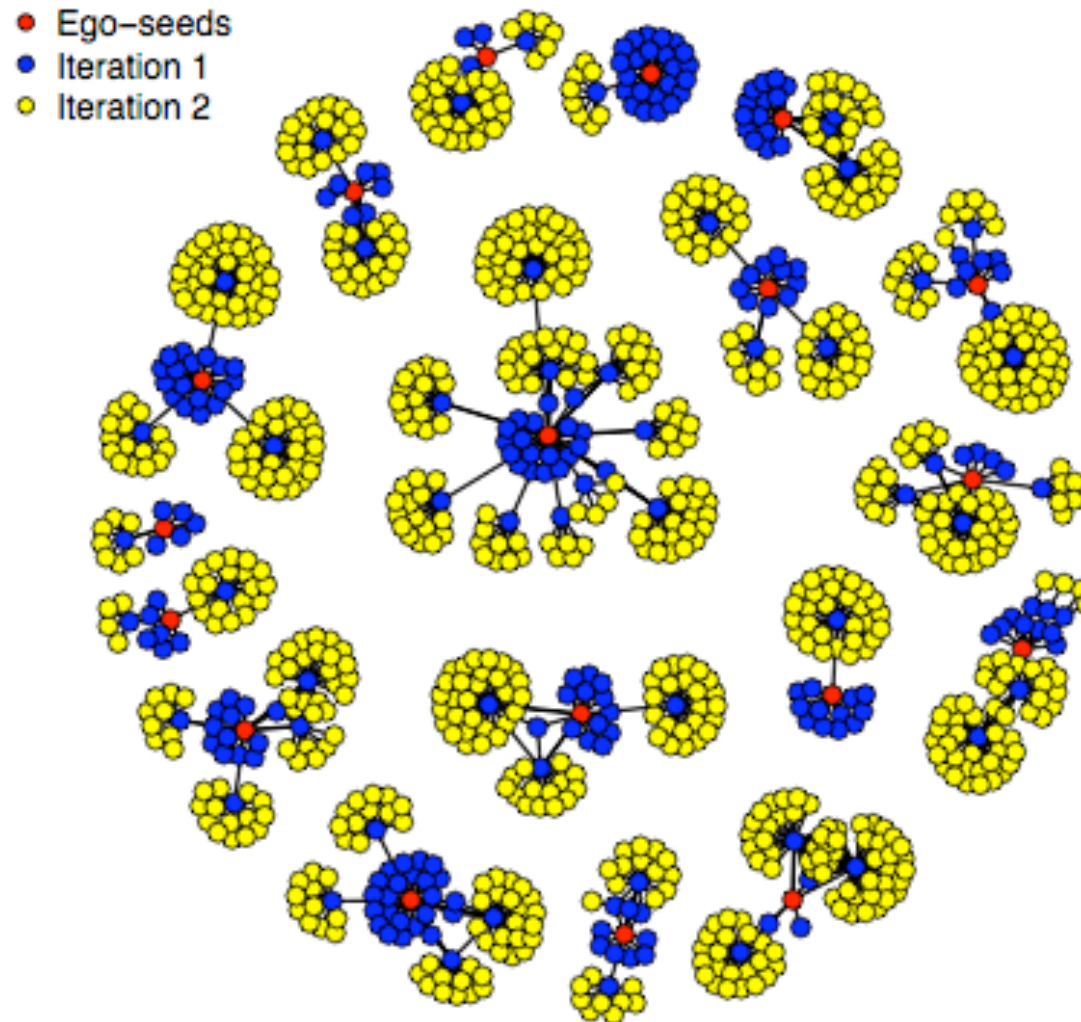
# Survey data: Types of Egocentric networks

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# Survey data: Combined egocentric network components

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# Perspective

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- Continue with subsample two
- Oversample younger persons
- Test new electronic instrument