

## Preferred citation style for this presentation

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Kowald, Matthias (2009) Collecting data on leisure contacts and daily activities, Applications of Social Network Analysis, Zurich, August 2009.

# Collecting data on leisure contacts and daily activities

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# Former Projects

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Frei and Axhausen (2006)

Personal networks in Zurich city:

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

# 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 in sequence
  - Geographical spread of (leisure) activities
  - Actual personal network
  - Evolution of (joint) activities

# Surveying connected personal networks

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## Snowball technique

- Connected personal networks
- Selective path of survey-chain
- Confidential information

# 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

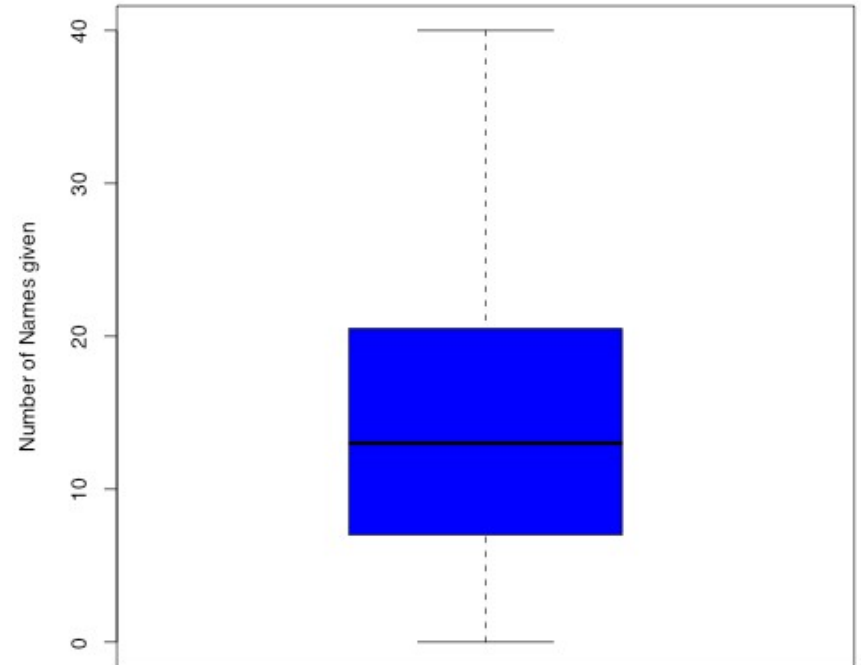
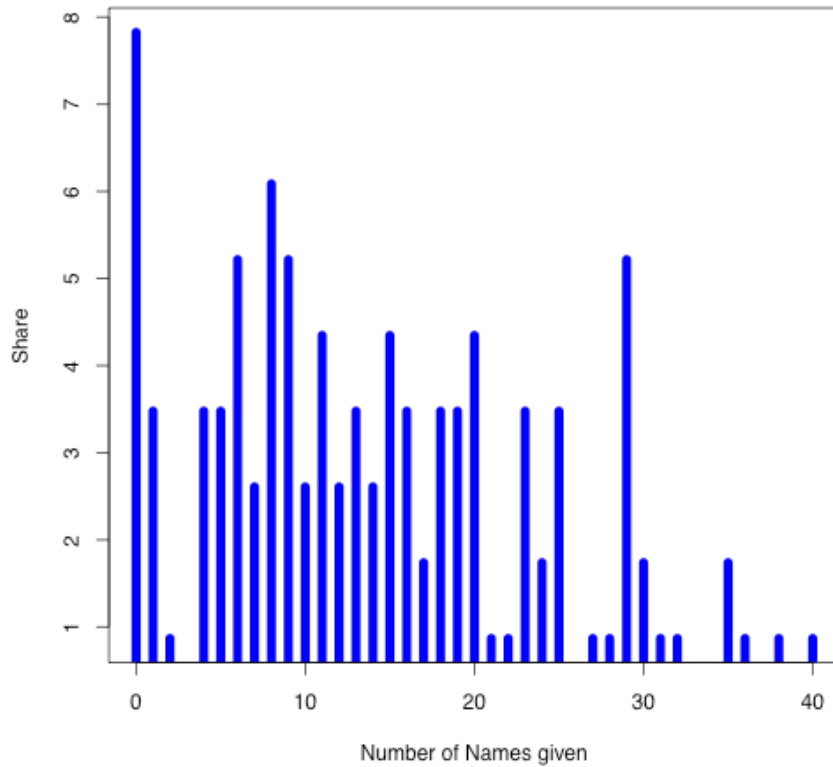
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	Whole sample		Ego-seeds		Iteration 1		Iteration 2	
	[abs]	[%]	[abs]	[%]	[abs]	[%]	[abs]	[%]
Sample size	844		166		250		494	
...second time	66		-		-		66	
Wrong addresses	237		3		71		163	
Valid addresses	607		163		179		265	
Contacted	533	100.0	152	100.0	176	100.0	205	100.0
Participants	116	21.8	20	13.2	61	34.7	35	17.1



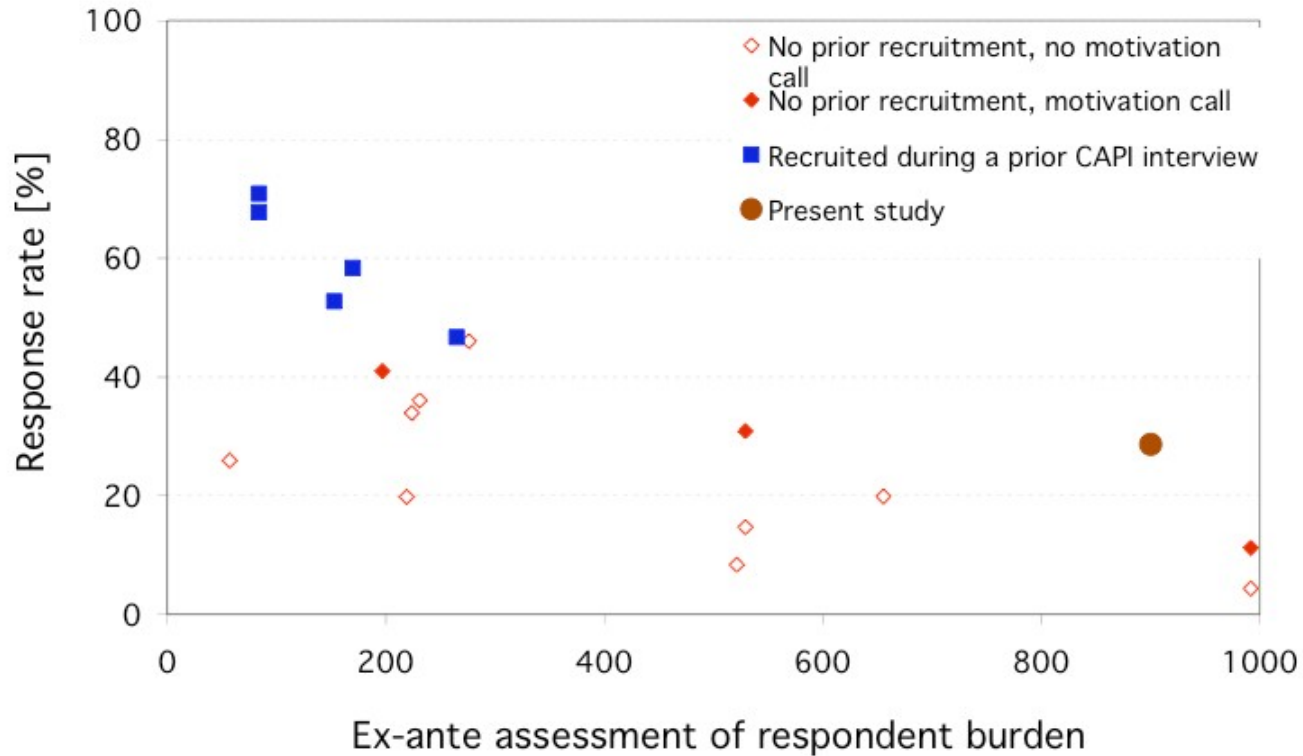
# Survey data: Name Generator

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# Survey data: Response rate and response burden

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# Survey data: Representativeness

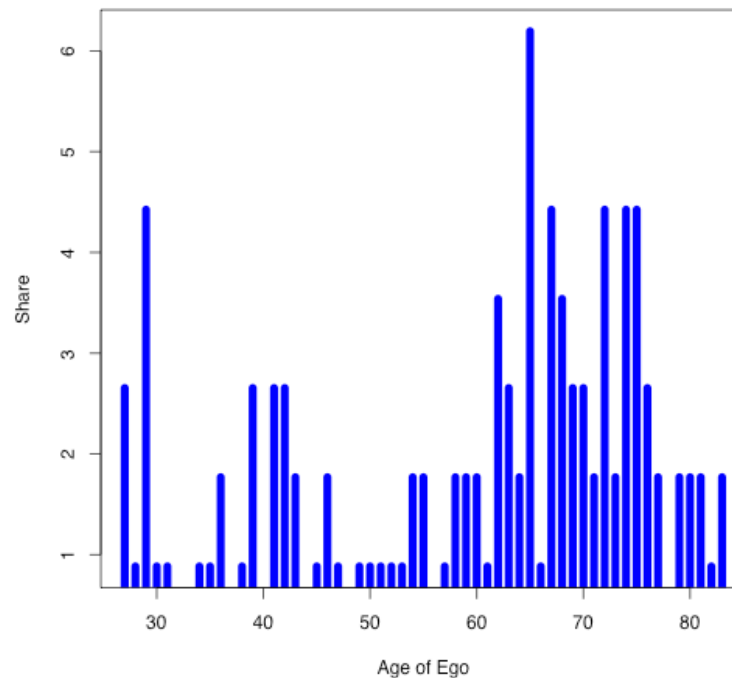
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	All Egos (n = 115)	All Alters (n=1649)	Microcensus 2005
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Sex			
- Male	49.6	48.1	48.7
- Female	50.4	51.9	51.3
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Civil status			
- Single	15.8	23.6	29.9
- Married	61.4	60.5	54.5
- Divorced	9.6	8.0	7.6
- Widowed	12.3	7.2	6.6
- Living seperately	0.9	0.7	1.4

# Survey data: „The age problem“

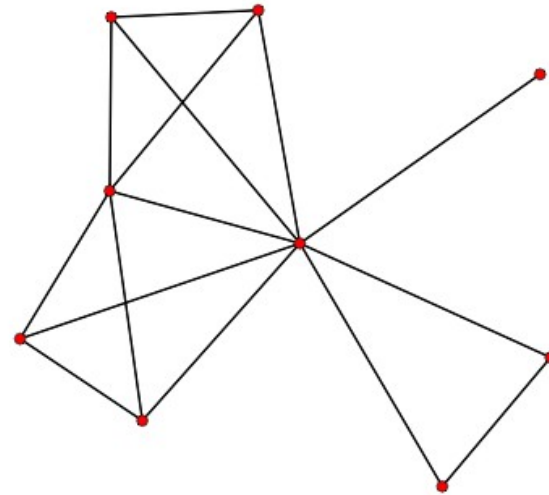
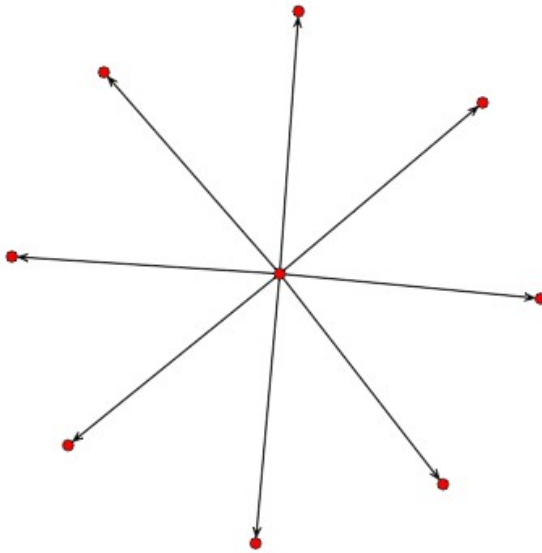
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Age	All Egos (n = 115)	All Alters (n=1649)	Microcensus 2005
- Mean	59.2	54.4	42.3
- Median	64.0	56.0	42.0



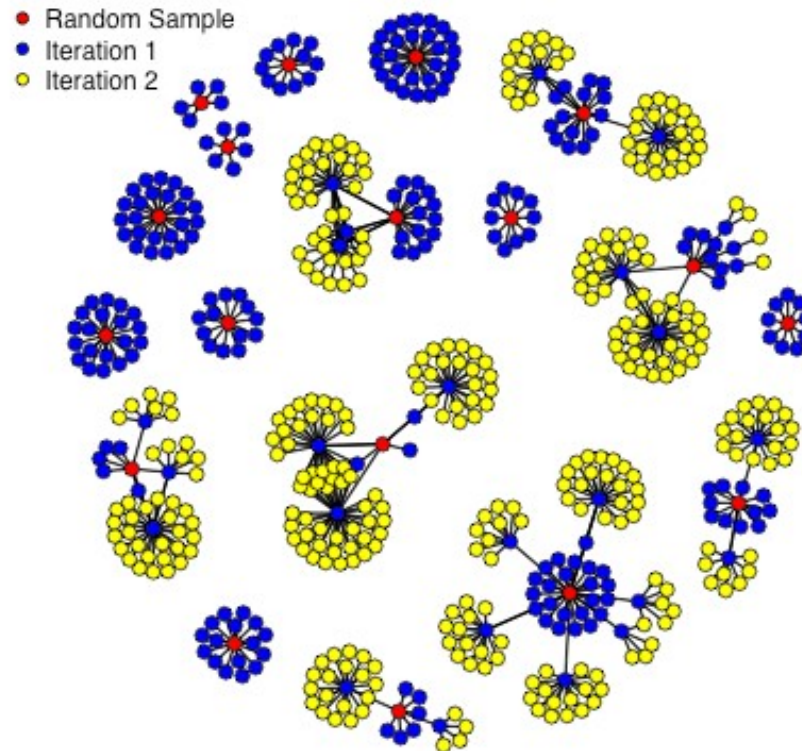
# Survey data: 2 types of Egocentric network

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# Survey data: Combined egocentric network parts

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# Perspective

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- Continue with subsample two
- Solve the „age“ problem
- Test new electronic instrument
- Data analysis