

## Preferred citation style for this presentation

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# Collecting data on leisure contacts and daily activities

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# 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 in sequence
  - Geographical spread of (leisure) activities
  - Involved persons (actual personal network)
  - Evolution of (joint) activities

# 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

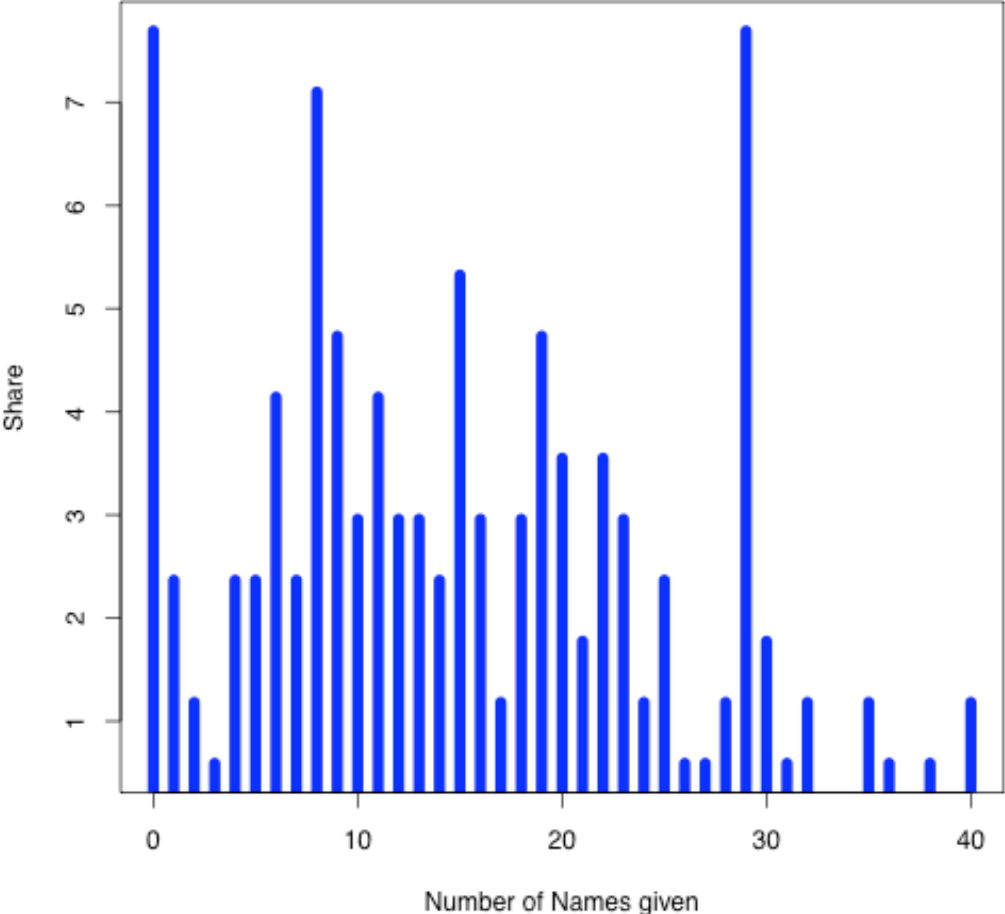
## Survey data: Response rate

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	Whole sample		Ego-seeds		Iteration 1		Iteration 2	
	[abs]	[%]	[abs]	[%]	[abs]	[%]	[abs]	[%]
Sample size	1034		140		250		736	
...second time	-		-		-		92	
Wrong addresses	261		3		71		187	
Valid addresses	773		137		179		457	
Contacted	608	100.0	137	100.0	179	100.0	292	100.0
Participants	154	25.3	20	14.6	64	35.8	70	24.0

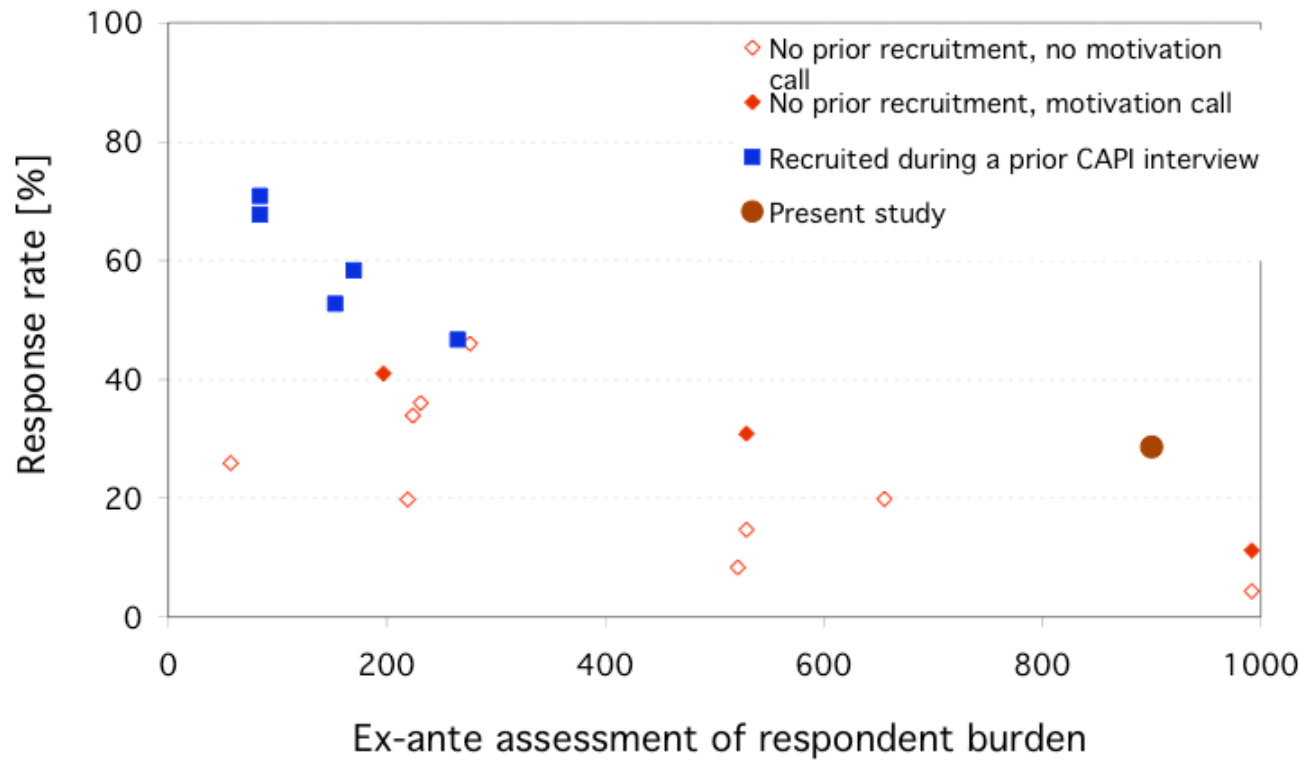
# Survey data: Name Generator

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# Survey data: Response rate and response burden

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## Survey data: Representativeness

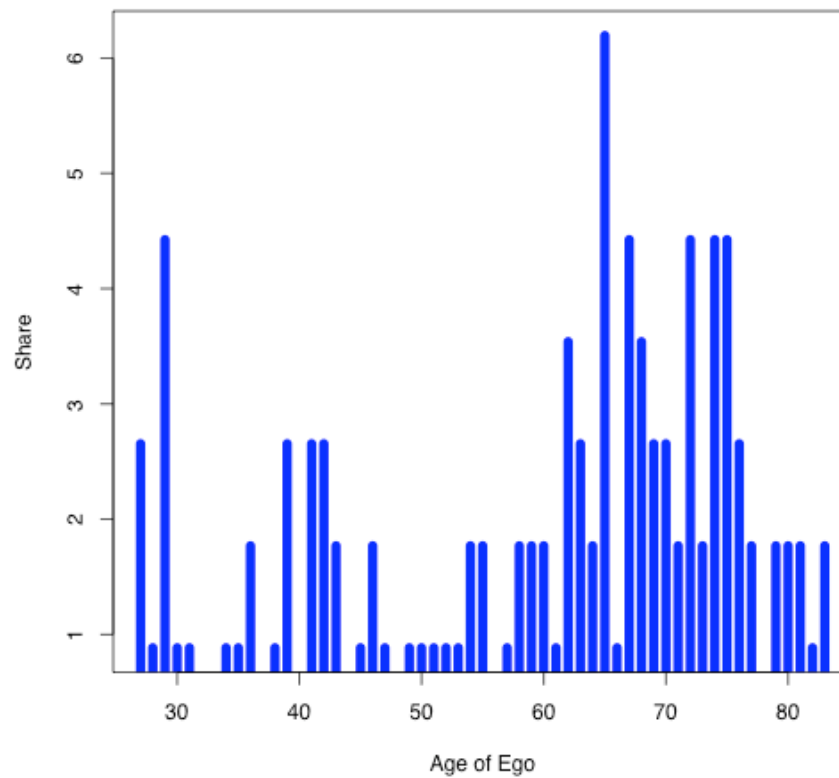
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	All Egos (n = 115)	All Alters (n=1649)	Microcensus 2005
<hr/>			
Sex			
- Male	49.6	48.1	48.7
- Female	50.4	51.9	51.3
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Civil status			
- Single	15.8	23.6	29.9
- Married	61.4	60.5	54.5
- Divorced	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“

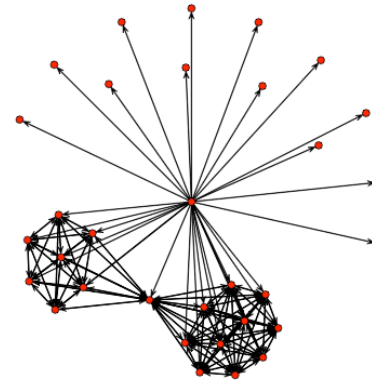
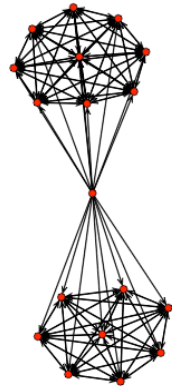
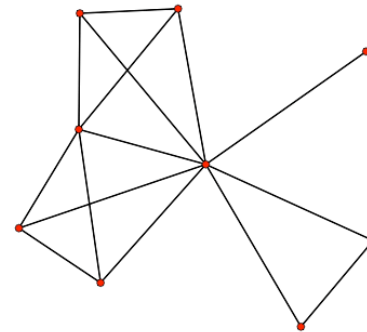
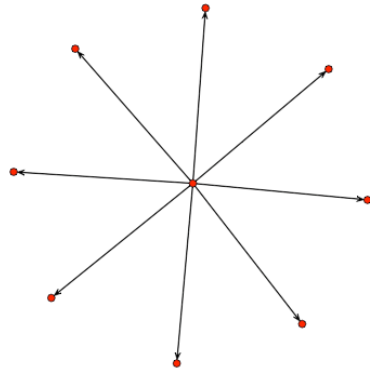
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Age	All Egos (n = 115)	All Alters (n=1649)	Microcensus 2005
- Mean	59.2	54.4	42.3
- Median			42.0



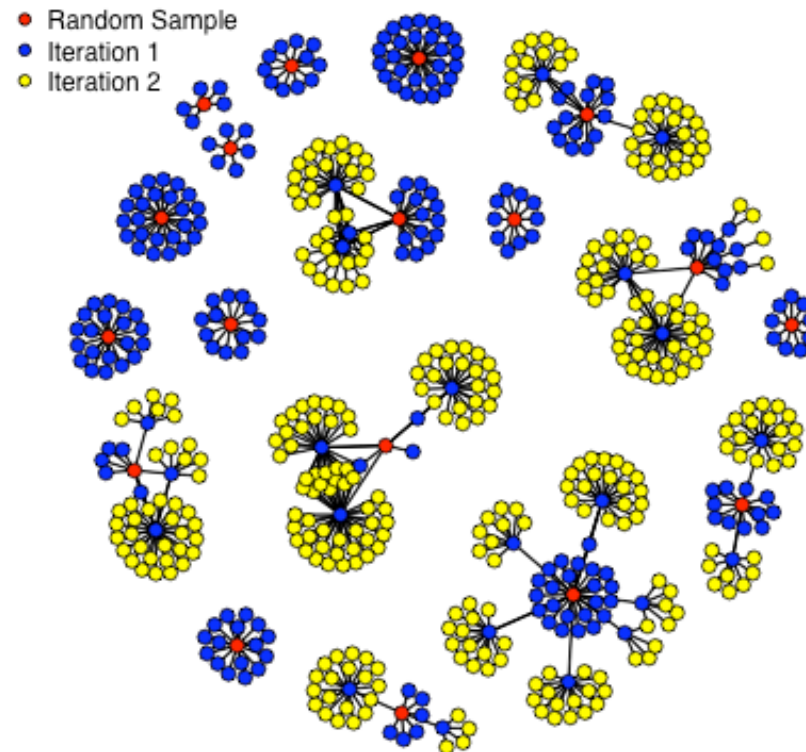
# Survey data: Types of Egocentric networks

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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