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The influence of social contacts on leisure travel

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Frei and Axhausen (2006): Zurich city

Personal networks in Zurich city:

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

Travel impacts of social networks and networking tools

Surveying data on the influence of leisure contacts:

- The spatial structure of connected egocentric components
- Understanding planning processes of joint activities

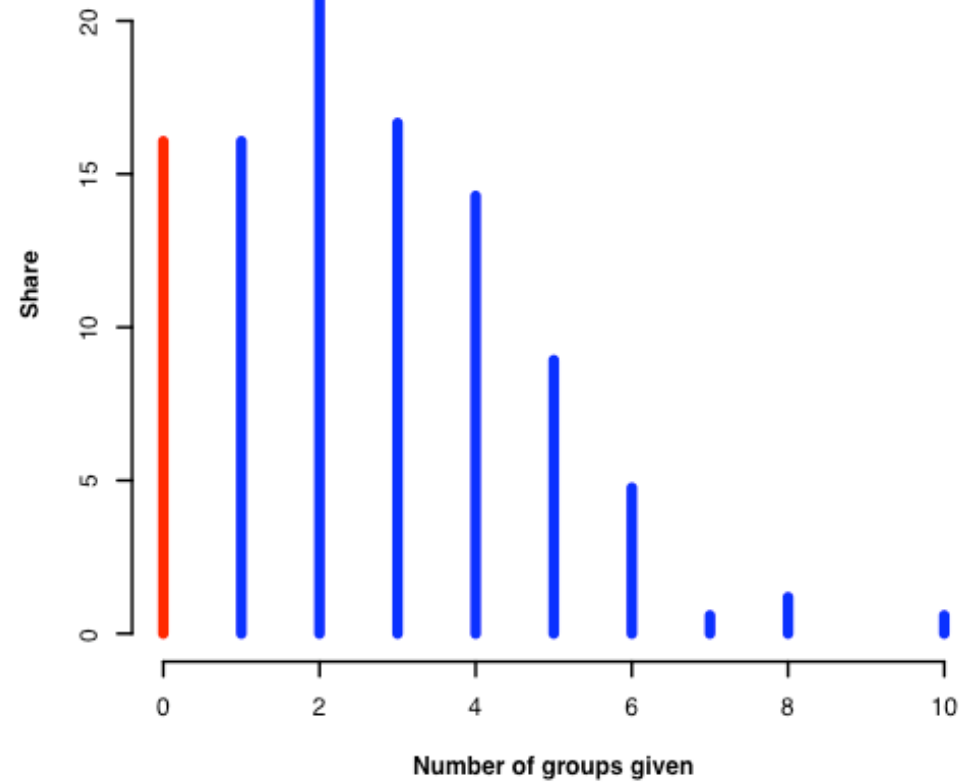
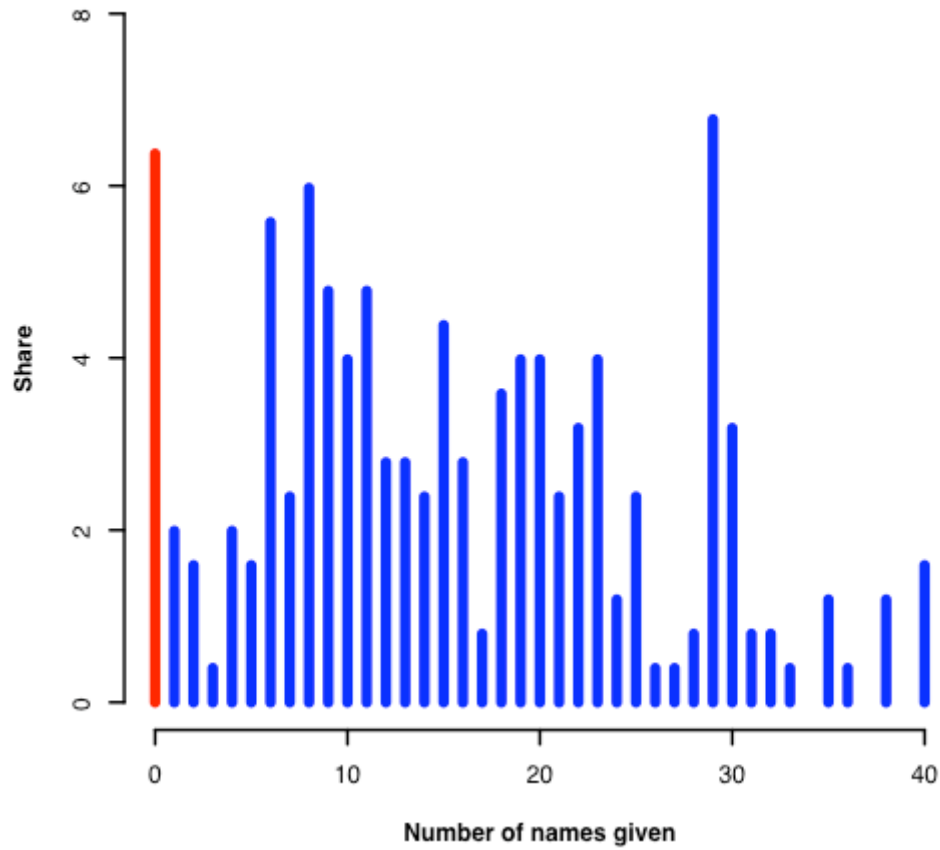
Protocol

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

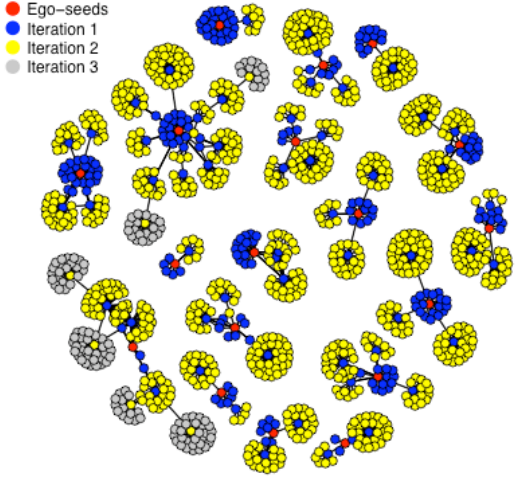
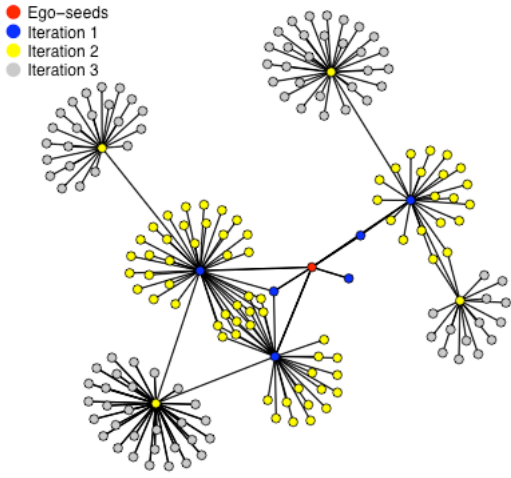
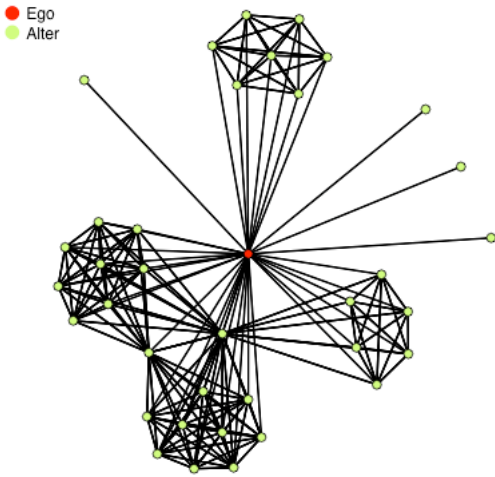
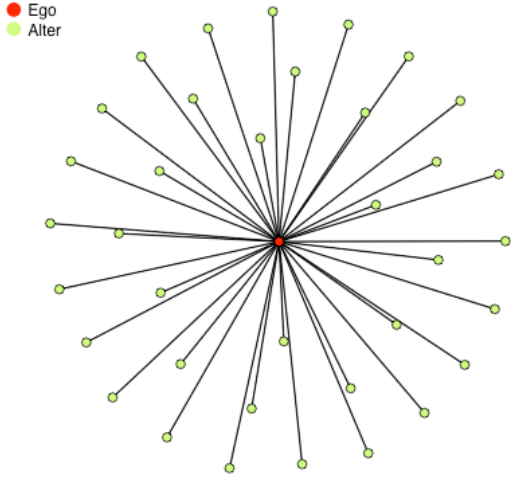
Survey data: Response rate

	Whole sample		Ego-seeds		Iteration 1		Iteration 2	
	[abs]	[%]	[abs]	[%]	[abs]	[%]	[abs]	[%]
Sample size	1283		140		250		998	
...second time	-		-		-		105	
Wrong addresses	424		3		70		351	
Valid addresses	859	100.0	137	100.0	180	100.0	542	100.0
Participants (with recruitment)	208	24.2	20	14.6	61	33.9	127	23.4
Participants (without recruitment)	17	2.0	-	-	7	3.9	10	1.8

Survey data: Name generator and sociogram



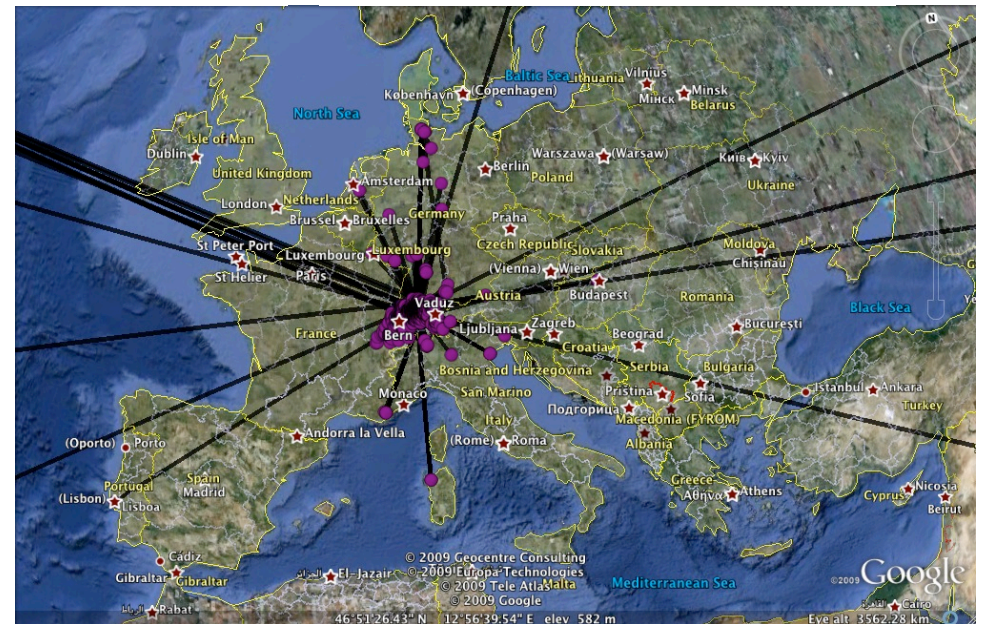
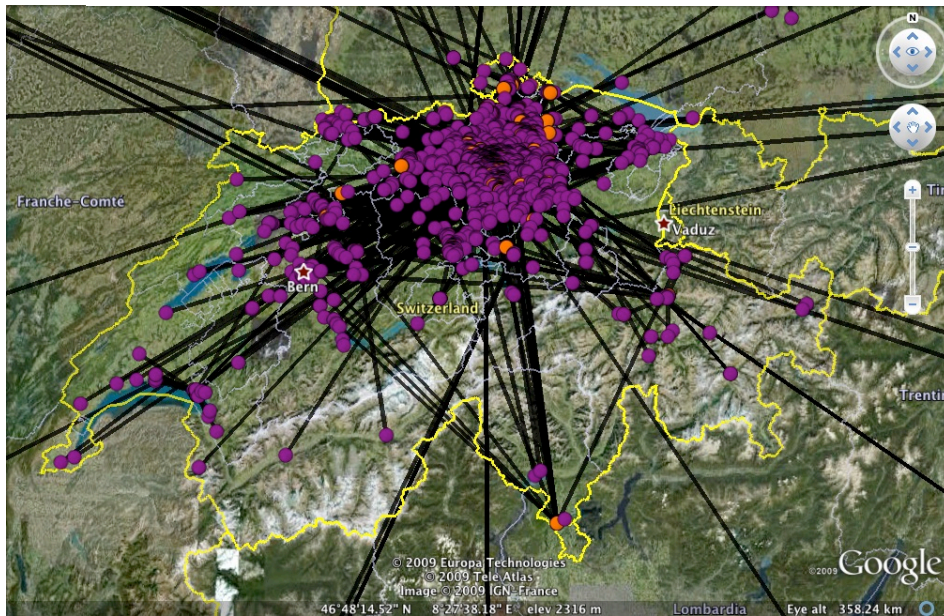
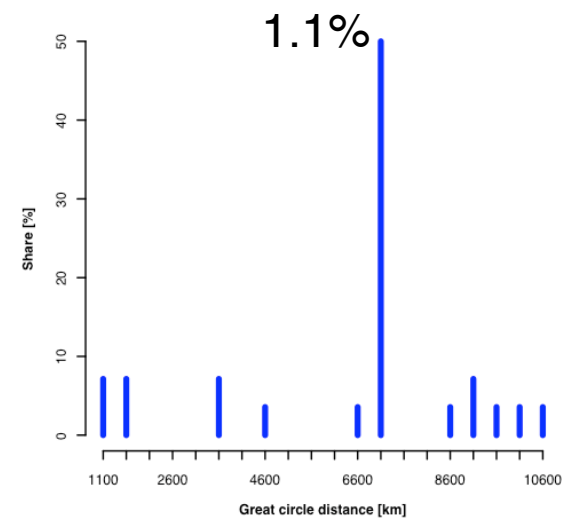
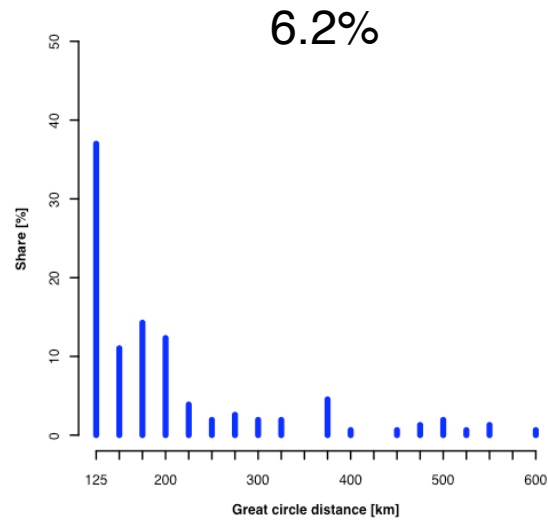
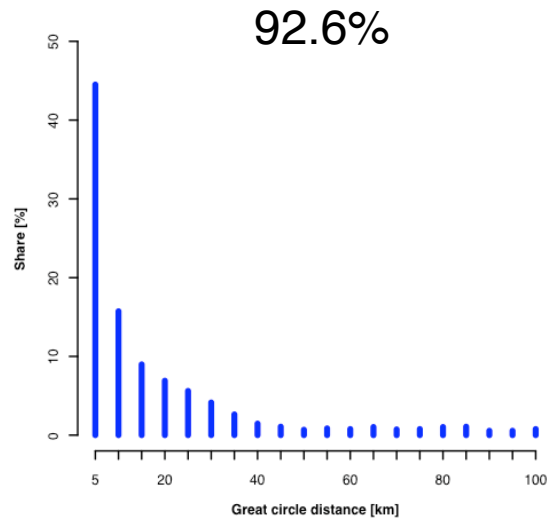
Network data: Level of analysis



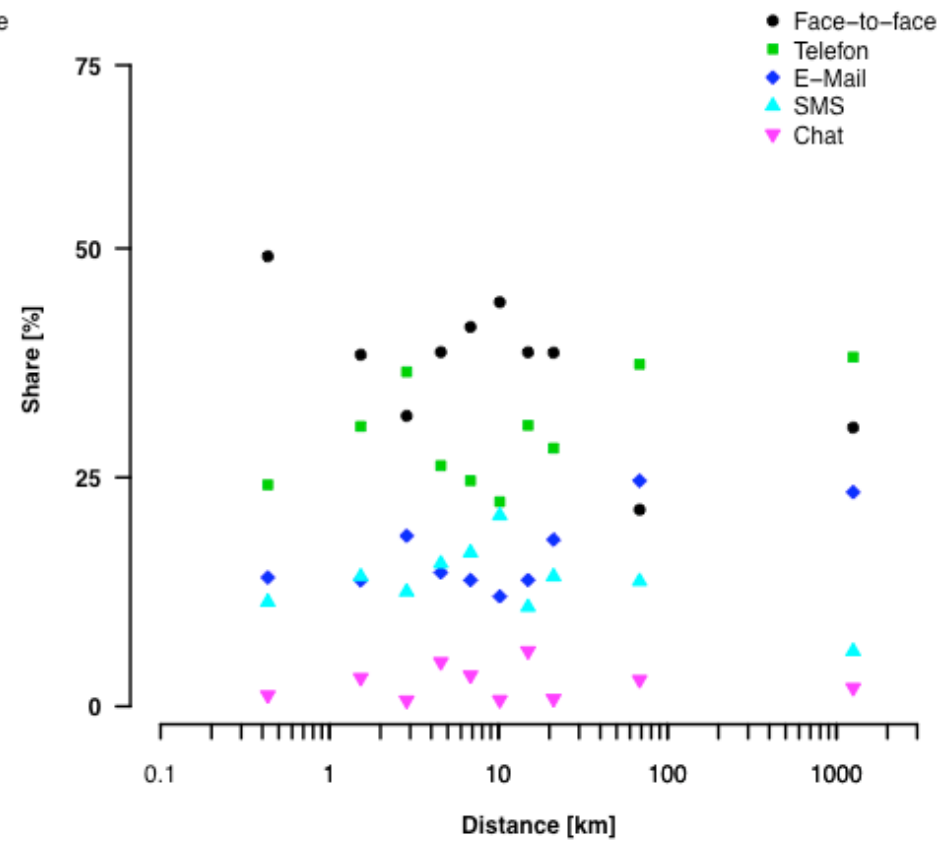
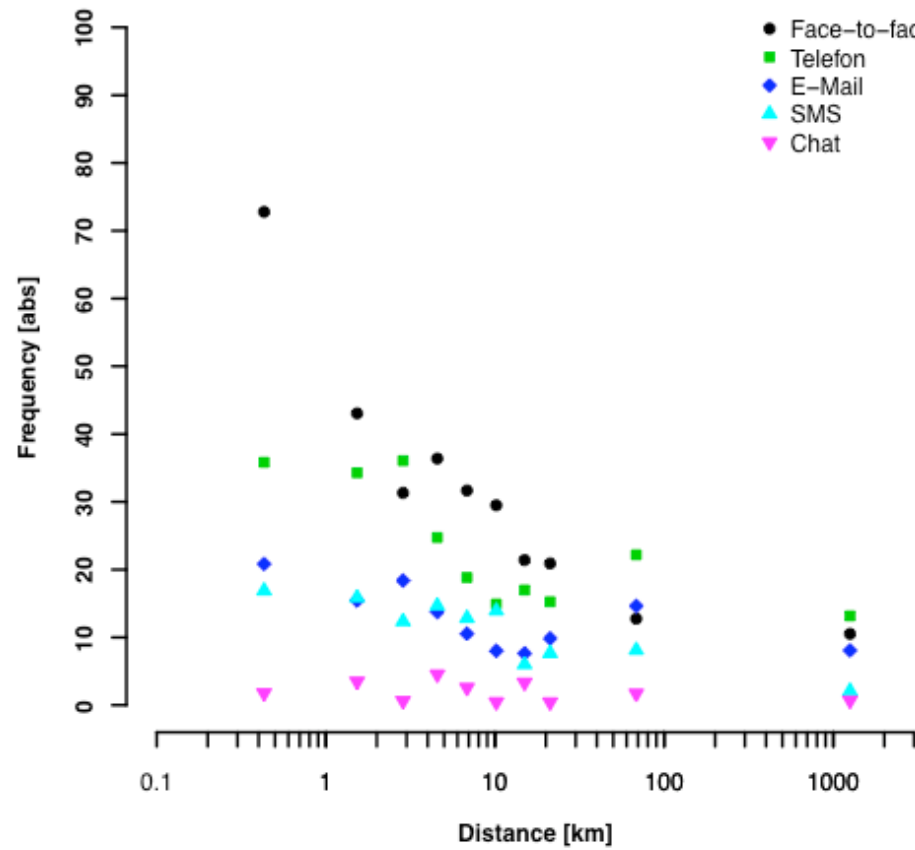
Ego and Alter: Homophily

		% same	Sig. Chi ²	Arentze et al., 2009
Sex	All contacts	71.4	***	
	Only non-relatives	77.4	***	71.5
Age	All contacts	69.6		
	Only non-relatives (Discretized)	77.7 (67.8)	(***)	(55.0)
Education	All contacts	62.8	***	
	Only non-relatives	64.1	***	
Civil status	All contacts	59.4	***	
	Only non-relatives	60.8	***	

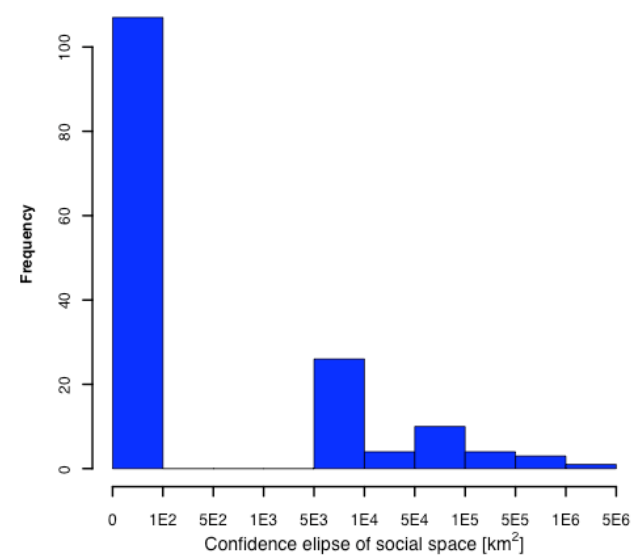
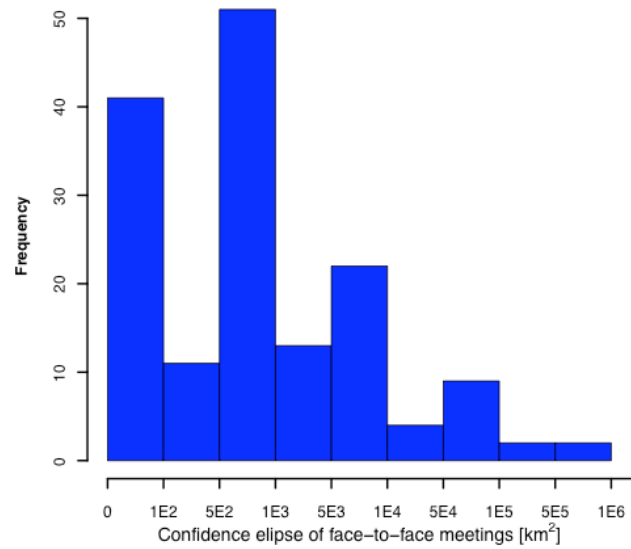
Ego and Alter: Spatial distances



Ego and Alter: Staying in contact



Ego and Alter: Activityspace



Perspective

- Continue with the data collection
- Estimate multilevel models
- Take the diary data into account

Appendix

Survey data: Representativeness

		All Egos (n = 251)	All Alters (n=3851)	Microcensus 2005
Age	- Ø	56.7	52.9	42.3
Sex [%]	- Male	46.4	46.6	48.7
	- Female	53.6	53.4	51.3
Civil status [%]	- Single	14.8	20.9	29.9
	- Married	67.2	64.0	54.5
	- Divorced	8.0	8.0	7.6
	- Widowed	9.6	6.2	6.6
	- Living seperately	0.4	0.9	1.4

Network data: The egocentric components

	Min	Max	Mean	Std. Dev.	Percentiles		
					25	50	75
Centralisation: Degree	0.00	1.00	0.18	0.15	0.08	0.15	0.24
Centralisation: Betweenness	0.00	0.50	0.02	0.06	0.00	0.00	0.01
Density (incl. iso.)	0.00	1.00	0.21	0.22	0.04	0.15	0.27
Density (excl. iso.)	0.11	1.00	0.49	0.28	0.27	0.41	0.62
Components (incl. iso.)	1.00	40.00	8.62	6.97	4.00	6.00	12.00
Components (excl. iso.)	1.00	37.00	2.35	1.26	1.00	2.00	3.00
Number of isolates	0.00	40.00	6.65	7.19	1.00	4.00	9.00