Phoenix
2002
Maricopa Association of Governments

a. Title

1. *Name of Survey:*   Maricopa Regional Household Travel Survey
2. *Year:*   2002
3. *Geographic Area:*   Pheonix metropolitan area
4. *Investigating Org.:*   Maricopa Association of Governments

b. Principle Investigator

1. *PI:*   Stacey Bricka
   Institution Affiliation: NuStats

2. *PI:*
   Institution Affiliation:

c. Abstract:

This report documents the design, implementation, and results of the Maricopa Regional Household Travel Survey, conducted by NuStats from February through December 2001. The study was conducted under the auspices of the Maricopa Association of Governments (MAG).

The purpose of a household travel survey is to obtain information related to travel behavior. This includes information on average vehicle occupancy, trip generation, trip distribution, and modal choice. This study is an essential element in the transportation planning and modeling efforts for Phoenix and the Maricopa County region. The study objective was to produce data that could be used to develop and calibrate travel demand models for use in travel forecasting and air quality planning. The resultant data set will fulfill MAG's future needs to update the existing model and will serve as the foundation for an entirely new generation of travel demand models.

d. Additional Information:

e. Grant/Sponsor Information:

f. Data Information

Type of Data

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

Metadata Under ICPSR Standards

Data Description

1. *Area Studied:*
   Please see documentation for Phoenix Metropolitan Area in 2002
2. *Group studied:* Households
3. *Universe of Study:* Households within the study area.
4. *Study Period:* 2/1/2002 - 12/15/2002
5. *Collection Period:* 2/1/2002 - 12/15/2002
6. *Data:*
   4 .CSV data files – Household, Location, Person, and Vehicle
7. *Smallest data unit:* Household member
8. *Smallest geo-unit:* City
9. *Sampling Method:* Please see section 2 in documentation.
10. *Response Rate:* 31%
11. *Measure Tool:* N/A
12. *Weights:* Review documentation.
13. *Number of Households:* 4,018
14. *Number of Entries:* 75,560