Cincinnati
1995
Market Opinion Research

Metadata Under ICPSR Standards

a. Title

1. *Name of Survey:* OKI Household Activity and Travel Report Survey 1995
2. *Year:* 1995
3. *Geographic Area:* Cincinnati

b. Principle Investigator

1. *PI:*
   Institution Affiliation: Market Opinion Research

2. *PI:*
   Institution Affiliation:

c. Abstract:

In August of 1995, URS Consultants contracted with Market Opinion Research to conduct and activities [sic] and travel survey of 3,000 households within the OKI region, the Ohio, Kentucky, Indiana Council of Governments' service area. The primary purpose of this study was to provide OKI with a new data base of travel patterns and behavior to assist in updating the region's transportation models.

The OKI region included in this study encompasses the Ohio counties of Butler, Clermont, Hamilton (including the City of Cincinnati), and Warren; the Indiana county of Dearborn; and the Kentucky counties of Boone, Campbell, and Kenton…The region covers over 2,615 square miles and is home to 697,468 households (over 1.75 million people).

The household was the basic interviewing unit, fo which four types of data were collected: 1. Household data; 2. Person data; 3. Activity data, and 4. Trip data. Respondents were asked to report their activities for a 24-hour period from 3:00 a.m. to 3:00 a.m. on an assigned activity day. The survey included weekday assignments only. Every attempt was made to evenly distribute the diary days across all five days of the week. A trip was reported in this survey whenever there was a change in location between activities.

Travel diary days were assigned on weekdays from October 4, 1995 to November 30, 1995. Eliminated were the dates of November 21 through November 24, when Thanksgiving vacation and activities were assumed to result in abnormal travel days.

d. Additional Information:

e. Grant/Sponsor Information:

f. Data Information

Type of Data

1. *Qualitative or Quantitative?:* Both
2. *Collection Method:* Phone Interview (Random Digit Dialing) & Mail-in
3. *Travel Journal kept?*: Yes
4. *Confidential information?:* None
   a) *Pseudonyms?:* No pseudonyms used
5. *Copyright data?* No

Data Description

1. *Area Studied:*
   Counties of Butler, Clermont, Hamilton (including the City of Cincinnati), and Warren; the Indiana county of Dearborn; and the Kentucky counties of Boone, Campbell, and Kenton.
2. *Group studied:* Households
3. *Universe of Study:* Households within the area of study
4. *Number of Households:* 14,315
5. *Number of Entries:* 40,424
6. *Study Period:* 10/4/1995 - 11/30/1995
7. *Collection Period:* 10/4/1995 - 11/30/1995
8. *Data:*
   1 database comprised of 4 components– Household, Personal, Activities, and Trip.
9. *Smallest data unit:* Household member
10. *Smallest geo-unit:* TAZ
11. *Sampling Method:* Review documentation.
12. *Response Rate:* 22-57%
13. *Measure Tool:* N/A
14. *Weights:* Review documentation – multiple types of weights.