Phoenix
1988
Maricopa Association of Governments
a. Title

1. Name of Survey: 1988/1989 Household Travel Study
2. Year: 1988
3. Geographic Area: Phoenix metropolitan area
4. Investigating Org.: Maricopa Association of Governments

b. Principle Investigator

1. PI: 
   Institution Affiliation: Behavoir Research Center, Inc.

2. PI: 
   Institution Affiliation:

c. Abstract:

This study was commissioned by the Maricopa Association of Governments Transportation and Planning Office (MAGT PO). The primary objectives of this study were: (1) to update the trip generation rates used in the MAG travel demand forecasting process, and; (2) to provide data to validate the MAG trip distribute on model. The information contained in this report is based on a statistically valid survey of 2,992 households residing within the MAG Urban Planning Area. The data collection procedure utilized on this project was a telephone-mail-telephone methodology.

d. Additional Information:

e. Grant/Sponsor Information:

f. Data Information

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

Data Description
1. Area Studied: Please see documentation for Phoenix Metropolitan Area in 1988
2. Group studied: Households
3. **Universe of Study:** Households within the study area.
4. **Study Period:** 10/8/1988 - 2/20/1989
5. **Collection Period:** 10/8/1988 - 2/20/1989

6. **Data:**
   3. CSV data files – Household, Person, and Trip
7. **Smallest data unit:** Household member
8. **Smallest geo-unit:** TAZ
9. **Sampling Method:** Review documentation.
10. **Response Rate:** 65%
11. **Measure Tool:** N/A
12. **Weights:** Review documentation.
13. **Number of Households:** 2,992
14. **Number of Entries:** 26,739