

Living Patterns and Attitude Survey

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Recent planning efforts have stressed the need to understand better the basic desires and attitudes of people toward their environment. The value of "living patterns and attitude surveys" in achieving such understanding, and thus furthering the planning effort, has been shown through their use in a number of locations throughout North America. The most recent survey was conducted in connection with the statewide planning effort in Connecticut.

The basic points of interest are the effectiveness of the surveys and the use of the findings in planning. These attitude surveys were conducted by three techniques: (a) home interview, (b) hand out-mail return, and (c) mail out-mail return. The relative responses are evaluated. The surveys investigated five areas of concern: (a) attitude toward housing, (b) attitude toward town, (c) attitude toward state, (d) leisure time, and (e) recreation, as well as the necessary personal information about the respondent to relate the responses to social characteristics.

The paper discusses techniques used to analyze the survey results and, as examples of the responses, discusses two issues—the responses to "general appearance" and "urban renewal."

These surveys are inexpensive and valuable to both the transportation and the urban planner. Surveys have effectively influenced the objective evaluation of state's goals and objectives.

•A CENTRAL task in planning is the determination of the needs and desires of citizens so that they can be considered and weighted as the basis for planning. Recent planning efforts have indicated the need to understand the likes and dislikes of the general public: what it wants, what its ambitions and aspirations are, and what it deems important in the community life—all of which leads to insights into what within the community should be saved and what can be foregone in the process of urbanization and growth.

Several years ago AMV undertook basic research into the field of "living patterns and attitude surveys." With the exception of the basic research effort necessary to develop and test the procedures, all of the surveys of this type have been undertaken within the framework of regular origin-destination home interview surveys. To date, six such surveys have been completed, the most recent of which was for the entire State of Connecticut. These studies are now beginning to reveal some of the basic underlying concerns of the people, and it is the purpose of this paper to highlight the more important of these and attempt to indicate how they may affect the decisions of both the transportation and the urban planner.

DATA SOURCES

The basic source of data comes from the Connecticut Interregional Planning Program study, which encompasses the entire State. The home interview portion of the survey was completed through two basic sources: the Tri-State Transportation Commission

completed the surveys in the area encompassed by that study, and the Connecticut Interregional Planning Program completed studies for the remainder of the State.

The surveys investigated the residents' general attitudes and preferences concerning their towns and the State as well as their residential, recreational and leisure-time preferences: what they liked, what they disliked, and where they thought improvements should be made. In addition, certain information was obtained on the family's characteristics (necessary for making use of the attitudinal information) and past histories (residential and job mobility). In general, the orientation was toward information which would permit a meaningful determination of the citizens' goals and objectives. Such information was vital in orienting State plans and programs in the directions desired and needed by State residents and in evaluating particular plans and programs in terms of the attitudes expressed.

Data Collection Procedures

Planning surveys were conducted as integral parts of four separate home interview surveys which in aggregate covered the entire State. Inasmuch as the travel surveys were undertaken at different times by different agencies, the procedures varied.

Waterbury Area Transportation Study (WATS)—One percent of all the occupied dwelling units was selected at random from the central Naugatuck Valley Region, according to standard home interview techniques for this study. The planning questionnaires were completed by interviewing the respondents in their homes. Of the 600 regional samples, 596 were complete.

Tri-State Transportation Study—The sample rate for the Tri-State area was established as 1 percent of the occupied dwelling units selected in accordance with standard home interview sampling techniques. The Tri-State Transportation Committee cooperated by permitting their interviewers to distribute the planning questionnaires to the respondents. These forms were returned to the State agencies by mail. Since the response procedure required a voluntary effort on the part of the respondent, the rate of return of the questionnaires was not so high as that for the Waterbury study. However, a total response rate of 49 percent was finally obtained.

Connecticut Interregional Planning Program (CIPP)—The experience during the Tri-State Survey indicated that a satisfactory (in some instances, better) response could be obtained using the mail-back techniques rather than direct questioning.

With careful planning of the follow-up procedures, a relatively high response rate could be obtained. More important, the respondents were, for the most, completing the questionnaires with care, and many were including letters further explaining their responses. Whereas the letters were difficult to analyze objectively, they did indicate the thought that was being devoted to the responses. Therefore, this technique was used for the CIPP Planning Questionnaire Survey. As with the Tri-State Survey, a 1 percent sample of the occupied dwelling units, selected at random from within the State, was used. Through carefully controlled follow-up procedures the final rate of response to the planning questionnaire was 71.5 percent.

Southeast Area Transportation Study (SEATS)—The southeast section of the State had recently been covered by a home interview travel survey, without the inclusion of a planning questionnaire. Therefore, for this portion of the State, a mail-out and mail-return technique was used. The sampling rate was established at 2 percent of the occupied dwelling units, and the final response rate was 39.9 percent.

Response Rates and Controls

A composite of the sample sizes and response rates (usable questionnaires as a percentage of total occupied dwelling units) for the four separate surveys is given in Table 1. The total response from the various surveys had a low of 0.5 percent and a high of 1.0 percent.

The variation in the response rate for the various mail-back surveys is significant. The difference between the Tri-State and the CIPP Surveys is believed to stem from the

TABLE 1
RESPONSES TO PLANNING QUESTIONNAIRES

Survey	Home Interview Sample Size	Percent Occup. Dwell. Unit	Usable Surveys Ret'd	Percent Ret'd	Percent Total Dwell. Unit
Waterbury area	600	1.0	596	100.0	1.0
Tri-State area	3224	1.0	1612	49.0	0.5
CIPP area	3190	1.0	2235	71.5	0.7
Southeast area	2910	2.0	466	39.9	0.8
Total	9924		4909	49.5	0.5

degree of control on the follow-up procedures. Both surveys used both mail and telephone follow-ups. Based on the experience during the Tri-State Survey, however, special emphasis was placed on the follow-up for the CIPP. When the interviewer left the planning questionnaire with the potential respondent, a carefully prepared statement, designed to impress the respondent with the importance of the survey and to elicit his support in completing the questionnaire, was presented. A control file was established so that the status of all questionnaires could be determined daily. If, after ten days, the planning questionnaire had not been received, a follow-up letter provided the respondent with another interview form and return envelope. If, after another ten days, no response was obtained, a telephone call was placed directly to the respondent and his cooperation was requested.

The response rate for the Southeast Area Survey was significantly less than for the others, undoubtedly because there was no personal contact with the respondent at which time the importance of the survey could be impressed. The relatively high response rate of nearly 40 percent for such a lengthy and personal questionnaire is rather significant and seems to indicate the importance of the follow-up procedures.

Response rate is not the total story on mail-back surveys. Table 1 indicates the numbers of usable surveys which were returned. Many of these returns had a significant proportion of the questions unanswered, so that the number of usable responses to many of the questions is much less than would be indicated by this simple ratio. For example, approximately 30 percent of the respondents did not divulge their income, probably the lowest response rate to any question. By comparison, 98 percent of the respondents stated the age of the head of the household.

As a result, the Connecticut Survey, a new procedure for obtaining attitude information, was developed and will be tested at the first opportunity. This procedure is designed to obtain the benefits of having the respondents personally complete the attitude survey at their leisure, thereby obtaining their true well-thought-out feelings, and yet to avoid the difficulty of the non-response and the no-answer. This procedure involves sending the attitude questionnaire with the pre-interview letter and requesting the respondents to complete the attitude survey before the visit by the home interviewer. If the attitude survey form is completed when the home interviewer arrives to conduct the regular travel portion of the survey, it can be scanned for completeness and any unanswered questions completed by personal interview. In the event that the interview form has not been completed, the home interviewer can obtain the information by a personal interview in the normal manner.

By working the data collection phase of the survey with the normal home interview, the costs are kept to a minimum. There is, in fact, only an insignificant increase in the administrative costs to include the attitude portion of the survey. By including the attitude questionnaire as a mail-back, the significant added data collection costs include: form preparation, testing, and printing, status and sample number control (to cross reference the information to the travel survey), and the follow-up work. For the 5,000 samples obtained this amounted to about \$0.65 per interview.

The coding, data reduction, analysis, and report writing, and operations however, represent a sizable added burden, but still relatively small in terms of the common home interview survey. For these surveys the costs were approximately \$14,000, or about \$3.00 per interview. In total, less than \$4.00 per interview, over and above the

home interview costs, were required to gather and analyze the data. To obtain this same information by standard home interview techniques, without the "write-off" to the travel surveys, would have cost over three times as much.

Factoring Procedures

Due to different response rates in the various surveys the data could not be simply and directly combined to produce a valid cross-sectional representation of the State's attitudes. The minimum adjustment necessary was to weigh the responses from each survey area by the response rate. However, to insure more nearly representative data, adjustment factors were calculated for each of the 15 planning regions.

Previous experience with mail-back surveys has indicated that both high and low income families usually return questionnaires at a substantially lower rate than middle income families. If this was true for the attitude survey, it would indicate that the responses did not represent a true cross section of the attitudes of the State's population, inasmuch as the middle income families would be overrepresented. Although the responses compared surprisingly well with the 1960 census data, all deviations were eliminated by factoring by income class, controlling to the 1960 census.

ANALYSIS OF ATTITUDES

The real advantage of these types of surveys seems to be that they give an overall guidance and direction to the planning effort. They give an indication of what the public is thinking and of the issues which it feels are of greatest importance, and in a general way they form a logical basis for the development of planning objectives. Although in many cases these surveys seem only to confirm what is already known, or should be known, they do in many cases give a "scientific credence" to overall planning principles. At the same time, however, some seemingly apparent planning principles are being shown to be of questionable importance.

In some instances the respondents had neither the understanding nor the ability to give meaningful answers to the questions posed. In some instances they have not seen, or are unaware of, the "full range of choice." (For example, it is doubtful that the general public is aware of all the different possibilities for housing and transportation modes.) Therefore, their attitudes could change drastically if the range of choice were expanded. Yet if this is realized at the outset, and as long as the attitudes expressed are not subjectively converted to "standards," a great deal of valid information can be obtained. The responses do reflect attitudes—the things that are "on the respondents' minds."

The important factors in these types of surveys are not the response rates per se, but the rankings of responses to the various issues and the similarities and differences of respondents as responses are cross-tabulated with various social and economic variables. For example, in the search for a meaningful analysis unit, the attitudes to certain questions varied drastically between towns of different characteristics. Furthermore, it was apparent that these different types of towns have different problems. Similar differences occurred when the responses were structured by income. Also of significance was the similarity of responses to some questions regardless of the social or economic breakdown. An example of this was the response to general appearance as the most liked feature regardless of the social or economic stratification.

Town Type

The search for a meaningful analysis unit produced not only the desired results but in itself revealed a great deal about the study area. The final analysis unit was defined as "town type" and is a composite index which includes town age and density. The former is defined as the number of decades since the town reached half its present population (an indication of growth rate) and the latter as the net residential density. The town type index does not include a measure of town size, an apparently untenable situation for the kind of analysis anticipated. However, in Connecticut all of the towns encompass approximately the same area and, therefore, residential density to a certain extent acts as a proxy for town size.

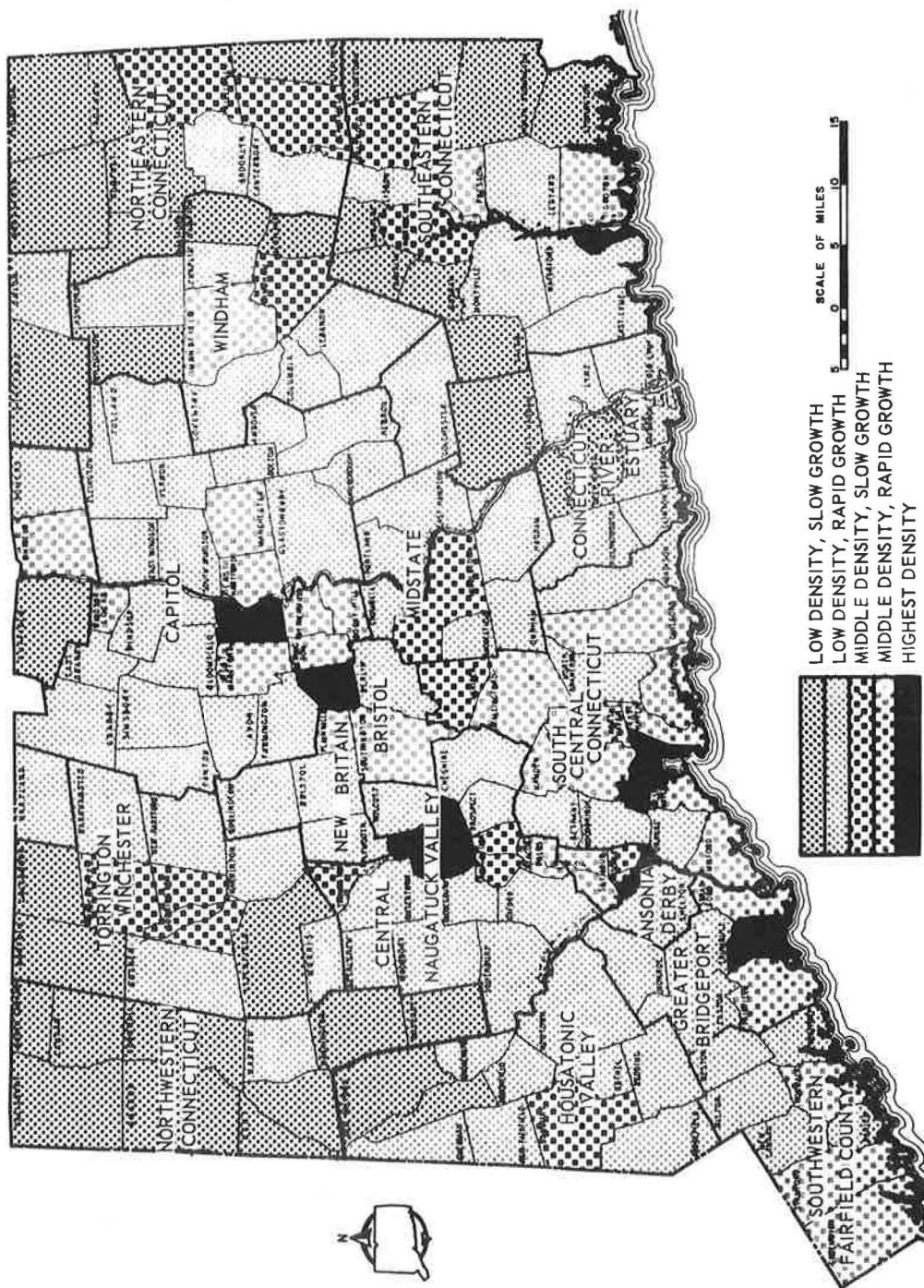


Figure 1. Connecticut towns by town type.

TABLE 2
TOWN TYPE OF RESPONDENTS BY INCOME

Town Type	Respondents in Each Income Group							No Answer (%)
	Total Households (%)	Under \$3000 (%)	\$3000 - 5000 (%)	\$5000 - 7000 (%)	\$7000 - 10,000 (%)	\$10,000 - 15,000 (%)	\$15,000 or more (%)	
Low density, rapid growth 0 to 6.9 persons/net res. acre; 0 to 4.4 decades since half present size	25	14	18	24	27	30	38	33
Low density, slow growth 0 to 8.9 persons/net res. acre; 4.5 or more decades since half present size	10	15	13	11	8	8	4	13
Middle density, rapid growth 7.0 to 15.9 persons/net res. acre; 0 to 4.4 decades since half present size	35	28	28	31	39	40	46	19
Middle density, slow growth 7.0 to 15.9 persons/net res. acre; 4.5 or more decades since half present size	11	14	14	11	11	9	5	10
Highest density, slow growth 16.0 or more persons/net res. acre; 4.5 or more decades since half present size	19	29	27	23	15	13	7	25

The age-density class limits were determined by identifying differences in the responses from towns of different ages and densities to selected questions which produced meaningful distinctions between concerns of different communities (e.g., education, suburban-rural atmosphere, parks and recreation, streets and highways, and jobs).

The towns thus fell into five categories: (a) low density, rapid growth; (b) low density, slow growth; (c) middle density, rapid growth; (d) middle density, slow growth; and (e) high density (including the largest towns and cities all of which have slow growth). Table 2 gives the percentages of respondents living in towns of each type, broken down by income classes. Figure 1 shows the distribution of actual towns, by town type. The analysis of responses to several questions by these town types yielded more sharply distinguished results than the analysis by regions (or any other breakdown for that matter), primarily because the regions are too heterogeneous to permit the precise classification of the respondents involved.

TABLE 3
"TOWN FEATURE MOST LIKED" BY TOWN TYPE^a

Feature	Respondents in Each Town Type Who Liked Each Feature					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
Suburban or rural atmosphere	19	38	19	15	12	5
General appearance	12	13	14	13	9	9
Parks, recreation areas and facilities	10	5	5	12	9	17
Convenient location	8	7	6	10	8	6
Public education facilities	7	9	4	8	9	5
Shopping facilities	5	3	6	6	6	6
Friendly people	3	3	4	2	4	3
Job opportunities, good working conditions	2	—	3	1	3	5
Good street and highway facilities and maintenance	2	1	1	2	4	2
Redevelopment program (modernization)	2	—	6	1	1	3
Low tax rate	1	1	0	2	1	1
Cultural facilities and activities	1	1	1	1	0	2
Religious facilities and activities	1	—	—	1	1	1
Other	8	6	8	7	9	11
Don't know	2	1	1	2	2	3
None	2	1	1	2	2	5
No answer	15	11	21	15	20	16
Total	100	100	100	100	100	100

^aQuestion asked: what feature of your city or town do you like the most?

TABLE 4
 "TOWN FEATURE MOST DISLIKED" BY TOWN TYPE^a

Feature	Respondents in Each Town Type Who Disliked Each Feature					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
Inadequate recreation and entertainment facilities	7	9	6	7	6	5
Poor streets and highway facilities	6	4	7	6	6	6
High tax rate	5	7	5	7	4	2
Poor rail and bus service	5	5	8	5	8	4
Poor government services and facilities	5	7	3	4	3	4
Slum areas, lack urban renewal	4	1	5	3	4	9
Poor shopping facilities	4	6	4	3	4	2
Traffic	3	2	4	4	3	2
General appearance	3	2	3	3	1	7
Politics and management	3	2	2	4	4	3
Parking	2	1	4	1	5	5
Poorly managed planning and zoning	2	4	2	3	1	—
Inadequate job opportunities (not enough industry)	2	2	2	1	5	1
Poor education facilities	2	2	1	2	1	2
Lack of planning and zoning	1	2	1	1	—	1
Poorly managed urban renewal	1	1	—	1	1	2
Racial problems	1	—	1	—	—	1
Planning and zoning too restrictive	—	—	—	—	—	—
Too much urban renewal	—	—	—	—	—	—
Other	12	11	10	13	12	11
Don't know	2	2	2	2	2	2
Nothing, none, satisfied	9	11	8	8	8	11
No answer	21	19	22	22	22	20
Total	100	100	100	100	100	100

^aQuestion asked: what feature of your city or town do you dislike the most?

Tables 3, 4, and 5 indicate the attitudes of the respondents categorized by the five town types used for the survey. The questions which produced these responses are given at the bottom of these tables. These were open-ended questions and were coded after the survey forms were all available. The following is a summary of the pertinent information contained in these tables. In this analysis, it is the differences between the various response rates which are the most significant.

Town Feature Most Liked—In response to this question, there were several obvious differences (Table 3).

TABLE 5
 "MOST IMPORTANT PROBLEM" BY TOWN TYPE^a

Problem	Respondents in Each Town Type Who Selected Problem					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
Redevelopment	11	2	5	12	13	21
High tax rate and finance	8	10	10	11	6	3
Inadequate schools and education	8	10	6	9	5	4
Unplanned growth, lack of planning	7	13	6	8	4	1
Attracting and maintaining industry	5	6	5	4	9	2
Provision and maintenance of streets and highways	5	3	7	4	5	3
Provision of government services and facilities	4	7	4	3	4	2
Cost of school construction, education	3	4	4	3	2	1
Providing adequate job opportunities	3	1	5	2	7	4
Poor local government	2	2	1	4	3	2
Inadequate public transportation	2	2	2	2	2	1
Integration	2	1	5	1	—	2
Low income housing	1	—	4	1	1	1
Recreation facilities	1	2	1	2	2	2
Child and teenage recreation	1	1	—	1	1	—
Other	11	9	13	12	10	13
Don't know	3	3	5	4	2	3
Nothing	1	1	1	—	2	—
No answer	22	23	16	16	22	35
Total	100	100	100	100	100	100

^aQuestion asked: what do you feel is the most important problem facing your city or town?

1. Suburban rural atmosphere decreases as a most liked feature with increasing density from a high of 38 percent in the lowest density rapid growth towns to 5 percent in the major cities within the State.

2. General appearance holds up well across the entire town type range.

3. The larger towns rank parks and recreation areas substantially higher than the smaller towns, reflecting the fact that the smaller towns have not yet provided these facilities.

4. Convenient location ranks higher in the middle-density rapid growth towns than any other type; perhaps this is why they are rapidly growing.

5. Shopping facilities rating was consistent across the entire range of towns with the exception of the low-density rapid growth towns, where it ranked low.

6. Job opportunities ranked highest in the major cities.

Town Feature Most Disliked—Table 4 indicates the same type of information in reply to the question about the town feature most disliked. For the most part the same types of issues were pinpointed.

1. Inadequate recreation facilities showed up as a problem in the rapid growth towns, ostensibly because these towns have not yet caught up with the new demand.

2. High taxes were pinpointed as a problem in the rapid growth towns, as these towns attempt to provide the required facilities for the new population.

3. Slum areas and lack of urban renewal rated high on the list of problems in the slow growth towns of all density classes, with the highest rating in larger cities.

4. Poor shopping facilities showed up as significantly high in the low-density rapid growth towns (note similarity with the previous table).

5. Poorly managed planning and zoning was mentioned significantly more often in the rapid growing towns of both sizes than in the more slowly growing areas, indicating that this is a problem which these types of towns have not been able to keep up with.

Most Important Town Problem—Table 5 is perhaps the most significant of the entire survey. In this open-ended question, the respondents were given free reign to pinpoint the most important town problem as they saw it.

1. Inadequate schools and education were highlighted in the rapidly growing towns, indicating that these towns had not been able to keep up with the demand for such facilities.

2. Unplanned growth and lack of planning was significantly higher in the rapidly growing town than in the slower growing town.

3. Redevelopment activities, as a problem, increased proportionately with density from a low of 2 percent in the low-density rapid growth towns to a high of 21 percent in the major cities.

4. Providing job opportunities was pinpointed as a problem in the slow growth towns, even including the highest density category. (The difference between the rapid growth and the slow growth middle-density towns is quite revealing and is probably indicative of the reason for the difference in the growth rate.)

5. Provision of governmental services and facilities was pinpointed strongly in the low-density rapid growth towns.

There are substantial differences between these various town types. The significance of these differences from a planning standpoint is obvious. Inasmuch as these variations have been isolated on the basis of physical characteristics of the town, it is valid to assume that as a town changes from one category to another, over time, the town's problems will also change. For example, the problems in low-density towns will eventually change to those of the low-density rapid growth towns as the wave of urbanization moves out. If trends continue, the problems will change from such things as providing adequate job opportunities to questions of zoning, taxes and providing other government facilities. Similarly, as the growth in middle-density slow growth towns accelerates, their problems will in turn change from one category to another. In a sense, this analysis has permitted the planning agencies in these communities to chart the course of their future problems as their towns change from one type to another.

TABLE 6
"TOWN FEATURE MOST LIKED" BY INCOME GROUP^a

Feature	Income Group						
	Total Households (%)	Under \$3000 (%)	\$3000 - 5000 (%)	\$5000 - 7000 (%)	\$7000 - 10,000 (%)	\$10,000 - 15,000 (%)	\$15,000 or more (%)
Suburban or rural atmosphere	19	13	15	19	19	24	27
General appearance	12	12	11	10	11	14	17
Parks, recreation areas and facilities	10	10	10	12	10	9	11
Convenient location	8	5	5	7	9	9	11
Public education facilities	7	5	6	8	9	8	8
Shopping facilities	5	6	5	6	6	4	2
Friendly people	3	3	3	3	3	3	4
Job opportunities, good working conditions	2	1	2	3	2	3	1
Good street and highway facilities and maintenance	2	2	1	2	2	2	1
Redevelopment program (modernization)	2	2	2	2	1	1	—
Low tax rate	1	0	1	1	3	1	1
Cultural facilities and activities	1	1	1	1	1	1	2
Religious facilities and activities	1	1	1	—	—	—	0
Other	8	8	8	7	7	8	7
Don't know	2	2	3	2	2	1	1
None	2	3	4	2	2	2	1
No answer	15	26	22	15	13	10	6
Total	100	100	100	100	100	100	100

^aQuestion asked: what feature of your city or town do you like the most?

General Appearance

One of the more important findings from the CIPP study was the great concern for "general appearance" and "suburban or rural atmosphere." Tables 6, 7, and 8 indicate respectively: the "town feature most liked" by income group; the "State feature most liked" by income group; and the "State feature most liked" by town type. (Also, Table 3 indicates "town feature most liked" by town type.)

Nearly one-third of the respondents indicated that the "town feature most liked" was either "suburban or rural atmosphere" or "general appearance" (Table 6). (The only other feature which ranked close to these two were "parks, recreation areas, and facilities.") There is little difference in the response rate by income group to these two questions combined, although in terms of "suburban or rural atmosphere," the responses increase with higher incomes.

Although the response to "suburban or rural atmosphere" decreases with increasing density and town size, the response to "general appearance" holds up throughout the town type range (Table 3).

TABLE 7
"STATE FEATURE MOST LIKED" BY INCOME GROUP^a

Feature	Income Group						
	Total Households (%)	Under \$3000 (%)	\$3000 - 5000 (%)	\$5000 - 7000 (%)	\$7000 - 10,000 (%)	\$10,000 - 15,000 (%)	\$15,000 or more (%)
General appearance (upkeep good, etc.)	17	15	15	17	16	20	25
State highway facilities and maintenance	14	14	17	15	15	13	8
Recreation facilities	10	6	12	12	11	10	6
Suburban atmosphere (New England, forests)	7	3	6	5	6	8	15
Geography, climate, size	6	2	4	6	6	7	8
Job opportunities	5	3	3	7	7	5	2
Convenient location	4	3	2	3	4	6	6
Cultural and educational facilities	3	3	2	3	4	3	6
Other	10	10	9	9	9	11	11
Don't know	2	4	4	2	2	1	1
Nothing, none	1	1	—	1	1	1	—
No answer	21	36	26	20	19	15	12
Total	100	100	100	100	100	100	100

^aQuestion asked: what feature of the state do you like the most?

TABLE 8
 "STATE FEATURE MOST LIKED" BY TOWN TYPE^a

Feature	Respondents in Each Town Type Who Liked Each Feature					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
General appearance (upkeep good, etc.)	17	20	16	17	15	15
State highway facilities and maintenance	14	13	17	12	19	17
Recreation facilities	10	8	9	11	11	13
Suburban atmosphere (New England, forests)	7	8	3	7	3	8
Geography, climate, size	6	6	6	6	6	4
Job opportunities	5	5	6	5	5	4
Convenient location	4	5	3	4	3	3
Cultural and educational facilities	3	3	4	4	3	3
Other	10	12	11	10	8	8
Don't know	2	2	2	2	2	3
Nothing, none	1	—	1	1	—	1
No answer	21	18	22	21	25	21
Total	100	100	100	100	100	100

^aQuestion asked: what feature of the state do you like the most?

The responses to the "State feature most liked" by income group again indicate that "general appearance" is by far the most important (significant) factor (Table 7). As with the response to the similar question for the town feature most liked, the response rate increases somewhat with increasing income, yet it holds generally constant across all income ranges. Similarly, the respondents are consistent in their attitudes, by town type, to the question of "general appearance," although there is a slight decrease in this response from the higher-density larger towns (Table 8).

For purposes of this paper, two aspects of these responses are important: the implication of "general appearance" on the highway program, and the apparently unanswered question as to what the respondents really mean by "general appearance" and "suburban or rural atmosphere."

Table 3, which gives the town features most liked by town type, indicates that in every town type (except the highest-density cities) "suburban" or "rural atmosphere" was mentioned as the feature most liked. Furthermore, "general appearance" (and this includes even the highest-density cities) was given as the second most liked feature. In aggregate these two responses account for nearly one-third of the total responses to this question. In reflecting on these responses, it is impossible to avoid asking what is really meant by "suburban" or "rural atmosphere" and "general appearance," in light of the fact that the responses are so nearly uniform across all town types. Even in the medium-density towns, "suburban" or "rural atmosphere" is the most liked feature.

Inasmuch as these responses carry across town type, it is not reasonable to assume that all the respondents are referring to precisely the same things. Are these people calling for large lots in new subdivisions or some of the particular amenities obtained by this type of development? Perhaps the same amenities could be provided in some other manner on smaller lots or in a different type of development. Until we know the answers to these kinds of questions, it is not possible to determine what should be saved and what can be foregone in the process of urbanization. Certainly, more research is needed to know precisely what the respondents mean by "general appearance" and "suburban" or "rural atmosphere."

The importance of the answers to these questions (and there are many like this) is revealed by a simple calculation which shows that if all of the present residents live on the lot size which they most desire, over 400 square miles of extra land would be required simply to house the present residents (this is 25% of the total remaining land in Connecticut which is presently usable for residential development).

Furthermore, when the town feature most liked is compared to the income of the respondents, the concern for these factors increases with higher incomes. For example, in the highest income category, more than twice as many people listed "suburban" or "rural atmosphere" as the feature most liked, as did those in the lowest category. A similar, though less pronounced, range is noted for "general appearance."

In considering these responses as a source of information for future planning efforts, it seems quite obvious that with continually increasing affluence these two elements will attain even greater significance.

The other issue of importance here is the effect of the "general appearance" response on the highway program. It is quite apparent that the public, in general, is greatly concerned about appearance. For several years the highway program in many areas of the country has been stalled, or at least slowed down, because of the potential impact that the new facilities would have on the appearance of the area. From this cross-sectional representative sampling of the general public, it is understandable why this issue has assumed such great importance. For the highway planner to "sell" his product to this kind of people, the highway must be compatible with the surrounding areas and insure that not only does it not detract from the existing appearance, but preferably improves the appearance of the area through which it passes.

Urban Renewal

One of the more important issues that this survey was designed to investigate was the response of the Connecticut residents toward urban renewal. Therefore, in the tabulation of the open-ended questions, special care was taken to insure that as many data as possible were obtained regarding urban renewal, its acceptance, its quality, etc. Therefore, special categories were established for responses to these questions. The results were extremely significant.

Tables 9 and 10 indicate the "State feature most disliked" and "most important State problem," each tabulated by town type; the lack of urban renewal is pinpointed as the fifth most disliked feature and the fifth most important problem. By comparison, "too much urban renewal" and "too much redevelopment" both resulted in a response rate too small to analyze. However, "poorly managed redevelopment" did show up (Table 10) as an important problem.

The fact that such a high percentage of the respondents mentioned the "lack of urban renewal" as a most important problem and a "most disliked feature," on an open-ended question, seems truly significant. Of further significance is the concern over urban renewal at the State level across all town types (Table 9).

TABLE 9
"STATE FEATURE MOST DISLIKED" BY TOWN TYPE^a

Feature	Respondents in Each Town Type Who Disliked Each Feature					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
Highway appearance and facilities	8	7	7	8	10	7
High taxes	5	5	6	6	5	3
Government policies, political atmosphere	5	5	3	5	3	5
Climate	4	4	5	5	4	3
Lack of urban renewal	3	3	3	3	2	3
Inadequate recreation facilities	3	3	2	3	1	4
Insufficient public beaches	2	3	2	2	3	1
Air and water pollution	2	2	1	2	3	1
Attracting and holding industry, job opportunities	1	1	2	1	3	2
Lack of hunting and fishing	1	1	1	2	2	1
Poorly managed planning and zoning	1	1	1	1	—	—
Lack of planning and zoning	—	1	0	—	—	—
Highway program (too many highways)	—	—	0	—	—	—
Poorly managed urban renewal	—	—	—	—	—	—
Too much urban renewal	—	—	—	—	—	—
Planning and zoning too restrictive	—	0	0	0	0	—
Other	11	12	11	12	8	10
Don't know	5	5	6	4	3	6
Nothing, none	13	14	12	11	12	17
No answer	36	33	38	35	41	37
Total	100	100	100	100	100	100

^aQuestion asked: what feature of the state do you dislike the most?

TABLE 10
 "MOST IMPORTANT PROBLEM" BY TOWN TYPE^a

Problem	Respondents in Each Town Type Who Selected Problems					
	Total Households (%)	Low Density, Rapid Growth (%)	Low Density, Slow Growth (%)	Middle Density, Rapid Growth (%)	Middle Density, Slow Growth (%)	Highest Density (%)
Holding and attracting industry	11	10	9	11	13	11
Providing sufficient and adequate high-way facilities	9	8	10	8	13	11
High taxes	6	9	6	6	5	4
Other growth problems (population growth)	5	5	3	6	4	6
Lack of redevelopment	3	1	2	4	3	4
Quality of public education	3	3	3	2	3	3
Railroads, maintaining railroad system	3	3	3	3	1	2
Unemployment and retraining	2	3	2	2	2	2
Politics and government	2	3	2	3	2	1
Water pollution	2	3	1	2	3	1
Poor government services	2	2	1	3	2	2
Cost of public education	2	3	2	2	1	—
Integration	2	1	3	2	1	2
Providing adequate recreation facilities	1	1	1	1	1	2
Crime	1	1	2	1	—	1
Maintaining scenic beauty, open space	1	1	1	1	1	1
Restricting the general assembly	1	1	2	1	1	—
Poorly managed redevelopment	1	—	—	—	3	1
Lack of planning and zoning	—	1	—	—	—	—
Poorly managed planning and zoning	—	—	—	—	—	0
Too much redevelopment	—	0	0	—	0	—
Planning and zoning too restrictive	—	0	0	—	0	0
Other	6	6	7	5	5	7
Don't know	6	9	7	6	8	10
Nothing, none	1	—	—	1	1	2
No answer	28	26	33	30	27	27
Total	100	100	100	100	100	100

^aQuestion asked: what do you feel is the most important problem facing the state?

However, the low-density small towns are somewhat less concerned about urban renewal than are the larger and higher density towns (Table 10). The residents of Connecticut are asking for more redevelopment and urban renewal. In addition there is some concern over the poor management of the present redevelopment effort, particularly in the middle-density slow growth towns (Table 10).

SUMMARY

The purposes of this paper were to demonstrate the use of "living patterns and attitude surveys," to describe some typical findings, and to show how data collection can be economically obtained when combined with travel surveys.

In summary, these surveys serve to provide overall guidance and direction to the planning effort by showing the attitudes and patterns of thinking of a cross-sectional, representative sampling of the population. Perhaps, most importantly, they show how this sampling of people rate things by their relative importance.

It is significant that people from different environments, even though within the same social stratum, have different attitudes. This is reflected by the different ranking of features. Furthermore, different issues are important in different kinds of towns, for people of all social strata, reflecting the different types of problems that exist as towns grow and mature.

The similarities existing between social stratum and environment are also significant. This is indicated by the overwhelming response to general appearance as the "most liked feature."

When included within the framework of a normal travel survey, the cost of the attitude survey is extremely small in comparison to the data obtained.