

Appendix B: The Interview Questionnaires

TCRP H-31 Phase 1 Survey

RETROSPECTIVE INTERNET PANEL SURVEY

December 2004

Screenener

[screener.asp]Which of the following best describes you?

1. I moved to a different address within the past two years
2. I am considering a move within the next two years
3. None of the above

Introduction

- 1) [intro.asp] Hello! This survey will focus primarily on your choices of home location and the types of transportation you use. Specific areas of emphasis will be what features led you to choose your current home location, what types of transportation you and your family currently use, and the types of neighborhoods and homes you lived in as a child. You will also be asked your opinion about features of different types of neighborhoods.

Thank you for taking the time to participate in this survey. Your answers and opinions will be of great value. Also, be assured that your answers will be kept strictly confidential and will NOT be associated with you in any way. This survey is being conducted by an independent market research firm.

To begin, please click on the arrow in the lower right-hand corner.

- 2) [intro2.asp] To answer most questions, all you need to do is click on the box next to your answer. There are also a few questions that ask you to type in a number. As you answer questions, you will usually advance automatically to the next screen. However, there are a number of times when you have to click on the arrow in the lower right-hand corner to continue.

If you want to go back and change a previous answer, simply click on the arrow in the lower left-hand corner. Any time you back up, you must re-answer that question before you can move forward again.

The first set of questions will explore the characteristics of your current home location.

Please click on the arrow in the lower right-hand corner to continue.

SECTION 1: CURRENT HOME LOCATION

This section links to bullet #1 under Subtask 2 in the Interim report, page 82.

1) [role.asp] What was your role in the decision to choose your current home location?

1. Was solely responsible/primary decision maker
2. Equal partner or played a significant role
3. Had some, but not significant role
4. Did not play any role in choosing my current home location

If Q1=4

2) [feel.asp] Do you feel that you could provide well-informed answers to questions about the reasons for choosing your current home location on behalf of those who did make that decision?

1. Yes
2. No

If role=4 and feel=1, skip to next section.

- 3) [pmove.asp] What was the one PRIMARY reason that led you to move from your previous home location to your current one?

1. Change in my job or school location
2. Change in spouse's/partner's job or school location
3. Wanted better schools
4. Closer to family or friends
5. Change in marital status
6. Moved with/moved in with partner
7. Change in family size (e.g., addition of children or children leaving home)
8. Wanted to own my own home
9. Needed more space
10. Health reasons
11. Problems such as crime and noise in my previous neighborhood
12. Leave parents home after growing up
13. Other (please explain): __[pmove13x]_____

[omove.asp] What other reasons, if any, were SIGNIFICANT reasons that led you to move from your previous home location to your current one? Please select all that apply (from same list).

- 4) [ploc.asp] What was the PRIMARY reason you selected your current home location over others that were available to you?

1. Commute distance to my job or school and/or spouse's/partner's job or school
2. Price of homes/rental rates
3. Type of homes available
4. Quality of schools
5. Community with sidewalks
6. Community within walking distance of stores and services
7. Size of lots
8. Close to public transportation
9. Close to cultural activities
10. Close to park or recreational activities
11. Close to family and/or friends
12. Close to church or other place of worship
13. Lower crime rate
14. Lower property taxes
15. More living space
16. Other (please explain): _____[ploc13x]_____

[oloc.asp] What other reasons, if any, were SIGNIFICANT reasons you selected your current home location over others that were available to you?? Please select all that apply (from same list). [oloc13x]

SECTION 2: NATURE AND ‘TRANSIT-FRIENDLINESS’ OF CURRENT NEIGHBORHOOD

This section links to bullet #3 under Subtask 2 in the Interim report, page 82.

- 1) [restime.asp] How long have you lived at your current home (primary residence) location?

__[restime1t]__ years

- 2) [residence.asp] Are you contemplating moving within the next two years?

1. yes
2. no

- 3) [restype.asp] What type of residence do you currently live in?

1. Single-family house
2. Apartment
3. Townhouse
4. Condominium
5. Other (please describe): _____[restype5x]_____

If restype=1

- 4) [lotsize.asp] Approximately what size is the lot on which your home is located? If you are unsure of the answer, please give your best estimate.

_____ acre lot

If restype=1

- 5) [lotsize2.asp] I feel that the size of the lot on which my house is located is:

1. Too small
2. About right
3. Too big

- 6) [rent.asp] Do you and/or your family own or rent your current home?

1. Own
2. Rent
3. Other (please describe): _____[rent3x]_____

If rent=1

- 7) [value.asp] What is the approximate value of your current home? If you are unsure of the answer, please give your best estimate.

\$__[value1t] ____,000

If rent=2

- 8) [morent.asp] What is your monthly rent? If you are unsure of the answer, please give your best estimate.

\$____[morent1t]____ per month

9) [move.asp] If I were to ever move from my current home, I would most likely:

1. Own my next home
2. Rent my next home

NOTE: This question is asked for the conjoint exercise, so the proper Price attribute (for owning or renting) is shown to the respondent.

10) [parking.asp] What type of parking is available for you at your current home location?
Please select all that apply.

1. Private driveway and/or garage for 2 or more cars
2. Private driveway and/or garage for 1 car only
3. Street parking
4. Parking lot (free)
5. Parking lot (hourly fee)
6. Parking lot or garage (monthly rental)
7. Other (please describe): _____[parking7x]_____

11) [parksat.asp] How satisfied are you with the type of parking available at your current home location?

1	2	3	4	5	6	7	
COMPLETELY							COMPLETELY
DISSATISFIED							SATISFIED

12) [htypes.asp] What types of homes can be found within 1/3 mile of your current home location? Please select all that apply.

1. Single family houses
2. Apartment buildings
3. Townhouses
4. Condominiums
5. Other (please describe): _____[htypes5x.asp] _____

13) [commute.asp] What is your ONE-WAY commute distance to work or school? If you are unsure of the answer, please give your best estimate.

1. 1/3 mile or less
2. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles to 20 miles
7. More than 20 miles to 30 miles
8. More than 30 miles
9. I do not work or go to school outside my home

If commute < 6

14) [commute1.asp] I feel that my ONE-WAY commute to work or school is:

1. Too short
2. About right
3. Too long

15) [comdist.asp] What is the longest ONE-WAY commute distance to work or school of anyone in your household? If you are unsure of the answer, please give your best estimate.

1. 1/3 mile or less
2. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles to 20 miles
7. More than 20 miles to 30 miles
8. More than 30 miles
9. No one works or goes to school outside our home

16) [transitA.asp] What types of public transit are currently offered in your neighborhood? Please select all that apply.

1. Large bus
2. Small bus
3. Commuter Rail
4. Rapid Transit
5. Light Rail
6. Other (please explain): _____[transita6x.asp] _____
7. No public transit currently available in my neighborhood

17) [transitB.asp] Thank you for describing what types of public transit are currently offered in your neighborhood. What types of public transit WOULD YOU LIKE near your neighborhood? Please select all that apply.

1. Large bus
2. Small bus
3. Commuter Rail
4. Rapid Transit
5. Light Rail
6. Other (please explain): _____[transitB6x.asp] _____
7. None

If transitA7=0

18) [transitC.asp] What is the approximate distance from your home to the nearest public transit stop (e.g., bus or train)?

Distance from my home to the nearest public transit stop is

1. 1/3 mile or less
2. More than 1/3 mile to 1 mile

3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

If transitA7=0

19) [transitD.asp] I feel that the distance between my home and the nearest public transit stop (e.g., bus or train) is:

1. Too near my home
2. About the right distance from my home
3. Too far from my home

20) [commerc1.asp] What is the approximate distance from your home to the nearest commercial district with things like a retail store, restaurant, movie theater, or drug store?

Distance from my home to the nearest commercial district is

1. 1/3 mile or less
2. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

21) [commerc2.asp] I feel that the distance between my home and the nearest commercial district is:

1. Too near my home
2. About the right distance from my home
3. Too far from my home

22) [rec1.asp] What is the approximate distance from your home to the nearest park or recreational amenity, or green space?

Distance from my home to the nearest park, recreational amenity, or green space is
 __[rec1t]__ miles

23) [rec2.asp] I feel that the distance between my home and the nearest park or recreational amenity, or green space, is:

1. Too near my home
2. About the right distance from my home
3. Too far from my home

24) [homepick.asp] Suppose you have a choice between two similarly priced homes. One is an urban town house within walking distance of stores and mass transit; the other is in the suburbs and requires driving everywhere. Which one would you pick?"

1. Urban town house
2. Suburban house

25) [townsize.asp] If all else were equal, would you prefer to live in a (select one)?

1. Big city
2. Small city
3. Suburb
4. Town
5. Rural area

SECTION 3: CHOICE OF FEATURES OF CURRENT NEIGHBORHOOD

This section links to bullet #2 under Subtask 2 in the Interim report, page 82.

1) [homeloc.asp] How strongly do you agree or disagree with following statements describing your current home location?

1	2	3	4	5	6	7	8
STRONGLY DISAGREE						STRONGLY AGREE	Don't Know

Statements [homeloc1-12]

1. My neighborhood has an adequate number of good sidewalks.
2. My neighborhood has frequent bus or other transit (train or trolley) services.
3. The buses or other transit services in my neighborhood serve areas in which I frequently need to travel.
4. There is a commercial district (with things like a coffee shop, retail stores, and restaurants) that is within walking distance of my home.
5. My home has a large lot.
6. My home has adequate room for parking two or more cars.
7. My neighborhood has lots of trees and bushes.
8. My neighborhood has an adequate amount of street lighting during nighttime hours.
9. I have access to reliable taxi service whenever I need it.
10. Biking in my neighborhood is safe and enjoyable.
11. My home is conveniently located to where I work or go to school.
12. Other people think my home and neighborhood are very nice

2) [homelocA.asp] Overall, how satisfied are you with your current home location?

1	2	3	4	5	6	7
COMPLETELY DISSATISFIED						COMPLETELY SATISFIED

SECTION 4: CURRENT TYPE OF TRANSPORTATION

This section links to bullet #4 under Subtask 2 in the Interim report, page 82.

- 1) [ptrans.asp] Which of the following types of transportation is YOUR PRIMARY means of getting to (*insert destinations in random order—all on a single page*)?

(values)

1. Walking
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. Other (please describe): _____[ptrans1t- ptrans9t]
7. Does not apply

Destinations

- [ptrans1] Work
- [ptrans2] School
- [ptrans3] Shopping
- [ptrans4] Doctor
- [ptrans5] Restaurants/Nightlife
- [ptrans6] Park or Recreational Areas
- [ptrans7] Family
- [ptrans8] Friends
- [ptrans9] Church or other place of worship

- 2)[otrans.asp] Which other types of transportation, if any, do you ALSO USE OCCASIONALLY to get to (*insert destination*)? Please select all that apply.

- [otwork1-6, otwork6t] Work
- [otschool1-6, otschool6t] School
- [otshop1-6, otshop6t] Shopping
- [otdoc1-6, otdoc6t] Doctor
- [otnight1-6, otnight6t] Restaurants/Nightlife
- [otrec1-6, otrec6t] Park or Recreational Areas
- [otfam1-6, ofam6t] Family
- [otfriend1-6, ofriend6t] Friends
- [otchurch1-6, otchurch6t] Church or other place of worship

If any of ptrans1 through ptrans9=1 OR otwork=1, or otschool =1 or otshop=1 etc.

- 3) [walk.asp] Approximately HOW OFTEN, on average, do you WALK to get to (*insert destination in which walking is used*)? [walk1-walk9]

1. Daily
2. 2 to 5 times per week
3. Once per week
4. Several times per month
5. Once per month
6. Less than once per month

Programming note: Ask question for each destination to which respondent walks.

If any of ptrans1 through ptrans9=5 OR otwork=5, or otschool =5 or otshop=5 etc.

- 2) [pubtrans.asp] Approximately HOW OFTEN, on average, do you take PUBLIC TRANSIT like a bus or train to get to (*insert destination in which public transit is used*)? [pubtrans1-pubtrans9]

1. Daily
2. 2 to 5 times per week
3. Once per week
4. Several times per month
5. Once per month
6. Less than once per month

Programming note: Ask question for each destination to which respondent takes public transit.

- 3) [walktime] Approximately how many minutes per week do you walk, run or jog for (*insert trip purpose from below*)? If you are unsure of the answer, please give your best estimate.

_____ minutes per week

Trip Purposes

- Exercise [walk1t]
- Enjoyment [walk2t]
- Other (such as walking the dog, etc.) [walk3t]

Programming note: Ask question for each trip purpose listed.

- 5) [children.asp] How many children under the age of 18 are currently living in your home?

___[children1t.asp] _____ children under the age of 18

If children1t > 0

- 6) [school.asp] Which of the following types of transportation does your child or children take regularly to and from school? Please select all that apply.

1. Walking
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. School bus
7. Other (please describe): _____[school7x] _____

SECTION 5: ATTITUDES TOWARD CURRENT HOME LOCATION

This section links to bullet #5 under Subtask 2 in the Interim report, page 83.

- 1) [chloc.asp] When you last considered changing your home location, how important was...

1	2	3	4	5	6	7
NOT IMPORTANT						EXTREMELY
AT ALL						IMPORTANT

Statements [chloc1-chloc12]

1. Having an adequate number of sidewalks in good condition.
2. Having frequent bus or other transit (train or trolley) services.
3. Having buses or other transit services serve areas in which I frequently needed to travel.
4. Having a commercial district (with things like a coffee shop, retail stores, and restaurants) within walking distance of my home.
5. Having a large lot.
6. Having adequate room for parking two or more cars.
7. Having lots of trees and bushes in the neighborhood.
8. Having an adequate amount of street lighting during nighttime hours.
9. Having access to reliable taxi service whenever I needed it.
10. Having a safe and enjoyable place to ride a bike.
11. Having a home that is conveniently located to where I work or go to school.
12. Having other people think my house and neighborhood are very nice.

- 2) [chlocA.asp] All in all, the decision to move from my previous home to my present home was:

1	2	3	4	5	6	7
NOT DIFFICULT						EXTREMELY
AT ALL						DIFFICULT

SECTION 6: CHILDHOOD HOME LOCATION

This section links to bullet #7 under Subtask 2 in the Interim report, page 83.

[growup1.asp] For the following set of questions, please think about the home location in which you lived as a child. If you moved to different home locations throughout your childhood, please answer the following questions based upon the location in which you lived the longest.

If you are unsure of any answers, please give your best estimate based on your recollections of your childhood home location.

- 1) [growupA.asp] Approximately how long did you live at your childhood home location?

____[growupA1t]____ years

- 2) [growupB.asp] How would you describe the location of your childhood home location?

1. Big city
2. Small city
3. Suburb
4. Small town
5. Rural
6. Other (please describe): _____[growupB6x]_____

- 3) [growupC.asp] What type of home did you live in?

1. Single-family house
2. Apartment
3. Townhouse
4. Condominium
5. Other (please describe): _____[growupC5x]_____

- 4) [growupD.asp] What type of parking was available for your family? Please select all that apply.

1. Private driveway and/or garage for 2 or more cars
2. Private driveway and/or garage for 1 car only
3. Street parking
4. Parking lot (free)
5. Parking lot (hourly fee)
6. Parking lot or garage (monthly rental)
7. Other (please describe): _____[growupD7x]_____

- 5) [growupE.asp] What types of homes could be found within 1/3 mile of your childhood home location? Please select all that apply.

1. Single family houses
2. Apartment buildings

3. Townhouses
4. Condominiums
5. Other (please describe): _____[growupE5x]_____

6) [growupF.asp] Was your home owned or rented?

1. Owned
2. Rented
3. Other (please describe): _____[growupF3x]_____

7) [growupG.asp] Which of the following types of transportation did you take regularly to SCHOOL? Please select all that apply.

1. Walk
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. School bus
7. Other (please describe): _____[growupG7x]_____

8) [growupH.asp] What other types of transportation did you take regularly as a child? Please select all that apply.

1. Walk
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. Other (please describe): _____[growupH6x]_____

9) [growupI.asp] Which of the following types of transportation did your PARENTS take regularly to work or school? Please select all that apply.

1. Walking
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. Other (please describe): _____[growupI7x]_____
7. Not applicable

- 10) [chood.asp] How strongly do you agree or disagree with following statements about your childhood home location?

1	2	3	4	5	6	7	8
STRONGLY						STRONGLY	Don't Know
DISAGREE						AGREE	

Statements [chood1-chood16]

1. I grew up in a neighborhood that had an adequate number of sidewalks in good condition.
2. I grew up in a neighborhood where it was safe to play in the streets.
3. I grew up in a neighborhood that had convenient bus or other transit (train or trolley) services.
4. There was a commercial district (with things like retail stores and restaurants) that I could walk or bike to.
5. My childhood home had a large lot.
6. I grew up in a neighborhood that had lots of trees and bushes.
7. As a child, I traveled by myself on public transit (e.g., bus, train, trolley).
8. My parents were very proud of the neighborhood they had chosen.
9. My friends considered it 'uncool' to take public transit.
10. My family discussed environmental issues.
11. My parents thought it was unsafe for me to ride public transit.
12. I was encouraged to walk places by my parents.
13. As a child I thought it was important to do what I could to save the environment.
14. My parents encouraged me to take the bus or train.
15. My parents told me they did not like to ride the bus or train.
16. As a child, my first impressions about riding the bus or train were generally positive.

- 12) [choodA.asp] Overall, how satisfied were you with childhood home location?
Remember, if you lived in multiple home locations as a child, please answer for the location in which you lived the longest.

1	2	3	4	5	6	7
COMPLETELY						COMPLETELY
DISSATISFIED						SATISFIED

SECTION 7: BEHAVIORAL BELIEFS ABOUT HOUSING & TRANSPORTATION

We are interested in your thoughts and opinions on moving to a new neighborhood. Please tell us how important the following things would be in your choice of a new neighborhood.

[Outcome Evaluations]

[nhood.asp]

1. [nhood1] For me, living in a neighborhood where I could exercise by walking or bicycling would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
2. [nhood2] For me, having neighbors close by and making friends with neighbors would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
3. [nhood3] For me, to live within walking distance to stores, restaurants, a public library and a school would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
4. [nhood4] For me, to be able to take public transportation to work or for other trips would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
5. [nhood5] For my household to need to own fewer cars would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
6. [nhood6] For me, to live in a neighborhood with more noise on the streets would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable
7. [nhood7] For me, to live in less living space (in my home and lot) would be
extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

SECTION 7A: FOR THOSE NOT LIVING IN COMPACT NEIGHBORHOODS

if (htypes2 = 1 or htypes3 = 1 or htypes4 = 1) and (transitA1 = 1 or transitA2 = 1 or transitA3 = 1 or transitA4 = 1) and commerc1 = 1 then Branch people to pacthoodintro.asp

[comhoodintro.asp] We are also interested in your thoughts and opinions about moving to a particular type of neighborhood. The neighborhood has good sidewalks, a mix of housing types

(including a mix of townhouses, apartments, condos, and single family dwellings on ¼ acre lots), shopping or restaurants within walking distance, and nearby public transit. You would be able to take public transit to work or to shop, and you would be able to walk, bike or drive to nearby shops, restaurants, pubs and a library, but parking would be limited. You would be close to cultural events and entertainment. The neighborhood would be as safe as where you live today. Parking near your home would be limited to one car per household or street parking or you could rent a garage space. In this survey, we will call this a Compact Neighborhood.

Please answer each of the following questions by choosing the number that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

[Behavioral Beliefs]

[comhoodA.asp]

8. [comhoodA1] If I moved to a Compact Neighborhood I would exercise by walking or bicycling.

Strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

9. [comhoodA2] If I moved to a Compact Neighborhood I would make friends with more of my neighbors.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

10. [comhoodA3] If I moved to a Compact Neighborhood it would be easy for me to get to stores, restaurants, a library and other activities

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

11. [comhoodA4] If I moved to a Compact Neighborhood I would take public transportation to work or for other trips.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

12. [comhoodA5] If I moved to Compact Neighborhood, my household could own fewer cars.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

13. [comhoodA6] If I moved to Compact Neighborhood, the streets would be noisier than where I live now.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

14. [comhoodA7] If I moved to Compact Neighborhood, I would have less living space in my home and lot.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

[comhoodB.asp]

15. [comhoodB1] Most of the people who are important to me live, or would like to live, in a Compact Neighborhood

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

16. [comhoodB2] For me to move to a Compact Neighborhood in the next two years would be extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

17. [comhoodB3] I plan to move to a Compact Neighborhood in the next two years extremely unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

18. [comhoodB4] Whether or not I move to a Compact Neighborhood in the next two years is completely up to me

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

19. [comhoodB5] Most people whose opinions I value would approve of my moving to a Compact Neighborhood in the next two years

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

20. [comhoodB6] I am confident that if I wanted to I could move to a Compact Neighborhood in the next two years

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

21. [comhoodB7] For me to move to a Compact Neighborhood in the next two years would be extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

22. [comhoodB8] I will make an effort to move to a Compact Neighborhood in the next two years

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

23. [comhoodB9] For me to move to a Compact Neighborhood in the next two years would be

impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

24. [comhoodB10] It is expected of me that I move to a Compact Neighborhood in the next two years

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

25. [comhoodB11] For me to move to a Compact Neighborhood in the next two years would be boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

26. [comhoodB12] I intend to move to a Compact Neighborhood in the next two years
strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Motivation to Comply]

[comhoodC.asp]

27. [comhoodC1] Generally speaking, how much do you care what your family thinks you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

28. [comhoodC2] Generally speaking, how much do you care what other people who are important to you think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

[Control Beliefs]

29. [comhoodC3] How likely is it that you could get by with less living space in the coming year?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

30. [comhoodC4] How likely is it that you could get by with fewer household cars in the coming year?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

31. [comhoodC5] How likely is it that you could find an affordable home in a Compact

Neighborhood?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

32. [comhoodC6] How likely is it that you would lose touch with current friends if you moved to a Compact Neighborhood?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

[Power of Control Factors]

33. [comhoodC7] It would be easier for me to move to a Compact Neighborhood if I required less living space.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

34. [comhoodC8] It would be easier for me to move to a Compact Neighborhood if I didn't need so many household cars.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

35. [comhoodC9] It would be easier for me to move to a Compact Neighborhood if I could find an affordable home there.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

36. [comhoodC10] It would be easier for me to move to a Compact Neighborhood if I was sure I would not lose touch with my current friends.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Normative Beliefs]

37. [comhoodC11] My family thinks that I should move to a Compact Neighborhood

extremely unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

38. [comhoodC12] Other people who are important to me think that I should move to a Compact Neighborhood

extremely unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

Jump to Section 8

SECTION 7B: FOR THOSE LIVING IN A COMPACT NEIGHBORHOOD WHO HAVE MOVED IN THE LAST TWO YEARS

Note: for those in a compact neighborhood, these questions should be separated by those who have moved in the prior two years, and those who are planning to move within the next two years. For those who have just moved into a compact community, we are interested in their desire to remain. For those who are contemplating moving, we are interested in their desire to move to another compact community.

For those who are contemplating moving skip to SECTION 7C

We are also interested in your thoughts and feelings about remaining in a neighborhood like your own with a mix of housing types (including condominiums, townhouses, and small apartments), shopping or restaurants within walking distance, and nearby public transit. In this survey, we will call this a Compact Neighborhood.

Please answer each of the following questions by choosing the number that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

[Behavioral Beliefs]

[pacthoodA.asp]

8. [pacthoodA1] In a neighborhood like mine, I can exercise by walking or bicycling.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

9. [pacthoodA2] In a neighborhood like mine, I am more likely to make friends with my neighbors.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

10. [pacthoodA3] In a neighborhood like mine, I can walk to stores, restaurants and other activities.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

11. [pacthoodA4] In a neighborhood like mine, I can take public transportation to work or for other trips.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

12. [pacthoodA5] In a neighborhood like mine, my household can own fewer cars.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

13. [pacthoodA6] In a neighborhood like mine, there is more noise on the streets.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

14. [pacthoodA7] In a neighborhood like mine, I have less living space in my home.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : Strongly agree

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

[pacthoodB.asp]

15. [pacthoodB1] Most of the people who are important to me live, or would like to live, in a neighborhood like mine

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

16. [pacthoodB2] For me to stay in a neighborhood like mine for the next two years would be

extremely desirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely undesirable

17. [pacthoodB3] I plan to live in a neighborhood like mine for the next two years

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

18. [pacthoodB4] Whether or not I stay in a neighborhood like mine for the next two years is completely up to me

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

19. [pacthoodB5] Most people whose opinions I value would approve of me living in a neighborhood like mine for the next two years

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

20. [pacthoodB6] I am confident that if I wanted to I could stay in a neighborhood like mine for the next two years

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

21. [pacthoodB7] For me to stay in a neighborhood like mine for the next two years would be

extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

22. [pachhoodB8] I will make an effort to live in a neighborhood like mine for the next two years

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

23. [pachhoodB9] For me to stay in a neighborhood like mine for the next two years would be impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

24. [pachhoodB10] It is expected of me that I will live in a neighborhood like mine for the next two years

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

25. [pachhoodB11] For me to stay in a neighborhood like mine for the next two years would be boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

26. [pachhoodB12] I intend to live in a neighborhood like mine for the next two years

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Motivation to Comply]

[pachhoodC.asp]

27. [pachhoodC1] Generally speaking, how much do you care what your family thinks you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

28. [pachhoodC2] Generally speaking, how much do you care what other people who are important to you think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

[Control Beliefs]

29. [pachhoodC3] How likely is it that you will need more living space in the coming year?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

30. [pachhoodC4] How likely is it that you will need more household cars in the coming year?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

31. [pacthoodC5] How likely is it that you can afford to remain in a Compact Neighborhood for the next two years?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

32. [pacthoodC6] How likely is it that you would lose touch with current friends if you moved from a Compact Neighborhood?

very unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very likely

[Power of Control Factors]

33. [pacthoodC7] If I require more living space in the coming year, it would make it harder for me to remain in a Compact Neighborhood

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

34. [pacthoodC8] If I need more household cars, it would make it harder for me to remain in a Compact Neighborhood

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

35. [pacthoodC9] If my income increases, it will make it easier for me to remain in a Compact Neighborhood

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

36. [pacthoodC10] It would be easier for me to move from a Compact Neighborhood if I was sure I would not lose touch with my current friends.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Normative Beliefs]

37. [pacthoodC11] My family thinks that I should remain in a Compact Neighborhood next year
- extremely unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

38. [pacthoodC12] Other people who are important to me think that I should remain in a

Compact Neighborhood next year

extremely unlikely : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

Jump to Section 8

SECTION 7C: FOR THOSE LIVING IN A COMPACT NEIGHBORHOOD CONTEMPLATING A MOVE IN THE NEXT TWO YEARS

We are also interested in your thoughts and feelings about moving to a particular neighborhood much like your own. The new neighborhood has good sidewalks, a mix of housing types (including a mix of townhouses, apartments, condos, and single family dwellings on ¼ acre lots), shopping or restaurants within walking distance, and nearby public transit. You would be able to take public transit to work or to shop, and you would be able to walk, bike or drive to nearby shops, restaurants, pubs and a library, but parking would be limited. You would be close to cultural events and entertainment. The neighborhood would be as safe as where you live today. Parking near your home would be limited to one car per household or street parking or you could rent a garage space. In this survey, we will call this a Compact Neighborhood.

Please answer each of the following questions by choosing the number that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

At this point, this respondent could go to the questions starting at SECTION 7A

SECTION 8: OTHER VALUES THAT MAY IMPACT MODE & HOME LOCATION CHOICE

This section links to bullet #9 under Subtask 2 in the Interim report, page 84.

- 1) [impme.asp] How strongly do you agree or disagree with the following?

When I think of things that are important to *me*...

1	2	3	4	5	6	7	
STRONGLY DISAGREE							STRONGLY AGREE

Statements [impme1-impme17]

1. I am concerned about global warming and/or climate change.
2. I love the freedom and independence that owning several cars provides for my household.
3. I think I am wasting too much time driving in congestion.
4. I think I should spend more time walking, just to be healthier.
5. I need to drive my car to get where I need to go.
6. I think I should be more active in doing my part to protect the environment.
7. I think that environmental concerns are overblown.
8. Protecting the environment should be given top priority, even if it means an increase in taxes.
9. I'd be willing to drive less to reduce my use of foreign oil.
10. Any government effort to reduce environmental pollution should not cost me any money.
11. Economic growth and protection of jobs should have a higher priority than protecting the environment.
12. I do not think that cars contribute significantly to air pollution in our country.
13. Staying active and getting regular exercise is a top priority for me.
14. It would be hard for me to reduce my auto mileage and use of gasoline.
15. It is important to me to have control over the things that I do.
16. With my schedule, minimizing time in travel is very important to me.
17. I really enjoy driving

SECTION 9: FRIENDS & FAMILY'S ATTITUDES TOWARDS TRANSPORTATION & ENVIRONMENT

This section links to bullet #10 under Subtask 2 in the Interim report, page 84.

- 1) [impfam.asp] How strongly do you agree or disagree with the following statements?

When I think of things that are important to *my family, friends, and people who are most important to me...*

1	2	3	4	5	6	7	
STRONGLY							STRONGLY
DISAGREE							AGREE

Statements [impfam1-impfam17]

1. They are concerned about global warming and/or climate change.
2. They love the freedom and independence that owning several cars provides for their household.
3. They think they are wasting too much time driving in congestion.
4. They think they should spend more time walking, just to be healthier.
5. They need to drive their cars to get where they need to go.
6. They think they should be more active in doing their part to protect the environment.
7. They think that environmental concerns are overblown.
8. They think that protecting the environment should be given top priority, even if it means an increase in taxes.
9. They'd be willing to drive less to reduce their use of foreign oil.
10. They think that any government effort to reduce environmental pollution should not cost them any money.
11. They think that economic growth and protection of jobs should have a higher priority than protecting the environment.
12. They do not think that cars contribute significantly to air pollution in our country.
13. Staying active and getting regular exercise is a top priority for them.
14. It would be hard for them to reduce their auto mileage and use of gasoline.
15. It is important to them to have control over the things that they do.
16. With their schedule, minimizing time in travel is very important.
17. They really enjoy driving

[PUT LAST AFTER THE CONJOINT]

PARTICIPANT DEMOGRAPHICS

1) [gender.asp] What is your gender?

1. Male
2. Female

2) [age.asp] What is your age?

_____ years

3) [married.asp] What is your marital status?

1. Single
2. Married
3. Separated
4. Divorced
5. Widowed

4) [educate.asp] What is your highest completed education level?

1. Less than high school diploma
2. High school diploma or equivalency
3. Some college, no degree
4. Associate degree
5. Bachelor's degree
6. Graduate or professional degree

5) [ethnic.asp] What is your ethnicity?

1. Asian/Asian American/Pacific Islander
2. Black/African American
3. Caucasian/White (non-Hispanic)
4. Hispanic/Latino
5. Native American/American Indian/Aleutian
6. Other (please describe): _____[ethnic6x]_____

6) [income.asp] What is your annual household income? If you are unsure of the answer, please give your best estimate.

\$___income1t_____,000 per year

7) [age18.asp] How many adults over the age of 18, including yourself, are currently living in your household?

___age181t____ adults over the age of 18

8) [cars.asp] How many cars does your household currently own or lease?

____cars1t_____ cars

CONJOINT EXERCISE

NOTE: The objective of this exercise is to determine the relative values placed by participants on home and neighborhood features. Study participants are presented with a series of choices between sets of three potential home location offerings. Each offering is fully described across the entire set of attributes that represent the major criteria that are likely to be heavily considered when choosing a home location. The first choice (labeled “current” in the example below) is held constant and

represents the participant’s current home location as he/she perceives it. The remaining two choices (“option 1” and “option 2”) are varied from question to question.

An example question is provided below.

If all were available, which of the following home locations would you choose to live in?

CURRENT

OPTION #1

OPTION #2

There are only SINGLE FAMILY HOUSES on VARIOUS-SIZED LOTS within a half-mile of your home	There are a MIX of single family detached houses, townhomes, apartments, and condominiums on 1 ACRE LOTS within a half-mile of your house	There are a MIX of single family detached houses, townhomes, apartments, and condominiums on VARIOUS SIZED LOTS within a half-mile of your home
Local destinations (such as shopping, a restaurant, a public library, and a school) are within 10 MILES of your home	Local destinations (such as shopping, a restaurant, a public library, and a school) are WITHIN A FEW BLOCKS of your home	Local destinations (such as shopping, a restaurant, a public library, and a school) are WITHIN 3 MILES of your home
Parking near your home is SUFFICIENT AND FREE.	Parking near your home is LIMITED AND FREE	Parking near your home is SUFFICIENT AND COSTS AN HOURLY FEE
Public transit (such as a bus or train) is 10 MILES OR FURTHER from your home.	Public transit (such as a bus or train) is ¼ TO ½ MILE from your home	Public transit (such as a bus or train) is 1 TO 5 MILES from your home
Public transit (such as a bus or train) comes EVERY 20 minutes	Public transit (such as a bus or train) comes EVERY 5 MINUTES	Public transit (such as a bus or train) comes EVERY 5 MINUTES
Your one-way commute to work is 10 MILES	Your one-way commute to work is 5 MILES	Your one-way commute to work is LESS THAN 3 MILES
Home prices in this neighborhood are THE SAME compared to your current neighborhood	Home prices in this neighborhood are 10% MORE compared to your current neighborhood	Home prices in this neighborhood are THE SAME compared to your current neighborhood
Streets in this neighborhood are designed to have MORE SPACE FOR CARS, even if this means less space for walking and bicycling	Streets in this neighborhood are designed to have MORE SPACE FOR WALKING AND BICYCLING, even if this means less space for cars	Streets in this neighborhood are designed to have MORE SPACE FOR WALKING AND BICYCLING, even if this means less space for cars

☐ **I Choose Current**

☐ **I Choose Option #1**

☐ **I Choose Option #2**

- 1) [current1.asp – current7.asp] Which of the following BEST DESCRIBES the (*insert attribute name*) of your current home location?

If you are unsure of the answer, please select the choice that best reflects your opinion of your current home location.

(All 8 attributes are evaluated for the participant's current home location)

- 2) [cbcintro.asp] Next you will be presented with a series of potential home locations. You will be shown three home locations that are fully described across the set of factors that you just evaluated. Please select the home location that you would choose to live in if all three were available.
- 3) [cbc.asp] Which of the following home locations would you choose to live in if they were available to you?

Draft Attributes for Stated Preference Exercise

- **Types of Homes**

- There are a MIX of single family detached houses, townhomes, apartments, and condominiums on LOTS OF LESS THAN 1 ACRE within a half-mile of your home.
- There are a MIX of single family detached houses, townhomes, apartments, and condominiums on 1 ACRE LOTS within a half-mile of your home.
- There are only SINGLE FAMILY HOUSES on LOTS OF LESS THAN 1 ACRE within a half-mile of your home.
- There are only SINGLE FAMILY HOUSES on 1 ACRE LOTS within a half-mile of your home.

- **Proximity to Local Destinations**

- Local destinations (such as shopping, a restaurant, a public library, and a school) are WITHIN A ½ MILE of your home.
- Local destinations (such as shopping, a restaurant, a public library, and a school) are WITHIN 3 MILES of your home.
- Local destinations (such as shopping, a restaurant, a public library, and a school) are WITHIN 10 MILES of your home.
- Local destinations (such as shopping, a restaurant, a public library, and a school) are MORE THAN 10 MILES AWAY from your home.

- **Home Location Parking**

- Parking in your own driveway and/or garage.
- Parking on-street or in a lot near your home (free parking).
- Parking is offstreet (lot and/or garage) near your house (monthly rental).

- **Distance to Public Transit**

- Public transit (such as a bus or train) is LESS THAN 1/2 MILE from your home.
- Public transit (such as a bus or train) is 1/2 TO 1 MILE from your home.
- Public transit (such as a bus or train) is 1 TO 10 MILES from your home.
- Public transit (such as a bus or train) is 10 MILES OR FURTHER from your home.

- **Street Design**
 - The streets have more space for cars, but less space is available for walking and biking.
 - The streets have more space for walking and biking, but less space for cars.
- **One-way Commute to Work**
 - Your one-way commute to work is LESS THAN 3 miles.
 - Your one-way commute to work is approximately 5 miles.
 - Your one-way commute to work is approximately 10 miles.
 - Your one-way commute to work is approximately 20 miles.
- **Price – Home Owners** (*only for those who anticipate owning their next home, Q8 Section 2=1*)
 - Home prices in this neighborhood are 20% LESS compared to your current neighborhood
 - Home prices in this neighborhood are 10% LESS compared to your current neighborhood
 - Home prices in this neighborhood are THE SAME compared to your current neighborhood
 - Home prices in this neighborhood are 10% MORE compared to your current neighborhood
 - Home prices in this neighborhood are 20% MORE compared to your current neighborhood
- **Price – Rentals** (*only for those who anticipate renting their next home, Q8 Section 2=2*)
 - Rental prices in this neighborhood are 20% LESS compared to your current neighborhood
 - Rental prices in this neighborhood are 10% LESS compared to your current neighborhood
 - Rental prices in this neighborhood are THE SAME compared to your current neighborhood
 - Rental prices in this neighborhood are 10% MORE compared to your current neighborhood
 - Rental prices in this neighborhood are 20% MORE compared to your current neighborhood

TCRP H-31 Phase 2 Survey

FOLLOWUP INTERNET PANEL SURVEY

October 2005

Screenener

[Folks who participated in the first study should be asked]

Introduction

[For those who participated in the first study. If new, jump to second paragraph below]

Hello! Around 9 months ago you participated in a survey about what you like and dislike about various kinds of neighborhoods. The results of that survey are now being analyzed by the research team. Now we are examining what types of transportation people choose along with neighborhood preference. We want to understand what kinds of transportation services are needed to encourage a change in travel patterns.

Did you participate in the previous survey?

Yes _____

No _____

I don't remember

If No or don't remember: Are you willing to participate in this survey? If Yes (continue on),

[FOR ALL PARTICIPANTS]

Thank you for taking the time to participate in this survey. Your answers and opinions will be of great value. Also, be assured that your answers will be kept strictly confidential and will NOT be associated with you in any way. This survey is being conducted by an independent market research firm.

To begin, please click on the arrow in the lower right-hand corner.

To answer most questions, all you need to do is click on the box next to your answer. There are also a few questions that ask you to type in a number. As you answer questions, you will usually advance automatically to the next screen. However, there are a number of times when you have to click on the arrow in the lower right-hand corner to continue.

If you want to go back and change a previous answer, simply click on the arrow in the lower left-hand corner. Any time you back up, you must re-answer that question before you can move forward again.

Please click on the arrow in the lower right-hand corner to continue.

SECTION 1: RECHECK KEY DESCRIPTIONS

26) How long have you lived at your current home (primary residence) location?

1. Less than 6 months
2. 6 months to less than 1 year
3. 1 to less than 2 years
4. 2 to less than 3 years
5. More than 3 years

27) Are you contemplating moving within the next two years?

1. yes
2. no

28) What type of residence do you currently live in?

1. Single-family house
2. Townhouse
3. Condominium
4. Apartment
5. Other (please describe): _____

29) What types of homes can be found within 1/3 mile of your current home location? Please select all that apply.

1. Single-family house
2. Townhouse
3. Condominium
4. Apartment
5. Other (please describe): _____

30) Which of the following types of transportation is YOUR PRIMARY means of getting to Work?

8. Walking
9. Bicycle
10. Car
11. Taxi
12. Public transit (e.g., bus, train, trolley)
13. Other (please describe): _____
14. Does not apply

- 31) What is the approximate distance from your home to the nearest public transit stop (e.g., bus or train)?

Distance from my home to the nearest public transit stop is

1. 1/3 mile or less
3. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

- 32) Do you consider the nearest public transit stop to be within walking distance?

- 33) What is the approximate distance from your home to the nearest commercial district with things like a retail store, restaurant, movie theater, or drug store?

Distance from my home to the nearest commercial district is

1. 1/3 mile or less
3. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

- 34) Do you consider the nearest commercial district to be within walking distance?

- 35) What is the approximate distance from your home to your place of work?

Distance from my home to workplace

1. 1/3 mile or less
4. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles
7. Not applicable

- 36) Do you consider your place of work to be within walking distance?

- 37) How many children 18 or younger are currently living in your home?

_____ children under the age of 18

- 38) How many adults over the age of 18, including yourself, are currently living in your household?

_____ adults over the age of 18

39) How many cars does your household currently own or lease?

_____ cars

SECTION 2: TPB MEASURES FOR PUBLIC TRANSPORTATION

We are interested in your thoughts and opinions about your daily transportation. Please tell us how important the following things would be in your choice of how to travel:

[Outcome Evaluations]

1) For me to reduce the cost of my daily transportation would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

2) For me to spend more time getting to my destination would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

3) For me to ride with people I don't know while traveling would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

4) For me to be able to leave the driving to someone else would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

5) For me to be dependent on someone else to get me to my destination on time would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

6) For me to meet my neighbors while walking is:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

7) For my household to own fewer cars would be: [SKIP THIS IF HOUSEHOLD OWNS NO CARS]:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

8) For me to have a reliable type of transportation to take to my destination would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

9) For me to reduce the amount of time I spend driving would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

10) For me to improve my health by walking more would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

11) For me to reduce pollution by using my car less would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

We are also interested in your thoughts and opinions about increasing the number of trips you make by walking and public transportation and reducing the number of trips you make by private automobile. [Note that public transportation includes bus, mini-bus, trolleys, light rail, rapid transit, and commuter rail]. Please answer each of the following questions by choosing the number that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

12) Most of the people who are important to me would like to walk and take public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

13) For me to walk and take public transportation more would be

extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

14) I plan to walk and take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

15) For me to walk and take public transportation more would be

extremely difficult : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely easy

16) Most people whose opinions I value would approve of my walking or taking public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

17) I am confident that if I wanted to I could walk and take public transportation more

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

18) For me to walk and use public transportation more would be

extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

19) I will make an effort to walk and take public transportation more.

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

20) It is expected of me that I will walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

21) For me to walk and take public transportation more would be

boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

22) For me to walk and take public transportation more would be

impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

23) I intend to walk and take public transportation more.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Control Beliefs]

24) I need to travel downtown.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

25) I need to travel to other parts of the region.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

26) I need to make local trips (to reach destinations such as the library, post office, restaurant, or coffee shop).

27) not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

28) I need access to a car to make spur of the moment trips.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

29) I need access to a car to carry heavy things.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

30) I find dealing with the fare for public transportation is a bother.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

31) I find waiting for the bus or train and not knowing when it is coming is a bother.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

32) I worry about crime or other disturbing behavior on public transportation.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

33) I worry encountering crime or other disturbing behavior when walking.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

34) I worry about being stranded if I rely on public transportation and miss the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Power of Control Factors]

35) It would be difficult for me to get downtown if I were to walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

36) If I were to walk and take public transportation more it would be difficult for me to get to other parts of the region.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

37) If I were to walk and take public transportation more it would be difficult to make local trips to reach destinations such as the library, post office, restaurant, or coffee shop).

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

38) It would be easier to take public transportation more if it were simple to pay the fare.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

39) It would be easier to take public transportation more if I knew when the bus or train would arrive.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

40) If I were to walk or take public transportation more it would be harder for me to make spur of the moment trips.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

41) If I were to walk or take public transportation more it would be harder for me to carry heavy things.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

42) It would be easier for me to take public transportation more if it were safe from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

43) It would be easier for me to walk more if it were safe from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

44) It would be easier for me to walk or take public transportation more if I was sure of not being lost or stranded by missing the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

45) I need a car to get where I need to go

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Behavioral Beliefs—Note that the following description should be visible for the Behavioral Beliefs section]

If I were to increase the number of trips I take by public transportation and walking and drive less:

46) I'd save money:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

47) I would ride more with people I don't know:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

48) I would be leaving the driving to someone else:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

49) I would be dependent upon someone else to get me to my destination on time:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

50) I would improve my health by walking more:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

51) I would improve my health by walking more to public transportation:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

52) I would reduce pollution:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

53) It would take more time for me to get to my destination:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

54) I would rely on public transportation and walking to get me to my destination in a timely way:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

55) I would reduce the amount of time I spend driving:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

56) I would meet more of my neighbors:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

57) My household could get by with fewer cars [SKIP THIS IF HOUSEHOLD OWNS NO CARS—That is if Section 2 Question 13 is 0 – or add an N/A]:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

[Normative Beliefs]

58) My family thinks that I should walk or take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

59) My friends think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

60) My neighbors think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

61) My co-workers think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Motivation to Comply]

62) Generally speaking, how much do you care what your family thinks you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

63) Generally speaking, how much do you care what your friends think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

64) Generally speaking, how much do you care what your neighbors think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

65) Generally speaking, how much do you care what your co-workers think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

SECTION 3: FOLLOW-UP QUESTIONS ABOUT NEIGHBORHOOD PREFERENCE

Imagine a different neighborhood where:

- There are sidewalks and bikeways throughout.
- There is transit service to downtown, with connections to the rest of the region, operating at least every 15 minutes.
- The neighborhood association provides a private shuttle bus to the town center from where you can get good transit to the rest of the region. The shuttle bus comes every 15 minutes and costs \$1. During the midday, this shuttle could take you to the store or for appointments or other close by errands. During the midday, this shuttle could take you to the store or for appointments or other close by errands.
- Cars are available on your block to be rented by the hour (car-sharing) when you need to make a trip that is difficult by transit.
- Your household would own fewer cars than you do currently.
- Your employer allows you to work from home at least one day a week and provides a computer, a separate phone line and high speed internet connection.

Please answer the following questions about this imaginary neighborhood:

Living in a neighborhood like this would be:

1) Something I would like to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

2) Something people I care about would like to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

3) Something that would be easy for me to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

Thinking about this imaginary neighborhood, which transportation options would you need to live with fewer cars in your household? **[SHOW THIS WITH Q 4-11]**

4) I would want frequent transit service (rail or express bus) to the downtown.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

5) I would want to be able to walk to a nearby store or coffee shop.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

6) I would want a transit service that connects me with the rest of the region.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

7) I would want a shuttle service to take me to the community center and other activities within the neighborhood.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

8) I would want a transit pass so that I never had to worry about having cash.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

9) I would want to be sure that a taxi would come at any hour.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

10) I would want a car on my block that I could rent by the hour (car-sharing).

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

11) I would want to know exactly when the bus or train would arrive.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

12) I could live with fewer cars in my household.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

Let's compare another imaginary neighborhood with the one where you live now. The imaginary neighborhood

- You would have better sidewalks.
- The houses would be somewhat smaller and closer together.
- The distance to work and schools would be shorter.
- Parking at you home would be limited to one car or you could park on the street or pay for parking.
- You could walk near-by stores and to a park.
- You would have a car-sharing vehicle on your block for rental by the hour
- You would have a transit pass to travel whenever you wanted
- Your employer allows you to work from home at least one day a week and provides a computer, a separate phone line and high speed internet connection.

How would you compare this neighborhood to the one where you currently live?

strongly prefer

strongly prefer

my neighborhood: 1 : 2 : 3 : 4 : 5 : 6 : 7 : the imaginary neighborhood

SECTION 4: THE MESSAGE

Please read the following message about public transportation [TWO OF THREE GROUPS GETS ONE MESSAGE—DIVIDE SAMPLE INTO 3 GROUPS. ONE GROUP IS THE CONTROL AND GETS NO MESSAGE]:

[Message 1]

Using Transit and Walking Will Save Money:

The cost of a transit fare is small compared to the cost of an automobile, and you can deduct the cost of a pass from your taxes. Thus substituting transit and walk trips for auto trips will help save you money.

One of the best features about taking public transportation is that it is an inexpensive way to travel. If you travel daily by transit, then a weekly or monthly transit pass can save even more money than paying each time you ride. Although some transit fares are increasing, so are the price of gasoline and car insurance. For those able to reduce the number of cars they own, savings are even greater.

Your employer can allow you to pay for up to \$105/month on a transit pass before taxes. The transit pass can then be used to pay for bus and rail services. For example if your employer lets you purchase a transit pass with a payroll deduction, and that pass costs \$105 per month, this will cost you around \$735 dollars a year. This same amount of service purchased directly from your transit provider with after tax dollars would cost you \$1260 a year. This is because you save on federal and FICA, and possibly state and unemployment taxes by purchasing through your employer.

[Message 2]

Taking Public Transportation and Walking Helps Reduce Air Pollution and Increases Physical Activity

The health effects of mobile vehicle pollution can be severe and even life threatening, particularly to children, older adults and adults with respiratory illnesses. Air pollution claims 70,000 lives a year, nearly twice the number killed in traffic accidents.

Increased availability and use of public transportation dramatically reduces motor vehicle emissions. In fact public transportation reduces annual emissions of the pollutants that create smog by more than 97,000 tons. Even modest increases in the uses of public transportation would greatly reduce hazardous pollution in congested areas where pollution now poses the greatest risk.

Another health concern is that nearly 65 percent of U.S. adults are overweight; 30 percent are obese. The extra weight and lack of exercise together is adding to our risk for heart attacks, strokes and cancer according to National Cancer Association and the Centers for Disease Control.

Obesity and declining physical fitness can be associated with inactive, sedentary, auto-dependent lifestyles. In urban and suburban areas where few travel options are available, cars are now used for 80 percent of trips *less than one mile in length*. On the other hand, people living in communities with good sidewalks and commercial areas located near residential areas appear to make one half the automobile trips of those in areas with only single family homes.. This is because many shorter trips are made by walking or taking public transportation. Walking to work, or to a bus or rail stop provides a built-in opportunity for exercise.

[FEEDBACK ON THE MESSAGE]

Please tell us more about what you think of this message:

This message made me think about:

1) Why everyone should use transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

2) Why everyone should walk

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

3) The value of transit to me

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

4) Why I should live close to transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

5) Why my using transit is good for the environment

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

6) Why my using transit is good for public health

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

7) How I can save money using transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

8) I found this message understandable

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

9) I found this message convincing

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

10) I already knew everything stated in this message

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

11) This message makes me want to use transit more.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

12) This message makes me want to walk more.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

13) For me, the disadvantages of using transit still outweigh the advantages of using it.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

SECTION 5: PREFERENCE MEASURES FOR ALTERNATIVE TRANSPORTATION CONCEPTS

We want to know your thoughts and opinions about using a set of transportation or job options that could allow you to increase your use of walking and public transportation and/or reduce the number of trips you take by private automobile. First tell us whether you have options similar to the following options available to you now.

- 1) Fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 4) Good connections by transit to the rest of the region (other than to the downtown). This service may involve a transfer from one transit vehicle to another.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 5) A small community shuttle bus that connects your street with the local community center, and other activities within your neighborhood.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 6) A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service is obtained by calling a special number and is immediately available.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 7) Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 8) You have a "smart card" which you use to purchase service on any of the buses or trains.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 9) You have a cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 10) Your employer allows you to work from home at least one day a week. You are provided a computer, a separate phone line and high speed internet connection.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

[MaxDiff Exercise]

Now, please tell us what you think of the following alternatives by telling us which you find to be the most appealing and the least appealing, that is which would be the most likely and the least likely to get you to reduce your travel by your own automobile. The alternatives are as follows:

- There is fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away. [TRANSIT TO DOWNTOWN]
- There are good connections by transit to the rest of the region (other than the downtown). This service may involve a transfer from one transit vehicle to another. Service is available every 15 minutes or better throughout the day. [REGIONAL TRANSIT]
- There is a shuttle bus that connects your street with the local community center, and other activities within your neighborhood. Service is available 15 minutes throughout the day. [COMMUNITY SHUTTLE]
- A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service can be obtained by calling a special number and is immediately available. [COMMUNITY DOOR TO DOOR]
- Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit. Cars should be reserved a day in advance, but also may be available immediately. [CAR SHARING]
- You have a "smart card" which you can use to purchase service on any of the taxis, buses, or trains. Just wave the card near the fare reader or meter, and your card will be debited the fare. [SMART CARD]
- You have a new kind of cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation. It would also have a "911" button that would instantly send your location to police, or emergency services. This cell phone can serve as your normal cell phone, or your own phone can be programmed to have this capability. [SMART PHONE]
- Your employer allows you to work from home at least one day a week. You are provided a computer, separate phone line and high-speed internet connection. [TELECOMMUTING]

[What follows is that the respondent receives a series of choices, with combinations of 4 alternatives out of 8. Following is an example.]

Of these three, which are the most and least appealing?		
Most Appealing		Least Appealing
<input type="checkbox"/>	Transit to Downtown	<input type="checkbox"/>
<input type="checkbox"/>	Community Shuttle	<input type="checkbox"/>
<input type="checkbox"/>	Smart Phone	<input type="checkbox"/>
<input type="checkbox"/>	Car Sharing	<input type="checkbox"/>

SECTION 6: TPB MEASURES FOR ALTERNATIVE TRANSPORTATION CONCEPTS

We want to know your thoughts and opinions about using a set of transportation options that could allow you to reduce the number of trips you take by private automobile and increase the number of trips you take by walking and using public transportation. Assume that you have all of the following alternative transportation options available to you:

- There is fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away. [TRANSIT TO DOWNTOWN]
- There are good connections by transit to the rest of the region (other than the downtown). This service may involve a transfer from one transit vehicle to another. Service is available every 15 minutes or better throughout the day. [REGIONAL TRANSIT]
- There is a shuttle bus that connects your street with the local community center, and other activities within your neighborhood. Service is available every 15 minutes throughout the day. [COMMUNITY SHUTTLE]
- A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service can be obtained by calling a special number and is immediately available. [COMMUNITY DOOR TO DOOR]
- Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit. Cars should be reserved a day in advance, but also may be available immediately. [CAR SHARING]
- You have a “smart card” which you can use to purchase service on any of the buses, shuttles, trains, or taxis. Just wave the card near the fare reader or meter, and your card will be debited the fare. [SMART CARD]
- You have a new kind of cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation. It would also have a “911” button that would instantly send your

location to police, or emergency services. This cell phone can serve as your normal cell phone, or your own phone can be programmed to have this capability. [SMART PHONE]

Please answer each of the following questions by choosing the number that best describes your opinion about using any or all of the improved transportation services described above for your trips. Think about how you might use any and all of these services to get to work or other trips—there might be more than one way to do so, and your choice of services could vary by your changing daily needs. Please read each question carefully. Some of the questions may appear to be similar, but they do address somewhat different issues.

With these seven alternative transportation services available to me: [KEEP VISIBLE DURING BEHAVIORAL BELIEFS]

[Behavioral Beliefs]

1) I'd save money:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

2) I would be dependent upon someone else to get me to my destination on time:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

3) I would improve my health by walking more:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

4) I would improve my health by walking more to public transportation:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

5) I would reduce pollution:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

6) I would rely on alternative transportation and walking to get me to my destination in a timely way:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

7) I would reduce the amount of time I spend driving:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

8) My household could get by with fewer cars:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

9) For me to walk and take public transportation more would be

extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

10) I would plan to walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

11) For me to walk and take public transportation more would be

extremely difficult : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely easy

12) I am confident that if I wanted to I could walk and take public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

13) For me to walk and take public transportation more would be

extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

14) I would make an effort to walk and take public transportation more.

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

15) It is expected of me that I would walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

16) I would intend to walk and take public transportation more

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

17) For me to walk and take public transportation more would be

boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

18) For me to walk and take public transportation more would be

impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

[Power of Control Factors]

19) If I were to use the new services it would be more difficult for me to get to downtown.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

20) If I were to use the new services, it would be more difficult for me to get to other parts of the region.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

21) If I were to use the new services, it would be more difficult to make local trips to reach destinations such as the library, post office, restaurant, or coffee shop.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

22) If I were to use the new services, paying the fare would be simple.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

23) If I were to use the new services, it would be easy to know when the bus or train would arrive.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

24) If I were to use the new services, it would be harder for me to make spur of the moment trips.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

25) If I were to use the new services and drive my own car less, it would be harder for me when I have to carry heavy things.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

26) If I were to use the new services, I would feel safer from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

27) With the new services available, I would have less concern about being lost or stranded by missing the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Normative Beliefs]

28) With the new services available, my family would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

29) With the new services available, my friends would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

30) With the new services available, my neighbors would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

31) With the new services available, my co-workers would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

SECTION 7: PARTICIPANT DEMOGRAPHICS

7) What is your gender?

- 3. Male
- 4. Female

8) What is your age?

_____ years

9) What is your marital status?

- 6. Single
- 7. Married
- 8. Separated
- 9. Divorced
- 10. Widowed

10) What is your highest completed education level?

- 7. Less than high school diploma
- 8. High school diploma or equivalency

9. Some college, no degree
10. Associate degree
11. Bachelor's degree
12. Graduate or professional degree

11) What is your ethnicity?

7. Asian/Asian American/Pacific Islander
8. Black/African American
9. Caucasian/White (non-Hispanic)
10. Hispanic/Latino
11. Native American/American Indian/Aleutian
12. Other (please describe): _____
13. Prefer not to answer

12) What is annual household income?

- 1) Under \$20,000
- 2) \$20,000-\$29,999
- 3) \$30,000-\$39,999
- 4) \$40,000-\$49,999
- 5) \$50,000-\$59,999
- 6) \$60,000-\$69,999
- 7) \$70,000-\$79,999
- 8) \$80,000-\$89,999
- 9) \$90,000-\$99,999
- 10) \$100,000 or more
- 11) Prefer not to answer

TCRP H-31 Phase 2 Survey

FOLLOWUP INTERNET PANEL SURVEY

October 2005

Screenener

[Folks who participated in the first study should be asked]

Introduction

[For those who participated in the first study. If new, jump to second paragraph below]

Hello! Around 9 months ago you participated in a survey about what you like and dislike about various kinds of neighborhoods. The results of that survey are now being analyzed by the research team. Now we are examining what types of transportation people choose along with neighborhood preference. We want to understand what kinds of transportation services are needed to encourage a change in travel patterns.

Did you participate in the previous survey?

Yes _____

No _____

I don't remember

If No or don't remember: Are you willing to participate in this survey? If Yes (continue on),

[FOR ALL PARTICIPANTS]

Thank you for taking the time to participate in this survey. Your answers and opinions will be of great value. Also, be assured that your answers will be kept strictly confidential and will NOT be associated with you in any way. This survey is being conducted by an independent market research firm.

To begin, please click on the arrow in the lower right-hand corner.

To answer most questions, all you need to do is click on the box next to your answer. There are also a few questions that ask you to type in a number. As you answer questions, you will usually advance automatically to the next screen. However, there are a number of times when you have to click on the arrow in the lower right-hand corner to continue.

If you want to go back and change a previous answer, simply click on the arrow in the lower left-hand corner. Any time you back up, you must re-answer that question before you can move forward again.

Please click on the arrow in the lower right-hand corner to continue.

SECTION 1: RECHECK KEY DESCRIPTIONS

40) How long have you lived at your current home (primary residence) location?

1. Less than 6 months
2. 6 months to less than 1 year
3. 1 to less than 2 years
4. 2 to less than 3 years
5. More than 3 years

41) Are you contemplating moving within the next two years?

1. yes
2. no

42) What type of residence do you currently live in?

1. Single-family house
2. Townhouse
3. Condominium
4. Apartment
5. Other (please describe): _____

43) What types of homes can be found within 1/3 mile of your current home location? Please select all that apply.

1. Single-family house
2. Townhouse
3. Condominium
4. Apartment
5. Other (please describe): _____

44) Which of the following types of transportation is YOUR PRIMARY means of getting to Work?

1. Walking
2. Bicycle
3. Car
4. Taxi
5. Public transit (e.g., bus, train, trolley)
6. Other (please describe): _____
7. Does not apply

45) What is the approximate distance from your home to the nearest public transit stop (e.g., bus or train)?

Distance from my home to the nearest public transit stop is

1. 1/3 mile or less
4. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

46) Do you consider the nearest public transit stop to be within walking distance?

47) What is the approximate distance from your home to the nearest commercial district with things like a retail store, restaurant, movie theater, or drug store?

Distance from my home to the nearest commercial district is

1. 1/3 mile or less
5. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
6. More than 10 miles

48) Do you consider the nearest commercial district to be within walking distance?

49) What is the approximate distance from your home to your place of work?

Distance from my home to workplace

1. 1/3 mile or less
6. More than 1/3 mile to 1 mile
3. More than 1 mile to 2.0 miles
4. More than 2.0 miles to 5.0 miles
5. More than 5.0 miles to 10 miles
8. More than 10 miles
9. Not applicable

50) Do you consider your place of work to be within walking distance?

51) How many children 18 or younger are currently living in your home?

_____ children under the age of 18

52) How many adults over the age of 18, including yourself, are currently living in your household?

_____ adults over the age of 18

53) How many cars does your household currently own or lease?

_____ cars

SECTION 2: TPB MEASURES FOR PUBLIC TRANSPORTATION

We are interested in your thoughts and opinions about your daily transportation. Please tell us how important the following things would be in your choice of how to travel:

[Outcome Evaluations]

66) For me to reduce the cost of my daily transportation would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

67) For me to spend more time getting to my destination would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

68) For me to ride with people I don't know while traveling would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

69) For me to be able to leave the driving to someone else would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

70) For me to be dependent on someone else to get me to my destination on time would be:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

71) For me to meet my neighbors while walking is:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

72) For my household to own fewer cars would be: [SKIP THIS IF HOUSEHOLD OWNS NO CARS]:

Extremely undesirable: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

73) For me to have a reliable type of transportation to take to my destination would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

74) For me to reduce the amount of time I spend driving would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

75) For me to improve my health by walking more would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

76) For me to reduce pollution by using my car less would be:

Extremely unimportant: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely important

We are also interested in your thoughts and opinions about increasing the number of trips you make by walking and public transportation and reducing the number of trips you make by private automobile. [Note that public transportation includes bus, mini-bus, trolleys, light rail, rapid transit, and commuter rail]. Please answer each of the following questions by choosing the number that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues. Please read each question carefully.

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

77) Most of the people who are important to me would like to walk and take public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

78) For me to walk and take public transportation more would be

extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

79) I plan to walk and take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

80) For me to walk and take public transportation more would be

extremely difficult : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely easy

81) Most people whose opinions I value would approve of my walking or taking public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

82) I am confident that if I wanted to I could walk and take public transportation more

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

83) For me to walk and use public transportation more would be

extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

84) I will make an effort to walk and take public transportation more.

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

85) It is expected of me that I will walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

86) For me to walk and take public transportation more would be

boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

87) For me to walk and take public transportation more would be

impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

88) I intend to walk and take public transportation more.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Control Beliefs]

89) I need to travel downtown.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

90) I need to travel to other parts of the region.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

91) I need to make local trips (to reach destinations such as the library, post office, restaurant, or coffee shop).

92) not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

93) I need access to a car to make spur of the moment trips.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

94) I need access to a car to carry heavy things.

not very often : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very often

95) I find dealing with the fare for public transportation is a bother.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

96) I find waiting for the bus or train and not knowing when it is coming is a bother.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

97) I worry about crime or other disturbing behavior on public transportation.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

98) I worry encountering crime or other disturbing behavior when walking.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

99) I worry about being stranded if I rely on public transportation and miss the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Power of Control Factors]

100) It would be difficult for me to get downtown if I were to walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

101) If I were to walk and take public transportation more it would be difficult for me to get to other parts of the region.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

102) If I were to walk and take public transportation more it would be difficult to make local trips to reach destinations such as the library, post office, restaurant, or coffee shop).

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

103) It would be easier to take public transportation more if it were simple to pay the fare.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

104) It would be easier to take public transportation more if I knew when the bus or train would arrive.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

105) If I were to walk or take public transportation more it would be harder for me to make spur of the moment trips.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

106) If I were to walk or take public transportation more it would be harder for me to carry heavy things.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

107) It would be easier for me to take public transportation more if it were safe from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

108) It would be easier for me to walk more if it were safe from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

109) It would be easier for me to walk or take public transportation more if I was sure of not being lost or stranded by missing the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

110) I need a car to get where I need to go

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Behavioral Beliefs—Note that the following description should be visible for the Behavioral Beliefs section]

If I were to increase the number of trips I take by public transportation and walking and drive less:

111) I'd save money:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

112) I would ride more with people I don't know:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

113) I would be leaving the driving to someone else:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

114) I would be dependent upon someone else to get me to my destination on time:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

115) I would improve my health by walking more:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

116) I would improve my health by walking more to public transportation:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

117) I would reduce pollution:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

118) It would take more time for me to get to my destination:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

119) I would rely on public transportation and walking to get me to my destination in a timely way:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

120) I would reduce the amount of time I spend driving:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

121) I would meet more of my neighbors:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

122) My household could get by with fewer cars [SKIP THIS IF HOUSEHOLD OWNS NO CARS—That is if Section 2 Question 13 is 0 – or add an N/A]:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

[Normative Beliefs]

123) My family thinks that I should walk or take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

124) My friends think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

125) My neighbors think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

126) My co-workers think that I should walk or take public transportation more

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Motivation to Comply]

127) Generally speaking, how much do you care what your family thinks you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

128) Generally speaking, how much do you care what your friends think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

129) Generally speaking, how much do you care what your neighbors think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

130) Generally speaking, how much do you care what your co-workers think you should do?

not at all : 1 : 2 : 3 : 4 : 5 : 6 : 7 : very much

SECTION 3: FOLLOW-UP QUESTIONS ABOUT NEIGHBORHOOD PREFERENCE

Imagine a different neighborhood where:

- There are sidewalks and bikeways throughout.
- There is transit service to downtown, with connections to the rest of the region, operating at least every 15 minutes.
- The neighborhood association provides a private shuttle bus to the town center from where you can get good transit to the rest of the region. The shuttle bus comes every 15 minutes and costs \$1. During the midday, this shuttle could take you to the store or for appointments or other close by errands. During the midday, this shuttle could take you to the store or for appointments or other close by errands.
- Cars are available on your block to be rented by the hour (car-sharing) when you need to make a trip that is difficult by transit.
- Your household would own fewer cars than you do currently.
- Your employer allows you to work from home at least one day a week and provides a computer, a separate phone line and high speed internet connection.

Please answer the following questions about this imaginary neighborhood:

Living in a neighborhood like this would be:

13) Something I would like to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

14) Something people I care about would like to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

15) Something that would be easy for me to do

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

Thinking about this imaginary neighborhood, which transportation options would you need to live with fewer cars in your household? **[SHOW THIS WITH Q 4-11]**

16) I would want frequent transit service (rail or express bus) to the downtown.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

17) I would want to be able to walk to a nearby store or coffee shop.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

18) I would want a transit service that connects me with the rest of the region.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

19) I would want a shuttle service to take me to the community center and other activities within the neighborhood.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

20) I would want a transit pass so that I never had to worry about having cash.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

21) I would want to be sure that a taxi would come at any hour.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

22) I would want a car on my block that I could rent by the hour (car-sharing).

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

23) I would want to know exactly when the bus or train would arrive.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

24) I could live with fewer cars in my household.

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

Let's compare another imaginary neighborhood with the one where you live now. The imaginary neighborhood

- You would have better sidewalks.
- The houses would be somewhat smaller and closer together.
- The distance to work and schools would be shorter.
- Parking at you home would be limited to one car or you could park on the street or pay for parking.
- You could walk near-by stores and to a park.
- You would have a car-sharing vehicle on your block for rental by the hour
- You would have a transit pass to travel whenever you wanted
- Your employer allows you to work from home at least one day a week and provides a computer, a separate phone line and high speed internet connection.

How would you compare this neighborhood to the one where you currently live?

strongly prefer

strongly prefer

my neighborhood: 1 : 2 : 3 : 4 : 5 : 6 : 7 : the imaginary neighborhood

SECTION 4: THE MESSAGE

Please read the following message about public transportation [TWO OF THREE GROUPS GETS ONE MESSAGE—DIVIDE SAMPLE INTO 3 GROUPS. ONE GROUP IS THE CONTROL AND GETS NO MESSAGE]:

[Message 1]

Using Transit and Walking Will Save Money:

The cost of a transit fare is small compared to the cost of an automobile, and you can deduct the cost of a pass from your taxes. Thus substituting transit and walk trips for auto trips will help save you money.

One of the best features about taking public transportation is that it is an inexpensive way to travel. If you travel daily by transit, then a weekly or monthly transit pass can save even more money than paying each time you ride. Although some transit fares are increasing, so are the price of gasoline and car insurance. For those able to reduce the number of cars they own, savings are even greater.

Your employer can allow you to pay for up to \$105/month on a transit pass before taxes. The transit pass can then be used to pay for bus and rail services. For example if your employer lets you purchase a transit pass with a payroll deduction, and that pass costs \$105 per month, this will cost you around \$735 dollars a year. This same amount of service purchased directly from your transit provider with after tax dollars would cost you \$1260 a year. This is because you save on federal and FICA, and possibly state and unemployment taxes by purchasing through your employer.

[Message 2]

Taking Public Transportation and Walking Helps Reduce Air Pollution and Increases Physical Activity

The health effects of mobile vehicle pollution can be severe and even life threatening, particularly to children, older adults and adults with respiratory illnesses. Air pollution claims 70,000 lives a year, nearly twice the number killed in traffic accidents.

Increased availability and use of public transportation dramatically reduces motor vehicle emissions. In fact public transportation reduces annual emissions of the pollutants that create smog by more than 97,000 tons. Even modest increases in the uses of public transportation would greatly reduce hazardous pollution in congested areas where pollution now poses the greatest risk.

Another health concern is that nearly 65 percent of U.S. adults are overweight; 30 percent are obese. The extra weight and lack of exercise together is adding to our risk for heart attacks, strokes and cancer according to National Cancer Association and the Centers for Disease Control.

Obesity and declining physical fitness can be associated with inactive, sedentary, auto-dependent lifestyles. In urban and suburban areas where few travel options are available, cars are now used for 80 percent of trips *less than one mile in length*. On the other hand, people living in communities with good sidewalks and commercial areas located near residential areas appear to make one half the automobile trips of those in areas with only single family homes.. This is because many shorter trips are made by walking or taking public transportation. Walking to work, or to a bus or rail stop provides a built-in opportunity for exercise.

[FEEDBACK ON THE MESSAGE]

Please tell us more about what you think of this message:

This message made me think about:

14) Why everyone should use transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

15) Why everyone should walk

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

16) The value of transit to me

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

17) Why I should live close to transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

18) Why my using transit is good for the environment

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

19) Why my using transit is good for public health

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

20) How I can save money using transit

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

21) I found this message understandable

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

22) I found this message convincing

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

23) I already knew everything stated in this message

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

24) This message makes me want to use transit more.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

25) This message makes me want to walk more.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

26) For me, the disadvantages of using transit still outweigh the advantages of using it.

Strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

SECTION 5: PREFERENCE MEASURES FOR ALTERNATIVE TRANSPORTATION CONCEPTS

We want to know your thoughts and opinions about using a set of transportation or job options that could allow you to increase your use of walking and public transportation and/or reduce the number of trips you take by private automobile. First tell us whether you have options similar to the following options available to you now.

- 1) Fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 11) Good connections by transit to the rest of the region (other than to the downtown). This service may involve a transfer from one transit vehicle to another.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 12) A small community shuttle bus that connects your street with the local community center, and other activities within your neighborhood.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 13) A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service is obtained by calling a special number and is immediately available.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 14) Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 15) You have a "smart card" which you use to purchase service on any of the buses or trains.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 16) You have a cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

- 17) Your employer allows you to work from home at least one day a week. You are provided a computer, a separate phone line and high speed internet connection.

I have an option very similar to this: _____

I have an option somewhat similar to this: _____

I don't have this option: _____

[MaxDiff Exercise]

Now, please tell us what you think of the following alternatives by telling us which you find to be the most appealing and the least appealing, that is which would be the most likely and the least likely to get you to reduce your travel by your own automobile. The alternatives are as follows:

- There is fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away. [TRANSIT TO DOWNTOWN]
- There are good connections by transit to the rest of the region (other than the downtown). This service may involve a transfer from one transit vehicle to another. Service is available every 15 minutes or better throughout the day. [REGIONAL TRANSIT]
- There is a shuttle bus that connects your street with the local community center, and other activities within your neighborhood. Service is available 15 minutes throughout the day. [COMMUNITY SHUTTLE]
- A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service can be obtained by calling a special number and is immediately available. [COMMUNITY DOOR TO DOOR]
- Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit. Cars should be reserved a day in advance, but also may be available immediately. [CAR SHARING]
- You have a "smart card" which you can use to purchase service on any of the taxis, buses, or trains. Just wave the card near the fare reader or meter, and your card will be debited the fare. [SMART CARD]
- You have a new kind of cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation. It would also have a "911" button that would instantly send your location to police, or emergency services. This cell phone can serve as your normal cell phone, or your own phone can be programmed to have this capability. [SMART PHONE]
- Your employer allows you to work from home at least one day a week. You are provided a computer, separate phone line and high-speed internet connection. [TELECOMMUTING]

[What follows is that the respondent receives a series of choices, with combinations of 4 alternatives out of 8. Following is an example.]

Of these three, which are the most and least appealing?		
Most Appealing		Least Appealing
<input type="checkbox"/>	Transit to Downtown	<input type="checkbox"/>
<input type="checkbox"/>	Community Shuttle	<input type="checkbox"/>
<input type="checkbox"/>	Smart Phone	<input type="checkbox"/>
<input type="checkbox"/>	Car Sharing	<input type="checkbox"/>

SECTION 6: TPB MEASURES FOR ALTERNATIVE TRANSPORTATION CONCEPTS

We want to know your thoughts and opinions about using a set of transportation options that could allow you to reduce the number of trips you take by private automobile and increase the number of trips you take by walking and using public transportation. Assume that you have all of the following alternative transportation options available to you:

- There is fast transit service (rail or express bus) to the downtown. This service is available every 15 minutes or better, and a station is located less than a mile away. [TRANSIT TO DOWNTOWN]
- There are good connections by transit to the rest of the region (other than the downtown). This service may involve a transfer from one transit vehicle to another. Service is available every 15 minutes or better throughout the day. [REGIONAL TRANSIT]
- There is a shuttle bus that connects your street with the local community center, and other activities within your neighborhood. Service is available every 15 minutes throughout the day. [COMMUNITY SHUTTLE]
- A community door to door service that you can take at about half the price of taxi service, that you share with others traveling at the same time. This service can be obtained by calling a special number and is immediately available. [COMMUNITY DOOR TO DOOR]
- Cars are available on your block or near your workplace to be rented by the hour (car-sharing) when you need to make a trip that is difficult to make on transit. Cars should be reserved a day in advance, but also may be available immediately. [CAR SHARING]
- You have a “smart card” which you can use to purchase service on any of the buses, shuttles, trains, or taxis. Just wave the card near the fare reader or meter, and your card will be debited the fare. [SMART CARD]
- You have a new kind of cell phone which will tell you exactly when the bus or train will arrive, show you where you are, and provide instructions on getting to your destination by public transportation. It would also have a “911” button that would instantly send your

location to police, or emergency services. This cell phone can serve as your normal cell phone, or your own phone can be programmed to have this capability. [SMART PHONE]

Please answer each of the following questions by choosing the number that best describes your opinion about using any or all of the improved transportation services described above for your trips. Think about how you might use any and all of these services to get to work or other trips—there might be more than one way to do so, and your choice of services could vary by your changing daily needs. Please read each question carefully. Some of the questions may appear to be similar, but they do address somewhat different issues.

With these seven alternative transportation services available to me: [KEEP VISIBLE DURING BEHAVIORAL BELIEFS]

[Behavioral Beliefs]

32) I'd save money:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

33) I would be dependent upon someone else to get me to my destination on time:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

34) I would improve my health by walking more:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

35) I would improve my health by walking more to public transportation:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

36) I would reduce pollution:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

37) I would rely on alternative transportation and walking to get me to my destination in a timely way:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

38) I would reduce the amount of time I spend driving:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

39) My household could get by with fewer cars:

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

[Direct Measures of Perceived Behavioral Control, Subjective Norm, Attitude, and Intention]

40) For me to walk and take public transportation more would be

extremely undesirable : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely desirable

41) I would plan to walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

42) For me to walk and take public transportation more would be

extremely difficult : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely easy

43) I am confident that if I wanted to I could walk and take public transportation more.

definitely false : 1 : 2 : 3 : 4 : 5 : 6 : 7 : definitely true

44) For me to walk and take public transportation more would be

extremely unpleasant : 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely pleasant

45) I would make an effort to walk and take public transportation more.

I definitely will not : 1 : 2 : 3 : 4 : 5 : 6 : 7 : I definitely will

46) It is expected of me that I would walk and take public transportation more.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

47) I would intend to walk and take public transportation more

strongly disagree: 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

48) For me to walk and take public transportation more would be

boring : 1 : 2 : 3 : 4 : 5 : 6 : 7 : interesting

49) For me to walk and take public transportation more would be

impossible : 1 : 2 : 3 : 4 : 5 : 6 : 7 : possible

[Power of Control Factors]

50) If I were to use the new services it would be more difficult for me to get to downtown.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

51) If I were to use the new services, it would be more difficult for me to get to other parts of the region.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

52) If I were to use the new services, it would be more difficult to make local trips to reach destinations such as the library, post office, restaurant, or coffee shop.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

53) If I were to use the new services, paying the fare would be simple.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

54) If I were to use the new services, it would be easy to know when the bus or train would arrive.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

55) If I were to use the new services, it would be harder for me to make spur of the moment trips.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

56) If I were to use the new services and drive my own car less, it would be harder for me when I have to carry heavy things.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

57) If I were to use the new services, I would feel safer from crime and other disturbing behavior.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

58) With the new services available, I would have less concern about being lost or stranded by missing the bus or train.

strongly disagree : 1 : 2 : 3 : 4 : 5 : 6 : 7 : strongly agree

[Normative Beliefs]

59) With the new services available, my family would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

60) With the new services available, my friends would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

61) With the new services available, my neighbors would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

62) With the new services available, my co-workers would be more supportive of my walking more and taking public transportation more.

extremely unlikely: 1 : 2 : 3 : 4 : 5 : 6 : 7 : extremely likely

SECTION 7: PARTICIPANT DEMOGRAPHICS

13) What is your gender?

- 5. Male
- 6. Female

14) What is your age?

_____ years

15) What is your marital status?

- 11. Single
- 12. Married
- 13. Separated
- 14. Divorced
- 15. Widowed

16) What is your highest completed education level?

- 13. Less than high school diploma
- 14. High school diploma or equivalency

- 15. Some college, no degree
- 16. Associate degree
- 17. Bachelor's degree
- 18. Graduate or professional degree

17) What is your ethnicity?

- 14. Asian/Asian American/Pacific Islander
- 15. Black/African American
- 16. Caucasian/White (non-Hispanic)
- 17. Hispanic/Latino
- 18. Native American/American Indian/Aleutian
- 19. Other (please describe): _____
- 20. Prefer not to answer

18) What is annual household income?

- 12) Under \$20,000
- 13) \$20,000-\$29,999
- 14) \$30,000-\$39,999
- 15) \$40,000-\$49,999
- 16) \$50,000-\$59,999
- 17) \$60,000-\$69,999
- 18) \$70,000-\$79,999
- 19) \$80,000-\$89,999
- 20) \$90,000-\$99,999
- 21) \$100,000 or more
- 22) Prefer not to answer