



## Millennials & Mobility:

### Understanding the Millennial Mindset and New Opportunities for Transit Providers

Phase 2 Quantitative: Online Survey  
FINAL PROGRAMMED SURVEY (April 2013)

#### STUDY PHASE OBJECTIVE:

Using key insights gleaned from the Phase 1 qualitative in-depth phone interviews, Latitude Research will design and execute a **large-scale online quantitative survey** focused on quantifying Millennials' mobility mindsets, behaviors and related opportunities.

#### STUDY PHASE DESIGN:

This study phase is a **~17 minute online quantitative** survey of **n=~1,000 participants** will involve a sample of respondents from across 6 cities in the US.

After finalizing the content of this survey with you, we will use this Word document to program these questions into a user-friendly web survey for participants to take online (or using a web browser on their mobile device). Below is a sample screen shot of what this online programmed survey version looks like for survey takers.

A screenshot of an online survey form. The first question is "To begin with, how old are you?" with a dropdown menu showing the number "32". The second question is "Are you..." with two radio button options: "Male" (which is selected) and "Female". Below the questions is a progress bar showing "0%" on the left and "100%" on the right, with a grey arrow pointing to the right in the center.

This online survey will include an initial “**screener**” portion – to ensure we’re speaking with the right group of people.

- QUALIFIEDS are those who meet the criteria we’ve determined ahead of time to define the survey sample/pool of people we want to look at in the final dataset. They are allowed to answer all of the remaining survey questions.
- People qualify as a survey COMPLETE when they make it through the screener section and answer ALL other survey questions. Only those who start and answer ALL survey questions are categorized as a COMPLETE and are compensated with a reward for their time/responses by the sample provider.
  - (In this case, our survey participants will be provided by uSamp. uSamp will also take care of participant compensation/incentives.)
- TERMINATES – if a participant answers a question with a response option we have decided should disqualify them from the pool of people we want to look at, they are (politely) “kicked-out” of the survey/dataset, receiving a message thanking them for their time, and recording that individual as a “DISQUALIFIED” respondent.
- INCOMPLETES are those who may have qualified and made it past the Screener section, but for whatever reason did not fully answer ALL of the survey questions. We will not include any incompletes in the final dataset.
- We also wanted to point out that we will field for **1,000 completed surveys**. We won’t include any incomplete submissions from survey participants in the final dataset, and will not close the survey until we have all 1,000 responses with answers to ALL survey questions.

Survey participants will be **recruited** through our third-party sample provider partner, uSamp.

- This sample provider has a **nation-wide database** of individuals who have signed-up to be contacted for various digital surveys (e.g., via email, social media adverts, through a web “portal” that they regularly check-in with, a mobile app they’ve downloaded and receive alerts with for new survey invites, etc.).
- Using this **database of recently shared information** about our desired recruits, uSamp will distribute emails with an invitation to participate in our study.
- Those who qualify for screener criteria and complete the entire survey will receive an **incentive distributed by our sample provider** (typically, this is non-monetary “reward” of points as part of their larger panel recruitment and management scheme).
- Note we will be capturing **specific geographic detail** through **zip code capture** in-survey. Using a list of Millennial “hot spots” or neighborhoods (zip codes) within each of the 6 cities we will be able to compare those who live within one of the key Millennial neighborhoods zip codes vs. those who do not. This should provide some interesting insights as we compare the mix of mindsets plus behaviors.

## QUANTITATIVE SURVEY OUTLINE:

### SCREENER

### SECTION 1: TRANSPORTATION BEHAVIORS, ROUTINES & MOTIVATIONS

### SECTION 2: LIFESTYLE FACTORS & CHOICES

### SECTION 3: TRENDS & FUTURE DESIRES

### ADDITIONAL DEMOGRAPHICS & PSYCHOGRAPHICS

## SUMMARY OF SCREENING CRITERIA – MARKET TARGETING:

- n=1000 total
- All must live within one of the following 6 designated cities:
  1. Boston
  2. Washington, DC
  3. Chicago
  4. San Francisco
  5. Seattle
  6. Portland

*We're capturing each participant's zip code, and will be able to compare those who live within one of the key Millennial neighborhoods zip codes vs. those who do not. This should provide some interesting insights as we compare the mix of mindsets + behaviors.*

## SUMMARY OF SCREENING CRITERIA (Continued):

- All are ages **22-34** with a mix of the following age groups:
  - Ages 22-27
  - Ages 28-34
- 50/50 gender split
- Most are smartphone/tablet owners, small group of non-mobile device owners for comparison:
  - ~20% who do NOT own a smartphone or tablet
  - ~80% who own either a smartphone or tablet
- All must use at least public transportation (e.g., rail, bus, subway, etc.) a few times a month or more often.
- We will recruit a minimum of 20% and maximum of 40% current car owners

# SCREENER

Thanks for entering our survey today!

To start, we'd like you to tell us a little more about yourself.

**S-1.** To begin with, how old are you?

## DROP DOWN MENU

1. 17 or under **TERMINATE**
2. 18 **TERMINATE**
3. 19 **TERMINATE**
4. 20 **TERMINATE**
5. 21 **TERMINATE**
6. 22
7. 23
8. ...
9. 31
10. 32
11. 33
12. 34
13. 35 **TERMINATE**
14. 36 **TERMINATE**
15. 37 **TERMINATE**
16. 38 or older **TERMINATE**

**S-2.** Are you...?

1. Male
2. Female

**TERMINATE IF UNDER AGE 22 OR OVER AGE 34.**

### **AGE / GENDER QUOTA:**

WE WILL RECRUIT AN APPROXIMATE EVEN MIX OF THE FOLLOWING AGE GROUPS, WITH AN APPROXIMATE EVEN MIX OF GENDERS WITHIN EACH AGE GROUP

- ~50% Ages 22-27
- ~50% Ages 28-34

**S-3.** Are you currently...?

*(Please check all that apply.)*

**CHECK ALL – DO NOT ROTATE**

1. Employed full-time (35 hours or more)
2. Employed part-time (20 or less hours)
3. A full-time student
4. A part-time student
5. A stay-at-home parent or homemaker
6. Not currently employed

**S-4.** Which of the following devices do you currently own?

*(Please check all that apply.)*



**Smartphones** *(a mobile phone with advanced features such as mobile apps, email, and web access)*

**CHECK ALL – ROTATE SCRAMBLED**

1. iPod Touch
2. iPhone
3. Android Phone
4. Samsung Galaxy
5. Blackberry
6. Another smartphone *(please specify)* **RECORD VERBATIM**
7. I do not own a smartphone



**Tablets** *(a kind of mobile computer with a touch screen)*

**CHECK ALL – ROTATE SCRAMBLED**

1. iPad
2. Samsung Galaxy Tab
3. BlackBerry PlayBook
4. T-Mobile G-Slate
5. Motorola Xoom
6. Amazon Kindle Fire
7. Another tablet *(please specify)* **RECORD VERBATIM**
8. I do not own a tablet



**eReaders** (hand-held devices specifically for reading electronic books)

**CHECK ALL – ROTATE SCRAMBLED**

1. Amazon Kindle
2. Nook
3. Sony Reader
4. Another eReader (please specify) **RECORD VERBATIM**
5. I do not own an eReader

**MOBILE DEVICE QUOTA:**

RECRUIT ~20% WHO DO NOT OWN A SMARTPHONE OR TABLET

RECRUIT ~80% WHO OWN EITHER A SMARTPHONE OR TABLET

**S-5.** Do you currently live within any of these U.S. cities?

**CHECK ONE – ROTATE SCRAMBLED**

1. Boston, MA
2. Chicago, IL
3. San Francisco, CA
4. Seattle, WA
5. Portland, OR
6. Washington, DC
7. I don't live in any of the above metro areas **TERMINATE**

**TERMINATE IF DO NOT LIVE IN ONE OF THE 6 LISTED CITIES**

**S-6.** What is the 5-digit zip code of the area you currently live in?

**RECORD VERBATIM**

**NO PAGE BREAK**

**S-7.** Which of the following best describes the **[INSERT CITY SELECTED IN S5]** neighborhood you live in?

*I live in a neighborhood...*

**CHECK ONE – DO NOT ROTATE**

1. Right downtown
2. Near downtown
3. Within the city limits, but not downtown
4. Just outside the city, but close enough for regular trips into the main part of the city
5. Outside the city, but close enough for semi-regular trips into the main part of the city **TERMINATE**
6. Outside of the city, and not close enough to be making regular trips into the main part of the city **TERMINATE**

**TERMINATE IF #5 OR #6 CHECKED ABOVE  
(NEIGHBORHOOD IS NOT CLOSE ENOUGH TO BE MAKING REGULAR TRIPS INTO THE CITY)**

Great, thanks for your answers so far!

Now we'd like to ask you some questions about transportation. When we refer to transportation in the following questions, we're interested in **how you move from place to place**. This can include commuting to work, getting around on the weekends and the evenings, running errands, etc.

Q1-1. Please tell us, which of these transportation options are **available** to you, and **how often** do you use each option if available?

**GRID COLUMNS**

1. Daily
2. A few times per week
3. Once a week
4. A few times per month
5. Once a month
6. A few times per year
7. Never use, although it is available
8. This is **not available** in my metro area

**GRID ROWS – ROTATE SCRAMBLED**

1. **Walking**
2. Driving a **car** (borrowed, belonging to you or your household)
3. Riding a **motorized scooter or moped** (belonging to you or your household)
4. Riding a **bicycle** (belonging to you or your household)
5. Using a **skateboard**, longboard, or rollerblades (belonging to you or your household)
6. Public Transit: **Subway or Light Rail or Streetcar or Trolley rail**
7. Public Transit: **Commuter Rail**
8. Public Transit: **Bus**
9. Public Transit: **Ferry**
10. **Taxi**
11. **Car-pooling or ride-sharing** (through services such as Zimride, Lyft, Sidecar, or through people you know at work, etc.)
12. **Car-sharing** (through services such as Zipcar, City CarShare, etc.)
13. **Bike-sharing** (through public or private services such as Alta Bicycle Share, Bcycle, DecoBikes, etc.)

**ALL MUST USE AT LEAST ONE MODE OF PUBLIC TRANSPORTATION (#6, #7, #8, #9)  
“A few times a month” or MORE OFTEN**



**S-9.** Which of the following best describes your car ownership status or plans?

**CHECK ONE – ROTATE**

1. I currently own a car (personally)
2. I have regular access to a car someone else in my household owns
3. I don't currently own a car, but plan to buy one within the next 1-2 years
4. I don't currently own a car, and have no plans to buy one in the immediate future

<b>RECRUIT MIN OF 20% AND MAX OF 40% CURRENT CAR OWNERS (#1)</b>
--

**S-10.** How many cars are owned by people in your household, including yourself?

*(If no cars are owned by you or people in your household, then type "0" below.)*

**RECORD #**

## SECTION 1: TRANSPORTATION BEHAVIORS, ROUTINES & MOTIVATIONS

Q1-2. How far away is the nearest transit service (e.g. bus stop, park & ride, train station, etc.) from your home residence?

### CHECK ONE

1. 2 blocks or less from home
2. 3-6 blocks from home
3. ¼ mile from home
4. ½ mile from home
5. 1 mile away from home
6. 2-3 miles away from home
7. 4-5 miles away from home
8. 5 or more miles away from home

Q1-3. During an average week (including the weekend), about how many **hours in total** do you spend in transit?

*(Please enter the number of hours in the box below. By “in transit” we mean **how you move from place to place**. This can include commuting to work, getting around on the weekends and the evenings, running errands, etc. Please also include any time you spend walking or biking in order to reach a specific destination.)*

### RECORD VERBATIM

Q1-4. During an average week (including the weekend), what percentage of the time do you use *each* of the following modes of transportation?

*(Please record a percentage next to each transportation option. If you do not use a certain option during an average week, record ‘0’. Your percentages must add up to 100%).*

### INSERT ALL MODES SELECTED MORE THAN “A few times a year” IN Q11: RECORD %s

Q1-5. Again, thinking about an average week, please **rank your preference** of each of the following modes of transportation *in descending* order.

*(The mode which is **most preferred** during an average week should receive a rank of 1.)*

### INSERT ALL MODES SELECTED MORE THAN “A few times a year” IN Q11 RANK ORDER

Q1-6. How often do you use **more than one** transportation option for getting to a destination?

*(Please note, you should consider all options for transportation – including walking in answering this question.)*

**CHECK ONE**

1. Daily
2. A few times per week
3. Once a week
4. A few times per month
5. Once a month
6. A few times per year
7. Never

**IF MORE THAN NEVER CHECKED IN Q16 ABOVE, THEN ASK:**

Q1-7. Please tell us, which combinations of options do you typically use together?

*(Note you may describe more than one combination using the extra columns if needed. No need to check anything outside of the first column if you only have one typical “combination” of transportation options.)*

***Typically, I use these together when using multiple options to reach a destination...***

**GRID COLUMNS – CHECK ALL**

1. Combination #1 (required)
2. Combination #2 (optional)
3. Combination #3 (optional)

**GRID ROWS – CHECK ALL**

1. **Walking**
2. Driving a **car** (borrowed, belonging to you or your household)
3. Riding a **motorized scooter or moped** (belonging to you or your household)
4. Riding a **bicycle** (belonging to you or your household)
5. Using a **skateboard**, longboard, or rollerblades (belonging to you or your household)
6. Public Transit: **Subway or Light Rail or Streetcar or Trolley rail**
7. Public Transit: **Commuter Rail**
8. Public Transit: **Bus**
9. Public Transit: **Ferry**
10. **Taxi**
11. **Car-pooling or ride-sharing** (through services such as Zimride, Lyft, Sidecar, or through people you know at work, etc.)
12. **Car-sharing** (through services such as Zipcar, City CarShare, etc.)
13. **Bike-sharing** (through public or private services such as Alta Bicycle Share, Bcycle, DecoBikes, etc.)

**IF MORE THAN NEVER CHECKED IN Q16 ABOVE, THEN ASK:**

Q1-8. Which of the following describe the reasons for or situations in which you use multiple transportation options to reach a destination?

*(Please check all that apply.)*

***I use more than one transportation option when I...***

**CHECK ALL – ROTATE**

1. I can't avoid using multiple options because of where lines/services run to
2. My smartphone or another online planning tool recommended it
3. It is the best option logistically (shortest travel time)
4. It helps me get more exercise (biking, walking some of the way)
5. It allows me greater flexibility schedule-wise
6. It helps me save money
7. It's more convenient overall
8. I missed a connection I was originally planning to catch
9. Another reason (please tell us) **RECORD VERBATIM**

**IF CAR OWNER (#1 CHECKED IN S9 IN SCREENER), THEN ASK:**

Q1-9. Which of these describe how your car fits into your transportation routine?

*(Please check all that apply.)*

**CHECK ALL – ROTATE**

1. My car is my primary mode of transportation
2. I use my car roughly equally in combination with other transportation options
3. I share my car with another person in my household
4. I can't get to the places I need to without a car (at least some of the time)
5. I can't be as spontaneous when I don't have regular access to a car
6. I have to use a car to take me to other transportation services
7. It's cheaper for me to own a car than it is to use other transportation options
8. Despite improvements and more transportation options than ever before, driving a car is the only guaranteed way to reach a destination on time (e.g. important meetings, interviews, etc.)
9. I prefer to have the "alone time" that cars offer drivers
10. Something else (please tell us)

**IF NOT A CURRENT CAR OWNER (#2, #3, OR #4 CHECKED IN S9 IN SCREENER), THEN ASK:**

Q1-10. Please tell us, which of these best describe the reason(s) you don't currently own a car?

*(Please check all that apply.)*

***I don't currently own a car because...***

**CHECK ALL – ROTATE**

1. Someone I'm in close contact with (friends, family, close co-worker, etc.) has a car
2. I can't afford the initial cost of buying a car
3. I can't afford the "operational" costs of buying a car (e.g. parking, gas, repairs, insurance, etc.)
4. I prioritize spending money on other things in my life at the moment (e.g. new computer, apartment, etc.)
5. It would be logistically inconvenient to own a car given where I live / work (e.g. no available parking nearby, traffic, etc.)
6. I can be just as spontaneous with other transportation options as I can be with owning a car
7. Buying a car and driving yourself to work used to be a sign of independence / becoming self-reliant, but that's not true in this day and age
8. In this economy, owning your own car feels more like a "luxury" these days than a need
9. Driving by yourself all the time feels more solitary or antisocial than other transportation options
10. Another reason (please tell us)

In the next couple of questions, we'd like to make sure we understand what the **benefits or value** of different transportation options are, as well as what the **barriers or downsides** of these options are.

To save time, we'll ask you about just a handful of transportation options you mentioned you use. Please consider each response option carefully for each of these transportation options.

Q1-12. First, what **situations or circumstances** are each of these transportation options good for?

*(Please check all that apply. Note that you may check the same item for multiple transportation options.)*

**This transportation option is best for when...**

**GRID COLUMNS – ROTATE**

LIST UP TO 3 TRANSIT MODES CHECKED “A few times a year or more often” IN Q11

**GRID ROWS – ROTATE**

1. The weather is bad
2. It's nice outside
3. I'm traveling alone
4. I'm headed to / from work
5. I'm meeting up with friends or family
6. I'm traveling with kids
7. I need exercise
8. I'm taking another transportation option in combination with this
9. I need to get somewhere as soon as possible
10. I'm running errands or shopping
11. It's the weekend
12. It's the work week / school week
13. Other: \_\_\_\_\_

Q1-13. Please check the items that describe the **benefits or value** of each of these transportation options.

*(Please check all that apply. Note that you may check the same item for multiple transportation options.)*

**GRID COLUMNS – ROTATE**

LIST UP TO 3 TRANSIT MODES CHECKED “A few times a year or more often” IN Q11

**GRID ROWS – ROTATE**

1. Offers the most personal space
2. Is an affordable option for me
3. Is clean & has a good environment
4. Is reliable & generally on-time
5. Offers a subscription or monthly payment option
6. Allows me to pay-per-use (rather than a monthly fee)
7. Helps me feel more connected to my community & the area I reside in
8. Allows me to be spontaneous & flexible
9. Is better for the environment
10. Feels like a good “community” of commuters / people like me
11. I get more time to socialize (online, or via mobile)
12. I can continue working easily
13. Has great amenities (e.g. bike racks, WiFi, outlets, etc.)
14. Other: \_\_\_\_\_

Q1-14. Finally, please check the items that describe the **barriers or negative points** that keep you from using / enjoying more of this option.

*(Please check all that apply. Note that you may check the same item for multiple transportation options.)*

**GRID COLUMNS – ROTATE**

LIST UP TO 3 TRANSIT MODES CHECKED “A few times a year or more often” IN Q11

**GRID ROWS – ROTATE**

1. Is too expensive
2. Isn't clean
3. Isn't child/family-friendly
4. Has a lack of personal space
5. Doesn't work well schedule-wise with other transportation options
6. Doesn't offer parking / space to use with some other transportation options (e.g. bike, car, etc.)
7. It's unreliable timing-wise
8. It takes too long / is slower than other options
9. Offers less communication / harder to find info on access, times, fares, etc.
10. Doesn't sync well / offer easy information to use with other transportation options
11. I can't connect online / using my mobile 3G OR 4G with this transportation option
12. Doesn't offer a great vibe or feel for the community
13. Other: \_\_\_\_\_

## SECTION 2: LIFESTYLE FACTORS & CHOICES

Q2-1. How long have you lived in the city you're currently in?

**CHECK ONE**

1. 2 years or less
2. 2-5 years
3. 5-10 years
4. 10+ years

Q2-2. Which of the following best describe the reasons you choose to live in this area?

*(Please check all that apply.)*

***I live in this area because...***

**CHECK ALL – ROTATE**

1. I love the culture here
2. I wanted to be in an urban location
3. I wanted to be in an suburban location
4. There are lots of career opportunities
5. There are plenty of public transportation options available
6. It is an easy city to get around
7. I grew up here
8. My family lives here
9. My friends or significant other lives here
10. I want to have kids someday
11. I have children now
12. There are smaller neighborhoods or boroughs with distinct communities & offerings
13. It's close to my work
14. It's a pedestrian-friendly city
15. I don't feel "trapped" or stuck with what's around me
16. I can be around like-minded people
17. It was the only place I could afford



Q2-3. How well do these statements describe your attitudes about where you live & your plans for the future?

**GRID COLUMNS**

1. Agree strongly
2. Agree somewhat
3. Disagree somewhat
4. Disagree strongly

**GRID ROWS – ROTATE**

1. Having a family doesn't mean you have to move out of the city
2. Having a family doesn't mean you have to rush out and buy a car
3. I picture myself residing long-term in an urban setting
4. I picture myself residing long-term in an suburban setting
5. I'm currently pursuing a field of employment or study that I'm interested in
6. I'm already well-established in a field of work or study of interest to me
7. I'm still trying to figure things out (e.g. what I want to do, where I'll end up)

Q2-4. Thinking about the area you live and work in, and your transportation routines, which of the following do you agree with?

*(Please check all that apply.)*

**CHECK ALL – ROTATE**

1. Feeling a sense of my community is important
2. I feel connected to the area I live in
3. I enjoy spending time interacting with people out and about the area I live in
4. I have easy access to 'alternative' transportation options (e.g. car-sharing, bike-sharing, etc.)
5. Getting around is easier than ever with my smartphone / tablet
6. Public transportation is much better than it used to be here
7. Public transportation in this city is better than other cities I know of
8. I enjoy walking as part of my routine
9. I enjoy biking as part of my routine

## SECTION 3: TRENDS & FUTURE DESIRES

Q3-1. Which of these statements describe the **reasons or motivations** for your transportation choices or routines overall?

*(Please check all that apply.)*

***I use the transportation options that I do because...***

**CHECK ALL – ROTATE**

1. It is the most convenient
2. It's easy to use a mix of transportation options (e.g. commuter rail + bike, subway + walking, etc.)
3. My smartphone suggested it
4. I need to save money
5. There's too much traffic to get around in a car or taxi
6. I live in an area where it makes more sense to use public transit
7. I care about the environment
8. It helps me get outside more often than I otherwise would
9. It's better for everyone in the area if more people utilize the public transit options available
10. It provides great "downtime" for me
11. I feel better connected to the area I live in
12. It allows me greater flexibility at work
13. I don't have to feel burdened by a car
14. It allows me to get some exercise (walking, biking, riding, etc.)
15. I feel more self-sufficient
16. Everyone I work or go to school with uses these transportation options
17. It's an important part of my life & lifestyle
18. I can always rent a car or use a car sharing service if I want to
19. It's a good opportunity to "unplug" from the online / mobile world for a bit

Q3-3. Thinking about yourself and other people your age, how do you think your generation's attitudes and decisions about transportation might differ from those of older generations? This might be due to a difference in lifestyle, values, or something else. What makes your generation stand apart?

**RECORD VERBATIM**

Q3-4. Which of these trends or behaviors have you noticed **others doing more of** or seen **more of in your own life** / behaviors?

*(Please check all that apply.)*

***I've been doing / seeing others do more of this recently...***

**CHECK ALL – ROTATE**

1. Using more than one transportation option to reach a destination
2. Using trip-planning tools / mobile apps to reach places more efficiently
3. Taking advantage of share programs & services (e.g. bike sharing, car sharing)
4. Finding more to like (e.g. hidden gems) in the area
5. Working while in transit
6. Socializing while in transit
7. Worrying less about reaching places on time than before
8. Worrying less about going to work to get work done, and home to rest as I can now work / study from nearly anywhere
9. Feeling a bit better about my “carbon footprint”
10. Feeling like a better member of the community
11. Something else (please tell us) **RECORD VERBATIM**

Q3-5. In the future (10 years from now), I'd like to see transportation options that are more...

*(Please check all that apply.)*

**CHECK ALL – ROTATE SCRAMBLED**

1. Family-friendly / child-friendly
2. For working people / professionals
3. For students
4. Affordable
5. Reliable
6. Connected / Tech-friendly
7. Connected to the community
8. Precise
9. Connected to the things I'm doing at home (e.g. playing games, working, watching movies, checking out people's social media posts, etc.)
10. Other: \_\_\_\_\_

Q3-6. Thinking about mobile & online technology/tools related to transportation options...

***In the future (10 years from now), I'd like to see more technology & tool offerings that...***

*(Please check all that apply.)*

**CHECK ALL – ROTATE SCRAMBLED**

1. Help me optimize my entire transit experience across different options & locations
2. Are less about providing information & stats, and more about decision-making
3. Offer more real-time updates to help me avoid waiting longer than needed
4. Collect all of the information I care about in one place (e.g. times, locations, weather, local news headlines, alternative route options, etc.)
5. Help me take advantage of more “alternative” options (e.g. bike share, walking, etc.)
6. Are more user-friendly and intuitive (e.g. don't make me dig around for info)
7. Help me make local “discoveries” (e.g. restaurants, events, local news, local history and facts, other commuters' social network profiles, etc.)
8. Ensure WiFi and/or 3G/4G connectivity everywhere I go
9. Provide transportation options based on what mindset I may be in (e.g. routes perfect for good weather, routes perfect for bad weather, routes that are the most cost-efficient, routes that help me to be healthier by walking an extra block, routes that are kid-friendly, etc.)
10. Other: \_\_\_\_\_

## ADDITIONAL DEMOGRAPHICS & PSYCHOGRAPHICS

Great, thanks! In this **last group** of questions, we'd like to learn a little bit more about you.

*(Please click the arrow below to continue.)*

DEM-1. Which of these events have happened in the last 1-2 years? Which are you planning to have happen within the next 5 years or 10+ years?

*(Please check all that apply. Note you can check none, one, or multiple columns for each item)*

### **GRID COLUMNS – CHECK ALL**

1. This happened within the past 1-2 years
2. Anticipate this happening in the next 5 years
3. Anticipate this happening in the next 10+ years

### **CHECK ALL – ROTATE SCRAMBLED**

1. Move to the city
2. Move to the suburbs
3. Bought a car
4. Entered into a serious romantic relationship
5. Move in with a significant other
6. Got engaged
7. Got married
8. Got divorced
9. Had a baby
10. Became unemployed
11. Started your “career”, i.e., began a new job in your chosen career path
12. Was promoted and got a raise?
13. Changed jobs
14. Bought a home
15. Children moved out of my home
16. Move into my parent’s home
17. Move out of my parent’s home
18. Started college
19. Graduated college

DEM-2. How well does each statement below describe you?

**GRID COLUMN – DROP DOWN MENU**

1. Describes me very well
2. Describes me somewhat well
3. Doesn't describe me

**GRID ROWS – ROTATE SCRAMBLED**

1. I like the challenge of doing something I have never done before
2. I like to learn about things even if they may never be of any use to me
3. I like doing things that are new and different
4. I like my life to be pretty much the same from week to week
5. I consider myself to be very sociable
6. I buy based on quality, not price
7. People often come to me for advice before making a purchase
8. I prefer products that offer the latest in new technology
9. I'm always one of the first of my friends to try new products or services
10. My goal is to make it to the top of my profession
11. I often feel like I am different from most people
12. I consider myself pretty normal and like most other people
13. I prefer to plan everything out ahead of time
14. I prefer being alone most of the time
15. I make a point to explore what's nearby, but out of the city/immediate area where I live
16. I value my independence above all else
17. Seeks out places and people that are local / authentic
18. I care about the environment

DEM-6. Which of the following best describes your current living situation?

**CHECK ONE – ROTATE**

1. Married and living with my spouse
2. Living with a significant other or partner
3. Living with parents or other family members
4. Living with roommates or friends
5. Living alone

DEM-7. Are you the parent of any children in the following age groups currently living in your household?

*(Please check all that apply.)*

**CHECK ALL**

1. I am not the parent of any children currently living in my household
2. 0 – 5 years old
3. 6 – 10 years old
4. 11 – 15 years old
5. 16 – 18 years old
6. Older than 18

DEM-8. Which of the following best describes your ethnicity?

**CHECK ONE – ROTATE**

1. White or Caucasian
2. Asian or Pacific Islander
3. Black or African American
4. Hispanic or Latino or Latina
5. Another ethnicity (please tell us) **RECORD VERBATIM**

DEM-9. What is the highest level of education you have completed or received credit for?

**CHECK ONE**

1. Some high school
2. Completed high school
3. Some college
4. Completed college
5. Post graduate

DEM-10. Which of the following categories best represents your yearly household income before taxes?

**CHECK ONE**

1. Less than \$20,000
2. \$20,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000 to \$149,999
6. \$150,000 or more

SURVEY COMPLETE.