

**MTC Transit Oriented Development  
New Movers Survey  
FINAL SURVEY –April 21, 2008**

INTRODUCTION

1. Hello, I'm \_\_\_\_\_ with Corey Research calling on behalf of the Metropolitan Transportation Commission (MTC). We are conducting a survey with people who have recently moved, or are planning on moving, in the Bay Area.

	Refusal	1	Thank/Terminate
	Business/Non-residential	2	Thank/Terminate
	Language	3	Flag for Spanish or Chinese language callback

[INTERVIEWER NOTES, IF NECESSARY INFORM RESPONDENT:

- This survey will take about 11-13 minutes.
- This is not a sales call.
- Survey results will be used by MTC to help the agency better plan and promote transit in our area.
- We are interested in including residents who use all travel modes, not just those who use public transit.

2. Have you moved within the past three years, or are you planning to move in the next year?
- |   |   |                   |
|---|---|-------------------|
| Yes, have moved within the past three years (Movers)    | 1 |                   |
| Yes, plan on moving in the next year (Potential Movers) | 2 |                   |
| No  | 3 | (thank-terminate) |
| Don't know  | 4 | (thank-terminate) |

*Note: If respondent has both recently moved and about to move, then ask respondent to answer based on their upcoming move. If the respondent has moved several times within the past 36 months, ask to answer based on most recent move.*

(Movers, ask)

- 3a. Which (Bay Area) county did you move to?
- |  |   |                   |
|--|---|-------------------|
| Alameda <input type="checkbox"/> , Contra Costa <input type="checkbox"/> , Santa Clara <input type="checkbox"/> , San Francisco <input type="checkbox"/> , or San Mateo <input type="checkbox"/> | 1 | (Q. 3)            |
| Marin <input type="checkbox"/> , Napa <input type="checkbox"/> , Solano <input type="checkbox"/> , Sonoma <input type="checkbox"/>   | 2 | (Thank/terminate) |
| Outside of Bay Area  | 3 | (Thank/terminate) |

(Potential Movers, ask)

- 3b. Which (Bay Area) county do you plan to move to?
- |  |   |                   |
|--|---|-------------------|
| Alameda <input type="checkbox"/> , Contra Costa <input type="checkbox"/> , Santa Clara <input type="checkbox"/> , San Francisco <input type="checkbox"/> , or San Mateo <input type="checkbox"/> | 1 | (Q. 3)            |
| Marin <input type="checkbox"/> , Napa <input type="checkbox"/> , Solano <input type="checkbox"/> , Sonoma <input type="checkbox"/>   | 2 | (Thank/terminate) |
| Outside of Bay Area  | 3 | (Thank/terminate) |

4. About how long have you lived in the Bay Area? (Read list if necessary)

- Less than 6 months 1
- 6 months to 1 year 2
- 1 - 2 years 3
- 3 - 5 years 4
- 6 - 10 years 5
- 11 - 20 years 6
- More than 20 years 7
- Don't know / refused 8

[INTERVIEWER NOTE: this question applies to the total amount of time a person has lived in the Bay Area]

5. Do you own or rent your current home?

- Own 1
- Rent 2
- Other (specify) 3 \_\_\_\_\_

(Potential Movers, ask)

5a. Do you plan on buying (owning) or renting your next home?

- Buy/Own 1
- Rent 2
- Other (specify) 3 \_\_\_\_\_

(Movers, ask)

6. What was the main reason for choosing the home or apartment where you moved?

(Potential movers, ask)

6. What will be the main reason for choosing the home or apartment where you choose to move?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. Are (were) there others in your household involved in the decision on where to move, or are (were) you the only one making this decision?

- Others in household involved in decision 1
- I am the only decision maker 2
- Other (specify) 3 \_\_\_\_\_

*Interviewer Note: If respondent is not involved at all in decision on where to move, thank and terminate.*

ATTITUDINAL STATEMENTS

Next, I am going to read you a list of statements regarding your move. Please rate each using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree. You may use any number between 0 and 10.

**INTERVIEWER: Read the notes below, where applicable.**

- MOVERS: Please rate these statements based on how you felt before you moved. That is, when you were making the decision about where to move.
- OTHERS INVOLVED IN DECISION TO MOVE (Q7): Please rate these statements based on the importance to the entire household, not just your own perspective.

(RANDOMIZE Statements)	Rating (0-10, 99=DK)
8. Living In a neighborhood where I felt safe enough walking at night is one of the most important factors to my household in deciding where to move .....	_____
9. Living in a neighborhood that offers a mix of housing types such as single-family homes, town homes, and apartments - is one of the most important factors to my household in deciding where to move.....	_____
10. Living in a new neighborhood as opposed to an older neighborhood is one of the most important factors to my household in deciding where to move.....	_____
11. Living on a quiet street is one of the most important factors to my household in deciding where to move .....	_____
12. Living in a clean neighborhood is one of the most important factors to my household in deciding where to move.....	_____
13. Living in a neighborhood where it is safe and convenient to walk or bike to do my errands (such as, grocery stores, banks, dry cleaners, post office, gym) is one of the most important factors to my household in deciding where to move .....	_____
14. Living where there are nearby places for outdoor recreation such as parks, hike and bike trails and greenways is one of the most important factors to my household in deciding where to move.....	_____
15. Living in a neighborhood where there are places to spend time (such as bookstores, movie theaters, community centers, coffee shops and libraries) is one of the most important factors to my household in deciding where to move.....	_____
16. Having a front yard or space in front of my home is one of the most important factors to my household in deciding where to move .....	_____

	Rating (0-10, 99=DK)
17. Having a back yard is one of the most important factors to my household in deciding where to move .....	_____
18. Having pleasant public parks nearby where my family or pets can safely play is one of the most important factors to my household in deciding where to move .....	_____
19. Having my own garage is one of the most important factors to my household in deciding where to move .....	_____
20. Having a dedicated parking spot is one of the most important factors to my household in deciding where to move.....	_____
21. Having easy on-street parking is one of the most important factors to my household in deciding where to move.....	_____
22. Living in a newer home is one of the most important factors to my household in deciding where to move .....	_____
23. Having plenty of indoor space is one of the most important factors to my household in deciding where to move.....	_____
24. Living within easy access to a freeway is one of the most important factors to my household in deciding where to move .....	_____
25. Living within an easy drive to BART is one of the most important factors to my household in deciding where to move.....	_____
26. Living within an easy walk to BART is one of the most important factors to my household in deciding where to move.....	_____
27. Living within easy access to local bus or MUNI is one of the most important factors to my household in deciding where to move.....	_____
28. Living within an easy drive to downtown San Francisco is one of the most important factors to my household in deciding where to move.....	_____
29. Living in San Francisco is one of the most important factors to my household in deciding where to move .....	_____
30. Living within an easy transit ride to downtown San Francisco is one of the most important factors to my household in deciding where to move .....	_____
31. Living within easy access from my home to a commuter rail system (such as ACE, Caltrain, Capital Corridor, San Joaquins) is one of the most important factors to my household in deciding where to move .....	_____
	Rating

(0-10, 99=DK)

32. Being able to safely walk to schools is one of the most important factors to my household in deciding where to move..... \_\_\_\_\_

33. Living in a school district that provides a good education is one of the most important factors to my household in deciding where to move ..... \_\_\_\_\_

34. Living within a short commute to work is one of the most important factors to my household in deciding where to move..... \_\_\_\_\_

35. Living where I can easily commute using transit is one of the most important factors to my household in deciding where to move ..... \_\_\_\_\_

36. If it would shorten my commute, I would live in a smaller home..... \_\_\_\_\_

37. Even if I lived near quick and reliable public transit, I would frequently need access to a car to travel where I need to go..... \_\_\_\_\_

*Interviewer Note: "frequently" means more than once per week*

38. If I found a home that met more of my criteria, I would be willing to spend more money on it ..... \_\_\_\_\_

*Interviewer Note: "criteria" means "needs"*

39. If I found a home that met more of my criteria, I would be willing to have a longer commute ..... \_\_\_\_\_

40. If I could easily travel to where I needed to go without using my own personal vehicle, then having only one or fewer dedicated parking spots is sufficient. \_\_\_\_\_

*Interviewer Note: For example by walking, biking, using public transit or car sharing*

41. Living in a neighborhood where transit is reliable is one of the most important factors to my household in deciding where to move..... \_\_\_\_\_

42. If transit was less expensive, I would take it more often ..... \_\_\_\_\_

DEMOGRAPHICS
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Now to finish up I would like to ask you a few questions for classification purposes only. All of your responses will be kept strictly confidential.

41. In total, about how many times have you moved in the past 5 years?

*Record number (Refuse=99).* \_\_\_\_\_

42. What is your current marital status? (*Read responses, check one only*)

- |                               |   |
|-------------------------------|---|
| Single                        | 1 |
| Married / living with partner | 2 |
| Divorced/separated            | 3 |
| Widowed                       | 4 |
| (DO NOT READ) Refuse          | 5 |

43. In which of these categories does your age fall? (*Read responses, check one only*)

- |                      |   |
|----------------------|---|
| 18 to 24 years old   | 1 |
| 25 to 34             | 2 |
| 35 to 44             | 3 |
| 45 to 54             | 4 |
| 55 to 64             | 5 |
| 65 to 74             | 6 |
| 75 and over          | 7 |
| (DO NOT READ) Refuse | 8 |

44. Including yourself, how many people currently live in your household?

*Record number (Refuse=99).* \_\_\_\_\_

*Note: if '1' or '99' skip Q48*

45. Is anyone in your household under the age of 18?

- |                       |   |                      |
|-----------------------|---|----------------------|
| Yes                   | 1 |                      |
| No                    | 2 | <i>(skip to Q48)</i> |
| (DO NOT READ) Refused | 3 | <i>(skip to Q48)</i> |

46. How many are..

- a. Under the age of 5..... \_\_\_\_\_
- b. 5 - 14 years old..... \_\_\_\_\_
- c. 15 - 18 years old ..... \_\_\_\_\_

*Record number above (Refuse=99).*

47. Do any of the children in your household attend, or plan to attend, public school(s)?

Yes	1
No	2
(DO NOT READ) Don't Know	3

48. Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis?

Record number (Refuse=99). \_\_\_\_\_

49. How many registered vehicles (including cars, light trucks, vans, or motorcycles) are available to members of your household?

(Interviewer note: Do not include car sharing in this number)

Record number (Refuse=99). \_\_\_\_\_

50. Does anyone in your household use car sharing, for example zip car, flex car, or city car share?

Yes	1
No	2
(DO NOT READ) Don't Know	3

51. What is the highest level of education that you have completed? (Read responses, check one only)

Some high school or less (Grade 1-11)	1
High school graduate or equivalent	2
Some college or technical school	3
College graduate	4
Post Graduate or Professional Degree	5
(DO NOT READ) Refuse	6

52. What is your current job status? (Read responses, check one only)

Employed full-time *	1
Employed part-time *	2
Unemployed	3
Retired	4
Homemaker	5
Student	6
(DO NOT READ) Disabled	7
Other (specify): _____	8
(DO NOT READ) Refuse	9

*\*if self-employed, probe and code into employed full-time or part-time.*

53. What was your approximate year 2007 annual household income before taxes? (*Read responses, check one only*)

- Under \$15,000 1
- \$15,000 to under \$25,000 2
- \$25,000 to under \$35,000 3
- \$35,001 to under \$50,000 4
- \$50,001 to under \$75,000 5
- \$75,001 to under \$100,000 6
- \$100,001 to under \$150,000 7
- \$150,001 or more 8
- (DO NOT READ) Refuse 9

54. Those are all the questions we have! Thank you so much for your help. If you would like more information about the Metropolitan Transportation Commission please log on to their homepage: [www.mtc.ca.gov](http://www.mtc.ca.gov).

*If Appropriate, add: Information from this survey will help to shape transportation planning decisions for the entire Bay Area.*

Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank and End Call

55. (Record gender, if not recorded from recruit survey)

- Male 1 **Complete**
- Female 2 **Complete**

Pick up from sample sheet:  
 Phone Number  
 Sample Type