

**Section 1: Introduction to Study**

Hi, my name is \_\_\_\_\_ and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of residents about important issues in the Bay Area and I'd like to get your opinions. For training purposes, this call may be monitored or recorded.

*If needed:* This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person asks who is sponsoring the survey, explain:* For statistical purposes, I can't reveal the sponsor of the survey at the beginning of this interview, but I will tell you at the end.

**Section 2: Cell-Phone Screening Questions**

SC1	Before we begin, are you currently talking on a cellular phone? <i>Read only if necessary:</i> By cellular telephone we mean a telephone that is mobile and usable outside of your neighborhood.			
	1	Yes	18%	Ask SC2
	2	No	82%	Skip to SC5
	3	Not a safe time to talk	0%	Skip to SC3
	98	Not sure	0%	Ask SC2
	99	Refused	0%	Ask SC2
SC2	Are you currently driving or doing anything else that would make it unsafe for you to be on the phone?			
	1	Yes	0%	Ask SC3
	2	No	100%	Skip to SC4
	98	Not sure	0%	Ask SC3
	99	Refused	0%	Ask SC3
SC3	What would be the best time to try to call back? And what's the first name we should ask for?			
			Time recorded, callback scheduled	
	98	Not Sure	Terminate	
	99	Refused	Terminate	
SC4	Do you have a landline telephone in your home that is used to make and receive calls? <i>Read only if necessary:</i> By landline telephone, we mean a regular telephone in your home that is connected to outside telephone lines through a cable or cord.			
	1	Yes	56%	Skip to SC5
	2	No	44%	Skip to SC5
	98	Not sure	0%	Skip to SC5
	99	Refused	0%	Skip to SC5

Section 3: Screening Questions			
For statistical reasons, I would like to speak to the youngest male of driving age who is at home right now.			
<i>If there is no male of driving age, then ask: Ok, then I'd like to speak to the youngest female of driving age at home.</i>			
<i>If no one of driving age in household currently available, attempt to schedule callback.</i>			
<i>Adjust screener as needed to meet quotas on age and gender</i>			
SC5	Gender (Coded by interviewer, not asked.)		
	1	Male	52%
	2	Female	48%
SC6	We're interviewing a wide range of people. On your last birthday, would you say you were _____?		
	1	16 to 24	15%
	2	25 to 34	17%
	3	35 to 44	20%
	4	45 to 54	21%
	5	55 to 64	11%
	6	65 or older	16%
SC7	What is the zip code of your residence? <i>Read zip code back to respondent to confirm before submitting.</i>		
	5-digit ZIP code recorded		Data on file
SC8	Record County of Residence. Terminate if ZIP code doesn't match valid list for Bay Area.		
	1	Alameda	22%
	2	Contra Costa	14%
	3	Marin	3%
	4	Napa	2%
	5	San Francisco	13%
	6	San Mateo	10%
	7	Santa Clara	25%
	8	Solano	7%
	9	Sonoma	5%

Section 4: Importance of Issues & Environment							
Q1	Next, I'm going to read a list of issues and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.						
	The (first/next) issue is: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important? <i>Repeat scale as needed.</i>						
	<i>Randomize</i>	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Protecting the environment	38%	43%	16%	3%	0%	0%
B	Reducing traffic congestion	20%	38%	36%	6%	0%	0%
C	Reducing pollution	33%	47%	16%	4%	0%	0%
D	Maintaining local streets and roads	20%	49%	30%	2%	0%	0%
E	Improving public safety	31%	44%	21%	3%	0%	0%
F	Fixing the State's budget	46%	42%	9%	2%	2%	0%
G	Taking action to reduce climate change	27%	38%	24%	10%	1%	0%

Section 5: Current Mode Use & Barriers						
Next, I'd like to know about the types of transportation you have used when traveling in the Bay Area during the past 30 days.						
Q2	In the past 30 days, how many days did you: _____. <i>If they are uncertain, ask them to estimate. Repeat question lead-in to each item as needed.</i>					
	<i>Randomize</i>	Never	At least 1 day	Not sure	Refused	Mean number of days
A	Drive alone in a car	22%	77%	1%	0%	15.79
B	Drive or ride with others in a carpool or vanpool	56%	44%	0%	0%	4.55
C	Ride a train such as BART, Caltrain, light rail, etc.	66%	33%	1%	0%	2.34
D	Ride the bus	76%	24%	0%	0%	2.29
E	Take a ferry	96%	4%	0%	0%	0.20
F	Ride in a shuttle sponsored by your employer	96%	3%	0%	0%	0.27
G	Walk or bike for a trip other than for recreational purposes	58%	42%	0%	0%	5.05
H	Use a car sharing service, such as Zipcar	94%	5%	1%	0%	0.59

*Only ask Q3 if Q2a > Q2(b,c,d,e,f,g AND h) individually.*

Q3	Based on your answers, it appears that you drive by yourself most of the time. Are there specific reasons or obstacles that keep you from using alternative forms of transportation such as carpooling, riding public transit, or walking more often? <i>If yes, ask: Please briefly describe them to me. Multiple Responses Allowed. Verbatim responses recorded and later grouped into categories shown below.</i>	
	Availability of public transportation	22%
	Length of commute too great	16%
	Inconvenience / Driving is easier	15%
	Type of work / Travel for work	11%
	Takes too much time in general	10%
	No transit options near home	8%
	Need personal vehicle	7%
	Public transportation schedule	6%
	Live too close for transit, too far to walk	6%
	Work hours, schedules vary	5%
	Availability of carpools	4%
	Have young children	4%
	Quality of public transportation	3%
	Do not work, commute	3%
	Handicapped / Disabled	3%
	Different schedule than coworkers	3%
	Reliability of public transportation	2%
	Work from home	2%
	Do not perceive need	2%
	Health concerns	2%
	Safety concerns	2%
	Retired	2%
	Cost of public transportation	1%
	Availability of bike lanes, paths	1%
	Too many transfers required	1%
	Habit / Preference	1%
	Often require multiple stops, trips	1%
	Drive to public transportation	1%
	Weather	1%

<b>Section 6: Behavior Change</b>									
We recognize that people have very demanding schedules and lifestyles. Making changes in the way they travel can be difficult for many people, and impossible for others. For these next few questions, please give us your honest opinions.									
Q4	As I read each of the following actions, please indicate how difficult it would be for you to take this action using a scale from one to five. A one means that it would be very easy for you to take the action, whereas a five means it would be very difficult for you to take the action. You can use any number between one and five. If the action doesn't apply to you for some reason, just say so.								
	<i>Make sure respondent understands the scale. Repeat scale as needed.</i>								
	<i>Randomize</i>	Very Easy (1)	2	3	4	Very Difficult (5)	Already perform action	Doesn't Apply	Refused
A	Reduce the amount that you drive at least one day per week	27%	12%	15%	9%	18%	4%	15%	0%
B	Carpool or vanpool to work or school at least one day per week	16%	5%	10%	11%	28%	3%	26%	0%
C	Ride public transit at least once per week for a trip that you would normally make by car	18%	11%	10%	13%	36%	3%	10%	0%
D	Ride in a shuttle sponsored by your employer at least once per week	6%	3%	5%	4%	30%	1%	52%	0%
E	Ride a bike at least once per week for a trip that you would normally make by car	18%	9%	12%	10%	34%	2%	15%	0%
F	At least once per week, walk for a trip that you normally would make by car	25%	13%	18%	10%	25%	2%	7%	0%
G	Work from home at least once per week	21%	4%	7%	4%	30%	5%	28%	0%
H	Adopt a flexible work schedule so you can avoid driving during rush hour traffic	20%	6%	9%	8%	22%	6%	29%	0%
I	At least once per week, link several trips together, such as going shopping and to the post office, that you would normally make separately	45%	15%	11%	4%	7%	10%	7%	0%
J	Remove unneeded items from your vehicle to improve your gas mileage, such as roof racks, golf clubs, etc.	41%	7%	8%	2%	9%	7%	25%	0%
K	Have your vehicle serviced at least once every three months, including tire pressure, tune-ups, and oil changes	42%	14%	13%	5%	4%	10%	13%	0%
L	Adjust your driving habits to reduce your use of gas, including staying under 65 miles per hour, and being smooth in how you speed up and slow down	40%	16%	14%	6%	7%	7%	10%	0%
M	Reduce vehicle idling by avoiding drive-thru windows and turning off your engine while waiting	43%	14%	13%	3%	7%	7%	13%	0%

N	Use trip planning applications that plan your trips to ensure that you use the shortest routes and avoid traffic	42%	15%	13%	6%	7%	7%	10%	0%
O	Purchase accessories for your vehicle that will help you improve your gas mileage, such as low resistance tires and fuel efficiency meters.	17%	12%	26%	12%	13%	3%	15%	1%
P	Switch to a more fuel efficient vehicle such as a hybrid or electric vehicle	10%	7%	13%	15%	36%	4%	14%	0%
Q	Switch to using a car sharing service, such as Zipcar	4%	3%	10%	15%	42%	1%	24%	0%

### Section 7: Motivators

Q5	For the actions we just discussed that you felt would be difficult or very difficult to take, we're interested in what, if anything, would motivate you to take the actions. If it would: -----, would that be a very convincing, somewhat convincing, or not at all convincing reason to change your transportation habits? <i>Repeat scale as needed.</i>					
	<i>Randomize</i>	Very convincing	Somewhat convincing	Not at all convincing	No Opinion	Refused
A	Save you at least \$50 per month	41%	33%	16%	2%	8%
B	Save you time	44%	30%	14%	4%	8%
C	Reduce your use of gas and energy	42%	34%	14%	2%	8%
D	Reduce your stress levels	40%	30%	19%	3%	8%
E	Be good for your health	45%	32%	12%	3%	8%
F	Be better for the environment	46%	32%	12%	2%	8%
G	Protect public health now and in the future	42%	36%	12%	3%	8%
H	Set a positive example that others in your community would follow	25%	37%	25%	5%	8%
I	Help keep the Bay Area beautiful for future generations	47%	30%	12%	2%	8%
J	Reduce our dependence on foreign oil	40%	32%	16%	3%	8%
K	Reduce traffic congestion	35%	37%	18%	1%	8%
L	Help you manage your weight	28%	35%	24%	5%	8%
M	Help improve national security	31%	29%	26%	6%	8%

Section 8: Lifestyle & Attitudes							
Q6	Next, I'd like to read you a series of statements. Please tell me whether you agree or disagree with each statement. Here is the (first/next) one: _____. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement? Repeat scale as needed.						
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion	Refused
	<i>* Italicized items tracked from national survey</i>						
Flexibility							
A	Aside from going to work, I have flexibility in choosing when and where I go each day	50%	30%	9%	8%	2%	1%
Busy Schedule							
B	I am usually in a hurry when I am going somewhere	22%	30%	27%	22%	0%	0%
Attitudes about Public Transit, Auto & Carpooling							
C	I don't know enough about the public transit system to feel comfortable using it	11%	21%	23%	42%	1%	0%
D	I would only use public transit if I had no other options	32%	22%	19%	25%	1%	0%
E	Using public transit is safe	39%	43%	11%	4%	2%	1%
F	Public transportation is not a good option for me because it takes more time	37%	25%	17%	20%	2%	1%
Attitudes about Environment & Pollution							
G	<i>Protecting the environment should be given top priority even at the risk of curbing economic growth</i>	24%	39%	19%	14%	3%	1%
H	Much more fuss is being made about pollution in the Bay Area than is really justified	14%	24%	25%	33%	4%	0%
I	Global warming is happening	58%	23%	6%	10%	3%	0%
J	I am an environmentalist	18%	46%	16%	16%	3%	1%
Attitudes about Health							
K	<i>I worry about the effect of environmental pollution on my family's health</i>	44%	37%	10%	6%	2%	0%
L	<i>My own health could suffer from the same things that harm the environment</i>	52%	34%	6%	6%	2%	0%
Personality—Environmental Efficacy							
M	The actions of one person do not make a difference when it comes to pollution	11%	15%	26%	48%	1%	0%
N	In the past five years, I have written letters or demonstrated for a cause	24%	16%	19%	38%	2%	1%
O	<i>There are things I can do to stop global warming</i>	40%	39%	7%	12%	2%	1%
P	<i>New technology can solve global warming without people having to make big changes in their lives</i>	17%	33%	18%	26%	5%	1%

Personality—Altruism & Leadership							
Q	If needed, an individual should make sacrifices for the common good	44%	42%	7%	5%	2%	0%
R	It is important that I be a leader and set an example for others to follow	33%	45%	12%	8%	2%	0%
Consumption							
S	You can tell if people are successful by the vehicle they drive	6%	23%	27%	42%	1%	0%
T	It's very important to me to have a vehicle that is at least as well-equipped as those driven by people I know	19%	23%	22%	31%	4%	1%
U	I like having the latest technology and products	23%	40%	22%	13%	2%	0%
Pay for Improvements							
V	I would be willing to pay up to 10 cents more for a gallon of gasoline if it would be used to limit or reduce global warming	36%	30%	10%	21%	3%	0%
W	I would be willing to pay up to 10 cents more for a gallon of gasoline if it would be used to fix my streets and provide better public transit services	36%	29%	13%	20%	3%	1%

**Section 9: Background & Demographics**

These last questions are demographic questions for statistical purposes.

D1	Which of the following best describes your employment status? Would you say you are employed full-time, part-time, a student, a homemaker, retired, or are you in-between jobs right now?			
	<i>If they work and go to school, ask them to choose the category that best describes them: worker or student.</i>			
	1	Employed full-time	45%	Ask D2
	2	Employed part-time	10%	Ask D2
	3	Student	13%	Ask D2
	4	Homemaker	7%	Skip to D4
	5	Retired	17%	Skip to D4
	6	In-between jobs	6%	Skip to D4
	99	Refused	1%	Skip to D4

D2	In miles, what is the approximate distance between your home and <work/school>? <i>If respondent not sure, ask them to estimate.</i>	
	Less than 3	16%
	3 to 9	25%
	10 to 24	32%
	25 or more	22%
	Do not commute to work/school	4%
	Refused	3%
D3	How long does it typically take you to commute to <work/school> if you go there directly without stops? <i>If respondent says it depends or not sure, ask them to estimate their average time.</i>	
	Less than 15	30%
	15 to 29	34%
	30 to 59	23%
	60 or more	8%
	Do not commute to work/school	4%
	Refused	1%
D4	In total, how many people live in your household?	
	1	18%
	2	26%
	3	21%
	4	16%
	5	11%
	6 or more	6%
	Refused	1%
D5	How many people live in your household who are 16 years of age or older? <i>Must not be more than value in D4. If D4 = 1, D5 = 1.</i>	
	1	22%
	2	46%
	3	17%
	4	9%
	5	4%
	6 or more	1%
	Refused	1%

D6		
How would you describe your access to a personal vehicle? Would you say you always have access, sometimes have access, rarely have access, or never have access to a personal vehicle?		
1	Always	78%
2	Sometimes	9%
3	Rarely	4%
4	Never	8%
99	Refused	1%
D7		
What is the last grade or level you completed in school? ( <i>Don't read choices</i> )		
1	Elementary (8 or fewer years)	2%
2	Some high school (9 to 11 years)	9%
3	High school graduate (12 years) or GED	14%
4	Technical / Vocational school	2%
5	Some college, no degree	16%
6	College graduate (Associates or Bachelors)	31%
7	Some graduate school, no degree	3%
8	Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD)	23%
99	Refused	1%
D8		
What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>		
1	Caucasian/White	43%
2	Latino/Hispanic/Mexican	21%
3	African-American/Black	6%
4	Native American Indian or Alaskan Native	<1%
5	Asian—Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	21%
6	Pacific Islander	<1%
7	Mixed heritage	3%
8	Other ethnicity	1%
98	Not sure	0%
99	Refused	4%

D9	This next question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.		
	1	Less than \$20,000	9%
	2	\$20,000 to \$34,999	9%
	3	\$35,000 to \$49,999	12%
	4	\$50,000 to \$74,999	10%
	5	\$75,000 to \$99,999	13%
	6	\$100,000 to \$149,999	15%
	7	\$150,000 to \$199,999	8%
	8	\$200,000 or more	8%
	98	Not sure	5%
	99	Refused	10%
Those are all of the questions that I have for you! Thanks very much for participating. This survey was conducted for MTC.			

<i>Post-Interview &amp; Sample Items</i>			
S1	Language of Interview		
	1	English	97%
	2	Spanish	<1%
	3	Mandarin	3%