



SURVEY OF RESIDENTS' VIEWS ON
LAND USE, GROWTH AND DEVELOPMENT
EXPLORING OPPORTUNITIES FOR TRANSIT VILLAGES
AND TRANSIT-ORIENTED DEVELOPMENT

CONDUCTED FOR THE
WESTERN RIVERSIDE COUNCIL OF GOVERNMENTS (WRCOG)

APRIL 22, 2006

True North
RESEARCH

741 GARDEN VIEW COURT SUITE 208
ENCINITAS, CALIFORNIA 92024
PHONE 760.632.9900 FAX 760.632.9993
WEB WWW.TN-RESEARCH.COM



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INTRODUCTION

The Western Riverside Council of Governments (WRCOG) is a Joint Powers Agency formed in 1990 by the County of Riverside and fourteen member cities. WRCOG is an important forum for the collective examination of issues that are regional or subregional in nature and transcend individual political boundaries -- including regional transportation, development and land use matters.

In the past decade, Western Riverside County has struggled with how to accommodate a growing population while maintaining the overall quality of life for residents. Between 1980 and 2002, the region grew by nearly one million residents. By 2025, the population is expected to grow by an additional one million residents -- reaching approximately 2.5 million total. Developing strategies to effectively deal with a growing population is chief among all of the long-term challenges to the region's quality of life and sustainability because of the direct and indirect impacts growth has on many other factors that shape how people live, work and play -- including housing availability, cost of living, employment opportunities, adequacy of transportation infrastructure, traffic congestion and mobility, air quality, conservation and other factors.

Anticipating this growth, WRCOG and the transportation agencies of Riverside County are pursuing an aggressive approach to enhancing mobility for the region which includes a balanced mix of highway and transit improvements. As outlined in the *Transit Oasis Strategy*, one component of the overall plan is a transit system that connects centers of activity in both the cities and unincorporated areas with express transit along Metrolink lines and/or along new express transit corridors. Transit-oriented developments are also envisioned as part of this plan to improve the accessibility of transit, provide additional affordable housing options, spur urban revitalization and local economic development, as well as reduce vehicle dependency, congestion and air pollution.

MOTIVATION FOR SURVEY The survey discussed in this report is part of a larger study effort commissioned by WRCOG and Caltrans to examine the feasibility and benefits of transit-oriented development (TOD) in Western Riverside County.¹ The study examines site-specific opportunities and constraints for creating TOD at each existing and potential rail and bus rapid transit station in the region. In addition to estimating the general market conditions and economic feasibility of TOD at each potential station area, the study explores the public's awareness and attitudes about transit-oriented development in general, as well as latent interest and demand for living in a TOD.

To assist it in this effort, WRCOG selected True North Research to design the survey research plan and conduct the survey. Broadly defined, the survey was designed to:

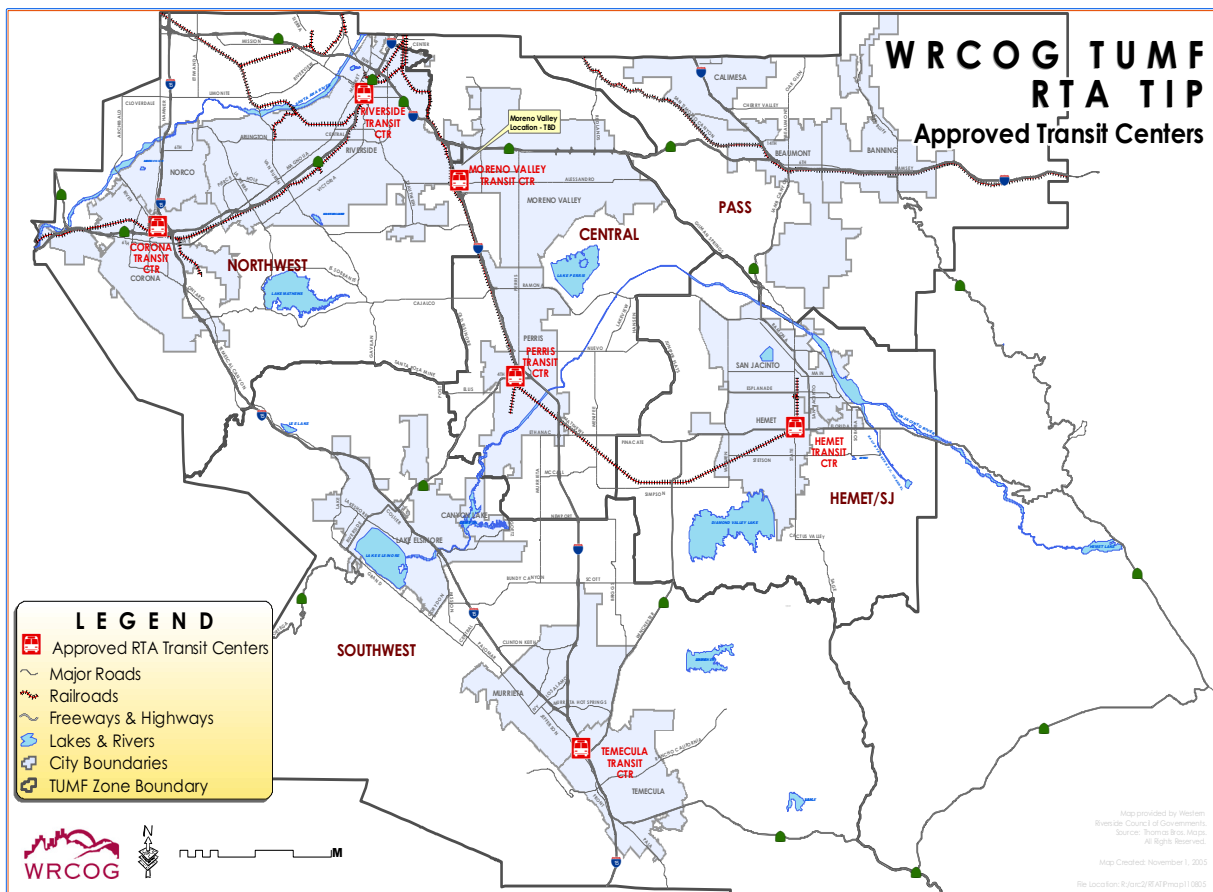
- Measure opinions about quality of life issues in the region.
- Identify strategies that the public perceives would be most effective in managing future growth and development.

1. WRCOG, Caltrans, cities and other agencies including public transit agencies are working together as part of a Community-Based Transportation Planning Grant funded by Caltrans to study issues and opportunities associated with implementing transit-supportive development in Western Riverside County.

- Gauge public awareness of -- and support for -- transit-oriented development.
- Measure the impact that additional information about TOD has on general support for this type of development in the region.
- Estimate the latent interest/market demand for living in a TOD.
- Identify the aspects of TOD that residents find most appealing or unappealing.
- Collect additional background, demographic and attitudinal data that is relevant to understanding residents' attitudes about TOD, transportation and housing issues.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 68). In brief, a total of 1,290 randomly selected adult residents participated in the survey by telephone or online between February 22 and March 5, 2006. The telephone interviews were conducted in English and Spanish and averaged 20 minutes in length.

FIGURE 1 SUB-AREAS IDENTIFIED IN STUDY



To accommodate WRCOG's interest in obtaining reliable parameter estimates for the region as a whole, as well as within the five TUMF² zones identified in Figure 1, the survey employed a stra-

2. Transportation Uniform Mitigation Fee Program.

tegic oversample by sub-area to balance the statistical margins of error associated with estimates at the TUMF zone level. To adjust for the oversampling, the raw data were then weighted according to adult population estimates prior to analyses and presentation. The results presented in this report are the weighted results, which are representative at the regionwide level, as well as within the five sub-areas.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings, as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), a description of the methodology employed for collecting and analyzing the data, as well as a copy of the survey questionnaire. And, for the truly ambitious reader, the crosstabulations and verbatim responses to open-ended questions from the survey are bound separately in Appendices A and B, respectively.

ACKNOWLEDGEMENTS True North would like to thank Susan DeSantis, WRCOG, Riverside County Transportation Commission (RCTC), Riverside Transit Agency (RTA), and the members of the Transit-Oriented Development Advisory Group who participated in the design of this study. Their collective expertise and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors -- Dr. Timothy McLarney and Richard Sarles at True North Research -- and not necessarily those of WRCOG. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas -- such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 300 survey research studies for public agencies, including more than 200 studies for councils of government, municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

QUALITY OF LIFE

- Seventy-one percent (71%) of Western Riverside County residents rated the current quality of life in the region as either excellent (15%) or good (56%). Twenty-four percent (24%) felt that the quality of life in the region is fair, and just 5% of respondents said it is poor or very poor.
- Looking 10 years into the future, 33% of respondents anticipated that Western Riverside County will become a better place to live, 26% expected that the quality of life will be about the same as it is now, and 38% anticipated that the quality of life in the region will worsen during this period.
- When asked what one change local governments could focus on to make Western Riverside County a better place to live, now and in the future, the most frequently suggested change was reducing traffic congestion/improving the transportation system (36%), followed by limiting growth and/or improving strategies for managing growth (14%).

STRATEGIES TO MANAGE GROWTH

- When asked to rate 11 potential strategies for managing growth in terms of their potential effectiveness, residents perceived that having local governments work together to create a *common* plan for regional land use and development would be the most effective. Adding lanes to existing freeways, enacting growth and land use policies that protect the environment and preserve open space, and expanding and improving the network of public transit services so that transit is easier and faster to use were also perceived as effective strategies by a large proportion of residents.

TOD AWARENESS & INITIAL SUPPORT

- Prior to participating in the survey, 11% of respondents indicated that they had heard of the terms transit-oriented development and/or transit villages.
- After being provided with a brief description of transit villages,³ 79% of respondents initially stated that they would support this type of development around existing and future transit stations in Riverside County.

3. Transit villages are communities that are built within an easy walk of a major transit stop - such as a Metrolink station. Because they are compact in design and include a mix of residential, employment, entertainment, recreation and shopping opportunities, they provide people with the opportunity to live, work, shop and play all in the same area. Transit villages are designed to give residents the option of walking, biking and using public transit in addition to using a car.

POSITIVE STATEMENTS ABOUT TOD

When presented with positive statements about transit villages, respondents found the following to be the most compelling:

- *It makes using transit easier for people in general, and provides better options for those who are unable to drive - like the elderly, young and those without cars.*
- *It increases residents' quality of life by making it easier to live, work, shop and play without having to travel far or get stuck in traffic.*
- *It is good for the environment, reduces air pollution and conserves energy.*

INTERIM SUPPORT FOR TOD

- After being exposed to positive statements about the benefits of transit villages, support for this type of development around existing and future transit stations in Riverside County climbed to 80% -- with 45% *definitely* supportive.

NEGATIVE STATEMENTS ABOUT TOD

When presented with negative statements about transit villages, respondents found the following to be the most compelling:

- *It creates neighborhoods that are crowded, loud and always busy.*
- *It creates more traffic congestion and greatly limits parking around transit stations, which makes it harder for people who don't live within walking distance of a station to use transit.*
- *It sounds good in theory, but it doesn't work in practice. It just won't solve the problems people say it will.*

FINAL SUPPORT FOR TOD

- After being presented with additional information about transit villages -- both positive and negative -- 75% of Western Riverside County residents supported this type of development around existing and future transit stations in the region.

PERSONAL INTEREST IN TRANSIT VILLAGE

- Forty-two percent (42%) of respondents expressed some level of interest in living in a transit village in the next year or two, with 14% stating that they were *very* interested.
- Half (50%) of all respondents expressed some level of interest in living in a transit village 10 years from now, with 19% indicating that they were *very* interested.
- Among those who were *not* interested in living in a transit village -- now or in the future -- the most common reasons expressed for their lack of interest were that transit villages would be too crowded/congested/noisy (27%), that they are satisfied with their current housing situation and do not want to move (24%), and that they prefer living near open spaces and in rural environments (16%).
- When those who expressed some level of interest in living in a transit village were asked in an open-ended manner to identify the characteristic or benefit of living in a transit village that *most* makes them want to live in one, the accessibility/convenience of a transit village

was by far the most common top-of-mind response (55%), followed by the reduced time spent in traffic and driving in general (22%).

- When presented with seven aspects of a transit village and asked to rank how appealing they find each aspect, the ability to get places without having to use a car was the most appealing, followed closely by having easy access to transit and pedestrian friendly neighborhoods.

PERSONAL EMPLOYMENT & COMMUTE

- Three-quarters (77%) of residents indicated that they had *not* used public transit in Riverside County in the 12 months prior to the interview. Fourteen percent (14%) had ridden the bus during this period, whereas the corresponding figure for the train was 9%.
- Forty-seven percent (47%) of Western Riverside County residents indicated that they would only use transit once per week if they had no other options, whereas 48% indicated that they would ride transit at least once per week under the right circumstances.
- Approximately half (49%) of survey participants indicated that they were employed full-time, and an additional 8% stated that they were employed part-time. Of the remaining respondents, 5% were students, 15% homemakers, 20% retired, and 3% were in-between jobs.
- Seventy-nine percent (79%) of workers and students indicated that they commute at least three days per week to work or school.
- Among regular commuters, 38% travel at least 50 miles round-trip, and more than half (51%) spend at least one hour commuting per round-trip.
- Seventy-nine percent (79%) of regular commuters primarily drive alone, whereas 15% primarily carpool or vanpool, and 3% primarily use transit. Transit use is more common (8%) as a secondary commute mode among regular commuters.
- Seventy-one percent (71%) of regular commuters indicated that the origin and destination of their commute has remained the same during the past two years.
- Of commuters whose commute origin and destination has remained the same during the past two years, half (50%) indicated that their commute had slowed during this period, 46% indicated that it had stayed about the same, and 4% stated that it had gotten faster.

PARTNERS' EMPLOYMENT & COMMUTE

- Approximately 62% of all respondents indicated that they were married or in a domestic partnership.
- Among these individuals, 58% reported that their partner regularly commutes to work or school at least three days per week.
- Thirty-nine percent (39%) of respondents reported that their partner commutes at least 50 miles round-trip to work or school, and half (50%) spend at least one hour commuting, round-trip.
- Eighty-four percent (84%) of partners primarily drive alone when commuting to work or school, whereas 13% carpool or vanpool and 2% use transit.
- Considering normal traffic patterns in the morning, 40% indicated that it would take less than 30 minutes to drive from their school/place of employment to their partners', 25% stated that it would take between 30 minutes and one hour, and one-third (33%) indicated that it would take one hour or more.
- Sixty-nine percent (69%) of partners were reported to have the same origin and destination for their commute during the past two years.

- Of partners whose commute origin and destination had remained the same during the past two years, 55% indicated that their commute had slowed during this period, 40% indicated that it had stayed about the same, and 4% stated that it had gotten faster.

HOUSING PREFERENCES

- Ninety-two percent (92%) of respondents indicated that they were satisfied with their current home, with two-thirds (67%) stating that they were *very* satisfied.
- Forty-three percent (43%) of Western Riverside County residents indicated that they would choose a larger house with a one hour commute rather than a smaller home with a 15 minute commute. Forty-seven percent (47%) indicated that they would opt for the smaller home with the shorter commute.
- Thirty-nine percent (39%) of Western Riverside County residents indicated that they would prefer to live in a transit village with easy access to transit, stores, schools and services rather than a residential-only neighborhood where they would have to drive a car to stores, schools and services. Fifty-three percent (53%) preferred to live in a residential-only neighborhood.
- Among regular commuters, half (50%) agreed that commuting causes them a lot of stress, 29% were willing to make sacrifices to change jobs so that they could work closer to their current home, and 28% were willing to make sacrifices to move closer to their current job.
- Among non-commuters who have a partner who commutes, 47% agreed that commuting causes their families a lot of stress, and 33% were willing to make sacrifices to move closer to their partners' place of employment.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide WRCOG with a statistically reliable understanding of residents' opinions about growth, land use, development and related quality of life issues in the region, focusing in particular on their support for -- and interest in -- transit-oriented development around existing and future transit stations in Western Riverside County. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to "see the forest through the trees" by noting how the collective results of the survey answer some of the key questions that motivated the research.

The following conclusions are based on True North's interpretations of the results, as well as the firm's experience conducting similar surveys for government agencies throughout the State.

What do residents perceive as being the keys to maintaining the quality of life in Western Riverside County?

One of the more striking patterns to emerge from the survey is that although residents generally share a positive view of the current quality of life in Western Riverside County, many are also concerned about the affects that growth and growth-related issues are likely to have on the livability of the region in the future. Nearly three-quarters (71%) of residents rated the current quality of life in Western Riverside County as excellent or good, yet 38% of residents also anticipated that the livability of the region would decline in the next ten years due in large part to population increases.

The public's concern about the future livability of the region translates into a sense of urgency for developing strategies to effectively manage future growth, as well as broad support for a variety of specific growth-management approaches. When asked what one change local governments should focus on to improve the quality of life in the region -- now and in the future -- more than half of all residents cited managing growth, reducing traffic, or improving the transportation system.

Fortunately, the public is also optimistic about the potential effectiveness of a variety of strategies to manage future growth and preserve the quality of life in the region. Although making sure that local governments work together to create a *common* plan for regional land use and development was perceived as the most effective strategy, other strategies that were widely perceived as being effective included adding lanes to existing freeways, enacting land use policies to protect the environment and preserve open space, expanding the transit network so that it is easier and faster to use, building new freeways, and planning new development so that employment centers, housing, schools and recreation areas are closer together.

Is there clear public support for creating transit-oriented developments in Western Riverside County?

The public's concerns about growth and growth-related issues arguably underpin what is an overwhelming level of public support for transit-oriented development around existing and future transit stations in Western Riverside County. Despite having a low level of awareness of transit-oriented development or transit villages prior to participating in the survey, initial support for this type of development could be found among 79% of respondents. Equally important, support for the creation of transit villages was broad-based, exceeding 72% in every one of the more than 50 sub-group categories of residents identified in the study. Moreover, in stark contrast to what is typically found on topics of which the public has little prior awareness or knowledge, public opinion about transit villages remained remarkably stable throughout the interview -- even when presented with additional information about the benefits and criticisms of transit-oriented development.

Is there an identifiable market for living in a transit-oriented development among current Western Riverside County residents?

The challenge of estimating the market potential of transit-oriented development is a multi-faceted one that involves many tasks outside the scope of this survey, including site-specific opportunities and constraints at each existing and potential rail and bus rapid transit station in the region, as well as general market conditions and economic feasibility analyses. Nevertheless, an important component of estimating the feasibility of transit-oriented development is measuring the interest that current residents have in living in a TOD.⁴ Indeed, general support for the concept of transit-oriented development is one thing. Latent demand for living in a transit village is quite another. Although the vast majority of Western Riverside County residents clearly support building transit villages, what proportion of residents are interested in actually living in a transit village -- now and/or in the future?

The survey results indicate that there is a substantial market for transit-oriented development among current Western Riverside County residents. Forty-two percent (42%) of adults expressed at least some interest in living in a transit village in the next two years, with 14% indicating that they were *very* interested. The market is somewhat larger when the period of time is extended to 10 years from now, with half (50%) of residents expressing interest and 19% stating that they would be *very* interested in living in a transit village.

It was expected that existing transit users would express a high level of interest in transit villages -- which they did. One of the more interesting patterns to emerge from the survey results, however, was that the appeal of a transit village goes well beyond its proximity to transit. Indeed,

4. It is important to note, moreover, that current residents represent just a portion of the potential market for transit villages in Western Riverside County. Although not part of this survey, residents who live outside of the region may also choose to move to Western Riverside County for the opportunity to live in a transit village in the future.

when asked to identify those aspects of living in a transit village that they found *most* appealing, lifestyle considerations such as a reduced dependency on the personal vehicle, the convenience of being able to live, work, shop and play in the same area, and neighborly communities were mentioned more frequently than improved access to transit.

In terms of its demographic profile, the market segment that is interested in living in a transit-oriented development is an eclectic one, encompassing a wide range of demographic and socio-economic subgroups (see *Current Interest in Transit Village* on page 33). Nevertheless, certain factors appeared to be statistically significant predictors of interest based on crosstabulation as well as more sophisticated multivariate analyses.⁵ These factors included home ownership status, current housing type, commute status, past transit experience, employment status, age, family income, marital status and language of preference. When compared to their respective counterparts, interest in living in a transit village in the next year or two was significantly greater among those who currently rent, those who currently live in a condominium, apartment or townhome, those who are not married, residents under the age of 25, those with children, residents who have used transit in the past year, those with family incomes under \$50,000 per year, individuals who commute at least one hour round-trip for work or school, those who have partners who also commute, and Spanish speakers.⁶ Once again, however, it is important to note that although certain factors were significant predictors of interest in living in a transit village, the market segment included individuals across the full range of socio-economic and demographic spectrums.

-
5. True North estimated several linear regression models to help identify those variables that shape residents' interest in living in a transit village, as well as gauge the strength of the relationships between interest and demographic characteristics.
 6. The market for living in a transit village 10 years from now was less distinct from a demographic perspective, reflecting its broader appeal for this time frame.

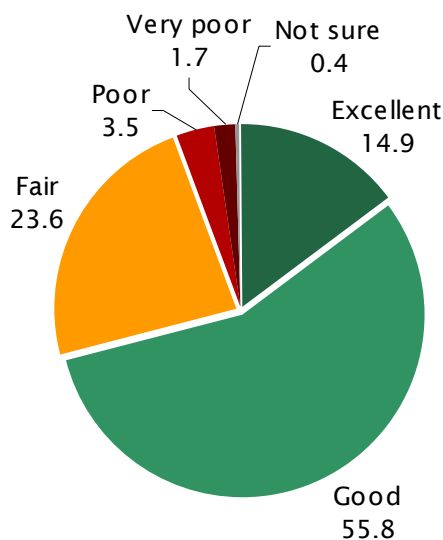
QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Western Riverside County, their expectations for how it may change in the future, as well as what that think local governments could do to improve the quality of life in the region -- now and in the future.

CURRENT QUALITY OF LIFE At the outset of the interview, respondents were asked to rate the quality of life in Western Riverside County using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 2 below, a large majority of respondents shared favorable opinions of the quality of life in region, with 15% reporting it is 'excellent', 56% 'good', and 24% stating it is 'fair'. Overall, just 5% of residents indicated that the quality of life in the region is 'poor' or 'very poor'.

Question 2 *How would you rate the overall quality of life in Western Riverside County? Would you say it is excellent, good, fair, poor or very poor?*

FIGURE 2 OVERALL QUALITY OF LIFE



CURRENT QUALITY OF LIFE BY SUBGROUPS For the interested reader, Figures 3-5 show how ratings of the quality of life in Western Riverside County varied by area of residence, the type of home in which a respondent lives, age, language of interview, household income, as well as whether the respondent is married and has children. Although opinions about the quality of life in the region varied significantly in many cases -- e.g., respondents from households with higher incomes assessed the quality of life in the region much more positively than those in the lower income brackets -- a clear majority of residents in all subgroups held favorable opinions about the current quality of life in the region.

FIGURE 3 OVERALL QUALITY OF LIFE BY AREA OF REGION & HOME TYPE

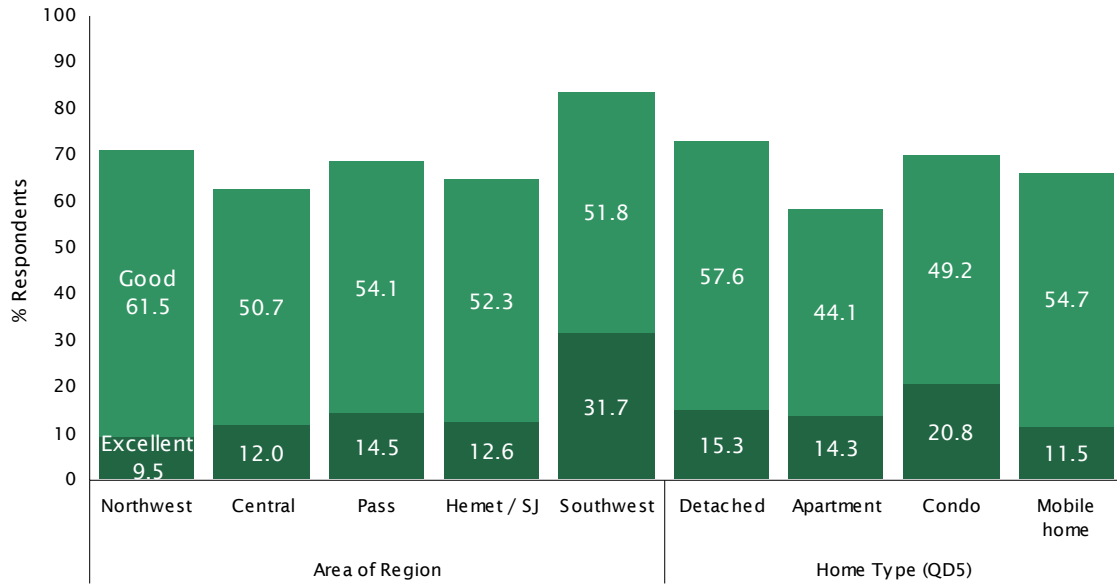


FIGURE 4 OVERALL QUALITY OF LIFE BY AGE & INTERVIEW LANGUAGE

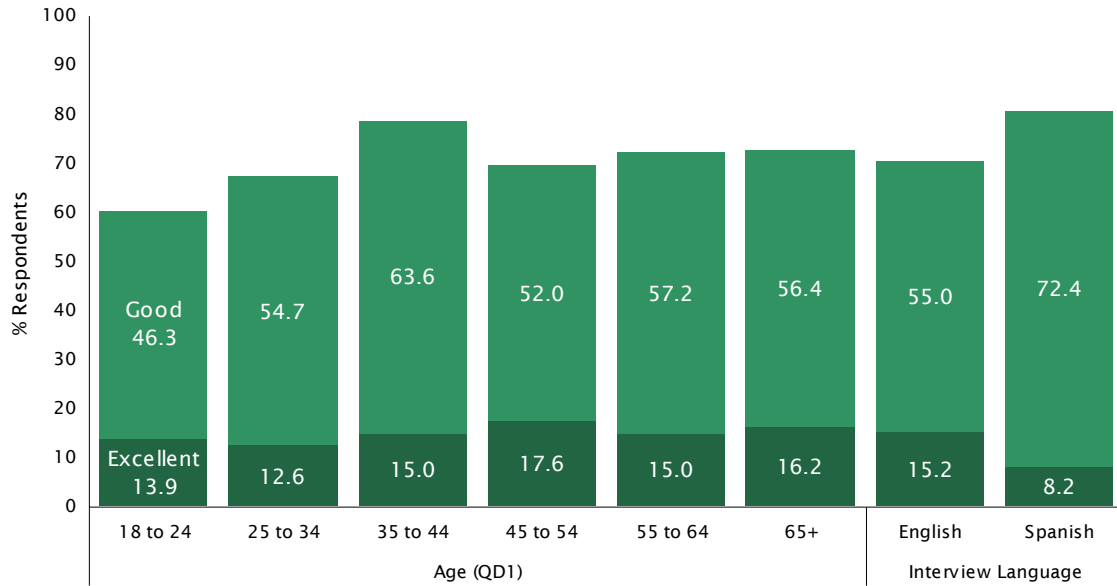
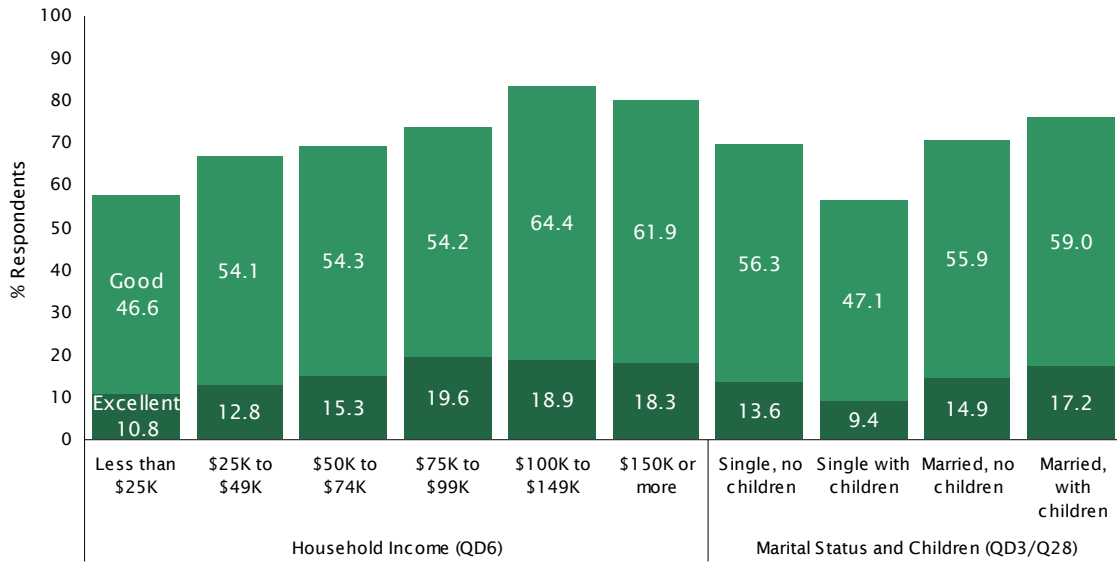


FIGURE 5 OVERALL QUALITY OF LIFE BY HOUSEHOLD INCOME & MARITAL STATUS AND CHILDREN



FUTURE QUALITY OF LIFE Whereas Question 2 measured residents’ opinions about the quality of life in Western Riverside County as it is today, Question 3 asked respondents to state their expectations for the quality of life in the region 10 years into the future. Specifically, do they think the region will be a better place to live, a worse place to live, or about the same as it is now?

Question 3 *Looking 10 years into the future, do you think Western Riverside County will be a better place to live than it is now, a worse place to live than it is now, or about the same as it is now?*

FIGURE 6 WESTERN RIVERSIDE COUNTY 10 YEARS IN FUTURE COMPARED TO NOW

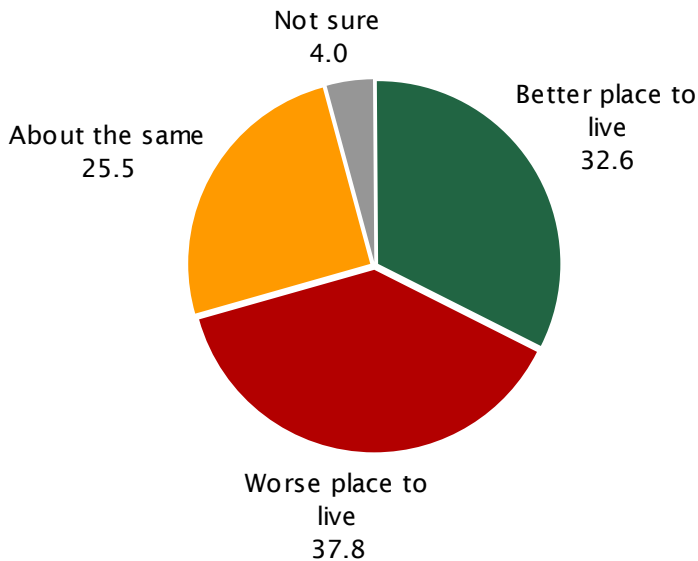


Figure 6 shows that residents are rather evenly split when it comes to their expectations for the future of Western Riverside County. Approximately one quarter (26%) anticipate that the quality of life in the region will remain about the same as it is today. One-third (33%) expect that the livability of the region will improve during this period, whereas 38% expect that in 10 years the region will be a worse place to live than it is today.

FUTURE QUALITY OF LIFE BY SUBGROUPS Expectations for Western Riverside County’s future quality of life were strongly related to several key respondent characteristics -- including the area in which they live within the region, their length of residence, age, and language of preference (see Figures 7-9). When compared to their respective counterparts, residents in the Northwest portion of the region, new residents, those under the age of 35, Spanish speakers, those with annual family incomes between \$100,000 and \$149,000, and single parents were the most optimistic about the region’s future.

FIGURE 7 WESTERN RIVERSIDE COUNTY 10 YEARS IN FUTURE COMPARED TO NOW BY AREA OF REGION & YEARS IN WESTERN RIVERSIDE COUNTY

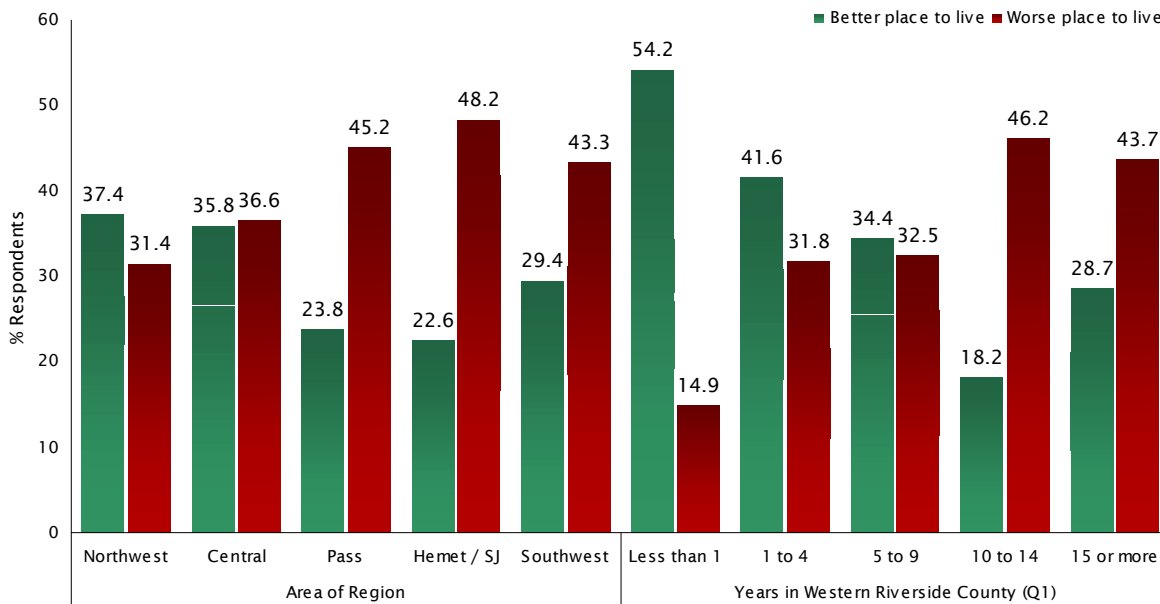


FIGURE 8 WESTERN RIVERSIDE COUNTY 10 YEARS IN FUTURE COMPARED TO NOW BY AGE, INTERVIEW LANGUAGE & RESPONDENT REGULARLY COMMUTES

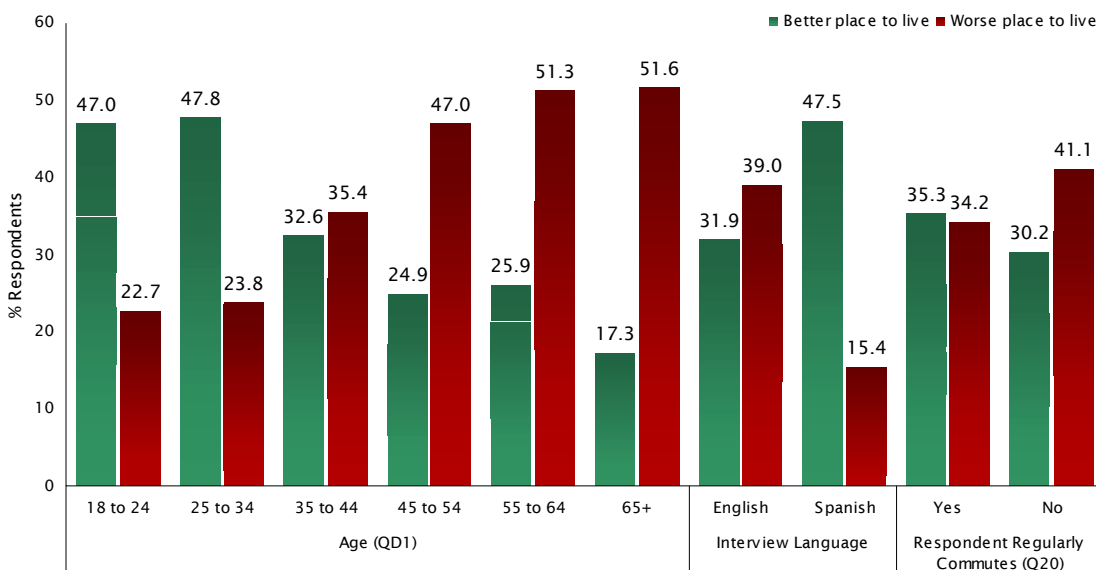
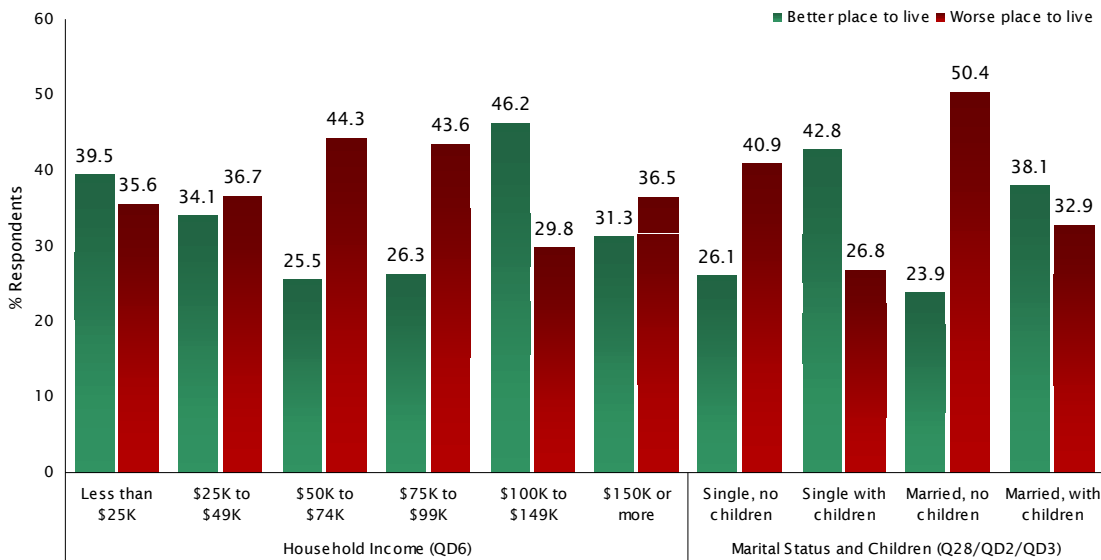


FIGURE 9 WESTERN RIVERSIDE COUNTY 10 YEARS IN FUTURE COMPARED TO NOW BY HOUSEHOLD INCOME & MARITAL STATUS AND CHILDREN



WAYS TO IMPROVE QUALITY OF LIFE Having measured respondents’ perceptions of the current quality of life in the region, as well as their expectations for future livability, the survey next inquired as to the changes that residents felt local governments could make that would have the greatest positive impact on the quality of life in the region -- now and in the future. Question 4 was asked in an open-ended manner, which allowed respondents to mention any change that came to mind without be prompted by -- or restricted to -- a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 10 on the next page.

The most commonly suggested changes centered on reducing traffic congestion and improving the transportation system (36%), followed by limiting growth and/or improving strategies for dealing with growth (14%). Improving public safety and specific references to an improved public transit system were also mentioned by 7% and 5% of respondents, respectively. No other single category of change was mentioned by at least 5% of respondents, overall.

Table 1 presents the top five most frequently mentioned changes that residents would like local governments to focus on according to the area of the region in which they live. Regardless of the area, addressing traffic congestion/improving the transportation system and limiting growth/improving strategies for dealing with growth were the top two priorities. Improving public transportation was also mentioned among the top five priorities in four of the five areas.

Finally, Figure 11 provides some insight into the importance that growth-related issues occupy in shaping whether a resident is optimistic or pessimistic about the region’s future livability. As shown in the figure, those who are pessimistic about the region’s future were six times more likely than their optimistic counterparts to mention managing growth as being the top priority for local government leaders.

Question 4 *If local governments could change one thing to make Western Riverside County a better place to live -- now and in the future -- what change would you most like to see?*

FIGURE 10 ONE CHANGE TO IMPROVE WESTERN RIVERSIDE COUNTY

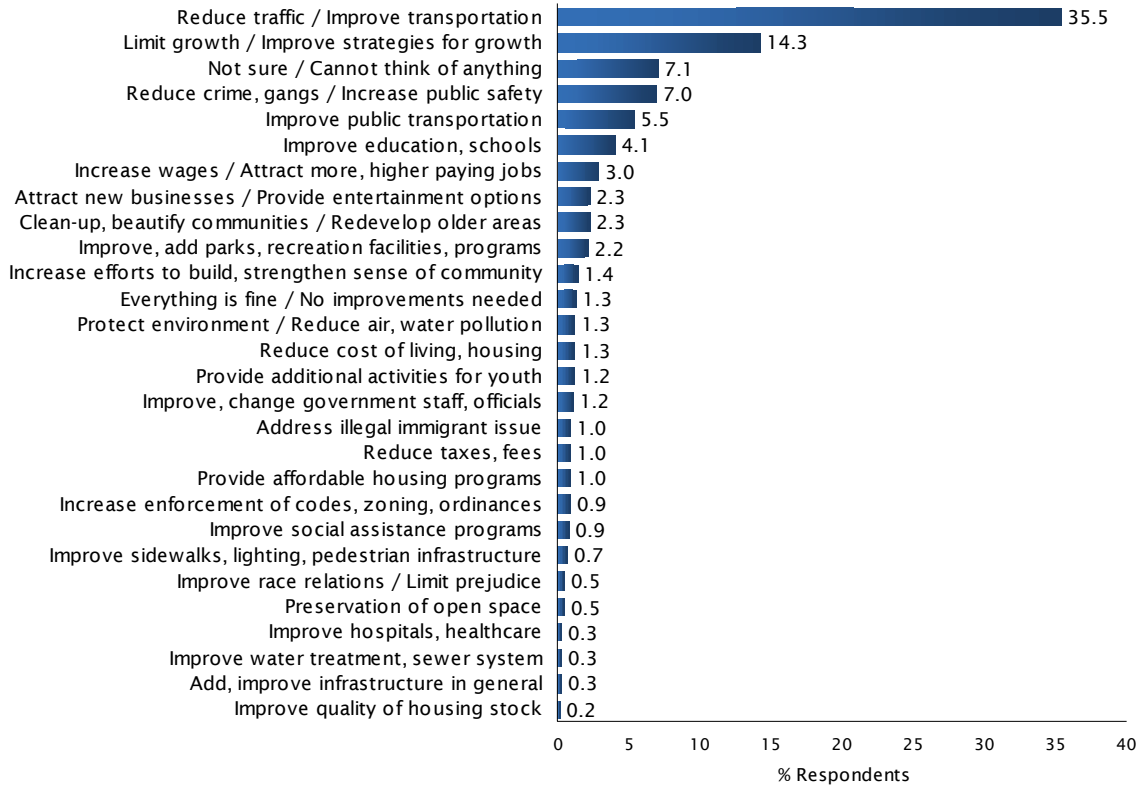
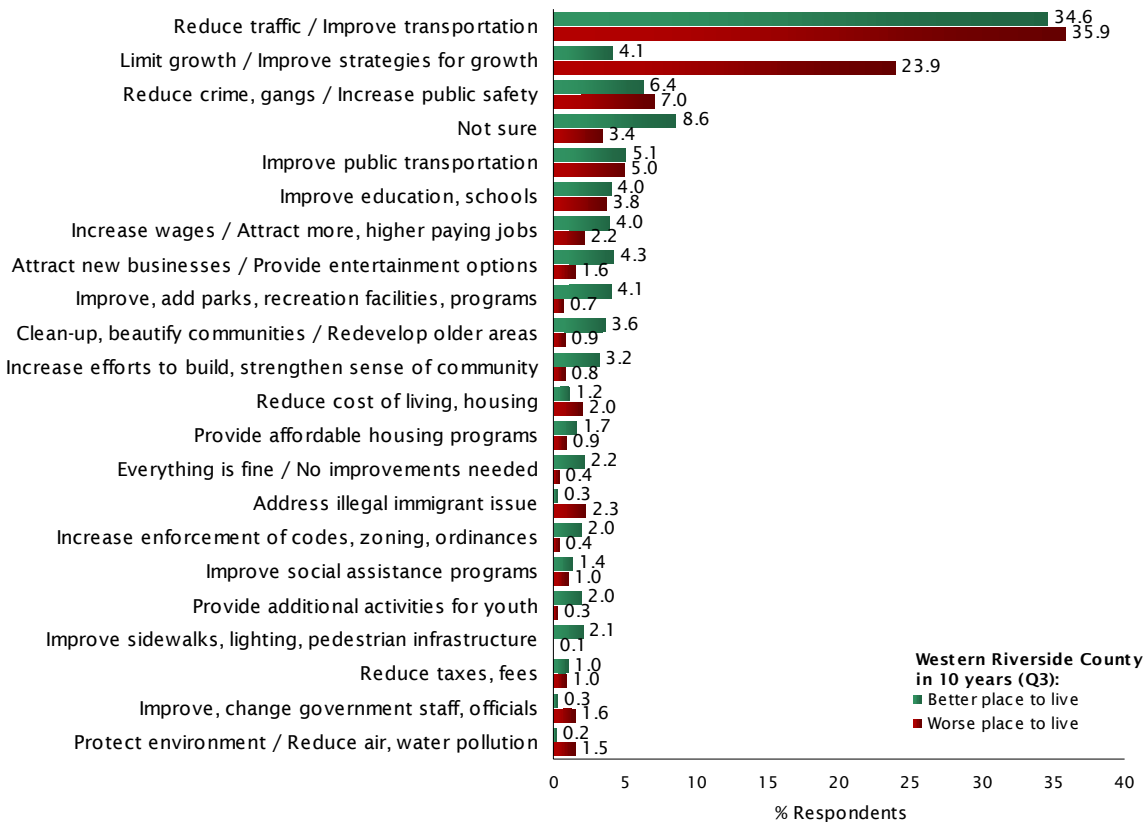


TABLE 1 TOP FIVE RESPONSES FOR SUGGESTED IMPROVEMENTS BY AREA OF REGION

Area of Region				
Northwest	Central	Pass	Hemet / SJ	Southwest
Reduce traffic / Improve transportation (36%)	Reduce traffic / Improve transportation (35%)	Limit growth / Improve strategies for growth (25%)	Reduce traffic / Improve transportation (30%)	Reduce traffic / Improve transportation (47%)
Limit growth / Improve strategies for growth (11%)	Limit growth / Improve strategies for growth (9%)	Reduce traffic / Improve transportation (23%)	Limit growth / Improve strategies for growth (16%)	Limit growth / Improve strategies for growth (19%)
Not sure / Cannot think of anything (9%)	Reduce crime, gangs / Increase public safety (8%)	Reduce crime, gangs / Increase public safety (7%)	Reduce crime, gangs / Increase public safety (9%)	Not sure / Cannot think of anything (5%)
Reduce crime, gangs / Increase public safety (8%)	Not sure / Cannot think of anything (6%)	Improve public transportation (5%)	Not sure / Cannot think of anything (7%)	Improve public transportation (5%)
Improve public transportation (6%)	Increase wages / Attract more, higher paying jobs (4%)	Improve education, schools (5%)	Improve public transportation (6%)	Improve education, schools (4%)

FIGURE 11 ONE CHANGE TO IMPROVE WESTERN RIVERSIDE COUNTY BY VISION OF COUNTY 10 YEARS FROM NOW



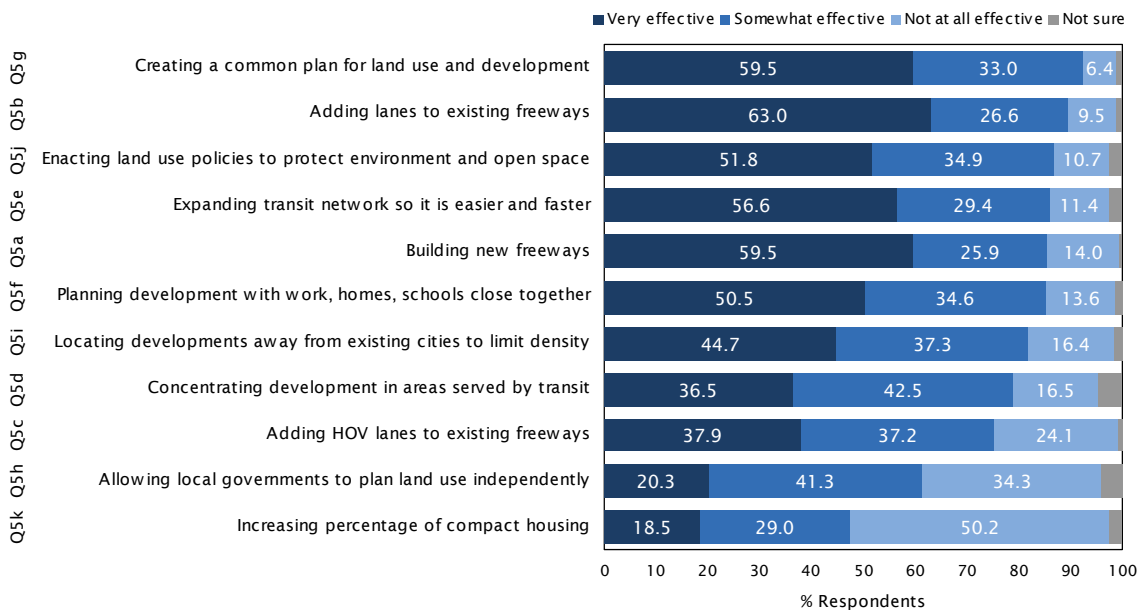
STRATEGIES TO MANAGE GROWTH

Between 1980 and 2002, Western Riverside County grew by nearly one million residents. By 2025, the population is expected to grow by an additional one million residents -- reaching approximately 2.5 million total. Developing strategies to effectively manage and adapt to this growth while preserving the region's quality of life is chief among the long-term challenges that face leaders and planners in the region.

After informing respondents of the expected growth in the region, Question 5 asked respondents to evaluate the potential effectiveness of various strategies for managing future growth. The format of the question was straightforward. For each of the strategies shown in truncated form on the left of Figure 12, respondents were simply asked to indicate whether -- in their opinion -- the strategy would be a very effective, somewhat effective, or not at all effective approach to managing growth and protecting the quality of life in the region. The strategies are sorted top-to-bottom in Figure 12 according to the proportion of respondents who indicated that a strategy would be at least somewhat effective.

Question 5 *In the next 25 years, experts predict that the population of western Riverside County will grow by more than 1 million people. There are a number of possible ways to manage and adapt to this growth so that we maintain the region's quality of life. As I read the following strategies, please tell me if you think the strategy will be a very effective, somewhat effective, or not at all effective approach to managing future growth and protecting the quality of life in the region.*

FIGURE 12 PERCEIVED EFFECTIVENESS OF GROWTH STRATEGIES



As shown in the figure, residents clearly differentiated among the strategies and their potential effectiveness for managing growth. Making sure that local governments work together and have a *common* plan for regional land use and development was perceived as the most effective strategy among those tested (93% very or somewhat effective), followed by adding lanes to existing freeways (90%), enacting growth and land use policies that protect the environment and preserve open space (87%), expanding and improving the network of public transit services so that transit is easier and faster to use (86%), and building new freeways (85%). The strategies that were perceived as comparatively less effective included increasing the percentage of housing that is compact in design -- like condos, townhomes and apartments -- so that less land is used per unit (48%) and allowing local governments to work independently so that each has their own plan for local land use and development (62%).

Table 2 presents the top five⁷ strategies that residents perceived as being the most effective according to the area of the region in which they live. Although perceptions did vary by location of residence, two strategies were among the top five in all five areas: Making sure that local governments work together and have a *common* plan for regional land use and development, and adding lanes to existing freeways.

TABLE 2 TOP FIVE GROWTH STRATEGIES BY AREA OF REGION

Area of Region				
Northwest	Central	Pass	Hemet / SJ	Southwest
Creating a common plan for land use and development	Planning development with work, homes, schools close together	Creating a common plan for land use and development	Expanding transit network so it is easier and faster	Adding lanes to existing freeways
Adding lanes to existing freeways	Adding lanes to existing freeways	Enacting land use policies to protect environment and open space	Creating a common plan for land use and development	Creating a common plan for land use and development
Enacting land use policies to protect environment and open space	Building new freeways	Building new freeways	Adding lanes to existing freeways	Enacting land use policies to protect environment and open space
Expanding transit network so it is easier and faster	Expanding transit network so it is easier and faster	Expanding transit network so it is easier and faster	Building new freeways	Building new freeways
Locating developments away from existing cities to limit density	Creating a common plan for land use and development	Adding lanes to existing freeways	Locating developments away from existing cities to limit density	Planning development with work, homes, schools close together

7. According to the percentage of respondents who perceived that the strategy would be at least somewhat effective in managing future growth and protecting the quality of life in the region.

TOD AWARENESS & INITIAL SUPPORT

As noted in the *Introduction*, a key component of the *Transit Oasis Strategy* is a transit system that connects centers of activity in both the cities and unincorporated areas with express transit along Metrolink lines and/or along new express transit corridors. Transit-oriented developments at existing and future Metrolink stations that include a compact mix of residential, employment, entertainment, recreation and shopping opportunities are also envisioned as part of this plan. Also referred to as *transit villages*, TODs provide people with the opportunity to live, work, shop and play all in the same areas, which can result in a number of benefits including improved access to transit, additional affordable housing options, economic revitalization, and a reduction in vehicle dependency, congestion and air pollution.

Although transit-oriented developments have been successfully implemented in neighboring counties, this type of development has yet to occur in Riverside County. Accordingly, one of the primary goals of this survey was to gauge the public's awareness of TOD, as well as their support for this type of development in the future.

AWARENESS OF TOD The first question in this series was designed to measure the current level of awareness in the region for the concept of transit-oriented development. All respondents were simply asked whether they had ever heard of transit villages or transit-oriented developments. As shown in Figure 13, approximately 11% of Western Riverside County residents indicated that they had heard the term(s) prior to taking the interview, whereas 88% had not heard the term(s) and 1% were unsure. For the interested reader, Figures 14 and 15 show how awareness levels varied by area of the region, age, language of preference, commute status, commute distance and speed, as well as mode of commute.

Question 6 *Have you ever heard of transit villages or transit oriented developments?*

FIGURE 13 AWARENESS OF TOD

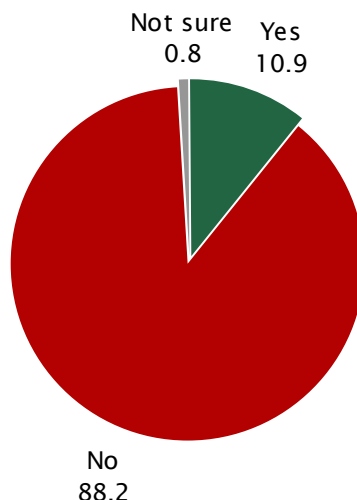


FIGURE 14 AWARENESS OF TOD BY AREA OF REGION, AGE & INTERVIEW LANGUAGE

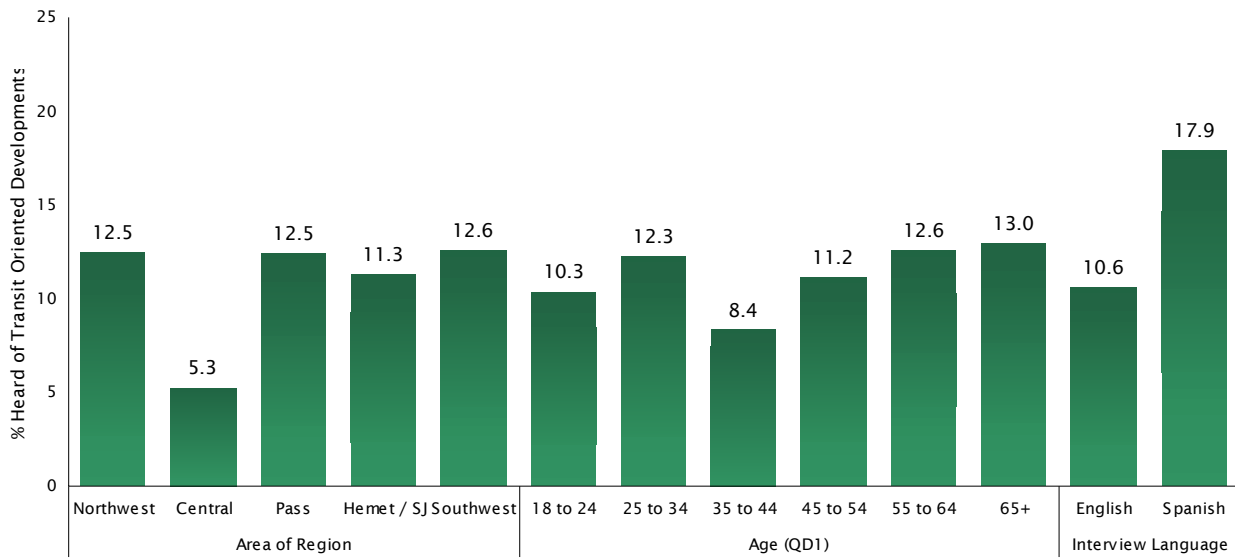
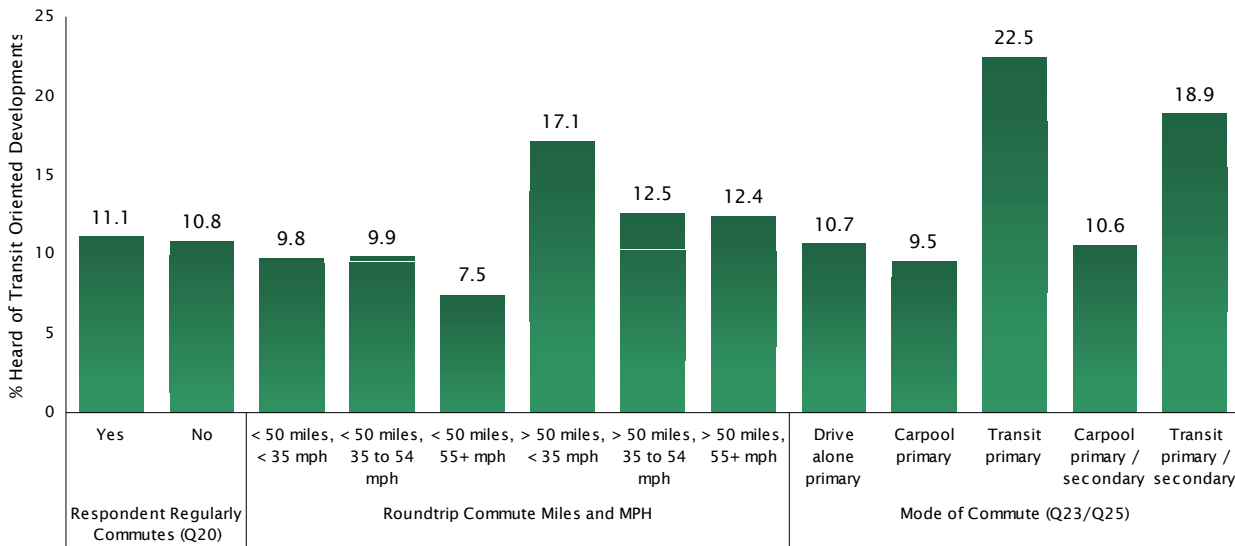


FIGURE 15 AWARENESS OF TOD BY RESPONDENT REGULARLY COMMUTES, ROUND-TRIP COMMUTE MILES AND MPH & MODE OF COMMUTE



INITIAL SUPPORT FOR TOD Recognizing that most respondents would not have heard of transit villages or TOD prior to the interview, the survey next provided a brief description of transit villages to familiarize respondents with the concept (see Question 7 on the next page). Question 7 was then administered to take an early assessment of residents’ support for this type of development around existing and future transit stations in Riverside County.

The motivation for placing this question early in the survey is twofold. First, support for a new concept can often depend on the amount of information respondents have about a concept. At this point in the survey, the respondent has not been provided information about transit villages

beyond what is presented in the language of Question 7. Question 7 is thus a good estimate of support for transit villages *as it is today* in the absence of an information campaign. Because Question 7 provides a gauge of 'initial' support for TOD, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on support for this type of development in Riverside County.

Question 7 *Transit villages are communities that are built within an easy walk of a major transit stop - such as a Metrolink station. Because they are compact in design and include a mix of residential, employment, entertainment, recreation and shopping opportunities, they provide people with the opportunity to live, work, shop and play all in the same area. Transit villages are designed to give residents the option of walking, biking and using public transit in addition to using a car. In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (Get answer, then ask): Would that be definitely (support/oppose) or probably (support/oppose)?*

FIGURE 16 INITIAL SUPPORT FOR TOD

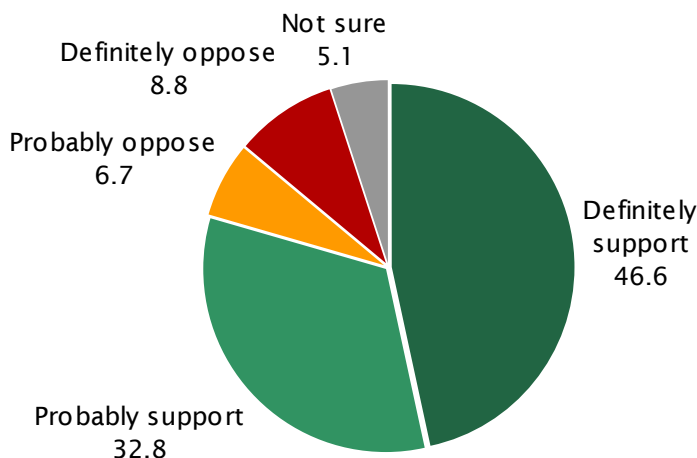


Figure 16 presents the results of Question 7 among all 1,290 respondents. Overall, 79% of respondents indicated that they would support developing transit villages around existing and future transit stations in Riverside County, with nearly half (47%) *definitely* supportive. Approximately 16% of respondents initially opposed this type of development, and 5% were unsure or unwilling to share their opinion.

SUPPORT BY SUBGROUPS For the interested reader, Table 3 shows how initial support for transit villages varied by key demographic traits such as area of the region, length of residence and age. The most striking pattern in the table is that the high level of support for the development of transit villages found among respondents as a whole (see Figure 16) was also shared by *every* subgroup of resident. Initial support for transit villages ranged from a low of 72% to a high of 99%.

TABLE 3 INITIAL SUPPORT FOR TOD BY SELECT DEMOGRAPHICS

		% Probably or Definitely Support	% Not sure
Overall		79.4	5.1
Area of Region	Northwest	79.0	4.4
	Central	80.1	6.3
	Pass	79.5	3.7
	Hemet / SJ	82.6	5.9
	Southwest	77.7	4.5
Years in Western Riverside County (Q1)	Less than 1	86.5	0.0
	1 to 4	79.6	5.3
	5 to 9	82.6	5.6
	10 to 14	78.3	5.3
	15 or more	77.7	4.9
Used Transit in Past 12 Months (Q17)	Yes	85.3	2.3
	No	77.8	5.5
Marital Status and Commuting Situation	Single, no commute	84.0	6.0
	Single with commute	81.3	5.1
	Married, no commuters	76.5	4.6
	Married, one commuter	81.9	3.8
	Married, two commuters	72.4	5.1
Age (QD1)	18 to 24	84.9	0.9
	25 to 34	81.9	5.2
	35 to 44	79.8	4.7
	45 to 54	78.5	5.8
	55 to 64	73.0	4.6
	65+	77.1	6.1
Children Under 10 in Home (QD2)	Yes	81.4	3.2
	No	78.0	5.9
Children Between 10 and 18 in Home (QD3)	Yes	79.2	4.6
	No	79.4	5.0
Home Ownership Status (QD4)	Rent	84.8	3.5
	Own	77.1	5.3
Home Type (QD5)	Detached	77.6	5.3
	Apartment	85.7	3.9
	Condo	86.2	4.5
	Mobile home	86.2	2.2
Household Income (QD6)	Less than \$25K	85.2	4.2
	\$25K to \$49K	82.0	5.6
	\$50K to \$74K	78.0	4.3
	\$75K to \$99K	73.9	4.2
	\$100K to \$149K	78.4	5.8
	\$150K or more	81.3	3.4
Gender	Male	77.5	5.5
	Female	81.0	4.3
Interview Language	English	78.4	5.1
	Spanish	98.5	0.0
Proximity to Existing Metrolink Station ZIP Code	Within ZIP	74.5	5.6
	Adjacent to ZIP	83.5	5.3
	Not near ZIP	79.1	4.6

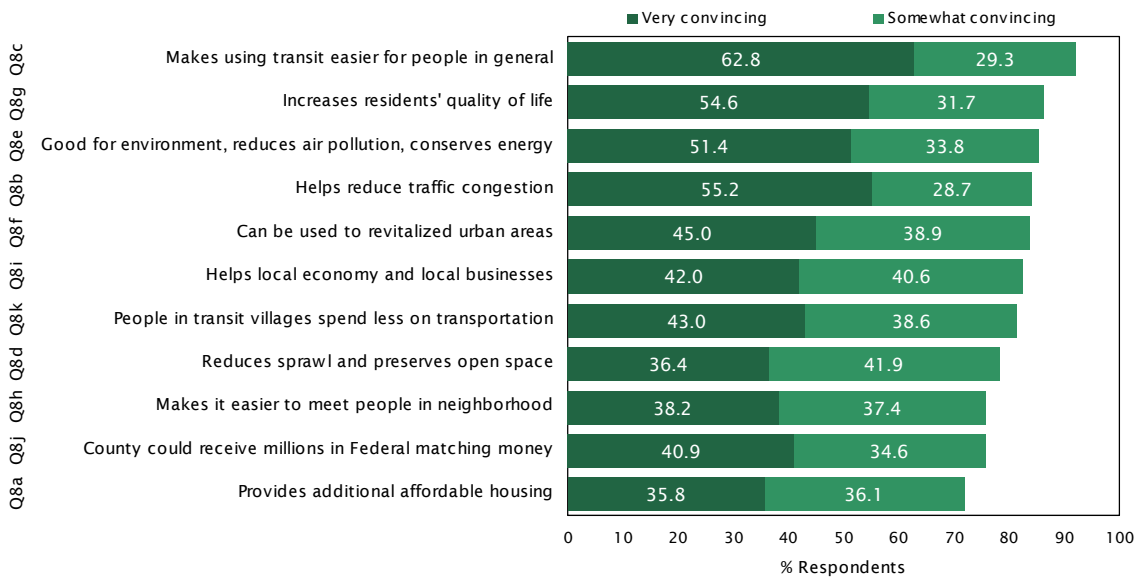
POSITIVE STATEMENTS ABOUT TOD

One of the challenges in measuring residents' opinions about transit-oriented development in Western Riverside County is that most residents had not encountered the concept prior to participating in the survey (see Figure 13). Thus, although Question 7 measured their *initial* support for the concept, it's possible that the support levels would change once residents had the benefit of additional information about TOD. Accordingly, one of the objectives of the survey was to provide residents with additional information about transit villages -- both positive and negative -- and identify how the additional information may impact their opinions about TOD in Riverside County. This section of the report discusses the positive messages tested, as well as how they resonated with the public. Criticisms of transit villages were also tested and will be discussed in a later section in this report.

Question 8 presented a series of statements about the benefits of TOD and simply asked respondents to indicate whether they felt that the additional information was a very convincing, somewhat convincing, or not at all convincing reason to support transit villages in Riverside County. The (truncated) statements tested, as well as respondents' reactions to the statements, are shown in Figure 17.⁸

Question 8 *Supporters of transit villages say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT transit villages in Riverside County?*

FIGURE 17 POSITIVE STATEMENTS FOR TOD



The statements are ranked in Figure 17 from most convincing to least convincing based on the percentage of respondents who indicated that the information was either a 'very convincing' or 'somewhat convincing' reason to support the development of transit villages. Overall, the most compelling positive statement was that transit villages make using transit easier for people in

8. For the complete wording of each statement, see *Questionnaire & Toplines* on page 72.

general and provide better options for those who are unable to drive like the elderly, young and those without cars (92%), followed by transit villages increase the quality of life by making it easier to live, work, shop and play without having to travel far or get stuck in traffic (86%), and that they are good for the environment, reduce air pollution and conserve energy (85%).

For the interested reader, Table 4 lists the top five most compelling positive statements according to respondents' initial positions regarding the development of transit villages in the region.

TABLE 4 TOP POSITIVE STATEMENTS BY POSITION AT INITIAL TEST OF SUPPORT

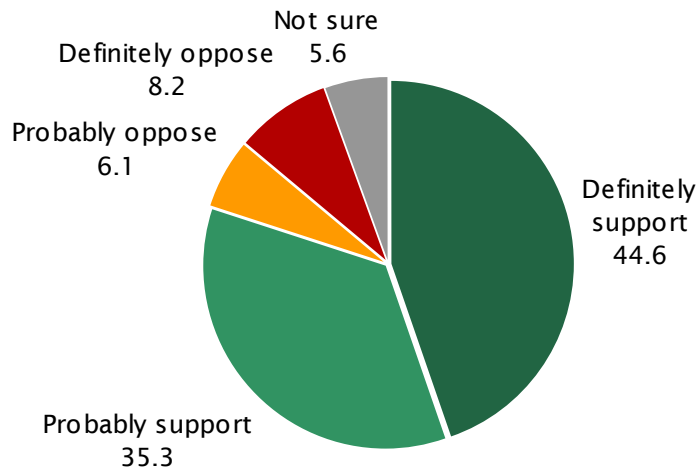
Position at Initial Test of Support (Q7)	Item	Summary of Positive Argument	% Very or Somewhat Convincing
Probably or Definitely Support (n = 1,024)	Q8c	Makes using transit easier for people in general	97
	Q8g	Increases residents' quality of life	94
	Q8b	Helps reduce traffic congestion	93
	Q8e	Good for environment, reduces air pollution, conserves energy	93
	Q8i	Helps local economy and local businesses	91
Probably or Definitely Oppose (n = 200)	Q8c	Makes using transit easier for people in general	67
	Q8g	Can be used to revitalized urban areas	54
	Q8b	Increases residents' quality of life	50
	Q8e	Good for environment, reduces air pollution, conserves energy	50
	Q8i	Helps local economy and local businesses	47
Not sure (n = 63)	Q8c	Makes using transit easier for people in general	91
	Q8g	Good for environment, reduces air pollution, conserves energy	79
	Q8b	Helps reduce traffic congestion	79
	Q8e	Can be used to revitalized urban areas	74
	Q8i	Increases residents' quality of life	73

INTERIM SUPPORT FOR TOD

Having exposed residents to the types of positive statements about transit-oriented development that they may encounter in the future, the survey once again inquired as to their level of support for this type of development around existing and future transit stations in Riverside County. As shown in Figure 18, overall support for transit villages remained remarkably stable at 80%. Approximately 14% of respondents indicated that they opposed the development of transit villages at this point in the survey, whereas 6% were unsure or unwilling to state their position.

Question 9 *Sometimes people change their mind about a concept once they have more information about it. Now that you have heard a bit more about transit villages, let me ask you again. In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (Get answer, then ask): Would that be definitely (support/oppose) or probably (support/oppose)?*

FIGURE 18 INTERIM SUPPORT FOR TOD



SUPPORT BY SUBGROUPS For the interested reader, Table 5 shows how support for transit villages at this point in the survey varied by key demographic traits, as well as the percentage change in subgroup support when compared to the initial levels measured in Question 7. As was the case with *initial* support for transit villages, the most striking pattern in Table 5 is that support for the development of transit villages is widespread -- exceeding 70% in every identified subgroup. Opinions about transit villages also remained quite stable for the most part, with little net loss or gain in support at the subgroup level based on the information conveyed between the initial and interim measures.

TABLE 5 INTERIM SUPPORT FOR TOD BY SELECT DEMOGRAPHICS

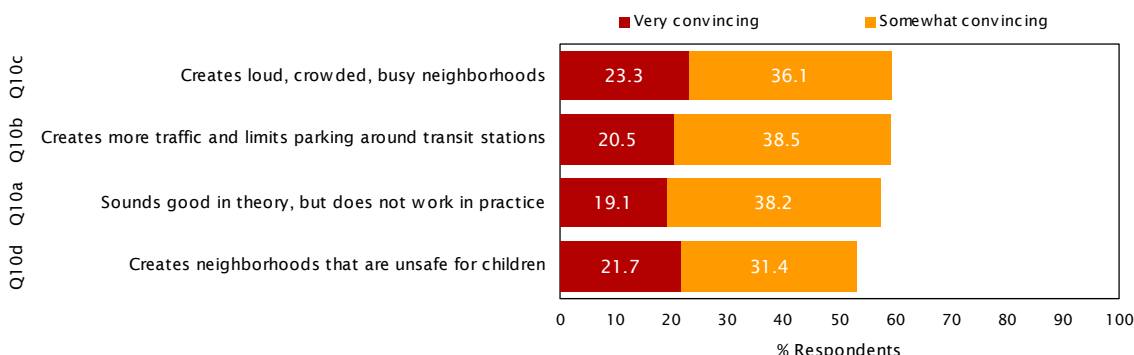
		% Probably or Definitely Support	Change from Initial Support Test (Q7)	% Not sure
Overall		79.9	+0.5	5.6
Area of Region	Northwest	79.7	+0.7	5.3
	Central	79.8	-0.3	7.6
	Pass	80.3	+0.8	3.4
	Hemet / SJ	80.9	-1.7	4.1
	Southwest	79.8	+2.1	6.0
Years in Western Riverside County (Q1)	Less than 1	86.3	-0.2	4.9
	1 to 4	82.5	+2.9	3.3
	5 to 9	85.1	+2.5	3.6
	10 to 14	81.7	+3.4	3.8
	15 or more	75.5	-2.2	7.9
Used Transit in Past 12 Months (Q17)	Yes	85.7	+0.4	1.5
	No	78.6	+0.8	6.5
Marital Status and Commuting Situation	Single, no commute	84.5	+0.5	6.4
	Single with commute	84.7	+3.4	3.4
	Married, no commuters	75.5	-1.0	7.0
	Married, one commuter	82.8	+0.9	4.3
	Married, two commuters	71.1	-1.3	7.5
Age (QD1)	18 to 24	87.2	+2.3	2.0
	25 to 34	86.0	+4.1	3.6
	35 to 44	80.6	+0.8	4.2
	45 to 54	79.6	+1.1	5.6
	55 to 64	71.0	-2.0	10.0
	65+	75.8	-1.4	7.7
Children Under 10 in Home (QD2)	Yes	82.8	+1.4	3.8
	No	78.1	+0.0	6.7
Children Between 10 and 18 in Home (QD3)	Yes	80.2	+1.0	4.4
	No	79.7	+0.3	6.2
Home Ownership Status (QD4)	Rent	86.9	+2.2	2.5
	Own	77.3	+0.2	6.7
Home Type (QD5)	Detached	77.8	+0.2	6.0
	Apartment	88.6	+2.9	4.3
	Condo	86.5	+0.3	6.4
	Mobile home	86.9	+0.7	2.1
Household Income (QD6)	Less than \$25K	85.6	+0.4	6.1
	\$25K to \$49K	84.8	+2.8	5.4
	\$50K to \$74K	77.9	-0.1	4.6
	\$75K to \$99K	78.1	+4.2	4.0
	\$100K to \$149K	75.3	-3.1	5.4
	\$150K or more	82.1	+0.8	3.7
Gender	Male	76.1	-1.4	5.5
	Female	83.1	+2.1	5.6
Interview Language	English	79.1	+0.7	5.7
	Spanish	96.7	-1.8	3.3
Proximity to Existing Metrolink Station ZIP Code	Within ZIP	77.6	+3.1	6.0
	Adjacent to ZIP	81.3	-2.2	6.2
	Not near ZIP	80.0	+0.9	5.3

NEGATIVE STATEMENTS ABOUT TOD

Whereas Question 8 presented respondents with statements regarding the *benefits* of TOD, Question 10 presented respondents with statements designed to elicit opposition to TOD. In the case of Question 10, however, respondents were asked whether they felt that the information contained in each statement was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* transit villages in Riverside County. Truncated descriptions of the statements tested,⁹ as well as respondents' reactions to the statements, are presented in Figure 19.

Question 10 *Opponents of the transit villages say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the transit villages in Riverside County?*

FIGURE 19 NEGATIVE STATEMENTS ABOUT TOD



The most obvious pattern when comparing the negative statements (Figure 19) to the positive statements (Figure 17) is that -- in general -- respondents were less receptive to the negative statements. Indeed, the *least* compelling positive statement was still viewed as more convincing than the most compelling negative statement. This pattern is indicative of a public that is predisposed to support transit-oriented development and is therefore more receptive to information that supports their disposition.

Among the negative statements tested, the most compelling was that transit villages create neighborhoods that are crowded, loud and always busy (59% very or somewhat convincing), followed by transit villages create more traffic congestion and limit parking around transit stations, which makes it harder for people who don't live within walking distance of a station to use transit (59%). For the interested reader, Table 6 ranks the negative statements according to respondents' initial positions regarding the development of transit villages in the region.

9. For the complete wording of each statement, see *Questionnaire & Toplines* on page 72.

TABLE 6 TOP NEGATIVE STATEMENTS BY POSITION AT INITIAL TEST OF SUPPORT

Position at Initial Test of Support (Q7)	Item	Summary of Negative Argument	% Very or Somewhat Convincing
Probably or Definitely Support (n = 1,024)	Q10b	Creates more traffic and limits parking around transit stations	55
	Q10c	Creates loud, crowded, busy neighborhoods	54
	Q10a	Sounds good in theory, but does not work in practice	51
	Q10d	Creates neighborhoods that are unsafe for children	49
Probably or Definitely Oppose (n = 200)	Q10c	Creates loud, crowded, busy neighborhoods	86
	Q10a	Sounds good in theory, but does not work in practice	86
	Q10b	Creates more traffic and limits parking around transit stations	78
	Q10d	Creates neighborhoods that are unsafe for children	71
Not sure (n = 63)	Q10a	Sounds good in theory, but does not work in practice	73
	Q10c	Creates loud, crowded, busy neighborhoods	68
	Q10b	Creates more traffic and limits parking around transit stations	65
	Q10d	Creates neighborhoods that are unsafe for children	58

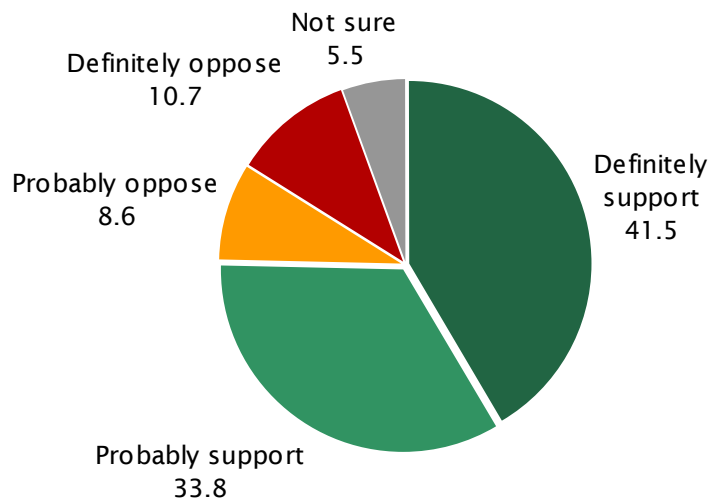
FINAL SUPPORT FOR TOD

Public opinion about a topic can occasionally be somewhat fluid. This is especially true when public awareness and knowledge about a topic is low and the amount of information presented on a topic has been limited -- as is the case with transit-oriented development in Riverside County. An important goal of the survey was thus to present respondents with additional information about TOD -- both positive and negative -- and measure how the additional information ultimately affects their support for developing transit villages in Riverside County.

Despite the low levels of initial awareness and the negative information conveyed in Question 10, the vast majority of residents (75%) continued to support the development of transit villages around existing and future transit stations in Riverside County (see Figure 20). Less than one in five respondents (19%) opposed the development of transit villages at this point in the survey, whereas 6% were unsure or unwilling to state their position. Thus, in stark contrast to the pattern that is typically found on topics of which the public has little prior awareness or knowledge, public opinion about transit villages remained remarkably stable throughout the interview.

Question 11 *Now that you have heard a bit more about transit villages, let me ask you one more time: In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (Get answer, then ask): Would that be definitely (support/oppose) or probably (support/oppose)?*

FIGURE 20 FINAL SUPPORT FOR TOD



SUPPORT BY SUBGROUPS For the interested reader, Table 7 shows how support for transit villages at this point in the survey varied by key demographic traits, as well as the percentage change in subgroup support when compared to the initial and interim levels measured in Questions 7 and 9, respectively. Although the negative statements tested in Question 10 served to depress support for transit villages when compared to the initial and interim tests for nearly every subgroup, it is important to note that support nevertheless remained high, exceeding two-thirds at the final measure for all but one subgroup category.

TABLE 7 FINAL SUPPORT FOR TOD BY SELECT DEMOGRAPHICS

		% Probably or Definitely Support	Change from Interim Support Test (Q9)	Change from Initial Support Test (Q7)	% Not sure
Overall		75.2	-4.7	-4.2	5.3
Area of Region	Northwest	75.7	-4.1	-3.3	4.2
	Central	74.0	-5.8	-6.1	9.6
	Pass	72.7	-7.6	-6.7	4.5
	Hemet / SJ	76.9	-4.0	-5.7	4.0
	Southwest	76.2	-3.7	-1.5	4.0
Years in Western Riverside County (Q1)	Less than 1	85.3	-1.0	-1.2	2.4
	1 to 4	79.5	-3.0	-0.2	1.8
	5 to 9	81.4	-3.7	-1.2	4.7
	10 to 14	77.4	-4.4	-1.0	5.6
	15 or more	68.9	-6.6	-8.8	7.4
Used Transit in Past 12 Months (Q17)	Yes	81.2	-4.5	-4.1	3.0
	No	73.9	-4.8	-4.0	5.7
Marital Status and Commuting Situation	Single, no commute	78.5	-5.9	-5.4	6.1
	Single with commute	78.4	-6.3	-2.9	4.4
	Married, no commuters	71.1	-4.4	-5.4	8.3
	Married, one commuter	77.1	-5.6	-4.7	4.0
	Married, two commuters	70.0	-1.1	-2.4	4.0
Age (QD1)	18 to 24	80.7	-6.5	-4.2	1.3
	25 to 34	81.4	-4.6	-0.5	3.2
	35 to 44	78.0	-2.6	-1.8	4.1
	45 to 54	71.6	-8.0	-6.9	6.2
	55 to 64	66.0	-5.0	-7.0	9.4
Children Under 10 in Home (QD2)	Yes	77.3	-5.6	-4.2	3.2
	No	73.9	-4.1	-4.1	6.5
Children Between 10 and 18 in Home (QD3)	Yes	76.4	-3.8	-2.8	4.0
	No	74.7	-5.1	-4.7	6.0
Home Ownership Status (QD4)	Rent	81.8	-5.1	-3.0	3.4
	Own	72.7	-4.6	-4.4	6.0
Home Type (QD5)	Detached	73.9	-3.9	-3.7	5.2
	Apartment	83.2	-5.4	-2.5	6.5
	Condo	78.5	-8.0	-7.7	4.5
	Mobile home	77.7	-9.1	-8.4	4.7
Household Income (QD6)	Less than \$25K	78.7	-6.9	-6.5	6.6
	\$25K to \$49K	78.0	-6.8	-4.0	7.1
	\$50K to \$74K	73.4	-4.5	-4.6	3.8
	\$75K to \$99K	75.2	-2.9	+1.3	2.8
	\$100K to \$149K	74.3	-1.0	-4.1	2.6
Gender	\$150K or more	75.2	-6.9	-6.1	5.4
	Male	74.1	-2.1	-3.4	5.6
Interview Language	Female	76.2	-6.9	-4.7	5.0
	English	74.4	-4.7	-4.0	5.1
Proximity to Metrolink Station ZIP Code	Spanish	91.2	-5.6	-7.4	7.7
	Within ZIP	74.6	-3.0	+0.1	6.0
	Adjacent to ZIP	76.9	-4.4	-6.6	4.6
	Not near ZIP	74.9	-5.1	-4.3	5.3

Whereas Table 7 displays change in support for transit villages over the course of the interview at the group level, Table 8 displays the individual-level changes that occurred between the initial and final measures. On the left side of the table is shown each of the response options to Question 7 (initial support) and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by Question 11 (final measure). For example, in the first row we see that of the 46.6% of respondents who initially indicated that they would *definitely* support transit villages at Question 7, 36% also indicated that they would definitely support transit villages at the final measure. Approximately 8.3% moved to the probably support

group, 0.4% moved to the probably oppose group, 0.7% moved to the definitely oppose group, and 1.2% percent stated they were now unsure of their position.

To ease interpretation of the table, the cells are color coded. Red highlighted cells indicate declining support, green indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in position: from support to oppose, oppose to support, or not sure to either support or oppose.

TABLE 8 MOVEMENT BETWEEN INITIAL SUPPORT FOR TOD (Q7) & FINAL SUPPORT FOR TOD (Q11)

Initial Support for TOD (Q7)		Final Support for TOD (Q11)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	46.6% →	36.0%	8.3%	0.4%	0.7%	1.2%
Probably support	32.8% →	4.8%	21.8%	2.7%	1.6%	1.9%
Probably oppose	6.7% →	0.2%	1.0%	3.7%	1.6%	0.2%
Definitely oppose	8.8% →	0.2%	1.0%	0.8%	6.4%	0.5%
Not sure	5.1% →	0.3%	1.7%	0.9%	0.4%	1.5%

As one might expect, the information had the greatest impact on individuals who either weren't sure about transit villages at the initial measure or were tentative in their position (probably support or probably oppose). Moreover, Table 8 makes clear that although the information did impact about one-third of respondents, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of transit villages, whereas a slightly larger percentage found the same information to be a reason to be less supportive.

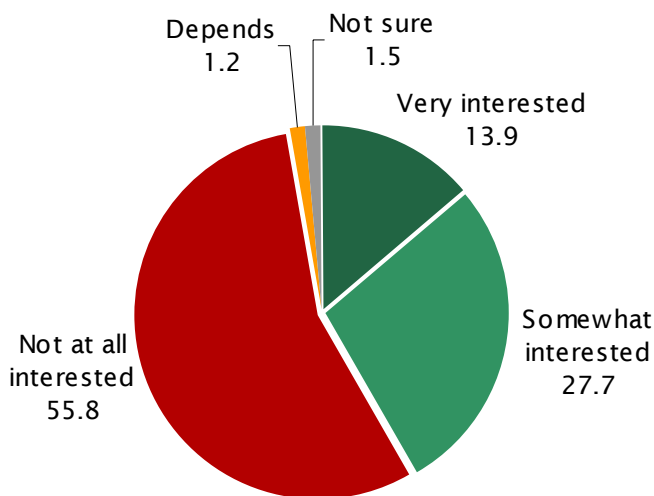
PERSONAL INTEREST IN TRANSIT VILLAGE

Up to this point in the interview, the survey focused on respondents' general support for transit-oriented development around existing and future transit stations in Riverside County. One of the key goals of the study, however, was to also estimate the latent level of market demand for TOD among the region's adult population. That is, although most residents clearly support the concept of TOD in general, what proportion of residents are interested in actually living in a transit village -- now and in the future?

CURRENT INTEREST IN TRANSIT VILLAGE The first question in this series asked residents how interested they would be in living in a transit village in the next year or two. As shown in Figure 21, 42% of respondents expressed some level of interest in living in a transit village, with 14% stating that they were *very* interested. The remaining respondents indicated that they were not at all interested (56%), were unsure (2%), or stated that it would depend on additional factors (1%).

Question 12 *In general, how interested would you be in living in a transit village in the next year or two? Would you say you would be very interested, somewhat interested, or not at all interested?*

FIGURE 21 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS



Figures 22-27 display how interest in living in a transit village in the next two years varied by a host of demographic characteristics. When compared to their respective counterparts, interest was highest among Central area residents, those who do not currently live near a Metrolink station, renters, single individuals who regularly commute to work or school, those with children under 18 in the household, younger residents, individuals who currently live in multi-family housing or a mobile home, respondents with family incomes below \$25,000, residents who have used transit in the County in the 12 months prior to the interview, Spanish speakers, commuters who primarily use transit, single parents, and those who perceive that commuting causes them and/or their families a lot of stress.

FIGURE 22 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS BY AREA OF REGION, PROXIMITY TO METROLINK STATION ZIP CODE & HOME OWNERSHIP STATUS

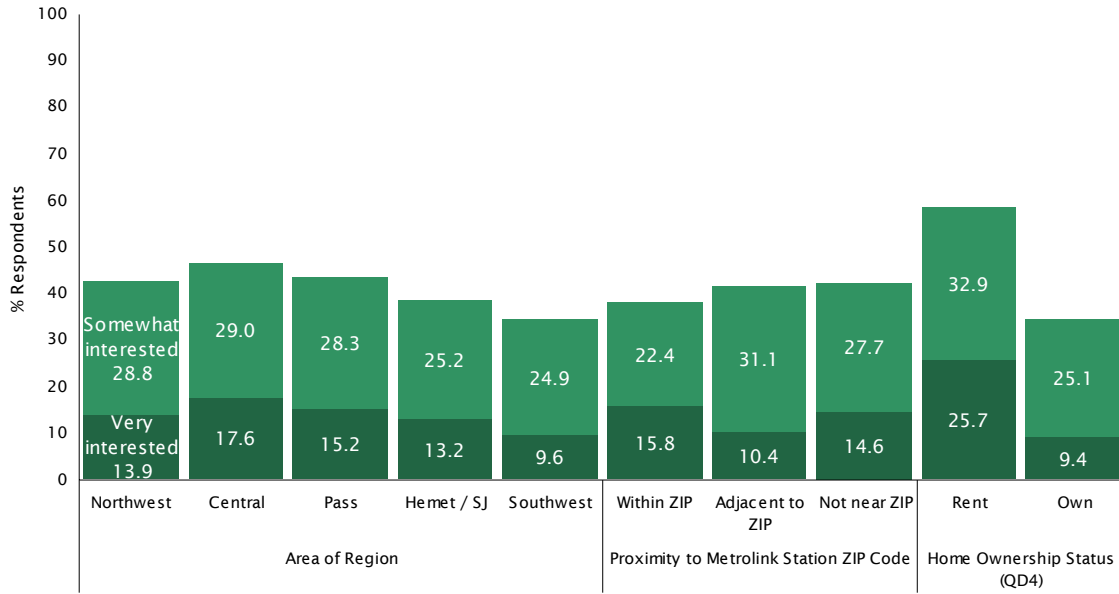


FIGURE 23 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS BY MARITAL STATUS AND COMMUTING SITUATION, CHILDREN UNDER 10 IN HOME & CHILDREN BETWEEN 10 AND 18 IN HOME

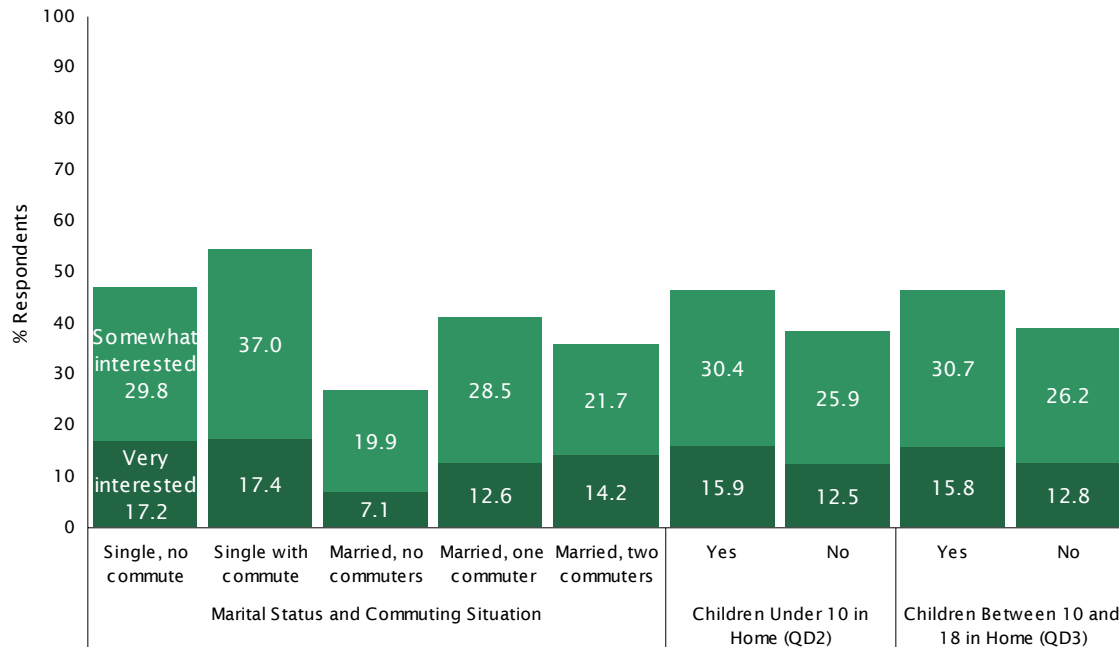


FIGURE 24 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEAR BY AGE & HOME TYPE

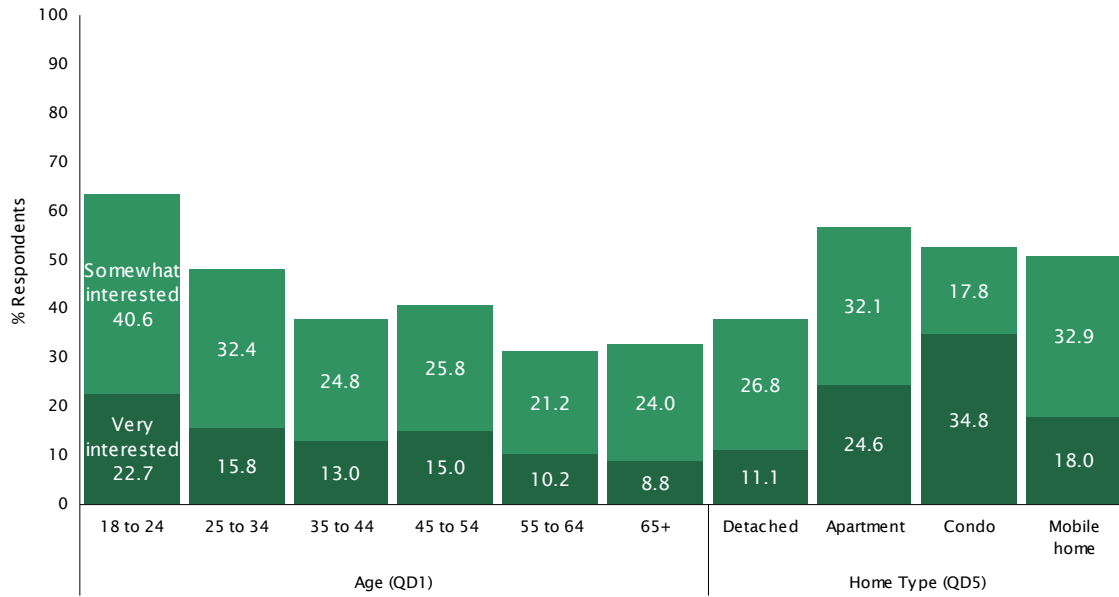


FIGURE 25 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS BY HOUSEHOLD INCOME, USED TRANSIT IN PAST 12 MONTHS & INTERVIEW LANGUAGE

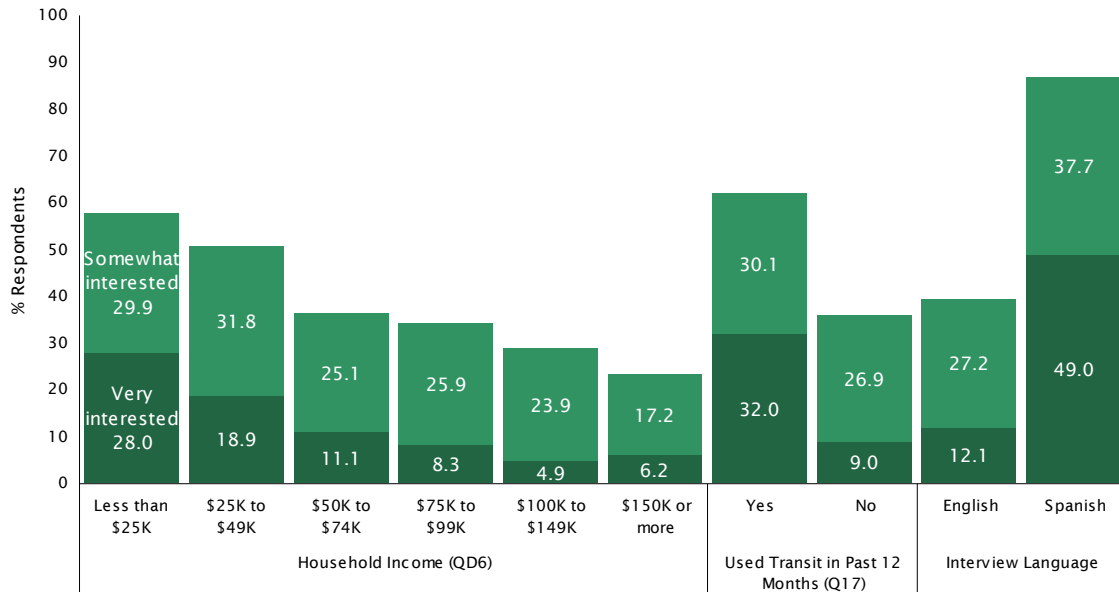


FIGURE 26 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS BY MODE OF COMMUTE & MARITAL STATUS AND CHILDREN

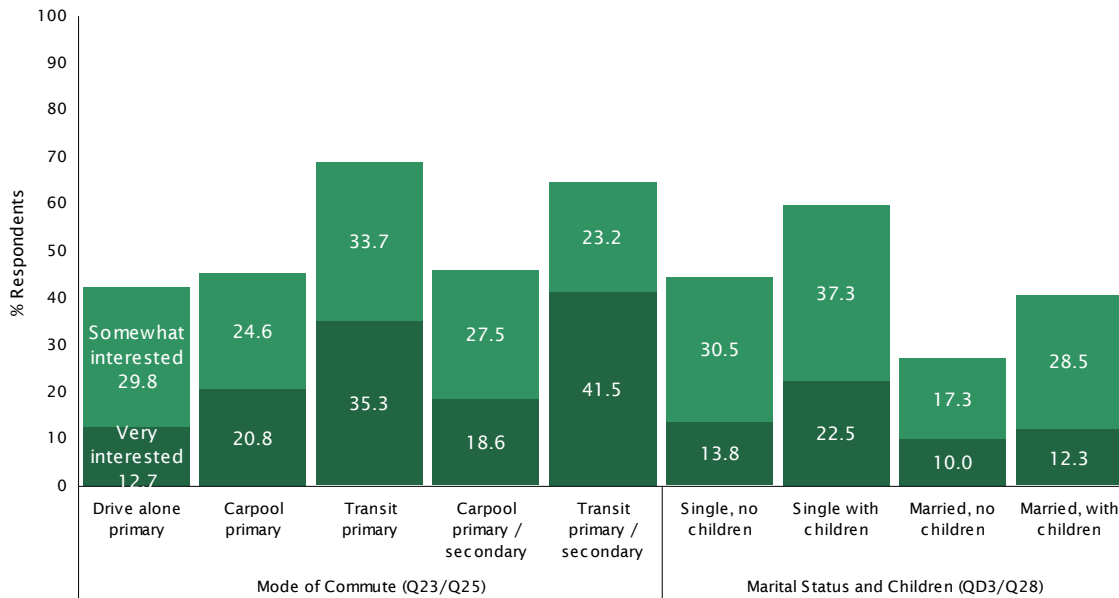
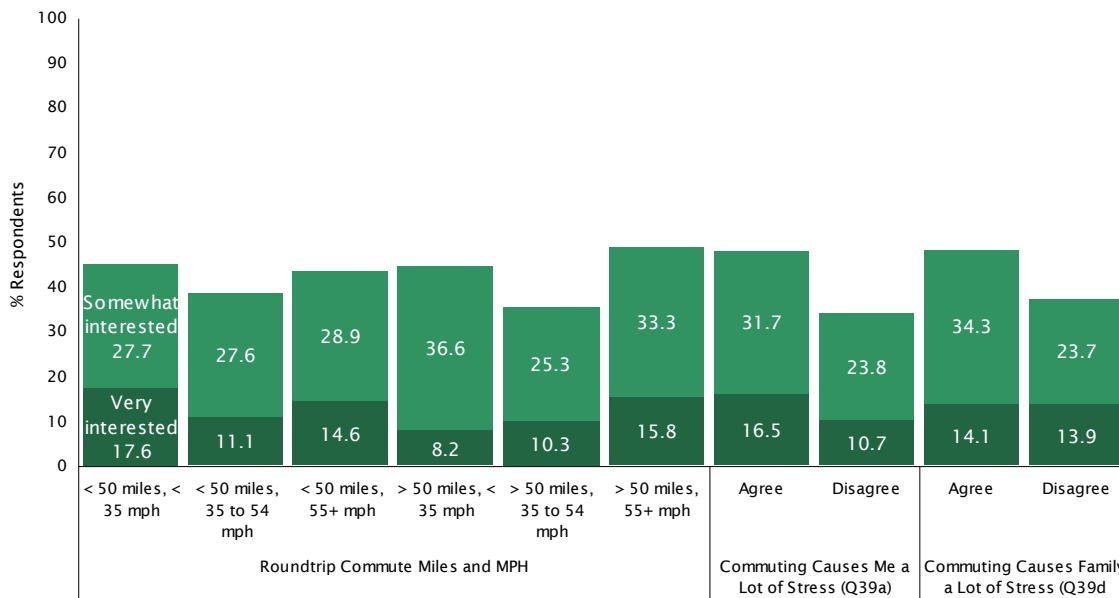


FIGURE 27 INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS BY ROUND-TRIP COMMUTE MILES AND MPH, COMMUTING CAUSES ME A LOT OF STRESS & COMMUTING CAUSES MY FAMILY A LOT OF STRESS

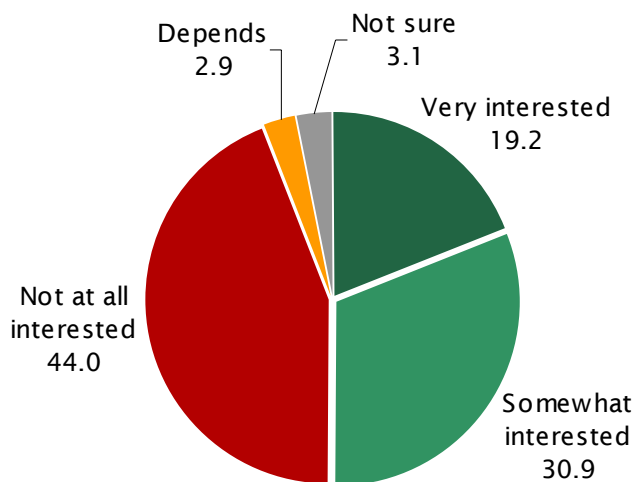


FUTURE INTEREST IN TRANSIT VILLAGE One of the expectations that surfaced during the design of this study was that interest in living in a transit village may be linked to life stages. That is, although some individuals may not be interested in living in a transit village at this stage in their life, they may have interest in this type of arrangement in the future. Accordingly, whereas Question 12 inquired as to respondents’ interest in living in a transit village in the near-term, Question 13 was designed to measure respondents’ levels of interest in living in a transit village 10 years from now.

As shown in Figure 28, the general level of interest in living in a transit village increased when the time-frame was extended to 10 years. Half (50%) of all respondents expressed some level of interest in living in a transit village, with 19% stating that they were *very* interested. The remaining respondents indicated that they were not at all interested (44%), were unsure (3%), or stated that it would depend on additional factors (3%).

Question 13 *And what about in the future. Would you be very interested, somewhat interested, or not at all interested in living in a transit village 10 years from now?*

FIGURE 28 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW



Figures 29-33 display how interest in living in a transit village 10 years from now varied by a host of demographic characteristics. In general, those subgroups that expressed the greatest interest in living in transit village now were also the most likely to express an interest in living in a TOD in the future. Nevertheless, it is worth noting that the strength of the relationships between certain traits (most notably age and income) was less pronounced when measuring interest in living in a transit village in the future. In other words, the profile of those who are interested in living in a transit village is less distinct when the reference period is 10 years rather than the next two years.

FIGURE 29 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW BY AREA OF REGION, PROXIMITY TO METROLINK STATION ZIP CODE & HOME OWNERSHIP STATUS

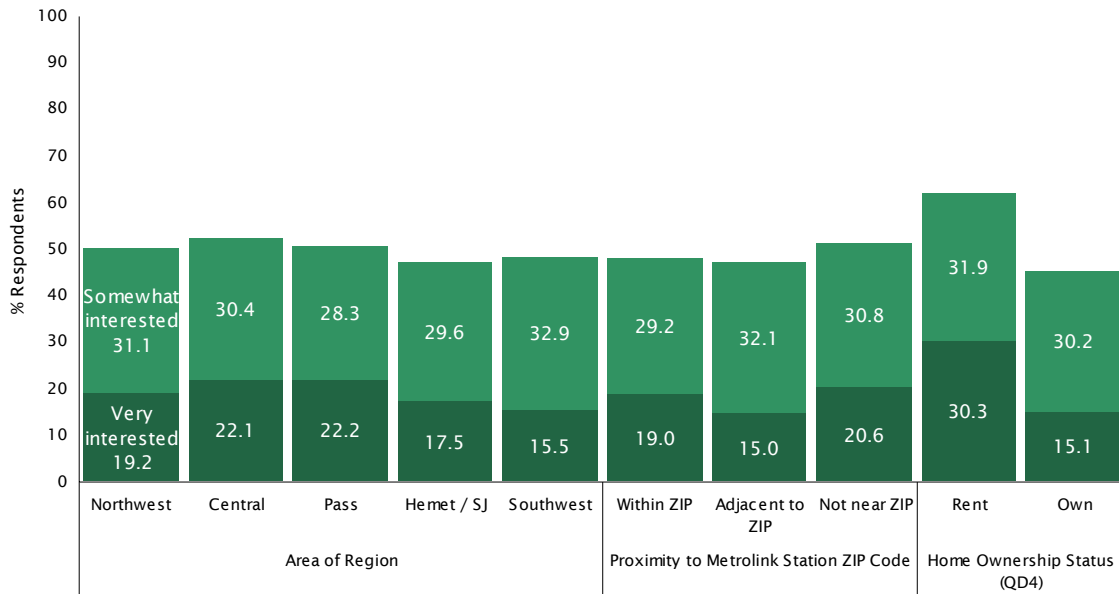


FIGURE 30 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW BY MARITAL STATUS AND COMMUTING SITUATION, CHILDREN UNDER 10 IN HOME & CHILDREN BETWEEN 10 AND 18 IN HOME

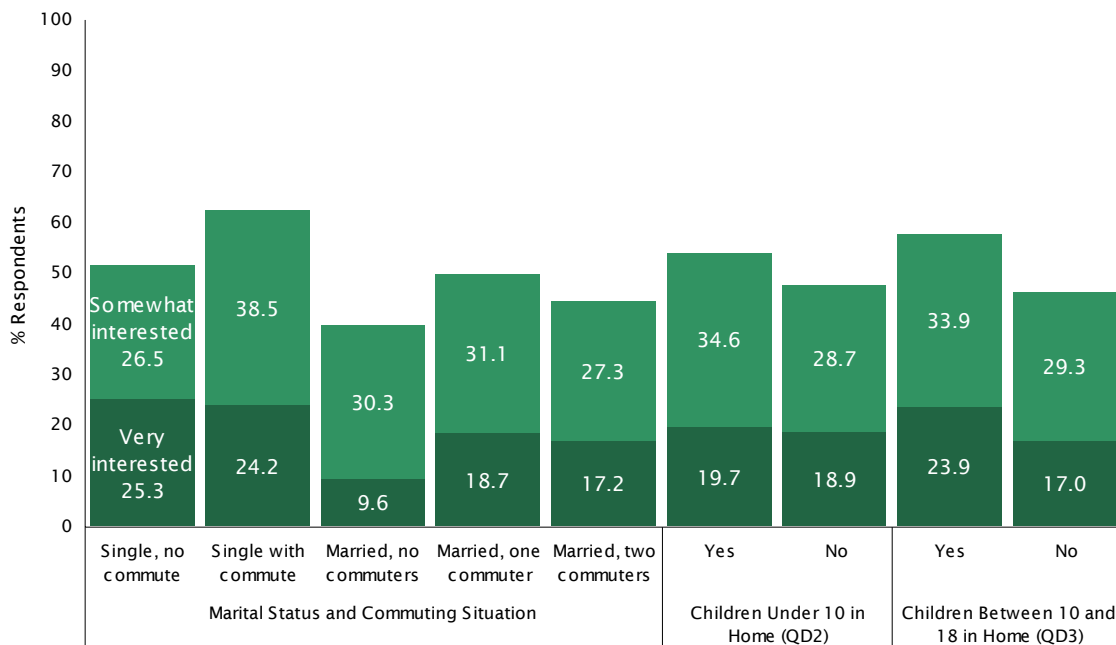


FIGURE 31 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW BY AGE & HOME TYPE

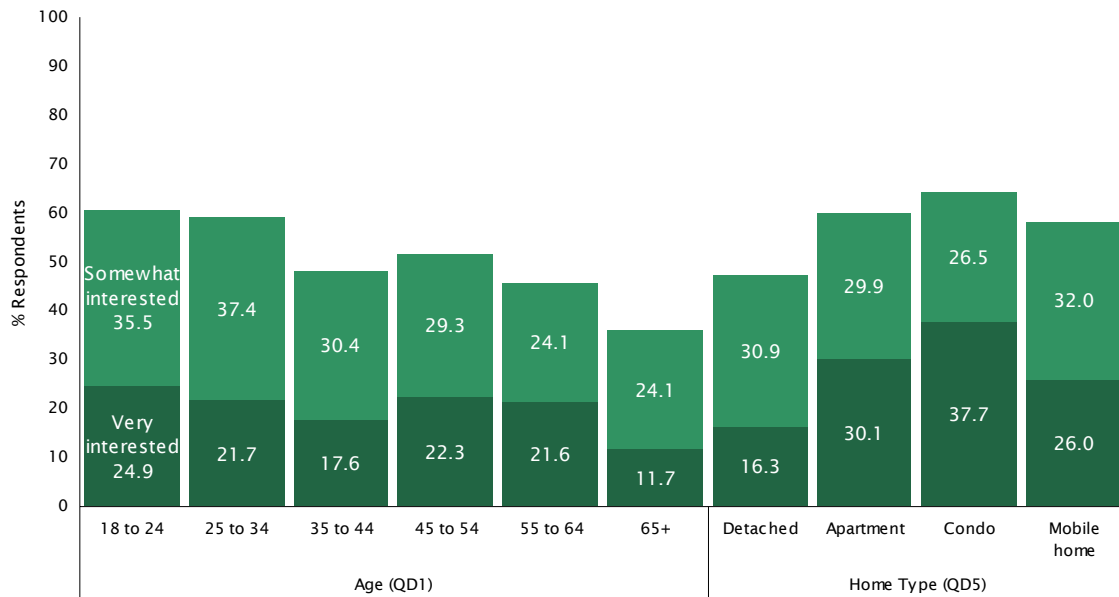


FIGURE 32 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW BY HOUSEHOLD INCOME, USED TRANSIT IN PAST 12 MONTHS & INTERVIEW LANGUAGE

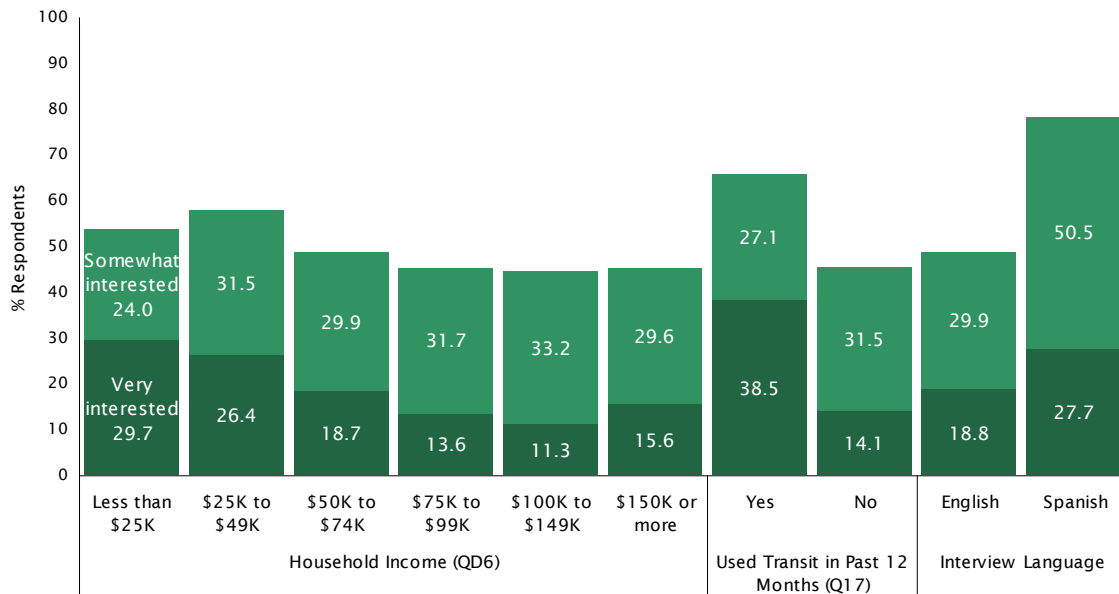
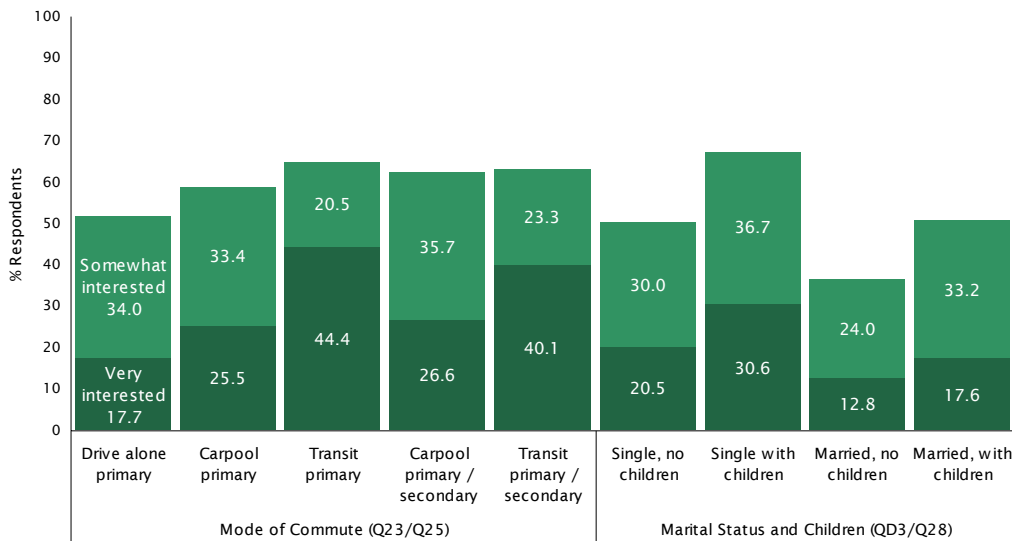


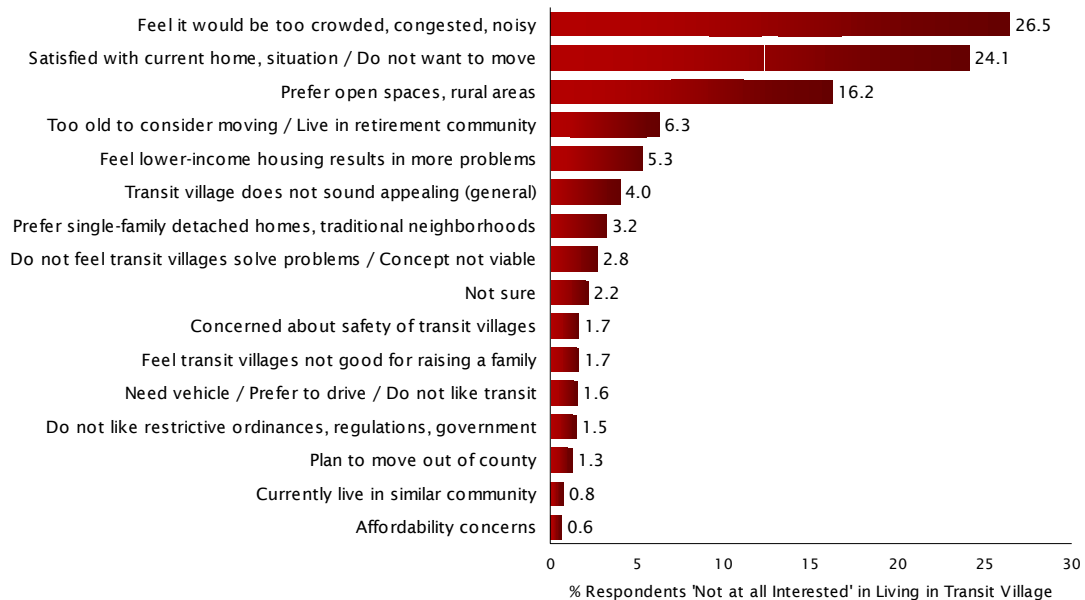
FIGURE 33 INTEREST IN LIVING IN TRANSIT VILLAGE TEN YEARS FROM NOW BY MODE OF COMMUTE & MARITAL STATUS AND CHILDREN



WHY NO INTEREST IN TRANSIT VILLAGE? Respondents who indicated that they were *not* interested in living in a transit village, now or in the future, were subsequently asked if there was a particular reason for their lack of interest. This question was administered in an open-ended manner to allow respondents the freedom to provide any reason that came to mind. The verbatim responses were later reviewed and grouped into the categories shown in Figure 34. The most commonly mentioned reasons were that transit villages would be too crowded/congested/noisy (27%), that they were satisfied with their current living arrangement and weren't interested in moving (24%), or that they prefer living near open spaces and in rural settings (16%).

Question 14 *Is there a particular reason why you are not interested in living in a transit village?*

FIGURE 34 REASONS FOR NO INTEREST IN LIVING IN TRANSIT VILLAGE

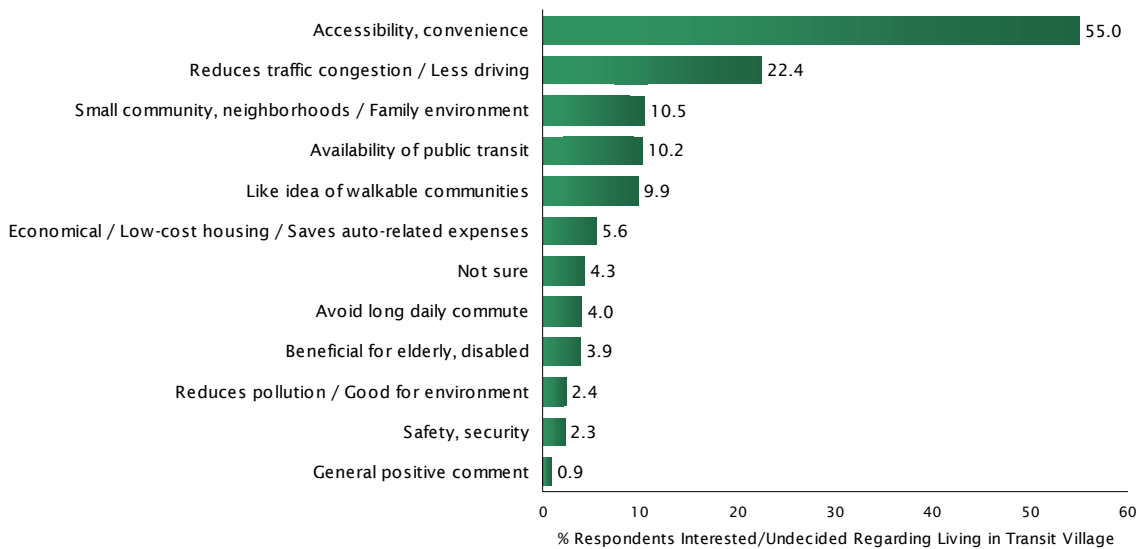


WHAT IS MOST APPEALING ABOUT A TRANSIT VILLAGE? All respondents who indicated that they were at least *somewhat* interested in living in a transit village, now and/or in the future, were asked to indicate which characteristics or benefits of a transit village most make them want to live in a transit village. In other words, what aspects of a transit village do they find most appealing? Like Question 14, this question was asked in an open-ended manner such that respondents were not prompted by -- or restricted to -- a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 35.

By far the most appealing aspect of living in a transit village among respondents was the perceived convenience and accessibility of a TOD (55%), followed by the reduced time spent in traffic and driving in general (22%). Small, neighborly communities (11%), the availability of public transit (10%), and the walkability of transit villages were also mentioned as attractive aspects by at least 9% of respondents who received Question 15.

Question 15 *What are the characteristics or benefits of a transit village that most make you want to live in one?*

FIGURE 35 CHARACTERISTICS AND BENEFITS OF LIVING IN A TRANSIT VILLAGE



Having identified those aspects that were top-of-mind for respondents when asked what they find most appealing about a transit village, the survey next presented all respondents with a list of seven specific aspects of a transit village and asked them to indicate whether they find each aspect very appealing, somewhat appealing, or not at all appealing. Because the same response scale was used for each aspect, the results provide an insight into how appealing each aspect is, *as well as* how each aspect ranks in appeal relative to the other aspects tested. To avoid a systematic position bias, the order in which the aspects were read to respondents was randomized for each respondent. Figure 36 presents each aspect tested in rank order of appeal.¹⁰

10.Aspects are ranked based on the percentage of respondents who indicated the aspect was either very appealing or somewhat appealing.

As shown in the figure, respondents found six of the seven aspects tested to have a similar level of appeal. The ability to get places without having to use a car was the most appealing (86% very or somewhat appealing), followed closely by having easy access to transit (85%), pedestrian friendly neighborhoods (85%), and the ability to live, work, shop and play all in the same neighborhood (84%). The least appealing aspect of transit villages was the availability of compact housing like condominiums and apartments (49%). For the interested reader, Figure 37 shows how the responses to Question 16 varied by respondents' initial interest in living in a TOD.

Question 16 *Next, I'm going to read several aspects of a transit village. For each that I read, please indicate if you personally find this aspect of living in a transit village very appealing, somewhat appealing or not at all appealing. Here is the (first/next) one: _____. Do you find this aspect of living in a transit village very appealing, somewhat appealing, or not at all appealing?*

FIGURE 36 APPEAL OF TRANSIT VILLAGE ASPECTS

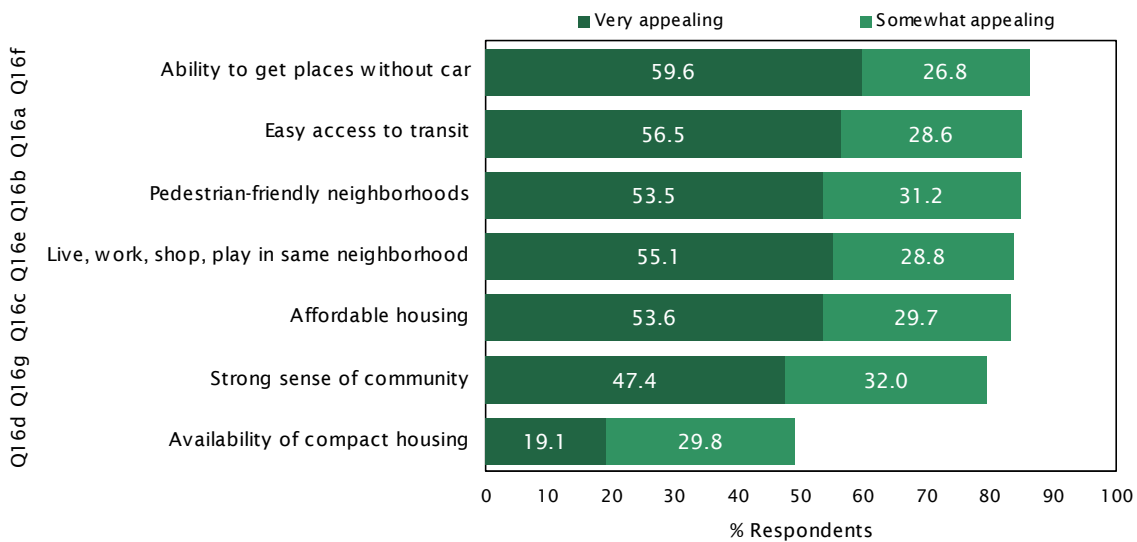
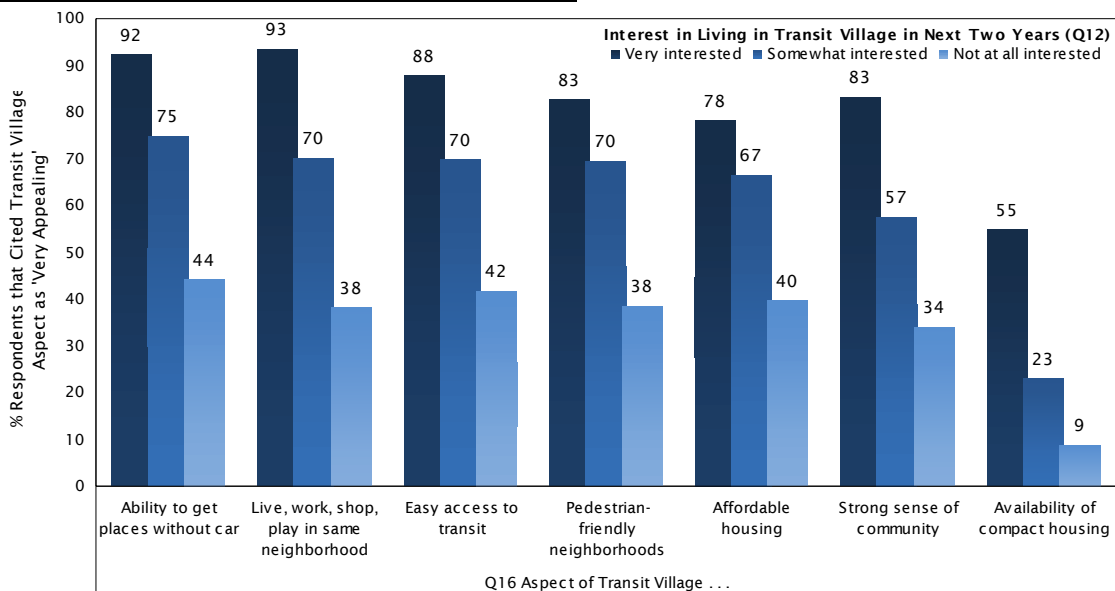


FIGURE 37 APPEAL OF TRANSIT VILLAGE ASPECTS BY INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS



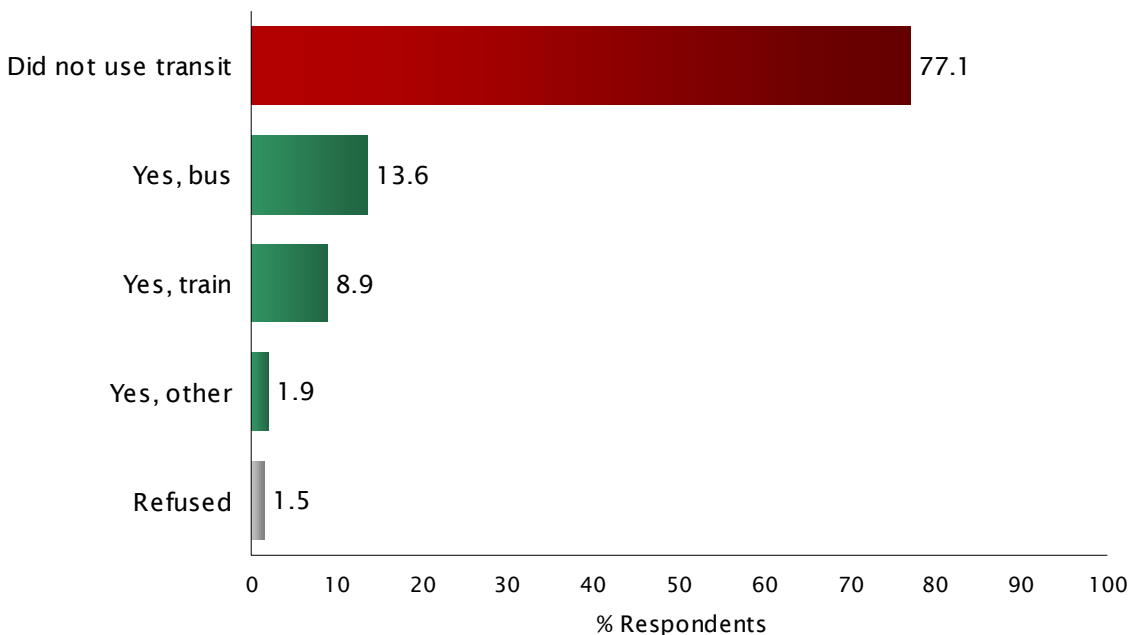
PERSONAL EMPLOYMENT & COMMUTE

To provide a sense for how employment and commute behavior may shape attitudes about land use, growth, development and transit villages in Riverside County, the survey collected a host of employment and commute-related information.

TRANSIT USE The first question in this series simply asked whether the respondent had used public transit -- including the Train, Bus or other transit services -- in Riverside County within the 12 months prior to the interview. As shown in Figure 38, approximately three-quarters (77%) of respondents indicated that they had *not* used transit in Riverside County during this period. The remaining respondents were divided among those that had used the bus (14%), the train (9%), and/or other transit services (2%).¹¹

Question 17 *Have you used public transit, including the Train, Bus, or other transit services in Riverside County within the past 12 months?*

FIGURE 38 USED PUBLIC TRANSIT IN PAST 12 MONTHS



When compared to their respective counterparts, transit use was most commonly reported by residents in the Pass area, adults under the age of 25, those with annual family incomes less than \$25,000, renters, Spanish speakers, and those who were *very* interested in living in a transit village (see Figures 39 and 40).

¹¹.Note that a respondent could have used more than one transit service.

FIGURE 39 USED PUBLIC TRANSIT IN PAST 12 MONTHS BY AREA OF REGION & AGE

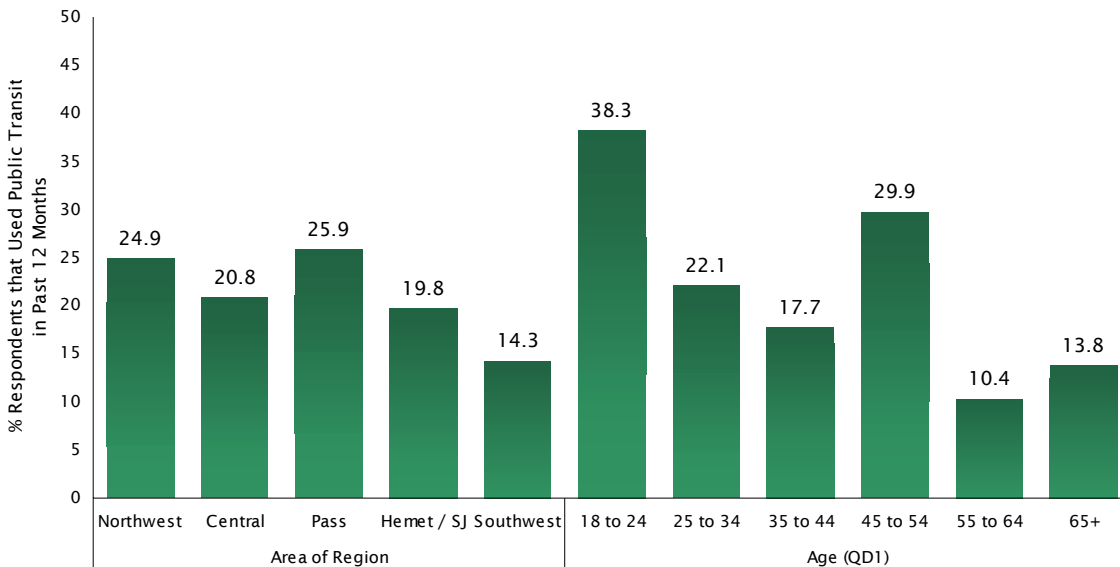
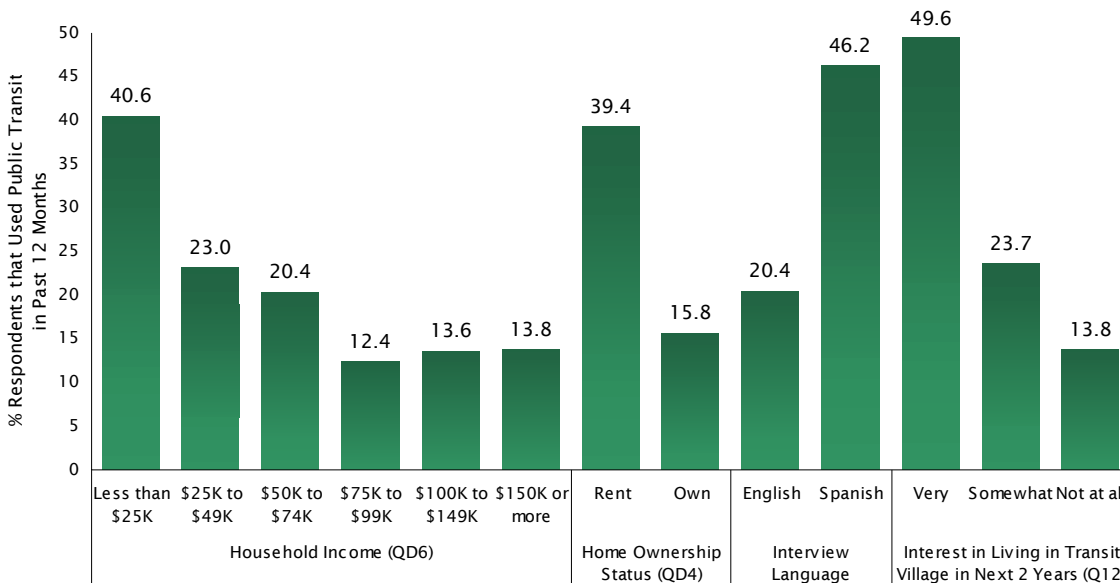


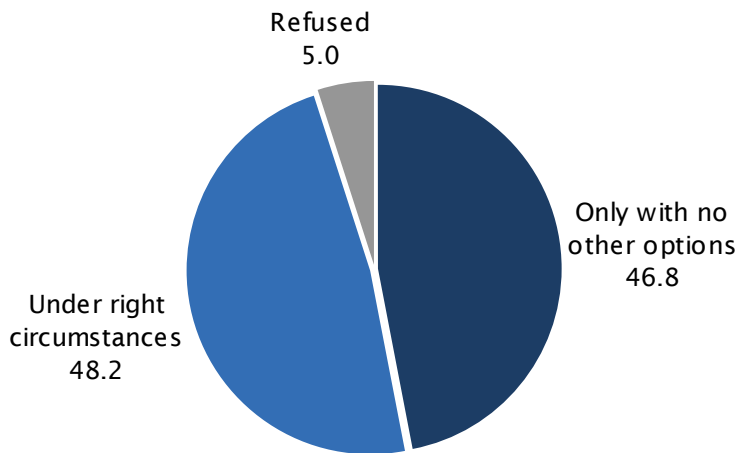
FIGURE 40 USED PUBLIC TRANSIT IN PAST 12 MONTHS BY HOUSEHOLD INCOME, HOME OWNERSHIP STATUS, INTERVIEW LANGUAGE & INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS



INTEREST IN RIDING TRANSIT All respondents were next asked about their willingness to use transit on a regular basis. The format of the question was straightforward. Respondents were read two opinions (*I would only use public transit at least once per week if I had no other options*, and *I would use public transit at least once per week under the right circumstances*) and asked to indicate which opinion was closest to their own.

Question 18 Which of the following statements best matches your attitude about riding public transit in the near future?

FIGURE 41 ATTITUDE ABOUT RIDING PUBLIC TRANSIT



As shown in Figure 41, Western Riverside County residents were rather evenly split between those who were willing to ride transit on a regular basis under the right circumstances (48%), and those who would only do so if they had no other options (47%). A willingness to ride public transit on a regular basis was notably higher among those between the ages of 45 and 64, regular commuters, those who do not live in a ZIP code that

contains an existing Metrolink station, households with combined round-trip commute lengths of 150 miles per day or more, two-worker households with less than a 60 minute separation between the respective places of employment, workers with commutes of less than 50 miles regardless of commute speed, and households with children under 10 (see Figures 42-45).

FIGURE 42 ATTITUDE ABOUT RIDING PUBLIC TRANSIT BY AREA OF REGION & AGE

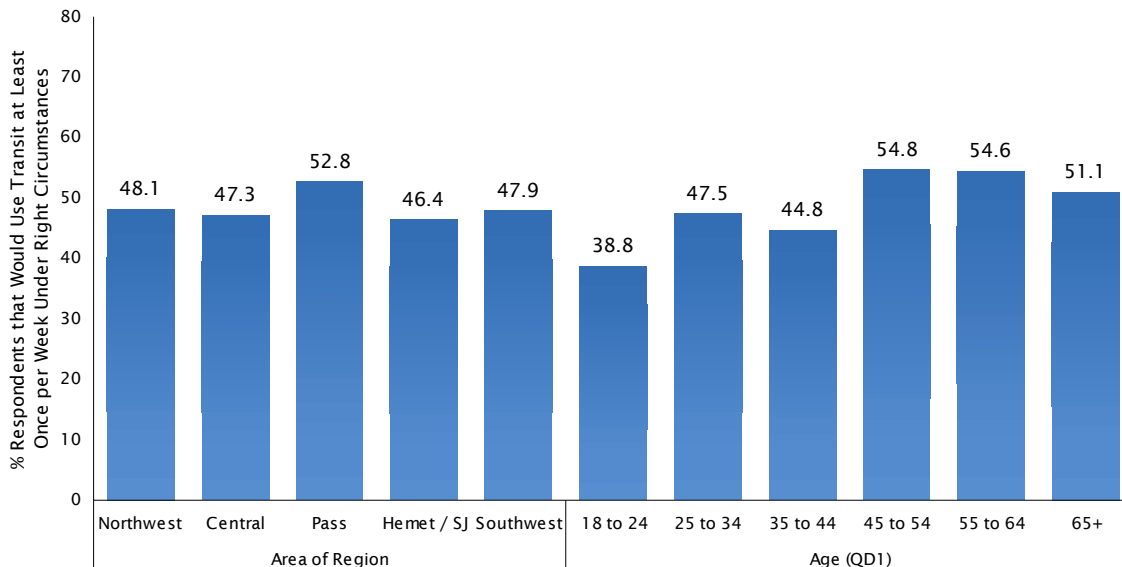


FIGURE 43 ATTITUDE ABOUT RIDING PUBLIC TRANSIT BY EMPLOYMENT STATUS, RESPONDENT REGULARLY COMMUTES & PROXIMITY TO METROLINK STATION ZIP CODE

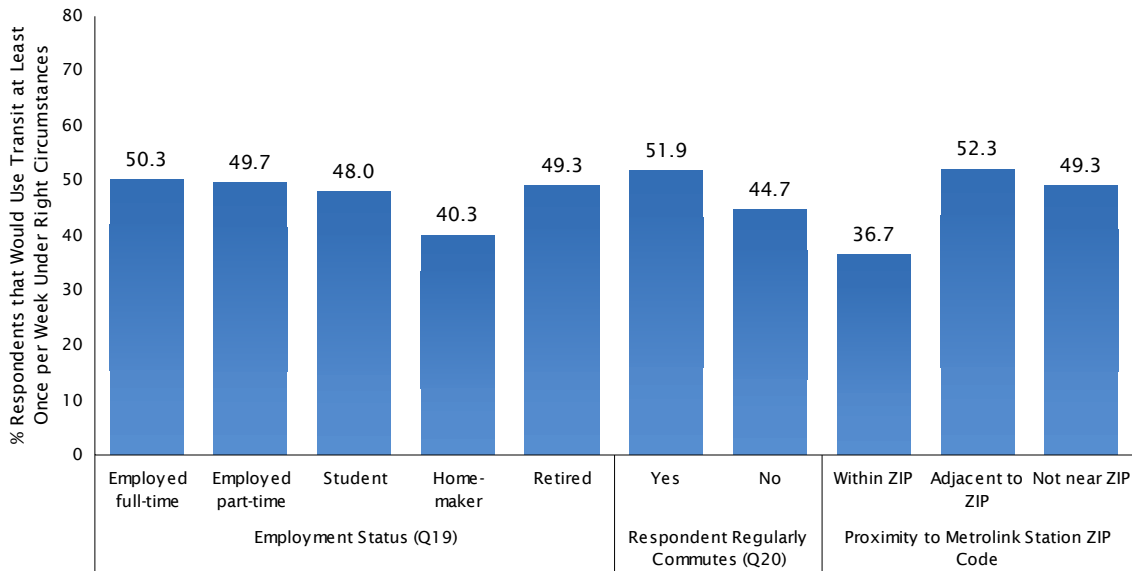


FIGURE 44 ATTITUDE ABOUT RIDING PUBLIC TRANSIT BY RESPONDENT + PARTNER ROUND-TRIP COMMUTE MILES & HOUSEHOLD INCOME

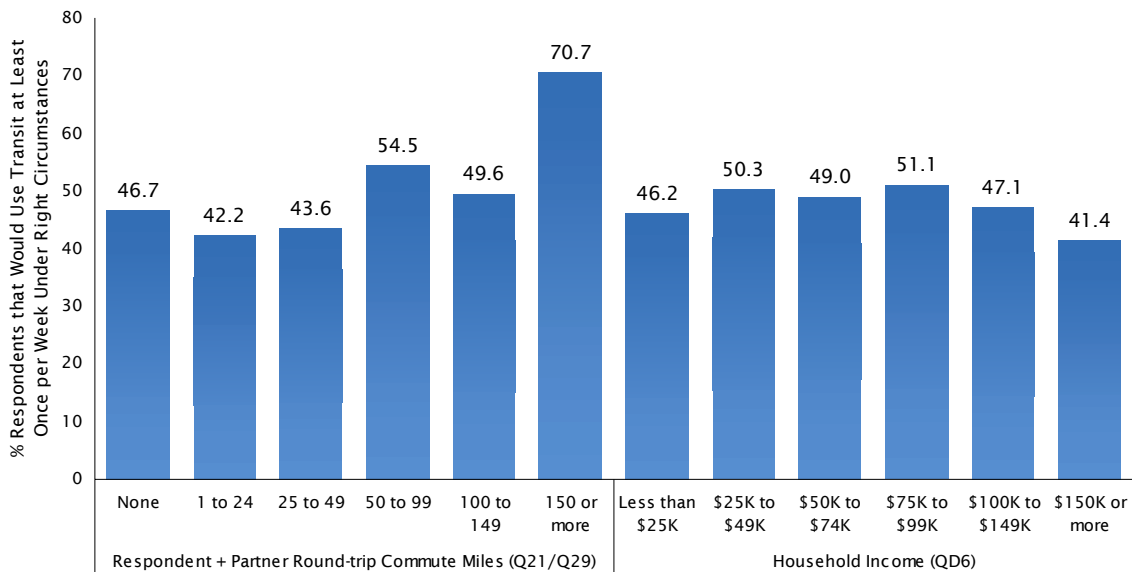
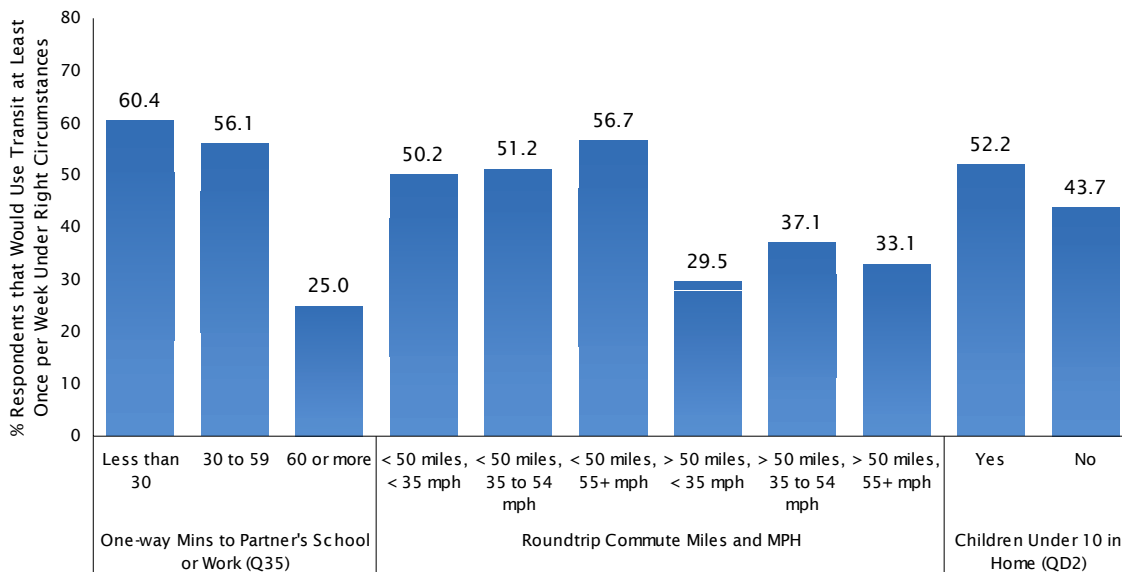


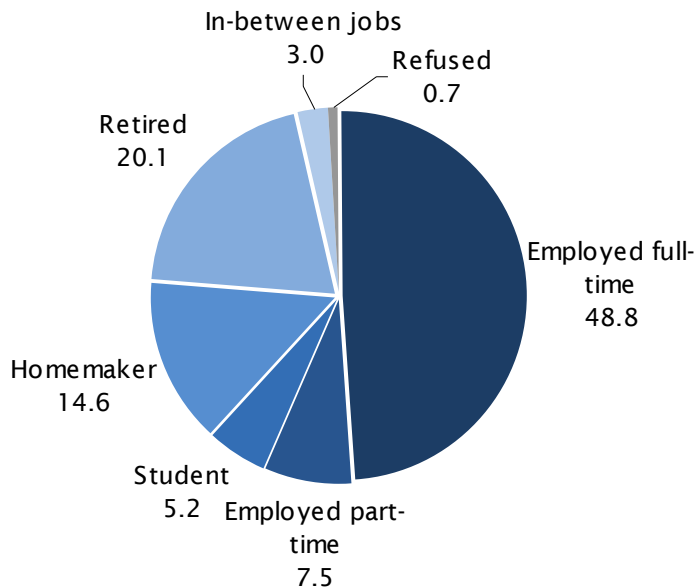
FIGURE 45 ATTITUDE ABOUT RIDING PUBLIC TRANSIT BY ONE-WAY MINUTES TO PARTNER'S SCHOOL OR WORK, ROUND-TRIP COMMUTE MILES AND MPH & CHILDREN IN HOME UNDER 10



EMPLOYMENT Approximately half (49%) of survey participants indicated that they were employed full-time, and an additional 8% stated that they were employed part-time. Of the remaining respondents, 5% were students, 15% homemakers, 20% retired, 3% were in-between jobs, and 1% refused to answer the question (see Figure 46).

Question 19 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?

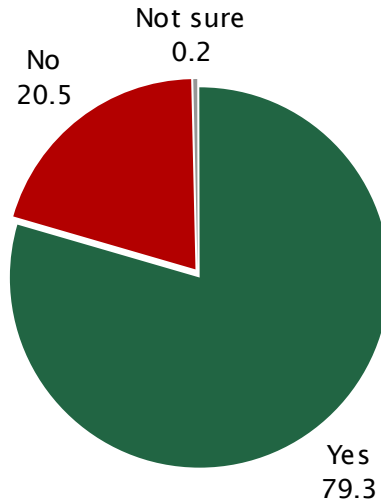
FIGURE 46 EMPLOYMENT STATUS



COMMUTE PROFILE Respondents who indicated that they were employed (full-time or part-time) and students were next asked a series of questions regarding their commute. The first question in this series was designed to identify those who regularly commute for their job or for school (*regular commuters*). As shown in Figure 47, 79% of workers and students indicated that they commute at least three days per week.

Question 20 *Do you commute at least three days per week for your job or for school?*

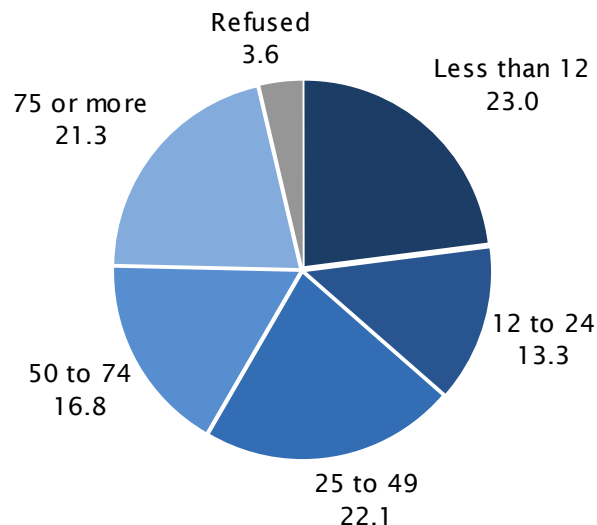
FIGURE 47 REGULARLY COMMUTE FOR WORK OR SCHOOL (RESPONDENT)



Regular commuters were also asked about the length of their trip in miles (Question 21) and minutes (Question 22). The responses to these questions are presented in Figures 48 and 49, respectively. Thirty-eight percent (38%) of commuters travel at least 50 miles round-trip, and more than half (51%) spend at least one hour commuting per round-trip.

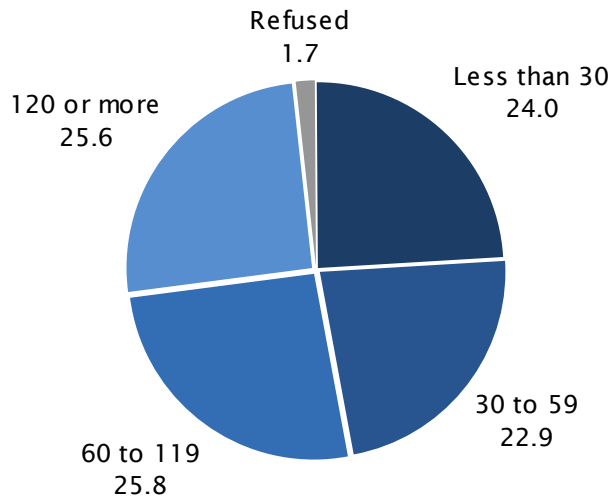
Question 21 *How many miles do you typically commute, round-trip?*

FIGURE 48 DISTRIBUTION OF ROUND-TRIP COMMUTE MILES (RESPONDENT)



Question 22 *And how much time does it typically take you to commute, round-trip?*

FIGURE 49 DISTRIBUTION OF ROUND-TRIP COMMUTE MINUTES (RESPONDENT)



Regular commuters were also asked to indicate their primary and -- if applicable -- secondary modes of commuting to work or school. As shown in 50, 79% of regular commuters primarily drive alone, whereas 15% primarily carpool or vanpool and just 3% primarily use transit. Transit use is more common (8%) as a secondary commute mode among regular commuters, however.

Question 23 *What form of transportation do you primarily use when commuting?*

Question 24 *Do you use any other forms of transportation when commuting?*

Question 25 *What other forms of transportation do you use when commuting?*

FIGURE 50 PRIMARY AND SECONDARY MODE OF COMMUTE (RESPONDENT)

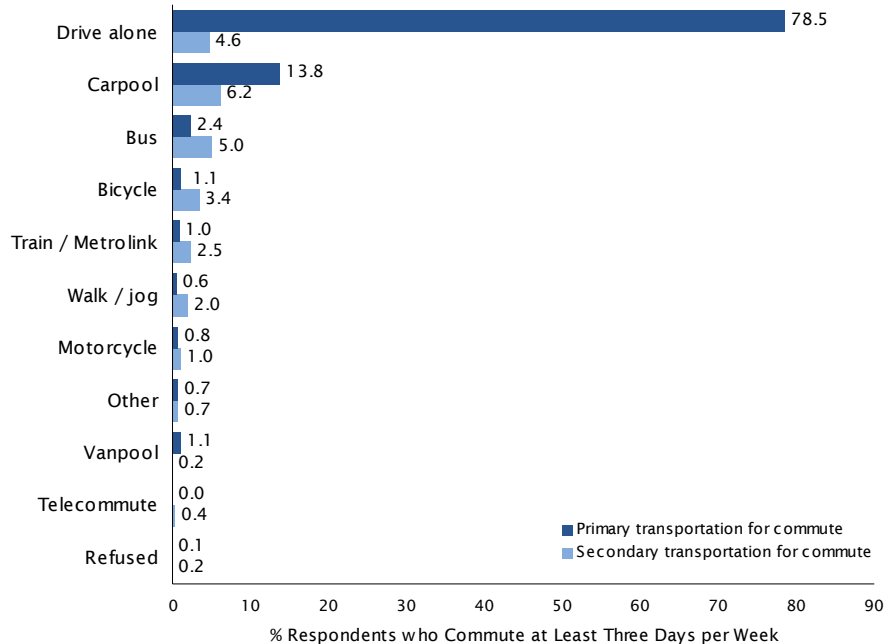


Table 9 provides a useful summary of the employment and commute data collected in the survey for all Western Riverside County, as well as within the five TUMF areas. Please note that respondents who did not answer a question or provided a “don’t know” response have been removed from the analysis prior to calculating the percentages shown in Table 9 -- which means that the percentages may differ somewhat from those presented in the prior figures that included these respondents.

In terms of differences by area, the Northwest area had the highest percentage (54%) of respondents who commuted to work or school, whereas the Hemet/San Jacinto area had the lowest (36%). Although the Southwest area had the longest *average* round-trip commute length among regular commuters (62 miles), it also enjoyed the highest average speed (42 miles per hour). Regular commuters from the Northwest area endured the slowest commute at 34 miles per hour on average. The Southwest area also had the highest percentage of regular commuters who primarily drive alone (88%) for their commute, whereas the Central region had the highest rate of carpooling (19%) and the Hemet/San Jacinto area had the highest use of transit (5%).

TABLE 9 COMMUTE SUMMARY BY AREA OF REGION (RESPONDENT)

		Western Riverside County	Area of Region				
			Northwest	Central	Pass	Hemet / SJ	Southwest
Q19 Employment status	Employed full-time	49.1	55.0	45.0	44.0	35.5	51.0
	Employed part-time	7.6	7.5	8.8	7.8	6.1	7.1
	Student	5.3	4.7	7.0	7.9	5.3	3.1
	Homemaker	14.7	16.8	12.8	8.3	9.8	18.4
	Retired	20.3	14.5	20.1	29.0	38.8	18.3
	In-between jobs	3.0	1.5	6.4	2.9	4.5	2.1
Q20 Commute at least three days per week for work or school	Commute to work or school	49.3	54.4	47.7	49.8	35.7	46.6
	Do not commute to work or school	12.7	12.8	13.1	9.9	11.2	14.7
	Not employed, not a student	38.0	32.8	39.2	40.3	53.0	38.8
Q21 Typical round-trip commute miles	Less than 12	23.9	26.5	26.5	23.4	29.9	11.4
	12 to 24	13.8	14.4	11.2	9.0	8.1	20.8
	25 to 49	22.9	21.0	31.4	32.7	19.9	13.8
	50 to 74	17.4	21.4	13.1	20.9	8.4	13.6
	75 or more	22.1	16.8	17.8	14.0	33.7	40.4
	<i>Average miles</i>	48.9	46.8	45.1	42.1	50.8	62.0
Q22 Typical round-trip commute minutes	Less than 30	24.4	25.5	22.9	24.3	27.9	21.9
	30 to 59	23.3	25.1	23.8	19.8	16.8	23.1
	60 to 119	26.2	24.4	32.2	31.9	24.1	22.0
	120 or more	26.0	25.0	21.2	24.1	31.2	33.0
	<i>Average minutes</i>	69.0	68.0	59.8	75.6	77.3	74.5
Q21/ Q22 Average MPH	<i>Average miles per hour</i>	36.1	33.9	34.7	39.6	34.6	42.0
Q23 Primary commute transportation / Q25 Secondary commute transportation	Drive alone	78.6 / 4.7	78.6 / 5.7	73.5 / 4.1	74.9 / 3.2	75.8 / 6.0	87.8 / 2.8
	Carpool	13.8 / 6.2	13.3 / 7.0	18.6 / 7.8	17.9 / 7.2	12 / 3.8	7.9 / 2.6
	Vanpool	1.1 / 0.2	0.8 / 0.0	1.2 / 0.0	1.0 / 0.8	1.1 / 2.1	1.9 / 0.0
	Bus	2.4 / 5.0	1.5 / 6.7	4.7 / 8.4	3.8 / 1.6	5.2 / 2.1	0.0 / 0.0
	Train / Metrolink	1.0 / 2.5	2.1 / 2.1	0.0 / 3.0	0.0 / 6.2	0.0 / 0.0	0.0 / 1.5
	Bicycle	1.1 / 3.4	2.2 / 4.1	0.0 / 0.6	0.0 / 6.4	1.2 / 0.9	0.0 / 4.1
	Motorcycle	0.8 / 1.0	0.7 / 0.7	0.7 / 0.6	1.7 / 0.7	0.0 / 1.0	0.8 / 2.5
	Walk / jog	0.6 / 2.0	0.0 / 1.9	1.3 / 3.7	0.8 / 1.6	3.9 / 0.0	0.0 / 1.7
	Telecommute	0.0 / 0.4	0.0 / 0.0	0.0 / 1.2	0.0 / 1.5	0.0 / 0.0	0.0 / 0.0
	Other	0.7 / 0.7	0.8 / 0.0	0.0 / 0.0	0.0 / 2.5	0.9 / 3.6	1.6 / 0.8

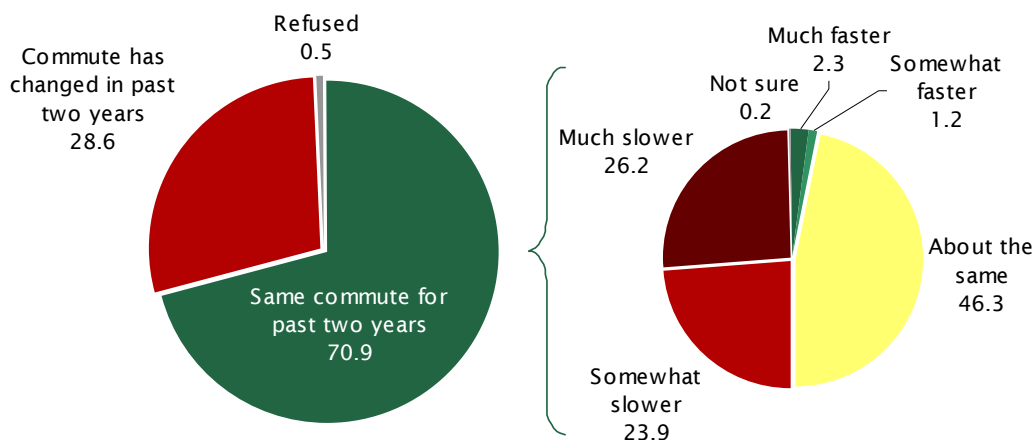
CHANGES TO COMMUTE The final two questions in this series asked regular commuters whether the origin and destination of their commute had remained the same during the past two years and -- if yes -- if their commute had gotten faster, slower or stayed about the same during this period? The answers to both questions have been combined in Figure 51.

Over two-thirds (71%) of regular commuters indicated that the origin and destination of their commute had remained the same during the past two years. Among these respondents, half (50%) indicated that their commute had slowed during this period, whereas 46% indicated that it had stayed about the same. Just 4% of regular commuters indicated that their commute had improved (gotten faster) in the two years prior to the interview.

Question 26 *Has the starting point and destination of your commute remained the same for the past two years?*

Question 27 *During the past two years, would you say that your commute has gotten faster, slower or stayed about the same? If faster or slower, ask: Would that be much (faster/slower) or somewhat (faster/slower)?*

FIGURE 51 COMMUTE CONDITIONS OVER PAST TWO YEARS (RESPONDENT)



PARTNER'S EMPLOYMENT & COMMUTE

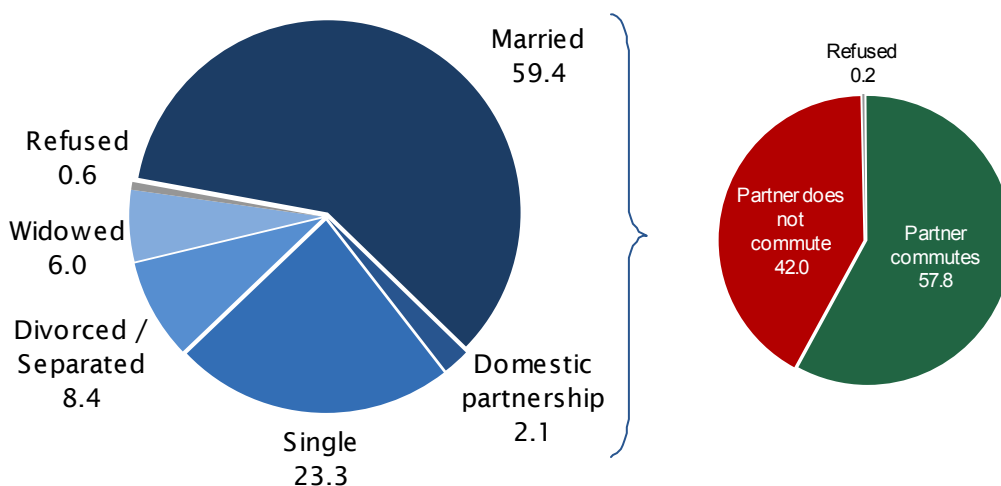
Anticipating that housing preferences and interest in a transit village may be shaped by *household* characteristics in addition to a respondents' individual traits, the survey collected background information about a respondent's marital status and, where appropriate, the commute behavior of their partner.

MARTIAL STATUS & PARTNER COMMUTE Approximately 62% of all respondents indicated that they were married or in a domestic partnership. Among these individuals, 58% reported that their partner regularly commutes to work or school at least three days per week (see Figure 52).

Question 28 *What is your marital status?*

Question 29 *Does your partner commute at least three days per week for work or to school?*

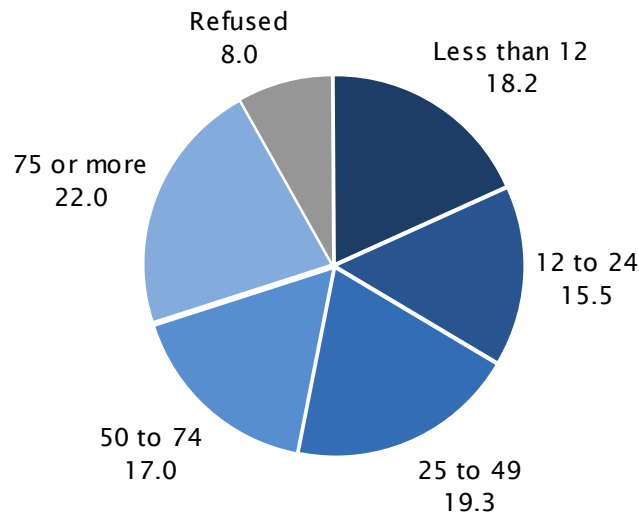
FIGURE 52 MARITAL STATUS AND COMMUTE STATUS OF PARTNER



PARTNER'S COMMUTE PROFILE In a manner similar to that described previously for the *respondents'* commute, survey participants were asked several questions about their partners' commute including length in miles and in minutes. Overall, 39% of respondents reported that their partner commutes at least 50 miles round-trip to work or school (see Figure 53). Approximately half of the partners were also reported to commute at least 60 minutes, round-trip (see Figure 54).

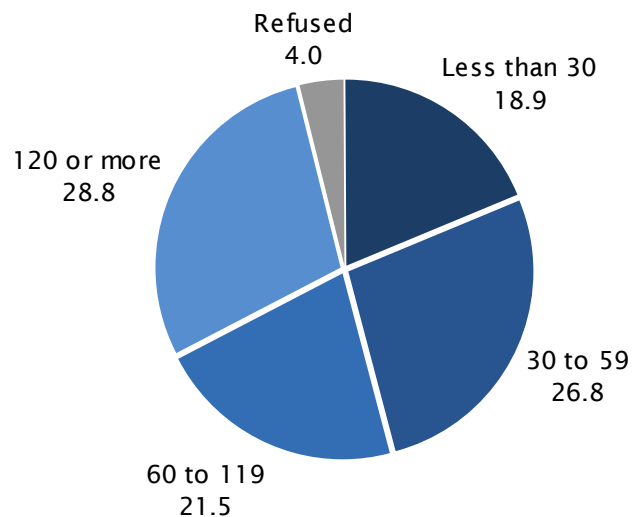
Question 30 *How many miles do they typically commute, round-trip?*

FIGURE 53 DISTRIBUTION OF ROUND-TRIP COMMUTE MILES (PARTNER)



Question 31 *And how much time does it typically take them to commute, round-trip?*

FIGURE 54 DISTRIBUTION OF ROUND-TRIP COMMUTE MINUTES (PARTNER)



Figures 55 and 56 display the combined household commute lengths in miles and minutes, respectively, for the respondent and -- if applicable -- their partner. Among the five areas within Western Riverside County, the Southwest area reported the highest proportion of combined commutes in excess of 100 miles (24%) and in excess of 120 minutes (30%).

FIGURE 55 DISTRIBUTION OF COMBINED RESPONDENT + PARTNER ROUND-TRIP COMMUTE MILES BY AREA OF REGION

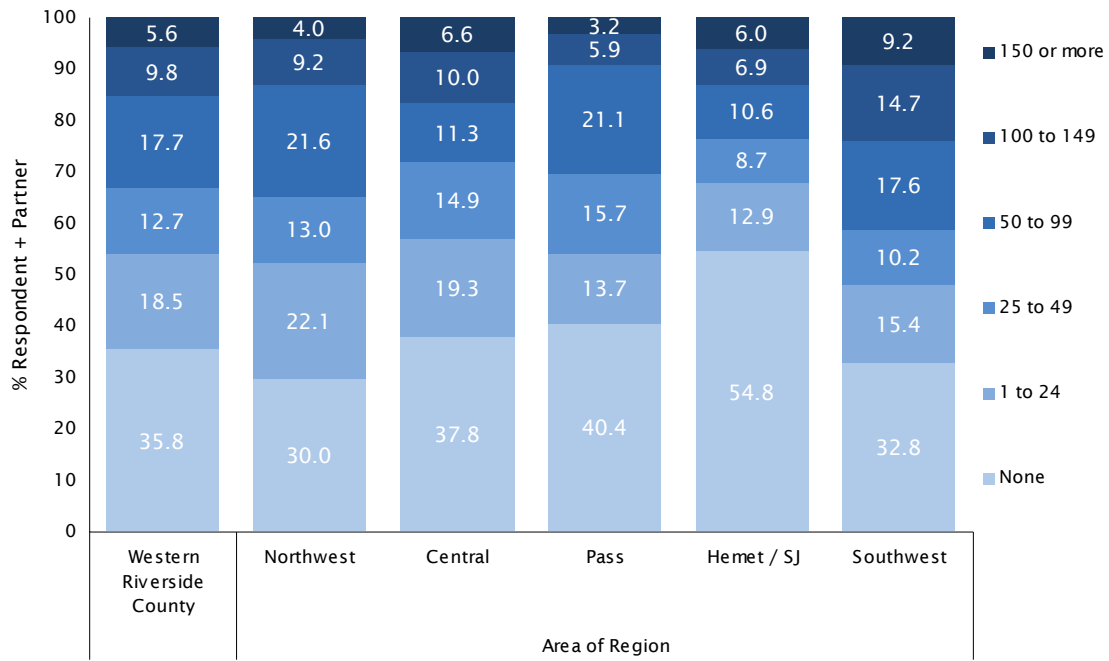
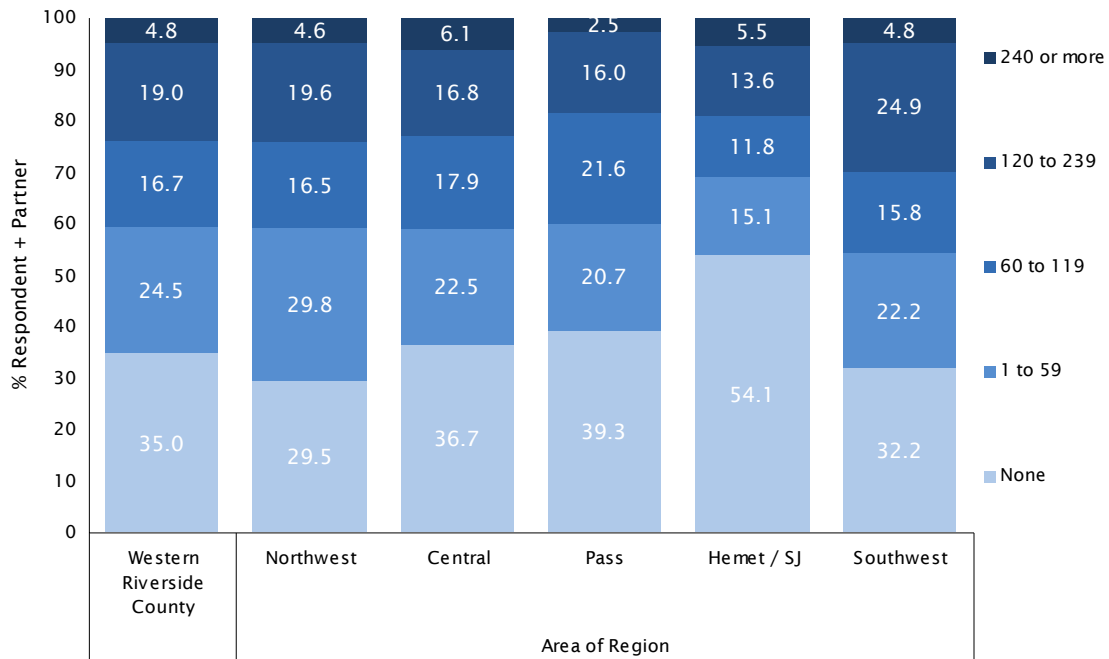
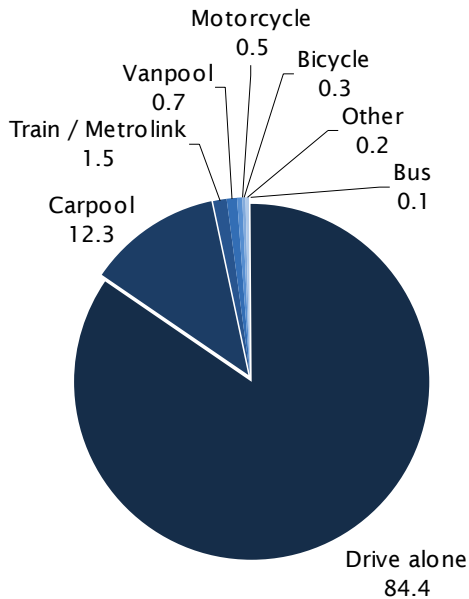


FIGURE 56 DISTRIBUTION OF COMBINED RESPONDENT + PARTNER ROUND-TRIP COMMUTE MINUTES BY AREA OF REGION



Question 34 What form of transportation do they primarily use when commuting?

FIGURE 57 PRIMARY MODE OF COMMUTE (PARTNER)

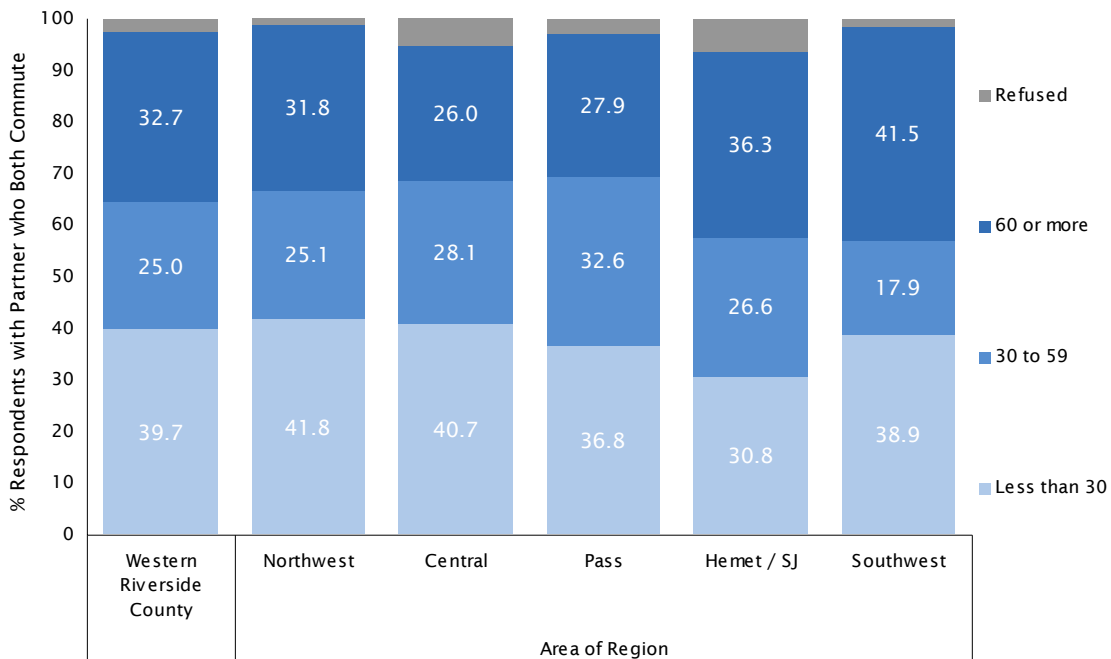


Like the respondent, most partners (84%) primarily drive alone when commuting to work or school. Approximately 13% were reported to carpool or vanpool, and 2% ride transit (see Figure 57).

Respondents who reside in a dual-commuter household were next asked how long it would take to drive from their school or place of employment to their partners' during normal morning traffic conditions. Overall, 40% indicated that it would take less than 30 minutes, 25% stated that it would take 30 minutes to one hour, and one-third (33%) indicated that it would take one hour or more during normal morning traffic (see Figure 58).

Question 35 Considering normal traffic patterns in the morning, how long would it take to drive from your place of employment or school to your partners'?

FIGURE 58 DISTRIBUTION OF TRAVEL TIME IN MINUTES TO PARTNERS' WORK OR SCHOOL BY AREA OF REGION

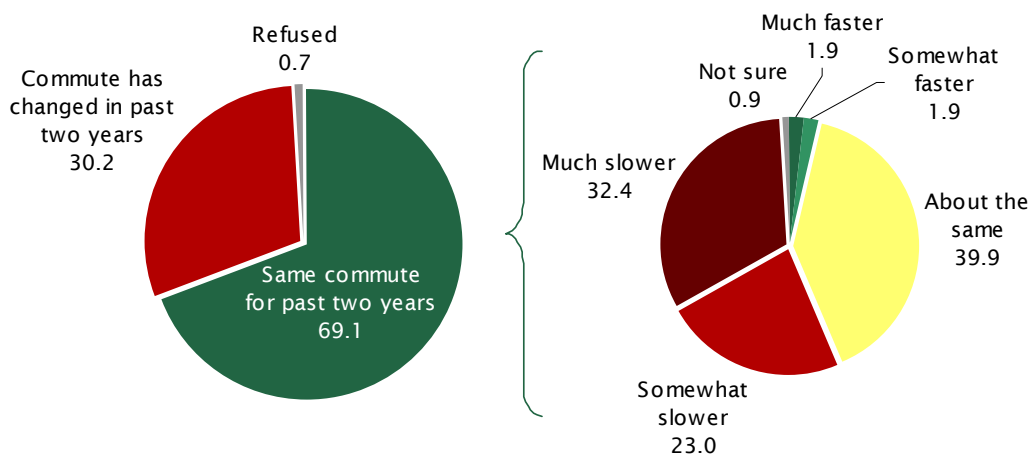


CHANGE IN PARTNER'S COMMUTE The final two questions in this series were similar to those asked previously regarding the respondent's commute: had the starting point and destination of their partner's commute remained the same during the past two years and -- if yes -- had the commute gotten faster, remained about the same, or gotten slower during this period? Overall, two-thirds (69%) of partners were reported to have the same commute origin and destination during this period. Of these, more than half (55%) indicated that the commute had slowed in the past two years.

Question 32 *Has the starting point and destination of their commute remained the same for the past two years?*

Question 33 *During the past two years, would you say that their commute has gotten faster, slower or stayed about the same? If faster or slower, ask: Would that be much (faster/slower) or somewhat (faster/slower)?*

FIGURE 59 COMMUTE CONDITIONS OVER PAST TWO YEARS (PARTNER)



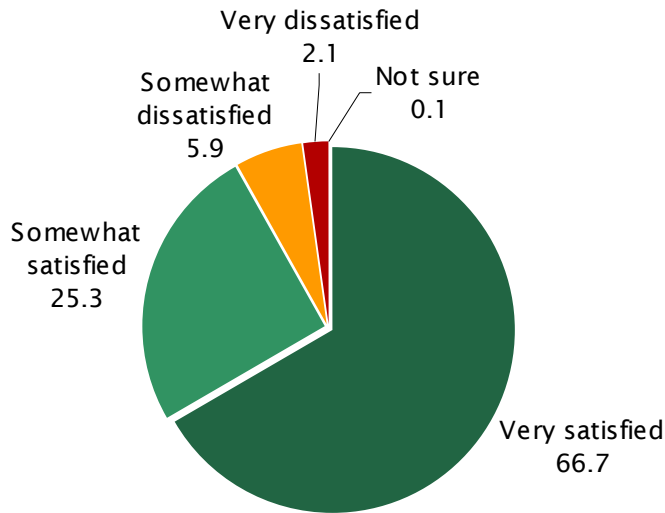
HOUSING PREFERENCES

The final substantive section of the survey focused on respondents' satisfaction with their current home, the trade-offs they would make between housing type and proximity to destinations of interest, as well as their willingness to make sacrifices and trade-offs to reduce their commute.

SATISFACTION WITH CURRENT HOME All respondents were first asked to rate their level of satisfaction with the home in which they currently live. Figure 60 shows that two-thirds (67%) of residents stated that they were very satisfied with their current home, and an additional 25% indicated that they were somewhat satisfied. Just 8% of all respondents stated that they were dissatisfied with their current home.

Question 36 Overall, how satisfied are you with the home you currently live in? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

FIGURE 60 SATISFACTION WITH CURRENT HOME



Focusing on the proportion of respondents who were *very* satisfied, satisfaction was strongly related to annual family income in the expected way -- the higher the family income, the more likely a respondent was to be very satisfied with their current home (see Figure 61). Residents in the Southwest area, those living in detached homes, and those over the age of 55 were also more likely than their respective counterparts to report being *very* satisfied with their current home (see Figures 61 and 62).

FIGURE 61 SATISFACTION WITH CURRENT HOME BY AREA OF REGION & HOUSEHOLD INCOME

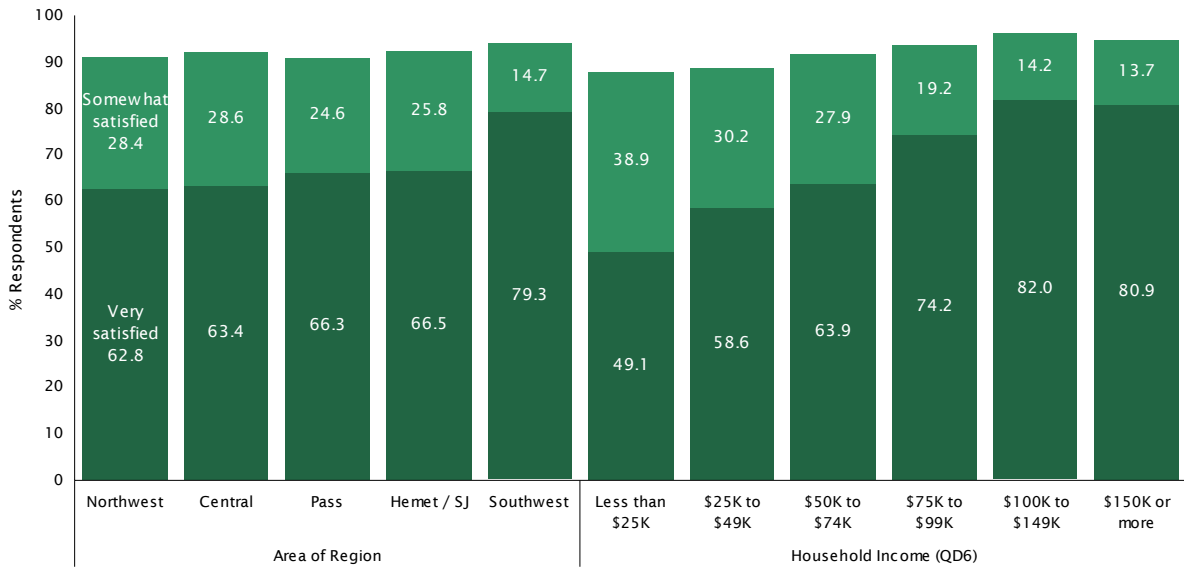
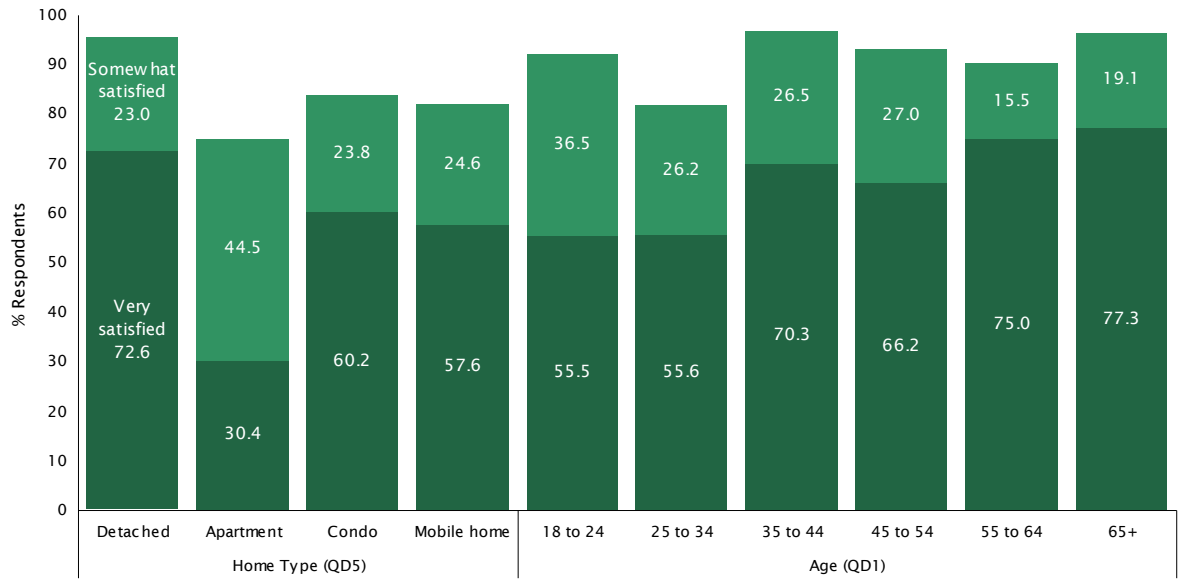


FIGURE 62 SATISFACTION WITH CURRENT HOME BY HOME TYPE & AGE

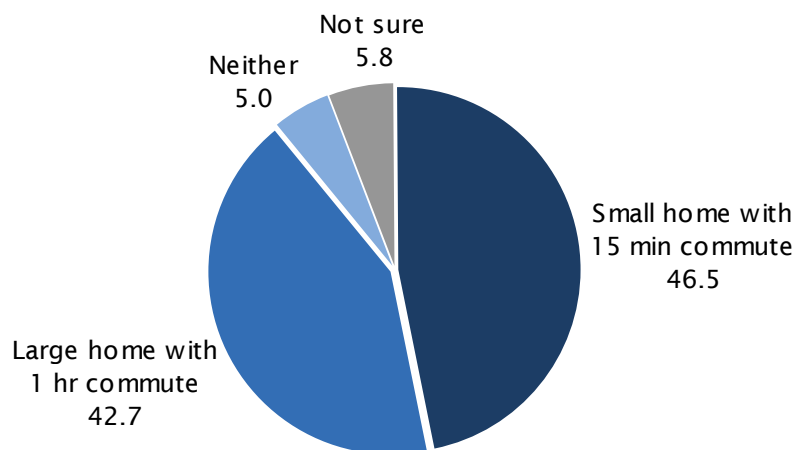


HOUSING TRADE-OFFS Residents face trade-offs when choosing a place to live, meaning that they have to give up some things in order to have other things. The objective of Questions 37 and 38 were to better understand how -- if forced to choose between two different housing types -- Western Riverside County residents would trade-off housing type and size against location and proximity to destinations of interest.

The first of these questions was the more generic of the two. Respondents were asked whether they would choose to live in a small home with a small backyard if it meant they would have a 15 minute commute to work or school, OR would they choose to live in a large home with a large backyard if it meant they would have a one-hour commute. Figure 63 shows that residents were rather evenly split on this question, with 43% choosing the larger house with a long commute and 47% choosing a smaller home with a short commute. It is worth noting, moreover, that these results are quite similar to those found in a 2002 study of all Californian residents regarding how they would trade-off home size and commute length.¹²

Question 37 *Many people say they face trade-offs when choosing a place to live - meaning that they have to give up some things in order to have other things. How do you feel about the following trade-offs? All other things being equal: Would you choose to live in a small home with a small backyard, if it means you have a 15 minute commute to work or school? OR Would you choose to live in a large home with a large backyard, if it means you would have a 1 hour commute to work or school?*

FIGURE 63 PREFERENCE FOR HOME SIZE AND COMMUTE



Figures 64-68 show how different subgroups of Western Riverside County residents made different trade-offs when presented with this question. A willingness to trade-off house size in favor of a shorter commute, for example, was far more prevalent among households without commuters, those already living in multi-family housing or a mobile home, singles without children, those with lower family incomes, seniors, and Spanish speakers. A strong preference for a large home even if it comes with a long commute, on the other hand, was most commonly found among households that currently have a combined round-trip commute length of at least 60 minutes and 50 miles, married couples with at least one commuter, married couples with children, households that earn at least \$100,000 per year, and those between the ages of 25 and 34.

12. See the Public Policy Institute of California’s November 2002 *Special Survey on Land Use*. Although the question was asked slightly differently in said survey, 49% of Californian’s opted for a small home with a short commute, whereas 47% preferred a large home even if it required a long commute.

FIGURE 64 PREFERENCE FOR HOME SIZE AND COMMUTE BY AREA OF REGION & RESPONDENT + PARTNER ROUND-TRIP COMMUTE MINUTES

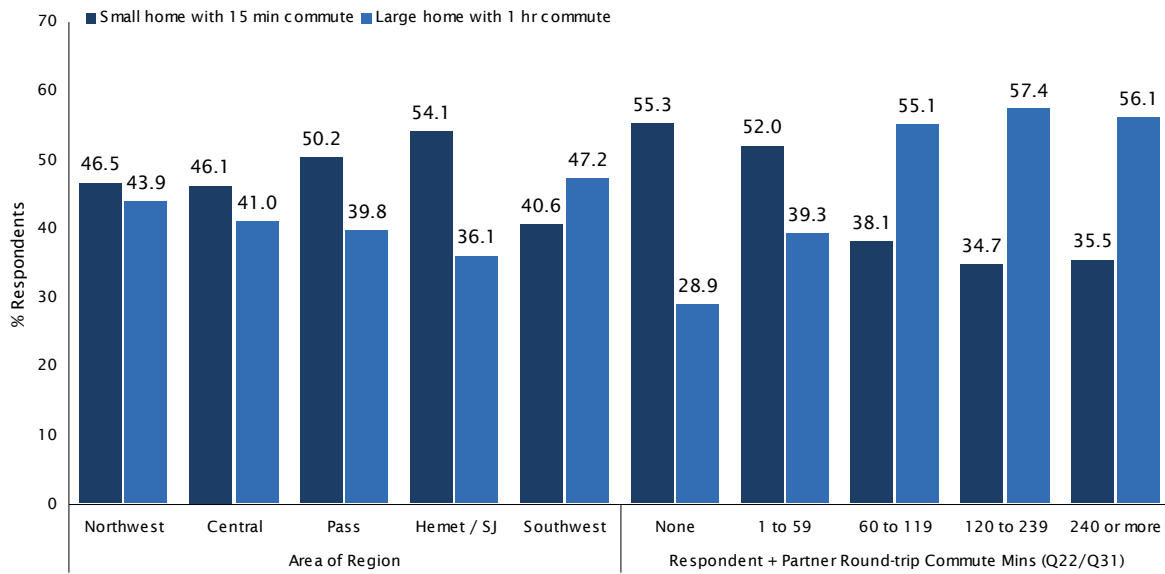


FIGURE 65 PREFERENCE FOR HOME SIZE AND COMMUTE BY MARITAL STATUS AND COMMUTING SITUATION, HOME OWNERSHIP STATUS & HOME TYPE

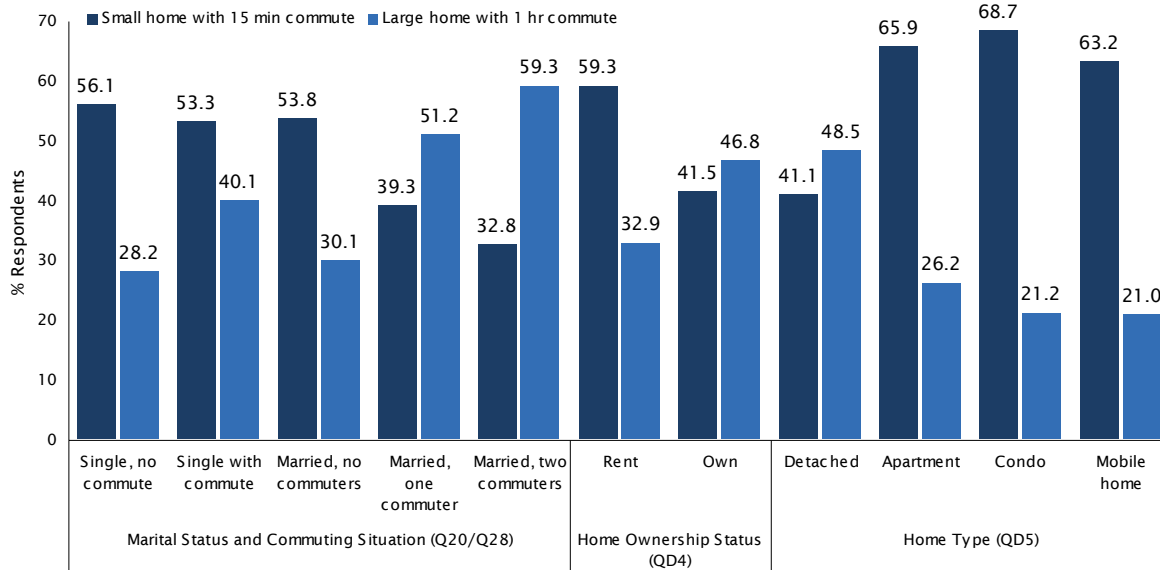


FIGURE 66 PREFERENCE FOR HOME SIZE AND COMMUTE BY MARITAL STATUS AND CHILDREN & HOUSEHOLD INCOME

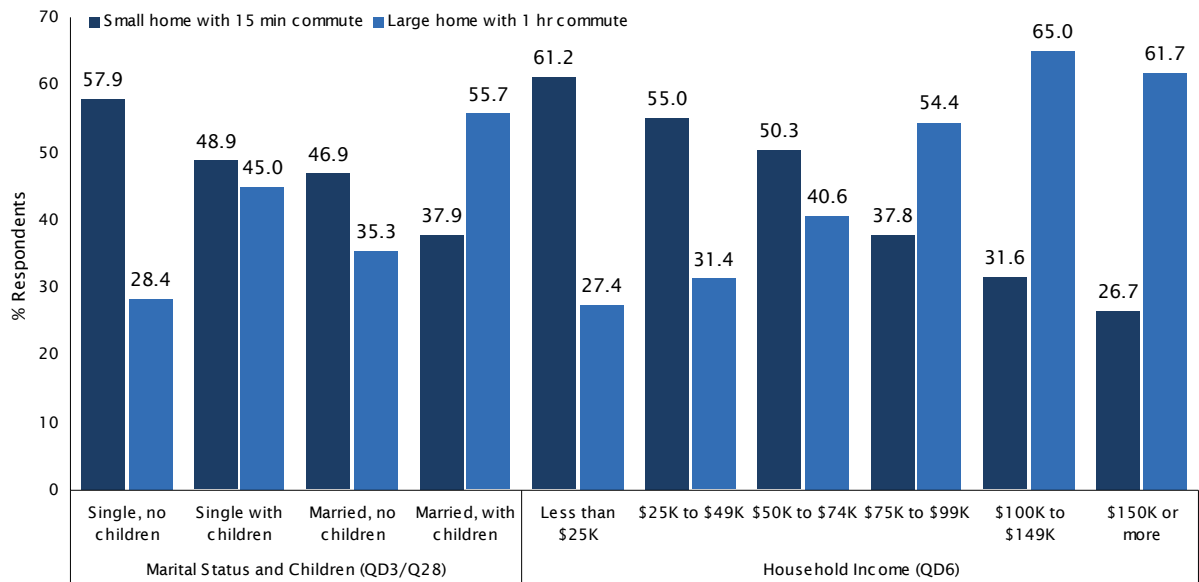


FIGURE 67 PREFERENCE FOR HOME SIZE AND COMMUTE BY CHILDREN UNDER 10 IN HOME, CHILDREN BETWEEN 10 AND 18 IN HOME & AGE

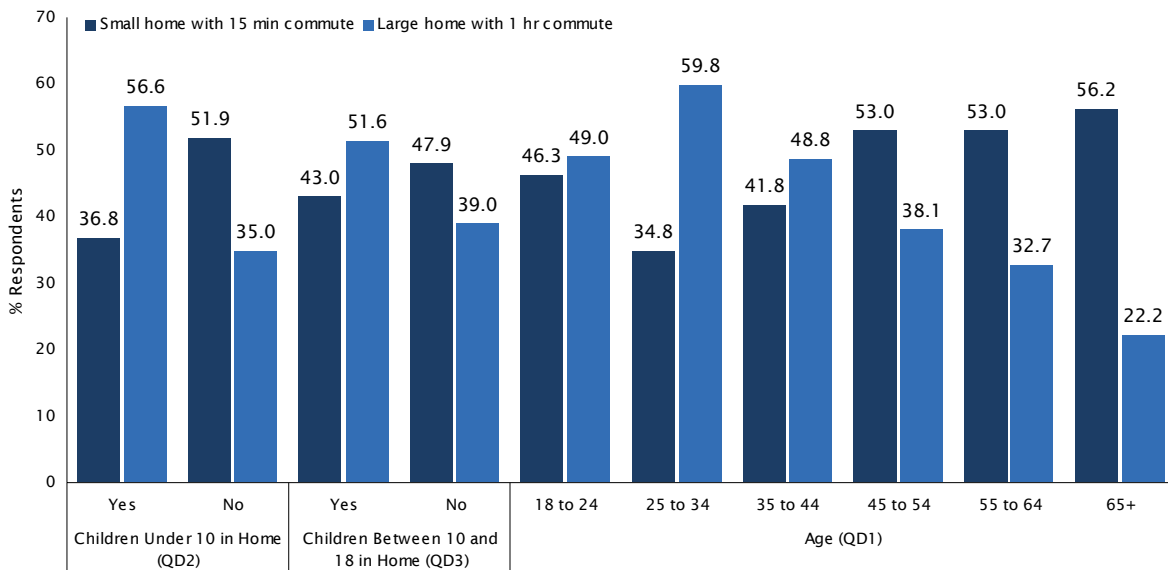
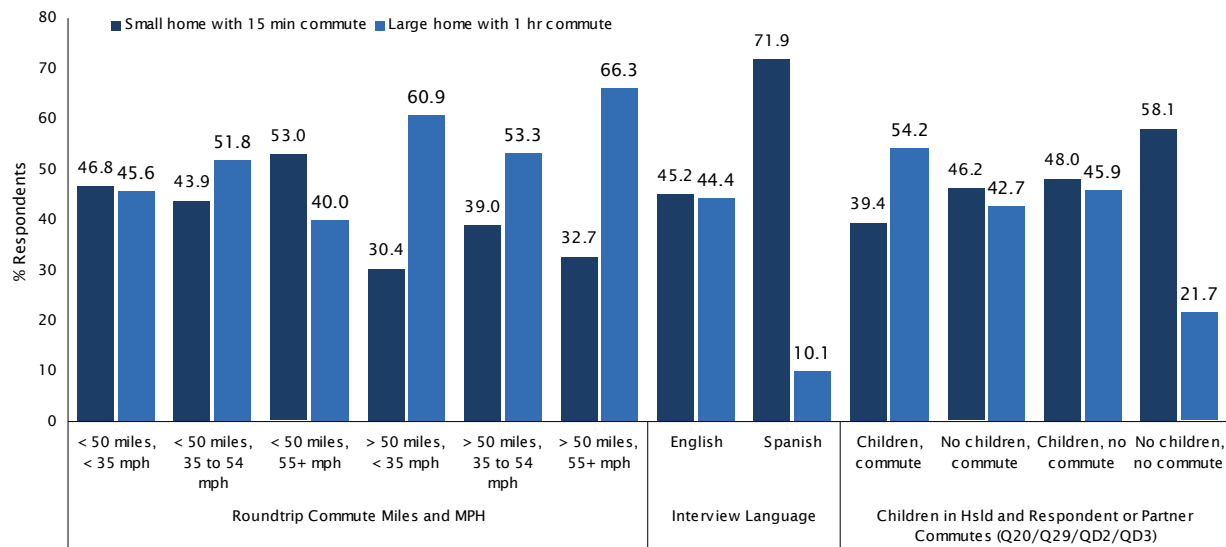


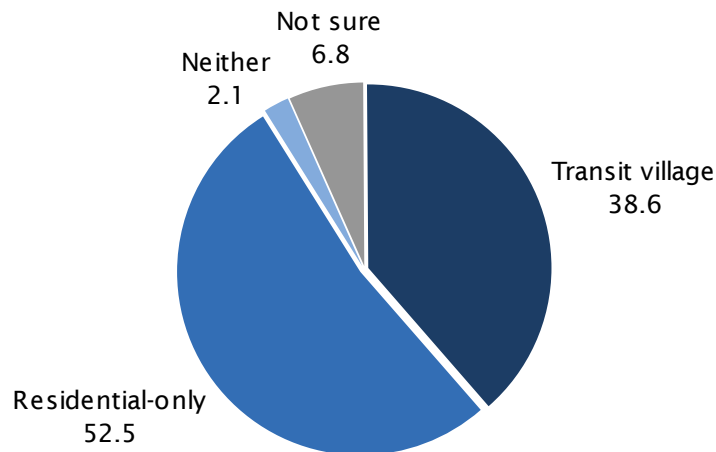
FIGURE 68 PREFERENCE FOR HOME SIZE AND COMMUTE BY ROUND-TRIP COMMUTE MILES AND MPH, INTERVIEW LANGUAGE & CHILDREN IN HSLD AND RESPONDENT OR PARTNER COMMUTES



The second question in this series was more specific with respect to housing type, lifestyle and proximity to locations of interest *other than employment*. Question 38 asked respondents to choose between living in a transit village where they would have easy access to transit and can walk to stores, schools and services OR living in a residential-only neighborhood where they would have to drive a car to stores, schools and services. Overall, 53% indicated that they would prefer to live in a residential-only neighborhood even if it meant that they would have to drive a car to destinations of interest, whereas 39% indicated that they would prefer to live in a transit village (see Figure 69).

Question 38 *All other things being equal: Would you choose to live in a transit village where you have easy access to transit and can walk to stores, schools and services? OR Would you choose to live in a residential-only neighborhood if it means you have to drive a car to stores, schools and services?*

FIGURE 69 PREFERENCE FOR NEIGHBORHOOD TYPE



Consistent with the findings presented earlier in this report (see *Personal Interest in Transit Village* on page 33), a strong preference for living in a transit village was more commonly found among those who had used transit in the 12 months prior to the interview, Spanish speakers, renters, those who currently live in multi-family housing or a mobile home, households with annual incomes less than \$25,000, and primary transit users (see Figures 70-74).

FIGURE 70 PREFERENCE FOR NEIGHBORHOOD TYPE BY AREA OF REGION, INTEREST IN LIVING IN TRANSIT VILLAGE IN NEXT TWO YEARS & USED TRANSIT IN PAST 12 MONTHS

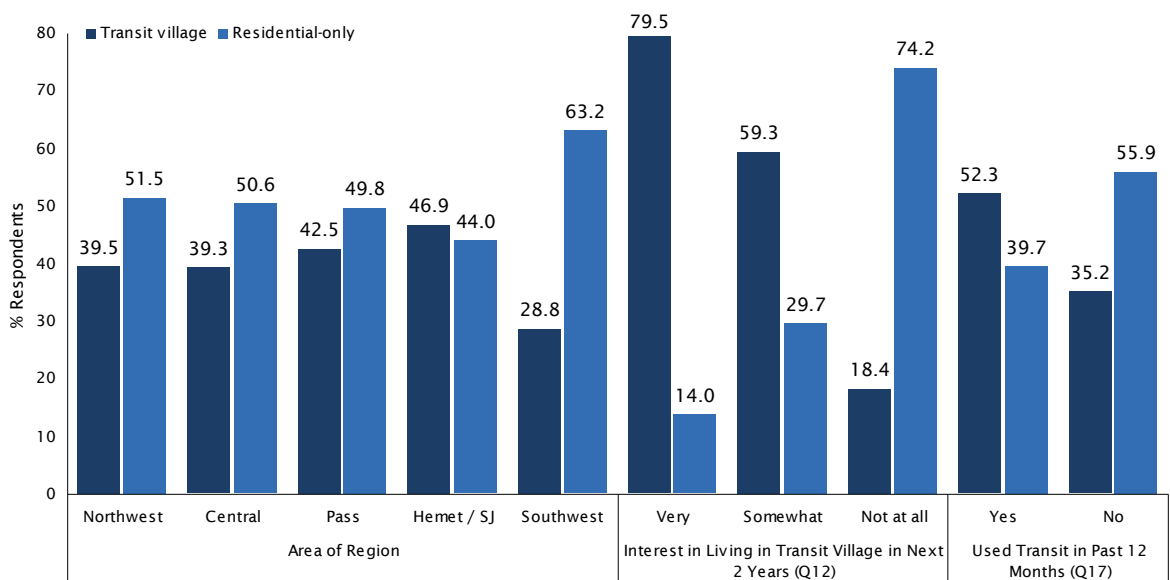


FIGURE 71 PREFERENCE FOR NEIGHBORHOOD TYPE BY RESPONDENT + PARTNER ROUND-TRIP COMMUTE MILES & MARITAL STATUS AND COMMUTING SITUATION

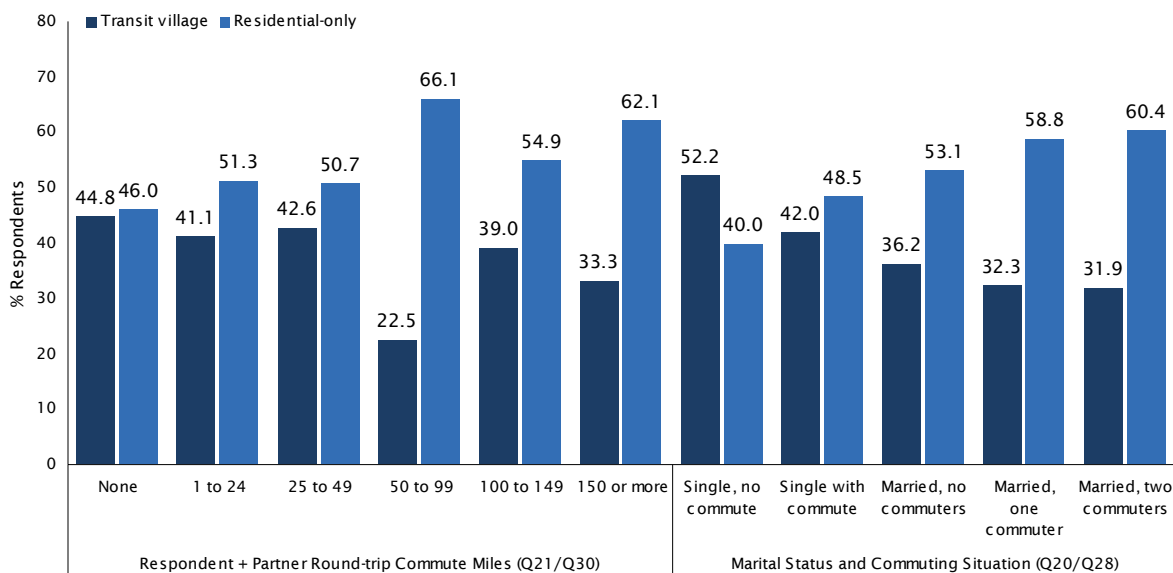


FIGURE 72 PREFERENCE FOR NEIGHBORHOOD TYPE BY AGE, CHILDREN UNDER 10 IN HOME, CHILDREN BETWEEN 10 AND 18 IN HOME & INTERVIEW LANGUAGE

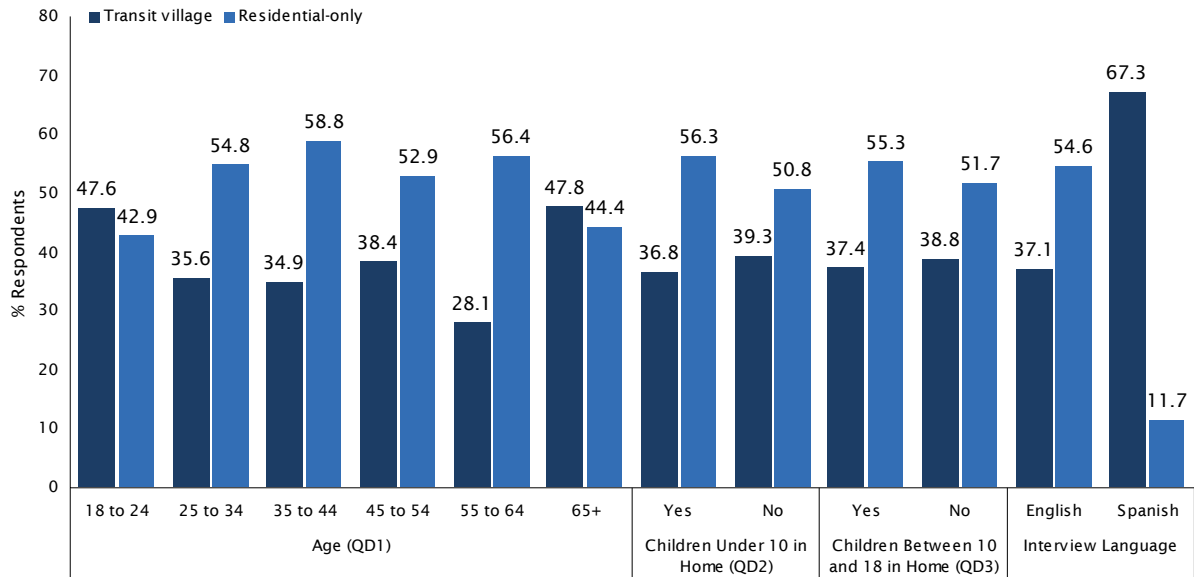


FIGURE 73 PREFERENCE FOR NEIGHBORHOOD TYPE BY HOME OWNERSHIP STATUS, HOME TYPE & HOUSEHOLD INCOME

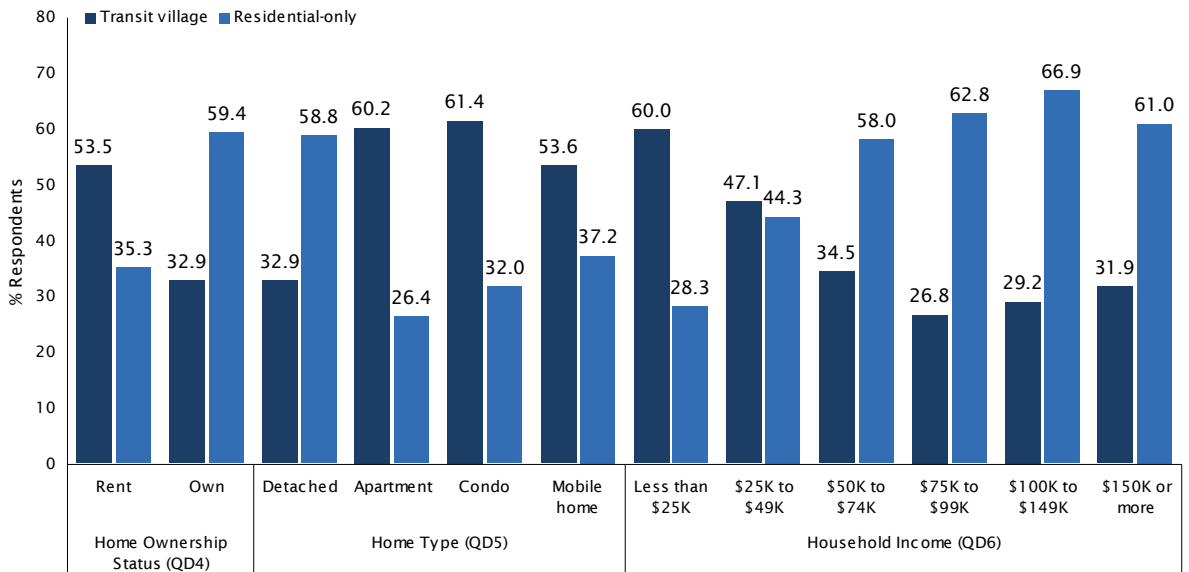
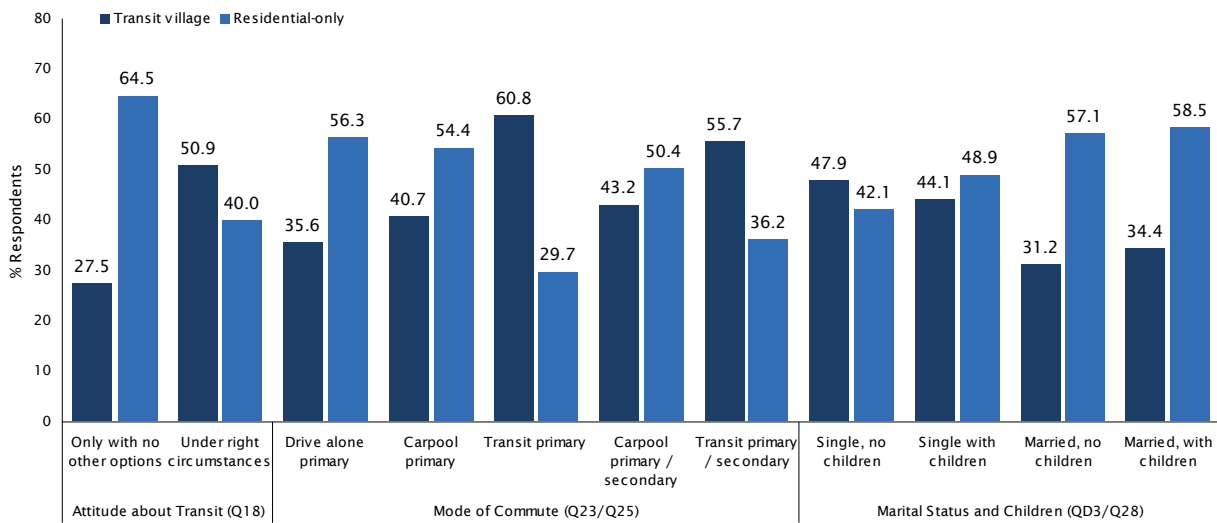


FIGURE 74 PREFERENCE FOR NEIGHBORHOOD TYPE BY ATTITUDE ABOUT TRANSIT, MODE OF COMMUTE & MARITAL STATUS AND CHILDREN



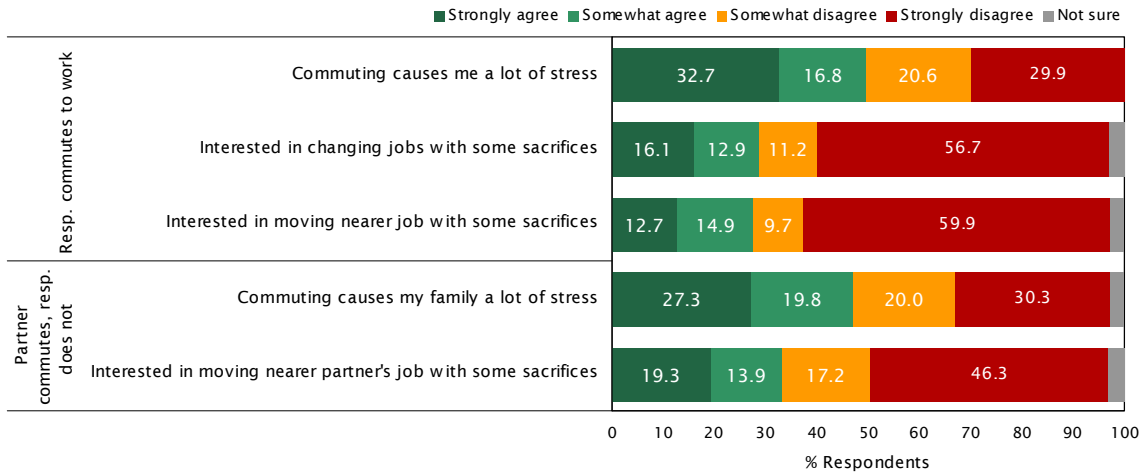
ATTITUDES ABOUT COMMUTE & CHANGE The final substantive question in the survey asked respondents to indicate their level of agreement with several statements designed to measure how commuting may affect their (or their families’) stress levels, as well as their willingness to make changes to reduce their commute. The top three statements which focused on the respondent were presented only to regular commuters. If the respondent did not commute but they were married and their partner did commute, they were presented with the two statements shown at the bottom of Figure 75.

For each statement, respondents were simply asked whether they agreed or disagreed with the statement. Among regular commuters, half (50%) agreed that commuting causes them a lot of stress, with one-third (33%) in strong agreement. Approximately 29% of regular commuters agreed that they would be interested in changing jobs so that they could work closer to their current home and that they would be willing to make sacrifices and trade-offs to make it happen. A slightly smaller percentage (28%) agreed that they would be willing to make sacrifices and trade-offs so that they could live closer to their current job.

Among non-commuters who have a partner who commutes, 47% agreed that commuting causes their families a lot of stress, with 27% in strong agreement. Approximately one-third (33%) also agreed that they would be interested in moving closer to their partners’ place of employment and that they would be willing to make sacrifices and trade-offs to make it happen.

Question 39 Next, I am going to read you a list of statements. For each, please tell me if you agree or disagree that the statement matches your opinion. Do you agree or disagree that: _____. Get answer, if 'agree' or 'disagree' then ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?

FIGURE 75 AGREEMENT WITH STATEMENTS ABOUT CURRENT COMMUTING SITUATION





DEMOGRAPHICS & BACKGROUND

Table 10 presents key demographic and background information that was collected during the survey. Because of the probability-based sampling methodology and weighting used in this study, the results shown below are representative of adult residents in Western Riverside County, as well as within the five TUMF areas. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by respondent and household characteristics (see crosstabulations in Appendix A for a full breakdown of each question).

TABLE 10 DEMOGRAPHICS OF SAMPLE BY AREA OF REGION

	<i>West Riverside County</i>	<i>Northwest</i>	<i>Central</i>	<i>Pass</i>	<i>Hemet / SJ</i>	<i>Southwest</i>
QD1 Age						
18 to 24	13.1	15.6	14.3	10.1	9.1	10.2
25 to 34	18.6	21.6	19.2	14.7	13.1	16.6
35 to 44	22.3	23.8	22.4	18.6	15.4	25.2
45 to 54	16.1	17.1	15.9	16.1	12.8	15.8
55 to 64	9.7	9.6	9.0	11.4	10.4	9.2
65+	15.7	11.4	14.4	23.2	31.8	13.3
Refused	4.5	0.9	4.7	5.9	7.5	9.7
QD2 Children under 10 in home						
Yes	36.7	42.9	34.0	25.1	24.6	39.3
No	62.5	57.1	65.0	72.7	73.9	59.9
Refused	0.7	0.0	1.0	2.2	1.5	0.8
QD3 Children between 10 and 18 in home						
Yes	32.1	36.9	29.5	25.7	19.5	34.8
No	67.0	62.9	69.5	72.2	79.0	64.0
Refused	0.9	0.2	1.0	2.2	1.5	1.2
QD4 Home ownership status						
Rent	24.0	27.7	26.9	24.5	21.8	13.8
Own	71.6	68.1	67.8	69.4	74.0	83.4
Live with family, friends	3.2	3.3	4.0	3.4	2.3	2.4
Refused	1.1	0.8	1.3	2.7	1.8	0.4
QD5 Home type						
Detached	77.5	79.0	78.4	68.2	64.6	85.8
Apartment	9.8	12.6	8.5	10.2	10.8	4.3
Condo	3.4	4.3	2.1	3.0	1.0	4.5
Mobile home	8.3	3.9	9.7	15.5	21.3	5.4
Refused	0.9	0.2	1.3	3.1	2.2	0.0
QD6 Household income						
Less than \$25K	13.6	14.9	11.2	19.2	17.6	7.6
\$25K to \$49K	24.0	23.5	31.0	24.9	25.1	16.3
\$50K to \$74K	19.4	14.9	26.4	17.2	23.0	20.9
\$75K to \$99K	12.6	12.8	11.0	9.1	11.4	16.6
\$100K to \$149K	12.3	15.4	8.6	8.6	3.8	16.6
\$150K to \$199K	3.7	4.8	1.6	2.9	0.6	5.4
\$200K or more	2.5	2.1	1.1	3.9	1.3	4.9
Not sure	3.3	3.9	3.1	2.6	2.4	3.1
Refused	8.7	7.7	6.1	11.6	14.9	8.6
QD7 Gender						
Male	45.4	42.7	46.6	49.6	43.5	49.0
Female	54.6	57.3	53.4	50.4	56.5	51.0



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with Susan DeSantis, WRCOG, RCTC, RTA and the members of the Transit-Oriented Development Advisory Group to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in Western Riverside County prior to formally beginning the survey.

SPANISH TRANSLATION Once the questionnaire was finalized, it was professionally translated into Spanish to allow those who preferred to take the interview in Spanish the opportunity to do so.

SAMPLE Households within Western Riverside County were chosen for this study using a random digit dial (RDD) sampling method. An RDD sample is drawn by first selecting all of the active phone exchanges (first three digits in a seven digit phone number) and working blocks that service the area. After estimating the number of listed households within each phone exchange that are located within the area, a sample of randomly selected phone numbers is generated with the number of phone numbers per exchange being proportional to the estimated number of households within each exchange in the area. This method ensures that both listed and unlisted households are included in the sample. It also ensures that new residents and new developments have an opportunity to participate in the study, which is not true if the sample were based on a telephone directory.

Although the RDD method is widely used for community surveys, the method also has several known limitations that must be adjusted for to ensure representative data. Research has shown, for example, that individuals with certain demographic profiles (e.g., older women) are more likely to be at home and are more likely to answer the phone even when other members of the household are available. If this tendency is not adjusted for, the RDD sampling method will produce a survey that is biased in favor of women -- particularly older women. To adjust for this behavioral tendency, the survey included a screening question which initially asked to speak to the youngest male available in the home. If a male was not available, then the interviewer was instructed to speak to the youngest female currently available. This protocol was followed -- to the extent needed -- to ensure a representative sample. In addition to following this protocol, the

sample demographics were monitored as the interviewing proceeded to make sure they were within certain tolerances.

OVERSAMPLING & WEIGHTING Respondents were also initially screened regarding the ZIP code of their residence to ensure that they lived within Western Riverside County and to identify in which of the five study areas they resided. To accommodate WRCOG’s interest in obtaining reliable parameter estimates for the region as a whole, as well as within the five TUMF zones, the survey employed a strategic oversample by sub-area to balance the statistical margins of error associated with estimates at the TUMF zone level. To adjust for the oversampling, the raw data were then weighted according to adult population estimates within each of the TUMF areas (Census 2000) prior to analyses and presentation. The results presented in this report are the weighted results, which are representative at the regionwide level, as well as within the five sub-areas.

MARGIN OF ERROR DUE TO SAMPLING By using an RDD probability-based sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of adult residents in Western Riverside County. The results of the sample can thus be used to estimate the opinions of *all* adult residents in the region. Because not every adult in the region participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,290 adults for a particular question and what would have been found if all of the estimated 902,674 adults in the region had been interviewed.

For example, in estimating the percentage of adults who have heard of transit villages or transit oriented developments (Question 6), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

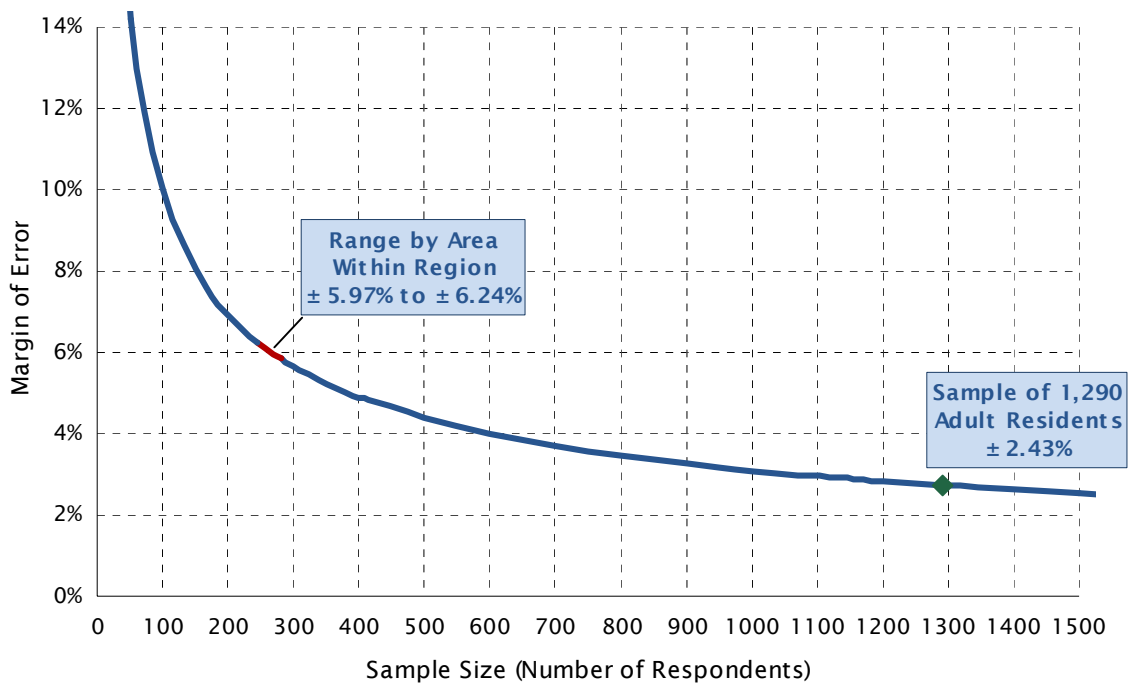
$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of adults who said they had heard of transit villages or transit oriented developments (0.11 for 11%, for example), N is the population size of all adults (902,674), n is the sample size that received the question (1,290), and t is the upper $\alpha/2$ point for the t-distribution with $n - 1$ degrees of freedom (1.96 for a 95% confidence interval). Solving this equation using the values just discussed reveals a margin of error of $\pm 2.17\%$. This means that, with 11% of respondents indicating they had heard of transit villages or transit oriented developments, we can be 95 percent confident that the true population percentage is between 9% and 13%.

Figure 76 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is approximately $\pm 2.43\%$ for questions answered by all 1,290 respondents.

Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as age of the respondent, household income, and presence of children in the home. Figure 76 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. For example, as shown in the figure, the margin of error for results within a specific TUMF area of the region will vary between $\pm 5.97\%$ and $\pm 6.24\%$. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

FIGURE 76 MAXIMUM MARGIN OF ERROR



DATA COLLECTION The primary method of data collection was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between February 22 and March 5, 2006. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The telephone interviews averaged 20 minutes in length.

For respondents who were recruited via telephone but preferred to complete the survey online, an online version of the survey was made available at a secure website hosted by True North. The web survey could only be accessed if the respondent entered a unique personal identification number (PIN) that was provided to them during the recruit. A total of 34 respondents chose to complete the survey online.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing open-ended responses, and preparing frequency analyses and cross-tabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



Western Riverside Council of Governments
Growth, Land Use & Development Survey
Final Toplines
March 2006

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in Western Riverside County and we would like to get your opinions.

If needed: This is a survey about important issues in Riverside County - I'm NOT trying to sell anything.

If needed: The survey should take around 15 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 says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *(if there is no male currently at home that is at least 18 years of age, then ask):* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

If respondent asks why we want to speak to a particular demographic group, explain: Its important that the sample of people for the survey is representative of the adult population in the region for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

SC1	Area of Region (Determined by ZIP code and follow-up questions about location of community, if necessary.)		
	1	Northwest (Riverside, Norco & Corona)	41%
	2	Central (Moreno Valley & Perris)	20%
	3	Pass (Calimesa, Beaumont & Banning)	10%
	4	Hemet/SJ (San Jacinto & Hemet)	10%
	5	Southwest (Lake Elsinore, Canyon Lake, Temecula & Murrieta)	18%

Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in western Riverside County.

Q1	How long have you lived in western Riverside County?		
	1	Less than 1 year	6%
	2	1 to 4 years	21%
	3	5 to 9 years	16%
	4	10 to 14 years	13%
	5	15 years or longer	43%
	99	Don't Know/Refused	0%

Q2	How would you rate the overall quality of life in western Riverside County? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	15%
	2	Good	56%
	3	Fair	24%
	4	Poor	4%
	5	Very Poor	2%
	98	Don't Know	0%
	99	Refused	0%
Q3	Looking 10 years into the future, do you think western Riverside County will be a better place to live than it is now, a worse place to live than it is now, or about the same as it is now?		
	1	A better place to live than it is now	33%
	2	A worse place to live than it is now	38%
	3	About the same as it is now	26%
	98	Not sure	4%
	99	Refused	0%
Q4	If local governments could change one thing to make western Riverside County a better place to live -- now and in the future -- what change would you most like to see?		
		Reduce traffic congestion / Improve roads	35%
		Limit growth / Improve strategies for growth	14%
		Not sure	7%
		Reduce crime, gangs / Increase public safety	7%
		Improve public transportation	5%
		Improve education, schools	4%
		Increase wages / Attract better jobs	3%
		Attract new businesses / Provide entertainment options	2%
		Clean-up, beautify communities / Redevelop older areas	2%
		Improve, add parks, recreation facilities, programs	2%
		Increase efforts to build, strengthen sense of community	1%
		Everything is fine / No improvements needed	1%
		Protect environment / Reduce air, water pollution	1%
		Reduce cost of living, housing	1%
		Provide additional activities for youth	1%
		Improve, change government staff, officials	1%
		Address illegal immigrant issue	1%

Section 4: Strategies for Dealing with Growth

In the next 25 years, experts predict that the population of western Riverside County will grow by more than 1 million people. There are a number of possible ways to manage and adapt to this growth so that we maintain the region's quality of life.

Q5 As I read the following strategies, please tell me if you think the strategy will be a very effective, somewhat effective, or not at all effective approach to managing future growth and protecting the quality of life in the region.

Here's the (first/next) one: _____.

Split Sample. Half get A-F, half get G-K.

	<i>Randomize</i>	Very Effective	Somewhat Effective	Not at all Effective	No Opinion	Refused
A	Building new freeways	60%	26%	14%	1%	0%
B	Adding lanes to existing freeways	63%	27%	9%	1%	0%
C	Adding lanes to existing freeways just for carpoolers, buses and other high occupancy vehicles	38%	37%	24%	1%	0%
D	Concentrating new development that occurs in areas that are well-served by public transit	36%	42%	17%	4%	0%
E	Expanding and improving the network of public transit services so that transit is easier and faster to use	57%	29%	11%	3%	0%
F	Planning new development so that employment centers, housing, schools and recreation areas are closer together	50%	35%	14%	1%	0%
G	Making sure that local governments work together and have a common plan for regional land use and development	59%	33%	6%	1%	0%
H	Allowing local governments to work independently and each have their own plans for local land use and development	20%	41%	34%	4%	0%
I	Locating new developments away from existing cities so that cities do not become too big or dense	45%	37%	16%	2%	0%
J	Enacting growth and land use policies that protect the environment and preserve open space	52%	35%	11%	3%	0%
K	Increasing the percentage of housing that is compact in design – like condos, townhomes and apartments – so that less land is used per unit	19%	29%	50%	2%	0%

Section 5: T.O.D. Awareness & Initial Support			
Ok - let me change gears a bit.			
Q6	Have you ever heard of transit villages or transit oriented developments?		
	1	Yes	11%
	2	No	88%
	98	Not sure/No Opinion	1%
	99	Refused	0%
Q7	<p>Let me take a moment to describe the concept of transit villages.</p> <p>Transit villages are communities that are built within an easy walk of a major transit stop - such as a Metrolink station. Because they are compact in design and include a mix of residential, employment, entertainment, recreation and shopping opportunities, they provide people with the opportunity to live, work, shop and play all in the same area. Transit villages are designed to give residents the option of walking, biking and using public transit in addition to using a car.</p> <p>In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (<i>Get answer, then ask</i>): Would that be definitely (support/oppose) or probably (support/oppose)?</p>		
	1	Definitely support	47%
	2	Probably support	33%
	3	Probably oppose	7%
	4	Definitely oppose	9%
	98	Don't Know/Not Sure	5%
	99	Refused	0%

Section 6: Positive Arguments							
What I'd like to do now is tell you what some people say about transit villages.							
Q8	Supporters of transit villages say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT transit villages in Riverside County?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	It provides additional affordable housing	36%	36%	22%	2%	4%	0%
B	It will help reduce traffic congestion	55%	29%	14%	1%	1%	0%

C	It makes using transit easier for people in general, and provides better options for those who are unable to drive - like the elderly, young and those without cars	63%	29%	7%	0%	1%	0%
D	It reduces sprawl and preserves open space by concentrating development in urban areas	36%	42%	19%	1%	2%	0%
E	It is good for the environment, reduces air pollution and conserves energy	51%	34%	12%	1%	2%	0%
F	It can be used to revitalize urban areas that are rundown and need to be redeveloped	45%	39%	14%	1%	2%	0%
G	It increases residents' quality of life by making it easier to live, work, shop and play without having to travel far or get stuck in traffic	55%	32%	12%	0%	1%	0%
H	It makes it easier to meet people in a neighborhood and promotes a strong sense of community	38%	37%	22%	1%	2%	0%
I	It helps the local economy and local businesses by increasing the number of customer visits	42%	41%	15%	1%	2%	0%
J	With transit villages, Riverside County would receive priority status for millions of dollars in Federal matching money that otherwise would likely go to another County.	41%	35%	16%	2%	6%	0%
K	People who live in transit villages spend less on transportation and are able to use the money they save for other important things, like housing, education or investments	43%	39%	16%	1%	2%	0%

Section 7: Interim Position on T.O.D.

Sometimes people change their mind about a concept once they have more information about it. Now that you have heard a bit more about transit villages, let me ask you again:

Q9 In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (*Get answer, then ask*): Would that be definitely (support/oppose) or probably (support/oppose)?

1	Definitely support	45%
2	Probably support	35%
3	Probably oppose	6%
4	Definitely oppose	8%
98	Don't Know/Not Sure	6%
99	Refused	0%

Section 8: Negative Arguments

Now let me tell you what opponents of transit villages say.

Q10 Opponents of the transit villages say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the transit villages in Riverside County?							
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	It sounds good in theory, but it doesn't work in practice. It just won't solve the problems people say it will.	19%	38%	37%	1%	5%	0%
B	It creates more traffic congestion and greatly limits parking around transit stations, which makes it harder for people who don't live within walking distance of a station to use transit	20%	39%	37%	1%	3%	0%
C	It creates neighborhoods that are crowded, loud and always busy	23%	36%	36%	1%	3%	0%
D	It creates neighborhoods that aren't safe for children, since there are always lots of strangers around	22%	31%	43%	1%	3%	0%

Section 9: Final Position on T.O.D.

Q11 Now that you have heard a bit more about transit villages, let me ask you one more time: In general, would you support or oppose this type of development around existing and future transit stations in Riverside County? (Get answer, then ask): Would that be definitely (support/oppose) or probably (support/oppose)?		
1	Definitely support	41%
2	Probably support	34%
3	Probably oppose	9%
4	Definitely oppose	11%
98	Don't Know/Not Sure	5%
99	Refused	0%

Section 10: Personal Interest in Transit Village		
Q12	In general, how interested would you be in living in a transit village in the next year or two? Would you say you would be very interested, somewhat interested, or not at all interested?	
	1	Very interested
	2	Somewhat interested
	3	Not at all interested
	4	Depends
	98	Don't Know/Not Sure
	99	Refused
Q13	And what about in the future. Would you be very interested, somewhat interested, or not at all interested in living in a transit village 10 years from now?	
	1	Very interested
	2	Somewhat interested
	3	Not at all interested
	4	Depends
	98	Don't Know/Not Sure
	99	Refused
<i>Only ask Q14 if Q12 = 3 AND Q13 = 3</i>		
Q14	Is there a particular reason why you are not interested in living in a transit village?	
		Feel it would be too crowded, noisy
		Satisfied with current home, situation / Do not want to move
		Prefer open spaces, rural areas
		Too old to consider moving / Live in retirement community
		Feel lower-income housing results in more problems
		Transit village does not sound appealing (general)
		Prefer single-family detached homes, traditional neighborhoods
		Do not feel transit villages solve problems / Concept not viable
		Not sure
		Concerned about safety of transit villages
		Feel transit villages not good for raising a family
		Need vehicle / Prefer to drive / Do not like transit
		Do not like restrictive ordinances, regulations, government

Only ask Q15 if Q12 = (1,2,4) OR Q13 = (1,2,4)							
Q15	What are the characteristics or benefits of a transit village that most make you want to live in one?						
	Accessibility, convenience	55%					
	Reduces traffic congestion / Less driving	22%					
	Small community, neighborhoods / Family environment	10%					
	Availability of public transit	10%					
	Like the idea of walkable communities	10%					
	Economical / Low-cost housing / Saves auto-related expenses	6%					
	Not sure	4%					
	Avoid long daily commute	4%					
	Beneficial for elderly, disabled	4%					
	Reduces pollution / Good for environment	2%					
	Safety, security	2%					
	General positive comment	1%					
Q16	Next, I'm going to read several aspects of a transit village. For each that I read, please indicate if you personally find this aspect of living in a transit village very appealing, somewhat appealing or not at all appealing.						
	Here is the (first/next) one: _____. Do you find this aspect of living in a transit village very appealing, somewhat appealing, or not at all appealing?						
	<i>Randomize</i>	Very Appealing	Somewhat Appealing	Not At All Appealing	Don't Believe Village will be like that	Don't Know/No Opinion	Refused
A	Easy access to transit	56%	29%	14%	0%	1%	0%
B	Pedestrian friendly neighborhoods	53%	31%	13%	1%	1%	0%
C	Affordable housing	54%	30%	15%	1%	1%	0%
D	Availability of compact housing like condominiums and apartments	19%	30%	50%	0%	1%	0%
E	Ability to live, work, shop and play all in the same neighborhood	55%	29%	16%	0%	0%	0%
F	Ability to get places without having to use a car	60%	27%	13%	0%	0%	0%
G	Strong sense of community	47%	32%	18%	1%	1%	0%

Section 11: Personal Employment & Commute				
Q17	Have you used public transit, including the Train, Bus, or other transit services in Riverside County within the past 12 months? <i>Probe and record specific methods. Multiple responses allowed.</i>			
	1	Has not used public transit in past 12 months	77%	
	2	Train	9%	
	3	Bus	14%	
	4	Other	2%	
	99	Refused	2%	
Q18	Which of the following statements best matches your attitude about riding public transit in the near future?			
<i>Rotate Order of Statements</i>				
	1	I would only use public transit at least once per week if I had no other options	47%	
	2	I would use public transit at least once per week under the right circumstances	48%	
	99	Refused	5%	
Q19	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?			
	1	Employed full-time	49%	Ask Q20
	2	Employed part-time	7%	Ask Q20
	3	Student	5%	Ask Q20
	4	Homemaker	15%	Skip to Q28
	5	Retired	20%	Skip to Q28
	6	In-between jobs	3%	Skip to Q28
	98	Don't Know	1%	Skip to Q28
	99	Refused	0%	Skip to Q28

Q20 Do you commute at least three days per week for your job or for school?				
	1	Yes	79%	Ask Q21
	2	No	20%	Skip to Q28
	98	Don't Know	0%	Skip to Q28
	99	Refused	0%	Skip to Q28
Q21 How many miles do you typically commute, round-trip?				
	Less than 12		23%	
	12 to 24		13%	
	25 to 49		22%	
	50 to 74		17%	
	75 or more		21%	
	Refused		4%	
Q22 And how much time does it typically take you to commute, round-trip? (Shown in minutes.)				
	Less than 30		24%	
	30 to 59		23%	
	60 to 119		26%	
	120 or more		26%	
	Refused		2%	
Q23 What form of transportation do you primarily use when commuting?				
	1	Drive alone	78%	
	2	Carpool	14%	
	3	Vanpool	1%	
	4	Bus	2%	
	5	Train/Metrolink	1%	
	6	Bicycle	1%	
	7	Motorcycle	1%	
	8	Walk / jog	1%	
	9	Telecommute	0%	
	10	Other	1%	
	99	Not sure / Refused	0%	Skip to Q26

Q24	Do you use any other forms of transportation when commuting?		
	1	Yes	22% Ask Q25
	2	No	78% Skip to Q26
	98	Not sure	0% Skip to Q26
	99	Refused	0% Skip to Q26
Q25	What other forms of transportation do you use when commuting? <i>Multiple responses permitted.</i>		
	1	Drive alone	22%
	2	Carpool	29%
	3	Vanpool	1%
	4	Bus	23%
	5	Train/Metrolink	11%
	6	Bicycle	16%
	7	Motorcycle	5%
	8	Walk / jog	9%
	9	Telecommute	2%
	10	Other	3%
	99	Not sure / Refused	1%
Q26	Has the starting point and destination of your commute remained the same for the past two years?		
	1	Yes	71% Ask Q27
	2	No	29% Skip to Q28
	98	Not sure	0% Skip to Q28
	99	Refused	0% Skip to Q28
Q27	During the past two years, would you say that your commute has gotten faster, slower or stayed about the same? <i>If faster or slower, ask: Would that be much (faster/slower) or somewhat (faster/slower)?</i>		
	1	Much faster	2%
	2	Somewhat faster	1%
	3	About the same	46%
	4	Somewhat slower	24%
	5	Much slower	26%
	98	Don't Know/Not Sure	0%
	99	Refused	0%

Section 12: Partner's Employment & Commute				
Q28	What is your marital status?			
	1	Married	59%	Ask Q29
	2	Single	23%	Skip to Q36
	3	Divorced/Separated	8%	Skip to Q36
	4	Widow/Widower	6%	Skip to Q36
	5	Domestic Partnership	2%	Ask Q29
	98	Don't Know/Not Sure	0%	Skip to Q36
	99	Refused	0%	Skip to Q36
Q29	Does your partner commute at least three days per week for work or to school?			
	1	Yes	58%	Ask Q30
	2	No	42%	Skip to Q36
	98	Don't Know	0%	Skip to Q36
	99	Refused	0%	Skip to Q36
Q30	How many miles do they typically commute, round-trip?			
	Less than 12		18%	
	12 to 24		15%	
	25 to 49		19%	
	50 to 74		17%	
	75 or more		22%	
	Refused		8%	
Q31	And how much time does it typically take them to commute, round-trip? (Shown in minutes.)			
	Less than 30		19%	
	30 to 59		27%	
	60 to 119		21%	
	120 or more		29%	
	Refused		4%	
Q32	Has the starting point and destination of their commute remained the same for the past two years?			
	1	Yes	69%	Ask Q33
	2	No	30%	Skip to Q34
	98	Not sure	1%	Skip to Q34
	99	Refused	0%	Skip to Q34

Q33 During the past two years, would you say that their commute has gotten faster, slower or stayed about the same? <i>If faster or slower, ask: Would that be much (faster/slower) or somewhat (faster/slower)?</i>		
1	Much faster	2%
2	Somewhat faster	2%
3	About the same	40%
4	Somewhat slower	23%
5	Much slower	32%
98	Don't Know/Not Sure	1%
99	Refused	0%
Q34 What form of transportation do they primarily use when commuting?		
1	Drive alone	84%
2	Carpool	12%
3	Vanpool	1%
4	Bus	0%
5	Train/Metrolink	1%
6	Bicycle	0%
7	Motorcycle	1%
8	Walk / jog	0%
9	Telecommute	0%
99	Not sure / Refused	0%
<i>Only ask Q35 if (Q20 = 1 and Q29 = 1). Otherwise, skip to Q36</i>		
Q35 Considering normal traffic patterns in the morning, how long would it take to drive from your place of employment or school to your partners'? (Shown in minutes.)		
	Less than 30	40%
	30 to 59	25%
	60 or more	33%
	Refused	3%

Section 13: Housing Preferences

Q36 Overall, how satisfied are you with the home you currently live in? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?		
1	Very satisfied	67%
2	Somewhat satisfied	25%
3	Somewhat dissatisfied	6%
4	Very dissatisfied	2%
98	No Opinion/Not Sure	0%
99	Prefer not to answer	0%

Many people say they face tradeoffs when choosing a place to live - meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs?								
Q37		All other things being equal: _____ OR _____.						
<i>Randomize statements 1 & 2. Do not read options 3, 98 or 99.</i>								
	1	Would you choose to live in a small home with a small backyard, if it means you have a 15minute commute to work or school?	47%					
	2	Would you choose to live in a large home with a large backyard, if it means you would have a 1 hour commute to work or school?	43%					
	3	Neither	5%					
	98	Not sure/Depends	5%					
	99	Refused	1%					
Q38		All other things being equal: _____ OR _____.						
<i>Randomize statements 1 & 2. Do not read options 3, 98 or 99.</i>								
	1	Would you choose to live in a transit village where you have easy access to transit and can walk to stores, schools and services?	39%					
	2	Would you choose to live in a residential-only neighborhood if it means you have to drive a car to stores, schools and services?	53%					
	3	Neither	2%					
	98	Not sure/Depends	6%					
	99	Refused	0%					
<i>Do NOT ask Q39 if (Q20 does NOT equal 1 and Q29 does NOT equal 1)</i>								
Q39		Next, I am going to read you a list of statements. For each, please tell me if you agree or disagree that the statement matches your opinion. Do you agree or disagree that: _____. <i>Get answer, if 'agree' or 'disagree' then ask: Would that be strongly (agree/disagree) or somewhat (agree/disagree)?</i>						
	<i>Randomize</i>		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No Opinion	Refused
<i>Only ask items A,B and C if [Q19 = (1,2) and Q20 = 1]</i>								
	A	Commuting causes me a lot of stress	33%	17%	21%	30%	0%	0%
	B	I am interested in moving so that I can live closer to my current job, and I am willing to make sacrifices and tradeoffs to make it happen	13%	15%	10%	60%	2%	0%

C	I am interested in changing jobs so that I can work closer to my current home, and I am willing to make sacrifices and tradeoffs to make it happen	16%	13%	11%	57%	3%	0%
<i>Only ask items D and E if [Q20 does NOT equal 1 and Q29 = 1]</i>							
D	Commuting causes my family a lot of stress	27%	20%	20%	30%	3%	0%
E	I am interested in moving so that we can live closer to my partners' work, and I am willing to make sacrifices and tradeoffs to make it happen	19%	14%	17%	46%	3%	1%

Section 14: Background/Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born?	
	18 to 24	13%
	25 to 34	19%
	35 to 44	22%
	45 to 54	16%
	55 to 64	10%
	65+	16%
	Refused	4%
D2	Do you currently have any children under the age of 10 living in your home?	
	1 Yes	37%
	2 No	63%
	99 Refused	1%
D3	Do you currently have any children between the ages of 10 and 18 living in your home?	
	1 Yes	32%
	2 No	67%
	99 Refused	1%
D4	Do you own or rent your current residence?	
	1 Rent	24%
	2 Own	72%
	3 Live with family / friends and don't pay rent	3%
	99 Refused	1%

D5	Which of the following best describes your current home?		
	1	Single family detached home	78%
	2	Apartment	10%
	3	Condominium	3%
	4	Mobile home	8%
	99	Refused	1%
D6	This last 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 \$25,000	14%
	2	\$25,000 to \$49,999	24%
	3	\$50,000 to \$74,999	19%
	4	\$75,000 to \$99,999	13%
	5	\$100,000 to \$149,999	12%
	6	\$150,000 to \$199,999	4%
	7	\$200,000 or more	3%
	98	Not sure	3%
	99	Refused	9%
Those are all of the questions that I have for you! Thanks so much for participating in this important survey!			

Post-Interview Items			
D7	Gender		
	1	Male	45%
	2	Female	55%
D8	Interview language		
	1	English	95%
	2	Spanish	5%