

Appendix

Final Questionnaire

SFMTA Travel Decision Survey 2012 Questionnaire

INTRO. This is _____ with Corey Research calling on behalf of the City of San Francisco. We are conducting an important survey to help improve transportation planning.

Are you a Bay Area resident?

Code	Response
1	Yes
2	No

(Thank and terminate)

2. In which Bay Area county do you live?

Code	Response
1	Alameda
2	Contra Costa
3	Marin
4	Napa
5	San Mateo
6	Santa Clara
7	Solano
8	Sonoma
9	San Francisco (Skip to Q4)
0	Do not live in Bay Area (Thank and terminate)

3. Have you gone into San Francisco within the past month (30 days)?

Code	Response
1	Yes (Skip to Q6)
2	No (Thank and terminate)

SAN FRANCISCO RESIDENTS

4. Think now about the places you've gone outside of your home **yesterday (day)**.

> First, we'd like to know the total number of trips you took.

> Then, for each trip, what was the purpose of the trip - such as work, shopping, entertainment, etc. - and how did you make that trip - for example: car, walking, bicycle, transit or some other way.

> Include any type of trip, such as going: out to lunch, to the grocery, etc. and count each leg of a round trip as a separate trip.

(Ask Q4 and Q5, then skip to Demographics)

How many trips did you take yesterday?

Total trips taken _____

Trip A:

What was the purpose of your first trip?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip B:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip C:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip D:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

5. How many trips did you take two days ago?

Total trips taken _____

Trip A:

What was the purpose of your first trip on (day)?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip B:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip C:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip D:

Where did you go next?

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

How did you make that trip?

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Note: Only 4 trips shown per day above. CATI program will allow for up to 8 trips per day.

BAY AREA RESIDENTS (Not San Francisco)

6. Over the past 30 days, about how many total days have you gone into San Francisco?

Write in #: _____ days

7. Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City - for example work, shopping, entertainment - and how you got there

....

Trip A

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

8. Did you leave San Francisco using the same mode (e.g. car, etc.)?

Code	Response
1	Yes (Skip to Q10)
2	No
3	Stayed overnight in San Francisco (Skip to Q10)

9. How did you leave San Francisco? (Read list if necessary)

Trip B:

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

10. Did you go to any other destinations while you were in the City that day?
(This should include any type of destination, such as going: out to lunch, errands, etc.

Code	Response
1	Yes
2	No (Skip to Q12)

11. How many additional destinations within San Francisco did you go to on that day?

Total additional destinations _____

11a. For each additional destination within San Francisco, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip C:

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip D:

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Notes:

- > CATI program will allow for up to 8 trips per day.
- > Total number of trips will be calculated by CATI program.

12. Over the past 30 days, about how many days have you made this same kind of trip into San Francisco?

Write in #: _____ days

13. Think now about any different types of trips that you've taken into San Francisco. This would include using a different mode (e.g. transit) or going into the City for a different reason.

Have you taken any different type of trips into San Francisco in the past 30 days?

Code	Response
1	Yes
2	No (Skip to Demographics)

^ If necessary, different types of trips would include trips for a different main purpose or using a different mode than the one previously described.

14. Please describe how your first stop in the City and how you got there for this “different type of trip” that you took most recently...

Trip A

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

15. Did you leave San Francisco using the same mode (e.g. car, etc.)?

Code	Response
1	Yes (Skip to Q17)
2	No
3	Stayed overnight in San Francisco (Skip to Q17)

16. How did you leave San Francisco? (Read list if necessary)

Trip B:

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

17. Did you go to any other destinations while you were in the City that day?

(Note: this should include any type of trip, such as going: out to lunch, to the grocery, etc.)

Code	Response
1	Yes
2	No (Skip to Q19)

18. How many additional destinations within San Francisco did you go to on that day?

Total additional destinations _____

18a. For each additional destination, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip C:

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Trip D

Purpose:

Code	Response
1	Work
2	Exercise, recreation, entertainment
3	Shopping/Errands
4	School
5	Social, eat out, visit friends, etc.
6	Other (specify)
7	Don't know/Don't remember

Mode:

Code	Response
1	Car – alone
2	Car - with others
3	Taxi
4	Transit, such as MUNI, BART, Caltrain
5	Walk
6	Bicycle
7	Other (specify): _____
8	Don't know/Don't remember

Notes:

> CATI program will allow for up to 8 trips per day.

> Total number of trips will be calculated by CATI program.

19. Over the past 30 days, about how many days have you made that same kind of trip into San Francisco?

Write in #: _____ days

Demographics

Just a few more questions left. These last few questions are for classification purposes only.

20. Is your primary workplace in San Francisco, or outside of San Francisco?

Code	Response
1	In San Francisco
2	Outside of San Francisco
3	Do not work
4	Other (specify): _____
5	Refused

21. What is your home ZIP Code? _____

22. What is your age group?

Code	Response
1	18-25
2	26-35
3	36-45
4	46-55
5	56+
6	Refused

23. What is your race or ethnic identification? Are you . . .

(select all that apply)

Code	Response
1	African American
2	Asian
3	Caucasian
4	Hispanic
5	Native American
6	Other (specify) _____
7	Refused

25. Is your annual household income . . . ?

Code	Response
1	\$30K or less
2	\$31K – \$70K
3	\$71K – \$100K
4	over \$100K
5	Refused

Thank you very much for completing the survey! And for validation purposes, may I please have your first name?

Name _____

Comments: _____

26. Gender (do not read): ☐ Male ☐ Female