

<b>Name</b>	SFMTA Travel Decision Survey Data for 2013
<b>Purpose</b>	This workbook provides data and data dictionaries for the SFMTA 2013 Travel Decision Survey.
	<p>The 2013 Summary Report and Methodology, including the survey instrument, can be found online at <a href="https://www.sfmta.com/about-sfmta/reports/travel-decision-survey-2013">https://www.sfmta.com/about-sfmta/reports/travel-decision-survey-2013</a>.</p> <p>Data, methodologies, and summary report for other SFMTA travel decision surveys is available on <a href="https://www.sfmta.com">sfmta.com</a>.</p>
<b>About this survey</b>	<p>On behalf of San Francisco Municipal Transportation Agency (SFMTA), Corey, Canapary &amp; Galanis (CC&amp;G) undertook a Mode Share Survey within the City and County of San Francisco as well as the eight surrounding Bay Area counties of Alameda, Contra Costa, San Mateo, Marin, Santa Clara, Napa, Sonoma and Solano.</p> <p>The primary goals of this study were to:</p> <ul style="list-style-type: none"> <li>• Assess percent mode share for travel in San Francisco for evaluation of the SFMTA Strategic Objective 2.3: Mode Share target of 50% non-private auto travel by FY2018 with a 95% confidence level and MOE +/- 5% or less.</li> <li>• Evaluate the above statement based on the following parameters: number of trips to, from, and within San Francisco by Bay Area residents. Trips by visitors to the Bay Area and for commercial purposes are not included.</li> <li>• Provide additional trip details, including trip purpose for each trip in the mode share question series.</li> <li>• Collect demographic data on the population of Bay Area residents who travel to, from, and within San Francisco.</li> <li>• Collect data on travel behavior and opinions that support other SFMTA strategy and project evaluation needs.</li> </ul> <p>The survey was conducted as a telephone study among with approximately 750 Bay Area residents aged 18 and older. Interviewing was conducted in English, Spanish, and Cantonese. Surveying was conducted via random digit dial (RDD) and cell phone sample.</p>
<b>Using this data</b>	<p>All three survey datasets incorporate respondent weighting based on age and home location; utilize the “weight” field when appropriate in your analysis.</p> <p>The survey period for this survey is as follows: 2013: April 2014 – May 2014 (survey name of 2013 reflects the originally planned start date of Fall 2013)</p>
<b>Margin of Error</b>	<p>The margin of error is related to sample size (n). For the total sample, the margin of error is 3.5% for a confidence level of 95%. When looking at subsets of the data, such as just the SF population, just the female population, or just the population of people who bicycle, the sample size decreases and the margin of error increases. Below is a guide of the margin of error for different samples sizes. Be cautious in making conclusions based off of small sample sizes.</p>

	<p>At the 95% confidence level is:</p> <ul style="list-style-type: none"> <li>• n = 767 (Total Sample). Margin of error = +/- 3.5%</li> <li>• n = 384. Margin of error = +/- 4.95%</li> <li>• n = 100. Margin of error = +/- 9.80%</li> </ul>
<b>Executer of survey and author of datasets, data dictionaries, and weighting tabs</b>	Corey, Canapary, and Galanis
<b>Workbook Date prepared</b>	February 25, 2015
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SFMTA Travel Decisions Survey  
Code List/Data and Field Guide

RESPNUM    Respondent Number – automatically generated.

- Q2            In which Bay Area county do you live?
- 1            Alameda
  - 2            Contra Costa
  - 3            Marin
  - 4            Napa
  - 5            San Mateo
  - 6            Santa Clara
  - 7            Solano
  - 8            Sonoma
  - 9            San Francisco
  - 0            Do not live in Bay Area

- Q3            Have you gone into San Francisco within the past month (30 days)?
- 1            Yes
  - 2            No

Trips            Total trips taken  
SF residents Sum of Q4Tot+Q5Tot  
Bay Area Residents: Sum of Work1 to Rel2 Columns

- Q4 Tot        How many trips did you take yesterday?
- Total trips taken:
- 0            Zero
  - 1            One
  - 2            Two
  - 3            Three
  - 4            Four
  - 5            Five
  - 6            Six
  - 7            Seven
  - 8            Eight

- Q4aP            What was the purpose your first trip?
- 1            Work
  - 2            School
  - 3            Shopping / errands
  - 4            Out to eat/Social/Entertainment/Recreation
  - 5            Home
  - 6            Other (specify)
  - 7            Don't know / Don't remember
  - 8            Religious/Volunteer/Political

- Q4bP-Q4hP    Where did you go next?
- 1            Work
  - 2            School
  - 3            Shopping / errands
  - 4            Out to eat/Social/Entertainment/Recreation
  - 5            Home
  - 6            Other (specify)
  - 7            Don't know / Don't remember
  - 8            Religious/Volunteer/Political

- Q4aM            How did you make that trip?
- 1            Drove my vehicle alone
  - 2            Drove my vehicle with others
  - 3            Drove car share
  - 4            Passenger in a car, carpool, or vanpool
  - 5            Uber, Lyft, Sidecar or similar transportation network company
  - 6            Regular taxi
  - 7            Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
  - 8            Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
  - 9            Bicycle

- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q4bM-Q4hM How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q5 Total How many trips did you take (outside of your home) TWO DAYS AGO.

- 0 Zero
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Don't know

Q5Why Why did you take no trips two days ago?

- 1 Not in area
- 2 Did not need to go anywhere
- 3 Health/age issues preclude traveling
- 4 Don’t recall

Q5aP What was the purpose your first trip on (DAY)?

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q5bP-Q5hP Where did you go next?

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q5aM How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company

- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q5bM-Q5hM How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q6 Over the past 30 days, about how many total days have you gone into San Francisco?

Number entered

Q7P Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop (for example: work, shopping, entertainment) and how you got there...

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q7M How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q8 Did you leave San Francisco using the same mode of transportation (E.G. car, taxi, etc.)?

- 1 Yes
- 2 No
- 3 Stayed overnight in San Francisco

Q9 How did you leave San Francisco?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share

- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q9P What was the purpose of that trip?

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q9P-ADJ Added field. Adds a "5" to reflect a trip home unless Q11aP-Q11hP includes a 5, then this is set to a "7" (don't know)

Q9M-ADJ Added field. Includes all n on Q8.

Q10 Did you go to any other destinations in the City that day?

- 1 Yes
- 2 No

Q11 Total How many additional destinations within San Francisco did you go to on that day?

- 0 Zero
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Don't know

Q11aP What was the purpose your first trip?

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q11bP-Q11f Where did you go next?

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q11aM How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)

- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q11bM-Q11 How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q12 Over the past 30 days, how many days have you made that same kind of trip into San Francisco?

- 1 – 99 Number of days
- 99 Refused

Q13 Have you taken any DIFFERENT TYPE OF TRIPS into San Francisco in the past 30 days?

- 1 Yes
- 2 No

Q14P Describe your first stop in the City and how you got there for this "different type of trip" that you took most recently:

- 1 Work
- 2 School
- 3 Shopping / errands
- 4 Out to eat/Social/Entertainment/Recreation
- 5 Home
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political

Q14M How did you make that trip?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company
- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

Q15 Did you leave San Francisco using the same mode (E.G. car, taxi, etc.)?

- 1 Yes
- 2 No
- 3 Stayed overnight in San Francisco

Q16 How did you leave San Francisco?

- 1 Drove my vehicle alone
- 2 Drove my vehicle with others
- 3 Drove car share
- 4 Passenger in a car, carpool, or vanpool
- 5 Uber, Lyft, Sidecar or similar transportation network company

- 6 Regular taxi
- 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
- 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
- 9 Bicycle
- 10 Walk
- 11 Scooter/Motorcycle
- 12 Other (specify)
- 13 Don't know / Don't remember

- Q16P What was the purpose of that trip?
- 1 Work
  - 2 School
  - 3 Shopping / errands
  - 4 Out to eat/Social/Entertainment/Recreation
  - 5 Home
  - 6 Other (specify)
  - 7 Don't know / Don't remember
  - 8 Religious/Volunteer/Political

*Q16 P-ADJ Added field. Adds a "5" to reflect a trip home unless Q18aP-Q18hP includes a 5, then this is set to a "7" (don't know)*

*Q16 M-ADJ Added field. Includes all n on Q15.*

- Q17 Did you go to any other destinations in the City that day?
- 1 Yes
  - 2 No

- Q18 Total How many additional destinations within San Francisco did you go to on that day?
- 0 Zero
  - 1 One
  - 2 Two
  - 3 Three
  - 4 Four
  - 5 Five
  - 6 Six
  - 7 Seven
  - 8 Eight
  - 9 Don't know

- Q18aP- Q18 For each additional destination, what was the purpose and how did you make the trip
- 1 Work
  - 2 School
  - 3 Shopping / errands
  - 4 Out to eat/Social/Entertainment/Recreation
  - 5 Home
  - 6 Other (specify)
  - 7 Don't know / Don't remember
  - 8 Religious/Volunteer/Political

- Q18aM-Q18 How did you make that trip?
- 1 Drove my vehicle alone
  - 2 Drove my vehicle with others
  - 3 Drove car share
  - 4 Passenger in a car, carpool, or vanpool
  - 5 Uber, Lyft, Sidecar or similar transportation network company
  - 6 Regular taxi
  - 7 Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc.)
  - 8 Private bus or van, including corporate shuttle, campus shuttle or similar (including UCSF, CPMC, Art Institute Leap, and RidePal)
  - 9 Bicycle
  - 10 Walk
  - 11 Scooter/Motorcycle
  - 12 Other (specify)
  - 13 Don't know / Don't remember



Q19	Over the past 30 days how many days have you made that same kind of trip into San Francisco? 1 – 99 Number of days 99 Refused
DRVR	Driver Flag (Overall) 1 Respondent drove on at least one trip
Q20	Why did you choose to drive instead of bike, walk, or take transit? (if drove on any trip)
Q20a	Driving is most convenient (parking is free/cheap/close, it is the fastest, need to make multiple stops, travel with others)
Q20b	Transit is inconvenient (i.e. does not come often enough, does not operate when I need it, too far from home/destination, takes too long)
Q20c	Biking and walking take too long or are not possible
Q20d	Need access to a car (Need access to car for work, my schedule is unpredictable or requires flexibility, need to transport something)
Q20e	Cost (already paying for car, need to cover cost of multiple travelers)
Q20f	Safety/Personal security (I don't feel safe walking, biking, or taking transit)
Q20g	Comfort (I don't feel comfortable walking, biking, or taking transit; personal preference)
Q20h	Don't know how to bike or take transit 1 Yes 2 No 3 Don't know
Q21	If you did not [mode of travel] on your first trip, what would you have done otherwise? 1 Drove my vehicle alone 2 Drove my vehicle with others 3 Drove car share 4 Passenger in a car, carpool, or vanpool 5 Uber, Lyft, Sidecar or similar transportation network company 6 Regular taxi 7 Public transportation 8 Private bus or van 9 Bicycle 10 Walk 11 Scooter/Motorcycle 12 Not taken trip 13 Other (Specify) 14 Would have only used original mode 15 Don't know/Don't remember
Q22	Have you tried any of these new travel options? If yes, how often do you use them?
Q22a	Lyft, Sidecar, or Uber
Q22b	Bay Area Bike Share
Q22c	Car share such as CityCarShare, Zipcar or RelayRides 1 Never tried 2 Daily 3 Weekly 4 Monthly 5 Rarely 6 I've tried it, but I do not use it.
Q23	Is your primary workplace IN SAN FRANCISCO, or outside of San Francisco? 1 In San Francisco 2 Outside of San Francisco 3 Do Not Work 4 Other (specify) 5 Refused
Q24	What is your home ZIP Code? 1 94102 2 94103 3 94104

4	94105
5	94107
6	94108
7	94109
8	94110
9	94111
10	94112
11	94114
12	94115
13	94116
14	94117
15	94118
16	94121
17	94122
18	94123
19	94124
20	94127
21	94129
22	94130
23	94131
24	94132
25	94133
26	94134
27	94158
28	94188
29	Refused

Q24a Other                      Zip Code if outside of San Francisco

Zone	Zone if within San Francisco
1	1
2	2
3	3
4	4
5	5
9	Refused

Q25                      What is your age group?

1	18 - 25
2	26 - 35
3	36 - 45
4	46 - 55
5	56 and older
6	Refused

Q26-1 to                      What is your race or ethnic identification. Are you... (select all that  
Q26-4                      apply)

1	African American
2	Asian
3	Caucasian
4	Hispanic
5	Native American
6	Other (specify)
7	Refused (Do Not Read)
8	Pacific Islander
9	Mixed (Unspecified)

Q27                      Is you annual household income...(Read List)

1	\$30,000 or less
2	\$31,000 through \$70,000
3	\$71,000 through \$100,000
4	Over \$100,000
5	Refused (Do Not Read)

Q28                      Record Gender (by observation)

1	Male
2	Female
3	Uncertain

Lang	Language interview completed in:
1	English
2	Spanish
3	Chinese

Added fields calculating monthly trips for out-of-San Francisco residents

- Multiplies number of days gone into SF for specific trip by mode used and trip purpose.

Work1	Count of work trips for Day1
Work2	Count of work trips for Day2
Sch1	Count of school trips for Day1
Sch2	Count of school trips for Day2
Shop1	Count of shopping/errands trips for Day1
Shop2	Count of shopping/errands trips for Day2
Soc1	Count of social/recreational trips for Day1
Soc2	Count of social/recreational trips for Day2
Home1	Count of home trips for Day1
Home2	Count of homeOth1ips for Day2
Oth1-P	Count of other trips for Day1
Oth2-P	Count of other trips for Day2
DK1-P	Count of don't know trips for Day1
DK2-P	Count of don't know trips for Day2
Rel1	Count of religious/volunteer/political trips for Day1
Rel2	Count of religious/volunteer/political trips for Day2

Da1	Count of car-alone trips for Day1
Da2	Count of car-alone trips for Day2
Do1	Count of car-with others trips for Day1
Do2	Count of car-with others trips for Day2
Crshre1	Count of carshare trips for Day 1
Crshre2	Count of carshare trips for Day 2
Carpool1	Count of carpool trips for Day 1
Carpool2	Count of carpool trips for Day 2
Uber1	Count of TCN trip for Day 1
Uber2	Count of TCN trips for Day 2

Taxi1	Count of taxi trips for Day1
Taxi2	Count of taxi trips for Day2
Trans1	Count of transit trips for Day1
Trans2	Count of transit trips for Day2
Shttle1	Count of private bus/van trip for Day 1
Shttle2	Count of private bus/van trips for Day 2
Bike1	Count of bike trips for Day1
Bike2	Count of bike trips for Day2
Walk1	Count of walk trips for Day1
Walk2	Count of walk trips for Day2
Scoot1	Count of motorcycle/scooter trips for Day 1
Scoot2	Count of motorcycle/scooter trips for Day 2
Oth1-M	Count of other trips for Day1
Oth2-M	Count of other trips for Day2
DK1-M	Count of don't know trips for Day1
DK2-M	Count of don't know trips for Day2

Ageco	Code used to determine weighting factor
Weight	Weight assigned to record