PLAN BAY AREA SURVEY
Summary Report

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Background and Methodology

Background and Purpose

On behalf of the Bay Area Metropolitan Transportation Committee (MTC), Corey, Canapary & Galanis (CC&G) undertook a study of Bay Area residents. The primary goal of this study was to assess public opinion concerning attitudes, preferences, priorities, and trade-offs on key regional environmental and transportation issues.

Methodology

This study was conducted as 4 focus groups and telephone interviews with 1,610 Bay Area residents. The survey was conducted in English, Spanish, and Cantonese. Questions asked on the survey were developed by staff from MTC and Corey, Canapary & Galanis Research.

The field interviewing was done between November 30, 2011 and January 27, 2012. Residents were randomly contacted from a mixed sample of listed, Random Digit Dial (RDD), and cell phone numbers, in an attempt to reach a goal of 1,600 interviews. Interviewers made a minimum of three to four attempts for each contact. Once contacted, the respondent was given the opportunity to participate in the study by completion of a short telephone survey. Interviews were categorized by the home zip code of the respondent. This was used to ensure that sample was drawn to represent a geographically representative sample. Following the telephone interviewing, data from the survey was collated and open-ended responses analyzed and coded. All data was then processed and statistical tables generated.

Focus groups occurred near the end of the fieldwork period, on January 24-26, 2012. Of the four groups, 2 groups were composed primarily of urban residents, while 2 groups were composed of suburban and rural residents. Groups were held in San Francisco, Walnut Creek, and Novato. Respondents came from 8 of the 9 Bay Area counties. Each group lasted 2 hours and was conducted by a trained moderator.

Reporting

The report begins with Key Findings. The next section, Detailed Results, presents this data on a question by question basis. This is followed by a breakout by demographic grouping, then by county. The final section is the Appendix which includes the questionnaire. Crosstabulated tables are included under a separate cover.

Percentages may not add up to 100% due to rounding.

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Key Findings – Management Summary

Plan Bay Area Initial Reaction

- After hearing a brief description of Plan Bay Area, a large share of residents feel that this type of plan is important to the region. <u>87%</u> rate it as very or somewhat important.
  - o Across counties, this rating is constant. No county is lower than 84%.
- Three key components of the plan were initially highlighted – improving the local economy, providing access to housing and transportation for everyone, and reducing driving and greenhouse gases.
  - o Improving the local economy was considered the most important part of the plan for most (53%);
  - o Providing access to housing and transportation for everyone was next most important (32%);
  - o Reducing driving and greenhouse gases was lowest (15%).
- Although most see this plan as important, there is some skepticism about whether the goals of this project can be achieved. Many see a critical need for a regional agency to come in and steer this type of a far reaching project in order for it to have a chance for success. However, it appears that most are simply not aware of MTC, ABAG or other regional planning agencies. When residents are asked to describe a regional agency they would envision leading this project, their description mirrors many of MTC's and ABAG's structure and responsibilities without naming the agencys' directly.

Reducing Driving / Decreasing Greenhouse Gas Emissions

- Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by almost two-thirds (64%) of respondents. In general, respondents support this goal even though it does not resonate as strongly as the economy or housing/transportation in general.
- Urban residents were most likely to support the reduction of greenhouse gas emissions, and were generally more favorable towards the various measures being considered to reach greenhouse gas reduction goals.

Regional vs. Local Development

- Residents are split on who should guide housing and commercial development in the Bay Area. This appears to be a particularly divisive issue surrounding the plan. Overall, slightly more than half of residents (51%) think this development should be done locally, while 44% think this should be part of a regional plan.
- Some of the key reasons that respondents oppose a regional plan for development include:
  - o Concern that regional planning would be done at a state or national level. The lack of familiarity with our own Bay Area regional agencies such as MTC or ABAG may contribute to this concern.
  - o There is a high level of importance placed on retaining the local character of cities and towns. Some express concern that a cookie cutter approach to development would destroy this character.

o In general, average residents seem uncertain of how housing/commercial development planning and zoning regulations work now.

Housing Density Trade Offs

- Residents are most willing to accept more housing density if it means better economic opportunities, or if it helped protect open space in the Bay Area.
- Residents were asked if they would be willing to accept more homes and traffic in their community if… *(percent who support shown in parenthesis):*
    o It helped ensure a robust and prosperous Bay Area economy (69%);
    o It meant more jobs close to my home (66%);
    o It helped protect open space in the Bay Area (62%);
    o It meant more public transit in my area (56%);
    o It increased the availability of affordable housing in my area (51%);
    o It meant more bicycle and pedestrian paths in my area (47%);
    o It meant more neighborhood amenities in my area (44%).
- The top two tradeoffs – a robust economy and more jobs – were consistent among urban as well as Bay Area suburban/rural residents.

Funding Priorities

- Among the transportation related issues tested, the ones that were considered the highest priority for funding include:
    o Extend commuter rail, such as BART and Caltrain, throughout the Bay Area;
    o Maintain highways and local roads;
    o Increase public transit for low-income residents.

Greenhouse Gas Reduction Strategies

- Among the green gas reduction strategies, the ones supported most strongly by residents include:
    o Allow new housing, offices, and shops to be built in the centers of cities and towns near public transit;
    o Build more affordable housing near public transit for residents without cars;
    o Require employers to offer a commuter benefit plan to employees.
- The strategy opposed by most residents was:
    o Charge drivers a new fee based on the number of miles driven. Many thought this would be impossible to implement, others thought it was unfair since it would treat a "Prius" and "gas guzzling SUV" the same.

Residents' Perception of Key Issues in Bay Area

- Residents rate the Bay Area highly on open space preservation, but relatively low on most other key issues asked about.
- When asked, "how are we doing now", residents rate the Bay Area as follows:
    o Preservation of open space and parks (63% excellent/good);
    o Economic growth and prosperity (36% excellent/good);
    o Quality of public transit (36%);
    o Upkeep and repair of local roads and freeways (35% excellent/good);
    o Traffic flow on roads and freeways (17% excellent/good);

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- Availability of affordable housing (9% excellent/good).
- The above ratings vary some depending on the area. For example, those in more rural areas rate availability of affordable housing more highly; urban residents rate economic growth and prosperity and quality of public transit higher.

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Key Findings – Summary and Charts

Plan Bay Area Initial Reaction

When asked for an initial assessment, 87% of respondents believe a regional plan like Plan Bay Area is important,

In general, how important do you think it is to establish this type of a regional plan? Use a 5-point scale where '5' is Very Important and '1' is Not at all Important.

87%

8%

5%

Important (4-5)   Neutral/Don't Know   Not Important (1-2)

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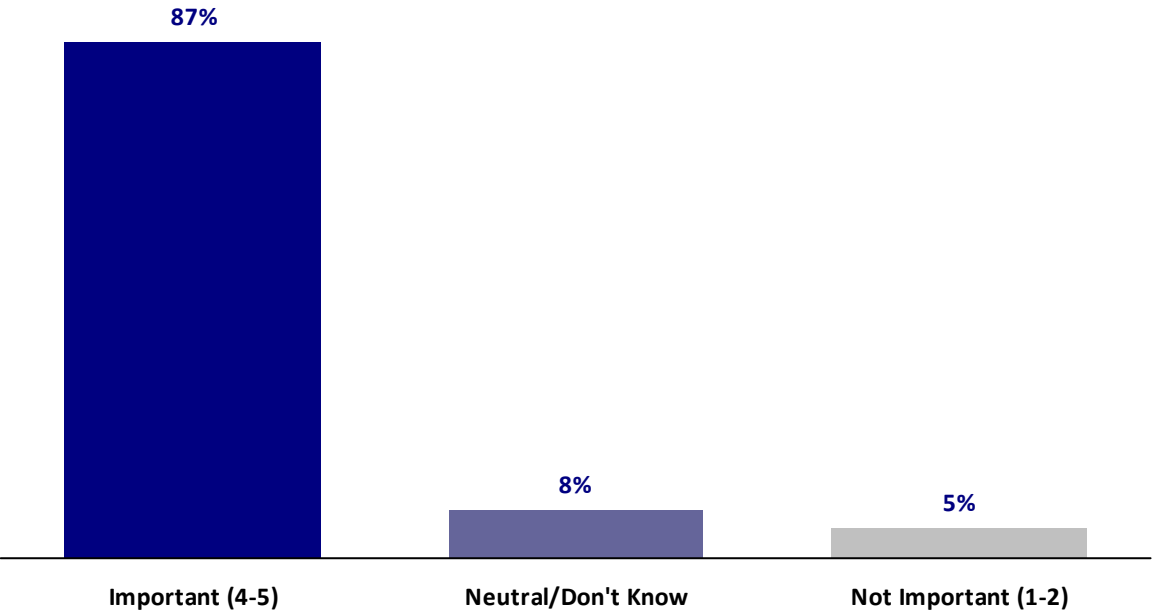
Level of importance by individual county remains fairly high as well, ranging from 84% (in Santa Clara) to 95% (in Napa).

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

Very Important		3/DK		Not at all Important
■ 5	■ 4		■ 2	■ 1

County	5	4	3/DK	2	1
All Respondents	66%	21%	8%	3%	3%
Napa	67%	28%	4%		
Contra Costa	68%	21%	7%	2%	3%
Sonoma	67%	22%	7%	3%	
San Mateo	61%	27%	8%	3%	
Alameda	68%	20%	8%	2%	3%
San Francisco	67%	19%	9%	2%	
Marin	65%	21%	9%	3%	3%
Solano	61%	25%	9%	2%	3%
Santa Clara	67%	17%	9%	4%	3%

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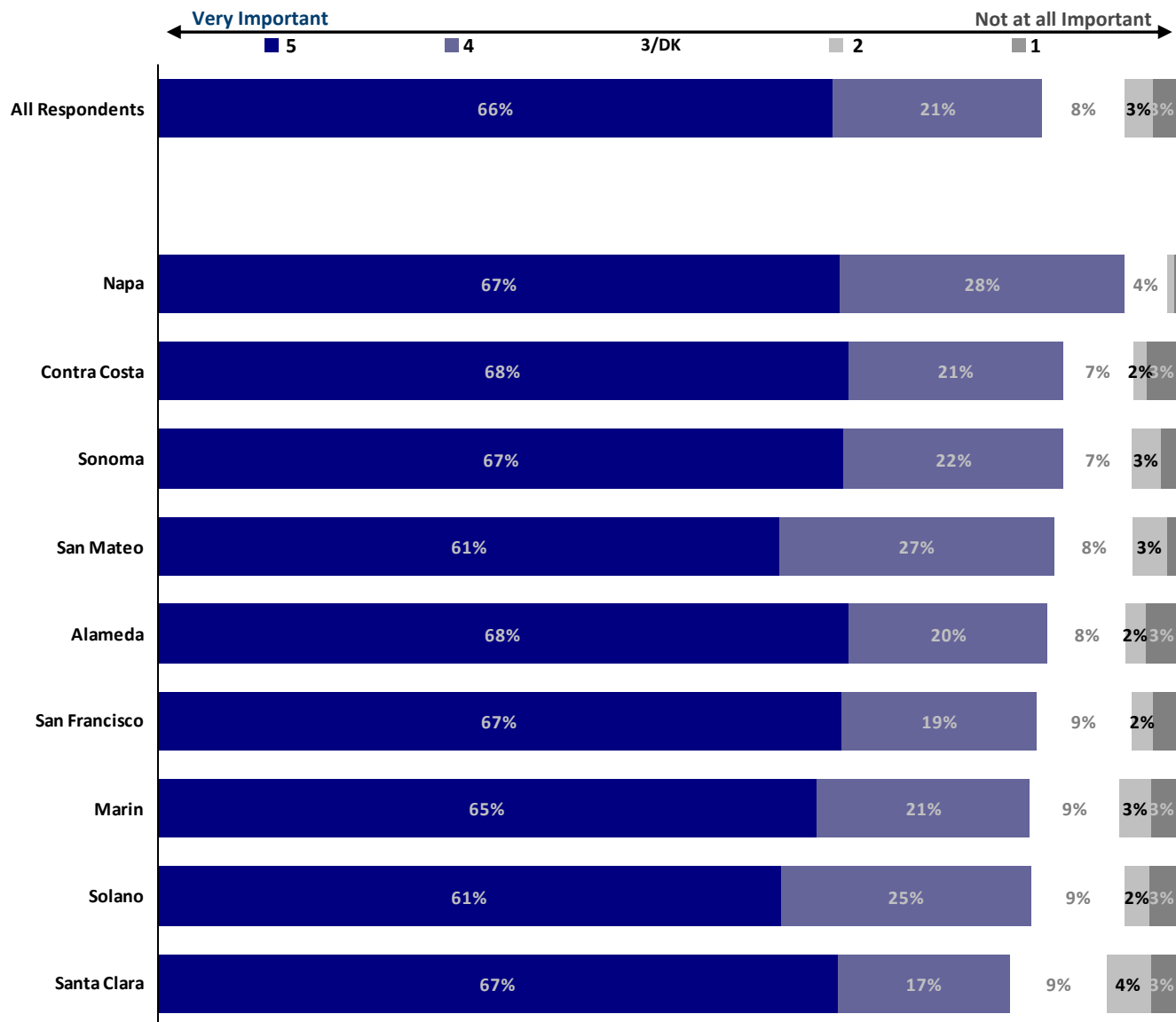
Plan Bay Area – Importance of Key Components

Three key components of Plan Bay Area were initially highlighted – improving the local economy, providing access to transportation for everyone, and reducing driving and greenhouse gases.

- Improving the local economy was considered the most important part of the plan for most (53%);
- Providing access to housing and transportation for everyone was next most important (32%);
- Reducing driving and greenhouse gases was lowest (15%).

Eight counties indicated improving the local economy was the most important part of the plan; Napa county was the only differing county. 53% of Napa County residents said providing access to housing and transportation for everyone was most important.

Marin County showed the strongest support for reducing greenhouse gases as a priority, at 22%, while Solano County showed the weakest support, with just 5% of respondents from that county saying it was most important.

Which part of the plan is most important to the Bay Area's future . . . . ?
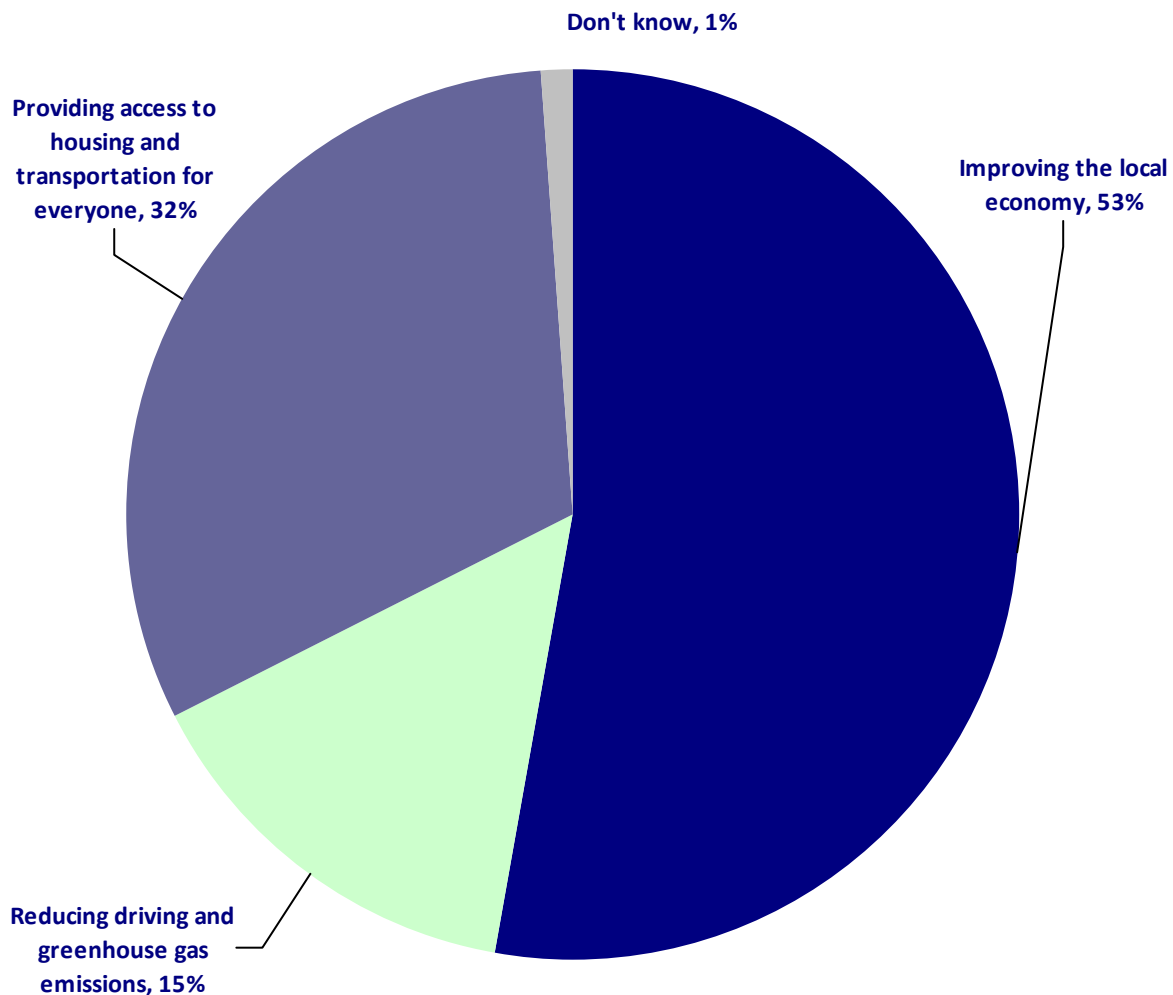
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Reducing Driving / Decreasing Greenhouse Gas Emissions

Despite ranking lowest of the three key components of Plan Bay Area, reducing driving as a way to decrease greenhouse gas emissions (as a stand-alone issue) is actually supported by almost two-thirds (64%) of respondents overall.

- In general, respondents support this goal even though it does not resonate as strongly as the economy or housing/transportation in general.
- Urban residents were most likely to support the reduction of driving/decreasing of greenhouse gas emissions, and were generally more favorable towards the various measures being considered to reach greenhouse gas reduction goals.

The Bay Area Plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy?

Legend:
- ■ All Respondents
- ■ Bay Area Urban
- ■ Bay Area Suburban
- ■ Bay Area Rural

	Support (Rated a "4" or "5")	Neutral (3)	Opposed (1 or 2)
All Respondents	64%	21%	14%
Bay Area Urban	68%	20%	13%
Bay Area Suburban	64%	21%	14%
Bay Area Rural	57%	24%	19%
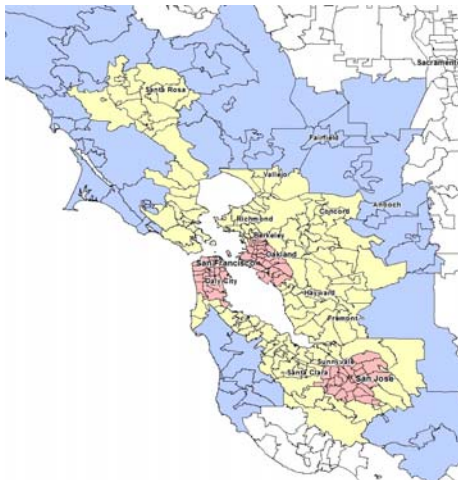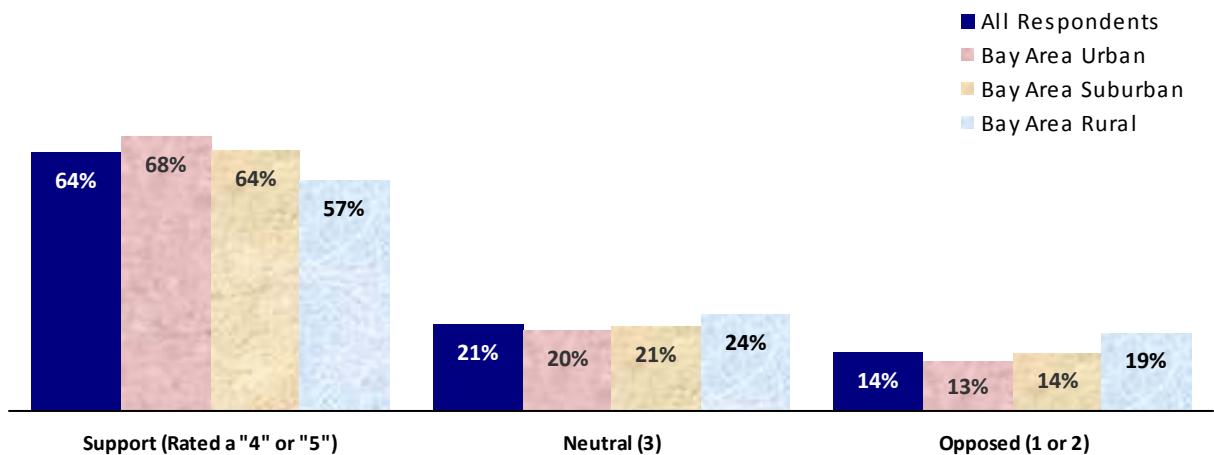
In the Bay Area map to the left, red areas are urban, yellow areas are Bay Area suburban, and blue areas Bay Area urban boundary rural. White area are outside of the Bay Area counties.

The definitions used are:
Urban – Primarily the urban areas of San Francisco, Oakland, and San Jose
Bay Area Suburban – Areas immediately outside urban areas
Bay Area Rural – The outer geographic band of the Bay Area, including areas such as northwest Marin County, eastern Alameda County, and southern Santa Clara County

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Regional vs. Local Development

Residents are split on who should guide housing and commercial development in the Bay Area. This appears to be a particularly divisive issue surrounding the plan. Overall, slightly more than half (51%) of residents think this development should be done locally, while 44% think this should be part of a regional plan.

Which statement do you agree with more: a) There should be a regional plan guiding housing and commercial development in the Bay Area; OR b) Local cities and counties on their own should plan housing and commercial development in their area.

Regional and local should be equal (not read), 4%

Don't know/refused (not read), 2%

Local cities and counties should plan, 51%

Regional plan, 44%
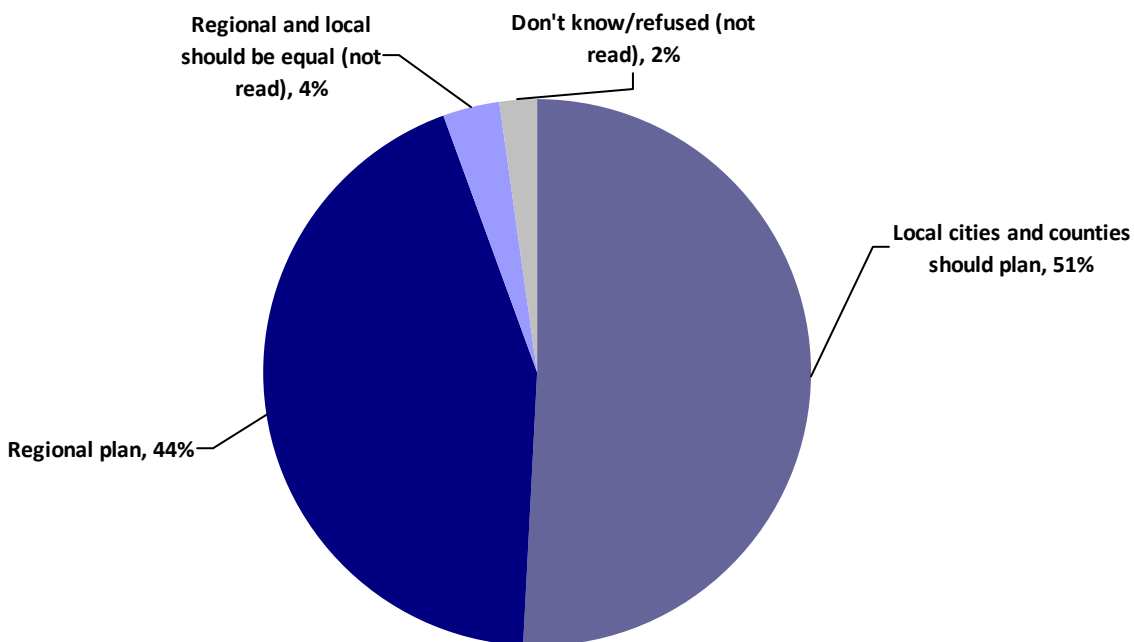
This may seem to conflict with respondents' earlier statement that Plan Bay Area is important. However, it appears that a lack of knowledge – of MTC in particular, and regional structure in general – is at the heart of these findings.

One of the lowest-rated attitudinal statements is, "The Bay Area has too many regional and local government agencies involved in housing and transportation issues." Part of the low rating is that 12% of respondents (a fairly high percentage) provided a "Don't Know" response. This large percentage of people who don't know reflects a broader finding – that a number of Bay Area residents:
- Mistakenly think 'regional' refers to larger state or national agencies; and/or
- Aren't aware of any agencies which cover the entire 9-county Bay Area.

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On the regional/local question, those who said "local cities and counties should plan" rather than regional bodies were asked why they held that opinion. A number of their verbatim comments indicate a need for increased awareness of MTC's existence/role:

(Among those who said "Local cities and counties should plan") Why is that?

- "We are now fighting state mandates from Sacramento who want affordable high density housing in Sausalito. We are already built now and it would mean devaluing property. You can't force housing on a community when you don't have the space. This would detract from the reason I actually moved here in the first place."
- "They'd be more familiar with the area and when you say regional it sounds like someone in Sacramento or DC determining what's going on in my area, and if you're talking locally at least they know something about the issues . . ."
- "Each city government should control their own destiny, so having someone oversee them, I can't see that. It's like Sacramento telling San Francisco what to do, and the cities should be allowed to make their own decisions . . ."
- "We have a lot of diversity and several different areas in the Bay Area, and cities and towns are best able to manage, and it's not up to legislators to decide at the town city level."
- "To have the state figure is allowing too much control with people that are not familiar with the area."
- "I don't believe that Sacramento really understands each community. Local cities are capable of making good decisions for their own cities . . ."

Similarly, the four focus groups conducted included 45 respondents. Most respondents, when recruited, had previously participated in the Plan Bay Area survey, However, among all participants (100%):
- MTC's name was mentioned by only one participant as a regional agency – other participants did not seem to have that awareness; and
- When asked for regional agencies to spearhead the plan, very few respondents were able to come up with any names. The few that did come up included: ABAG, Caltrans, EPA, and the California Air Resources Board.
- When residents were asked to describe a regional agency they would envision to lead this project, their description often mirrored MTC's and ABAG's structure and responsibilities without naming the agencys' directly.

Similarly, projects MTC has championed – including the Clipper card, Fruitvale Village, and the new Bay Bridge – were mentioned by focus group participants as positive developments in the Bay Area. It's just that none of the participants seemed aware of MTC's involvement in these successful projects.

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Housing Density Tradeoffs

In many scenarios, residents were willing to accept more housing density and traffic. This was particularly true if a measure helped the economy, meant more local jobs, or protected open space.

- When examining the trade-off, " . . . It meant more jobs close to my home," it is notable that urban dwellers rated this trade-off (70% a '4' or '5') nearly the same as Bay Area rural residents (68% a '4' or '5'), with only 64% of Bay Area suburbanites rating it the same way. In addition, this is the only tradeoff out of order – that is, rural residents rated this as the tradeoff with which they agreed the most, dropping the tradeoff to ensure a robust economy second. (All other tradeoffs appear in the same order as below among urban, suburban, and rural respondents.)

- During the focus groups, Bay Area suburban/rural residents, particularly, expressed a strong desire for the benefits afforded by public transit – including reducing driving. Some focus group participants saw bringing concentrated business facilities to more suburban/rural areas as a way to reduce driving (and therefore, greenhouse gases).

I would be willing to accept more homes and traffic in my community IF . . .

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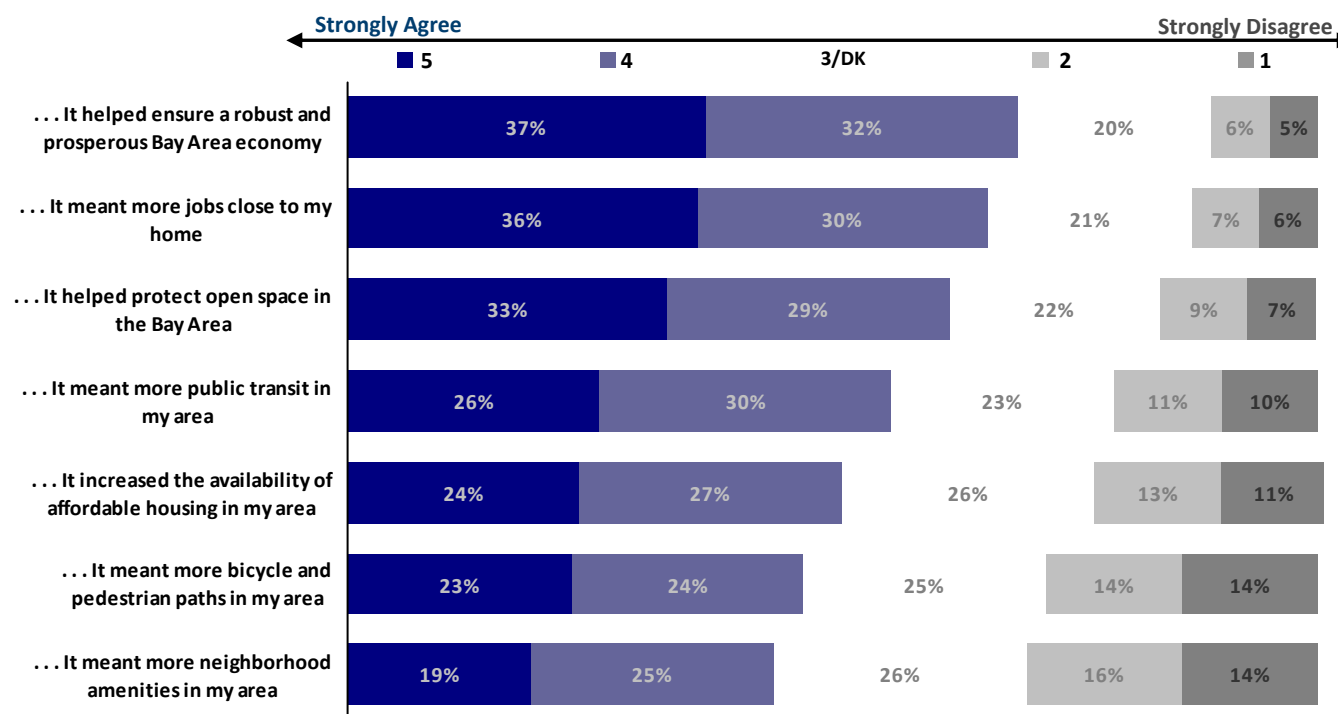
Funding Priorities

Among the transportation related issues tested for Plan Bay Area, measures that would have the greatest impact or benefit the largest number of people (e.g. Extend commuter rail lines) tended to rate highest. The chart below shows respondent rating of 8 funding priorities for Plan Bay Area.

I will read you a number of items that may be considered as part of this Bay Area Plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5-point scale where 5 means "High Priority" and 1 means "Not a Priority."

High Priority / **Not a Priority**

	5	4	3/DK	2	1
Extend commuter rail lines	51%	26%	15%	5%	4%
Maintain highways and local roads	45%	32%	19%		4%
Increase public transit for low-income residents	38%	33%	18%	8%	3%
Provide more frequent bus service	26%	28%	32%	10%	4%
Incentives to cities for multi-unit housing near public transit	23%	30%	27%	13%	8%
Fund traffic congestion relief projects	20%	28%	33%	14%	6%
Expand bicycle and pedestrian routes	20%	25%	27%	17%	11%
Increase freeway lanes for carpool/bus	15%	22%	30%	21%	12%
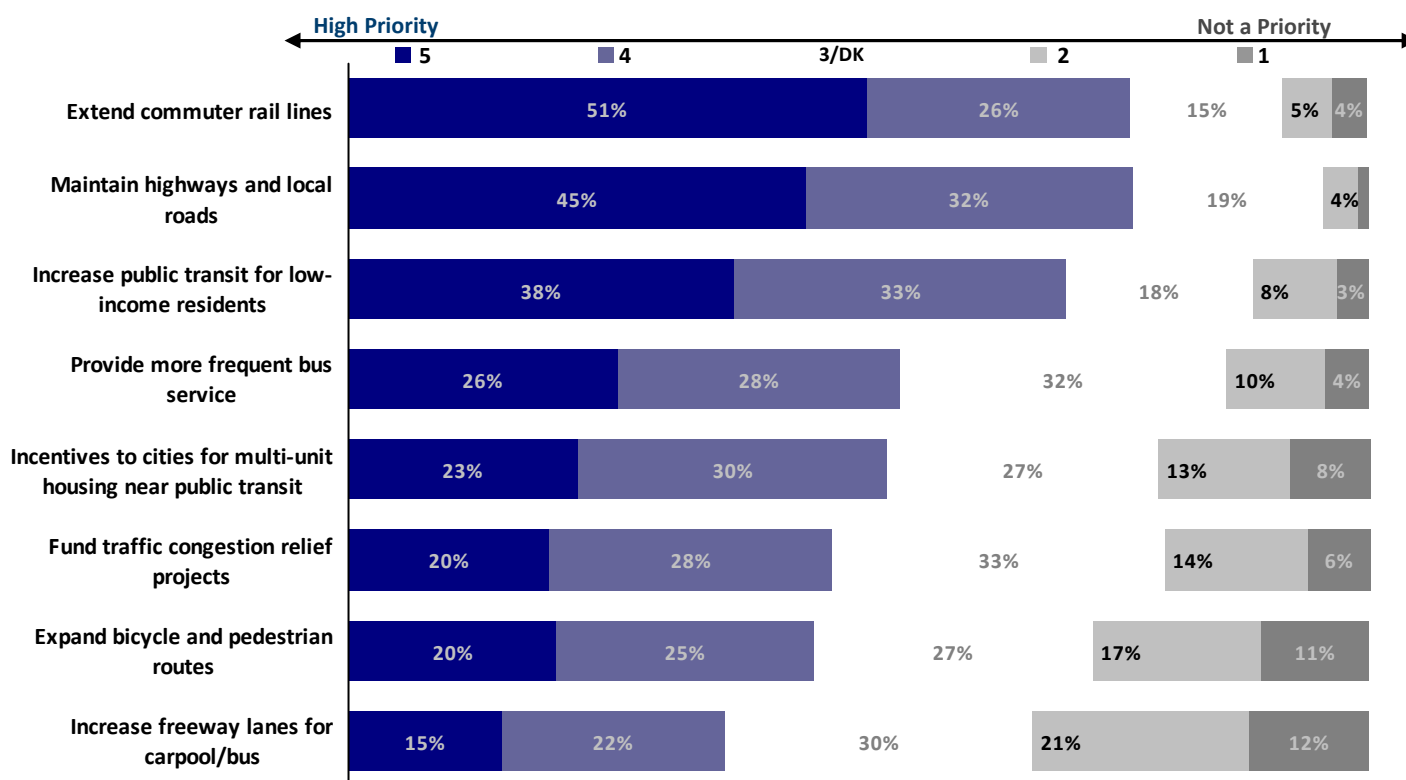
Focus group participants elaborated on this sensibility, explaining at length why they rated the lowest priorities the way they did.

- When asked about bicycle/pedestrian routes, one participant explained, "It's a feel good idea I like, but when I think about limited funding, I don't think it's going to help as many people." The participant had indicated that, while he personally would use such an amenity, other priorities would have a much greater impact overall. When asked about increasing freeway lanes for carpoolers and buses, a number of respondents said they felt it was counterproductive. "You need to get people out of cars," explained one participant. "If you increase lanes you keep them in."
- Although maintaining highways and local roads was rated highly, focus group participants noted that its high rating was more out of necessity. Some questioned why it would be included under Plan Bay Area and not a routine part of local budgets.

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Greenhouse Gas Reduction Strategies

- Building new development (including housing, offices, and shops) to be built in city and town centers received the strongest support of the 5 greenhouse gas reduction strategies, followed closely by building affordable housing near transit for residents without cars who depend on public transit.

- While urban, Bay Area suburban, and Bay Area rural residents tended to rate the following greenhouse gas reduction measures in the same order (highest to lowest), there is generally a 3% to 10% difference among the ratings, with urban residents supporting most greenhouse gas reduction strategies more strongly.
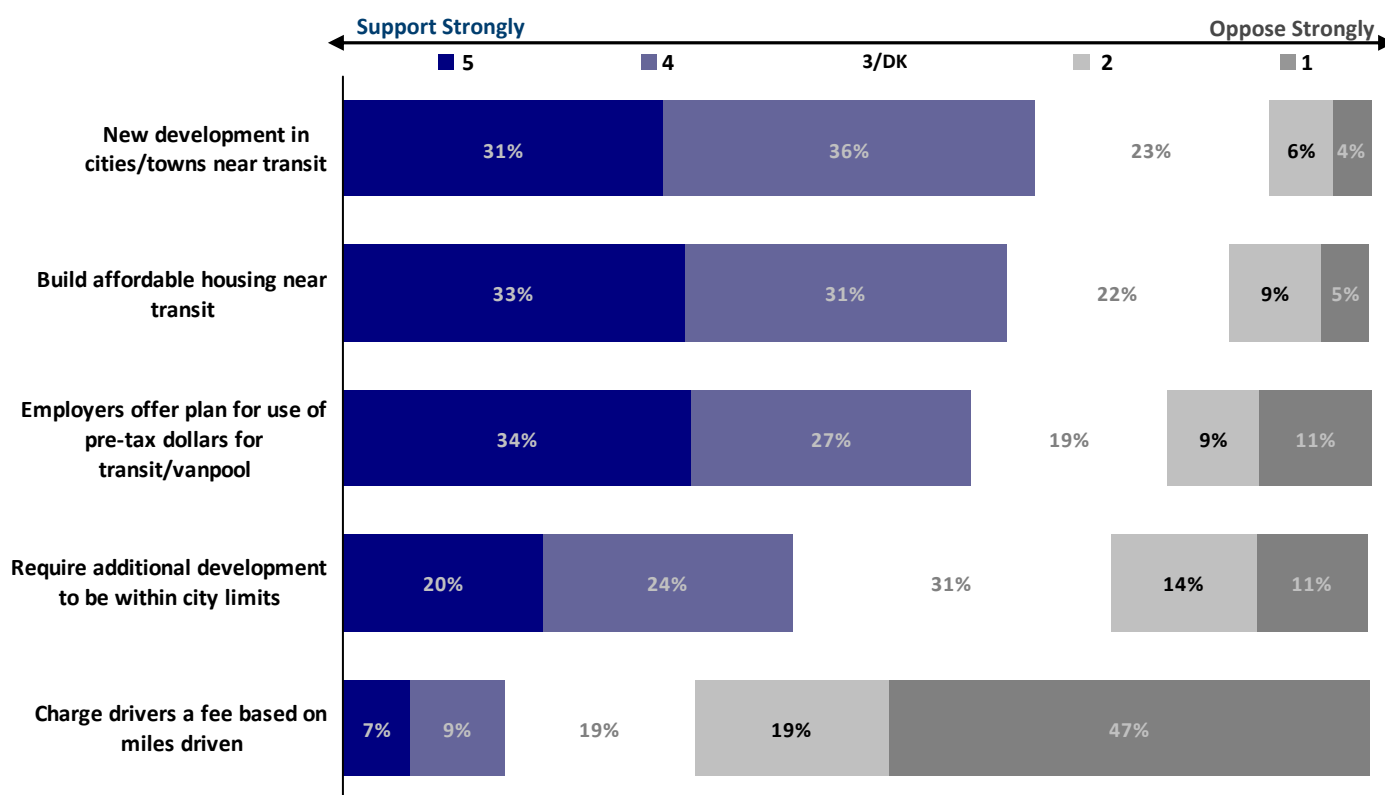
Focus group participants, particularly those from suburban and rural areas, expressed some concerns about these measures which may explain the lower rating. Those include:

- Deep concerns about being pushed into a one-size fits all solution. Charging drivers a fee, for example, was unpopular, even among many urban participants, because it treated 'gas-guzzling SUVs' and 'a Prius' the same.
- Among rural residents, there was also a concern about being left out, particularly with transit-related solutions. "Napa doesn't have public transit other than buses, so it doesn't do anything in that area," explained one participant.

There was also a general consensus of, "Use a carrot, not a stick." Participants often objected to language which used words like, "require." (Note: The full wording is abbreviated above – the strategy using pre-tax incentives for transit/carpooling starts, "Require employers . . . ." The strategy for development within city limits begins, "Limit urban sprawl by requiring . . .")

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Attitudinal Statements

- The most highly rated attitudinal statement reflects respondents' support of promting the Bay Area economy. More than half (52%) of respondents agree strongly with this statement.

- The second and third most highly rated statements indicating strong support for public transit which was faster/more reliable and structuring communities so it is easier to walk or bike. Both of these statements are somewhat related to greenhouse gas reduction. (Notably, some focus group participants actually suggested continuing with the plan, keeping the same/similar goals but leaving out references to 'greenhouse gases' for political reasons, as well as to keep the focus on more immediate and tangible objectives.)

Strongly Agree — 5 | 4 | 3/DK | 2 | 1 — **Strongly Disagree**

Statement	5	4	3/DK	2	1
Local and regional agencies should actively attract jobs and promote the economy	52%	31%		12%	3%
I would take public transit more often if it was faster/more reliable	48%	22%	13%	9%	9%
There should be a focus on making it easier to walk or bike, rather than having to rely on a car	42%	25%	19%	7%	6%
Transportation investments should be focused on making freeways and public transit run more efficiently rather than building new/expanding	32%	29%	24%	9%	6%
Our economy will benefit if more housing/commercial development is built near public transit	32%	31%	25%	8%	4%
Changes will be needed in my community and in my lifestyle to improve the quality of life in the Bay Area in the future	31%	29%	24%	8%	8%
The Bay Area has too many regional and local government agencies involved in housing and transportation issues	22%	17%	44%	10%	7%
I would be willing to live in a smaller house to be closer to work, shopping, and restaurants	27%	20%	20%	14%	20%
We should consider charging a new fee on rental cars in the Bay Area, with proceeds to support public transit	15%	20%	25%	18%	22%

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Residents' Perception of Key Issues in Bay Area

Prior to rating Plan Bay Area, respondents were asked about the quality of various aspects of Bay Area living. Note that the highest rating overall is for "Preservation of open space and parks," with close to two-thirds of all respondents rating this facet of the Bay Area highly (4-5 out of 5).

Please rate each of the following Bay Area issues on a five-point scale, where 5 is "Excellent" and 1 is "Poor." (Chart below shows percentage of respondents rating factor a "5"-Excellent or "4")
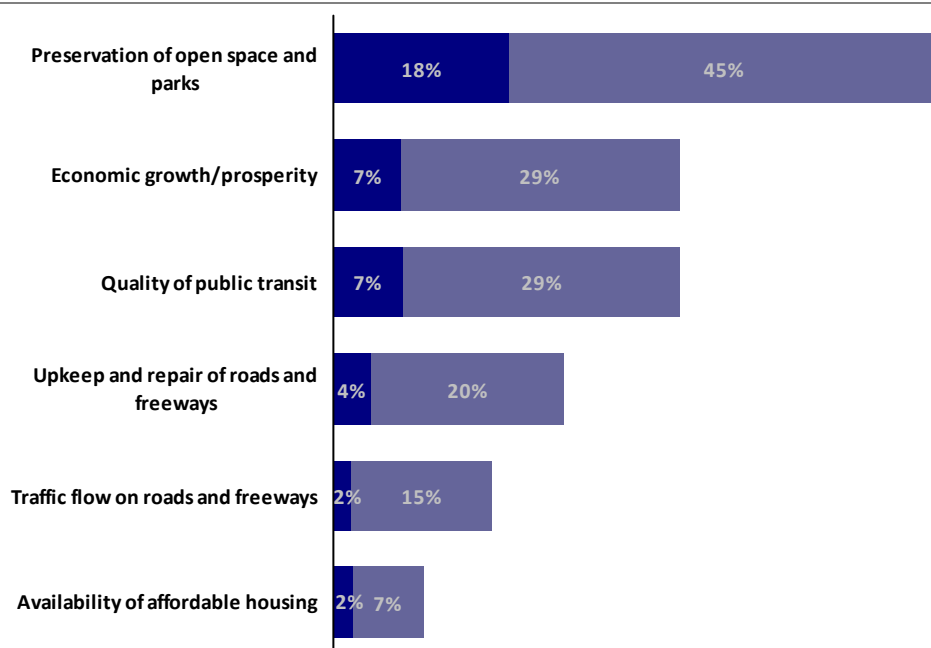
Issue	5 - Excellent	4
Preservation of open space and parks	18%	45%
Economic growth/prosperity	7%	29%
Quality of public transit	7%	29%
Upkeep and repair of roads and freeways	4%	20%
Traffic flow on roads and freeways	2%	15%
Availability of affordable housing	2%	7%

The above ratings vary some depending on the area. For example, those in more rural areas rate availability of affordable housing higher; urban residents rate economic growth and prosperity and quality of public transit higher.

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Key Findings from Focus Groups

Focus group participants were asked a few in-depth questions which were not possible to incorporate in the telephone survey. In addition, they had the time and space to expand upon some questions asked of telephone survey respondents as well, providing additional depth. Note that focus group findings are merely directional, and not statistically reliable.

Participants drew a fairly direct line from transit/housing to improving the economy

The economy was clearly top-of-mind for focus group participants (as it was for survey respondents). A key difference, however, was that focus group participants often indicated that an economic recovery had to include everyone, or at least, not leave out entire groups of people. One participant explained, "[Our local Bay Area] government focuses on how to create an equal system – that is doing the right thing. Other areas, not so much."

Another participant explained, "[The] blue collar sector – may not be doing as well," while another said, "[It's] not even prosperity across the board." Many people referred to 'pockets' of economic growth – promising signs, but not enough to help everyone. "There is a hard-core unemployed," explained another participant. "Every job they apply for, hundreds of people can do the same job compared to higher skilled jobs."

In part, perhaps, because they wanted to include everyone in economic recovery and growth, many participants also drew a direct correlation between job opportunities and having access to good transportation (which meant either a private vehicle or access to good public transit). This gave issues pertaining to expanding/increasing transit (or access to transit), as well as housing, a direct tie-in to top-of-mind economic concerns.

Explained one participant, a positive of Plan Bay Area was the " . . . increase in transportation . . . especially [allowing] more people to be able to go to other jobs, create more opportunities to expand [their] job horizon . . ." Another participant says he makes concrete job choices based on their accessibility/commute costs: "I've turned away jobs in the Marin or East Bay because I'm adding to my commute costs – if you expand the network you could expand the economy. Certain cities are off limits right now because you can't reasonably get to them." Similar opinions were expressed when it came to housing. Said one participant, "If people don't have housing they can't find jobs."

Participants Asked a Few Important Questions about Plan Bay Area

Focus group participants were asked what questions they had about Plan Bay Area. The most commonly cited ones across all four groups were:
- What is the budget? And where is the money coming from?
- How are we going to get every county to agree/on the same page? How are we going to get every regional/local body to work together? How will, for example, East Bay residents feel about funding something that primarily benefits the North Bay?
- Will it include every part of the region? Will areas without transit now be left out? Will it start

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everywhere (some areas need more help than others)? Will it include better access to jobs for everyone?
- Will the plan actually meet people's needs for housing and transportation? How will people who will be affected be heard/involved in the plan's implementation?
- How will this all be done (seems overwhelming)? Seems like a lot of resources will be used just to get this going.

Participants Provided Additional Details/Funding Priorities They Would Include in Plan Bay Area

Focus group participants were also asked what additional items should be included as funding priorities in Plan Bay Area. The most commonly cited items across all four groups were:
- Fund other driving-reduction/greenhouse-reduction programs, such as a carpool matching service, bike share programs, subsidies for no-emission cars
- Increase/streamline transit system, including ferries
- Include schools in the plan – promote working locally, using transit in schools; include job training so students have more job opportunities and are less likely to need to travel long distances to work; encourage tech employers (particularly) to establish training programs so a local workforce is grown here
- Reduce cost of monthly transit pass/give discounts to frequent users (free ride for every 25)
- Consolidate transit systems and/or systems' hiring/HR/other functions

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Detailed Results

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Results By Area Type

Respondent zip codes were plotted on a zip code map and colored by area type. On the following map: red is Urban areas, yellow is Bay Area Suburban areas, blue areas are Bay Area Rural, and white areas are outside of the Bay Area.
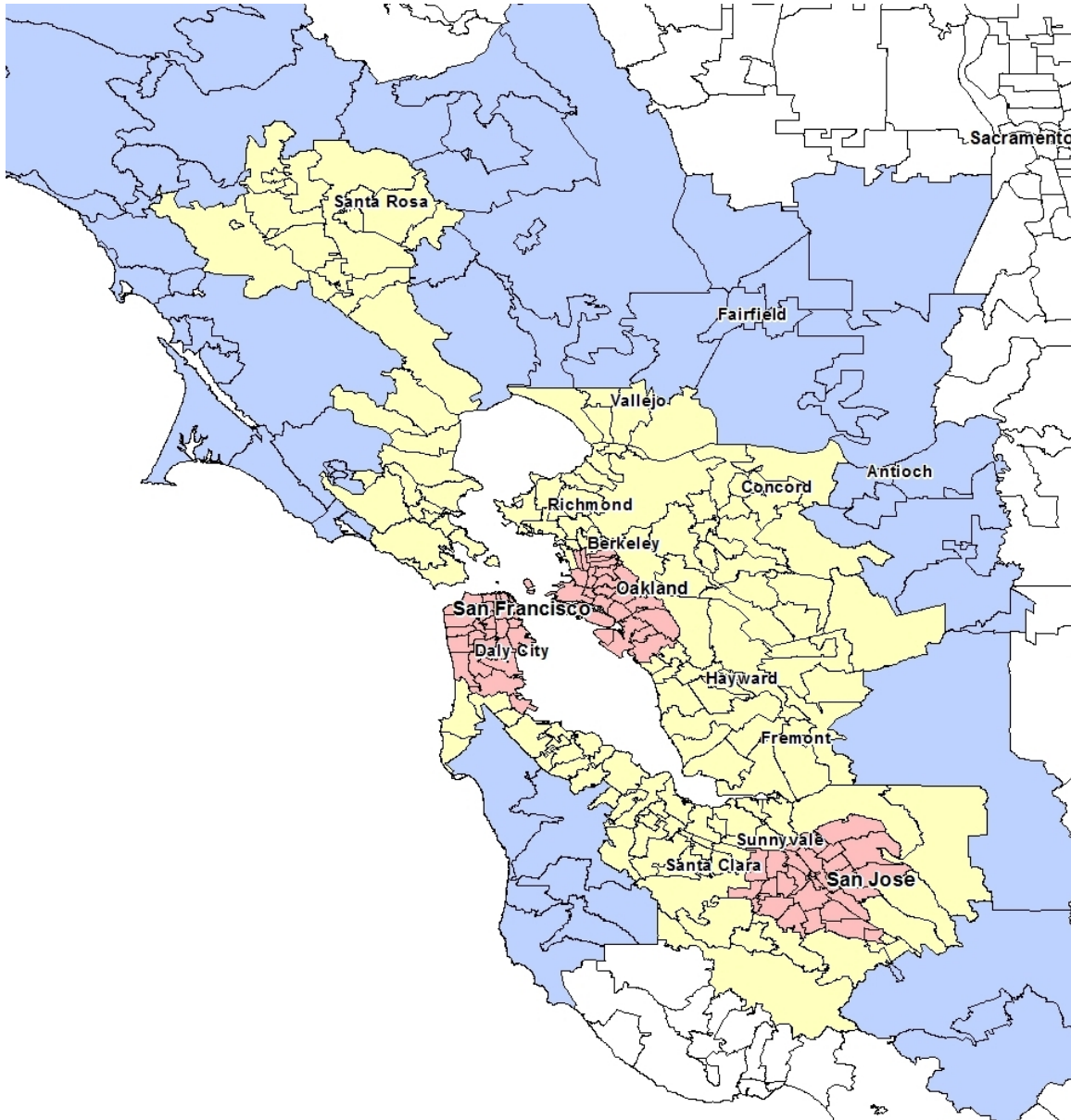
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Urban – Primarily the urban areas of San Francisco, Oakland, and San Jose

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Bay Area Rural – The outer geographic band of the Bay Area, including areas such as northwest Marin County, eastern Alameda County, and southern Santa Clara County.

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Perception Of General Issues (Overview)

Overall, two thirds of respondents (63%) rated preservation of open space excellent or good (5 or 4). Only 9% rated the availability of affordable housing similarly.

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Preservation of open space	63	63	65	55
Economic growth/prosperity	36	40	36	24
Quality of public transit	36	36	36	36
Upkeep of roads and freeways	24	20	27	23
Traffic flow on roads and freeways	16	18	17	13
Availability of affordable housing	9	9	8	15

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

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Perception Of General Issues (Detail)

Overall, preservation of open space was rated most highly among respondents (3.67), while the availability of affordable housing was rated the lowest (2.20).

The ratings for quality of public transit, economic growth and prosperity, and traffic flow on roads and freeways decreased the further out from the urban area the respondent was. Conversely, the rating for availability of affordable housing increased the further from the urban area the respondent was. Suburban respondents rated the upkeep and repair of roads and freeways and the preservation of open space the highest of the three subgroups.

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

	Excellent 5	4	3	2	Poor 1	Don't Know [ ]	MEAN SCORE (5 Pt. Scale)
	%	%	%	%	%	%	#
Overall, how would you rate preservation of open space and parks in the Bay Area?							
All Respondents......................	**18**	**45**	**25**	**8**	**4**	**1**	**3.67**
Urban..	17	46	24	8	3	2	3.67
Suburban	19	46	23	7	3	1	3.71
Bay Area Rural	17	38	28	10	6	1	3.50
Overall, how would you rate economic growth/prosperity in the Bay Area?							
All Respondents......................	**7**	**29**	**38**	**19**	**6**	**1**	**3.12**
Urban..	9	32	36	16	6	2	3.23
Bay Area Suburban	7	30	37	20	6	1	3.11
Bay Area Rural	4	20	47	21	7	1	2.92
Overall, how would you rate quality of public transit in the Bay Area?							
All Respondents......................	**7**	**29**	**33**	**20**	**8**	**3**	**3.07**
Urban..	7	29	36	19	6	4	3.13
Bay Area Suburban	7	29	31	22	9	2	3.03
Bay Area Rural	8	28	33	17	10	5	3.06

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

| | Excellent | | | | Poor | Don't Know | MEAN SCORE |
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Overall, how would you rate upkeep and repair of roads and freeways in the Bay Area?

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**4**	**20**	**34**	**27**	**15**	**<1**	**2.71**
Urban...	3	17	37	26	16	1	2.65
Bay Area Suburban	4	23	33	26	14	-	2.77
Bay Area Rural	5	18	33	30	15	-	2.68

Overall, how would you rate traffic flow on roads and freeways in the Bay Area ?

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**2**	**15**	**41**	**28**	**15**	**1**	**2.62**
Urban...	2	15	45	24	13	1	2.69
Bay Area Suburban	2	15	40	29	14	<1	2.62
Bay Area Rural	3	10	36	30	20	1	2.44

Overall, how would you rate availability of affordable housing in the Bay Area?

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**2**	**7**	**27**	**33**	**28**	**3**	**2.20**
Urban...	1	8	23	33	32	3	2.11
Bay Area Suburban	1	6	29	34	26	3	2.20
Bay Area Rural	6	9	33	26	23	3	2.48

COREY, CANAPARY & GALANIS

Perception Of Plan's Importance

Overall, 87% of respondents rated the need for a regional plan at least a four out of five. Urban respondents rated the importance of the plan the highest at 4.50 out of 5.00.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base		1,610	523	857	216
		%	%	%	%
Very Important	(5)	66	72	63	66
	(4)	21	15	25	18
	(3)	8	8	7	11
	(2)	3	2	3	3
Not at all important	(1)	3	3	2	2
Don't know	....	<1	<1	1	-
		100	100	100	100
MEAN (Out of 5.00)		**4.46**	**4.50**	**4.44**	**4.43**

RECAP

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%
Important (4 or 5)	87	87	88	84
Neutral (3)	8	8	7	11
Not important (2 or 1)	5	5	5	5
Don't know	<1	<1	<1	1
	100	100	100	100

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base (Rated Plan Importance 4 or 5)	1,396	454	750	181
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Need a plan to make sure goals are met/ need way to take the long view/ reduce inefficiency/avoid problems ...	19	19	19	19
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better.............	18	18	17	22
Lack of affordable housing/People can't afford to live near their work, school .	17	21	14	17
A better transportation system would help the economy..............................	9	10	8	12
Need to move away from car-based transportation/Need to make it possible to live without owning a car	9	10	9	8
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.)..........	9	10	8	9
Roads/highways are too congested ...	8	4	11	7
It would maintain/improve the quality of life in the area....................................	7	8	8	3
Need a way to reduce commute times/ sprawl	7	4	8	7
Local governments/agencies can't/won't work together to help region/need an overall agency	5	5	6	3
The Bay Area is too expensive/Middle/ Working class being squeezed out	4	4	4	4
Development currently happens with no thought to how it impacts area (new housing with insufficient roads, too far from public transportation, etc.)	4	4	3	3
Public transit is dirty, too expensive, unsafe, unreliable, too slow	2	3	2	1
General positive comment (It's important, We need it, etc.)	2	2	2	1
Plan needs to also maintain/repair infrastructure in place	2	2	2	3

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base (Rated Plan Importance 1 or 2)	84	27^	45	11^
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Government shouldn't interfere with private industry/the market	25	20	25	28
Plan is ineffective/takes wrong approach/ Takes too long to achieve anything	17	22	16	13
Don't like/trust the government	16	8	19	10
Would have too much government regulation/Plan would take people's houses/force people to live in an apartment/take public transit/ drive electric car	14	26	9	11
Government can't afford it/Don't want my taxes/prices raised to pay for it	12	7	6	52
Don't like/trust a central planning agency/ Would prefer more local control	9	5	14	2
Plan is too broad/Not an achievable goal	9	5	13	-
Too many ecological restrictions in place already/ Don't believe global warming theories	8	5	9	12
It's been tried before and hasn't worked/ It's too big a problem to solve on our own	7	12	5	5
Too much divisiveness/Too many competing interests to make it work..	6	9	3	12
People who can't afford to live/drive in the Bay Area should move/People will abuse the opportunity for affordable housing/public transit.........................	6	12	1	10
Don't like/trust MTC	5	-	6	14

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.
^ Caution-Low base

What Should Be The Plan's Focus?

Overall, respondents rated improving the local economy as the highest priority and providing access to housing and transportation for everyone as the second highest priority for the plan.

Which part of the plan is most important to the Bay Area's future…improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%
Improving the local economy	53	51	54	55
Providing access to housing and transportation for everyone....	32	37	29	30
Reducing driving and greenhouse gas emissions..............	15	12	16	15
Don't know	1	1	1	1
	100	100	100	100

Which is next most important? (select one).

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base (Listed a top priority)	1,593	519	846	214
	%	%	%	
Providing access to housing and transportation for everyone....	46	43	47	47
Reducing driving and greenhouse gas emissions..............	27	29	25	28
Improving the local economy	26	26	26	23
Don't know	2	2	2	3
	100	100	100	100

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities (Overview)

Overall, three quarters of respondents (77%) felt that expanding of commuter rail lines and the maintenance of highways and local roads should be funding priorities for the plan. One third (37%) felt that funding should be allotted to Increase the number of freeway lanes for carpoolers and bus riders.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Extend commuter rail lines	77	77	78	76
Maintain highways and roads	77	74	78	79
Increase public transit service	70	74	70	65
More frequent bus service	54	56	54	51
Financial incentives for multi-units	53	59	52	44
Traffic congestion relief projects	47	45	49	48
Expand ped. and bicycle routes	46	49	44	47
Increase freeway lanes	37	37	35	43

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities

Overall, respondents felt the expanding of commuter rail lines and the maintenance of highways and local roads should be funding priorities for the plan. They felt expanding bicycle and pedestrian routes and increasing the number of freeway lanes for carpoolers and bus riders to be the least important funding priorities.

Perhaps due to the lack of public transit in outlying areas, public transit related priorities tended to rate lower the further the respondent was from the urban area and road and highway maintenance and improvement priorities tended to rate higher the further the respondent was from the urban area.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	High Priority				Not a Priority	Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area

All Respondents........................	**51**	**26**	**14**	**5**	**4**	**1**	**4.16**
Urban..	50	26	14	6	2	1	4.17
Bay Area Suburban	52	26	14	4	4	1	4.18
Bay Area Rural	49	27	15	4	6	-	4.10

Maintain highways and local roads, including fixing potholes

All Respondents........................	**45**	**32**	**18**	**4**	**1**	**<1**	**4.16**
Urban..	42	32	20	5	1	-	4.08
Bay Area Suburban	46	32	18	4	1	<1	4.20
Bay Area Rural	47	32	18	2	1	-	4.21

Increase public transit service for low income residents who do not have access to a car.

All Respondents........................	**38**	**33**	**18**	**8**	**3**	**<1**	**3.94**
Urban..	39	35	16	8	3	-	4.00
Bay Area Suburban	38	31	19	8	3	<1	3.94
Bay Area Rural	35	31	21	10	4	<1	3.83

Provide more frequent bus service

All Respondents........................	**26**	**28**	**31**	**10**	**4**	**1**	**3.63**
Urban..	31	25	32	8	3	<1	3.73
Bay Area Suburban	23	31	30	10	5	2	3.59
Bay Area Rural	27	23	31	12	6	1	3.55

COREY, CANAPARY & GALANIS

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	High Priority			Not a Priority		Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Provide financial incentives to cities to build more multi-unit housing near public transit

All Respondents......................	**23**	**30**	**26**	**13**	**8**	**1**	**3.47**
Urban...	28	31	24	11	6	<1	3.63
Bay Area Suburban	21	31	26	13	8	1	3.43
Bay Area Rural	18	26	29	18	9	-	3.26

Fund traffic congestion relief projects, such as adding turn lanes on roads, or reconfiguring interchanges and on-ramps on highways

All Respondents......................	**20**	**28**	**32**	**14**	**6**	**<1**	**3.41**
Urban...	18	28	31	17	7	<1	3.32
Bay Area Suburban	19	29	34	13	5	<1	3.46
Bay Area Rural	26	22	30	14	7	1	3.46

Expand bicycle and pedestrian routes

All Respondents......................	**20**	**25**	**27**	**17**	**11**	**<1**	**3.29**
Urban...	23	26	27	15	9	<1	3.39
Bay Area Suburban	19	25	28	16	11	-	3.23
Bay Area Rural	21	25	20	23	11	-	3.23

Increase the number of freeway lanes for carpoolers and bus riders

All Respondents......................	**15**	**22**	**30**	**21**	**12**	**<1**	**3.07**
Urban...	16	22	30	20	12	<1	3.09
Bay Area Suburban	14	21	32	22	11	1	3.05
Bay Area Rural	18	25	22	23	12	-	3.13

COREY, CANAPARY & GALANIS

Support Of Reducing Driving To Decrease Greenhouse Gas Emissions

Overall, two thirds (64%) of respondents supported reducing driving to reduce greenhouse gas emissions, however, the further from an urban area the respondent was, the less likely the respondent was to support this.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

		ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base		1,610	523	857	216
		%	%	%	%
Support strongly	(5)	36	38	36	33
	(4)	28	30	28	24
	(3)	21	20	21	24
	(2)	7	6	7	9
Oppose strongly	(1)	8	7	8	11
Don't know	....	<1	-	1	<1
		100	100	100	100
MEAN (Out of 5.00)		**3.78**	**3.86**	**3.79**	**3.60**

RECAP

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%
Support (4 or 5)	64	68	64	57
Neutral (3)	21	20	21	24
Oppose (2 or 1)	14	13	14	19
Don't know	<1	-	1	<1
	100	100	100	100

COREY, CANAPARY & GALANIS

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

Overall, two thirds of respondents (67%) supported the idea of allowing new housing, offices and shops to be built in the centers of cities and towns near public transit. Only 16% supported the idea of charging drivers a new fee based on the number of annual miles driven.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
New housing, offices, shops near transit	67	72	66	65
More affordable housing near transit	65	67	64	62
Pre-tax dollars for commuting	61	64	62	52
Require building in city limits	44	46	43	44
Fee based upon miles driven	16	19	15	14

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Support Of Other Policies To Reduce Use Of Cars And Decrease Greenhouse Gas Emissions

Overall, of the five policies, respondents most supported allowing new housing, offices, and shops to be built in the center of cities and towns, rating the measure 3.85. Respondents strongly opposed charging drivers a new fee based on the number of annual miles driven, with a rating of 2.10 and only 16% of respondents saying they would support the measure.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale
(5 is Support Strongly and 1 is Oppose Strongly)

	Support Strongly				Oppose Strongly	Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Allow new housing, offices and shops to be built in the centers of cities and towns near public transit

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**31**	**36**	**23**	**6**	**4**	**<1**	**3.85**
Urban...	34	38	19	6	3	<1	3.95
Bay Area Suburban	29	36	24	6	4	<1	3.82
Bay Area Rural	32	33	24	7	4	<1	3.82

Build more affordable housing near public transit for residents without cars who depend on public transit

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**33**	**31**	**21**	**9**	**5**	**<1**	**3.80**
Urban...	38	29	21	8	3	1	3.92
Bay Area Suburban	31	33	21	10	5	<1	3.76
Bay Area Rural	30	32	23	9	7	<1	3.69

Require employers to offer a plan which allows employees to use pre-tax dollars to cover the cost of commuting by public transit or vanpooling

	5	4	3	2	1	[ ]	MEAN
All Respondents.......................	**34**	**27**	**19**	**9**	**11**	**1**	**3.65**
Urban...	37	28	17	8	10	1	3.74
Bay Area Suburban	34	28	19	8	10	1	3.68
Bay Area Rural	29	23	21	13	15	<1	3.39

COREY, CANAPARY & GALANIS

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale
(5 is Support Strongly and 1 is Oppose Strongly)

	Support Strongly				Oppose Strongly	Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits

	5	4	3	2	1	[ ]	Mean
All Respondents......................	**20**	**24**	**30**	**14**	**11**	**1**	**3.28**
Urban...	20	27	30	13	10	1	3.34
Bay Area Suburban	20	23	31	15	11	1	3.25
Bay Area Rural	20	24	30	15	10	1	3.29

Charge drivers a new fee based on the number of annual miles driven

	5	4	3	2	1	[ ]	Mean
All Respondents......................	**7**	**9**	**18**	**19**	**47**	**<1**	**2.10**
Urban...	8	11	20	21	40	-	2.26
Bay Area Suburban	5	9	17	19	49	1	2.03
Bay Area Rural	8	6	18	12	55	1	1.98

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs (Overview)

Overall, two thirds of respondents (69%) would accept more homes and traffic in their community if it helped ensure a robust and prosperous Bay Area economy. Nearly half (43%) would support increased density if it meant more neighborhood amenities.

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.
I would be willing to accept more homes and traffic in my community if…
_____

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Robust Bay Area economy	69	73	66	67
More jobs close to my home	66	70	64	68
Protected open space	62	62	62	61
More public transit	56	63	53	53
Increased affordable housing	51	57	48	49
More bicycle and pedestrian paths	47	52	44	46
More neighborhood amenities	43	50	40	40

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs

Overall, respondents indicated that they would be most likely to accept more homes and traffic in their community if it was ensuring a robust and prosperous Bay Area economy, rating this 3.89. They would be less likely to accept increased housing density if it meant more neighborhood amenities such as restaurants and shops, rating this 3.17.

Generally, respondents in suburban areas were the least likely to accept increased housing density, unless it added it meant more bicycle and pedestrian paths in their area, rating this 3.24 (vs. 3.40 for urban respondents and 3.12 for rural respondents).

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.
I would be willing to accept more homes and traffic in my community if… _____

	Agree Strongly			Disagree Strongly		Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

I would be willing to accept more homes and traffic in my community if it helped ensure a robust and prosperous Bay Area economy.

	5	4	3	2	1	DK	MEAN
All Respondents.......................	**37**	**32**	**20**	**6**	**5**	**<1**	**3.89**
Urban...	42	32	16	6	4	1	4.01
Bay Area Suburban	34	32	21	7	6	<1	3.83
Bay Area Rural	35	32	21	5	7	-	3.84

I would be willing to accept more homes and traffic in my community if it meant more jobs close to my home.

	5	4	3	2	1	DK	MEAN
All Respondents.......................	**36**	**30**	**21**	**7**	**6**	**<1**	**3.83**
Urban...	39	30	18	8	5	<1	3.91
Bay Area Suburban	33	30	23	7	7	<1	3.78
Bay Area Rural	38	30	20	6	5	-	3.90

I would be willing to accept more homes and traffic in my community if it helped protect open space in the Bay Area

	5	4	3	2	1	DK	MEAN
All Respondents.......................	**33**	**29**	**21**	**9**	**7**	**1**	**3.71**
Urban...	35	27	21	11	6	<1	3.74
Bay Area Suburban	31	31	21	9	8	1	3.68
Bay Area Rural	34	27	25	8	7	-	3.72

COREY, CANAPARY & GALANIS

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.
I would be willing to accept more homes and traffic in my community if… _____

	Agree Strongly			Disagree Strongly		Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

I would be willing to accept more homes and traffic in my community if it meant more public transit in my area

	5	4	3	2	1	[ ]	MEAN
All Respondents......................	**26**	**30**	**23**	**11**	**10**	**<1**	**3.52**
Urban..	31	32	20	10	7	-	3.69
Bay Area Suburban	24	29	25	12	11	<1	3.44
Bay Area Rural	23	30	25	11	11	-	3.44

I would be willing to accept more homes and traffic in my community if it increased the availability of affordable housing in my area.

	5	4	3	2	1	[ ]	MEAN
All Respondents......................	**24**	**27**	**26**	**13**	**11**	**<1**	**3.41**
Urban..	29	29	25	9	8	-	3.60
Bay Area Suburban	23	25	25	15	12	<1	3.31
Bay Area Rural	22	28	28	12	11	-	3.38

I would be willing to accept more homes and traffic in my community if it meant more bicycle and pedestrian paths in my area.

	5	4	3	2	1	[ ]	MEAN
All Respondents......................	**23**	**24**	**25**	**14**	**14**	**<1**	**3.27**
Urban..	28	25	20	15	12	-	3.40
Bay Area Suburban	21	23	28	13	14	<1	3.24
Bay Area Rural	17	29	21	15	18	1	3.12

I would be willing to accept more homes and traffic in my community if it meant more neighborhood amenities such as restaurants and shops in my area

	5	4	3	2	1	[ ]	MEAN
All Respondents......................	**19**	**25**	**26**	**16**	**14**	**<1**	**3.17**
Urban..	22	28	22	15	12	-	3.33
Bay Area Suburban	17	23	28	16	15	<1	3.11
Bay Area Rural	16	24	28	20	13	-	3.11

COREY, CANAPARY & GALANIS

Regional Planning Vs. Local Planning

Overall, half of respondents (51%) felt that local cities and counties, instead of a regional agency should plan. Only 4% felt that regional and local agencies should be equal. While urban and suburban residents were split nearly equally, rural respondents overwhelmingly favored planning by local cities and counties, with 60% favoring local planning and only 35% favoring regional planning.

Which statement do you agree with more:
a) There should be a regional plan guiding housing and commercial development in the Bay Area.
OR
b) Local cities and counties on their own should plan housing and commercial development in their area.

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%
Local cities and counties should plan..	51	48	49	61
Regional plan	44	46	45	35
Regional and local should be equal.	4	4	4	3
Don't know/Refused	2	2	2	2
	100	100	100	100

COREY, CANAPARY & GALANIS

Why is that? (Favor regional planning)

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base (Regional Preferred)	702	239	386	76
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Comprehensive/Long-term planning/ Broad perspective	31	30	31	36
Effective/Efficient planning/Provide direction/expertise/authority	31	32	31	26
Consistency/Continuity/Uniformity/ Coordinated results	19	24	18	12
Local areas have other priorities/needs	19	15	21	19
Collaborative effort/Work together ...	18	16	19	17
Bay Area counties/cities interconnected/ interdependent..................................	14	17	13	7
Benefits whole Bay Area/Common good	12	12	12	15
Cost effective/Makes financial sense	10	10	10	7
Improve transportation/traffic congestion	7	6	7	7
Local government is ineffective..........	6	5	6	10
Improve housing/Make affordable housing	4	5	4	5
Avoids politics/special interests/corruption	3	2	4	1
Create jobs/Improve economy	3	3	3	-
Reduce urban sprawl/Protect open space	2	2	2	5
Improve environment/Reduce pollution	<1	<1	<1	-
Other..	<1	<1	<1	<1
Don't know	2	<1	2	3

COREY, CANAPARY & GALANIS

Why is that? (Favor local planning)

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base (Local Preferred)	818	254	421	131
MULTIPLE RESPONSES ACCEPTED	%	%	%	%
Local knowledge/Locals know community needs/issues better	32	28	33	39
One plan doesn't fit all/Communities have unique qualities/different needs	27	30	24	28
Control own destiny/future/Make own decisions	15	10	16	23
Community involvement/input/Live in/ Vote in community	13	16	11	13
Local community/government capable/ effective	12	15	11	12
Big government bureaucracy/interference/ regulation..	10	6	12	9
Community benefit/opportunities	8	8	8	7
Financial control/Cost effective..........	7	7	7	3
Lack of fairness/concern/Self-interest	6	5	6	5
Responsibility/Accountability	5	4	6	4
Housing/development/land use issues	3	3	3	3
Coordinate with regional, include local input..	3	1	3	4
Avoid politics/special interests/ corruption	3	2	4	1
Lack of agreement/Not work together	2	3	2	1
Transportation/Traffic issues..............	1	2	1	2
Other..	1	1	<1	1
Don't know	3	4	2	1

COREY, CANAPARY & GALANIS

Attitudinal Statements (Overview)

Overall, 83% of respondents felt that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Only a third (35%) supported charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit.

Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	5+4*	5+4*	5+4*	5+4*
	%	%	%	%
Agencies Should Attract Jobs/ Promote Economy	83	83	83	82
Public Transit Speed/Reliability	70	71	70	65
Bike/Walk Focus	67	69	66	65
Transportation Investments	61	61	63	57
Housing/Commercial Development Near Transit	63	65	63	61
Lifestyle Changes	60	61	59	61
Too Many Agencies in Housing/Transit	40	38	42	38
Smaller House Tradeoff	46	50	46	42
Rental Car Fee	35	34	34	39

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Attitudinal Statements

Among all respondents, 83% agree that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. 70% agree that they would take transit more often if it was faster and more reliable. Only 46% of respondents agree that would be willing to live in a smaller house to be closer to work, shopping and restaurants and only 35% agree that we should consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit .

Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree.

	Agree Strongly				Disagree Strongly	Don't Know	MEAN SCORE
	5	4	3	2	1	[ ]	(5 Pt. Scale)
	%	%	%	%	%	%	#

Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area

	5	4	3	2	1	[ ]	Mean
All Respondents.......................	**52**	**31**	**12**	**3**	**3**	**<1**	**4.27**
Urban..	51	32	11	3	3	<1	4.26
Bay Area Suburban	52	31	12	3	2	<1	4.29
Bay Area Rural	52	30	14	1	3	-	4.26

I would take public transit more often if it was faster and more reliable

	5	4	3	2	1	[ ]	Mean
All Respondents.......................	**48**	**22**	**12**	**9**	**9**	**1**	**3.92**
Urban..	51	20	12	9	8	1	3.99
Bay Area Suburban	46	24	12	9	9	1	3.90
Bay Area Rural	45	20	14	8	12	2	3.79

Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car for every trip

	5	4	3	2	1	[ ]	Mean
All Respondents.......................	**42**	**25**	**19**	**7**	**6**	**<1**	**3.88**
Urban..	45	24	18	6	6	<1	3.96
Bay Area Suburban	40	26	20	8	6	<1	3.85
Bay Area Rural	42	23	20	7	8	-	3.84

Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit service

	5	4	3	2	1	[ ]	Mean
All Respondents.......................	**32**	**29**	**22**	**9**	**6**	**1**	**3.73**
Urban..	30	31	26	8	5	1	3.75
Bay Area Suburban	33	29	21	10	6	1	3.75
Bay Area Rural	33	24	19	12	10	2	3.59

COREY, CANAPARY & GALANIS

Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree.

	Agree Strongly 5	4	3	2	Disagree Strongly 1	Don't Know [ ]	MEAN SCORE (5 Pt. Scale)
	%	%	%	%	%	%	#

Our Bay Area economy will benefit if more housing and commercial development is built near public transit

All Respondents......................	32	31	24	8	4	1	3.79
Urban...	35	30	24	6	4	2	3.87
Bay Area Suburban	30	32	23	9	5	1	3.75
Bay Area Rural	29	32	26	7	5	2	3.75

Changes will be needed in my community and in my lifestyle to improve quality of life in the Bay Area in the future

All Respondents......................	31	29	24	8	8	1	3.67
Urban...	33	28	23	9	6	1	3.73
Bay Area Suburban	29	30	25	8	8	<1	3.63
Bay Area Rural	34	27	21	8	10	<1	3.66

The Bay Area has too many regional and local government agencies involved in housing and transportation issues

All Respondents......................	22	17	32	10	7	12	3.44
Urban...	21	16	32	10	8	12	3.37
Bay Area Suburban	23	19	31	11	5	12	3.49
Bay Area Rural	24	14	35	8	7	12	3.44

I would be willing to live in a smaller house to be closer to work, shopping and restaurants

All Respondents......................	27	20	19	14	20	1	3.19
Urban...	26	23	18	15	17	<1	3.27
Bay Area Suburban	27	19	19	14	20	1	3.18
Bay Area Rural	26	16	20	13	25	2	3.05

We should consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit

All Respondents......................	15	20	24	18	22	1	2.87
Urban...	16	18	24	17	23	1	2.88
Bay Area Suburban	13	21	25	18	22	1	2.84
Bay Area Rural	18	21	20	20	21	-	2.95

COREY, CANAPARY & GALANIS

Results By Selected Demographics

Results by voting propensity,* age, transit use, income, and home ownership.

*Likely voters have voted in at least three of the last five elections. Unlikely voters are not registered to vote, or have voted in fewer than three of the last five elections

COREY, CANAPARY & GALANIS

Perception of General Issues - Overview

Overall, preservation of open space was rated most highly among respondents, while the availability of affordable housing was rated the lowest.

To some degree, respondent knowledge/use of a particular attribute may have contributed to rating differences. For example, those who used transit in the past two months rated the quality of public transit higher than those who did not. Similarly, lower income respondents rated the preservation of open space lower, than high-income respondents – possibly because lower-income residents find it more difficult to access open space areas.

Notably, unlikely voters tended to rate attributes higher than likely voters. This may be, in part, due to the percentage of 18-34 year olds in the unlikely voter subgroup, who also tended to rate attributes higher.

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Preservation of open space	63	63	62	61	66	61	65	58
Economic growth/prosperity	36	34	40	43	38	27	36	36
Quality of public transit	36	33	42	43	35	31	39	31
Upkeep of roads and freeways	24	20	33	35	21	17	26	21
Traffic flow on roads and freeways	16	14	22	21	14	15	16	17
Availability of affordable housing	9	8	12	10	10	8	8	11

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Preservation of open space	63	51	61	68	68	59	64
Economic growth/prosperity	36	26	31	40	42	40	34
Quality of public transit	36	45	44	30	28	41	34
Upkeep of roads and freeways	24	27	25	23	22	28	23
Traffic flow on roads and freeways	16	24	19	14	14	20	15
Availability of affordable housing	9	12	12	8	7	12	9

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Perception of General Issues – Preservation of Open Space and Parks in the Bay Area

Overall, respondents rated the preservation of open space and parks 3.67 out of 5.00 (with 5.00 being "Excellent"). Higher income respondents, voters, transit users, home owners, and those between 35 and 54 years of age were more likely to rate the preservation of open space more favorably.

Overall, how would you rate preservation of open space and parks in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	18	19	17	19	19	17	19	17
	(4)	45	45	45	42	47	44	46	41
	(3)	25	26	22	26	22	26	24	25
	(2)	8	7	9	9	7	8	7	9
Poor	(1)	4	3	5	5	4	3	3	5
Don't know		1	1	2	<1	1	2	1	2
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.67	3.69	3.62	3.62	3.71	3.67	3.72	3.58

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	18	23	18	18	18	19	18
	(4)	45	29	43	49	51	40	46
	(3)	25	27	24	24	21	26	24
	(2)	8	9	11	5	8	8	8
Poor	(1)	4	12	4	2	2	5	3
Don't know		1	1	1	1	1	2	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.67	3.41	3.60	3.77	3.77	3.62	3.69

COREY, CANAPARY & GALANIS

Perception of General Issues – Economic Growth/Prosperity in the Bay Area

Respondents overall rated economic prosperity 3.12 (out of 5). Not surprisingly, those with higher incomes tended to rate this attribute higher.

Overall, how would you rate economic growth/prosperity in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY LIKELEY	UNLIKELY	AGE 18-34	35-54	55+	USED TRANSIT IN PAST 2 MONTHS YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	7	7	7	8	7	6	7	6
	(4)	29	27	32	35	31	21	29	29
	(3)	38	39	36	38	37	40	39	37
	(2)	19	20	17	14	20	22	17	21
Poor	(1)	6	7	5	4	5	10	6	6
Don't know		1	1	2	2	<1	2	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.12	3.08	3.20	3.30	3.16	2.90	3.14	3.09

		ALL RESPONDENTS	HOUSEHOLD INCOME <$25K	$25-$75K	$75-$150K	$150K+	HOME RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	7	13	4	8	10	8	7
	(4)	29	13	28	32	32	32	28
	(3)	38	42	42	36	36	36	39
	(2)	19	19	19	20	18	18	19
Poor	(1)	6	9	6	4	4	4	7
Don't know		1	4	1	1	<1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.12	3.02	3.03	3.21	3.26	3.22	3.08

COREY, CANAPARY & GALANIS

Perception of General Issues – Quality of Public Transit in the Bay Area

Overall, respondents rated the quality of public transit 3.07. Those who said they have used public transit in the past two months (3.14) rated the quality of public transit higher than those who have not used public transit in the past two months (2.94). Those with the lowest incomes, as well as younger respondents (both sub-groups more likely to have used transit recently) also rated the quality of public transportation higher (3.33 and 3.22 respectively). Notably, respondents more likely to vote rated the quality of public transit much lower than those who are unlikely to vote (3.00 vs. 3.20)

Overall, how would you rate quality of public transit services in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	7	6	11	8	6	8	8	6
	(4)	29	27	32	35	29	23	31	25
	(3)	33	35	29	32	33	34	33	32
	(2)	20	22	17	17	21	21	20	20
Poor	(1)	8	8	8	6	8	10	7	11
Don't know		3	3	4	2	3	4	1	6
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.07	3.00	3.20	3.22	3.03	2.97	3.14	2.94

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	7	14	10	5	3	10	6
	(4)	29	32	34	25	25	31	28
	(3)	33	31	32	36	33	33	33
	(2)	20	13	15	22	28	17	22
Poor	(1)	8	7	5	8	10	7	8
Don't know		3	3	4	4	1	3	3
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.07	3.33	3.30	2.96	2.82	3.21	3.01

COREY, CANAPARY & GALANIS

Perception of General Issues – Upkeep and Repair of Roads and Freeways in the Bay Area

Overall, respondents rated the upkeep and repair of Bay Area roads at 2.71. Respondents 55 years of age and older rated upkeep and repair the lowest, followed by those likely to vote and those who have not used transit in the past two months (and are more likely to be drivers).

Overall, how would you rate the upkeep and repair of roads and freeways in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	4	3	7	7	2	3	4	3
	(4)	20	17	26	28	19	14	21	18
	(3)	34	35	33	34	37	31	34	35
	(2)	27	29	22	24	28	29	27	27
Poor	(1)	15	16	11	7	14	23	13	17
Don't know		<1	<1	<1	<1	<1	<1	1	-
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		2.71	2.61	2.95	3.04	2.67	2.45	2.77	2.63

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	4	5	4	4	2	5	4
	(4)	20	22	21	20	20	23	19
	(3)	34	28	34	33	38	37	33
	(2)	27	30	27	27	27	21	29
Poor	(1)	15	14	14	17	13	13	15
Don't know		<1	1	1	<1	-	1	-
		100	100	100	100	100	100	100
MEAN (out of 5.00)		2.71	2.75	2.75	2.66	2.71	2.85	2.67

COREY, CANAPARY & GALANIS

Perception of General Issues – Traffic Flow on Roads and Freeways in the Bay Area

Overall, respondents rated traffic flow on roads and freeways 2.62 (out of 5.00). Those who take transit and renters rated traffic flow higher than those who are likely to drive more often or own their home.

Overall, how would you rate traffic flow on roads and freeways in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	2	2	3	3	2	2	2	2
	(4)	15	12	19	19	12	13	15	14
	(3)	41	42	40	41	46	35	42	39
	(2)	28	29	24	26	29	28	28	27
Poor	(1)	15	15	14	12	12	21	13	17
Don't know		1	1	<1	<1	<1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.62**	**2.57**	**2.72**	**2.74**	**2.64**	**2.47**	**2.64**	**2.57**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	2	7	3	1	<1	4	1
	(4)	15	17	15	13	13	15	14
	(3)	41	28	42	44	45	44	39
	(2)	28	27	24	30	30	23	30
Poor	(1)	15	17	16	13	11	12	16
Don't know		1	4	<1	-	-	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.62**	**2.68**	**2.66**	**2.59**	**2.62**	**2.77**	**2.56**

COREY, CANAPARY & GALANIS

Perception of General Issues – Availability of Affordable Housing in the Bay Area

Overall, respondents rated the availability of affordable housing 2.20 (out of 5.00) – the lowest rating given to any of the attributes asked about.

The low rating may, in part, result from a lack of knowledge because of the respondent has lack of personal knowledge – those in the lowest income bracket and respondents aged 18-34 years (who would be most likely to be renting or looking for housing) rated availability of affordable housing considerably higher than the average respondent. However, renters rated this attribute much lower than did home owners (2.14 vs. 2.24), indicating that there may be difficulty obtaining affordable housing for rent.

Overall, how would you rate availability of affordable housing in the Bay Area?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Excellent	(5)	2	2	2	2	3	2	2	3
	(4)	7	6	10	8	7	7	7	9
	(3)	27	25	32	35	22	27	26	30
	(2)	33	35	27	30	34	34	36	27
Poor	(1)	28	30	24	23	33	27	28	28
Don't know		3	2	4	3	2	5	3	4
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.20**	**2.14**	**2.37**	**2.35**	**2.11**	**2.19**	**2.16**	**2.28**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Excellent	(5)	2	6	1	2	1	2	2
	(4)	7	8	11	5	6	10	7
	(3)	27	24	30	24	25	25	28
	(2)	33	28	32	36	34	27	34
Poor	(1)	28	32	23	30	34	36	25
Don't know		3	3	3	2	1	1	4
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.20**	**2.26**	**2.33**	**2.12**	**2.04**	**2.14**	**2.24**

COREY, CANAPARY & GALANIS

Perception of Plan's Importance

Overall, respondents rated the need for a regional plan at 4.46 (out of 5.00). Those with the lowest income and renters rated the plan the highest.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Very important	(5)	66	65	69	68	65	66	70	60
	(4)	21	19	24	26	19	18	20	21
	(3)	8	9	6	4	10	8	7	9
	(2)	3	4	1	<1	3	5	1	6
Not at all important	(1)	3	3	1	1	3	3	2	3
Don't know		<1	<1	<1	1	-	<1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**4.46**	**4.40**	**4.59**	**4.60**	**4.41**	**4.38**	**4.55**	**4.30**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Very important	(5)	66	85	67	69	62	79	61
	(4)	21	8	23	17	24	15	22
	(3)	8	3	6	8	8	4	9
	(2)	3	2	2	3	3	1	4
Not at all important	(1)	3	1	1	2	3	1	3
Don't know		<1	1	1	-	1	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**4.46**	**4.75**	**4.54**	**4.49**	**4.39**	**4.71**	**4.35**

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Rated Plan Importance 4 or 5)	1,396	942	452	451	529	415	911	485
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Need a plan to make sure goals are met/need way to take the long view reduce inefficiency/avoid problems	19	20	16	18	20	18	19	19
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better	18	18	17	16	17	21	17	19
Lack of affordable housing/People can't afford to live near their work, school	17	15	20	19	16	15	16	17
A better transportation system would help the economy	9	9	10	13	9	5	11	5
Need to move away from car-based transportation/Need to make it possible to live without owning a car	9	9	9	8	11	8	8	11
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.)	9	8	10	11	8	7	9	8

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Rated Plan Importance 4 or 5)	1,396	120	374	403	233	430	939
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Need a plan to make sure goals are met/need way to take the long view/ reduce inefficiency/avoid problems	19	16	15	23	22	16	20
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better	18	20	16	19	16	15	19
Lack of affordable housing/People can't afford to live near their work, school	17	27	19	14	16	22	14
A better transportation system would help the economy	9	9	9	10	8	10	9
Need to move away from car-based transportation/Need to make it possible to live without owning a car	9	7	6	11	14	7	10
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.)	9	7	9	8	9	7	10

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Rated Plan Importance 4 or 5)	1,396	942	452	451	529	415	911	485
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Roads/highways are too congested	8	8	9	6	8	11	7	10
It would maintain/improve the quality of life in the area	7	7	8	9	7	6	7	8
Need a way to reduce commute times/ sprawl	7	8	4	4	8	8	6	8
Local governments/agencies can't/won't work together to help region/need an overall agency	5	7	2	2	6	8	6	4
The Bay Area is too expensive/Middle/ Working class being squeezed out	4	4	4	4	5	3	3	5
Development currently happens with no thought to how it impacts area (new housing with insufficient roads, too far from public transportation, etc.)	4	4	2	3	4	4	4	4
Public transit is dirty, too expensive, unsafe, unreliable, too slow	2	2	3	3	2	2	2	3

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Rated Plan Importance 4 or 5)	1,396	120	374	403	233	430	939
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Roads/highways are too congested	8	7	8	10	9	8	8
It would maintain/improve the quality of life in the area	7	7	8	7	8	8	7
Need a way to reduce commute times/ sprawl	7	3	4	11	5	6	7
Local governments/agencies can't/won't work together to help region/need an overall agency	5	4	4	6	9	5	5
The Bay Area is too expensive/Middle/ Working class being squeezed out	4	6	5	3	5	4	3
Development currently happens with no thought to how it impacts area (new housing with insufficient roads, too far from public transportation, etc.)	4	2	4	5	3	4	4
Public transit is dirty, too expensive, unsafe, unreliable, too slow	2	4	3	2	1	4	2

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as important)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Rated Plan Importance 4 or 5)	1,396	942	452	451	529	415	911	485
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
General positive comment (It's important, We need it, etc.)	2	2	2	1	2	2	2	2
Plan needs to also maintain/repair infrastructure in place	2	2	2	1	2	2	2	2

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Rated Plan Importance 4 or 5)	1,396	120	374	403	233	430	939
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
General positive comment (It's important, We need it, etc.)	2	2	3	1	<1	3	1
Plan needs to also maintain/repair infrastructure in place	2	-	2	1	1	2	2

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Rated Plan Importance 2 or 1)	84	76	8^^	7^^	35	42	30^	55
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Government shouldn't interfere with private industry/the market	25	25	31	-	33	23	23	27
Plan is ineffective/takes wrong approach/ Takes too long to achieve anything	17	19	-	-	15	22	9	22
Don't like/trust the government	16	17	-	-	7	25	14	16
Would have too much government regulation/Plan would take people's houses/force people to live in an apartment/take public transit/drive electric car	14	14	16	30	20	7	6	19
Government can't afford it/Don't want my taxes/prices raised to pay for it	12	12	11	21	9	13	-	18
Don't like/trust a central planning agency/Would prefer more local control	9	10	-	-	7	13	12	8

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Rated Plan Importance 2 or 1)	84	4^^	13^	23^	16^	9^^	76
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Government shouldn't interfere with private industry/the market	25	-	22	22	41	18	26
Plan is ineffective/takes wrong approach/ Takes too long to achieve anything	17	29	3	25	8	30	16
Don't like/trust the government	16	-	25	17	8	-	17
Would have too much government regulation/Plan would take people's houses/force people to live in an apartment/take public transit/drive electric car	14	-	20	6	31	-	16
Government can't afford it/Don't want my taxes/prices raised to pay for it	12	22	17	7	6	28	10
Don't like/trust a central planning agency/Would prefer more local control	9	-	<1	18	1	-	10

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.
^Caution-Low base

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as unimportant)*

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Rated Plan Importance 2 or 1)	84	76	8^^	7^^	35	42	30^	55
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Plan is too broad/not an achievable goal	9	10	-	-	5	14	9	9
Too many ecological restrictions in place already/ Don't believe global warming theories	8	7	16	-	4	13	9	8
It's been tried before and hasn't worked/ It's too big a problem to solve on our own	7	5	26	6	9	-	3	9
Too much divisiveness/Too many competing interests to make it work	6	7	-	-	3	10	4	7
People who can't afford to live/drive in the Bay Area should move/People will abuse The opportunity for affordable housing/ public transit	6	6	-	-	7	6	8	4
Don't like/trust MTC	5	6	-	-	6	5	1	7

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Rated Plan Importance 2 or 1)	84	4^^	13^	23^	16^	9^^	76
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Plan is too broad/not an achievable goal	9	17	5	4	6	11	9
Too many ecological restrictions in place already/ Don't believe global warming theories	8	-	13	4	10	-	9
It's been tried before and hasn't worked/ It's too big a problem to solve on our own	7	51	<1	6	8	21	5
Too much divisiveness/Too many competing interests to make it work	6	-	11	4	1	-	7
People who can't afford to live/drive in the Bay Area should move/People will abuse The opportunity for affordable housing/ public transit	6	-	-	11	-	12	5
Don't like/trust MTC	5	-	3	9	-	-	6

*Only responses stated by 5% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.
^Caution-Low base
^^Caution-Extremely low base

COREY, CANAPARY & GALANIS

What Should Be the Plan's Focus?

Respondents overall felt the highest priority of the plan should be to improve the local economy.

Which part of the plan is most important to the Bay Area's future…improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Improving the local economy	53	52	55	47	55	56	51	56
Providing access to housing and transportation for everyone	32	33	29	34	31	30	33	28
Reducing driving and greenhouse gas emissions	15	14	16	18	14	13	15	15
Don't know	1	1	1	1	1	2	1	1
	100	100	100	100	100	100	100	100

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Improving the local economy	53	44	55	49	53	47	55
Providing access to housing and transportation for everyone	32	40	29	35	33	39	28
Reducing driving and greenhouse gas emissions	15	14	15	15	12	13	15
Don't know	1	2	1	1	2	1	1
	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

What Should Be the Plan's Focus? (continued)

Respondents overall felt the second priority of the plan should be providing access to housing and transportation for everyone.

Which is next most important (select one)?

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Listed a top priority)	1,593	1,103	487	481	623	490	1,002	592
	%	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	46	46	45	42	47	47	44	49
Reducing driving and greenhouse gas emissions	27	25	30	30	27	23	29	23
Improving the local economy	26	27	25	28	24	27	26	26
Don't know	2	2	1	1	2	3	1	2
	100	100	100	100	100	100	100	100

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Listed a top priority)	1,593	126	413	462	268	454	1,109
	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	46	40	48	45	44	41	48
Reducing driving and greenhouse gas emissions	27	18	28	26	30	28	27
Improving the local economy	26	42	23	27	24	31	24
Don't know	2	-	1	2	2	1	2
	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities (Overview)

Overall, respondents felt that expanding BART and Caltrain, as well as maintaining and repairing the current infrastructure should be priorities. Respondents felt that increasing freeway lanes and expanding pedestrian and bicycle routes should have the least priority. As might be expected, transit priorities fared better with transit riders and road/highway priorities fared better with non-transit riders.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%
Extend commuter rail lines	77	76	78	81	76	73	80	71
Maintain highways and roads	77	79	73	71	75	85	74	82
Increase public transit service	70	66	81	81	64	68	76	62
More frequent bus service	54	52	58	57	51	56	58	47
Financial incentives for multi-units	53	51	58	54	50	55	58	44
Traffic congestion relief projects	47	48	47	44	50	47	46	51
Expand ped. and bicycle routes	46	44	49	52	44	41	49	40
Increase freeway lanes	37	34	43	39	36	35	37	36

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%
Extend commuter rail lines	77	75	75	80	81	78	76
Maintain highways and roads	77	80	77	79	71	78	76
Increase public transit service	70	82	75	69	59	81	66
More frequent bus service	54	61	61	53	42	62	51
Financial incentives for multi-units	53	65	59	50	49	63	49
Traffic congestion relief projects	47	52	47	49	50	50	46
Expand ped. and bicycle routes	46	49	47	45	45	51	44
Increase freeway lanes	37	46	43	33	31	43	35

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Extend Commuter Rail Lines

Overall, respondents rated extending commuter lines 4.16, one the two highest ratings among the funding options. Younger respondents, transit users, and renters were more likely to rate this priority highly.

Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	51	51	51	56	49	47	54	45
	(4)	26	26	27	25	27	26	26	26
	(3)	14	14	14	12	15	15	13	16
	(2)	5	5	5	3	6	5	4	7
Not a Priority	(1)	4	4	2	3	3	6	3	5
Don't know		1	1	1	1	1	1	<1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.16	4.15	4.22	4.30	4.15	4.05	4.25	4.01

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	51	58	47	52	53	53	50
	(4)	26	17	28	28	29	24	27
	(3)	14	17	17	12	10	16	14
	(2)	5	2	4	5	6	3	5
Not a Priority	(1)	4	4	3	3	2	3	4
Don't know		1	2	1	<1	1	<1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.16	4.23	4.11	4.22	4.25	4.23	4.14

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Maintain Highways and Roads

Overall, respondents rated maintaining highways and local roads 4.16, one the two highest ratings among the funding options. Older respondents, non-transit users, and voters were more likely to rate this priority highly.

Maintain highways and local roads, including fixing potholes

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	45	47	41	38	42	55	42	51
	(4)	32	32	31	33	34	29	32	32
	(3)	18	17	23	24	19	13	21	14
	(2)	4	4	3	3	6	2	4	3
Not a Priority	(1)	1	1	2	2	<1	<1	1	<1
Don't know		<1	<1	-	-	<1	<1	-	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		4.16	4.21	4.07	4.02	4.10	4.38	4.09	4.29

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	45	51	48	46	37	43	46
	(4)	32	29	29	34	34	35	31
	(3)	18	14	19	16	24	18	19
	(2)	4	3	3	5	4	3	4
Not a Priority	(1)	1	2	2	-	1	1	1
Don't know		<1	1	<1	-	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		4.16	4.25	4.20	4.21	4.04	4.16	4.17

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Increase Public Transit Service

Overall, respondents rated increasing public transit for low income residents 3.94 out of 5.00. Lower income respondents, transit users, and renters were more likely to rate this priority higher.

Increase public transit service for low income residents who do not have access to a car

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	38	35	45	43	32	41	42	32
	(4)	33	31	36	38	33	27	34	30
	(3)	18	21	13	13	21	20	16	22
	(2)	8	9	6	4	11	9	6	12
Not a Priority	(1)	3	4	1	3	4	3	3	4
Don't know		<1	<1	-	-	<1	<1	-	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.94	3.84	4.18	4.15	3.77	3.95	4.06	3.74

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	38	58	43	36	26	49	33
	(4)	33	23	32	33	33	32	33
	(3)	18	13	16	21	23	14	20
	(2)	8	3	7	8	14	5	10
Not a Priority	(1)	3	3	3	2	4	1	4
Don't know		<1	-	-	<1	1	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.94	4.32	4.07	3.93	3.64	4.23	3.82

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – More Frequent Bus Service

Overall, respondents rated the funding priority of more frequent bus service 3.63. Not surprisingly, transit users rated the need much higher than non-transit users. Notably, those with a higher income (and less likely to be transit users) rated the priority less than did those with lower incomes.

Provide more frequent bus service

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	26	25	31	29	23	28	28	23
	(4)	28	28	28	28	27	28	30	24
	(3)	31	32	28	32	32	28	29	33
	(2)	10	9	10	9	12	7	9	10
Not a Priority	(1)	4	5	3	2	4	7	3	7
Don't know		1	2	1	<1	2	2	1	2
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.63	3.59	3.74	3.73	3.54	3.65	3.72	3.47

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	26	46	28	21	20	36	23
	(4)	28	15	33	32	22	26	28
	(3)	31	24	29	32	39	27	32
	(2)	10	11	8	11	11	9	10
Not a Priority	(1)	4	2	2	3	6	1	6
Don't know		1	2	1	1	3	1	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.63	3.93	3.77	3.57	3.41	3.87	3.53

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Financial Incentives for Multi-units

Overall, respondents rated this priority 3.47 out of 5.00. Not surprisingly, transit users and renters rated this priority higher than did non-transit users and home owners. As with the priority to fund more frequent bus service those with a higher income (and less likely to be transit users) rated the priority less than did those with lower incomes.

Provide financial incentives to cities to build more multi-unit housing near public transit

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
High Priority (5)	23	22	24	22	21	25	25	19
(4)	30	29	34	32	29	30	33	25
(3)	26	26	26	28	27	22	25	27
(2)	13	13	13	14	13	12	11	17
Not a Priority (1)	8	10	4	4	9	10	6	11
Don't know	1	1	1	<1	1	1	1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.47**	**3.41**	**3.62**	**3.54**	**3.42**	**3.48**	**3.62**	**3.23**

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
High Priority (5)	23	40	26	21	16	31	19
(4)	30	25	33	30	34	32	30
(3)	26	19	23	28	29	21	28
(2)	13	10	13	14	12	11	14
Not a Priority (1)	8	5	5	6	10	5	9
Don't know	1	2	-	1	<1	<1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.47**	**3.87**	**3.63**	**3.44**	**3.33**	**3.73**	**3.36**

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Traffic Congestion Relief Projects

Overall, respondents rated the priority of traffic congestion relief projects 3.41. Non-transit users saw this as more of a priority than transit users.

Fund traffic congestion relief projects, such as adding turn lanes on roads, or reconfiguring interchanges and on-ramps on highways

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	20	20	18	19	19	21	19	21
	(4)	28	27	29	25	31	26	27	29
	(3)	32	32	33	35	31	31	33	32
	(2)	14	14	13	16	12	15	16	12
Not a Priority	(1)	6	6	7	5	6	6	6	6
Don't know		<1	<1	-	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	3.43	3.39	3.36	3.45	3.41	3.37	3.48

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	20	22	16	22	18	22	19
	(4)	28	30	31	26	32	29	27
	(3)	32	31	29	35	31	29	34
	(2)	14	12	18	12	15	15	14
Not a Priority	(1)	6	5	7	4	5	6	6
Don't know		<1	1	<1	<1	-	<1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	3.52	3.31	3.50	3.44	3.45	3.40

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities – Expand Ped. And Bicycle Routes

Overall, respondents rated increasing freeway lanes 3.29 out of 5.00. Lower income, younger, renters, and those who have used transit in the last months rate this priority higher than do other respondents.

Expand bicycle and pedestrian routes

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	20	21	20	20	21	20	23	17
	(4)	25	24	29	32	23	21	27	23
	(3)	27	28	26	23	28	30	27	27
	(2)	17	17	15	16	16	17	15	19
Not a Priority	(1)	11	11	10	9	11	12	8	14
Don't know		<1	<1	-	-	<1	-	<1	-
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.29**	**3.27**	**3.34**	**3.38**	**3.28**	**3.20**	**3.40**	**3.09**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	20	30	21	20	15	24	19
	(4)	25	19	26	25	30	27	24
	(3)	27	26	28	28	29	24	28
	(2)	17	17	16	16	16	17	16
Not a Priority	(1)	11	8	10	11	10	8	12
Don't know		<1	-	-	-	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.29**	**3.46**	**3.33**	**3.27**	**3.25**	**3.41**	**3.24**

Plan Bay Area Funding Priorities – Increase Freeway Lanes

Overall, respondents rated increasing freeway lanes 3.07 out of 5.00. This was the lowest rated priority.

Those who did not use transit in the past two months rated this priority the 2.98, indicating that drivers feel that there are enough lanes for carpoolers and bus riders.

Increase the number of freeway lanes for carpoolers and bus riders

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
High Priority	(5)	15	14	18	16	15	14	14	16
	(4)	22	21	25	22	22	21	23	20
	(3)	30	30	31	35	28	28	32	26
	(2)	21	23	18	19	23	21	21	23
Not a Priority	(1)	12	13	8	7	12	15	10	16
Don't know		<1	1	<1	1	<1	1	1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.07**	**2.99**	**3.26**	**3.22**	**3.03**	**2.97**	**3.12**	**2.98**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
High Priority	(5)	15	28	16	12	11	20	13
	(4)	22	18	27	21	20	23	22
	(3)	30	21	28	34	33	29	30
	(2)	21	16	21	23	21	21	22
Not a Priority	(1)	12	15	8	10	15	7	13
Don't know		<1	3	<1	-	-	1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.07**	**3.31**	**3.22**	**3.02**	**2.91**	**3.29**	**3.00**

COREY, CANAPARY & GALANIS

Support of Reducing Driving to Decrease Greenhouse Gas Emissions

Overall, two thirds (64%) of respondents supported this strategy, rated it 3.78 (out of 5.00). Respondents who earned between $25K and $75K, transit users, and renters were most likely to support the strategy.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Support strongly (5)	36	36	37	36	32	41	40	29
(4)	28	28	30	33	28	23	29	26
(3)	21	21	23	19	24	20	21	22
(2)	7	6	7	8	6	6	5	9
Oppose strongly (1)	8	9	4	4	9	10	5	13
Don't know	<1	<1	<1	-	1	<1	<1	<1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.78**	**3.74**	**3.89**	**3.88**	**3.69**	**3.80**	**3.95**	**3.50**

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Support strongly (5)	36	47	41	35	31	41	33
(4)	28	17	29	30	31	27	29
(3)	21	19	20	21	20	21	22
(2)	7	7	6	6	9	6	7
Oppose strongly (1)	8	10	5	8	8	5	9
Don't know	<1	-	-	<1	<1	<1	<1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.78**	**3.84**	**3.96**	**3.77**	**3.70**	**3.94**	**3.71**

COREY, CANAPARY & GALANIS

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

Overall, respondents felt that allowing new housing, offices and shops to be built in the centers of cities and towns near public transit was the best policy for reducing the use of cars and decreasing greenhouse gas emissions. Also popular was building more affordable housing near public transit for residents without cars who depend on public transit. The fee for miles driven was, by far, the least popular option.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%
New housing, offices, shops near transit	67	68	66	66	69	67	72	59
More affordable housing near transit	65	62	71	70	61	64	71	54
Pre-tax dollars for commuting	61	60	65	65	63	55	66	53
Require building in city limits	44	45	43	48	43	41	47	38
Fee based upon miles driven	16	15	17	12	16	19	18	13

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%
New housing, offices, shops near transit	67	71	67	68	68	69	67
More affordable housing near transit	65	82	71	66	52	75	61
Pre-tax dollars for commuting	61	63	62	64	60	68	59
Require building in city limits	44	46	47	44	42	49	42
Fee based upon miles driven	16	24	17	14	16	21	14

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Potential Car Use/Greenhouse Gas Reduction Strategies – New Housing, Offices, Shops Near Transit

Respondents in general rated this highest of all of the strategies at 3.85. This strategy was most popular with transit users and renters.

Allow new housing, offices and shops to be built in the centers of cities and towns near public transit?

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Support strongly	(5)	31	31	31	28	31	35	35	24
	(4)	36	37	35	38	39	32	37	35
	(3)	23	22	24	25	22	22	21	25
	(2)	6	6	6	7	5	7	4	9
Oppose strongly	(1)	4	4	3	2	4	5	2	6
Don't know		<1	<1	-	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.85	3.86	3.85	3.81	3.88	3.86	3.99	3.62

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Support strongly	(5)	31	39	28	31	33	36	30
	(4)	36	32	38	38	36	32	38
	(3)	23	17	22	23	24	23	22
	(2)	6	8	8	5	5	6	7
Oppose strongly	(1)	4	5	3	3	3	3	4
Don't know		<1	-	-	<1	<1	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.85	3.93	3.81	3.88	3.90	3.94	3.82

COREY, CANAPARY & GALANIS

Potential Car Use/Greenhouse Gas Reduction Strategies – More Affordable Housing Near Transit

Overall, respondents rated this strategy 3.80. It was most popular with renters and respondents earning less than $25K a year.

Build more affordable housing near public transit for residents without cars who depend on public transit.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Support strongly (5)	33	32	38	37	29	36	37	27
(4)	31	31	33	33	28	28	34	28
(3)	21	22	19	20	23	20	18	26
(2)	9	10	7	7	10	10	7	13
Oppose strongly (1)	5	6	2	3	5	6	4	6
Don't know	<1	<1	1	1	-	1	<1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.80	3.72	3.97	3.95	3.70	3.79	3.94	3.57

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Support strongly (5)	33	57	36	33	25	43	29
(4)	31	25	35	33	27	32	32
(3)	21	11	18	21	28	16	23
(2)	9	4	8	9	15	6	11
Oppose strongly (1)	5	3	4	4	5	3	5
Don't know	<1	-	<1	<1	1	-	<1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	3.80	4.29	3.92	3.82	3.53	4.07	3.69

COREY, CANAPARY & GALANIS

Potential Car Use/Greenhouse Gas Reduction Strategies – Pre-Tax Dollars For Commuting

Respondents overall rated this strategy 3.65. Transit users and renters were most likely to support this strategy.

Require employers to offer a plan which allows employees to use pre-tax dollars to cover the cost of commuting by public transit or vanpooling.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Support strongly (5)	34	34	35	37	37	28	39	26
(4)	27	26	30	29	27	27	28	26
(3)	19	19	18	19	18	20	18	20
(2)	9	9	9	9	9	9	7	12
Oppose strongly (1)	11	12	8	8	9	16	8	15
Don't know	1	1	-	-	<1	1	<1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.65**	**3.62**	**3.75**	**3.78**	**3.73**	**3.43**	**3.82**	**3.37**

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Support strongly (5)	34	38	32	40	35	40	32
(4)	27	25	30	24	25	28	27
(3)	19	20	20	17	16	17	19
(2)	9	6	9	10	9	7	10
Oppose strongly (1)	11	11	9	7	15	8	12
Don't know	1	<1	1	1	-	<1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.65**	**3.72**	**3.68**	**3.80**	**3.56**	**3.85**	**3.57**

COREY, CANAPARY & GALANIS

Potential Car Use/Greenhouse Gas Reduction Strategies – Require Building in City Limits

Respondents overall rated this strategy 3.28. It was most popular with respondents whose income was between $25K and $75K, respondents between 18 and 34 years of age, and renters.

Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Support strongly (5)	20	20	19	20	20	19	21	18
(4)	24	25	24	28	23	23	27	21
(3)	30	27	37	35	29	28	31	30
(2)	14	15	12	11	16	15	13	16
Oppose strongly (1)	11	13	7	7	12	14	8	15
Don't know	1	1	1	-	1	1	1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.28**	**3.25**	**3.37**	**3.44**	**3.24**	**3.18**	**3.39**	**3.10**

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Support strongly (5)	20	27	21	18	19	24	18
(4)	24	19	26	26	23	25	24
(3)	30	24	36	28	31	31	30
(2)	14	18	11	16	16	12	16
Oppose strongly (1)	11	10	6	12	12	8	12
Don't know	1	2	1	1	<1	1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.28**	**3.37**	**3.45**	**3.23**	**3.21**	**3.44**	**3.21**

COREY, CANAPARY & GALANIS

Potential Car Use/Greenhouse Gas Reduction Strategies – Fee Based Upon Miles Driven

Respondents overall rated this strategy 2.10 – the lowest-rated strategy among any of those asked about in this group of car use/greenhouse reduction strategies.

Lower-income respondents, transit riders, and older respondents rated this strategy higher than did other subgroups.

Charge drivers a new fee based on the number of annual miles driven.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Support strongly (5)	7	6	8	5	7	7	8	5
(4)	9	10	9	7	9	12	10	8
(3)	18	18	19	19	18	18	20	15
(2)	19	19	18	20	19	18	21	15
Oppose strongly (1)	47	47	46	48	47	46	41	56
Don't know	<1	<1	1	1	1	-	1	<1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	2.10	2.08	2.15	2.01	2.11	2.17	2.21	1.90

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Support strongly (5)	7	14	5	6	7	8	6
(4)	9	10	12	8	9	14	8
(3)	18	17	21	18	15	17	19
(2)	19	10	21	19	21	19	19
Oppose strongly (1)	47	48	42	48	47	42	48
Don't know	<1	1	-	1	-	1	<1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	2.10	2.32	2.17	2.04	2.08	2.25	2.04

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs (Overview)

Overall, respondents indicated that they would be most likely to accept more homes and traffic in their community if it was ensuring a robust and prosperous Bay Area economy. They would be less likely to accept increased housing density if it meant more neighborhood amenities such as restaurants and shops.

In most cases, younger respondents, lower-income respondents, transit riders and renters were the most willing to make the tradeoffs.

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.
I would be willing to accept more homes and traffic in my community if… _____.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Robust Bay Area economy	69	65	77	74	70	62	72	64
More jobs close to my home	66	63	74	72	67	59	70	59
Protected open space	62	61	64	66	62	56	66	55
More public transit	56	53	64	62	55	52	63	44
Increased affordable housing	51	47	60	60	49	45	57	41
More bicycle and pedestrian paths	47	45	51	51	48	41	52	38
More neighborhood amenities	43	44	43	46	45	39	47	38

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Robust Bay Area economy	69	77	73	70	67	76	66
More jobs close to my home	66	67	68	67	65	75	63
Protected open space	62	71	65	63	55	68	59
More public transit	56	66	61	53	56	68	51
Increased affordable housing	51	68	61	48	41	67	45
More bicycle and pedestrian paths	47	53	51	48	43	55	44
More neighborhood amenities	43	38	46	46	51	46	42

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – Robust Bay Area Economy

At 3.89 (out of 5.00) overall, this was the highest rated tradeoff. Younger respondents, lower-income respondents, and renters were the most willing to make this tradeoff.

I would be willing to accept more homes and traffic in my community if it helped ensure a robust and prosperous Bay Area economy.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	37	35	40	42	33	36	41	30
	(4)	32	30	37	32	37	26	31	34
	(3)	20	21	16	19	19	21	18	22
	(2)	6	7	4	4	6	9	6	7
Disagree strongly	(1)	5	6	3	3	5	7	4	8
Don't know		<1	1	-	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.89	3.82	4.07	4.06	3.87	3.75	3.99	3.72

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	37	47	36	38	35	44	34
	(4)	32	29	37	32	32	32	32
	(3)	20	8	18	22	18	16	21
	(2)	6	10	4	5	9	5	7
Disagree strongly	(1)	5	6	5	3	6	3	6
Don't know		<1	<1	1	-	-	<1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.89	4.02	3.95	3.97	3.82	4.11	3.81

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – More Jobs Close to My Home

Respondents overall rated this tradeoff 3.83. Lower-income respondents, younger respondents, and renters were the most willing to make this tradeoff.

I would be willing to accept more homes and traffic in my community if it meant more jobs close to my home.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	36	34	42	41	36	31	38	32
	(4)	30	29	33	31	31	28	32	27
	(3)	21	21	20	21	20	22	20	22
	(2)	7	9	3	3	8	10	6	9
Disagree strongly	(1)	6	7	4	4	5	9	4	10
Don't know		<1	<1	-	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.83	3.74	4.06	4.02	3.86	3.62	3.96	3.63

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	36	52	39	34	35	45	32
	(4)	30	15	29	33	30	29	31
	(3)	21	22	19	23	19	18	22
	(2)	7	7	7	6	9	3	9
Disagree strongly	(1)	6	4	6	4	8	4	7
Don't know		<1	-	-	<1	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.83	4.02	3.88	3.88	3.76	4.09	3.73

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – Protected Open Space

Respondents overall rated this tradeoff 3.71 out of 5.00. Lower-income respondents, transit riders, renters, and younger respondents were the most willing to make this tradeoff.

I would be willing to accept more homes and traffic in my community if it helped protect open space in the Bay Area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	33	33	32	35	32	31	35	28
	(4)	29	28	32	32	31	25	31	27
	(3)	21	21	23	18	22	23	20	23
	(2)	9	10	9	9	8	10	8	10
Disagree strongly	(1)	7	8	5	6	7	9	6	10
Don't know		1	1	-	<1	<1	1	<1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.71	3.69	3.78	3.80	3.73	3.59	3.81	3.53

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	33	41	38	33	25	39	30
	(4)	29	30	27	30	30	29	29
	(3)	21	13	22	22	22	19	22
	(2)	9	11	8	7	15	8	10
Disagree strongly	(1)	7	4	5	7	8	5	9
Don't know		1	1	<1	1	-	<1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.71	3.93	3.85	3.75	3.48	3.91	3.62

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – More Public Transit

Overall, this tradeoff was rated 3.71 by all respondents. As may be expected, transit riders were most likely to rate this tradeoff highly.

I would be willing to accept more homes and traffic in my community if it meant more public transit in my area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	26	26	27	28	23	28	31	18
	(4)	30	27	37	35	32	23	32	27
	(3)	23	24	20	23	23	24	22	26
	(2)	11	11	10	10	11	12	9	15
Disagree strongly	(1)	10	11	6	5	11	13	7	15
Don't know		<1	<1	-	-	-	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.52**	**3.45**	**3.68**	**3.70**	**3.44**	**3.44**	**3.72**	**3.17**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	26	41	29	25	23	33	23
	(4)	30	25	32	29	33	35	28
	(3)	23	12	23	28	18	20	25
	(2)	11	15	9	11	15	9	12
Disagree strongly	(1)	10	7	7	9	11	4	12
Don't know		<1	1	-	<1	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.52**	**3.79**	**3.66**	**3.50**	**3.44**	**3.86**	**3.38**

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – Increased Affordable Housing

Respondents overall rated this strategy 3.41. Lower-income respondents, renters, transit riders, and younger respondents rated this strategy higher than did other subgroups.

I would be willing to accept more homes and traffic in my community if it increased the availability of affordable housing in my area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	24	21	33	31	22	22	27	20
	(4)	27	26	27	29	27	23	30	21
	(3)	26	26	25	26	23	28	24	27
	(2)	13	14	9	7	15	14	11	16
Disagree strongly	(1)	11	13	7	7	12	13	8	16
Don't know		<1	<1	-	-	<1	<1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	3.29	3.70	3.68	3.31	3.27	3.58	3.13

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	24	48	30	21	17	40	18
	(4)	27	20	31	27	24	27	27
	(3)	26	21	20	30	27	21	27
	(2)	13	6	10	14	17	8	15
Disagree strongly	(1)	11	5	10	8	15	5	14
Don't know		<1	-	-	<1	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.41	4.00	3.60	3.41	3.10	3.89	3.21

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – More Bicycle and Pedestrian Paths

Respondents overall rated this tradeoff at 3.27. Renters and transit riders were more likely to rate this tradeoff higher.

I would be willing to accept more homes and traffic in my community if it meant more bicycle and pedestrian paths in my area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	23	21	26	22	24	22	26	17
	(4)	24	24	25	29	25	19	26	21
	(3)	25	26	23	25	25	25	24	26
	(2)	14	14	13	9	14	19	13	16
Disagree strongly	(1)	14	15	13	15	13	15	11	20
Don't know		<1	<1	<1	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.27**	**3.23**	**3.39**	**3.35**	**3.32**	**3.14**	**3.44**	**2.99**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	23	26	23	22	23	25	22
	(4)	24	26	28	26	21	30	22
	(3)	25	22	25	22	30	24	25
	(2)	14	8	12	15	16	10	16
Disagree strongly	(1)	14	18	12	15	11	11	15
Don't know		<1	-	-	1	-	<1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.27**	**3.36**	**3.38**	**3.26**	**3.29**	**3.49**	**3.19**

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs – More Neighborhood Amenities

At 3.17 overall, this was the lowest rated tradeoff. Renters, higher-income respondents, and transit riders were most likely to accept this tradeoff.

I would be willing to accept more homes and traffic in my community if it meant more neighborhood amenities such as restaurants and shops in my area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	19	17	22	21	19	16	20	15
	(4)	25	26	21	25	26	23	26	22
	(3)	26	26	27	23	27	28	26	26
	(2)	16	16	17	17	16	16	17	16
Disagree strongly	(1)	14	15	13	14	12	17	10	20
Don't know		<1	<1	-	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.17**	**3.16**	**3.22**	**3.21**	**3.24**	**3.05**	**3.30**	**2.97**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	19	22	20	20	20	24	16
	(4)	25	16	26	26	31	22	26
	(3)	26	24	29	26	20	26	26
	(2)	16	16	14	16	17	18	16
Disagree strongly	(1)	14	22	12	13	12	11	15
Don't know		<1	-	-	<1	-	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.17**	**3.00**	**3.29**	**3.24**	**3.30**	**3.31**	**3.12**

COREY, CANAPARY & GALANIS

Regional Planning Vs. Local Planning

Overall, half of respondents (51%) felt that local cities and counties, instead of a regional agency should plan. Only 4% felt that regional and local agencies should be equal.

Which statement do you agree with more:
a) There should be a regional plan guiding housing and commercial development in the Bay Area. OR
b) Local cities and counties on their own should plan housing and commercial development in their area.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Local cities and counties should plan	51	51	49	53	49	51	46	59
Regional plan	44	43	46	42	45	43	49	35
Regional and local should be equal	4	4	2	2	5	3	3	4
Don't know/Refused	2	2	3	3	1	3	2	2
	100	100	100	100	100	100	100	100

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Local cities and counties should plan	51	57	54	48	43	48	52
Regional plan	44	35	42	48	52	47	42
Regional and local should be equal	4	4	3	3	2	3	4
Don't know/Refused	2	4	1	2	3	2	2
	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Why is that? (Prefer regional planning)

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Regional Preferred)	702	475	226	204	283	215	493	208
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Comprehensive/Long-term planning/ Broad perspective	31	35	23	26	31	36	31	33
Effective/Efficient planning/Provide direction/expertise/authority	31	29	35	32	29	32	32	29
Consistency/Continuity/Uniformity/ Coordinated results	19	22	15	18	22	17	20	19
Local areas have other priorities/needs	19	21	13	19	19	18	17	22
Collaborative effort/Work together	18	17	20	20	17	17	19	15
Bay Area counties/cities interconnected/ interdependent	14	15	10	11	16	14	15	12
Benefits whole Bay Area/Common good	12	10	17	13	13	11	13	11
Cost effective/Makes financial sense	10	10	11	10	12	7	10	9
Improve transportation/traffic congestion	7	7	6	6	6	8	6	7
Local government is ineffective	6	6	5	5	6	5	5	7

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Regional Preferred)	702	45	51	81	55	216	475
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Comprehensive/Long-term planning/ Broad perspective	31	17	30	36	38	26	34
Effective/Efficient planning/Provide direction/expertise/authority	31	22	35	31	25	33	30
Consistency/Continuity/Uniformity/ Coordinated results	19	17	16	21	23	19	20
Local areas have other priorities/needs	19	8	16	21	24	17	20
Collaborative effort/Work together	18	26	14	16	16	21	16
Bay Area counties/cities interconnected/ interdependent	14	6	13	15	19	14	13
Benefits whole Bay Area/Common good	12	23	11	13	14	16	11
Cost effective/Makes financial sense	10	10	14	11	9	12	9
Improve transportation/traffic congestion	7	7	7	8	3	7	7
Local government is ineffective	6	1	7	5	8	5	6

COREY, CANAPARY & GALANIS

Why is that? (Prefer regional planning)

Base (Regional Preferred)	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
	702	475	226	204	283	215	493	208
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Improve housing/Make affordable housing	4	4	4	3	4	6	4	5
Avoids politics/special interests/corruption	3	4	2	1	4	4	3	3
Create jobs/Improve economy	3	2	4	4	3	1	3	2
Reduce urban sprawl/Protect open space	2	2	1	1	2	4	2	2
Improve environment/Reduce pollution	<1	<1	<1	-	1	-	<1	<1
Other	<1	<1	<1	-	1	-	<1	<1
Don't know	2	1	4	2	1	1	1	2

Base (Regional Preferred)	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
	702	45	51	81	55	216	475
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Improve housing/Make affordable housing	4	5	5	5	2	5	4
Avoids politics/special interests/corruption	3	<1	3	3	4	1	4
Create jobs/Improve economy	3	-	7	2	<1	5	1
Reduce urban sprawl/Protect open space	2	5	1	2	1	1	2
Improve environment/Reduce pollution	<1	-	-	1	1	-	1
Other	<1	2	<1	-	-	1	-
Don't know	2	4	2	1	<1	3	1

COREY, CANAPARY & GALANIS

Why is that? (Prefer local planning)

Base (Local Preferred)	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
	818	572	241	255	308	255	469	349
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues better	32	32	33	31	35	30	31	34
One plan doesn't fit all/Communities have unique qualities/different needs	27	25	30	36	24	20	29	23
Control own destiny/future/Make own decisions	15	18	10	12	14	21	14	17
Community involvement/input/Live in/ Vote in community	13	12	16	15	10	13	11	15
Local community/government capable/effective	12	13	11	12	14	10	14	10
Big government bureaucracy/ interference/regulation	10	12	3	5	11	13	8	12
Community benefit/opportunities	8	7	10	10	9	5	9	7
Financial control/Cost effective	7	6	7	7	6	8	5	8
Lack of fairness/concern/Self-interest	6	7	3	4	5	7	4	7
Responsibility/Accountability	5	5	6	5	6	4	5	5

Base (Local Preferred)	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
	818	74	225	222	117	221	580
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues better	32	40	31	30	29	35	31
One plan doesn't fit all/Communities have unique qualities/different needs	27	27	27	32	28	27	27
Control own destiny/future/Make own decisions	15	18	14	16	16	10	18
Community involvement/input/Live in/ Vote in community	13	10	12	15	13	12	13
Local community/government capable/effective	12	7	10	14	12	10	14
Big government bureaucracy/ interference/regulation	10	4	8	13	10	8	10
Community benefit/opportunities	8	14	11	5	8	14	6
Financial control/Cost effective	7	8	7	8	4	6	7
Lack of fairness/concern/Self-interest6	3	5	9	5	5	6	
Responsibility/Accountability	5	5	3	3	6	3	5

COREY, CANAPARY & GALANIS

Why is that? (Prefer local planning)

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base (Local Preferred)	818	572	241	255	308	255	469	349
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%
Housing/development/land use issues	3	4	1	<1	4	5	2	4
Coordinate with regional, include local input	3	3	3	1	3	4	2	3
Avoid politics/special interests/corruption	3	3	1	2	1	5	2	3
Lack of agreement/Not work together	2	3	1	2	2	4	3	2
Transportation/Traffic issues	1	1	1	<1	2	2	1	1
Other	1	1	<1	-	1	-	1	<1
Don't know	3	2	4	2	3	2	3	2

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base (Local Preferred)	818	74	225	222	117	221	580
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%
Housing/development/land use issues	3	3	3	4	3	2	4
Coordinate with regional, include local input	3	1	1	3	6	<1	3
Avoid politics/special interests/corruption	3	7	2	4	1	3	3
Lack of agreement/Not work together	2	1	3	1	4	3	2
Transportation/Traffic issues	1	-	2	2	2	1	1
Other	1	-	1	1	-	1	1
Don't know	3	7	4	-	2	6	1

Attitudinal Statements – Overview

Among all respondents, the idea that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area was the highest rated. A new fee on rental cars in the Bay Area, with the proceeds used to support public transit was the lowest rated.

I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Agencies Should Attract Jobs/ Promote Economy	83	82	85	84	83	81	83	82
Public Transit Speed/Reliability	70	67	76	77	71	62	76	60
Bike/Walk Focus	67	66	69	71	65	65	63	58
Transportation Investments	61	59	66	66	58	60	67	64
Housing/Commercial Development Near Transit	63	63	64	63	63	64	69	54
Lifestyle Changes	60	56	67	69	59	52	63	54
Too Many Agencies in Housing/Trans.	40	42	34	32	41	46	40	40
Smaller House Tradeoff	46	45	49	47	45	47	51	39
Rental Car Fee	35	33	41	45	31	31	38	31

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Agencies Should Attract Jobs/ Promote Economy	83	89	87	80	82	85	82
Public Transit Speed/Reliability	70	77	69	71	72	76	67
Bike/Walk Focus	67	66	70	68	65	72	65
Transportation Investments	61	62	69	59	55	67	59
Housing/Commercial Development Near Transit	63	65	67	63	59	68	61
Lifestyle Changes	60	74	63	60	59	69	56
Too Many Agencies in Housing/Trans.	40	30	36	41	39	38	41
Smaller House Tradeoff	46	53	53	43	49	57	42
Rental Car Fee	35	49	36	35	33	42	32

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Attitudinal Statements – Local/Regional Agency Role in Attracting Jobs/Promoting Economy

Among all respondents, 83% agree that local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area. Respondents with lower incomes were most likely to agree with the statement and home owners and non-transit users were the least likely to agree.

Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	52	52	52	51	50	54	53	50
	(4)	31	30	33	33	33	27	31	32
	(3)	12	13	10	12	12	12	12	12
	(2)	3	3	3	2	2	4	2	3
Disagree strongly	(1)	3	3	2	2	2	3	2	3
Don't know		<1	<1	1	-	<1	1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**4.27**	**4.25**	**4.32**	**4.29**	**4.26**	**4.26**	**4.29**	**4.23**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	52	66	51	53	51	58	49
	(4)	31	23	37	27	31	28	32
	(3)	12	3	10	16	11	9	13
	(2)	3	3	1	2	4	4	2
Disagree strongly	(1)	3	4	1	2	3	2	3
Don't know		<1	-	<1	<1	<1	<1	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**4.27**	**4.44**	**4.34**	**4.28**	**4.25**	**4.36**	**4.23**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Public Transit Speed/Reliability

Among all respondents, 70% would take public transit more often if it was faster and more reliable. Those making less than $25K a year would be most likely to agree and non-transit users would be the least.

I would take public transit more often if it was faster and more reliable.

	ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
		LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base	1,610	1,117	489	483	628	499	1,014	596
	%	%	%	%	%	%	%	%
Agree strongly (5)	48	44	56	54	48	40	54	36
(4)	22	23	21	22	22	22	22	23
(3)	12	13	10	10	11	15	10	16
(2)	9	9	7	8	9	9	8	10
Disagree strongly (1)	9	11	5	6	9	12	6	13
Don't know	1	1	1	<1	1	1	1	1
	100	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.92**	**3.82**	**4.15**	**4.12**	**3.93**	**3.69**	**4.10**	**3.59**

	ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
		<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base	1,610	129	415	465	272	458	1,122
	%	%	%	%	%	%	%
Agree strongly (5)	48	52	43	51	50	55	45
(4)	22	25	27	21	21	21	23
(3)	12	14	13	11	11	9	13
(2)	9	3	10	9	8	7	10
Disagree strongly (1)	9	4	9	9	9	7	10
Don't know	1	3	-	<1	<1	1	1
	100	100	100	100	100	100	100
MEAN (out of 5.00)	**3.92**	**4.21**	**3.85**	**3.96**	**3.96**	**4.12**	**3.84**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Bike/Walk Focus

Among all respondents, 67% agree that throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car for every trip. Respondents between 18 and 34 years of age and renters were most likely to agree with this and non-transit users were the least likely.

Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car for every trip.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	42	40	46	51	38	39	46	34
	(4)	25	26	23	20	28	26	26	24
	(3)	19	19	19	19	20	19	17	23
	(2)	7	7	8	6	8	8	6	9
Disagree strongly	(1)	6	7	5	4	7	9	5	10
Don't know		<1	<1	<1	-	<1	<1	<1	<1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.88**	**3.85**	**3.98**	**4.08**	**3.81**	**3.79**	**4.03**	**3.63**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	42	50	44	44	40	48	39
	(4)	25	16	26	24	26	23	26
	(3)	19	20	21	17	21	19	19
	(2)	7	10	6	8	7	6	8
Disagree strongly	(1)	6	4	4	7	7	3	8
Don't know		<1	-	-	<1	<1	-	<1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.88**	**3.97**	**3.99**	**3.91**	**3.85**	**4.07**	**3.80**

Attitudinal Statements – Transportation Investments

Among all respondents, 61% agree that transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit service. The subgroup most likely to agree with this is those making between $25K and $75K a year. The subgroup least likely to agree with this is those making over $150K.

Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit service.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	32	31	35	35	30	32	34	30
	(4)	29	28	31	31	28	28	30	28
	(3)	22	23	20	21	25	20	21	24
	(2)	9	10	8	9	8	10	9	9
Disagree strongly	(1)	6	7	6	4	8	6	5	8
Don't know		1	2	1	-	2	3	1	2
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.73**	**3.68**	**3.83**	**3.83**	**3.66**	**3.71**	**3.78**	**3.64**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	32	38	33	32	34	38	30
	(4)	29	24	36	27	21	29	29
	(3)	22	20	19	25	23	19	23
	(2)	9	9	7	10	12	10	9
Disagree strongly	(1)	6	9	3	5	10	4	7
Don't know		1	-	1	2	1	-	2
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.73**	**3.74**	**3.89**	**3.72**	**3.57**	**3.87**	**3.66**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Housing/Commercial Development Near Transit

Among all respondents, 63% agree that the Bay Area economy will benefit if more housing and commercial development is built near public transit. Renters were most likely to agree and respondents making over $150K a year were the least likely to agree.

Our Bay Area economy will benefit if more housing and commercial development is built near public transit.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	32	32	32	33	27	36	37	23
	(4)	31	31	32	30	36	27	32	31
	(3)	24	23	25	27	25	20	22	27
	(2)	8	8	8	7	7	9	5	12
Disagree strongly	(1)	4	5	2	2	5	5	4	5
Don't know		1	1	2	1	<1	2	1	2
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.79**	**3.77**	**3.84**	**3.86**	**3.72**	**3.81**	**3.93**	**3.55**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	32	39	33	30	30	38	29
	(4)	31	26	34	33	29	31	32
	(3)	24	24	25	22	26	24	24
	(2)	8	8	6	7	9	5	9
Disagree strongly	(1)	4	1	2	6	5	2	5
Don't know		1	2	1	1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.79**	**3.96**	**3.92**	**3.75**	**3.71**	**3.98**	**3.71**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Lifestyle Changes

Among all respondents, 60% agree that Changes will be needed in my community and in my lifestyle to improve quality of life in the Bay Area in the future. Respondents making less than $25K a year were most likely to agree and likely voters and non-transit riders were the least likely to agree.

Changes will be needed in my community and in my lifestyle to improve quality of life in the Bay Area in the future.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	31	28	39	36	28	30	32	29
	(4)	29	29	29	34	31	21	31	25
	(3)	24	26	18	21	23	26	23	25
	(2)	8	9	8	5	10	10	7	10
Disagree strongly	(1)	8	9	5	5	7	11	6	10
Don't know		1	1	1	1	1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.67**	**3.58**	**3.88**	**3.92**	**3.62**	**3.50**	**3.75**	**3.54**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	31	53	28	32	29	41	27
	(4)	29	21	35	28	30	28	29
	(3)	24	18	22	26	23	20	25
	(2)	8	6	8	7	9	6	9
Disagree strongly	(1)	8	1	6	7	8	4	9
Don't know		1	1	<1	1	1	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.67**	**4.21**	**3.71**	**3.71**	**3.64**	**3.95**	**3.57**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Too Many Agencies Involved in Housing/Transportation

Among all respondents, 40% agree that the Bay Area has too many regional and local government agencies involved in housing and transportation issues. Likely voters and homeowners were most likely to agree with the statement and those making less than $25K a year were the least likely.

The Bay Area has too many regional and local government agencies involved in housing and transportation issues.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	22	25	17	15	23	30	22	23
	(4)	17	18	16	17	18	16	18	17
	(3)	32	30	35	37	33	24	32	31
	(2)	10	10	10	16	8	8	10	10
Disagree strongly	(1)	7	7	7	6	4	10	7	6
Don't know		12	11	15	9	15	12	12	13
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		3.44	3.49	3.33	3.20	3.56	3.55	3.44	3.45

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	22	21	20	23	22	20	24
	(4)	17	9	16	19	17	18	17
	(3)	32	29	38	30	29	32	31
	(2)	10	12	11	12	10	11	10
Disagree strongly	(1)	7	16	6	5	7	8	6
Don't know		12	13	11	12	15	12	12
		100	100	100	100	100	100	100
MEAN (out of 5.00)		3.44	3.07	3.37	3.48	3.44	3.35	3.49

COREY, CANAPARY & GALANIS

Attitudinal Statements – Smaller House Tradeoff

Among all respondents, 46% would be willing to live in a smaller house if it was closer to work, shopping, and restaurants. Renters were the most likely to agree with this statement, Non-transit users were the least.

I would be willing to live in a smaller house to be closer to work, shopping and restaurants.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	27	26	28	28	25	27	29	22
	(4)	20	20	20	19	20	21	22	17
	(3)	19	18	21	22	19	16	19	18
	(2)	14	15	14	16	17	10	14	15
Disagree strongly	(1)	20	21	16	15	19	25	15	28
Don't know		1	1	1	<1	<1	2	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.19**	**3.14**	**3.32**	**3.29**	**3.15**	**3.14**	**3.36**	**2.90**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	27	32	32	25	28	33	24
	(4)	20	21	21	18	21	24	18
	(3)	19	10	21	20	20	19	19
	(2)	14	16	14	14	15	12	16
Disagree strongly	(1)	20	19	13	23	17	12	23
Don't know		1	2	<1	1	-	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.19**	**3.32**	**3.45**	**3.07**	**3.27**	**3.56**	**3.04**

COREY, CANAPARY & GALANIS

Attitudinal Statements – Rental Car Fee

Among all respondents, 35% would consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit. Respondents making less than $25K a year were most likely to support this plan and non-transit riders were the least likely.

We should consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit.

		ALL RESPONDENTS	VOTING PROPENSITY		AGE			USED TRANSIT IN PAST 2 MONTHS	
			LIKELEY	UNLIKELY	18-34	35-54	55+	YES	NO
Base		1,610	1,117	489	483	628	499	1,014	596
		%	%	%	%	%	%	%	%
Agree strongly	(5)	15	13	20	19	13	13	16	13
	(4)	20	20	21	26	18	17	22	18
	(3)	24	24	23	28	22	23	25	23
	(2)	18	18	19	14	22	17	18	18
Disagree strongly	(1)	22	25	18	12	25	29	19	28
Don't know		1	1	1	1	1	1	1	1
		100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.87**	**2.78**	**3.07**	**3.26**	**2.71**	**2.69**	**2.97**	**2.70**

		ALL RESPONDENTS	HOUSEHOLD INCOME				HOME	
			<$25K	$25-$75K	$75-$150K	$150K+	RENT	OWN
Base		1,610	129	415	465	272	458	1,122
		%	%	%	%	%	%	%
Agree strongly	(5)	15	26	14	14	15	19	13
	(4)	20	23	22	21	17	23	19
	(3)	24	25	30	22	19	26	24
	(2)	18	12	16	20	21	16	19
Disagree strongly	(1)	22	14	17	23	25	15	25
Don't know		1	<1	1	<1	2	1	1
		100	100	100	100	100	100	100
MEAN (out of 5.00)		**2.87**	**3.34**	**3.00**	**2.83**	**2.76**	**3.15**	**2.75**

COREY, CANAPARY & GALANIS

Select Results By County

Results were weighted to provide proportional representation on the county level. The bases displayed in this section are the weighted bases. The actual number of surveys recorded in each county is:

Total: 1,610
Alameda: 249
Contra Costa: 211
Santa Clara: 251
San Francisco: 177
San Mateo: 167
Marin: 128
Napa: 125
Solano: 139
Sonoma: 163

COREY, CANAPARY & GALANIS

Perception of General Issues

Most county subgroups were slightly above or below the average for all respondents. Notably, respondents in San Mateo, Marin, and Napa counties were much more likely to rate the upkeep of roads and freeways excellent or good than the average respondent. Also, respondents in Napa and Solano counties were twice as likely to rate the availability of affordable housing excellent or good, than the average respondent.

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ (ask for each) in the Bay Area?

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Preservation of open space	63	65	64	61	61	66	74	67	57	54
Economic growth/prosperity	36	33	27	45	44	43	31	38	20	25
Quality of public transit	36	38	45	28	36	41	33	38	48	23
Upkeep of roads and freeways	24	24	28	22	17	31	31	40	19	17
Traffic flow on roads and freeways	16	12	14	19	21	20	23	18	10	17
Availability of affordable housing	9	8	10	9	5	8	11	18	21	8

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Perception of Plan's Importance

Respondents in Napa County were most likely to feel it is important to establish a regional plan, residents of Santa Clara County were the least.

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it. In general, how important do you think it is to establish this type of a regional plan?

		ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base		1,610	340	237	401	182	161	56	31	93	109
		%	%	%	%	%	%	%	%	%	%
Very important	(5)	66	68	68	67	67	61	65	67	61	67
	(4)	21	20	21	17	19	27	21	28	25	22
	(3)	8	6	7	9	8	8	8	4	9	7
	(2)	3	2	2	4	2	3	3	1	2	3
Not at all Important	(1)	3	3	3	3	2	1	3	<1	3	2
Don't know		<1	1	-	-	1	-	1	-	-	-
		100	100	100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**4.46**	**4.49**	**4.49**	**4.41**	**4.48**	**4.44**	**4.43**	**4.60**	**4.39**	**4.50**

RECAP	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	%	%	%	%	%	%	%	%	%	%
Important (4 or 5)	87	87	89	84	86	88	86	95	86	89
Neutral (3)	8	6	7	9	8	8	8	4	9	7
Not important (2 or 1)	5	5	4	7	5	4	6	1	5	5
Don't know	<1	1	-	-	1	-	1	-	-	-
	100	100	100	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Why is that? (Rated plan as important)*

Base (Rated Plan Importance 4 or 5)	ALL RESPONDENTS 1,396	ALA- MEDA 297	CONTRA COSTA 210	SANTA CLARA 336	SAN FRANCISCO 157	SAN MATEO 142	MARIN 48	NAPA 29^	SOL- ANO 80	SON- OMA 97
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Need a plan to make sure goals are met/need way to take the long view reduce inefficiency/avoid problems	19	23	16	17	16	25	23	26	11	16
Public transit needs to expand/connect more areas/be more available/be less expensive/Different transit agencies need to work together better	18	15	16	20	20	13	28	22	22	16
Lack of affordable housing/People can't afford to live near their work, school	17	19	14	14	22	16	10	22	20	16
A better transportation system would help the economy	9	7	9	11	10	8	4	7	14	8
Need to move away from car-based transportation/Need to make it possible to live without owning a car	9	7	9	10	11	8	12	4	6	13
Need a way to meet environmental challenges (fossil fuel availability, pollution, global warming, etc.)	9	8	10	10	11	1	5	6	9	11
Roads/highways are too congested	8	10	10	9	3	10	8	3	3	9
It would maintain/improve the quality of life in the area	7	9	7	5	9	7	7	1	6	11
Need a way to reduce commute times/ sprawl	7	8	11	4	4	6	11	4	4	7
Local governments/agencies can't/won't work together to help region/need an overall agency	5	5	4	6	8	6	4	4	1	3
The Bay Area is too expensive/Middle/ Working class being squeezed out	4	4	3	5	3	2	6	4	3	4
Development currently happens with no thought to how it impacts area (new housing with insufficient roads, too far from public transportation, etc.)	4	6	4	2	3	1	1	1	5	4
Public transit is dirty, too expensive, unsafe, unreliable, too slow	2	2	4	3	4	3	4	-	-	-
General positive comment (It's important, We need it, etc.)	2	2	2	3	2	3	-	1	1	2
Plan needs to also maintain/repair infrastructure in place	2	1	2	2	2	3	1	5	1	2

*Only responses stated by 2% of responses overall are shown. For a complete list of responses, see the crosstabulated tables.
^Caution-Low base

COREY, CANAPARY & GALANIS

What Should Be the Plan's Focus?

Which part of the plan is most important to the Bay Area's future…improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? (select one).

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	%	%	%	%	%	%	%	%	%	%
Improving the local economy	53	54	50	58	48	48	46	31	64	52
Providing access to housing and transportation for everyone	32	29	32	29	39	38	31	53	31	25
Reducing driving and greenhouse gas emissions	15	16	19	12	13	14	22	16	5	21
Don't know	1	1	-	2	1	1	2	-	1	3
	100	100	100	100	100	100	100	100	100	100

Which is next most important (select one)?

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base (Listed a top priority)	1,593	336	237	394	181	160	56	31	93	107
	%	%	%	%	%	%	%	%	%	%
Providing access to housing and transportation for everyone	46	50	41	46	39	43	45	36	50	54
Reducing driving and greenhouse gas emissions	27	25	23	30	33	26	23	30	30	20
Improving the local economy	26	23	33	23	28	30	27	34	20	23
Don't know	2	2	3	2	1	1	5	1	-	2
	100	100	100	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Plan Bay Area Funding Priorities (Overview)

While overall, respondents felt that expanding BART and Caltrain should be a priority, respondents in Napa County were the least likely to rate this priority a 4 or 5, but were most likely to highly rate increasing public transit for car-less, low income residents. They were also much more likely to rate maintaining highways and local roads as a high priority.

Napa County respondents were much less likely than the average respondent to highly rate the need to provide financial incentives to cities to build more multi-unit housing near public transit, while respondents in San Francisco were. Respondents in Marin County were much more likely than the average respondent to rate the need for more frequent bus service highly.

I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For each, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
Extend commuter rail lines	77	78	81	76	77	77	79	59	71	73
Maintain highways and roads	77	74	82	77	72	75	78	89	77	80
Increase public transit service	70	74	69	67	76	68	72	87	69	68
More frequent bus service	54	54	54	48	63	55	72	61	52	52
Financial incentives for multi-units	53	56	53	49	63	51	46	36	54	49
Traffic congestion relief projects	47	49	56	47	40	45	43	47	50	43
Expand pedestrian and bicycle routes	46	43	42	46	50	44	52	57	51	45
Increase freeway lanes	37	38	47	34	34	31	37	32	40	34

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

Support of Reducing Driving to Decrease Greenhouse Gas Emissions

Respondents in San Francisco County were most likely to support the strategy. Respondents in Napa County were the least likely to support the strategy.

The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

		ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base		1,610	340	237	401	182	161	56	31	93	109
		%	%	%	%	%	%	%	%	%	%
Support strongly	(5)	36	37	35	32	41	34	42	39	33	43
	(4)	28	30	30	31	24	27	22	17	30	21
	(3)	21	20	20	22	25	19	25	24	20	21
	(2)	7	5	5	6	7	9	5	10	8	10
Oppose strongly	(1)	8	7	10	9	3	10	6	10	8	5
Don't know		<1	1	-	-	-	1	1	1	-	-
		100	100	100	100	100	100	100	100	100	100
MEAN (out of 5.00)		**3.78**	**3.86**	**3.75**	**3.71**	**3.91**	**3.67**	**3.89**	**3.66**	**3.72**	**3.88**

RECAP	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	%	%	%	%	%	%	%	%	%	%
Support (4 or 5)	64	67	65	63	65	61	64	56	64	65
Neutral (3)	21	20	20	22	25	19	25	24	20	21
Oppose (2 or 1)	14	12	15	15	11	19	11	20	17	15
Don't know	<1	1	-	-	-	1	1	1	-	-
	100	100	100	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Support of Other Policies to Reduce Use of Cars and Decrease Greenhouse Gas Emissions (Overview)

While overall, allowing new housing, offices and shops to be built in the centers of cities and towns near public transit was the highest rated strategy, respondents in San Francisco County were more likely and respondents in Marin County were less likely to rate it highly. Also, respondents in Napa and San Francisco Counties were more likely and respondents from Solano and Marin Counties were less likely to rate the fee for miles driven highly.

I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale (5 Support Strongly and 1 Oppose strongly).

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*	5+4*
	%	%	%	%	%	%	%	%	%	%
New housing, offices, shops near transit	67	71	66	65	78	66	54	61	70	61
More affordable housing Near transit	65	69	67	60	70	67	60	55	64	57
Pre-tax dollars for commuting	61	66	61	58	66	63	64	53	59	52
Require building in city limits	44	48	45	40	49	34	42	54	47	48
Fee based upon miles driven	16	15	15	18	23	12	8	29	9	15

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Housing Density Tradeoffs (Overview)

Respondents in San Francisco County were more likely to accept a higher housing density if it protected open space or it meant more public transit than the average respondent.

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.
I would be willing to accept more homes and traffic in my community if…

_____

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %	5+4* %
Robust Bay Area economy	69	73	65	66	74	66	62	68	80	63
More jobs close to my home	66	69	70	62	68	62	57	73	81	59
Protected open space	62	65	62	54	71	62	60	68	62	62
More public transit	56	61	53	54	66	46	51	63	54	54
Increased affordable housing	51	58	50	47	56	40	49	51	56	50
More bicycle and pedestrian paths	47	51	41	47	51	45	42	51	47	45
More neighborhood amenities	43	48	38	41	52	37	30	45	55	39

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Regional Planning Vs. Local Planning

Respondents in Napa and Marin Counties were much more likely to prefer local instead of regional planning than the average respondent.

Which statement do you agree with more:
a) There should be a regional plan guiding housing and commercial development in the Bay Area.
OR
b) Local cities and counties on their own should plan housing and commercial development in their area.

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	%	%	%	%	%	%	%	%	%	%
Local cities and counties should plan	51	47	52	48	44	56	66	72	54	57
Regional plan	44	47	46	44	48	42	29	25	37	38
Regional and local should be equal	4	2	2	6	3	2	2	<1	6	3
Don't know/Refused	2	3	<1	2	4	1	3	3	3	2
	100	100	100	100	100	100	100	100	100	100

COREY, CANAPARY & GALANIS

Why is that? (Prefer regional planning)

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base (Regional Preferred)	702	161	108	177	88	67	16^	8^^	35	41
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Comprehensive/Long-term planning/ Broad perspective	31	33	35	31	35	23	21	12	31	29
Effective/Efficient planning/Provide direction/expertise/authority	31	27	31	34	33	39	22	-	30	24
Consistency/Continuity/Uniformity/ Coordinated results	19	19	20	24	19	21	13	5	11	11
Local areas have other priorities/ needs	19	18	21	20	12	29	10	17	13	17
Collaborative effort/Work together	18	11	11	22	21	27	25	16	21	16
Bay Area counties/cities interconnected/interdependent	14	16	15	10	18	9	21	3	10	18
Benefits whole Bay Area/Common good	12	7	12	17	15	5	21	47	14	8
Cost effective/Makes financial sense	10	11	14	9	5	9	2	30	10	12
Improve transportation/traffic congestion	7	9	7	5	5	9	8	1	1	6
Local government is ineffective	6	5	5	5	1	7	14	4	12	12
Improve housing/Make affordable housing	4	8	3	2	4	1	17	15	2	3
Avoids politics/special interests/ corruption	3	3	5	3	2	2	11	-	1	2
Create jobs/Improve economy	3	5	1	2	6	1	-	<1	3	-
Reduce urban sprawl/Protect open space	2	4	1	1	1	1	-	20	4	3
Improve environment/Reduce pollution	<1	1	-	-	-	-	-	-	-	3
Other	<1	-	-	-	1	-	-	1	-	1
Don't know	2	-	5	1	-	1	-	-	2	4

^Caution-Low base
^^Caution-Extremely low base

COREY, CANAPARY & GALANIS

Why is that? (Prefer local planning)

Base (Local Preferred)	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
	818	161	122	193	81	89	37	22^	50	62
MULTIPLE RESPONSES ACCEPTED	%	%	%	%	%	%	%	%	%	%
Local knowledge/Locals know community needs/issues better	32	27	36	35	27	36	33	18	39	30
One plan doesn't fit all/Communities have unique qualities/different needs	27	30	22	24	28	22	39	44	13	37
Control own destiny/future/Make own decisions	15	15	17	13	14	14	9	21	28	16
Community involvement/input/Live in/Vote in community	13	8	16	13	13	10	22	13	8	21
Local community/government capable/effective	12	12	10	12	17	11	13	12	9	16
Big government bureaucracy/ interference/regulation	10	11	12	9	6	12	9	-	9	7
Community benefit/opportunities	8	7	7	10	3	9	8	12	7	8
Financial control/Cost effective	7	5	4	9	9	12	6	-	5	5
Lack of fairness/concern/Self-interest	6	6	10	6	1	6	2	6	3	5
Responsibility/Accountability	5	6	1	8	4	5	4	2	1	6
Housing/development/land use issues	3	2	4	2	4	5	3	5	4	1
Coordinate with regional, include local input	3	1	3	6	2	-	4	5	2	1
Avoid politics/special interests/ corruption	3	5	2	2	2	3	1	<1	2	1
Lack of agreement/Not work together	2	2	1	3	4	3	2	-	4	2
Transportation/Traffic issues	1	1	-	2	1	3	-	5	1	1
Other	1	1	-	-	3	1	-	<1	-	-
Don't know	3	4	3	2	6	1	-	1	1	1

^Caution-Low base

COREY, CANAPARY & GALANIS

Attitudinal Statements – Overview

Respondents who live in Napa County would be much more likely to be willing to live in a smaller house to be closer to work, shopping, and restaurants, feel that lifestyle changes will be necessary in the community, feel that there should be a focus on making it easier to use a bike or walk, or feel there should be a rental car tax to benefit public transit, than the average respondent. Respondents in San Francisco County were more likely to feel that they Bay Area economy would benefit from building housing and commercial development near public transit.

I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree

	ALL RESPONDENTS	ALA-MEDA	CONTRA COSTA	SANTA CLARA	SAN FRANCISCO	SAN MATEO	MARIN	NAPA	SOL-ANO	SON-OMA
Base	1,610	340	237	401	182	161	56	31	93	109
	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%	5+4*%
Agencies Should Attract Jobs/ Promote Economy	83	83	88	81	77	83	85	82	90	79
Public Transit Speed/ Reliability	70	74	63	68	74	69	70	75	61	77
Bike/Walk Focus	67	68	66	64	73	68	65	81	64	66
Transportation Investments	61	62	62	58	63	65	60	69	58	61
Housing/Commercial Development Near Transit	63	65	67	58	75	60	52	59	60	60
Lifestyle Changes	60	66	57	58	59	53	59	81	56	60
Too Many Agencies in Housing/Trans.	40	39	43	39	40	37	39	30	47	37
Smaller House Tradeoff	46	49	45	45	53	36	45	63	42	49
Rental Car Fee	35	33	36	33	37	30	45	58	42	34

*This figure is the percentage of respondents who selected the top two ratings (5 or 4).

COREY, CANAPARY & GALANIS

Demographics

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%

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

1 person..	15	18	13	14
2 people..	27	28	28	22
3 people..	24	23	25	21
4 people..	19	20	20	15
5 people..	9	8	8	17
6 or more people	5	4	5	12
Refused	1	<1	<1	-
	100	100	100	100

MEAN (People in household).......	**3.0**	**2.9**	**3.0**	**3.5**

2 OR MORE IN HOUSEHOLD

Base	1,367	429	744	186
	%	%	%	%

Is anyone in your household under the age of 18?

Yes	46	43	46	54
No	54	56	54	46
Refused	<1	1	<1	-
	100	100	100	100

HAVE AT LEAST ONE CHILD IN HOUSEHOLD

Base	630	185	341	100
	%	%	%	%

How many are under the age of 18?

1 child	44	46	46	38
2 children......................................	39	43	39	33
3 children......................................	11	6	10	20
4 or more children	5	3	5	10
Refused/Don't know......................	1	1	1	-
	100	100	100	100

MEAN (Children in household)	**1.8**	**1.7**	**1.8**	**2.2**

COREY, CANAPARY & GALANIS

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%

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

No one	16	15	17	15
1 person......................................	30	31	31	27
2 people	39	40	38	41
3 people	11	10	10	11
4 or more people	4	4	4	7
Refused	1	1	1	-
	100	100	100	100
MEAN (Workers in household)	**1.6**	**1.6**	**1.6**	**1.7**

How many registered vehicles are available to members of your household?

None	4	7	2	4
1 vehicle.....................................	22	29	19	19
2 vehicles	40	40	42	33
3 vehicles	22	18	24	27
4 or more vehicles	11	7	12	16
Refused	1	<1	<1	<1
	100	100	100	100
MEAN (Vehicles in household)	**2.2**	**1.9**	**2.4**	**2.4**

Have you or anyone in your household used public transit in the past two months?

Yes	63	72	61	49
No	37	28	39	51
Don't know	<1	-	<1	<1
	100	100	100	100

Have you or anyone in your household ridden a bicycle in the past two months?

Yes	46	42	46	55
No	54	58	54	45
Don't know	<1	-	<1	-
	100	100	100	100

COREY, CANAPARY & GALANIS

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%

Do you own or rent your home?

Own	70	62	74	72
Rent	29	37	24	28
Don't know/refused	1	1	1	<1
	100	100	100	100

May I ask your approximate age?

18 to 24 years old	11	9	11	15
25 to 34 years old	19	18	18	25
35 to 44 years old	20	24	18	20
45 to 54 years old	19	19	20	13
55 to 64 years old	15	14	17	12
65 years of age or older................	15	15	15	13
Refused	1	1	1	1
	100	100	100	100
MEAN (Years of age)	**45.7**	**45.8**	**46.4**	**42.9**

What ethnic group do you consider yourself a member of? (Multiple responses accepted)

White	62	58	65	65
Asian/Pacific Islander	17	18	19	8
Hispanic/Latino...............................	11	12	9	17
African American	6	10	3	9
Other...	2	3	1	2
Refused	4	4	4	4

What is your approximate annual household income (before taxes)?

Under $15,000...............................	3	2	2	6
$15,000 to $25,000	5	6	4	8
$25,001 to $50,000	13	14	12	12
$50,001 to $75,000	13	14	13	14
$75,001 to $100,000	13	11	13	17
$100,001 to $150,000	16	19	15	17
$150,001 to $200,000	8	7	10	5
More than $200,000......................	9	9	10	3
Refused/Don't know......................	20	17	22	19
	100	100	100	100
MEAN ($1000)............................	**102.5**	**101.5**	**108.9**	**82.1**

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	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%

Are you currently registered to vote?

Yes	84	86	83	84
No	15	14	16	16
Don't know/Refused.....................	1	-	1	1
	100	100	100	100

REGISTERED TO VOTE

	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,350	450	709	181
	%	%	%	%

In about how many of the past 5 elections have you voted? Would you say . . .

All 5 of the past 5 elections	65	62	67	62
4 of the past 5 elections	10	12	9	7
3 of the past 5 elections	9	11	7	10
2 of the past 5 elections	6	5	6	8
1 of the past 5 elections	7	6	8	8
None of the past 5 elections..........	4	5	3	5
Don't know/refused	<1	-	1	-
	100	100	100	100

Are you registered as a Democrat, Republican, or with some other party?

Democrat..	54	62	51	47
Decline to state/independent registration..............................	18	19	18	13
Republican	16	10	19	23
American Independent.................	2	2	2	5
Green Party....................................	1	1	1	1
Libertarian	1	<1	1	2
Peace and Freedom	<1	<1	<1	-
Other...	<1	-	<1	-
Don't know/refused	8	6	9	9
	100	100	100	100

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	ALL RESPONDENTS	URBAN	BAY AREA SUBURBAN	BAY AREA RURAL
Base	1,610	523	857	216
	%	%	%	%
Gender				
Male..	51	51	50	54
Female	49	49	50	46
	100	100	100	100
Language of Interview				
English..	96	94	97	98
Spanish	2	2	2	2
Chinese	2	4	1	-
	100	100	100	100

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Appendix

Survey Questionnaire

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PLAN BAY AREA SURVEY
Version 5.1 (November 29, 2011)

Introduction

Hello, I'm _____ calling on behalf of the Metropolitan Transportation Commission. We are conducting an important survey with Bay Area residents. Your input will be used to help develop a 30 year regional plan for our area.

(INTERVIEWER NOTES: If necessary, explain:

- *The Metropolitan Transportation Commission (MTC) is the transportation planning, coordinating and financing agency for the nine-county San Francisco Bay Area*
- *The (regional) plan seeks sustainable regional growth to preserve the quality of life in the Bay Area. This includes: improving the economy, reducing driving and greenhouse gases, accommodating housing needs and growth, and other regional issues that we face.*
- *The survey should take between 12-14 minutes to administer*
- *No selling is involved*
- *Responses will be treated in confidence*
- *If Spanish or Chinese monolingual household, flag for callback.)*

1) About how long have you lived in the Bay Area? *(Read list if necessary)*
- 1   Less than one year
- 2   One – five years
- 3   Six – ten years
- 4   Eleven – twenty years
- 5   Over twenty years
- 6   Don't know (do not read)

2) Which county do you live in? *(Read list if necessary)*
- 1   Alameda
- 2   Contra Costa
- 3   Santa Clara
- 4   San Francisco
- 5   San Mateo
- 6   Marin
- 7   Napa
- 8   Solano
- 9   Sonoma

          Other county outside Bay Area (thank and terminate. Code as NQ-BA)
          Don't know / Refused (thank and terminate. Code as Term-Q2)

Current Perception of Region

Please rate each of the following Bay Area issues on a five point scale, where 5 is excellent and 1 is poor. Overall how would you rate _____ *(ask for each)* in the Bay Area? (Randomize)

	Excellent				Poor	Don't know
3) Quality of public transit services	5	4	3	2	1	0
4) Traffic flow on roads and freeways	5	4	3	2	1	0
5) Up-keep and repair of local roads and freeways.......................................	5	4	3	2	1	0
6) Preservation of open space and parks	5	4	3	2	1	0
7) Economic growth and prosperity ...	5	4	3	2	1	0
8) Availability of affordable housing...	5	4	3	2	1	0

Plan Bay Area – General

A long-term strategy for the entire Bay Area is currently being developed. The idea is to successfully plan the region's housing and transportation needs for the next 30 years. This plan is focused on: improving the local economy, reducing driving and greenhouse gases, and providing access to housing and transportation for everyone who needs it.

9. In general, how important do you think it is to establish this type of a regional plan? Use a 5 point scale where 5 is Very Important and 1 is Not at all important.

    5   Very Important
    4
    3
    2
    1   Not at All Important
    0   Don't know (Do Not Read)

10. Why is that?

    _____
    _____
    _____
    _____

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11. Which part of the plan is most important to the Bay Area's future…improving the local economy, reducing driving and greenhouse gases, or providing access to housing and transportation for everyone? *(select one)*
11a. Which is next most important? *(select one)*

	Most Imp (Q11)	Next Most Imp (Q11a)
1 Improving the local economy	[ ]	[ ]
2 Reducing driving and greenhouse gas emissions	[ ]	[ ]
3 Providing access to housing and transportation for everyone	[ ]	[ ]
4 Don't know (Do Not Read)	[ ]	[ ]

Plan Bay Area Funding Priorities

Next I will read you a number of items that may be considered as part of this Bay Area plan. Not all of these items will be funded due to limited resources. For <u>each</u>, please tell me whether funding should be a high priority or not a priority. Use a 5 point scale where 5 means High Priority and 1 means Not a Priority.

	High Priority				Not a Priority	Don't know
12) Increase the number of freeway lanes for carpoolers and bus riders	5	4	3	2	1	0
13) Expand bicycle and pedestrian routes	5	4	3	2	1	0
14) Extend commuter rail lines, such as BART and Caltrain, throughout the Bay Area	5	4	3	2	1	0
15) Maintain highways and local roads, Including fixing potholes	5	4	3	2	1	0
16) Provide more frequent bus service	5	4	3	2	1	0
17) Provide financial incentives to cities to build more multi-unit housing near public transit	5	4	3	2	1	0
18) Fund traffic congestion relief projects, such as adding turn lanes on roads, or reconfiguring interchanges and on-ramps on highways	5	4	3	2	1	0

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	High Priority				Not a Priority	Don't know
19) Increase public transit service for low income residents who do not have access to a car.	5	4	3	2	1	0

Policies to Reduce Use of Cars and Greenhouse Gas Emissions

20) The Bay Area plan also focuses on reducing driving as a way to decrease greenhouse gas emissions in the Bay Area. How strongly do you support or oppose this policy? Use a 5 point scale where 5 is support strongly and 1 is oppose strongly.

5	Support Strongly
4	
3	
2	
1	Oppose Strongly
0	Don't know (Do Not Read)

Next I will read you a list of specific strategies being considered to reduce driving and greenhouse gases. Indicate whether you would support or oppose each using the same 5 point scale *(5 Support Strongly and 1 Oppose Strongly)*

	Support Strongly				Oppose Strongly	Don't know
21) Require employers to offer a plan which allows employees to use pre-tax dollars to cover the cost of commuting by public transit or vanpooling	5	4	3	2	1	0
22) Charge drivers a new fee based on the number of annual miles driven	5	4	3	2	1	0
23) Allow new housing, offices and shops to be built in the centers of cities and towns near public transit	5	4	3	2	1	0
24) Build more affordable housing near public transit for residents without cars who depend on public transit.............	5	4	3	2	1	0
25) Limit urban sprawl by requiring most additional housing and commercial buildings to be built within current city or town limits	5	4	3	2	1	0

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Housing Density

As the Bay Area population increases, there will be more homes and traffic in many communities. Rate each of the following statements using a 5 point scale, where 5 is agree strongly and 1 is disagree strongly.

"I would be willing to accept more homes and traffic in my community if… _____"

(Ask for each. Randomize order)

	Strongly Agree				Strongly Disagree	Don't know
26) It helped protect open space in the Bay Area	5	4	3	2	1	0
27) It meant more public transit in my area	5	4	3	2	1	0
28) It meant more neighborhood amenities such as restaurants and shops in my area	5	4	3	2	1	0
29) It meant more bicycle and pedestrian paths in my area	5	4	3	2	1	0
30) It meant more jobs close to my home	5	4	3	2	1	0
31) It helped ensure a robust and prosperous Bay Area economy...........	5	4	3	2	1	0
32) It increased the availability of affordable housing in my area............	5	4	3	2	1	0

Regional vs. Local

33. Which statement do you agree with more:

a) There should be a regional plan guiding housing and commercial development in the Bay Area. OR

b) Local cities and counties on their own should plan housing and commercial development in their area.

  1   Regional Plan
  2   Local Cities and Counties Should Plan
  3   Regional and local should be equal *(do not read)*
  4   Don't know *(do not read)*
  5   Refused *(do not read)*

34. Why is that?

_____

_____

_____

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Attitudinal Statements

Next I'd like you to rate the statements I read to you using a 5 point scale, where 5 means strongly agree and 1 means strongly disagree. *(Randomize)*

	Strongly Agree				Strongly Disagree	Don't know
35) Transportation investments should be focused on making freeways and public transit services run more efficiently rather than building new freeways and expanding transit service	5	4	3	2	1	0
36) I would be willing to live in a smaller house to be closer to work, shopping and restaurants	5	4	3	2	1	0
37) Throughout the Bay Area, there should be a focus on making it easier to walk or bike, rather than having to rely on a car for every trip	5	4	3	2	1	0
38) Our Bay Area economy will benefit if more housing and commercial development is built near public transit	5	4	3	2	1	0
39) Local and regional government agencies should play an active role in trying to attract jobs and promote the economy in the Bay Area..............	5	4	3	2	1	0
40) I would take public transit more often if it was faster and more reliable	5	4	3	2	1	0
41) Changes will be needed in my community and in my lifestyle to improve quality of life in the Bay Area in the future.	5	4	3	2	1	0
42) The Bay Area has too many regional and local government agencies involved in housing and transportation issues..	5	4	3	2	1	0
43) We should consider charging a new fee on rental cars in the Bay Area, with the proceeds used to support public transit	5	4	3	2	1	0

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Demographics

These next few questions are for classification purposes only.

D1) Including yourself, how many people currently live in your household?

> Record number .... _____

> *(Ask if more than one person in household)*
> D2) Is anyone in your household under the age of 18?
> > 1   Yes   >>>Record number   _____
> > 2   No
> > 3   Refused

D3) Including yourself, how many of the people in your household work outside the home, either on a full-time or part-time basis?

> Record number .... _____

D4) How many registered vehicles are available to members of your household?

> Record number .... _____

D5) Have you, or has anyone in your household,
> a) used public transit in the past two months?
> 1   Yes
> 2   No
> 3   Don't know

> b) ridden a bicycle in the past two months?
> 1   Yes
> 2   No
> 3   Don't know

D6) Do you own or rent your home?
> 1   Own
> 2   Rent
> 3   Other (specify) _____
> 4   Don't know / Refused

D7) What is your (5 digit) home zip code?
> Record zip............................... _____ _____ _____ _____ _____

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D8) May I ask your approximate age? _____

D9) What ethnic group do you consider yourself a member of? *(If hesitates, ask)* Are you white, African American, Hispanic/Latino, Asian or some other ethnic or racial background?
  1   White
  2   African American
  3   Hispanic / Latino
  4   Asian / Pacific islander
  5   Other (specify) _____
  6   Refused

D10) What is your approximate annual household income (before taxes)? *(Read responses if necessary)*
  1   Under 15,000
  2    $15,000 - $25,000
  3    $25,001 – $50,000
  4    $50,001 - $75,000
  5    $75,001 - $100,000
  6    $100,001 - $150,000
  7    $150,001 - $200,000
  8   More than $200,000
  9   Refused (Do not read)

D11) Are you currently registered to vote?
  1   Yes
  2   No
  3   Don't know / Refused

D12) In about how many of the past 5 elections have you voted, would you say…(Read List)
  5   All 5 of the past 5 elections
  4   4 of the past 5 elections
  3   3 of the past 5 elections
  2   2 of the past 5 elections
  1   1 of the past 5 elections
  0   None of the past 5 elections
  6   Don't know / Refused *(Do not read)*

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D13) Are you <u>registered</u> as a Democrat, a Republican or with some other party?

    1   Democrat

    2   Republican

    3   Decline to State / Independent registration

    4   Green Party

    5   American Independent

    6   Libertarian

    7   Peace and Freedom

    8   Other party (specify) _____

    9   Don' t know / Refused

D14) And for validation purposes, may I please have your first name…

_____

Comments

Those are all the questions I have.

Comments (If volunteered)

Interviewer note: Prompt for comments only if comments mentioned during the interview.

_____
_____
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_____

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Other
Focus Group interest (Yes/No/Maybe)

Record:
D15) Gender (by observation)

      1   Male
      2   Female
      3   Uncertain

D16) Language

      1   English
      2   Spanish
      3   Chinese

Pick up from Sample Sheet:
•   Phone Number: _____
•   Sample type:

      1   Listed
      2   Random Digit
      3   Cell Number

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