



**Eugene-Springfield Metropolitan Area  
Travel Barriers and Benefits Survey**

**PREPARED FOR:  
CITY OF EUGENE**

**January 2014**

**PREPARED BY:  
DHM RESEARCH**

**(503) 220-0575 • 239 NW 13<sup>th</sup> Ave., #205, Portland, OR 97209 • [www.dhmresearch.com](http://www.dhmresearch.com)**

## 1. | INTRODUCTION AND METHODOLOGY

Davis, Hibbitts & Midghall, Inc. (DHM Research) conducted a telephone survey of residents in the cities of Eugene and Springfield, Oregon. The objective of the survey was to determine public perceptions and behaviors of travel barriers and benefits in these cities.

**Research Design:** Between January 12 and 15, 2014, DHM Research conducted a telephone survey of 500 residents of Eugene and Springfield, Oregon. Of those interviews, 380 were conducted in Eugene and 120 in Springfield. The survey took an average of 10 minutes to administer. The sample size is sufficient to assess opinions generally, and allows a review by multiple subgroups including age, gender, and other demographics.

Respondents were contacted randomly using multiple samples including listed, cell phone, and voter samples. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validations.

For a representative sample, quotas were set by age, gender, and geographic area. In the annotated questionnaire, results may add up to 99% or 101% due to rounding.

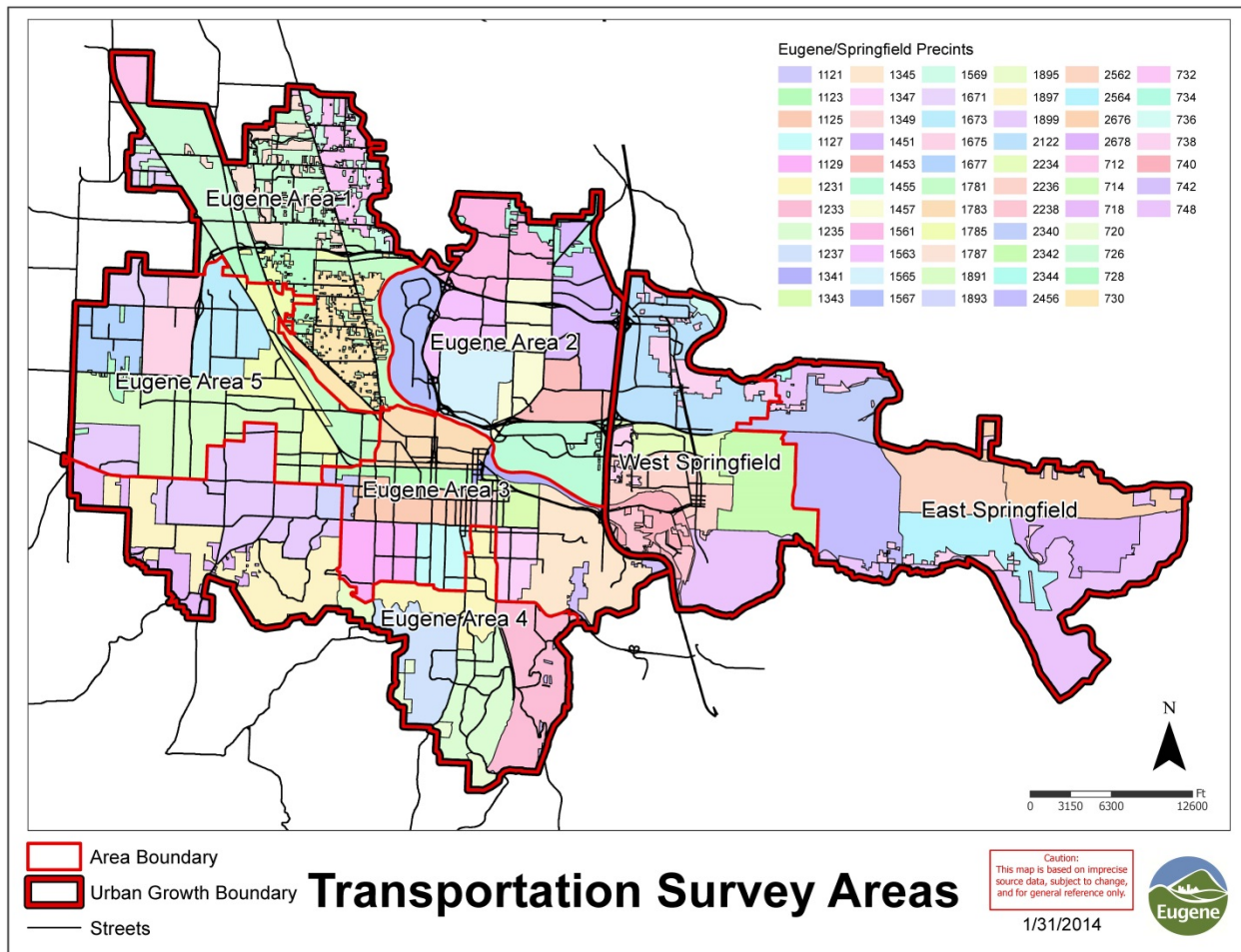
**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margins of error if compared with the results achieved from surveying the entire population.

For a sample size of 500, the margin of error for each question falls between +/-2.6% and +/-4.4%, at the 95% confidence level. The reason for the difference lies in the fact that, when response categories are relatively even in size, each is numerically smaller and thus slightly less able – on a statistical basis – to approximate the larger population.

**DHM Research:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is non-partisan and independent and specializes in research projects to support public policy-making. [www.dhmresearch.com](http://www.dhmresearch.com)

Regions within Eugene and Springfield are referenced throughout the report. The map below shows five regions within Eugene and two within Springfield. Within Eugene:

- Area 1 – River Road-Santa Clara
- Area 2 – NE Eugene
- Area 3 – Central Eugene
- Area 4 – South Hills
- Area 5 – West Eugene/Bethel/Danebo



## 2. | SUMMARY & OBSERVATIONS

**Poverty and homelessness are the top issues residents of Eugene and Springfield would like their local government leaders to do something about. Improving road conditions is the top transportation issue they would like leaders to address.**

- 22% want their local government to address the poverty and homelessness in the area.
- Thinking specifically about transportation, improving road conditions is the top issue (18%).
  - Other transportation issues include expanding the bus system (12%), improving traffic congestion (8%), and increasing bike accessible areas (7%).

**Driving alone is the most frequently used mode of transportation followed by driving with others in the household.**

- 75% drive alone in their personal vehicle weekly or more often, with half (50%) doing so on a daily basis.
  - 63% report driving alone as their most frequent mode of transportation.
- Top reasons for driving alone include needing a car for work or errands throughout the day (30%) and the freedom that driving alone provides (27%).
- Other modes of transportation respondents use frequently include:
  - 46% - Driving in personal vehicle with other household members
  - 20% - Walking
  - 16% - Biking
  - 14% - Sharing a ride with others outside of their household
  - 13% - Taking the bus

**Price of gasoline and information about health or environmental benefits are the most influential factors in getting someone to use alternatives to driving alone.**

- 51% said that higher gas prices have a great deal or some influence on their decision to use alternatives to driving alone.
- 43% said that information about health or environmental benefits were influential in their decision to use alternatives to driving alone.

**The top reason people bike and walk as a form of transportation is for the health benefits.**

- 50% of those who bike for transportation purposes do so because it is good for their health; 49% of those who walk for transportation purposes also do so for the health benefits.
- Other common reasons people bike and walk for transportation purposes include enjoying the activity (32% bike and 24% walk), saving money (26% bike and 11% walk), and environmental purposes (21% bike and 11% walk).
- Locations most frequented by people in Eugene and Springfield who bike and walk include shopping (51% people who bike, 66% people who walk), work (42% people who bike, 20% people who walk), and school (21% people who bike, 12% people who walk).

**There is a desire among some residents to bike or walk more often for transportation purposes.**

- 43% of those who bike monthly or less often agree that they would prefer to bike more for transportation purposes. Of these:
  - 80% agree they would bike more often if there were better weather in the area.
  - 79% agree they would bike more often if bike lanes or paths were available or better connected.
  - 71% agree they would bike more often if they felt safer on the roads.
- 33% of those who walk monthly or less often agree they would like to walk more for transportation purposes. Of these:
  - 86% agree they would walk more often if the stores and services they use were closer to where they live.
  - 69% agree they would walk more often if there were better weather in the area.
  - 54% agree they would walk more often if sidewalks in their area were better connected.

### 3. | KEY FINDINGS

#### 3.1 | Important Issues

Respondents were asked, unprompted, what they felt were the most important issues in the Eugene-Springfield area that they would like their local government leaders to address (Q1).

**Table 1**  
**Most Important Issues**

Response Category	Eugene N=369	Springfield N=131
<b>Poverty/homelessness</b>	<b>24%</b>	<b>16%</b>
Road infrastructure	11%	7%
Jobs/unemployment	11%	6%
Education funding	8%	9%
Education—general	5%	5%
Wasteful spending/inappropriate use of funds by government	5%	2%
Crime	3%	5%
Traffic	3%	3%
All other responses	2% or less	4% or less
None/Nothing	9%	10%
Don't know/refused	15%	18%

Source: DHM Research, Jan 2014

In both Eugene (24%) and Springfield (16%) **poverty and homelessness** was the number one issue. Overall, other top mentions included **road infrastructure** (10%), **jobs and unemployment** (9%), and **education funding** (8%).

Respondents were then asked, more specifically, what transportation issues they would like their local government leaders to address (Q2).

**Table 2**  
**Transportation Issues**

Response Category	Eugene N=369	Springfield N=131
Improve road conditions	19%	16%
Expanding bus transportation system	14%	9%
Improve traffic congestion	9%	5%
Increasing bike accessible areas/bike lanes	9%	2%
Cancel the EmX planning	6%	4%
Improve mass transit	4%	3%
Bicycle safety	4%	3%
All other responses	2% or less	3% or less
Don't see any problems/issues	11%	12%
None/Nothing	7%	12%
Don't know/refused	9%	14%

Source: DHM Research, Jan 2014

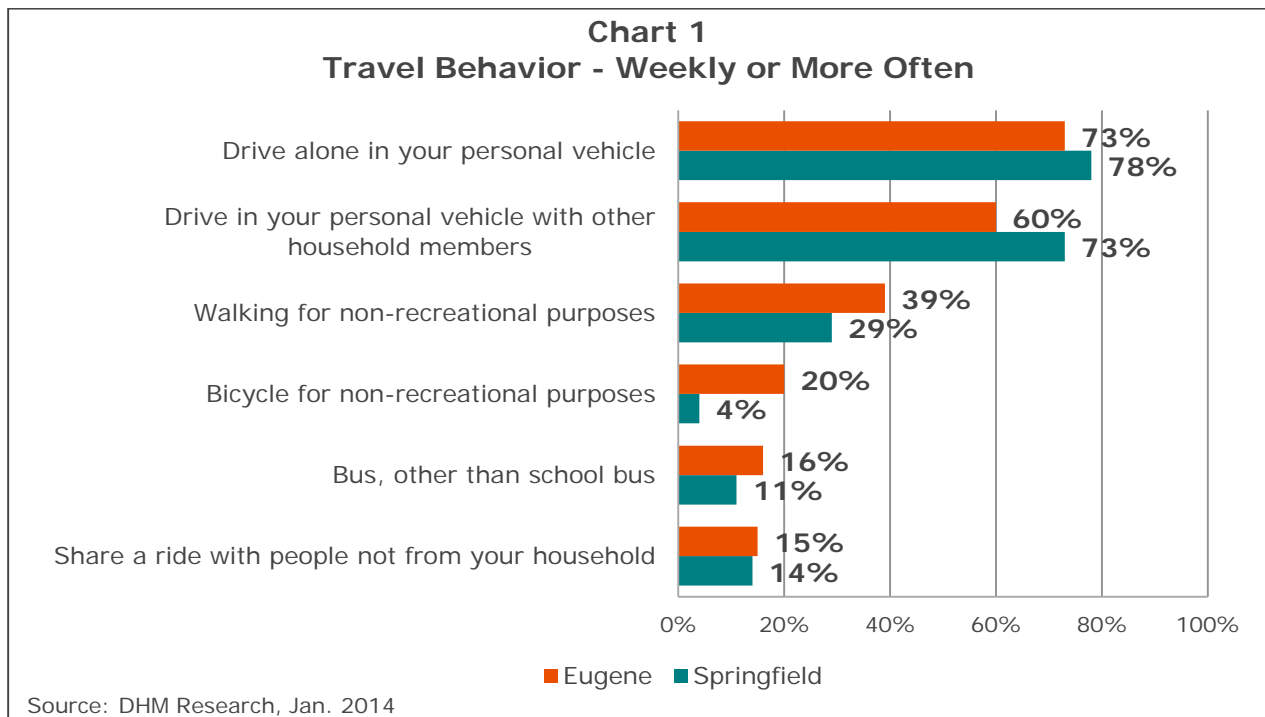
Both Eugene (19%) and Springfield (16%) residents agreed that they would like their local government leaders to **improve road conditions**. Other transportation issues were **expanding the bus system** (12%), **improving traffic congestion** (8%), and **increasing access for bikes** (7%).

By Area:

**Improving road conditions** was the top answer in all regions within Eugene and Springfield with the exception of those living in the NE Eugene Region who were most likely to mention **expanding the bus system** (21%). Respondents in the South Hills Region showed equal concern for **improving road conditions** (16%), **expanding the bus system** (17%), and **increasing bike accessibility** (17%).

### 3.2 | Travel Behavior

Respondents were asked how often they used various modes of travel for transportation purposes (Q3-Q9).



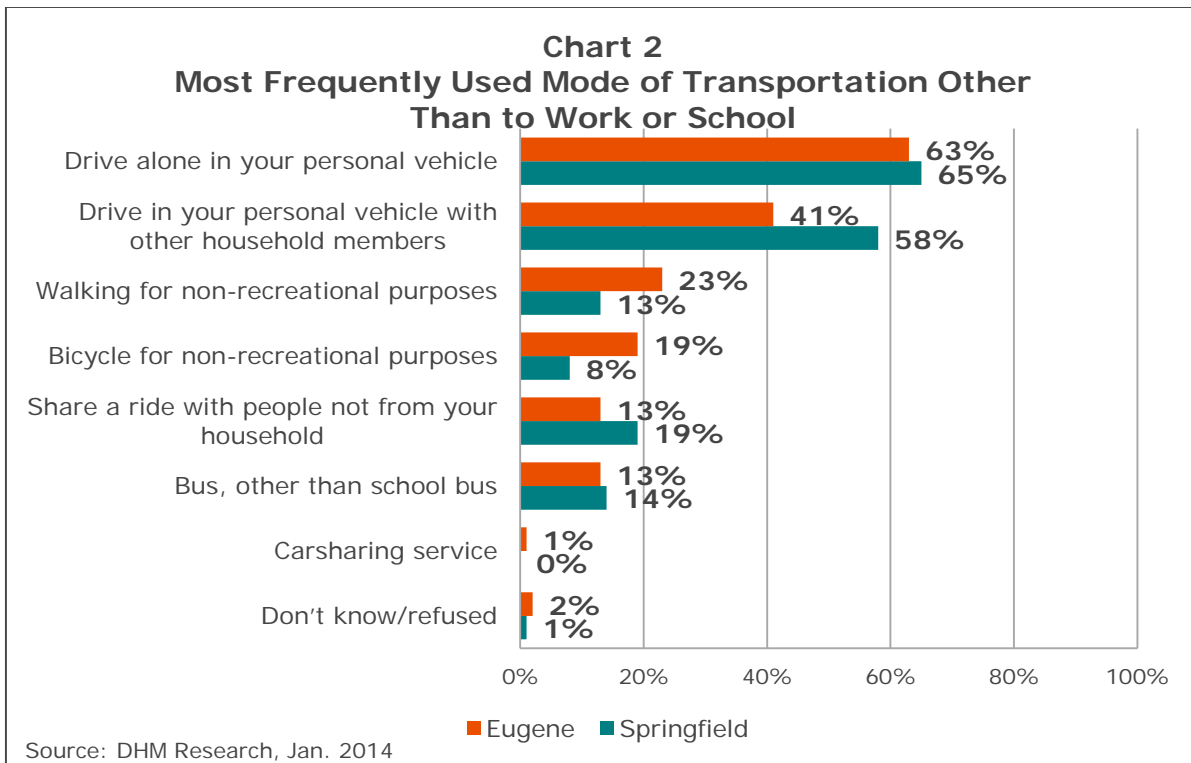
Overall, one in four (75%) **drive alone in their personal vehicle** weekly or more often, with half (50%) doing so on a daily basis. This was followed by **driving in personal vehicle with other household members** (63%). **Walking** (36%), **biking** (16%), **taking the bus** (14%), and **sharing a ride with others outside of their household** (15%) distantly followed.

**Table 3**  
**Bicycle Monthly or More Often - Demographics**

Bicycle (monthly or more often)		
Gender	Male	58%
	Female	42%
Age	18-34	53%
	35-54	29%
	55+	15%
Income	<\$25K	35%
	\$25-<\$50K	12%
	\$50K-<\$75K	20%
	\$75K+	21%
Area	Eugene	88%
	Springfield	11%

Source: DHM Research, Jan 2014

Next, respondents were asked to think about trips that they take, other than to work or school, and indicate the mode of transportation they most frequently use. They could indicate up to three modes (Q10).



Overall, six in ten (63%) **drive alone in their personal vehicle** most frequently. This is followed by **driving in personal vehicle with other household members** (46%). **Walking** (20%), **biking** (16%), **sharing a ride with others outside of their household** (14%), and **taking the bus** (13%), distantly followed.

By Area: Springfield residents (58%) were more likely than those from Eugene (41%) to **drive in their personal vehicle with others household members**. Eugene residents

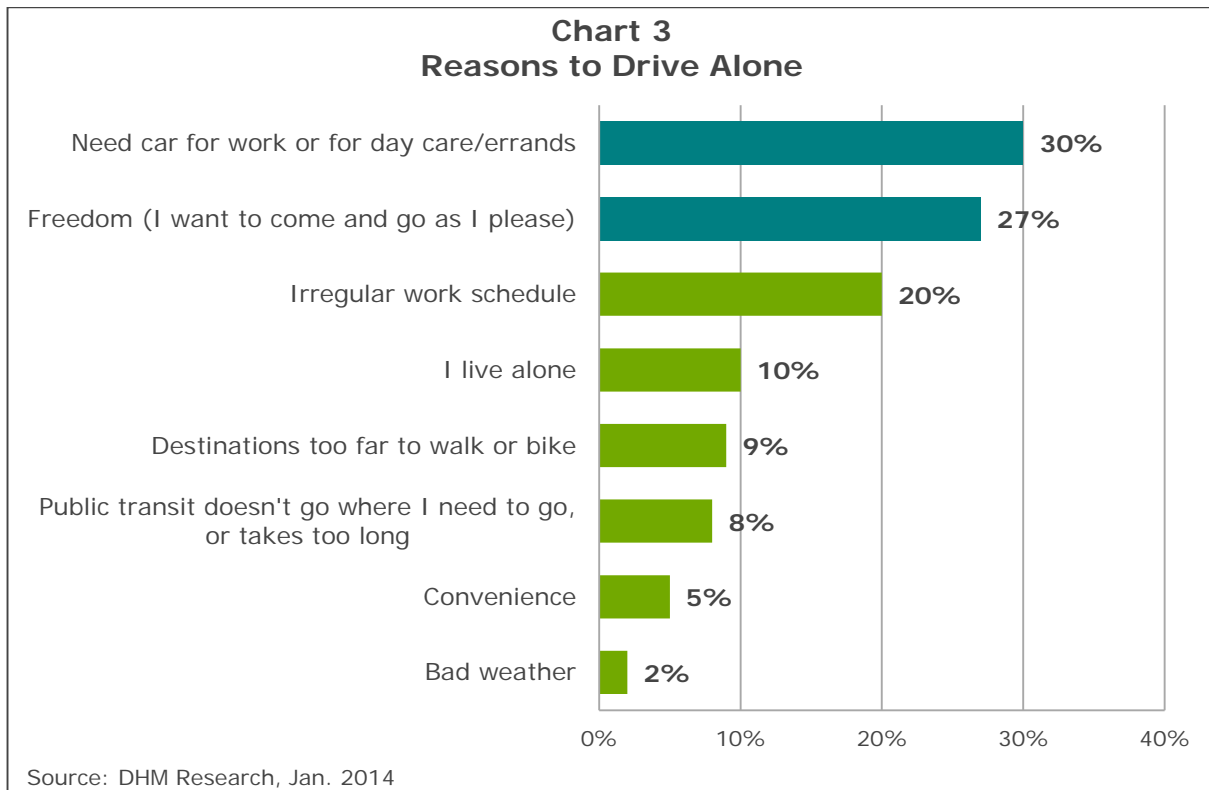


were more likely than those from Springfield to **walk** (23% vs, 13%) and **bicycle** (19% vs. 8%) as a form of transportation.

Within Eugene, residents living in the Central Eugene Region (51%) and the West Eugene/Bethel/Danebo Region (53%) were the least likely to **drive alone in their personal vehicle**. Those living in the Central Eugene Region were also more likely **bike** (32%) and **walk** (32%) as a form of transportation than those living in the River Road-Santa Clara Region (9% and 16% respectively) and the NE Eugene Region (16% and 17% respectively). Springfield residents living on the east side (23%) of the city were more likely than those living on the west (5%) to use the **bus** as a form of transportation.

Demographic Differences: Younger respondents, ages 18-34, are more likely than those older to use the **bus** (18-34: 22%; 35-54: 7%; 55+: 9%). Those from households making \$50K or less were also more likely to use the **bus** (<\$25K: 22%; \$25K-\$50K: 15%; \$50K+: 5%) and **walk** (<\$25K: 27%; \$25K-\$50K: 25%; \$50K+: 13%) as a form of transportation. Those age 55 and older (70%) were more likely than those ages 18-34 (57%) to **drive alone**. Respondents from households making less than \$25K per year were less likely than those from higher income households to **drive alone** (<\$25K: 49%; \$25K-\$50K: 64%; \$50K-\$75K: 76%; \$75K+: 80%) and **drive with other household members** (<\$25K: 26%; \$25K-\$50K: 46%; \$50K-\$75K: 58%; \$75K+: 66%).

Respondents who drive alone as a form of transportation were asked, unprompted, for the reasons they drive alone (Q11).



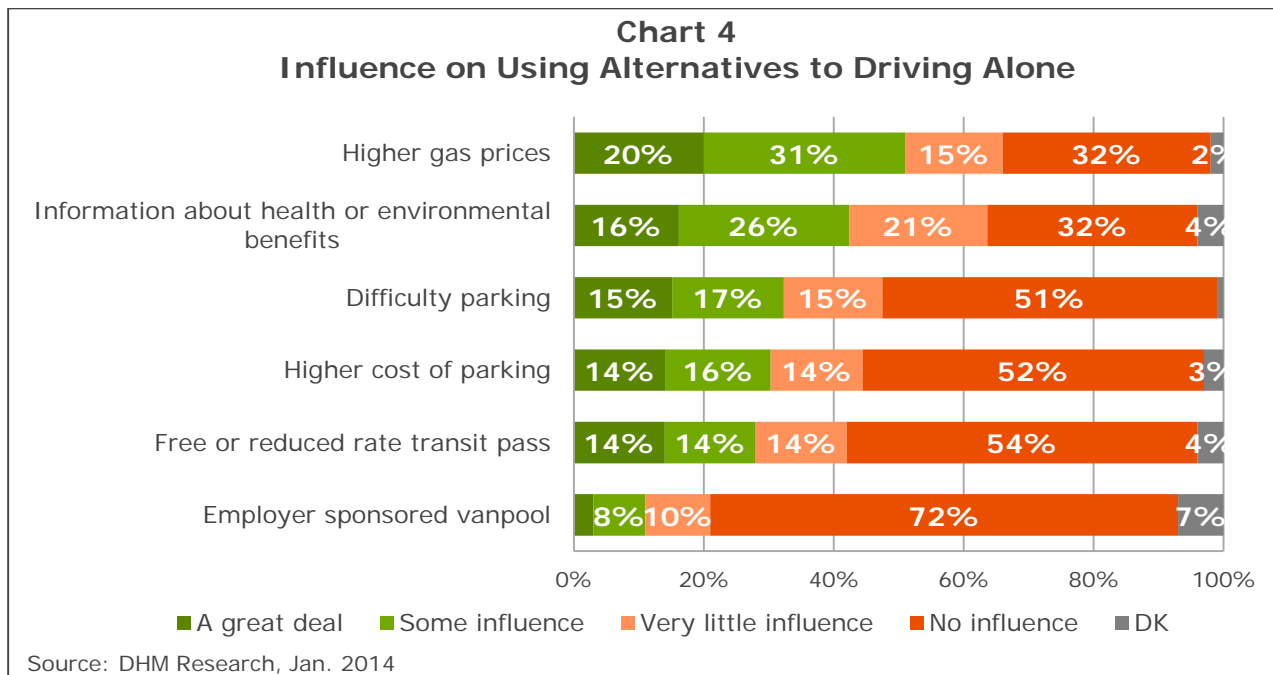
Top reasons for why respondents drive alone included **needing a car for work or errands throughout the day** (30%) and the **freedom** that driving alone provides (27%). One in

five residents also mentioned an **irregular work schedule** (20%) as a reason they drive alone.

By Area: No differences between Eugene and Springfield exist. Due to the reduced sample size, differences within regions in Eugene and Springfield are not presented.

Demographic Differences: Respondents under the age of 55 were more likely than those who are older to cite an **irregular work schedule** as a reason they drive alone (18-34: 30%; 35-54: 23%; 55+: 8%). No other demographic differences exist.

Respondents who use transportation options other than driving alone monthly or more frequently were asked how much influence various factors had on their decision (Q12-Q17).



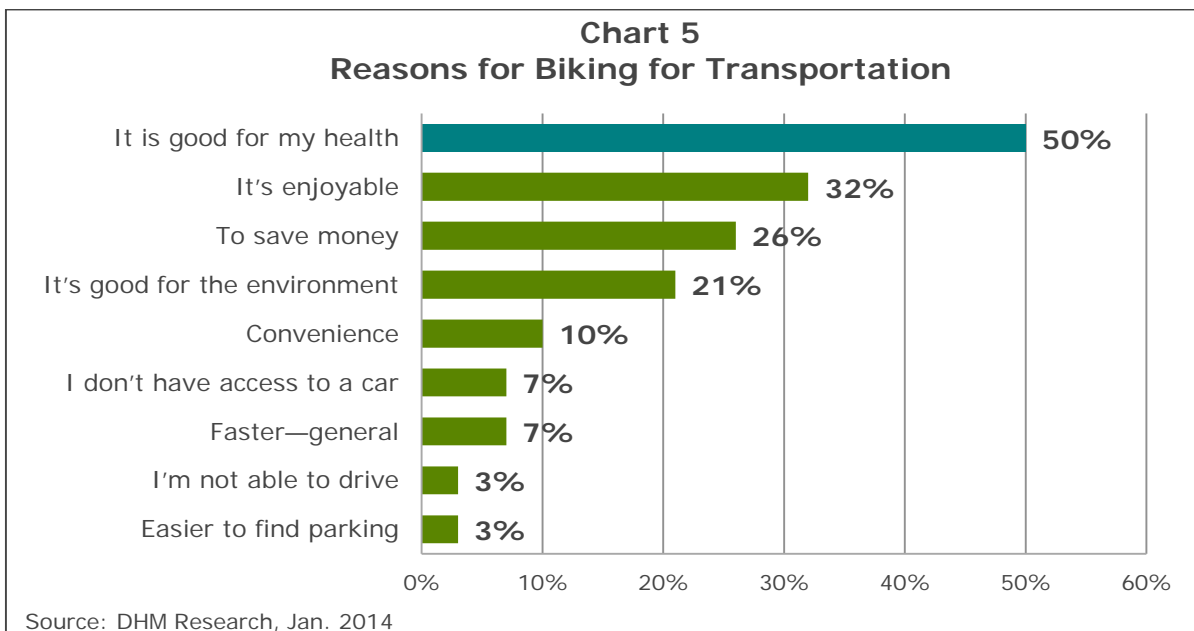
Half (51%) reported that **higher gas prices** had a great deal (20%) or some (31%) influence on their decision to use alternatives to driving alone. Four in ten (43%) said that **information about health or environmental benefits** had a great deal (16%) or some (26%) influence on their decision to use alternatives to driving alone. The second tier of influencers included **difficulty parking** (32%), **higher cost of parking** (30%), and **free or reduced rate transit pass** (28%). The **employer sponsored vanpool** was the least influential with 72% reporting it had no influence on their decision to use alternatives to driving alone. Other items that influenced decisions mentioned by respondents included **convenience, health benefits, and saving money.**

By Area: All influencers were consistent by area with the exception of **information about health or environmental benefits**. Respondents in Eugene (46%) were more likely than those in Springfield (33%) to say this had a great deal or some influence on their decision. Within Eugene, those in the South Hills Region (62%) were more likely to be influenced by this than all other regions (38-43%) with the exception of the Central Eugene Region (47%).

Demographic Differences: For all influencers, those ages 18-34 were more likely than those over the age of 55 to say each had a great deal or some influence on their decision to use alternatives to driving alone. National research has shown that younger residents are generally less attached to their vehicles than those who are older. Not surprisingly, those who bike (60%) as a form of transportation were more likely than those who use other modes (33%-43%), with the exception of walking (48%), to have been influenced by **information about health or environmental benefits**. Those who ride the bus (55%) were more likely than those who use other modes (24-38%) to have been influenced by free **or reduced transit pass**. Respondents from households making less than \$25K a year (44%) were more likely than those who make more (23%-27%) to be influenced by **the higher cost of parking**.

### 3.2 | Biking

Respondents who bike monthly or more often were asked, open-ended, why (Q19).

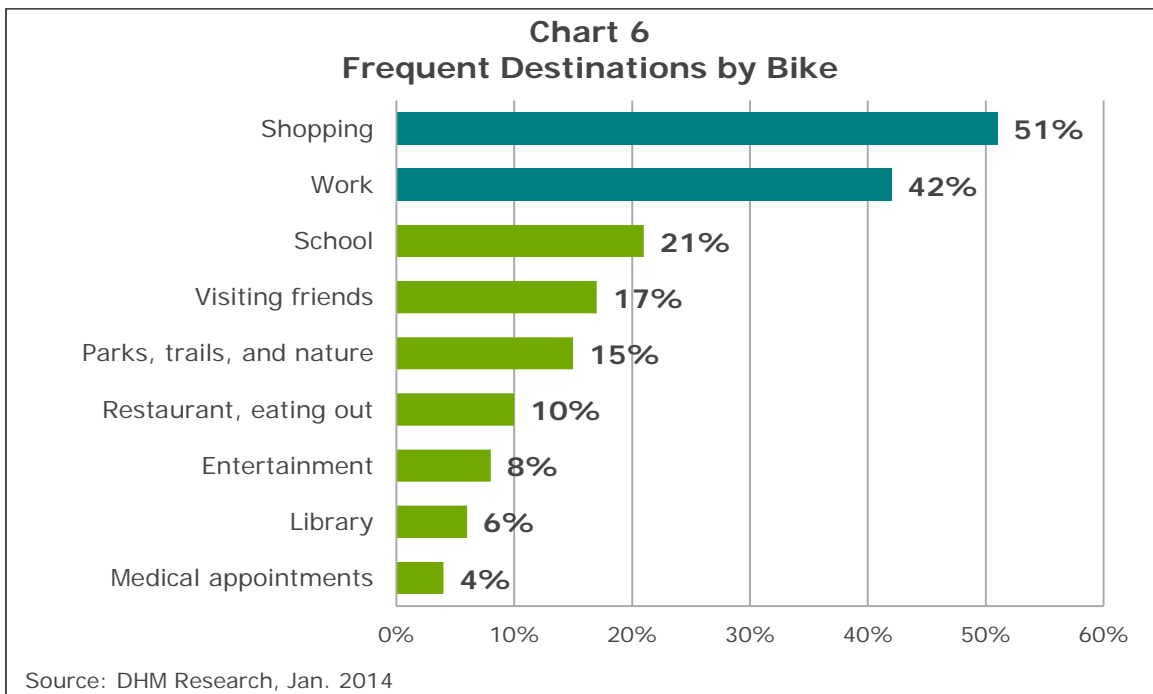


The top reason respondents gave for biking as a form of transportation was that **it was good for their health** (50%). One in three (32%) bike because **it is enjoyable**. Other reasons respondents' bike as a form of transportation included **to save money** (26%), **environmental benefits** (21%), and **convenience** (10%). All other reasons were mentioned by less than 10% of respondents.

By Area: Due to the reduced sample size (Eugene, N=124; Springfield, N=15), there were no significant differences by area.

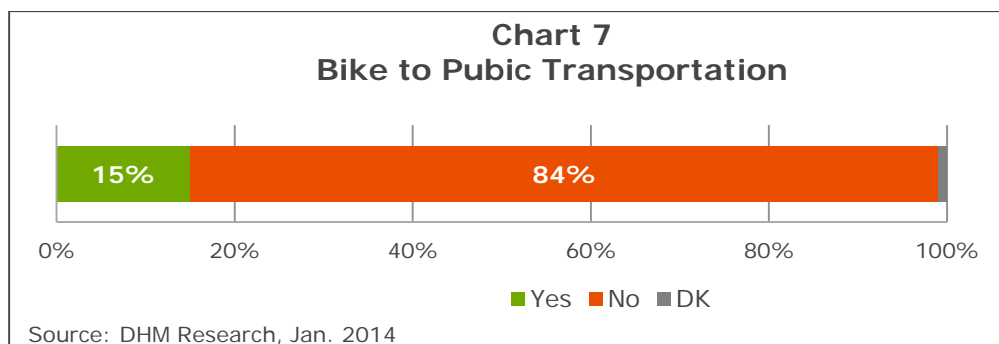
Demographic Differences: Women (29%) were more likely than men (15%) to bike because of the **environmental benefits**. Reasons respondents bicycle as a form of transportation showed no other significant differences among demographic subgroups.

Respondents who used a bike most frequently as a form of transportation were asked where they typically go most often (Q20). Due to small sample size (N=79), analysis by area and demographic subgroups are not presented for this question.



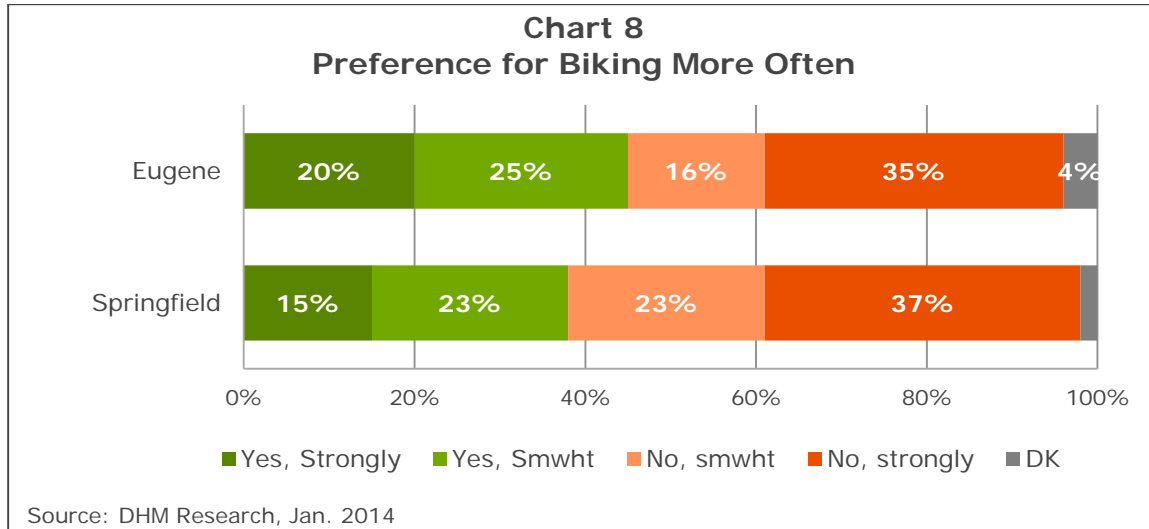
The most frequent destination for half (51%) of respondents was to go **shopping**. This was followed most closely by **work** (42%). Other destinations respondents frequently travel by bike included **school** (21%), **visiting friends** (17%), **parks, trails, and nature** (15%), and **restaurants** (10%). All other destinations were frequented by less than 10% of participants.

Respondents who used a bike most frequently as a form of transportation were asked if they ride their bike to or from public transportation (Q21). Due to small sample size (N=79) analysis by area and demographic subgroups are not presented for this question.



Most respondents have not biked to or from public transportation. Overall, 15% have biked to or from public transportation while more than eight in ten (84%) have not.

Respondents who biked monthly or less often were asked if they would prefer to bike more often for transportation purposes (Q22).

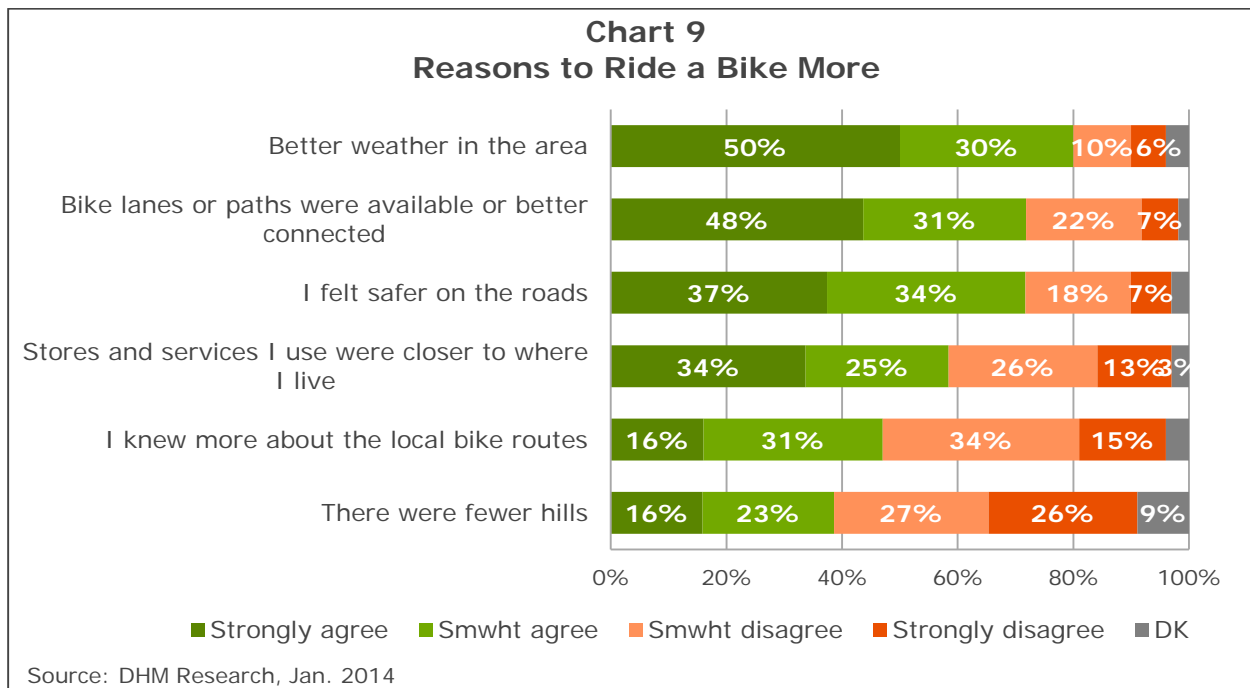


Overall, four in ten (43%) would prefer to bike more often for transportation purposes, with 19% who felt this way strongly. Just over half (53%) have little or no desire to bike more often.

By Area: No significant differences in preference to bike more often exist by area.

Demographic Difference: Respondents under the age of 55 are more likely to have a desire to bike more often than those who are older (18-34: 52%; 35-54: 50%; 55+: 25%). Respondents who live in households making more than \$75K per year (61%) were more likely than those making less (32%-44%) to show a preference for biking more often than they currently do.

Those who would like to bike more for transportation purposes were read a list of reasons why people may bike more. They were asked to rate their agreement with each of the following statements (Q23-Q28).



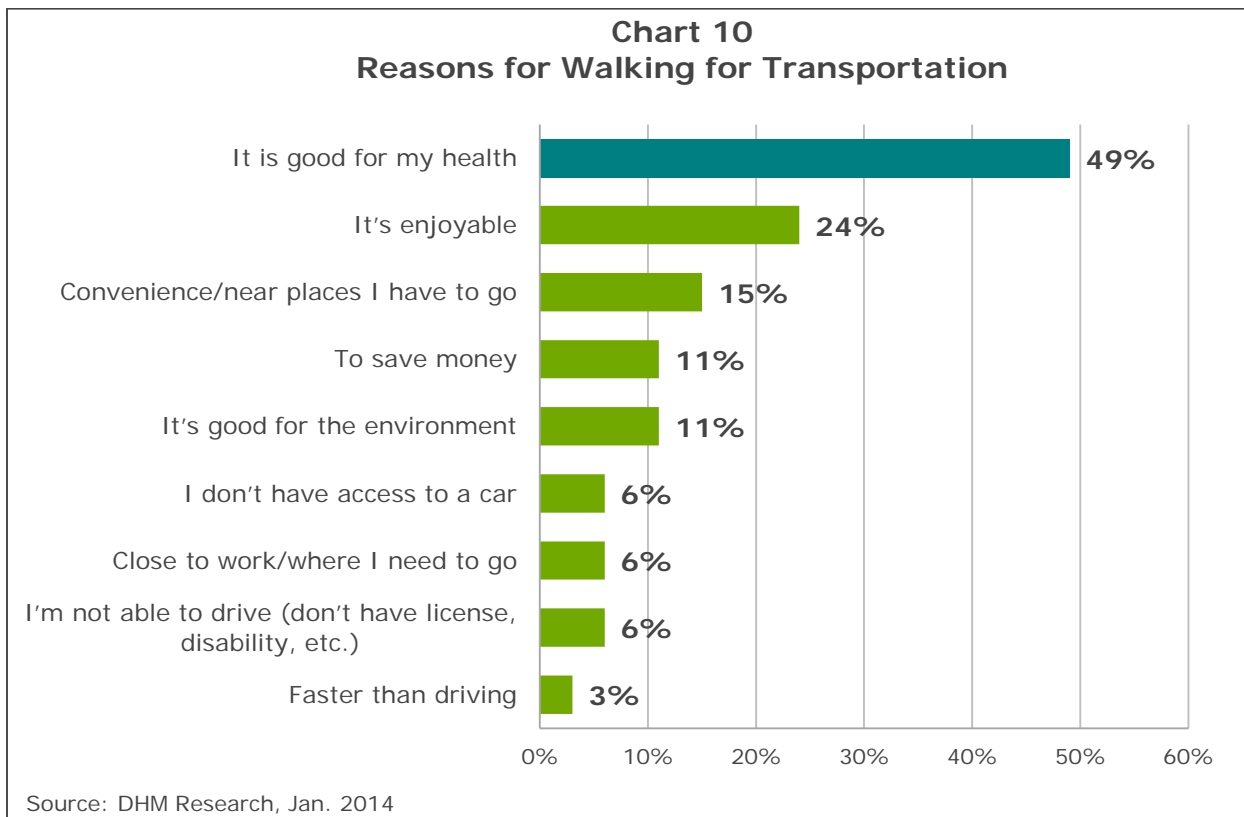
**Weather in the area** (80%, strongly or somewhat agree) is the number one deterrent to riding a bike more for transportation. This is followed closely by **availability and connectivity of bike lanes** (79%), **feeling safe on the roads** (71%), and **proximity of stores and services** (59%). Less important items include **knowledge of local bike routes** (47%) and **hills in the area** (39%).

By Area: Due to small sample sizes within the regions in Eugene and Springfield, analysis by area is not presented.

Demographic Differences: Variables that would encourage respondents to bike more often were consistent across demographic subgroups.

### 3.3 | Walking

Respondents who walk monthly or more often were asked, unprompted, why (Q30).

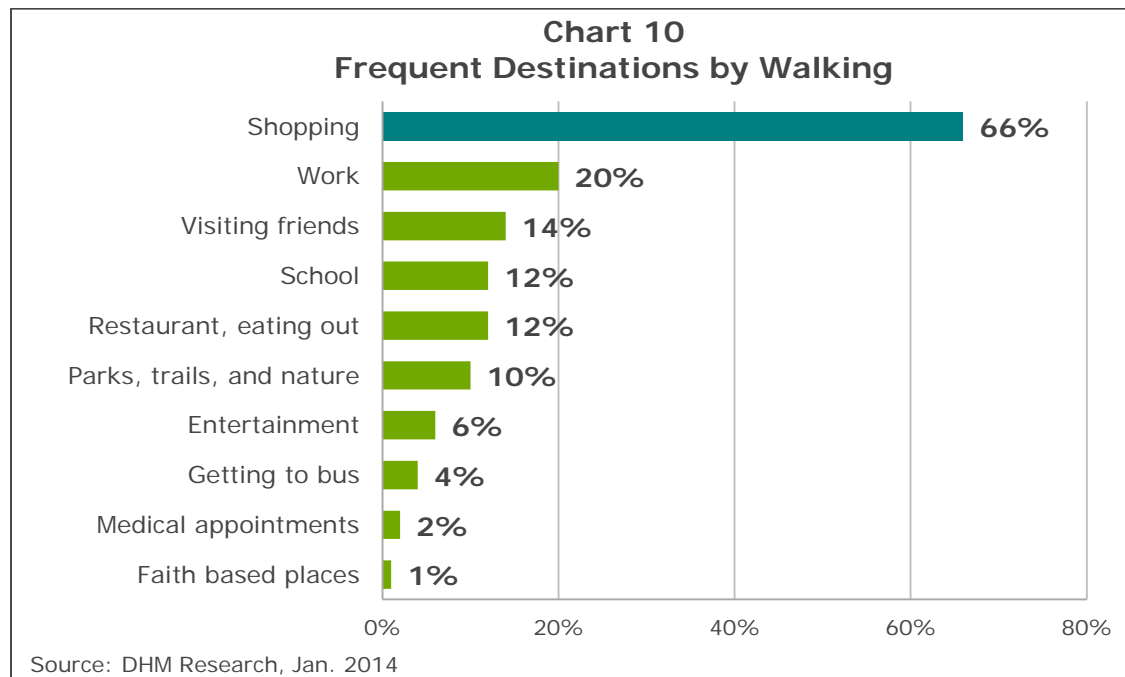


By far, the top reason for walking as a form of transportation was for **health benefits** (49%). Second tier items included it **being enjoyable** (24%), **convenience** (15%), **saving money** (11%), and **environmental purposes** (11%).

By Area: Results are similar by area with the exception of **saving money**. Respondents from Eugene (14%) were more likely than those from Springfield (4%) to walk as a form of transportation because they wanted to save money. No other differences by area exist.

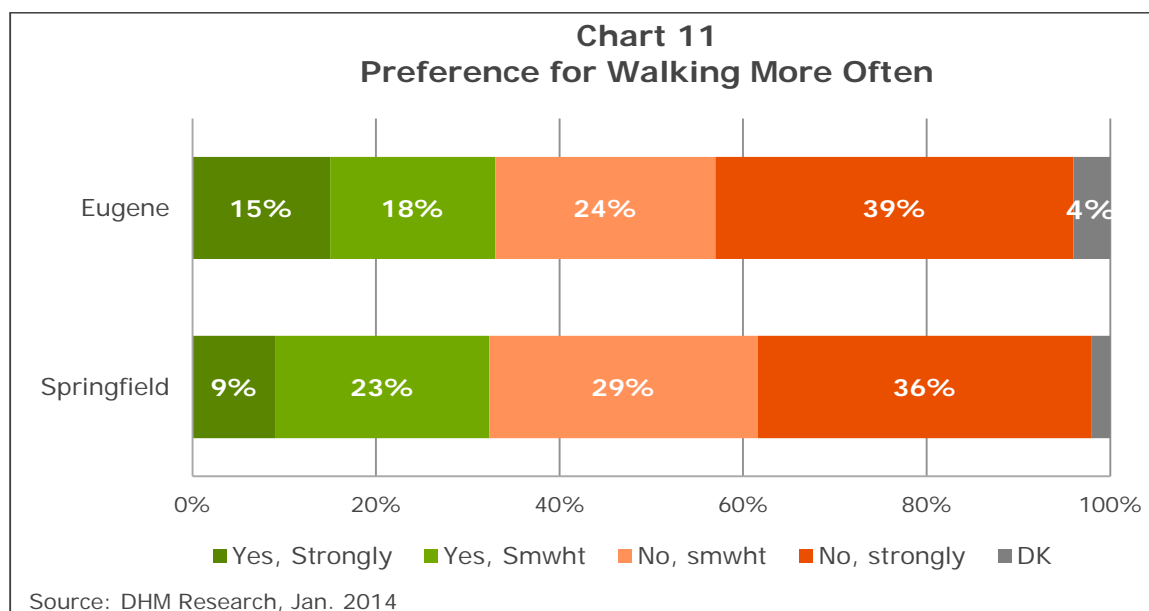
Demographic Differences: Reasons respondents walk for transportation were consistent across demographic subgroups.

Respondents who walk most frequently as a form of transportation were asked where they typically go most often (Q31). Due to small sample size (N=102), analysis by area and demographic subgroups are not presented for this question.



Similar to those who bike for transportation, the most frequent destination for those who walk was **shopping** (66%). This was distantly followed by **work** (20%), **visiting friends** (14%), **school** (12%), **restaurants** (12%), and **parks, trails, and nature** (10%). All other destinations were frequented by less than 10% of respondents.

Respondents who walked monthly or less often were asked if they would prefer to walk more often for transportation purposes (Q32).



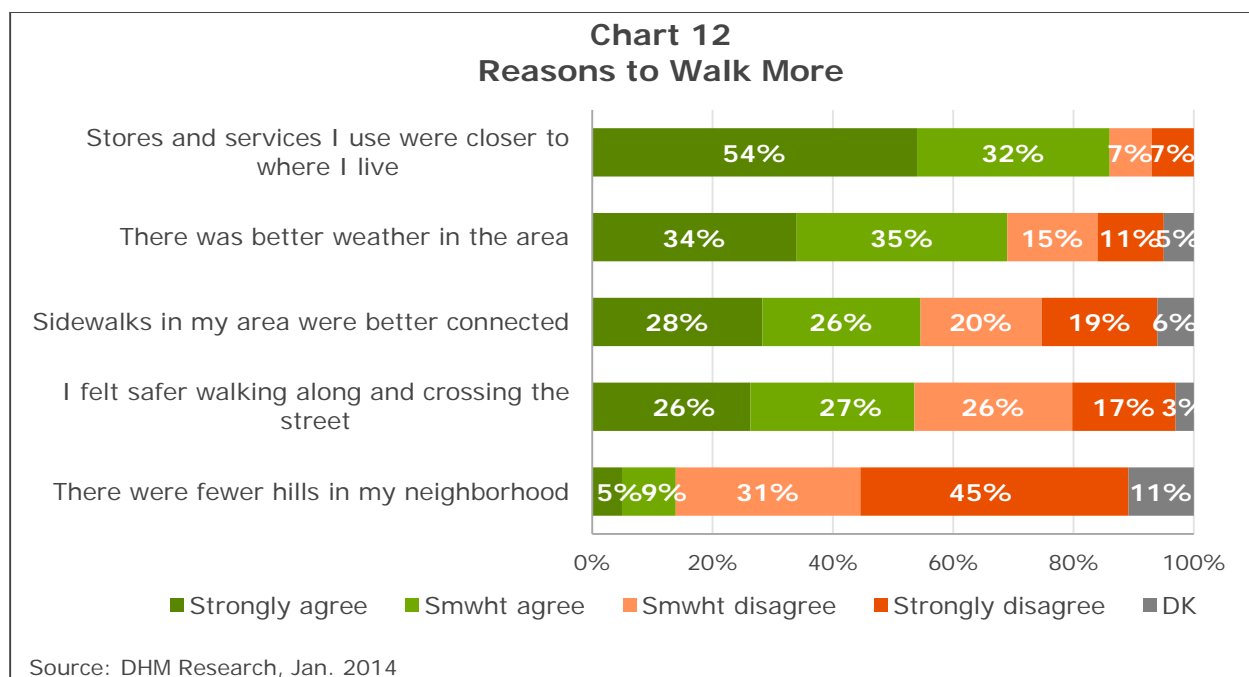


Overall, one in three (33%) would prefer to walk more often for transportation purposes, with 13% who felt this way strongly. Nearly two in three (63%) have little or no desire to walk more often.

By Area: There was no significant difference between Eugene and Springfield overall. Within Springfield, Those living in West Springfield (45%) were more likely than those living in East Springfield (21%) to express a desire to walk more for transportation purposes.

Demographic Differences: Respondents ages 35-54 (42%) are more likely than both those younger (29%) and older (27%) to express a desire to walk more for transportation purposes. No other demographic differences exist.

Those who would like to walk more for transportation services were read a list of reasons why people may walk more. They were asked to rate their agreement with each of the following statements (Q33-Q37).



Respondents were most likely to agree that they would walk more if the stores and services they used were **closer to where they live** (54% strongly agree, 32% somewhat agree). Other barriers to walking more often included **weather** (69%), **better connected sidewalks** (54%), and **safety** (53%). The barrier that had the lowest impact were **hills** (14%).

By Area: Due to small sample sizes within the regions in Eugene and Springfield, analysis by area is not presented.

Demographic Differences: Variables that would encourage respondents to walk more often were fairly consistent across demographic subgroups.

## 4.1 | ANNOTATED QUESTIONNAIRE – EUGENE REGIONS<sup>1</sup>

**Travel Barriers and Benefits research**  
**Dates fielded; N=500, Eugene N=380, Springfield N=120**  
**10 minutes; margin of error +/-4.4%**  
**DHM Research**

Hello, I'm \_\_\_\_\_ from DHM Research a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern individuals in your area. May I speak to \_\_\_\_\_? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

1. What are the most important issues in the Eugene-Springfield area you would like your local government leaders to do something about? **(OPEN – COLLECT UP TO THREE RESPONSES)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Poverty/homelessness	24%	25%	24%	25%	30%	14%
Road infrastructure	11%	13%	9%	13%	11%	7%
Jobs/unemployment	11%	9%	12%	8%	9%	16%
Education funding	8%	7%	5%	3%	16%	11%
Education—general	5%	5%	5%	4%	4%	5%
Wasteful spending/inappropriate use of funds by government	5%	5%	4%	1%	4%	9%
Crime	3%	5%	4%	3%	1%	5%
Traffic	3%	5%	1%	3%	1%	4%
All other responses	3% or less	5% or less	5% or less	4% or less	3% or less	7% or less
None/Nothing	9%	4%	12%	8%	9%	12%
<b>(DON'T READ)</b> Don't know/refused	15%	16%	17%	17%	9%	18%

2. Thinking specifically about transportation in the Eugene-Springfield area, what are the most important transportation issues you would like your local government leaders to do something about? **(OPEN – COLLECT UP TO THREE RESPONSES)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Improve road conditions	19%	21%	12%	29%	16%	14%
Expanding bus transportation system	14%	9%	21%	13%	17%	7%
Don't see any problems/issues	11%	12%	14%	8%	8%	13%
Improve traffic congestion	9%	11%	11%	7%	7%	13%
Increasing bike accessible areas/bike lanes	9%	8%	5%	9%	17%	4%

<sup>1</sup> Caution should be used when examining regions within Eugene. Due to small sample size, many differences between the regions are not statistically significant. Please refer to the detailed report for significant regional differences.

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Cancel the EmX planning	6%	7%	7%	8%	3%	8%
Improve mass transit	4%	4%	5%	5%	5%	1%
Bicycle safety	4%	1%	1%	8%	4%	5%
All other responses	2% or less	4% or less	3% or less	5% or less	5% or less	5% or less
None/Nothing	7%	7%	8%	1%	17%	4%
<b>(DON'T READ)</b> Don't know/refused	9%	13%	8%	7%	7%	12%

## TRAVEL BEHAVIOR

Typically, how frequently do you use each of the following ways to travel? Daily, Several times a week but not every day, Several times a month, A few times a year, or Never?

Response Category	Daily	Several times a week but not every day	Several times a month	A few times a year	Never	DK
<b>3. Drive alone in your personal vehicle</b>						
Eugene, N=369	47%	26%	7%	2%	17%	0%
Area 1, N=76	51%	25%	8%	4%	12%	0%
Area 2, N=76	58%	18%	3%	1%	20%	0%
Area 3, N=76	36%	30%	12%	1%	20%	1%
Area 4, N=76	49%	34%	8%	1%	8%	0%
Area 5, N=76	43%	21%	5%	1%	29%	0%
<b>4. Drive in your personal vehicle with other household members</b>						
Eugene, N=369	20%	40%	12%	6%	22%	0%
Area 1, N=76	30%	32%	18%	5%	14%	0%
Area 2, N=76	24%	46%	7%	3%	20%	1%
Area 3, N=76	11%	37%	18%	12%	22%	0%
Area 4, N=76	17%	47%	11%	4%	21%	0%
Area 5, N=76	22%	38%	5%	5%	29%	0%
<b>5. Share a ride with people not from your household (example: Carpool or Vanpool)</b>						
Eugene, N=369	1%	14%	30%	16%	39%	0%
Area 1, N=76	1%	14%	20%	13%	51%	0%
Area 2, N=76	1%	12%	34%	12%	41%	0%
Area 3, N=76	0%	17%	38%	14%	30%	0%
Area 4, N=76	1%	13%	25%	22%	37%	1%
Area 5, N=76	1%	14%	30%	17%	37%	0%
<b>6. Bus, other than school bus. This includes EmX (pronounced: MX) express bus service</b>						
Eugene, N=369	6%	10%	13%	20%	51%	0%
Area 1, N=76	4%	11%	4%	12%	70%	0%
Area 2, N=76	1%	4%	12%	21%	62%	0%
Area 3, N=76	9%	12%	13%	32%	34%	0%
Area 4, N=76	7%	11%	25%	20%	38%	0%
Area 5, N=76	8%	13%	9%	12%	57%	1%

Response Category	Daily	Several times a week but not every day	Several times a month	A few times a year	Never	DK
7. Carsharing service, for example Flex car, Zipcar, or Car2Go						
Eugene, N=369	0%	0%	0%	2%	96%	1%
Area 1, N=76	0%	0%	0%	0%	97%	3%
Area 2, N=76	0%	0%	0%	1%	97%	1%
Area 3, N=76	0%	0%	0%	7%	91%	3%
Area 4, N=76	0%	0%	1%	1%	97%	0%
Area 5, N=76	1%	0%	0%	0%	99%	0%
8. Bicycle for non-recreational purposes such as to work, shopping, errands, picking up cleaning, etc.						
Eugene, N=369	8%	12%	13%	10%	56%	1%
Area 1, N=76	3%	12%	11%	8%	67%	0%
Area 2, N=76	5%	5%	16%	12%	61%	1%
Area 3, N=76	16%	20%	14%	13%	36%	1%
Area 4, N=76	9%	12%	16%	9%	54%	0%
Area 5, N=76	7%	11%	9%	5%	68%	0%
9. Walking for non-recreational purposes such as to work, shopping, errands, picking up cleaning, etc.						
Eugene, N=369	16%	23%	15%	12%	34%	0%
Area 1, N=76	5%	20%	11%	20%	45%	0%
Area 2, N=76	5%	24%	16%	14%	39%	1%
Area 3, N=76	30%	32%	11%	8%	20%	0%
Area 4, N=76	16%	18%	24%	9%	33%	0%
Area 5, N=76	20%	21%	14%	8%	37%	0%

10. Now thinking specifically about trips you take other than to work or school, in a typical week, which of the following forms of transportation do you most frequently use? This could include running errands, grocery shopping, getting to public transportation, recreation, etc. **(COLLECT UP TO THREE MOST FREQUENT MODES)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Drive alone in your personal vehicle	63%	67%	68%	51%	74%	53%
Drive in your personal vehicle with other household members	41%	54%	42%	34%	37%	45%
Walking for non-recreational purposes such as shopping, errands, etc.	23%	16%	17%	32%	25%	25%
Bicycle for non-recreational purposes such as shopping, errands, etc.	19%	9%	16%	32%	21%	11%

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Share a ride with people not from your household (example: Carpool or Vanpool)	13%	8%	16%	14%	11%	14%
Bus, other than school bus. This includes EmX (pronounced: MX) express bus service	13%	12%	9%	17%	12%	17%
Carsharing service, for example Flex car, Zipcar, or Car2Go	1%	0%	0%	3%	3%	1%
<b>(DON'T READ)</b> Don't know/refused	2%	1%	3%	3%	0%	3%

11. **(IF Q10= 1 DROVE ALONE)** What are the reasons that you drive alone? **(DO NOT READ, PROBE: Are there any other reasons? COLLECT UP TO THREE)**

Response Category	Eugene N=232	Area 1 N=51	Area 2 N=52	Area 3 N=39	Area 4 N=56	Area 5 N=40
Need car for work or for day care/errands	31%	47%	29%	33%	20%	28%
Freedom (I want to come and go as I please)	27%	25%	23%	28%	25%	35%
Irregular work schedule	19%	16%	19%	15%	20%	33%
I live alone	11%	8%	13%	10%	16%	5%
Destinations too far to walk or bike.	9%	12%	2%	15%	11%	5%
Public transit doesn't go where I need to go, or takes too long	8%	6%	4%	13%	7%	13%
Convenience	5%	4%	4%	5%	7%	5%
Bad weather	3%	0%	0%	8%	4%	3%
All other responses	2% or less	2% or less	4% or less	3% or less	2% or less	0%
<b>(DON'T READ)</b> Don't know/refused	3%	2%	0%	5%	4%	3%

**(IF Q4 or 5 or 6 or 7 or 8 or – Q9= 1 or 2 or 3 MONTHLY OR MORE OFTEN)** Thinking back to when you first started using alternatives to driving alone in the Eugene- Springfield region, how much influence did each of the following have in your decision, a great deal of influence, some influence, very little influence, or no influence **(ROTATE)?**

Response Category	A great deal	Some influence	Very little influence	No influence	DK
12. Information about health or environmental benefits					
Eugene, N=343	17%	29%	20%	30%	4%
Area 1, N=73	15%	26%	22%	33%	4%
Area 2, N=72	11%	32%	22%	32%	3%
Area 3, N=70	17%	30%	26%	24%	3%

Response Category	A great deal	Some influence	Very little influence	No influence	DK
Area 4, N=68	32%	29%	12%	24%	3%
Area 5, N=72	11%	26%	17%	39%	7%
13. Free or reduced rate transit pass					
Eugene, N=343	13%	15%	15%	53%	4%
Area 1, N=73	14%	16%	7%	59%	4%
Area 2, N=72	14%	7%	15%	57%	7%
Area 3, N=70	14%	19%	17%	46%	4%
Area 4, N=68	21%	19%	15%	44%	1%
Area 5, N=72	6%	11%	19%	60%	4%
14. Employer sponsored vanpool					
Eugene, N=343	3%	7%	9%	73%	8%
Area 1, N=73	5%	11%	8%	66%	10%
Area 2, N=71	1%	4%	7%	76%	11%
Area 3, N=70	1%	9%	10%	73%	7%
Area 4, N=68	3%	9%	10%	75%	7%
Area 5, N=72	4%	6%	8%	75%	7%
15. Difficulty parking					
Eugene, N=343	17%	16%	14%	52%	1%
Area 1, N=73	14%	15%	15%	53%	3%
Area 2, N=72	15%	17%	15%	53%	0%
Area 3, N=70	24%	13%	10%	51%	1%
Area 4, N=68	21%	24%	16%	40%	0%
Area 5, N=72	11%	13%	14%	61%	1%
16. Higher cost of parking					
Eugene, N=343	13%	18%	14%	53%	2%
Area 1, N=73	14%	14%	12%	58%	3%
Area 2, N=72	14%	15%	15%	54%	1%
Area 3, N=70	17%	20%	17%	44%	1%
Area 4, N=68	10%	26%	12%	50%	1%
Area 5, N=72	10%	14%	11%	61%	4%
17. Higher gas prices					
Eugene, N=343	19%	31%	15%	34%	2%
Area 1, N=73	27%	33%	11%	27%	1%
Area 2, N=72	14%	32%	17%	38%	0%
Area 3, N=70	19%	26%	13%	40%	3%
Area 4, N=68	16%	38%	18%	26%	1%
Area 5, N=72	21%	28%	14%	36%	1%

18. A. Is there anything else that influenced your decision to start using alternatives to driving alone? **(IF YES, SPECIFY.)**

Response Category	Eugene N=343	Area 1 N=73	Area 2 N=72	Area 3 N=70	Area 4 N=68	Area 5 N=72
Convenience	5%	4%	4%	11%	6%	0%
Exercise/health benefits	4%	1%	1%	6%	9%	4%
Economical/save money	3%	5%	1%	4%	4%	1%
Don't have a vehicle	2%	1%	3%	1%	1%	1%
Environmental issues/factors	2%	0%	1%	3%	1%	4%
Enjoy biking	2%	0%	1%	3%	3%	1%
All other responses	2% or less	1% or less	3% or less	1% or less	3% or less	3% or less
No/Nothing /None	67%	78%	74%	57%	56%	76%
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%	0%	0%	0%

B. **(If Q18A = YES)** How much did it influence your decision?

Response Category	Eugene N=116	Area 1 N=18	Area 2 N=20	Area 3 N=31	Area 4 N=30	Area 5 N=18
A great deal	60%	56%	60%	61%	60%	61%
Some influence	27%	22%	35%	26%	30%	17%
Very little	7%	11%	0%	6%	10%	11%
No influence	2%	0%	0%	3%	0%	11%
<b>(DON'T READ)</b> Don't know	3%	11%	5%	3%	0%	0%

19. **(IF Q8 = 1 or 2 or 3 MONTHLY OR MORE OFTEN)** Why do you bicycle for transportation? **(DO NOT READ LIST. ACCEPT UP TO THREE RESPONSES)**

Response Category	Eugene N=124	Area 1 N=19	Area 2 N=20	Area 3 N=38	Area 4 N=28	Area 5 N=20
It is good for my health	51%	53%	55%	39%	61%	55%
It's enjoyable	34%	26%	30%	37%	43%	20%
To save money	25%	21%	30%	26%	32%	10%
It's good for the environment	20%	11%	20%	24%	25%	15%
Convenience	8%	0%	5%	11%	11%	10%
Faster—general	7%	11%	5%	5%	4%	15%
I don't have access to a car	7%	5%	15%	8%	0%	10%
Easier to find parking	3%	0%	5%	3%	7%	0%
I'm not able to drive (don't have license, disability, etc.)	2%	0%	5%	3%	0%	5%
All other responses	2% or less	0%	5% or less	5% or less	4% or less	5% or less
<b>(DON'T READ)</b> Don't know/refused	2%	11%	0%	0%	0%	5%

## BIKING

20. **(IF Q10=6 BIKE)** When riding your bike for transportation, not for recreation or exercise, what types of places do you typically go most often **(DO NOT READ LIST, ACCEPT UP TO THREE RESPONSES)**?

Response Category	Eugene N=69	Area 1 N=7	Area 2 N=12	Area 3 N=24	Area 4 N=16	Area 5 N=8
Shopping	54%	29%	58%	50%	63%	63%
Work	45%	43%	25%	54%	50%	38%
School	21%	14%	33%	25%	13%	13%
Visiting friends	17%	0%	17%	17%	19%	25%
Parks, trails, and nature	14%	29%	25%	13%	0%	25%
Restaurant, eating out	10%	0%	0%	8%	13%	38%
Entertainment	8%	0%	8%	4%	19%	0%
Library	5%	0%	0%	8%	0%	13%
Medical appointments	4%	0%	8%	0%	6%	13%
All other responses	3% or less	0%	0%	4% or less	6% or less	13% or less
<b>(DON'T READ)</b> Don't know/refused	6%	29%	0%	0%	13%	0%

21. **(IF Q10=6 BIKE)** Do you ride your bicycle to or from public transportation, like to the bus or EmX (pronounced: MX)?

Response Category	Eugene N=69	Area 1 N=7	Area 2 N=12	Area 3 N=24	Area 4 N=16	Area 5 N=8
Yes	16%	14%	8%	13%	19%	38%
No	83%	71%	92%	88%	81%	63%
<b>(DON'T READ)</b> Don't know	1%	14%	0%	0%	0%	0%

22. **(IF Q8= 3 or 4 or 5 MONTHLY OR LESS OFTEN)** Would you prefer to bike more often for transportation purposes than you currently do? Is that strongly or somewhat?

Response Category	Eugene N=292	Area 1 N=65	Area 2 N=67	Area 3 N=48	Area 4 N=60	Area 5 N=63
Yes, strongly	20%	18%	16%	23%	20%	27%
Yes, somewhat	25%	28%	21%	25%	32%	21%
No, strongly	35%	38%	43%	25%	27%	37%
No, somewhat	16%	14%	15%	25%	15%	11%
<b>(DON'T READ)</b> Don't know	4%	2%	4%	2%	7%	5%



**(IF Q22= 1 or 2 YES)** Next, I'm going to read you some reasons that people may bike more as a form of transportation. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I would bike more for transportation if...

Response Category	Strong Agree	Smwt Agree	Smwt Disagree	Strong Disagree	DK
<b>23. I felt safer on the roads</b>					
Eugene, N=132	39%	34%	18%	7%	3%
Area 1, N=30	43%	33%	13%	7%	3%
Area 2, N=25	32%	32%	24%	8%	4%
Area 3, N=23	30%	52%	9%	9%	0%
Area 4, N=31	29%	42%	19%	6%	3%
Area 5, N=30	63%	7%	23%	3%	3%
<b>24. Bike lanes or paths were available or better connected</b>					
Eugene, N=132	49%	32%	11%	6%	2%
Area 1, N=30	47%	33%	13%	3%	3%
Area 2, N=25	32%	40%	20%	8%	0%
Area 3, N=23	65%	17%	13%	4%	0%
Area 4, N=31	42%	42%	3%	6%	6%
Area 5, N=30	60%	23%	10%	7%	0%
<b>25. There were fewer hills</b>					
Eugene, N=132	16%	21%	25%	26%	11%
Area 1, N=30	13%	20%	33%	20%	13%
Area 2, N=25	4%	28%	28%	20%	20%
Area 3, N=23	22%	26%	22%	26%	4%
Area 4, N=31	26%	29%	16%	23%	6%
Area 5, N=30	13%	3%	30%	43%	10%
<b>26. Stores and services I use were closer to where I live</b>					
Eugene, N=132	35%	23%	26%	14%	3%
Area 1, N=30	33%	40%	23%	0%	3%
Area 2, N=25	44%	8%	24%	20%	4%
Area 3, N=23	26%	17%	35%	22%	0%
Area 4, N=31	39%	23%	29%	6%	3%
Area 5, N=30	33%	23%	17%	23%	3%
<b>27. I knew more about the local bike routes</b>					
Eugene, N=132	15%	34%	31%	15%	5%
Area 1, N=30	10%	37%	47%	3%	3%
Area 2, N=25	20%	24%	20%	28%	8%
Area 3, N=23	13%	39%	39%	9%	0%
Area 4, N=31	13%	35%	32%	13%	6%
Area 5, N=30	23%	33%	13%	23%	7%

Response Category	Strong Agree	Smwt Agree	Smwt Disagree	Strong Disagree	DK
28. Better weather in the area					
Eugene, N=132	49%	31%	11%	5%	3%
Area 1, N=30	33%	40%	17%	7%	3%
Area 2, N=25	76%	24%	0%	0%	0%
Area 3, N=23	39%	35%	22%	0%	4%
Area 4, N=31	45%	42%	6%	3%	3%
Area 5, N=30	57%	10%	13%	17%	3%

29. Is there anything else that would encourage you to bike more as a form of transportation? **(IF YES, SPECIFY.)**

Response Category	Eugene N=132	Area 1 N=30	Area 2 N=25	Area 3 N=23	Area 4 N=31	Area 5 N=30
Incentives—from work or a state tax break	5%	7%	4%	4%	6%	3%
If I had a better bike/if I had a bike	4%	0%	8%	4%	6%	0%
More bike accessible areas/bike lanes	3%	3%	0%	4%	6%	0%
If there was better lighting on bike routes/directional signals	3%	7%	8%	0%	0%	0%
Time—general	3%	7%	0%	0%	3%	3%
All other responses	2% or less	3% or less	4% or less	4% or less	6% or less	7% or less
No/Nothing/None	63%	60%	64%	70%	61%	60%
<b>(DON'T READ)</b> Don't know	0%	0%	0%	0%	0%	0%

**WALKING**

30. (IF Q9=1 or 2 or 3 MONTHLY OR MORE OFTEN) Why do you walk for transportation? (DO NOT READ LIST. ACCEPT UP TO THREE RESPONSES)

Response Category	Eugene N=199	Area 1 N=27	Area 2 N=34	Area 3 N=55	Area 4 N=44	Area 5 N=42
It is good for my health	50%	44%	62%	36%	57%	57%
It's enjoyable	26%	19%	32%	25%	27%	24%
Convenience/near places I have to go	14%	4%	9%	25%	11%	12%
To save money	14%	7%	24%	18%	14%	2%
It's good for the environment	10%	11%	9%	13%	11%	5%
Close to work/where I need to go	7%	7%	0%	13%	5%	7%
I'm not able to drive (don't have license, disability, etc.)	6%	4%	0%	7%	9%	7%
I don't have access to a car	5%	4%	0%	4%	5%	14%
Faster than driving	3%	4%	3%	4%	2%	0%
All other responses	2% or less	4% or less	3% or less	2% or less	2% or less	2% or less
Don't know/refused	5%	11%	6%	0%	7%	5%

31. (IF Q10=7 WALK) When walking for transportation, not for recreation or exercise, what types of places do you typically go most frequently (DO NOT READ LIST, ACCEPT UP TO THREE RESPONSES)?

Response Category	Eugene N=85	Area 1 N=12	Area 2 N=13	Area 3 N=24	Area 4 N=19	Area 5 N=19
Shopping	66%	42%	77%	71%	58%	74%
Work	18%	8%	0%	33%	26%	5%
Visiting friends	15%	33%	0%	25%	5%	11%
School	14%	0%	8%	33%	11%	0%
Restaurant, eating out	12%	0%	15%	13%	26%	0%
Parks, trails, and nature	10%	17%	15%	8%	0%	16%
Entertainment	7%	0%	8%	4%	11%	11%
Getting to bus	3%	0%	8%	4%	0%	5%
Medical appointments	2%	0%	8%	0%	0%	5%
Faith based places	1%	0%	0%	4%	0%	0%
All other responses	2% or less	0%	8% or less	0%	5% or less	5% or less
<b>(DON'T READ)</b> Don't know/refused	6%	17%	0%	0%	11%	11%

32. **(IF Q9=3 or 4 or 5 MONTHLY OF LESS OFTEN)** Would you prefer to walk more often for transportation purposes than you currently do? Is that strongly or somewhat?

Response Category	Eugene N=225	Area 1 N=57	Area 2 N=53	Area 3 N=29	Area 4 N=50	Area 5 N=45
Yes, strongly	15%	12%	8%	24%	16%	20%
Yes, somewhat	18%	19%	23%	10%	16%	20%
No, strongly	39%	40%	43%	38%	38%	29%
No, somewhat	24%	26%	21%	28%	20%	31%
<b>(DON'T READ)</b> Don't know	4%	2%	6%	0%	10%	0%

**(IF Q32=1 or 2 YES)** Next, I'm going to read you some reasons that people may walk more as a form of transportation. Please tell me if strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I would walk more for transportation if

Response Category	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	DK
<b>33. Stores and services I use were closer to where I live</b>					
Eugene, N=74	61%	28%	5%	6%	0%
Area 1, N=18	78%	22%	0%	0%	0%
Area 2, N=16	31%	44%	13%	13%	0%
Area 3, N=10	70%	0%	10%	20%	0%
Area 4, N=16	69%	31%	0%	0%	0%
Area 5, N=18	61%	33%	6%	0%	0%
<b>34. Sidewalks in my area were better connected</b>					
Eugene, N=74	33%	22%	21%	18%	5%
Area 1, N=18	56%	11%	17%	11%	6%
Area 2, N=16	19%	31%	31%	13%	6%
Area 3, N=10	20%	30%	20%	30%	0%
Area 4, N=16	25%	19%	25%	19%	13%
Area 5, N=18	44%	22%	11%	22%	0%
<b>35. I felt safer walking along and crossing the street</b>					
Eugene, N=74	25%	27%	24%	20%	4%
Area 1, N=18	28%	39%	17%	17%	0%
Area 2, N=16	31%	19%	38%	13%	0%
Area 3, N=10	30%	10%	30%	20%	10%
Area 4, N=16	6%	31%	19%	38%	6%
Area 5, N=18	33%	33%	17%	11%	6%
<b>36. There were fewer hills in my neighborhood</b>					
Eugene, N=74	5%	7%	28%	47%	14%
Area 1, N=18	0%	0%	33%	50%	17%
Area 2, N=16	0%	0%	31%	56%	13%
Area 3, N=10	0%	20%	50%	30%	0%
Area 4, N=16	13%	13%	19%	44%	13%
Area 5, N=18	11%	6%	11%	50%	22%

Response Category	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	DK
37. There was better weather in the area					
Eugene, N=74	34%	33%	18%	9%	5%
Area 1, N=18	28%	33%	17%	17%	6%
Area 2, N=16	56%	25%	0%	13%	6%
Area 3, N=10	30%	30%	20%	10%	10%
Area 4, N=16	25%	38%	31%	6%	0%
Area 5, N=18	33%	39%	22%	0%	6%

38. Is there any other reason that you would walk more as a form of transportation? **(IF YES, SPECIFY.)**

Response Category	Eugene N=74	Area 1 N=18	Area 2 N=16	Area 3 N=10	Area 4 N=16	Area 5 N=18
Health/to be healthier	9%	11%	6%	10%	6%	11%
Physical fitness/exercise	6%	0%	13%	10%	0%	6%
Safety	5%	11%	6%	0%	0%	6%
Economical/to save money	4%	6%	13%	0%	0%	0%
Time	3%	6%	0%	0%	6%	0%
For enjoyment	2%	11%	0%	0%	0%	0%
If where I had to go was closer	2%	0%	6%	0%	0%	6%
All other response	1% or less	6% or less	6% or less	0%	6% or less	6% or less
No/Nothing/None	59%	39%	50%	80%	75%	56%
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%	0%	0%	0%

## DEMOGRAPHICS

These last few questions are to make sure we have talked to a representative portion of the community. They are very important, and remember that all of your answers are confidential and not associated with your name in any way.

39. What best describes your working status?

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Employed full or part time (Employed)	50%	46%	45%	51%	58%	51%
Student full or part time (Student)	10%	11%	7%	22%	5%	4%
Homemaker (Unemployed)	3%	5%	4%	1%	1%	5%
Unemployed, retired (Unemployed)	28%	28%	37%	17%	26%	28%
Other (Unemployed)	8%	9%	7%	8%	8%	11%
<b>(DON'T READ)</b> Refused (Unemployed)	1%	1%	1%	0%	1%	1%

40. How many people currently live in your household? **(Record number)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
1	23%	13%	24%	28%	24%	22%
2	34%	32%	43%	37%	26%	30%
3	18%	22%	14%	20%	22%	14%
4	16%	17%	13%	9%	20%	22%
5 or more	8%	14%	4%	7%	7%	9%
<b>(DON'T READ)</b> Refused	1%	1%	1%	0%	1%	1%
<b>Mean</b>	2.5	3.0	2.3	2.3	2.6	2.7

41. **(IF Q40>1)** How many people under age 18 live in your household?

Response Category	Eugene N=279	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
None	66%	55%	72%	89%	56%	53%
1	15%	17%	12%	7%	21%	21%
2	13%	18%	14%	2%	16%	17%
3	3%	8%	2%	0%	4%	5%
4	2%	2%	0%	0%	4%	3%
5 or more	0%	0%	0%	2%	0%	0%
<b>(DON'T READ)</b> Refused	0%	0%	0%	0%	0%	0%

42. How many bikes does you household currently have? **(Record number)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
None	20%	17%	26%	20%	16%	20%
1	18%	21%	17%	18%	16%	20%
2	23%	20%	24%	25%	24%	20%
3	14%	18%	8%	16%	13%	16%
4	9%	11%	12%	8%	11%	8%
5 or more	14%	12%	11%	12%	20%	16%
<b>(DON'T READ)</b> Refused	2%	1%	3%	1%	1%	1%
<b>Mean</b>	2.4	2.3	2.0	2.6	2.7	2.4

43. How many vehicles does you household currently have? **(Record number)**

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
None	9%	0%	11%	16%	3%	14%
1	28%	25%	24%	28%	37%	25%
2	38%	42%	42%	32%	41%	38%
3	16%	22%	17%	18%	11%	11%
4	5%	5%	1%	3%	7%	9%
5 or more	3%	4%	4%	4%	1%	1%
<b>(DON'T READ)</b> Refused	1%	1%	1%	0%	1%	1%
<b>Mean</b>	1.9	2.2	1.9	1.8	1.9	1.8

44. Which of the following categories includes your annual household income before taxes?

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Below \$25,000	28%	16%	18%	42%	36%	26%
Between \$25,000-\$49,000	18%	25%	20%	17%	13%	17%
Between \$50,000-\$74,000	18%	28%	17%	9%	18%	18%
Between \$75,000-\$100,000	14%	16%	20%	11%	13%	13%
More than \$100,000	9%	8%	8%	12%	8%	7%
<b>(DON'T READ)</b> Don't Know/ Refused	13%	8%	17%	9%	12%	18%

45. In what year were you born? \_\_\_\_\_ (collect open end)

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
18-24	16%	11%	16%	24%	18%	11%
25-34	24%	17%	16%	41%	25%	22%
35-54	29%	36%	30%	16%	32%	32%
55-64	7%	7%	8%	5%	5%	9%
Over 65	23%	28%	28%	11%	20%	24%
<b>(DON'T READ)</b> Refused	2%	3%	3%	4%	0%	3%

46. Gender (By observation)

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Male	48%	41%	41%	50%	57%	49%
Female	52%	59%	59%	50%	43%	51%

47. Did we reach you on a cell phone today? (record from sample)

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
Yes	36%	18%	29%	63%	37%	26%
No	64%	82%	71%	37%	63%	74%

48. Which of the following best describes your ethnicity?

Response Category	Eugene N=369	Area 1 N=76	Area 2 N=76	Area 3 N=76	Area 4 N=76	Area 5 N=76
White/Caucasian	84%	82%	83%	83%	89%	82%
African American/Black	1%	0%	0%	1%	0%	3%
Hispanic/Latino	2%	1%	3%	3%	1%	1%
Asian/Pacific Islander	2%	1%	3%	4%	0%	0%
Native American/American Indian	3%	4%	5%	1%	0%	4%
Other	6%	8%	5%	5%	4%	7%
<b>(DON'T READ)</b> Refused	3%	4%	1%	3%	5%	4%

## 4.2 | ANNOTATED QUESTIONNAIRE – SPRINGFIELD REGIONS<sup>2</sup>

**Travel Barriers and Benefits research**  
**Dates fielded; N=500, Eugene N=380, Springfield N=120**  
**10 minutes; margin of error +/-4.4%**  
**DHM Research**

Hello, I'm \_\_\_\_\_ from DHM Research a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern individuals in your area. May I speak to \_\_\_\_\_? **[SPEAK TO NAME ON LIST. IF UNAVAILABLE, SCHEDULE CALL BACK]**

1. What are the most important issues in the Eugene-Springfield area you would like your local government leaders to do something about? **(OPEN – COLLECT UP TO THREE RESPONSES)**

Response Category	Springfield N=131	East N=60	West N=60
Poverty/homelessness	16%	22%	10%
Education funding	9%	13%	3%
Road infrastructure	7%	7%	8%
Jobs/unemployment	6%	7%	5%
Education—general	5%	3%	7%
Crime	5%	3%	7%
Traffic	3%	5%	0%
Wasteful spending/inappropriate use of funds by government	2%	2%	2%
All other responses	4% or less	7% or less	5% or less
None/Nothing	10%	7%	13%
<b>(DON'T READ)</b> Don't know/refused	18%	18%	18%

2. Thinking specifically about transportation in the Eugene-Springfield area, what are the most important transportation issues you would like your local government leaders to do something about? **(OPEN – COLLECT UP TO THREE RESPONSES)**

Response Category	Springfield N=131	East N=60	Wrest N=60
Improve road conditions	16%	12%	20%
Don't see any problems/issues	12%	12%	13%
Expanding bus transportation system	9%	8%	10%
Improve traffic congestion	5%	5%	5%
Cancel the EmX planning	4%	7%	2%
Improve mass transit	3%	3%	3%
Bicycle safety	3%	3%	2%
Increasing bike accessible areas/bike lanes	2%	0%	3%
All other responses	3% or less	3% or less	3% or less
None/Nothing	12%	10%	15%
<b>(DON'T READ)</b> Don't know/refused	14%	17%	12%

<sup>2</sup> Caution should be used when examining regions within Springfield. Due to small sample size, many differences between the regions are not statistically significant. Please refer to the detailed report for significant regional differences.



## TRAVEL BEHAVIOR

Typically, how frequently do you use each of the following ways to travel? Daily, Several times a week but not every day, Several times a month, A few times a year, or Never?

Response Category	Daily	Several times a week but not every day	Several times a month	A few times a year	Never	DK
3. Drive alone in your personal vehicle						
Springfield, N=131	58%	20%	3%	3%	14%	2%
East, N=60	58%	17%	3%	2%	18%	2%
West, N=60	57%	23%	3%	5%	10%	2%
4. Drive in your personal vehicle with other household members						
Springfield, N=131	33%	40%	8%	2%	17%	0%
East, N=60	38%	33%	7%	2%	20%	0%
West, N=60	27%	47%	10%	2%	15%	0%
5. Share a ride with people not from your household (example: Carpool or Vanpool)						
Springfield, N=131	2%	12%	18%	23%	45%	0%
East, N=60	0%	8%	20%	17%	55%	0%
West, N=60	3%	17%	15%	30%	35%	0%
6. Bus, other than school bus. This includes EmX (pronounced: MX) express bus service						
Springfield, N=131	4%	7%	10%	23%	55%	2%
East, N=60	5%	8%	12%	22%	52%	2%
West, N=60	3%	5%	8%	23%	58%	2%
7. Carsharing service, for example Flex car, Zipcar, or Car2Go						
Springfield, N=131	0%	0%	0%	3%	97%	0%
East, N=60	0%	0%	0%	2%	98%	0%
West, N=60	0%	0%	0%	3%	97%	0%
8. Bicycle for non-recreational purposes such as to work, shopping, errands, picking up cleaning, etc.						
Springfield, N=131	0%	4%	7%	11%	76%	2%
East, N=60	0%	3%	5%	8%	82%	2%
West, N=60	0%	5%	10%	13%	70%	2%
9. Walking for non-recreational purposes such as to work, shopping, errands, picking up cleaning, etc.						
Springfield, N=131	8%	21%	17%	14%	39%	0%
East, N=60	12%	17%	13%	10%	48%	0%
West, N=60	5%	25%	22%	18%	30%	0%

10. Now thinking specifically about trips you take other than to work or school, in a typical week, which of the following forms of transportation do you most frequently use? This could include running errands, grocery shopping, getting to public transportation, recreation, etc. **(COLLECT UP TO THREE MOST FREQUENT MODES)**

Response Category	Springfield N= 131	East N=60	West N=60
Drive alone in your personal vehicle	65%	62%	68%
Drive in your personal vehicle with other household members	58%	63%	52%
Share a ride with people not from your household (example: Carpool or Vanpool)	19%	23%	15%
Bus, other than school bus. This includes EmX (pronounced: MX) express bus service	14%	23%	5%
Walking for non-recreational purposes such as shopping, errands, etc.	13%	13%	12%
Bicycle for non-recreational purposes such as shopping, errands, etc.	8%	8%	7%
Carsharing service, for example Flex car, Zipcar, or Car2Go	0%	0%	0%
<b>(DON'T READ)</b> Don't know/refused	1%	2%	0%

11. **(IF Q10= 1 DROVE ALONE)** What are the reasons that you drive alone? **(DO NOT READ, PROBE: Are there any other reasons? COLLECT UP TO THREE)**

Response Category	Springfield N=85	East N=37	West N=41
Need car for work or for day care/errands	29%	24%	34%
Freedom (I want to come and go as I please)	27%	30%	24%
Irregular work schedule	22%	30%	15%
I live alone	8%	3%	12%
Destinations too far to walk or bike.	8%	14%	2%
Public transit doesn't go where I need to go, or takes too long	8%	11%	5%
Convenience	6%	5%	7%
Bad weather	1%	0%	2%
All other responses	4% or less	3% or less	5% or less
<b>(DON'T READ)</b> Don't know/refused	3%	3%	2%

**(IF Q4 or 5 or 6 or 7 or 8 or – Q9= 1 or 2 or 3 MONTHLY OR MORE OFTEN)** Thinking back to when you first started using alternatives to driving alone in the Eugene- Springfield region, how much influence did each of the following have in your decision, a great deal of influence, some influence, very little influence, or no influence **(ROTATE)?**

Response Category	A great deal	Some influence	Very little influence	No influence	DK
12. Information about health or environmental benefits					
Springfield, N=124	14%	19%	25%	39%	3%
East, N=56	11%	16%	23%	46%	4%
West, N=57	18%	21%	28%	30%	4%

Response Category	A great deal	Some influence	Very little influence	No influence	DK
13. Free or reduced rate transit pass					
Springfield, N=124	17%	11%	13%	56%	3%
East, N=56	21%	14%	9%	54%	2%
West, N=57	12%	7%	18%	58%	5%
14. Employer sponsored vanpool					
Springfield, N=124	3%	9%	14%	68%	6%
East, N=56	4%	13%	16%	64%	4%
West, N=57	2%	5%	12%	72%	9%
15. Difficulty parking					
Springfield, N=124	11%	20%	19%	49%	1%
East, N=56	14%	16%	20%	50%	0%
West, N=57	7%	25%	18%	49%	2%
16. Higher cost of parking					
Springfield, N=124	16%	12%	17%	49%	6%
East, N=56	20%	11%	11%	54%	5%
West, N=57	12%	12%	23%	46%	7%
17. Higher gas prices					
Springfield, N=124	25%	30%	15%	27%	3%
East, N=56	25%	29%	13%	32%	2%
West, N=57	25%	32%	18%	21%	5%

18. A. Is there anything else that influenced your decision to start using alternatives to driving alone? **(IF YES, SPECIFY.)**

Response Category	Springfield N=124	East N=56	West N=57
Convenience	4%	7%	0%
Economical/save money	4%	4%	4%
Don't have a vehicle	3%	4%	2%
Enjoy biking	1%	0%	2%
Exercise/health benefits	0%	0%	0%
Environmental issues/factors	0%	0%	0%
All other responses	2% or less	2% or less	2% or less
No/Nothing /None	77%	70%	84%
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%

B. **(If Q18A = YES)** How much did it influence your decision?

Response Category	Springfield N=29	East N=17	West N=9
A great deal	69%	71%	67%
Some influence	27%	29%	22%
Very little	4%	0%	11%
No influence	0%	0%	0%
<b>(DON'T READ)</b> Don't know	0%	0%	0%

19. **(IF Q8 = 1 or 2 or 3 MONTHLY OR MORE OFTEN)** Why do you bicycle for transportation? **(DO NOT READ LIST. ACCEPT UP TO THREE RESPONSES)**

Response Category	Springfield N=15	East N=5	West N=9
It is good for my health	43%	20%	56%
To save money	28%	0%	44%
Convenience	22%	40%	11%
It's good for the environment	21%	0%	33%
It's enjoyable	14%	20%	11%
I'm not able to drive (don't have license, disability, etc.)	8%	20%	0%
Faster—general	7%	0%	11%
I don't have access to a car	7%	0%	11%
Easier to find parking	0%	0%	0%
All other responses	7% or less	20% or less	11% or less
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%

## BIKING

20. **(IF Q10=6 BIKE)** When riding your bike for transportation, not for recreation or exercise, what types of places do you typically go most often **(DO NOT READ LIST, ACCEPT UP TO THREE RESPONSES)**?

Response Category	Springfield N=10	East N=5	West N=4
Shopping	33%	40%	25%
Work	22%	20%	25%
School	22%	20%	25%
Visiting friends	22%	20%	25%
Parks, trails, and nature	22%	0%	50%
Library	12%	20%	0%
Restaurant, eating out	11%	0%	25%
Entertainment	11%	20%	0%
Medical appointments	0%	0%	0%
All other responses	0%	20% or less	0%
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%

21. **(IF Q10=6 BIKE)** Do you ride your bicycle to or from public transportation, like to the bus or EmX (pronounced: MX)?

Response Category	Springfield N=10	East N=5	West N=4
Yes	12%	20%	0%
No	88%	80%	100%
<b>(DON'T READ)</b> Don't know	0%	0%	0%

22. **(IF Q8= 3 or 4 or 5 MONTHLY OF LESS OFTEN)** Would you prefer to bike more often for transportation purposes than you currently do? Is that strongly or somewhat?

Response Category	Springfield N=123	East N=57	West N=56
Yes, strongly	15%	12%	18%
Yes, somewhat	23%	21%	25%
No, strongly	37%	40%	34%
No, somewhat	23%	25%	21%
<b>(DON'T READ)</b> Don't know	2%	2%	2%

**(IF Q22= 1 or 2 YES)** Next, I'm going to read you some reasons that people may bike more as a form of transportation. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I would bike more for transportation if...

Response Category	Strong Agree	Smwt Agree	Smwt Disagree	Strong Disagree	DK
23. I felt safer on the roads					
Springfield, N=47	32%	33%	21%	9%	5%
East, N=19	26%	37%	16%	11%	11%
West, N=24	38%	29%	25%	8%	0%
24. Bike lanes or paths were available or better connected					
Springfield, N=47	46%	28%	14%	11%	0%
East, N=19	42%	32%	21%	5%	0%
West, N=24	50%	25%	8%	17%	0%
25. There were fewer hills					
Springfield, N=47	14%	25%	30%	26%	5%
East, N=19	11%	21%	37%	21%	11%
West, N=24	17%	29%	25%	29%	0%
26. Stores and services I use were closer to where I live					
Springfield, N=47	31%	30%	26%	9%	4%
East, N=19	47%	21%	26%	5%	0%
West, N=24	17%	38%	25%	13%	8%
27. I knew more about the local bike routes					
Springfield, N=47	16%	23%	44%	14%	2%
East, N=19	16%	21%	53%	11%	0%
West, N=24	17%	25%	38%	17%	4%
28. Better weather in the area					
Springfield, N=47	51%	28%	4%	9%	7%
East, N=19	47%	32%	0%	11%	11%
West, N=24	54%	25%	8%	8%	4%

29. Is there anything else that would encourage you to bike more as a form of transportation? **(IF YES, SPECIFY.)**

Response Category	Springfield N=47	East N=19	West N=24
More bike accessible areas/bike lanes	9%	11%	8%
Time—general	5%	11%	0%
If I had a better bike/if I had a bike	2%	5%	0%
Incentives—from work or a state tax break	0%	0%	0%
If there was better lighting on bike routes/directional signals	0%	0%	0%
All other responses	7% or less	5% or less	8% or less
No/Nothing/None	62%	53%	71%
<b>(DON'T READ)</b> Don't know	0%	0%	0%

**WALKING**

30. **(IF Q9=1 or 2 or 3 MONTHLY OR MORE OFTEN)** Why do you walk for transportation? **(DO NOT READ LIST. ACCEPT UP TO THREE RESPONSES)**

Response Category	Springfield N=61	East N=25	West N=31
It is good for my health	45%	48%	42%
It's enjoyable	18%	16%	19%
Convenience/near places I have to go	18%	16%	19%
It's good for the environment	12%	12%	13%
I don't have access to a car	7%	12%	3%
I'm not able to drive (don't have license, disability, etc.)	6%	12%	0%
Faster than driving	5%	8%	3%
To save money	4%	8%	0%
Close to work/where I need to go	3%	0%	6%
All other responses	5% or less	4% or less	3% or less
<b>(DON'T READ)</b> Don't know/refused	9%	8%	10%

31. **(IF Q10=7 WALK)** When walking for transportation, not for recreation or exercise, what types of places do you typically go most frequently **(DO NOT READ LIST, ACCEPT UP TO THREE RESPONSES)**?

Response Category	Springfield N=17	East N=8	West N=7
Shopping	67%	63%	71%
Work	27%	25%	29%
Restaurant, eating out	13%	13%	14%
Parks, trails, and nature	13%	13%	14%
Visiting friends	7%	13%	0%
Getting to bus	7%	13%	0%
School	0%	0%	0%
Entertainment	0%	0%	0%
Medical appointments	0%	0%	0%
Faith based places	0%	0%	0%
All other responses	7% or less	13% or less	14% or less
<b>(DON'T READ)</b> Don't know/refused	6%	0%	14%

32. **(IF Q9=3 or 4 or 5 MONTHLY OF LESS OFTEN)** Would you prefer to walk more often for transportation purposes than you currently do? Is that strongly or somewhat?

Response Category	Springfield N=93	East N=43	West N=42
Yes, strongly	9%	5%	14%
Yes, somewhat	23%	16%	31%
No, strongly	36%	37%	36%
No, somewhat	29%	40%	17%
<b>(DON'T READ)</b> Don't know	2%	2%	2%

**(IF Q32=1 or 2 YES)** Next, I'm going to read you some reasons that people may walk more as a form of transportation. Please tell me if strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. I would walk more for transportation if

Response Category	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	DK
<b>33. Stores and services I use were closer to where I live</b>					
Springfield, N=30	39%	40%	11%	10%	0%
East, N=9	22%	56%	22%	0%	0%
West, N=19	47%	32%	5%	16%	0%
<b>34. Sidewalks in my area were better connected</b>					
Springfield, N=30	18%	35%	18%	22%	7%
East, N=9	11%	33%	22%	22%	11%
West, N=19	21%	37%	16%	21%	5%
<b>35. I felt safer walking along and crossing the street</b>					
Springfield, N=30	28%	29%	32%	11%	0%
East, N=9	33%	22%	33%	11%	0%
West, N=19	26%	32%	32%	11%	0%

Response Category	Strongly Agree	Smwt Agree	Smwt Disagree	Strongly Disagree	DK
36. There were fewer hills in my neighborhood					
Springfield, N=30	3%	14%	40%	39%	3%
East, N=9	0%	0%	78%	22%	0%
West, N=19	5%	21%	21%	47%	5%
37. There was better weather in the area					
Springfield, N=30	33%	39%	7%	17%	3%
East, N=9	44%	22%	11%	22%	0%
West, N=19	26%	47%	5%	16%	5%

38. Is there any other reason that you would walk more as a form of transportation? **(IF YES, SPECIFY.)**

Response Category	Springfield N=30	East N=9	West N=19
Health/to be healthier	11%	33%	0%
Physical fitness/exercise	7%	0%	11%
Safety	4%	11%	0%
If where I had to go was closer	3%	0%	5%
Economical/to save money	0%	0%	0%
Time	0%	0%	0%
For enjoyment	0%	0%	0%
All other response	3% or less	0%	5% or less
No/Nothing/None	71%	56%	79%
<b>(DON'T READ)</b> Don't know/refused	0%	0%	0%

## DEMOGRAPHICS

These last few questions are to make sure we have talked to a representative portion of the community. They are very important, and remember that all of your answers are confidential and not associated with your name in any way.

39. What best describes your working status?

Response Category	Springfield N=131	East N=60	West N=60
Employed full or part time (Employed)	57%	55%	58%
Student full or part time (Student)	5%	8%	2%
Homemaker (Unemployed)	5%	5%	5%
Unemployed, retired (Unemployed)	27%	27%	28%
Other (Unemployed)	6%	5%	7%
<b>(DON'T READ)</b> Refused (Unemployed)	0%	0%	0%



40. How many people currently live in your household? **(Record number)**

Response Category	Springfield N= 131	East N=60	West N=60
1	14%	8%	22%
2	35%	33%	38%
3	19%	23%	15%
4	20%	23%	17%
5 or more	10%	12%	8%
<b>(DON'T READ)</b> Refused	0%	0%	0%
<b>Mean</b>	2.8	3.0	2.6

41. **(IF Q40>1)** How many people under age 18 live in your household?

Response Category	Springfield N= 112	East N=55	West N=47
None	59%	55%	66%
1	15%	18%	11%
2	20%	22%	17%
3	6%	5%	6%
4	0%	0%	0%
5 or more	0%	0%	0%
<b>(DON'T READ)</b> Refused	0%	0%	0%

42. How many bikes does you household currently have? **(Record number)**

Response Category	Springfield N= 131	East N=60	West N=60
None	20%	22%	18%
1	16%	13%	18%
2	26%	23%	30%
3	17%	22%	12%
4	13%	15%	10%
5 or more	9%	5%	12%
<b>(DON'T READ)</b> Refused	0%	0%	0%
<b>Mean</b>	2.2	2.1	2.2

43. How many vehicles does you household currently have? **(Record number)**

Response Category	Springfield N= 131	East N=60	West N=60
None	6%	7%	5%
1	21%	22%	22%
2	44%	40%	48%
3	22%	23%	20%
4	5%	5%	5%
5 or more	2%	3%	0%
<b>(DON'T READ)</b> Refused	0%	0%	0%
<b>Mean</b>	2.1	2.2	2.0

44. Which of the following categories includes your annual household income before taxes?

Response Category	Springfield N= 131	East N=60	West N= 60
Below \$25,000	27%	30%	23%
Between \$25,000-\$49,000	22%	23%	22%
Between \$50,000-\$74,000	18%	17%	18%
Between \$75,000-\$100,000	9%	7%	12%
More than \$100,000	6%	7%	5%
<b>(DON'T READ)</b> Don't Know/ Refused	18%	17%	20%

45. In what year were you born? \_\_\_\_\_ (collect open end)

Response Category	Springfield N= 131	East N=60	West N=60
18-24	6%	12%	0%
25-34	30%	32%	28%
35-54	34%	25%	40%
55-64	10%	12%	10%
Over 65	19%	20%	20%
<b>(DON'T READ)</b> Refused	1%	0%	2%

46. Gender (By observation)

Response Category	Springfield N= 131	East N=60	West N=60
Male	47%	43%	50%
Female	53%	57%	50%

47. Did we reach you on a cell phone today? (record from sample)

Response Category	Springfield N= 131	East N=60	West N= 60
Yes	32%	42%	22%
No	68%	58%	78%

48. Which of the following best describes your ethnicity?

Response Category	Springfield N= 131	East N=60	West N=60
White/Caucasian	88%	88%	88%
African American/Black	0%	0%	0%
Hispanic/Latino	3%	7%	0%
Asian/Pacific Islander	1%	0%	2%
Native American/American Indian	3%	2%	5%
Other	4%	3%	5%
<b>(DON'T READ)</b> Refused	0%	0%	0%