

**Rogue Valley Transportation District  
Rogue Valley Council of Governments  
Rogue Valley MPO  
Transportation Attitudes  
and  
Behavior Survey  
December 2003**



Rogue Valley Council of Governments



## Background

The Rogue Valley Transportation District (RVTD) worked with the Rogue Valley Council of Governments (RVCOG) to conduct a research survey of citizen transportation attitudes and behavior. The purpose of the study was to explore:

- a. transportation usage
- b. transportation attitudes and
- c. other factors influencing transportation mode choices

It is projected that this transportation survey will be conducted every two years.

RVCOG, in conjunction with RVTD, and Advanced Business Teleservices (ABT) of Talent, Oregon, developed the sample base and questionnaire used to obtain a statistically valid and projectable telephone sample survey of potential transportation users within the boundaries of the Rogue Valley Air Quality Management Area and the service area of the RVTD. The survey questions were administered between 05/15/03 and 06/02/03, from the hours of 10:00am and 6:00pm.

## Methodology

*Sample numbers and process:*

A sample size of 500 completed questionnaires was selected to provide a +/-5% reliability factor for the entire sample area. The sample is sub-celled on the basis of telephone prefix calling areas on numbers proportional to current population figures for calling areas within the county. While the sub-samples in some cases are too small to be statistically significant they can provide some insight into regional variations in the transportation attitudes and behaviors within the survey area.

Respondents located in the county but not within city limits are still assigned to a city sub-area. That is to say not all respondents in the Ashland sub-area (or any other sub-area) are necessarily located within city limits.

<b>Sub- Area</b>	<b>% of Area Population</b>	<b>Surveys Suggested</b>	<b>Surveys Completed</b>
Ashland	17.10%	85.5	83
Central Point	11.60%	58	55
Eagle Point	4.90%	24.5	27
Medford	54.40%	272	274
Phoenix	3.60%	18	21
Talent	4.70%	23.5	28
White City	3.70%	18.5	21
Total	100%	500	509

## **Overview**

This survey paints a picture of a population that is more likely to call traffic congestion a problem than to identify crime or low wages as problems.

Rogue Valley residents generally like the idea of alternatives to the automobile. More Rogue Valley residents would rather see investment in bicycle facilities, and Ashland to Grants Pass Commuter Rail Service, than an investment in additional roadway capacity. More residents support spending for enhanced transit service than support other spending options such as; bike paths and lanes, parks and open space, commuter rail service, sidewalks, additional road capacity, or public parking.

A little less than 40% of residents support additional taxes to pay for transit improvements, commuter rail, or more bicycle facilities.

The automobile is by far the most popular transportation choice, with over 78% of trips made by automobile.

More Rogue Valley residents trust Rogue Valley Transportation District than Jackson County or the Oregon Department of Transportation with public funds.

40% of residents support a Jackson County gas tax to raise additional revenue for transportation related projects.

Generally Rogue Valley residents rely primarily on the automobile for transportation, but like the idea of transit, commuter rail, and bicycle facilities.

## Results

1. I am going to read a list of different methods of transportation. For each method, please tell me if you have used it in the last—Past 24 hrs.

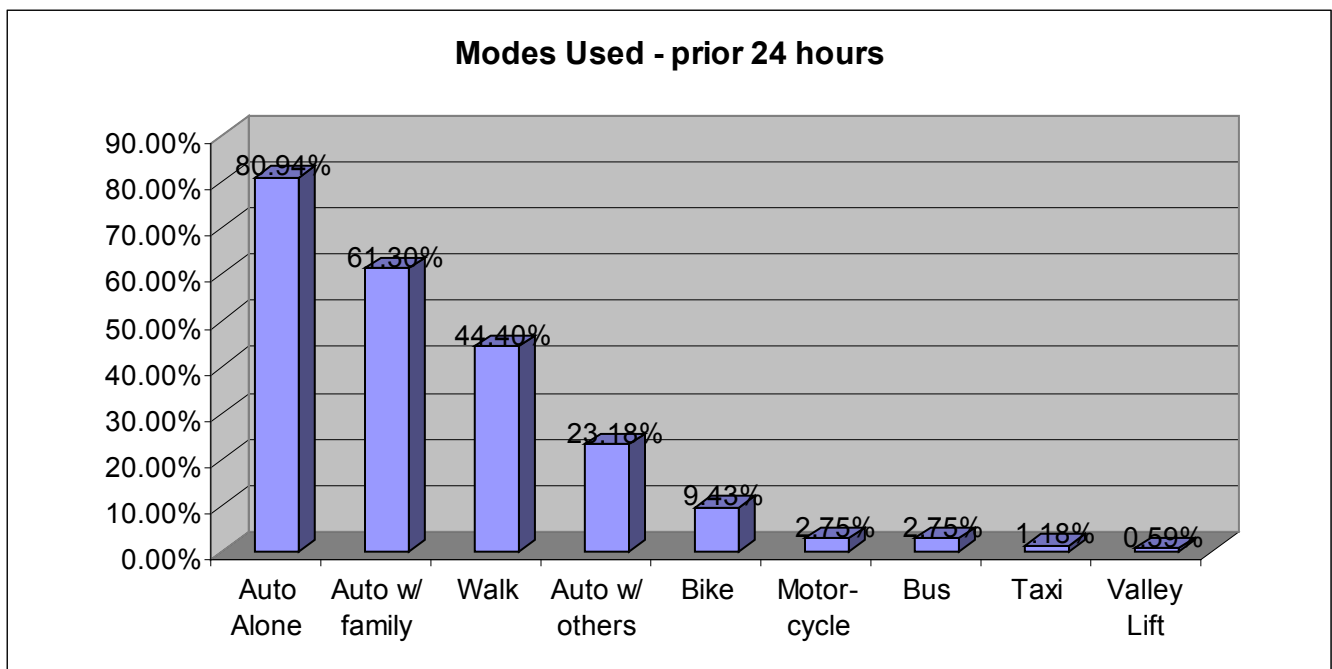
- a. Auto, alone
- b. Auto, with family
- c. Auto, with others
- d. Walk
- e. Motorcycle
- f. Bus
- g. Bicycle
- h. Taxi Cab
- i. Valley Lift
- j. Other

This question looks at the range of recent transportation mode choices by respondents. Respondents reported all modes they used in the previous 24 hours.

This question does not ask about the frequency of use of each transportation mode.

93.7% of those surveyed answered that they drove alone, with family or with others in the past 24 hours.

With just a few exceptions the responses to question #1 and #3 were consistent (question #3 also asks about transportation usage in the previous 24 hours).



2. Which method do you use most often to get to Work, Shopping, Recreation, Other.

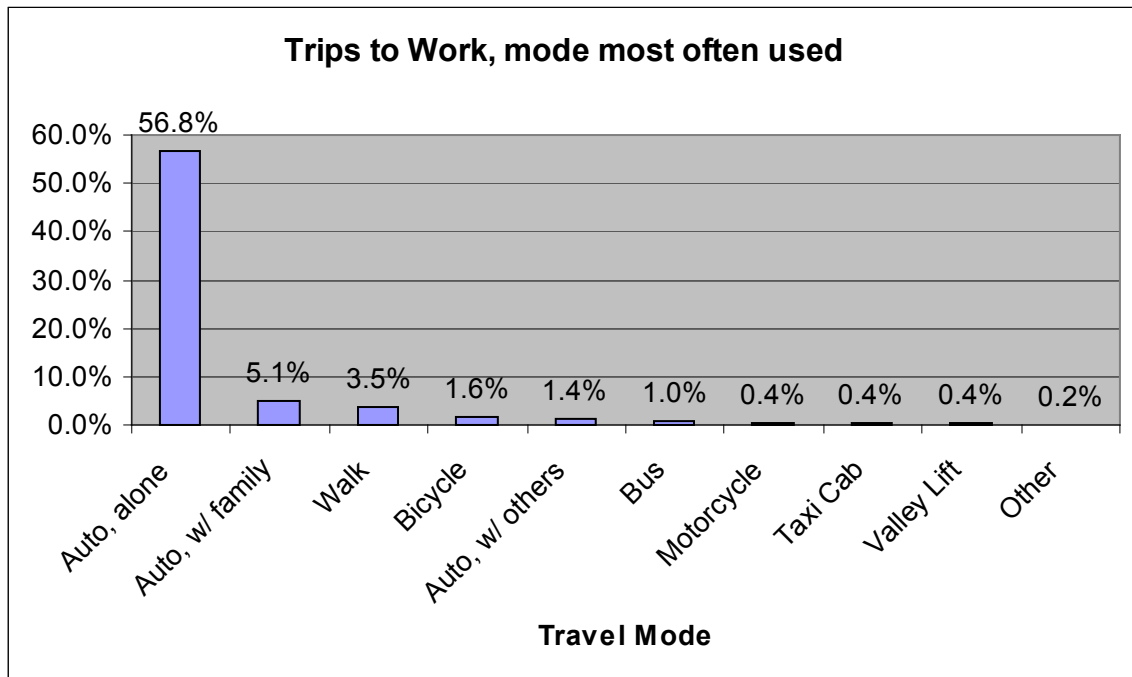
- a. Auto, alone
- b. Auto, with family
- c. Auto, with others
- d. Walk
- e. Motorcycle
- f. Bus
- g. Bicycle
- h. Taxi Cab
- i. Valley Lift
- j. Other

Not all respondents selected a mode most often used for all trip purposes, so percentages do not add up to 100% (for example, a retired person, may make trips to work by any mode).

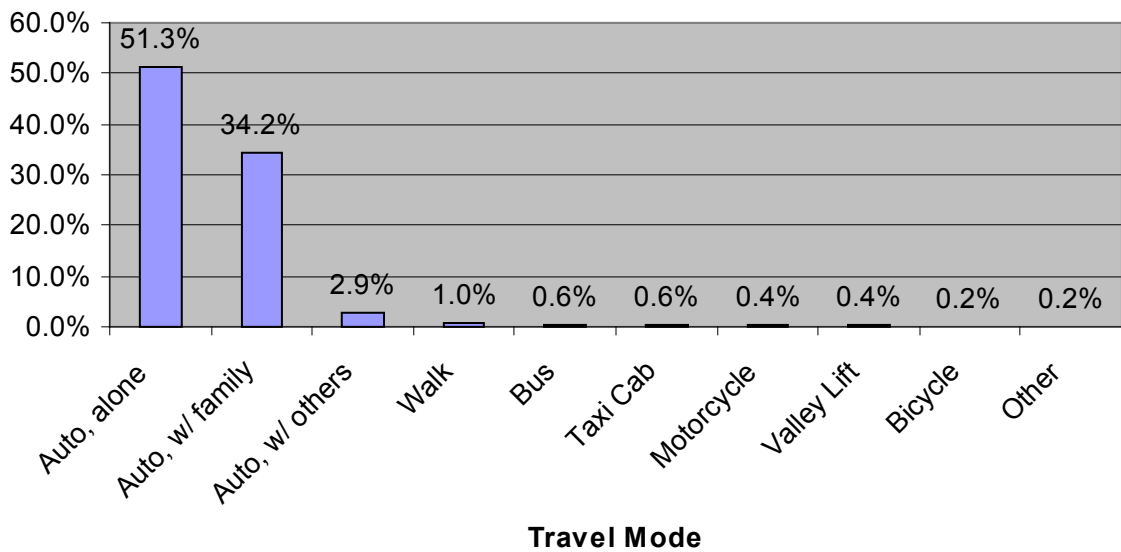
It is interesting to note how strongly trip purpose affects some modes, for example the Auto; w/others (carpool) percentage is 1.4% for trips to work, 2.9% for shopping, and 8.4% for recreation.

On the other hand bus usage is much more consistent across trip purposes with 0.6% for shopping, 0.8% for recreation, and 1.0% for work.

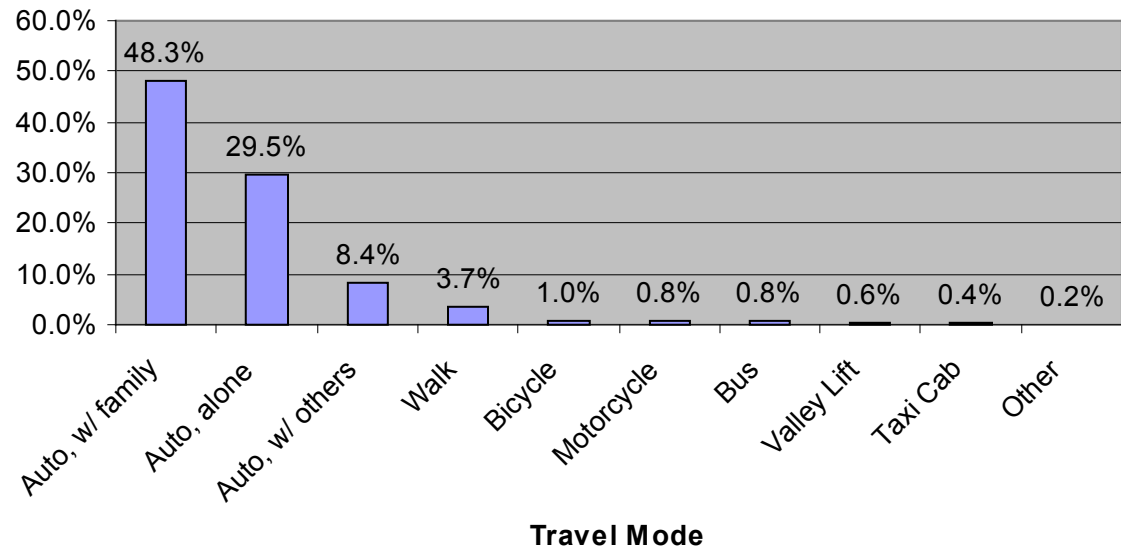
Bicycle trips to work are most common, with 1.6% of respondents reporting that bicycling is their most common mode of transportation to work, but only 1% for recreation trips, and 0.2% for shopping.



### Trips Shopping, mode most often used



### Recreation Trips, mode most often used



**3. I am going to read a list of different methods of transportation. For each method, I will ask how many time in the past 24 hours you have used this method. (Record number of trips by travel method) 1 thru 10+**

- a. Auto, alone**
- b. Auto, with family**
- c. Auto, with others**
- d. Walk**
- e. Motorcycle**
- f. Bus**
- g. Bicycle**
- h. Taxi Cab**
- i. Valley Lift**
- j. Other**

This question gets at mode split for the Valley. That is, what percentages of all trips are made by a particular mode of transportation?

Total number of trips taken by respondents in previous 24 hours: 2270

The average number of trips per respondent is 4.5 trips. Of those trips, an average of 3.5 trips were auto trips; 78.3% of all the trips were auto trips (alone, with family and with others).

The top three mode choices were:

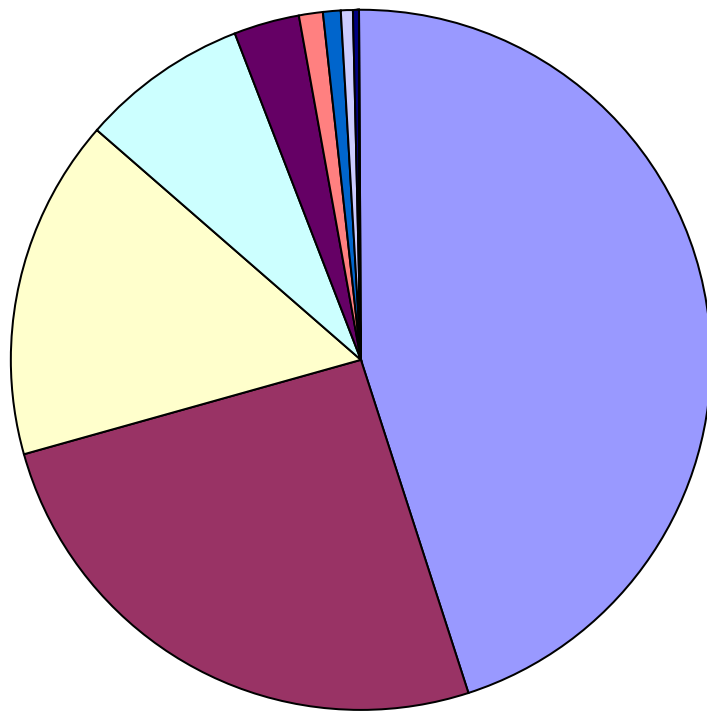
31.6% of the total trips were auto with family with an average of 1 trip per respondent.

30.5% of the total trips were auto alone with an average of 1 trip per respondent.

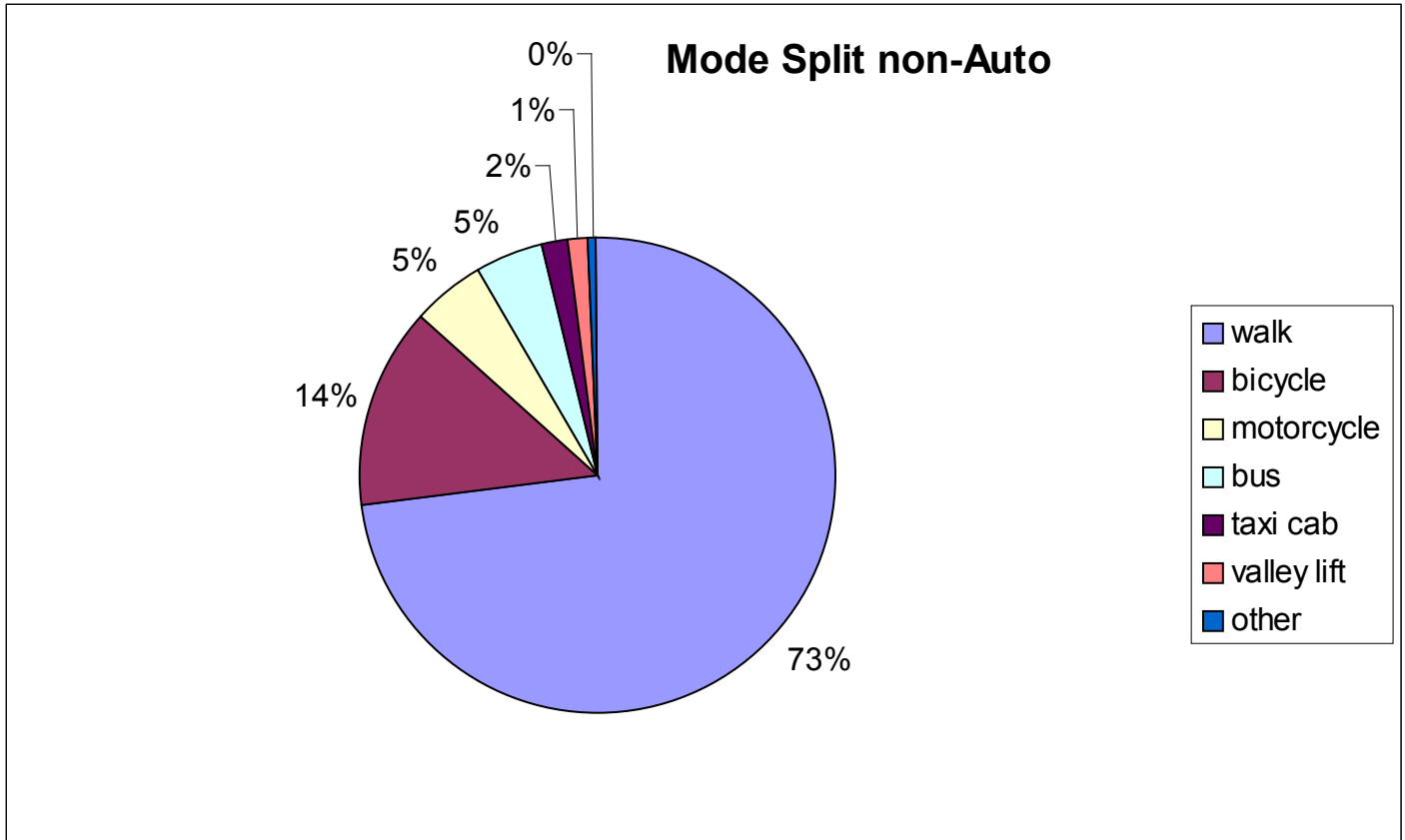
29.5% of the total trips were walking trips with an average of 1 trip per respondent.

Bus usage accounted for 1% of trips, and RVTD provides about 1 million trips per year. So we would expect that in the last year Rogue Valley residents made about 3 million bicycle trips, 15.7 million walking trips, 400,000 taxi trips, and participated in a carpool 7.8 million times (which is not the same as 7.8 million carpool trips).

## Transportation Mode Split



- auto-alone-45%
- auto-family-25.6%
- walk-15.7%
- auto-others-7.8%
- bicycle-3%
- motorcycle-1.1%
- bus-1%
- taxi cab-0.4%
- valley lift-0.3%
- other-0.1%



This chart shows the relationship between transportation modes other than the private automobile.

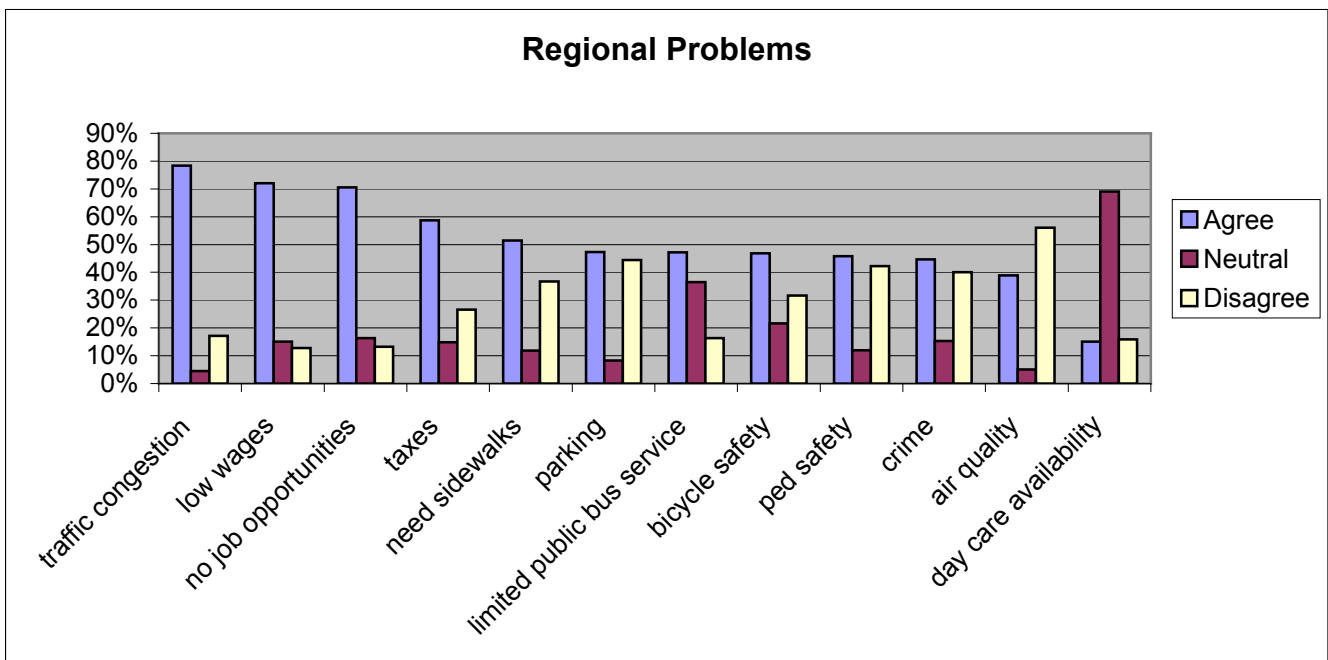
4. Now I'm going to read a list of conditions that some people say are a problem in the Rogue Valley. As I read each condition, please tell me if you (1) agree thru (3) disagree that it is a problem.

- a. Air quality
- b. Parking
- c. Day care availability
- d. Traffic congestion
- e. Need sidewalks
- f. Crime
- g. Job opportunities
- h. Limited public bus service
- i. Low wages
- j. Bicycle safety
- k. Pedestrian safety
- l. Taxes

This question explores how transportation problems are viewed in relation to other problems that affect citizens within the study area? Which issues do respondents believe to be a problem?

The largest number of respondents identify traffic congestion as a problem in the Rogue Valley (78.4%) while 56% of respondents disagree that air pollution is a problem in the Rogue Valley.

Among respondents that reported making a bicycle trip in the previous 24 hours, the reaction to the bicycle safety question was different than that of all respondents. Recent cyclists were less likely to be neutral on whether or not they saw bicycle safety as a problem, than the average respondent.



	Agree	Neutral	Disagree
traffic congestion	78%	5%	17%
low wages	72%	15%	13%
no job opportunities	71%	16%	13%
taxes	59%	15%	27%
need sidewalks	52%	12%	37%
parking	47%	8%	44%
limited public bus service	47%	37%	16%
bicycle safety	47%	22%	32%
ped safety	46%	12%	42%
crime	45%	15%	40%
air quality	39%	5%	56%
day care availability	15%	69%	16%

5. Now I am going to read several statements about conditions that might influence your transportation choices. As I read each statement, please tell me if you (1) agree thru (3) disagree with that statement.

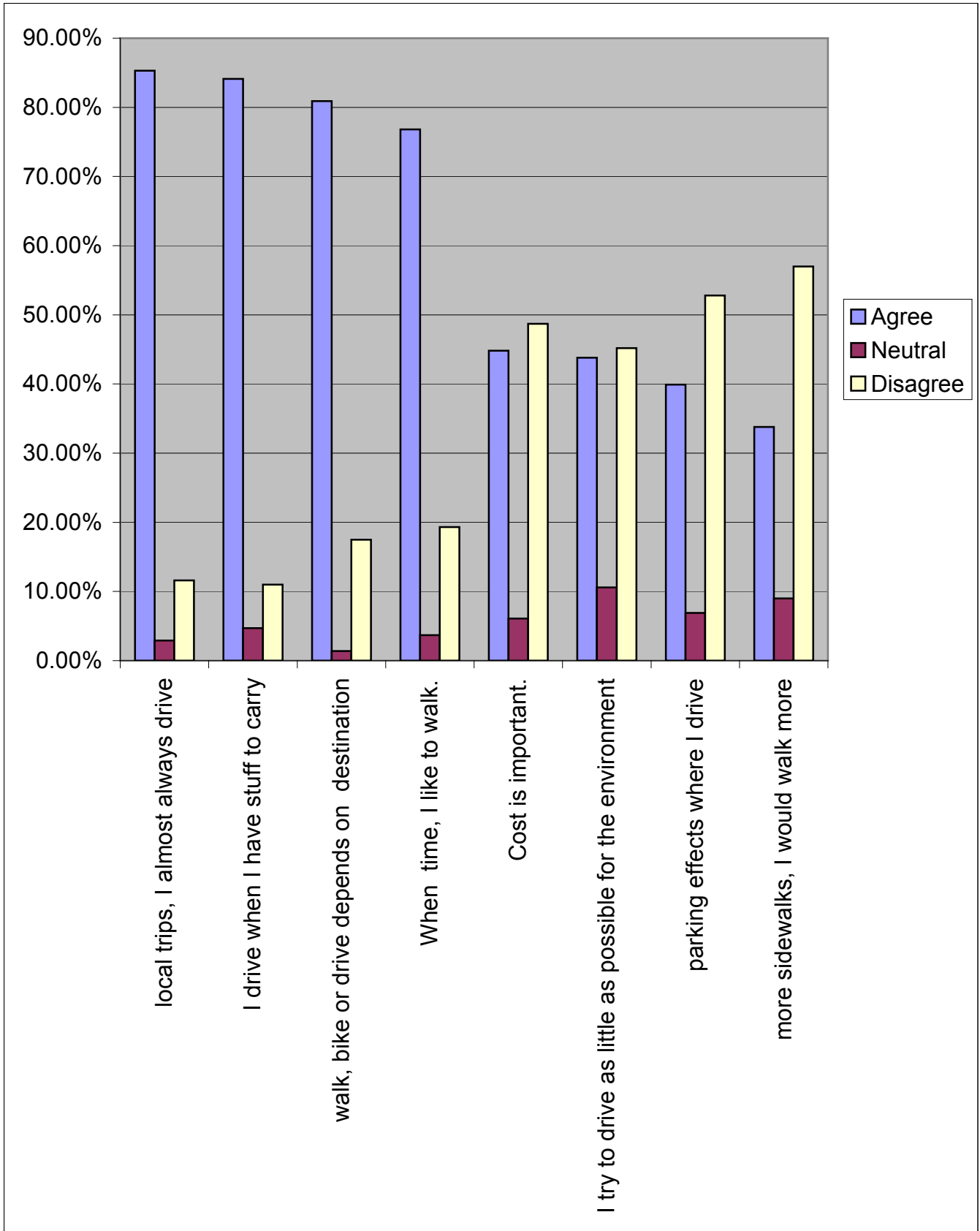
- a. When it comes to local trips, I almost always drive.
- b. Cost is important in deciding how I travel locally. If it's cheaper I do it.
- c. I drive when I need to carry something.
- d. Whether I walk, bike or drive depends on my destination
- e. When I have the time, I like to walk.
- f. I try to drive as little as possible because it is good for the environment.
- g. There are places I won't drive because parking is so limited
- h. If there were more sidewalks, I would walk more.

This question looks at factors that might influence transportation choice.

85.3% agreed that when it comes to local trips they almost always drive. This is slightly higher than respondents that agreed that they "...drive when they need to carry something" at 84.1%.

80.9% agreed with the statement, "Whether I walked, bike, or drive depends on my destination".

43.8% agreed with, and 45.2% disagreed with the statement "I try to drive as little as possible because it's good for the environment."



	Agree	Neutral	Disagree
local trips, I almost always drive	85.30%	2.90%	11.60%
I drive when I have stuff to carry	84.10%	4.70%	11.00%
walk, bike or drive depends on destination	80.90%	1.40%	17.50%
When time, I like to walk.	76.80%	3.70%	19.30%
Cost is important.	44.80%	6.10%	48.70%
I try to drive as little as possible for the environment	43.80%	10.60%	45.20%
parking effects where I drive	39.90%	6.90%	52.80%
more sidewalks, I would walk more	33.80%	9.00%	57.00%

6. Next, I'm going to read a series of statements. Please tell me if you agree (1) thru disagree (3) with the statement.
- a. People only ride the bus when they don't have any other choice.
  - b. The Valley would be a better place if people drove their cars less.
  - c. I would like to drive less
  - d. I would like to walk or bicycle more
  - e. My employer allows me to work flexible hours.
  - f. My employer has an employee wellness program.
  - g. I know how to get schedule and information for our bus system.
  - h. Riding the bus is good for the environment.
  - i. My employer encourages me to get to work other than driving by myself
  - j. If I understood the bus system better, I might use it more.
  - k. Riding the bus is a great way to meet nice people.
  - l. I have to walk too far to catch the bus.
  - m. I'd ride the bus but it takes too long.
  - n. People like me don't seem to ride the bus.
  - o. Taking the bus gets me right where I want to go.
  - p. Operating an automobile is expensive so I try to drive less.
  - q. Sometimes instead of going to work, I work from home.

The question looks at attitudes of respondents on a variety of transportation issues.

Of these statements, most respondents agreed (89.2%) that "Riding the bus is good for the environment." 78.2% agreed "The valley would be a better place if people drove their cars less."

There is of course a big difference between agreeing that riding a bus is good for the environment and choosing to make a trip by bus. For example, in question 5, 85.3% of the respondents agreed that when it comes to local trips, they almost always drive.

71.1% agreed that they would like to walk or bicycle more.

51.9% agreed with the statement, "People only ride the bus when they don't have any other choice."

53.2% agreed that "People like me don't seem to ride the bus."

Another interesting result from this question is that 21% of respondents report at least occasional telework, "Sometimes instead of going to work, I work from home".

68.2% agreed to the following statement, "I know how to get schedule and information for our bus system." At the same time, 28.7% agreed with the statement, "If I understood the bus system better, I might use it more."

	Agree	Neutral	Disagree
Riding the bus is good for the environment.	89.20%	5.30%	5.30%
The Valley would be a better place if people drove their cars less.	78.20%	6.90%	14.70%
I would like to walk or bicycle more	71.10%	3.90%	24.80%
I know how to get schedule and information for our bus system.	68.20%	3.10%	28.50%
I would like to drive less	58.30%	7.50%	34.00%
People like me don't seem to ride the bus.	53.20%	20.20%	26.30%
People only ride the bus when they don't have any other choice.	51.90%	13.00%	35.00%
Operating an automobile is expensive so I try to drive less.	47.50%	8.60%	43.60%
Riding the bus is a great way to meet nice people.	46.60%	32.00%	21.20%
I have to walk too far to catch the bus.	39.50%	14.90%	45.40%
I'd ride the bus but it takes too long.	34.20%	25.90%	39.70%
If I understood the bus system better, I might use it more.	28.70%	7.10%	64.00%
My employer allows me to work flexible hours.	28.10%	48.50%	23.20%
My employer has an employee wellness program.	24.00%	50.90%	25.00%
Sometimes instead of going to work, I work from home.	21.00%	42.60%	36.10%
Taking the bus gets me right where I want to go.	20.80%	39.50%	39.50%
My employer encourages me to get to work other than driving by myself	8.80%	52.30%	38.70%

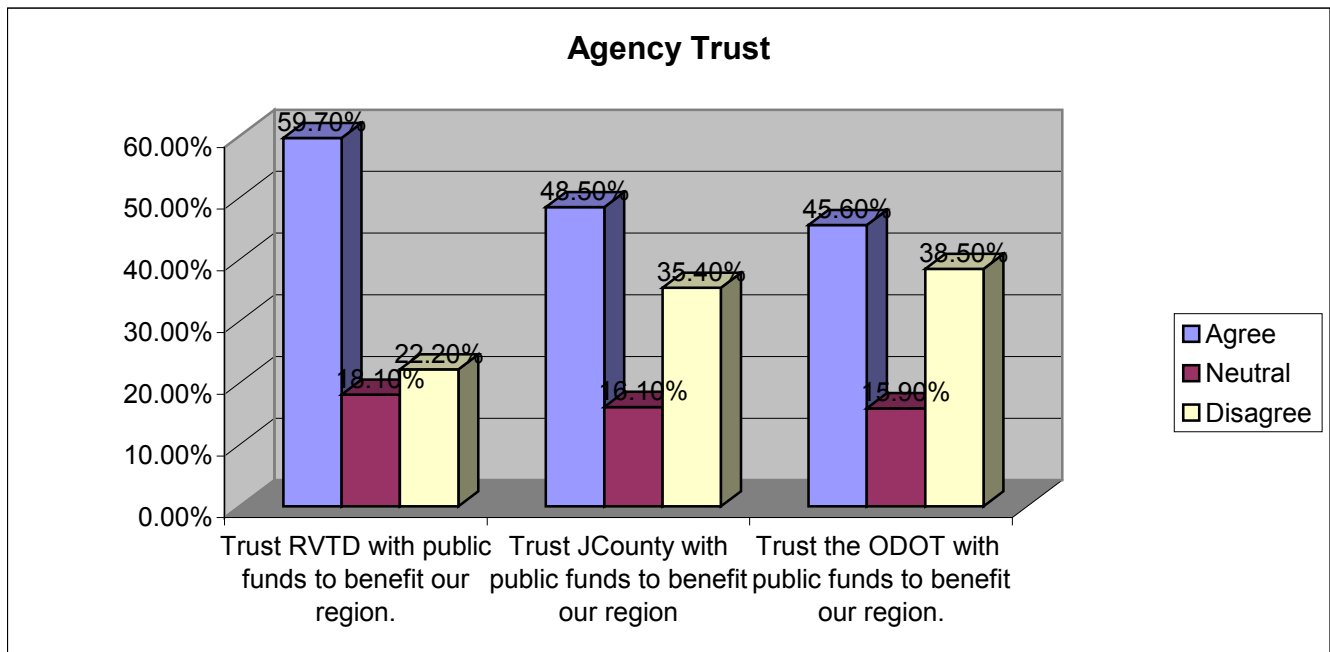
7. I will now read a series of statements about possible ways to fund local transportation improvements. In the case of each statement, please tell me if you (1) agree thru (3) disagree with the statement.

- a. I support a Jackson County tax on gasoline to improve local transportation
- b. I support a Jackson County tax on business parking spaces to fund improvements to local transportation
- c. I trust Jackson County to use public funds to benefit our region
- d. I trust the Oregon Department of Transportation to use public funds to benefit our region.
- e. I trust the Rogue Valley Transportation District to use public funds to benefit our region.

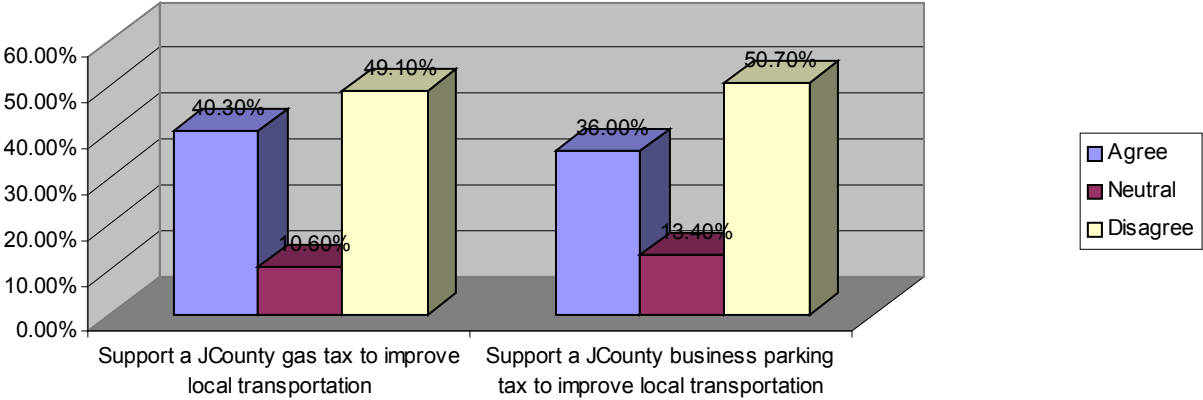
This question explores respondents support for taxes that would improve local transportation, and attitudes toward three regional organizations that spend public funds on transportation.

After more than a year of mostly negative press about RVTD, it is interesting to note that RVTD still was significantly more trusted with public funds than either ODOT or Jackson County.

While neither a parking tax or a gas tax had support from a majority of respondents, the Jackson County gasoline tax had reasonably high support at over 40%.



### Support for taxes to fund transportation projects



**8. Our Region has a limited amount of money to spend on transportation. As I read each project category, please tell me if you would support using public funds for that kind of project, and if you would, would you also support raising your taxes to complete that kind of project.**

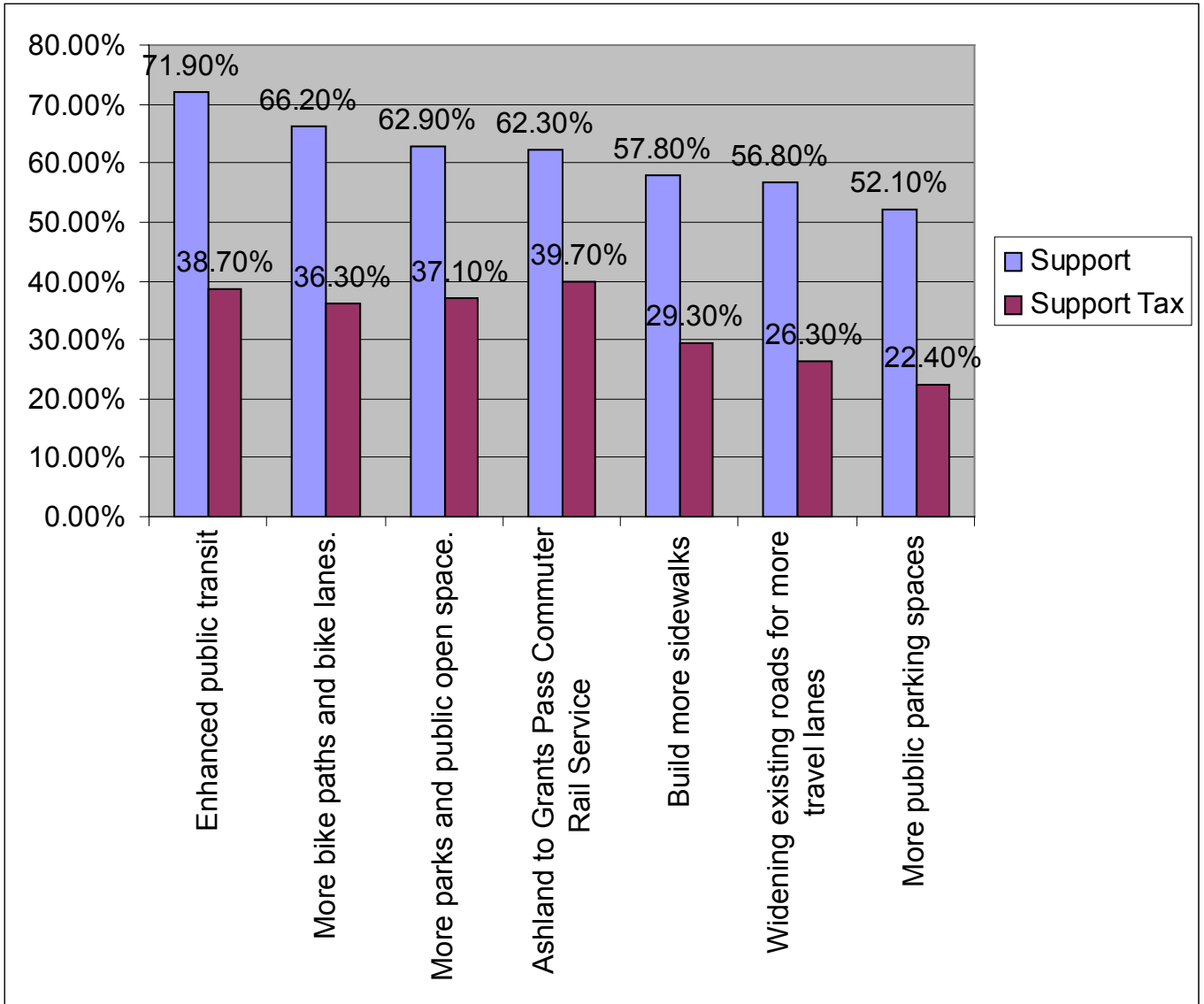
- a. Widening existing roads for more travel lanes.**
- b. Enhanced public transit**
- c. Build more sidewalks**
- d. More bike paths and bike lanes**
- e. More public parking spaces**
- f. More parks and public open space**
- g. Ashland to Grants Pass Commuter Rail Service.**

This question gauges support for different kinds of transportation projects. It also looks at levels of support for new taxes to generate additional revenue for each project type.

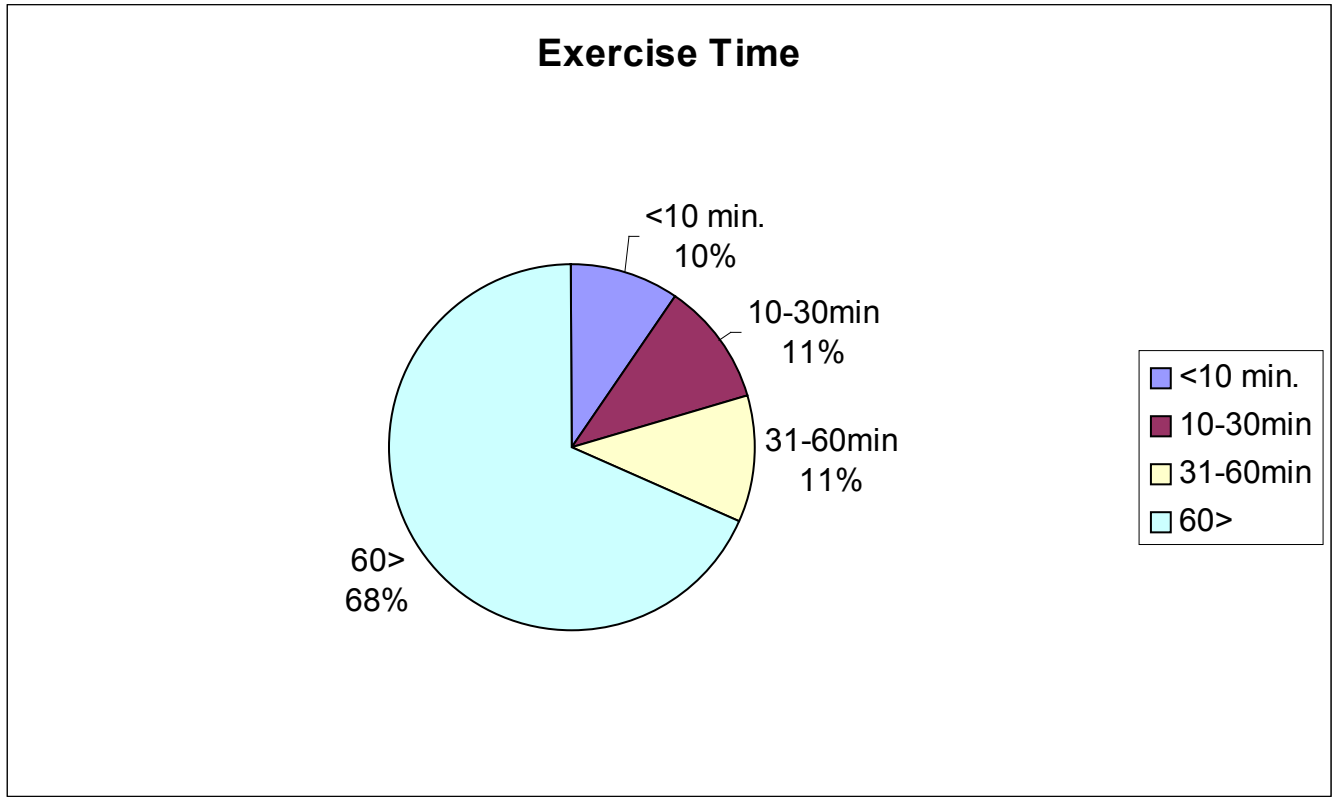
The largest number of respondents (71.9%) were in favor of spending money to support “Enhanced public transit”. Widening existing roads for more travel lanes ranked second to last at 56.8%, with public parking in last place at 52.1%.

However, if any of these projects would require raising taxes to complete that kind of project, less than the majority supported new taxes.

The project with the highest level of support on an increase in taxes was the Ashland to Grants Pass Commuter Rail Service, at 39.7%.



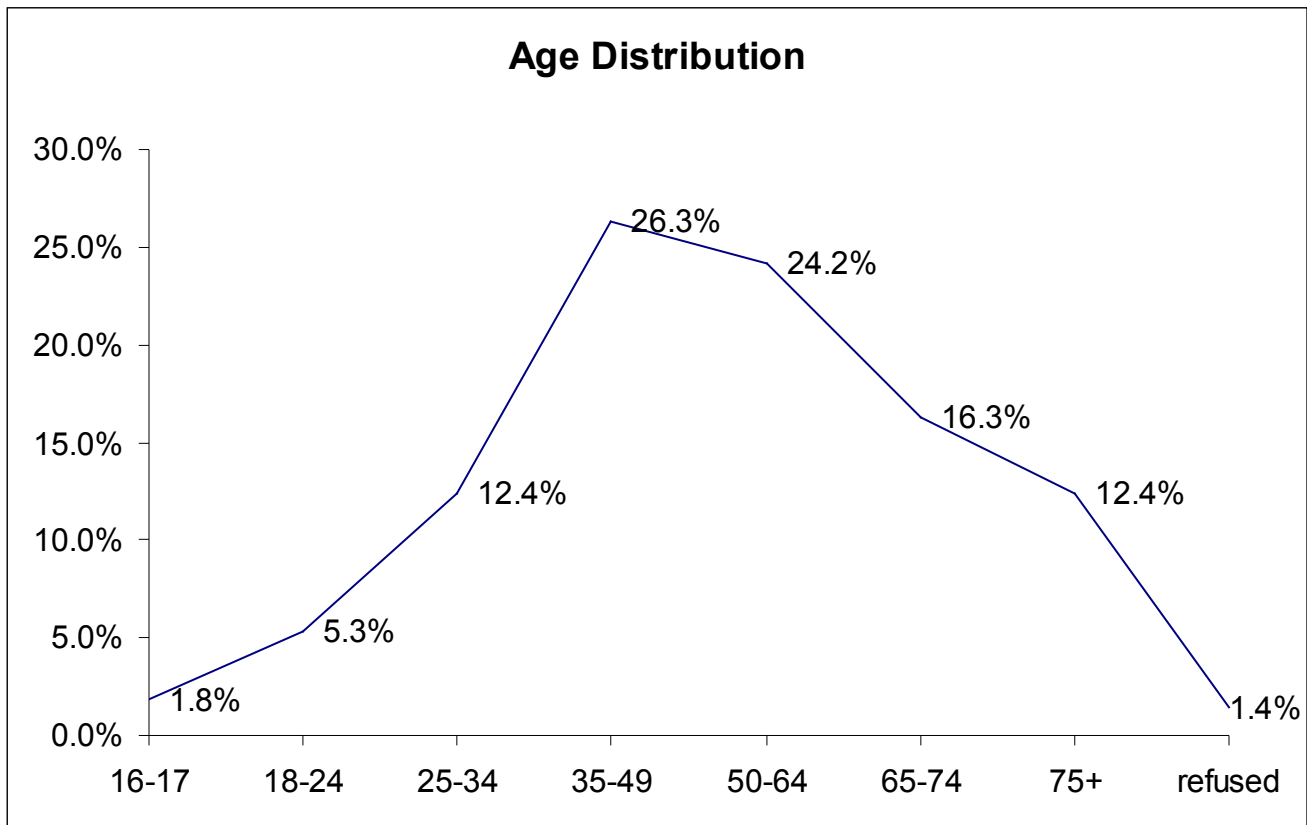
9. In the past 24 hours, how much total exercise have you had? Include activities like walking or gardening.



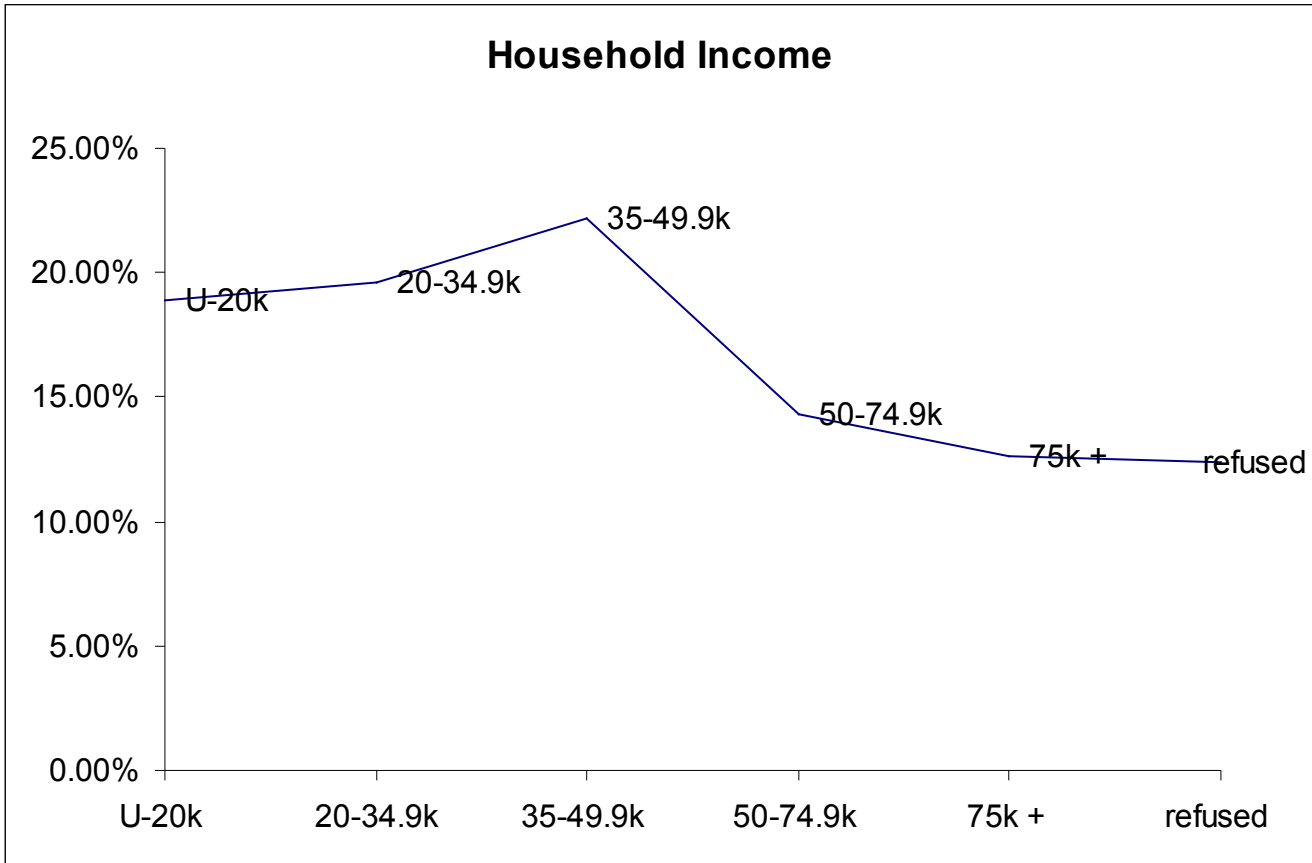
**10. Into which of the following age groups do you fall?**

Respondents in the 50 and older category were less likely than all respondents to support any kind of transportation project, and less likely to support additional taxes to pay for any kind of transportation project than all respondents.

In 30 years the peak represented by today's 35 to 49 year olds will all be 75 or older. For many of these 75+ year olds driving themselves may no longer be an option.

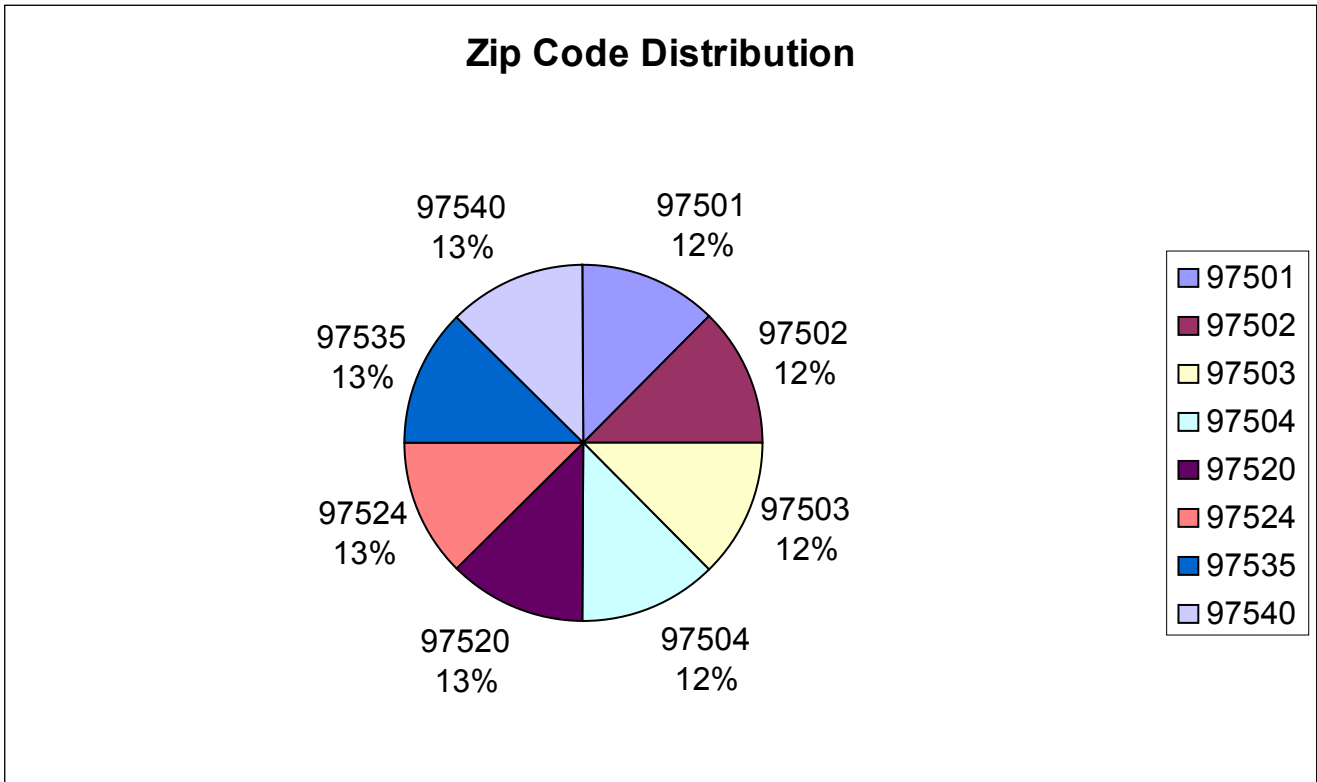


11. Which of the following income groups best describes your total household income before taxes?



**12. What is the zip code of your residence?**

Respondents in the 97504 zip code area were slightly more likely to have made a walking trip in the past 24 hours than respondents in the 97501 zip code area. While respondents in the 97501 zip code area were slightly more likely to have made an automobile trip in the previous 24 hours.



**13. Record the gender of respondent.**

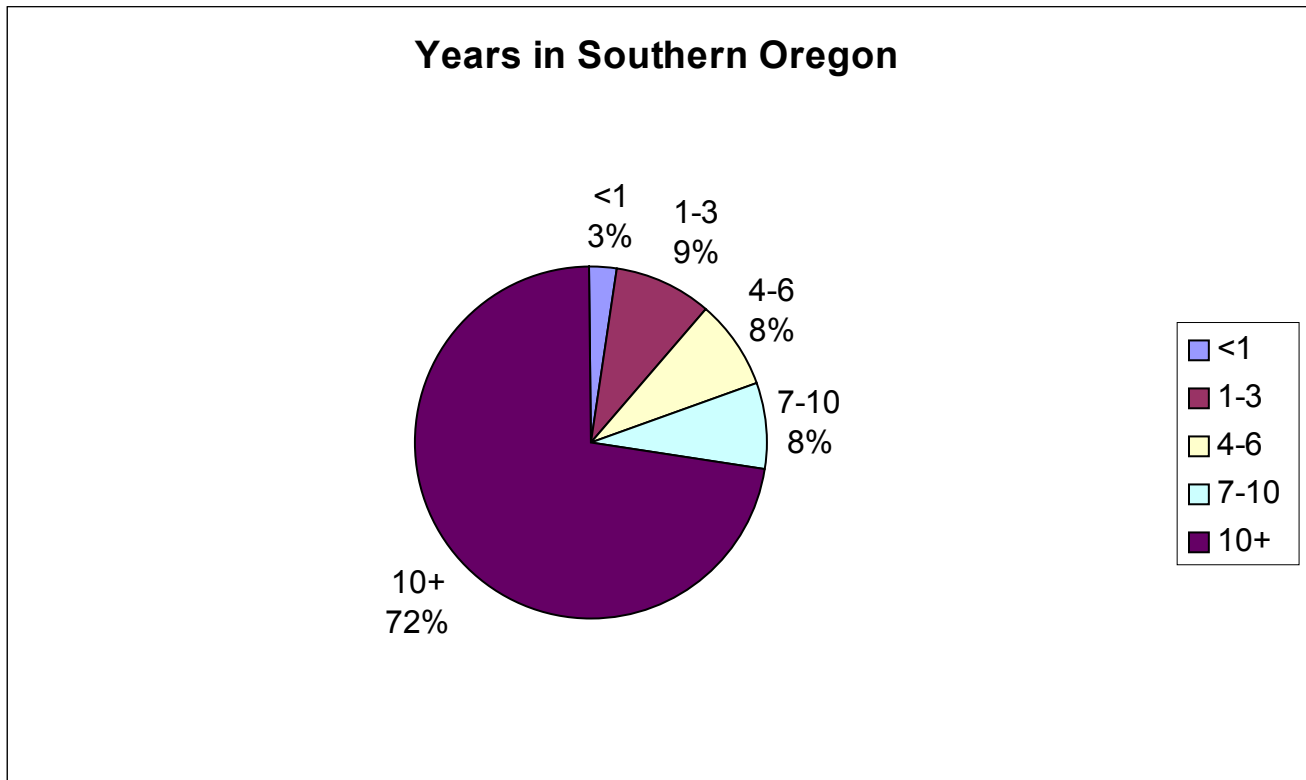
In the previous 24 hours:

- Men were more likely to have driven alone than women.
- Women were more likely to have driven with a non-family member.
- Men were more likely to have made a bicycle trip than women.

Male 49.1%

Female 50.5%

**14. How long have you lived in Southern Oregon?**

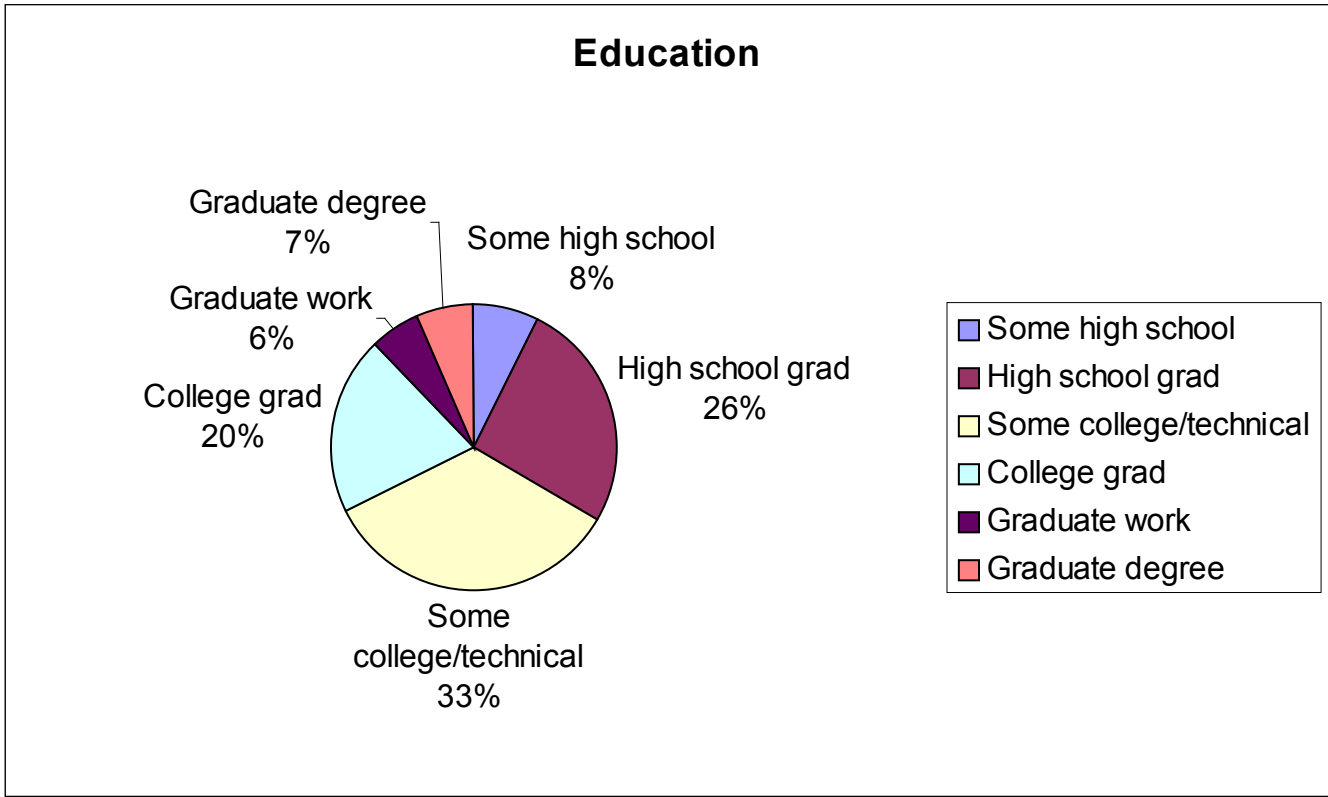


**15. Do you have a valid driver's license?**

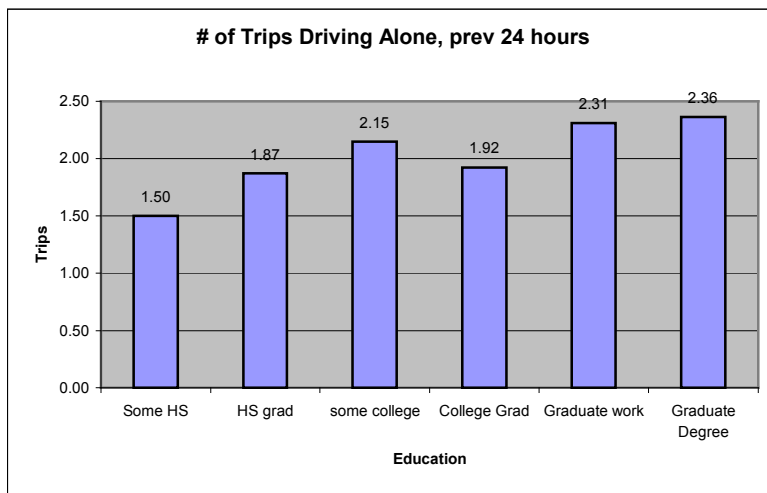
Yes (93.3%)

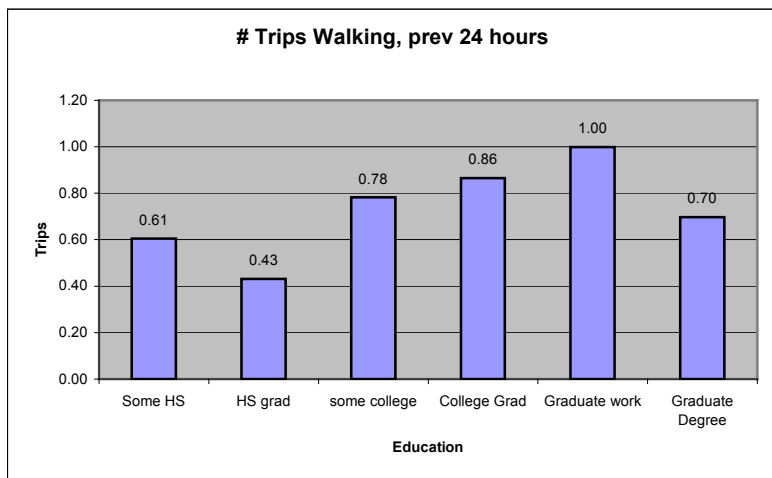
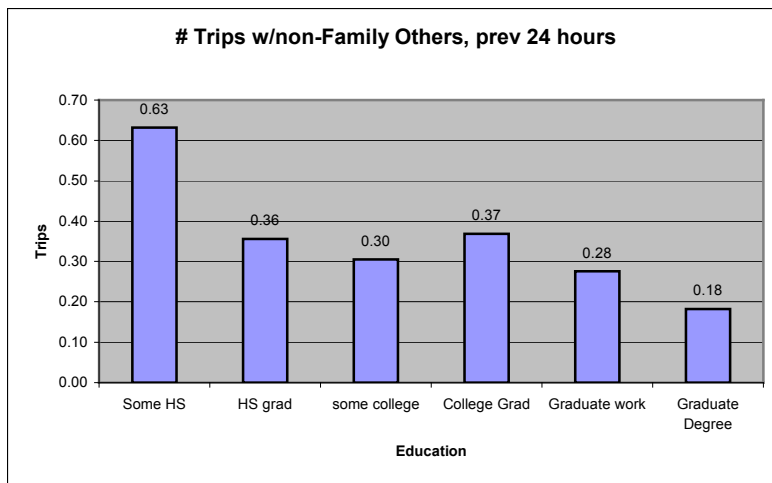
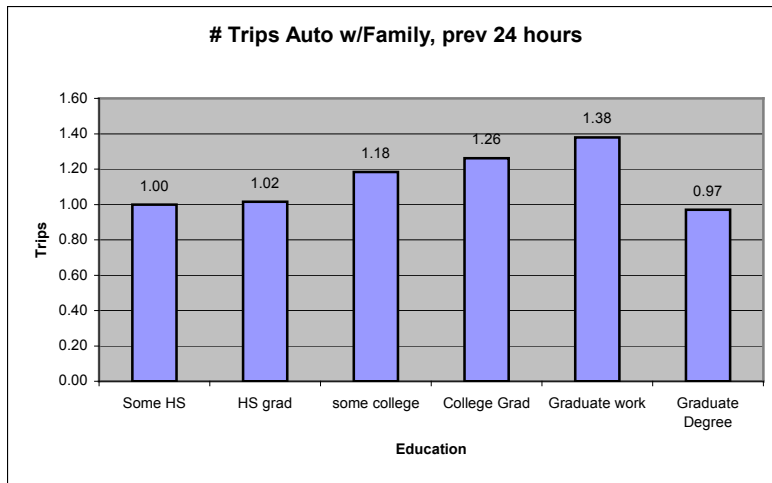
No (6.7%)

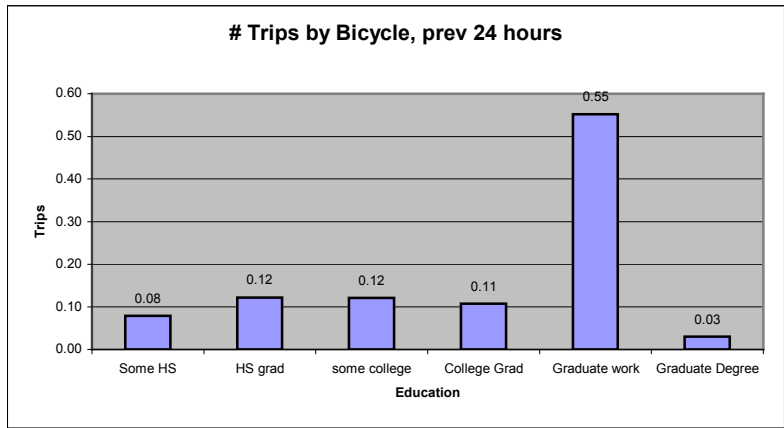
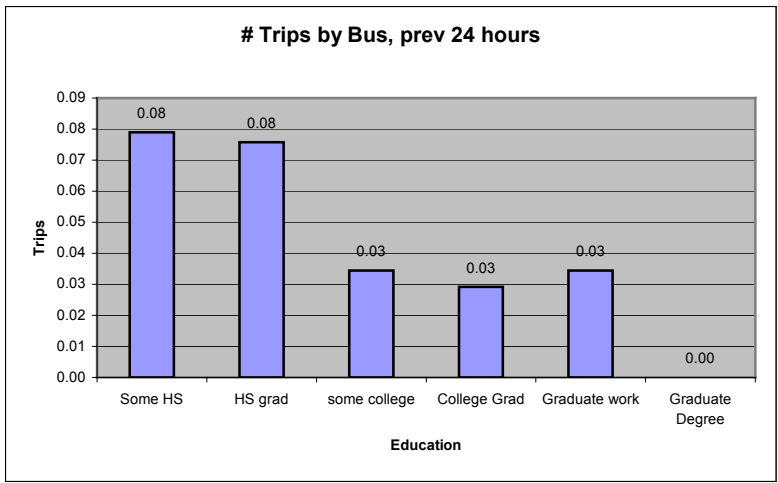
16. Education level completed?



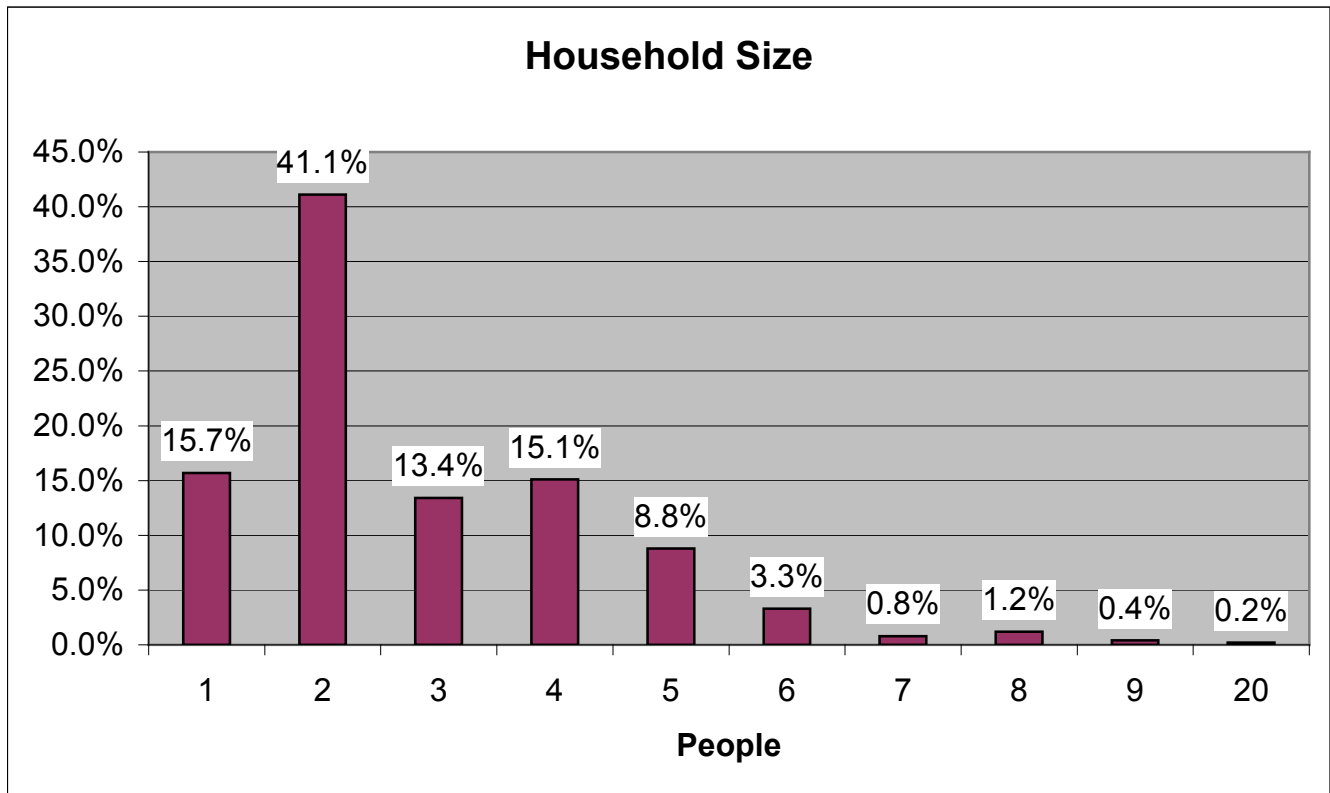
The following set of graphs looks at the average number of trips per respondent using various modes, made in the previous 24 hours for each education category.



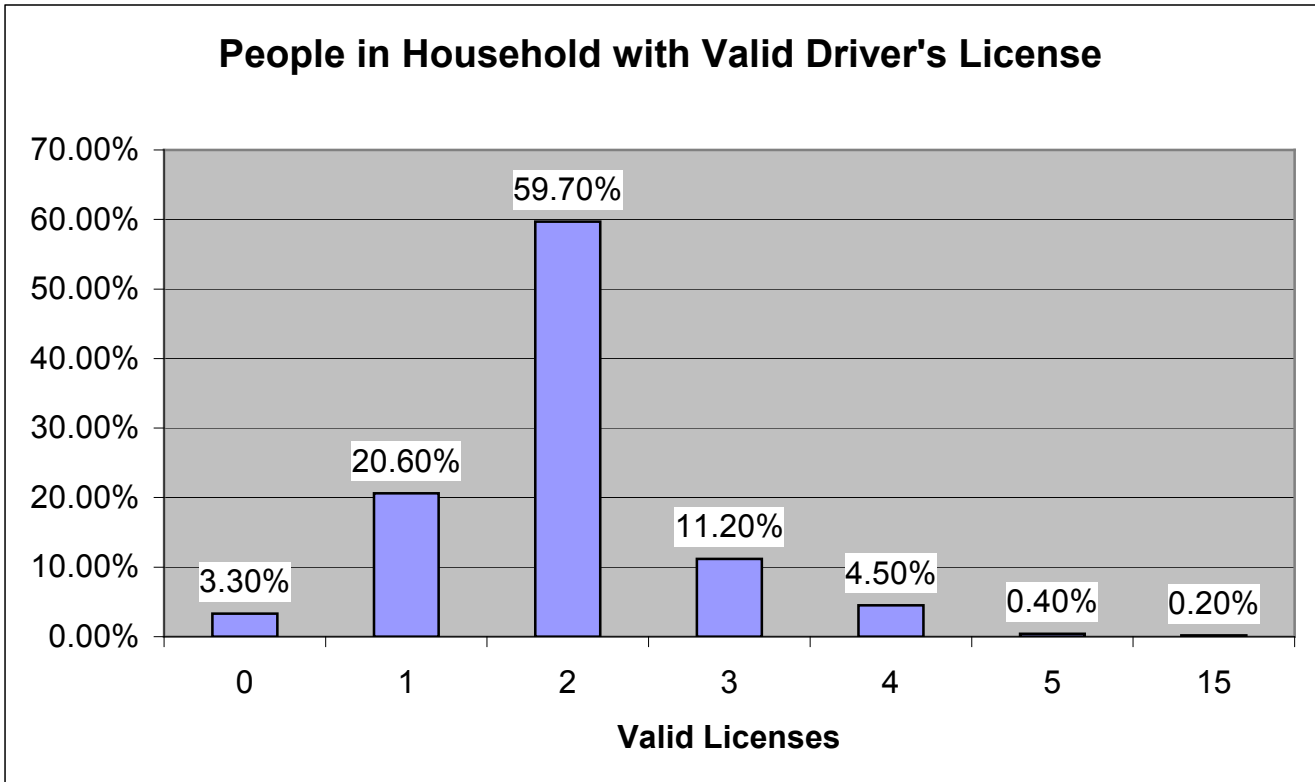




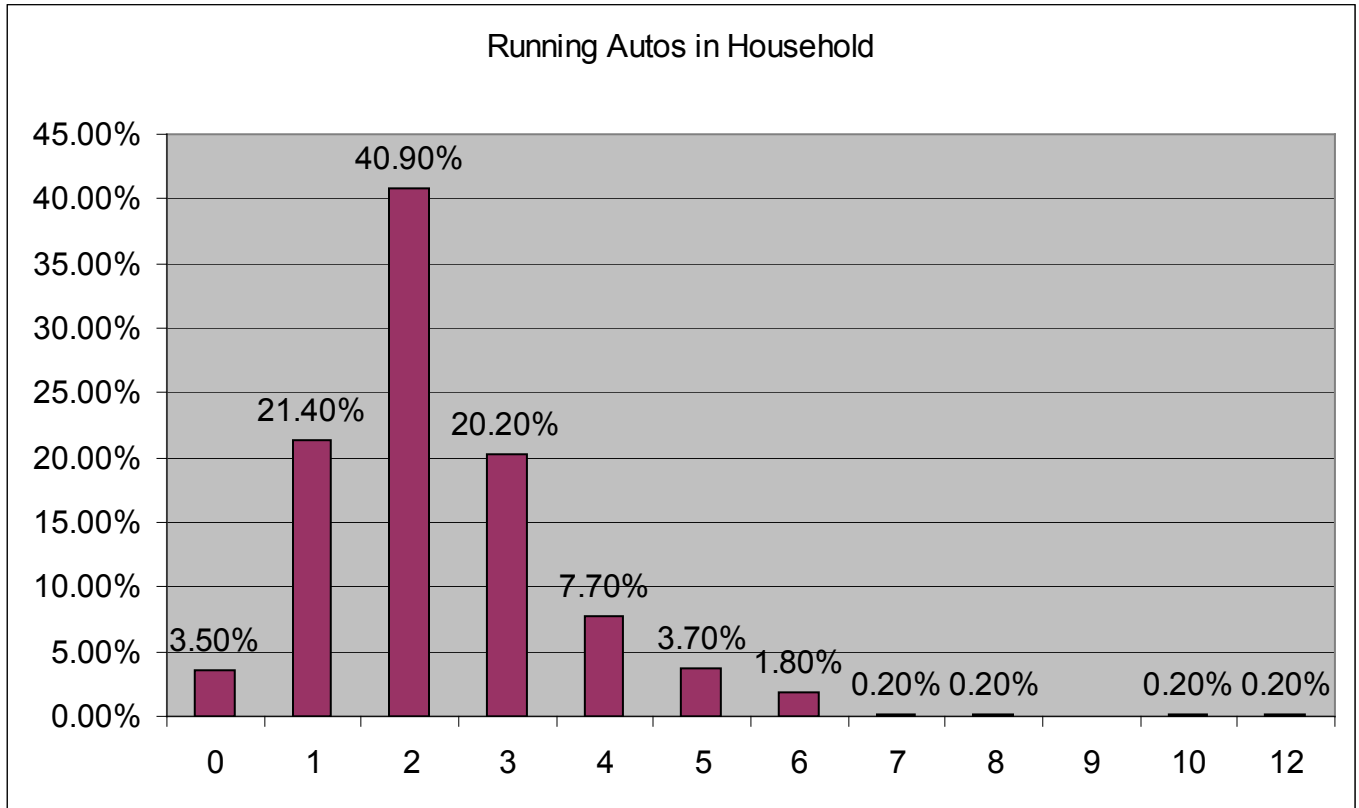
17. How many people are there in your household?



18. How many people in your household have a valid driver's license?

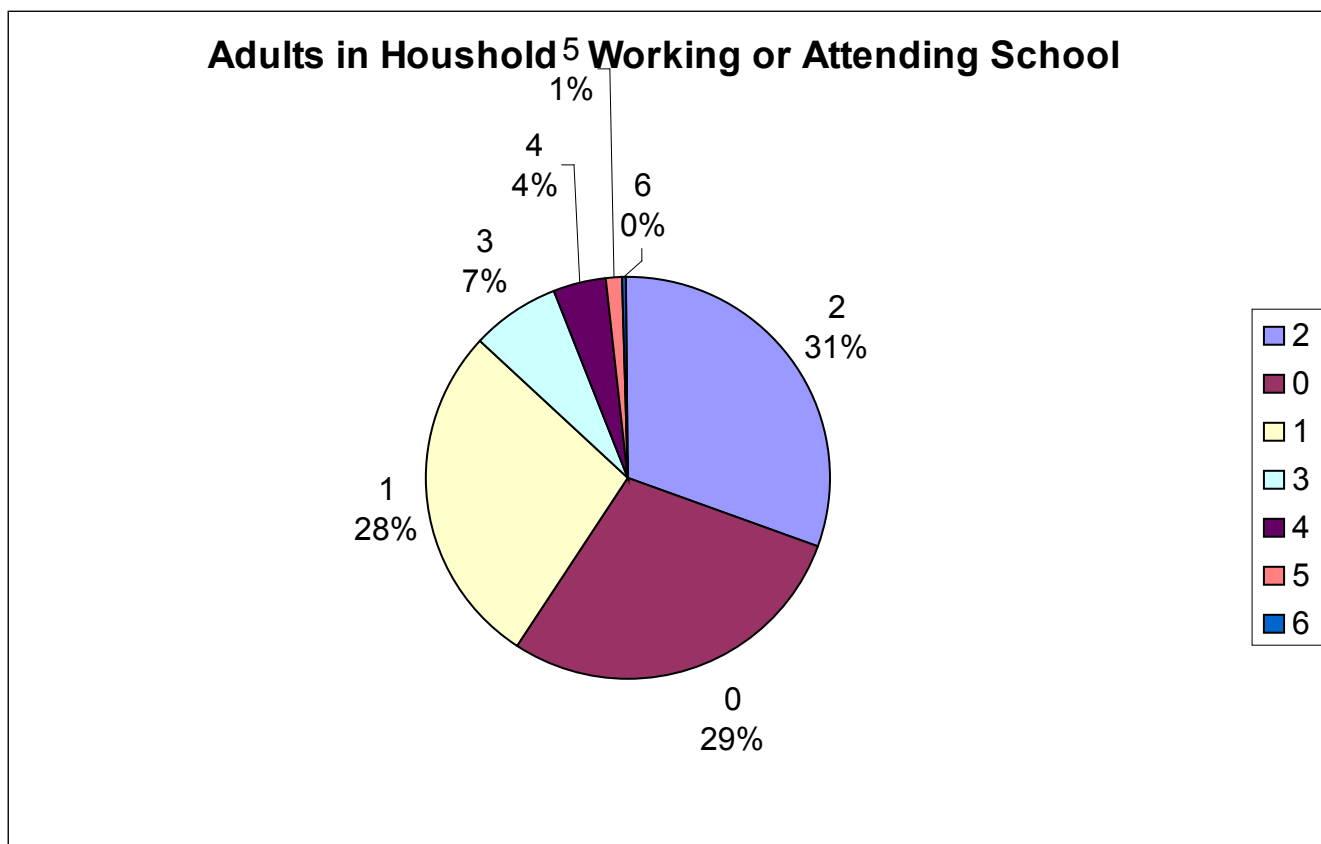


19. How many running vehicles are owned by your household?



**20. How many people in your household 18 and older work or attend school?**

29% of respondents say there is no one in their household working or attending school.



# Appendix A

## Survey Questions as Displayed on Computer Screen and used by Phone Survey Personnel

**Transportation Attitudes and Behavior Survey**

Date:

TSR:

Result Code:

**Phone:**   
**Name:**

First let me ask, are you 16 or older?



1. I am going to read a list of different methods of transportation. For each method, please tell me if you have used it in the last-----

	Past 24 hrs	Past 7 days	Past Month
a. Auto, alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Auto, w/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Auto, w/other(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Taxi Cab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Valley Lift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. (If more than one cited) Which method do you use most often to get to -----

	Work	Shopping	Recreation	Other
a. Auto, alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Auto, w/family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Auto, w/other(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Taxi Cab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Valley Lift	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Transportation Attitudes and Behavior Survey**

Ashland	Talent	Central Point	Eagle Point
Medford	Phoenix	White City	

City:

**3. I am going to read a list of different methods of transportation. For each method, I will ask how many times in the past 24 hours you have used this method. (Record number of trips by travel method) 1 thru 10+**

a. Auto, alone	<input type="text"/>
b. Auto, w/family	<input type="text"/>
c. Auto, w/other(s)	<input type="text"/>
d. Walk	<input type="text"/>
e. Motorcycle	<input type="text"/>
f. Bus	<input type="text"/>
g. Bicycle	<input type="text"/>
h. Taxi Cab	<input type="text"/>
i. Valley Lift	<input type="text"/>
j. Other	<input type="text"/>



**4. Now I'm going to read a list of conditions that some people say are a problem in the Rogue Valley. As I read each condition, please tell me if you (1)agree thru (3)disagree that it is a problem.**

a) air quality	<input type="text"/>
b) parking	<input type="text"/>
c) day care availability	<input type="text"/>
d) traffic congestion	<input type="text"/>
e) need sidewalks	<input type="text"/>
f) crime	<input type="text"/>
g) job opportunities	<input type="text"/>
h) limited public bus service	<input type="text"/>
i) low wages	<input type="text"/>
j) bicycle safety	<input type="text"/>
k) pedestrian safety	<input type="text"/>
l) taxes	<input type="text"/>

**5. Now I'm going to read several statements about conditions that might influence your transportation choices. As I read each statement, please tell me if you (1)agree thru (3)disagree with that statement.**

a) When it comes to local trips, I almost always drive.	<input type="text"/>
b) Cost is important in deciding how I travel locally. If it's cheaper I do it.	<input type="text"/>
c) I drive when I need to carry something.	<input type="text"/>
d) Whether I walk, bike or drive depends on my destination	<input type="text"/>
e) When I have the time, I like to walk.	<input type="text"/>
f) I try to drive as little as possible because it's good for the environment.	<input type="text"/>
g) There are places I won't drive because parking is so limited	<input type="text"/>
h) If there were more sidewalks, I would walk more.	<input type="text"/>

**Transportation Attitudes and Behavior Survey**

Ashland	Talent	Central Point	Eagle Point
Medford	Phoenix	White City	

City:

**6. Next, I'm going to read a series of statements. Please tell me if you agree (1) thru disagree (3) with the statement.**

a) People only ride the bus when they don't have any other choice.	<input type="text"/>
b) The Valley would be a better place if people drove their cars less.	<input type="text"/>
c) I would like to drive less.	<input type="text"/>
d) I would like to walk or bicycle more.	<input type="text"/>
e) My employer allows me to work flexible hours.	<input type="text"/>
f) My employer has an employee wellness program.	<input type="text"/>
g) I know how to get schedule and information for our bus system.	<input type="text"/>
h) Riding the bus is good for the environment.	<input type="text"/>
i) My employer encourages me to get to work other than driving by myself	<input type="text"/>
j) If I understood the bus system better, I might use it more.	<input type="text"/>
k) Riding the bus is a great way to meet nice people.	<input type="text"/>
l) I have to walk too far to catch the bus.	<input type="text"/>
m) I'd ride the bus but it takes too long.	<input type="text"/>
n) People like me don't seem to ride the bus.	<input type="text"/>
o) Taking the bus gets me right where I want to go.	<input type="text"/>
p) Operating an automobile is expensive so I try to drive less.	<input type="text"/>
q) Sometimes instead of going to work, I work fro home	<input type="text"/>



**Transportation Attitudes and Behavior Survey**



Ashland	Talent	Central Point	Eagle Point
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City:

**7. I will now read a series of statements about possible ways to fund local transportation improvements. In the case of each statement, please tell me if you (1)agree thru (3)disagree with the statement.**

- a) I support a Jackson County tax on gasoline to improve local transportation.
- b) I support a Jackson County tax on business parking spaces to fund improvements to local transportation .
- c) I trust Jackson County to use public funds to benefit our region.
- d) I trust the Oregon Department of Transportation to use publicfunds to benefit our region.
- e) I trust the Rogue Valley Transportation District to use public funds to benefit our region .

**8. Our region has a limited amount of money to spend on trasnportation. . As I read each project category, please tell me if you would support using public funds for that kind of project, and if you would, would you also support raising your taxes to complete that kind of project.**

	Support	Yes to tax
a) Widening existing roads for more travel lanes.	<input type="checkbox"/>	<input type="checkbox"/>
b) Enhanced public transit.	<input type="checkbox"/>	<input type="checkbox"/>
c) Build more sidewalks.	<input type="checkbox"/>	<input type="checkbox"/>
d) More bike paths and bike lanes.	<input type="checkbox"/>	<input type="checkbox"/>
e) More public parking spaces.	<input type="checkbox"/>	<input type="checkbox"/>
f) More parks and public open space.	<input type="checkbox"/>	<input type="checkbox"/>
g) Ashland to Grants Pass Commuter Rail Service.	<input type="checkbox"/>	<input type="checkbox"/>



### Transportation Attitudes and Behavior Survey



- Ashland
- Talent
- Central Point
- Eagle Point
- Medford
- Phoenix
- White City
- 

City:

9. In the past 24 hours, how much total exercise have you had? Include activities like walking and gardening.

- a) <10 min    b) 10-30 min    c) 31-60 min    d) 60+

10. Into which of the following age groups do you fall?

- (0) 16-17    (1) 18-24    (2) 25-34    (3) 35-49    (4) 50-64    (5) 65-74    (6) 75+    (7) Refused

11. Which of the following income groups best describes your total household income before taxes?

- (1) Under \$20,000    (2) \$20,000 to \$34,999    (3) \$35,000 to \$49,999    (4) \$50,000 to \$74,999    (5) \$75,000 and over    (6) Refused

12. What is the zip code at your residence?

13. Record gender of respondent  MALE  FEMALE

14. How long have you lived in Southern Oregon?

- (1) Less than a year    (2) 1-3    (3) 4-6    (4) 7-10    (5) 10+

15. Do you have a valid driver's license?  YES  NO

16. Education level completed

- (1) Some high school    (2) High School Grad    (3) Some Colleg/Technical    (4) College Grad    (5) Graduate work    (6) Graduate Degree

17. How many people are there in your household?

18. How many people in your household have a valid driver's license?

19. How many running vehicles are owned by your household?

20. How many people in your household 18 and older work or attend school?

For purposes of auditing and quality control, may I have your first name please?

and may I verify that I reached you at: (PHONE #)

Thank you for your time and cooperation in completing this survey.