

**The Council for Investment in the New American City
Metro Areas Survey
Topline Report
October, 2000
1400/15 Minute Interviews**

I. Screener

A. Are you at least 18 years of age or older?

100% Yes

B. Do you currently live in the city of **INSERT CITY** or do you live in a suburban area around the city of **INSERT CITY**?

50% City

50% Suburban area

C. **IF CITY IN SCREENER Q.B:** Do you live in the downtown area of **INSERT CITY**, or do you live in an outlying neighborhood of **INSERT CITY**?

39% City center/downtown area

60% Outlying neighborhood

1% DK/NR

D. Which of the following best describes your current residence?

64% Single family, detached house

20% An apartment

8% Town or row house

6% A condominium

2% A cooperative or coop

*% DK/NR

II. Neighborhood Issues

1. Thinking back over the past five years, would you say that things in **INSERT CITY** have gotten better, worse, or have stayed the same?

- 38% Better
- 27% Worse
- 26% Stayed the same
- 9% DK/NR

2. Why do you say that? **(OPEN END TO BE CODED)**

I would now like to ask you some questions about specific issues in the area where you currently live.

SPLIT SAMPLE SERIES

3.A Looking back over the past five years, would you say that **TRAFFIC** in the area where you currently live has gotten better, worse or stayed the same?

- 6% Better
- 72% Worse
- 18% Stayed the same
- 4% DK/NR

4.B Looking back over the past five years, would you say that **COMMUTING TIME TO WORK** in the area where you currently live has gotten better, worse or stayed the same?

- 20% Better
- 41% Worse
- 26% Stayed the same
- 13% DK/NR

5.A Looking back over the past five years, would you say that **THE AMMOUNT OF TIME WORKING PARENTS SPEND WITH THEIR CHILDREN** in the area where you currently live has gotten better, worse or stayed the same?

- 13% Better
- 34% Worse
- 24% Stayed the same
- 29% DK/NR

6.B Looking back over the past five years, would you say that **AVAILABILITY OF CULTURAL ACTIVITIES** in the area where you currently live has gotten better, worse or stayed the same?

44% Better
6% Worse
40% Stayed the same
10% DK/NR

7.A Looking back over the past five years, would you say that **CRIME LEVELS** in the area where you currently live has gotten better, worse or stayed the same?

30% Better
27% Worse
37% Stayed the same
7% DK/NR

8.B Looking back over the past five years, would you say that **AVAILABILITY OF PARKS AND OPEN SPACES** in the area where you currently live has gotten better, worse or stayed the same?

32% Better
15% Worse
48% Stayed the same
6% DK/NR

9.A Looking back over the past five years, would you say that **ACCESS TO PUBLIC TRANSPORTATION** in the area where you currently live has gotten better, worse or stayed the same?

31% Better
14% Worse
41% Stayed the same
15% DK/NR

10.B Looking back over the past five years, would you say that **QUALITY OF SCHOOLS** in the area where you currently live has gotten better, worse or stayed the same?

28% Better
20% Worse
26% Stayed the same
26% DK/NR

11.A Looking back over the past five years, would you say that **COST OF HOUSING** in the area where you currently live has gotten better, worse or stayed the same?

- 15% Better
- 62% Worse
- 15% Stayed the same
- 8% DK/NR

12.B Looking back over the past five years, would you say that **AVAILABILITY OF JOBS** in the area where you currently live has gotten better, worse or stayed the same?

- 60% Better
- 9% Worse
- 19% Stayed the same
- 12% DK/NR

13. Where do you think property values will increase most in the next ten years, in downtown city areas or in outlying suburban areas?

- 30% Downtown city areas
- 60% Outlying suburban areas
- 10% DK/NR

II. Suburban Residents Section

14. What is the best aspect of living in the suburbs of **INSERT CITY**?

- 23% Quiet/calm
- 14% Access to parks and open space
- 13% Low crime/safe
- 7% Large homes/yards
- 5% Good schools/education
- 4% Less traffic
- 4% Less populated
- 3% Cheap/available housing
- 3% Close to the city
- 2% It is not in the city
- 2% Good jobs available
- 2% Close to work
- 1% Different people/diversity
- 8% Other
- 9% DK/NR

15. What is the worst aspect of living in the suburbs of **INSERT CITY**?

- 24% Traffic
- 20% Long commute to work
- 7% Little public transportation
- 5% Boring/nothing to do
- 3% Crime
- 3% Few cultural activities
- 3% Too crowded/too many people
- 1% Lack of racial/ethnic diversity
- 1% Cost of living
- 1% Lack of shopping/stores
- 1% Few jobs
- *% Little time with family
- 4% Nothing
- 8% Other
- 18% DK/NR

16. What do you think is the best aspect of living in **INSERT CITY**?

- 18% Availability of cultural activities
- 14% Fun/exciting
- 7% Short commute to work
- 6% Availability of jobs
- 4% Racial/ethnic diversity
- 4% Public transportation
- 4% Weather/climate
- 3% Accessibility/convenience
- 2% More time with family
- 2% Nothing
- 19% Other
- 17% DK/NR

17. How likely are you to consider moving to **INSERT CITY**? Would you say you are very likely to consider moving to **INSERT CITY**, somewhat likely, not very likely or not at all likely to consider moving to **INSERT CITY**?

- 7% Very likely **NET LIKELY: 13%**
- 6% Somewhat likely
- 15% Not very likely **NET UNLIKELY: 85%**
- 70% Not at all likely
- 2% DK/NR

AMONG THOSE LIKELY TO MOVE TO CITY: I am now going to read you a list of various reasons people consider moving into **INSERT CITY** and ask you to tell me how important you consider each to be. To do this, please use a scale from 1 to 5 with 1 meaning not at all important and 5 meaning extremely important.

SPLIT SAMPLE SERIES

18.A Financial housing incentives, such as down payment assistance and tax credits for housing costs. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

43%	5	Extremely important
16%	4	
8%	3	
2%	2	
29%	1	Not at all important
2%	DK/NR	

19.B Reduction in the time and cost of commuting to work. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

27%	5	Extremely important
17%	4	
21%	3	
6%	2	
27%	1	Not at all important
2%	DK/NR	

20.A An abundance of nearby shops, grocery stores, pharmacies and other services, such as dry cleaning. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

69%	5	Extremely important
10%	4	
10%	3	
*%	2	
10%	1	Not at all important
*%	DK/NR	

21.B Availability of nearby cultural events, entertainment and educational opportunities, such as theaters, restaurants, nightlife, professional sports, colleges and universities. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

35%	5	Extremely important
27%	4	
15%	3	
6%	2	
17%	1	Not at all important
*%	DK/NR	

22.A Availability of nearby parks and open space. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

53%	5	Extremely important
14%	4	
10%	3	
2%	2	
16%	1	Not at all important
4%	DK/NR	

23.B Availability of housing I can afford. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

42%	5	Extremely important
4%	4	
17%	3	
13%	2	
23%	1	Not at all important
2%	DK/NR	

24.A Availability of acceptable housing, such as single family units, apartments, lofts, and condominiums. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

61%	5	Extremely important
14%	4	
10%	3	
2%	2	
12%	1	Not at all important
*%	DK/NR	

25.B The chance to live in an area of historic and architectural importance that offers cultural opportunities. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

29%	5	Extremely important
19%	4	
17%	3	
6%	2	
27%	1	Not at all important
2%	DK/NR	

26.A If effective public transportation were available where I live, it would reduce my household's use of cars. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when considering moving to **INSERT CITY**.

47%	5	Extremely important
10%	4	
14%	3	
8%	2	
20%	1	Not at all important
*%	DK/NR	

27. Would you say that in the past five years you have been spending more time in **INSERT CITY**?

32%	Yes
65%	No
3%	DK/NR

28. **IF YES TO Q.27:** Why do you say that you have been spending more time in **INSERT CITY?**

- 39% Work/employment
- 19% Entertainment
- 18% Cultural attractions
- 10% Family/friends live there
- 9% Recreation
- 9% Sporting events
- 7% Dining
- 7% Shopping
- 2% Medical facilities
- 2% School/college
- *% Other
- 2% DK/NR

III. Urban Residents Section

29. What is the best aspect of living in **INSERT CITY?**

- 16% Availability of cultural activities
- 13% Fun/excitement
- 10% Weather/climate
- 8% Short commute to work
- 8% Availability of jobs
- 7% Racial/ethnic diversity
- 5% Accessibility/convenience
- 5% Public transportation
- 4% More time with family
- 1% Food/shopping
- 1% Cost of living
- 1% Nothing
- 8% Other
- 12% DK/NR

30. What do you think would be the best aspect of living in a suburb of **INSERT CITY**?

- 13% Large homes/yards
- 23% Quiet/calm
- 9% Low crime/safe
- 7% Access to parks and open space
- 6% Good schools/education
- 4% Cheap/available housing
- 3% Good jobs available
- 2% Less people
- 2% Less traffic
- 3% Nothing
- 8% Other
- 21% DK/NR

31. What do you think would be the worst aspect of living a suburb of **INSERT CITY**?

- 25% Long commute to work
- 22% Traffic
- 8% Little public transportation
- 6% Crime
- 5% Boring/nothing to do
- 3% Few cultural activities
- 3% Little Racial/ethnic diversity
- 2% Housing costs too high
- 2% Too crowded
- 1% Little time with family
- 1% Few jobs
- 2% Nothing
- 5% Other
- 15% DK/NR

32. Under the right circumstances, how likely would you be to move to a suburb of **INSERT CITY**?

- | | | |
|-----|-------------------|----------------------------|
| 21% | Very likely | NET LIKELY: 38% |
| 17% | Somewhat likely | |
| 18% | Not very likely | NET NOT LIKELY: 58% |
| 40% | Not at all likely | |
| 4% | DK/NR | |

I am now going to read you a list of various reasons people choose not to move out of **INSERT CITY** and ask you to tell me how important you consider each to be. To do this, please use a scale from 1 to 5 with 1 meaning not at all important and 5 meaning extremely important.

SPLIT SAMPLE SERIES A/B

33.A Financial housing incentives, such as down payment assistance and tax credits for housing costs. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

27%	5	Extremely important
16%	4	
18%	3	
10%	2	
24%	1	Not at all important
5%	DK/NR	

34.B Reduction in the time and cost of commuting to work. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

43%	5	Extremely important
17%	4	
14%	3	
4%	2	
17%	1	Not at all important
5%	DK/NR	

35.A An abundance of nearby shops, grocery stores, pharmacies and other services, such as dry cleaning and educational opportunities. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

44%	5	Extremely important
24%	4	
12%	3	
6%	2	
13%	1	Not at all important
1%	DK/NR	

36.B Availability of nearby cultural events and entertainment, such as theaters, restaurants, nightlife, and professional sports. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

39%	5	Extremely important
18%	4	
15%	3	
9%	2	
15%	1	Not at all important
4%	DK/NR	

37.A Availability of nearby parks and open space. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

37%	5	Extremely important
22%	4	
20%	3	
8%	2	
12%	1	Not at all important
2%	DK/NR	

38.B Availability of housing I can afford. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

40%	5	Extremely important
14%	4	
15%	3	
8%	2	
21%	1	Not at all important
3%	DK/NR	

39.A Availability of acceptable housing, such as single family units, apartments, lofts, and condominiums. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

32%	5	Extremely important
19%	4	
20%	3	

10%	2	
19%	1	Not at all important
2%	DK/NR	

40.B The chance to live in an area with a strong cultural and historical importance. Using a scale of 1 to 5 with 1 meaning not at all important and 5 meaning extremely important, how important is this to you personally when choosing not to move out of **INSERT CITY**?

31%	5	Extremely important
16%	4	
19%	3	
11%	2	
19%	1	Not at all important
4%	DK/NR	

IV. Agree/Disagree Statements

I am now going to read you a series of statements that may or may not reflect your opinion. Please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each statement.

SPLIT SAMPLE SERIES A/B

41.A I support increasing public and private financial incentives to help families like mine afford to buy or rent in **INSERT CITY**. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

37%	Strongly agree	NET AGREE: 67%
30%	Somewhat agree	
13%	Somewhat disagree	NET DISAGREE: 28%
15%	Strongly disagree	
5%	Don't know/no response	

42.B I support encouraging people to live in **INSERT CITY** to discourage over-development of suburban areas. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

27%	Strongly agree	NET AGREE: 52%
25%	Somewhat agree	
25%	Somewhat disagree	NET DISAGREE: 44%
19%	Strongly disagree	
5%	Don't know/no response	

43.A Affordable housing should be made available to public servants, such as teachers, fire fighters and police officers, so they can live in the communities where they work. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

52%	Strongly agree	NET AGREE: 74%
22%	Somewhat agree	
9%	Somewhat disagree	NET DISAGREE: 21%
12%	Strongly disagree	
5%	Don't know/no response	

44.B I support the use of tax dollars to help improve the public transportation system in the area where I live. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

52%	Strongly agree	NET AGREE: 77%
25%	Somewhat agree	
9%	Somewhat disagree	NET DISAGREE: 18%
9%	Strongly disagree	
5%	Don't know/no response	

45.A I would pay 10 percent more in housing costs to live within walking distance of public transportation, such as buses and subway lines. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

26%	Strongly agree	NET AGREE: 47%
21%	Somewhat agree	
19%	Somewhat disagree	NET AGREE: 49%
30%	Strongly disagree	
5%	Don't know/no response	

46.B If more growth were directed into the downtown city area instead of the suburbs, it would improve the quality of life where I live. Do you strongly agree with this statement, somewhat agree, somewhat disagree or do you strongly disagree with this statement?

28%	Strongly agree	NET AGREE: 54%
26%	Somewhat agree	
20%	Somewhat disagree	NET AGREE: 39%
19%	Strongly disagree	
7%	Don't know/no response	

47. Some people feel the best way to deal with traffic congestion is to build new roads, others feel the best way to deal with traffic congestion is to rely more on public transportation and to rebuild cities to lessen the impact of sprawl. Which is closer to your view?

- 26% Build new roads
- 67% More public transportation/rebuild cities to lessen sprawl
- 7% DK/NR

48. Some people feel it's worth commuting a significantly longer distance to work to live in a larger home, others feel it's worth living in a smaller home if it means significantly reducing their commute to work. Which is closer to your view?

- 34% Longer commute, larger home
- 56% Smaller home, reduced commute
- 11% DK/NR

V. DEMOGRAPHICS

And finally, I only have a few more questions for statistical purposes....

49. Can you please tell me which category best describes your age?

- 9% 18 to 24 years
- 17% 25 to 34 years
- 19% 35 to 44 years
- 21% 45 to 54 years
- 14% 55 to 64 years
- 18% 65 or more
- 1% DK/NR

50. What is your marital status?

- 54% Married
- 3% Not married, but living with partner
- 26% Single (never married)
- 8% Divorced/separated
- 7% Widowed
- 1% Don't know/no response

51. Do you have any children under the age of 18 living at home?

- 32% Yes

- 68% No
1% Don't know/no response
52. Do you rent or own your home?
- 34% Rent
65% Own
2% Don't know/no response
53. For statistical purposes only, can you please tell me what your ethnic background is?
- 6% Hispanic/Latino
19% African American/ Black
1% Caribbean
66% White/Caucasian
5% Asian (Oriental, Indian all non Hispanics)
1% Other
3% DK/NR
54. What is your approximate total household income before taxes from all household members and all sources?
- 15% Under \$25,000
10% \$25,000 to \$34,999
13% \$35,000 to \$49,999
15% \$50,000 to \$74,999
10% \$75,000 to \$99,999
9% \$100,000 to \$149,999
3% \$150,000 to \$199,999
2% \$200,000 to \$299,999
*% \$300,000 to \$499,999
1% \$500,000 or over
23% DK/NR
55. Generally speaking, do you consider yourself to be a Republican, a Democrat, an Independent, or something else?
- 23% Republican
38% Democrat
27% Independent
1% Other
10% DK/NR

E. GENDER

44% Male
57% Female

F. RECORD REGION

14% Atlanta
15% Boston
15% New Orleans
14% Phoenix
14% San Jose
15% St. Louis
14% Washington DC