



Below is the environment and demographic data for the Who's On Board: 2014 Mobility Attitudes Survey. The data are broken out by environment (urban vs. non-urban) and age. If you have any questions, please contact shigashide@transitcenter.org

Proportion significantly higher than rest of row at 95% confidence
 Proportion significantly lower than rest of row at 95% confidence

Lives in urban v. non-urban area		Non-urban			Urban		
Age category	Overall	Under 30	30-60	Over 60	Under 30	30-60	Over 60
As a child, I traveled by myself on public transit.	36%	22%	28%	47%	30%	39%	52%
My friends considered it uncool to take transit	15%	22%	13%	6%	27%	18%	7%
My parents thought it was unsafe for me to ride public transit.	22%	38%	19%	8%	39%	23%	8%
I took public transportation because I had no other options available to me.	34%	27%	25%	36%	36%	39%	45%
I was encouraged to walk or bike places by my parents.	67%	49%	69%	82%	54%	69%	76%
I grew up in a neighborhood that had convenient transit services.	42%	30%	34%	46%	43%	48%	55%
There was a commercial district (with retail stores and restaurants) that I could walk or bike to.	61%	47%	56%	67%	56%	67%	72%
My childhood home had a large lot.	53%	56%	57%	52%	50%	52%	49%
My parents were very proud of the neighborhood they had chosen.	68%	63%	71%	71%	60%	70%	70%
(% agree or strongly agree)							
I like being out in the community where other people are out and about, like in parks or a shopping area.	65%	66%	58%	63%	70%	66%	68%
I don't feel comfortable unless I have control over the situation I am in.	53%	59%	53%	48%	59%	54%	47%
I will go to great lengths to make time for close friends and family each week.	70%	72%	70%	71%	70%	69%	69%
If everyone works together, we could improve the environment and future for the earth.	83%	82%	84%	82%	81%	87%	84%
I am happiest when trying new things.	46%	57%	41%	34%	59%	49%	38%
(% agree or strongly agree)							
With my schedule, minimizing time traveling is very important to me.	49%	59%	54%	29%	63%	60%	34%
Leaving the driving to someone else is desirable for me.	36%	41%	34%	24%	47%	40%	28%
I tend to use the most convenient form of transportation, regardless of cost.	44%	46%	42%	40%	48%	48%	42%
Having a stress-free trip is more important than reaching my destination quickly.	70%	65%	71%	73%	63%	72%	75%
It is really important to me to minimize transportation costs when planning a trip.	67%	70%	69%	59%	70%	71%	62%
My household could get by with fewer cars in the next year.	25%	29%	22%	23%	31%	24%	20%
Having privacy is important to me when I make a trip.	64%	64%	68%	66%	63%	65%	61%
Personal safety is a concern for me when I make a trip.	83%	77%	87%	87%	76%	86%	85%
It would be hard for me to reduce my auto mileage and use of gasoline.	55%	55%	58%	64%	50%	50%	53%
I prefer to be a driver rather than a passenger.	52%	50%	51%	59%	48%	51%	55%
I feel I am less dependent on cars than my parents are/were.	22%	29%	16%	10%	39%	26%	15%
I need to drive my car to get where I need to go.	76%	72%	82%	88%	63%	70%	78%
I love the freedom and independence I get from owning one or more cars.	80%	74%	83%	89%	70%	79%	86%
When making a trip, I prefer to have the flexibility to use a car in case my plans change.	79%	76%	84%	84%	72%	79%	80%

Most people who are important to me would prefer to drive less.	30%	38%	28%	23%	39%	33%	23%
(% agree or strongly agree)							
I like the idea of doing something good for the environment when I ride transit.	48%	54%	46%	37%	56%	56%	43%
I am not sure I know how to do all the things to make the bus or train trip work.	39%	46%	40%	35%	44%	38%	33%
I worry about crime or other disturbing behavior on public forms of transportation.	52%	54%	52%	46%	58%	54%	48%
I feel safe when riding public transportation.	37%	35%	33%	33%	42%	42%	37%
Public transit does not go where I need to go.	56%	50%	65%	74%	42%	47%	52%
Riding transit is less stressful than driving on congested highways.	49%	41%	47%	50%	49%	52%	56%
It would be easier for me to use transit more if I were not so concerned about traveling with people I do not know.	22%	35%	15%	9%	41%	24%	10%
My family and friends typically use public transportation.	15%	21%	9%	3%	31%	19%	8%
I like to make productive use of my time when I travel.	62%	67%	62%	57%	66%	65%	60%
I sometimes take public transit to avoid traffic congestion.	28%	29%	20%	19%	40%	35%	29%
(% agree or strongly agree)							
Any government effort to reduce environmental pollution should not cost me any money.	46%	48%	48%	43%	49%	48%	42%
I enjoy doing exciting things, even if they are dangerous.	31%	47%	26%	18%	49%	28%	17%
I would switch to a different form of transportation if it would improve air quality.	32%	39%	30%	23%	44%	37%	23%
I think that environmental concerns are overblown.	27%	29%	23%	29%	31%	22%	23%
It is important for me to have access to communication technology (cellular, wi-fi, etc.) throughout the day.	69%	76%	70%	60%	75%	71%	60%
I am a person who likes to participate in programs like carshare and bikeshare.	17%	25%	12%	7%	30%	20%	8%
As I get older, I expect I'll have to drive more than I do now.	28%	52%	19%	10%	54%	25%	11%
(% agree or strongly agree)							
I would ride transit more if stations/stops were closer to my home/work	51%	59%	53%	45%	55%	54%	40%
I would ride transit more if it ran more frequently	43%	49%	38%	32%	54%	50%	36%
I would ride transit more if the hours of operation were extended	36%	45%	33%	23%	50%	43%	24%
I would ride transit more if free parking were not available at work	30%	44%	25%	14%	46%	34%	17%
I would ride transit more if my employer provided better incentives to take transit	33%	50%	30%	13%	51%	42%	16%
I would ride transit more if tolls were implemented/increased on my commuting route	22%	33%	19%	9%	38%	23%	12%
I would ride transit more if it offered a more direct route to/from work	46%	58%	47%	27%	62%	56%	30%
I would ride transit more if it offered reliable access to wi-fi/cellular	32%	45%	28%	17%	52%	34%	18%
I would ride transit more if it were clearly the less expensive transportation option	51%	56%	49%	42%	61%	57%	44%
I would ride transit more if the buses/trains were cleaner/nicer	42%	51%	35%	29%	58%	50%	33%
I would ride transit more if the stops/stations were safer	43%	53%	37%	32%	55%	50%	35%
I would ride transit more if the seats were more comfortable	34%	45%	28%	23%	49%	39%	26%
I would ride transit more if there were more parking available at the station	35%	41%	29%	29%	41%	38%	32%
I would ride transit more if the travel times were more reliable	51%	58%	45%	39%	64%	60%	44%
I would ride transit more if it took less time	57%	63%	53%	45%	68%	66%	49%
I would ride transit more if there were different transit modes available	47%	53%	44%	41%	55%	52%	39%
(% agree or strongly agree)							
Mode choice factor: ability to get work done while commuting	17%	28%	14%	4%	31%	22%	7%

Mode choice factor: cost	41%	59%	46%	14%	58%	52%	19%
Mode choice factor: environmental impact	23%	31%	25%	7%	34%	33%	11%
Mode choice factor: employer incentives	21%	32%	21%	5%	34%	27%	7%
Mode choice factor: traffic congestion	39%	49%	46%	15%	52%	52%	21%
Mode choice factor: total travel time	45%	60%	52%	16%	62%	59%	23%
Mode choice factor: having a mode that allows me to be flexible in the times that I travel	41%	55%	48%	16%	55%	54%	22%
Mode choice factor: travel time reliability	45%	60%	52%	17%	62%	59%	22%
Mode choice factor: experiencing privacy while I commute	26%	39%	28%	8%	39%	35%	11%
(% for whom factor is important or very important)							
Residential location choice: having a private home location with adequate separation from others	65%	60%	76%	73%	52%	65%	63%
Residential location choice: community with sidewalks and bike lanes	56%	53%	49%	54%	56%	63%	65%
Residential location choice: living in a community with a mix of people from different backgrounds	31%	29%	26%	27%	36%	35%	33%
Residential location choice: lower price of home, rental, or taxes	68%	71%	70%	62%	70%	68%	64%
Residential location choice: quality of schools	44%	60%	46%	29%	55%	47%	30%
Residential location choice: commute distance to my job or school and/or spouse's/partner's job or school	55%	71%	63%	25%	70%	67%	37%
Residential location choice: community within walking distance of stores and services	50%	47%	39%	43%	59%	58%	56%
Residential location choice: size of lot	58%	58%	68%	59%	52%	59%	47%
Residential location choice: lower crime rate	75%	73%	75%	75%	73%	80%	78%
Residential location choice: better proximity to public transportation	35%	33%	25%	32%	42%	41%	38%
Residential location choice: larger size of home	40%	58%	37%	18%	56%	50%	24%
(% for whom factor is important or very important)							