



Below is the transit and geographic data for the Who's On Board: 2014 Mobility Attitudes Survey. The data are broken out by transit quality (progressive vs. deficient) and region. If you have any questions, please contact [shigashide@transitcenter.org](mailto:shigashide@transitcenter.org)

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

Transit quality	Overall	Deficient				Progressive				
		Midwest	South	West coast	West/SW	Midwest	South	Trad. Cities	West coast	West/SW
Home geography										
As a child, I traveled by myself on public transit.	36%	29%	31%	36%	34%	36%	36%	44%	37%	36%
My friends considered it uncool to take transit	15%	14%	16%	20%	18%	13%	15%	13%	18%	16%
My parents thought it was unsafe for me to ride public transit.	22%	21%	24%	25%	22%	19%	25%	23%	21%	21%
I took public transportation because I had no other options available to me.	34%	27%	30%	37%	30%	31%	33%	41%	38%	34%
I was encouraged to walk or bike places by my parents.	67%	67%	63%	65%	68%	71%	61%	69%	65%	71%
I grew up in a neighborhood that had convenient transit services.	42%	33%	37%	43%	38%	41%	40%	52%	44%	43%
There was a commercial district (with retail stores and restaurants) that I could walk or bike to.	61%	59%	54%	63%	58%	60%	55%	68%	61%	62%
My childhood home had a large lot.	53%	52%	53%	54%	56%	54%	55%	46%	58%	57%
My parents were very proud of the neighborhood they had chosen.	68%	70%	67%	65%	68%	71%	68%	66%	65%	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%	63%	64%	62%	61%	65%	65%	68%	65%	65%
I don't feel comfortable unless I have control over the situation I am in.	53%	51%	55%	54%	56%	53%	54%	53%	52%	52%
I will go to great lengths to make time for close friends and family each week.	70%	69%	72%	70%	71%	68%	71%	71%	70%	70%
If everyone works together, we could improve the environment and future for the earth.	83%	84%	83%	83%	83%	81%	84%	84%	84%	81%
I am happiest when trying new things.	46%	44%	44%	47%	46%	43%	49%	48%	45%	46%
(% agree or strongly agree)										
With my schedule, minimizing time traveling is very important to me.	49%	48%	48%	50%	50%	49%	50%	52%	50%	47%
Leaving the driving to someone else is desirable for me.	36%	33%	35%	36%	33%	34%	35%	39%	38%	34%
I tend to use the most convenient form of transportation, regardless of cost.	44%	39%	41%	46%	42%	42%	44%	47%	47%	46%
Having a stress-free trip is more important than reaching my destination quickly.	70%	68%	70%	72%	67%	66%	70%	73%	69%	69%
It is really important to me to minimize transportation costs when planning a trip.	67%	67%	69%	66%	70%	63%	68%	66%	66%	65%
My household could get by with fewer cars in the next year.	25%	23%	24%	27%	24%	23%	24%	26%	26%	25%
Having privacy is important to me when I make a trip.	64%	64%	66%	67%	67%	63%	64%	63%	63%	65%
Personal safety is a concern for me when I make a trip.	83%	85%	83%	84%	84%	82%	84%	84%	82%	82%
It would be hard for me to reduce my auto mileage and use of gasoline.	55%	55%	59%	57%	55%	54%	59%	54%	54%	52%
I prefer to be a driver rather than a passenger.	52%	55%	52%	55%	53%	52%	54%	51%	49%	52%
I feel I am less dependent on cars than my parents are/were.	22%	18%	17%	24%	20%	21%	22%	26%	26%	23%
I need to drive my car to get where I need to go.	76%	78%	80%	76%	80%	74%	76%	73%	74%	75%
I love the freedom and independence I get from owning one or more cars.	80%	81%	82%	81%	82%	80%	82%	77%	80%	81%
When making a trip, I prefer to have the flexibility to use a car in case my plans change.	79%	79%	82%	80%	81%	78%	80%	78%	79%	79%
Most people who are important to me would prefer to drive less.	30%	29%	31%	32%	30%	28%	33%	30%	30%	31%
(% agree or strongly agree)										
I like the idea of doing something good for the environment when I ride transit.	48%	44%	44%	49%	48%	47%	46%	51%	51%	50%
I am not sure I know how to do all the things to make the bus or train trip work.	39%	42%	43%	43%	42%	40%	40%	34%	37%	37%
I worry about crime or other disturbing behavior on public forms of transportation.	52%	54%	51%	55%	52%	51%	54%	51%	53%	47%
I feel safe when riding public transportation.	37%	28%	32%	34%	34%	38%	34%	44%	39%	39%
Public transit does not go where I need to go.	56%	60%	59%	53%	64%	57%	60%	49%	51%	58%

Riding transit is less stressful than driving on congested highways.	49%	41%	40%	48%	49%	50%	48%	57%	50%	48%
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%	21%	21%	26%	22%	19%	23%	23%	23%	20%
My family and friends typically use public transportation.	15%	11%	9%	14%	10%	12%	14%	25%	16%	13%
I like to make productive use of my time when I travel.	62%	60%	61%	63%	64%	60%	63%	66%	59%	63%
I sometimes take public transit to avoid traffic congestion.	28%	17%	17%	23%	25%	25%	28%	44%	32%	27%
(% agree or strongly agree)										
Any government effort to reduce environmental pollution should not cost me any money.	46%	46%	48%	48%	48%	41%	47%	48%	40%	48%
I enjoy doing exciting things, even if they are dangerous.	31%	29%	30%	31%	31%	29%	31%	31%	31%	32%
I would switch to a different form of transportation if it would improve air quality.	32%	28%	31%	34%	31%	29%	34%	36%	32%	32%
I think that environmental concerns are overblown.	27%	27%	26%	28%	29%	25%	27%	25%	25%	29%
It is important for me to have access to communication technology (cellular, wi-fi, etc.) throughout the day.	69%	68%	71%	72%	70%	66%	70%	67%	66%	69%
I am a person who likes to participate in programs like carshare and bikeshare.	17%	15%	15%	20%	16%	14%	15%	19%	17%	17%
As I get older, I expect I'll have to drive more than I do now.	28%	27%	27%	29%	26%	27%	29%	31%	27%	25%
(% agree or strongly agree)										
I would ride transit more if stations/stops were closer to my home/work	51%	49%	48%	50%	55%	47%	52%	53%	52%	50%
I would ride transit more if it ran more frequently	43%	41%	39%	44%	43%	41%	41%	46%	49%	40%
I would ride transit more if the hours of operation were extended	36%	34%	33%	39%	37%	33%	35%	39%	40%	34%
I would ride transit more if free parking were not available at work	30%	28%	26%	31%	30%	30%	30%	32%	31%	26%
I would ride transit more if my employer provided better incentives to take transit	33%	31%	30%	33%	34%	31%	31%	37%	35%	32%
I would ride transit more if tolls were implemented/increased on my commuting route	22%	20%	21%	22%	22%	21%	20%	25%	24%	20%
I would ride transit more if it offered a more direct route to/from work	46%	40%	42%	47%	48%	47%	45%	49%	50%	45%
I would ride transit more if it offered reliable access to wi-fi/cellular	32%	30%	31%	35%	34%	29%	30%	34%	34%	32%
I would ride transit more if it were clearly the less expensive transportation option	51%	46%	50%	51%	50%	48%	48%	57%	54%	52%
I would ride transit more if the buses/trains were cleaner/nicer	42%	40%	41%	45%	41%	37%	42%	46%	44%	41%
I would ride transit more if the stops/stations were safer	43%	41%	42%	46%	43%	39%	44%	44%	47%	38%
I would ride transit more if the seats were more comfortable	34%	31%	31%	37%	33%	31%	34%	39%	36%	33%
I would ride transit more if there were more parking available at the station	35%	30%	31%	33%	32%	28%	33%	43%	39%	33%
I would ride transit more if the travel times were more reliable	51%	47%	49%	53%	50%	48%	50%	55%	56%	50%
I would ride transit more if it took less time	57%	51%	54%	57%	58%	52%	54%	61%	63%	58%
I would ride transit more if there were different transit modes available	47%	45%	48%	48%	48%	45%	46%	49%	46%	47%
(% agree or strongly agree)										
Mode choice factor: ability to get work done while commuting	17%	14%	16%	21%	16%	15%	18%	19%	19%	16%
Mode choice factor: cost	41%	40%	41%	39%	41%	40%	42%	43%	40%	38%
Mode choice factor: environmental impact	23%	22%	22%	25%	23%	22%	25%	24%	23%	22%
Mode choice factor: employer incentives	21%	18%	20%	22%	20%	18%	23%	23%	22%	18%
Mode choice factor: traffic congestion	39%	35%	37%	39%	39%	39%	39%	41%	39%	37%
Mode choice factor: total travel time	45%	44%	44%	43%	45%	45%	46%	47%	46%	42%
Mode choice factor: having a mode that allows me to be flexible in the times that I travel	41%	40%	39%	39%	42%	43%	41%	43%	41%	41%
Mode choice factor: travel time reliability	45%	42%	43%	43%	44%	46%	45%	47%	46%	43%
Mode choice factor: experiencing privacy while I commute	26%	26%	26%	26%	26%	24%	27%	27%	28%	25%
(% for whom factor is important or very important)										
Residential location choice: having a private home location with adequate separation from others	65%	66%	68%	68%	69%	64%	67%	61%	66%	66%
Residential location choice: community with sidewalks and bike lanes	56%	56%	55%	59%	56%	55%	56%	54%	57%	58%
Residential location choice: living in a community with a mix of people from different backgrounds	31%	26%	30%	31%	29%	28%	33%	33%	31%	30%
Residential location choice: lower price of home, rental, or taxes	68%	64%	70%	68%	68%	69%	67%	70%	66%	65%
Residential location choice: quality of schools	44%	48%	42%	44%	44%	47%	46%	44%	42%	40%
Residential location choice: commute distance to my job or school and/or spouse's/partner's job or school	55%	53%	56%	53%	55%	57%	55%	56%	56%	50%
Residential location choice: community within walking distance of stores and services	50%	46%	45%	49%	44%	51%	47%	55%	55%	49%
Residential location choice: size of lot	58%	58%	58%	60%	65%	55%	62%	52%	58%	56%
Residential location choice: lower crime rate	75%	76%	75%	77%	77%	74%	79%	73%	74%	76%

Residential location choice: better proximity to public transportation	35%	27%	30%	33%	30%	32%	34%	44%	41%	33%
Residential location choice: larger size of home	40%	38%	41%	45%	40%	38%	41%	37%	39%	41%
(% for whom factor is important or very important)										