

Name	SFMTA Travel Decision Survey Data for 2012
Purpose	This workbook provides data and data dictionaries for the SFMTA 2012 Travel Decision Survey.
Related documents.	<p>The 2012 Summary Report, with methodology and survey instrument, is located at https://www.sfmta.com/about-sfmta/reports/travel-decision-survey-2012.</p> <p>Data, methodologies, and summary report for other SFMTA travel decision surveys are available on sfmta.com.</p>
About this survey	<p>On behalf of San Francisco Municipal Transportation Agency (SFMTA), Corey, Canapary & Galanis (CC&G) undertook a Mode Share Survey within the City and County of San Francisco as well as the eight surrounding Bay Area counties of Alameda, Contra Costa, San Mateo, Marin, Santa Clara, Napa, Sonoma and Solano.</p> <p>The primary goals of this study were to:</p> <ul style="list-style-type: none"> • Assess percent mode share for travel in San Francisco for evaluation of the SFMTA Strategic Objective 2.3: Mode Share target of 50% non-private auto travel by FY2018 with a 95% confidence level and MOE +/- 5% or less. • Evaluate the above statement based on the following parameters: number of trips to, from, and within San Francisco by Bay Area residents. Trips by visitors to the Bay Area and for commercial purposes are not included. • Provide additional trip details, including trip purpose for each trip in the mode share question series. • Collect demographic data on the population of Bay Area residents who travel to, from, and within San Francisco. • Collect data on travel behavior and opinions that support other SFMTA strategy and project evaluation needs. <p>The survey was conducted as a telephone study among with approximately 750 Bay Area residents aged 18 and older. Interviewing was conducted in English, Spanish, and Cantonese. Surveying was conducted via random digit dial (RDD) and cell phone sample.</p>
Using this data	<p>This dataset incorporates respondent weighting based on age and home location; utilize the “weight” field when appropriate in your analysis.</p> <p>The survey period for this survey is as follows: 2012: October 2012 – January 2013</p>
Margin of Error	<p>The margin of error is related to sample size (n). For the total sample, the margin of error is 3.5% for a confidence level of 95%. When looking at subsets of the data, such as just the SF population, just the female population, or just the population of people who bicycle, the sample size decreases and the margin of error increases. Below is a guide of the margin of error for different samples sizes. Be cautious in making conclusions based off of small sample sizes.</p> <p>At the 95% confidence level is:</p> <ul style="list-style-type: none"> • n = 767 (Total Sample). Margin of error = +/- 3.5% • n = 384. Margin of error = +/- 4.95% • n = 100. Margin of error = +/- 9.80%

Executer of survey and author of datasets, data dictionaries, and weighting tabs	Corey, Canapary, and Galanis
Workbook Date prepared	February 25, 2015
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SFMTA Modeshare Survey
Code List/Data and Field Guide

RESPNUM Respondent Number – automatically generated.

- Q2 In which Bay Area county do you live?
- 1 Alameda
 - 2 Contra Costa
 - 3 Marin
 - 4 Napa
 - 5 San Mateo
 - 6 Santa Clara
 - 7 Solano
 - 8 Sonoma
 - 9 San Francisco
 - 0 Do not live in Bay Area

- Q3 Have you gone into San Francisco this year (since January 1st, 2013)?
- 1 Yes
 - 2 No
- Note: Prior to 1/1/13 this question read: “Have you gone into San Francisco within the past month (30 days)”

- Q4 Total How many trips did you take yesterday?
- Total trips taken:
- 0 Zero
 - 1 One
 - 2 Two
 - 3 Three
 - 4 Four
 - 5 Five
 - 6 Six
 - 7 Seven
 - 8 Eight

- Q4a Purpose What was the purpose your first trip?
- 1 Work, commute, or other business related
 - 2 Exercise, recreation, or entertainment
 - 3 Shopping / errands
 - 4 School
 - 5 Social, eat out, visit friends, etc.
 - 6 Other (specify)
 - 7 Don't know / Don't remember
 - 8 Religious/Volunteer/Political
 - 9 Returning I (*Note: This code cleaned out. Should be 0 responses*)

- Q4a Mode How did you make that trip?
- 1 Car/Motorcycle - alone
 - 2 Car - with others
 - 3 Taxi
 - 4 Transit, such as Muni, BART, Caltrain
 - 5 Walk
 - 6 Bicycle
 - 7 Other (specify)
 - 8 Don't know / Don't remember

Q4b Purpose Where did you go next?

- Q4h Purpose 1 Work, commute, or other business related
- 2 Exercise, recreation, or entertainment
 - 3 Shopping / errands
 - 4 School
 - 5 Social, eat out, visit friends, etc.
 - 6 Other (specify)
 - 7 Don't know / Don't remember
 - 8 Religious/Volunteer/Political
 - 9 Returning I (*Note: This code cleaned out. Should be 0 responses*)

- Q4b Mode- How did you make that trip?
- Q4h Mode
- 1 Car/Motorcycle - alone
 - 2 Car - with others
 - 3 Taxi
 - 4 Transit, such as Muni, BART, Caltrain
 - 5 Walk
 - 6 Bicycle
 - 7 Other (specify)
 - 8 Don't know / Don't remember

- Q5 Total How many trips did you take (outside of your home) TWO DAYS AGO.
- 0 Zero
 - 1 One
 - 2 Two
 - 3 Three
 - 4 Four
 - 5 Five
 - 6 Six
 - 7 Seven
 - 8 Eight
 - 9 Don't know

- Q5a Purpose What was the purpose your first trip on (DAY)?
- 1 Work, commute, or other business related
 - 2 Exercise, recreation, or entertainment
 - 3 Shopping / errands
 - 4 School
 - 5 Social, eat out, visit friends, etc.
 - 6 Other (specify)
 - 7 Don't know / Don't remember
 - 8 Religious/Volunteer/Political
 - 9 Returning I *(Note: This code cleaned out. Should be 0 responses)*

- Q5a Mode How did you make that trip?
- 1 Car/Motorcycle - alone
 - 2 Car - with others
 - 3 Taxi
 - 4 Transit, such as Muni, BART, Caltrain
 - 5 Walk
 - 6 Bicycle
 - 7 Other (specify)
 - 8 Don't know / Don't remember

- Q5b Purpose Where did you go next?
- Q5h Purpose
- 1 Work, commute, or other business related
 - 2 Exercise, recreation, or entertainment
 - 3 Shopping / errands
 - 4 School
 - 5 Social, eat out, visit friends, etc.
 - 6 Other (specify)
 - 7 Don't know / Don't remember
 - 8 Religious/Volunteer/Political
 - 9 Returning I *(Note: This code cleaned out. Should be 0 responses)*

- Q5b Mode- How did you make that trip?
- Q5h Mode
- 1 Car/Motorcycle - alone
 - 2 Car - with others
 - 3 Taxi
 - 4 Transit, such as Muni, BART, Caltrain
 - 5 Walk
 - 6 Bicycle
 - 7 Other (specify)
 - 8 Don't know / Don't remember

Q6 Since January 1, 2013, about how many total days have you gone into San

Francisco?

Number entered

Note: Prior into San Francisco within the past thirty days?"

Q7 Purpose Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City (for example: work, shopping, entertainment)

- 1 Work, commute, or other business related
- 2 Exercise, recreation, or entertainment
- 3 Shopping / errands
- 4 School
- 5 Social, eat out, visit friends, etc.
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political
- 9 Returning I *(Note: This code cleaned out. Should be 0 responses)*

Q7 Mode How did you make that trip?

- 1 Car/Motorcycle - alone
- 2 Car - with others
- 3 Taxi
- 4 Transit, such as Muni, BART, Caltrain
- 5 Walk
- 6 Bicycle
- 7 Other (specify)
- 8 Don't know / Don't remember

Q8 Did you leave San Francisco using the same mode (E.G. car, taxi, etc.)?

- 1 Yes
- 2 No
- 3 Stayed overnight in San Francisco

Note: Choice 3 added 12-14-12

Q9 Pupose_c Added field. Includes coded responses for purpose.

Q9 How did you leave San Francisco?

- 1 Car/Motorcycle - alone
- 2 Car - with others
- 3 Taxi
- 4 Transit, such as Muni, BART, Caltrain
- 5 Walk
- 6 Bicycle
- 7 Other (specify)
- 8 Don't know / Don't remember

Q9 Mode_ac Added field. Includes c on Q8.

Q10 Did you go to any other destinations in the City that day?

- 1 Yes
- 2 No

Q11 Total How many additional destinations within San Francisco did you go to on that day?

- 0 Zero
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Don't know

Q11a Purpos For each additional destination, what was the purpose and how did you make

Q11h Purpos:the trip

- 1 Work, commute, or other business related
- 2 Exercise, recreation, or entertainment
- 3 Shopping / errands
- 4 School
- 5 Social, eat out, visit friends, etc.
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political
- 9 Returning I *(Note: This code cleaned out. Should be 0 responses)*

Q11a Mode- How did you make that trip?

- Q11h Mode
- 1 Car/Motorcycle - alone
 - 2 Car - with others
 - 3 Taxi
 - 4 Transit, such as Muni, BART, Caltrain
 - 5 Walk
 - 6 Bicycle
 - 7 Other (specify)
 - 8 Don't know / Don't remember

Q12 Since January 1st, 2013, how many days have you made that same kind of trip into San Francisco?

- 1 – 99 Number of days
99 Refused

Note: Prior to 1/1/13 this question read: "About how days have you made that same trip into San Francisco within the past thirty days?"

Q13 Have you taken any DIFFERENT TYPE OF TRIPS into San Francisco since January 1, 2013?

- 1 Yes
- 2 No

Note: Prior to 1/1/13 this question read: "Have you taken any DIFFERENT TYPE OF TRIPS into San Francisco within the past thirty days?"

Q14 Purpose Describe your first stop in the City and how you got there for this "different type of trip" that you took most recently:

- 1 Work, commute, or other business related
- 2 Exercise, recreation, or entertainment
- 3 Shopping / errands
- 4 School
- 5 Social, eat out, visit friends, etc.
- 6 Other (specify)
- 7 Don't know / Don't remember
- 8 Religious/Volunteer/Political
- 9 Returning I *(Note: This code cleaned out. Should be 0 responses)*

Q14 Mode How did you make that trip?

- 1 Car/Motorcycle - alone
- 2 Car - with others
- 3 Taxi
- 4 Transit, such as Muni, BART, Caltrain
- 5 Walk
- 6 Bicycle
- 7 Other (specify)
- 8 Don't know / Don't remember

Q15 Did you leave San Francisco using the same mode (E.G. car, taxi, etc.)?

- 1 Yes
- 2 No
- 3 Stayed overnight in San Francisco

Note: Choice 3 added 12-14-12

Q16 Pupose_ Added field. Includes coded responses for purpose.

- Q16

How did you leave San Francisco?
- 1

Car/Motorcycle - alone
- 2

Car - with others
- 3

Taxi
- 4

Transit, such as Muni, BART, Caltrain
- 5

Walk
- 6

Bicycle
- 7

Other (specify)
- 8

Don't know / Don't remember

Q16 Mode_c Added field. Includes c on Q15.

- Q17

Did you go to any other destinations in the City that day?
- 1

Yes
- 2

No

- Q18 Total

How many additional destinations within San Francisco did you go to on that day?
- 0

Zero
- 1

One
- 2

Two
- 3

Three
- 4

Four
- 5

Five
- 6

Six
- 7

Seven
- 8

Eight
- 9

Don't know

Q18a Purpos

For each additional destination, what was the purpose and how did you make

Q18h Purpos

the trip

- 1

Work, commute, or other business related
- 2

Exercise, recreation, or entertainment
- 3

Shopping / errands
- 4

School
- 5

Social, eat out, visit friends, etc.
- 6

Other (specify)
- 7

Don't know / Don't remember
- 8

Religious/Volunteer/Political
- 9

Returning I
- (Note: This code cleaned out. Should be 0 responses)

Q18a Mode- How did you make that trip?

- Q18h Mode

1

Car/Motorcycle - alone
- 2

Car - with others
- 3

Taxi
- 4

Transit, such as Muni, BART, Caltrain
- 5

Walk
- 6

Bicycle
- 7

Other (specify)
- 8

Don't know / Don't remember

- Q19

Since January 1st, 2013, how many days have you made that same kind of trip into San Francisco?
- 1 – 99

Number of days
- 99

Refused

Note: Prior to 1/1/13 this question read: “About how days have you made that same trip into San Francisco within the past thirty days?”

- Q20

Is your primary workplace IN SAN FRANCISCO, or outside of San Francisco?
- #####

In San Francisco
- #####

Outside of San Francisco
- #####

Do Not Work
- #####

Other (specify)
- #####

Refused

- Q21

What is your home ZIP Code?

- 1 94102
- 2 94103
- 3 94104
- 4 94105
- 5 94107
- 6 94108
- 7 94109
- 8 94110
- 9 94111
- 10 94112
- 11 94114
- 12 94115
- 13 94116
- 14 94117
- 15 94118
- 16 94121
- 17 94122
- 18 94123
- 19 94124
- 20 94127
- 21 94129
- 22 94130
- 23 94131
- 24 94132
- 25 94133
- 26 94134
- 27 94158
- 28 Outside SF/Refused

Q21 Other Zip Code if outside of San Francisco

Zone The Zone if within San Francisco

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 9 Outside San Francisco or Refused

Q22 What is your age group?

- 1 18 - 25
- 2 26 - 35
- 3 36 - 45
- 4 46 - 55
- 5 56 and older
- 6 Refused

Q23 What is your race or ethnic identification. Are you... (select all that apply)

- 1 African American
- 2 Asian
- 3 Caucasian
- 4 Hispanic
- 5 Native American
- 6 Other (specify)
- 7 Refused (Do Not Read)
- 8 No Other / Next Question
- 9 Mixed (Unspecified)

Q25 Is you annual household income...(Read List)

- 1 \$30,000 or less
- 2 \$31,000 through \$70,000
- 3 \$71,000 through \$100,000
- 4 Over \$100,000
- 5 Refused (Do Not Read)

Q26 Record Gender (by observation)

- 1 Male
- 2 Female

- Lang
Language interview completed in:
- 1 English
 - 2 Spanish
 - 3 Chinese

- Added fields calculating monthly trips for out-of-San Francisco residents
- Multiplies number of days gone into SF for specific trip by mode used and trip purpose.

- P_Day1_wor Count of work trips for Day1
- P_Day2_wor Count of work trips for Day2
- P_Day1_rec Count of social/recreational trips for Day1
- P_Day2_rec Count of social/recreatioinal trips for Day2
- P_Day1_sho Count of shopping/errands trips for Day1
- P_Day2_sho Count of shopping/errands trips for Day2
- P_Day1_sch Count of school trips for Day1
- P_Day2_sch Count of school trips for Day2
- P_Day1_visit Count of social/eat out/visit trips for Day1
- P_Day2_visi Count of social/eat out/visit trips for Day2
- P_Day1_oth Count of other trips for Day1
- P_Day2_oth Count of other trips for Day2
- P_Day1_dk Count of don't know trips for Day1
- P_Day2_dk Count of don't know trips for Day2
- P_Day1_rel Count of religious/volunteer/political trips for Day1
- P_Day2_rel Count of religious/volunteer/political trips for Day2
- P_Day1_hon Count of returning home trips for Day1 (*cleaned: this should be 0 trips total*)
- P_Day2_hor Count of returning home trips for Day2 (*cleaned: this should be 0 trips total*)

- M_Day1_car Count of car-alone trips for Day1
- M_Day2_car Count of car-alone trips for Day2
- M_Day1_car Count of car-with others trips for Day1
- M_Day2_car Count of car-with others trips for Day2
- M_Day1_tax Count of taxi trips for Day1
- M_Day2_tax Count of taxi trips for Day2
- M_Day1_tra Count of transit trips for Day1
- M_Day2_tra Count of transit trips for Day2
- M_Day1_wa Count of walk trips for Day1
- M_Day2_tra Count of walk trips for Day2
- M_Day1_bik Count of bike trips for Day1
- M_Day2_bik Count of bike trips for Day2
- M_Day1_otf Count of other trips for Day1
- M_Day2_otf Count of other trips for Day2
- M_Day1_dk Count of don't know trips for Day1
- M_Day2_dk Count of don't know trips for Day2