Home and neighborhood preferences and choices

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TOMNET D-STOP Transformative Technologies in Transportation Survey (T4 Survey)

- Phoenix, Atlanta, Austin, and Tampa metro areas
- Summer and Fall 2019
- Random address-based sample with online instrument
- Comprehensive attitudinal survey on MaaS and AV
- Weighted to better represent Census distributions

<table>
<thead>
<tr>
<th></th>
<th>Phoenix, AZ</th>
<th>Atlanta, GA</th>
<th>Austin, TX</th>
<th>Tampa, Fl</th>
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<tbody>
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<td>Sample Size</td>
<td>1,027</td>
<td>944</td>
<td>1,127</td>
<td>260</td>
<td>3,358</td>
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<tr>
<td>%</td>
<td>30.6%</td>
<td>28.1%</td>
<td>33.6%</td>
<td>7.8%</td>
<td>100%</td>
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</table>
Survey Instrument

- Attitudes and Preferences
- Vehicles You Have and Where You Live
- Current Travel Patterns
- Mobility on Demand and Shared Mobility Services
- Autonomous Vehicles
- Background Information
Where a person lives largely determines the modes she is likely to use and how far she is likely to need to travel to conduct her daily life.
Transport researchers often view home location as “given” when trying to understand travel choices.
There is a large literature on the effect of the built environment on travel.

And much concern about residential “self selection” – the idea that people choose to live in a particular neighborhood because it supports their transport preferences.
But there is less emphasis on non-transport aspects of how people choose the built environments that they live in – and how these factors also affect travel.
Survey questions I’ll report on include:

• Home location features of the sample
• Attitudinal statements about home neighborhood characteristics
• Home and neighborhood preferences
Home location features of the sample
Attitudinal statements about home neighborhood characteristics
Attitudinal statements

1. I prefer to live in a spacious home, even if it is farther from public transportation or many places I go.

2. I prefer to live close to transit, even if it means I'll have a smaller home and live in a more densely populated area.

3. I like the idea of having stores, restaurants, and offices mixed among the homes in my neighborhood.
Attitudes about neighborhood characteristics did NOT vary much by city, gender, or children in the household.
Average Neighborhood Attitudes by Generation

- **Large house**
- **Close to transit**
- **Mixed Use**

- **Generation Z** (N=613)
- **Millennials** (N=514)
- **Generation X** (N=831)
- **Baby Boomers** (N=1044)
- **Silent** (N=318)
Average Neighborhood Attitudes by Income

- **Large house**
- **Close to transit**
- **Mixed Use**

- $250K or more (N=187)
- $100K to $150K (N=730)
- $25K to $50K (N=532)
- $150K to $250K (N=393)
- $50K to $100K (N=1133)
- Less than $25K (N=345)
Average Neighborhood Attitudes by Education

- **Large house**
- **Close to transit**
- **Mixed Use**

- **Completed graduate degree (N=806)**
- **Bachelor’s degree (N=1215)**
- **Completed high school (N=267)**
- **Some college (N=994)**
- **Less than high school (N=46)**
Average Neighborhood Attitudes by Homeowner

- **Large house**
  - Renter (N=886)
  - Homeowner (N=2245)

- **Close to transit**
  - Renter (N=886)
  - Homeowner (N=2245)

- **Mixed Use**
  - Renter (N=886)
  - Homeowner (N=2245)
Average Neighborhood Attitudes by Cars/Driver

- Large house
- Close to transit
- Mixed Use

- Car “Heavy” (N=674)
- Cars = Drivers (N=2074)
- Car “Lite” (N=591)
Average Neighborhood Attitudes by Home Type

- Single Family Detached Home (N=2331)
- All Others (N=1008)

- Large house
- Close to transit
- Mixed Use
Average Neighborhood Attitudes by Density

- Large house
- Close to transit
- Mixed Use

Least Dense | Less Dense | Denser | Densest
Home and neighborhood preferences
Home and neighborhood preferences

- Large home
- Yard
- Single family home
- Short commute
- Near shops
- Near nature
- Near family and friends
- Good schools
- Bike/ped friendly
- Transit access
- Low crime
For each of these characteristics, we asked if respondents:

Did Not Want It
Did Not Care About It
Wanted It
Must Have It
Wanted or “Must Have” home preferences by generation

- Large Home
- Short Commute
- Near Nature
- Good Schools
- Transit Access

Silent (N=318) | Baby Boomers (N=1044) | GenX (N=831) | Millennials (N=514) | GenZ (N=613)
Wanted or “Must Have” home preferences by income

- Large Home
- Yard
- Single Family Home
- Good Schools
- Transit Access

Income Ranges:
- Less than $25K (N=345)
- $25-$50K (N=532)
- $50-$100K (N=1133)
- $100-$150K (N=730)
- $150-$250K (N=393)
- $250K or more (N=187)
Wanted or “Must Have” home preferences by educational attainment

- Large Home
- Yard
- Near Family/Friends
- Good School
- Transit Access

Less than High School (N=46)
High School (N=267)
Some college (N=994)
Bachelor’s degree (N=1215)
Graduate degree (N=806)
Wanted or “Must Have” home preferences by attitudinal typology

- Large Home
- Yard
- Bike/Ped Friendly
- Transit Access

- Transit Averse Urbanites
- Sprawling Techy Multitasker
- Transit Advocates
- Tech-Friendly Environmentalists
- Tech Averse Suburbanites
Home preference differences: With/Without Kids

With Kids N=552  
No Kids N=2787

Only small differences for home preferences about Near Shops, Near Nature, Near Family/Friends, Bike/Ped Friendly, Transit Access, Low Crime
Home preference differences: With/Without Kids

- Large Home
- Yard
- Single Family Home
- Short Commute
- Good Schools

No Kids N=2787
With Kids N=552

Home size and school quality show the biggest differences
Home preference differences: Car Lite/Heavy

Car Lite N=591
Car Heavy N=674

Largest differences between these groups are in transport-specific neighborhood characteristics and having a yard.
Next steps: Use these data to improve our understanding of the role of residential preferences in determining travel outcomes.

Stay tuned!
Thank you!

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