National Community and Transportation Preferences Survey

April 2023
Executive Summary - Overview

Results from the 2023 Community and Transportation Preferences Survey generally continue the trends from previous surveys. Residents in the top fifty metropolitan areas remain split on what they look for in a neighborhood. One noticeable difference is a modest uptick in measures of importance of walkability.

In general, people in the largest 50 MSA’s are satisfied with the quality of life in their communities – as they have been in each of our previous surveys. If they were deciding where to live today, they would place high importance on low levels of crime, sidewalks and walkability, as well as short commutes and easy access to the highway.

In terms of priorities for their state and local governments, about three-quarters of residents place the highest priority on maintaining and repairing roads, highways, freeways and bridges. A number of other issues are in the second tier, with half placing a high priority on building more roads, expanding public transportation, providing alternatives to driving, and developing more walkable communities.

Most Americans continue to agree that they like to walk and drive, while almost half agree that they like to ride a bike and in an uptick from previous years, 44 percent like to take transit. The things that keep people from doing more walking are places being too far away to walk and the need for a vehicle for work or school.
Executive Summary – Where We Live and Satisfaction

Little has changed over the past five years about where people live. Half of residents in the top fifty metropolitan areas live in the suburbs and another quarter in residential parts of the city; a majority live in detached homes, with sidewalks, parks, and public transit nearby. Just under two-thirds agree they live in at least somewhat walkable communities – similar to past years.

➢ Gen Z and Millennials, are more likely to agree that there are sidewalks on most streets and lots of places such as shops, cafes and restaurants to walk to. A majority across generations also agree their communities are walkable.

➢ Living in a walkable community is correlated with higher quality of life, with half of those who live in a highly walkable community saying they are very satisfied with their quality of life.

A majority of residents are living in a single-family detached house. But there are important regional splits

➢ People in NYC and LA are more likely to live in a townhouse or rowhouse, apartment, or other non-single-family form of housing. Outside of these major cities, a majority live in single-family detached homes.
Executive Summary – Deciding Where to Live

Seven key traits for deciding where to live were tested: walkability (sidewalks and nearness to shops), commute length and closeness to the highway, access to public transportation, and access to bike paths (generic and separated paths). **Sidewalks and being within walking distance to shops and restaurants, a short commute, and proximity to highways and public transit are top priorities;** the numbers from this year are in line with past results.

- People under age 50 are much more likely to prioritize a short commute to work, with nearly half of Millennials describing it as **very important** in deciding where to live. The importance of walkability is also strongly correlated with generation, with half of Millennials seeing it as **very important.** Gen Z and Millennials also prioritize proximity to public transit more highly than closeness to the highway.

- Urban residents are much more likely to say proximity to things is very important. Walkable communities, short commutes, proximity to public transit are all very important to a plurality of city dwellers. Suburban and rural residents are similar to each other in assigning lower importance to public transit, commute distance, and walkable distance to community places. Suburban residents are more like urbanites when it comes to having sidewalks, with half saying it is very important.

- About six-in-ten residents would spend at least a little more for a house in a walkable community – similar to results in previous polls. There is a direct correlation between generation and the willingness to spend more for walkability. Among those who say walkability is important, roughly 90 percent of Gen Z and Millennials say they would pay more for a walkable community, with one-third saying they would pay a lot more.
Executive Summary – Ideal Community

Americans lean toward more walkable communities when compared to different options that require more driving. A larger majority – compared to other years – prefer a walkable community with a smaller yard, but just under half prefer a larger yard and more driving. In an uptick from previous years, half of all respondents say they prefer a walkable community and shorter commute even if it means living in an attached home.

➢ When the only trade-off for the walkable community is a smaller yard, just over half of all residents prefer that option, with 56 percent overall preferring the more walkable community. Gen Xers, however, especially those with kids at home, lean towards the larger home and more driving. Millennials with kids at home, however, lean towards the walkable community, when the only trade-off is a smaller yard.

➢ When given a choice between a detached, single-family house that requires driving to shops and a longer commute to work and a townhouse or apartment with an easy walk to shops and a shorter commute to work, residents split evenly in their preference. However, generation plays an important role in separating residents. Gen Zers and Millennials are more likely to prefer an apartment or townhouse with walkability and a short commute. Gen Xers and Boomers are more likely to lean toward a detached single-family home.

➢ When asked to rank the importance of home/neighborhood qualities, low levels of crime is most important to residents. Walkability and a large home make up the second tier. City dwellers drive the walkability numbers, and rural residents are much more likely to value a large yard. Suburbanites are most likely to cite low levels of crime, despite a majority of city and rural residents ranking it in the top two.
Executive Summary – Transportation

People’s feelings about daily travel over the past five years remain fairly consistent. Most residents say they like walking as well as driving (over 70 percent), but a majority say that they drive because they do not have other options.

- Maintaining roads, bridges, and highways continues to be residents’ overwhelming priority for the government. Desire to expand alternatives to driving – more public transit, ways to walk and bike, building more walkable communities – saw a moderate bump, with just about half seeing those actions as a high priority. Road maintenance is most important to all generations. Gen Z and Millennials prioritize expanding transportation alternatives and building more walkable communities.

- Consistent with previous years, nearly half of all residents do not want to replace the shrinking gas tax. The other half are split in which replacement option they like best, with a slight preference for replacing the gas tax with a tax based on number of miles driven. Liberals and college-educated residents are more open to replacing the lost revenue from the gas tax.

- Most residents like walking (79 percent) and driving (70 percent), while about half say they like riding a bike, and slightly fewer (44 percent) say they like taking public transit like trains and buses – an uptick from previous years. Age is a key consideration in these preferences. Younger generations are more likely to like biking and taking public transit, while older generations are more likely to say they like driving.

- Around six-in-ten residents say that they drive because they have no other options – similar to the past four years. Older residents are more likely to walk less because of traffic and safety concerns or because their health prevents them.
Current Living Environment
Q.2 The first question is about the quality of life in your community. How satisfied would you say you are with the quality of life in your community?

Overall Satisfaction With Quality of Life Remains Steady
Satisfaction levels mostly unchanged over the past six years

Quality of Life In Your Community

<table>
<thead>
<tr>
<th>Year</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>79%</td>
<td>44%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>2016</td>
<td>78%</td>
<td>48%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>2017</td>
<td>82%</td>
<td>45%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>2020 - February</td>
<td>82%</td>
<td>46%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>2020 - July</td>
<td>80%</td>
<td>43%</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>2023</td>
<td>80%</td>
<td>47%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Most Agree That There Are Sidewalks or Places to Walk to, Like Parks or Shops, Near Where They Live
Descriptors of the Area Where You Currently Live

Q.3 Here are a few questions about your neighborhood and home. For each, please indicate whether you agree or disagree with that statement.

1. There are sidewalks on most of the streets.
   - 21% Strongly agree
   - 10% Somewhat agree
   - 11% Strongly disagree
   - 47% Somewhat disagree
   - 31% Disagree

2. There are parks within walking distance.
   - 28% Strongly agree
   - 15% Somewhat agree
   - 13% Strongly disagree
   - 41% Somewhat disagree
   - 30% Disagree

3. There is public transit nearby.
   - 29% Strongly agree
   - 12% Somewhat agree
   - 17% Strongly disagree
   - 40% Somewhat disagree
   - 29% Disagree

4. There are lots of places to walk nearby, such as shops, cafes, and restaurants.
   - 33% Strongly agree
   - 18% Somewhat agree
   - 15% Strongly disagree
   - 33% Somewhat disagree
   - 33% Disagree

5. There are plenty of community gathering places such as playgrounds, dog parks, and community gardens nearby.
   - 25% Strongly agree
   - 16% Somewhat agree
   - 9% Strongly disagree
   - 32% Somewhat disagree
   - 42% Disagree

6. There are bike lanes and paths nearby.
   - 35% Strongly agree
   - 18% Somewhat agree
   - 17% Strongly disagree
   - 30% Somewhat disagree
   - 34% Disagree

 Somewhat disagree  Strongly disagree  Strongly agree  Somewhat agree
Access to Sidewalks, Transit and Bike Lanes Similar Across Generations but Younger Generations More Likely to be Closer to Parks, Shops and Cafes

Descriptors of the Area Where You Currently Live by Generation

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are sidewalks on most of the streets.</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>There is public transit nearby.</td>
<td>70%</td>
<td>72%</td>
</tr>
<tr>
<td>There are parks within walking distance.</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>There are lots of places to walk nearby such as shops, cafes, and restaurants.</td>
<td>73%</td>
<td>72%</td>
</tr>
<tr>
<td>There are bike lanes and paths nearby.</td>
<td>62%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Q.3 Here are a few questions about your neighborhood and home. For each, please indicate whether you (ROTATE) agree or disagree with that statement.
Q.2 The first question is about the quality of life in your community. How satisfied would you say you are with the quality of life in your community?

People in Walkable Communities Are More Likely to be Very Satisfied with their Quality of Life

Quality of Life In Your Community

- Very satisfied: 33%
- Somewhat satisfied: 47%
- Somewhat dissatisfied: 15%
- Very dissatisfied: 5%

Quality of Life by Agreement that Neighborhood is Walkable

- Strongly agree: 89% (Very satisfied 41%, Somewhat satisfied 48%)
- Somewhat agree: 81% (Very satisfied 55%, Somewhat satisfied 26%)
- Somewhat disagree: 74% (Very satisfied 51%, Somewhat satisfied 23%)
- Strongly disagree: 67% (Very satisfied 41%, Somewhat satisfied 26%)

There are lots of places to walk nearby such as shops, cafes, and restaurants.
Q.4 Do you live in:

- Single-family, detached house
- Building with two or more apartments or condos
- Single-family, attached house such as a townhouse or rowhouse
- Other

**Type of Housing Time Series**

<table>
<thead>
<tr>
<th>Year</th>
<th>Single-family, detached house</th>
<th>Building with two or more apartments or condos</th>
<th>Single-family, attached house such as a townhouse or rowhouse</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>29%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>2020 - February</td>
<td>58%</td>
<td>25%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>2020 - July</td>
<td>58%</td>
<td>26%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>2023</td>
<td>57%</td>
<td>29%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Q.4 Do you live in:

In NYC And LA Denser Forms of Housing Are Just as Common as Single-Family, Detached Houses

Type of Housing by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Single-family, detached house</th>
<th>Building with two or more apartments or condos</th>
<th>Single-family, attached house such as a townhouse or rowhouse</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>57%</td>
<td></td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>South West</td>
<td>29%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Mid America</td>
<td>66%</td>
<td>23%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>West Coast</td>
<td>63%</td>
<td>27%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>South</td>
<td>58%</td>
<td></td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>North East</td>
<td>55%</td>
<td></td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>52%</td>
<td></td>
<td>33%</td>
<td>11%</td>
</tr>
<tr>
<td>New York City</td>
<td>47%</td>
<td></td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Total</td>
<td>45%</td>
<td></td>
<td>40%</td>
<td>11%</td>
</tr>
</tbody>
</table>

0% 10% 20% 30% 40% 50% 60% 70%
What’s Important in Deciding Where to Live
Sidewalks and proximity to shops and parks continue to be the most important attributes when deciding where to live.

**Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:**

- **Sidewalks and places to take walks.**
- **Being within an easy walk of other places and things in a community, such as shops and parks.**

The chart shows the percentage of people who consider these attributes very or somewhat important over different years and periods.
Short Commute and Public Transit Lead Second Most Important Attributes When Deciding Where to Live

**Most Important Factors in Deciding Where to Live: 2nd Tier**

- **2023**: 40% Very important, 32% Somewhat important, 72% Total
- **2020 - July**: 36% Very important, 34% Somewhat important, 70% Total
- **2020 - Feb.**: 40% Very important, 33% Somewhat important, 73% Total
- **2017**: 41% Very important, 33% Somewhat important, 74% Total
- **2015**: 40% Very important, 33% Somewhat important, 73% Total

Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:

- Being within a short commute to work.
- Having public transit nearby.
### Highway Access and Bike Paths Form 3rd Tier of Attributes When Deciding Where to Live

#### Most Important Factors in Deciding Where to Live: 3rd Tier

<table>
<thead>
<tr>
<th>Year</th>
<th>Easy Access to the Highway</th>
<th>Separated Bike Paths or Trails</th>
<th>Bike Lanes and Paths Nearby</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>34%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>2020 - July</td>
<td>30%</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>2020 - Feb.</td>
<td>35%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>2017</td>
<td>38%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>2015</td>
<td>38%</td>
<td>33%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:

- Easy access to the highway.
- Separated bike paths or trails.
- Bike lanes and paths nearby.
Generational Variance on Walkability and Commute Times

Sidewalks important to all; Commute times less important to older generations

% Very Important Factor in Deciding Where to Live
By Generation: 1st Tier

- **Sidewalks and places to take walks**
  - Gen Z: 53%
  - Millennials: 53%
  - Gen X: 52%
  - Baby Boomers: 48%

- **Being within a short commute to work**
  - Gen Z: 45%
  - Millennials: 48%
  - Gen X: 46%
  - Baby Boomers: 28%

- **Being within an easy walk of other places and things in a community, such as shops and parks**
  - Gen Z: 39%
  - Millennials: 39%
  - Gen X: 38%
  - Baby Boomers: 27%

Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:
Clear Separation Between Gen Z and Millennials And Older Generations Regarding Public Transit and Bike Lanes

% Very Important Factor in Deciding Where to Live
By Generation: 2nd Tier

- Easy access to the highway
- Having public transit nearby
- Bike lanes and paths nearby
- Separated bike paths or trails

Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:
Residents of Cities Separate Themselves From Suburban and Rural Communities

% Very Important Factor in Deciding Where to Live By Homeownership

- **Sidewalks and places to take walks**
  - Urban: 57%
  - Suburban: 50%
  - Rural: 34%

- **Being within a short commute to work**
  - Urban: 47%
  - Suburban: 38%
  - Rural: 33%

- **Being within an easy walk of other places and things in a community, such as shops and parks**
  - Urban: 49%
  - Suburban: 37%
  - Rural: 32%

- **Easy access to the highway**
  - Urban: 38%
  - Suburban: 34%
  - Rural: 27%

- **Having public transit nearby**
  - Urban: 50%
  - Suburban: 29%
  - Rural: 28%

- **Bike lanes and paths nearby**
  - Urban: 28%
  - Suburban: 20%
  - Rural: 15%

**Q.5 If you were deciding today where to live, please indicate how important each of the following would be to you:**
Q.6 If you were moving to a new home, would you be willing to spend more to live in a community where you could easily walk to parks, shops, and restaurants?
Gen Z and Millennials Most Likely to Say They Will Pay More for Walkable Communities

Willingness to Spend More to Live Within Walking Distance to Parks, Shops, and Restaurants By Generation

Q.6 If you were moving to a new home, would you be willing to spend more to live in a community where you could easily walk to parks, shops, and restaurants?
Mixed Use Community v. Conventional Suburban Community
Majority Prefer Houses With Small Yards and More Walkability Over Homes With Large Yards and More Driving

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.

Houses with **small yards** and it is **easy to walk** to the places you need to go.

Houses with **large yards** and you **have to drive** to the places where you need to go.
Q.7 Please select the community where you would prefer to live:  

**Community B (Small yard, Walk to places):**  
Houses with small yards and it is easy to walk to the places you need to go.  
Total Prefer: 56%  
- Liberal (67%)  
- City - Downtown (64%)  
- City – Residential area (64%)  
- Renters (64%)  
- Women 50+ (62%)  
- Single (61%)  
- New York City (61%)  

**Community A (Large yard, Drive to places):**  
Houses with large yards and you have to drive to get to the places you need to go.  
Total Prefer: 44%  
- Very conservative (62%)  
- Small town/Rural area (55%)  
- Gen X, kids in school (57%)  
- Suburban, residential (50%)  
- Homeowners (50%)  
- South (49%)  
- Age 35-49 (49%)  
- Southwest (48%)
Oldest and Youngest Generation Most Likely to Prefer Small Yards and Walkability

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.

Houses with small yards and it is easy to walk to the places you need to go.

<table>
<thead>
<tr>
<th>Generation</th>
<th>Prefer Houses with Small Yards</th>
<th>Prefer Houses with Large Yards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Millennial</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Gen X</td>
<td>51%</td>
<td>50%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Silent/Greatest</td>
<td>62%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.
Compared to Previous Years, 2023 Shows Biggest Advantage for Denser More Walkable Communities

Preferred Community:

- **2023**: 53% apartment or townhouse, 47% detached, single-family house
- **2020 – July**: 48% apartment or townhouse, 52% detached, single-family house
- **2020 – Feb.**: 50% apartment or townhouse, 50% detached, single-family house
- **2017**: 51% apartment or townhouse, 49% detached, single-family house
- **2016**: 47% apartment or townhouse, 53% detached, single-family house
- **2015**: 45% apartment or townhouse, 47% detached, single-family house

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.
Generation and Homeownership Status Drive Preference For Community Types
Rural and suburban residents, married, and those with kids in school lean towards detached home

**Community A (Apartment, Walk to places):**
Own or rent an apartment or townhouse and have an easy walk to shops and restaurants and have a shorter commute to work.

**Community B (House, Drive to places):**
Own or rent a detached, single-family house and you have to drive to shops and restaurants and have a longer commute to work.

Total prefer: 53%

City - Downtown (71%)
Gen Z (69%)
Renters (68%)
Age 18-34 (66%)
City – Residential area (65%)
New York City (64%)
Single (63%)
Liberal (60%)
Living with friends or family (58%)
People of Color (58%)

Total prefer: 47%

Small town/Rural area (60%)
Conservative (64%)
Homeowners (59%)
Men 50+ (59%)
Married (57%)
Baby Boomers (54%)
Suburban (54%)
Kids in school (52%)

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.
Gen Z Overwhelmingly Prefers Walkable Community and Short Commute

Other generations show more balanced split

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.

Preferred Community by Generation

- **Gen Z**
  - Own or rent an apartment or townhouse and you have an easy walk to shops and restaurants and have a shorter commute to work. 69%
  - Other generations show more balanced split

- **Millennial**
  - Own or rent a detached, single-family house and you have to drive to shops and restaurants and have a longer commute to work. 55%

- **Gen X**
  - 47%
  - 53%

- **Baby Boomers**
  - 46%
  - 54%

- **Silent/Greatest**
  - 49%
  - 50%
By a 2-to1 Margin Renters Prefer More Dense Housing In A Walkable Neighborhood

Preferred Community by Homeownership Status

<table>
<thead>
<tr>
<th>Homeowners</th>
<th>Renters</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>68%</td>
</tr>
<tr>
<td>59%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Own or rent an **apartment or townhouse** and you have an **easy walk** to shops and restaurants and have a **shorter commute** to work.

Own or rent a **detached, single-family house** and you **have to drive** to shops and restaurants and have a **longer commute** to work.

Q.7 Continue to imagine that you are moving to another home. These next questions are about the kind of community where you would like to live. Please select the community that you prefer.
Still imagine that you are moving to another home. Please rank the following home and community qualities from most important to least important.

- Low levels of crime
- Walkable to shops and restaurants
- A large house
- High quality public schools
- A large yard
- A short commute
Living in a Safe Community is Most important When Choosing a Place to Live

Q.8 Still imagine that you are moving to another home. Please rank the following home and community qualities from most important to least important.

Preferred Home and Community Qualities: 1st Tier

- Low levels of crime: 41% (1st Tier), 22% (2nd Tier), 18% (3rd Tier)
- Walkable to shops and restaurants: 17% (1st Tier), 18% (2nd Tier), 17% (3rd Tier)
- A large house: 16% (1st Tier), 15% (2nd Tier), 16% (3rd Tier)
Q.8 Still imagine that you are moving to another home. Please rank the following home and community qualities from most important to least important.

One-quarter Say a Large Yard is in Their Top Two for Home Qualities

Preferred Home and Community Qualities: 2nd Tier

- A short commute: 7% 13% 20%
- A large yard: 9% 18% 17%
- High quality public schools: 11% 14% 13%
Crime Levels Important to All, But Especially Older Generations

Preferred Home and Community Qualities by Generation

<table>
<thead>
<tr>
<th>Percent Ranked 1 or 2</th>
<th>Total</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Silent/Greatest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low levels of crime</td>
<td>64</td>
<td>42</td>
<td>55</td>
<td>68</td>
<td>79</td>
<td>85</td>
</tr>
<tr>
<td>Walkable to shops and restaurants</td>
<td>35</td>
<td>37</td>
<td>35</td>
<td>30</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td>A large house</td>
<td>31</td>
<td>39</td>
<td>33</td>
<td>32</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>A large yard</td>
<td>27</td>
<td>26</td>
<td>27</td>
<td>31</td>
<td>27</td>
<td>16</td>
</tr>
<tr>
<td>High quality public schools</td>
<td>24</td>
<td>28</td>
<td>32</td>
<td>20</td>
<td>17</td>
<td>27</td>
</tr>
<tr>
<td>A short commute</td>
<td>20</td>
<td>28</td>
<td>18</td>
<td>20</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>

Q.8 Still imagine that you are moving to another home. Please rank the following home and community qualities from most important to least important.
## Walkable Communities Are More Important to City Dwellers and Large Yards Appeal More to Rural Residents

### Preferred Home and Community Qualities by Community Type

<table>
<thead>
<tr>
<th>Percent Ranked 1 or 2</th>
<th>Total</th>
<th>Urban</th>
<th>Suburban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low levels of crime</td>
<td>64</td>
<td>57</td>
<td>70</td>
<td>57</td>
</tr>
<tr>
<td>Walkable to shops and restaurants</td>
<td>35</td>
<td>40</td>
<td>32</td>
<td>28</td>
</tr>
<tr>
<td>A large house</td>
<td>31</td>
<td>32</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>A large yard</td>
<td>27</td>
<td>24</td>
<td>27</td>
<td>42</td>
</tr>
<tr>
<td>High quality public schools</td>
<td>24</td>
<td>27</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>A short commute</td>
<td>20</td>
<td>22</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

Q.8 Still imagine that you are moving to another home. Please rank the following home and community qualities from most important to least important.
Transit and Transportation
Maintaining Roads, Highways, and Bridges is Top Priority

Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:

- Maintaining and repairing roads, highways, freeways, and bridges: 38% extremely high priority, 37% high priority, total 75%
- Expanding public transportation, including trains and buses: 23% extremely high priority, 26% high priority, total 49%
- Building more roads and expanding existing roads to help reduce traffic congestion: 20% extremely high priority, 31% high priority, total 51%
- Providing convenient alternatives to driving such as walking, biking, and public transportation: 19% extremely high priority, 30% high priority, total 49%
- Making it easier to develop communities where people can walk to work or shop: 18% extremely high priority, 31% high priority, total 49%
- Repurpose or replace empty stores and commercial properties with new housing: 17% extremely high priority, 26% high priority, total 43%
- Building more sidewalks: 15% extremely high priority, 26% high priority, total 41%
- Building more bike lanes and paths: 10% extremely high priority, 19% high priority, total 29%
Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:

- Maintaining and repairing roads, highways, freeways, and bridges
- Expanding public transportation, including trains and buses
Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Building more roads and expanding existing roads to help reduce traffic congestion</td>
<td>19%</td>
<td>26%</td>
<td>26%</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Providing convenient alternatives to driving such as walking, biking, and public transportation</td>
<td>25%</td>
<td>29%</td>
<td>30%</td>
<td>25%</td>
<td>24%</td>
<td>25%</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Making it easier to develop communities where more people do not have to drive long distances to work or shop</td>
<td>19%</td>
<td>30%</td>
<td>30%</td>
<td>17%</td>
<td>25%</td>
<td>27%</td>
<td>31%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Note: The chart above shows the time series issue priority for the government, with 2023, 2020, and 2017 data. The priority is indicated by the percentage of respondents who rated it as extremely high priority or high priority. The chart color codes are as follows:
- Extremely high priority (Dark Blue)
- High priority (Light Blue)
Prioritization of More Sidewalks and Bike Lanes Returns to 2015 Levels

Time Series Issue Priority for the Government: 3rd Tier

Building more sidewalks

Building more bike lanes and paths

Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:
Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:
Millennials and Gen Z Place a Higher Priority on Transportation Alternatives and Walkable Communities

Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:
Biden and Trump Voters Agree on the Importance of Maintaining Roads and Highways

Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:

- Maintaining and repairing roads, highways, freeways, and bridges
  - Biden: 78%
  - Trump: 80%
  - Did not vote: 65%

- Building more roads and expanding existing roads to help reduce traffic congestion
  - Biden: 50%
  - Trump: 57%
  - Did not vote: 49%

- Expanding public transport, including trains and buses
  - Biden: 58%
  - Trump: 28%
  - Did not vote: 50%
Trump Voters Are Least Likely to Support Walkable Communities and Alternative Transportation

% Extremely High/High Priority for the Government by 2020 Presidential Vote

- Providing convenient alternatives to driving such as walking, biking, and public transportation: 57% Biden, 32% Trump, 50% Did not vote
- Developing communities where more people do not have to drive long distances to work or shop: 56% Biden, 33% Trump, 51% Did not vote
- Building more sidewalks: 43% Biden, 34% Trump, 45% Did not vote

Q.9 Here are some issues your community may be facing over the next few years. For each one, please indicate how much of a priority it should be for the government:
Q.9 Here are some issues your community will be facing over the next few years. For each one please indicate how much of a priority it should be for your community to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government?

Providing convenient alternatives to driving such as walking, biking, and public transportation

Ideology and Current Housing Density Drive Preference on Providing More Transportation Options

Providing Alternatives to Driving: Percent High Priority by Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Extremely high priority</th>
<th>High priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>Liberal</td>
<td>28%</td>
<td>37%</td>
</tr>
<tr>
<td>Moderate</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Conservative</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>City</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Suburbs</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>Rural area</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Renters</td>
<td>24%</td>
<td>33%</td>
</tr>
<tr>
<td>Homeowners</td>
<td>14%</td>
<td>29%</td>
</tr>
</tbody>
</table>
Q.9 Here are some issues your community will be facing over the next few years. For each one please indicate how much of a priority it should be for your community to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government?

Providing convenient alternatives to driving such as walking, biking, and public transportation

Younger Respondents and People of Color Place Higher Priority On Alternatives to Driving

Providing Alternatives to Driving: Percent High Priority by Demographics

- Total: 19% Extremely high priority, 30% High priority, 49% Other
- Age 18 to 34: 24% Extremely high priority, 32% High priority, 56% Other
- Age 35 to 49: 21% Extremely high priority, 32% High priority, 53% Other
- Age 50 to 64: 15% Extremely high priority, 29% High priority, 44% Other
- Age 65+: 12% Extremely high priority, 27% High priority, 39% Other
- Hispanic: 22% Extremely high priority, 31% High priority, 53% Other
- Asian: 22% Extremely high priority, 35% High priority, 57% Other
- Black: 20% Extremely high priority, 30% High priority, 50% Other
- Multiracial: 20% Extremely high priority, 38% High priority, 58% Other
- White: 17% Extremely high priority, 29% High priority, 46% Other
Half Would Prefer Not to Replace Shrinking Gas Tax Revenue
Among other half, slight preference for tax based on miles driven

Preferred Approach to Replace Gas Tax Revenue

<table>
<thead>
<tr>
<th>Approach</th>
<th>2017</th>
<th>2020</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not replace the tax revenue</td>
<td>49%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>Replace the gas tax with a tax based on the number of miles driven</td>
<td>21%</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>Increase the gas tax</td>
<td>17%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Increase tolls or more toll roads</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Q.10 Switching gears a bit, as you may know, increased fuel efficiency in cars has resulted in less gas tax funding to support roads and transit. Thinking about this, which ONE of the following approaches would you take to replace that tax revenue?
Q.10 Switching gears a bit, as you may know, increased fuel efficiency in cars has resulted in less gas tax funding to support roads and transit. Thinking about this, which ONE of the following approaches would you take to replace that tax revenue?

<table>
<thead>
<tr>
<th>Approach</th>
<th>All</th>
<th>Conservative</th>
<th>Moderate</th>
<th>Liberal</th>
<th>Rural area</th>
<th>Suburban</th>
<th>City</th>
<th>Non college</th>
<th>4-year college graduate</th>
<th>Post graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not replace the tax revenue</td>
<td>45%</td>
<td>59%</td>
<td>43%</td>
<td>32%</td>
<td>44%</td>
<td>48%</td>
<td>41%</td>
<td>50%</td>
<td>38%</td>
<td>35%</td>
</tr>
<tr>
<td>Replace the gas tax with a tax based on the number of miles driven</td>
<td>28%</td>
<td>22%</td>
<td>28%</td>
<td>36%</td>
<td>29%</td>
<td>27%</td>
<td>28%</td>
<td>26%</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>Increase the gas tax</td>
<td>14%</td>
<td>8%</td>
<td>14%</td>
<td>19%</td>
<td>17%</td>
<td>13%</td>
<td>15%</td>
<td>11%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Increase tolls or more toll roads</td>
<td>13%</td>
<td>11%</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Q.11 Now, we'd like to ask about your preferences regarding your daily travel. For each statement, please tell me if you agree or disagree.
Slow Increase in Transit Appeal Over the Past Four Years

Changes in Travel Preferences: 2nd Tier

Q.11 Now, we'd like to ask about your preferences regarding your daily travel. For each statement, please tell me if you agree or disagree.
Gen Z & Millennials More Likely to Like Riding a Bike or Taking Transit

Attitudes Towards Travel Modes by Generation

Q.11 Now, we'd like to ask about your preferences regarding your daily travel. For each statement, please tell me if you agree or disagree.
Q.11 Now, we'd like to ask about your preferences regarding your daily travel. For each statement, please tell me if you agree or disagree.
Gen Z With and Without Children Are Most Likely to Like Taking Transit

Q.11 Now, we’d like to ask about your preferences regarding your daily travel. For each statement, please tell me if you agree or disagree.

I like walking

<table>
<thead>
<tr>
<th>Generation/Children</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z w/ kids</td>
<td>78%</td>
<td>39%</td>
</tr>
<tr>
<td>Gen Z w/o kids</td>
<td>79%</td>
<td>35%</td>
</tr>
<tr>
<td>Millennials w/ kids</td>
<td>77%</td>
<td>34%</td>
</tr>
<tr>
<td>Millennials w/o kids</td>
<td>81%</td>
<td>41%</td>
</tr>
</tbody>
</table>

I like driving

<table>
<thead>
<tr>
<th>Generation/Children</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z w/ kids</td>
<td>60%</td>
<td>27%</td>
</tr>
<tr>
<td>Gen Z w/o kids</td>
<td>69%</td>
<td>32%</td>
</tr>
<tr>
<td>Millennials w/ kids</td>
<td>72%</td>
<td>38%</td>
</tr>
<tr>
<td>Millennials w/o kids</td>
<td>63%</td>
<td>27%</td>
</tr>
</tbody>
</table>

I like taking transit

<table>
<thead>
<tr>
<th>Generation/Children</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen Z w/ kids</td>
<td>58%</td>
<td>25%</td>
</tr>
<tr>
<td>Gen Z w/o kids</td>
<td>66%</td>
<td>20%</td>
</tr>
<tr>
<td>Millennials w/ kids</td>
<td>49%</td>
<td>17%</td>
</tr>
<tr>
<td>Millennials w/o kids</td>
<td>52%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Walking
Q.12 Now think about things that may keep you from doing more walking. Please indicate if each of the following keeps you from doing more walking.

**Distance, Need for Vehicle Primary Reasons for Not Walking More**

**Things That Keep You From Doing More Walking: 1st Tier**

- **The places I need to go are too far to walk.**
  - 2023: 72%
  - 2020: 75%
  - 2017: 74%
  - 2015: 70%

- **I need a vehicle for work or school or other reason.**
  - 2023: 68%
  - 2020: 62%
  - 2017: 62%
  - 2015: 51%
Steady Increase in Those feeling Unsafe due to Traffic

Q.12 Now think about things that may keep you from doing more walking. Please indicate if each of the following keeps you from doing more walking:

- The weather is poor or unpredictable.
- I do not feel safe because of traffic.
- I do not feel safe because of crime.
Lack of Sidewalks and Poor Health are Not Common Obstacles to People Walking More

Things That Keep You From Doing More Walking: 3rd Tier

Q.12 Now think about things that may keep you from doing more walking. Please indicate if each of the following keeps you from doing more walking.

<table>
<thead>
<tr>
<th>Year</th>
<th>Lack of Sidewalks or Trails</th>
<th>My Health Prevents Me</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>2017</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>2020</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>2023</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>
Older Generations More Likely to Need a Car to Get to Where They Need to Go

### Things That Keep You From Doing More Walking by Generation: 1\textsuperscript{st} Tier (% Yes)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Baby Boomers</th>
<th>Silent/Greatest</th>
</tr>
</thead>
<tbody>
<tr>
<td>The places I need to go are too far to walk</td>
<td>65%</td>
<td>67%</td>
<td>77%</td>
<td>75%</td>
<td>82%</td>
</tr>
<tr>
<td>I need a vehicle for work or school or other reason</td>
<td>60%</td>
<td>67%</td>
<td>73%</td>
<td>69%</td>
<td>64%</td>
</tr>
<tr>
<td>The weather is poor or unpredictable</td>
<td>54%</td>
<td>53%</td>
<td>48%</td>
<td>47%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Q.12 Now think about things that may keep you from doing more walking. Please indicate if each of the following keeps you from doing more walking.
Younger Generation More Likely to Feel Unsafe Due to Traffic

Older generations’ walking ability limited by poor health

Things That Keep You From Doing More Walking by Generation: 2nd Tier (% Yes)

- I do not feel safe because of traffic
- I do not feel safe do to crime
- There are too few sidewalks or trials
- My health prevents me

Q.12 Now think about things that may keep you from doing more walking. Please indicate if each of the following keeps you from doing more walking.
Demographics
## Our Sample vs. ACS (Census) Data

<table>
<thead>
<tr>
<th></th>
<th>50 largest MSAs</th>
<th>Survey sample</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Race</strong> <em>(2019 3yr ACS)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>54%</td>
<td>54%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Another race</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Gender</strong> <em>(2019 ACS 5yr)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Age</strong> <em>(2019 ACS 5yr)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>30-39</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>40-49</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>50-64</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>65+</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Education - 25 years and over</strong> <em>(2019 ACS 5yr)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school graduate (or equivalent) or less</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Some college or Associates</td>
<td>29%</td>
<td>22%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Distribution of Sample by Generation

- **Gen Z** (Born 1997 or later, over age 18): 15%
- **Millennials** (Born 1981 to 1996): 30%
- **Gen X** (Born 1965 to 1980): 23%
- **Baby Boomers** (Born 1945 to 1964): 28%
- **Silent/Greatest** (Born 1944 or before): 3%

Q.15 In what year were you born?
Distribution of Type of Community

11% City - downtown with a mix of offices, apartments, and shops
25% City - more residential neighborhood
31% Suburban neighborhood with a mix of houses, shops, and businesses
18% Suburban neighborhood with houses only
7% Small town
8% Rural area

Urban Total 36%
Suburban Total 49%
Rural Total 15%

Q.15 In what year were you born?
## Home Ownership Status by Region and Urbanicity

<table>
<thead>
<tr>
<th>Homeownership Status by Demographics Groups</th>
<th>Own</th>
<th>Rent</th>
<th>Living with friends or family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>53%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>South</td>
<td>55%</td>
<td>34%</td>
<td>11%</td>
</tr>
<tr>
<td>South West</td>
<td>54%</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Middle America</td>
<td>59%</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>North East</td>
<td>52%</td>
<td>35%</td>
<td>13%</td>
</tr>
<tr>
<td>West Coast</td>
<td>49%</td>
<td>38%</td>
<td>13%</td>
</tr>
<tr>
<td>New York City</td>
<td>47%</td>
<td>43%</td>
<td>11%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>46%</td>
<td>47%</td>
<td>8%</td>
</tr>
<tr>
<td>City</td>
<td>43%</td>
<td>47%</td>
<td>10%</td>
</tr>
<tr>
<td>Suburban</td>
<td>58%</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Rural/Small town</td>
<td>60%</td>
<td>33%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Q.18 Do you currently own your home, rent your home, or are you living with friends or family?
## Home Ownership Status by Generation, Education/Gender, and Income

<table>
<thead>
<tr>
<th>Homeownership Status by Demographics Groups</th>
<th>Own</th>
<th>Rent</th>
<th>Living with friends or family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>53%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>Gen Z</td>
<td>28%</td>
<td>44%</td>
<td>28%</td>
</tr>
<tr>
<td>Millennials</td>
<td>44%</td>
<td>42%</td>
<td>15%</td>
</tr>
<tr>
<td>Gen X</td>
<td>57%</td>
<td>37%</td>
<td>6%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>69%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>Silent/Greatest</td>
<td>90%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>College men</td>
<td>70%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>College women</td>
<td>63%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>Non-college women</td>
<td>42%</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>Non-college men</td>
<td>49%</td>
<td>39%</td>
<td>13%</td>
</tr>
<tr>
<td>Income less than $75k</td>
<td>41%</td>
<td>49%</td>
<td>10%</td>
</tr>
<tr>
<td>Income $100k-$150k</td>
<td>75%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Income more than $200k</td>
<td>85%</td>
<td>12%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q.18 Do you currently own your home, rent your home, or are you living with friends or family?
Survey Methodology
Survey Methodology

American Strategies designed this Internet survey of the top 50 metropolitan statistical areas in the United States. The survey reached 2,000 adults, 18 years or older. The survey was conducted by YouGov on March 20-April 3, 2023.

YouGov interviewed 2,153 respondents who were then matched down to a sample of 2,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the 2019 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person’s weights on the public use file). The demographic characteristics of the top 50 MSAs were calculated by mapping PUMAs on the ACS to MSAs correspondence files from the Geocorr 2022: Geographic Correspondence Engine (Missouri Census Data Center). The matched cases were weighted to the sampling frame using propensity scores.

The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and Target Smart regions. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), and a post-stratification on parents with children under 19, to produce the final weight.