

PEW SOCIAL & DEMOGRAPHIC TRENDS
TOPLINE FOR SELECTED QUESTIONS
 Oct. 3-19, 2008, MOBILITY SURVEY
 N=2,260

NOTE: ALL NUMBERS ARE PERCENTAGES. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). COLUMNS/ROWS MAY NOT TOTAL 100% DUE TO ROUNDING. ALL TRENDS REFERENCE SURVEYS FROM THE PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS AND SOCIAL & DEMOGRAPHIC TRENDS UNLESS OTHERWISE NOTED.

Q.1 Which of the following BEST describes the place where you now live? (READ)

31	A city
26	A suburban area
26	A small town
16	A rural area
1	Don't know/Refused (VOL.)

Q.2 Overall, how would you rate your [INSERT RESPONSE FROM Q1--IF Q1=1: city; IF Q1=2: suburb; IF Q1=3 town; IF Q1=4,9: area] as a place to live? Would you say it is (READ)?

<u>Oct 2008</u>		<u>Oct 2006</u>	<u>May 1999</u>	<u>Feb 1997</u>
24	Excellent	27	28	25
36	Very good	29	38	31
26	Good	31	24	28
10	Only fair	9	8	11
2	Poor	3	2	4
*	Don't know/Refused (VOL.)	1	*	1

Q.3 How would you rate each of the following in your local community? First, ... [INSERT ITEM; RANDOMIZE]? READ, IF NECESSARY: Is this excellent, good, only fair or poor in your local community?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Ref (VOL.)</u>
a. Job opportunities	8	29	33	23	6
b. Cost of living	8	40	34	16	1
c. A place to raise children	34	46	13	5	2
d. Recreational and outdoor activities	29	42	18	9	2
e. Shopping	22	43	22	12	1
g. The climate	21	54	20	4	1
h. Cultural activities	19	40	26	12	3
j. Opportunities to meet people and make friends	22	48	21	7	1

RANDOMIZE Q4 and Q5

Q4/Q5 COMBINED

Q.4 How about traffic? Is this a big problem, a small problem or not a problem in your local community?

Q.5 How about crime? Is this a big problem, a small problem or not a problem in your local community?

	<u>Traffic</u>	<u>Crime</u>
Big problem	24	18
Small problem	38	52
Not a problem	37	28

Don't know/Refused (**VOL.**) 1 1
 Q.6 How involved are you in community and neighborhood activities where you live? (READ)

50 Involved (**NET**)
 11 Very involved
 39 Somewhat involved
 49 Not involved (**NET**)
 28 Not too involved
 22 Not at all involved
 * Don't know/Refused (**VOL.**)

Q.7 About how many members of your extended family live within an hour's drive of where you live now? (READ CHOICE CATEGORIES AS NECESSARY) IF ASKED WHAT IS MEANT BY "EXTENDED FAMILY": By extended family, I mean children, parents, grandparents, grandchildren, brothers, sisters, cousins, aunts and uncles.

54 Five or less (**NET**)
 19 None
 35 One up to five
 46 Six or more (**NET**)
 19 Six up to 10
 13 11 up to 20
 14 More than 20
 1 Don't know/Refused (**VOL.**)

ASK ALL:

On a related topic.

Q37 If you could live anywhere in the United States that you wanted to, would you prefer a city, a suburban area, small town or rural area?

23 City
 25 Suburban area
 30 Small town
 21 Rural area
 1 Don't know/Refused (**VOL.**)

Q38 If you could live anywhere in the United States that you wanted to, which STATE would you MOST prefer to live in? [OPEN-END; ACCEPT ONE RESPONSE ONLY; ACCEPT CURRENT STATE]

IF REGION OR MORE THAN ONE STATE IS GIVEN, PROBE: Which ONE state would you MOST prefer?

By State

13 California
 8 Florida
 5 New York
 5 North Carolina
 5 Texas
 4 Colorado
 3 Arizona
 3 Hawaii
 47 Total other states, each less than 3%
 7 Don't know/Refused (**VOL.**)

By Region

12 Northeast
 12 Midwest
 36 South
 33 West
 7 Don't know/Refused (**VOL.**)

ASK FORM A ONLY, n=725:

Q39FA As I read through the following places, just tell me your first reaction: Would you want to live in this city or its surrounding metropolitan area or NOT want to live there?

First, ...[INSERT ITEM; RANDOMIZE]

READ IF NECESSARY: What's your first reaction? Would you want to live in [INSERT ITEM] or not want to live there?

IF RESPONDENT SAYS THEY CURRENTLY LIVE IN THIS AREA, PROBE ONCE: "If you had a choice, would you want to live there, or not want to live there?"

	<u>Yes</u>	<u>No</u>	<u>No Opinion/ DK/Ref (VOL.)</u>
a. The New York City area	24	75	1
b. The Cleveland, Ohio, area	10	88	2
c. The Dallas, Texas, area	24	74	1
d. The Minneapolis, Minnesota, area	16	82	2
e. The Orlando, Florida, area	34	65	1
f. The Portland, Oregon, area	31	66	3
g. The Sacramento, California, area	29	69	2
h. The St. Louis, Missouri, area	18	79	3
i. The Pittsburgh, Pennsylvania, area	17	80	3
j. The San Diego, California, area	40	59	1

ASK FORM B ONLY, n=763:

Q40FB As I read through the following places, just tell me your first reaction: Would you want to live in this city or its surrounding metropolitan area or NOT want to live there?

First, ...[INSERT ITEM; RANDOMIZE]

READ IF NECESSARY: What's your first reaction? Would you want to live in [INSERT ITEM] or not want to live there?

IF RESPONDENT SAYS THEY CURRENTLY LIVE IN THIS AREA, PROBE ONCE: "If you had a choice, would you want to live there, or not want to live there?"

	<u>Yes</u>	<u>No</u>	<u>No Opinion/ DK/Ref (VOL.)</u>
a. The Detroit, Michigan, area	8	90	1
b. The Houston, Texas, area	23	75	2
c. The Las Vegas, Nevada, area	23	75	2
d. The Los Angeles area	21	78	1
e. The San Antonio, Texas, area	29	68	3
f. The Philadelphia, Pennsylvania, area	24	73	3
g. The Phoenix, Arizona, area	33	64	3
h. The Seattle, Washington, area	38	60	2
i. The Tampa, Florida, area	34	64	2
j. The Washington, DC, area	25	74	1

ASK FORM C ONLY, n=772:

Q41FC As I read through the following places, just tell me your first reaction: Would you want to live in this city or its surrounding metropolitan area or NOT want to live there?

First, ...[INSERT ITEM; RANDOMIZE]

READ IF NECESSARY: What's your first reaction? Would you want to live in [INSERT ITEM] or not want to live there?

IF RESPONDENT SAYS THEY CURRENTLY LIVE IN THIS AREA, PROBE ONCE: "If you had a choice, would you want to live there, or not want to live there?"

Q.41FC CONTINUED...

	<u>Yes</u>	<u>No</u>	<u>No Opinion/ DK/Ref (VOL.)</u>
a. The Atlanta, Georgia, area	26	72	2
b. The Baltimore, Maryland, area	20	77	3
c. The Boston, Massachusetts, area	28	69	2
d. The Cincinnati, Ohio, area	13	84	3
e. The Chicago area	24	74	1
f. The Denver, Colorado, area	43	55	1
g. The Kansas City area	15	81	3
h. The Miami, Florida, area	28	70	2
i. The Riverside, California, area	23	72	5
j. The San Francisco area	34	65	2

ASK ALL:

Q42 For each of these pairs of statements, tell me which kind of community comes closer to where you would prefer to live, even if neither is exactly right. First...[INSERT ITEMS; RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS FOR EACH ITEM PAIR]

READ IF NECESSARY: Which of these kinds of places would you prefer to live in?

- a.
- 20 A place where most people are of the same race as you
 - 65 A place where there are many different racial and ethnic groups
 - 13 Neither/Both/Doesn't matter **(VOL.)**
 - 2 Don't know/Refused **(VOL.)**
- b.
- 24 A place with a large immigrant population
 - 56 A place where there is only a small immigrant population
 - 16 Neither/Both/Doesn't matter **(VOL.)**
 - 5 Don't know/Refused **(VOL.)**
- c.
- 71 A place with a slower pace of life
 - 22 A place with a faster pace of life
 - 5 Neither/Both/Doesn't matter **(VOL.)**
 - 2 Don't know/Refused **(VOL.)**
- d.
- 29 A colder weather climate
 - 57 A hotter weather climate
 - 12 Neither/Both/Doesn't matter **(VOL.)**
 - 1 Don't know/Refused **(VOL.)**
- e.
- 73 A place where people know each other well
 - 22 A place where neighbors usually don't know each other's business
 - 4 Neither/Both/Doesn't matter **(VOL.)**
 - 1 Don't know/Refused **(VOL.)**
- f.
- 25 A place where many people are of the same religion that you are
 - 59 A place where there are many different religious groups
 - 14 Neither/Both/Doesn't matter **(VOL.)**
 - 2 Don't know/Refused **(VOL.)**

Q.42 CONTINUED...

g.

- 24 A place where most people share your political views
- 63 A place where there is a mix of different political views
- 10 Neither/Both/Doesn't matter **(VOL.)**
- 3 Don't know/Refused **(VOL.)**

h.

- 32 A place where most people are the same social and economic class as you
- 61 A place where there are a mix of the upper, middle and lower classes
- 6 Neither/Both/Doesn't matter **(VOL.)**
- 1 Don't know/Refused **(VOL.)**

Q43 The next question is just for fun: Would you prefer to live in a place with more Starbucks or more McDonald's?

- 35 Starbucks
- 43 McDonald's
- 20 Neither/Both/Doesn't matter **(VOL.)**
- 1 Don't know/Refused **(VOL.)**

Q44 Looking ahead FIVE YEARS from now, how likely is that you will move away from the local community where you are living now? Would you say it is very likely, somewhat likely, not too likely or not at all likely?

- 20 Very likely to move
- 20 Somewhat likely
- 24 Not too likely
- 34 Not at all likely to move
- 1 Will not move **(VOL.)**
- 1 Don't know/Refused **(VOL.)**

Appendix A: City Preferences

Shown: Percentage of group that said they would like to live in that city

By Age

City	18-34	35-59	60+
Atlanta	35	26	11
Baltimore	23	20	14
Boston	36	29	15
Chicago	41	21	12
Cincinnati	14	14	10
Cleveland	19	7	7
Dallas	32	24	17
Denver	47	49	28
Detroit	17	4	5
Houston	36	23	11
Kansas City	16	19	9
Las Vegas	30	22	14
Los Angeles	38	17	8
Miami	45	24	17
Minneapolis	25	14	12
New York	45	14	14
Orlando	52	30	23
Philadelphia	35	23	12
Phoenix	34	35	27
Pittsburgh	29	14	11
Portland	38	29	25
Riverside	33	22	14
Sacramento	46	25	15
St. Louis	26	16	12
San Antonio	36	30	19
San Diego	61	33	26
San Francisco	48	32	17
Seattle	50	38	25
Tampa	43	34	24
Washington, DC	41	21	14

By Gender

City	Men	Women
Atlanta	26	25
Baltimore	18	22
Boston	28	28
Chicago	26	23
Cincinnati	14	12
Cleveland	11	9
Dallas	26	23
Denver	47	40
Detroit	8	8
Houston	29	18
Kansas City	16	15
Las Vegas	30	16
Los Angeles	24	18
Miami	35	22
Minneapolis	20	13
New York	22	25
Orlando	35	33
Philadelphia	23	24
Phoenix	36	29
Pittsburgh	18	16
Portland	38	25
Riverside	27	20
Sacramento	34	24
St. Louis	20	16
San Antonio	36	22
San Diego	45	35
San Francisco	33	33
Seattle	42	34
Tampa	36	32
Washington, DC	26	23

By Income

City	<\$30k	\$30-50k	\$50-100k	\$100k+
Atlanta	24	28	30	26
Baltimore	19	18	20	26
Boston	23	25	30	45
Chicago	23	20	24	35
Cincinnati	11	19	10	18
Cleveland	18	7	7	7
Dallas	26	29	27	22
Denver	35	50	50	52
Detroit	13	6	6	7
Houston	27	20	27	23
Kansas City	16	17	15	15
Las Vegas	29	15	29	18
Los Angeles	33	12	22	14
Miami	34	29	22	29
Minneapolis	17	20	15	15
New York	21	22	23	35
Orlando	38	39	34	30
Philadelphia	24	17	28	27
Phoenix	29	29	43	31
Pittsburgh	20	17	18	15
Portland	26	35	31	43
Riverside	26	22	20	26
Sacramento	29	36	27	31
St. Louis	18	20	20	11
San Antonio	25	25	33	43
San Diego	34	46	41	52
San Francisco	30	31	35	48
Seattle	41	32	42	45
Tampa	30	30	39	37
Washington, DC	31	13	29	28

By Education

City	HS or less	Some college	College grad+
Atlanta	21	33	28
Baltimore	15	21	27
Boston	20	27	43
Chicago	19	26	33
Cincinnati	11	16	15
Cleveland	10	10	10
Dallas	25	24	24
Denver	34	44	59
Detroit	9	7	8
Houston	22	28	22
Kansas City	15	20	12
Las Vegas	26	20	20
Los Angeles	21	23	19
Miami	30	31	24
Minneapolis	14	19	19
New York	18	32	28
Orlando	35	37	30
Philadelphia	16	21	38
Phoenix	31	35	33
Pittsburgh	17	20	16
Portland	25	34	41
Riverside	25	26	18
Sacramento	28	34	26
St. Louis	18	18	17
San Antonio	25	33	32
San Diego	30	44	54
San Francisco	26	34	46
Seattle	32	35	51
Tampa	34	34	35
Washington, DC	17	24	38

By Party Identification and Ideology

City	Rep	Dem	Ind	City	Conserv	Moderate	Liberal
Atlanta	21	31	27	Atlanta	26	26	32
Baltimore	14	23	22	Baltimore	18	24	18
Boston	26	34	25	Boston	21	29	41
Chicago	23	29	20	Chicago	18	31	25
Cincinnati	14	14	14	Cincinnati	16	15	9
Cleveland	10	10	10	Cleveland	8	13	11
Dallas	29	25	23	Dallas	27	26	17
Denver	48	39	50	Denver	46	46	38
Detroit	8	7	6	Detroit	9	7	9
Houston	21	25	23	Houston	26	25	20
Kansas City	21	14	15	Kansas City	16	16	15
Las Vegas	16	26	23	Las Vegas	22	22	23
Los Angeles	14	22	23	Los Angeles	16	18	30
Miami	27	30	31	Miami	22	31	36
Minneapolis	17	17	18	Minneapolis	14	16	21
New York	14	30	26	New York	19	19	39
Orlando	34	38	31	Orlando	31	33	39
Philadelphia	17	28	26	Philadelphia	17	28	29
Phoenix	38	28	35	Phoenix	36	32	31
Pittsburgh	19	18	17	Pittsburgh	15	16	20
Portland	33	31	34	Portland	28	32	38
Riverside	23	27	21	Riverside	19	22	34
Sacramento	27	31	32	Sacramento	29	27	34
St. Louis	24	17	17	St. Louis	19	19	17
San Antonio	34	25	30	San Antonio	34	30	23
San Diego	33	45	44	San Diego	34	43	49
San Francisco	28	41	33	San Francisco	22	37	53
Seattle	29	37	49	Seattle	32	42	46
Tampa	28	38	36	Tampa	31	39	33
Washington, DC	20	30	24	Washington, DC	17	25	38

State Preferences

Shown: Percentage who said they would like to live in this state or the District of Columbia if they could live anywhere in the country

California	13	Oklahoma	1
Florida	8	Alaska	1
Don't know/Refused	7	New Jersey	1
Texas	5	Maryland	1
New York	5	Maine	1
North Carolina	5	Louisiana	1
Colorado	4	Arkansas	1
Hawaii	3	New Mexico	1
Arizona	3	Utah	1
Georgia	3	Kansas	1
Pennsylvania	3	Delaware	1
Tennessee	3	West Virginia	1
Virginia	2	Mississippi	1
Washington	2	Iowa	1
South Carolina	2	Connecticut	1
Oregon	2	Wyoming	*
Illinois	2	Nebraska	*
Ohio	2	Idaho	*
Kentucky	2	New Hampshire	*
Indiana	1	Vermont	*
Missouri	1	South Dakota	*
Montana	1	District of Columbia	*
Massachusetts	1	North Dakota	*
Minnesota	1	Rhode Island	*
Michigan	1		
Alabama	1		
Wisconsin	1		
Nevada	1		

* less than 0.5%

Appendix B. Census Bureau Data and Community Types

A metropolitan area consists of at least one densely populated urbanized area with a population of at least 50,000, as well as adjacent counties linked to it economically and socially. Although they once were defined as communities revolving around a core city, metropolitan regions now often include several nodes of activity and may sprawl over several states.

More than eight-in-ten Americans live in metropolitan areas, a share that has inched up in recent decades. Boundaries of these metropolitan areas can change based on new census data, or on revisions to the government's definition of what constitutes a metropolitan area.

	Metropolitan Population	Total U.S. Population	Percent Metro
1960	140,753,110	179,323,175	78.5
1970	164,272,878	203,302,031	80.8
1980	182,645,007	226,545,805	80.6
1990	203,987,166	248,709,873	82.0
2000	232,703,964	281,421,906	82.7
2007	251,786,911	301,290,332	83.6

Source: Census Bureau statistics analyzed by William H. Frey

The Census Bureau first produced data for metropolitan areas in 1950, using a county-based definition that replaced an older concept of "metropolitan district." The federal Office of Management and Budget, which is responsible for defining what constitutes a metropolitan area, has revised that definition repeatedly, reflecting changes in population distribution and interaction around urban centers, as well as the changing needs of data users.

The most recent major revision, in 2003, reduced the focus on a central city. For an outlying county to be included in a metropolitan area, the new definition simplified the rules: Now, it is based on the share of employed workers who commute in or out. The old definition also included some population density and growth thresholds for those outlying counties. The most recent change introduced the concept of a "micropolitan" area, with an urban cluster of at least 10,000 people.

Because the modern concept of metropolitan areas was not standardized until six decades ago, it is not possible to track metropolitan population trends for longer than that. The Census Bureau publishes data comparing the number of Americans living in "urban" and "rural" areas, which are defined by their population density and concentration. Until the 1920 Census, most Americans lived in rural areas. That balance shifted in 1920, when just over half (51%) of Americans were counted in urban areas.

The most current definition of urban and rural areas, which took effect for 2000 Census data, is based on census blocks or block groups. Unlike earlier definitions, it ignores boundaries of places, so one jurisdiction can include both urban and rural areas.

An urbanized area (or urban cluster) consists of core census block groups or blocks with a population density of at least 1,000 people per square mile, and surrounding census blocks with an overall density of at least 500 people per square mile. Under some conditions, according to the Census Bureau, "less densely settled territory may be part of" urban areas.

"Rural" consists of all territory, population and housing units not in an urbanized area or urban cluster.

Many people who think of themselves as living in small towns in fact reside in metropolitan areas under the Census Bureau's classification. That is because many lightly populated places are part of

metropolitan regions. In fact, 51% of the rural population of the United States lives within metropolitan areas. During the 2008 presidential campaign, Brookings Institution analysts pointed out that even Wasilla, Alaska, where Sarah Palin had served as mayor, is part of the Anchorage metropolitan area.

Census numbers on urban-rural population shares

	% Urban	% Rural
1900	39.6	60.4
1910	45.6	54.4
1920	51.2	48.8
1930	56.1	43.9
1940	56.5	43.5
1950	64.0	36.0
1960	69.9	30.1
1970	73.6	26.4
1980	73.7	26.3
1990	75.2	24.8
2000	79.0	21.0

Source: U.S. Census Bureau