**Bike Survey**

Hello, we are MBA students at the University of Illinois at Urbana-Champaign. We are conducting market research for a Marketing Insights class project. This survey should take no longer than 3 minutes. All of your individual responses will remain confidential, so please take your time and answer honestly. You may exit the survey at any time.

1. How often do you use public transportation on campus (including rental bikes)?
   1. Daily
   2. Weekly
   3. Bi-Weekly
   4. Monthly
   5. Yearly
   6. Never

(If “Never” please end survey now. Thank you for your time)

1. How likely are you to use the following modes of transportation on campus?  
   1 – Very unlikely 2 – Unlikely 3 – Somewhat unlikely 4 – Neither likely nor unlikely      
   5 – Somewhat likely 6 – Likely 7 – Very likely
   1. Bus
   2. Rental Bikes
   3. Uber / Ridesharing Apps
   4. Personal Vehicle
   5. Personal Bike
   6. Walking
   7. Personal Scooter
   8. Skateboard
   9. Other
2. How likely are you to use a rental electric scooter if it were available on campus?  
   1 – Very unlikely 2 – Unlikely 3 – Somewhat unlikely 4 – Neither likely nor unlikely      
   5 – Somewhat likely 6 – Likely 7 – Very likely
3. How important are the following attributes when selecting a mode of transportation?  
   1 – Very unimportant 2 – Unimportant 3 – Somewhat unimportant 4 – Neither important nor unimportant 5 – Somewhat important 6 – Important 7 – Very Important
   1. Price
   2. Ease of Access
   3. Parking
   4. Speed
   5. Safety
   6. Other
4. How safe do you view electric scooters?  
   1 - Very unsafe 2 - Unsafe 3 - Somewhat unsafe 4 – Neither safe nor unsafe 5 – Somewhat safe 6 – Safe 7 – Very safe
5. How beneficial do you think the addition of electric rental scooters to campus would be? 1 - Very unbeneficial 2 - Unbeneficial 3 - Somewhat unbeneficial 4 – Neither beneficial nor unbeneficial 5 – Somewhat beneficial 6 – Beneficial 7 – Very beneficial

**DEMOGRAPHICS**

Age

Which category below includes your age?

* 17 or younger
* 18-20
* 21-29
* 30-39
* 40-49
* 50-59
* 60 or older

Gender

What is your gender?

* Female
* Male
* Other \_\_\_\_\_\_\_\_

Marital status

Are you now married, widowed, divorced, separated, or never married?

* Married
* Widowed
* Divorced
* Separated
* Never married

Education

What is the highest level of school you have completed or the highest degree you have received?

* Less than high school degree
* High school degree or equivalent (e.g., GED)
* Some college but no degree
* Associate degree
* Bachelor’s degree
* Master’s degree
* Ph.D.

 Employment

Which of the following categories best describes your employment status?

* Full-Time Student
* Employed, working 1-39 hours per week
* Employed, working 40 or more hours per week
* Not employed, looking for work
* Not employed, NOT looking for work
* Retired
* Disabled, not able to work

Household income

How much total combined money did all members of your household earn in 2010?

* $0 –$19,999
* $20,000 – $39,999
* $40,000 – $59,999
* $60,000 – $79,999
* $80,000 –$99,999
* $100,000 or more

*You have reached the end of the survey. Thank you for your time.*