

MIT Questionnaire for Vanke Holiday Town
麻省理工学院课题组万科城市花园用户调查问卷

This is a research conducted by MIT on Vanke Holiday Town Residential Development in Shanghai. The purpose of this research is for academic use and improvement of service. Questions are multiple choices. Thank you for coordination!

本研究由美国麻省理工学院城市规划系发起，目的是学术研究和提高社区服务水平。问卷为填空或选择题（均为多项选择）。谢谢合作！

Apartment information: __ Bedrooms, __ Floor, Elevator Yes No, Year moved in __
 您的住宅是__室__厅，位于__层；有电梯吗？有 没有；您是哪一年搬进来的？__

Please rate the following reasons for which you choose Vanke Holiday Town
 Price__ Building Style__ Good Neighborhood__ Convenient Services__ Good Landscaping __
 Vanke Management__ Reputation of Vanke__ Convenient to Transportation__ Unit Layout __
 School__ Other__

您选择假日风景的原因是什么？请按照重要性排列下列选项，1为最重要，2次之，以此类推
 价格__，建筑风格__，小区外周边环境好__，生活设施方便__，小区户外环境__，良好的社区管理__，万科的品牌__，交通方便__，户型设计__，学校__，其它__

Family Composition (Please fill in numbers of your family members)

Under 18 __, 18-25 __, 25-60 __, Over 60 __

您的家庭成员，请填写人数

18岁以下__人，18-25岁__人，25-60岁__人，60岁以上__人，

Income Range

<2,000 2,000-6,000 6,000-10,000 >10,000

您的家庭月收入为小于2千元 2千至6千元 6千至1万元 超过1万元

Your previous residence was built

Since 2000 95-2000 78-95 49-78 before 49 Do not know

您搬来假日风景之前的住宅是哪个时期建造的？

2000年以后 95年至2000年 78年至95年 49年至78年 49年以前 不知道

Do you own an auto? Yes No Where do you park?

Garage in the building Parking lot next to the building Central garage

Central parking lot On Street Off-site

您有自己的私家车吗？有 没有 你在那里停车？

您所在住宅楼内的车库 您所在住宅楼前的露天车位 小区集中停车库

小区集中露天停车位 沿街边停车 小区以外

Commuter #1 __ minutes from home to work, Via

Own Auto Shared Auto Bicycle Walk Taxi Bus

Vanke Shuttle Other Shuttle Rail Other

您家庭有没有天天上班的成员？他（她）从家到上班地点需要__分钟？交通方式是（多选）

自家轿车 和别人合用的私家轿车 自行车 步行 出租车 公共汽车

万科班车 其他班车 地铁/轻轨 其它

Commuter #2 __ minutes from home to work, Via

Own Auto Shared Auto Bicycle Walk Taxi Bus

Vanke Shuttle Other Shuttle Rail Other

您家庭还有其他成员天天上班吗？他（她）从家到上班地点需要__分钟？交通方式（多选）

自家轿车 和别人合用的私家轿车 自行车 步行 出租车 公共汽车

万科班车 其他班车 地铁/轻轨 其它

Community Facilities

	Frequency Per month	Travel Time	Modes										
			Own Auto	Shared Auto	Bike	Walk	Taxi	Bus	Vanke Shuttle	Other Shuttle	Rail	Other	
Grocery Shopping													
Exercise													
Restaurant (mostly used)													
School	Elementary												
	High												
	College												

社区服务设施

	每 月 几 次	从 家 出 发 需 要 多 少 分 钟	交通方式										
			自 家 轿 车	合 用 的 私 家 轿 车	自 行 车	步 行	出 租 车	公 共 汽 车	万 科 班 车	其 他 班 车	地 铁/ 轻 轨	其 它	
日常购物													
体育锻炼													
平时去的餐馆													
学校	小学												
	中学												
	大学												

Usage of Vanke Club House: how many times do you use the following per month?

Total__ Pool __ Meeting Room__ Ping-pong__ Badminton__ Other__

您每月使用几次万科会所里的设施？

游泳池__ 会议室（棋牌室）__ 乒乓球__ 羽毛球__ 其它__ 总共__

Are you interested to be interviewed by MIT survey team? Yes No

If yes, please fill your name _____ Tel: _____ Apt: _____

您还愿意和麻省理工学院的研究员继续聊聊吗？是 否

如果您回答是，请留下您的姓名 电话 住址

Preliminary Vanke Holiday Town Resident Survey Results and Analysis

The following preliminary survey analysis follows the order of the original survey. Additional, in-depth analysis will require a database to enable category links and correlation of interviews to survey results.

NUMBER OF RESPONSES

Household	Total	Adults Under 60	Adults with Child(ren)	Adults and Seniors	Adults, Seniors, and Children	Seniors Only
Number of Respondents	376	137	140	39	41	19
Percent of Total	100%	36%	37%	10%	11%	5%

The “Seniors Only” responses do not constitute a large enough sample size to draw reliable conclusions. We have, however, included some observations about seniors at Holiday Town since there are limited information sources available.

APARTMENT INFORMATION

- A surprising number of “Senior Only” households, which are predominantly 2 person households, live in 3+ bedroom units.
- A notably large percentage of households with seniors live on floors one through three.

REASONS FOR MOVING TO HOLIDAY TOWN

Reasons for Moving to Holiday Town were ranked (by total population, not weighted by sample size) in the following order.

1. Vanke management
2. Reputation of Vanke
3. Good Physical Environment Within the Development
4. Building Style
5. Price
6. Unit Layout
7. Good Environment Outside the Development
8. Convenient Services
9. Convenient Transportation
10. School
11. Other

Far and away, Vanke management and reputation were the highest ranked reasons for moving across all household types. Good environment consistently ranked third and, among the third rankings, was ranked highest by “Seniors Only.”

FAMILY SIZE AND INCOME

Two person and three person households each constituted approximately one third of the responses. Households in the 6,000 – 10,000 RMB/month and 10,000+RMB/month income categories each constituted over one third of the total responses. Over 40% of the “Adults Under 60” and “Adults with Child(ren)” were in the highest income category. There were no “Senior Only” households in the highest income category.

PREVIOUS RESIDENCE

Over half of the responding households previously lived in a residence built between 1995 and 2000. This may indicate a propensity to move often, with implications for sustainability, resale, and ability to maintain the Vanke image.

AUTO OWNERSHIP

Nearly 70% of the responding households own a car. Car ownership was nearly 100% amongst “Adults Under 60” and lowest amongst “Senior Only” households.

PARKING

“Parking lot next to the building” was the

most popular parking location over all, and particularly amongst “Adults with Child(ren).” “Adults Only” were as likely to park in a “garage in the building” as in a “parking lot next to the building.”

COMMUTER ONE

Overall, Commuter One travels as average of 49 minutes, with a 46-60 minute commute being the most common time category. “Adults, Children, and Seniors” households are more likely to have commutes within this time category, but less likely than other groups to have commutes over 60 minutes.

COMMUTER TWO

Overall, there were fewer “Commuter Two” responses. These responses indicated a 37 minute commute, on average, with “own auto,” “Vanke shuttle,” and “rail” being about equal as the most popular modes of transportation.

COMMUNITY FACILITIES

*Note that respondents could indicate multiple modes of travel for each community facility use.

For grocery shopping, driving and walking had the highest number of responses overall. Bike use appears to be limited and primarily for grocery shopping. Household types that included seniors indicated markedly more frequent exercise. Across all household types, walking is by far the most popular way reach to restaurants. Restaurant use per

month is slightly higher by “Adults Under 60” than by other groups. Across all community facilities and household types there were very few responses indicating “Shared auto” use. “Senior Only” households had no “own auto” or “shared auto” use responses for any community facility.

HOLIDAY TOWN CLUBHOUSE

Overall clubhouse use indicated by “Adults Under 60” and “Adults with Children” was much greater than other groups. Only one “Seniors Only” survey indicated clubhouse use. More households reported using the clubhouse to play badminton than for any other use. However, the pool had the highest number of uses per month. “Other” uses received the second highest number of total uses and uses per month.



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