MIT Questionnaire for Vanke Holiday Town

Sustainable Residential Development Handbook

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

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？请按照重要性排列以下选项，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_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 □

您自己的私家车吗？有□ 没有□ 您在那里停车？

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□ 沿街边停车位□ 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 □

您的家庭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）

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）

Community Facilities

<table>
<thead>
<tr>
<th>Frequency Per month</th>
<th>Travel Time</th>
<th>Modes Own Auto</th>
<th>Shared Auto</th>
<th>Bike</th>
<th>Walk</th>
<th>Taxi</th>
<th>Bus</th>
<th>Vanke Shuttle</th>
<th>Other Shuttle</th>
<th>Rail</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery Shopping</td>
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<td>Exercise</td>
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<td>Restaurant (mostly used)</td>
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<td>School</td>
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<td>College</td>
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</tbody>
</table>

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:__________

您是否想与麻省理工学院的研究生谈谈吗？是 否

如果您感兴趣，请留下您的姓名 电话 住址

field trip | january 2006 137
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**

<table>
<thead>
<tr>
<th>Household</th>
<th>Total</th>
<th>Adults Under 60</th>
<th>Adults with Child(ren)</th>
<th>Adults and Seniors</th>
<th>Adults, Seniors, and Children</th>
<th>Seniors Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Respondents</td>
<td>376</td>
<td>137</td>
<td>140</td>
<td>39</td>
<td>41</td>
<td>19</td>
</tr>
<tr>
<td>Percent of Total</td>
<td>100%</td>
<td>36%</td>
<td>37%</td>
<td>10%</td>
<td>11%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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.