Translated Semi-Structured Interview Guide — Territorial Intelligence and Residential Choice (Casablanca)

Opening script and consent

Item	Text
Script	Thank you for taking the time to meet today. This interview explores how people choose neighbourhoods in Casablanca and how information — including city open data, planning documents and project maps — shaped your move. The interview lasts about 45–60 minutes.
Voluntariness and withdrawal	Your participation is voluntary; you may skip any question or stop at any time without penalty.
Confidentiality and data	With your permission, we will audio-record to ensure accuracy. We do not store exact addresses; data are pseudonymised and processed under Moroccan Law 09-08 and GDPR-aligned principles. Audio files are deleted after transcription.
Consent prompts	Do you agree to participate? Do you consent to audio recording?
Contacts	For questions about the study or data protection: [Dr Zakaria Belabbes, Zakaria.belabbes@uit.ac.ma].

Participant metadata sheet

Field	Value / Options
Interview ID	
Date / Time / Mode	
Interviewer	
Location (neighbourhood/venue)	
Language	
Participant age band	
Tenure	Renter / Owner (mortgage) / Owner (no mortgage) / Other
Income band (MAD)	<4,000; 4–7,999; 8–11,999; 12–19,999; 20–29,999; ≥30,000; Prefer not say
Move origin	Intra-urban / Newcomer

Current area type	Central/transit-rich; First-ring; Peripheral
Tram ≤10 min walk	Yes/No
Monthly housing payment (opt.)	
Commute time (one way, min)	
Self-assessed data use	Low / Medium / High
Planning awareness before move	Yes/No (details)

Interview modules

1. Warm-Up And Timeline (5–7 min)

Element	Content	
Core question	Could you walk me through your most recent move — when it happened, from where to where who moved, and what triggered it?	
Probes	Life events (job, family), satisfaction/dissatisfaction with previous place, time pressure, search duration, who was involved.	
Variables	Move origin; Reasons for moving; Search duration; Budget_Constraint (narrative); Price_Salience	

2. Preferences And Trade-Offs (H1)

Element	Content	
Core question	Before you started searching, what mattered most to you in a home and in a neighbourhood? If you had to pick three priorities, which and why?	
Probes	Price/affordability; size/rooms; proximity to work/schools; tram/transit access; walkability; shops; green space; perceived safety; noise/pollution; ‘vibe’; social mix; parking; density/calm.	
Follow-up	What compromises did you end up making? Which priorities could not be met?	
Variables	Preference_Score; Price_Salience; Pref_Location_Match (narrative)	

3. Information Behaviour And TI (8–10 min)

Element	Content	

Core question	What information sources did you use to compare neighbourhoods and housing options? How did you use city open-data dashboards, planning documents, risk/amenity maps, or collaborative maps?	
Probes	Official portals; planning/transport plans; crime/schools/pollution; real-estate platforms; who recommended sources; how often; on phone vs. computer; sharing with family; screenshots/bookmarks.	
Timing and experience	At what stage did you use them (start, during viewings, just before decision)? Was anything hard to understand? Did you feel information overload? How much did you trust official sources?	
Mechanism	Did the information change your short-list or confirm your choice? Did it help 'future-proof' your decision (e.g., expected tram access, reduced risk)?	
Variables	DataUse_Count (qual. detail); Info_Timing; Info_Overload; Trust_PublicData	

4. Planning Awareness And Futures (6–7 min)

Element	**Content**	
Core question	Before moving, were you aware of any projects near your chosen area (tram extension, road scheme, park, zoning change, area redevelopment)?	
Probes	How did that awareness affect expectations about accessibility, noise, prices, or environmental risks? Did you verify via meetings or official sites?	
Variables	Planning_Awareness; Plan_Influence	

5. Social Anchoring And Advice (6–7 min)

Element	**Content**	
Core question	Who else influenced your decision (family, friends, colleagues)? In what ways?	

Proximity	Did being near relatives/friends matter (childcare, support, belonging)? Any neighbourhood recommendations from your network?	
Norms	Did you feel that ‘people like me’ choose this area?	
Variables	Social_Influence_Index; ‘Moved-to-be-closer’ (binary)	

6. Outcome, Satisfaction and Match (6–8 min)

Element	**Content**	
Core question	Why did you ultimately choose this area (central/transit-rich vs. peripheral)?	
Satisfaction	Looking back, how satisfied are you with your home and neighbourhood? What works well and what would you change? Any surprises after moving (e.g., new ring road, noise, flooding risk)?	
Alignment	To what extent does the place match your initial priorities? If you had clearer or differently presented information, would you have chosen differently? What format would have helped?	
Variables	CentralChoice; Satisfaction; Pref_Location_Match; behavioural design needs for TI	

7. Equity and Access to TI (4–5 min)

Element	**Content**	
Core question	Did cost constraints limit your options? Did you face any difficulties accessing or understanding official information (digital access, language, jargon)?	
Improvements	What would make TI more accessible and useful to you (plain-language summaries, scenario maps, mobile-friendly tools, community workshops)?	
Variables	Budget_Constraint; Income_Band (context); Info_Overload; Trust_PublicData	

8. Wrap-up (2–3 min)

Element	Content	
Closing	Is there anything else you'd like to add? May we contact you for transcript checks or follow-up?	
Thanks	Thank you for sharing your experience.	

Translated Questionnaire

0) Participant information and informed consent

Item	Text
Purpose	This study examines how preferences, social influences, and territorial intelligence (TI)—including open data, planning documents, and project maps—shape neighbourhood choice and post-move satisfaction.
Voluntary participation	Your participation is voluntary; you may skip any question or stop at any time without penalty.
Data protection	We collect no exact street addresses or GPS (district/neighbourhood only). Data are pseudonymised and stored securely. If you share contact details for a follow-up interview, they are stored separately and deleted after follow-up.
Legal basis	We comply with Moroccan Law 09-08 on personal data and GDPR-aligned principles (purpose limitation, minimisation, access/erasure rights). Supervisory authority: CNDP.
Risks/benefits	Minimal risk. Findings will help improve citizen-facing planning information.
Contacts	PI/Data Protection contact: [Name], [email], [phone].

Consent (required)	I have read the information and agree to participate. ☐ Agree ☐ Decline (End)

Definitions

Term	**Plain definition**
Territorial Intelligence (TI)	Use of spatial/official information for housing decisions: city open-data dashboards, planning documents (zoning, development plans), project maps (tram extensions, streetscape works), risk/amenity indicators (crime, school quality, flood/pollution), and collaborative maps/apps.
Central / transit-rich area	Dense inner-city or first-ring neighbourhoods with strong tram/BRT or similar transit access and high amenity proximity.
Peripheral area	Lower-density outlying communes/areas with limited access to high-capacity transit.

Screener / Eligibility

Code	**Question**	**Options/Route**
S1	Age	<18 (End); 18–24; 25–34; 35–44; 45–54; 55–64; 65+
S2	Currently living in Greater Casablanca?	Yes; No (End)
S3	Month/Year moved into current home	__ / 20__ (End if > 5 years ago)
S4	Did you personally take part in the housing/neighbourhood choice?	Yes; No (End)
S5	Consent confirmed (from above)	Yes; No (End)

A) Household profile (controls)

Code	Question	Options
A1	Gender	Woman; Man; Prefer not say
A2	Age band	18–24; 25–34; 35–44; 45–54; 55–64; 65+
A3	Employment status	Employee; Self-employed; Student; Not working/retired; Other
A4	Education	Primary; Lower secondary; Upper secondary; Tertiary (1–2 yrs); Bachelor/Master; Doctorate
A5	Household size / Children <18	__ persons / __ children
A6	Monthly household income (MAD)	<4,000; 4–7,999; 8–11,999; 12–19,999; 20–29,999; ≥30,000; Prefer not say
A7	Tenure (current dwelling)	Renter; Owner (mortgage); Owner (no mortgage); Provided by family/employer
A8	Move origin	Another Casablanca neighbourhood (intra-urban); Another city/country (newcomer)
A9	Former neighbourhood/city (generic only)	_____
A10	One-way commute time to main job (minutes)	__ (☐ Not applicable)

B) Decision context

B1 Likert scale: 1 Not important · 2 · 3 · 4 · 5 Very important

Code	Reason	1	2	3	4	5
B1a	Job/career	☐	☐	☐	☐	☐

B1b	Marriage/relationship change	☐	☐	☐	☐	☐
B1c	Children/schooling needs	☐	☐	☐	☐	☐
B1d	Need for more space	☐	☐	☐	☐	☐
B1e	Housing cost/price	☐	☐	☐	☐	☐
B1f	Proximity to family/friends	☐	☐	☐	☐	☐
B1g	Neighbourhood quality/livability	☐	☐	☐	☐	☐

Code	**Question**	**Response**
B2	Importance of housing cost in your decision (overall)	1–5 Likert (importance)
B3	"My budget strongly constrained my choice."	1–5 Likert (agreement)
B4	Monthly housing payment (rent/mortgage, MAD): __ (☐ Prefer not say)	
B5	Search duration before decision: ☐ <1 mo ☐ 1–3 mo ☐ 4–6 mo ☐ >6 mo	

C) Residential preferences (H1)

Scale: 1 Not important · 2 · 3 · 4 · 5 Very important

Code	**Attribute**	**1**	**2**	**3**	**4**	**5**
C1	Price/affordability	☐	☐	☐	☐	☐
C2	Size/rooms	☐	☐	☐	☐	☐
C3	Proximity to work	☐	☐	☐	☐	☐

C4	Proximity to schools/education	☐	☐	☐	☐	☐
C5	Access to tram/transit	☐	☐	☐	☐	☐
C6	Parking/car convenience	☐	☐	☐	☐	☐
C7	Shops/leisure nearby	☐	☐	☐	☐	☐
C8	Parks/green space	☐	☐	☐	☐	☐
C9	Perceived safety	☐	☐	☐	☐	☐
C10	Low noise/air pollution	☐	☐	☐	☐	☐
C11	Neighbourhood “vibe”/identity	☐	☐	☐	☐	☐
C12	Social mix/diversity	☐	☐	☐	☐	☐
C13	Air quality/environment	☐	☐	☐	☐	☐
C14	Walkability (daily needs on foot)	☐	☐	☐	☐	☐
C15	Urban density (lively vs. calm)	☐	☐	☐	☐	☐

D) Social influence (H1)

Scale: 1 Strongly disagree · 2 · 3 · 4 · 5 Strongly agree

Code	**Statement**	**1**	**2**	**3**	**4**	**5**
D1	Family/friends’ opinions influenced my choice of neighbourhood.	☐	☐	☐	☐	☐
D2	I wanted to live close to relatives/friends for everyday support.	☐	☐	☐	☐	☐

D3	Colleagues/acquaintances recommended this neighbourhood.	☐	☐	☐	☐	☐
D4	I felt that “people like me” choose this kind of area.	☐	☐	☐	☐	☐
D5	I moved primarily to be closer to family/friends.	☐	☐	☐	☐	☐

E) Information use and Territorial Intelligence (H2, H3)

E1. Intensity of use of each information source

Scale: 1 Not used · 2 Rarely · 3 Sometimes · 4 Often · 5 Used extensively

Code	**Source type**	**1**	**2**	**3**	**4**	**5**
E1A	Public open-data dashboards / city geospatial portals	☐	☐	☐	☐	☐
E1B	Planning documents (zoning, development/transport plans)	☐	☐	☐	☐	☐
E1C	Official neighbourhood indicators (crime, school ratings, flood/pollution)	☐	☐	☐	☐	☐
E1D	Real-estate platforms (prices/market histories)	☐	☐	☐	☐	☐
E1E	Collaborative maps/apps (citizen maps, reputable local groups)	☐	☐	☐	☐	☐

E2–E3 and E6–E7. Perceptions (Scale: 1 Strongly disagree … 5 Strongly agree)

Code	Statement	1	2	3	4	5
E2	I felt well-informed about differences across neighbourhoods.	☐	☐	☐	☐	☐
E3	Before moving, I was aware of urban projects/infrastructure affecting my chosen area.	☐	☐	☐	☐	☐
E6	I experienced information overload during the search.	☐	☐	☐	☐	☐
E7	I trust official sources (portals, plans, maps).	☐	☐	☐	☐	☐

E4–E5. Awareness and influence by project type

Awareness scale: 1 Not aware … 5 Very aware; Influence scale: 1 Not at all … 5 Decisive

Code	Project type	Aw 1	Aw 2	Aw 3	Aw 4	Aw 5	Inf 1	Inf 2	Inf 3	Inf 4	Inf 5
E4a	Tram extension	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
E4b	Street/traffic scheme	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
E4c	New park/public facility	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
E4d	Zoning change / redevelopment	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
E4e	Flood/noise mitigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

E8. When did you use information sources? (tick all that apply)

Code	Stage	Tick
E8a	At the start of the search	☐
E8b	During property viewings	☐
E8c	Right before the decision	☐
E8d	After signing (late awareness)	☐

F) Choice outcome

Code	Question / Options
F1	Type of area chosen: ☐ Central/dense and transit-rich ☐ First-ring, reasonably served ☐ Peripheral/outlying (CentralChoice = 1 if first two; else 0)
F2	Current district/neighbourhood (no exact address): _____
F3	Approx. distance to city centre (km) or time to Place Mohammed V (min): __ km / __ min
F4	Dwelling type: ☐ Apartment ☐ Terraced house ☐ Detached house ☐ Other
F5	Tenure (confirm): ☐ Renter ☐ Owner (mortgage) ☐ Owner (no mortgage) ☐ Other
F7	Walk ≤10 minutes to tram? ☐ Yes ☐ No ☐ Not applicable

F8–F9. Satisfaction and preference–location match

Satisfaction scale: 1 Very dissatisfied … 5 Very satisfied; Match scale: 1 Not at all … 5 Perfectly

Code	Item	1	2	3	4	5
F8	Overall satisfaction	☐	☐	☐	☐	☐

	with your home and neighbourhood					
F9	“My priorities fit this place.” (preference–location match)	☐	☐	☐	☐	☐