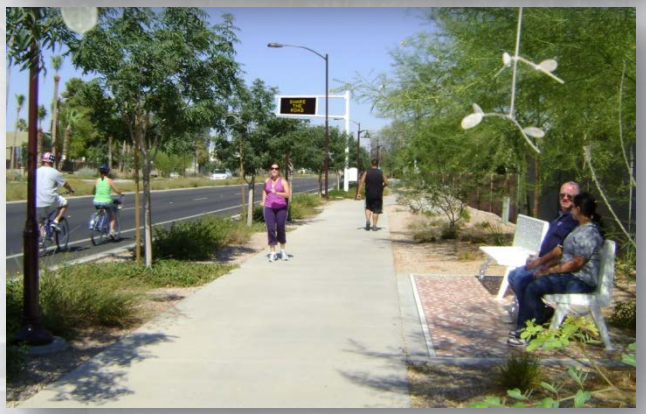
2013/2014 MAG Transportation Survey Topline Results



TRC

January 30, 2014

Eileen Yazzie – MAG

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MAG Transportation Survey Timeline

Questionnaire Development Phase

- Regional Council: October 23rd
- Online discussion bulletin boards: Early November
- Stakeholder Meeting: November 20th

Quantitative Data Collection/Analysis Phase

- Finalized survey instrument: November 26th
- Data Collection: December 4th to December 31st
- Top line: Second week of January 2014
- Full report: End - January 2014

Sample – MAG Region High Efficacy Voters

- High efficacy voter = voted at least three times in the last five elections (every two years, does not include local elections).
- Voters between the ages of 18 to 24 were required to have voted at least once.
- As a result of specifically targeting high efficacy voters, the demographic makeup of the sample skews *1) older in age and 2) Caucasian*, compared to a representative sample of all residents in the region or general voters.

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Demographics and Respondent Background

Demographic Category	Total n=602
Gender	
Male	49%
Female	51%
Ethnicity	
Caucasian	82%
Hispanic	3%
African American	2%
Asian	2%
Other	6%
Refused	7%
Education level	
College degree or higher	50%
Some college	34%
High school or less	13%

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Demographics and Respondent Background

Demographic Category	Total n=602
Age	
Under 55	32%
55 and over	68%
Political Affiliation	
Republican	48%
Democrat	30%
Independent	8%
Other	15%
Annual Household Income	
Under $50K	29%
$50K-$100K	28%
Over $100K	20%
Refused	22%

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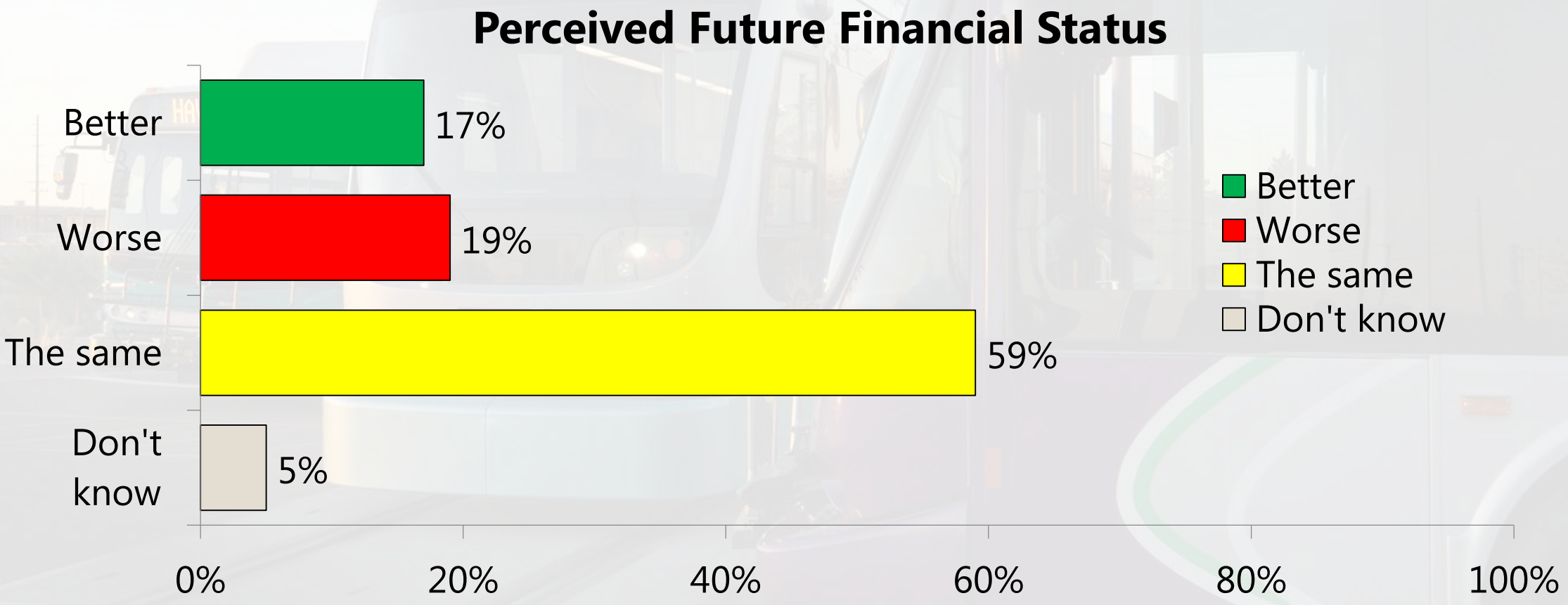
D1. Thinking about the future, do you think you/your family will be in a better or worse financial place next year or will it remain the same?



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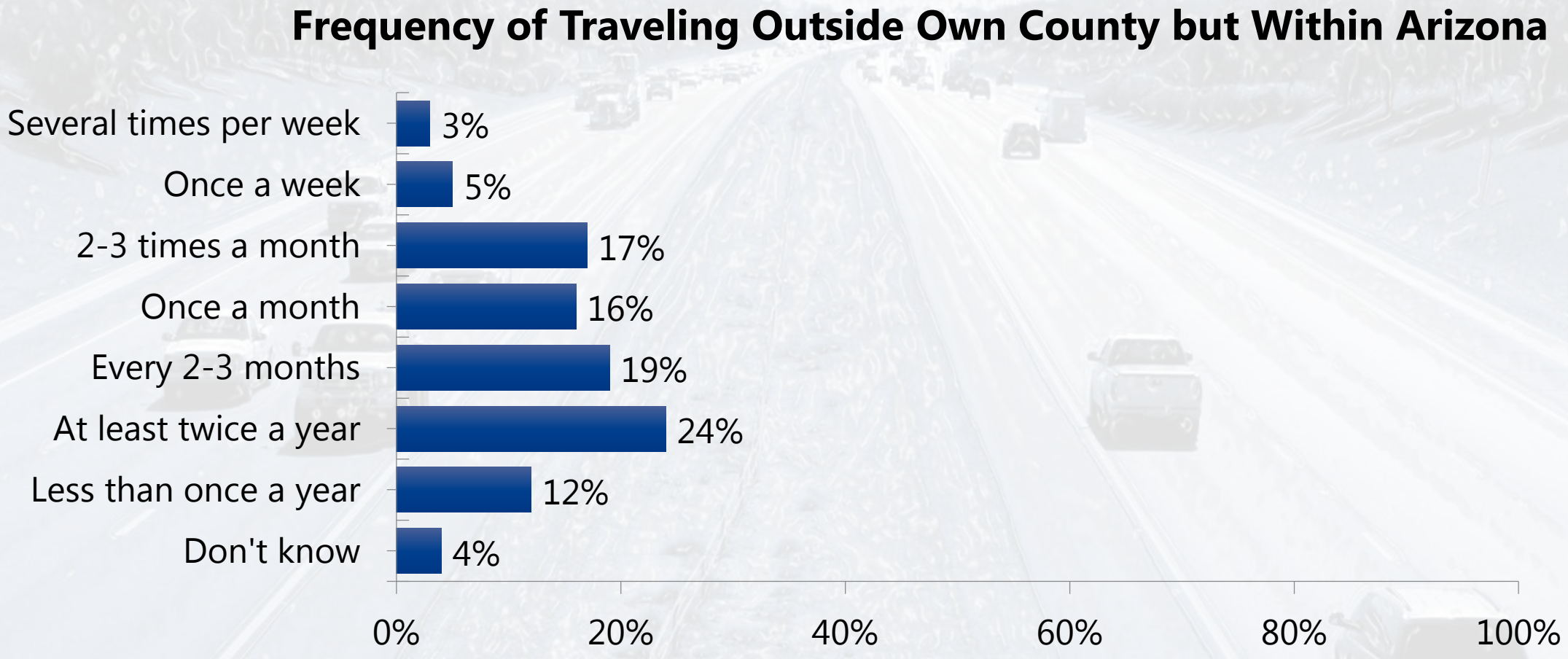
D2. How often do you travel within the state of Arizona, but outside of your county of residence? Would you say…



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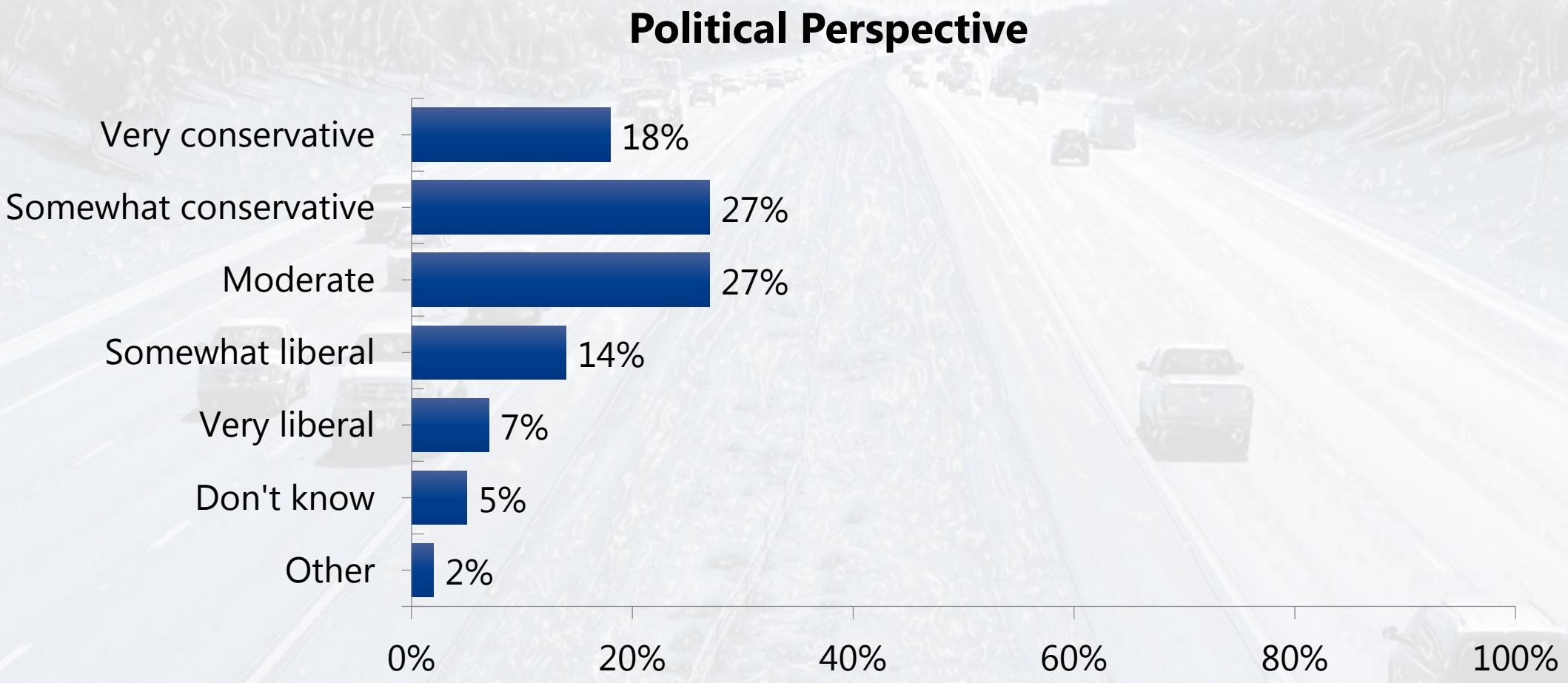
D3. Which of the following best describes your political perspective? Would you say…



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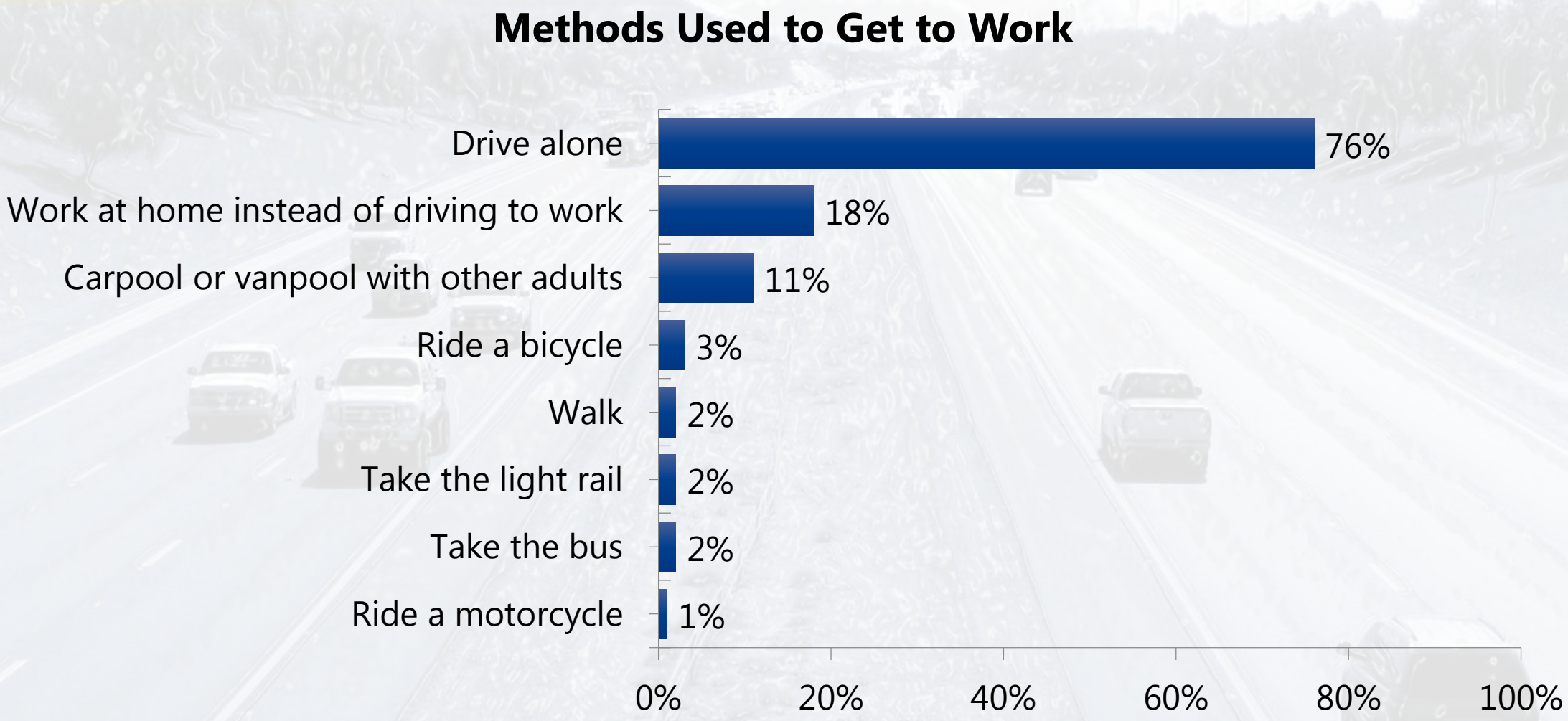
Q3. During a typical week, which of the following methods do you use to get to work? Do you . . . .?



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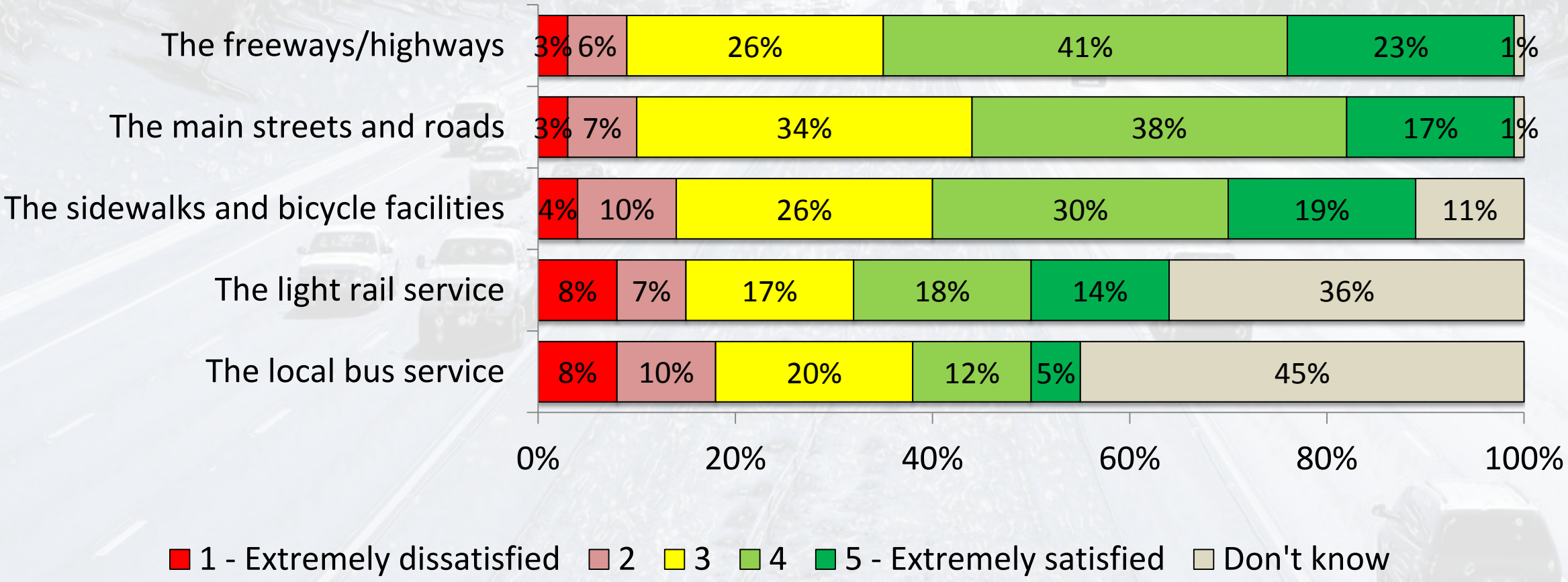
Q1. Using a scale of 1 to 5, where 1 means extremely dissatisfied and 5 means extremely satisfied, how satisfied are you with each of the following components of the transportation system in the greater Phoenix area. To start, how satisfied are you with. . .?



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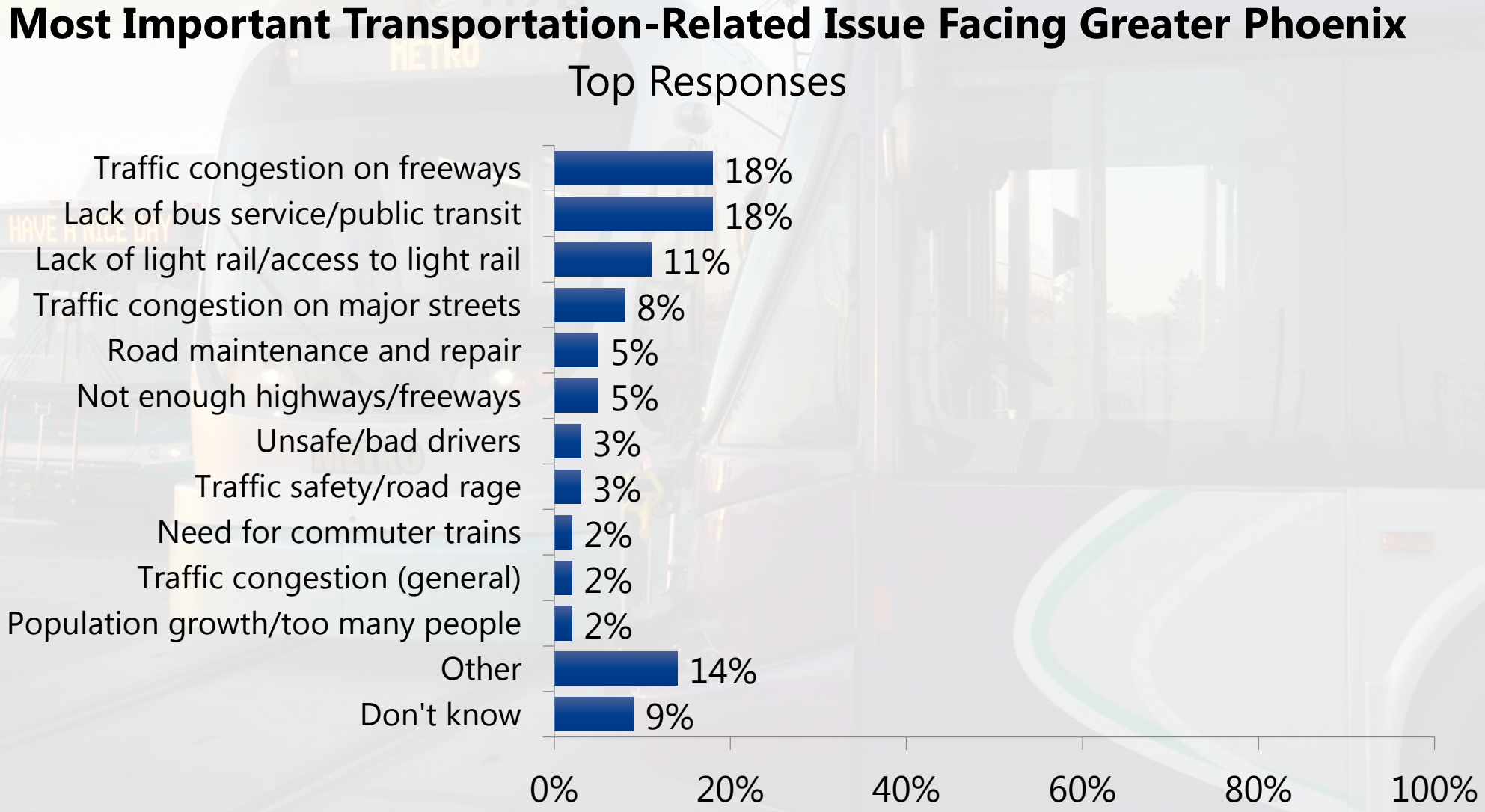
Q2. What do you think is the ONE most important transportation-related issue or problem in the greater Phoenix area today? (Open Ended)



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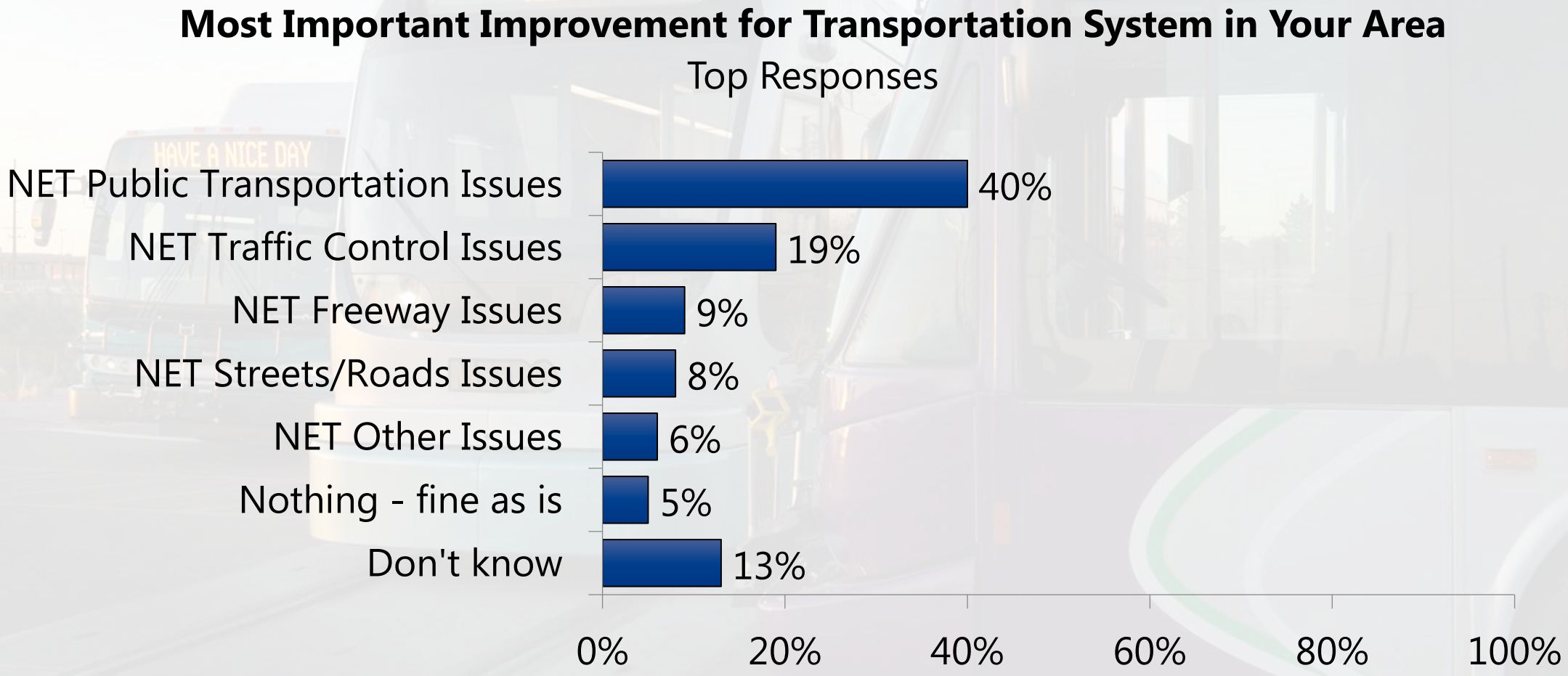
Q4. What do you feel is the ONE most important thing that could be done to improve transportation problems in your area? (Open Ended)



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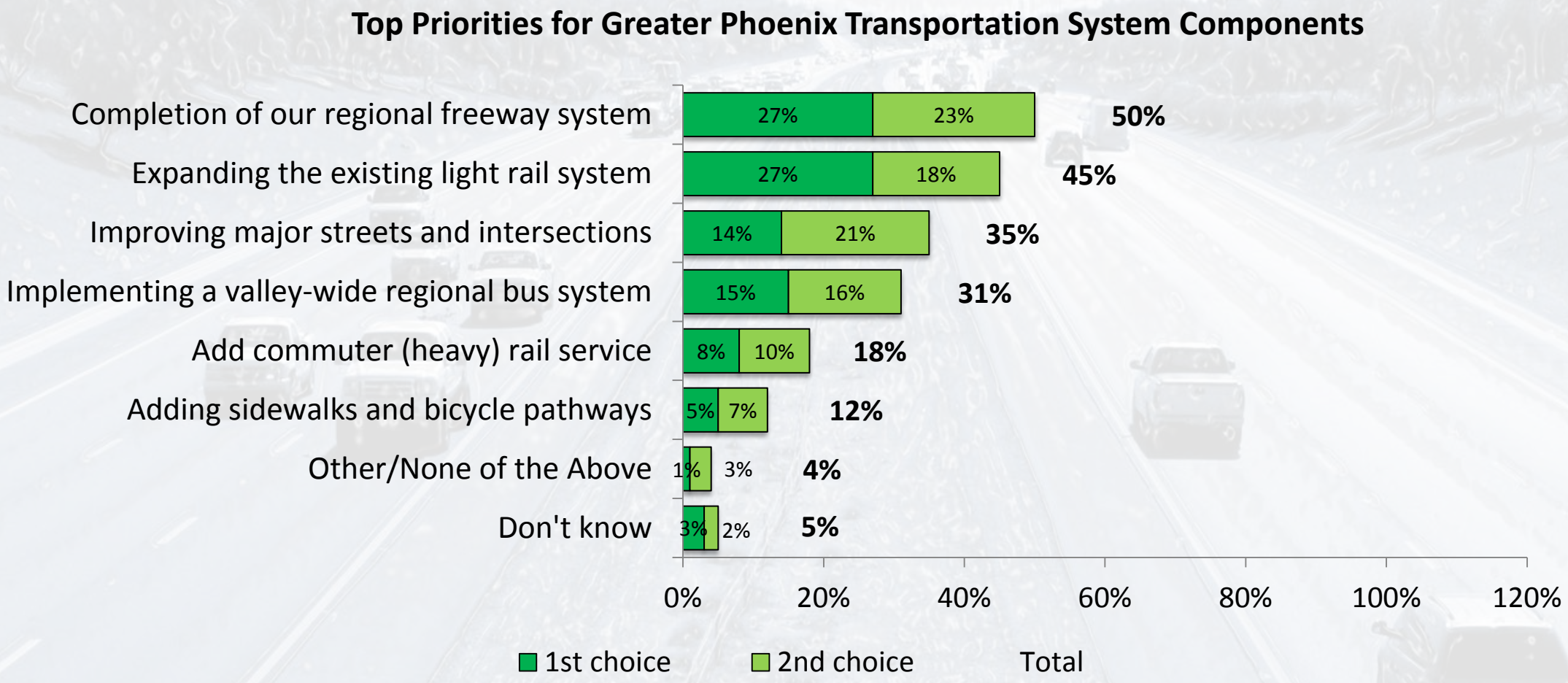
Q5. Of the following six components of the transportation system, which one do you think should be the number one priority for the greater Phoenix area? Of the remaining items, which one should be the second highest priority?



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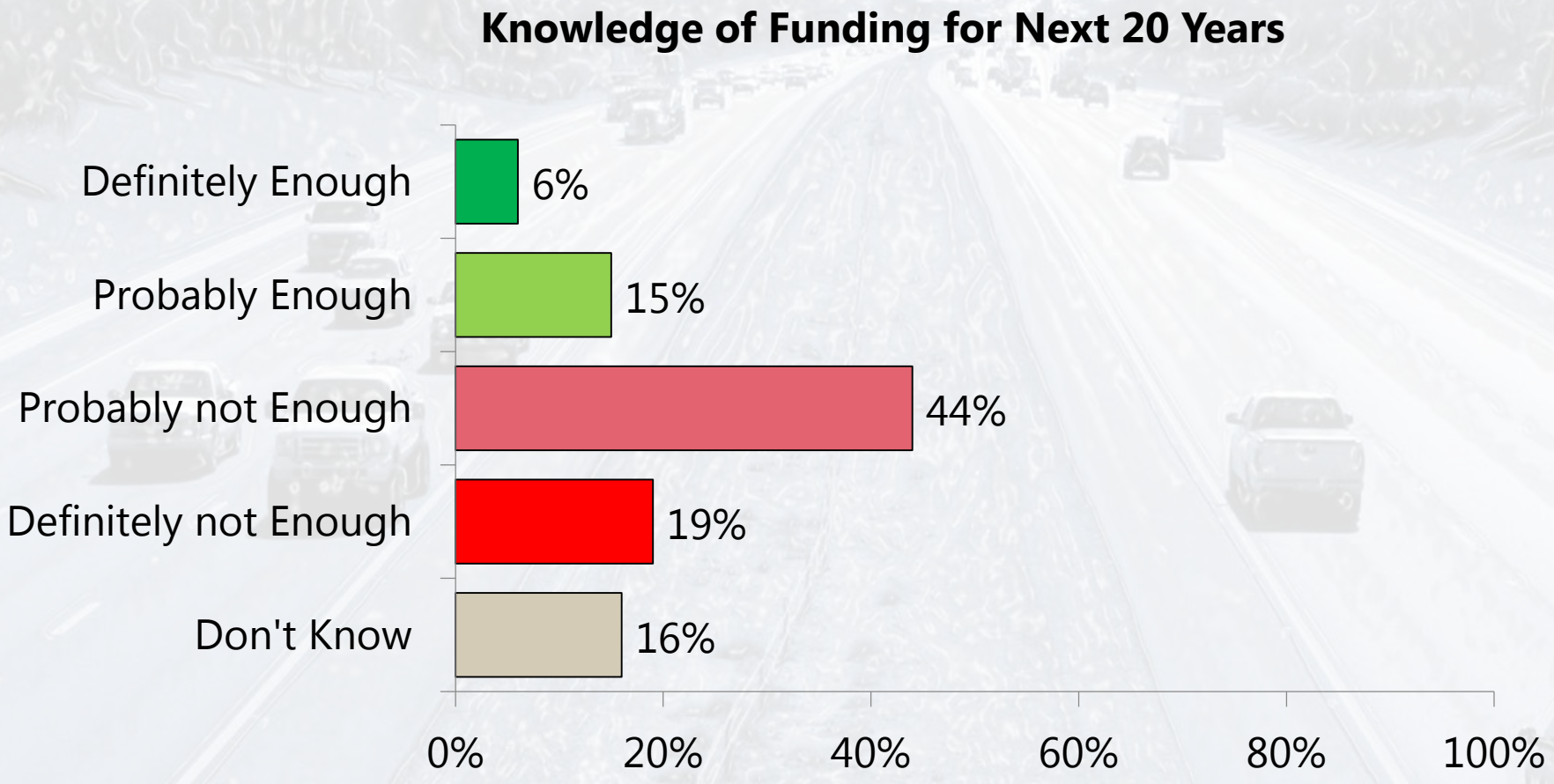
Q6. Next, as far as you know, is there definitely, probably, probably not, or definitely not enough funding available to cover needed transportation improvements in the greater Phoenix area over the next 20 years?



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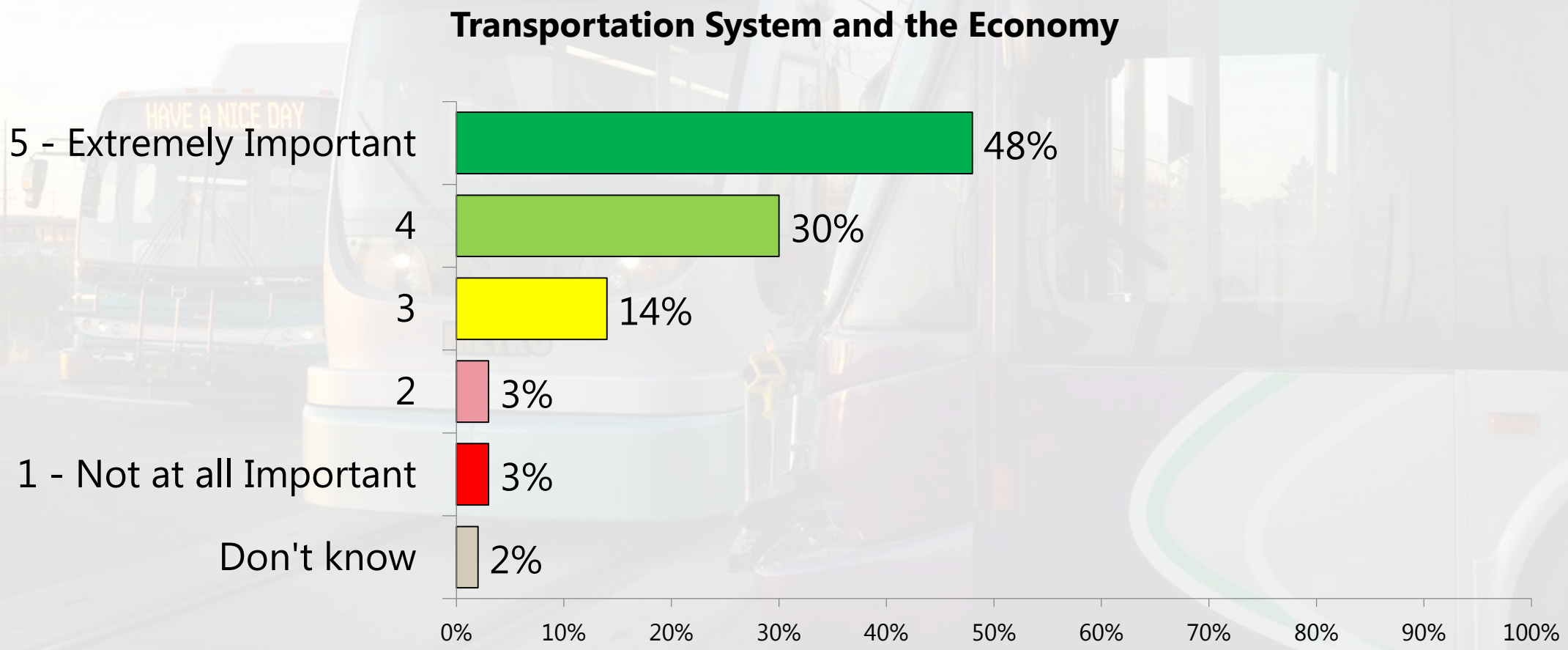
Q7. How important is the regional transportation system for the Greater Phoenix area's economy? Please use a 1 to 5 scale where 1 means not at all important and 5 mean extremely important.



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Preamble

I am going to read some information to you and then ask you some questions based on this information.

Our transportation system primarily relies on gas taxes and dedicated sales taxes for funding. The Arizona gas tax has been 18 cents a gallon since 1991, which means that the purchasing power of the gas tax is almost 60 percent less due to inflation and increased fuel economy. The 20-year transportation sales tax for Maricopa County, which ends in 2025, is expected to generate 40 percent less than projected due to the recession. Because of lower revenue, maintenance and expansion of major parts of the regional transportation system have been delayed indefinitely.

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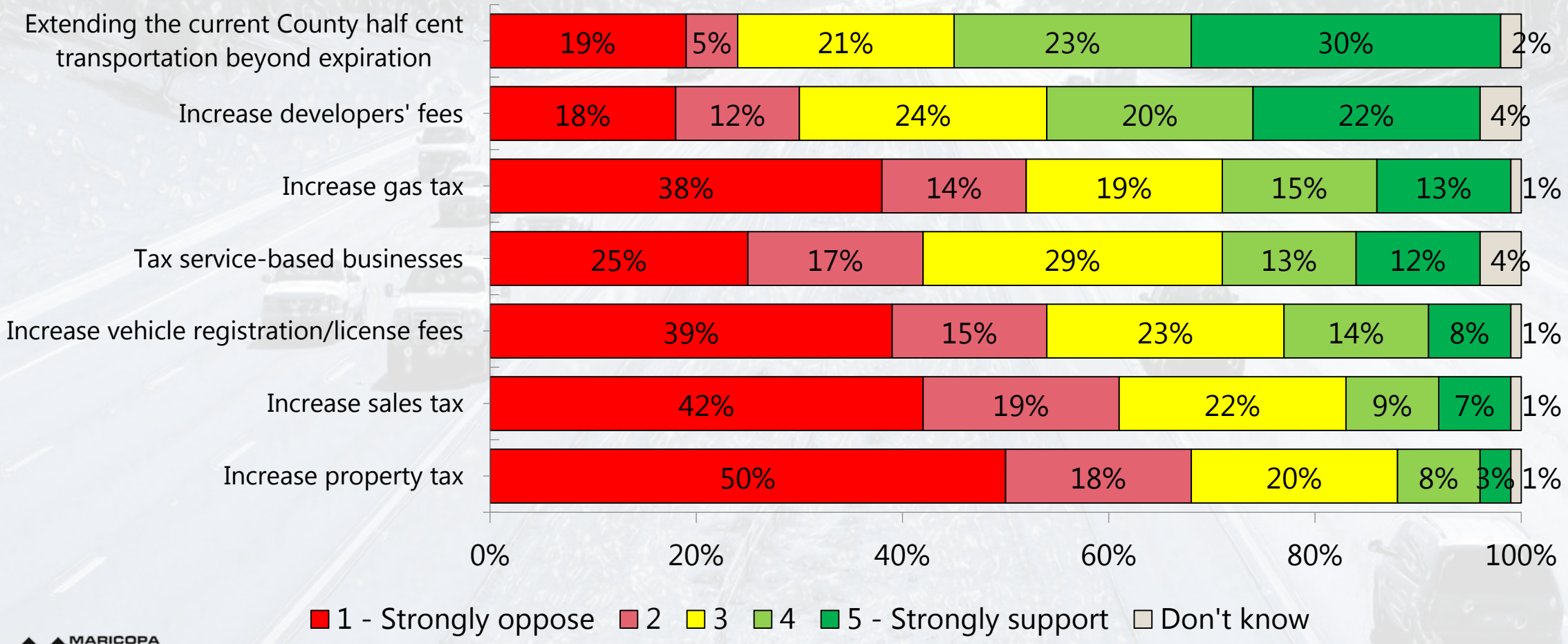
Q8. Based on that information, using a 1 to 5 scale where "1" means you "strongly oppose" an option and "5" means you "strongly support" an option, please rate your level of support for each proposed funding option to improve the transportation system in the greater Phoenix area.



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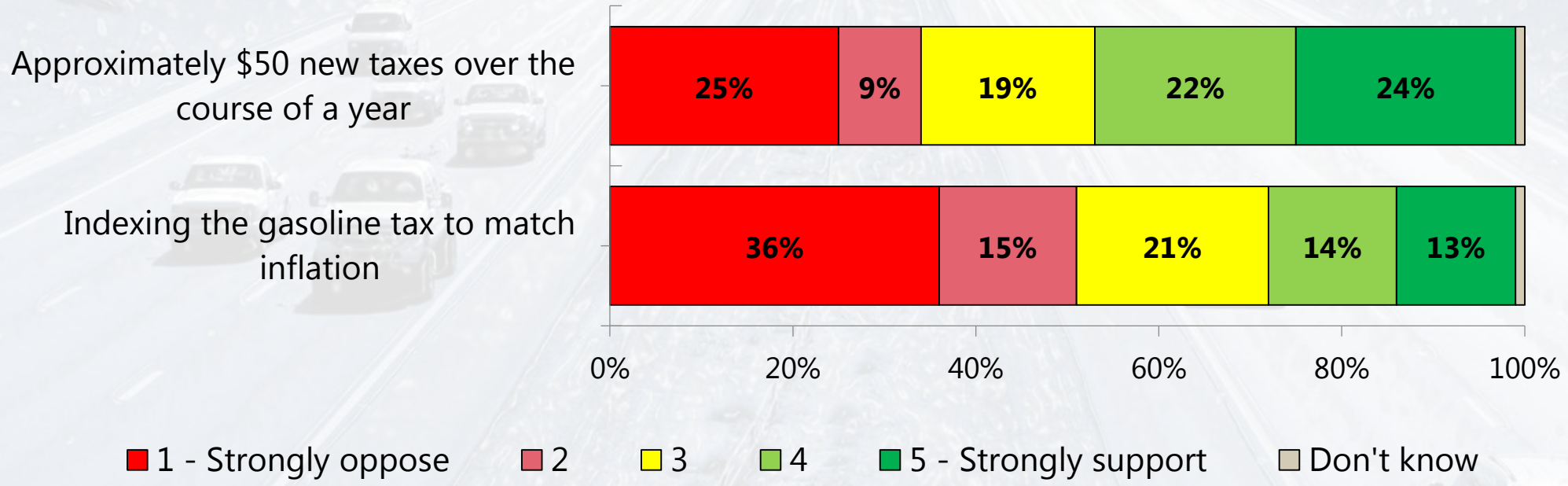
Q9. Using the same 1 to 5 scale, please rate your level of support for an increase in the taxes dedicated for transportation improvements if it would result in you paying approximately $50 more in taxes spread across the course of a year.

Q10. Again, using the same 1 to 5 scale, please rate your level of support for increasing the gas tax each year in the future to match the general inflation rate in order to fund transportation system improvements.



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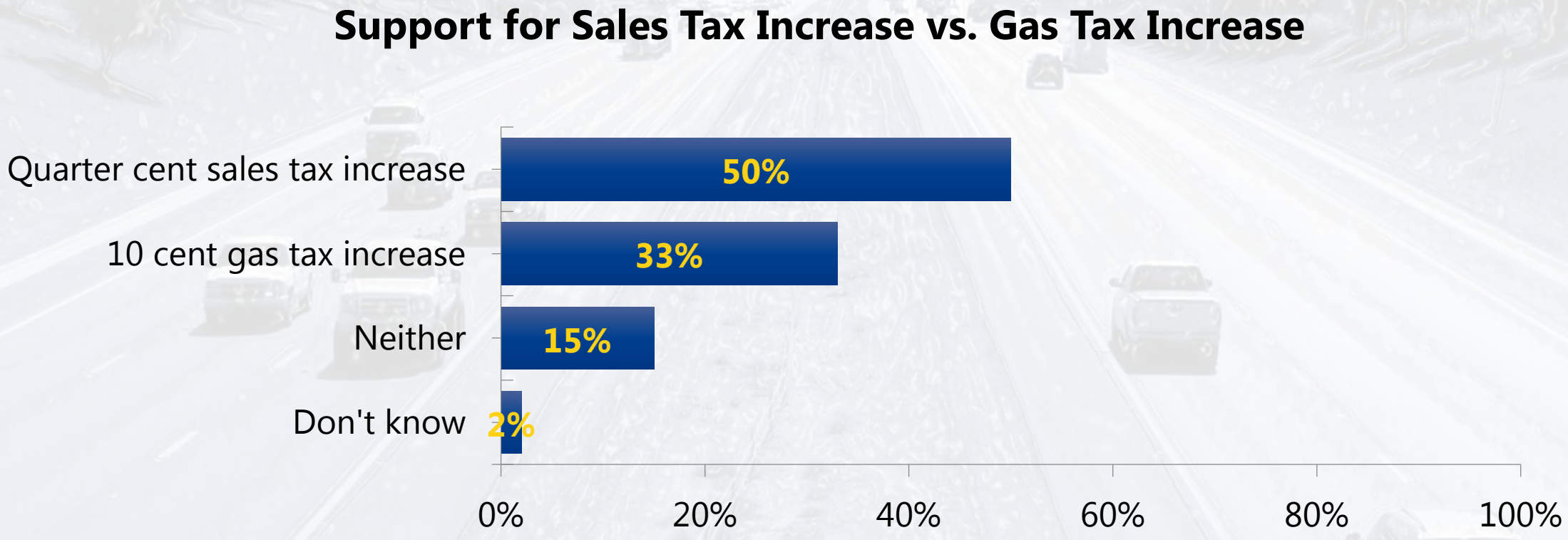
Q11. If you had a choice of paying this $50 more per year in the sales tax or gas tax, which is about a quarter of a cent increase in sales tax or a 10 cent increase per gallon in gas tax, which tax would you prefer?



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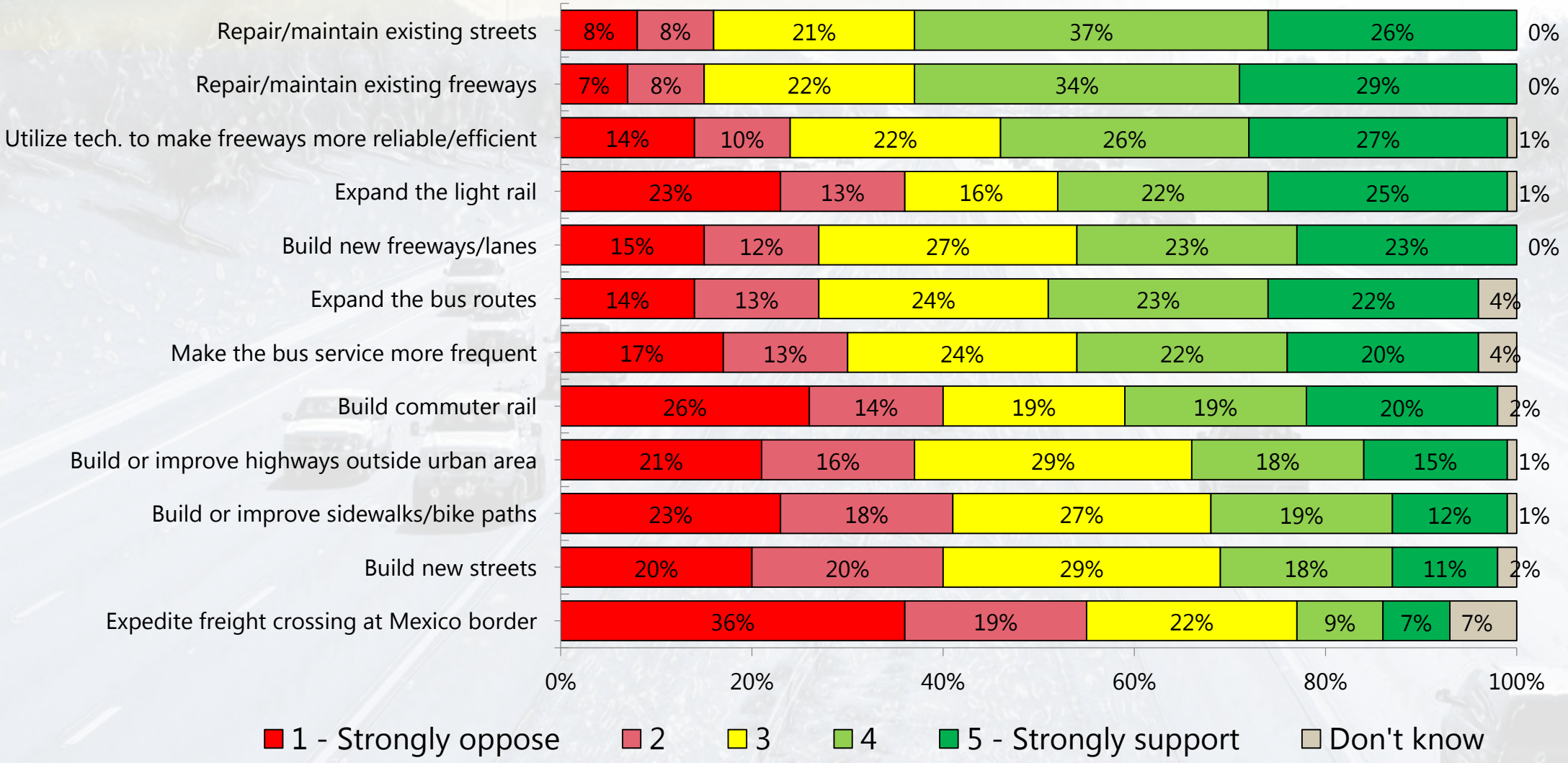
Q12. Using a 1 to 5 scale where "1" means "not at all supportive" and "5" means "very supportive," how supportive of additional taxes or fees would you be if the money would be used to…



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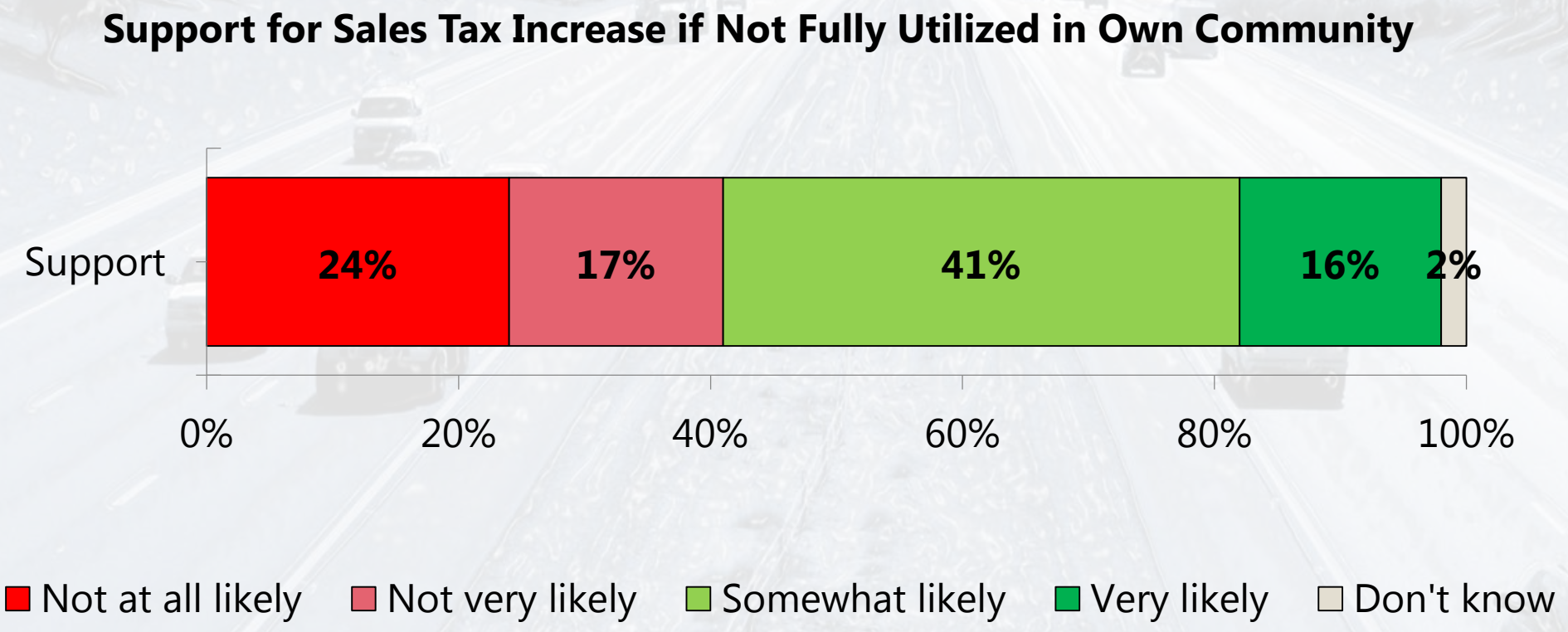
Q13. How likely are you to support a tax increase if all of the money is used for regional transportation projects that may not be in your community?



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Conclusions

- Voters don't appear to support any new taxes/fees
- Voters not overwhelmingly ready to support the extension of the existing ½ cent sales tax.
- Little interest/support for increasing the gas tax
- Many "undecided" or "middle of the road" = room for education
- Majority of the voters understand the link between transportation and the economy
- *This can be the foundation to build the case for the need for additional funds*

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Conclusions

- Many responses emphasized the need for public transportation improvements
- Satisfaction was high with freeways and roads/streets, but voters want additional funding to improve and maintain the existing freeways and streets.
- While improved public transportation is important by voters, they also recognize the importance of maintaining the existing roads.

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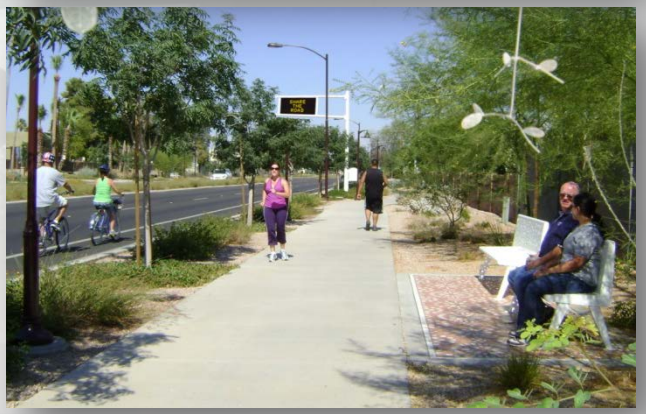

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