

**MARICOPA COUNTY, ARIZONA
REGIONAL TRANSPORTATION PLAN SURVEY**

August 2003

Prepared For:

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INTRODUCTION

This study was commissioned by HDR Engineering on behalf of the Maricopa Association of Governments Transportation Policy Committee. The primary purpose of this effort was to determine the attitudes and opinions of residents regarding extending Maricopa County's one-half cent transportation sales tax which expires in 2005.

The information contained in this report is based on in-depth telephone interviews conducted with 600 Maricopa County voters. Voter selection on this project was accomplished utilizing Arizona voter files.

All of the interviewing on this study was conducted between August 21 and 28, 2003. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on this study was conducted during an approximately equal cross-section of late afternoon, evening and weekend hours. This procedure was followed to ensure that all voters were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to six separate attempts -- on different days and during different times of day -- were made to contact each selected voter. Only after six unsuccessful attempts was a selected voter substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted, nor counted toward fulfillment of the total sample quotas.

All of the interviewing on this project was conducted at BRC's central location telephone facility located in Phoenix by means of Computer Assisted Telephone Interviewing (CATI). The Behavior Research Center uses the ACS-QUERY CATI system. The CATI system is a computer controlled interview that uses a tightly-integrated branching pattern to control cuing and display of contingent questions. This system allows for a more relaxed interview environment, while reducing the risks of coding error typically found with hard copy survey instruments. The system also performs internal consistency checks on survey variables and prompts interviewer staff to ask probe questions or clarify answers.

The CATI software maintains a record of call disposition. When a contact is established, the interviewer introduces her/himself and the study, selects the appropriate household member, and attempts to complete the interview with the designated voter. If the designated voter was not at home or if the call was at an inconvenient time, the interview was rescheduled.

One hundred percent of completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness.

As the data collection segment of this study was undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited and coded the interviews. Upon completion of coding a series of validity and logic checks were run on the data to ensure it was "clean" and representative of the sample universe.

All surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for this study is provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for this study is approximately +/-4.1 percent when the sample is studied in total (i.e., all 600). However, when subsets of the total sample are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)
600	4.1
400	5.0
200	7.1
100	10.0

The information generated from this study is presented in three sections. The first section, *Overview*, offers the primary findings of the study in a brief summary format. The second section, *Summary of the Findings*, reviews each study question in detail. The final section, *Appendix*, contains a copy of the survey questionnaire.

The Behavior Research Center has presented all of the data germane to the basic research objectives of this project. However, if HDR or the TPC requires additional data retrieval or interpretation, we stand ready to provide such input.

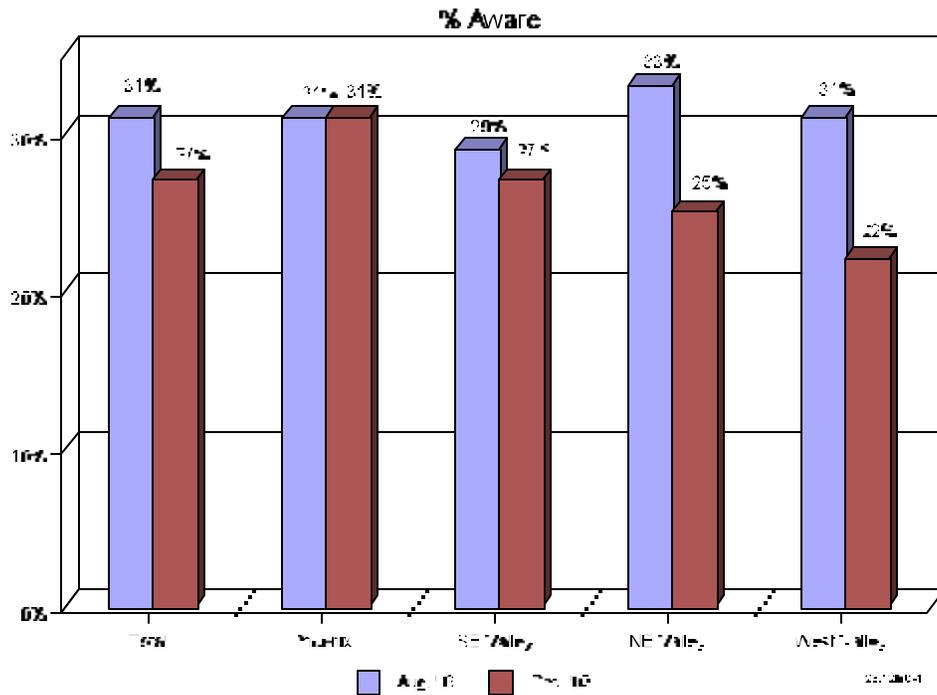
BEHAVIOR RESEARCH CENTER

OVERVIEW

- Awareness of funding expiration has risen marginally and now stands at 31 percent compared to 27 percent in December of 2002.

“In 1985, Maricopa County voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005 before I mentioned it just now?”

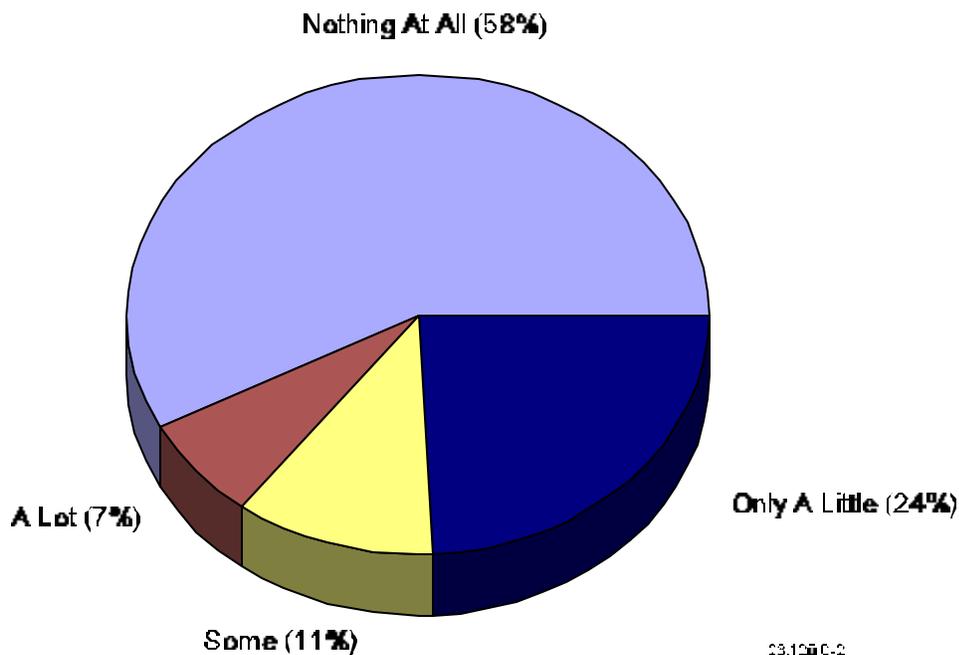
AWARE THAT PROP 300 (1985) FUNDING SET TO EXPIRE



- Awareness of the upcoming election registers at 42 percent, a level that is fairly uniform across all major voter subgroups and regions of the Valley. Only in the west Valley and among women and voters under the age of 35 does awareness fall below 40 percent.

“In May 2004, Maricopa County voters will be asked to vote on a proposition to extend the County's current 20-year, one-half cent transportation sales tax for an additional 20 years. Would you say you have heard a lot, some, only a little or nothing at all about this upcoming election and the transportation plan residents will be asked to vote on?”

AWARENESS OF UPCOMING ELECTION



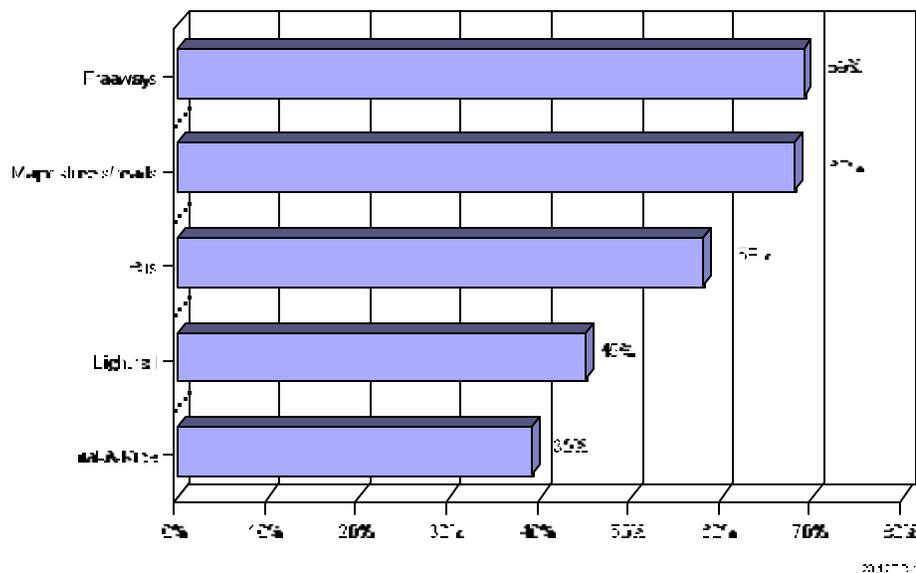
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- Transportation spending priorities place freeways, major street improvements and bus service at the top with six to seven in ten giving each high priority. Light rail and Dial-A-Ride services receive high priority ratings from a plurality (45% and 39%, respectively), while another fifth to a third rate each as “moderate” priorities. None of the five transportation elements is rated a low priority by even 30 percent of voters.

“Given the fact that the amount of money available for transportation improvements is limited, how much spending priority do you feel each of the following components of the Valley's transportation system should receive -- very high priority, high priority, moderate priority, low priority or very low priority?” (Sequence rotated)

OVERALL TRANSPORTATION SPENDING PRIORITIES

% Very High/High



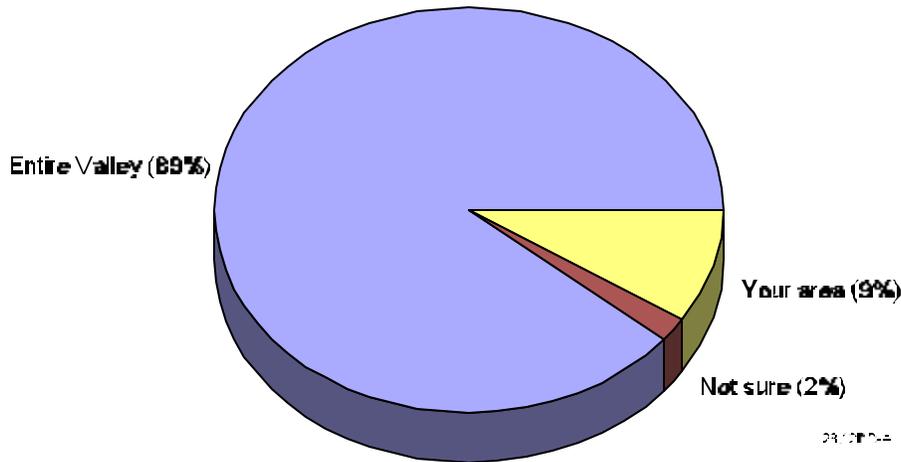
ALL VOTERS

	High Priority	Moderate Priority	Low Priority
Freeways	69%	23%	5%
Major streets/roads	68	26	4
Bus service	58	29	10
Light rail transit service	45	21	28
Dial-A-Ride service	39	35	16

- The strong priority assigned to freeways is driven principally by the views of upper income families and men. Within families in lower income segments, the priority given to freeways is noticeably lower, while the importance of streets and roads, bus and light rail service and Dial-A-Ride often exceeds the priority they assign to freeways.
- LOCAL VERSUS REGIONAL PRIORITY: By 89 to 9 percent, voters across the Valley favor a transportation system that improves how people get around the Valley over one that improves how people get around their area of the Valley.

LOCAL VS. REGIONAL PRIORITY

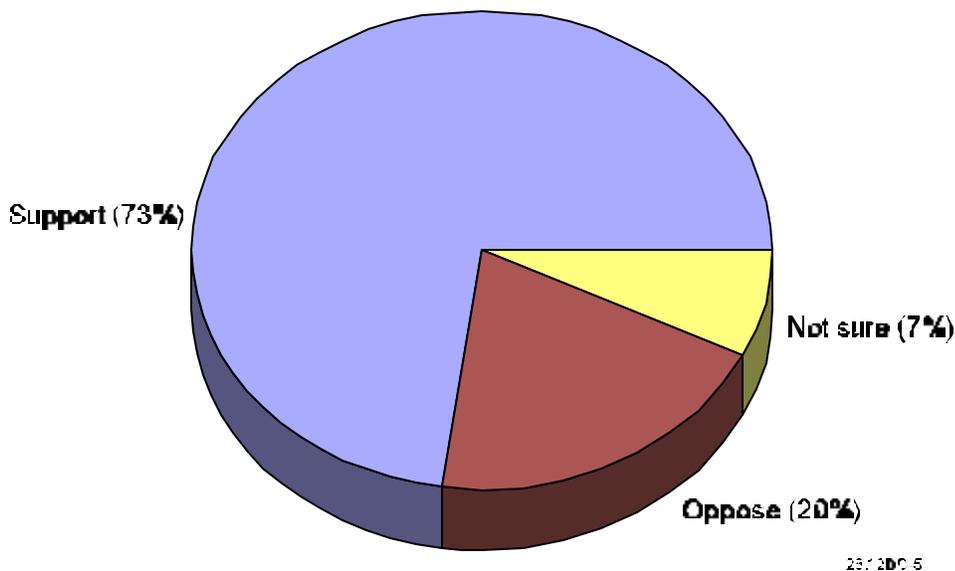
"As you may be aware, Maricopa County is one of the fastest growing areas in the nation. Planning a transportation system for this growth is a major challenge, and even with the extension of the one-half cent transportation sales tax, not all future needs can be met. With this in mind, which is most important to you – building a transportation system that improves how people get around the entire Valley, or building one that improves how people get around your area of the Valley?"



- Apportioning their money: By 73 percent to 20 percent, voters say they would support the transportation plan even if it did not return money to their area in direct proportion to its population so long as it meets regional transportation needs of the Valley as a whole.

**PLAN SUPPORT IF MONEY NOT
RETURNED DIRECTLY PROPORTIONATE
TO POPULATION**

"Would you support or oppose the transportation plan if it did not return money to your area directly proportionate to its population, but did meet the regional transportation needs of the Valley as a whole?"



- **TEST VOTE:** In December 2002, support for a generic extension of the sales tax totaled 78 percent, while 17 percent were opposed and five percent uncommitted.

In this August survey, which included a ballot that detailed five categories of spending, the “yes” vote declined to 73 percent and the “no” vote rose modestly to 20 percent.

Note that the “definite yes” vote declined to 30 percent in August from 43 percent in December.

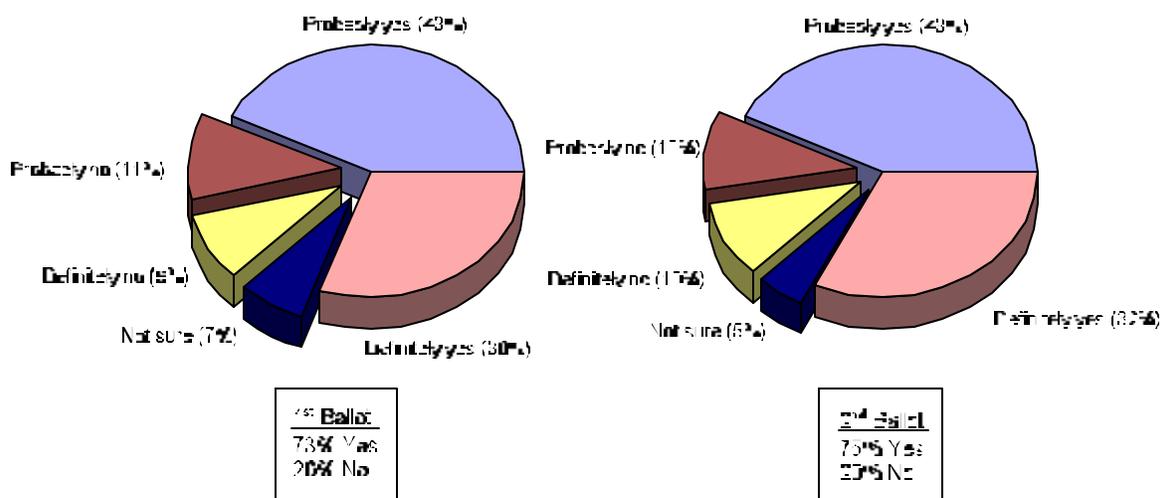
- **TEST-RETEST:** In the August survey, after voters had been exposed to various pro-con arguments, they were retested on the ballot item. This resulted in a small two-point increase in the “yes” vote (75%) but no change in the “no” vote. It appears that voter commitment to the overall plan and its various components tends to hold them in the “yes” column even when advised of some of the negative arguments that have been aired about the spending plan.

- In deciding whether to support the one-half cent sales tax extension, three-quarters rate as “very important” that it will fund improvements to reduce traffic congestion and improve Valley-wide transportation systems. Other factors, such as spurring economic development, funding of transportation projects in one’s community or population indexed spending, are of lesser importance to voters.

TEST VOTES ON ONE-HALF CENT EXTENSION

***This proposition would raise approximately 8 billion dollars over the next 20 years and be divided among six Valley transportation components in the following manner:**

- **62 percent to build new freeways and expand existing freeways**
- **14 percent to expand bus service**
- **13 percent to expand light rail transit service**
- **8 percent to improve major streets**
- **3 percent to expand Dial-A-Ride and van pool service**



- Voters were presented with statements for and against each of the main five elements of the plan: light rail, freeways, bus service, major streets and roads, and Dial-A-Ride. The purpose of the question series was two-fold: (1) to assess the impact of each argument, and (2) subsequent to the series, retest their vote to see if the array of pro-con arguments changed their vote. The results:

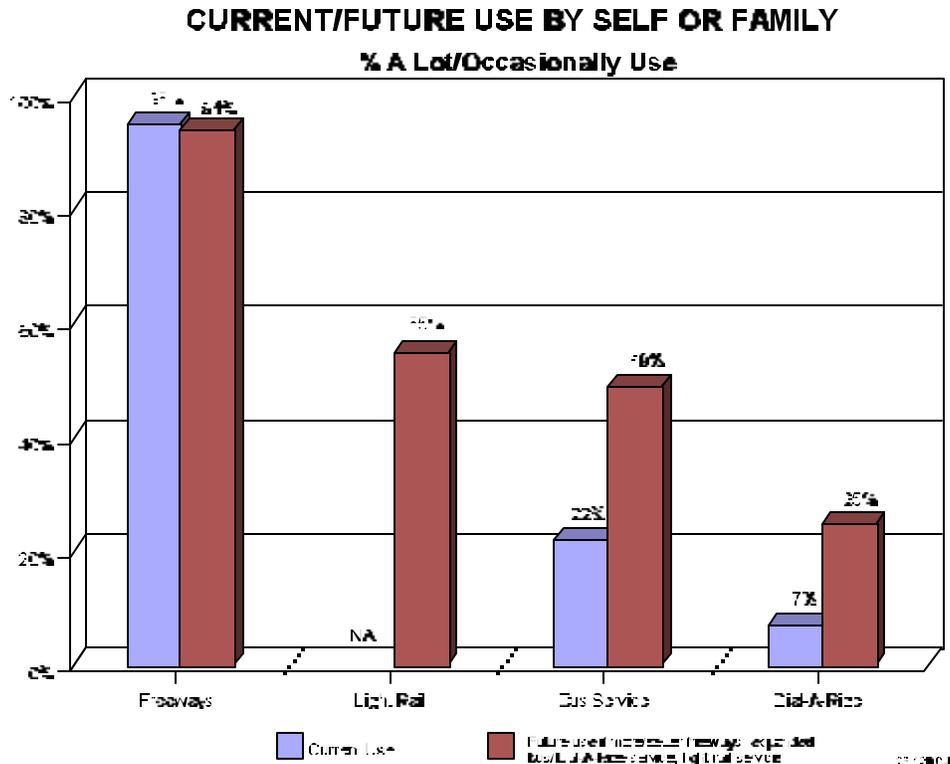
TEST VOTE: As has already been seen in this report, the retest produced no significant shift in voting patterns. This suggests that on balance, voters stick with their support of the plan and extended tax after hearing both pro and con arguments.

ARGUMENTS: In general, the negative arguments most likely to weaken voter resolve for the tax extension are as follows: that light rail moves relatively few commuters for what it costs to build; that Dial-A-Ride is expensive to operate; that freeways foster noise and pollution or can become gridlocked; or that buses are under-utilized and sometimes block traffic.

In contrast, the positive arguments that tend to strengthen resolve to support the tax extension are as follows: transit elements provide travel options to commuters, alleviate street and freeway congestion or, as in the case of Dial-A-Ride, provides a travel option for disabled or older residents.

- Voter expectations about their personal or family use of the planned transportation system appear to lie at the heart of their support for a multi-faceted transportation system. Thus, the proportion of voters who foresee themselves or members of their families using freeways is 94 percent, light rail 55 percent, bus service 49 percent and Dial-A-Ride 25 percent.

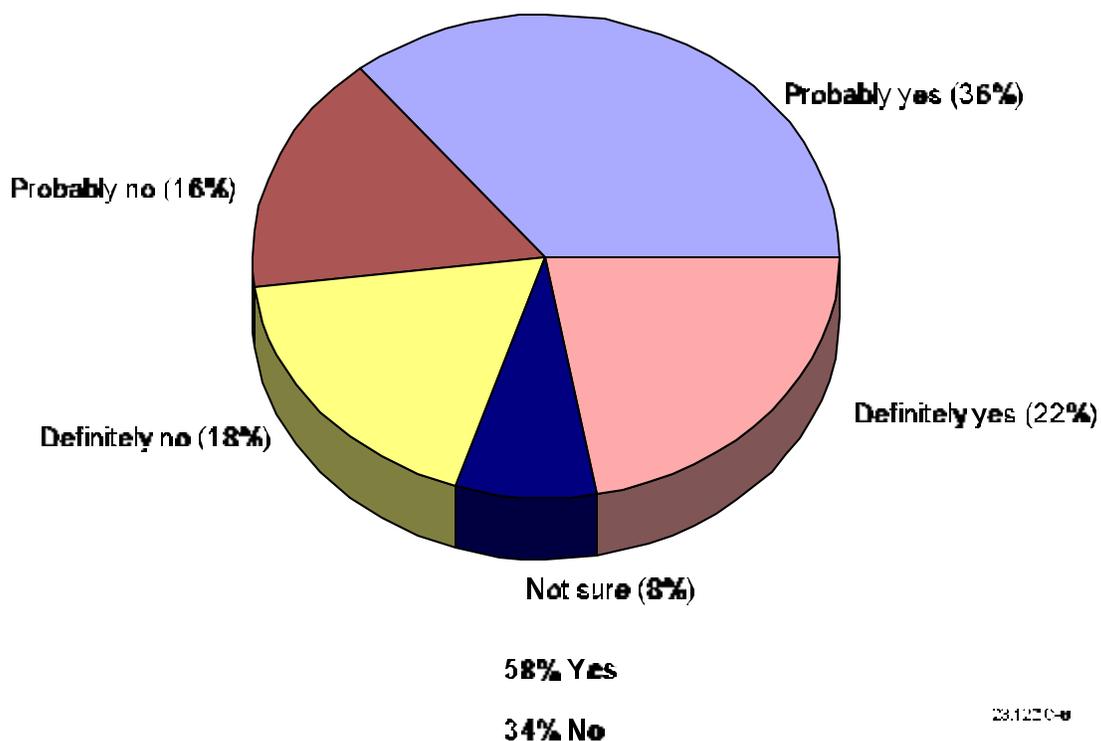
“Looking to the future, I would like you to imagine a transportation system here in the Valley that included more and better freeways, expanded bus and Dial-A-Ride service and light rail transit service. In this environment, do you think you and your family would use each of the following modes of local travel a lot, occasionally, rarely or never?”



- A question explored voter support for increasing the tax from one-half cent to one cent. The result is a 58 percent “yes” vote to a 34 percent “no” vote and a narrower 56 percent “yes” to 35 percent “no” among likely voters.

“And would you definitely vote yes, probably vote yes, probably vote no or definitely vote no on this proposition if, instead of extending the sales tax for 20 years at one-half cent, it called for extending the sales tax for 20 years at one cent?”

TEST VOTES ON ONE CENT EXTENSION



SUMMARY OF THE FINDINGS

TRANSPORTATION SPENDING PRIORITIES

Voters were asked to indicate how much spending priority each of five Valley transportation system components should receive. Here we find that freeways and major streets and roads receive the highest priority (very high/high) from voters with readings of 69 percent and 68 percent, respectively. Also receiving a high priority reading from a majority of voters is bus service with reading of 58 percent. Receiving somewhat lower, albeit still sizeable, high readings from voters are light rail transit service (45%) and Dial-A-Ride service (39%).

TABLE 1: TRANSPORTATION SPENDING PRIORITIES

"What I'd like to talk to you about today is the Valley's transportation system. Given the fact that the amount of money available for transportation improvements is limited, how much spending priority do you feel each of the following components of the Valley's transportation system should receive -- very high priority, high priority, moderate priority, low priority or very low priority?"

	Very High	High	Mod- erate	Low	Very Low	Not Sure
Freeways	21%	48%	23%	3%	2%	3%
Major streets and roads	21	47	26	3	1	2
Bus service	16	42	29	8	2	3
Light rail transit service	17	28	21	16	12	6
Dial-A-Ride transit service	11	28	35	13	3	10

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PRIORITY SUMMARY

|                             | Total High | Moderate | Total Low |
|-----------------------------|------------|----------|-----------|
| Freeways                    | 69%        | 23%      | 5%        |
| Major streets and roads     | 68         | 26       | 4         |
| Bus service                 | 58         | 29       | 10        |
| Light rail transit service  | 45         | 21       | 28        |
| Dial-A-Ride transit service | 39         | 35       | 16        |

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When the spending priorities are examined by socio-political/demographic subgroups, the following patterns emerge:

REGION - Phoenix voters give freeways lower priority readings, and bus and light rail service higher priority readings, than do voters in other regions of the Valley.

POLITICAL PARTY - Democrat voters give nearly equal levels of priority to all of the transportation elements, while Republicans concentrate their highest priorities on freeways and major streets/roads. Independents emphasize freeways, major streets/roads and bus service.

GENDER - Women voters place noticeably greater emphasis on bus service and Dial-A-Ride services than do men.

FAMILY INCOME - The priority voters place on freeways is directly correlated to their income, rising from only 52 percent in lower income families to 79 percent among the most affluent families. In contrast, lower income families place higher priority on streets, roads, bus service, Dial-A-Ride and light rail than they place on freeways.

AGE - Age of voters is not a strong predictor of voting, but note that voters over 65 years of age are more interested in Dial-A-Ride services and less interested in freeways than are other voters.

**TABLE 2: TRANSPORTATION SPENDING
PRIORITIES – DETAIL**

	% TOTAL HIGH				
	Free- ways	Major Streets/ Roads	Bus Service	Light Rail	Dial-A- Ride
<u>TOTAL</u>	69%	68%	58%	45%	39%
<u>REGION</u>					
Phoenix	63	68	64	51	42
SE Valley	72	67	53	43	36
NE Valley	75	66	54	40	35
West Valley	73	71	57	43	42
<u>PARTY</u>					
Republican	72	70	52	37	35
Democrat	62	66	68	55	49
Other	74	67	59	47	36
<u>HIGH EFFICACY</u>	71	67	58	45	39
<u>GENDER</u>					
Male	68	67	49	43	31
Female	70	69	67	47	48
<u>AGE</u>					
Under 35	69	69	62	45	39
35 to 49	71	65	53	46	30
50 to 64	75	73	58	45	39
65 or over	62	66	61	43	51
<u>INCOME</u>					
Under \$25,000	52	69	57	58	57
\$25,000 to \$49,999	63	72	64	42	42
\$50,000 to \$74,999	70	64	58	45	40
\$75,000 or over	79	72	55	47	33

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## AWARENESS OF PROPOSITION 300'S EXPIRATION

Slightly less than one out of three Valley voters (31%) are aware that the 20-year, one-half cent sales tax passed under Proposition 300 is set to expire in 2005. This reading is only up slightly from 27 percent recorded in a similar study in December 2002.

Awareness of Proposition 300's expiration is consistent across all regions of the Valley and reaches its highest levels among Republicans, older voters and high income voters.

TABLE 3: AWARENESS OF PROPOSITION 300'S EXPIRATION

"In 1985, area voters passed Proposition 300, a 20-year, one-half cent sales tax increase to improve the transportation system in Maricopa County. Were you aware or unaware that this tax would expire in 2005 before I mentioned it just now?"

|                      | <u>% AWARE</u>   |
|----------------------|------------------|
| <u>TOTAL</u>         |                  |
| Aug. 2003            | 31%              |
| Dec. 2002            | 27               |
| <u>REGION</u>        | <u>Aug. 2003</u> |
| Phoenix              | 31               |
| SE Valley            | 29               |
| NE Valley            | 33               |
| West Valley          | 31               |
| <u>PARTY</u>         |                  |
| Republican           | 37               |
| Democrat             | 23               |
| Other                | 26               |
| <u>HIGH EFFICACY</u> | 36               |
| <u>GENDER</u>        |                  |
| Male                 | 34               |
| Female               | 27               |
| <u>AGE</u>           |                  |
| Under 35             | 15               |
| 35 to 49             | 27               |
| 50 to 64             | 36               |
| 65 or over           | 37               |
| <u>INCOME</u>        |                  |
| Under \$25,000       | 19               |
| \$25,000 to \$49,999 | 25               |
| \$50,000 to \$74,999 | 33               |
| \$75,000 or over     | 32               |

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KNOWLEDGE OF UPCOMING TRANSPORTATION TAX EXTENSION ELECTION

Knowledge of the upcoming transportation tax extension election is limited with only 18 percent of voters indicating they know either a lot (7%) or some (11%) about the election. In comparison, 24 percent of voters indicate they know only a little about the election, while 58 percent admit to knowing nothing at all about it. Limited knowledge of the election is universal across all socio-demographic subgroups.

TABLE 4: KNOWLEDGE OF UPCOMING ELECTION

"In May 2004, Maricopa County voters will be asked to vote on a proposition to extend the County's current 20-year, one-half cent transportation sales tax for an additional 20 years. Would you say you have heard a lot, some, only a little or nothing at all about this upcoming election and the transportation plan residents will be asked to vote on?"

	A Lot	Some	Only A Little	Nothing At All
<u>TOTAL</u>	7%	11%	24%	58%
<u>REGION</u>				
Phoenix	7	13	23	57
SE Valley	8	8	28	56
NE Valley	6	19	22	53
West Valley	4	5	23	68
<u>PARTY</u>				
Republican	8	10	24	58
Democrat	5	12	27	56
Other	6	12	23	59
<u>HIGH EFFICACY</u>	7	12	26	55
<u>GENDER</u>				
Male	8	12	26	54
Female	5	10	23	62
<u>AGE</u>				
Under 35	7	7	12	74
35 to 49	5	14	24	57
50 to 64	6	9	28	57
65 or over	9	10	28	53
<u>INCOME</u>				
Under \$25,000	9	4	25	62
\$25,000 to \$49,999	7	8	24	61
\$50,000 to \$74,999	10	5	26	59
\$75,000 or over	6	15	21	58

TEST VOTES ON TRANSPORTATION TAX EXTENSION

Valley voters were asked to indicate how they would vote in the upcoming tax extension election at two points in the questionnaire. First, early in the questionnaire, after the measure had been described to them (see below), and second, after various pro-con arguments were presented to them (see Table 14).

"This proposition would raise approximately 9 billion dollars over the next 20 years and be divided among six Valley transportation components in the following manner:

- 62 percent to build new freeways and expand existing freeways
- 14 percent to expand bus service
- 13 percent to expand light rail transit service
- 8 percent to improve major streets
- 3 percent to expand Dial-A-Ride and van pool service

If you were voting today, would you definitely vote yes, probably vote yes, probably vote no, or definitely vote no on the proposition?"

As Table 5 reveals, both the initial and followup votes receive "yes" votes from better than seven out of ten voters (73% first ballot, 75% second ballot). In comparison, 20 percent of voters reject the tax extension in each vote.

Of particular note in the test vote is the fact that the lion's share of the vote continues to lie in the "probably yes" or "probably no" categories. When these readings are combined with the "not sure" reading, it reveals that roughly six out of ten voters (61% first ballot, 58% second ballot) do not hold a firm view on the issue – a finding that implies they may shift their vote depending on future argument.

TABLE 5: TEST VOTES ON TAX EXTENSION

	<u>AUGUST 2003</u>	
	<u>FIRST BALLOT</u>	<u>SECOND BALLOT</u>
TOTAL YES	73%	75%
Definite yes	30	32
Probably yes	43	43
TOTAL NO	20	20
Probably no	11	10
Definite no	9	10
Not sure	<u>7</u> 100%	<u>5</u> 100%

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When we compare the December 2002 test vote to the August 2003 test vote, while the overall pattern appears roughly the same, two important patterns emerge:

- the net support for the tax has declined by eight points
- the “definite yes” vote has declined by 13 points

Both patterns should be of concern since they reveal that as awareness edges upward and voter attention is shifted from the central issue of continuing funding for transportation toward details of the plan, the firm “yes” vote softens.

TABLE 6: TAX EXTENSION – DEC. '02/AUG. '03

|                              | Dec.<br>'02 | Aug.<br>'03 | POINT<br>SHIFT |
|------------------------------|-------------|-------------|----------------|
| <u>VOTE ON TAX EXTENSION</u> |             |             |                |
| Definitely yes               | 43%         | 30%         | - 13           |
| Probably yes                 | <u>35</u>   | <u>43</u>   | <u>+ 8</u>     |
| (TOTAL YES)                  | (78%)       | (73%)       | - 5            |
| Probably no                  | 10          | 11          | + 1            |
| Definitely no                | <u>7</u>    | <u>9</u>    | <u>+ 2</u>     |
| (TOTAL NO)                   | (17%)       | (20%)       | + 3            |
| Uncommitted                  | 5           | 7           | + 2            |
| (NET TO “YES”)               | +61         | +53         | - 8            |

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When response to this series of questions is analyzed by socio-demographic subgroup, we find that the voting is relatively consistent across subgroups with no subgroup reporting a yes reading below 70 percent on the second ballot.

TABLE 7: TEST VOTE ON TAX EXTENSION – DETAIL

	AUGUST 2003					
	FIRST BALLOT			SECOND BALLOT		
	Yes	No	Not Sure	Yes	No	Not Sure
<u>TOTAL</u>	73%	20%	7%	75%	20%	5%
<u>REGION</u>						
Phoenix	74	18	8	79	17	4
SE Valley	73	18	9	76	20	4
NE Valley	67	27	6	76	19	5
West Valley	72	24	4	70	24	6
<u>PARTY</u>						
Republican	71	21	8	75	21	4
Democrat	80	15	5	78	17	5
Other	68	23	9	75	20	5
<u>HIGH EFFICACY</u>	72	22	6	75	20	5
<u>GENDER</u>						
Male	74	22	4	75	21	4
Female	72	18	10	77	17	6
<u>AGE</u>						
Under 35	74	17	9	81	18	1
35 to 49	75	17	8	80	17	3
50 to 64	73	20	7	75	22	3
65 or over	70	24	6	71	20	9
<u>INCOME</u>						
Under \$25,000	71	21	8	75	14	11
\$25,000 to \$49,999	68	17	15	81	15	4
\$50,000 to \$74,999	77	22	1	75	23	2
\$75,000 or over	80	17	3	82	17	1

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## REASONS BEHIND THE VOTE

The primary reasons voters give for supporting the sales tax extension is their belief that the overall transportation system in the Valley needs to be improved and kept current (58% first ballot, 55% second ballot). Other noteworthy responses are the need to keep up with Valley growth (17%/17%), and the need for more or updated freeways (16%/15%).

Perhaps the most interesting finding in Table 8 is the relatively small difference in responses between the first ballot prior to voters being presented with pro-con arguments, and after they hear the arguments. This would seem to indicate that even though some of the individual arguments are persuasive by themselves, voters set them aside – after they weigh program benefits.

**TABLE 8: REASONS FOR SUPPORTING TAX EXTENSION**

"Why do you support the extension of the transportation sales tax?"

(As % of Those In Favor)

| REASONS SUPPORT                                                                | AUGUST 2003     |                  |
|--------------------------------------------------------------------------------|-----------------|------------------|
|                                                                                | FIRST<br>BALLOT | SECOND<br>BALLOT |
| Need transportation improvements, need funds to keep system from deteriorating | 58%             | 55%              |
| Need to keep up with Valley growth                                             | 17              | 17               |
| Freeways – need more, update                                                   | 16              | 15               |
| Major street/roads – need updating                                             | 11              | 6                |
| Will reduce traffic congestion                                                 | 9               | 15               |
| Light rail – needed                                                            | 7               | 5                |
| Bus service – need to expand                                                   | 7               | 7                |
| Dial-A-Ride – need to expand                                                   | 2               | 1                |
| Will reduce pollution                                                          | 2               | 1                |
| Miscellaneous                                                                  | 1               | 2                |
| Not sure                                                                       | 2               | 3                |
| (BASE)                                                                         | (437)           | (455)            |

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Among those who oppose continuing the tax, we see a continuation of the reasons that were registered in December (e.g., basic opposition to taxes and a belief that the current program has not lived up to its billing). Both of these reasons are less forceful today but two additional comments now emerge which clearly underscore the impact of some of the political debate over the past few months. Thus, among those opposed, about a fifth mention concerns that not all areas will benefit equally from the funding, while 17 percent note they are not convinced that the light rail component is a good idea. Equally important, note the emergence of two new categories: “no more freeways” (14%), and “no buses” (4%). It is important to remember that the percents in the table below are not of the total electorate, but only of the 20 percent who oppose the tax. For instance, the 21 percent who say their opposition is based on belief that not all areas will benefit equally, represent only four percent of the voting public.

TABLE 9: REASONS FOR OPPOSING TAX EXTENSION

"Why do you oppose the extension of the transportation sales tax?"

(As % of Those Opposed)

REASONS OPPOSE	AUGUST 2003		DECEMBER 2002 ¹
	FIRST BALLOT	SECOND BALLOT	
All areas will not benefit equally	22%	21%	0%
Dislike light rail	17	22	4
No new taxes, oppose all tax increases	14	14	34
Not using fund properly, haven't seen enough improvements in system	14	12	36
Poor management of funds, no accountability	8	8	7
No more freeways	6	14	0
Anti-bus	4	4	0
20 years too long	3	4	4
Other needs more important	2	4	4
Improvements already done, no need	2	0	5
Miscellaneous	5	6	7
Not sure	6	7	6
(BASE)	(119)	(117)	(167)

¹Maricopa County, Arizona Regional Transportation Survey, Behavior Research Center

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## RAISING TAX TO ONE CENT

The final test vote asked voters how they would vote on the sales tax extension if it were increased from a one-half cent tax to a full one cent tax. This line of inquiry reveals that increasing the sales tax to one cent erodes support for the extension to 58 percent from the over 70 percent level at one-half cent. What is more, those who vote “definitely yes” shrink to only 20 percent. At the same time, opposition grows to 34 percent from 20 percent for one-half cent.

TABLE 10: TEST VOTE IF TAX  
FOR 20 YEARS AT ONE CENT

“And would you definitely vote yes, probably vote yes, probably vote no or definitely vote no on this proposition if, instead of extending the sales tax for 20 years at one-half cent, it called for extending the sales tax for 20 years at one cent?”

|                     | All<br>Voters    | Likely<br>Voters |
|---------------------|------------------|------------------|
| <b>TOTAL YES</b>    | <b>58%</b>       | 56%              |
| Definite yes        | 22               | 22               |
| Probably yes        | 36               | 34               |
| <b>TOTAL NO</b>     | <b>34</b>        | <b>35</b>        |
| Probably no         | 16               | 16               |
| Definite no         | 18               | 19               |
| Not sure            | <u>8</u><br>100% | <u>9</u><br>100% |
| <b>(NET TO YES)</b> | <b>(+24)</b>     | <b>(+21)</b>     |

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The findings presented in the next table reveal that the drop in support for a one-cent tax is universal across all voter subgroups. Also note that particularly strong no votes are recorded among west Valley voters (42%), northeast Valley voters (38%), Republicans (38%) and retirement aged voters (37%).

TABLE 11: TEST VOTE IF TAX FOR 20 YEARS
AT ONE CENT – DETAIL

	Yes	No	Not Sure
<u>TOTAL</u>	58%	34%	8%
<u>REGION</u>			
Phoenix	63	32	5
SE Valley	59	30	11
NE Valley	51	38	11
West Valley	53	42	5
<u>PARTY</u>			
Republican	53	38	9
Democrat	66	28	6
Other	59	34	7
<u>HIGH EFFICACY</u>	56	35	9
<u>GENDER</u>			
Male	60	34	6
Female	57	34	9
<u>AGE</u>			
Under 35	73	24	3
35 to 49	55	35	10
50 to 64	58	35	7
65 or over	55	37	8
<u>INCOME</u>			
Under \$25,000	62	34	4
\$25,000 to \$49,999	61	33	6
\$50,000 to \$74,999	56	38	6
\$75,000 or over	63	28	9

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## LOCAL VERSUS REGIONAL PRIORITY

Voters were next asked to reveal which of two transportation system priorities were most important to them: building a transportation system that improves how people get around the entire Valley, or building one that improves how people get around their area of the Valley. As Table 12 reveals, voters strongly opt for the entire Valley option with a reading of 89 percent. This preference is recorded among all voter subgroups.

**TABLE 12: LOCAL VS. REGIONAL PRIORITY**

"Next, as you may be aware, Maricopa County is one of the fastest growing areas in the nation. Planning a transportation system for this growth is a major challenge, and even with the extension of the one-half cent transportation sales tax, not all future needs can be met. With this in mind, which is most important to you – building a transportation system that improves how people get around the entire Valley, or building one that improves how people get around your area of the Valley?"

|                      | Entire<br>Valley | Your<br>Area | Not<br>Sure |
|----------------------|------------------|--------------|-------------|
| <u>TOTAL</u>         | 89%              | 9%           | 2%          |
| <u>REGION</u>        |                  |              |             |
| Phoenix              | 92               | 8            | *           |
| SE Valley            | 89               | 10           | 1           |
| NE Valley            | 85               | 8            | 7           |
| West Valley          | 86               | 10           | 4           |
| <u>PARTY</u>         |                  |              |             |
| Republican           | 90               | 8            | 2           |
| Democrat             | 89               | 9            | 2           |
| Other                | 88               | 12           | 0           |
| <u>HIGH EFFICACY</u> | 89               | 9            | 2           |
| <u>GENDER</u>        |                  |              |             |
| Male                 | 91               | 8            | 1           |
| Female               | 87               | 10           | 3           |
| <u>AGE</u>           |                  |              |             |
| Under 35             | 88               | 12           | 0           |
| 35 to 49             | 93               | 6            | 1           |
| 50 to 64             | 92               | 7            | 1           |
| 65 or over           | 83               | 12           | 5           |
| <u>INCOME</u>        |                  |              |             |
| Under \$25,000       | 91               | 7            | 2           |
| \$25,000 to \$49,999 | 89               | 11           | 0           |
| \$50,000 to \$74,999 | 89               | 9            | 2           |
| \$75,000 or over     | 91               | 8            | 1           |

\* Indicates % less than .5

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Voters were asked whether they would support or oppose the transportation plan if it did not return money to their area directly proportionate to its population, yet met the regional transportation needs of the Valley as a whole. Here we find that 73 percent of voters would support the plan even given such a condition, while 20 percent would not. Support is at or above 70 percent in all political subgroups except in the east Valley where it, nonetheless, remains at 62 percent.

TABLE 13: PLAN SUPPORT IF MONEY NOT
RETURNED DIRECTLY PROPORTIONATE
TO POPULATION

"Would you support or oppose the transportation plan if it did not return money to your area directly proportionate to its population, but did meet the regional transportation needs of the Valley as a whole?"

	<u>Support</u>	<u>Oppose</u>	<u>Not Sure</u>
<u>TOTAL</u>	73%	20%	7%
<u>REGION</u>			
Phoenix	77	16	7
SE Valley	74	21	5
NE Valley	78	17	5
West Valley	62	29	9
<u>PARTY</u>			
Republican	70	24	6
Democrat	74	17	9
Other	79	17	4
<u>HIGH EFFICACY</u>	73	20	7
<u>GENDER</u>			
Male	76	20	4
Female	71	21	8
<u>AGE</u>			
Under 35	76	20	4
35 to 49	75	20	5
50 to 64	74	21	5
65 or over	69	20	11
<u>INCOME</u>			
Under \$25,000	76	14	10
\$25,000 to \$49,999	73	21	6
\$50,000 to \$74,999	73	19	8
\$75,000 or over	76	21	3

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Voters were also asked how important each of four factors will be to them in deciding whether or not to support the one-half cent sales tax increase. As Table 14 reveals, by far the most important of the four factors tested is "that the projects funded by the tax will reduce traffic congestion and improve residents' ability to travel throughout the Valley," which receives a "very important" reading of 74 percent. In comparison, each of the other three factors tested receive "very important" readings from 49 to 56 percent of voters.

- That the funds which are raised are distributed equitably across the whole Valley in direct proportion to population (56%).
- That the projects funded by the tax will promote economic and job development (52%).
- That projects are funded in your community (49%).

**TABLE 14: IMPORTANCE OF SELECTED  
FACTORS IN DETERMINING VOTE**

"Next, how important will each of the following factors be to you in determining whether or not you will support the one-half cent sales tax extension – very important, somewhat important, somewhat unimportant or very unimportant?" (Question sequence rotated)

|                                                                                                                                   | Very<br>Important | Somewhat<br>Important | Somewhat<br>or Very<br>Unimportant | Not<br>Sure |
|-----------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------------|------------------------------------|-------------|
| That the projects funded by the tax will reduce traffic congestion and improve residents' ability to travel throughout the Valley | 74%               | 18%                   | 6%                                 | 2%          |
| That the funds which are raised are distributed equitably across the whole Valley in direct proportion to population              | 56                | 29                    | 12                                 | 3           |
| That the projects funded by the tax will promote economic and job development in the Valley                                       | 52                | 34                    | 12                                 | 2           |
| That projects are funded in your community                                                                                        | 49                | 35                    | 13                                 | 3           |

**TABLE 15: IMPORTANCE OF SELECTED  
FACTORS IN DETERMINING VOTE –DETAIL**

% VERY IMPORTANT

|                      | Reduces<br>Travel<br>Congestion | Funds<br>Distributed<br>Equitably | Promotes<br>Economic<br>Development | Projects<br>in Your<br>Community |
|----------------------|---------------------------------|-----------------------------------|-------------------------------------|----------------------------------|
| <u>TOTAL</u>         | 74%                             | 56%                               | 52%                                 | 49%                              |
| <u>REGION</u>        |                                 |                                   |                                     |                                  |
| Phoenix              | 80                              | 59                                | 51                                  | 52                               |
| SE Valley            | 69                              | 53                                | 57                                  | 48                               |
| NE Valley            | 76                              | 50                                | 51                                  | 46                               |
| West Valley          | 69                              | 58                                | 49                                  | 46                               |
| <u>PARTY</u>         |                                 |                                   |                                     |                                  |
| Republican           | 72                              | 53                                | 51                                  | 46                               |
| Democrat             | 74                              | 59                                | 58                                  | 55                               |
| Other                | 78                              | 60                                | 47                                  | 47                               |
| <u>HIGH EFFICACY</u> | 72                              | 55                                | 54                                  | 47                               |
| <u>GENDER</u>        |                                 |                                   |                                     |                                  |
| Male                 | 73                              | 52                                | 51                                  | 44                               |
| Female               | 75                              | 60                                | 54                                  | 53                               |
| <u>AGE</u>           |                                 |                                   |                                     |                                  |
| Under 35             | 80                              | 60                                | 45                                  | 52                               |
| 35 to 49             | 74                              | 50                                | 52                                  | 42                               |
| 50 to 64             | 79                              | 60                                | 56                                  | 53                               |
| 65 or over           | 64                              | 56                                | 54                                  | 51                               |
| <u>INCOME</u>        |                                 |                                   |                                     |                                  |
| Under \$25,000       | 60                              | 49                                | 60                                  | 40                               |
| \$25,000 to \$49,999 | 79                              | 66                                | 59                                  | 64                               |
| \$50,000 to \$74,999 | 71                              | 53                                | 50                                  | 47                               |
| \$75,000 or over     | 81                              | 58                                | 55                                  | 52                               |

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REACTION TO POSITIONING STATEMENTS

Voters were given a variety of pro and con statements on each of the transportation plan's five main elements and then asked if each statement made them more likely to vote for or more likely to vote against the plan. This line of questioning reveals the following general findings:

- S Pro arguments which highlight reduced traffic and congestion are positively received by voters – regardless of mode. Conversely, con arguments which highlight a mode's potential contribution to slower traffic and congestion generate negative reactions from roughly one-quarter of voters when applied to freeways, buses and major streets, and 44 percent of voters when applied to light rail.
- S Pro arguments which present travel modes as an alternative to the private automobile, or as a travel option, are also favorably viewed by voters.
- S Con cost per mile arguments generate negative reactions of 32 percent when applied to freeways and 54 percent when applied to light rail.

TABLE 16: REACTION TO POSITIONING STATEMENTS

"Next, I would like to read you some things that have been said about the transportation plan and as I do so, please just tell me if each makes you more likely to vote for the plan or more likely to vote against the plan."
(Presentation of statements rotated)

	More For	More Against	Not Sure	NET ¹ MORE FOR/ (AGAINST)
<u>LIGHT RAIL STATEMENTS</u>				
During peak commuter travel times light rail service will help reduce traffic on freeways and streets serving downtown Phoenix, Tempe and Mesa	68%	28%	4%	40
Light rail service provides an alternative to the private automobile and a travel option for Valley commuters	65	29	6	36
On the streets where it operates, light rail service can result in slower traffic	43	44	13	(1)
Light rail service costs about 50 million dollars per mile to build and will carry relatively little of Valley commuter travel	37	54	9	(17)
<u>FREEWAY STATEMENTS</u>				
The expanded freeway system will help reduce congestion on existing streets and freeways	85	11	4	74
Freeways can carry a high volume of traffic at relatively high speeds over large distances	82	13	5	69
Freeways can become congested, and even gridlocked, during peak commuter travel hours	68	23	9	45
Freeways cost about 50 million dollars per mile to build and contribute to Valley noise and sprawl	57	32	11	25

(Continued)

(CONT.) TABLE 16: REACTION TO POSITIONING STATEMENTS

	More For	More Against	Not Sure	NET ¹ MORE FOR/ (AGAINST)
<u>BUS STATEMENTS</u>				
Expanded bus service will help reduce street and freeway congestion	82%	14%	4%	68
Bus service provides an alternative to the private automobile and an alternative to roadway or freeway expansion, particularly in highly developed areas	80	14	6	66
Buses sometimes interrupt traffic flow on streets when they stop to load and unload passengers	60	28	12	32
Only a relatively small proportion of Valley residents use buses	60	29	11	31
<u>MAJOR STREETS STATEMENTS</u>				
During peak commuter travel times, major streets carry nearly two-thirds of the Valley's traffic	72	14	14	58
Major streets can become congested during peak commuter travel times	70	22	8	48
<u>DIAL-A-RIDE STATEMENTS</u>				
Dial-A-Ride service provides an essential travel option for disabled and elderly Valley residents that do not have other means of transportation	89	8	3	81
Dial-A-Ride service is expensive to operate	54	31	15	23

¹More for minus more against

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Overall, it appears that voters are basically unmoved by the overall mix of arguments, even though it is clear that several arguments have the potential to greatly strengthen voter resolve to support the overall plan when viewed in isolation, while others could weaken voter resolve and build opposition. On balance, however, voters seem to be saying that the benefits far outweigh the disadvantages and so they are staying in the “yes” column.

**TABLE 17: RETEST VOTE AFTER ARGUMENTS WERE PRESENTED**

|                                                                                | RETEST VOTE AFTER ARGUMENTS WERE PRESENTED |              |             |
|--------------------------------------------------------------------------------|--------------------------------------------|--------------|-------------|
|                                                                                | “YES”                                      | “NO”         | “UNDECIDED” |
| <b><u>PERCENT MORE LIKELY TO SUPPORT TAX EXTENSION GIVEN EACH ARGUMENT</u></b> | <b>(75%)</b>                               | <b>(20%)</b> | <b>(5%)</b> |
| <b><u>FREEWAYS</u></b>                                                         |                                            |              |             |
| Reduce congestion on existing streets/freeways                                 | 93%                                        | 58%          | 66%         |
| Move high volume, high speed over long distances                               | 90                                         | 54           | 60          |
| Get congested, gridlocked, during peak hours                                   | 74                                         | 49           | 59          |
| \$50 million per mile – add to noise and sprawl                                | 65                                         | 31           | 29          |
| <b><u>LIGHT RAIL</u></b>                                                       |                                            |              |             |
| Help reduce street and freeway congestion                                      | 76                                         | 40           | 66          |
| Provides option to commuters                                                   | 71                                         | 41           | 65          |
| Can slow down/snarl street traffic                                             | 47                                         | 26           | 38          |
| Costs \$50 million per mile/carries few commuters                              | 41                                         | 24           | 24          |
| <b><u>BUS SERVICE</u></b>                                                      |                                            |              |             |
| Helps reduce street/freeway congestion                                         | 88                                         | 64           | 62          |
| Offers options to commuters                                                    | 84                                         | 63           | 70          |
| Move relatively few people                                                     | 64                                         | 43           | 61          |
| Buses slow street traffic                                                      | 63                                         | 50           | 60          |
| <b><u>MAJOR STREETS</u></b>                                                    |                                            |              |             |
| Carry two-thirds of all traffic                                                | 79                                         | 51           | 54          |
| Can become congested                                                           | 76                                         | 46           | 63          |
| <b><u>DIAL-A-RIDE</u></b>                                                      |                                            |              |             |
| Provides disabled and elderly a travel mode                                    | 92                                         | 75           | 96          |
| Is expensive to operate                                                        | 58                                         | 40           | 37          |

TABLE READS DOWN: of the 75% who plan to vote for the tax extension, 93% said that the argument that freeways reduce traffic congestion on existing freeways and streets makes them lean more toward support the measure.

## CURRENT AND FUTURE USE OF SELECTED TRAVEL MODES

Twenty-two percent of voters say they or other members of their family currently use local bus service: (“a lot” 7% or “occasionally” 15%). Seven percent say they use local Dial-A-Ride service: (“a lot” 2% or “occasionally” 5%). When voters are asked to indicate their use of these two modes in the future if service were expanded, 49 percent indicate they would use bus service (10% “a lot,” 39% “occasionally”), while 25 percent would use Dial-A-Ride service (5% “a lot,” 20% “occasionally”).

A majority of voters say they would use light rail service in the Valley when it is established (16% “a lot,” 39% “occasionally”). Projected use of light rail service reaches its highest level in Phoenix (61%), followed by the southeast Valley (55%), the northeast Valley (53%) and the west Valley (45%).

**TABLE 18: CURRENT/FUTURE USE OF TRAVEL MODES**

|             | CURRENT<br>USE | FUTURE<br>USE |
|-------------|----------------|---------------|
| Freeways    | 95%            | 94%           |
| Bus service | 22             | 49            |
| Dial-A-Ride | 7              | 25            |
| Light rail  | NA             | 55            |

**TABLE 19: CURRENT UTILIZATION OF  
SELECTED TRAVEL MODES**

"Next, how often do you or other members of your family use each of the following modes of local travel – a lot, occasionally, rarely or never?"

|              | Freeways | Bus<br>Service | Dial-A-<br>Ride |
|--------------|----------|----------------|-----------------|
| A Lot        | 73%      | 7%             | 2%              |
| Occasionally | 22       | 15             | 5               |
| Rarely ride  | 3        | 16             | 5               |
| Never        | <u>2</u> | <u>62</u>      | <u>88</u>       |
|              | 100%     | 100%           | 100%            |

**TABLE 20: FUTURE USE OF SELECTED  
TRAVEL MODES**

"Looking to the future, I would like you to imagine a transportation system here in the Valley that included more and better freeways, expanded bus and Dial-A-Ride service and light rail transit service. In this environment, do you think you and your family would use each of the following modes of local travel a lot, occasionally, rarely or never?"

|              | <u>Freeways</u> | <u>Light Rail</u> | <u>Bus Service</u> | <u>Dial-A-Ride</u> |
|--------------|-----------------|-------------------|--------------------|--------------------|
| A Lot        | 71%             | 16%               | 10%                | 5%                 |
| Occasionally | 23              | 39                | 39                 | 20                 |
| Rarely       | 3               | 14                | 17                 | 13                 |
| Never        | 3               | 27                | 32                 | 60                 |
| Not Sure     | *               | 4                 | 2                  | 2                  |
|              | 100%            | 100%              | 100%               | 100%               |

\* Indicates % less than .5

**TABLE 21: FUTURE USE OF SELECTED  
MODES BY REGION**

| <u>REGION</u>    | <u>Free-ways</u> | <u>Light Rail</u> | <u>Bus Service</u> | <u>Dial-A-Ride</u> |
|------------------|------------------|-------------------|--------------------|--------------------|
| <b>Phoenix</b>   |                  |                   |                    |                    |
| A lot            | 74%              | 16%               | 13%                | 6%                 |
| Occasionally     | 20               | 45                | 47                 | 23                 |
| Rarely           | 4                | 14                | 15                 | 14                 |
| Never            | 2                | 22                | 24                 | 56                 |
| Not sure         | 0                | 3                 | 1                  | 1                  |
|                  | 100%             | 100%              | 100%               | 100%               |
| <b>SE Valley</b> |                  |                   |                    |                    |
| A lot            | 71%              | 18%               | 10%                | 5%                 |
| Occasionally     | 25               | 37                | 36                 | 18                 |
| Rarely           | 0                | 14                | 19                 | 10                 |
| Never            | 3                | 25                | 34                 | 64                 |
| Not sure         | 1                | 6                 | 1                  | 3                  |
|                  | 100%             | 100%              | 100%               | 100%               |

(CONTINUED)

(CONT.) TABLE 21: FUTURE USE OF SELECTED  
MODES BY REGION

|                    | Free-<br>ways | Light<br>Rail | Bus<br>Service | Dial-<br>A-Ride |
|--------------------|---------------|---------------|----------------|-----------------|
| <b>NE Valley</b>   |               |               |                |                 |
| A lot              | 74%           | 16%           | 6%             | 5%              |
| Occasionally       | 18            | 37            | 33             | 14              |
| Rarely             | 7             | 10            | 15             | 13              |
| Never              | 1             | 35            | 46             | 64              |
| Not sure           | <u>0</u>      | <u>2</u>      | <u>*</u>       | <u>4</u>        |
|                    | 100%          | 100%          | 100%           | 100%            |
| <b>West Valley</b> |               |               |                |                 |
| A lot              | 65%           | 12%           | 8%             | 4%              |
| Occasionally       | 28            | 33            | 33             | 20              |
| Rarely             | 2             | 14            | 21             | 17              |
| Never              | 3             | 38            | 35             | 58              |
| Not sure           | <u>2</u>      | <u>3</u>      | <u>3</u>       | <u>1</u>        |
|                    | 100%          | 100%          | 100%           | 100%            |

\* Indicates % Less Than .5

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