

MAG TRANSPORTATION SURVEY

January, 2014
Prepared for:



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Questionnaire - Appendix A

Cross Tabulations – Available under Separate Cover



STUDY OVERVIEW

In August, 2013, the Maricopa Association of Governments (MAG) solicited statements of qualification from vendors for a research initiative: to provide insight into and understanding of public attitudes regarding the current state of the MAG region's transportation system, key transportation priorities, and the level of support for various funding options among residents in Maricopa County and parts of Pinal County.

WestGroup Research was selected to consult with MAG on methodology development and project execution. Together, the team established a multi-modal research approach in order to fully explore all issues, attitudes, implications and possible solutions throughout the research.

In particular, research was to focus on high efficacy voters' understanding and prioritization of both current and future transit needs, as well as revenue streams for transit related initiatives. Qualitative online bulletin board discussions were held with voters from around Maricopa County and the MAG region zip codes of Pinal County in November 2013 to inform development of a telephone survey questionnaire. This report focuses on the results from the telephone questionnaire.

It is important to note that the respondent sample is comprised of high efficacy voters. In this study, a voter was considered a high efficacy voter if they voted at least three times in the last five major elections (i.e., every two years, does not include local elections). Voters between the ages of 18 to 24 were required to have voted at least once. The sample composition of this study mirrors the profile of the sample provider's database of high efficacy voters in the MAG region. This source was used because the offices of the Maricopa County Recorder and Pinal County Recorder were unable to provide a demographic profile of high efficacy voters. As a result of specifically targeting high efficacy voters, the demographic makeup of the sample skews older in age, toward registered Republicans, and skews Caucasian in ethnicity compared to a representative sample of all residents in the region or general voters.

Aside from mirroring the database of high efficacy voter demographics, WestGroup set up a specific quota in order to reach a minimum n=50 surveys with Pinal County voters living within the MAG region so key differences between Maricopa County and Pinal County could be analyzed. Throughout the report, data is weighted back to the initial proportions of voters found in the high efficacy voter database except when discussing Pinal vs. Maricopa differences specifically.

The total sample (n=602) has a margin of error of 4.1% at the 95% confidence level.



EXECUTIVE SUMMARY

Satisfaction with Current System in Greater Phoenix

- Greater Phoenix transportation system components with the highest proportion of top-two satisfaction ratings were the *freeways/highways* (64%) and *the main streets and roads* (55%).
 - There was a significant statistical difference between the satisfaction of *the main streets and roads* between Maricopa County Voters (55%) and Pinal County voters (36%).
- Public transportation components such as the *light rail service* and the *local bus service* received lower proportions of top-two ratings, but this is due in part to a higher percentage of “don’t know” ratings for each of these components.
- Satisfaction levels with current transportation components appear to reflect voters’ future prioritization of transportation components. In other words, priorities moving forward tend to align with dissatisfaction of a given transportation component.

Most Important Transportation Issue in Greater Phoenix

- The most common transportation issues in the Greater Phoenix area mentioned by voters include *traffic congestion on freeways* (18%), *lack of bus service/public transit* (18%), and *lack of light rail/access to light rail* (11%).
- Voters’ perceptions of transportation issues facing greater Phoenix tended to align with their responses for prioritized transportation components later on in the survey; meaning that issues mentioned in response to this question were frequently selected as high priorities.

Most Important Thing That Could Be Done to Improve Local Transportation

- When voters were asked to name the number one most important thing they think could be done to improve the transportation system in their local area, the most common responses related to *public transportation issues* (40%), followed by *traffic control issues* (19%). Historically, public transportation has typically been perceived as an important improvement to the local transportation system (based on similar 2008 data).

Prioritized Components of Greater Phoenix Transportation System

- The components chosen most often by voters as a high priority include *completion of our regional freeway system* (chosen by 50% of voters as either their first or second priority) and *expanding the existing light rail system* (45%).
- Components with the lowest proportion of selections as a priority were *adding commuter rail service* (18%) and *adding sidewalks and bicycle pathways* (12%).



Perceived Availability of Funding in Greater Phoenix for the Next 20 Years

- The majority of voters (63%), when asked whether there is enough funding available to cover needed transportation improvements in the greater Phoenix area for the next 20 years, indicated there is “probably not enough” or “definitely not enough” funding. Just 6% indicated there is “definitely enough”.

Perceived Link of Transportation System to Economy

- Over three fourths of the voters (78%) selected a “4” or “5 – Extremely Important” rating when evaluating how important they think the transportation system is to the greater Phoenix economy. Only 6% provided a “2” or “1 – Not at all Important” rating.

Level of Support for Future Potential Revenue Streams in Greater Phoenix

- When rating support levels for potential new revenue streams, voters were most likely to give top-two support ratings for *extending the current County half-cent transportation sales tax beyond 2025 when it expires* (53%), and *increasing developers’ fees* (42%). Options with the lowest levels of support include *increasing the sales tax* (16%) and *increasing the property tax* (11%).
- Political persuasion and perceived importance of the transportation system to the greater Phoenix economy both appear to strongly correlate with levels of support for most revenue options.

Level of Support for Proposed Usage of Additional Taxes or Fees

- After being read an informational preamble prior that specifically addressed the fact that the gasoline tax had not been increased in years, slightly less than half of voters (46%) provided “4” or “5 – Strongly Support” ratings for the concept of paying approximately \$50 of new taxes over the course of a year, whereas 27% supported indexing the gasoline tax to match inflation.
- When choosing between a quarter of a cent increase in sales tax versus a ten cent increase in gasoline tax, half of voters (50%) chose the quarter cent sales tax and one third (33%) chose the ten cent gasoline tax increase.
- When asked to evaluate the proposed usage for future fees (assuming additional fees were indeed available), voters most often gave the following two usage options a top-two support rating: *repair/maintain existing streets* (63%) and *repair/maintain existing freeways* (63%). Options with the lowest level of support were *build new streets* (29%) and *expedite freight crossing at Mexico border* (16%).
- Political persuasion, perceived importance of the transportation system to the greater Phoenix economy, and voters’ support levels for other specific tax options all appear to affect the support rating for any given usage option.
- A majority of voters (57%) indicated they would be supportive of a tax increase even if the money were used for regional transportation projects not fully within their own communities.



CONCLUSIONS

1. The need for public transportation improvements was reinforced at several levels within this survey. Voters frequently were most likely to list it as a significant transportation issue, an item of high priority, an area of lower satisfaction, the most important improvement for the transportation system, as well as an area where they would support using additional funds from a tax or fees.
2. Even though satisfaction with the current freeways and roads/streets is comparatively high, voters still were most likely to indicate they would support the use of additional funds from fees/taxes to improve and maintain the existing freeways and streets. This indicates that while improved public transportation is deemed important by voters, they also recognize the importance of maintaining the existing roads.
3. At this time it does not appear that voters are ready to support any new taxes/fees nor are they necessarily ready to approve the extension of the existing ½ cent sales tax. There is little interest/support for increasing the gas tax or allowing it to increase with inflation, despite the preamble provided in the survey regarding the lack of increase in the tax for many years. It is important to note, however, that there is a fair amount of “undecided” or “middle of the road” voters on several of the tax options, which indicates that there is room for education and information to persuade or motivate voters to support a tax extension or increase.
4. The fact that a majority of the voters recognize the importance of a regional transportation system to the economic welfare of the Greater Phoenix area also supports the conclusion above. This provides a critical foundation for building the case for the need for additional funds and the projected long term impact on the economy of the Greater Phoenix area.



I. Introduction

A. Background and Methodology

The total respondent sample was comprised of high efficacy voters. In this study, a voter was considered a high efficacy voter if they voted at least three times in the last five major elections (i.e., elections held every two years, not the local elections). Voters between the ages of 18 to 24 were required to have voted at least once. The sample composition of this study mirrors the profile of the sample provider's database of high efficacious voters in the MAG region. This source was used because the offices of the Maricopa County Recorder and Pinal County Recorder were unable to provide a demographic profile of high efficacy voters. As a result of specifically targeting high efficacy voters, the demographic makeup of the sample skews older in age, toward registered Republicans and skews Caucasian in ethnicity compared to a representative sample of all residents in the region or general voters.

Aside from mirroring the database of high efficacy voter demographics, WestGroup set up a specific quota in order to reach a minimum n=50 surveys with Pinal County voters living within the MAG region so key differences between Maricopa County and Pinal County could be analyzed. Throughout the report, data is weighted back to the initial proportions of voters found in the high efficacy voter database *except when discussing Pinal vs. Maricopa differences specifically*. Pinal County voters were selected for interviewing based on residency within the MAG region, including zip codes: 85121, 85247, 85143, 85142, 85242, 85228, 85132, 85232, 85138, 85139, 85239, 85272, 85172.

Comparisons to historical survey data from 2008 are provided when appropriate for reference, however, statistical comparisons are not appropriate given slight differences in survey methodology and question wording. The 2008 data referenced is from the MAG Statewide Transportation Study and figures are from Maricopa County voters specifically (not including Pinal County voters within the MAG region). Additionally, in 2008, voters had voted in two of the last three elections, rather than three out of the last five.

Interviewing for this study was conducted at WestGroup Research's Phoenix call center with computer aided telephone interviewing (CATI). Interviews were conducted from December 4th, 2013 through December 31st, 2013. The average interview length was 15 minutes. The total sample (n=602) has a margin of error of 4.1% at the 95% confidence level. When sub-groups of the total sample are analyzed, margin of error increases based on the sample size of that given sub-group. Significant differences between sub-groups at the 95% confidence level are called out when appropriate. This report focuses on the most important differences or themes that emerged when reviewing the data.



B. Sample Sizes and Associated Sampling Error

There is a certain amount of sampling "error" that occurs with survey research because of the variability that is present whenever a portion of a population is examined to provide insight into attitudes, opinions, and behaviors of the total population. This "error" does not imply an "error" on the part of the researcher, but reflects the likelihood that the estimates derived from interviewing a sample of the population differ from the numbers that would be obtained if the entire population were interviewed using the identical questions.

The amount of sampling error is determined almost entirely by the size of the sub-group of the sample and not by the size of the total sample interviewed. In other words, the sampling error associated with Pinal County voters is dictated by the size of the Pinal County sub-group in the sample (n=50 and $\pm 14.1\%$) and not the size of the sample overall (n=602). Based on a sample size of 602, the sampling error for the total sample (at the conventional 95% confidence level) is $\pm 4.1\%$. This means that the probability is 95% that results of the total sample are within 4.1 percentage points of the numbers we would have obtained had we interviewed every qualified high efficacy voter in the MAG region.

The table below demonstrates the sampling error for the total sample (n=602) and sampling errors associated with smaller sample sizes.

Sampling Error at 95% Confidence Interval

Sample Size	Margin of Error
Pinal County Sample - 50	$\pm 14.1\%$
100	$\pm 10.0\%$
300	$\pm 5.8\%$
Maricopa County Sample - 552	$\pm 4.3\%$
Total Sample – 602	$\pm 4.1\%$



C. Demographics and Respondent Background

1. Overall Demographics

The overall sample was comprised of approximately half male voters and half female voters (49% vs. 51%, respectively). The large majority of voters were Caucasian (82%), and half had completed a college degree or achieved higher education (50%). Approximately two thirds of the sample were aged 55 and older (68%), and nearly half were registered Republicans (48%).

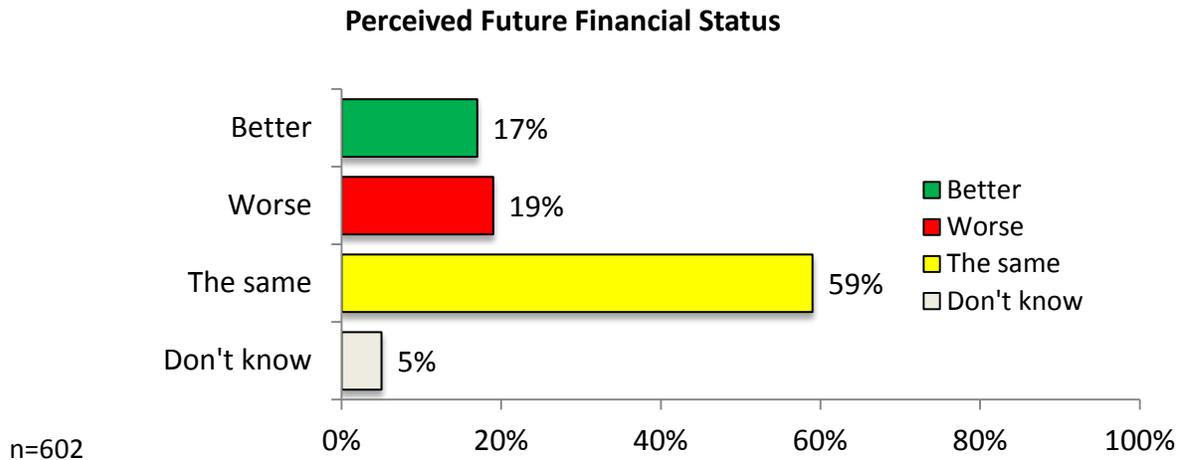
Table 1 – Demographics

Demographic Category	Total n=602	Demographic Category	Total n=602
Gender		Age	
Male	49%	Under 55	32%
Female	51%	55 and over	68%
Ethnicity		Political Affiliation	
Caucasian	82%	Republican	48%
Hispanic	3%	Democrat	30%
African American	2%	Independent	7%
Asian	2%	Other	15%
Other	4%	Annual Household Income	
Refused	7%	Under \$50K	29%
Education level		\$50K-\$100K	28%
College degree or higher	50%	Over \$100K	21%
Some college	34%	Refused	22%
High school or less	13%		



2. Perceived Future Financial Status

When asked about their financial future, the majority of voters (59%) indicated they believe they will be in the “same” financial place next year. Others were split between whether they thought they would be in a “better” place (17%) or “worse” place (19%).



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?

Conservative voters were more likely than either moderate or liberal voters to predict they would be in a “worse” place financially next year (29% vs. 9% and 13%, respectively).

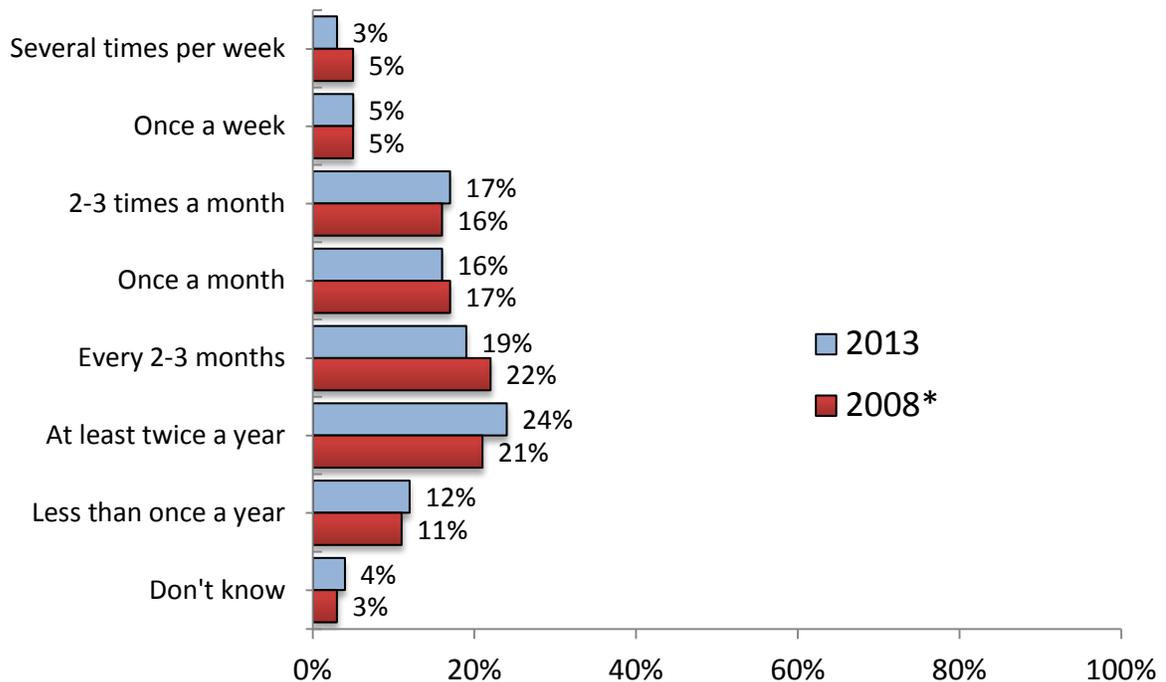


3. Travel Habits outside of Own County but within Arizona

Three in five voters overall (60%) reported traveling outside of their own county (but still within Arizona) two times a year or more. Not surprisingly, Pinal County voters were more likely than Maricopa County voters to report they travel outside their county several times per week (44% vs. 3%).

Historical data from 2008 is shown below for reference only. The audience responding to this question was slightly different, hence statistical comparisons are not appropriate.

Frequency of Traveling outside Own County but within Arizona



2013 n=602, 2008 n=736

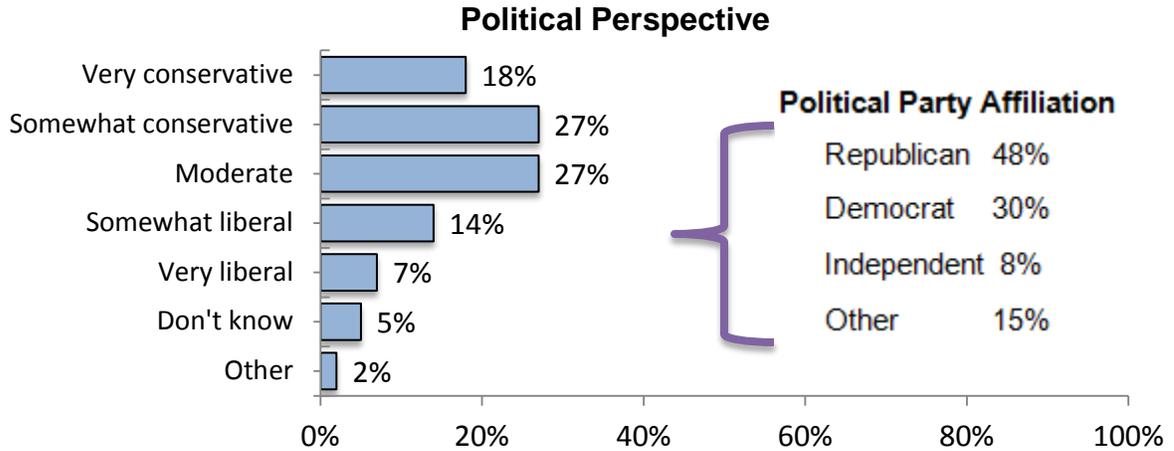
D2. How often do you travel within the state of Arizona, but outside of your county of residence?
Would you say...

*Historical Data for reference only, not for statistical comparisons. 2008 Data comprised of Maricopa County residents who voted in 2 out of 3 previous elections. Data in 2013 comprised of those living within the MAG region (both Maricopa County and a portion of Pinal County) who voted in 3 out of 5 previous elections.



4. Political Perspective

Most voters reported that they were either “somewhat conservative” or “very conservative” (45%) or “moderate” (27%) in their political perspective. While 21% reported being “somewhat liberal” or “very liberal”, 30% of voters were actually registered Democrats.



n=602

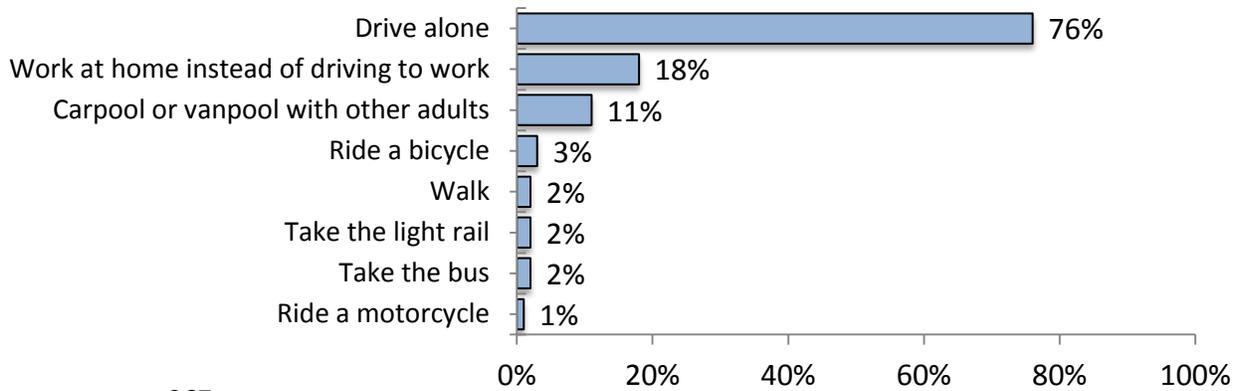
D3. Which of the following best describes your political perspective? Would you say...



5. **Employed Voters' Habits and Likelihood to Use Public Transit**

Employed voters (267 respondents) were asked to identify all of the methods they utilize to get to their workplace. Approximately three quarters of employed voters (76%) reported that they drive alone to work. One fifth (18%) reported they work from home, and 11% reported they carpool or vanpool with other adults. Few employed voters reported using public transit to get to work.

Methods Used to Get to Work (among Employed Voters)

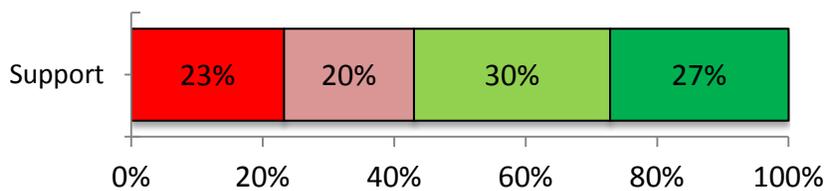


n=267

Q3. [If employed full or part time] *During a typical week, which of the following methods do you use to get to work? Do you...*

Over half of employed voters (57%) who did not report using public transit options to get to work indicated they or a family member would be “somewhat likely” or “very likely” to use public transportation if the frequency and overall convenience were to improve.

Likelihood to Use Public Transportation if Service Improves (among Employed Voters Who Do Not Use Public Transit)



■ Not at all likely ■ Not very likely ■ Somewhat likely ■ Very likely □ Don't know

n=258

Q3a. *How likely do you think you or a family member will be to use public transportation if the frequency and overall convenience improves?*



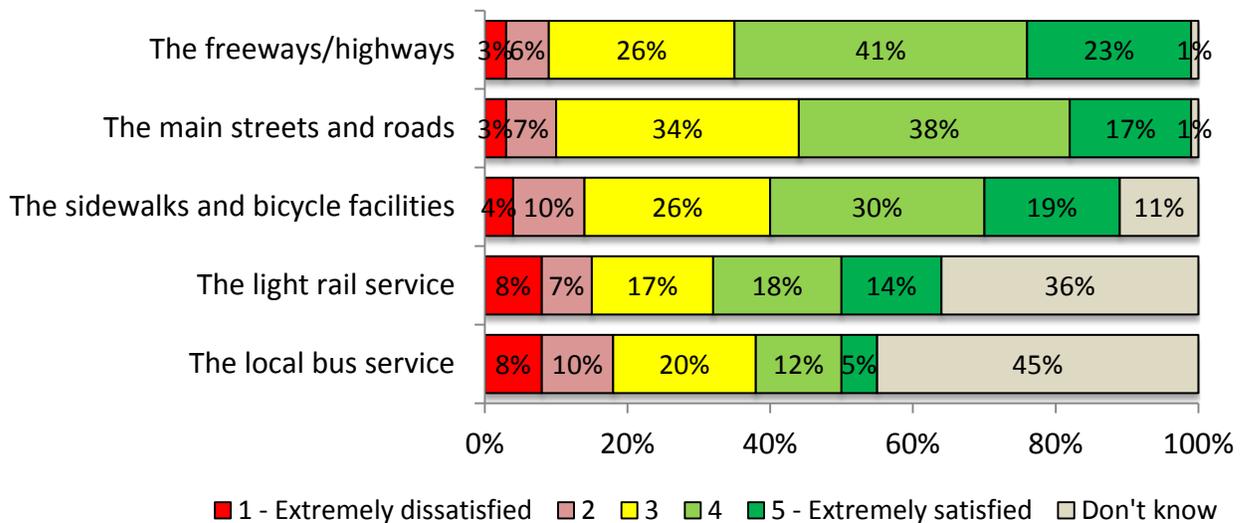
II. Perceptions of the Transportation System

A. Satisfaction with Current Transportation System in Greater Phoenix

Voters were asked to rate their level of satisfaction with major components of the transportation system in the Greater Phoenix area. The components with the highest proportions of top-two ratings were *the freeways/highways* (64%) and *the main streets and roads* (55%).

Public transportation components such as *the light rail service* and *the local bus service* received lower proportions of top-two ratings, but this appears to be due in part to a large proportion of “don’t know” ratings for each of these components.

Satisfaction with Components of the Greater Phoenix Transportation System



n=602

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. . . ?



While several differences among sub-groups were observed, a theme emerged between voters' satisfaction levels with a given transportation component and responses to question 5a (ranking top transportation priorities for the greater Phoenix area). If voters considered something a top priority in question 5a, they often were particularly likely to report dissatisfaction with a related component in question 1. For example:

- Those who selected *improve major streets and intersections* as their top priority for the greater Phoenix area in question 5a were particularly likely to be dissatisfied with *the main streets and roads* component of the transportation system (18%).
- Those who chose *commuter rail service* as their top priority for the greater Phoenix area in question 5a were particularly likely to be dissatisfied with *the freeways/highways* (21%).
- Those who chose *bicycle pathways* as their top priority for the greater Phoenix area in question 5a were particularly likely to be dissatisfied with *the sidewalks and bicycle facilities* (37%).
- Those who selected *the implementing a valley wide regional bus system* as their top priority for the greater Phoenix area in question 5a were particularly likely to report dissatisfaction with *the local bus service* (38%).

On the county level, Maricopa County voters were significantly more likely than Pinal County voters to provide top-two satisfaction ratings for *the main streets and roads* (55% vs. 36%).

Table 2a – Satisfaction with Transportation Components by County

Potential New Revenue Stream	Total n=602	County	
		Maricopa n=552 A	Pinal n=50 B
The freeways/highways	64%	64%	60%
The main streets and roads	55%	55% ^B	36%
The sidewalks and bicycle facilities	49%	48%	42%
The light rail service	32%	32%	30%
The local bus service	17%	17%	12%

^{AB} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



Satisfaction with some of the same transportation components were also asked about in 2008. While the audiences were slightly different, it does appear satisfaction levels with *the freeways/highways* and *the main streets and roads* are relatively higher in 2013. Satisfaction with *the local bus service* (worded “bus or transit service” in 2008) remains low.

**Table 2b – Satisfaction with Transportation Components
with Historical 2008 Data for Reference***

Component	2013 n=602	Component	2008 n=736
The freeways/highways	64%	The freeways/highways	41%
The main streets and roads	55%	The main streets and roads	36%
The sidewalks and bicycle facilities	49%	N/A	N/A
The light rail service	32%	N/A	N/A
The local bus service	17%	Bus or transit service	15%

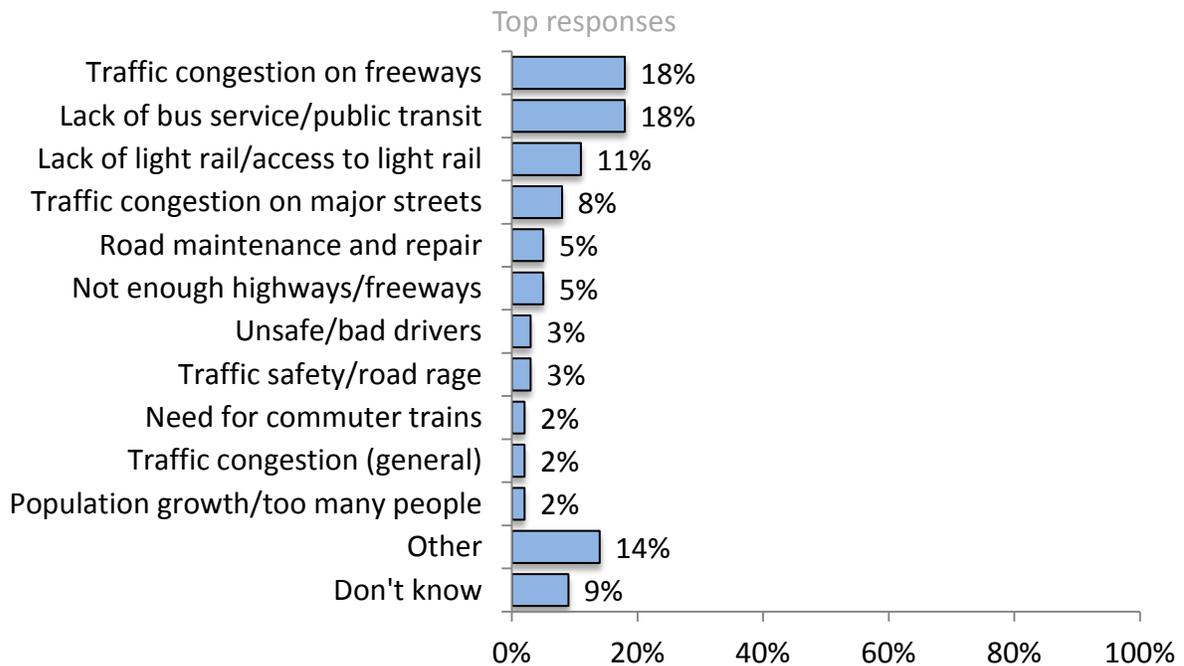
*Historical Data for reference only, not for statistical comparisons. 2008 data comprised of Maricopa County residents who voted in 2 out of 3 previous elections. 2013 data comprised of those living within the MAG region (both Maricopa County and a portion of Pinal County) who voted in 3 out of 5 previous elections.



B. Most Important Transportation Issue in Greater Phoenix

Voters were asked to name what they believe is the most important transportation related issue or problem in the Greater Phoenix area today. The most common responses include *traffic congestion on freeways* (18%), *lack of bus service/public transit* (18%), and *lack of light rail/access to light rail* (11%).

Most Important Transportation-Related Issue Facing Greater Phoenix



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



Voters' responses to the most important transportation issues facing greater Phoenix tended to align with their responses in question 5a (ranking top transportation priorities for the greater Phoenix area). For example:

- Those who chose *completion of our regional freeway system* as a top priority in question 5a were particularly likely to mention *traffic congestion on freeways* as their most important issue (27%).
- Those who chose *implementing a valley-wide regional bus system* in question 5a were particularly likely to mention *problem/lack of bus service/public transit* (44%) as their most important issue.

In 2008, lack of public transit in general was also at the top of voters' concerns, although at that point responses were not separated between bus service and light rail comments. One apparent difference in responses is that gas prices were a major concern in 2008 (mentioned by 15% of voters), whereas gas prices received less than 2% of mentions in 2013.

Table 3 – Most Important Transportation Issues Facing Greater Phoenix with 2008 Historical Data for Reference*

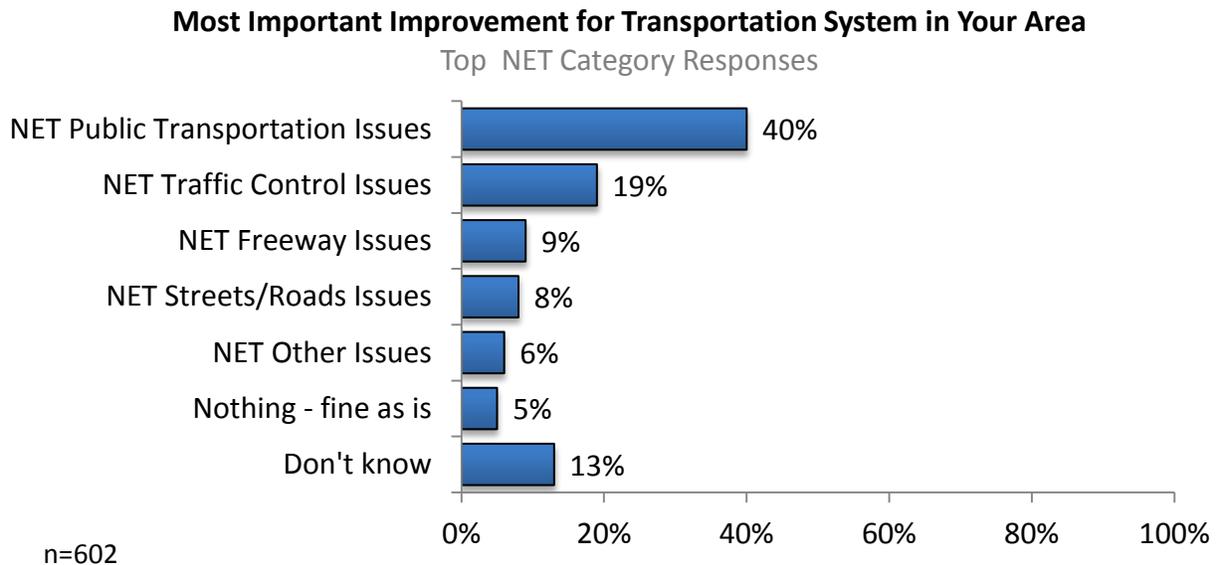
Most Important Issues Mentioned	2013 n=602	Most Important Issues Mentioned (Note: Code list not precisely the same as in 2013)	2008 n=736
Traffic congestion on freeways	18%	Lack of public transit	30%
Lack of bus service/public transit	18%	Gas prices	15%
Lack of light rail/access to light rail	11%	Not enough highways/freeways	12%
Traffic congestion on major streets	8%	Traffic congestion (general)	11%
Road maintenance and repair	5%	Road maintenance and repair	4%
Not enough highways/freeways	5%	Pollution	3%
Unsafe/bad drivers	3%	Population growth/too many people	3%
Traffic safety/road rage	3%	Not enough roads/small roads	2%
Need for commuter trains	2%	Lack of funding	2%
Traffic congestion (general)	2%	Need for commuter trains	2%
Population growth/too many people	2%	Poor planning	2%
Other	14%	Other	6%
Don't know	9%	Don't know	8%

*Due to variations in comment code-lists between years, and demographic differences of sample composition between years, historical data provided is for reference only and not for statistical comparison.



C. Most Important Thing to Improve Local Transportation System

When voters were asked to name the number one most important thing they think could be done to improve the transportation system in their local area, the most common responses related to *public transportation issues* (40%), followed by *traffic control issues* (19%).



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

Liberal voters were more likely than conservative voters to mention a *Public Transportation* issue (54% vs. 32%), while conservative voters were more likely to mention a *Traffic Control* issue (23% vs. 14%).

In Table 4 below, responses are broken out by individual category. A similar question was asked in 2008, however, categories were slightly different and category 'NET' values do not fully align and are not displayed within Table 4 below. For reference, the top individual responses in 2008 included:

- Improve local bus service 18%
- Build more roads/freeways/highways – 12%
- Add more freeway lanes – 13%
- Add/expand light rail service – 7%
- Control growth/better planning – 4%



**Table 4 – Suggested Transportation Improvements for Local Area –
Top Individual Comment Categories**

Improvements	Total n=602
NET Public Transportation Issues	40%
<i>Top Individual Public Transportation Comments</i>	
Light rail	13%
Expand bus coverage	12%
More frequent bus service	6%
Improve/need more	5%
Commuter rail	1%
More stops, closer	1%
Longer hours of service	1%
Encourage people to use public transit	1%
NET Traffic Control Issues	19%
<i>Top Individual Traffic Control Comments</i>	
Better traffic control	4%
Synchronize lights	4%
More traffic lights	3%
Better law enforcement/police patrol	3%
More carpooling/encourage people to use carpool/bike/walk	2%
Control growth	1%
Sidewalks /bike paths	1%
Better planning	1%
NET Freeway Issues	9%
<i>Top Individual Freeway Comments</i>	
Miscellaneous	5%
Widen/enlarge	2%
Finished planned construction/complete 303/202	2%
NET Streets/Roads Issues	8%
<i>Top Individual Streets/Road Comments</i>	
Build more	3%
Widen/add lanes	2%
Repair roads	2%
Miscellaneous	1%

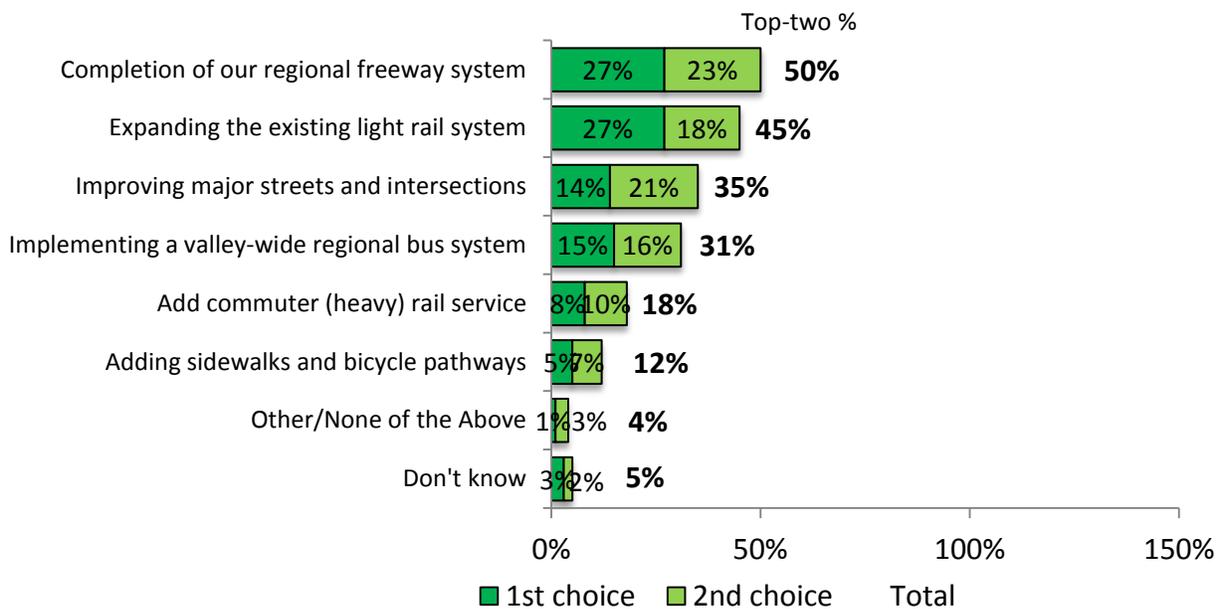


D. Prioritized Components of Greater Phoenix Transportation System

Voters were read a list of six key transportation system components and asked to select their first and second priorities for the Greater Phoenix area. The components chosen most often by voters include *completion of our regional freeway system* (chosen by 50% of voters as either their first or second priority) and *expanding the existing light rail system* (45%).

Components with the lowest proportion of selections as a first or second priority were *adding commuter rail service* (18%) and *adding sidewalks and bicycle pathways* (12%).

Top Priorities for Greater Phoenix Transportation System Components



n=602

Q5a. 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?

Q5b. Of the remaining items, which one should be the second highest priority?



Key differences among sub-groups include for *top priority* include:

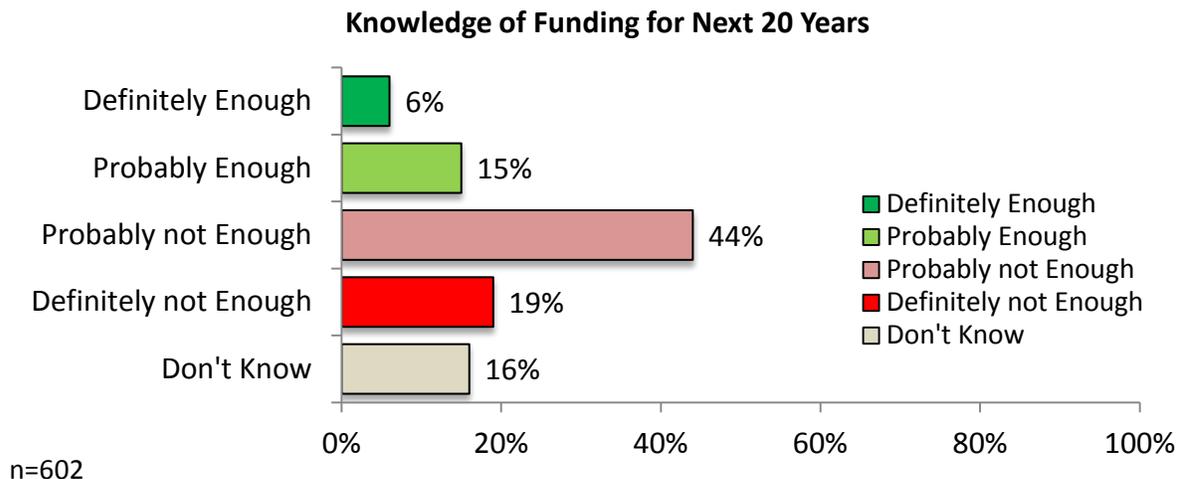
- Maricopa County voters were more likely than Pinal County voters to select *expanding the light rail system* as their number one priority (27% vs. 16%).
- Employed voters who report using an alternate mode of transportation to get to work were more likely than those who report always driving alone to select *expanding the existing light rail system* as a priority (40% vs. 27%).
- Political differences were also observed:
 - Liberal voters were more likely than both moderate voters and conservative voters to select *expanding the light rail system* (41% vs. 29% and 20%, respectively).
 - Conservatives voters, however, were more likely than liberal voters to select *completion of our regional freeway system* (32% vs. 20%) and *improving major streets and intersections* (18% vs. 8%).



III. Knowledge and Perceptions of Funding Sources in Greater Phoenix Area

A. Perception of Transportation Funding in Greater Phoenix for the Next 20 Years

The majority of voters (63%), when asked whether there is enough funding available to cover needed transportation improvements in the greater Phoenix area for the next 20 years, indicated there is “probably not enough” or “definitely not enough” funding. Only 6% indicated there is “definitely enough”.



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?

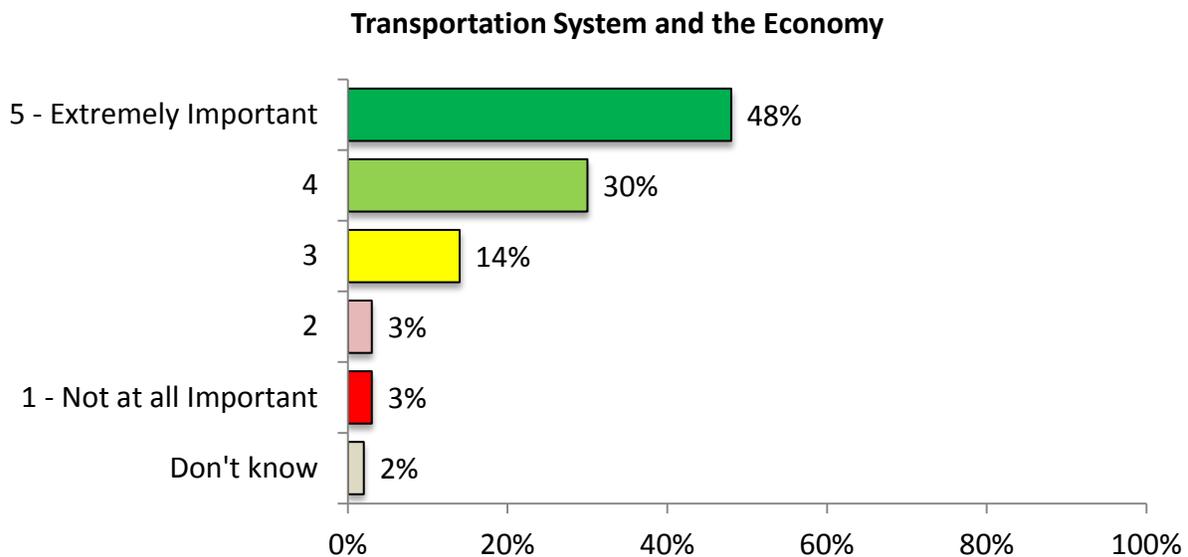
Key differences among sub-groups for funding perceptions include:

- Liberal voters were more likely than moderate voters and conservative voters to believe there is “definitely not enough” or “probably not enough” funding (73% vs. 64% and 61%, respectively).
- Voters who indicated support for the concept of a \$50 tax spread over the course of a year (question 9) or for indexing the gasoline tax to match inflation (question 10) were more likely than those in opposition to either tax proposal to believe there is “definitely not enough” or “probably not enough” funding (73% vs. 56%, and 74% vs. 60%, respectively).
- Those who rated the transportation/economic connection with a “4” or “5 - very important” rating (question 7) were more likely than those rating with a “1 – not at all important” to “3” to believe there is “definitely not enough” or “probably not enough” funding (67% vs. 53%).



B. Perceived Importance of Greater Phoenix Transportation System to Economy

Voters were asked to indicate how important they believe the regional transportation system is for the greater Phoenix area's economy. Over three quarters (78%) selected a "4" or "5 – Extremely Important" rating. Six percent (6%) chose a "2" or "1 – Not at all Important" rating.



n=602

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.

Key differences among sub-groups include:

- Liberal voters and moderate voters were each more likely than conservative voters to provide top-two importance ratings (88% and 82% vs. 73%, respectively).
- Voters who indicated support for the concept of a \$50 tax spread over the course of a year (question 9) or for indexing the gasoline tax to match inflation (question 10) were more likely than those in opposition to either tax proposal to provide top-two ratings (85% vs. 72%, and 88% vs. 75%, respectively).
- Voters who indicated they believe there is "definitely not enough" or "probably not enough" funding to cover transportation issues over the next 20 years (question 6) were more likely than those who believe there is enough funding to indicate a high importance of a regional transportation system (82% vs. 71%).



C. Level of Support for Future Potential Revenue Streams in Greater Phoenix

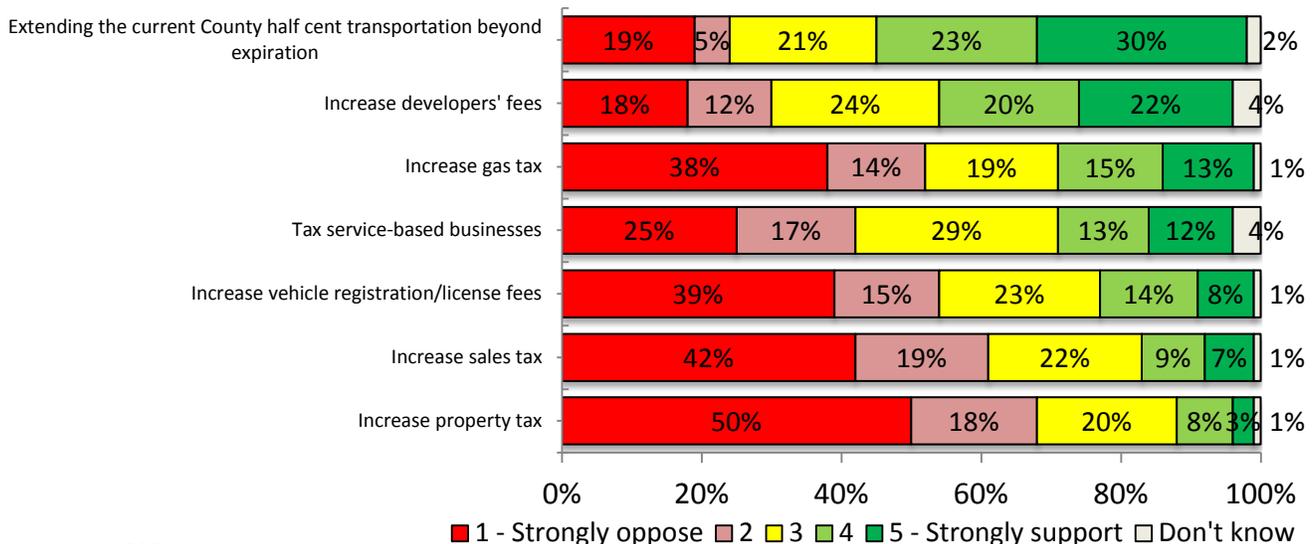
Voters were read an informational preamble prior to question 8 and asked to rate their level of support for several potential future revenue stream options. The preamble was as follows:

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. 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.

When rating support levels for potential new revenue streams, voters were most likely to give top-two support ratings for: *extending the current County half-cent transportation sales tax beyond 2025 when it expires (53%), and increasing developers’ fees (42%).* Options with the lowest levels of support include *increasing sales tax (16%) and increasing property tax (11%).*

Support for Potential New Revenue Streams in Greater Phoenix



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.



Key differences among sub-groups include:

- Maricopa County voters were more likely than Pinal County voters to provide top-two ratings for *increasing the Arizona gas tax* (28% vs. 16%), and *increasing property tax* (12% vs. 4%).
- Table 5a below demonstrates that liberal voters (and in some cases, moderate voters), were generally more likely than conservative voters to support any option. Likewise, those who consider the transportation system important to the economy were more likely than those who do not think it is important to support any option.

Table 5a – Support for Potential New Revenue Streams in Greater Phoenix by Political Persuasion and Q7
% (4) and (5) Strongly Support Ratings

Potential New Revenue Stream	Total n=602	Political Persuasion			Q7 – Perceived Importance of Transportation System to Economy	
		Very/somewhat conservative n=273 A	Moderate n=164 B	Very/somewhat liberal n=127 C	“1 – Not at all Important” to “3” Ratings n=121 D	“4 to “5 – Extremely Important” Ratings n=472 E
Extending the current County half cent transportation tax beyond 2025 when it expires	53%	48%	56%	67% ^A	38%	58% ^D
Increase developers' fees	42%	34%	40%	60% ^{AB}	26%	46% ^D
Increase the Arizona gas tax	28%	20%	32% ^A	44% ^{AB}	14%	32% ^D
Tax service-based businesses	25%	19%	23%	44% ^{AB}	17%	28% ^D
Increase vehicle registration/license fees	22%	17%	28% ^A	28% ^A	8%	25% ^D
Increase sales tax	16%	13%	17%	24% ^A	6%	19% ^D
Increase property tax	11%	9%	11%	17% ^A	6%	13% ^D

^{ABCDE} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



While the respondent base was slightly different, and wording was not precisely the same for all options, Table 5b below shows levels of support from Maricopa County voters in 2008 to similar options.

**Table 5b – Support for Potential New Revenue Streams in Greater Phoenix
with Historical 2008 Data for Reference**
% (4) and (5) Strongly Support Ratings

Potential New Revenue Stream	2013 n=602	Proposed Revenue Stream	2008* n=367-369
Extending the current County half cent transportation tax beyond 2025 when it expires	53%	N/A	N/A
Increase developer fees	42%	Increase developer fees	57%
Increase the Arizona gas tax	28%	N/A	N/A
Increasing the businesses that are taxed to include service based businesses	25%	Broaden the base of sales tax into areas that do not currently charge it	35%
Increase vehicle registration/driver's license fees	22%	Increase vehicle license fees	19%
Increase sales tax	16%	Increase statewide sales tax	24%
Increase property tax	11%	Increase statewide property taxes	12%

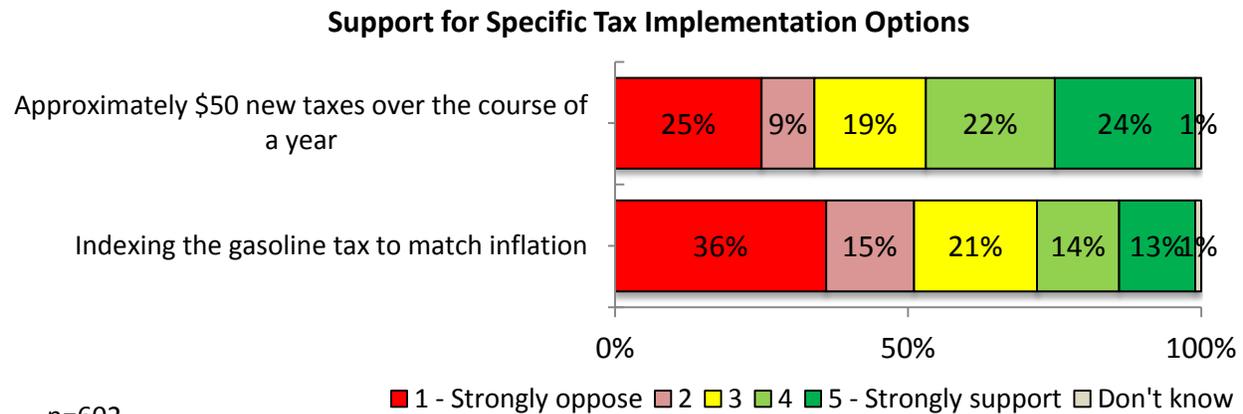
*Due to variations in wording between years, and demographic differences of sample composition between years, historical data provided is for reference only and not for statistical comparison.



D. Level of Support for Proposed Additional Taxes or Fees

Voters were asked to rate their support for two specific tax implementation options: approximately \$50 more in taxes spread across the course of a year and indexing the gasoline tax to match inflation.

Slightly less than half of voters (46%) provided a (4) or (5) Strongly Support rating for the concept of paying approximately \$50 in new taxes over the course of a year, whereas 27% supported indexing the gasoline tax to match inflation.



n=602

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.

Tables 6a and 6b below demonstrate that the following groups were more likely to support either of these tax options:

- Liberal and moderate voters vs. conservative voters
- Those who believe there is “definitely not enough” or “probably not enough” transportation funding for the next 20 years vs. those who believe otherwise
- Those who believe the transportation system is important to the greater Phoenix economy vs. those who do not



Table 6a – Support for Specific Tax Options by Political Persuasion
 % (4) and (5) Strongly Support Ratings

Specific Tax Options	Total n=602	Political Persuasion		
		Very/somewhat conservative n=273 A	Moderate n=164 B	Very/somewhat liberal n=127 C
Approximately \$50 more in taxes spread across the course of a year.	46%	35%	58% ^A	60% ^A
Increasing the gas tax each year in the future to match the general inflation rate in order to fund transportation system improvements.	27%	20%	32% ^A	41% ^A

^{ABC} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level

6b – Support for Specific Tax Options by Q6 and Q7
 % (4) and (5) Strongly Support Ratings

Specific Tax Options	Total n=602	Q6 – Perceived Funding of Transportation Projects for Next 20 Years		Q7 – Perceived Importance of Transportation System to Economy	
		“Definitely Enough” + “Probably Enough” n=124 A	“Definitely <i>not</i> Enough” + “Probably <i>not</i> Enough” n=381 B	“1 – Not at all Important” to “3” Ratings n=121 C	“4 to “5 – Extremely Important” Ratings n=472 D
Approximately \$50 more in taxes spread across the course of a year.	46%	33%	53% ^A	32%	50% ^C
Increasing the gas tax each year in the future to match the general inflation rate in order to fund transportation system improvements.	27%	21%	31% ^A	15%	30% ^C

^{ABCD} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



Table 6c below shows a comparison of this year to 2008 for the level of support for matching the gasoline tax with inflation. It should be noted that, in 2008, voters were not read a preamble regarding the gasoline tax as they were in 2013.

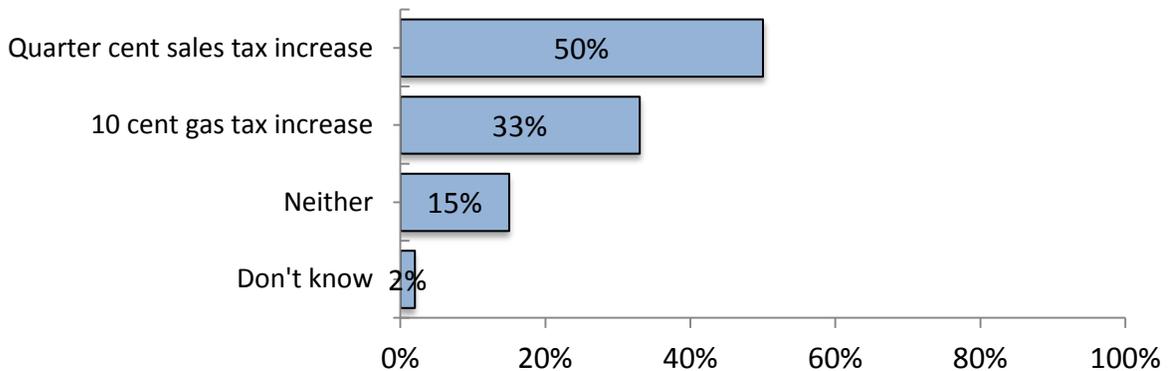
**Table 6c – Support for Indexing Gasoline Tax to Inflation
with Historical 2008 Data for Reference***
% (4) and (5) Strongly Support Ratings

Specific Tax Option	2013 n=602	Proposed Revenue Change	2008 n=369
Increasing the gas tax each year in the future to match the general inflation rate in order to fund transportation system improvements.	27%	Allow the gas tax to rise with inflation	18%

*Due to variations in how the question was asked between years and demographic differences of sample composition between years, historical data provided is for reference only and not for statistical comparison.

Voters were then asked to choose between a quarter of a cent increase in sales tax or a ten cent increase in gasoline tax. Half of voters (50%) chose the quarter cent sales tax increase, whereas one third (33%) chose the ten cent gasoline tax increase.

Support for Quarter Cent Sales Tax Increase vs. 10 Cent Gas Tax Increase



n=602

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?

A breakdown of differences by gender and political persuasion is below in Table 7. Interestingly, there was a similar level of support for the quarter cent sales tax increase across political persuasions.



Table 7 – Support for Quarter Cent Sales Tax vs. 10 Cent Gas Tax Increase by Gender and Political Persuasion

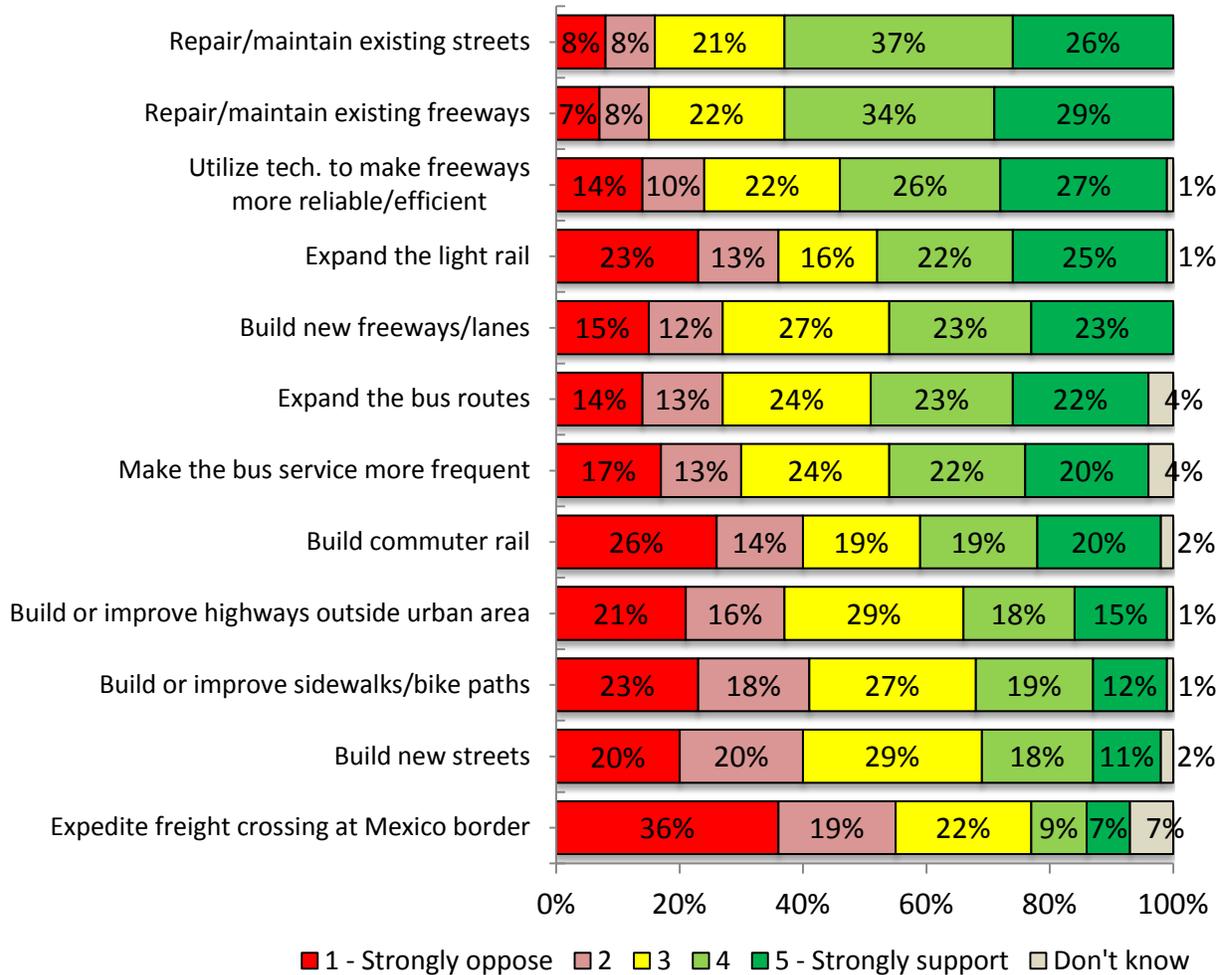
	Total n=602	Gender		Political Persuasion		
		Male n=295 A	Female n=307 B	Very/somewhat conservative n=273 C	Moderate n=164 D	Very/somewhat liberal n=127 E
Quarter of a cent Sales tax increase	50%	40%	60% ^A	51%	51%	47%
10 cent Gas tax increase	33%	39% ^B	27%	28%	36%	42% ^C
Neither	15%	21% ^B	10%	20% ^{DE}	10%	8%
Don't know	2%	1%	3% ^A	1%	3%	3%

^{ABCDE} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



Next, voters were asked to rate their level of support for the additional taxes or fees if the funds from those taxes/fees would be used for a different transportation improvements. Usage options with the highest proportion of top-two support ratings include *repair/maintain existing streets* (63%) and *repair/maintain existing freeways* (63%). Options with the lowest level of support include *build new streets* (29%) and *expedite freight crossing at Mexico border* (16%).

Support for Proposed Usage of Additional Fees



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...



Table 8a below demonstrates that liberal voters, and in some cases moderate voters, were more likely than conservative voters to provide top-two support ratings for most proposed usages of additional fees.

Likewise, in Table 8b on the following page, those who consider the transportation system important to the greater Phoenix economy, and those who support either tax option in question 9 and question 10 were particularly likely to be supportive of using the additional fees for any of the proposed options. Generally, these subgroups' hierarchy of support mirrored the overall figures.

**Table 8a – Support for Proposed Usage of Additional Fees
by Gender and Political Persuasion**
% (4) and (5) Strongly Support Ratings

Proposed Usage of Additional Fees	Total n=602	Political Persuasion		
		Very/somewhat conservative n=273 A	Moderate n=164 B	Very/somewhat liberal n=127 C
Repair, rebuild, and maintain existing streets	63%	58%	66%	69% ^A
Repair, rebuild and maintain existing freeways	63%	60%	66%	66%
Utilize technology to make freeways more reliable/efficient	53%	46%	58% ^A	64% ^A
Expand the light rail	47%	29%	56% ^A	71% ^{AB}
Build new freeways/freeway lanes	46%	45%	45%	51%
Expand the bus routes	45%	33%	52% ^A	62% ^A
Make the bus service more frequent	42%	30%	42% ^A	64% ^{AB}
Build commuter rail	39%	25%	45% ^A	65% ^{AB}
Build new or improve highways outside the urban area	33%	30%	35%	41% ^B
Build or improve sidewalks and bicycle lanes/paths	31%	22%	34% ^A	47% ^{AB}
Build new streets	29%	30%	33%	24%
Expedite freight crossings at the Mexico border for easier freight movement	16%	9%	24% ^A	24% ^A

^{ABC} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



**Table 8b – Support for Proposed Usage of Additional Fees
by Q7, Q9, and Q10**
% (4) and (5) Strongly Support Ratings

Proposed Usage of Additional Fees	Total n=602	Q7 – Perceived Importance of Transportation System to Economy		Q9 – Perceived Support for \$50 annual tax increase		Q10 – Perceived Support for indexing gasoline tax to inflation	
		“1 – Not at all Important” to “3” n=121 A	“4 to “5 – Extremely Important” n=472 B	“1 – Strongly Oppose” to “3” n=316 C	“4 to “5 – Strongly Support” n=277 D	“1 – Strongly Oppose” to “3” n=436 E	“4 to “5 – Strongly Support” n=162 F
Repair, rebuild, and maintain existing streets	63%	47%	68% ^A	50%	78% ^C	57%	79% ^E
Repair, rebuild and maintain existing freeways	63%	46%	67% ^A	51%	76% ^C	56%	79% ^E
Utilize technology to make freeways more reliable/efficient	53%	39%	57% ^A	38%	71% ^C	44%	76% ^E
Expand the light rail	47%	29%	52% ^A	30%	67% ^C	37%	73% ^E
Build new freeways/freeway lanes	46%	31%	51% ^A	34%	61% ^C	40%	62% ^E
Expand the bus routes	45%	19%	52% ^A	35%	57% ^C	37%	66% ^E
Make the bus service more frequent	42%	21%	47% ^A	33%	51% ^C	35%	58% ^E
Build commuter rail	39%	20%	45% ^A	26%	54% ^C	31%	61% ^E
Build new or improve highways outside the urban area	33%	20%	37% ^A	24%	44% ^C	27%	49% ^E
Build or improve sidewalks and bicycle lanes/paths	31%	23%	33% ^A	19%	44% ^C	22%	54% ^E
Build new streets	29%	17%	33% ^A	22%	38% ^C	25%	40% ^E
Expedite freight crossings at the Mexico border for easier freight movement	16%	14%	17%	9%	24% ^C	11%	29% ^E

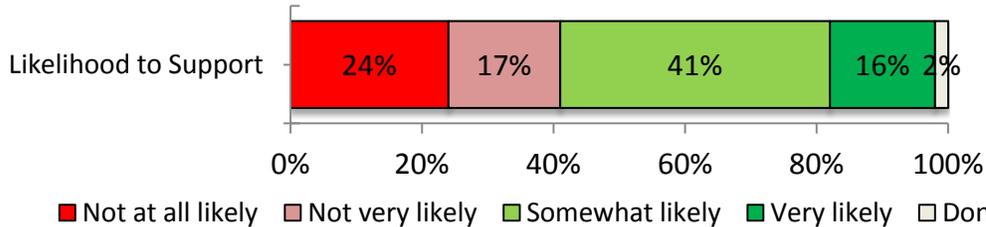
^{ABCDEF} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level

When looking at the responses of those who supported extending the half cent sales tax (the option which received the most support in question 8), maintenance issues such as *repair, rebuild and maintain existing streets/freeways* still rose to the top, whereas options like *build new streets* and *expedite freight crossings at the Mexico border for easier freight movement* fell to the bottom.



A majority of voters (57%) indicated they would be supportive of a tax increase even if the money were used for regional transportation projects not fully within their own communities.

Support for Tax Increase if Not Fully Utilized in Own Community



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?

As shown in table 9 below, conservative voters were less likely to be supportive of this scenario than moderate voters and liberal voters.

Table 9 – Support for Tax Increase if Not Fully Utilized in Own Community by Political Persuasion

Support for Sales Tax Increase if Not Fully Utilized in Own Community	Total n=602	Political Persuasion		
		Very/somewhat conservative n=273 A	Moderate n=164 B	Very/somewhat liberal n=127 C
NET Very likely + Somewhat likely	57%	45%	70%^A	70%^A
Very likely	16%	11%	20% ^A	21% ^A
Somewhat likely	41%	34%	50% ^A	49% ^A
NET Not very likely + Not at all likely	41%	54%^{BC}	29%	27%
Not very likely	17%	21% ^{BC}	13%	12%
Not at all likely	24%	33% ^{BC}	16%	15%
Don't know	2%	1%	1%	3%

^{ABC} indicates significant statistical difference in comparison to other sub-group(s) at the 95% confidence level



Appendix – Questionnaire



MAG Regional Transportation Voter Survey 2014

Introduction

Hello, may I please speak with _____? My name is _____, and I am calling from WestGroup Research, an independent research company. We are conducting a brief survey with Arizona voters about issues facing residents and would appreciate your input. All information given will remain confidential. No sales calls will result from this interview.

IF R NOT AVAILABLE, ARRANGE CALLBACK.

1. Are you registered to vote in the State of Arizona? (**NOTE: Question is just to confirm we reached voter, sample to be used is purchased list of high efficacy voters**)
 - a. Yes
 - b. No – THANK AND TERMINATE
 - c. Don't know – THANK AND TERMINATE

2. Please tell me which of the following age categories includes your age? Please stop me when I read the correct category. READ LIST; ALLOW ONLY ONE RESPONSE
 - a. 18 to 24
 - b. 25 to 34
 - c. 35 to 44
 - d. 45 to 54
 - e. 55 to 64
 - f. 65 or older
 - g. Refused (DO NOT READ)

3. RECORD GENDER (DO NOT ASK; RECORD BY OBSERVATION)
 - a. Male
 - b. Female

Perceptions of Biggest Issues and Current Transportation System

Throughout the survey, I will be referencing the greater Phoenix area. Please note this includes all of Maricopa County and its immediately surrounding areas.

- 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...?
- a. The main streets and roads
 - b. The freeways/highways
 - c. The local bus service
 - d. The light rail service
 - e. The sidewalks and bicycle facilities



- Q2. What do you think is the ONE most important transportation-related issue or problem in the greater Phoenix area today? DO NOT READ LIST. TOP MENTION ONLY BUT PROBE FOR CLARITY
- a. Traffic congestion on major streets
 - b. Traffic congestion on freeways
 - c. Neighborhood traffic
 - d. Too much truck traffic
 - e. Traffic safety/Road Rage
 - f. Road maintenance/repair
 - g. Traffic delays due to construction
 - h. Poor traffic management around maintenance/construction activity
 - i. Poor signage
 - j. Drinking/Driving
 - k. Problem/Lack of bus service
 - l. Problem/Lack of dial-a-ride service
 - m. Problems at intersection (no left turn signals, short signals, poor signal timing)
 - n. Need for commuter trains
 - o. Need for public transportation between Phoenix and Tucson
 - p. Need for public transportation between Phoenix and Flagstaff
 - q. Lack of funding
 - r. Not enough bike lanes/sidewalks
 - s. Gas prices
 - t. Pollution
 - u. Unsafe/Bad drivers
 - v. Other: SPECIFY
 - w. Don't know
- D5. Are you employed full-time, employed part-time, retired, a house spouse, a student or unemployed?
- a. Full-time
 - b. Part-time
 - c. Retired
 - d. House spouse
 - e. Student
 - f. Unemployed
 - g. Refused/NA
- Q3. IF EMPLOYED FULL OR PART TIME: During a typical week, which of the following methods do you use to get to work? (READ
- a. Take the bus
 - b. Take the light rail
 - c. Ride a motorcycle
 - d. Ride a bicycle
 - e. Walk



- f. Work at home instead of driving to work
- g. Drive alone
- h. Carpool or vanpool with other adults (including family members)

Q3a. IF NOT MENTIONED IN Q3 TO a - b : How likely do you think you or a family member will be to use public transportation if the frequency and overall convenience improves?

- a. Very likely
- b. Somewhat likely
- c. Not very likely
- d. Not at all likely
- e. Don't know – DO NOT READ

Priorities and Solutions

Q4. What do you feel is the ONE most important thing that could be done to improve transportation problems IN YOUR AREA? DO NOT READ LIST. SINGLE MENTION ONLY

PUBLIC TRANSPORTATION (NET)

- a. Improve/need more
- b. Light rail
- c. Commuter Rail
- d. Expand bus coverage
- e. More frequent bus service
- f. More stops, closer
- g. Longer hours of service

FREEWAYS (NET)

- h. Wider/enlarge
- i. Finish planned construction
- j. Build more
- k. Miscellaneous

STREETS/ROADS (NET)

- l. Widen, add lanes
- m. Do repairs at night
- n. Repair roads
- o. Build more
- p. Miscellaneous

TRAFFIC CONTROL (NET)

- q. Better traffic control
- r. Synchronize light
- s. More traffic lights
- t. Left turn lanes
- u. Miscellaneous
- v. Sidewalks/bike lanes/bike paths
- w. Better law enforcement
- x. More car pooling



- y. Control growth
- z. Better planning
- aa. Increase funding
- bb. OTHER: SPECIFY
- cc. Nothing – fine as is
- dd. Not sure

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? RANOMIZE AND READ LIST. Of the remaining items, which one should be the second highest priority? RANDOMIZE AND RE-READ THE LIST

- a. Completion of our regional freeway system
- b. Improving major streets and intersections
- c. Implementing a valley-wide regional bus system
- d. Expanding the existing light rail system
- e. Add commuter (heavy) rail service
- f. Adding sidewalks and bicycle pathways
- g. Other/None of Above [DNR]
- h. Not Sure/Refused [DNR]

Knowledge & Funding Support

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?

- a. Definitely Enough
- b. Probably Enough
- c. Probably not Enough
- d. Definitely not Enough
- e. DO NOT READ Not Sure

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.

READ: 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.



- 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. READ AND ROTATE LIST (1-5 scale; 6=Don’t know)
- a. Extending the current County ½ cent transportation sales tax beyond 2025 when it expires
 - b. Increasing the businesses that are taxed to include service based businesses.
 - c. Increasing the Sales Tax
 - d. Increasing the Arizona Gas Tax
 - e. Increasing the Property Tax
 - f. Increasing the Vehicle registration/driver’s license fees
 - g. Increasing the Developer Fees
- 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.
- 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.
- a. ¼ cent Sales tax increase
 - b. 10 cent Gas tax increase
 - c. Don’t know – DO NOT READ
 - d. Neither – DO NOT READ
- 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 _____ READ AND ROTATE LIST
- a. Build new freeways/freeway lanes
 - b. Repair, rebuild and maintain existing freeways
 - c. Utilize technology to make freeways more reliable/efficient
 - d. Build new streets
 - e. Repair, rebuild, and maintain existing streets
 - f. Make the bus service more frequent
 - g. Expand the bus routes
 - h. Expand the light rail
 - i. Build commuter rail
 - j. Build or improve sidewalks and bicycle lanes/paths
 - k. Build new or improve highways outside the urban area
 - l. Expedite freight crossings at the Mexico border for easier freight movement



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?"

- a. Very likely
- b. Somewhat likely
- c. Not very likely
- d. Not at all likely
- e. Don't know – DO NOT READ

Demographics

Now I have a few final questions that are for classification purposes only.

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?

- a. Better
- b. Worse
- c. The same
- d. Do not read: Don't know

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

- a. Several times per week
- b. Once a week
- c. 2-3 times a month
- d. Once a month
- e. Every 2-3 months
- f. At least twice a year
- g. Less than once a year
- h. Don't know

D3. Which of the following best describes your political perspective: Would you say:READ LIST

- a. Very conservative
- b. Somewhat conservative
- c. Moderate
- d. Somewhat liberal
- e. Very liberal
- f. Other: SPECIFY _____
- g. Don't know/REF



- D4. What was the last year of education you have completed?
- a. Grammar school (8 years or less)
 - b. Some high school (9-11 years)
 - c. Graduated high school (12 years)
 - d. Some post-high school training/some college
 - e. Graduated from four-year college (B.A./B.S.)
 - f. Post-Graduate Degree
 - g. Don't Know
 - h. Refused
- D6. How would you describe your race or ethnic background are you...
- a. White
 - b. Black or African American
 - c. American Indian
 - d. Asian
 - e. Hispanic
 - f. Something thing else: SPECIFY
 - g. Refused
- D8. May I have the Zip Code in which you live? _____
- D9. IF EMPLOYED FULL OR PART TIME: May I have the zip code where you work?

- D10. Was your annual household income before taxes last year: READ LIST
- a. Less than \$25,000
 - b. \$25,000 to less than \$50,000
 - c. \$50,000 to less than \$75,000
 - d. \$75,000 to less than \$100,000
 - e. \$100,000 to less than \$125,000
 - f. \$125,000 or more
 - g. DO NOT READ: No answer/REFUSED

Thank you very much – those are all my questions.

