



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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68% FAVOR 20 MORE YEARS OF COUNTY SALES TAX FOR TRANSPORTATION: SUPPORT DROPS IF MONEY IS ONLY FOR FREEWAYS

Phoenix, Arizona, March 25, 2002. Sixty-eight percent of Maricopa County taxpayers favor extending the current county transportation sales tax for another 20 years, if funds are split evenly for freeways and public transportation, such as buses and freeways. Support drops to 59 percent and opposition stiffens from 27 percent to 37 percent if the extended sales tax were to be used only for freeway construction.

Funding which has a greater emphasis on public transit produces a major impact on the support for the extended sales tax, particularly with certain voters. More specifically, support for freeways/public transit funding expands very impressively among Independent voters and among taxpayers who are not currently registered to vote. This latter group, although not important to the outcome of an election, may be very critical to the success of a public transit system, because it includes generally less affluent and younger consumers who may be more in need of public transit to provide them mobility in the community.

The findings outlined in this report are based on a survey of 604 adult heads of household throughout Maricopa County conducted between February 15th and February 24th, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

Republicans and Independent voters reveal the most noticeable shifts toward approval of extending the tax when freeways and public transit would share the funds equally.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-19) is based on 604 telephone interviews conducted from February 15th through February 24th, 2002, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program. This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

STATISTICAL DATA

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RMP 2002-I-19

For this and other polls, see www.brcpolls.com/results

“The half-cent sales tax in Maricopa County, which is dedicated to funding freeway construction, is due to expire in three years. In light of this, do you favor or oppose each of the following? (READ EACH)

- A. *Extend the county tax for another 20 years.*
- B. *Extend the county tax for another 20 years with the funds split evenly between freeways and public transportation improvements such as buses and light rail”*

	For Freeways			For Both Freeways And Public Transit		
	Favor	Oppose	(Net to Favor)	Favor	Oppose	(Net to Favor)
County wide	59%	37%	(+22)	68%	27%	(+41)
Republican	58	36	(+22)	63	32	(+31)
Democrat	69	29	(+40)	71	25	(+46)
Independent	47	50	(- 3)	68	28	(+40)
Likely voters	65	31	(+34)	66	29	(+37)
Not registered to vote	55	38	(+17)	70	21	(+49)

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