



Sound Transit

Report of Telephone Survey Results

January 2015



Methodology

- ▶ Live telephone survey of 1,500 registered voters in the Sound Transit District
- ▶ Conducted December 11th – December 21st, 2014
- ▶ Snohomish, North King, East King, South King, and Pierce subareas were sampled

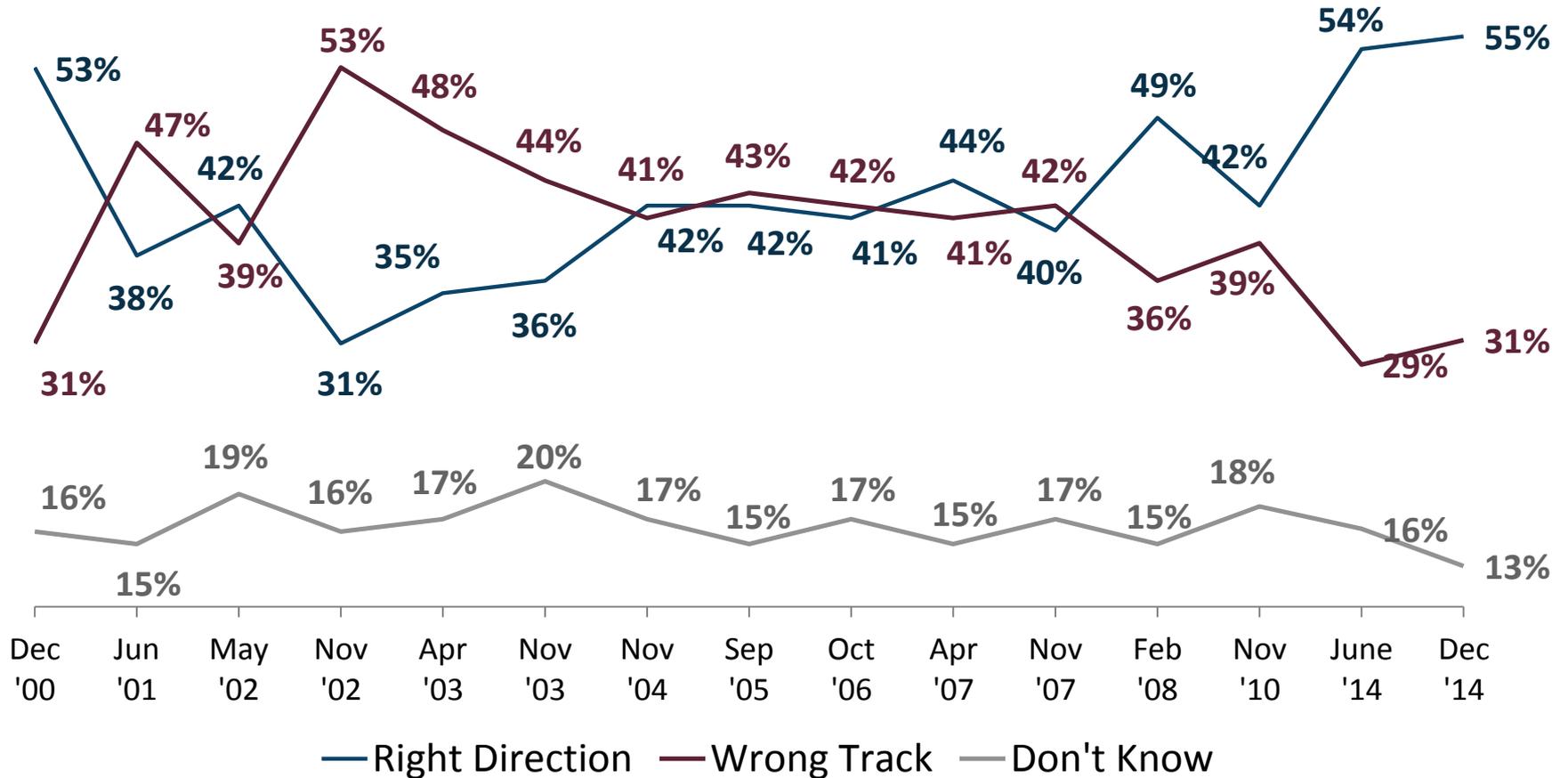
	Districtwide	Snohomish	N King	E King	S King	Pierce
N	1500	221	400	311	238	330
MOE	±2.5 points	±6.6	±4.9	±5.6	±6.4	±5.4

- ▶ Data weighted to reflect districtwide registered voter population using key demographics including geography
- ▶ Interviewing using trained, professional interviewers

Please note that due to rounding, some percentages may not add up to exactly 100%.

Direction of Puget Sound

Optimism in the Puget Sound continues to remain high in 2014.

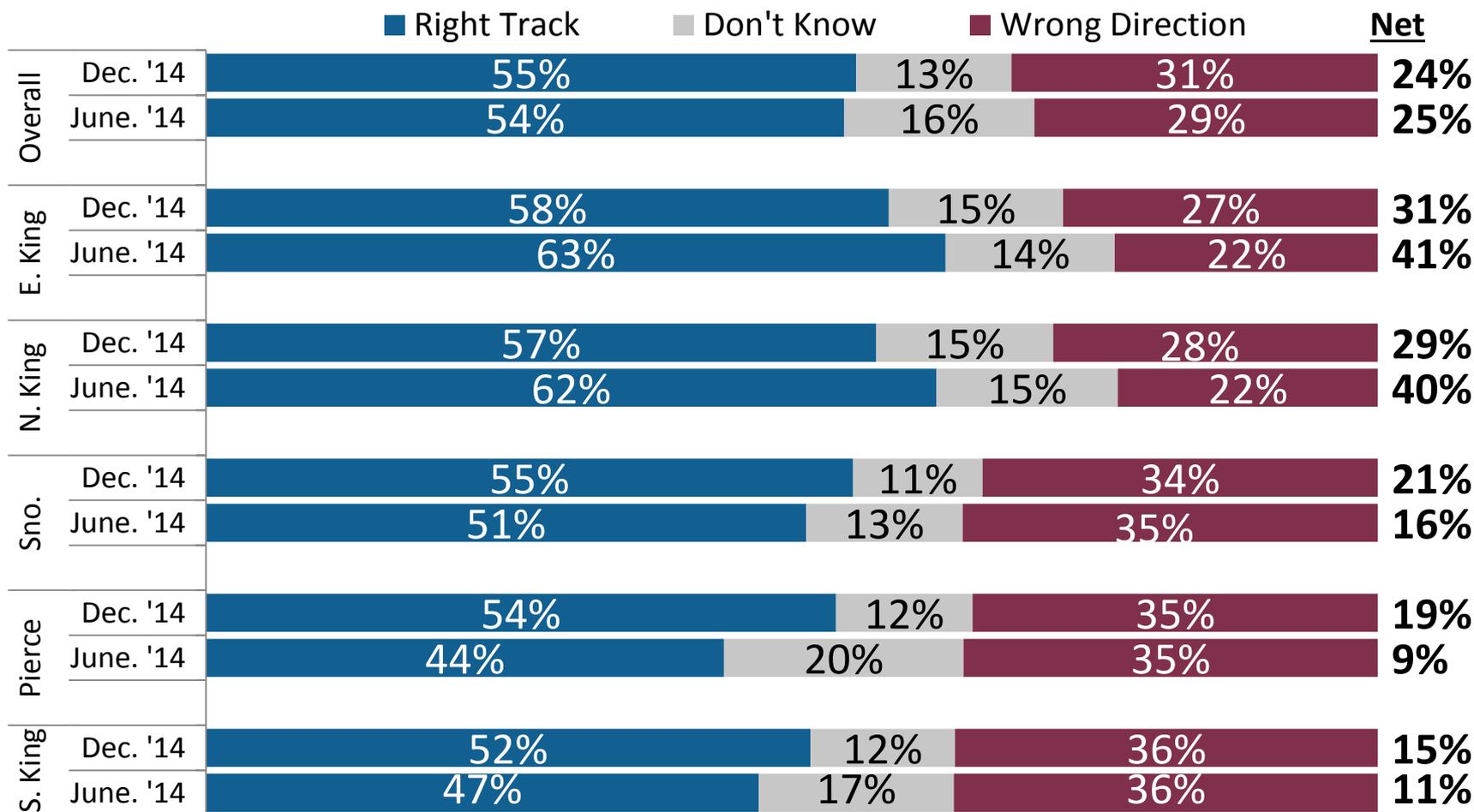


Q4. Do you feel things in the Puget Sound region are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Direction of Puget Sound – by Sub Area

Optimism has waned in East and North King, but has improved in Snohomish, Pierce, and South King.



Q4. Do you feel things in the Puget Sound region are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Biggest Problem Facing Area

As in the June survey, concerns over traffic, mass transit, and transportation continue to dominate open-ended mentions.

<i>Volunteered Most Important Problem</i>	Feb 2008	Nov 2010	June 2014	Dec 2014
Traffic	8%	8%	15%	16%
Mass Transit/Transportation	12%	12%	18%	15%
Economy/Jobs/Unemployment	23%	34%	11%	10%
The Environment/Pollution	2%	2%	7%	9%
Education	4%	4%	5%	8%
Infrastructure	2%	2%	3%	4%
Growth/Overpopulation	2%	2%	3%	3%
Government Officials	3%	3%	3%	3%
Crime	1%	-	3%	3%
The tunnel/Stuck bore machine/Bertha	-	-	1%	3%
Taxes	4%	4%	2%	3%
Budget/Spending	6%	6%	3%	3%
Nothing	1%	-	2%	3%
Other	7%	14%	10%	11%
Don't know/Refused	13%	6%	9%	6%

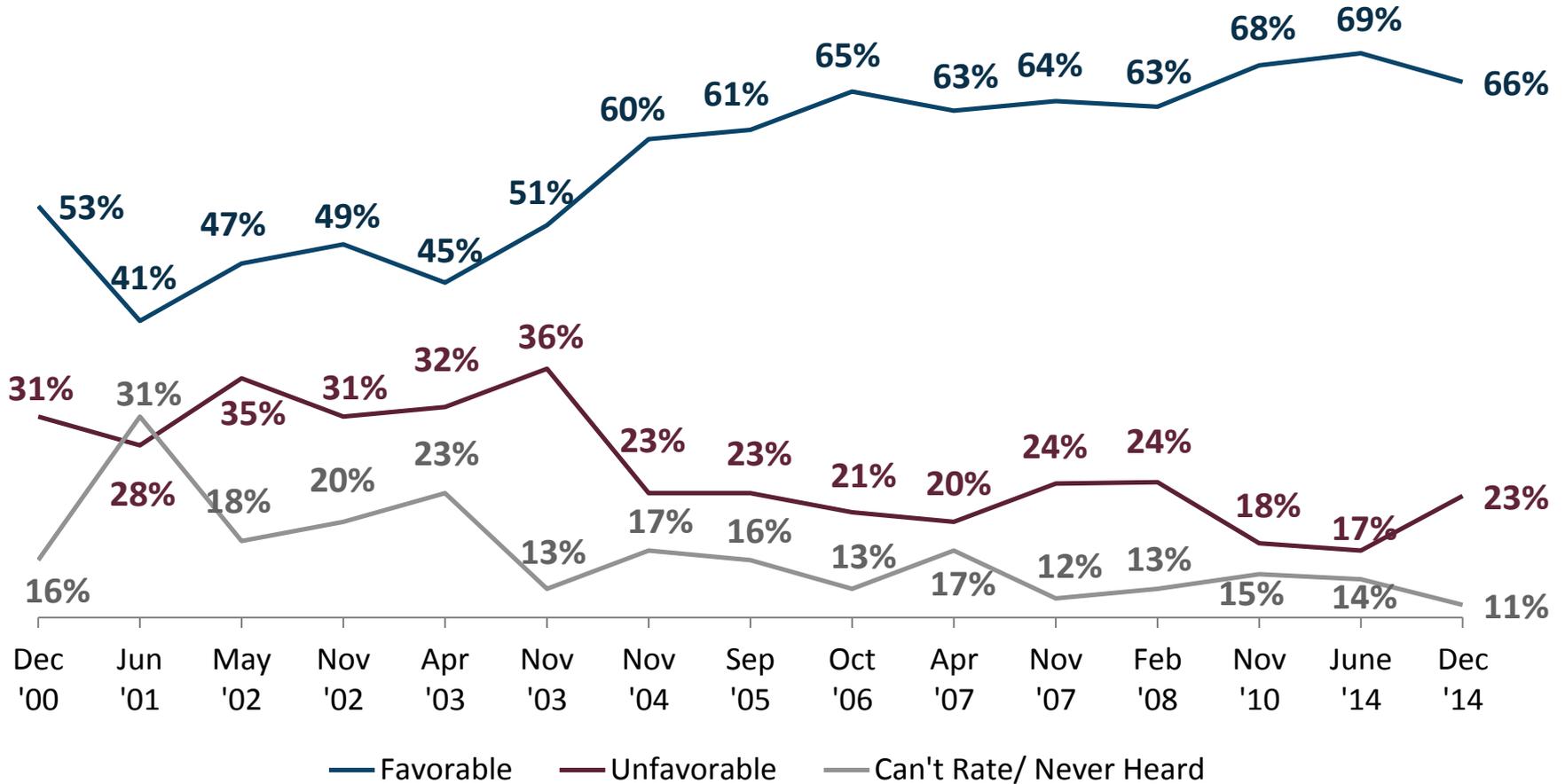
Biggest Problem Facing Area – by Sub Area

In the last survey, we saw similar levels of concern in these subareas over the same issues; however, mentions of mass transit, transportation, and traffic have grown or stayed even in every subarea except South King where they have declined.

	Snohomish	North King	East King	South King	Pierce
Mass Transit/ Transportation/Traffic	36%	34%	38%	24%	21%
Economy/Jobs	5%	10%	7%	13%	15%
The Environment/Pollution	12%	11%	9%	3%	7%
Education	7%	5%	9%	8%	9%
Infrastructure	2%	4%	3%	5%	5%

Sound Transit Favorable

Sound Transit's total favorable continues to be near its all-time high.

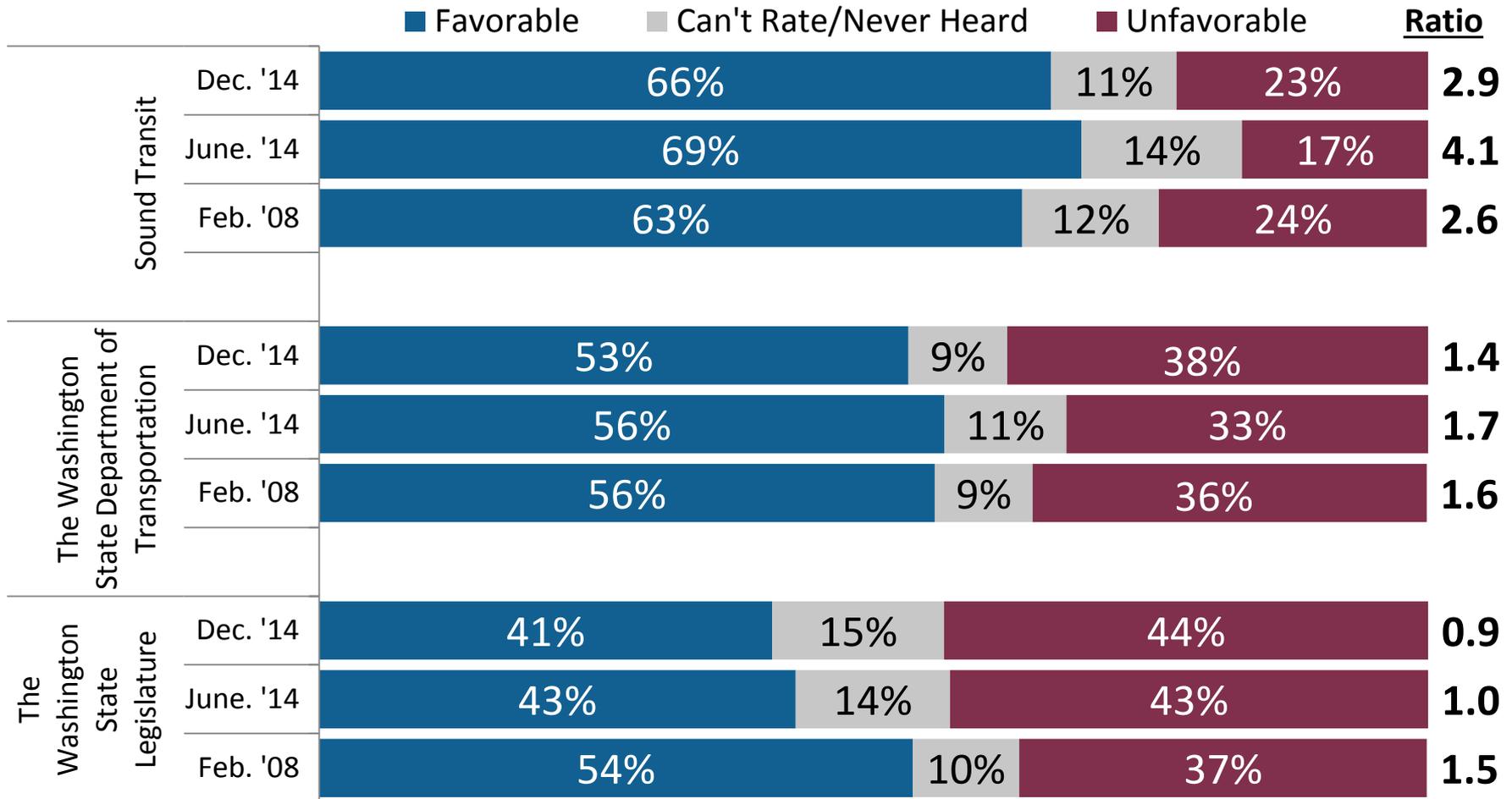


Q6. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of Sound Transit?



Favorability of Organizations

Sound Transit's favorable ratio continues to be well over 2 to 1 favorable.

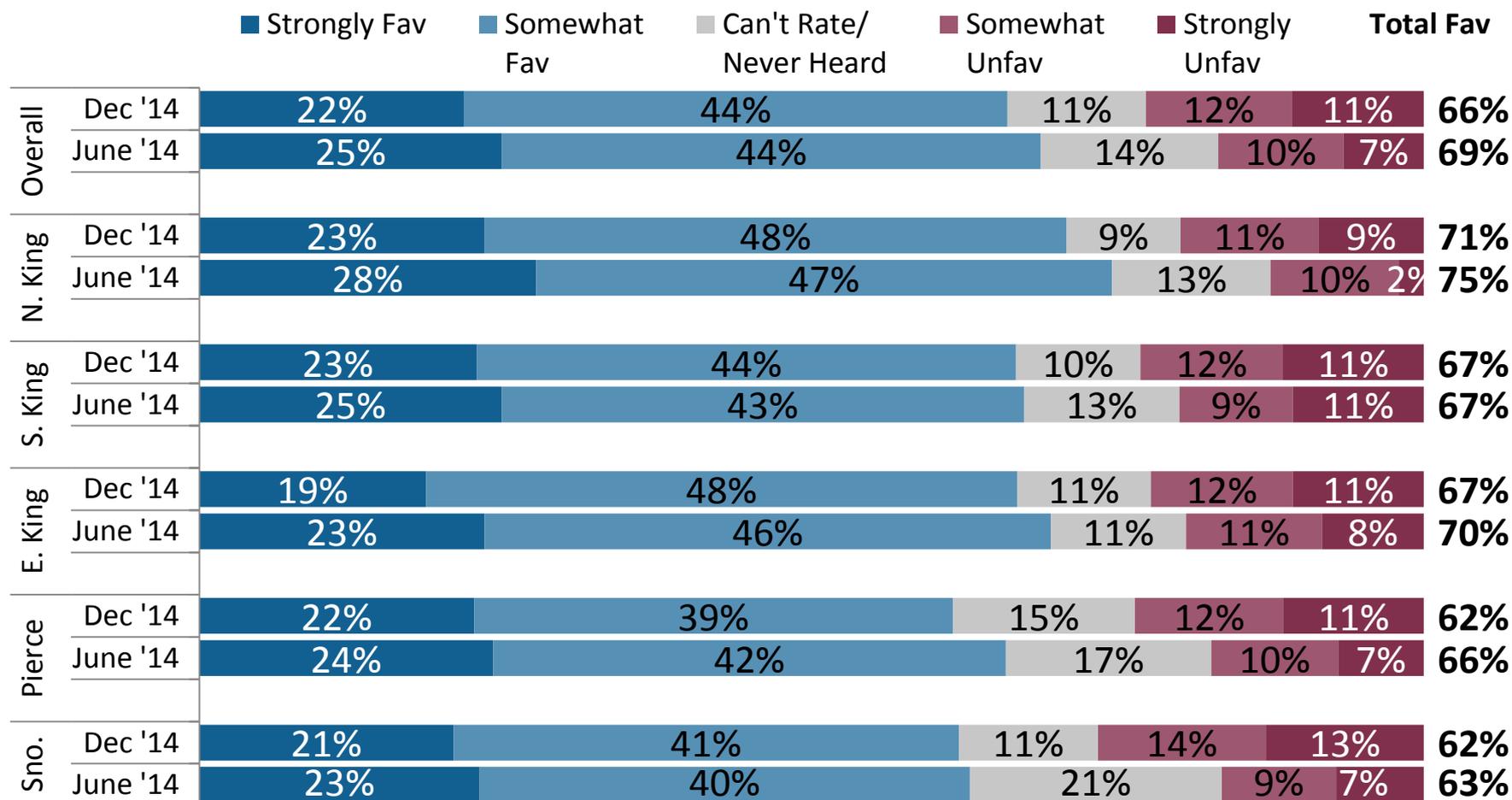


Q6-8. I'm going to read you the names of several organizations. Please tell me if you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of ...?



Sound Transit Favorable – by Sub Area

Sound Transit's total favorable has declined only slightly or not at all in the various subareas, while there are small increases in unfavorability, primarily in the strongest category.



Q6. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of Sound Transit?



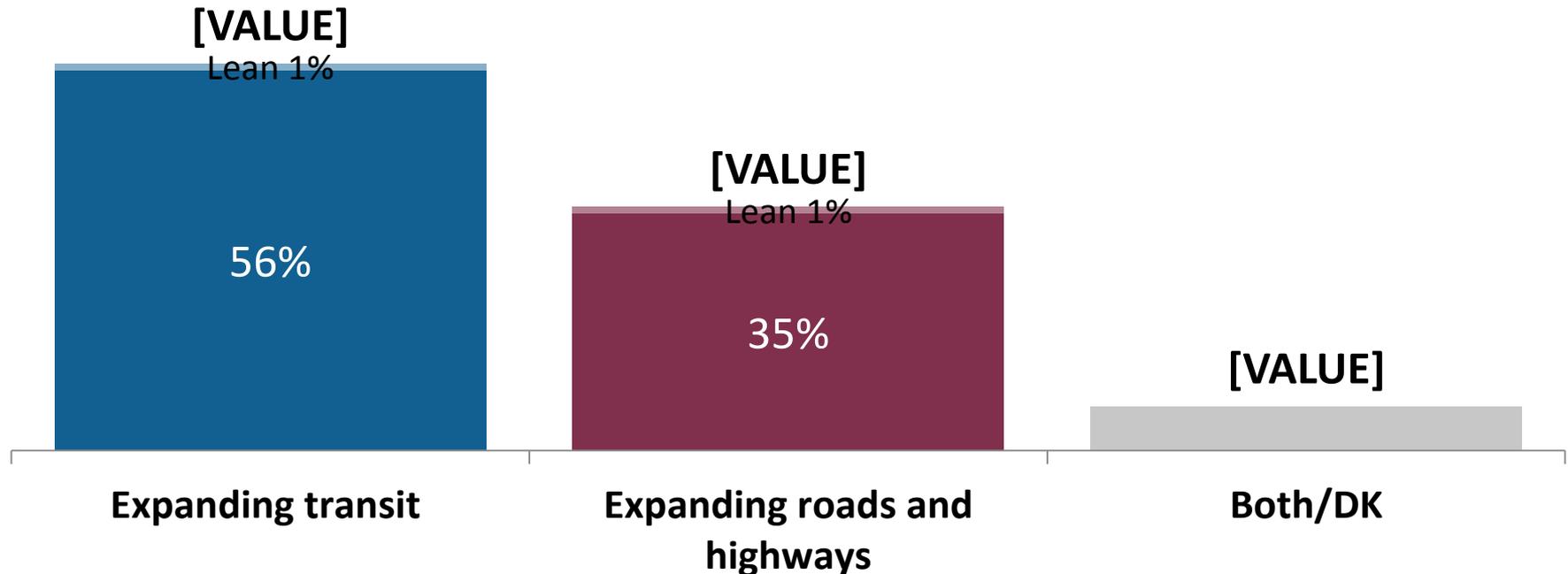
Preference to Alleviate Traffic Problems

This question is early in the survey and is designed to measure general preferences towards addressing traffic.

*“Would you say the best way to address our traffic problems is:
To focus primarily on expanding transit with more light rail, buses, and commuter rail?*

OR

To focus primarily on expanding existing roads and highways and building some new roads?”



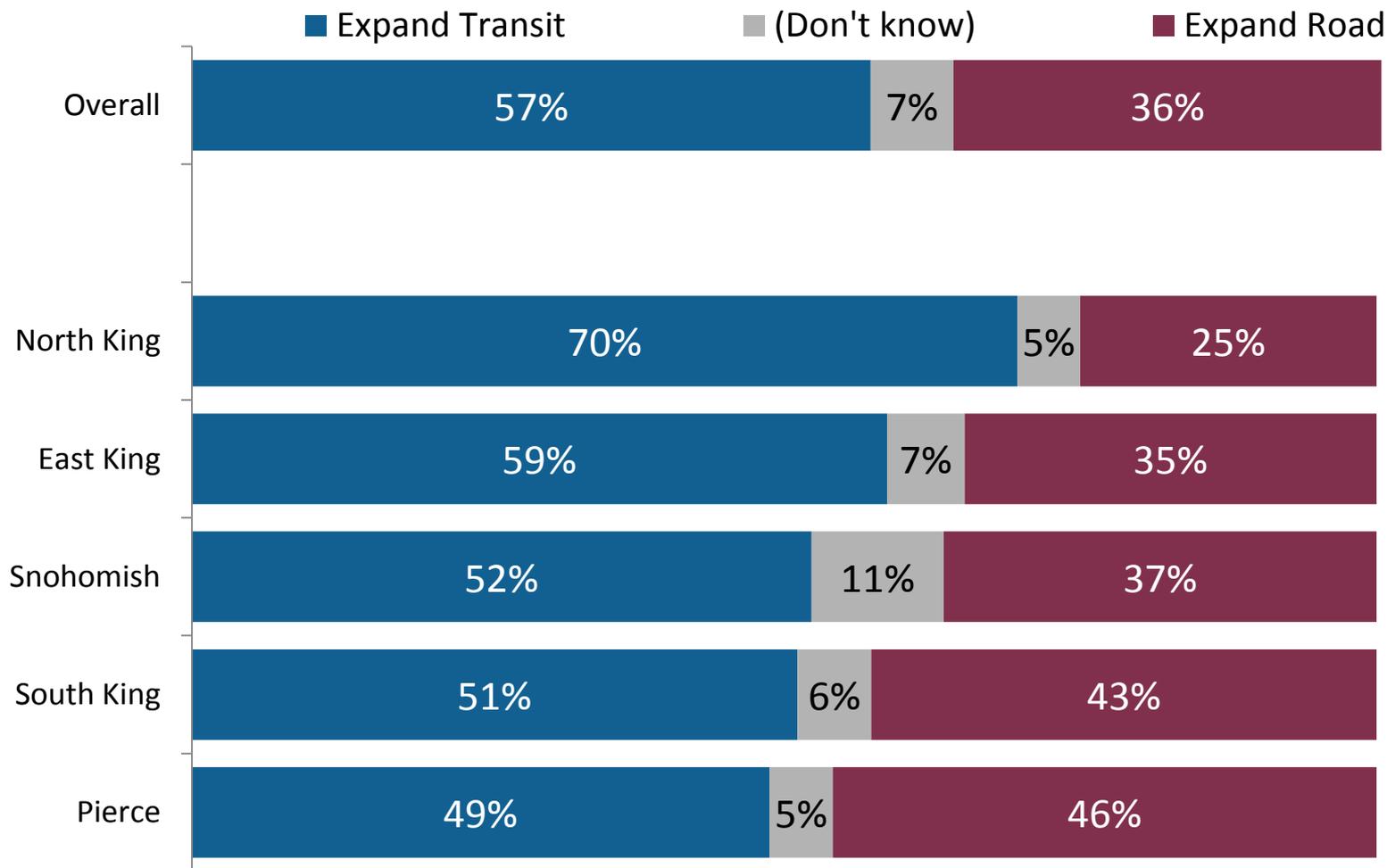
Q9. “Would you say...the best way to address our traffic problems is to focus primarily on expanding transit with more light rail, buses and commuter rail.

OR

the best way to address our traffic problems is to focus primarily on expanding existing roads and highways and building some new roads?”

Address Traffic Problems – by Sub-Areas

The “transit” side of the equation is preferred, sometimes heavily, in each subarea.



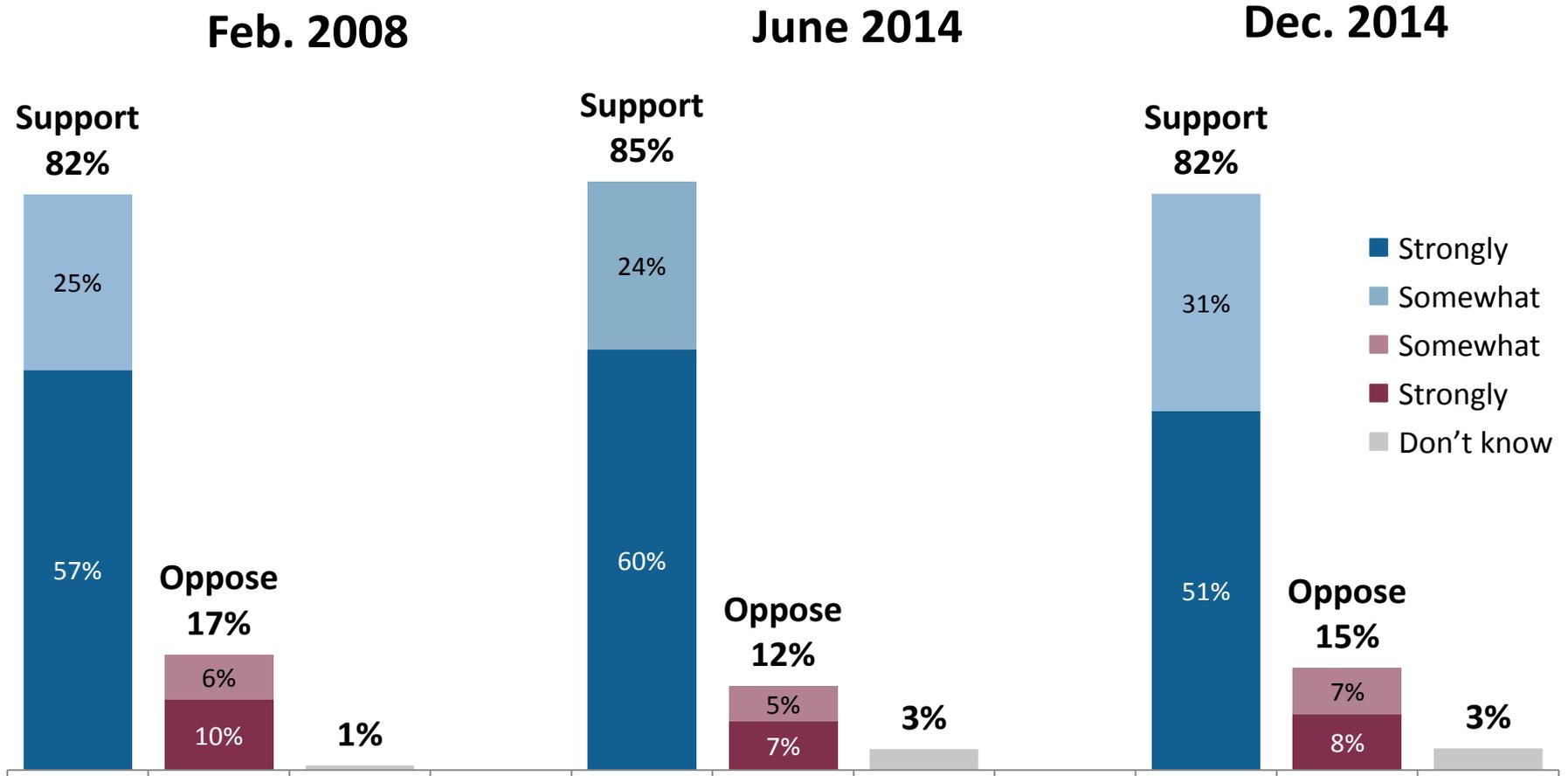
Q9. “Would you say...the best way to address our traffic problems is to focus primarily on expanding transit with more light rail, buses and commuter rail.

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the best way to address our traffic problems is to focus primarily on expanding existing roads and highways and building some new roads?”

Initial Support for Expansion

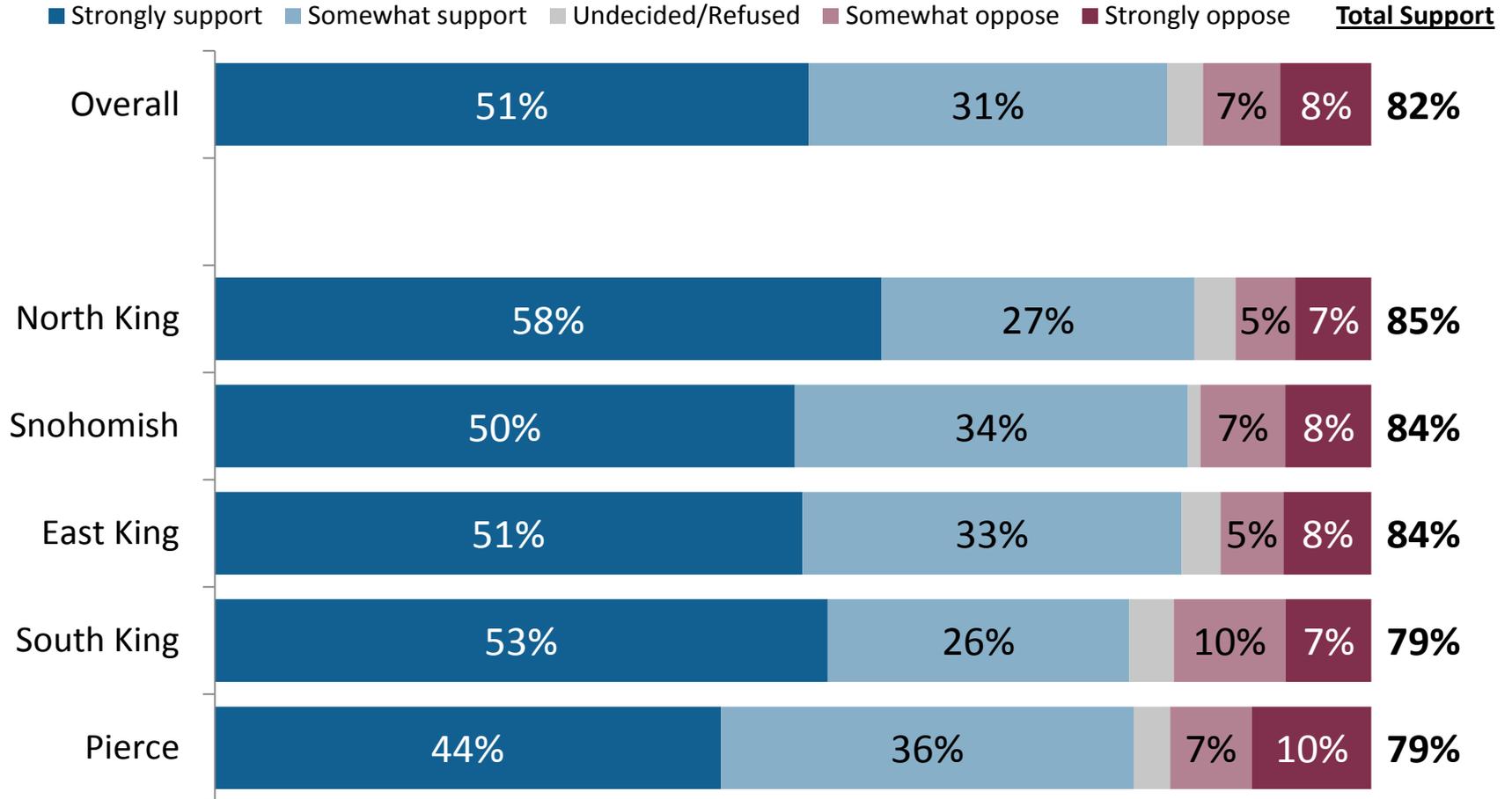
Total support for expansion continues to be an overwhelming majority, though intensity has dropped slightly since June.



Q10. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose continued expansion of Sound Transit's mass transit system of light rail, commuter rail and express buses?

Initial Support for Expansion – by Sub Area

Strong support is above a majority in every subarea except Pierce.



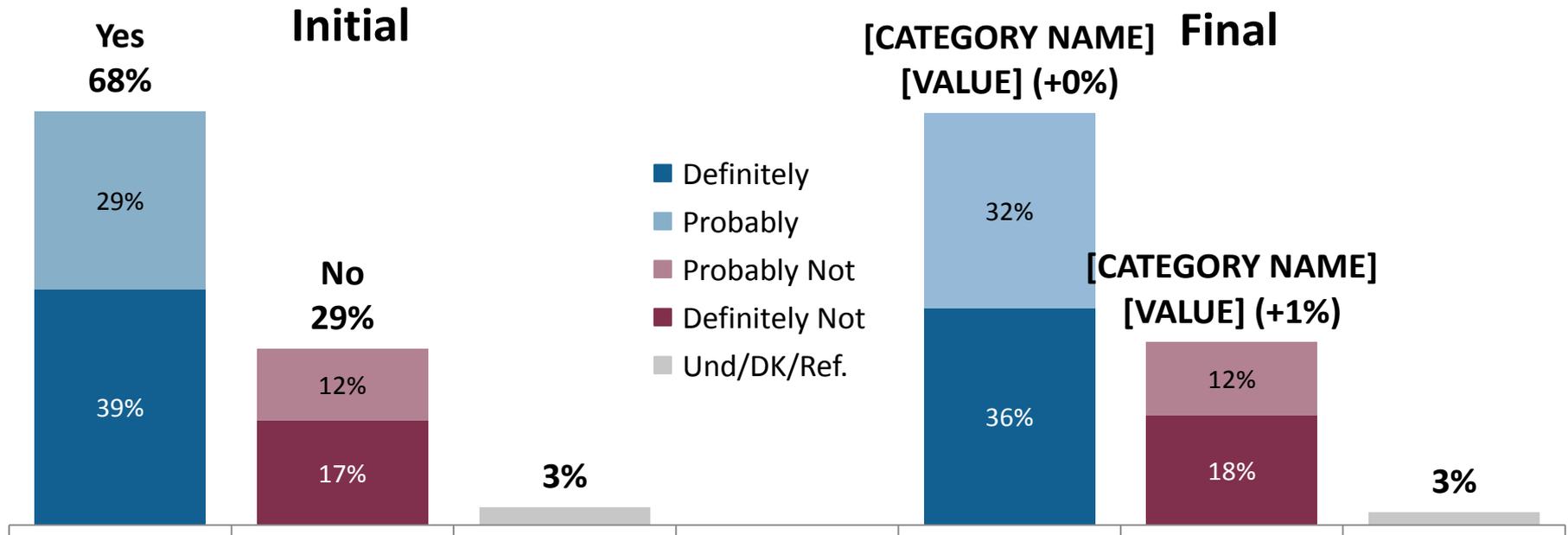
Q10. In general, do you strongly support, somewhat support, somewhat oppose or strongly oppose continued expansion of Sound Transit’s mass transit system of light rail, commuter rail and express buses?



Support for New Tax Authority

As in the last survey where this question was asked a strong majority of voters support the Legislature giving Sound Transit new taxing authority.

“Do you think the State Legislature should definitely, probably, probably not, or definitely not give Sound Transit new taxing authority so they can put a transit expansion measure on the ballot sometime in the future?”



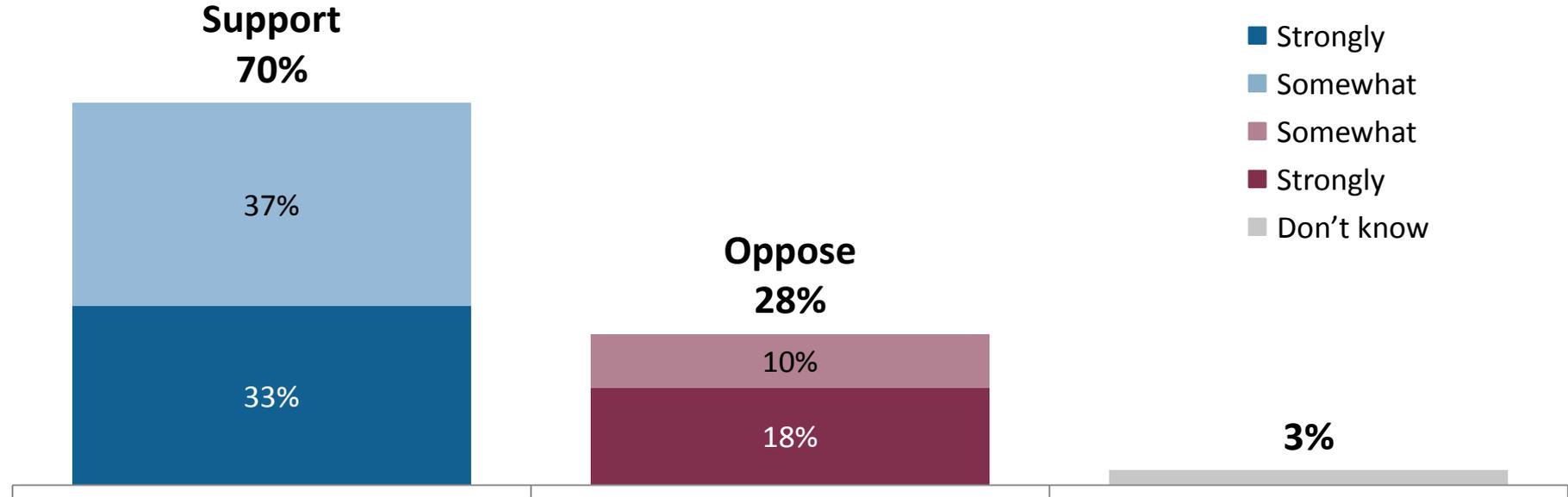
Q11 and Q15. In order to further expand light rail, commuter rail and express buses in the region, Sound Transit must first get approval from the State Legislature for new taxing authority. Once that happens, Sound Transit can go to the voters with a transit expansion ballot measure.

Do you think the State Legislature should definitely, probably, probably not, or definitely not give Sound Transit new taxing authority so they can put a transit expansion measure on the ballot sometime in the future?

Sound Transit Expansion Proposal

This question text for a potential Sound Transit 3 package is supported by more than two-thirds of voters.

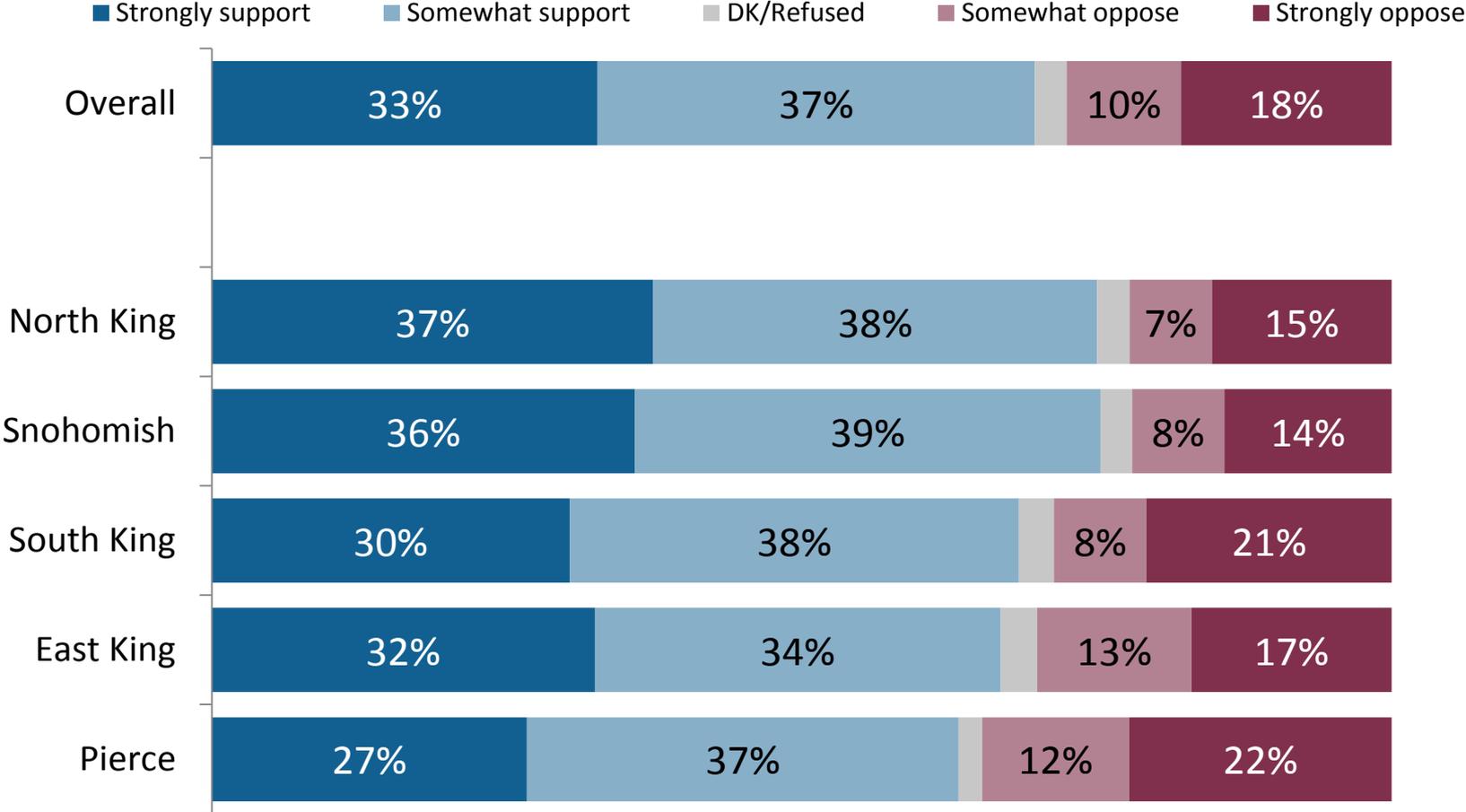
*“Sound Transit might have a measure on the ballot in the future. This measure could expand and coordinate light-rail, commuter-rail, and express bus service, and improve access to transit facilities in King, Pierce and Snohomish Counties. It could authorize additional taxes to fund around 30 additional miles of light rail connecting major cities as part of new capital projects totaling approximately \$15B.
Would you support or oppose this measure?”*



Q12. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?

Sound Transit Expansion Proposal - By Sub Area

Support in the strongest subareas reaches into the mid-70's, and at its lowest is in the mid-60's.



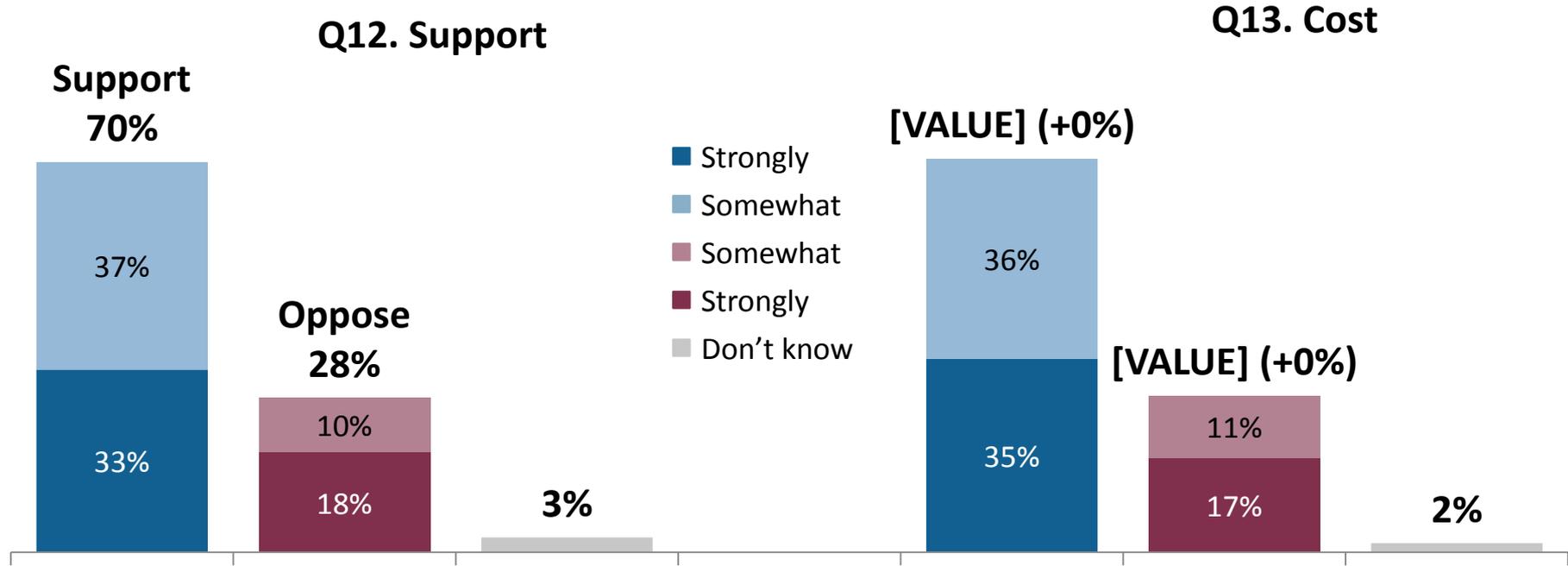
Q12. Sound Transit might have a measure on the ballot in the future. This measure could expand and coordinate light-rail, commuter-rail, and express bus service, and improve access to transit facilities in King, Pierce and Snohomish Counties. It could authorize additional taxes to fund around thirty additional miles of light rail connecting major cities as part of new capital projects totaling approximately fifteen billion dollars. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?



Support for Expansion After Cost

Telling voters the median cost per adult has almost no impact on their support.

“The average additional cost for each adult in Sound Transit’s service area would be about \$78 per year if the same mix of taxes funding current projects were continued. Knowing this, would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?”

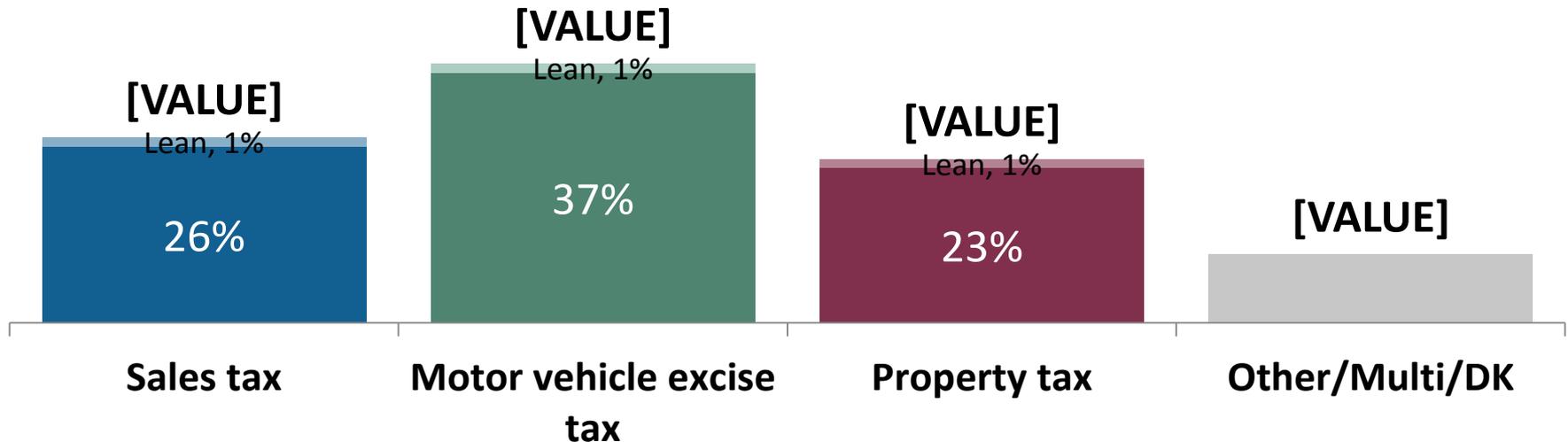


Q13. The average additional cost for each adult in Sound Transit’s service area would be about seventy eight dollars per year if the same mix of taxes funding current projects were continued. Knowing this, would you strongly support, somewhat support, somewhat oppose, or strongly oppose this measure?

Funding Mechanisms

Each potential taxation source has a group of voters who support it, with the largest plurality supporting MVET.

*“There are at least three ways this measure might be funded. Which do you prefer?
A sales tax increase of 0.5%
OR
An increase in the motor vehicle excise tax of \$80 per \$10,000 of vehicle value
OR
An increase in the property tax of \$0.25 per \$1,000 of property value”*



Q14. Which do you prefer the sales tax, the motor vehicle excise tax, or the property tax?
Well which way do you lean?

Key Findings

- ▶ Optimism in the Puget Sound continues to be at a historic recorded high.
- ▶ Sound Transit's favorable continues to be near its all-time high.
- ▶ A majority of voters in each subarea think the best way to address traffic problems is expanding transit with more light rail, buses, and commuter rail.
- ▶ Support for a hypothetical Sound Transit 3 package is more than two-thirds (70%) of ST district voters.
- ▶ This support does not change when voters hear the potential proposal's additional median cost per adult (\$78 per year, assuming the same mix of taxes funding current projects were continued).

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