

**Sound Transit
RTA District Annual Survey
October 14 – October 17, 2006
n = 800, ± 3.5 points
EMC 06-3588**

When applicable, results are compared to previous surveys for Sound Transit:

Aug. 28 – Sept. 1, 2005	n = 800, ± 3.5 points	EMC 05-3342
November 17 – 23, 2004	n = 802, ± 3.5 points	EMC 04-3187

**All numbers are reported as percentages unless otherwise noted.
Some questions may add up to more/less than 100% due to rounding.**

	<u>2004</u>	<u>2005</u>	<u>2006</u>
2. SPLIT SAMPLE			
A			50%
B			50%
3. ST/RTID DISTRICT			
Snohomish			15%
North King			26%
South King			14%
East King			20%
Pierce			24%
4. SEX (RECORD FROM OBSERVATION)			
Male	48%	47%	47%
Female	52%	53%	53%

Hello, my name is _____ and I'm taking a survey for EMC Research. We're trying to find out how the people in the Puget ("PYEW-jet") Sound region feel about some of the issues facing them. This is not a sales or telemarketing call. Your answers are strictly confidential and will be used for research purposes only. May I speak to (NAME ON LIST); (IF NECESSARY: "Did I pronounce that correctly?") (REPEAT INTRO IF NECESSARY) I'd like to ask you about your opinion on some issues on a strictly confidential basis.

	<u>2004</u>	<u>2005</u>	<u>2006</u>
5. Are you registered to vote at this address?			
Yes	100%	100%	100%
6. 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?			
Right direction	42%	42%	41%
Wrong track	41%	43%	42%
Don't know	17%	15%	17%
7. What do you think is the most important problem facing the Puget Sound region today?			
Roads/Transportation/Traffic	48%	54%	52%
Environmental issues/ Pollution	4%	3%	8%
Growth/Overpopulation	3%	7%	6%
Education/teachers	4%	3%	4%
Taxes	4%	--	4%
Political issues	--	--	3%
Economy/jobs	8%	10%	2%
Government	4%	6%	2%
Housing problems/cost	--	4%	2%
Crime/ Drugs	2%	1%	2%
Security	--	-	2%
Health care	2%	--	1%
Land use issues	--	--	1%
War in Iraq	--	--	0%
Other	7%	5%	8%
Don't know/ Refused	4%	3%	4%

I'm going to read you a list of public organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.

SCALE: 1. Strongly Favorable 2. Somewhat Favorable 3. Somewhat Unfavorable
4. Strongly Unfavorable 5. (Can't Rate) 6. Never Heard

(RANDOMIZE)

	<u>Strg.</u> <u>Fav</u>	<u>Some</u> <u>Fav</u>	<u>Some</u> <u>Unfav</u>	<u>Strg.</u> <u>Unfav</u>	<u>(Can't</u> <u>Rate)</u>	<u>(Never</u> <u>Heard)</u>	<u>Ratio</u>	<u>Name</u> <u>ID</u>
8. Pierce Transit								
2004	16%	23%	3%	2%	29%	27%	7.8 to 1	44%
2005	16%	24%	5%	2%	26%	27%	5.7 to 1	47%
2006	13%	22%	5%	2%	28%	30%	4.9 to 1	42%
9. Sound Transit								
2004	23%	37%	12%	12%	11%	5%	2.5 to 1	84%
2005	22%	39%	12%	11%	9%	7%	2.7 to 1	84%
2006	25%	40%	11%	10%	8%	5%	3.0 to 1	87%
10. King County Metro Transit								
2004	26%	37%	10%	6%	15%	7%	3.9 to 1	78%
2005	26%	39%	9%	8%	11%	7%	3.8 to 1	82%
2006	24%	38%	10%	7%	13%	7%	3.5 to 1	80%
11. the Washington State Department of Transportation								
2004	12%	44%	20%	9%	13%	3%	1.9 to 1	84%
2005	13%	43%	21%	11%	9%	2%	1.8 to 1	88%
2006	12%	46%	18%	10%	10%	4%	2.1 to 1	86%
12. the Washington State Ferry System								
2005	37%	44%	7%	1%	9%	2%	10.0 to 1	89%
2006	34%	47%	7%	2%	8%	2%	8.7 to 1	90%
13. R-TID (ar-tyd), or the Regional Transportation Improvement District								
2006	3%	12%	8%	8%	15%	55%	0.9 to 1	29%
14. Community Transit								
2004	19%	31%	6%	3%	19%	23%	5.6 to 1	58%
2005	19%	31%	7%	5%	15%	23%	4.2 to 1	62%
2006	17%	32%	6%	4%	20%	21%	4.7 to 1	59%

(END RANDOMIZE)

2004 2005 2006

15. Using a scale of excellent, good, only fair, or poor, please rate the job Sound Transit is doing managing tax dollars responsibly

Excellent			6%
Good			23% => 29%
Only fair			30% => 51%
Poor			21%
Don't know			20% => 20%

16. Have you heard, read, or seen anything about Sound Transit recently, or not?

Yes	43%	49%	49%
No	55%	49%	49%
Don't Know/Refused	2%	2%	3%

(IF Q16 = 1, ASK Q17; ELSE SKIP TO Q18)

17. What have you heard? **(TAKE TWO RESPONSES ONLY, IF "EXPANSION", CLARIFY WHAT IS EXPANDING)**

	<u>2006</u>
Light rail system/ train/buses/ transit issue	14%
Building/ Expansions (in general)	14%
Ads: radio/mail/survey/tv/newspapers	8%
Money not used efficiently/ Paid too much money for the cost studies/Funding issue	6%
Expand rail to the airport/	4%
They want to raise more taxes	1%
Nothing/none	14%
Other	29%
Don't know/ Can't remember	10%

2005

Expansions (ex. Light rail project)	22%
Money/Economic issues on the building plans	17%
Oppositions about the project	17%
Advertisements/Propaganda	10%
Projects' progress reports	9%
More train stations and routes	9%
There's a route to the airport	2%
Buses	2%
Others	4%
Don't know / Refused/Can't Remember	8%

2004

General information on light rail / Light rail development plans	10%
They're over budget / Cost is too high	8%
Expanding / Extending routes	7%
Beginning construction on Light Rail	5%
Information on their trains	5%
Just that there is a controversy	4%
Promotions / Advertisements to increase ridership	4%
Information / Issues on the Monorail	4%
Progress reports	3%
Pushing for more funding / Expansion	3%
They're behind schedule / Not getting done on time	3%
Ballot issues / Election coverage	3%
Groundbreaking on new stations	2%
Too much indecision	2%
They're not expanding far enough / Not meeting needs	2%
They're making bad decisions / Poor management	2%
Freeway / Highway / Road construction	2%
They're improving travel / Commuting	2%
Nothing specific, just about Sound Transit	4%
General Neutral	2%
General Negative	2%
General Positive	2%
Other	14%
Don't Know	5%

(RESUME ASKING EVERYONE)

2004 2005 2006

18. From what you know or have heard, has Sound Transit implemented any transit services to date, or not?

Yes	45%	48%	53%
No	30%	23%	21%
Don't Know/Refused	26%	29%	26%

(RESUME ASKING EVERYONE)

Sound Transit offers a variety of transit services. From what you know or have heard, please tell if you think Sound Transit currently provides or operates any of the following types of services. You can answer yes, no, or not sure.

SCALE: 1. Yes 2. No 3. Not sure/(Don't Know) 4. (Refused)
(RANDOMIZE)

	<u>Yes</u>	<u>No</u>	<u>Not Sure / (Don't Know)</u>	<u>(Refused)</u>
19. Express bus service				
2005	59%	13%	27%	--
2006	64%	6%	30%	0%
20. Commuter train service				
2005	70%	11%	20%	0%
2006	75%	6%	19%	--
21. Light rail service				
2005	57%	19%	24%	--
2006	66%	15%	19%	0%
22. Building and expansion of park and ride lots for commuters				
2005	49%	13%	38%	0%
2006	55%	8%	37%	0%
23. Projects to build and improve transit centers and freeway transit stations				
2005	49%	13%	38%	--
2006	55%	8%	36%	--
24. Projects to build freeway ramps that give carpools and buses direct access to the freeway				
2005	41%	18%	41%	--
2006	45%	13%	42%	0%

(END RANDOMIZE)

2004 2005 2006

25. What have you seen or heard recently, if anything, about light rail in our area? If you haven't seen or heard anything, please just say so.

Building light rail near airport/ building light rail to the east side/ location where light rail is built	12%
I've seen it being built/ They are working on it/ under construction	8%
Expansion/ building (in general)	4%
Heard/ read from ads on TV/mail/radio	2%
Money being wasted	2%
Routes/ schedule of the rail system	2%
The project is on hold/derailed	1%
Refused	1%
Nothing	34%
Other	24%
Don't Know	10%

26. Now I'd like to ask you about future transportation spending in Puget Sound. Please tell me which comes closest to your view.

Should invest more in roads	24%
Balance investments in roads & transit	28%
Should invest more in transit	40%
Other/Undecided	2%
More than One	1%
None of the Above	3%
Refused	1%

27. When thinking about the future of mass transit in the Puget Sound, which do you think is a more effective solution, expanding the light rail system or adding more express buses? (IF UNDECIDED) Well, which way do you lean, towards light rail or express buses?

Expanding Light Rail	55%
Lean Expanding Light Rail	3% => 58%
Adding Express Buses	30%
Lean Adding Express Buses	3% => 33%
Undecided	8%
Refused	1%

2004 2005 2006

28. As you may know, Sound Transit was created by voters ten years ago to build and operate a regional transit system that includes Express Buses, Commuter Rail, and Light Rail. Most pieces of this system are in place and running now. In general, do you think the investments in Sound Transit thus far have been completely worth it, mostly worth it, not worth much, or not worth anything at all?

Completely worth it	16%	16%	
Mostly worth it	45%	47%	=> 63%
Not worth much	23%	26%	=> 32%
Not worth anything at all	8%	6%	
Don't know/Undecided	7%	5%	
Refused	--	0%	

29. Over the past two years, a proposal has been developed for a comprehensive and integrated transportation package that tackles current traffic and transit problems, balances investments in roads and transit, and anticipates the future needs of the region. In general, would you support or oppose a transportation package like this? (IF SUPPORT) Would that be strongly or somewhat support? (IF OPPOSE) Would that be strongly or somewhat oppose?

Strongly Support	35%	
Somewhat Support	36%	=> 71%
Somewhat Oppose	9%	=> 20%
Strongly Oppose	11%	
Undecided/DK	9%	

30. This roads and transit package would invest fourteen billion (\$14B) dollars. It would extend light rail and expand the regional bus system throughout the Puget Sound, and it would invest in the most highly traveled corridors in the Puget Sound to alleviate congestion, reduce travel time, and improve safety. It would build and widen major highways and arterials, fix traffic choke points, and make other safety and other improvements to the road system. In general, would you support or oppose this roads and transit package? (IF SUPPORT) Would that be strongly or somewhat support? (IF OPPOSE) Would that be strongly or somewhat oppose?

Strongly Support	44%	
Somewhat Support	31%	=> 75%
Somewhat Oppose	8%	=> 19%
Strongly Oppose	11%	
Undecided/DK	5%	
Refused	0%	

SAMPLE A

For this call, I would like to focus on the transit piece of this package. Currently, Sound Transit operates express buses and commuter train service that connect many cities in our region. In two thousand nine, Sound Transit will start operating light rail, a high capacity transit system that will connect Sea-Tac Airport, Tukwila, the Rainier Valley, and Downtown Seattle. In twenty sixteen, the line will also connect downtown Seattle with Capitol Hill and the University of Washington.

The roads and transit package includes an expansion of transit services. I'm going to ask you about three options. Each one adds and expands express bus service, transit centers, and park and rides throughout the region. The major difference between the three options is how far light rail is expanded, and I'm going to ask you about these options to gather your feedback. Each option includes regular stops on the light rail line between all locations mentioned.

SAMPLE B

(ALTERNATE/POSSIBLE SPLIT SAMPLE INTRO: For this call, I would like to focus on the transit piece of the package. The roads and transit package includes an expansion of transit services. I'm going to ask you about three options. Each one adds and expands express bus service, transit centers, and park and rides throughout the region. The major difference between the three options is how far the existing light rail line is extended, and I'm going to ask you about these options to gather your feedback. Each option includes regular stops on the light rail line between all locations mentioned.)

(AFTER EACH) DO YOU (XX) THIS OPTION?

- | | | |
|---------------------|---------------------|--------------------|
| 1. Strongly Support | 2. Somewhat Support | 3. Somewhat Oppose |
| 4. Strongly Oppose | 5. (Undecided/DK) | 6. (Refused) |

(ONE/THE NEXT OPTION IS)

(RANDOMIZE)

	<u>All</u>		<u>A</u>	<u>B</u>
31. Option A. This expands light rail, to the east connecting Seattle across eye ninety with downtown Bellevue and Overlake Hospital, to the north connecting downtown Seattle and Northgate via the University of Washington, and to the south connecting downtown Seattle via Sea-Tac Airport to the Kent-Des Moines road area.				
Strongly Support	33%		31%	35%
Somewhat Support	34%	=> 67%	38%	31%
Somewhat Oppose	14%	=> 27%	14%	15%
Strongly Oppose	13%		14%	12%
Undecided/DK	4%		3%	5%
Refused	1%		0%	1%
32. Option B. This expands light rail, to the east connecting Seattle across eye ninety through Bellevue with the outskirts of Redmond, to the north connecting downtown Seattle and Mountlake Terrace via the University of Washington and Northgate, and to the south connecting downtown Seattle and Federal Way via Sea-Tac Airport and Kent-Des Moines road.				
Strongly Support	35%		34%	37%
Somewhat Support	36%	=> 71%	39%	32%
Somewhat Oppose	11%	=> 23%	10%	12%
Strongly Oppose	12%		12%	13%
Undecided/DK	5%		4%	5%
Refused	1%		1%	2%

	<u>All</u>		<u>A</u>	<u>B</u>
33. Option C. This expands light rail, to the east connecting Seattle across eye ninety through Bellevue with downtown Redmond, to the north connecting downtown Seattle and Lynnwood via the University of Washington, Northgate, and Mountlake Terrace, and to the south connecting downtown Seattle and the Port of Tacoma area via Sea-Tac Airport, Kent-Des Moines road, and Federal Way.				
Strongly Support	45%		46%	43%
Somewhat Support	32% => 77%		33%	32%
Somewhat Oppose	9% => 18%		7%	10%
Strongly Oppose	9%		9%	9%
Undecided/DK	4%		5%	4%
Refused	1%		0%	1%

(END RANDOMIZE)

34. Any of these options would be paid for with an increase in the sales tax. Option A is an increase of three tenths of one percent, Option B four tenths of one percent, and Option C five tenths of one percent. Given this, which option do you prefer? (IF UNDECIDED) Well which one would you lean towards?

Option A at three tenths of one percent	32%		30%	34%
Lean Option A at three tenths of one percent	2% => 34%		2%	2%
Option B at four tenths of one percent	18%		17%	19%
Lean Option B at four tenths of one percent	1% => 19%		0%	1%
Option C at five tenths of one percent	24%		28%	21%
Lean Option C at five tenths of one percent	1% => 25%		1%	1%
None	16%		16%	17%
Don't Know/Undecided	5%		5%	5%
Refused	1%		1%	1%

35. Put another way, on every retail purchase of ten dollars, Option A costs three cents, Option B four cents, and Option C or five cents. Given this, which option do you prefer? (READ OPTIONS) (IF UNDECIDED) Well which one would you lean towards?

Option A at three cents	33%		32%	35%
Lean Option A at three cents	1% => 34%		1%	1%
Option B at four cents	20%		20%	20%
Lean Option B at four cents	0% => 20%		0%	0%
Option C at five cents	26%		30%	22%
Lean Option C at five cents	0% => 26%		0%	0%
None	16%		14%	17%
Don't Know/Undecided	3%		3%	3%
Refused	1%		1%	2%

	<u>All</u>	<u>A</u>	<u>B</u>
36. In terms of the average Puget Sound household, Option A costs seventy five dollars a year, Option B costs one hundred dollars a year, an Option C costs one hundred twenty five dollars a year. Given this, which option do you prefer? (READ OPTIONS) (IF UNDECIDED) Well which one would you lean towards?			
Option A at seventy five dollars a year	35%	34%	36%
Lean Option A at seventy five dollars a year	1% => 36%	1%	1%
Option B at one hundred dollars a year	19%	19%	19%
Lean Option B at one hundred dollars a year	0% => 19%	0%	0%
Option C at one hundred twenty five dollars a year	26%	28%	24%
Lean Option C at one hundred twenty five dollars a year	1% => 27%	1%	0%
None	15%	14%	16%
Don't Know/Undecided	2%	3%	2%
Refused	1%	1%	2%
37. Given all that you have heard, would you support or oppose the roads and transit package, that expands light rail and express buses, and invests in the most highly traveled road corridors in the Puget Sound to alleviate congestion, reduce travel time, and improve safety? (IF SUPPORT) Would that be strongly or somewhat support? (IF OPPOSE) Would that be strongly or somewhat oppose?			
Strongly Support	52%	52%	52%
Somewhat Support	23% => 75%	23%	23%
Somewhat Oppose	7% => 21%	6%	8%
Strongly Oppose	13%	14%	11%
Undecided/DK	4%	4%	5%
Refused	1%	0%	1%
38. Whether you support or oppose this roads and transit package, do you think this measure will help fight traffic congestion in the Puget Sound, or will it not help? (IF HELP) Do you think it will help a great deal, or be somewhat helpful? (IF NOT HELP) Do you think it will not help at all, or will it not help much?			
Help a Great Deal	34%	34%	35%
Somewhat helpful	39% => 73%	39%	40%
Will not help much	10% => 20%	12%	8%
Will not help at all	10%	9%	10%
Other/Undecided	6%	6%	7%
Refused	0%	0%	1%

		<u>All</u>	<u>A</u>	<u>B</u>
39.	Under each of the options, there is not enough money to extend light rail all the way to Tacoma. Which comes closest to your view:			
	We should build light rail as far south as we can with the money we have	44%	43%	44%
	(Lean build as far south)	2% => 46%	3%	1%
	We should build from Tacoma north to Federal Way first.	29%	31%	27%
	(Lean build Tacoma north)	1% => 30%	2%	1%
	Undecided	19%	16%	22%
	Refused	5%	5%	5%
40.	Regardless of which option you prefer, should Sound Transit be authorized to build light rail to Tacoma if the money becomes available, yes or no?			
	Yes	74%	74%	73%
	Lean Yes	1% => 75%	1%	2%
	No	21%	21%	22%
	Lean No	0% => 21%	0%	0%
	Undecided	3%	3%	3%
	Refused	0%	0%	0%

All

A

B

Over the past two years, Sound Transit has studied various options for expanding mass transit in our area. Now I'm going to read you a series of statements. I'd like you to tell me which comes closer to your view, even if neither one fits exactly.

- 41. 1. Statement A: Based on the studies, Sound Transit has chosen light rail as the high capacity transit service for the eastside and the eye five corridor. Some people say light rail is the best choice because it has the highest capacity, can connect with seamless transfers to the line already being built that will open in two thousand nine, and will attract thousands of new riders.
- 2. (Lean Statement A: light rail is the best choice)
- 3. Statement B: Other people say using innovative express bus technology and existing h oh Vee lanes is a better choice. They say Sound Transit should study an expanded express bus system using H oh Vee lanes that would be open to anyone willing to pay to use them. Access to the lanes would be priced according to congestion, and in theory this would ensure traffic on these lanes goes at least forty five miles an hour. Supporters say Sound Transit should study this option because it would be a cheaper and more flexible way to provide mass transit for the east side.
- 4. (Lean Statement B: light rail isn't the best choice)

Which of these two statements comes closer to your view? (IF UNDECIDED) Well, which one do you lean towards?

- 5. (Undecided)
- 6. (Refused)

Statement A: Light Rail	60%		59%	60%
Lean Statement A: Light Rail	2%	=> 62%	3%	2%
Statement B: Bus and HOV	28%	=> 29%	28%	28%
Lean Statement B: Bus and HOV	1%		0%	2%
Undecided	6%		7%	6%
Refused	2%		2%	3%

Now, I'd like to ask you some questions for statistical purposes only.

	<u>2004</u>	<u>2005</u>	<u>2006</u>
42. Have you heard any advertisements on the radio or seen any billboards for Sound Transit lately, or not?			
Yes	23%	30%	32%
No/Don't Know	76%	70%	67%
Refused	1%	0%	0%

(IF Q42 = 1, ASK Q43; ELSE SKIP TO Q44)

43. Specifically, what advertisements have you heard or seen?			
Where found: billboards / newspaper	20%	27%	
Where found: radio	14%	14%	
Where found: side of the buses/restaurants	8%	10%	
Where found: tv commercial	7%	4%	
light rail improvements /new terminals	--	4%	
Sound transit improvements / buses	--	3%	
a commercial that showed a monster	--	3%	
about commuter trains	--	2%	
Where found: mail	--	2%	
express bus service	--	2%	
Where found: flyer / brochure	--	1%	
Where found: construction sites	--	1%	
schedules / time available	--	0%	
Sount Transit	11%	--	
Monorail	6%	--	
Progress of the projects	4%	--	
Hassle free rides	2%	--	
Other	6%	10%	
Don't Know / Don't Remember/Refused	22%	17%	

(RESUME ASKING EVERYONE)

		<u>2004</u>	<u>2005</u>	<u>2006</u>
44.	Have you ever seen any Sound Transit Regional Express Buses, also known as Ess Tee Express, or not?			
	Yes	59%	50%	53%
	No	32%	44%	40%
	Don't Know	9%	5%	7%
45.	Have you ever seen any Sound Transit Sounder Commuter Rail trains, also known as Sounder, or not?			
	Yes	57%	68%	70%
	No	40%	31%	28%
	Don't Know	3%	1%	2%
46.	Have you ever seen Sound Transit's Tacoma Link Light Rail, or not?			
	Yes	%	35%	36%
	No	%	63%	62%
	Don't Know	%	2%	2%
47.	Have you ever seen any trains, buses, or other transit vehicles that have a blue and green wave logo on them, or not?			
	Yes	56%	64%	68%
	No	32%	29%	24%
	Don't Know	12%	7%	8%
48.	How often do you or someone in your household ride public transit – daily, two or more times per week, once a week, less than once a week, or never?			
	Daily	11%	10%	11%
	Two or more days/week	8%	10%	10%
	Once a week	3%	6%	4%
	Less than once/week	28%	32%	31%
	Never	50%	41%	44%
	Don't Know/Refused	1%	1%	1%
49.	How long have you lived in the Puget Sound region?			
	Less than 2 years	1%	2%	1%
	2 to 4 years	5%	3%	3%
	5 to 9 years	8%	6%	5%
	10 to 14 years	8%	9%	7%
	More than 15 years	76%	79%	83%
	Don't Know/Refused	1%	1%	1%

	<u>2004</u>	<u>2005</u>	<u>2006</u>	
50. What is your age? (READ CODES IF NECESSARY)				
18-24	3%	2%	2%	
25-29	4%	3%	3%	
30-34	6%	3%	4%	
35-39	8%	7%	7%	
40-44	10%	9%	10%	
45-49	11%	11%	9%	=> 35%
50-54	12%	14%	11%	=> 64%
55-59	12%	13%	15%	
60-64	9%	10%	9%	
Over 65	23%	25%	27%	
Refused	2%	2%	2%	

THANK YOU!!

Vote History:

(General '04, Primary '04, General '02, Primary '02)

4 of 4	40%
3 of 4	25%
2 of 4	20%
<2 of 4	15%