



**TO: Interested Parties**  
**FR: Moore Information and EMC Research**  
**DT: April 9, 2007**  
**RE: Summary of Telephone Research on the Sound Transit and RTID Roads & Transit package**

## Key Findings

Puget Sound residents continue to think that traffic and transportation issues (51%) are the most important problems facing the region in an open-ended question. A strong majority (61%) support the current Roads & Transit package language in an uninformed test; which includes the cost of \$16.5 Billion but does not include householded costs.

Support drops (49%) after voters hear the typical household costs early in the survey.  
Support returns to a strong majority (63%) after voters hear a description of the major components of the package.

Support is marginally improved (up to 66% Support) when respondents are read a series of positive messages, and marginally decreased (down to 61% Support) when respondents are read a series of negative messages.

### METHODOLOGY

Written and Conducted by Moore Information and EMC Research: April 1 – 4, 2007  
N = 800 registered voters in the RTA District,  $\pm$  3.5 point margin of error  
Results reflect the voter population distribution of the RTA District  
Results can be projected to the entire voting population of the RTA District

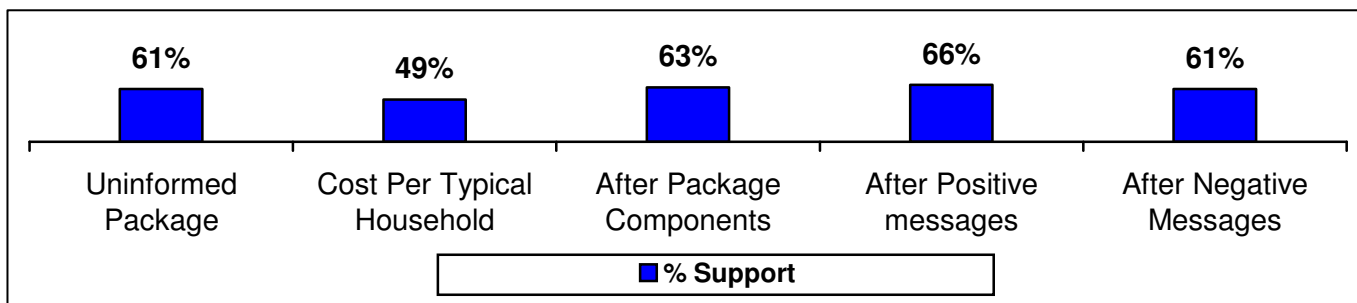
The initial test of the package is supported by a strong majority (61%), and is presented on an uninformed basis, with no persuasive messaging as follows:

- “A transportation package has been proposed that would increase the sales tax by 6/10 of 1%, and the car license tab by 8/10 of 1%. It would fund \$16.5 Billion dollars in road, highway, and mass transit improvements in Pierce, King, and Snohomish Counties”.

While still uninformed about the package elements, respondents’ support drops below a majority (49%) when they are told what the package will cost the typical household:

- “This package will cost the typical household \$150 in additional sales tax each year, plus \$80 in license tab tax for every \$10,000 of your car’s value.”

### Summary of Support for Transportation Package



Support rebounds (63%) when voters are read the major components of the package (no persuasive messaging). It remains at this level after positive (66%) and negative (61%) messaging about the package.

The chart below shows the percentage of all voters who favor the specific package items when asked (this chart includes only the top scoring items across the ST District).

Item	% Favor All Voters	% Fav Sno	% Fav N King	% Fav S King	% Fav E King	% Fav Pierce
18. Adds more express bus service throughout the region	79 %	83 %	81 %	79 %	82 %	74 %
25. Builds new park and rides throughout the region	78 %	82 %	78 %	81 %	80 %	73 %
17. Extends light rail to Redmond, Lynnwood, & Tacoma areas	75 %	78 %	78 %	71 %	80 %	70 %
23. Invests in transit to ease congestion during hwy construction	74 %	77 %	74 %	74 %	81 %	66 %
20. Adds 2 lanes in each direction to 405 between Renton & I-90	71 %	71 %	62 %	84 %	83 %	65 %
19. Replaces the 520 bridge with a new 6-lane floating bridge, with 1 HOV lane in each direction	66 %	72 %	59 %	64 %	85 %	56 %
21. Links Hwy 167 between Puyallup & Port of Tacoma	62 %	51 %	51 %	73 %	59 %	76 %
22. Reduces congestion on the Hewitt Avenue trestle on Hwy 2 near Everett	52 %	81 %	57 %	48 %	59 %	33 %