



MARKET
& OPINION
RESEARCH
SERVICES



Telephone Survey of Washington State Voters June 2014

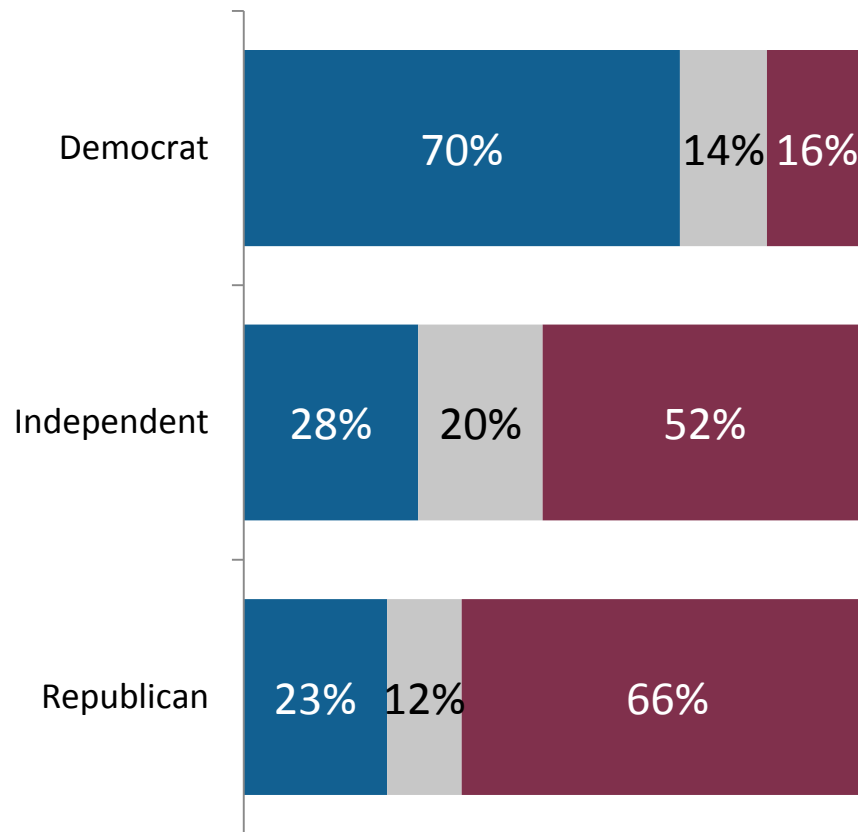
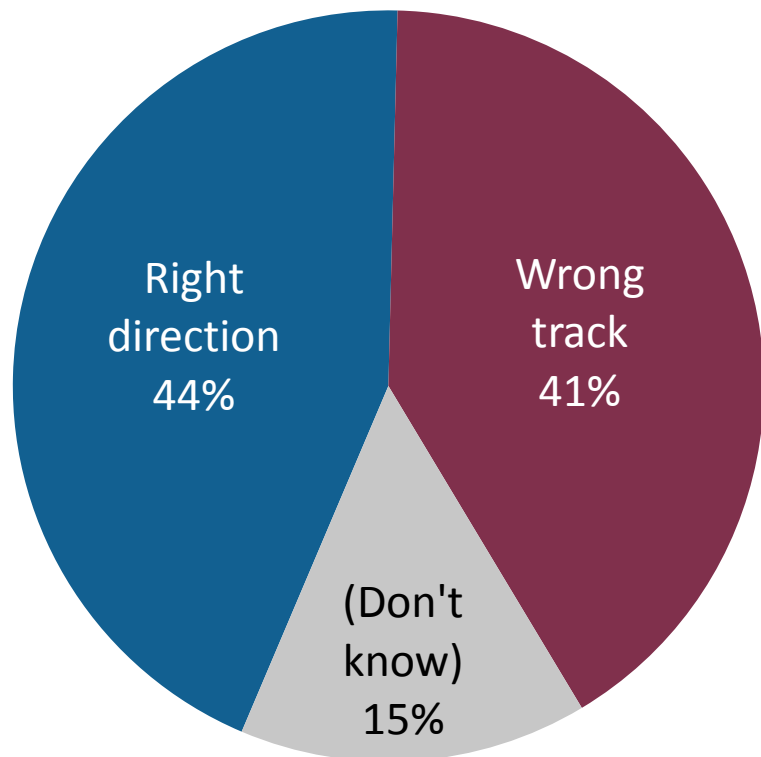
Methodology

- ▶ Telephone survey of likely November 2014 voters in Washington State
- ▶ May 28th – June 2nd, 2014
- ▶ 506 total interviews statewide
- ▶ MoE = $\pm 4.4\%$
- ▶ Interviewing conducted by trained, professional interviewers

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

Direction of State

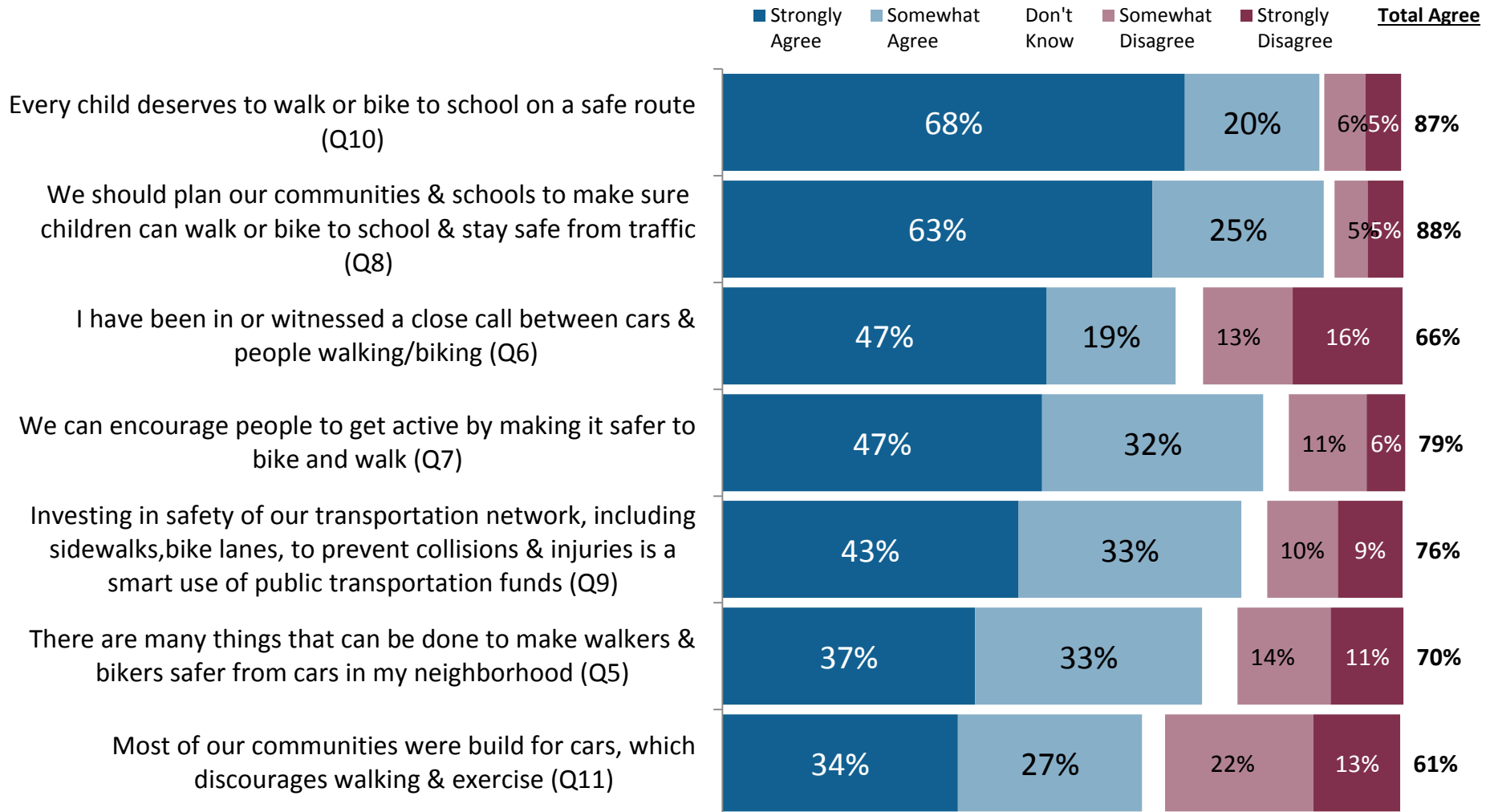
Voters are divided about the direction of the State. Democrats are more optimistic than independents and republicans.



Q4. Do you think things in Washington State are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?

Neighborhood & Community Statements

Majority of voters “strongly agree” every child deserves to walk or bike to school on a safe route and that we should plan for safe routes in our communities and schools.

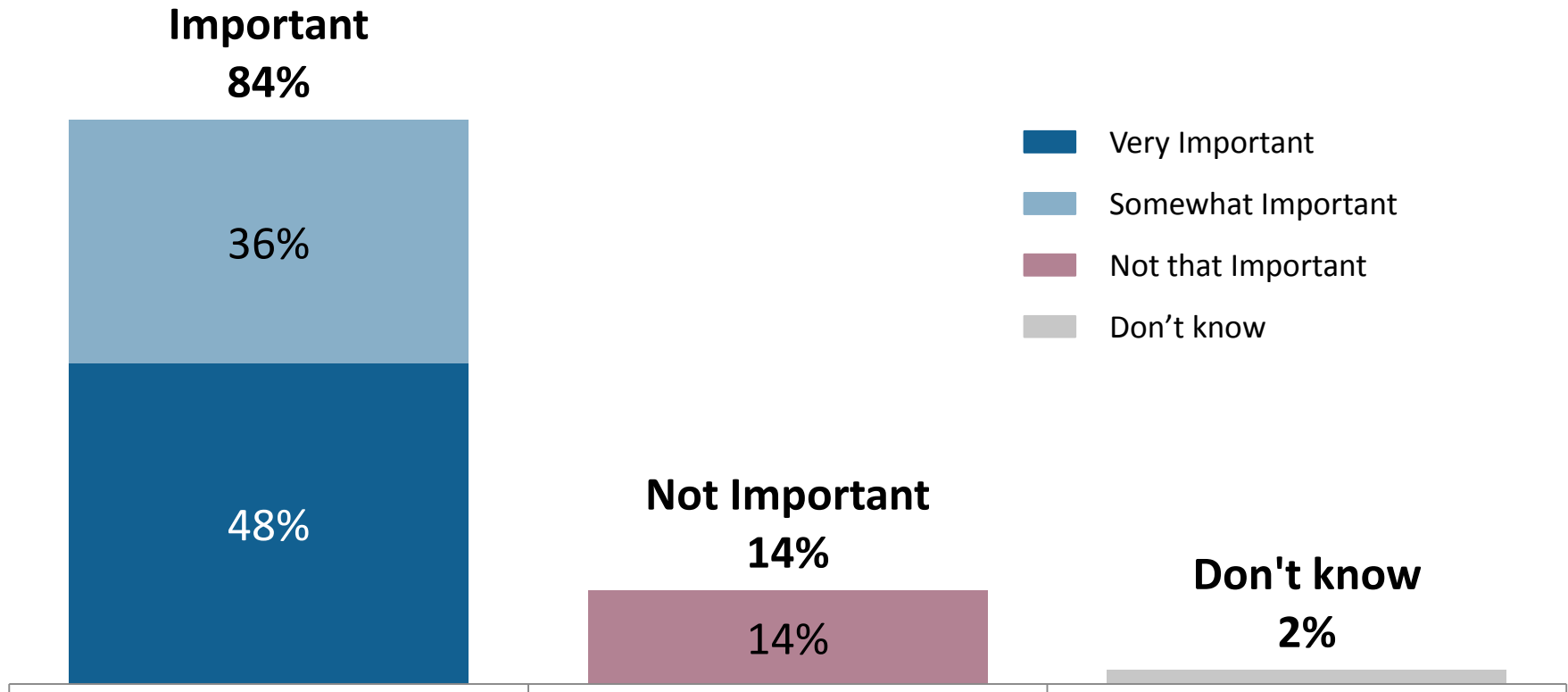


Q5-11. For each statement, I'll ask if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. If you're not sure, please just say so...



Initial Safe Routes Funding Importance

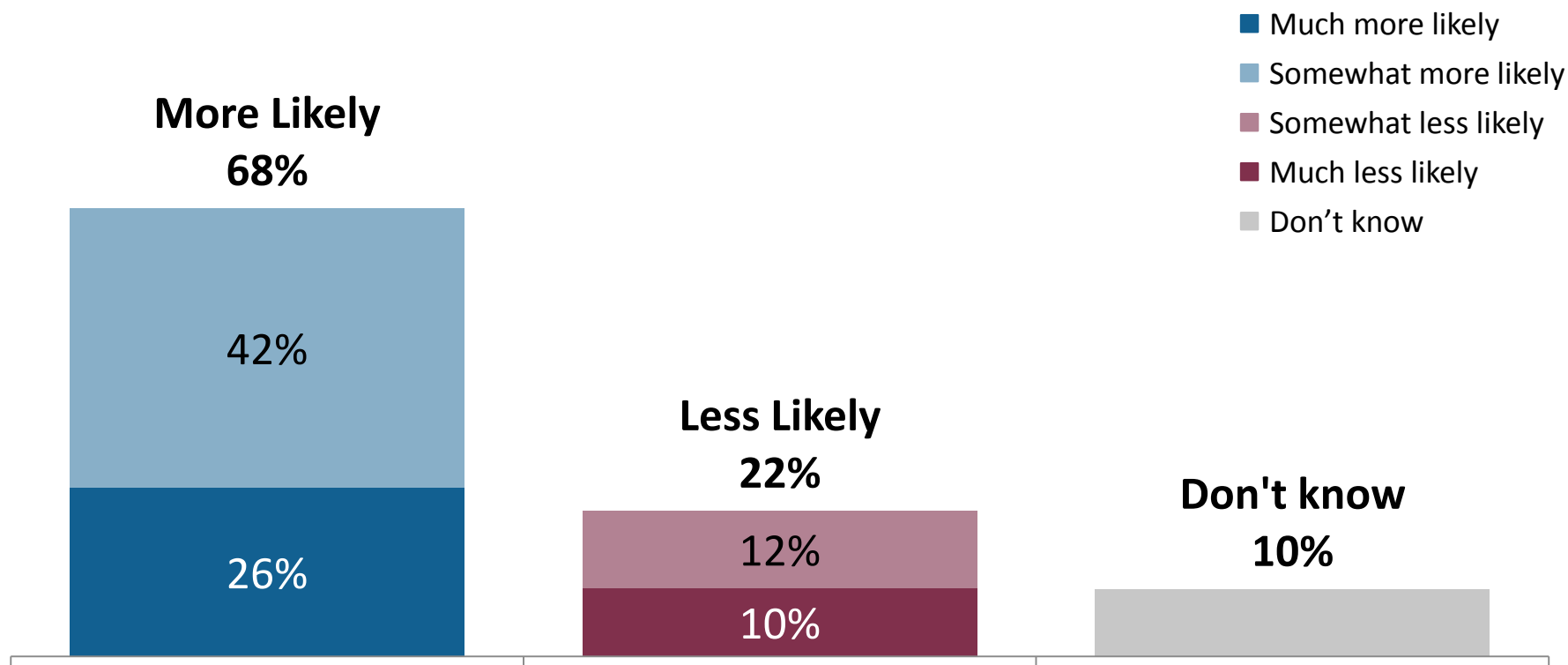
Nearly all voters think the safe routes concept is important in an initial uninformed question.



Q12. How important is it to you that funding to keep children safe from traffic and allow them to be physically active be part of any State of Washington transportation spending? Would you say very important, somewhat important, or not important?

Support for Safe Routes Funds and Transpo \$

Safe routes programs increase support for new transportation funds; three-quarters are more likely to support new transportation funds if dollars for safe routes programs are included.

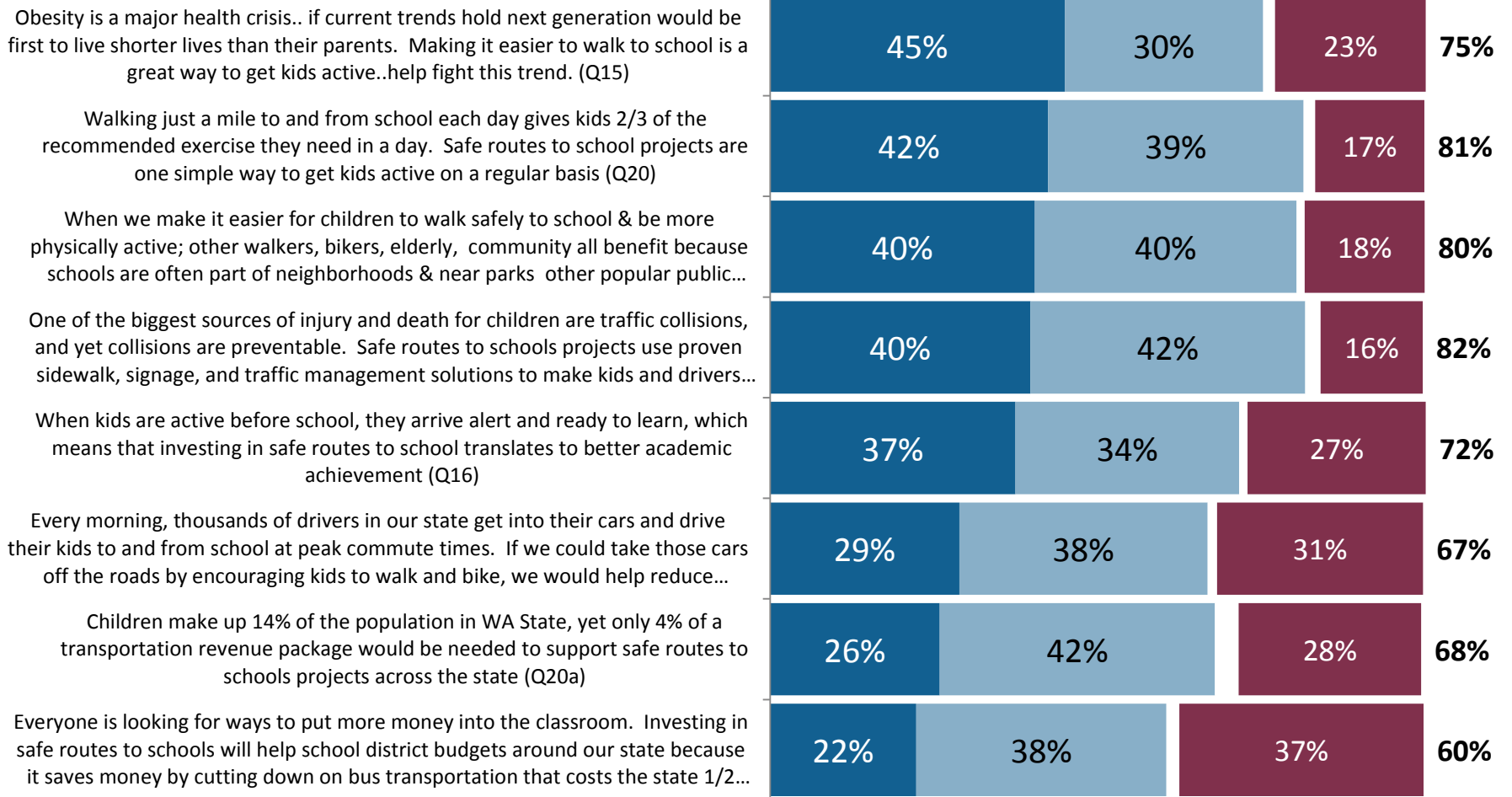


Q13. Safe routes to school projects impact thousands of children yearly by educating parents as well as building sidewalks, bike lanes and crosswalks. If safe routes to school projects were able to serve additional children, would you be more or less likely to support new transportation funds?

Benefits of Investing

While a majority say each of the messages tested are persuasive, the top five messages have noticeably higher intensity in support.

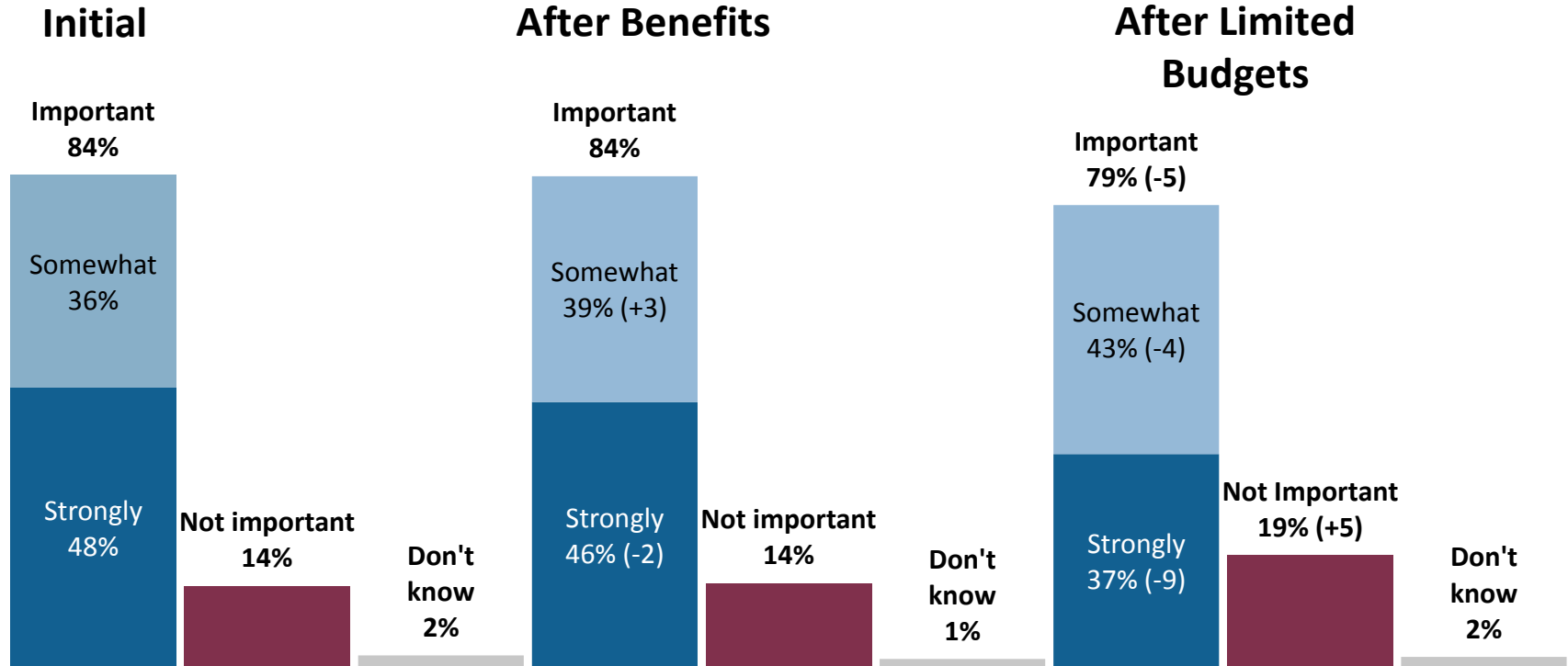
■ Very persuasive ■ Somewhat persuasive ■ Not Sure ■ Not persuasive **Total Persuasive**



Q14-20a. I'm going to read you some benefits of investing in safe routes to schools projects. For each one, please tell me if that is a very persuasive, somewhat persuasive, or not persuasive reason to support more money going to safe routes to school projects.

Support for Safe Routes Funding is Resilient

Even after voters are told about limited state dollars, an overwhelming three-quarters continue to say it is important to have safe routes funding as part of a statewide transportation spending.



Q12, Q21 Given what you have heard, how important is it to you that funding to keep children safe from traffic and allow them to be physically active be part of any State of Washington transportation spending?

Would you say very important, somewhat important, or not important?

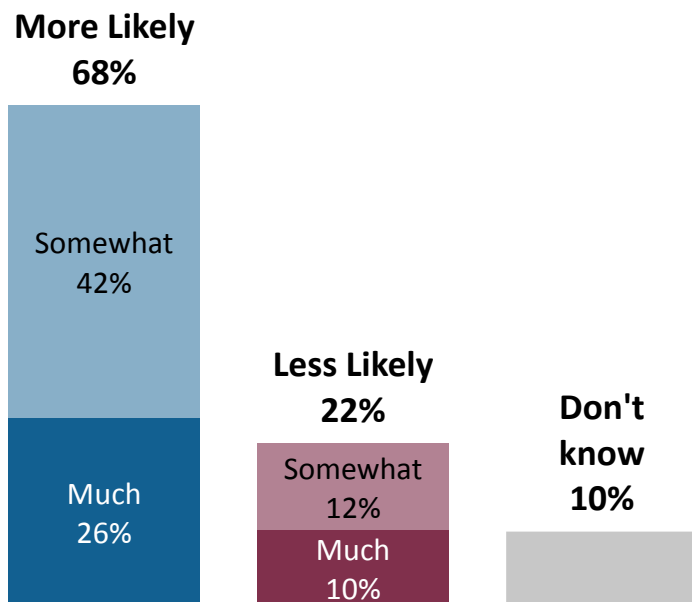
Q22 Some people say that making it safer for children to walk or bike to school safe from traffic is important. But with a bad economy, large budget deficits, and shortfalls in basic education we simply can't afford it.

Given what you have heard, how important is it to you that funding for safe routes to schools to keep children safe from traffic and provide more opportunities to be regularly active be a part of any State of Washington transportation spending? Would you say very important, somewhat important, or not important?

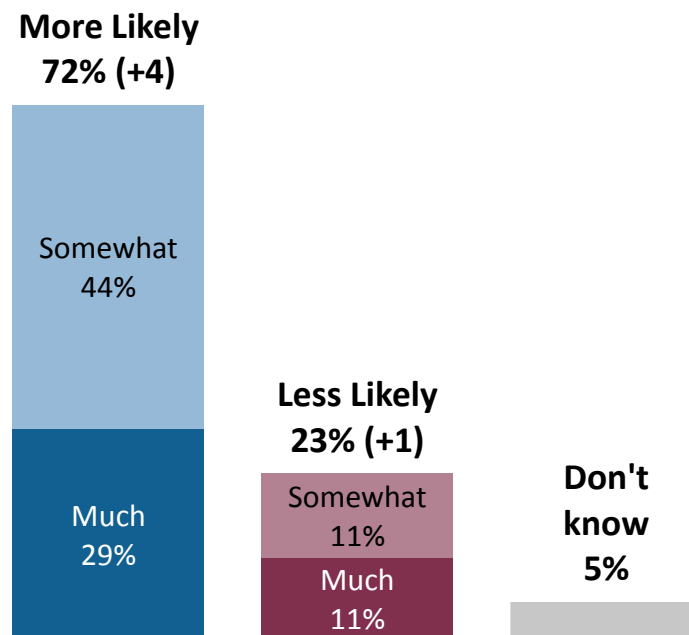
More Dollars for Safe Routes Programs

After voters hear additional messaging about Safe Routes programs, support for increasing funding for safe routes programs climbs.

Initial Support



Support After Benefits



Q13, 23. Safe routes to school projects impact thousands of children yearly by educating parents as well as building sidewalks, bike lanes and crosswalks. If safe routes to school projects were able to serve additional children, would you be more or less likely to support new transportation funds?

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