Telephone Survey of Washington State Voters
June 2014
Methodology

- Telephone survey of likely November 2014 voters in Washington State
- May 28<sup>th</sup> – June 2<sup>nd</sup>, 2014
- 506 total interviews statewide
- MoE = ± 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?

- Right direction: 44%
- Wrong track: 41%
- (Don't know): 15%

Democrat:
- Right direction: 70%
- Wrong track: 14%
- (Don't know): 16%

Independent:
- Right direction: 28%
- Wrong track: 20%
- (Don't know): 52%

Republican:
- Right direction: 23%
- Wrong track: 12%
- (Don't know): 66%
## 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.

- **Every child deserves to walk or bike to school on a safe route (Q10)**
  - Strongly Agree: 68%
  - Somewhat Agree: 20%
  - Don't Know: 6%
  - Somewhat Disagree: 5%
  - Strongly Disagree: 5%
  - Total Agree: 87%

- **We should plan our communities & schools to make sure children can walk or bike to school & stay safe from traffic (Q8)**
  - Strongly Agree: 63%
  - Somewhat Agree: 25%
  - Don't Know: 5%
  - Somewhat Disagree: 5%
  - Strongly Disagree: 5%
  - Total Agree: 88%

- **I have been in or witnessed a close call between cars & people walking/biking (Q6)**
  - Strongly Agree: 47%
  - Somewhat Agree: 32%
  - Don't Know: 11%
  - Somewhat Disagree: 6%
  - Strongly Disagree: 16%
  - Total Agree: 66%

- **We can encourage people to get active by making it safer to bike and walk (Q7)**
  - Strongly Agree: 47%
  - Somewhat Agree: 33%
  - Don't Know: 10%
  - Somewhat Disagree: 9%
  - Strongly Disagree: 6%
  - Total Agree: 79%

- **Investing in safety of our transportation network, including sidewalks, bike lanes, to prevent collisions & injuries is a smart use of public transportation funds (Q9)**
  - Strongly Agree: 43%
  - Somewhat Agree: 33%
  - Don't Know: 10%
  - Somewhat Disagree: 9%
  - Strongly Disagree: 6%
  - Total Agree: 76%

- **There are many things that can be done to make walkers & bikers safer from cars in my neighborhood (Q5)**
  - Strongly Agree: 37%
  - Somewhat Agree: 33%
  - Don't Know: 14%
  - Somewhat Disagree: 11%
  - Strongly Disagree: 13%
  - Total Agree: 70%

- **Most of our communities were build for cars, which discourages walking & exercise (Q11)**
  - Strongly Agree: 34%
  - Somewhat Agree: 27%
  - Don't Know: 22%
  - Somewhat Disagree: 13%
  - Strongly Disagree: 13%
  - Total Agree: 61%

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…
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?

- More Likely: 68%
  - Much more likely: 42%
  - Somewhat more likely: 26%

- Less Likely: 22%
  - Somewhat less likely: 12%
  - Much less likely: 10%

Don't know: 10%
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.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Very persuasive</th>
<th>Somewhat persuasive</th>
<th>Not Sure</th>
<th>Not persuasive</th>
<th>Total Persuasive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obesity is a major health crisis... if current trends hold next generation would be first to live shorter lives than their parents. Making it easier to walk to school is a great way to get kids active...help fight this trend. (Q15)</td>
<td>45%</td>
<td>30%</td>
<td>23%</td>
<td>23%</td>
<td>75%</td>
</tr>
<tr>
<td>Walking just a mile to and from school each day gives kids 2/3 of the recommended exercise they need in a day. Safe routes to school projects are one simple way to get kids active on a regular basis (Q20)</td>
<td>42%</td>
<td>39%</td>
<td>17%</td>
<td>17%</td>
<td>81%</td>
</tr>
<tr>
<td>When we make it easier for children to walk safely to school &amp; be more physically active; other walkers, bikers, elderly, community all benefit because schools are often part of neighborhoods &amp; near parks other popular public...</td>
<td>40%</td>
<td>40%</td>
<td>18%</td>
<td>18%</td>
<td>80%</td>
</tr>
<tr>
<td>One of the biggest sources of injury and death for children are traffic collisions, and yet collisions are preventable. Safe routes to schools projects use proven sidewalk, signage, and traffic management solutions to make kids and drivers...</td>
<td>40%</td>
<td>42%</td>
<td>16%</td>
<td>16%</td>
<td>82%</td>
</tr>
<tr>
<td>When kids are active before school, they arrive alert and ready to learn, which means that investing in safe routes to school translates to better academic achievement (Q16)</td>
<td>37%</td>
<td>34%</td>
<td>27%</td>
<td>27%</td>
<td>72%</td>
</tr>
<tr>
<td>Every morning, thousands of drivers in our state get into their cars and drive their kids to and from school at peak commute times. If we could take those cars off the roads by encouraging kids to walk and bike, we would help reduce...</td>
<td>29%</td>
<td>38%</td>
<td>31%</td>
<td>31%</td>
<td>67%</td>
</tr>
<tr>
<td>Children make up 14% of the population in WA State, yet only 4% of a transportation revenue package would be needed to support safe routes to schools projects across the state (Q20a)</td>
<td>26%</td>
<td>42%</td>
<td>28%</td>
<td>28%</td>
<td>68%</td>
</tr>
<tr>
<td>Everyone is looking for ways to put more money into the classroom. Investing in safe routes to schools will help school district budgets around our state because it saves money by cutting down on bus transportation that costs the state 1/2...</td>
<td>22%</td>
<td>38%</td>
<td>37%</td>
<td>37%</td>
<td>60%</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Initial Support</th>
<th>Support After Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>More Likely</strong></td>
<td><strong>More Likely</strong></td>
</tr>
<tr>
<td>68%</td>
<td>72% (+4)</td>
</tr>
<tr>
<td>Somewhat</td>
<td>Somewhat</td>
</tr>
<tr>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Less Likely</td>
<td>Less Likely</td>
</tr>
<tr>
<td>22%</td>
<td>23% (+1)</td>
</tr>
<tr>
<td>Somewhat</td>
<td>Somewhat</td>
</tr>
<tr>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Much</td>
<td>Much</td>
</tr>
<tr>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Don't know</td>
<td>Don't know</td>
</tr>
<tr>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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?
Contacts

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