

SOUTHERN CALIFORNIA CLIMATE CHANGE & SMART GROWTH SURVEY
320-459-WT
A/B SPLITS
N=758

(ASK ALL RESPONDENTS)

1. Next, I am going to read you a pair of statements. Please tell me which statement comes closest to your own view, even if neither of the statements matches your views exactly. **(ROTATE)**

We can have a clean environment and a strong economy at the same time without having to choose one over the other. ----- 72%

OR

Sometimes a clean environment and a strong economy are in conflict and we must choose one over the other. ----- 25%

(BOTH)-----3%

MY NEXT QUESTIONS ARE ABOUT THE KIND OF COMMUNITIES WHERE PEOPLE IN SOUTHERN CALIFORNIA LIVE.

2. Imagine for a moment that you are moving to another community. These questions are about the kind of community you would like to live in. Please select the community where you would prefer to live: **(RANDOMIZE BETWEEN AND WITHIN THE STATEMENTS)**

[]a. A community where the neighborhood has a mix of houses, apartments, townhouses, stores and other businesses that are easy to walk to----- 64%

OR

A community where the neighborhood has houses only and you have to drive to stores and other businesses ----- 34%

(DON'T READ)

(BOTH)-----1%

[]b. A community where the houses are smaller and on smaller lots, and you would have a shorter commute to work, 20 minutes or less ----- 65%

OR

A community where the houses are larger and on larger lots, and you would have a longer commute to work, 40 minutes or more ----- 31%

(DON'T READ)

(NEITHER)-----3%

(DON'T KNOW/NA)-----1%

3. Next, where do you think new development should be built in your community? **(ROTATE)**

- Outside existing cities and suburbs on undeveloped lands----- 36%
- OR**
- Within existing cities and suburbs ----- 54%
- (DON'T READ)**
- (BOTH)**-----3%
- (NEITHER)**-----3%
- (DON'T KNOW/NA)**-----3%

NOW I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT TRANSPORTATION AND LAND USE IN SOUTHERN CALIFORNIA.

4. First, which of the following do you think should be the highest priority for future investments to improve transportation in Southern California: **(ROTATE)**

- The expansion of roads and highways----- 29%
- OR**
- The expansion of public transportation, including trains, buses and light rail ----- 66%
- (DON'T READ)**
- (BOTH)**-----4%
- (NEITHER)**-----1%
- (DON'T KNOW/NA)**-----1%

5. Next, I am going to read you several different approaches to reducing air pollution and traffic congestion in Southern California. Please tell me how *effective* you believe each approach would be in reducing air pollution and congestion, using a scale of one to seven, and where one means **NOT AT ALL EFFECTIVE** and seven means **EXTREMELY EFFECTIVE**. Four on this scale means **NEUTRAL**; you can use any number from one to seven. **(RANDOMIZE)**

	NOT EFF.			NEUT.			EXT. EFF.	(DK/ NA)
	1	2	3	4	5	6	7	
<input type="checkbox"/> a. Widening existing roads and highways -----	9%	5%	8%	19%	21%	16%	21%	1%
<input type="checkbox"/> b. Building new roads and highways -----	10%	7%	9%	24%	17%	14%	18%	0%
<input type="checkbox"/> c. Expanding public transportation, including trains, buses and light rail -----	5%	4%	3%	10%	15%	17%	47%	0%
<input type="checkbox"/> d. Expanding alternative transportation options, such as shuttles and bike lanes-----	5%	4%	7%	16%	20%	17%	30%	1%
<input type="checkbox"/> e. Making sidewalks and crosswalks safer for pedestrians -----	9%	4%	7%	18%	16%	13%	33%	0%
<input type="checkbox"/> f. Building new homes and apartments closer to jobs and public transportation -----	4%	3%	4%	20%	22%	20%	25%	1%

6. Next, I am going to ask you to imagine you are in charge of your region’s transportation budget. Specifically, I would like you to tell me how you would prioritize spending your region’s transportation budget in five different categories. For this exercise, assume you have 100 dollars to spend on all five categories. After I read you all of the categories, please tell me how many dollars out of 100 you would spend on each, keeping in mind that the total must add up to 100 dollars. **(READ RANDOMIZED LIST OF CATEGORIES; RE-READ INSTRUCTIONS AS NECESSARY AND ENSURE THAT THE TOTAL DOLLAR AMOUNT EQUALS \$100)**

<u>CATEGORY</u>	<u>DOLLAR AMOUNT</u>
<input type="checkbox"/> Expanding roads and highways-----	19.7
<input type="checkbox"/> Repairing and maintaining <u>existing</u> roads and highways -----	24.5
<input type="checkbox"/> Expanding public transportation such as trains, buses and light rail -----	24.8
<input type="checkbox"/> Helping existing trains, buses and light rail run on-time-----	16.9
<input type="checkbox"/> Expanding bike lanes and improving sidewalks and crosswalks -----	14.1
TOTAL -----	\$100

7. Next, in order to reduce traffic congestion and air pollution, and provide more transportation choices, would you support or oppose local governments in Southern California investing more to expand and improve your public transportation including buses, trains and light rail? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT-----	80%
Strongly support-----	51%
Somewhat support -----	30%
TOTAL OPPOSE-----	18%
Somewhat oppose-----	8%
Strongly oppose -----	10%
(DON’T READ) DK/NA-----	1%

8. Next, local and regional transportation planning agencies in Southern California do not currently have the authority to place measures on the ballot to give local voters the opportunity to vote for additional transportation funding. Instead, they have to ask state government in Sacramento for permission each time. Would you support or oppose giving these local and regional transportation planning agencies their own authority to place funding measures on the ballot for voters to approve or reject? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/ OPPOSE or just somewhat?”)**

TOTAL SUPPORT-----71%
 Strongly support----- 42%
 Somewhat support ----- 29%

TOTAL OPPOSE-----25%
 Somewhat oppose----- 10%
 Strongly oppose ----- 14%

(DON’T READ) DK/NA-----4%

9. Next, here is a more specific proposal. Some people in Southern California have proposed placing a measure on the ballot to fund significant expansion of the regional commuter rail transportation system; repair and maintain regionally significant highway systems and bridges; and improve the efficiency of and decrease air pollution from regional freight transportation. Does this ballot measure sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT-----76%
 Strongly support----- 37%
 Somewhat support ----- 39%

TOTAL OPPOSE-----19%
 Somewhat oppose-----9%
 Strongly oppose ----- 10%

(DON’T READ) DK/NA-----4%

**NOW I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT
A SLIGHTLY DIFFERENT ISSUE.**

- 10. City and county governments in Southern California are developing a plan to reduce global warming pollution and air pollution; promote shorter commutes and transit use; and conserve open space and natural areas. These goals would be accomplished through a variety of methods, including locating more homes, apartments and condos near jobs, and expanding public transportation such as trains, buses and light rail in your community.

Based on this description, would you support or oppose city and county governments in Southern California developing such a plan? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or somewhat?”)**

TOTAL SUPPORT-----74%
 Strongly support----- 38%
 Somewhat support ----- 37%

TOTAL OPPOSE-----23%
 Somewhat oppose-----9%
 Strongly oppose ----- 14%

(DON'T READ) DK/NA-----2%