



Metro

Los Angeles County Transportation Post Measure R

May 14-18, 2009

320-384

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City



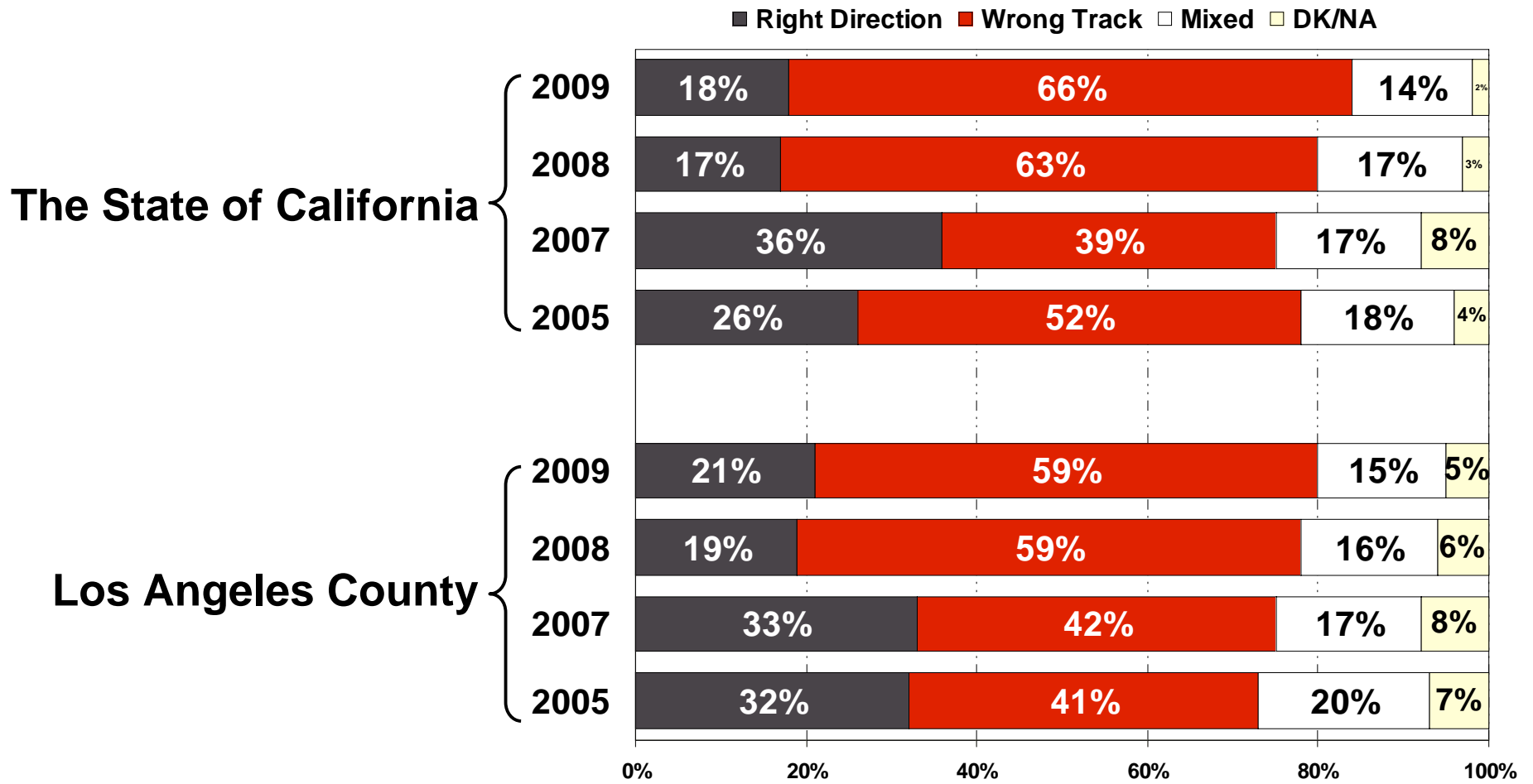
Methodology

- **Survey conducted May 14th - May 18th, 2009**
- **Interviews with 605 voters in Los Angeles County**
- **Margin of error for the full sample is of +/- 4.0%**
- **Margin of error for half the sample is +/-5.7%**

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Right Direction/Wrong Track



1. Thinking about ___in general, would you say things are going in the right direction or would you say they are off on the wrong track?

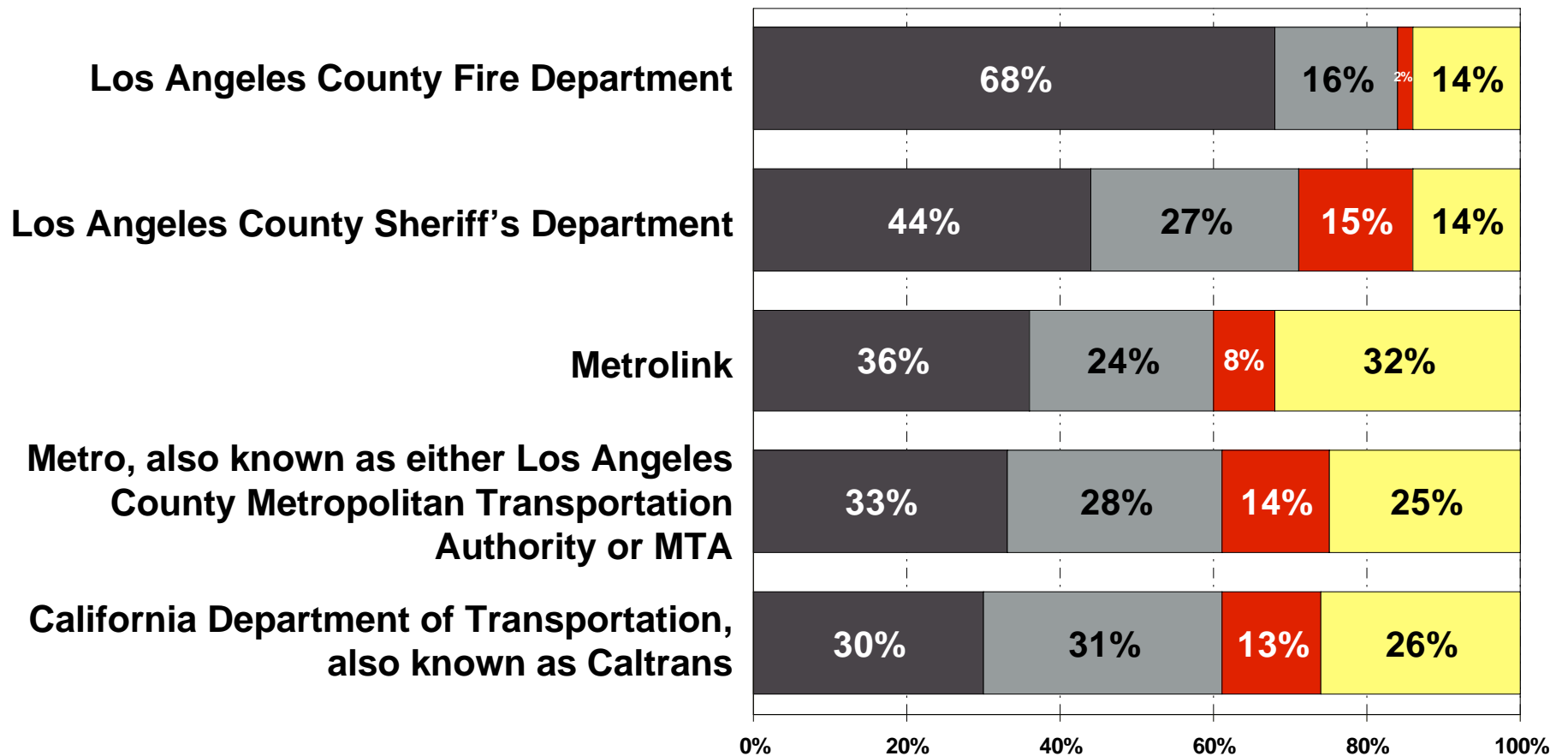
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County Departments and Agency Ratings

(Ranked by Very Favorable)

■ Very Fav. ■ S.W. Fav. ■ S.W./Very Unfav. ■ HO/DKE/NHO



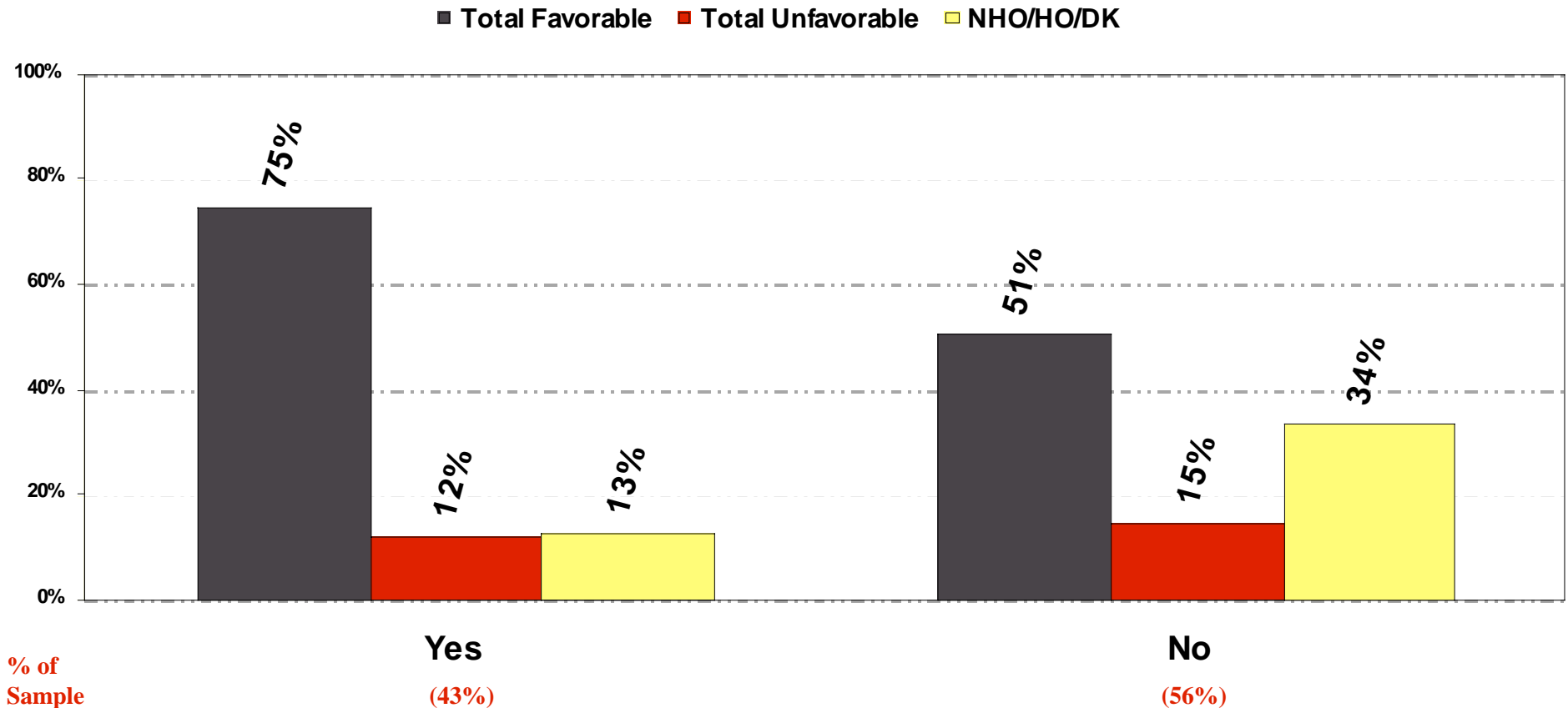
2. I'm going to mention the names of some organizations. Please tell me whether you have an overall favorable or unfavorable opinion of that organization.

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Metro Ratings - Demographics:

Used Public Transportation in Last 6 Months



2e. Please tell me whether you have an overall favorable or unfavorable opinion of: Metro, also known as either Los Angeles County Metropolitan Transportation Authority or MTA.

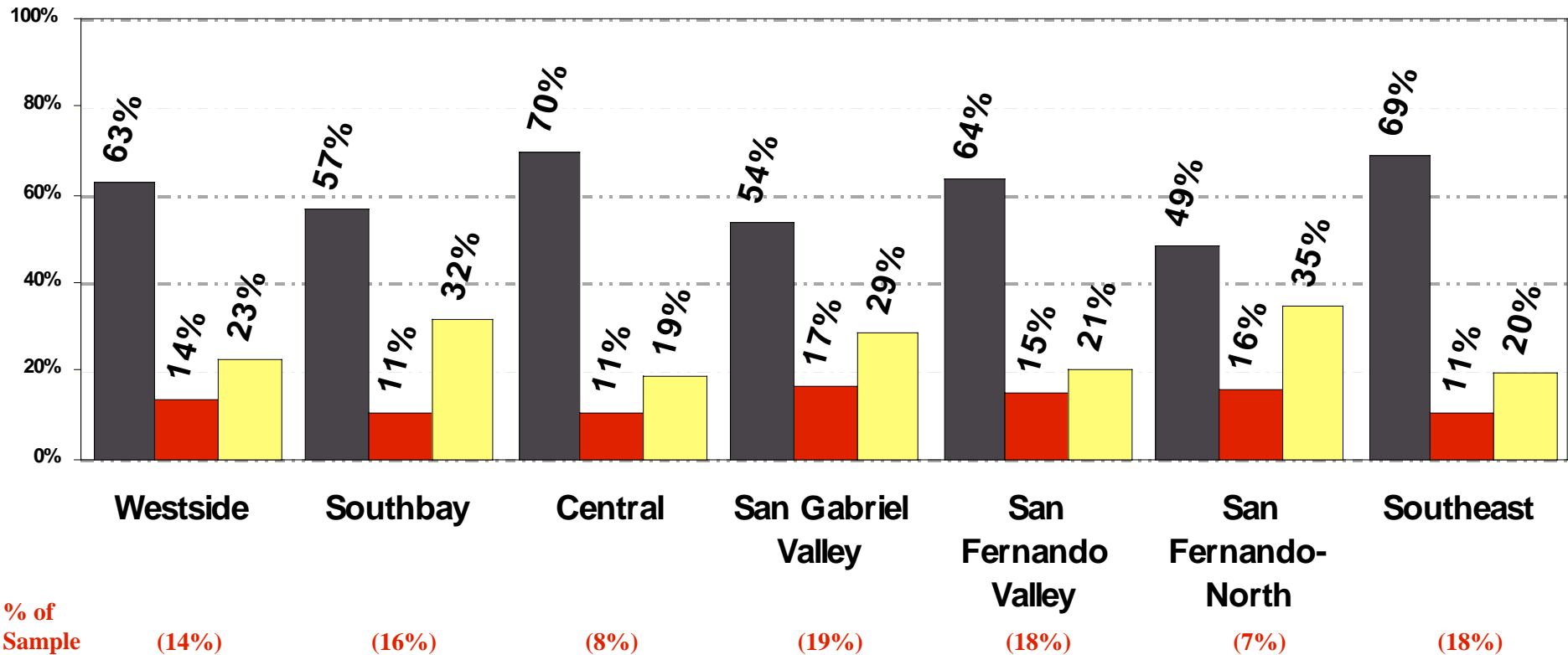
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Metro Ratings - Demographics:

LA County Planning Areas

■ Total Favorable ■ Total Unfavorable ■ NHO/HO/DK



2e. Please tell me whether you have an overall favorable or unfavorable opinion of: Metro, also known as either Los Angeles County Metropolitan Transportation Authority or MTA.

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Measure R Ballot Title Summary

Yes on Measure R (LOS ANGELES COUNTY)

Traffic Relief - Rail Extensions - Reduce Foreign Oil Dependence -- Los Angeles County Metropolitan Transportation Authority. To:

- Synchronize traffic signals;
- Repair potholes;
- Extend light rail with airport connections;
- Improve freeway traffic flow (5, 10, 14, 60, 101, 110, 138, 210, 405, 605, 710);
- Keep senior/student/disabled fares low;
- Provide clean-fuel buses;
- Expand subway/Metrolink/bus service;
- Dedicate millions for community traffic relief;

Shall Los Angeles County's sales tax increase ½ cent for 30 years with independent audits, public review of expenditures, all locally controlled?

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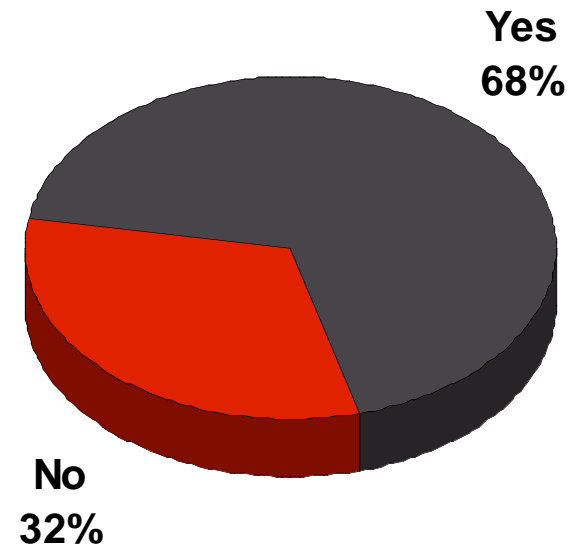
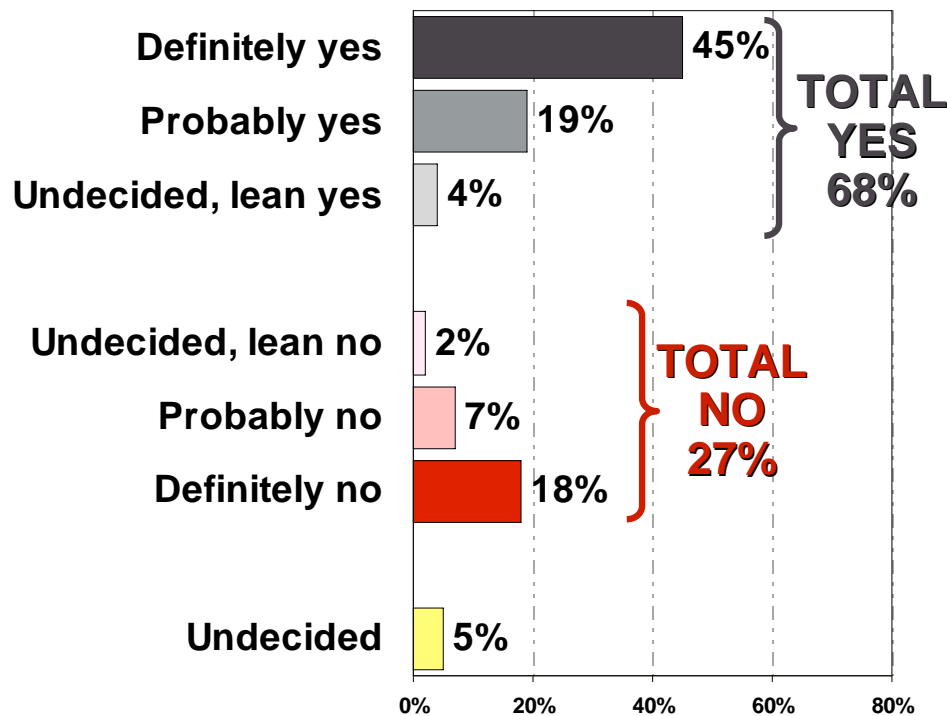


Measure R Vote

Post Election Survey Vote v. Actual Vote

Survey Vote

Actual Vote Nov 4th, 2008

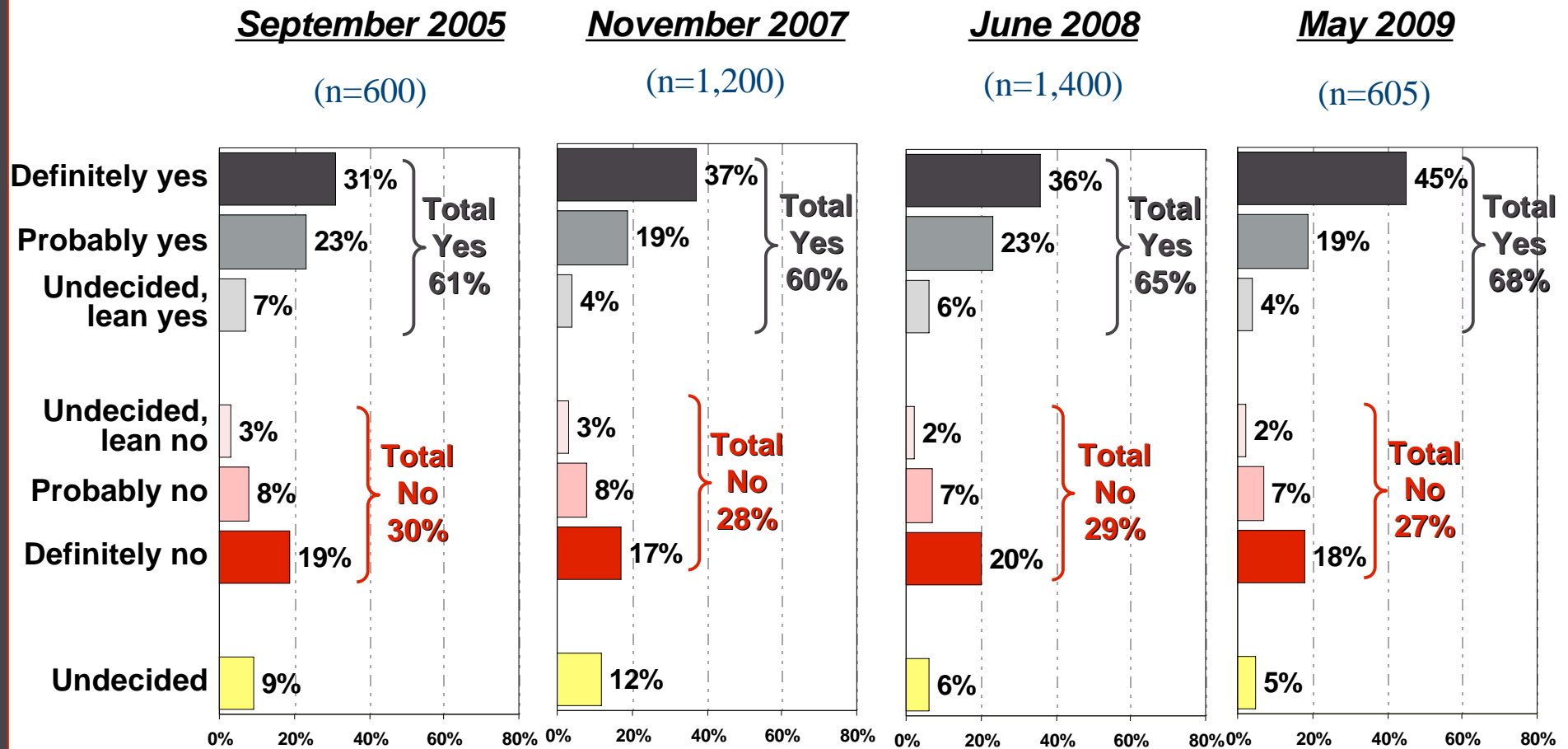


5. If the election were held today on this measure, instead of this past November, do you think you would vote yes in favor or no to oppose it?

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Measure R Initial Survey Votes 2005 to 2009



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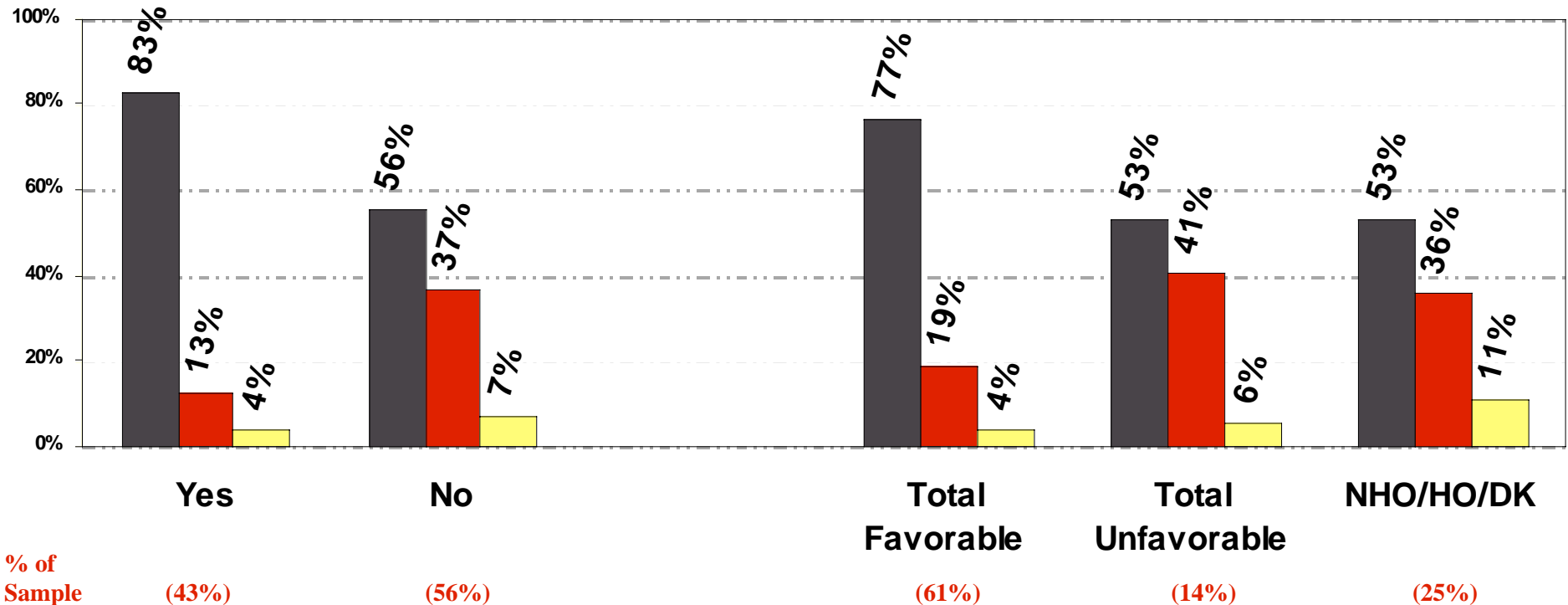
Survey Vote - Demographics:

Used Public Transportation in Last 6 Months and Metro/MTA Favorability

■ Total Yes ■ Total No ■ Undecided

Public Transportation Use

Metro/MTA Favorability



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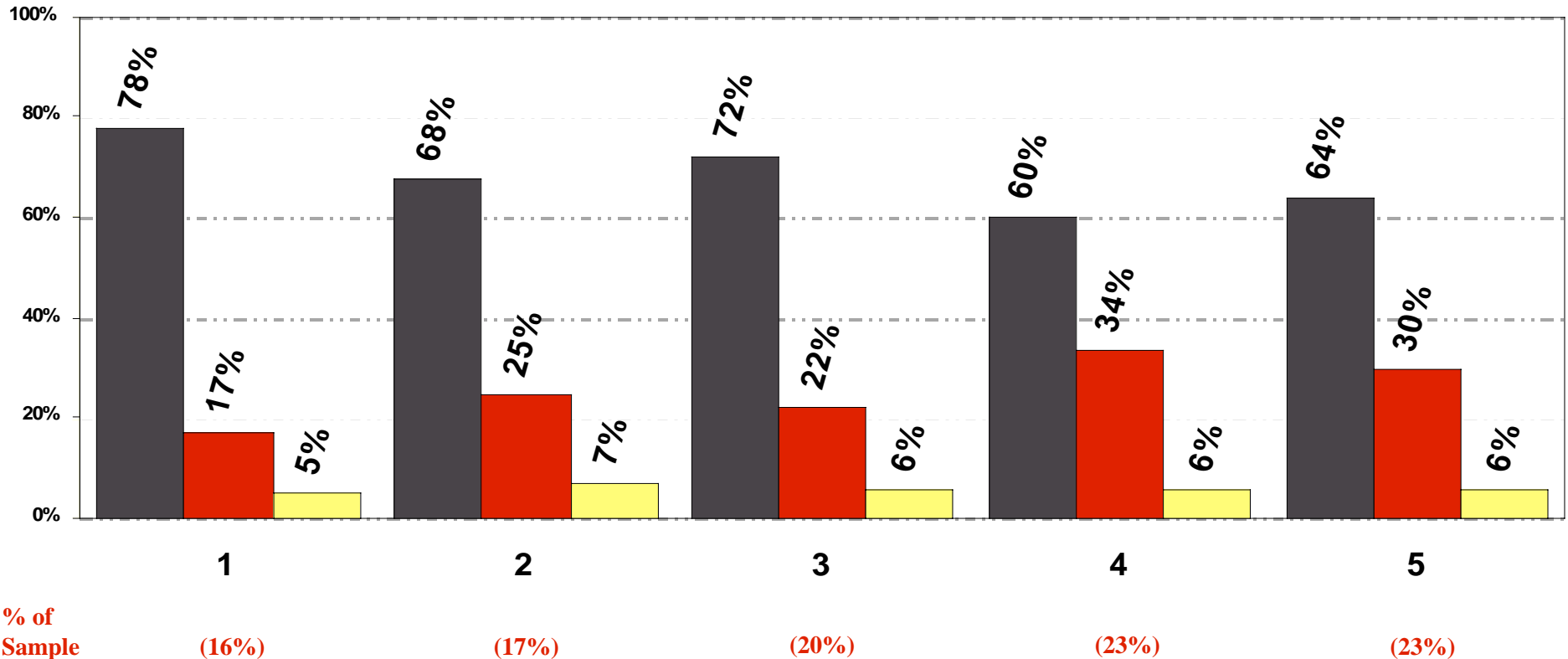
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Survey Vote - Demographics:

Supervisorial District

■ Total Yes ■ Total No ■ Undecided

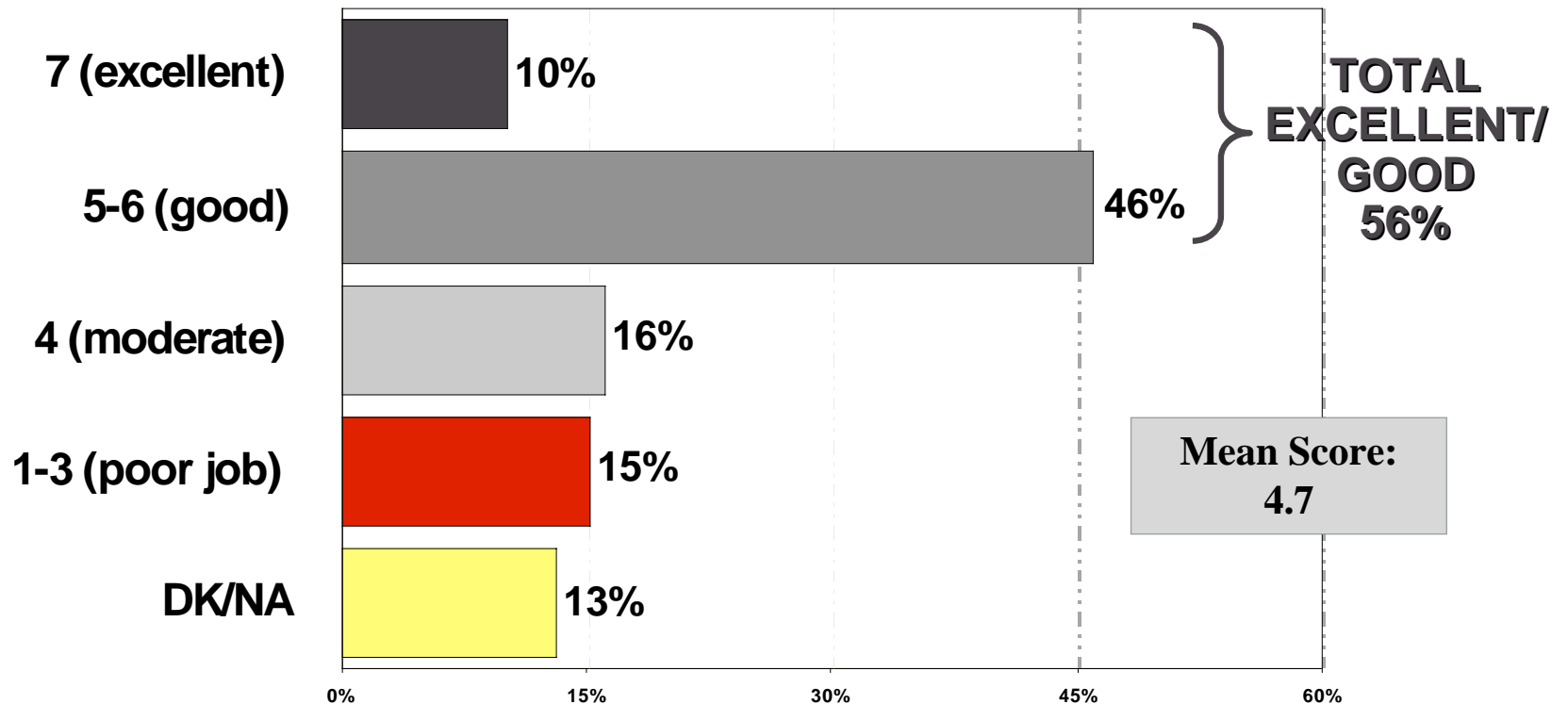


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Metro Job Rating



6. Knowing more about Metro, how would you rate the job Metro is doing? We will use a scale of one to seven, where a one means you think Metro is doing a very poor job and a seven means you think Metro is doing an excellent job. You can use any number between one and seven.

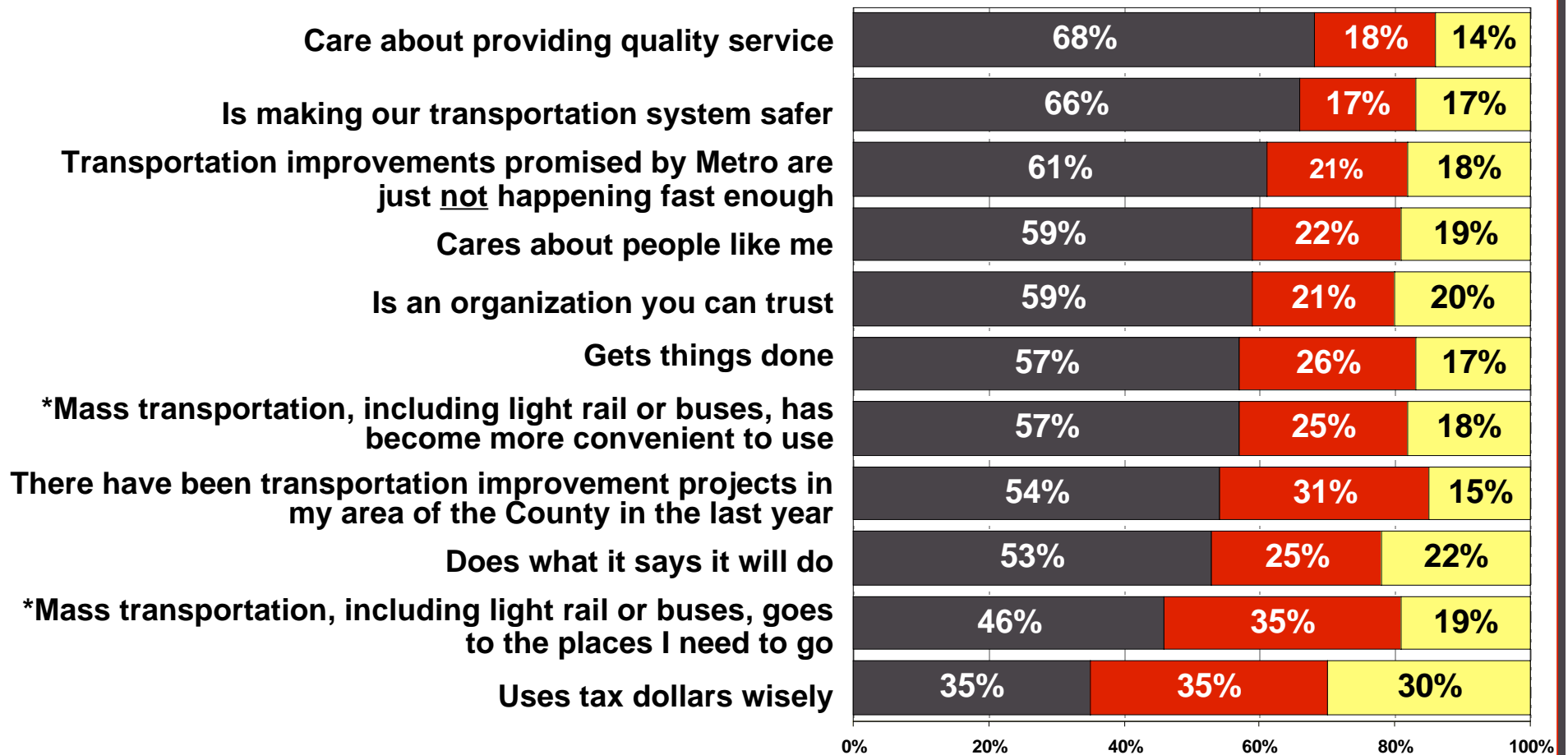
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Statements about Metro and its Services

(Ranked by Total Strongly/S.W. Agree)

■ Strng./S.W. Agr. ■ S.W./Strng. Disagr. ■ DK/NA



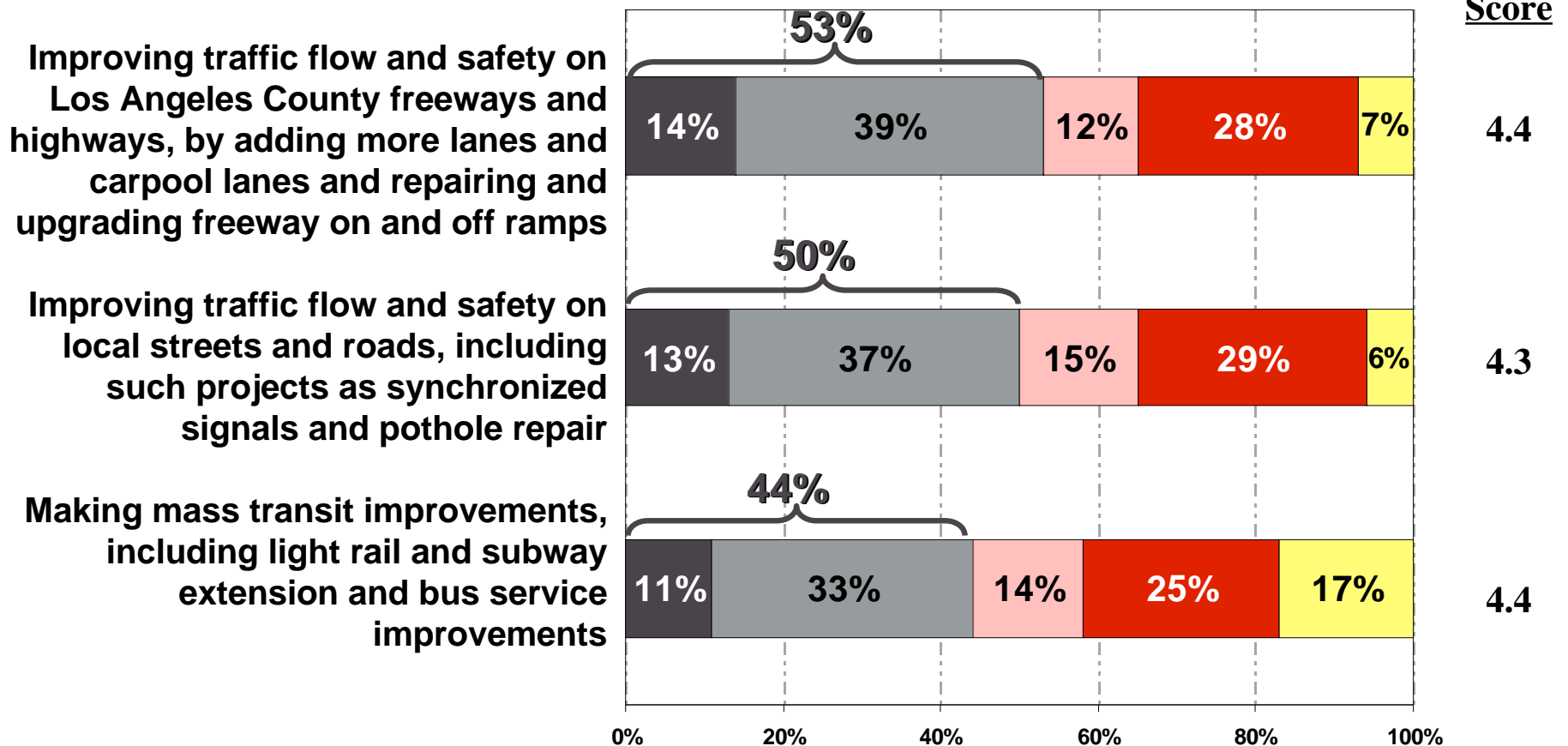
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Satisfaction with How Measure R Dollars are Spent

(Ranked by Very/S.W. Satisfied)

■ Very Satis. (7) ■ S.W. Satis. (5-6) ■ Not Too Satis. (4) ■ Very dissatis. (1-3) ■ DK



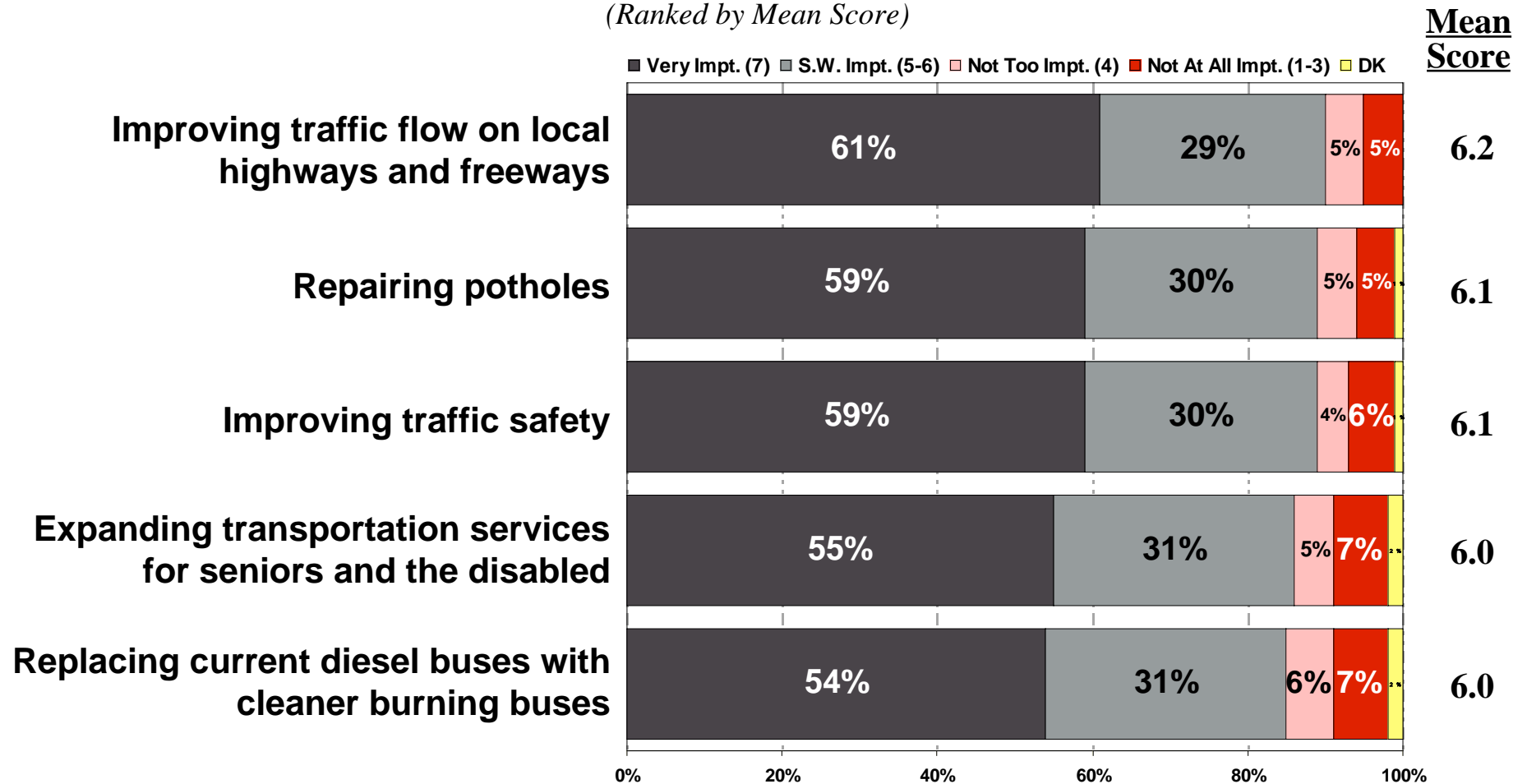
9. I would like to mention three main transportation improvement areas funded by Measure R dollars. Please tell me how satisfied you are with how Measure R dollars are being spent to improve each area. We will use a scale of one to seven, where 1 means you are very dissatisfied on how Measure R dollars are being spent in that transportation improvement area and a 7 means you are very satisfied with how Measure R dollars are being spent in the that transportation improvement area.

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Importance of Using Measure R to Fund Specific Projects and Services

(Ranked by Mean Score)

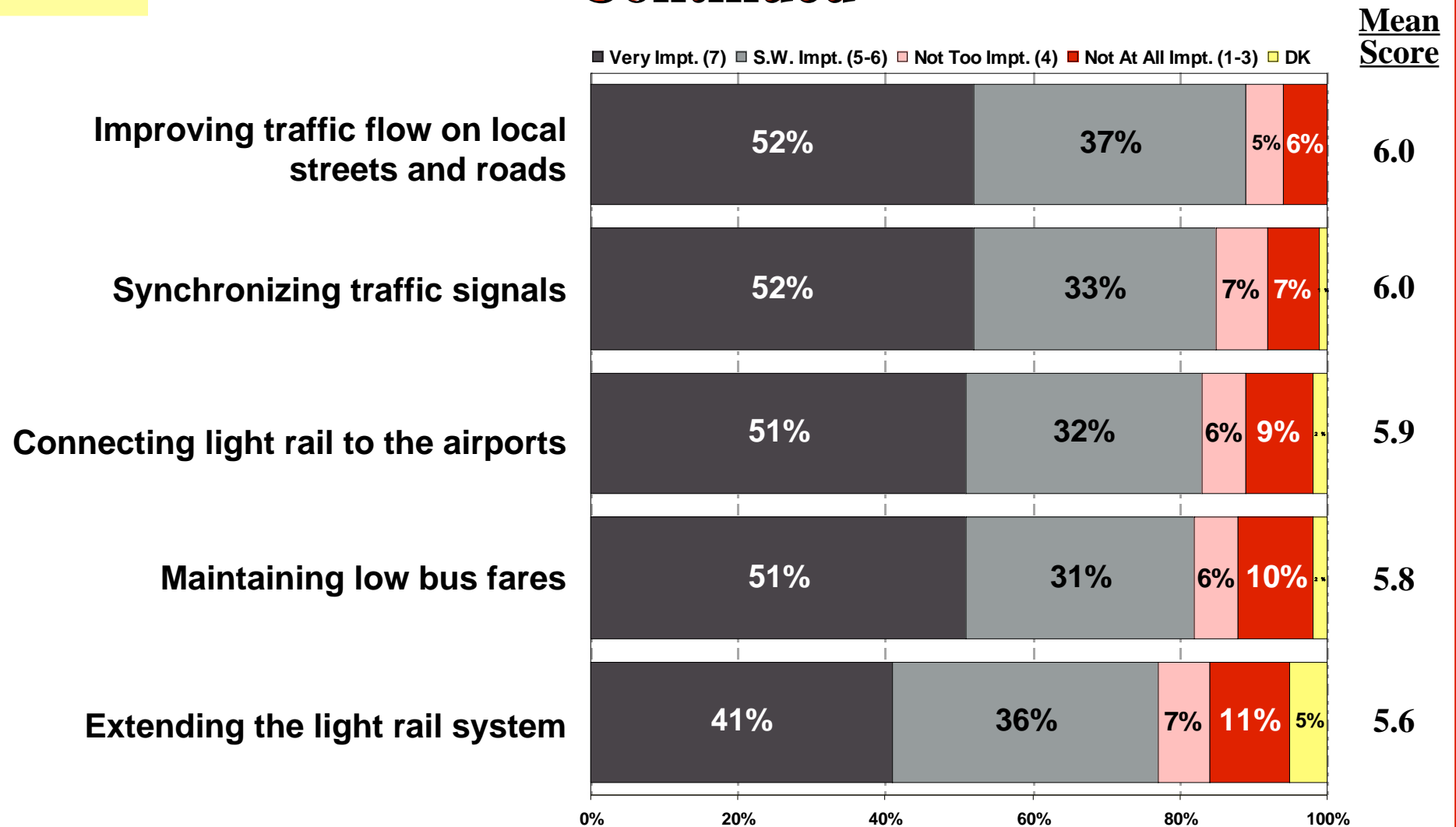


10. I would like to mention a list of specific projects and services that could be funded by Measure R dollars. Please tell me how important you believe it is for Measure R dollars to fund that project or service to improve traffic and transportation in Los Angeles County. Again we will be using a scale of 1 to 7, where a 1 means you believe it is not at all important for Metro to use Measure R dollars to fund this improvement and a 7 means it is extremely important. *Split Sample

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Continued



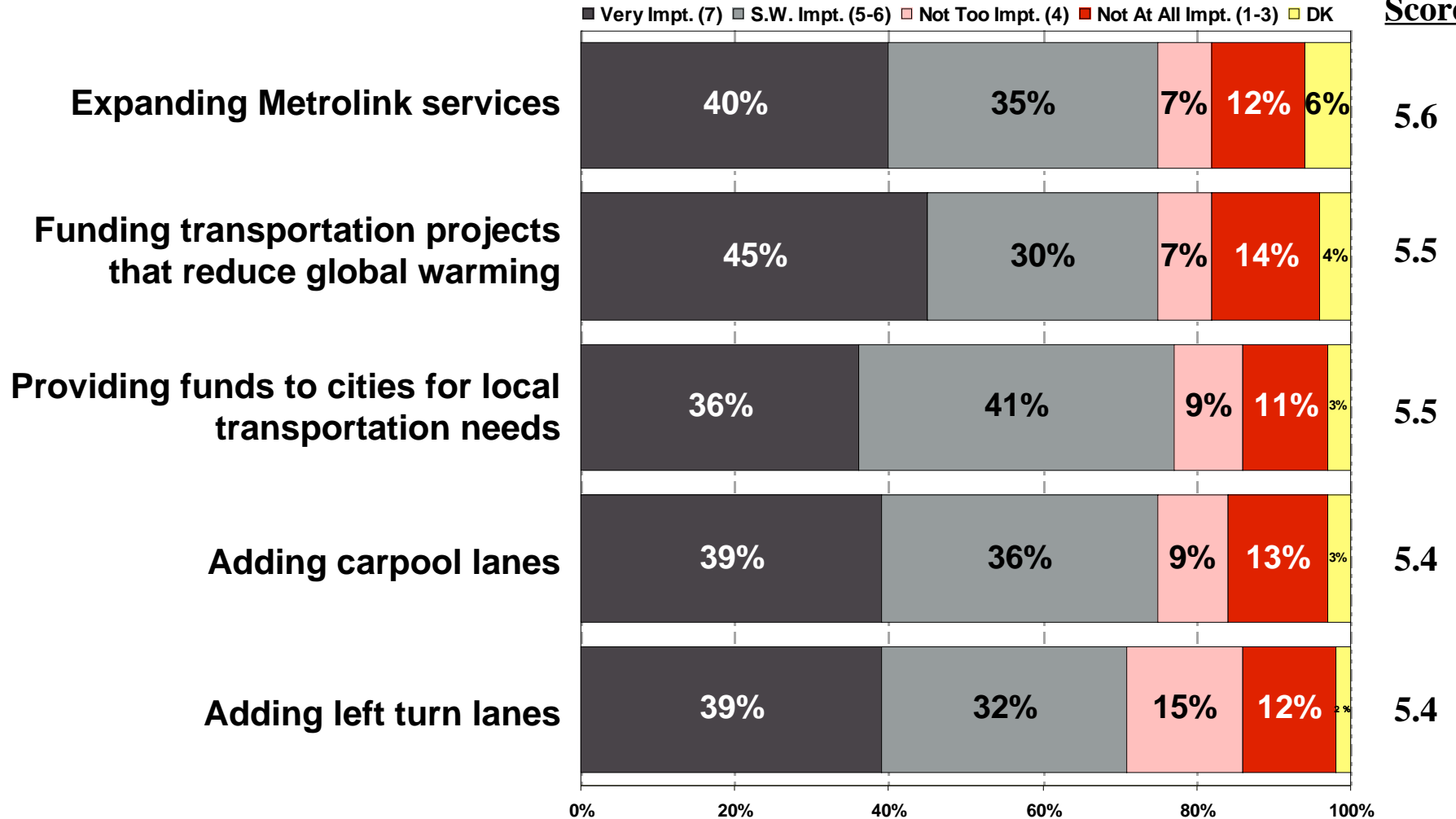
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Continued

**Mean
Score**

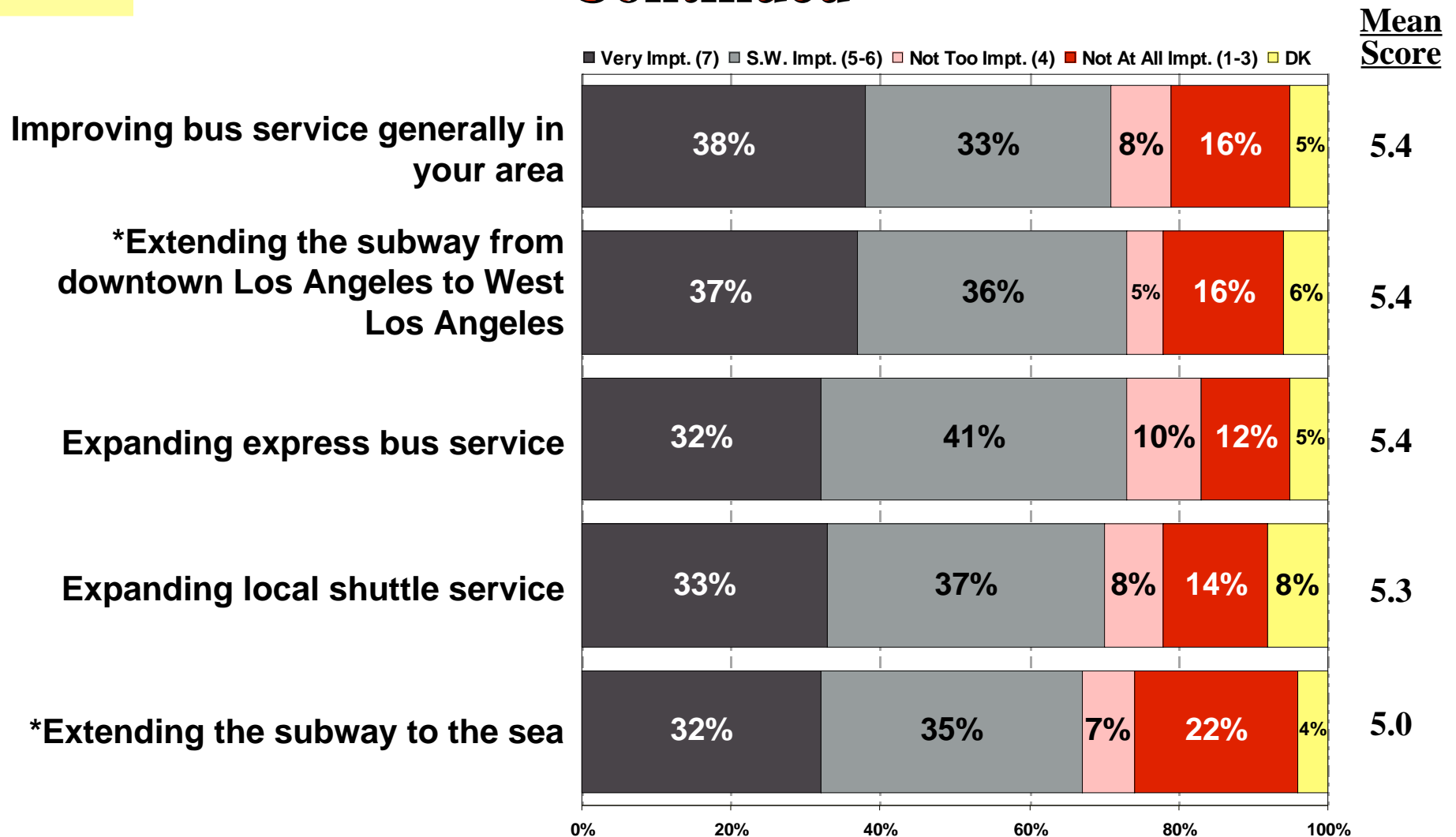


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Continued

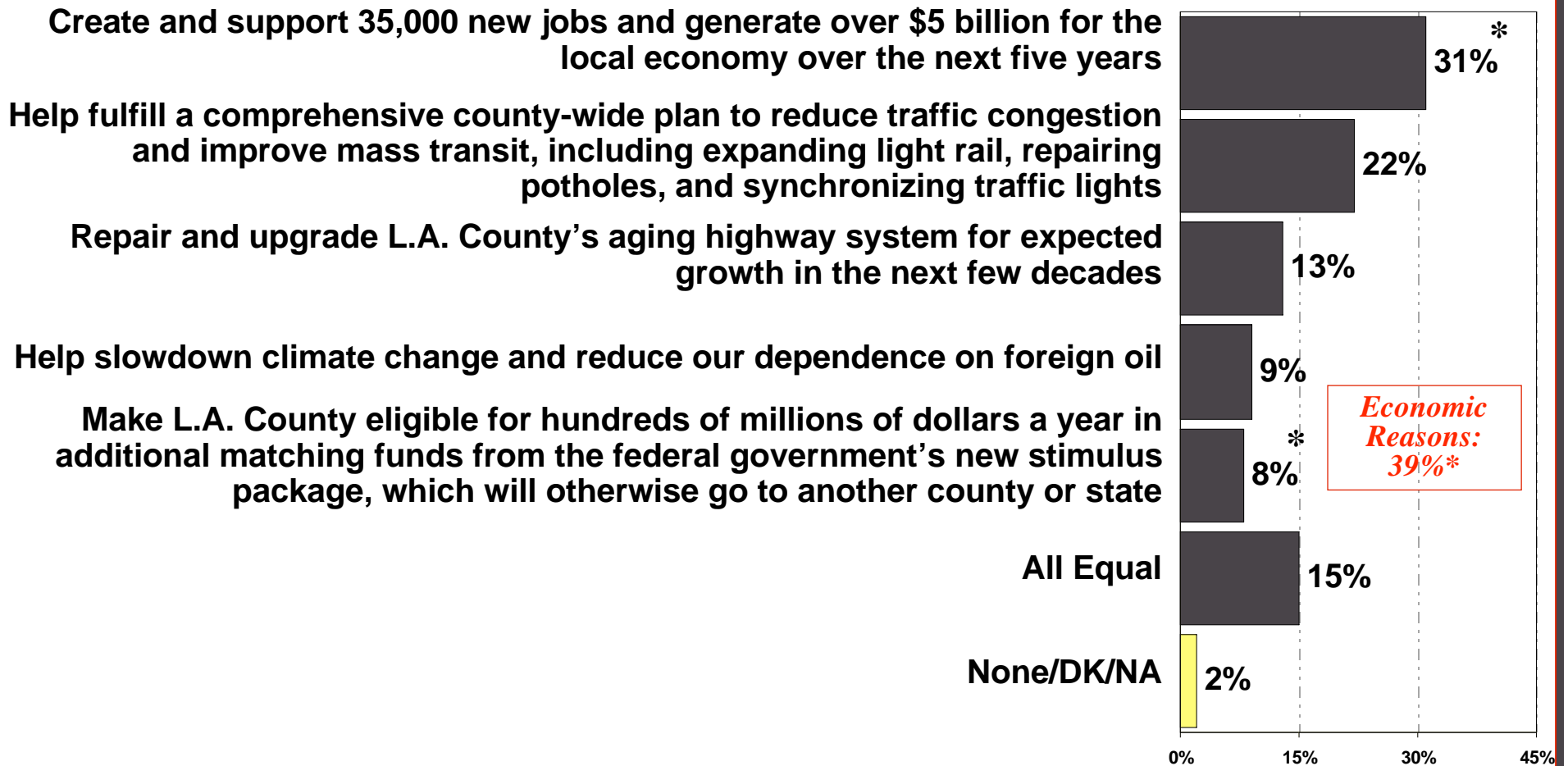


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Best Reason to Support using Measure R to Start New Projects



11. Which of the following reasons do you personally believe is the best reason to support Metro using Measure R dollars to start new improvement projects now? *Create Jobs and Generate over \$5 billion for Local economy (31%) + matching stimulus funds (8%) = 39%