



Pierce Transit & City of DuPont, WA
2015 Survey of DuPont Residents

December 31, 2015



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EXECUTIVE SUMMARY

Support for Tax Increase

Residents of DuPont were asked if they would support or oppose a 6/10th sales tax increase to bring public transit services to the City. When asked directly, 59 percent of registered voters indicated that they would support this request. However, Northwest Research Group (NWRG) performed additional analysis based on other answers in the survey to classify residents into groups based on attitudes and support toward public transportation in general. The details of this analysis can be found on page nine of this report. Incorporation of that analysis provides an estimate of support level for the ballot measure of between 40 and 44 percent—consistent with the 2011 ballot measure.

Use of Public Transportation

While DuPont is not currently served by Pierce Transit, residents of DuPont are at least somewhat familiar with public transit as nearly half (47%) indicate that they have used some form of public transportation in the past year—18 percent say they have used Pierce Transit.

Residents were given the opportunity to indicate where they and others in their household would like service to go if Pierce Transit began offering service to/from DuPont. The most mentioned destinations were Downtown Tacoma, Lakewood and Steilacoom.

General Attitudes Toward Public Transit

Seventy-nine percent (79%) state that they are either “strong” (50%) or “somewhat” (29%) supporters of public transportation.

In general, residents are also fairly positive toward the idea of public transportation in the area. Three-quarters (74%) agree that it is important for DuPont to have public transit, 68 percent feel that public transit is a good use of tax dollars, and 67 percent feel that bringing public transportation to DuPont would have a positive economic benefit to the area.

Additionally, half (51%) of residents surveyed state that they would use public transit if convenient service was available between DuPont and places they want to go.

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STUDY OVERVIEW

Background and Objectives

Currently, there is not Pierce Transit bus service in DuPont, WA. In 2012 the City of DuPont chose to withdraw from the Pierce County Public Transportation Benefit Area (Pierce Transit PTBA) thus no longer qualifying the city for bus or shuttle service in the future. Pierce Transit also no longer collects 6/10th sales tax within the City. Pierce Transit and the City of DuPont decided to conduct a survey of residents to understand their opinions for the need of public transit and determine the level of support for DuPont to re-join the Pierce Transit PTBA and a 6/10th sales tax for transit service.

Methodology

A total of 280 interviews were conducted between October 28 and November 22, 2015—125 surveys were completed online and 155 were completed via telephone (87 cell, 68 landline). The margin of error in the Pierce Transit DuPont Survey is generally no greater than plus or minus 5.8 percentage points at a 95 percent confidence level. The sample frame for the study was a list of all 3,628 residential addresses in DuPont as defined by the United States Postal Service’s Computerized Delivery Sequence File. The addresses were run through a database in an attempt to append phone numbers to each address. Both cellular and landline telephone numbers were appended. Each address was also assigned a unique, single-use code needed to complete the survey. This code was used as confirmation that only invited participants (DuPont residents) could complete the survey, and no person / household could complete the survey multiple times.

The study was then conducted in two phases. The first phase consisted of sending out a post card to all 3,628 residential addresses inviting them to take the survey, either online, or by calling a toll-free number. Each household also received two (2) reminder post cards. Non-responding households for which a phone number could be appended were then contacted by telephone and asked to complete the survey. In all, every household in DuPont was provided with the opportunity to conduct the survey.

Quality Standards and Reporting Conventions

ISO

All work was conducted and is reported in accordance with ISO 20252: 2010 Market Research quality standards, and all respondents were assured that their responses would be kept confidential. No answers or opinions are tied back to individual respondents. All responses are aggregated and analyzed by groups.

SUPPORT FOR TAX INCREASE

Overall Support

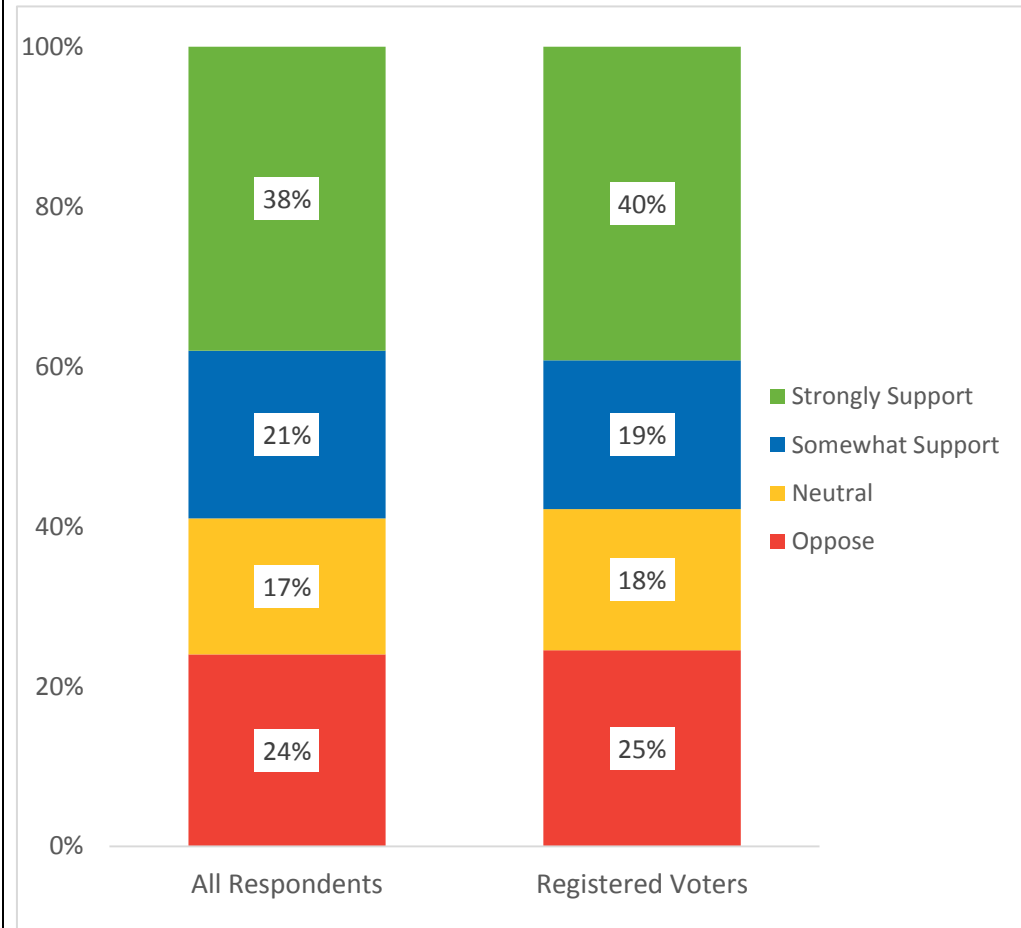
Residents of DuPont were asked if they would support or oppose a 6/10th sales tax increase to bring public transit services to the City.

Fifty-nine percent (59%) of all respondents say that they would support this request (providing a score of 7 or higher on a 0-10 scale).

Nearly twice as many respondents state that they would strongly support (score of 9 or 10) than somewhat support (score of 7-8) this request.

There is little variance between all respondents and registered voters.

Figure 1: Support for 0.6% Tax Increase



TAX1: If Pierce Transit asked the voters of DuPont to approve a 0.6% sales tax increase to bring public transit to the city would you support or oppose this request?

Base: All Respondents (n=280) / Registered Voters (n=251)

Analysis of Potential Supporters to Sales Tax Increases

Regression analysis was used to create an index variable identifying three groups of individuals based upon their level of support for a sales tax increase. Strong Supporters are individuals who strongly believe that it is important for DuPont to have public transportation, strongly agree with the idea that having public transportation would have a positive economic benefit, and are very likely to be transit users if it were available. This group constitutes 24 percent of respondents.

Moderate supporters (26 percent of respondents) are those who agree that public transportation is important for DuPont, believe it will provide a positive economic benefit, and are somewhat likely to use public transit if it were available.

Non-Supporters account for half of all respondents and are unlikely to support a sales tax increase. This segment feels having public transit is relatively unimportant, or that there is little to no economic benefits to bringing public transportation to the area. In addition, they are not likely to use transit if it were available.

- Four out of five transit supporters—both strong and moderate—support a sales tax increase. As these two segments represent 50 percent of the base, estimated support would be between 40 and 44 percent. This level of support is consistent with the support for the 2011 ballot measure, when 43 percent of DuPont residents voted in favor of a tax increase.
- There is the potential for additional support (19%) from the non-supporter segment. But this support should not be counted on.

Table 1: Support for Public Transit and Tax Increase by Transit Supporters

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
Strong Supporter	88%	12%
Moderate Supporter	81%	19%
Non-Supporter	38%	62%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

Nearly half (47%) of DuPont residents state that they have used public transportation in the past year. This group is significantly more likely to be supportive of a sales tax increase to bring service to DuPont.

Table 2: Support for Public Transit and Tax Increase by Recent Use of Public Transit

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
Ridden in Past Year	79%	21%
Have Not Ridden in Past Year	45%	55%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

Not surprising is the fact that those who indicate the most support are those who would be most likely to use the service. As indicated elsewhere in the report, those most likely to use transit service are those traveling to Steilacoom, Lakewood, and Downtown Tacoma.

Table 3: Support for Public Transit and Tax Increase by Potential Use of Public Transit

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
Potential User	71% +	29%
Not Potential User	52%	48%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

While support for public transit is high among all age categories, those between the ages of 35 and 54 are less likely to be public transit supporters. Similarly they are the least likely group to support a sales tax increase to support public transportation—only 53 percent would support such a measure.

Table 4: Support for Public Transit and Tax Increase by Age Categories

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
18-34	66%	34%
35-54	53%	47%
55+	68%	32%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

While there is little difference between varying incomes among support for public transit in general, support for a sales tax increase lessens with increasing household incomes. However, support is quite high among all income brackets shown, with 60 percent of households with incomes of \$100,000 or more showing support for the sales tax increase.

Table 5: Support for Public Transit and Tax Increase by Income Categories

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
<\$50,000	69%	31%
\$50,000 to <\$100,000	64%	36%
\$100,000+	60%	40%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

There are no significant differences in support for public transportation in general or for the sales tax increase based on length of time spent living in DuPont.

Table 6: Support for Public Transit and Tax Increase by Length of DuPont Residence

	Support* for sales tax increase	
	Support 0.6% sales tax increase	Do not support tax increase
< 5 years	62%	38%
5 to < 10 years	65%	35%
10 to < 20 years	56%	44%
20+ years	58%	42%

Base: Washington State registered voters (n = 251)

*Support = rating of 7 or higher on 11-point scale

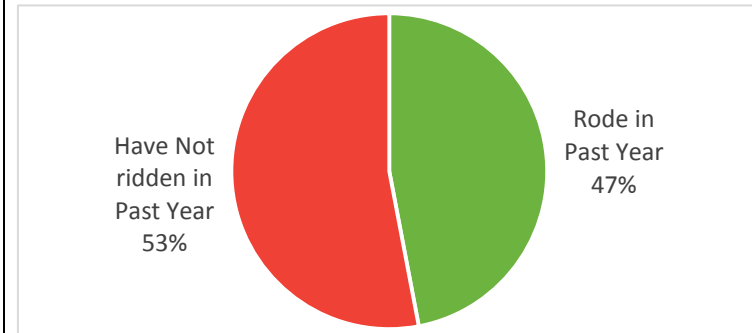
USE OF PUBLIC TRANSPORTATION

Current Use of Public Transportation

While DuPont is not currently served by Pierce Transit, residents of DuPont are at least somewhat familiar with public transit. Forty-seven percent (47%) of residents indicate that they have used some form of public transportation in the past year.

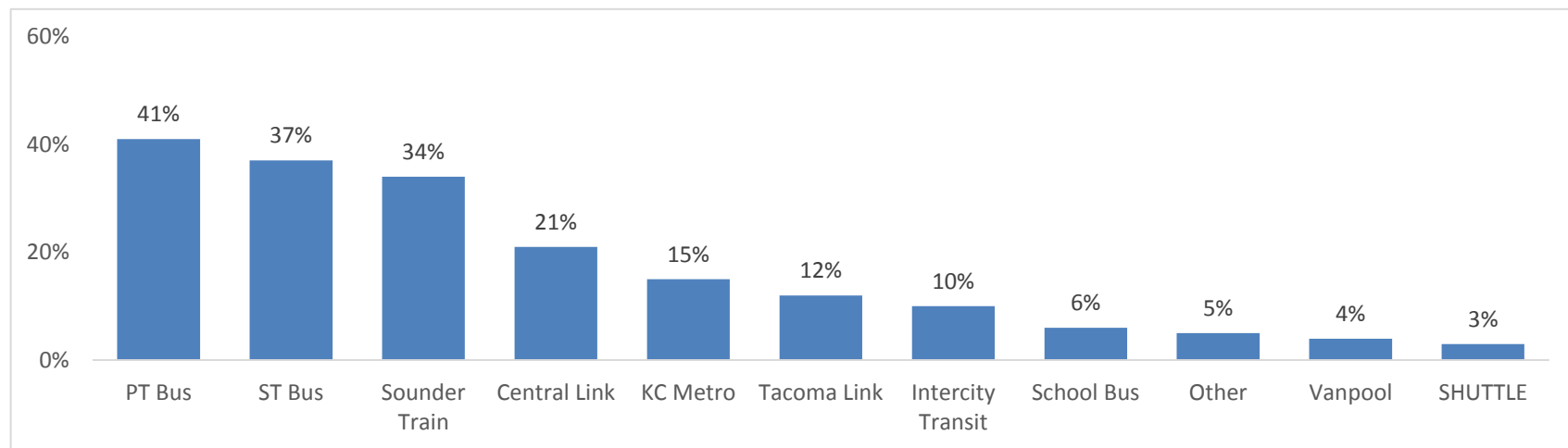
Of those who have used public transit, 41 percent have used Pierce Transit buses, 37 percent have ridden Sound Transit Buses, and 34 percent have ridden the Sounder Train.

Figure 2: Use of Public Transportation in Past Year



USE1: Have you personally used any public transportation services available in Pierce County within the past year?
 Base: All Respondents (n=280)

Figure 3: System Used



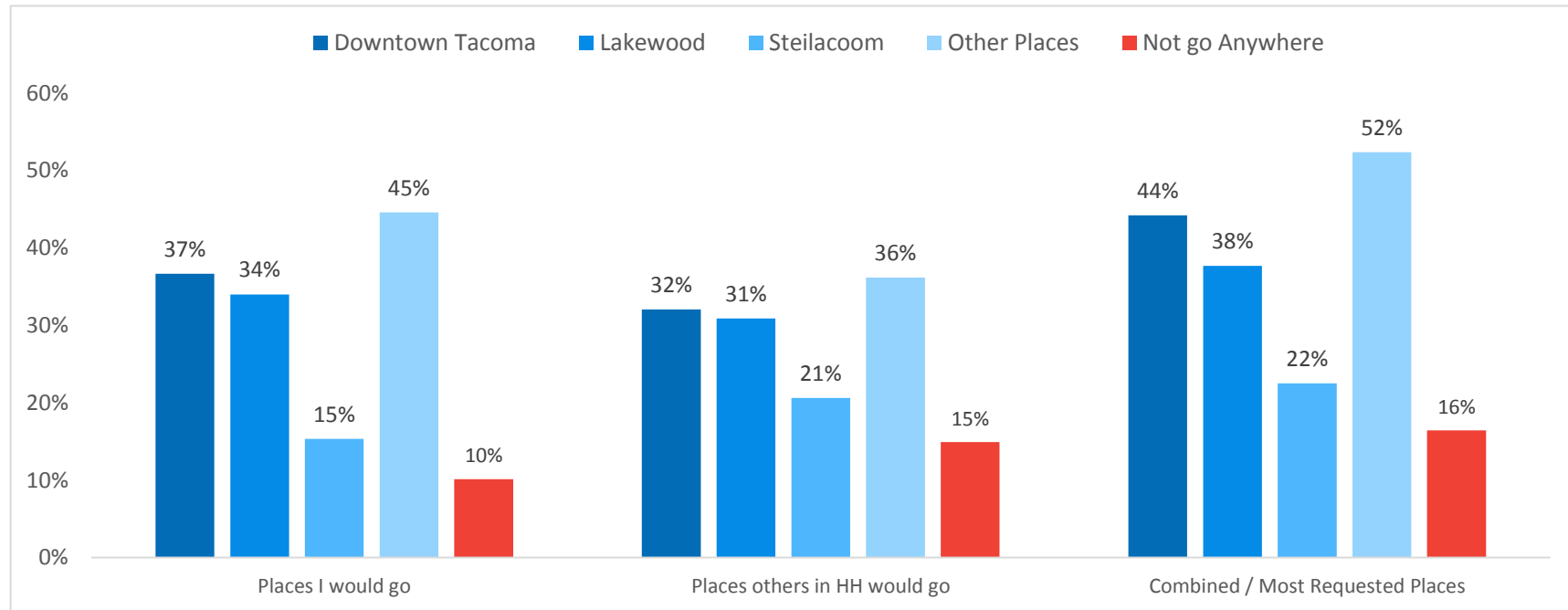
USE1B: Which public transportation service or services did you use? Multiple Response, results sum to greater than 100%.
 Base: Respondents who have ridden Public Transit in the Past Year (n=130)

Potential Use of Public Transportation

Residents were asked to indicate where they and others in their household would like service to go if Pierce Transit began offering service to/from DuPont.

The most mentioned destinations were Downtown Tacoma, Lakewood and Steilacoom. The “Other Places” category consists of a very wide range of answers, none of which constitute greater than five percent of the responses and thus may not be ideal for route planning. A full list of destinations can be found in the data file or the online dashboard.

Figure 4: Most Requested Places for Service from DuPont



GO1 / GO2: If Pierce Transit provided service in DuPont, where would you (others in your household) want that service to go?

Combined variable is created variable combining responses from GO1 and GO2

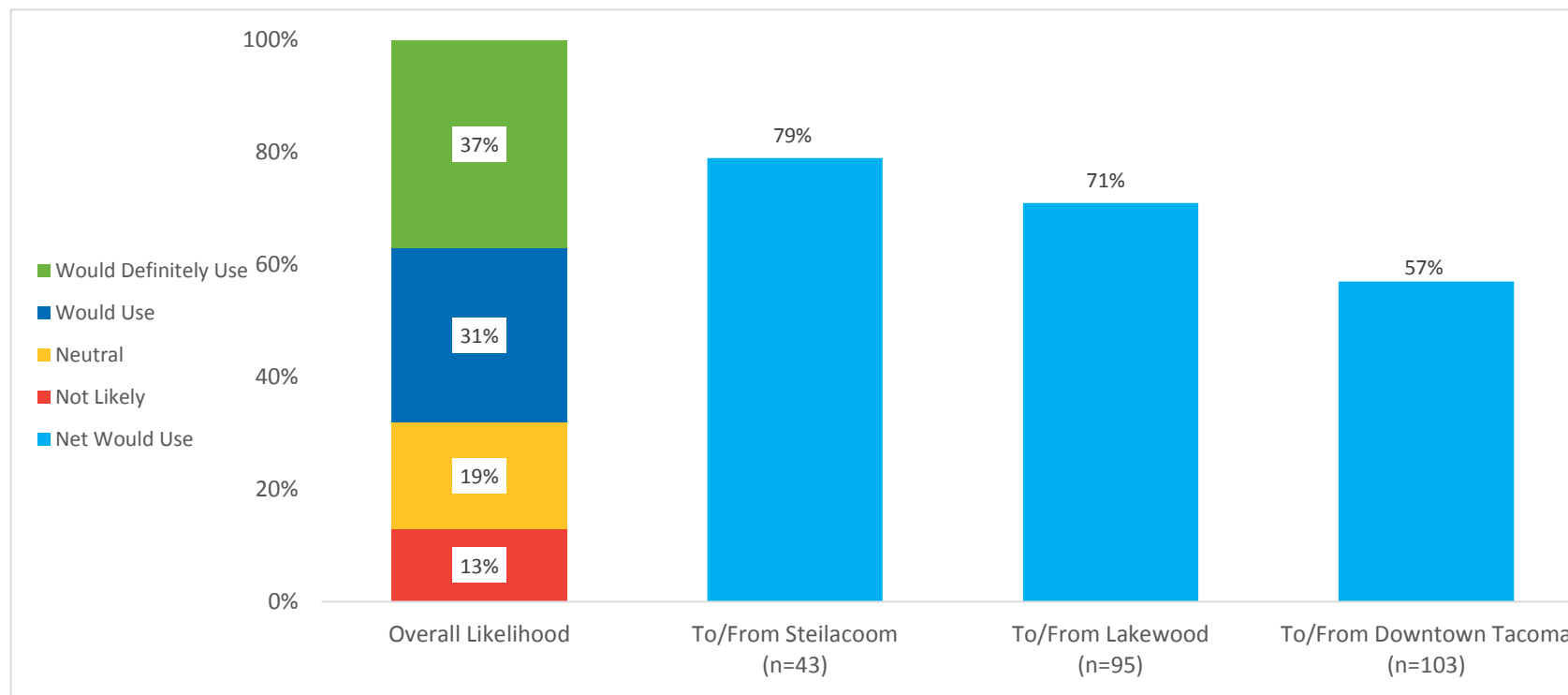
Base GO1: All Respondents (n=280) GO2: Respondents who live in Households with more than one person (n=237)

Potential Use of Public Transportation - Self

Overall, 68 percent of respondents said that they personally would use Pierce Transit if convenient bus service existed between DuPont and the place they would like to go. However, likelihood of using Pierce Transit varies based on the stated destination.

- Seventy-nine percent (79%) of those who want service to Steilacoom say that they would be likely to use that service if it were available.
- Seventy-one percent (71%) of those who want service to Lakewood say that they would be likely to use that service if it were available.
- Fifty-seven percent (57%) of those who want service to Downtown Tacoma say that they would be likely to use that service if it were available.

Figure 5: Likelihood of Using Service to Desired Destination



GO1A: If convenient bus service existed between DuPont and the place you would like to go, how likely would you be to use that service?

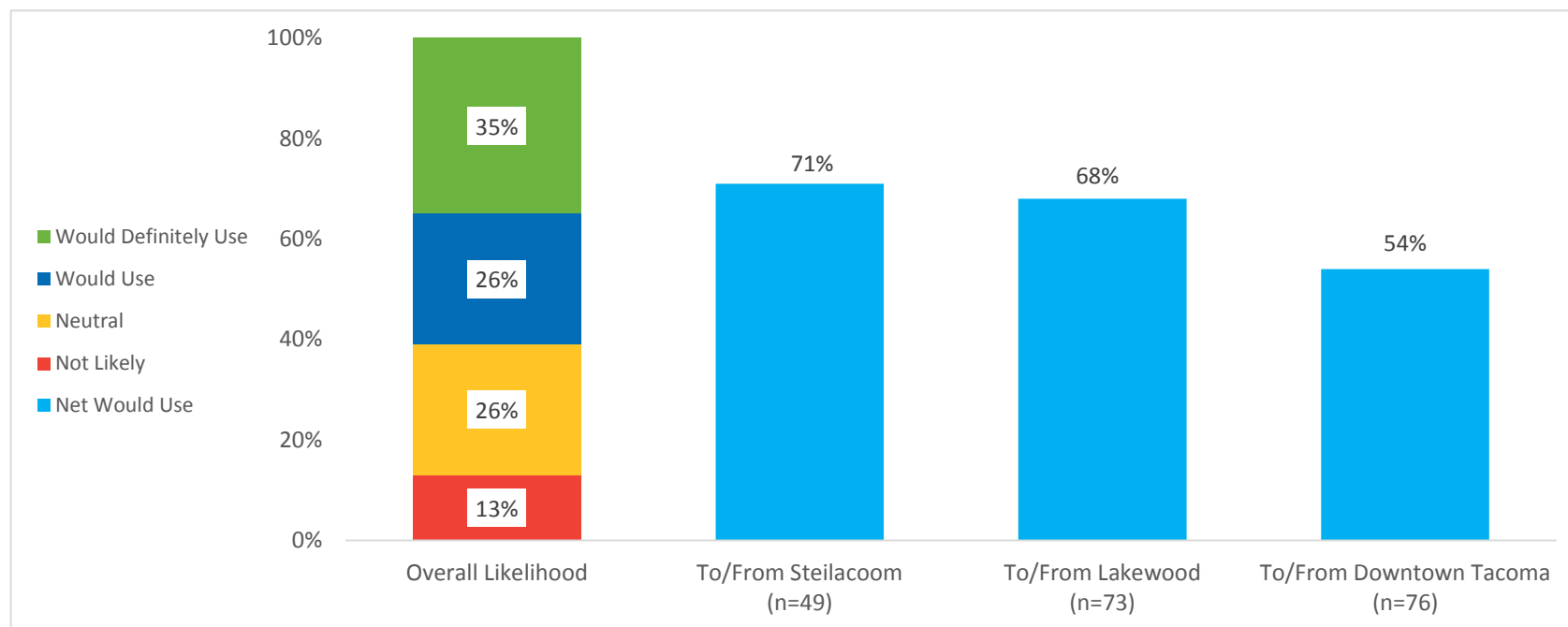
Base Respondents who provided a place they would like service to go (n=206) Steilacoom (n=43) Lakewood (n=95) Downtown Tacoma (n=103)

Potential Use of Public Transportation – Others in Household

Sixty-one percent (61%) of respondents say that someone else in their household would use Pierce Transit if convenient bus service existed between DuPont and the place they would like to go. However, likelihood of someone else in the household using Pierce Transit varies based on the stated destination.

- Seventy-one percent (71%) of those who have others in their household who want service to Steilacoom say that the other person in their household would be likely to use that service if it were available.
- Sixty-eight percent (68%) of those who have others in their household who want service to Lakewood say that the other person in their household would be likely to use that service if it were available.
- Fifty-four percent (54%) of those who have others in their household who want service to Downtown Tacoma say that the other person in their household would be likely to use that service if it were available.

Figure 6: Likelihood of Using Service to Desired Destination



GO2A: If convenient bus service existed between DuPont and the place you would like to go, how likely would you be to use that service?

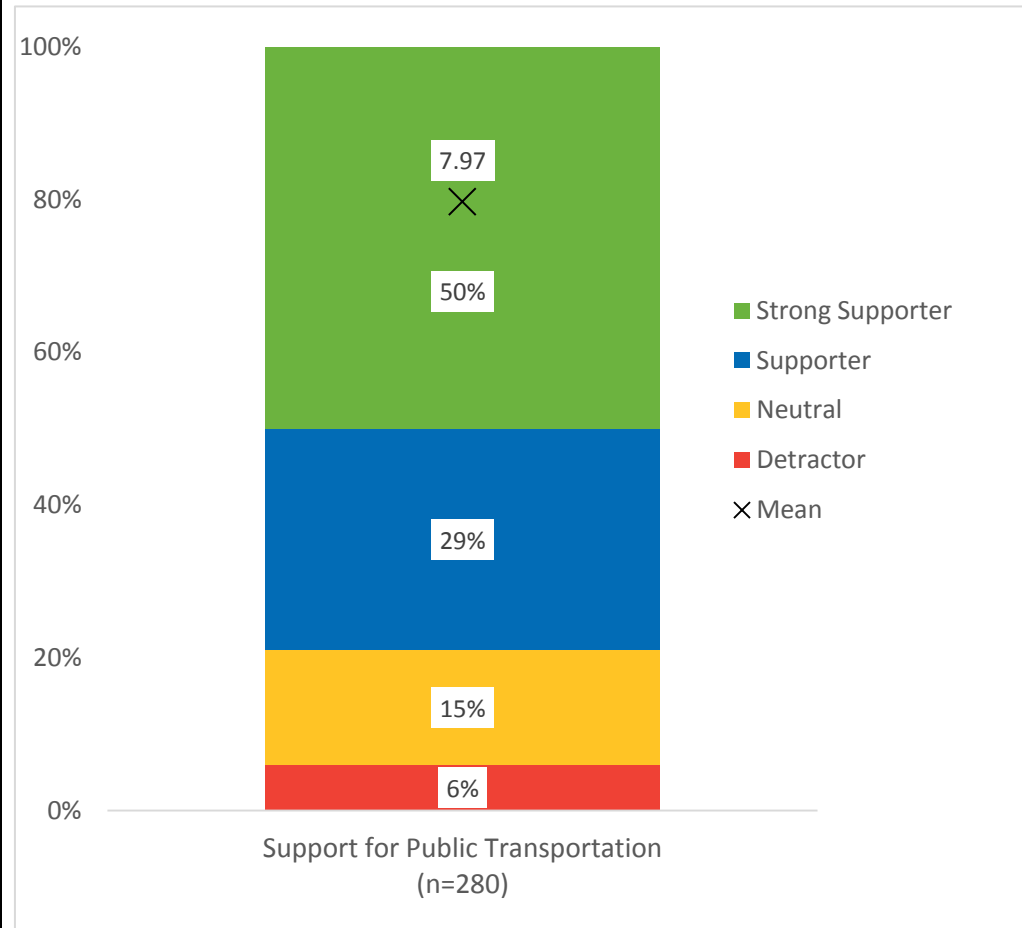
GO2: Respondents who live in Households with more than one person (n=237) Steilacoom (n=49) Lakewood (n=73) Downtown Tacoma (n=76)

GENERAL ATTITUDES TOWARD PUBLIC TRANSPORTATION

Overall Support for Public Transportation

When asked directly, residents of DuPont state that they are strong supporters of public transportation. Half (50%) of respondents state that they are strong supporters (answer of 9 or 10 on a 0-10 scale), and an additional 29 percent consider themselves supporters.

Figure 7: Overall Support for Public Transportation



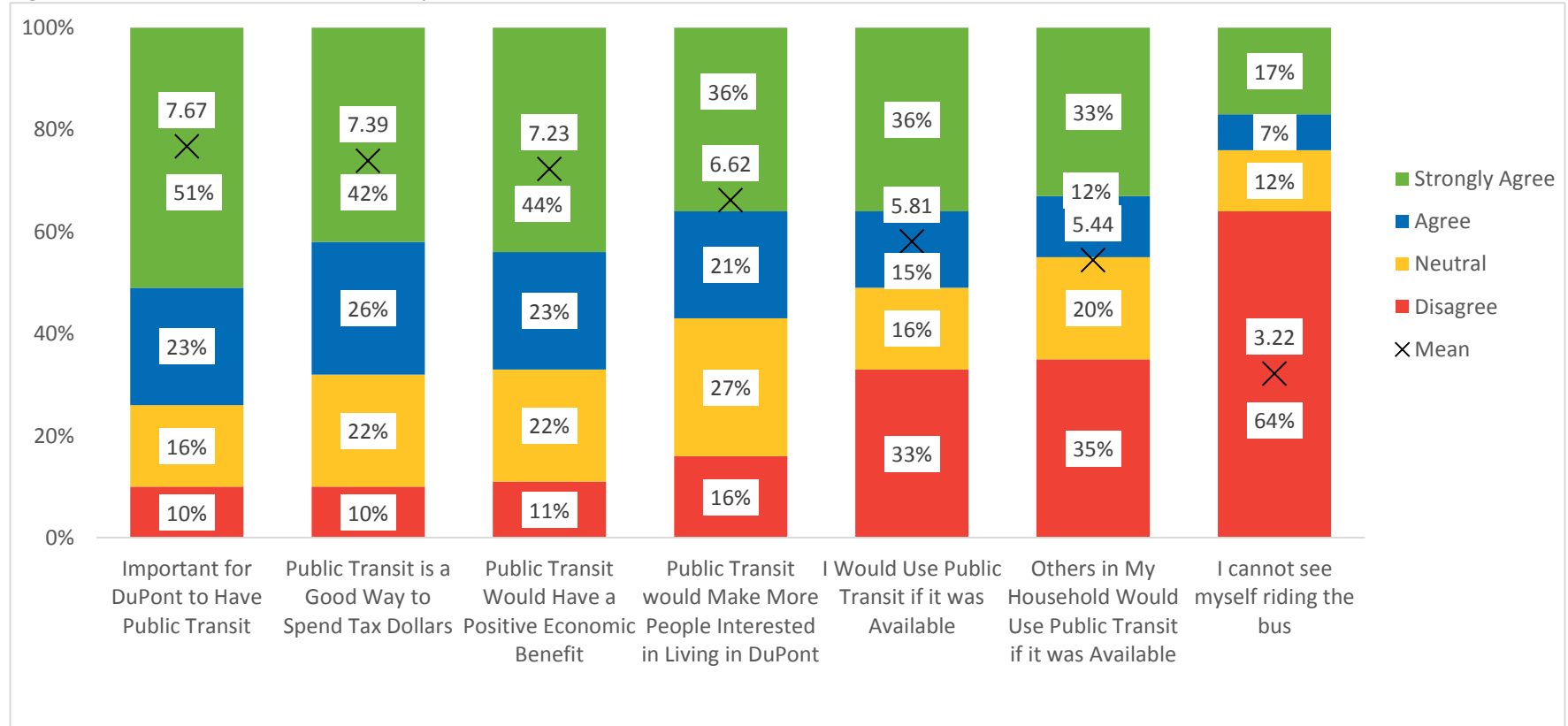
ATT2: Do you consider yourself a supporter of public transportation?
Base: All Respondents (n=280)

Overall Attitudes Toward Public Transportation

Residents of DuPont are fairly positive toward the idea of public transportation in the area. Three-quarters (74%) of residents agree that it is important for DuPont to have public transit, 68 percent feel that public transit is a good use of tax dollars, and 67 percent feel that bringing public transportation to DuPont would have a positive economic benefit to the area.

Additionally, half (51%) of residents surveyed state that they would use public transit if convenient service was available between DuPont and places they want to go. Moreover, only 24 percent state that they could not ever see themselves riding the bus.

Figure 8: Attitudes Toward Public Transportation in DuPont

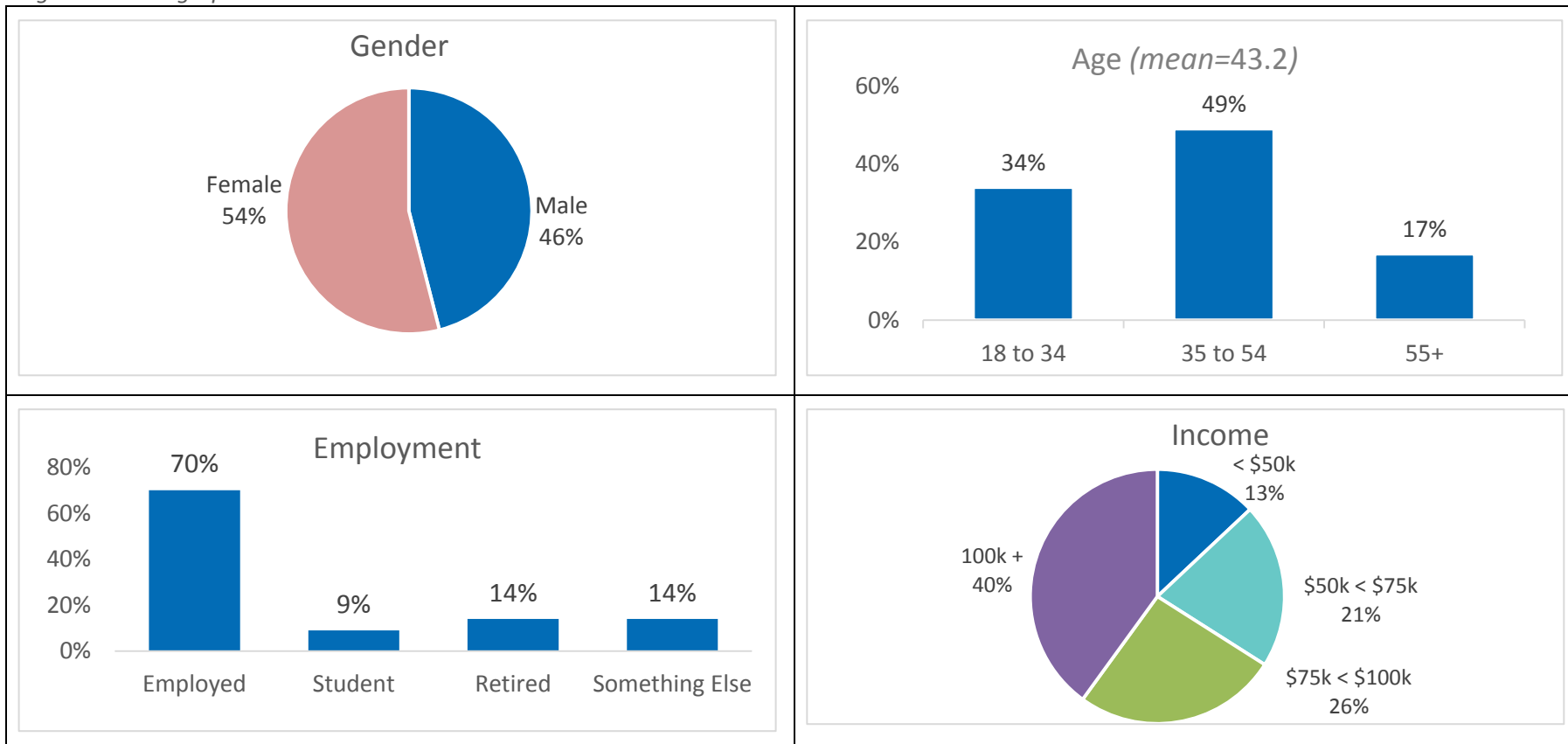


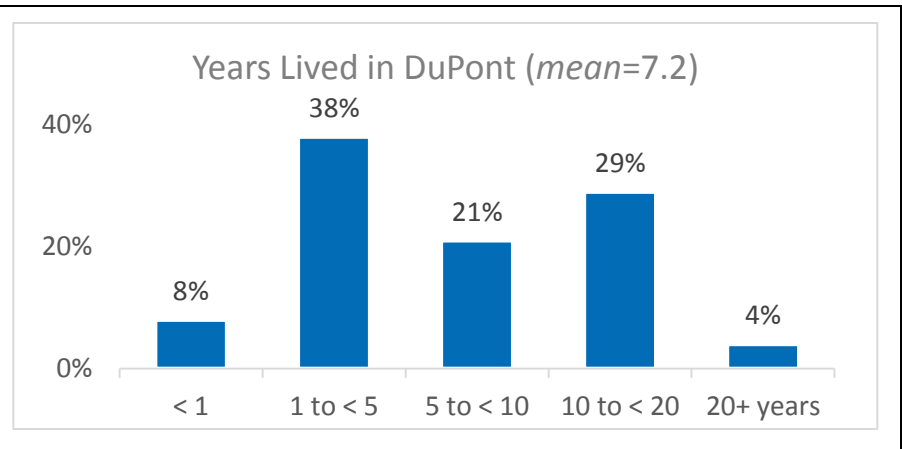
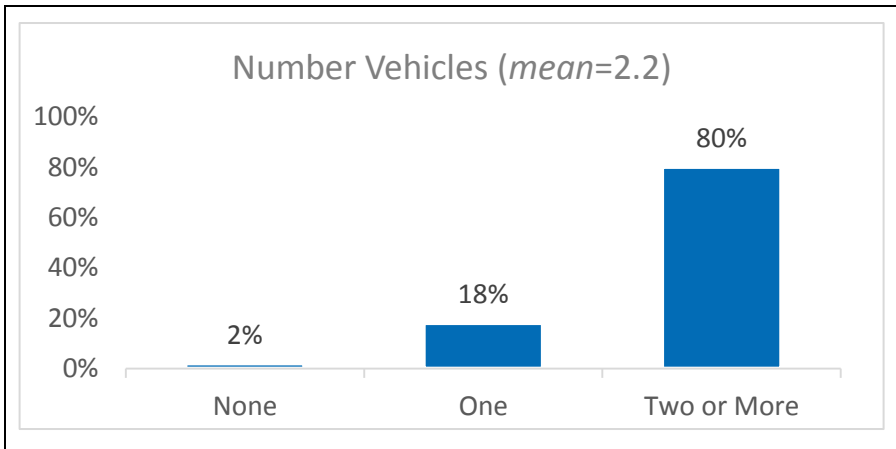
ATT1: Please specify the degree to which you agree or disagree with each of the following statements regarding public transportation in DuPont

Base: All Respondents (n=280)

DEMOGRAPHICS

Figure 9: Demographics







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APPENDICES

Appendix I—Margin of Error

The margin of error is a statistic expressing the amount of random sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results are close to the true figures—that is, the figures for the whole population. The margin of error decreases as the sample size increases, but only to a point. Moreover, the margin of error is greater when there is more dispersion in responses—for example, 50 percent respond yes and 50 percent respond no—than when overall opinions are very similar—for example, 90 percent respond yes and 10 percent respond no. The margin of error in the Pierce Transit DuPont Survey is generally no greater than plus or minus 5.8 percentage points at a 95 percent confidence level. This means that if the same question were asked of a different sample but using the same methodology, 95 times out of 100, the same result within the stated range would be achieved.

The following table provides additional insights into the margin of error with different sample sizes. The proportions shown in the table below

Table 7: Error Associated with Different Proportions at Different Sample Sizes

Sample Size	Maximum Margin of Error
30	17.8%
50	13.9%
100	9.8%
200	6.9%
300	5.7%
400	4.9%
600	4.0%
800	3.5%

Appendix II—Response Rates

Response rates are calculated using formulas provided by the American Association for Public Opinion Research (www.aapor.org). The formula used takes into consideration the number of phone numbers dialed, the number of eligible contacts reached (DuPont households), and the number of ineligible households dialed (non-DuPont residents).

The methodology used of mailing to all households resulted in a 3.71% response rate on the web. We were able to increase the grand total response rate to 6.68% by calling non-responders.

Table 8: Response Rates

	LANDLINE	CELLPHONE	TOTAL PHONE	WEB	GRAND TOTAL
TOTAL COMPLETED INTERVIEWS	68	87	155	125	280
RESPONSE RATE	27.42%	15.82%	20.16%	3.71%	6.68%
CONTACT RATE	59.34%	40.50%	48.38%	100%	84.56%
COOPERATION RATE	47.10%	39.78%	42.45%	3.71%	7.92%

Contact rate is the proportion of all cases in which some responsible member of the housing unit was reached for the survey. Cooperation rate is the proportion of all cases interviewed of all eligible units contacted. Response rates are the number of completed interviews with reporting units divided by the number of eligible reporting units in the sample.

Appendix III—Demographics and Weighting

A post-stratification weight was applied to make adjustments for imperfections in the sample and to ensure that the final sample represents the general population in DuPont. Specifically, a post-stratification weight was applied to ensure that gender and age distributions of the sample match those of all DuPont residents.

It is common to find that older individuals—those 55 years old and older—are over-represented in general population studies. Conversely, younger residents—those between 18 and 34 years of age—are under-represented in general population studies. Weighting was used to ensure that differences in responses over the years are not a factor of differences in the characteristics of the respondents in the final sample. The purpose of weighting is to create a multiplier to adjust the final sample distribution so that the survey results better reflect the population. This is done by applying a multiplier to each individual based on that person’s age and gender. Older residents receive a smaller multiplier (e.g., 0.8) while younger residents receive a higher multiplier (e.g., 1.2).

Table 9: Weighting—Unweighted and Weighted Data Compared to DuPont Population

	2015 DuPont Survey (unweighted)	2015 DuPont Survey (weighted)	DuPont Population*
Gender			
Male	45%	46%	46%
Female	55%	54%	54%
Age**			
18–34	13%	34%	36%
35–54	49%	49%	48%
55 Plus	38%	17%	16%
Income			
Less than \$50,000	13%	13%	18%
\$50,000–\$100,000	46%	47%	48%
\$100,000 or greater	41%	40%	34%
Years Lived in DuPont			
0 < 5	35%	46%	
5 < 10	21%	21%	n.a.
10 < 20	38%	29%	
20 or more	6%	4%	

*Source for population figures: All data are 2013 American Community Survey five-year estimates.

**Note: Age was imputed for respondents who refused their age.

Appendix IV—Unweighted and Weighted Base Sizes

Unless otherwise noted, all reported statistics are based on weighted base sizes. For reference, the table below provides both weighted and unweighted base sizes for each subgroup of respondents shown in this report.

Weighted versus Unweighted Base Sizes
All Respondents
2015 (n = 280)
Groups of Respondents
Registered Voters 2015 (n = 258, n _w weighted = 251)
Ridden Public Transit in Past Year 2015 (n = 129, n _w weighted = 130)
More than One Person in HH 2015 (n = 222, n _w weighted = 237)
Provided Place They Would Like Bus Service to Go 2015 (n = 211, n _w weighted = 206)
Want Bus service to Steilacoom 2015 (n = 39, n _w weighted = 43)
Want Bus service to Lakewood 2015 (n = 101, n _w weighted = 95)
Want Bus service to Downtown Tacoma 2015 (n = 104, n _w weighted = 103)
Other Person in HH Wants Bus service to Steilacoom 2015 (n = 40, n _w weighted = 49)
Other Person in HH Wants Bus service to Lakewood 2015 (n = 71, n _w weighted = 73)
Other Person in HH Wants Bus service to Downtown Tacoma 2015 (n = 70, n _w weighted = 76)

Appendix V: Questionnaire

**PIERCE TRANSIT 2015 DuPont Tax Survey
NWRG Project Number PT_4014_04_DuPont**

11/23/2015

INSTRUMENT CONVENTIONS:

DENOTES PROGRAMMING INSTRUCTIONS

• **DENOTES INTERVIEWER INSTRUCTIONS**

- Text in ALLCAPS is not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS] are interviewer and CATI programming instructions, not read to respondents
- Text in [ALLCAPS SURROUNDED BY BRACKETS BOLD TYPE] are interviewer and CATI programming instructions, not read to respondents
- Question marks (?) and 'X' or 'x' indicate information needed or to be determined in conjunction with the client
- (Response options in parenthesis) are read to respondents as necessary
- For web – do not show don't know / prefer not to answer response options unless respondent attempts to skip question
- For web – change response options that are all in CAPS to Sentence case (Capitalize first letter of word / phrase only)
- For web rating scales display grid as illustrated below:

	Significantly Worse Than Other Towns and Cities										Significantly Better Than Other Towns and Cities
	0	1	2	3	4	5	6	7	8	9	10
Easy to get around by car	○	○	○	○	○	○	○	○	○	○	○
Public transportation available to where I need to go	○	○	○	○	○	○	○	○	○	○	○

SAMPLE PLAN

	# Of Completes
Total	Min 200
	Phone Max=150

SCREENING QUESTIONS

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

INTROTEL Hello. This is _____ with Bennett Research, calling on behalf of Pierce Transit and the City of DuPont. We are conducting an important study for Pierce Transit and the City of DuPont to help these agencies better meet the mobility needs in your community.

[IF NECESSARY: "Your household has been randomly chosen for this study."]

[IF NECESSARY: "The survey should last only 10-15 minutes."]

[IF NECESSARY: "This study is being conducted for research purposes only, and everything you say will be kept strictly confidential."]

[ONCE CORRECT PERSON IS ON THE LINE, REINTRODUCE AND CONTINUE]

This call may be monitored and/or recorded for quality control purposes only.

INTROWEB Thank you for agreeing to complete this important survey for Pierce Transit and the City of DuPont!

Your household is one of a small number of households selected to participate in this research so your participation is vital to the success of this research. Your responses will help these entities better meet the mobility needs of people in your community.

This study is being conducted for research purposes only and your responses will be kept strictly confidential.

SCRO **[ASK IF SAMPLETYPE=2 (CELL PHONE)]** Are you currently driving a car or doing any activity requiring your full attention?

01 YES **[SCHEDULE CALLBACK]**

00 NO

999 **[DO NOT READ]** DON'T KNOW/PREFER NOT TO ANSWER **[SKIP TO THANK2]**



SCR1 **PHONE SHOW:** To confirm are you an adult head of the household and 18 years of age or older?

WEB SHOW: Are you an adult head of household and 18 years of age or older?

IF SCR2 = 02, 998, 999 ASK TO SPEAK TO AN ADULT 18 OR OLDER; IF NO ONE IN HOUSEHOLD 18 OR OLDER, THANK AND TERMINATE [DISPOSITION = XX] [THANK3]

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SCR2 Do you live within the city limits of DuPont?

- 01 YES
- 02 NO **[SKIP TO THANK4]**
- 998 DON'T KNOW **[SKIP TO THANK2]**
- 999 PREFER NOT TO ANSWER **[SKIP TO THANK2]**

SCR3 Including yourself, how many people live in your household?

- _____ Enter the number
- 998 Don't know
- 999 Prefer not to answer

General Attitudes Toward Public Transportation

[BASE: ALL]

[PROGRAMMING: SECTION FOR TIMING]

ATT1 **PHONE SHOW:** I would like to start by discussing general questions regarding your opinions of public transportation in DuPont. Please specify the extent to which you agree or disagree with each of the following statements. Use a scale from 0 to 10 where 0 means you “strongly disagree” and “10” means you “strongly agree.”

WEB SHOW: Please specify the extent to which you agree or disagree with each of the following statements regarding public transportation in DuPont.

RANDOMIZE ATT2_A to ATT2D. SHOW ATT2_F THEN ATT_E THEN ATT2_H TOGETHER, IN ORDER AFTER ATT2_A THROUGH D

ATT1_A It is important for **DuPont** to have public transportation services available.

ATT1_B Having public transportation services available would have a positive economic benefit for **DuPont**.

ATT1_C Having public transportation services available in **DuPont** would make more people interested in living in the area.

ATT1_D Providing public transportation services is a good way to spend tax dollars.

ATT1_E **[ASK IF SCR2 >1]** Other members of my household would use public transportation if service was available to get them from home to places they typically go.

ATT1_F I personally would use public transportation if service was available that would get me from my home to places I typically go.

ATT1_G I just cannot see myself riding the bus.

STRONGLY DISAGREE										STRONGLY AGREE
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

ATT2 **PHONE SHOW:** Using a scale where “0” means “not a supporter at all” and “10” means “a very strong supporter,” do you consider yourself a supporter of public transportation?

WEB SHOW: Do you consider yourself a supporter of public transportation?

NOT A SUPPORT AT ALL										A VERY STRONG SUPPORTER
0	1	2	3	4	5	6	7	8	9	10

998 DON'T KNOW

999 PREFER NOT TO ANSWER

Current / Potential Use of Pierce Transit
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

USE1 Have you personally used any public transportation services available in Pierce County. . .

USE1_A Within the past year

USE1_B [ASK IF USE1_A=01] Within the past 6 months

USE1_C [ASK IF USE1_C=01] Within the past month

USE1_D [ASK IF USE1_D=01] Within the past week

01 YES

02 NO

997 NEVER RIDDEN / NEVER USED PUBLIC TRANSPORTAITON IN PIERCE COUNTY

998 DON'T KNOW

999 PREFER NOT TO ANSWER

ASK USE1B IF (USE1_A=1)

USE1B Which public transportation service or services did you use?

ENTER ALL THAT APPLY

01 PIERCE TRANSIT BUS

02 SOUNDER TRAIN

03 SOUND TRANSIT BUS

04 LINK LIGHT RAIL

05 INTERCITY TRANSIT BUS

06 KING COUNTY METRO

07 PARATRANSIT / SHUTTLE

08 VANPOOL

10 TACOMA LINK

11 SCHOOL BUS

995 OTHER (SPECIFY: _____)

997 [DO NOT READ] NONE

998 DON'T KNOW

999 REFUSED



GO1 If Pierce Transit provided service in DuPont, where would you want that service to go?

**UNREAD LIST MULTIPLE SELECT – SHOW THE LIST FOR WEB RANDOMIZE ORDER SHOWN FOR WEB
ACCEPT UP TO THREE RESPONSES**

UNREAD LIST

INTERVIEWER NOTE: DO NOT PROBE FOR ADDITIONAL RESPONSES AFTER FIRST ONE IS GIVEN. Only enter more than one location if respondent volunteers more than one location when first asked.

INTERVIEWER NOTE: If respondent says something that is NOT on this list, simply type it in the “other/specify” box and we will post-code
INTERVIEWER NOTE: If respondent says “TACOMA” please ask them to specify if it is Downtown Tacoma, North Tacoma, South Tacoma, East Tacoma or West Tacoma. If they do not know, just ask them to tell you where in Tacoma and type that into the “other/specify” box.

- GO1#1 Downtown Tacoma
- GO1#2 North Tacoma
- GO1#3 South Tacoma
- GO1#4 East Tacoma
- GO1#5 West Tacoma
- GO1#6 Auburn
- GO1#7 Edgewood
- GO1#8 Fife
- GO1#9 Fircrest
- GO1#10 Gig Harbor
- GO1#11 Lakewood
- GO1#12 Milton
- GO1#13 Pacific
- GO1#14 Puyallup
- GO1#15 Ruston
- GO1#16 Steilacoom
- GO1#17 University Place
- GO1#88 OTHER (SPECIFY:___)
- GO1#97 **[DO NOT READ]** I DO NOT WANT SERVICE TO GO ANYWHERE

SHOW GO1A IF GO1 <97

GO1A **PHONE SHOW:** If convenient bus service existed between DuPont and the place **[IF MORE THAN ONE SELECTED IN GO1 SHOW "Places"]** you would like to go, how likely would you be to use that service? Use a scale from 0 to 10 where "0" means you would be "not at all likely" to use the service and "10" means "I would definitely use" the bus service.

WEB SHOW: If convenient bus service existed between DuPont and the place **[IF MORE THAN ONE SELECTED IN GO1 SHOW "Places"]** you would like to go, how likely would you be to use that service?

NOT AT ALL LIKELY TO USE THE SERVICE											WOULD DEFINITELY USE THE SERVICE
0	1	2	3	4	5	6	7	8	9	10	

- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

SHOW GO2 IF SCR2 >1

GO2 If Pierce Transit provided service in DuPont, where would others in your household want that service to go?

**UNREAD LIST MULTIPLE SELECT – SHOW THE LIST FOR WEB RANDOMIZE ORDER SHOWN FOR WEB
ACCEPT UP TO 3 RESPONSES**

UNREAD LIST

INTERVIEWER NOTE: If respondent says something that is NOT on this list, simply type it in the “other/specify” box and we will post-code
INTERVIEWER NOTE: If respondent says “TACOMA” please ask them to specify if it is Downtown Tacoma, North Tacoma, South Tacoma, East Tacoma or West Tacoma. If they do not know, just ask them to tell you where in Tacoma and type that into the “other/specify” box.

- GO1#1 Downtown Tacoma
- GO1#2 North Tacoma
- GO1#3 South Tacoma
- GO1#4 East Tacoma
- GO1#5 West Tacoma
- GO1#6 Auburn
- GO1#7 Edgewood
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- GO1#10 Gig Harbor
- GO1#11 Lakewood
- GO1#12 Milton
- GO1#13 Pacific
- GO1#14 Puyallup
- GO1#15 Ruston
- GO1#16 Steilacoom
- GO1#17 University Place
- GO1#88 OTHER (SPECIFY:___)
- GO1#97 **[DO NOT READ]** I DO NOT WANT SERVICE TO GO ANYWHERE

SHOW GO2A IF GO2 <97

GO2A

PHONE SHOW: If convenient bus service existed between DuPont and the place **[IF MORE THAN ONE SELECTED IN GO1 SHOW “Places”]** others in your family would like to go, how likely would they be to use that service? Use a scale from 0 to 10 where “0” means they would be “not at all likely” to use the service and “10” means “they would definitely use” the bus service.

WEB SHOW: If convenient bus service existed between DuPont and the place **[IF MORE THAN ONE SELECTED IN GO1 SHOW “Places”]** others in your family would like to go, how likely would they be to use that service?

NOT AT ALL LIKELY TO USE THE SERVICE											WOULD DEFINITELY USE THE SERVICE
--	--	--	--	--	--	--	--	--	--	--	--



0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

998 DON'T KNOW
 999 PREFER NOT TO ANSWER

FUNDING SUPPORT
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

TAXINT Washington State public transportation is primarily funded through sales tax. Currently, jurisdictions within Pierce Transit’s service area pay a zero-point-six percent sales tax to fund operations in their areas. DuPont has elected to not pay sales tax to fund public transit and does not have any service available.

TAX1. If Pierce Transit asked the voters of DuPont to approve a zero-point-six percent sales tax increase to bring public transit to the city would you support or oppose this request? This translates to an additional 6 cent tax for every 10 dollars spent.

PHONE SHOW: Use a scale where “0” means you “would strongly oppose” and “10” means you “would strongly support” this request.

[IF DON'T KNOW ENTER 98, IF REFUSED ENTER 99]

STRONGLY OPPOSE										STRONGLY SUPPORT
0	1	2	3	4	5	6	7	8	9	10

98 (DO NOT READ) DON'T KNOW
 99 (DO NOT READ) REFUSED

DEMOGRAPHICS
 [BASE: ALL]
 [PROGRAMMING: SECTION FOR TIMING]

These final questions will help us group your answers with others.

DEMO1 How long have you lived in DuPont?

WEB: IF RESPONDENT ENTERS A NUMBER FOR MONTHS BUT NOT FOR YEARS, PLEASE PROMPT WITH: "If you have lived here for less than one year, please enter in "0" for number of years and enter in the number of months."

- ___ ENTER NUMBER OF YEARS
- 9998 DON'T KNOW
- 9999 PREFER NOT TO ANSWER

MAXIMUM NUMBER OF YEARS ALLOWED IS 120.

DEMO2 **PHONE SHOW:** May I please have your age?

WEB SHOW: Please enter your age.

- ___ ENTER AGE [RANGE 18 TO 120]
- 998 DON'T KNOW [DO NOT DISPLAY "DON'T KNOW" IN WEB VERSION]
- 999 PREFER NOT TO ANSWER

ASK DEMO2A IF DEMO2=998 OR 999

DEMO2A Which of the following categories does your age fall into?

[READ OPTIONS]

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or over
- 998 DON'T KNOW [DO NOT DISPLAY "DON'T KNOW" IN WEB VERSION]
- 999 PREFER NOT TO ANSWER



DEMO3 **PHONE SHOW:** [ENTER RESPONDENT'S GENDER; IF UNCERTAIN ASK: "Are you . . ."]

WEB SHOW: Are you . . .

01 Male or

02 Female

998 DON'T KNOW [DO NOT DISPLAY "DON'T KNOW" IN WEB VERSION]

999 PREFER NOT TO ANSWER

DEMO4 Are you currently...

[ACCEPT MULTIPLE RESPONSES]

[IF SELF-EMPLOYED SELECT "EMPLOYED"]

01 Employed

02 A student

04 Retired

05 Or something else {Specify}

998 DON'T KNOW

999 PREFER NOT TO ANSWER

DEMO5 Do you have a valid driver's license?

01 YES

02 NO

998 DON'T KNOW

999 PREFER NOT TO ANSWER

DEMO6 How many vehicles in working condition does your household have available?

[AS NEEDED: Vehicles include cars, trucks, motorcycles, scooters, etc.]

___ ENTER NUMBER OF VEHICLES

998 DON'T KNOW

999 PREFER NOT TO ANSWER



DEMO7 What is the approximate total annual income of all members of your household?

[STOP WHEN RESPONDENT SAYS PICKS THE CATEGORY]

- 1 Less than \$20,000
- 2 \$20,000 to less than \$35,000
- 3 \$35,000 to less than \$50,000
- 4 \$50,000 to less than \$75,000
- 5 \$75,000 to less than \$100,000
- 6 \$100,000 or more
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

DEMO8 And finally, are you a registered voter?

- 01 YES
- 02 NO
- 998 DON'T KNOW
- 999 PREFER NOT TO ANSWER

THANKS

THANKEND Thank you very much for your time. Your participation will assist Pierce Transit and the City of DuPont better meet the mobility needs of the communities.

THANK2 I'm sorry, but we cannot continue without that information. Have a good day/evening.

THANK3 Thank you but we are only interviewing heads of household who are 18 years of age and older.

THANK4 Thank you but we are only interviewing residents of DuPont.