SURVEY OF SANTA BARBARA COUNTY VOTERS

REGARDING THE FEASIBILITY OF RENEWING THE MEASURE D SALES TAX

CONDUCTED FOR THE

SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS

SEPTEMBER 2005

True North RESEARCH *TEAMING WITH*

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INTRODUCTION

Prior to 1989, Santa Barbara County was largely dependent on state and federal funding to implement transportation improvements in the region, and these funding sources were not keeping pace with the increased demand and inflationary trends in construction, operation and maintenance costs. In 1989, Santa Barbara County voters approved Measure D, a half-cent sales tax increase dedicated to addressing some of the region's most pressing transportation problems. Since its passage in 1989, Measure D has generated over $300 million for local and regional projects and is anticipated to generate up to $500 million over the Measure's 20-year authorization. Moreover, Measure D has enabled the region to leverage millions of dollars in additional state and federal matching funds that otherwise would have been directed to other counties. Because of Measure D, the Santa Barbara County Association of Governments (SBCAG) and local agencies in the County have been able to deliver a variety of transportation improvements outlined in the voter-approved expenditure plan that otherwise would not have had sufficient funding, including regional highway projects, local street maintenance and improvements, bicycle and pedestrian facilities, and expanded and enhanced transit services.

When Measure D was enacted in 1989 with 55% approval, a simple majority (50% plus 1) was all that was needed for passage. Subsequent changes to California law now require special taxes like Measure D to receive a two-thirds super-majority of votes for passage. Unless renewed by voters, Measure D will expire in 2010. Because of the funds that it will generate locally and the ability to leverage additional state, federal and private sector funding, Measure D must be renewed if the region's future transportation needs are to be effectively addressed.

MOTIVATION FOR RESEARCH The primary purpose of this baseline survey was to assess the feasibility of extending the Measure D sales tax for an additional 30 year term, as well as identify projects and programs that voters indicate should be priorities for future Measure D funding.

Broadly defined, the survey was designed to:

· Assess voters' current support for extending the Measure D sales tax to fund needed transportation projects and programs.
· Identify the priority that voters place on *broad* categories of projects and programs that could be funded by Measure D, if renewed.
· Within these broad categories, identify *specific* projects and programs that voters are most interested in funding.
· Expose voters to arguments both in favor of, and against, the proposed Measure D renewal to gauge how information affects support for the renewal, *and*
· Estimate voters' support for renewing Measure D once they have been provided more information about the measure, such as will occur if the Measure is placed on the ballot.

It is important to note at the outset that voters' opinions about tax measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a Measure D renewal today may not be the same way they think and feel once they have had a chance to hear more information about the Measure during the election cycle. Accordingly, to accurately assess the feasibility of renewing Measure D it was

important that in addition to measuring *current* opinions about Measure D (Questions 6 & 7), the survey expose respondents to the types of information voters are likely to encounter during an election cycle -- including arguments in favor (Question 13) and opposed (Question 15) to the Measure -- and gauge how this information ultimately impacts their voting decision (Questions 14 & 16).

OVERVIEW OF METHODOLOGY   For a a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 42. In brief, the survey was administered by telephone to a random sample of 1,134 registered voters in Santa Barbara County who are likely to participate in the November 2006 election. The sample was designed so that the results would be representative and statistically reliable at the county-wide level, as well as within the four subregions -- South Coast Region, Santa Ynez Region, Lompoc Valley Region and the Santa Maria Region. The survey was administered between July 27 and August 5, 2005, and the average interview lasted 23 minutes.

ORGANIZATION OF REPORT   This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGMENTS   True North would like staff from SBCAG and local agencies, Larry Tramutola and David Basmajian of Tramutola LLC, as well as Jim Youngson and Brian Robinson of Terrain Consulting for their valuable input during the design stage of this study. Their collective expertise and insight improved the overall quality of the research presented here.

DISCLAIMER   The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the Santa Barbara County Association of Governments (SBCAG). Any errors and omissions are the responsibility of the authors.

JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

IMPORTANCE OF ISSUES

· When asked in an open-ended manner to identify the most important problem in Santa Barbara County that they would like government leaders to solve, traffic and transportation issues were mentioned by voters more often than any other issue.

· Similarly, when provided with a list of 10 specific issues and asked to rate their importance, voters ranked maintaining local streets and roads and reducing traffic congestion as the most important, followed closely by improving education, protecting the environment and making housing more affordable.

AWARENESS OF MEASURE D

· Prior to participating in the survey, 85% of respondents had not heard of Measure D.

· Among those who had heard of Measure D, 40% could not recall what they had heard and/or could not describe the measure in their own words.

· Fifty-five percent (55%) of those who had heard of Measure D had no opinion about the measure. Among those with an opinion, favorable opinions were approximately three times more common than unfavorable opinions.

INITIAL BALLOT TESTS

· With only the information provided in the ballot language, 64% of voters initially indicated that they would definitely (36%) or probably (28%) vote in favor of a half-cent sales tax to fund transportation improvements in the county. Thirty-one percent (31%) of respondents were opposed to the measure at this point in the survey, and 5% were unsure or unwilling to share their vote choice.

· Once they were made aware that Santa Barbara County already has a half-cent sales tax for transportation called Measure D and that the proposed measure would not raise the sales tax in the county -- it would simply extend the existing sales tax for a 30 year term -- 72% of respondents indicated that they would support a renewal. Opposition to the measure at this point was confined to 24% of respondents, with an additional 4% unsure or unwilling to share their vote choice.

GENERAL PROJECT & PROGRAM PRIORITIES

Respondents were provided with four general categories of transportation projects that could be funded by a renewed Measure D.

· When allowed to rate each category individually, projects and programs that will relieve traffic congestion on freeways, highways and major streets received the largest percentage of respondents indicating that it should be a high priority for Measure D funding (60%), followed by projects and programs that will maintain and repair existing transportation infrastructure -- like street repair and maintenance programs (51%).

- However, when instructed to choose one of the four categories as the *highest* priority for future Measure D funding, approximately one-third (32%) stated that projects and programs that provide and encourage the use of alternative transportation should be the highest priority, and a similar percentage (31%) offered that projects and programs designed to relieve traffic congestion on freeways, highways and major streets should be the top candidates for funding. The remaining one-third of voters indicated that projects and programs that maintain and repair existing transportation infrastructure (21%) or improve the safety of drivers, bicyclists and pedestrians (12%) should be the top priority.

SPECIFIC TRANSPORTATION PROJECTS & PROGRAMS

Respondents were next provided with 24 specific transportation projects and programs that could be funded by a renewed Measure D and asked whether they would favor or oppose using some of the money to fund each project or program.

- At least two-thirds of voters favored using a renewed Measure D to fund 20 of the 24 projects and programs tested.
- The projects and programs that were favored by the highest percentage of respondents included paving, maintaining and repairing local streets and roads (91%), coordinating traffic signals at intersections to improve traffic flow and safety (90%), and improving bus service within the County so that it is easier to get around within cities as well as from one city to another (84%).

LOCAL PROJECTS & PROGRAMS

Respondents were also provided with several projects that were specific to the subregion in which they live. The most popular projects among those tested were:

- Expanding the electric shuttle service (South Coast region)
- Making traffic calming and safety improvements on Highway 246 in Buellton and Solvang (Santa Ynez region)
- Making safety improvements on Highway 1 (Lompoc Valley region)
- Widening the 101 Santa Maria Bridge (Santa Maria region)

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, voters found the following to be the most compelling:

- All of the money raised by Measure D will be spent only in Santa Barbara County.
- The measure will help reduce traffic congestion and make traveling in Santa Barbara County much easier and safer.

INTERIM BALLOT TEST

· After hearing arguments in favor of renewing Measure D, overall support for the proposed measure climbed to 75%, with half (50%) of voters indicating that they would *definitely* vote in favor of the measure. Approximately 22% of respondents opposed the measure at this point in the survey, whereas an additional 4% were unsure or unwilling to share their vote choice.

NEGATIVE ARGUMENTS

When presented with arguments in opposition to the measure, voters found the following to be the most compelling:

· Local taxes shouldn't be used to pay for state highways and freeways. That is the State's responsibility.

· Local government can't be trusted with this tax. They will mismanage the money or spend it on their own pet projects.

FINAL BALLOT TEST

· After hearing arguments in opposition to Measure D, overall support for the proposed measure dropped slightly to 72%, with 47% indicating that they would *definitely* support the measure. Approximately 24% of respondents were opposed to the measure at this point in the survey, and an additional 4% were unsure or unwilling to share their vote choice.

RELATED ISSUES

· Two-thirds (67%) of voters indicated that they would support a Measure D renewal after learning of a possible statewide ballot measure that would require that the state sales tax on gasoline be used only for transportation improvements -- even if the governor declares a fiscal emergency.

· When offered a choice of adding general purpose lanes, carpool lanes, or no lanes to the 101 Freeway, 39% preferred carpool lanes, 38% preferred general purpose lanes, 19% preferred that no lanes be added to the Freeway, and 4% were unsure.

· Nearly two-thirds (66%) of respondents opposed the concept of HOT (High Occupancy Toll) Lanes for the 101 Freeway, in which solo drivers are allowed to use carpool lanes for a fee.

· Prior to taking the survey, 83% of voters were aware of the upcoming June 2006 vote on whether to split Santa Barbara County into two counties -- with the northern half of the County becoming Mission County.

· Among all respondents, 59% opposed the county split, 16% favored the split, and 26% did not have an opinion at this point.

C ONCLUSIONS

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research. The following conclusions are based on True North's, Tramutola LLC's and Terrain Consulting's interpretations of the results, as well as the firms' collective experience conducting revenue measure studies for public agencies throughout the State.

Should SBCAG proceed with plans to place a Measure D renewal measure on the November 2006 ballot?

Yes. Voters in Santa Barbara County consider traffic and transportation-related issues to be the most salient and important problems facing the region that they would like government leaders to solve. The value that voters place on addressing the region's transportation problems translates into high support for renewing Measure D. Nearly two-thirds (64%) of respondents were initially inclined to support a half-cent sales tax, not to exceed 30 years, that would fund transportation improvements (Question 6). Once informed that the proposed measure would *not* raise the sales tax in the County -- it would simply extend the existing Measure D sales tax -- support climbed to 72% (Question 7). Support for the measure remained high throughout the rest of the interview, even when respondents were exposed to arguments in opposition to the proposed renewal.

It is important to note, moreover, that support for the measure was also broad-based. Support approached or exceeded two-thirds regardless of commute status, length of residence in the County, partisanship, gender or age. Perhaps most importantly, support for renewing Measure D was high among all four subregions identified in the study -- 76% support among South Coast voters, 68% support among Santa Ynez Region voters, 70% support among Lompoc Valley voters, and 65% support among Santa Maria Region voters (Question 7).

What types of projects and programs should Measure D fund?

The most striking pattern revealed in the survey is that voters desire a *balanced* Measure D -- one that addresses traffic congestion and alternative forms of transportation in addition to maintenance and safety projects (see Questions 9 through 12). Although the priority assigned to each of these categories varies by voter and across subregions to some extent, it is clear that for Measure D to be successfully renewed the expenditure plan will need to reflect voters' collective interest in providing sufficient funding for each of these categories.

The results of the study also make clear that it would be a mistake to assume that voters are basing their decision regarding a Measure D renewal on their opinions of how the past Measure D was structured and/or implemented. The vast majority of voters (85%) had never heard of Measure D prior to taking the survey, nor were most of those who had heard of the measure aware of what projects and programs were funded

by the measure. The high level of support found for a Measure D renewal is not a reflection of voters' opinions about the past measure -- it is a reflection of their concern about traffic and transportation issues in the County, and their interest in solving these problems through a *balanced* mix of projects and programs.

What should be the duration of the Measure D renewal?

In order to provide a balanced expenditure plan that funds the various projects and programs that voters indicated they desire from a renewed Measure D, a 30 year term is recommended. This will allow Measure D to raise a sufficient amount of money locally and through state and federal matching programs to deliver a balanced expenditure plan. It should be noted, moreover, that this study indicates that voters are not sensitive to the duration of a Measure D renewal provided that the measure reflects the proper balance of priorities across transportation projects and programs.

How might the economic or political climate alter support for the measure?

An important component of any ballot measure's potential for success is the economic and political climate surrounding the election. Although the recession has relaxed its grip on the State in some ways, the recovery has been a jobless one -- and it has done little to raise consumer confidence. Together with the state of the economy, lingering concerns about the aftermath of the war in Iraq and the State budget crisis combine to create an economic and political climate that is not as favorable to revenue measures it has been in prior years.

The results of this study and the conclusions noted above must be viewed in light of the current times. Should the economy and/or political climate change in ways that would be more favorable, support for the measure -- and the potential effectiveness of a positive education campaign -- could increase considerably. Conversely, negative economic and/or political developments could dampen support for a measure below what was recorded in this study.

IMPORTANCE OF ISSUES

The first substantive questions of the survey were designed to identify the most important problems in Santa Barbara County that voters would like government leaders to address. Rather than prompt voters with specific issues, the initial question in this series was structured in an open-ended manner to encourage the respondent to mention the problem that was most salient to them at the time of the interview. The verbatim responses were later reviewed by True North and grouped into the categories shown in Figure 1.

Question 1 *To begin, what would you say is the most important problem in Santa Barbara County that you would like government leaders to solve?*

FIGURE 1 NUMBER ONE PROBLEM IN SANTA BARBARA COUNTY
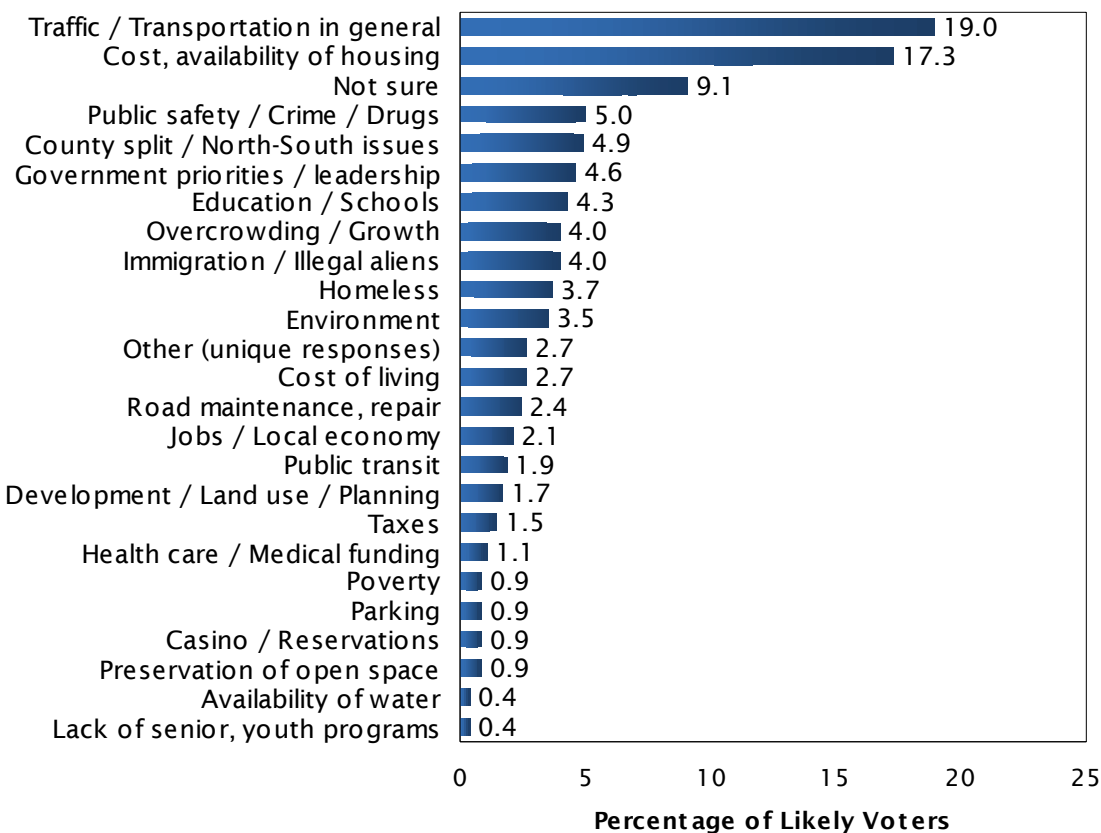
Overall, traffic and transportation issues were mentioned more often than any other issue as being the most important problem that voters want government leaders to solve. Nineteen percent (19%) of voters mentioned traffic or made a general reference to transportation, and an additional 5% mentioned a specific transportation issue such as road maintenance (2.4%), public transit (1.9%) or parking (0.9%). The only other issue that was mentioned by more than 5% of respondents was the cost and availability of housing (17%).

Having measured the issues that are 'top of mind' with voters, the survey next presented respondents with a list of 10 specific issues facing Santa Barbara County and asked them to rate the

importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were read to respondents was randomized for each respondent

Figure 2 presents each issue tested, as well as the importance assigned to each issue by survey participants, in rank order of importance.[1] Consistent with the findings of the previous question, the two transportation-related issues -- maintaining local streets and roads and reducing traffic congestion -- were ranked as the most important issues tested, followed by improving education, protecting the environment, making housing more affordable, and reducing crime.

Question 2   Next, I'm going to read a list of issues facing Santa Barbara County and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

FIGURE 2 IMPORTANCE OF ISSUES

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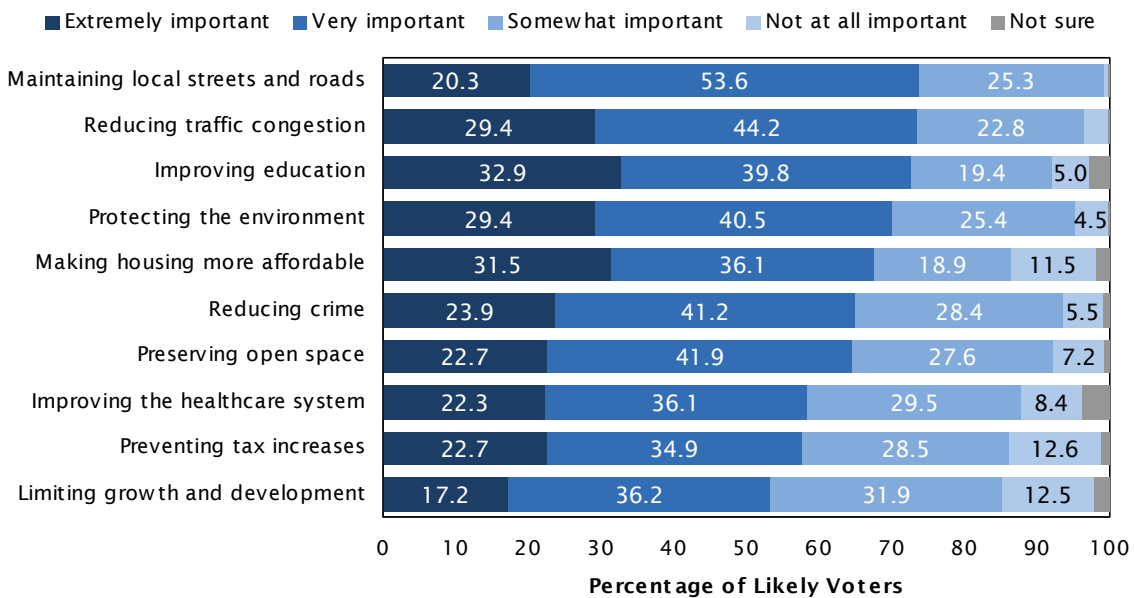
1. Issues are ranked based on the percentage of respondents who indicated the issue was either extremely important or very important.

AWARENESS OF MEASURE D

As noted in the *Introduction*, Measure D was approved by Santa Barbara County voters in 1989 and has since funded over $300 million in transportation improvements, including regional highway projects, local street maintenance and improvements, bicycle and pedestrian facilities, and expanded and enhanced transit services. Prior to gauging support for renewing Measure D, it was naturally of interest to determine what percentage of voters were aware of Measure D prior to taking the survey -- as well as their opinions of the way Measure D has been implemented.

The first question in this series simply asked respondents whether they had ever heard of Measure D. As shown in Figure 3, the vast majority of voters (85%) indicated that they had not heard of the measure prior to taking the survey, whereas 15% stated that they had heard of Measure D.

Question 3   *Okay, let me change gears a bit. Have you ever heard of Measure D?*

FIGURE 3 AWARENESS OF MEASURE D
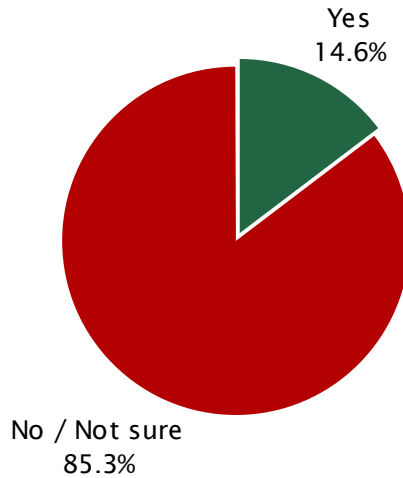
As expected, awareness of Measure D varied by several key subgroups of voters. As shown in Figure 4, awareness of Measure D was greatest among voters in the South Coast region, Democrats and Republicans, as well as voters over the age of 50. Nevertheless, even among these subgroups, less than 1 in 5 voters indicated that they had heard of Measure D prior to participating in the survey.

FIGURE 4 AWARENESS OF MEASURE D BY REGION OF COUNTY, PARTY, AGE
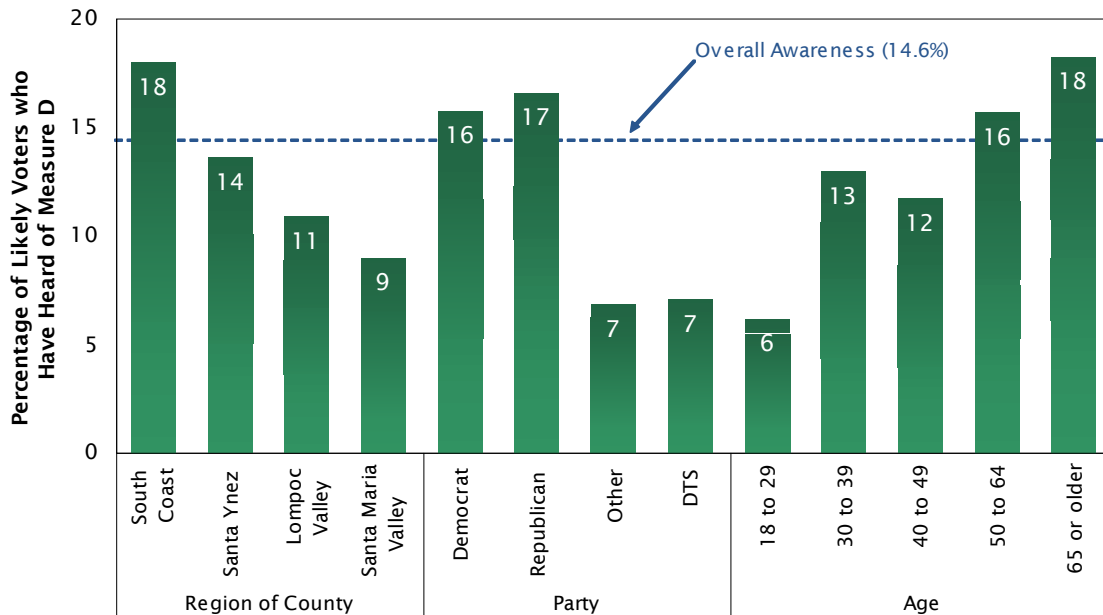
For those respondents who indicated that they had heard of Measure D, the survey next asked the respondent in an open-ended manner to describe *what* they had heard about the measure. The verbatim responses were grouped into the pre-coded categories shown in Figure 5. Because voters may have heard many things about Measure D, multiple responses were allowed for this question. The percentage results shown in Figure 5 thus indicate the percentage of respondents who mentioned each category.

Approximately 40% of voters indicated that although they had heard of Measure D, they could not recall what they had heard and/or could not describe the measure in their own words. Approximately 40% made reference to transportation projects, 30% mentioned the sales tax, and 3% referenced the Santa Barbara County Association of Governments (SBCAG).

Question 4 *What have you heard about Measure D?*

FIGURE 5 HEARD ABOUT MEASURE D
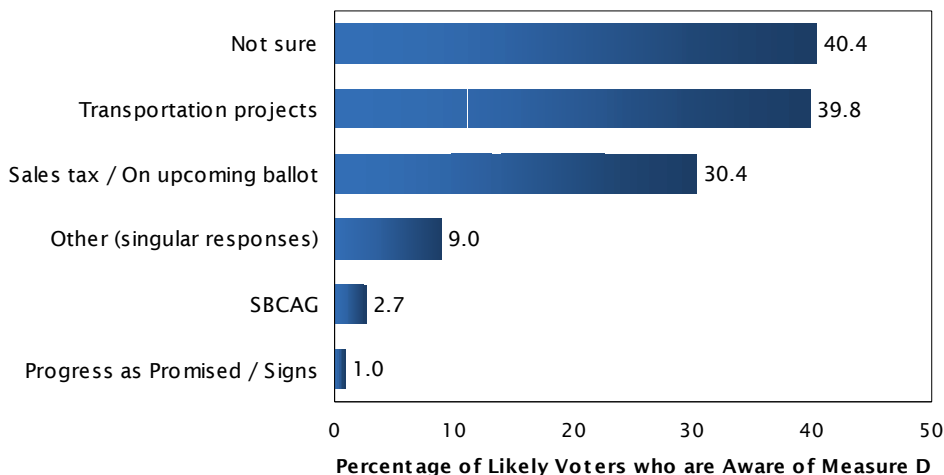
Respondents who indicated that they had heard of Measure D prior to taking the survey were also asked to indicate whether -- generally speaking -- they have a favorable or unfavorable opinion of Measure D, or if they have no opinion either way. Figure 6 shows that, among those who had previously heard of Measure D, over half (55%) had no opinion about the measure. Among those with an opinion, favorable opinions were approximately three times more common than unfavorable opinions.

Question 5 *Generally speaking, would you say you have a favorable or unfavorable opinion of Measure D, or do you have no opinion either way?*

FIGURE 6 OPINION OF MEASURE D (OF THOSE AWARE)
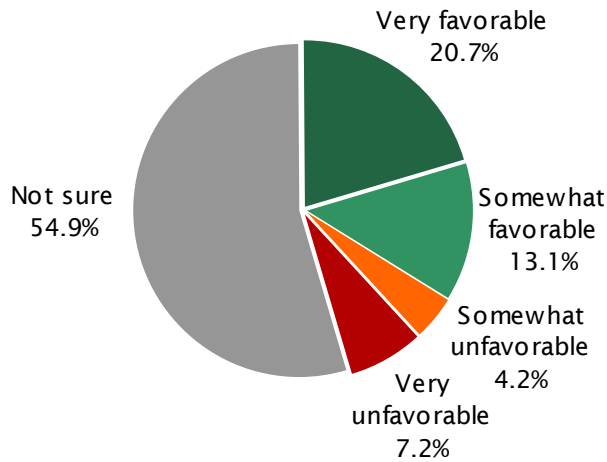
Figure 7 combines the information collected in Questions 3 and 5 to provide a useful summary of awareness and opinions of Measure D among Santa Barbara County voters. Overall, 85% of likely November 2006 voters had *not* heard of Measure D prior to participating in the survey, and less than half of the 15% who had heard of Measure D indicated that they had an opinion about the Measure -- either favorable or unfavorable.

FIGURE 7 OPINION OF MEASURE D (COUNTY-WIDE)
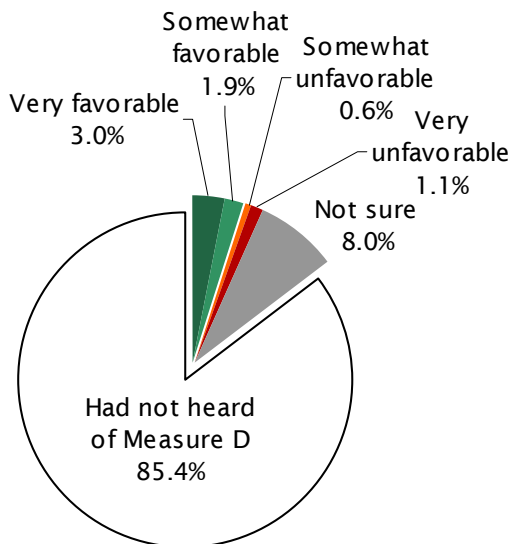
INITIAL BALLOT TESTS

The primary research objective of this survey was to assess the feasibility of extending the Measure D transportation sales tax for an additional 30 year term. To this end, Question 6 was designed to take an early assessment of voters' support for the proposed measure.

The motivation for placing this question early in the survey is twofold. First, support for a measure can often depend on the amount of information respondents have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measure beyond what is presented in the ballot language. This situation is analogous to a voter casting a ballot with limited knowledge about the measure, such as what might occur in the absence of an effective education campaign. Question 6 -- also known as the Initial Ballot Test -- is thus a good estimate of support for the proposed measure *as it is today* in the absence of an information campaign. Because the Initial Ballot Test provides a gauge of 'uninformed' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on support for the measure.

Question 6   *Next year, Santa Barbara County voters will get to vote on a number of State and local issues. Let me read you one of the measures that may be on the ballot. In order to: relieve traffic congestion, reduce traffic accidents and improve pedestrian safety, improve and maintain the region's highways and freeways, maintain local streets and roads, expand and improve the public transit system, and provide additional bicycle and pedestrian facilities, shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure?*

FIGURE 8 INITIAL BALLOT TEST
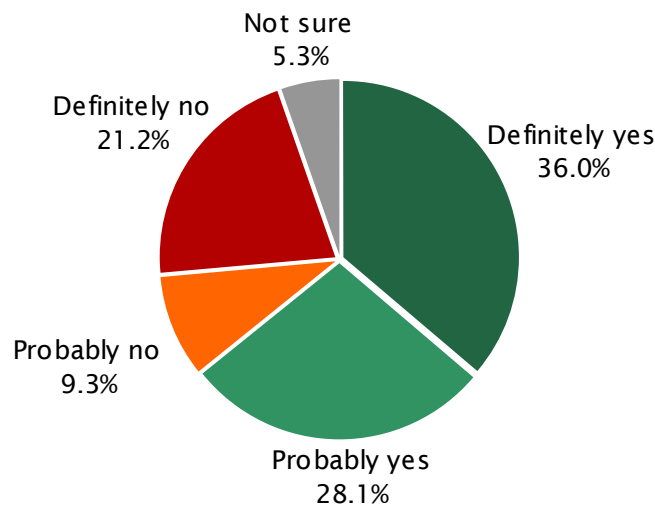
Figure 8 presents the results of the Initial Ballot Test among all 1,134 respondents. Overall, 64% of respondents indicated that they would definitely or probably support the measure at this point in the survey, whereas 31% stated that they would oppose the measure and 5% were unsure or unwilling to share their vote choice.

SUPPORT BY SUBGROUPS   For the interested reader, Table 1 shows how support for the measure at the Initial Ballot Test varied by key demographic traits such as region, years of residence in the County, commute status and age. The blue column (Approximate % of Likely November 2006 Universe) indicates the percentage of the November 2006 universe that each subgroup category comprises.

TABLE 1 INITIAL BALLOT TEST BY VOTER DEMOGRAPHICS

		Approximate % of Likely November 2006 Universe	Probably or Definitely Yes	Not sure
Overall		100%	64.1%	5.3%
Region of County	South Coast	57%	69.1%	4.4%
	Santa Ynez	8%	59.7%	6.8%
	Lompoc Valley	11%	56.3%	5.9%
	Santa Maria Valley	24%	57.7%	6.8%
Years in Santa Barbara County (QD1)	Less than 5	10%	70.1%	3.0%
	5 to 9	11%	68.6%	2.7%
	10 to 14	10%	61.4%	8.5%
	15 or more	68%	63.0%	5.6%
Children in Home (QD2)	Yes	25%	61.8%	5.5%
	No	74%	65.0%	5.3%
Environmentalist (QD3)	Yes, strong	25%	75.6%	3.7%
	Yes, moderate	44%	66.7%	5.5%
	No	29%	51.6%	6.2%
Regularly Commute (QD4)	Yes	49%	65.1%	4.5%
	No	50%	63.3%	6.0%
Average Daily Commute (QD5)	10 minutes or less	12%	61.8%	5.5%
	11 to 29 minutes	13%	64.2%	6.1%
	30 to 59 minutes	12%	67.5%	0.9%
	60 or more minutes	10%	66.2%	5.7%
Household Income (QD7)	Less than $25K	13%	71.7%	5.3%
	$25K to $49K	24%	73.5%	3.0%
	$50K to $74K	21%	62.6%	5.9%
	$75K to $99K	20%	59.2%	2.3%
	$100K to $149K	14%	64.2%	3.1%
	$150K+	8%	61.6%	2.0%
Gender	Male	47%	61.8%	2.7%
	Female	53%	66.2%	7.6%
Age	18 to 29	10%	70.2%	6.9%
	30 to 39	9%	65.8%	6.3%
	40 to 49	19%	64.7%	4.4%
	50 to 64	32%	62.0%	3.1%
	65 or older	30%	63.4%	7.6%
Times Voted in Last Seven Elections	Less than three	6%	70.0%	6.2%
	Three to five	35%	66.7%	4.5%
	Six or seven	59%	62.0%	5.8%
Home Owner	Yes	66%	60.3%	5.8%
	No	34%	71.5%	4.4%

SUPPORT FOR RENEWAL   As noted previously in this report (see *Awareness of Measure D* on page 10), the vast majority of Santa Barbara County voters are not aware of the existing Measure D sales tax. When presented with the ballot language contained in Question 6, many respondents would therefore naturally think this is a new transportation sales tax rather than an extension of an existing tax. The purpose of Question 7 was thus to clarify for voters that Santa Barbara County already has a half-cent sales tax for transportation improvements called Measure D and that the proposed measure would not raise the sales tax in the County, it would simply extend the existing sales tax for an additional 30 year term.

Upon learning that the proposed measure would renew the existing Measure D sales tax and that it would not raise the sales tax in the County, support for the proposed measure climbed to 72% -- with nearly half of voters (49%) stating that they would *definitely* support the measure. Opposition to the measure at this point in the survey was confined to 24% of respondents, and an additional 4% stated that they were unsure or unwilling to share their vote choice.

Question 7   *Santa Barbara County already has a one-half cent sales tax for transportation projects called Measure D that was approved by voters in 1989 and is due to expire in 2010. The proposed measure I just mentioned would NOT raise the sales tax in the County. It would only extend the existing Measure D sales tax beyond the year 2010. Knowing this, would you vote yes or no on this measure?*

FIGURE 9 SUPPORT AFTER LEARNING THE MEASURE IS A RENEWAL & WON'T RAISE THE TAX RATE
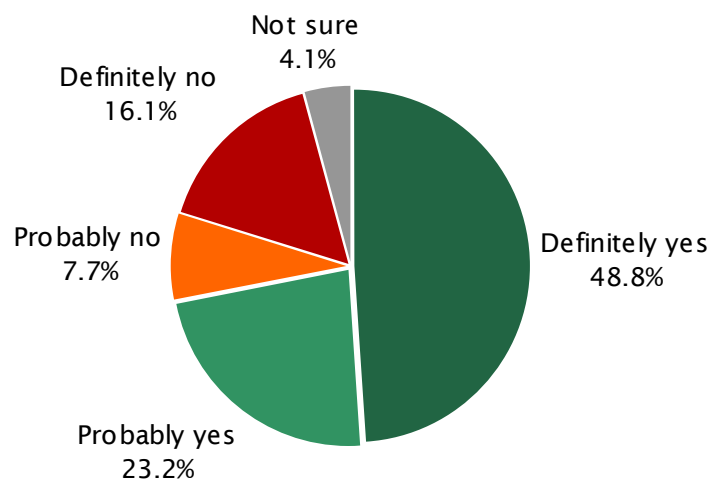
SUPPORT FOR RENEWAL BY SUBGROUPS   Using a format similar to Table 1, Table 2 shows how support for the measure varied by key subgroups once respondents were made aware that the proposed measure would extend -- not raise -- the existing transportation sales tax. The table shows the percentage of voters who supported the renewal by subgroup category, as well as the percentage change in support for the measure when compared to the Initial Ballot Test (at which point many respondents did not know that the proposed measure was a renewal). As shown in Table 2, support for a Measure D renewal is broad-based. Every subgroup category of voter shown in Table 2 exhibited at least 63% support for renewing Measure D, with some groups exceeding 80% support.

TABLE 2 INITIAL BALLOT TEST WITH EXTENSION INFORMATION BY VOTER DEMOGRAPHICS

		Approximate % of Likely November 2006 Universe	Probably or Definitely Yes	Support Change After Learning of Extension
Overall		100%	72.0%	+7.9%
Region of County	South Coast	57%	76.1%	+7.0%
	Santa Ynez	8%	68.5%	+8.8%
	Lompoc Valley	11%	69.3%	+13.0%
	Santa Maria Valley	24%	64.9%	+7.2%
Years in Santa Barbara County (QD1)	Less than 5	10%	80.9%	+10.8%
	5 to 9	11%	80.1%	+11.5%
	10 to 14	10%	76.3%	+14.9%
	15 or more	68%	69.0%	+6.0%
Children in Home (QD2)	Yes	25%	71.6%	+9.8%
	No	74%	72.4%	+7.4%
Environmentalist (QD3)	Yes, strong	25%	78.6%	+3.0%
	Yes, moderate	44%	74.6%	+7.9%
	No	29%	63.9%	+12.3%
Regularly Commute (QD4)	Yes	49%	74.7%	+9.6%
	No	50%	69.7%	+6.4%
Average Daily Commute (QD5)	10 minutes or less	12%	73.2%	+11.4%
	11 to 29 minutes	13%	74.5%	+10.3%
	30 to 59 minutes	12%	77.1%	+9.6%
	60 or more minutes	10%	73.1%	+6.9%
Household Income (QD7)	Less than $25K	13%	76.1%	+4.4%
	$25K to $49K	24%	80.5%	+7.0%
	$50K to $74K	21%	71.3%	+8.7%
	$75K to $99K	20%	68.3%	+9.1%
	$100K to $149K	14%	70.8%	+6.6%
	$150K+	8%	67.0%	+5.4%
Gender	Male	47%	66.1%	+4.3%
	Female	53%	77.1%	+10.9%
Age	18 to 29	10%	81.9%	+11.7%
	30 to 39	9%	80.3%	+14.5%
	40 to 49	19%	72.4%	+7.7%
	50 to 64	32%	68.7%	+6.7%
	65 or older	30%	69.8%	+6.4%
Times Voted in Last Seven Elections	Less than three	6%	81.8%	+11.8%
	Three to five	35%	76.0%	+9.3%
	Six or seven	59%	68.7%	+6.7%
Home Owner	Yes	66%	69.1%	+8.8%
	No	34%	77.7%	+6.2%

The final question in this series was posed only to respondents who indicated that they would *not* support the proposed measure even after learning that it would simply extend the existing sales tax. Question 8 was designed to determine if the length of the renewal (30 years) was the driving reason for their opposition to the measure, or if they opposed the measure for other reasons. The question asked respondents whether, if Measure D were extended for 20 years rather than 30 years, they would support or oppose the renewal.

Figure 10 combines the information collected in Questions 7 and 8 into a single graphic. The figure shows that of the 28% who indicated that they would not support the renewal of Measure D for a 30 year term at Question 7, all but a few indicated that they continued to oppose a renewal if the length of the renewal were shortened to 20 years. The results indicate that shortening the renewal term to 20 years would result in a net increase of just 2% in overall support for the measure.

Question 8   *If Measure D were extended for 20 years rather than 30 years, would you vote yes or no on this renewal measure? (Get answer, then ask): Would that be definitely (yes/no) or probably (yes/no)?*

FIGURE 10 EFFECT OF 20-YEAR DURATION ON OVERALL SUPPORT AT INITIAL BALLOT TEST
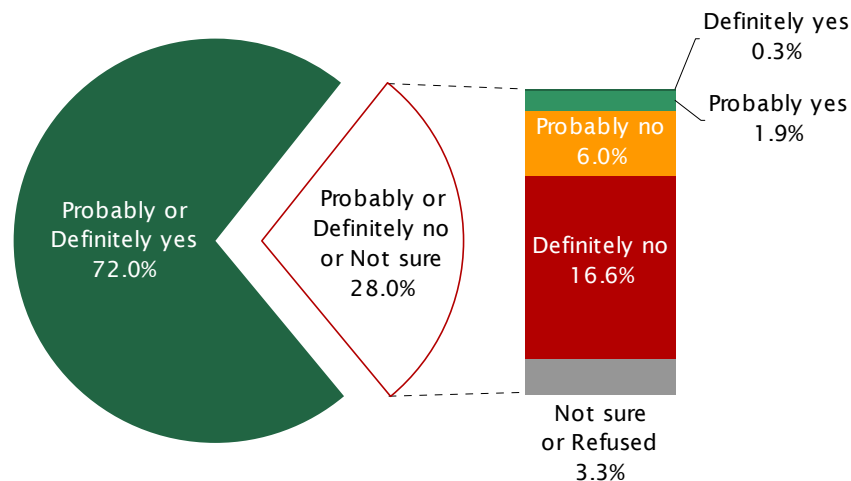
GENERAL PROJECT & PROGRAM PRIORITIES

If Measure D is renewed by Santa Barbara County voters, it is expected to raise approximately $2 billion locally over the next 30 years. It will also enable the County to leverage hundreds of millions of dollars in additional state and federal matching funds. How voters would prefer to spend these dollars is the subject of the next several sections of this report.

Because Measure D will not raise enough money to fund all possible projects and programs that may be of interest to County voters, the first two questions in this series were designed to identify the priority that voters place on *broad* categories of projects that could receive funding from a renewed Measure D. Question 9 presented respondents with each of the categories[2] shown to the left of Figure 11 and asked, for each category, whether it should be a high, medium or low priority to receive future Measure D funds -- or if the category should not receive any funding. To help voters understand the need to prioritize their interests, respondents were instructed that not all of the four categories can be high priorities. To avoid a systematic position bias, the categories were asked in a random order for each respondent.

Question 9 *Next, I'm going to read you four categories of transportation projects and programs that could be funded if Measure D is renewed. As I read each category, tell me whether you think it should be a high, medium or low priority for funding assuming that voters approve the measure. If you think the category should not receive any funding even if Measure D is renewed, please say so. Also, please keep in mind that not all of the four categories can be high priorities. Here is the (first/next) one: _____. Should this category be a high, medium or low priority for funding - or should this category not be funded?*

FIGURE 11 TRANSPORTATION CATEGORY PRIORITIES

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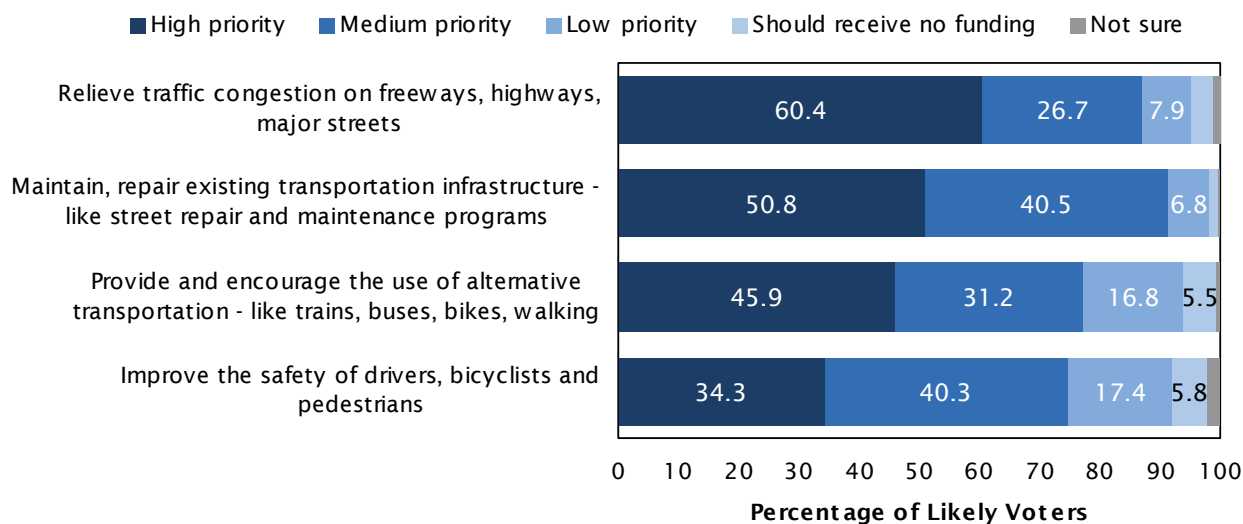
2. The category descriptions are truncated in Figure 11 so that they can fit in graphic. For the actual descriptions provided to respondents, turn to *Questionnaire & Toplines* on page 45.

When allowed to rate each category individually, projects and programs that will relieve traffic congestion on freeways, highways and major streets received the largest percentage of respondents indicating that it should be a high priority for Measure D funding (60%), followed by projects and programs that will maintain and repair existing transportation infrastructure -- like street repair and maintenance programs (51%). Nearly half (46%) of voters indicated that projects and programs that provide and encourage the use of alternative transportation -- like trains, buses, bikes and walking -- should be high priorities for Measure D funding. The corresponding figure for projects and programs that will improve the safety of drivers, bicyclists and pedestrians was 34%.

Question 9 allowed respondents to indicate that multiple project and program categories should be high priorities for future Measure D funding. And, as shown in Figure 11, many voters took the opportunity to assign high priority to more than one category. To develop a better sense for how voters prioritize future Measure D funds among those projects that were listed as high priorities, Question 10 asked them to indicate which of the four categories should be the *highest* priority for future funding.

Question 10   *Of the four categories I just mentioned - projects that relieve traffic congestion, those that improve public safety, those that maintain our existing infrastructure, and those that provide alternative forms of transportation - which do you think should be the highest priority for future funding?*

FIGURE 12 HIGHEST TRANSPORTATION CATEGORY FUNDING PRIORITY
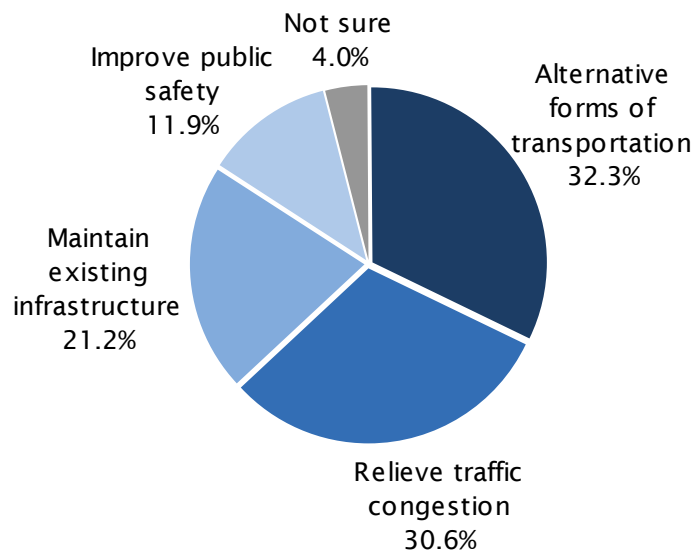
When instructed to choose one of the four categories as the highest priority for future Measure D funding, Santa Barbara County voters demonstrated that they are not of one mind when it comes to a future expenditure plan. Approximately one-third (32%) stated that projects and programs that provide and encourage the use of alternative transportation should be the highest priority, and a similar percentage (31%) offered that projects and programs designed to relieve traffic congestion on freeways, highways and major streets should be the top candidates for funding. The remaining one-third of voters indicated that projects and programs that maintain and repair

existing transportation infrastructure (21%) or improve the safety of drivers, bicyclists and pedestrians (12%) should be the top priority.

It is important to keep in mind when reviewing the shift in priority among projects as depicted in Figures 11 and 12 that Question 9 allowed respondents to assign a high priority to multiple projects, whereas Question 10 asked them to select the *highest* priority category. Thus, although 60% of voters indicated that projects designed to relieve traffic congestion should be a high priority (see Figure 11), just 31% stated that projects in said category should be the *highest* priority (see Figure 12). In the aggregate, Question 10 is thus a better measure of the *intensity* with which respondents prioritize each category. By comparing the percentages shown in Figure 11 with those in Figure 12, one finds that -- as a group -- supporters of alternative transportation feel the most intense about that category being a high priority[3], followed by supporters of projects that relieve traffic congestion, projects that maintain existing infrastructure, and safety projects.

PRIORITY BY SUBREGION   For the interested reader, Figure 13 shows how voters in each of the four county subregions responded to Question 12. As shown in the figure, the manner in which voters prioritize the project categories varied considerably across subregions -- with the largest differences found between South Coast voters and those in the Santa Maria region. Two-thirds of voters in both the South Coast and Santa Ynez regions assigned the highest priority to funding alternative forms of transportation and relieving traffic congestion. Voters in the Lompoc Valley region were more balanced in their priorities, whereas voters in Santa Maria emphasized maintaining existing infrastructure and relieving traffic congestion.

FIGURE 13 HIGHEST TRANSPORTATION CATEGORY FUNDING PRIORITY BY REGION OF COUNTY

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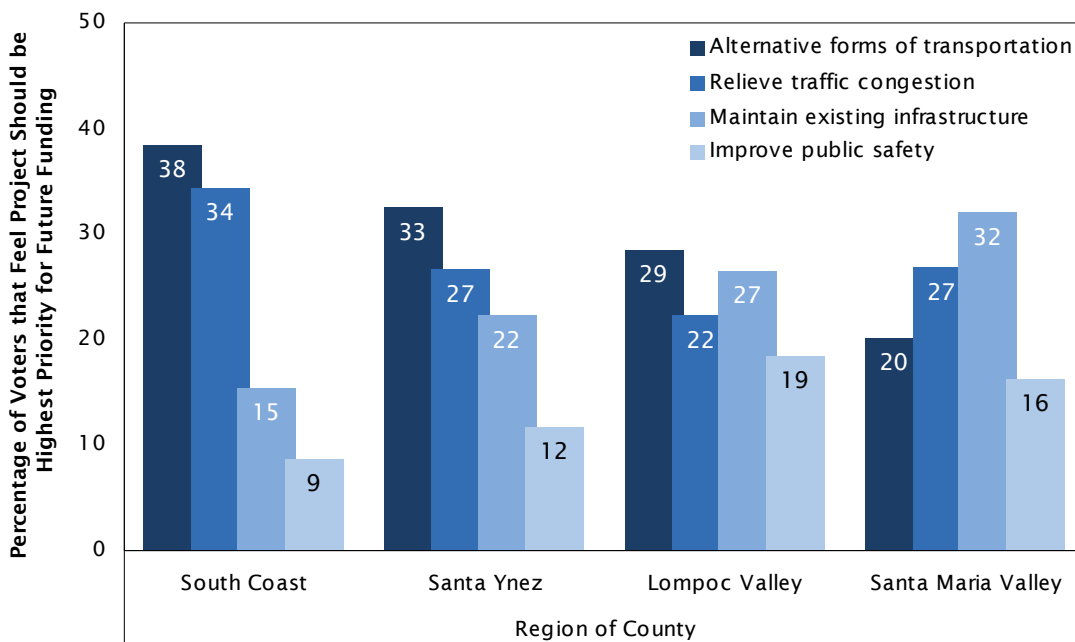
3. This is based on dividing the percentage who assigned a category the highest priority in Question 10 by the percentage who assigned the category a high priority in Question 9.

SPECIFIC TRANSPORTATION PROJECTS & PROGRAMS

Having assessed the priority that voters place on broad categories of projects and programs that may be funded if Measure D is renewed, the survey next became more detailed regarding *specific* projects and programs that may be funded within each of the aforementioned categories.

For each project or program listed to the left of Figure 14,[4] voters were asked to indicate whether they favor or oppose spending some of the Measure D money on the item. It is important to note that, unlike Questions 9 and 10 which asked voters to assign priority for funding, Question 11 only asked whether they would favor or oppose spending *some* of the money on the project or program. To avoid a systematic position bias, the projects were asked in a random order for each respondent.

Question 11   *Next, I'd like to get your opinions about several specific projects & programs that could be funded by the measure. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 14   FAVORABILITY OF SPECIFIC TRANSPORTATION PROJECTS

Legend: ■ Strongly favor   ■ Somewhat favor   ■ Somewhat oppose   ■ Strongly oppose   ■ Not sure

Project	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose
Pave, maintain, repair local streets and roads	58.1	32.9	4.6	
Coordinate traffic signals	58.9	30.9	4.3	
Increase bus service within county	52.4	31.9	7.1	4.7
Create safe streets program	56.6	27.3	7.2	5.3
Reduce fares for seniors, disabled, students	54.8	29.1	6.5	5.6
Repair, replace bridges	51.1	32.7	7.0	5.0
Safety improvements to roads and highways	47.7	34.6	6.3	4.7
Encourage carpooling, telecommuting, flex hrs	51.8	29.5	7.5	6.4
Repair and construct sidewalks	39.0	39.5	10.8	6.6
Operate local shuttle services	40.7	36.7	10.0	6.8
Improve freeway interchanges	35.7	40.6	10.6	6.2
Maintain street trees and urban forestry prgrms	38.8	37.1	11.3	7.0
Build transportation hubs	40.9	34.7	9.6	7.0
Implement neigborhood traffic calming	39.8	32.9	13.3	8.4
Expand and improve bike paths and facilities	35.8	36.3	12.2	9.6
Widen 101 from SB to Ventura County	50.5	19.3	9.1	16.3
Commuter train from Ventura to Goleta	43.9	24.6	10.3	10.3
Inc. bus service between SB & Ventura counties	37.6	30.6	11.6	7.7
Construct new local roads	30.6	37.1	15.5	10.3
Provide timely traffic condition info	31.0	36.0	16.3	11.1
Fund landscaping and beautification programs	20.4	41.3	20.0	10.0
Create traffic management command center	28.9	30.7	15.7	15.2
Reduce 101 and train noise	18.3	33.2	21.3	15.6
Widen 101 from Santa Barbara to Goleta	25.6	22.5	17.5	27.9

Percentage of Likely Voters

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4. Some of the project descriptions have been truncated so that they fit into the graphic. For full project descriptions, turn to *Questionnaire & Toplines* on page 45.

The most striking pattern revealed in Figure 14 is that nearly all of the projects and programs tested in Question 11 were popular with Santa Barbara County voters. Only four projects were favored by less than two-thirds of the electorate: projects and programs that lessen the impacts of transportation, such as landscaping and beautification programs (62%), creating a traffic management command center in the County to coordinate the government's response to bad weather and natural disasters (60%), reducing noise caused by the 101 Freeway and trains through the use of new technologies (52%), and widening the 101 Freeway from six lanes to eight lanes from Santa Barbara to Goleta (48%).

PROJECTS BY SUBGROUPS   For the interested reader, the following two tables show how the percentage of voters who favored spending some Measure D money on each project varied by county subregion and by position at the Initial Ballot Test, respectively. For most projects and programs, the percentage of voters who favored using Measure D funds for the item was reasonably similar across subregions (see Table 3). The exception to this pattern is most pronounced with respect to establishing new commuter train service from Ventura to Goleta and increasing bus service between Santa Barbara County and Ventura County (which are more popular with voters in the South Coast and Santa Ynez regions), and constructing new local roads and widening 101 from six lanes to eight lanes from Santa Barbara to Goleta (which are more popular with voters in the Lompoc Valley and Santa Maria regions).

TABLE 3 FAVORABILITY OF SPECIFIC TRANSPORTATION PROJECTS BY REGION OF COUNTY

	Percentage Strongly or Somewhat Favor				
	Region Overall	South Coast	Santa Ynez	Lompoc Valley	Santa Maria Valley
Pave, maintain, repair local streets and roads	91%	91%	91%	92%	91%
Coordinate traffic signals	90%	90%	87%	89%	92%
Increase bus service within county	84%	86%	81%	87%	80%
Reduce fares for seniors, disabled, students	84%	82%	84%	92%	85%
Create safe streets program	84%	83%	86%	87%	84%
Repair, replace bridges	84%	83%	80%	84%	88%
Safety improvements to roads and highways	82%	78%	85%	90%	89%
Encourage carpooling, telecommuting, flex hrs	81%	83%	82%	84%	76%
Repair and construct sidewalks	79%	78%	74%	76%	82%
Operate local shuttle services	77%	79%	70%	82%	73%
Improve freeway interchanges	76%	75%	78%	83%	77%
Maintain street trees and urban forestry prgrms	76%	80%	70%	70%	71%
Build transportation hubs	76%	80%	72%	74%	68%
Implement neigborhood traffic calming	73%	72%	69%	75%	75%
Expand and improve bike paths and facilities	72%	77%	68%	69%	65%
Widen 101 from SB to Ventura County	70%	69%	73%	71%	70%
Commuter train from Ventura to Goleta	69%	79%	69%	56%	49%
Inc. bus service between SB & Ventura counties	68%	79%	68%	50%	51%
Construct new local roads	68%	62%	69%	71%	79%
Provide timely traffic condition info	67%	67%	70%	73%	64%
Fund landscaping and beautification programs	62%	62%	62%	56%	63%
Create traffic management command center	60%	60%	57%	62%	59%
Reduce 101 and train noise	52%	54%	48%	48%	50%
Widen 101 from Santa Barbara to Goleta	48%	43%	47%	52%	58%

Table 4 demonstrates that, regardless of whether respondents supported or opposed the measure at the Initial Ballot Test, they generally agree on the types of projects that should receive funding from a renewed Measure D.

TABLE 4 TOP TEN SPECIFIC TRANSPORTATION PROJECTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q6)	Top Ten Specific Projects	% Strongly or Somewhat Favor
Probably or Definitely **Yes** (*n* = 727)	Pave, maintain, repair local streets and roads	94%
	Coordinate traffic signals	94%
	Increase bus service within county	91%
	Create safe streets program	89%
	Repair, replace bridges	89%
	Encourage carpooling, telecommuting, flex hrs	88%
	Reduce fares for seniors, disabled, students	88%
	Safety improvements to roads and highways	87%
	Operate local shuttle services	85%
	Repair and construct sidewalks	85%
Probably or Definitely **No** (*n* = 346)	Pave, maintain, repair local streets and roads	85%
	Coordinate traffic signals	82%
	Reduce fares for seniors, disabled, students	75%
	Repair, replace bridges	74%
	Safety improvements to roads and highways	73%
	Create safe streets program	72%
	Increase bus service within county	70%
	Improve freeway interchanges	69%
	Repair and construct sidewalks	66%
	Encourage carpooling, telecommuting, flex hrs	66%
Not sure (*n* = 61)	Create safe streets program	91%
	Coordinate traffic signals	91%
	Pave, maintain, repair local streets and roads	89%
	Increase bus service within county	89%
	Reduce fares for seniors, disabled, students	88%
	Repair, replace bridges	86%
	Operate local shuttle services	85%
	Safety improvements to roads and highways	83%
	Encourage carpooling, telecommuting, flex hrs	81%
	Build transportation hubs	76%

LOCAL PROJECTS & PROGRAMS

One of the features of Measure D is that local agencies have the flexibility to spend some of the money on projects that they deem most crucial to their residents. These may be projects that have little appeal outside of their community, but within their community they are quite popular. In this final question regarding the projects and programs that may be funded by Measure D, the survey provided each respondent with a list of projects that are specific to their subregion and asked whether they would favor or oppose using some of the Measure D money to fund the project. As with the previous project-related questions, the order in which the projects were read was randomized for each respondent to avoid a systematic position bias.

Figures 15 through 18 present the list of projects tested among voters in the South Coast, Santa Ynez, Lompoc Valley and Santa Maria regions, respectively. Although several projects stood out as being quite popular among voters in a region -- e.g., making safety improvements to Highway 1 among Lompoc Valley voters -- most of the specific subregional projects and programs were not as strongly favored as the typical project tested in Question 11 and shown in Figure 14. This may indicate that many of the specific projects were perhaps *too* specific to appeal to voters in an entire subregion as they focused on specific streets, intersections and bridges. Another possible explanation is that voters may perceive negative impacts due to some of the projects.

Question 12 *Next, I'd like to get your opinions about several local projects & programs that could be funded by the measure. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion?*

FIGURE 15 FAVORABILITY OF LOCAL PROJECTS: SOUTH COAST REGION
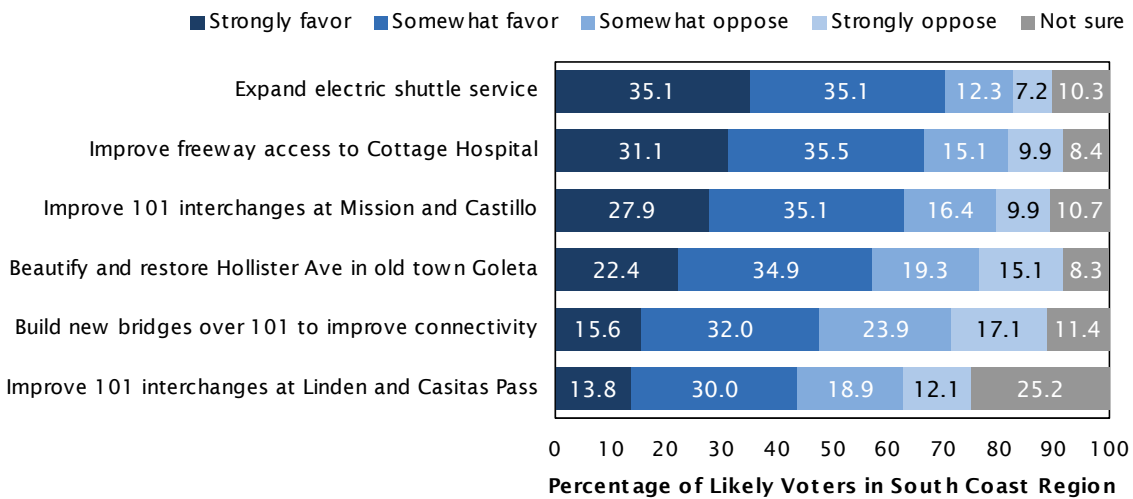
FIGURE 16 FAVORABILITY OF LOCAL PROJECTS: SANTA YNEZ REGION

Legend: ■ Strongly favor ■ Somewhat favor ■ Somewhat oppose ■ Strongly oppose ■ Not sure

Project	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure
Implement traffic calming on Hwy 246	44.2	23.8	16.5	9.2	6.3
Build Alamo Pintado bike bridge on Hwy 246	24.3	25.7	18.0	22.8	9.2
Beautify Copenhagen Drive in Solvang	14.6	21.4	22.3	35.9	5.8
Add roundabout on Hwy 154 at Edison and Baseline	22.3	12.6	16.5	43.7	

Percentage of Likely Voters in Santa Ynez Region

FIGURE 17 FAVORABILITY OF LOCAL PROJECTS: LOMPOC VALLEY REGION

Legend: ■ Strongly favor ■ Somewhat favor ■ Somewhat oppose ■ Strongly oppose ■ Not sure

Project	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure
Make safety improvements to Hwy 1	60.5	24.8	5.0		5.5
Widen Hwy 246 to four lanes	53.4	21.8	7.6	12.2	5.0
Extend Central Ave across river to Hwy 246	50.8	19.7	15.1		9.8

Percentage of Likely Voters in Lompoc Valley Region
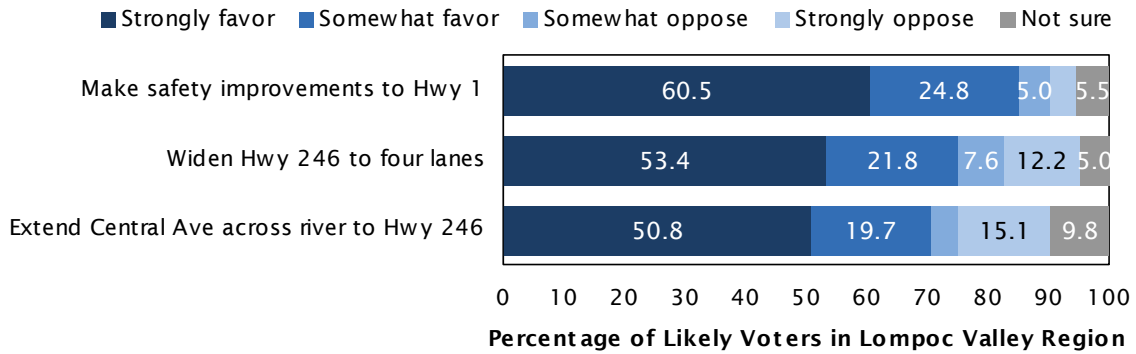
FIGURE 18 FAVORABILITY OF LOCAL PROJECTS: SANTA MARIA REGION

Legend: ■ Strongly favor ■ Somewhat favor ■ Somewhat oppose ■ Strongly oppose ■ Not sure

Project	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Not sure
Widen 101 Santa Maria River Bridge	67.1	14.5	6.0	5.6	6.8
Make safety improvements on Broadway and Main	44.9	23.5	15.0	9.8	6.8
Build grade separation at rail crossings in Guadalupe	37.6	30.3	13.2	7.3	11.6
Improve 101 interchange at Broadway	38.5	23.1	15.0	6.8	16.6

Percentage of Likely Voters in Santa Maria Valley Region

POSITIVE ARGUMENTS

Ballot measures do not succeed or fail in a political vacuum. Assuming that Measure D is placed on the ballot for renewal, proponents of the measure will present arguments to try to persuade voters to support the renewal, just as opponents will present arguments to achieve the opposite goal. Given that the objective of this study was to assess the feasibility of renewing Measure D, it was important to expose respondents to the types of information and arguments they are likely to encounter during the election cycle and gauge how this information may ultimately affect their support for renewing Measure D. The objective of Question 13 was thus to present respondents with arguments in favor of the measure and to identify whether they felt the arguments were convincing reasons to support the measure. Arguments in opposition to the measure were also presented and will be discussed later in this report.[5]

Question 13   *Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 19 POSITIVE ARGUMENTS
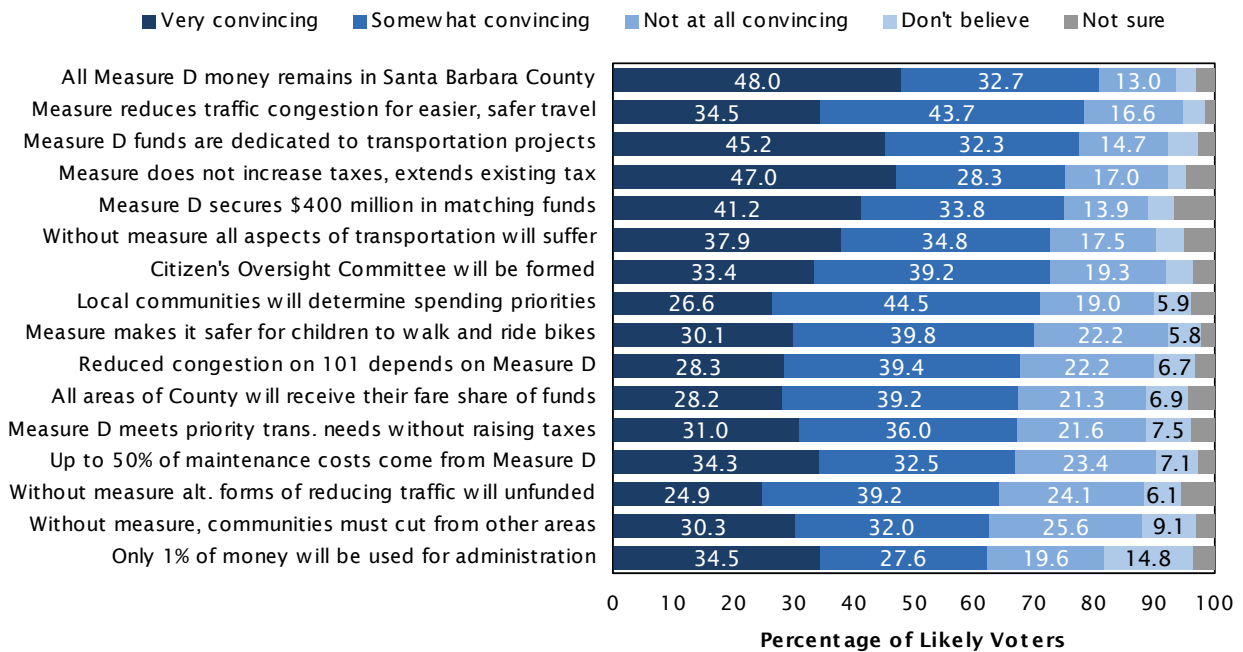
Figure 19 presents the (truncated) positive arguments tested, as well as voters' reactions to the arguments. The arguments are ranked from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Overall, the most compelling positive argument was *"All of the money raised by Measure D will be spent only in Santa Barbara County"* (81% either very or somewhat convincing), followed by *"The measure will help reduce traffic congestion and make traveling in Santa Barbara County much easier and safer"* (78%), and *"Unlike*

5. To avoid respondent fatigue and to ensure that respondents received a comparable number of positive and negative arguments, respondents were randomly assigned to one of two groups and administered half of the positive arguments shown in Figure 19.

state and federal funds, which can be cut or reduced at any time, Measure D is dedicated to the transportation needs of Santa Barbara County. Measure D funding can not be taken away by politicians in Sacramento or Washington to be used for other purposes" (78%).

INTERIM BALLOT TEST

Having exposed respondents to the types of positive arguments they may encounter during an election cycle, the survey once again presented voters with the ballot language used previously to gauge how their support for a Measure D renewal may have changed. As shown in Figure 20, overall support for renewing Measure D at this point climbed to 75%, with half (50%) of voters indicating that they would *definitely* vote yes on the measure. Approximately 22% of respondents opposed the measure at this point in the survey, whereas an additional 4% were unsure or unwilling to state the vote choice.

Question 14 *Sometimes people change their mind about a ballot measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to: relieve traffic congestion, reduce traffic accidents and improve pedestrian safety, improve and maintain the region's highways and freeways, maintain local streets and roads, expand and improve the public transit system, and provide additional bicycle and pedestrian facilities, shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure?*

FIGURE 20 INTERIM BALLOT TEST
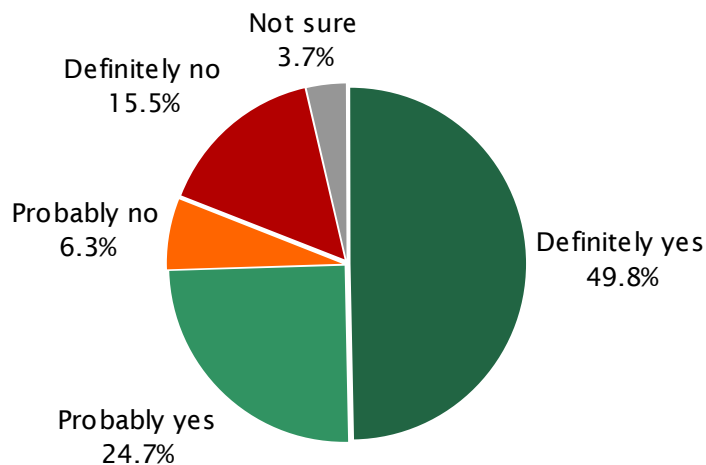
SUPPORT BY SUBGROUPS For the interested reader, Table 5 shows how support for a Measure D renewal at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. As found in each of the prior ballot tests, support for a Measure D renewal continued to be broad-based, with almost all subgroups exhibiting greater than two-thirds support for the measure.

TABLE 5 INTERIM BALLOT TEST BY VOTER DEMOGRAPHICS

		Approximate % of Likely November 2006 Universe	Probably or Definitely Yes	Support Change from Initial Ballot Test (Q6)
Overall		100%	74.5%	+10.4%
Region of County	South Coast	57%	77.8%	+8.7%
	Santa Ynez	8%	68.5%	+8.8%
	Lompoc Valley	11%	75.2%	+18.9%
	Santa Maria Valley	24%	68.4%	+10.7%
Years in Santa Barbara County (QD1)	Less than 5	10%	82.1%	+12.0%
	5 to 9	11%	81.7%	+13.1%
	10 to 14	10%	76.1%	+14.7%
	15 or more	68%	72.0%	+9.0%
Children in Home (QD2)	Yes	25%	75.8%	+14.0%
	No	74%	74.3%	+9.3%
Environmentalist (QD3)	Yes, strong	25%	80.2%	+4.6%
	Yes, moderate	44%	77.6%	+10.9%
	No	29%	66.2%	+14.6%
Regularly Commute (QD4)	Yes	49%	77.7%	+12.6%
	No	50%	71.3%	+8.0%
Average Daily Commute (QD5)	10 minutes or less	12%	79.5%	+17.7%
	11 to 29 minutes	13%	75.9%	+11.7%
	30 to 59 minutes	12%	78.7%	+11.2%
	60 or more minutes	10%	76.0%	+9.8%
Household Income (QD7)	Less than $25K	13%	85.5%	+13.8%
	$25K to $49K	24%	82.3%	+8.8%
	$50K to $74K	21%	71.4%	+8.8%
	$75K to $99K	20%	71.3%	+12.1%
	$100K to $149K	14%	73.8%	+9.6%
	$150K+	8%	69.2%	+7.6%
Gender	Male	47%	68.2%	+6.4%
	Female	53%	80.1%	+13.9%
Age	18 to 29	10%	83.0%	+12.8%
	30 to 39	9%	80.9%	+15.1%
	40 to 49	19%	75.8%	+11.1%
	50 to 64	32%	69.1%	+7.1%
	65 or older	30%	74.7%	+11.3%
Times Voted in Last Seven Elections	Less than three	6%	87.7%	+17.7%
	Three to five	35%	78.2%	+11.5%
	Six or seven	59%	70.9%	+8.9%
Home Owner	Yes	66%	70.2%	+9.9%
	No	34%	82.8%	+11.3%

NEGATIVE ARGUMENTS

Whereas Question 13 presented respondents with arguments in favor of the measure, Question 15 presented respondents with arguments designed to elicit opposition to the measure. In the case of Question 15, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 21.

Question 15 *Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?*

FIGURE 21 NEGATIVE ARGUMENTS
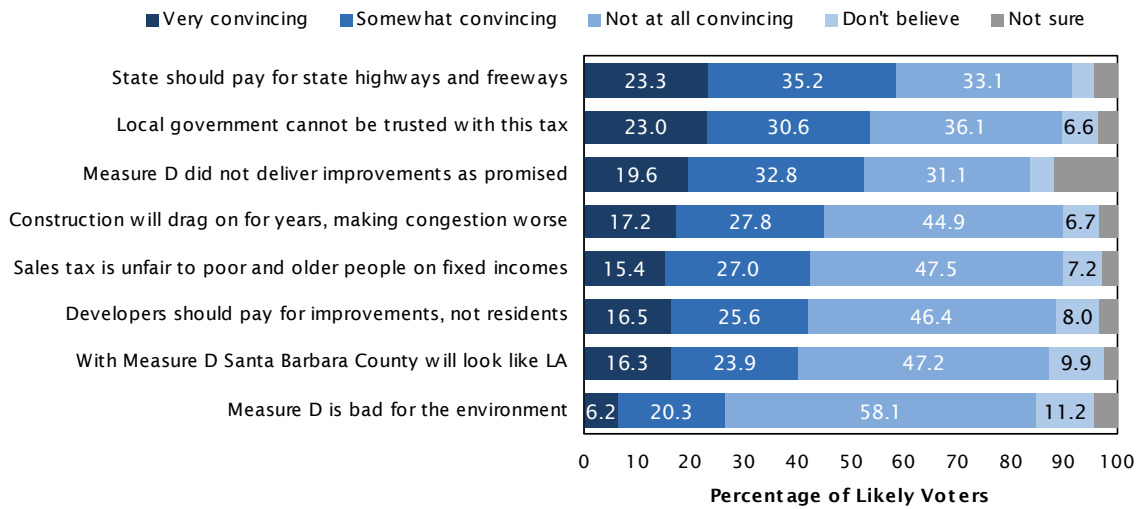
The most obvious pattern when comparing the negative arguments (Figure 21) to the positive arguments (Figure 19) is that -- in general -- respondents were less receptive to the negative arguments. Indeed, the *least* compelling positive argument was still viewed as more convincing than the most compelling negative argument. This pattern is indicative of an electorate that is predisposed to support a Measure D renewal and is therefore more receptive to information that supports their disposition.

Among the negative arguments tested, the most compelling was *"Local taxes shouldn't be used to pay for state highways and freeways. That is the state's responsibility"* (59% either very or somewhat convincing), followed by *"Local government can't be trusted with this tax. They will mismanage the money or spend it on their own pet projects"* (54%).

FINAL BALLOT TEST

Voters' opinions about ballot measures are often somewhat fluid, especially when the amount of information presented to the public on a measure has been limited. An important goal of the survey was thus to gauge how voters' opinions about the proposed Measure D renewal may be affected by the information they could encounter during the election cycle. After providing respondents with the ballot language of the proposed measure, general and specific projects that could be funded by the measure, as well as arguments both in favor and against the proposal, respondents were once again asked whether they would vote 'yes' or 'no' on a measure to extend the Measure D sales tax for an additional 30 year term.

Question 16 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to: relieve traffic congestion, reduce traffic accidents and improve pedestrian safety, improve and maintain the region's highways and freeways, maintain local streets and roads, expand and improve the public transit system, and provide additional bicycle and pedestrian facilities, shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure?*

FIGURE 22 FINAL BALLOT TEST
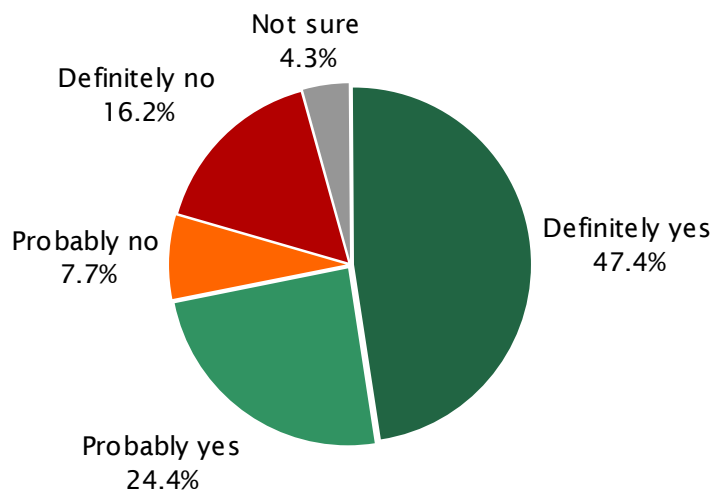
At this point in the survey, support for the measure was found among 72% of respondents, with nearly half (47%) indicating that they would *definitely* support a Measure D renewal. Approximately 24% of respondents were opposed to the measure at the Final Ballot Test, and an additional 4% were unsure or unwilling to state their vote choice.

CHANGE IN SUPPORT

In this section of the report, we examine change in support for the measure over the course of the interview from several perspectives.

Figure 23 plots overall support for the proposed measure at several key points in the survey. At the Initial Ballot Test (Question 6) when respondents had yet to be informed that the measure would be a renewal and would not raise the existing sales tax rate, 64% of respondents indicated that they would vote 'yes' on the measure. Once informed that the measure would simply renew the existing Measure D sales tax and would not involve a rate increase (Question 7), support climbed to 72%. Support climbed again at the Interim Ballot Test (Question 14) to 75% after respondents were exposed to arguments in support of the measure, but then cooled back down to 72% at the Final Ballot Test (Question 16) after they heard arguments in opposition to the measure.

In sum, once respondents learned that the proposed measure would renew the existing half-cent sales tax for transportation improvements and would not raise their taxes, support for the measure exceeded the two-thirds super-majority required under California law for passage and remained above that threshold for the duration of the interview.

FIGURE 23 OVERALL SUPPORT AT KEY POINTS OF INTERVIEW
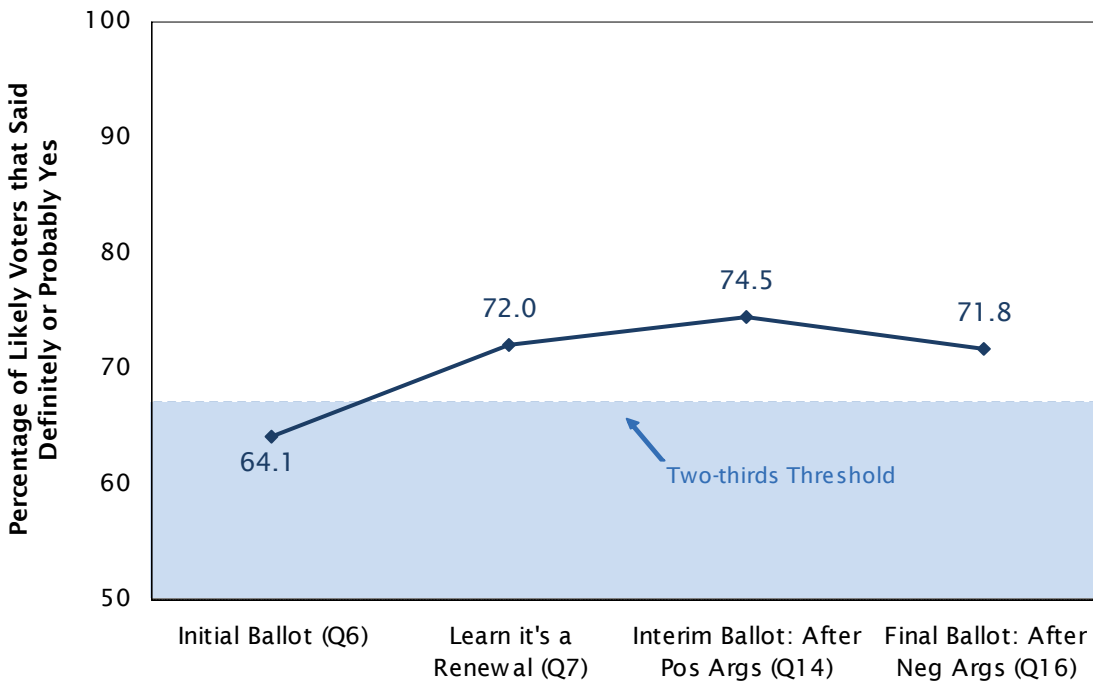
Whereas Figure 23 plots the net change in support for the measure over the course of the interview, Table 6 displays the individual-level changes that occurred between the Initial and Final Ballot Tests. On the left side of the table is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the table depict movement within each response group (row) based on the information provided through-

out the course of the survey as recorded by the Final Ballot Test. For example, of the 36% of respondents who indicated that they would definitely support the measure at the Initial Ballot Test, 30.9% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 4% moved to the probably support group, 0.3% moved to the probably oppose group, 0.4% moved to the definitely oppose group, and 0.5% percent stated that they were now unsure of their vote choice.

To ease interpretation of the table, the cells are color coded. Red highlighted cells indicate declining support, green indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, white numbers indicate a fundamental change in the vote: from support to oppose, oppose to support, or not sure to either support or oppose.

TABLE 6 MOVEMENT BETWEEN INITIAL AND FINAL BALLOT TEST

Initial Ballot Test (Q6)		Final Ballot Test (Q16)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	No opinion
Definitely support	36.0%	30.9%	3.9%	0.3%	0.4%	0.5%
Probably support	28.1%	12.2%	12.6%	1.6%	0.5%	1.2%
Probably oppose	9.3%	1.2%	3.2%	3.1%	1.2%	0.8%
Definitely oppose	21.2%	1.7%	2.6%	2.3%	13.9%	0.7%
No opinion	5.3%	1.4%	2.1%	0.5%	0.3%	1.1%

As one might expect, the information had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably support or probably oppose). Moreover, Table 6 makes clear that although some voters moved in a more supportive direction and some in a less supportive direction in response to the information they learned during the interview, the dominant pattern was in the positive direction.

Finally, Table 7 provides an even closer look at how support for the measure changed over the course of the interview by showing subgroup support at the Final Ballot Test and the percentage change in support that occurred when compared to the Interim and Initial Ballot Tests. If support for the measure increased, the positive percentage difference appears in green. On the other hand, if support for the measure declined, the negative percentage difference appears in red.

The most striking pattern shown in Table 7 is that the general increase in support for the measure between the Initial and Final Ballot Tests found among respondents as a whole was also shared to some degree by each of the identified subgroups. In other words, regardless of subgroup category, *every* group of voters found reason to increase their support for the proposed measure between the Initial and Final Ballot Tests. Moreover, although all but one subgroup decreased their support from the Interim Ballot Test to the Final Ballot Test based on the negative arguments, the magnitude of this change was generally much smaller than the positive change between the Initial and Final Ballot Test.

TABLE 7 FINAL BALLOT TEST BY VOTER DEMOGRAPHICS

		Approximate % of Likely November 2006 Universe	Final Ballot Test Probably or Definitely Yes	Support Change from Interim Ballot Test (Q14)	Support Change from Initial Ballot Test (Q6)
Overall		100%	71.8%	-2.7%	+7.7%
Region of County	South Coast	57%	75.2%	-2.6%	+6.1%
	Santa Ynez	8%	66.5%	-2.0%	+6.8%
	Lompoc Valley	11%	71.5%	-3.7%	+15.2%
	Santa Maria Valley	24%	65.8%	-2.6%	+8.1%
Years in Santa Barbara County (QD1)	Less than 5	10%	79.9%	-2.2%	+9.8%
	5 to 9	11%	76.6%	-5.1%	+8.0%
	10 to 14	10%	75.5%	-0.6%	+14.1%
	15 or more	68%	69.4%	-2.6%	+6.4%
Children in Home (QD2)	Yes	25%	72.7%	-3.1%	+10.9%
	No	74%	71.8%	-2.5%	+6.8%
Environmentalist (QD3)	Yes, strong	25%	77.2%	-3.0%	+1.6%
	Yes, moderate	44%	74.2%	-3.4%	+7.5%
	No	29%	64.3%	-1.9%	+12.7%
Regularly Commute (QD4)	Yes	49%	74.6%	-3.1%	+9.5%
	No	50%	69.3%	-2.0%	+6.0%
Average Daily Commute (QD5)	10 minutes or less	12%	74.1%	-5.4%	+12.3%
	11 to 29 minutes	13%	73.9%	-2.0%	+9.7%
	30 to 59 minutes	12%	75.5%	-3.2%	+8.0%
	60 or more minutes	10%	74.1%	-1.9%	+7.9%
Household Income (QD7)	Less than $25K	13%	80.7%	-4.8%	+9.0%
	$25K to $49K	24%	79.2%	-3.1%	+5.7%
	$50K to $74K	21%	72.4%	+1.0%	+9.8%
	$75K to $99K	20%	71.2%	-0.1%	+12.0%
	$100K to $149K	14%	71.7%	-2.1%	+7.5%
	$150K+	8%	65.2%	-4.0%	+3.6%
Gender	Male	47%	67.1%	-1.1%	+5.3%
	Female	53%	75.9%	-4.2%	+9.7%
Age	18 to 29	10%	79.1%	-3.9%	+8.9%
	30 to 39	9%	78.8%	-2.1%	+13.0%
	40 to 49	19%	72.9%	-2.9%	+8.2%
	50 to 64	32%	66.4%	-2.7%	+4.4%
	65 or older	30%	72.3%	-2.4%	+8.9%
Times Voted in Last Seven Elections	Less than three	6%	83.7%	-4.0%	+13.7%
	Three to five	35%	74.4%	-3.8%	+7.7%
	Six or seven	59%	69.1%	-1.8%	+7.1%
Home Owner	Yes	66%	68.3%	-1.9%	+8.0%
	No	34%	78.7%	-4.1%	+7.2%

R ELATED I SSUES

Toward the conclusion of the interview, several questions were asked of respondents regarding issues that are directly or indirectly related to a Measure D renewal.

The first question in this series was designed to gauge how voters' opinions about renewing Measure D may be affected by a potential constitutional amendment proposed by Governor Schwarzenegger that would require the state sales tax on gasoline be used only for transportation improvements -- even if the governor declares a fiscal emergency. As shown in Figure 24, this information had a modest impact on overall support for the measure when compared to the Final Ballot Test. Whereas 72% of respondents indicated that they would support a Measure D renewal prior to hearing about the gas tax proposition (see Figure 22), 67% indicated that they would support a Measure D renewal after hearing this information.

Question 17 *For the past several years, the State has used the money raised by the state gas tax to deal with the budget crisis rather than fund transportation improvements. In 2006, voters may be asked to vote on a measure that would require that the state sales tax on gasoline be used only for transportation improvements - even if the governor declares a fiscal emergency. Knowing this, would you vote yes or no on renewing Santa Barbara's Measure D sales tax to fund transportation projects and programs? (Get answer, then ask): Would that be definitely (yes/no) or probably (yes/no)?*

FIGURE 24 SUPPORT WITH CONSIDERATION OF POSSIBLE STATE GAS SALES TAX MEASURE
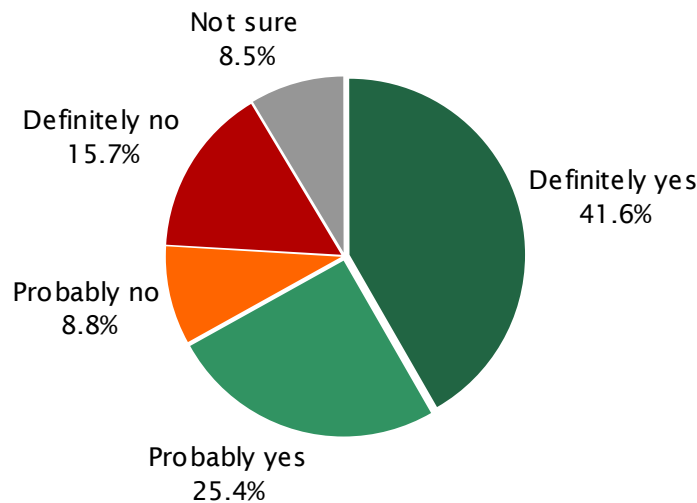
ADDITIONAL LANES ON 101 Assuming that lanes are added to the 101 Freeway as part of a Measure D renewal, regional transportation planners were interested in gauging voters' preferences regarding the type of lanes that may be added. In Question 18, respondents were asked whether they would prefer general purpose lanes (which any vehicle can use), carpool lanes (which are restricted to carpools, buses and other high-occupancy vehicles), or that no additional lanes be added to the 101 Freeway. As shown in Figure 25, most voters (77%) indicated that they did prefer that lanes be added, whereas 19% preferred that lanes not be added to

the Freeway and 4% were unsure. As for the type of lane that could be added, respondents were rather evenly split between those who preferred general purpose lanes (38%) and those who preferred carpool lanes (39%). For the interested reader, Figure 26 shows how the responses to this question varied by region of the county, respondents' self-reported environmental stance, and whether the respondent regularly commutes to work or school.

Question 18 *If lanes are added to the 101 Freeway, they could be either general purpose lanes or carpool lanes. A general purpose lane is a lane that any vehicle can use. A carpool lane is reserved for carpools, buses and other high-occupancy vehicles. Which of these lane types would you prefer be added to the 101 Freeway, or do you prefer that no lanes be added?*

FIGURE 25 PREFERENCE FOR ADDITIONAL LANES ON 101
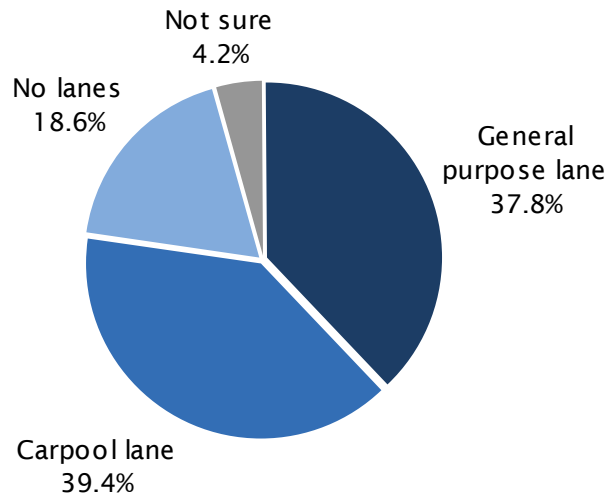
FIGURE 26 PREFERENCE FOR ADDITIONAL LANES ON 101 BY REGION OF COUNTY, ENVIRONMENTALIST, REGULARLY COMMUTE
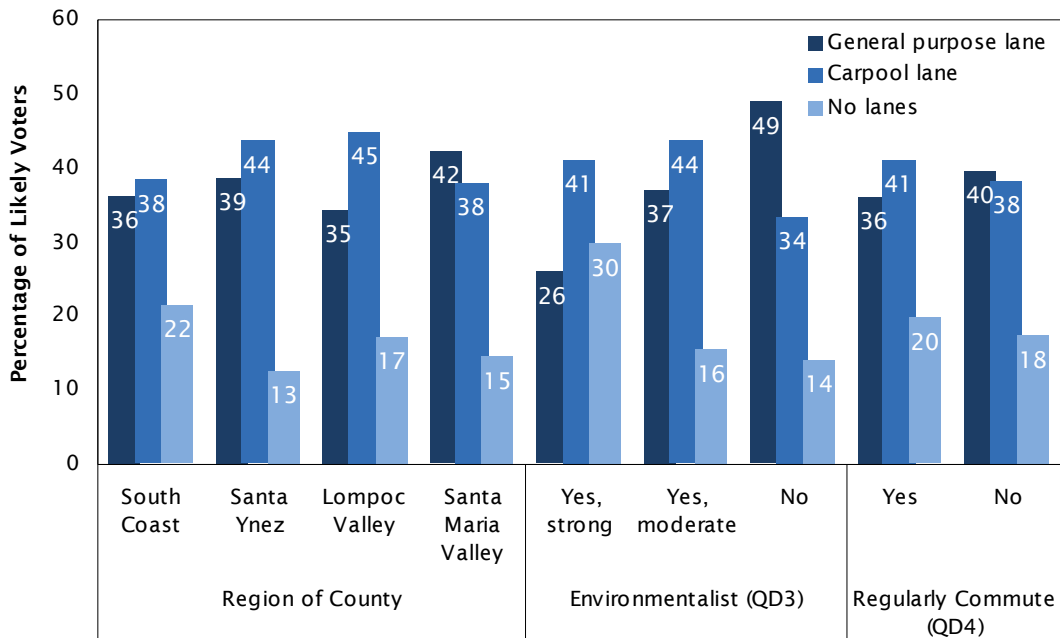
Continuing with the same topic, respondents were next asked their opinion regarding HOT (High Occupancy Toll) lanes, in which carpool lanes would be added to the 101 Freeway, but solo drivers could opt to use the lanes for a fee. The money generated from solo drivers who pay to use the lanes would then be used to fund the capital and operating costs associated with the toll lanes as well as related transportation improvements. Figure 27 makes clear that HOT lanes are not popular with Santa Barbara County voters. Nearly two-thirds (66%) oppose the concept when applied to the 101 Freeway.

Question 19 *Another option is to add a carpool lane, but allow solo drivers to use the lane for a fee. The money raised from solo drivers who choose to pay to use the lane can then be used to fund related transportation improvements. In general, do you favor or oppose allowing solo drivers to use carpool lanes for a fee?*

FIGURE 27 OPINION OF ALLOWING SOLO DRIVERS TO USE CARPOOL LANES FOR FEE

Not sure
4.6%

Favor
29.6%

Oppose
65.8%
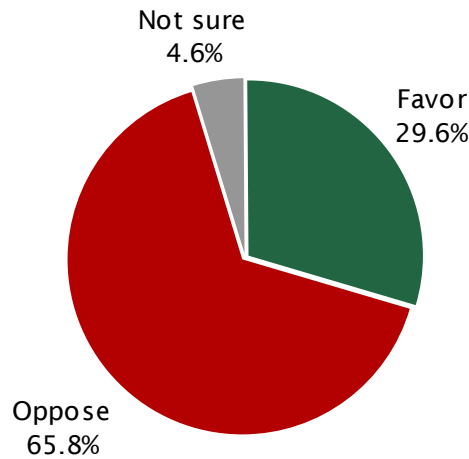
Figure 28 shows how voters opinions about HOT lanes varied across key subgroups. Although several subgroups displayed substantially higher than average support for the concept (e.g., those who commute 60 minutes per day or more), even among the most supportive groups the percentage who favored the HOT lane concept for the 101 Freeway did not reach a simple majority.

Related Issues

FIGURE 28 FAVOR ALLOWING SOLO DRIVERS TO USE CARPOOL LANES FOR FEE BY SELECT DEMOGRAPHICS
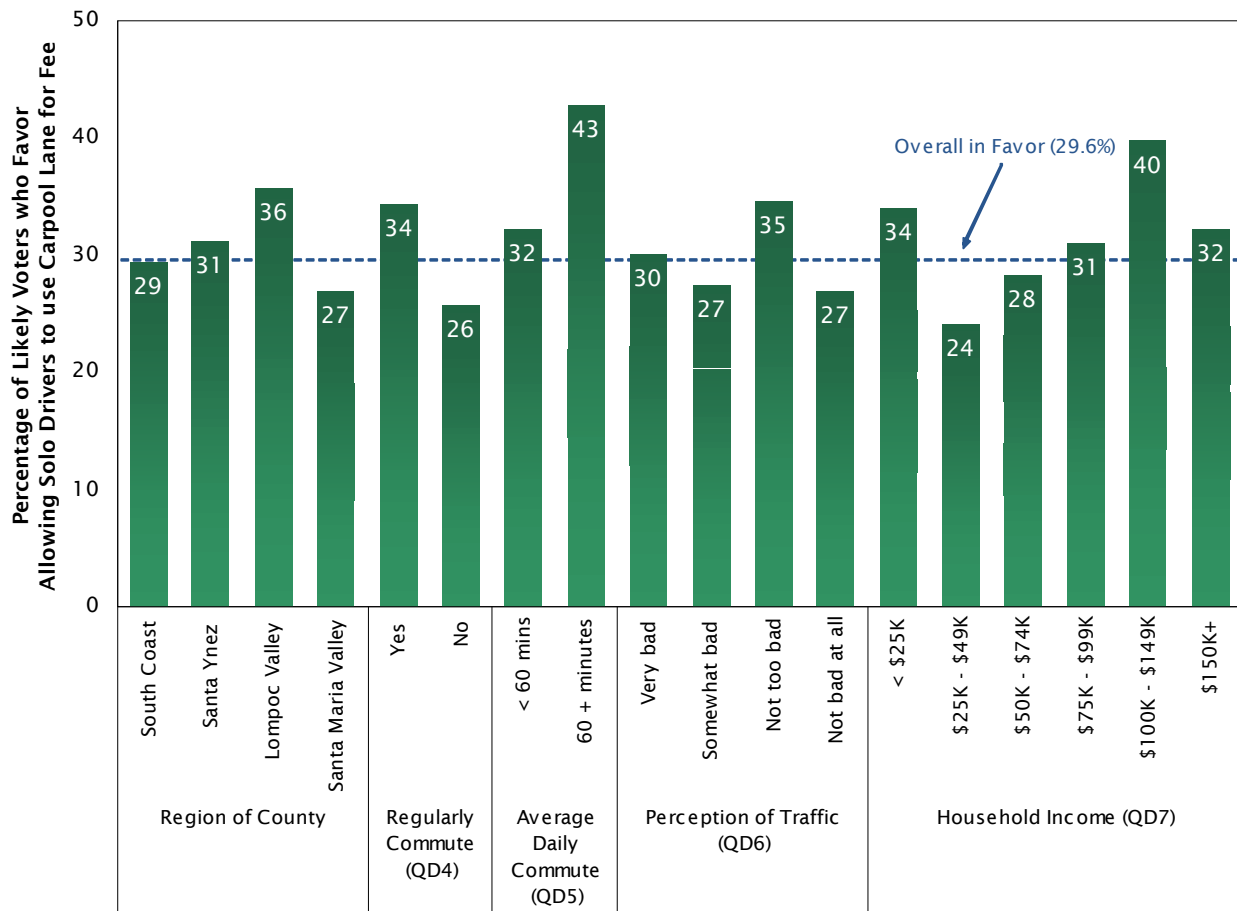
COUNTY SPLIT VOTE   The final substantive questions in this section addressed the June 2006 vote on whether Santa Barbara County should be split into two counties -- with the northern part of the County becoming Mission County. The first question simply asked respondents whether, prior to taking this survey, they were aware of the upcoming vote on this matter. As shown in Figure 29, the vast majority (83%) of respondents indicated that they were aware of the ballot issue prior to taking the survey. Moreover, Figure 30 shows that although awareness of the county split vote is high regardless of the region in which respondents lived, the same is not true when respondents are divided into age groups. Voters under the age of 30 were much less likely to be aware of the June 2006 county split ballot initiative when compared their older counterparts.

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Question 20 *Prior to taking this survey, were you aware that in June 2006 voters will be asked to vote on whether Santa Barbara County should be split into two counties -- with the northern part of the County becoming Mission County?*

FIGURE 29 HEARD ABOUT PROPOSED COUNTY SPLIT
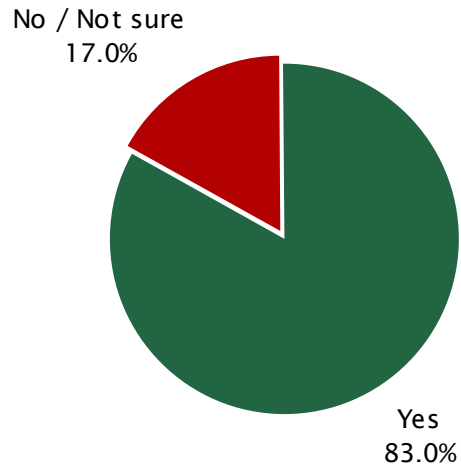
FIGURE 30 HEARD ABOUT PROPOSED COUNTY SPLIT BY REGION OF COUNTY AND AGE
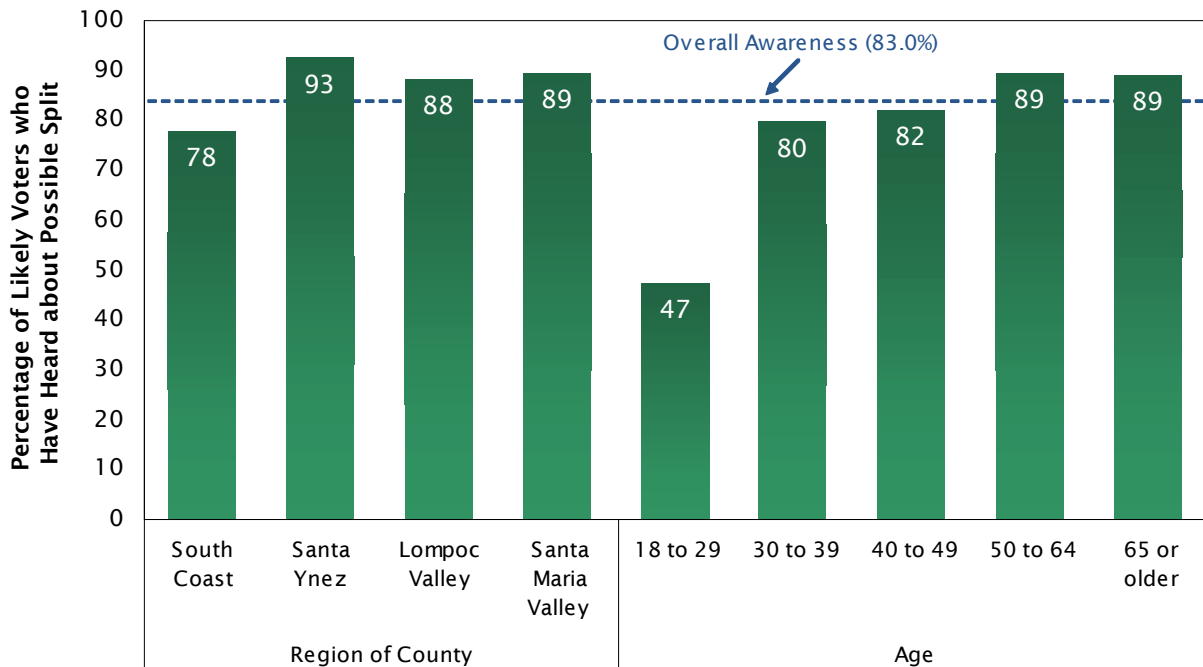
All respondents were next asked whether, at this point, they favored or opposed splitting Santa Barbara County into two separate counties -- or if they had no opinion either way. County-wide, more than half (59%) indicated that they opposed the split, 16% stated that they favored the split, and 26% were unsure of their position (see Figure 31). Moreover, as shown in Figure 32, opposition to the proposed county split was broad-based. Respondents overwhelmingly opposed the split regardless of county subregion, partisanship or age.

Question 21 *At this point, do you favor or oppose splitting Santa Barbara County into two separate counties, or do you not have an opinion either way?*

FIGURE 31 SUPPORT OR OPPOSE COUNTY SPLIT
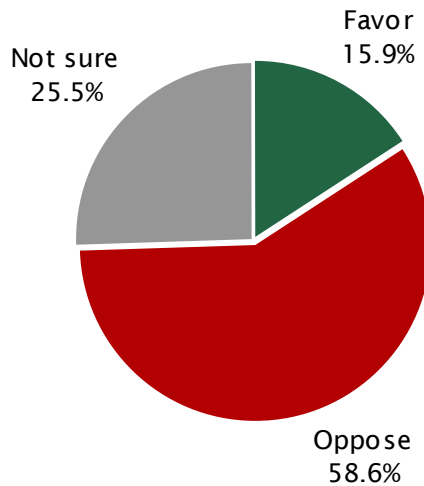
FIGURE 32 SUPPORT OR OPPOSE COUNTY SPLIT BY REGION OF COUNTY, PARTY, AGE
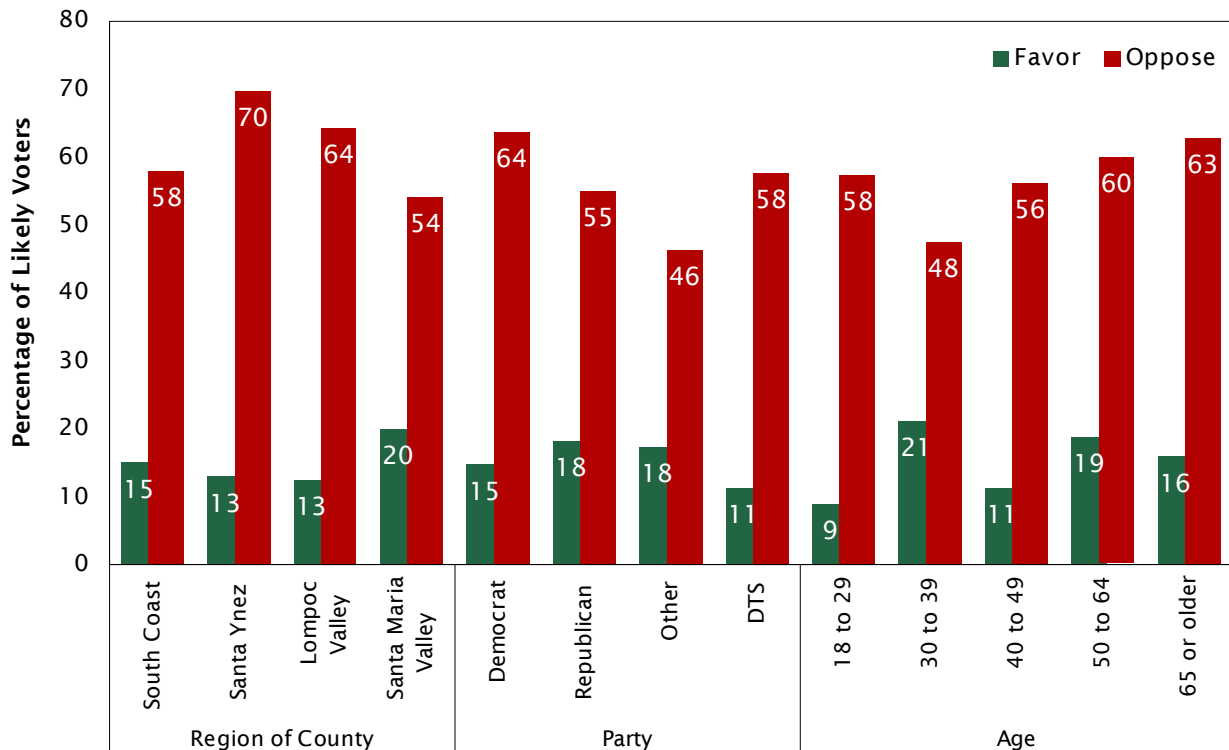
B A C K G R O U N D I N F O R M A T I O N

In addition to questions that were directly related to the proposed Measure D renewal, the survey also asked several questions to gather demographic and background information. The results of these questions are contained in Table 8.

TABLE 8 BACKGROUND AND DEMOGRAPHIC INFORMATION

Total Respondents	1134
QD1 Years in Santa Barbara County	
Less than 5	9.6%
5 to less than 10	10.9%
10 to less than 15	10.3%
15 or more	67.9%
Refused	1.3%
QD2 Children under 18 in home	
None	73.5%
One	10.0%
Two	10.7%
Three or more	4.4%
Refused	1.4%
QD3 Consider self to be an environmentalist	
Yes, strong	24.6%
Yes, moderate	43.7%
No	29.5%
Refused	2.3%
QD4 Regularly commute to work or school	
Yes	48.6%
No	50.0%
Refused	1.4%
QD5 Average duration of daily commute	
10 minutes or less	12.3%
11 to 29 minutes	13.5%
30 to 59 minutes	12.0%
60 or more minutes	10.3%
QD6 Perception of traffic in County	
Very bad	21.0%
Somewhat bad	41.1%
Not too bad	25.9%
Not bad at all	9.2%
Not sure / Refused	2.9%
QD7 Household income	
Less than $25K	10.5%
$25K to $49K	19.2%
$50K to $74K	17.4%
$75K to $99K	16.3%
$100K to $149K	11.4%
$150K to $199K	3.1%
$200K+	3.2%
Not sure	2.0%
Refused	16.8%

METHODOLOGY

The following sections outline the methodology employed in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT   Dr. McLarney of True North Research worked closely with staff from SBCAG and local agencies, Tramutola LLC and Terrain Consulting to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

CATI & PRE-TEST   Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live interviewers when conducting the interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and also by dialing into random voter households in Santa Barbara County prior to formally beginning the survey.

SAMPLE AND WEIGHTING   The survey was administered to a stratified and clustered random sample of 1,134 registered voters in Santa Barbara County who are likely to participate in the November 2006 election. The sample was developed in several stages. First, all individuals who based on their registration status and voting history were expected to participate in the November 2006 election were identified as the universe. Because of the research objectives that motivated this study and our collective interest in being able to make reliable estimates of opinions not only county-wide, but also within and between County subregions, the universe was then divided into four subregions -- South Coast Region, Santa Ynez Region, Lompoc Valley Region and the Santa Maria Region. Within each subregion, the universe of voters was then stratified by gender, age, area and partisanship and the appropriate number of clusters was developed, each representing a particular combination of these variables. Voters were then randomly selected into clusters based on their respective profiles.

To allow for statistically reliable estimates within each of the four subregions, a strategic over-sampling strategy was employed in which subregions that would receive relatively few interviews if they were distributed proportionately based on voter population (i.e., Santa Ynez Region and Lompoc Valley Region) were provided with additional interviews. The survey data were then weighted based on the population of likely November 2006 voters to adjust for the strategic oversampling. The strategic oversample allows for statistically reliable estimates within each of the four subregions, whereas weighting the data ensures that the survey results are representative of the likely November 2006 electorate for the County as a whole as well as within subregions.

MARGIN OF ERROR   By using the probability-based sampling design noted above, True North ensured that the final sample was representative of Santa Barbara County voters who are likely to participate in the November 2006 election. The results of the sample can thus be used

to estimate the opinions of *all* likely November 2006 voters in the County. Because not all voters participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,134 voters for a particular question and what would have been found if all 133,365 likely November 2006 voters identified in the County had been surveyed for the study.

FIGURE 33 PLOT OF MAXIMUM STATISTICAL MARGIN OF ERROR
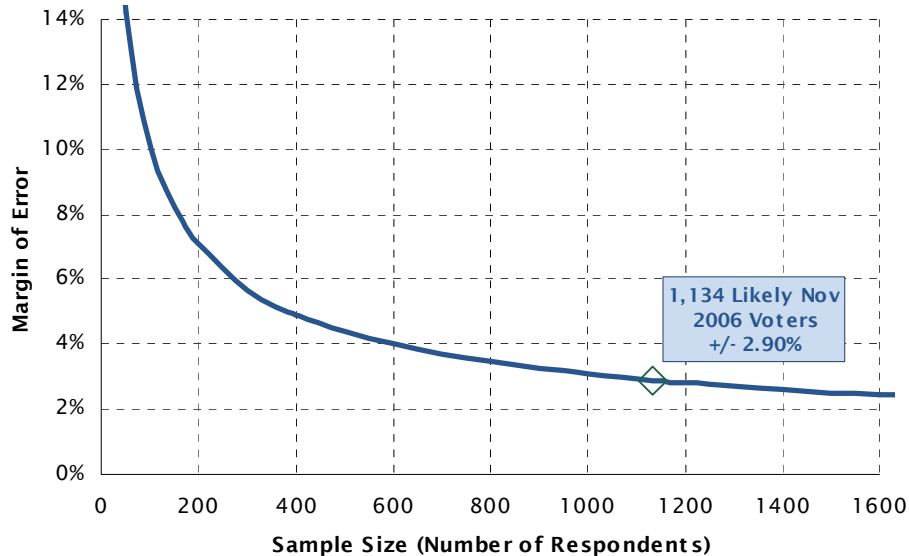
Figure 33 provides a graphic plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is 2.90%.

Within this report, figures and tables show how responses to certain questions varied by subgroups such age, gender, and position at the Initial Ballot Test. Figure 33 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION   Interviews were conducted via telephone during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between July 27 to August 5, 2005. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. Interviews averaged 23 minutes in length.

DATA PROCESSING   Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and cross-tabulations. As discussed in the *Sample* section, the final data were weighted to adjust for the strategic

over-sample of subregions within the County to accurately represent the likely November 2006 voter population of the County as a whole.

ROUNDING   Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question. This is because statistical software requires pie charts to sum to exactly 100%.

True North RESEARCH   **TRAMUTOLA**
THE DISCIPLINE OF WINNING

SBCAG Measure D
Final Toplines
August 2005

Section 1: Introduction to Study

Hi, may I please speak to _____. Hi, my name is _____ and I'm calling on behalf of TNR, a public opinion research firm. We're conducting a survey concerning issues in Santa Barbara County and I'd like to get your opinions.

If needed: This is a survey about important issues in Santa Barbara County – I'm NOT trying to sell anything.
If needed: The survey should take no more than 15 minutes to complete.
If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, this survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to the measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Importance of Issues

Q1	To begin, what would you say is the most important problem in Santa Barbara County that you would like government leaders to solve? [Verbatim responses coded into the categories below.]	
	Traffic / Transportation in general	19%
	Cost, availability of housing	17%
	Not sure / No problems	9%
	Public safety / Crime / Drugs	5%
	County split / North-South issues	5%
	Government priorities / leadership	5%
	Education / Schools	4%
	Immigration / Illegal aliens	4%
	Overcrowding / Growth	4%
	Homeless	4%
	Environment	4%
	Cost of living	3%
	Road maintenance, repair	2%
	Jobs / Local economy	2%
	Public transit	2%
	Development / Land use / Planning	2%
	Taxes	2%
	Health care / Medical funding	1%
	Preservation of open space	1%
	Casino / Reservations	1%

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Q2	Next, I'm going to read a list of issues facing Santa Barbara County and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important. Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?						
	Split Sample *Sample A gets items A-E* *Sample B gets items F-J*						
	Randomize	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
A	Protecting the environment	29%	41%	25%	5%	0%	0%
B	Preserving open space	23%	42%	28%	7%	1%	0%
C	Reducing traffic congestion	29%	44%	23%	3%	0%	0%
D	Limiting growth and development	17%	36%	32%	13%	2%	0%
E	Maintaining local streets and roads	20%	54%	25%	1%	0%	0%
F	Making housing more affordable	32%	36%	19%	12%	2%	0%
G	Improving education	33%	40%	19%	5%	2%	1%
H	Reducing crime	24%	41%	28%	5%	1%	0%
I	Preventing tax increases	23%	35%	28%	13%	1%	0%
J	Improving the healthcare system	22%	36%	29%	8%	4%	0%

Section 3: Awareness of Measure D				
Q3	Okay, let me change gears a bit. Have you ever heard of Measure D?			
	1	Yes	15%	*Ask Q4*
	2	No / Not sure	85%	*Skip to Q6*
	99	Refused	0%	*Skip to Q6*
Q4	What have you heard about Measure D? *Don't read items. Multiple responses allowed.*			
	1	Any mention of transportation projects (such as roads, freeways, traffic, public transportation)	40%	
	2	Mentions sales tax / Measure on upcoming ballot	30%	
	3	Mentions SBCAG – Santa Barbara County Association of Governments	3%	
	4	Mentions "Progress as Promised" slogan/seen Measure D signs	1%	
	5	Other	9%	
	99	Not sure / Refused	40%	
Q5	Generally speaking, would you say you have a favorable or unfavorable opinion of Measure D, or do you have no opinion either way? *Get answer and ask:* Would that be very or somewhat favorable / unfavorable?			
	1	Very favorable	21%	
	2	Somewhat favorable	13%	
	3	Somewhat unfavorable	4%	
	4	Very unfavorable	7%	
	98	Don't Know/Not Sure	55%	
	99	Refused	0%	

Section 4: Initial Ballot Test				
Q6		Next year, Santa Barbara County voters will get to vote on a number of State and local issues. Let me read you one of the measures that may be on the ballot: In order to: • Relieve traffic congestion • Reduce traffic accidents and improve pedestrian safety • Improve and maintain the region's highways and freeways • Maintain local streets and roads • Expand and improve the public transit system, and • Provide additional bicycle and pedestrian facilities Shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?		

	1	Definitely Yes	36%
	2	Probably Yes	28%
	3	Probably No	9%
	4	Definitely No	21%
	98	Don't Know/Not Sure	5%
	99	Refused	0%

Q7	Santa Barbara County already has a one-half cent sales tax for transportation projects called Measure D that was approved by voters in 1989 and is due to expire in 2010. The proposed measure I just mentioned would NOT raise the sales tax in the County. It would only extend the existing Measure D sales tax beyond the year 2010. Knowing this, would you vote yes or no on this measure? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	49%	*Skip to Q9*
	2	Probably Yes	23%	*Skip to Q9*
	3	Probably No	8%	*Ask Q8*
	4	Definitely No	16%	*Ask Q8*
	98	Don't Know/Not Sure	4%	*Ask Q8*
	99	Refused	0%	*Ask Q8*

Q8	If Measure D were extended for 20 years rather than 30 years, would you vote yes or no on this renewal measure? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely Yes	1%
	2	Probably Yes	6%
	3	Probably No	22%
	4	Definitely No	59%
	98	Don't Know/Not Sure	11%
	99	Refused	0%

Section 5: General Project & Program Priorities							
Q9	Next, I'm going to read you four categories of transportation projects and programs that could be funded if Measure D is renewed. As I read each category, tell me whether you think it should be a high, medium or low priority for funding assuming that voters approve the measure. If you think the category should not receive any funding even if Measure D is renewed, please say so. Also, please keep in mind that not all of the four categories can be high priorities. Here is the (first/next) one: _____. Should this category be a high, medium or low priority for funding – or should this category not be funded?							
	Randomize	High Priority	Medium Priority	Low Priority	Should not receive funding	No Opinion	Refused
A	Projects and programs that will relieve traffic congestion on freeways, highways and major streets	60%	27%	8%	4%	1%	0%
B	Projects and programs that will improve the safety of drivers, bicyclists and pedestrians	34%	40%	17%	6%	2%	0%
C	Projects and programs that will maintain and repair existing transportation infrastructure – like street repair and maintenance programs.	51%	40%	7%	2%	0%	0%
D	Projects and programs that provide and encourage the use of alternative transportation – like trains, buses, bikes and walking	46%	31%	17%	5%	0%	0%
Q10	Of the four categories I just mentioned – projects that relieve traffic congestion, those that improve public safety, those that maintain our existing infrastructure, and those that provide alternative forms of transportation – which do you think should be the highest priority for future funding?						
	1	Relieve traffic congestion		31%			
	2	Improve safety		12%			
	3	Maintain existing infrastructure		21%			
	4	Alternative forms of transportation		32%			
	98	Don't Know/Not Sure		3%			
	99	Refused		0%			

	Section 6: Specific Transportation Projects & Programs						
Q11	Next, I'd like to get your opinions about several *specific* projects & programs that could be funded by the measure. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? (*Get answer, if favor or oppose, then ask):* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Pave, maintain and repair local streets and roads	58%	33%	5%	2%	2%	0%
B	Widen 101 (one-o-one) from four lanes to six lanes from Santa Barbara to the Ventura (Ven-Terr-uh) County line	50%	19%	9%	16%	5%	0%
C	Widen 101 (one-o-one) from six lanes to eight lanes from Santa Barbara to Goleta (Go-Lee-Tuh)	26%	22%	18%	28%	6%	0%
D	Establish new commuter train service from Ventura (Ven-Terr-uh) to Goleta (Go-Lee-Tuh)	44%	25%	10%	10%	11%	0%
E	Increase bus service between Santa Barbara County and Ventura County	38%	31%	12%	8%	12%	0%
F	Improve bus service within the County so that it is easier to get around within cities as well as from one city to another	52%	32%	7%	5%	4%	0%
G	Implement programs that encourage carpooling, vanpooling, telecommuting and flexible work schedules	52%	29%	8%	6%	5%	0%
H	Provide travelers with timely information about traffic conditions using signs, the Internet, and a telephone hotline.	31%	36%	16%	11%	6%	0%
I	Improve freeway interchanges throughout the County, where needed	36%	41%	11%	6%	7%	0%
J	Provide reduced transit fares for seniors, the disabled and students	55%	29%	6%	6%	4%	0%
K	Replace broken sidewalks and construct new sidewalks to eliminate gaps in the system	39%	39%	11%	7%	4%	0%
L	Build transportation hubs that improve the connectivity of the bus, train and bike networks	41%	35%	10%	7%	8%	0%
M	Operate local shuttle services that circulate in downtown areas throughout the County	41%	37%	10%	7%	6%	0%
N	Expand and improve the network of bike paths and facilities throughout the region	36%	36%	12%	10%	6%	0%
O	Implement traffic calming measures to reduce vehicle speeds on neighborhood roads where needed	40%	33%	13%	8%	5%	0%
P	Create a safe streets program to provide kids with safe routes to walk and bike to school	57%	27%	7%	5%	3%	0%

		Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
Q	Make safety improvements to regional roads and highways, including highways 1, 246 (two-forty-six), 166 (one-sixty-six) and 154 (one-fifty-four).	48%	35%	6%	5%	6%	0%
R	Coordinate traffic signals at intersections to improve traffic flow and safety	59%	31%	4%	3%	2%	0%
S	Reduce noise caused by the 101 (one-o-one) Freeway and trains through the use of new technologies	18%	33%	21%	16%	11%	0%
T	Fund projects and programs that lessen the impacts of transportation, such as landscaping and beautification programs	20%	41%	20%	10%	8%	1%
U	Create a traffic management command center in the County to coordinate the government's response to bad weather and natural disasters	29%	31%	16%	15%	9%	1%
V	Maintain street trees and urban forestry programs	39%	37%	11%	7%	5%	0%
W	Repair and replace bridges to make them earthquake safe	51%	33%	7%	5%	4%	1%
X	Construct new local roads to improve connectivity and traffic flow	31%	37%	16%	10%	6%	0%

Section 7: Local Projects & Programs							
Q12	Next, I'd like to get your opinions about several *local* projects & programs that could be funded by the measure. If the measure passes, would you favor or oppose using some of the money to: _____, or do you not have an opinion? (*Get answer, if favor or oppose, then ask):* Would that be strongly (favor/oppose) or somewhat (favor/oppose)?						
	Randomize	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
Area 1 Voters Only (S. Coast Region)							
A	Expand the electric shuttle service	35%	35%	12%	7%	10%	0%
B	Beautify and restore Hollister Avenue in old town Goleta (Go-Lee-Tuh)	22%	35%	19%	15%	8%	0%
C	Improve the 101 (one-o-one) interchanges at Mission and Castillo (Ca-Stee-oh)	28%	35%	16%	10%	11%	0%
D	Improve the freeway access to Cottage Hospital	31%	36%	15%	10%	8%	0%
E	Build new bridges over the 101 (one-o-one) to provide better access and community connectivity	16%	32%	24%	17%	11%	0%
F	Improve the 101 (one-o-one) interchanges at Linden Avenue and Casitas (Ca-see-tus) Pass Road	14%	30%	19%	12%	25%	0%

Area 2 Voters Only (Santa Ynez Region)							
A	Build a round-a-bout on Highway 154 (one-fifty-four) at Edison and Baseline	22%	13%	17%	44%	5%	0%
B	Beautify Copenhagen Drive in Solvang	15%	21%	22%	36%	6%	0%
C	Make traffic calming and safety improvements on Highway 246 (two-forty-six) in Buellton (Byul-ton) and Solvang	44%	24%	17%	9%	6%	0%
D	Build the Alamo Pintado (Pin-todd-o) bike bridge on Highway 246 (two-forty-six)	24%	26%	18%	23%	9%	0%
Area 3 Voters Only (Lompoc Valley Region)							
A	Extend Central Avenue across the Santa Ynez (E-nez) River and connect it to Highway 246 (two-forty-six)	51%	20%	5%	15%	9%	0%
B	Make safety improvements on Highway 1	61%	25%	5%	4%	5%	0%
C	Widen Highway 246 (two-forty-six) to four lanes	53%	22%	8%	12%	5%	0%
Area 4 Voters Only (Santa Maria Region)							
A	Improve the 101 (one-o-one) interchange at Broadway	38%	23%	15%	7%	16%	1%
B	Slow traffic and make pedestrian safety improvements on Broadway and Main	45%	24%	15%	10%	6%	1%
C	Widen the 101 (one-o-one) Santa Maria River Bridge	67%	15%	6%	6%	6%	0%
D	Build grade separation at rail crossings in Guadalupe (Gwa-da-lu-pay) so that trains do not block traffic and emergency vehicles	38%	30%	13%	7%	11%	0%

What I'd like to do now is tell you what some people are saying about the measure.								
Split Sample *Sample A gets items A-H* *Sample B gets items I-P*								
Section 8: Positive Arguments								
Q13	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?							
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	All of the money raised by Measure D will be spent only in Santa Barbara County	48%	33%	13%	3%	3%	0%
B	The measure does not increase taxes in Santa Barbara County, it simply renews the sales tax approved by County voters in 1989	47%	28%	17%	3%	5%	0%

C	The measure will help reduce traffic congestion and make traveling in Santa Barbara County much easier and safer	34%	44%	17%	3%	2%	0%
D	There will be a clear system of accountability, including a Citizen's Oversight Committee and annual independent audits to ensure that the money is spent appropriately	33%	39%	19%	5%	3%	0%
E	Up to 50% of the money used to maintain and repair local streets and roads comes from Measure D. If the Measure is not renewed, roads throughout the County will fall into disrepair.	34%	32%	23%	7%	2%	0%
F	Measure D will be designed so that all areas of the County will receive their fair share of funding.	28%	39%	21%	7%	4%	0%
G	Without Measure D, transportation options being considered to find new and alternative ways of reducing congestion on our roads and freeways will not have the necessary funding to be implemented.	25%	39%	24%	6%	5%	0%
H	Unlike state and federal funds, which can be cut or reduced any time, Measure D is dedicated to the transportation needs of Santa Barbara County. Measure D funding can not be taken away by politicians in Sacramento or Washington to be used for other purposes.	45%	32%	15%	5%	3%	0%
I	Local communities will be able to determine how a large portion of the money is spent, which ensures that local priorities come first	27%	45%	19%	6%	4%	0%
J	The measure will make it safer for children when they walk and ride their bikes to school	30%	40%	22%	6%	2%	0%
K	If Measure D is renewed, it will allow Santa Barbara County to secure about 400 million dollars in State and Federal matching money that otherwise will go to another County.	41%	34%	14%	4%	6%	0%
L	Ninety-nine percent (99%) of the money will be used to fund projects and programs. Only 1% will be used for administration.	34%	28%	20%	15%	3%	0%
M	Measure D has been a critical source of money for maintaining and repairing local roads, providing transit services, and making safety improvements to highways and freeways. These programs will be discontinued or will be dramatically cut back if Measure D is not renewed.	38%	35%	17%	5%	5%	0%

N	If Measure D is not renewed, local cities and the County will be forced to take money from other important areas – like public safety, libraries, and parks and recreation – to help fund transportation programs.	30%	32%	26%	9%	3%	0%
O	Reducing traffic congestion on local highways and the 101 (one-o-one) Freeway depends on Measure D being renewed.	28%	39%	22%	7%	3%	0%
P	Renewing Measure D will ensure that Santa Barbara County's most pressing transportation needs are met without raising taxes	31%	36%	22%	8%	4%	0%

Section 9: Interim Ballot Test		
Q14	Sometimes people change their mind about a ballot measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again: In order to: • Relieve traffic congestion • Reduce traffic accidents and improve pedestrian safety • Improve and maintain the region's highways and freeways • Maintain local streets and roads • Expand and improve the public transit system, and • Provide additional bicycle and pedestrian facilities Shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely Yes	50%
	2	Probably Yes	25%
	3	Probably No	6%
	4	Definitely No	15%
	98	Don't Know/Not Sure	4%
	99	Refused	0%

	Section 10: Negative Arguments						
Q15	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	Randomize	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	This measure will encourage growth and eventually make Santa Barbara County look like Los Angeles	16%	24%	47%	10%	3%	0%
B	Measure D did not deliver the transportation improvements promised, so we should not extend the tax	20%	33%	31%	5%	12%	0%
C	Local government can't be trusted with this tax. They will mismanage the money or spend it on their own pet projects	23%	31%	36%	7%	4%	0%
D	This sales tax will be unfair to the poor and older people on fixed incomes	15%	27%	48%	7%	2%	0%
E	Measure D is bad for the environment because it subsidizes car drivers.	6%	20%	58%	11%	4%	0%
F	It isn't fair to ask voters to pay for transportation improvements when developers are the ones who have created the problem.	17%	26%	46%	8%	3%	0%
G	Local taxes shouldn't be used to pay for state highways and freeways. That is the State's responsibility.	23%	35%	33%	4%	4%	0%
H	The construction needed to build these projects will be messy, will drag out for years, and will just make traffic congestion worse	17%	28%	45%	7%	3%	0%

Section 11: Final Ballot Test

Q16	Now that you have heard more about the measure, let me read you a summary of it one more time: In order to: • Relieve traffic congestion • Reduce traffic accidents and improve pedestrian safety • Improve and maintain the region's highways and freeways • Maintain local streets and roads • Expand and improve the public transit system, and • Provide additional bicycle and pedestrian facilities Shall the Santa Barbara County Association of Governments be authorized to renew a one-half cent sales tax, not to exceed 30 years, to fund transportation improvements? If the election were held today, would you vote yes or no on this measure? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	47%
	2	Probably Yes	25%
	3	Probably No	8%
	4	Definitely No	16%
	98	Don't Know/Not Sure	4%
	99	Refused	0%

Section 12: Intervening Issues

Q17	For the past several years, the State has used the money raised by the state gas tax to deal with the budget crisis rather than fund transportation improvements. In 2006, voters may be asked to vote on a measure that would require that the state sales tax on gasoline be used only for transportation improvements – even if the governor declares a fiscal emergency. Knowing this, would you vote yes or no on renewing Santa Barbara's Measure D sales tax to fund transportation projects and programs? *(Get answer, then ask):* Would that be definitely (yes/no) or probably (yes/no)?		
	1	Definitely Yes	42%
	2	Probably Yes	25%
	3	Probably No	9%
	4	Definitely No	16%
	98	Don't Know/Not Sure	8%
	99	Refused	0%

Q18	If lanes are added to the 101 (one-o-one) Freeway, they could be either general purpose lanes or carpool lanes. A general purpose lane is a lane that any vehicle can use. A carpool lane is reserved for carpools, buses and other high-occupancy vehicles. Which of these lane types would you prefer be added to the 101 (one-o-one) Freeway, or do you prefer that no lanes be added?	
	1	General Purpose Lane	38%
	2	Carpool Lane	39%
	3	No Lanes	19%
	98	Don't Know/Not Sure	4%
	99	Refused	0%
Q19	Another option is to add a carpool lane, but allow solo drivers to use the lane for a fee. The money raised from solo drivers who choose to pay to use the lane can then be used to fund related transportation improvements. In general, do you favor or oppose allowing solo drivers to use carpool lanes for a fee?	
	1	Favor	30%
	2	Oppose	66%
	98	Don't Know/Not Sure	4%
	99	Refused	0%
Q20	Prior to taking this survey, were you aware that in June 2006 voters will be asked to vote on whether Santa Barbara County should be split into two counties – with the northern part of the County becoming Mission County?	
	1	Yes	83%
	2	No	16%
	99	Refused	1%
Q21	At this point, do you favor or oppose splitting Santa Barbara County into two separate counties, or do you not have an opinion either way?	
	1	Favor split	16%
	2	Oppose split	59%
	3	No opinion	25%
	99	Refused	0%

Section 14: Background/Demographics			
Thank you so much for your participation. I have just a few background questions for statistical purposes.			
D1	How long have you lived in Santa Barbara County?		
	1	Less than 1 year	0%
	2	1 year to less than 5 years	10%
	3	5 years to less than 10 years	11%
	4	10 years to less than 15	10%
	5	15 years or more	68%
	99	Refused	1%
D2	How many children under the age of 18 do you have living in your household?		
	0	None	74%
	1	One	10%
	2	Two	11%
	3	Three or more	4%
	99	Refused	1%
D3	Do you consider yourself to be an environmentalist? *If yes, ask:* Would that be a strong or a moderate environmentalist?		
	1	Yes, strong environmentalist	25%
	2	Yes, moderate environmentalist	44%
	3	No, not an environmentalist	29%
	99	Refused	2%
D4	Do you regularly commute to work or school?		

	1	Yes	49%	*Ask D5*
	2	No	50%	*Skip to D6*
	99	Refused	1%	*Skip to D6*

D5	On average, how many minutes do you spend commuting each day? *(If they are unsure or say 'it depends', ask them to estimate an average)* [Average daily commute: 38.9 minutes.]	
	10 minutes or less	26%
	11 to 29 minutes	28%
	30 to 59 minutes	25%
	60 or more minutes	22%

D6	Generally speaking, when you are traveling in Santa Barbara County, would you say the traffic congestion is very bad, somewhat bad, not too bad, or not bad at all?	
	1	Very bad	21%
	2	Somewhat bad	41%
	3	Not too bad	26%
	4	Not bad at all	9%
	99	Not sure / Refused	3%
D7	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.	
	1	Less than $25,000	10%
	2	$25,000 to $49,999	19%
	3	$50,000 to $74,999	17%
	4	$75,000 to $99,999	16%
	5	$100,000 to $149,999	11%
	6	$150,000 to $199,999	3%
	7	$200,000 or more	3%
	98	Not sure	2%
	99	Refused	17%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey!

Section 14: Post-Interview & Sample Items		
S1	Gender (*Determined by voice of respondent*)	
	1	Male	47%
	2	Female	53%
S2	Party	
	1	Democrat	42%
	2	Republican	41%
	3	Other	5%
	4	DTS	12%

S3	Age on Vote File		
	1	18-29	10%
	2	30-39	9%
	3	40-49	19%
	4	50-64	32%
	5	65 or older	30%
	99	Not Coded	0%
S4	Registration Date		
	2003 to 2005		23%
	2000 to 2002		17%
	1997 to 1999		13%
	1990 to 1996		23%
	Before 1990		24%
S5	Household Party Type		
	1	Single Dem	20%
	2	Dual Dem	13%
	3	Single Rep	13%
	4	Dual Rep	20%
	5	Single Other	9%
	6	Dual Other	4%
	7	Dem & Rep	7%
	8	Dem & Other	6%
	9	Rep & Other	6%
	0	Mixed (Dem + Rep + Other)	2%
S6	Zip Code		
	5-digit zip		Data on file
S7	Precinct		
	Precinct numbers		Data on file

S8	Voting History			
		Yes, Voted in Person	Yes, Voted by Mail	No, Didn't Vote
A	Primary Election 2000	44%	20%	36%
B	General Election 2000	46%	29%	24%
C	Primary Election 2002	38%	19%	43%
D	General Election 2002	46%	34%	20%
E	Recall Election 2003	49%	39%	12%
F	Primary 2004	46%	39%	15%
G	General 2004	50%	48%	2%

S9	Times Voted in Last Seven Elections	
0	None	0%
1	One	0%
2	Two	6%
3	Three	12%
4	Four	10%
5	Five	12%
6	Six	17%
7	Seven	42%

S10	Home Owner Flag	
1	Yes	66%
2	No	34%

S11	Sample	
	Sample A	50%
	Sample B	50%

S12	Region	
1	South Coast Region	57%
2	Santa Ynez Region	8%
3	Lompoc Valley Region	11%
4	Santa Maria Valley Region	24%