



**A COMMUNITY ATTITUDE SURVEY  
OF WASHTENAW COUNTY VOTERS  
REGARDING AATA**

**October 2009**

*A study conducted jointly by:*



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## Introduction

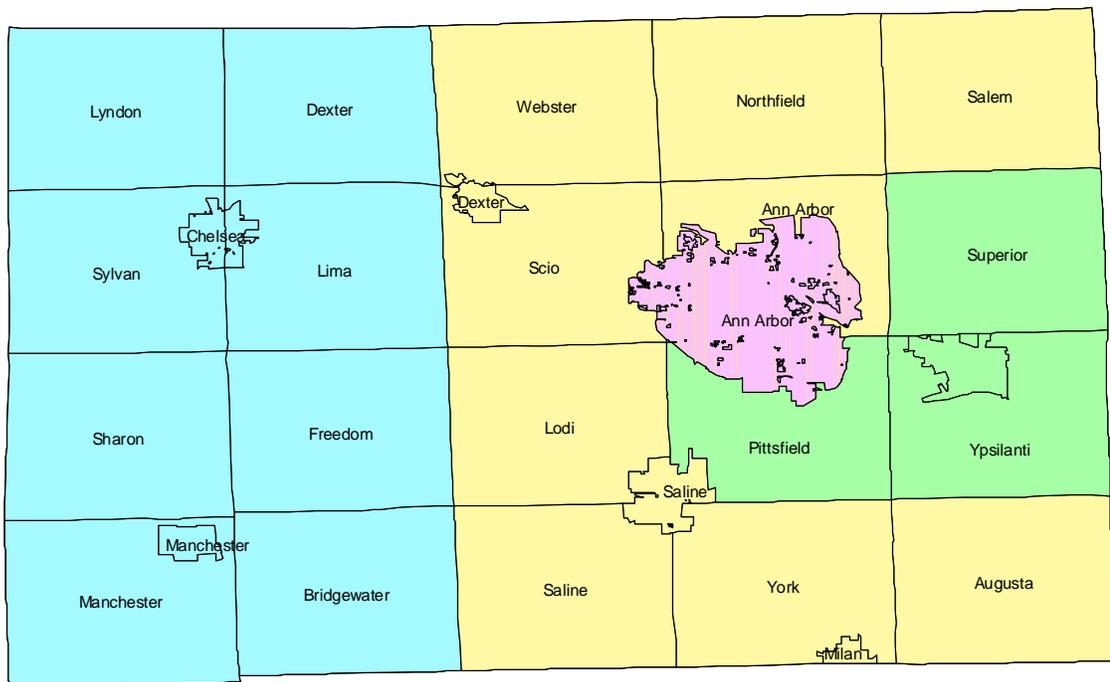
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## Survey Methodology

A total of 1,100 telephone interviews were completed with a random sample of registered voters in Washtenaw County between October 5 and 15, 2009.

- To best reflect the likely voter turnout in a 2010 election, a sample of voters who voted in two or more of the last four general elections was selected. In addition, all voters registered since January 2007 were also included.
- By design, Washtenaw County was divided into four regions.
  1. City of Ann Arbor
  2. Ypsilanti City and Township, and Pittsfield Township
  3. City of Saline and the eastern townships which include Webster, Northfield, Salem, Scio, Ann Arbor, Superior, Lodi, Milan, Saline, York and Augusta.
  4. City of Chelsea and the western townships including Lyndon, Dexter, Sylvan, Lima, Sharon, Freedom, Manchester and Bridgewater.

**Figure 1 Washtenaw County divided into analysis regions**



- To achieve a sampling error for each region of  $\pm 5.0\%$  at the 90% confidence level, a total of 275 interviews were completed in each of the four regions. The City of Ann Arbor was further divided into three regions by precinct based on voter turnout in the November 2006 general election to obtain a more accurate distribution of voters.

- Upon completion of the interviewing, the results were weighted by region based on the total number of ballots cast county-wide in the November 2006 general election as well as by gender and age in proportion to the county overall.
- With 1,100 respondents, the overall survey results have a margin of error of no more than  $\pm 2.95\%$  at the 95% confidence level.
- Throughout the report, percentages are rounded to the nearest whole percent. This results in the sum of some percentages equally 99% or 101%. This is not an error and should be ignored.

## ***Survey Purpose***

The survey had several purposes. They included:

1. Examining attitudes and behaviors in the background of a transit tax issue, including voters' opinions of quality of life in Washtenaw County, awareness and household use of AATA and the perceived importance of providing transit service in the county.
2. Measuring voters' support for a possible one mil property tax increase for AATA and their reasons for supporting or opposing a property tax, including the services that AATA could offer if the tax increase is approved by voters.
3. Testing various reasons to vote for or against a property tax increase for AATA in order to determine the obstacles for the tax issue and identify arguments that would help increase and strengthen support for it.

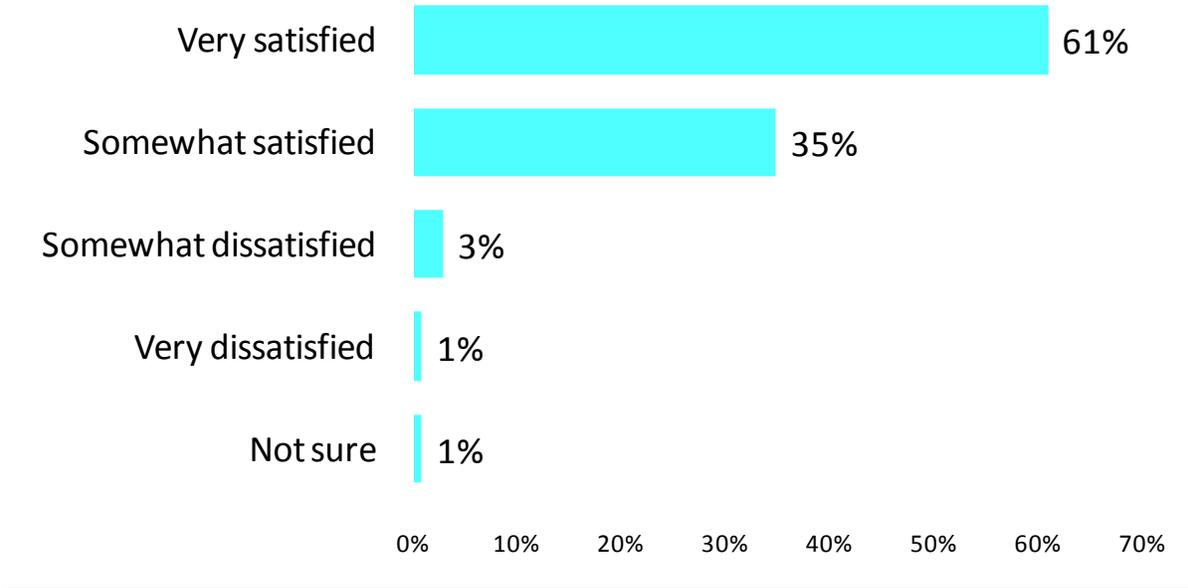
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**Background: Attitudes Toward Change of Quality of Life in  
Washtenaw County**

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## **Figure 2 Satisfaction with Washtenaw County**

Q1. Overall, how satisfied are you with Washtenaw County as a place to live?



### ***Satisfaction with living in Washtenaw County***

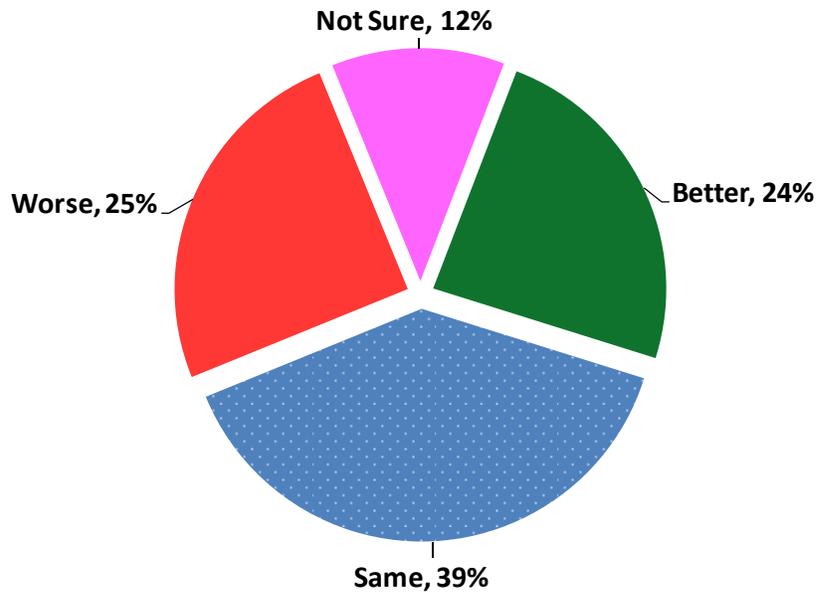
***Almost all voters are very or somewhat satisfied with Washtenaw County as a place to live.***

Residents' general satisfaction with the community often impacts their opinion of public agencies. As we can see from the figure above, a total of 96% are very or somewhat satisfied with Washtenaw County as a place to live. Of these, 61% are very satisfied and 35% are somewhat satisfied. Only 4% said they are somewhat or very dissatisfied with Washtenaw County. This is a very high level of satisfaction particularly given the current economic situation.

A large majority of voters in every demographic subgroup said they are satisfied with Washtenaw County as a place to live. (See Appendix B, page 2.) And in most cases, over half said they are very satisfied. The only exception was voters with incomes of less than \$30,000 (48% very satisfied). The percent very satisfied was still high, though slightly lower among residents in the Ypsilanti region (52%) and college students (52%).

### **Figure 3 Is Washtenaw County better, worse, same as five years ago?**

Q2 In your opinion, is Washtenaw County a better place to live than it was five years ago or is it a worse place to live?



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### ***Is the sense of movement locally positive or negative?***

***Voters are divided on whether Washtenaw County is a better or worse place to live today than it was five years ago.***

Almost one-fourth of voters (24%) said Washtenaw County is a **better** place to live today than it was five years ago while another fourth (25%) said it is a **worse** place to live today. A plurality (39%) voluntarily said that the county is about the same today as it was five years ago. The remaining 12% were not sure.

There was very little demographic variation on this question. (See Appendix B, page 3.) A plurality of most groups said the county is about the same today as it was five years ago, while the rest were divided between saying it is better or worse.

A few groups were slightly more likely to say the county is worse today compared to five years ago. They included:

- voters in the West townships (22% better compared to 31% worse)
- 35 to 49 year olds (18% to 27%)
- Republicans (19% to 29%)

Respondents aged 18 to 34 were the only group more likely to say the county is better than worse today (30% better to 12% worse).

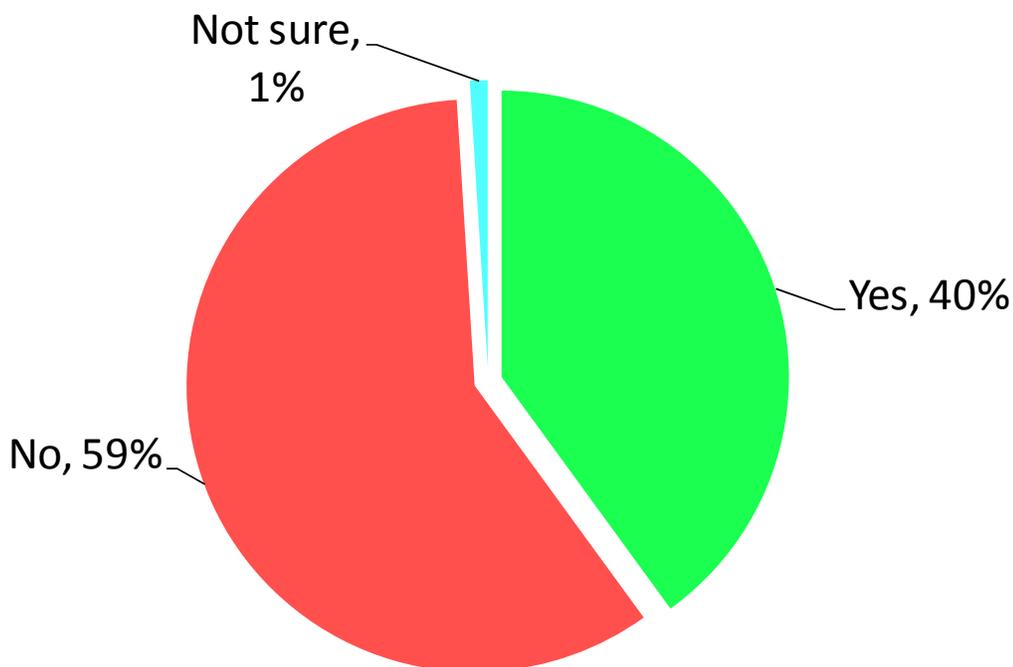
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## **Use of and Opinions toward AATA and Transit Service in General**

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### Figure 4 Use of AATA

Q11. Have you or has anyone in your household ridden any of AATA's buses in the past year?



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### **Voter's use of AATA**

**Forty percent (40%) of survey respondents said they or a household member had ridden AATA buses in the past year.**

Overall, 40% said either they or someone in their household has ridden AATA's buses in the past year, while 59% are not living in rider households or (1%) do not know if others in the household use AATA.

Groups more likely to say they or someone in their household have used AATA services in the past year included voters who are (See Appendix B, page 11):

- Resident of the City of Ann Arbor (60%)
- Residents of in the Ypsilanti area (42%)
- 18 to 34 year olds (56%)
- 35 to 64 year olds (43%)
- College students (56%)

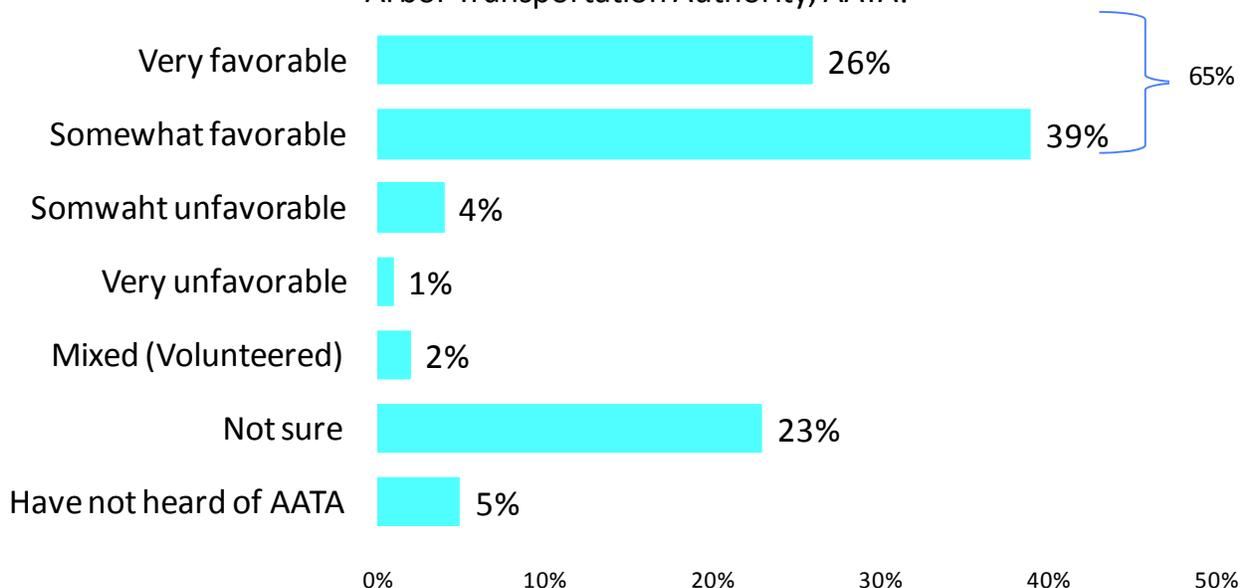
In contrast, groups least likely to say they or another person in the household have used AATA include voters who are:

- Residents of the West townships (16%)
- Residents of the East townships (24%)
- Seniors (24%)
- Republicans (27%)
- Non-college students (38%)

As we will see later in the report, the subgroups who are less likely to have used AATA are also less supportive of the proposed tax increase.

### Figure 5 Overall opinion of AATA

Q4 Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Ann Arbor Transportation Authority, AATA?



### **Opinions of AATA service**

*Almost all voters are aware of AATA and two-thirds have a favorable opinion of it.*

Respondents were asked if they had heard of AATA, and, if they had, were asked to rate their opinion of it.

Respondents were asked “Have you heard of the Ann Arbor Transportation Authority, which is often called AATA or The Ride?” Overall, 95% of the voters said they have heard of it, and only 5% were not aware of AATA. As one would expect, awareness was slightly lower in the West townships (10% not aware, (See Appendix B, page 4).

When asked if they had a favorable or unfavorable opinion of AATA, 65% said they have a favorable opinion, including 26% very favorable and 39% somewhat favorable. Only 5% have an unfavorable opinion of AATA and 2% have mixed opinions. But in addition to the 5% not aware of AATA, 23% did not have an opinion of the transit authority although they said they had heard of it. ***Thus, there is room to increase voters’ positive opinions of AATA in Washtenaw County, although we feel this is a favorable response given AATA’s somewhat limited service area.***

From the detailed tables (See Appendix B, page 4) we also find that:

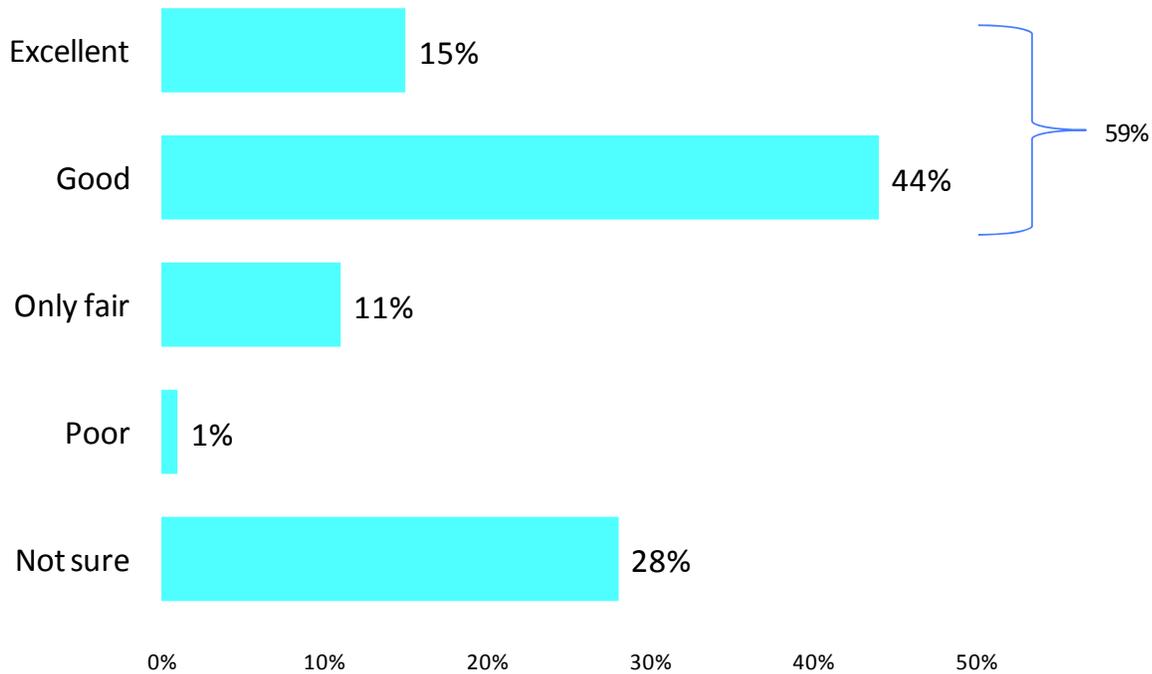
- As we would expect, there was a significant difference in voters’ ability to rate AATA by region. That is, almost everyone in the City of Ann Arbor could rate AATA (89%), and 80% offered a

favorable opinion of it. Three-fourths of voters in Ypsilanti (77%) could also rate the transit authority, and 71% had a favorable opinion of it.

- The percent who could rate AATA decreased to 58% and 52% in the East and West townships, respectively, but most of the residents who could rate it had a favorable opinion (52% and 44%).
- Also, 87% of those living in households in which someone has used AATA in the past year have a favorable opinion of AATA.

**Figure 6 Job rating of AATA**

Q9 How would you rate the job AATA currently does of providing public transit services?



## **AATA Job Rating**

***A majority also give AATA a positive job rating.***

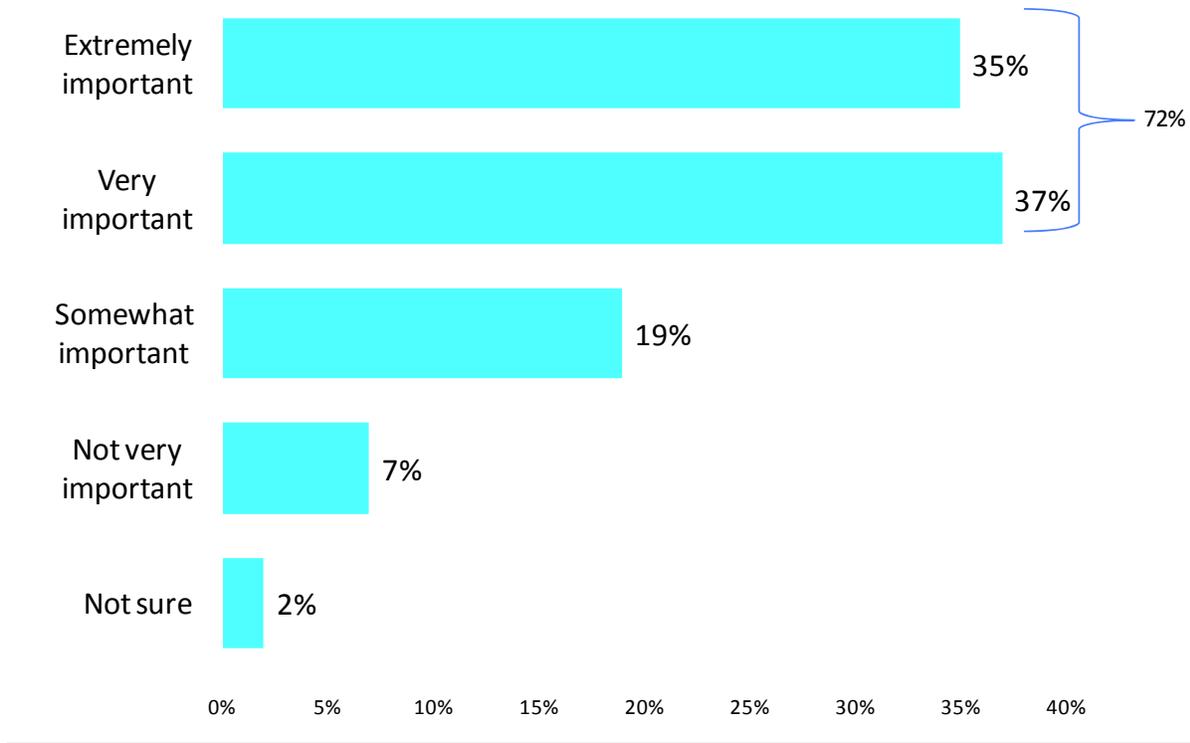
Similar to its favorable rating, 59% said AATA is doing an excellent (15%) or good (44%) job of providing transit services. Only 12% said it is doing an only fair (11%) or poor (1%) job. But here too, more than a fourth (28%) could not say, and answered, “not sure.”

Ability to rate AATA is related to location (See Appendix B, page 9):

- About four-fifths of Ann Arbor (84%) and Ypsilanti voters (77%) could rate AATA, and most of them gave it a positive job rating on providing transit services (72% and 68% excellent or good, respectively).
- In contrast, in the eastern townships only 60% and in the West only 57% could rate AATA’s job performance. Also, their ratings of AATA on providing transit services were less positive, probably a reflection of the limited service provided by AATA in these two areas. (East 46% excellent or good, and West 40% excellent or good).
- Importantly, 81% of voters in AATA user households said it does an excellent or good job of providing services, and only 13% rated it fair or poor.
- We also found that 6% of the voters would not support the levy even though they are riders or live in households with a rider. This small group gave AATA its most negative job rating of 61% positive and 32% negative.

**Figure 7 Perceived importance of providing public transit in Washtenaw County**

Q10. How important do you think it is to provide public transit services in Washtenaw County?



**How important do voters believe it is to provide public transit?**

*Almost three-fourths of voters think it is extremely important or very important to provide transit services in Washtenaw County.*

Almost three-fourths of voters (72%) said it is extremely (35%) or very (37%) important to provide public transit services in Washtenaw County. However, the balance, almost one-fourth (26%) said it is only somewhat or not very important to provide public transit services in the county.

There is a strong correlation between the perception of importance of providing public transit services and support for the levy. That is, nearly all of the “Yes” voters (95%) said it is important to provide public transit services in the county.

For obvious reasons this perception of the importance of public transit is also related to the use of AATA. Voters whose households use AATA and who vote “Yes” were more likely to say it is *extremely* important (61%) to provide transit service than other “Yes” voters (48%). Conversely, two-thirds of the “No” voters in non AATA using households (63%) do not think it is important to provide transit services in the county. The other “No” voters were more divided (54% extremely or very important, 46% somewhat or not very important).

**Figure 8 Region and the perceived importance of transit**

Region of Washtenaw County and the perception that it is important to provide public transit service

		Survey region			
		City of Ann Arbor	Ypsilanti City and Township, and Pittsfield Township	City of Saline and the eastern townships	City of Chelsea and the western townships
Q10. Importance of providing public transit services in Washtenaw County	Extremely important	46%	40%	24%	21%
	Very important	33%	38%	40%	36%
	Somewhat important	15%	15%	24%	28%
	Not very important	4%	5%	9%	12%
	Not sure	2%	2%	2%	2%

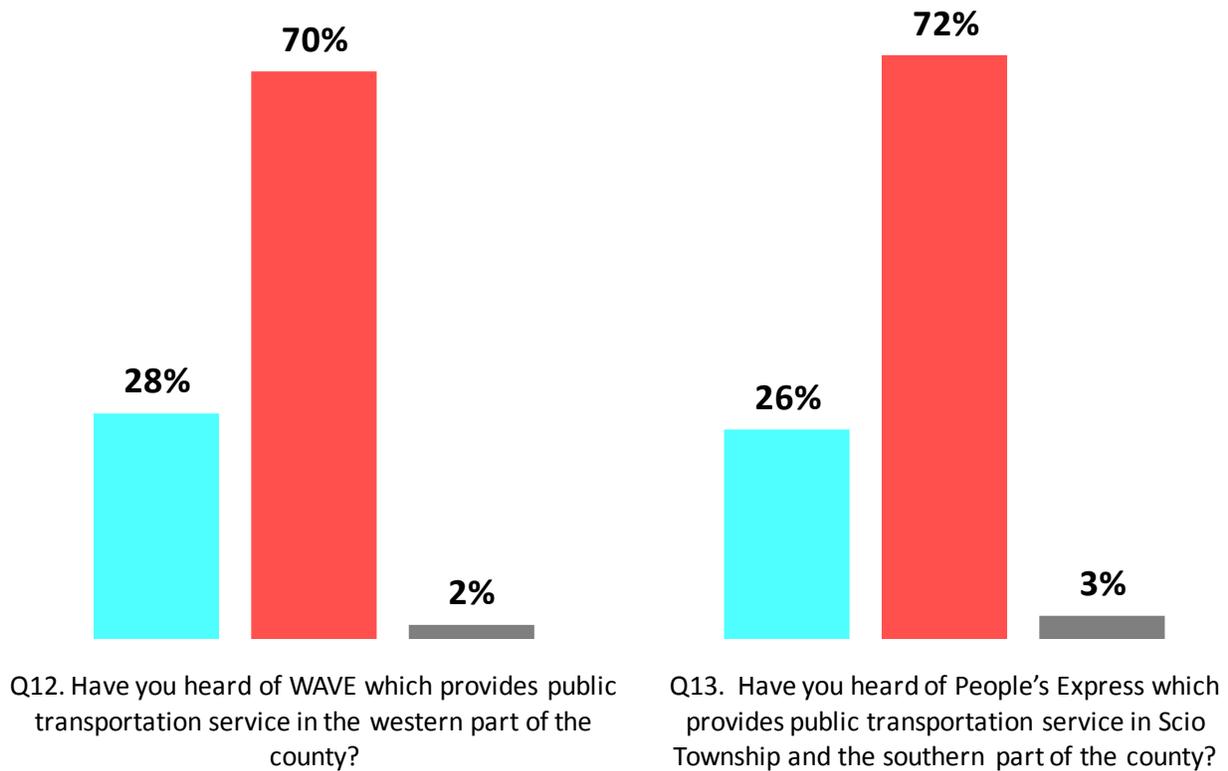
**HOW IMPORTANT DO VOTERS IN THE SEVERAL REGIONS BELIEVE IT IS TO PROVIDE PUBLIC TRANSIT?**

Voters in Ann Arbor (total, 79%) and Ypsilanti (total, 78%) were more likely to say it is extremely or very important to provide transit services in the county than were voters in the East (total, 64%) and West (total, 57%) townships. Again, most voters consider transit to have some importance, but the difference is most pronounced in the percent saying it is extremely important, as shown in the table above.

**Figure 9 Awareness of WAVE and People's Express**

**Awareness of transit services other than AATA**

■ Heard of ... ■ Have not heard of... ■ Not sure



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***Awareness of transit services other than AATA in Washtenaw County***

*Slightly more than one-fourth of voters have heard of either WAVE and/or People's Express.*

Overall, 28% have heard of WAVE which provides limited public transportation services primarily in the western part of the county.

Similarly, 26% of voters overall have heard of People's Express which provides limited public transportation services primarily in the northeast and southeast parts of the county.

**Figure 10 Variations in awareness of transit service**

**Awareness of transit services**

		City of Ann Arbor	Ypsilanti City and Township, and Pittsfield Township	City of Saline and the eastern townships	City of Chelsea and the western townships	Entire county
Q3. Have you heard of the Ann Arbor Transportation Authority, which is often called AATA or The Ride?	Yes	99%	96%	92%	90%	95%
	No	1%	4%	8%	10%	5%
	Not sure	0%	0%	0%	0%	0%
Q12. Have you heard of WAVE which provides public transportation service in the western part of the county?	Yes	24%	12%	32%	66%	28%
	No	73%	87%	66%	32%	70%
	Not sure	3%	1%	3%	2%	2%
Q13. Have you heard of People's Express which provides public transportation service in Scio Township and the southern part of the county?	Yes	24%	24%	32%	15%	26%
	No	72%	76%	64%	84%	72%
	Not sure	4%	0%	4%	1%	3%

***How awareness of transit services varies throughout Washtenaw County***

Awareness of all three transit services varies throughout the county. However, awareness of AATA is so high (95%) county-wide that the variation between the areas served and other areas is small.

However, awareness of WAVE and People's Express does vary substantially. For example, in Chelsea and the West townships, 66% were aware of WAVE, but awareness in Ann Arbor was only 24% and in Ypsilanti, 12%. Similarly, awareness of People's Express was slightly higher in Saline and the East townships at 32%, compared to 24% in Ann Arbor and Ypsilanti. However, only 15% of voters in the West townships were aware of People's Express.

(See also Appendix B, pages 12 and 13.)

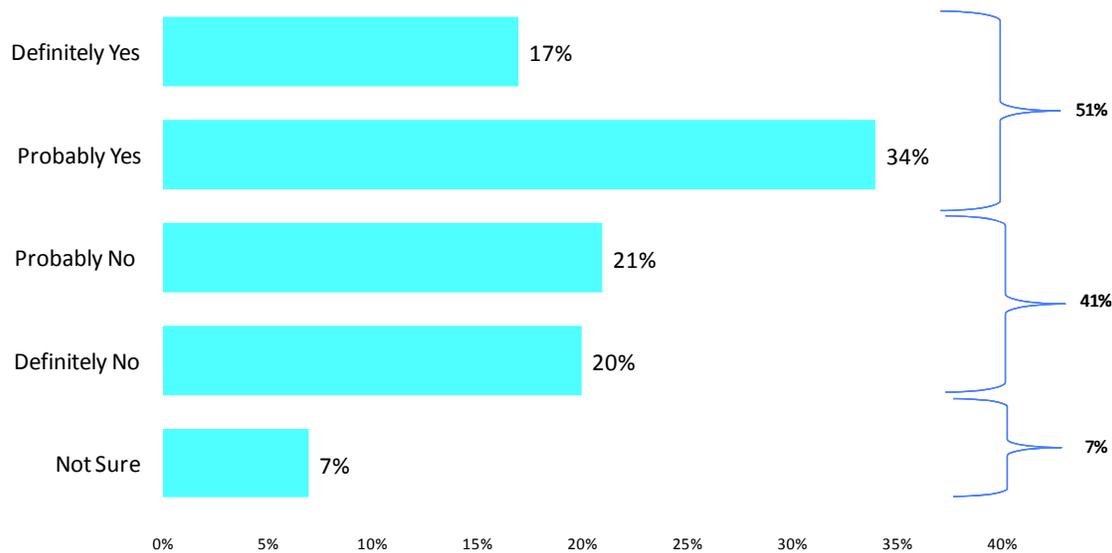
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## The Initial Vote

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### **Figure 11 The Vote – Initial vote question only**

Q5 Sometime next year, the Ann Arbor Transportation Authority, AATA, may have a tax issue on the ballot for the purpose of providing and expanding public transportation throughout all of Washtenaw County. Assuming that it would increase property taxes by one mil?



### ***How people voted at the outset of the survey***

***Only half (51%) of the voters would support a one mil property tax increase for AATA initially.***

In the course of the survey, respondents were asked two questions about how they would vote on a transit tax millage. The chart above indicates their response to the first of the two vote questions.

Respondents were told that AATA has been asked to consider placing a tax issue on the ballot for the purpose of providing and expanding public transportation throughout all of Washtenaw County. They were told to assume that it would increase property taxes by one mil countywide. In the first vote question, half of the voters (51%) said they would definitely (17%) or probably (34%) vote “Yes” on the property tax increase while two-fifths (41%) said they would definitely (20%) or probably (21%) vote “No.” Only 7% were undecided.

Note that the percent initially saying they would *definitely* vote “No” (20%) is greater than the percent saying they would *definitely* vote “Yes” (17%). The difference is at the margins of statistical error (+/- 2.95% at the 95% level). Thus, we can consider the two roughly equal, or, if they are different, that the “definite no” vote may be stronger.

Respondents were asked to re-vote near the end of the survey after they had heard various reasons for and against the issue (but more of them for the issue than against). We will discuss this re-vote further later in the report. For the moment, we would indicate only that in the re-vote, those

supporting the issue increased by 7% to 58%. Those voting “No” decreased only 4% to 37%, while 6% remained undecided. This suggests both that the voting tendencies of some voters can be changed by persuasion, and that achieving that change will be challenging.

In our experience, for an issue to be successful, survey results by the time of the election must have at least 55% of the voters saying they would vote “Yes” and no more than 30% saying they would vote “No.” The reason for needing more than a 50.1% “Yes” vote is that there will be attrition among supporters, and little, if any, attrition among opponents. On transit tax issues (and some other issues) persons with lower tendencies to turn out to vote (e.g., lower income persons, younger persons) are more likely to favor the issue, but less likely to actually vote. In other words, surveys measure what people say they will do and not their actual voting behavior. It is also important to remember that on tax issues, an undecided vote on election eve is a “No” vote on election day because while a “Yes” vote literally has a monetary cost, a “No” vote appears to be without cost, and an “Undecided” voter has not been convinced to spend the money.

The first vote of 51% in favor to 41% opposed does not meet either the 55% or greater pro-vote or the 30% or lower anti-vote. Too few vote for the issue and too many vote against it for it to pass easily.

We must look at the strength of support for the tax increase. Of the “Yes” voters, only 17% would *definitely* vote “Yes” on this issue initially. By the second voter, after they had heard arguments for and against the issue, the “Yes” vote had improved by 7% to just 24%. Most of the support is “soft” in that 34% said they would only *probably* vote “Yes” both times, strongly suggesting their ambivalence and caution.

However, all of this is not to say that the issue cannot pass. On balance there is reason to believe it can, although it will require a determined effort. We have been involved with levies that have passed in spite of the fact that prior to a campaign they began with less than 50% support and greater than 30% opposition. In the AATA survey, moreover, there was some positive vote movement both overall, and in the percent of *definitely* “Yes” voters. To be successful, AATA will have to focus not only on increasing the percent in support of the issue, but also the percent who *definitely* intend to vote for it, because strength of the vote intention will help determine actual turnout.

Based on these results, the chances of passing this levy in the short run are slightly less than 50/50 at this time. The art and science of eventually passing this levy will depend upon three things:

1. The ability of a campaign to solidify the attitudes of positive voters.
2. The ability of the campaign to get out the positive vote.
3. The ability of a campaign to change the minds of some of those who do not at present take a very positive view of the issue, but who remain somewhat open to changing their minds.

## **Figure 12 Demographics of the initial vote (column percentages)**

### **Q5. First vote on AATA's one mil property tax increase (column percentages)**

The Ann Arbor Transportation Authority, or AATA, has been asked to consider placing a tax issue on the ballot for the purpose of providing and expanding public transportation. Assuming that it would increase property taxes by one mil county-wide, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county?

		Definitely yes	Probably yes	Probably no	Definitely no	Not sure	All voters
<i>Percent of the total sample in this column</i>		17%	34%	21%	20%	8%	
<b>Survey region</b>	City of Ann Arbor	44%	34%	26%	26%	34%	33%
	Ypsilanti City and Township, and Pittsfield Township	28%	25%	21%	23%	38%	25%
	City of Saline and the eastern townships	21%	32%	37%	34%	18%	31%
	City of Chelsea and the western townships	7%	9%	16%	16%	10%	12%
<b>Was the respondent male or female?</b>	Male	49%	42%	49%	54%	37%	46%
	Female	51%	58%	51%	46%	63%	54%
<b>Are you currently a college student?</b>	Yes	11%	10%	7%	8%	8%	9%
	No	89%	90%	93%	92%	92%	91%
<b>Age</b>	18 to 34	12%	13%	9%	6%	13%	11%
	35 to 49	22%	28%	33%	25%	25%	27%
	50 to 64	41%	39%	36%	40%	31%	38%
	65 and older	25%	20%	22%	30%	32%	24%
<b>Income</b>	Less than \$30,000	19%	12%	10%	18%	21%	14%
	\$30 to \$60,000	32%	28%	34%	27%	34%	30%
	\$60 to \$100,000	27%	33%	28%	30%	28%	30%
	More than \$100,000	22%	27%	28%	24%	16%	25%
<b>Do you consider yourself to be a Democrat, Republican or Independent?</b>	Democrat	60%	50%	32%	29%	49%	44%
	Republican	5%	12%	24%	17%	10%	15%
	Independent	35%	38%	44%	53%	41%	42%
<b>Have you or anyone in your household ridden any of AATA's buses in the past year?</b>	Yes	63%	50%	26%	21%	27%	40%
	No	36%	49%	72%	78%	70%	59%
	Not sure	0%	1%	2%	1%	3%	1%

## ***Demographics of the initial vote***

In this section, we will describe the basic demographics of the vote so that the reader can carry forward into the remainder of the report a mental picture of the voters supporting and of those opposing the tax issue. We will examine these relationships from two perspectives we can call “column” and “row.”

- The column percentages (above) indicate the demographic s of each set of levy voters. Read the table down the column, top to bottom.
- The row percentages (next table, Figure 13) indicate the how the several demographic groups vote.

## DEMOGRAPHICS OF SETS OF PRO AND ANTI LEVY VOTERS

Note the following in Figure 12:

- Definite pro-levy voters are more likely to live in Ann Arbor (44%) than are the definite anti-levy voters (26%). Conversely, the definite anti-levy voters are more likely to live in the eastern township areas (34%) than the definite pro levy voters (21%). The probable pro-levy and probable anti-levy voters follow the same pattern, but less strongly.
- Definite pro-levy voters are more likely (51%) than definite anti-levy voters (46%) to be women and definite anti-levy voters are likely to be men (54%).
- Of all voters, only 9% are college students and 91% are not college students. The definite and probable pro-levy voters are slightly more likely (11% & 10%) than the definite and probably anti-levy voters (7% & 8%) to be college students.
- While the age distributions of both positive and negative voters tend to reflect the total population of voters, definite pro-levy voters are twice as likely (12%) as the definite anti-levy voters (6%) to be in the youngest age range (18 to 34) and are somewhat less likely to be in the age group of 65 and older (25% compared to 30%). This is typical and not surprising. It is a bit surprising that the relationship with age is not stronger.
- There is surprisingly little income variation between pro-levy and anti-levy voters.
- There is a clear division on this issue by party. A large majority (60%) of definite pro-levy voters are Democrats while a majority of definite anti-levy voters (53%) are Independents,
- There is also a clear divide between those voters who live in households in which they or others have used AATA in the past year and others. Of definite pro-levy voters, 63% said they or another person in the household had ridden AATA buses in the past year. The comparable figure for the definite anti-levy voters is only 21%, whereas 78% said that neither they nor others in the household had used the AATA buses in the past year.

## VOTING TENDENCIES OF THE DEMOGRAPHIC GROUPS

Note the following in Figure 13 on the following page:

- Voters living in Ann Arbor are much more likely than others to definitely (23%) or probably (36%) vote for the levy than are others.
- There is very little difference in the voting tendencies of men and women. This is unusual. Women often tend to be more supportive of such issues than are men.
- The youngest voters are more supportive (total of 63% “Yes” voters) than the oldest voters (45%).
- There is relatively little difference in the voting tendencies of the four income groups.
- Democrats favor the issue (total of 63% “Yes” voters), Republicans oppose it (total of 70% “No” voters) and Independents are divided (45% support, and 48% oppose).
- Voters in AATA user households support the issue (total of 71% “Yes” voters), while those in non-user households are more divided, but are more likely to oppose it (total of 39% support and 53% oppose).

**Figure 13 The initial vote of demographic groups (row percentages)**

**Q5. First vote on AATA's one mil property tax increase (row percentages)**

The Ann Arbor Transportation Authority, or AATA, has been asked to consider placing a tax issue on the ballot for the purpose of providing and expanding public transportation. Assuming that it would increase property taxes by one mil county-wide, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county?

		Definitely yes	Probably yes	Probably no	Definitely no	Not sure
<i>Percent of the total sample in this column</i>		17%	34%	21%	20%	8%
<b>Survey region</b>	City of Ann Arbor	23%	36%	17%	16%	8%
	Ypsilanti City and Township, and Pittsfield Township	18%	34%	18%	19%	11%
	City of Saline and the eastern townships	11%	36%	26%	23%	4%
	City of Chelsea and the western townships	10%	27%	28%	28%	6%
<b>Was the respondent male or female?</b>	Male	18%	31%	22%	23%	6%
	Female	16%	38%	20%	18%	9%
<b>Are you currently a college student?</b>	Yes	20%	40%	16%	17%	6%
	No	16%	34%	22%	20%	8%
<b>Age</b>	18 to 34	20%	43%	18%	11%	9%
	35 to 49	14%	36%	25%	19%	7%
	50 to 64	18%	35%	20%	21%	6%
	65 and older	17%	28%	19%	25%	10%
<b>Income</b>	Less than \$30	23%	29%	15%	23%	9%
	\$30 to \$60	19%	33%	25%	16%	7%
	\$60 to \$100	16%	40%	20%	18%	6%
	More than \$100	16%	39%	24%	17%	4%
<b>Do you consider yourself to be a Democrat, Republican or Independent?</b>	Democrat	23%	40%	16%	13%	8%
	Republican	6%	30%	36%	24%	5%
	Independent	14%	31%	23%	25%	7%
<b>Have you or anyone in your household ridden any of AATA's buses in the past year?</b>	Yes	27%	44%	14%	11%	5%
	No	10%	29%	26%	27%	9%
	Not sure	3%	18%	37%	17%	24%

**Figure 14 Relationship of the vote to the sense of Washtenaw County getting better, worse, same**

**Q2. In your opinion, is Washtenaw County a better place to live than it was five years ago or is it a worse place to live?**



***The vote and the perceived direction of change in Washtenaw County***

*The more voters feel that living in Washtenaw County is better today than it was five years ago, the more likely they are to vote for the levy. Unfortunately, they are divided on the matter of the direction of quality of life in Washtenaw County.*

Those who feel life is worse now in Washtenaw County than it was five years ago are more than three times more likely (28%) to say they would definitely vote “No” on the transit levy than they are to definitely vote “Yes” (9%). Conversely, those who feel that life is better than it was five years ago in Washtenaw County are one and one half times more likely to definitely vote “Yes” (24%) than to definitely vote “No” (16%). On the other hand, of those who feel life is about the same 17% are definite “Yes” voters, and about the same percentage, 20%, are definite “No” voters.

***In other words, the transit vote is to some extent rooted in the larger realm of attitudes toward local life in general, and perhaps to optimism about it.***

**Figure 15 How the vote varies (or does not) with perceived job performance**

**AATA job performance rating and millage vote**

		Q5. First vote on AATA's one mil property tax increase				
		Definitely yes	Probably yes	Probably no	Definitely no	Not sure
Q9. Rate job AATA currently does of providing public transit services	Excellent	33%	15%	6%	9%	15%
	Good	47%	57%	42%	27%	36%
	Only fair	9%	10%	11%	15%	10%
	Poor	0%	1%	0%	4%	1%
	Not sure	12%	17%	40%	45%	37%

***The vote and AATA job performance rating***

The AATA job performance rating is related to the millage vote, but not as closely as one might assume. To be sure, 33% of the core pro-levy voters (definitely yes) rate the service as excellent compared to only 9% of the core negative voters (definitely no).

However, although the negative voters are against the millage, apparently their reasons for opposition are *not* closely related to the appraisal of the AATA job performance because only 4% of the core negative voters rate AATA as poor on this dimension, and 15% rate it only fair. On the other hand, a total of 36% rate it as good or excellent. The difference is in the *not sure* category. Whereas only 12% of the core positive voters are not sure how to rate AATA as a service provider, 45% of the core negative voters cannot rate it.

In effect this means that, while a positive rating of the services AATA provides is certainly desirable, and an overall negative rating would no doubt be a millage-killer, convincing people of the quality of service would not move many of the negative-leaning voters to a positive stance. In other words, their opposition to the levy is *not* tied to an inherently unfavorable attitude toward AATA job performance. Obviously, this is advantageous. However, too many of the anti-levy voters have no clear image of AATA, and thus many of them appear in the not sure category, making them volatile if opposition emerges.

We can look at the same data in another way as well. In the table below (following page) we examine the voting tendencies of those who rate AATA's job performance excellent, good, fair, poor, or who are not sure. Here we see that, although they are relatively few in number (only 1% of the voters), those who consider AATA's job performance poor tend (66%) to definitely vote "No" on a levy. More importantly, the larger group who are not sure how to rate AATA's performance (28% of voters) tend to probably (30%) or definitely (32%) vote "No."

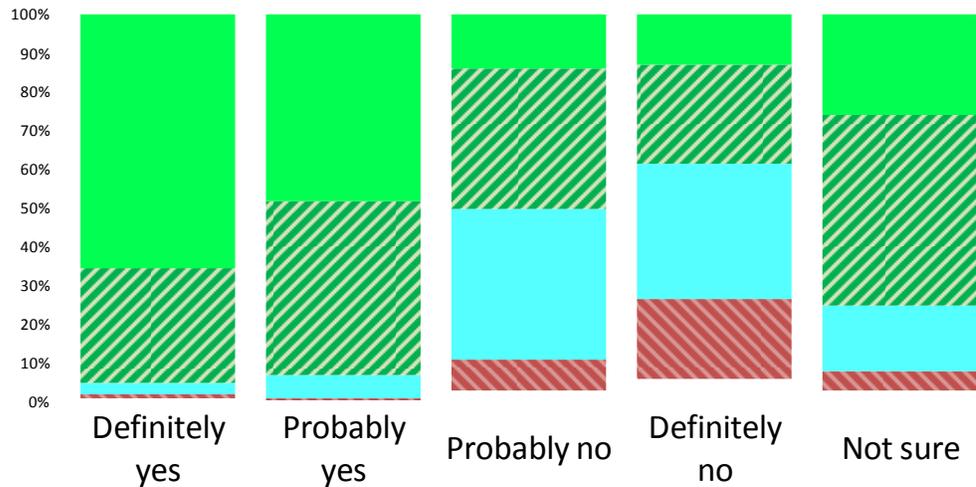
**Figure 16 First vote, by job rating**

		Excellent	Good	Only fair	Poor	Not sure
Q9. Rate job AATA currently does of providing public transit services						
<hr/>						
Q5. First vote on						
AATA's one mil	Definitely yes	37%	18%	13%	0%	7%
property tax	Probably yes	35%	44%	31%	20%	21%
increase	Probably no	8%	20%	22%	5%	30%
	Definitely no	13%	12%	27%	66%	32%
	Not sure	7%	6%	7%	8%	10%
<hr/>						

***For most voters, the real underlying reasons to support a levy have to do, not with the job performance of AATA as an agency, but with various attitudes of a more general nature, especially toward the need for the community to have public transportation.***

**Figure 17 The vote and perceived importance of providing public transit**

Q10 How important do you think it is to provide public transit services in Washtenaw County?



Q5. First vote on AATA's one mil property tax increase

	Definitely yes	Probably yes	Probably no	Definitely no	Not sure
Extremely important	66%	48%	14%	13%	26%
Very important	30%	45%	36%	26%	49%
Somewhat important	3%	6%	39%	35%	17%
Not very important	1%	1%	8%	21%	5%
Not sure	1%	0%	3%	6%	3%

**The vote and the belief that it is important to provide public transit service in Washtenaw County**

When we examine the relationship between the initial vote and the belief that it is important to provide public transit in Washtenaw County, we can see clearly that those who vote “Yes” are much more likely than those who vote “No” to perceive transit as an important public priority. While 66% of those definitely voting “Yes” consider public transit as extremely important, only 13% of those voting “No” perceive it as extremely important.

Notice that most of the negative voters are not saying that transit is unimportant. They tend to say instead that it is somewhat or very important – but they are much *less likely* to say it is extremely important. In other words, most of the negative voters are saying in effect, “It may be important to some degree, but it is not worth enough to increase my taxes.”

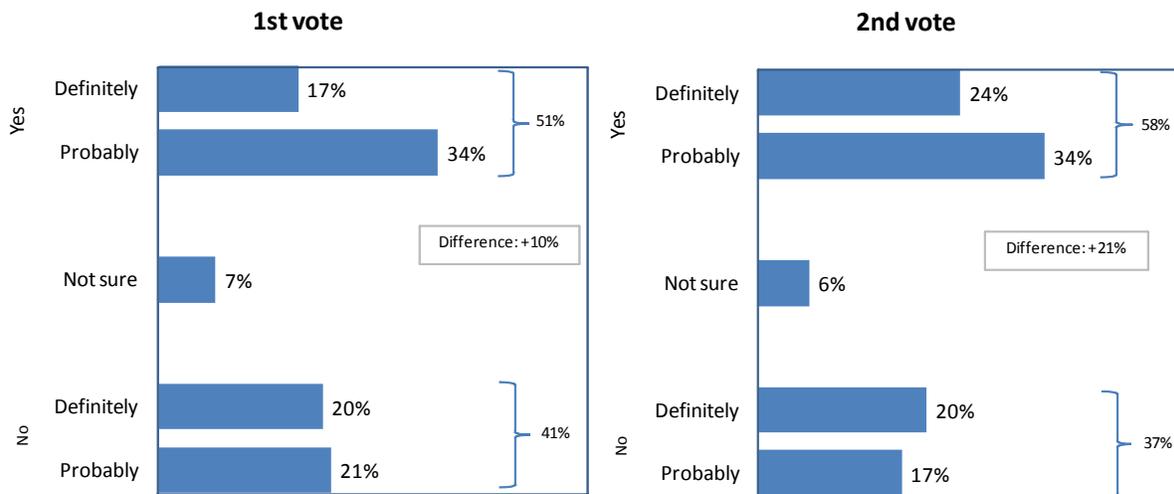
***This is our first indication that AATA must try to increase the number of voters who believe AATA services are very important to provide, and that more transit services are needed.***

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## Consistency and Movement in a Property Tax Vote

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**Figure 18 Change from first to second vote question**



### **Strength of support or opposition**

*Much of the support for the levy is “soft” in that it includes a plurality of voters who said they would “probably” rather than “definitely” vote “Yes”.*

In this survey, there are two ways to measure the strength of the core support for and opposition to a levy. The first is the vote question itself which determines not only how people thought they would vote but also how strongly voters felt about it. The vote question was asked twice, once at the beginning of the survey and once after respondents had heard arguments for and against (more for than against). The results are shown in the chart above.

***The key finding in this chart is that after exposure to arguments for and against the tax issue, there was movement in the vote from a 10% advantage to a 21% advantage, a vote shift of 11%. This means that if a campaign can be mounted to make the appropriate arguments to the appropriate target audiences, the campaign can improve the positive vote.***

The second method is to compare the initial vote question with the “revote” question. If voters changed their vote in the course of the survey, that indicates some flexibility in their position. Conversely, if they were Consistently Positive or negative, it suggests that they are the core supporters or opponents.

The two vote questions were:

*Q5. Sometime next year, the Ann Arbor Transportation Authority or AATA may have a tax issue on the ballot for the purpose of providing and expanding public transportation throughout all of Washtenaw County. Assuming that it would increase property taxes by one mil county-wide, would you Definitely vote “Yes”, Probably vote “Yes”, Probably vote “No” or Definitely vote “No” on this one mil property tax increase to expand public transit services throughout the county?*

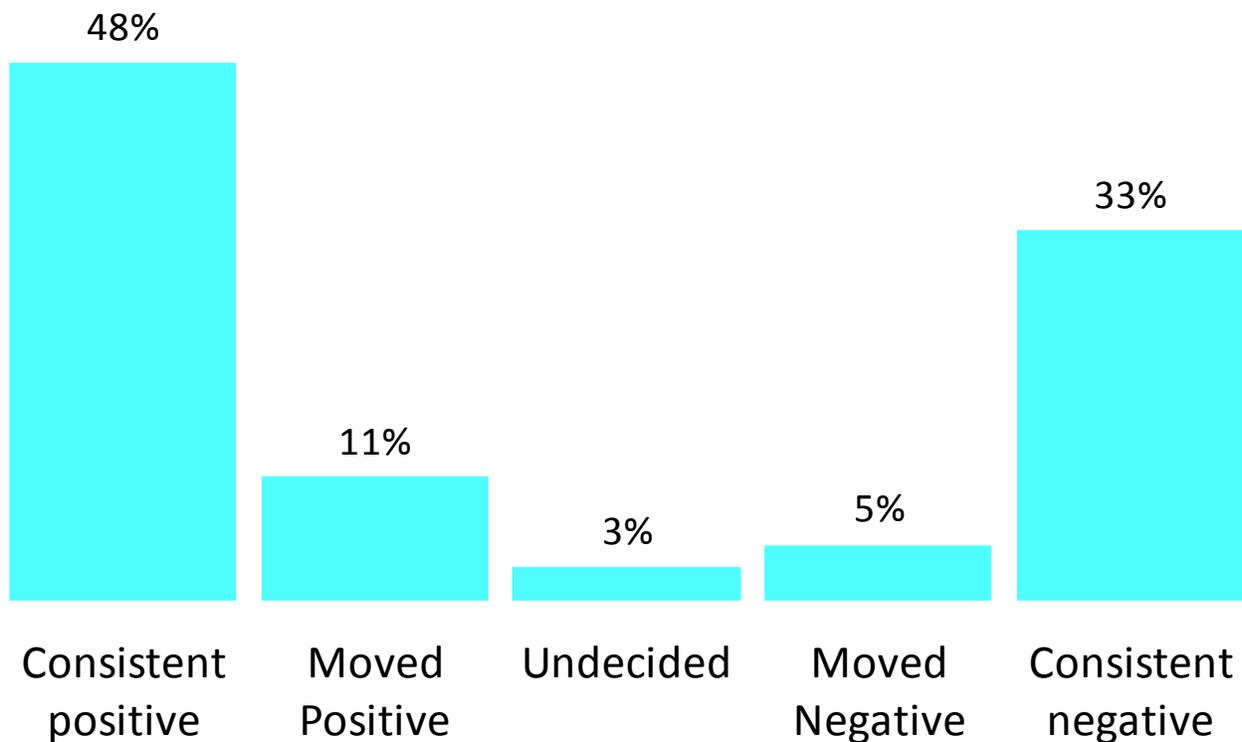
*Q22. Thinking again about the one mil increase in the property tax for AATA and all of the things we have talked about, if an election were held today, would you Definitely vote “Yes”, Probably vote “Yes”, Probably vote “No” or Definitely vote “No” on this one mill property tax increase to expand public transit services throughout the county?*

For further analysis, we combined the results of the two vote questions to create five voter support groups as follows:

- **Consistent Positive.** They answered “Yes” to both questions.
- **Moved Positive.** These voters initially voted “No” or were undecided then voted “Yes” in the second vote question, or they voted “No” initially then said ‘not sure’ the second time asked.
- **Undecided.** They were undecided in both vote questions.
- **Moved Negative.** They initially supported the issue or were undecided, then voted “No” or voted “Yes” the first time, and then were undecided at the second vote.
- **Consistent Negative.** They answered no to both questions.

**Figure 19 Vote and revote**

Vote consistency or movement



***Consistency and movement of vote before and after exposure to pro and anti-tax statements***

Slightly fewer than half of the voters (48%) were Consistently Positive in that they said they would vote “Yes” on the one mil property tax increase both initially and the second time asked. While this brings the initial positive vote to nearly 50%, we should keep in mind that although in some ways we regard these are “core” pro-levy voters, most of them (see Figure 18) said they would only probably vote “Yes”. Thus the positive vote is “soft.”

***The chart above in effect delineates a strategy of reinforcing supporters and convincing waverers in order to pass a transit levy. The existing support is insufficient to pass the levy, and thus some additional voters must be persuaded to change their views. The key is to maintain the support of the Consistently Positive voters and to run a campaign that captures the types of voters who, in the survey, “Moved Positive.” These Consistently Positive voters are the issue’s core support group and because much of this core support is soft, AATA must work to reinforce and strengthen their support now and during the campaign.***

## ***How vote consistency and vote movement varies with demography***

In the tables on the following two pages, we will examine the demography of vote consistency in two ways. First we will consider vote consistency and movement within the several demographic groups. Second we will consider the demographic characteristics of the voter groups. What can we learn from this table?

In reviewing the tables, notice the following:

- The primary differences are between the Consistently Positive and Consistently Negative voters, not between those who changed positions positively or negatively.
- Consistently Positive voters are more likely to live in Ann Arbor or the Ypsilanti area than are the Consistently Negative voters. Conversely, the Consistently Negative voters are more likely than the Consistently Positive voters to live in the eastern or western township areas.
- Consistently Positive voters are more likely to be women and Consistently Negative voters to be men.
- While the age distributions of both positive and negative voters tend to reflect the total population of voters, Consistently Positive voters are more than twice as likely (13%) than Consistently Negative voters (5%) to be in the youngest age range (18 – 34) and are somewhat less likely to be in the age group of 65 and older.
- There is surprisingly little income variation between positive and negative patterns.
- Although 90% of the Consistently Positive voters are not college students, they are twice as likely (10%) as the Consistently Negative voters (5%) to be college students.
- A majority (54%) of Consistently Positive voters are Democrats while a majority of Consistently Negative voters are Independents.
- A majority of Consistently Positive voters (56%) live in households in which they or others have used AATA in the past year while of the Consistently Negative voters 80% do not meet that description.

**Figure 20 The demography of the vote consistency and vote movement groupings (column percent)**

		<b>Demography of vote consistency (Column %)</b>			
		Consistent positive	Moved positive	Undecided or moved negative	Consistent negative
<i>Percent of the total sample in this column</i>		48%	11%	8%	33%
Survey region	City of Ann Arbor	38%	26%	31%	27%
	Ypsilanti City and Township, and Pittsfield Township	26%	34%	33%	19%
	City of Saline and the eastern townships	27%	30%	29%	36%
	City of Chelsea and the western townships	9%	11%	8%	17%
Was the respondent male or female	Male	44%	43%	35%	54%
	Female	56%	57%	65%	46%
Age	18 to 34	13%	17%	11%	5%
	35 to 49	26%	33%	28%	27%
	50 to 64	41%	27%	31%	40%
	65 and older	21%	23%	31%	28%
Income	Less than \$30	13%	21%	22%	12%
	\$30 to \$60	30%	29%	27%	32%
	\$60 to \$100	31%	29%	31%	29%
	More than \$100	26%	22%	19%	27%
Are you currently a college student	Yes	10%	17%	6%	5%
	No	90%	83%	94%	95%
Do you consider yourself to be a Democrat, Republican or independent	Democrat	54%	50%	37%	26%
	Republican	9%	17%	15%	22%
	Independent	37%	33%	47%	52%
Q11. Have you or anyone in your household ridden any of AATA's buses in the past year	Yes	56%	37%	26%	19%
	No	44%	60%	72%	79%
	Not sure	0%	2%	2%	1%

In the table below, percentages are read left to right. For example, of voters in the City of Ann Arbor, 57% responded in a Consistently Positive way, while 9% Moved Positive, 7% were consistently undecided or Moved Negative, and 27% were Consistently Negative.

***Figure 21 Demographics of the vote consistency and vote movement groupings (row percent)***

		<b>Demography of vote consistency (Row %)</b>			
		Consistent positive	Moved positive	Undecided or moved negative	Consistent negative
Survey region	City of Ann Arbor	57%	9%	7%	27%
	Ypsilanti City and Township, and Pittsfield Township	50%	15%	10%	25%
	City of Saline and the eastern townships	43%	11%	7%	39%
	City of Chelsea and the western townships	36%	10%	5%	49%
Was the respondent male or female	Male	46%	10%	6%	38%
	Female	51%	12%	9%	28%
Age	18 to 34	60%	19%	8%	14%
	35 to 49	46%	13%	8%	33%
	50 to 64	52%	8%	6%	35%
	65 and older	42%	11%	10%	38%
Income	Less than \$30	48%	16%	9%	27%
	\$30 to \$60	51%	10%	5%	34%
	\$60 to \$100	53%	10%	6%	30%
	More than \$100	53%	9%	4%	33%
Are you currently a college student	Yes	56%	21%	5%	18%
	No	48%	10%	8%	34%
Do you consider yourself to be a Democrat, Republican or	Democrat	61%	13%	6%	20%
	Republican	31%	13%	7%	49%
	Independent	43%	9%	8%	41%
Have you or anyone in your household ridden any of AATA's buses in	Yes	69%	11%	5%	16%
	No	36%	11%	9%	44%
	Not sure	21%	23%	15%	41%

As we saw in Figure 12, one of the major differences in support for the tax increase depended on whether voters live in households in which they or another person have ridden AATA's buses in the past year. In the first vote, 71% of AATA riders said they would definitely (27%) or probably (44%) vote "Yes" on the tax increase, while only 25% would vote "No". In contrast of those in non-rider households, only 38% said they would vote for the issue and 52% would vote against it.

Given the importance of using AATA to the vote, we combined ridership with the voter support groups and found voters distributed as follows:

**All Respondents**

- |   |     |
|---|-----|
| • Consistently Positive and they or others in the household use AATA          | 27% |
| • Consistently Positive although no one in the household uses AATA            | 21% |
| • Moved Positive and they or others in the household use AATA                 | 4%  |
| • Moved Positive although no one in the household uses AATA                   | 7%  |
| • Undecided/ Moved Negative although they or others in the household use AATA | 2%  |
| • Undecided/ Moved Negative and no one in the household uses AATA             | 5%  |
| • Consistently Negative although they or others in the household use AATA     | 6%  |
| • Consistently Negative and no one in the household uses AATA                 | 26% |

Notice that while more than one-fourth (27%) of Consistently Positive voters use AATA, 21% do not. Thus, although user households are very important to this vote, we should not overemphasize their role. Moreover, 11% of the electorate moved in a positive direction between the first and the second votes. Of this 11%, 4% were household users of AATA, but 7% were not.

In its efforts to succeed with a levy, AATA will need to reinforce the riders, and be sure that most or at least half of the 6% of voters in rider households who began with a negative vote, move in a positive direction. But it will also have to appeal beyond the ridership since 60% of the voter households do not use AATA's services.

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## **Reasons People Vote Against a Tax to Expand Transit Services**

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## ***In their own words, why voters oppose a transit tax***

Voters who opposed the tax issue were asked to state in their own words the main reason for their negative vote.

***Taxes and having no use for AATA service were the two main reasons given for voting “No” on the transit levy.***

More than one-third (35%) of those opposed to the levy cited taxes – “too many,” “too high,” “no more” -- as their reason for voting no. Another 11% said they could not afford it, “do not have the money,” “bad economy,” and similar answers. In addition, several other money or money management reasons were cited, including:

- AATA has enough money now (5%)
- A lot of empty buses, waste of money (4%)
- Find another way to fund, raise fares, let riders pay (3%)
- Other things are more important (2%)

Only a few cited dissatisfaction with service: “Do not like the way AATA is run,” “...unreasonable hours,” or otherwise not satisfied with service (7%).

Others said there’s no need for expanded service for the community:

- Too many people have cars, do not see a need for it (3%)
- Buses do not come this far, live in rural area (3%)

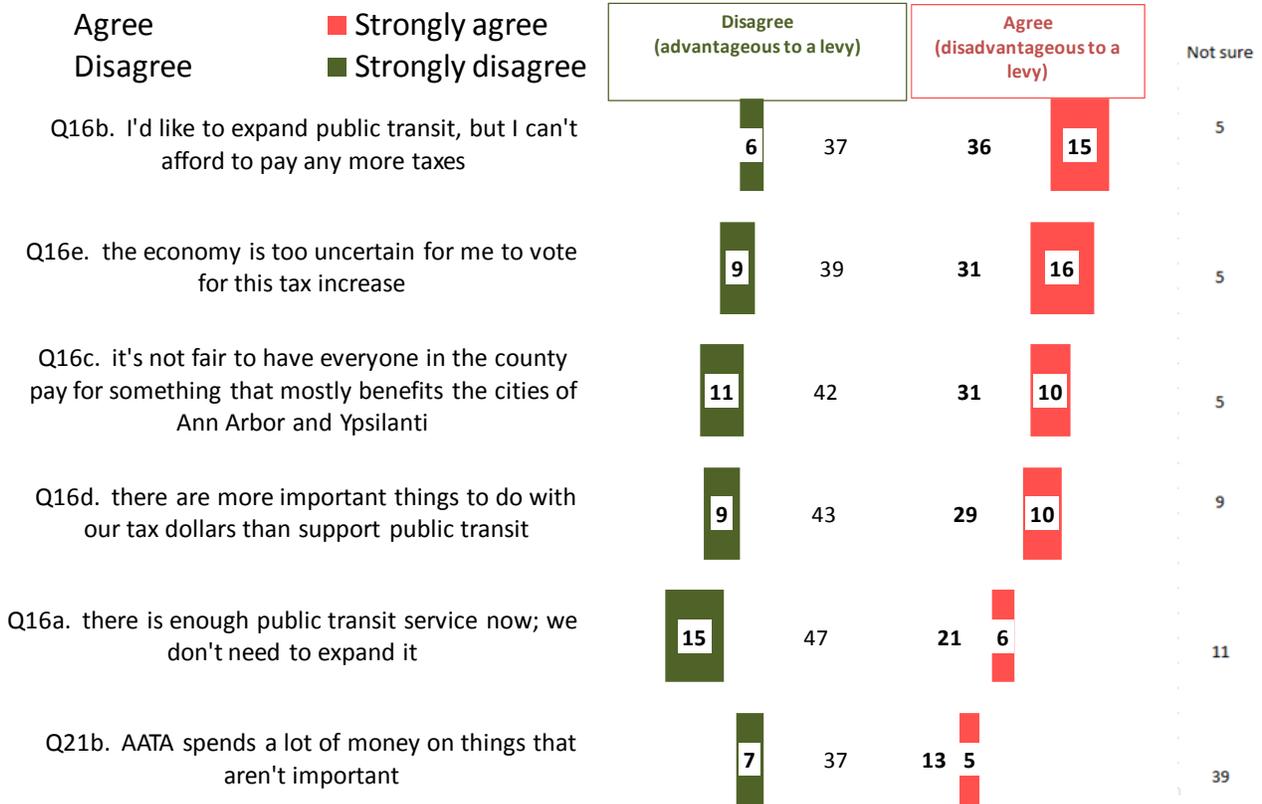
Many simply cited self-interest:

- “Won’t benefit me,” “I do not use it,” “I would not use it.” (22%)

**Figure 22 Agreement and disagreement with anti-levy arguments**

**Agreement / disagreement with statements that would undermine a vote for a transit tax**

(Total "don't know" shown at ends of bars.)



**Anti-levy arguments**

*Half of the voters are concerned about the economy and whether they can afford a tax increase. There is much uncertainty, and thus potential volatility, about AATA spending.*

Five anti-levy statements were tested for their impact on the vote. Here we want the voter to disagree with the statements. As one would expect, all five negatively affected support for the issue. However, the level of impact differed.

**AFFORDABILITY**

First we see that about half of the voters agreed that affordability is a concern. That is...

- 51% agreed that “I’d like to expand public transit, but I cannot afford to pay any more taxes” while 43% disagreed.
- Similarly, 47% agreed that “the economy is too uncertain for me to vote for this tax increase” while 48% disagreed with this.

The tax issue is especially significant because one-third of Consistently Positive voters (33%) agreed they cannot afford to pay more taxes and a fifth (21%) agreed the economy is too uncertain to vote for

this tax increase. This means that even among core voters there is considerable ambivalence on the vote. In addition, 61% of voters who moved in a positive direction agreed they cannot afford to pay more taxes. This potential loss of core and swing support is the single most serious challenge facing this issue.

Agreement with these two tax statements was very consistent with the negative vote on the tax issue, increasing to 80% among Consistently Negative voters.

### **FAIRNESS AND PRIORITIES OF PROGRAMS OTHER THAN TRANSIT**

In this and the following sections relating to Figure 22, the tables on which the comments are based are found in Appendix B, pp 21-25 and p 35.

About two-fifths of voters agreed with two more negative statements, while just over half disagreed. The statements were:

- It's not fair to have everyone in the county pay for something that mostly benefits the cities of Ann Arbor and Ypsilanti (41% agreed, 53% disagreed) and
- There are more important things to do with our tax dollars than support public transit (39% agreed and 52% disagreed).

How did the core positive and negative voters stand on these matters? A large majority of Consistently Positive voters took a consistent position on fairness. They *disagreed* that it's *not fair* to have everyone in the county pay for something that mostly benefits Ann Arbor and Ypsilanti (22% agreed and 76% disagreed). They also disagreed that "there are more important things to do with our tax money" (17% agreed and 77% disagreed). Thus, the ambivalence of the core positive voters lies more in the area of affordability and less in the areas of fairness and priorities.

Moved Positive voters tended to disagree with both of these items, but a significant minority agreed. On the fairness issue, 40% agreed and 50% disagreed. On the priorities issue, 36% agreed and 52% disagreed. These responses suggest two of the perceptions that are important sources of this group's ambivalence on the tax issue.

Most Consistently Negative voters agreed that it's not fair for everyone to pay for something that benefits only part of the county (71% agreed and 25% disagreed) and that there are more important things to do (75% agreed and 18% disagreed). Also, 50% of the voters in the East Region and 60% in the West Region agreed that it's not fair to pay for something that mostly benefits Ann Arbor and Ypsilanti. Clearly both of these issues will be on voters' minds unless the need for transit and the benefit to the entire county are made very clear.

***AATA must make it clear to voters that transit service will be expanded to all of the communities in the county if the property tax passes. Communicating about the importance of providing public transit service for reasons to be discussed in a later section of this report will help convince voters that it is worthy of their tax support.***

### **THE NEED FOR PUBLIC TRANSIT SERVICE, AND THE ISSUE OF UNNECESSARY TRANSIT SPENDING**

On the final two negative statements tested, opinions of all voters were generally positive, but there are vulnerabilities:

- Among all voters, only about one-fourth (27%) agreed that "there is enough public transit service now, we do not need to expand it," while 62% disagreed with this statement.

- Finally, only 29% of voters who could take a position agreed that *AATA spends a lot of money on things that aren't important* while 71% disagreed, but – this is quite important – when we consider all voters, recomputing the percentages to include those who said they “did not know” how to answer that question, we find that 39% did not know. The high “do not know” response combined with the percent agreeing with this negative statement about wasteful spending (18% of all voters) makes AATA highly vulnerable to any negative charges about its use of tax money. If a negative campaign effort were to gain traction with this issue, it could result in a rapid realignment of electoral opinion among the “probably yes” voters and would negatively affect the chances of passing the tax increase. We have observed this phenomenon in transit and school tax levy issues.
- Uncertainty about spending is not reduced by direct assertions of frugality. It is reduced in two ways: (1) by demonstrated successes, and (2) by external validation from third parties (press, local business, etc.). The good news on this matter is that among those who could respond to the question, an overwhelming majority (71%) disagreed. Thus the predisposition of the electorate is favorable to AATA. The challenge is to reinforce that predisposition before any potential opposition defines the issue differently.

## ENOUGH OR NOT ENOUGH TRANSIT SERVICE

There were major differences by voter group on the matter of there being “enough transit service” already.

- Consistent with their two votes on the tax issue, 89% of Consistently Positive voters *disagreed* that there is enough public transit service in the county.
- Many of the Moved Positive voters (55%) also disagreed – less convinced as a group on this need than the Consistently Positive voters, and in need of reinforcement on the matter. The balance divided, either agreeing there is enough (23%) or not knowing (21%).
- More than half of Consistently Negative voters (57%) agreed there is enough, we do not need any more.

Multivariate analysis identified the matter of their being enough service already (perceived need for additional service) as the negative reasoning that most divided the pro and anti-levy voters.

Importantly, those who disagreed (i.e., they do not think there is already enough public transit service) voted in favor of the tax increase by a margin of 72% to 22%. On the other hand, only 17% of those who agreed and think there is enough transit service in the county now, we do not need any more voted “Yes” while 78% voted “No”. Those who do not know also voted “No” (16% to 62%) with 22% undecided.

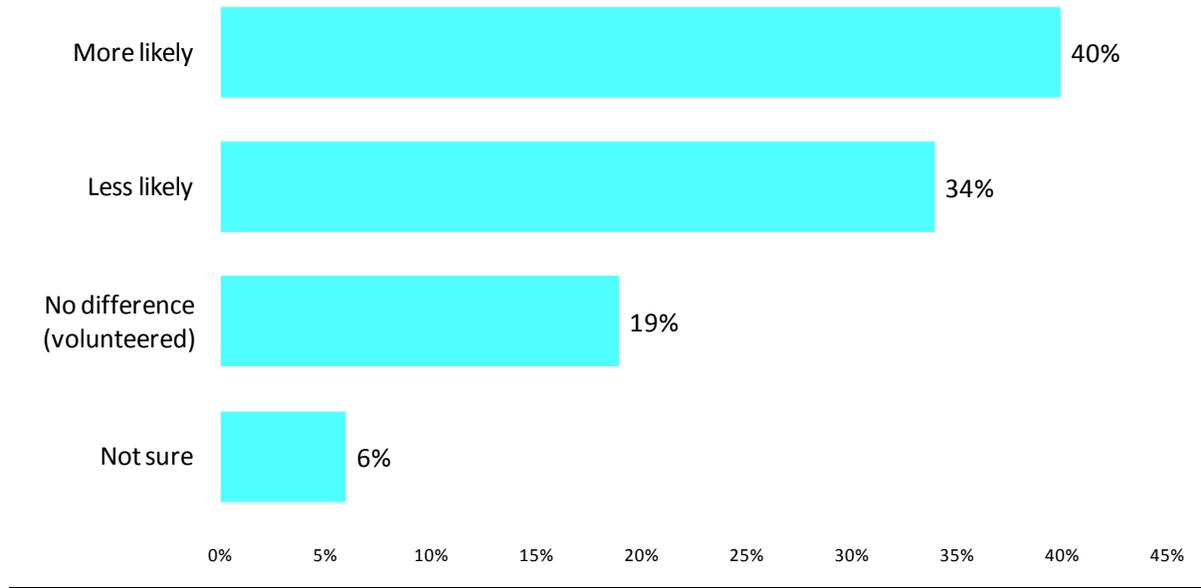
***Need and affordability are the keys. The key to passing this levy will be convincing more voters that while AATA has many successes and is an important element in the local economy, affordable expansion of the current level of service, including geographic expansion to unserved areas of the county is an important public priority that will benefit non-users of transit as well as current users.***

It is essential to reinforce those voters who can be moved in a positive direction - e.g. from a probable to a definite “Yes” vote, or undecided or negative vote to a probable “Yes” vote. The key obstacles for these voters are the affordability of the levy and the question of whether additional transit services are needed. ***Between now and the time of the election, AATA must convince voters about the need for more public transit services in the county, providing information on***

**who uses it, why people depend on it, the number of users, other reinforcing transit advantages.**

**Figure 23 Cost of the millage to typical homeowner**

Q7. What if you knew that this tax increase would cost the owner of a two hundred thousand dollar home about eight dollars a month more in taxes. Knowing that, would you be more likely or less likely to vote for the one mil tax increase to expand public



**The cost of the tax**

*Voters were somewhat divided when provided the dollar cost of the property tax.*

When told that this tax increase would cost the owner of a \$200,000 home about \$8 a month more in taxes, 40% of the voters said this would make them **more likely** to vote for the one mil tax increase to expand public transit both in Ann Arbor and in Washtenaw County. Nearly as many (34%) said the cost would make them **less likely** to vote for it. Only 19% volunteered that the cost would make no difference to them, and 6% were not sure how to respond.

The cost was a fairly strong positive with the Consistently Positive voters as 65% would be more likely to support the tax increase, and only 10% said it made them less likely to vote for it, with the balance volunteering that it made no difference to them. It is also somewhat helpful among the Moved Positive voters (42% more likely, 30% less likely). However, as one would assume, the dollar cost is a reinforcing negative for the Consistently Negative voters with 71% less likely to vote “Yes” knowing the additional cost of the levy. Also, 40% of the Undecided/Moved Negative voters were less likely to support the levy when told the cost and only 22% were more likely.

In other words, while the \$8.00 figure may appear quite nominal, and thus advantageous, its primary impact is to reinforce existing attitudes, not change them.

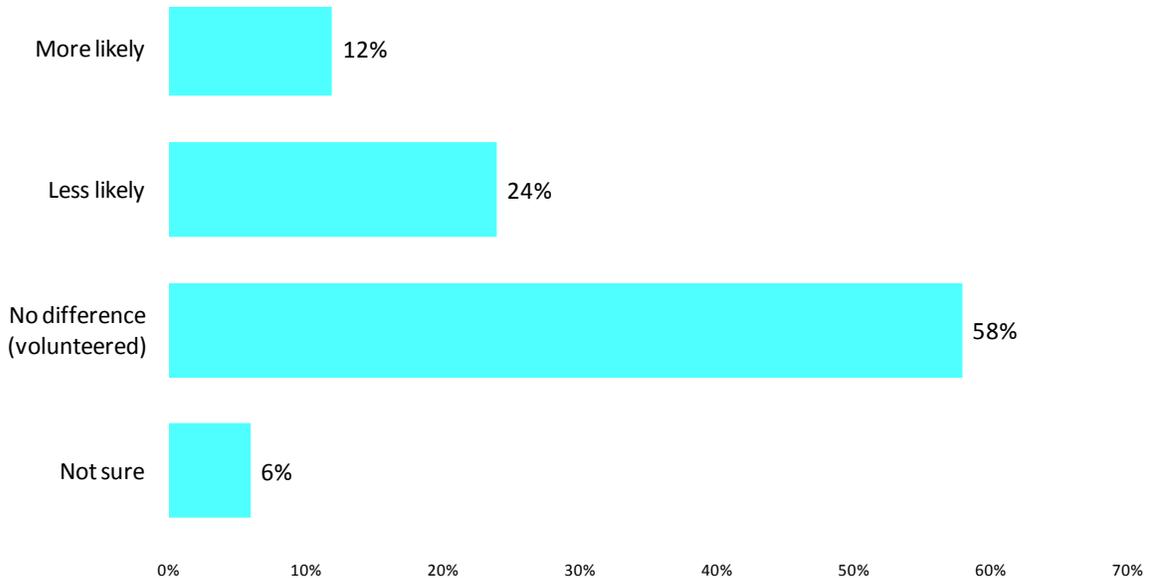
(See Appendix B, page 7) Several demographic groups were negatively impacted by the increased cost of the levy, including senior citizens (36% to 45%, more/less likely), voters in the West (28% to 45%) and East (35% to 39%) townships and Republicans (32% to 45%). These groups were also more likely to agree they cannot afford to pay more taxes.

Thus, while the additional cost of the tax increase has to be public information, it will tend to reinforce preexisting positions and will not fundamentally alter them. It does not help in gaining support for the tax issue.

***While the amount of the millage is normally of very low salience to voters compared to other issues, given their great concern about the affordability of the increase, especially under current economic conditions, AATA should be certain that the level of the requested millage is absolutely necessary and adequate, but as lean as possible.***

**Figure 24 Difference between Ann Arbor millage that of other areas**

Q8. Residents of the City of Ann Arbor now pay a two mil property tax to support transit services. No one else pays this tax. If this issue to expand public transit in Ann Arbor and throughout the county is approved, Ann Arbor residents will pay an additional one mil for a total of three mils and everyone else will pay one mil.



***Ann Arbor homeowners already pay a two mil tax***

***Knowing that Ann Arbor residents already pay a 2 mil property tax to support transit services makes no difference to most voters, but is a negative to more than one-fourth.***

All respondents were told that residents of Ann Arbor now pay a two mil property tax to support transit services, while no one else in the county now pays the two mil tax. They were also told that if this issue to expand public transit in Ann Arbor and throughout the county is approved, Ann Arbor residents will pay three mils and everyone else will pay one mil. Knowing that Ann Arbor homeowners would pay three times the level others would pay, just 12% were **more likely** to vote for the property tax while 24% were **less likely**. Over half (58%) said this would not make a difference in the way they would vote.

The differential tax rate is a negative for Ann Arbor residents who comprise an important element of the core levy vote. Thirty-three percent (33%) would be less likely to support the property tax knowing they would be paying three mils for transit services if this levy passes, and only 10% would be more likely to vote in favor. In addition, the differential rate does not appear to ameliorate the unfairness argument (that is it not fair for all county residents to pay to support service that primarily serves Ann Arbor residents), since 65% of the eastern and western region voters said it would make no difference to them. (See also Appendix B, page 8.)

Also, 43% of Consistently Negative voters overall were additionally negatively affected by learning that Ann Arbor voters would be paying three mils and others would be paying one mil.

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## Arguments in Favor of a Tax to Expand Transit Services

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***Voters supporting AATA's property tax increase think public transit service needs to be expanded or that it's important.***

After the initial vote question, those voting "Yes" on the property tax were asked, "What is your main reason for voting that way?" They responded in an open end manner and the comments were grouped as shown below. The main reasons given by supporters related to the need for or importance of providing public transportation or expanding service:

- Services need to be expanded; to improve services (27%)
- It's important; I believe in public transportation (23%)
- It's a good service for people who do not drive, do not have cars, students, children (13%)
- Saves on gas, energy, money; cuts down on cars, pollution, etc. (10%)
- People need public transportation (7%)
- Elderly citizens, handicapped need transportation (2%) and
- Good for the county, worthwhile (3%).

In addition, some use it or think they might or said AATA is doing a good job:

- I use it; I know someone who uses it (10%)
- Might use it in the future (2%)
- They do a good job with money; do a good job in general; need the money (2%).

## **Figure 25 Importance of service improvements**

**Importance of services AATA could provide if a levy passes**  
(Total "don't know" and "somewhat important" shown at ends of bars)

■ Not very important    ■ Very important



### ***Importance of selected service improvements***

***Only one of the specific service improvements examined – services for seniors and those with disabilities -- tested very well.***

In the chart above we focus on two responses: “Very important,” and “Not very important.” In this case we are less interested in the “somewhat important” and “don’t know” categories which, in effect, are rather undefined opinions. In an election, it will be the clear opinions – especially the “very important” responses – that will make the difference. After all, each improvement carries a monetary cost (higher taxes) and therefore we have to consider primarily the percent saying that each is *very important*.

Of the six additional services AATA could provide if the tax increase passes, only one was seen as *very important* to provide by a majority of voters. That is, 59% said it is **very important** to provide expanded countywide door-to-door service for senior citizens and persons with disabilities. Another 35% said this is somewhat important to provide. ***This level of support for this service is not unusual for this service. It can provide the key to levy success.***

Roughly one-third of voters rated four other service improvements as very important for AATA to provide while about two-fifths said they are somewhat important to provide. These are important because each appeals strongly to a significant core of voters, though not to a majority. They are:

- Connecting services between cities and villages in the county (38% very important)
- Increased transit service in the Ypsilanti area (35%)
- Increased express and commuter services to Ann Arbor from the rest of the county (33%) and

- Later evening and expanded weekend bus service (31%).

Less important to voters was offering more frequent service on existing bus routes (22% very important), a service would presumably appeal primarily (or only) to AATA user households.

(See also Appendix B, pages 15-19.)

***The key findings here are that service improvements alone do not provide the impetus needed to pass a tax, although they have to be discussed. Campaign information must focus on the broader community benefit because only a small number of voters will perceive themselves as using even improved services. Most people, after all, do not use public transit. For most voters, there is little or no perceived self-interest, but there is a cost in higher taxes. Therefore, because there is limited support for the specific increases in service AATA would provide if the issue passes, it would be better for AATA to emphasize the types of people who use The Ride, and for what purpose. This will be derived from the onboard data. One thing is abundantly clear, however, and that is that the voting public perceives services to seniors and those with disabilities as elements of AATA service that rise above self-interest and are worth supporting.***

**Figure 26 Importance of service improvements to transit using and non-transit using households**

**Q11. Have you or anyone in your household ridden any of AATA's buses in the past year?**

		<u>Yes</u>	<u>No</u>	<u>Not sure</u>
Q14a. Importance of providing increased express and commuter services to Ann Arbor from the rest of the county	Very important	45%	25%	20%
	Somewhat important	37%	42%	35%
	Not very important	12%	23%	12%
	Don't know	5%	10%	32%
Q14b. Importance of providing later evening and expanded weekend bus service	Very important	42%	24%	8%
	Somewhat important	39%	36%	44%
	Not very important	14%	29%	12%
	Don't know	5%	10%	35%
Q14c. Importance of providing expanded county-wide door-to-door service for senior citizens and disabled	Very important	67%	54%	41%
	Somewhat important	26%	33%	18%
	Not very important	4%	8%	12%
	Don't know	2%	5%	29%
Q14d. Importance of providing increased transit services in the Ypsilanti area	Very important	47%	28%	28%
	Somewhat important	30%	33%	7%
	Not very important	15%	22%	24%
	Don't know	8%	18%	42%
Q14e. Importance of providing connecting services between cities and villages in the county	Very important	51%	29%	12%
	Somewhat important	35%	41%	26%
	Not very important	11%	23%	33%
	Don't know	3%	7%	29%
Q14f. Importance of providing more frequent service on existing bus routes	Very important	32%	16%	18%
	Somewhat important	39%	32%	31%
	Not very important	19%	30%	6%
	Don't know	10%	22%	45%

**TRANSIT USING AND NON-USING HOUSEHOLDS**

Voters in rider households would seem to have a greater vested interest in service improvements than would other voters. They assign greater importance for all service improvements than voters in non transit-using households as the table above shows. These households also constitute 40% of the electorate, and, though insufficient in numbers to pass a tax levy, they are thus not an insignificant group.

One item stands out. In terms of expansion of services for seniors and those with disabilities, voters in user households were much more likely (67%) than voters in non-user households (54%) to rate the improvement as very important. Importantly, however, most non-users (54%) also said that this is a very important service improvement priority and another 33% said it is somewhat important. ***Given that the non-user households comprise the majority of voters, this relative unity of priorities is very important in terms of the priorities to which AATA needs to pay attention.***

Over half of every demographic group said it is very important to expand door-to-door service for seniors and persons with disabilities. We might expect also that senior citizens would also be highly supportive of this priority. However, while a majority said it is very important, the majority is only 52% of senior citizens (another 32% said it is somewhat important).

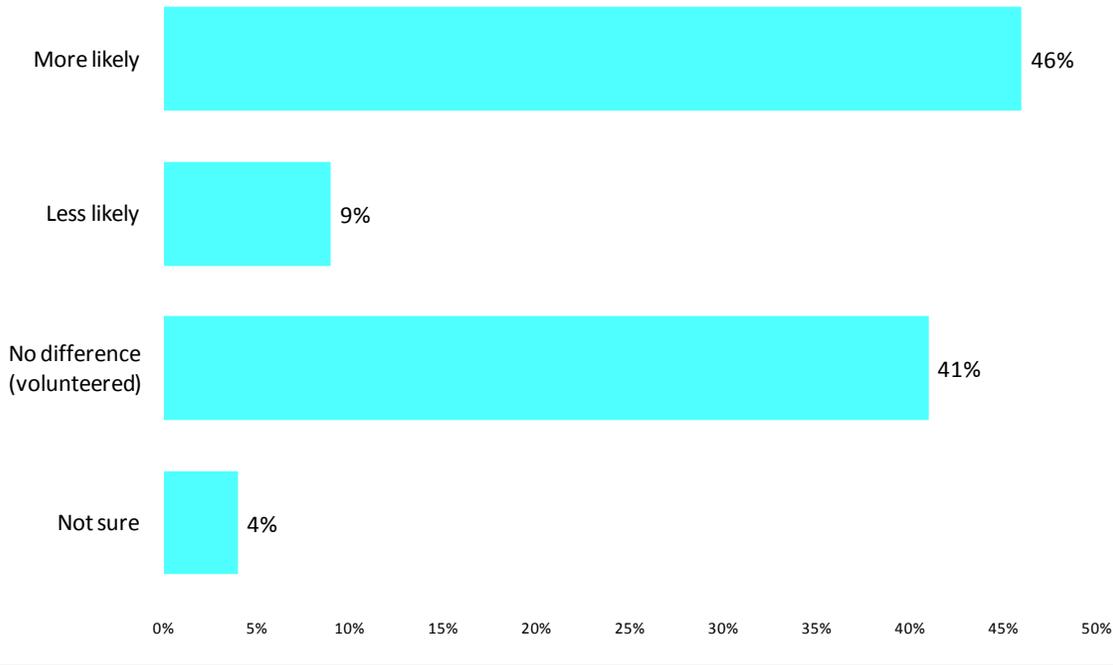
## **OTHER FINDINGS OF NOTE**

(See also tables in Appendix B, pp 14-19.)

- Over half of voters in the Ypsilanti area (52%) said it is very important to increase transit services in their area and 45% of them also said it is very important to provide connecting services between cities and villages in the county. But only about a third of voters in the other three regions said providing connecting services is very important.
- On the remaining three uses of the money, voters in Ann Arbor and Ypsilanti were more likely than voters in the East or West townships to say they are very important to provide. This is undoubtedly due to the fact that they are the primary users of AATA service. The improvements included:
  - increased commuter and express services to Ann Arbor
  - later evening and weekend bus service
  - more frequent service on existing routes.

## **Figure 27 Impact of the expansion and improved coordination of service**

Q15. What if you knew that if this one mil tax increase is approved by voters, transit services provided by AATA, WAVE and People's Express will be expanded and more coordinated.



### ***Impact of the expansion and improved coordination of service***

***Voters responded favorably when told that the three transit services in the county will be expanded and more coordinated.***

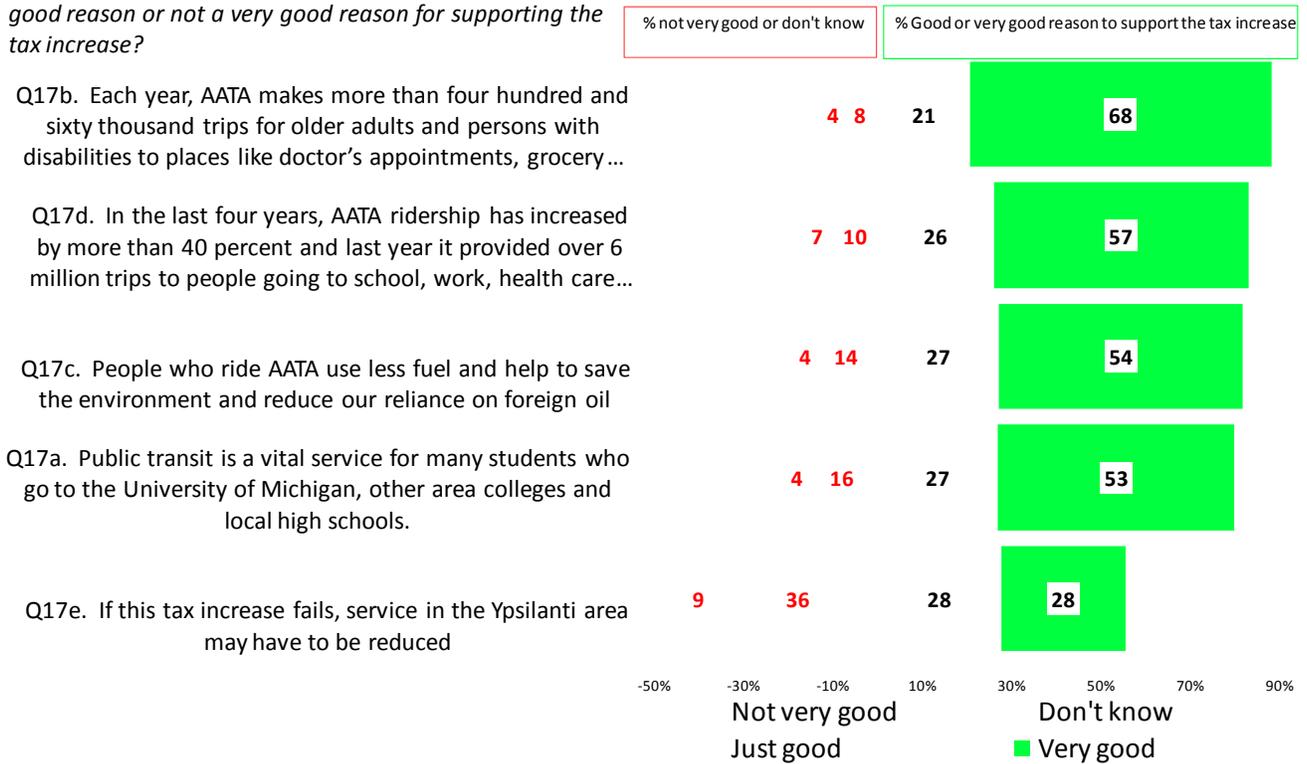
Nearly half of all voters (46%) said they would be **more likely** to vote for the tax increase knowing that if it is approved by voters, transit services provided by AATA, WAVE and People's Express will be expanded and more coordinated. Only 9% said this would make them **less likely** to vote "Yes" on the increase while 41% volunteered that this makes no difference to them.

This was a strong argument for the Consistently Positive voters (72% more likely). Also, and importantly, 50% of the Moved Positive voters were also more likely to vote "Yes" knowing transit services would be expanded and more coordinated. In other words this is an argument that in fact moves voters in a positive direction.

Also, two-fifths or more of voters in the West (40%) and East (45%) townships were more likely to vote "Yes" on the levy knowing transit services offered by AATA, WAVE and People's Express would be expanded and more coordinated. ***This will be an important argument to make, especially in the townships. Also, AATA must make it clear that the expansion of services includes WAVE and People's Express, that it will not be a duplication of service, and that coordination will improve.***

**Figure 28 AATA impacts on the community as reasons to support a tax**

Q17 Is each of the following a very good reason, just a good reason or not a very good reason for supporting the tax increase?



**AATA impact on the community as reasons to support a tax**

Four arguments related to community benefits AATA already provides were very strong. The threat of service reduction in Ypsilanti is a weak argument.

Respondents were read five statements about AATA and asked to judge them as reasons to support the property tax increase to expand public transit. Four described what AATA accomplishes for the community, and one described consequences of a levy failure.

The two statements with the strongest positive response related to the level of use of AATA's services by seniors and those with disabilities and the recent dramatic increase in use of regular bus service. Use by college students and having environmental impact were also messages with appeal to many voters. The four top statements were:

- Each year, AATA makes more than 460,000 trips for older adults and persons with disabilities to places like doctors' appointments, grocery shopping and work (89% positive, with 68% saying very good reason)
- In the last four years, AATA ridership has increased by more than 40% and last year, it provided over 6 million trips to people going to school, work or health care (83% positive, with 57% very good reason)
- People who ride AATA use less fuel and help to save the environment and reduce our reliance on foreign oil (81% positive, with 54% very good)
- Public transit is a vital service to many students who go to the University of Michigan, other area colleges and local high schools (80% positive, with 53% very good).

**These statements have an impact because they demonstrate that AATA is competent, is using tax money well, and is accomplishing things that are consistent with voters' sense of what is good and is needed. Making such statements heard is the key to convincing voters that the agency "deserves" additional funding. It is less the promise of new service and more the achievements of current service that provide the base of willing support for the future.**

Less important to voters overall was knowing that *if this tax increase fails, service in the Ypsilanti area may have to be reduced*. Overall, 56% said that this is a very good or just a good reason to support the tax. Perhaps more importantly, 36% said it is *not* a very good reason. Even in the Ypsilanti area, only 52% of voters said it is a good reason to support the tax increase and 39% said it is not a very good reason. Voters almost always react negatively to threats of loss of service, and react more positively to demonstrations of current competence and accomplishment. In this case, it is better to focus on the positive, indicating that service in Ypsilanti or connecting services between cities could be expanded if the levy passes.

### VOTE CONSISTENCY AND MOVEMENT GROUPS

The first four arguments listed in Figure 28 were very strong among Consistently Positive voters, with three-fourths or more saying each one is a very good reason to vote in favor. Also, nearly all of the Moved Positive voters said these are good or very good reasons to vote for the tax increase.

**Figure 29 Reasons to vote for a tax increase, by voter groups**

		<u>Voter Groups</u>			
		Consistent positive	Moved positive	Undecided or moved negative	Consistent negative
Q17a. Public transit is a vital service for many students who go to the University of Michigan, other area colleges and local high schools	Very good	76%	58%	39%	22%
	Just good	22%	34%	25%	32%
	Not very good	2%	2%	23%	41%
	Don't know	1%	5%	13%	6%
Q17b. Each year, AATA makes more than four hundred and sixty thousand trips for older adults and persons with disabilities to places like doctor's appointments, grocery shopping and work	Very good	86%	73%	56%	42%
	Just good	11%	20%	15%	36%
	Not very good	1%	3%	13%	17%
	Don't know	1%	3%	15%	5%
Q17c. People who ride AATA use less fuel and help to save the environment and reduce our reliance on foreign oil	Very good	76%	56%	34%	27%
	Just good	21%	28%	31%	35%
	Not very good	3%	9%	18%	33%
	Don't know	1%	7%	17%	6%
Q17d. In the last four years, AATA ridership has increased by more than 40%	Very good	82%	58%	38%	25%
	Just good	17%	32%	24%	40%
	Not very good	1%	4%	10%	25%
	Don't know	1%	7%	28%	10%
Q17e. If this tax increase fails, service in the Ypsilanti area may have to be reduced	Very good	42%	27%	25%	8%
	Just good	29%	30%	32%	25%
	Not very good	26%	32%	19%	55%
	Don't know	3%	11%	23%	12%

**Figure 30 Reasons to vote for a transit tax increase, by region**

		<u>Voter Groups</u>			
		City of Ann Arbor	Ypsilanti City and Township, and Pittsfield Township	City of Saline and the eastern townships	City of Chelsea and the western townships
Q17a. Public transit is a vital service for many students who go to the University of Michigan, other area colleges and local high schools	Very good	54%	60%	50%	44%
	Just good	29%	23%	26%	29%
	Not very good	15%	13%	18%	23%
	Don't know	2%	4%	6%	4%
Q17b. Each year, AATA makes more than four hundred and sixty thousand trips for older adults and persons with disabilities to places like doctor's appointments, grocery shopping and work	Very good	72%	71%	62%	66%
	Just good	17%	19%	24%	25%
	Not very good	7%	7%	9%	5%
	Don't know	4%	3%	5%	3%
Q17c. People who ride AATA use less fuel and help to save the environment and reduce our reliance on foreign oil	Very good	58%	58%	49%	52%
	Just good	28%	25%	27%	28%
	Not very good	12%	11%	19%	16%
	Don't know	2%	6%	5%	4%
Q17d. In the last four years, AATA ridership has increased by more than 40%	Very good	60%	67%	49%	49%
	Just good	24%	21%	31%	32%
	Not very good	9%	6%	12%	12%
	Don't know	6%	6%	8%	6%
Q17e. If this tax increase fails, service in the Ypsilanti area may have to be reduced	Very good	34%	28%	24%	20%
	Just good	29%	24%	29%	29%
	Not very good	29%	39%	39%	38%
	Don't know	8%	8%	8%	13%

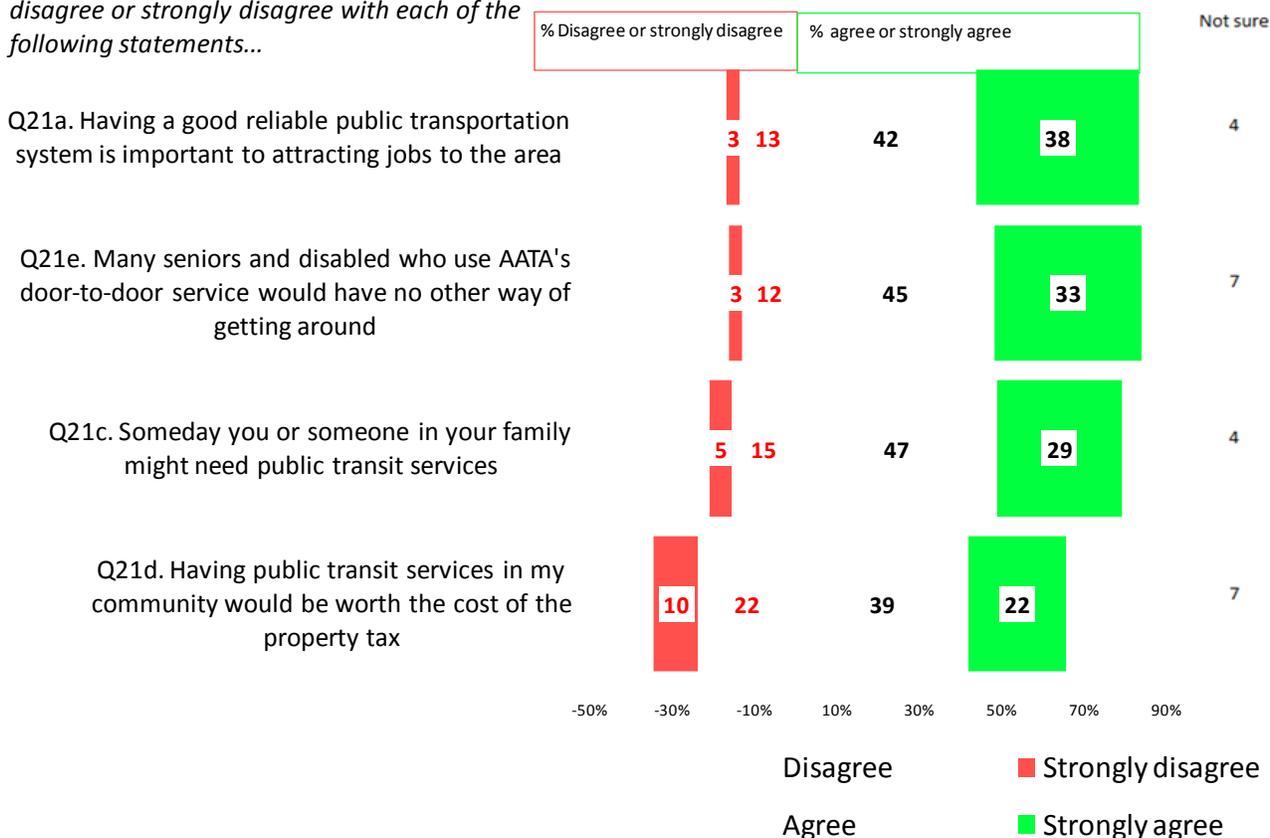
**REGION AND THE REASONS TO SUPPORT A LEVY**

As we have seen throughout this report, voters in Ann Arbor and Ypsilanti responded more positively to various arguments than voters in the East or West townships, but the four key statements about AATA's effect on the community were reasonably effective even in the townships. Voters want to know that their tax dollars are supporting causes in which they can believe. Thus, in the City of Saline and the eastern townships and in City of Chelsea and the western townships, 62% and 66% (respectively) said that AATA's providing hundreds of thousands of trips for "older adults and persons with disabilities" was a very good reason to support the tax.

Also, although a majority of the voters in the City of Saline and the eastern townships and in City of Chelsea and the western townships did not rate the other arguments as “very good” reasons to support the tax, large pluralities did (with the exception of cutbacks in Ypsilanti), and this suggests that they can improve the vote totals there, contributing to the county-wide vote, even if they are not sufficient to win a local majority.

### Figure 31 Perceived benefits of transit

Q21 Now please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements...



### Perceived benefits of transit

There is also high agreement with four statements about public transit, including its importance to attracting jobs to the county and the need of seniors and persons with disabilities for transit service.

Four attitude statements about public transit were tested. In order of percent agreement with the statements, they are:

- 38% of respondents agreed strongly and another 42% agreed (for a total of 80%) that *having a good reliable public transportation system is important to attracting jobs to the area and improving its economy.*
- 33% strongly agreed and 45% agreed (for a total of 78%) that *many seniors and people with disabilities who use AATA's door-to-door service would have no other way of getting around*
- 29% agreed strongly and 47% agreed (for a total of 76%) that *someday you or someone in your family might need public transit services.*
- 22% agreed strongly and 39% agreed (for a total of 61%) that *having public transit service in my community would be worth the cost of the property tax.* Thus, again we see that voters are less sure that expanded public transit services are needed in the county and that they can afford it.

**The message to be conveyed to voters must be that having a good public transit system benefits the community at large, not just riders, and it has particular impact on the economy and attracting jobs. It will be essential for the campaign to enlist the testimony of significant employers and other people influential in the business community regarding the importance of public transportation to economic recovery and continuing prosperity.**

**VOTER CONSISTENCY GROUPS**

Examining these several statements about the effects of transit on the community reveals again the relatively strong appeal of statements about the positive impact of transit on the economy and on the lives of transit-dependent seniors and disabled persons but also the doubt among some voters that the costs are worth it.

When we examine the attitudes of the voter groups, we find that the statement with the greatest percent in the “strongly agree” category in all the voter groups (with one minor exception that can be ignored) is that “having a good, reliable public transportation system is important to attracting jobs to the area.” Fifty-seven percent (57%) of the Consistently Positive voters strongly agreed with this statement, but also, 39% of those who Moved Positive and 30% of those who Moved Negative also agreed strongly with it.

**Figure 32 Voter groups and agreement/disagreement with pro-issue arguments**

		<u>Voter Groups</u>			
		Consistent positive	Moved positive	Undecided or moved negative	Consistent negative
Q21a. Agree/disagree having a good reliable public transportation system is important to attracting jobs to the area	Strongly agree	57%	39%	30%	12%
	Agree	40%	48%	38%	42%
	Disagree	2%	8%	10%	31%
	Strongly disagree	1%	0%	6%	8%
	Don't know	1%	6%	16%	7%
Q21c. Agree/disagree someday you or someone in your family might need public transit services	Strongly agree	45%	24%	24%	8%
	Agree	49%	53%	37%	45%
	Disagree	4%	10%	16%	32%
	Strongly disagree	1%	4%	9%	10%
	Don't know	1%	10%	15%	6%
Q21d. Agree/disagree having public transit services in my community would be worth the cost of the property tax	Strongly agree	41%	10%	11%	1%
	Agree	55%	58%	18%	12%
	Disagree	1%	13%	31%	53%
	Strongly disagree	1%	2%	9%	27%
	Don't know	1%	17%	32%	7%
Q21e. Agree/disagree many seniors and disabled who use AATA's door-to-door service would have no other way of getting around	Strongly agree	49%	29%	23%	15%
	Agree	45%	53%	40%	43%
	Disagree	3%	10%	13%	26%
	Strongly disagree	0%	0%	5%	6%
	Don't know	3%	9%	19%	10%

There was less across-the-board agreement that the individual voters believed they or a family member may one day need public transit service<sup>1</sup>. Although use of transit is high in Washtenaw County, most households do not use transit on any regular basis and apparently find it difficult to envision themselves doing so.

The real challenge for this issue (and most, not all, tax issues) comes on the matter of the benefits of public transit outweighing its cost. On that matter, even among the Consistently Positive voters, only 41% “agreed strongly” while 55% only “agreed.” Just as important, of the Moved Positive voters only 10% strongly agreed, and 58% agreed. In other words, while overall agreement is very high among the Consistently Positive voters and those who moved to a positive position, their level of agreement is not strong and does not signal that they are completely convinced.

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<sup>1</sup> In retrospect, it may have been better to word this question, not in terms of need, but in terms of wanting to use transit if gasoline prices rise again. If tracking surveys are conducted, they should include that wording.

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## Attitudes toward Possible Rail Service

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*Half have heard of the WALLY line, but there is limited voter support for it.*

Respondents were asked the following question:

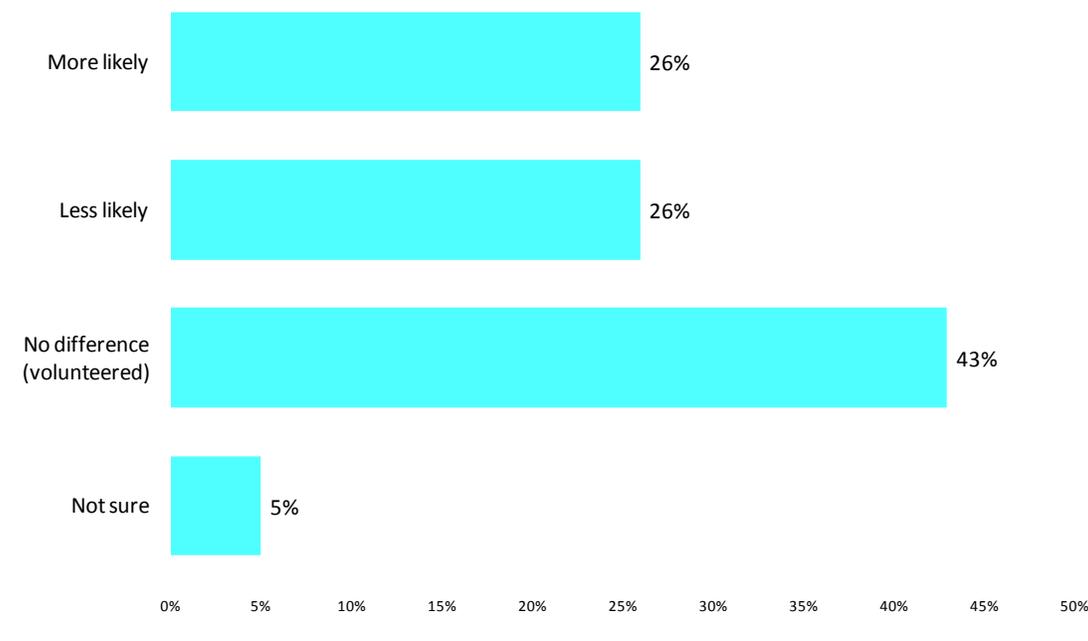
*There has been a lot of discussion about operating a commuter rail service called WALLY between Howell and Ann Arbor which can only be provided if both Livingston and Washtenaw counties provide their share of funding. Have you heard or read anything about WALLY, the proposed commuter rail service between Howell and Ann Arbor?*

Overall,

- ...half of all respondents (50%) have heard or read about the WALLY line.
- The other half had either not heard or read anything about WALLY (48%) or were not sure (2%).

**Figure 33 Use of transit tax revenue for WALLY**

Q19. If Livingston and Washtenaw counties decide to develop the WALLY line, some of the money from this tax increase would be used to provide the Washtenaw County share of money to operate the WALLY line.



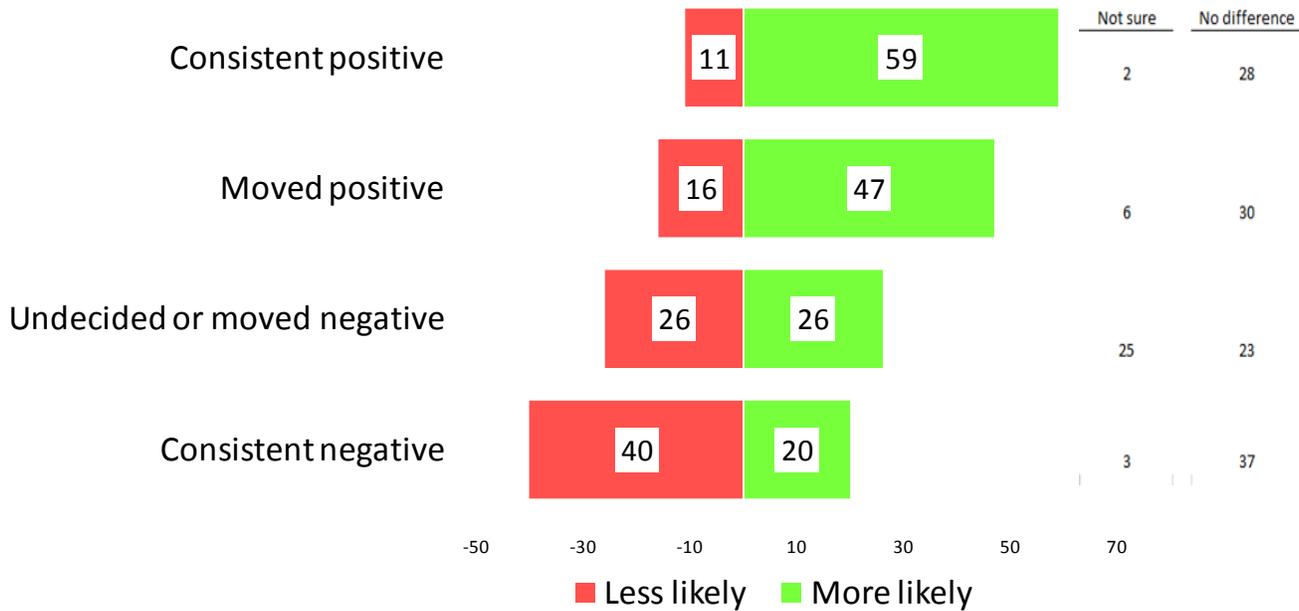
**Use of AATA transit tax revenue for local share of WALLY**

*Use of levy funds for WALLY does not aid the AATA issue.*

Voters were told that if Livingston and Washtenaw counties decide to develop the WALLY line, some of the money from this tax increase would be used to provide the Washtenaw County share to operate the line. Just 26% of voters said this would make them **more likely** to vote “Yes” on the tax increase but an equal number 26% would be **less likely**, and 43% volunteered that this does not make any difference to them.

**Figure 34 Use of transit tax for WALLY in relation to voter groups**

Q20 There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service from Ann Arbor to Detroit? Would that make you more likely or less likely to vote Yes on the tax increase for public transit or doesn't that make any difference to you?



**Using AATA transit tax revenue for local share of WALLY, by voter groups**

*Using funds from a new transit tax to help operate the WALLY line does nothing to increase support for the tax increase, may diminish support, and may also provide a target issue for any organized opposition that could emerge.*

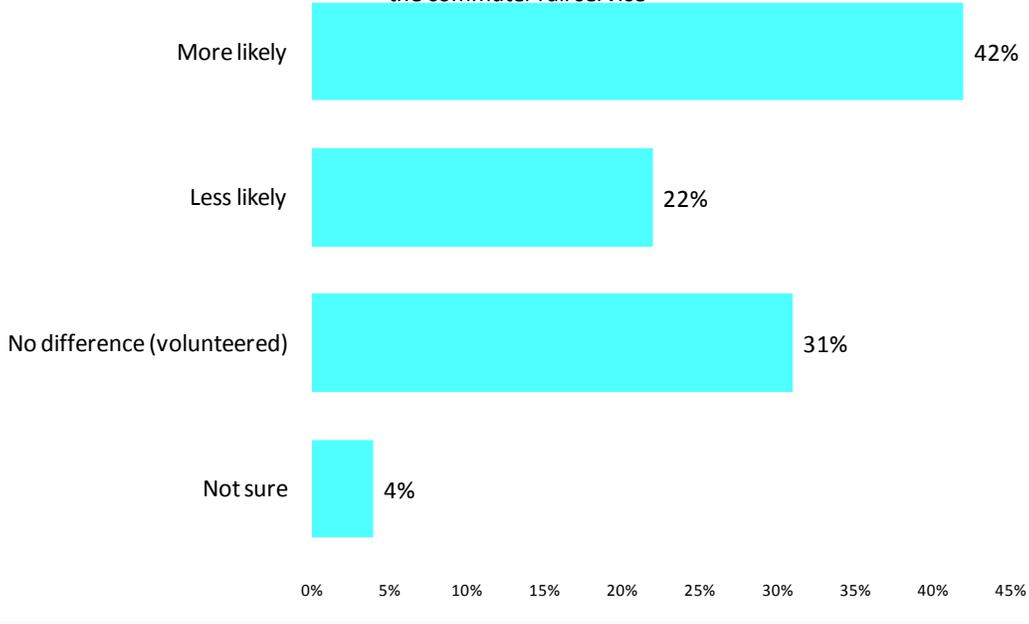
More than one-third of Consistently Positive voters (39%) said they were more likely to support the tax increase knowing some of the money would be used to operate the WALLY line. However, 16% of the Consistently Positive voters – who, it is important to recall, currently do not constitute a majority – said they would be less likely to vote for the issue. And while 29% of Moved Positive voters were more likely to vote “Yes”, 22% were less likely to do so.

Consistently Negative voters either said it would make no difference (47%) or that it would make them less likely to vote for it. Only 8% of Consistently Negative voters were more likely to vote “Yes.”

In short, as WALLY now is defined in the public mind, it would be more an obstacle than a help in passing a transit tax for expanded service in Washtenaw County.

***Figure 35 Use of tax revenue for rail service to Detroit***

Q20. There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service



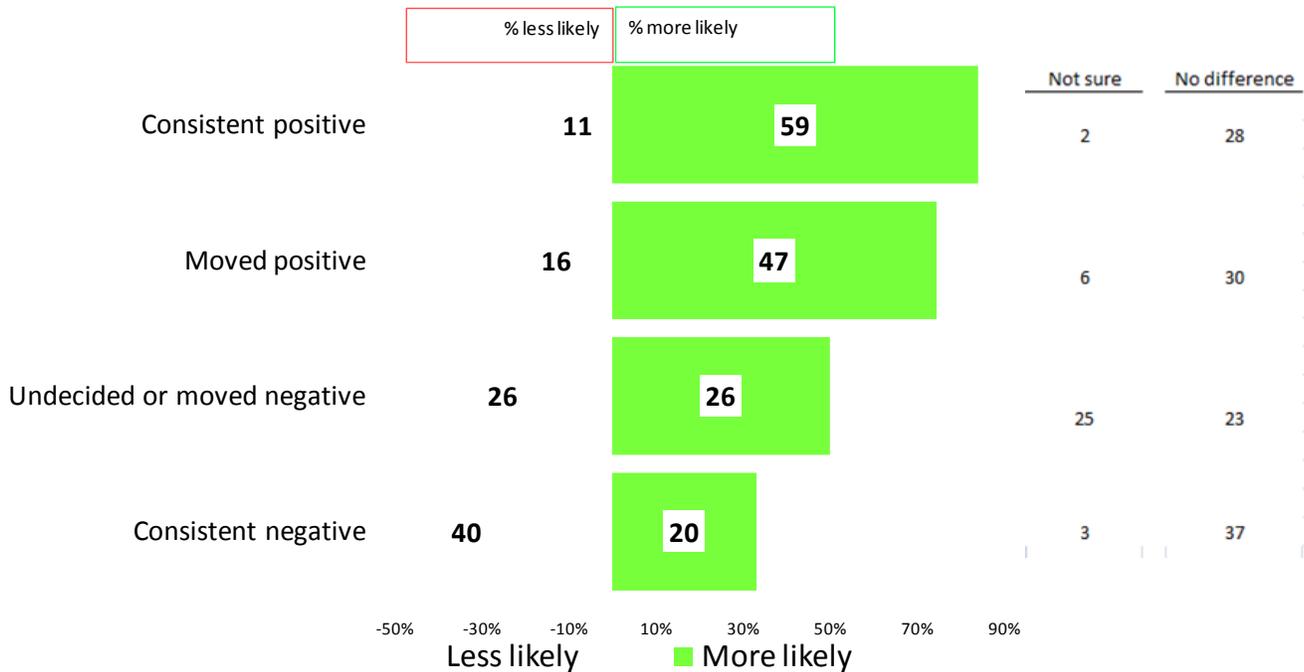
***Use of tax revenue for rail service to Detroit***

***There was more support for using some of the money to operate a commuter rail service between Ann Arbor and Detroit than for the WALLY service.***

Overall, 42% of the voters said they would be **more likely** to vote for the tax increase if some of the money were used to provide the Washtenaw County share of money to operate the commuter rail service between Ann Arbor and Detroit. Here too, however, about a fourth (22%) said they were **less likely** to support the tax increase knowing this while 31% said this does not make a difference to them.

**Figure 36 Voter groups and funding for Ann Arbor to Detroit rail service**

Q20 There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service from Ann Arbor to Detroit? Would that make you more likely or less likely to vote Yes on the tax increase for public transit or doesn't that make any difference to you?



**Using AATA transit tax funds for Washtenaw County share of funds to operate Ann Arbor / Detroit rail service, by voter groups**

More than half of Consistently Positive voters (59%) said they would be more likely to support the AATA tax issue if some of the money were used for an Ann Arbor to Detroit rail line, while only 11% would be less supportive. Also, nearly half of Moved Positive voters (47%) were more likely to vote “Yes”. Even 20% of the Consistently Negative voters were more supportive, particularly those who have ridden AATA buses (30%). But 40% of the Consistently Negative voters were negatively impacted by this use of money.

It is not shown in the chart, but this was a stronger reason to vote “Yes” for AATA riders (54% more likely) and Ann Arbor voters (54%) as well as college students (54%) and 18 to 34 year olds (59%). (See Appendix B, page 33.)

Operating a commuter rail service to Detroit is clearly seen as more appealing, and perhaps more likely to be used, by Washtenaw County residents than a commuter rail line to Howell.

**Figure 37 Survey region and awareness of and support for WALLY**

**Survey region**

		City of Ann Arbor	Ypsilanti City and Township, and Pittsfield Township	City of Saline and the eastern townships	City of Chelsea and the western townships
Q18. There has been a lot of discussion about operating a commuter rail service called WALLY between Howell and Ann Arbor which can only be provided if both Livingston and Washtenaw counties provide their share of funding. Have you heard or read anything about WALLY, the proposed commuter rail service between Howell and Ann Arbor?	Yes	60%	39%	51%	40%
	No	39%	58%	46%	58%
	Not sure	1%	3%	3%	2%
Q19. If Livingston and Washtenaw counties decide to develop the WALLY line, some of the money from this tax increase would be used to provide the Washtenaw County share of money to operate the WALLY line. Does knowing that make you more likely or less likely to vote Yes on the tax increase for public transit or doesn't that make any difference to you?	More likely	31%	26%	23%	19%
	Less likely	24%	23%	28%	28%
	No difference	41%	44%	44%	48%
	Not sure	5%	7%	5%	5%
Q20. There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service from Ann Arbor to Detroit?	More likely	54%	44%	33%	32%
	Less likely	19%	21%	25%	29%
	No difference	25%	30%	36%	36%
	Not sure	3%	6%	6%	3%

**Geography (within Washtenaw County) of the rail issues**

On each of the rail issues, Ann Arbor voters were more supportive than others. This is especially true of the Ann Arbor to Detroit service on which 54% of Ann Arbor voters said they would be more likely to vote for a one mil increase in property tax if some revenue were used to providing local funding share for that service.

Across all four regions of Washtenaw County, the Ann Arbor to Detroit service was received more positively than the WALLY service. For example, while 33% of voters in City of Saline and the eastern townships said they would be more likely to vote for an issue that helped support the Ann Arbor to Detroit service, only 23% of that region's voters said the same of the WALLY service. The same tendency to favor the Ann Arbor to Detroit service over WALLY was found in each of the regions.

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## Appendix A: Survey Questionnaire

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## AATA WASHTENAW COUNTY SURVEY

September 2009

- |    |   |                            |  |
|----|---|----------------------------|--|
| 1. | Overall, how satisfied are you with Washtenaw County as a place to live? Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with Washtenaw County as a place to live?  | 1<br>2<br>3<br>4<br>9      | Very Satisfied<br>Somewhat Satisfied<br>Somewhat Dissatisfied<br>Very Dissatisfied<br>Not Sure   |
| 2. | In your opinion, is Washtenaw County a better place to live than it was five years ago or is it a worse place to live?  | 1<br>2<br>3<br>9           | Better<br>Worse<br>Same (Vol.)<br>Not Sure   |
| 3. | Have you heard of the Ann Arbor Transportation Authority, which is often called A-A-T-A (spell out) or The Ride?  | 1<br>2<br>9                | Yes <b>(Go to Q4)</b><br>No <b>(Skip to Q5)</b><br>Not Sure <b>(Skip to Q5)</b>  |
| 4. | Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Ann Arbor Transportation Authority, A-A-T-A?  | 1<br>2<br>3<br>4<br>5<br>9 | Very Favorable<br>Somewhat Favorable<br>Somewhat Unfavorable<br>Very Unfavorable<br>Mixed (Vol.)<br>Not Sure   |
| 5. | The Ann Arbor Transportation Authority or A-A-T-A (spell out) has been asked to consider placing a tax issue on the ballot for the purpose of providing and expanding public transportation throughout all of Washtenaw County.<br>Assuming that it would increase property taxes by one mil county-wide, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county? | 1<br>2<br>3<br>4<br>9      | Definitely Yes <b>(Go to Q6)</b><br>Probably Yes <b>(Go to Q6)</b><br>Probably No <b>(Go to Q6)</b><br>Definitely No <b>(Go to Q6)</b><br>Not Sure <b>(Skip to Q7)</b> |
| 6. | What is your main reason for voting that way? <b>(PROBE)</b>  |                            |  |

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- |     |   |                       |   |
|-----|---|-----------------------|---|
| 7.  | What if you knew that this tax increase would cost the owner of a two hundred thousand dollar home about eight dollars a month more in taxes. Knowing that, would you be more likely or less likely to vote for the one mil tax increase to expand public transit both in Ann Arbor and throughout Washtenaw county?  | 1<br>2<br>3<br>9      | More Likely<br>Less Likely<br>No Difference (Vol.)<br>Not Sure                                |
| 8.  | Residents of the City of Ann Arbor now pay a two mil property tax to support transit services. No one else pays this tax. If this issue to expand public transit in Ann Arbor and throughout the county is approved, Ann Arbor residents will pay an additional one mil for a total of three mils and everyone else will pay one mil. Does knowing that make you more likely or less likely to vote for this one mil levy or doesn't that make any difference to you? | 1<br>2<br>3<br>9      | More Likely<br>Less Likely<br>No Difference<br>Not Sure                                       |
| 9.  | How would you rate the job A-A-T-A currently does of providing public transit services? Would you say they do an excellent job, a good job, an only fair job or a poor job?   | 1<br>2<br>3<br>4<br>9 | Excellent<br>Good<br>Only Fair<br>Poor<br>Not Sure  |
| 10. | How important do you think it is to provide public transit services in Washtenaw County? Would you say it is extremely important, very important, somewhat important, or not very important?  | 1<br>2<br>3<br>4<br>9 | Extremely Important<br>Very Important<br>Somewhat Important<br>Not Very Important<br>Not Sure |
| 11. | Have you or anyone in your household ridden any of A-A-T-A's buses in the past year?  | 1<br>2<br>9           | Yes<br>No<br>Not Sure   |
| 12. | Have you heard of WAVE which provides limited public transportation service primarily in the western part of the county?  | 1<br>2<br>9           | Yes<br>No<br>Not Sure   |
| 13. | Have you heard of People's Express which provides limited public transportation service primarily in the northeast and southeast parts of the county?   | 1<br>2<br>9           | Yes<br>No<br>Not Sure   |

14. Now I'm going to read you some of the services A-A-T-A could provide if the milage increase passes. Please tell me how important you think it is to provide each of these services in Washtenaw County. The first one is ... **(Read each item, Randomize list, Repeat choices)** Would you say that is very important, somewhat important or not very important to provide?

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Don't Know</u>
a. Increased express and commuter services to Ann Arbor from the rest of the county.	1	2	3	9
b. Later evening and expanded weekend bus service	1	2	3	9
c. Expanded county-wide door-to-door service for senior citizens and persons with disabilities	1	2	3	9
d. Increased transit services in the Ypsilanti area	1	2	3	9
e. Connecting services between cities and villages in the county	1	2	3	9
f. More frequent service on existing bus routes	1	2	3	9

15. What if you knew that if this one mil tax increase is approved by voters, transit services provided by A-A-T-A, WAVE and People's Express will be expanded and more coordinated. Does knowing that make you more likely or less likely to vote for the tax increase for public transit or doesn't that make any difference to you?

1	More Likely
2	Less Likely
3	No Difference
9	Not Sure

16. Now I'd like to read you some reasons people may have for opposing a county-wide tax increase to expand public transit. Please tell me if you strongly agree, agree, disagree or strongly disagree with each one. The first one is... **(Randomize list, Repeat choices as needed)** Do you strongly agree, agree, disagree or strongly disagree with that?

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. There is enough public transit service now; we don't need to expand it.	1	2	3	4	9
b. I'd like to expand public transit, but I cannot afford to pay any more taxes.	1	2	3	4	9
c. It's not fair to have everyone in the county pay for something that mostly benefits the Cities of Ann Arbor and Ypsilanti.	1	2	3	4	9
d. There are more important things to do with our tax dollars than support public transit.	1	2	3	4	9
e. The economy is too uncertain for me to vote for this tax increase.	1	2	3	4	9

17. Next, I'd like to read you some reasons for supporting the tax increase to expand public transit. This time, please tell me if you think each one is a very good reason, just a good reason or not a very good reason for supporting the tax increase. **(Read first statement and ask)** Do you personally think that it is a very good reason, just a good reason or not a very good reason for supporting the tax increase? **(Repeat Choices As Needed) (Randomize list)**

	<u>Very Good</u>	<u>Just Good</u>	<u>Not Very Good</u>	<u>Don't Know</u>
a. Public transit is a vital service for many students who go to the University of Michigan, other area colleges and local high schools.	1	2	3	9
b. Each year, AATA makes more than four hundred and sixty thousand trips for older adults and persons with disabilities to places like doctor's appointments, grocery shopping and work.	1	2	3	9
c. People who ride AATA use less fuel and help to save the environment and reduce our reliance on foreign oil.	1	2	3	9
d. In the last four years, AATA ridership has increased by more than 40 percent and last year it provided over 6 million trips to people going to school, work, health care and other places.	1	2	3	9
e. If this tax increase fails, service in the Ypsilanti area may have to be reduced.	1	2	3	9

18. There has been a lot of discussion about operating a commuter rail service called WALLY between Howell and Ann Arbor which can only be provided if both Livingston and Washtenaw counties provide their share of funding. Have you heard or read anything about WALLY, the proposed commuter rail service between Howell and Ann Arbor?

- 1 Yes
- 2 No
- 9 Not Sure

19. If Livingston and Washtenaw counties decide to develop the WALLY line, some of the money from this tax increase would be used to provide the Washtenaw County share of money to operate the WALLY line. Does knowing that make you more likely or less likely to vote Yes on the tax increase for public transit or doesn't that make any difference to you?

- 1 More Likely
- 2 Less Likely
- 3 No Difference
- 9 Not Sure

20. There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service from Ann Arbor to Detroit? Would that make you more likely or less likely to vote Yes on the tax increase for public transit or doesn't that make any difference to you?

- 1 More Likely
- 2 Less Likely
- 3 No Difference
- 9 Not Sure

21. Now please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements. The first one is... **(Repeat Choices)** Do you strongly agree, agree, disagree or strongly disagree with that? **(Randomize)**

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. Having a good reliable public transportation system is important to attracting jobs to the area and improving its economy.	1	2	3	4	9
b. A-A-T-A spends a lot of money on things that aren't important.	1	2	3	4	9
c. Someday you or someone in your family might need public transit services.	1	2	3	4	9
d. Having public transit services in my community would be worth the cost of the property tax.	1	2	3	4	9
e. Many seniors and people with disabilities who use A-A-T-A's door-to-door service would have no other way of getting around.	1	2	3	4	9

22. Thinking again about the one mil increase in the property tax for A-A-T-A and all of the things we've talked about, if an election were held today, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county?

- 1 Definitely Yes
- 2 Probably Yes
- 3 Probably No
- 4 Definitely No
- 9 Not Sure

Now I have a few questions for classification purposes only.

23. Into which of the following age groups do you fall? Are you ... (read responses 1 through 4)?

- 1 18 to 34 years
- 2 35 to 49 years
- 3 50 to 64 years
- 4 65 and over
- 9 Refused

24. Are you currently a college student?

- 1 Yes
- 2 No
- 9 Refused

25. Do you consider yourself to be a Democrat, Republican or Independent?

- 1 Democrat
- 2 Republican
- 3 Independent
- 9 Don't Know/Refused

26. Would you say your total household is more or less than sixty thousand dollars?

- 1 More than \$60,000 **(Go to Q29)**
- 2
- 9 Less than \$60,000 **(Go to Q28)**
- Refused (Vol.) **(Go to End)**

27. (If less than \$60,000) Into which income group would you say your household falls? Would you say it falls into... **(Read responses 1-4)**
- (Go to End)**
28. (If more than \$60,000) Into which income group would you say your household falls? Would you say it falls into... **(Read responses 1-5)**
- (Go to End)**
- (By observation) Was the respondent Male or Female?
- 1 Less than \$15,000
  - 2 \$15,000 to \$29,999
  - 3 \$30,000 - \$44,999
  - 4 \$45,000 to \$59,999
  - 9 (VOL) Refused
  - 1 \$60,000 - \$74,999
  - 2 \$75,000 - \$99,999
  - 3 \$100,000 to \$149,999
  - 4 \$150,000 - \$199,999
  - 5 More than \$200,000
  - 9 (VOL) Refused
  - 1 Male
  - 2 Female

And finally, may I have your first name? **(If asked, say so that my supervisor can ask for you if he/she needs to call you to verify my work.)**

\_\_\_\_\_

This is the end of our survey. Thank you very much for your time.

**(INTERVIEWER FILL OUT AFTER CALL HAS BEEN COMPLETED)**

How many minutes did the interview take to complete? \_\_\_\_\_

Interviewer's Initials: \_\_\_\_\_ Respondent's Phone Number: \_\_\_\_\_

City/Township: \_\_\_\_\_ Ward: \_\_\_\_\_

**(INTERVIEWER DO NOT COMPLETE)**

Geographic Region		1	2	3	4				
Voter History	2008	0	1	2	3	4	5	6	7
	2007	0	1	2	3	4	5	6	7
	2006	0	1	2	3	4	5	6	7
	2005	0	1	2	3	4	5	6	7

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## Appendix B: Cross tabulations

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 DEMOGRAPHIC PROFILE  
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	CASES	PERCENT
ALL RESPONDENTS	1100	100.0%
BY VOTE MOVEMENT		
CONSISTENTLY POSITIVE	533	48.5%
MOVED POSITIVE	124	11.2%
UNDECIDED/MOVED NEGATIVE	83	7.6%
CONSISTENTLY NEGATIVE	360	32.7%
BY REGION		
ANN ARBOR	358	32.6%
YPSILANTI & PITTSFIELD	277	25.2%
SALINE & EAST TWPS	337	30.6%
CHELSEA & WEST TWPS	128	11.6%
BY AGE		
18 TO 34	116	10.6%
35 TO 49	298	27.1%
50 TO 64	421	38.3%
65 AND OVER	264	24.0%
BY AATA RIDERSHIP		
YES	435	39.5%
NO	665	60.5%
BY COLLEGE STUDENT		
YES	98	8.9%
NO	1002	91.1%
BY INCOME (\$000)		
LESS THAN \$30	120	10.9%
\$30 TO \$60	254	23.1%
\$60 TO \$100	254	23.1%
MORE THAN \$100	212	19.3%
REFUSED	259	23.5%
BY PARTY		
DEMOCRAT	442	40.2%
REPUBLICAN	147	13.4%
INDEPENDENT	426	38.7%
REFUSED	85	7.7%
BY GENDER		
MALE	510	46.4%
FEMALE	590	53.6%
BY NUMBER OF GENERALS VOTED IN		
4 OR 3 GENERALS	359	32.6%
2 GENERALS	592	53.8%
ONE OR NO GENERALS	149	13.5%

Q1 OVERALL, HOW SATISFIED ARE YOU WITH WASHTENAW COUNTY AS A PLACE TO LIVE

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NOT SURE
ALL RESPONDENTS	61%	35%	3%	1%	1%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	67%	31%	1%	1%	0%
MOVED POSITIVE	58%	39%	0%	0%	3%
UNDECIDED/MOVED NEGATIVE	59%	33%	7%	1%	0%
CONSISTENTLY NEGATIVE	53%	41%	5%	1%	1%
BY REGION					
ANN ARBOR	67%	30%	2%	0%	0%
YPSILANTI & PITTSFIELD	52%	42%	4%	1%	1%
SALINE & EAST TWPS	63%	34%	2%	0%	1%
CHELSEA & WEST TWPS	58%	36%	3%	2%	1%
BY AGE					
18 TO 34	62%	35%	2%	1%	0%
35 TO 49	58%	40%	1%	0%	1%
50 TO 64	60%	35%	4%	1%	1%
65 AND OVER	65%	30%	3%	1%	1%
BY AATA RIDERSHIP					
YES	62%	34%	3%	0%	0%
NO	60%	36%	3%	1%	1%
BY COLLEGE STUDENT					
YES	52%	43%	3%	1%	0%
NO	62%	34%	3%	1%	1%
BY INCOME (\$000)					
LESS THAN \$30	48%	44%	3%	2%	2%
\$30 TO \$60	56%	40%	3%	1%	0%
\$60 TO \$100	65%	31%	3%	0%	0%
MORE THAN \$100	70%	27%	2%	0%	0%
REFUSED	59%	36%	3%	1%	2%
BY PARTY					
DEMOCRAT	67%	30%	2%	0%	1%
REPUBLICAN	57%	39%	4%	1%	0%
INDEPENDENT	56%	39%	3%	1%	0%
BY GENDER					
MALE	57%	38%	4%	0%	1%
FEMALE	64%	32%	2%	1%	1%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	64%	33%	3%	0%	0%
2 GENERALS	60%	35%	3%	1%	1%
ONE OR NO GENERALS	57%	38%	2%	1%	2%

Q2 IS WASHTENAW COUNTY A BETTER OR WORSE PLACE TO LIVE  
THAN IT WAS FIVE YEARS AGO

	BETTER	WORSE	SAME	NOT SURE
ALL RESPONDENTS	24%	25%	39%	12%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	30%	20%	38%	12%
MOVED POSITIVE	23%	18%	42%	17%
UNDECIDED/MOVED NEGATIVE	16%	19%	49%	17%
CONSISTENTLY NEGATIVE	17%	37%	38%	7%
BY REGION				
ANN ARBOR	26%	23%	41%	10%
YPSILANTI & PITTSFIELD	24%	27%	35%	14%
SALINE & EAST TWPS	23%	24%	41%	12%
CHELSEA & WEST TWPS	22%	31%	38%	8%
BY AGE				
18 TO 34	30%	12%	29%	28%
35 TO 49	18%	27%	42%	13%
50 TO 64	27%	28%	38%	7%
65 AND OVER	23%	24%	43%	10%
BY AATA RIDERSHIP				
YES	29%	23%	37%	11%
NO	21%	26%	41%	12%
BY COLLEGE STUDENT				
YES	24%	26%	32%	17%
NO	24%	25%	40%	11%
BY INCOME (\$000)				
LESS THAN \$30	25%	27%	36%	13%
\$30 TO \$60	28%	26%	37%	9%
\$60 TO \$100	25%	22%	43%	10%
MORE THAN \$100	23%	27%	35%	15%
REFUSED	20%	25%	42%	13%
BY PARTY				
DEMOCRAT	27%	23%	37%	12%
REPUBLICAN	19%	29%	42%	10%
INDEPENDENT	22%	27%	39%	12%
BY GENDER				
MALE	22%	28%	40%	10%
FEMALE	25%	23%	38%	13%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	23%	28%	43%	6%
2 GENERALS	26%	25%	38%	11%
ONE OR NO GENERALS	19%	18%	34%	28%

Q3 HAVE YOU HEARD OF THE ANN ARBOR TRANSPORTATION AUTHORITY,  
WHICH IS OFTEN CALLED AATA OR THE RIDE

	YES	NO
ALL RESPONDENTS	95%	5%
BY VOTE MOVEMENT		
CONSISTENTLY POSITIVE	97%	3%
MOVED POSITIVE	94%	6%
UNDECIDED/MOVED NEGATIVE	91%	9%
CONSISTENTLY NEGATIVE	94%	6%
BY REGION		
ANN ARBOR	99%	1%
YPSILANTI & PITTSFIELD	96%	4%
SALINE & EAST TWPS	92%	8%
CHELSEA & WEST TWPS	90%	10%
BY AGE		
18 TO 34	92%	8%
35 TO 49	96%	4%
50 TO 64	97%	3%
65 AND OVER	92%	8%
BY AATA RIDERSHIP		
YES	97%	3%
NO	94%	6%
BY COLLEGE STUDENT		
YES	95%	5%
NO	95%	5%
BY INCOME (\$000)		
LESS THAN \$30	96%	4%
\$30 TO \$60	93%	7%
\$60 TO \$100	95%	5%
MORE THAN \$100	97%	3%
REFUSED	95%	5%
BY PARTY		
DEMOCRAT	97%	3%
REPUBLICAN	92%	8%
INDEPENDENT	95%	5%
BY GENDER		
MALE	95%	5%
FEMALE	95%	5%
BY NUMBER OF GENERALS VOTED IN		
4 OR 3 GENERALS	98%	2%
2 GENERALS	95%	5%
ONE OR NO GENERALS	88%	12%

Q4 OPINION OF ANN ARBOR TRANSPORTATION AUTHORITY, AATA

	VERY FAVORABLE	SOMEWHAT FAVORABLE	SOMEWHAT UNFAVORABLE	VERY UNFAVORABLE	MIXED	NOT SURE	NOT AWARE OF AATA
ALL RESPONDENTS	26%	39%	4%	1%	2%	23%	5%
BY VOTE MOVEMENT							
CONSISTENTLY POSITIVE	36%	46%	3%	0%	1%	11%	3%
MOVED POSITIVE	28%	33%	3%	0%	0%	30%	6%
UNDECIDED/MOVED NEGATIVE	23%	25%	2%	4%	4%	32%	9%
CONSISTENTLY NEGATIVE	11%	33%	7%	3%	3%	36%	6%
BY REGION							
ANN ARBOR	37%	43%	5%	2%	2%	10%	1%
YPSILANTI & PITTSFIELD	30%	41%	4%	0%	2%	19%	4%
SALINE & EAST TWPS	16%	36%	4%	1%	1%	34%	8%
CHELSEA & WEST TWPS	13%	31%	4%	2%	2%	38%	10%
BY AGE							
18 TO 34	28%	46%	1%	0%	0%	18%	8%
35 TO 49	19%	48%	3%	2%	3%	21%	4%
50 TO 64	32%	37%	5%	1%	1%	21%	3%
65 AND OVER	24%	29%	6%	1%	2%	30%	8%
BY AATA RIDERSHIP							
YES	41%	46%	4%	1%	0%	5%	3%
NO	17%	34%	5%	1%	2%	35%	6%
BY COLLEGE STUDENT							
YES	40%	43%	1%	0%	0%	11%	5%
NO	25%	39%	5%	1%	2%	24%	5%
BY INCOME (\$000)							
LESS THAN \$30	30%	40%	4%	1%	2%	18%	4%
\$30 TO \$60	28%	40%	5%	1%	1%	20%	7%
\$60 TO \$100	26%	40%	2%	1%	1%	25%	5%
MORE THAN \$100	25%	45%	6%	1%	1%	20%	3%
REFUSED	23%	31%	5%	2%	4%	29%	5%
BY PARTY							
DEMOCRAT	33%	41%	4%	1%	1%	17%	3%
REPUBLICAN	22%	29%	5%	3%	1%	31%	8%
INDEPENDENT	22%	42%	3%	1%	2%	24%	5%
BY GENDER							
MALE	25%	39%	6%	1%	1%	23%	5%
FEMALE	27%	39%	3%	1%	2%	23%	5%
BY NUMBER OF GENERALS VOTED IN							
4 OR 3 GENERALS	30%	40%	6%	2%	2%	18%	2%
2 GENERALS	24%	38%	3%	1%	2%	27%	5%
ONE OR NO GENERALS	25%	38%	3%	1%	0%	20%	12%

Q5 FIRST VOTE ON AATA ONE MILL LEVY

	DEFINITELY YES	PROBABLY YES	PROBABLY NO	DEFINITELY NO	NOT SURE
ALL RESPONDENTS	17%	34%	21%	20%	7%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	33%	67%	0%	0%	0%
MOVED POSITIVE	0%	0%	54%	23%	23%
UNDECIDED/MOVED NEGATIVE	12%	24%	0%	0%	64%
CONSISTENTLY NEGATIVE	0%	0%	46%	54%	0%
BY REGION					
ANN ARBOR	23%	36%	17%	16%	8%
YPSILANTI & PITTSFIELD	18%	34%	18%	19%	11%
SALINE & EAST TWPS	11%	36%	26%	23%	4%
CHELSEA & WEST TWPS	10%	27%	28%	28%	6%
BY AGE					
18 TO 34	20%	43%	18%	11%	9%
35 TO 49	14%	36%	25%	19%	7%
50 TO 64	18%	35%	20%	21%	6%
65 AND OVER	17%	28%	19%	25%	10%
BY AATA RIDERSHIP					
YES	27%	44%	14%	11%	5%
NO	10%	28%	26%	26%	9%
BY COLLEGE STUDENT					
YES	20%	40%	16%	17%	6%
NO	16%	34%	22%	21%	8%
BY INCOME (\$000)					
LESS THAN \$30	23%	29%	15%	23%	9%
\$30 TO \$60	19%	33%	25%	16%	7%
\$60 TO \$100	16%	40%	20%	18%	6%
MORE THAN \$100	16%	39%	24%	17%	4%
REFUSED	13%	29%	18%	28%	12%
BY PARTY					
DEMOCRAT	23%	40%	16%	13%	8%
REPUBLICAN	6%	30%	36%	24%	5%
INDEPENDENT	14%	31%	23%	25%	7%
BY GENDER					
MALE	18%	31%	22%	23%	6%
FEMALE	16%	38%	20%	18%	9%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	19%	36%	19%	20%	7%
2 GENERALS	16%	33%	24%	20%	7%
ONE OR NO GENERALS	15%	36%	17%	23%	9%

Q7 LIKELIHOOD OF VOTING YES ON AATA LEVY KNOWING IT WOULD COST  
THE OWNER OF A \$200,000 HOME ABOUT \$8.00 A MONTH MORE IN TAXES

	MORE LIKELY	LESS LIKELY	NO DIFFERENCE	NOT SURE
ALL RESPONDENTS	40%	34%	19%	6%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	65%	10%	22%	3%
MOVED POSITIVE	42%	30%	15%	12%
UNDECIDED/MOVED NEGATIVE	22%	40%	8%	30%
CONSISTENTLY NEGATIVE	7%	71%	18%	4%
BY REGION				
ANN ARBOR	46%	27%	21%	6%
YPSILANTI & PITTSFIELD	44%	34%	14%	7%
SALINE & EAST TWPS	35%	39%	19%	7%
CHELSEA & WEST TWPS	28%	45%	22%	4%
BY AGE				
18 TO 34	49%	20%	23%	7%
35 TO 49	42%	33%	20%	5%
50 TO 64	39%	33%	22%	7%
65 AND OVER	36%	45%	11%	7%
BY AATA RIDERSHIP				
YES	55%	19%	21%	6%
NO	30%	45%	18%	7%
BY COLLEGE STUDENT				
YES	60%	23%	10%	7%
NO	38%	36%	20%	6%
BY INCOME (\$000)				
LESS THAN \$30	44%	36%	12%	8%
\$30 TO \$60	45%	33%	14%	8%
\$60 TO \$100	45%	32%	19%	5%
MORE THAN \$100	38%	31%	26%	4%
REFUSED	30%	41%	21%	8%
BY PARTY				
DEMOCRAT	46%	26%	22%	5%
REPUBLICAN	32%	45%	18%	5%
INDEPENDENT	37%	39%	17%	7%
BY GENDER				
MALE	39%	35%	20%	5%
FEMALE	41%	34%	18%	7%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	42%	34%	19%	5%
2 GENERALS	37%	36%	20%	7%
ONE OR NO GENERALS	48%	29%	15%	9%

Q8 LIKELIHOOD OF VOTING YES ON AATA LEVY KNOWING  
RESIDENTS OF THE CITY OF ANN ARBOR WILL PAY  
THREE MILLS TO SUPPORT TRANSIT SERVICES AND  
EVERYONE ELSE WILL PAY ONE MILL

	MORE LIKELY	LESS LIKELY	NO DIFFERENCE	NOT SURE
ALL RESPONDENTS	12%	24%	58%	6%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	17%	11%	68%	4%
MOVED POSITIVE	11%	24%	53%	11%
UNDECIDED/MOVED NEGATIVE	14%	28%	32%	27%
CONSISTENTLY NEGATIVE	3%	43%	53%	1%
BY REGION				
ANN ARBOR	10%	33%	51%	6%
YPSILANTI & PITTSFIELD	17%	20%	57%	7%
SALINE & EAST TWPS	9%	21%	65%	5%
CHELSEA & WEST TWPS	11%	19%	65%	4%
BY AGE				
18 TO 34	7%	16%	70%	7%
35 TO 49	14%	22%	59%	5%
50 TO 64	12%	23%	61%	5%
65 AND OVER	10%	33%	49%	8%
BY AATA RIDERSHIP				
YES	13%	21%	60%	6%
NO	11%	27%	58%	5%
BY COLLEGE STUDENT				
YES	13%	22%	59%	6%
NO	11%	25%	58%	6%
BY INCOME (\$000)				
LESS THAN \$30	17%	18%	55%	10%
\$30 TO \$60	14%	27%	53%	5%
\$60 TO \$100	12%	22%	62%	5%
MORE THAN \$100	10%	17%	70%	3%
REFUSED	7%	33%	52%	7%
BY PARTY				
DEMOCRAT	15%	23%	58%	4%
REPUBLICAN	12%	27%	57%	4%
INDEPENDENT	9%	24%	61%	7%
BY GENDER				
MALE	11%	23%	61%	5%
FEMALE	12%	26%	56%	6%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	10%	27%	57%	6%
2 GENERALS	11%	23%	60%	5%
ONE OR NO GENERALS	17%	21%	55%	6%

Q9 HOW WOULD YOU RATE THE JOB AATA CURRENTLY DOES OF PROVIDING TRANSIT SERVICES

	EXCELLENT	GOOD	ONLY FAIR	POOR	NOT SURE
ALL RESPONDENTS	15%	44%	11%	1%	28%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	22%	55%	9%	0%	14%
MOVED POSITIVE	16%	42%	10%	1%	32%
UNDECIDED/MOVED NEGATIVE	7%	33%	14%	2%	43%
CONSISTENTLY NEGATIVE	7%	32%	14%	3%	45%
BY REGION					
ANN ARBOR	21%	51%	10%	1%	16%
YPSILANTI & PITTSFIELD	17%	51%	9%	0%	23%
SALINE & EAST TWPS	9%	37%	13%	1%	40%
CHELSEA & WEST TWPS	9%	31%	12%	4%	43%
BY AGE					
18 TO 34	10%	58%	14%	0%	19%
35 TO 49	15%	45%	10%	1%	28%
50 TO 64	16%	47%	12%	1%	24%
65 AND OVER	16%	32%	10%	2%	39%
BY AATA RIDERSHIP					
YES	24%	57%	12%	1%	6%
NO	9%	36%	10%	2%	43%
BY COLLEGE STUDENT					
YES	17%	53%	10%	0%	19%
NO	15%	43%	11%	1%	29%
BY INCOME (\$000)					
LESS THAN \$30	23%	38%	18%	1%	20%
\$30 TO \$60	15%	48%	12%	1%	24%
\$60 TO \$100	12%	49%	8%	1%	30%
MORE THAN \$100	14%	49%	11%	1%	24%
REFUSED	14%	35%	10%	2%	39%
BY PARTY					
DEMOCRAT	19%	46%	12%	1%	22%
REPUBLICAN	15%	35%	6%	2%	42%
INDEPENDENT	11%	48%	10%	2%	29%
BY GENDER					
MALE	17%	42%	11%	2%	28%
FEMALE	13%	47%	11%	1%	29%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	17%	45%	12%	1%	25%
2 GENERALS	14%	43%	11%	1%	31%
ONE OR NO GENERALS	15%	47%	10%	2%	26%

Q10 HOW IMPORTANT DO YOU THINK IT IS TO PROVIDE PUBLIC TRANSIT SERVICES  
IN WASHTENAW COUNTY

	EXTREMELY IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	NOT SURE
ALL RESPONDENTS	35%	37%	19%	7%	2%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	55%	40%	4%	0%	0%
MOVED POSITIVE	29%	49%	15%	3%	4%
UNDECIDED/MOVED NEGATIVE	21%	45%	21%	9%	3%
CONSISTENTLY NEGATIVE	10%	26%	43%	17%	4%
BY REGION					
ANN ARBOR	46%	33%	15%	4%	2%
YPSILANTI & PITTSFIELD	40%	38%	15%	5%	2%
SALINE & EAST TWPS	24%	40%	24%	9%	2%
CHELSEA & WEST TWPS	21%	36%	28%	12%	2%
BY AGE					
18 TO 34	33%	46%	14%	4%	3%
35 TO 49	36%	36%	20%	6%	2%
50 TO 64	39%	35%	19%	5%	2%
65 AND OVER	29%	37%	21%	11%	2%
BY AATA RIDERSHIP					
YES	49%	40%	8%	3%	0%
NO	26%	35%	27%	9%	3%
BY COLLEGE STUDENT					
YES	40%	45%	9%	3%	3%
NO	34%	36%	20%	7%	2%
BY INCOME (\$000)					
LESS THAN \$30	45%	34%	11%	8%	2%
\$30 TO \$60	33%	41%	20%	5%	1%
\$60 TO \$100	41%	34%	18%	5%	2%
MORE THAN \$100	32%	40%	18%	8%	2%
REFUSED	28%	34%	25%	8%	4%
BY PARTY					
DEMOCRAT	48%	37%	11%	2%	2%
REPUBLICAN	17%	40%	29%	11%	2%
INDEPENDENT	29%	36%	25%	8%	3%
BY GENDER					
MALE	31%	37%	22%	8%	2%
FEMALE	39%	37%	17%	5%	2%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	39%	33%	19%	9%	1%
2 GENERALS	32%	39%	20%	6%	2%
ONE OR NO GENERALS	38%	37%	16%	4%	4%

Q11 HAVE YOU OR ANYONE IN YOUR HOUSEHOLD RIDDEN ANY OF  
AATA'S BUSES IN THE PAST YEAR

	YES	NO	NOT SURE
ALL RESPONDENTS	40%	59%	1%
BY VOTE MOVEMENT			
CONSISTENTLY POSITIVE	56%	44%	0%
MOVED POSITIVE	37%	60%	2%
UNDECIDED/MOVED NEGATIVE	26%	72%	2%
CONSISTENTLY NEGATIVE	19%	79%	1%
BY REGION			
ANN ARBOR	60%	39%	1%
YPSILANTI & PITTSFIELD	42%	57%	1%
SALINE & EAST TWPS	24%	74%	1%
CHELSEA & WEST TWPS	16%	81%	3%
BY AGE			
18 TO 34	56%	42%	2%
35 TO 49	41%	59%	0%
50 TO 64	44%	55%	1%
65 AND OVER	24%	74%	2%
BY AATA RIDERSHIP			
YES	100%	0%	0%
NO	0%	98%	2%
BY COLLEGE STUDENT			
YES	56%	41%	3%
NO	38%	61%	1%
BY INCOME (\$000)			
LESS THAN \$30	47%	52%	1%
\$30 TO \$60	41%	57%	1%
\$60 TO \$100	39%	60%	2%
MORE THAN \$100	41%	59%	0%
REFUSED	34%	65%	1%
BY PARTY			
DEMOCRAT	49%	51%	1%
REPUBLICAN	27%	72%	1%
INDEPENDENT	35%	64%	1%
BY GENDER			
MALE	38%	61%	1%
FEMALE	41%	58%	1%
BY NUMBER OF GENERALS VOTED IN			
4 OR 3 GENERALS	44%	54%	1%
2 GENERALS	35%	63%	1%
ONE OR NO GENERALS	44%	55%	1%

Q12 HAVE YOU HEARD OF WAVE WHICH PROVIDES LIMITED PUBLIC TRANSPORTATION SERVICE PRIMARILY IN THE WESTERN PART OF THE COUNTY

	YES	NO	NOT SURE
ALL RESPONDENTS	28%	70%	2%
BY VOTE MOVEMENT			
CONSISTENTLY POSITIVE	33%	66%	1%
MOVED POSITIVE	22%	76%	2%
UNDECIDED/MOVED NEGATIVE	16%	76%	8%
CONSISTENTLY NEGATIVE	27%	71%	2%
BY REGION			
ANN ARBOR	24%	73%	3%
YPSILANTI & PITTSFIELD	12%	87%	1%
SALINE & EAST TWPS	32%	66%	3%
CHELSEA & WEST TWPS	66%	32%	2%
BY AGE			
18 TO 34	27%	72%	1%
35 TO 49	26%	73%	1%
50 TO 64	30%	68%	1%
65 AND OVER	28%	67%	5%
BY AATA RIDERSHIP			
YES	32%	67%	1%
NO	26%	71%	3%
BY COLLEGE STUDENT			
YES	27%	71%	2%
NO	29%	69%	2%
BY INCOME (\$000)			
LESS THAN \$30	26%	70%	4%
\$30 TO \$60	34%	63%	3%
\$60 TO \$100	29%	70%	1%
MORE THAN \$100	30%	69%	0%
REFUSED	22%	76%	3%
BY PARTY			
DEMOCRAT	29%	69%	2%
REPUBLICAN	31%	67%	1%
INDEPENDENT	29%	68%	2%
BY GENDER			
MALE	26%	72%	2%
FEMALE	30%	67%	2%
BY NUMBER OF GENERALS VOTED IN			
4 OR 3 GENERALS	30%	67%	3%
2 GENERALS	29%	69%	2%
ONE OR NO GENERALS	21%	77%	2%

Q13 HAVE YOU HEARD OF PEOPLE'S EXPRESS WHICH PROVIDES LIMITED  
PUBLIC TRANSPORTATION SERVICE PRIMARILY IN THE NORTHEAST AND  
SOUTHEAST PARTS OF THE COUNTY

	YES	NO	NOT SURE
ALL RESPONDENTS	26%	72%	3%
BY VOTE MOVEMENT			
CONSISTENTLY POSITIVE	29%	70%	2%
MOVED POSITIVE	21%	74%	5%
UNDECIDED/MOVED NEGATIVE	17%	76%	8%
CONSISTENTLY NEGATIVE	25%	73%	2%
BY REGION			
ANN ARBOR	24%	72%	4%
YPSILANTI & PITTSFIELD	24%	76%	0%
SALINE & EAST TWPS	32%	64%	4%
CHELSEA & WEST TWPS	15%	84%	1%
BY AGE			
18 TO 34	16%	83%	1%
35 TO 49	26%	73%	1%
50 TO 64	30%	68%	2%
65 AND OVER	22%	72%	6%
BY AATA RIDERSHIP			
YES	33%	65%	2%
NO	21%	77%	3%
BY COLLEGE STUDENT			
YES	32%	67%	1%
NO	25%	72%	3%
BY INCOME (\$000)			
LESS THAN \$30	27%	70%	3%
\$30 TO \$60	31%	64%	5%
\$60 TO \$100	23%	75%	2%
MORE THAN \$100	21%	79%	0%
REFUSED	26%	71%	3%
BY PARTY			
DEMOCRAT	27%	71%	3%
REPUBLICAN	16%	78%	5%
INDEPENDENT	27%	71%	2%
BY GENDER			
MALE	26%	72%	2%
FEMALE	25%	72%	3%
BY NUMBER OF GENERALS VOTED IN			
4 OR 3 GENERALS	26%	70%	3%
2 GENERALS	26%	71%	2%
ONE OR NO GENERALS	20%	77%	2%

Q14A INCREASED EXPRESS AND COMMUTER SERVICES TO ANN ARBOR  
FROM THE REST OF THE COUNTY

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	33%	40%	19%	8%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	54%	39%	5%	2%
MOVED POSITIVE	28%	50%	12%	10%
UNDECIDED/MOVED NEGATIVE	24%	34%	17%	25%
CONSISTENTLY NEGATIVE	7%	39%	42%	12%
BY REGION				
ANN ARBOR	36%	38%	19%	8%
YPSILANTI & PITTSFIELD	35%	38%	17%	10%
SALINE & EAST TWPS	30%	43%	20%	7%
CHELSEA & WEST TWPS	29%	42%	20%	9%
BY AGE				
18 TO 34	35%	48%	13%	3%
35 TO 49	37%	40%	17%	6%
50 TO 64	33%	40%	19%	8%
65 AND OVER	28%	36%	23%	13%
BY AATA RIDERSHIP				
YES	45%	37%	12%	5%
NO	25%	42%	23%	10%
BY COLLEGE STUDENT				
YES	34%	51%	12%	2%
NO	33%	39%	19%	9%
BY INCOME (\$000)				
LESS THAN \$30	37%	43%	12%	8%
\$30 TO \$60	34%	39%	20%	7%
\$60 TO \$100	38%	39%	16%	6%
MORE THAN \$100	36%	40%	20%	3%
REFUSED	23%	40%	21%	15%
BY PARTY				
DEMOCRAT	41%	40%	13%	6%
REPUBLICAN	21%	42%	25%	11%
INDEPENDENT	30%	40%	22%	8%
BY GENDER				
MALE	30%	41%	23%	7%
FEMALE	36%	39%	15%	9%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	33%	39%	21%	7%
2 GENERALS	33%	40%	18%	9%
ONE OR NO GENERALS	35%	40%	15%	10%

Q14B LATER EVENING AND EXPANDED WEEKEND BUS SERVICE

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	31%	37%	23%	8%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	45%	43%	8%	4%
MOVED POSITIVE	41%	35%	13%	11%
UNDECIDED/MOVED NEGATIVE	21%	32%	21%	26%
CONSISTENTLY NEGATIVE	10%	31%	49%	10%
BY REGION				
ANN ARBOR	34%	38%	22%	6%
YPSILANTI & PITTSFIELD	37%	38%	17%	9%
SALINE & EAST TWPS	27%	36%	28%	9%
CHELSEA & WEST TWPS	22%	37%	30%	11%
BY AGE				
18 TO 34	54%	28%	16%	2%
35 TO 49	30%	42%	20%	7%
50 TO 64	28%	40%	25%	7%
65 AND OVER	26%	32%	27%	15%
BY AATA RIDERSHIP				
YES	42%	39%	14%	5%
NO	24%	36%	29%	11%
BY COLLEGE STUDENT				
YES	51%	33%	16%	0%
NO	29%	38%	24%	9%
BY INCOME (\$000)				
LESS THAN \$30	41%	33%	16%	10%
\$30 TO \$60	34%	37%	22%	7%
\$60 TO \$100	35%	35%	24%	6%
MORE THAN \$100	25%	45%	24%	7%
REFUSED	25%	36%	26%	13%
BY PARTY				
DEMOCRAT	41%	38%	14%	7%
REPUBLICAN	16%	43%	31%	10%
INDEPENDENT	27%	35%	30%	8%
BY GENDER				
MALE	29%	36%	28%	7%
FEMALE	33%	38%	19%	10%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	28%	40%	25%	7%
2 GENERALS	29%	38%	23%	10%
ONE OR NO GENERALS	47%	28%	20%	5%

Q14C EXPANDED COUNTY-WIDE DOOR-TO-DOOR SERVICE FOR  
SENIOR CITIZENS AND PERSONS WITH DISABILITIES

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	59%	30%	6%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	75%	23%	1%	1%
MOVED POSITIVE	63%	28%	3%	5%
UNDECIDED/MOVED NEGATIVE	44%	31%	8%	17%
CONSISTENTLY NEGATIVE	39%	41%	15%	6%
BY REGION				
ANN ARBOR	57%	34%	6%	3%
YPSILANTI & PITTSFIELD	66%	25%	5%	4%
SALINE & EAST TWPS	58%	30%	6%	6%
CHELSEA & WEST TWPS	58%	27%	11%	4%
BY AGE				
18 TO 34	65%	29%	2%	4%
35 TO 49	60%	30%	7%	3%
50 TO 64	62%	29%	6%	3%
65 AND OVER	52%	32%	9%	7%
BY AATA RIDERSHIP				
YES	67%	26%	4%	2%
NO	54%	32%	8%	6%
BY COLLEGE STUDENT				
YES	67%	29%	3%	1%
NO	59%	30%	7%	5%
BY INCOME (\$000)				
LESS THAN \$30	68%	26%	4%	3%
\$30 TO \$60	62%	30%	5%	2%
\$60 TO \$100	58%	29%	7%	6%
MORE THAN \$100	58%	33%	5%	3%
REFUSED	55%	29%	10%	6%
BY PARTY				
DEMOCRAT	70%	23%	4%	2%
REPUBLICAN	51%	34%	11%	4%
INDEPENDENT	54%	35%	6%	5%
BY GENDER				
MALE	55%	35%	7%	3%
FEMALE	63%	25%	6%	5%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	54%	34%	9%	3%
2 GENERALS	61%	29%	5%	5%
ONE OR NO GENERALS	66%	23%	6%	6%

Q14D INCREASED TRANSIT SERVICES IN THE YPSILANTI AREA

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	35%	32%	19%	14%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	52%	31%	7%	9%
MOVED POSITIVE	34%	39%	11%	17%
UNDECIDED/MOVED NEGATIVE	23%	30%	15%	31%
CONSISTENTLY NEGATIVE	13%	30%	40%	17%
BY REGION				
ANN ARBOR	35%	34%	17%	14%
YPSILANTI & PITTSFIELD	52%	25%	15%	8%
SALINE & EAST TWPS	28%	36%	21%	15%
CHELSEA & WEST TWPS	19%	28%	27%	26%
BY AGE				
18 TO 34	43%	41%	8%	7%
35 TO 49	37%	33%	19%	12%
50 TO 64	38%	30%	20%	11%
65 AND OVER	24%	29%	22%	26%
BY AATA RIDERSHIP				
YES	47%	30%	15%	8%
NO	28%	32%	22%	18%
BY COLLEGE STUDENT				
YES	40%	43%	14%	3%
NO	35%	31%	19%	15%
BY INCOME (\$000)				
LESS THAN \$30	46%	29%	12%	13%
\$30 TO \$60	36%	32%	19%	14%
\$60 TO \$100	36%	31%	17%	16%
MORE THAN \$100	38%	33%	21%	7%
REFUSED	25%	33%	22%	20%
BY PARTY				
DEMOCRAT	50%	26%	13%	12%
REPUBLICAN	23%	37%	28%	12%
INDEPENDENT	26%	37%	22%	15%
BY GENDER				
MALE	30%	36%	23%	11%
FEMALE	39%	28%	16%	17%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	37%	30%	20%	13%
2 GENERALS	34%	32%	19%	15%
ONE OR NO GENERALS	36%	35%	16%	12%

Q14E CONNECTING SERVICES BETWEEN CITIES AND VILLAGES IN THE COUNTY

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	38%	39%	18%	6%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	57%	36%	5%	2%
MOVED POSITIVE	31%	54%	9%	5%
UNDECIDED/MOVED NEGATIVE	31%	35%	17%	17%
CONSISTENTLY NEGATIVE	12%	38%	41%	9%
BY REGION				
ANN ARBOR	35%	43%	17%	4%
YPSILANTI & PITTSFIELD	45%	35%	14%	6%
SALINE & EAST TWPS	35%	37%	22%	7%
CHELSEA & WEST TWPS	36%	40%	18%	6%
BY AGE				
18 TO 34	39%	43%	14%	4%
35 TO 49	38%	42%	15%	5%
50 TO 64	39%	38%	19%	4%
65 AND OVER	34%	34%	23%	10%
BY AATA RIDERSHIP				
YES	51%	35%	11%	3%
NO	29%	41%	23%	8%
BY COLLEGE STUDENT				
YES	45%	36%	16%	4%
NO	37%	39%	18%	6%
BY INCOME (\$000)				
LESS THAN \$30	51%	33%	12%	4%
\$30 TO \$60	40%	42%	15%	4%
\$60 TO \$100	40%	40%	14%	6%
MORE THAN \$100	32%	39%	26%	3%
REFUSED	32%	36%	22%	10%
BY PARTY				
DEMOCRAT	44%	39%	13%	4%
REPUBLICAN	22%	45%	22%	11%
INDEPENDENT	37%	36%	22%	5%
BY GENDER				
MALE	35%	39%	21%	5%
FEMALE	40%	38%	16%	7%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	39%	37%	20%	4%
2 GENERALS	37%	39%	18%	6%
ONE OR NO GENERALS	39%	39%	14%	8%

Q14F MORE FREQUENT SERVICE ON EXISTING BUS ROUTES

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT VERY IMPORTANT	DON'T KNOW
ALL RESPONDENTS	22%	35%	26%	17%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	32%	43%	14%	12%
MOVED POSITIVE	23%	41%	16%	19%
UNDECIDED/MOVED NEGATIVE	18%	24%	26%	31%
CONSISTENTLY NEGATIVE	9%	23%	45%	22%
BY REGION				
ANN ARBOR	27%	35%	25%	13%
YPSILANTI & PITTSFIELD	27%	35%	25%	13%
SALINE & EAST TWPS	16%	34%	26%	25%
CHELSEA & WEST TWPS	17%	34%	28%	21%
BY AGE				
18 TO 34	32%	43%	19%	6%
35 TO 49	22%	36%	24%	17%
50 TO 64	21%	36%	27%	15%
65 AND OVER	20%	26%	27%	26%
BY AATA RIDERSHIP				
YES	32%	39%	19%	10%
NO	16%	32%	30%	22%
BY COLLEGE STUDENT				
YES	28%	44%	19%	9%
NO	22%	34%	26%	18%
BY INCOME (\$000)				
LESS THAN \$30	29%	30%	25%	16%
\$30 TO \$60	25%	38%	21%	16%
\$60 TO \$100	21%	34%	25%	20%
MORE THAN \$100	18%	42%	27%	13%
REFUSED	21%	28%	29%	22%
BY PARTY				
DEMOCRAT	28%	36%	20%	16%
REPUBLICAN	16%	30%	34%	19%
INDEPENDENT	19%	36%	28%	17%
BY GENDER				
MALE	21%	35%	30%	13%
FEMALE	23%	34%	22%	21%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	24%	35%	26%	16%
2 GENERALS	21%	33%	26%	19%
ONE OR NO GENERALS	24%	40%	22%	14%

Q15 LIKELIHOOD OF VOTING FOR AATA LEVY KNOWING IF THIS ONE MILL  
TAX INCREASE IS APPROVED BY VOTERS, TRANSIT SERVICES  
PROVIDED BY AATA, WAVE AND PEOPLE'S EXPRESS  
WILL BE EXPANDED AND MORE COORDINATED

	MORE LIKELY	LESS LIKELY	NO DIFFERENCE	NOT SURE
ALL RESPONDENTS	46%	9%	41%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	72%	1%	26%	1%
MOVED POSITIVE	50%	4%	37%	8%
UNDECIDED/MOVED NEGATIVE	27%	17%	33%	23%
CONSISTENTLY NEGATIVE	10%	20%	66%	3%
BY REGION				
ANN ARBOR	47%	7%	42%	3%
YPSILANTI & PITTSFIELD	49%	9%	37%	5%
SALINE & EAST TWPS	45%	10%	40%	5%
CHELSEA & WEST TWPS	40%	9%	48%	3%
BY AGE				
18 TO 34	55%	5%	36%	4%
35 TO 49	49%	5%	42%	4%
50 TO 64	45%	11%	40%	5%
65 AND OVER	40%	12%	44%	4%
BY AATA RIDERSHIP				
YES	61%	5%	31%	3%
NO	36%	12%	47%	5%
BY COLLEGE STUDENT				
YES	58%	9%	32%	1%
NO	45%	9%	42%	5%
BY INCOME (\$000)				
LESS THAN \$30	44%	13%	40%	4%
\$30 TO \$60	50%	6%	38%	5%
\$60 TO \$100	51%	7%	37%	6%
MORE THAN \$100	46%	5%	48%	1%
REFUSED	39%	14%	42%	6%
BY PARTY				
DEMOCRAT	56%	8%	33%	3%
REPUBLICAN	34%	11%	53%	2%
INDEPENDENT	42%	7%	45%	5%
BY GENDER				
MALE	41%	8%	48%	4%
FEMALE	51%	10%	35%	5%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	47%	11%	39%	3%
2 GENERALS	45%	8%	42%	5%
ONE OR NO GENERALS	49%	7%	40%	4%

Q16A      THERE IS ENOUGH PUBLIC TRANSIT SERVICE NOW;  
WE DON'T NEED TO EXPAND IT

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	6%	21%	47%	15%	11%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	2%	6%	64%	25%	3%
MOVED POSITIVE	2%	21%	47%	8%	21%
UNDECIDED/MOVED NEGATIVE	5%	18%	41%	8%	28%
CONSISTENTLY NEGATIVE	12%	45%	23%	4%	16%
BY REGION					
ANN ARBOR	7%	20%	49%	15%	9%
YPSILANTI & PITTSFIELD	6%	14%	49%	17%	14%
SALINE & EAST TWPS	3%	27%	45%	13%	12%
CHELSEA & WEST TWPS	5%	24%	44%	14%	13%
BY AGE					
18 TO 34	2%	17%	49%	21%	11%
35 TO 49	4%	19%	53%	11%	13%
50 TO 64	7%	22%	45%	18%	7%
65 AND OVER	7%	24%	42%	10%	16%
BY AATA RIDERSHIP					
YES	5%	12%	53%	25%	5%
NO	6%	27%	43%	8%	16%
BY COLLEGE STUDENT					
YES	6%	14%	57%	19%	4%
NO	6%	22%	46%	14%	12%
BY INCOME (\$000)					
LESS THAN \$30	8%	20%	40%	23%	9%
\$30 TO \$60	6%	23%	47%	12%	11%
\$60 TO \$100	5%	19%	51%	16%	9%
MORE THAN \$100	2%	21%	49%	18%	10%
REFUSED	7%	22%	45%	10%	16%
BY PARTY					
DEMOCRAT	5%	12%	54%	19%	9%
REPUBLICAN	6%	37%	35%	6%	16%
INDEPENDENT	7%	25%	44%	14%	10%
BY GENDER					
MALE	8%	23%	47%	14%	8%
FEMALE	4%	19%	47%	15%	14%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	7%	23%	44%	20%	7%
2 GENERALS	5%	21%	50%	11%	13%
ONE OR NO GENERALS	4%	20%	44%	18%	15%

Q16B I'D LIKE TO EXPAND PUBLIC TRANSIT, BUT I CANNOT AFFORD TO PAY ANY MORE TAXES

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	15%	36%	37%	6%	5%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	5%	28%	55%	9%	3%
MOVED POSITIVE	20%	41%	28%	4%	7%
UNDECIDED/MOVED NEGATIVE	19%	34%	20%	2%	25%
CONSISTENTLY NEGATIVE	29%	48%	18%	2%	3%
BY REGION					
ANN ARBOR	15%	31%	42%	7%	5%
YPSILANTI & PITTSFIELD	20%	34%	36%	5%	6%
SALINE & EAST TWPS	12%	40%	38%	4%	6%
CHELSEA & WEST TWPS	18%	46%	26%	8%	2%
BY AGE					
18 TO 34	6%	35%	53%	1%	4%
35 TO 49	18%	37%	37%	5%	3%
50 TO 64	15%	36%	37%	7%	5%
65 AND OVER	18%	37%	32%	6%	8%
BY AATA RIDERSHIP					
YES	12%	30%	44%	9%	5%
NO	18%	40%	33%	3%	6%
BY COLLEGE STUDENT					
YES	14%	38%	37%	6%	5%
NO	16%	36%	37%	6%	5%
BY INCOME (\$000)					
LESS THAN \$30	27%	39%	26%	4%	5%
\$30 TO \$60	15%	41%	36%	3%	5%
\$60 TO \$100	11%	37%	41%	6%	4%
MORE THAN \$100	11%	25%	49%	11%	4%
REFUSED	19%	38%	31%	4%	8%
BY PARTY					
DEMOCRAT	15%	30%	43%	9%	4%
REPUBLICAN	24%	36%	32%	4%	4%
INDEPENDENT	13%	43%	36%	3%	5%
BY GENDER					
MALE	13%	36%	39%	6%	5%
FEMALE	17%	36%	36%	5%	5%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	17%	34%	37%	8%	4%
2 GENERALS	15%	37%	37%	5%	6%
ONE OR NO GENERALS	13%	37%	40%	1%	8%

Q16C IT'S NOT FAIR TO HAVE EVERYONE IN THE COUNTY  
 PAY FOR SOMETHING THAT MOSTLY BENEFITS THE  
 CITIES OF ANN ARBOR AND YPSILANTI

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	10%	31%	42%	11%	5%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	3%	19%	59%	17%	2%
MOVED POSITIVE	6%	34%	43%	7%	9%
UNDECIDED/MOVED NEGATIVE	12%	27%	26%	9%	26%
CONSISTENTLY NEGATIVE	22%	49%	21%	4%	3%
BY REGION					
ANN ARBOR	6%	23%	50%	16%	5%
YPSILANTI & PITTSFIELD	9%	29%	45%	11%	5%
SALINE & EAST TWPS	12%	38%	37%	7%	5%
CHELSEA & WEST TWPS	18%	42%	27%	8%	5%
BY AGE					
18 TO 34	9%	28%	43%	16%	3%
35 TO 49	7%	34%	44%	10%	4%
50 TO 64	10%	30%	44%	12%	4%
65 AND OVER	14%	31%	38%	9%	8%
BY AATA RIDERSHIP					
YES	6%	22%	50%	19%	4%
NO	13%	38%	37%	6%	6%
BY COLLEGE STUDENT					
YES	11%	22%	55%	9%	2%
NO	10%	32%	41%	11%	5%
BY INCOME (\$000)					
LESS THAN \$30	12%	30%	39%	14%	5%
\$30 TO \$60	10%	31%	43%	11%	5%
\$60 TO \$100	8%	28%	48%	13%	3%
MORE THAN \$100	8%	31%	48%	11%	1%
REFUSED	13%	36%	33%	9%	9%
BY PARTY					
DEMOCRAT	8%	22%	51%	15%	5%
REPUBLICAN	20%	39%	30%	9%	3%
INDEPENDENT	10%	37%	41%	8%	5%
BY GENDER					
MALE	12%	30%	44%	10%	4%
FEMALE	9%	32%	41%	12%	5%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	11%	29%	44%	13%	3%
2 GENERALS	10%	34%	39%	11%	5%
ONE OR NO GENERALS	7%	27%	52%	7%	7%

Q16D      THERE ARE MORE IMPORTANT THINGS TO DO WITH  
OUR TAX DOLLARS THAN SUPPORT PUBLIC TRANSIT

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	10%	29%	43%	9%	9%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	2%	15%	62%	15%	6%
MOVED POSITIVE	6%	30%	46%	6%	12%
UNDECIDED/MOVED NEGATIVE	15%	19%	32%	5%	28%
CONSISTENTLY NEGATIVE	22%	53%	16%	2%	7%
BY REGION					
ANN ARBOR	12%	26%	42%	12%	7%
YPSILANTI & PITTSFIELD	10%	26%	42%	12%	10%
SALINE & EAST TWPS	6%	32%	48%	5%	10%
CHELSEA & WEST TWPS	14%	37%	35%	7%	7%
BY AGE					
18 TO 34	5%	19%	60%	7%	10%
35 TO 49	8%	32%	41%	7%	11%
50 TO 64	11%	27%	44%	12%	6%
65 AND OVER	12%	35%	35%	8%	9%
BY AATA RIDERSHIP					
YES	8%	17%	51%	16%	7%
NO	11%	37%	37%	5%	10%
BY COLLEGE STUDENT					
YES	3%	23%	61%	7%	7%
NO	11%	30%	41%	9%	9%
BY INCOME (\$000)					
LESS THAN \$30	9%	26%	45%	14%	6%
\$30 TO \$60	9%	28%	44%	10%	9%
\$60 TO \$100	8%	30%	46%	10%	7%
MORE THAN \$100	11%	27%	45%	9%	8%
REFUSED	13%	33%	36%	6%	11%
BY PARTY					
DEMOCRAT	6%	21%	51%	12%	9%
REPUBLICAN	18%	44%	21%	9%	7%
INDEPENDENT	11%	33%	43%	6%	7%
BY GENDER					
MALE	11%	34%	41%	7%	7%
FEMALE	9%	25%	44%	11%	10%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	13%	30%	42%	11%	4%
2 GENERALS	9%	31%	41%	8%	11%
ONE OR NO GENERALS	6%	23%	53%	8%	11%

Q16E THE ECONOMY IS TOO UNCERTAIN FOR ME TO  
VOTE FOR THIS TAX INCREASE

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	16%	31%	39%	9%	5%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	2%	19%	60%	15%	3%
MOVED POSITIVE	14%	40%	26%	10%	9%
UNDECIDED/MOVED NEGATIVE	17%	30%	31%	2%	20%
CONSISTENTLY NEGATIVE	36%	44%	14%	2%	3%
BY REGION					
ANN ARBOR	14%	25%	42%	13%	6%
YPSILANTI & PITTSFIELD	17%	31%	39%	9%	5%
SALINE & EAST TWPS	15%	32%	40%	7%	6%
CHELSEA & WEST TWPS	22%	41%	26%	7%	3%
BY AGE					
18 TO 34	5%	24%	60%	6%	6%
35 TO 49	18%	30%	39%	9%	5%
50 TO 64	15%	31%	38%	10%	5%
65 AND OVER	20%	33%	32%	10%	6%
BY AATA RIDERSHIP					
YES	11%	24%	44%	15%	6%
NO	19%	35%	36%	6%	5%
BY COLLEGE STUDENT					
YES	10%	29%	46%	8%	7%
NO	16%	31%	38%	10%	5%
BY INCOME (\$000)					
LESS THAN \$30	16%	31%	38%	13%	1%
\$30 TO \$60	16%	34%	37%	7%	6%
\$60 TO \$100	11%	31%	44%	11%	3%
MORE THAN \$100	14%	22%	49%	11%	5%
REFUSED	21%	34%	29%	7%	9%
BY PARTY					
DEMOCRAT	12%	27%	42%	15%	4%
REPUBLICAN	27%	33%	30%	4%	6%
INDEPENDENT	17%	34%	39%	6%	4%
BY GENDER					
MALE	15%	30%	41%	9%	5%
FEMALE	17%	31%	38%	9%	5%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	18%	26%	41%	12%	3%
2 GENERALS	15%	33%	37%	8%	6%
ONE OR NO GENERALS	13%	31%	41%	8%	7%

Q17A PUBLIC TRANSIT IS A VITAL SERVICE FOR MANY STUDENTS WHO  
GO TO THE UNIVERSITY OF MICHIGAN, OTHER AREA COLLEGES AND  
LOCAL HIGH SCHOOLS

	VERY GOOD	JUST GOOD	NOT VERY GOOD	DON'T KNOW
ALL RESPONDENTS	53%	27%	16%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	76%	22%	2%	1%
MOVED POSITIVE	58%	34%	2%	5%
UNDECIDED/MOVED NEGATIVE	39%	25%	23%	13%
CONSISTENTLY NEGATIVE	22%	32%	41%	6%
BY REGION				
ANN ARBOR	54%	29%	15%	2%
YPSILANTI & PITTSFIELD	60%	23%	13%	4%
SALINE & EAST TWPS	50%	26%	18%	6%
CHELSEA & WEST TWPS	44%	29%	23%	4%
BY AGE				
18 TO 34	67%	24%	5%	4%
35 TO 49	53%	28%	16%	2%
50 TO 64	53%	26%	18%	3%
65 AND OVER	48%	27%	18%	7%
BY AATA RIDERSHIP				
YES	64%	25%	9%	2%
NO	46%	28%	21%	5%
BY COLLEGE STUDENT				
YES	70%	24%	3%	2%
NO	52%	27%	18%	4%
BY INCOME (\$000)				
LESS THAN \$30	54%	26%	14%	5%
\$30 TO \$60	56%	29%	12%	3%
\$60 TO \$100	58%	26%	14%	2%
MORE THAN \$100	54%	26%	17%	3%
REFUSED	45%	26%	23%	6%
BY PARTY				
DEMOCRAT	64%	24%	9%	3%
REPUBLICAN	42%	31%	22%	5%
INDEPENDENT	48%	27%	21%	4%
BY GENDER				
MALE	48%	28%	20%	3%
FEMALE	58%	25%	13%	4%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	53%	25%	20%	3%
2 GENERALS	50%	31%	16%	4%
ONE OR NO GENERALS	69%	16%	9%	6%

Q17B EACH YEAR, AATA MAKES MORE THAN 460,000 TRIPS FOR OLDER ADULTS AND  
PERSONS WITH DISABILITIES TO PLACES LIKE DOCTOR'S APPOINTMENTS,  
GROCERY SHOPPING AND WORK

	VERY GOOD	JUST GOOD	NOT VERY GOOD	DON'T KNOW
ALL RESPONDENTS	68%	21%	8%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	86%	11%	1%	1%
MOVED POSITIVE	73%	20%	3%	3%
UNDECIDED/MOVED NEGATIVE	56%	15%	13%	15%
CONSISTENTLY NEGATIVE	42%	36%	17%	5%
BY REGION				
ANN ARBOR	72%	17%	7%	4%
YPSILANTI & PITTSFIELD	71%	19%	7%	3%
SALINE & EAST TWPS	62%	24%	9%	5%
CHELSEA & WEST TWPS	66%	25%	5%	3%
BY AGE				
18 TO 34	76%	17%	4%	3%
35 TO 49	72%	20%	5%	3%
50 TO 64	69%	19%	9%	3%
65 AND OVER	59%	26%	9%	6%
BY AATA RIDERSHIP				
YES	77%	16%	6%	1%
NO	62%	23%	9%	5%
BY COLLEGE STUDENT				
YES	79%	17%	3%	1%
NO	67%	21%	8%	4%
BY INCOME (\$000)				
LESS THAN \$30	68%	21%	6%	5%
\$30 TO \$60	69%	23%	6%	2%
\$60 TO \$100	68%	23%	6%	3%
MORE THAN \$100	76%	16%	6%	2%
REFUSED	62%	20%	12%	6%
BY PARTY				
DEMOCRAT	77%	15%	4%	3%
REPUBLICAN	62%	24%	13%	2%
INDEPENDENT	64%	24%	8%	5%
BY GENDER				
MALE	63%	23%	10%	4%
FEMALE	73%	18%	5%	3%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	66%	21%	10%	4%
2 GENERALS	69%	21%	7%	3%
ONE OR NO GENERALS	69%	19%	6%	7%

Q17C PEOPLE WHO RIDE AATA USE LESS FUEL AND HELP TO SAVE THE ENVIRONMENT AND REDUCE OUR RELIANCE ON FOREIGN OIL

	VERY GOOD	JUST GOOD	NOT VERY GOOD	DON'T KNOW
ALL RESPONDENTS	54%	27%	14%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	76%	21%	3%	1%
MOVED POSITIVE	56%	28%	9%	7%
UNDECIDED/MOVED NEGATIVE	34%	31%	18%	17%
CONSISTENTLY NEGATIVE	27%	35%	33%	6%
BY REGION				
ANN ARBOR	58%	28%	12%	2%
YPSILANTI & PITTSFIELD	58%	25%	11%	6%
SALINE & EAST TWPS	49%	27%	19%	5%
CHELSEA & WEST TWPS	52%	28%	16%	4%
BY AGE				
18 TO 34	59%	29%	8%	5%
35 TO 49	58%	25%	15%	1%
50 TO 64	55%	27%	15%	3%
65 AND OVER	47%	28%	16%	9%
BY AATA RIDERSHIP				
YES	65%	24%	9%	2%
NO	47%	29%	18%	6%
BY COLLEGE STUDENT				
YES	62%	27%	7%	4%
NO	54%	27%	15%	4%
BY INCOME (\$000)				
LESS THAN \$30	50%	30%	13%	7%
\$30 TO \$60	56%	26%	15%	2%
\$60 TO \$100	58%	28%	11%	2%
MORE THAN \$100	61%	21%	14%	4%
REFUSED	45%	30%	17%	7%
BY PARTY				
DEMOCRAT	69%	22%	6%	3%
REPUBLICAN	31%	34%	30%	5%
INDEPENDENT	48%	30%	16%	5%
BY GENDER				
MALE	47%	30%	19%	3%
FEMALE	60%	24%	10%	5%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	53%	27%	17%	4%
2 GENERALS	55%	27%	14%	3%
ONE OR NO GENERALS	56%	25%	9%	10%

Q17D IN THE LAST FOUR YEARS, AATA RIDERSHIP HAS INCREASED BY MORE THAN 40% AND LAST YEAR IT PROVIDED OVER 6 MILLION TRIPS TO PEOPLE GOING TO SCHOOL, WORK, HEALTH CARE AND OTHER PLACES

	VERY GOOD	JUST GOOD	NOT VERY GOOD	DON'T KNOW
ALL RESPONDENTS	57%	26%	10%	7%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	82%	17%	1%	1%
MOVED POSITIVE	58%	32%	4%	7%
UNDECIDED/MOVED NEGATIVE	38%	24%	10%	28%
CONSISTENTLY NEGATIVE	25%	40%	25%	10%
BY REGION				
ANN ARBOR	60%	24%	9%	6%
YPSILANTI & PITTSFIELD	67%	21%	6%	6%
SALINE & EAST TWPS	49%	31%	12%	8%
CHELSEA & WEST TWPS	49%	32%	12%	6%
BY AGE				
18 TO 34	59%	27%	2%	12%
35 TO 49	60%	29%	7%	4%
50 TO 64	58%	23%	13%	6%
65 AND OVER	53%	28%	11%	8%
BY AATA RIDERSHIP				
YES	69%	20%	7%	4%
NO	49%	30%	12%	8%
BY COLLEGE STUDENT				
YES	58%	33%	2%	7%
NO	57%	26%	11%	7%
BY INCOME (\$000)				
LESS THAN \$30	58%	26%	9%	7%
\$30 TO \$60	58%	29%	9%	4%
\$60 TO \$100	61%	25%	7%	6%
MORE THAN \$100	63%	23%	12%	3%
REFUSED	47%	28%	12%	13%
BY PARTY				
DEMOCRAT	69%	21%	6%	4%
REPUBLICAN	53%	26%	14%	7%
INDEPENDENT	50%	31%	12%	8%
BY GENDER				
MALE	52%	27%	15%	6%
FEMALE	62%	26%	6%	7%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	55%	27%	13%	5%
2 GENERALS	58%	27%	9%	6%
ONE OR NO GENERALS	60%	22%	6%	12%

Q17E IF THIS TAX INCREASE FAILS, SERVICE IN THE YPSILANTI AREA  
MAY HAVE TO BE REDUCED

	VERY GOOD	JUST GOOD	NOT VERY GOOD	DON'T KNOW
ALL RESPONDENTS	28%	28%	36%	9%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	42%	29%	26%	3%
MOVED POSITIVE	27%	30%	32%	11%
UNDECIDED/MOVED NEGATIVE	25%	32%	19%	23%
CONSISTENTLY NEGATIVE	8%	25%	55%	12%
BY REGION				
ANN ARBOR	34%	29%	29%	8%
YPSILANTI & PITTSFIELD	28%	24%	39%	8%
SALINE & EAST TWPS	24%	29%	39%	8%
CHELSEA & WEST TWPS	20%	29%	38%	13%
BY AGE				
18 TO 34	32%	40%	20%	8%
35 TO 49	26%	33%	35%	6%
50 TO 64	31%	23%	38%	7%
65 AND OVER	23%	23%	39%	15%
BY AATA RIDERSHIP				
YES	34%	32%	30%	5%
NO	24%	25%	39%	11%
BY COLLEGE STUDENT				
YES	32%	33%	31%	3%
NO	27%	27%	36%	9%
BY INCOME (\$000)				
LESS THAN \$30	31%	25%	36%	8%
\$30 TO \$60	28%	33%	33%	6%
\$60 TO \$100	32%	25%	34%	8%
MORE THAN \$100	29%	30%	35%	6%
REFUSED	21%	25%	40%	15%
BY PARTY				
DEMOCRAT	35%	30%	29%	6%
REPUBLICAN	25%	27%	39%	9%
INDEPENDENT	23%	29%	38%	10%
BY GENDER				
MALE	24%	29%	41%	6%
FEMALE	31%	27%	31%	11%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	33%	25%	36%	6%
2 GENERALS	27%	28%	37%	9%
ONE OR NO GENERALS	21%	35%	29%	15%

Q18 HAVE YOU HEARD ANYTHING ABOUT WALLY, THE PROPOSED  
COMMUTER RAIL SERVICE BETWEEN HOWELL AND ANN ARBOR

	YES	NO	NOT SURE
ALL RESPONDENTS	50%	48%	2%
BY VOTE MOVEMENT			
CONSISTENTLY POSITIVE	52%	47%	1%
MOVED POSITIVE	42%	51%	7%
UNDECIDED/MOVED NEGATIVE	41%	54%	5%
CONSISTENTLY NEGATIVE	51%	48%	2%
BY REGION			
ANN ARBOR	60%	39%	1%
YPSILANTI & PITTSFIELD	39%	58%	3%
SALINE & EAST TWPS	51%	46%	3%
CHELSEA & WEST TWPS	40%	58%	2%
BY AGE			
18 TO 34	24%	72%	4%
35 TO 49	50%	49%	2%
50 TO 64	55%	43%	2%
65 AND OVER	52%	45%	3%
BY AATA RIDERSHIP			
YES	54%	44%	2%
NO	47%	51%	2%
BY COLLEGE STUDENT			
YES	31%	67%	1%
NO	52%	46%	2%
BY INCOME (\$000)			
LESS THAN \$30	33%	62%	5%
\$30 TO \$60	47%	52%	1%
\$60 TO \$100	53%	46%	1%
MORE THAN \$100	63%	35%	2%
REFUSED	47%	50%	3%
BY PARTY			
DEMOCRAT	48%	49%	2%
REPUBLICAN	49%	49%	1%
INDEPENDENT	52%	46%	2%
BY GENDER			
MALE	53%	45%	1%
FEMALE	47%	51%	3%
BY NUMBER OF GENERALS VOTED IN			
4 OR 3 GENERALS	66%	32%	2%
2 GENERALS	46%	52%	2%
ONE OR NO GENERALS	24%	71%	5%

Q19 LIKELIHOOD OF VOTING FOR AATA LEVY KNOWING IF LIVINGSTON AND  
 WASHTENAW COUNTIES DECIDE TO DEVELOP THE WALLY LINE, SOME OF THE  
 MONEY FROM THIS TAX INCREASE WOULD BE USED TO PROVIDE THE  
 WASHTENAW COUNTY SHARE OF MONEY TO OPERATE THE WALLY LINE

	MORE LIKELY	LESS LIKELY	NO DIFFERENCE	NOT SURE
ALL RESPONDENTS	26%	26%	43%	5%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	39%	16%	42%	3%
MOVED POSITIVE	29%	22%	43%	7%
UNDECIDED/MOVED NEGATIVE	15%	23%	35%	28%
CONSISTENTLY NEGATIVE	8%	42%	47%	3%
BY REGION				
ANN ARBOR	31%	24%	41%	5%
YPSILANTI & PITTSFIELD	26%	23%	44%	7%
SALINE & EAST TWPS	23%	28%	44%	5%
CHELSEA & WEST TWPS	19%	28%	48%	5%
BY AGE				
18 TO 34	26%	16%	51%	7%
35 TO 49	30%	20%	45%	5%
50 TO 64	26%	30%	40%	4%
65 AND OVER	20%	29%	43%	8%
BY AATA RIDERSHIP				
YES	36%	19%	41%	4%
NO	19%	30%	45%	6%
BY COLLEGE STUDENT				
YES	19%	24%	50%	7%
NO	26%	26%	43%	5%
BY INCOME (\$000)				
LESS THAN \$30	20%	29%	46%	5%
\$30 TO \$60	28%	28%	39%	5%
\$60 TO \$100	27%	22%	45%	6%
MORE THAN \$100	32%	21%	45%	3%
REFUSED	20%	29%	43%	8%
BY PARTY				
DEMOCRAT	34%	21%	41%	5%
REPUBLICAN	22%	30%	47%	2%
INDEPENDENT	21%	29%	44%	6%
BY GENDER				
MALE	25%	29%	41%	5%
FEMALE	26%	23%	45%	6%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	30%	27%	37%	6%
2 GENERALS	25%	25%	44%	5%
ONE OR NO GENERALS	19%	22%	54%	5%

Q20 LIKELIHOOD OF VOTING FOR AATA LEVY IF SOME OF THE  
MONEY FROM THE TAX INCREASE WERE USED TO PROVIDE THE  
WASHTENAW COUNTY SHARE OF MONEY TO OPERATE THE  
COMMUTER RAIL SERVICE FROM ANN ARBOR TO DETROIT

	MORE LIKELY	LESS LIKELY	NO DIFFERENCE	NOT SURE
ALL RESPONDENTS	42%	22%	31%	4%
BY VOTE MOVEMENT				
CONSISTENTLY POSITIVE	59%	11%	28%	2%
MOVED POSITIVE	47%	16%	30%	6%
UNDECIDED/MOVED NEGATIVE	26%	26%	23%	25%
CONSISTENTLY NEGATIVE	20%	40%	37%	3%
BY REGION				
ANN ARBOR	54%	19%	25%	3%
YPSILANTI & PITTSFIELD	44%	21%	30%	6%
SALINE & EAST TWPS	33%	25%	36%	6%
CHELSEA & WEST TWPS	32%	29%	36%	3%
BY AGE				
18 TO 34	59%	10%	23%	8%
35 TO 49	45%	19%	32%	4%
50 TO 64	40%	25%	31%	3%
65 AND OVER	36%	26%	32%	6%
BY AATA RIDERSHIP				
YES	54%	16%	27%	4%
NO	35%	26%	34%	5%
BY COLLEGE STUDENT				
YES	54%	15%	27%	4%
NO	41%	23%	31%	5%
BY INCOME (\$000)				
LESS THAN \$30	38%	27%	32%	4%
\$30 TO \$60	47%	24%	26%	3%
\$60 TO \$100	42%	18%	33%	6%
MORE THAN \$100	48%	14%	36%	2%
REFUSED	36%	29%	28%	7%
BY PARTY				
DEMOCRAT	54%	17%	26%	4%
REPUBLICAN	31%	30%	38%	1%
INDEPENDENT	38%	25%	32%	5%
BY GENDER				
MALE	44%	23%	29%	4%
FEMALE	41%	22%	32%	5%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	48%	24%	24%	4%
2 GENERALS	38%	24%	34%	4%
ONE OR NO GENERALS	47%	12%	34%	8%

Q21A HAVING A GOOD RELIABLE PUBLIC TRANSPORTATION SYSTEM IS IMPORTANT  
TO ATTRACTING JOBS TO THE AREA AND IMPROVING ITS ECONOMY

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	38%	42%	13%	3%	4%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	57%	40%	2%	1%	1%
MOVED POSITIVE	39%	48%	8%	0%	6%
UNDECIDED/MOVED NEGATIVE	30%	38%	10%	6%	16%
CONSISTENTLY NEGATIVE	12%	42%	31%	8%	7%
BY REGION					
ANN ARBOR	47%	37%	9%	4%	3%
YPSILANTI & PITTSFIELD	42%	38%	11%	4%	4%
SALINE & EAST TWPS	28%	47%	15%	3%	6%
CHELSEA & WEST TWPS	28%	46%	19%	3%	4%
BY AGE					
18 TO 34	49%	30%	12%	3%	6%
35 TO 49	37%	47%	9%	2%	4%
50 TO 64	39%	41%	14%	4%	3%
65 AND OVER	32%	42%	15%	4%	6%
BY AATA RIDERSHIP					
YES	52%	37%	5%	3%	2%
NO	29%	44%	17%	4%	6%
BY COLLEGE STUDENT					
YES	40%	44%	11%	1%	4%
NO	38%	41%	13%	3%	5%
BY INCOME (\$000)					
LESS THAN \$30	43%	40%	11%	3%	3%
\$30 TO \$60	36%	44%	13%	3%	4%
\$60 TO \$100	47%	38%	11%	0%	3%
MORE THAN \$100	40%	42%	12%	4%	1%
REFUSED	27%	42%	15%	6%	9%
BY PARTY					
DEMOCRAT	48%	38%	8%	3%	2%
REPUBLICAN	23%	52%	16%	4%	4%
INDEPENDENT	34%	42%	16%	2%	6%
BY GENDER					
MALE	34%	44%	16%	3%	3%
FEMALE	41%	40%	10%	3%	5%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	41%	39%	11%	5%	3%
2 GENERALS	35%	43%	14%	2%	5%
ONE OR NO GENERALS	41%	41%	9%	3%	6%

Q21B AATA SPENDS A LOT OF MONEY ON THINGS THAT AREN'T IMPORTANT

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	5%	13%	37%	7%	39%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	2%	8%	50%	12%	28%
MOVED POSITIVE	4%	11%	34%	4%	48%
UNDECIDED/MOVED NEGATIVE	8%	12%	16%	1%	63%
CONSISTENTLY NEGATIVE	8%	21%	23%	2%	46%
BY REGION					
ANN ARBOR	7%	14%	42%	10%	27%
YPSILANTI & PITTSFIELD	4%	12%	37%	6%	41%
SALINE & EAST TWPS	4%	11%	34%	5%	46%
CHELSEA & WEST TWPS	3%	15%	28%	7%	48%
BY AGE					
18 TO 34	2%	7%	54%	13%	24%
35 TO 49	5%	11%	36%	6%	42%
50 TO 64	5%	15%	39%	7%	35%
65 AND OVER	6%	14%	26%	6%	48%
BY AATA RIDERSHIP					
YES	6%	11%	46%	11%	26%
NO	4%	14%	30%	5%	48%
BY COLLEGE STUDENT					
YES	3%	10%	54%	6%	27%
NO	5%	13%	35%	7%	40%
BY INCOME (\$000)					
LESS THAN \$30	3%	13%	37%	8%	39%
\$30 TO \$60	5%	17%	37%	11%	31%
\$60 TO \$100	3%	11%	40%	5%	41%
MORE THAN \$100	6%	11%	41%	10%	32%
REFUSED	6%	11%	30%	3%	50%
BY PARTY					
DEMOCRAT	3%	9%	40%	11%	36%
REPUBLICAN	6%	13%	37%	2%	42%
INDEPENDENT	5%	16%	36%	5%	38%
BY GENDER					
MALE	5%	13%	40%	8%	34%
FEMALE	4%	12%	34%	6%	43%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	7%	14%	39%	9%	30%
2 GENERALS	4%	12%	34%	6%	44%
ONE OR NO GENERALS	3%	11%	40%	7%	39%

Q21C SOMEDAY YOU OR SOMEONE IN YOUR FAMILY MIGHT NEED PUBLIC TRANSIT SERVICES

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	29%	47%	15%	5%	4%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	45%	49%	4%	1%	1%
MOVED POSITIVE	24%	53%	10%	4%	10%
UNDECIDED/MOVED NEGATIVE	24%	37%	16%	9%	15%
CONSISTENTLY NEGATIVE	8%	45%	32%	10%	6%
BY REGION					
ANN ARBOR	42%	41%	10%	5%	3%
YPSILANTI & PITTSFIELD	30%	51%	10%	4%	5%
SALINE & EAST TWPS	18%	51%	21%	5%	5%
CHELSEA & WEST TWPS	19%	49%	23%	5%	4%
BY AGE					
18 TO 34	31%	43%	15%	2%	9%
35 TO 49	28%	52%	13%	4%	2%
50 TO 64	33%	46%	14%	5%	3%
65 AND OVER	22%	46%	18%	6%	8%
BY AATA RIDERSHIP					
YES	49%	42%	5%	2%	3%
NO	16%	51%	21%	7%	6%
BY COLLEGE STUDENT					
YES	25%	54%	10%	3%	8%
NO	29%	47%	15%	5%	4%
BY INCOME (\$000)					
LESS THAN \$30	43%	36%	14%	3%	3%
\$30 TO \$60	30%	48%	15%	3%	5%
\$60 TO \$100	29%	49%	13%	4%	4%
MORE THAN \$100	28%	53%	13%	5%	2%
REFUSED	22%	46%	18%	7%	7%
BY PARTY					
DEMOCRAT	38%	47%	8%	3%	3%
REPUBLICAN	16%	50%	25%	7%	3%
INDEPENDENT	24%	48%	18%	5%	5%
BY GENDER					
MALE	27%	48%	17%	5%	3%
FEMALE	30%	47%	13%	4%	6%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	34%	42%	15%	5%	4%
2 GENERALS	26%	51%	15%	4%	4%
ONE OR NO GENERALS	29%	46%	11%	6%	8%

Q21D HAVING PUBLIC TRANSIT SERVICES IN MY COMMUNITY WOULD BE  
WORTH THE COST OF THE PROPERTY TAX

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	22%	39%	22%	10%	7%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	41%	55%	1%	1%	1%
MOVED POSITIVE	10%	58%	13%	2%	17%
UNDECIDED/MOVED NEGATIVE	11%	18%	31%	9%	32%
CONSISTENTLY NEGATIVE	1%	12%	53%	27%	7%
BY REGION					
ANN ARBOR	28%	40%	16%	9%	7%
YPSILANTI & PITTSFIELD	26%	37%	18%	11%	8%
SALINE & EAST TWPS	16%	38%	28%	10%	8%
CHELSEA & WEST TWPS	14%	37%	28%	15%	6%
BY AGE					
18 TO 34	28%	46%	11%	5%	11%
35 TO 49	20%	42%	22%	8%	9%
50 TO 64	23%	39%	22%	11%	5%
65 AND OVER	21%	31%	26%	15%	8%
BY AATA RIDERSHIP					
YES	36%	45%	8%	6%	5%
NO	13%	34%	31%	13%	9%
BY COLLEGE STUDENT					
YES	19%	55%	11%	5%	9%
NO	22%	37%	23%	11%	7%
BY INCOME (\$000)					
LESS THAN \$30	28%	36%	16%	11%	9%
\$30 TO \$60	23%	41%	22%	10%	5%
\$60 TO \$100	25%	39%	22%	6%	7%
MORE THAN \$100	23%	43%	20%	10%	4%
REFUSED	15%	33%	26%	14%	12%
BY PARTY					
DEMOCRAT	31%	44%	13%	7%	6%
REPUBLICAN	8%	37%	37%	14%	4%
INDEPENDENT	19%	35%	27%	10%	9%
BY GENDER					
MALE	20%	39%	26%	12%	4%
FEMALE	24%	38%	18%	9%	10%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	27%	35%	21%	11%	6%
2 GENERALS	20%	39%	23%	10%	7%
ONE OR NO GENERALS	20%	45%	17%	7%	11%

Q21E MANY SENIORS AND PEOPLE WITH DISABILITIES WHO USE AATA'S  
DOOR-TO-DOOR SERVICE WOULD HAVE NO OTHER WAY OF GETTING AROUND

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW
ALL RESPONDENTS	33%	45%	12%	3%	7%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	49%	45%	3%	0%	3%
MOVED POSITIVE	29%	53%	10%	0%	9%
UNDECIDED/MOVED NEGATIVE	23%	40%	13%	5%	19%
CONSISTENTLY NEGATIVE	15%	43%	26%	6%	10%
BY REGION					
ANN ARBOR	41%	39%	11%	4%	5%
YPSILANTI & PITTSFIELD	37%	41%	12%	2%	8%
SALINE & EAST TWPS	24%	53%	12%	1%	9%
CHELSEA & WEST TWPS	28%	48%	15%	2%	7%
BY AGE					
18 TO 34	27%	50%	11%	1%	10%
35 TO 49	33%	49%	11%	3%	4%
50 TO 64	36%	42%	13%	2%	7%
65 AND OVER	32%	42%	13%	3%	10%
BY AATA RIDERSHIP					
YES	44%	41%	9%	2%	3%
NO	27%	47%	14%	3%	10%
BY COLLEGE STUDENT					
YES	26%	55%	11%	2%	5%
NO	34%	44%	12%	3%	7%
BY INCOME (\$000)					
LESS THAN \$30	37%	45%	9%	2%	7%
\$30 TO \$60	35%	41%	12%	3%	7%
\$60 TO \$100	35%	45%	12%	1%	7%
MORE THAN \$100	33%	49%	11%	3%	5%
REFUSED	29%	44%	14%	3%	10%
BY PARTY					
DEMOCRAT	42%	43%	8%	2%	5%
REPUBLICAN	25%	49%	16%	2%	8%
INDEPENDENT	31%	44%	15%	3%	8%
BY GENDER					
MALE	30%	43%	16%	3%	7%
FEMALE	36%	46%	9%	2%	7%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	37%	40%	12%	4%	7%
2 GENERALS	32%	48%	12%	2%	7%
ONE OR NO GENERALS	31%	43%	14%	1%	10%

Q22 SECOND VOTE ON AATA ONE MILL LEVY

	DEFINITELY YES	PROBABLY YES	PROBABLY NO	DEFINITELY NO	NOT SURE
ALL RESPONDENTS	24%	34%	17%	20%	6%
BY VOTE MOVEMENT					
CONSISTENTLY POSITIVE	45%	55%	0%	0%	0%
MOVED POSITIVE	17%	65%	0%	0%	17%
UNDECIDED/MOVED NEGATIVE	0%	0%	30%	19%	51%
CONSISTENTLY NEGATIVE	0%	0%	44%	56%	0%
BY REGION					
ANN ARBOR	28%	36%	14%	18%	4%
YPSILANTI & PITTSFIELD	29%	35%	13%	18%	5%
SALINE & EAST TWPS	18%	32%	21%	20%	9%
CHELSEA & WEST TWPS	15%	30%	23%	28%	4%
BY AGE					
18 TO 34	33%	43%	10%	6%	8%
35 TO 49	21%	35%	21%	16%	7%
50 TO 64	24%	34%	16%	21%	4%
65 AND OVER	22%	27%	16%	28%	7%
BY AATA RIDERSHIP					
YES	36%	42%	10%	8%	4%
NO	16%	28%	21%	28%	7%
BY COLLEGE STUDENT					
YES	31%	44%	9%	11%	5%
NO	23%	33%	17%	21%	6%
BY INCOME (\$000)					
LESS THAN \$30	31%	31%	17%	16%	4%
\$30 TO \$60	26%	34%	19%	17%	4%
\$60 TO \$100	26%	37%	19%	14%	5%
MORE THAN \$100	24%	37%	16%	20%	2%
REFUSED	16%	29%	12%	30%	13%
BY PARTY					
DEMOCRAT	35%	39%	11%	12%	4%
REPUBLICAN	11%	29%	26%	27%	6%
INDEPENDENT	19%	31%	20%	24%	6%
BY GENDER					
MALE	26%	29%	18%	24%	3%
FEMALE	22%	38%	15%	17%	8%
BY NUMBER OF GENERALS VOTED IN					
4 OR 3 GENERALS	26%	31%	16%	23%	4%
2 GENERALS	22%	34%	18%	20%	7%
ONE OR NO GENERALS	24%	41%	14%	14%	6%

VOTE MOVEMENT

	CONSISTENTLY POSITIVE	MOVED POSITIVE	UNDECIDED/ MOVED NEGATIVE	CONSISTENTLY NEGATIVE
ALL RESPONDENTS	48%	11%	8%	33%
BY REGION				
ANN ARBOR	57%	9%	7%	27%
YPSILANTI & PITTSFIELD	50%	15%	10%	25%
SALINE & EAST TWPS	43%	11%	7%	39%
CHELSEA & WEST TWPS	36%	10%	5%	49%
BY AGE				
18 TO 34	60%	19%	8%	14%
35 TO 49	46%	13%	8%	33%
50 TO 64	52%	8%	6%	35%
65 AND OVER	42%	11%	10%	38%
BY AATA RIDERSHIP				
YES	69%	11%	5%	16%
NO	35%	12%	9%	44%
BY COLLEGE STUDENT				
YES	56%	21%	5%	18%
NO	48%	10%	8%	34%
BY INCOME (\$000)				
LESS THAN \$30	48%	16%	9%	27%
\$30 TO \$60	51%	10%	5%	34%
\$60 TO \$100	53%	10%	6%	30%
MORE THAN \$100	53%	9%	4%	33%
REFUSED	38%	13%	14%	36%
BY PARTY				
DEMOCRAT	61%	13%	6%	20%
REPUBLICAN	31%	13%	7%	49%
INDEPENDENT	43%	9%	8%	41%
BY GENDER				
MALE	46%	10%	6%	38%
FEMALE	51%	12%	9%	28%
BY NUMBER OF GENERALS VOTED IN				
4 OR 3 GENERALS	51%	7%	8%	33%
2 GENERALS	47%	12%	7%	34%
ONE OR NO GENERALS	47%	20%	8%	25%