



Pinal County Baseline

Key findings from a telephone survey of 300 likely voters in Pinal County, Arizona,
with 180 cell phone respondents, conducted March 12-15, 2022.

Glen Bolger
glen@pos.org



Project #220130



Methodology

Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Pinal County, Arizona. The survey was completed March 12-15, 2022 among 300 likely voters, including 180 cell phone respondents, and has a margin of error of $\pm 5.66\%$.

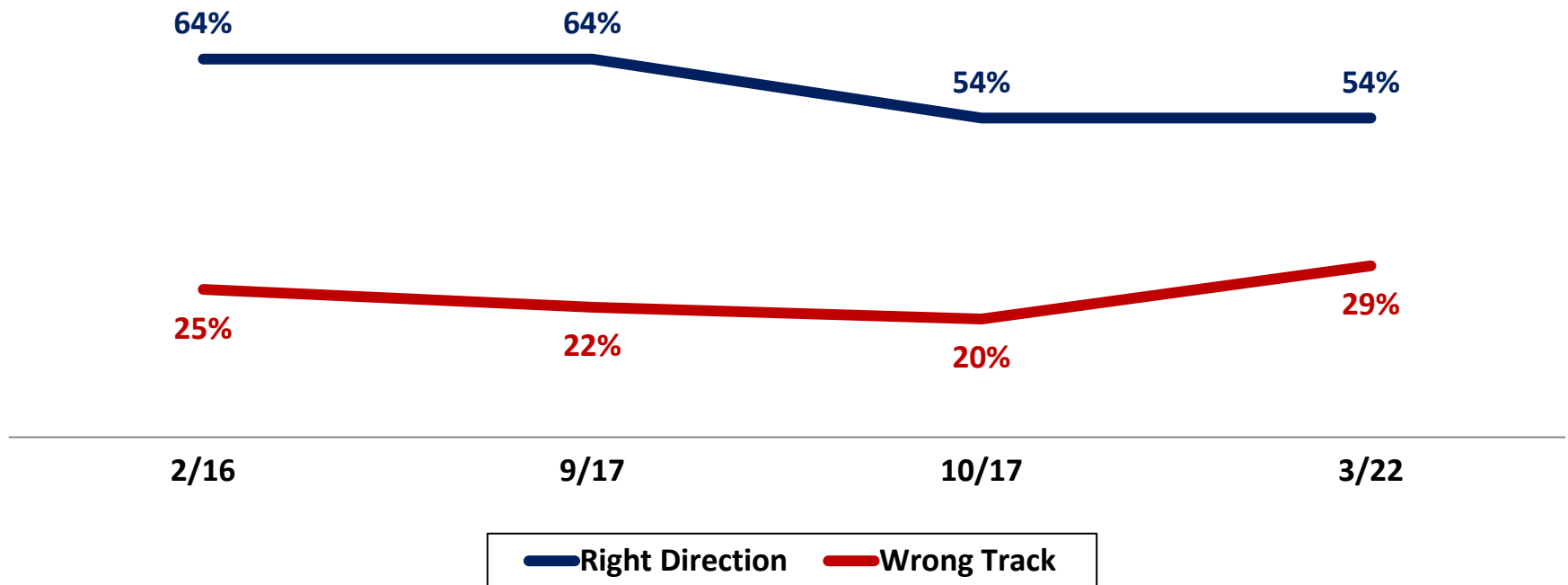
Glen Bolger was the principal researcher on this project. Torie Bolger was the project director, and Katie Connolly provided analytical support.



Political Environment

While voters have become more negative about the direction of Pinal County, they are still positive overall.

“Would you say that things in Pinal County are going in the right direction, or have they pretty seriously gotten off on the wrong track?”



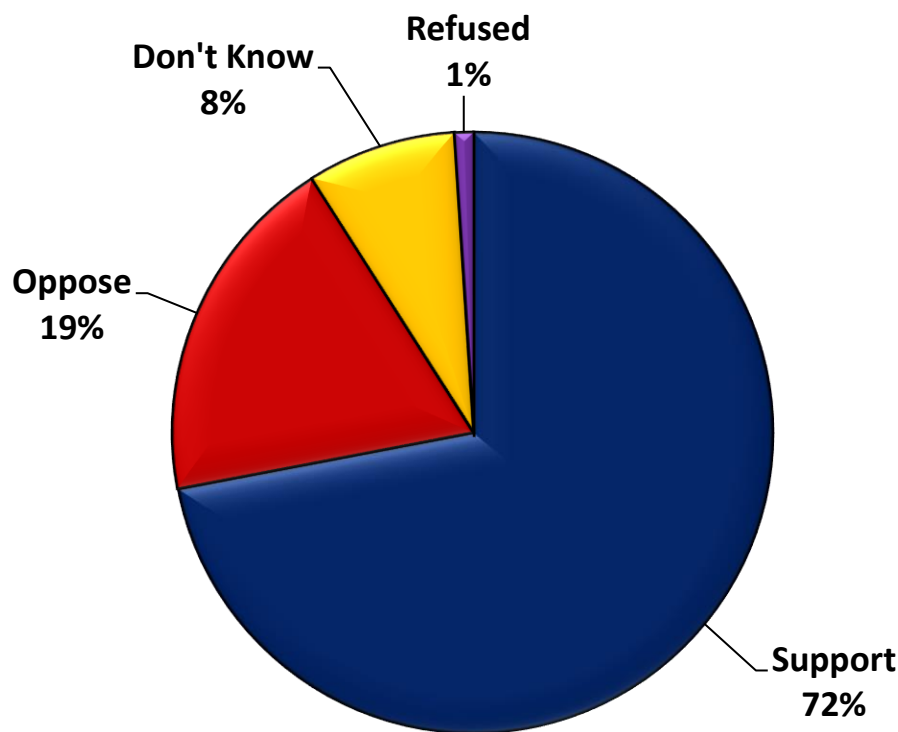


Propositions

Nearly three quarters of voters support the transportation sales tax for the new roads and freeways.

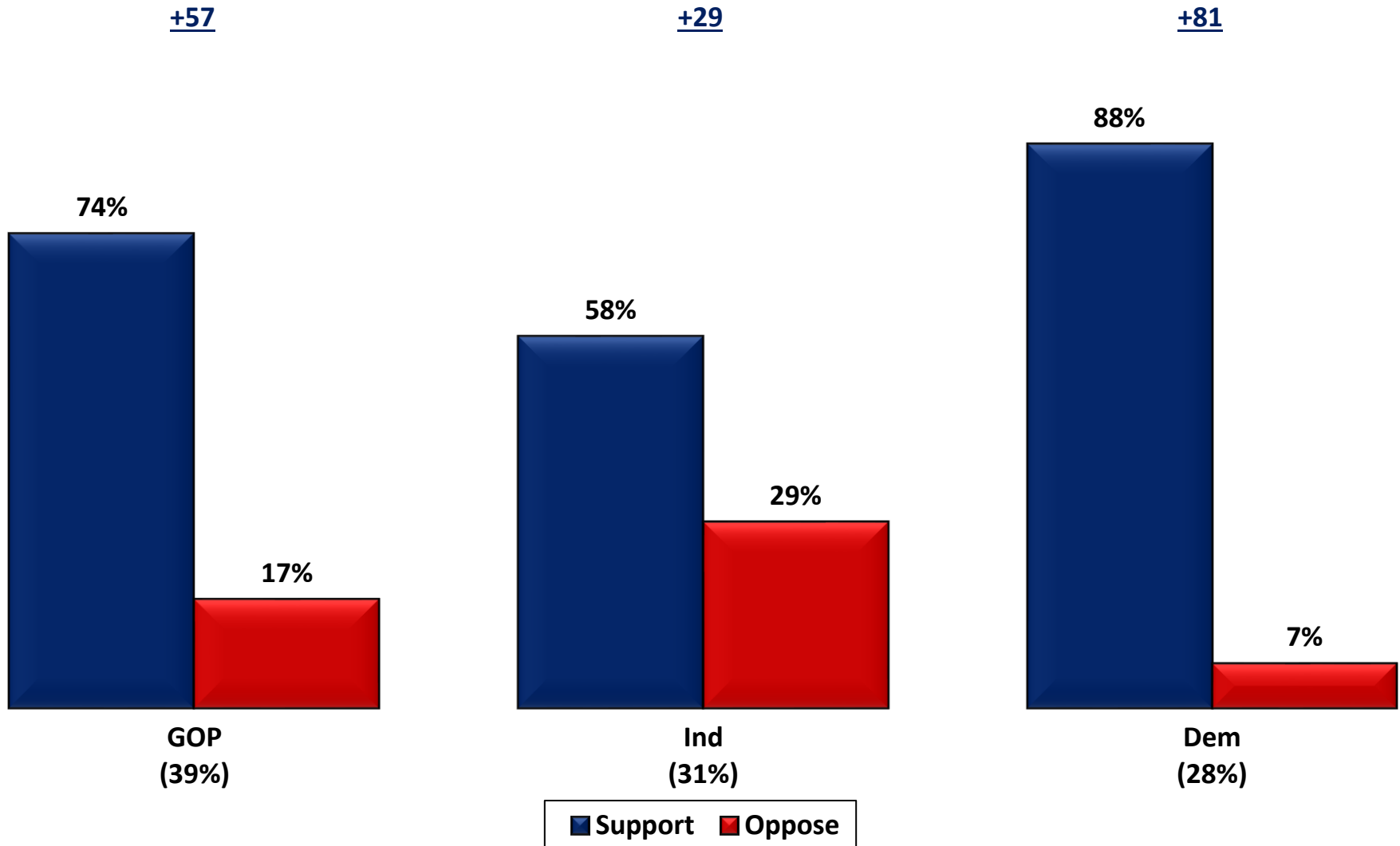
“As you may know, in 2017, the voters of Pinal County passed Propositions 416 and 417 which levied a half cent transportation sales tax to fund a significant number of new roads and freeways in Pinal County. Given that the propositions have been in effect for more than four years, do you support or oppose the transportation sales tax and the new roads and freeways they seek to fund in Pinal County?”

Total Support	72%
Total Oppose	19%



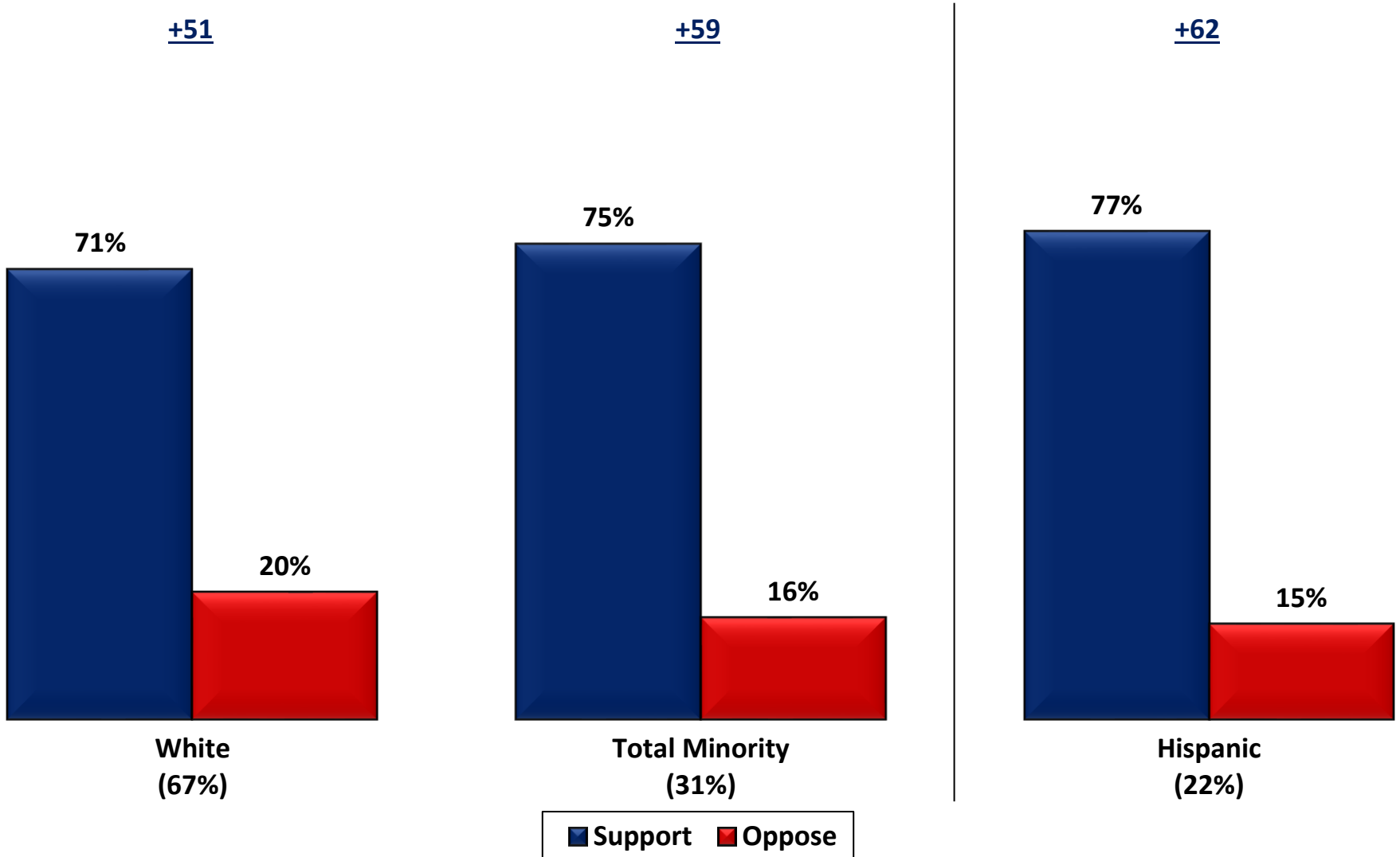
Democrats are the most supportive of the transportation sales tax.

Transportation Sales Tax by Party



More than 70% of voters across ethnicities support the tax.

Transportation Sales Tax by Ethnicity

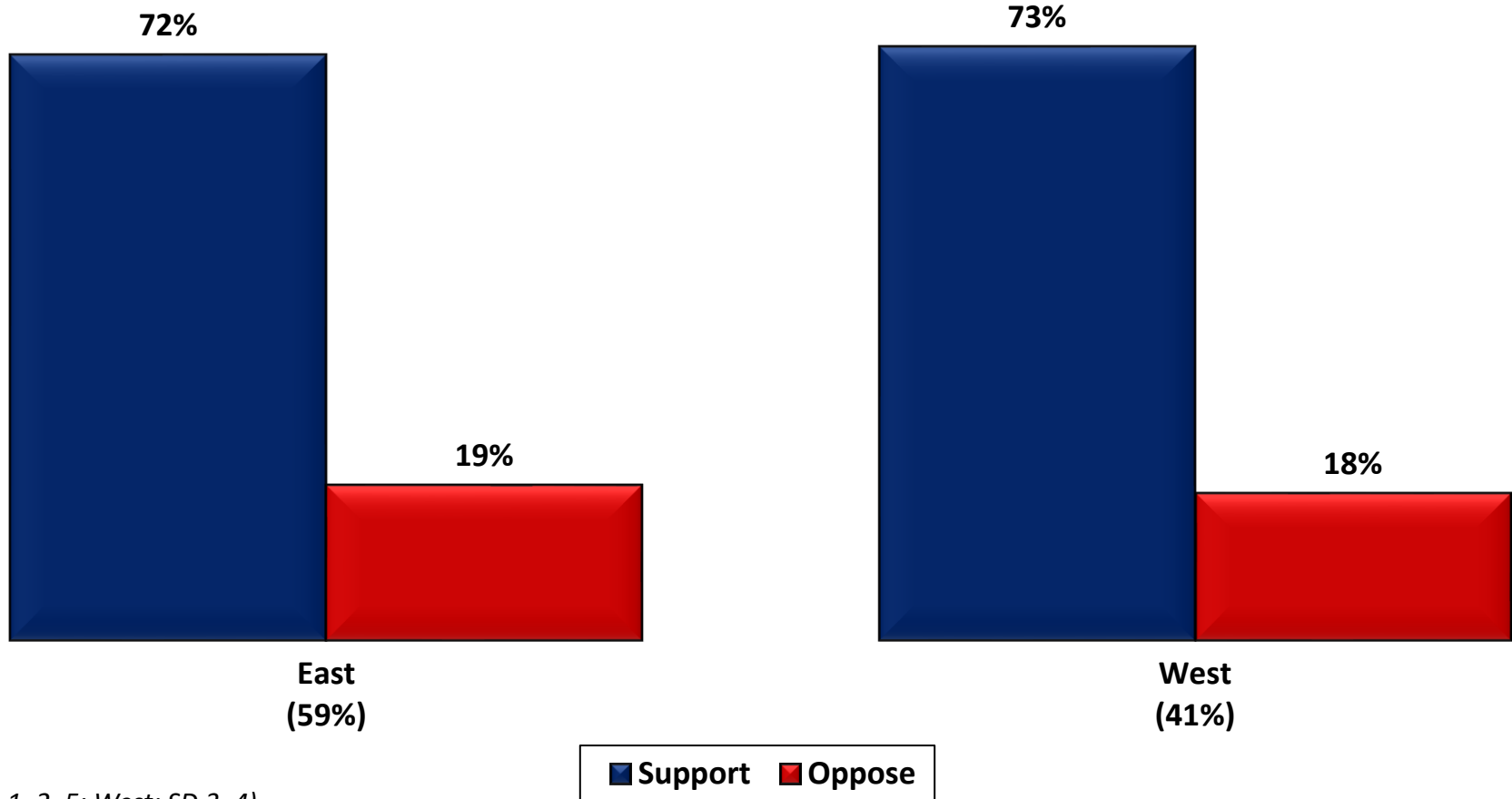


There is equal support for the tax and new roads in both regions.

Transportation Sales Tax by Supervisor District Region

+53

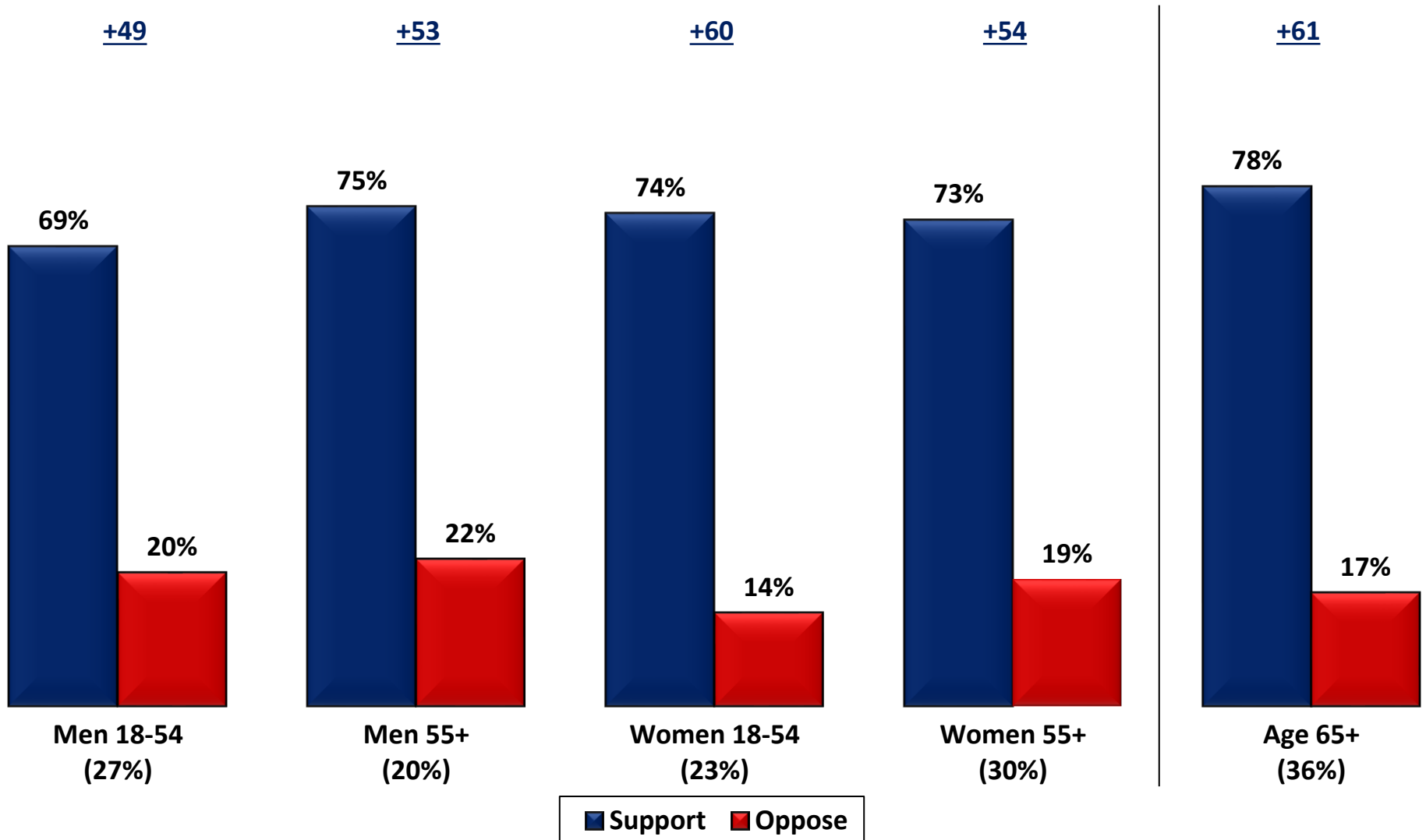
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(East: SD 1, 2, 5; West: SD 3, 4).

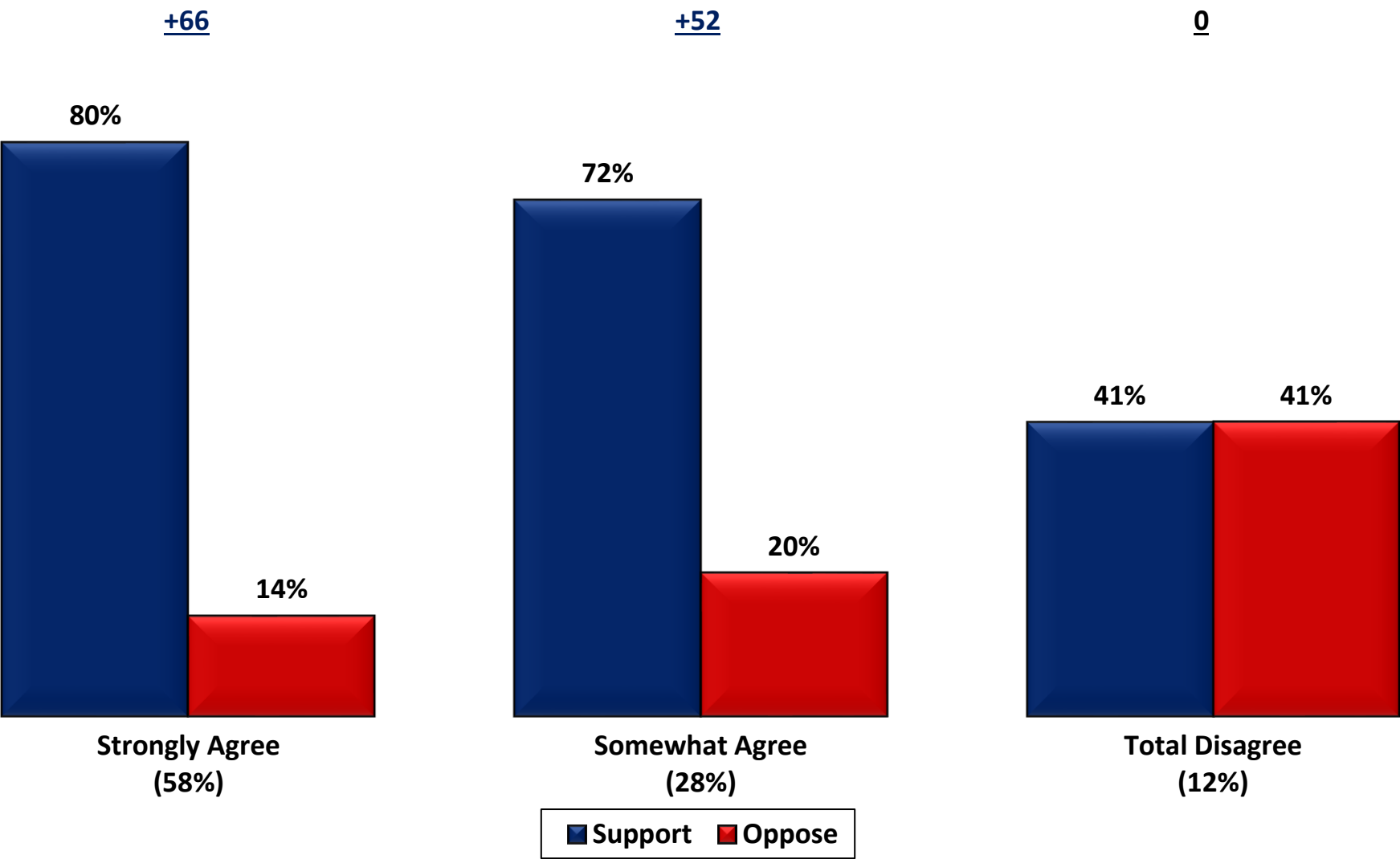
Men are more likely to oppose the transportation sales tax and new roads, but they still support it by more than 3:1.

Transportation Sales Tax by Gender/Age + Seniors



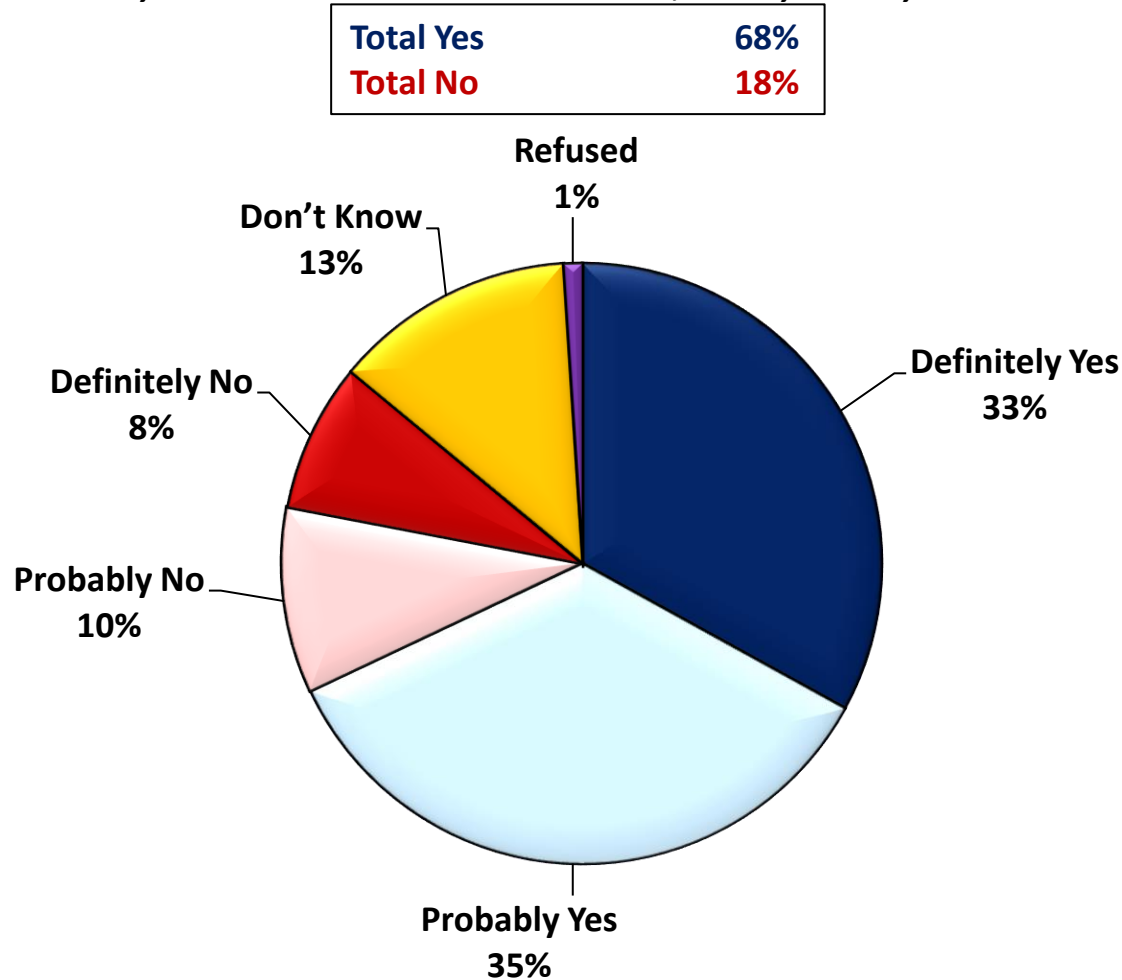
Voters who strongly agree that traffic has gotten worse are most likely to support the tax and new roads/freeways.

Transportation Sales Tax by Traffic Gotten Worse



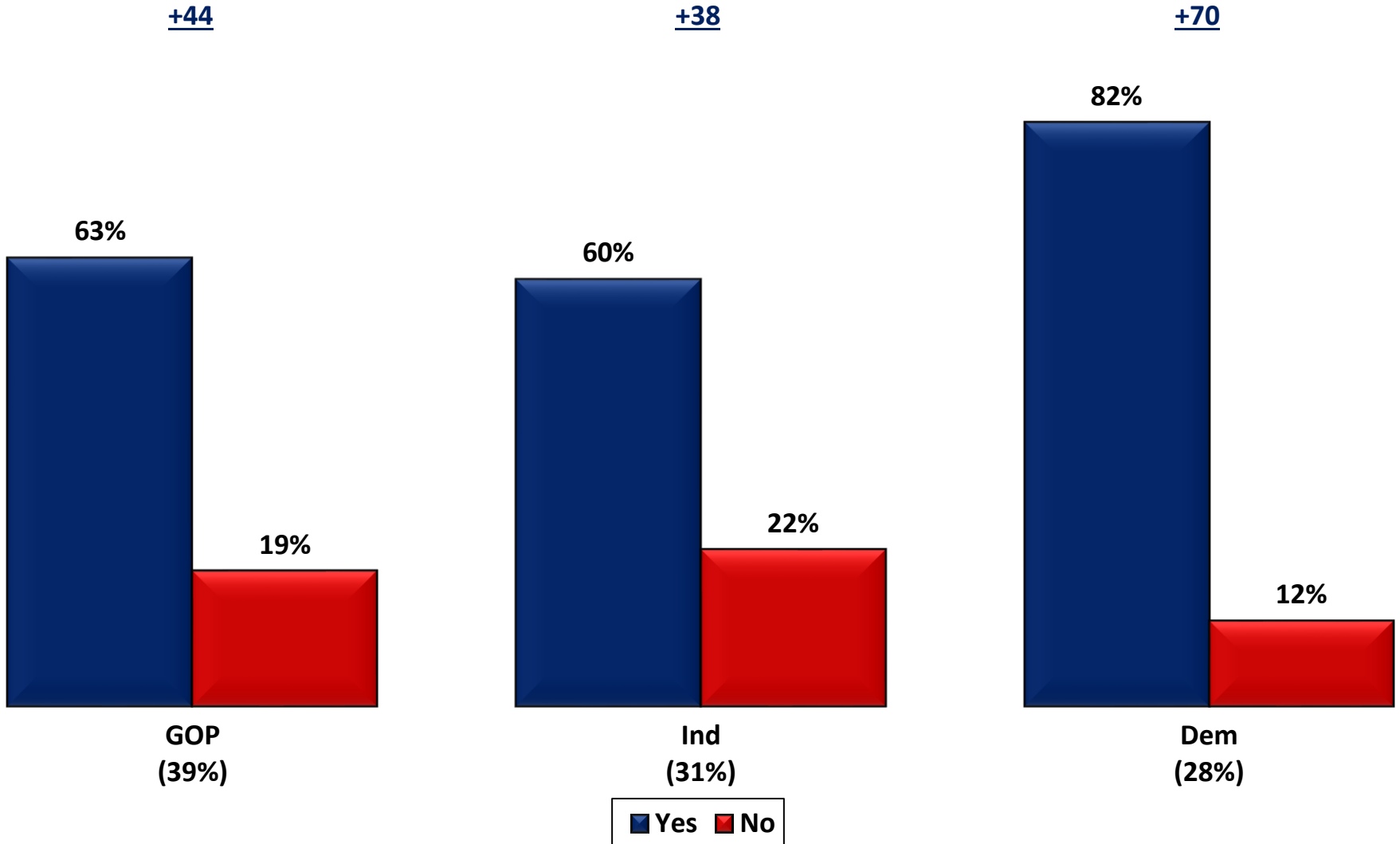
More than two thirds of voters say they would vote yes on the two propositions if they were on the ballot again.

"Just recently the Arizona State Supreme Court invalidated parts of Propositions 416 and 417, likely stopping the collection of the tax and ending funding for the construction of new roads and freeways in Pinal County. If the county fixes the technical issue that caused the state Supreme Court to invalidate the Propositions and the two Propositions are placed on the ballot once again for Pinal County residents to vote on in November 2022, would you vote yes or no on the two propositions?"



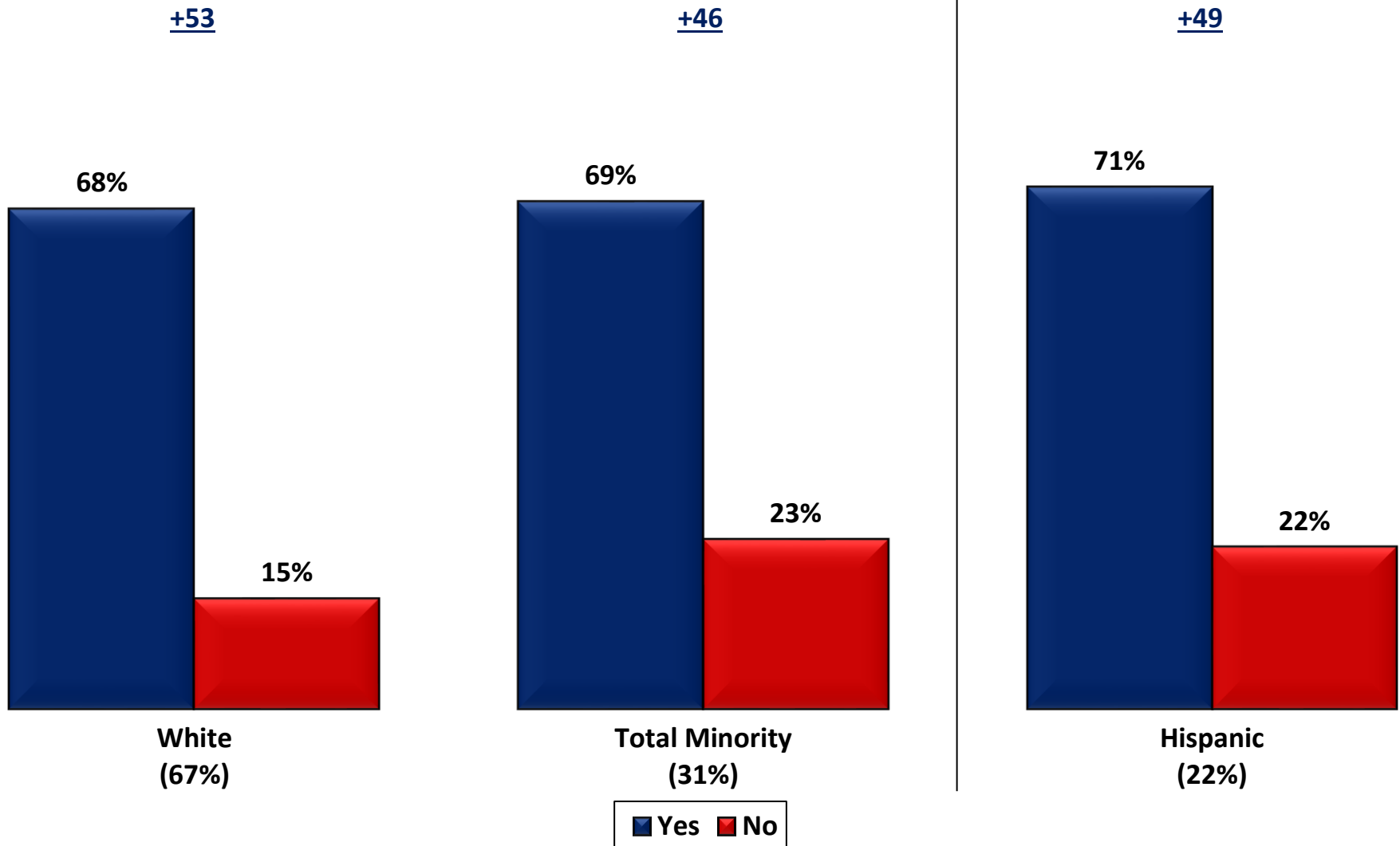
Voters across party lines say they would vote for the propositions.

Propositions 416 and 417 by Party



There is support for the propositions across ethnicities.

Propositions 416 and 417 by Ethnicity

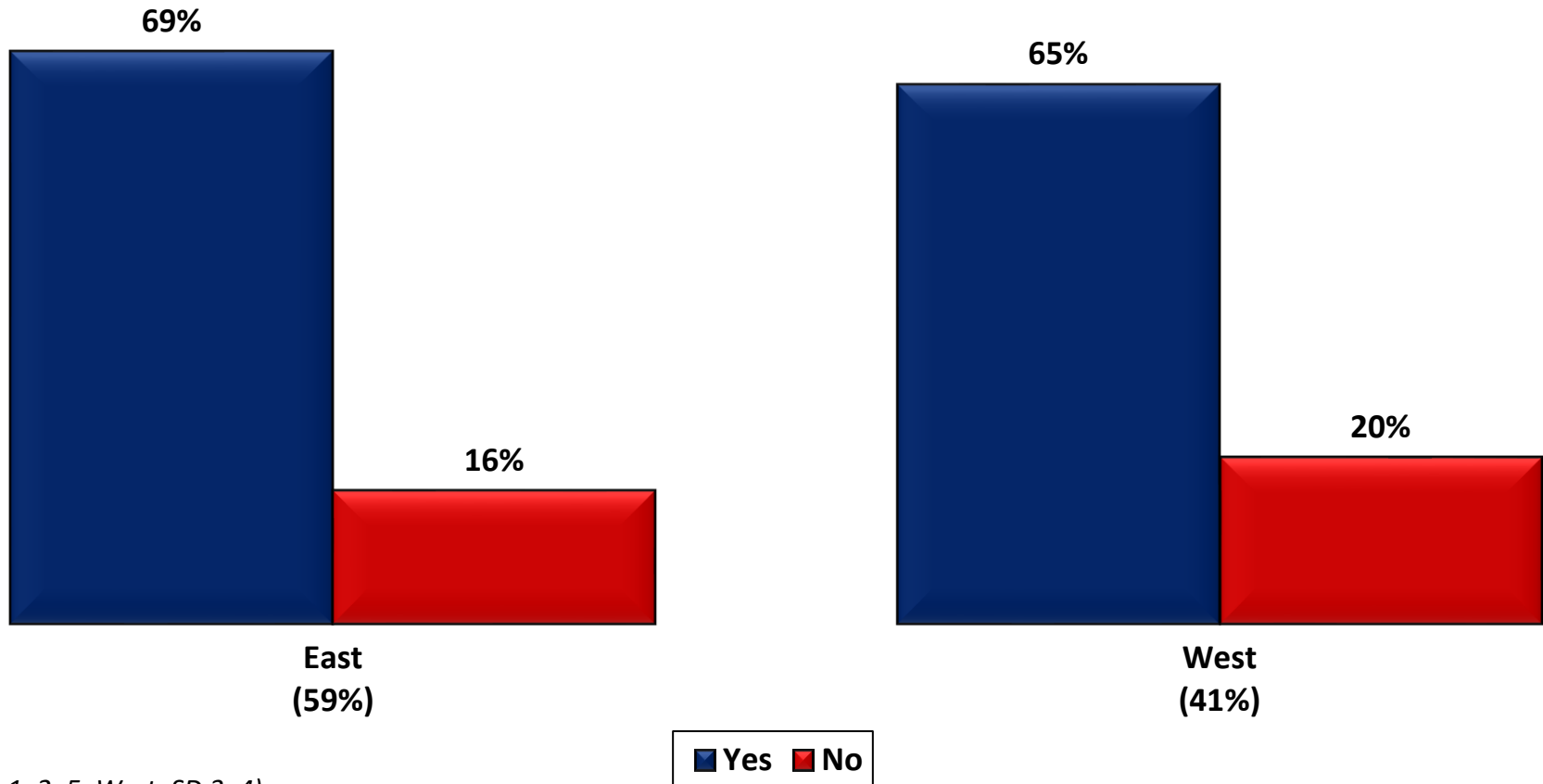


Voters in the East are narrowly more likely to back the propositions.

Propositions 416 and 417 by Supervisor District Region

+53

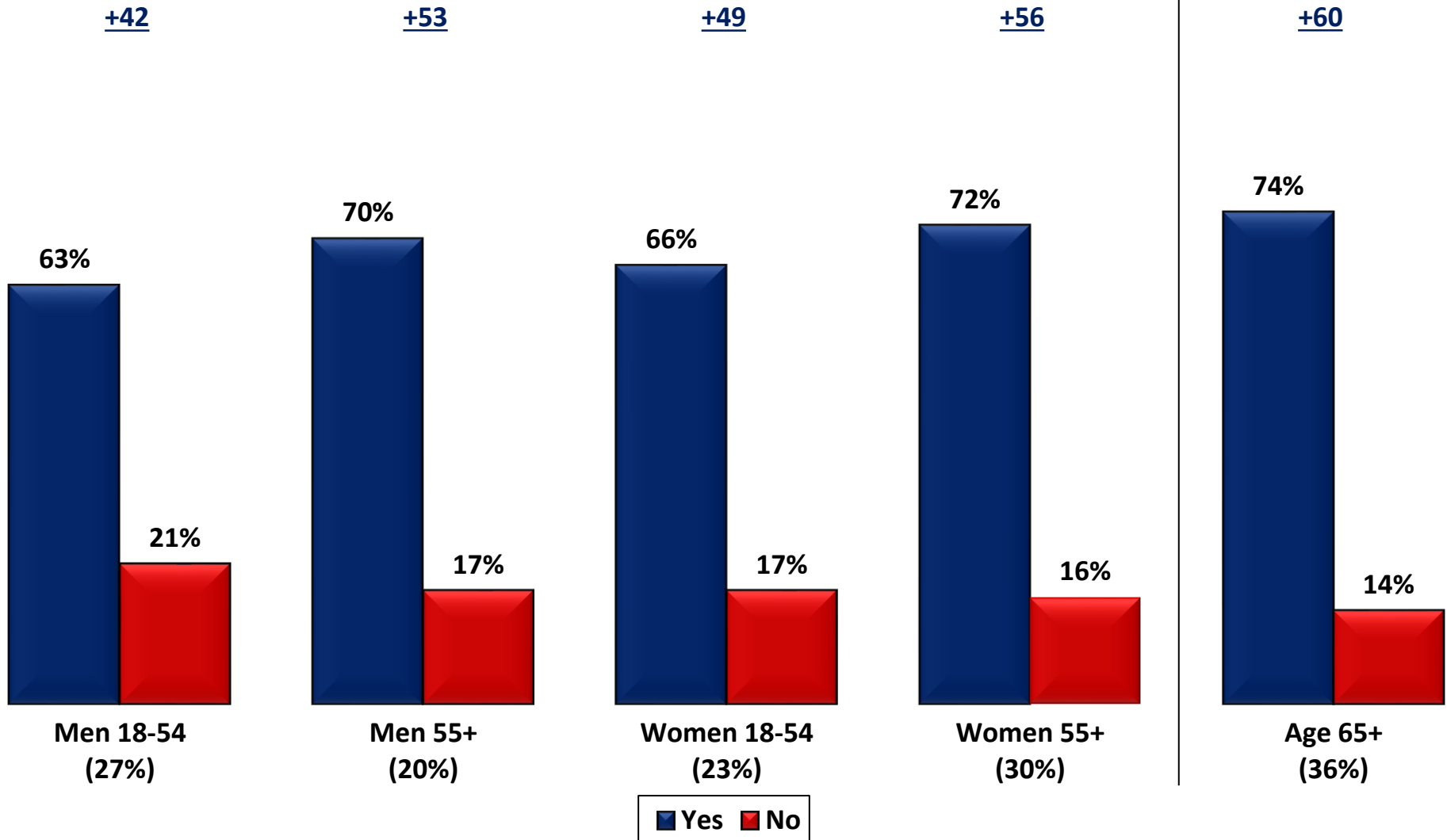
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(East: SD 1, 2, 5; West: SD 3, 4).

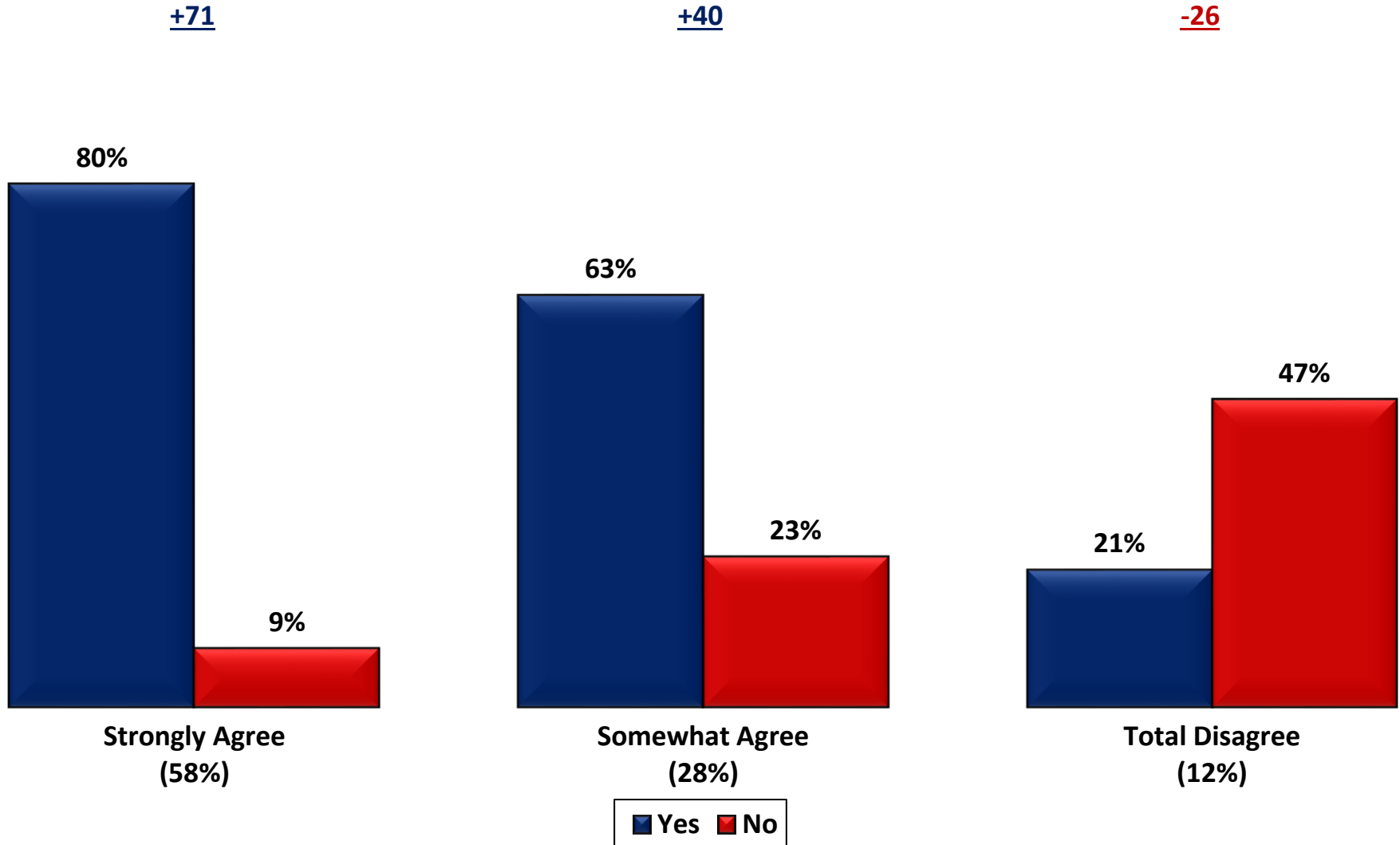
Seniors are most likely to vote yes for the propositions, while younger men are the “least” likely.

Propositions 416 and 417 by Gender/Age + Seniors



The few voters who believe traffic has not gotten worse are more than 2:1 opposed to voting yes.

Propositions 416 and 417 by Traffic Gotten Worse

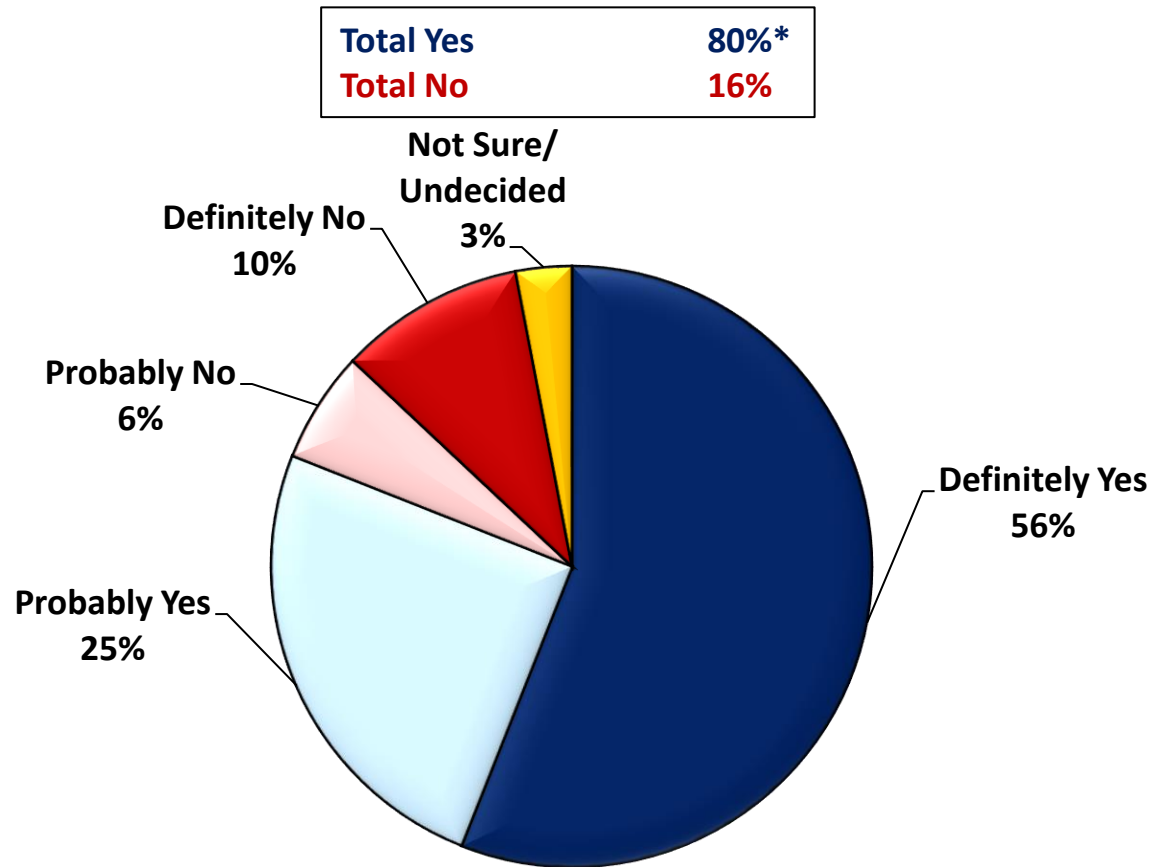


Proposition 416 (The Regional Transportation Plan)

- *A 36-mile North-South Parkway Corridor between the US 60 in Apache Junction, and the Kortsen-Kleck roadway alignment in the City of Coolidge, connecting to I-10.*
- *A 4 mile East-West Parkway near San Tan Valley that connects State Route 24 at Ironwood Drive to the future alignment of the North-South Parkway Corridor to the East. The development of 164 new Parkway lane miles throughout Pinal County.*
- *The construction of a Traffic Interchange at Interstate 10 and Kortsen Road.*
- *Approximately 50 miles of regional roadway improvements for connectivity and economic development.*
- *The addition of 100 new travel lane miles throughout the Pinal Region for arterial and local roadways.*
- *The preservation of right of way for a 31-mile West Pinal Freeway corridor between the Pinal-Maricopa County line and Interstate 8, for the construction of a future High-Capacity Corridor.*
- *The preservation of the remaining 15-mile segment of needed right of way for the construction of the North-South Parkway Corridor between the City of Coolidge and Interstate 10.*
- *Needed access and capacity to the Region's emerging job centers.*
- *The construction of Park and Ride facilities located throughout Pinal County.*
- *The expansion of annual funding for Dial-a-Ride services to assist people with disabilities, seniors, and members of the general public; and the provision of annual operational funding for existing transit systems.*
- *The preservation of annual project funding for less populated municipalities in the Region, to be used for local road projects in Superior, Mammoth, Kearney, and Eloy.*

A solid majority of voters say they would definitely vote yes on Proposition 416.

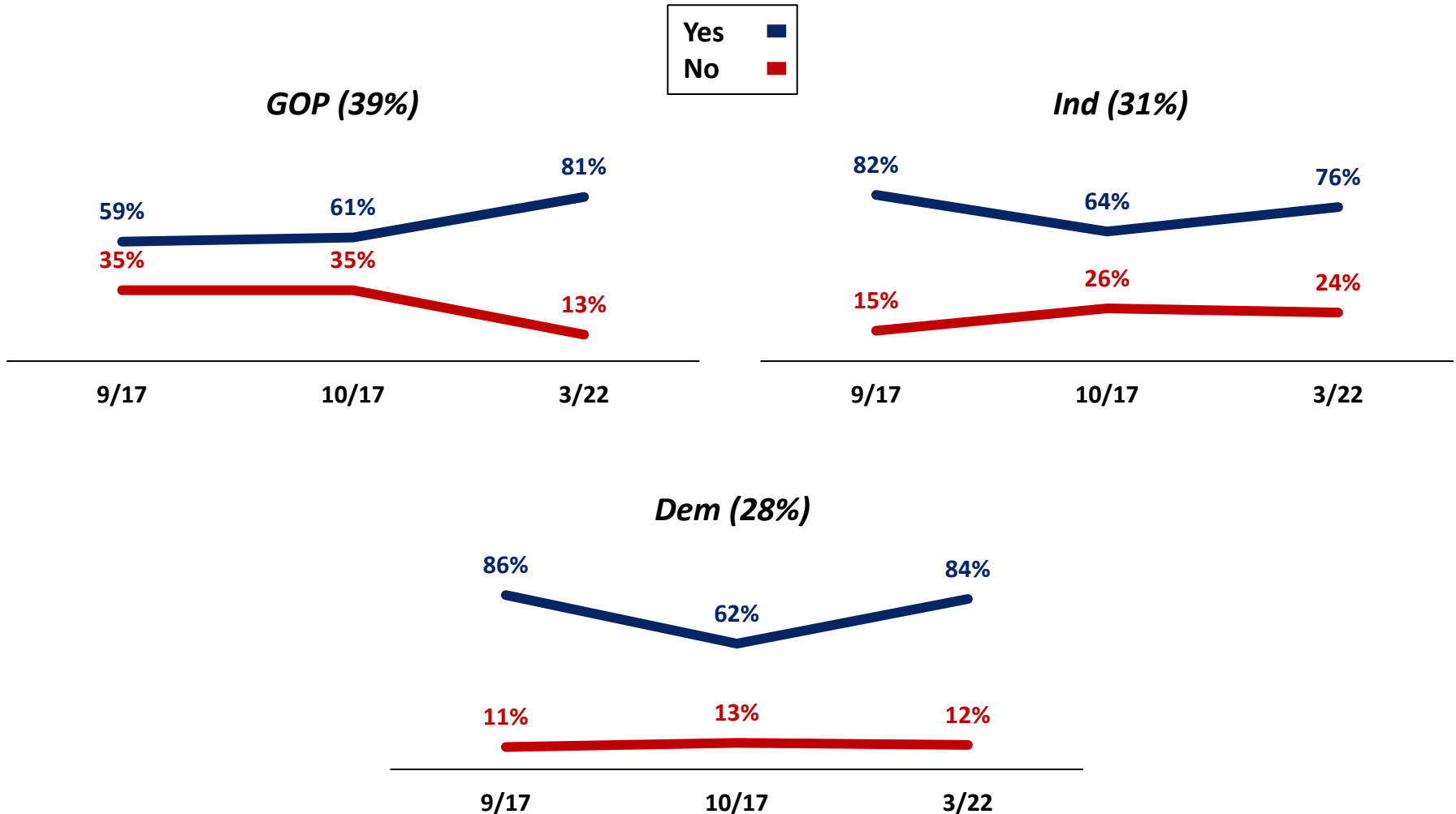
“Do you approve the Regional Transportation Plan for Pinal County? A yes vote indicates your approval of the proposed Regional Transportation Plan as developed by the regional transportation authority and described in the election materials, and a no vote indicates your disapproval of the proposed Regional Transportation Plan.”



*Denotes Rounding.

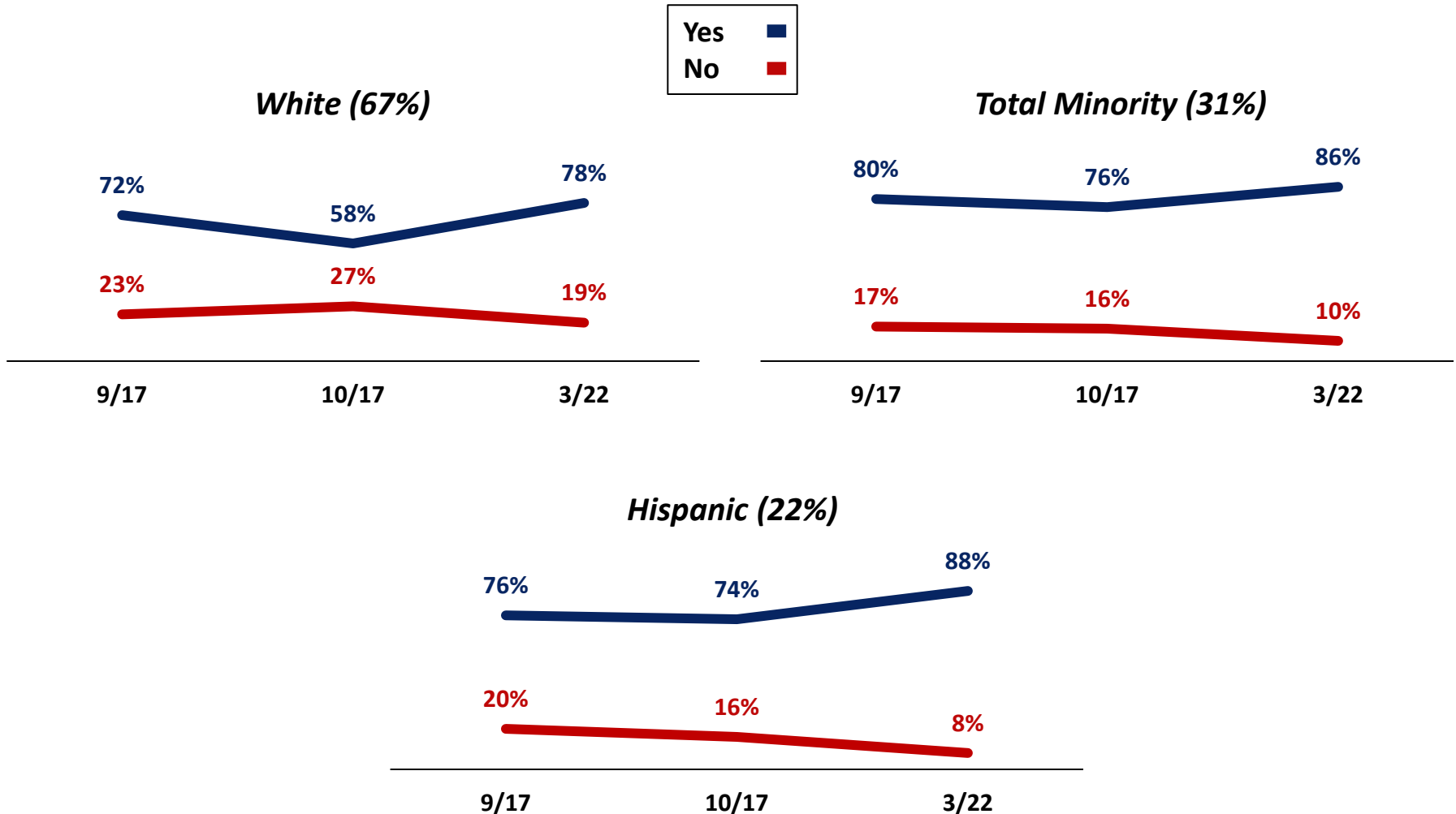
Support for the plan has increased across party lines since 2017, especially among Republicans and Independents.

Proposition 416 Trend by Party



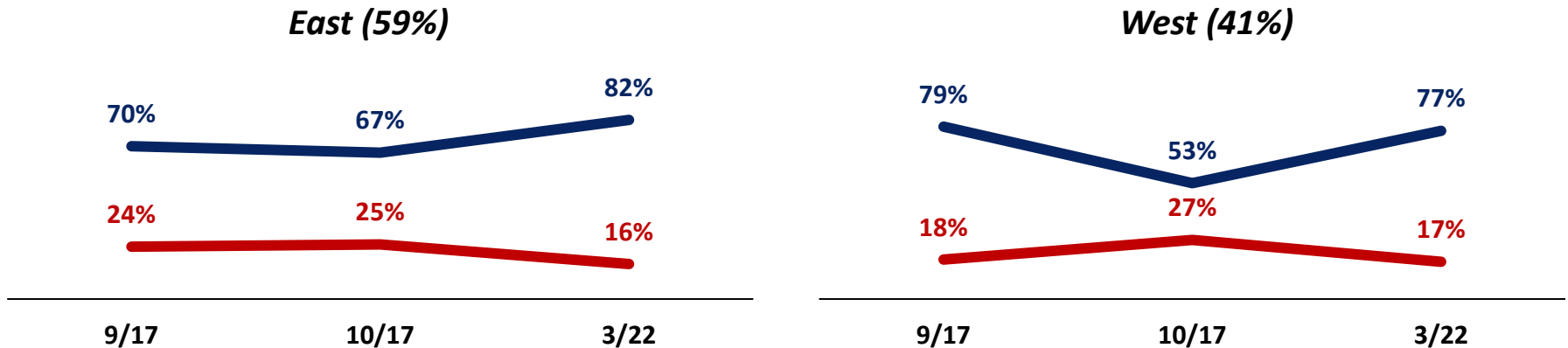
There has been a net 28 point increase in support for Proposition 416 among white voters.

Proposition 416 Trend by Ethnicity



More than 80% of voters in the East say they would vote yes; West voters are not far behind in support.

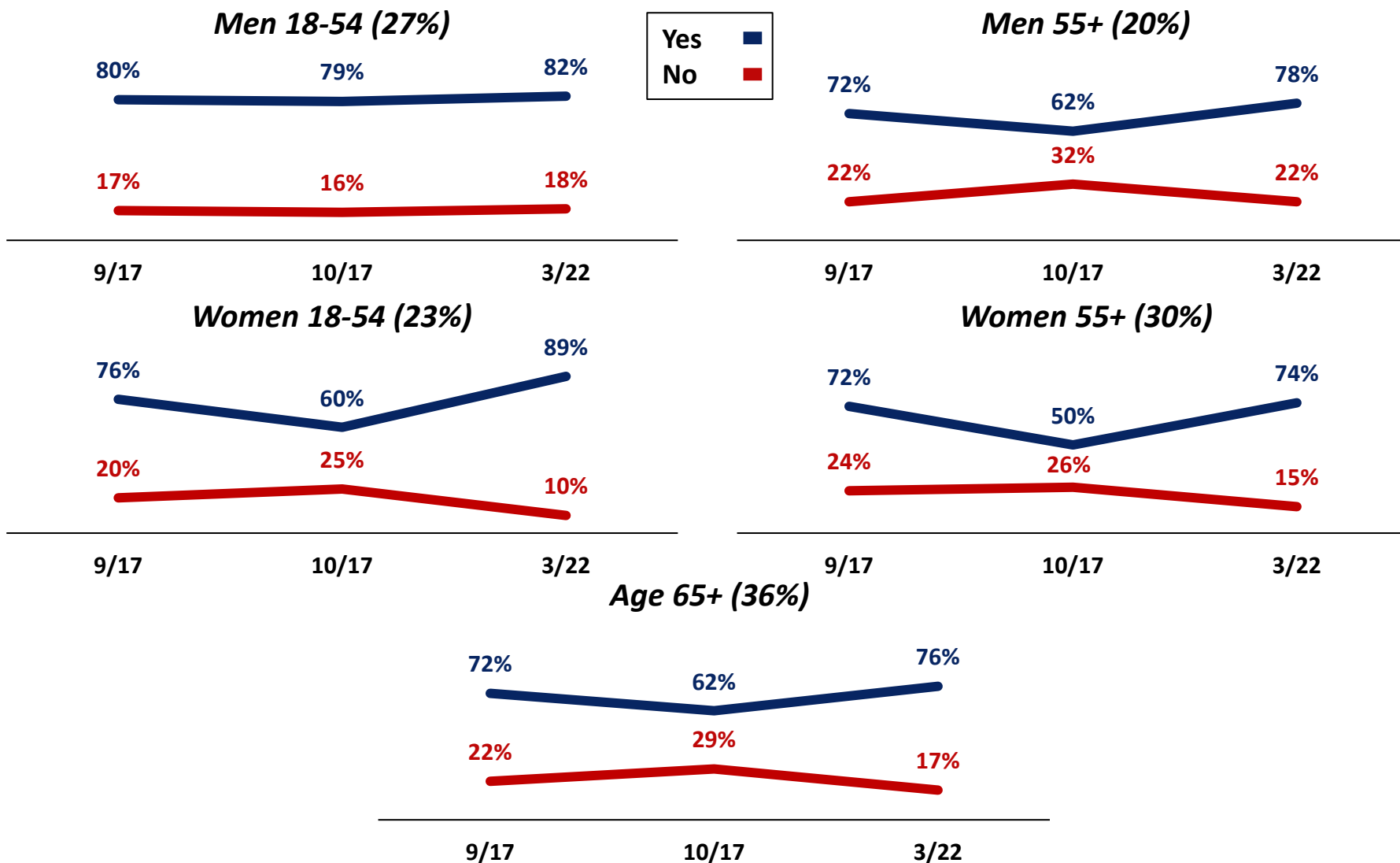
Proposition 416 Trend by Supervisor District Region



(East: SD 1, 2, 5; West: SD 3, 4).

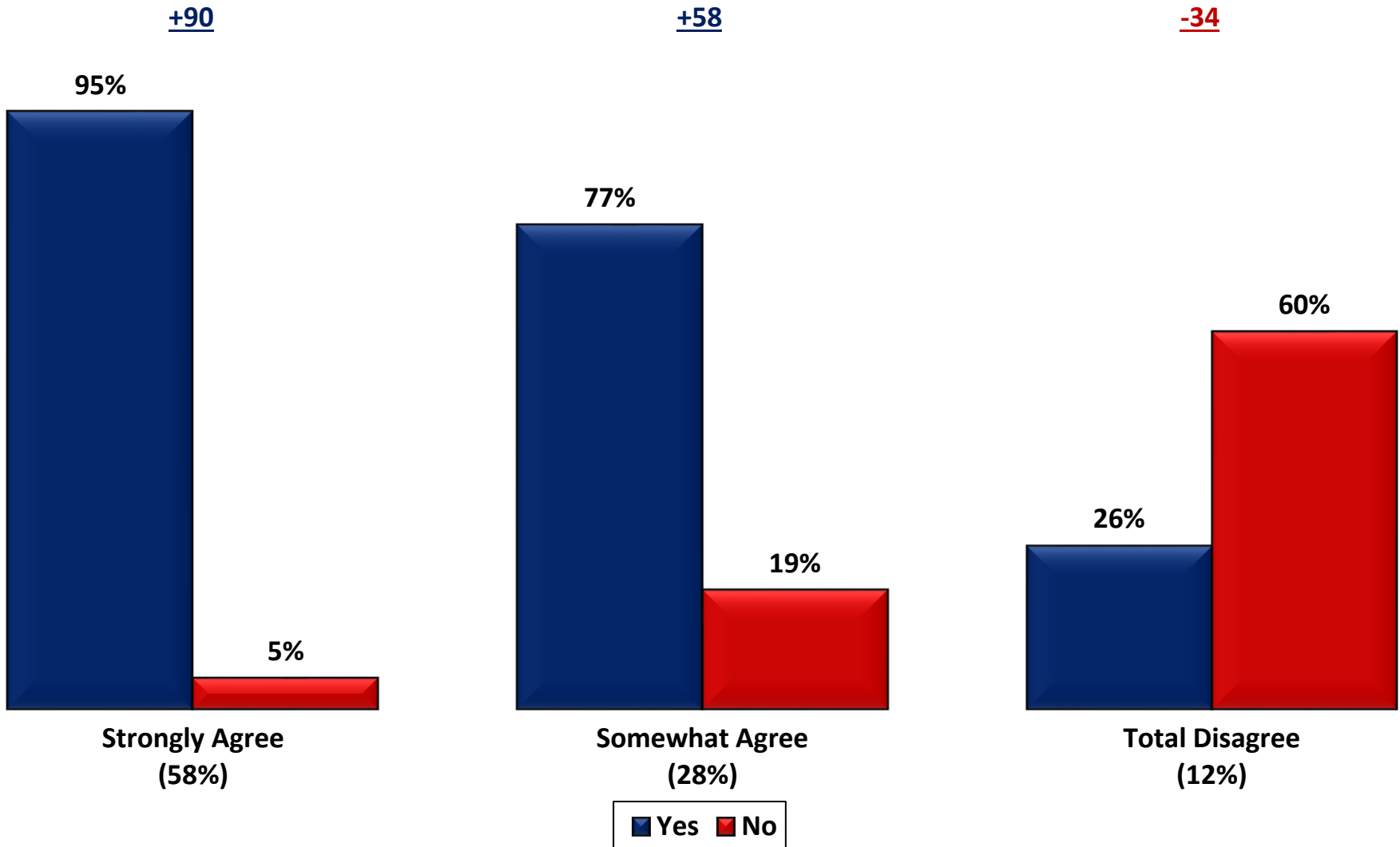
Younger voters, especially women, are more likely to back the Regional Transportation Plan than older voters.

Proposition 416 Trend by Gender/Age + Seniors



Voters who say traffic has gotten worse would vote yes on Proposition 416.

Proposition 416 by Traffic Gotten Worse



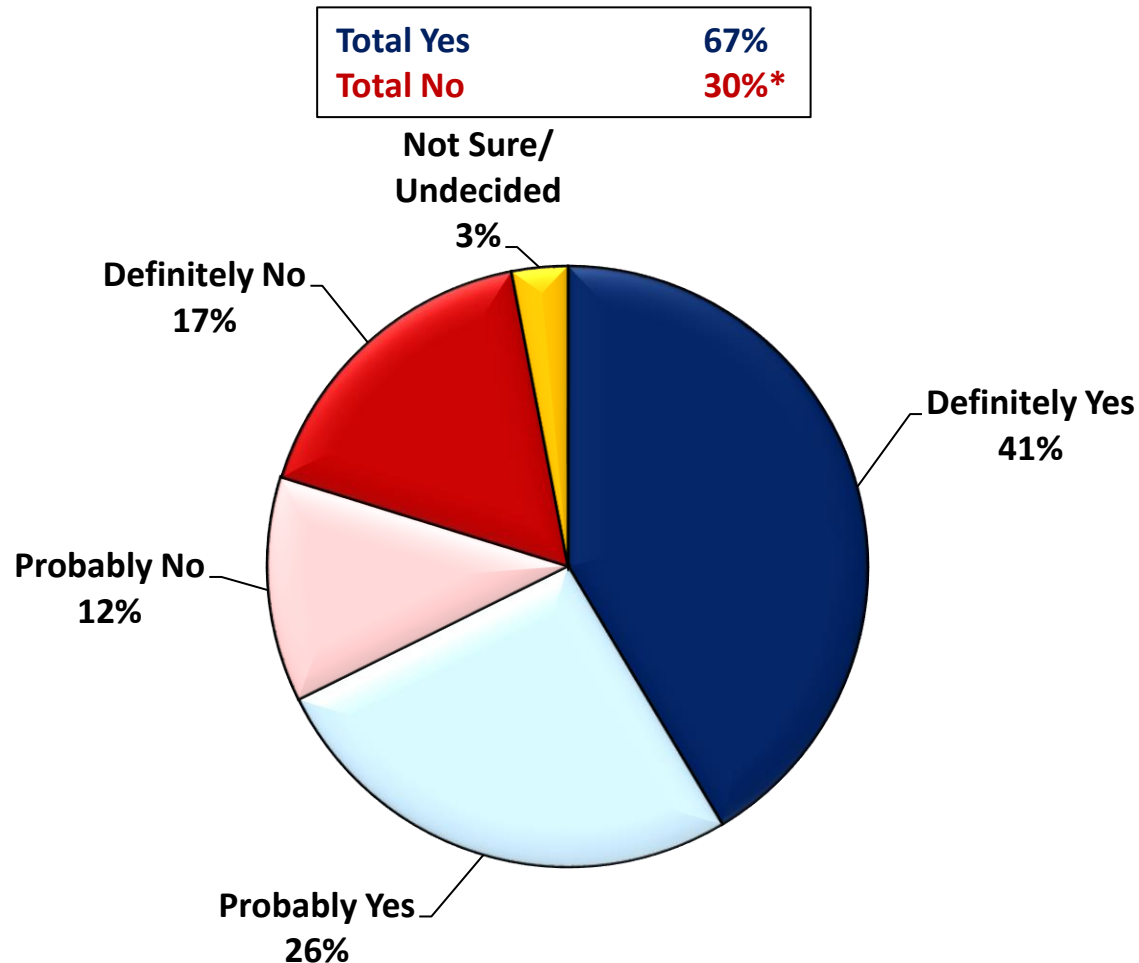
Proposition 417

“As you may know, Proposition 417 may also be on the ballot this November. This proposition also has to pass in order for Proposition 416 to be funded and the new roads and freeways built. I am going to read you the ballot language, and after I read it, please tell me whether you would vote yes or no. I will read it slowly because some of the language is technical. Here is the ballot language:

Do you favor the levy of a transportation sales tax to fund the new roads and freeways at a rate equal to one half of one percent on retail purchases? The funding shall last for fifteen years to provide funding for the transportation elements contained in the Pinal Regional Transportation Plan.”

Two thirds of voters say they would vote yes, in favor of the transportation sales tax.

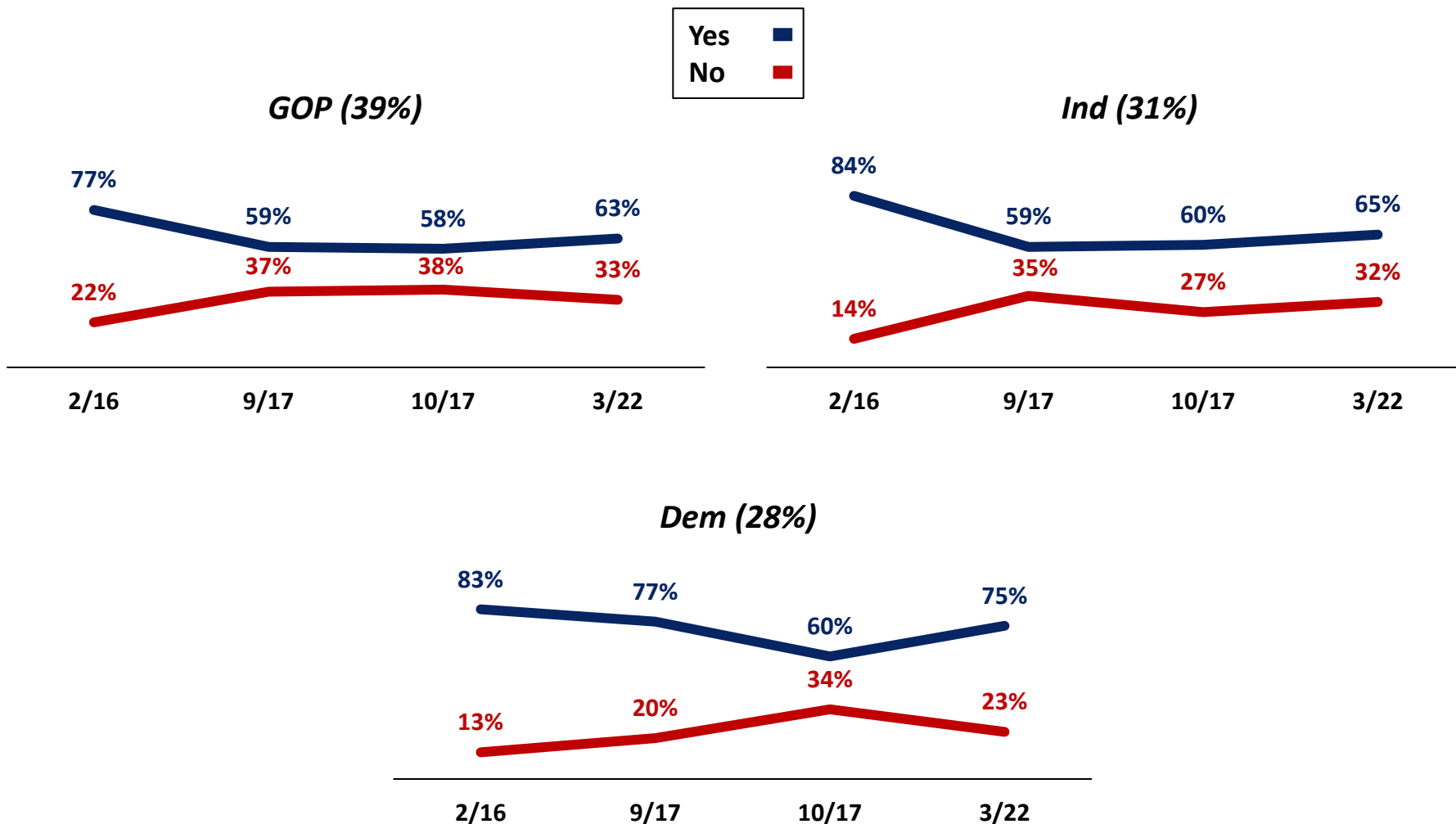
“Would you vote yes, for the transportation sales tax or no, against the transportation sales tax?”



**Denotes Rounding.*

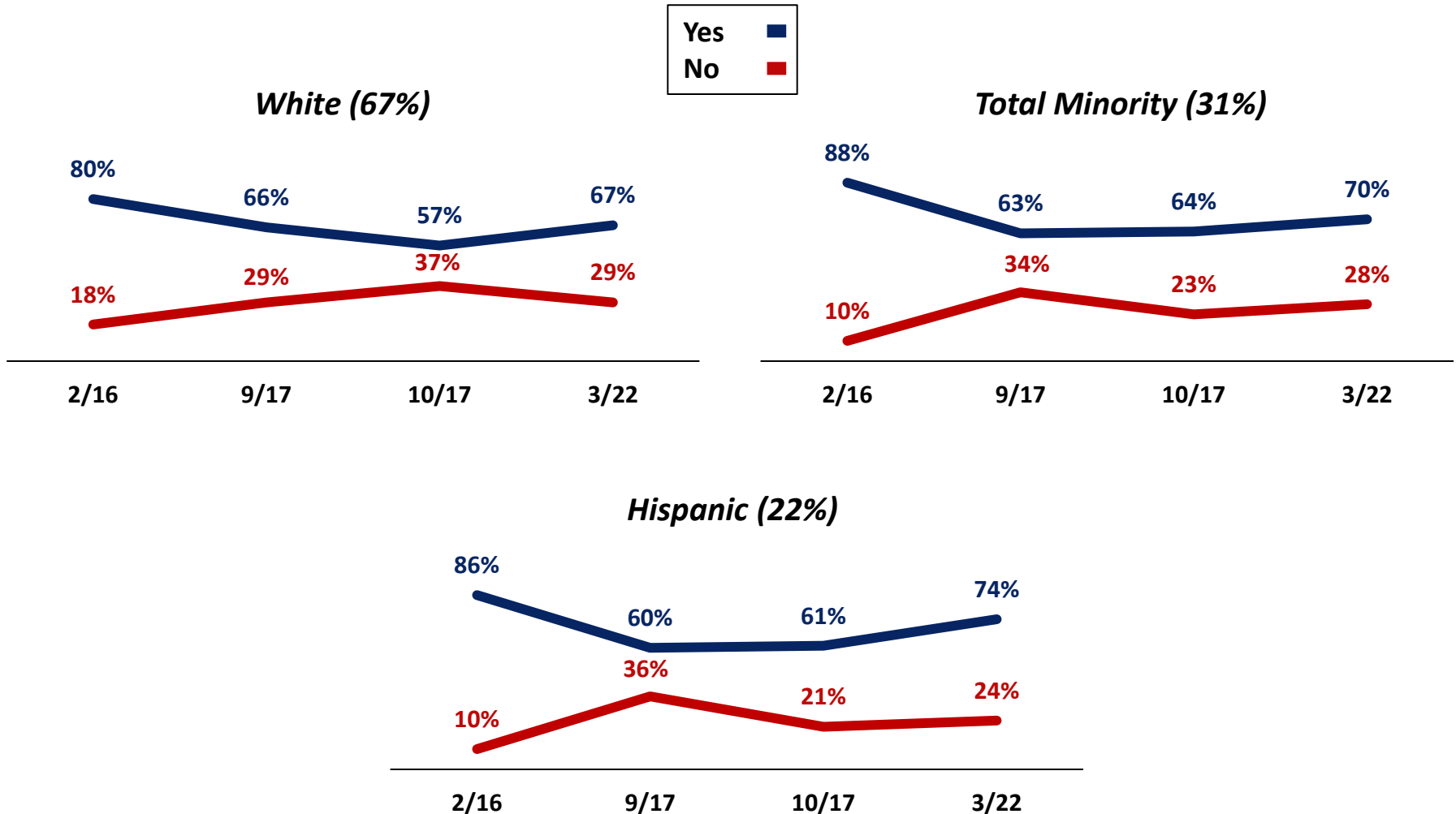
Support for the tax is highest among Democrats.

Proposition 417 Trend by Party



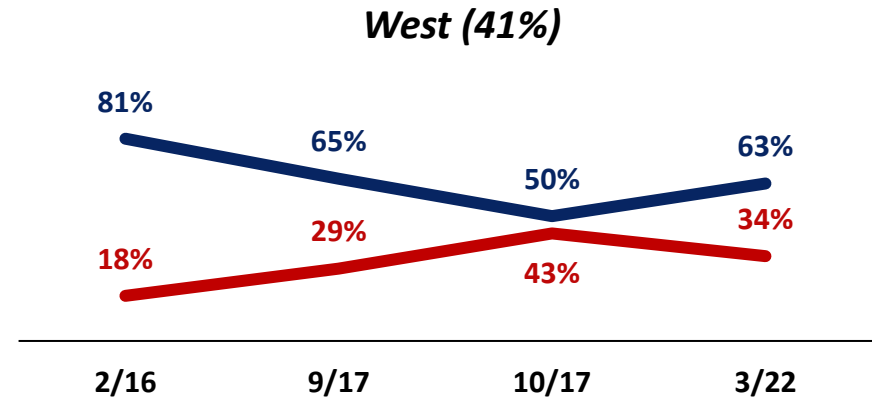
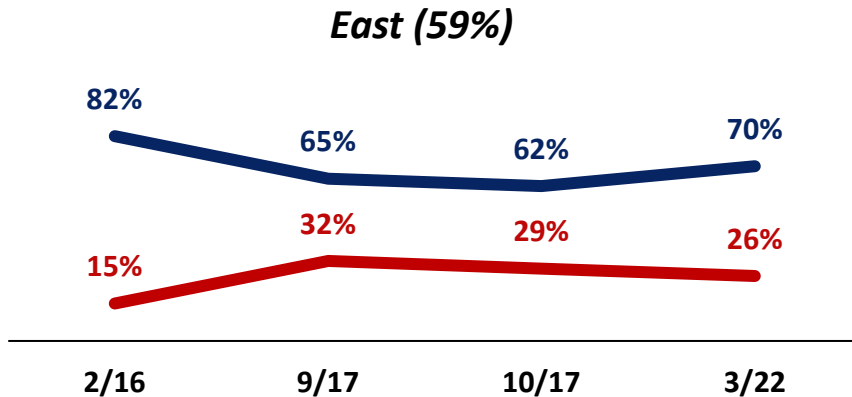
Hispanic voters are most likely to back the proposition, but support exists across all the board.

Proposition 417 Trend by Ethnicity



There has been a net 22 point gain in support of the tax in the West region since October 2017.

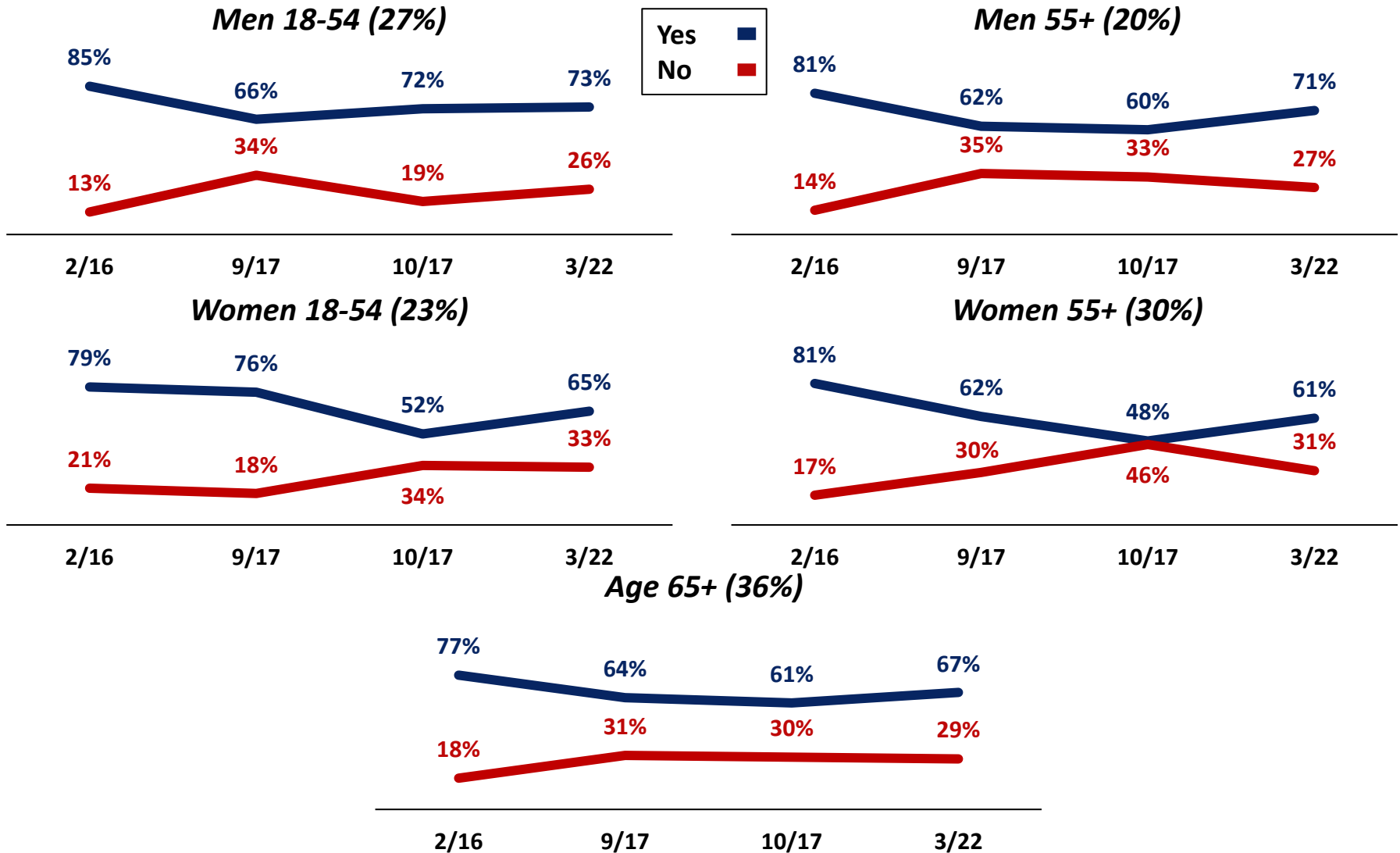
Proposition 417 Trend by Supervisor District Region



(East: SD 1, 2, 5; West: SD 3, 4).

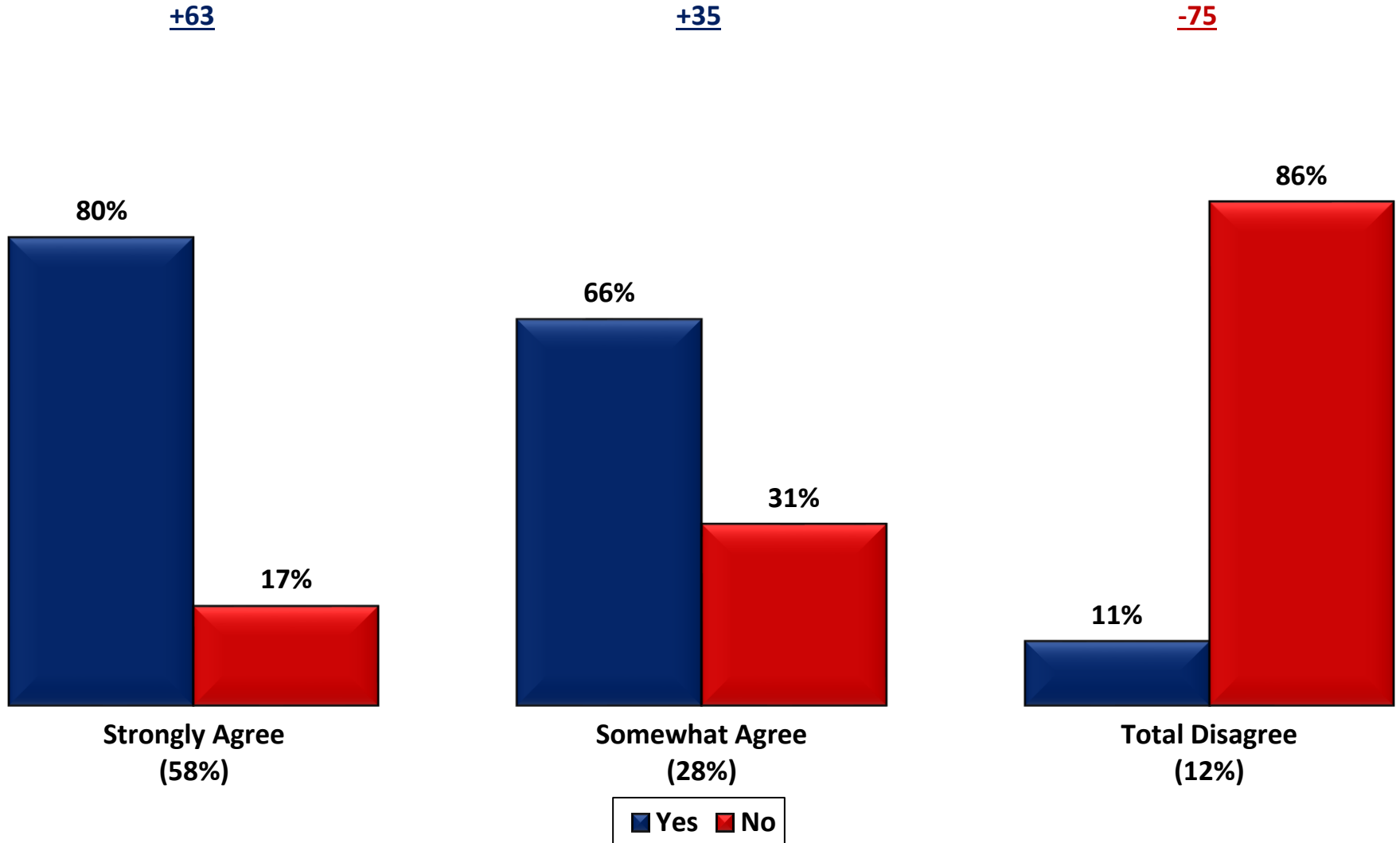
Men, regardless of age, are more likely to vote yes for Proposition 417.

Proposition 417 Trend by Gender/Age + Seniors



The few voters who say traffic has not gotten worse are solidly opposed to the tax.

Proposition 417 by Traffic Gotten Worse

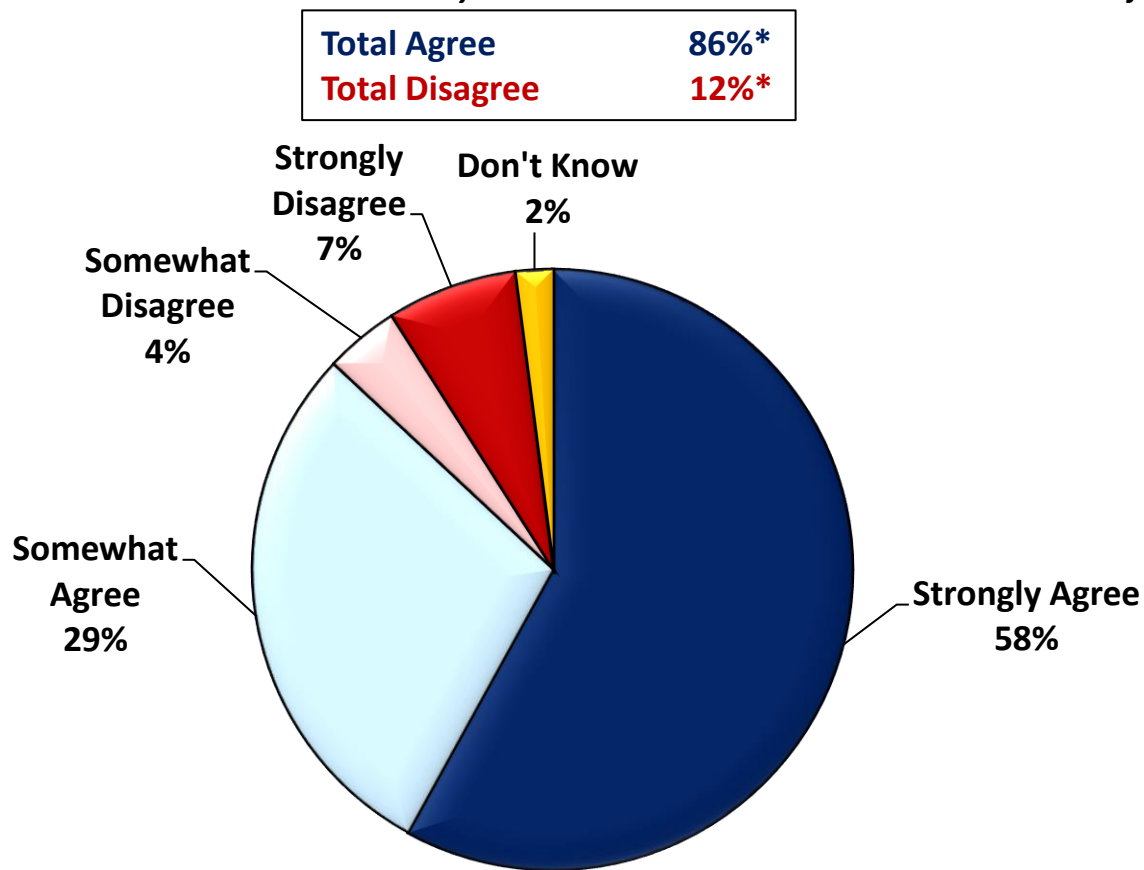




Message Testing

Nearly 90% of voters agree traffic has gotten worse in Pinal County since the tax was approved.

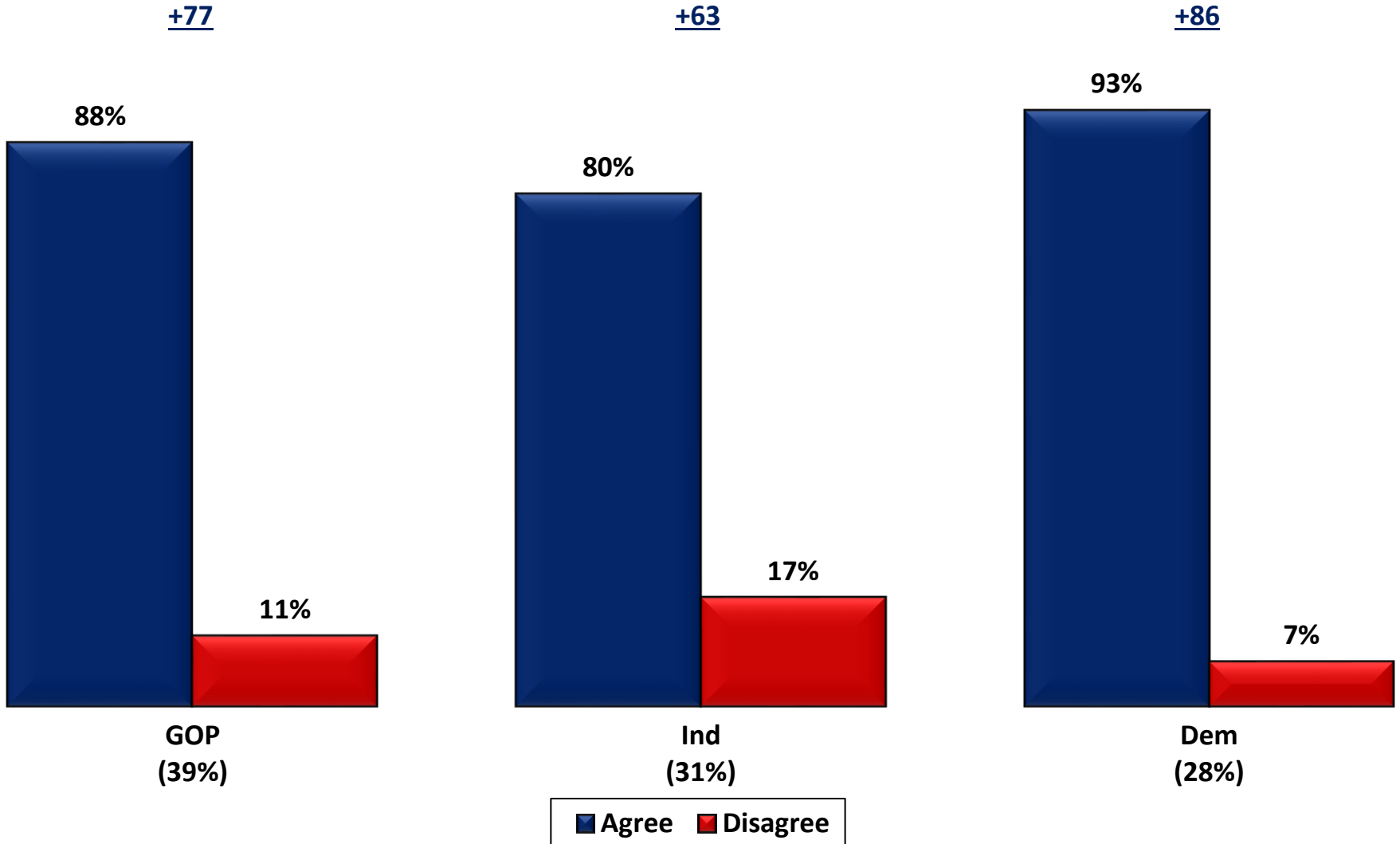
"Now I am going to read you a statement. After listening to the statement, please tell me if you agree or disagree with that statement: Traffic has only gotten worse in Pinal County since voters approved the tax to fund new roads and freeways. Pinal County leaders need to fix the technical problems The Arizona Supreme Court cited and put this back on the ballot immediately because we need new road and freeways now. Besides, voting again on this matter does not mean any additional taxes since the tax has been collected for the past four years."



*Denotes Rounding.

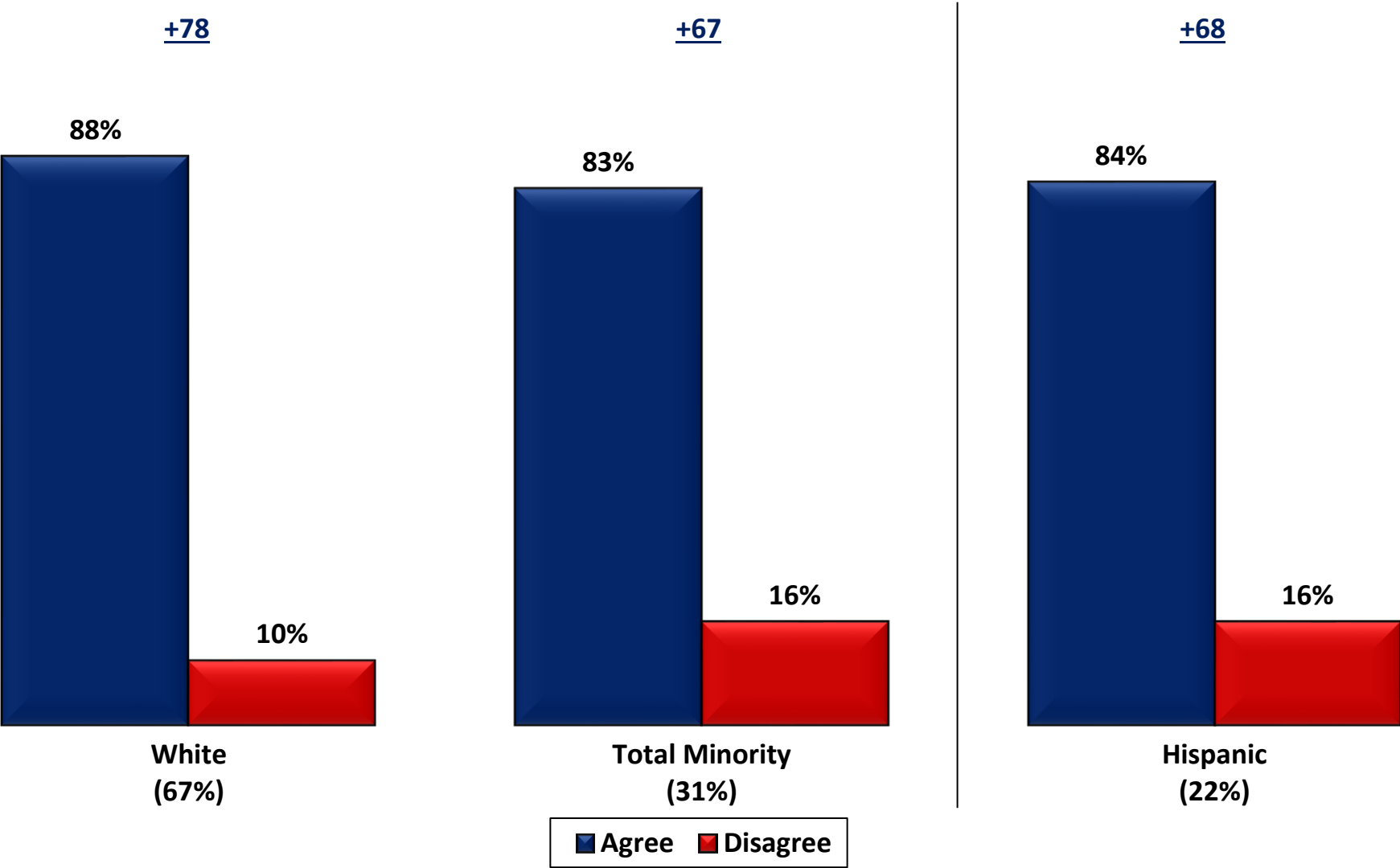
Democrats are most likely to say that traffic has gotten worse.

Traffic Gotten Worse by Party



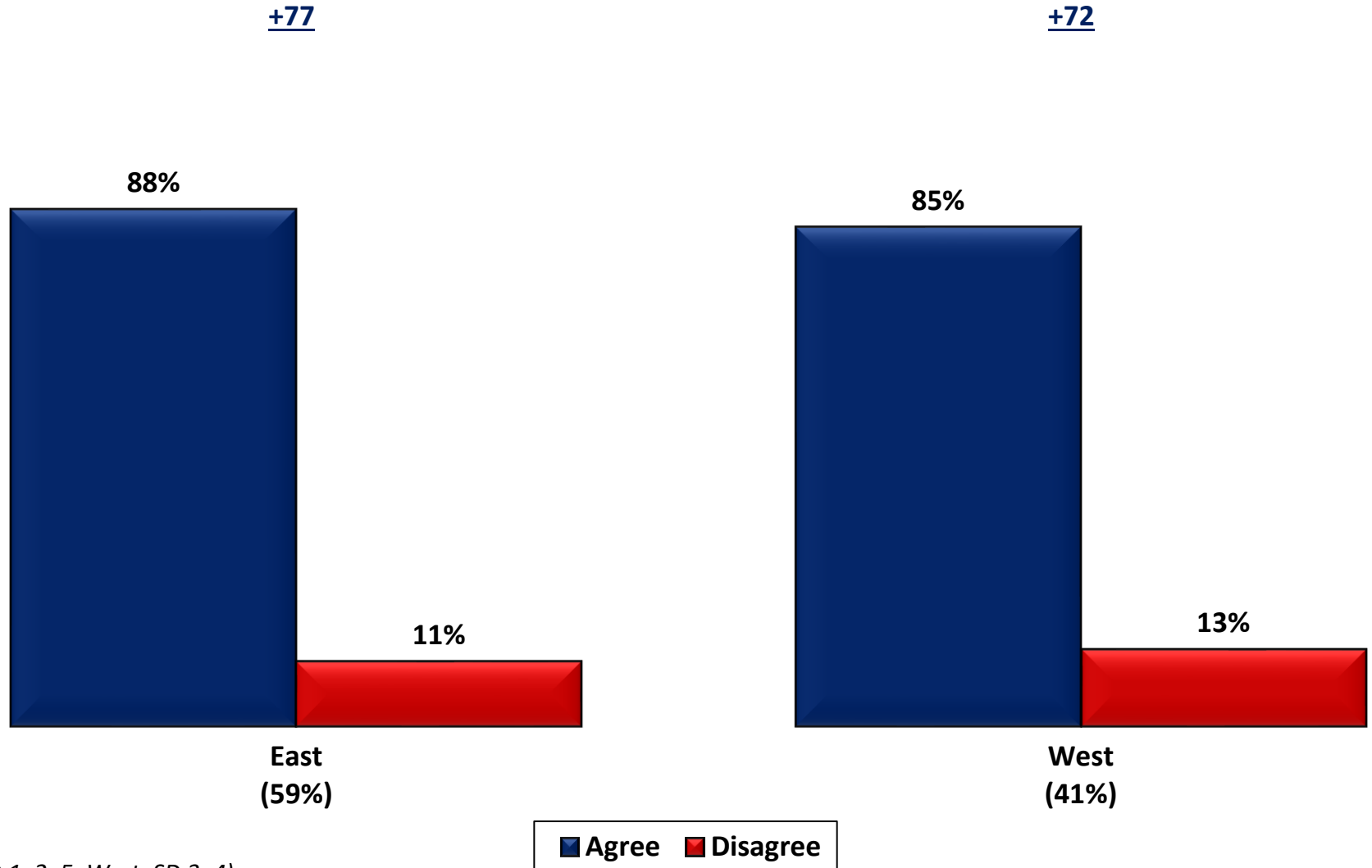
Voters across ethnicities agree traffic has gotten worse since voters approved the tax to fund new roads/freeways.

Traffic Gotten Worse by Ethnicity



There is solid agreement in both regions.

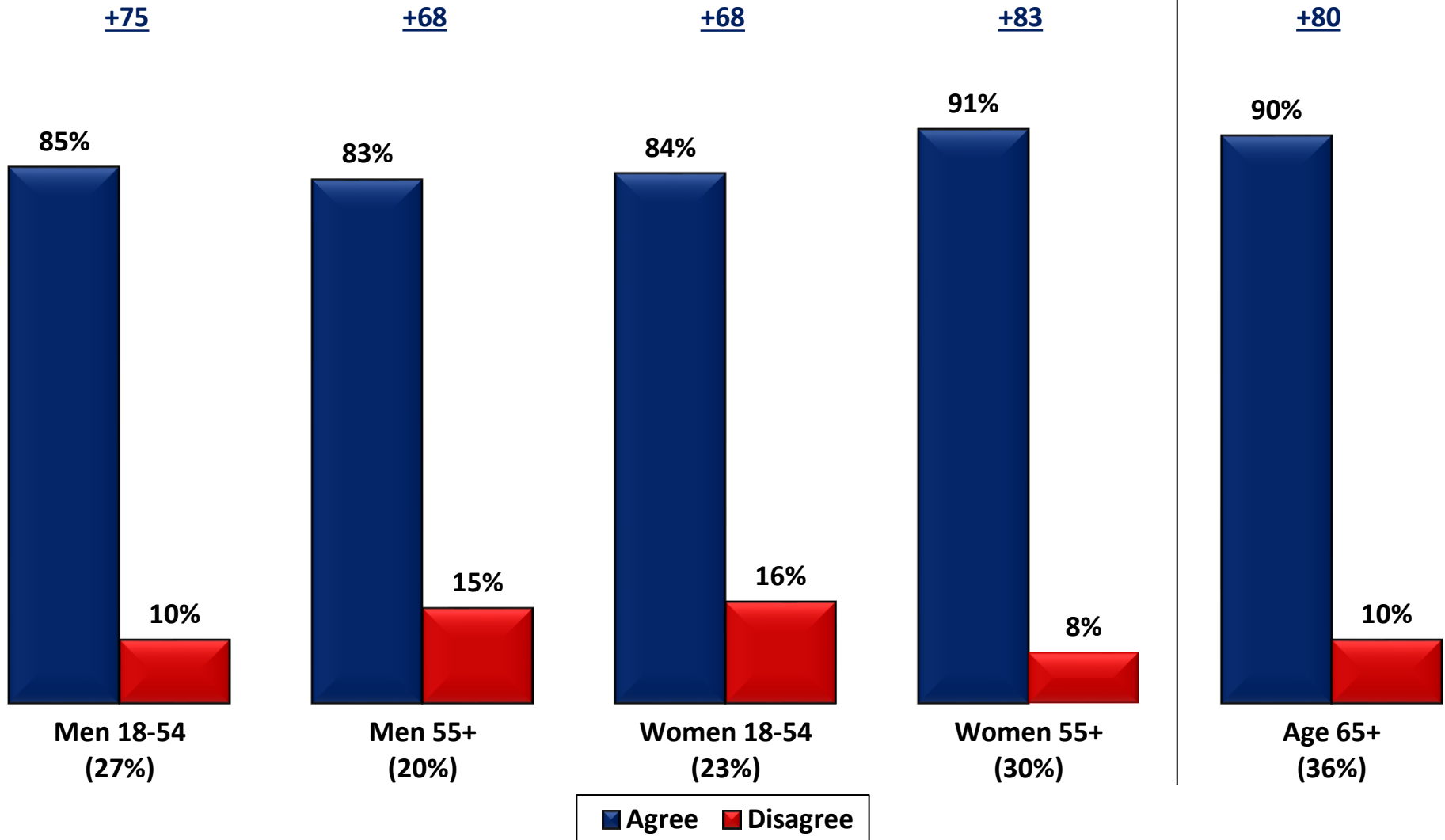
Traffic Gotten Worse by Supervisor District Region



(East: SD 1, 2, 5; West: SD 3, 4).

Older women are most likely to say traffic has gotten worse and that leaders need to fix the technical problems.

Traffic Gotten Worse by Gender/Age + Seniors





The Bottom Line

THE BOTTOM LINE

Pinal County is poised to vote again, by larger margins than in 2017, for Propositions 416 and 417.

Support for taxes always polls better in the beginning, when it is more theoretical than actual, so expect the final ballot to not be as high as it was in the survey. And remember, undecideds vote no on propositions, especially those involving taxes.

That noted, the fact that people have been living with this tax makes it easier for them to support it again, especially since it is used for specific roads/freeway projects.

The Propositions do well across party lines. Democrats are the most supportive, but majorities of Republicans and Independents back them as well. There are modest differences by ethnicity, region of the county, and gender/age on the two propositions, but those differences are not significant to targeting.

Proposition 416 needs to be the focus, as the definite yes vote hits 56%. But, if there is a problem, it will come on 417, because that's the tax. The messaging needs to stress that the projects only happen with a yes vote on both.

We only tested one message, but it is off the charts. Fully 86% agree, including 58% strongly, that traffic has only gotten worse since voters approved the tax; we need new roads and freeways now, and it does not mean new taxes since the tax has been collected the last four years. That is a succinct message that we need to focus on, along with the need to vote yes on both to get the new roads and freeways built.

The way opponents will try to defeat this is to claim the money is going into a black box and spent on government perks and privileges, like fancy offices and pay raises. We did not test it, but it would be good to point to roads and freeways built or under construction using the 416/417 money, to prove that the money is going where intended.

**For more information about this presentation or about
Public Opinion Strategies, please give us a call.**

Glen Bolger
glen@pos.org

Turning Questions Into Answers



**214 N. Fayette St.
Alexandria, Virginia 22314
(703) 836-7655 - Phone
www.pos.org**