



**City of Tucson, AZ  
Ballot Initiative Survey  
February 2016**

**METHODOLOGY**

*Purple Insights conducted 500 telephone interviews of likely 2016 voters in Tucson, Arizona between February 9th and 13th, 2016. Fifty-nine percent (59%) of the interviews were completed with voters on landlines and 41% were completed with voters on their cell phones. Respondents were randomly selected from a voter file and language of choice interviewing was available to Spanish-speaking voters. The margin of error for Tucson voters is +/-4.4%.*

*Note: All numbers are percentages. Percentages may not add up to 100% due to rounding.*

**PRIORITIES**

<b>1. How closely do you follow news about the government of the City of Tucson?</b>	<b>Tucson Voters</b>
Extremely closely	15
Very closely	32
Somewhat closely	40
Not too closely	10
Not at all closely	3
Don't know	0

<b>2. What do you think is the most important issue facing Tucson right now? What do you think is the second most important issue?</b>	<b>Most Important</b>	<b>Second Most Important</b>	<b>Combined Total</b>
Our roads are in need of repair	26	19	45
The growth of jobs and the economy in the city is not what it should be	24	16	40
Local taxes like sales tax and property tax are too high	11	13	24
Crime is too high	8	13	21
Our city doesn't have the funds it needs to maintain current basic services	9	9	18
Our public transit system is outdated and unreliable	4	8	12
Public employees pensions are burdening the city budget	5	6	11
We don't have enough parks and playgrounds	2	2	4
Something else	10	7	17
Don't know	2	7	9

**SALES TAX**

<b>3. There is currently discussion over a proposal to increase the current sales tax by half of one percent from 2 percent to 2-point-5 percent. This would cost taxpayers an extra 25 cents for every fifty dollars spent on anything other than food. Do you favor or oppose this proposal?</b>	<b>Tucson Voters</b>
Strongly favor	25
Somewhat favor	14
Somewhat oppose	12
Strongly oppose	40
Don't know	9
<b>NET FAVOR</b>	<b>39</b>
<b>NET OPPOSE</b>	<b>52</b>

<b>4. Here are some things people say the money raised by the sales tax could be used for. After each, please tell me if you would be more or less likely to support an increase in the sales tax if the money raised was spent on that purpose?</b>	<b>Much More Likely</b>	<b>More Likely/ Less Likely</b>
To repair and improve our roads	50	74 / 23
To keep the number of city police and firefighters from declining	42	71 / 23
To keep Tucson from cutting basic services	35	63 / 29
To make capital improvements, such as new police cars and improved first-responder technology	35	62 / 33
<b>SPLIT A:</b> To keep the city from going further into debt	33	58 / 36
To make Tucson a more thriving city	30	58 / 34
To improve our public transportation system	26	54 / 40
<b>SPLIT B:</b> To make it possible to balance the city's budget	24	51 / 41
To improve local parks and playgrounds	24	53 / 44

<b>5. Which of the following statements comes closest to your own view?</b>	<b>Tucson Voters</b>
Taxes are high enough as it is. The Tucson City government should live within its means. We should be cutting government waste and inefficiency rather than changing our city's charter to raise taxes.	49
Tucson is in desperate need of more resources simply to maintain existing city services like police and firefighters, and to improve basic needs like our roads and parks. If we all chip in, we can make Tucson a safer and more desirable place to live.	46
Neither	3
Don't know	3

<b>6. Sometimes over the course of a survey people change their minds. There is currently discussion over a proposal to increase the current sales tax by half of one percent from 2 percent to 2-point-5 percent. This would cost taxpayers an extra 25 cents for every fifty dollars spent on anything other than food. Do you favor or oppose this proposal?</b>	<b>Tucson Voters</b>
Strongly favor	27
Somewhat favor	21
Somewhat oppose	12
Strongly oppose	35
Don't know	5
<b>NET FAVOR</b>	<b>48</b>
<b>NET OPPOSE</b>	<b>47</b>

## PROPERTY TAX

<b>7. There is currently a proposal to increase Tucson property taxes in order to pay for 100 Million dollars in city road improvements. This proposal would cost the average homeowner approximately 27 dollars more a year. Do you favor or oppose this proposal?</b>	<b>Tucson Voters</b>
Strongly favor	31
Somewhat favor	18
Somewhat oppose	11
Strongly oppose	36
Don't know	5
<b>NET FAVOR</b>	<b>49</b>
<b>NET OPPOSE</b>	<b>46</b>

## CITY ELECTIONS

<b>8. Currently, Tucson city council candidates run in primary elections in their home ward, and the winners then run in a city-wide election. How do you think city council elections in Tucson should work?</b>	<b>Tucson Voters</b>
Hold city-wide primary and city-wide general elections	36
Hold ward-only primaries and ward-only general elections	26
Hold ward-only primaries and city-wide general elections	16
I'm not sure about this	23

  

<b>9. Currently in Tucson city council and Mayoral elections, the candidates' political party – such as Democrat, Republican, or something else – is printed on the ballot. How do you think Mayoral and city council elections in Tucson should work?</b>	<b>Tucson Voters</b>
Candidates' political party should be printed on the ballot	72
Candidates' political party should not be printed on the ballot	18
I'm not sure about this	10

## DEMOGRAPHICS

10. Gender	Tucson Voters
Male	46
Female	54

11. Age	Tucson Voters
18 to 34	12
35 to 49	16
50 to 64	32
65+	40

12. In politics today, do you consider yourself a Republican, Democrat, or Independent?	Tucson Voters
Strong Democrat	37
Not so strong Democrat	5
Independent, lean Democrat	9
Independent	25
Independent, lean Republican	4
Not so strong Republican	2
Strong Republican	15
Don't know	3
<b>TOTAL DEMOCRAT</b>	<b>51</b>
<b>TOTAL REPUBLICAN</b>	<b>22</b>

13. Do you consider yourself a liberal, conservative, or moderate?	Tucson Voters
Strong liberal	19
Not so strong liberal	6
Moderate, lean liberal	9
Moderate	30
Moderate, lean conservative	6
Not so strong conservative	6
Strong conservative	17
Don't know	6
<b>TOTAL LIBERAL</b>	<b>34</b>
<b>TOTAL CONSERVATIVE</b>	<b>30</b>

<b>14. Now thinking about your housing, do you own or rent your primary residence?</b>	<b>Tucson Voters</b>
Own	70
Rent	25
Other	3
Prefer not to say	3

<b>15. What is your current marital status?</b>	<b>Tucson Voters</b>
Single	25
Living with a partner	2
Married	48
Separated	0
Divorced	10
Widowed	11
Prefer not to say	4

<b>16. How many children under 18 do you have either living with you or not living with you currently?</b>	<b>Tucson Voters</b>
0	75
1	9
2	10
3	3
4	0
5	0
6 or more	0
Prefer not to say	3

<b>17. What is the highest level of education that you have completed?</b>	<b>Tucson Voters</b>
Less than high school	3
High school graduate	19
Some college/vocational/2-year college	30
College graduate	29
Post-graduate work or degree	17
Prefer not to say	1

<b>18. Just to ensure proper representation by race, what is your racial or ethnic background?</b>	<b>Tucson Voters</b>
Black/African-American	3
White	69
Hispanic/Latino	21
Asian	0
Native American	1
Multi-Racial	3
Some other race	1
Prefer not to say	2

<b>19. Interview Language</b>	<b>Tucson Voters</b>
English	95
Spanish	5