

FORT WORTH VOTER SURVEY

Sample size: N=400

Margin of Error: +/- 4.9%

Hello, I am calling from a national survey research firm, Perception Insight, and my name is _____ . We're calling people today to learn about your opinions and get your advice on some issues facing us all. We'd like you to participate in this survey we're conducting among hundreds of people in your area, and all your responses will be confidential.

A. Are you registered voter who lives in the City of Fort Worth?

If No, ask: Is there someone else at home who is a registered voter who lives in the City of Fort Worth?
(If Yes, ask: May I speak with him/her? And return to introduction)

Yes (continue)

No (thank & terminate)

B. Are you, or is anyone in your household, employed in the news media or a market research firm?

Yes (thank & terminate)

No (continue)

- 1) Do you think things in Fort Worth are headed in the right direction or off on the wrong track? **If choice made, ask:** Do you feel strongly about that?
- 1 Right direction / Strongly
 - 2 Right direction / Somewhat
 - TOTAL RIGHT DIRECTION
 - 3 Wrong track / Somewhat
 - 4 Wrong track / Strongly
 - TOTAL WRONG TRACK
 - 5 Undecided / refused **(vol)**
-

- 2) What is the most important issue facing Fort Worth? **(Randomize choices)** **If choice made, ask:** And what is the next most important issue?

Q2A	Q2B	
<u>Most</u>	<u>Next</u>	<u>Total</u>
1	1	Local property taxes
2	2	Jobs & the economy
3	3	Education
4	4	Health care
5	5	Crime
6	6	Traffic and mobility
8	8	Other (vol)
9	9	Unsure (vol) (to Qx)
		Not asked

- 3) Do you agree or disagree that Fort Worth city officials are open to hearing the concerns of city residents? **If choice made, ask:** Is that strongly or somewhat (agree / disagree)?

- 1 Strongly agree
 - 2 Somewhat agree
 - TOTAL AGREE
 - 3 Somewhat disagree
 - 4 Strongly disagree
 - TOTAL DISAGREE
 - 5 Depends / neutral **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 4) Have you seen, read, or heard anything about the new TexRail service connecting Fort Worth with DFW Airport?
- 1 Yes
 - 2 No
 - 3 Unsure / refused **(vol)**
-

- 5) Have you ridden TexRail within the last 2 months?
- 1 Yes
 - 2 No
 - 3 Unsure / refused **(vol)**
-

- 6) Do you favor or oppose rail service as a means of travel within Fort Worth and North Texas?
If choice made, ask: Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 7) Would you favor or oppose a ½ cent increase in the local sales tax to expand and improve transit services such as rail and busses? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 8) And would you favor or oppose a 50 cent per month fee on vehicle registration to expand and improve transit services such as rail and busses? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 9) Would you favor or oppose a ½ cent increase in the local sales tax to expand and improve road and street construction and maintenance? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
 - TOTAL FAVOR

 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
 - TOTAL OPPOSE

 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 10) And would you favor or oppose a 50 cent per month fee on vehicle registration to expand and improve road and street construction and maintenance? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
 - TOTAL FAVOR

 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
 - TOTAL OPPOSE

 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 11) Do you favor or oppose the city and county providing tax incentives for job-creating businesses to locate in Fort Worth? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
 - TOTAL FAVOR

 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
 - TOTAL OPPOSE

 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 12) Would you be more likely or less likely to favor the city and county offering tax incentives to locally-owned small businesses in Fort Worth? **If choice made, ask:** Is that strongly or somewhat (more / less) likely?
- 1 More likely / strongly
 - 2 More likely / somewhat
 - TOTAL MORE LIKELY

 - 3 Less likely / somewhat
 - 4 Less likely / strongly
 - TOTAL LESS LIKELY

 - 5 No difference **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 13) Would you be more likely or less likely to favor the city and county offering tax incentives to technology and bio-technology companies to bring new high-paying jobs to Fort Worth? **If choice made, ask:** Is that strongly or somewhat (more / less) likely?
- 1 More likely / strongly
 - 2 More likely / somewhat
 - TOTAL MORE LIKELY

 - 3 Less likely / somewhat
 - 4 Less likely / strongly
 - TOTAL LESS LIKELY

 - 5 No difference **(vol)**
 - 6 Unsure / refused **(vol)**
-

14) The City of Fort Worth has created an Economic Development Plan to introduce Mixed Use Developments such as retail, restaurants and office space, in the central city residential areas and suburban areas outside the loop. Do you favor or oppose the City's Economic Development Plan? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?

- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

15) Do you agree or disagree that there are enough lower cost housing options available in the area for younger workers who want to move here for high-skill, higher paying jobs? **If choice made, ask:** Is that strongly or somewhat (agree / disagree)?

- 1 Strongly agree
 - 2 Somewhat agree
TOTAL AGREE
 - 3 Somewhat disagree
 - 4 Strongly disagree
TOTAL DISAGREE
 - 5 Depends / neutral **(vol)**
 - 6 Unsure / refused **(vol)**
-

16) Do you favor or oppose allowing more high-density development, such as townhomes, condos, and garden homes, near existing traditional neighborhoods within mixed-use zoning and urban residential designated areas? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?

- 1 Favor / Strongly
- 2 Favor / Somewhat
- TOTAL FAVOR
- 3 Oppose / Somewhat
- 4 Oppose / Strongly
- TOTAL OPPOSE
- 5 Depends / other (vol)
- 6 Unsure / refused (vol)

17) Would you be more likely or less likely to allow more high-density development in residential areas if its objective was to support and attract a younger and more educated workforce to Fort Worth? **If choice made, ask:** Is that strongly or somewhat (more / less) likely?

- 1 More likely / strongly
- 2 More likely / somewhat
- TOTAL MORE LIKELY
- 3 Less likely / somewhat
- 4 Less likely / strongly
- TOTAL LESS LIKELY
- 5 No difference (vol)
- 6 Unsure / refused (vol)

18) What would be your biggest concern if the City of Fort Worth allowed more high-density development in residential areas? **(Randomize choices) If choice made, ask:** And what is your next biggest concern?

Q18A	Q18B	
Next	Next	
<u>Most</u>	<u>Most</u>	<u>Total</u>
1	1	More traffic in neighborhoods
2	2	Increase in crime
3	3	Negative impact on local schools
4	4	Decreasing property values
5	5	Higher local taxes
6	6	Disruption of existing neighborhoods
7	7	Other (vol)
8	8	No concerns with more high-density development (vol)
9	9	Unsure (vol) (to Q19)

19) Have you seen, read, or heard anything about urban flooding in Fort Worth?

- 1 Yes
 - 2 No
 - 3 Unsure / refused **(vol)**
-

20) And have you or your family experienced damage or hard ship due to recent urban flooding?

- 1 Yes
 - 2 No
 - 3 Unsure / refused **(vol)**
-

21) Do you agree or disagree that the existing system for determining which areas of Fort Worth are in a flood plain is adequate in identifying areas prone to flooding? **If choice made, ask:** Is that strongly or somewhat (agree / disagree)?

- 1 Strongly agree
 - 2 Somewhat agree
TOTAL AGREE
 - 3 Somewhat disagree
 - 4 Strongly disagree
TOTAL DISAGREE
 - 5 Depends / neutral **(vol)**
 - 6 Unsure / refused **(vol)**
-

22) Do you favor or oppose an increase of \$5 per month in the City Storm Water Utility fee in order to alleviate urban flooding in Fort Worth? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?

- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

23) Would you favor or oppose publicly listing areas in Fort Worth that have recently flooded? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?

- 1 Favor / Strongly
 - 2 Favor / Somewhat
TOTAL FAVOR
 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
TOTAL OPPOSE
 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 24) And would you favor or oppose having your property or neighborhood publicly listed as a flood prone location, if flooding were to occur? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
 - TOTAL FAVOR

 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
 - TOTAL OPPOSE

 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 25) Do you have a strong positive, somewhat positive, somewhat negative or strong negative impression of Fort Worth Independent School District?
- 1 Positive / Strongly
 - 2 Positive / Somewhat
 - TOTAL POSITIVE

 - 3 Negative / Somewhat
 - 4 Negative / Strongly
 - TOTAL NEGATIVE

 - 5 No opinion **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 26) And do you think the job the Fort Worth Independent School District is doing meeting the educational needs of students is...**[Rotate choices reading top-to-bottom / bottom-to-top]**
- 1 Improving
 - 2 Staying about the same
 - 3 Getting worse
 - 4 Negative / Strongly
 - 5 Depends **(vol)**
 - 6 Unsure / refused **(vol)**
-

- 27) Do you favor or oppose the City of Fort Worth's Crime Control and Prevention District, which has been funded through local sales tax for over 25 years? **If choice made, ask:** Is that strongly or somewhat (favor / oppose)?
- 1 Favor / Strongly
 - 2 Favor / Somewhat
 - TOTAL FAVOR

 - 3 Oppose / Somewhat
 - 4 Oppose / Strongly
 - TOTAL OPPOSE

 - 5 Depends / other **(vol)**
 - 6 Unsure / refused **(vol)**
-

Now just a few questions to make sure we have a representative sample --

- D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

(Record age)

- D2. What is the highest level of education you have completed? **(Do not read, record only)**

- 1 Less than high school
 - 2 High school grad / vocational school
 - 3 Some college
 - 4 College graduate
 - 5 Post graduate (masters or higher)
 - 6 Unsure
 - 7 Refused
-

- D3. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

- 1 Yes
 - 2 No
 - 3 Unsure/ refused **(vol)**
-

- D4. And is your race Anglo, African-American, Asian, or some other race?

- 1 Anglo / White
 - 2 African-American / Black
 - 3 Asian
 - 4 Hispanic / Latino **(vol)**
 - 5 American Indian **(vol)**
 - 6 Other **(vol)**
 - 7 Unsure **(vol)**
 - 8 Refused **(vol)**
-

- D5. We want to classify people into broad income groups only. Was your total household income last year before taxes... ? **(Read list and fit income into correct category)**

- 1 Under \$20,000
 - 2 \$20,000 but less than \$40,000
 - 3 \$40,000 but less than \$60,000
 - 4 \$60,000 but less than \$80,000
 - 5 \$80,000 but less than \$100,000
 - 6 \$100,000 but less than \$150,000
 - 7 \$150,000 but less than \$250,000
 - 8 \$250,000 or over
 - 9 Unsure **(vol)**
 - 10 Refused **(vol)**
-

D6. Do you own or rent your place of residence? **(Do not read, record only)**

- 1 Own
 - 2 Rent
 - 3 Unsure
 - 4 Refused
-

D7. And how long have you lived at this address?
(i.e. Record 14 years as 1 4) (Record less than one year as 0 1)
(Record Unsure / refused as 9 9)

(Record years)

D8. Sex **(By observation)** **Ask of everyone:** Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

- 1 Male / employed
 - 2 Male / not-employed
 - 3 Male / unsure - refused to say
 - 4 Female / employed
 - 5 Female / not-employed
 - 6 Female / unsure - refused to say
-