

ATTITUDES OF SCOTTSDALE VOTERS TOWARDS DESERT PRESERVATION ISSUES

report of a survey conducted for the

City of Scottsdale

Study 98-1443

Field Dates: June 19 – 27, 1998

FOR FURTHER INFORMATION:

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EXECUTIVE SUMMARY AND CONCLUSIONS

This report presents the results of a survey conducted by O'Neil Associates, Inc. for the City of Scottsdale. The City of Scottsdale Preserve Commission and City Council are considering expanding the existing McDowell Sonoran Preserve to include 19,000 additional acres of natural desert land as public open space. The purpose of this research is to determine Scottsdale voters' attitudes towards the existing preserve as well as the concept of its expansion.

Scottsdale voters strongly support preservation efforts in general and consider the McDowell Sonoran preservation efforts to have been successful. The vast majority also express support for the Preserve expansion proposal and appear amenable to the various expansion funding options. It should, however, be noted that a campaign against expansion could alter voters' favorable views towards expansion.

Our specific findings include the following:

- Virtually all Scottsdale voters (96%) place importance on preserving open space in Scottsdale, with three-fourths of respondents (76%) describing such efforts as very important.
- When asked to rate the importance of five reasons for preservation of natural desert areas, approximately nine of ten voters (87% to 95%) attach some degree of importance to each of the five reasons. Strikingly, voters attach more importance to environmental reasons, rather than access or recreational use of the land.
- Indicating widespread approval for the establishment of the McDowell Sonoran Preserve, 97% of respondents feel establishment of the Preserve was a good idea.
- For the most part, respondents consider the McDowell Sonoran preservation efforts as successful. Eighty-two percent (82%) of all respondents regard these efforts to have been successful; only 13%, however, categorize these efforts as very successful.
- After being read a brief description of the Preserve expansion proposal, virtually all voters (95%) indicate they favor the proposal, with half (52%) stating they strongly support it.
- Virtually all voters (95%) also favor the proposal to amend the Scottsdale City Charter so that no land could be removed from the Preserve without a vote from the City residents, including 62% who said they would strongly favor it.
- While the majority of respondents indicate they would favor each of the four funding strategies described, the strategy which most voters favor is retaining existing property taxes for the next four years and using excess funds for the Preserve expansion. The vast majority of voters also favor using extra moneys from the mountain preservation tax. While the two sales tax options also meet approval from the majority of voters,

these options have somewhat lower approval rates than the options that do not require new taxes.

- Half the voters (50%) believe that expanding the Preserve will have no effect on Scottsdale's growth rate and about one-third (36%) believe it will slow down the city's growth. Approximately three-fourths (73%) of those who anticipate a change in the city's growth feel the change will be beneficial.
- While the vast majority of voters feel that the Preserve expansion would have no negative impact on Scottsdale's growth, 62% express some level of concern about it leading to increased development density in nearby areas.

INTRODUCTION

This report presents the results of a survey conducted by O'Neil Associates, Inc. for the City of Scottsdale. The City of Scottsdale Preserve Commission and City Council are considering expanding the existing McDowell Sonoran Preserve to include 19,000 additional acres of natural desert land as public open space. The purpose of this research was to determine Scottsdale voters' attitudes towards the existing preserve as well as the concept of its expansion.

O'Neil Associates Inc. conducted 400 telephone interviews between June 19 and June 27, 1998. All respondents were registered City of Scottsdale voters randomly selected from a commercially purchased database of registered voters. By design, half the respondents were male and half female.

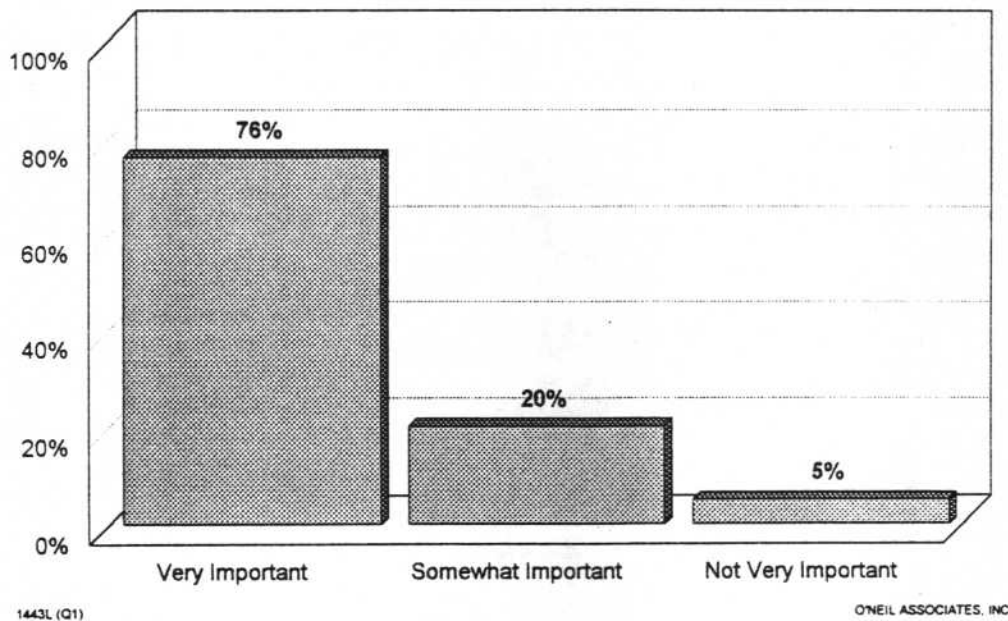
To be included in the sample, the respondent had to have, at a minimum, voted in the 1996 general election or had to be a newly registered voter since that election. The sample database identified those who had voted in the 1996 Scottsdale city election, the 1996 primary election, the 1996 general election and the 1998 city election. Survey results are crosstabulated by the number of these elections the respondent voted in, among other items. Respondents identified in the report as high efficacy voters are those who voted in two or more of these four elections.

GENERAL ATTITUDES TOWARDS SPACE PRESERVATION

IMPORTANCE OF SPACE PRESERVATION

Virtually all Scottsdale voters (96%) place importance on preserving open space in Scottsdale, with three-fourths of respondents (76%) describing such efforts as very important. The high level of importance attached to land preservation is consistent across all subgroups studied.

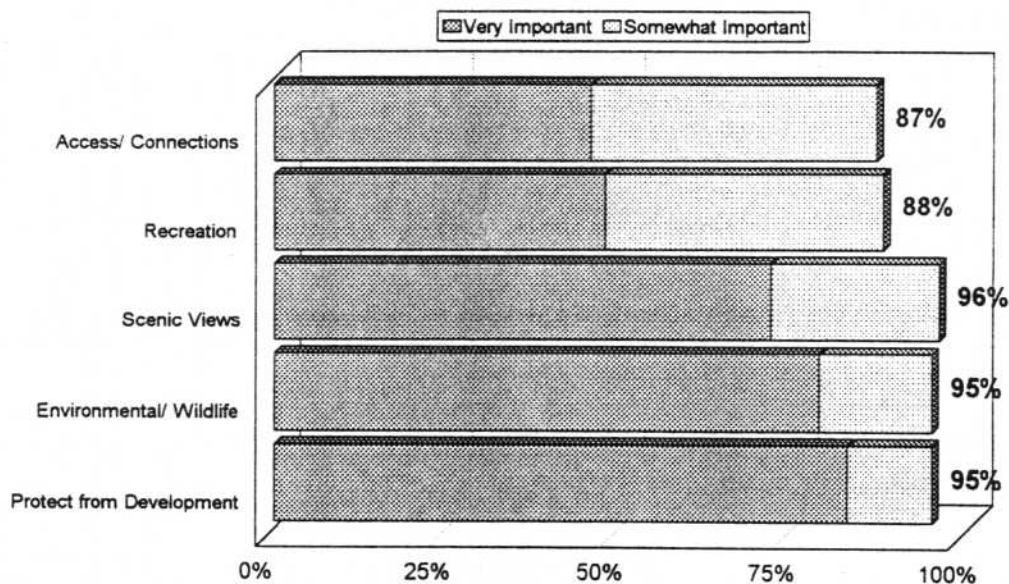
DESERT OPEN SPACE PRESERVATION



SPECIFIC REASONS FOR SPACE PRESERVATION

When asked to rate the importance of five reasons for preservation of natural desert areas, approximately nine of ten voters (87% to 95%) attach some degree of importance to each of the five reasons. Strikingly, voters attach more importance to environmental reasons, rather than access or recreational use of the land. Specifically, the reasons which the majority of respondents label as very important are: to protect natural desert area from development (83%), to preserve the area for environmental reasons and wildlife habitat (79%) and to preserve the area for the scenic views (72%). While the vast majority of respondents also feel that preservation of desert areas for recreation and access reasons are important, these reasons are deemed very important less often. Specifically, slightly less than half feel it is very important to preserve the area for recreation (48%) or for providing access to other open space areas (46%).

REASONS FOR NATURAL DESERT PRESERVATION



1443L (Q17-21)

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As would be expected, voters who rated preservation of open space in Scottsdale as very important in general also deem all five reasons very important more often than other respondents. Of note, higher efficacy voters tend to give lower percentages of very important responses across the five reasons covered.

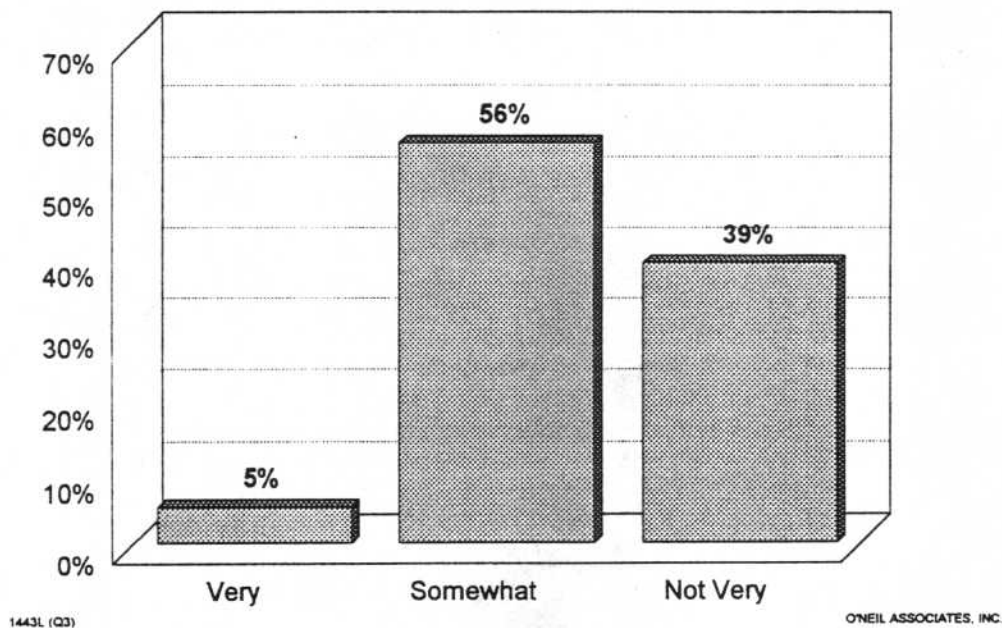
ATTITUDES TOWARDS McDOWELL SONORAN PRESERVE

KNOWLEDGE ABOUT PRESERVE

The majority of voters (56%) describe themselves as somewhat knowledgeable about the McDowell Sonoran Preserve and four in ten (39%) feel they are not very knowledgeable about the Preserve. Only 5% believe they are very knowledgeable about the Preserve.

KNOWLEDGE

How knowledgeable are you about the McDowell Sonoran Preserve?

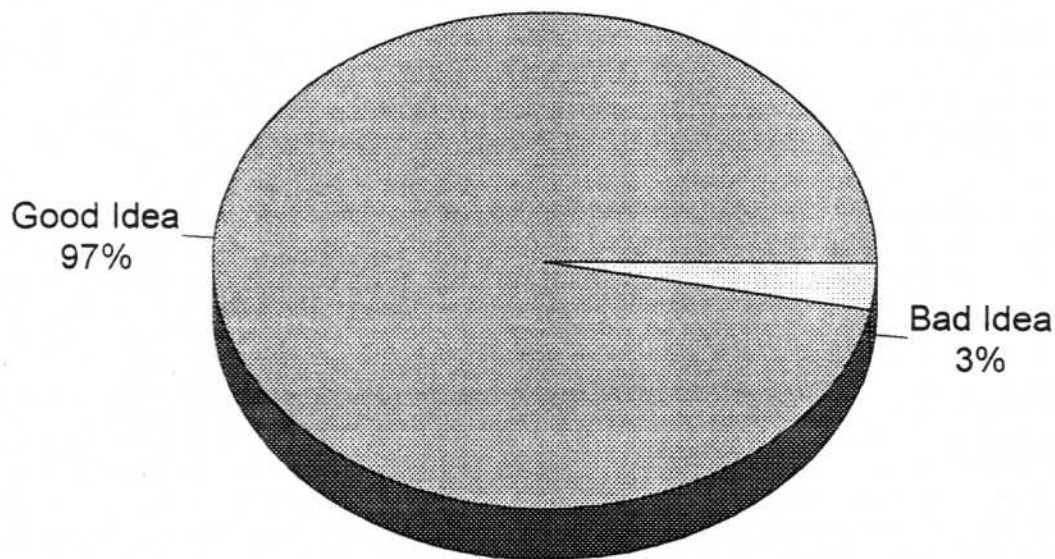


Voters who rated preservation of desert as very important tend to view themselves as more knowledgeable than other voters, while those residing south of Camelback tend to view themselves as less knowledgeable than others.

FEELING ABOUT ESTABLISHMENT OF PRESERVE

Indicating widespread approval for the establishment of the McDowell Preserve, 97% of respondents feel establishment of the Preserve was a good idea. Approval for the Preserve is consistent across the subgroups with the exception of one subgroup: 71% of those voters who see desert preservation in general as not very important believe the establishment of a Preserve is a good idea compared to 97% of the sample as a whole who do so. While lower approval for the Preserve by this group appears consistent with its attitude towards desert preservation in general, caution should be used when interpreting this data due to the group's small base size (5% of the entire sample = 18 respondents).

CURRENT FEELINGS ABOUT THE ESTABLISHMENT OF THE ORIGINAL PRESERVE



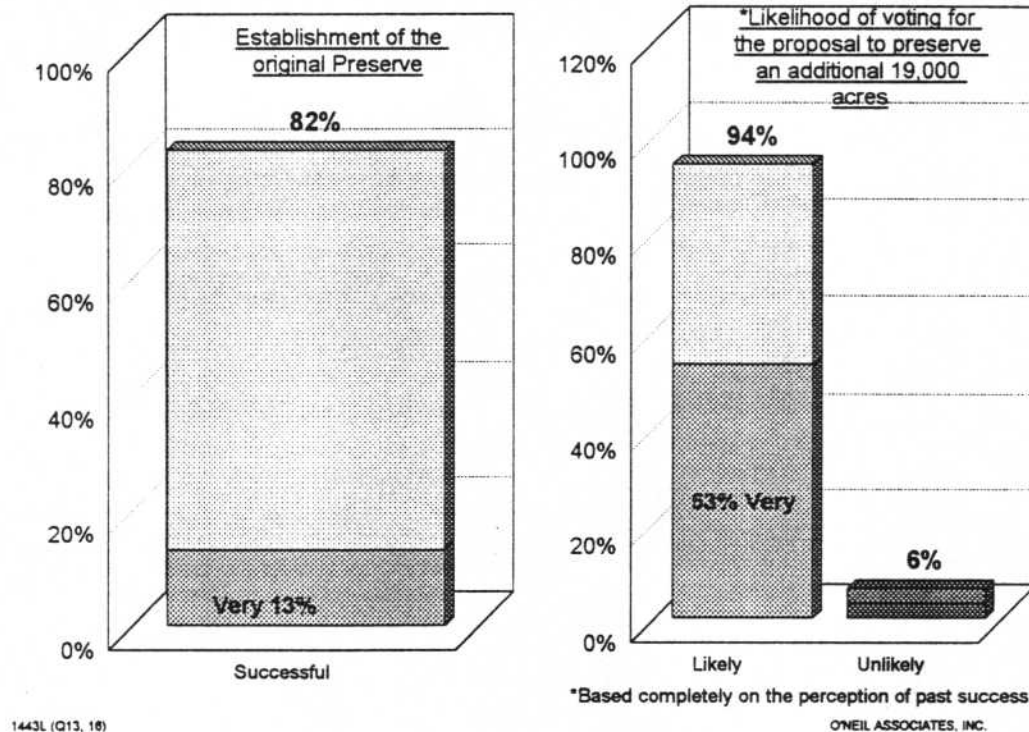
1443L (Q2)

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PRESERVE'S SUCCESS

For the most part, respondents consider the mountain preservation efforts to be successful. Although 82% of all respondents regard these efforts as successful, only 13% categorize these efforts as very successful.

PERCEPTION OF SUCCESS



The only subgroup demonstrating a difference on the success rating of the mountain Preserve is the group comprised of voters whose household income is under \$30,000 who describe the preservation efforts as unsuccessful more often (28%) than other respondents (18%).

LIKELIHOOD TO VOTE FOR EXPANSION BASED ON PRESERVE'S SUCCESS

Based on their perceptions of the Preserve's success, 94% of the voters said they would be likely to vote for the proposal to preserve 19,000 additional acres, including slightly more than half (53%) who indicate they would be very likely to vote for the Preserve expansion.

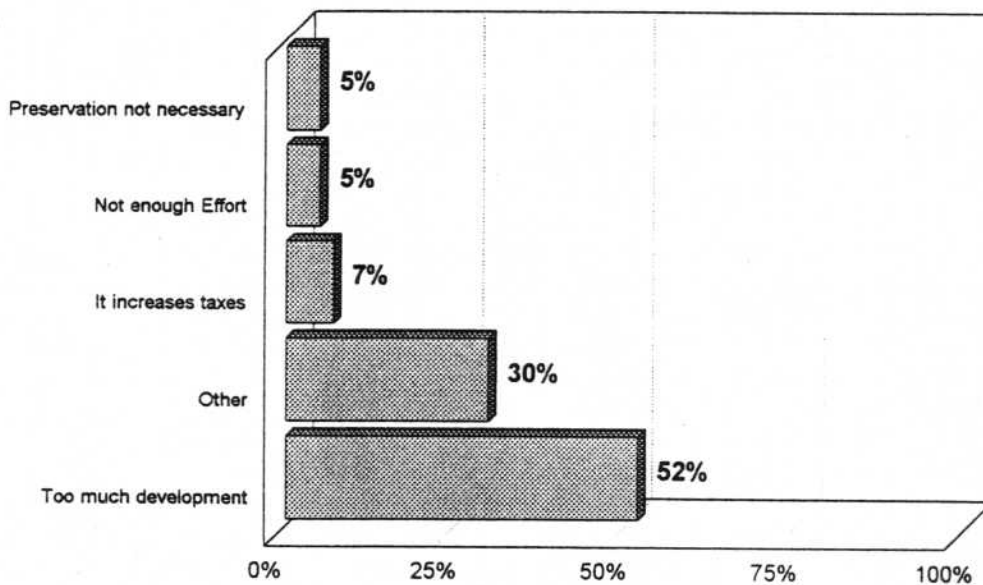
Not surprisingly, the more importance voters attach to preservation of open space in Scottsdale, the more likely they are to vote for the expansion.

REASONS PRESERVE EFFORTS ARE PERCEIVED AS UNSUCCESSFUL

Among the 61 respondents who rated past Preserve efforts as unsuccessful, "too much development in the area," cited by 52% of these voters, is the dominant reason cited in explaining this perception. Other reasons volunteered by at least 5% of these voters are that the preservation efforts increased taxes (7%), not enough effort was exerted in the preservation (5%) and that the preservation wasn't necessary (5%).

REASONS FOR UNSUCCESSFUL PAST EFFORTS

Sample Base: The 18% who feel preservation efforts have been unsuccessful



1443L (Q14-15)

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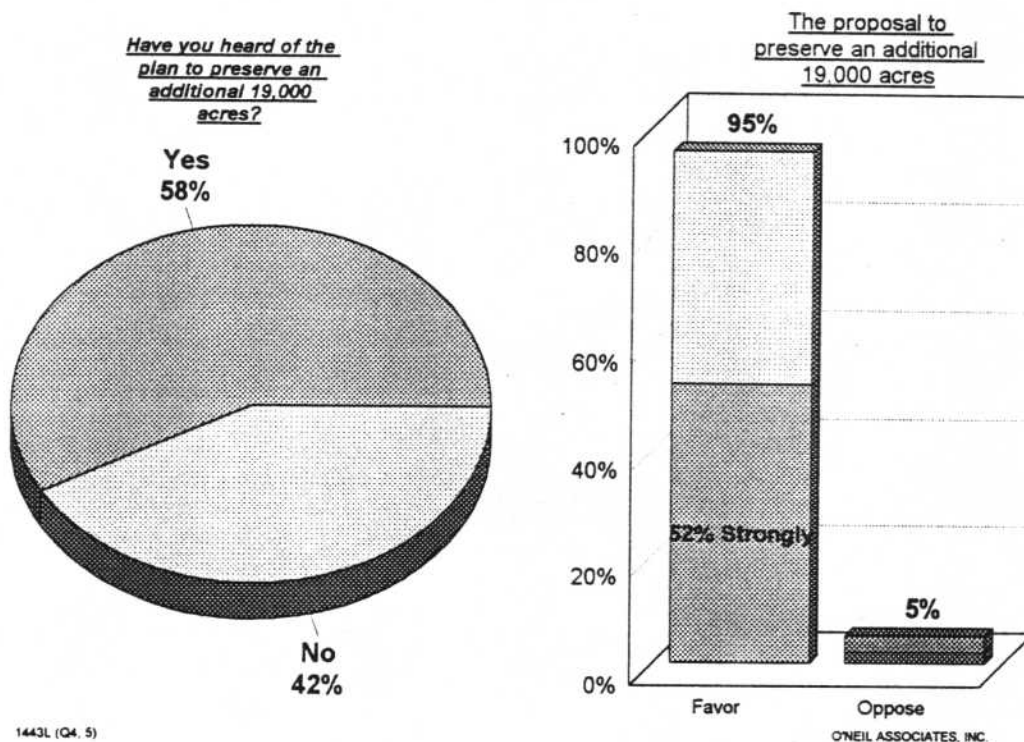
ATTITUDES TOWARDS PRESERVE EXPANSION

GENERAL

Awareness of and Overall Reaction to Proposal

Awareness of Scottsdale's plan to preserve an additional 19,000 acres of natural desert land as public open space is claimed by 58% of all respondents. *After being read a brief description of the Preserve expansion proposal, virtually all voters (95%) indicate they favor the proposal, with half the respondents (52%) stating they strongly support it.*

THE NEW PROPOSAL



Claimed awareness of the proposal tends to be more prevalent among higher efficacy voters. For example, 67% of respondents who had voted in 2 or more of the past 4 elections claimed to be aware of the proposal, while only 47% of new voters or those voting in only one election made the same claim. In addition, retired voters claim to be aware of the proposal more frequently (70%) than the total sample (58%), while registered Democrats (47%) and single respondents (48%) indicate less frequent awareness.

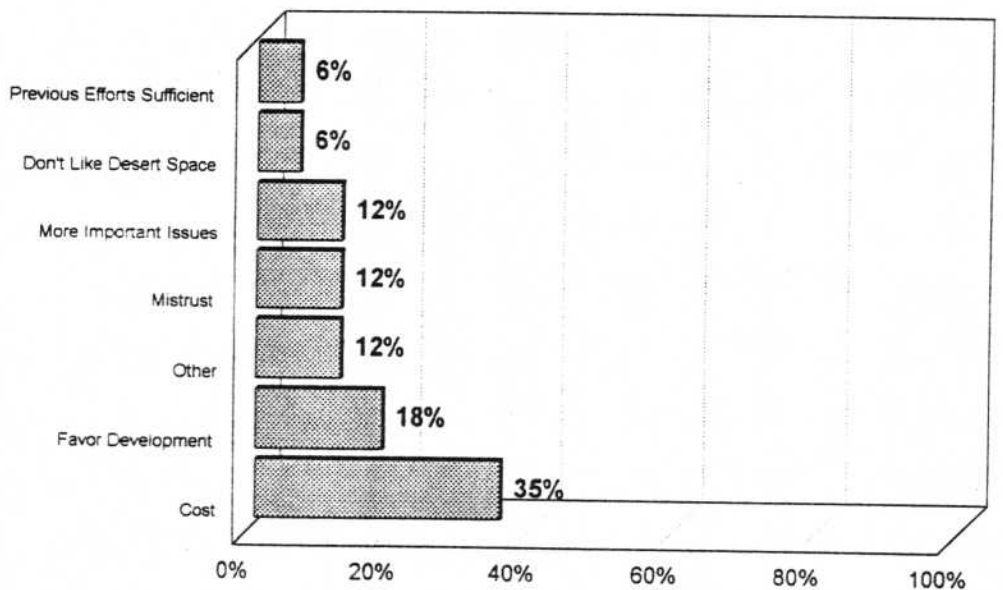
Although support for the proposal is very high among all subgroups, it tends to be slightly lower among higher efficacy voters. Also, not surprisingly, favorable attitudes towards the proposal are more prevalent among those voters who feel that preservation of open space in Scottsdale is important.

Reasons for Opposing Proposal

Among the 18 respondents who said they oppose the proposal, cost is the foremost reason cited (35%) for the opposition. In addition, three (18%) of these respondents said they oppose the proposal because they favor development. These responses should, however, be interpreted cautiously due to the small number of respondents in this subsample.

REASONS FOR OPPOSITION TO THE NEW PROPOSAL

Sample Base: The 5% Who Oppose the Expansion



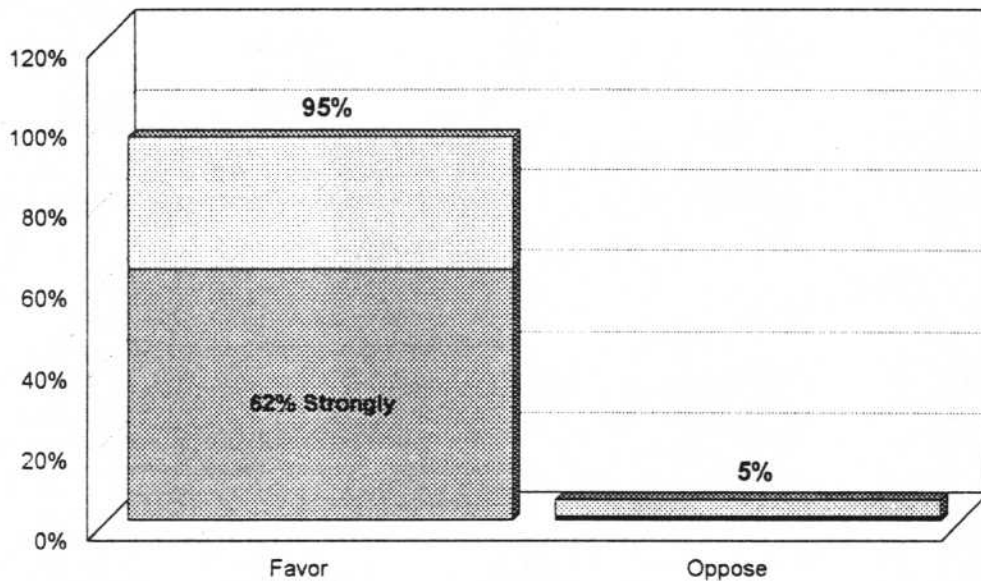
1443 (Q6-7)

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Amendment to City Charter

Virtually all the voters (95%) said they would favor the proposal to amend the Scottsdale City Charter so that no land could be removed from the Preserve without a vote from the City residents, including 62% who said they would strongly favor the proposal.

AMENDMENT TO THE CITY CHARTER: REQUIRING CITIZEN APPROVAL BEFORE REMOVING LAND FROM PRESERVE



1443L (Q8)

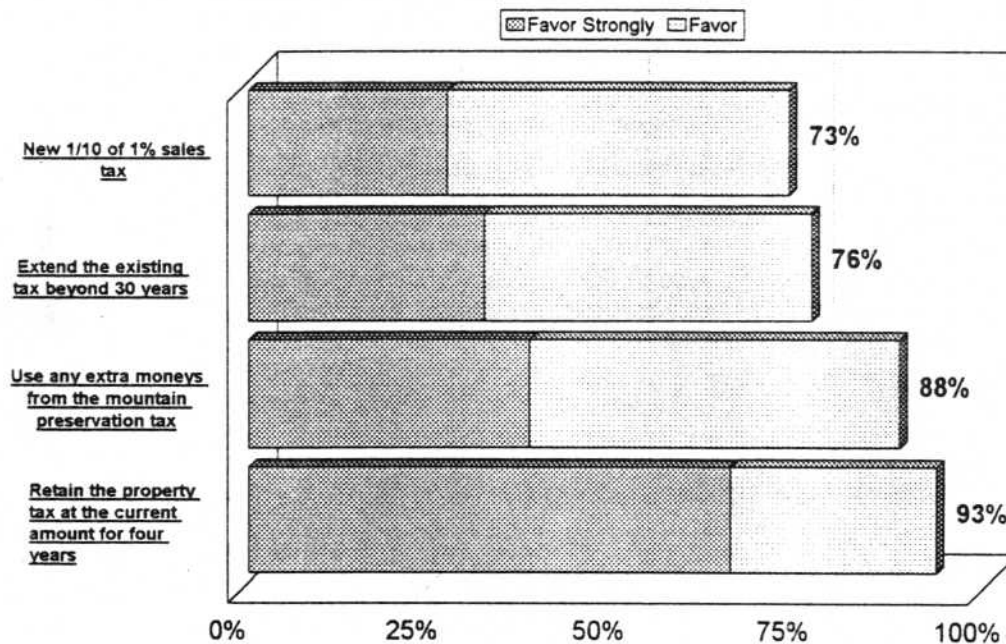
O'NEIL ASSOCIATES, INC.

Once again, it is not surprising that favorable attitude towards the amendment correlate with general attitude towards desert preservation, with favorable attitudes being more prevalent among those who deem desert preservation more important.

FUNDING

Respondents were asked whether they favor or oppose each of four funding strategies for the Preserve expansion. *While the majority of respondents indicate they would favor each of the four funding strategies, the strategy which most voters favor is retaining existing property taxes for the next four years and using excess funds for the Preserve expansion.* This strategy is favored by more than nine in ten respondents (93%), including two-thirds (65%) who say they strongly favor this option. *Nearly nine in ten voters (88%) also favor using extra moneys from the mountain preservation tax, but this funding strategy attains a considerably lower level of "strongly favor" response (38%).* While the two sales tax options also meet approval from the majority of voters, these options attain less frequent approval with three-fourths the respondents (76%) saying they favor extending the existing sales tax beyond 30 years or implementing a new 0.1% sales tax (73%).

SUPPORT OF FUNDING STRATEGIES



1443L (Q9-12)

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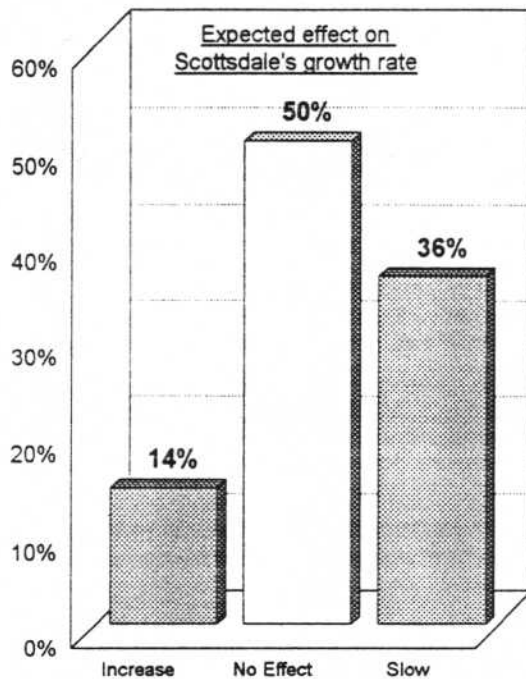
Voters who attach more importance to desert preservation tend to have more favorable reactions to each of the various funding options, except for the proposal to retain the property tax. Ninety-four percent (94%) of respondents who see desert preservation as "not very important" favor this proposal, compared to substantially lower approval for the proposals to extend the sales tax (28%), to impose a new sales tax (39%), and to extend the McDowell Mountain boundary (47%).

IMPACT ON GROWTH

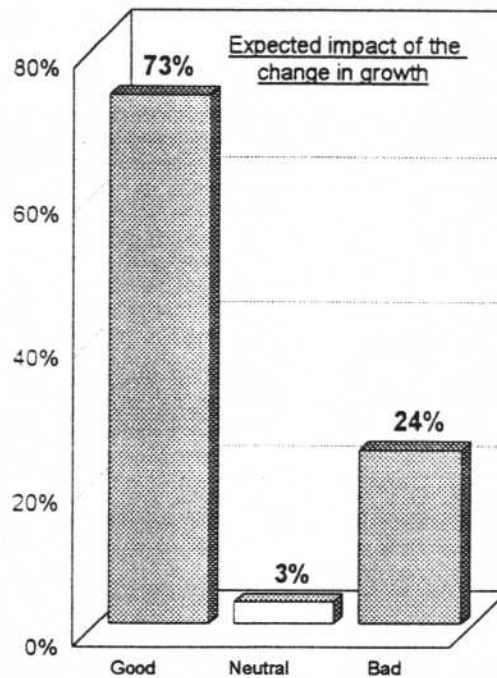
Anticipated Impact on Scottsdale's Growth

Half the voters (50%) believe that expanding the Preserve will have no effect on Scottsdale's growth rate and about one-third (36%) believe it will slow down the city's growth. Approximately three-fourths (73%) of those who anticipate a change in the city's growth feel the change will be beneficial.

SCOTTSDALE'S GROWTH RATE



1443L (Q22, 23)



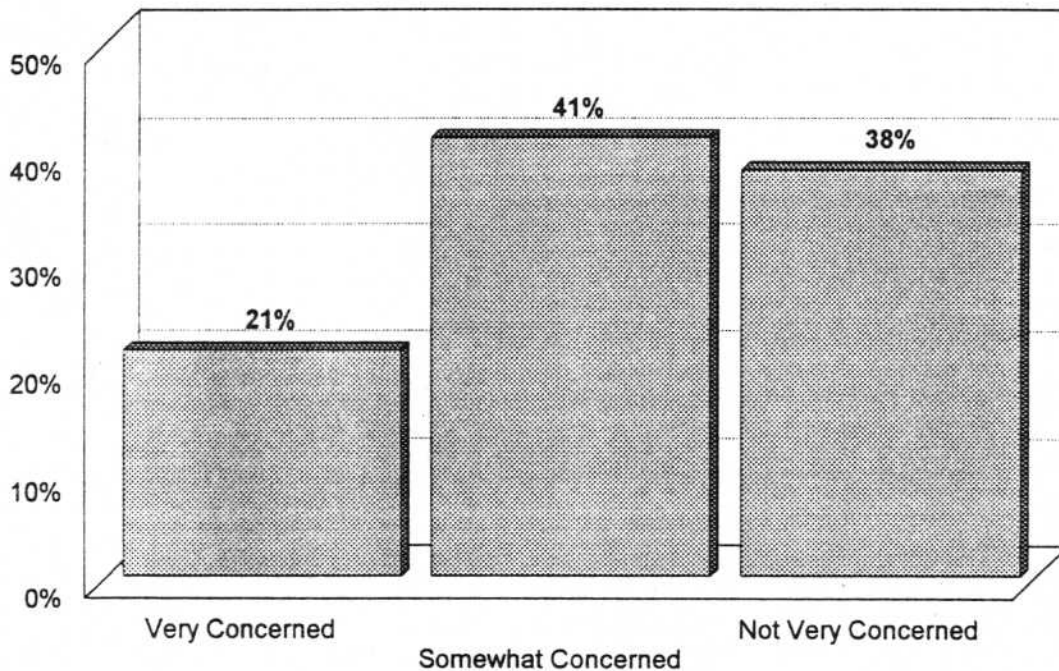
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Perceived benefits are strongly related to perceptions of the impact on growth: 87% of those respondents who anticipate a slowing in growth report that this change will be beneficial compared to only 52% of those who expect an increase in growth. Views of the expansion's impact on growth are consistent across other subgroups, except that registered Democrats are more likely to view changes as beneficial (80%) than are registered Republicans (68%).

Concern about Nearby Growth

While the vast majority of voters feel that the Preserve expansion would have no negative impact on Scottsdale's growth, 62% express some level of concern about it leading to increased development density in nearby areas, with one in five (21%) saying they are very concerned.

CONCERN ABOUT NEARBY DEVELOPMENT DENSITY



1443L (Q24)

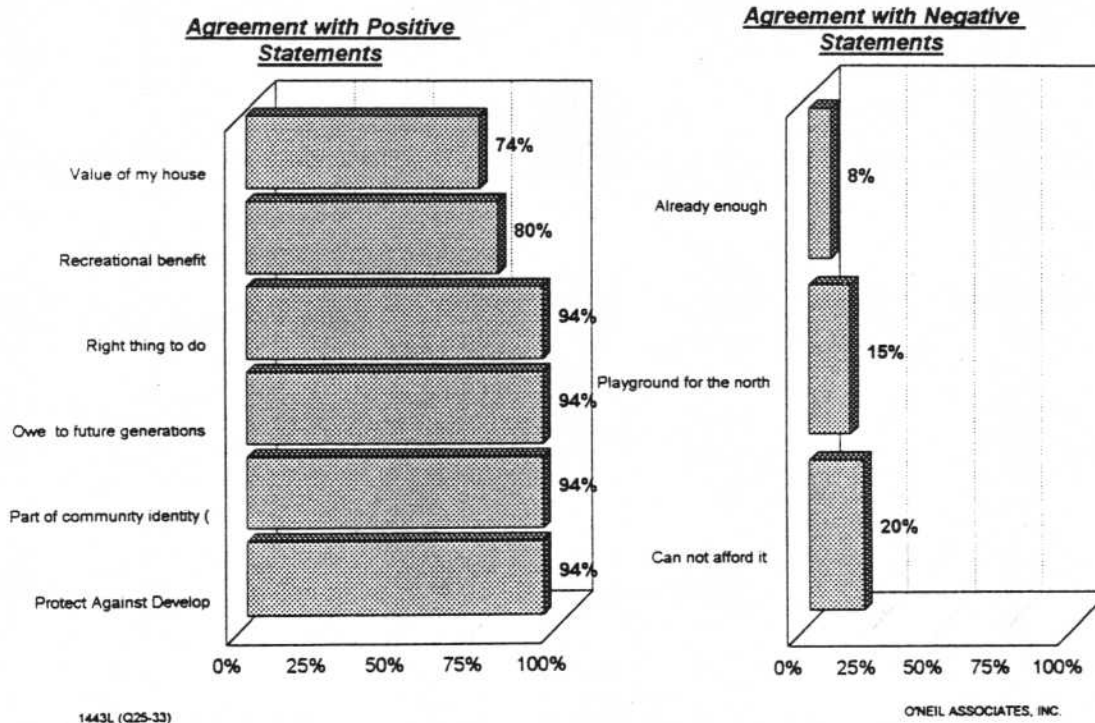
O'NEIL ASSOCIATES, INC.

Voters who say they are very concerned about nearby development are more prevalent among those residing south of Camelback (31%) and among retired respondents (30%). This amount of concern suggests that the anticipation of growth in nearby development density may be one of the Achilles' heels to the proposal.

Agreement with Positive and Negative Statements about Expansion

Voters were asked whether they agree or disagree with six positive statements and three negative statements about natural desert preservation. *Reflecting their support for preservation efforts in general as well as the McDowell Sonoran Preserve expansion, the vast majority of voters agree with the positive statements about natural desert preservation while only a small minority agree with the negative statements.* Specifically, almost all agree with the two statements which support desert preservation on moral grounds, i.e., that protecting the mountains and natural deserts is the right thing to do (94%) and that we owe it to our children to protect the natural desert area (94%). Similarly, nearly all respondents (94%) also agree with the two statements supporting the preservation efforts as protecting against development and as maintaining the desert as part of the community identity. Eighty percent (80%) also agree that that the Preserve expansion would be a recreational benefit to city residents and three-fourths (74%) agree that it would protect property values. In contrast, only a small minority agree with the negative statements about the Preserve expansion, most frequently with the statement opposing the expansion for cost reasons (20%). Fifteen percent (15%) agree with the statement that expanding the preserve would be a playground for "the rich who live up north" and only 8% agree that sufficient desert land has already been preserved.

STATEMENTS ABOUT DESERT PRESERVATION



As would be expected, across all statements covered, those who perceive desert preservation as more important include more voters who agree with the positive

statements while those who attach less importance to desert preservation include more people who agree with the negative statements. Those agreeing that desert preservation will protect the value of their home are more frequent among those residing north of Shea (87% versus 74% for the total sample), while those agreeing that "we can't afford" any more desert preservation are less likely to be registered Democrats (12% versus 20% for total sample).

RESPONDENT PROFILES

The study's sample base was registered Scottsdale voters who had voted at least once in the 1996 Scottsdale city election, the 1996 primary election, the 1996 general election or the 1998 city election or were newly registered voters since 1996. This sample may not be representative of the overall population of Scottsdale residents.

By design, males and females are equally represented in our sample (50% for each).

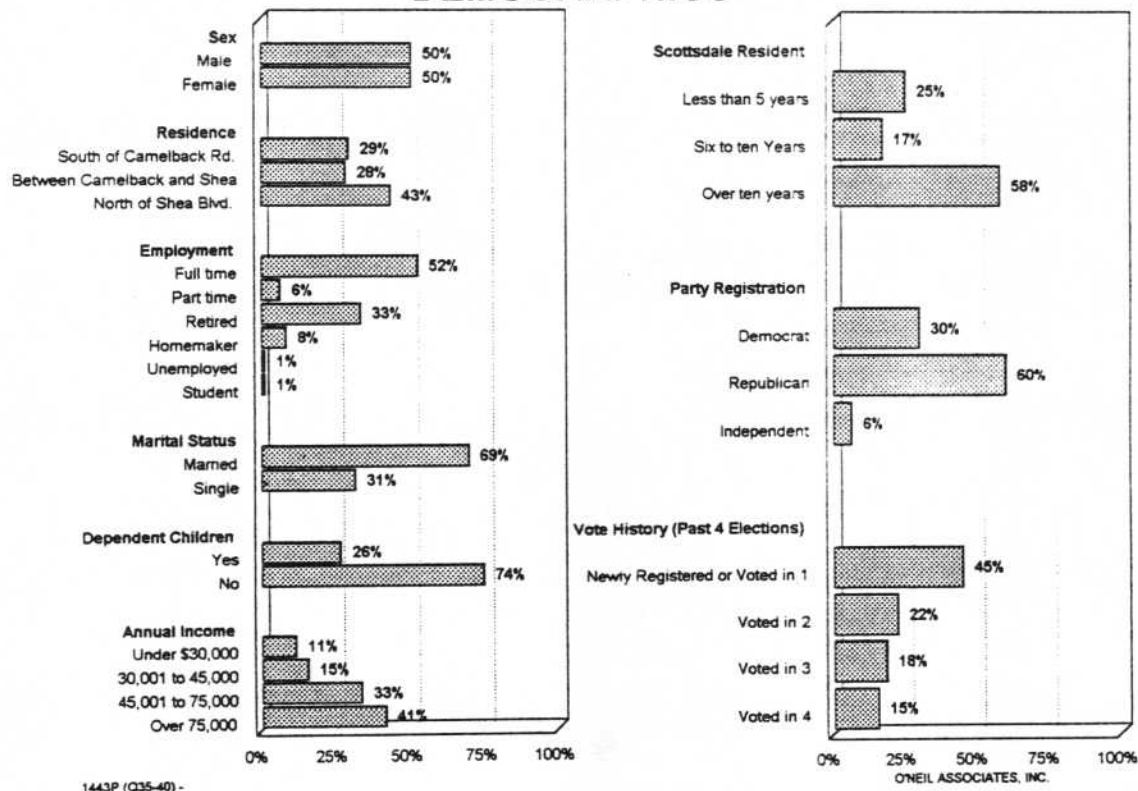
The largest number of respondents reside in the area north of Shea Blvd (43%), with the remainder being equally divided between those living south of Camelback Road (29%) and between Camelback and Shea (28%).

About half of the voters in our survey are employed full time (52%) and one-third (33%) are retired.

The majority of voters are married (69%) and have no dependent children living at home (74%).

Three-fourths of respondents (74%) have an annual income over \$45,000, including 41% whose income is over \$75,000.

DEMOGRAPHICS



While the majority of voters (58%) have lived in Scottsdale over ten years, one-fourth (25%) are newer to the city, having lived there less than five years.

Politically, 60% are registered Republicans, 30% are registered Democrats and 6% are Independents.

Respondents were assigned to efficacy groups in the crosstabulations according to how many of the four elections (specified above) they had voted in. The number of voters in each of the efficacy groups declines as efficacy rises. That is, the greatest number of voters either voted once in the past four elections or are newly registered voters (45%), while the smallest efficacy group (15%) is comprised of voters who have voted in all four of the elections.

APPENDIX A

QUESTIONNAIRE WITH TRANSCRIBED FREQUENCIES

Attitudes of Scottsdale Voters Towards Desert Preservation Issues

Hello, my name is _____ from O'Neil Associates, Inc. May I please speak to _____ (name). We have been asked by Scottsdale's McDowell Sonoran Preserve Commission to conduct a brief survey to obtain your opinions about desert preservation issues. This is not a sales call.

- 1 How important is desert open space preservation in Scottsdale to you? Is it very important, somewhat important, or not very important?

| | |
|------|-----------------------|
| 76% | 1) Very important |
| 20 | 2) Somewhat Important |
| 5 | 3) Not Very Important |
| [0]* | 4) Don't Know |

- 2 In 1995, Scottsdale residents voted to establish a 16,500 acre Preserve in the McDowell Mountains. This is now the McDowell Sonoran Preserve. In retrospect, do you think the decision to establish the Preserve was a good idea, or not a good idea?

| | |
|-----|--------------------------|
| 97% | 1) A good idea |
| 3 | 2) Not a good idea |
| [3] | 3) Don't Know/No Opinion |

- 3 How knowledgeable are you about the McDowell Sonoran Preserve? Are you very knowledgeable, somewhat knowledgeable, or not very knowledgeable?

| | |
|-----|---------------------------|
| 5% | 1) Very Knowledgeable |
| 56 | 2) Somewhat Knowledgeable |
| 39 | 3) Not Very Knowledgeable |
| [1] | 4) Don't Know |

- 4 Have you heard of Scottsdale's plan to preserve an additional 19,000 acres of natural desert land as public open space?

| | |
|-----|---------------|
| 58% | 1) Yes |
| 42 | 2) No |
| [1] | 3) Don't Know |

- 5 The Preserve Commission and City Council are studying the possibility of adding 19,000 acres of natural desert land to the Preserve. Most of this land is between Scottsdale Rd and 136 Street, north of Pinnacle Peak Road, as well as land north of Shea Boulevard near the existing McDowell Sonoran Preserve. The proposed area connects the existing Preserve to the Tonto National Forest and the McDowell Mountain Regional Park. In general, would you strongly favor, favor, oppose, or strongly oppose this idea?

| | |
|-----|-------------------------------|
| 52% | 1) Favor Strongly[SKIP TO Q8] |
| 43 | 2) Favor[SKIP TO Q8] |
| 3 | 3) Oppose |
| 2 | 4) Strongly Oppose |
| [7] | 5) Don't Know[SKIP TO Q8] |

* NOTE: Percentages shown in brackets have been treated as missing data. We do this to make cross-question comparisons more valid by representing responses of those with an opinion. The remaining figures for the responses to that question, therefore, sum to one hundred percent—plus or minus any rounding effect.

6-7 Please tell me why you would not support the expansion.

- | | |
|-----|--|
| 35% | 11) Cost |
| 6 | 12) Previous efforts are sufficient |
| 12 | 13) Other issues are more important |
| 6 | 14) Don't like open desert space |
| 12 | 15) Other [specify] _____ |
| [6] | 16) Don't know |
| 18 | 17) In favor of growth and development |
| 12 | 18) Feeling of mistrust |

*Responses 17-18 were developed following a review of "other" specified responses. They were subsequently recoded into these categories.

8 There is a proposal to amend the Scottsdale City Charter so that no land could be removed from the Preserve without a vote from the residents of the City. Would you strongly favor, favor, oppose, or strongly oppose the amendment to the charter?

- | | |
|-----|--------------------|
| 62% | 1) Favor Strongly |
| 33 | 2) Favor |
| 4 | 3) Oppose |
| 1 | 4) Strongly Oppose |
| [2] | 5) Don't Know |

The order of Q9 through Q12 was random

9 One possible way to preserve the land is to extend the current Preserve boundary to encompass the proposed 19,000 acres of natural desert area. This proposal would allow the City Council to use any monies not needed for the McDowell Mountains to be used to acquire the natural desert land. Would you say that you strongly favor, favor, oppose, or strongly oppose this proposal?

- | | |
|-----|--------------------|
| 38% | 1) Favor Strongly |
| 50 | 2) Favor |
| 8 | 3) Oppose |
| 4 | 4) Strongly Oppose |
| [8] | 5) Don't Know |

10 In order to pay for the original Preserve, voters approved a 2/10 of 1% sales tax for 30 years. It is approximated that 50% of this tax is paid by visitors to Scottsdale. How would you respond to a proposal to extend the existing Preserve Tax beyond 30 years in order to acquire portions of the new natural desert area? Would you strongly favor, favor, oppose, or strongly oppose the proposed tax extension?

- | | |
|-----|--------------------|
| 32% | 1) Favor Strongly |
| 43 | 2) Favor |
| 17 | 3) Oppose |
| 8 | 4) Strongly Oppose |
| [7] | 5) Don't Know |

- 11 Another proposal suggests a new 1/10 of 1% Sales tax in order to help fund the expansion of a Preserve. Knowing that approximately 50% of this tax would be paid by visitors to Scottsdale, do you strongly favor, favor, oppose, or strongly oppose the new proposed tax increase?

| | |
|-----|--------------------|
| 27% | 1) Favor Strongly |
| 46 | 2) Favor |
| 18 | 3) Oppose |
| 9 | 4) Strongly Oppose |
| [5] | 5) Don't Know |

- 12 Property taxes are expected to decrease over the next 4 years. One proposal involves retaining the property tax as it currently stands for the next 4 years, and using the excess funds for desert preservation. Would you strongly favor, favor, oppose, or strongly oppose this idea?

| | |
|-----|--------------------|
| 65% | 1) Favor Strongly |
| 29 | 2) Favor |
| 7 | 3) Oppose |
| 0 | 4) Strongly Oppose |
| [0] | 5) Don't know |

- 13 How successful do you think the mountain preservation effort has been? Do you think it has been very successful, successful, unsuccessful, or very unsuccessful?

| | |
|------|---------------------------------|
| 13% | 1) Very Successful[SKIP TO Q16] |
| 69 | 2) Successful[SKIP TO Q16] |
| 12 | 3) Unsuccessful |
| 6 | 4) Very Unsuccessful |
| [14] | 5) Don't Know[SKIP TO Q16] |

- 14-15 Why do you believe past efforts have been unsuccessful? _____

| | |
|-----|-----------------------------------|
| 52% | 11) Too much development |
| 7 | 12) It increases taxes |
| 5 | 13) Preservation is not necessary |
| 5 | 14) Not enough effort |
| 30 | 15) Other |
| [8] | 16) Don't Know |

- 16 Based completely on your perception of past success of preservation efforts, how likely would you be to vote for future preservation efforts? Would you be very likely, likely, unlikely, or very unlikely?

| | |
|-----|------------------|
| 53% | 1) Very likely |
| 40 | 2) Likely |
| 3 | 3) Unlikely |
| 3 | 4) Very unlikely |
| [5] | 5) Don't Know |

The following questions address some reasons people favor natural desert preservation. For each, please tell me if you think the issue is very important, somewhat important, or not very important.

The order of Q17 through Q21 was random.

17 How important do you think it is to preserve this natural desert area for recreation?

| | |
|------------|-----------------------|
| 48% | 1) Very Important |
| 40 | 2) Somewhat Important |
| 11 | 3) Not Very Important |
| [3] | 4) Don't Know |

18 How important do you think it is to preserve this natural desert area for environmental reasons and wildlife habitat?

| | |
|------------|-----------------------|
| 79% | 1) Very Important |
| 16 | 2) Somewhat Important |
| 5 | 3) Not Very Important |
| [0] | 4) Don't Know |

19 How important do you think it is to preserve this natural desert area for the scenic views?

| | |
|------------|-----------------------|
| 72% | 1) Very Important |
| 24 | 2) Somewhat Important |
| 5 | 3) Not Very Important |
| [1] | 4) Don't Know |

20 How important do you think it is to preserve this natural desert area for providing access and connections to other open space areas?

| | |
|------------|-----------------------|
| 46% | 1) Very Important |
| 41 | 2) Somewhat Important |
| 13 | 3) Not Very Important |
| [5] | 4) Don't Know |

21 How important do you think it is to protect this natural desert area from development?

| | |
|------------|-----------------------|
| 83% | 1) Very Important |
| 12 | 2) Somewhat Important |
| 5 | 3) Not Very Important |
| [1] | 4) Don't Know |

22 In your opinion, how will the expansion of the McDowell Sonoran Preserve effect Scottsdale's growth rate? Will it increase Scottsdale's growth, have no effect, or will it slow growth?

| | |
|------------|---------------------------|
| 14% | 1) Increase growth |
| 50 | 2) No effect[SKIP TO Q24] |
| 36 | 3) Slow growth |
| [8] | 4) Don't know |

23 Will this change in growth be good or bad?

| | |
|------------|--------------------------|
| 73% | 1) Good |
| 3 | 2) Neutral (VOLUNTEERED) |
| 24 | 3) Bad |
| [9] | 4) Don't Know |

- 24 How concerned are you that increases in desert preservation might increase development density in other nearby areas? Are you very concerned, somewhat concerned, or not very concerned?

| | |
|-----|-----------------------|
| 21% | 1) Very concerned |
| 41 | 2) Somewhat concerned |
| 38 | 3) Not very concerned |
| [2] | 4) Don't know |

**THE FOLLOWING QUESTIONS HAVE BEEN TAKEN FROM THE JUNE 1994
MCDOWELL SONORAN PRESERVE VOTER SURVEY**

For the following statements, please tell me if you would, agree or disagree.

The order of Q25 through Q33 was random.

- 25 We owe it to our children and future generations to take action now to protect the natural desert area. Do you agree or disagree?

| | |
|-----|---------------|
| 94% | 1) Agree |
| 6 | 2) Disagree |
| [1] | 3) Don't Know |

- 26 The additional 19,000 acres of natural desert would just be a playground for the rich who live up north, paid for by the tax payers. Do you agree or disagree?

| | |
|-----|---------------|
| 15% | 1) Agree |
| 85 | 2) Disagree |
| [5] | 3) Don't know |

- 27 The additional 19,000 acres of natural desert would be a great recreational benefit to city residents, and well worth paying for. Do you agree or disagree?

| | |
|-----|---------------|
| 80% | 1) Agree |
| 20 | 2) Disagree |
| [8] | 3) Don't know |

- 28 The natural desert is one of Scottsdale's most striking natural features. If we don't preserve it, we will lose an important part of our community's identity. Do you agree or disagree?

| | |
|-----|---------------|
| 94% | 1) Agree |
| 6 | 2) Disagree |
| [1] | 3) Don't know |

- 29 We already have enough natural desert land that has been preserved. We don't need any more. Do you agree or disagree?

| | |
|-----|---------------|
| 8% | 1) Agree |
| 92 | 2) Disagree |
| [2] | 3) Don't know |

- 30 If we don't protect the natural desert, developers will build houses on it and destroy the scenic beauty of the desert. Do you agree or disagree?

| | |
|-----|---------------|
| 94% | 1) Agree |
| 6 | 2) Disagree |
| [2] | 3) Don't know |

31 The taxpayers already pay too much. Even if preserving the natural desert were a good idea, we just can't afford anything else. Do you agree or disagree?

| | |
|-----|---------------|
| 20% | 1) Agree |
| 80 | 2) Disagree |
| [7] | 3) Don't know |

32 Preserving the natural deserts will help protect the property value of my house. Do you agree or disagree?

| | |
|-----|---------------|
| 74% | 1) Agree |
| 26 | 2) Disagree |
| [7] | 3) Don't know |

33 We have a moral obligation to be protective of the environment. Protecting the mountains and natural deserts is just the right thing to do. Do you agree or disagree?

| | |
|-----|---------------|
| 94% | 1) Agree |
| 6 | 2) Disagree |
| [1] | 3) Don't know |

34 Finally, just a few questions for statistical purposes only. How long have you lived in Scottsdale? Have you lived there five years or less, six to ten years or over ten years?

| | |
|-----|-----------------------|
| 25% | 1) Five years or less |
| 17 | 2) Six to ten years |
| 58 | 3) Over 10 years |
| [1] | 4) Refused |

35 Is your residence located south of Camelback, between Camelback and Shea, or north of Shea?

| | |
|-----|-------------------------------|
| 29% | 1) South of Camelback |
| 28 | 2) Between Camelback and Shea |
| 43 | 3) North of Shea |
| [1] | 4) Refused |

36 Are you employed full time, employed part time, retired, a homemaker, unemployed or a student?

| | |
|-----|-------------------------------|
| 52% | 1) Employed full time |
| 6 | 2) Employed part time |
| 33 | 3) Retired |
| 8 | 4) A homemaker (work in home) |
| 1 | 5) Unemployed |
| 1 | 6) A student (not working) |
| [1] | 7) Refused |

37 Are you married now and living with your husband/wife?

| | |
|-----|------------|
| 69% | 1) Yes |
| 31 | 2) No |
| [1] | 3) Refused |

38 Do you have minor children living with you?

| | |
|-----|------------|
| 26% | 1) Yes |
| 74 | 2) No |
| [1] | 3) Refused |

39 Finally, for statistical purposes only, please tell me which of the following categories your total annual household income falls. Is it Under \$30,000, \$30,001 to \$45,00, \$45,001 to \$75,000 or over \$75,000?

- | | |
|------|----------------------|
| 11% | 1) Under \$30,000 |
| 15 | 2) \$30,001-\$45,000 |
| 33 | 3) \$45,001-\$75,000 |
| 41 | 4) Over \$75,000 |
| [22] | 5) Refused |

40 Respondent's sex by observation (do not rely on sample).

- | | |
|-----|-----------|
| 50% | 1) Male |
| 50 | 2) Female |

Obtain the following information from the sample.

41 Party registration.

- | | |
|-----|----------------|
| 30% | 1) Democrat |
| 60 | 2) Republican |
| 6 | 3) Independent |
| 4 | 4) Other |

42 The vote history will appear on the sample as VH = __(#). Please enter the number indicated: 0, 1, 2, or 3. These numbers are codes for the number of elections (the 1996 city election, the 1996 primary election, the 1996 general election, or the 1998 city election) the respondent voted in. All respondents except newly registered voters voted in the 1996 general election. (Zero does not necessarily mean they voted in no elections, but rather represents a newly registered voter since 1996, or that the respondent participated in only the 1996 general election.)

- | | |
|-----|---|
| 45% | 0) Newly registered since 1996 or voted only in 1996 general election |
| 22 | 1) Voted in two elections |
| 18 | 2) Voted in three elections |
| 15 | 3) Voted in four elections |

