

Member/Supporter Survey on Advocacy Issues – January 2014

Executive Summary

Our recent member/supporter survey gives strong support to our primary advocacy priorities for 2014. U

The survey has 555 responses, making it one of the biggest responses to this type of survey ever.

Proposed 1 Cent Missouri Transportation Sales Tax – Surprisingly Strong Support

72% support, 41% very strongly support, 19.8% oppose, 8.6% neutral

The surprising number here is that only about 20% of our members & supporters oppose this very large new tax. I would have expected a *far* larger amount of opposition to any tax proposal in Missouri.

There may be a slight difference in support from the large metro areas vs the rest of the state. In the large metro areas (St Louis & Kansas City, 410 respondents), 70% the tax. In the rest of the state (145 respondents), 75% support the tax.

Support among MoBikeFed members is the same as for all respondents, 72% for both groups. Enthusiasm is very slightly higher for MoBikeFed members: 43% of members very strongly support.

Fair Share for Bicycling & Walking in any new Transportation Funding Source – Very Strong Support

95% support, 64% Very Strongly Support, only 2.7% oppose

Again, among the very highest levels of support of any issue we have ever surveyed.

Support is very consistent among our supporters in all areas of the state.

Support among MoBikeFed members is slightly higher and enthusiasm distinctly higher: 96% support, 71% very strongly support.

Complete Streets Strongly Supported by Our Members/Supporters – Very Strong Support

93% support, 60% Very Strongly Support, only 3.2% oppose

These numbers put it among the issues with the very strongest support from our members & supporters over several years of doing similar surveys.

Support is very slightly less in the St. Louis area—90%.

Support among MoBikeFed members is slightly higher and enthusiasm distinctly higher: 95% support 66% very strongly support.

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Detail Summary

Where do you live in Missouri?	Responses	Percentage
St Louis region (including IL side)	276	49.7%
Kansas City region (including KS side)	134	24.1%
Central region	58	10.5%
Northeast region	7	1.3%
Northwest region	10	1.8%
Southeast region	20	3.6%
Southwest region	41	7.4%
Outside of Missouri	9	1.6%
TOTAL	555	100.0%

Regions correspond to MoDOT Districts:

<http://www.modot.org/bolderfiveyeardirection/documents/New-District-Map.pdf>

Note that Trailnet kindly distributed the link to the survey as part of an alert to its membership; this means that the St Louis area is somewhat over-represented compared with our usual statewide member/supporter survey sample.

MBF Members only: How many people in your household bicycle, walk, hike, run, and/ or use trails regularly?

# in Household	# of responses	% of responses	Running Total
1	56	10.1%	56
2	113	20.4%	226
3	29	5.2%	87
4	20	3.6%	80
5	9	1.6%	45
6	1	0.2%	6
None	1	0.2%	0
TOTAL	229	41.3%	

Average of:

2.242152 Cyclists/walkers/hikers/runners/trail users per household

Are you a member of the Missouri Bicycle & Pedestrian Federation?

Response	# of responses	% of responses
Yes	229	41.3%
No	289	52.1%
Not sure	37	6.7%
TOTAL	555	100.0%

All Respondents

Overall	Complete Streets		Fair Share/Funding		Transpo Sales Tax	
	Total	%	Total	%	Total	%
Very Strongly Support	333	60.0%	355	64.0%	226	40.7%
Strongly Support	132	23.8%	121	21.8%	102	18.4%
Support	52	9.4%	53	9.5%	69	12.4%
Neutral	20	3.6%	11	2.0%	48	8.6%
Oppose	11	2.0%	7	1.3%	41	7.4%
Strongly Oppose	7	1.3%	8	1.4%	69	12.4%
TOTAL	555	100.0%	555	100.0%	555	100.0%
	555					
Overall Support	517	93.2%	529	95.3%	397	71.5%
Neutral	20	3.6%	11	2.0%	48	8.6%
Overall Oppose	18	3.2%	15	2.7%	110	19.8%
TOTAL	555	100.0%	555	100.0%	555	100.0%

MoBikeFed Members Only

Overall	Complete Streets		Fair Share/Funding		Transpo Sales Tax	
	Total	%	Total	%	Total	%
Very Strongly Support	150	65.5%	162	70.7%	99	43.2%
Strongly Support	45	19.7%	42	18.3%	41	17.9%
Support	22	9.6%	16	7.0%	25	10.9%
Neutral	4	1.7%	2	0.9%	19	8.3%
Oppose	4	1.7%	2	0.9%	14	6.1%
Strongly Oppose	4	1.7%	5	2.2%	31	13.5%
TOTAL	229	100.0%	229	100.0%	229	100.0%
Checksum	229	100.0%	229	100.0%	229	100.0%
Overall Support	217	94.8%	220	96.1%	165	72.1%
Neutral	4	1.7%	2	0.9%	19	8.3%
Overall Oppose	8	3.5%	7	3.1%	45	19.7%
TOTAL	229	100.0%	229	100.0%	229	100.0%

**All Respondents –
 By Region**

St Louis Region (including IL side)

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
	Total	%	Total	%	Total	%
Very Strongly Support	155	56.2%	172	62.3%	115	41.7%
Strongly Support	71	25.7%	62	22.5%	48	17.4%
Support	24	8.7%	30	10.9%	33	12.0%
Neutral	14	5.1%	5	1.8%	25	9.1%
Oppose	9	3.3%	4	1.4%	19	6.9%
Strongly Oppose	3	1.1%	3	1.1%	36	13.0%
TOTAL	276	100.0%	276	100.0%	276	100.0%
	276					
Overall Support	250	90.6%	264	95.7%	196	71.0%
Neutral	14	5.1%	5	1.8%	25	9.1%
Overall Oppose	12	4.3%	7	2.5%	55	19.9%
TOTAL	276	100.0%	276	100.0%	276	100.0%

Kansas City region (including KS side)

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
	Total	%	Total	%	Total	%
Very Strongly Support	95	70.9%	95	70.9%	58	43.3%
Strongly Support	25	18.7%	21	15.7%	16	11.9%
Support	10	7.5%	11	8.2%	18	13.4%
Neutral	1	0.7%	3	2.2%	12	9.0%
Oppose	1	0.7%	2	1.5%	13	9.7%
Strongly Oppose	2	1.5%	2	1.5%	17	12.7%
TOTAL	134	100.0%	134	100.0%	134	100.0%
	134					
Overall Support	130	97.0%	127	94.8%	92	68.7%
Neutral	1	0.7%	3	2.2%	12	9.0%
Overall Oppose	3	2.2%	4	3.0%	30	22.4%
TOTAL	134	100.0%	134	100.0%	134	100.0%

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Detail Summary

Central region

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
	Total	%	Total	%	Total	%
Very Strongly Support	33	56.9%	33	56.9%	17	29.3%
Strongly Support	11	19.0%	16	27.6%	16	27.6%
Support	12	20.7%	6	10.3%	9	15.5%
Neutral	1	1.7%	1	1.7%	5	8.6%
Oppose	0	0.0%	0	0.0%	4	6.9%
Strongly Oppose	1	1.7%	2	3.4%	7	12.1%
TOTAL	58	100.0%	58	100.0%	58	100.0%
	58					
Overall Support	56	96.6%	55	94.8%	42	72.4%
Neutral	1	1.7%	1	1.7%	5	8.6%
Overall Oppose	1	1.7%	2	3.4%	11	19.0%
TOTAL	58	100.0%	58	100.0%	58	100.0%

Southwest region

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
	Total	%	Total	%	Total	%
Very Strongly Support	22	53.7%	24	58.5%	15	36.6%
Strongly Support	12	29.3%	12	29.3%	11	26.8%
Support	3	7.3%	3	7.3%	5	12.2%
Neutral	3	7.3%	1	2.4%	4	9.8%
Oppose	0	0.0%	0	0.0%	2	4.9%
Strongly Oppose	1	2.4%	1	2.4%	4	9.8%
TOTAL	41	100.0%	41	100.0%	41	100.0%
<i>Check total</i>	41					
Overall Support	37	90.2%	39	95.1%	31	75.6%
Neutral	3	7.3%	1	2.4%	4	9.8%
Overall Oppose	1	2.4%	1	2.4%	6	14.6%
TOTAL	41	100.0%	41	100.0%	41	100.0%

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Detail Summary

All Other Regions (Northeast, Northwest, Southeast)

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
	Total	%	Total	%	Total	%
Very Strongly Support	28	60.9%	31	67.4%	21	45.7%
Strongly Support	13	28.3%	10	21.7%	11	23.9%
Support	3	6.5%	3	6.5%	4	8.7%
Neutral	1	2.2%	1	2.2%	2	4.3%
Oppose	1	2.2%	1	2.2%	3	6.5%
Strongly Oppose	0	0.0%	0	0.0%	5	10.9%
TOTAL	46	100.0%	46	100.0%	46	100.0%
<i>Check total</i>	46					
Overall Support	44	95.7%	44	95.7%	36	78.3%
Neutral	1	2.2%	1	2.2%	2	4.3%
Overall Oppose	1	2.2%	1	2.2%	8	17.4%
TOTAL	46	100.0%	46	100.0%	46	100.0%

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Detail Summary

Summary of all respondents, grouped by large metro area (STL/KC) vs others

KC & STL only

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
Overall Support	380	92.7%	391	95.4%	288	70.2%
Neutral	15	3.7%	8	2.0%	37	9.0%
Overall Oppose	15	3.7%	11	2.7%	85	20.7%
TOTAL	410	100.0%	410	100.0%	410	100.0%

All areas except KC & STL

	<i>Complete Streets</i>		<i>Fair Share/Funding</i>		<i>Transpo Sales Tax</i>	
Overall Support	137	94.5%	138	95.2%	109	75.2%
Neutral	5	3.4%	3	2.1%	11	7.6%
Overall Oppose	3	2.1%	4	2.8%	25	17.2%
TOTAL	145	100.0%	145	100.0%	145	100.0%