

**Arizona Statewide**  
*Interview Schedule*

**CONFIDENTIAL**

**Field Dates: January 13-14, 2009**  
**Project #09013**

**N = 500 Registered Voters**  
**Margin of Error  $\pm$  4.38%**

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*\* Denotes result less than 0.5%.*

*^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.*

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A. Are you registered to vote at this address?

100% YES

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B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, or an elected official?

100% NO

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And just to make sure we have a representative sample I have one other question about you...

1. In what year were you born?

7% 18 - 24  
16% 25 - 34  
22% 35 - 44  
17% 45 - 54  
19% 55 - 64  
18% 65 AND ABOVE  
  
1% REFUSED

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Thinking about driving on Arizona's streets and highways, please tell me how important each of the following items is to you personally. Would you say it is... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP:)** very important, somewhat important, not very important, or not at all important to you?

	<b>TOTAL</b>	<b>TOTAL</b>			<b>NOT</b>	<b>NOT</b>		
	<b>IMPT</b>	<b>NOT</b>	<b>VERY</b>	<b>SMWT</b>	<b>VERY</b>	<b>AT ALL</b>	<b>DK</b>	<b>REF</b>
		<b>IMPT</b>	<b>IMPT</b>	<b>IMPT</b>	<b>IMPT</b>	<b>IMPT</b>	<b>----</b>	<b>----</b>
							<b>DNR</b>	

The (first/next) item is...(RANDOMIZE:)

- |    |   |                        |            |     |     |     |    |    |   |
|----|---|------------------------|------------|-----|-----|-----|----|----|---|
| 2. | Improving safety at intersections                         | <b>97%</b>             | <b>2%</b>  | 76% | 21% | 1%  | 1% | *  | — |
| 3. | Reducing the number of drivers who exceed the speed limit | <b>84%</b>             | <b>15%</b> | 44% | 40% | 10% | 5% | 1% | * |
| 4. | Reducing the number of drivers who run red lights         | <b>97%<sup>^</sup></b> | <b>2%</b>  | 85% | 13% | 1%  | 1% | *  | — |

**SPLIT SAMPLED, N=248**

- |    |                                      |            |           |     |    |    |    |   |   |
|----|--------------------------------------|------------|-----------|-----|----|----|----|---|---|
| 5. | Reducing the number of drunk drivers | <b>98%</b> | <b>2%</b> | 94% | 4% | 1% | 1% | — | — |
|----|--------------------------------------|------------|-----------|-----|----|----|----|---|---|

**SPLIT SAMPLED, N=252**

- |    |  |            |           |     |     |    |    |    |   |
|----|--|------------|-----------|-----|-----|----|----|----|---|
| 6. | Improving the condition of roads and bridges | <b>92%</b> | <b>7%</b> | 61% | 31% | 5% | 2% | 1% | — |
|----|--|------------|-----------|-----|-----|----|----|----|---|

**Summary of Issues - Ranked By % Very Important**

Issues	% Very Important	% Total Important
Reducing the number of drunk drivers	<b>94%</b>	<b>98%</b>
Reducing the number of drivers who run red lights	<b>85%</b>	<b>97%</b>
Improving safety at intersections	<b>76%</b>	<b>97%</b>
Improving the condition of roads and bridges	<b>61%</b>	<b>92%</b>
Reducing the number of drivers who exceed the speed limit	<b>44%</b>	<b>84%</b>

As you may know, the state of Arizona and many cities in Arizona now use photo enforcement technology to enforce traffic laws. For each of the following uses, please tell me if you support or oppose the use of photo enforcement.

**(IF SUPPORT/OPPOSE, ASK:)** And, do you **STRONGLY** (support/oppose) or only **SOMEWHAT** (support/oppose) it?

	<b>TOTAL SUPPORT</b>	<b>TOTAL OPPOSE</b>	<b>STRG SUPPORT</b>	<b>SMWT SUPPORT</b>	<b>SMWT OPPOSE</b>	<b>STRG OPPOSE</b>	<b>DK (DNR)</b>	<b>REF (DNR)</b>
The (first/next) use is...(RANDOMIZE:)								
7.	<b>82%</b>	<b>18%</b>	69%	13%	5%	13%	*	–
8.	<b>67%</b>	<b>33%</b>	48%	19%	11%	22%	–	–
9.	<b>52%</b>	<b>48%^</b>	30%	22%	15%	32%	1%	–
10.	<b>61%</b>	<b>39%^</b>	39%	22%	12%	26%	*	–

**Summary of Photo Enforcement Uses - Ranked By % Strongly Support**

<b>Photo Enforcement Uses</b>	<b>% Strongly Support</b>	<b>% Total Support</b>
Running red lights at intersections	<b>69%</b>	<b>82%</b>
Speeding on city streets	<b>48%</b>	<b>67%</b>
Speeding on freeways in the cities	<b>39%</b>	<b>61%</b>
Speeding on state highways outside the metro areas	<b>30%</b>	<b>52%</b>

11. Now, setting aside your personal opinion of photo enforcement technology, do you think most Arizonans support or oppose the use of photo enforcement technology to enforce traffic safety laws? If (**SUPPORT/OPPOSE, ASK:**) And, do you think most Arizonans **STRONGLY (support/oppose)** or only **SOMEWHAT (support/oppose)** it?

**35% TOTAL SUPPORT**

**55% TOTAL OPPOSE**

13% STRONGLY SUPPORT  
22% SOMEWHAT SUPPORT  
25% SOMEWHAT OPPOSE  
30% STRONGLY OPPOSE

10% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

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As you may know, the Arizona Department of Public Safety started using speed cameras on highways in September...

12. How much if any have you seen, read, or heard in the news since September about Arizona's statewide speed camera program? Is it ...(**ROTATE TOP TO BOTTOM/BOTTOM TO TOP**)

**78%^ TOTAL A LOT/SOME**

**22% TOTAL NOT MUCH/NOTHING**

48% A LOT  
31% SOME  
13% NOT MUCH  
9% NOTHING AT ALL

– DON'T KNOW/DON'T REMEMBER (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

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**ASKED IF SAMPLE A & Q12:1-2, N=189**

13. Could you please tell me specifically what you have seen, read, or heard on the issue of the statewide speed camera program? And where did you see, read, or hear this information? (**PROBE:**) What else can you tell me about that?

**SEE VERBATIM COMMENTS**

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**ASKED IF Q12:1-2, N=392**

14. And, what was the source of this information? (**DO NOT READ**) (**ACCEPT MULTIPLE RESPONSES**)

65% TV  
42% NEWSPAPER  
20% RADIO  
16% FRIENDS/NEIGHBORS/FAMILY  
11% WEBSITE/BLOG  
7% PERSONAL EXPERIENCE  
1% MAIL  
1% EMAIL  
1% SIGNS/BILLBOARDS  
\* MAGAZINE  
\* PHONE CALL  
  
2% OTHER (**SPECIFY:**)  
  
1% DON'T KNOW/DON'T REMEMBER  
– REFUSED

*Note: Responses add up to more than 100% due to multiple responses being accepted*

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15. Now using a one to ten scale, please tell me how interested you are in the issue of using speed and red-light cameras to enforce traffic laws, where one means not at all interested and ten means very interested. Of course you can choose any number between one and ten. (**RECORD RESPONSE, USE 99 FOR DK/REF:**)

<b>22%</b>	<b>10</b>	<b>46%</b>	<b>8-10</b>
6%	9	<b>38%</b>	<b>5-7</b>
18%	8	<b>16%</b>	<b>1-4</b>
14%	7		
10%	6		
14%	5		
2%	4		
4%	3		
3%	2		
7%	1		
1%	DON'T KNOW/REFUSED		

**6.8**    **MEAN**

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16. Do you think the Department of Public Safety should or should NOT continue to use speed cameras to ticket drivers who exceed the speed limit by eleven miles per hour or more?

**(IF SHOULD/SHOULD NOT, ASK:) And, do you feel STRONGLY that way?**

**63% TOTAL CONTINUE**

**35% TOTAL NOT CONTINUE**

48% STRONGLY SHOULD CONTINUE

15% SHOULD CONTINUE

9% SHOULD NOT CONTINUE

26% STRONGLY SHOULD NOT CONTINUE

2% DON'T KNOW (**DO NOT READ**)

– REFUSED (**DO NOT READ**)

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In addition to the statewide speed camera program, many local police departments use cameras to enforce traffic laws. **(ROTATE NEXT TWO QUESTIONS) (READ Q17-18 SLOWLY BECAUSE WORDING IS SIMILAR)**

17. Do you think city and county police departments should or should NOT continue to use cameras to ticket drivers who exceed the speed limit by eleven miles per hour or more on city streets?

**(IF SHOULD/SHOULD NOT, ASK:) And, do you feel STRONGLY that way?**

**69% TOTAL CONTINUE**  
**30% TOTAL NOT CONTINUE**

51% STRONGLY SHOULD CONTINUE  
18% SHOULD CONTINUE  
8% SHOULD NOT CONTINUE  
22% STRONGLY SHOULD NOT CONTINUE

1% DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)

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18. Do you think city police departments should or should NOT continue to use cameras to ticket drivers who run red lights?

**(IF SHOULD/SHOULD NOT, ASK:) And, do you feel STRONGLY that way?**

**84%^ TOTAL CONTINUE**  
**15%^ TOTAL NOT CONTINUE**

69% STRONGLY SHOULD CONTINUE  
14% SHOULD CONTINUE  
5% SHOULD NOT CONTINUE  
11% STRONGLY SHOULD NOT CONTINUE

1% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

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Thinking again just about the statewide program...

19. Now I am going to read you two statements about the issue of speed cameras and after I read them please tell me which statement comes closest to your own opinion. Do you agree more with... **(ROTATE)**

People who support the use of speed cameras because they reduce the number of speeders and make Arizona's highways safer than just using police officers. Since the cameras were installed, collisions and fatalities have dropped significantly in the Phoenix area alone. Besides, photo enforcement uses no tax dollars. It's totally funded by violators.

...or...

**(Do you agree more with...)**

People who oppose the use of speed cameras because they say cameras are not there for safety. The cameras are there to generate revenue for the government. This is simply another tax on hard working Arizonans. Police officers should be the only ones authorized to issue traffic tickets. Besides, the use of cameras infringes on drivers' privacy and civil liberties.

**(IF NEEDED, THEN PROMPT:)** Which statement do you agree more with?

**(IF CHOICE, ASK:)** And, do you feel **STRONGLY** that way?

**63% TOTAL SUPPORT**

**35% TOTAL OPPOSE**

49% STRONGLY SUPPORT

14% SUPPORT

9% OPPOSE

26% STRONGLY OPPOSE

2% DON'T KNOW **(DO NOT READ)**

\* REFUSED **(DO NOT READ)**

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Thinking more about photo enforcement...

20. As you might have seen, read or heard, some photo enforcement cameras have been vandalized by groups and individuals who oppose their use.

Generally, would you say you are (**ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

- 9% Sympathetic toward people who have taken these actions
  - 13% Neither sympathetic nor opposed
  - 77% Opposed to people who have taken these actions
  
  - 1% **DON'T KNOW (DO NOT READ)**
  - **REFUSED (DO NOT READ)**
- 

Since we've been talking photo enforcement cameras, how about you?

21. Have you ever gotten a ticket from a red light or speed camera? IF YES: And was that from a city, the state, or do you not recall? (**ACCEPT MULTIPLE RESPONSES:**)

- 18% TOTAL YES**
  - 15% YES/CITY
  - 2% YES/STATE
  - 2% YES/DON'T RECALL
  
  - 82% NO
  
  - REFUSED
-

Now I just have a few more questions for statistical purposes only.

22. Despite how you may feel now, are you REGISTERED to vote as...(ROTATE)

- 39% a Republican,
  - 34% a Democrat,
  - 22% Independent or something else?
  
  - 5% REFUSED (**DO NOT READ**)
- 

23. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

- 23%<sup>^</sup> **UNDER \$40K**
  - 32% **BETWEEN \$40,000 - \$80,000**
  - 32% **OVER \$80K**
  
  - 9% UNDER \$20,000
  - 13% BETWEEN \$20,000 - \$40,000
  - 17% BETWEEN \$40,000 - \$60,000
  - 15% BETWEEN \$60,000 - \$80,000
  - 13% BETWEEN \$80,000 - \$100,000
  - 19% OVER \$100,000
  
  - 13% REFUSED (**DO NOT READ**)
- 

24. What is your main racial or ethnic origin? Is it ... (**READ CHOICES --- ACCEPT ONLY ONE RESPONSE**)

- 78% WHITE
  - 12% HISPANIC, LATINO/A OR MEXICAN AMERICAN
  - 3% NATIVE AMERICAN OR AMERICAN INDIAN
  - 3% BLACK OR AFRICAN AMERICAN
  - 1% ASIAN
  
  - 1% OTHER (Specify: \_\_\_\_\_) (**DO NOT READ**)
  - 2% REFUSED (**DO NOT READ**)
-

25. How would you describe the area where you currently live?

30% A big city

32% A suburban area

23% A small town

14% A rural area

1% DON'T KNOW/NOT SURE (**DO NOT READ**)

\* REFUSED (**DO NOT READ**)

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26. Gender (**BY OBSERVATION**)

48% MALE

52% FEMALE

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