

VERBATIM RESPONSES TO REASON FOR SUPPORT / OPPOSITION TO BUS BALLOT ISSUE

Reason for Strongly Support:

Transportation for the disabled and the elderly and the people who can't drive. Saves pollution from cars.

fuel costs and over population over too much traffic.

Gas prices are so high, cut down on the gas prices. I might be riding a bus myself. Better to get around and go to the malls. Might be safer just catching the bus.

Because I think if we have a mass transit system, then unemployment would go down. Also the gas prices are high so it would be a plus to have a mass transit system.

Oh, just because it'll be good for the environment. It will be good for the people, they wouldn't have to buy so much gas.

Conservation and I know there is a lot of low income families who need it, and I see a lot of issues with them getting to work. less traffic congestion.

Gas prices.

Well, I am pretty sure it would help the environment and keep less cars on the roads, and help people get to work.

Well because people can get around easier. They can get where they need to get.

Well St. Charles County is lacking far behind St. Louis County in public transportation. Also I think that a lot of people work in St. Louis County that live in St. Charles County that would benefit from this. I think just the fuel costs going up, that public transportation is becoming more important.

Will the bus system have handicap accessibility, that's my reason for supporting it.

Economical growth business.. Fewer emissions in the air, environmental reasons.

Well, getting back and forth to the job with gas prices going up. Transportation, getting to and from work.

Relieve the traffic.. Convenience. For seniors too.

I would support it because, its necessary, it's necessary for the environment. The disabled. I would prefer not the MetroLink but a rail system instead. It's vital for the environment for St. Charles to get from point a to point b. it is also important for St. Charles to provide public transportation for the disabled. Once the system was put in place I would hope that it would expand to the West-Chesterfield area.

Well, because the gasoline cost, fuel, and it would help bring it down to St. Charles and the Mid River Mall that would be a good enough reason. They were planning to put up I70 east and west lanes and it would go down the center and it would have saved people from driving all these cars and they didn't feel they needed to do it. That was in 1967 when the I70 corridor was proposed.

Because we do need alternate transportation. I don't ride it but other people will. Gas is really high. Roads are too crowded. Less pollution.

Because I think that we need a bus system in St. Charles. Because we don't have any mass transit and I think it would help traffic congestion.

Because there is a lot of people without transportation that could get jobs if they had a way to get to work,

those living in Wentzville could work in St Charles.

Part of it is the environment. It would help people get around without using cars. People without transportation would be more able to get jobs, possibly.

Because many and I am one, a senior citizen need help getting to places, well I support it because I'm not the only person that would need it.

I think we could use it, I'd even use it out to O'Fallon or wherever, just for some of the older people to get around to the malls, and handicapped, just because we need and could use it. But if it came from St. Louis I wouldn't support it.

To get cars off the road, and also get people that don't have a car to get around, oh environmental issues, oh uh it's just there needs to be an option other than car transportation, safety, some of these roads are to busy with trucks.

Well we don't have much of anything and we have needed it for years.

Mainly because the county is getting older and the county needs public transportation. Everyone wants to stay here and the aging population could get out. The freedom of getting around is my main reason for that. I lived in Chicago and you could get on the L and get anywhere. It would be the freedom of just being able to go.

I am a native St. Louisian and strongly believe in public transportation. I would use it actually.

Because everyone doesn't have transportation and gas is so expensive 30 people would help save on gas just because it is necessary. I will never use but a lot of people would and it would improve the county.

Because I think it would cut down traffic on 70. With closure of 40 and all.

Reduce pollution and congestion.

The need for public transportation.

I guess mostly for people who don't have transportation or who rely on kids, mostly seniors who need to get around the city.

I think that we need it and it would help people out who don't have vehicles and it would help the environment.

I feel as large as St. Charles county is, its A shame there is no public transportation. Well the reason I opposed a lot of those taxes is because there is A casino here and I feel like they should contribute more.

Job creation and transportation for the low and moderate income of St. Charles.

Because I think that we need the buses for saving gas with raising gas prices. Well I really can't get around either without cars... that's about all of it.

Because, we need it. The senior citizens need some way to get around.

There is no public transportation and environmentally it is necessary.

To cut down on cars on the road and the use of oil/gasoline.

To help the people off the road.

I guess just basically we need a bus system. Well we don't have one so the people could, I don't know. So that people could get around with out cars. So it could cut down in pollution. So that we could get around with out cars.

If you can get people to use it, it'll decrease the demand on gasoline, pollution and things of that nature.

Also decrease traffic congestion.

Because I believe people need equal access to get to work. The rise in gas prices to get to work. I haven't studied this, bus transportation environmentally will be more sound.

Because of the gas being so expensive.

Because I think all the traffic congestion. Lower income people need a way to and from work. It will save on gas. Environmentally more responsible.

Public transportation is important and it'll clean the environment and improve traffic flow.

I think we need something like that. There are too many cars out there like that anyway. I think, there are too many cars out there.

Because there are a lot of people around here that's it hard for them to get from here to there. People need this. It's like saying,

Cause it's needed. It's long over due, it should have been here along time ago

If you don't have a car there's no way to get around in St. Charles county. It would help the environment get some of the cars off the rode.

The environment for one. Look how bad the traffic is on Highway 70. It's a responsibility environmentally. Transportations to the hospitals. People with limited income will need that. Provide transportation for the teenagers or baseball games. Tourist from out of town, take the bus to the mall or to St. Charles to go to Louis and Clark. You could provide it for college students. People need it for junior college, they may not have money to pay for gas, or just tired. People reentering the work force.

I think we need it. Well, with amount of people that live out here, they need something like that.

I think a lot of people are getting older and a lot of people would ride the bus to keep from driving in. And I think the elderly people, it's harder on them driving.

Because you don't have a car you're just out of luck. You can't get around.

The cost of fuel. Cut down on all the green house submission and get some of the cars off the rode. It would be like compared to one person in a car to about 30 to 40 people on the bus. Cuts 30 to 40 cars off the rode to help with traffic jams.

Let's take a look at what we are doing to our environment. The amount of money we spend on gas. It would help so much for the people who travel that route. you know I don't know I just think its a needed thing I was really disappointed when you talked about the MetroLink.

Because it is a necessary to get the work force to work.

Most of us senior citizens here have no real transportation, except for the Oats bus. But than you have to call and make an appointment.

Just that so that people have other ways to transport together so they can be less reliance to gas and some people can't afford cars. Car insurance is expensive it would give some of those people opportunities to get out and work that are on unemployment or welfare.

Too many people on the roads not paying attention to what they are doing because of talking on their cell phones.

Because I think it is an essential thing to develop and if we are going down the line from here I think my grandchildren and there children are going to need it because of the raising fuel prices.

Because I have family members that are disabled that cannot drive but can take a bus. They have to rely on everybody to take them everywhere.

I think its necessary for workers to have transportation to work. Gas is getting pretty expensive as well. The highways are overrun with cars.

It would be good for students and workers that have schools or jobs far away that do not have transportation.

I think it would cut down on pollution, gas consumption and overcrowding of the roads.

It's necessary for the environmental impact.

To help traffic.

I think we need to eliminate the traffic and people would take the bus. People that can't drive would have a way. That would help the environment.

Because I think living out as far as we do I think some people need public transportation. I drive, but I would use it and a lot of older people would use it too.

Because my grandson is going to college in St. Peters and I live St. Charles, and if there was a bus that would take him to college within walking distance that would be nice. I would like the old time street cars that are clean and I would even vote to bring them back It would be good for people who don't own a car and retired people could get on a bus.

I think it would be a good beginning. We need public transportation to cut down on gas consumption and traffic.

Firstly we don't have the people that can't get around and the secondly is environmental. There are a lot of cars driving around.

Reason for Somewhat Support:

I think it is energy efficient.

I think anytime that, well public transportation is important and we don't have any

Because if we want people to have jobs we have to have transportation. It would also bring less traffic on highway 70.

Because I know a lot of kid's that go to the mall, and that would keep them from driving. That's including my kid's too.

Well to get some traffic off that particular Highway and to give people without transportation a way to get to work.

Because I am in rush hour traffic everyday. The cost of gas.

Because I do know that we need better transportation for people that can't drive due to a disability, and if people wanted to go to a event down at the riverfront. Like a fair or something it would help with the parking situation, and it would reduce the need for a lot of police at those event's. the police wouldn't have to watch the parked car's, and people parking so much. That would free them up to do their job's.

Because I think it would help people get to their place of employment. Um, because it would be the green thing to do to help the environment.

I think some people need to get around and the price of gas. Every city should have good public transportation.

I really don't know, other than some of us seniors like my husband and I give up our car so we need some transportation to get to our medical center. Not now but in the future because our health is ok, but you don't know about the future.

To help people get around. To help people go to work and traffic Pollution from traffic. It's cheaper than driving

Well, I know not everybody can drive, I know that after certain ages and health reasons-- just to give them a reason to get out of the house for a while.

Um, basically because of gas prices and traffic.

I'm reaching the age I can't drive.

Just reducing congestion and global carpet footprint.

I think that public transportation would be better than having so many drivers on the road.

Because people have to get around because of the gas prices, because I just said.

It could ease traffic and provide transportation to those who needed. On the other hand they may not be able to get the bus to use but it may ease traffic so id support it Saving on fuel therefore better for the environment.

Environmental Issues. Cheaper then buying gas.

Oh, traffic reduction.

I am pretty much for helping the environment if people use that transportation less cars. The ease of traffic.

Well, just for the lower income or the elderly to be able to get around. To make people more mobile.

We are having traffic problems.

For people that try to work for their families or take care of their families and need transportation. Or take their kids to the doctor. Cut back on traffic.

Ah, I guess ah, the environment. Less pollution. Older people transport you know. So they can get around when they can't drive. Because it's being done in stages. If they were doing it all at one time, I wouldn't support it. They need to do it in stages, to see if people are going to use it.

For the elderly people. Mainly for safety for the people on the bus. It's better for them to be on the bus than to be out on the road. Benefit to the older folks that don't have to pay for insurance and for a car.

I think that the county needs it and with the fuel going up the way it is it would help.

Because there is no transportation in St. Charles except for the scat bus. It's not timely or convenient.

No particular reason. Highway 70 needs improvement because of traffic.

Because transportation is a nightmare in St. Charles county.

Hopefully it would relieve some of the traffic

I don't know. I don't have a choice. Why would I support it? ... To hope that someday I could use it.

Think it would help in the road congestion.

I think because residents who need it, for maybe who don't have a care. I think it is needed for some residents in the county.

With the hope that we can get public trans. So it doesn't take me an hour to get to work. I'm only 30 miles from work and it takes me way over an hour to get to work. And with the way gas prices are, and how the traffic is who can afford to drive anywhere.

Because there is a lot of people in St. Charles that don't have vehicles.

Well we need transportation, what we really need is an Amtrak, but we really need transportation...it depends on how they go about doing it

Well we need something but I want to see the plan.

Some people need help. If it would cut down on traffic and gas consumption..

Just to help people gain employment, to be able to get them to work and improve the employment status of people in general... because it would have no personal gain or impact on myself

There are people out there that don't have cars and they need transportation to go to work and the won't have to be on welfare. There are people who say that, they can't get a job because, they don't have transportation.

Because we would possibly use it some times. Gas is so high. It might be cheaper than driving.

Increase transportation options within the county.

I think it something where some people should have the option.

I believe it would help the environment if more people would use public transportation and not use their cars as much. I think that anything we can help with saving gas and the ecology and helping the citizens get around t. Charles better is important.

There is a need for it.

Because I think that a system is needed to help relieve the congestion on the highways.. Help relieve on the use of gas.

Less in traffic on the highway. Deal with pollution and just getting some transit started. Ridership. Much more convenient and easy on you.

I think it would help bring business to the mall and bring shoppers to the area and help with employment issues.

I don't a lot of older people maybe and stuff like that would want to use it. that's bout it.

As far as economy it would be better for cars and gas mileage and all of that. there would be a lot less travel on the highways and a lot lest congestion.

Because my son can't drive and it would give opportunities.

Well, mainly I don't have a car and I understand how hard it is to get around. I grew up in St. Louis and I used to hop on the bus to get around and it is a little harder to do that when you can't afford a car.

Because of the environment issues because of pollution.

Oh, I guess to just reduce our dependency on, uh oil, foreign oil sources.

Well we need more public transportation for the environment. Don't plan on using the bus system myself but I think there are to many cars on the rode.

I think public transportation, more is needed.

Because, there is no public transportation in St. Charles County. We need it.

I'm going to have some of my family moving to Wentzville and I've got Grandkids and it might be necessary I don't know.

Public transportation needs

Because I think it is something that would be beneficial and needed in the future.

To help those who don't have transportation and to cut down on pollution.

We need a public transportation system to move people around. It seems that everybody else has a public transportation system but us.

Cost of fuel

I don't know that there is a big enough need for it. Most families have 2, 3, 4, 5 cars these days and I don't know if any body would jump on a bus.

Because I think it would help cut down on with the 64-40 close down. It would help with traffic issues.

So that people can get to work. People are hurting financially and price of gas is killing us financially.

Convenience, fuel economy. Well, just not having to deal with traffic and whatever.

I can see the growth that we spoke of and the need of some transportation. I don't know if their is enough population out here, people are glued to their car. You will still need a car the get to the public transportation.

I think it would give an alternative for transportation.

I think, it is something that need to be done. To reduce traffic and pollution.

Just for those people who do that, so that they would have a mode of transportation.

Because I am disabled and I have a car right now, but I don't know how long it will last and if I could afford another one. We have a lot of doctors appointment every week and how would I get around. I know their are a lot of people who are disabled and don't have transportation at all.

It's needed, well I have a granddaughter that we have to drive clear to Cottleville and 16 miles down and 16 miles back and gas is very expensive and our granddaughter is handicapped.

As someone who has used public transportation in the past I feel it to be a valuable asset.

I don't know it just makes sense.

Decreased traffic

Because I think we need to take care of healthcare and the economy first.

Because there are too many accidents on Highway 70 and the population is aging.

I just think a bus system is greatly needed for every city

It wouldn't benefit me, but people to come. We should have done this ten or fifteen years ago to help green up are environment. It would mean less cars on the road, and less pollution. I guess busses pollute but not as bad as cars.

It would cut down on pollution, convenient for elderly use and that's about it.

I think there is a need for people to have other means for transportation, opposed to driving their cars. People who wish to go to places like Mid Rivers, have no means for transportation unless driven by people like me. A bus for them to take would be nice.

It goes through the major corridor and there isn't one.

To help the environment and to help people get to where they want to go. Like people that cant drive. If someone wanted to have a drink they wouldn't have to drive, they could ride the bus. It would make the road's safer.

Because it is limiting people who are less fortunate to getting around. Transportation and gas is at its highest, and more people are willing to carpool or not drive at all. Neglecting people who are less fortunate. For people who are less fortunate, it will able them to get around. St. Charles are isolating themselves for not having transportation available from city to city.

There are people who need transportation that cannot afford it on their own.

I think it would be good for the elderly people that want to go somewhere. Either to Mid-Rivers or to the City of St. Charles for shopping or getting their taxes done or whatever they needed to do. Some people would be able to use it for their job's.

Reason for Somewhat Oppose:

I would just have to hear more about it to make a good decision.

I just feel that way. No, I have no reasons, I just do.

I think that the people should pay the bus fair themselves instead of everybody paying. I have my own vehicle and I pay insurance for my vehicle; and why should I have to pay for that when I have my own vehicle?

I probably won't live long enough to see it done, we are over taxed, we need another cheap Boston Tea Party again.

I don't think it is necessary. I think that people in this county are afferent and they have their own transportation.

Because I don't know I don't know there is a need to develop a bus system to take residents from Wentzville to St Charles and back. I don't know that there is a need for that.

I would never use public transit, I don't have a need for it. This is pretty much a bedroom community and no one has a need for it.

I don't want my taxes raised, period. I already pay too much.

There are too many taxes as it is.

I think there are other things that I would rather have tax dollars used instead. In the future maybe.

I just don't think it is necessary I think that there are more important thing then that.

I just don't know that there's a need for it from Wentzville to St. Charles. I've never really thought about it. I just don't think it's necessary right now.

I need more detail.

I don't feel that we need it at this point.

I just think they get enough taxes. They could pull it from some where else. Like the libraries who get to much.

Ah, it's unnecessary. I would like more information.

That it's not necessary at the moment.

Taxes are high already.

I guess I don't believe that it would not be utilized enough that later on you would need another tax increase to keep it running.

Because it would be more important to get one from the MetroLink to St. Charles not from Wentzville to St. Charles.

Because I pay a ton in taxes already and I don't want to pay anymore.

I just don't think we could afford tax increases at this time.

I really don't have a reason.

It wouldn't help our family.

I can't afford taxes.

I guess cost. They put out an awful lot of pollutions.

I guess because it doesn't go into St. Louis. More taxes.

Because, I think the money could be used for more important things.

I just don't see that being a desirable route.

I don't know that there is a real market for that in this area. There is a suburban area out here and most people already have their transportation. I don't like the cost of all that.

Because, I believe light rail should be expanded or created. Most people don't really want to take the bus. I've heard that from many people. Light rail means to a current metro system. Bus transportation does not seem to be very accepted. x Negative intake about the bus system.

I do not have enough information, I would have to have long term plan with direct goals. More clear and precise transit would work, strictly not enough info yet.

Probably because I wouldn't use it.

I just feel we are bringing too many people in not from St. Charles. It would be good for businesses. I would like to keep me city pure. I just want keep our population consistent. People don't respect what is yours. With the economy slowing down I don't want any more taxes. Buses are bringing in hoodlums and there is a lot of trash in my neighborhood.

I would want more details and I would want it to be affordable for people who need public transportation.

Well if the county is big, I don't see how one line would make much of a difference. Well it would help, it sounds it would help just one highway. It's that would leave every one else with out help, or much help or whatever. It's not broad enough I think. It's hard for me to make a decision. And I won't live to see any of this occur. I think it needs more then just a general way, there needs to be more of a broader plan; then just one line some where. And that's hard too, these places are spread out so.

The cost

Because I don't have enough information on it right now.

It's silly and impractical. How are they going to get to the bus stop and where are they going to go, it makes no sense. It would make more sense if it went to a MetroLink station.

Taxes. I think we need it, but I don't think I'm willing to pay for it.

I just don't think people will use it.

Timing. I mean right now, the timing of it. I'm sure there would be some bugs to work out of it. With as packed as the highway system is now, I'm sure it would cause some problems. Fix traffic, then buses.

I have no reason. I just feel people are over taxed on a lot of things.

I don't think we actually need it right now. Because of the cost of it.

I really don't think anybody would use it. I've seen some buses and there is hardly anyone on them.

It's not that I oppose it. It wouldn't affect me. I don't go out there.

Its unnecessary. We don't need public transportation in St. Charles County. We don't need a bus route.

I don't feel it would be necessary.

Because they are always asking for more taxes for one thing or another, and it can get out of control, I might feel differently if I knew what kind of need there was for a public transportation system.

I don't think it's needs.

Money.

I don't think its needed.. if they're only running down the Highway 70 corridor how will the people who don't live near there get to it when they need it.

I will not voluntarily raise my taxes.

I don't think we need it.

Because that wouldn't help very much. That is a drop in the bucket as to what this county needs to do for mass transit.

I think they need a bus around town, not one that goes to the city.

It's just more taxes, I'd like to see them go the other way, down.

The bus would just be for pleasure. I don't think the bus would be full. It's not economically wise. Uh I guess 'Why would they ride on it'? Because the money needs to go else where. The taxes are very high for this area. And another thing is the gambling casino are supposed to help out on this issue, and I don't see where it's helping. It should be that all these store should be helping, they should be paying the taxes and we're getting more and more here, and we're getting more Mexican restaurants & they're popping up everywhere. When stores come in and pay taxes for this area, that should help.

Because it's more taxes, we have high enough taxes as it is. Our taxes are higher in this county. St. Charles is a county that drives cars and their are a lot of younger people who drive cars and I don't think it is necessary. The majority of the people would be supporting the few that would use the bus system.

Just for that one bus line I don't think it would satisfy enough needs. I mean its only going to get you to point A to point B what about C D E.

Not really knowing a need for it right now to see what it would be doing. Public transportation wise, not being a user. I would need to see a plan, it seems like a good idea, but to implement a bus line for a little bit of people would have no use, it seems to be a waste of tax payers money. To show that it would be utilized in a study, it might change my mind to give people rides that needed, then maybe I would support it.

I don't know enough about it

Because I'm opposed to taxes.

Because I don't know if we need it. I don't have enough information.

There's so much taxes going up and I want to improve so much but you can't improve everything

I don't think that we need that kind of bus system here.

I don't see the need for the public transit system out here.

Mainly because our taxes are already higher than they are in St. Louis County and I don't understand that.

I don't think it is necessary.

Because at the moment I don't know too much about it.

Because it doesn't gain me anything. If it took to a MetroLink, I might consider it though.

Because it only runs down the I-70 corridor and it doesn't help enough people.

I don't think I would use the bus system.

I don't think we need it at this particular time.

We should have MetroLink instead. Seems taxes are high enough the way they are.

Because I wouldn't be able to use it, it's not in my area. I live on the other side of Highway 45. I think the other reason would be most of those people would be riding into St. Louis county.

We don't need any more taxes, don't see the value in it.

It's an unnecessary tax. It would be another one that won't be able to fund its own. We'll end up paying more for it and it's unnecessary. I just don't see it being used.

I'm a senior citizen on a fixed income. I don't have a lot of extra money. There's a lot more important things to worry about though. The real estate tax is ridiculous.

I don't think it's necessary. Most people in St. Charles County have their own car.

Maybe the taxes might be a reason why, additional taxes.

Because I don't ever take the bus. Nobody in St. Charles uses public transportation.

It is not necessary.

Reason for Strongly Oppose:

I am not a supporter of public transportation. I feel with the level of income in this county, the public transportation is not necessary, the average income in St. Charles is between 50-80 thousand. They don't need to ride the bus they have a car. They are not spending the money they have been given wisely, they are just asking for more and more.

I don't think we need it. I just think it's unnecessary.

Because I won't ever use it, it's out of my way.

Because I pay enough taxes, I don't want to pay anymore. Because I want my money, I am tired of forking it out to everybody else.

Taxes in the county are too high as it is.

I just don't think it's needed. I just don't think it would be used much. There's not enough people that would use it, or that need to use it. I think it would be a waste of money too, better things to use our money and our tax powers then for that.

I believe that bus system would be unnecessary. It's not a bus route, it's just a tram.

I don't think we need a bus system in the county. We have expanded and gotten so big that you can find anything in your own neighborhood, you can find hospitals, stores, shopping centers, and any kind of: there's 150 restaurants all around the place. I think that's the mainly reason I would oppose it.

I just don't think we need it.

Because none of these people will ride it, it will be unused.

Not probable, we are not set up for a bus system, it cost to much. The government does not need to be involved in mass transit.

Because I don't think they use our tax money the right way now as it is, and I wouldn't trust them to use it now correctly. Because I don't think it's needed. I just don't think we need a bus line in St. Charles.

I would never use it.

I don't use it, and we are taxed enough.

Because it isn't connecting to downtown St. Louis or St. Louis county.

It seems like it will cause more traffic for the roads and we don't need that.. More Transits.

Because we don't need that kind of system right now in St. Charles county right now.

I don't think that it would be heavily used in St. Charles county.

Mainly because it doesn't deal with enough people. It'd be only for a few..

They would be charging people to ride it so why have people paying taxes on it. . It should pay for itself.

it wouldn't do me any good I don't mind paying taxes I just paid a five thousand property tax and I don't see anything that St. Charles is doing worth paying a hundred dollar's per week.

I don't see any effect on me. I don't see a need for it.

Because I don't want to pay anymore taxes. The people that ride the bus need to pay for it and if they can't afford it they don't need to be on there.

Because I don't think it would be prudent at this point.

It's unnecessary.

I don't believe its necessary I don't believe I should pay for other people to get around.

When I look around in the city I just don't like the kind of people that can get around there. It seems like we're not a big city yet, and it can promote, when you go in the city, if we had busing that went from Wentzville, I just wouldn't want that. I would not want it because I think a lot of younger people, trouble makers, would be the type of people using the transportation. I don't see the bus being used for business reasons, I don't see business people using it to go to and from work. I think it would be to easy to bus other people in.

I don't think we need mass transit out here. I am not a big fan of it. Higher crime. I think it brings in the riff raff.

The MetroLink has a big lawsuit. They need to use the money the right way.

I work in the transportation industry and I don't think it is necessary out here yet.

I think every one has there own vehicle and no one would use it.

From what I read it wouldn't reach the people that really need it.

Pollution. I just don't want a bus system.

It's not needed.. I would never use it.

It's going to bring riff-raff in the county.

Because anytime they raise taxes they always lose site of the purpose they raised the tax. They never use the money for what it's raised for.

Because I use to live in the city and I road the bus and there was riff raff, like Hoosiers and litter. It was ridiculous. I don't think it is necessary and it will bring people into the neighbor that are Hoosiers.

I'm sick of increasing any more taxes. They have got to learn to get by on the money they have, just like I do.

Because I think that the sale tax; I personally don't think it is to high . I sell Avon and I have a lot of complaints about our sale tax from other counties. St. Charles county is 7.5 and I go back home it is 6% and I am from the Lake of the Ozarks. I get people who complain especially down their and I could charge them less, but then I would take a loss.

Because I don't think it's necessary right now because we're not big enough, because I think there is plenty of transportation right now. I

I don't trust people when they put stuff out. They tell you one thing and don't do it. They give you a story about how great something is going to be. Then they do surveys. Then they need more money. Basically, the people that put stuff out are not trustworthy.

Because I don't see why people would ride that bus. don't think it would pay for itself.

I'm just against tax levies for something like that.

I don't like to raise taxes.

I think it's unnecessary.

I don't feel enough people would use it.

I don't feel it is necessary here.

I think that making it a sales tax issue will drive away local business and they don't spend the funds efficiently as it is. If they did spend the funds more efficiently they would probably be able to afford the without raising taxes.

I don't think we need a bus transportation out here.. It's a bad time to be looking for tax raises on anything.

I think they already have taxes high enough this year.

Pay too much taxes anyway.

Not in favor of taxing for that purpose.

It's not necessary.

They just add a little and a little and a little until it become a lot it is up to about 8 or 7.5 cents I just don't want pay more taxes

It wouldn't work and it's not of any benefit the money that would be spend would be money thrown into a rat hole.

I think that tax dollars that are being collected at the present time need to be spent more wisely.

I do not take buses. It's more of an inner city thing. That's why I live in the suburbs.

I don't think it is necessary.

I think the government need to use the money they have more efficiently instead of asking for more.

Because it would be, how do people get to the locations? They still need transportation to get to the bus station. You'll need more parking spaces.

You would have to have the MetroLink with it, and the route. I think it needs to perpendicular to highway 70. Why run it along the highway when that's where most people are trying to get to.

I just believe that if a private Party wants to bring on something like that it should be in their hands.

The same as before. If they want something like that they can cut spending. I have no objection to a bus line as long as it's done commercially and it supports itself. If it's such a good deal, why are we using tax dollars to support it.

I think there are to many reasons to tax the public at this point. I would need more information.

Because our taxes are already high enough, they are already getting enough taxes Well I think they should probably figure out something else to cut and get the money from that instead of raising taxes. If the budget isn't working they need to cut something to be able to afford it, instead of having to ask your neighbor 'can I have some money'

Because it doesn't sound like a valid issue to get to the people in the county. They are not to the county people, sounds like a person from Charles City is proposing this.

Because it's a sales tax

Because it is not wide spread enough. It does not cover highway 94 and K sections.

Because, I don't want to raise taxes.

I can't afford any more taxes.

Because I'd have to drive 30 miles to catch it. It's too far away. Why would I drive 30 miles to take a bus? I might as well just drive.

Because we would not use it.

I think they continue with the metro system rather than a bus system I think a bus system is outdated and a metro system would be better

I don't think it would be used. Our society needs to change its whole attitude, look at Europe, it would take four dollars a gallon for gas. It would have it wither on the vine, its going to take a few years before we move to transportation. Its too early. I would like to see the MetroLink out here, we could use the MetroLink to go to work and go the ball game. I go and park and go to the MetroLink, but if it would only come to St.. Charles county it would be great, but I don't think the bus system would be good, but if we can drive our cars right now we can go all the places we need to go.

I don't think it's needed. I am opposed to raising taxes.

I don't see a very good reason right now. If they MetroLink it to St. Charles. Increasing taxes are not used properly.

My major issue is when people moved out here they knew there was no bus system. When you start putting bus systems in you got more stuff going in the air, we moved out here, and subdivision with woods and stuff around us and they push too far with doing that.

I don't see that that necessarily helps anything. If we had bus service running to a MetroLink stop, then perhaps. If they would look into putting in public transportation, they need to do research on where people are going. I don't think that there are a lot of people going between those spots, necessarily.

We don't need it. Mainly because, there is too much waste in the government now. I work for the government and I know where the money goes. They could get the money from other places. NE

I don't trust the politicians to spend the money wisely I don't think it's economically feasible.

I don't vote for taxes. I don't have the money. I live with limited income. I'd be shooting myself in the foot. You are talking about someone who only has \$0.97 at the end of the month.

I don't like change. I strongly oppose because it's the gambling boat that wants it the most.

I oppose raising taxes altogether.

Because the way the Metro county bus line is run.

I would not be likely to use a bus.

Misappropriation of money. It would not be cost efficient. We just wouldn't get our money's worth. Bureaucracy makes it too costly.

Because we need no more taxes. We're taxed out, I'm sure they can find money for it. Because if businesses want more buses they need to pay for it.

I think a large majority of people um have their cars these days. I think a public bus system is just not as necessary as it was say back in the 50 's when I was a kid

I think the only thing that would really get a benefit out of it is the Mid rivers Mall. I don't think it would be used, because people have gotten so used to using their automobile they wouldn't use the bus.

We pay to much in taxes. That's basically it. I'm on a fixed income, we or you only get so much a month. And it doesn't increase. And then I get less to pay my bills. And then there's other people and they may not be on disability, and all that but when you get a like 2 percent increase, what are they support to do. Most people only get a 2 percent raise a year, and when they keep increasing taxes and things: it's support to cover things like groceries and things. Your not going to have a lot to cover those things when it comes time for taxes and things. It's not just me in disability.

I don't believe it's a necessary addition to St Charles county.

Wentzville is still developing and I think it would be an added expense and we need fire protection at this time.

I've seen buses go in other places and not do so well... created problems made problems.

Because we are paying to much taxes now, St. Charles taxes people to death. Because we pay to much taxes now as it is. They need to find something so they can bring our taxes down, so we can vote for it.

It wouldn't be used, it would be waste of money I grew up in the bus business, buses are in urban areas it would never be...it would be drain on public funds

From Wentzville to Mid Rivers, if they're doing a proposal for transportation they need to help the downtown area. You never see the lottery winnings. They're always behind the system they should of thought of expansion before. I just don't want taxes raised.

I think it's not going to serve an adequate # of people for the cost.

I just don't want to see my taxes raised for something that not that important don't want to see sales taxes raised.

Below poverty level people will move into the St. Charles county.

I don't think we need them if the bus wants come out here the companies should pay for it. Why should tax payers Why should tax payers they pay too much. If companies can't afford to expand they shouldn't do it and if people can't afford to have a car they should live closer to the city.

I don't think that it is needed. I think that people have other means of transportation available that they would rather use.

The route. From Wentzville to St. Charles city does me and my neighbors no good. I'm not going to pay for a bus to go up and down that highway.

I don't think it's that necessary. I see no reason for wasting the money on it. Surely there will be some draft involved and I'm against that as well.

We already have to many taxes and I don't feel a need for a bus system.

Doesn't provide transportation to all people, it needs to run along 70 to 40 to mid rivers, that cuts through the center of the area. It should run down 94 between 70 and 40 and along mid rivers drive.

We don't need it.

It's not a MetroLink train.

I wouldn't want the people to get the economic from one area to another.

Un-need.

Because its not going to benefit me.

I just don't think we need it, there are plenty of cars. We don't need kids getting on the busses going from here to there.

We don't need it.

Because.

I think our government spending the money wise enough. They get raises and the middle class don't get nothing at all.

Because it's more taxes and they are wasting our taxes now. The boats are suppose to pay for the schools and the other taxes are suppose to take care of parks, recreations and bus systems without raising taxes. They set up administration and they use the money to run it and not build it.

I think there's enough ways for people to get around d with all the transportation ways Because the bus service is efficient already you call to get a ride and they come and you get there.

Just like I said right now I don't feel its needed. Just don't need it right now. We do have busses right now.

I just feel that most folks have their own cars in this area and it's not needed.

None in particular

Not the governments business, let a private company bring in a bus line if they want to.

I'm just not seeing a need for it.

Nobody will ride it.

Because you shouldn't pay sales tax for transportation.

I don't think enough people would use it.

The Metro System in St. Louis is not good. I feel they don't work well. Not all the busses are full and some busses don't have drivers.

I just don't think we need a bus system in St. Charles. I don't think that we have that kind of traffic to need it.

Because I don't think it would work. It would only be available for a very few people. The majority of the county would not be able to use it.

I don't think they need it.

No benefit to me once so ever.

I just don't think that it is needed.

Because there's a lot of other things we need more.

I don't think that many people would use it. They are still going to use their cars and everyone has a car. I don't think a bus system would help that much. They already have a senior and handicap in St. Charles county already.

I don't even like the tram being brought here, it brings too much of the city mixing with here. If you bring in that then you are asking for trouble.

I'm tired of taxes being raised. Spend less money.

There is one already. We don't need it when we already have busses here.

In this county there is not the industry here that there is across the bridge. It will mess with the traffic. There isn't rooms on the side of the road for buses to stop. Because it will raise taxes. I don't approve of it and it's unnecessary. I don't want to see St. Charles turn into St. Louis.

I don't think it's necessary.

They've had a chance to have a transit system out here. In the last four or five years, and they moved haven't moved forward with it. It is not very economical.

I thought I made it pretty clear that we are taxed enough.

I don't have any reason to go to St Peters to Wentzville to downtown St Charles.

I would say because of the growth out here they need to worry about the roads before a bus system and if they say because of the growth out here that they need a bus system then I would tell them they created the growth so they need to worry about fixing that before they move on to something else.

I pay enough taxes. Help

Because they take too much tax the way it is. Taxes are too high, they need to lower them instead of raise them.

I really don't think it is needed.

If it extends just that far then I don't think it is necessary because it does not go far enough and I strongly oppose all taxes being raised. The only way that I would approve anything if I knew what they were doing with all of the taxpayers money.

I don't want anybody here that has to use a bus.

Because people are hurting economically. We have young families that can not afford this.

We would need for the bus to run in town not just to Wentzville to St. Charles and I don't think we should spend all that money if it doesn't run where we need it to.

I don't think we need one.

I don't think it's necessary.

I don't think it would be used.

I just think it brings in traffic that we don't need or want. I want people that have transportation moving in here.

I don't know anyone that need that type of transportation. I don't feel that it's a big issue in this part of the county.

Because I think that everybody is so use to driving where they want to go that they wouldn't take a bus. I don't that think there is enough people to take advantage of the bus.

I just don't want a tax increase.

**NOV. 2008 ISSUES SURVEY
ST. CHARLES COUNTY
(JAN-FEB. 2008)**

Q1. *(don't ask – record only)* Respondent's Gender: *(interviewer's note: anyone 18 or older qualifies)*

1. Male ----- *(need minimum 45% quota – if you are short on men – ask to speak to any “male voter”)*
2. Female --- *(need maximum of 55% quota)*

Q2. Hello, my name is *(use full name)* from Communications for Research – a public opinion research firm – and we're conducting a brief survey today about some of the issues facing voters in St. Charles County. We are only interested in your opinions, at no time will we try to sell you anything ... How likely are you to vote in St. Charles County – in the general election coming up in November 2008 ... Are you:

1. Very likely to vote
2. Somewhat likely to vote, or
- x. Not likely to vote in this election? ---- *(if so - thank and terminate)*
- x. *(don't ask:)* Not sure / refused ----- *(if so - thank and terminate)*
(interviewer's note: if intending to vote in another county – thank and terminate)

Q3. And what about the August 2008 primary election – in which the political parties will choose their candidates and local ballot issues are decided ... Are you:

1. Very likely to vote
2. Somewhat likely to vote, or
3. Not likely to vote in this election?
4. *(don't ask:)* Not sure / refused

Q4. In your opinion, what is the most important issue facing the people of St. Charles County – right now? *(unaided – don't read off responses)*

1. Roads
2. Taxes
3. Education / schools
4. Politics
5. Growth / development
6. Jobs
7. Economy
8. Other *(specify:)* _____

Q5. And how do you feel about the rate of growth here in St. Charles County ... is the county growing: *(rotate first two answers – read off first three answers)*

1. Too fast
3. Too slowly
2. Or, is it growing - at just about the right rate?
9. *(don't ask:)* Not sure

Q6. Next ... I'd like to ask you – how willing you are to raising taxes – if you knew that all of the added taxes would be spent on improving (*insert in rotated order*) in St. Charles County? Would you say that you are: very willing, willing, somewhat willing or not willing at all - to raising taxes for this? What about ... (*repeat scale if necessary*)

	<i>Very</i> <u>Willing</u>	<i>Willing</i>	<i>Somewhat</i> <u>Willing</u>	<i>Not will-</i> <u>ing at all</u>	<i>(don't ask)</i> <u>Not sure</u>
a. The schools	4	3	2	1	9
b. Hospitals and healthcare facilities	4	3	2	1	9
c. Police and fire protection	4	3	2	1	9
d. Public transportation	4	3	2	1	9
e. Roads and bridges	4	3	2	1	9
f. Heath care for uninsured residents	4	3	2	1	9
g. The environment	4	3	2	1	9
h. Parks and recreation	4	3	2	1	9

Q7. There has been some public discussion about developing a bus system for St. Charles County ... in your opinion, does: (*read off responses – not rotation*)

1. St. Charles County **need** a bus system right now
2. Will the county need one in the next **five years** - or
3. Is a bus system unnecessary in this county?
4. (*don't ask:*) Not sure

Q8a. Now, I'd like to tell you a little more about this proposed bus system in St. Charles County ... The first bus line - that would be developed - would run along the Highway 70 corridor - from Wentzville to Mid-Rivers Mall to the City of St. Charles. In order to pay for this bus system, the voters in St. Charles County would have to approve: (*rotate options - read only one for each respondent*)

1. a one-tenth cent sales tax increase
2. a one-eighth cent sales tax increase

... If this election were being held today, would you support or oppose this ballot issue? Do you strongly (support/oppose) or only somewhat (support/oppose) this issue?

7. Strongly support
6. Somewhat support
- x. Not sure (*if so – ask Q8b*) ----->
2. Somewhat oppose
1. Strongly oppose
9. Refused (*if so – skip to Q10*)

Q9. And what would your major reason why you (support/oppose) this ballot issue?

Q8b. Do you lean more towards:

5. Supporting this issue, or
3. Opposing this issue?
4. (*don't ask:*) Still not sure

Q10. Next, I'd like to read some statements - that support this proposal - to develop a bus system in St. Charles County ... and after I read each statement, please tell me if that makes you: more likely to support this ballot issue, more likely to oppose this ballot issue, or if that statement has no impact on how you feel about this issue.

		<i>More Support</i>	<i>No Impact</i>	<i>More Oppose</i>	<i>Not Sure</i>
	<i>(rotate and read off)</i>				
a.	The St. Charles County bus line would take passengers directly to a Metrolink station.	3	2	1	9
b.	The county would contract with an outside company to run the bus system	3	2	1	9
c.	Other counties the same size as St. Charles already have bus systems	3	2	1	9
d.	The buses will be wheelchair accessible so that the disabled and seniors can get to medical care	3	2	1	9
e.	If successful, other bus routes – along Highway 40 or 94 – could be developed later	3	2	1	9
f.	There would be less traffic congestion - if more people took public transportation	3	2	1	9
g.	A bus system is needed in order to supply some local businesses with workers	3	2	1	9
h.	Jobs and economic growth would be hurt without a public transportation system	3	2	1	9
i.	If more people took public transportation – it would help clean our environment	3	2	1	9

Q11a. Now, after you have heard all of these arguments – if the election were being held today – would you support or oppose a:

(rotate options - same as before - read only one for each respondent)

1. a one-tenth cent sales tax increase
2. a one-eighth cent sales tax increase

To establish a St. Charles County bus system? Do you strongly (support/oppose) or only somewhat (support/oppose) this ballot issue?

7. Strongly support
6. Somewhat support

- | | |
|---|--|
| x. Not sure <i>(if so – ask Q11b)</i> ----- | → Q11b. Do you <u>lean</u> more towards: |
| 2. Somewhat oppose | 5. Supporting this issue, or |
| 1. Strongly oppose | 3. <u>Opposing this issue?</u> |
| 9. Refused | 4. <i>(don't ask:)</i> Still not sure |

Q13a. Next, I'd like to get your reaction to another issue that might be on the ballot ... a sales tax to fund a public medical clinic for uninsured St. Charles County residents. Supporters of this proposal say that this clinic will relieve over-crowding in hospital emergency rooms and will lower health insurance premiums for all St. Charles County residents ... If this issue were on the ballot today, would you support or oppose it?

Do you strongly (support/oppose) or only somewhat (support/oppose) this ballot issue?

- 7. Strongly support
- 6. Somewhat support
- x. Not sure (if so – ask Q13b) ----->
- 2. Somewhat oppose
- 1. Strongly oppose
- 9. Refused

Q13b. Do you lean more towards:

- 5. Supporting this issue, or
- 3. Opposing this issue
- 4. (don't ask:) Still not sure

Q14. About how long have you lived in St. Charles County?

_____ years
 (if respondent says "whole life" to skip to Q16)

Q15. In what county - did you live - before you moved to St. Charles County?

- x. St. Louis County (if so – ask:) What part of St. Louis County? (read off parts of County)
- 1. North St. Louis County
- 2. West St. Louis County
- 3. South St. Louis County
- 4. Central St. Louis County
- 5. Another part of St. Louis County? --- (if so – specify:) _____
- 6. St. Louis City
- 7. Other MO / IL counties (if so – specify:) _____
- 8. Outside of MO / IL
- 9. (skipped) Have lived in St. Charles County "whole life"

Q16. Do you work outside of your home? (if no circle (0) – and go to Q18)
 In what county do you work?

- 1. St. Charles County
- 2. St. Louis County
- 3. St. Louis City
- 4. Lincoln County
- 5. Warren County
- 6. Other (specify:) _____
- 0. No, works out of home
- 7. Does not have a job
- 8. Retired

Q17. How would you describe yourself politically: conservative, moderate, or liberal?
(if not sure/refused – circle below and go to Q18) And would you consider yourself ...

If said conservative:

7. Very conservative, or
6. Somewhat conservative

If said moderate:

5. Leaning towards being conservative
3. Leaning towards being liberal
4. Or right in the middle

If said liberal:

1. Very liberal, or
2. Somewhat liberal

(record - don't ask:)

9. Not sure / Refused
0. Other (specify:) _____

Q18. Are you – or any member of your family - a member of a labor union?

1. Yes
2. No / not sure
9. (don't ask:) Refused

Q19. Which one of the following age categories do you fit into ... are you:

1. Under 35
2. 35 to 44
3. 45 to 54
4. 55 to 64, or
5. 65 and older?
9. (don't ask:) Refused

Q20. And finally, which of the following categories does your household's annual income (before taxes) fit into ...

1. Under \$40,000 per year
2. \$40,000 to \$70,000
3. \$70,000 to \$100,000
4. More than \$100,000 per year?
8. (don't ask:) Not sure
9. (don't ask:) Refused

---- TERMINATE INTERVIEW - THANK RESPONDENT FOR COOPERATION -----

Q21. (pull from file) Respondent's Zipcode: Interviewer's initials: _____

_____ - _____ - _____ - _____ - _____

Phone Number: (_____) _____

TABLE OF CONTENTS

Executive Summary

Background and Objectives	1
Methodology	1
Issues	2
Taxation	2
Ballot Issues	2
Impact of Arguments	3
Demographics	3
Conclusions and Recommendations	4

Key Findings

Most Important Issue	5
Rate of County Growth	6
Willingness to Pay Higher Taxes	7
Support for Raising Taxes by Political Self-Description	8
Need for a Bus System	9
Support / Oppose Bus Issue	10
Reason for Opposition	11
Reason for Support	12
Impact of Support / Opposition	13
Support / Oppose Bus Issue	15
Support / Oppose Ballot Issues	16

Demographics

Length of Residence in County	17
Previous Area of Residence	18
Respondent's Work Location	19
Respondent's Political Description	20
Respondent's Labor Affiliation	21
Respondent's Age Group	22
Respondent's Income Group	23
Respondent's Home Zipcode	24
Respondent's Gender	25

Appendix

Zipcode Map - St. Charles County	27
Reasons for Support/Opposition	28
Survey Instrument	47
Crosstabulations (<i>under separate cover</i>)	xx

EXECUTIVE SUMMARY

Background and Objectives

- The Economic Development Center (EDC) of St. Charles County is interested in placing a couple of issues on the ballot as early as November 2008: a sales tax to develop a bus system in the county; and a tax to support a public health clinic for uninsured residents.
- The EDC has asked The Prell Organization to conduct a research study to determine the feasibility of passing these two ballot issues. The major objectives of this research are to:
 - Develop a benchmark survey from which a campaign can base strategy
 - Get reactions to specific messages that will resonate well with the voters
 - Determine geographic and demographic strengths for targeting purposes
 - Allow for the tracking of key questions to monitor changes in voting preferences

Methodology

- We completed 401 telephone interviews with likely November election voters during the month of January 2008. The sample was drawn randomly from list of all St. Charles County households based on the population of each Zipcode (see the Appendix for a map).
- All interviews were conducted at a centrally-supervised call center during, the early evening and weekend hours, in order to capture a random sample of working and non-working persons. The survey averaged 13 minutes in length.
- The overall margin of error on a sample size of n=401 is plus or minus 4.9 percent at a confidence interval of .95. This means that if this survey were conducted 20 times the results would fall within this margin 19 times.

Issues

- The issues important to St. Charles voters have changed dramatically since our 2004 survey – even though both surveys were conducted at almost the same point in the Presidential election cycle. Now, because of a looming recession, a third of the respondents mention the economy as the most important issue (34%), compared to only four percent in 2004.
- While taxes are a constant issue (17%), in many other ways, the political environment is much different now, with healthcare and other ‘national’ issues emerging, while roads and education becoming less important. The lack of interest in the “roads” issue may be suppressing the need for a bus system.
- A large group of voters think that the county is growing “too fast” (42%), a perception that leads them to oppose measures – such as a bus system – that would increase the number of people living or working in the county. On the other hand, a majority of the voters say that growth is occurring at “just about the right rate” (51%) or “too slow” (4%).

Taxation

- The group of voters who say taxes are the most important issue present a formidable barrier to the passage of any tax increase. Those “not at all willing” to raise taxes (which varies between 30% and 46%) are the base of the anti-tax vote. Only three services generate more “willing” than “not willing” votes: schools, roads/bridges, and police/fire.
- The voters’ willingness to raise taxes for public transportation is among the lowest of the eight services tested in this survey: nearly half of the respondents (48%) say they are “not willing at all” while about a quarter say that they are either “willing” (15%) or “very willing” (12%). Only a quarter (25%) are on the fence (“somewhat willing”).
- “Health care for uninsured” generated much better support (30% willing or very willing), with just a little more opposition (36% not willing) than support. This level of support is significantly higher than how well the more generic service “hospitals and healthcare facilities” tested (26% very/willing to 42% not willing).

Ballot Issues

- Two-fifths of the respondents (40%) agree that a bus system for St. Charles County is “unnecessary,” as opposed to being needed “right now” (29%) or within the “next five years” (27%). While there is a large group of voters who are unlikely to ever support a bus system, this shows that – over time – a majority might be fashioned to approve one.
- The same core group (39%) emerged again as those who “strongly oppose” the passage of a bus sales tax. And when combined with those who “somewhat oppose” this issue (20%), the nearly three-fifths of all respondents in opposition represent a large hurdle to passage – especially when compared to the 38 percent who support it.

- There is little significant difference between the voters' reaction to this issue and the amount of the proposed increase (either 1/8th of a cent or 1/10th of a cent was read to the respondents). The lower amount actually generated more "strongly" responses – both in support and opposition – suggesting that 1/10th sounds lower to some and higher to others.
- After the respondents were asked to respond to eight arguments favoring the bus sales tax issue, there was a significant shift from "somewhat oppose" (-6%) to "strongly support" (+9%). However, those "strongly opposed" (38%) barely moved at all and this issue would still fail by a 52 to 47 percent margin – even after all the positive arguments are factored in.
- A sales tax to fund a "public medical clinic for uninsured residents" fares a little better. Without much of a detailed description (other than it would relieve ER over-crowding and lower insurance premiums), this ballot issue has an equal amount of support (47%) as opposition (47%) – although the "strongly opposed" group is still relatively large (31%).

Impact of Arguments

- Voters oppose a bus sales tax for two main reasons: they feel it is "not needed" (37%) or because they feel that taxes (36%) are already "too high" or this particular tax is an "unwise" use of taxes. In addition, a large group (20%) would not use the bus system, or would not access it because of its proposed routing is not convenient to them.
- The reasons given for supporting this issue can be divided into two main groups: 1) those who have a self-interest in its passage - less traffic (31%) or saving fuel costs (20%); and 2) an even larger group supports this ballot issue for more altruistic reasons - it is "needed" (26%), less pollution (18%), helps the poor (14%) or helps the elderly/disabled (13%).
- These reasons are echoed by the respondent's feedback on some of the eight messages we tested: "disabled and seniors can get to medical care" (63% more likely to support), "it would help clean our environment" (55%) and "there would be less traffic congestion" (53%). Taking "passengers directly to a Metrolink station" (59%) also resonated well.
- Economic arguments, such as "supply some local businesses with workers" (46%) and "jobs and economic growth would be hurt" (34%), will have some impact on voters. However one argument is almost meaningless ("other counties already have bus systems") and another counter-productive ("contract with an outside company").

Demographics

- For the most part, there is only one demographic characteristic that matters: how the respondent describes him/herself politically. Not only is a solid majority of the voters (56%) "conservative" in some way (very, somewhat or leaning), but these conservatives are much more likely to oppose the bus sales tax issue – and they form the core of the opposition.
- In addition, women are much more likely to favor a bus sales tax (48% support to 51% oppose) compared to men (32% to 69%). And while a family labor affiliation might account for as much as 30 percent of the vote, these people are no more likely to support this issue than those without union family member.

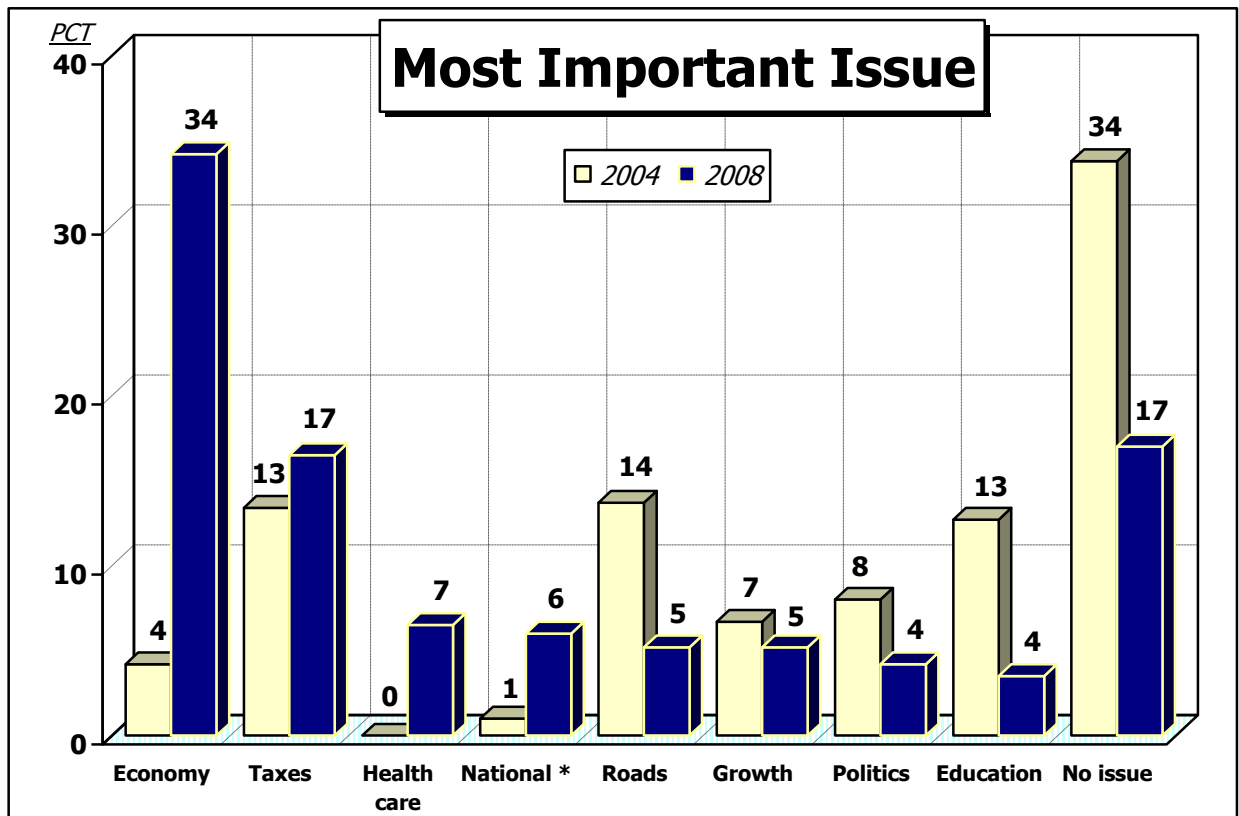
Conclusions and Recommendations

- The underlying **support** for any new tax in St. Charles County is not terribly strong and it is **particularly weak for public transportation**. There is a lack of willingness to raise taxes at all; a bus system is generally thought of as “unnecessary”; and there is a core base of “strongly opposed” voters. Even after these respondents were given eight good arguments to support this issue, the core opposition remained high and unchanged.
- Although this core opposition (around 40%) may not be reduced in any significant way, there is a ‘soft’ group who: think that a bus system will be needed within the next five years; are only “somewhat opposed” initially; and can be persuaded with positive arguments. There are **enough of these voters to make this race competitive** in November 2008, although passage might not come until a second attempt.
- The biggest **reason to oppose** this ballot issue is the perceived **lack of need**, which refers to the fact that the vast majority of these voters do not use public transportation (.3%, according to the 2000 U.S. Census) and they are unlikely to use such a system if it came to St. Charles County. Not only are we asking these voters to pay for something they don’t need, but they are also anti-tax to begin with.
- As the economic environment evolves over the course of the next eight months, the voters’ opinions are likely to change. A **deepening recession would make voters less willing** to raise the sales tax – regardless of how small an increase is proposed – while a return to increasing real estate prices would make them feel wealthier and thus more open to investing in their county’s future.
- The political environment is also subject to change. These respondents have indicated a very high likelihood to vote and any diminution of overall political interest (i.e. a **lower turn-out) would produce fewer supporters**. However, the bus sales tax issue gets close to passage only if we can communicate many of the positive arguments and any organized opposition would reduce the impact of these positive arguments.
- If the bus issue is on the ballot in November, there are some positive messages that would resonate with voters: **giving the elderly and disabled access to medical care** and a cleaner environment. And while a MetroLink connection is a net positive, it also raises some concerns about the increased number of outsiders. In addition, supporters should seriously consider not contracting the management of a bus system to an outside company.
- It does not matter how big a sales tax is asked for: **voters cannot ‘hear’ the difference** between an 1/8th cent increase and a 1/10th cent increase. If the extra 12+ mills would make a significant operational difference, then ask for the larger increase. But if the smaller amount is used, make sure that it is expressed in consumer-friendly terms, such as a penny on a \$10 purchase or ten cents on a \$100 grocery bill.
- A sales tax to fund a **public medical clinic** for uninsured St. Charles County residents actually has a **better chance to succeed** at the ballot this year – and preferably in November when turn-out would be higher. Even though most voters are unlikely to directly and personally benefit from the passage of either ballot issue, the public health clinic generates more sympathy because basic medical care is considered more essential.

KEY FINDINGS

Q4. "In your opinion, what is the most important issue facing the people of St. Charles County right now?"

- The "most important issue" to St. Charles County voters has changed substantially since we last surveyed this population nearly four years ago (in May 2004). Economic issues (34%) are now most frequently mentioned, whereas these issues were hardly mentioned four years ago (3%). Taxes (17%/13%) were mentioned frequently in both surveys.

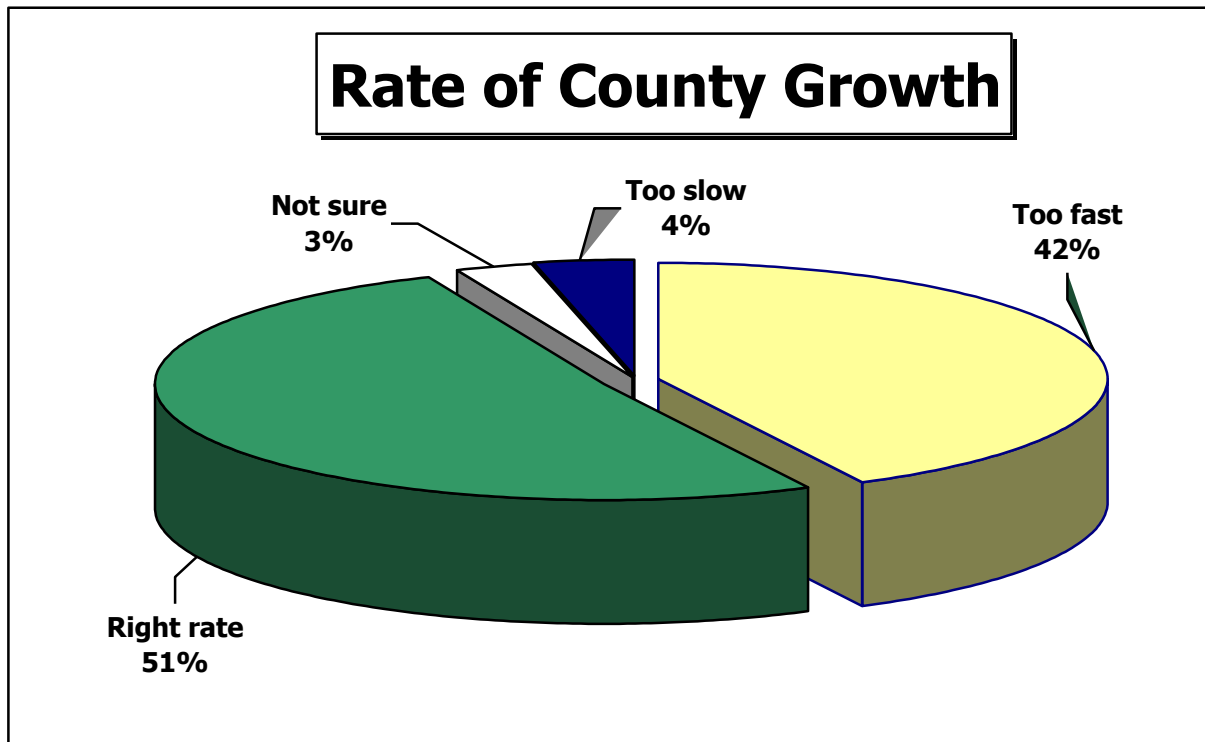


* National issues (2008): Iraq war, illegal immigration, national security (2% each); base: n=401

- On the other hand, some issues have become less important over the past four years, including roads (5% - down from 14%) and education (4% - down from 13%). Despite the fact that both surveys were conducted at nearly the same point in a Presidential cycle year, the percentage of those without an issue has been cut in half (17% - down from 34%).
 - Those who mention **taxes** are more likely to: strongly oppose the bus sales tax, think that a bus system is not necessary, be male and under 45 years old.
 - If the **economy** is their most important issue, they tend to: support the bus sales tax and the public medical clinic, and are moderate to liberal.
 - And those who say the **other issues** are important strongly oppose a public medical clinic, but say the county needs a bus system now, are female and age 55 to 64.

Q5. "And how do you feel about the rate of growth here in St. Charles County ...
Is the county growing too fast, too slowly or is it growing at just about the right rate?"

- The voters are split on the direction of growth in the county; about one-half of the respondents say that the county is growing at "just about the right rate" (51%), while more than two-fifths say that the growth rate is "too fast" (42%). Only a handful contend that things are growing "too slowly" (4%).

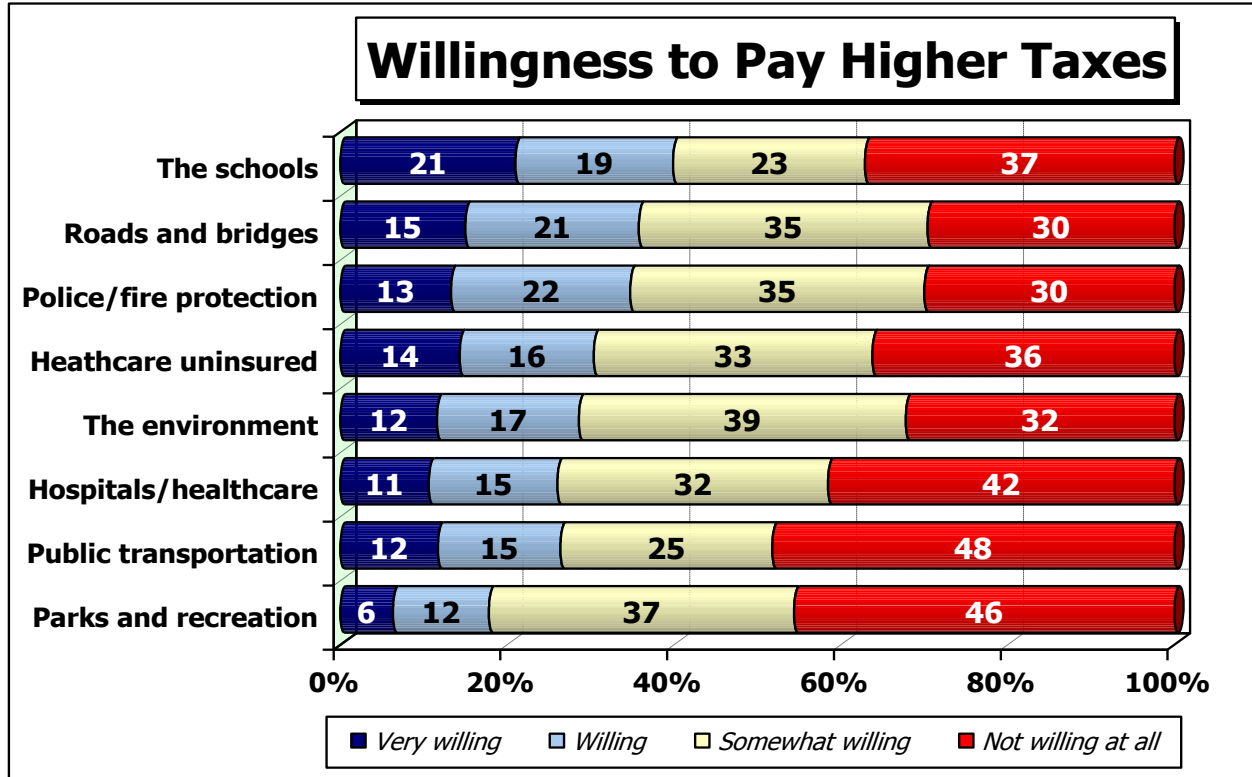


Base (n=401)

- The respondents who think that growth is occurring **too fast** also tend to: strongly oppose the bus sales tax issue, have lived longer in the county, are 65 years or older, less wealthy, work (or stay) at home, and live in the western part of the county.
- Those who say that growth is **just about right** are more likely to: just somewhat oppose the bus sales tax, be more recent in-migrants to the county, work in another county, be much younger, earn more than \$100K/yr, and live in St. Peters.

Q6. "Next, I'd like to ask you how willing you are to raising taxes if you knew that all of the added taxes would be spent on improving (insert) in St. Charles County?
 Would you say that you are:
 Very willing, willing, somewhat willing or not willing at all to raising taxes for this?"

- The voters are somewhat open to increasing taxes on many types of services, with nearly equal numbers saying that they are very willing/willing as are "not willing at all": schools (40% to 37%), roads and bridges (36% to 30%) and police/fire protection (33% to 30%). In each case, the remainder are only "somewhat willing."



Base (n=394-399)

- Two other services are slightly less popular with the voters: health care for uninsured residents (30% to 36%) and the environment (29% to 32%), while the final three issues generated much less support than opposition: hospitals and healthcare facilities (26% to 42%), public transportation (27% to 48%) and parks and recreation (18% to 46%).
- The poor reaction to public transportation is particularly discouraging because this issue starts with nearly half of all the respondents "not willing at all" to raise taxes to improve this service (48%).
- In general, anti-tax attitudes are highly correlated with the perception that a bus system is not necessary – except that there appears to be a willingness to raise taxes for police and fire protection regardless of one's view of a bus system.

- On the other hand, there is no correlation between the perception of the county’s rate of growth and the willingness to raise taxes – except that “no growth” voters oppose raising taxes for roads and bridges.
- In general women are significantly more positive about raising taxes on all services (except for public transportation), while those from union household also support raising taxes on all services (except for schools and public transportation).
- The table below shows how closely connected the willingness to raise taxes is with one’s politics. In most cases, liberals are significantly more likely to support raising taxes, while those who are “somewhat conservative” or “in the middle” are not only very similar in their views, but they are also more willing to raise taxes than those who are “very conservative.”

Support for Raising Taxes by Political Self-Description					
	<i>Very Cons.</i>	<i>Some Cons.</i>	<i>In the Middle</i>	<i>Liberal</i>	<i>Overall Mean*</i>
The schools	1.75	2.30	2.24	2.67	2.24
Roads and bridges	1.83	2.23	2.29	2.61	2.21
Police and fire protection	1.71	2.35	2.19	2.42	2.18
Heath care for uninsured residents	1.54	2.02	2.15	2.75	2.09
The environment	1.62	2.07	2.19	2.53	2.08
Hospitals and healthcare facilities	1.61	2.08	1.97	2.20	1.95
Public transportation	1.51	1.88	1.90	2.47	1.90
Parks and recreation	1.63	1.77	1.71	2.08	1.78

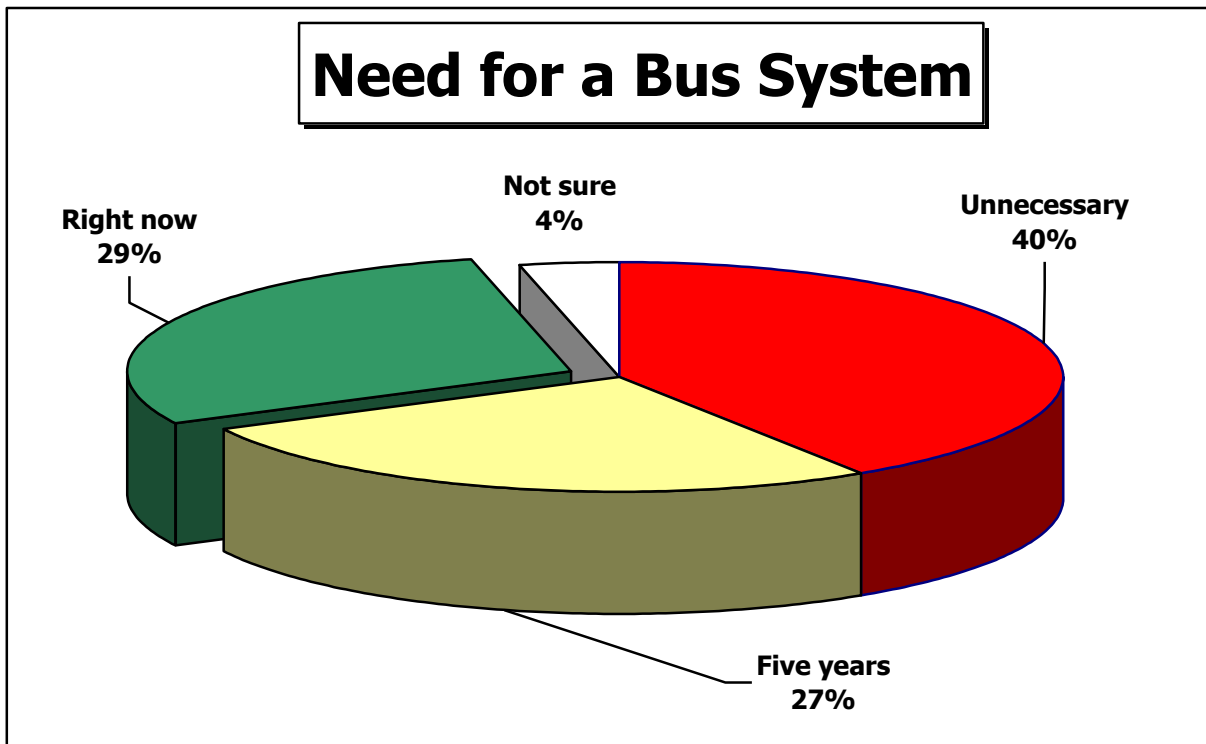
* Mean score calculated by converting: strongly support=4; somewhat support=3; Somewhat oppose=2; strongly oppose=1. The higher the score the more supportive.

Demographic Analysis:

- **The schools** are supported by: people with 15 or fewer years in the county, those who did not migrate from outside the St. Louis area, and younger people.
- **Hospitals and healthcare** facilities are supported by: people with 16 to 30 years in the county, and those who did not migrate from outside the St. Louis area.
- **Public transportation** is not supported by: respondents who say the “taxes” are the most important issue, residents of 63366/68, men, voters who have lived in the county 8-15 years and who moved here from outside the metro area.
- **Heath care for uninsured** residents is supported by: those who say the economy is the most important issue, people with 16 to 30 years in the county, those who did not migrate from outside the St. Louis area, people who earn less than \$40,000 per year.
- **Parks and recreation** are supported by voters who work outside of St. Charles County, those 45 to 64 years old, and who earn more than \$70,000 per year.

Q7. "There has been some public discussion about developing a bus system for St. Charles County ... In your opinion, does St. Charles County need a bus system right now, will the county need one in the next five years or is a bus system unnecessary in this county?"

- While the largest group of respondents agree that a "bus system is unnecessary in this county" (40%), a solid majority say that the county needs "a bus system right now" (29%) or that the county will "need one in the next five years" (27%). This suggests that support for a bus system may grow over time.

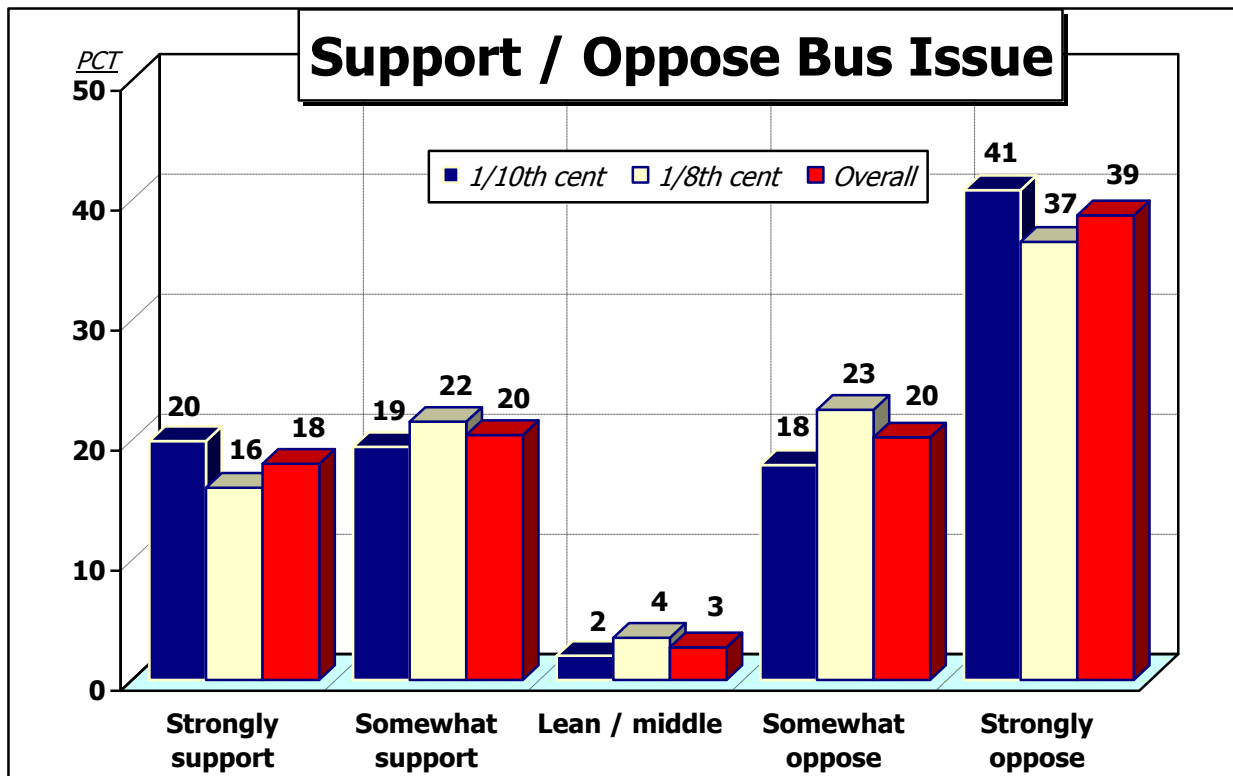


Base (n=401)

- It is not surprising that the stronger the support for the bus sales tax, the more one wants a bus system built. And while more than half of those who "somewhat oppose" this issue feel that a bus systems in "unnecessary" (55%), there is a good deal support among this group to build one "within the next five years" (36%) or even now (9%).
- Those who want a bus system "**right now**" also tend to see issues other than taxes or the economy as the most important, have lived in the county 16-30 years, do not work in another county, are politically liberal, female and live in the eastern part of the county.
- And those who feel that a bus systems in **unnecessary** point to the economy as the most important issue, tend to be very or somewhat conservative, male, and under 45 years old.

Q8. "Now, I'd like to tell you a little more about this proposed bus system in St. Charles County ... The first bus line that would be developed would run along the Highway 70 corridor from Wentzville to Mid-Rivers Mall to the City of St. Charles.
 In order to pay for this bus system, the voters in St. Charles County would have to approve a (one-tenth / one-eighth) cent sales tax increase.
 If this election were being held today, would you support or oppose this ballot issue?
 Do you strongly (support/oppose) or only somewhat (support/oppose) this issue?"

- Overall, support for the bus sales tax issue (38%) falls considerably short of the opposition (59%), with relatively few undecided or leaning (3%). There is no statistically significant difference between the responses of those who were read the 1/10th cent increase and those who were told that the increase would be 1/8th of a cent.



Base (n=401)

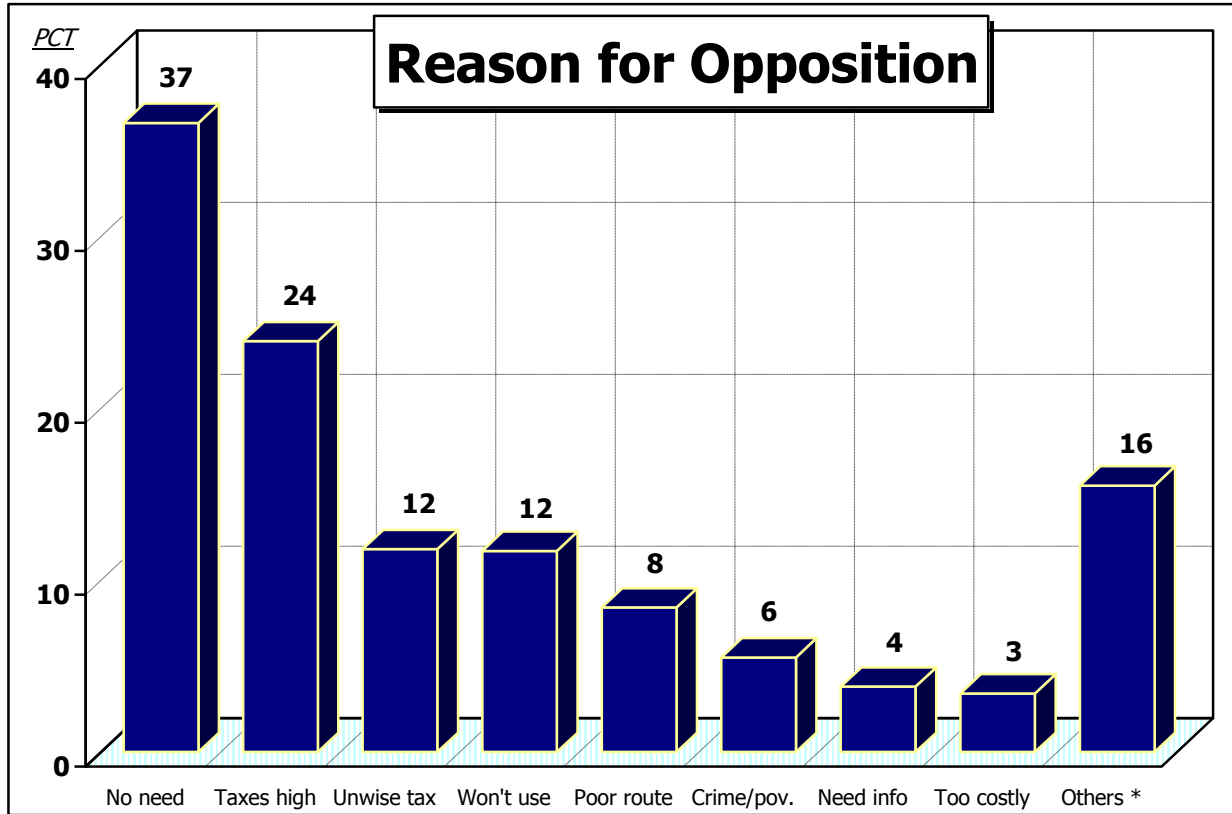
- While there is no connection between the perception of the rate of county growth and support or opposition to this ballot issue, those who say "taxes" are the most important issue are more likely to be in opposition.

Demographic Analysis:

- Women are more likely to "strongly support," while men tend to "strongly oppose" this ballot issue.
- Those who live in the 63303/04 zipcodes are more likely to support this issue, while those who live in 63366/68 tend to oppose it.
- Liberals are more likely to "strongly support" this issue (41%), while conservatives of every stripe (both very and somewhat) are equally and very negative.

Q9. "And what would your major reason why you oppose this ballot issue?"

- Two major reasons for opposition emerged: the sense that a bus system is just "not needed" (37%); and taxes were mentioned in two contexts - taxes are "already too high" (24%) and spending tax money on a bus system is "unwise" (12%).

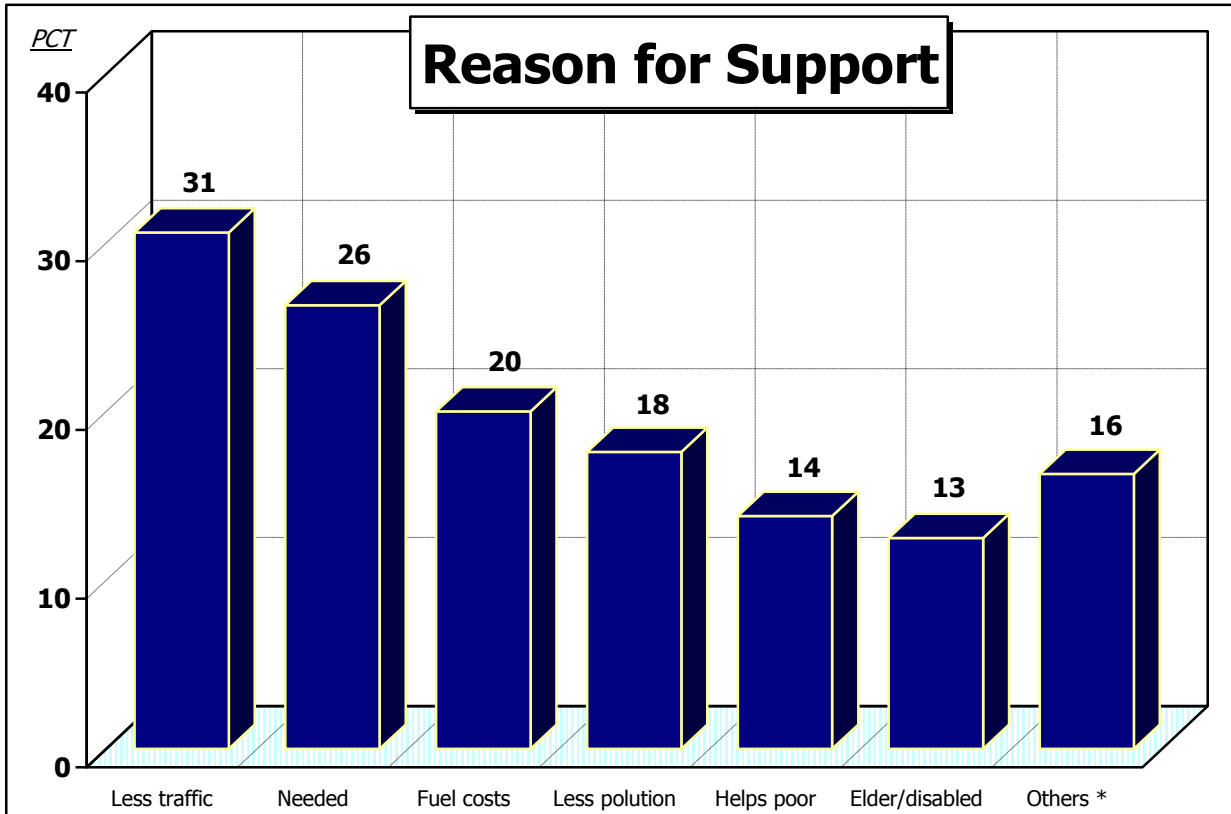


* Others: Hurts business, prefer Metrolink, no St. Louis connection (3% each); not close, pollution, taxes not high enough to support it (1% each); no reason (2%). Base (n=238). A full list of verbatim responses may be found in the Appendix.

- Some reasons focus on one's disinterest in using (12%) or a lack of access to (8%) the bus system, while others are concerned about an increase in poverty or crime (6%). There is little difference between those who are very opposed versus somewhat opposed, except that 11 percent of those "somewhat" needed more information (vs. none of those "very").

Q9. "And what would your major reason why you support this ballot issue?"

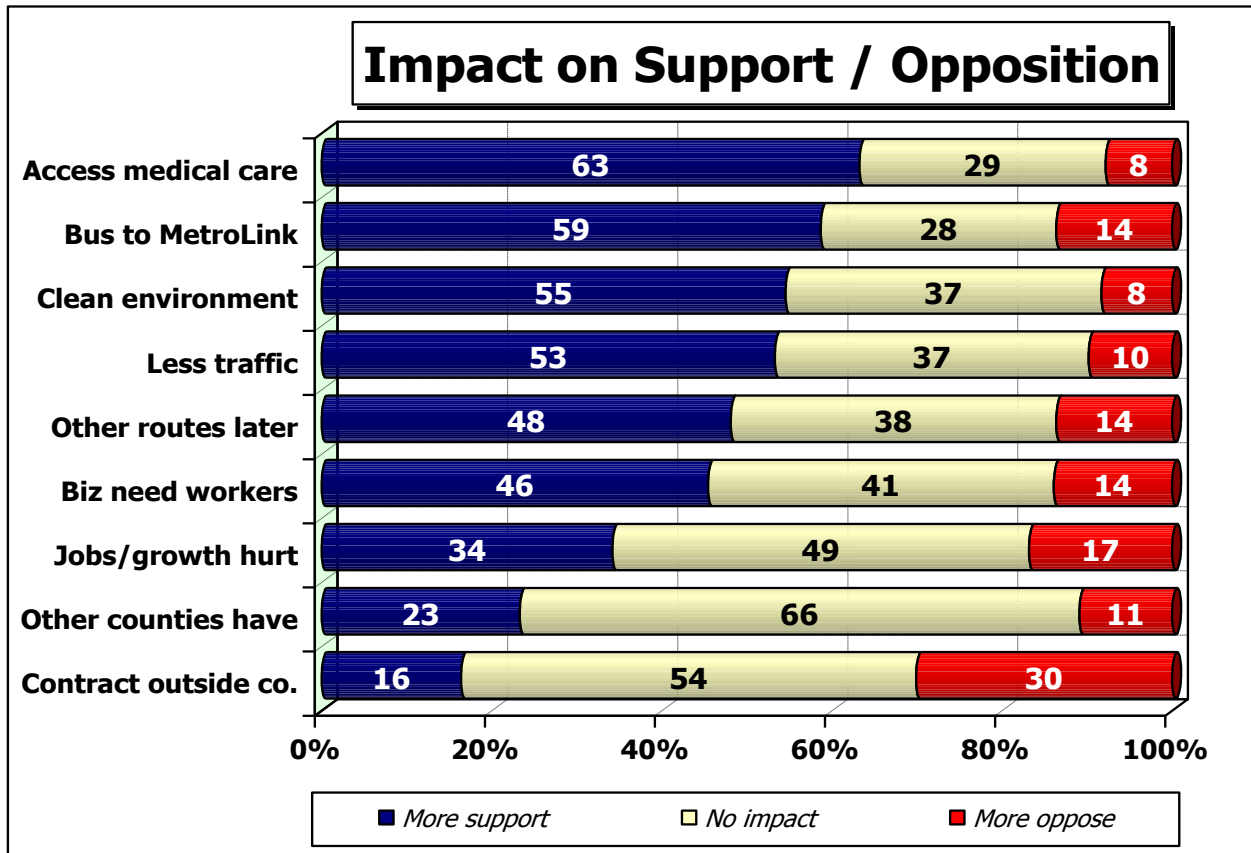
- Support for this ballot issue can be divided into two main groups. One group is largely self-interested: less traffic (31%), lower fuel costs (20%). Another even larger group is more socially-responsible: public transportation is needed (26%), less pollution (18%), helps poor/those without a car (14%) and helps the elderly/disabled (13%).



* Others: Transportation to work/school (7%); reduces unemployment (5%); less teen driving, save on insurance/upkeep (3%); transportation alternative, low-income transportation (2%), access to StL, safer (1%); frees-up police, convenient, would use, tourism (<1%). Base (n=160).

Q10. "Next, I'd like to read some statements that support this proposal to develop a bus system in St. Charles County and after I read each statement, please tell me if that makes you: more likely to support this ballot issue, more likely to oppose this ballot issue, or if that statement has no impact on how you feel about this issue."

- To a large extent, the reasons that were given for supporting this issue are reflected in which of these messages will work. Telling voters that "the buses will be wheelchair accessible so that the **disabled and seniors** can get to medical care" generates the greatest amount of incremental support (63%), with only 8 percent more likely to oppose.



* Base: (n=385-400)

- Telling voters that the "bus line would take passengers directly to a **Metrolink** station" would help a majority of the voters feel more positive about this issue (59%), but it would also motivate a large group (14%) to vote against it. This statement shows how county residents can connect with St. Louis, but also how outsiders can connect with St. Charles.
- Two other statements would also rally a majority of the voters to be more supportive without upsetting too many people. Both of these ideas were mentioned prominently – and unaided – when "yes voters" were asked to supply reasons for their support.
 - "If more people took public transportation it would help clean our environment" (55% more support to 8% less support)
 - "There would be less traffic congestion if more people took public transportation" (53% more support to 10% less support)

- Three other statements would help the cause marginally, persuading more voters than dissuading, although the net number of persuaded voters for the third statement (only 17%) makes that the least credible one.
 - *"If successful, other bus routes along Highway 40 or 94 could be developed later"* (48% more support to 14% less support)
 - *"A bus system is needed in order to supply some local businesses with workers"* (46% more support to 14% less support)
 - *"Jobs and economic growth would be hurt without a public transportation system"* (34% more support to 17% less support)

- There are two statements that would have little or no positive influence on the vote. The first one generates so many "no impact" responses (66%) that it appears to be either unbelievable or not important to voters. And the last statement actually hurts the issue more than it helps it; voters clearly want more local control.
 - *"Other counties the same size as St. Charles already have bus systems"* (23% more support to 11% less support)
 - *"The county would contract with an outside company to run the bus system"* (16% more support to 30% less support)

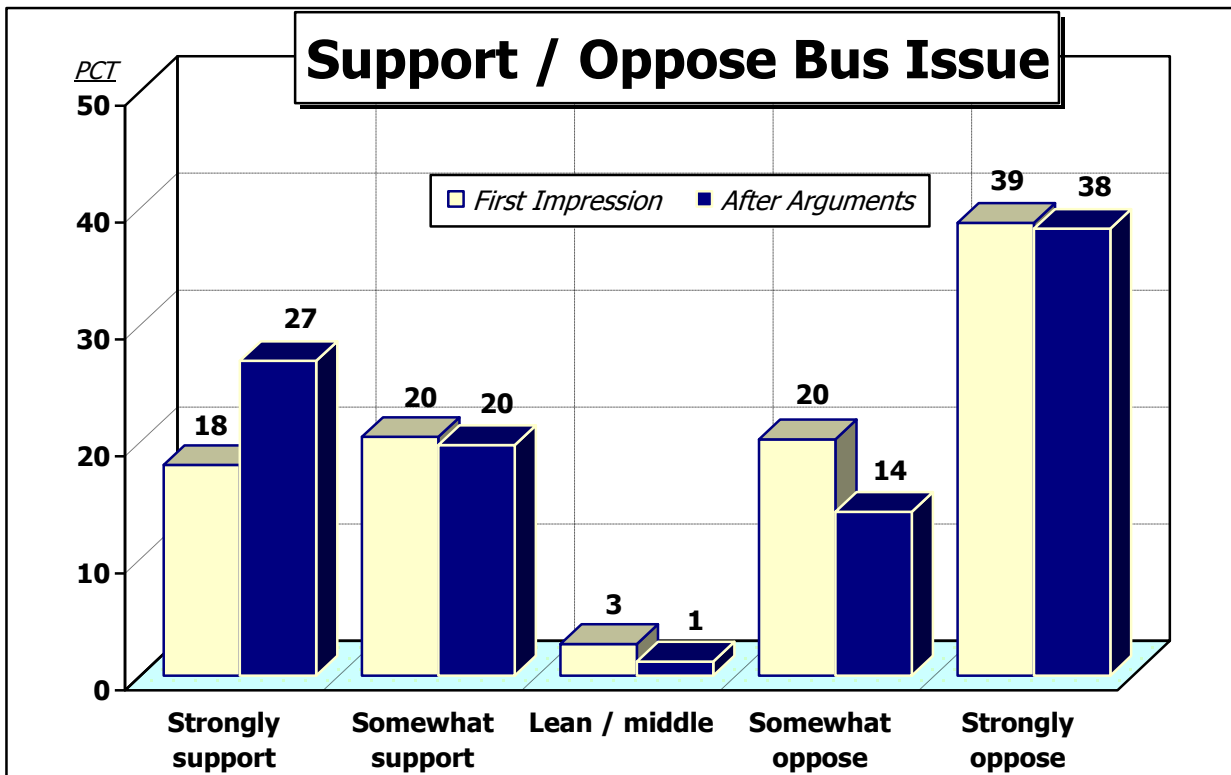
- All of these statements (except for the two lowest rated) would move between six and nine percent of the voters to strongly support. However, the top two statements (access to care / Metrolink) are much more successful in impacting the critical swing voters: those "somewhat opposed" or who think a bus system will be needed "in the next five years."

Demographic Analysis:

- Those with 16 to 30 years residence in the county are more likely to be impacted positively – especially by the traffic congestion and jobs/economic growth arguments.
- Those who stay at home or work in the county are much more likely to be persuaded by the argument that gives access to the elderly/disabled than those who work elsewhere.
- Women are more likely than men to be affected by all of these statements – except the weakest argument (an outside company).
- Voters older than 55 are more susceptible to some of the key arguments: access to medical care for the elderly / disabled and less traffic congestion.
- People who reside in eastern part of the county are more likely to be impacted by the MetroLink argument.
- The more liberal the respondent, the more likely he/she is persuaded by most of these arguments - particularly the one that says "other bus routes could be developed later."
- However, moderates and those somewhat conservative (representing 57% of the vote) tend to be affected more by the top two statements.

Q11. "Now, after you have heard all of these arguments if the election were being held today would you support or oppose a (one-tenth / one-eighth) cent sales tax increase to establish a St. Charles County bus system?
Do you strongly (support/oppose) or only somewhat (support/oppose) this ballot issue?"

- We tested the bus sales tax issue twice: a first impression where the respondents had little information about the issue (other than the actual question wording – see Q8); and then after nine positive arguments were read to the respondents (see Q10).

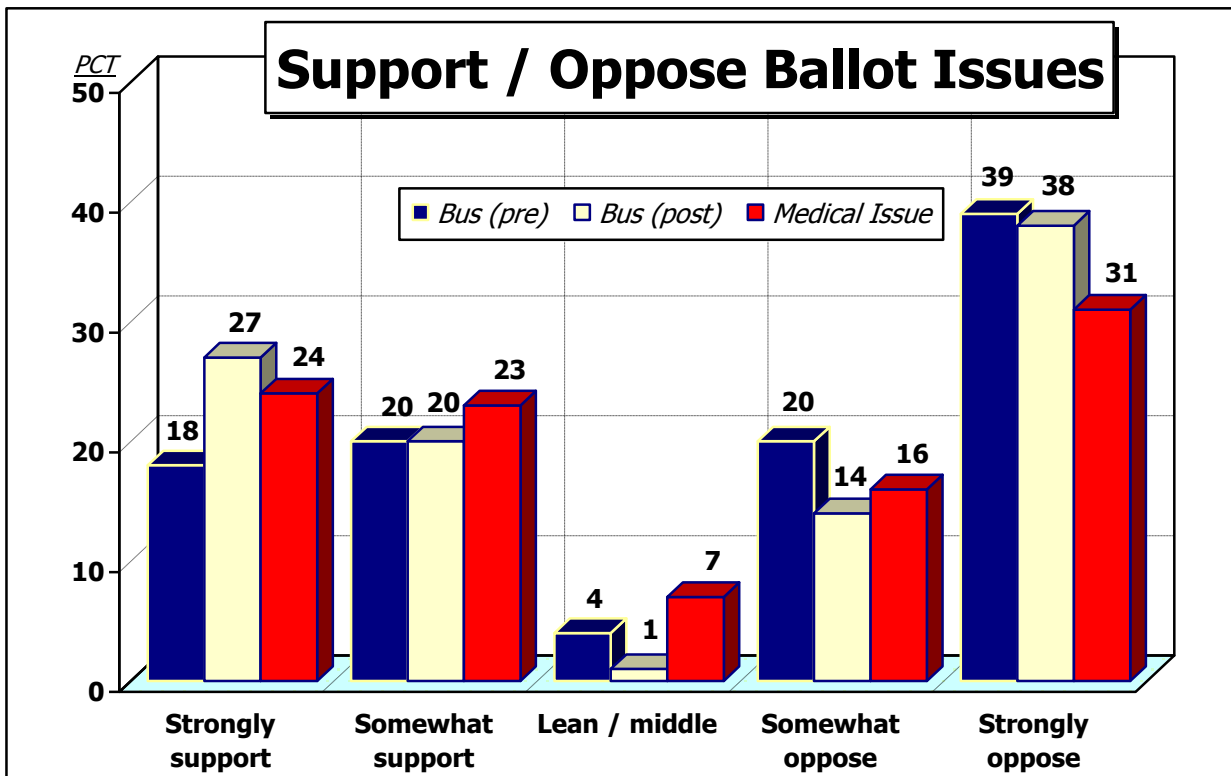


Base (n=401)

- Support for this issue starts at 38 percent (strongly + somewhat) against 59 percent for the opposition, with few leaners or undecided (3%). After the respondents had been 'educated' by these arguments, there was a pronounced shift from "somewhat oppose" (-6%) to "strongly support" (+9%), although the core opposition remained almost unchanged.
- From their initial position (first impression), those who strongly opposed or supported this issue, for the most part, stayed with that position after the arguments were read to them. However, many of those with a "somewhat" level of support or opposition moved in a positive direction.
 - Strongly support: 93 percent stayed with "strongly support."
 - Somewhat support 36 percent moved to "strongly support."
 - Somewhat oppose: 29 percent moved to either "strongly" or "somewhat support"
 - Strongly oppose: 86 percent stayed with "strongly opposed."

*Q13. Next, I'd like to get your reaction to another issue that might be on the ballot ... a sales tax to fund a public medical clinic for uninsured St. Charles County residents. Supporters of this proposal say that this clinic will relieve over-crowding in hospital emergency rooms and will lower health insurance premiums for all St. Charles County residents ...
If this issue were on the ballot today, would you support or oppose it?
Do you strongly (support/oppose) or only somewhat (support/oppose) this issue?"*

- A second ballot issue was tested concerning a another sales tax (of an unspecified amount) for a "medical clinic for uninsured" residents. Support (47%) and opposition (47%) are equally balanced, although the opposition is more strongly opposed (31%) than the supporters (24%).



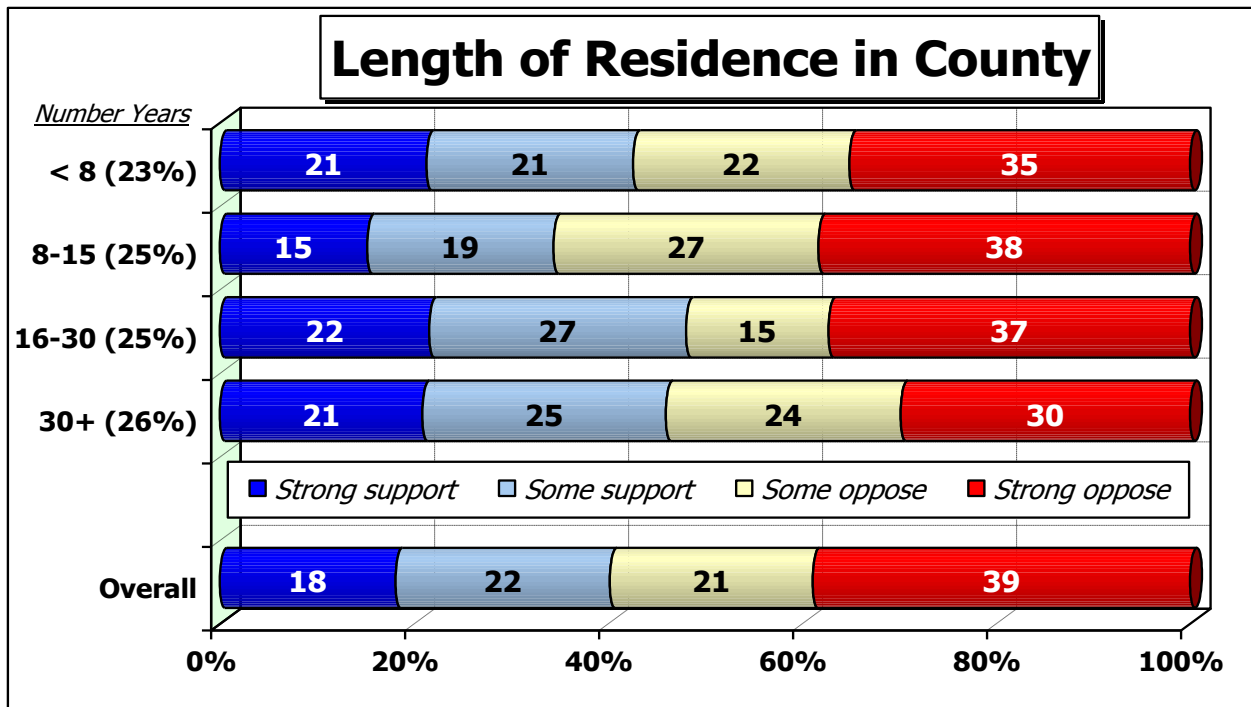
Base: (n=401)

- Because it is possible that this issue may be placed on an August primary ballot, we asked the respondents about their likelihood to vote in such an election (as opposed to a November General Election). If we exclude the 19 percent of the overall sample who are not "very likely" to vote in a primary, support for this issue drops 2-3 percentage points.
- Like the bus sales tax issue, a public medical clinic is more likely to be supported by many of the same groups: liberals, women, households earning less than \$40,000 per year and people who reside in the 63303/04 zipcodes.

DEMOGRAPHICS

Q14. "About how long have you lived in St. Charles County?"

- About one-quarter of the sample fall into each of these four tenure categories; there are no statistically significant differences in how they would vote for the bus sales tax issue when asked initially (first impression). However, support among those with less than eight years tenure is slightly higher – after the arguments are read.

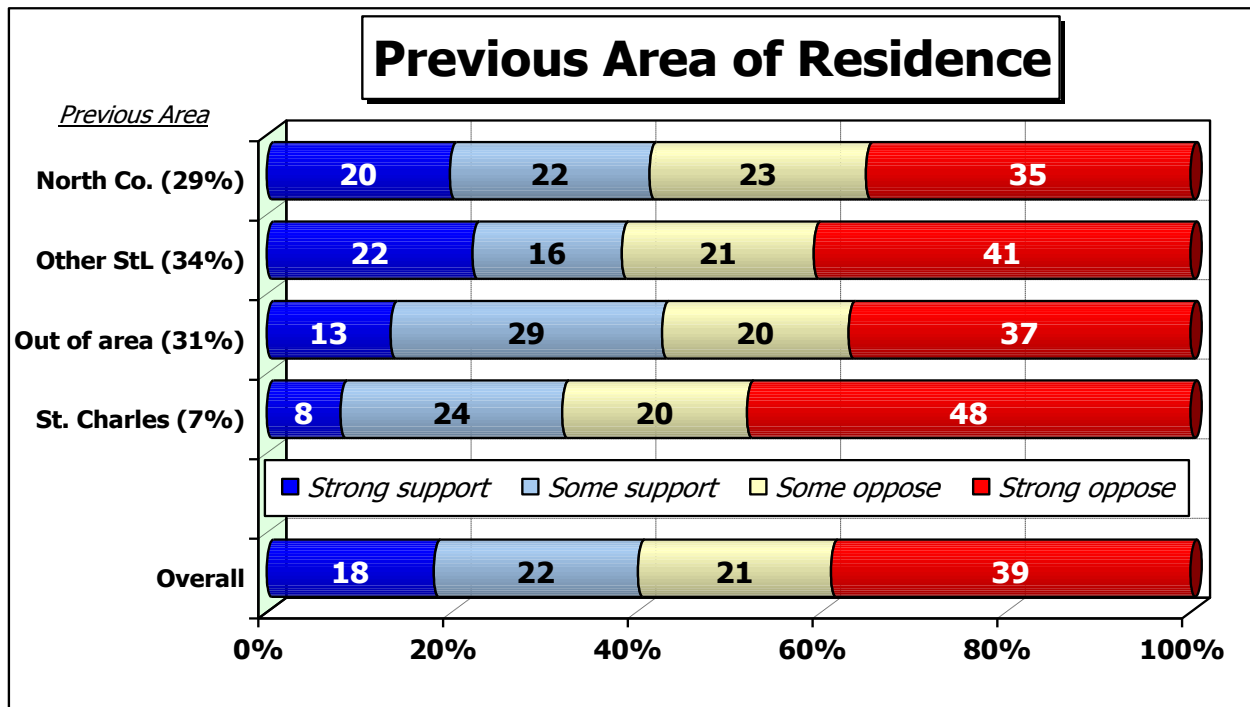


Base: (n=401).

- **New in-migrants** tend to think that the county is growing at the “right rate,” migrated from elsewhere in the St. Louis area, are moderate to liberal, under 45 years old, and reside in zips 63303/04/66/68.
- People who have been in the **county longer** are more likely to say the county is growing “too fast,” work in St. Charles or stay in their home, are conservative, 65 years or older, less wealthy, and live in 63376 or the western zipcodes.

Q15. "In what county did you live before you moved to St. Charles County?
What part of St. Louis County?"

- While only seven percent report that they have spent their "entire life" in St. Charles County, the rest are almost equally split between those migrating from north St. Louis County (29%), elsewhere in the St. Louis area (34%), and from outside the area (31%). Support is slightly weaker from the group that migrated from outside the area.

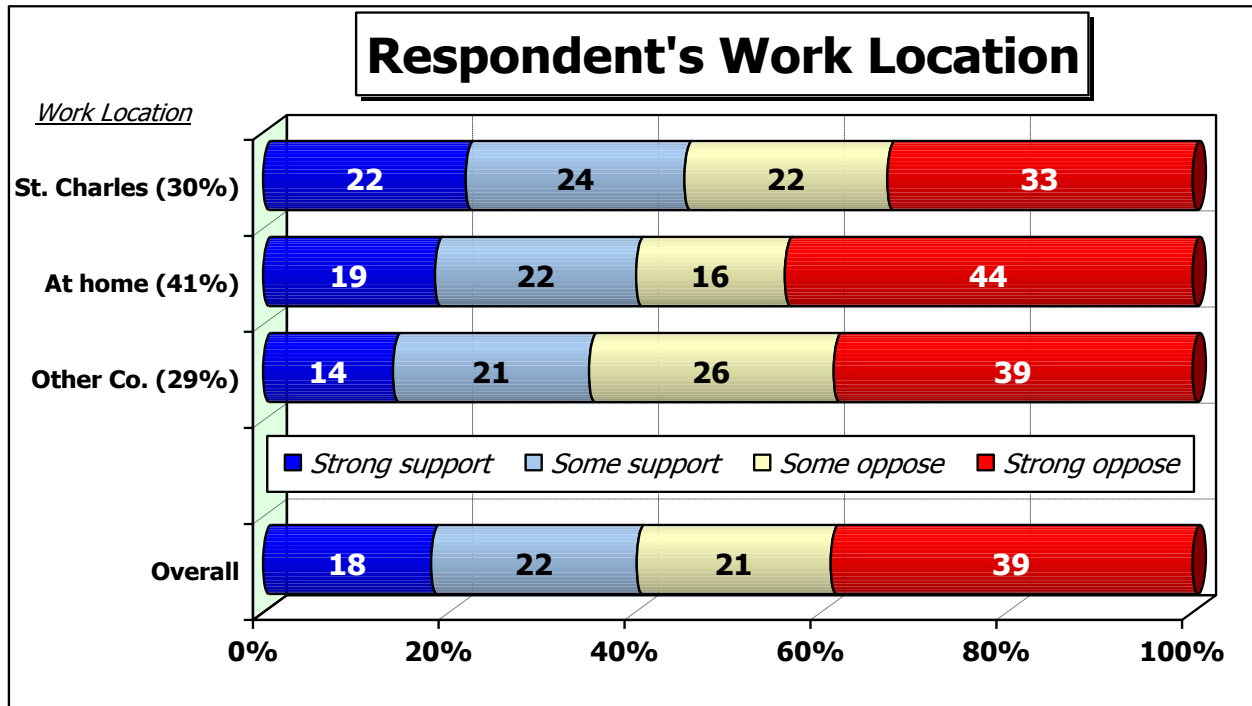


Base: (n=387).

- People who moved from **north St. Louis County** are more likely to live in a union household and reside in the O’Fallon area (63366/68)
- Those who migrated from **other parts of the St. Louis area** tend to be somewhat supportive of the public medical clinic issue and live in zipcodes 63303/04.
- People from outside** the metro area are more likely to have moved to St. Charles County eight or more years ago, work in St. Charles County, are not from a union household and live either in the eastern or western areas of the county.

Q16. "Do you work outside of your home?
In what county do you work?"

- About two fifths of the sample stay at home for most of the workday; they are either retired (27%), have no job outside of their home (8%) or work at home (6%). Of those who work in other counties (29%), most of them commute to work to St. Louis County (21%). Support is slightly stronger among voters who work in St. Charles County.

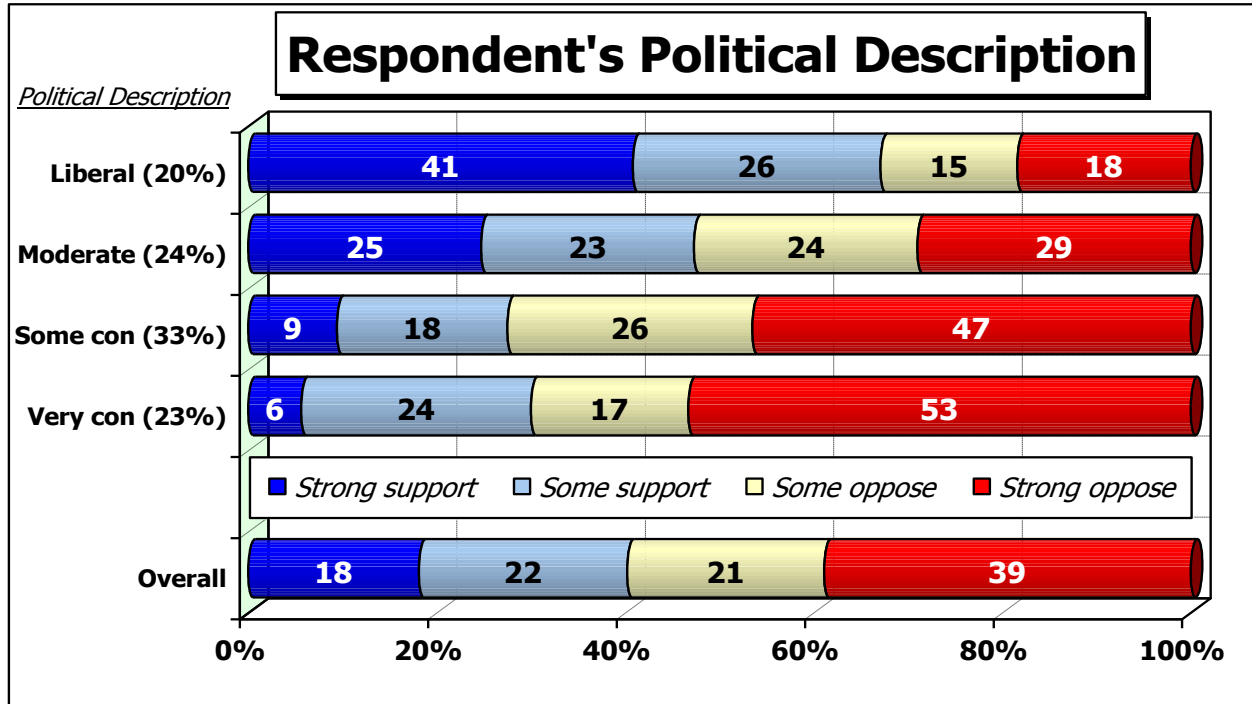


Base: (n=398).

- Those respondents who work in **St. Charles County** are more likely to have lived there between 16 and 30 years, be under the age of 65, and earn more than \$40,000 per year.
- People who **stay at home** during most of the day tend to believe that growth in the county is occurring "too fast," have lived in the county more than 30 years, are female, older than 65 (retired), and earn less than \$40,000 per year.
- **Commuters to other counties** are more likely to have lived in the county for less than 30 years, are male, younger and wealthier.

Q17. How would you describe yourself politically: conservative, moderate, or liberal?

- The population of the county is not only skewed heavily towards the conservative end of the political spectrum (56% conservative in some form), but these conservatives are also much more negative towards the bus sales tax issue. The core opposition ("strongly oppose") is more than two-thirds conservative (69%).

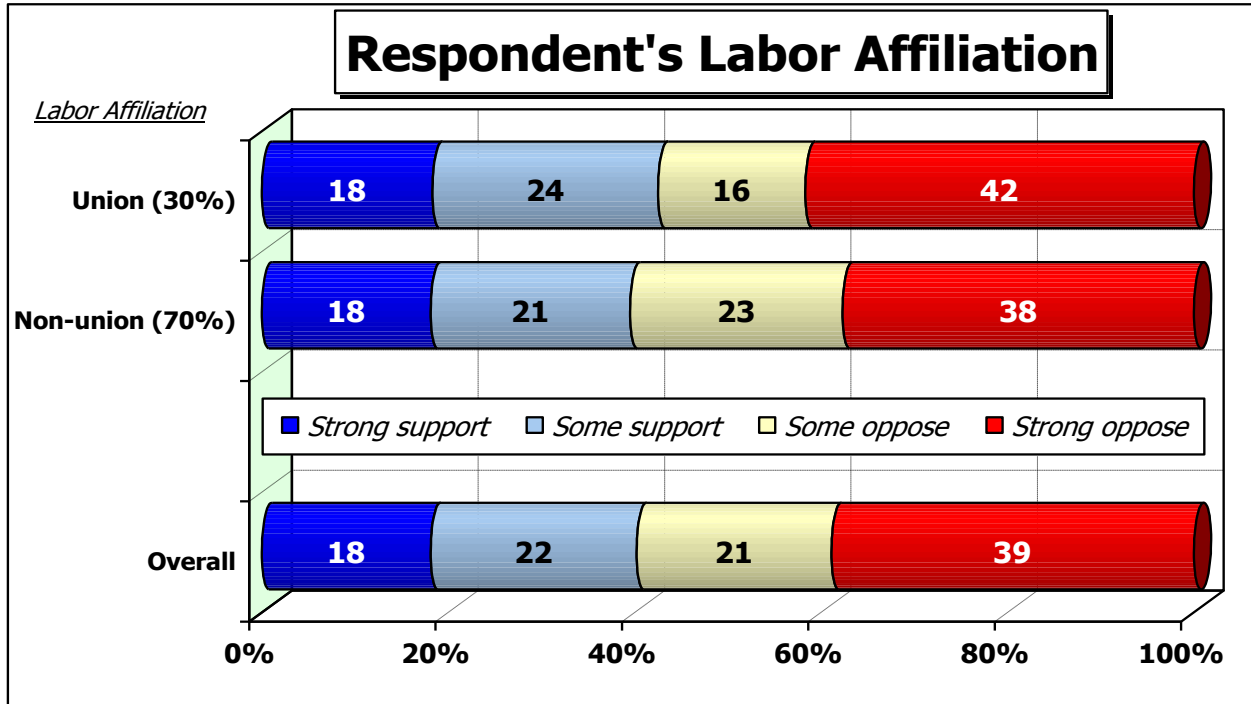


Base: (n=389).

- On the other hand liberals and moderates who support this issue (before the statements were read) represent almost a fourth of all voters (24%). However, the most positive group (liberals) make up only one-fifth of the electorate and this group includes the very liberal (5%), the somewhat liberal (9%) and those who only lean towards liberalism (6%).
- Despite their radical split in voting preference, there are few demographic differences by political persuasion:
 - Those **very conservative** are more likely to have lived eight or more years in the county, earn between \$40-70,000 per year and be male.
 - Those who identify themselves as **somewhat or leaning towards conservatism** tend to be 45 to 54 years old and male.
 - **Moderate and liberals** are more likely to be female, while **liberals** are more likely to be new in-migrants to the county, and earn less than \$40,000 per year.

Q18. "Are you or any member of your family a member of a labor union?"

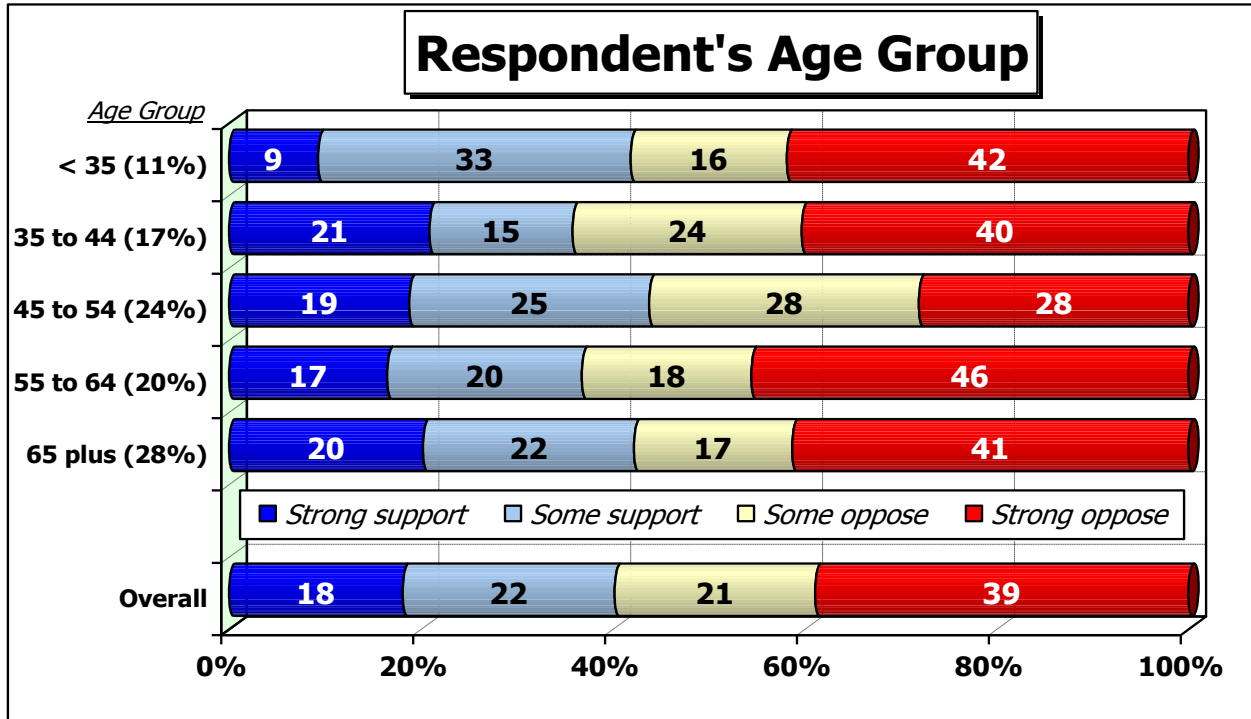
- Almost a third of the respondents (30%) report that a member of their "family" is a member of a labor union, which is much higher than the incidence that we reported four years ago when we asked if a member of their "household" was a union member (17%). However, there is no difference in voting preferences based on union affiliation.



Base: (n=399).

Q19. Which one of the following age categories do you fit into ... are you:

- The electorate in this county skews old: the median age is 53 years and 28 percent are seniors. While those under 35 years represent only 11 percent of this sample, there are relatively more of them who “somewhat” support than “strongly” support the bus sales tax issue.



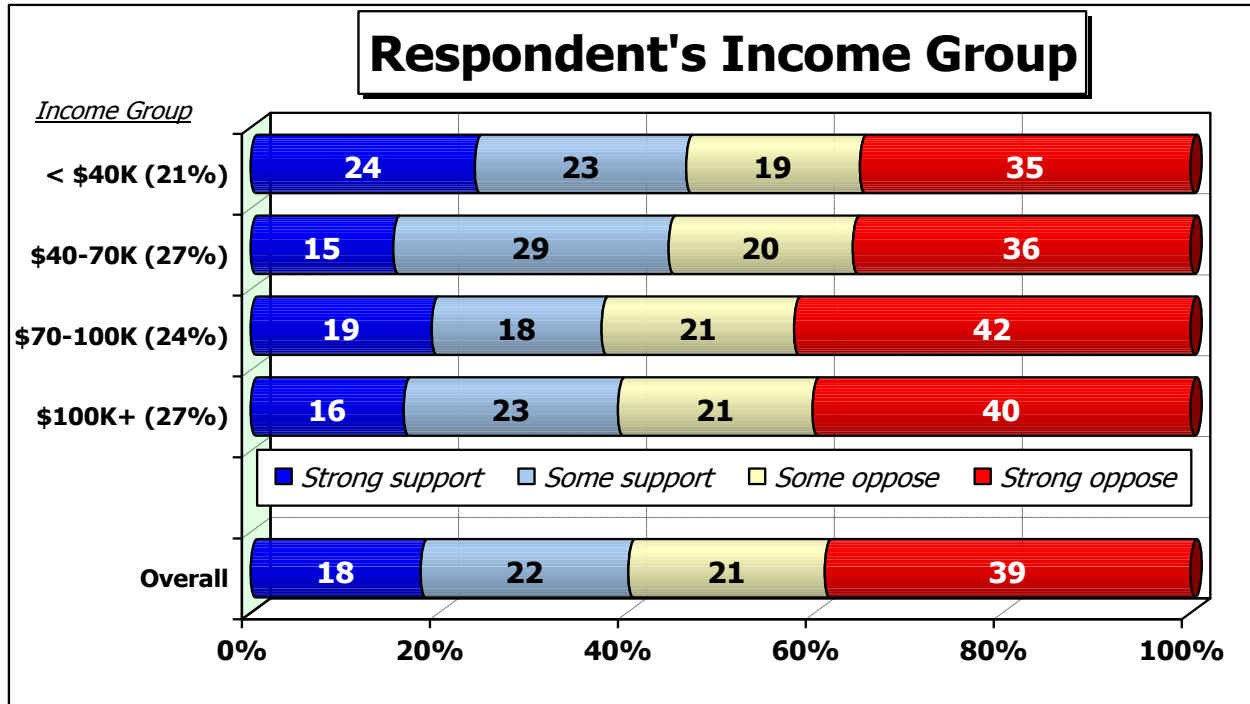
Base: (n=397).

Demographic Analysis:

- Those less than **45 years** old are more likely to have moved to the county more recently, work outside of their home, be male and be wealthier.
- Voters in the **45 to 54** year age group tend to have been in the county 8-30 years, work outside of their home, are very conservative and wealthier.
- The **54 to 64** age group tends to skew towards being somewhat conservative and female.
- **Seniors** are more likely to be long-time residents of the county, not work outside their home, and earn less money.

Q20. "And finally, which of the following categories does your household's annual income fit into ...?"

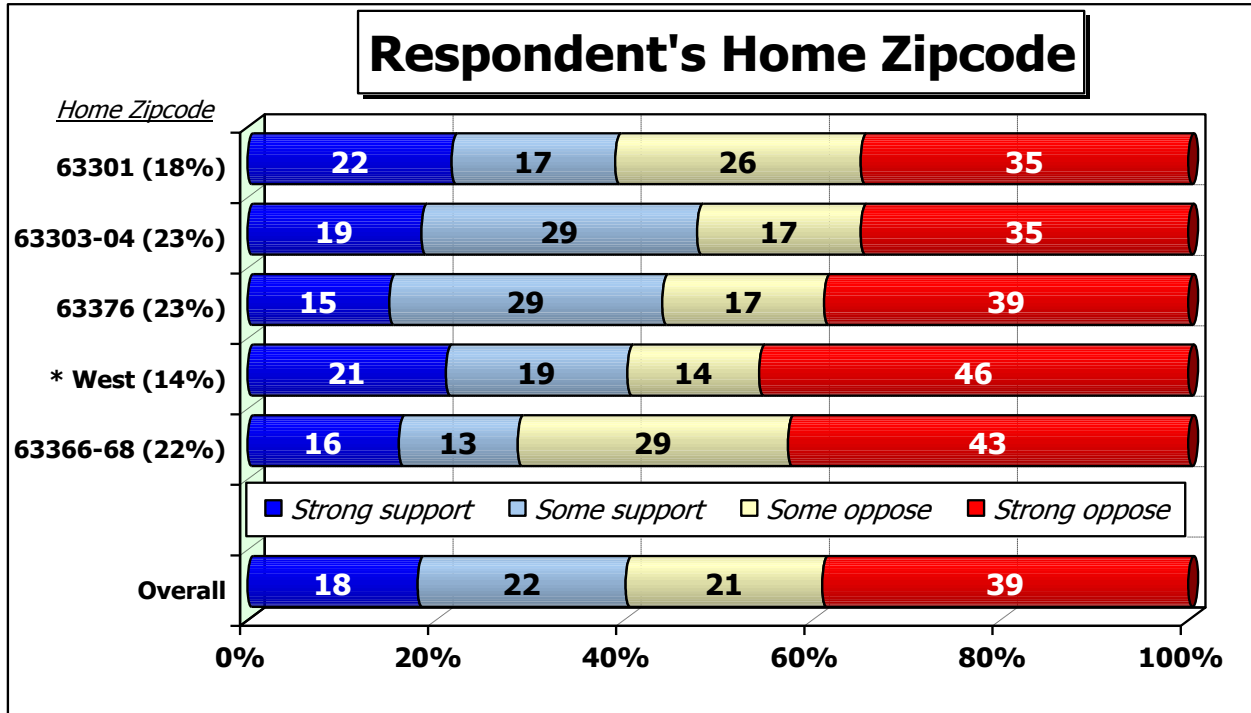
- Although the median household income for all voters is \$72,000 per year, about a fifth of the voters earn less than \$40,000 (21%). There are no statistically significant differences in voting behavior by household income.



- Low income** (<\$40K/yr) respondents are more likely to believe that the county is growing too fast, be a resident for more than 30 years, stay at home during the work day, be liberal, female, 65 years or older, and live in 63366/68.
- Those with **below average** incomes (\$40-\$70k/yr) tend to work in St. Charles County or stay at home during the day, and are very conservative.
- Voters with **above average** incomes (\$70-\$100K/yr) are more likely to have lived in the county 16 to 30 years, do not stay at home during the day, and are under 65 years old.
- The **highest income** respondents tend to think that the growth rate is "just about right," have moved to the county within the past 30 years, work in another county, are male, under 54 years old and reside in the 63303/04 zipcodes.

Q21. Respondent's Zipcode

- The voters are clustered in five main areas: St. Charles City (63301 – 18%), St. Peters (63376 – 23%), 63303/04 (23%), O’Fallon (63366/68 – 22%) and the western zipcodes. Opposition to the bus sales tax issue is a little stronger in the O’Fallon area (first impression) and in St. Charles (after hearing the statements).

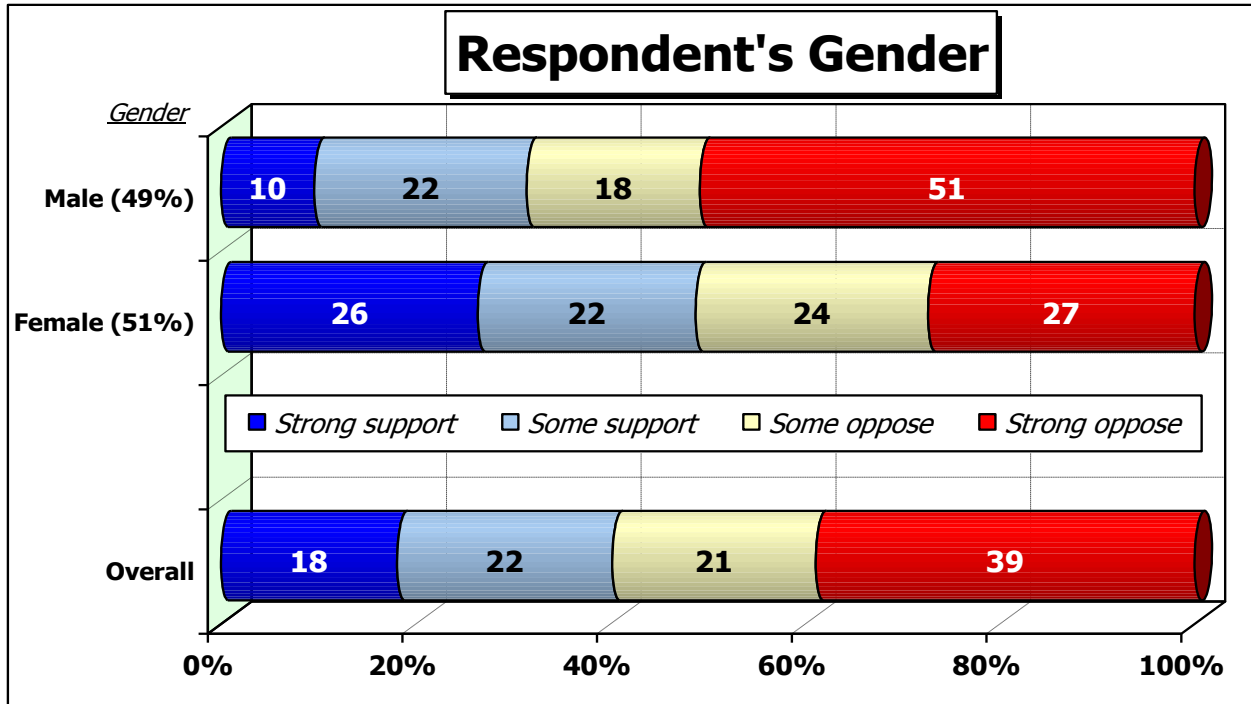


* West includes 63385 (8%), 63367 (5%), 63348 (1%), 63341 (1%), 63332 (<1%). Base: (n=401).

- **St. Charles** residents are more likely to have been county residents for more than 30 years and make between \$40-\$70,000 per year.
- Residents of the **63303/04** area tend to have moved to the county within the past 30 years, moved here from somewhere in St. Louis County, and are not in a union family.
- **O’Fallon** voters are more likely to have moved to the county within the last 15 years and have come from north St. Louis County.
- **St. Peters** residents tend to think that county growth is going at the “right rate” and have migrated from somewhere outside of the metro area.
- Those in the **western part** of the county are slightly wealthier than the typical county resident.

Q21. Respondent's Gender

- This sample was drawn purposely to have a balance between men (49%) and women (51%). However, it is clear that women are significantly more positive than men towards the bus sales tax ballot issue (before and after the statements were read), as well as the sales tax issue for a public medical clinic.



Base: (n=401)

- Men** are more likely to be concerned about taxes, work in another county, be conservative, under 45 years old, and make more than \$40,000 per year.
- Women** tend to be long-term residents of the county, work in St. Charles or in the home, are moderate to liberal, 54 to 65 years old, and make less than \$40,000 per year.

APPENDIX

ZIPCODE MAP ST. CHARLES COUNTY

