



**GILMORE  
STRATEGY  
GROUP**

**A Project for The Good Roads  
Foundation**

**Arkansas Statewide Likely Voter  
Survey**

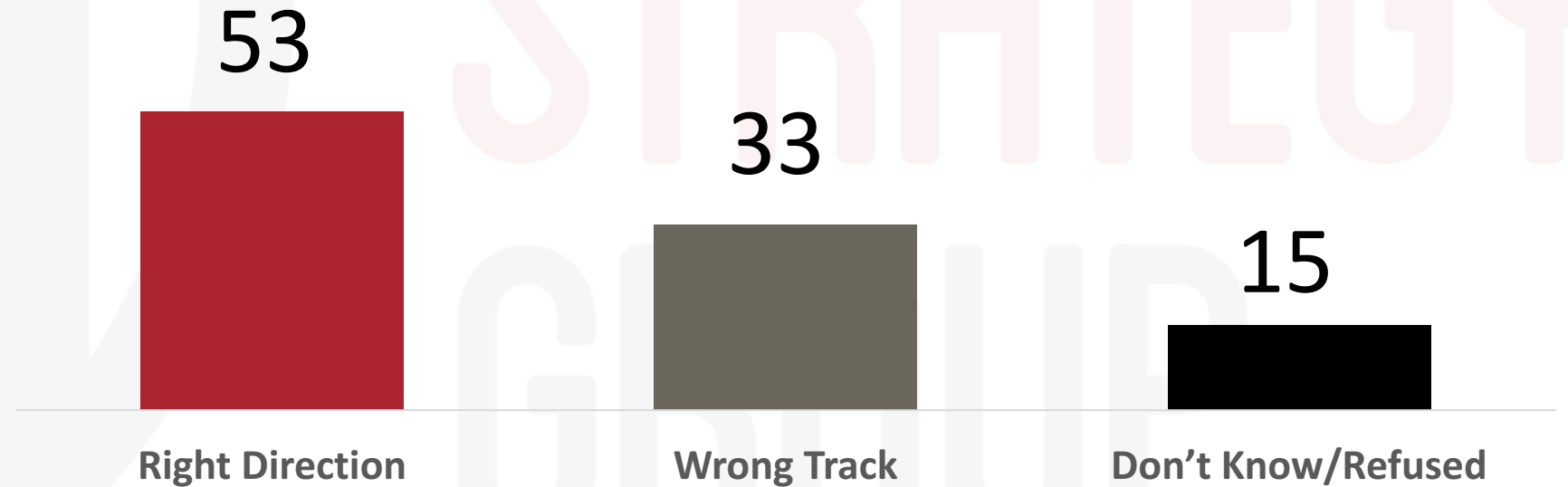
**December 12-13, 2016**

## Methodology

The following statewide survey was conducted by Gilmore Strategy Group within the state of Arkansas. Live telephone interviews were conducted December 12-13, 2016. This survey consists of 800 likely voter interviews (70% landline and 30% cell phone) and was stratified by county to reflect historic voter trends. The margin of error for this survey is  $\pm 3.5\%$ .

# In your opinion, do you think the state of Arkansas is headed in the right direction or have we gotten off on the wrong track?

- Right Direction
- Wrong Track
- Don't Know/Refused

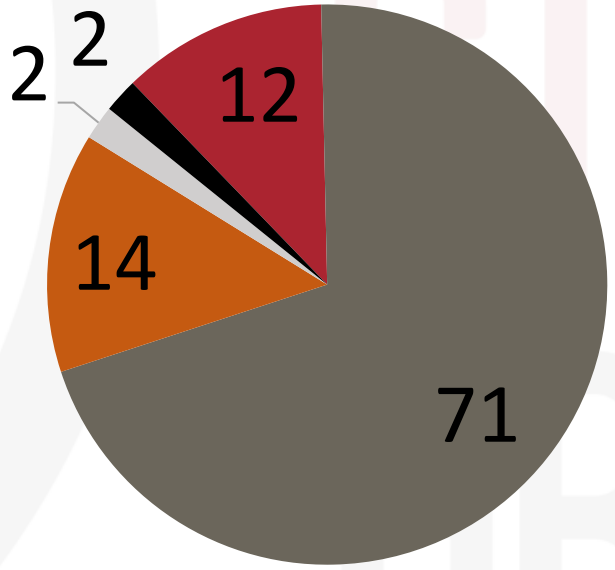


As you may know, road improvements come from a mix of building new roads and bridges, but also maintaining the roads and bridges we have. Knowing this, please tell me which of the following comes closest to your opinion?

Some people say we should focus on building new roads and bridges.

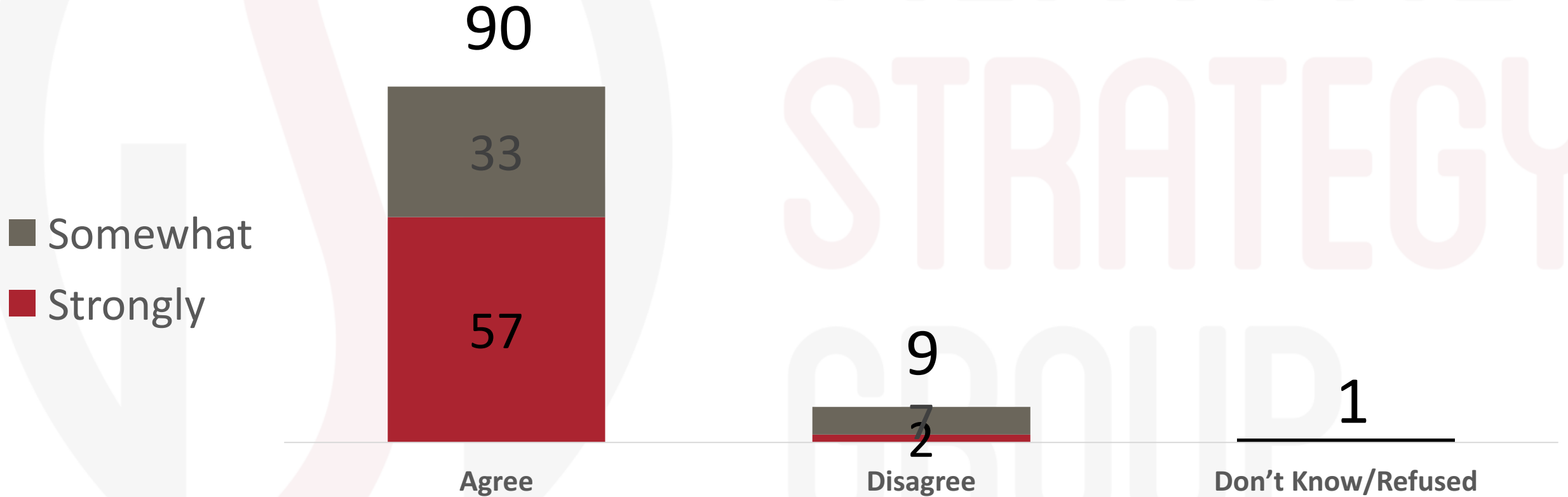
Other people say we should focus on maintaining the roads and bridges we have.

- New
- Focus on Existing
- Both
- Other
- Don't Know/Refused



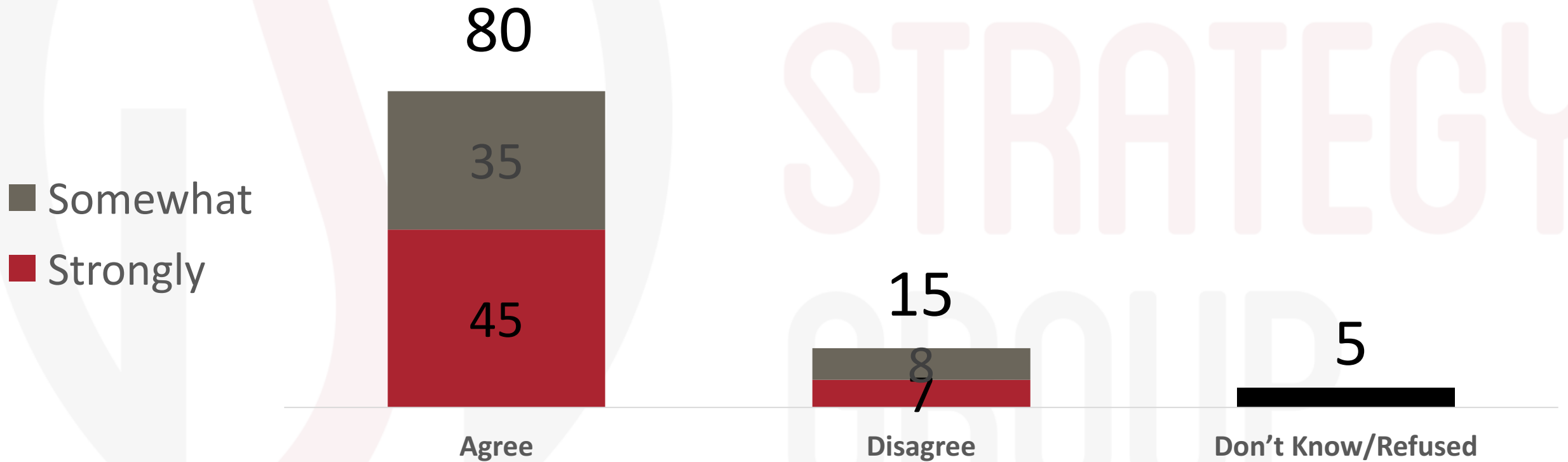
**Please tell me if you agree or disagree with the following statement.**

***Our highways and roads are in need of repair.***



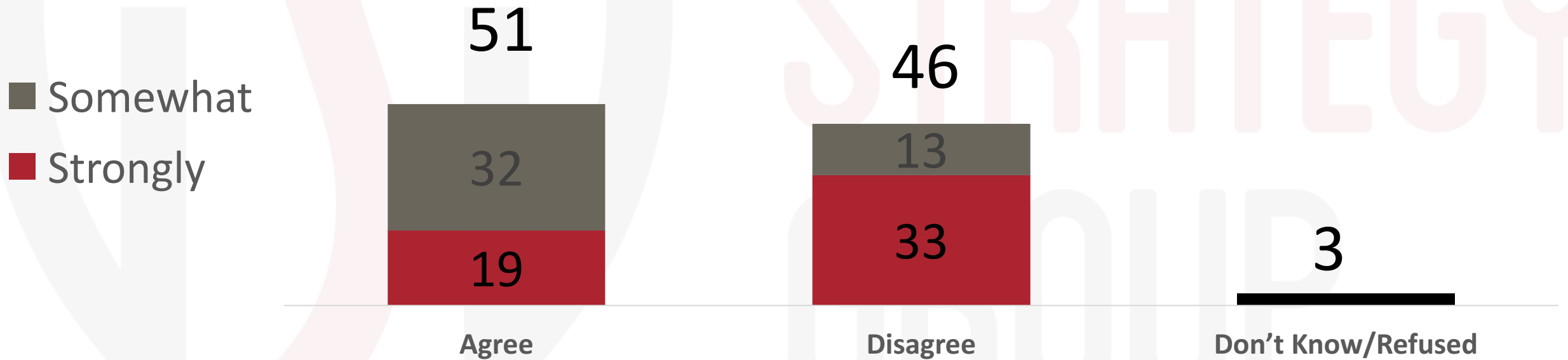
Please tell me if you agree or disagree with the following statement.

*Increased highway revenue and the roads it improves directly contribute to economic growth and private-sector job creation.*



Please tell me if you agree or disagree with the following statement.

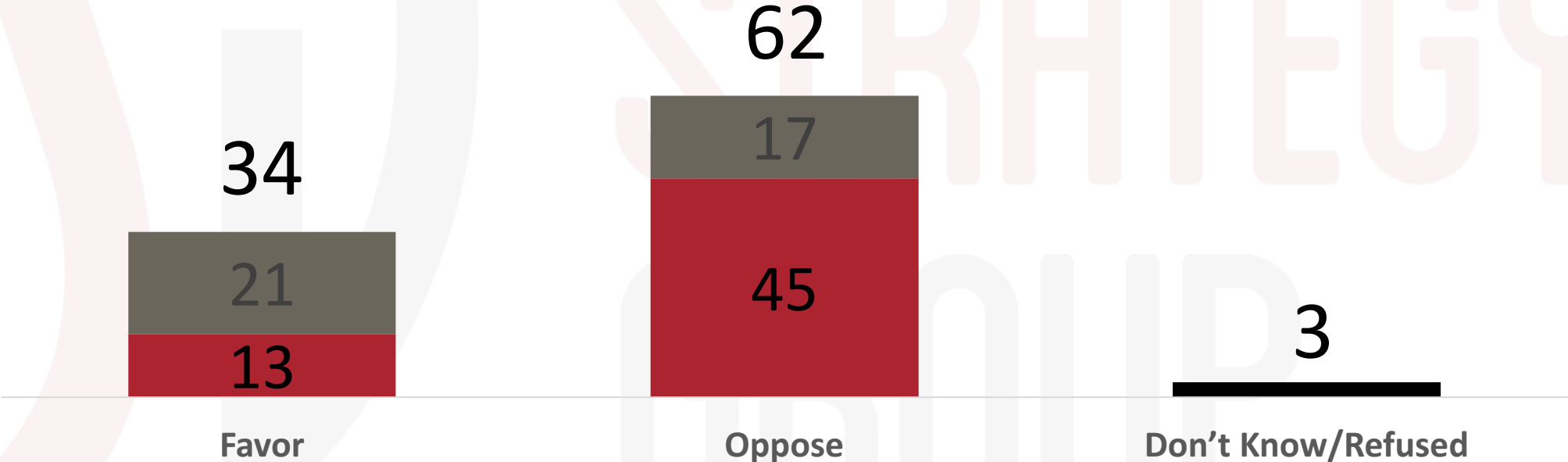
*I would be willing to pay more in taxes if it meant better Arkansas roads.*



**Nearly 70% of current highway revenue comes from gasoline taxes.**

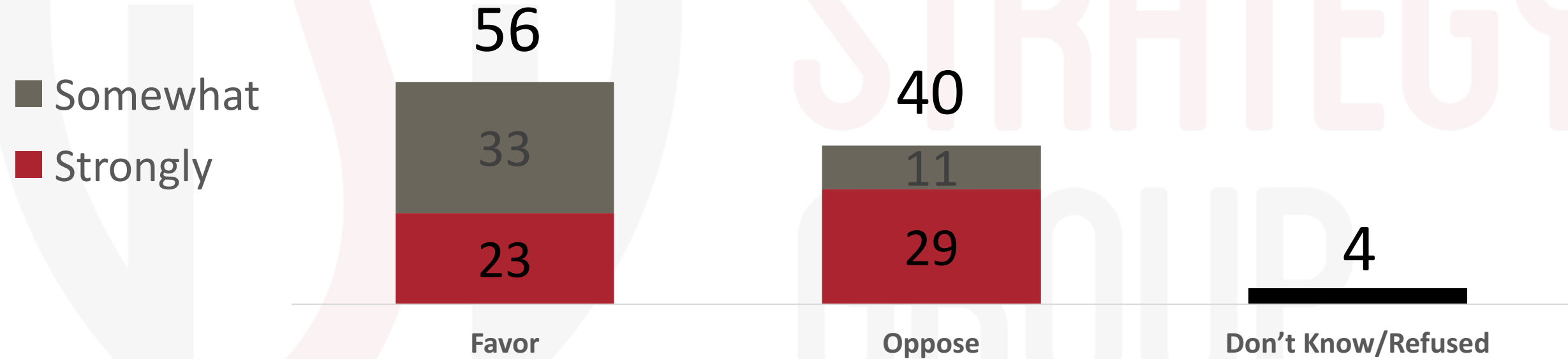
**However, the revenue from these existing taxes is declining due to more efficient cars and trucks. Knowing this, do you favor or oppose an increase in gasoline taxes in Arkansas to improve our highways?**

■ Somewhat  
■ Strongly





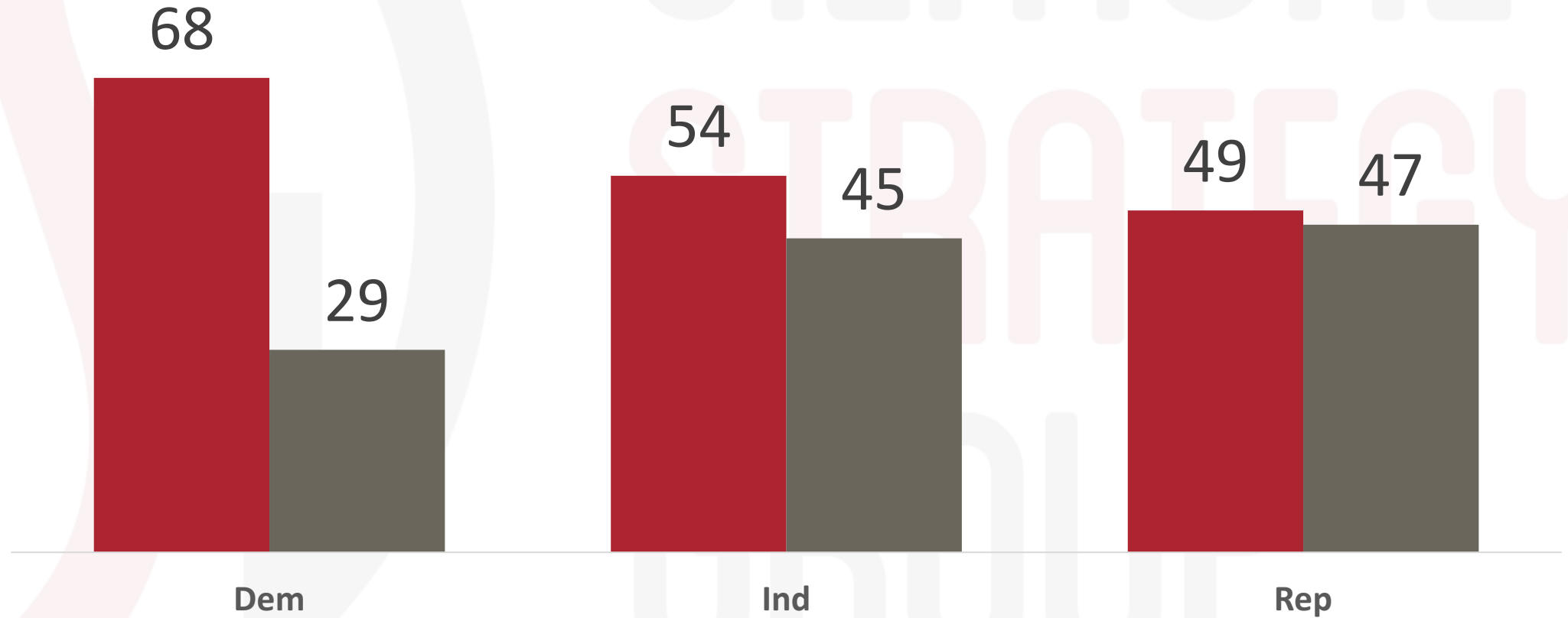
**Our motor fuel taxes have not been increased for 15 years. Would you favor or oppose an increase in gas or diesel taxes if you knew the funds would be dedicated to improving our state roads?**



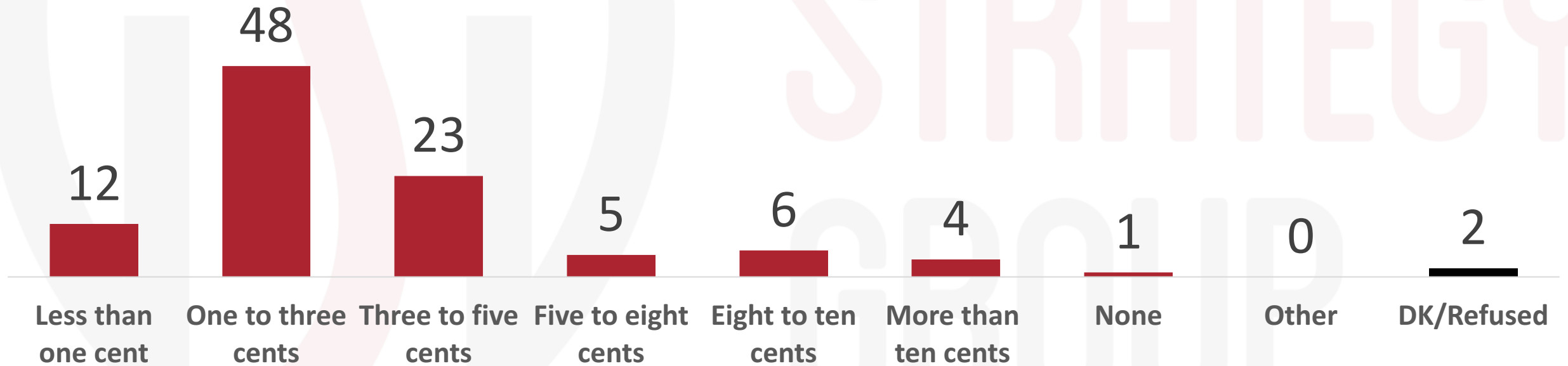
# Increase Fuel Taxes

Party

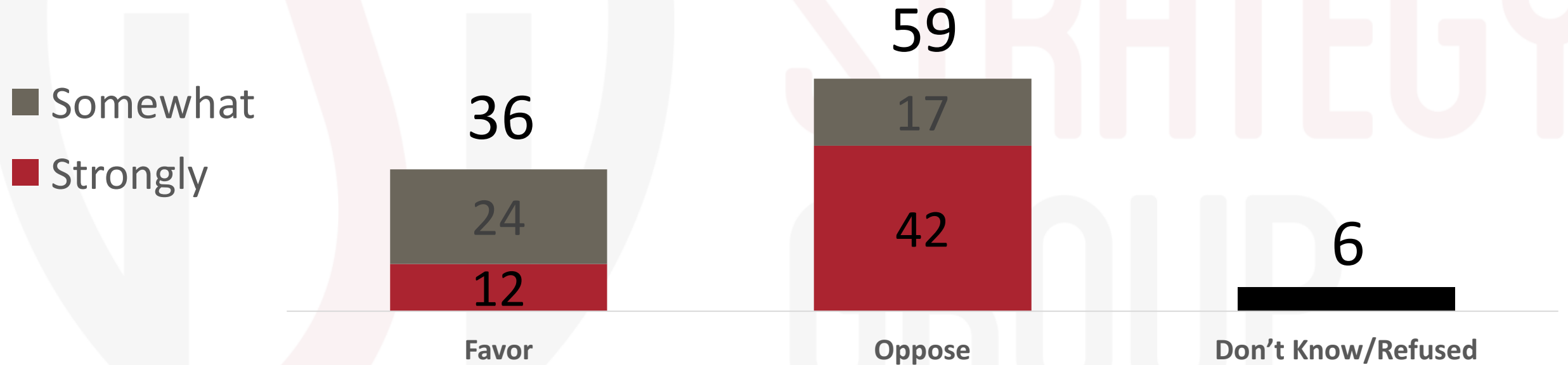
Favor Oppose



# If Favor (56%): Knowing that you support an increase in taxes to fund highway improvement, how much more would you be willing to pay per gallon?



The cost of highway construction increases as the cost of road materials like concrete and asphalt increases. And increased cost reduces the highway department's ability to keep up with construction and maintenance needs. Knowing this, would you favor or oppose automatically increasing the gasoline tax to keep up with inflation in the cost of building and maintaining highways?

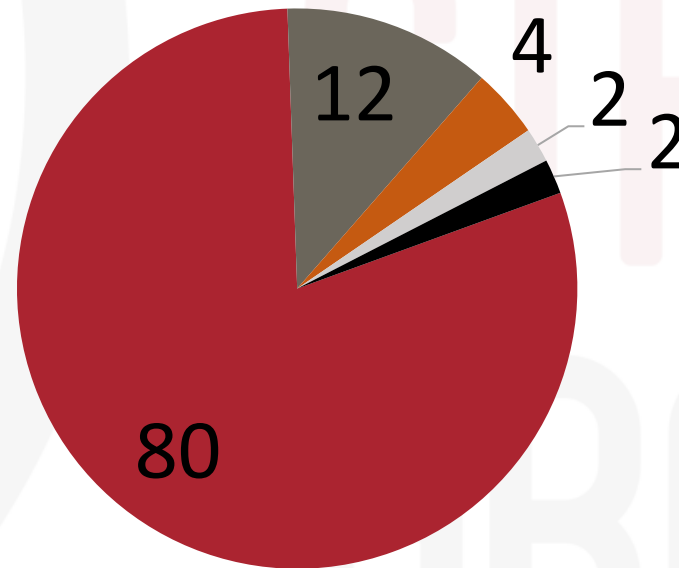


# Who do you believe should make the decision to increase taxes for highway improvements?

The voters of Arkansas

The Arkansas State Legislature

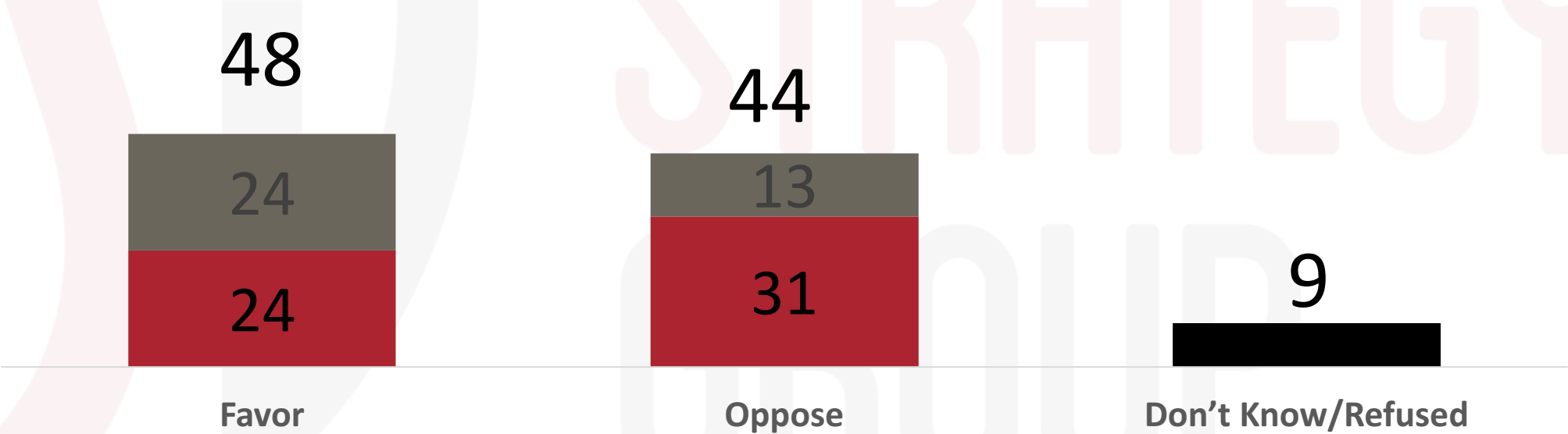
- Voters
- Legislature
- Both
- Other
- Don't Know/Refused



Among those who voted "No" on  $\frac{1}{2}$  cent tax – 90% say voters

**When you fill up your car or truck at a gas station, you pay a per-gallon tax, not a sales tax. The gas at the station comes from a wholesaler who also does not pay a sales tax on the fuel they buy. Knowing this, would you favor or oppose charging wholesalers a sales tax on gasoline and using those taxes to improve Arkansas highways?**

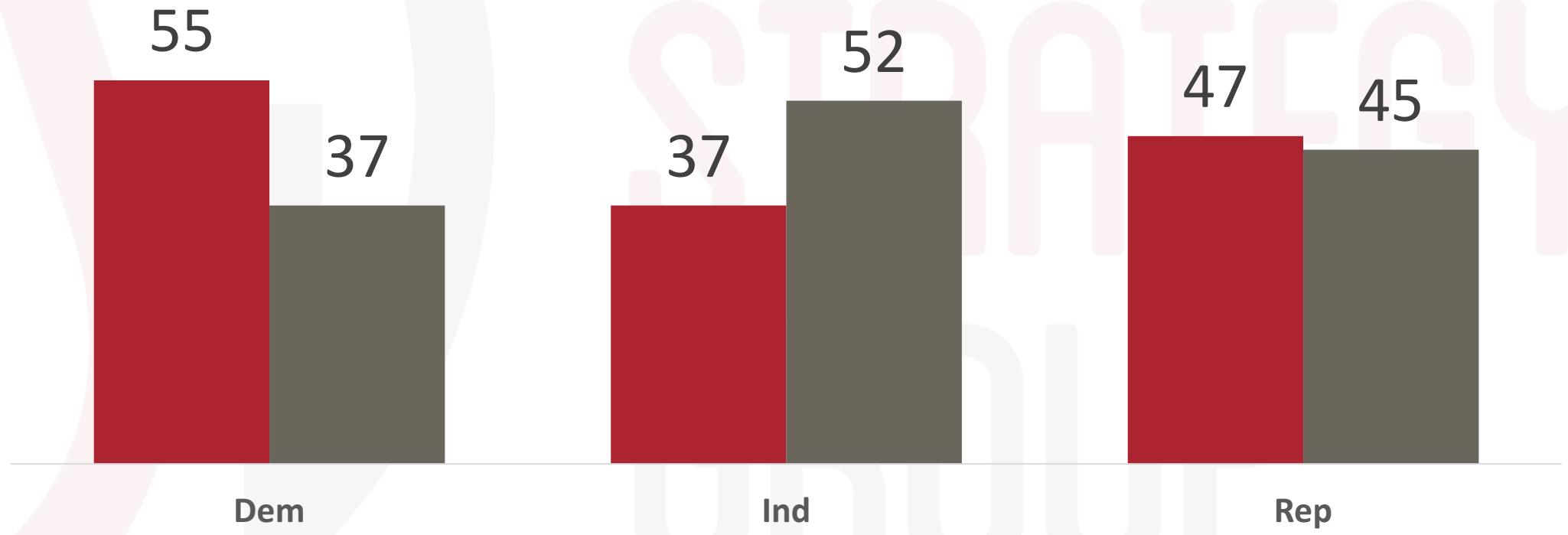
■ Somewhat  
■ Strongly



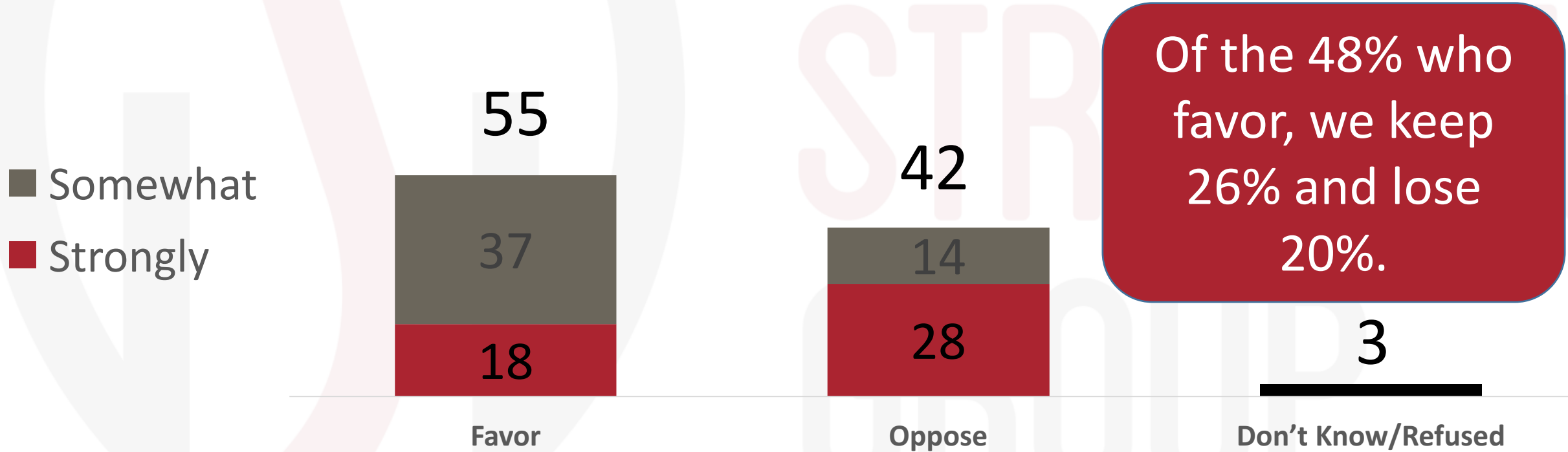
# Wholesale Exemption

Party

Favor Oppose

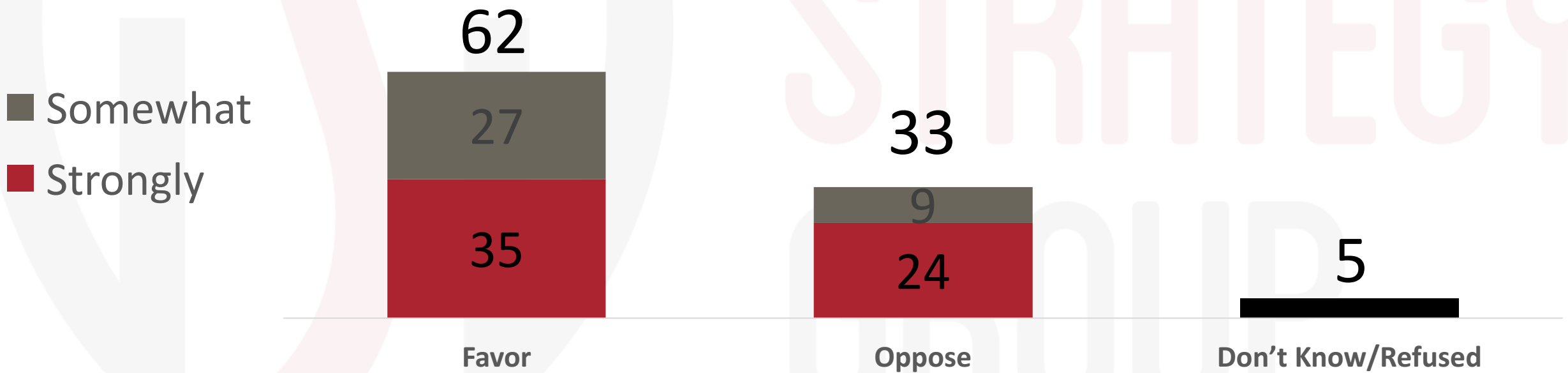


# If Favor (48%): Knowing that you favor charging wholesalers a sales tax dedicated to road improvement, would you favor or oppose charging them that tax if you knew the cost would be passed along to the consumer?





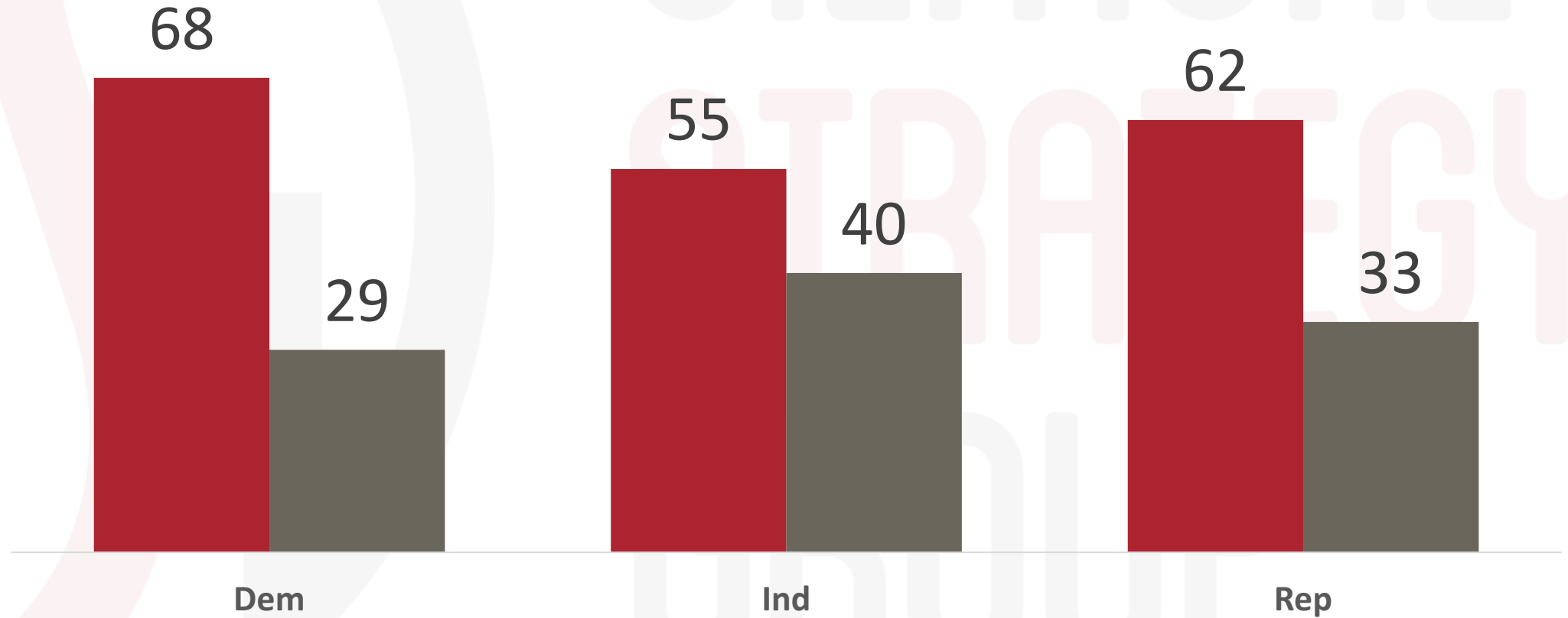
**As you may know, in 2012 a large majority of Arkansas voters approved a one-half cent increase in the statewide sales tax, and dedicated that tax exclusively to highway improvements. This sales tax and the highway improvements it is funding will expire in six years. Without increasing the tax, but continuing to dedicate it exclusively to highway improvements, would you favor or oppose making this existing sales tax permanent?**



# Make ½ Cent Permanent

Party

Favor Oppose

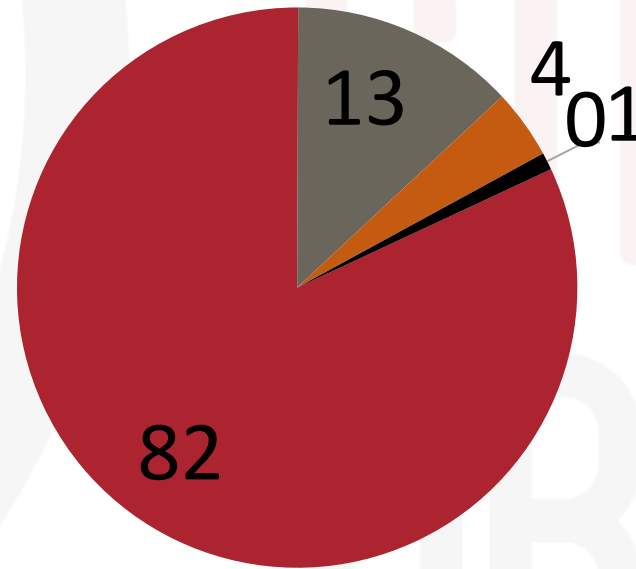


# If Favor (62%): Who do you believe should make the decision to make a temporary tax permanent?

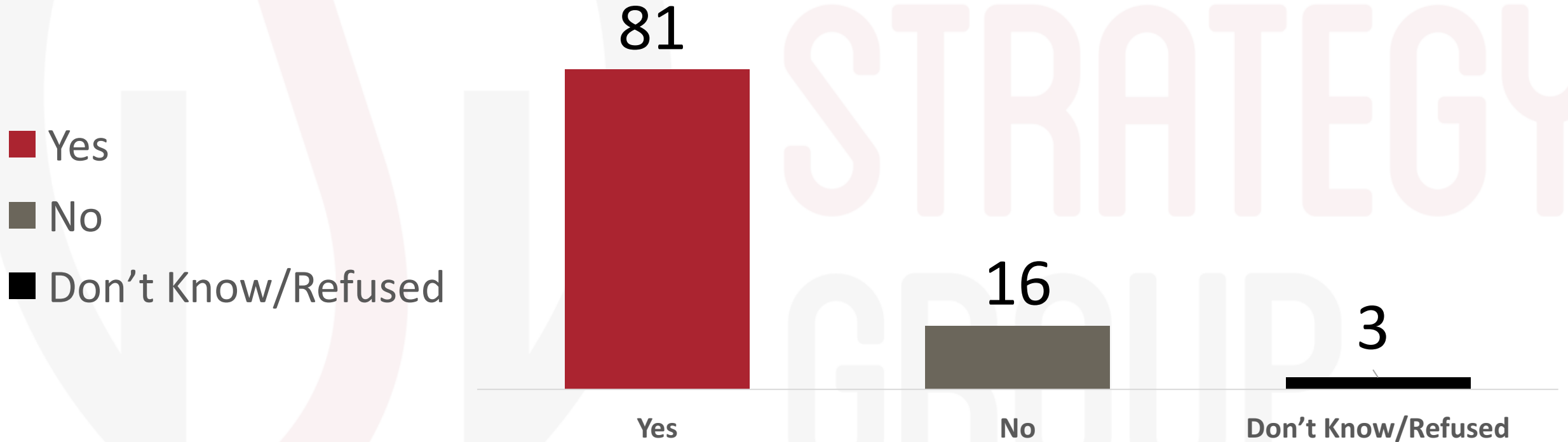
The voters of Arkansas

The Arkansas State Legislature

- Voters
- Legislature
- Both
- Other
- Don't Know/Refused

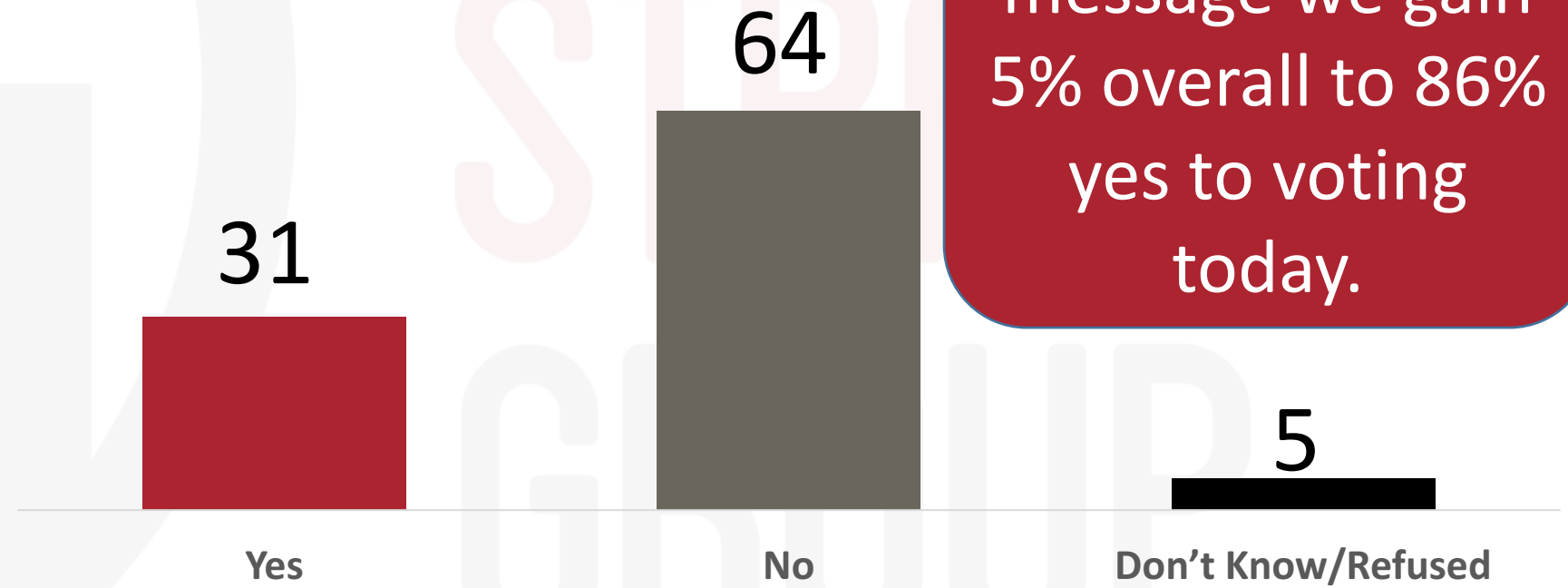


**If Favor (62%): Knowing that the one-half cent sales tax dedicated to highway improvement expires in six years, would you vote today to go ahead and make that existing tax permanent after it expires?**



**If No (16%): If you knew it took as long as 5-7 seven years to properly plan and design highway improvement projects, would you vote today to go ahead and make the existing one-half cent sales tax dedicated to highway improvement permanent?**

- Yes
- No
- Don't Know/Refused

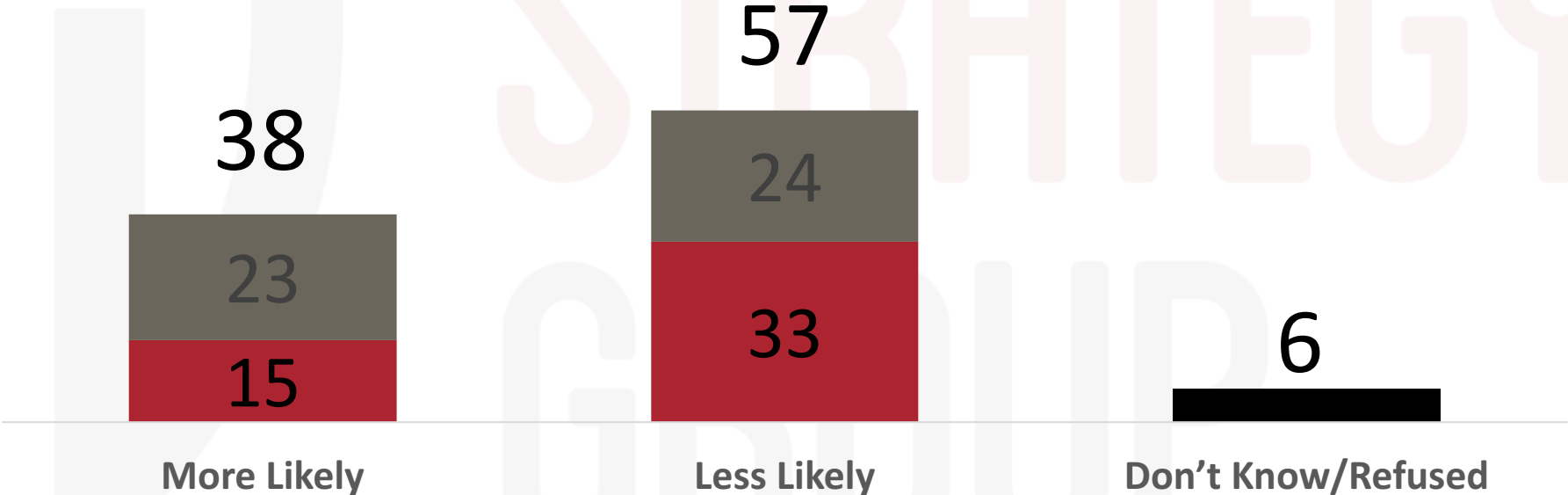


With this message we gain 5% overall to 86% yes to voting today.

**For each of the following statements, please tell me whether you would be more or less likely to support the method of increased funding for highways?**

***Raising diesel taxes only.***

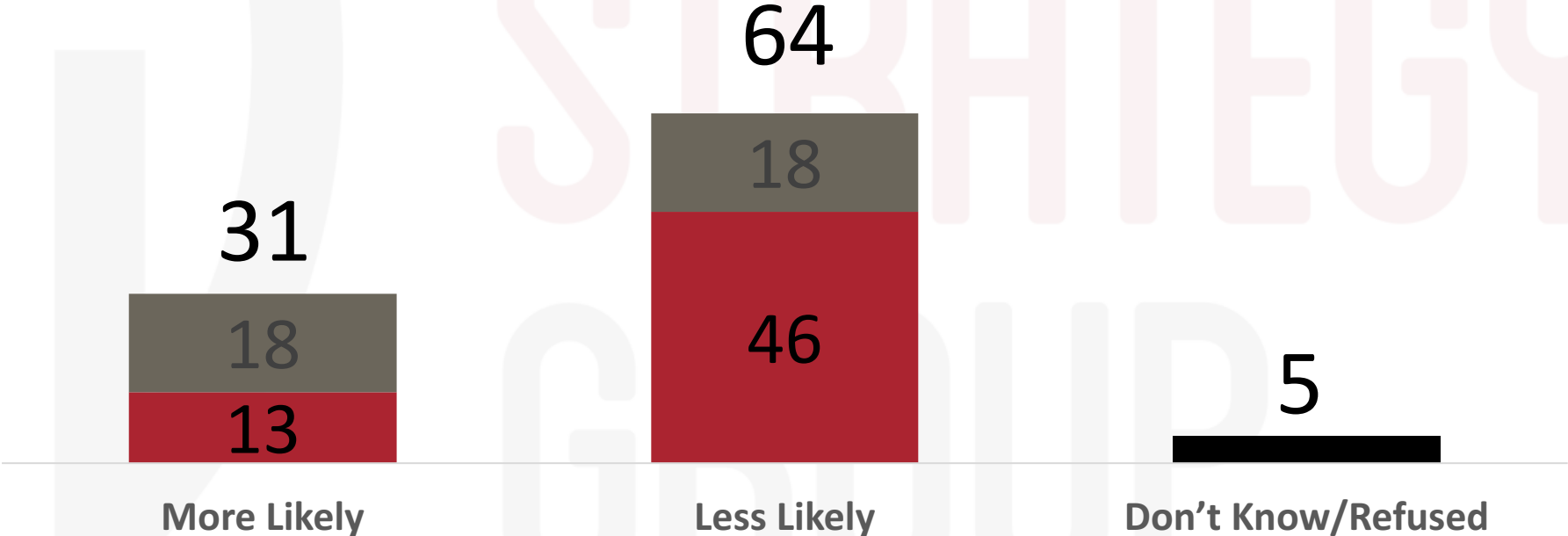
- Somewhat
- Much More / Less



**For each of the following statements, please tell me whether you would be more or less likely to support the method of increased funding for highways?**

***Raising gasoline and diesel taxes by 5 cents per gallon.***

■ Somewhat  
■ Much More / Less



**For each of the following statements, please tell me whether you would be more or less likely to support the method of increased funding for highways?**

***Permanently dedicate the temporary one-half cent sales tax to highway improvement.***

■ Somewhat  
■ Much More / Less

