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# STATEWIDE PUBLIC OPINION – PHONE SURVEY

March 2019

Hawaii Road Usage Charge Demonstration

*with*



# Table of Contents

Ward Research

- Executive Summary – Page 3
- Objectives and Methodology – Page 11
- Profile of Respondents – Page 14
- Detailed Findings – Page 17
- Appendices

# Executive Summary

## Executive Summary

- This is a summary of findings from a phone survey conducted December 2018 through January 2019 to gauge public opinion on transportation funding, and specifically, road usage charges. The survey was conducted among n=1519 Hawaii residents, proportionate to population demographically and geographically, carrying maximum sampling error of +/-2.5%.
- Seven in 10 (71%) statewide residents believed that transportation funding is increasing or staying the same. Only a small proportion of statewide residents believed that transportation funding is decreasing (20%).
- Nearly half (45%) of the respondents said that an average of \$80 in state gas taxes sounded “about right” or “less than” what they thought they paid; whereas a third (34%) of the respondents said they were actually unaware of paying a state gas tax.

## Executive Summary

- The concept of a road usage charge is still new to residents statewide, as only 1 in 3 (34%) were reportedly “very” or “somewhat” familiar with the idea.
  - Respondents with a reported household income of \$100,000 and up were more likely than others to have said they were familiar with the concept of a road usage charge.
  - Oahu residents were also significantly more likely than their Neighbor Island counterparts to have expressed familiarity with a road usage charge.
- Two in 5 (41%) state residents said it would be “more fair” to eliminate the state gas tax and pay a road usage charge based on number of miles driven. Slightly smaller proportions of residents believed that the switch would be “about the same” (27%) or “less fair” (25%).
  - As reported annual miles driven increased, so did the proportion of those who said a switch to RUC would be “less fair.”
  - Given the size of Hawaii Island, residents there were also significantly more likely than their counterparts to have said that a change would be “less fair.”

## Executive Summary

- One in 4 (25%) residents strongly supported using a road usage charge program to fund Hawaii's transportation infrastructure; whereas nearly 1 in 5 (18%) were strongly opposed. A majority (53%) of residents, however, did not have hardened views as they only expressed soft support or opposition to the idea.
  - The strength and proportion of those in opposition to the RUC increased alongside reported annual miles driven. The more miles driven annually, the greater the likelihood of opposition.
  - There were no differences by island county, but among Oahu residents, suburban and rural residents were significantly more likely than Urban Honolulu to oppose RUC.
- A large majority of residents (62%) preferred the choice of an “Annual payment based on miles driven, recorded during the safety check” if the State were to consider a road usage charge.
  - While the annual option was also the preferred payment format among drivers in all household income categories, it is important to note that the proportion of residents who preferred smaller payment options increased as reported household income decreased.

## Executive Summary

- On a statewide level, there is little differentiation in the impact of arguments in support of RUC. Half, or nearly half, of the respondents indicated each argument in **support** of RUC was either “excellent” or “good.”

Arguments in Support	“Excellent” or “Good” (n=1519)
“More cars are paying less. People are driving more fuel efficient vehicles, including electric and hybrid cars. A road usage charge is a practical way to fund our roads in the future as we work to achieve zero fossil fuel consumption.”	51%
“A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.”	48
“With road usage charges, each driver pays their fair share based on how many miles they drive.”	47

- Subsamples that were more likely than their counterparts to have indicated the fair share argument, was “excellent” or “good” include respondents who drive less than 10,000 miles annually and those with a reported household income greater than \$50,000.

## Executive Summary

- For arguments in **opposition** to RUC, only the argument related to rural and low-income residents who do not live in town was rated as “excellent” or “good” by half of the respondents:

Arguments in Opposition	“Excellent” or “Good” (n=1519)
“A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.”	50%
“A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.”	30
“A road usage charge will not work well because people can avoid paying by not getting a safety check or by not registering their vehicles.”	29

- For arguments opposing RUC, the proportion of respondents who indicated that the argument was “poor” increased with reported age.
- Hawaii Island residents were more likely than their counterparts to have rated all arguments in opposition to RUC as “excellent’ or “good.”

## Conclusions

- The results of the survey suggest a lack of knowledge among state residents about transportation infrastructure funding (e.g. gas tax).
- Directly related to the current project, a large majority of state residents believe that levels of funding are staying the same or have been increasing; a sentiment that runs counter to the concerns of the Department of Transportation.
  - From the previous qualitative research, participants based their beliefs of that transportation funding was increasing from visual cues, such as the increase in traffic, road improvement projects, and number of cars on the highway.
- While the idea of a road usage charge is relatively new among residents, a majority said (based off the short description given during the survey) that it would be just as fair or fairer than a gas tax. The results showed that a majority of residents do not have strong feelings for or in opposition to implementing a road usage charge.

## Conclusions

- Drivers who log more than 10,000 miles annually or are from Hawaii Island likely have a heightened awareness about the distances they drive and are the groups that have the strongest opposition to road usage charges.
  - From the previous qualitative research, it seems they are opposed because they believe they will be paying more than others with road usage charges. While that may be true, they are not considering the fact that they already pay more than others in gas taxes.
- The communication of facts comparing current gas taxes to possible road usage charges will be important to prevent or clarify assumptions made about road usage charges.
- The findings of this survey will be used to inform the content and messaging used in subsequent public outreach, development of project informational materials, and demonstration project design.

# Objectives and Methodology

## Objectives and Methodology

- The overall objective of the research was to confirm the findings of the focus groups by:
  - Measuring the awareness and perceptions of Hawaii’s road and highway transportation funding;
  - Measuring public opinion on the support for, or opposition to, replacing the state gas tax with a road usage charge; and
  - Message testing of arguments in support for and opposition to implementing a road usage charge.
- The data from this survey was collected from December 3, 2018 to January 31, 2019. A total of n=1519 phone surveys were completed statewide, resulting in a maximum margin of error of +/- 2.5% at a 95% confidence level. In order to appropriately represent the total population, the final data file was weighted by island, age, and ethnicity in order to match 2015 U.S. Census data for Hawaii. The distribution by island county is as follows:

Island	# of interviews	Maximum sampling error	Fielding Dates
Hawaii (Big Island)	n=303	5.6%	December 3, 2018 to December 27, 2018
Kaua'i	n=303	5.6%	
O'ahu	n=603	4.0%	January 8 to January 31, 2019
Maui	n=310	5.6%	

## Objectives and Methodology

- The survey instrument was developed by Ward Research using findings from focus groups and submitted to D'Artagnan Consulting and Hawaii Department of Transportation teams for final approval.
- The survey was programmed and fielded by Ward Research. Data processing was accomplished using SPSS for Windows and data tables were created using Wincross. Wincross allows for cross-tabulation of data by key variables and statistical testing.
- The findings of this survey will be used to inform the content and messaging used in subsequent public outreach, development of project informational materials, and demonstration project design.

# Profile of Respondents

## Respondent Profile

Island	2019
Oahu	69%
Maui	11
Hawaii (Big Island)	14
Kauai	6
Molokai	1
Lanai	<1
Years Lived In Hawaii	2019
Less than 5 years	3%
5 - less than 10 years	4
10 - less than 20 years	14
20 or more years	24
Born and raised in Hawaii	55
Don't know/Refused	<1
<b>Base =</b>	<b>1519</b>

Age	2019
18 – 24	7%
25 – 34	22
35 – 44	16
45 – 54	18
55 – 64	17
65+	19
Refused	1
<b>MEAN</b>	<b>47 yrs</b>
Registered to Vote in Hawaii	2019
Yes	85
No	15
Don't know/Refused	<1
Refused	3
<b>Base =</b>	<b>1519</b>

Gender	2019
Male	54%
Female	46
Ethnicity	2019
Caucasian	22
Chinese	4
Filipino	12
Hawaiian	22
Japanese	19
Mixed	9
Other	8
Refused	3
<b>Base =</b>	<b>1519</b>

## Respondent Profile

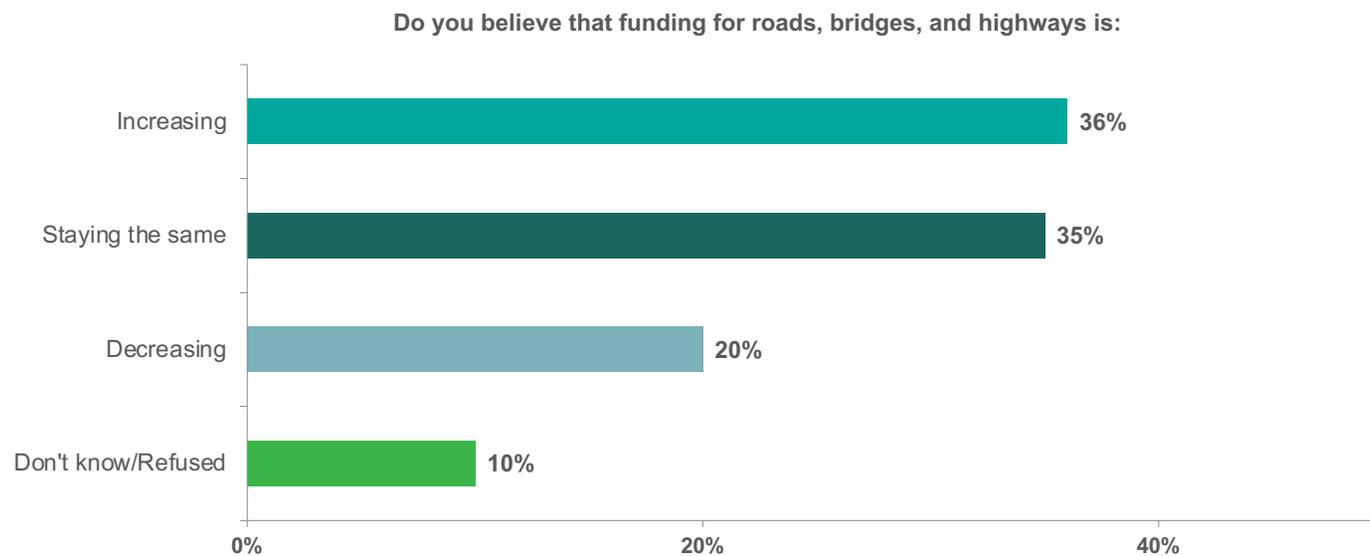
Household Income	2019
Under \$35,000	12%
\$35,000 - but under \$50,000	12
\$50,000 - but under \$75,000	18
\$75,000 - but under \$100,000	16
\$100,000 > \$150,000	16
\$150,000 +	15
Refused	11
Household Size	2019
1 person	12
2 people	26
3 people	21
4 people	18
5 or more people	22
Refused	1
<b>Base =</b>	<b>1519</b>

Primary Vehicle	2019
Car	52%
Truck	21
SUV	23
Van	4
Motorcycle	<1
Moped	<1
Engine Type	2019
Gas or Diesel	93
Hybrid	5
Plug-in Hybrid	<1
Electric	2
Other	<1
Estimated Annual Miles	2019
5,000 miles or less	31
5,000 – 9,999 miles	22
10,000 miles or more	46
Don't know/Refused	1
<b>Base =</b>	<b>1519</b>

# Detailed Findings

## Attitudes Toward Transportation Funding

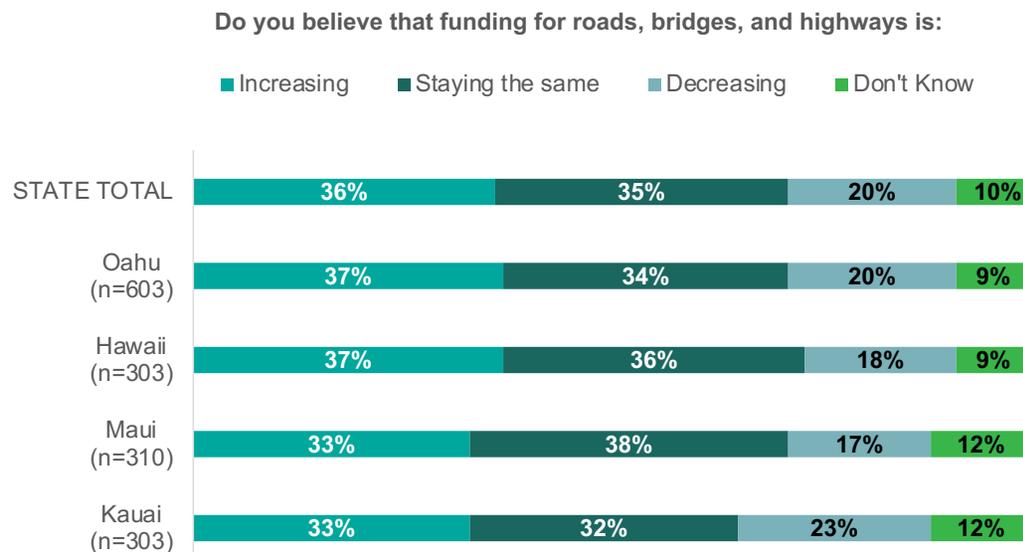
- Seven in 10 (71%) respondents believed that funding was increasing or staying the same; whereas only 1 in 5 (20%) respondents believed that funding for roads, bridges, and highways is decreasing.



Q2: Do you believe that funding for roads, bridges, and highways is:  
 Base: (n=1519)

## Attitudes Toward Transportation Funding: By Island County

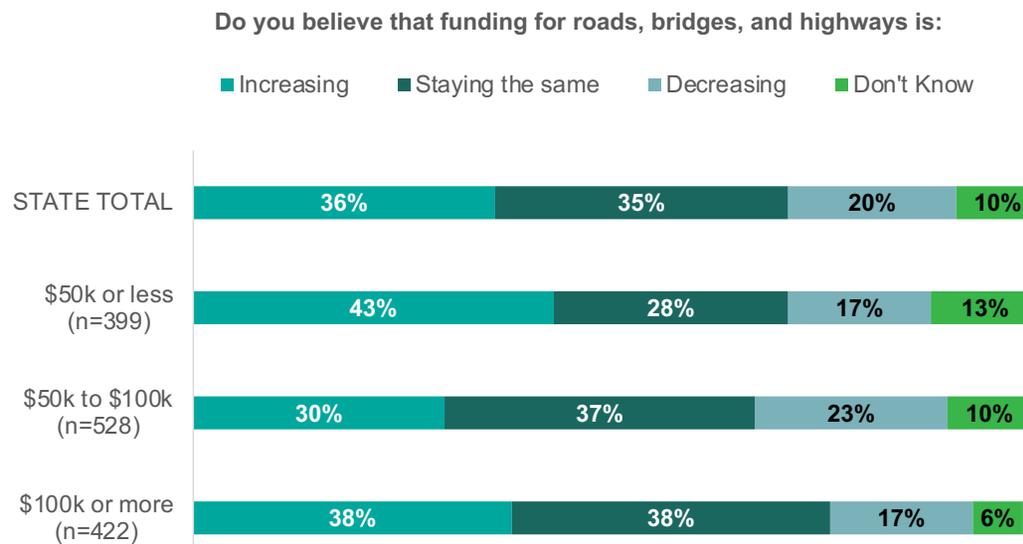
- This perception of transportation funding was relatively consistent across all island counties.



Q2: Do you believe that funding for roads, bridges, and highways is:  
Base: (n=1519)

## Attitudes Toward Transportation Funding: Household Income

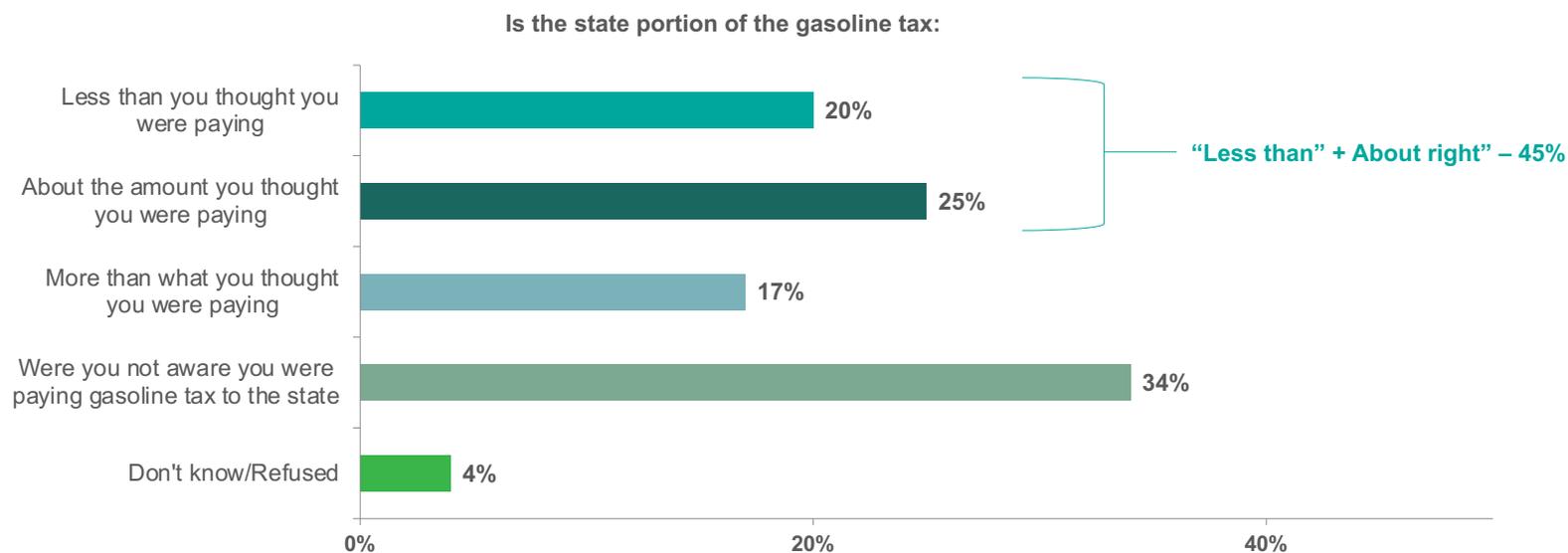
- Respondents with a reported total income less than \$50,000 were more likely than others to have believed that transportation funding is increasing.



Q2: Do you believe that funding for roads, bridges, and highways is:  
Base: (n=1519)

## Attitudes Toward Transportation Funding

- When told the average resident pays around \$80 in state gasoline taxes, nearly half (45%) of the respondents said it sounded “about right” or “less than” what they thought they paid.
- Interestingly, a third (34%) of the respondents said they were **unaware** of a state gas tax.

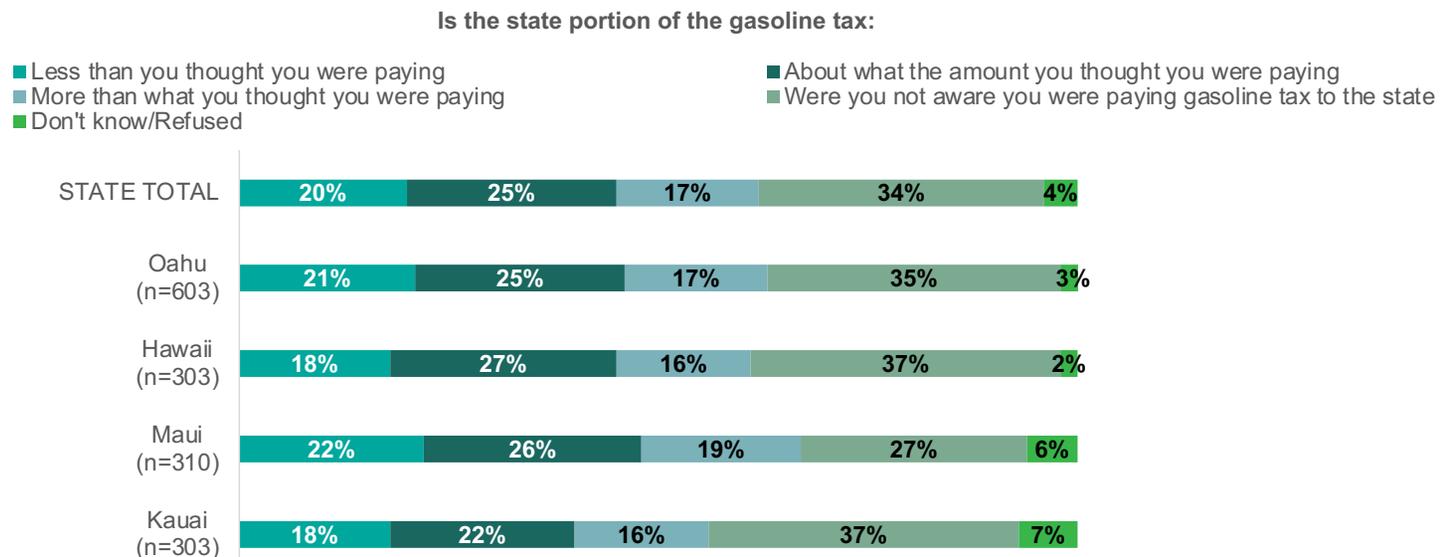


Q3: In Hawaii, gasoline taxes are about 50 cents per gallon. The state portion of the gasoline tax is 16 cents per gallon. At the rate of 16 cents per gallon, a typical driver pays about \$80 per year in state gasoline taxes. Is the state portion of the gasoline tax:

Base: (n=1519)

## Attitudes Toward Transportation Funding: By Island County

- Maui County residents were significantly less likely than other county residents to say that they were “unaware of paying gasoline tax to the state.” This county also has the highest total gas tax in the state.

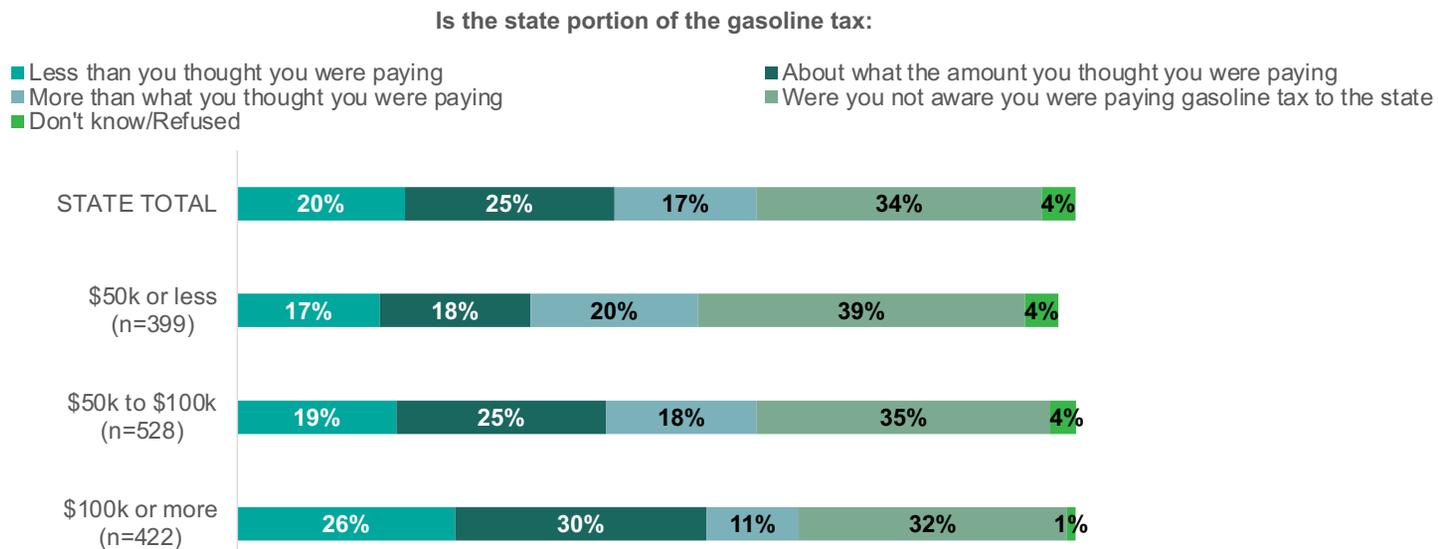


Q3: In Hawaii, gasoline taxes are about 50 cents per gallon. The state portion of the gasoline tax is 16 cents per gallon. At the rate of 16 cents per gallon, a typical driver pays about \$80 per year in state gasoline taxes. Is the state portion of the gasoline tax:

Base: (n=1519)

## Attitudes Toward Transportation Funding: Household Income

- The belief that the state gas tax is “higher” than expected increases as reported household income decreases. Additionally, as reported household income decreases, so does awareness of the state gas tax.

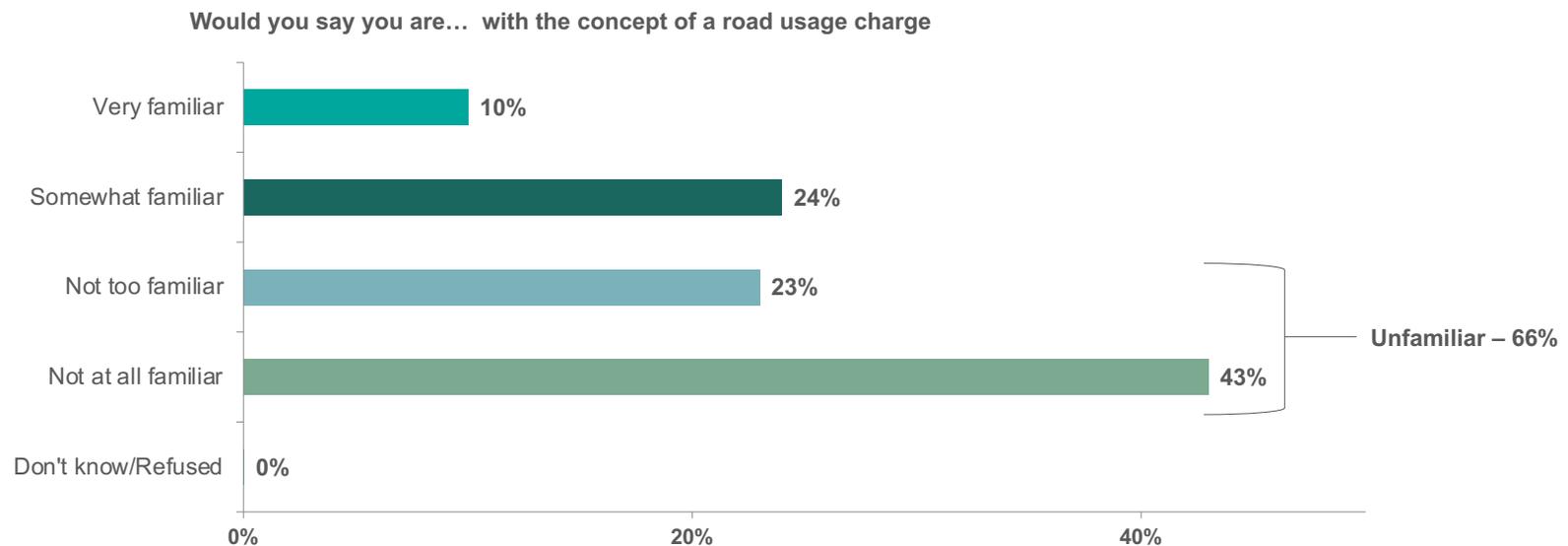


Q3: In Hawaii, gasoline taxes are about 50 cents per gallon. The state portion of the gasoline tax is 16 cents per gallon. At the rate of 16 cents per gallon, a typical driver pays about \$80 per year in state gasoline taxes. Is the state portion of the gasoline tax:

Base: (n=1519)

## Attitudes Toward Transportation Funding

- RUC is a new concept in Hawaii, as the proportion of state residents who are unfamiliar (“not too” + “not at all familiar”) with the idea is high (66%).

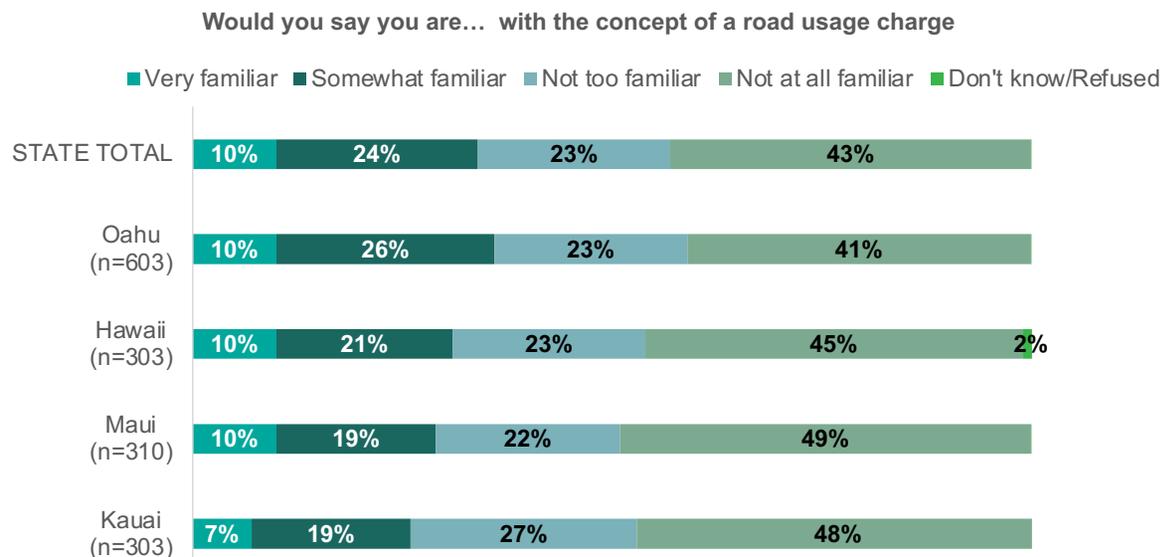


Q4: Now, how familiar are you with the concept of a road usage charge, where drivers pay a fee based on the number of miles they drive? Would you say you are...(READ LIST) with the concept of a road usage charge.

Base: (n=1519)

## Attitudes Toward Transportation Funding: By Island County

- Oahu residents were significantly more likely than Neighbor Island residents to have expressed familiarity (“somewhat” + “very familiar”) with the concept of a road usage charge.

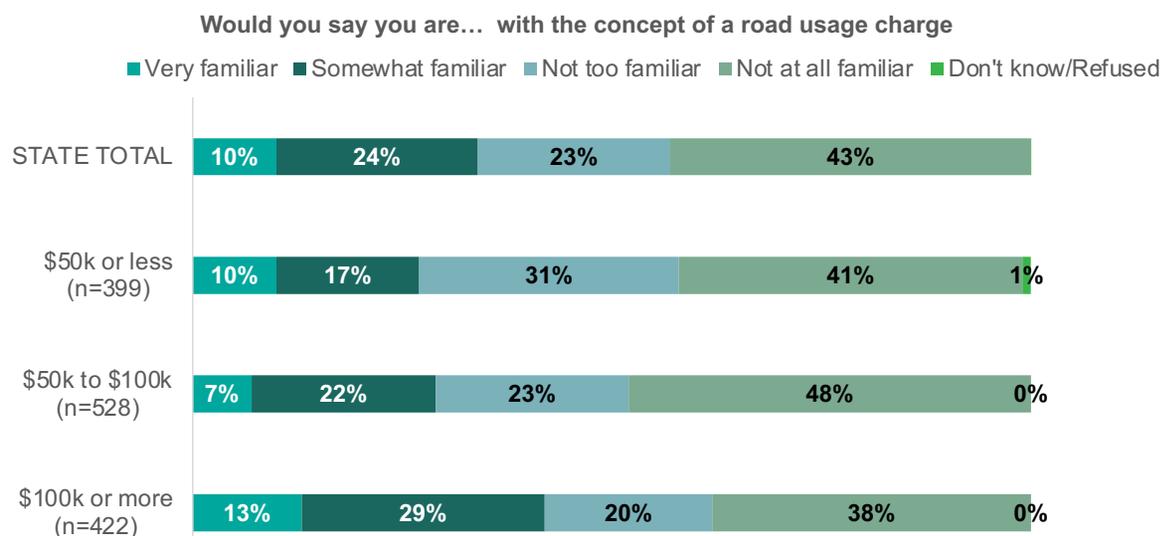


Q4: Now, how familiar are you with the concept of a road usage charge, where drivers pay a fee based on the number of miles they drive? Would you say you are...(READ LIST) with the concept of a road usage charge.

Base: (n=1519)

## Attitudes Toward Transportation Funding: Household Income

- Respondents with a reported household income of \$100,000 and up were more likely than others to have said they were familiar (“strongly”+ “somewhat”) with the concept of a road usage charge.



Q4: Now, how familiar are you with the concept of a road usage charge, where drivers pay a fee based on the number of miles they drive? Would you say you are...(READ LIST) with the concept of a road usage charge.

Base: (n=1519)

## Introduction to RUC

- Respondents were then read the following as an introduction to Road Usage Charges:

“Next, I will need to read you another description. Instead of using a tax on gasoline as a way of paying for roads and bridges, Hawaii is exploring a Road Usage Charge. A road usage charge typically means motorists pay for the number of miles they drive, instead of the number of gallons of gas they buy.

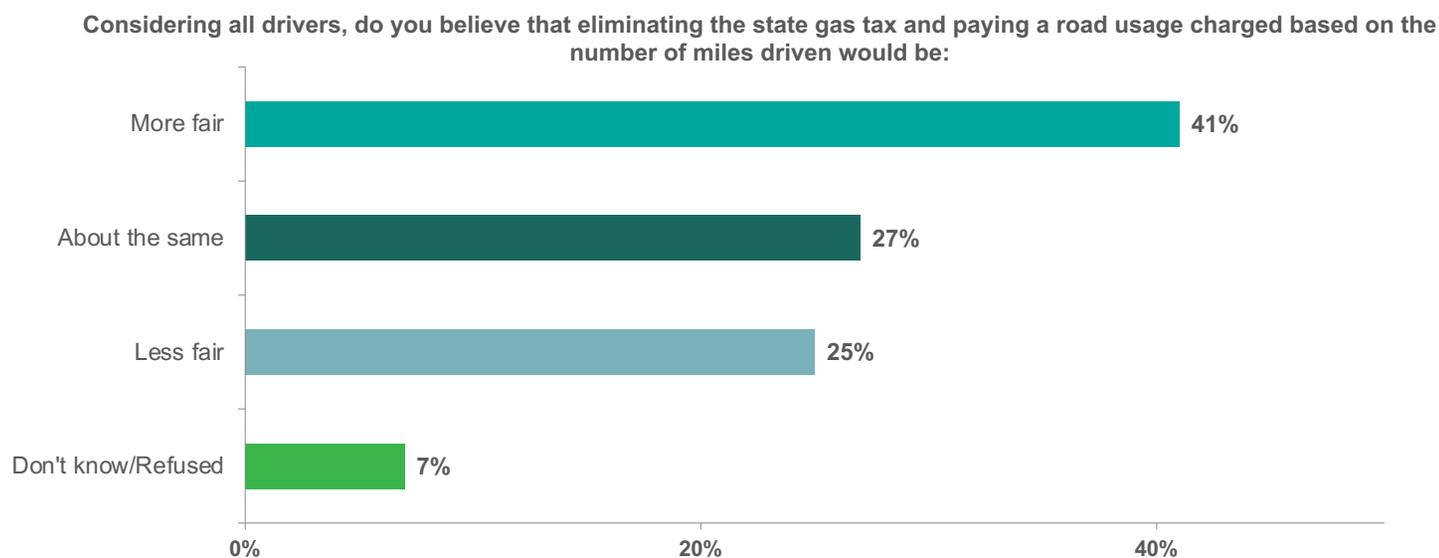
Everyone pays the same amount for each mile they drive, regardless of what kind of car they drive. Several Western states have already initiated pilot programs to look into using a road usage charge system.

Let me emphasize that a road usage charge would replace the state gas tax, so drivers will not be paying both charges. The current rate being explored is less than a penny per mile and it would replace the average state level gas tax of \$80 a year for a typical driver.

These next few questions are about a potential road usage charge being explored for Hawaii.”

## Attitudes Toward RUC

- Two in 5 (41%) state residents said that it would be “more fair” to eliminate the state gas tax and pay a road usage charge based on the number of miles driven. One quarter (25%), however, deemed it “less fair.”

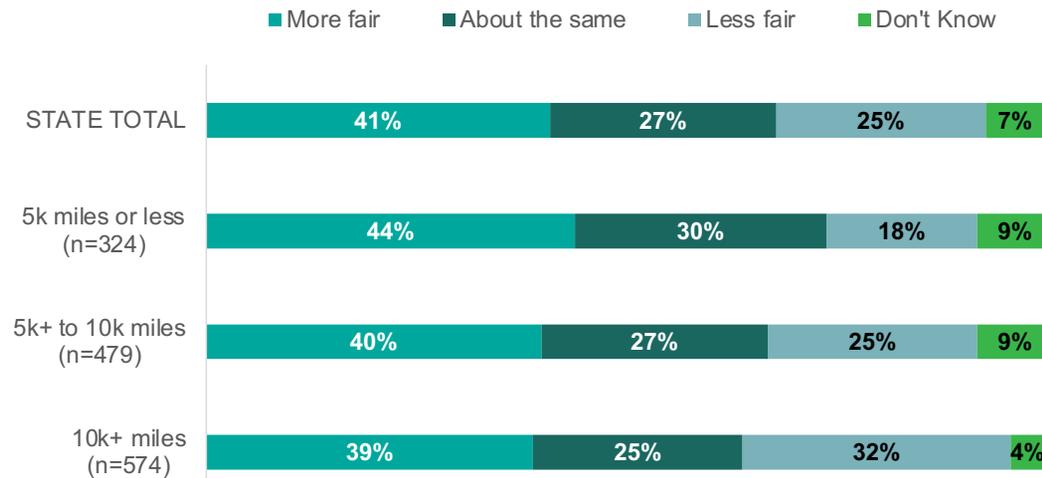


Q5: Considering all drivers, do you believe that eliminating the state gas tax and paying a road usage charge based on the number of miles driven would be...:  
 Base: (n=1519)

## Attitudes Toward RUC: By Annual Miles Driven

- The more miles driven by the respondent, the greater the likelihood they believed that the RUC is **less fair** than the gas tax.

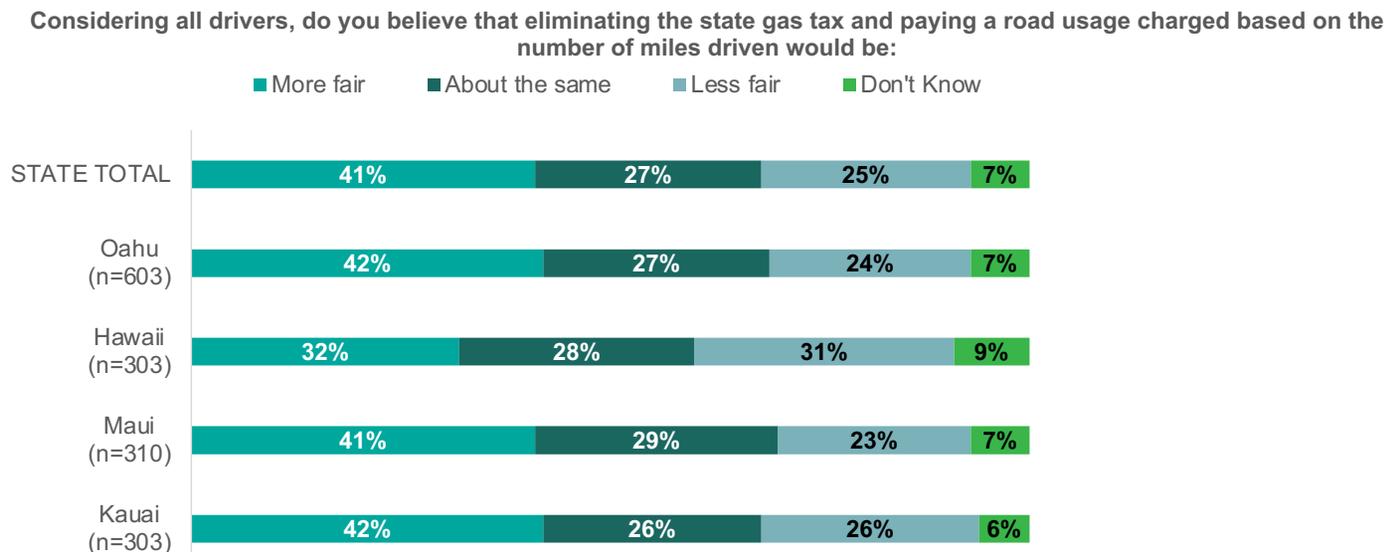
Considering all drivers, do you believe that eliminating the state gas tax and paying a road usage charged based on the number of miles driven would be:



Q5: Considering all drivers, do you believe that eliminating the state gas tax and paying a road usage charge based on the number of miles driven would be...:  
Base: (n=1519)

## Attitudes Toward RUC: By Island County

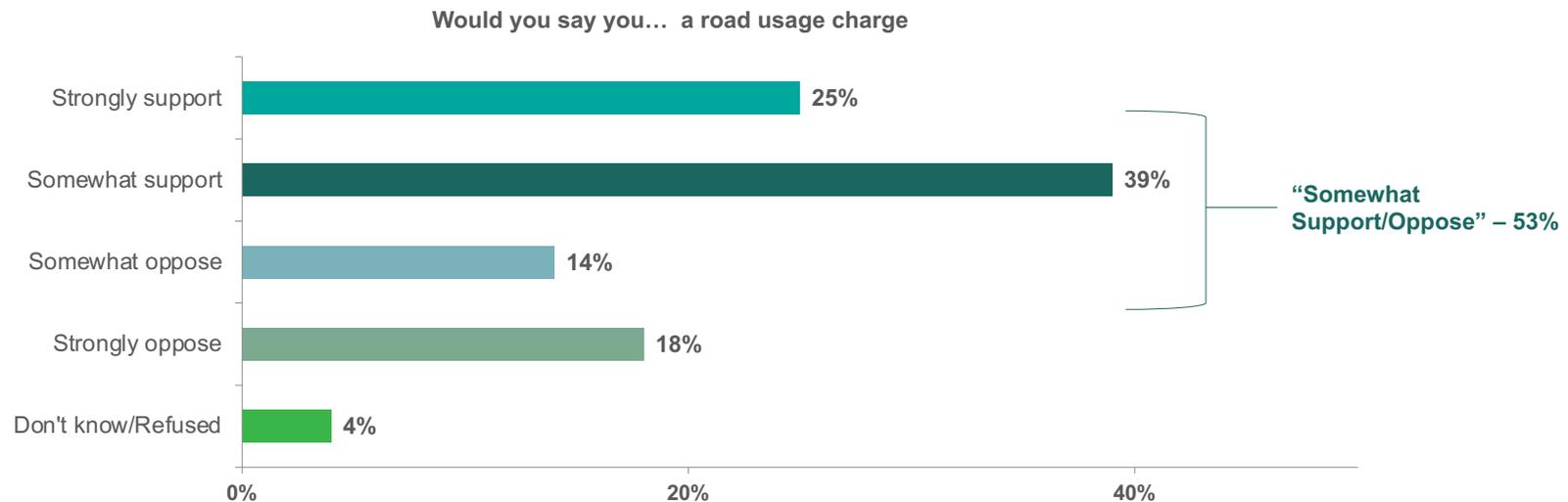
- Interestingly, the proportion of Hawaii Island residents (31%) who believed that RUC is **less fair** than the gas tax is significantly higher than that of other island counties.



Q5: Considering all drivers, do you believe that eliminating the state gas tax and paying a road usage charge based on the number of miles driven would be...  
 Base: (n=1519)

## Attitudes Toward RUC

- One in 4 (25%) residents strongly supported using a road usage charge program to fund Hawaii’s transportation infrastructure; whereas nearly 1 in 5 (18%) were strongly opposed.
- However, the majority (53%) of residents did not have hardened views about RUC, as they expressed soft support for or soft opposition to the idea.

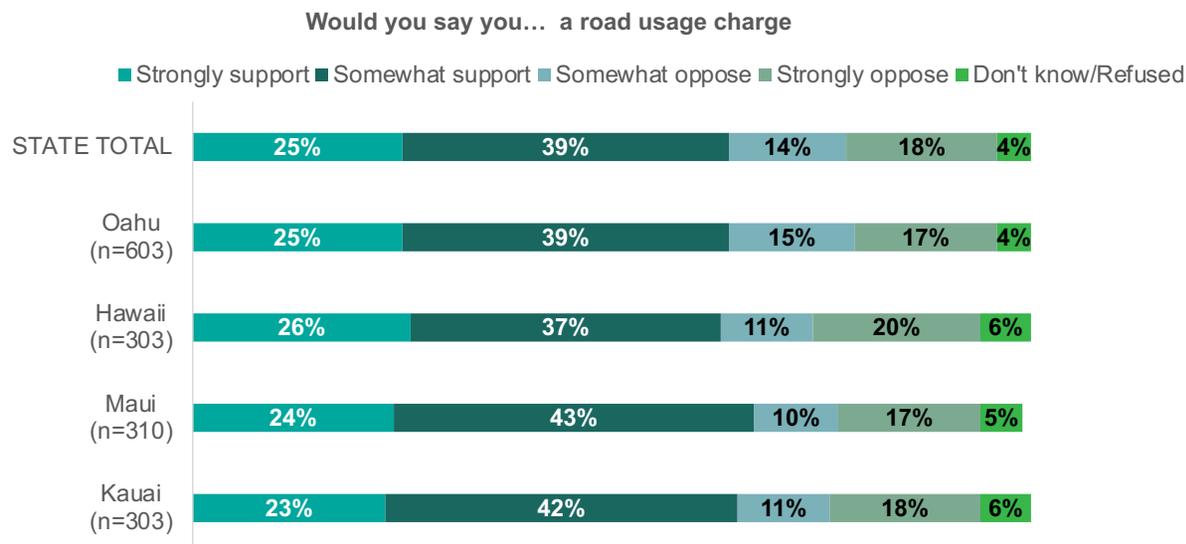


Q6: Knowing that gas-tax revenues are projected to fall, do you support or oppose using a mileage-based road usage charge program in Hawaii as a way to fund transportation infrastructure? These funds will be used only for repairs and maintenance of the public roadways, and building new roads, and will not be used to pay for the rail or any other transportation method. Would you say you (READ LIST) a road usage charge?

Base: (n=1519)

## Attitudes Toward RUC: By Island County

- Support and opposition toward RUC is fairly uniform across all island counties in spite of county differences in perception of fairness.

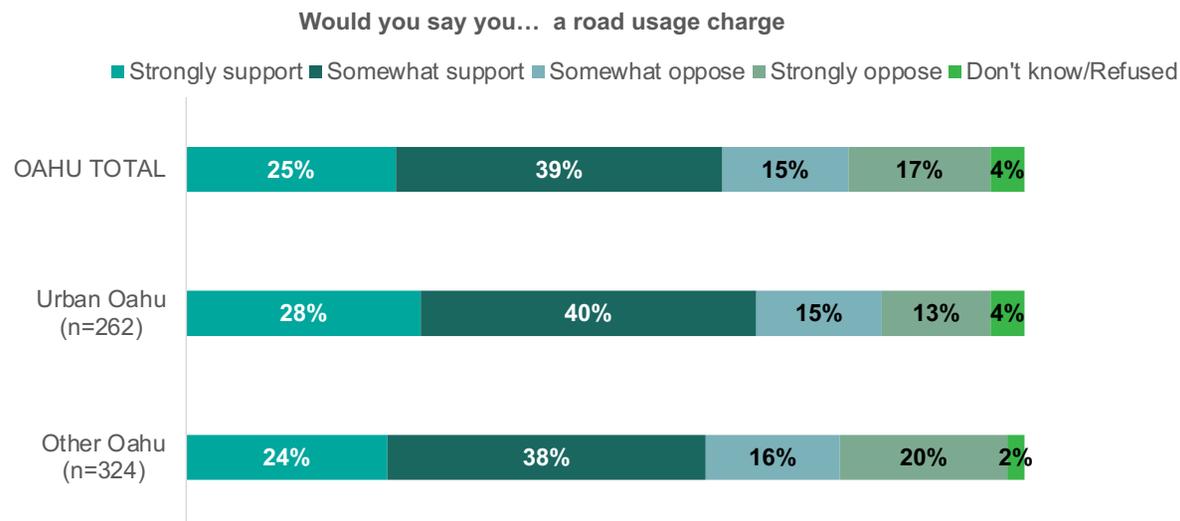


Q6: Knowing that gas-tax revenues are projected to fall, do you support or oppose using a mileage-based road usage charge program in Hawaii as a way to fund transportation infrastructure? These funds will be used only for repairs and maintenance of the public roadways, and building new roads, and will not be used to pay for the rail or any other transportation method. Would you say you (READ LIST) a road usage charge?

Base: (n=1519)

## Attitudes Toward RUC: Oahu Only

- There was, however, a difference of opinions among those living in different areas of Oahu. Those living in suburban or rural areas were significantly more likely than those in Urban Oahu to **strongly oppose** using a road usage charge.

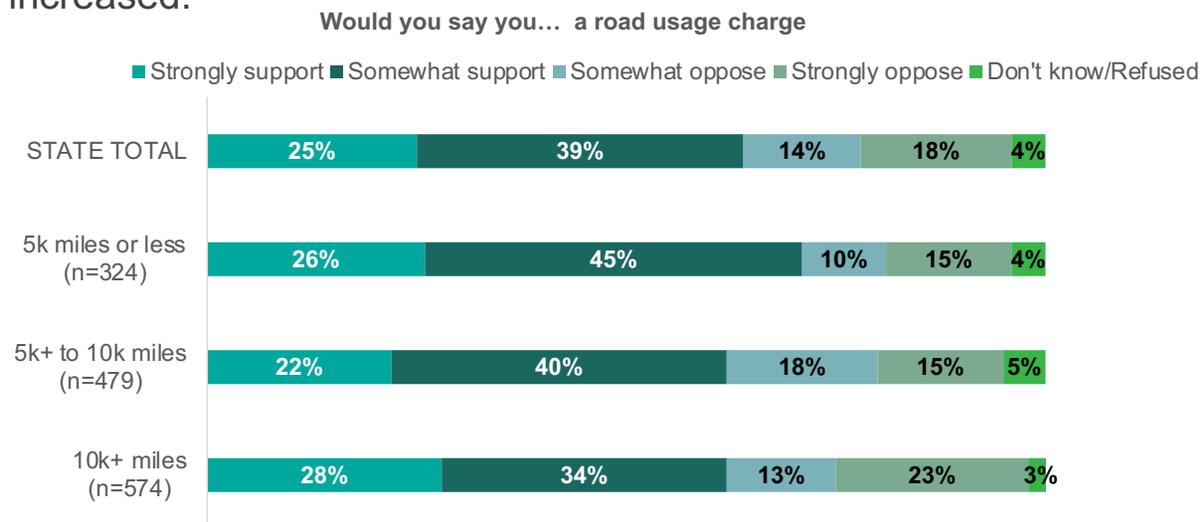


Q6: Knowing that gas-tax revenues are projected to fall, do you support or oppose using a mileage-based road usage charge program in Hawaii as a way to fund transportation infrastructure? These funds will be used only for repairs and maintenance of the public roadways, and building new roads, and will not be used to pay for the rail or any other transportation method. Would you say you (READ LIST) a road usage charge?

Base: (n=603)

## Attitudes Toward RUC: By Annual Miles Driven

- Similarly, on a statewide level, those who drive more than 5,000 miles annually were significantly more likely than their counterparts to **oppose** using a road usage charge.
- Also, the intensity of opposition to a road usage charge increased as the reported mileage driven increased.



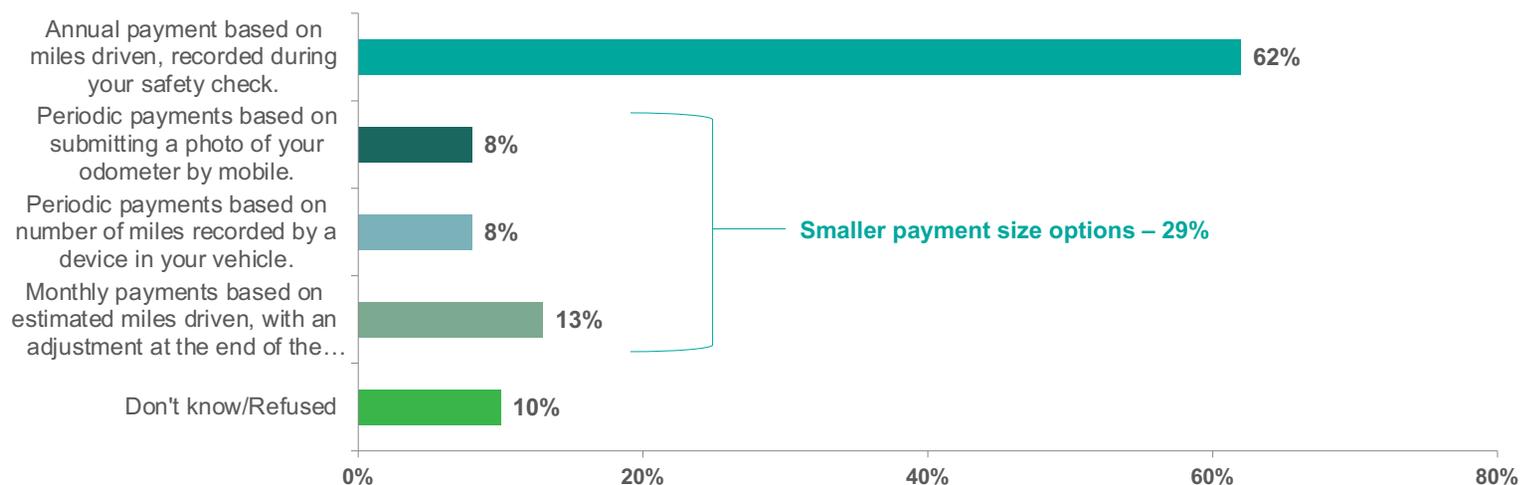
Q6: Knowing that gas-tax revenues are projected to fall, do you support or oppose using a mileage-based road usage charge program in Hawaii as a way to fund transportation infrastructure? These funds will be used only for repairs and maintenance of the public roadways, and building new roads, and will not be used to pay for the rail or any other transportation method. Would you say you (READ LIST) a road usage charge?

Base: (n=1519)

## Attitudes Toward RUC

- The annual payment option, tied into the safety check, is preferred by a large majority of residents (62%) if the State were to consider a road usage charge. Note that nearly 3 in 10 (29%) residents preferred some form of smaller payment size option.

If the State were to consider a road usage charge, which one of the following payment options would you most prefer?  
The average charge would be \$80 a year for a typical driver, with some paying more and some paying less.



Q9: If the State were to consider a road usage charge, which one of the following payment options would you most prefer? The average charge would be \$80 a year for a typical driver, with some paying more and some paying less.

Base: (n=1519)

## Attitudes Toward RUC: By Household Income

- The annual option tied to safety checks was also the preferred payment format among drivers in all household income categories. However, it is important to note that the proportion of residents who preferred smaller payment options increased as reported household income decreased.

If the State were to consider a road usage charge, which one of the following payment options would you most prefer?  
The average charge would be \$80 a year for a typical driver, with some paying more and some paying less.



Q9: If the State were to consider a road usage charge, which one of the following payment options would you most prefer? The average charge would be \$80 a year for a typical driver, with some paying more and some paying less.

Base: (n=1519)

## RUC Argument Testing

- Respondents were then read three arguments in support of RUC and three arguments in opposition to RUC and asked to indicate if each was an excellent, good, fair, or poor argument.
- The arguments in **support** were:
  - “More cars are paying less. People are driving more fuel efficient vehicles, including electric and hybrid cars. A road usage charge is a practical way to fund our roads in the future as we work to achieve zero fossil fuel consumption.”
  - “A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.”
  - “With road usage charges, each driver pays their fair share based on how many miles they drive.”
- The arguments in **opposition** were:
  - “A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.”
  - “A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.”
  - “A road usage charge will not work well because people can avoid paying by not getting a safety check or by not registering their vehicles.”

## Argument Testing – In Support: Summary

- On a statewide level, there is little differentiation in the impact of arguments in support of RUC.

More cars are paying less. People are driving more fuel efficient vehicles, including electric and hybrid cars. A road usage charge is a practical way to fund our roads in the future as we work to achieve zero fossil fuel consumption.



A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model



With road usage chares, each driver pays their fair share based on how many miles they drive



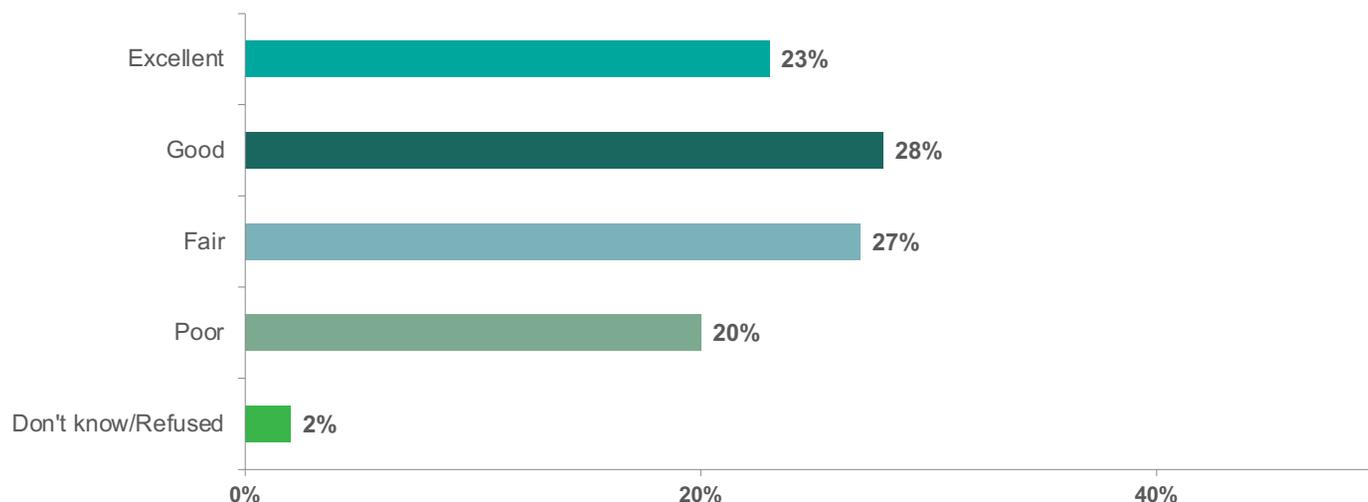
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't Know

Q6: Please tell me if this an excellent, good, fair, or poor argument:  
Base: (n=1519)

## Argument Testing – In Support

- A majority of respondents (51%) said that “working to achieve zero fossil fuel consumption” was an “excellent” or “good” argument to support road usage charges; whereas 1 in 5 (20%) rated the argument as “poor.”

More cars are paying less. People are driving more fuel efficient vehicles, including electric and hybrid cars. A road usage charge is a practical way to fund our roads in the future as we work to achieve zero fossil fuel consumption.



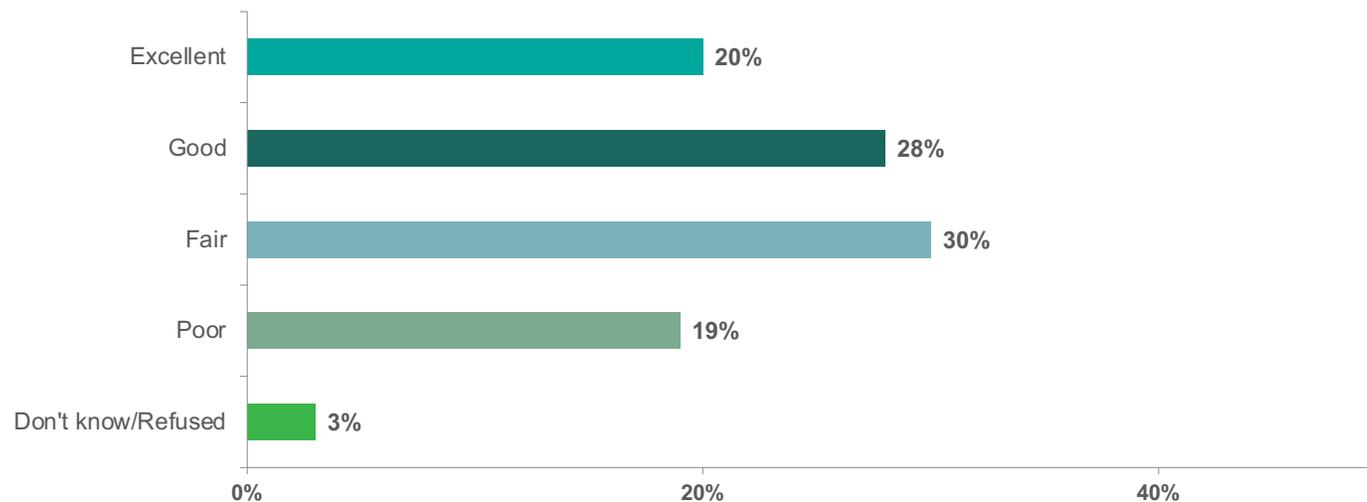
Q7a: Please tell me if this an excellent, good, fair, or poor argument: More cars are paying less. People are driving more fuel efficient vehicles, including electric and hybrid cars. A road usage charge is a practical way to fund our roads in the future as we work to achieve zero fossil fuel consumption.

Base: (n=1519)

## Argument Testing – In Support

- Similarly, nearly half of all respondents (48%) said that framing the RUC as a “more stable funding model” for transportation was an “excellent” or “good” argument; while 1 in 5 (19%) said it was a “poor” argument in support of RUC.

A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.



Q7b: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.

Base: (n=1519)

## Argument Testing – In Support: By Household Income

- The higher the income reported by the respondent, the greater the likelihood they indicated that the argument was “excellent” or “good.”

A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.

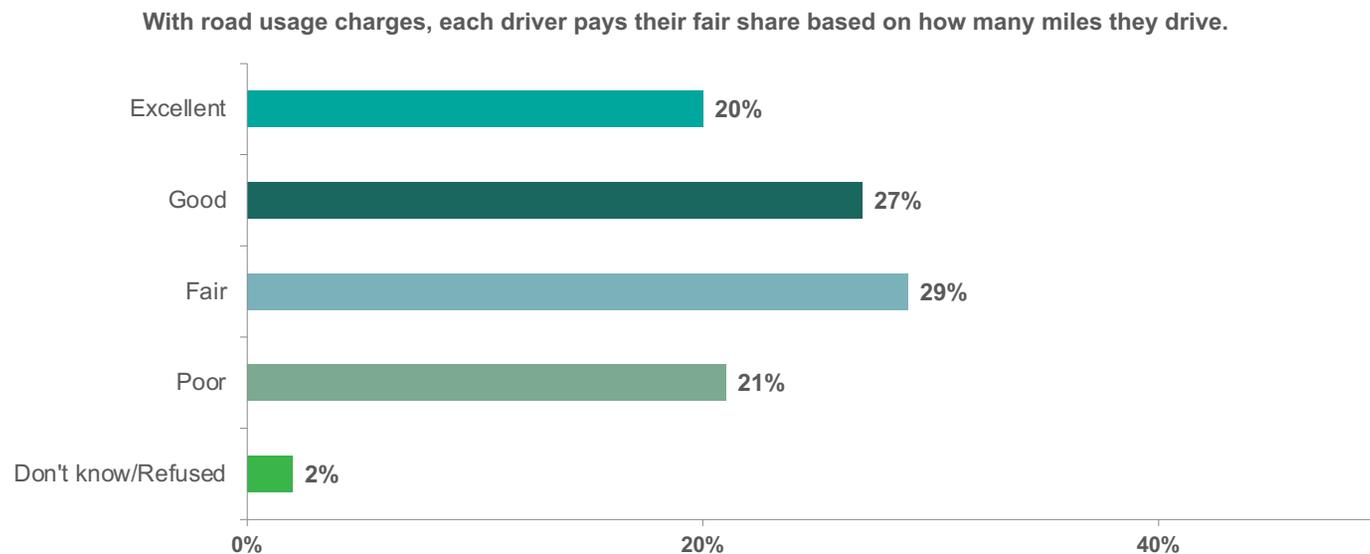


Q7b: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge would provide a more dependable means of transportation funding because it is based on road use, not fuel use. Road use is a more stable funding model.

Base: (n=1519)

## Argument Testing – In Support

- Nearly half (47%) of the respondents rated “paying their fair share based on how many miles driven” as either an “excellent” or “good argument in support of RUC.



Q7c: Please tell me if this an excellent, good, fair, or poor argument: With road usage charges, each driver pays their fair share based on how many miles they drive.

Base: (n=1519)

## Argument Testing – In Support: By Household Income

- Again, respondents with a reported household income of greater than \$50,000 were significantly more likely than their counterparts to rate the argument as “excellent” or “good.”

With road usage charges, each driver pays their fair share based on how many miles they drive.



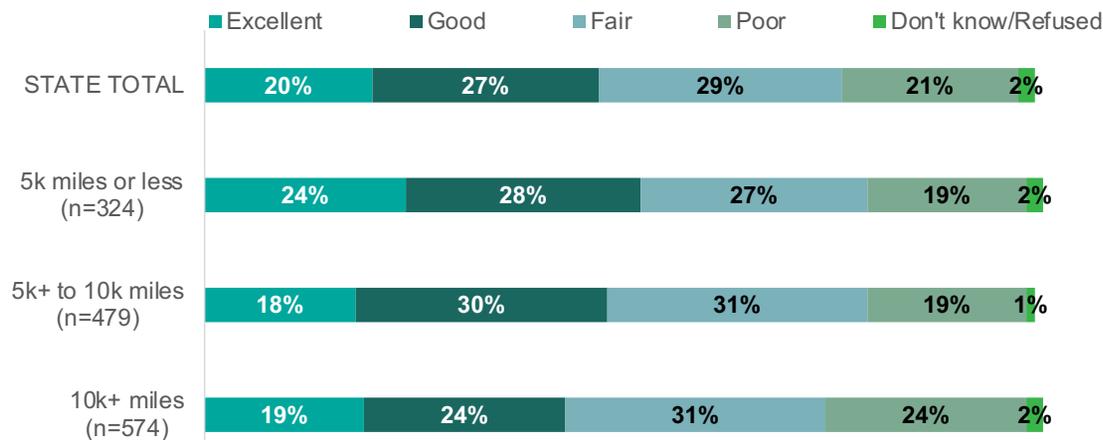
Q7c: Please tell me if this an excellent, good, fair, or poor argument: With road usage charges, each driver pays their fair share based on how many miles they drive.

Base: (n=1519)

## Argument Testing – In Support: By Annual Miles Driven

- Those who drive more than 10,000 miles annually were significantly less likely than their counterparts to rate the argument, “With road usage charges, each driver pays their fair share based on how many miles they drive,” as “excellent” or “good.”

With road usage charges, each driver pays their fair share based on how many miles they drive.



Q7c: Please tell me if this an excellent, good, fair, or poor argument: With road usage charges, each driver pays their fair share based on how many miles they drive.

Base: (n=1519)

## Argument Testing – In Opposition: Summary

- Of all oppositional arguments tested, the argument pertaining to “penalizing rural and lower income residents who do not or cannot afford to live in town” was indicated by the greatest proportion of residents as an “excellent” or “good” argument.

A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.



A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.



A road usage charge will not work well because people can avoid paying by not getting a safety check or by not registering their vehicles.



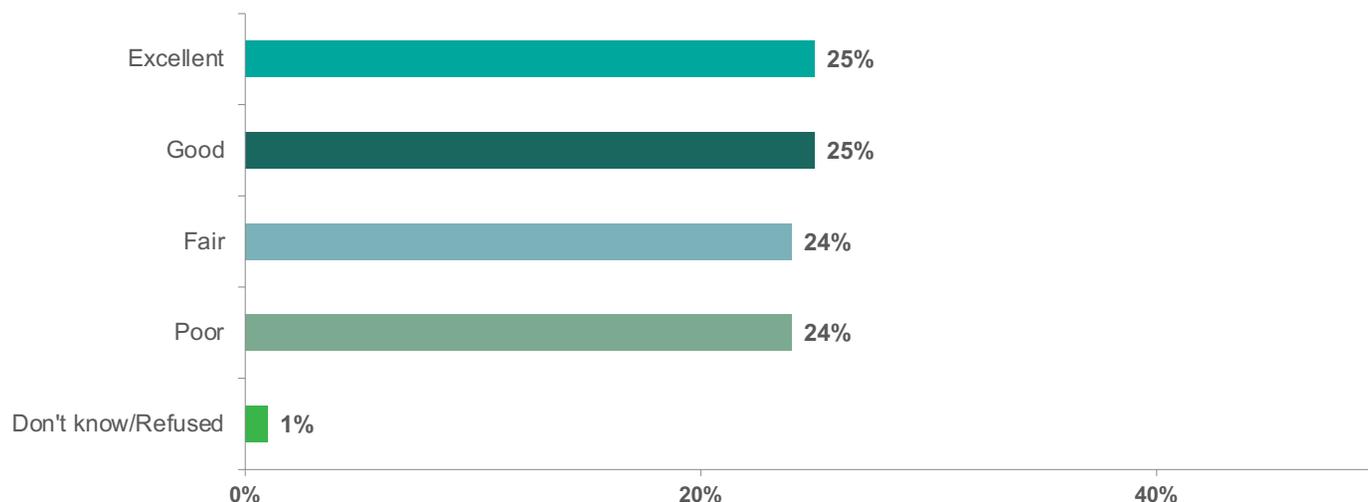
■ Excellent ■ Good ■ Fair ■ Poor ■ Don't Know

Q7: Please tell me if this an excellent, good, fair, or poor argument:  
Base: (n=1519)

## Argument Testing – In Opposition

- Half (50%) of the respondents said “road usage charge would penalize rural and lower income residents who cannot afford to live in town” was an “excellent” or “good” argument for opposing RUC. This argument generated the strongest ratings of all **opposing** arguments tested.

A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.



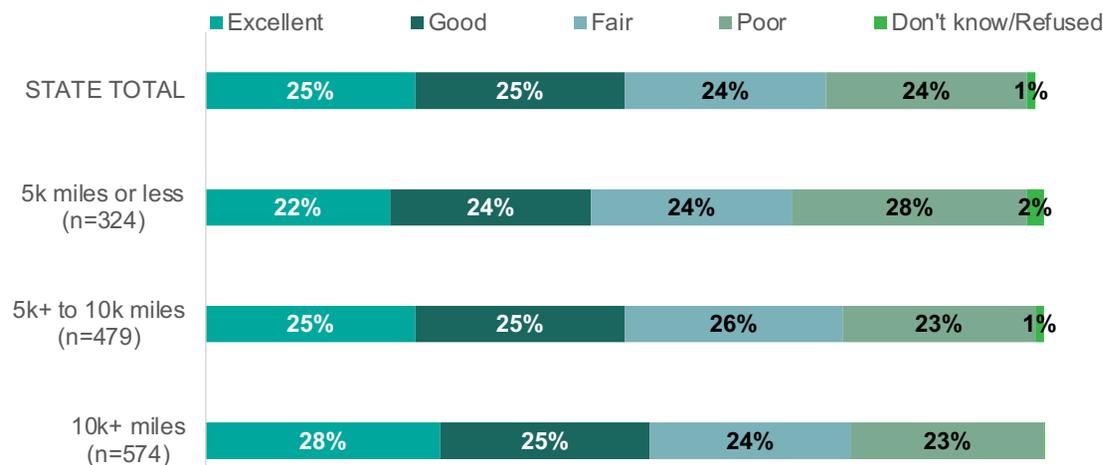
Q8a: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.

Base: (n=1519)

## Argument Testing – In Opposition: By Mileage Driven

- The more miles that are reportedly driven, the greater the likelihood that this argument in opposition to RUC was rated as “excellent” or “good.”

A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.



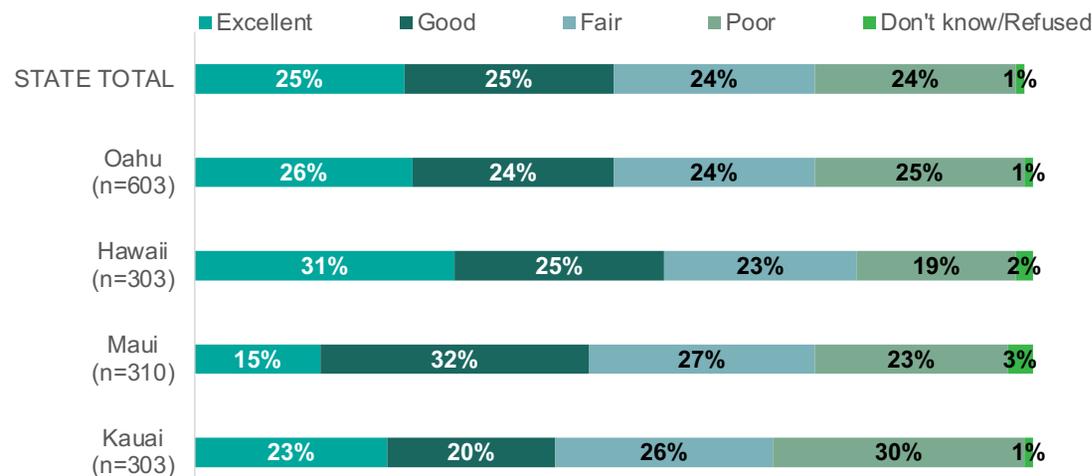
Q8a: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.

Base: (n=1519)

## Argument Testing – In Opposition: By Island County

- Consistent with findings by miles driven, Hawaii County residents were significantly more likely than other county residents to have rated this as an “excellent” or “good” argument in opposition to road usage charges.

A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.



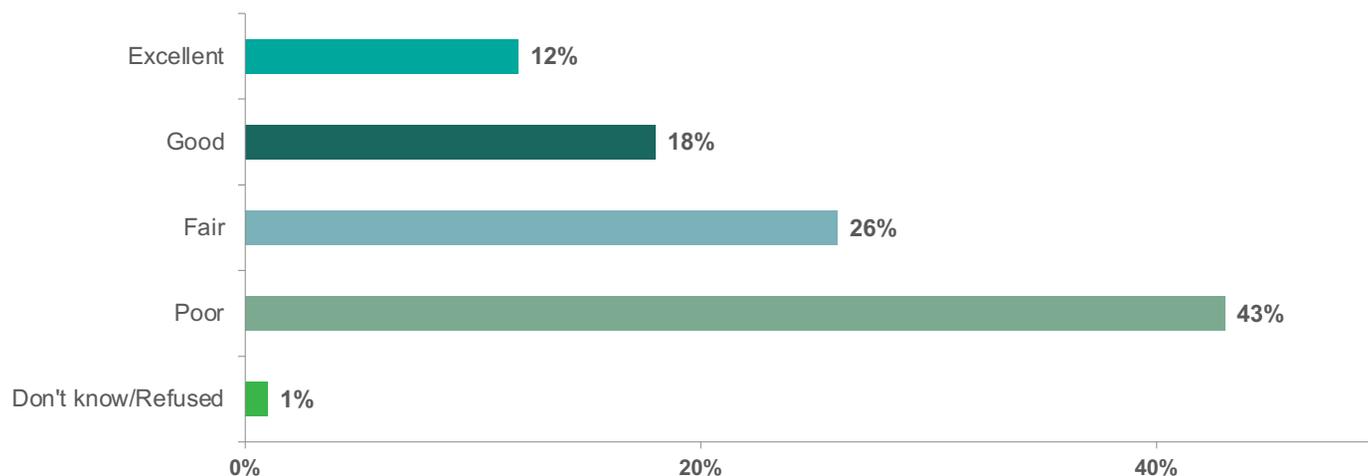
Q8a: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge would penalize rural and lower income residents who do not or cannot afford to live in town. They would have to pay more because they live farther away and have to commute.

Base: (n=1519)

## Argument Testing – In Opposition

- The argument, “Road usage charge is unfair to people who buy fuel-efficient vehicles. They are doing the right thing for the environment and should get a break” was not well-received. Only 3 in 10 (30%) rated it as “excellent” or “good argument,” compared to 2 in 5 (43%) who rated it poorly.

A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.



Q8b: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.

Base: (n=1519)

## Argument Testing – In Opposition: By Island County

- Again, Hawaii county residents were significantly more likely than their counterparts to have rated this as an “excellent” or “good” argument for opposing road usage charges.

A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.



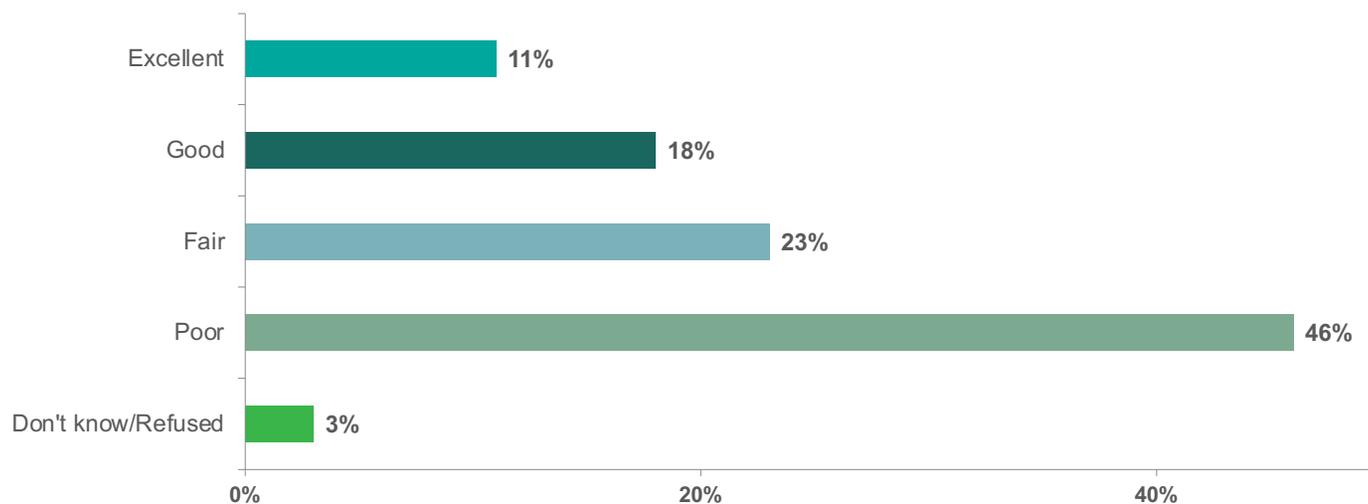
Q8b: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge is unfair to people who buy fuel efficient vehicles. These people are doing the right thing for the environment and should get a break.

Base: (n=1519)

## Argument Testing – In Opposition

- Nearly half (46%) indicated that avoiding a safety check or registration was a “poor” argument for opposing RUC.

A road usage charge will not work well because people can avoid paying by not getting a safety check or by not registering their vehicles.



Q8c: Please tell me if this an excellent, good, fair, or poor argument: A road usage charge will not work well because people can avoid paying by not getting a safety check or by not registering their vehicles.

Base: (n=1519)