

# City of Phoenix Public Policy Survey

## Greater Phoenix Chamber Survey Summary

Submitted by OH Predictive Insights (OHPI) to Greater Phoenix Chamber (GPC), January 2019



**GREATER PHOENIX  
CHAMBER**



**PREDICTIVE  
INSIGHTS**

# Strong Reliability of Research Methodology - City of Phoenix

This all-live caller survey was conducted by Phoenix-based OH Predictive Insights December 26 - 29th from an active likely 2019 City of Phoenix Election voter sample. The sample size was 493 completed surveys, with a MoE of +/- 4.41%.

## Respondent Sample Summary

| <b>Gender (n=)</b> |      |     | <b>Age (n=493)</b> |      |     | <b>Region (n=493)</b>            |      |     | <b>Ethnicity (n=493)</b> |      |     |
|--------------------|------|-----|--------------------|------|-----|----------------------------------|------|-----|--------------------------|------|-----|
| Female             | 53%  | 263 | 18-35              | 12%  | 59  | North Phoenix                    | 56%  | 275 | White Or Anglo           | 72%  | 356 |
| Male               | 47%  | 230 | 36-45              | 16%  | 78  | South Phoenix                    | 44%  | 218 | Hispanic Or Latino       | 15%  | 76  |
| Total              | 100% | 493 | 46-55              | 19%  | 95  | Total                            | 100% | 493 | Aa Or Black              | 4%   | 20  |
|                    |      |     | 56-65              | 22%  | 108 |                                  |      |     | Native American          | 0%   | 2   |
|                    |      |     | 66+                | 31%  | 153 |                                  |      |     | Asian                    | 2%   | 7   |
|                    |      |     | Total              | 100% | 493 |                                  |      |     | Other                    | 5%   | 23  |
|                    |      |     |                    |      |     | <b>Party Affiliation (n=493)</b> |      |     | Dk/ Refused              | 2%   | 9   |
|                    |      |     |                    |      |     | Democrat                         | 39%  | 191 | Total                    | 100% | 493 |
|                    |      |     |                    |      |     | Independent                      | 22%  | 109 |                          |      |     |
|                    |      |     |                    |      |     | Republican                       | 39%  | 193 |                          |      |     |
|                    |      |     |                    |      |     | Total                            | 100% | 493 |                          |      |     |

# Survey Insights

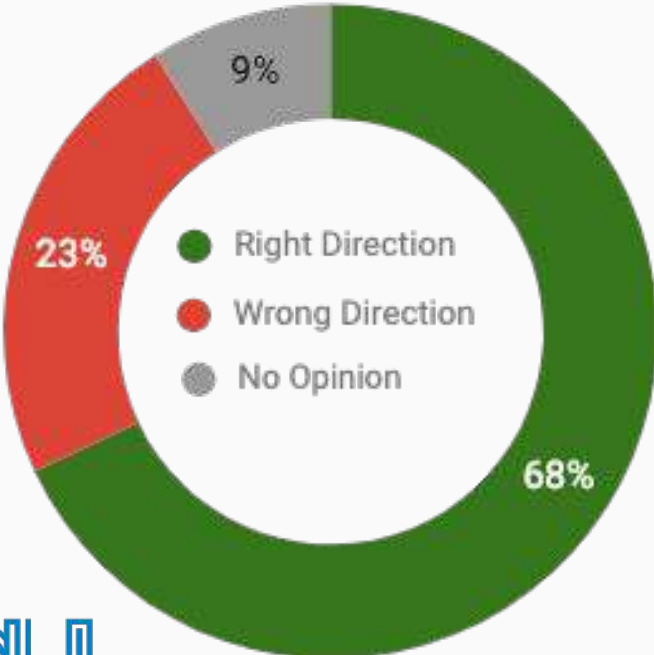
City of Phoenix



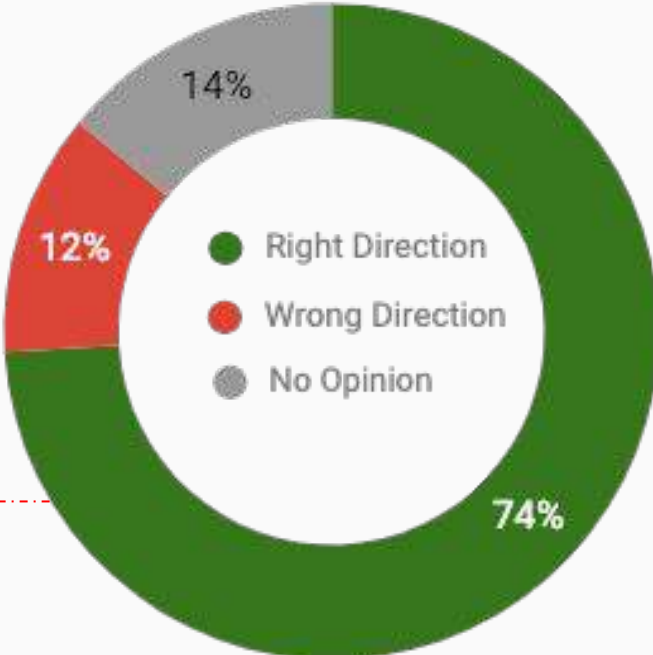
PREDICTIVE  
INSIGHTS

# A Strong Majority of Voters Believe Phoenix is Headed in the Right Direction

### City of Phoenix



### Downtown Phoenix

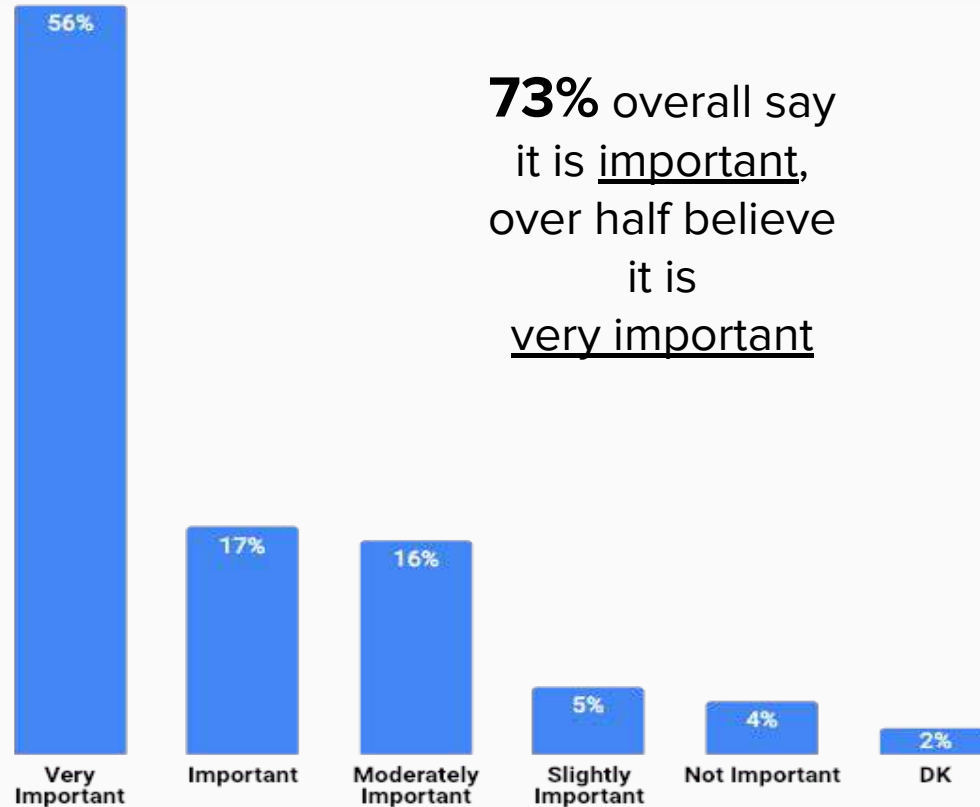


Approximately three-quarters Believe Downtown Phoenix is Headed in the Right Direction



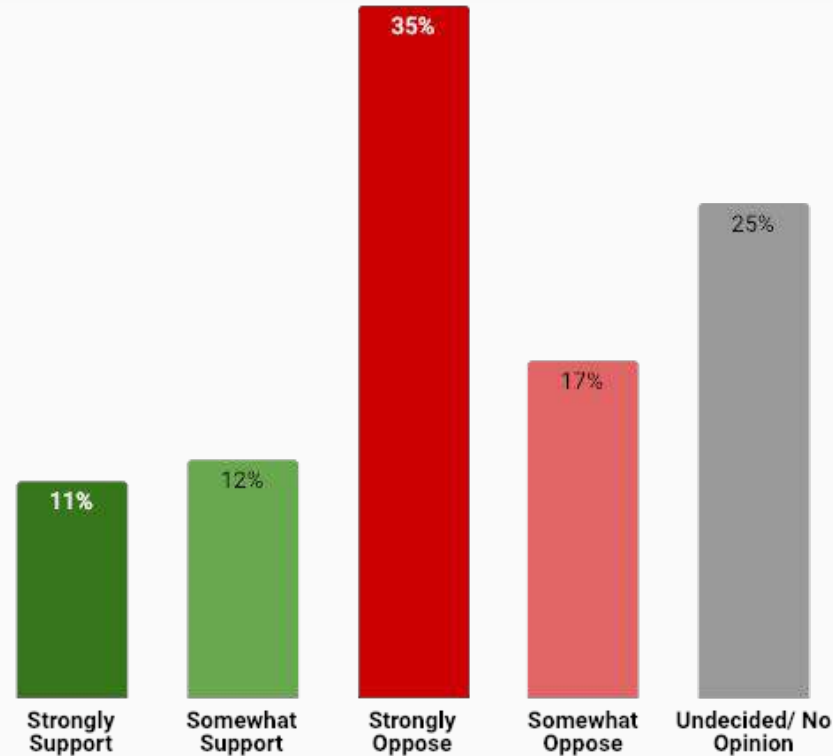
Q) Generally speaking, would you say that things in the City of Phoenix are going in the right direction or wrong direction?  
Q) Specifically, would you say Downtown Phoenix is heading in the right direction or wrong direction?

# Having a Vibrant Downtown is Very Important to Respondents



**73%** overall say it is important, over half believe it is very important

# Strong Opposition to Facility Proposal Based on Incomplete Information



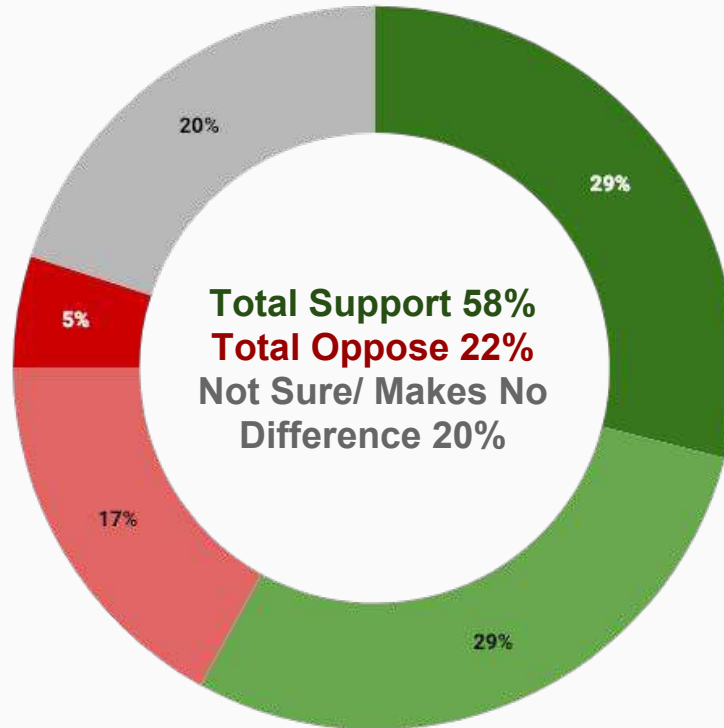
Q) Now, the Phoenix City Council is considering a vote to renovate Talking Stick Arena which is home to the Phoenix Suns. Of the \$230 million project, \$150 million will be paid by the city, \$80 million will be paid by the Phoenix Suns. Based on this description would you support (strongly/ somewhat support?) or oppose (strongly/somewhat oppose?) or are you undecided about the proposal for the facility?

# Informational Insights

City of Phoenix Breakdown

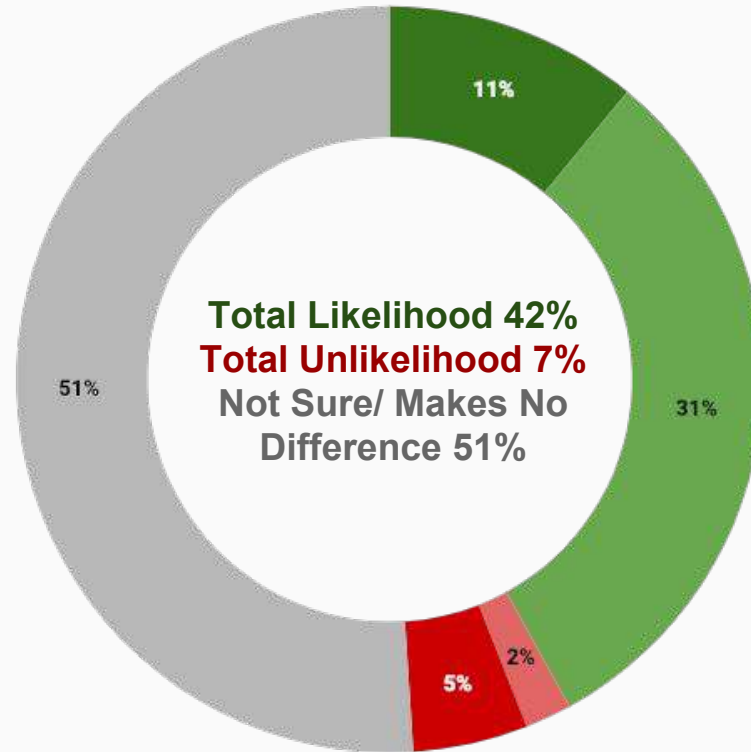


# Respondents Supportive when Informed of the Funding Mechanism (Tourism Tax) and No New Sales Tax Increase



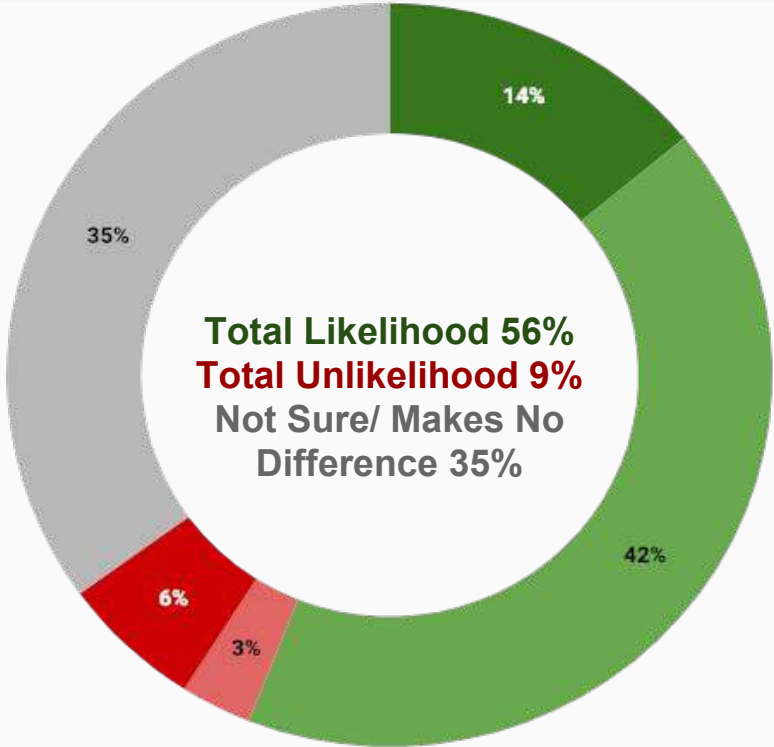


# 42% of Respondents were Influenced Solely by Arena Events and Mercury/Rattlers



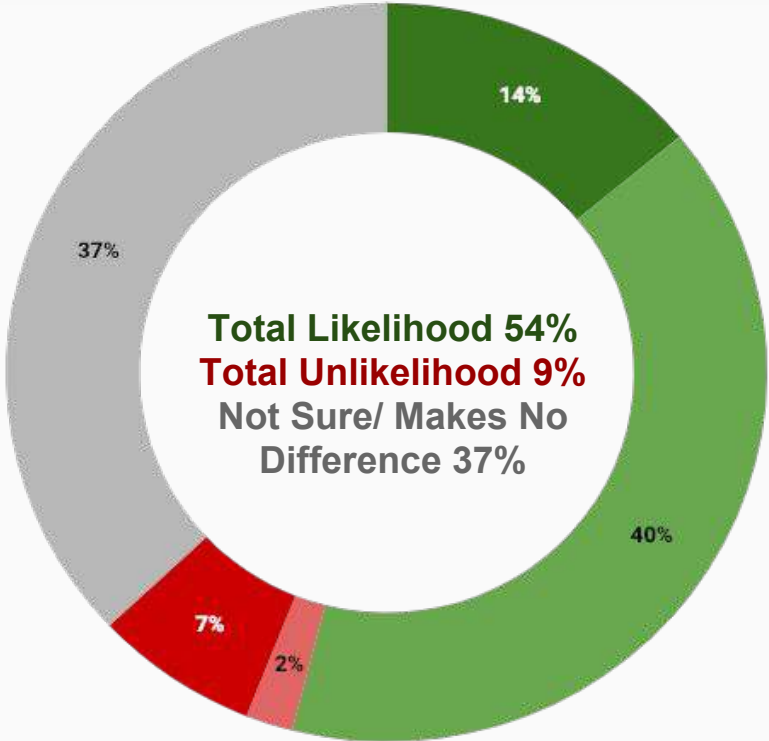
Q) The arena currently hosts more than 300 events per year, the vast majority of which are free and non-ticketed events annually, which have brought 40 million people to downtown Phoenix since the facility opened. The arena is also home to the Phoenix Mercury and Arizona Rattlers. Based on this information are you more likely (much/more likely?) or less likely (much/less likely?) to support or does this information not matter to your support?

# Arena's Direct Economic Impact Appeals to a Majority of Phoenix



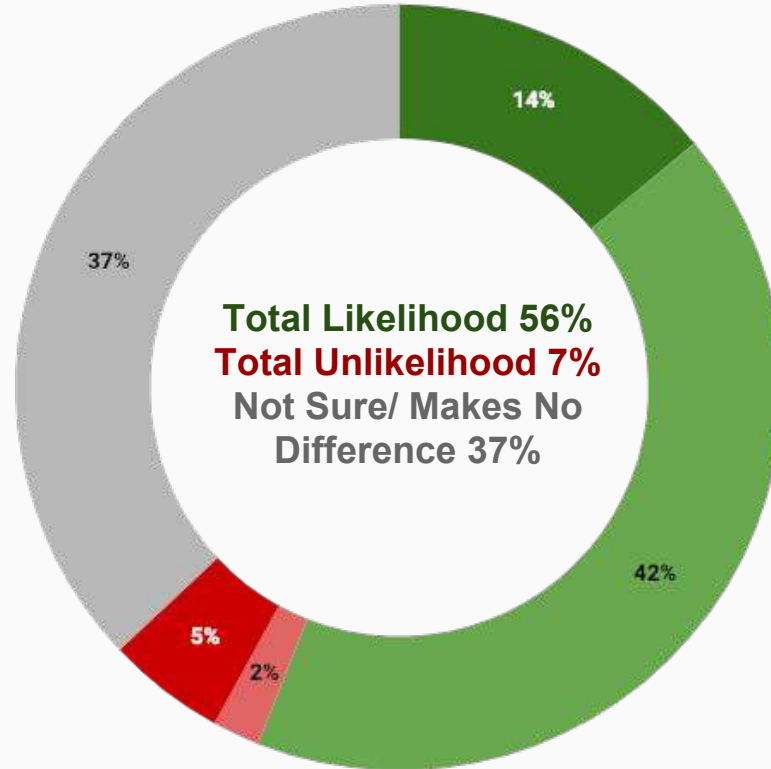
Q) In 1989, when the arena project was conceived, the Phoenix downtown core generated \$57 million in business activity among hotels, retail outlets and restaurants, generating \$1.1 million in city tax revenue which goes directly to the City of Phoenix's General Fund to pay for services such as police and fire. Currently, the arena produces a direct economic impact of \$182 million per year. The City of Phoenix currently collects \$12.8 million annually from the arena, its operations, tenants and vendors. This exceeds the annual cost of the renovation. Based on this information are you more likely (much/more likely?) or less likely (much/less likely?) to support or does this information not matter to your support?

# Youth Participation at Arena & Practice Facility Resonates with Phoenicians



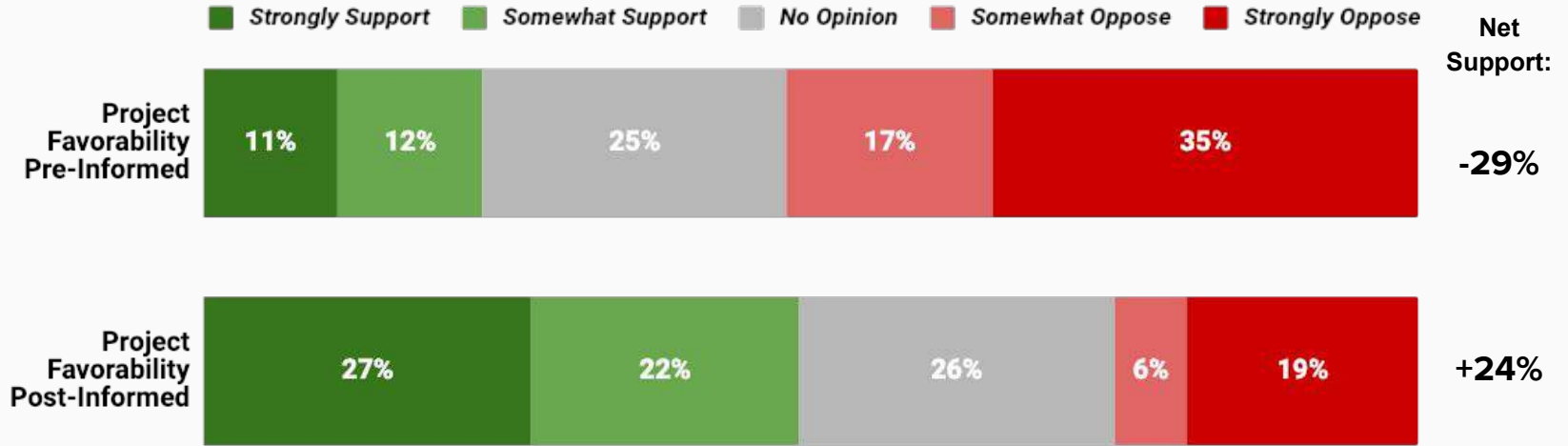
Q) The Suns play 44 home games a year at the arena. Local non-profits such as the YMCA, Boys and Girls Club and others youth organizations play more than 80 games each year at the arena. In addition to the renovations at the arena, the Suns plan on building a new practice facility for the team in the City of Phoenix that would have three to four additional courts. This practice facility will also be available for youth and amateur teams to utilize. Based on this information are you more likely (much/more likely?) or less likely (much/less likely?) to support or does this information not matter to your support?

# Economic Growth and Additional Concerts/ Ticketed Events



Q) The City of Phoenix prospects that the newly renovated arena will draw additional concerts and other ticketed events which will attract more visitors to downtown. The newly renovated facility will also create jobs and generate economic growth in downtown for local businesses. Based on this information are you more likely (much/more likely?) or less likely (much/less likely?) to support or does this information not matter to your support?

# Informed Voters Opinion Change - A Staggering 53 Point Shift



Q) Now, the Phoenix City Council is considering a vote to renovate Talking Stick Arena which is home to the Phoenix Suns. Of the \$230 million project, \$150 million will be paid by the city, \$80 million will be paid by the Phoenix Suns.

Q) Now that you have heard more about the City of Phoenix/Phoenix Suns proposed arena deal would you support (strongly/somewhat support?) or oppose (strongly/somewhat oppose?) or are you undecided about the proposal for the facility?



**T H A N K   Y O U**

**For more information regarding the survey or  
methodology, please contact Mike Noble  
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