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City of Phoenix Topline Report

Conducted: December 5-6, 2018

Number of Respondents: 450

MoE: 4.61%

Q. How likely are you to vote in the upcoming run-off election for City of Phoenix mayor?

Extremely likely	249	55.36%
Very likely	55	12.33%
Somewhat likely	31	6.87%
Not very likely	59	13.13%
Won't vote	23	5.06%
Refused	33	7.25%
Total	450	100.00%

Phoenix City Council will vote soon on a proposal to renovate the Phoenix Suns arena in downtown Phoenix. The city will pay 185 million to fund the project. The Suns will pay 80 million.

Q. Do you support this expense of taxpayer dollars by the City of Phoenix?

Yes, I would support	90	20.09%
No, I would not support	296	65.81%
Undecided	58	12.85%
Refused	6	1.25%
Total	450	100.00%



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Demographics

Gender

Male	217	48.31%
Female	233	51.69%
Total	450	100.00%

Age

18 to 34	148	32.97%
35 to 44	76	16.94%
45 to 54	73	16.33%
55 to 64	72	16.01%
65 and over	80	17.75%
Total	450	100.00%

Race Rollup

White	227	50.51%
Hispanic	86	19.21%
African American	22	4.94%
Asian/Pacific Islander	9	2.09%
Other/Refused	105	23.25%
Total	450	100.00%

Party Rollup

Republican	119	26.53%
Democrat	161	35.85%
Independent	164	36.36%
Other/Refused	6	1.25%
Total	450	100.00%

Ward

PHOENIX 1	48	10.68%
PHOENIX 2	54	11.95%
PHOENIX 3	67	14.96%



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PHOENIX 4	53	11.72%
PHOENIX 5	53	11.71%
PHOENIX 6	82	18.20%
PHOENIX 7	40	8.94%
PHOENIX 8	53	11.86%
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Total	450	100.00%

General Vote History

0	35	7.89%
1	39	8.66%
2	46	10.12%
3	84	18.69%
4	246	54.63%
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Total	450	100.00%



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Methodology and Transparency

Sponsor(s)

This survey was sponsored by Marson Media.

Target Population

Registered voters in Phoenix, Arizona.

Sampling Frame & Methodology

Frame:

The sample frame includes registered voters with a landline telephone. Registered voters without access to a landline telephone are excluded from the frame.

Methodology:

IVR survey; 100% landline telephone

Contacted voters were selected randomly from a list of registered voters in Phoenix, Arizona purchased by Data Orbital Consulting, LLC from i360. Of the voters surveyed, 80% have voted in between two and four of the last four general elections, 10% have voted in one of the last four general elections, and 10% have voted in none of the last four general elections. Voters without a valid landline telephone number were not contacted.

Selected voters were contacted from December 5-6, 2018 using an IVR auto-dial survey presented in English.



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Weighting

The sample was weighted for gender, age, race and party affiliation and geographic region to mirror the registered voter population. Election data was sourced from i360 and the Arizona Secretary of State.

Total Number of Respondents

450

Margin of Error

±4.61% (95% confidence interval)
Margin of error does not take into consideration design effect.



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Transcript of Verbatim Questions and Response Options

Hello, I am calling from a public opinion research firm and I would like to ask you some questions. I am not trying to sell you anything and I won't be asking for a contribution of any kind.

Q) What is your gender?

Press 1 – Male

Press 2 – Female

Q) How likely are you to vote in the upcoming run-off election for City of Phoenix mayor?

Press 1 – Extremely likely

Press 2 – Very likely

Press 3 – Somewhat likely

Press 4 – Not very likely

Press 5 – Won't vote

Press 6 – Refuse

Q) Phoenix City Council will vote soon on a proposal to renovate the Phoenix Suns arena in downtown Phoenix. The city will pay 185 million to fund the project. The Suns will pay 80 million.

Do you support this expense of taxpayer dollars by the City of Phoenix?

Press 1 – Yes, I would support

Press 2 – No, I would not support

Press 3 – Undecided

Press 4 – Refused

The following questions are for statistical purposes only.

Q) Which of the following age categories do you fall into?

Press 1 – 18 to 34

Press 2 – 35 to 44

Press 3 – 45 to 54

Press 4 – 55 to 64



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Press 5 – 65 and over

Q) How would you classify yourself in terms of race or ethnicity – White, Hispanic, African American, Asian American, Middle Eastern, Native American or something else?

Press 1 – White

Press 2 – Hispanic

Press 3 – African American

Press 4 – Asian/Pacific Islander

Press 5 – Middle Eastern

Press 6 – Native American

Press 7 – Other

Press 8 – Refused

Q) Are you registered as a Republican, Democrat, Independent, or something else?

Press 1 – Republican

Press 2 – Democrat

Press 3 – Independent

Press 4 – Other

Press 5 – Refused

Thank you for your participation, this completes our survey. To be removed from our lists please call Data Orbital at 602-737-3146. Have a pleasant evening.

