

MoE = +/- 4.18  
 n=550  
 8/30/21 – 8/31/21

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. Can I please speak with **[READ NAME ON LIST]**?

#### OBSERVATION:

Q) What is your gender? (**Observe by voice, do not ask**)

Male	265	48.2%
Female	285	51.8%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) When thinking about the professional sports teams in Arizona, which team do you view most favorably? (Randomize responses to Q2? List of all the sports teams)

Arizona Cardinals	159	28.9%
Arizona Diamondbacks	88	16%
Arizona Coyotes	43	7.8%
Phoenix Suns	117	21.3%
Arizona Rising	17	3.2%
Phoenix Mercury	14	2.6%
Undecided	100	18.2%
Refused	11	2%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) As you may know, the Arizona Coyotes hockey team leases the Gila River Arena - a City of Glendale owned facility. The teams' lease was not renewed and the team is considering building a new facility. Would you support the use of taxpayer funds to build a new arena for the Arizona Coyotes?

Yes	215	39%
No	263	47.7%
Unsure	58	10.6%
Undecided	12	2.1%
Refused	3	0.5%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

[ROTATE ORDER OF FOLLOWING QUESTIONS]

Q) It was reported by the Arizona Coyotes ownership that the team was losing money operating in the City of Glendale. Would you support your city providing additional funding or tax breaks to increase the teams economic viability? [ROTATE STARTING ORDER OF RESPONSES]

<b>Support</b>	<b>180</b>	<b>32.7%</b>
Definitely support	78	14.1%
Probably support	102	18.6%
<b>Not Support</b>	<b>327</b>	<b>59.5%</b>
Probably not support	118	21.5%
Definitely not support	209	38%
<b>Undecided</b>	<b>38</b>	<b>6.9%</b>
<b>Refused</b>	<b>5</b>	<b>0.8%</b>
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) Some officials have proposed using federal Covid relief dollars to help facilitate building a new arena for the Arizona Coyotes? Would you support the use of covid relief funds to build a new facility? [ROTATE STARTING ORDER OF RESPONSES]

<b>Support</b>	<b>83</b>	<b>15.2%</b>
Definitely support	35	6.4%
Probably support	48	8.8%
<b>Not Support</b>	<b>446</b>	<b>81.1%</b>
Probably not support	107	19.4%
Definitely not support	339	61.7%
<b>Undecided</b>	<b>16</b>	<b>3%</b>
<b>Refused</b>	<b>5</b>	<b>0.8%</b>
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) If your elected state legislative or city council members voted to support the use of taxpayer funds to build another sports and entertainment arena and provide additional tax breaks or subsidy to the owners of a professional sports franchise, would you be more or less inclined to support them during the next election?

<b>More likely to Support</b>	<b>160</b>	<b>29.1%</b>
Strongly More likely to Support	69	12.6%
Somewhat more likely to support	91	16.5%
<b>Less likely to Support</b>	<b>332</b>	<b>60.4%</b>
Somewhat less likely to support	107	19.4%
Strongly less likely to support	225	41%
<b>Undecided</b>	<b>53</b>	<b>9.6%</b>
<b>Refused</b>	<b>4</b>	<b>0.8%</b>
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) Is there any amount of taxpayer money that you are willing to support being used to provide a new arena for the Arizona coyotes?

I don't support any taxpayer money being used	302	55%
Up to \$10 million	99	18.1%
Up to \$50 million	56	10.2%
Up to \$100 million	20	3.6%
Up to \$250 million	3	0.6%
Up to \$500 million	5	0.9%
Undecided	60	10.9%
Refused	4	0.8%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) The greater Phoenix area is currently home to more than 20 venues for professional sports teams, concerts, spring training, fairs, expos, and more. Do you believe that a new arena in the Phoenix area is:

<b>Needed</b>	<b>179</b>	<b>32.5%</b>
Strongly needed	39	7%
Somewhat needed	140	25.5%
<b>Unnecessary</b>	<b>343</b>	<b>62.4%</b>
Somewhat unnecessary	151	27.4%
Very Unnecessary	193	35%
<b>Undecided</b>	<b>24</b>	<b>4.4%</b>
<b>Refused</b>	<b>3</b>	<b>0.6%</b>
<b>Total</b>	<b>550</b>	<b>100.0%</b>

**DEMOGRAPHICS:**

The following questions are for statistical purposes only.

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

18 to 34	145	26.3%
35 to 44	83	15%
45 to 54	81	14.7%
55 to 64	91	16.5%
65 and over	151	27.5%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

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?

White	380	69%
Hispanic	115	21%
African American	25	4.5%
Asian/Pacific Islander	16	3%
Other	14	2.5%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) Are you registered as a Republican, Democrat or Independent/Unaffiliated?

Republican	191	34.7%
Democrat	175	31.8%
Independent/Unaffiliated	179	32.6%
Other	5	0.9%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Q) What is your highest level of education completed?

Less than a high school diploma	8	1.5%
High school degree or equivalent	100	18.3%
Some college, no degree	206	37.5%
Bachelor's degree	124	22.5%
Graduate degree or higher	101	18.3%
Refused	11	1.9%
<b>Total</b>	<b>550</b>	<b>100.0%</b>

Thank you for your participation, this completes our survey. Have a pleasant evening.

**Last 4 General Elections:**

0 of 4	90	16.3%
1 of 4	130	23.6%
2 of 4	76	13.8%
3 of 4	106	19.2%
4 of 4	149	27.1%
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<b>Total</b>	<b>550</b>	<b>100.0%</b>

**Region:**

North	70	12.8%
Maricopa	333	60.6%
Pima	82	14.9%
South	64	11.7%
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<b>Total</b>	<b>550</b>	<b>100.0%</b>

**Phone Type:**

Cell	225	40.9%
Land	325	59.1%
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<b>Total</b>	<b>550</b>	<b>100.0%</b>

**Congressional District:**

1	62	11.3%
2	60	10.9%
3	51	9.2%
4	67	12.1%
5	73	13.2%
6	67	12.2%
7	43	7.9%
8	69	12.5%
9	59	10.7%
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<b>Total</b>	<b>550</b>	<b>100.0%</b>

**Education:**

Non-College Grad	315	58.3%
College Grad	225	41.7%
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<b>Total</b>	<b>540</b>	<b>100.0%</b>

## *Methodology and Transparency*

### **Target Population**

Registered Voters in Arizona, Statewide. Voters were randomly selected from the voter registration file purchased from i360. Of the voters surveyed, 60.1% have voted in between two and four of the last four general elections, 23.6% have voted in one of the last four general elections, and 16.3% have voted in none of the last four general elections.

### **Sampling Frame & Methodology**

#### **Frame:**

The sample frame includes registered voters with landline and cell phone telephones. Voters without a valid landline or cellular telephone number were not contacted.

#### **Methodology:**

Live survey; 60% landline telephone and 40% cellphone telephone.

Selected voters were contacted from August 30<sup>th</sup> to 31<sup>st</sup>, 2021 using an all live survey presented in English.

### Sample Design

Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from i360. Individuals were randomly selected from the Voter File to mirror quotas for registered voters in Arizona. The interviewer asked for a specific member of the household but if that individual was not available, another registered voter in the household was accepted. CATI was utilized for this random sample survey.

### Weighting

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

### Total Number of Respondents

**550**

### Margin of Error

± 4.18% (95% confidence interval)  
Margin of error does not take into consideration design effect.

