

N=350

MOE=+/-5.35

1/11/2025 – 1/13/2025

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]?

Q) What is your gender?

Male	168	47.9%
Female	182	52.1%
Total	350	100.0%

Q) Axon

Total Favorable	90	25.6%
Strongly Favorable	40	11.5%
Somewhat Favorable	49	14.0%
Total Unfavorable	60	17.1%
Somewhat Unfavorable	23	6.6%
Strongly Unfavorable	37	10.5%
Total Favorable vs Unfavorable	0	8.5%
Neutral	144	41.2%
Undecided	36	10.4%
Refused	20	5.7%
Total	350	100.0%

Q) Thinking about the number of apartments built in Scottsdale in recent years, would you say the amount of new construction has been

Too Much	206	59.0%
Too Little	30	8.4%
About Right	104	29.7%
Undecided	10	2.9%
Total	350	100.0%

Q) Now, I'm going to read you two statements about the Axon project, and I'd like you to tell me which statement most closely aligns with your opinion.

Statement 1: The Axon proposal to add apartments and other elements to its corporate headquarters will create a dynamic campus, helping Axon attract and house top talent to compete with other technology companies. This project will generate millions in economic benefits for Scottsdale. Rejecting the plan could lead Axon to seek to build its new Headquarters elsewhere, potentially resulting in economic losses and the land being developed for industrial or warehouse purposes instead.

Statement 2: At nearly 1,900 units, the Axon development would be the largest apartment project in Arizona history. In the past two years, Scottsdale has already approved several large-scale apartment developments. The recent elections shows that Scottsdale residents don't want more giant apartment projects that will block views, increase traffic and water use, and cause problems for public safety. Allowing Axon to take the unprecedented step of significantly expanding beyond its original plan is not appropriate, and it's wrong for the city to give into implied threats. Scottsdale will thrive even if Axon chooses to relocate.

Statement 1	104	29.6%
Statement 2	218	62.3%
Undecided	28	8.1%
Total	350	100.0%

Q) In December, Scottsdale voters submitted nearly 27,000 signatures to put Axon’s plan, which includes the proposed 1,900 apartments and other elements, to a city-wide vote in November 2026. A 'yes' vote would approve the zoning change, allowing the apartment project and other changes to proceed. A 'no' vote would keep the property’s current Industrial zoning in place without adding the apartment, hotel and retail uses. If the election were held today, would you vote yes in favor of the zoning change or no to keep the current zoning?

Total Support	102	29.1%
Strongly Support	55	15.7%
Somewhat Support	47	13.4%
Total Oppose	228	65.2%
Somewhat Oppose	58	16.6%
Strongly Oppose	170	48.6%
Total Support vs Oppose	-126	-36.1%
Neutral	10	2.8%
Undecided	10	2.8%
Refused	0	0.0%
Total	350	100.0%

Demographics:

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

18 to 24	18	5.0%
25 to 34	39	11.0%
35 to 44	39	11.0%
45 to 54	49	14.0%
55 to 64	70	20.0%
65 and over	137	39.0%
Total	350	100.0%

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

White	287	82.0%
Hispanic	23	6.5%
African American	5	1.5%
Asian/Pacific Islander	14	4.0%
Other/Refused	21	6.0%
Total	350	100.0%

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

Republican	152	43.5%
Democrat	97	27.6%
Independent/Unaffiliated	82	23.3%
Other/Refused	20	5.6%
Total	350	100.0%

Q) What is your highest level of education completed?

Less than a high school diploma	1	0.4%
High school degree or equivalent	46	13.2%
Some college, no degree	72	20.4%
Bachelor's Degree	113	32.4%
Grad or Post Grad Degree	114	32.6%
Refused	3	1.0%
Total	350	100.0%

Phone Type

Cell	233	66.5%
Landline	117	33.5%
Total	350	100.0%

Last Four General Elections

0-4	35	10.0%
1-4	35	10.0%
2-4	59	16.8%
3-4	44	12.7%
4-4	177	50.5%
Total	350	100.0%

Zip Code

85257	32	9.1%
85251	39	11.1%
85258	39	11.1%
85260	52	14.9%
85259	34	9.7%
85255	70	20.0%
85266	21	5.9%
85262	17	4.9%
85250	24	6.8%
Other	23	6.5%
Total	350	100.0%

Methodology and Transparency

Sponsor

Taxpayers Against Awful Apartment Zoning (TAAAZE)

Target Population

Likely General Election voters in Arizona. Voters were randomly selected from the voter registration file purchased from Numinar. Of the voters surveyed, 80.0% have voted in between two and four of the last four general elections, 10.0% have voted in one of the last four general elections, and 10.0% have voted in none of the last four general elections.

Sampling Frame & Methodology

Frame: The sample frame includes likely general election voters with landline and cell phone telephones. Voters without a valid landline or cellular telephone number were not contacted.

Methodology: Live survey; 33.3% live landline telephone, 33.3% live cellphone telephone, and 33.3% via text to web.

Selected voters were contacted from January 11th to 13th, 2025 using live survey and online interactive 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 Numinar. Individuals were randomly selected from the Voter File to mirror quotas for likely Republican primary election 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, and geographic region to mirror likely Republican general election voters in Arizona. Election data was sourced from Numinar and the Arizona Secretary of State.

Total Number of Respondents

350

Margin of Error

± 5.35% (95% confidence interval)
Margin of error does not take into consideration design effect.

