City of Phoenix Public Policy Survey

Greater Phoenix Chamber Survey Summary

Submitted by OH Predictive Insights (OHPI) to Greater Phoenix Chamber (GPC), January 2019
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%.
Survey Insights
City of Phoenix
A Strong Majority of Voters Believe 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?

Approximately three-quarters believe Downtown Phoenix is headed in the right direction.

City of Phoenix
- Right Direction: 68%
- Wrong Direction: 23%
- No Opinion: 9%

Downtown Phoenix
- Right Direction: 74%
- Wrong Direction: 14%
- No Opinion: 12%
Having a Vibrant Downtown is **Very Important** to Respondents

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

Q) Now, do you believe it is important that the City of Phoenix have a vibrant downtown?
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
Q) In 1989 the City of Phoenix partnered with the Phoenix Suns to revitalize downtown Phoenix by building a multi-purpose arena. The city established a sales tax on hotel rooms and rental cars to create a Sports Facilities Fund in order to fund the arena’s ongoing infrastructure needs. The sales tax is primarily paid for by out-of-state tourists and visitors. This tax has been in place since 1992 and the current proposal simply authorizes the city to spend the tax revenue on the new renovations. The tax will not be increased or changed in any way to pay for the renovations. 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?
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?

Total Likelihood 42%
Total Unlikelihood 7%
Not Sure/ Makes No Difference 51%
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?
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?
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?
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?
THANK YOU

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