

**CITY OF GLENDALE BASELINE SURVEY**  
*Interview Schedule*

**CONFIDENTIAL**

**Field Dates: March 23, 2009**

**Project #: 09083**

**N = 300 Likely Voters**

**Margin of Error =  $\pm 5.66\%$**

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*\* Denotes result less than 0.5%*

*^ Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.*

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**(ASK ALL:)**

A. Are you registered to vote at this address?

100% YES

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B. Are you, or is anyone in your household, employed by a newspaper, television or radio station, a local sports team, or elected official?

100% NO

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C. While I know it is a long ways off...how likely would you say you are to vote in the November 2010 elections for Governor, U.S. Senate, U.S. Congress, and other state and local offices? ...

**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

88% VERY LIKELY

12% SOMEWHAT LIKELY

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Before we begin, to be sure we have a representative sample...

1. In what year were you born?

9% 18 - 24  
18% 25 - 34  
18% 35 - 44  
21% 45 - 54  
16% 55 - 64  
18% 65 AND ABOVE

\* REFUSED

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2. Would you say that things in Arizona are going in the right direction, or have they pretty seriously gotten off on the wrong track?

26% RIGHT DIRECTION  
63% WRONG TRACK  
10% NO OPINION (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

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Thinking now about the state budget deficit...

3. As you may know, the budget deficit for Arizona's state government has now grown to three point five billion dollars for the next fiscal year. To help close that budget deficit, there is a proposal to increase state taxes by one billion dollars a year for three years. That would be an increase of over three hundred dollars a year for the average Arizona household. Would you favor or oppose this proposal?

**(IF FAVOR/OPPOSE, ASK:)** And would you say you STRONGLY (Favor/Oppose) or just SOMEWHAT (Favor/Oppose) this?

13% STRONGLY FAVOR  
19% SOMEWHAT FAVOR  
19% SOMEWHAT OPPOSE  
45% STRONGLY OPPOSE  
  
3% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

**32% TOTAL FAVOR**  
**64% TOTAL OPPOSE**

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4. And, if the proposed tax increase were an income tax increase, instead of a sales tax increase, would you be more likely or less likely to support the proposal, or would it make no difference to you?

**(IF MORE/LESS LIKELY, ASK:)** And, is that MUCH (more/less) likely or just SOMEWHAT (more/less) likely?

6% MUCH MORE LIKELY  
6% SOMEWHAT MORE LIKELY  
12% SOMEWHAT LESS LIKELY  
19% MUCH LESS LIKELY  
  
54% NO DIFFERENCE  
  
2% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

**13%^ TOTAL MORE LIKELY**  
**31% TOTAL LESS LIKELY**

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Still thinking about taxes...

5. To help fix the state budget deficit, and avoid raising taxes, some members of the State Legislature have proposed selling state assets, including public lands, and privatizing state functions, such as the Grand Canyon Airport. Would you favor or oppose this proposal?

**(If FAVOR/OPPOSE, ASK:)** And would you say you STRONGLY (Favor/Oppose) or just SOMEWHAT (Favor/Oppose) this?

13% STRONGLY FAVOR  
28% SOMEWHAT FAVOR  
18% SOMEWHAT OPPOSE  
35% STRONGLY OPPOSE

7% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

**41% TOTAL FAVOR**  
**52%^ TOTAL OPPOSE**

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Thinking now about the state budget deficit...

6. Some State Legislators have proposed a ballot proposition that would allow the State Legislature to make cuts to areas of the state budget that are currently protected from cuts, including K through 12 education and state health care programs. Would you favor or oppose this proposal?

**(If FAVOR/OPPOSE, ASK:)** And would you say you STRONGLY (Favor/Oppose) or just SOMEWHAT (Favor/Oppose) this?

9% STRONGLY FAVOR  
10% SOMEWHAT FAVOR  
10% SOMEWHAT OPPOSE  
67% STRONGLY OPPOSE

2% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)

**20%^ TOTAL FAVOR**  
**78%^ TOTAL OPPOSE**

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7. And, to reduce the chances of having another budget deficit crisis in the future, there is a proposal to create a state constitutional amendment that would keep the state government from increasing its budget faster than the rate of growth of the state economy. Would you favor or oppose this proposal?

**(If FAVOR/OPPOSE, ASK:)** And would you say you STRONGLY (Favor/Oppose) or just SOMEWHAT (Favor/Oppose) this?

46% STRONGLY FAVOR  
32% SOMEWHAT FAVOR  
7% SOMEWHAT OPPOSE  
7% STRONGLY OPPOSE  
  
8% DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)  
  
**78% TOTAL FAVOR**  
**15%^ TOTAL OPPOSE**

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Thinking some more about the state economy...

8. If Arizona were to pass a constitutional amendment that would keep the state government from growing faster than the economy, would that make you more likely or less likely to support a tax increase for three years, or would it make no difference to you?

**(IF MORE/LESS LIKELY, ASK:)** And, is that MUCH (more/less) likely or just SOMEWHAT (more/less) likely?

7% MUCH MORE LIKELY  
12% SOMEWHAT MORE LIKELY  
4% SOMEWHAT LESS LIKELY  
8% MUCH LESS LIKELY  
  
66% NO DIFFERENCE  
  
2% DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)  
  
**19% TOTAL MORE LIKELY**  
**12% TOTAL LESS LIKELY**

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9. And, if Arizona were to pass a constitutional amendment that would keep the state government from having rapid spending increases during the boom years, under such a limit, the government would have more money during boom years than it would be allowed to spend. Please tell me what you think the government should do with the extra money above the spending limit...  
**(ROTATE)**

71% The state should put the extra money in the state's rainy day fund so that the government can fix the deficit during the next recession

...or...

22% The state should give refunds to taxpayers?

3% BOTH **(DO NOT READ)**

2% NEITHER **(DO NOT READ)**

2% DON'T KNOW **(DO NOT READ)**

– REFUSED **(DO NOT READ)**

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Changing topics...

10. Some have suggested that rather than increasing taxes, Arizona should allow gaming at the state's six horse and dog tracks, similar to what exists at Native American casinos, to generate hundreds of millions of dollars in new revenues for the state. Would you favor or oppose this proposal?

**(If FAVOR/OPPOSE, ASK:)** And would you say you STRONGLY (Favor/Oppose) or just SOMEWHAT (Favor/Oppose) this?

37% STRONGLY FAVOR

25% SOMEWHAT FAVOR

10% SOMEWHAT OPPOSE

24% STRONGLY OPPOSE

3% DON'T KNOW **(DO NOT READ)**

\* REFUSED **(DO NOT READ)**

**62% TOTAL FAVOR**

**34% TOTAL OPPOSE**

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Thinking now about the sport of ice hockey...

11. Would you consider yourself to be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** a big fan of hockey, somewhat of a fan of hockey, not much of a fan of hockey, or not at all a fan of hockey?

8% A BIG FAN OF HOCKEY  
24% SOMEWHAT OF A FAN OF HOCKEY  
26% NOT MUCH A FAN OF HOCKEY  
42% NOT AT ALL A FAN OF HOCKEY

– DONT' KNOW **(DO NOT READ)**  
– REFUSED **(DO NOT READ)**

**32% TOTAL FAN**  
**68% TOTAL NOT A FAN**

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And, thinking now just about the Phoenix Coyotes...

12. As you may know, the Phoenix Coyotes are having significant financial difficulties, and the current ownership is considering selling the team. I'd like to read you two different options facing team ownership, and please tell me which one you prefer... **(ROTATE)** keeping the Phoenix Coyotes in Glendale, even if it costs the city of Glendale three million to fifteen million dollars in local taxpayer subsidies each year, or allowing the team to move out of state?

24% KEEP PHOENIX COYOTES IN GLENDALE  
72% ALLOW TEAM TO MOVE OUT OF STATE

3% DONT' KNOW **(DO NOT READ)**  
1% REFUSED **(DO NOT READ)**

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Thinking some more about this...

13. No matter your opinion on utilizing public dollars to aid sports teams or private businesses, if you had to pick which organization to assist with public dollars and their businesses in Glendale, which of the following would you be most willing to have the city of Glendale support with taxpayer dollars? (**RANDOMIZE**)

53% THE ARIZONA CARDINALS  
10% THE PHOENIX COYOTES  
3% THE CHICAGO WHITE SOX  
3% THE LOS ANGELES DODGERS  
6% CABELA'S OUTDOOR OUTFITTER STORE  
  
21% NONE OF THE ABOVE (**DO NOT READ**)  
  
2% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

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14. Now, I would like to read you a statement about the Phoenix Coyotes' relationship with the city of Glendale. After I read the statement, please tell me if you **AGREE** or **DISAGREE** with that statement.

The statement is...the prestige of having a pro hockey team in Arizona is enough that it is worth having the city of Glendale spend millions of dollars in local taxpayer subsidies to keep the Coyotes here

**(IF AGREE/DISAGREE, THEN ASK)** And do you **STRONGLY** (agree/disagree) or just **SOMEWHAT** (agree/disagree) with that statement?

5% STRONGLY AGREE  
16% SOMEWHAT AGREE  
26% SOMEWHAT DISAGREE  
50% STRONGLY DISAGREE  
  
2% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)  
  
**21% TOTAL AGREE**  
**76% TOTAL DISAGREE**

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Now, I just have a few more questions for statistical purposes only...

15. Despite how you may feel now, are you REGISTERED to vote as...(ROTATE)

a Republican,  
a Democrat,  
or something else?

**(IF REPUBLICAN/DEMOCRAT ASK:)** Would you call yourself a STRONG (REPUBLICAN/DEMOCRAT) or a NOT-SO-STRONG (REPUBLICAN/DEMOCRAT)?

**(IF SOMETHING ELSE, ASK:)** Do you think of yourself as closer to the (ROTATE) Republican party ...or... the Democrat Party?

24%	STRONG REPUBLICAN
13%	NOT-SO-STRONG REPUBLICAN
11%	LEAN TO REPUBLICANS
11%	SOMETHING ELSE/INDEPENDENT
5%	LEAN TO DEMOCRATS
11%	NOT-SO-STRONG DEMOCRAT
22%	STRONG DEMOCRAT
1%	DON'T KNOW (DO NOT READ)
2%	REFUSED (DO NOT READ)
<b>37%</b>	<b>TOTAL REPUBLICAN</b>
<b>27%</b>	<b>TOTAL LEAN/INDEPENDENT</b>
<b>33%</b>	<b>TOTAL DEMOCRAT</b>

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16. What is your main racial or ethnic origin? Is it ... **(READ CHOICES – ACCEPT ONLY ONE RESPONSE)**

- 78% WHITE
  - 12% HISPANIC, SPANISH OR MEXICAN AMERICAN
  - NATIVE AMERICAN OR AMERICAN INDIAN
  - 6% BLACK OR AFRICAN AMERICAN
  - 1% ASIAN
  - \* OTHER (Specify: \_\_\_\_\_)
  - 3% REFUSED **(DO NOT READ)**
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17. Gender **(BY OBSERVATION)**

- 48% MALE
  - 52% FEMALE
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