

# CITY OF PHOENIX BASELINE SURVEY

## *Interview Schedule*

**CONFIDENTIAL**

**Field Dates: March 23, 2009**

**Project #: 09082**

**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, or an 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
17%	25 - 34
17%	35 - 44
21%	45 - 54
17%	55 - 64
18%	65 AND ABOVE
1%	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?

28%	RIGHT DIRECTION
59%	WRONG TRACK
11%	NO OPINION ( <b>DO NOT READ</b> )
2%	REFUSED ( <b>DO NOT READ</b> )

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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?

11% STRONGLY FAVOR  
22% SOMEWHAT FAVOR  
18% SOMEWHAT OPPOSE  
44% STRONGLY OPPOSE

4% DON'T KNOW (**DO NOT READ**)  
\* REFUSED (**DO NOT READ**)

**33% TOTAL FAVOR**  
**62% 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?

4% MUCH MORE LIKELY  
8% SOMEWHAT MORE LIKELY  
10% SOMEWHAT LESS LIKELY  
23% MUCH LESS LIKELY

53% NO DIFFERENCE

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

**12% TOTAL MORE LIKELY**  
**33% 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?

12% STRONGLY FAVOR  
25% SOMEWHAT FAVOR  
16% SOMEWHAT OPPOSE  
38% STRONGLY OPPOSE

9% DON'T KNOW **(DO NOT READ)**  
\* REFUSED **(DO NOT READ)**

**37% TOTAL FAVOR**  
**55%^ 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, state health care programs, and tobacco tax proceeds. 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  
12% SOMEWHAT FAVOR  
16% SOMEWHAT OPPOSE  
61% STRONGLY OPPOSE

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

**21% TOTAL FAVOR**  
**77% 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?

45% STRONGLY FAVOR  
25% SOMEWHAT FAVOR  
12% SOMEWHAT OPPOSE  
12% STRONGLY OPPOSE  
  
5% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)  
  
**70% TOTAL FAVOR**  
**24% 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?

5% MUCH MORE LIKELY  
14% SOMEWHAT MORE LIKELY  
9% SOMEWHAT LESS LIKELY  
8% MUCH LESS LIKELY  
  
62% NO DIFFERENCE  
  
3% DON'T KNOW (**DO NOT READ**)  
– REFUSED (**DO NOT READ**)  
  
**18%^ TOTAL MORE LIKELY**  
**17% 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)**

72% 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...

23% The state should give refunds to taxpayers?

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

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

\* 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?

33% STRONGLY FAVOR

25% SOMEWHAT FAVOR

13% SOMEWHAT OPPOSE

28% STRONGLY OPPOSE

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

– REFUSED **(DO NOT READ)**

**58% TOTAL FAVOR**

**41% TOTAL OPPOSE**

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Changing topics...

11. As you may know, The Arizona Supreme Court has been asked to review the legality of an approximately \$100 million tax rebate that the City of Phoenix agreed to provide the developer of City North, a mixed use development near Tatum and the 101 freeway in north Phoenix.  
**(ROTATE)**

**(SOME/OTHER)** People say this money was necessary to help pay for a parking garage and to help the project land the city's first Nordstrom and Bloomingdale's store.

...while...

**(SOME/OTHER)** People say that the taxpayer money is an illegal gift of public funds to a private developer and these companies should pay their own way rather than asking for such a huge amount from Phoenix taxpayers.

**(PROMPT:)** Which statement comes closest to your own opinion?

- 9% MONEY WAS NECESSARY  
81% TAXPAYER MONEY IS AN ILLEGAL GIFT  
7% DON'T KNOW **(DO NOT READ)**  
2% REFUSED **(DO NOT READ)**
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Thinking more about this issue...

12. Now, I would like to read you a statement about the City North mixed-use development. After I read the statement, please tell me if you AGREE or DISAGREE with that statement.

The statement is...the long term economic benefit to having a mixed-use development like City North with national chains and other stores like Nordstrom and Bloomingdale's is enough that it is worth rebating \$100 million of Phoenix taxpayer money to these companies and the developers.

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

5% STRONGLY AGREE  
11% SOMEWHAT AGREE  
17% SOMEWHAT DISAGREE  
64% STRONGLY DISAGREE

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

**15%^ TOTAL AGREE**  
**81% TOTAL DISAGREE**

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

13. 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?

22%	STRONG REPUBLICAN
11%	NOT-SO-STRONG REPUBLICAN
6%	LEAN TO REPUBLICANS
13%	SOMETHING ELSE/INDEPENDENT
9%	LEAN TO DEMOCRATS
14%	NOT-SO-STRONG DEMOCRAT
24%	STRONG DEMOCRAT
–	DON'T KNOW (DO NOT READ)
1%	REFUSED (DO NOT READ)
<b>33%</b>	<b>TOTAL REPUBLICAN</b>
<b>28%</b>	<b>TOTAL LEAN/INDEPENDENT</b>
<b>38%</b>	<b>TOTAL DEMOCRAT</b>

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

- 76% WHITE
  - 12% HISPANIC, SPANISH OR MEXICAN AMERICAN
  - 1% NATIVE AMERICAN OR AMERICAN INDIAN
  - 4% BLACK OR AFRICAN AMERICAN
  - 2% ASIAN
  
  - 1% OTHER (Specify: \_\_\_\_\_)
  - 3% REFUSED **(DO NOT READ)**
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15. Gender **(BY OBSERVATION)**

- 48% MALE
  - 52% FEMALE
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