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Matt Florell, President

**Subject: St. Petersburg Pier Design Survey**

**Date: April 14, 2015**

**Executive Summary:**

This poll of 686 City of St. Petersburg, Florida Registered voters was conducted on Tuesday, April 14, 2015. This poll used the registered voter lists supplied by the state of Florida as of February 18, 2015. The sample of voters that were contacted included random samples of registered voters within the boundaries of the City of St. Petersburg, Florida.

The issues surveyed included questions related to the 2015 Pier Design Process.

**Methodology:**

The poll was conducted by an automated phone call polling system. The results were then weighted to account for proportional differences between the respondents' demographics and the demographics of the registered voter population for the City of St. Petersburg, Florida. The demographics used were: race, age and gender.

The sample of voters polled was chosen at random within the registered voter population within the City of St. Petersburg, Florida. Only voters that said they were familiar with the Pier Design Competition process were included in the results.

The scientific results shown for the questions below have a sample size of 686 and a 3.7% Margin of Error at a 95% confidence level.

## Summary of Scientific Results:

**Which of the three final design choices do you support,**

**Alma, The Pier Park, Destination St. Pete Pier or Don't have a preference?**

Alma:	9.7%
Pier Park:	21.0%
Destination St. Pete Pier:	39.1%
Don't have a preference:	20.4%
Unsure:	9.7%

**Do you agree with Mayor Kriseman's statement that the final pier design chosen isn't as important, and that the city should "just build a damn Pier"?**

Yes:	48.4%
No:	51.6%

**If the pier selection committee does not choose most popular Pier design from the City's survey, should the City Council reject the Pier Selection Committee's choice?**

Yes:	48.3%
No:	35.9%
Unsure:	15.8%

## Detailed Results with Demographic Breakdowns for Each Question:

**Which of the three final design choices do you support,  
Alma, The Pier Park, Destination St. Pete Pier or Don't have a preference?**

Alma:	9.7%
Pier Park:	21.0%
Destination St. Pete Pier:	39.1%
Don't have a preference:	20.4%
Unsure:	9.7%

Non-Weighted Results and Demographic Breakdowns:

Alma:	9.8%
Pier Park:	20.7%
Destination:	38.6%
No preference:	20.8%
Unsure:	10.1%

### Political Party Breakdown:

**Democratic Party 343 responses**

Alma:	11.7%	Pier Park:	21.3%	Destination:	37.6%	No preference:	20.4%	Unsure:	9.0%
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**Republican Party 202 responses**

Alma:	6.9%	Pier Park:	18.8%	Destination:	39.1%	No preference:	22.3%	Unsure:	12.9%
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**Independent Voter 141 responses**

Alma:	9.2%	Pier Park:	22.0%	Destination:	40.4%	No preference:	19.9%	Unsure:	8.5%
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### Race Breakdown:

**White, Not Hispanic 547 responses**

Alma:	9.9%	Pier Park:	19.9%	Destination:	40.0%	No preference:	20.3%	Unsure:	9.9%
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**Black, Not Hispanic 101 responses**

Alma:	9.9%	Pier Park:	24.8%	Destination:	32.7%	No preference:	22.8%	Unsure:	9.9%
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**Asian or Pacific Islander 9 responses**

Alma:	11.1%	Pier Park:	11.1%	Destination:	33.3%	No preference:	33.3%	Unsure:	11.1%
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**Hispanic 9 responses**

Alma:	11.1%	Pier Park:	0%	Destination:	66.7%	No preference:	22.2%	Unsure:	0%
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**Other or Unknown 20 responses**

Alma:	5.0%	Pier Park:	35.0%	Destination:	20.0%	No preference:	20.0%	Unsure:	20.0%
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### Gender Breakdown:

**Male 304 responses**

Alma:	13.2%	Pier Park:	21.4%	Destination:	39.8%	No preference:	17.1%	Unsure:	8.6%
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**Female 382 responses**

Alma:	7.1%	Pier Park:	20.2%	Destination:	37.7%	No preference:	23.8%	Unsure:	11.3%
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### Age Breakdown:

**18 to 29 65 responses**

Alma:	6.2%	Pier Park:	27.7%	Destination:	44.6%	No preference:	15.4%	Unsure:	6.2%
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**30 to 49 155 responses**

Alma:	10.3%	Pier Park:	24.5%	Destination:	43.2%	No preference:	15.5%	Unsure:	6.5%
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**50 to 69 302 responses**

Alma:	12.6%	Pier Park:	17.2%	Destination:	38.4%	No preference:	19.2%	Unsure:	12.6%
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**70 and up 164 responses**

Alma:	5.5%	Pier Park:	20.7%	Destination:	32.3%	No preference:	31.1%	Unsure:	10.4%
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**Do you agree with Mayor Kriseman's statement that the final pier design chosen isn't as important, and that the city should "just build a damn Pier"?**

Yes: 48.4%  
No: 51.6%

Non-Weighted Results and Demographic Breakdowns:

Yes: 48.0%  
No: 52.0%

**Political Party Breakdown:**

**Democratic Party 343 responses**

Yes: 55.7% No: 44.3%

**Republican Party 202 responses**

Yes: 33.7% No: 66.3%

**Independent Voter 141 responses**

Yes: 49.6% No: 50.4%

**Race Breakdown:**

**White, Not Hispanic 547 responses**

Yes: 43.7% No: 56.3%

**Black, Not Hispanic 101 responses**

Yes: 68.3% No: 31.7%

**Asian or Pacific Islander 9 responses**

Yes: 22.2% No: 77.8%

**Hispanic 9 responses**

Yes: 55.6% No: 44.4%

**Other or Unknown 20 responses**

Yes: 70.0% No: 30.0%

**Gender Breakdown:**

**Male 304 responses**

Yes: 48.4% No: 51.6%

**Female 382 responses**

Yes: 47.6% No: 52.4%

**Age Breakdown:**

**18 to 29 65 responses**

Yes: 50.8% No: 49.2%

**30 to 49 155 responses**

Yes: 46.5% No: 53.5%

**50 to 69 302 responses**

Yes: 42.7% No: 57.3%

**70 and up 164 responses**

Yes: 57.9% No: 42.1%

**If the pier selection committee does not choose most popular Pier design from the City's survey, should the City Council reject the Pier Selection Committee's choice?**

Yes: 48.3%  
No: 35.9%  
Unsure: 15.8%

Non-Weighted Results and Demographic Breakdowns:

Yes: 49.0%  
No: 35.4%  
Unsure: 15.6%

**Political Party Breakdown:**

**Democratic Party 343 responses**  
Yes: 46.6% No: 37.9% Unsure: 15.5%

**Republican Party 202 responses**  
Yes: 51.5% No: 32.2% Unsure: 16.3%

**Independent Voter 141 responses**  
Yes: 51.1% No: 34.0% Unsure: 14.9%

**Race Breakdown:**

**White, Not Hispanic 547 responses**  
Yes: 52.3% No: 34.0% Unsure: 13.7%

**Black, Not Hispanic 101 responses**  
Yes: 36.6% No: 40.6% Unsure: 22.8%

**Asian or Pacific Islander 9 responses**  
Yes: 22.2% No: 44.4% Unsure: 33.3%

**Hispanic 9 responses**  
Yes: 33.3% No: 33.3% Unsure: 33.3%

**Other or Unknown 20 responses**  
Yes: 40.0% No: 45.0% Unsure: 15.0%

**Gender Breakdown:**

**Male 304 responses**  
Yes: 47.0% No: 39.1% Unsure: 13.8%

**Female 382 responses**  
Yes: 50.5% No: 32.5% Unsure: 17.0%

**Age Breakdown:**

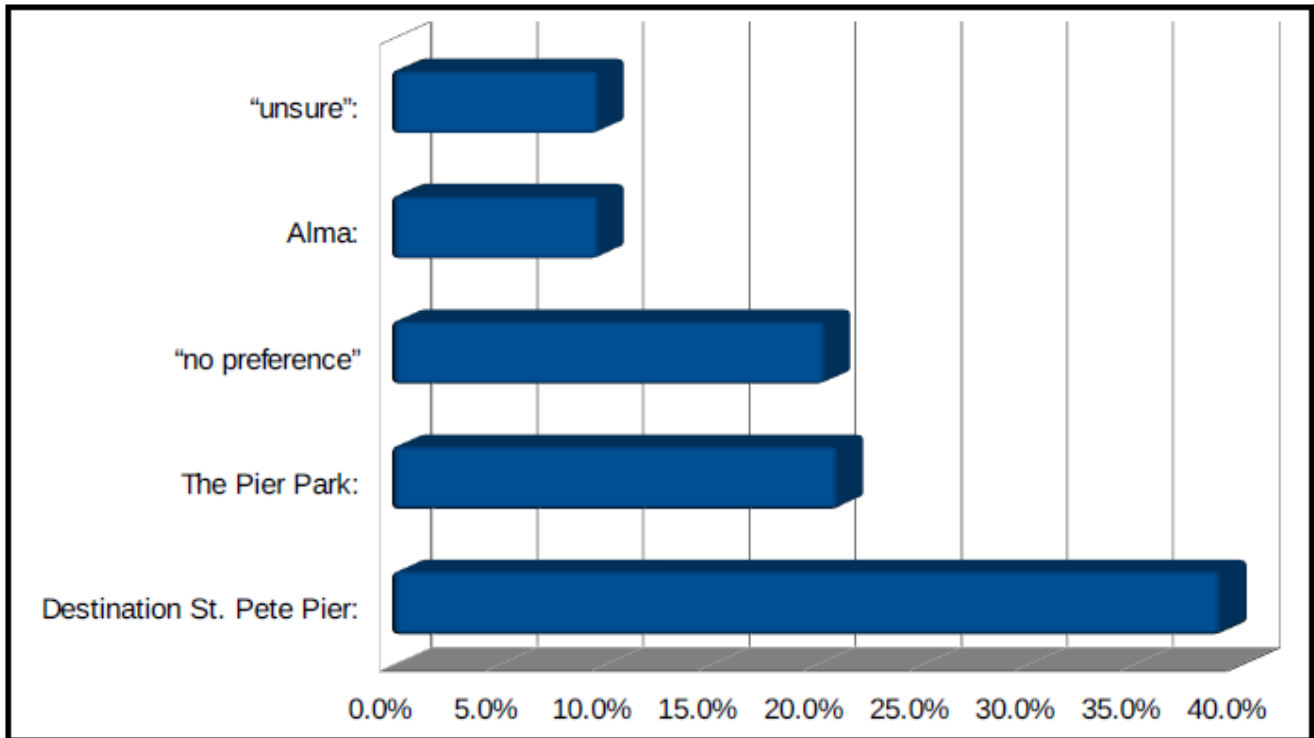
**18 to 29 65 responses**  
Yes: 46.2% No: 38.5% Unsure: 15.4%

**30 to 49 155 responses**  
Yes: 44.5% No: 41.9% Unsure: 13.5%

**50 to 69 302 responses**  
Yes: 52.0% No: 31.5% Unsure: 16.6%

**70 and up 164 responses**  
Yes: 48.8% No: 35.4% Unsure: 15.9%

### Which of the three final design choices do you support?



Destination St. Pete Pier:	39.1%
The Pier Park:	21.0%
"no preference"	20.4%
Alma:	9.7%
"unsure":	9.7%