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Matt Florell, President

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

**Date: March 19, 2015**

**Executive Summary:**

This poll of 610 City of St. Petersburg, Florida Registered voters was conducted from Wednesday, March 18, 2015 to Thursday, March 19, 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 a web-based email 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.

The survey contained four pictures from each pier design team as well as a 3-5 minute video of each design presentation, these were embedded into the survey.

The scientific results shown for the questions below have a sample size of 610 and a 4.0% Margin of Error at a 95% confidence level.

**Notes:**

We wanted to conduct this poll as a verifiable scientific poll to compare to the City's non-scientific poll. Also, our poll is based on a random selected sample of participants, instead of anyone who wanted to participate like the City's poll. A comparison of the two is shown on the last page of this report.

## Summary of Scientific Results:

### Were you already familiar with some of the designs before you took this poll?

Yes:	61.6%
No:	38.4%

### Alma: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	21.3%	21.1%	22.2%
Disapprove:	62.8%	65.8%	57.6%
Unsure:	15.8%	13.1%	20.3%

### Blue Pier: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	39.1%	41.7%	34.7%
Disapprove:	45.4%	47.2%	43.0%
Unsure:	15.5%	11.1%	22.3%

### Destination St. Pete Pier: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	62.6%	68.3%	54.3%
Disapprove:	25.2%	21.5%	30.5%
Unsure:	12.2%	10.2%	15.2%

### Discover Bay Life: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	28.7%	27.2%	31.2%
Disapprove:	50.9%	54.3%	45.9%
Unsure:	20.4%	18.6%	22.9%

### Pier Park: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	45.7%	46.1%	45.6%
Disapprove:	38.3%	37.8%	38.5%
Unsure:	16.1%	16.1%	15.8%

### Prospect Pier: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	26.0%	24.0%	28.9%
Disapprove:	59.5%	63.0%	54.2%
Unsure:	14.6%	13.0%	16.9%

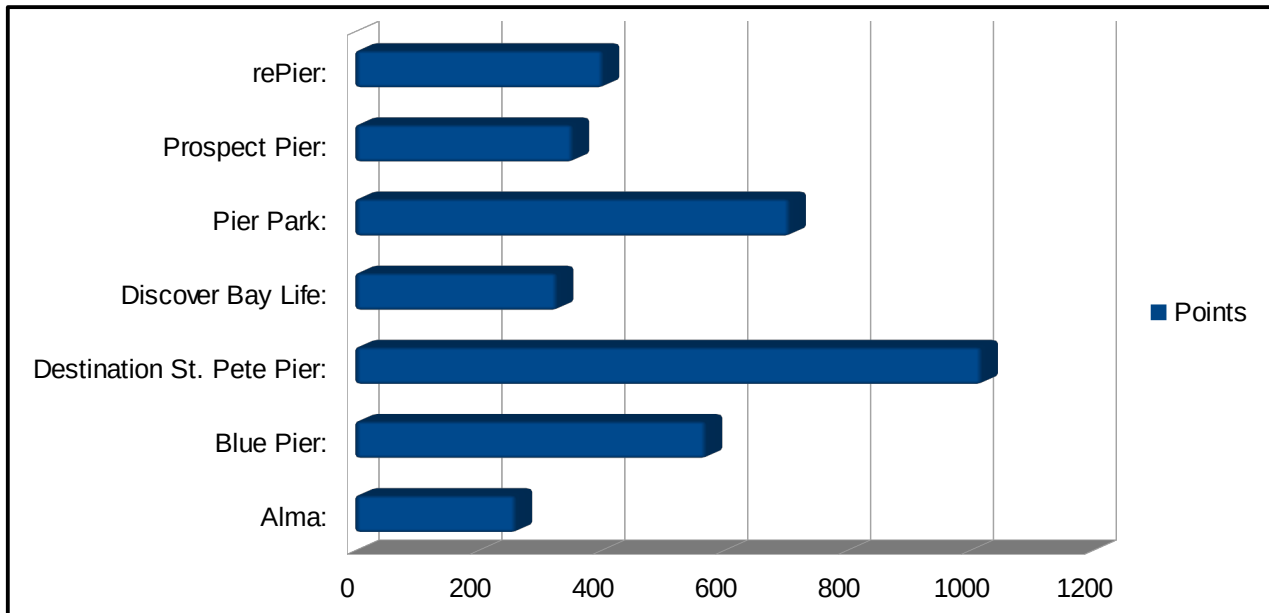
### rePier: Do you approve or disapprove of this design?

	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	34.6%	32.8%	37.2%
Disapprove:	45.7%	51.0%	37.3%
Unsure:	19.8%	16.2%	25.5%

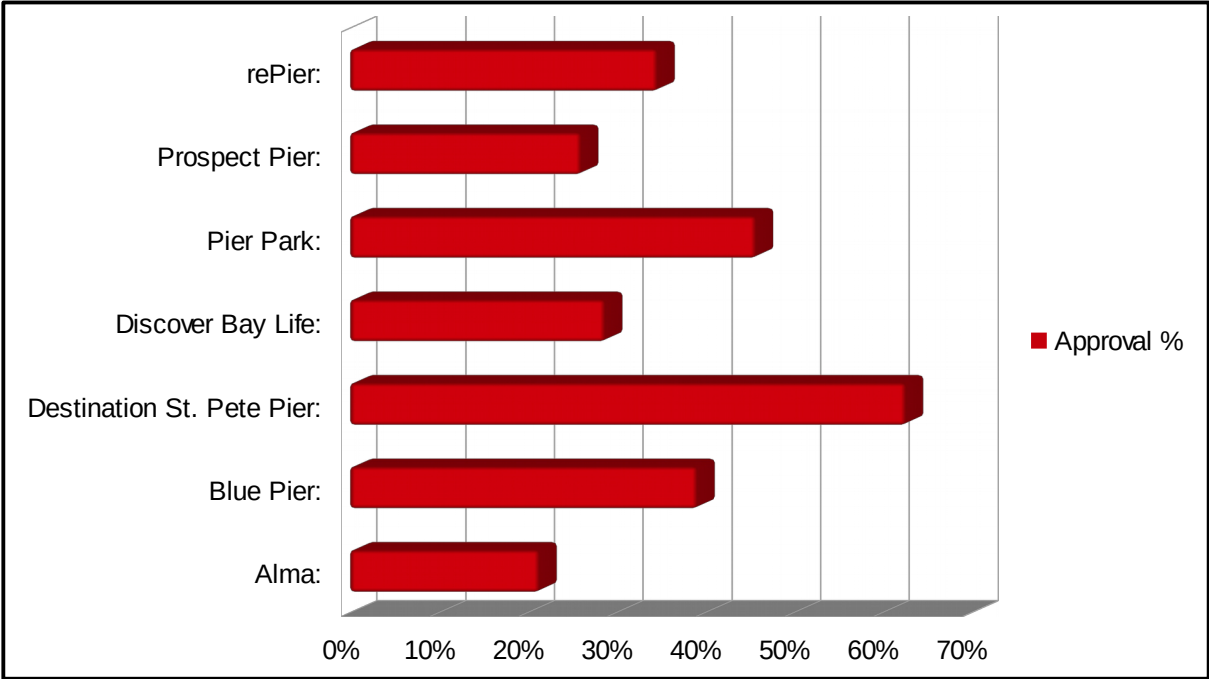
### Scientific Ranking Points Scores for each design:

Each respondent was asked to rank their top 3 choices for a Pier design. A rank of 1 received 3 points, a rank of 2 received 2 points and a rank of 3 received 1 point. These points were all added up and then scientifically weighted using the same methods as the statistics above.

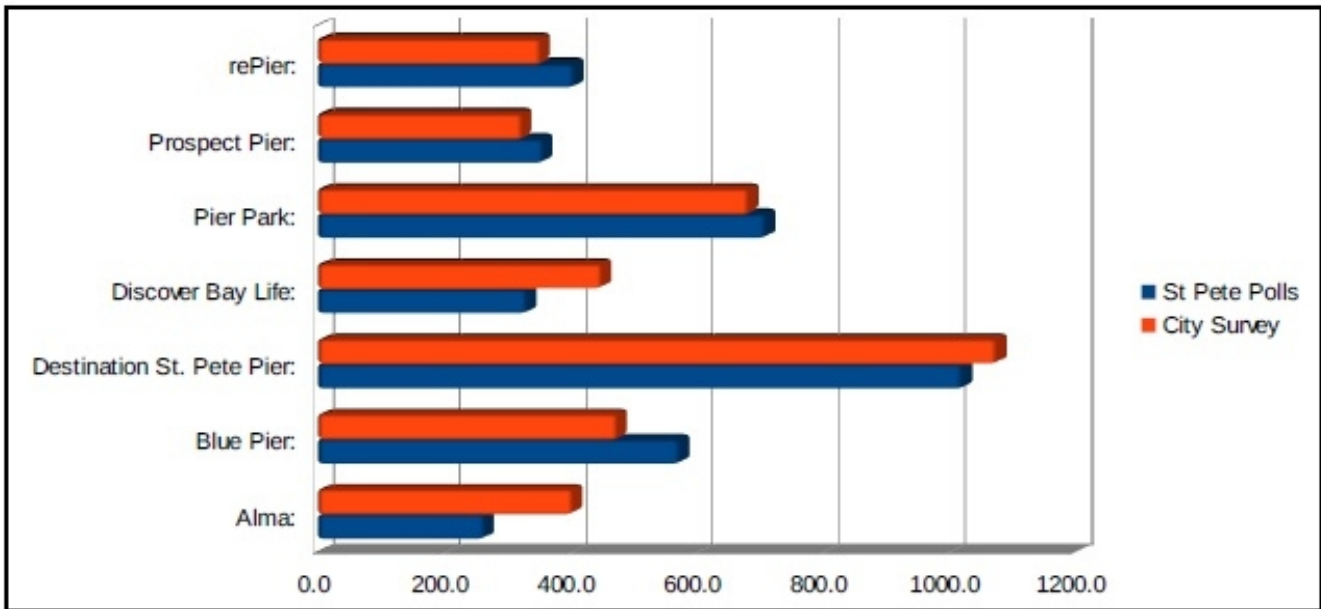
DESIGN	WEIGHTED	RAW	PLACE
Alma:	262.4	264	7
Blue Pier:	571.8	564	3
Destination St. Pete Pier:	1020.5	1009	1
Discover Bay Life:	329.5	337	6
Pier Park:	708.0	718	2
Prospect Pier:	355.1	362	5
rePier:	404.3	406	4



# Approval Rates Per Design



## Comparison of this survey with the City of St. Petersburg's survey



DESIGN	St Pete Polls	City Survey
Alma:	262.4	402.2
Blue Pier:	571.8	472.8
Destination St. Pete Pier:	1020.5	1075.1
Discover Bay Life:	329.5	448.2
Pier Park:	708.0	681.1
Prospect Pier:	355.1	321.7
rePier:	404.3	350.8