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Matt Florell, President

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

**Date: May 6, 2015**

**Executive Summary:**

This poll of 1,008 City of St. Petersburg, Florida Registered voters was conducted from Monday, May 4, 2015 to Wednesday, May 6, 2015. This poll used the registered voter lists supplied by the state of Florida as of April 6, 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 St. Petersburg 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 two pictures from each pier design team that was asked about, as well as a 3-5 minute video of each design presentation, these were embedded into the survey. The average time spent taking the survey was over four and a half minutes per respondent.

The scientific results shown for the questions below have a sample size of 1,008 and a 3.1% Margin of Error at a 95% confidence level.

**Notes:**

This survey was conducted using the same methodology as the survey we released on March 19<sup>th</sup> which asked about the 7 Pier designs that were being considered at that time.

[http://stpetepolls.org/files/StPetePolls\\_2015\\_Pier\\_March\\_19\\_H9RL\\_draft.pdf](http://stpetepolls.org/files/StPetePolls_2015_Pier_March_19_H9RL_draft.pdf)

## Summary of Scientific Results:

### Of the two top ranked new St Petersburg Pier designs which do you prefer?

*(This question was asked twice during the survey)*

	<b>FIRST</b>	<b>SECOND</b>
Destination St. Pete Pier:	37.9%	44.5%
Pier Park:	46.8%	50.7%
Undecided:	15.2%	4.8%

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

Approve:	58.6%
Disapprove:	31.6%
Unsure:	9.8%

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

Approve:	60.2%
Disapprove:	30.4%
Unsure:	9.5%

### Do you think that City Council should call for a referendum where the voters would decide their favorite of the top two ranked designs?

Yes:	52.3%
No:	40.5%
Unsure:	7.2%

## Detailed Results with Demographic Breakdowns for Each Question:

**Of the two top ranked new St Petersburg Pier designs which do you prefer?**  
(This question was asked twice during the survey, details on second are below)

### FIRST

Destination St. Pete Pier:	37.9%
Pier Park:	46.8%
Undecided:	15.2%

Non-Weighted Results and Demographic Breakdowns:

Destination:	36.7%
Pier Park:	47.9%
Undecided:	15.4%

#### Political Party Breakdown:

Democratic Party	466 responses				
Destination:	35.4%	Pier Park:	52.1%	Undecided:	12.4%
Republican Party	278 responses				
Destination:	42.1%	Pier Park:	39.2%	Undecided:	18.7%
Independent Voter	264 responses				
Destination:	33.3%	Pier Park:	49.6%	Undecided:	17.0%

#### Race Breakdown:

White, Not Hispanic	910 responses				
Destination:	35.7%	Pier Park:	48.5%	Undecided:	15.8%
Black, Not Hispanic	33 responses				
Destination:	54.5%	Pier Park:	33.3%	Undecided:	12.1%
Asian or Pacific Islander	13 responses				
Destination:	46.2%	Pier Park:	38.5%	Undecided:	15.4%
Hispanic	33 responses				
Destination:	48.5%	Pier Park:	42.4%	Undecided:	9.1%
Other or Unknown	19 responses				
Destination:	26.3%	Pier Park:	63.2%	Undecided:	10.5%

#### Gender Breakdown:

Male	504 responses				
Destination:	33.7%	Pier Park:	51.4%	Undecided:	14.9%
Female	492 responses				
Destination:	39.4%	Pier Park:	44.3%	Undecided:	16.3%

#### Age Breakdown:

18 to 29	91 responses				
Destination:	37.4%	Pier Park:	44.0%	Undecided:	18.7%
30 to 49	296 responses				
Destination:	36.8%	Pier Park:	48.0%	Undecided:	15.2%
50 to 69	436 responses				
Destination:	36.7%	Pier Park:	50.9%	Undecided:	12.4%
70 and up	183 responses				
Destination:	35.5%	Pier Park:	43.2%	Undecided:	21.3%

**Of the two top ranked new St Petersburg Pier designs which do you prefer?**  
*(This question was asked twice during the survey)*

**SECOND**

Destination St. Pete Pier:	44.5%
Pier Park:	50.7%
Undecided:	4.8%

Non-Weighted Results and Demographic Breakdowns:

Destination:	42.2%
Pier Park:	52.5%
Undecided:	5.4%

**Political Party Breakdown:**

<b>Democratic Party</b>	466 responses				
Destination:	39.7%	Pier Park:	56.2%	Undecided:	4.1%
<b>Republican Party</b>	278 responses				
Destination:	49.3%	Pier Park:	42.8%	Undecided:	7.9%
<b>Independent Voter</b>	264 responses				
Destination:	39.0%	Pier Park:	56.1%	Undecided:	4.9%

**Race Breakdown:**

<b>White, Not Hispanic</b>	910 responses				
Destination:	40.3%	Pier Park:	54.0%	Undecided:	5.7%
<b>Black, Not Hispanic</b>	33 responses				
Destination:	72.7%	Pier Park:	27.3%	Undecided:	0%
<b>Asian or Pacific Islander</b>	13 responses				
Destination:	69.2%	Pier Park:	30.8%	Undecided:	0%
<b>Hispanic</b>	33 responses				
Destination:	51.5%	Pier Park:	42.4%	Undecided:	6.1%
<b>Other or Unknown</b>	19 responses				
Destination:	42.1%	Pier Park:	57.9%	Undecided:	0%

**Gender Breakdown:**

<b>Male</b>	504 responses				
Destination:	39.1%	Pier Park:	56.2%	Undecided:	4.8%
<b>Female</b>	492 responses				
Destination:	45.1%	Pier Park:	48.8%	Undecided:	6.1%

**Age Breakdown:**

<b>18 to 29</b>	91 responses				
Destination:	48.4%	Pier Park:	49.5%	Undecided:	2.2%
<b>30 to 49</b>	296 responses				
Destination:	41.9%	Pier Park:	54.4%	Undecided:	3.7%
<b>50 to 69</b>	436 responses				
Destination:	40.4%	Pier Park:	54.4%	Undecided:	5.3%
<b>70 and up</b>	183 responses				
Destination:	43.2%	Pier Park:	47.0%	Undecided:	9.8%

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

Approve: 58.6%  
Disapprove: 31.6%  
Unsure: 9.8%

### Non-Weighted Results and Demographic Breakdowns:

Approve: 55.9%  
Disapprove: 33.8%  
Unsure: 10.3%

#### Political Party Breakdown:

Democratic Party 466 responses  
Approve: 52.4% Disapprove: 37.1% Unsure: 10.5%  
Republican Party 278 responses  
Approve: 62.9% Disapprove: 26.6% Unsure: 10.4%  
Independent Voter 264 responses  
Approve: 54.5% Disapprove: 35.6% Unsure: 9.8%

#### Race Breakdown:

White, Not Hispanic 910 responses  
Approve: 53.6% Disapprove: 35.6% Unsure: 10.8%  
Black, Not Hispanic 33 responses  
Approve: 87.9% Disapprove: 9.1% Unsure: 3.0%  
Asian or Pacific Islander 13 responses  
Approve: 84.6% Disapprove: 7.7% Unsure: 7.7%  
Hispanic 33 responses  
Approve: 72.7% Disapprove: 18.2% Unsure: 9.1%  
Other or Unknown 19 responses  
Approve: 57.9% Disapprove: 36.8% Unsure: 5.3%

#### Gender Breakdown:

Male 504 responses  
Approve: 53.4% Disapprove: 36.1% Unsure: 10.5%  
Female 492 responses  
Approve: 58.3% Disapprove: 31.3% Unsure: 10.4%

#### Age Breakdown:

18 to 29 91 responses  
Approve: 65.9% Disapprove: 20.9% Unsure: 13.2%  
30 to 49 296 responses  
Approve: 60.5% Disapprove: 33.1% Unsure: 6.4%  
50 to 69 436 responses  
Approve: 50.2% Disapprove: 39.0% Unsure: 10.8%  
70 and up 183 responses  
Approve: 56.3% Disapprove: 29.5% Unsure: 14.2%

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

Approve: 60.2%  
Disapprove: 30.4%  
Unsure: 9.5%

### Non-Weighted Results and Demographic Breakdowns:

Approve: 60.3%  
Disapprove: 29.6%  
Unsure: 10.1%

#### Political Party Breakdown:

Democratic Party 466 responses  
Approve: 63.9% Disapprove: 25.8% Unsure: 10.3%  
Republican Party 278 responses  
Approve: 52.9% Disapprove: 36.0% Unsure: 11.2%  
Independent Voter 264 responses  
Approve: 61.7% Disapprove: 29.5% Unsure: 8.7%

#### Race Breakdown:

White, Not Hispanic 910 responses  
Approve: 60.3% Disapprove: 28.9% Unsure: 10.8%  
Black, Not Hispanic 33 responses  
Approve: 51.5% Disapprove: 48.5% Unsure: 0%  
Asian or Pacific Islander 13 responses  
Approve: 61.5% Disapprove: 30.8% Unsure: 7.7%  
Hispanic 33 responses  
Approve: 54.5% Disapprove: 39.4% Unsure: 6.1%  
Other or Unknown 19 responses  
Approve: 84.2% Disapprove: 10.5% Unsure: 5.3%

#### Gender Breakdown:

Male 504 responses  
Approve: 65.9% Disapprove: 25.6% Unsure: 8.5%  
Female 492 responses  
Approve: 54.5% Disapprove: 33.5% Unsure: 12.0%

#### Age Breakdown:

18 to 29 91 responses  
Approve: 68.1% Disapprove: 19.8% Unsure: 12.1%  
30 to 49 296 responses  
Approve: 63.5% Disapprove: 28.7% Unsure: 7.8%  
50 to 69 436 responses  
Approve: 59.2% Disapprove: 31.0% Unsure: 9.9%  
70 and up 183 responses  
Approve: 54.6% Disapprove: 31.7% Unsure: 13.7%

**Do you think that City Council should call for a referendum where the voters would decide their favorite of the top two ranked designs?**

Yes: 52.3%  
No: 40.5%  
Unsure: 7.2%

Non-Weighted Results and Demographic Breakdowns:

Yes: 50.1%  
No: 43.0%  
Unsure: 6.9%

**Political Party Breakdown:**

**Democratic Party 466 responses**  
Yes: 45.3% No: 48.7% Unsure: 6.0%  
**Republican Party 278 responses**  
Yes: 58.6% No: 32.7% Unsure: 8.6%  
**Independent Voter 264 responses**  
Yes: 49.6% No: 43.6% Unsure: 6.8%

**Race Breakdown:**

**White, Not Hispanic 910 responses**  
Yes: 48.9% No: 44.2% Unsure: 6.9%  
**Black, Not Hispanic 33 responses**  
Yes: 78.8% No: 15.2% Unsure: 6.1%  
**Asian or Pacific Islander 13 responses**  
Yes: 76.9% No: 7.7% Unsure: 15.4%  
**Hispanic 33 responses**  
Yes: 48.5% No: 45.5% Unsure: 6.1%  
**Other or Unknown 19 responses**  
Yes: 42.1% No: 52.6% Unsure: 5.3%

**Gender Breakdown:**

**Male 504 responses**  
Yes: 45.0% No: 48.8% Unsure: 6.2%  
**Female 492 responses**  
Yes: 55.3% No: 37.0% Unsure: 7.7%

**Age Breakdown:**

**18 to 29 91 responses**  
Yes: 56.0% No: 30.8% Unsure: 13.2%  
**30 to 49 296 responses**  
Yes: 52.0% No: 41.2% Unsure: 6.8%  
**50 to 69 436 responses**  
Yes: 50.0% No: 44.5% Unsure: 5.5%  
**70 and up 183 responses**  
Yes: 44.3% No: 48.1% Unsure: 7.7%