



**A Division of Fextel, Inc.**

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Matt Florell, President

St. Pete Pier Committee Members,

Since we were not able to display our poll results in the Pier Selection Committee meeting on Friday, March 20, we decided to give you a chance to review the poll results on your own, and give you time to contact us with any questions you may have on our polling methods or our past polling accuracy.

We conducted an email poll last week (March 18 and 19) on the seven Pier designs. This poll had four pictures of each design and a 3-5 minute video describing each design, along with an approval question for each design and a ranking question where the participant could rank their number 1, 2 and 3 favorite designs. This email-only poll uses only the confirmed email addresses of current registered voters within the boundaries of the City of St. Petersburg, and the results were weighted scientifically to account for differences between the demographics of the city and the demographics of the poll participants. We were also able to track how long it took the participants to take this poll, and the average time was over 13 minutes. Most participants viewed each of the videos while selecting their choices. The results of this poll are attached to this letter.

We also conducted a telephone poll on Sunday, March 22. This poll only used confirmed telephone numbers of registered voters within the boundaries of the City of St. Petersburg, and the results were weighted scientifically to account for differences between the demographics of the city and the demographics of the poll participants. The results of this poll are also attached to this letter.

As evidence of our past polling accuracy on this subject, we have also attached the results of a poll from August 27, 2013. This poll was taken right before the primary election that had the Lens Pier referendum on the ballot. You can see that our poll results were well within the margin of error of 3.6% compared to the final election results. Both this poll and the Pinellas County Supervisor of Elections official results for this election are attached to this letter.

If you have any questions about our polls, or anything else you would like to ask us, I have included my contact information below, along with my direct telephone number.

Thank you very much for your time,

Matt Florell  
President - StPetePolls.org  
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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?**

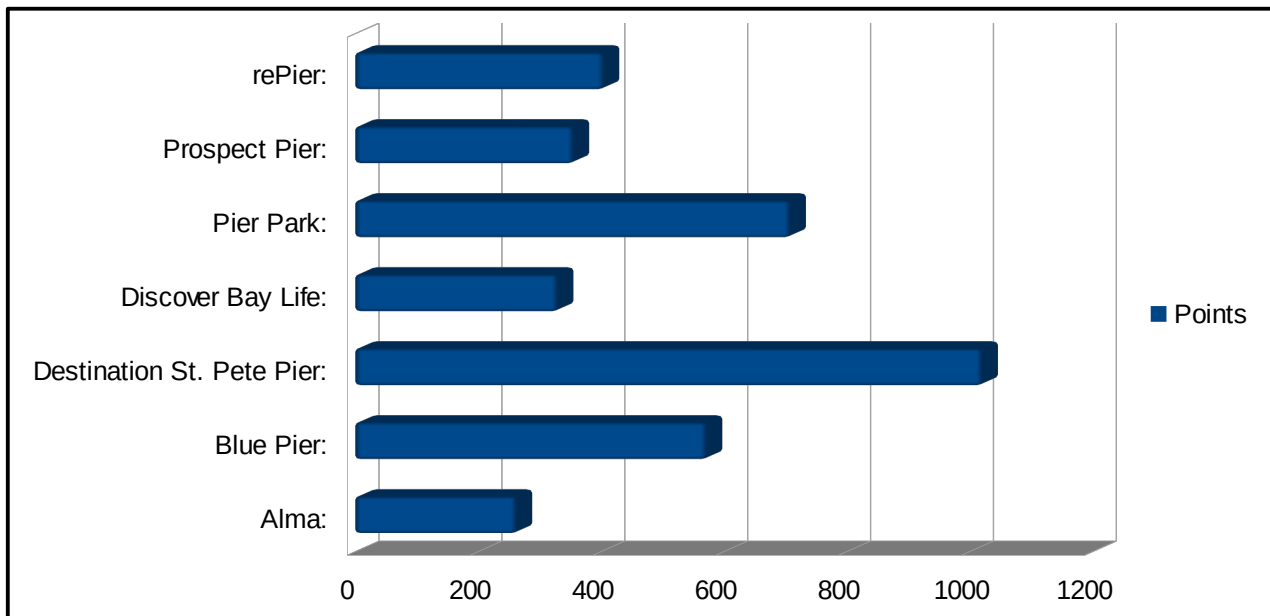
	<b>TOTAL</b>	<b>FAMILIAR</b>	<b>NOT-FAMILIAR</b>
Approve:	34.6%	32.8%	37.2%
Disapprove:	45.7%	51.0%	37.3%
Unsure:	19.8%	16.2%	25.5%

### Scientific Ranking Points Scores for each design:

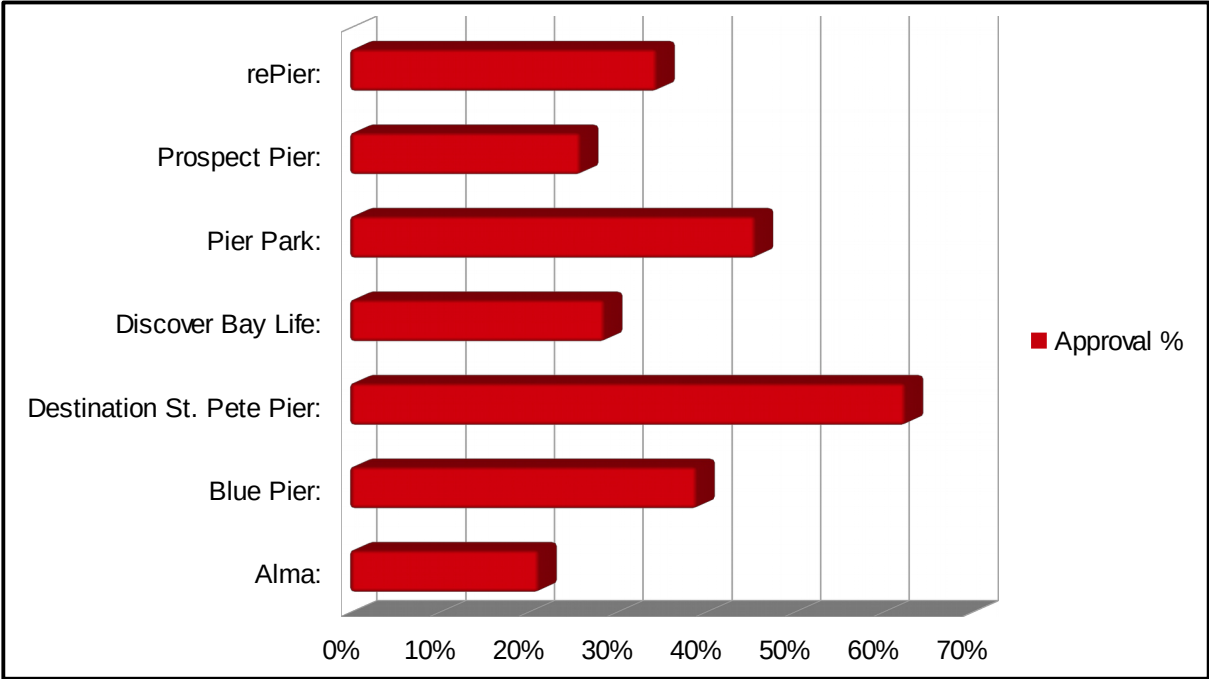
Each respondent was asked to rank their top 3 choices for a Pier design. A rank of 1 received

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.

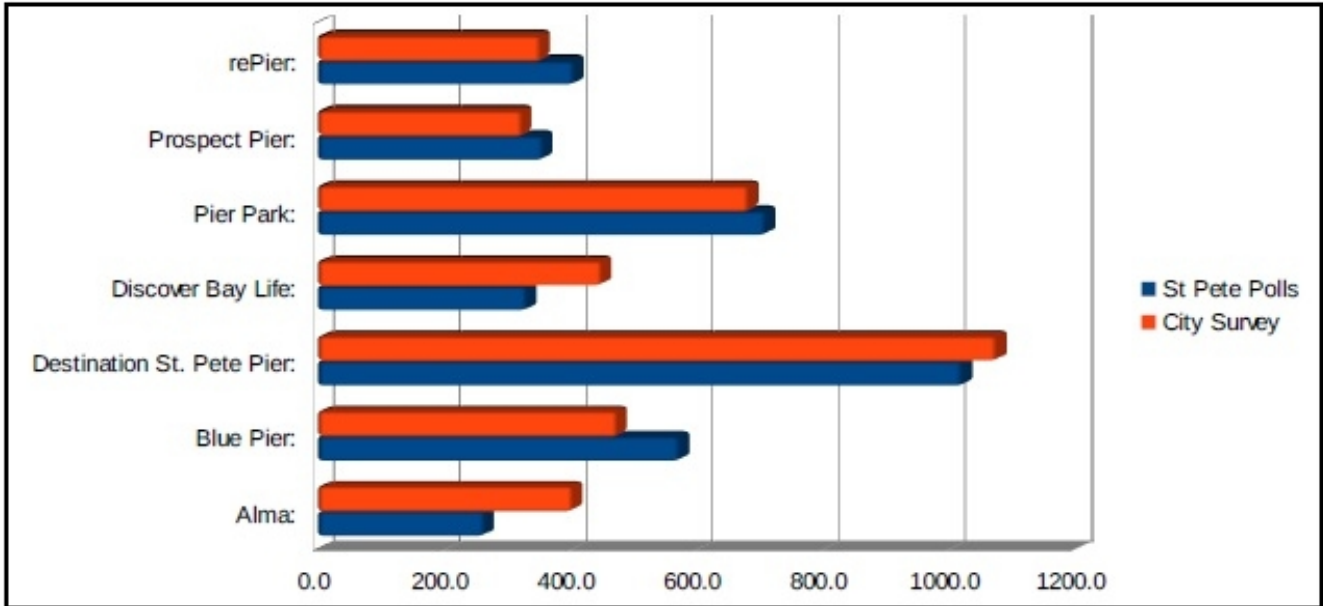
DESIGN	WEIGHTED	RAW	PLACE
Alma:	262.4	264	7
Blue Pier:	571.8	564	3
Destination St. Pete Pier:	1020.5	1009	1
Discover Bay Life:	329.5	337	6
Pier Park:	708.0	718	2
Prospect Pier:	355.1	362	5
rePier:	404.3	406	4



# 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



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Matt Florell, President

**Subject: St. Petersburg Pier Design Survey conducted for FloridaPolitics.com**

**Date: March 22, 2015**

**Executive Summary:**

This poll of 843 City of St. Petersburg, Florida Registered voters was conducted on Sunday, March 22, 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 843 and a 3.4% Margin of Error at a 95% confidence level.

## Summary of Scientific Results:

**Which of the three final design choices do you support,  
The Pier Park, Destination St. Pete Pier or Alma?**

Pier Park:	23.1%
Destination St. Pete Pier:	45.4%
Alma:	8.7%
Unsure:	22.8%

**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:	54.8%
No:	32.5%
Unsure:	12.7%

## Detailed Results with Demographic Breakdowns for Each Question:

### Which of the three final design choices do you support, The Pier Park, Destination St. Pete Pier or Alma?

Pier Park:	23.1%
Destination St. Pete Pier:	45.4%
Alma:	8.7%
Unsure:	22.8%

#### Non-Weighted Results and Demographic Breakdowns:

Pier Park:	22.8%
Destination:	45.1%
Alma:	8.9%
Unsure:	23.3%

#### Political Party Breakdown:

##### Democratic Party 430 responses

Pier Park:	25.3%	Destination:	39.5%	Alma:	10.0%	Unsure:	25.1%
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##### Republican Party 258 responses

Pier Park:	18.2%	Destination:	48.8%	Alma:	7.4%	Unsure:	25.6%
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##### Independent Voter 155 responses

Pier Park:	23.2%	Destination:	54.2%	Alma:	8.4%	Unsure:	14.2%
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#### Race Breakdown:

##### White, Not Hispanic 643 responses

Pier Park:	20.7%	Destination:	45.9%	Alma:	10.0%	Unsure:	23.5%
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##### Black, Not Hispanic 163 responses

Pier Park:	30.1%	Destination:	42.9%	Alma:	5.5%	Unsure:	21.5%
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##### Asian or Pacific Islander 5 responses

Pier Park:	20.0%	Destination:	60.0%	Alma:	0%	Unsure:	20.0%
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##### Hispanic 14 responses

Pier Park:	35.7%	Destination:	42.9%	Alma:	7.1%	Unsure:	14.3%
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##### Other or Unknown 18 responses

Pier Park:	22.2%	Destination:	33.3%	Alma:	5.6%	Unsure:	38.9%
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#### Gender Breakdown:

##### Male 363 responses

Pier Park:	21.8%	Destination:	47.1%	Alma:	10.7%	Unsure:	20.4%
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##### Female 480 responses

Pier Park:	23.5%	Destination:	43.5%	Alma:	7.5%	Unsure:	25.4%
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#### Age Breakdown:

##### 18 to 29 96 responses

Pier Park:	27.1%	Destination:	49.0%	Alma:	8.3%	Unsure:	15.6%
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##### 30 to 49 247 responses

Pier Park:	24.3%	Destination:	49.8%	Alma:	6.9%	Unsure:	19.0%
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##### 50 to 69 336 responses

Pier Park:	22.6%	Destination:	45.8%	Alma:	10.7%	Unsure:	20.8%
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##### 70 and up 164 responses

Pier Park:	18.3%	Destination:	34.1%	Alma:	8.5%	Unsure:	39.0%
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**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: 54.8%  
No: 32.5%  
Unsure: 12.7%

Non-Weighted Results and Demographic Breakdowns:

Yes: 54.7%  
No: 32.5%  
Unsure: 12.8%

**Political Party Breakdown:**

**Democratic Party 430 responses**  
Yes: 48.1% No: 37.7% Unsure: 14.2%

**Republican Party 258 responses**  
Yes: 59.7% No: 29.8% Unsure: 10.5%

**Independent Voter 155 responses**  
Yes: 64.5% No: 22.6% Unsure: 12.9%

**Race Breakdown:**

**White, Not Hispanic 643 responses**  
Yes: 56.6% No: 30.3% Unsure: 13.1%

**Black, Not Hispanic 163 responses**  
Yes: 45.4% No: 42.3% Unsure: 12.3%

**Asian or Pacific Islander 5 responses**  
Yes: 60.0% No: 40.0% Unsure: 0%

**Hispanic 14 responses**  
Yes: 50.0% No: 35.7% Unsure: 14.3%

**Other or Unknown 18 responses**  
Yes: 72.2% No: 16.7% Unsure: 11.1%

**Gender Breakdown:**

**Male 363 responses**  
Yes: 57.3% No: 31.7% Unsure: 11.0%

**Female 480 responses**  
Yes: 52.7% No: 33.1% Unsure: 14.2%

**Age Breakdown:**

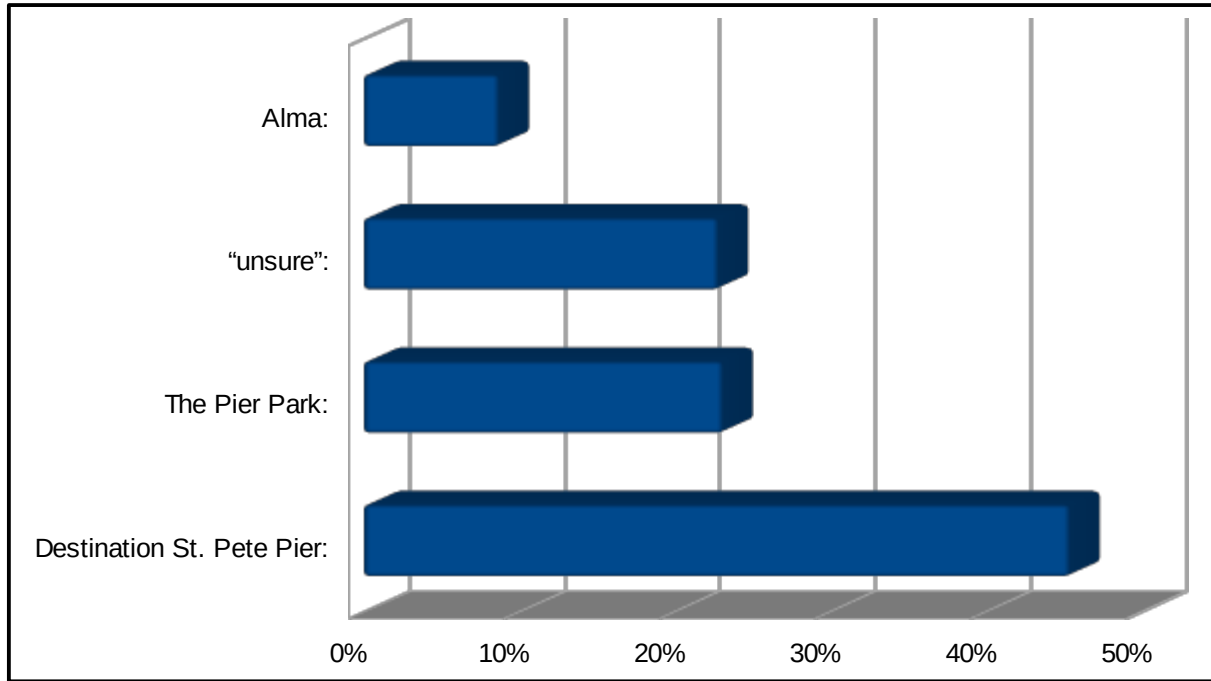
**18 to 29 96 responses**  
Yes: 58.3% No: 26.0% Unsure: 15.6%

**30 to 49 247 responses**  
Yes: 51.0% No: 36.4% Unsure: 12.6%

**50 to 69 336 responses**  
Yes: 57.4% No: 32.4% Unsure: 10.1%

**70 and up 164 responses**  
Yes: 52.4% No: 30.5% Unsure: 17.1%

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



Destination St. Pete Pier:	45.40%
The Pier Park:	23.10%
"unsure":	22.80%
Alma:	8.70%

# ST. PETERSBURG PRIMARY AUGUST 27, 2013

Active Registered Precincts 92 of 92  
Voters: Reported:  
Ballots Cast: 50,471  
Voter Turnout: 31.38 %

Website last updated 8/29/2013  
5:03:40 PM EDT

[Summary](#)   [Precincts Reporting](#)   [Voter Turnout](#)   [Reports](#)   [Print This Page](#)

**Official Results**  
**Municipality Opted Out of Early Voting**  
**Includes Mail Ballots**  
**Includes Provisional Ballots**

**Check Map for Precincts Reporting.**

**ST. PETERSBURG MAYOR (Vote for 1)**  
92 of 92 Precincts Reporting

[Vote Type Summary](#)

[Contest Detail Map](#)

	<b>Percent Votes</b>
Anthony Cates III	0.75% 376
Paul Congemi	0.45% 225
Kathleen Ford	19.27% 9,648
Bill Foster	40.63% 20,336
Rick Kriseman	38.90% 19,470
	50,055

**ST. PETERSBURG REFERENDUM QUESTION**  
**(Vote for 1)**  
92 of 92 Precincts Reporting

[Vote Type Summary](#)

[Contest Detail Map](#)

	<b>Percent Votes</b>
YES	63.22% 31,456
NO	36.78% 18,301
	49,757



# St. Petersburg Surveys

## August 27, 2013 City of St. Petersburg Election Survey

Telephone survey of returned mail ballot voters within the City of St Petersburg, conducted through August 27th, 2013:

In our August 27th St. Petersburg primary election returned mail ballot poll, we asked about the Pier ballot question and the primary race for Mayor. Only those voters who answered that they had returned their mail ballot were asked the questions.

Total people polled: 738

*These results were scientifically weighted by political party, race and age.*

*Margin of error:  $\pm 3.6\%$  at a 95% confidence level*

### **In the race for Mayor of St. Petersburg, did you vote for Anthony Cates, Paul Congemi, Kathleen Ford, Bill Foster or Rick Kriseman?**

Cates:	2.2%
Congemmi:	1.3%
Ford:	20.1%
Foster:	37.3%
Kriseman:	37.0%
Undervote:	2.0%

### **On the new Pier ballot question, did you vote in favor of the ordinance to cancel the contract with Michael Maltzan to build the Lens Pier?**

Yes:	61.7%
No:	35.7%
Undervote:	2.6%