



July 21, 2017

Dear Honorable Mayor and Commissioners,

I am President of Clearview Polling and Research, which is a polling and focus group research firm located in Tallahassee. I have been conducting research into voters and voter behavior, conducting polls and focus groups throughout Florida for over 30 years.

The poll we conducted in the City of West Palm Beach was comprised of 300 randomly selected registered voters in the city. It was drawn to be representative of the electorate and was balanced by age, race, gender, party affiliation, and geography within the City. The questions were worded clearly and fairly and were designed to measure baseline support or opposition to the proposed ordinance change. We also asked several questions that were designed to help us understand which messages had the highest salience or elicited the strongest responses.

The question we are being asked is, "were the questions biased or designed to elicit a desired opinion?"

No, they were not.

The baseline question was asked as follows:

*A local builder is seeking to change the zoning ordinance in West Palm Beach. The change would apply to the property where the First Church of Christ Scientist is located in the Waterfront District, east of Olive Avenue. The current zoning regulations require buildings be no taller than five stories tall; the builder is seeking to raise that height limit to twenty-five stories.*

When respondents were asked this clearly neutral and factually accurate statement, an astounding 62% said they "strongly opposed" the change with another 9% "somewhat" opposing it. In total, 7 in 10 respondents were opposed.

And to further make the point, we even tested some of the positive messages being floated by the proponents of this project. For example, we asked respondents if they would be more or less

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likely to support it if they knew, “the commercial high rise will bring hundreds of needed high-wage jobs to our community” and found that – even with this positive leaning language – nearly six in ten (59%) still opposed it. Further, we asked if they would support it if it would “bring much needed tax dollars to our local city for badly needed government services like fire and police” and 55% still indicated opposition!

The poll is valid. The questions were balanced and the fact remains that those who live in West Palm Beach overwhelmingly oppose changing the height restrictions.



Steven J. Vancore

Clearview Polling and Research

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