
City of Mesa Public Opinion Research

Likely Voters

March 3-6, 2025
September 22-25, 2025

** Percentages may not total 100 due to rounding*

About HighGround Inc.

- ❑ Specializing in strategic messaging surveys to gather a broad spectrum of public opinion including perception of the client, awareness of their challenges, public priorities, views on broad and specific issues, vulnerabilities, and argumentation.
- ❑ Five-time winner of “Best Polling Firm” by the *Arizona Capitol Times*
- ❑ Goal: Accurate, impartial results



Survey Methodology

The N=500 scientific surveys were conducted among high efficacy voters who have a history of electoral participation in the City of Mesa. Individuals were randomly selected to reflect quotas for likely participation in local elections.

The poll was weighted to model the likely turnout of voters across party, age, region, and gender.

The live interview surveys of voters was conducted to both landline and cell phone users. The margin of error for both surveys is $\pm 4.3\%$ with a 95% confidence interval.

Likely Voters

Age Group:

14.0%	29 and under
18.0%	30 to 39
18.0%	40 to 49
23.8%	50 to 64
26.2%	65 Plus

Sex:

48.0%	Male
52.0%	Female

Area:

16.0%	District 1
17.0%	District 2
14.0%	District 3
10.0%	District 4
22.0%	District 5
21.0%	District 6

Demographics

Do you have children under 18 living at home with you?

31.2% Yes
67.0% No
1.8% Refused

Ideology

21.2% Very Conservative
16.2% Somewhat Conservative
33.0% Moderate
10.2% Somewhat Liberal
10.2% Very Liberal
4.6% Don't Know
4.6% Refused

In general, would you say that the City of Mesa is heading in the right direction, or the wrong direction?

16.0% Definitely right direction
 46.2% Probably right direction
 9.8% Probably wrong direction
 5.4% Definitely wrong direction
 22.6% Don't Know, Refused

62.2%	Total Right
15.2%	Total Wrong
22.6%	DK, Refused

- ❑ 29 and Under: 70.0% right direction
- ❑ 30-39: 61.1% right direction
- ❑ 40-49: 57.8% right direction
- ❑ 50-64: 59.7% right direction
- ❑ 65+: 64.1% right direction

March 2025
 59.0% Total Right
 18.8% Total Wrong

What do you consider to be the top issue facing the City of Mesa today?

- 29.8% Housing prices
- 17.8% Inflation and high prices
- 15.6% Homelessness
- 12.0% Traffic and congestion
- 8.8% Public Safety
- 8.6% Controlling city spending
- 3.2% Other
- 4.0% Don't Know
- 0.2% Refused

<29:	41.4% Housing prices
30-39:	40.0% Housing prices
40-49:	38.9% Housing prices
50-64:	22.7% Housing prices
65+:	19.8% Inflation and High Prices

March 2025

- 32.0% Housing prices
- 20.8% Inflation and high prices
- 12.8% Traffic and congestion
- 12.6% Homelessness

How would you rate the Mayor and City Council's overall job performance in the City of Mesa?

3.2% Excellent
24.2% Very Good
44.8% Ok
7.0% Poor
2.8% Failing
16.4% Undecided
1.6% Refused

<29:	24.3% excellent/very good
30-39:	27.8% excellent/very good
40-49:	24.4% excellent/very good
50-64:	27.7% excellent/very good
65+:	30.5% excellent/very good

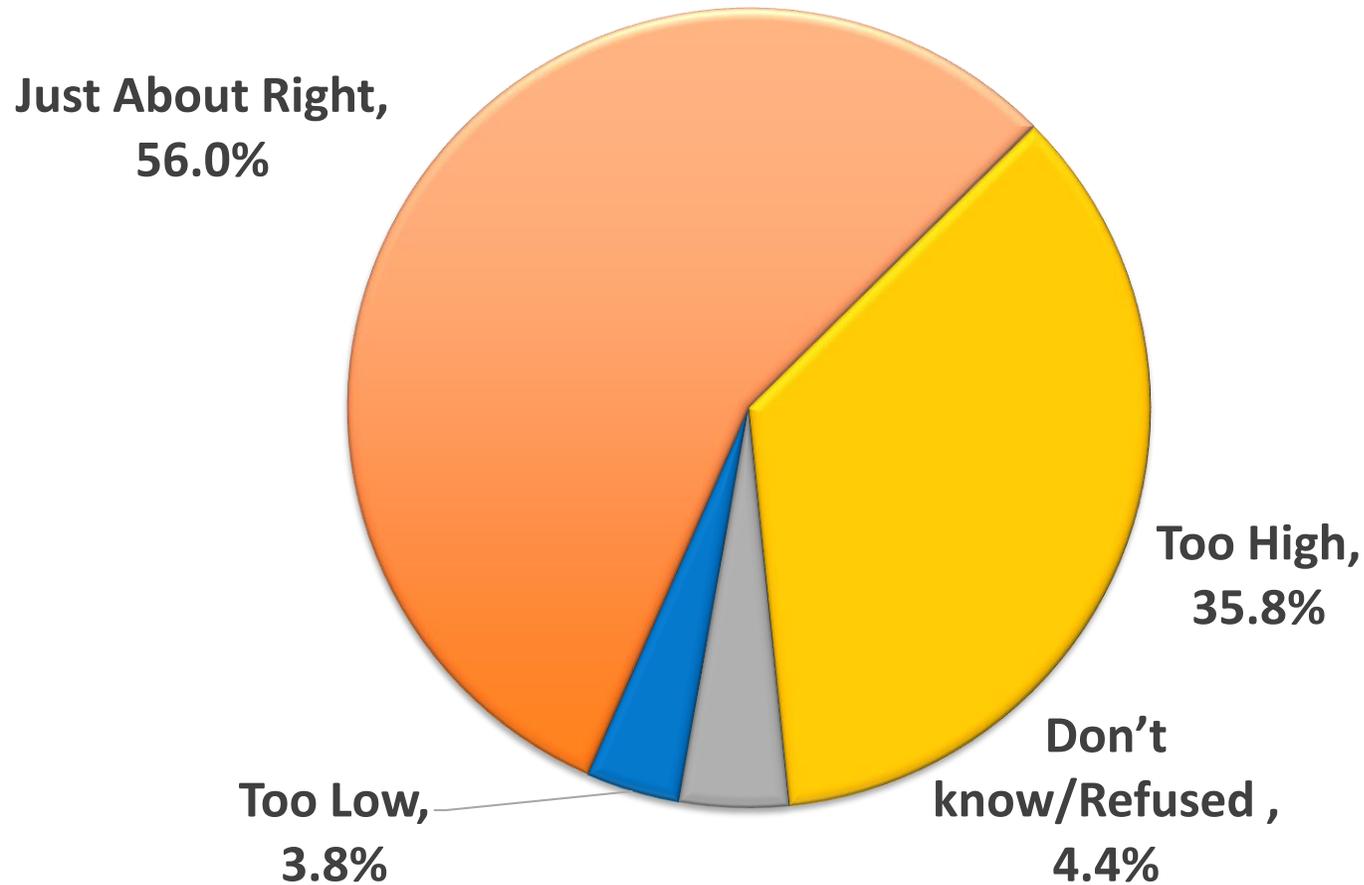
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3.0% Excellent
20.4% Very Good
47.0% Ok
8.0% Poor
5.4% Failing

Rating Municipal Services

	<u>Mean</u>	<u>Excellent/Very Good</u>
Fire and Medical	4.08	59.2%
Libraries	3.90	76.4%
Museums	3.74	59.0%
Parks	3.69	38.8%
Police	3.66	62.8%
Recreation programs	3.57	44.4%
Open space and trails	3.53	40.6%
Streets and transportation	3.22	47.8%
Utilities	3.22	51.0%

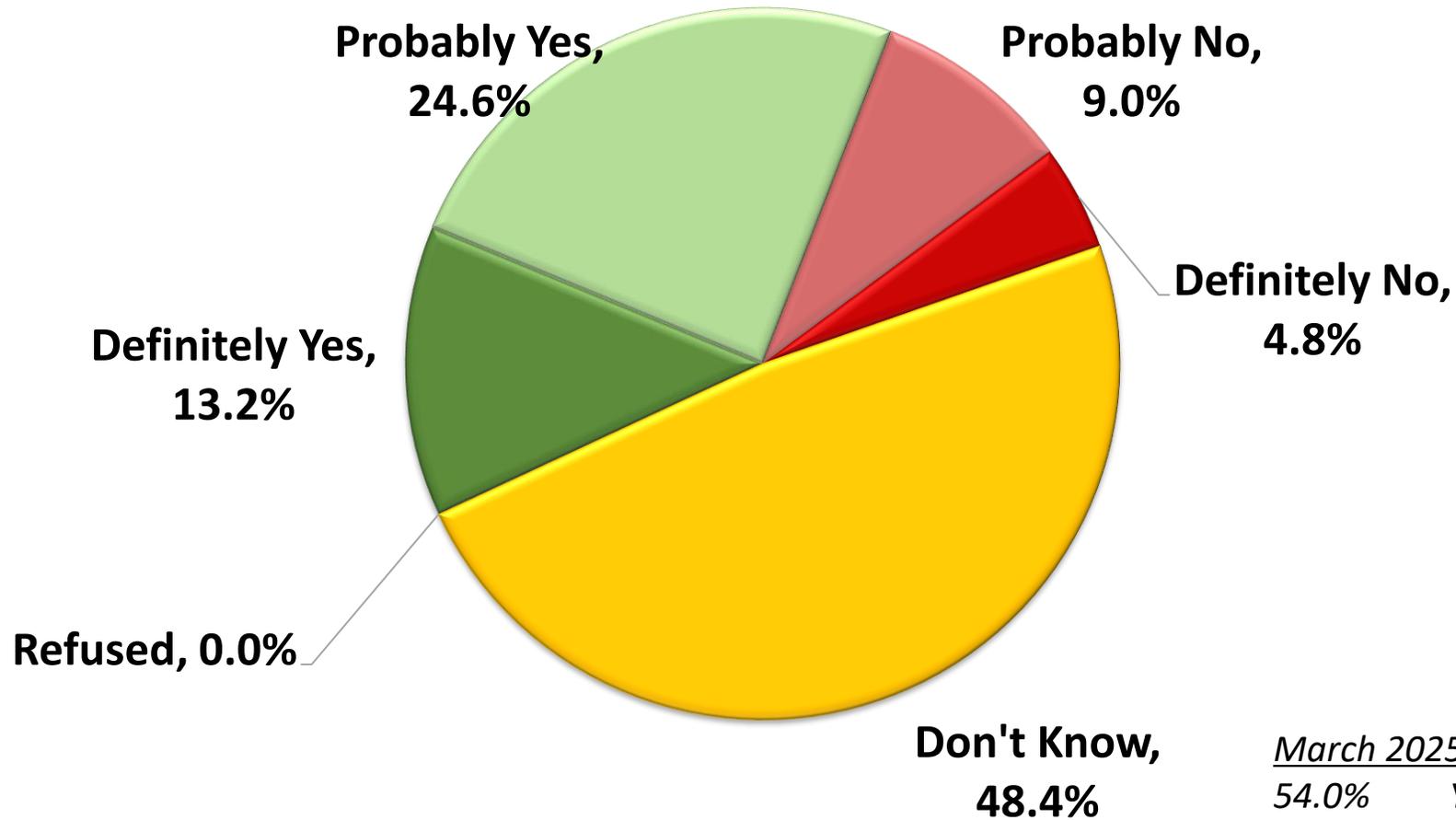
In general, would you say that amount of taxes you pay to the City of Mesa are:



	Too Low	Just Right	Too High
Under 29	5.7%	61.4%	27.1%
30 - 39	2.2%	65.6%	28.9%
40 - 49	6.7%	56.7%	32.2%
50 - 64	3.4%	46.2%	46.2%
65+	2.3%	55.0%	38.2%
District 1	2.5%	58.8%	33.8%
District 2	5.9%	57.6%	29.4%
District 3	2.9%	62.9%	31.4%
District 4	6.0%	56.0%	34.0%
District 5	4.5%	54.5%	38.2%
District 6	1.9%	49.5%	43.8%

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 2.6% Too low
 53.0% Just about right
 39.4% Too high

Arizona allows cities to impose a primary property tax to fund general city services. To the best of your knowledge, does the City of Mesa currently impose this tax on its residents?



Total: 37.8% Yes
13.8% No

	Yes	No
Under 29	35.7%	18.6%
30 - 39	32.2%	12.2%
40 - 49	44.4%	13.3%
50 - 64	41.2%	10.9%
65+	35.1%	15.3%
District 1	40.0%	12.5%
District 2	37.6%	11.8%
District 3	37.1%	15.7%
District 4	32.0%	18.0%
District 5	31.8%	12.7%
District 6	45.7%	14.3%

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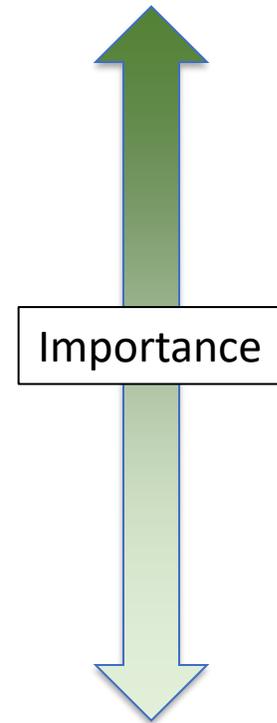
54.0% Yes

11.4% No

34.0% Don't know

Policy Priorities

	<u>Mean</u>
Ensuring government transparency	4.62
Reducing crime	4.45
Supporting community health and safety	4.43
Conserving water	4.43
Attracting and retaining high-quality jobs	4.42
Protecting taxpayers	4.37
Addressing homelessness	4.33
Promoting sustainability	4.09
Fostering robust workforce training and development	3.92
Investing in vibrant and attractive neighborhoods	3.61
Attracting high-quality retail and restaurants	3.54



How do you prefer to receive information about City of Mesa services, projects, and decisions?

39.0%	Email newsletter
24.8%	Social media
24.2%	Letters or postcards
15.4%	Television news
14.8%	Online Publication
13.6%	Flyers
7.4%	Newspaper
6.2%	Radio
3.2%	Mesa's Channel 11
4.4%	Don't Know
2.8%	Refused

Questions?
