ST. LOUIS RAMS STADIUM SURVEY

ST. LOUIS MEDIA MARKET

Q: If you had to choose one, what is your favorite professional sports team in St. Louis?

St. Louis Cardinals……………75%
St. Louis Rams…………………12%
St. Louis Blues…………………13%

Q: How would you feel if the St. Louis Rams relocated to Los Angeles?

Very disappointed……………………36%
Somewhat disappointed……………26%
Not disappointed……………………17%
Not disappointed at all……………22%

Q: How important do you believe the St. Louis Rams are to the area's economy?

Very important…………………………36%
Somewhat important…………………42%
Not important…………………………14%
Not important at all……………………7%

Q: Do you believe the St. Louis Rams need a new stadium?

Yes………..31%
No………...69%

Q: Do you believe subsidizing professional sports teams' stadiums with tax dollars is a good idea or bad idea?

Good idea……….15%
Bad idea………….70%
Don't know……..15%

Q: There has been discussion of the NFL's St. Louis Rams relocating to Los Angeles. In order to keep the team in St. Louis, a plan has been proposed to build a new stadium using approximately $500 million in taxpayer funds. Do you support or oppose a plan using $500 million in taxpayer funds to build a new stadium for the St. Louis Rams in order to keep them in St. Louis?

Support……………….18%
Oppose……………….69%
Don't Know………….13%

NEW STADIUM CROSSTABS

BY COUNTY

Column %	JEFFERSON	ST CHARLES	ST LOUIS	ST. LOUIS CITY
Support	11%	19%	21%	20%
Oppose	77%	72%	66%	57%
Don't know	11%	9%	13%	23%

BY GENDER

Column %	Female	Male
Support	17%	21%
Oppose	69%	69%
Don't know	14%	10%

BY AGE

Column %	18-29	30-39	40-49	50-69	70+
Support	41%	25%	21%	16%	16%
Oppose	52%	62%	65%	72%	70%
Don't know	7%	13%	14%	12%	14%

BY RACE

Column %	White	African-American	Other
Support	18%	30%	10%
Oppose	71%	46%	83%
Don't know	12%	24%	6%

BY PARTY

Column %	Republican	Democrat	Non-Partisan
Support	19%	20%	17%
Oppose	71%	68%	68%
Don't know	10%	12%	15%