



MEMORANDUM

To: Interested Parties
From: Show Me Victories (SMV)
Subject: St. Louis Area IVR Survey Results: Toplines and Crosstabs
Date: November 14, 2021

Show Me Victories conducted a survey of 700 registered voters from the City of St. Louis and St. Louis County to measure their opinions concerning St. Louis's lawsuit with the National Football League (NFL). The interviews took place between November 11-13, 2021. The survey data was collected using an Interactive Voice Response system administered to landline telephones only. The margin of error for the entire sample is +/- 4%.¹

KEY TAKEAWAYS

- **The majority of St. Louis area residents have been following the lawsuit between St. Louis and the NFL at least somewhat closely.** Seventy-one percent (71%) of registered voters have been following the issue either very closely (20%) or somewhat closely (51%), compared to twenty-seven percent (27%) who have not been following the issue at all.
- **Close to one-half of voters support an expansion team locating to St. Louis.** Forty-nine percent (49%) of area residents support an expansion NFL team locating to St. Louis, while twenty-three percent (23%) oppose the idea, and twenty-eight percent (28%) are unsure.
- **About one-third of area residents support the Los Angeles Chargers relocating to St. Louis.** Thirty-seven percent (37%) of respondents support the Los Angeles Chargers relocating to St. Louis, compared to twenty-nine percent (29%) who oppose the idea, and thirty-five percent (35%) who are unsure.
- **A large minority of voters support the acceptance of a \$1 billion settlement with the NFL to end the lawsuit.** Thirty-nine percent (39%) of voters support a \$1 billion settlement with the NFL, while twenty-two percent (22%) oppose such a move, with forty percent (40%) unsure.
- **Most residents support a jury deciding the fate of the lawsuit with the NFL.** Fifty-six percent (56%) of respondents support the outcome of the lawsuit being decided by jury, while only nine percent (9%) oppose it, with thirty-five percent (35%) unsure.
- **When asked about their preferred outcome for the lawsuit, voters are evenly split between a new NFL expansion team locating to St. Louis, a \$1 billion settlement, and a jury trial to decide the outcome.** Twenty-four percent (24%) of respondents would like to see a \$1 billion settlement, followed by twenty-three percent (23%) who prefer a jury trial, twenty-two percent (22%) who would like to see a new NFL expansion team locate to St. Louis, ten percent (10%) who prefer the Los Angeles Chargers relocating to St. Louis, with twenty-one percent (21%) unsure.

¹The sampling error at the 95% confidence level is plus-or-minus 3.7% for the overall sample (N=700), plus-or-minus 4.2% for St. Louis County sample (N=546), and plus-or-minus 7.9% for the City of St. Louis sample (N=154). The margin of error is higher for subgroups (e.g., age group). The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if a response to a given question which all respondents answered was 50%, we could be 95% confident that the true percentage would fall within plus or minus 4% of this percentage, or between 46% and 54%. Survey data has been weighted to match the demographics of registered voters in the jurisdictions examined. Percentages may not equal 100% due to rounding.

SURVEY TOPLINES

Question 4: How closely have you been following the lawsuit between St. Louis and the National Football League concerning the relocation of the St. Louis Rams to Los Angeles?

Very Closely	20%
Somewhat Closely	51%
Not been following at all	27%
Do not know	02%

Question 5: Would you support or oppose an expansion NFL team locating to St. Louis?

Support	49%
Oppose	23%
Do not know	28%

Question 6: Would you support or oppose the Los Angeles Chargers relocating to St. Louis?

Support	37%
Oppose	29%
Do not know	35%

Question 7: Do you support or oppose the City of St. Louis, St. Louis County, and the St. Louis Regional Sports Authority accepting the over \$1 billion settlement to end the lawsuit with the NFL?

Support	39%
Oppose	22%
Do not know	40%

Question 8: Do you support or oppose the City of St. Louis's lawsuit with the NFL being decided by a jury?

Support	56%
Oppose	09%
Do not know	35%

Question 9: Which of the following scenarios, concerning St. Louis's lawsuit with the NFL, would you most like to see occur?

A New NFL expansion team locating to St. Louis	22%
The Los Angeles Chargers relocating to St. Louis	10%
\$1 Billion Settlement	24%
Jury Trial	23%
Do not know	21%

Gender

Male	45%
Female	55%

Age

18-39	31%
40-49	15%
50-64	27%
65+	27%

Ethnicity

African American or Black	27%
White or Caucasian	65%
Other	08%

Party Affiliation

Democrat	42%
Republican	18%
Independent	40%

Region²

North City	08%
South City	14%
North County	23%
Central County	18%
South County	19%
West County	18%

Jurisdiction

City of St. Louis	22%
St. Louis County	78%

²Each region of the City of St. Louis, and St. Louis County, was represented in proportion to its share of registered voters. Here are the township and ward distributions: North County: Airport, Ferguson, Florissant, Lewis and Clark, Normandy, Northwest, Norwood, Spanish Lake, St. Ferdinand; South County: Bonhomme, Concord, Gravois, Lemay, Oakville, Tesson Ferry; Central County: Clayton, Creve Coeur, Hadley, Jefferson, Midland, University City; West County: Chesterfield, Lafayette, Maryland Heights, Meramec, Missouri River, Queeny, Wild Horse Creek; North City Wards: 1,2,3,4,5,18,19,21,22,26,27,28; South City Wards: 6,7,8,9,10,11,12,13,14,15,16,17,20,23,24,25

CROSTABULATIONS³

Table 1: Attention to NFL Lawsuit by Subgroup

Question 4 ⁴	Gender		Age Group				Ethnicity		Party			Jurisdiction	
Choice	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
Very Closely	17%	24%	20%	27%	17%	20%	29%	17%	23%	23%	18%	22%	20%
Somewhat Closely	55%	46%	43%	45%	59%	54%	38%	59%	49%	49%	54%	46%	52%
Not Following Issue at all	27%	26%	32%	24%	23%	25%	31%	22%	24%	28%	28%	29%	26%
Do not know	1%	4%	4%	3%	1%	1%	2%	2%	4%	0%	1%	2%	2%

³ Note: Percentages may not equal 100% due to rounding

⁴ "How closely have you been following the lawsuit between St. Louis and the National Football League concerning the relocation of the St. Louis Rams to Los Angeles?"

Table 2: Support for Expansion Team Locating to St. Louis by Subgroup

Question 5 ⁵	Gender		Age Group				Ethnicity		Party			Jurisdiction	
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
Support	46%	53%	40%	58%	53%	50%	52%	47%	55%	48%	42%	54%	48%
Oppose	19%	26%	29%	27%	18%	18%	18%	24%	21%	30%	21%	21%	23%
Do not know	35%	21%	30%	15%	29%	33%	30%	29%	24%	21%	37%	25%	29%

⁵ "Would you support or oppose an expansion NFL team locating to St. Louis?"

Table 3: Support for Los Angeles Chargers Relocating to St. Louis by Subgroup

Question 6 ⁶	Gender		Age Group				Ethnicity		Party			Jurisdiction	
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
Support	32%	42%	35%	38%	37%	37%	41%	36%	43%	42%	30%	40%	36%
Oppose	27%	30%	31%	39%	26%	24%	24%	30%	28%	24%	31%	32%	28%
Do not know	41%	27%	34%	24%	37%	39%	35%	35%	29%	34%	39%	29%	36%

⁶ "Would you support or oppose the Los Angeles Chargers relocating to St. Louis?"

Table 4: Support for Acceptance of Settlement by Subgroup

Question 7 ⁷	Gender		Age Group				Ethnicity		Party			Jurisdiction	
Vote	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
Support	39%	39%	37%	49%	40%	34%	36%	40%	39%	46%	35%	42%	38%
Oppose	20%	23%	26%	26%	19%	17%	23%	22%	20%	26%	21%	20%	22%
Do not know	41%	38%	37%	25%	41%	49%	41%	38%	41%	27%	44%	39%	40%

⁷ "Do you support or oppose the City of St. Louis, St. Louis County, and the St. Louis Regional Sports Authority accepting the over \$1 billion settlement to end the lawsuit with the NFL?"

Table 5: Support for Jury Trial to Determine Lawsuit by Subgroup

Question 8 ^a	Gender		Age Group				Ethnicity		Party			Jurisdiction	
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
Support	51%	63%	36%	72%	64%	62%	53%	58%	57%	47%	57%	61%	55%
Oppose	10%	7%	15%	6%	7%	5%	7%	10%	7%	21%	7%	9%	9%
Do not know	39%	30%	49%	22%	28%	33%	40%	32%	36%	32%	36%	31%	36%

^a "Do you support or oppose the City of St. Louis's lawsuit with the NFL being decided by a jury?"

Table 6: Preferences for Lawsuit Outcome by Subgroup

Question 9 ^a	Gender		Age Group				Ethnicity		Party			Jurisdiction	
	Female	Male	18-39	40-49	50-64	65+	AA	White	Dem	Rep	Ind	City of St. Louis	St. Louis County
NFL Expansion Team Locate to St. Louis	19%	26%	18%	25%	26%	21%	26%	21%	25%	21%	20%	22%	22%
Los Angeles Chargers Relocating to St. Louis	10%	10%	16%	8%	8%	8%	18%	7%	14%	9%	7%	14%	9%
\$1 Billion Settlement	28%	18%	20%	25%	25%	25%	12%	29%	18%	31%	27%	23%	24%
Jury Trial	18%	29%	24%	32%	18%	23%	27%	20%	22%	15%	29%	21%	24%
Do not know	25%	16%	22%	10%	23%	23%	18%	24%	21%	24%	16%	20%	22%

^a "Which of the following scenarios, concerning St. Louis's lawsuit with the NFL, would you most like to see occur?"



**IVR SURVEY QUESTIONNAIRE
CITY OF ST. LOUIS/ST. LOUIS COUNTY, MISSOURI
NOVEMBER 2021**

Question 1: What is your gender?

Press 1 for Female
Press 2 for Male

Question 2: Which age range do you fall within?

Press 1 for 18-29
Press 2 for 30-39
Press 3 for 40-49
Press 4 for 50-64
Press 5 for 65 or older

Question 3: What is your ethnicity?

Press 1 for African American or black
Press 2 for White
Press 3 for Other

Question 4: How closely have you been following the lawsuit between St. Louis and the National Football League concerning the relocation of the St. Louis Rams to Los Angeles?

Press 1 on your keypad if you have been following the issue very closely
Press 2 for somewhat closely
Press 3 if you have not been following the issue at all
Press 4 if you are unsure or do not know

Question 5: Would you support or oppose an expansion NFL team locating to St. Louis?

Press 1 for Support
Press 2 for Oppose
Press 3 if you are unsure or do not know

Question 6: Would you support or oppose the Los Angeles Chargers relocating to St. Louis?

Press 1 for Support
Press 2 for Oppose
Press 3 if you are unsure or do not know

Question 7: Do you support or oppose the City of St. Louis, St. Louis County, and the St. Louis Regional Sports Authority accepting the over \$1 billion settlement to end the lawsuit with the NFL?

Press 1 for Support
Press 2 for Oppose
Press 3 if you are unsure or do not know

Question 8: Do you support or oppose the City of St. Louis's lawsuit with the NFL being decided by a jury?

Press 1 for Support

Press 2 for Oppose

Press 3 if you are unsure or do not know

Question 9: Which of the following scenarios, concerning St. Louis's lawsuit with the NFL, would you most like to see occur?

Press 1 for a new NFL expansion team locating to St. Louis

Press 2 for the Los Angeles Chargers relocating to St. Louis

Press 3 for the estimated \$1 billion settlement

Press 4 for a jury trial

Press 5 if you are unsure or do not know

Question 10: Do you think of yourself as a Democrat, Republican, or an Independent?

Press 1 for Democrat

Press 2 for Republican

Press 3 for Independent

This concludes the survey. Thank you for your participation.