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Rocky Mountain Poll

NEWS RELEASE
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FEW WOULD VOTE "YES" AGAIN ON STADIUM TAX
HALF FAVOR NO STADIUM OR MODERNIZING SUN DEVIL STADIUM

Phoenix, Arizona, April 9, 2002. Seventy-two percent of Maricopa taxpayers say if given a second chance, they would vote "No" on using public money to fund a football stadium for the Arizona Cardinals. Thirty-five percent flatly assert that no stadium should be built in the Valley and another fifth say if anything is built, it should only take the form of modernizing the existing ASU stadium.

The elongated wrangling about the location of the stadium may have cost the Cardinals considerable equity within the public. Today, none of the remaining sites for the proposed stadium has support from more than 22 percent of voters and, taken together, the two sites on the Fort McDowell and Gila Indian Reservations are supported by only 17 percent of taxpayers.

Particularly ominous as regards public support for the Cardinals is the proportion of voters and taxpayers in the East Valley who say they would vote "No" on such a funding request: 86 percent in the Scottsdale, Paradise Valley and Tempe area and 66 percent in the East Valley (Mesa, Chandler and Gilbert). Each of these geographic areas has been important in the Cardinals season ticket fan base.

In general, Democrats are the most supportive of funding such a stadium with public funds, but even within their ranks, 67 percent would vote "No." Among Republicans, the "No" vote rises to 72 percent and among Independent voters to 77 percent.

The findings outlined in this report are based on a survey of 420 adults throughout Maricopa County conducted between April 3rd and April 7th, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

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When next asked which of five courses of action they thought best as regards the Cardinals Football stadium, building it on one of three locations (Gila Indian Reservation, Fort McDowell Indian Reservation or along the Rio Salado near the Tempe-Mesa border), rebuilding and modernizing ASU stadium or building no stadium at all, fewer than four in ten show a preference for any of the three remaining sites. A plurality (35%) of all taxpayers and 37 percent of registered voters say they favor building no stadium at all. Another fifth would plow the money into modernizing the existing ASU stadium.

Together, less than a fifth favor the Gila or Fort McDowell Indian Reservation sites.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-II-01) is based on 420 telephone interviews conducted from April 3rd through April 7th, 2002, with adults throughout Maricopa County of which 290 are registered voters. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.8 percent of what they would have been had the entire adult population been surveyed. The margin of error for the voter sample is estimated at plus or minus 5.8 percent. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-II-01

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"Next, if you could vote on whether to use public money to fund a football stadium for the Arizona Cardinals, would you vote yes or no?"

	YES	NO	UNSURE
County wide	25%	72%	3%
Registered voters	25	71	4
Phoenix	23	74	3
West Valley	29	68	3
Scottsdale/P.V./Tempe	9	86	5
Mesa/East Valley	30	66	4

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*"Given all the debate to date about the Cardinal's football stadium, which of the following courses of action do you favor? (READ IN RANDOMIZED ORDER) Build the stadium along the Rio Salado near the Mesa/Tempe border; Build the stadium near Firebird Lake on the Gila Indian Reservation; Build the stadium near Beeline Highway on the Fort McDowell Indian Reservation; Modernize the existing ASU Stadium; Build no stadium at all."*

|                                | COUNTY WIDE | VOTERS ONLY |
|--------------------------------|-------------|-------------|
| Build no stadium at all        | 35%         | 37%         |
| On Rio Salado - (Mesa/Tempe)   | 22          | 21          |
| Modernize existing ASU stadium | 20          | 19          |
| On Gila Reservation            | 11          | 12          |
| On Fort McDowell Reservation   | 6           | 6           |
| Unsure what is best            | 6           | 5           |
|                                | 100%        | 100%        |

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