



TOP LINE RESULTS FROM SDI/CERC BAROMETER

San Diego County Survey, Mar 07

(n=1,000 adult residents, oversample to 500 city and city 400 voters)

RDD

Field dates: Mar 01-06

Weighted to US Census on Age, Gender, Location, and San Diego County Registrar on Voter Registration

Questions 1-16 in other releases

Now I'd like to ask you some questions about sports . . .

Q17. How much, if at all, does having professional sports teams in San Diego contribute to the city's quality of life? Would you say they contribute . . .

	County %
A great deal	37.2
A moderate amount	32.0
A small amount	18.0
Nothing at all to San Diego's quality of life	10.1
Unsure/depends on team/depends on season (<i>Not Read</i>)	2.7

Q18. How much of a Chargers fan are you? Are you a . . .

	County %
Big fan	25.5
Casual fan	40.2
Not a fan at all	33.1
Varies/depends on season (<i>Not Read</i>)	1.2
<i>Total % of fans</i>	<i>65.7</i>

Q19. Thinking of Qualcomm Stadium where the Chargers and SDSU Aztecs play and other events are held, do you think it needs to be replaced or not?

	County %
Yes, definitely	18.8
Yes, probably	10.2
No, probably	20.7
No, definitely	42.8
Unsure (<i>Not Read</i>)	7.6
<i>Net support replacement</i>	<i>-34.5</i>

Q20. There have been discussions about building a new stadium in which the Chargers would play. The Chargers' proposal is for a city to re-zone land so the team could develop nearby housing, shops, and offices to pay for a Super Bowl-quality stadium. Regardless of where it is eventually located, do you support or oppose this plan for how to build a new stadium?

	County %
Support, strongly	24.3
Support, somewhat	19.7
Oppose, somewhat	17.0
Oppose, strongly	31.8
Unsure (<i>Not Read</i>)	7.2
<i>Net support plan</i>	<i>-4.8</i>

Q21. Chula Vista, Oceanside and National City have actively discussed with the Chargers the possibility of locating the new stadium in their cities. Which of the following locations, if any, do you favor most? (*Choices 1-4 were rotated*)

	County %
The existing stadium site in Mission Valley	43.5
Chula Vista	16.5
National City	7.1
Oceanside	21.9
All locations are good (<i>Not Read</i>)	0.8
All locations are bad (<i>Not Read</i>)	2.9
Unsure (<i>Not Read</i>)	7.3